



Resident Satisfaction Survey Analysis and Trends

A deeper dive into a select number of questions from the 2022 and 2024 Results

Report Outline

Three key areas were explored to more deeply understand two things:

1. What satisfaction changes, if any, occurred in 2024 vs. 2022?
2. What, if any, meaningful differences are there in relevant subgroup opinions in 2024?

Background Information

Section 1: Satisfaction & Service Quality

Section 2: Fiscal Responsibility & Taxation

Section 3: Strategic Governance & Taxation

Background Information

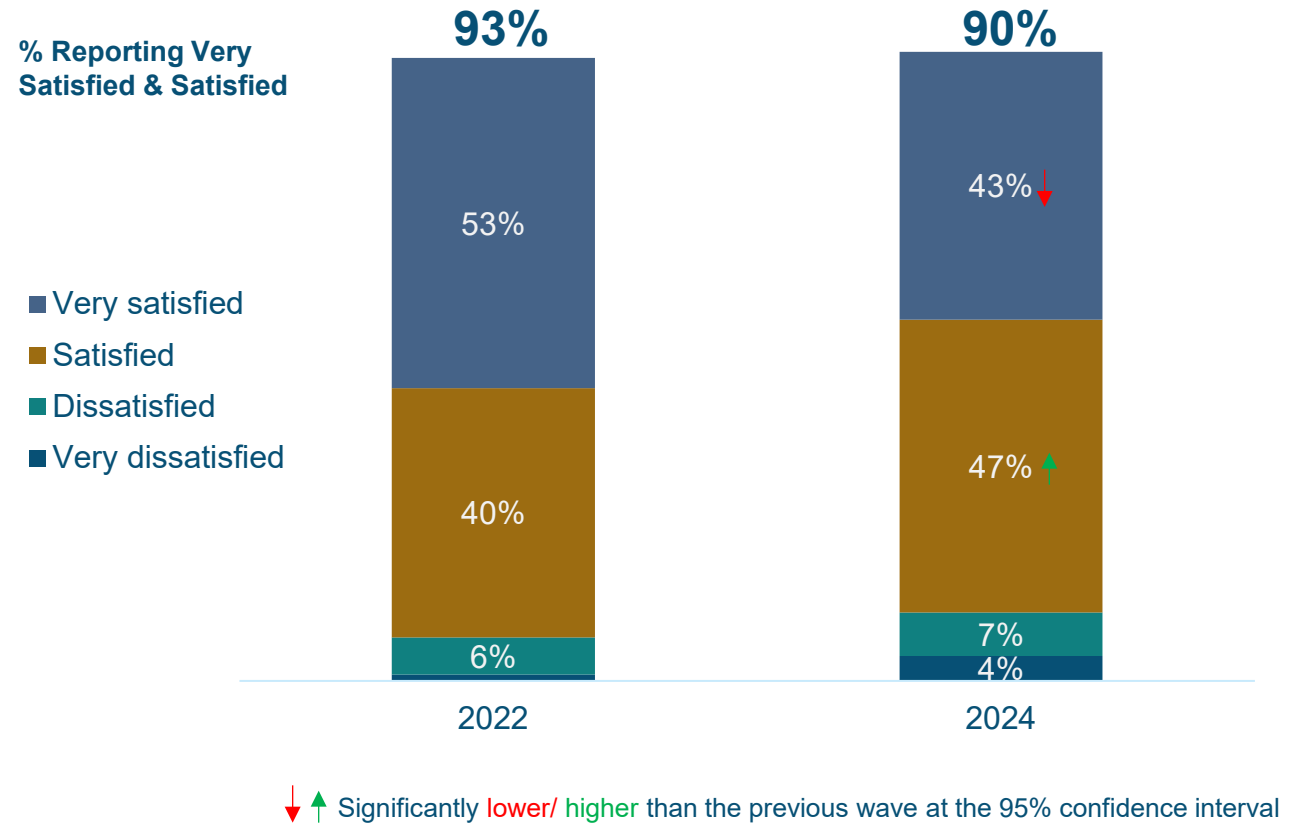
- Data reflects responses given. Not all questions were answered by all participants. This also applies to demographic questions.
 - **2022 Survey:** Conducted from May 31 – June 26, 2022. Conducted in two parts (Part 1: n=269, Part 2 n=151)
 - **2024 Survey:** Conducted from October 17 – November 26, 2024. n=774 (n=567 responded to demographic and classification responses)
- A key method of benchmarking trends was completed through significance testing. It is worth noting that this survey was voluntary in nature, with community members having the opportunity to decide whether to respond or not and is therefore not a random probability sample. The significance testing used in this report, reflects what would apply to a random probability sample with a 95% confidence interval.
- Please note that rounding does impact the totals of some numbers and if something exceeds 100%, it is not an error but rather due to rounding.
- Also worth noting is that the age distribution in both years of surveying does not reflect the actual breakdown of the population as per the census; survey respondents skew older compared to the actual age distribution.
- This analysis was conducted by Erin Deviney, an independent market research consultant

