

Photo by: Kim Kurcz



Haldimand
County

Haldimand County Resident Satisfaction Survey Report 2022

Background & Methodology

Objectives

The Customer Experience and Communications Division conducted a Resident Satisfaction Survey in order to measure residents' general satisfaction with services and programs provided by Haldimand County.

It is important to gather feedback on residents' experience with the County in order to help identify and prioritize areas for improvement to enhance the customer experience.

Many of the results from questions asked in this survey will serve as a baseline benchmark for comparative analysis in future resident satisfaction surveys.

Participants

369 residents responded to the survey. Not all questions were mandatory and some questions were skipped by some respondents. 287 of those respondents completed the survey in its entirety.

Since the survey sample was self-selected, the data is not statistically representative of Haldimand County.

If margin of error could be reported on this sample, it would be +/- 5%.

Refer to Appendix A for respondent profile

Method

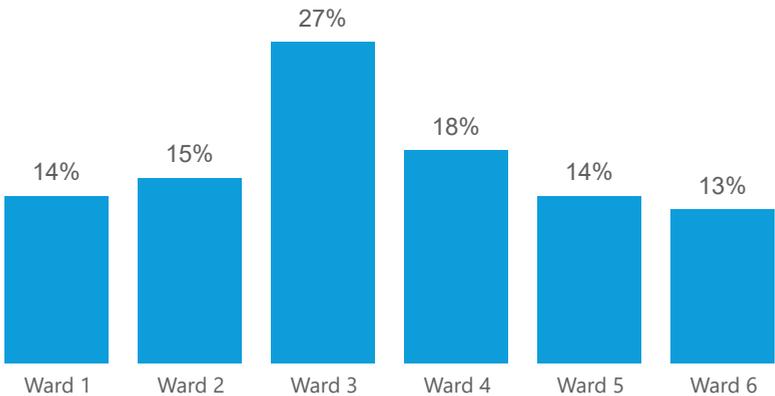
The online survey was conducted from September 19 - October 28, 2022.

The survey link was posted on Haldimand County's website. Additionally, a QR code that directed participants to the survey was on posters and distributed bookmarks.

A paper copy was available upon request, no paper copies were returned.

The survey was promoted through social media, newspaper ads, media release, website banner, and, printed promotional materials (posters and bookmarks) available at multiple Haldimand County owned facilities.

Respondent Breakdown by Ward



• 28% (102) marked prefer not to answer

Quality of Life

Majority of residents rated their quality of life in Haldimand County as very good or good (83%). Several residents agreed that their quality of life had improved or stayed the same over the past five years (64%).

Top drivers contributing to a positive quality of life score were living in a friendly, rural, small town community, that they lived in close proximity to services required, and having access to green space and nature.

Majority of residents are proud to say they are from Haldimand County and feel that it is a great place to live. Most residents feel safe living in the County (80%).

There may be an opportunity to explore more ways to increase perceptions that Haldimand County is an inclusive and welcoming community (only 71% agreed).

Provision of efficient and cost-effective services ranked lowest in quality of life factors (only 64% agreed) and will require improvements to increase the score in the future.

Generally, residents are satisfied with customer service received. The top factors affecting customer experience score is due to no or a slow response from staff, and not closing the feedback loop.

Top rated services provided by Haldimand County were Library Services (95%), Fire Services (95%), Paramedic Services (94%), Cemeteries (92%), and Museums (91%).

Key Issues

Affordable Housing / Growth & Development

Many residents were concerned about having enough affordable and social housing available. Residents did note some concern that growth needs to be managed responsibly, ensuring there is appropriate infrastructure in place to support future development initiatives before expanding. A few concerns were raised about encroaching onto farm lands to develop homes and request to stop housing developments in Caledonia that may cause issues with indigenous relations.

Public Safety & Crime

Wards 3, 5, and 6 had higher concerns around public safety and crime. Several residents identified that there needs to be an increased police and municipal enforcement presence in the community to address crime and by-law infractions.

Recreation Opportunities

Feedback was provided that there is a need for additional recreational amenities such as an indoor pool, and splash pads in all communities. It was also noted there needs to be increased maintenance and development of multi use trail systems and bike paths.

Value for Tax Dollars

More than half of respondents felt that they get good value in services for their tax dollars (64%). There is some support to increase taxes if it leads to modernized, enhanced, or expanded services (70%).

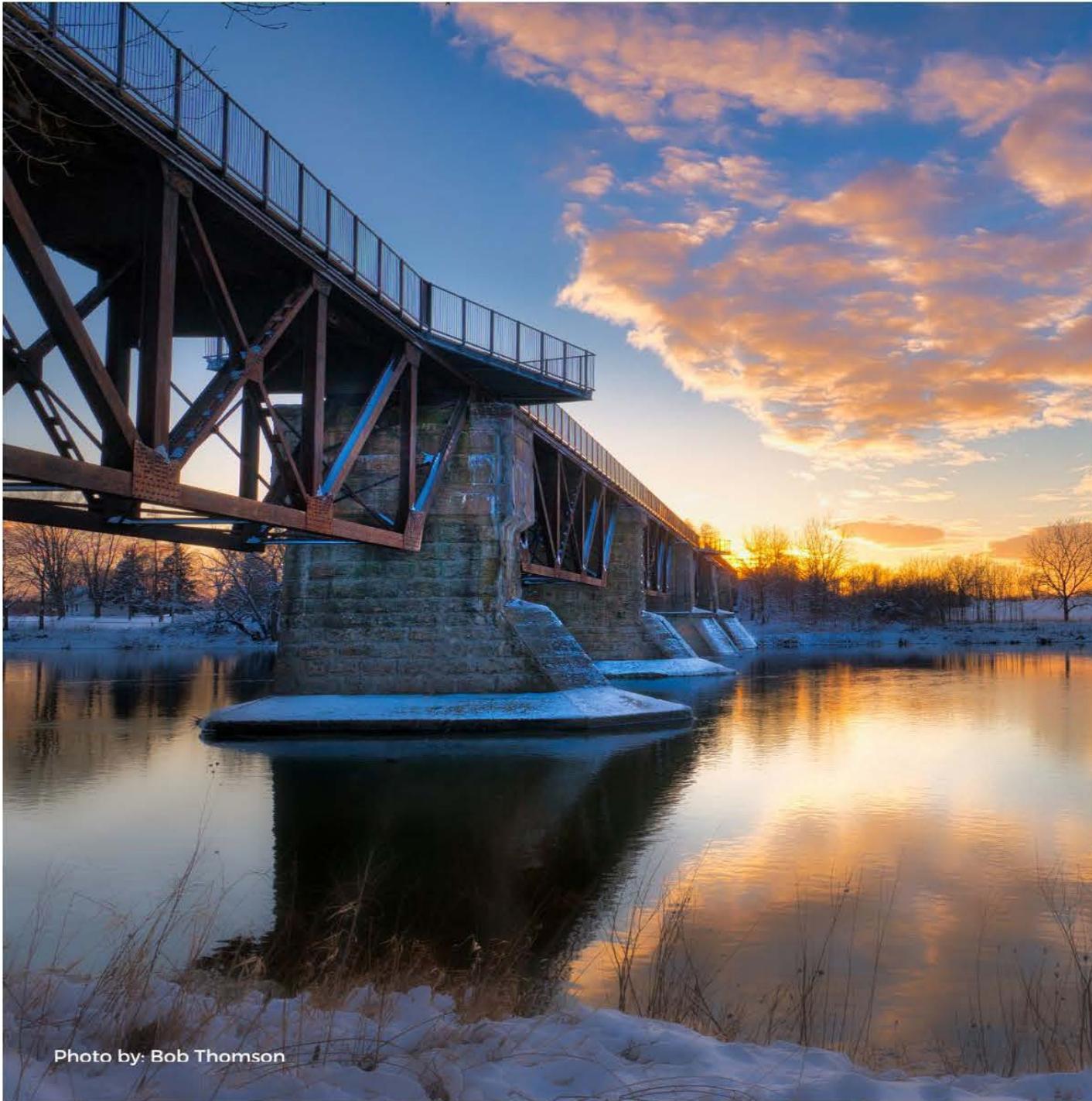
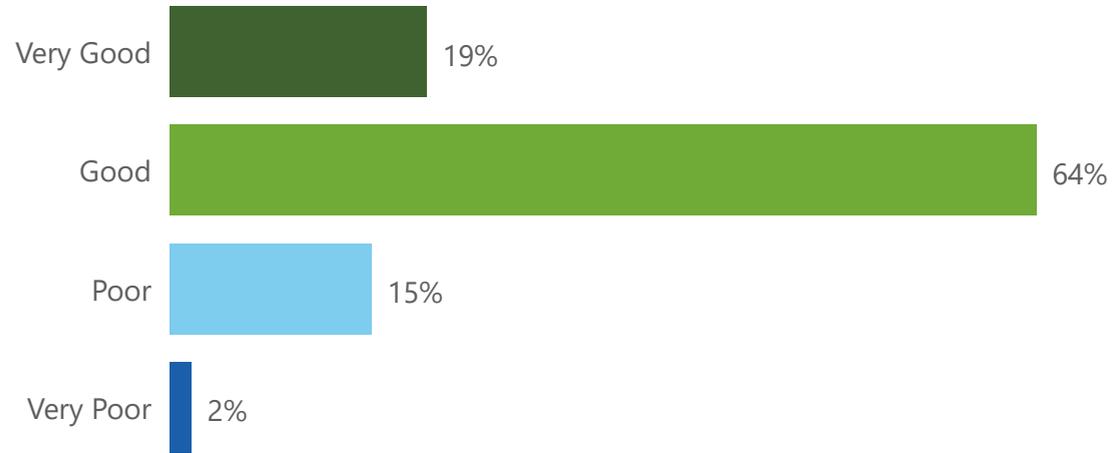


