

The background of the slide is a photograph of a rural landscape. A wooden fence with several posts runs across the middle ground, separating a field of tall, golden-brown grasses from a line of trees in the distance. The sky is a clear, pale blue. The overall scene is peaceful and scenic.

Township of Wellington North
Community Satisfaction Survey

March 2023



The purpose of the 2023 Wellington North Community Satisfaction Survey was to:

- Objectively measure satisfaction with municipal services and prioritize issues.
- Continuously improve municipal service delivery and inform service program design and delivery.
- Guide future actions and decisions of the Township of Wellington North.
- Enhance budgetary planning and decision processes integrating residents' priorities regarding municipal services.
- Undertake a statistically representative data collection method to obtain accurate relevant feedback from residents.

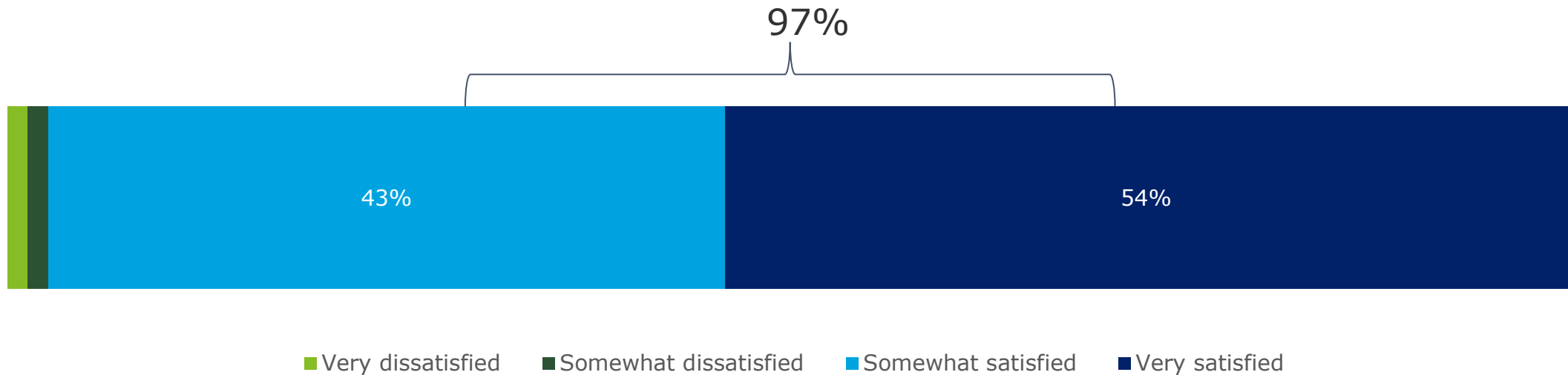
The survey used the following data collection methods:

- Residents aged 18 and older were randomly-selected from the City's population using a mix of landlines and cell phone numbers. This scientific methodology resulted in 100 completed surveys, which results in a margin of error for the study of +/-9.8% at a 95% confidence level.
- An open link survey was also distributed through the Township to residents, which resulted in 260 completes. These results are shown in a separate report.
- Results were weighted to the exact proportions of the population by age and gender (Census 2021 Statistics Canada)



Detailed Findings from Market Research Data

The overwhelming majority of residents (97%) were satisfied with the quality of life in the Township of Wellington North.



Overall, how satisfied are you with the quality of life in the Township of Wellington North? Would you say you are...

