



REPORT TITLE									
2025 Budget Survey Results									
FROM (Name and Position)									
Johnny Pereira, CPA, CGA, Treasurer									
Council Meeting Date:	October 7, 2024				Report Date:	September 30, 2024			
Decision Required:	Yes		No	X	Type of Meeting:	Open	X	Closed	
Outcome:	Information Only	X	Direction		Priority:	High		Low	X

BACKGROUND

The annual budget survey was launched in the Township to obtain feedback from the community to be used as input into the 2025 budget process. As a Council-requested public engagement initiative, a budget survey was developed using an online platform and advertised on the Township's website, social media, and the final tax billing newsletter. The survey was launched on August 1st and closed on September 6th.

ANALYSIS

Budget Survey Highlights:

- The Township received 46 responses. (25 in 2023, 33 in 2022, 104 in 2021).
- 60% of respondents selected digital methods as their preferred type of communication (social media at 38% and the Township website at 22%).
- 65% of respondents felt the current communication methods were sufficient, while 25% would like to see an email newsletter, and 2% were interested in electronic signage at either the Municipal Office or Kerwood Park.
- 84% of respondents thought the services they received for their tax dollars were either fair, good or excellent (96% in 2023, 87.9 in 2022, 73.81% in 2021).
- 60% of respondents would like to increase taxes to maintain services at current levels (i.e. inflationary increase), while 11% would like to increase taxes to enhance or expand services. 24% of respondents would like to cut services to maintain current levels of taxes, while 5% would like to cut services to reduce taxes.
- 36% of respondents felt that funding infrastructure should be a top priority for the Township, while 27% are supportive but would like to cap annual increases to 1%. 33% of respondents are supportive but would not support an increase from what the Township was doing in past budgets. 2% felt the Township should utilize debt, with 2% having no opinion.

- The top 4 municipal services used by respondents are:
 - Garbage/Recycling
 - Roads
 - Kerwood Park
 - Landfill

- 87% of respondents were either satisfied or very satisfied with the customer service they received at the Township (76% in 2023, 52% in 2022). 7% of respondents were somewhat unsatisfied (12% in 2023 and 2022), while 6% had no opinion.

- 93% of respondents were either satisfied or very satisfied with municipal roads (80% in 2023, 79% in 2022), and 89% were either satisfied or very satisfied with the winter maintenance of roads (76% in 2023, 70% in 2022).

- 73% of respondents were either satisfied or very satisfied with Kerwood Park (60% in 2023, 46% in 2022), while 27% had no opinion. No responses were recorded for any levels of being unsatisfied (4% in 2023, 18% in 2022).

- An average of 85% of respondents felt service levels across the identified operating units should be maintained in 2025

A full breakdown of the survey results and a copy of the online survey are included in the attachment.

Survey results have been distributed to Managers for consideration in building their respective departments' 2025 budget.

During the 2025 budget deliberations with Council, management will identify the areas where the survey has informed decision-making.

ATTACHMENTS

- 2025 Budget Survey Results
- Copy of the 2025 Budget Survey

FINANCIAL IMPACT

None

RECOMMENDATION

THAT the 2025 Budget Survey Results report be received for information.

<p>APPROVED by the Chief Administrative Officer Morgan Calvert</p>

Township of Adelaide Metcalfe 2025 Budget Survey

46 Responses

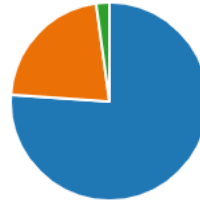
12:15 Average time to complete

Closed Status

About You

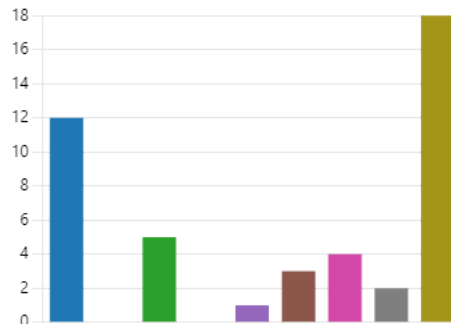
1. What is your relationship with the Township of Adelaide Metcalfe?

