

Linking Residents with Community Services:

**a model for accessing information on services
in the City of Surrey**

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The United Way of the Lower Mainland**

ACKNOWLEDGMENTS

We would like to extend our gratitude to the sponsoring agencies, the United Way of the Lower Mainland and Surrey Social Futures Society. We received funding for this project through the Community Innovation Grant from the United Way.

We would also like to thank the many agencies and individuals that have contributed their time and resources to this research project. Their support and commitment has greatly contributed to the success of this study.

Specifically we would like to thank the steering committee comprised of the following members;

Linda Western, United Way
Alice Close, Surrey Community Services
Melanie Houlden, Surrey Public Library
Susan Salvador, Surrey Parks, Recreation and Culture
Mayling Stubbs, HRDC
Annie McKitrick, Surrey Social Futures Society
Gosia Kawecki, Surrey Delta Immigrant Services Society
Frannie Cruise, South Fraser Child Development

We would also like to express our thanks to the interviewing team:

Randall Mackinnon, Interview Coordinator
Cathleen Strike, Interviewer
Maria Haluk, Interviewer

Special thanks to South Fraser Community Services and Surrey Community Services for the use of meeting space.

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BACKGROUND

Following the publication of the Community Impact Profile in May 2000, a community forum was held in September. At this forum, participants discussed community cohesiveness and the need for a mechanism to facilitate information sharing across Surrey. In particular, the discussion addressed the lack of information on services that is readily accessible by residents. As a result, it was decided to create a community cohesiveness task force to explore and make recommendations on these issues.

The City of Surrey, through the Social Planning Committee, initiated a task force to examine the possibility of putting information on the City's web page which was in process of being redesigned. Through these discussions, the Surrey Public Library took the lead and created a community information page called "Surrey Community Connections" (<http://www.spl.surrey.bc.ca/CommunityInfo/Default.htm>) on their web site. The task force worked closely with the library to design the page and help publicize the information.

This research project flows out of the discussions that were held at the web site task force meetings as well as earlier discussions on the need to improve methods for residents to access community information. The recommendations from this project will help facilitate and set a framework for ongoing discussions to help improve community information access for Surrey residents.

EXECUTIVE SUMMARY

The primary goal of this study was to identify resources used by Surrey residents when obtaining information about community services. In our approach, we examined the accessibility and dissemination of information on community services. This involved surveying both service providers and residents in the City of Surrey.

As part of this process, we identified barriers to accessing information by specific populations such as culturally diverse, single parents, people living in poverty, and those with disabilities. In so doing we also determined gaps in how information about services is available to residents.

One of the key findings in terms of information dissemination is that about 85% of the agencies surveyed were directly or indirectly in the business of providing information referral. That is, regardless of what the main goal or mandate of the agency may be, clients tend to look to service providers to give them information about other kinds of

services. However, due to lack of resources and/or funding, only 65% of these agencies formally provided information referral training for their frontline staff.

We also found that among the many approaches used to market their services, many agencies are now also using websites as a tool to provide information about their services. In fact, 80% of agencies surveyed had already established their own websites. However, agencies do recognize that the majority of clients rely heavily on word of mouth to find out about their services. This finding was supported by the residents we surveyed. Ninety-three percent of the time, residents indicated that they were likely to use family and friend networks to find information on services, while only 62% of the time they were likely to use the internet. Interestingly, it was mainly South Surrey residents who were more likely to use the internet to access information about services than any other group.

Geographically speaking, overall residents in Whalley and Newton experienced the most difficulty in accessing information about services, while residents in South Surrey had the lowest levels of difficulty.

We also identified particular groups of residents that experienced more difficulty with finding information on certain services. For example, single parents were more likely to find difficulty in accessing information about services for youth and children, while persons with disabilities indicated recreation and youth services the most difficult, and those with English as a second language found the most difficulty in finding information about education, counselling and regulatory services.

Residents also identified the kinds of things that make accessing information about services easier. Some responses included: a common phone number to call, community directories, an internet search engine for Surrey services, and community information boards.

From this examination we have identified several opportunities that help reduce barriers in accessing information for residents in Surrey. These are outlined in detail under the recommendations section of the report.

KEY TERMS

Word of mouth:	this term is used to refer to the informal networks of friends and/or family that people talk to find information
Ethnic Media:	This term refers to all newspapers, radio, television, magazines and other items that serve as a means of transmission of communication for an ethnic community. These forms of communication are usually presented in a language other than English.
Ethnic Press:	This term specifically refers to community newspapers or other print media that are written for a specific ethnic community in their mother tongue.
Lone-parent:	A mother or a father, with no spouse or common-law partner present, living in a dwelling with one or more children.
Disabled:	Refers to difficulties with daily activities and the reduction in the amount or kind of activities due to physical or mental conditions or health problems.
Referral Service:	Providing current information regarding government and non-governmental agencies and organizations which are available to assist the public.
Language Barrier:	This term is used to describe a situation where a respondent is not comfortable speaking in English, and as such this difficulty prevents her or him from accessing services.
English as a Second Language:	This term will be used to refer to describe a situation where a person did not learn English as her or his first language. For the purposes of this report, this term will also include persons for whom English is a third, fourth or fifth language.

METHODOLOGY

In order to understand how community services are accessed by Surrey residents, we included residents as well as service providers in our study. As such, we utilized two survey tools, one for agencies and another for residents. The agency survey¹ was designed to assess how information about services is disseminated as well as to identify the kinds of services each agency provides. The resident's survey² was designed to gather quantitative demographic data as well as rich qualitative data through the use of open-ended questions and comments. We asked residents about how they accessed services, the degree of difficulty faced when accessing services and what kinds of things made accessing information on community services easier.

Surveys with Agencies

Surveys with various service providers and referral agencies were primarily used to determine how information on services is being disseminated. To ensure a wide range of community services were included in the sample, we selected several agencies from diverse categories.

Categories for agency selection:

Information referral	Senior centres
Health	Government
Employment services	Youth services
Recreational	Advocacy
Immigrant settlement	Counselling and support
Libraries	Children's services

Surveys with Residents

One hundred and forty surveys were conducted with Surrey Residents to help determine how residents are getting information, and to identify the barriers faced by residents when trying to access information and services.

Sample selection:

We interviewed residents that were clients from various community agencies. These included recreational centres, libraries, immigrant settlement centres, senior's centres, temples, the food bank, and parent's advisory committee members.

Language:

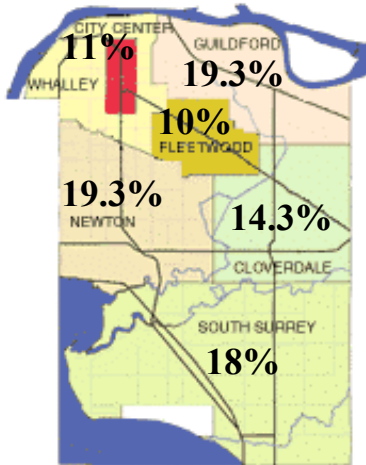
Since Surrey's population is comprised of various ethnic groups, we also used interpreters to conduct some of the surveys.

¹ See Appendix A for Agency Survey

² See Appendix B for Resident's Survey

DESCRIPTION OF RESIDENTS SAMPLE

Geographic Distribution



To ensure the sample of residents was spatially well-distributed throughout the City of Surrey, we sampled from each of the six town centres. As Figure One shows, about nineteen percent of the residents were from Guildford, nineteen percent from Newton, eighteen percent from South Surrey, fourteen percent from Cloverdale, eleven percent from Whalley, and ten percent from Fleetwood.

Figure 1.
Distribution of Residents
in the Sample

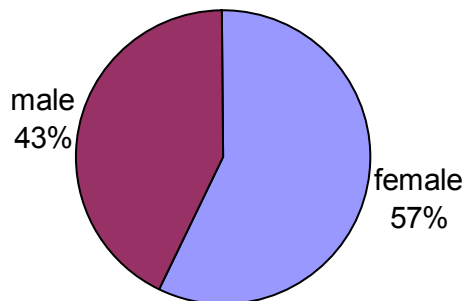
Demographics of the Residents

The following section outlines the main demographic characteristics of the resident's sample.

Gender

There was a fairly even distribution between male and female respondents. Forty-three percent of the participants were male and fifty-seven percent were female.

Figure 2. Gender Breakdown of Sample



Age Breakdown

Since a large component of Surrey’s population is comprised of children and youth, we ensured that we surveyed many parents. The majority of the sample was between the age of 35 to 49 years of age.

Figure 3. Age Breakdown of Sample

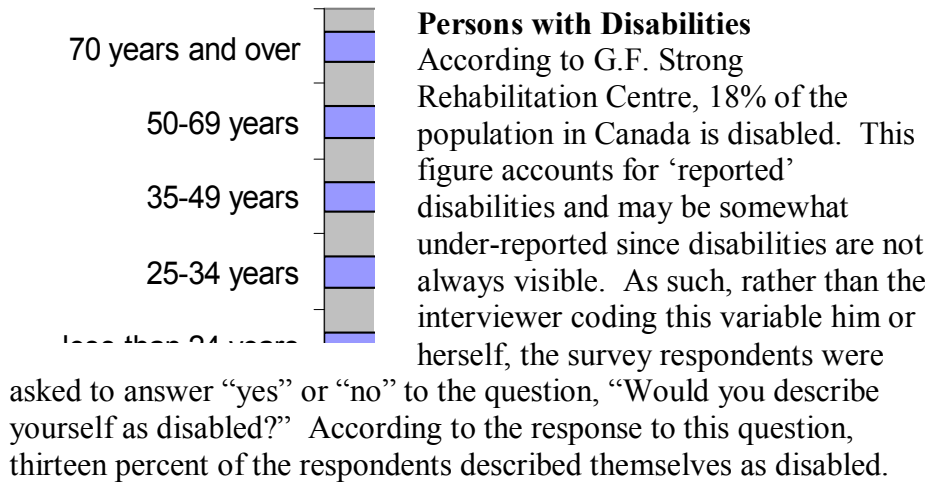
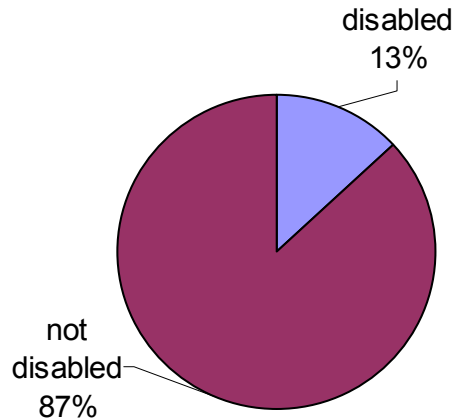


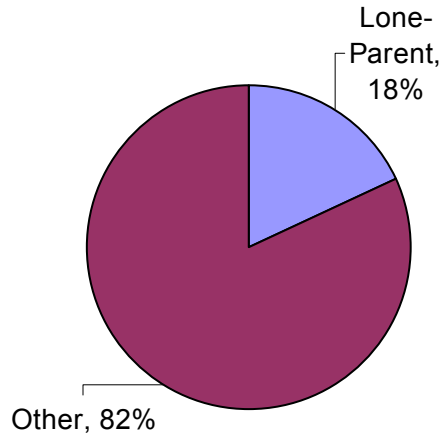
Figure 4. Percentage of the Sample That Identified Themselves as Disabled



Lone Parents

For this study, 18% of the sample indicated that they were lone-parents. The percentage closely represents the ratio of lone-parent families in the City of Surrey. According to BC Stats 21.3% of Surrey's population in 1996 was comprised of lone-parent families.

