



2019 CITIZEN SATISFACTION SURVEY

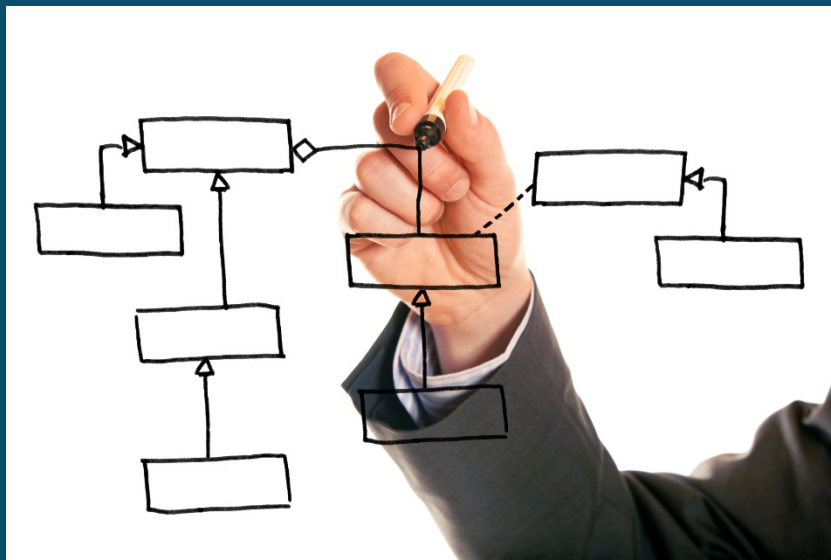


FEBRUARY 11, 2020

PRESENTATION TO TOWN OF
TECUMSEH COUNCIL

PROBE RESEARCH INC.

BACKGROUND AND METHODOLOGY



- Probe Research was commissioned to survey adult Tecumseh to measure citizens' satisfaction with civic services.
- A total of n=402 Tecumseh residents aged 18 and over were interviewed by telephone between Nov. 20 and Dec. 2, 2019.
- The survey builds upon previous surveys conducted in 2014, 2016 and 2017.
- The margin of error for a sample size of n=402 is +/- 4.9%, 19 times out of 20.
- Quotas were set by gender and ward, with statistical weighting by age, gender and ward applied to ensure the sample mirrors the Town of Tecumseh's adult population (based on the 2016 Census).

OVERALL CITIZEN IMPRESSIONS

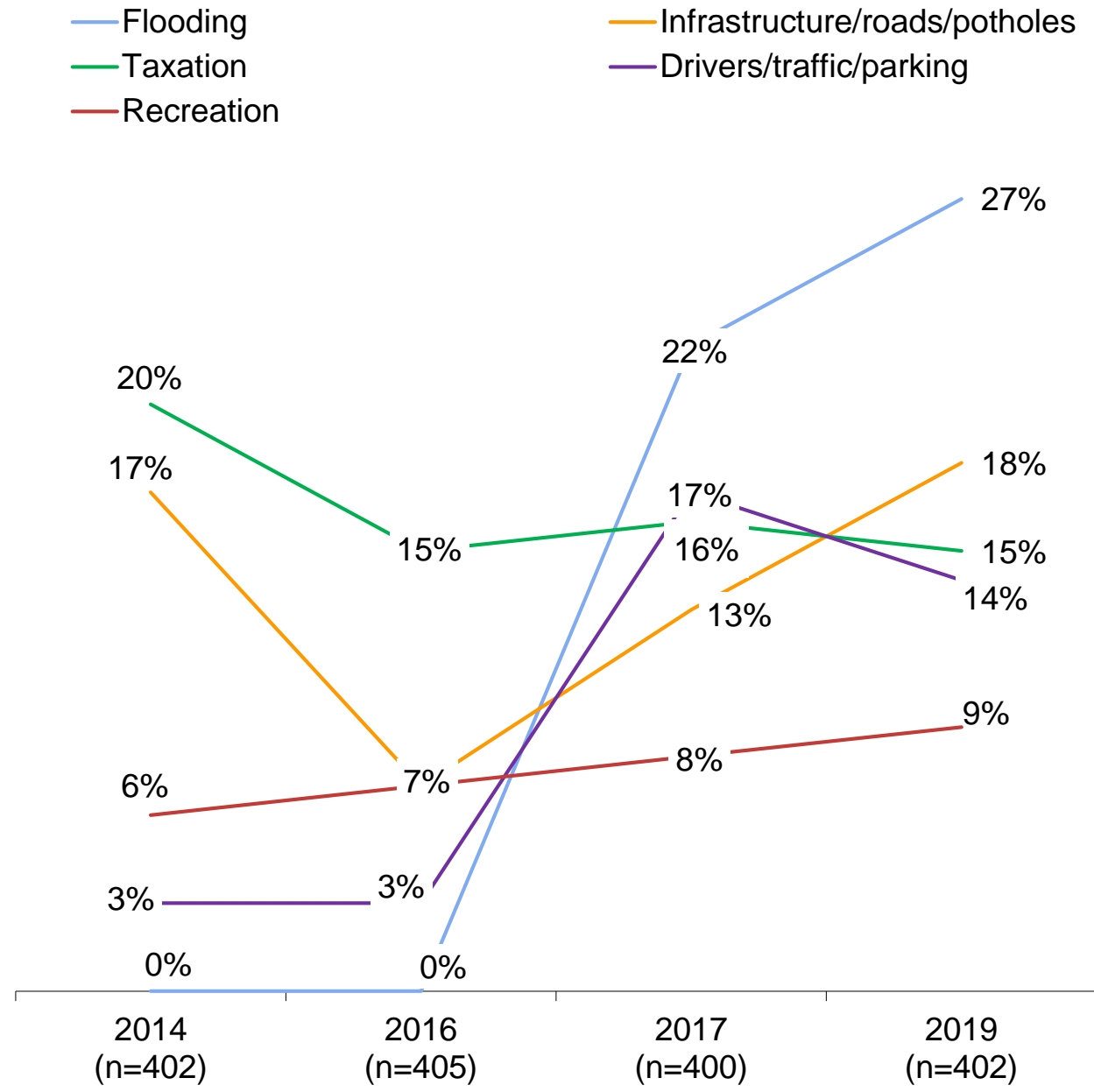


CONCERN ABOUT FLOODING CONTINUES TO INCREASE

- TOP ISSUES, LONG-TERM TRACKING -

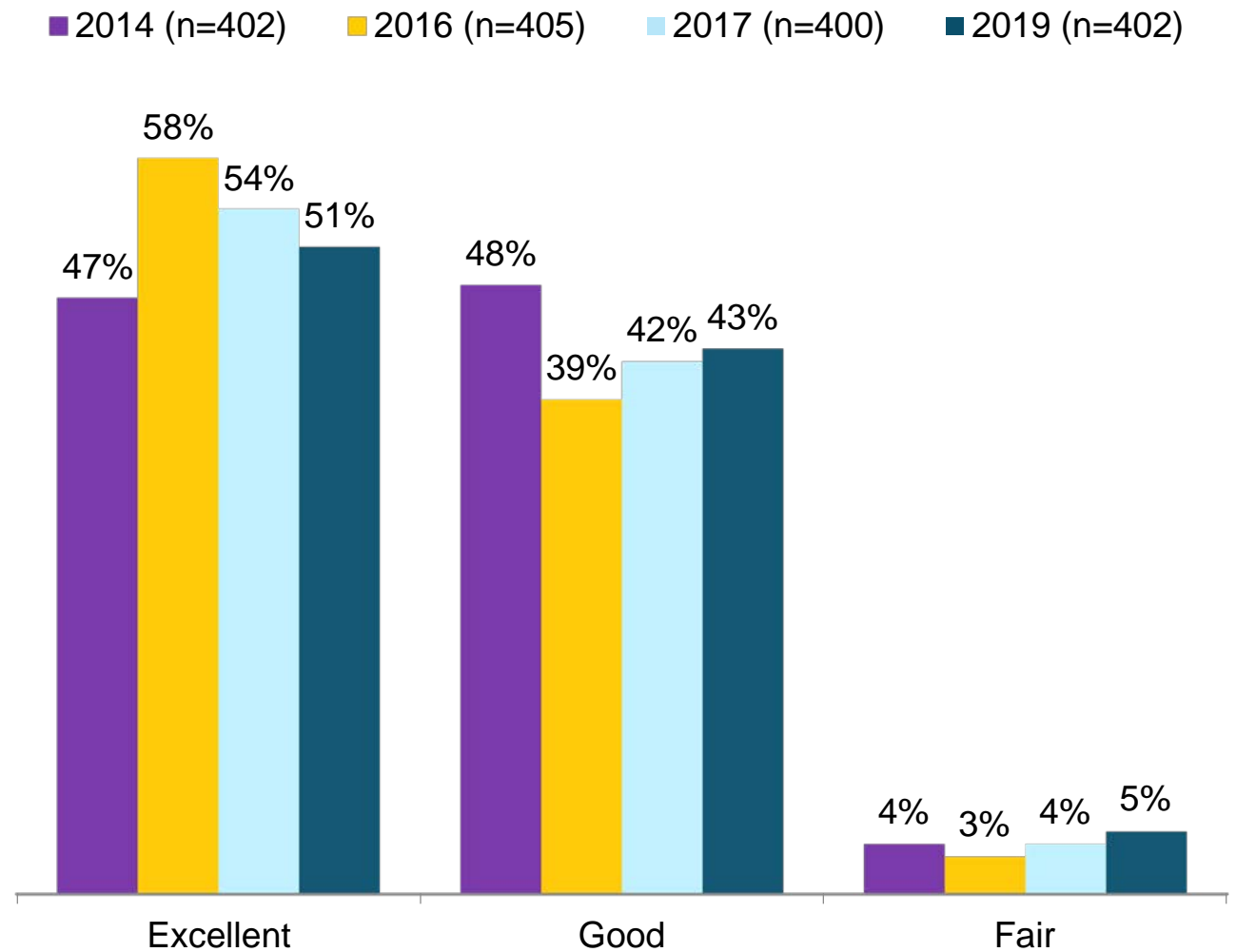
Q1. "I would like to begin by having you tell me what you consider to be the most important issue or concern facing Tecumseh today? And what other issues or concerns do you think are important for your municipality today?"*

