

2023 Resident Survey

City of Courtenay
Draft Report - August 2023

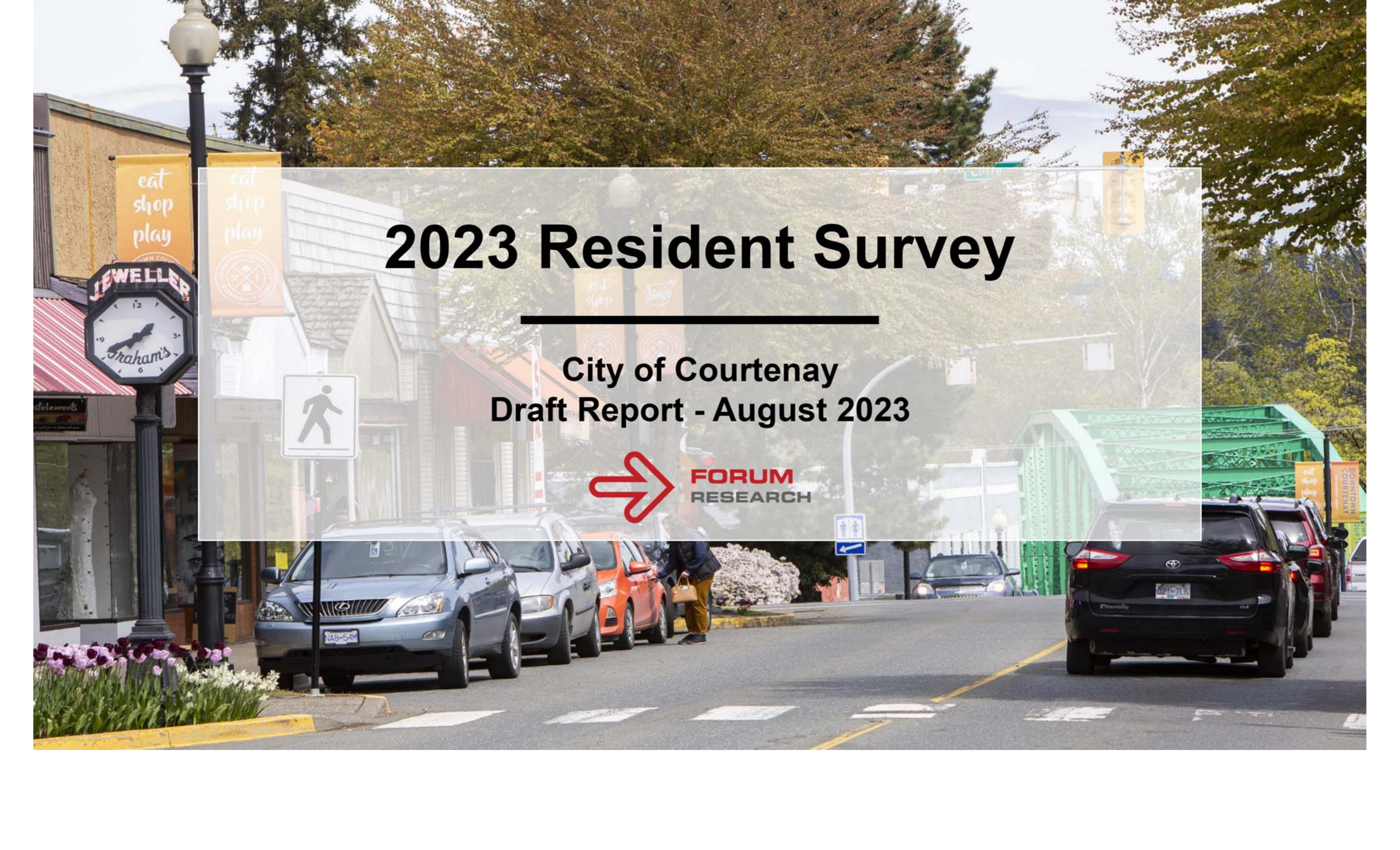






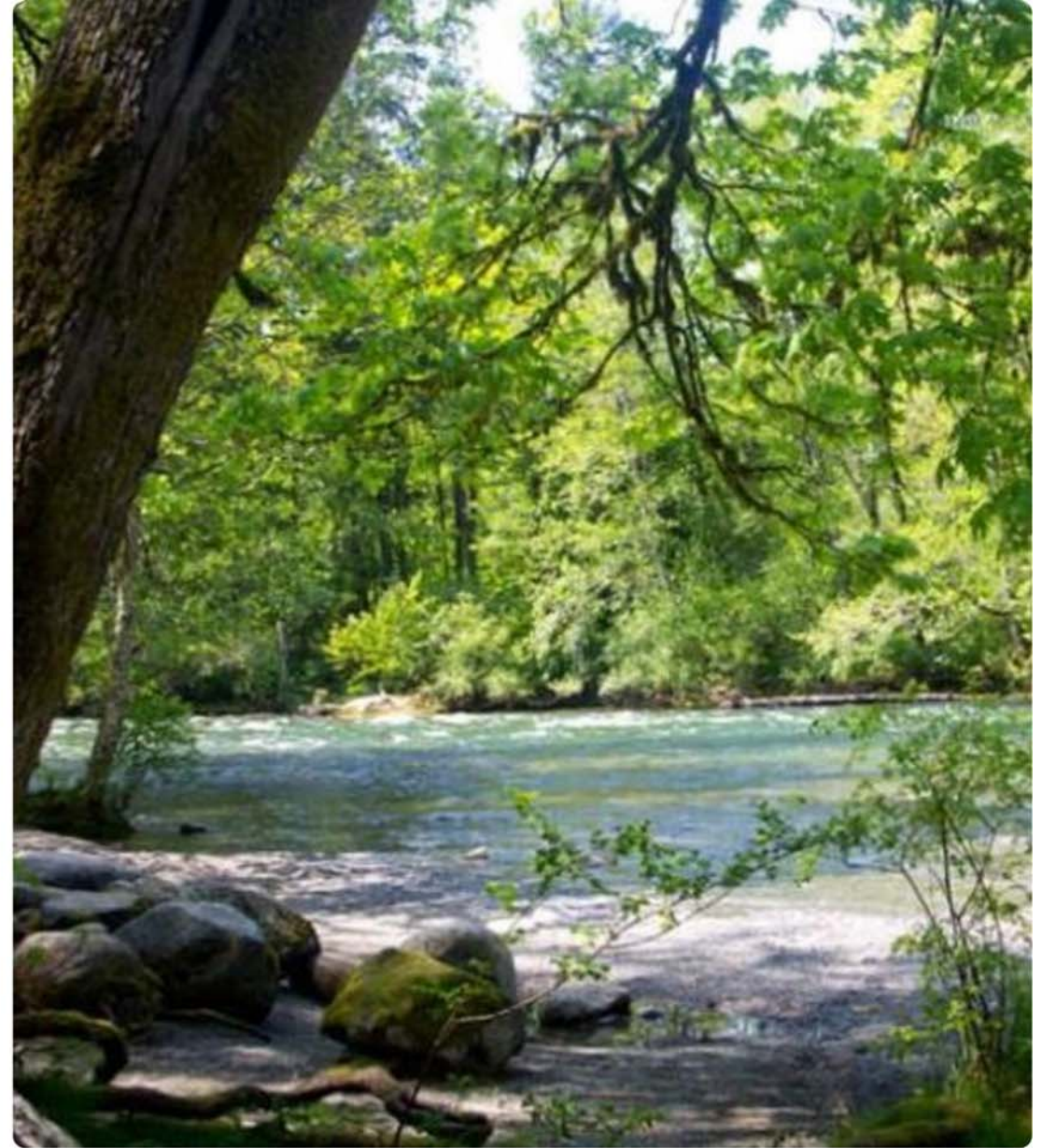


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Executive Summary



Executive Summary

Quality of Life, Sense of Belonging, and Value for Tax Dollar

- Majority of residents surveyed (TOP2: 90%) rate the quality of life in the City of Courtenay as either good or very good, and about 4 in 5 (TOP2: 78%) think that the overall value that they receive for their tax dollars is either very good or good also. [\[Slide 12 & 36\]](#)
- Nearly 4 in 5 (TOP2: 77%) say the City of Courtenay is a welcoming city, and around 7 in 10 (TOP2: 70%) believe that they have a strong sense of belongingness in the City of Courtenay. [\[Slide 44 & 45\]](#)

Issues, Priorities, and Satisfaction with City Services

- The City has a negative Net Promoter Score (-16), indicating that residents are more likely to not recommend the City to their friends or colleagues as opposed to recommending it. [\[Slide 16\]](#)
- Homelessness (34%) emerged as the most important issue facing the city, followed by lack of affordable housing (11%), and water issues (5%). [\[Slide 11\]](#)
- However, two-thirds of residents (TOP2: 66%) are satisfied with the overall level and quality of services provided by the City of Courtenay. [\[Slide 19\]](#)
 - Fire services (TOP2: 93%), recreation services (TOP2: 87%), and parks, green spaces and multi-use trails (TOP2: 83%) are the services residents are most satisfied with. Traffic management (TOP2: 46%) has the lowest satisfaction among residents. [\[Slide 21\]](#)
- Results from the Gap Analysis indicate that the three primary areas of improvement for the city are as follows: land use and community planning; traffic management; and availability of online services. Although traffic management has the lowest satisfaction among the residents (TOP2: 46%), it ranks second in the list of primary areas for improvement, just behind land use and community planning. In terms of primary areas for maintenance, the service that tops the list is garbage, recycling, organics, and yard waste collection. [\[Slide 25\]](#)

Executive Summary

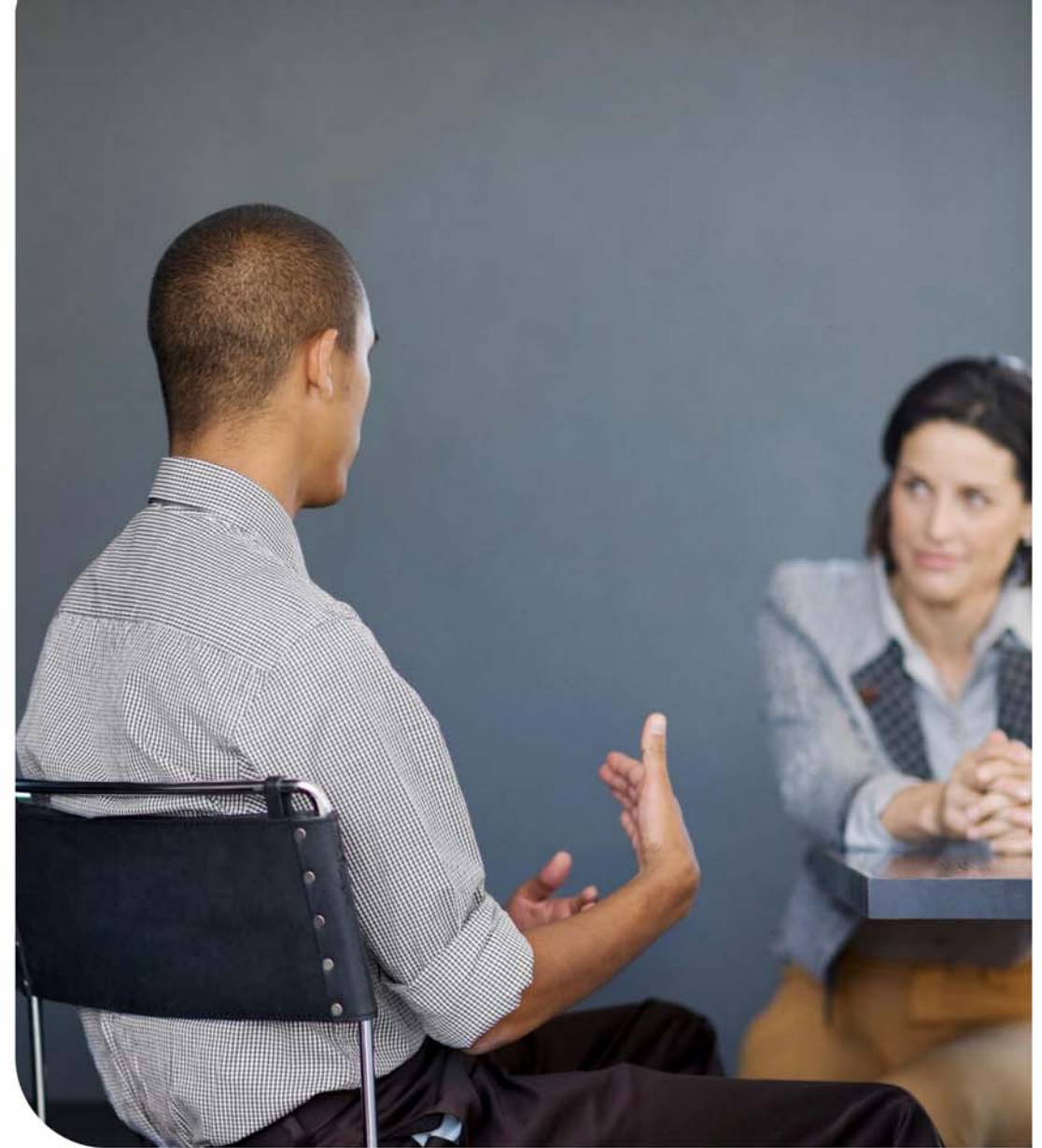
City Interaction and Staff Experience

- Around 4 in 10 residents (42%) have personally contacted or dealt with the City of Courtenay in the last 12 months. [\[Slide 31\]](#)
- 3 in 4 (TOP2: 76%) reported being satisfied with the overall service they received from the City of Courtenay the last time they contacted them, and about 4 in 5 (TOP2: 78%) received full or partial service and/or support. [\[Slide 32-33\]](#)

City Communication

- Almost half (45%) reported learning about or receiving updates about city-related news from the local newspaper, making it the most popular communication channel in the city. This is followed by social media (31%) and city website (18%). [\[Slide 40\]](#)
- When asked about their preferred method of being informed about city-related news and updates, local newspaper (38%) emerged as the most popular option. [\[Slide 41\]](#)
- In terms of residents' preferred method of contacting the city regarding inquiries and concerns, telephone emerged as the popular option, with nearly half (48%) of the respondents mentioning it. [\[Slide 42\]](#)

Methodology



Methodology

Method: CATI (Computer Aided Telephone Interview)

Criteria for Participation: Residents of the City of Courtenay who are 18 years of age or older

Sample Size: n=304

Average Length of Interview (LOI): 18.1 minutes

Margin of Error: $\pm 5.62\%$

Fieldwork Dates: July 24th – August 8th, 2023

- Additional Notes:**
- CATI sample was drawn using random digit dialing (RDD) among the City of Courtenay residents. A mix of landline and cell phone sample was used to reach cell phone-only households.
 - Results throughout this report have been statistically weighted by age and gender, to ensure that the sample reflects the target population according to 2021 Census data.
 - Comparisons to other Canadian municipalities have been included where possible.
 - Significant differences across sub-groups are noted where they exist.

Reporting Considerations

TOP2 / BTM2

Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “somewhat satisfied,” where a grouping of “not satisfied” (BTM2) may be the combined result of “very dissatisfied” and “somewhat dissatisfied”.

