



City of
Courtenay

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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

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

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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 (2nd year)
- NEW for 2026 Budget Planning: 2 dedicated budget meetings
- Communications and Engagement Strategy – Opportunities



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

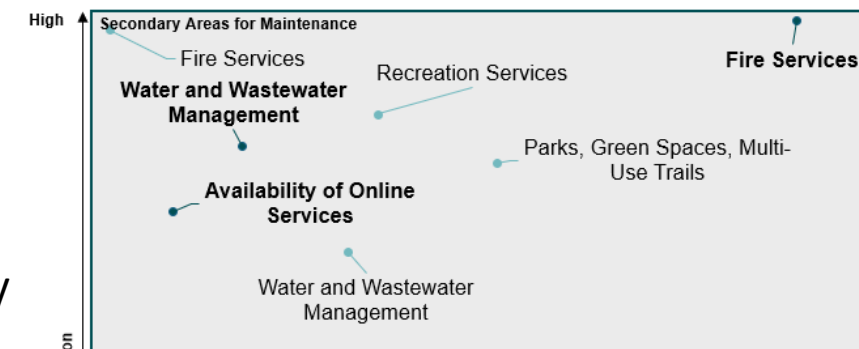
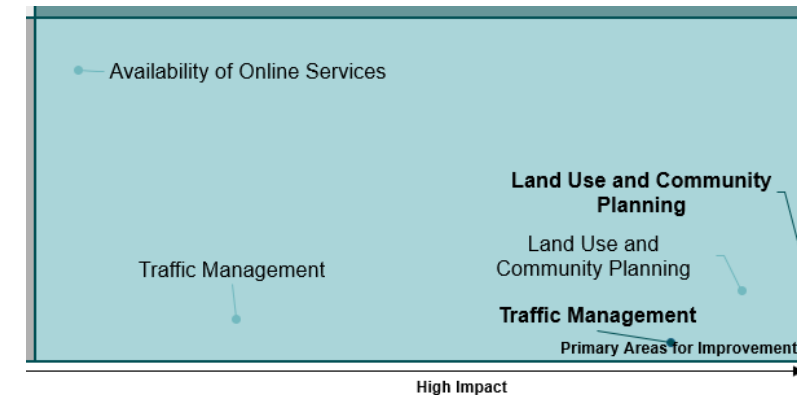
- Significant jump in online service satisfaction (65% to 81%)
- **Gap Analysis:** Shifting from “Primary Area for Improvement” to “Secondary Area for Maintenance”

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

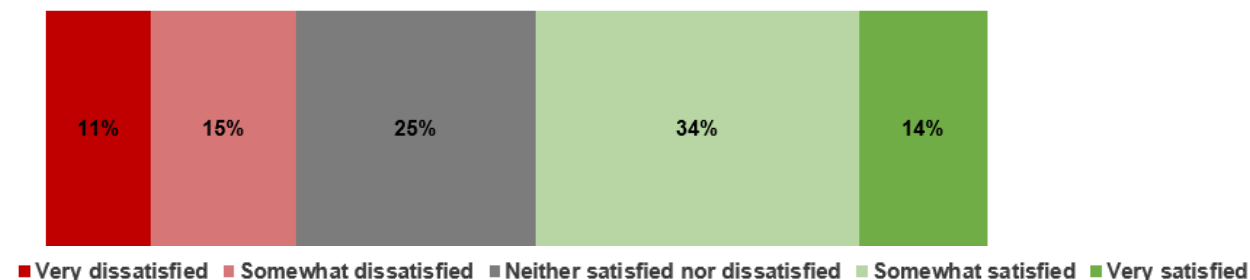
Communications

- 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?