Section 1: Satisfaction & Service Quality

Satisfaction with Living in TBM

- Through comparing the results, it's evident that overall satisfaction remains high, although there has been a shift from those reporting being 'very satisfied' to more moderate satisfaction
- Overall satisfaction is comparable across all ages; however, younger residents are significantly less likely to report being 'Very Satisfied' (22% among those 18-44, 37% among those 45-54 and 46% among those 55+)
- While overall satisfaction levels are high in all areas of the community, there are meaningful differences. For example, nearly universal levels of satisfaction were reported in Blue Mountain Village (98%) and Lora Bay (96%) and with lower satisfaction levels reported in Clarksburg (89%) and Thornbury (87%)
- Also, longer term residents are less likely to be satisfied overall and less likely to be highly satisfied. Newer residents (Less than 5 years) are most likely to report being VERY satisfied (64% vs. 37% among those 20+ years)

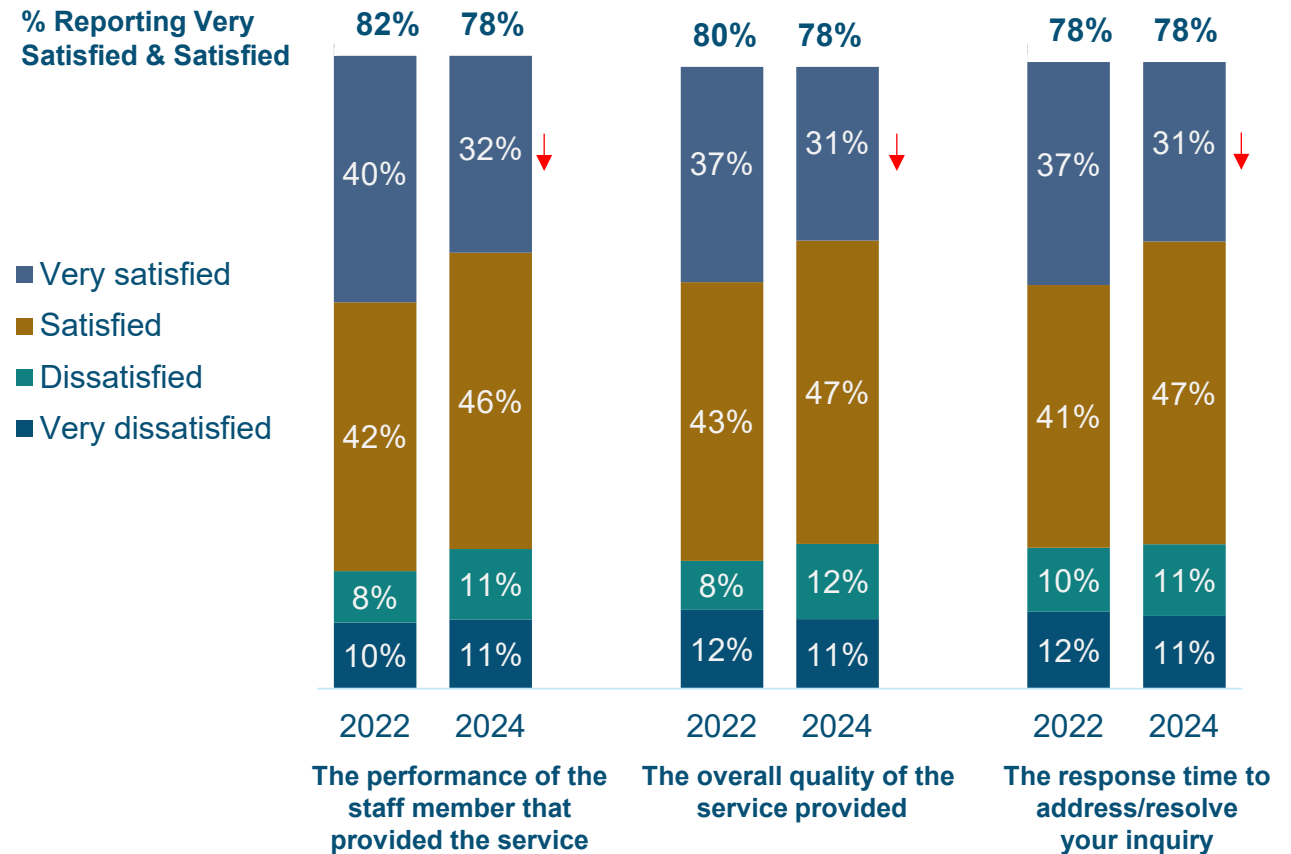
How do you generally feel about the Town of The Blue Mountains as a place to live?