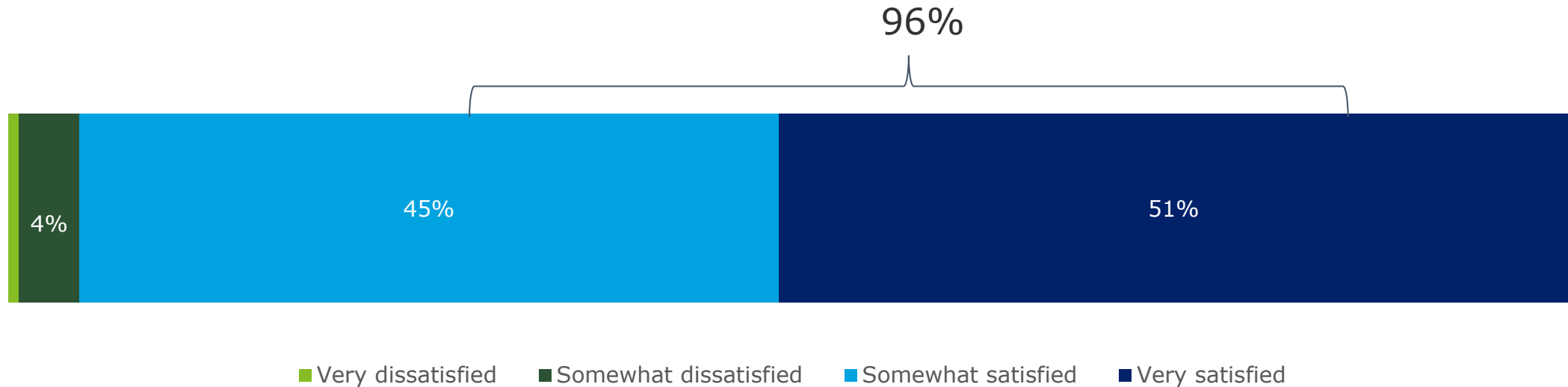
Respondents were shown/read the following information about services in the Township:

For your information, the Township of Wellington North delivers 7 programs with over 25 services. The programs include:

- *Environmental Protection (such as Water Distribution and Wastewater Collection)*
- *Corporate Services (such as HR, Financial Management, and IT)*
- *Transportation (such as Roads, Sidewalks, and Street Lighting)*
- *Development (such as Planning and Permits)*
- *Public Safety (such as By-law Enforcement and Inspections)*
- *Community Services (such as Recreation Facilities and Parks)*
- *Governance and Civic Engagement (such as Council, Engagement and Decision Making)*

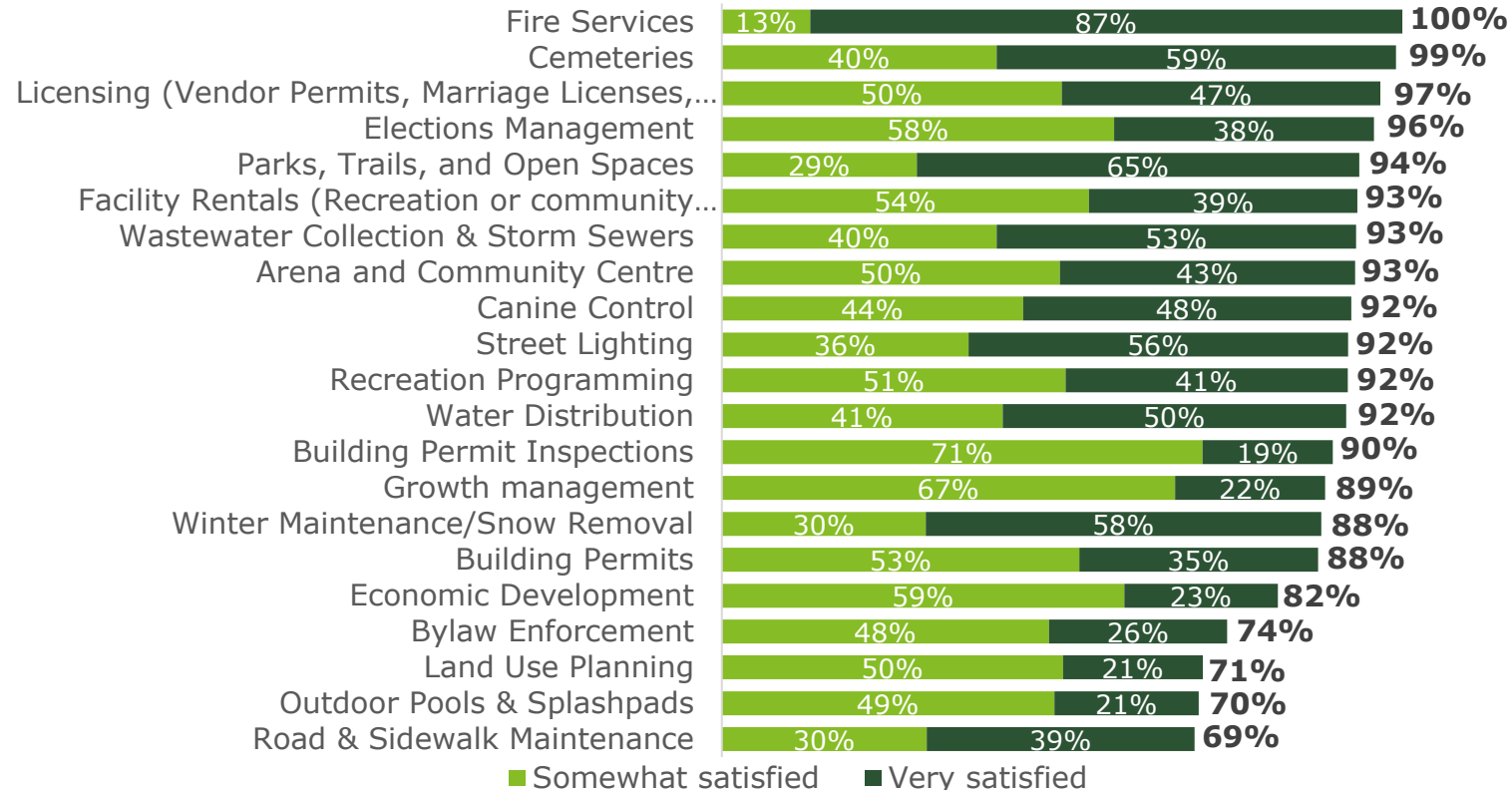
Some services within Wellington North are provided by the County of Wellington and not by the Township, such as emergency management, garbage/recycling, the library, long term care, and the museum/archives.

