

Toronto Community Housing



2023 Tenant Survey Key Findings

Item 8

June 25, 2024

Board of Directors

Report: TCHC:2024-39

To: Board of Directors (the “Board”)

From: Acting Vice President, Strategic Planning and Communications

Date: May 30, 2024

PURPOSE:

The purpose of this report is to provide the Board with detailed findings from the 2023 Tenant Survey for Toronto Community Housing Corporation (“TCHC”).

RECOMMENDATIONS:

It is recommended that the Board receive this report for information.

REASONS FOR RECOMMENDATIONS:

The 2023 Tenant Survey Key Findings report (Attachment 1) has been prepared to provide an understanding of tenants’ experiences living in TCHC buildings, and their perception of the services they receive.

BACKGROUND

TCHC’s Tenant Survey is a vital data collection tool used to assist TCHC in measuring the effectiveness of its operational and service models. The feedback received identifies what works well and areas where our tenants

are less satisfied, as well as helping identify issues which are most important to them so they can be prioritized for future action.

An initial report from TCHC's research partner, Forum Research Inc., was presented at the Tenant Services Committee in April 2024, and demonstrated increases in satisfaction across nearly all service areas since the last survey was conducted in 2021. All service areas generally saw increases in satisfaction of 2-5%, and very significant increases were seen in satisfaction with communications to tenants (27% to 58%) and overall satisfaction with TCHC (23% to 56%). The only decrease observed was a 1% reduction in satisfaction with building cleanliness, and since the survey results have a 1% margin of error, this is a negligible year-over-year change.

This Key Findings report is based on further analysis of the 2023 Tenant Survey conducted by TCHC staff and focuses on: progress made in key areas for improvement identified in the 2021 Tenant Survey; new areas of focus based on the 2023 results; and demographic trends that point to differing levels of satisfaction among tenants with different backgrounds and experiences.

Results of the 2023 survey are being shared with operations staff to establish a consistent understanding of tenants' experiences and how to improve satisfaction moving forward. Tenant feedback received in the survey will help support service delivery planning to ensure that tenants have positive customer service experiences and receive the support they need. The results will also inform the development of TCHC's 2025-2029 Strategic Plan.

The next Tenant Survey is currently planned for the fall of 2025.

SIGNATURE:

"Ada Wong"

Ada Wong
Acting VP, Strategic Planning and Communications

ATTACHMENT:

1. 2023 Tenant Survey Key Findings Report

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Item 8– 2023 Tenant Survey - Final Report

Public Board Meeting – June 25, 2024

Report #: TCHC:2024-39

Attachment #1 - 2023 Tenant Survey Key Findings Report

Toronto
Community
Housing



2023 Tenant Survey Key Findings

May 2024



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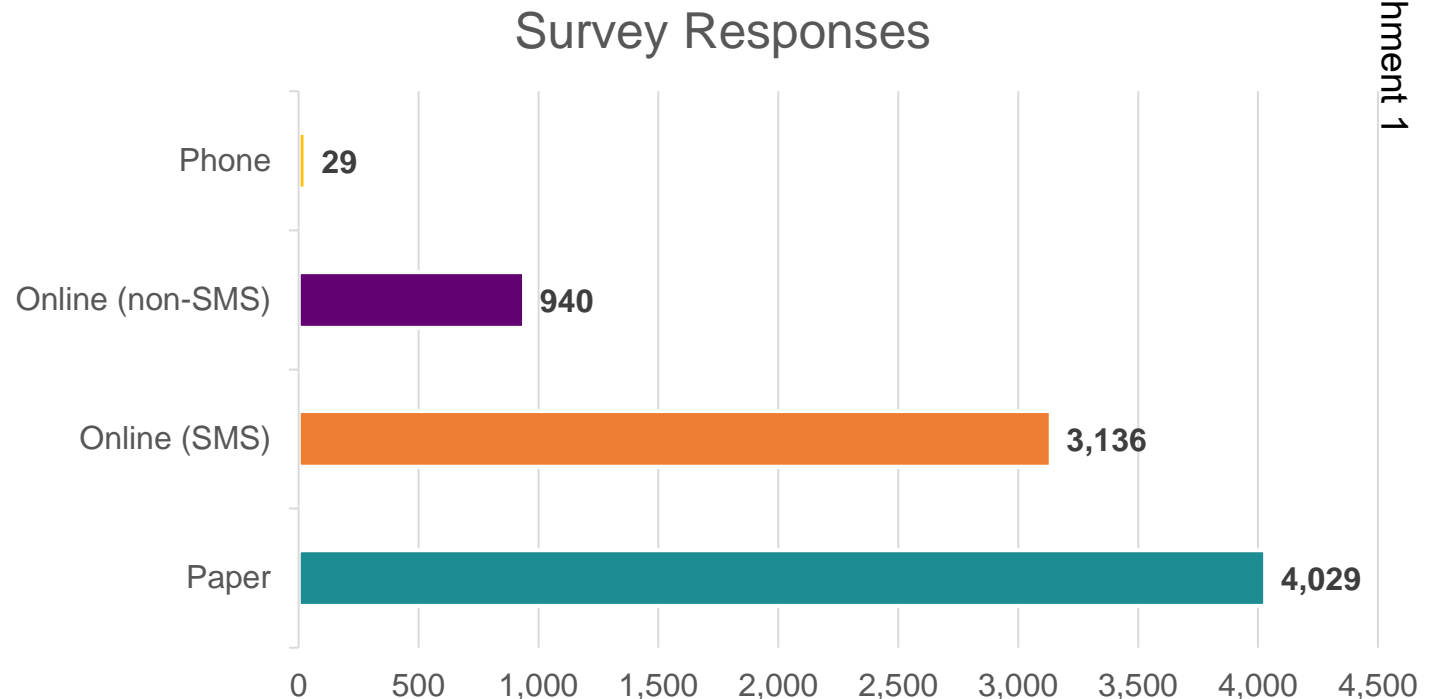
Background

The 2023 Tenant Survey was conducted in November-December 2023. A survey package was mailed to over 41,000 households and could be completed on paper, online, or over the phone.

20% of households completed the survey (8,134).

The survey results will be used to inform:

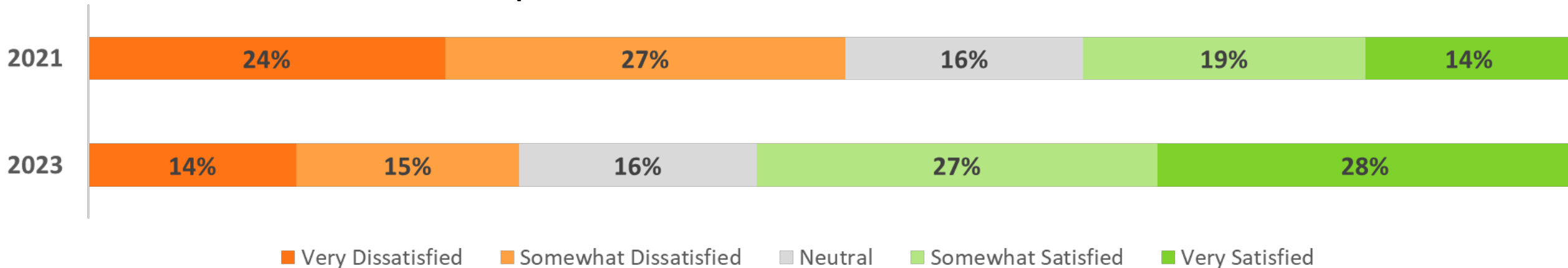
- strategic planning
- service and program improvements
- understanding how impactful certain initiatives have been in increasing tenant satisfaction



Highlights

- The 2023 Tenant Survey results are very positive overall
 - Significant increase in satisfaction with both TCHC overall (+23%) and with communications to tenants (+27%)
 - Increases in satisfaction in all but the building cleanliness service area* (+2% on average)
 - Increases in satisfaction in every customer service area (+5% on average)
 - Increases in agreement with every tenant sentiment question (+6% on average)

Overall Satisfaction with TCHC, 2021 compared to 2023



Progress on Priorities from 2021 Survey

Based on the 2021 Tenant Survey, TCHC identified 3 key priorities to improve tenant satisfaction:

1. Formerly Contract-Managed Hubs

Formerly contract-managed hubs in all regions had lower levels of tenant satisfaction.

2. Customer Service and Communication

Satisfaction with communication was identified as a key driver of overall tenant satisfaction and is strongly tied to customer service.

3. Community Safety

Tenants were concerned with a number of behaviours observed in their communities, including antisocial behavior and violent incidents.

While there is still room for improvement, based on the 2023 results, tenant satisfaction has improved in each of these areas.

Progress on 2021 Priorities

Formerly Contract-Managed Buildings

- In 2023, tenants living in buildings that were formerly contract-managed (FCM) had larger average increases in key service area and customer service satisfaction compared to direct-managed buildings, indicating that the gap in satisfaction has narrowed.

Year-Over-Year Improvements	Direct-Managed			Formerly Contract-Managed		
	2021	2023	+/-	2021	2023	+/-
Average Customer Service Satisfaction	62%	71%	10%	54%	70%	16%
Average Key Service Area Satisfaction	59%	68%	9%	51%	72%	21%
Average Tenant Sentiment	63%	73%	10%	56%	71%	15%

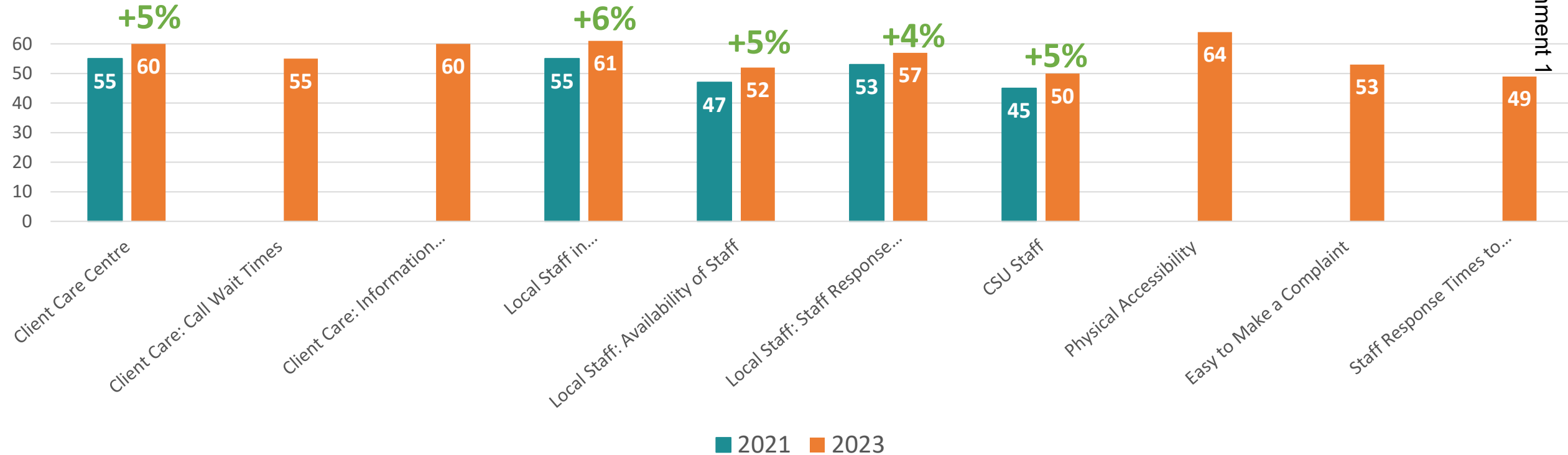
Formerly Contract-Managed Buildings (2)

- The most significant increases in FCM tenant satisfaction were in:
 - tenant programs and services
 - connecting tenants to support services
 - ability to participate in local decision-making
- This indicates that it is much easier for tenants in FCM buildings to participate in TCHC processes and services than it was when their buildings were contract-managed.
- The most significant areas for improvement in FCM buildings are:
 - Building cleanliness
 - Building/unit maintenance

Progress on 2021 Priorities

Customer Service and Communication

- The most impactful opportunity to increase tenant satisfaction with customer service is to improve the availability of staff for one-on-one support*
 - Satisfaction with staff availability improved since the 2021 survey (+5% to 52%), but remains a primary area for improvement, strongly tied to overall satisfaction with TCHC

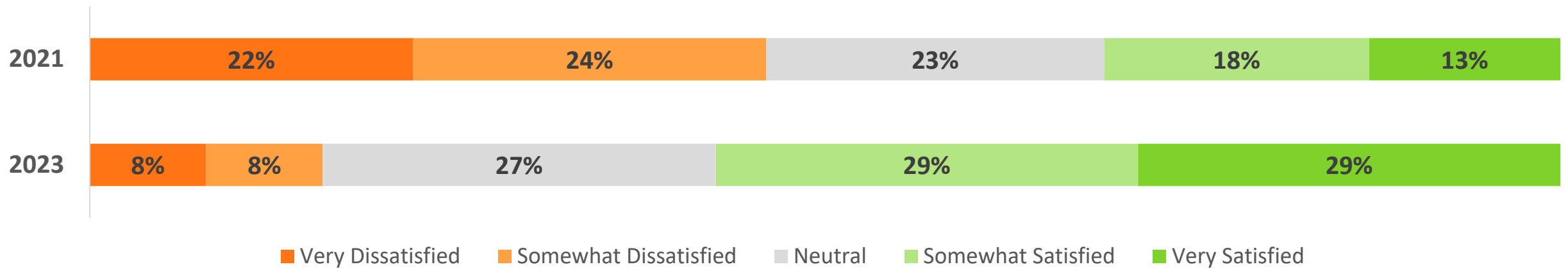


*In a key driver analysis, satisfaction with staff availability for 1:1 support was found to be closely tied to overall satisfaction with TCHC and is the only customer service area considered a primary area for improvement.

Progress on 2021 Priorities

Customer Service and Communication (2)

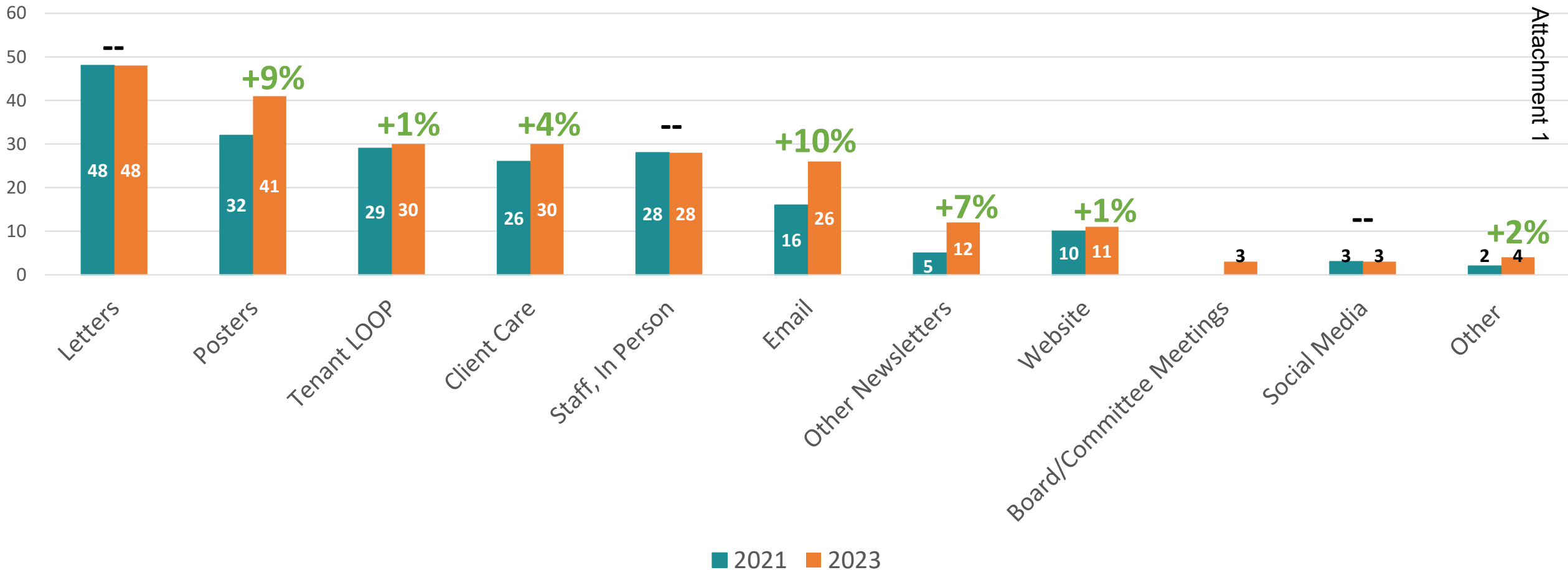
- The 2023 survey showed a significant increase in satisfaction with communications to tenants (+27% to 58%). This can be attributed to:
 - Streamlining tenant communications and ensuring that messaging is consistent across multiple channels
 - Introducing new digital communication tools (email, text message, social media)
 - Aligning communications with operational initiatives and changes to ensure relevance of messaging



Progress on 2021 Priorities

Customer Service and Communication (3)

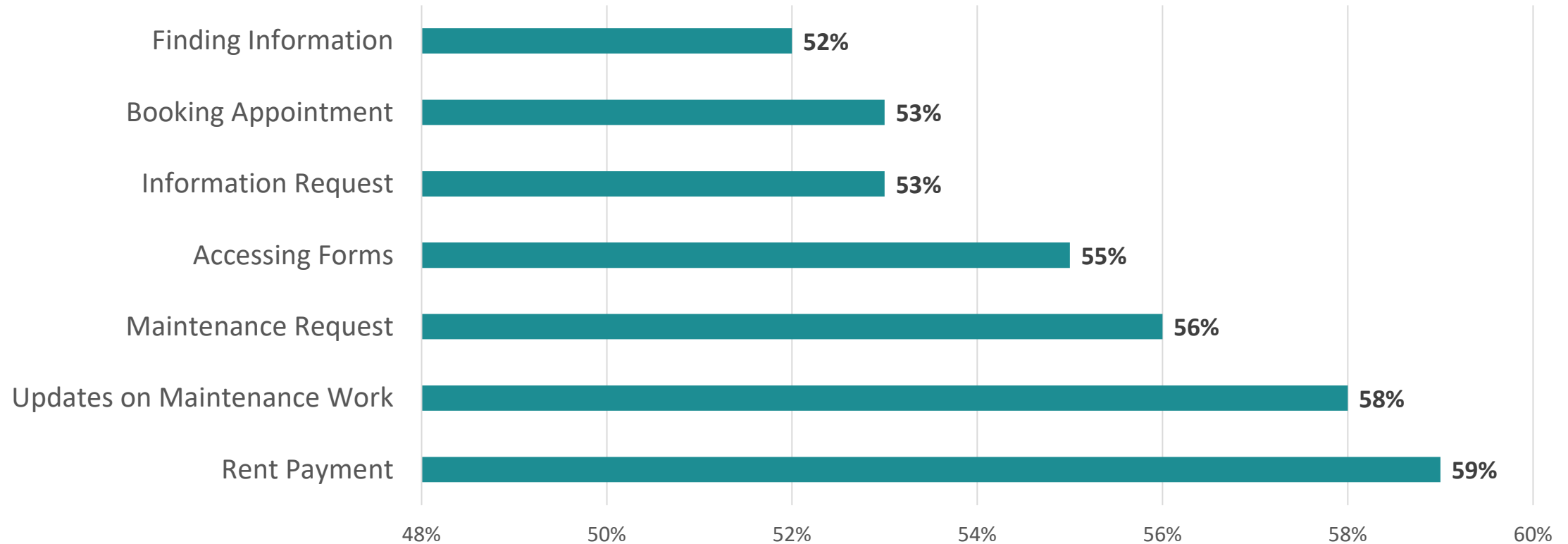
- There was a 10% increase in emails as a source of communications used by tenants to receive TCHC-related information due to the use of email notifications and a digital newsletter for tenants



Progress on 2021 Priorities

Customer Service and Communication (4)

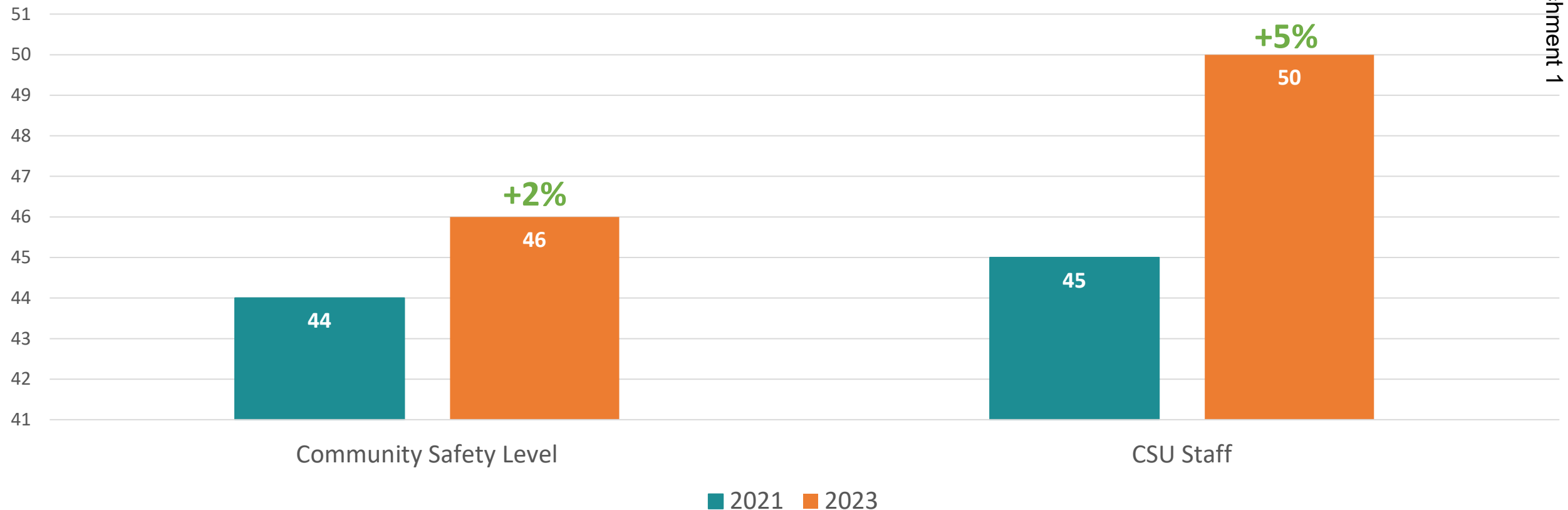
- More-than-half of tenants indicated they are likely to do the following TCHC-related activities on an online portal or website:



Progress on 2021 Priorities

Community Safety

- In 2023, tenants reported being slightly more satisfied with the level of safety in their communities (+2% to 46%) and they are more satisfied with the service provided by CSU staff (+5% to 50%)



Progress on 2021 Priorities

Community Safety (2)

- Increases in satisfaction with community safety and CSU staff can be attributed to ongoing CSU work to ensure communities are staffed at the appropriate level, and that security guard presence, CSU patrols, security cameras, and FOB building entry systems are updated as needed.
- Initiatives like the Violence Reduction Program and the Alternate Response Unit have also helped ensure resources are more efficiently deployed in the communities that need them
- Despite increased satisfaction, community safety remains a primary area for improvement, tied closely to overall satisfaction with TCHC.
- Tenant comments on the survey mentioning safety concerns in their buildings spoke to experiences regarding drug use, antisocial behaviour, and the need for more security cameras or security staff presence.