Satisfaction with Town Customer Service Interaction

- Among respondents who had an interaction with a Town staff member most report a satisfactory recent experience
- That said, there is a general shift towards more moderate satisfaction versus those reporting being very satisfied

Level of Satisfaction with....



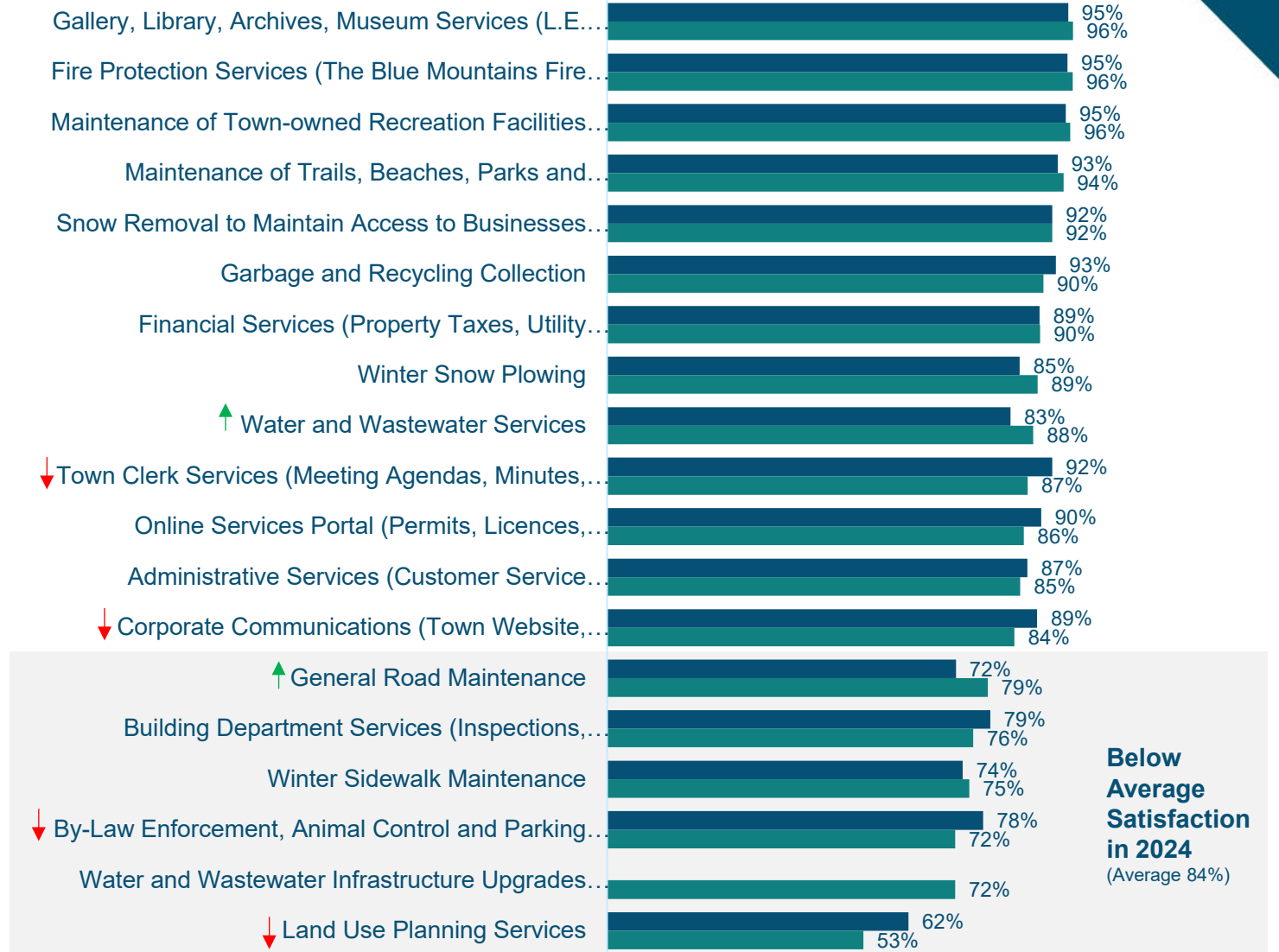
↓ ↑ Significantly lower/ higher than the previous wave at the 95% confidence interval

