



Budget 2024: Creating our Budget – Survey Results

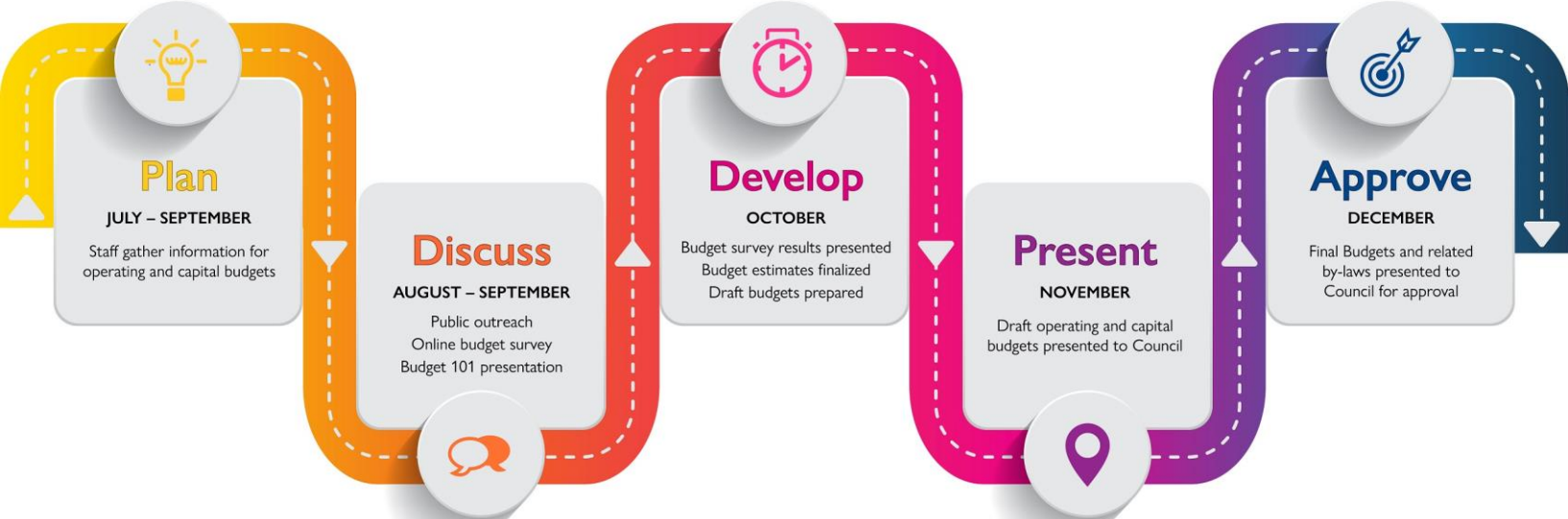
Tiffany Farrell, CPA, CA
Director of Corporate Services

About the 2023 Budget Survey

- ▶ 305 Total Responses
- ▶ **THANK YOU to everyone that completed the survey!**
- ▶ Opened July 14 to August 15, 2023
- ▶ Advertised on tax bill insert, website, social media, e-newsletter and municipal page in Middlesex Banner and in Ilderton Villager and Kilworth-Komoka-Delaware Villager
- ▶ Results will be used to inform the 2024 Capital and Operating Budgets for Middlesex Centre, as outlined in Budget Road Map



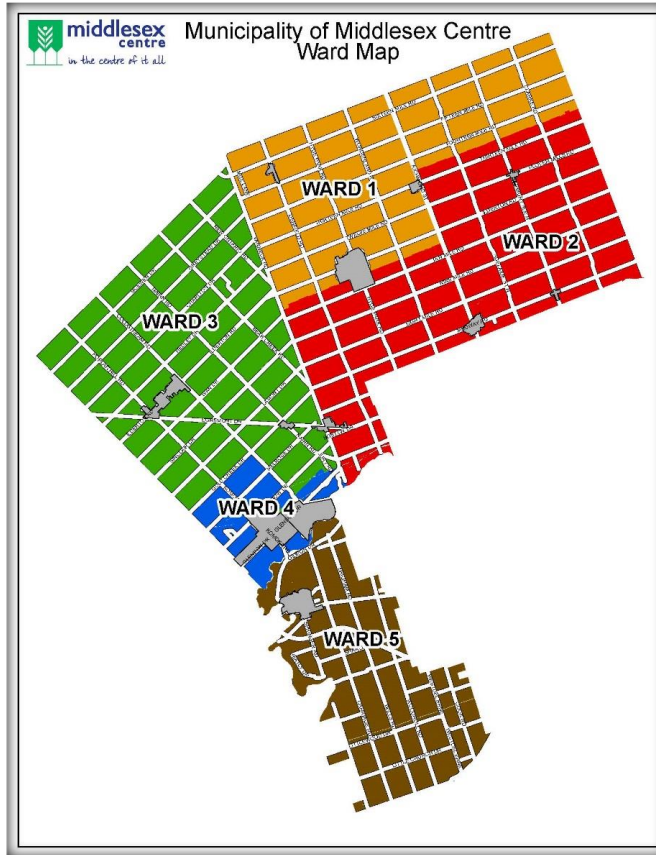
Middlesex Centre
BUDGET ROAD MAP 2024



Budget Survey Structure

- ▶ Survey structure:
 - Most questions outlined services asking residents how 1) important and 2) satisfied they are with them.
 - 1 question asked what services residents used in the past week.
 - 1 question asked for “What do you think is the single biggest challenge facing Middlesex Centre that the budget should address?” (Full written comments available at middlesexcentre.ca/budget2024)
- ▶ Additional section on customer service experiences (coming from the recent Customer Service Review). These results will be summarized for Council as part of the annual customer service update.
- ▶ Several questions provided demographic information.