96% of residents were somewhat satisfied to very satisfied with the services provided by the Township of Wellington North.



Overall, how satisfied are you with the services provided by the Township of Wellington North? Are you...

The vast majority of residents were satisfied with fire services (100%), cemeteries (99%), licensing (97%), and elections management (96%).



We would like to get your opinion on various services provide by the Township of Wellington North municipal government. Please rate your level of satisfaction with each of these services.



Derived Importance

- A statistical calculation of importance
- Far more accurate relative to asking importance
- Calculates the correlation coefficient of municipal services with the KPI
- Services with a high derived importance will have the greatest impact on the KPI



Priority Matrix

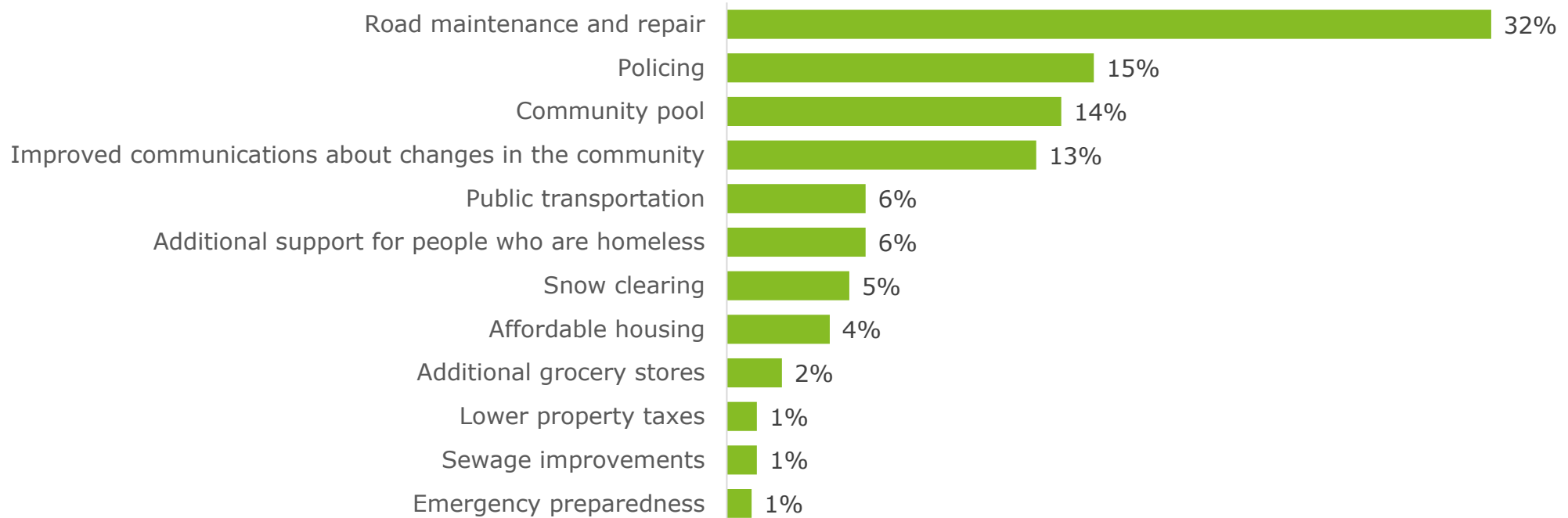
- A list of municipal services to focus efforts
- Each priority is calculated using the level of satisfaction and the importance of each service (Derived Importance)
- Services with lower satisfaction scores and higher importance become the top priorities
- Making improvements to the top priorities will have the greatest impact on improving the overall KPI