Rounding

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

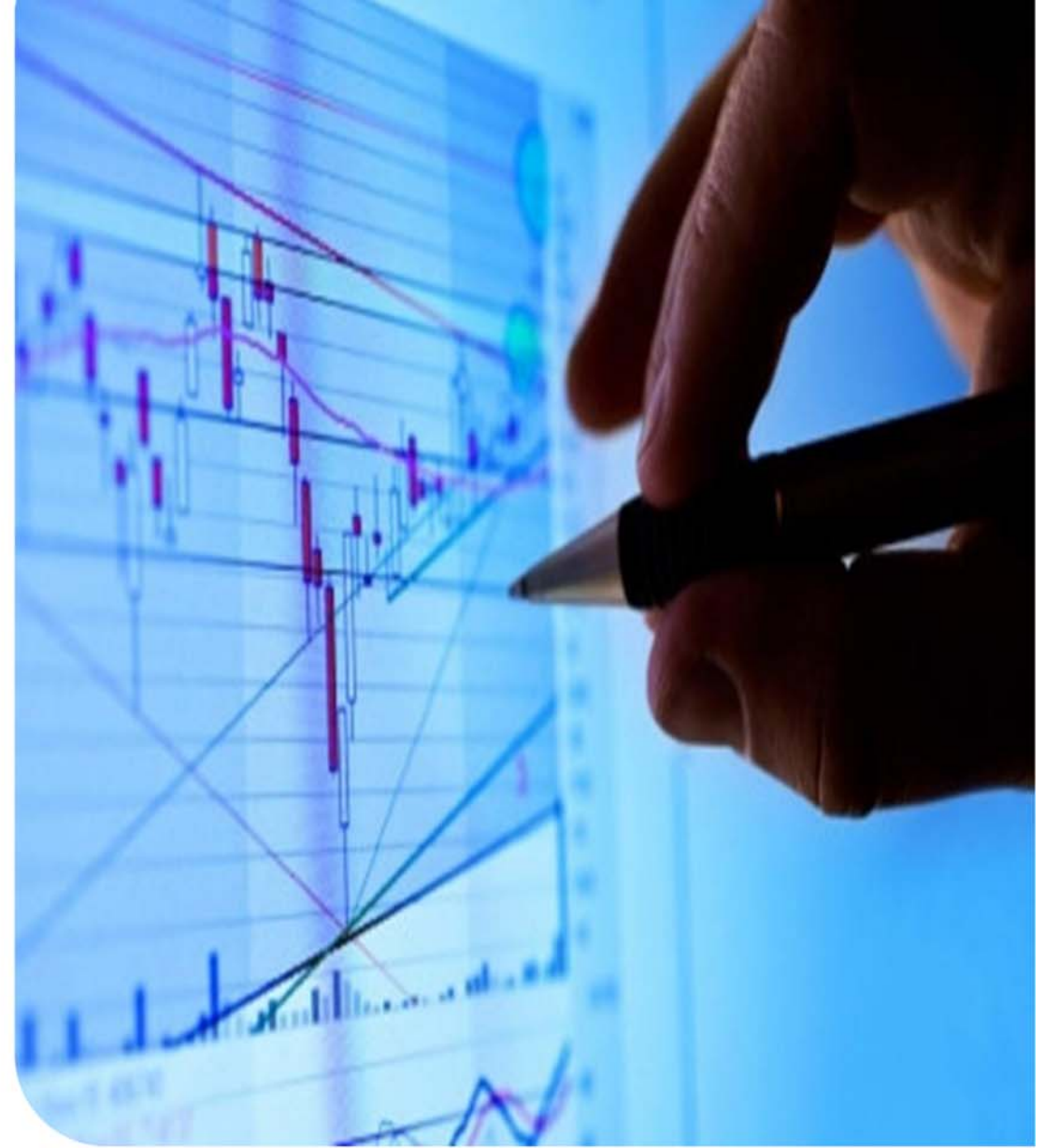
Multi-mentions

In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., How do you usually learn about or receive updates from the City of Courtenay?), it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question. For example, respondents were able to select “telephone” and “email” as their answer.

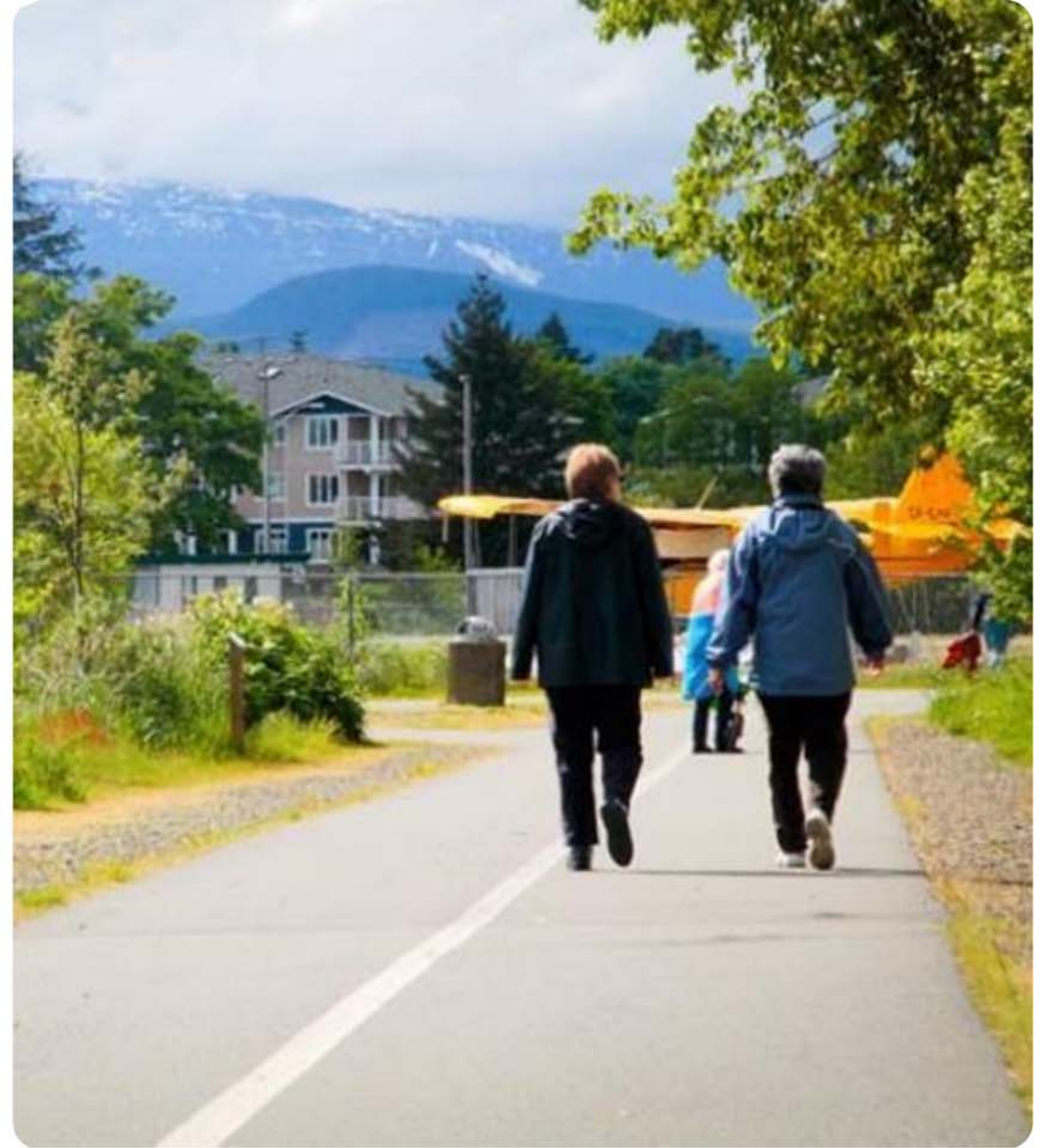
Significance Testing

Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments have been stated under the related finding in the right text boxes. It is important to point out that, statistical differences exist only between the segments mentioned in the notes.

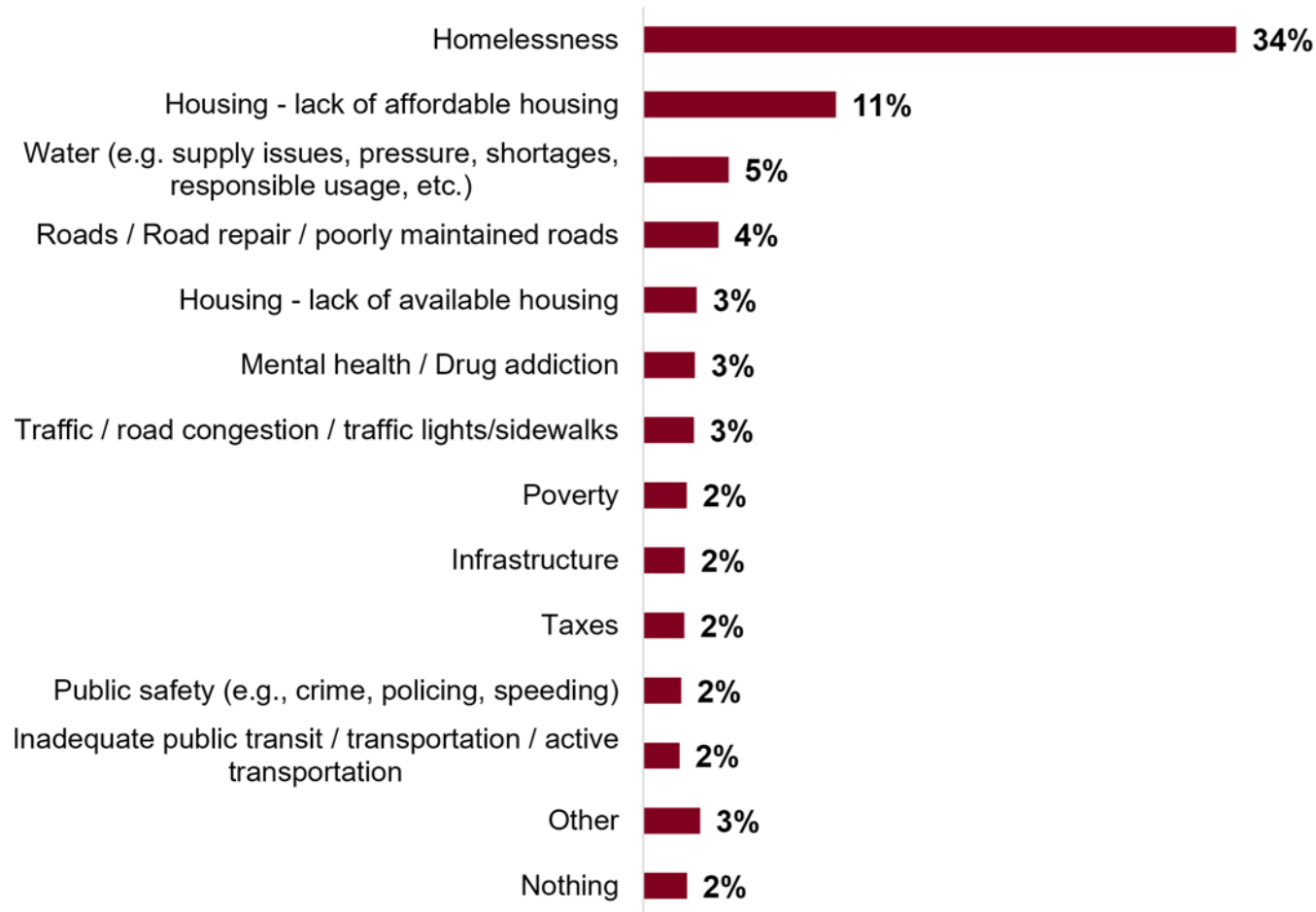
Detailed Findings



Quality of Life



Top of Mind Issues



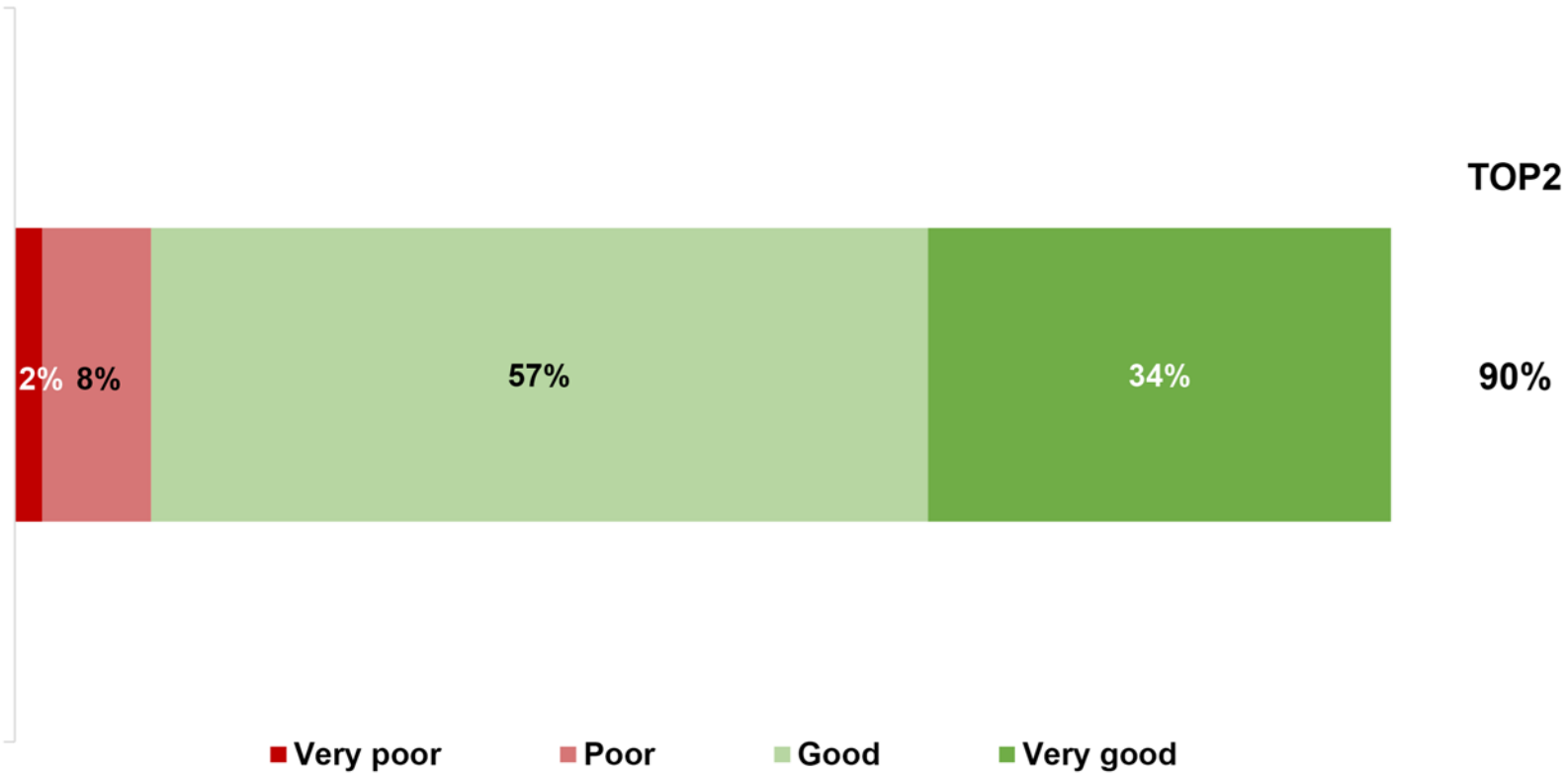
*note: not shown if <2%



Q1. In your view, as a resident of The City of Courtenay, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?
Sample size: n=304
Framework: All respondents

- Homelessness emerged as the most important issue facing the city, with around 1 in 3 (34%) respondents mentioning it.
 - Respondents earning \$60k to <\$80k (51%) are more likely to cite homelessness as the most important issue facing the city compared to those who earn under \$40k (22%).
- Other top of mind issues mentioned by the residents are lack of affordable housing (11%), water issues (5%), and concerns about roads (4%).

Quality of Life

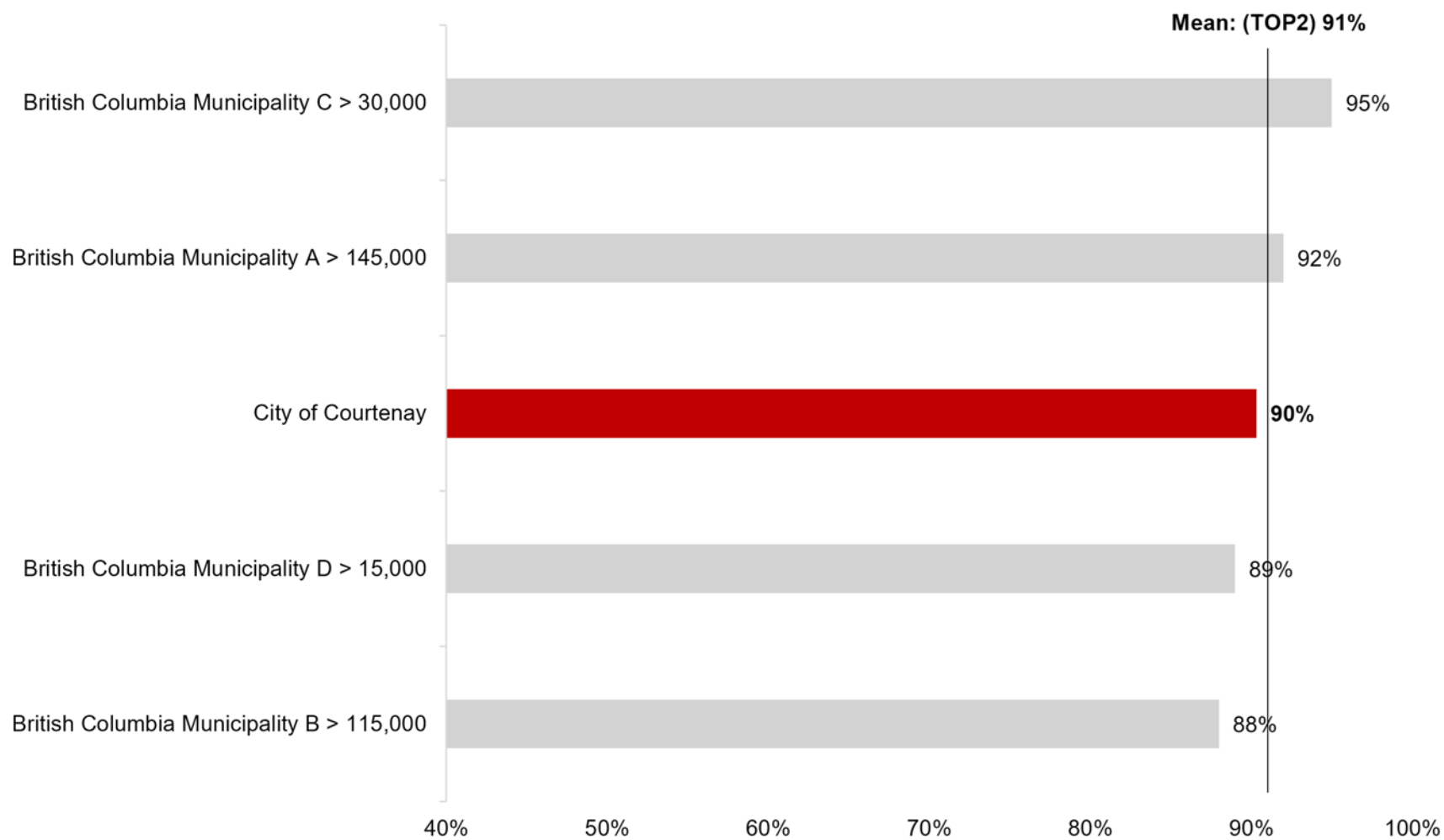


- Majority of respondents are positive towards the overall quality of life in the City of Courtenay, with around 9 in 10 residents (TOP2: 90%) rating the quality of life as good or very good.