Base: Tecumseh adults aged 18+
 *Multiple mentions were accepted. Totals may exceed 100%.



ONE-HALF SAY THEY HAVE AN EXCELLENT QUALITY OF LIFE

Q2. "How would you rate the overall quality of life in Tecumseh today? Would you say it is ..."

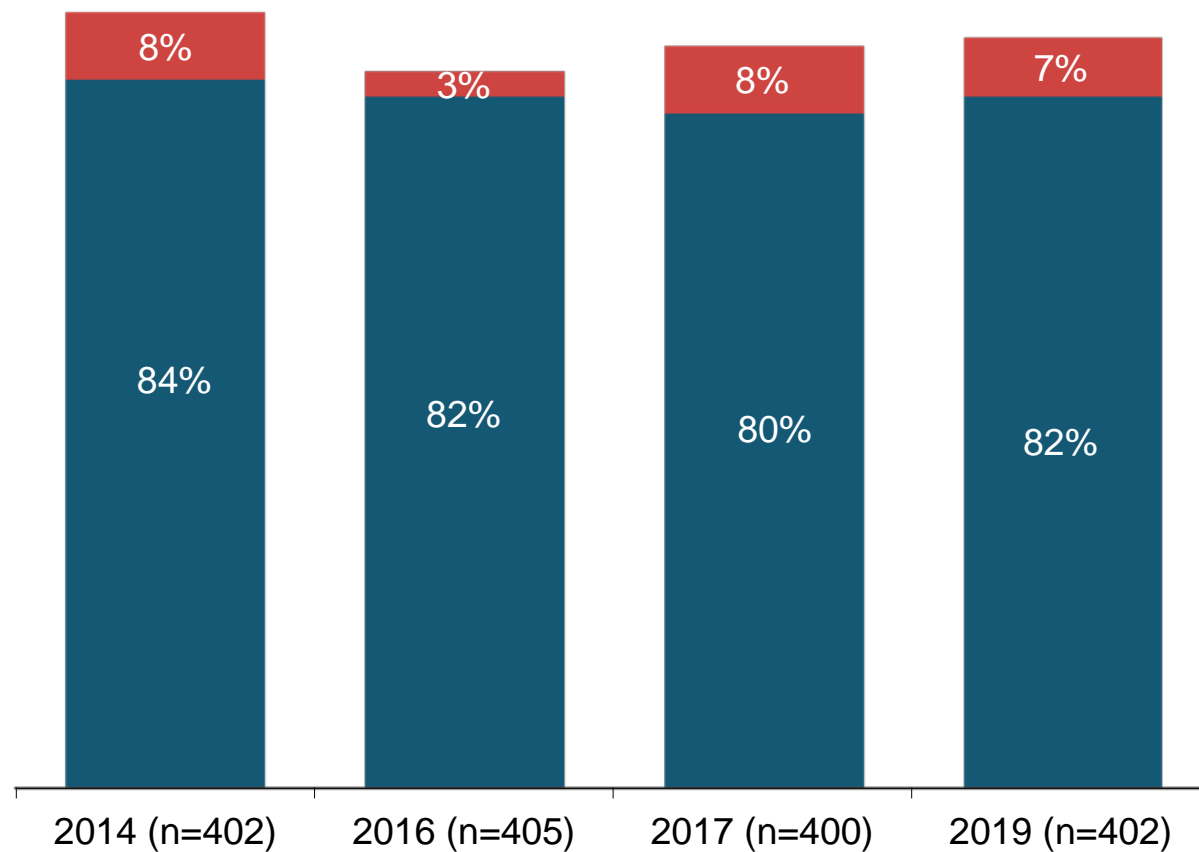


Base: Tecumseh adults aged 18+

EIGHT IN TEN RESIDENTS CONTINUE TO SAY THE TOWN IS GOING IN THE RIGHT DIRECTION

Q3. "Overall, would you say things in Tecumseh are going in the right direction, or the wrong direction?"