Resident	35
Business/Landowner	10
I'm not from Adelaide Metcalfe	1



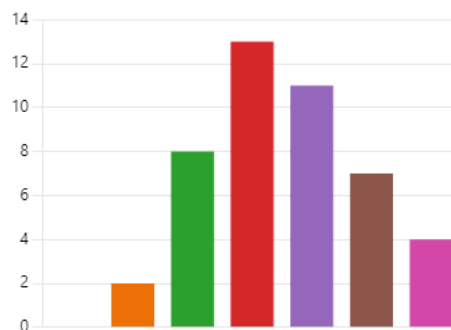
2. Where do you live (or own property) in Adelaide Metcalfe?

Kerwood	12
Cairngorm	0
Adelaide	5
Walkers	0
Napier	1
Napperton & Pike Area	3
Buttery Creek & Grogast Crt Area	4
Centre Rd Area (Also includes C...	2
Other location within Adelaide ...	18



3. What is your age bracket?

Under 18	0
18-24	2
25-34	8
35-44	13
45-54	11
55-64	7
65+	4



Information Sharing:

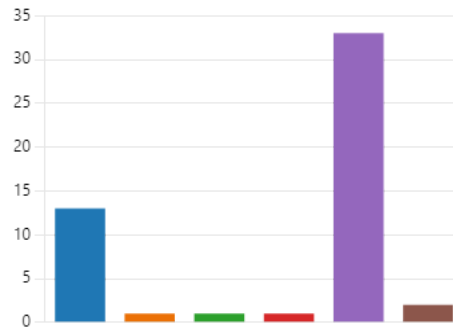
4. Current Communication Methods

Social Media (Facebook/Twitter)	35
Tax Bill Newsletters	23
Website (adelaidemetcalfe.on.ca)	20
Live Support (in person, phone, ...)	9
Newspaper (Middlesex Banner)	5



5. Additional Communication Methods

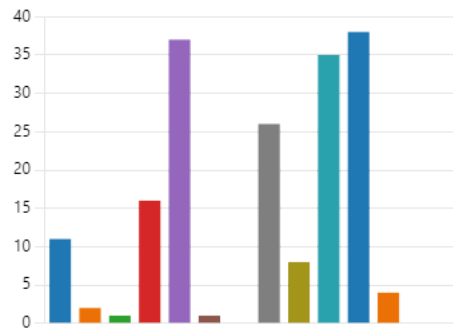
Email Newsletter (~\$120/year)	13
Electronic Sign at Kerwood Park...	1
Electronic Sign at Municipal Offi...	1
Text Message Alerts (~\$6,000/y...	1
The current communication met...	33
Other	2



Municipal Services

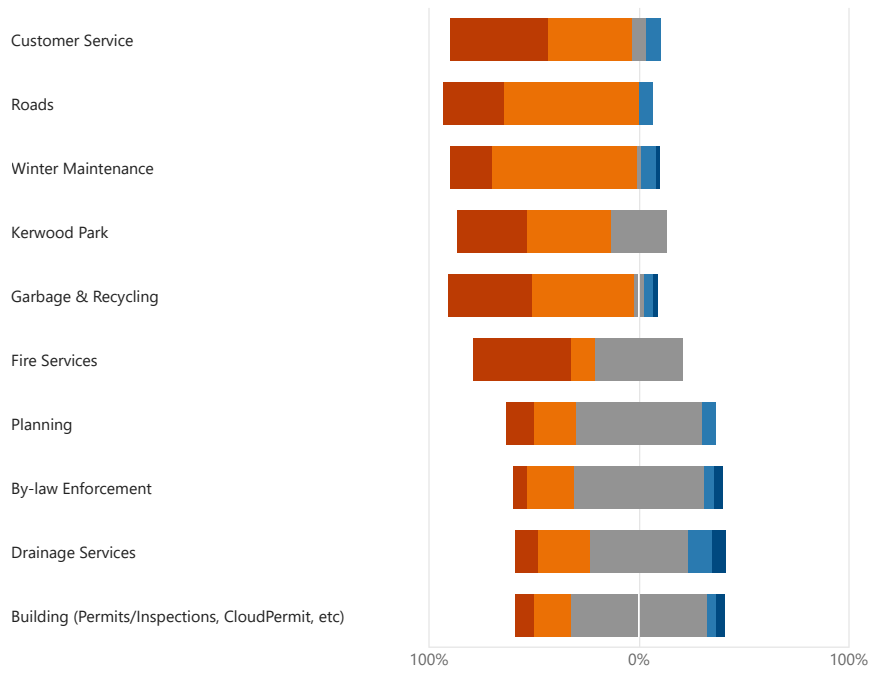
6. What Have You Used?