Q2. How would you rate the overall quality of life in the City of Courtenay today?
Sample size: n=299
Framework: All respondents, excluding Don't Know / Prefer Not to Answer responses

Quality of Life – Benchmark



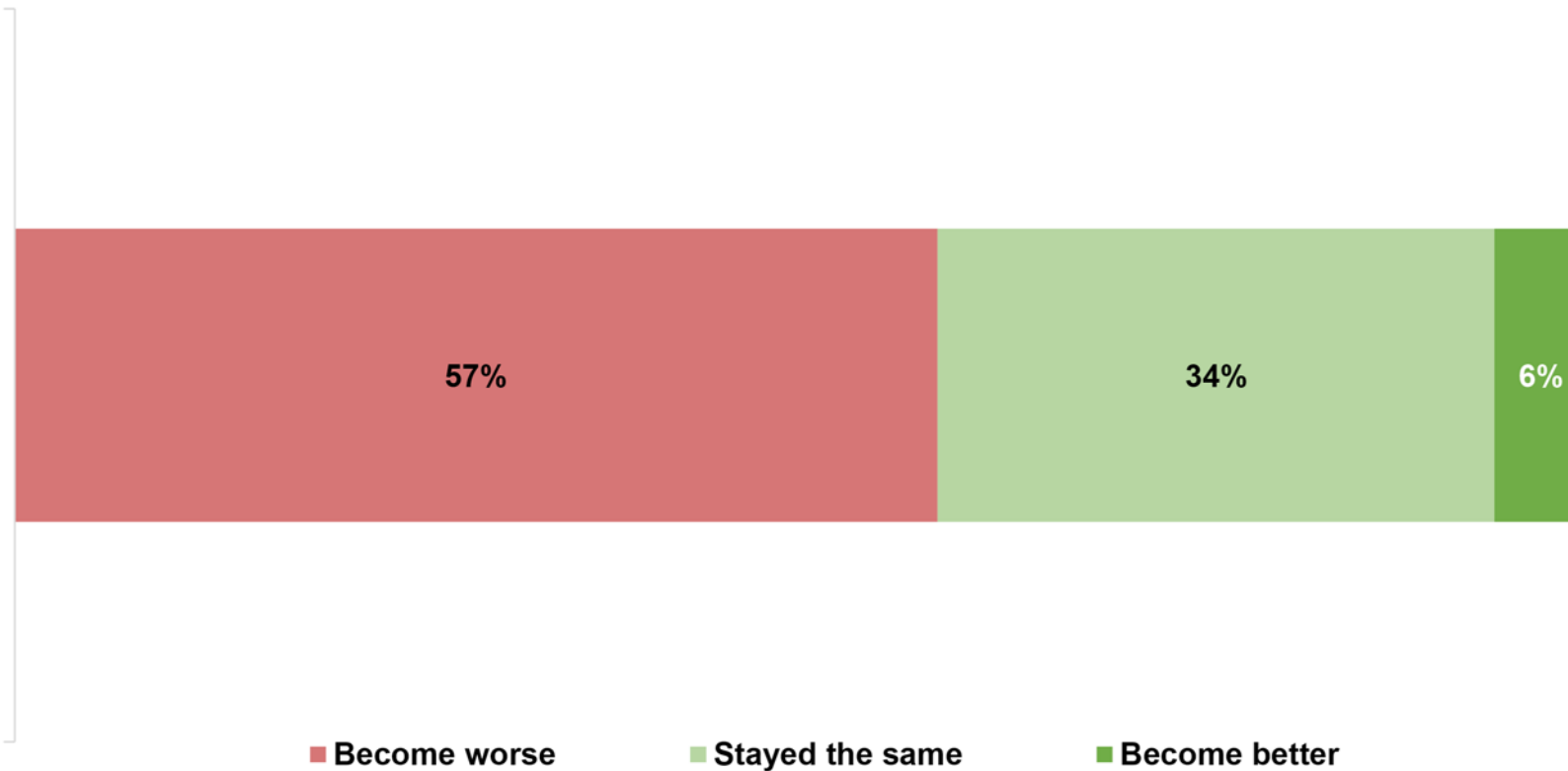
- When compared against other municipalities* in British Columbia, the City of Courtenay is barely below the average rating in terms of the overall quality of life.

*This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2023. Comparisons for this question include 4 municipalities across British Columbia, with populations ranging from ~15,000 to ~145,000. Populations shown are rounded to the nearest 5,000 based on 2021 Census data.



Q2. How would you rate the overall quality of life in the City of Courtenay today?
Sample size: n=299
Framework: All respondents, excluding Don't Know / Prefer Not to Answer responses

Quality of Life – Past 3 years

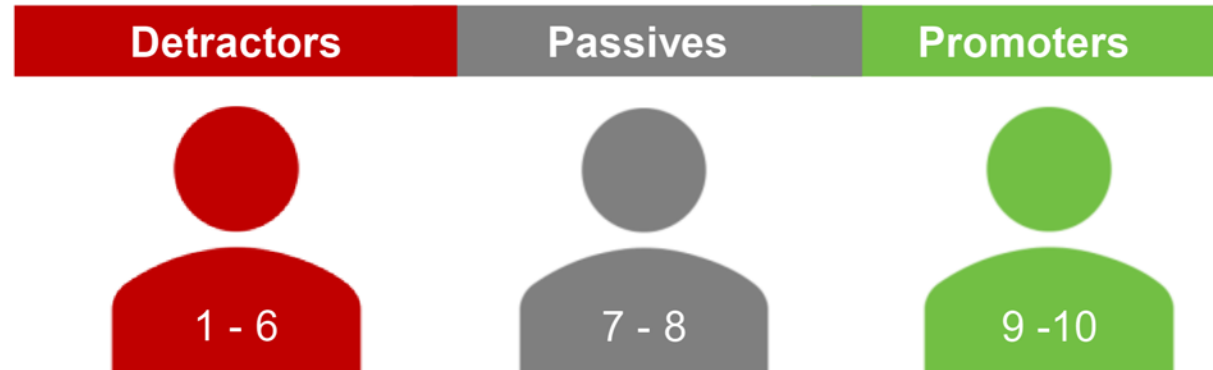


- More than half (57%) of the respondents think that the quality of life in the City of Courtenay has worsened over the past three years. The following demographic groups are significantly more likely to say the same thing:
 - Residents aged 35 to 44 (72%) compared to those aged 65+ (49%).
 - Those who are employed part-time* (90%) compared to those employed full-time (47%) and those who have retired (49%).

*Sample size n<30, Interpret with caution.

Net Promoter Score (NPS) - Methodology

Net Promoter Score = Promoters – Detractors



- The Net Promoter Score (NPS) assesses the willingness of residents to promote the City of Courtenay. The NPS was measured by asking residents to rate their likelihood of recommending the City of Courtenay as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely.
- Based on the score provided, residents were classified as Promoters, Passives, or Detractors of the City of Courtenay.
- A Net Promoter Score (NPS) is calculated by subtracting the detractors from the promoters, which provides a net score for the proportion of residents promoting the City of Courtenay.

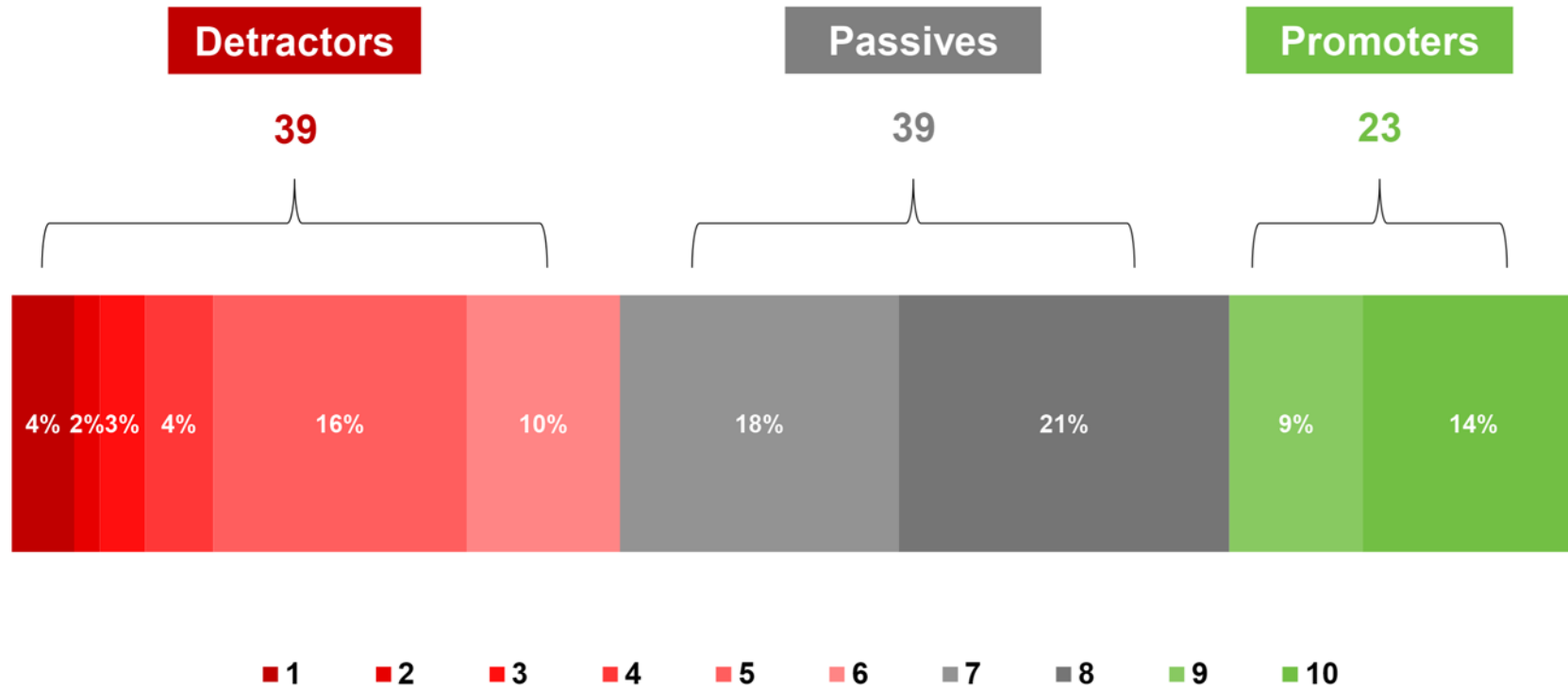


NPS. How likely would you be to recommend the City of Courtenay as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.

Sample size: n=303

Framework: All respondents, excluding Don't Know responses

NPS Analysis



$$\text{Net Promoter Score} = 23 - 39 = -16$$

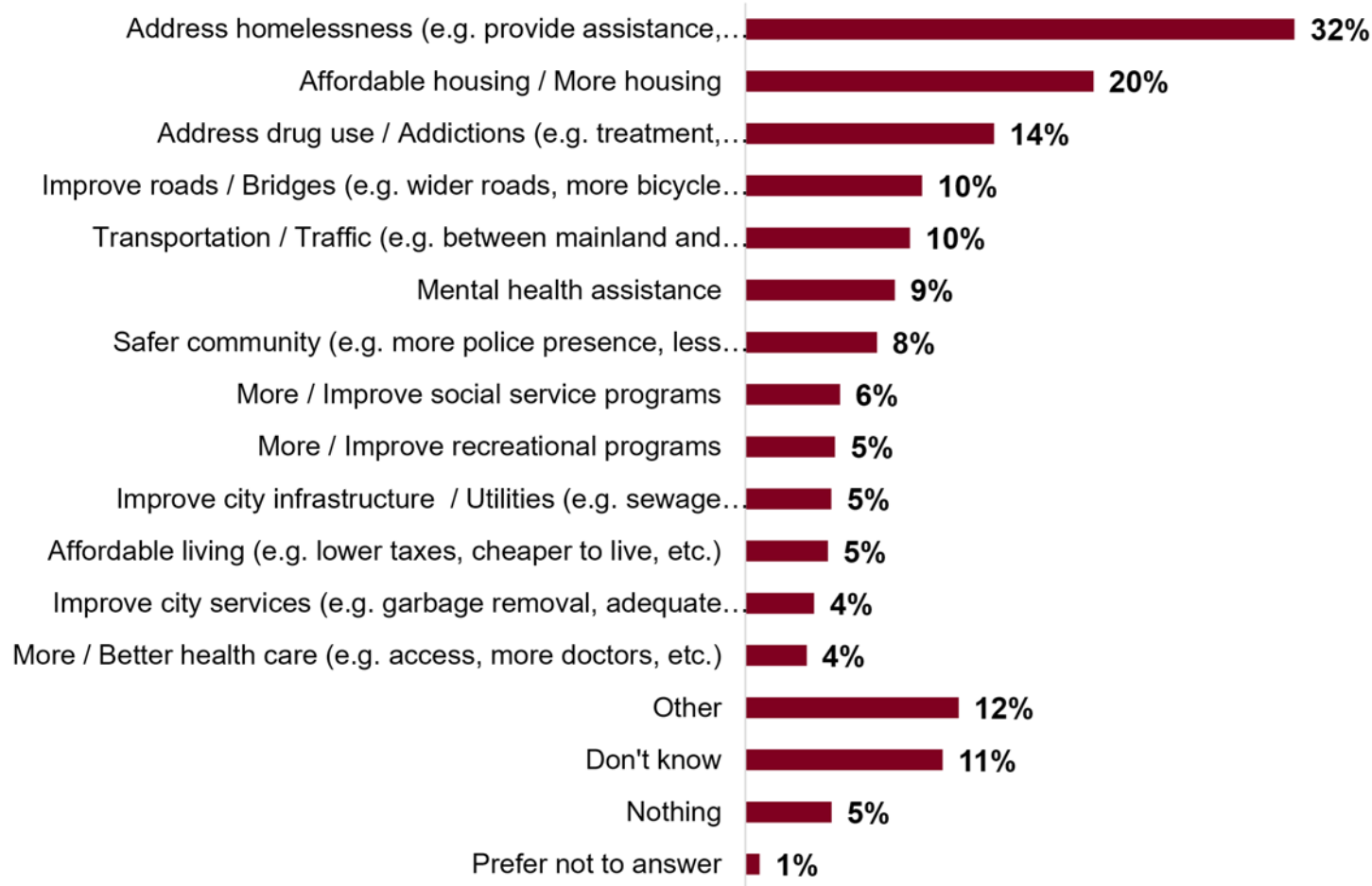
- An NPS score of -16 suggests that City of Courtenay residents are less likely to recommend the City as a place to live to a friend or colleague.
- Residents who earn \$60k to <\$80k (52%) are more likely to **not** recommend the City than those who earn under \$40k (23%).