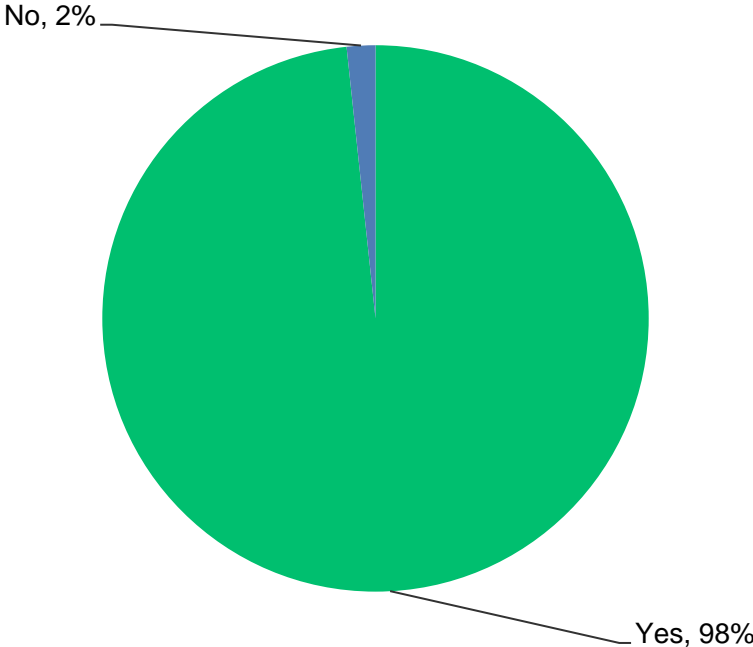


Geographic Distribution of Results



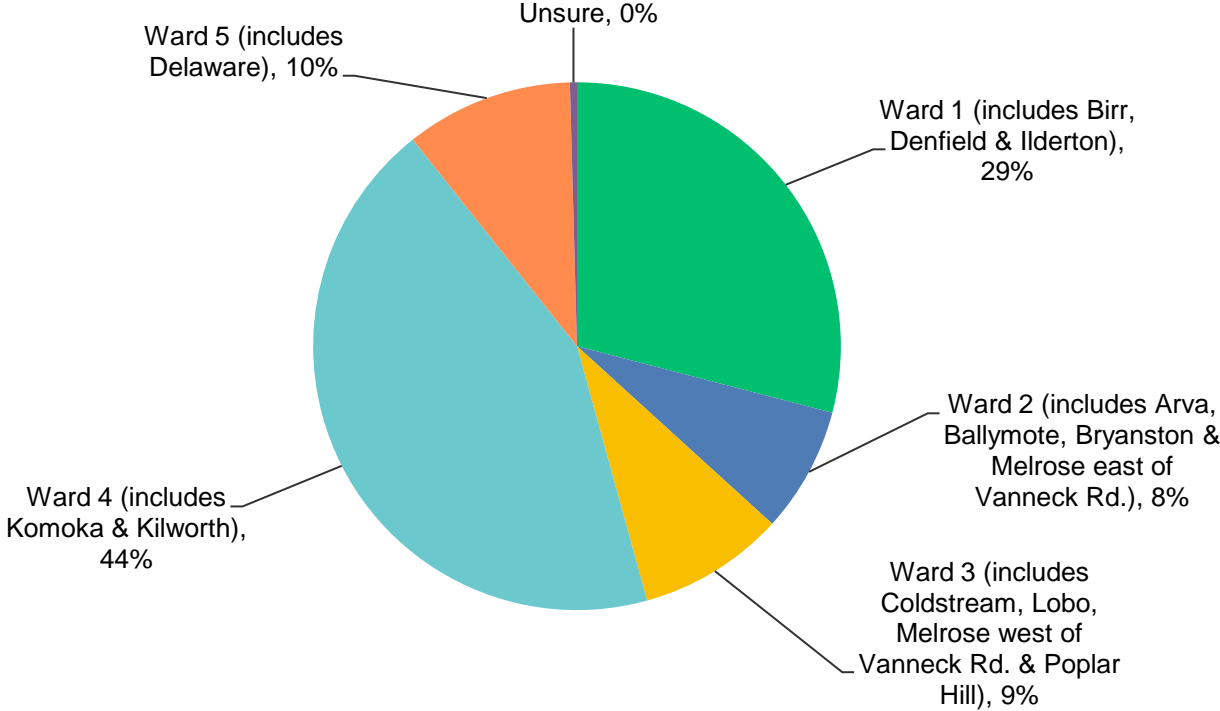
Q21: Do you live in Middlesex Centre?

Answered: 237 Skipped: 68



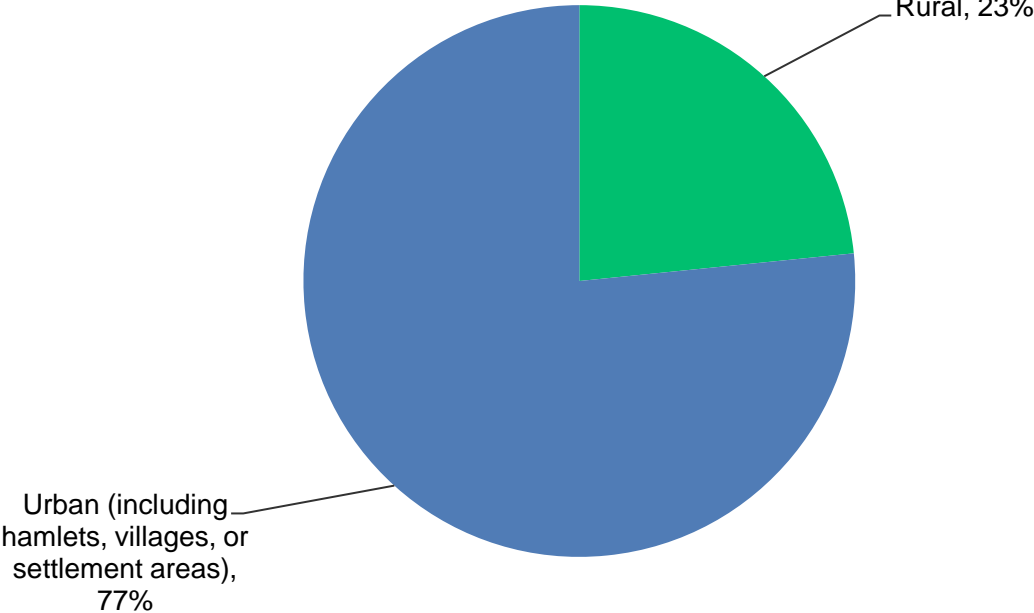
Q22: Where in Middlesex Centre do you live?

Answered: 234 Skipped: 71



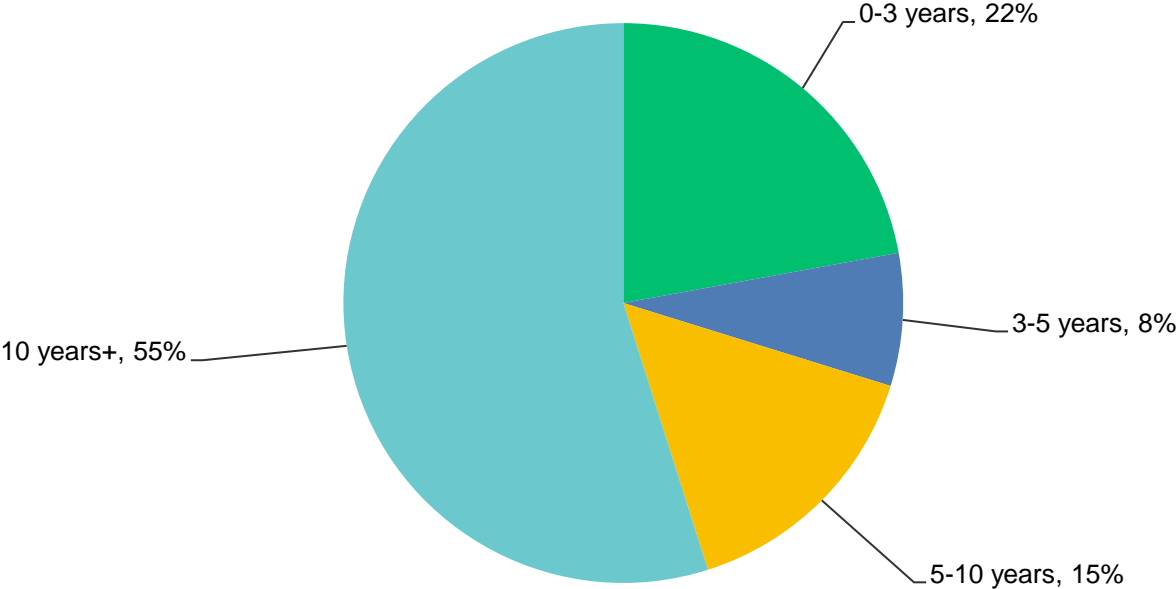
Q23: Would you describe your home as being in a rural or urban setting?

Answered: 235 Skipped: 70



Q24: How long have you lived in Middlesex Centre?