Photo by: Bob Thomson

Detailed Results

Overall Quality of Life in Haldimand County

Overall Quality of Life Ratings



Changes to Life Quality for Past 5 Years

Majority of residents agreed that their quality of life had improved or stayed the same over the past five years (64%).

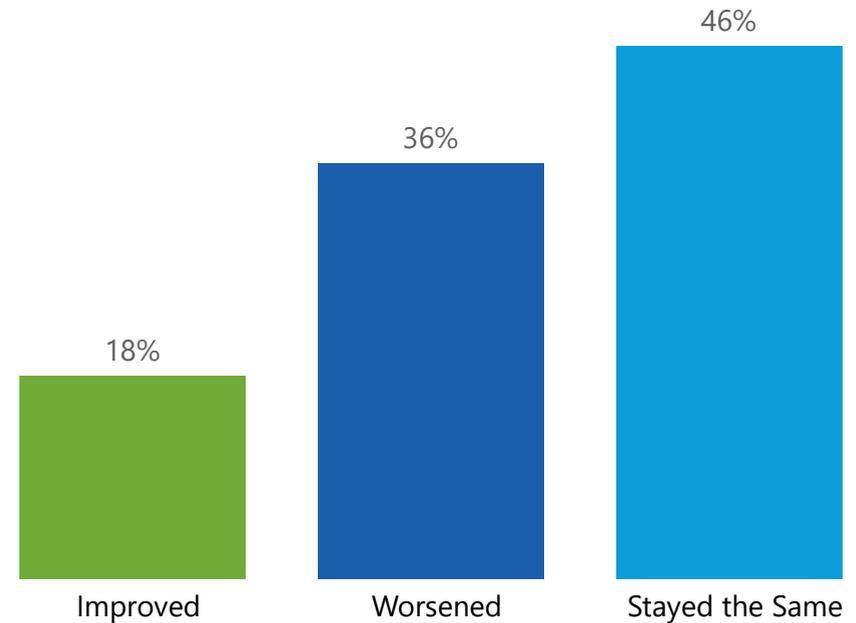
Residents in wards 2 & 5 were more likely to say quality of life has improved.

Residents in wards 3 & 4 were more likely to say quality of life has worsened.

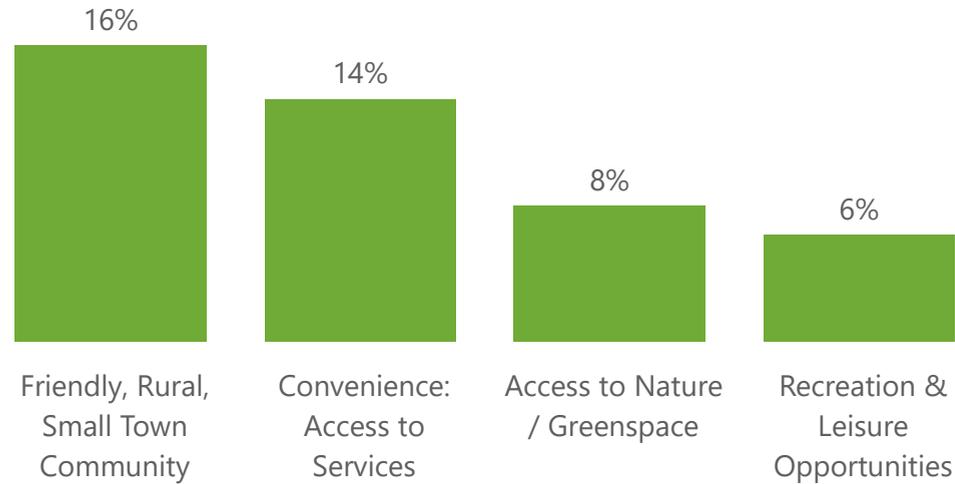
Positive Feedback on Quality of Life

Overall, majority of residents (83%) rated their quality of life as good or very good in Haldimand County.

Over the Past 5 Years, Quality of Life has...



Positive Factors Affecting Quality of Life Score



- 207 positive comments received
- Responses with less than 5% omitted from chart

Concerns

Although there was an identified need for more affordable housing, many respondents voiced concerns about how current infrastructure such as water treatment plants, roads, bridges, parks, recreation facilities, and schools needs to be increased and improved.

Several concerns were also raised around the lack of police presence to address crime and speeding issues.

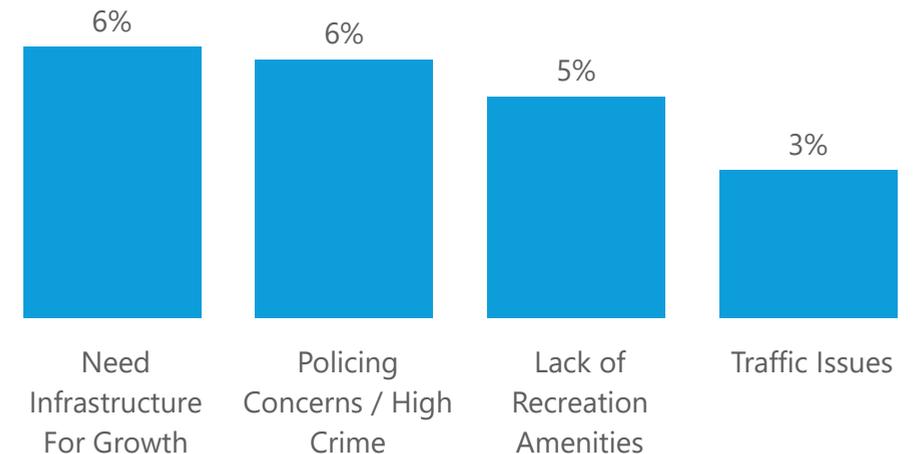
Values

Residents of Haldimand County value the rural, small town community. They like living in close driving proximity to larger city centres to access additional services and retail required.

They enjoy having access to parks, trails, and waterfront spaces.

It was also noted the importance of accessing recreation and leisure activities through recreation facilities, museums and libraries.