NPS. How likely would you be to recommend the City of Courtenay as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.
Sample size: n=303
Framework: All respondents, excluding Don't Know responses

Enhancing Quality of Life

Suggested Programs/Initiatives



*note: not shown if <3%



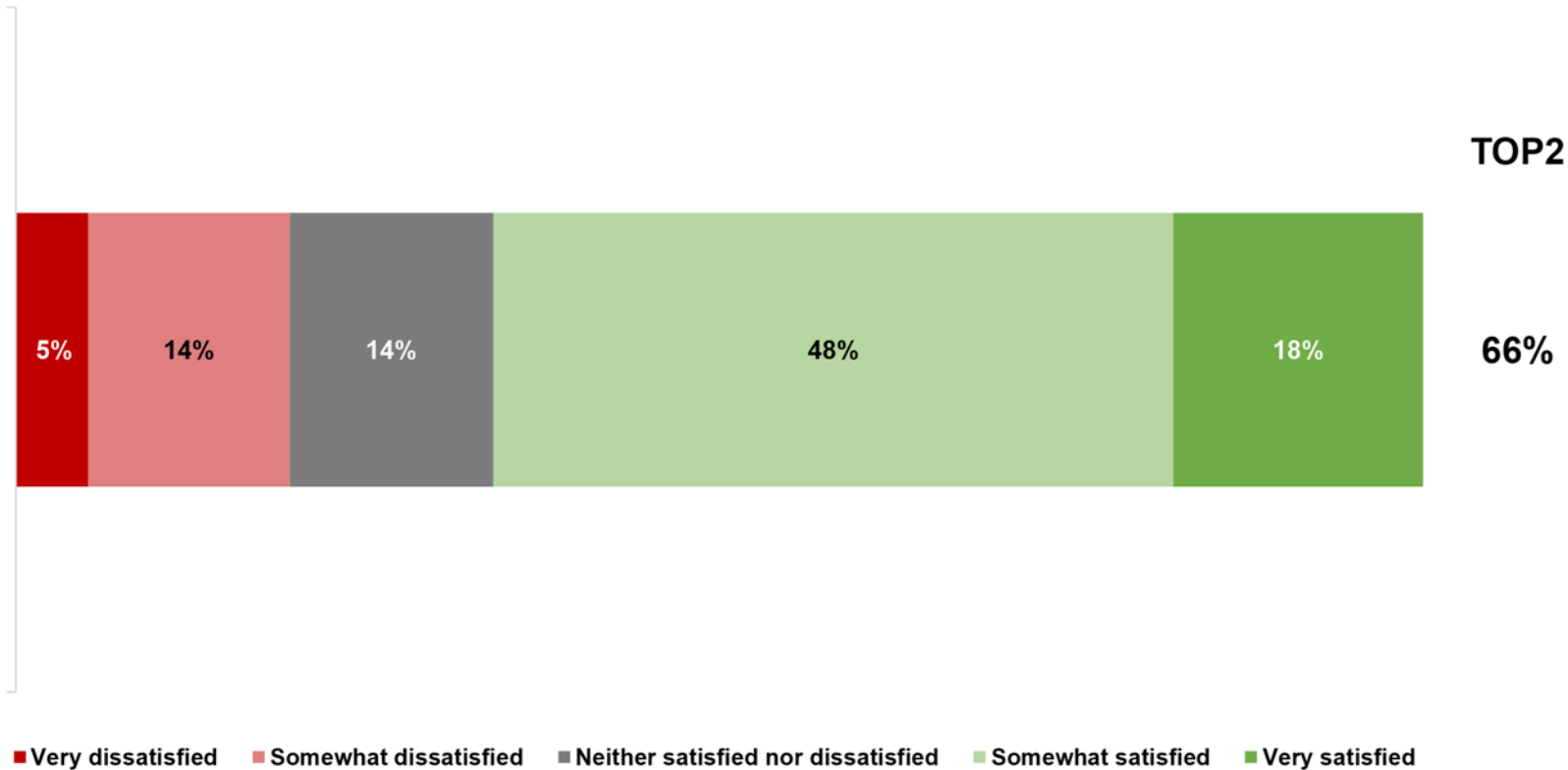
Q4. What specific initiative or program would you like to see that would enhance the quality of life in our community?
Sample size: n=304
Framework: All respondents

- With homelessness emerging as the most important issue facing the city, addressing homelessness has risen as the most popular suggestion to improve the quality of life in the city, with around 1 in 3 residents (32%) suggesting it.
- Other notable suggestions mentioned by the residents are more affordable housing (20%), address drug use (14%), and improve roads (10%).

City Service Assessment



Satisfaction with Services Provided by the City



- Approximately 2 in 3 (TOP2: 66%) residents are satisfied with the overall level and quality of services provided by the City of Courtenay. The following demographic groups are significantly more likely to be satisfied with such services:
 - Residents aged 65+ (TOP2: 80%) compared to those aged 25-44 (TOP2: 48%-53%)
 - Residents without children in their household (TOP2: 71%) compared to those with children in their homes (TOP2: 46%)
 - Retired individuals (TOP2: 80%) compared to those who are working full-time (TOP2: 56%).

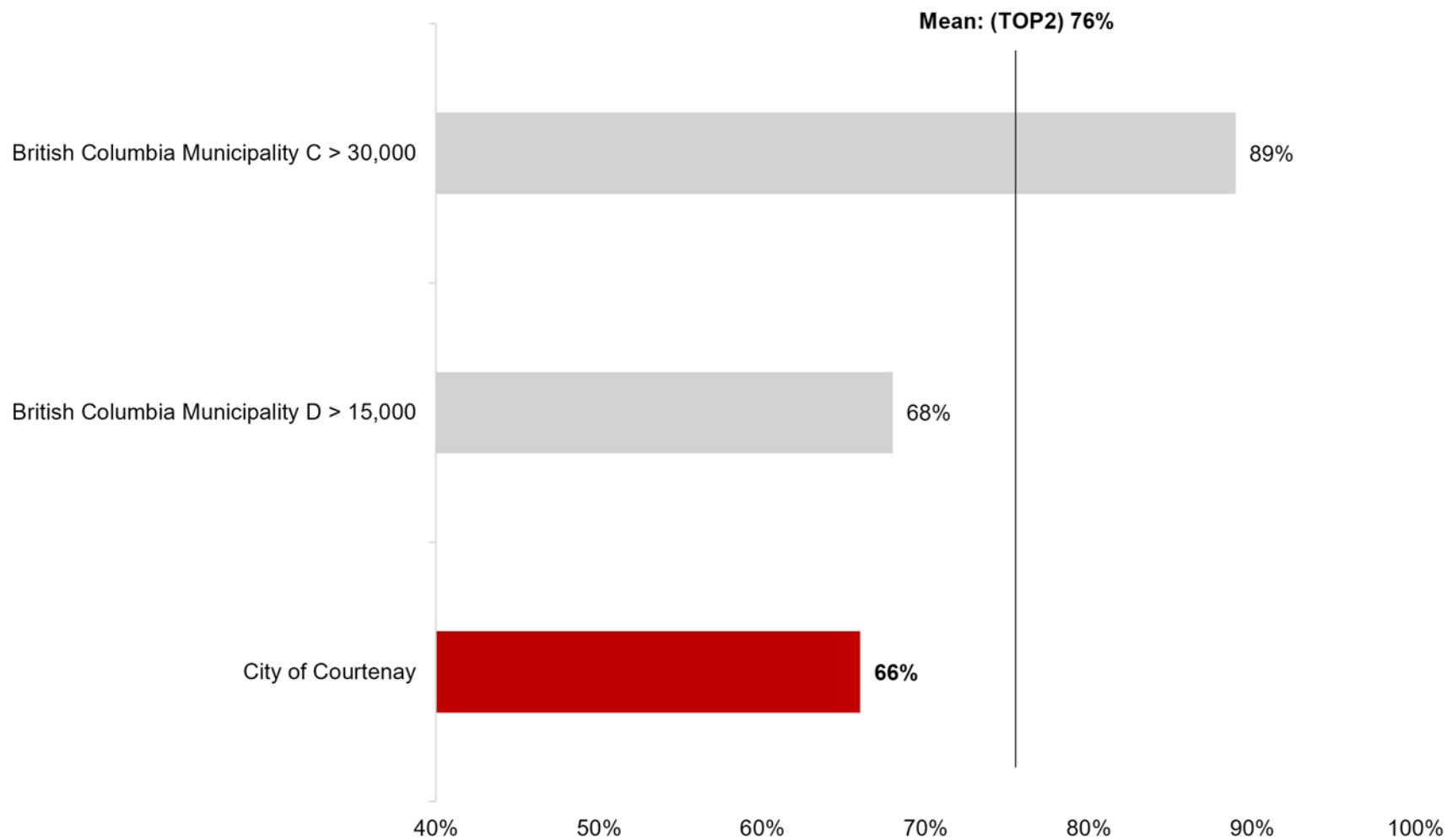


Q5. Please tell me how satisfied or dissatisfied you are with the overall level and quality of services provided by the City of Courtenay, on a scale of very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, and very dissatisfied.

Sample size: n=302

Framework: All respondents, excluding Don't Know / Prefer Not to Answer responses

Satisfaction with Services Provided by the City – Benchmark



- When it comes to satisfaction with services provided, City of Courtenay ranks lower compared against other municipalities* in British Columbia. Additionally, its average satisfaction level is lower than the municipal benchmark average by 10%.

*This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2023. Comparisons for this question include 2 municipalities across British Columbia, with populations ranging from ~15,000 to ~30,000. Populations shown are rounded to the nearest 5,000 based on 2021 Census data.

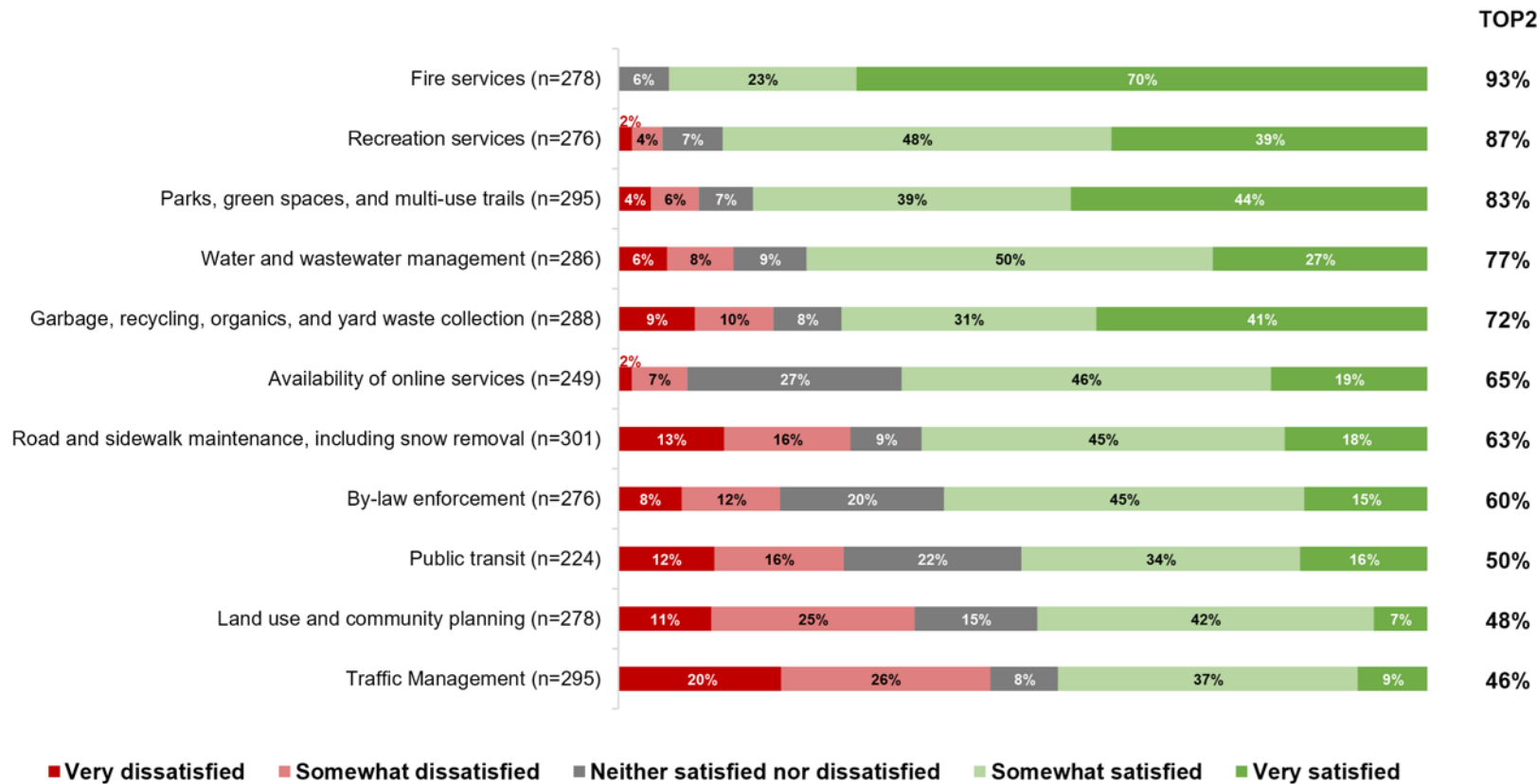


Q5. Please tell me how satisfied or dissatisfied you are with the overall level and quality of services provided by the City of Courtenay, on a scale of very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, and very dissatisfied.

Sample size: n=302

Framework: All respondents, excluding Don't Know / Prefer Not to Answer responses

Satisfaction with Services Provided by the City

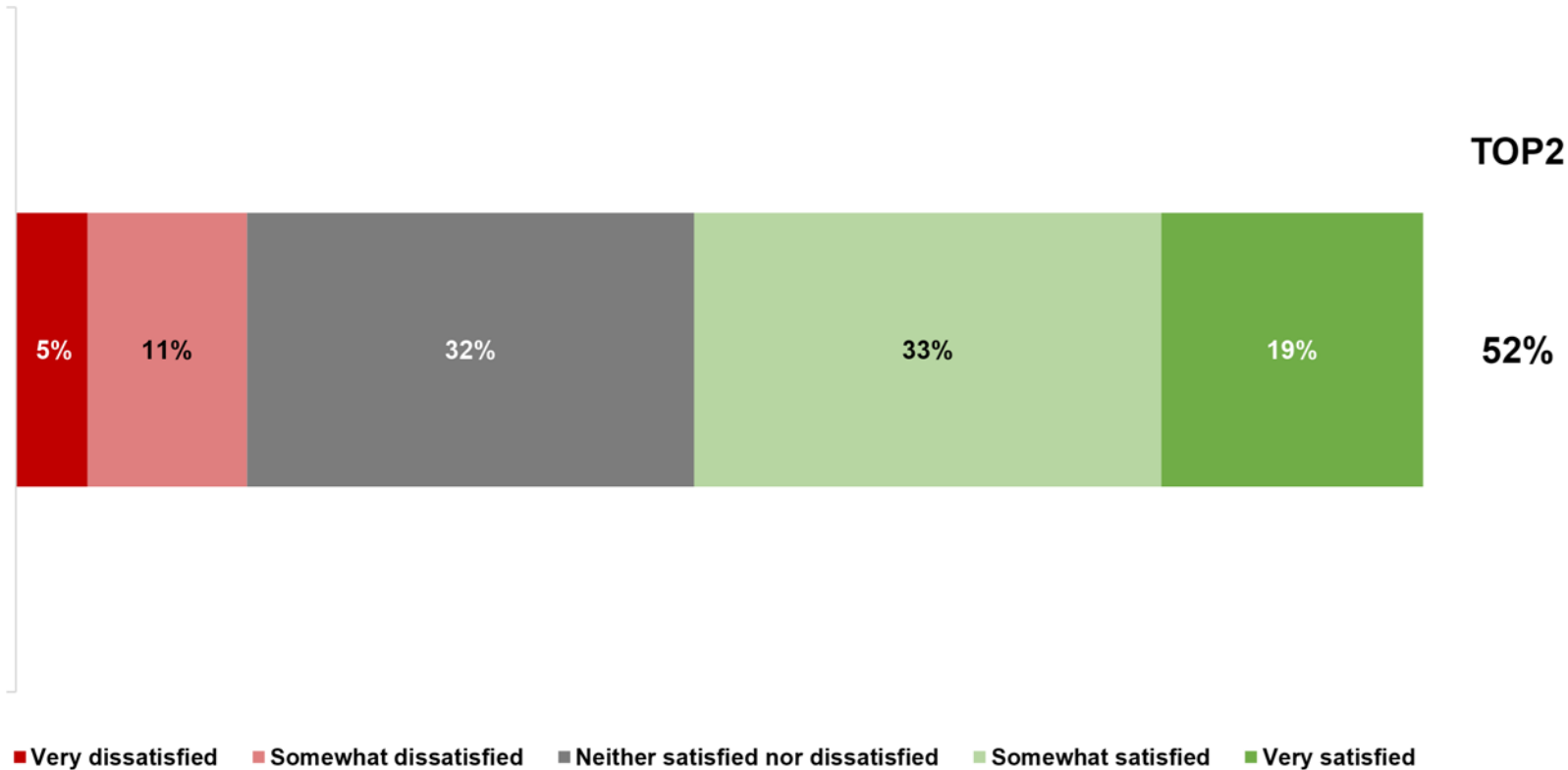


- Fire services (TOP2: 93%), recreation services (TOP2: 87%), and parks, green spaces and multi-use trails (TOP2: 83%), are the services residents are most satisfied with. Traffic management (TOP2: 46%) has the lowest satisfaction among the residents.