Answered: 235 Skipped: 70



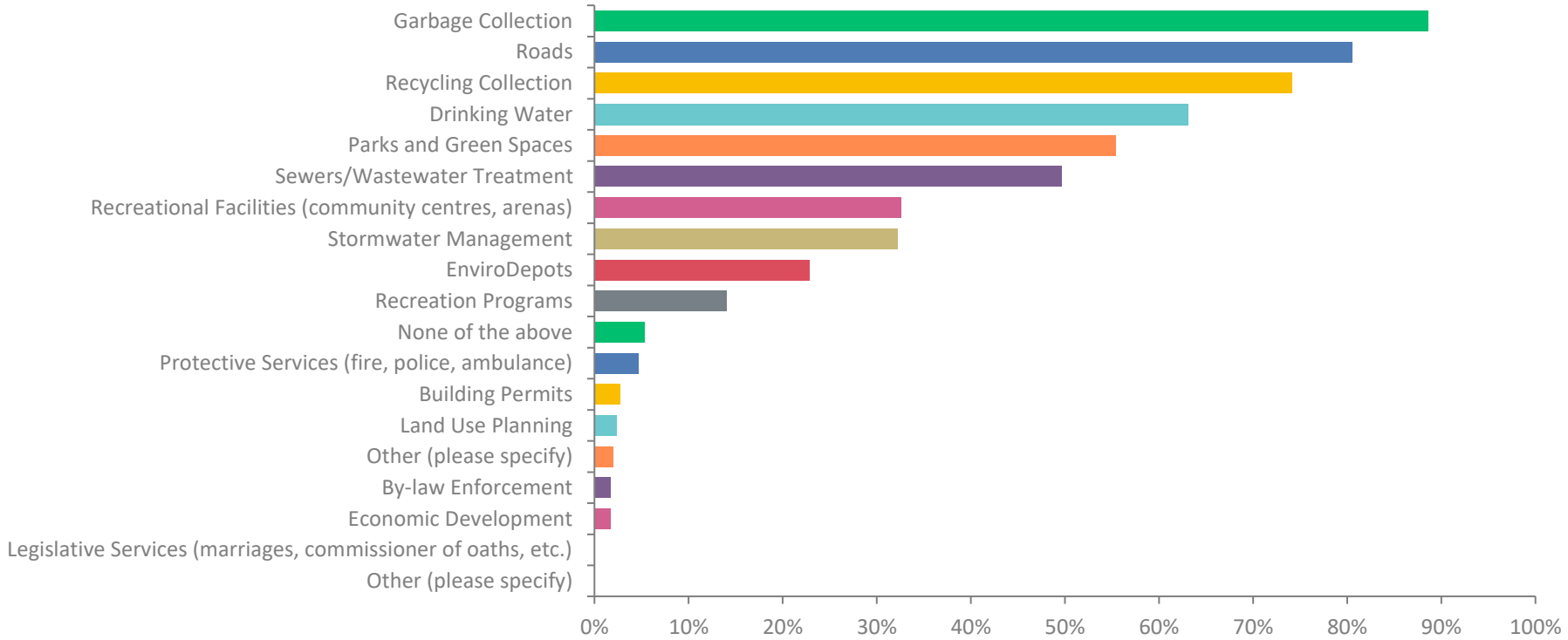


Services Used >>



Q1: Which municipal services have you used in the past week? Check all that apply.

Answered: 298 Skipped: 7



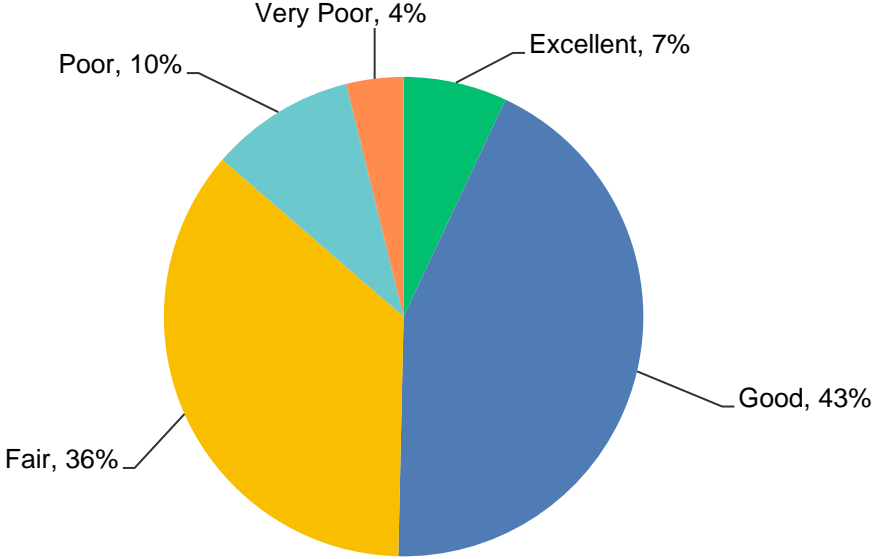


Overall Value for Tax Dollars ➡➡



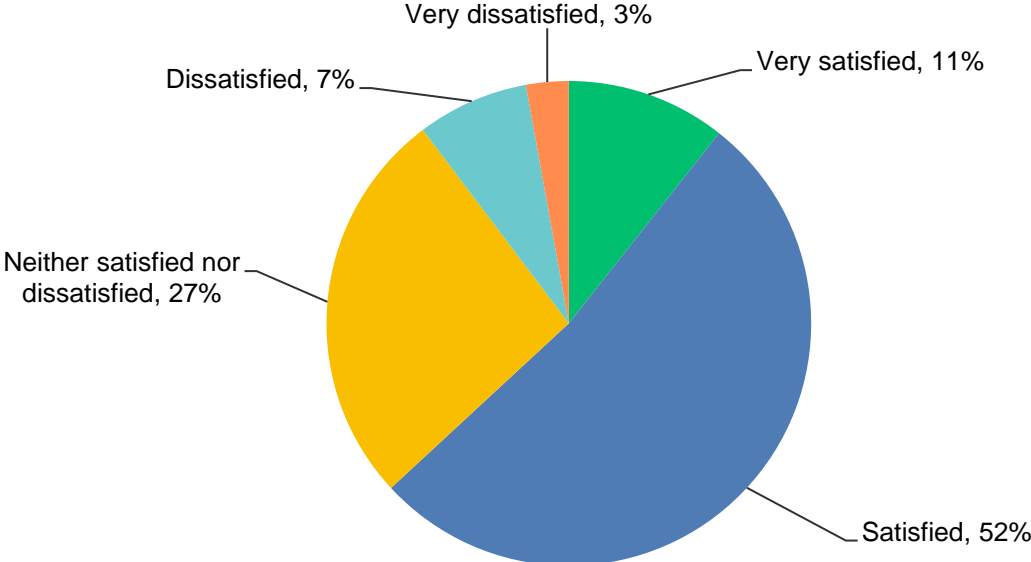
Q2: Thinking about the part of your taxes that go to Middlesex Centre, how would you rate the overall value you received for your tax dollars?

Answered: 286 Skipped: 19



Q3: Overall, how satisfied are you with the delivery of ALL the services provided by Middlesex Centre?