Negative Factors Affecting Quality of Life Score

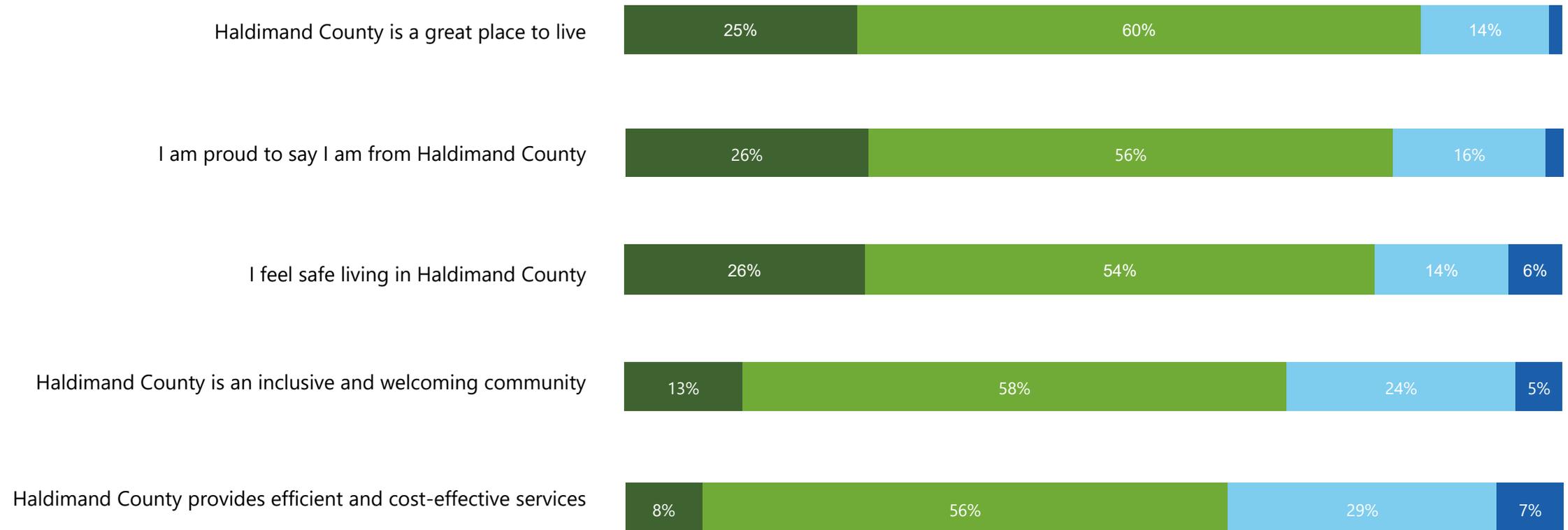


- 197 negative comments received
- Responses with less than 3% omitted from chart

Perceptions of Residents Living in Haldimand County

Overall, perceptions of residents living in Haldimand County are positive. Residents feel that Haldimand County is a great place to live (85%), and that they feel proud to say they are from the County (82%). They also feel safe living in the area (81%).

Several residents identified that they do not feel Haldimand County is an inclusive and welcoming community (29%). Additionally, many residents do not feel Haldimand County provides efficient and cost-effective services to it's residents (36%).



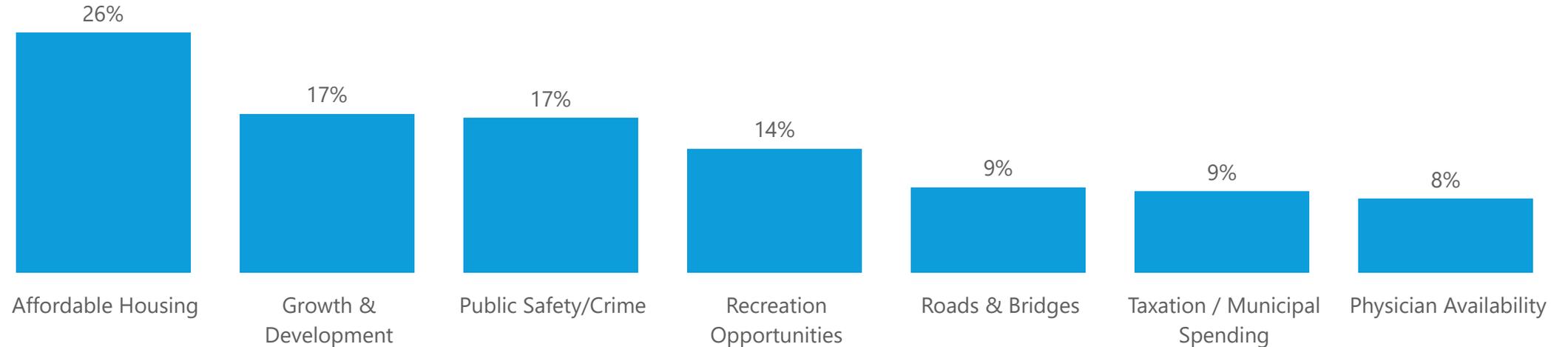
Legend

• 365 responses

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Top Issues for Residents in Haldimand County

Issues Identified by 5% or More of Respondents



• 349 responses, responses with less than 5% omitted from the chart.

Affordable Housing

Residents identified the need for more available affordable and/or social housing.

Additionally, several respondents mentioned need for more single level homes for the aging population.

Public Safety & Crime

Public safety and crime ranked higher as concern by wards 3, 5, and 6.

Several residents identified that there needs to be an increased police presence in the community to address crime, specifically speeding and traffic issues.

Additionally, residents identified that there needs to be more enforcement of by-law infractions.

Recreation Opportunities

The need for an indoor pool and/or community space for programs was identified by several residents.

Respondents requested more maintenance and development of multi use trail systems and bike paths.

Growth & Development

Concerns had been shared that appropriate infrastructure needs to be in place to support future development initiatives before expanding.

A few residents expressed the need for less housing developments in Caledonia.

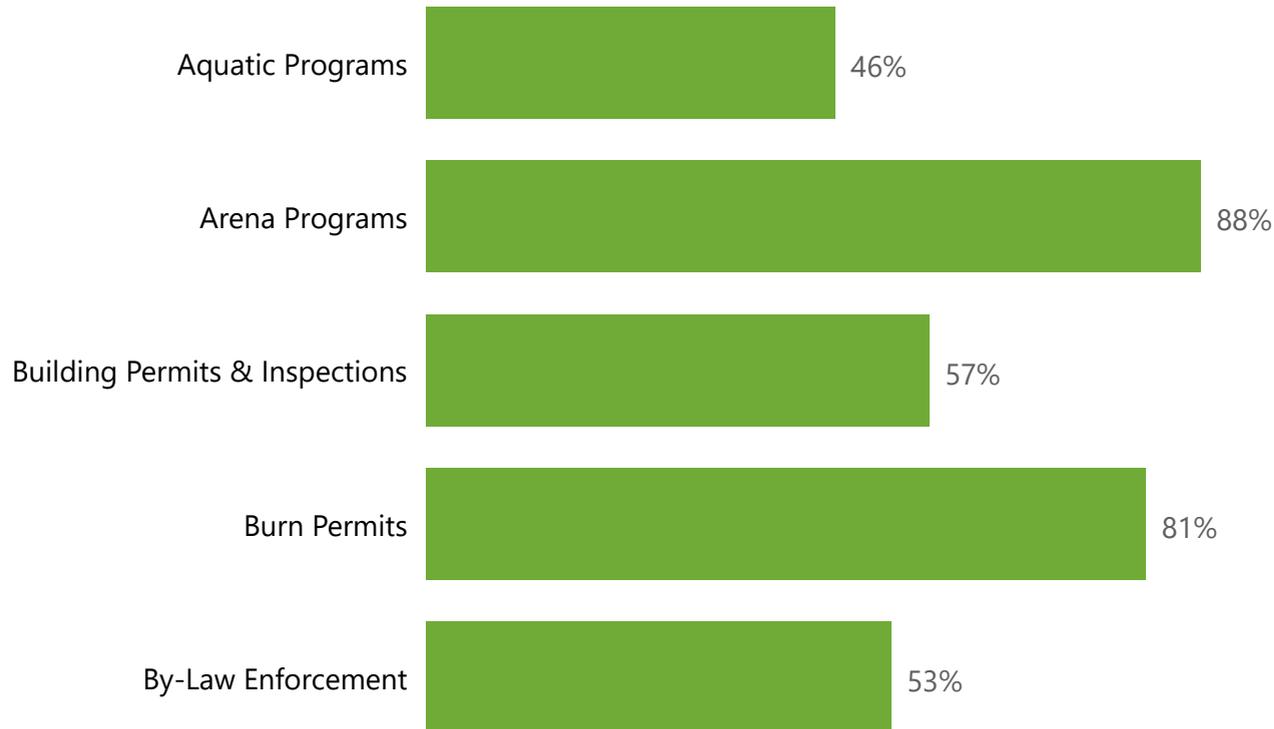


Programs & Services

Residents were asked to rate their satisfaction with various services provided by Haldimand County. Services are listed in alphabetical order. Appendix A lists detailed satisfaction for all services in one page.

