

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: Tuesday, March 25, 2025

Report Number: TCS-2025-02

Subject: 2025 Citizen Satisfaction Survey

Recommendations

It is recommended:

That the final report from Nanos Research Inc. summarizing the results of the 2025 biennial Citizen Satisfaction Survey, **be received**.

Background

The Town's Strategic Priorities establish a framework for municipal policies, workplans and resource allocations to achieve sustainable community growth and deliver services that support an exceptional quality of life. As part of measuring key indicators and evaluating how to collectively action each of the three Strategic Priorities, gathering feedback from Tecumseh residents on a biennial basis through the Citizen Satisfaction Survey is an important source of information. In addition to conducting the biennial survey, providing opportunities for Tecumseh residents to engage with the Town and access information regarding programs, amenities and services continues to be prioritized on the website, social media channels, online engagement platforms and utilization of local media.

The Town launched an inaugural Citizen Satisfaction Survey in 2014 to establish a baseline assessment 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, 2020 and 2023. The purpose of conducting the surveys is to gather opinions and feedback from Tecumseh residents on overall quality of life in the Town, issues of concern and satisfaction with Town services, as well as the importance of policing services, strategic goals, recreational activities, housing and Town communication. The results assist in determining current service needs within the Town, identify areas for

potential improvements, and provide comparable tracking metrics related to overall satisfaction with the quality of life in the Town of Tecumseh. Council committed to conducting this survey on a biennial basis to ensure the Town continues to meet or exceed the expectations of its residents.

Comments

A request for proposal was issued in November 2024 to solicit proposals from consultants interested in conducting the Town's citizen satisfaction survey in February 2025. Six submissions were received, and Nanos Research Inc. was the successful proponent. An updated survey was developed, including questions from previous surveys as well as new questions that are reflective of current priorities and initiatives. Nanos conducted a random telephone survey of 400 residents in all five wards from February 5 – March 3, 2025. An online version of the survey was also offered to residents who did not receive a phone call but still wished to participate. 157 online surveys were completed during the collection period. The results of the online submissions were analyzed separately from the phone call interviews.

Service delivery categories used in the survey include water, roads, recreation, police, fire protection, parks, festivals and events, tourism, libraries, snow removal, waste management and storm water drainage. Categories that were added or amended pertained to applications and licensing, by-law enforcement, building and planning and Tecumseh Transit Service. Questions related to communication, engagement, access to Town information and general customer service were also maintained within the survey.

The results of the survey continue to be positive with 93% of those surveyed indicating they are somewhat to very satisfied with the Town's services. Attachment 1 provides the detailed final report and analysis from Nanos Research Inc.

Below is a summary of findings found within the report:

- Tecumseh's quality of life metrics remain positive, as over 8 in 10 indicate they have a good-to-excellent quality of life living in Tecumseh. Nearly 7 in 10 survey participants believe the Town is going in the right direction, which overall is a decrease from the 2023 results (nearly 8 in 10).
- The perceived value of the tax dollars residents pay is lower in 2025 compared to 2023. About 6 in 10 residents (58%) indicate very good or good value for the property taxes paid towards Town services compared 7 in 10 (71%) in 2023. Residents in the 18-34 demographic were less likely to say the value is very good compared to the 55 plus demographic.
- With respect to Council's Strategic Priorities, residents attribute a high importance to each strategic goal for the Town.

- 93% of Tecumseh residents express overall satisfaction with the services provided by the Town.
- Satisfaction with how concerns are handled by the town has improved over the past two years (74% satisfaction in 2025, 64% satisfaction in 2023).
- Compared to 2023, importance of services has increased for stormwater drainage (77% to 84%) and hosting festivals and events (49% to 58%) and decreased for policing (91% to 81%) and road maintenance (87% to 80%). Top services identified by residents as needing improvement include road infrastructure, sewer/water infrastructure and police/bylaw.
- Residents feel the most important issues facing the Town today are roads & infrastructure followed by population growth & housing and traffic & parking.
- When considering the importance of policing services for the Town, all seven subcategories fell within a range of 75-86% for importance. The subcategories include traffic safety and enforcement, theft, community visibility, community education, intimate partner violence, mental health crisis response and youth crisis response.
- Over nine in ten residents feel they experience a strong feeling of safety in Tecumseh and that the Town is a good place to raise a family. Nine in ten residents also rated Tecumseh as a place where everyone is welcome. 86% of residents indicated they would most likely recommend the Town of Tecumseh to friends and family.
- 78% of residents feel the Town is in need of more affordable housing. When asked to rate Tecumseh as an affordable place to buy a home, 36% of residents rated the Town as affordable and 20% unaffordable compared to 42% and 12% respectively in 2023.
- A majority of residents contact the Town by phone (60%) followed by in-person (16%) and by email (14%). Over four in five residents who have visited the Town's website (86%) say they were able to find what they were looking for. In terms of communication preferences, email, printed newsletter, social media, and news media in general all saw notable increases compared to 2023.

The above noted highlights of the survey suggest that most Tecumseh residents continue to be generally satisfied with service delivery, responsiveness to concerns and overall quality of life.

Administration has reviewed the results of the survey and appreciates both the positive and constructive results. Continued focus and attention will be provided for the following areas:

- Explore and better understand methods to inform Town of Tecumseh residents of important information, through various communications channels taking into account the Town's demographic profile.
- Maintain consistent and coordinated customer service approaches across all departments to ensure residents have seamless and responsive experiences when engaging with the Town.
- Continue to prioritize the availability of affordable housing by undertaking Council-supported initiatives to improve housing affordability through broadening the range of housing choices for Tecumseh residents.
- Continue to inform the public on the Town's implementation of planned infrastructure improvements as set out in the Town's Asset Management Plan and Lifecycle Capital Planning.

Consultations

All Departments

Financial Implications

The 2025 Citizen Satisfaction Survey was funded from the Technology & Client Services operating budget in the amount of \$12,990.55 + HST.

Link to Strategic Priorities

Applicable	2023-2026 Strategic Priorities
☒	Sustainable Growth: Achieve prosperity and a livable community through sustainable growth.
☒	Community Health and Inclusion: Integrate community health and inclusion into our places and spaces and everything we do.
☒	Service Experience: Enhance the experience of Team Tecumseh and our citizens through responsive and respectful service.

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:

Amanda Circelli, MPA
Manager Customer Service

Reviewed by:

Shaun Fuerth, BCS
Director Technology & Client Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
1	2025 Town of Tecumseh Resident Satisfaction Survey Results Presentation – Nanos Research Inc.