Building Permits	11
By-law Enforcement	2
Drinking Water	1
Landfill	16
Garbage Collection	37
Land Use Planning	1
Legislative Services (ie Commissi...	0
Kerwood Park	26
Protective Services (Fire, Police, ...	8
Recycling Services	35
Roads	38
Sewer/Wastewater	4
Other	0
None of the above	0



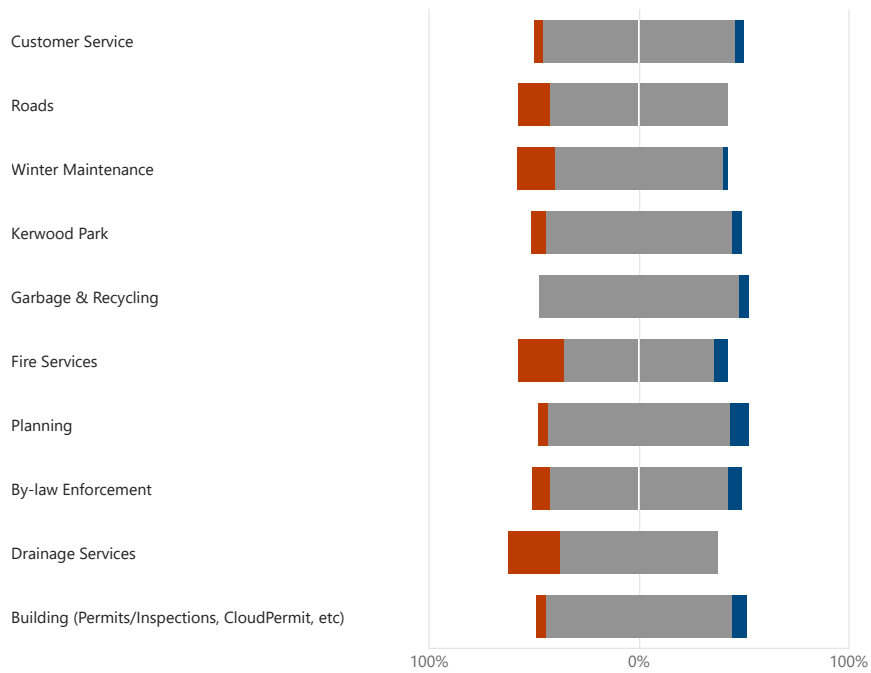
7. Rate Your Experience

Very Satisfied Satisfied Don't Know Somewhat Unsatisfied Very Unsatisfied



8. 2025 Approach to Services

Enhanced Maintained Reduced



9. Overall Satisfaction with Services

Significantly Improved	3
Improved	19
Neutral	20
Worsened	3
Significantly Worsened	0



Infrastructure

10. Funding Infrastructure

Yes - This should be a top priori...	16
Yes - I'm supportive, but tax rate...	12
No - While I'm supportive of inf...	15
No - I would prefer the Townshi...	1
Not sure / No opinion	1