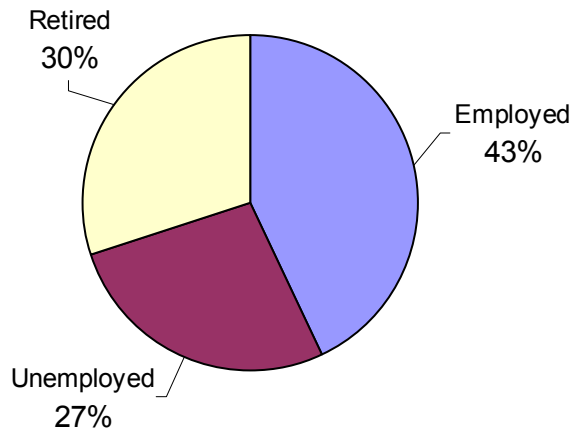
Figure 5. Percentage of Lone Parents in Sample



Employment Status

Forty-three percent of the sample indicated they were employed, twenty-seven percent unemployed, and thirty percent retired.

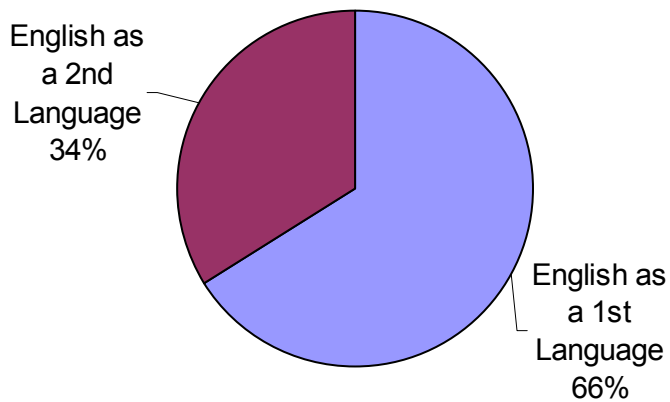
Figure 6. Employment Status of Sample



Language

We asked respondents if English was their second language. Thirty four percent of the respondents indicated that English was their second language. Sixty-six percent said English was their first language.

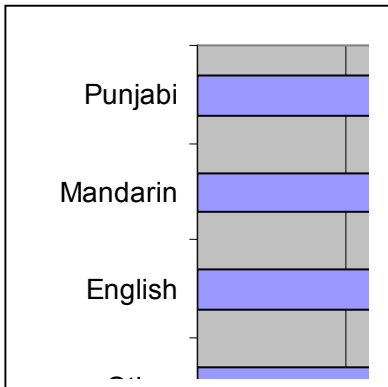
Figure 7. Percentage of Sample for Whom English is a Second Language



Of the 34% for whom English was a second language, we asked which language they were most comfortable speaking. The top three responses were 37% Punjabi, 18% English, and 16% Mandarin. The remaining 29% was comprised of Hindi, Spanish, Persian, Cantonese, Tagalog and French.

According to Stats BC, the top three non-official home languages in Surrey in 1996 were 52% Punjabi, 14% Chinese and 6% Hindi.

Figure 8. Most Comfortable Spoken Language, if English is a Second Language

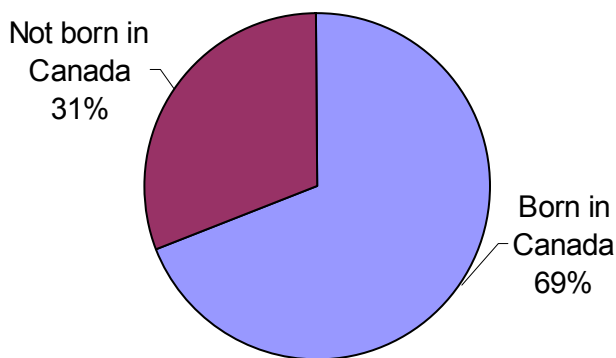


18% of respondents for whom English was their 2nd language, English was the language they were most comfortable speaking.

Immigration Status

We also asked respondents if they were born in Canada. Thirty-one percent of the sample indicated that they were not born in Canada. According to Statistics BC, in 1996, 30% of Surrey’s population was comprised of immigrants.

Figure 9. Percentage of Sample Born in Canada



Education

The respondents were also asked about their highest level of education completed. Overall 33% completed University, 19% College, Trade or Vocational, 27% High School, and 21% less than High School.

However, we found that there were substantial geographical differences. Whalley and Newton had the largest percent of respondents that did not complete High School. As Figure ten shows, 46% of the respondents in Whalley did not complete High School and 37% in Newton.

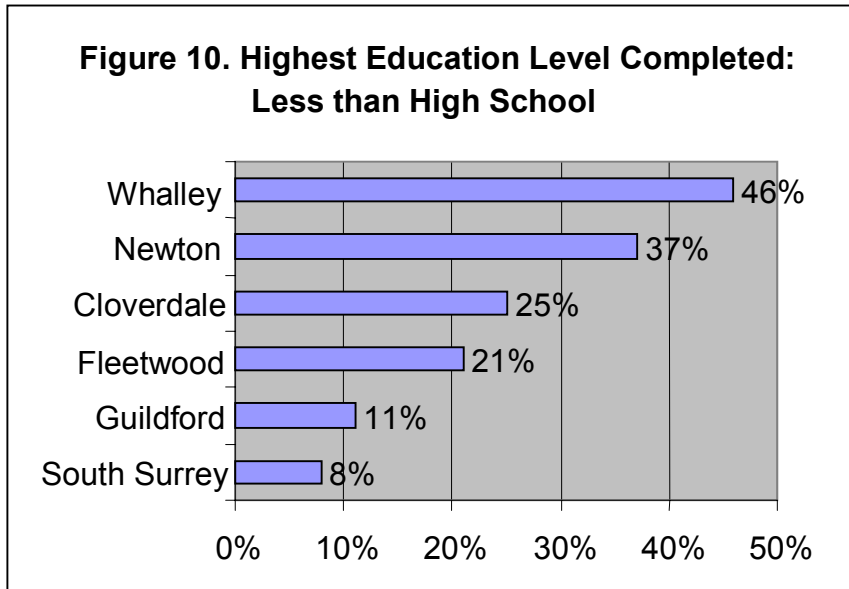


Figure eleven shows, by location, the percentage of respondents that had completed High School as their highest level of education.

Figure 11.

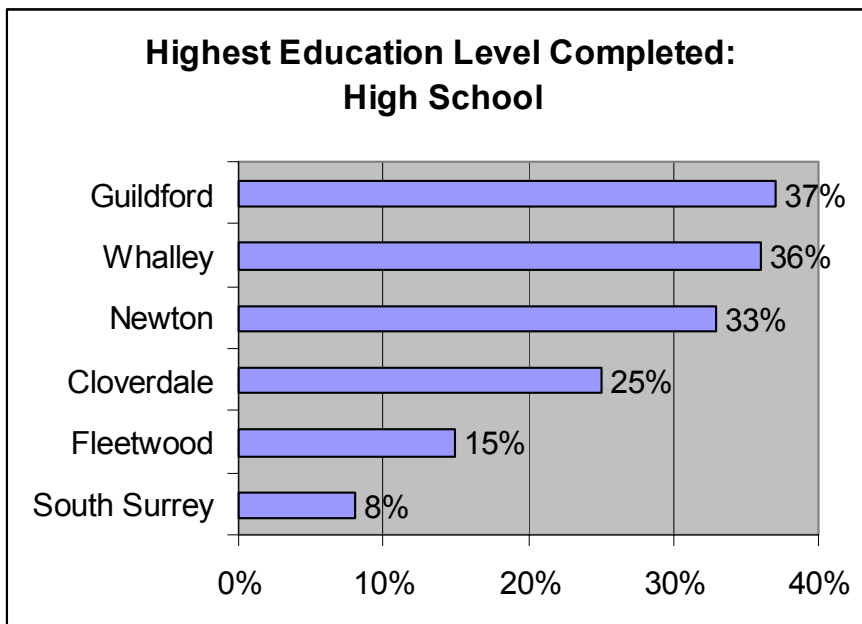


Figure twelve shows the percentage of respondents in each town centre that had attended a post secondary institution other than University.

Figure 12.

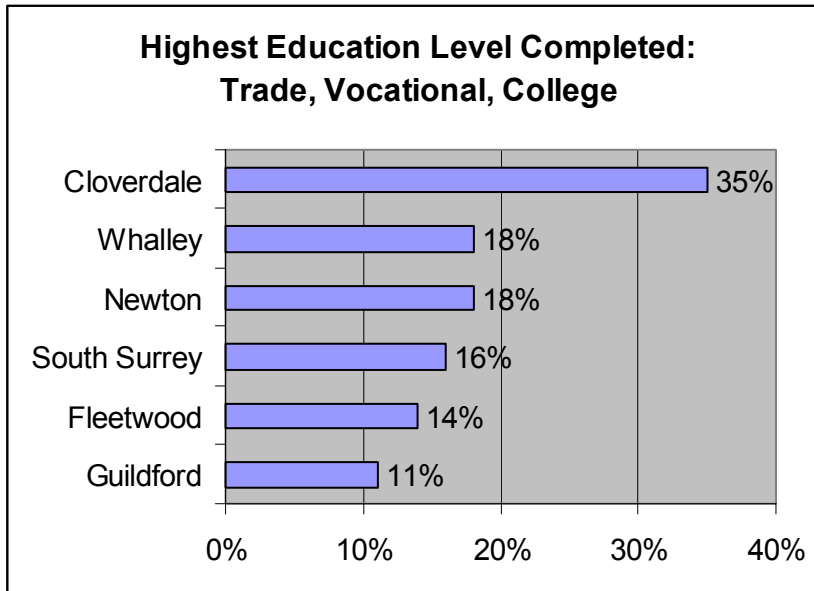
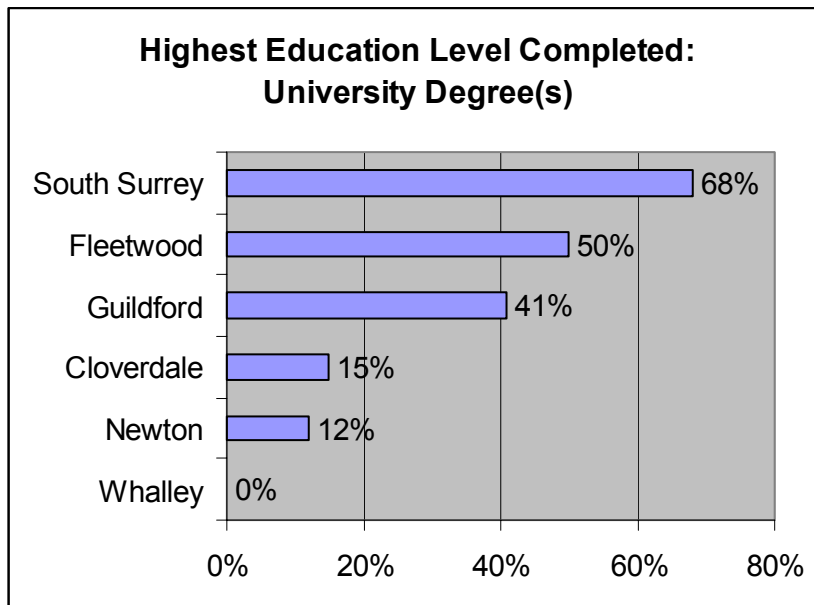


Figure thirteen shows the percentage of respondents from each town centre that had attained one or more University Degrees.