■ Right Direction ■ Wrong Direction



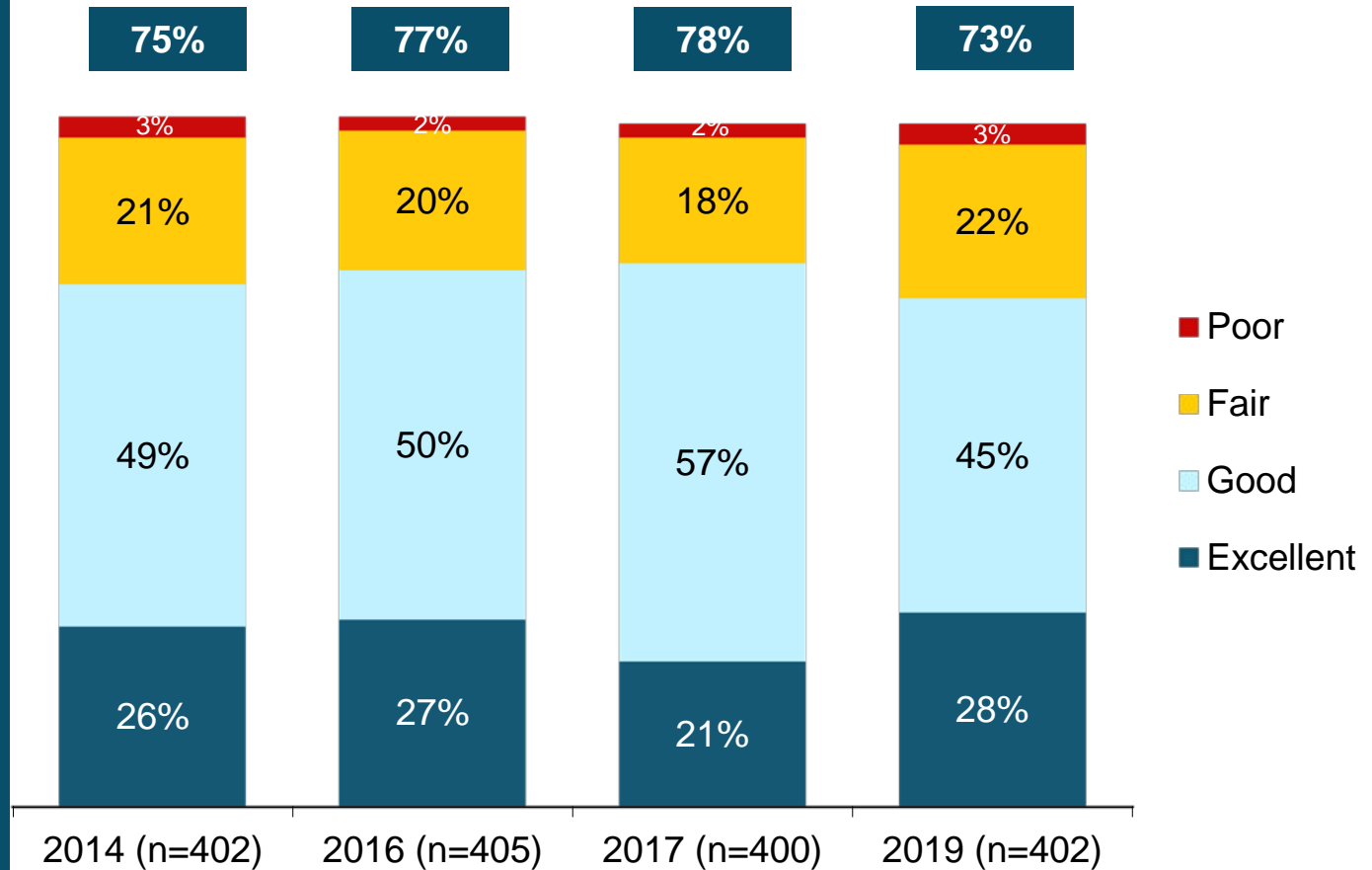
Base: Tecumseh adults aged 18+

MUNICIPAL SERVICES ASSESSMENT



MORE THAN ONE-QUARTER INDICATE THEY RECEIVE EXCELLENT VALUE FOR THEIR TAX DOLLARS

% saying excellent/good

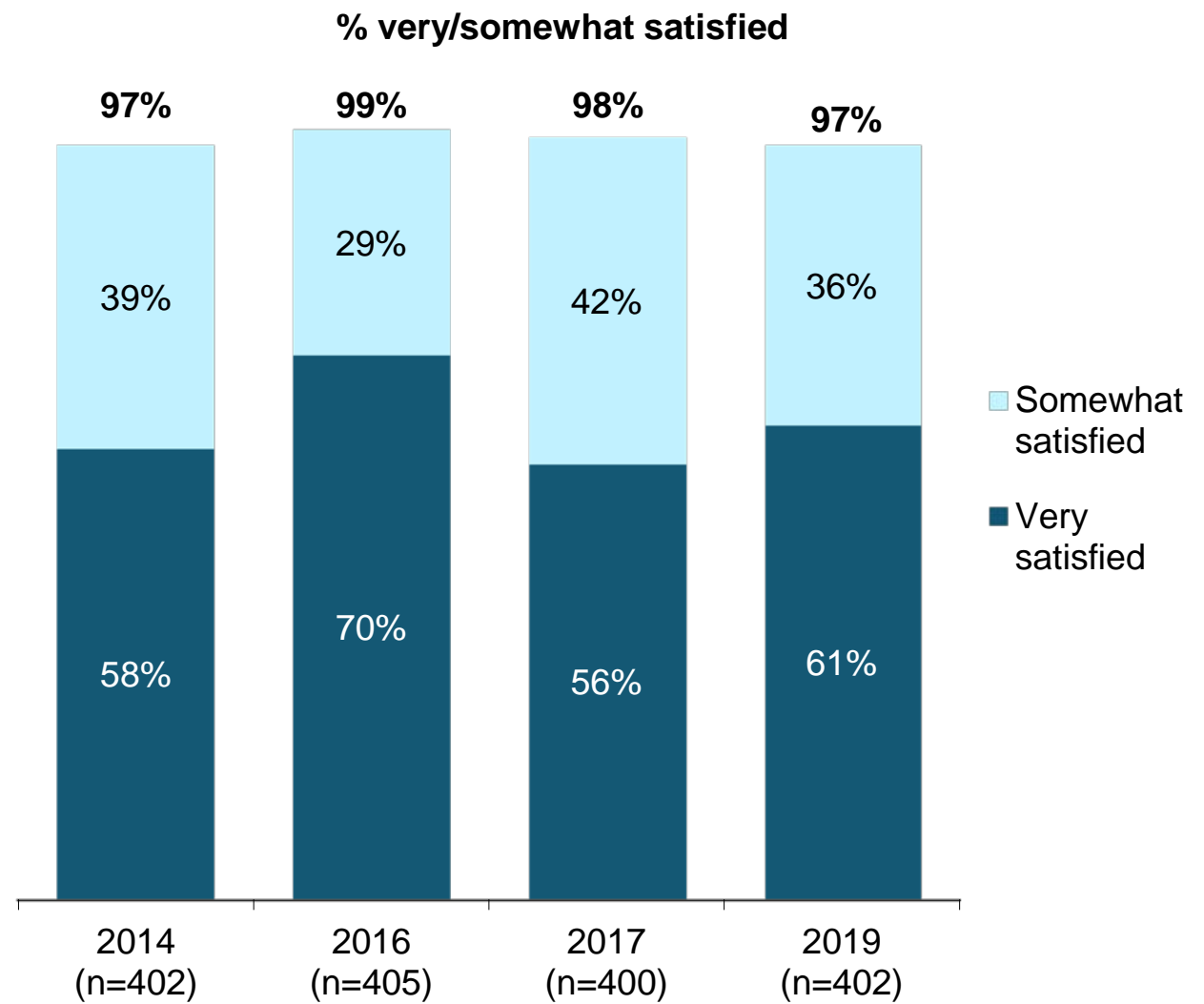


Q8. "Approximately one half of the property taxes that you pay go to the Town of Tecumseh. Thinking about all of the services you receive from the Town of Tecumseh, how much value would you say you receive for the tax dollars that you pay towards these services? Would you say the value you receive is...?"

Base: Tecumseh adults aged 18+

TECUMSEH CONTINUES TO RECEIVE EXEMPLARY CITIZEN SATISFACTION RATINGS

Q5. "Overall, how satisfied are you with the services provided to you by the Town of Tecumseh? Would you say you are...?"



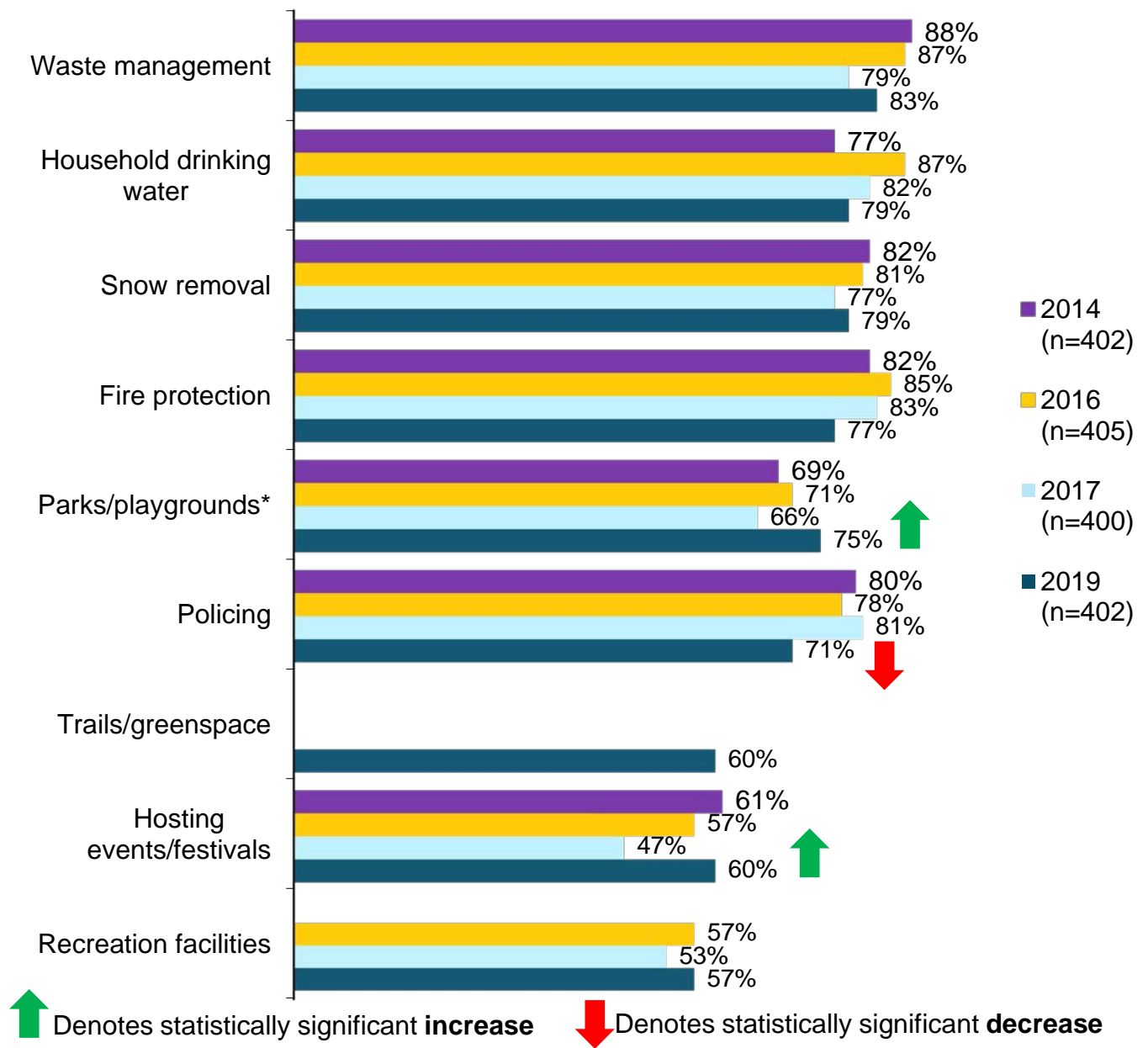
Base: Tecumseh adults aged 18+

MORE RESIDENTS SATISFIED WITH PARKS, EVENTS - HIGHER-RATED SERVICES -

Q6. "Now I would like you to tell me how satisfied you are with each of the following services in Tecumseh. For this, let's use a 1-10 scale where a 1 means you are "very dissatisfied" and a 10 means you are "very satisfied"..."