Value for Tax Dollars

11. How would you rate the overall value you received for your tax dollars?

Excellent	4
Good	24
Fair	10
Poor	7
Very poor	0



Approach to Budgeting

12. When the Township is creating the municipal budget, please indicate what statement comes closest to your point of view. The Township should:

Increase taxes to enhance or ex...	5
Increase taxes to maintain servic...	27
Cut services enough to maintain...	11
Cut services enough to reduce t...	2



Final Thoughts

13. Wish List

If the Township "won the lottery" and received \$250,000 in extra funds that could go to any municipal program or service, what would you put it towards?

Responses: 31

- Adding serviced residential building lots in Adelaide and Kerwood Village.
- I think that 250,000 does not go far with roads etc. I think maybe just using it to do something to help the people in our community that need it, or small business trying to succeed in our township.
- Hire a building inspector and get rid of the cloud
- I would support your decisions as I think you are all doing a great job
- Use that money for new infrastructure
- They should work on having their own services and not relying on Strathroy-Caradoc so much. If we are going to collect taxes from Centre road and attract those business we should be self sufficient to provide services. Otherwise we should be annexing that landon to S-C. Such a waste of Lawyers fees and time.
- Infrastructure for an industrial area.
- I feel that what we pay, all of your questions were about cutting services. We are extremely administrative heavy for a small township of 3100. CUT SALARIES and POSITIONS!!! I also pay taxes in Strathroy, where I have sewer, water, gas, street lights, sidewalks, etc. I have zero of that here, and pay more than \$5000 a year in taxes. PROPERLY TAX YOUR COMMERCIAL PROPERTIES such as the auto shops that are paying farm tax and not commercial. Or the alpaca farms that are mostly "tourism and retail" not FARM TAX WORTHY!!! What is this tourism about anyway? Come to Adelaide and see the open pig dead stock bins enroute to your Alpaca walk? Smell the bio solids? Lovely.
- A park in the Village of Adelaide. Ideally this park would provide a small roofed structure with enough space for two picnic tables. There are no public outdoor spaces in the village for families and children to socialize and meet their neighbours. For those who have lived in the area for generations (wonderful history!) there are established relationships with people they have known forever AND for those new to the Village, or those considering moving to the area there is no communal areas to meet others.
- Replacing/upgrading and maintaining Roads Department equipment/vehicles and or Fire Equipment/vehicles. With the changing regulations for vehicle safeties, maintaining and replacing equipment before total failure, supply chain issues could affect service levels, create risk and liability.
- Fire
- Emergency services. More fire fighting equipment and better Police response.
- Replacement of aging emergency response vehicles, Municipal water services that provide safe drinking water.
- Due to such a large area and small department I feel like the fire department could use extra funds for just everyday supplies or even possible bigger purchases
- Emergency Services
- fire department or Kerwood sewer plant
- In my opinion I know that the fire department is in need of updating their SCBA's for safety purposes and to keep in line with neighbouring municipalities at mutual aid events. I would guess that the cost of this would be close to that amount of money. Our local fire fighters do thier extremely dangerous job 24/7 for very little pay and I believe that they should be supported with funding wherever possible for safety sake.
- Infrastructure
- Fire services
- Tax reduction
- Lower my taxes for a year.
- Park improvements, fund fire services.
- I think you would know better than I would. Your choice. :)
- Playground and park in Adelaide village
- splash pad
- Winter road maintenance. Road improvement (Paving school road.)
- Animal control, bylaw enforcement
- Not sure
- Roads
- Invest in the future to save for road replacements
- To offset tax increases for current and future needs. Let's not add random wasteful things that we don't need in out Township!