Example:



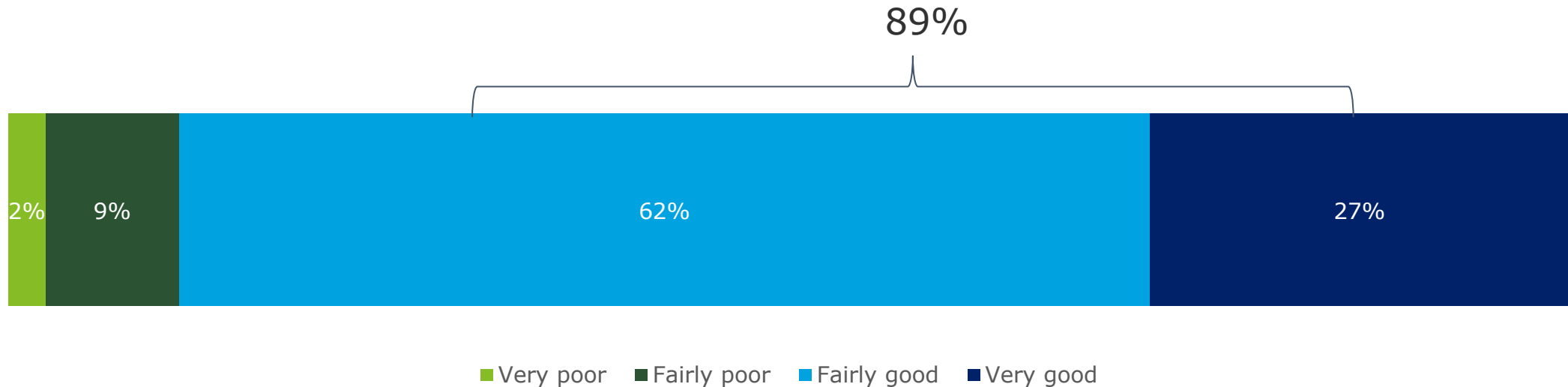
Factor	Performance	Importance	Priority Rank
Road & Sidewalk Maintenance	69%	6.7	1
Outdoor Pools & Splashpads	70%	5.5	2
Land Use Planning	71%	5.2	3
Bylaw Enforcement	74%	5.5	4
Economic Development	82%	4.9	5
Growth management	89%	5.5	6
Winter Maintenance/Snow Removal	88%	5.2	7
Parks, Trails, and Open Spaces	94%	9.4	8
Building Permits	88%	4.6	9
Recreation Programming	92%	6.4	10
Water Distribution	92%	5.8	11
Building Permit Inspections	90%	4.6	12
Wastewater Collection & Storm Sewers	93%	6.1	13
Canine Control	92%	5.5	14
Facility Rentals (Recreation or community facilities)	93%	5.8	15
Arena and Community Centre	93%	5.5	16
Street Lighting	92%	4.6	17
Elections Management	96%	5.2	18
Licensing (Vendor Permits, Marriage Licenses, Lottery Licenses)	97%	4.6	19
Cemeteries	99%	6.1	20
Fire Services	100%	4.0	21

Residents most commonly mentioned road maintenance and repair (32%) as a priority to improve the quality of municipal services.



