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Canada Land Survey System (CLSS) Client Satisfaction Survey 2020-21 Executive Summary

Prepared for Natural Resources Canada

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January 2021

This executive summary presents the results of the online survey conducted by Earnscliffe Strategy Group on behalf of Natural Resources Canada. The research was conducted from November to December 2020.

Cette publication est aussi disponible en français sous le titre : Système d'arpentage des terres du Canada (SATC) - Sondage sur la satisfaction de la clientèle 2020-2021

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EXECUTIVE SUMMARY

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this executive summary to Natural Resources Canada summarizing the results of the quantitative research conducted to gain a better understanding of how and why different client groups use the Canada Land Survey System (CLSS) services and tools.

Recently, the Surveyor General Branch (SGB) committed to reinstituting user feedback surveys measuring customer satisfaction of clients' experiences with the CLSS system. The Canada Lands Survey System (CLSS) administers a statutory framework, standards and information systems as well as the land survey ground infrastructure that legally identifies and protects the boundaries of property rights and enables land transactions on Canada Lands. The reinstating of user feedback surveys is important to gather input on the effectiveness of services and tools from the perspective of key stakeholders. The research findings will be used to enhance client satisfaction with CLSS products and services. The results will be used to improve the relationship with key stakeholders by providing better understanding of how and why different client groups use these services, tools and data. The research will also be helpful in identifying any priority areas for future improvements.

The objectives of the research were to measure the effectiveness and efficiency of Canada Land Survey System (CLSS) services, tools, and data to identify areas for potential improvements. Additionally, the research sought to gain a better understanding of how and why different client groups use CLSS services and tools. The contract value for this project was \$64,122.53 including HST.

To meet these objectives, Earnscliffe conducted a comprehensive wave of quantitative research with three specific stakeholder groups: Canada Lands Surveyors, other government land approvers, and Indigenous end-users and organizations. In total 105 Canada Lands Surveyors completed the online survey (26% response rate), which was conducted from November 1st to December 7th, 2020, the survey was an average of 10 minutes in length. In total 51 other government land approvers completed the survey online (23% response rate) from November 1st to December 7th, the survey was an average of 7 minutes in length. Lastly, in total 78 Indigenous end-users and organizations completed the survey either by telephone or online (27% response rate) from November 1st to December 18th, the survey was an average of 15 minutes in length.

Due to the very small sample sizes of each respective audience regional significance testing was not undertaken, however regional differences can be observed in the appended data tables.

Overall Findings

- Overall satisfaction levels are high regardless of audience and for two of the audiences the results are quite high. Just under two-thirds (65%) of Indigenous end-users and organizations are at least somewhat satisfied with the SGB. Only 1% of Indigenous end-users and organizations were dissatisfied, while 8% offered no opinion. Surveyors are more satisfied, with 80% saying at least somewhat satisfied (a mere 1% dissatisfied, and 13% DK/NR/NA), while Approvers are the most satisfied with 91% (with 2% dissatisfied, and 4% offering no opinion).

- In terms of frequency of requests, usage varies somewhat by audience. Approvers are the most likely to have requested services in the past two years whereas Indigenous audiences are the least.
 - The plurality of Indigenous respondents have requested services 1 to 5 times in the past 2 years. As for Surveyors there is a split, a third have requested services over 10 times in the past 2 years, and a third have requested 1 to 5 times. Finally over half of approvers (53%) have requested services over 10 times in the past 2 years.
- Email is by far the preferred primary method of communication, followed closely by telephone.
- The majority of respondents are able to find a clear point of contact, and virtually all respondents indicate they are served in the language of their choice.
- Regardless of audience the most common reason to have communicated with the SGB is a specific survey project.
 - Among Indigenous respondents, the second most popular reason is a boundary concern or question (75%). For surveyors the second most common reason is a survey standard or requirement (68%), and for approvers it is legal descriptions (70%).
- Satisfaction with SGB is also quite high on a variety of specific criteria.
 - Surveyors are most satisfied with the SGB's helpfulness (69%), knowledge of staff (65%) and responsiveness (62%). Only 2-3% of surveyors were dissatisfied with any given attribute.
 - Approvers are most satisfied with the SGB providing a clear point of contact (76%) knowledge of staff (75%) and helpfulness (71%). Responsiveness (65%) and effective communication (63%) were slightly less satisfactory. Only 2-6% of approvers were dissatisfied with any given attribute.
 - Indigenous respondents are most satisfied with knowledge of staff (68% very satisfied), followed closely by helpfulness (46%), and effective communication (44%). While responsiveness and providing information that is easy to understand (both tied at 41%) were last. Only 1-8% of Indigenous respondents were dissatisfied with any given attribute.
 - It is important to note, while Indigenous responses were slightly lower in terms of satisfaction, the levels of dissatisfaction remain the same (low) across all three audiences.
- With regards to service to Indigenous communities, over one-in-five (22%) have conducted over 20 surveys in their community in the past two years, another one-in-five have conducted 6 to 20 surveys in the past two years.
 - The most common type of survey is interior boundary survey or subdivision (75%), followed by exterior boundary survey (57%) and right of way survey (46%). One in four (26%) report having done a community survey within the past months.
- Indigenous respondents typically prefer band council resolution (59%), emails from an authorized person (44%), or signature on a survey plan (41%) as their preferred format to provide the approval for a survey plan.
 - The majority (55%) are comfortable approving survey plans.
 - Three-quarters feel that they are consulted enough during the survey process (72%).
 - Recommendations that could improve the survey process in their community are better communication (12%), access to surveyors or local surveyors (9%), and community engagement (8%).