Insights from the 2023 Tenant Survey

- In addition to the 2023 survey results being very positive overall:
 - Tenants answered more questions in 2023 than in 2021, indicating increased engagement and trust
 - Engagement with digital channels has increased
 - 50% of surveys were completed online (via a link or SMS invitation) (+5% from 2021)
 - Digital sources of communication were cited as being used by tenants more often than in 2021
 - Tenants showed interest in digital self-serve services being made available

Insights from the 2023 Tenant Survey (2)

Key Priorities for Improvement

1. Customer service

- The most impactful improvement TCHC can make based on the 2023 survey is increasing the availability of staff for one-on-one support for tenants' needs

2. Community Safety

- Community safety is a high priority for many tenants, and is the primary area for improvement among key service areas based on survey feedback

3. Younger tenants are less satisfied overall

- Generally, the older the tenant, the more satisfied they are across all service areas

Demographic Trends

- Demographic questions were asked on the Tenant Survey to help TCHC understand differences in experiences between groups of tenants
 - This allows TCHC to better serve less satisfied groups, remove barriers where they exist, and potentially improve or create programs to better support certain groups

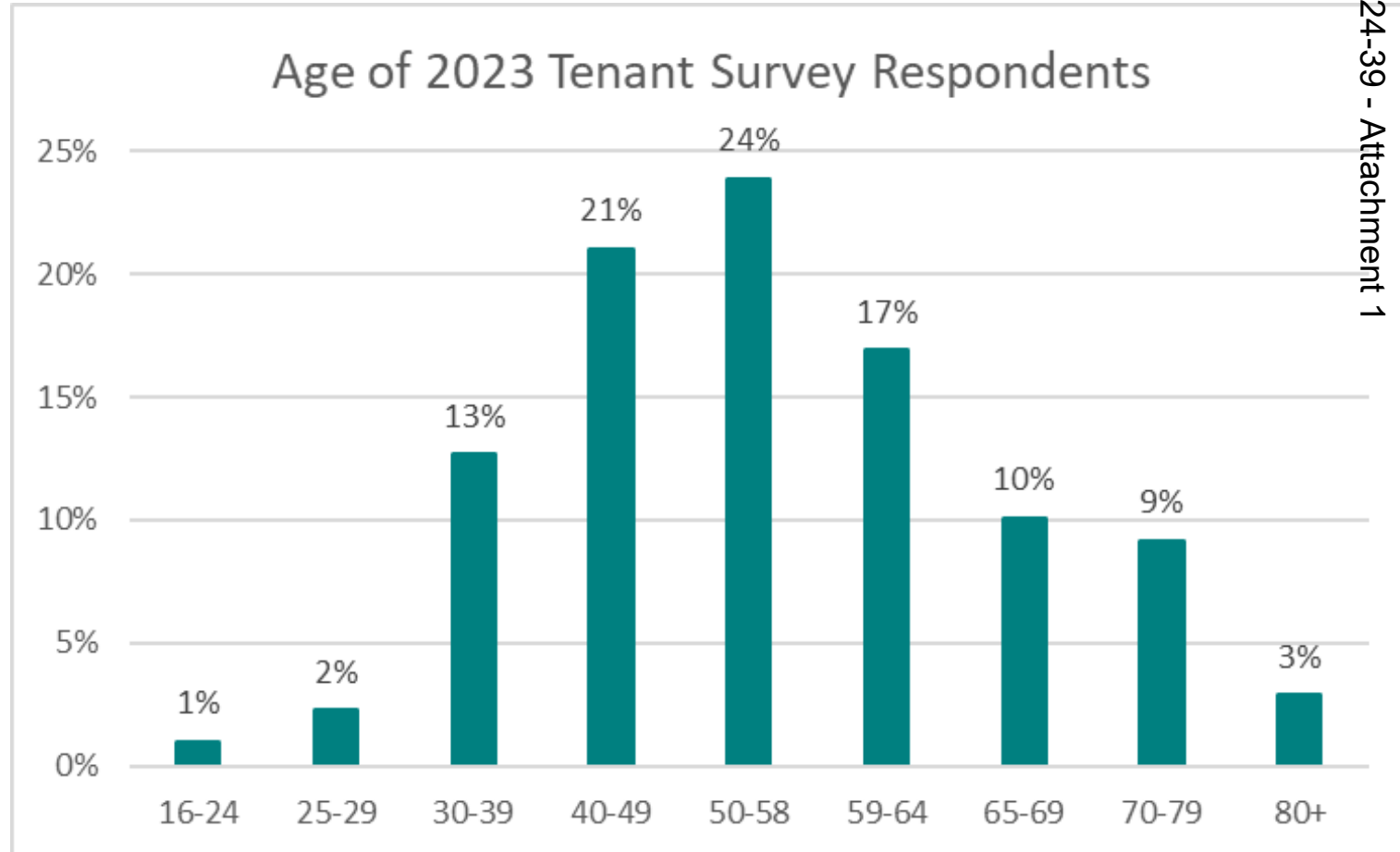
Overall Trends

- Younger tenants are less satisfied with TCHC and services to tenants
- Women are slightly less satisfied than men, and transgender, non-binary, and two-spirit tenants are significantly less satisfied than either men or women
- Indigenous tenants are less satisfied than any other racial/ethnic group
- About 37% of households primarily speak a language other than English
- 53% of TCHC households report having at least one member with at least one type of disability, compared to 28% of Ontarians that report having at least one type of disability

Demographic Trends

Age

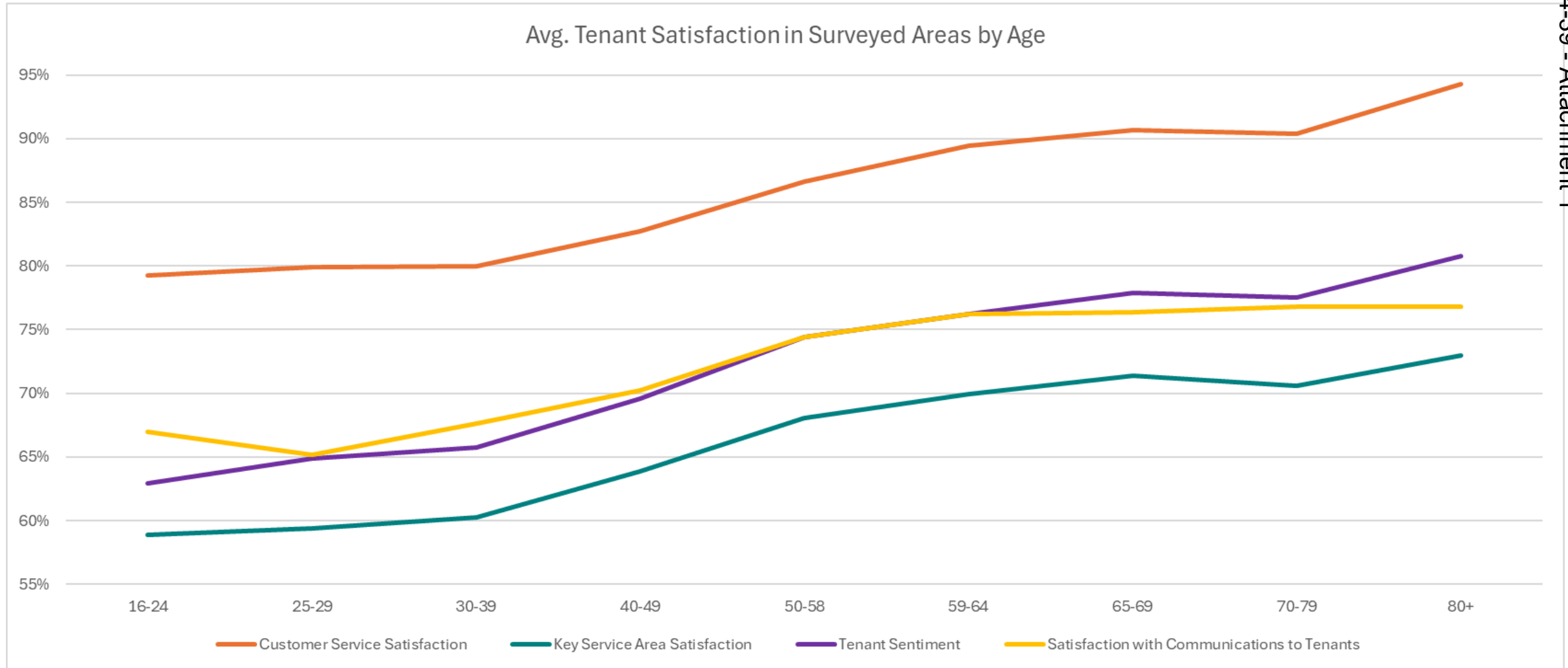
- Only one survey can be completed per household, which makes it more likely that an adult will respond
- 58% of survey respondents were between 30-58 years old
- 39% of survey respondents were over the age of 59
- 3% of survey respondents were under the age of 30



Demographic Trends

Age (2)

- Generally, the older the tenant, the more satisfied they are



Demographic Trends

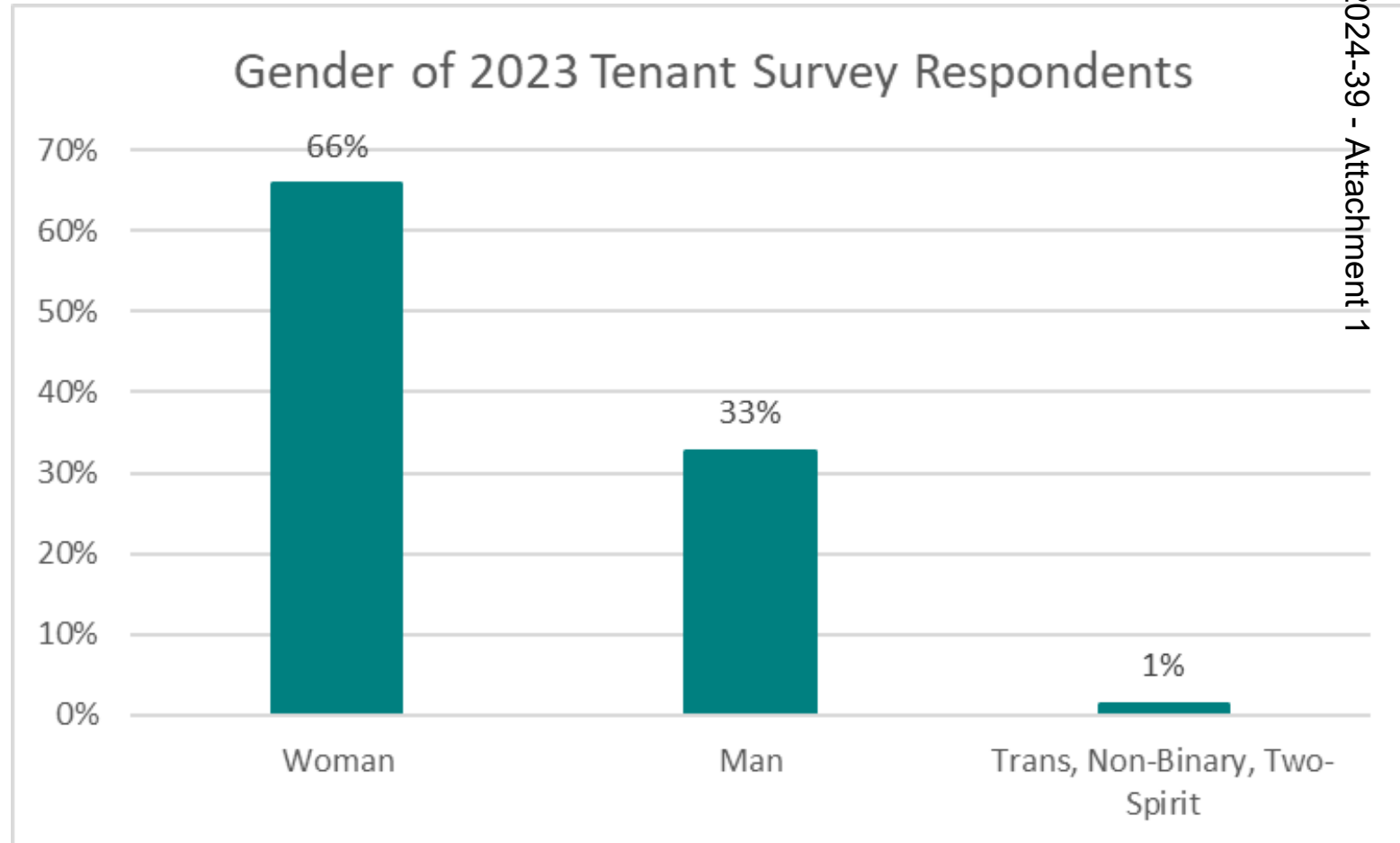
Age (3)

- In 2023, satisfaction increased overall, but youth (age 24 and under) are still the least satisfied age group
- Notably, tenant sentiment (sense of belonging, welcoming, pride, etc.) among youth decreased in 2023 to an average of 13% (from an average of 51% to 38%)
- The most significant difference in youth satisfaction compared to older age groups is regarding support to maintain tenancy (61% compared to 68% - 79% for older age groups)
- Youth satisfaction is equal to or slightly higher than that of 25-39 year-olds in the following areas:
 - Service provided by CSU staff
 - Participation in local decision-making
 - Tenant programs and services
 - Community safety
 - Communications to tenants
- In all other surveyed areas, youth are less satisfied than their older counterparts

Demographic Trends

Gender

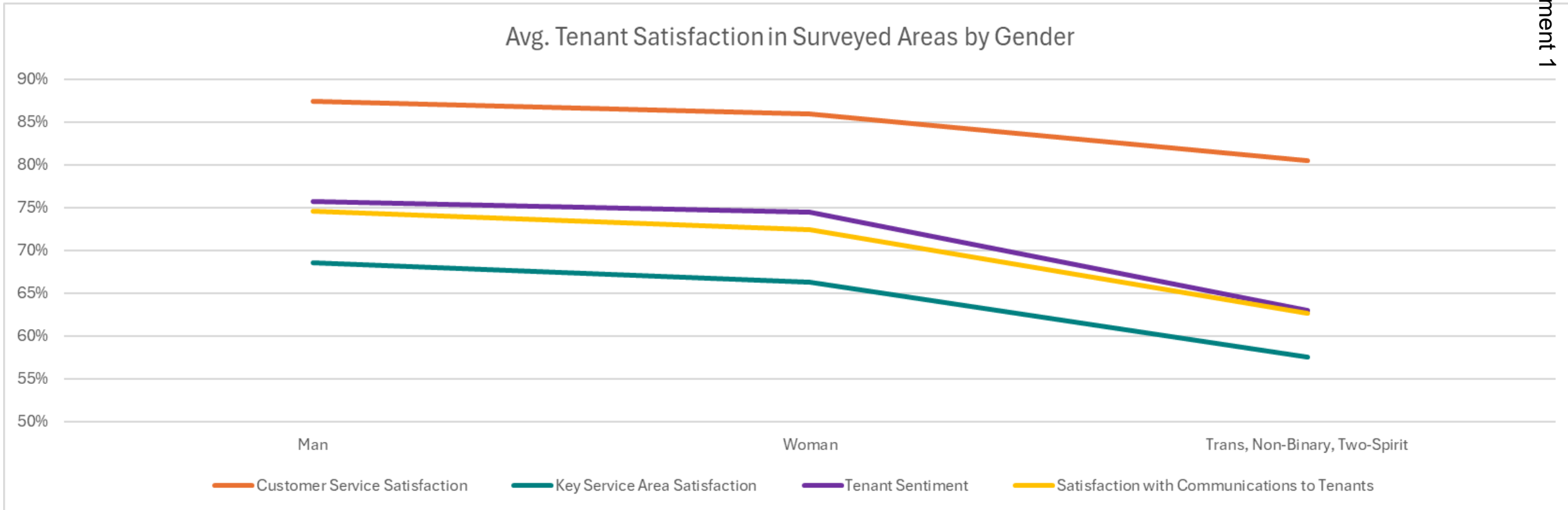
- About two-thirds of survey respondents self-identified as women
- About one-third of survey respondents self-identified as men
- 1% of survey respondents self-identified as transgender, non-binary, two-spirit, or another gender expression



Demographic Trends

Gender (2)

- Tenants who identify as women are slightly less satisfied than those who identify as men (1-2% on average)
- Tenants who identify as transgender, non-binary, or two-spirit are significantly less satisfied than tenants who identify as men or women



Demographic Trends

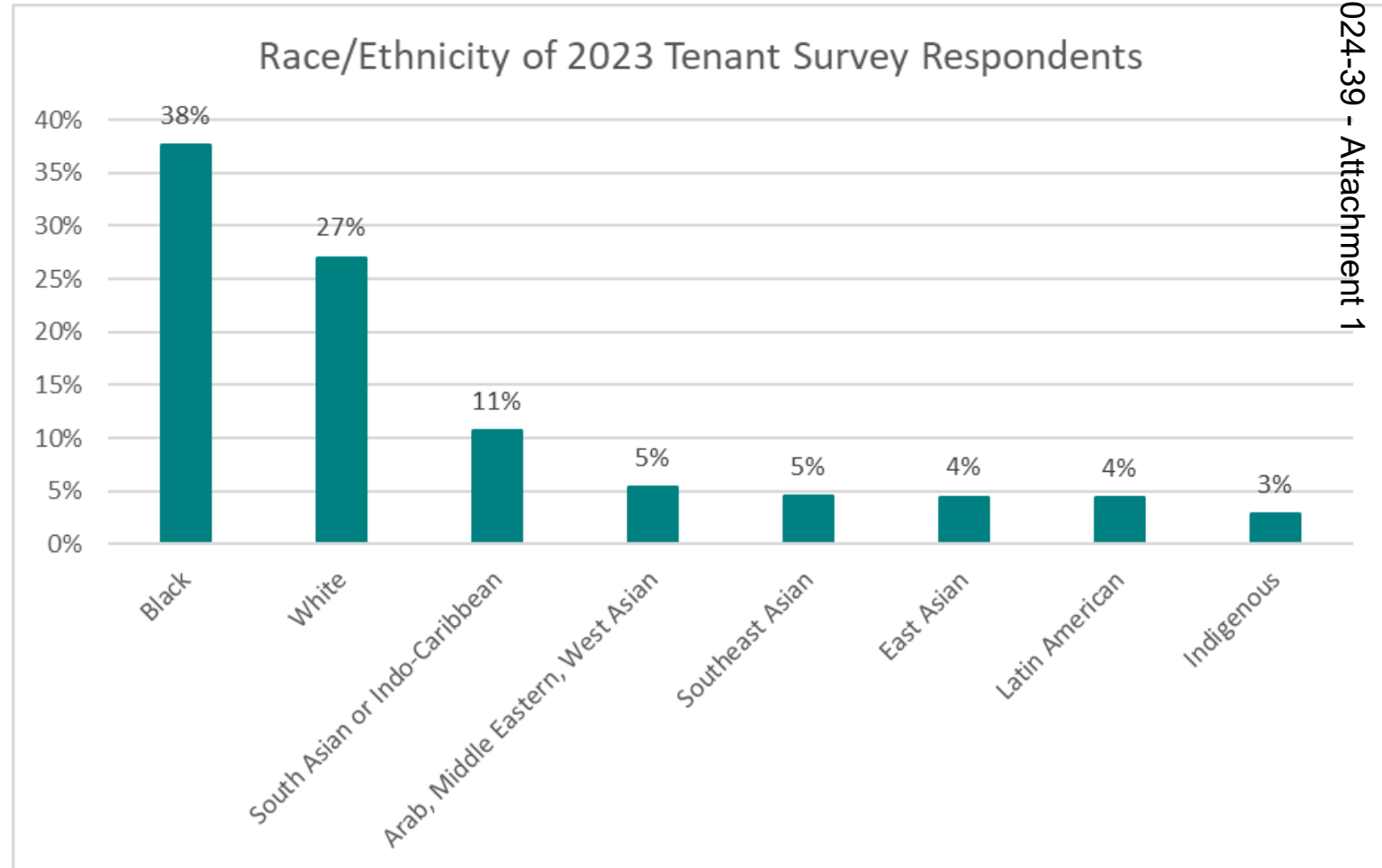
Gender (3)

- The most significant difference in transgender, non-binary, and two-spirit experiences is in
 - Tenant sentiment (on average 12% lower than women and 13% lower than men), specifically:
 - Feeling respected by staff (15% lower than women, 17% lower than men)
 - Feeling welcome in offices/common spaces (13% lower than both women and men)
 - Sense of belonging in TCHC buildings/communities (13% lower than both women and men)

Demographic Trends

Race/Ethnicity

- Nearly 38% of tenants identify as Black
 - This is the largest racial/ethnic group across TCHC communities
- 3% of tenants identify as Indigenous, which is about 3.5x the Indigenous population of Toronto (0.8%, based on 2021 census)

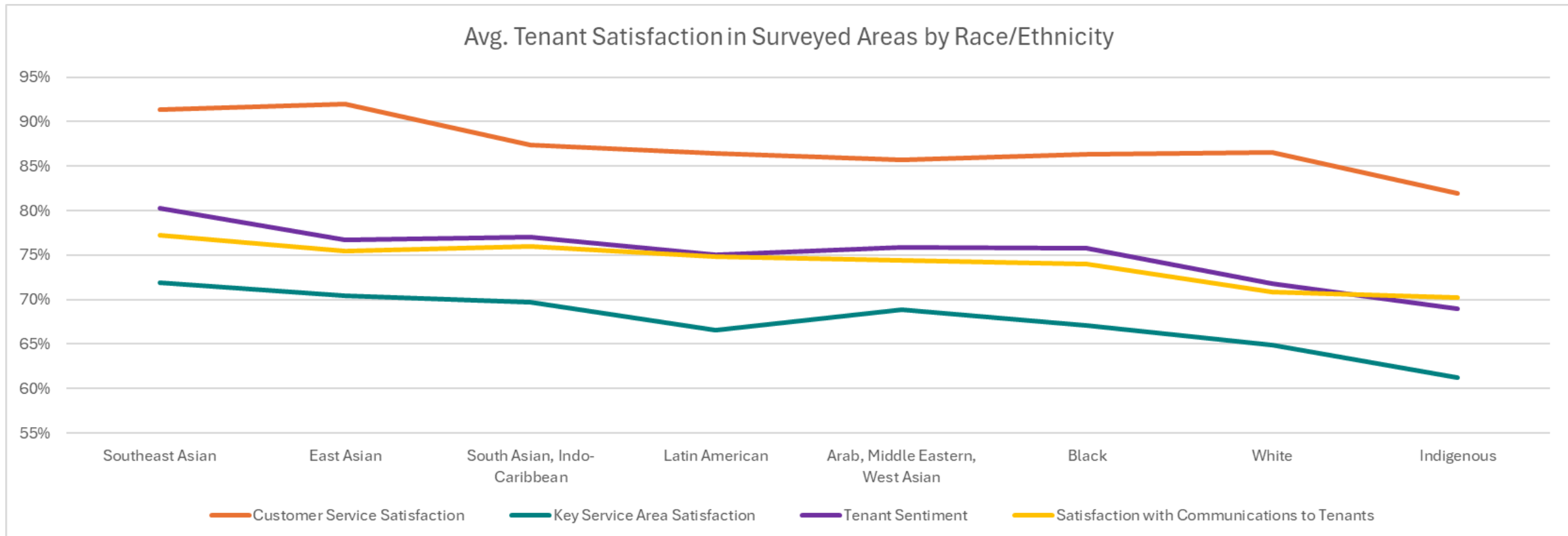


Note: race/ethnicity was asked as “select all that apply” and values will not add to 100%

Demographic Trends

Race/Ethnicity (2)

- Indigenous tenants are less satisfied overall compared to tenants of other racial/ethnic groups
- Southeast Asian tenants tend to be more satisfied than other racial/ethnic groups
- Other racial/ethnic groups tend to fall near or above the average level of satisfaction for each surveyed area



Demographic Trends

Race/Ethnicity (3)

- The most significant differences in Indigenous experiences are in the following service areas:
 - participation in local decision-making (13% below average)
 - service from CSU staff (10% below average)
 - staff response times to inquiries (9% below average)