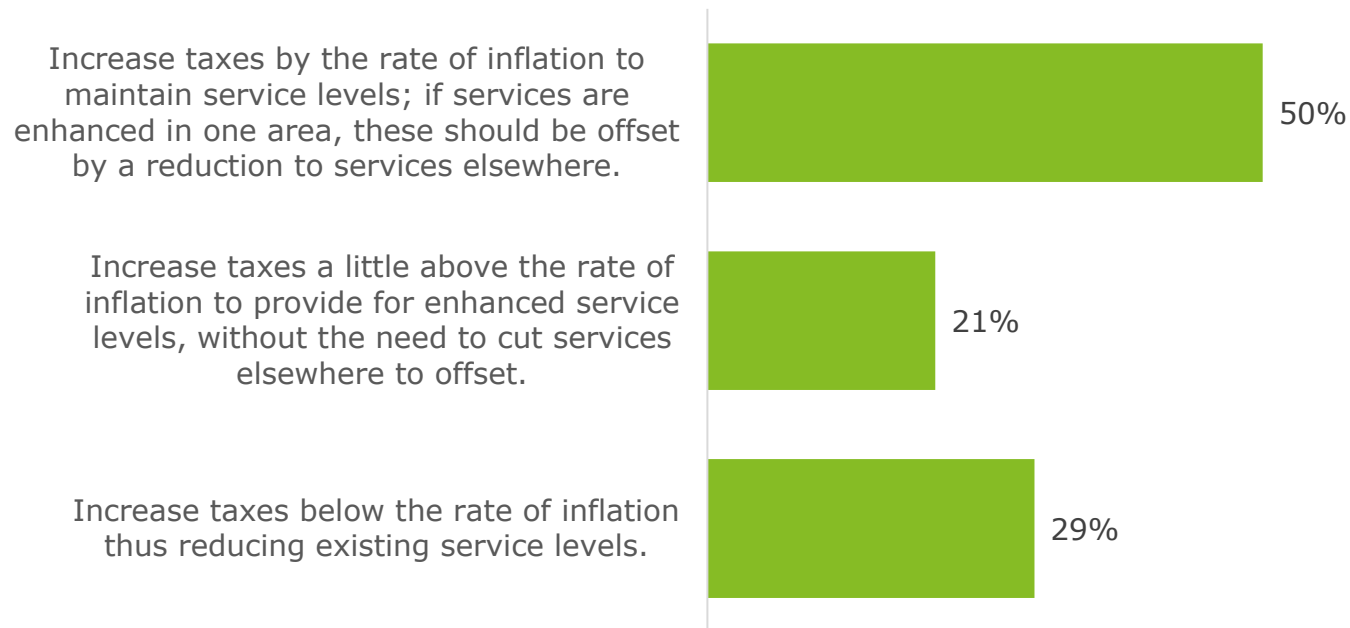
As a resident of Wellington North, what is the one issue you feel should be prioritized to improve the quality of municipal services?

The majority of residents (89%) felt that they receive good value for their tax dollars with the programs and services provided by the Township.