Q5a-k. I am going to read a list of services provided by the City of Courtenay. For each one using the same scale as before, please tell me how satisfied or dissatisfied you are with the performance of the City of Courtenay.
 Sample size: Varies, shown in chart above
 Framework: All respondents, excluding Don't Know / Prefer Not to Answer responses

Diversity, Equity, and Inclusion in the City



- Around half of the respondents (TOP2: 52%) are satisfied with the city's current efforts in promoting diversity, equity, and inclusion within the community.
- On the other hand, nearly 1 in 5 respondents (BTM2: 16%) expressed their dissatisfaction on diversity, equity, and inclusion in the City. Furthermore, people with disabilities (BTM2: 39%) are significantly more likely to be dissatisfied with the city's current efforts in this area compared to individuals without disabilities (BTM2: 12%).

Gap Analysis



Interpreting the Gap Analysis

The gap analysis shows the difference between how satisfied respondents are with each city service and the impact of the services to respondents' overall service satisfaction.

- **Satisfaction scores** are plotted vertically (along the Y-axis). They represent overall stated satisfaction (TOP2%) with each of the individual city services.
- **Impact on overall satisfaction scores** are plotted horizontally (along the X-axis). They are based on a statistical method called regression analysis that determines how a specific service (independent variable) contributes to respondents' overall satisfaction with the services (dependent variable). Impact on overall satisfaction can also be referred to as perceived importance.

As a result of the analysis, city services have distributed among four areas:

1. Primary Areas for Improvement:

- Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. The regression analysis identifies that these services are the strongest drivers of satisfaction. If the city can increase satisfaction in these areas, this will have the largest impact on overall satisfaction with city services.

2. Secondary Areas for Improvement:

- Services that have relatively low impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.

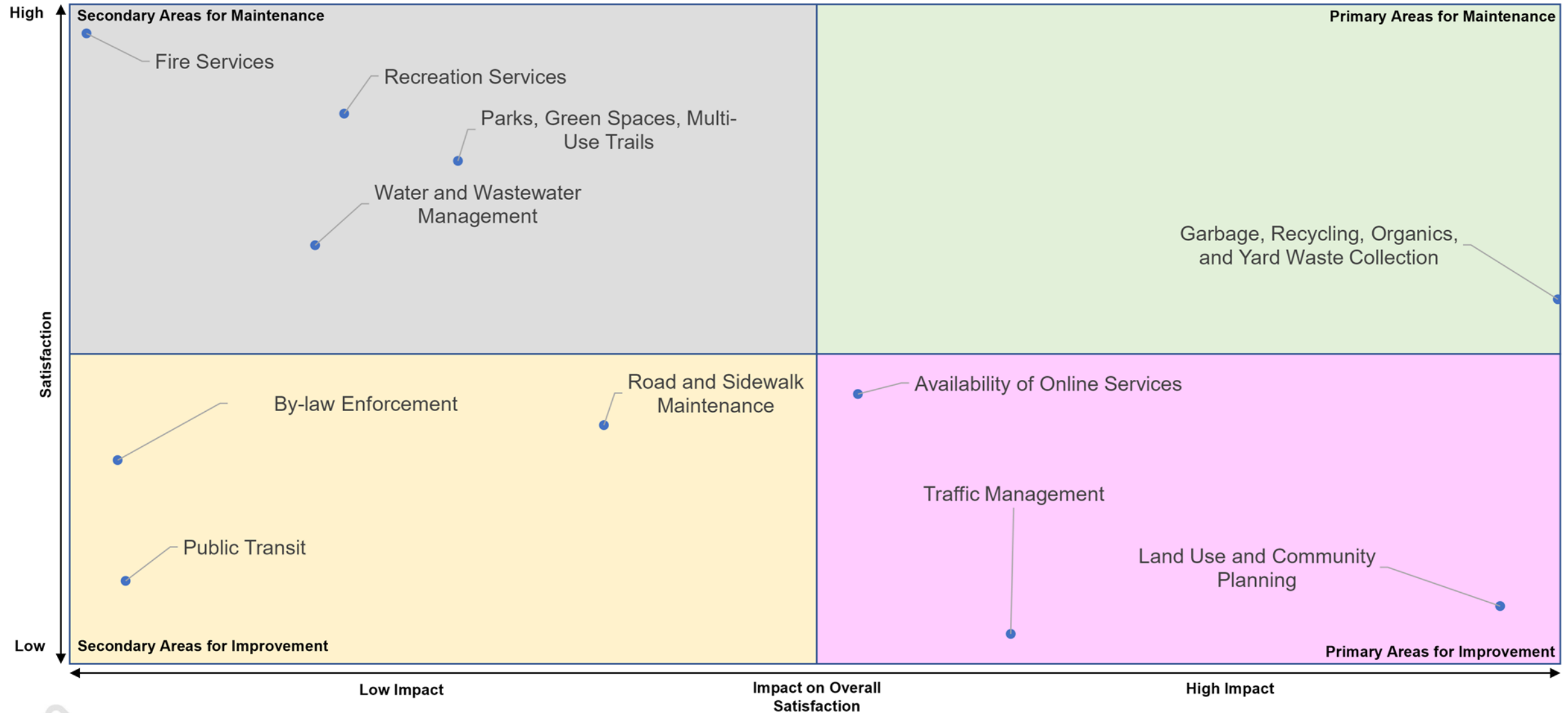
3. Primary Areas for Maintenance:

- Services that have relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is on maintaining the current level of service and satisfaction.

4. Secondary Areas for Maintenance:

- Services with lower impact on overall satisfaction but high individual satisfaction scores. The focus here should also be to maintain current satisfaction levels.

Gap Analysis



*n = 156 cases used in estimation of a total sample size of 304; cases containing invalid responses (such as don't know or refused) are excluded; R-squared: 0.3671 25

Gap Analysis (con't)

The services that the city should consider as **primary areas for improvement** include:

- Availability of Online Services
- Traffic Management
- Land Use and Community Planning

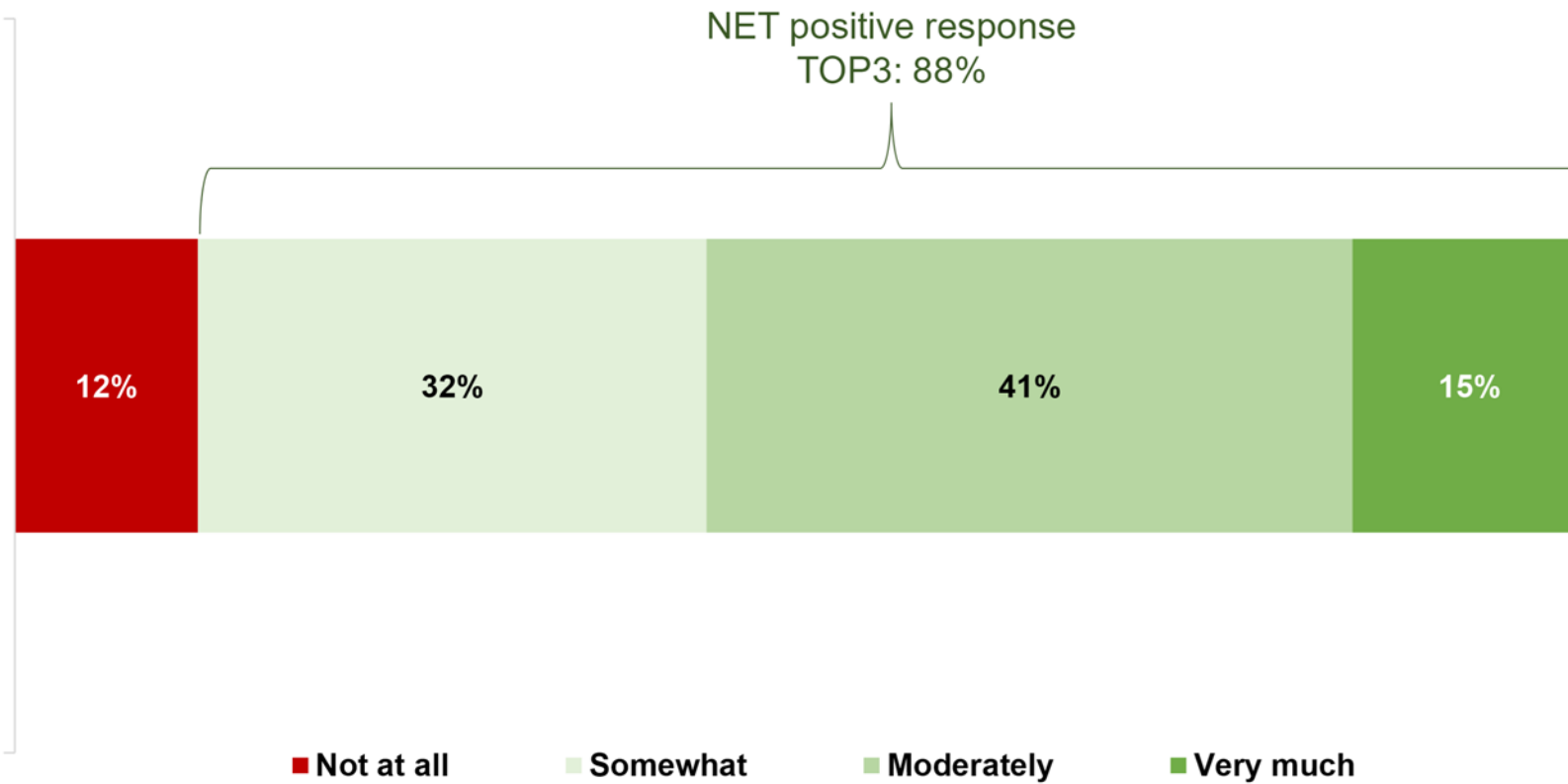
The services that the city should consider as **secondary areas for improvement** include:

- By-law Enforcement
- Public Transit
- Road and Sidewalk Maintenance

City Crest and Image

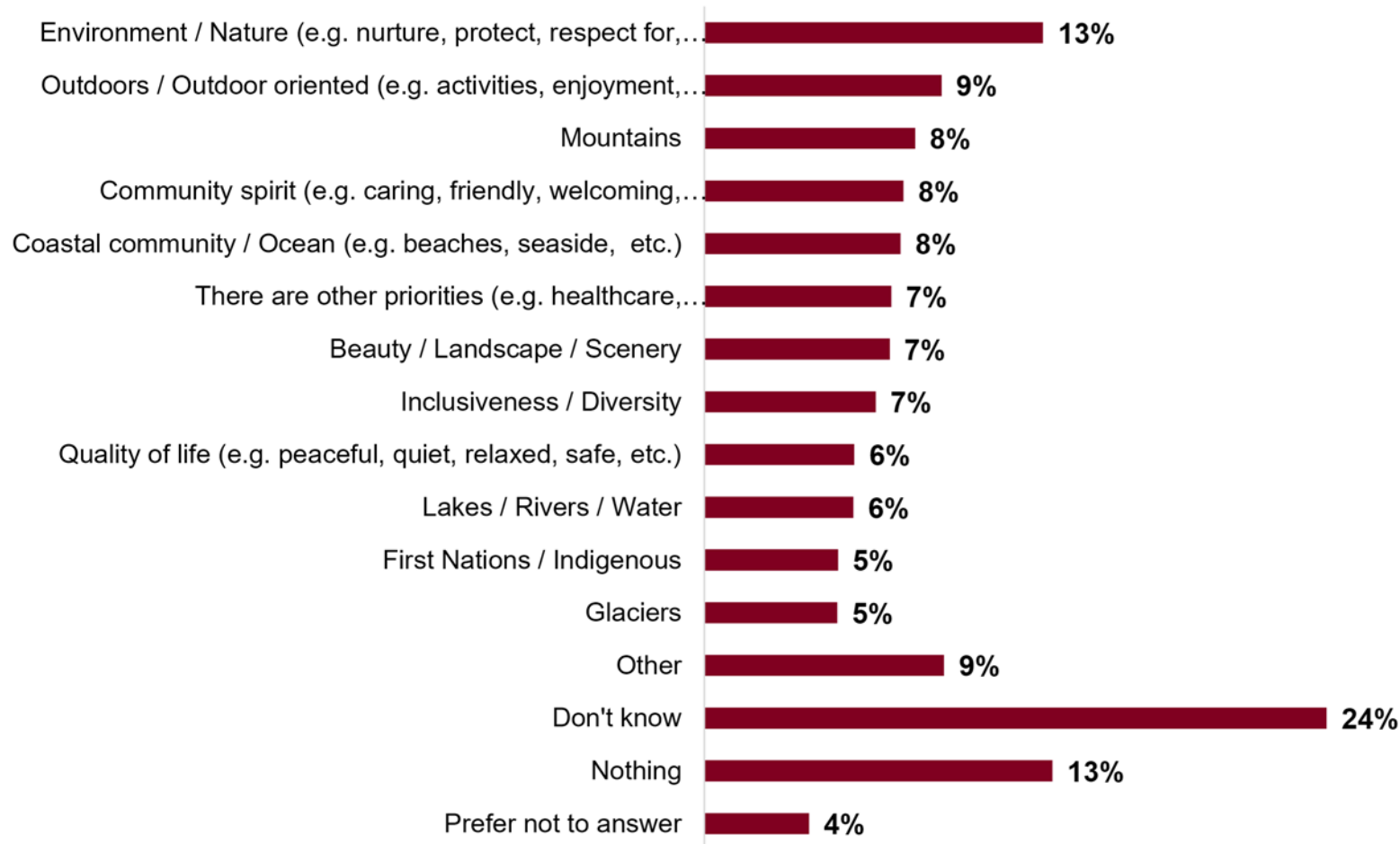


City Crest Representation



- Nearly 9 in 10 (TOP3: 88%) of the respondents feel that the current City of Courtenay Crest represents the identity and values of the community to some extent, while a small proportion (12%) feel that the current City of Courtenay Crest does not represent the identity and values of the community at all.

City Crest Representation (con't)



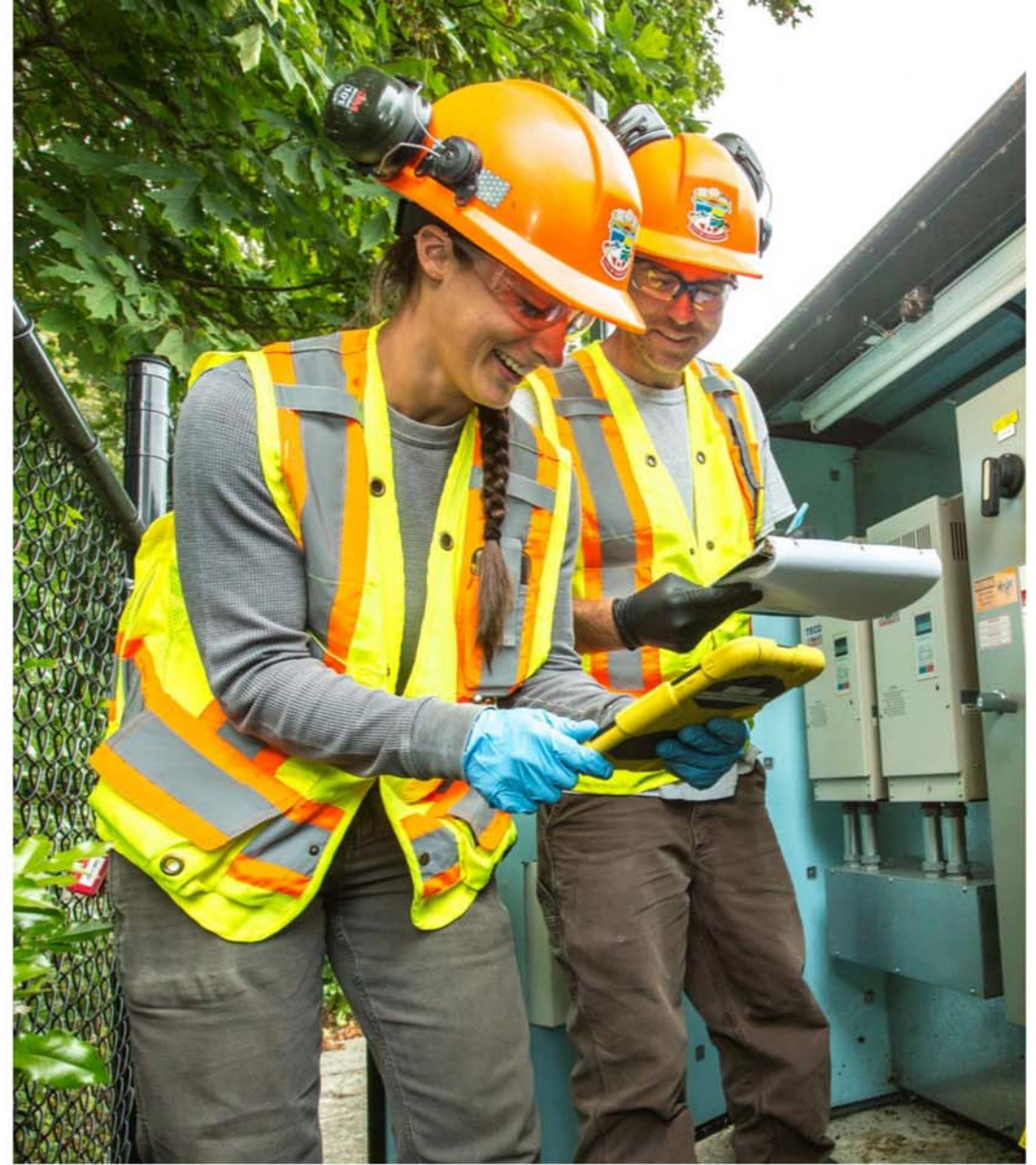
- Environment/Nature appeared to be the most popular brand/imaging (13%) associated with the City of Courtenay Crest and its underlying values, as perceived by the residents.
- Other notable suggestions mentioned by the residents are outdoors/outdoor oriented (9%), mountains (8%), community spirit (8%), and coastal communities/oceans (8%).

