



## The Corporation of the Town of Tecumseh

Information & Communication Services

**To:** Mayor and Members of Council

**From:** Shaun Fuerth, Director Information & Communication Services

**Date to Council:** February 11, 2020

**Report Number:** ICS-2020-01

**Subject:** 2019 Citizen Satisfaction Survey

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### Recommendations

It is recommended:

**That** the final report from Probe Research Inc. summarizing the results of the 2019 Citizen Satisfaction Survey, **be received**.

### Background

The Town's Strategic Priorities form the framework for municipal policies and direction, work plans and resource allocations. As part of recent strategic planning sessions with members of Town Council and the Senior Management Team the themes of *communications* and *continuous improvement* were reaffirmed.

The importance of feedback from our residents through citizen engagement was highlighted as part of this theme and has been promoted and encouraged on our website, through our continued presence in social media and utilization of print media.

In 2014, an inaugural Citizen Satisfaction Survey was conducted by Probe Research Inc. to reach out to the community and define a baseline for how the Town was doing with respect to service delivery and municipal governance in general. Probe Research Inc. also conducted a similar survey in 2015-16 and 2017-18. The purpose of these surveys was to assist in determining service needs within the Town, areas for potential improvements, and overall satisfaction with the quality of life in the Town of Tecumseh.

Council committed to conducting this survey every two years to ensure the Town continues to meet or exceed the expectation of its residents.

## Comments

A request for proposal was issued in September 2019 to solicit proposals from consultants interested in conducting a citizen satisfaction survey in November 2019. Four submissions were received and Probe Research Inc. was the successful proponent. An updated survey was developed, including some of the original questions from previous surveys and new 'top of mind' issues. This community engagement initiative was carried out via telephone to residents in all five wards from November 20 to December 2, 2019 in order to ascertain public opinion on quality of life, taxation and municipal service delivery in Tecumseh. There were 402 total surveys completed. An online version of the survey was also offered to residents who did not receive a phone call but still wished to participate. One hundred and twenty online surveys were completed during this time. The results of the online submissions were analyzed separately from the phone call interviews.

In addition to taxation level and quality of life questions, the service delivery areas in the survey included: communications, water, roads, recreation, police, fire protection, parks, libraries, snow removal, waste management and storm water drainage. For the first time, the survey asked for satisfaction ratings for: trails/greenspace, planning and building services, by-law enforcement and transit.

The results of the survey continue to be overwhelmingly positive with results exceeding national averages including 97% of those surveyed stating that they are somewhat to very satisfied with the Town's services.

A detailed copy of the final report from Probe Research Inc. includes a summary of the overall citizen impression including the following highlights:

- Flooding remains the top issue in the minds of Tecumseh residents, with concerns increasing slightly during the past two years. The state of the Town's roads, taxation and traffic continue to be major public issues, with concern about crime registering to some degree for the first time.
- Tecumseh's community metrics remain strong, as more than nine in ten residents say they have a good-to-excellent quality of life, and more than eight in ten indicate the Town is going in the right direction.
- The proportion of residents who feel they receive excellent value for their tax dollars has increased slightly during the past two years; overall, nearly three-quarters say they receive at least good value for what they pay in property taxes.
- Similarly, virtually all Tecumseh residents continue to express overall satisfaction with the services provided by the Town, with more than six in ten now stating they are very satisfied.
- More than nine in ten residents feel they experience a strong feeling of safety in Tecumseh. When asked to explain why this is the case, citizens are most likely to point to there being a good police presence in town.

- More than four in ten residents now want additional recreation programs and facilities in the communities. Although an indoor pool remains the most requested amenity, the proportion of Tecumseh residents who specifically want this has decreased significantly since 2017.
- Nearly all Town residents have attended the Corn Festival at some point, with past attendees most likely to say they enjoyed the entertainment or the corn itself. Nearly two-thirds of residents feel this festival delivers good value to the community.
- More than nine in ten residents indicate that they have purchased something from a local business within the past year.
- Seven in ten residents feel the Town does a good job of keeping them informed about important issues.

The above noted highlights of the survey suggest that most Tecumseh residents continue to be extremely happy with the overall direction their community is heading and feel that they are receiving value for their tax dollars.

Mr. Curtis Brown from Probe Research Inc. will be in attendance at the Regular Council Meeting on February 11, 2020 to present the results of the survey to Council. The final report containing analysis of the survey results is attached.

Administration has reviewed the results of the survey and further to the positive results, Administration will continue to focus on the following areas:

- Being mindful of effects of climate change, the Town will continue to make improvements to the sewer infrastructure and in flood emergency preparedness by inter-agency collaboration, emergency planning, public education and capital investment.
- Continuous improvement to communication with the public, including weekly ads in local newspapers, website, social media and - new in 2020 - an online public engagement platform to give residents an opportunity to be informed and participate in civic issues. Other cost effective communication tools will also be explored.
- Administration will also be stewards of a “continuous improvement” approach to provide ratepayers with efficient and affordable service delivery.
- Work will continue with the Business Improvement Association to promote local businesses in Tecumseh.
- Engage with the community on changes to the event and closely monitor the operations related to the Tecumseh Corn Festival being cognisant of costs while providing the value of a family oriented event to the community.

## **Consultations**

Chief Administrative Officer

## Financial Implications

The Municipal Modernization Fund was used to fund the Citizen Satisfaction Survey at a cost of \$13,540 + H.S.T.

## Link to Strategic Priorities

Applicable	2019-22 Strategic Priorities
<input checked="" type="checkbox"/>	Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers.
<input type="checkbox"/>	Ensure that Tecumseh's current and future growth is built upon the principles of sustainability and strategic decision-making.
<input type="checkbox"/>	Integrate the principles of health and wellness into all of Tecumseh's plans and priorities.
<input checked="" type="checkbox"/>	Steward the Town's "continuous improvement" approach to municipal service delivery to residents and businesses.
<input checked="" type="checkbox"/>	Demonstrate the Town's leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

## Communications

Not applicable

Website       Social Media       News Release       Local Newspaper

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Shaun Fuerth, BCS  
Director Information & Communication Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP  
Chief Administrative Officer

**Attachment  
Number**

**Attachment  
Name**

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2019 Citizen Satisfaction Survey – Probe Research Final Report