Satisfaction with Town Services

- Overall satisfaction levels are largely consistent with 2022, with most respondents expressing high overall satisfaction
- The average satisfaction rating for Town services was 84%
- Two areas saw improvements – Water and Wastewater Services (5% increase) and General Road Maintenance (7% increase)
- Four areas saw declines – Town Clerk Services (5% decrease), Corporate Communications (5% decrease), By-law Enforcement (6% decrease) and Land Use Planning Services (9% decrease)

↓ ↑ 5% lower/ higher from 2022 vs 2024

Level of Satisfaction for Town Services (% Reporting Satisfied/Very Satisfied)



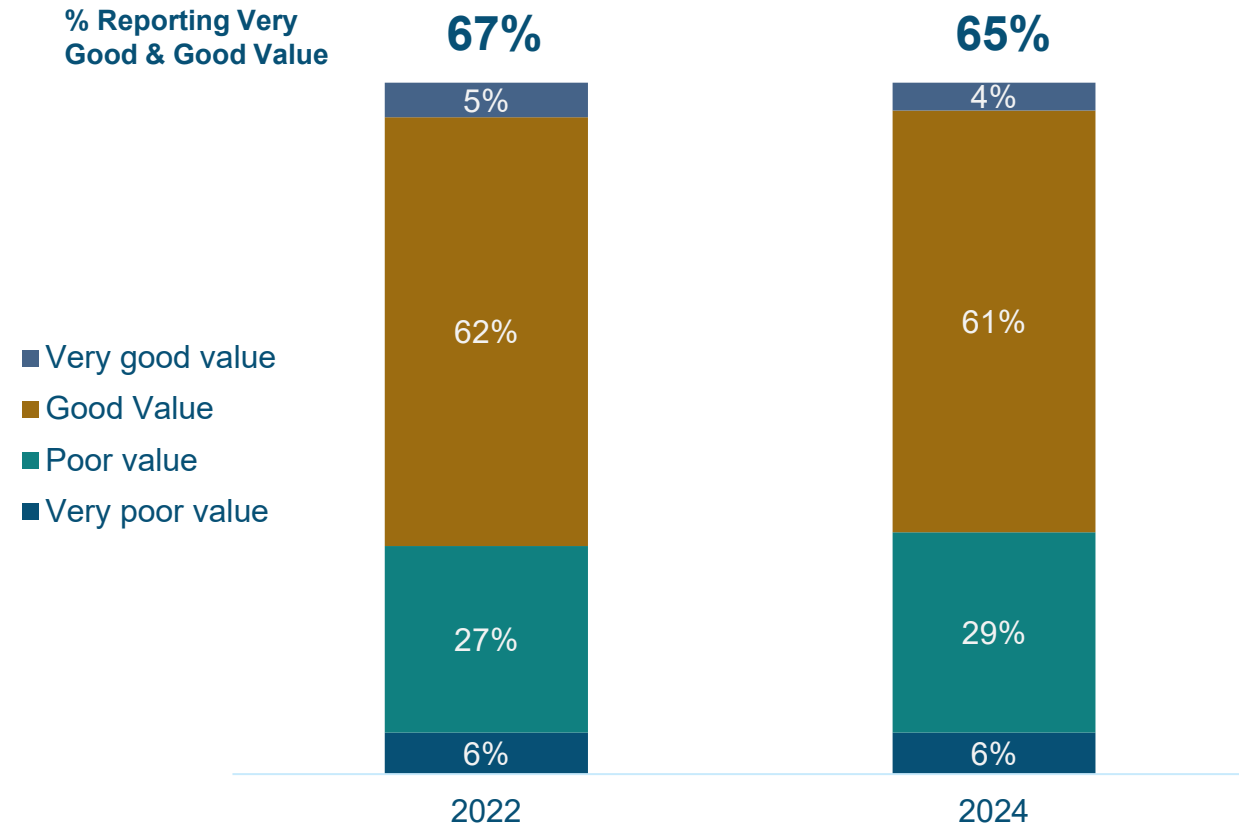
Below Average Satisfaction in 2024
(Average 84%)