*note: not shown if <5%

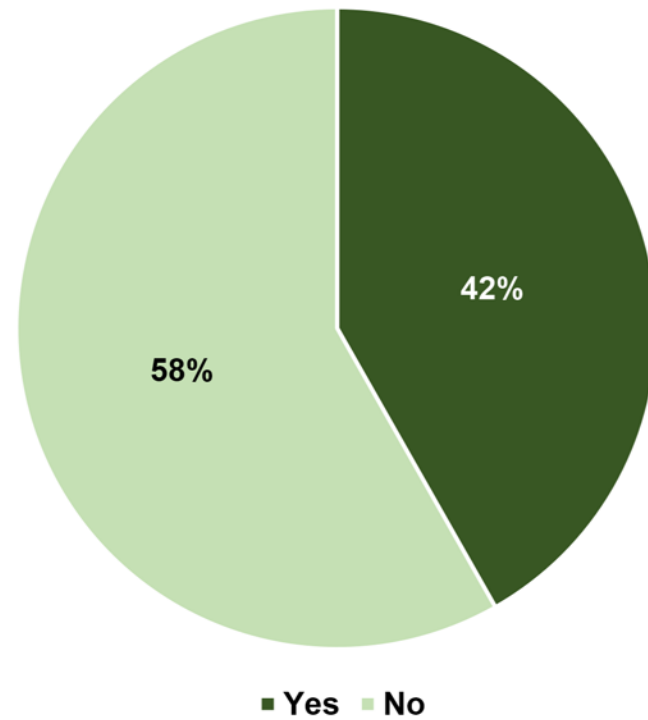


Q8. What values should the brand/imaging share about the City of Courtenay? Please list any images or feelings that come to mind.
 Sample size: n=304
 Framework: All respondents

City Staff Satisfaction

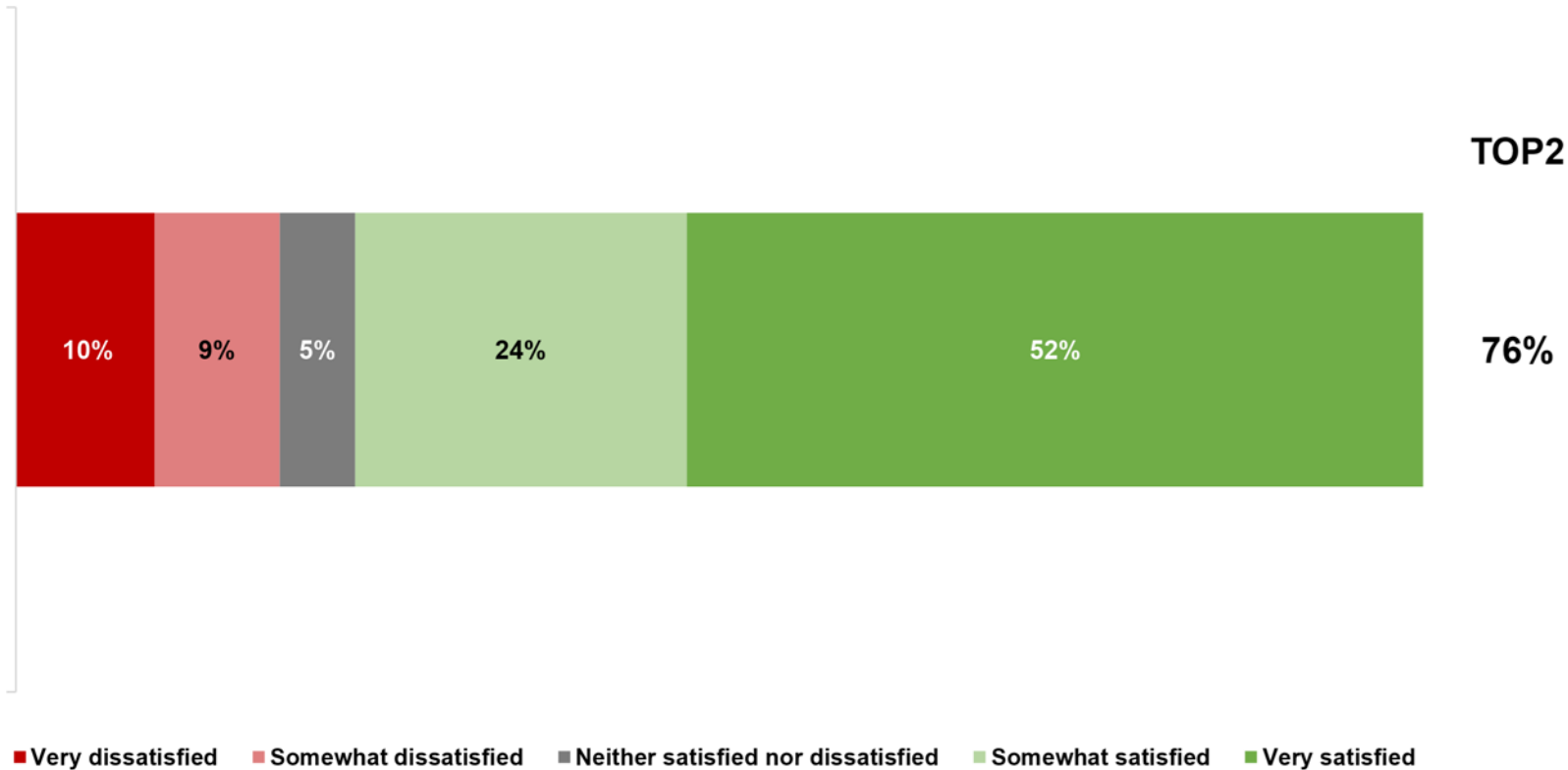


Interaction with City of Courtenay – Last 12 months



- In the last 12 months, 2 in 5 respondents (42%) have personally contacted or dealt with the City of Courtenay and/or its staff.

Satisfaction with City Staff Experience



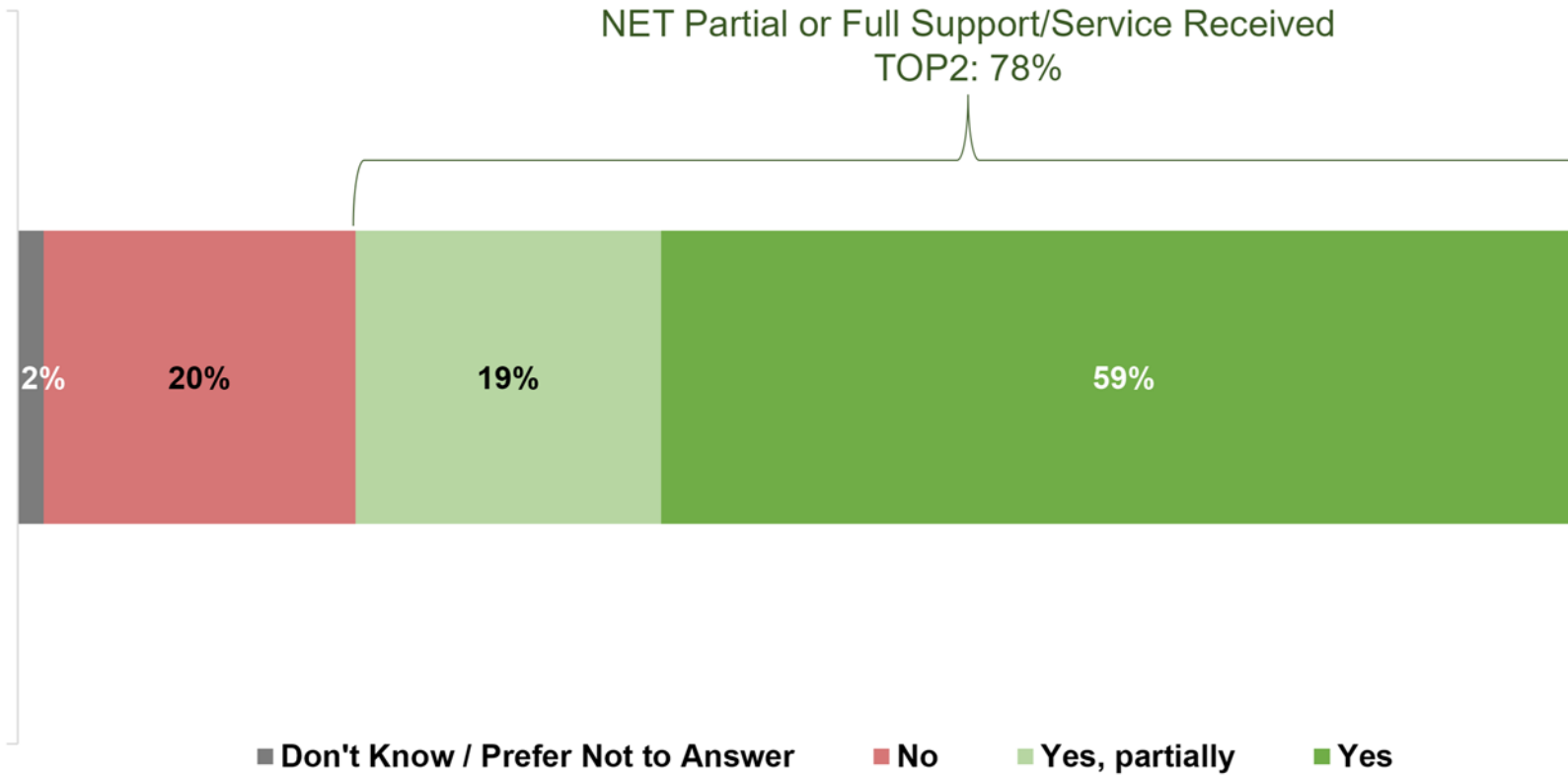
- Around 3 in 4 respondents (TOP2: 76%) reported being satisfied with the overall service they received from the City of Courtenay the last time that they contacted them.
- Retired individuals (TOP2: 84%) are significantly more likely to be satisfied with their city staff experience compared to those who are self-employed* (TOP2: 46%).

*Sample size n<30, Interpret with caution.



Q10. And thinking of the last time you contacted the City of Courtenay, how satisfied were you with the overall service you received? Would you say you were...?
Sample size: n=126
Framework: Those who've personally contacted or dealt with the City of Courtenay or one of its employees in the last 12 months, excluding Don't Know responses

Outcome of Interaction with City Staff



- Nearly 4 in 5 respondents (TOP2: 78%) have received support and/or service they needed from the city staff, to some extent. Meanwhile, 20% mentioned not receiving any support and/or service.

Satisfaction with City Staff Experience

- Overall, majority of the respondents (TOP2: 57%-87%) reported a positive experience with the city staff across all the statements that were asked.