Base: Tecumseh adults aged 18+
 *Note: slight wording change from 2014, 2016 and 2017 surveys

% very satisfied (8, 9 or 10 on 10-point scale)

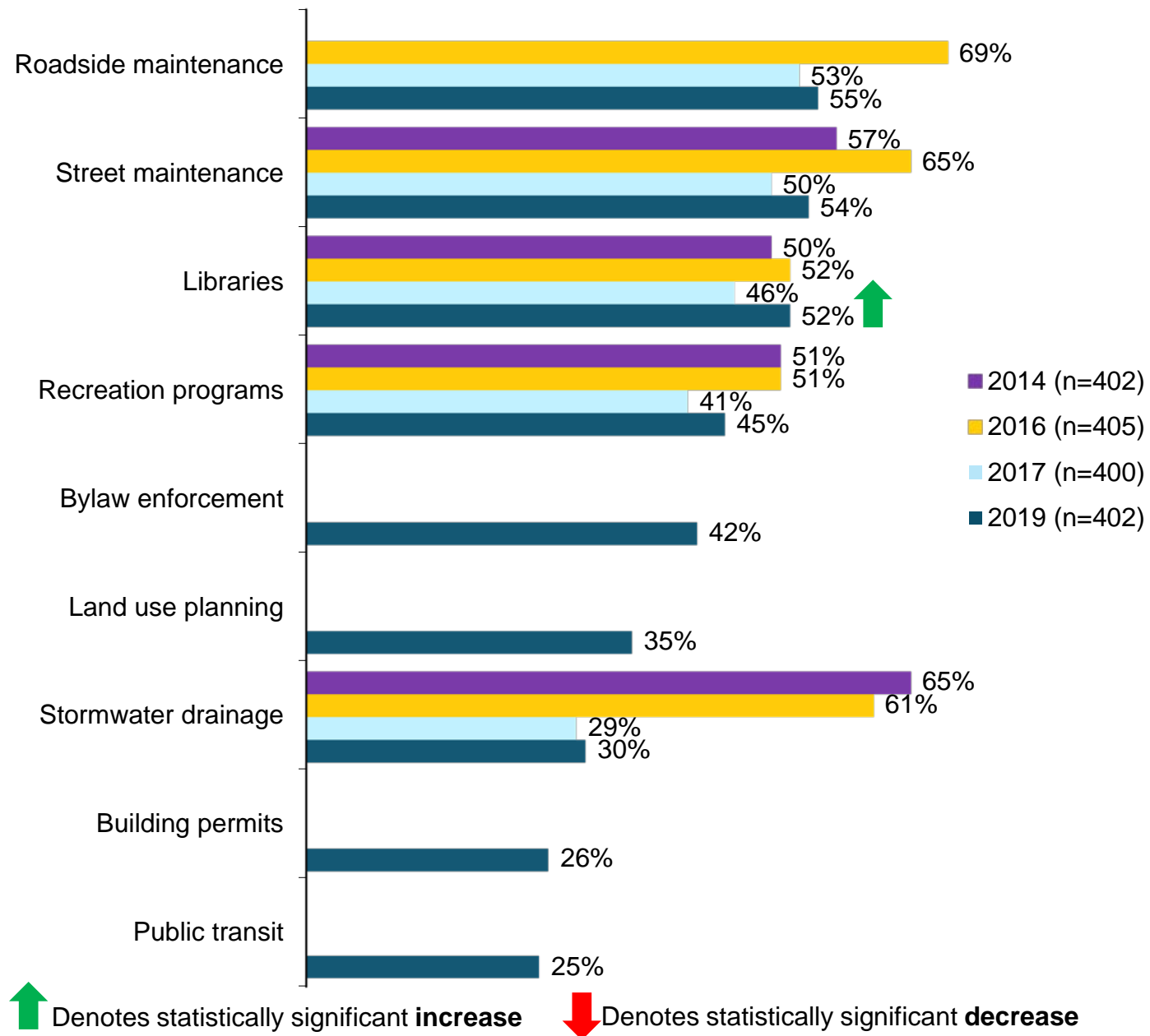


SATISFACTION WITH STORMWATER DRAINAGE REMAINS LOW - LOWER-RATED SERVICES -

Q6. "Now I would like you to tell me how satisfied you are with each of the following services in Tecumseh. For this, let's use a 1-10 scale where a 1 means you are "very dissatisfied" and a 10 means you are "very satisfied"..."

Base: Tecumseh adults aged 18+

% very satisfied (8, 9 or 10 on 10-point scale)