Demographic Trends

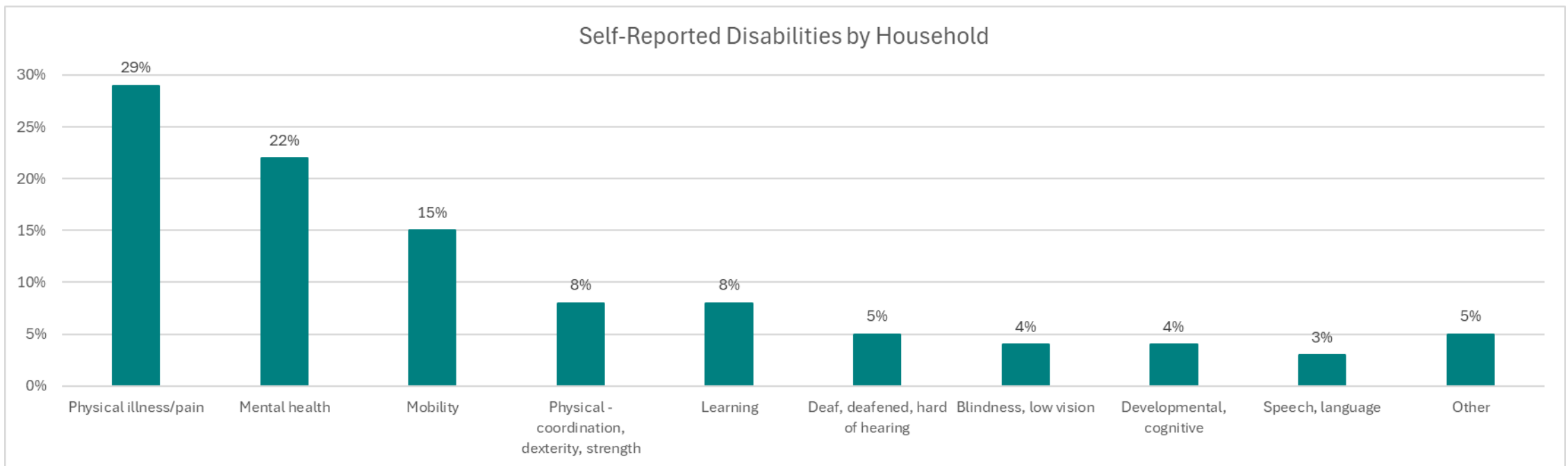
Language

- English is the most common primary language spoken in TCHC households (66% of households)
- After English, the top five most common primary languages spoken in the home are:
 - Amharic (4%)
 - Spanish (3%)
 - Chinese, all dialects (2.5%)
 - Tamil (2%)
 - Bengali (2%)
- Households in which a language other than English is primarily spoken tended to have higher satisfaction than households in which English is primarily spoken

Demographic Trends

Disability

- 54% of TCHC households reported having at least one member with one or more disabilities, compared to 28% of Ontarians who report having at least one type of disability
- 29% of TCHC households have one or more members with a physical illness or pain disability
- 22% of TCHC households have one or more members with a mental health disability
- 22% of TCHC households have one or more members with a mental health disability
- 15% of TCHC households have one or more members with a mobility disability



Next Steps

- Key insights from 2023 will be prioritized to continue improving tenant satisfaction
- The 2023 results are being shared with staff to establish a consistent understanding of tenants' experiences and how to improve them
- Tenant feedback on the survey will help support hub realignment planning to ensure that tenants have positive customer service experiences and receive the support they need
- Development of the 2025-2029 Strategic Plan will incorporate tenant feedback from the survey
- The next Tenant Survey is planned for the fall of 2025

Appendix A

Definitions

Definitions

Customer Service

Customer service at TCHC is primarily provided by the Client Care Centre (call centre), frontline staff serving tenants in their buildings and broader communities, and Community Safety Unit (CSU) staff. References to “customer service satisfaction” are an average of responses by feature (age, race, etc.) to questions about:

- Client Care Centre (satisfaction with overall service, call wait times, and accuracy/helpfulness of information provided)
- Local building/ community staff (satisfaction with overall service, availability of staff for support, and staff response times)
- Community Safety Unit (CSU) staff

Key Service Areas

TCHC’s service pillars are cleaning, maintenance, tenancy management, and community safety and supports. Key service areas include the primary functions of these pillars as well as tenant engagement (local decision-making), and tenant programs and services. References to “key service area satisfaction” are an average of responses by feature (age, race, etc.) to questions about:

- Building cleanliness
- Building/unit maintenance
- Support to maintain tenancy
- Connecting tenants to support services
- Ability to participate in local decision-making
- Tenant programs and services
- Community safety

Tenant Sentiment

Tenant sentiment is an important factor for tenants to feel comfortable, safe, and engaged in their communities. Sentiments include feeling welcome in common areas, feeling pride in their community, and feeling respected by staff and other tenants. References to “tenant sentiment” include responses to questions about:

- Sense of belonging in community
- Feeling welcome in offices/common spaces
- Pride in community
- Pride in home
- Feeling respected by TCHC staff
- Feeling respected by other tenants
- Feeling that TCHC staff take accountability
- Feeling that TCHC staff act professionally

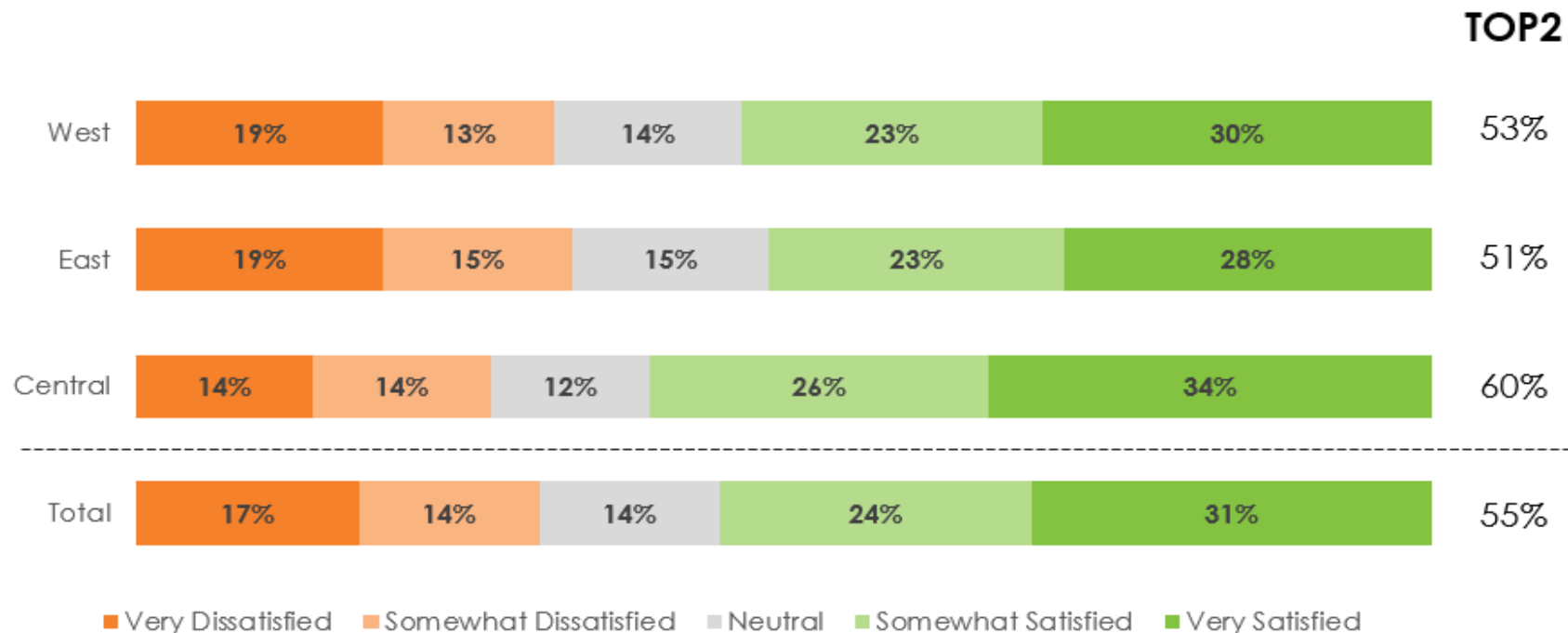
Appendix B

2023 Tenant Survey Responses



Interpreting This Report

- Where applicable, mentions of TOP2 reference the collected top two positive responses. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “somewhat satisfied”.
- Due to rounding, numbers presented throughout this report may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 groupings.
- The footnote on each page indicates the related question from the survey questionnaire, the sample sizes of the related data, and the sample framework used in the analysis.
- Trending data from the 2021 report were included when applicable.





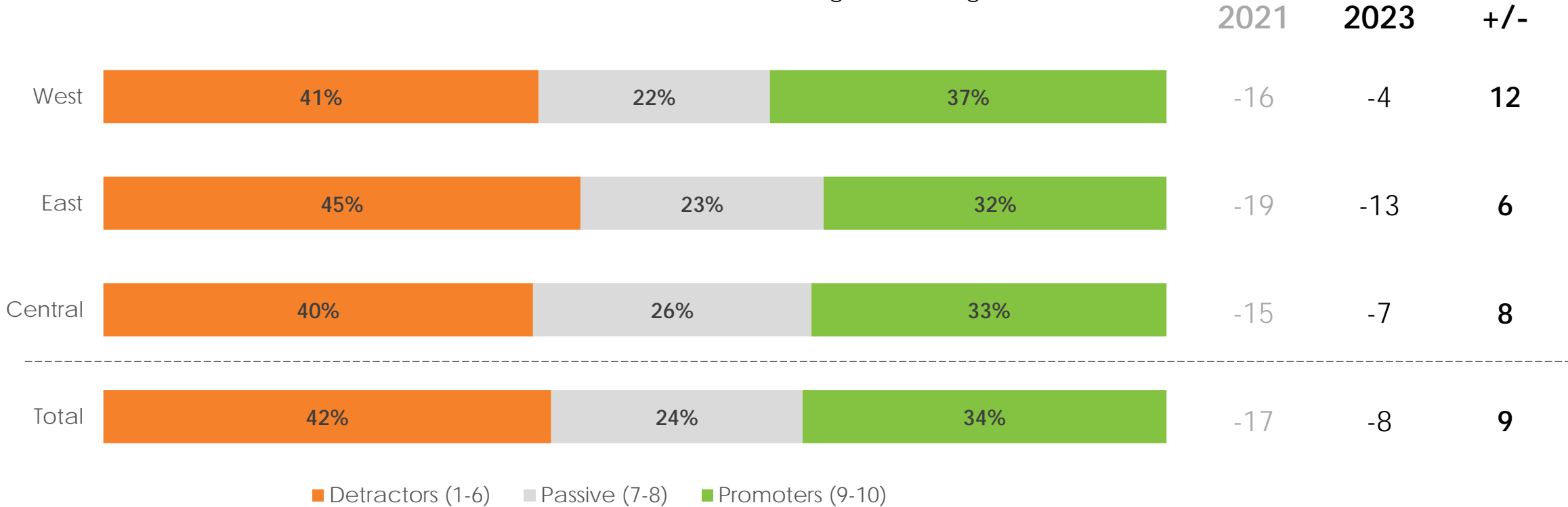
Tenant Satisfaction

Overall Satisfaction Levels and Net Promoter Score



Net Promoter Score (NPS)

- Overall, in 2023, more tenants were likely to recommend Toronto Community Housing as a good place to live (-8) compared to 2021 (-17). One-third of tenants (Promoters: 34%) were likely to recommend Toronto Community Housing as a good place to live. Meanwhile, 2 in 5 (Detractors: 42%) would not recommend TCH to others. The scores were consistent across tenants living in each region.



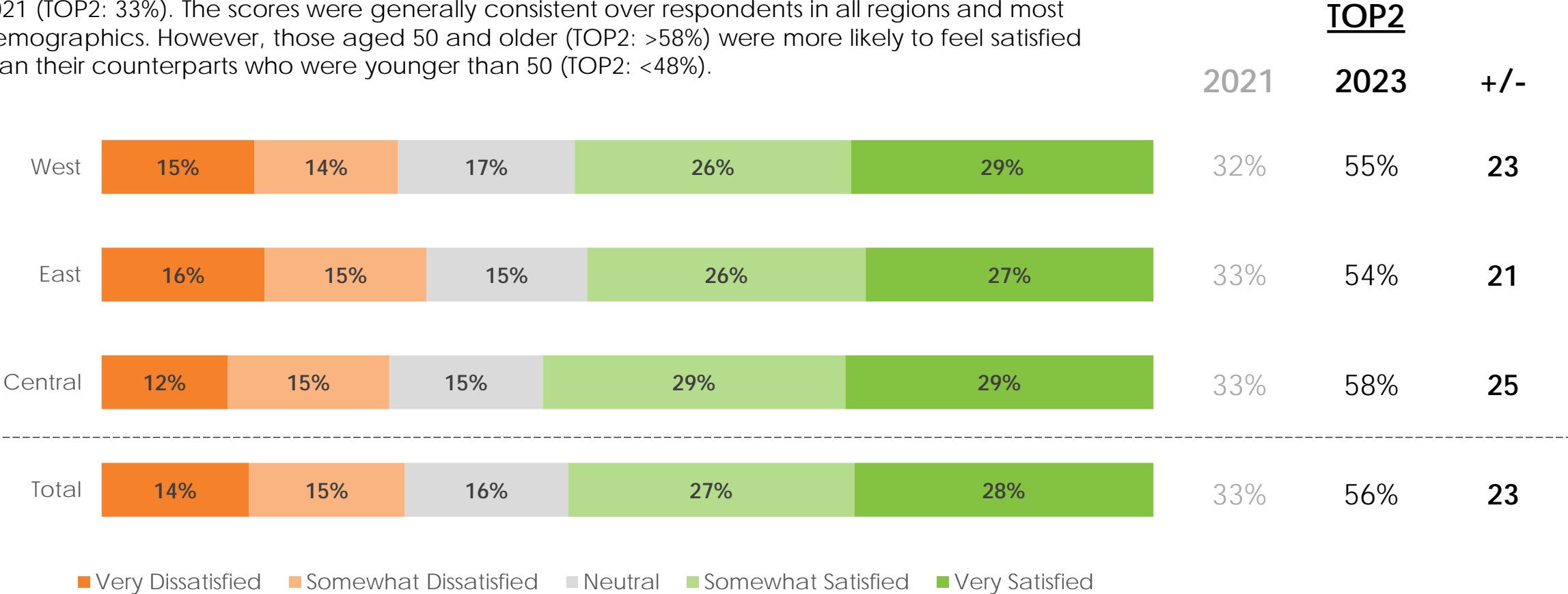
How likely are you to recommend Toronto Community Housing as a good place to live? With 1 being not likely and 10 being very likely. Please select your response below.
 Total sample n=7338 (2023), n=8087 (2021)
 Central n=2504 (2023), n=2711 (2021)
 East n=2521 (2023), n=2829 (2021)
 West n=2313 (2023), n=2505 (2021)





Overall Satisfaction

- In 2023, more than half of the tenants (TOP2: 56%) were satisfied with TCH, a significant increase from 2021 (TOP2: 33%). The scores were generally consistent over respondents in all regions and most demographics. However, those aged 50 and older (TOP2: >58%) were more likely to feel satisfied than their counterparts who were younger than 50 (TOP2: <48%).



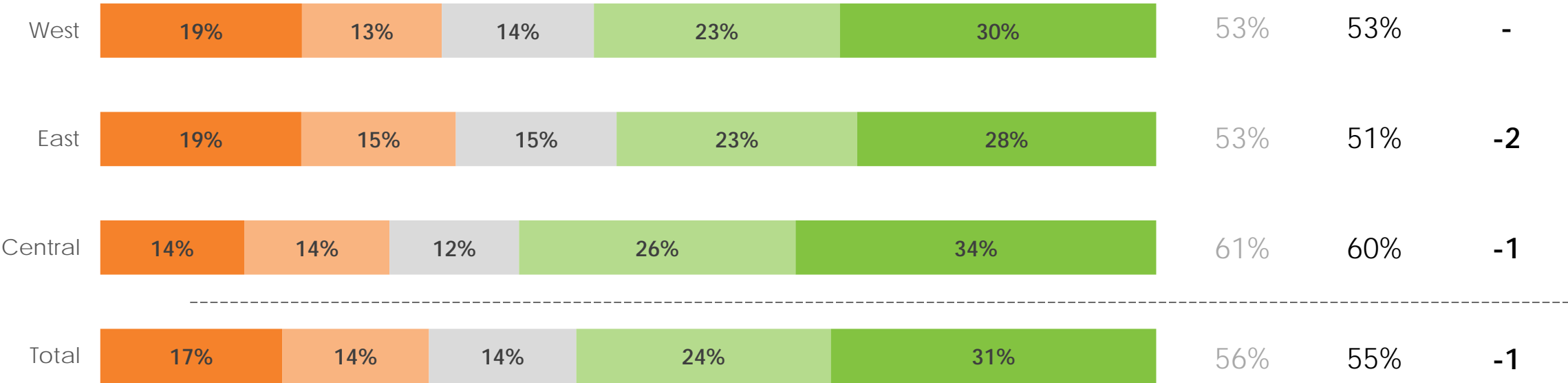
As a tenant, how satisfied or dissatisfied are you with Toronto Community Housing overall?
 Total sample n=7471 (2023), n=8242 (2021)
 Central n=2537 (2023), n=2778 (2021)
 East n=2578 (2023), n=2881 (2021)
 West n=2356 (2023), n=2537 (2021)





Satisfaction Building Cleanliness

- In 2023, more than half (TOP2: 55%) of the respondents across all regions were satisfied with the overall cleanliness. This score was slightly lower compared to 2021 (TOP2: 56%). Among the respondents, those in the Central region were the most satisfied with TCH's building cleanliness (TOP2: 60%), while those in the East region were the least satisfied (TOP2: 51%).



■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

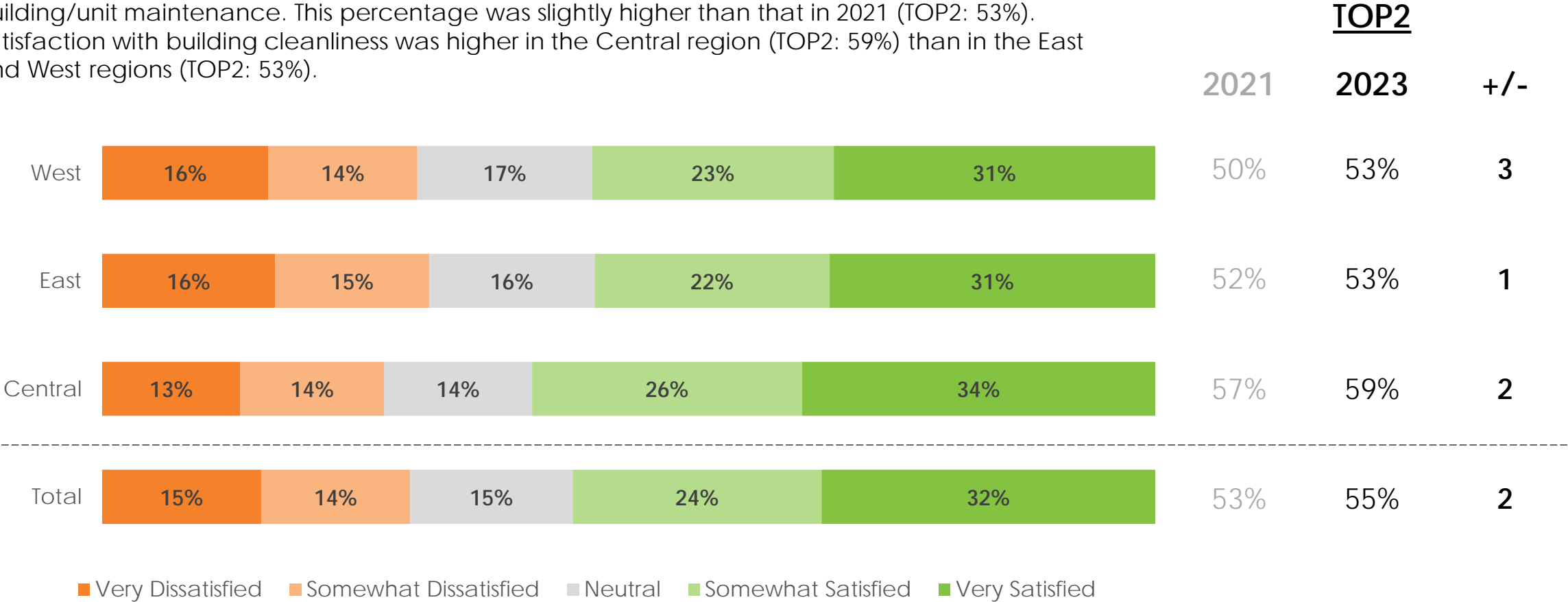
How satisfied or dissatisfied are you with the following: Toronto Community Housing's building cleanliness
 Total sample n=7919 (2023), n=7766 (2021)
 Central n=2694 (2023), n=2579 (2021)
 East n=2726 (2023), n=2685 (2021)
 West n=2499 (2023), n=2352 (2021)





Satisfaction Building/Unit Maintenance

- In 2023, more than half (TOP2: 55%) of the tenants across all regions were satisfied with the building/unit maintenance. This percentage was slightly higher than that in 2021 (TOP2: 53%). Satisfaction with building cleanliness was higher in the Central region (TOP2: 59%) than in the East and West regions (TOP2: 53%).



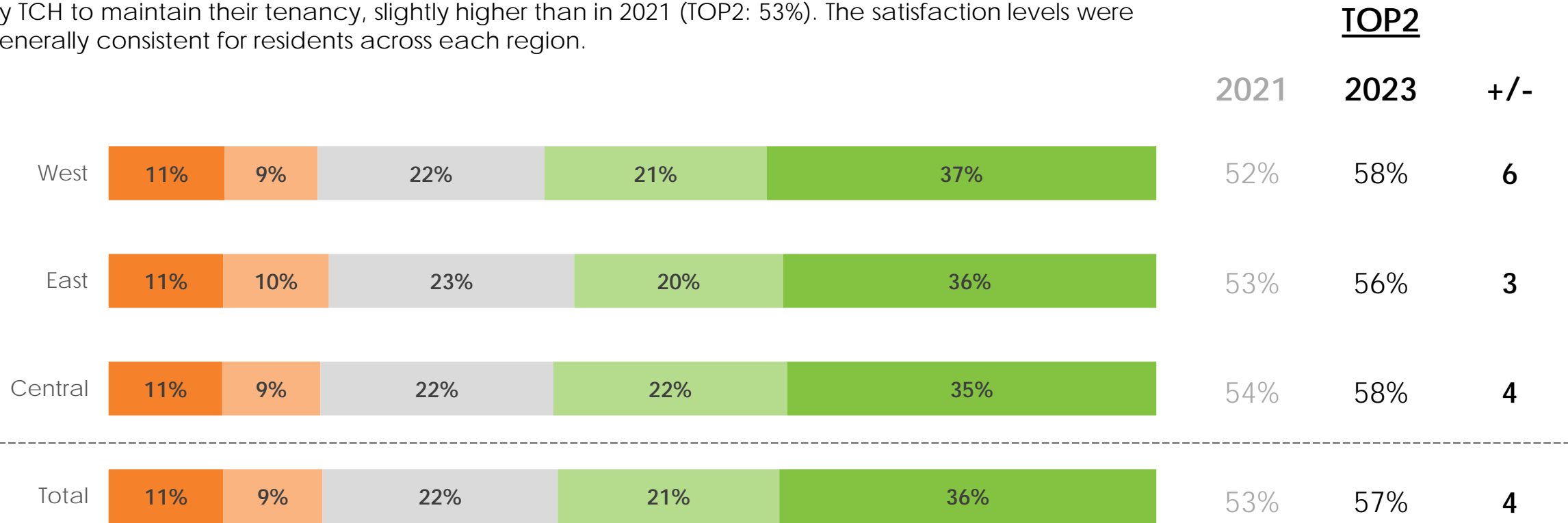
How satisfied or dissatisfied are you with the following: Toronto Community Housing's building/unit maintenance
 Total sample n=7953 (2023), n= 7762 (2021)
 Central n=2696 (2023), n=2574 (2021)
 East n=2743 (2023), n=2692 (2021)
 West n=2514 (2023), n=2341 (2021)





Satisfaction Support to Maintain Tenancy

- In 2023, more than 1 in 2 (TOP2: 57%) tenants expressed their satisfaction towards the support offered by TCH to maintain their tenancy, slightly higher than in 2021 (TOP2: 53%). The satisfaction levels were generally consistent for residents across each region.