For responses that indicated a satisfaction level of "unsatisfied" or "very unsatisfied," residents were provided an opportunity to provide more detail on their rating with optional comments. 217 residents provided feedback representing 59% of total responses. Comments have been grouped by theme. If there were less than four related comments, it has not been listed.

Percent of Residents Rating Service as Very Satisfied or Satisfied



• Satisfaction Score excludes any responses that were marked as unsure or N/A or left blank

Feedback Affecting Satisfaction Score

Aquatic Programs

Aquatic programs may have been rated lower due to the County's lack of indoor pool facilities and year-round swimming as noted in 22 responses. This is not necessarily a reflection on the quality of lessons and swim programs offered in the summer months.

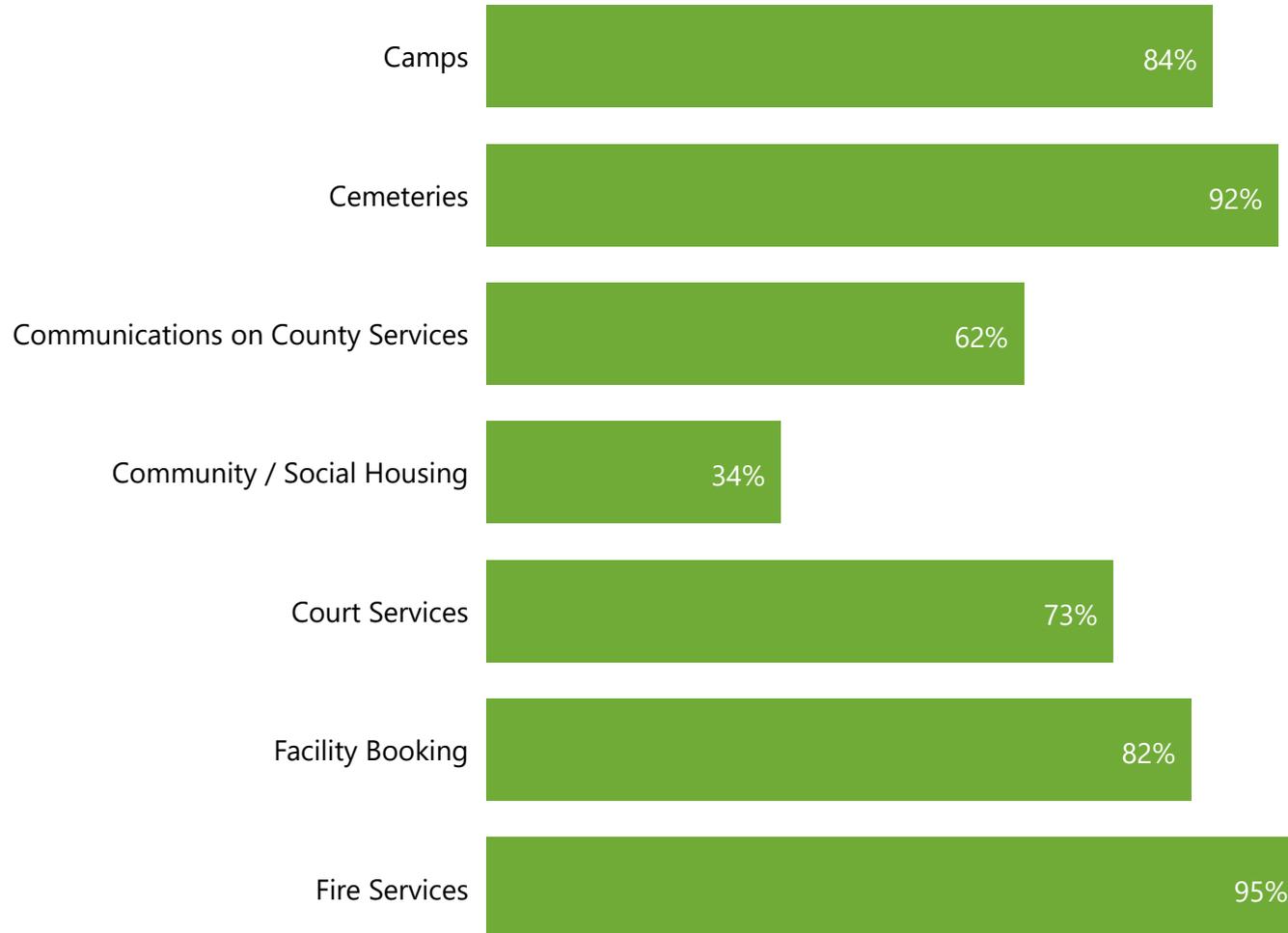
Building Permits & Inspections

Feedback shared by 6 respondents noted that the building permit process is too long and complicated. Unfortunately, the building permit process is heavily legislated affecting the County's ability process permits quickly. It can take up to 10 days or longer to complete the building permit process.

By-Law Enforcement

Several respondents (19) indicated that they would like to see more by-law enforcement in the community. Some suggested that evening and weekend enforcement needs to be considered. Additionally, a few residents indicated that they received no response back from by-law staff on their issue.

Percent of Residents Rating Service as Very Satisfied or Satisfied



Feedback Affecting Satisfaction Scores

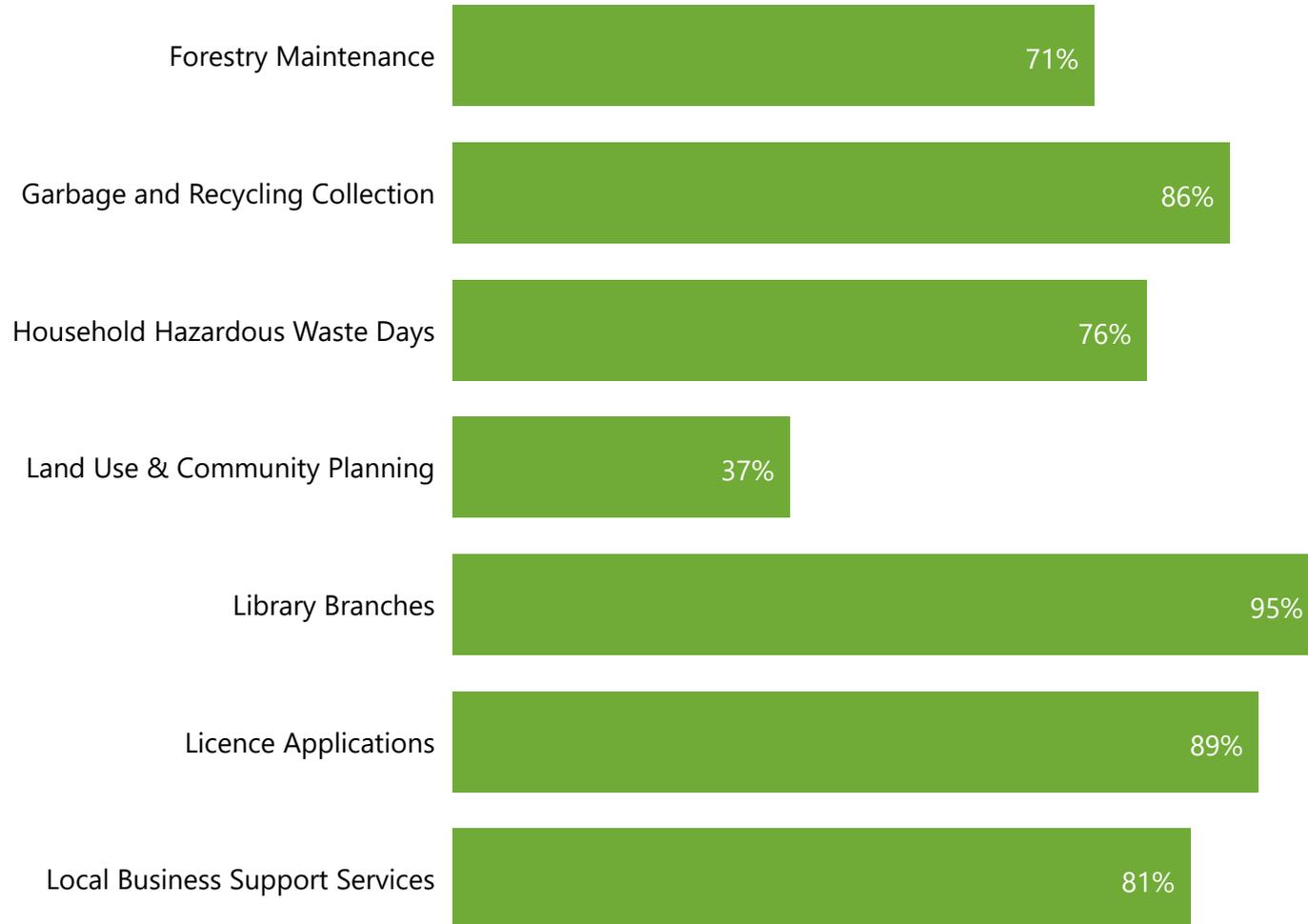
Communications

Some residents provided feedback around communications noting they would like to receive clearer and more frequent updates and social media posts. It was also mentioned by some residents that the website is difficult to navigate (9 responses).

