



THE CORPORATION OF THE CITY OF COURTENAY

STAFF REPORT

To: Council

File No.: 0320-01

From: Director of Corporate Services

Date: July 12, 2023

Subject: Resident Survey - Your Courtenay, Your Voice – Unique Questions Selection

PURPOSE: To seek Council approval of the unique survey questions to be included in the 2023 Resident Survey, "*Your Courtenay, Your Voice*".

BACKGROUND:

A report entitled "2023 Resident Survey – Your Courtenay, Your Voice" was presented to Council at the June 14, 2023 Council meeting. The report outlined the 2023 Resident Survey approach, timeline and objectives. The phone survey will take approximately fifteen (15) minutes, of which ten (10) minutes are dedicated to standardized local government service questions and the remaining five (5) minutes are available for unique questions as selected by the City. Standardized questions provide the City with the opportunity to consistently evaluate public perceptions and experiences, and compare City service rating and trends with other local governments over time. Unique questions are those that may be of interest in a particular year.

DISCUSSION:

In addition to the standardized benchmarking questions, staff have identified the following question objectives for Council's consideration to be included on the 2023 resident survey. Questions to determine or identify:

- public alignment with the current City crest and community identity
- improvements or changes, if any, residents would like to see in the City's image
- how residents become aware of City initiatives, decisions and services
- specific initiatives or programs residents would like to see that would enhance the quality of life in our community
- perspective on the City's current efforts in promoting diversity, equity, and inclusion within the community

The wording and approach of the specific survey questions would be designed by the consulting survey team to ensure the questions are asked in a way that will result in the most meaningful outcome.

Recognizing the desire to seek feedback from Courtenay residents on a variety of topics and the constraints of the survey, should the City decide to conduct the survey on an annual basis, the unique questions can change each year to solicit feedback and insight on a variety of topics over time.

FINANCIAL IMPLICATIONS:

The 2023 Resident Survey, *Your Courtenay, Your Voice* will cost approximately \$30,000 and funding is included in the 2023 Corporate Services budget.

ADMINISTRATIVE IMPLICATIONS:

The survey development will be led by Forum Research Inc., a research firm that has extensive experience in public opinion polling and citizen satisfaction surveys. Benchmark and unique survey question selection will be informed by all City departments and Council.

External communications will be primarily conducted by the survey company, supported by Corporate Communications through distribution on the City website and social media channels.

All activities are part of the 2023 Corporate Services workplan.

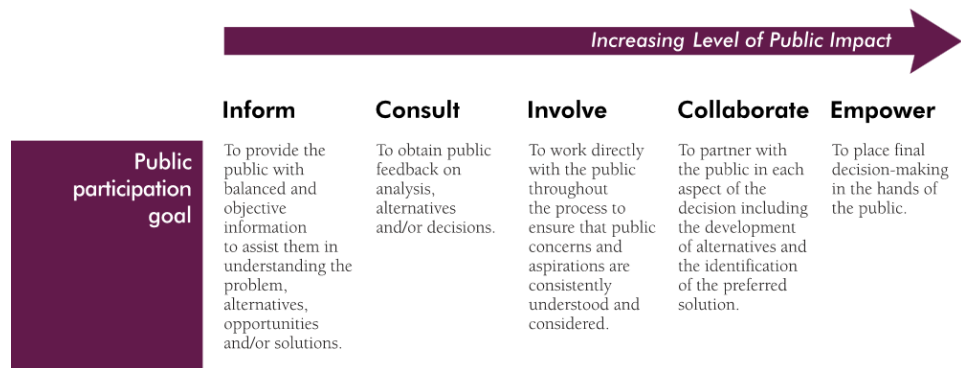
STRATEGIC PRIORITIES REFERENCE:

This initiative addresses the following strategic priorities:

- Good Governance - Increase community engagement for all segments of the community: complete communication strategy, community survey, and community engagement strategy

PUBLIC ENGAGEMENT:

Staff would consult the public based on the IAP2 Spectrum of Public Participation:



© International Association for Public Participation www.iap2.org

OPTIONS:

1. THAT Council direct staff to develop survey questions for inclusion in the 2023 Resident Survey, Your Courtenay, Your Voice to solicit feedback on the following objectives:
 - public alignment with current City crest and community identity
 - improvements or changes, if any, residents would like to see in the City’s image
 - how residents become aware of City initiatives, decisions and services
 - specific initiatives or programs residents would like to see that would enhance the quality of life in our community
 - perspective on the City’s current efforts in promoting diversity, equity, and inclusion within the community

1. THAT Council provide alternative direction to staff.

Prepared by: Kate O'Connell, Director of Corporate Services

Reviewed by: Anne Guillo, Manager of Communications

Concurrence: Geoff Garbutt, M.Pl., MCIP, RPP, City Manager (CAO)