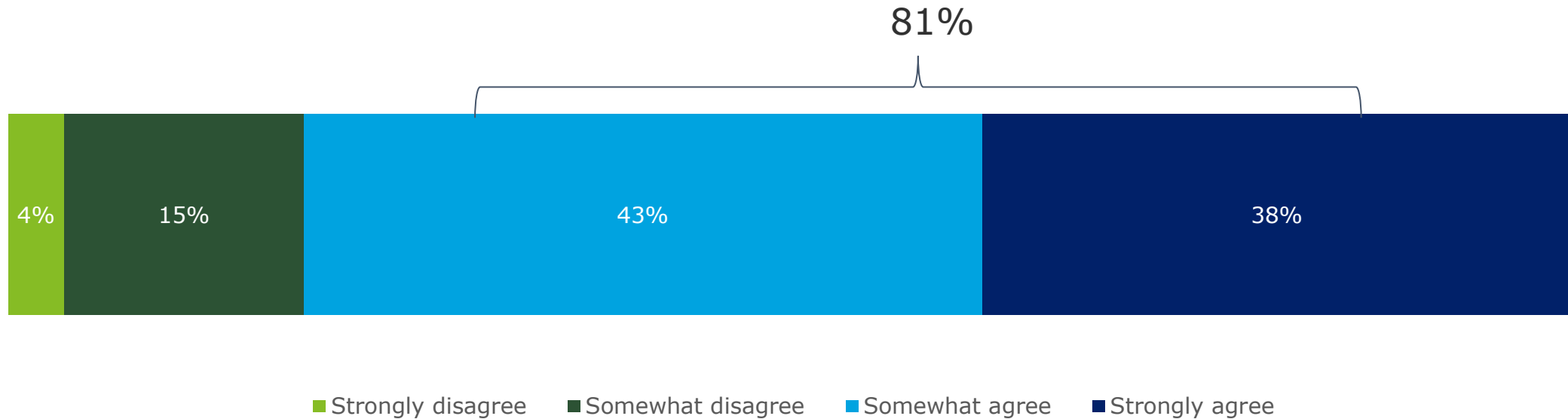
Thinking about the programs and services provided by the Township, how would you rate the value you receive for your tax dollars? Is it...?

50% of respondents reported a preference for increasing taxes by the rate of inflation as the preferred method for the Township to balance increasing costs. 71% of respondents would be in favour of at least a small tax increase.



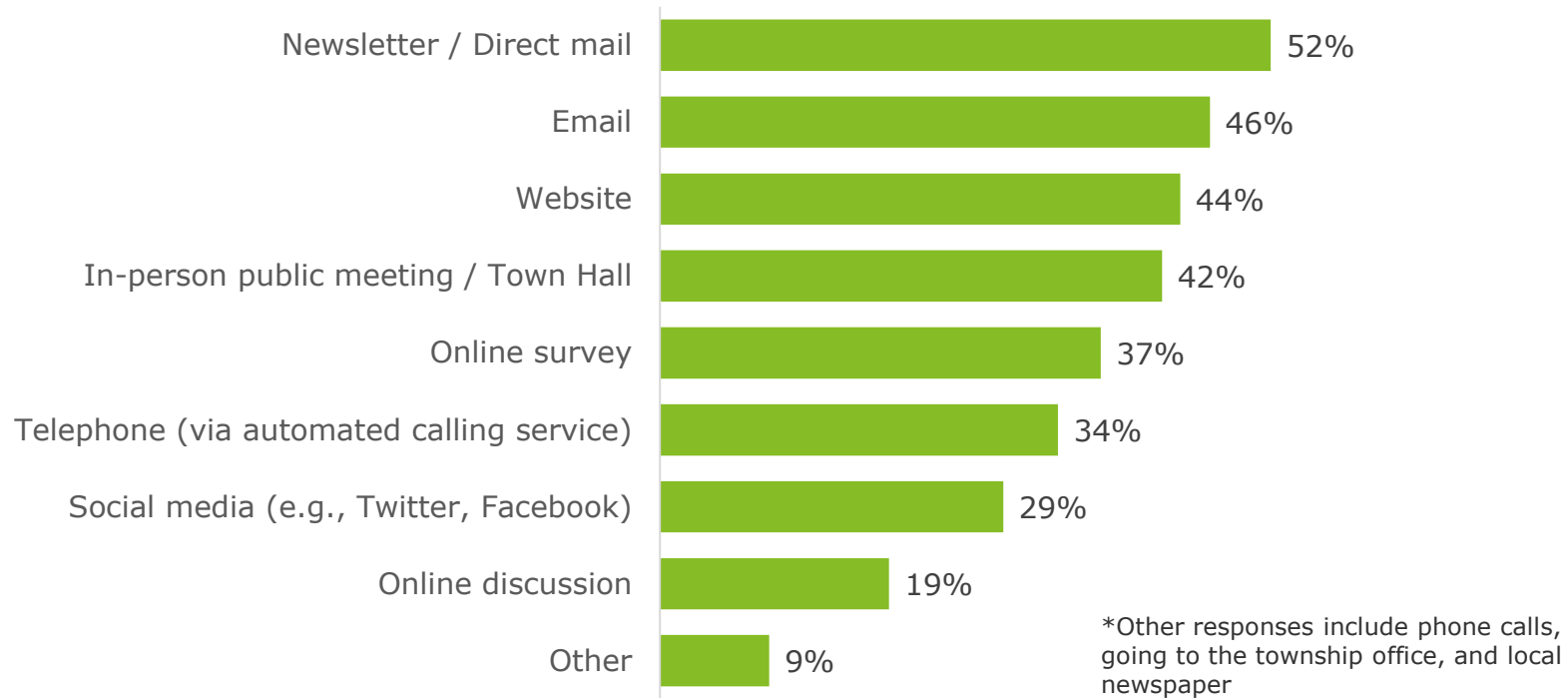
Local governments must balance the cost of delivering services with taxation, and the cost of providing services continue to rise as a result of inflation. Additionally, adding or enhancing services further adds to costs. Which of the following options would you most prefer for Wellington North to balance increasing costs?