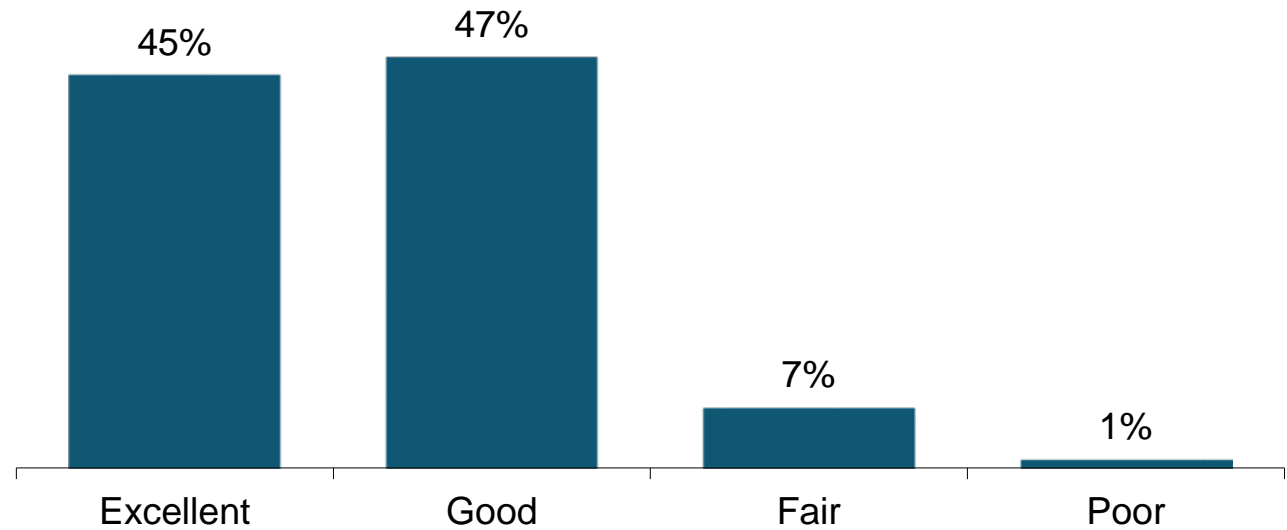


PERCEPTIONS OF SAFETY



CITIZENS' SENSE OF SAFETY IS VERY HIGH

% excellent/good: 92%



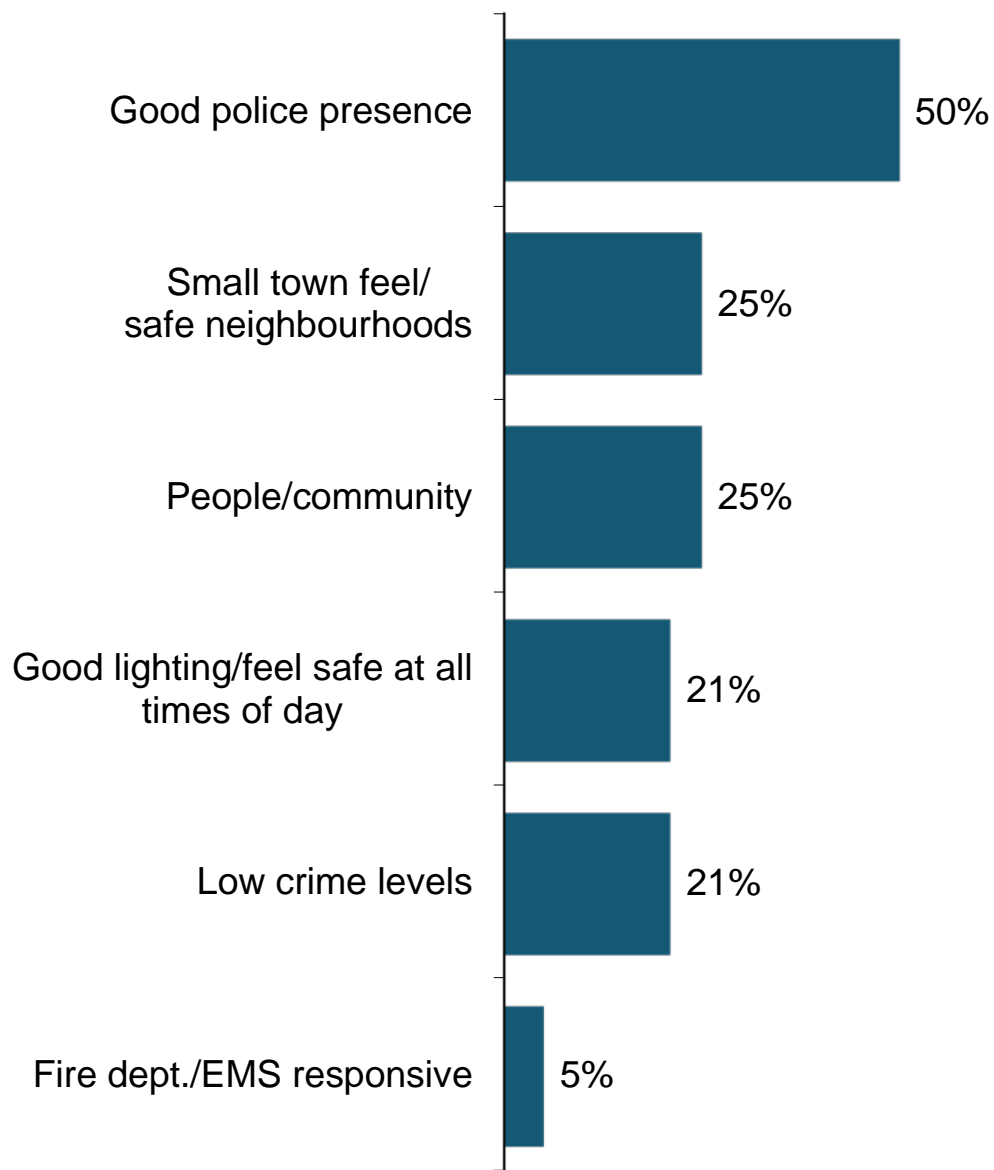
Q9. "How would you rate your sense of safety in Tecumseh?"

Base: Tecumseh adults aged 18+

GOOD POLICE PRESENCE CONTRIBUTES MOST TO THE FEELING OF SAFETY

Q10. "What are some of the things that make you feel safe in Tecumseh?"

Base: Those who say their sense of safety is fair or better (n=396)



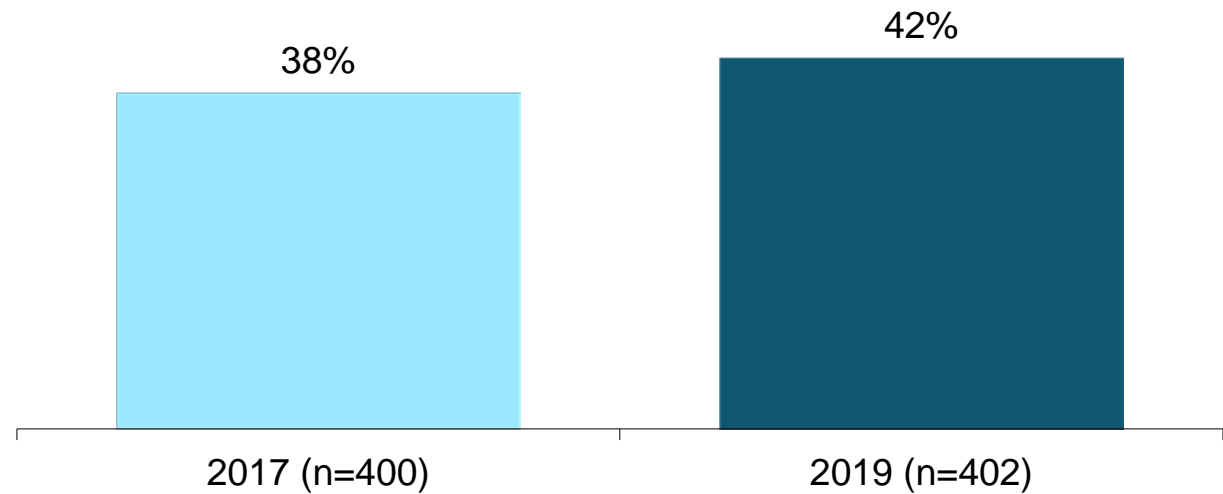
RECREATION, FESTIVALS AND EVENTS



MORE THAN FOUR-IN-TEN RESIDENTS WANT MORE RECREATION PROGRAMS AND FACILITIES

Q11. "Are there any specific recreational programs or facilities that are not currently offered in the Town of Tecumseh that you would like to see made available in the future?"

% indicating they want additional recreational programs or facilities



Base: Tecumseh adults aged 18+

RESIDENTS' DESIRE FOR AN INDOOR POOL HAS DECREASED SOMEWHAT SINCE 2017

Q12. "Which ones?"**

Base: Those who prefer additional recreational programs (n=169)
 **Multiple mentions were accepted.
 Totals may exceed 100%.

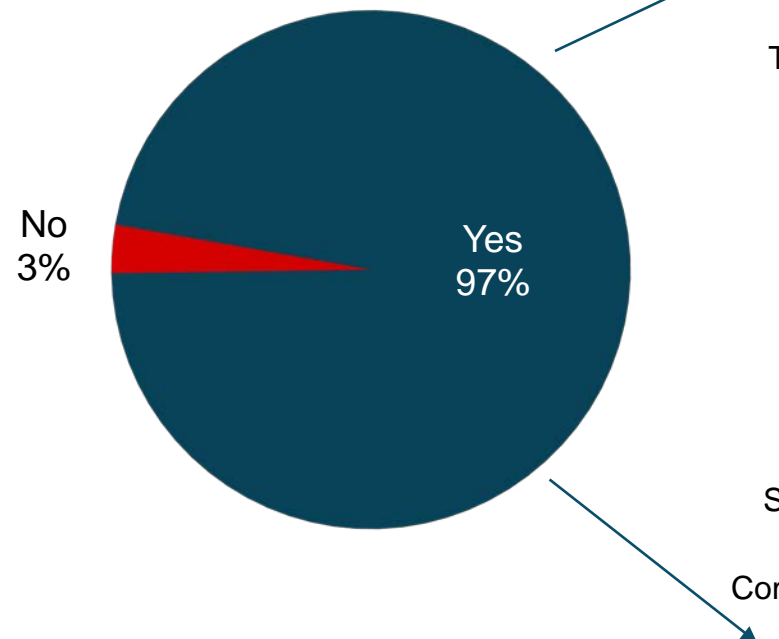


RESIDENTS LIKE THE ENTERTAINMENT AT THE CORN FESTIVAL

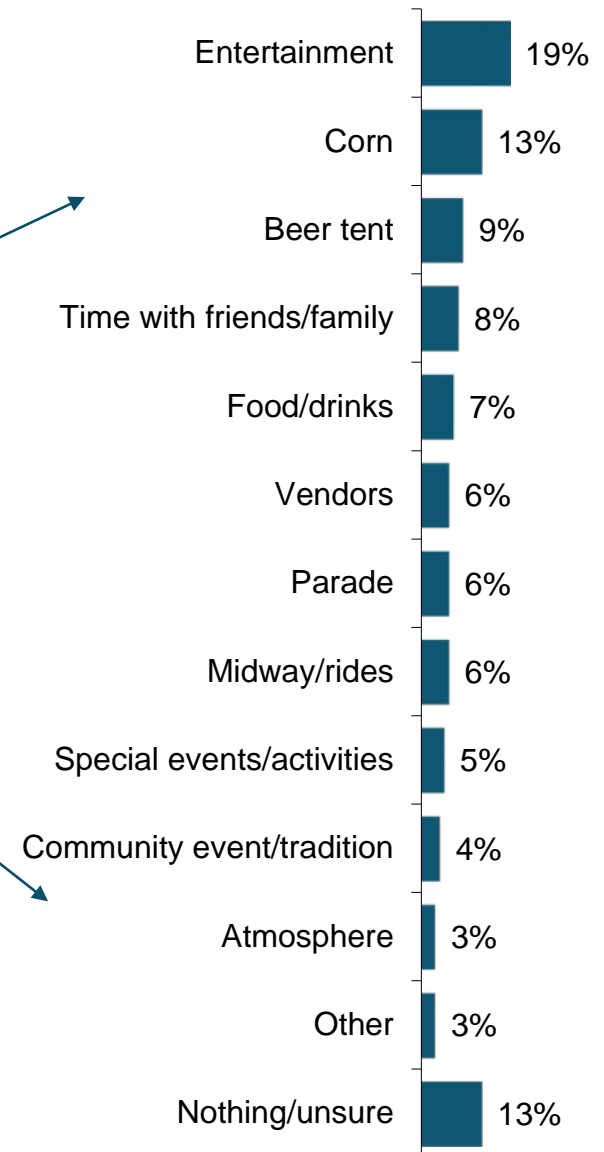
Q13. "Have you ever attended the Tecumseh Corn Festival?"