Section 2: **Fiscal Responsibility & Taxation**

Value for Tax Dollars

- Roughly two in three respondents expressed that they feel they receive 'very good' and 'good value' for their tax dollars, which is comparable with 2022 results
- Perceptions are similar across age groups as well as communities throughout the Town
- However, newer residents (less than five years), reported more positive value for their tax dollars versus longer-term residents (77% vs. 61% among those 10+ years saying Good/Very Good Value)

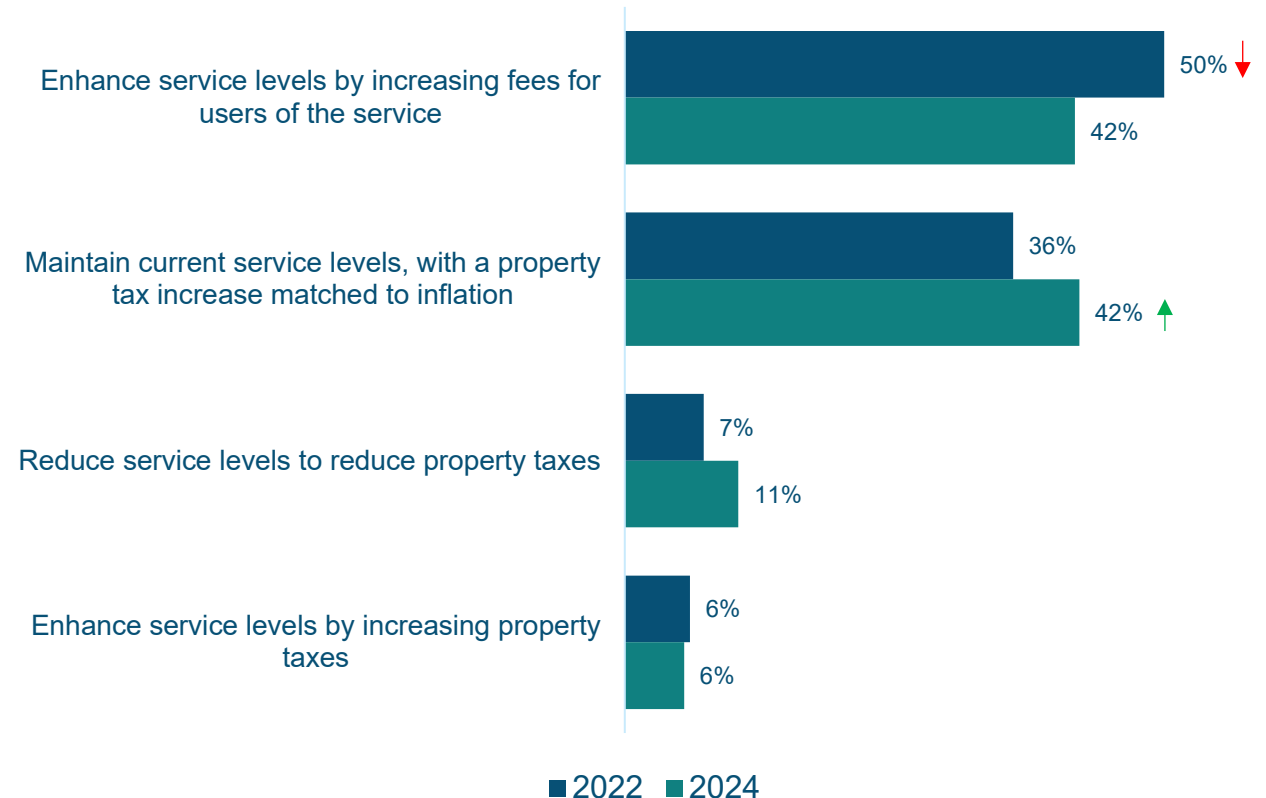
Please rate the value that you get for your tax dollars:



Support for Tax Strategies

- ‘Enhancing service levels by increasing fees for users of the service’ and ‘Maintaining current service levels, with a property tax increase matched to inflation’ continue to be the two preferred options reported by respondents
- However, the proportion of those in support of enhancing service levels by increasing fees for users is down significantly from 2024 to 2022 (8% reduction)
- While there is nuance between preferences between ages and communities, the top two choices were consistent across the board

Thinking about the services provided by the Town, which of the following tax strategies do you support?