Most residents agreed (81%) that Wellington North provides sufficient opportunities and information for meaningful participation and engagement with the Township.



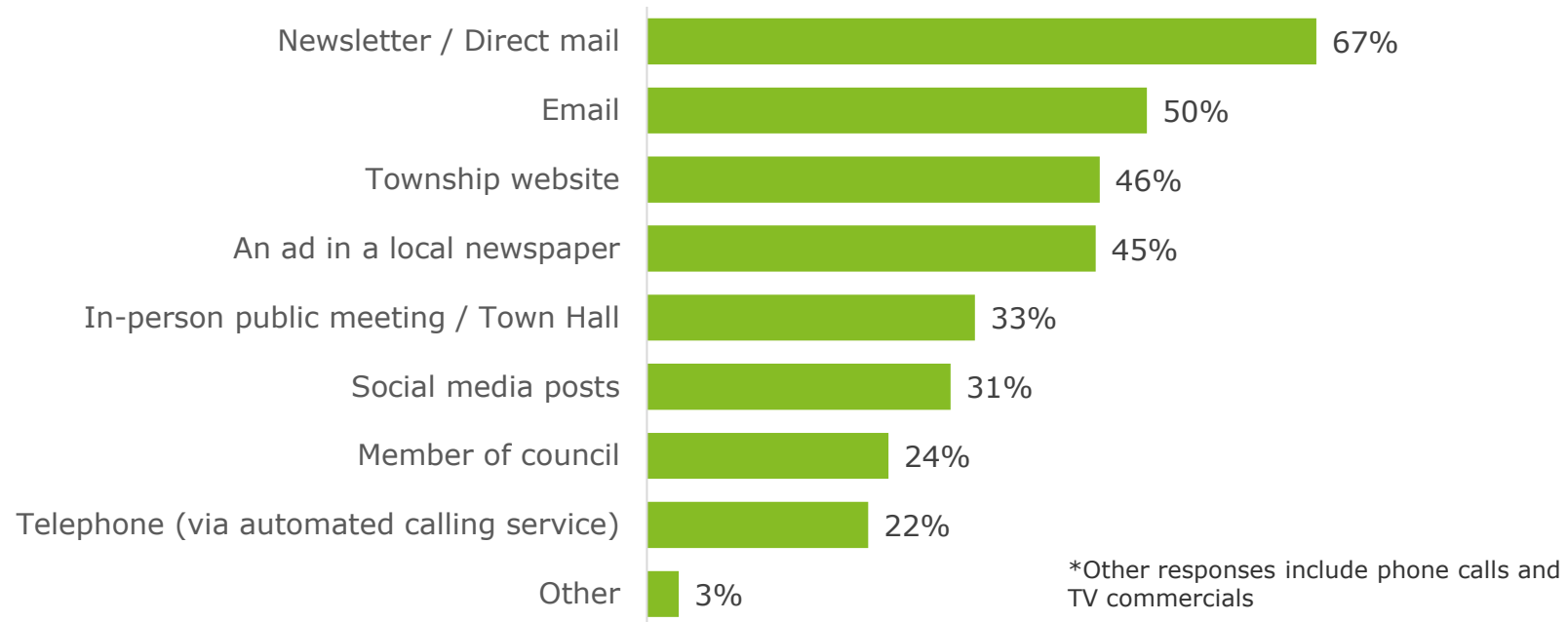
Do you agree or disagree that Wellington North provides sufficient opportunities and information to allow you to meaningfully participate and engage with the Township? Would you say you...