Answered: 282 Skipped: 23





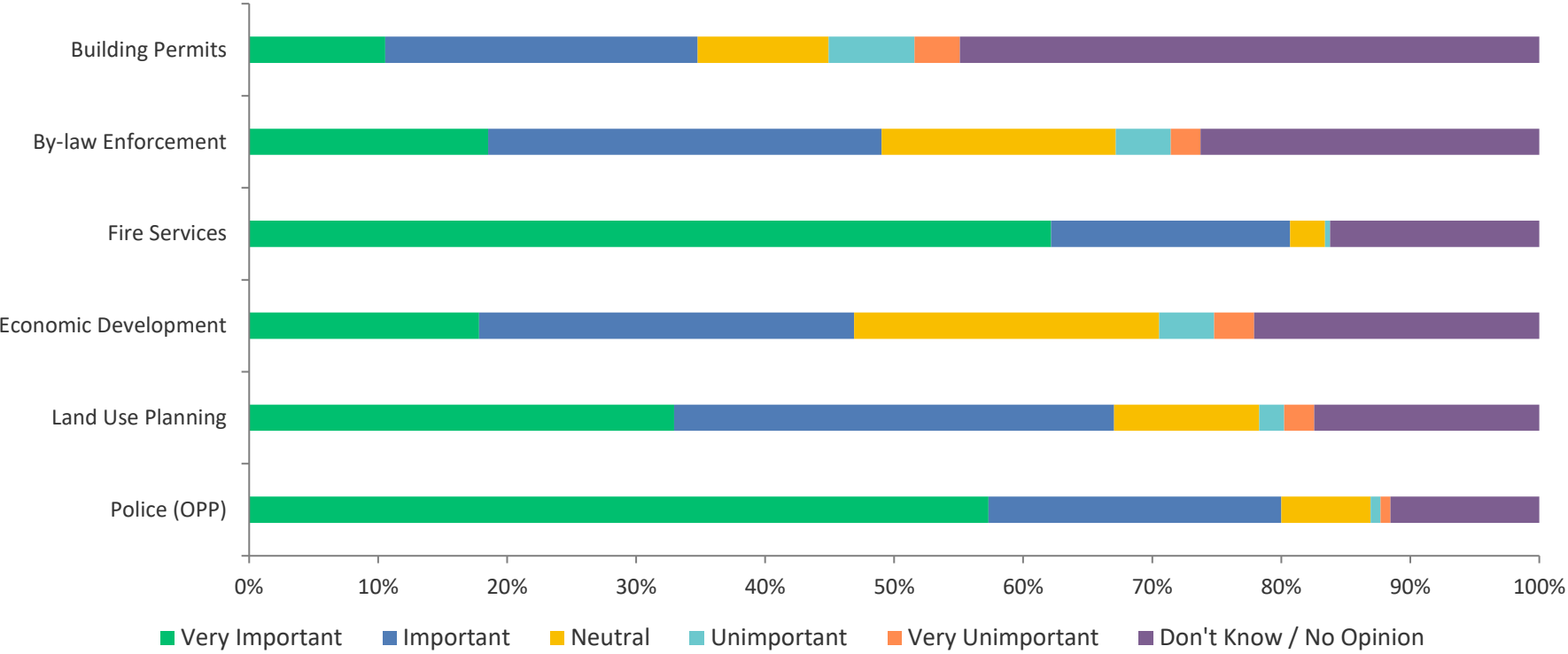
Satisfaction with Services ➤➤



PROTECTION OF PEOPLE & PROPERTY / COMMUNITY DEVELOPMENT

Q4: How IMPORTANT are the following services and programs provided by Middlesex Centre?
If you don't know or have not had any experience with the service, please choose "Don't Know / No Opinion."

Answered: 260 Skipped: 45

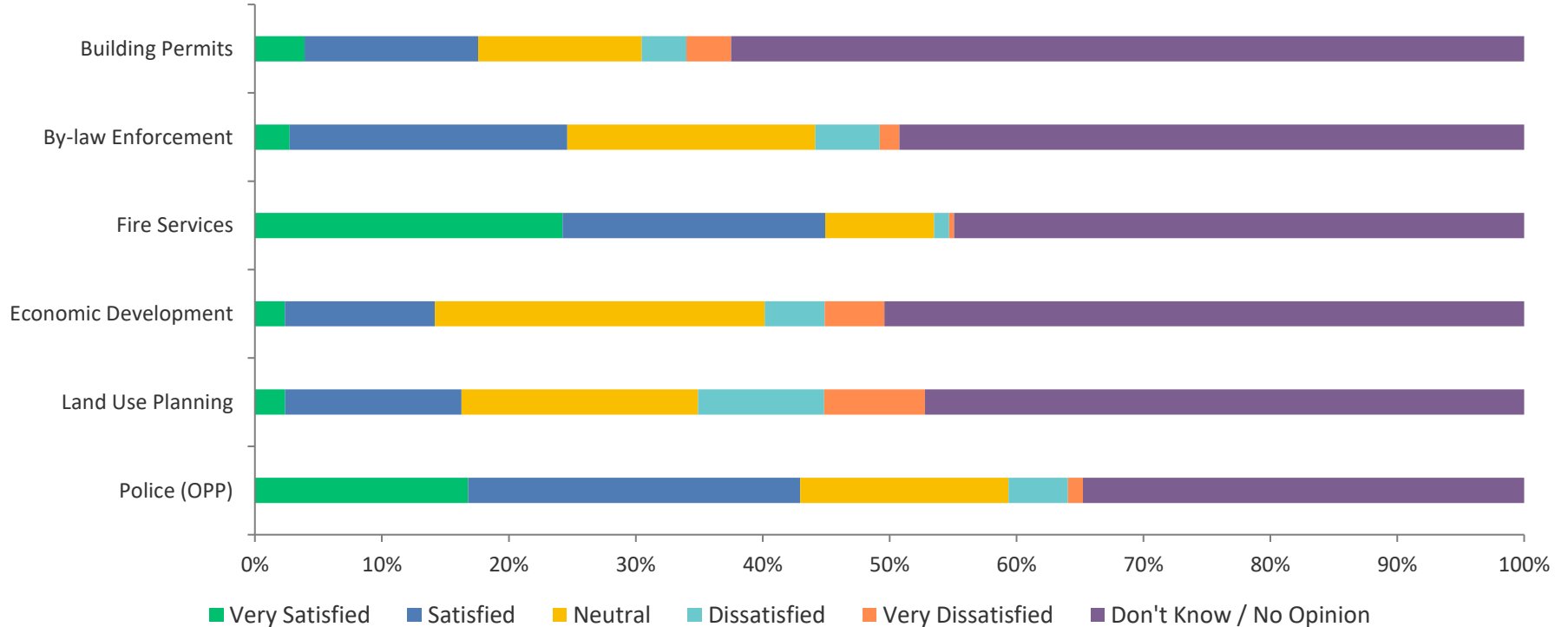


PROTECTION OF PEOPLE & PROPERTY / COMMUNITY DEVELOPMENT

Q5: How SATISFIED are you with the following services and programs provided by Middlesex Centre?

If you don't know or have not had any experience with the service, please choose "Don't Know / No Opinion."