14. Please provide any additional comments that you would like to be considered during the 2025 Budget deliberations.

Responses: 13

- Maintain funding for legal challenges, and keep a significant reserve for future legal needs. Always stick to the capital needs of road maintenance and fire department.
- I've been led to believe the township has a significant surplus, I have seen the added new large equipment in recent years and watched the new plows drive bare roads in the winter.
- What zoning and planning have been done to attract a small business to the village of Adelaide?
- Building and Planning expenses should be wholly covered by the users and not rate payers. Focus should be on maintaining and timely replacements of vehicles and equipment to maintain service levels. A reserves policy that supports saving for infrastructure investments.
- I think the elected officials are doing a good job to prioritize the needs of the community. It would have been great to see high speed services expanded to all areas within the township not just a select few areas. I love where I live and the people in the community.
- Consider making severance easier to have more tax income so the existing residents don't have an increase to their taxes
- The only reason I scored "building permitting" lower is because I am unable to apply for a permit during this period of waiting for the new official plan. I understand this is beyond your control, but it remains a frustration.
- Try and keep everything reasonable. I understand that we're hurting with inflation we don't need any more extra costs.
- I require help at home, and I've had workers cancel on me because my road (Katesville) sometimes has poor conditions in the wintertime.
- So winter maintenance is very important to me.
- Cleanup Kerwood
- I see a lot of municipalities with high tax rates because of bad planning for the future. Saving now will help out taxes in the long run. Let's be smart.
- We need better lighting at the park for safety!

COPY: 2025 BUDGET SURVEY QUESTIONS



Township of Adelaide Metcalfe 2025 Budget Survey

The budget is a key policy and planning document that outlines our Township's priorities for services, programs and infrastructure. Setting the budget is a balancing act between competing priorities – providing the high level of services that residents deserve and expect versus what we can afford.

As we begin building the 2025 municipal budget, we want to hear from you!

Please complete this brief survey and help us create a budget that reflects the priorities of local residents and businesses.

As you answer these questions, please remember:

1. Your annual tax bill is made up of taxes from Adelaide Metcalfe, Middlesex County, and taxes paid to your preferred school board. This survey is just about the Adelaide Metcalfe portion.
2. There are some services that municipalities are required to provide by legislation and some that may be limited by in how much room there is to reduce costs.

Results from this survey will be presented to Council and will be posted on the Township website.

Thank you for taking the time to comment.

About You

1

What is your relationship with the Township of Adelaide Metcalfe? *

- Resident
- Business/Landowner
- I'm not from Adelaide Metcalfe

2

Where do you live (or own property) in Adelaide Metcalfe? *

- Kerwood
- Cairngorm
- Adelaide
- Walkers
- Napier
- Napperton & Pike Area
- Buttery Creek & Grogast Crst Area
- Centre Rd Area (Also includes Charles Blvd, Evergreen Ct, Cedar Crst)
- Other location within Adelaide Metcalfe

3

What is your age bracket? *

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Information Sharing

4

Current Communication Methods *

The Township of Adelaide Metcalfe currently uses the following communication methods to share information about our services. Which are your preferred methods of receiving information? Select all that apply.

- Social Media (Facebook/Twitter)
- Tax Bill Newsletters
- Website (adelaidemetcalfe.on.ca)
- Live Support (in person, phone, email)
- Newspaper (Middlesex Banner)

5

Additional Methods *

Would any of the following methods of communication be useful to you? Some of these suggested communication methods come with a cost that may increase taxes.

- Email Newsletter (~\$120/year)
- Electronic Sign at Kerwood Park/Firehall (~\$30,000)
- Electronic Sign at Municipal Office (~\$30,000)
- Text Message Alerts (~\$6,000/year)
- The current communication methods work for me
- Other

Municipal Services

6

What Have You Used? *

Which municipal services have you used recently? Check all that apply.

- Building Permits
- By-law Enforcement
- Drinking Water
- Landfill
- Garbage Collection
- Land Use Planning
- Legislative Services (ie Commissioner of Oath)
- Kerwood Park
- Protective Services (Fire, Police, Ambulance)
- Recycling Services
- Roads
- Sewer/Wastewater
- Other
- None of the above

Rate Your Experience *

How would you rate the following municipal services based on how well you think the municipally funded services are being delivered in our community?