Community & Social Housing

More than 60 residents shared that they would like to see more affordable and social housing available in the County. Additionally, affordable housing was a top issue identified in an earlier question on the survey.

Percent of Residents Rating Service Very Satisfied or Satisfied



Feedback Affecting Satisfaction Scores

Forestry Management

Feedback relating to forestry management focused on requests for additional trees to be planted on County-owned parks, near playgrounds for shade, or provision of additional tree trimming along roads & sidewalks (8 responses).

Garbage & Recycling

A few residents would like a program to collect food waste, composting and yard waste (6 responses), or had service complaints related to bins being tossed or missed pick up (6 responses)

Household Hazardous Waste Days

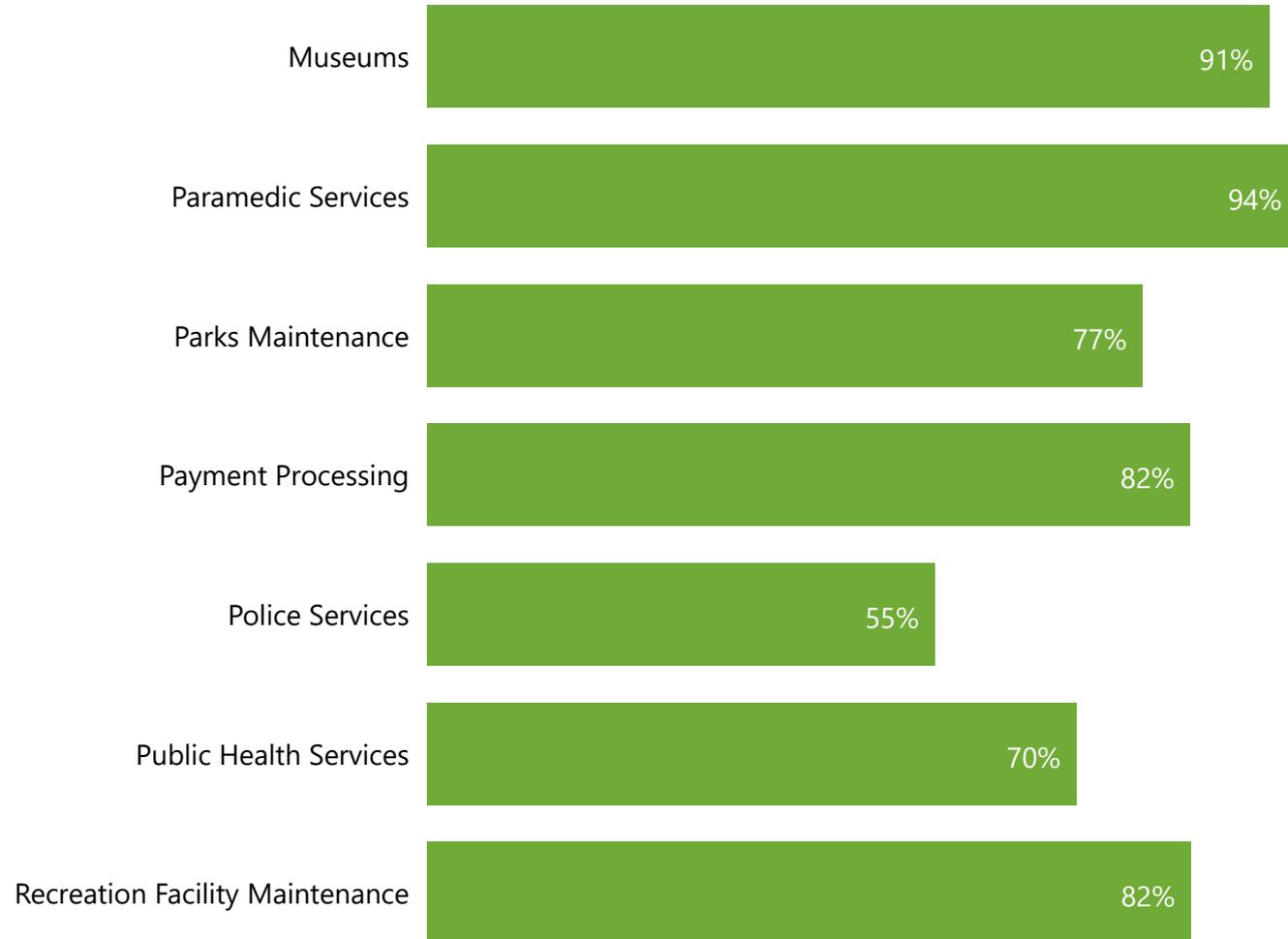
Some residents would like either more Hazardous Waste Days or ability to drop off at depot in separate area (9 responses)

Land Use & Community Planning

Residents want managed community planning to ensure adequate infrastructure in place to support growth (15 responses)

Some residents voiced concerns about housing developments in Caledonia, as well as expanding housing developments into farm lands (13 responses)

Percent of Residents Rating Service as Very Satisfied or Satisfied



• Satisfaction Score excludes any responses that were marked as unsure or N/A or left blank

Feedback Affecting Satisfaction Scores

Park Maintenance

Residents who were not satisfied with park maintenance felt grass not cut, playgrounds not maintained, no garbage cans available, and graffiti concerns (14 responses)

Payment Processing

Some of the concerns related to property tax bill errors and timing of bill receipt. (8 responses)

A few citizens requested maintain in person service channels and still want a paper tax bill. (5 responses)

Public Health

Some concerns were shared that public health is headquartered in Norfolk (5 responses)

Residents would like access to more public health services and programs (7 responses)