Answered: 258 Skipped: 47

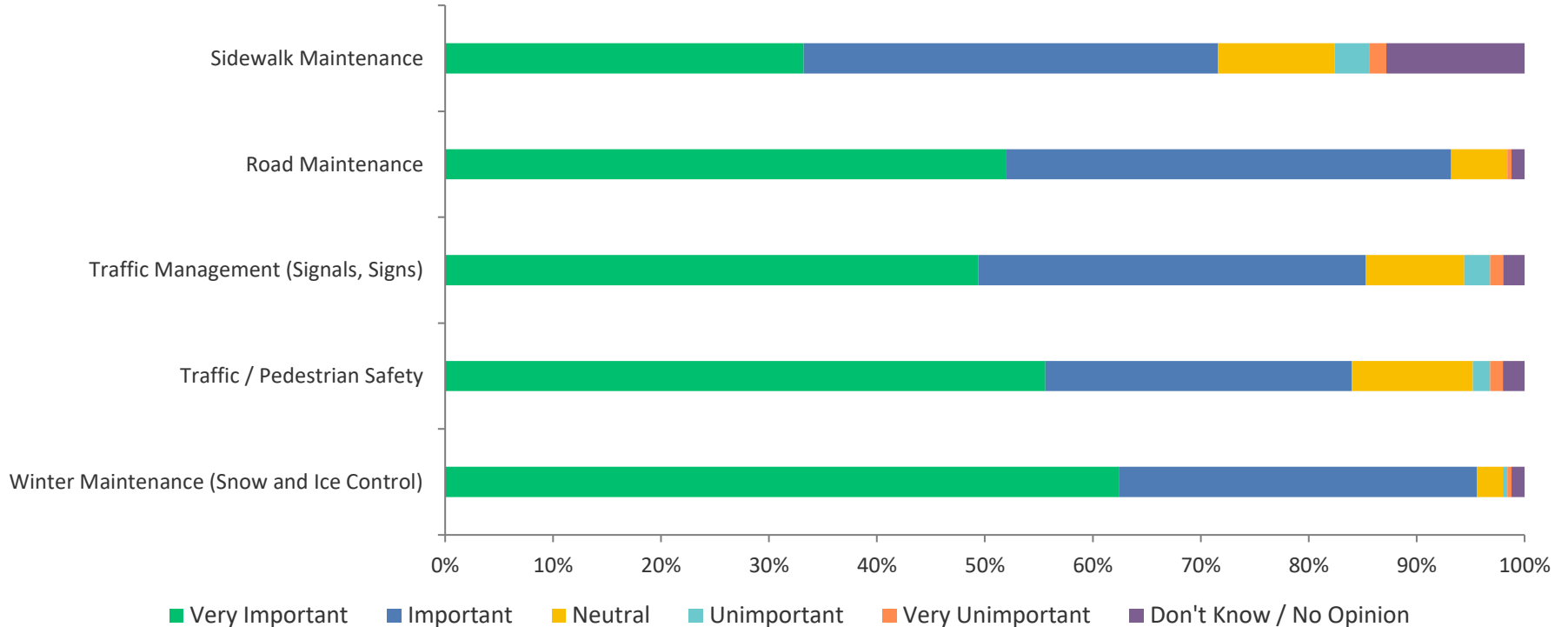


ROADS & TRANSPORTATION

Q6: How IMPORTANT are the following services and programs provided by Middlesex Centre?

If you don't know or have not had any experience with the service, please choose "Don't Know / No Opinion."

Answered: 251 Skipped: 54

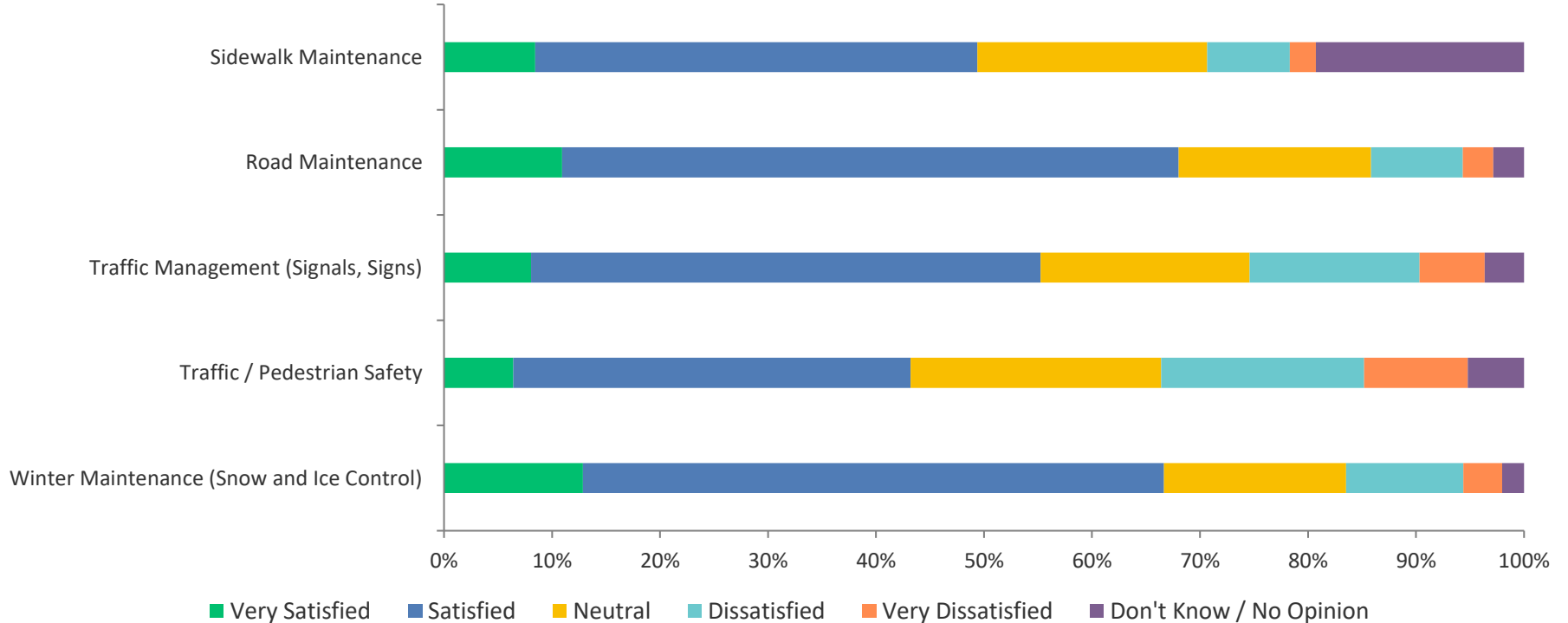


ROADS & TRANSPORTATION

Q6: How IMPORTANT are the following services and programs provided by Middlesex Centre?

If you don't know or have not had any experience with the service, please choose "Don't Know / No Opinion."