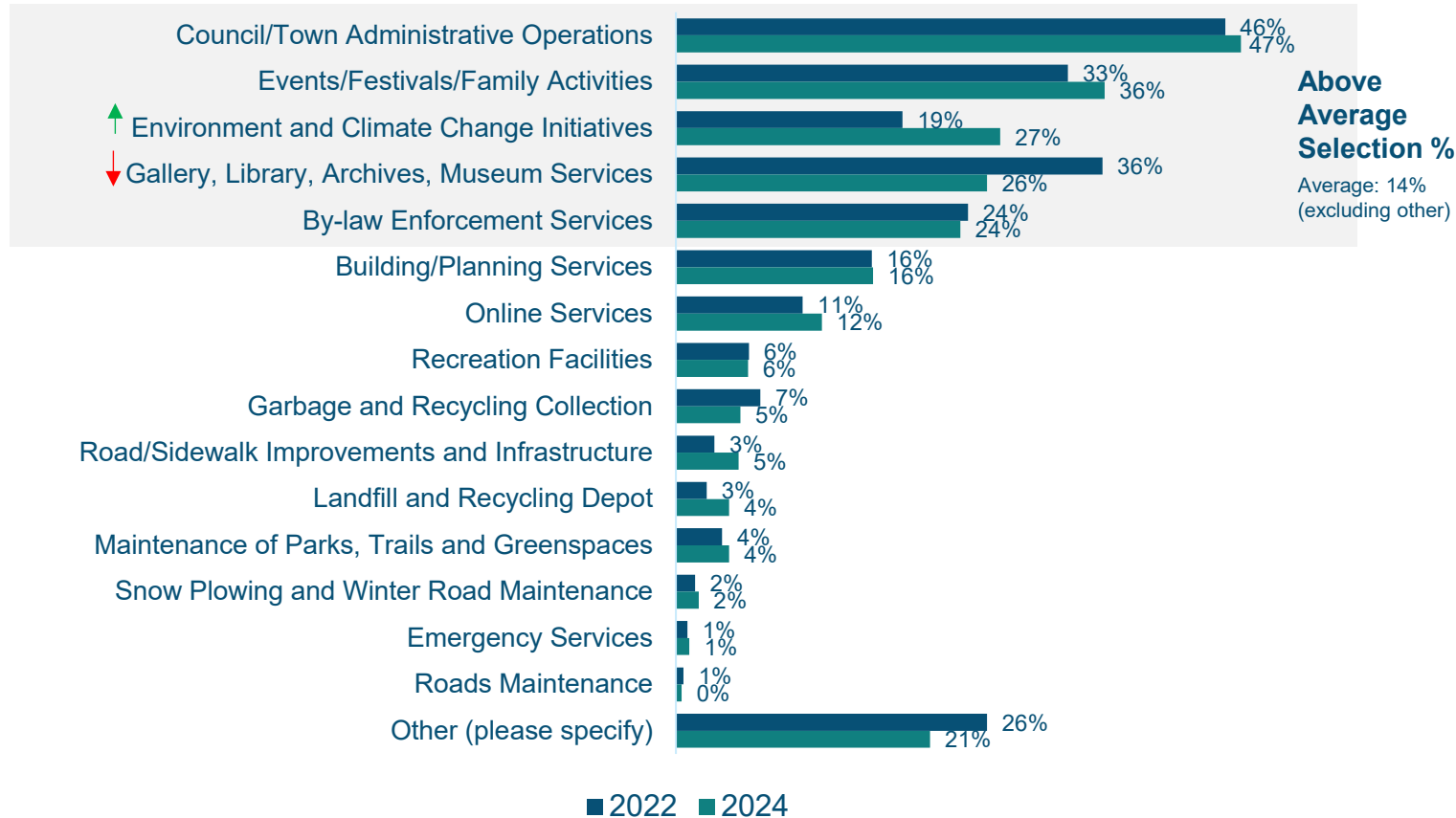


↓ ↑ Significantly lower/ higher than the previous wave at the 95% confidence interval

Service Reduction to Maintain Taxes

- ‘Council/Town Administrative Operations’ continue to be reported as the service to reduce to maintain taxes followed by ‘Events/Festivals/Family Activities’
- While most selections were comparable with 2022, there were two meaningful shifts. The increase in those selecting ‘Environment and Climate Change Initiatives’ and the reduction in those choosing ‘Gallery, Library, Archives and Museum Services’

If the Town had to reduce services to maintain taxes, which services would you reduce?