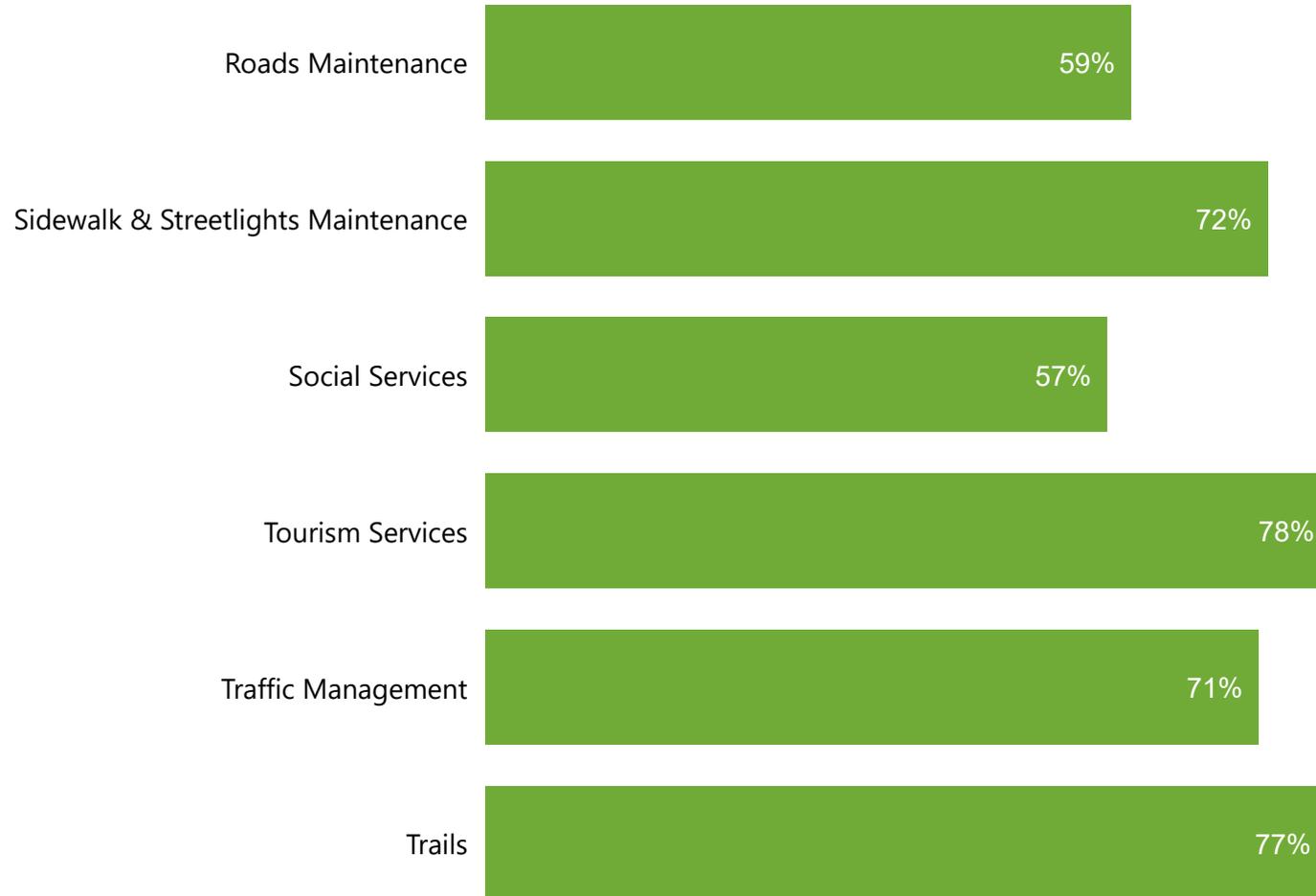
Others want clearer and more frequent communications, especially on Covid 19 (3 responses)

Police Services

Majority of residents responses were that there is a lack of police presence in the community (49 responses).

One third of these responses related to lack of speed enforcement.

Percent of Residents Rating Service as Very Satisfied or Satisfied



• Satisfaction Score excludes any responses that were marked as unsure or N/A or left blank

Feedback Affecting Satisfaction Scores

Road Maintenance

37 residents felt there needs to be more road maintenance to repair road surfaces, shoulders, and ditches. A few residents indicated that the bridge in Caledonia also needs to be addressed (6 responses).

Sidewalks & Streetlights

Feedback from 10 residents was that sidewalks are too narrow and unsafe for pedestrians as they are not maintained. Some feedback is that many areas do not have sidewalks and/or streetlights (6 responses).

Social Services

The need for more social service programs was requested by 6 respondents. Additionally, 7 residents identified the need for more affordable public daycare.

Traffic Management

Feedback received from 14 respondents noted the need for additional traffic lights and/or stop signs to address traffic concerns.

Trails

22 respondents requested trail system improvements such as more paved paths, better connectivity and additional trail maintenance. Some of those responses noted a concern for cyclist safety and the need for both on- and off-road bike path considerations.

Percent of Residents Rating Service as Very Satisfied or Satisfied



• Satisfaction Score excludes any responses that were marked as unsure or N/A or left blank

Feedback Affecting Satisfaction Scores

Wastewater Services

The majority of these concerns related to a sewage smell in town from the wastewater treatment plant (15 responses)

Water Services

Many noted that they don't receive water or wastewater services to their property although they pay taxes (11 responses)

Additionally, there were several comments the water tastes awful, some said like chlorine (6 responses)

A few mentioned they would like online water billing (4 responses)

Waterfront Public Spaces

Majority feel there needs to be more investments made into improving waterfront public spaces such as more parking, kayak boat launch, and more small businesses to attract tourism (13 responses)

A few indicated there needs to be improved maintenance of walkways along the waterfront (5 responses)

Winter Snow Clearing

Majority of responses related to poor snow removal due to timing, and quality of snow removal, if done at all. A few of those residents feel snow is pushed onto their sidewalks that they had already cleared causing issues for seniors (23 responses)

Value of Haldimand County Services for Tax Dollars Spent

Summary of Value Scores

More than half of respondents indicated that they feel they get good value in services for their tax dollars (64%).

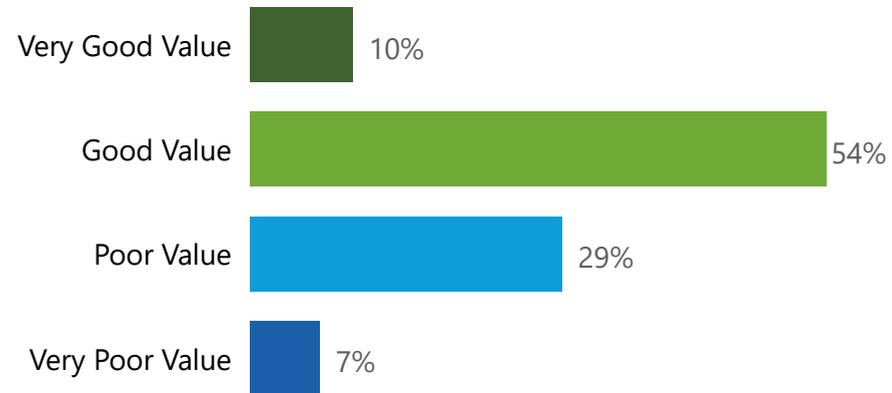
Responses also show majority support for increasing taxes if it leads to modernized, enhanced or expanded services (70%).

Preferences for Municipal Tax Spending

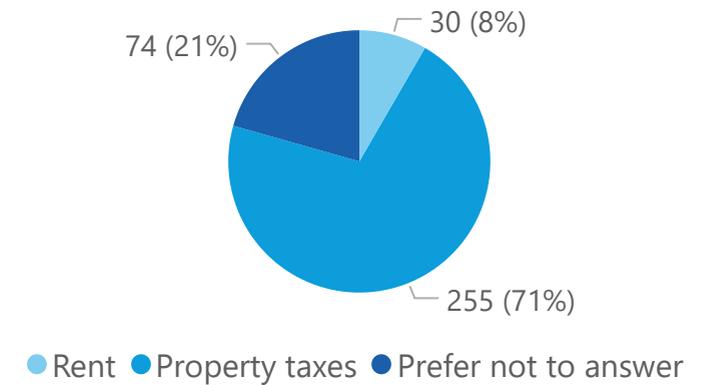
Of the residents who indicated the County should cut services to maintain or reduce current service levels, these were the areas identified specifically for cuts:

- Staffing Levels (5)
- Staff Wages (5)
- Roads (3)
- Arenas (2)
- Garbage Collection (2)
- Subsidized / Free Programs for Libraries, Museums, and Camps (2)

Breakdown of Scoring of Tax Dollar Value



Breakdown of Home Owners and Renters



Breakdown of Municipal Tax Spending Option Scores

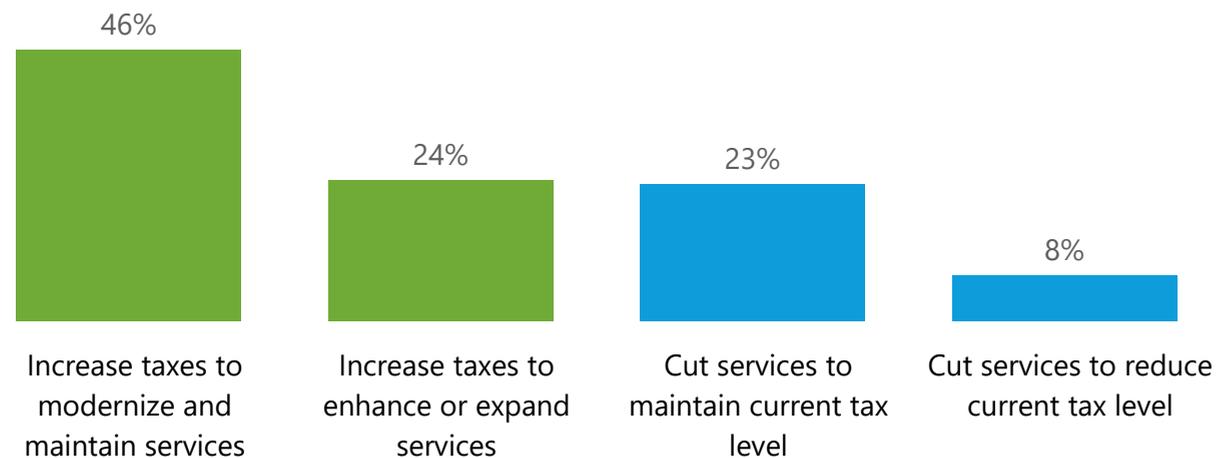




Photo by: Sybil Fletcher

Customer Experience

Positive Feedback on Customer Service

The majority of respondents indicated that they find Haldimand County staff to be friendly, helpful and knowledgeable (50 responses)