Answered: 250 Skipped: 55

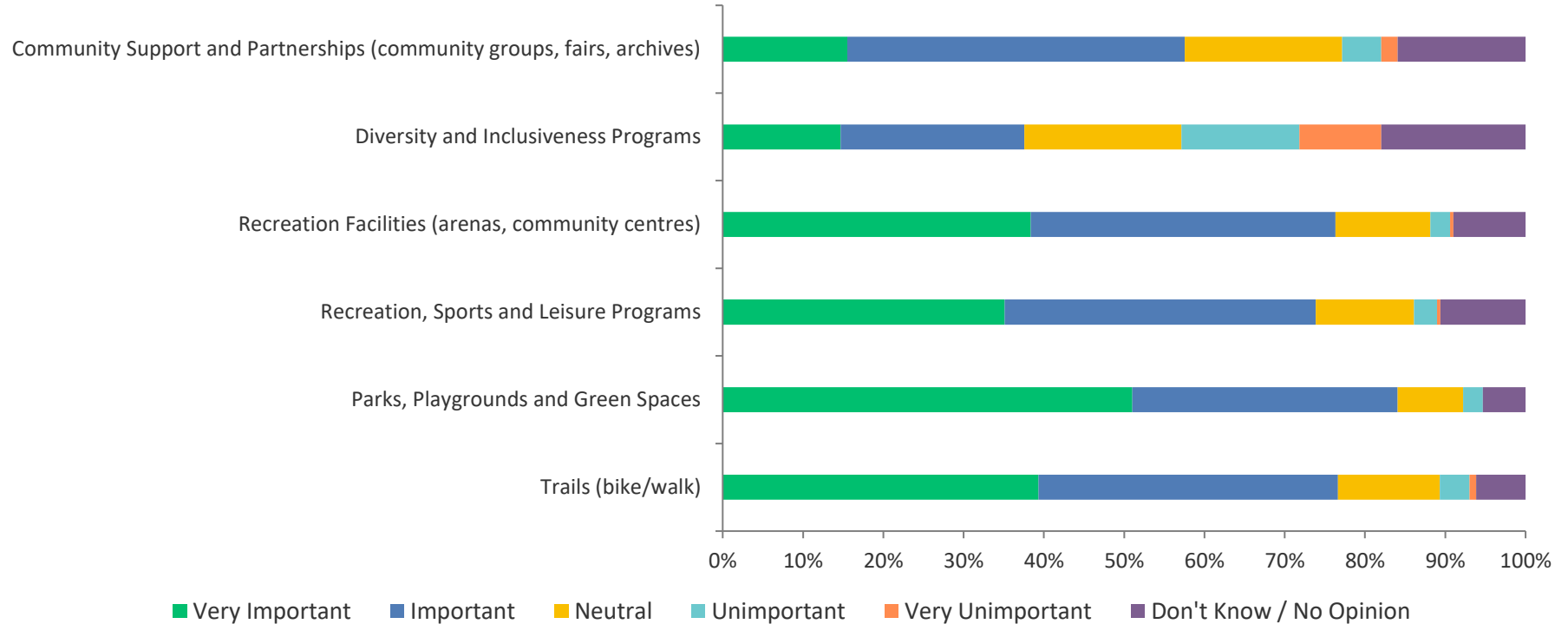


COMMUNITY: PROGRAMS & FACILITIES

Q8: How IMPORTANT are the following services and programs provided by Middlesex Centre?

If you don't know or have not had any experience with the service, please choose "Don't Know / No Opinion."

Answered: 245 Skipped: 60

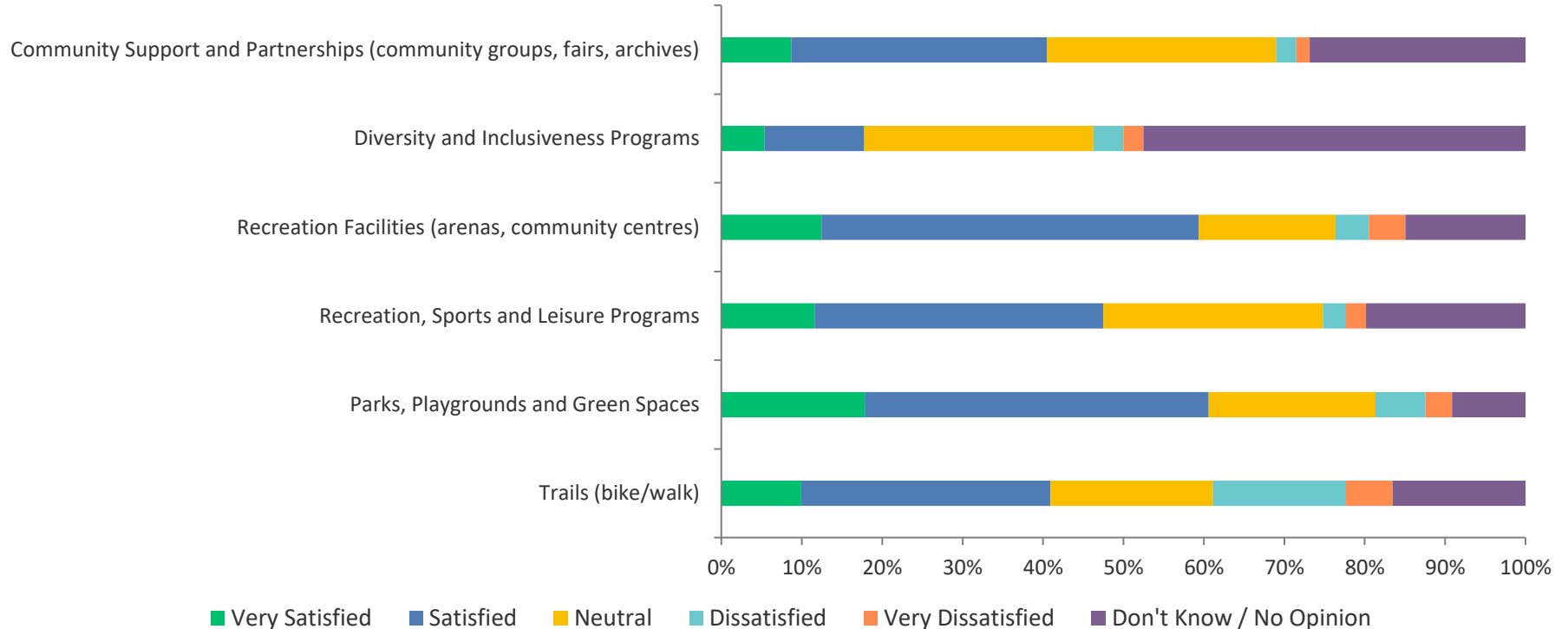


COMMUNITY: PROGRAMS & FACILITIES

Q9: How SATISFIED are you with the following services and programs provided by Middlesex Centre?

If you don't know or have not had any experience with the service, please choose "Don't Know / No Opinion."

