



Budget 2025 Public Engagement Results



September 21, 2024



how we engaged

Catalyst Communications worked Morinville in developing the Budget 2025 engagement survey, with questions that:

- 1 Provide Council with meaningful insights into residents' priorities.
- 2 Provide insights into current perceptions and opinions on Morinville's future growth.
- 3 Build off the Budget 2024 engagement process.



participation

Budget 2025 engagement process garnered **523 responses**, representing around **5% of Morinville's population** (approx. 10,400). This exceeds the minimum 4% participation rate deemed statistically valid for a community of Morinville's size.

Budget engagement participation has increased by 250% since 2023.



engagement notes

Survey participants typically have a strong opinion on one or more municipal issues.

These survey results are to be considered as one input of many:



who participated?

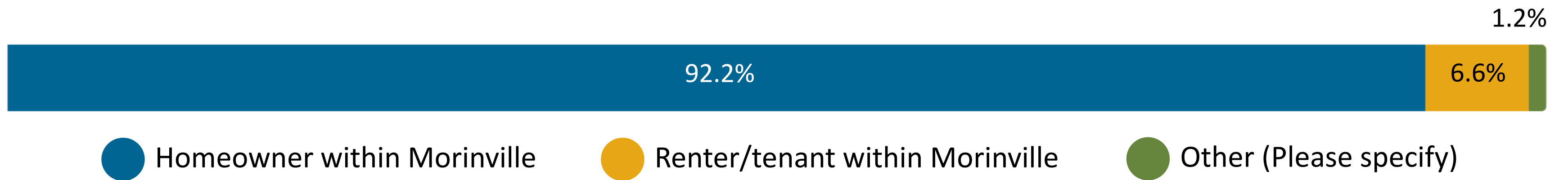
Age	Budget 2025 Engagement	Budget 2024 Engagement	Census Demographics
18-24 / 15-24*	2.5%	1%	13.7%
25-34	16.1%	15.7%	18%
35-44	32.8%	35.9%	21.5%
45-54	18.4%	20.1%	14.1%
55-64	15.9%	14.3%	16%
65-74	12.3%	11.1%	10.1%
75+	1.9%	1.9%	6.5%



who participated?

The vast majority of respondents are residents of Morinville (98.8%).

Of those, most are homeowners in Morinville (92.2%)



satisfaction levels

Service/Program	Satisfaction Level
Emergency Services	96%
In-person customer support	94%
Morinville Community Library	94%
Economic Development & business attraction	93%
Morinville Museum	88%
Bylaw enforcement	82%
Garbage, organics & recycling collection	80%
Town-produced events	77%
Parks & open spaces	75%
Telephone customer support	75%
Seniors cultural, recreational & fitness programming	74%
Morinville Community Cultural Centre	73%
Online customer support	66%
Adult cultural, recreational & fitness programming	60%
Children and youth cultural, recreational & fitness programming	55%
Morinville Leisure Centre	48%
Morinville's summer road and maintenance work	46%
Wellbeing, support, and referral services	46%
Winter road maintenance, snow removal & ice removal	40%



desire for change in service levels

Service/Program	% of survey respondents who selected the option for an increase in service level
Winter road maintenance, snow removal & ice removal	48%
Parks & open spaces maintenance & infrastructure	38%
Morinville Leisure Centre	33%

Service/Program	% of survey respondents who selected the option for a decrease in service level
Morinville Museum	31%
Morinville Leisure Centre	19%
Morinville Community Library	18%



satisfaction vs. service levels

Summer Road and Sidewalk Maintenance

Winter Road Maintenance, Snow Removal and Ice Removal

Satisfaction Level

Only 25.9% of respondents are satisfied with current summer road and sidewalk maintenance in Morinville.

Only 39.7% of respondents are satisfied with current winter road maintenance, snow removal and ice removal practices.

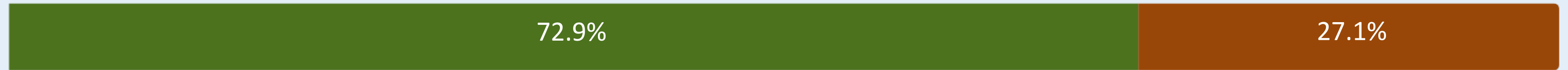
Service Levels

29% of survey respondents believe there should be increased service levels tied to summer road and sidewalk maintenance in Morinville.

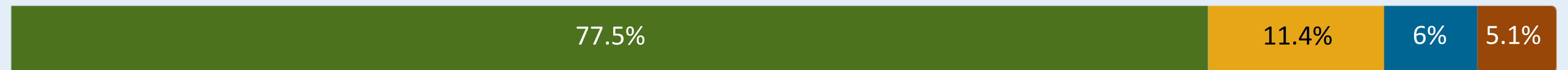
47.8% of survey respondents believe there should be increased service levels tied to winter road maintenance, snow removal and ice removal.



survey results – taxation



- Generally speaking, I would like to see service levels maintained over the coming year, recognizing that maintaining service levels requires increased funding to account for inflation.
- Generally speaking, I would like to see service levels increased over the coming year, recognizing that increasing service levels requires increased funding.



● \$10-\$14/month ● \$15-\$19/month ● \$20-\$24/month ● \$25+/month



survey results – future growth

As Morinville prepares for the future, which of the following is most important to you?

1	Minimizing property taxes in the future	YOY: Unchanged
2	Economic development and business attraction	YOY: Unchanged
3	Addressing local infrastructure needs	YOY: ▲ 3 priority levels
4	Ensuring long-term Town fiscal sustainability	YOY: ▼ 1 priority level
5	Ensuring future growth is well planned	YOY: Unchanged
6	Maintaining or increasing service levels	YOY: ▼ 2 priority levels



survey results – future growth



Thinking about Morinville 20 years from now, please rank the following statements in order of importance with 1 being most important and 7 being least important.

- 1 Morinville is a great place to raise a family.
- 2 Morinville is a safe and welcoming community.
- 3 Morinville hosts sustainable planning and development
- 4 Morinville has a vibrant, diverse and independent economy.
- 5 Morinville maintains a ‘small town’ feel and culture.
- 6 Morinville is a great place to start a business.
- 7 Morinville respects the environment and promotes responsible use of land and resources.

survey results – future growth



- Morinville should embrace growth. This would increase the local tax base, and potentially attract more services and employment opportunities.
- Morinville should embrace growth. However, focus should be placed on residential development, specifically.
- Morinville should allow growth. However, the Town should not actively pursue it.



what now?

As you move through the budget process, remember to continue to:

- Frame changes in real dollars, rather than as percentages.
- Be realistic about the cost pressures faced by Morinville.
- Address certain community expectations head-on.
- Be transparent in financial reporting throughout the year.



questions & thank you



Benjamin Proulx
Catalyst Communications
ben@catalystcommunications.ca
780-909-2594