■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

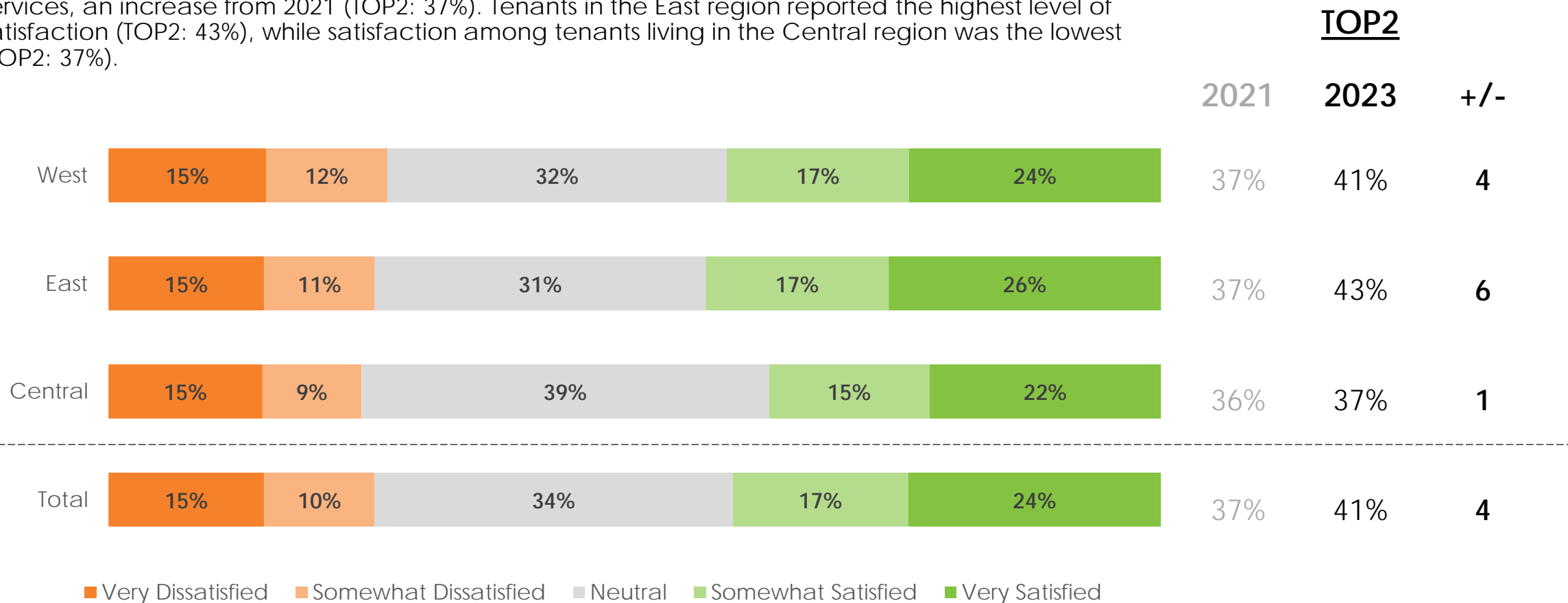
How satisfied or dissatisfied are you with the following: Toronto Community Housing supporting you to maintain your tenancy
 Total sample n=7706 (2023), n=7464 (2021)
 Central n=2572 (2023), n=2434 (2021)
 East n=2668 (2023), n=2601 (2021)
 West n=2466 (2023), n=2279 (2021)





Satisfaction Connecting Tenants to Support Services

- In 2023, about 2 in 5 (TOP2: 41%) expressed satisfaction with TCH connecting tenants to support services, an increase from 2021 (TOP2: 37%). Tenants in the East region reported the highest level of satisfaction (TOP2: 43%), while satisfaction among tenants living in the Central region was the lowest (TOP2: 37%).



How satisfied or dissatisfied are you with the following: Toronto Community Housing connecting tenants to support services

Total sample n=6578 (2023), n=7417 (2021)

Central n=2084 (2023), n=2379 (2021)

East n=2358 (2023), n=2644 (2021)

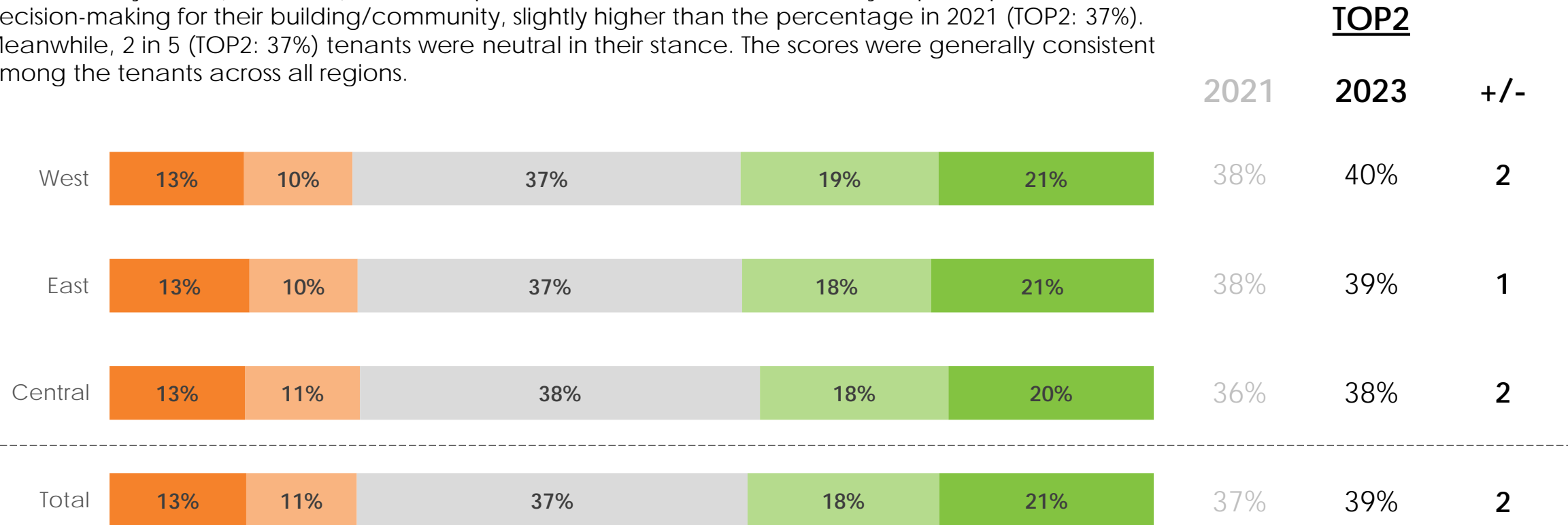
West n=2136 (2023), n=2302 (2021)





Satisfaction Participation in Decision-Making

- In 2023, nearly 2 in 5 (TOP2: 39%) tenants expressed satisfaction with their ability to participate in local decision-making for their building/community, slightly higher than the percentage in 2021 (TOP2: 37%). Meanwhile, 2 in 5 (TOP2: 37%) tenants were neutral in their stance. The scores were generally consistent among the tenants across all regions.



■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

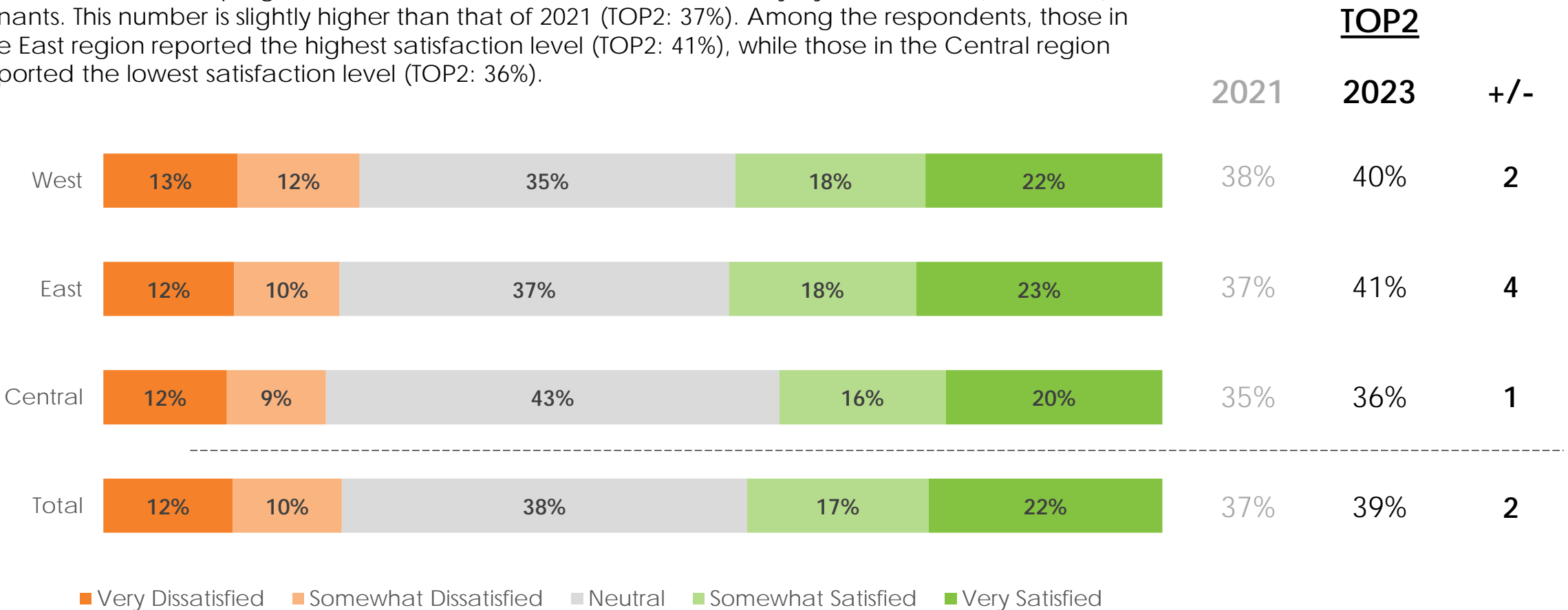
How satisfied or dissatisfied are you with the following: Your current ability to participate in local decision-making for your building/community
 Total sample n=6969 (2023), n=6955 (2021)
 Central n=2330 (2023), n=2312 (2021)
 East n=2433 (2023), n=2424 (2021)
 West n=2206 (2023), n=2145 (2021)





Satisfaction Tenant Programs & Services

- In 2023, TCH's tenant programs and services were deemed satisfactory by about 2 in 5 (TOP2: 39%) tenants. This number is slightly higher than that of 2021 (TOP2: 37%). Among the respondents, those in the East region reported the highest satisfaction level (TOP2: 41%), while those in the Central region reported the lowest satisfaction level (TOP2: 36%).



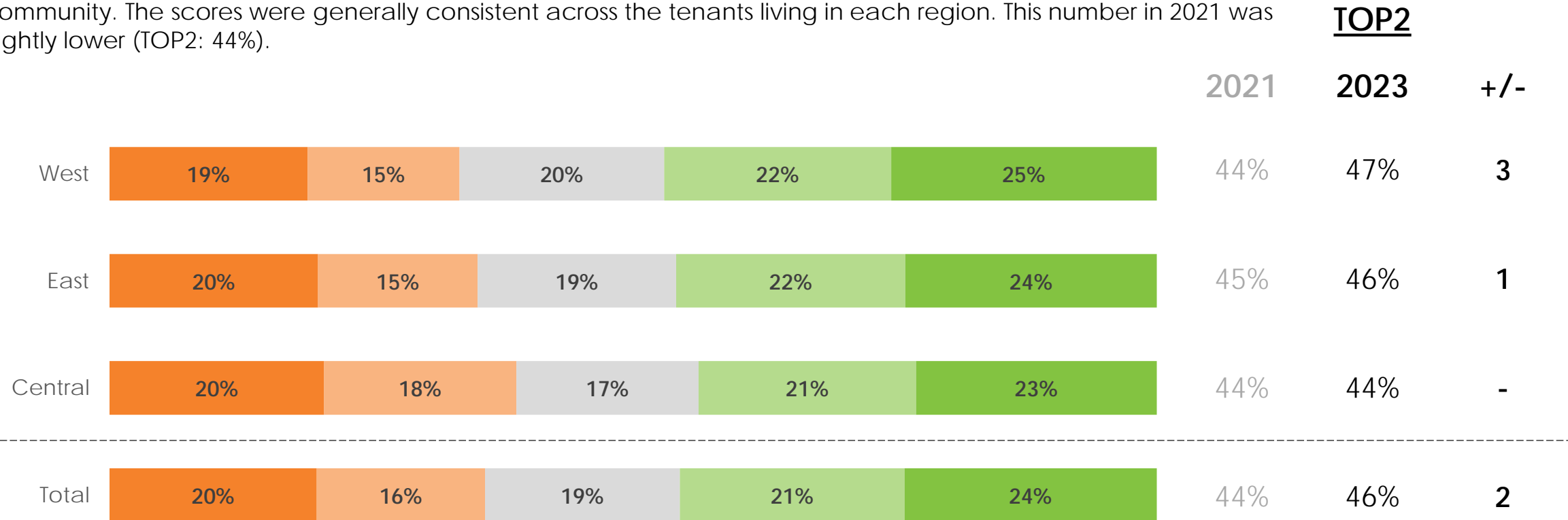
How satisfied or dissatisfied are you with the following: Toronto Community Housing's tenant programs and services
 Total sample n=6373 (2023), n=6317 (2021)
 Central n=2040 (2023), n=1994 (2021)
 East n=2550 (2023), n=2245 (2021)
 West n=2083 (2023), n=2007 (2021)





Satisfaction Community Safety Levels

- In 2023, more than 2 in 5 (TOP2: 46%) tenants across all regions were satisfied with the safety level of their community. The scores were generally consistent across the tenants living in each region. This number in 2021 was slightly lower (TOP2: 44%).



TOP2

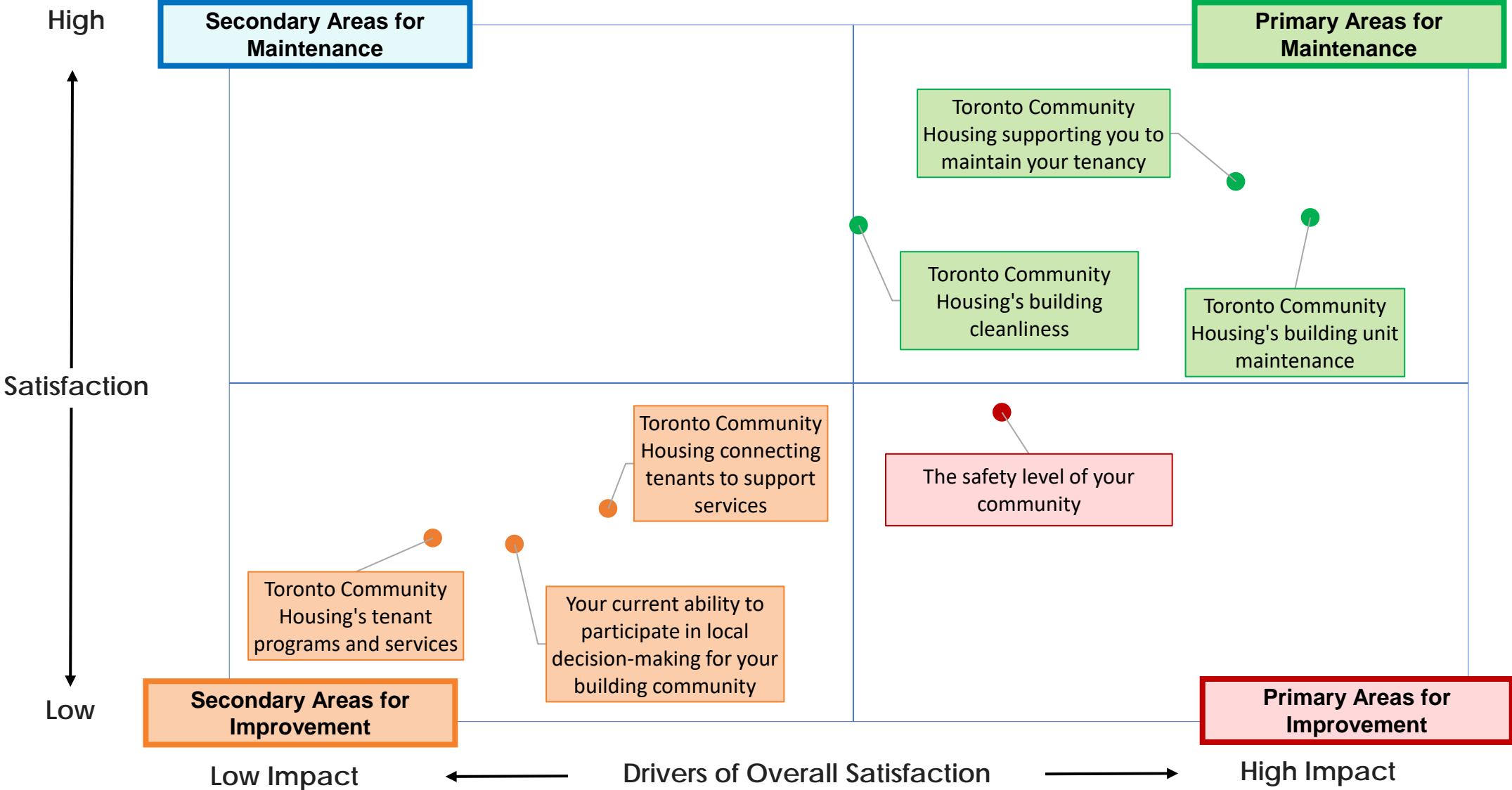
■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

How satisfied or dissatisfied are you with the following: The safety level of your community
 Total sample n=7615 (2023), n=7625 (2021)
 Central n=2572 (2023), n=2568 (2021)
 East n=2626 (2023), n=2650 (2021)
 West n=2417 (2023), n=2327 (2021)





Drivers Analysis Key Services





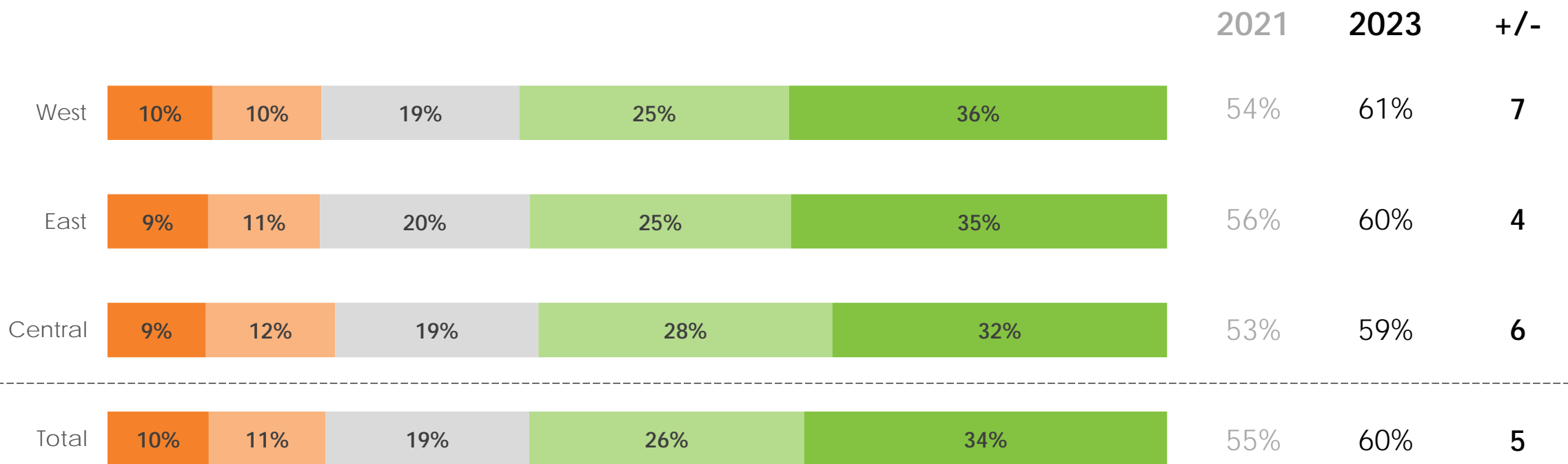
Tenant Satisfaction

Satisfaction with Customer Service



Satisfaction Client Care Centre Service

- In 2023, 3 in 5 (TOP2: 60%) tenants across all regions were satisfied with the service from the Client Care Centre. The scores were generally consistent among the tenants living in each region. This number has slightly increased compared to that in 2021 (TOP2: 55%).



TOP2

■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

How satisfied or dissatisfied are you with the following: Service provided by the Client Care Centre (call center) (2023)
 How satisfied or dissatisfied are you with the service provided to you by each of the following customer services: Client Care Centre (2021)
 Total sample n=7845 (2023), n=7572 (2021)
 Central n=2608 (2023), n=2470 (2021)
 East n=2739 (2023), n=2678 (2021)
 West n=2498 (2023), n=2351 (2021)

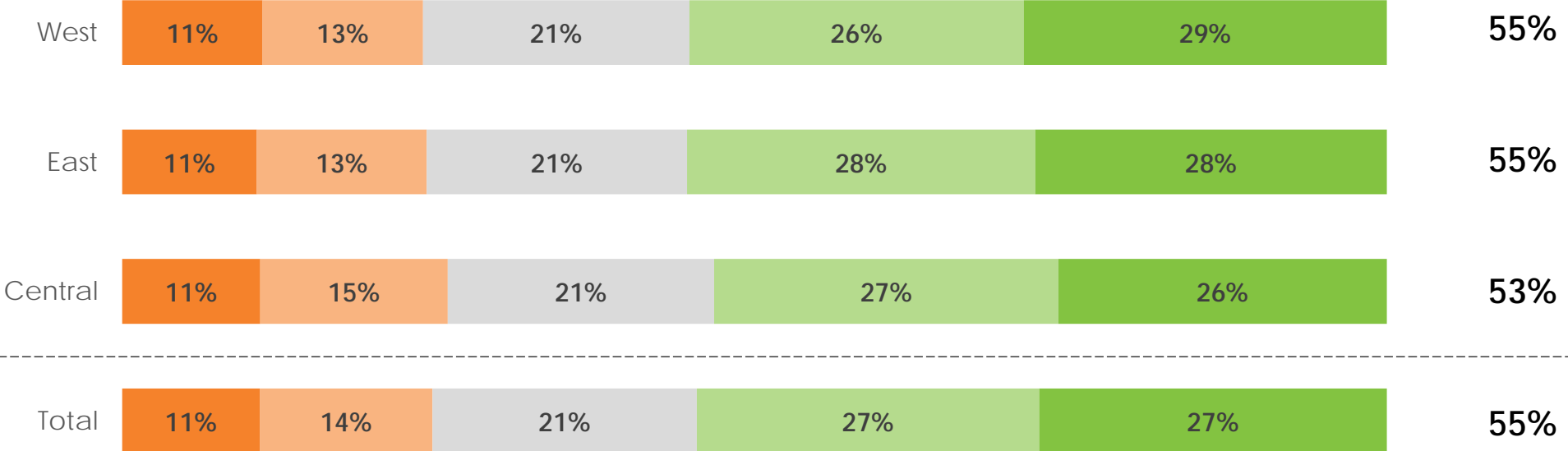




Satisfaction Wait Time

- More than half (TOP2: 55%) of the tenants across all regions were satisfied with the call wait times to reach the Client Care Centre. The scores were generally consistent among respondents living in each region.