Respondents most commonly noted newsletters/direct mail as the preferred method of communicating and engaging with the town.



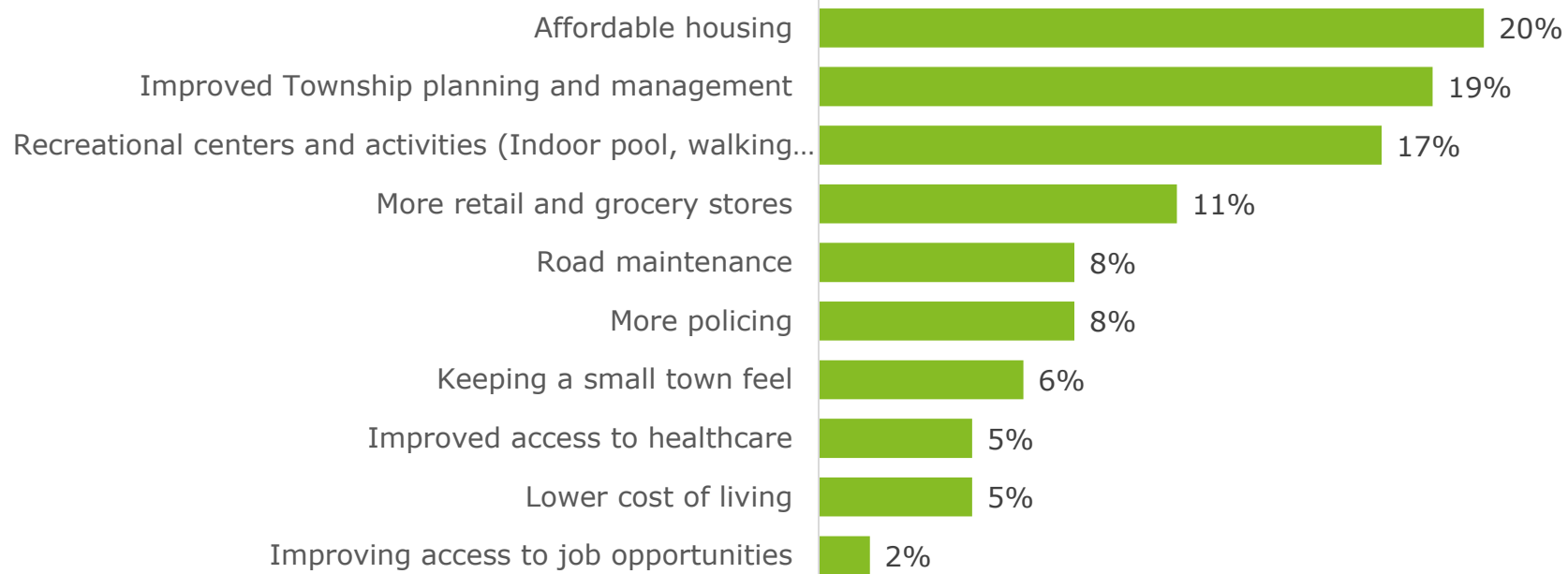
What is your preferred method(s) of communicating and engaging with the Township of Wellington North?

Most residents indicated that newsletters/direct mail (67%) were their preferred methods of receiving information about events, programs, and budget from the Township.



What is your preferred method(s) of receiving information such as events, programs, and budget from the Township of Wellington North?

Residents most commonly mentioned affordable housing as the biggest opportunity for Wellington North to improve quality of life in the Township.



Looking to the future, what is the biggest opportunity for Wellington North to improve the quality of life in the Township over the next four years?

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