



Jan Mowbray's 2010 Town Councillor Performance Rating

Summary information for the community of Milton

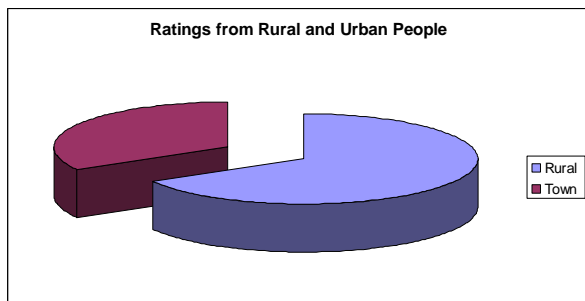
Objective & Method

This performance study was conducted for Councillor Mowbray by a third-party consultant in September 2010 to gather constituents' and stakeholders' feedback on her effectiveness as a public representative.

A link to the web-based survey was sent to over 500 people with whom Councillor Mowbray maintains a regular, direct dialogue. It was also posted on Councillor Mowbray's website and Facebook page. This link remained open for two weeks.

Individual responses were anonymous unless the respondent provided his/her name on a voluntary basis.

Respondent Profile¹



Summary Findings

1. Councillor Mowbray has earned outstanding public confidence through wise and collaborative representation of the public and impact on issues that matter—not only in her home Ward (3) but also among people who live in the urban part of Milton.
2. **99% of people intend to re-elect Jan Mowbray**, this time to represent them as their Local & Regional Councillor for the north Wards (2, 3, 4 & 5)²

Detailed Findings

Councillor Jan Mowbray approved a number of questions for this survey. A 10-point scale was used on many of them. A 10/10 score represents an “ideal” performance rating.

Outstanding overall performance

Jan Mowbray's overall performance as a Town Councillor, representing Ward 3 since 2003	% Rural	% Town & Rural
The best representation we could ask for	39%	35%
Excellent	36%	40%
Very Good	15%	16%
Good	3%	4%
Below expectations	6%	4%
Poor	1%	1%

Excellent impact on local issues

Jan Mowbray's Impact	8/10 or higher Rural	8/10 or higher Rural & Town
Progress on important local issues or priorities	86%	86%
Wise decisions at Council	86%	86%

Highly ethical & professional conduct

	8/10 or higher Rural	8/10 or higher Rural & Town
Honesty and personal integrity	91%	91%
Professionalism	89%	89%
Commitment	90%	90%

Engaging, informed and collaborative approach to public representation

	8/10 or higher Rural	8/10 or higher Rural & Town
Proactive consultation with the public on issues that matter	88%	90%
Responsive communication with you	88%	91%
Hearing your issues/concerns	88%	90%
Understanding of your issues/concerns	85%	88%
Well-informed on Town business/issues	90%	92%
A strong voice/advocate for your issues and community	90%	90%
Mobilizing Town/Council attention on/support for key priorities	82%	84%
Working well with Town staff and the rest of Council	87%	90%
Knowledge of the issues impacting our growing Milton	88%	91%
Strong working relationship with the community	87%	91%

Explanations were provided to support slightly lower scores on her ability to work with other Councillors: many people commented that this was *not* due to her approach, but more so due to the fact that other Councillors were less-than-collaborative. They applauded her for “incredible patience” and energetic persistence.

Jan Mowbray provides a strong voice for the people who she represents

	8/10 or higher Rural	8/10 or higher Rural & Town
"A vote for Jan Mowbray is a choice to be heard, be understood and be vigorously-represented."	86%	89%

Elect Jan Mowbray Local & Regional Councillor Wards 2, 3, 4 & 5
www.janmowbray.ca



On the Issues

People noted that Councillor Mowbray is able to take a balanced, knowledgeable position and “does not just champion [causes] for sake of publicity.” Many commented about how well informed she is across the variety of matters and business that impacts rural and urban people in Milton.

An overwhelming majority appreciated Councillor Mowbray’s position on issues, commenting that her positions have been well-informed, balanced and objective. They noted, too, that she works hard to “to know what the [community’s] issues are, and demonstrates her interest in constituent’s needs by being a champion for the right causes.”

Key successes were noted and appreciated:

- The 11th Concession Quarry
- High speed internet
- ROPA 38 and support of local farmers

One person disagreed with Councillor Mowbray’s position on the Guelph Line golf course, but still supported the Councillor and her effectiveness.

Issues identified by respondents:

- “Outrageous increases in property taxes”
- Services moving further and further away
- Priorities for local spending (i.e. patterned concrete sidewalks are not a good use of tax payer money)
- Transportation (improved options to Toronto and the airport)
- Support of old Milton (heritage)
- Rural safety, roads and services
- Need for reassurance that Councillor Mowbray will not sideline the issues of the smaller, rural community in the face of the large, unmet needs of the urban Milton area
- Long-term health issues of residents

Some opportunities

- Could be a bit more of a tactful at times.
- Public speaking development might help the Councillor better reflect how well informed she is on the issues.

Representative comments from the public

“We have lived in Campbellville for nearly 46 years and we have never had such conscientious and honest information about Council and other matters”

“Comprehensive relationship with community partners private and public”

“Multicultural issues well respected.”

“Respect for privacy.”

“Jan already has important relationships with the Region....she will bring fresh energy to the Regional council....like her inclusiveness.”

“Jan takes her role as Councillor very seriously. She seems to always be on the job in our community”

“Our representatives will need to be committed to the Rural needs and be open at Council in expressing these needs. Jan has shown that she can do this by her actions at council over the past years.”

September 23, 2010

This performance research study was conducted and summarized by Ritchie Bridges Strategy Inc. and is authorized for release by Councillor Jan Mowbray.



¹ n=143

² among a large group of decided voters