Base: Tecumseh adults aged 18+

Incidence of Corn Festival attendance



Favourite part of festival

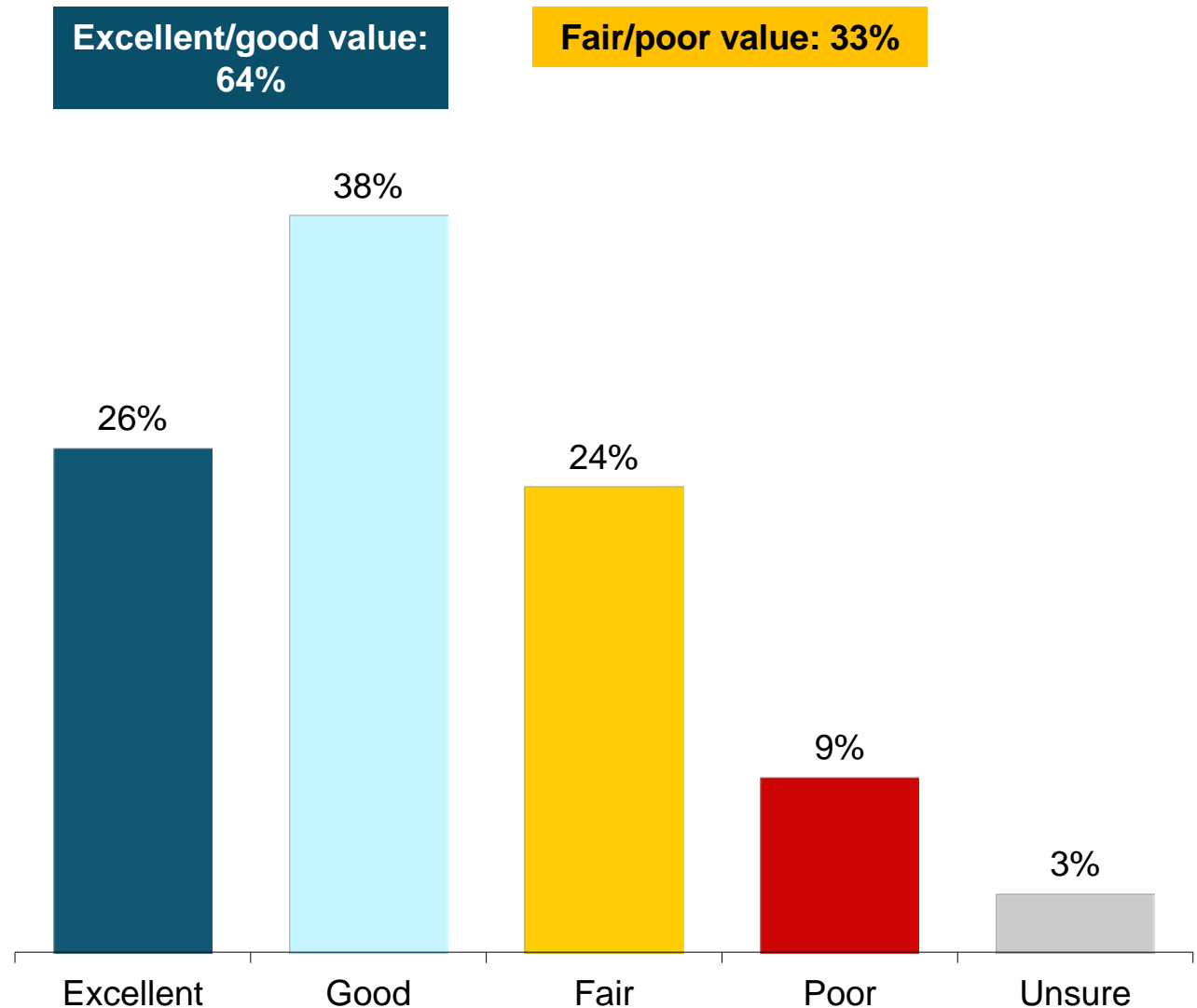


Q14. "What is your favourite part of the Corn Festival?"

Base: Those who have attended the Corn Festival in the past (n=390)

NEARLY TWO-THIRDS OF RESIDENTS FEEL THE CORN FESTIVAL OFFERS GOOD TO EXCELLENT VALUE

Q15. "Thinking specifically about the Tecumseh Corn Festival, how much value do you feel this event provides to the Town?"



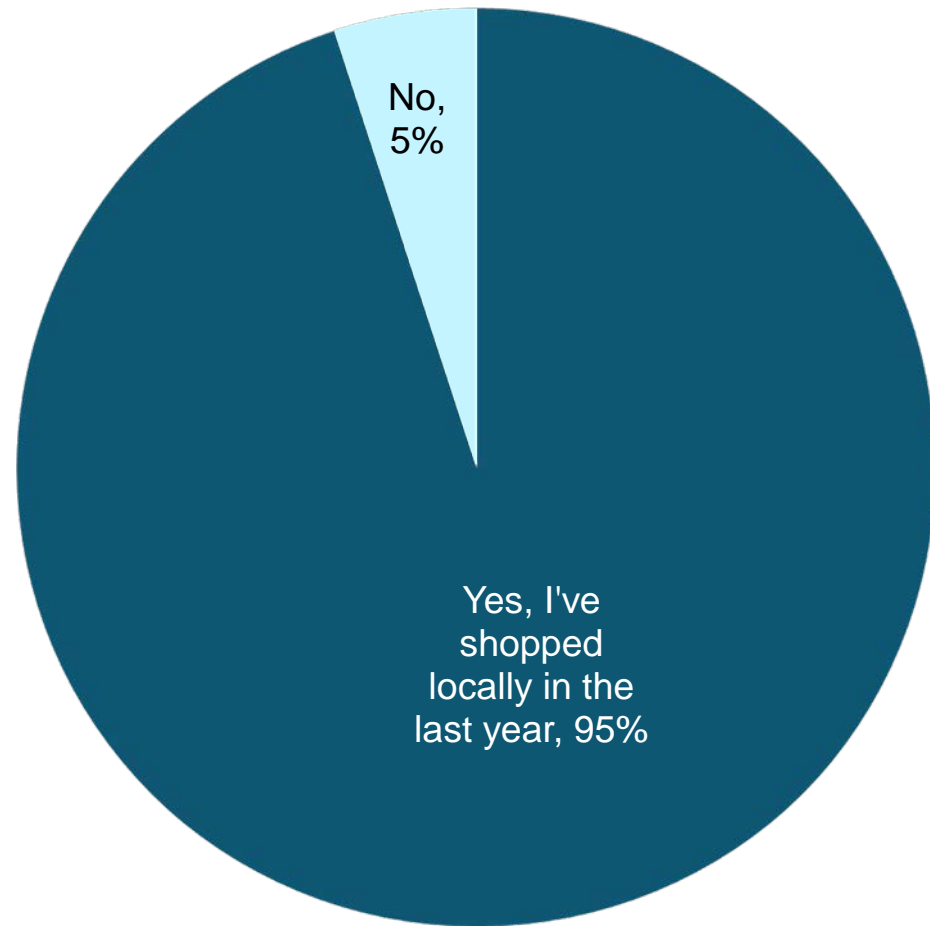
Base: Tecumseh adults aged 18+

SUPPORT FOR LOCAL BUSINESSES



NEARLY ALL RESIDENTS SAY THEY SHOP LOCAL

Q25. "During the last year, have you shopped or purchased any items from a small business located in Tecumseh? This includes any our local restaurants, retail shops or professional health services."