TOP2

87%

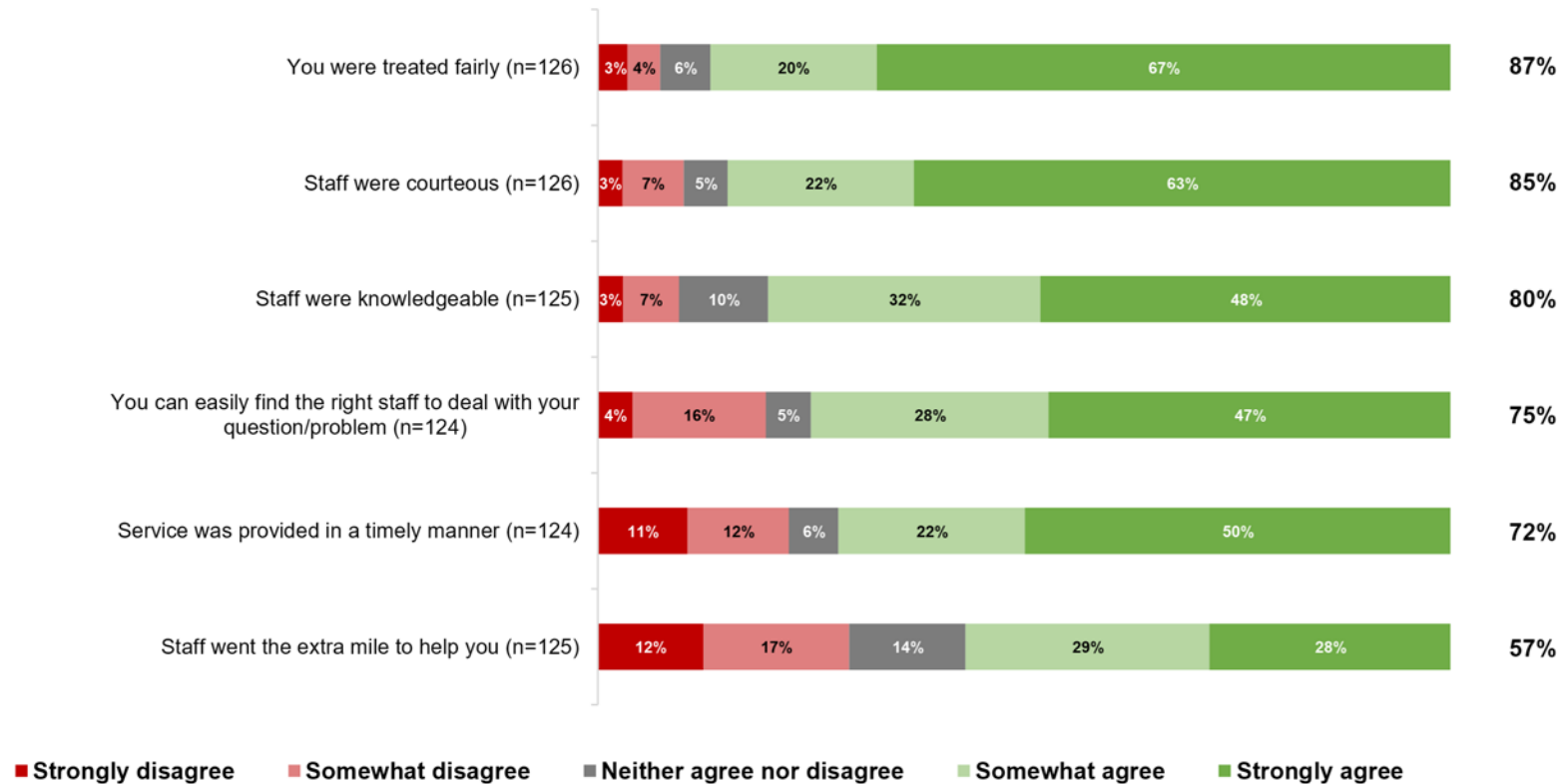
85%

80%

75%

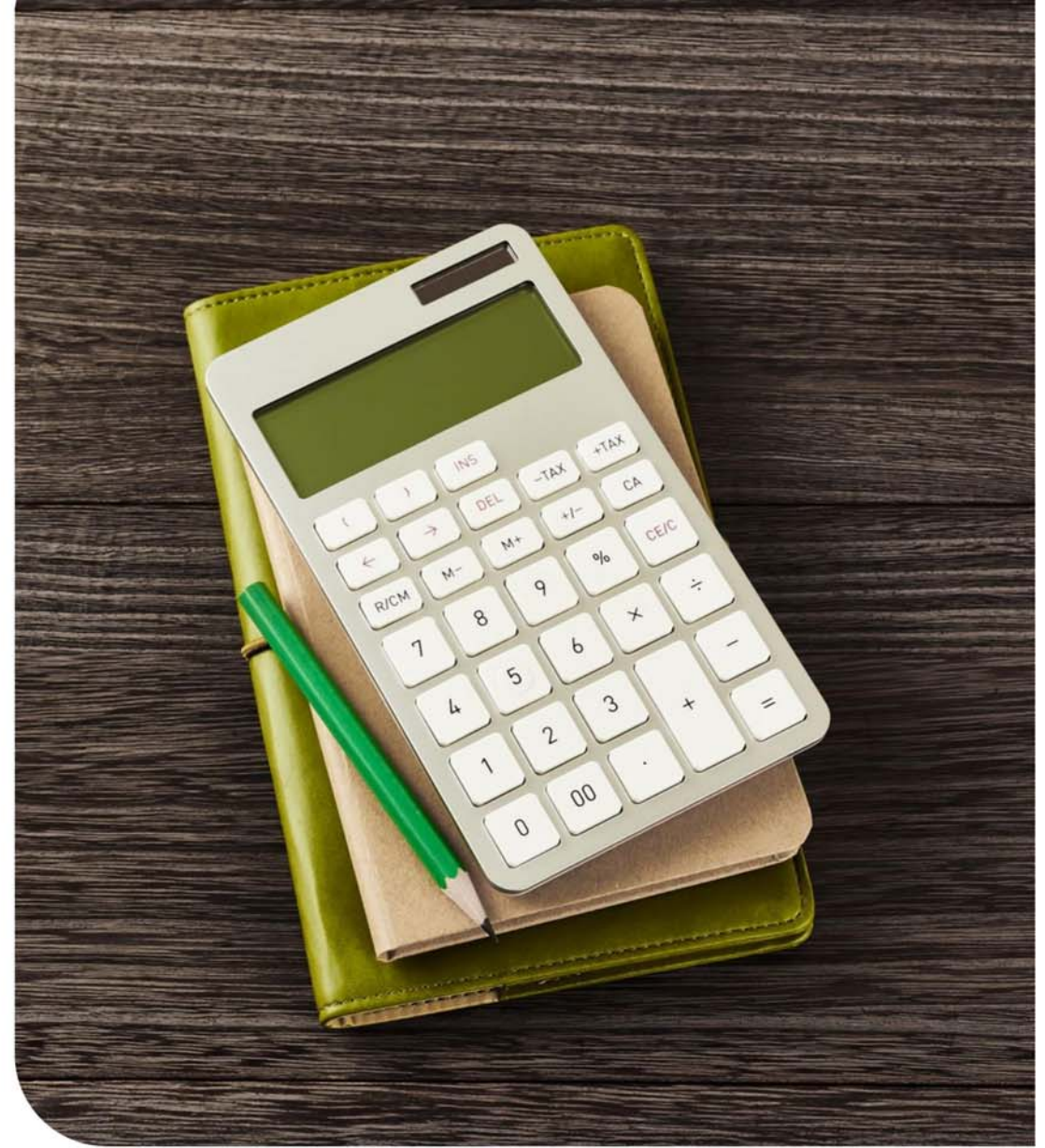
72%

57%

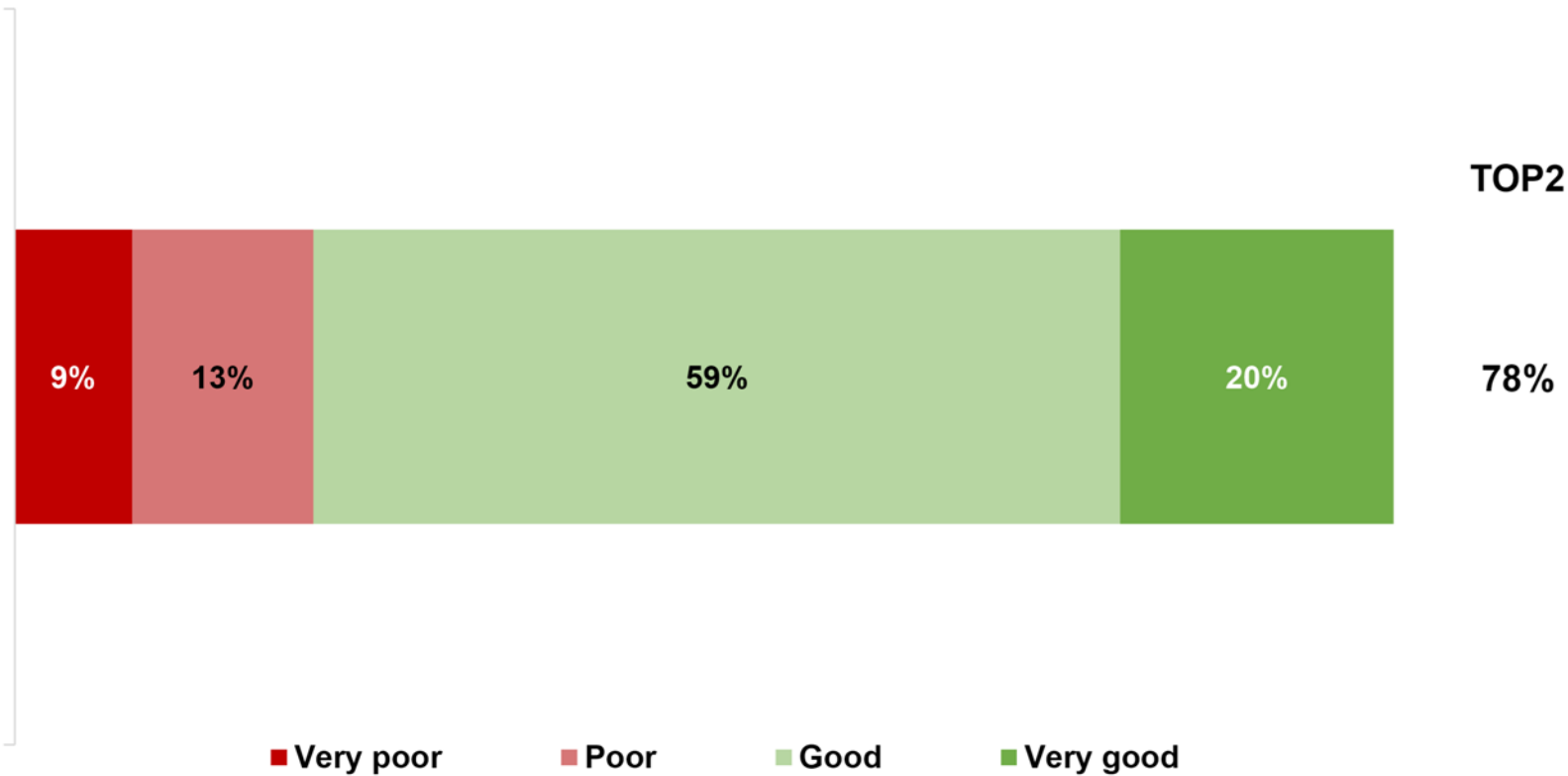


Q12a-f. Continuing to think about your most recent interaction with the City of Courtenay, would you say that you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree that...?
 Sample size: Varies, shown in chart above
 Framework: All respondents, excluding Don't Know / Prefer Not to Answer responses

Taxation and Priorities

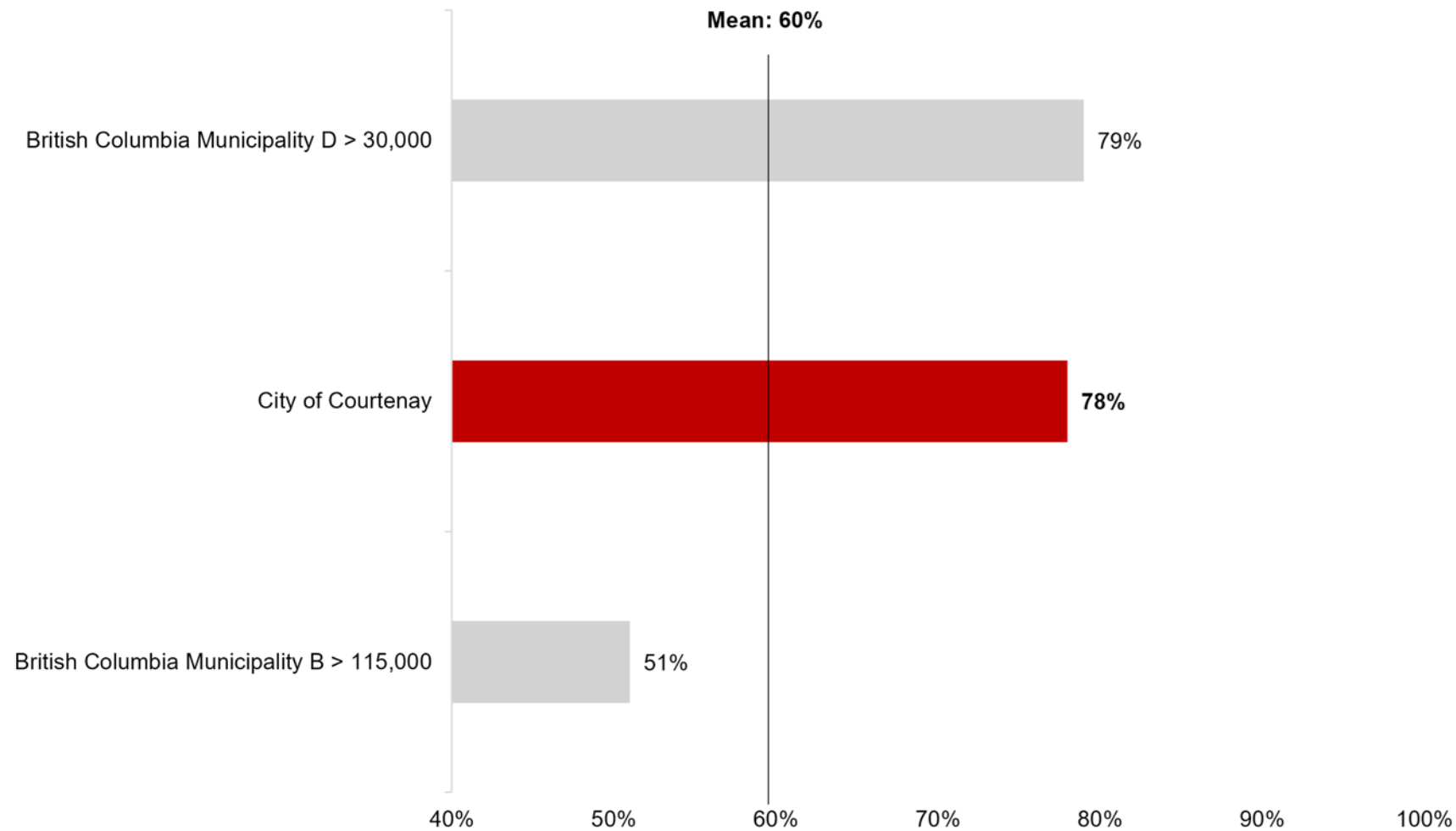


Value for Tax Dollars



- Nearly 4 in 5 respondents (TOP2: 78%) think that they receive an overall good value for their tax dollars. The following groups are significantly more likely to have the same sentiment:
 - Residents aged 35-44 (TOP2: 83%) and residents aged 55+ (TOP2: 83%-86%) compared to those aged 45-54 (TOP2: 53%).
 - Individuals who completed some community/technical/university (TOP2: 96%) compared to those who completed community/technical school and those who completed university (TOP2: 70%-77%).

Value for Tax Dollars – Benchmark



- When benchmarked against other municipalities* in British Columbia, the City of Courtenay is above the average level in terms of residents' assessments of the value they receive for tax dollars.

*This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2023. Comparisons for this question include 2 municipalities across British Columbia, with populations ranging from ~30,000 to ~115,000. Populations shown are rounded to the nearest 5,000 based on 2021 Census data.

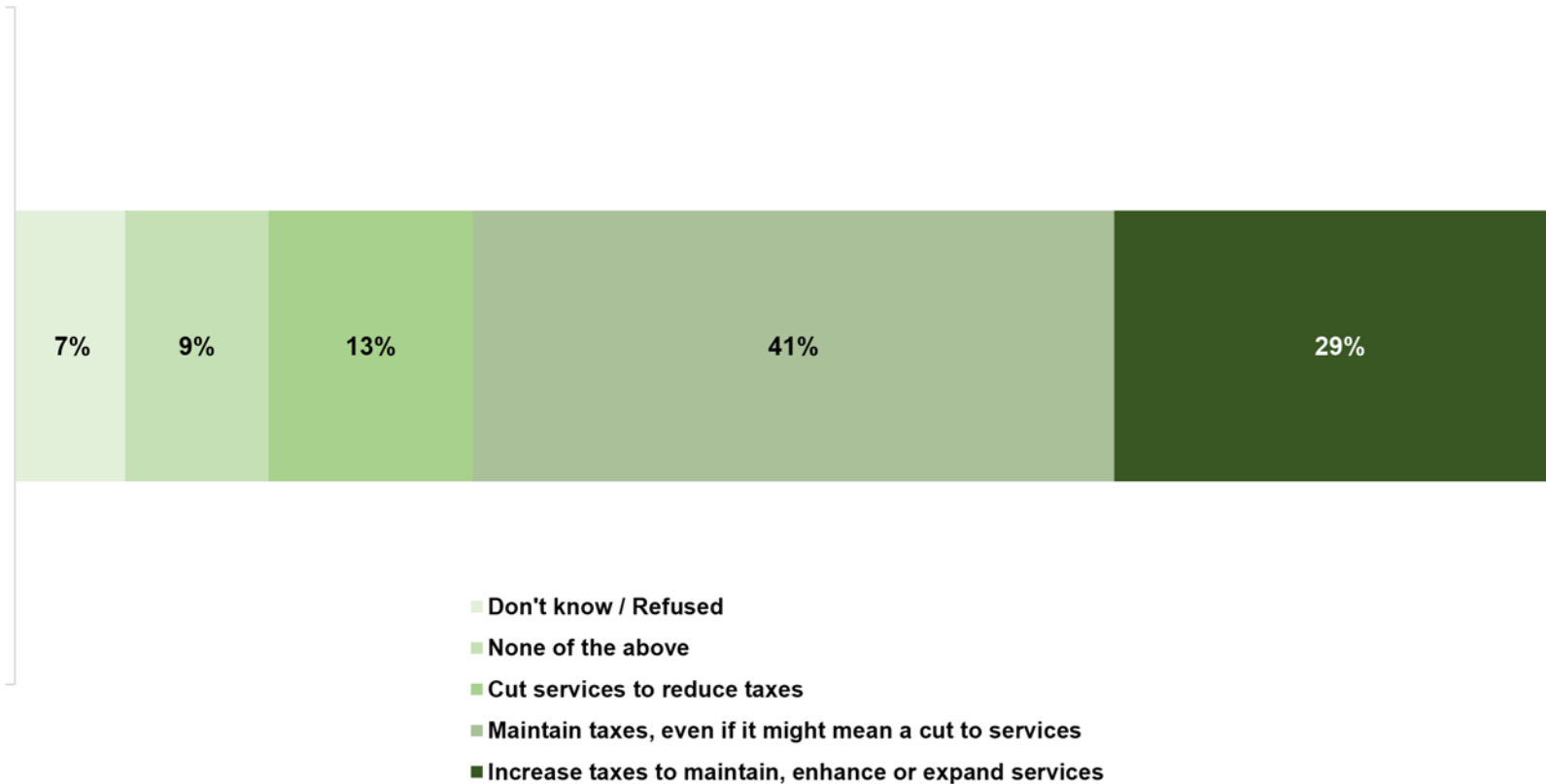


Q13. Thinking about all the programs and services you receive from the City of Courtenay, would you say that overall, you receive a very good, good, poor, or very poor value for your tax dollars?

