



NATIONAL CAPITAL COMMISSION
COMMISSION DE LA CAPITALE NATIONALE

No.	2017-A28
To	Board of Directors
Date	2017-09-12

For INFORMATION

Subject/Title

2016-17 National Capital Commission Public Awareness Survey Results

Summary

- Unaided and aided awareness of the NCC remains high at close to 9 in 10
- Most have either positive or “neutral” views of the organization, or do not know enough to say – these latter groups (37%) provide an opportunity for NCC outreach
- Almost all residents agree the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians
- Awareness of NCC media coverage reached a new high in this survey
- Awareness of NCC consultations is also significantly higher
- Negative responses obtained in November/December had for the most part rebounded by February

Risk Summary

Not applicable

Recommendation

Not applicable

Submitted by:

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Name

Signature

1. Strategic Priorities

Current public opinion across Canada's Capital Region will continue to be used to inform NCC's engagement strategy.

As with all surveys conducted by the NCC, it also provides information with respect to the achievement of NCC's mandate, e.g., pride in Canada's Capital Region, as well as Capital stewardship and protection and Capital planning outcomes.

2. Authority

NCC Research and Evaluation Policy 2013

3. Context

In 2014-15, the NCC Board of Directors and CEO identified a priority of being able to assess, monitor and report on public and stakeholder opinions in order to ensure strong alignment of its plans, projects and relationships. The last public awareness survey for the National Capital Region was completed in Fall 2014.

As a result of a competitive process, Environics Research Group was awarded the contract to conduct the 2016 study to measure current public opinion across Canada's Capital Region (CCR) and to compare survey results with previous years. In order to ensure that results were not biased by media attention regarding the future location of the Ottawa Hospital, the telephone survey, comprising 1,539 residents of CCR, was conducted during two waves: November 28 to December 19, 2016 (789) and February 6 to 19, 2017 (750). The margin of error for a sample of 1,539 is $\pm 2.5\%$ at the 95% confidence level.

The specific research objectives were varied including residents' awareness of the NCC and its mandate, public attitudes about the NCC's responsibilities and performance, and residents' views on what the NCC's priorities should be over the next few years. To the extent possible, how these opinions differed by province and neighborhood were also captured.

This information will assist with and complement NCC's efforts towards proactive communications and increasing awareness of stakeholders on not only what the NCC does, but more importantly, how stakeholders can work with the NCC and contribute to building their Capital, for all Canadians.

4. Options Analysis (Survey Results)

Awareness and familiarity with the NCC:

- The NCC remains most widely recognized for the Rideau Canal Skateway (55% compared to 52% in 2014), followed by Gatineau Park (47% versus 45% in

2014), the Greenbelt (46% versus 40% in 2014) and the parkways (46% versus 39% in 2014).

- Over half of residents (55% up from 29% in 2014) are now able to identify the NCC unaided when read a description of its mandate.
- Total awareness of the NCC (aided and unaided) is consistent with previous years, with nine in ten residents (89%) expressing some level of awareness of the organization.

Four in ten CCR residents (40%) familiar with the NCC are aware that opportunities for public consultation exist, notably higher than in previous years (26% in 2014). Active participation in consultations remains low but continues to slowly trend upwards, with 11% (7% in 2014) saying they had ever gone to some type of session or provided input to the NCC.

Impressions and assessment of performance:

- Overall impressions of the NCC are similar to 2014, with just over six in ten reporting a positive (62%) view of the organization (66% in 2014). Three in ten (29%) report a neutral impression (26% in 2014), while the proportion expressing a negative impression remains small at 9% in 2016 (7% in 2014).
- Consistent with 2014, six in ten residents positively assess the NCC's performance on developing federal government property (62%) and on planning land use (59%).
- Forty-five percent (45%) give the NCC a good or excellent rating for balancing its plans and developments for the region with those of local municipalities (up from 40% in 2014).
- The same as in 2014, close to eight in ten (78%) say the NCC is doing a good job at safeguarding physical assets of national significance.
- Seven in ten (72%) say the NCC is doing an excellent or good job at protecting the environment when asked this new question in 2016.
- Majorities of residents familiar with the NCC continue to agree to some extent that they trust the NCC to make good decisions (73%), that NCC shares their values (72%) and that NCC is well-managed (62%). While decreases were noted in the November/December 2016 period, impressions had increased significantly by February 2017 surpassing the 2014 results.
- When it comes to whether the NCC does a good job of consulting and informing the public on its plans and programs, now over half agree (56% up from 48% in 2014), which is consistent with more awareness of consultation opportunities.

As in 2014 (96%), almost all residents agree (94%) that the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians.

5. Financial Details

Not applicable

6. Opportunities and Expected Results

Those who know the NCC are generally positive, with a only a few having negative opinions. The opportunity exists to increase awareness of those who don't know the NCC – 37% of Canada's Capital Region residents.

7. Risks and Mitigation Measures

Not applicable

8. Consultations and Communications

The results have been fully shared with the Executive Management Committee and PCA Branch.

9. Next Steps

The full report will be posted on NCC's corporate Internet website.

10. List of Appendices

Appendix A: 2016-17 National Capital Region Public Awareness Survey - June 2017 - Final Report

11. Authors of the Submission

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