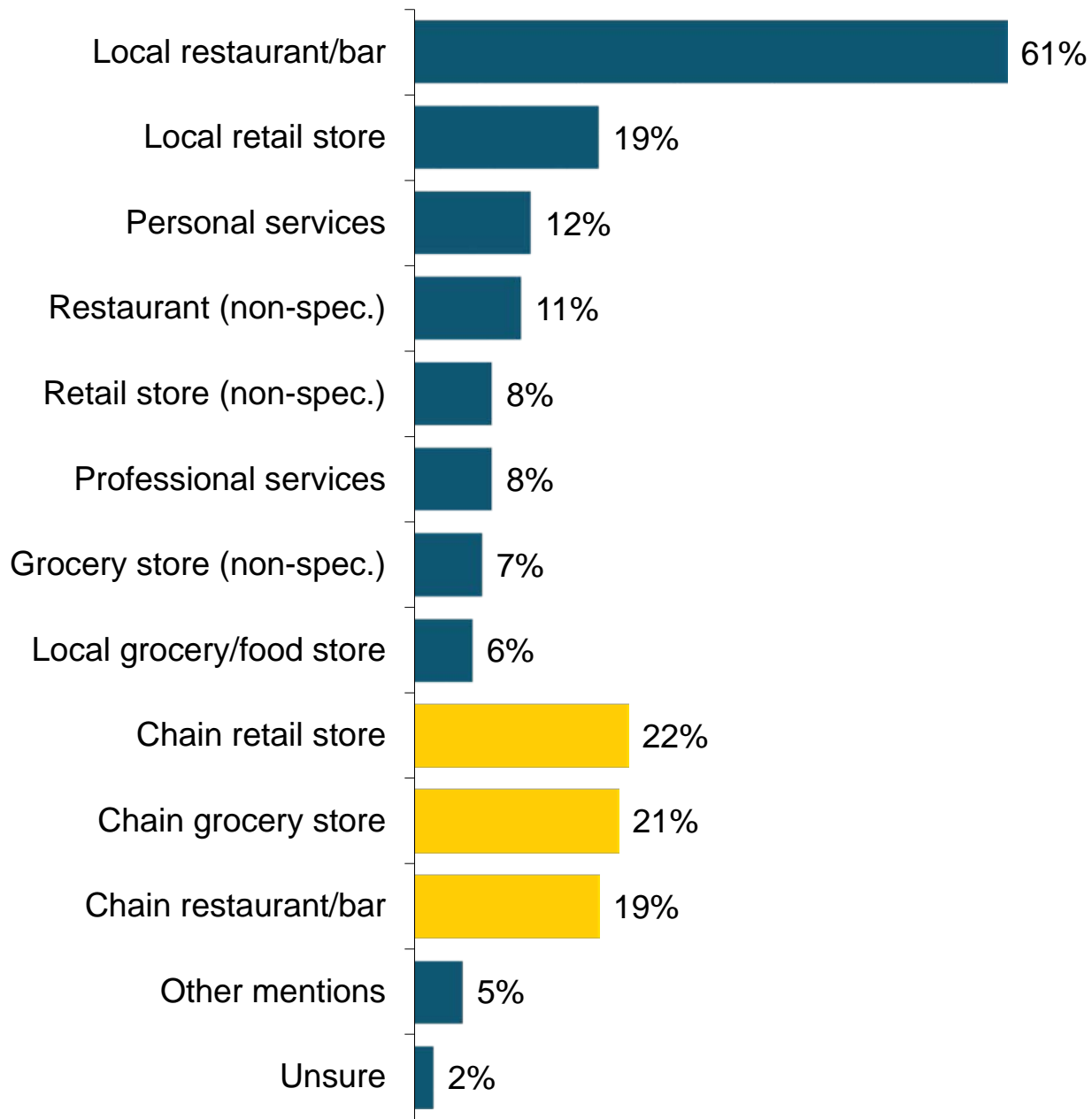


Base: Tecumseh adults aged 18+

MORE THAN HALF CONSIDER CHAIN RESTAURANTS, RETAILERS TO BE 'LOCAL'

Q26. "What are some of the stores/restaurants you have visited?"

Base: Those who have purchased from local businesses (n=383)
*Multiple mentions were accepted.
Totals may exceed 100%.

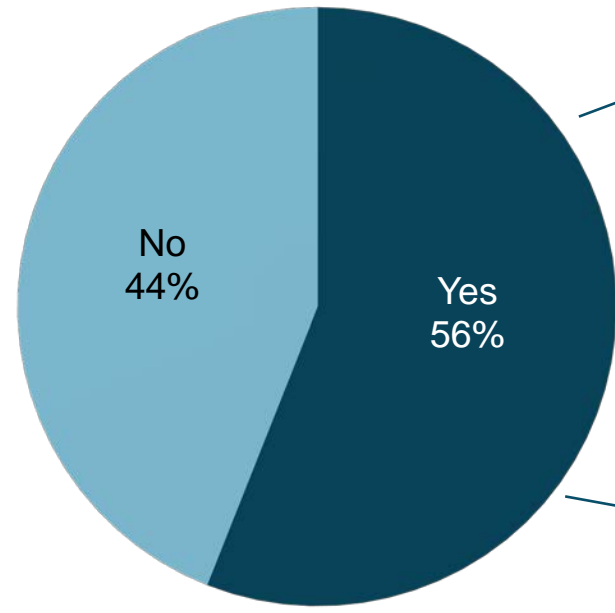


COMMUNICATIONS



ONE-HALF OF RESIDENTS HAVE CONTACTED THE TOWN WITHIN THE PAST YEAR

Incidence of engaging with the Town in the past 12 months



38%
Contacted the Town about an issue/concern



29%
Provided input/ comments to the Town



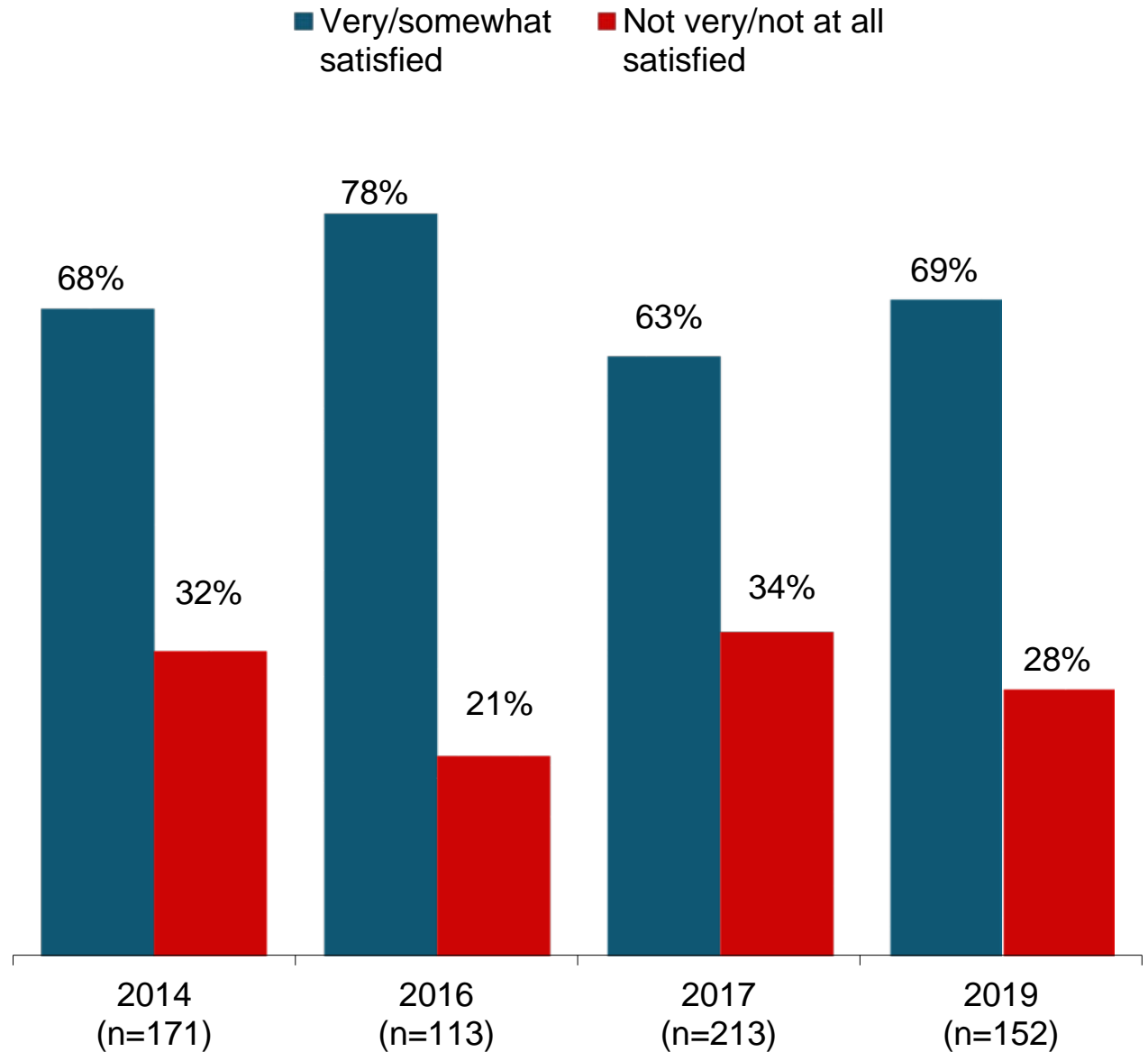
20%
Attended Town council meeting

Q16. "Have you done any of the following in the past 12 months?"

Base: Tecumseh adults aged 18+

NEARLY SEVEN IN TEN ARE SATISFIED WITH HOW THE ISSUE WAS RESOLVED

Q19. "Thinking about all the times you have contacted the Town about a particular issue, how satisfied are you that your concern or concerns were dealt with effectively?"