TOP2



■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

How satisfied or dissatisfied are you with the following: Call wait times to reach the Client Care Centre
 Total sample n=7769
 Central n=2576
 East n=2716
 West n=2477

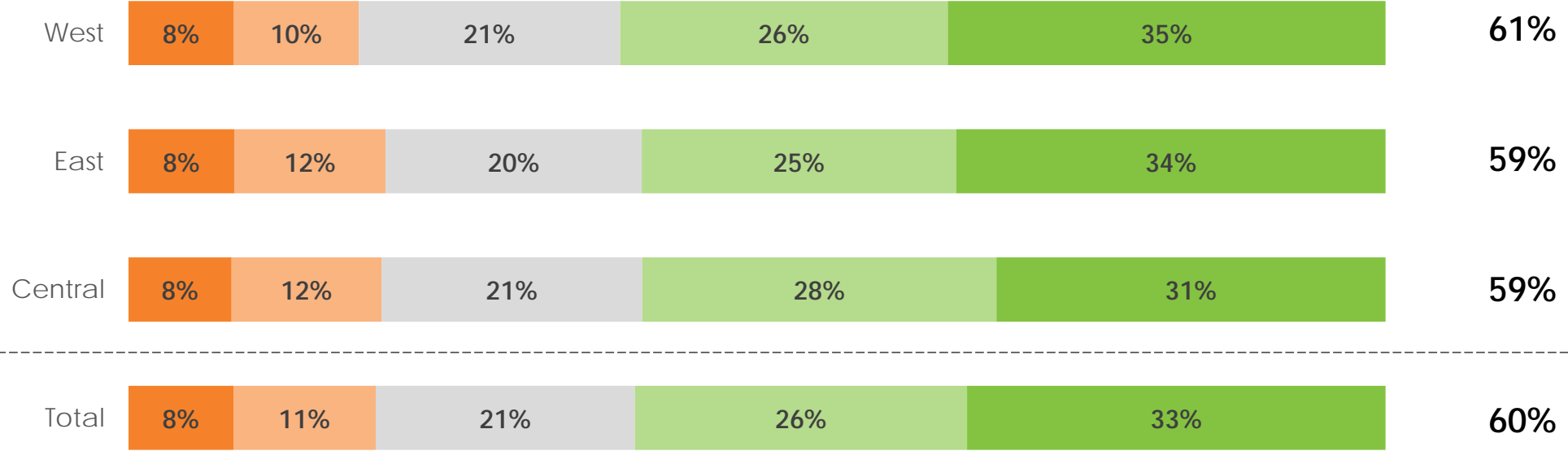




Satisfaction Information Accuracy and Helpfulness

- 3 in 5 (TOP2: 60%) tenants across all regions were satisfied with the accuracy and helpfulness of the information provided by the Client Care Centre. The scores were generally consistent among the respondents across each region.

TOP2



■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

How satisfied or dissatisfied are you with the following: Accuracy and helpfulness of the information provided by the Client Care Centre

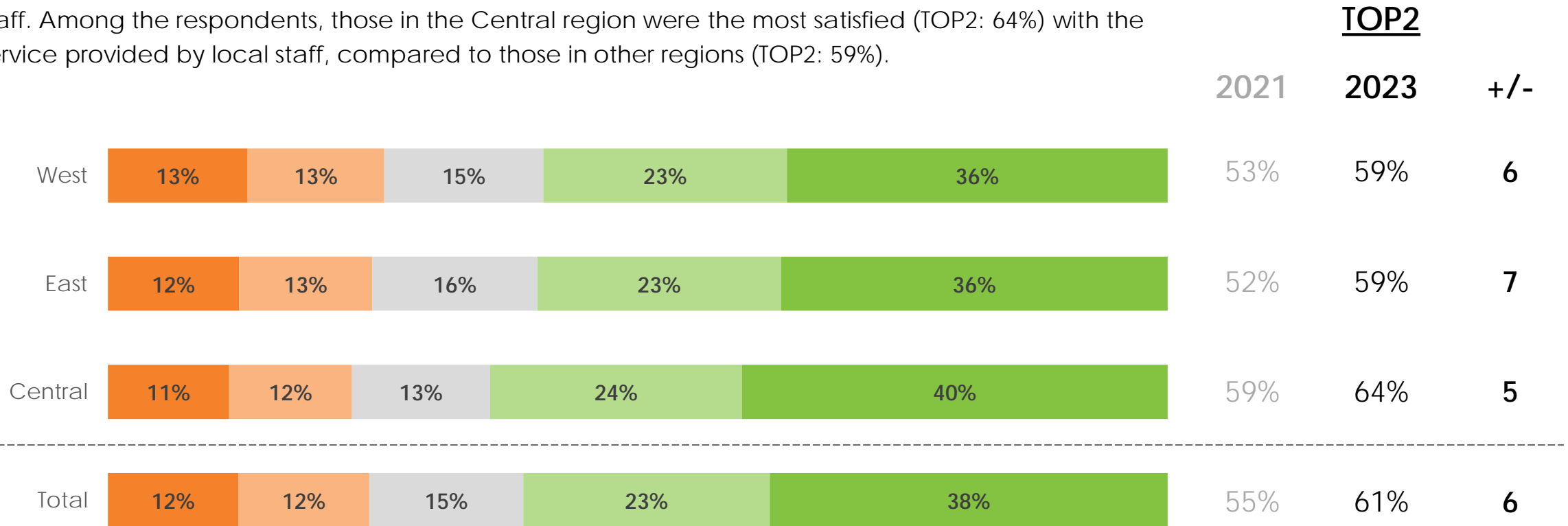
Total sample n=7789
 Central n=2598
 East n=2713
 West n=2478





Satisfaction Service Provided by Local Staff

- In 2023, 3 in 5 (TOP2: 61%) tenants across all regions were satisfied with the service provided by local staff. Among the respondents, those in the Central region were the most satisfied (TOP2: 64%) with the service provided by local staff, compared to those in other regions (TOP2: 59%).



■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

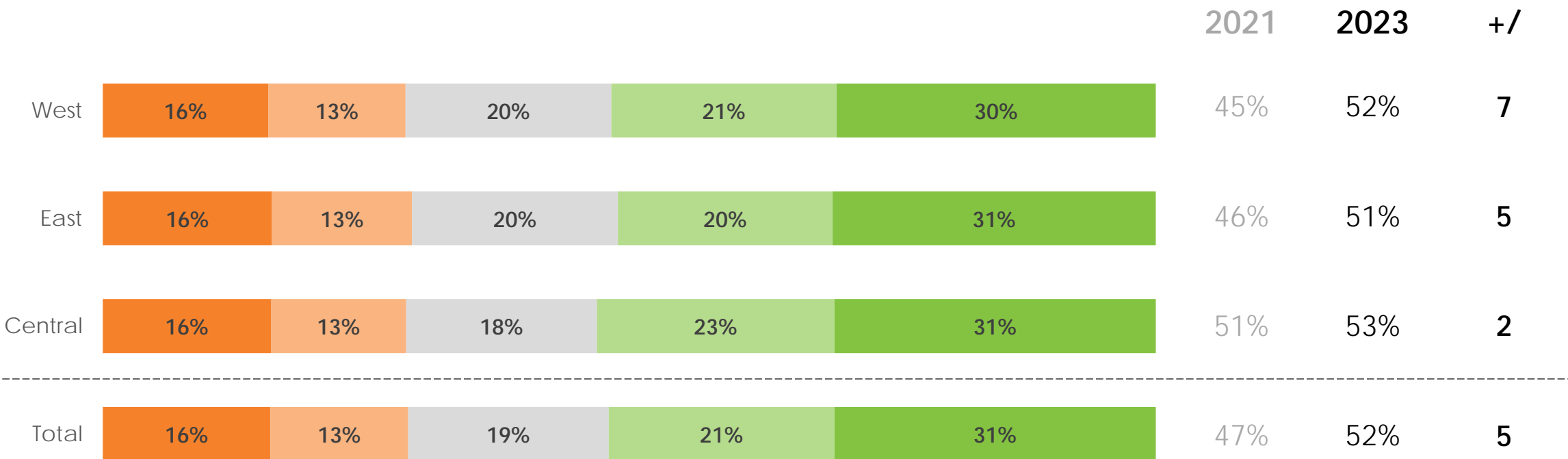
How satisfied or dissatisfied are you with the following: Service provided by local staff in your building community (2023)
 How satisfied or dissatisfied are you with the service provided to you by each of the following customer services: Local Staff (2021)
 Total sample n=7944 (2023), n= 7553 (2021)
 Central n=2676 (2023), n=2517 (2021)
 East n=2749 (2023), n=2665 (2021)
 West n=2519 (2023), n=2302 (2021)





Satisfaction Staff Availability For One-on-One Support

- In 2023, 1 in 2 (TOP2: 52%) tenants across all buildings were satisfied with the availability of their local building/community staff for one-on-one support for their needs as tenants, an increase from 2021 (TOP2: 47%). The scores were generally consistent among respondents in each region.



■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

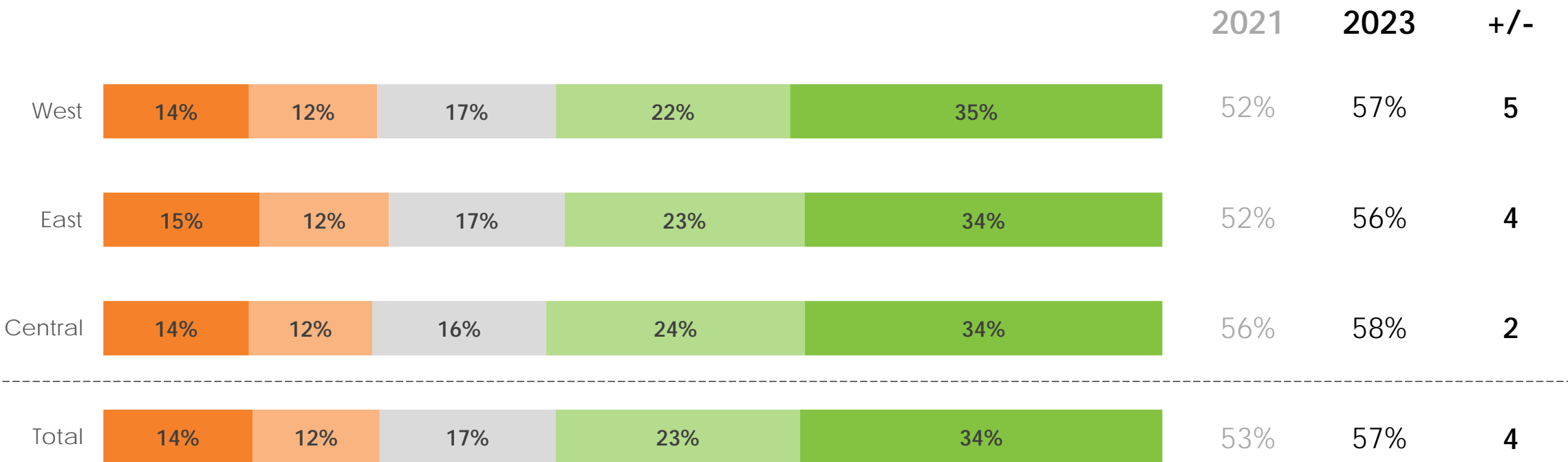
How satisfied or dissatisfied are you with the following: Availability of local building community staff for one-on-one support for your needs as a tenant (2023)
 How much do you agree or disagree with the following statement: You have access to local building/community staff for one-one support for your needs as a tenant. (2021)
 Total sample n=7718 (2023), n=7529 (2021)
 Central n=2585 (2023), n=2515 (2021)
 East n=2692 (2023), n=2631 (2021)
 West n=2441 (2023), n=2309 (2021)





Satisfaction Staff Response Time

- In 2023, more than half (TOP2: 57%) of the tenants across all regions were satisfied with the staff response time to their inquiries. The scores were consistent among the respondents in each region. This percentage slightly increased compared to 2021 (TOP2: 53%).



TOP2

■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

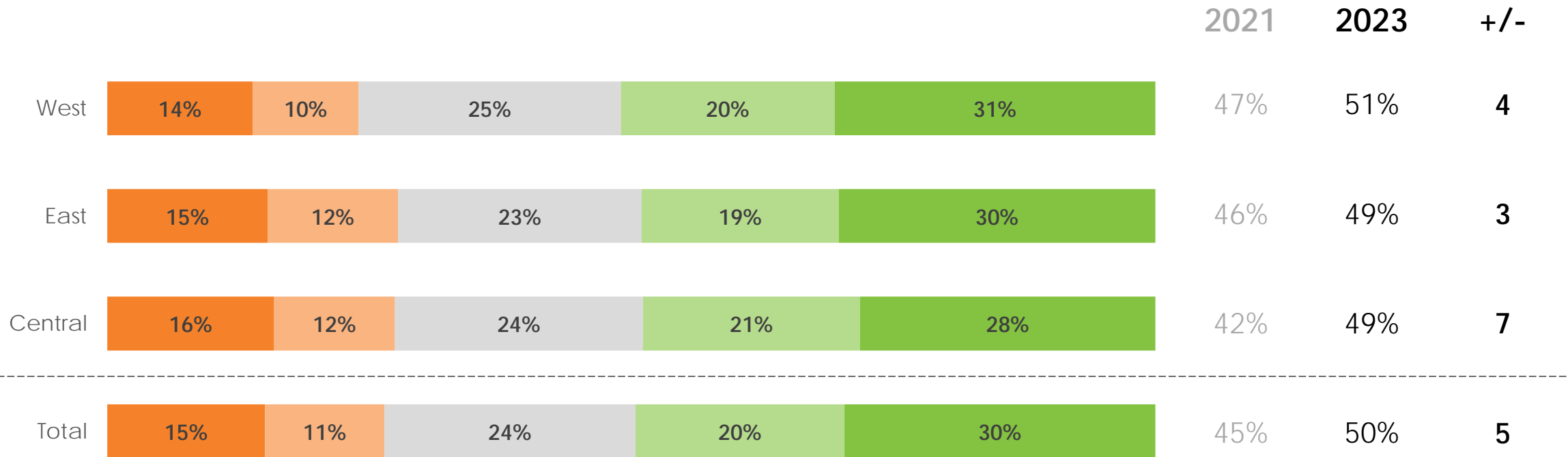
How satisfied or dissatisfied are you with the following: Staff response times to your inquiries (eg. questions about rent, maintenance requests, etc.) (2023)
 How much do you agree or disagree with the following statement: Toronto Community Housing staff responds to your concerns in a timely manner. (2021)
 Total sample n=7916 (2023), n=7780 (2021)
 Central n=2671 (2023), n=2597 (2021)
 East n=2744 (2023), n=2727 (2021)
 West n=2501 (2023), n=2382 (2021)





Satisfaction Community Safety Unit

- In 2023, 1 in 2 (TOP2: 50%) tenants across all regions were satisfied with the service provided by Community Safety Unit (CSU) staff. The scores were generally consistent among respondents in each region. Meanwhile, the satisfaction level among tenants in 2021 was 45% (TOP2).



■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

How satisfied or dissatisfied are you with the following: Service provided by Community Safety Unit (CSU) staff (2023)
 How satisfied or dissatisfied are you with the service provided to you by each of the following customer services: Community Safety Unit (2021)
 Total sample n=7458 (2023), n=6908 (2021)
 Central n=2489 (2023), n=2276 (2021)
 East n=2589 (2023), n=2463 (2021)
 West n=2380 (2023), n=2112 (2021)





Satisfaction Unit Physical Accessibility

- More than 3 in 5 (TOP2: 64%) tenants across all regions were satisfied with the physical accessibility of their unit and building. Tenants in the Central region were the most satisfied (TOP2: 68%) with the physical accessibility of their unit and building, followed by those in the East and West regions (TOP2: 63% & 62% respectively).

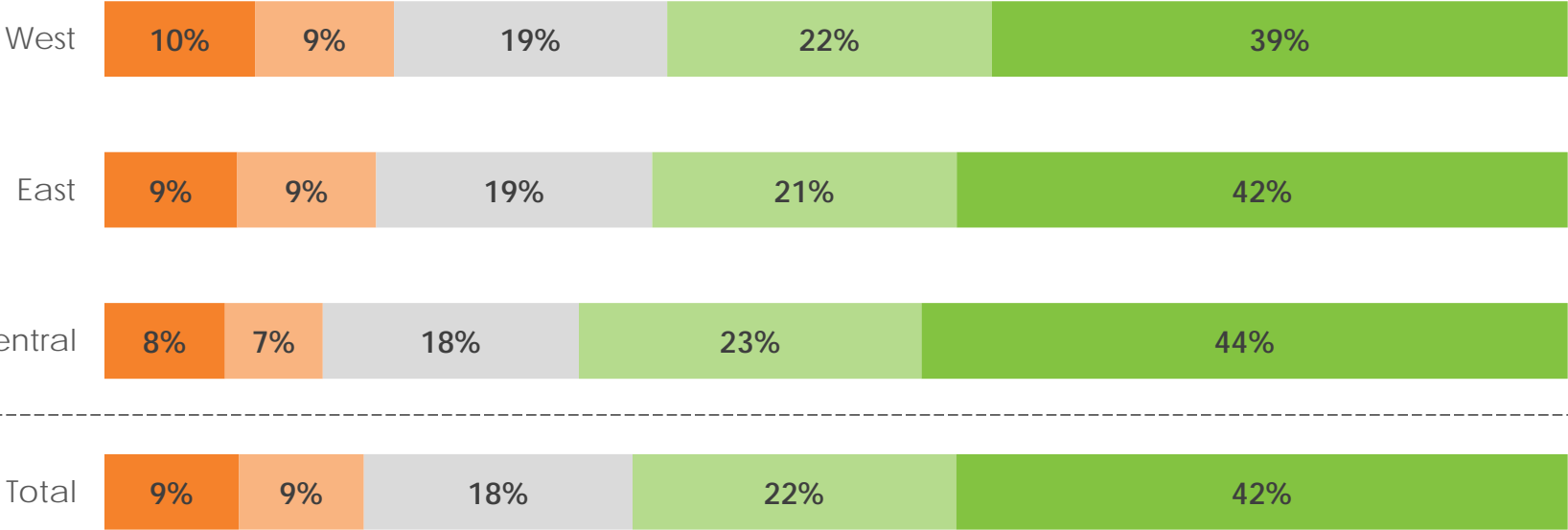
TOP2

62%

63%

68%

64%



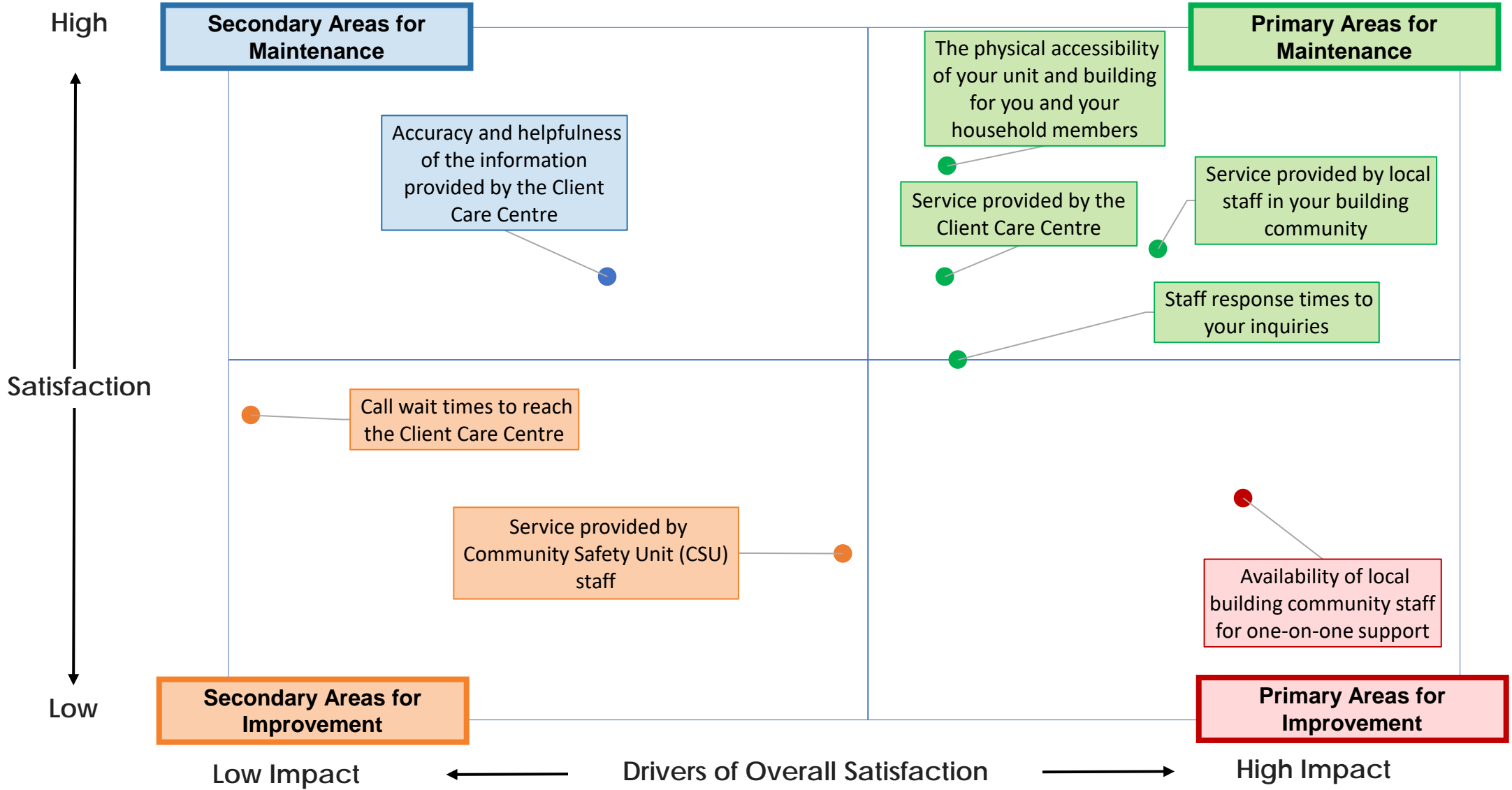
Very Dissatisfied Somewhat Dissatisfied Neutral Somewhat Satisfied Very Satisfied

How satisfied or dissatisfied are you with the following: The physical accessibility of your unit and building for you and your household members
 Total sample n=7553
 Central n=2529
 East n=2613
 West n=2411





Drivers Analysis Customer Service





Tenant Satisfaction

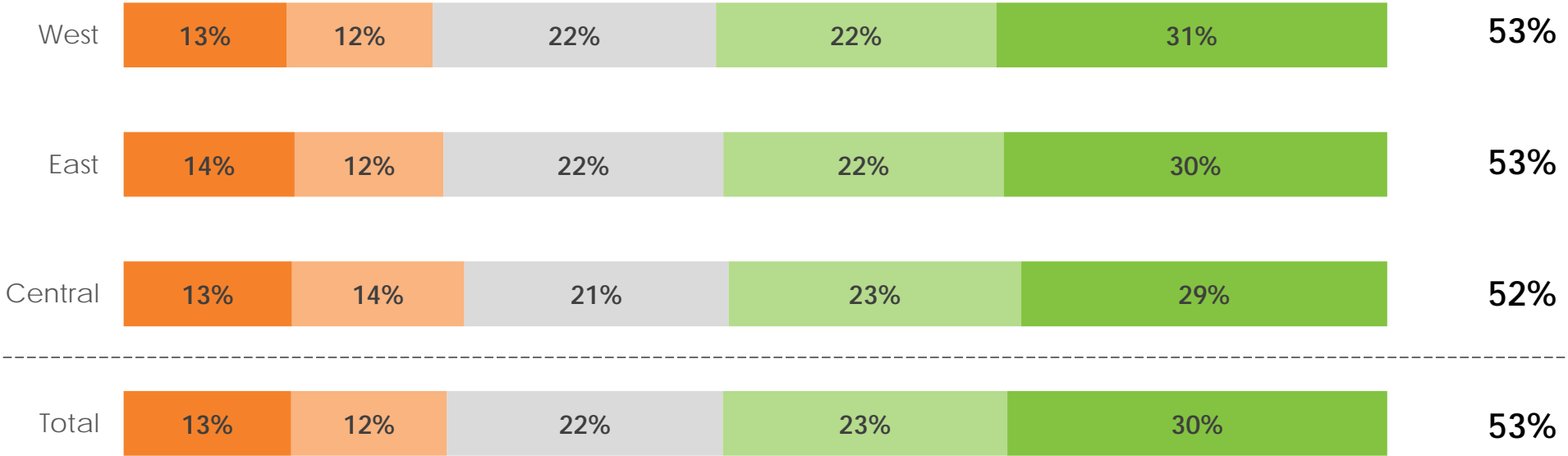
Satisfaction with Complaint Process



Satisfaction Ease of Making A Complaint

- In 2023, half (TOP2: 53%) of the tenants across all regions were satisfied with how easy it was to make a complaint. The scores were generally consistent among the respondents in each region. Meanwhile, this percentage in 2021 was 45% (TOP2).