Answered: 242 Skipped: 63

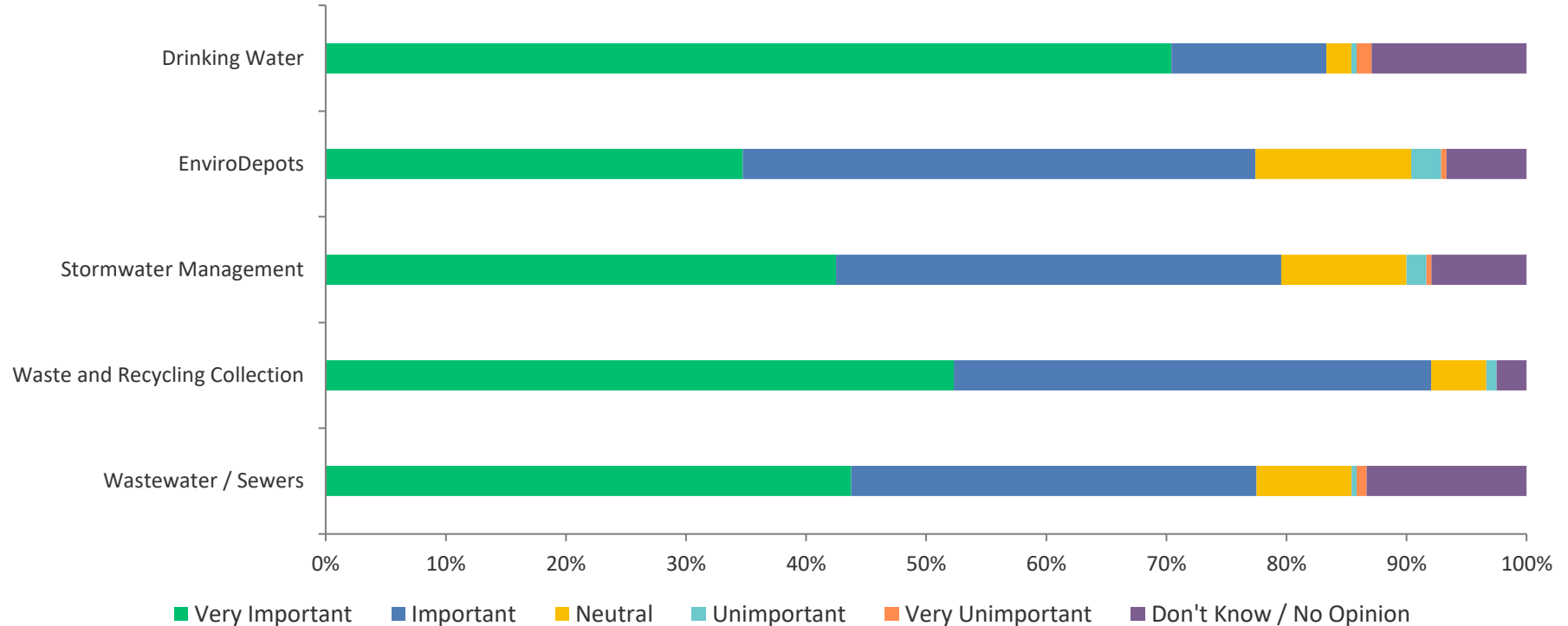


ENVIRONMENTAL SERVICES / WATER

Q10: How IMPORTANT are the following services and programs provided by Middlesex Centre?

If you don't know or have not had any experience with the service, please choose "Don't Know / No Opinion."