Figure 13.



DESCRIPTION OF AGENCY SAMPLE

Geographic Distribution

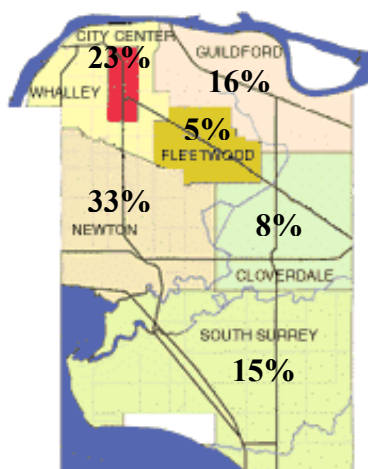


Figure 14. Distribution of Agency Sample

We prioritized the sampling of agencies according to category of services provided, rather than aim for an even spatial distribution. Figure Fourteen shows the breakdown of the agency sample surveyed in each town centre in Surrey. For a comprehensive study of the spatial distribution of community services in Surrey, refer to the *Community Mapping Project for Surrey /White Rock*.

Agency Participation

A total of fifty agencies were contacted for this study, thirty responded.

- | | |
|--|---|
| 1. City of Surrey | 16. Surrey Employment Centre |
| 2. Cloverdale Seniors Centre | 17. Surrey Family Place |
| 3. Indo-Canadian Seniors Centre | 18. Surrey Community Services |
| 4. Metis Family Services | 19. Surrey Delta Immigrant Services Society |
| 5. Newton Advocacy Group Society | 20. Surrey Food Bank |
| 6. Newton Employment Centre | 21. Surrey Men's Shelter |
| 7. Peace Arch Community Services | 22. Surrey Parks, Recreation & Culture |
| 8. Progressive Intercultural Services | 23. Surrey Public Libraries |
| 9. Options | 24. Surrey Reconnect |
| 10. Recreation for People w/ Special Needs | 25. Surrey Wellness Centre |
| 11. South Fraser Child Development Centre | 26. Surrey Women's Centre |
| 12. South Surrey Youth Centre | 27. Surrey YMCA |
| 13. South Surrey Women's Place | 28. Sunrise Pavilion Seniors Centre |
| 14. SUCCESS | 29. White Rock/SS Meals on Wheels |
| 15. Surrey Aboriginal Cultural Society | 30. White Rock/SS Chamber of Commerce |

KEY FINDINGS

This section of the report will be presented in six main parts. First, we begin by looking at services agencies provide; next we will examine how agencies disseminate information about their services to residents. The third section will explore the resources residents use to access information on services. Fourth, we will look at the kinds of difficulties residents face in accessing information. The fifth section will examine difficulties with particular kinds of services and finally, the sixth section looks at what kinds of things make accessing information on community services easier.

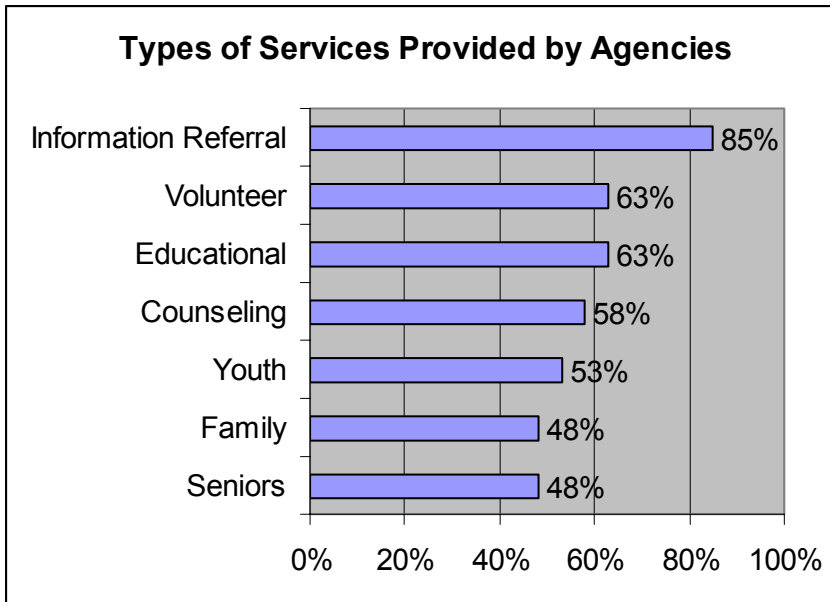
- 1. Services Provided by Agencies*
- 2. How Agencies Disseminate Information*
- 3. Resources Residents Use*
- 4. Difficulties in Accessing Information*
- 5. Is There More Difficulty with Particular Services?*
- 6. What Makes Accessing Information Easier?*

1. Services Provided by Agencies

Referral Services Common to Many

Interestingly, regardless of the kind of service the agency was mainly focussed on delivering, 85% of the agencies indicated they provided information referral services.

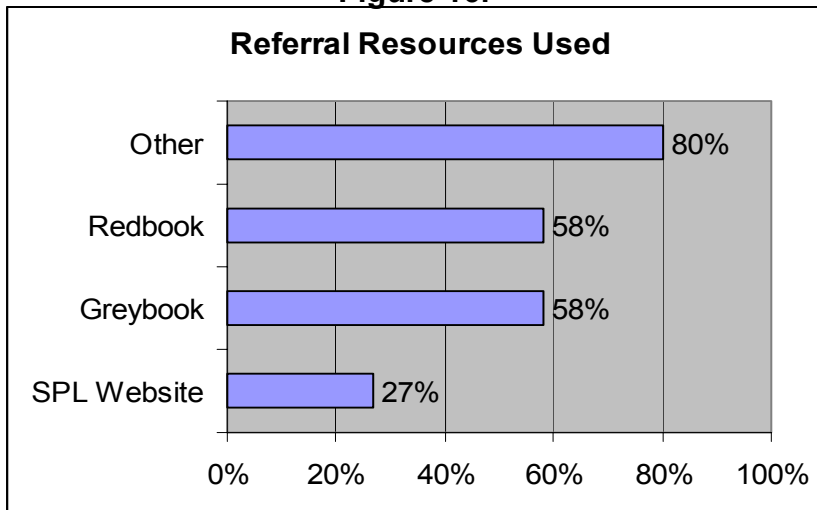
Figure 15.



Referral Resources Used

Agencies indicated that they equally used the Redbook as they did the Greybook. Most commonly, other sources such as informal lists, and community directories were used. Twenty-seven percent of agencies surveyed indicated that they used the community connections page on the Surrey Public Library's Website.

Figure 16.

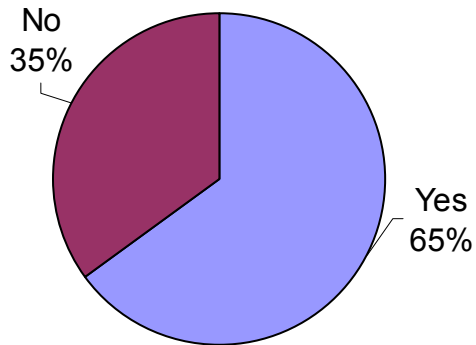


The "other" category was comprised mainly the response of community directories. There were various directories listed, that seemed pertinent to the area of location or nature of services the agency provided.

Referral Training Provided to Frontline Staff

While 85% of the agencies acknowledged that they provided information referral services, only 65% of them indicated that their frontline staff was trained on providing information referral services.

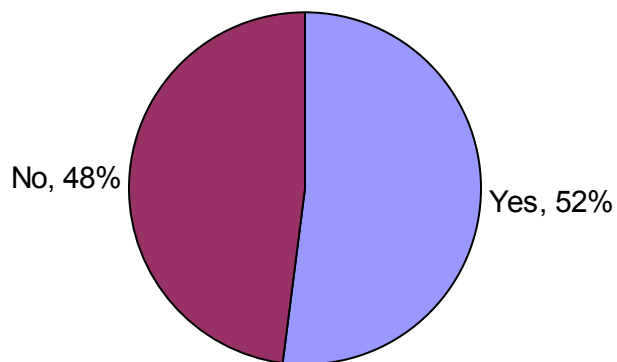
Figure 17.
Frontline Staff Trained on Information Referral



Referral Training for Broader Staff

Fifty-two percent of agencies surveyed indicated that their broader staff was trained in providing information referral.