TOP2



■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

How satisfied or dissatisfied are you with the following: How easy it is to make a complaint

Total sample n=7608
 Central n=2552
 East n=2629
 West n=2427

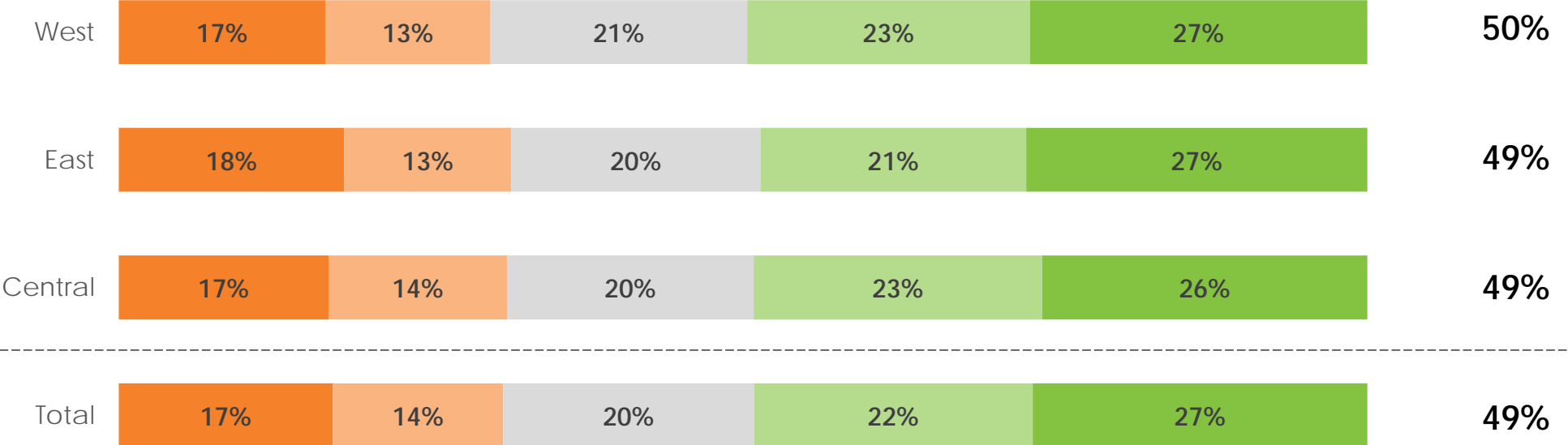




Satisfaction Complaint Response Time

- Slightly less than half (TOP2: 49%) of the tenants across all regions were satisfied with the staff response times to their complaints. The scores were generally consistent among the tenants living in each region.

TOP2



■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

How satisfied or dissatisfied are you with the following: Staff response times to your complaints
 Total sample n=7520
 Central n=2523
 East n=2599
 West n=2398





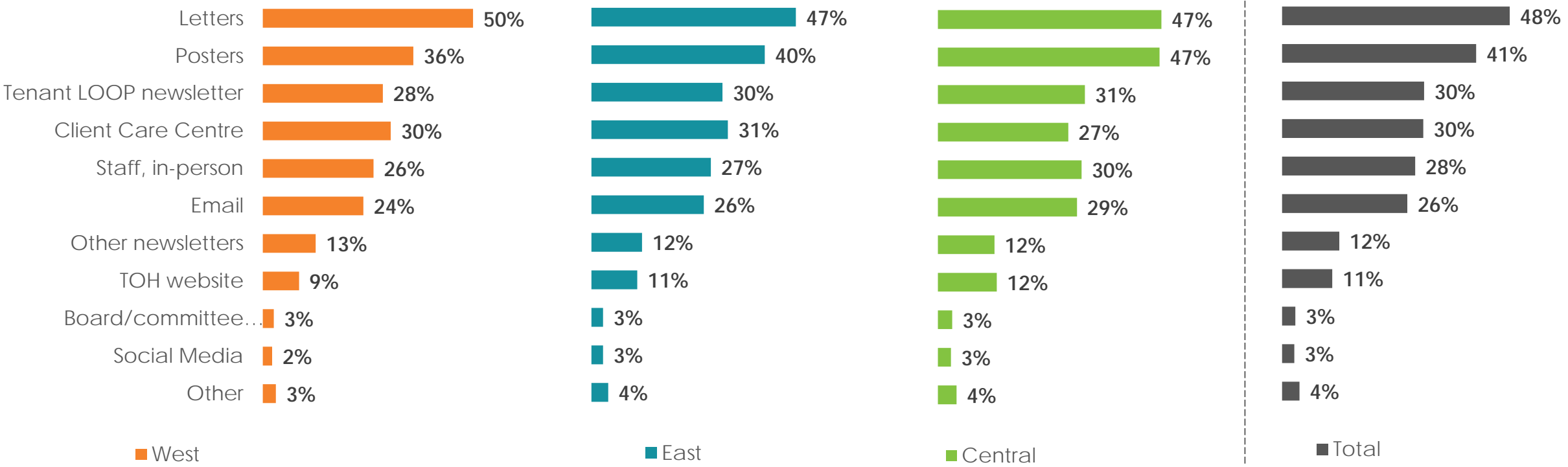
Communication

Preferred methods & Satisfaction



Communication Sources

- TCH is currently more reliant on offline methods of engagement while building more of a digital presence, and this is reflected in the results. The most common communication source for tenants are letters (48%) and posters (41%). Tenants in the Central region were most likely to receive information through posters (47%), staff (30%), emails (29%), and the TCH website (12%) compared to those in other regions.



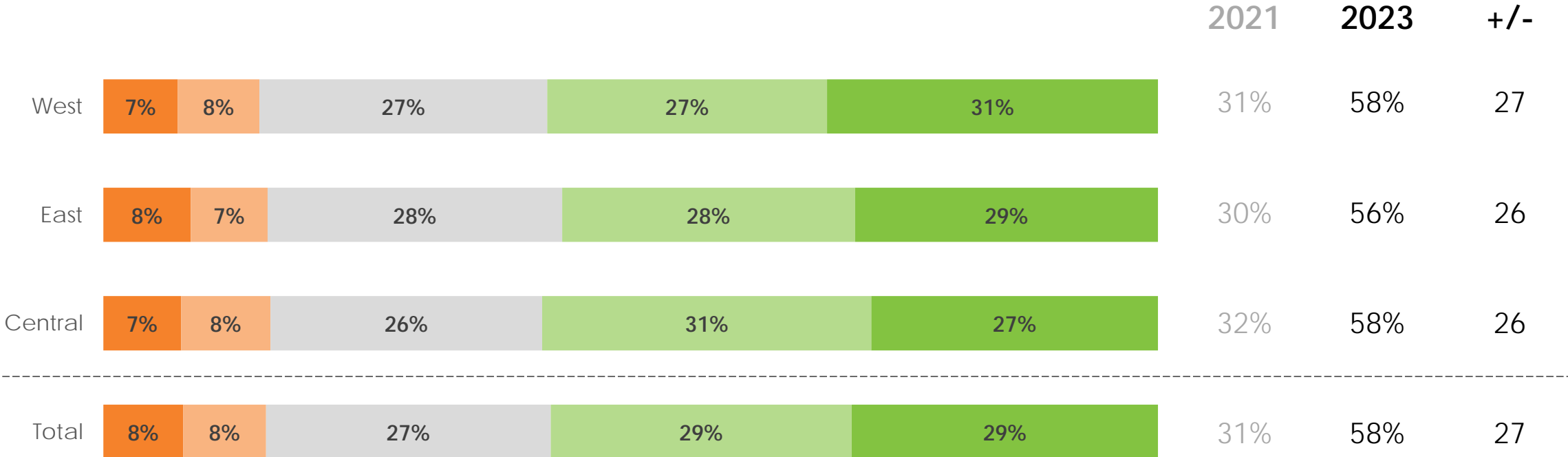
Which of the following communications sources do you regularly use to receive Toronto Community Housing-related information? Please select all that apply
 Total sample n=7957
 East n=2690
 Central n=2752
 West n=2515





Communication Satisfaction

- In 2023, nearly 3 in 5 (TOP2: 58%) tenants were satisfied overall with the communications they received from TCH. The scores were consistent in each region. This percentage was almost doubled compared to 2021 (TOP2: 31%).



TOP2

■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

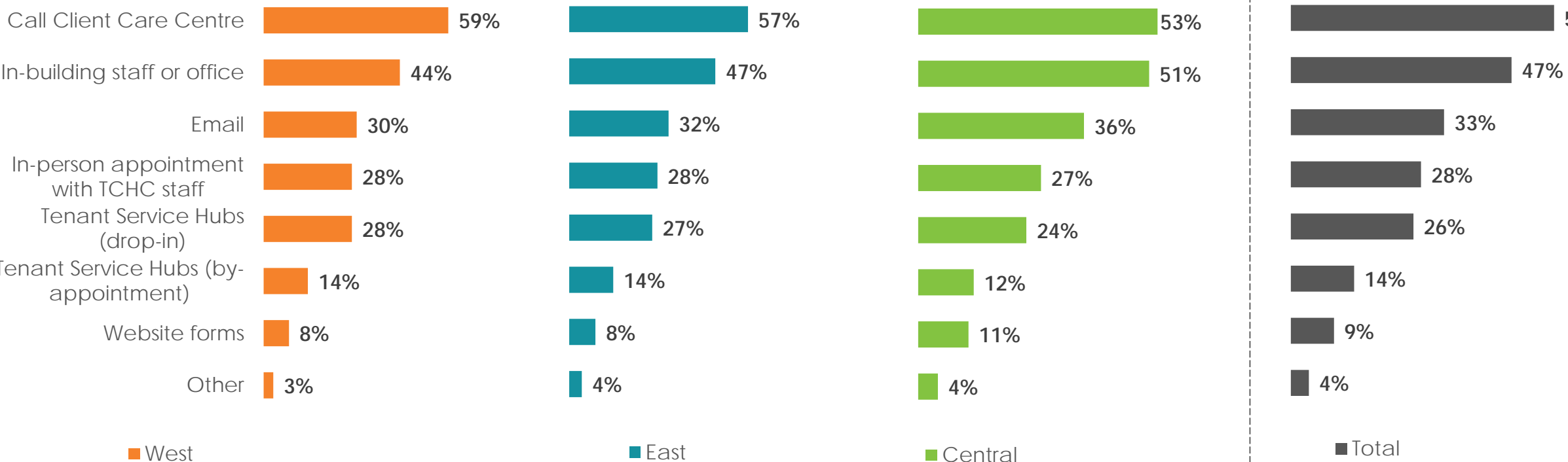
How satisfied or dissatisfied are you overall with Toronto Community Housing communications to tenants?
 Total sample n=7968 (2023), n=8326 (2021)
 Central n=2701 (2023), n=2800 (2021)
 East n=2749 (2023), n=2916 (2021)
 West n=2518 (2023), n=2566 (2021)





Access/Request Services

- The most common ways for tenants to access or request TCHC services were to call the Client Care Centre (56%) or go to in-building staff or offices (47%). Central tenants were most likely to go to in-building staff or offices (51%) to access or request TCHC services compared to other regions.



How do you prefer to access or request TCHC services? E.g., maintenance work, rent reviews, unit transfer, etc.
 Total sample n=7957
 East n=2690
 Central n=2752
 West n=2515



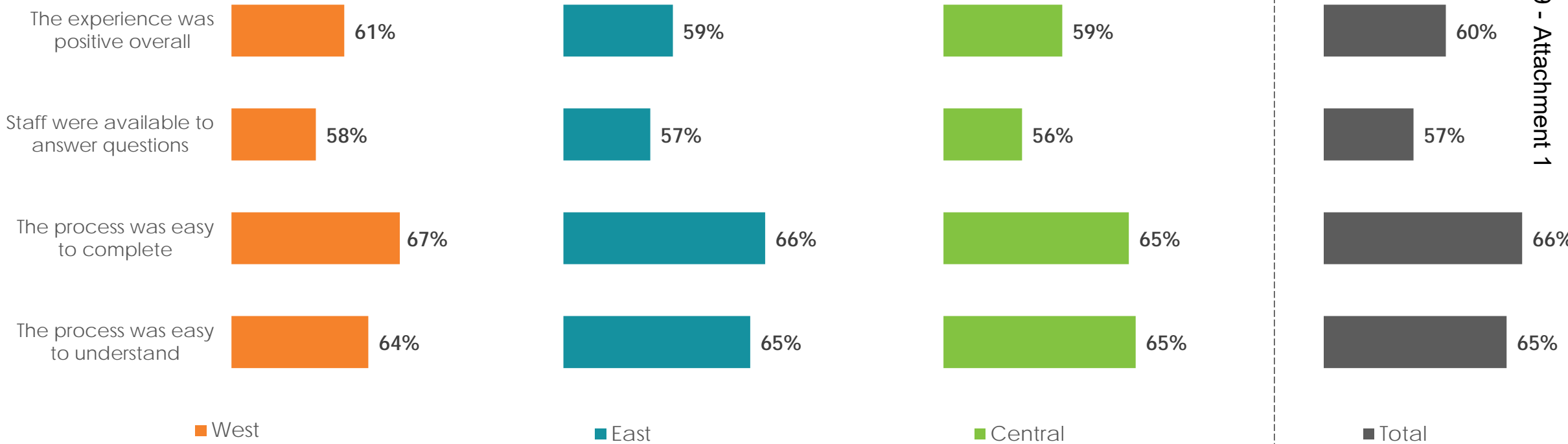


Annual Rent Review



Annual Rent Review Evaluation (TOP2)

- 2 in 3 tenants agreed that the process for their most recent Annual Rent Review was easy to complete (TOP2: 66%) and easy to understand (TOP2: 65%). 3 in 5 agreed that their experiences were positive (TOP2: 60%), and that the staff were available to answer questions (TOP2: 57%).



How much do you agree or disagree with the following statements about your most recent Annual Rent Review:
 Total sample n=7199 - 7650
 Central n=2321 - 2498
 East n=2545 - 2693
 West n=2333 - 2459





Tenant Sentiment

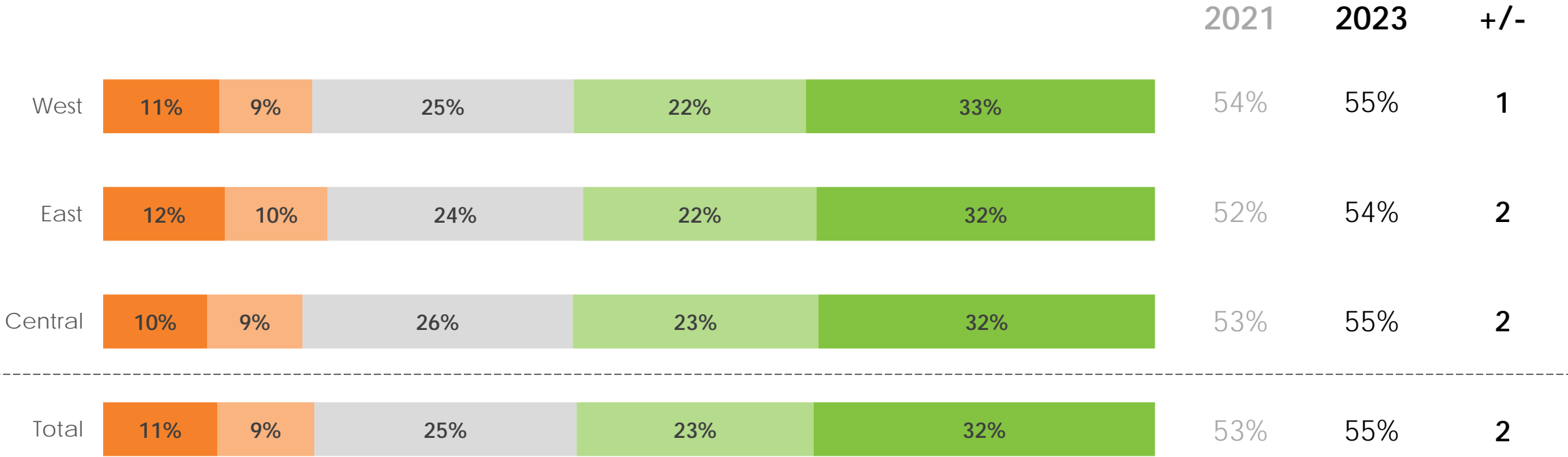
Sentiment towards Toronto Community Housing



Tenant Sentiment Sense of Belonging

- In 2023, more than half (TOP2: 55%) of tenants agreed that they had a strong sense of belonging in their TCH building or community. The scores were generally consistent among the respondents in each region. This percentage slightly increased compared to that in 2021 (TOP2: 53%).

TOP2



■ Strongly Disagree
 ■ Somewhat Disagree
 ■ Neutral
 ■ Somewhat Agree
 ■ Strongly Agree

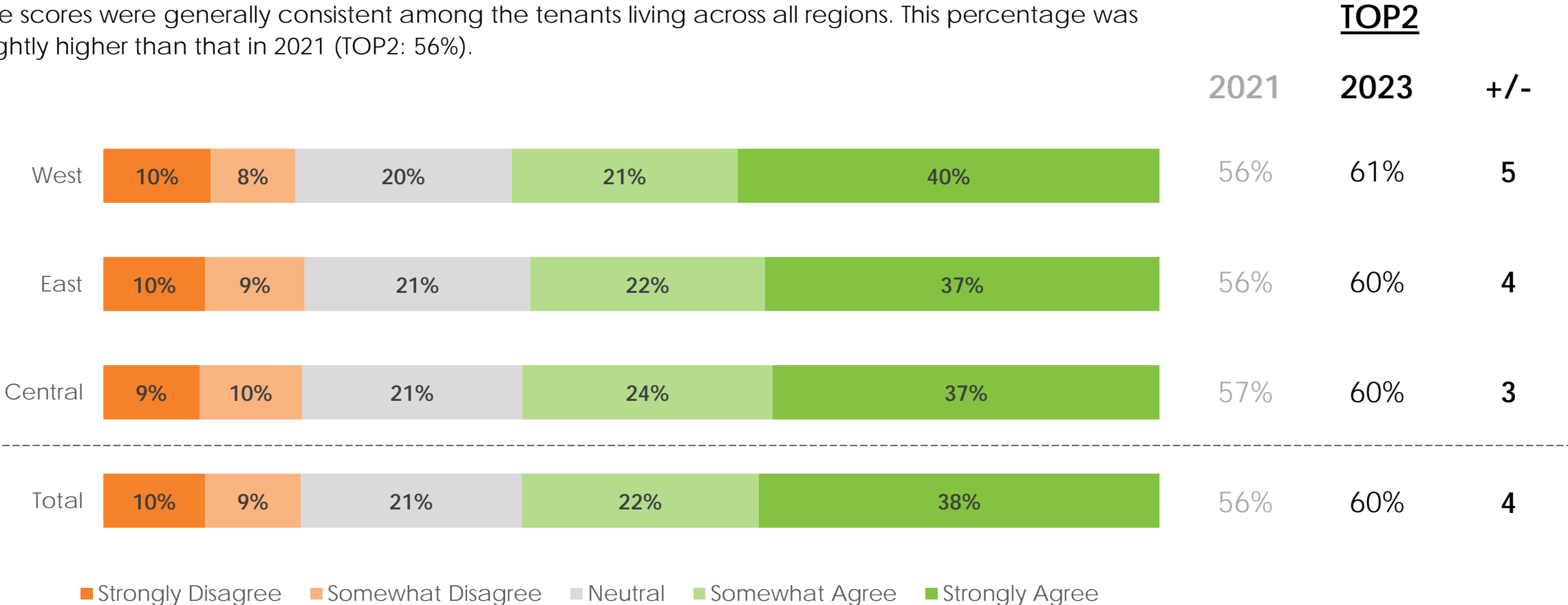
How much do you agree or disagree with the following statement: I have a strong sense of belonging in my Toronto Community Housing building/community
 Total sample n=7856 (2023), n=7846 (2021)
 Central n=2654 (2023), n=2614 (2021)
 East n=2726 (2023), n=2696 (2021)
 West n=2476 (2023), n=2375 (2021)





Tenant Sentiment Feeling Welcome in Common Spaces

- In 2023, 3 in 5 (TOP2: 60%) tenants agreed that they felt welcome in TCH offices and common spaces. The scores were generally consistent among the tenants living across all regions. This percentage was slightly higher than that in 2021 (TOP2: 56%).



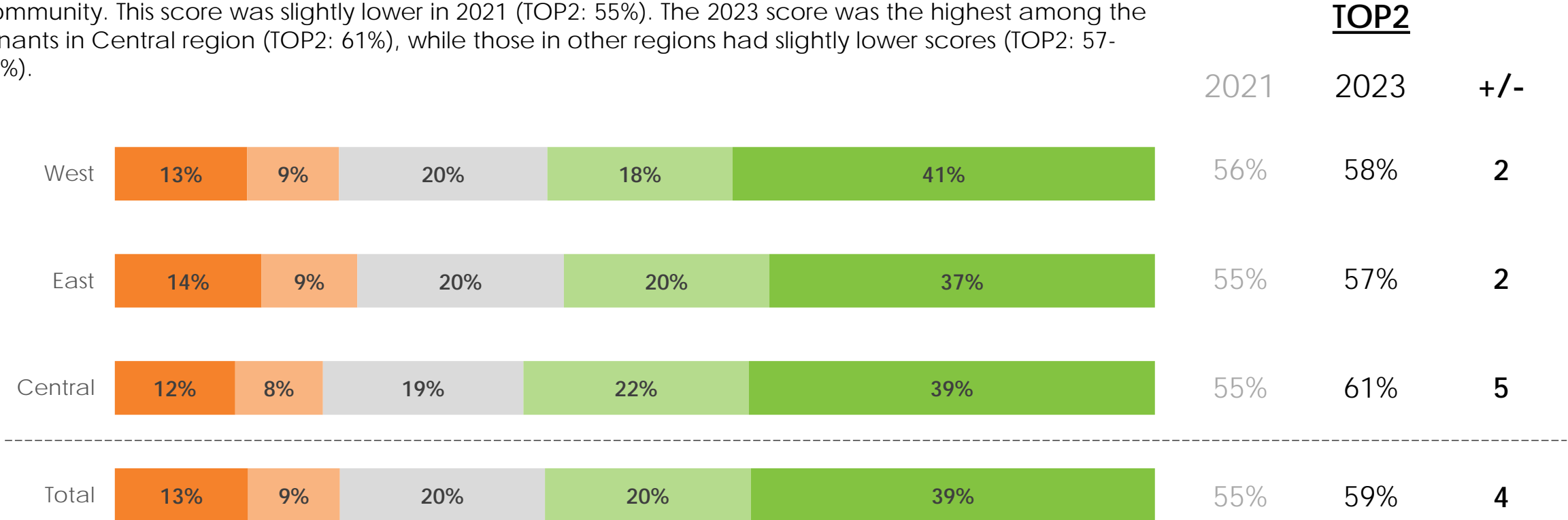
How much do you agree or disagree with the following statement: I feel welcome in Toronto Community Housing offices and common spaces
 Total sample n=7891 (2023), n=7790 (2021)
 Central n=2654 (2023), n=2594 (2021)
 East n=2733 (2023), n=2677 (2021)
 West n=2504 (2023), n=2361 (2021)





Tenant Sentiment Pride in Community

- In 2023, about 3 in 5 (TOP2: 59%) tenants agreed that they were proud to live in their TCH building or community. This score was slightly lower in 2021 (TOP2: 55%). The 2023 score was the highest among the tenants in Central region (TOP2: 61%), while those in other regions had slightly lower scores (TOP2: 57-58%).