Above Average Selection %
Average: 14% (excluding other)

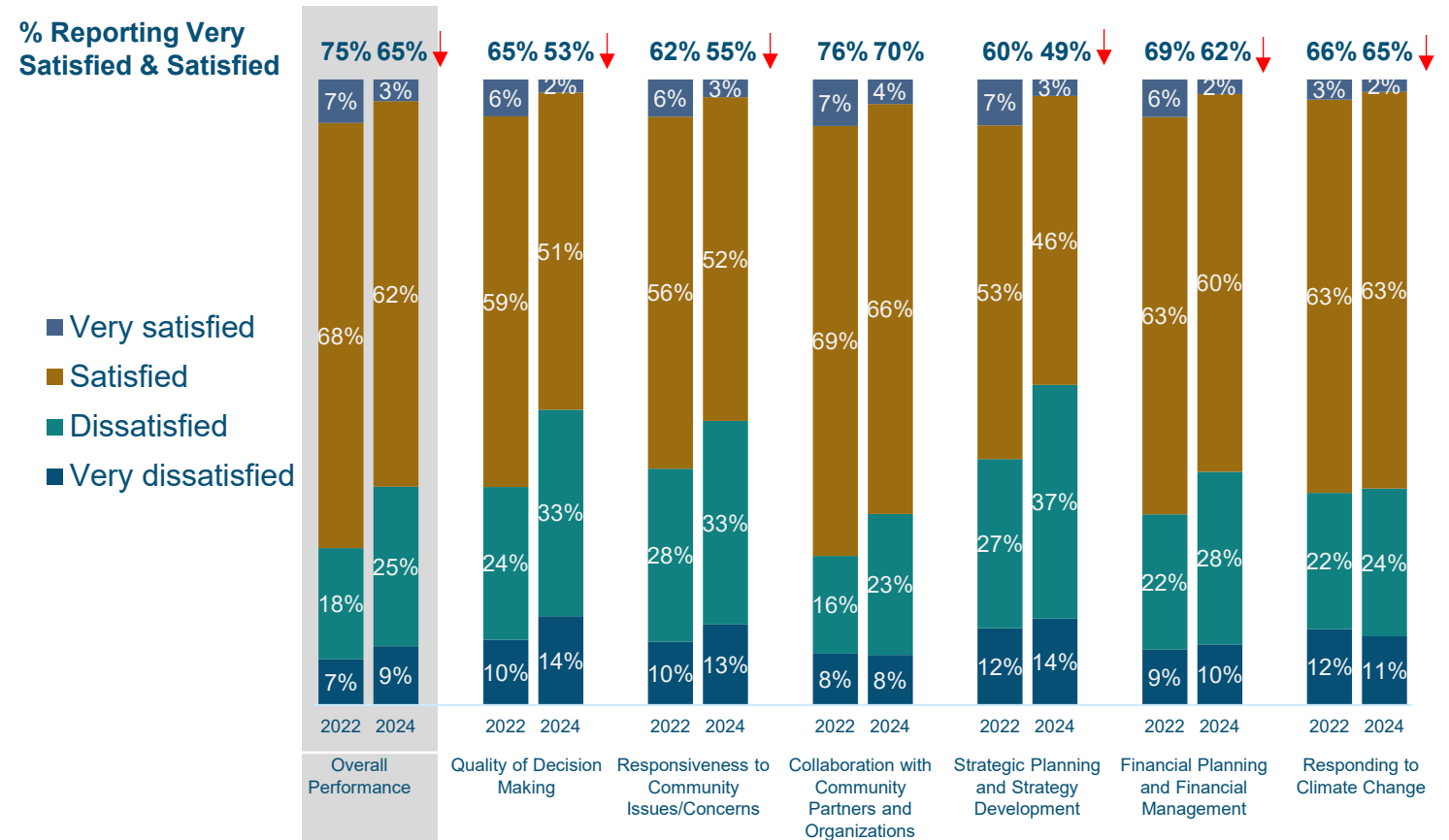
↓ ↑ Significantly lower/ higher than the previous wave at the 95% confidence interval

Section 3: Governance & Strategic Direction

Satisfaction with Town Interaction

- There was a softening across all satisfaction metrics in 2024 versus 2022
- The largest declines in satisfaction were with respect to the 'Quality of Decision Making' (65% to 53%) and 'Strategic Planning and Strategy Development' (60% to 49%)
- Given the softening on specific elements, it is not surprising to see a 10-point decline in satisfaction with overall performance (75% to 65%).
- When it comes to overall performance, younger respondents had the lowest levels of satisfaction (53%), as did residents of Thornbury (55%)

Level of satisfaction with the current term of the Town of the Blue Mountains Council....