Figure 18.
General Staff Trained on Information Referral

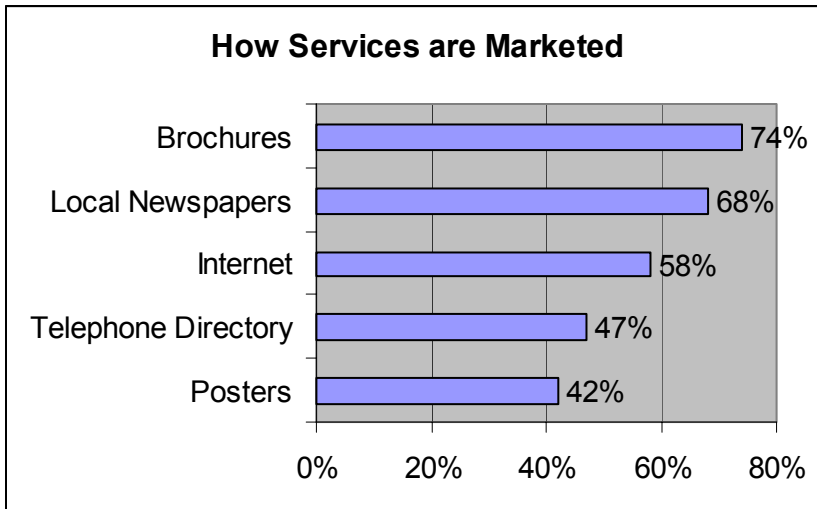


2. How is Information Disseminated?

Marketing of Services

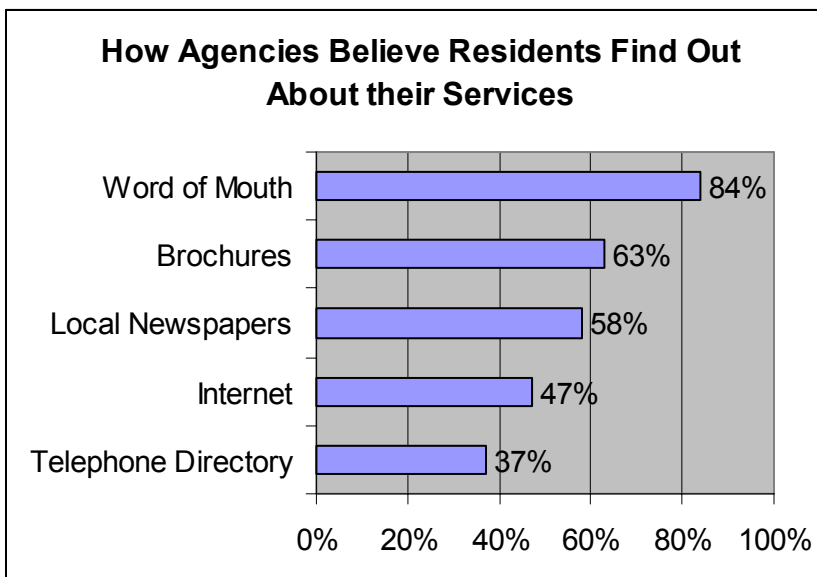
We asked agencies what resources were used in marketing its services to residents. A wide range of responses was elicited. Figure nineteen shows the five most common responses.

Figure 19.



Most agencies indicated that 'word of mouth' was the most common way residents found out about services. The five most common responses are shown in Figure twenty below.

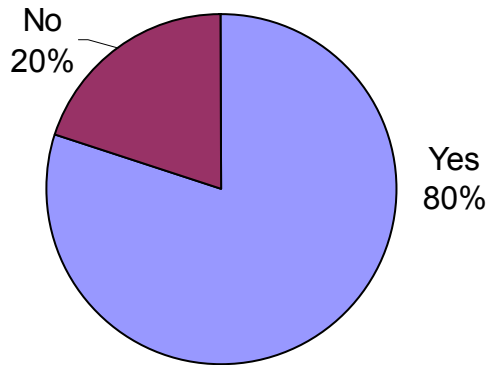
Figure 20.



Website

The majority of agencies have a website. The degree to which they consider this an effective marketing tool is still low, but they do acknowledge its growing importance as a resource.

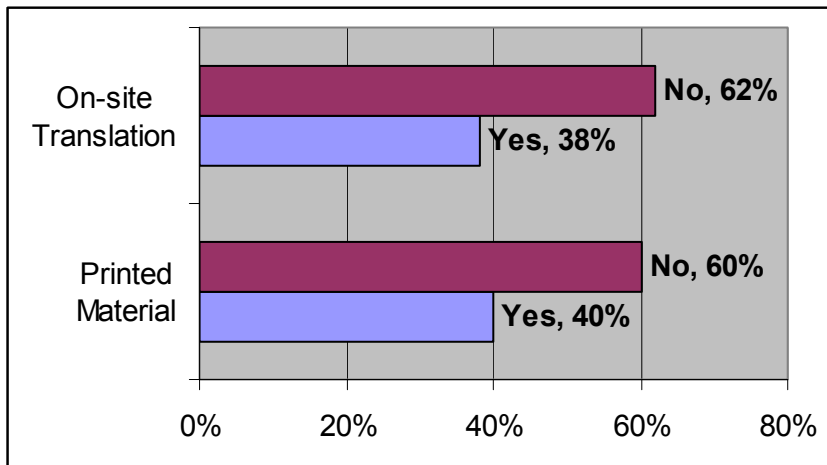
Figure 21.
Agencies that Have a Website



Translated Materials and Translation

Generally speaking, about forty percent of the agencies provided translated print material in various languages about their services as well as some form of on-site translation services. Many of the on-site translation services were provided by staff members that were able to speak more than one language. Some agencies also referred clients to the multilingual support line for translation services. Overall about sixty percent or more of the agencies did not have translated materials about their services, or on-site translation services.

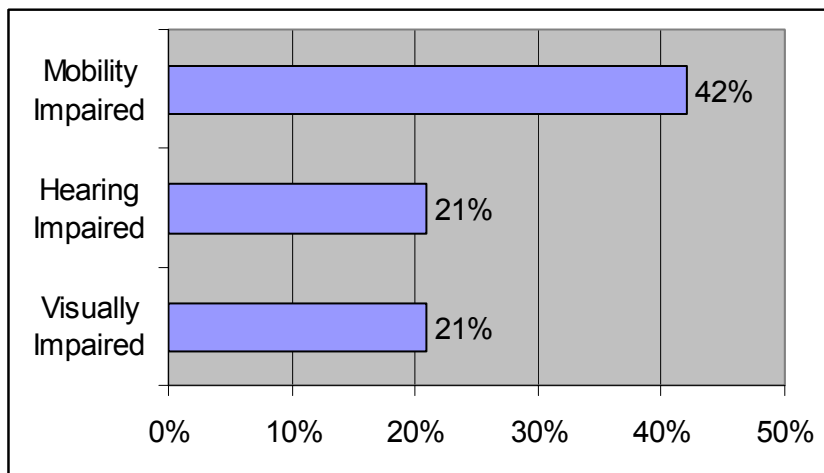
Figure 22.
Agencies that Provide On-site Translation and Translated Print Material



Access to Information for Disabled Persons

We also asked if agencies if information about their services was accessible to persons with disabilities. The categories used were; hearing impaired, visually impaired, and mobility impaired. Forty-two percent of the agencies indicated that information about their agency was specifically designed to be accessible to persons that are mobility impaired. Fewer agencies had information about their agency designed to be accessible to hearing and visually impaired persons.

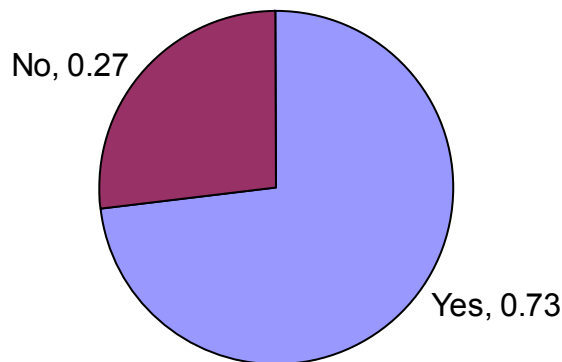
Figure 23.
Agencies that Provide Information About Their Services That is Specifically Accessible to Persons that are Disabled



Agency Program & Business Hours

We also asked agencies to indicate their program hours as well as their business hours. We found that 73% of the agencies had program hours that extended beyond their business hours.

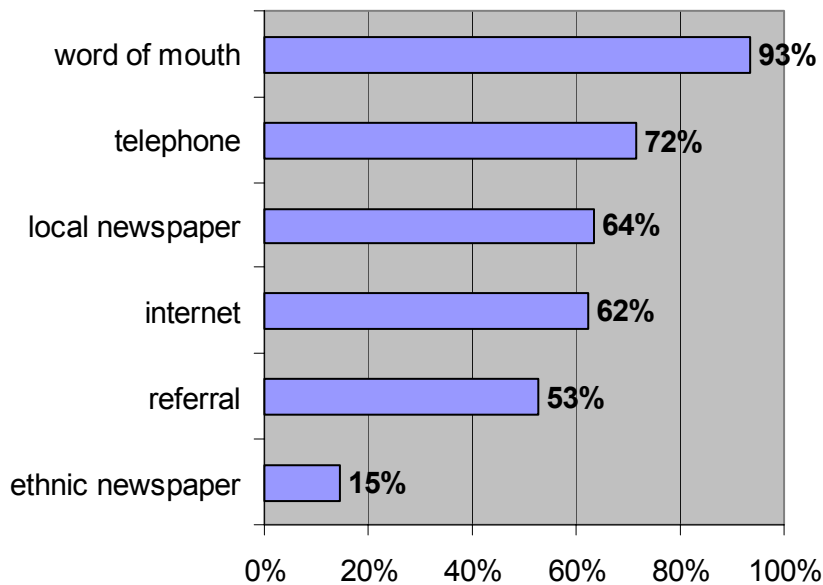
Figure 24.
Agency Program Hours Extend Beyond Business Hours



3. How is Information Accessed?

Generally speaking, the majority of respondents used word of mouth, or informal family and friend networks to access information on services. This was true for all locations, as well as specific populations.

Figure 25.
What resources do people most likely use to find information about services?



“Family and friends are my first line for finding information out about stuff”

Geographic Variations

From the general findings we have seen that ‘word of mouth’ is the most common resource used by Surrey residents when trying to access information about community services. We also explored geographic variations of other resources used. We found considerable variation for respondents using the Internet and Ethnic Press as a tool to access information.

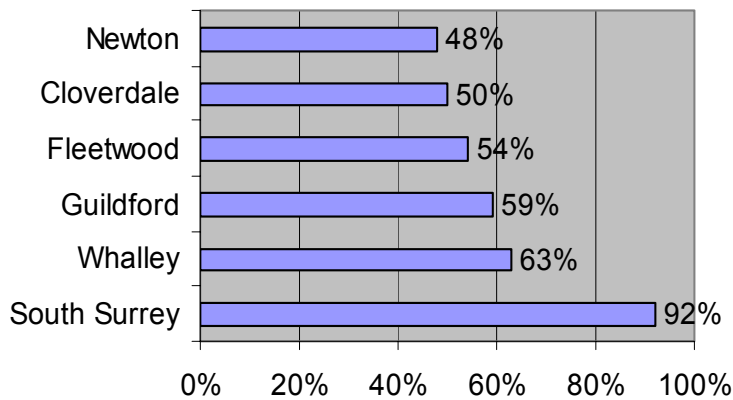
Internet as a Resource

Residents in South Surrey were much more likely to use the internet as a resource to find information on services than any other geographic location in Surrey. Respondents indicated that the internet was more helpful in finding community information about specific programming if the user knew what they were looking for. They indicated that it was much more difficult to do a general search, or use the internet as a starting point to find for information on services.