■ Strongly Disagree
 ■ Somewhat Disagree
 ■ Neutral
 ■ Somewhat Agree
 ■ Strongly Agree

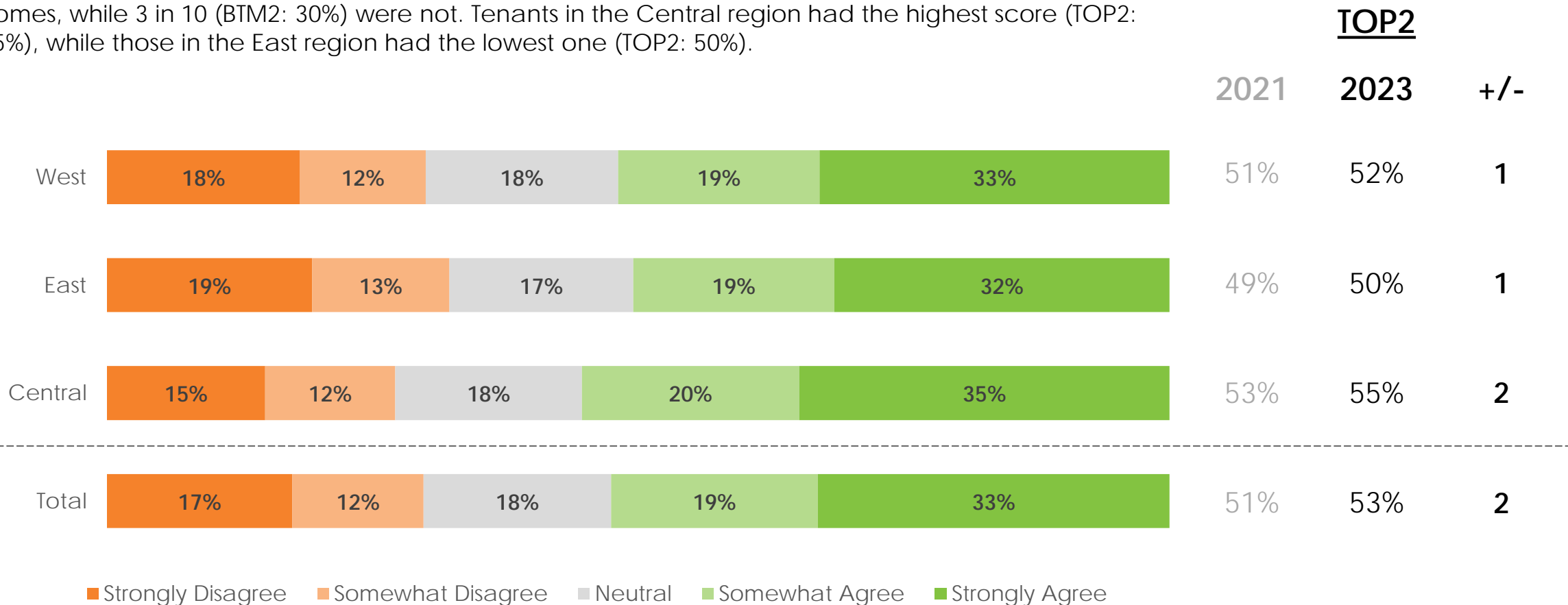
How much do you agree or disagree with the following statement: I am proud to live in my Toronto Community Housing building community
 Total sample n=8000 (2023), n=7963 (2021)
 Central n=2703 (2023), n=2638 (2021)
 East n=2770 (2023), n=2747 (2021)
 West n=2527 (2023), n=2411 (2021)





Tenant Sentiment Pride in Home

- In 2023, more than half (TOP2: 53%) of the tenants were proud to invite people to visit them in their homes, while 3 in 10 (BTM2: 30%) were not. Tenants in the Central region had the highest score (TOP2: 55%), while those in the East region had the lowest one (TOP2: 50%).



How much do you agree or disagree with the following statement: I am proud to invite people to visit me in my home

Total sample n=7907 (2023), n=7786 (2021)

Central n=2680 (2023), n=2590 (2021)

East n=2734 (2023), n=2681 (2021)

West n=2493 (2023), n=2367 (2021)

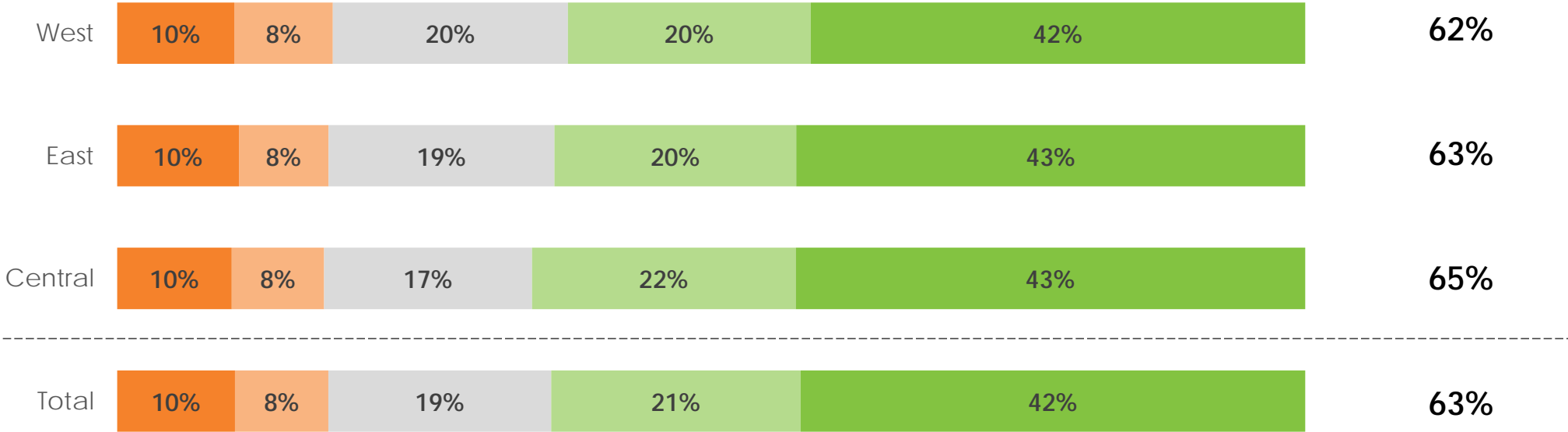




Tenant Sentiment Respected by Staff

- More than 3 in 5 (TOP2: 63%) tenants felt respected by TCH staff. The scores were generally consistent among respondents in each region.

TOP2



■ Strongly Disagree
 ■ Somewhat Disagree
 ■ Neutral
 ■ Somewhat Agree
 ■ Strongly Agree

How much do you agree or disagree with the following statement: I feel respected by Toronto Community Housing staff
 Total sample n=7985
 Central n=2698
 East n=2760
 West n=2527

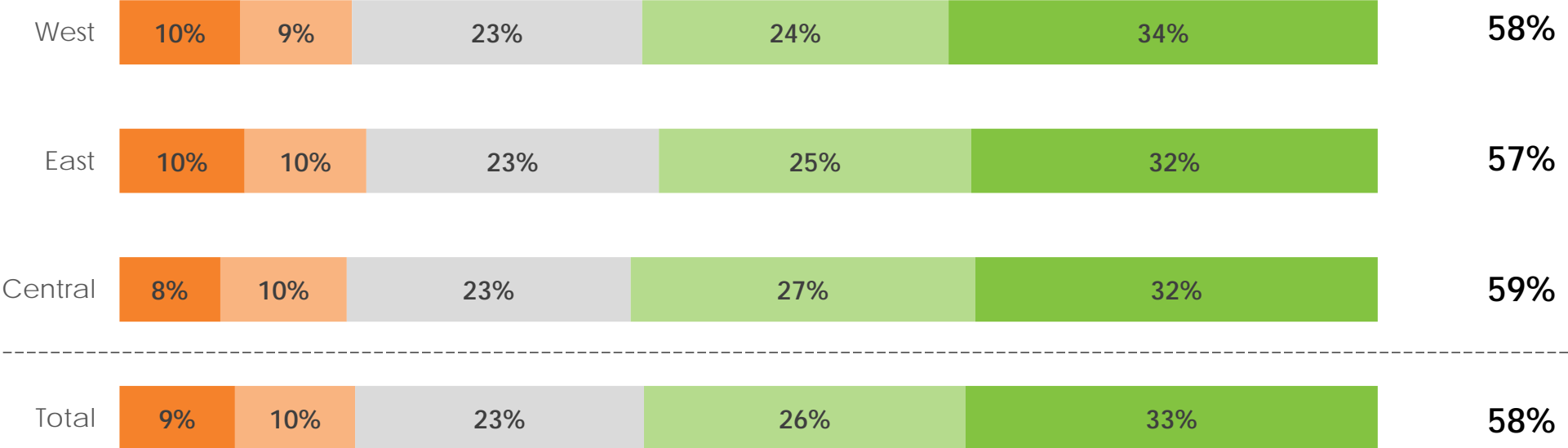




Tenant Sentiment Respected by Other Tenants

- Nearly 3 in 5 (TOP2: 58%) tenants felt respected by other TCH tenants. Scores were similar across all regions.

TOP2



■ Strongly Disagree
 ■ Somewhat Disagree
 ■ Neutral
 ■ Somewhat Agree
 ■ Strongly Agree

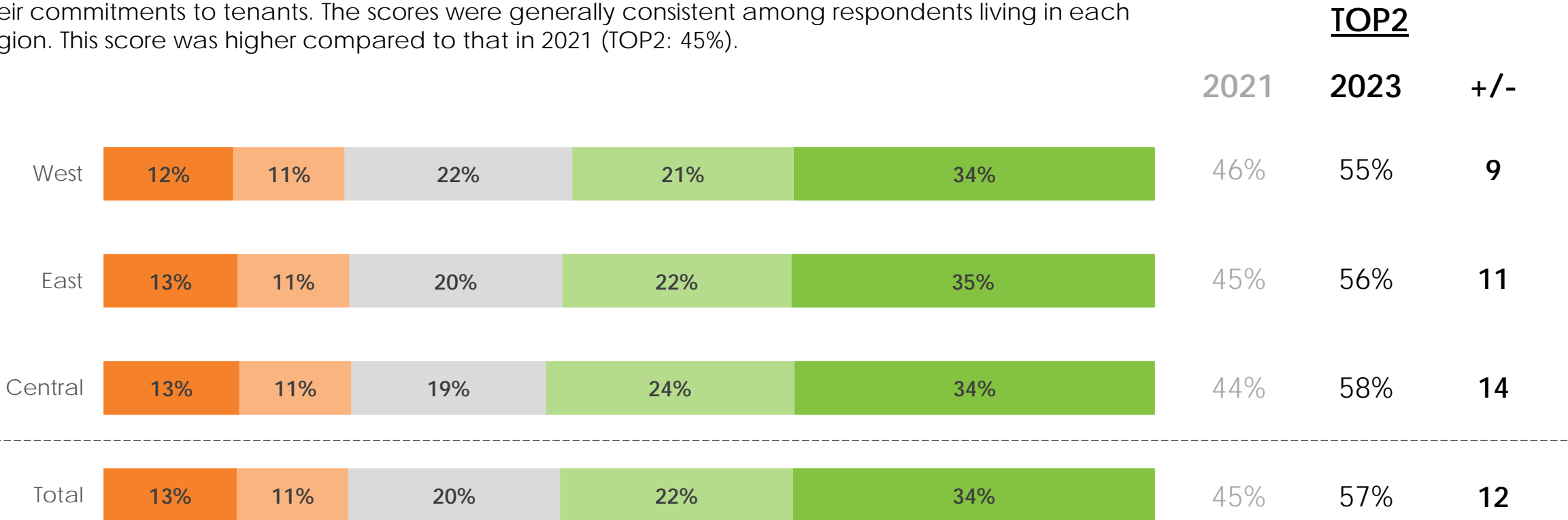
How much do you agree or disagree with the following statement: I feel respected by other Toronto Community Housing tenants
 Total sample n=7898
 Central n=2683
 East n=2731
 West n=2484





Tenant Sentiment Accountability

- In 2023, around 3 in 5 (TOP2: 57%) tenants agreed that TCH staff took accountability for their work and their commitments to tenants. The scores were generally consistent among respondents living in each region. This score was higher compared to that in 2021 (TOP2: 45%).



■ Strongly Disagree
 ■ Somewhat Disagree
 ■ Neutral
 ■ Somewhat Agree
 ■ Strongly Agree

How much do you agree or disagree with the following statement: I feel that Toronto Community Housing staff take accountability for their work and their commitments to tenants (2023)
 How much do you agree or disagree with the following statement: Takes accountability in their work and decision-making (2021)
 Total sample n=7951 (2023), n=7222 (2021)
 Central n=2686 (2023), n=2403 (2021)
 East n=2741 (2023), n=2544 (2021)
 West n=2524 (2023), n=2210 (2021)

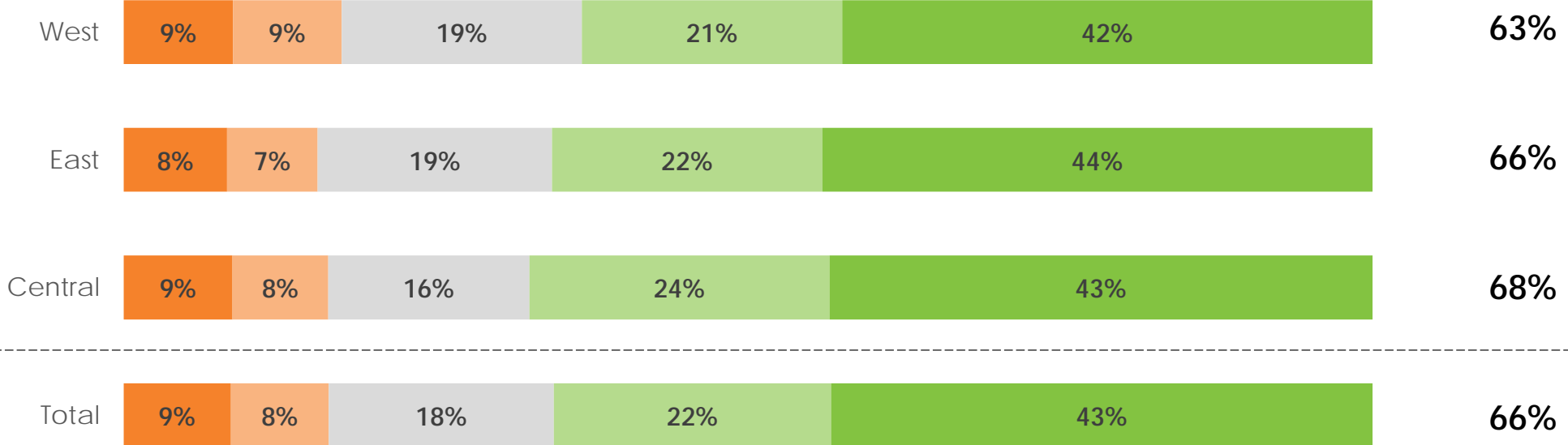




Tenant Sentiment Staff Manner

- 2 in 3 (TOP2: 66%) tenants agreed that TCH staff conduct themselves in a professional manner. Among the respondents, those in the Central region had the highest score (TOP2: 68%), while those in the West region had the lowest (TOP2: 63%)

TOP2



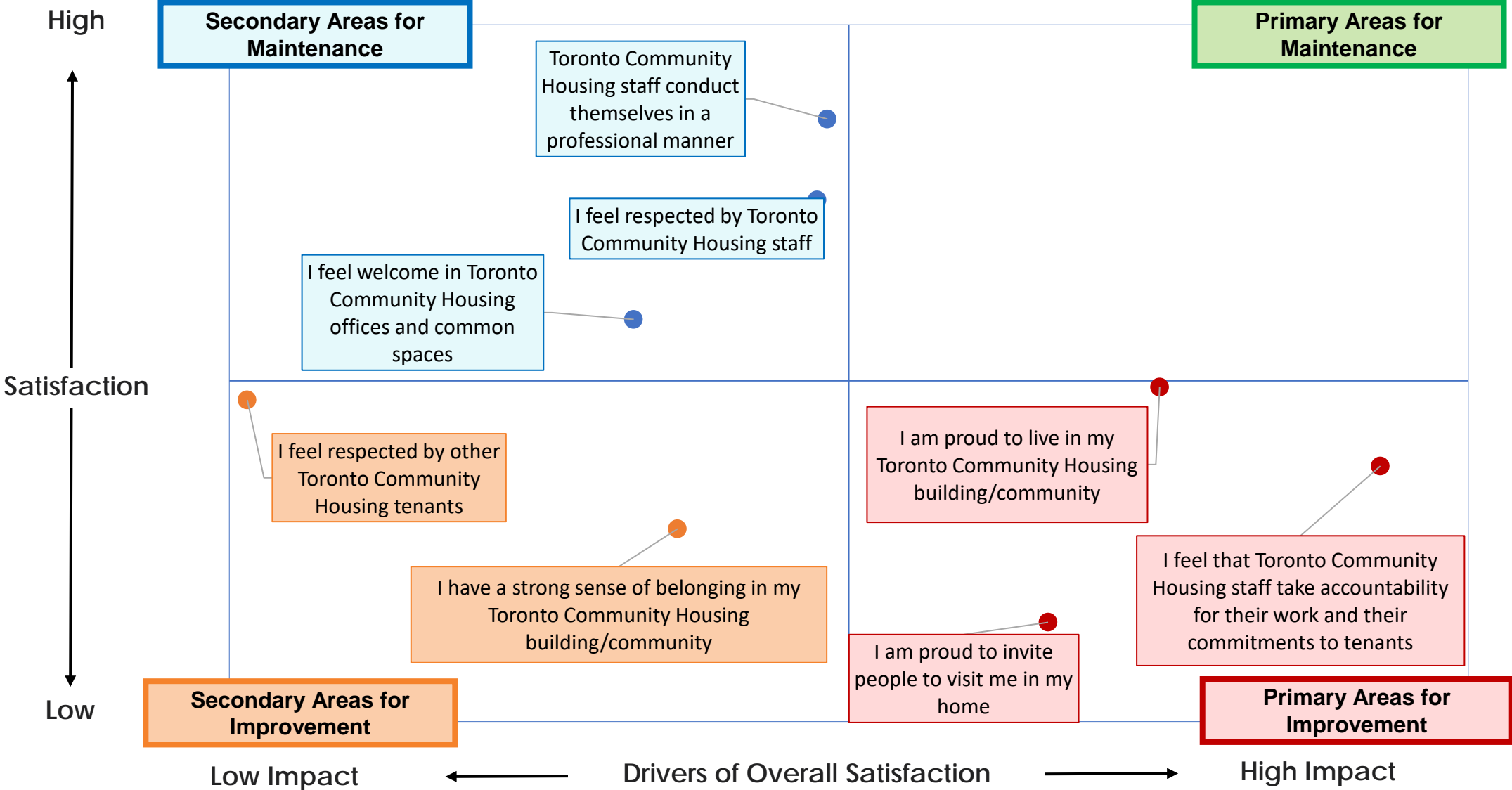
■ Strongly Disagree
 ■ Somewhat Disagree
 ■ Neutral
 ■ Somewhat Agree
 ■ Strongly Agree

How much do you agree or disagree with the following statement: Toronto Community Housing staff conduct themselves in a professional manner
 Total sample n=7983
 Central n=2700
 East n=2756
 West n=2527





Drivers Analysis Tenant Sentiment





Online Service

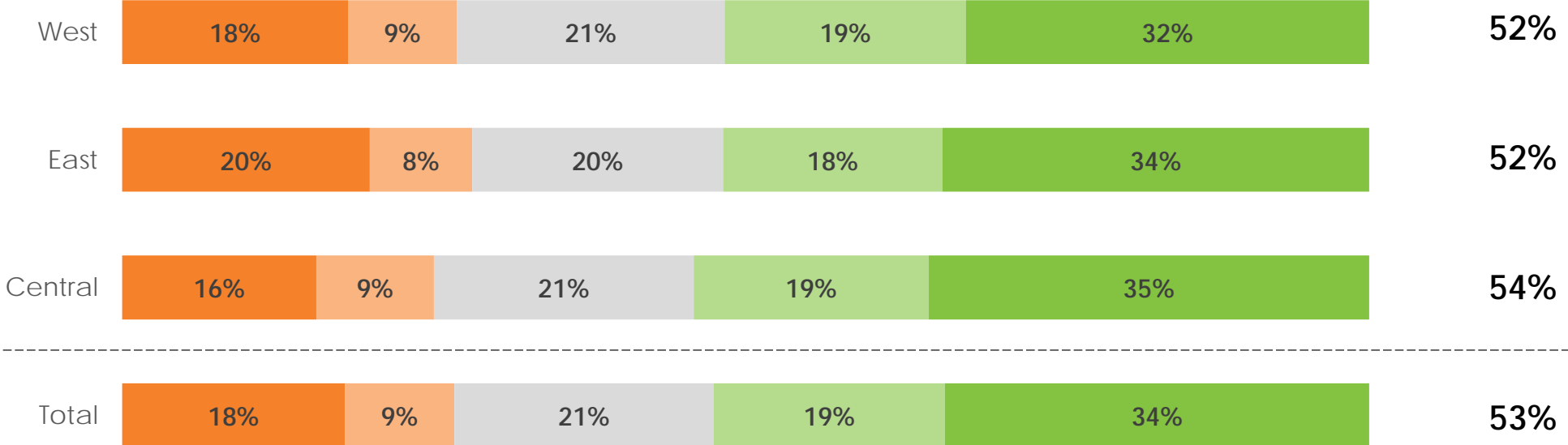
Toronto Community Housing Online Service Delivery



Online Service Information Request

- More than 1 in 2 (TOP2: 53%) tenants are likely to request information about their tenancy through an online service if it becomes available. The scores were generally consistent among the tenants in each region.

TOP2



■ Very Unlikely
 ■ Somewhat Unlikely
 ■ Possibly
 ■ Somewhat Likely
 ■ Very Likely

How likely are you to do the following activities on an online portal or website: Request information about my tenancy
 Total sample n=7223
 Central n=2452
 East n=2507
 West n=2264

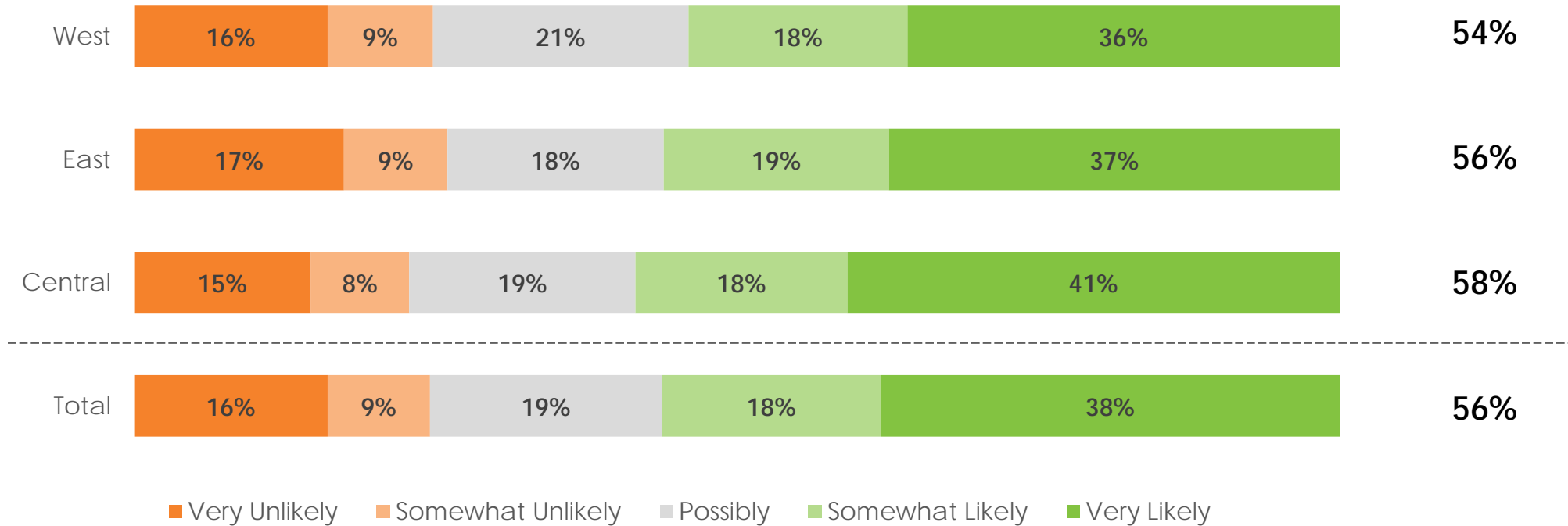




Online Service Maintenance Request

- More than 1 in 2 (TOP2: 56%) tenants are likely to submit a maintenance request or follow-up on an existing maintenance request through an online service if it becomes available. The score in the Central region (TOP2: 58%) was the highest, while that in the West region was the lowest (TOP2: 54%).