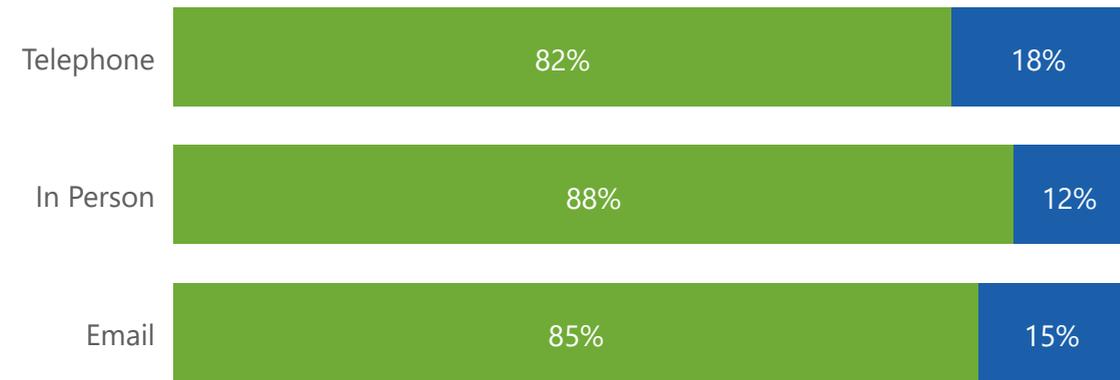
Some said that staff are quick to respond to inquiries (8 responses)

Negative Feedback on Customer Service

Some respondents noted that staff did not respond to their inquiry and that they were still waiting for response (16 responses)

A few others said that while they did get a response, it was not in a timely manner (7 responses)

Customer Service Satisfaction Ratings by Communication Channel



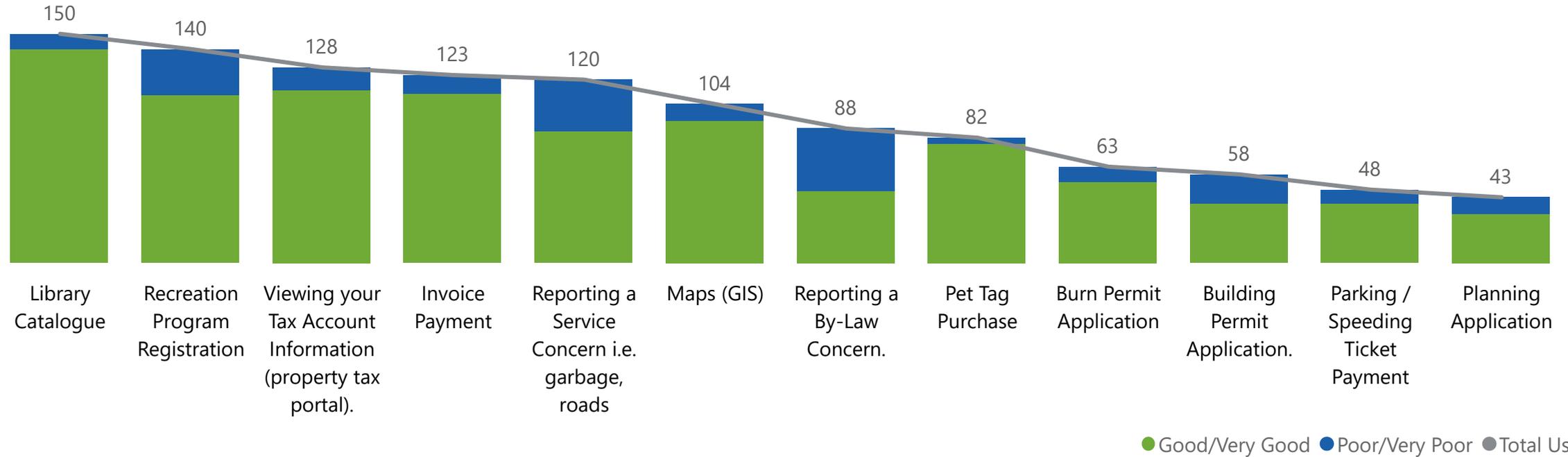
● Satisfied ● Unsatisfied

- 226 residents rated customer service by telephone
- 198 residents rated customer service in person
- 216 residents rated customer service by email

Online Services Overview

67% of survey respondents indicated they use online services provided by Haldimand County. 41 respondents provided their feedback on online services.

Online Service Tool Ratings



Positive Feedback on Online Services

A few residents indicated the online tools are easy to use (11 responses), and 6 people responded that it was a positive experience.

Negative Feedback on Online Services

Several residents indicated that they got no response to their online request (7 responses).

Some said that they found online tools difficult to navigate (9 responses).

A few indicated the building permit process is too long (4 responses).

Future Online Services Requested

Some respondents said to make as much as possible available online (5 responses).

Several residents would like to see online water billing (8 responses).