In looking at internet usage in general it is also important to note that the level of internet usage increases with levels of education and income. Although computer access from schools and libraries have narrowed the usage difference between highest and lowest incomes, according to the 1998 Household Internet Use Survey, households headed by someone with a university degree were far more likely to use the internet.

Our study seems to support this finding; in our sample, South Surrey respondents had the highest percentage of internet usage as shown in Figure 26. South Surrey also had the highest level of university degrees than any other town centre as shown in Figure 13 earlier in the report.

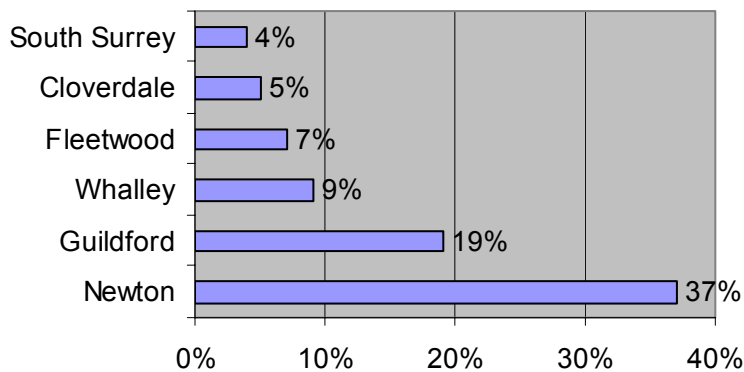
Figure 26.
Likely to Use Internet to Access
Information on Services



Ethnic Media as a Resource

Responses from Newton residents indicated they were more likely to use the ethnic media than in any other geographic location in Surrey. Newton is the fastest growing town centre in Surrey from 1996-2001, and much of the growth was from immigrants. This trend may help explain higher use of ethnic media.

Figure 27.
Likely to Use Ethnic Press to Access Information on Services



Ethnic radio and television are better resources than the ethnic press for finding information on community services.

Many of the South Asian respondents indicated that much of the ethnic press focuses on political issues and supplies very little information on community services. Rather, both local ethnic television programming and talk shows on the radio were better ethnic media sources to provide information on community services.

Another interesting point to note is that many of the South Asian respondents indicated that they were very unlikely to use the telephone or the local newspaper as a resource to find information. Since reading or speaking English was a barrier for many, this result is not surprising.

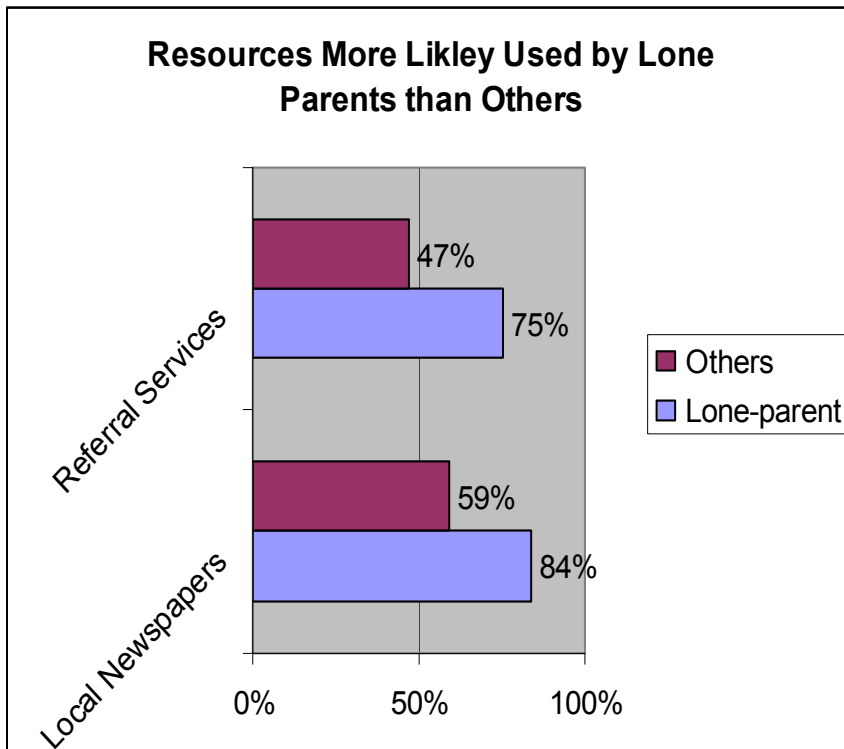
Some participants that spoke Persian indicated that they read the ethnic newspaper, however, did not to use it to find information on services because the newspaper was based out of Burnaby. As such, the newspaper content focused on the services in Burnaby.

Resources Used by Particular Populations

Lone Parents

Lone parents were more likely than others to use referral services and community newspapers as resources to find information than any other group.

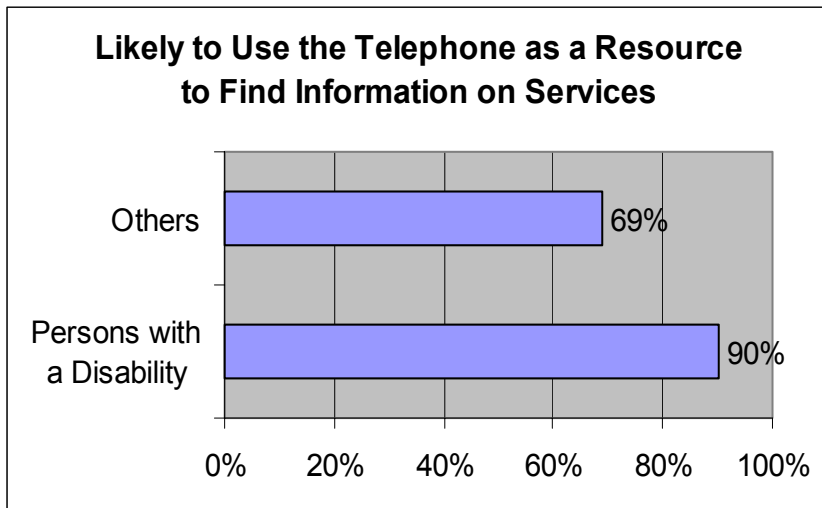
Figure 28.



Person with Disabilities

Persons that indicated having a disability were more likely to use the telephone to access information on community services more than other respondents. Some mobility disabled respondents indicated that talking to some one before they set out to find a service was important because an address of a service provider is not always helpful due to poor visibility and signage from the main sidewalk.

Figure 29.

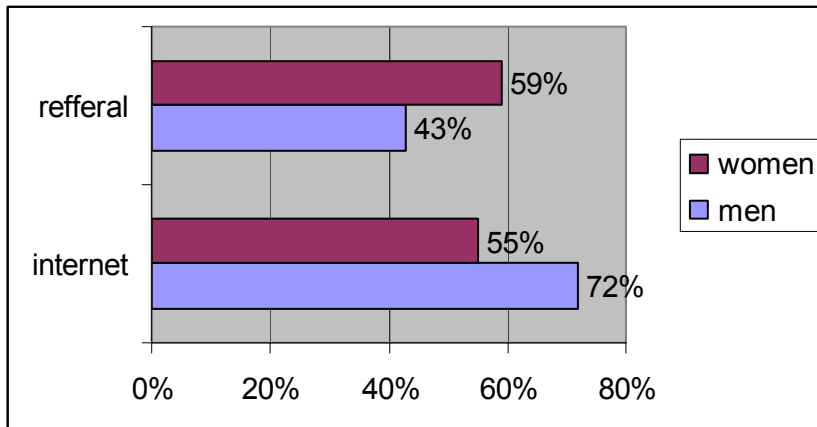


Gender Differences

In most cases, both men and women equally used word of mouth, local newspapers, and telephone directories to access information about community services. However, men were 17 % more likely to use the internet than women, and women were 16% more likely to use referral services than men.

Figure 30.

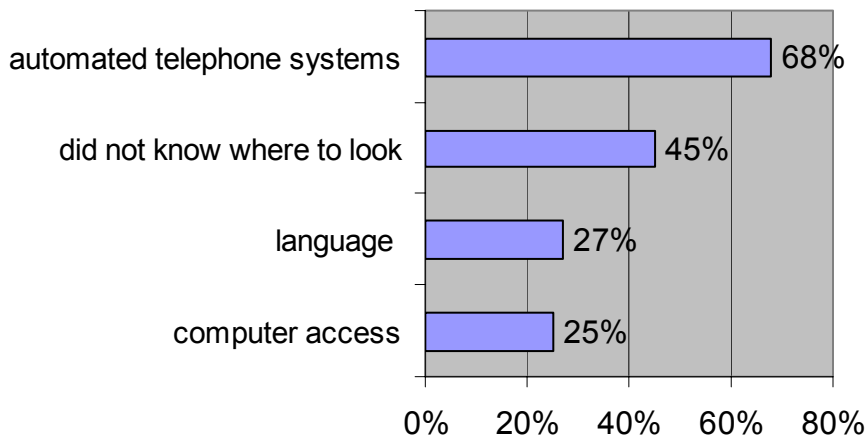
Use of Internet Versus Referrals by Men and Women



4. What Difficulties Do Residents Face?

The participants were also asked about what kinds of difficulty they faced when trying to access information on community services. Generally speaking, the majority of the respondents indicated that automated telephone systems increased the level of difficulty when trying to access information on services. The graph below illustrates all of the responses.

Figure 31.
Kinds of Difficulty Faced When Trying to Access Information on Services



“You might be able to find it in the telephone book, but then you get voice mail”

The second most common response to the kind of difficulty faced was that they simply “did not know where to look.” This question would be worthwhile exploring in further detail, as there could be many factors that influence this response.

