



City of  
Courtenay

ZOOM Window Space

Your Courtenay, Your Voice

# 2024 Resident Survey

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# Understanding Courtenay Residents' Perspectives

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## Purpose:

- **Assess** resident satisfaction
- **Identify** trends
- **Develop** benchmarks (internal and external)
- **Build trust** through transparency and engagement
- **Inform** government decision making (evidence-based)
- **Meet or exceed** resident service expectations
- **Engage and report out** on issues that matter most



*The City uses a variety of methods, including the Resident Survey, to understand and respond to community needs, ensuring valuable resident input informs City planning and service delivery.*

# Evidence-Based Decision Making

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## Where are we now?

- Year 2
- Basic priority indicators via themes and trends
- Some ability to correlate perspectives
- Some ability to compare perspectives with other municipalities
- Some confidence to determine areas for policy and service changes
- Caveats

## Where are we going?

- 5 years of data
- Evolved survey – effectively captures residents perspectives
- Strong cause and impact correlation
- Identify rare events
- Strong understanding of community policy perspectives and priorities
- Ability to forecast
- Identify learning opportunities through municipal comparators

## Steps in Evidence-Based Policymaking



# Quality of Life

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## What we heard?

- Mixed picture - Overall quality of life remains positive
- Growing perspective of decline
- **Key Concerns:** Homelessness, Substance Use/Addiction, and Affordable Housing
- Strong connection between social issues and quality of life

## What are we doing?

- Equity and Culture Informed Communications and Engagement Strategies
- Accessibility Plan
- Investment in Shelter and Housing
  - Connect, Winter Shelter, Winter Shelter Strategy, BC Housing Projects...
- Provincial advocacy: homelessness, housing, addictions, treatment...
- Land use planning, housing agreements

## Extreme Weather Response Shelter secured for Comox Valley this winter

City looked at over 60 properties before deciding on 971 Cumberland Road for necessary service

### Timeline

- ✓ Land purchase and announcement  
March 2024
- ✓ Community engagement  
Summer 2024
- ✓ Municipal rezoning process  
Summer 2024
- Non-profit operator selection process  
2024/25
- Construction expected to begin on purpose-built shelter  
2025
- Shelter construction expected to be complete  
2026/27
- Expected completion of supportive housing building  
2028

# Value for Tax Dollar

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## Evolving Perspectives

- 70% perceive good or very good value for their tax dollars
- 3 points above the mean
- 8 point decrease from 2023

## Increased Interest in Transparency in Financial Matter

- Financial/Budget 13%
- Taxes 10%

## Need for Enhanced Communications and Engagement

- Balancing Act – Budget Simulator (2<sup>nd</sup> year)
- NEW for 2026 Budget Planning: 2 dedicated budget meetings
- Communications and Engagement Strategy – Opportunities



**“Balancing Act”  
Budget Simulator**

[courtenay.ca/budget](https://courtenay.ca/budget)

# Satisfaction: City Services & Staff

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## Individual Satisfaction Indicators Improve

- Increased in 7/11 key services areas
- Increased in 4/6 key staff interaction indicators

## Online Services Surge

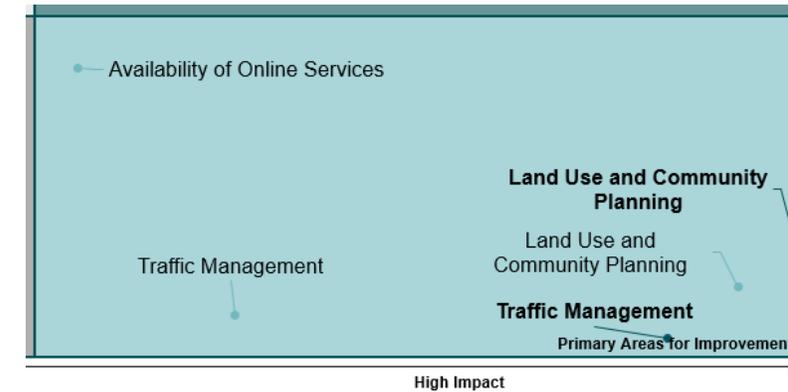
- Significant jump in online service satisfaction (65% to 81%)
- **Gap Analysis:** Shifting from “Primary Area for Improvement” to “Secondary Area for Maintenance”