	Very Satisfied	Satisfied	Don't Know	Somewhat Unsatisfied	Very Unsatisfied
Customer Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kerwood Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage & Recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By-law Enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drainage Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building (Permits/Inspections, CloudPermit, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2025 Approach to Services *

Should the following municipal services be:

- Enhanced (increase service level or funding)
- Maintained (same amount of service level or funding)
- Reduced (decrease service level or funding)

	Enhanced	Maintained	Reduced
Customer Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kerwood Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage & Recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By-law Enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drainage Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building (Permits/Inspections, CloudPermit, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9

Overall Satisfaction with Services

How would you describe the quality of services in Adelaide Metcalfe over the last year?

- Significantly Improved
- Improved
- Neutral
- Worsened
- Significantly Worsened

Infrastructure

10

Funding Infrastructure

Along with provincial and federal grants, some of what you pay in property taxes goes towards repairing and renewing our infrastructure (roads, bridges, park improvements, large equipment like fire trucks, and snowplows etc.).

The Township has a comprehensive, multi-year Asset Management Plan for infrastructure. This plan shows that we have an "infrastructure gap" between what we are saving for repairing and renewing infrastructure from property taxes versus the expected costs.

Would you support increasing property taxes specifically for infrastructure renewal?

Note: This relates to replacing existing aging infrastructure and equipment only.

- Yes - This should be a top priority for the Township.
- Yes - I'm supportive, but tax rate increases to specifically support infrastructure renewal should be kept to under 1%.
- No - While I'm supportive of infrastructural renewal, I do not support a tax increase beyond what we've been doing already in past budgets.
- No - I would prefer the Township take on debt for critical repairs.
- Not sure / No opinion

Value for Tax Dollars

11

*

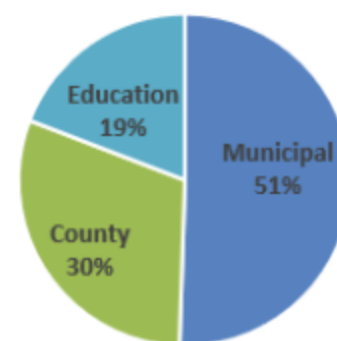
Every time your street is plowed, you see the fire department responding to an emergency, or you visit Kerwood park, you're witnessing your municipal tax dollars at work.

Your annual tax bill is made up of taxes from Adelaide Metcalfe, Middlesex County and taxes paid to your preferred school board. In general, about half of what you pay in taxes goes to Adelaide Metcalfe.

Municipal services covered by your property taxes include roads and traffic management on local streets, Kerwood park, land use planning, economic development, by-law services, fire and emergency services, and policing, among others.

Thinking about the part of your taxes that go to Adelaide Metcalfe, how would you rate the overall value you received for your tax dollars?

Distribution of Property Taxes Collected
by Adelaide Metcalfe, 2024



Excellent

Good

Fair

Poor

Very poor

Your Approach to Budgeting

12

*

The Township has many of the same budget pressures that you have at home - including inflation and rising costs for goods and services like insurance and construction materials, among others.

We work to find efficiencies and savings, and seek out grants to offset these increases. In 2023, 17% of the municipal budget came from grants, investment income and other sources outside of property taxes and user fees

When the Township is creating the municipal budget, please indicate what statement comes closest to your point of view.

The Township should:

- Increase taxes to enhance or expand municipal services
- Increase taxes to maintain services at current levels (i.e inflationary increase)
- Cut services enough to maintain current tax levels
- Cut services enough to reduce taxes

Final Thoughts

13

Wish List

If the Township "won the lottery" and received \$250,000 in extra funds that could go to any municipal program or service, what would you put it towards?

Enter your answer

14

Final Thoughts

Please provide any additional comments that you would like to be considered during the 2025 Budget deliberations.

Please enter at most 300 characters