Sample size: n=291

Framework: All respondents, excluding Don't Know / Prefer Not to Answer responses

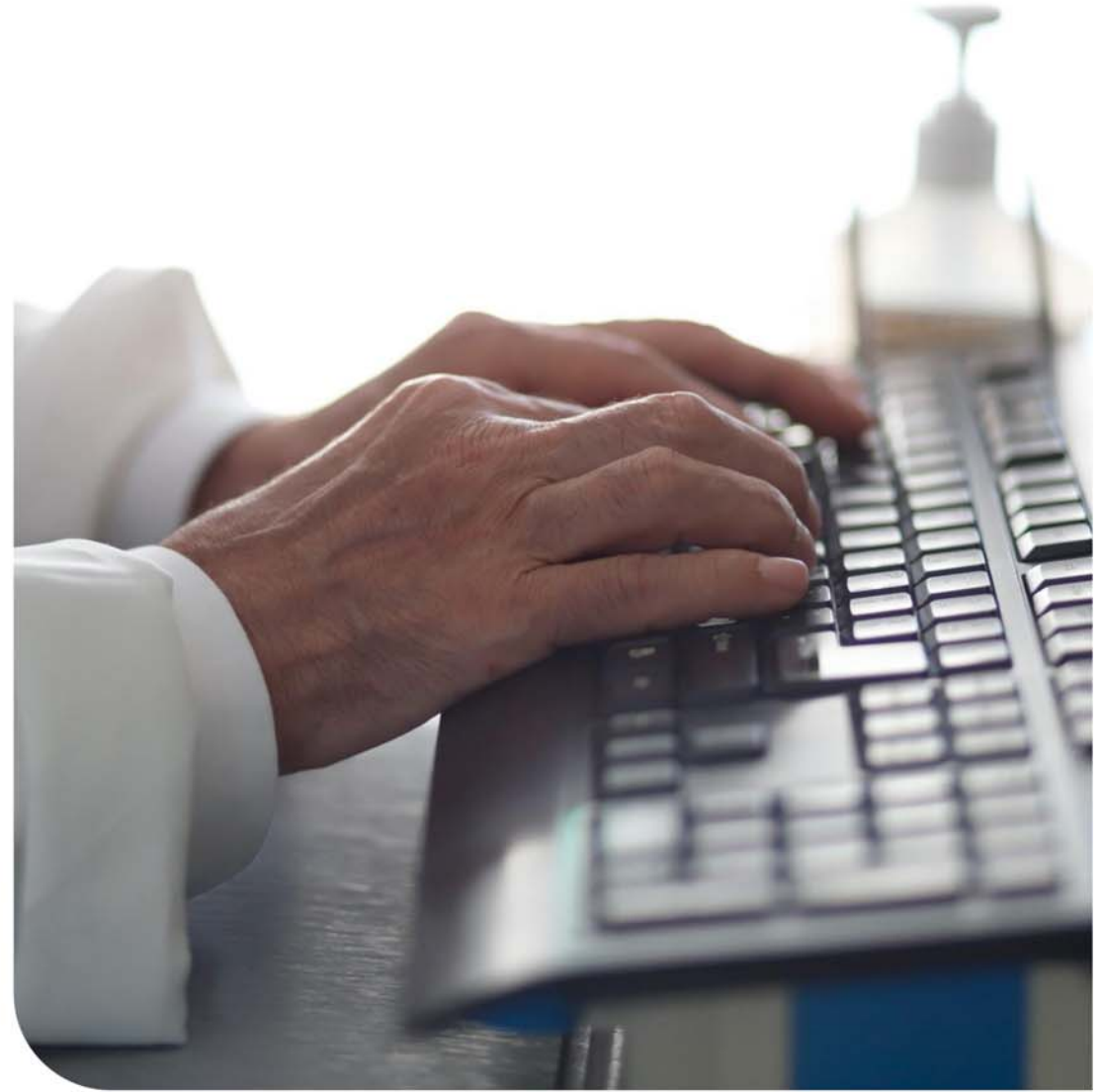
Balancing Taxations and Service Delivery Levels



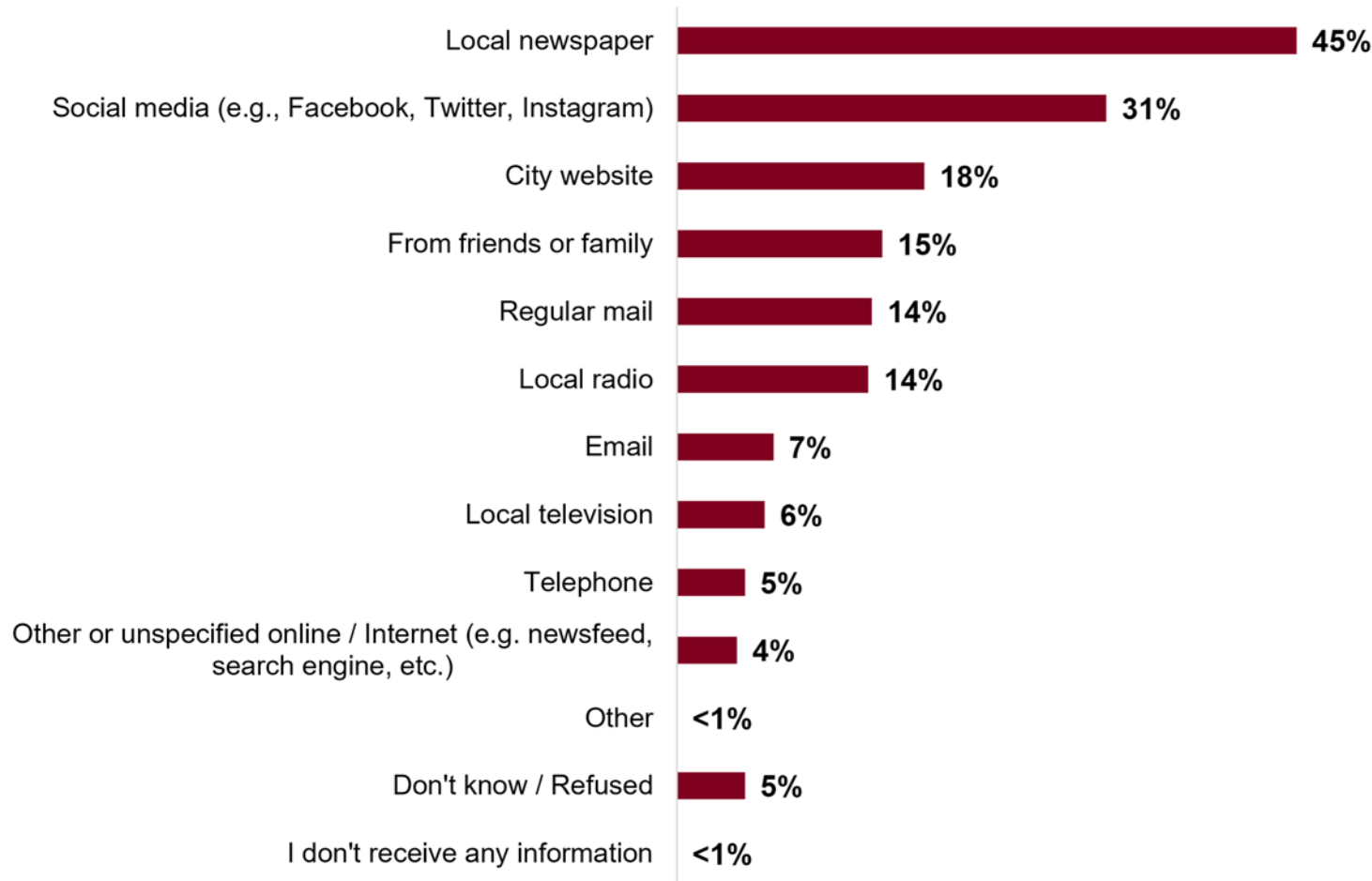
- When asked about balancing property taxations and service delivery levels, nearly 3 in 10 respondents (29%) agree to increase taxes to maintain, enhance, or expand the services provided by the city.
- On the other hand, 41% of the residents would want to maintain taxes as it is, even though it might mean a cut to services that they receive. The following demographic groups are significantly more likely to share the same response:
 - Residents aged 55-64 (57%) compared to those aged 18-24* (18%).
 - Individuals earning \$40k to <\$80k (56%-59%), in comparison to those earning under \$40k (29%).

*Sample size n<30, Interpret with caution.

City Communication



City of Courtenay Communication Channels



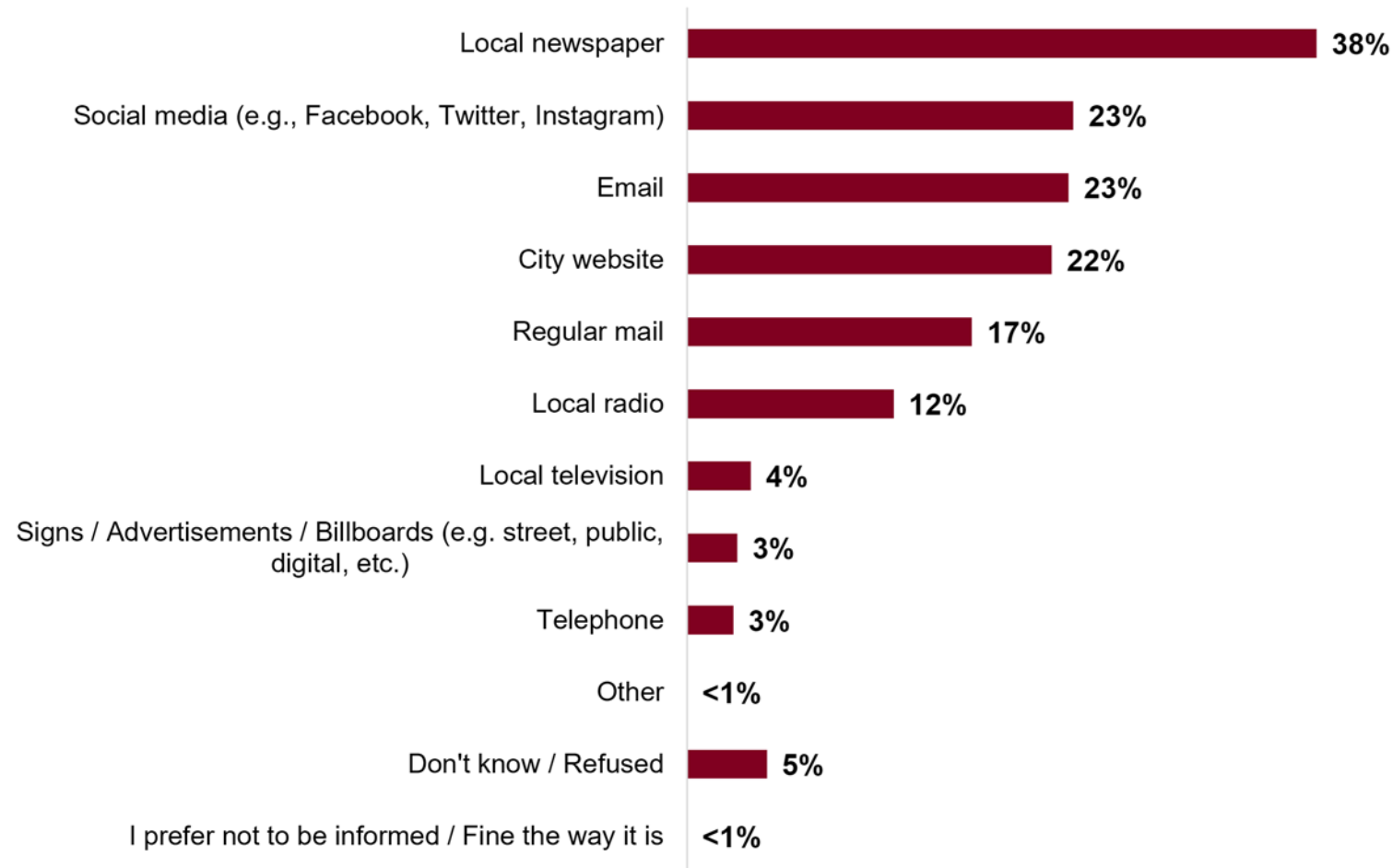
- Almost half of the respondents (45%) reported learning about or receiving updates about city-related news from the local newspaper, making it the most popular communication channel in the city. This is followed by social media (31%) and city website (18%).
- Residents aged 65+ (67%) are significantly more likely to get updated with city-related news via the local newspaper compared residents aged 25-44 (22%-34%).
- On the other hand, those aged 35-64 (32%-51%) are more likely to receive city updates from social media, in comparison to those aged 65+ (17%).

*note: not shown if <2%



Q15. How do you usually learn about or receive updates (city initiatives, decisions, and services) from the City of Courtenay?
Sample size: n=304
Framework: All respondents

Preferred Method of Being Informed about City Updates



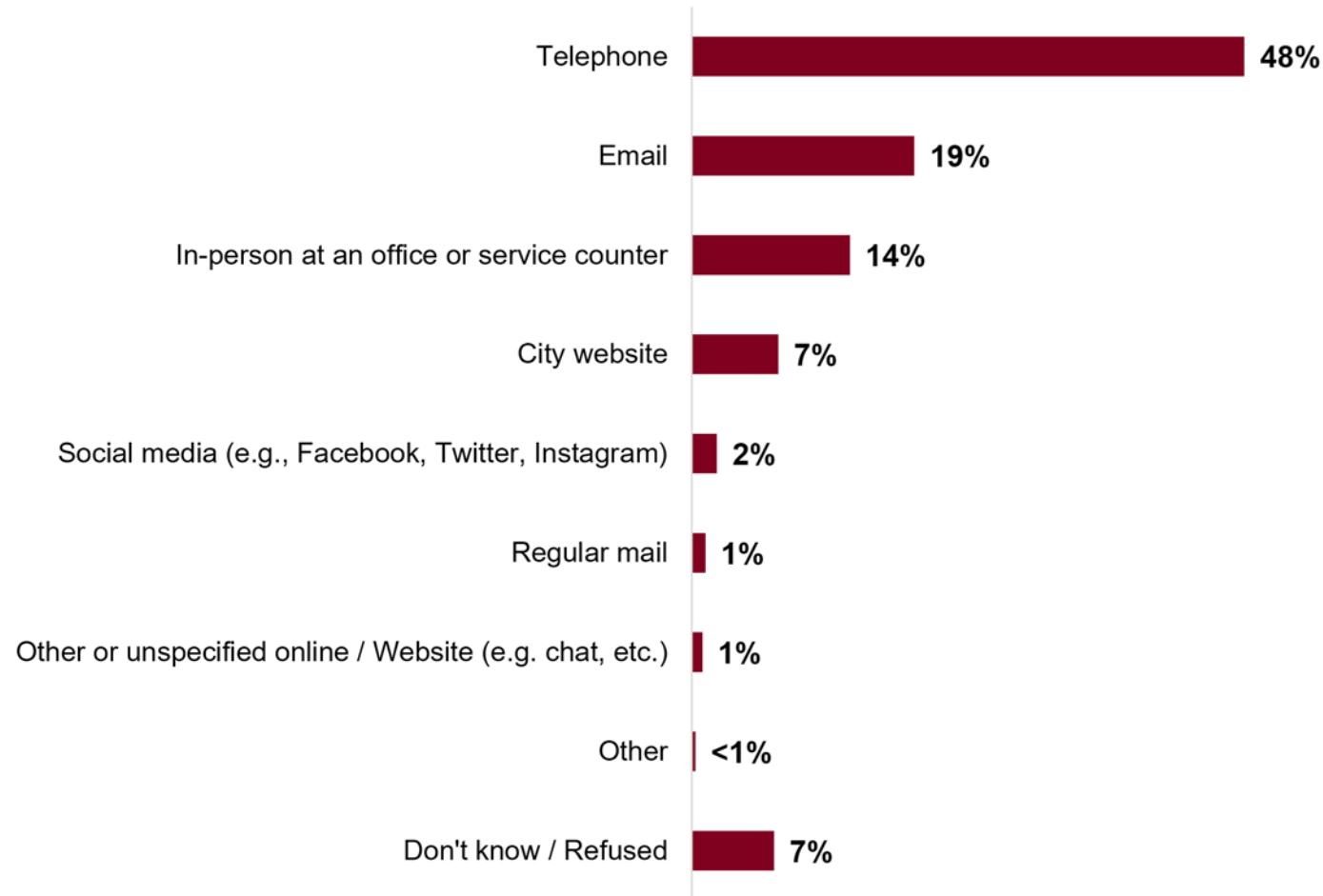
- When asked about their preferred method of being informed about city-related news and updates, local newspaper (38%) emerged as the most popular option. This is followed by social media (23%), email (23%), city website (22%), and regular mail (17%).

*note: not shown if <2%



Q16. How would you prefer to be informed about City of Courtenay projects, initiatives, and community information?
Sample size: n=304
Framework: All respondents

Preferred Method of Contacting the City about Concerns



- In terms of residents' preferred method of contacting the city regarding inquiries and concerns, telephone emerged as the popular option, with nearly half (48%) of the respondents mentioning it. This is followed by email (19%), in-person (14%), and city website (7%).

