



The Corporation of the Town of Tecumseh

Technology & Client Services

To: Mayor and Members of Council

From: Shaun Fuerth, Director Technology & Client Services

Date to Council: March 28, 2023

Report Number: TCS-2023-02

Subject: 2023 Citizen Satisfaction Survey

Recommendations

It is recommended:

That the final report from Nanos Research Corporation (Nanos Research) summarizing the results of the 2023 Citizen Satisfaction Survey, **be received**.

Background

The Town's Strategic Priorities form the framework for municipal policies and direction, work plans and resource allocations. In past strategic planning sessions with members of Town Council and the Senior Management Team the themes of communication and continuous improvement have been 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, online engagement platforms and utilization of local media.

In 2014, an inaugural Citizen Satisfaction Survey was conducted 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. Similar surveys were also conducted in 2015-16, 2017-18 and 2020. The purpose of these surveys is 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 on a biennial basis (where possible) to ensure the Town continues to meet or exceed the expectation of its residents. The last survey was conducted in 2019; the COVID-19 pandemic interrupted the normal schedule of the Town's biennial survey.

A request for proposal was issued in November 2022 to solicit proposals from consultants interested in conducting a citizen satisfaction survey in February 2023. Five submissions were received, and Nanos Research was the successful proponent.

Comments

Survey Method & Questions

An updated survey was developed, including the baseline questions from previous surveys and new questions that will be useful in updating the Town's Strategic Plan. This community engagement initiative was carried out via telephone to residents in all five wards from February 22 – March 19, 2023 in order to ascertain public opinion on quality of life, taxation and municipal service delivery in Tecumseh. There were 404 total surveys completed. The margin of error for a random survey of 404 residents of the Town is +/- 4.9%, 19 times out of 20. An online version of the survey was also offered to residents who did not receive a phone call but still wished to participate. 53 online surveys were completed during this time. The results of the online submissions were analyzed and once compiled, will be reported on separately from the phone call interviews.

In addition to quality of life questions, service delivery questions were asked relating to the following areas: communications, water, roads, recreation, police, fire protection, parks, libraries, snow removal, waste management and storm water drainage. As in past surveys, citizens were also asked about value for tax dollars. For the first time, the survey asked respondents if they would recommend Tecumseh to family or friends as a place to live.

Survey Results

Mr. Nik Nanos from Nanos Research will be in attendance at the Regular Council Meeting on March 28, 2023 to present the results of the survey to Council. The final report containing analysis of the survey results is attached.

The results of the survey continue to be overwhelmingly positive, exceeding national averages including 97% (same as in 2019) of those surveyed stating that they are somewhat satisfied to very satisfied with the Town's services.

A detailed copy of the final report from Nanos Research includes details of the overall citizen impression including the following highlights:

- Tecumseh's community metrics remain strong, as over 9 in 10 say they have a good-to-excellent quality of life, and almost eight in ten indicate the Town is going in the right direction (similar to previous surveys).
- When asked to rank the importance of the Town's strategic priorities, environmental and fiscally sustainable infrastructure scored highest followed by continuous improvement of the Town's services and programs.
- The proportion of residents who feel they receive excellent value for their tax dollars remains similar 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 (97%) continue to express overall satisfaction with the services provided by the Town, with more than six in ten consistently stating they are very satisfied.
- Over nine in ten residents feel they experience a strong feeling of safety in Tecumseh. Similarly, over nine in ten residents also feel that the Town is a good place to raise a family and is a place where everyone is welcome. The Town did score somewhat lower with respect home affordability which is a consistent sentiment experienced nationally.
- A new question added this year was whether respondents would recommend Tecumseh as a place to live. Nine in ten residents indicated they would most likely recommend the Town of Tecumseh to friends and family.
- Residents were asked to identify their most important issue facing the Town today. The top three issues are: taxation/costs going up, roads & infrastructure, and population growth & housing affordability. Slipping from first in 2019 to the fourth issue in 2023, was risk of flooding.
- When asked about the type of housing needed in Tecumseh, residents feel the Town is in need of more retirement homes and single detached family homes followed by lower ratings for Town houses and apartments.
- Almost two thirds of those that have contacted the Town on an issue state they were generally satisfied with how it was dealt with (down slightly from 2019).

- 95% of those surveyed who have visited the Town's website were able to find what they were looking for.

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

Administration has reviewed the results of the survey with a view to areas of focus for continuous improvement:

- Continue to explore and better understand methods to reach Town of Tecumseh residents with important information, through various communications channels, including community engagement opportunities, taking into account the Town's demographic profile.
- Improve the awareness, knowledge and reach to the community, highlighting the diversity of parks and recreation services and amenities.
- Establish consistent approaches across all departments as we move forward with plans for Customer Service excellence for our clients and residents.
- Continue with implementation of the Council-approved growth plan to address concerns with infrastructure, population growth and housing availability.

Results of the 2023 Citizen Satisfaction Survey will be communicated to our residents via: the Town's website, social media channels, a media release, and posting in all Town facilities.

Consultations

All Departments

Financial Implications

The 2023 Citizen Satisfaction Survey was funded from the Technology & Client Services operation budget in the amount of \$12,990.55 + HST.

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 Technology & Client Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
1	2023 Citizen Satisfaction Survey Report – Nanos Research