## Water/Wastewater Success

- Notable improvement (77% to 86%) highlights effective management practices

## Focus on Recreation

- Decrease in satisfaction (87% to 82%) due to increased demand
- **Gap Analysis:** Shifting from “Secondary Area for Maintenance” to “Primary Area for Maintenance”
- **In Motion for 2025** – Recreation Strategic Plan



# Satisfaction Discrepancies

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## City Services - Overall Satisfaction

- Remained the same 66% (2023 & 2024)
  - External shifted from 76% (2023) to 74% (2024)

## Staff Experience – Overall Satisfaction

- Decreased 10 points from 76 % (2023) to 66% (2024)

Staff Experience	2023	2024
Courteous	85%	91%
Knowledgeable	80%	86%
Treated Fairly	87%	82%
Right Staff	75%	77%
Timely Manner	72%	68%
Extra Mile	57%	58%

Service Area	2023	2024
Fire	93%	96%
Water/Wastewater	77%	86%
Parks/Green spaces	83%	83%
Recreation	87%	82%
Online Services	65%	81%
Solid Waste	72%	72%
Road/Sidewalk	63%	64%
Bylaw Enforcement	60%	61%
Public Transit	50%	53%
Land use planning	48%	52%
Traffic Management	46%	46%

# Communication & Engagement

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## Establishing Initiative Baselines

- Communication Strategy
  - 64% satisfied with the current information they receive
- Engagement Strategy
  - 48% satisfied with the opportunities provide input

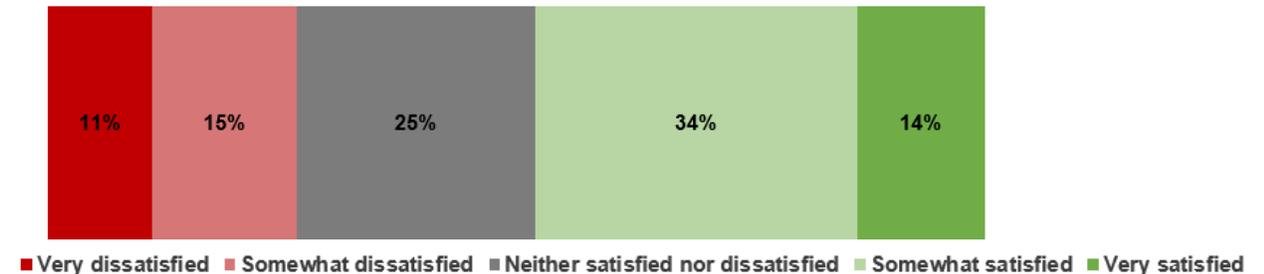
## Communications

- Building projects/new developments
- Municipal planning
- Updates
- Finance/Budget/Taxes
- Parks and recreation programs and events



## Engagement

- Communication
- Number of opportunities
- Impact of input
- Trust
- Awareness



# Caveats & 2025 Survey

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## Caveats

- Trend and causation confidence - More data needed
- Municipal comparators - survey frequency
- Context and weight of importance:
  - Targeted engagement with user groups
  - Targeted engagement with equity deserving groups and individuals
- Specificity – information provided vs. question asked
- Refinement continues – e.g. contradictory indicators
- Understanding of jurisdiction – impact on perspective ?

## 2025 Resident Survey

- Expand on service and staff satisfaction questioning to understand contradictions
- Add questions about jurisdictional responsibilities e.g. RD, Province, Local Government

*Meaningful engagement and data collection empower us to develop services that anticipate and address the evolving needs of our community, while ensuring responsible stewardship of public resources.*

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# Questions?