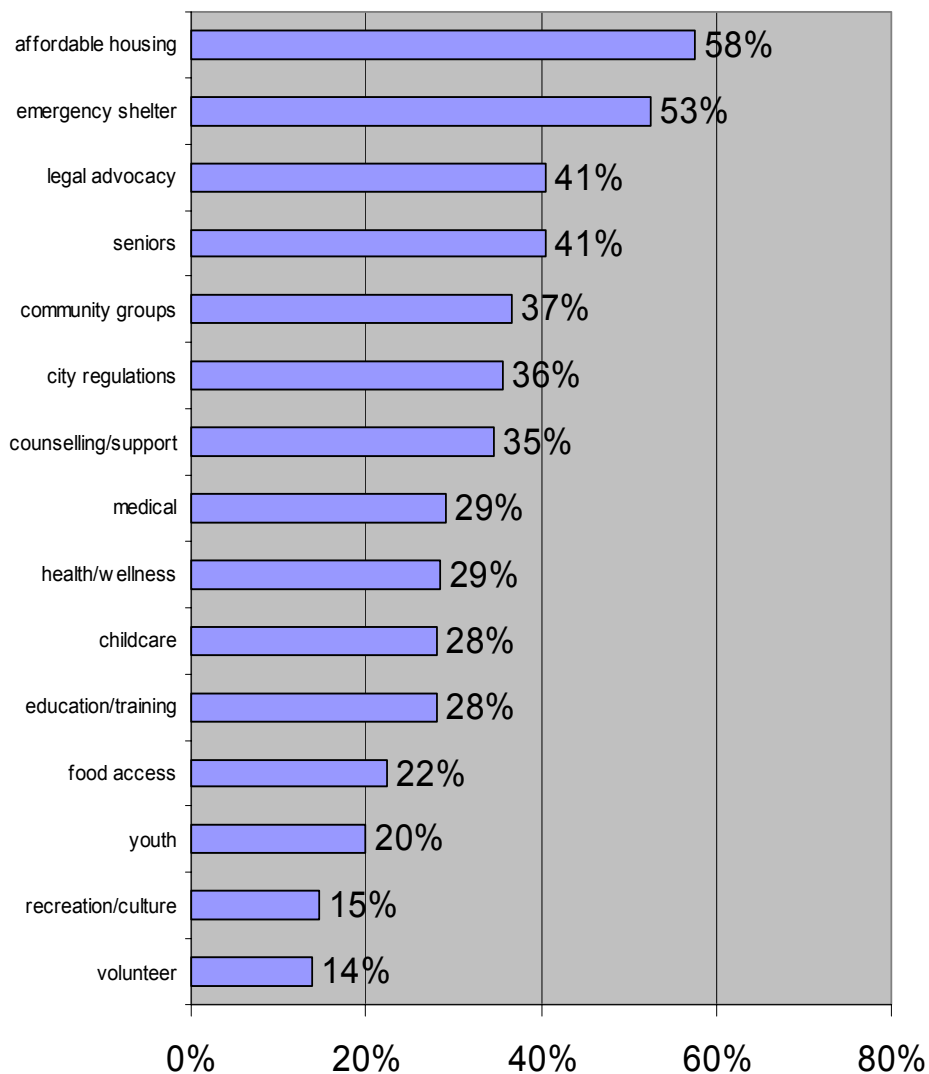
Those that indicated a language barrier created difficulty in finding information about services also gave other interesting insights through their comments. Some indicated that while they were able to find family or friends to help with translation and interpretation, they found it difficult to know where to look also. Others indicated that when dealing with people that were patient, spoke slowly and used gestures, it was much easier to find the information they needed. They faced difficulty more often with *attitudes* of impatience around language barriers rather than the language barrier itself.

“Sometimes *attitudes* from others, such as impatience, or intolerance are more of the actual *barrier* to accessing services rather than the language barrier itself.”

5. Is There More Difficulty with Particular Services?

We also examined the data in terms of specific areas that residents find difficulty in accessing information on services. The residents were asked to rate, on a scale, the degree of difficulty and ease with respect to finding information on particular services.

Figure 32.
Indicated Difficulty Finding Information on Particular Kinds of Services



Geographic Variations

In order to understand the general findings in more depth, we also looked at the data in terms of geographic regions in the City of Surrey. Using the six town centres; Guildford, Whalley, Fleetwood, Newton, Cloverdale, and South Surrey, we have summarized any substantial variances. Overall, we found the residents of South Surrey indicated having the least amount of difficulty when accessing information on services. Residents in both Newton and Whalley indicated having the most amount of difficulty, while Cloverdale residents indicated more difficulty in some areas.

Figure 33.
Location of Residents that Indicated
Difficulty Finding Information on Medical
Services

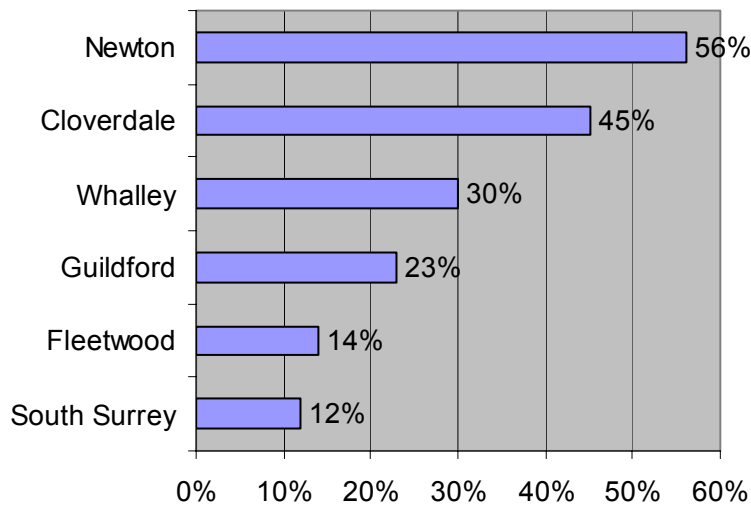


Figure 34.
Location of Residents that Indicated
Difficulty Finding Information on
Youth Services

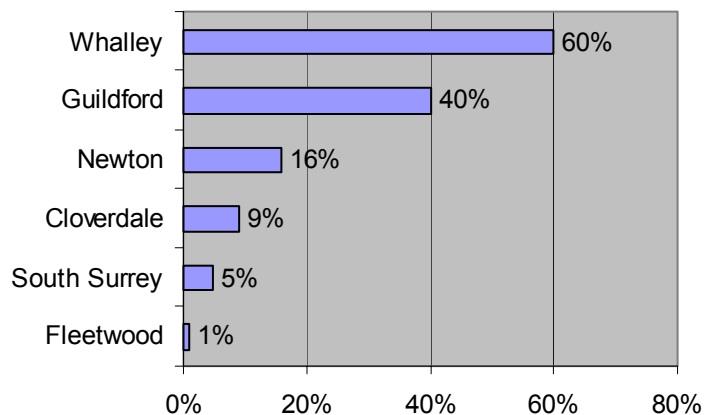


Figure 35.
Location of Residents that Indicated
Difficulty Finding Information on
Health and Wellness

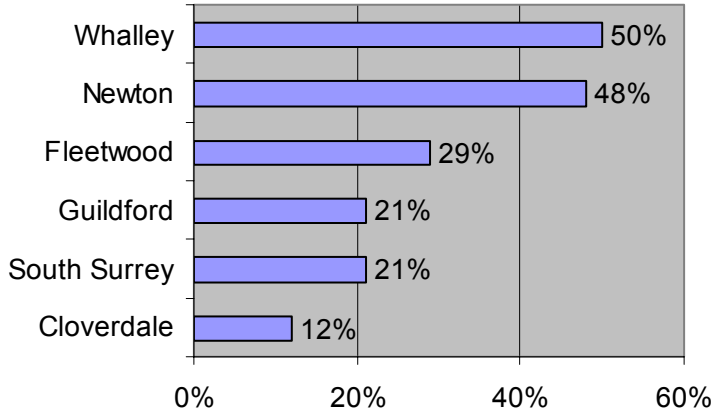
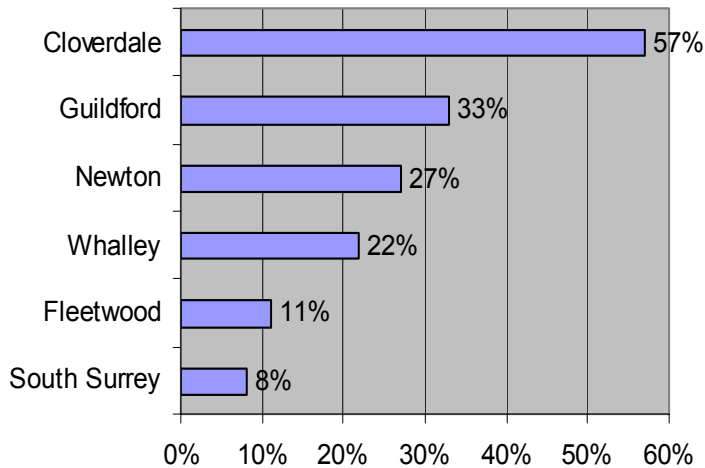


Figure 36.
Location of Residents that Indicated
Difficulty Finding Information on

Children's Services

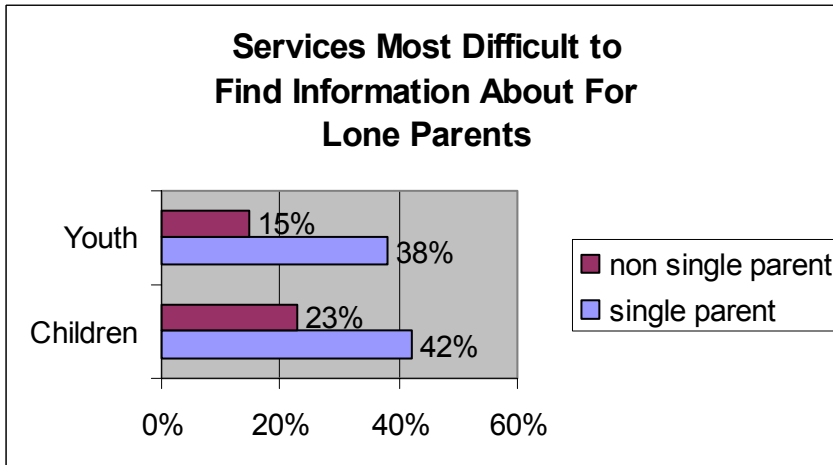


Particularly Difficult Areas for Specific Populations

Lone Parents

In looking at those that indicated they were a lone parent, generally speaking they experienced more difficulty in finding information than others in areas such as recreation, community groups, youth and children's services. The largest areas of difficulty were Youth and Children's services.

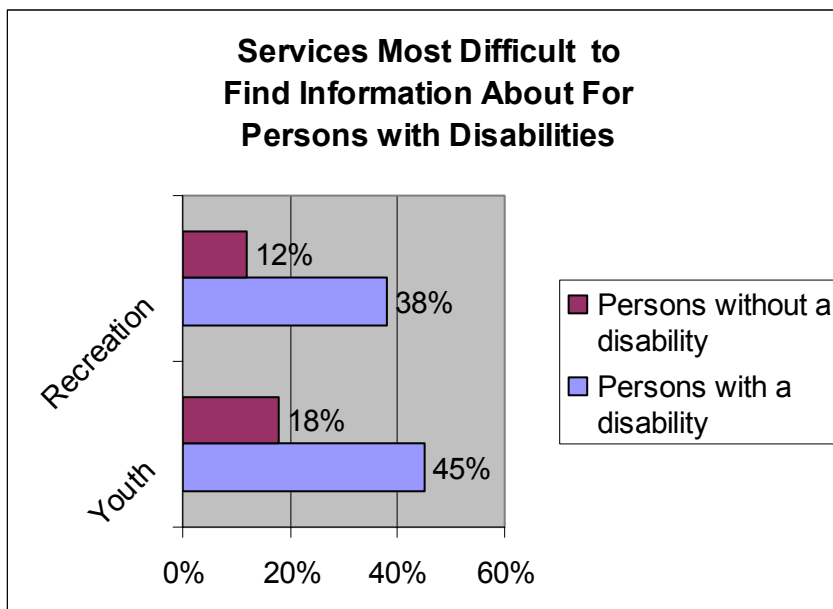
Figure 37.