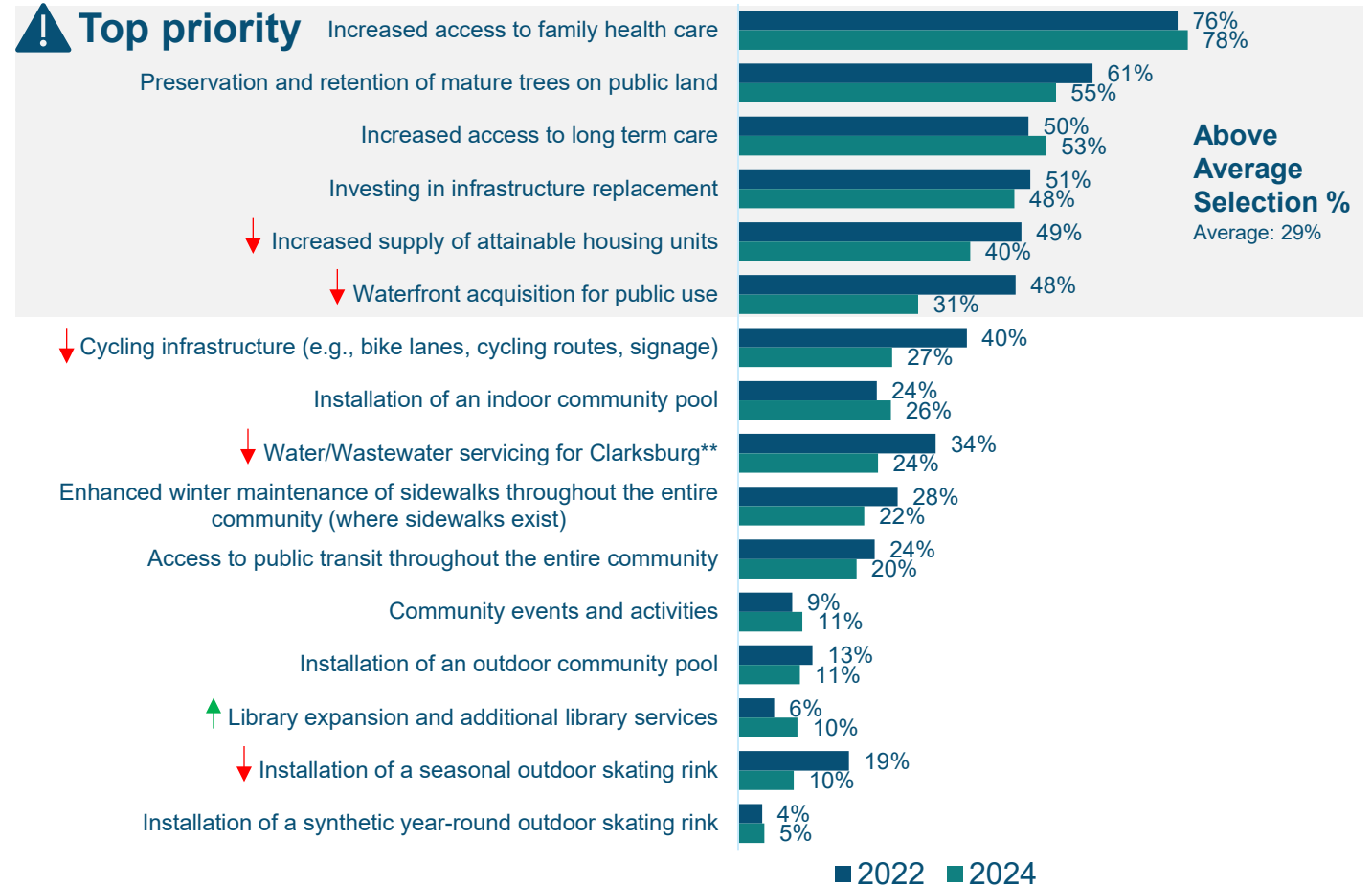


↓ ↑ Significantly lower/ higher than the previous wave at the 95% confidence interval

High Priority Projects for Next Term

- Increased access to family healthcare continues to be a high priority for the majority, outpacing all other topics again
- When looking at other areas, there is more of a reductive mindset when it comes to high-priority areas. The biggest shifts were declines as opposed to increases. The largest declines in high-priority areas were:
 - Waterfront Acquisition for Public Use (17%)
 - Cycling Infrastructure (13%)
 - Servicing for Clarksburg (10%)
 - Attainable Housing Units (9%)
 - Outdoor Skating Rink (9%)

To help guide what projects the Town of The Blue Mountains should focus on during the next term of Council, please indicate your priority for each of the following topics



Above Average Selection %
Average: 29%

↓ ↑ Significantly lower/ higher than the previous wave at the 95% confidence interval



Thank you