Base: Those who have contacted the town about an issue/concern

NEARLY FOUR IN TEN WOULD LIKE TO ACCESS MORE INFORMATION FROM THE TOWN

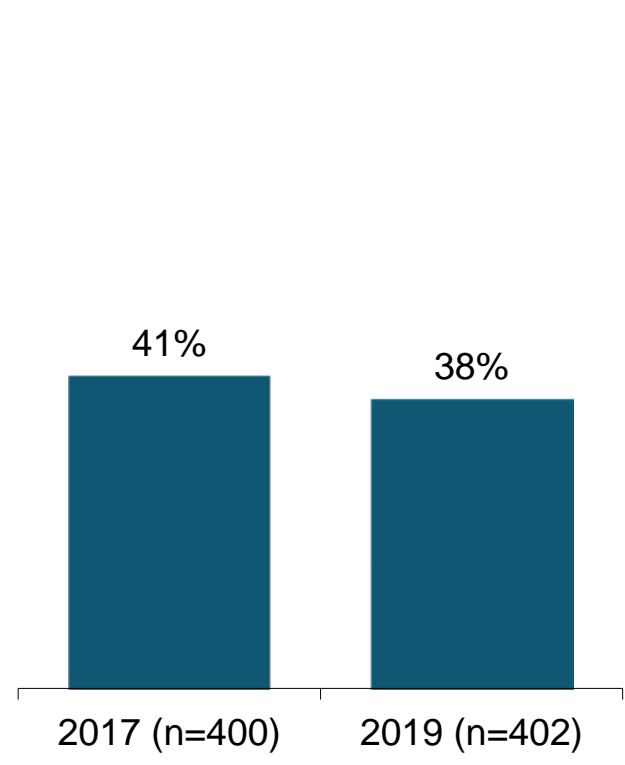
Q21. "Thinking about the amount of information you receive from the Town of Tecumseh, would you say you receive enough information about Town activities, or would you like more information?"

Base: Tecumseh adults aged 18+

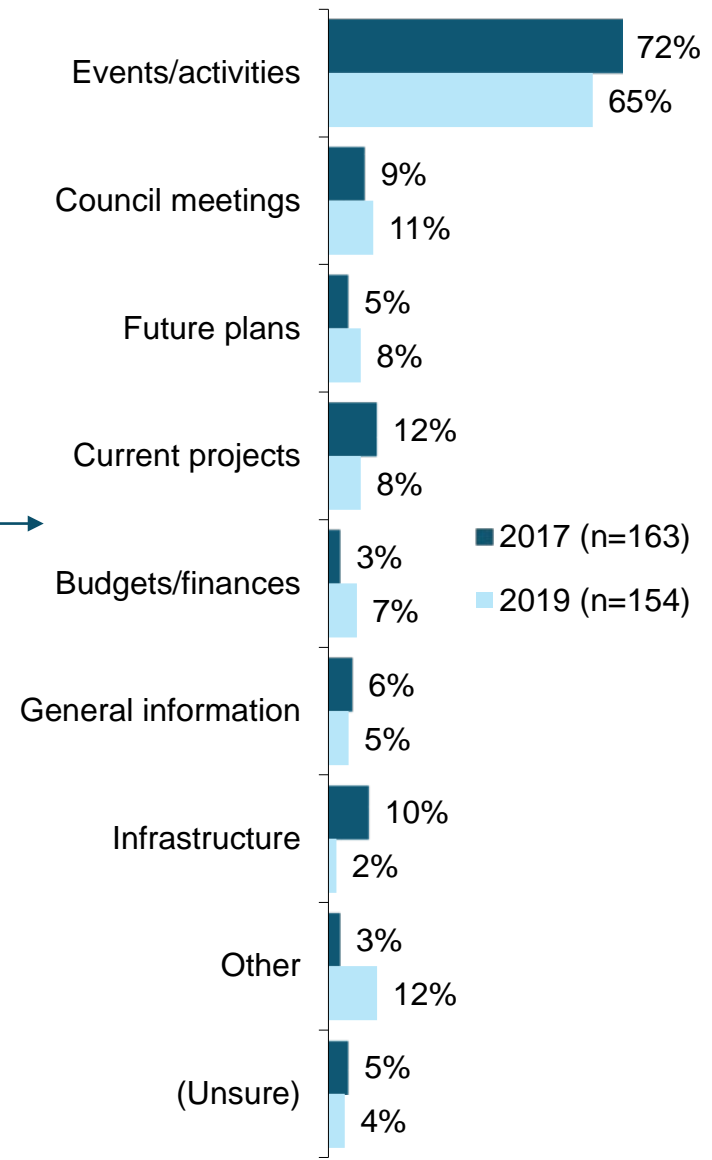
Q22. "What information would you like to know more about?"

Base: Those who want additional information

% of residents who want more information from the Town

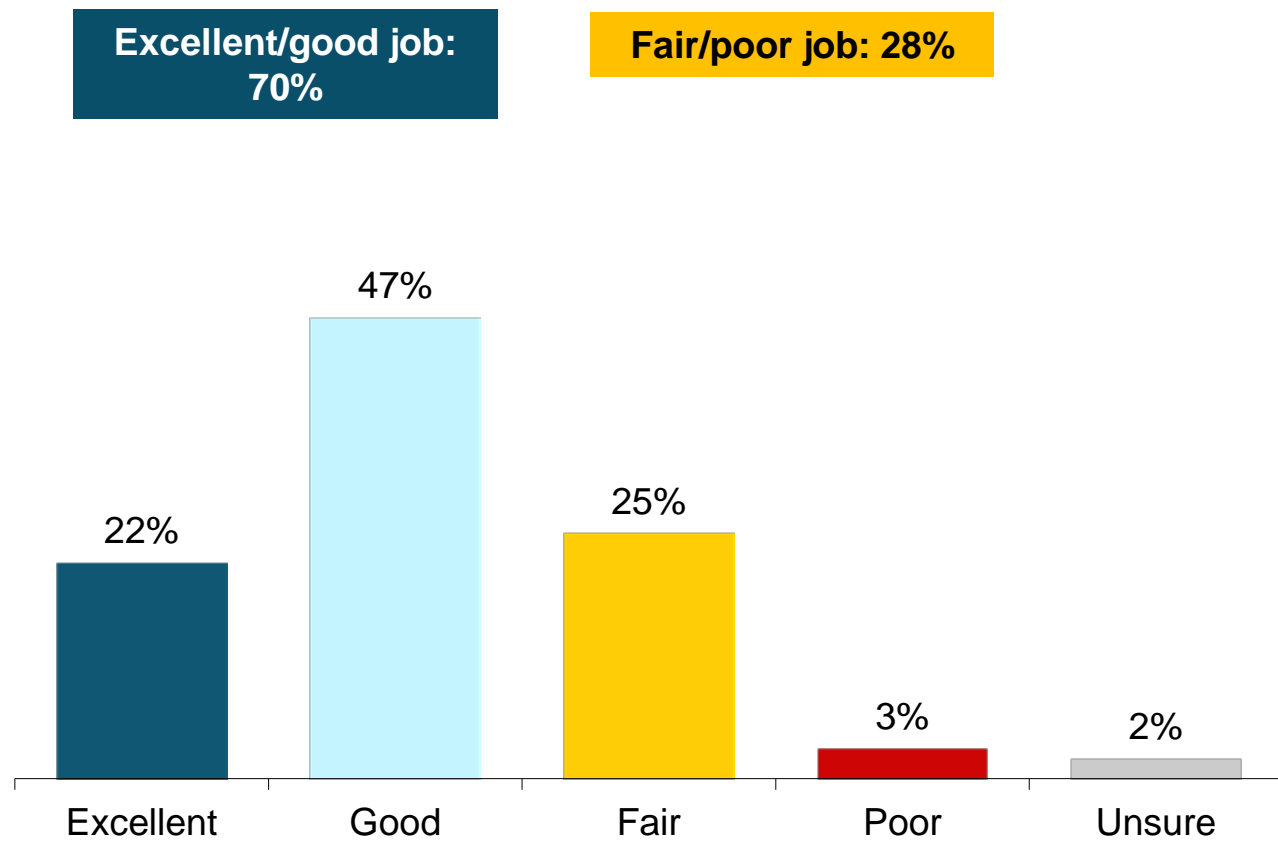


Desired information



SEVEN IN TEN RESIDENTS SAY THE TOWN DOES A GOOD JOB OF KEEPING THEM INFORMED

Q23. "Overall how good of a job does the Town of Tecumseh do informing citizens about important issues?"



Base: Tecumseh adults aged 18+

CONCLUSIONS AND KEY INSIGHTS



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- The Town continues to enjoy very high ratings on its key community metrics.
- Because overall citizen satisfaction is so high, it is difficult to identify obvious areas for improvement.
- Flooding remains a significant citizen priority to address.
- There continues to be a strong appetite for additional recreation programs and facilities in the Town.
- Despite a) the Town's crime rate being low and b) citizens feeling the community is safe, crime now shows up as a top-of-mind concern.
- Although residents say the Town does a good job of communicating with them about important issues, there are opportunities for the Town to take steps to keep citizens more informed.

Questions?



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