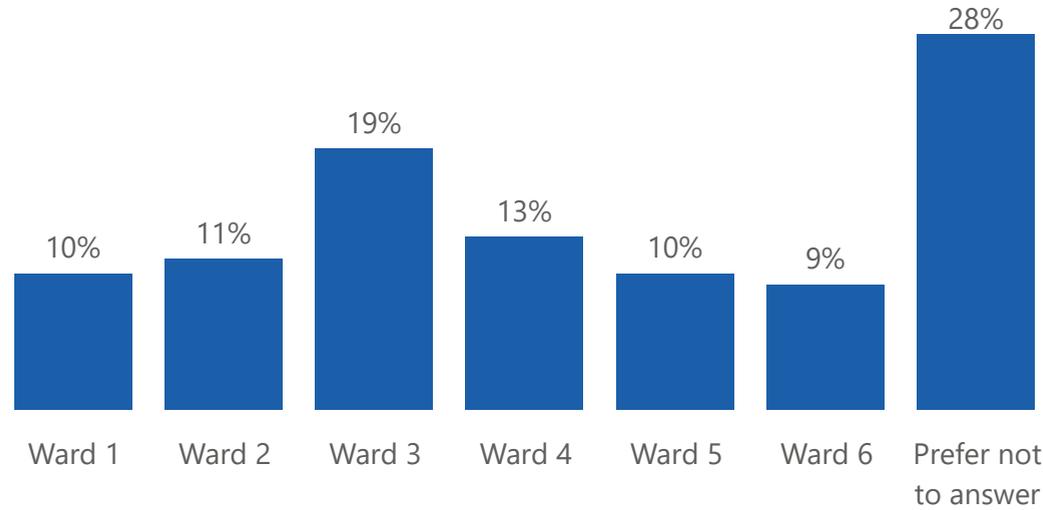


Photo by: Susan Coulthart

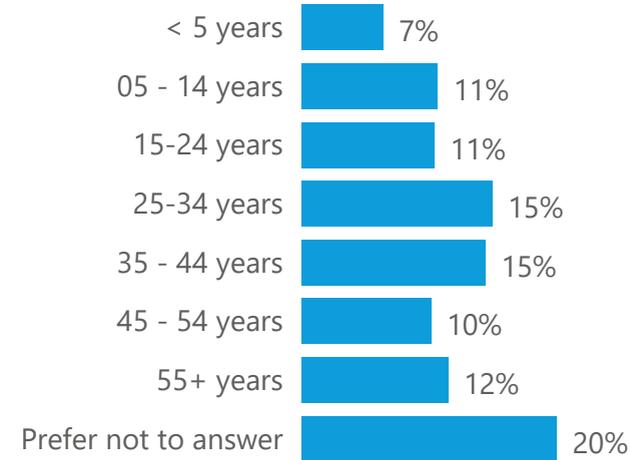
Appendices

Appendix A: Respondent Profile

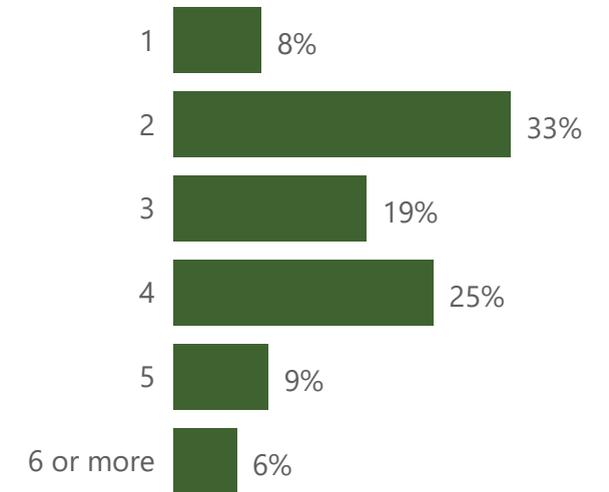
Breakdown by Ward



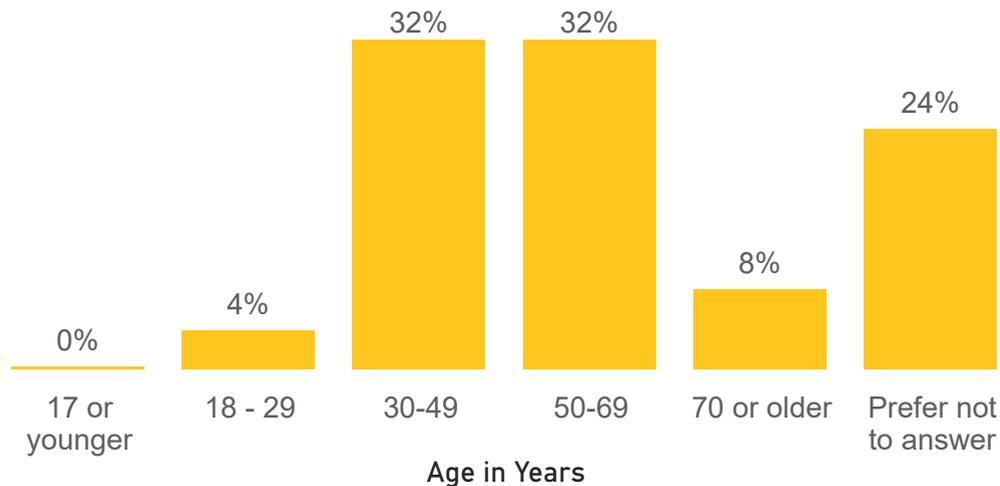
Length of Time Lived in Haldimand County



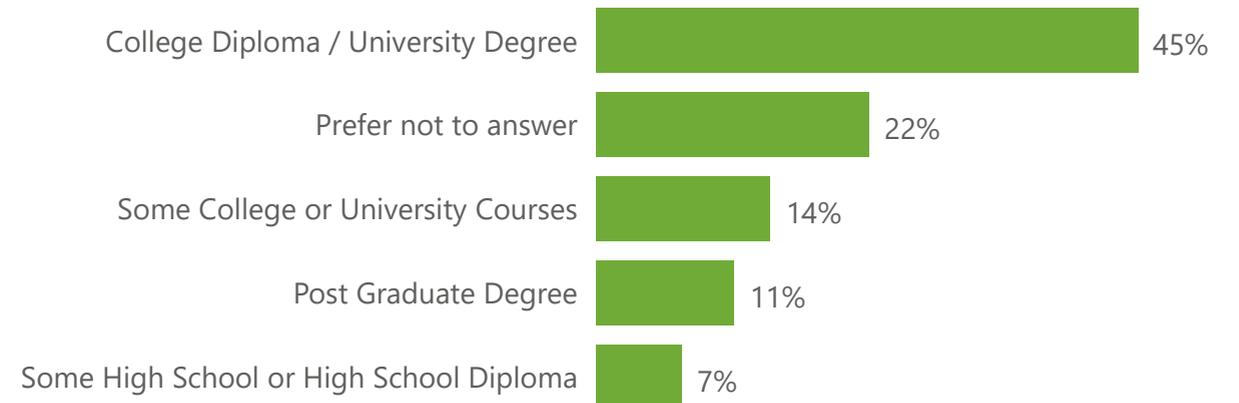
Number of People in Household



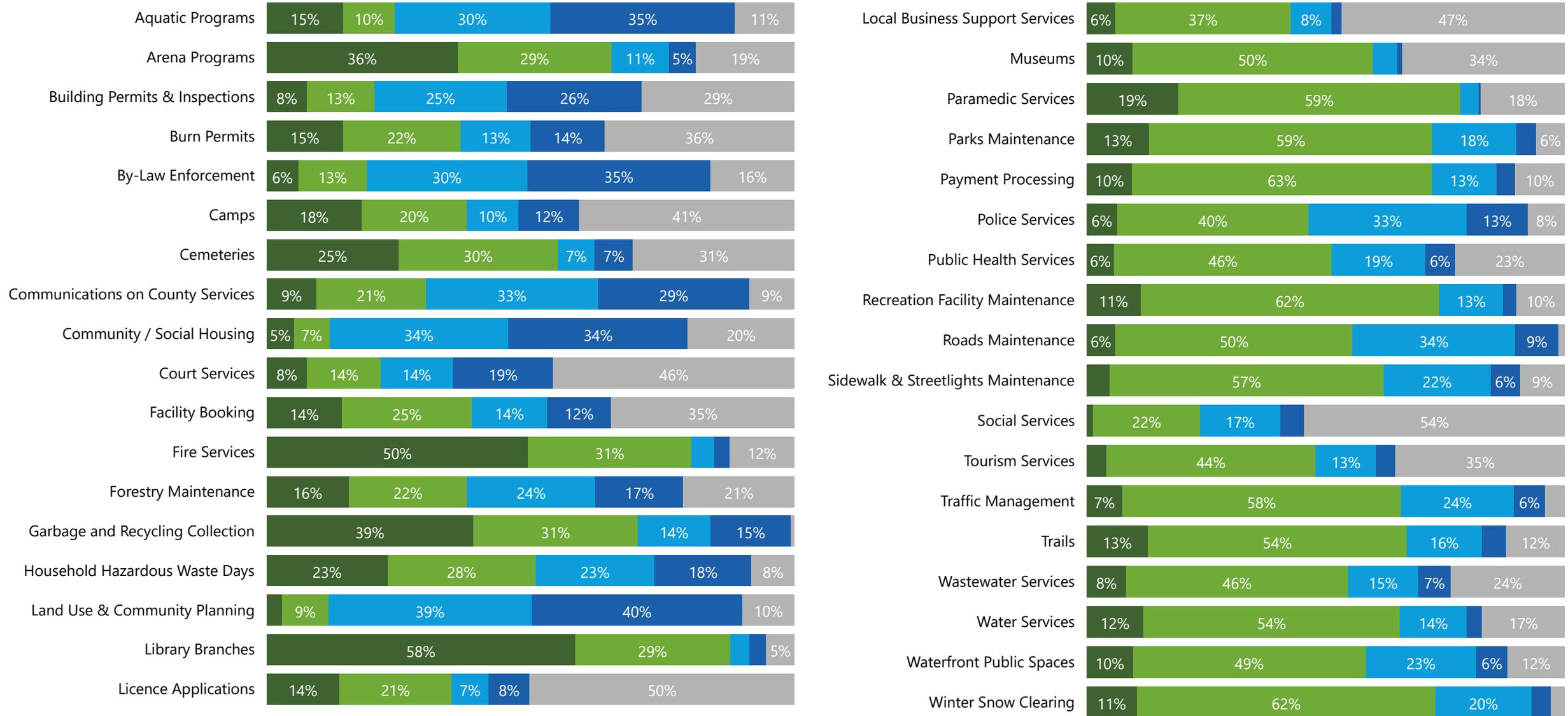
Breakdown by Age



Breakdown by Education Level



Appendix B: Breakdown of Service Satisfaction Responses



● Very Satisfied ● Satisfied ● Unsatisfied ● Very Unsatisfied ● Unsure or N/A