Persons with Disabilities

Overall, persons that indicated having a disability generally had more difficulty finding information on most services. The most significant areas of difficulty were in accessing information on recreation and youth services.

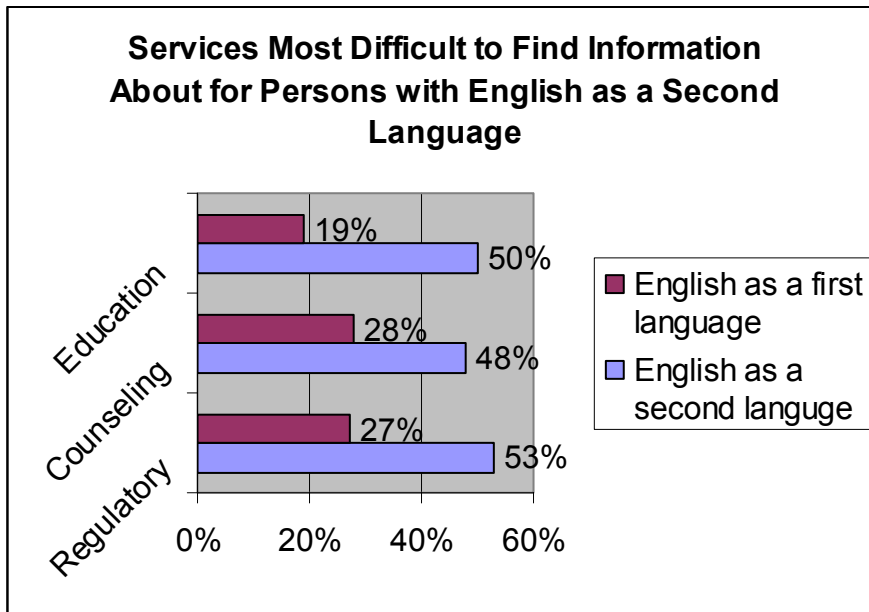
Figure 38.



Persons with English as a Second Language

Participants that indicated English as a second language generally indicated more difficulty in finding information about all kinds of services. In particular, they indicated a greater degree of difficulty in finding information about educational, regulatory and counselling services.

Figure 39.



Gender

Although both men and women experienced similar degrees of difficulty in finding information about services, in some areas we found some considerable variances. For example women were more likely to encounter difficulty in accessing information on children’s services, and affordable housing. Men, on the other hand experienced more difficulty finding information on community groups, and health and wellness.

6. What Kinds of Things Make it Easier?

In order to elicit a wide variety of responses, we asked an open-ended question about what kinds of things make it easier to find information about services.

The following are some of the common responses:

- Common phone number
- Community directory, rather than yellow pages
- Translated materials
- Referral services
- Internet search engine for Surrey Services
- Community bulletin boards
- Close to transit stop

Many respondents indicated that community resource directories, and information posted in common community spaces makes finding information easier. They also indicated that the Surrey Leisure guide was a useful way to find information on particular kinds of services, and that this kind of grouping of services in a guide is useful.

Residents also indicated that the community centres were very visible, as they are usually large buildings in the community. As such some indicated that they would be useful areas to have a larger community boards, or areas for residents to come for information that is not only related to leisure.

A possible search engine just for services in the City of Surrey would also be useful. This resource, of course would need to be continually updated in order to be useful. Many of these respondents were not aware of the Community Connections Page on the Surrey Public Library's Website.

Finally, respondents also suggested that one common phone number designed specifically to provide information referral would be helpful. They indicated that this kind of service would provide a good starting point to access information. They also indicated that this service should employ live operators rather than using an automated system to direct or sort incoming calls.

DETAILED SUMMARY OF FINDINGS

Services Provided by Agencies

In terms of services provided by agencies, we found that the majority of service providers were either directly or indirectly in the business of information referral. We also found that a smaller percentage in fact trained their frontline staff to provide information referral.

How Agencies Disseminate Information

Along with traditional means of marketing (brochures, local newspapers, directories), eighty percent of the agencies also maintain websites to provide information about their services. However, the do agencies recognize that the majority of residents still rely on family, friends, and informal networks to access information about community services.

Resources Residents Use

Other than ‘word of mouth,’ specific populations and regions in Surrey use different resources to access information. For example, men more than women and residents in South Surrey more than any other region were more likely to use the internet as a resource to find information. However, respondents indicated that the internet was useful for finding information on services and agencies that they knew existed. For example, residents may look up a specific agency’s website for general information, but in terms of searching for general information on certain services, they found that the internet was more difficult to use.

Residents in Newton, specifically those with English as a second language, were more likely to use the ethnic media to find information on services. The ethnic radio and television programming were seen as more useful to learn about services, while the ethnic newspapers were more oriented to providing information on the political scene.

In terms of specific populations, we found certain resources, next to word of mouth, were more likely used by some more than others. For example, we found that people with disabilities were more likely to use the telephone as a resource more than others to find information on services, lone parents more likely to use referral services and community newspapers, and men were more likely to use the internet than women.

Difficulties in Accessing Information

Overall, the most common difficulty residents in trying to access information on services were automated telephone systems. Specifically, systems that require the caller to push buttons were the most difficult to use, while residents also expressed concern with voicemail.

Having a language barrier was the most common difficulty for respondents for whom English was a second language. It was interesting to note, according to many respondents, they were able to receive help from family and friends for translation and interpretation. However, a large problem was a lack of knowledge and awareness of what exists in terms of services, or not knowing where to look.

From a geographical perspective, we found that residents in South Surrey had the least amount of difficulty in accessing information on services, while residents in Newton and Whalley had the greatest amount of difficulty.

Is there more difficulty with Particular Services?

Overall, respondents indicated that information on affordable housing was the most difficult to find. However, when looking at specific populations, certain groups had more difficulty in some areas than others. For example, respondents with disabilities found that youth and recreational services were more difficult to access information on, while lone parents found youth and children's services more difficult, and people with English language barriers found accessing information about educational, regulatory, and counselling services more difficult.

What Makes Accessing Information Easier?

Many respondents indicated that community resource directories, and information posted in common community spaces makes finding information easier.

Others felt that outreach programs designed to increase awareness of the kinds of community services that are available would be very helpful.

Finally, respondents said a common phone number designed specifically for information referral would be a good starting point. Also, it was noted that this phone-line should be serviced with live operators rather than an automated system to direct incoming calls.

RECOMMENDATIONS

1. Offer Information Referral Training Workshops for Surrey's service agency's frontline staff.

This could also provide an opportunity for frontline staff to network with other service agencies and add to their knowledge of services in Surrey (*see pages 12-13 of report*).

Surrey Social Futures, Surrey Inter-Agency Network, Surrey Community Services, Information Vancouver

Potential partners

2. Explore alternative options for outreach to various culturally diverse communities.

Translated materials are good information for walk-ins, but not to market services for outreach. For example, networking with ethnic radio or television programs can create more awareness within culturally diverse communities about services that an agency may provide (*see page 18 of report*).

Surrey Social Futures, Progressive Inter-Cultural Services Society, Surrey Delta Immigration Services Society, SUCCESS, Surrey Delta Inter-Cultural Consortium

Potential partners

3. Encourage formation of directories for smaller communities (town centres) which can offer more in-depth information on services in each local area through a co-ordinated effort to avoid duplication.

Respondents indicated that community directories make finding information on services easier. These directories could be for the use of residents as well as service agencies. (*see page 27 of report*).

Surrey Social Futures, Surrey Community Services, Surrey Parks Recreation & Culture, Local Neighborhood and Rate Payers Groups.

Potential partners

4. Design a marketing approach that increases the awareness of the Community Connections Page on the Surrey Public Library's Website for Surrey Residents and service providers.

Only 26% of the service providers use the Surrey Library's Website as a resource (*see page 15 of report*), and many residents were not aware of the new addition of the Community Connections Page on the library's website (*see page 27 of report*).

Surrey Social Futures, Surrey Public Library, City of Surrey

Potential partners

5. Create central 'Community Information Stations' at Recreation Centres.

As some respondents indicated the community centres are very large and visible structures in their communities. They may serve as an ideal location for a physical community board that provides information beyond recreation and cultural services (*see page 27 of report*).

Surrey Social Futures, Surrey Parks Recreation & Culture, Surrey Community Services

Potential partners

6. Actively Pursue the creation of the 211 Phone Number

Many respondents indicated that having a common phone number designed to link callers with services would be extremely useful (*see page 27 of report*).

Surrey Social Futures Society, United Way, City of Surrey, Surrey Community Services

Potential partners

7. Secure funding to pursue further research that allows for a more in-depth understanding of the key areas outlined in this study.

As an exploratory study, this research has identified a general framework for the process for delivery and access to information on community services in Surrey. Further work still needs to be done to build on some of the key findings that would allow for a more in-depth understanding of the issues.

Surrey Social Futures Society, United Way, Surrey Community Services, City of Surrey

Potential partners

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APPENDIX A

Resident's Survey

Male Female

location: _____

The first part of the survey will ask questions about yourself, the second part of the survey, will ask questions about how you find out about services in Surrey.

PART I: I will begin by asking a few questions about you.

1. WHAT CATEGORY BEST DESCRIBES YOUR AGE?

less than 15 25-34years old 50-69 years old

15-24 years old 35-49 years old 70 and over

2. WHERE DO YOU LIVE?

Guildford Fleetwood Whalley
 South Surrey Newton Cloverdale
 White Rock Delta Langley
 Other _____

3. HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD?

One Two Three
 Four Five Six
 Seven Eight More than Eight

4. WOULD YOU DESCRIBE YOURSELF AS A SINGLE PARENT?

Yes No

5. WOULD YOU DESCRIBE YOURSELF AS DISABLED?

Yes No

6. ARE YOU CURRENTLY EMPLOYED?

Yes No

a) if yes, are you employed: (please check all that apply)

full-time part-time
 self-employed temporary/contract

7. WERE YOU BORN IN CANADA?

Yes No

a) if no, when did you immigrate to
Canada? _____

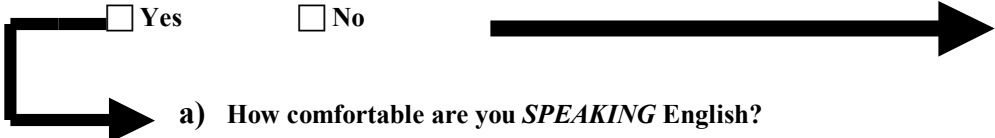
8. YOUR LAST EDUCATION LEVEL COMPLETED IS:

- Less than High School
- High School
- Trade/Vocational School
- Community College
- University Undergraduate Degree (Bachelors)
- Graduate Degree (Masters or PHD)

9. IS ENGLISH YOUR SECOND LANGUAGE?

- Yes No

**Go to PART II:
question #10 on
next page**



a) How comfortable are you *SPEAKING* English?