- Almost two-thirds (62%) are not at all familiar with the First Nation Approval form or band approval form on myCLSS Website. Of those who are, just under half (48%) are at least somewhat satisfied.
- Two-in-three respondents would appreciate being able to provide approval of survey plans through an online application and 78% would use online application to provide approval of survey plans if there were one available.
- Taking a closer look at surveyors' usage of, and satisfaction with, the survey resources, two-in-five have access or used the myCLSS website for research or links to other tools and information pages, while one-in-two have never accessed or used CLEVER.
 - When thinking specifically about their experience with the national standards for the survey of Canada Lands many are satisfied with its ability to meet the needs of Canada lands survey system (81%) less so with notion it is well adapted to client needs (67%). Only 2-6% of surveyors were dissatisfied with any given attribute. Similarly, only 5-10% of surveyors were dissatisfied with any given aspect.
 - Thinking specifically about their experience with myCLSS the majority (88%) are satisfied that it meets their needs, slightly fewer are satisfied with its ability to get issues resolved or to get answers to questions (75%). Only 2-6% of surveyors were dissatisfied with any given aspect.
- By far a time delay in service of five days or more would have a very significant impact on two-in-five surveyors, whereas a time delay of one hour would have no impact at all for two-thirds of surveyors.
 - Nine-in-ten surveyors (89%) are satisfied with the issuance of survey instruction in a timely manner, satisfaction is less prevalent with regards to the process to request amendments through myCLSS (73%). Only 2-9% of surveyors were dissatisfied with any given attribute.
 - Looking specifically at their experience processing and reviewing legal survey plans, satisfaction is highest with the service of the SGB staff (85%), less so with the information and notifications available in myCLSS (80%). Only 4-10% of surveyors were dissatisfied with any given attribute.
 - In terms of experience with digital signature and myKEY, two-thirds are satisfied with the ease of using for signing survey document, however satisfaction drops significantly to 27% with regards of ease to setup and renew.
 - Lastly, when it comes to CLEVER three-quarters are satisfied with the ease to access (73%), while satisfaction with the information provided in the report being easy to understand drops to 60%. Only 4-13% of surveyors were dissatisfied with any given attribute.
- Overall, approvers less frequently access survey resources, 45% have never accessed or used the eApproval system, the same is true for a third of respondents having never requested SGB to provide the management of the provision of survey services, and a quarter having never received services relating to the regulation of surveys.
 - Satisfaction with attributes regarding experiences with the SGB providing the management of the provision of services are high, between 85% and 93% depending on the attribute. Only 2-6% of approvers were dissatisfied with any given attribute.
 - With regards to experiences with service related to the regulation of surveys, satisfaction is highest in terms of effective problem-solving (97%) and lowest in terms of ensuring necessary corrections were made to the plans (81%). Only 0-3% of approvers were dissatisfied with any given attribute.
 - Finally, looking specifically at experiences with eApproval respondents are most satisfied with the ease of use (80%), meeting the needs for the approval of the survey (79%), and the checklist

being both up-to-date and relevant (79%). Only 0-4% of approvers were dissatisfied with any given attribute.

- Switching to the topic of usage of and satisfaction with digital services, responses are quite similar across the three audiences. Frequency of use of digital services is highest with the Survey Plan search tool, and the Canada Lands Overlay in Google Earth, regardless of audience.
 - For Indigenous respondents and approvers this is followed by the Canada Lands Surveys section of the Natural Resources Canada website. Among surveyors this is followed by the map browser application.
 - Among surveyors, satisfaction is highest again with the Canada lands overlay in Google earth, and the Geospatial web services. For approvers, satisfaction is highest with the Survey Plan search tool and the Canada land survey section of the natural resources Canada website. Lastly, among Indigenous end-users and organizations, satisfaction is highest with the Canada lands overlay in Google Earth tool and the Survey Project search tool.
- Looking specifically at Indigenous respondents close to one-in-two (46%) are satisfied with the accessibility of SGBs cadastral/boundary data.
 - The majority (82%) would prefer to have all the information available organized by Indigenous nation or community. Nine-in-ten (88%) feel that aerial photos would better help manage their lands, cadastral mapping products including more detailed maps and training followed closely at 82%.
 - Should this information be provided, 19% feel it would improve efficiency while another 17% feel it would provide better access to information. For those who opted for more training popular topics included SGB's online tools, reading survey plans and project planning all tied at 86%.

Research Firm:

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Signed:

Date: January 15, 2021



Doug Anderson
Principal, Earnscliffe