TOP2



How likely are you to do the following activities on an online portal or website: Submit a maintenance request or follow-up on an existing maintenance request

Total sample n=7468

Central n=2532

East n=2581

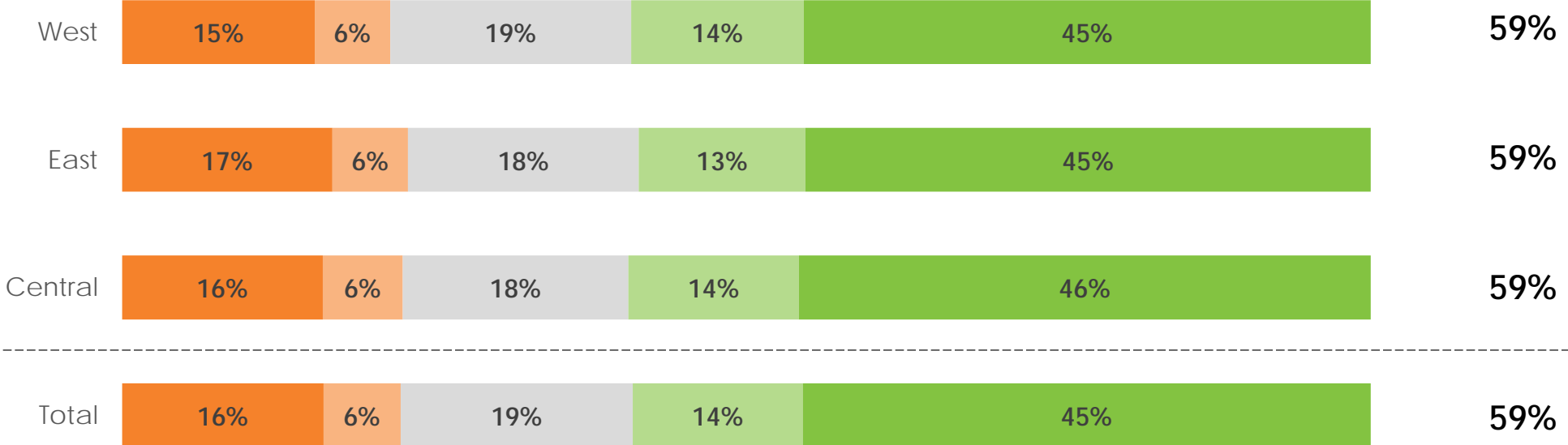
West n=2355



Online Service Rent Payment

- Around 3 in 5 (TOP2: 59%) tenants said they are likely to pay rent or set up rent payments through an online service if it becomes available. The scores were generally consistent in each region.

TOP2



■ Very Unlikely
 ■ Somewhat Unlikely
 ■ Possibly
 ■ Somewhat Likely
 ■ Very Likely

How likely are you to do the following activities on an online portal or website: Pay my rent or set up payment of my rent
 Total sample n=7242
 Central n=2452
 East n=2489
 West n=2301

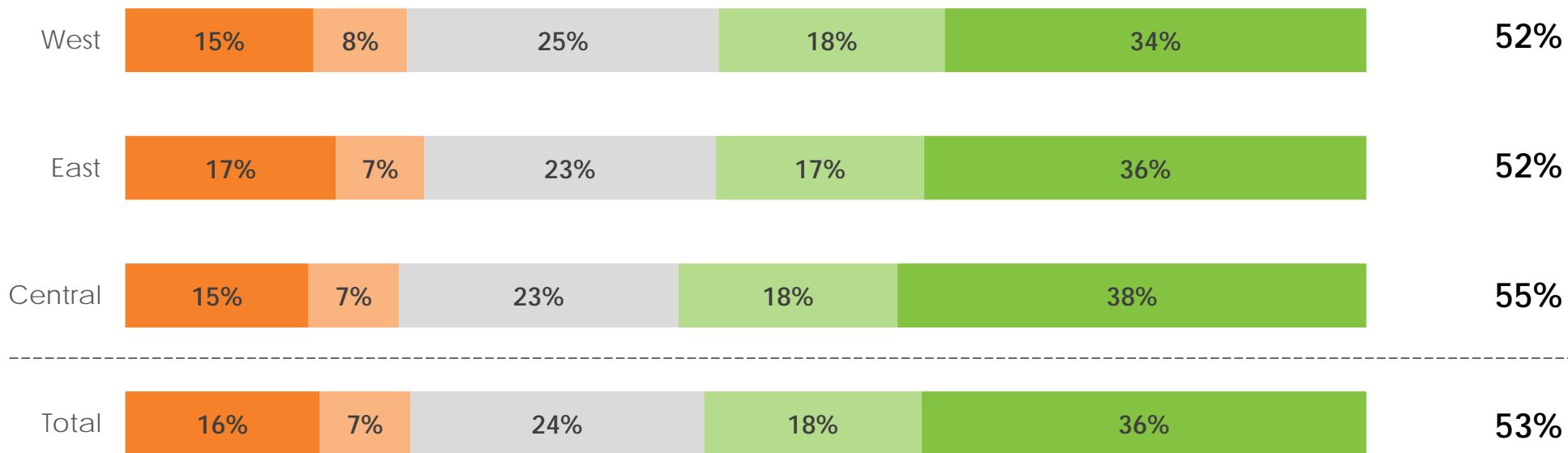




Online Service Booking Appointment

- More than 1 in 2 (TOP2: 53%) tenants are likely to book an appointment with a TCHC staff member through an online service if it becomes available. The score was highest in the Central region (TOP2: 55%), while the West and East regions had lower scores (TOP2: 52%).

TOP2



■ Very Unlikely
 ■ Somewhat Unlikely
 ■ Possibly
 ■ Somewhat Likely
 ■ Very Likely

How likely are you to do the following activities on an online portal or website: Book an appointment with a TCHC staff member

Total sample n=7318

Central n=2494

East n=2524

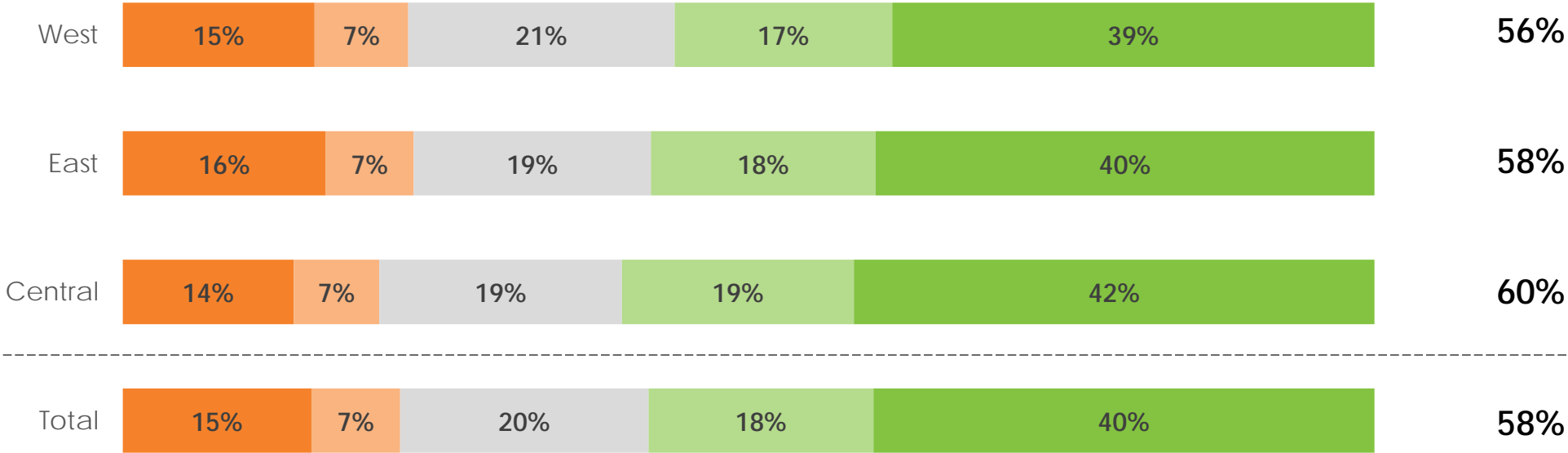
West n=2300



Online Service Getting Updates About Maintenance/Work

- Around 3 in 5 (TOP2: 58%) tenants are likely to get updates about maintenance or work happening in their buildings through an online service if it becomes available. Tenants in the Central region are most likely to get these updates, (TOP2: 60%), while those in the West region were the least likely to do so (TOP2: 56%).

TOP2



■ Very Unlikely
 ■ Somewhat Unlikely
 ■ Possibly
 ■ Somewhat Likely
 ■ Very Likely

How likely are you to do the following activities on an online portal or website: Get updates about maintenance or work happening in my building
 Total sample n=7447
 Central n=2542
 East n=2564
 West n=2341

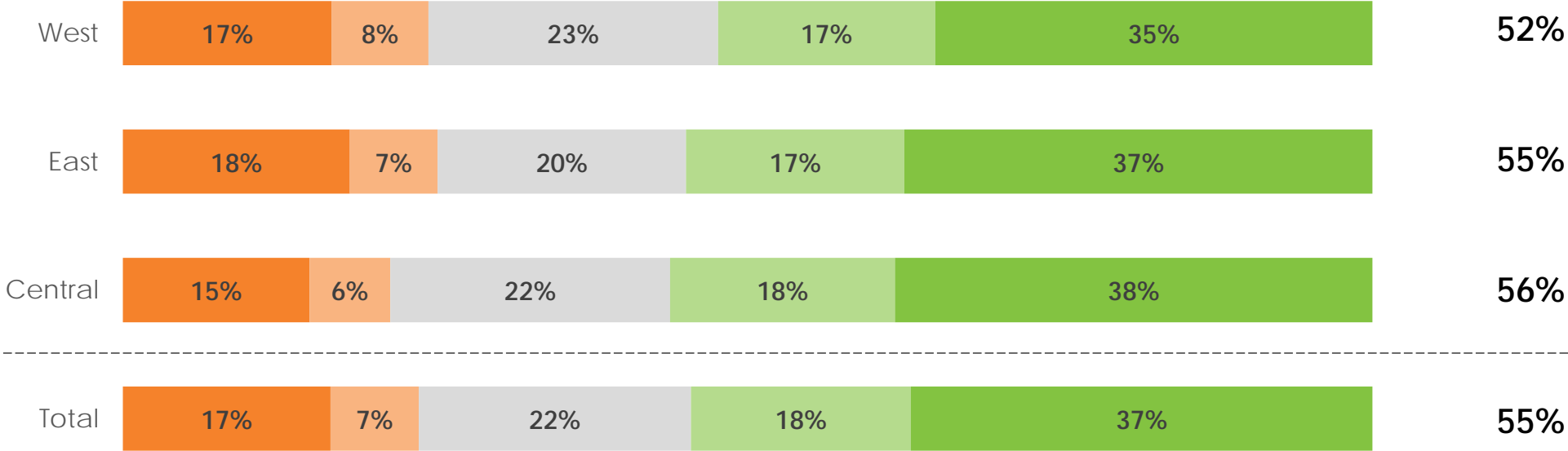




Online Service Accessing Forms

- More than 1 in 2 (TOP2: 55%) tenants are likely to access forms through an online service if it becomes available. Tenants in the Central region are most likely to access forms online (TOP2: 56%), while tenants in the West region are least likely (TOP2: 52%).

TOP2



■ Very Unlikely
 ■ Somewhat Unlikely
 ■ Possibly
 ■ Somewhat Likely
 ■ Very Likely

How likely are you to do the following activities on an online portal or website: Access forms
 Total sample n=7173
 Central n=2425
 East n=2474
 West n=2274

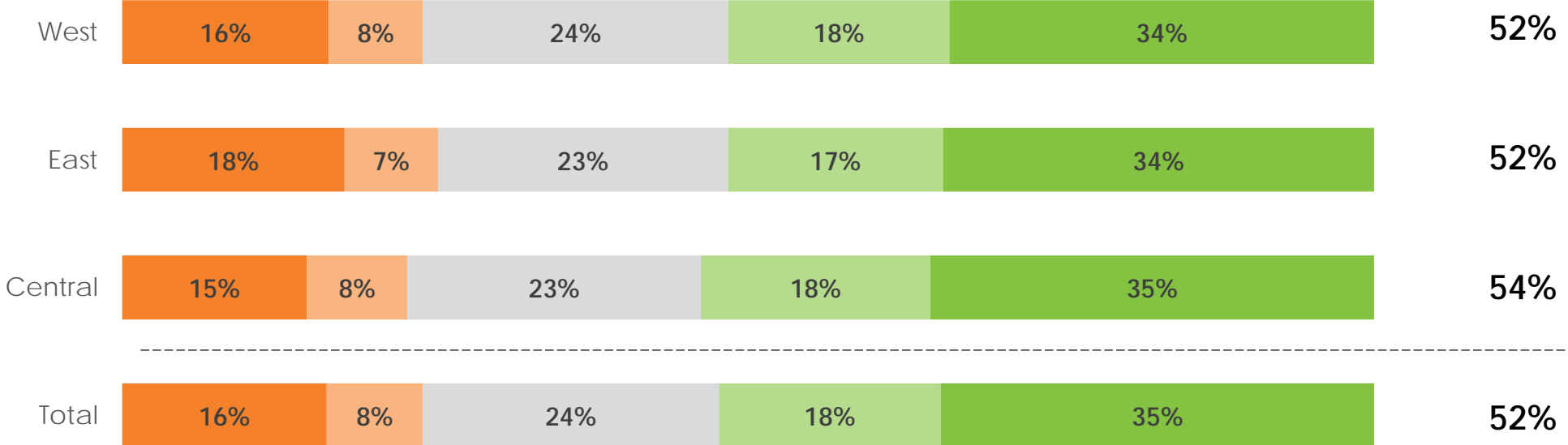




Online Service Finding Information

- More than 1 in 2 (TOP2: 52%) tenants are likely to find information about upcoming community meetings and events through an online service if it becomes available. The scores were generally consistent among the residents in each region.

TOP2



■ Very Unlikely
 ■ Somewhat Unlikely
 ■ Possibly
 ■ Somewhat Likely
 ■ Very Likely

How likely are you to do the following activities on an online portal or website: Find information about upcoming community meetings and events
 Total sample n=7252
 Central n=2462
 East n=2505
 West n=2285

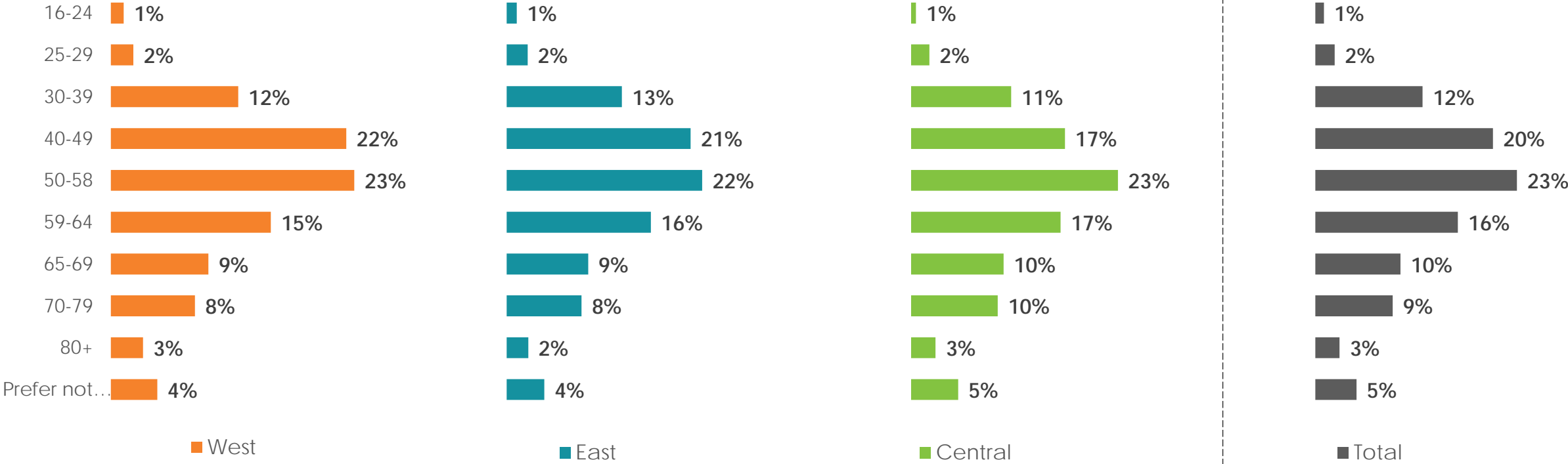




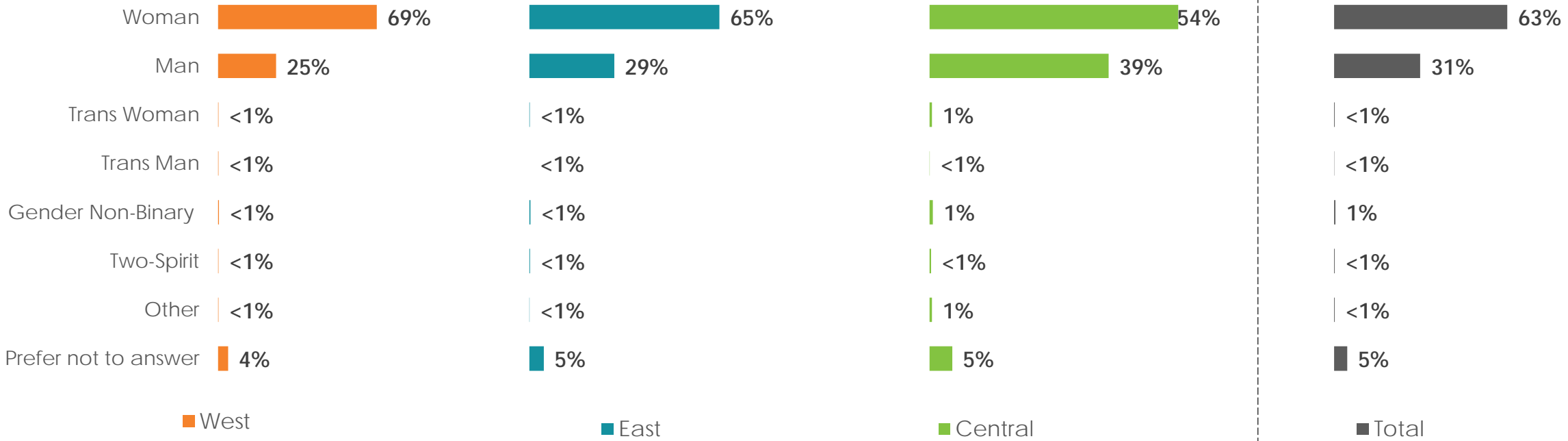
Demographics



Demographics Age

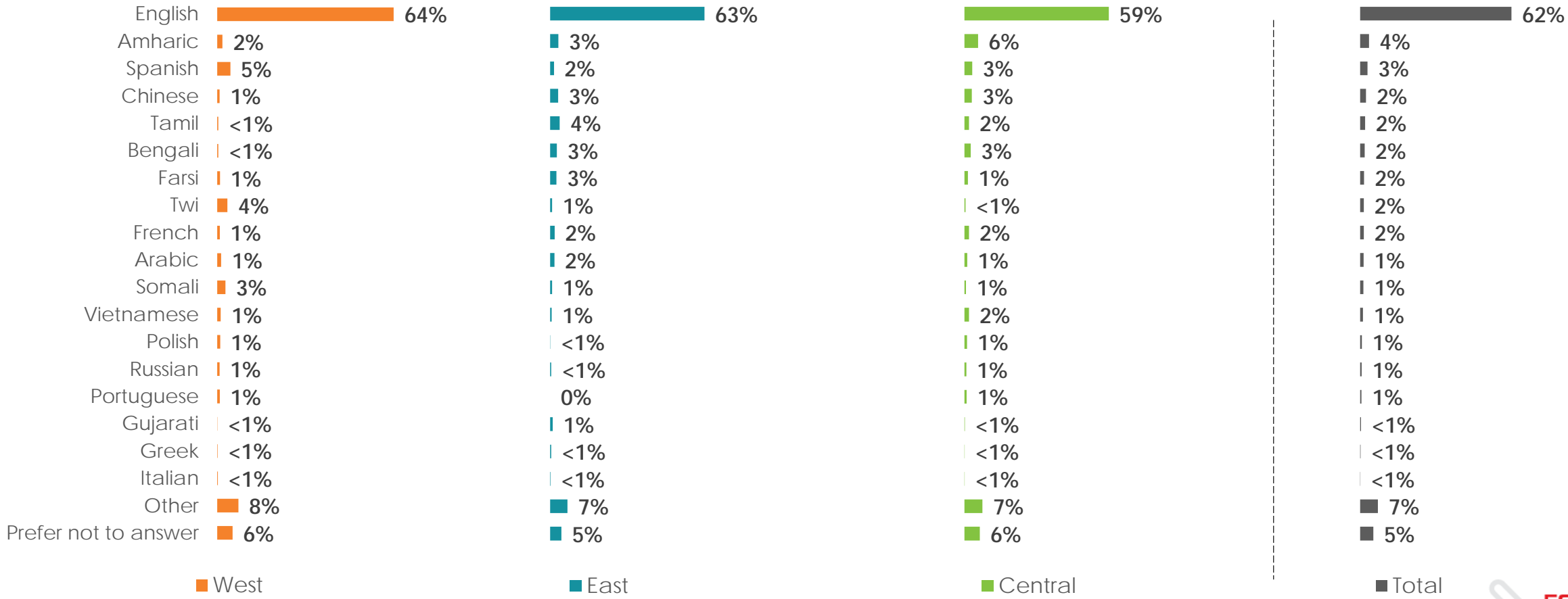


Demographics Gender

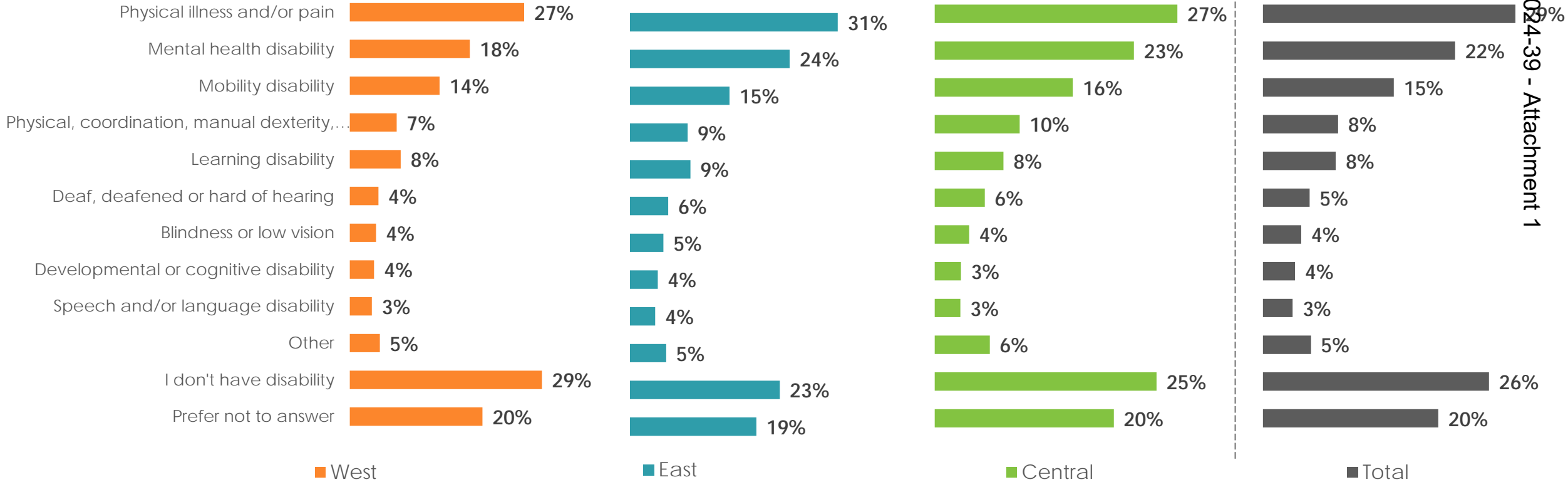




Demographics Language Spoken at Home



Demographics Disability



Demographics Race/Ethnicity