- I am very comfortable
- I have some difficulty
- I am not comfortable
- I cannot speak English

b) What language are you *most comfortable* SPEAKING in?

- | | | |
|--------------------------------------|-------------------------------------|---------------------------------|
| <input type="checkbox"/> English | <input type="checkbox"/> Punjabi | <input type="checkbox"/> Polish |
| <input type="checkbox"/> Tagalog | <input type="checkbox"/> Mandarin | <input type="checkbox"/> Hindi |
| <input type="checkbox"/> French | <input type="checkbox"/> Cantonese | <input type="checkbox"/> Korean |
| <input type="checkbox"/> Spanish | <input type="checkbox"/> Vietnamese | |
| <input type="checkbox"/> Other _____ | | |

c) How comfortable are you READING/WRITING English?

- I am very comfortable
- I have some difficulty
- I am not comfortable
- I cannot read/write English

d) What language are you *most comfortable* READING/WRITING in?

- | | | |
|--------------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> NONE | <input type="checkbox"/> Chinese | <input type="checkbox"/> Punjabi |
| <input type="checkbox"/> Polish | <input type="checkbox"/> French | <input type="checkbox"/> Korean |
| <input type="checkbox"/> Hindi | <input type="checkbox"/> Tagalog | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Urdu | <input type="checkbox"/> English |
| <input type="checkbox"/> Other _____ | | |

PART II: Now I will ask you questions about how you find services in the City of Surrey.

10. HOW DIFFICULT IS IT TO FIND INFORMATION ABOUT:

a) MEDICAL SERVICES? (i.e. doctor, dentist, physiotherapist)

1	2	3	4	5
Very Difficult	Somewhat Difficult	Manageable	Easy	N/A

comments: _____

b) HEALTH/WELLNESS SERVICES? (i.e. diet, massage therapy, acupuncture)

1	2	3	4	5
Very Difficult	Somewhat Difficult	Manageable	Easy	N/A

comments: _____

c) COUNSELLING/SUPPORT services? (i.e. individual, group, family)

1	2	3	4	5
Very Difficult	Somewhat Difficult	Manageable	Easy	N/A

comments: _____

d) EDUCATION/TRAINING programs? (i.e. personal development, job training, vocational)

1	2	3	4	5
Very Difficult	Somewhat Difficult	Manageable	Easy	N/A

comments: _____

e) RECREATIONAL/CULTURAL services? (i.e. fitness, sports, crafts, dance, theatre)

1	2	3	4	5
Very Difficult	Somewhat Difficult	Manageable	Easy	N/A

comments: _____

f) CITY REGULATIONS/PERMITS/BYLAWS?

1	2	3	4	5
Very Difficult	Somewhat Difficult	Manageable	Easy	N/A

comments: _____

g) COMMUNITY GROUPS/ASSOCIATIONS? (i.e. neighborhood house, block watch)

1	2	3	4	5
Very Difficult	Somewhat Difficult	Manageable	Easy	N/A

comments: _____

h) LEGAL/ADVOCACY services?

1	2	3	4	5
Very Difficult	Somewhat Difficult	Manageable	Easy	N/A

comments: _____

i) SENIORS programs or services?

1	2	3	4	5
Very Difficult	Somewhat Difficult	Manageable	Easy	N/A

comments: _____

j) YOUTH programs or services? (i.e. social, recreational, counselling)

1	2	3	4	5
Very Difficult	Somewhat Difficult	Manageable	Easy	N/A

comments: _____

k) CHILD CARE services? (i.e. daycare, after school care)

1	2	3	4	5
Very Difficult	Somewhat Difficult	Manageable	Easy	N/A

comments: _____

l) VOLUNTEER OPPORTUNITIES?

1	2	3	4	5
----------	----------	----------	----------	----------

Very Difficult Somewhat Difficult Manageable Easy N/A

m) FOOD ACCESS services? (i.e. community kitchen, meals on wheels, food bank)

1 **2** **3** **4** **5**
Very Difficult Somewhat Difficult Manageable Easy N/A

comments: _____

n) EMERGENCY SHELTER/OVERNIGHT ACCOMODATION?

1 **2** **3** **4** **5**
Very Difficult Somewhat Difficult Manageable Easy N/A

comments: _____

o) AFFORDABLE HOUSING services?

1 **2** **3** **4** **5**
Very Difficult Somewhat Difficult Manageable Easy N/A

comments: _____

11. WHAT DO YOU THINK WOULD MAKE IT EASIER TO ACCESS INFORMATION ON SERVICES?

12. IN THE AREAS WHERE THERE IS DIFFICULTLY IN FINDING INFORMATION ABOUT SERVICES, WHAT KIND OF DIFFICULTY HAVE YOU FACED?

please list difficulties

- automated telephone systems
- language difficulties
- lack of transportation
- telephone access
- computer access
- did not know where to look

13. How likely are you to use COMMUNITY DIRECTORIES to find information on services?

1 2 3 4 5
Very likely Likely Unlikely Very unlikely Don't have access

a) If Yes, what kinds of services?

14. How likely are you to use the COMPUTER (INTERNET) to find information on services?

1 2 3 4 5
Very likely Likely Unlikely Very unlikely Don't have access

a) If Yes, what kinds of services?

15. How likely are you to use the TELEPHONE to find information on services?

1 2 3 4 5
Very likely Likely Unlikely Very unlikely Don't have access

a) If Yes, what kinds of services?

16. How likely are you to use the LOCAL NEWSPAPERS to find information on services?

1 2 3 4 5
Very likely Likely Unlikely Very unlikely Don't have access

a) If Yes, what kinds of services?

17. How likely are you to use ETHNIC NEWSPAPERS to find information on services?

1 2 3 4 5
Very likely Likely Unlikely Very unlikely Don't have access

a) If Yes, what kinds of services?

18. How likely are you to use FAMILY/FRIENDS/WORD OF MOUTH to find information on services?

1 2 3 4 5
Very likely Likely Unlikely Very unlikely Don't have access

a) If Yes, what kinds of services?

19. How likely are you to use REFERRAL SERVICES to find information on services?

1 2 3 4 5
Very likely Likely Unlikely Very unlikely Don't have access

a) If Yes, what kinds of services?

Appendix B Agency Survey

1. What is the name of your agency?

2. What kinds of services does your agency provide for the community?

please check all that apply

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> advocacy | <input type="checkbox"/> housing info. | <input type="checkbox"/> computer access | <input type="checkbox"/> counseling/support |
| <input type="checkbox"/> family services | <input type="checkbox"/> legal | <input type="checkbox"/> regulatory | <input type="checkbox"/> recreation/culture programs |
| <input type="checkbox"/> senior's services | <input type="checkbox"/> health/wellness | <input type="checkbox"/> governmental | <input type="checkbox"/> immigrant settlement |
| <input type="checkbox"/> youth services | <input type="checkbox"/> medical | <input type="checkbox"/> food access | <input type="checkbox"/> employment skills/training |
| <input type="checkbox"/> child care | <input type="checkbox"/> religious | <input type="checkbox"/> volunteer | <input type="checkbox"/> information referral |
| <input type="checkbox"/> women's services | | <input type="checkbox"/> emergency shelter | <input type="checkbox"/> education/training |
| <input type="checkbox"/> other(s) | | | |

3. Where is your agency located?

- | | | |
|---------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Guildford | <input type="checkbox"/> Fleetwood | <input type="checkbox"/> Whalley |
| <input type="checkbox"/> South Surrey | <input type="checkbox"/> Newton | <input type="checkbox"/> Cloverdale |
| <input type="checkbox"/> White Rock | <input type="checkbox"/> Delta | <input type="checkbox"/> Langley |

4. From which areas does your agency draw clients? *please check all that apply*

- | | | |
|---------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Guildford | <input type="checkbox"/> Fleetwood | <input type="checkbox"/> Whalley |
| <input type="checkbox"/> South Surrey | <input type="checkbox"/> Newton | <input type="checkbox"/> Cloverdale |
| <input type="checkbox"/> White Rock | <input type="checkbox"/> Delta | <input type="checkbox"/> Langley |
| <input type="checkbox"/> Other(s) | | |

5. Do you provide your own information referral service?

- Yes No

If yes, what resource(s)

6. What other information referral services does your agency use?

please check all that apply

- Greybook Redbook Surrey Public Library Website

Other(s) _____

7. Is the frontline staff trained in information referral?

- Yes No

8. Is the broader staff trained in information referral?

- Yes No

9. How do you believe *most* people find out about your agency's services? please check all that apply

- | | | |
|--|---|---|
| <input type="checkbox"/> local newspaper | <input type="checkbox"/> posters | <input type="checkbox"/> brochures/pamphlets |
| <input type="checkbox"/> ethnic press | <input type="checkbox"/> radio | <input type="checkbox"/> Yellow Pages |
| <input type="checkbox"/> T.V. | <input type="checkbox"/> bus stop signs | <input type="checkbox"/> White Pages |
| <input type="checkbox"/> Internet | <input type="checkbox"/> word of mouth | <input type="checkbox"/> agency/storefront sign |
| <input type="checkbox"/> other(s) | | |

10. How does your agency market its services? please check all that apply

- | | | |
|--|---|---|
| <input type="checkbox"/> local newspaper | <input type="checkbox"/> posters | <input type="checkbox"/> brochures/pamphlets |
| <input type="checkbox"/> ethnic press | <input type="checkbox"/> radio | <input type="checkbox"/> Yellow Pages |
| <input type="checkbox"/> T.V. | <input type="checkbox"/> bus stop signs | <input type="checkbox"/> White Pages |
| <input type="checkbox"/> Internet | <input type="checkbox"/> word of mouth | <input type="checkbox"/> agency/storefront sign |
| <input type="checkbox"/> other(s) | | |

11. Does your agency have a website?

- Yes No
If yes, please provide the website address

12. Does your office have printed *translated* material that explains your services?

- Yes No **If yes, which languages?**

13. Does your agency maintain on-site *translation* services?

- Yes No **If yes, which languages?**

14. Is information about your agency specifically designed to be accessible to persons that are;

please check all that apply

- visually impaired hearing impaired mobility impaired
comments? _____

15. Is your office located on or within walking distance from a transit route?

- Yes No

16. Does your office use an automated voice system to direct incoming calls?

Yes No
comments?

17. What are your agency's *business* hours?

18. What are your agency's *program* hours?