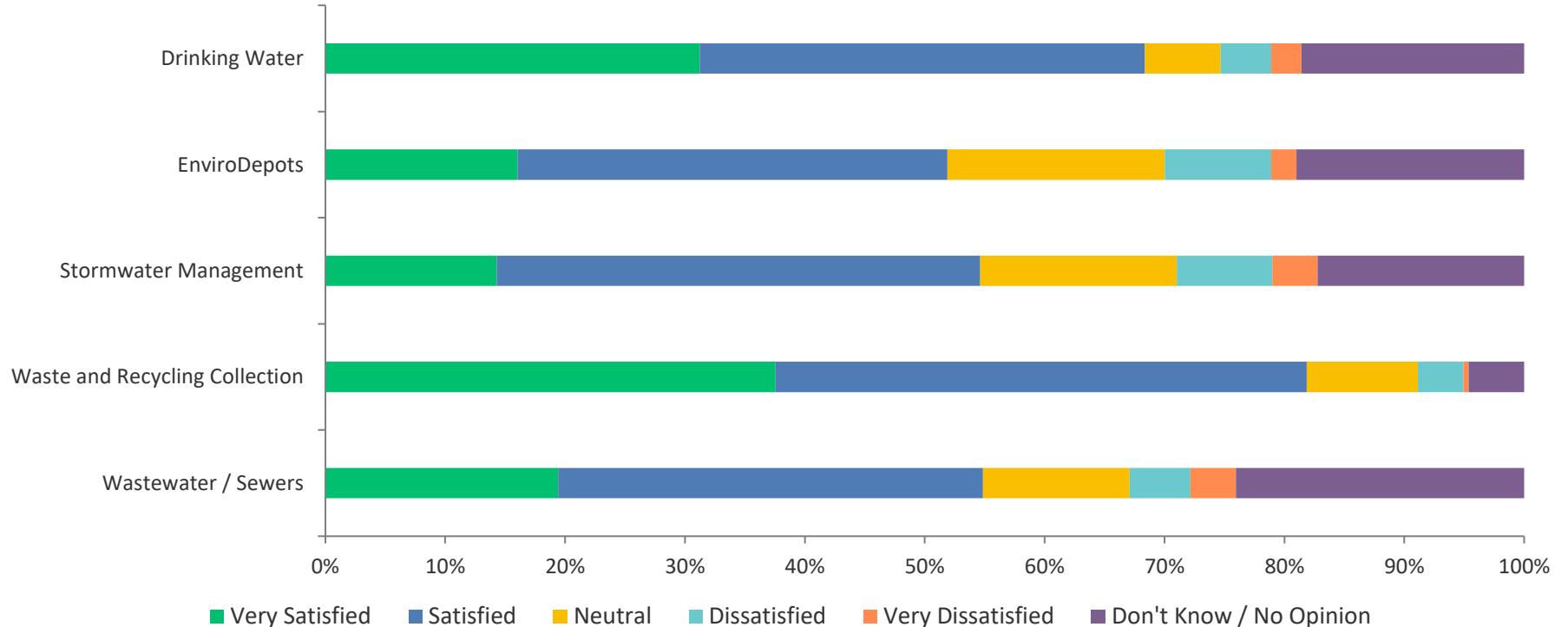
Answered: 241 Skipped: 64



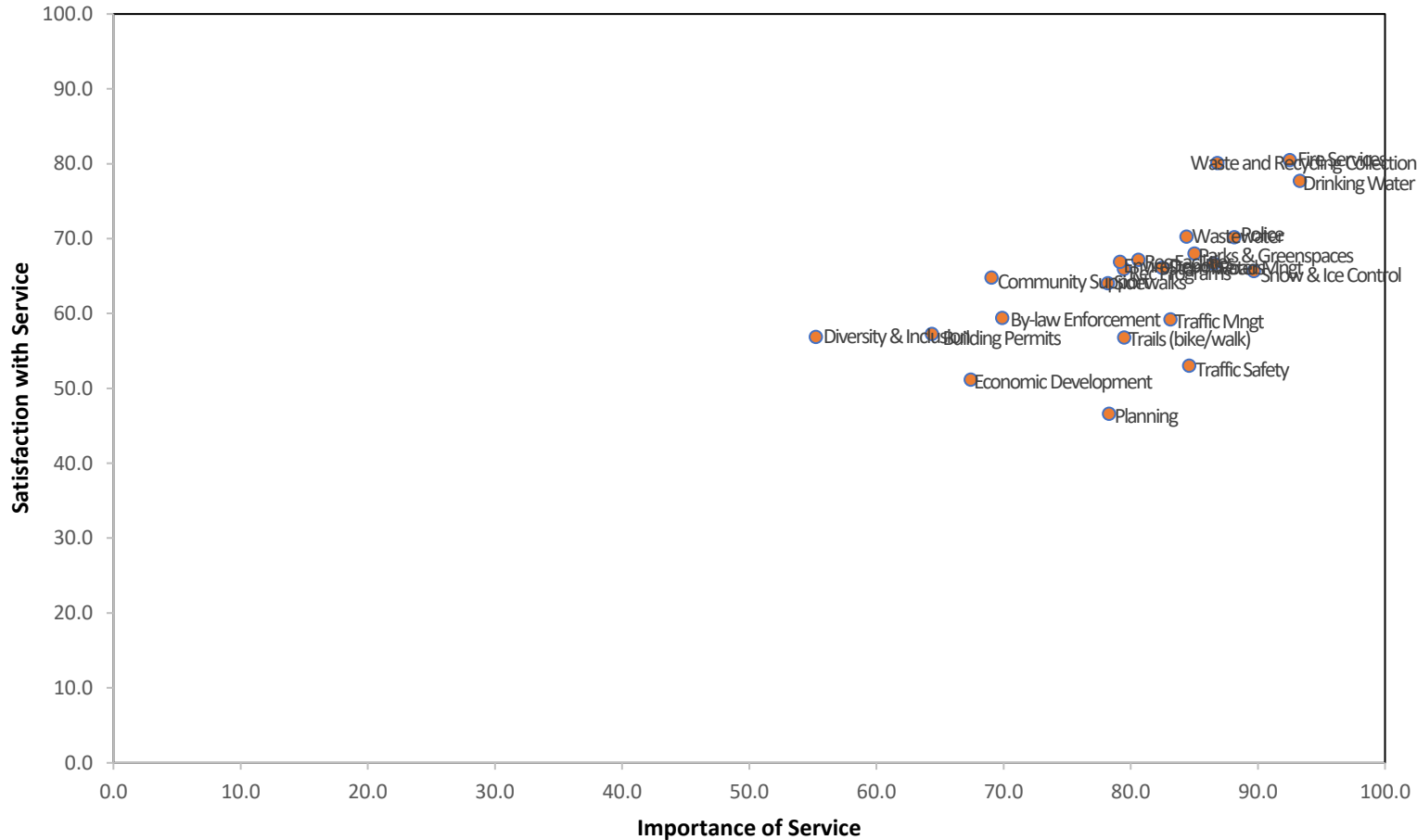
ENVIRONMENTAL SERVICES / WATER

Q11: How SATISFIED are you with the following services and programs provided by Middlesex Centre?
If you don't know or have not had any experience with the service, please choose "Don't Know / No Opinion."

Answered: 238 Skipped: 67



GAP ANALYSIS



Notes:

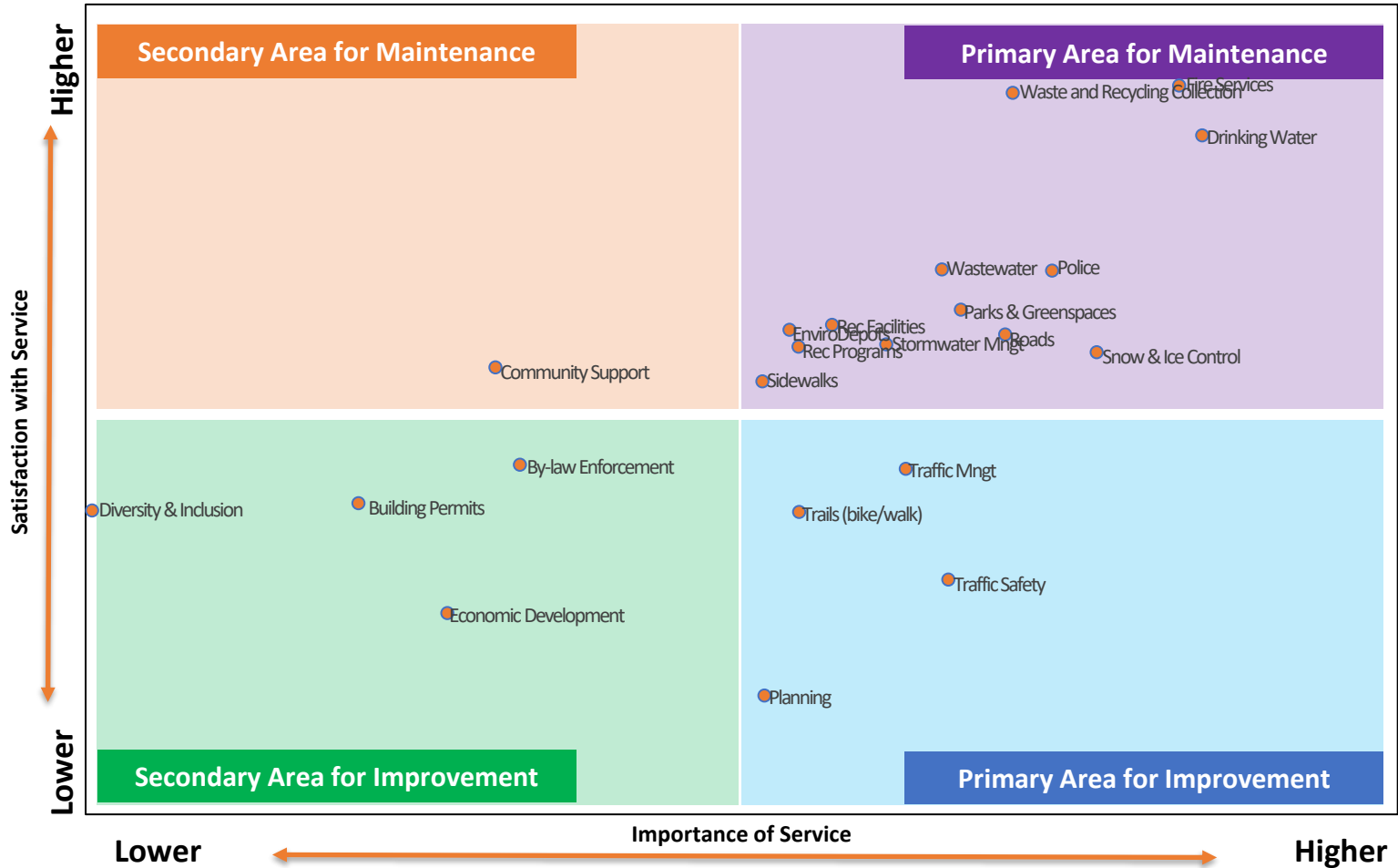
- “Do not Know” responses removed.
- Weighted averages used.
- After weighting, all services received importance scores over 55% and all services received satisfaction scores over 47% (increasing from 43% in 2023 survey).

GAP ANALYSIS



- Notes:
- This is the zoomed in version of slide 23. Values on the axes have been removed due to being zoomed in.
 - “Do not Know” responses removed.
 - Weighted averages used.
 - After weighting, all services received importance scores over 55% and all services received satisfaction scores over 47%.

GAP ANALYSIS





Written Comments 



Written Comments from Survey

- ▶ Residents were asked “What do you think is the single biggest challenge facing Middlesex Centre that the budget should address?”
- ▶ 190 responses received to this question. Many responses indicated more than one challenge/issue.
- ▶ Responding to Comments:
 - All comments compiled and provided to Middlesex Centre’s departments for consideration in the budget preparations.
 - Comments received will be posted to the Budget 2024 webpage with this presentation. Overview follows.



Written Comments from Survey, cont.

- ▶ Comments in response to “What do you think is the single biggest challenge facing Middlesex Centre that the budget should address?”
 - Traffic / Road Safety Concerns
 - Limiting / controlling growth
 - Taxes and Municipal Spending
 - Water Rates
 - Parks & Recreation (programs, facilities & culture)
 - Road / Sidewalks (including winter maintenance)
- ▶ Among the others: infrastructure, active transportation/trails, and economic development



Issues Outside of Municipal Control

- ▶ Some of the suggestions dealt with issues outside of municipal control:
 - Concerns related to County Roads and services (primarily crosswalks, safety)
 - Schools – both number and boundaries
 - Concerns related to Policing (enforcement/patrols)
- ▶ Where appropriate, these issues will be shared with lead agency or government department.



Tiffany Farrell, CPA, CA

Director of Corporate Services

Stay in Touch:

T: 519-666-0190 ext 5224

E: farrell@middlesexcentre.ca

W: middlesexcentre.ca

Alternative Formats:

If you require this document in a different format, please contact Middlesex Centre at customerservice@middlesexcentre.ca or 519-666-0190.