



THE CORPORATION OF THE CITY OF COURTENAY

BRIEFING NOTE

To: Council

File No.: 1390-01

From: Director of Corporate Services

Date: September 27, 2023

Subject: Resident Survey – Your Courtenay, Your Voice – Results Presentation

PURPOSE: To review the results of the Resident Survey, Your Courtenay, Your Voice.

BACKGROUND:

Based on the June 14 and July 12, 2023 Council reports, the 2023 Resident Survey – Your Courtenay, Your Voice was launched at the end of July of the same year. The survey was conducted via two methodologies 1) statistically valid phone-based survey, and 2) online survey (participant are self-selected). The target number of respondents for the phone-based survey was 300.

In addition to standardized questions, unique questions were included in the survey to determine or identify the following:

- 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.

DISCUSSION:

The presented results include statistical findings and observations identified by the City's survey contractor, Forum Research. Further analysis of the implications and potential service impacts of the findings will be considered by the respective departments during the City's annual budget process.

Survey findings, based municipal comparisons are overall unsurprising. As anticipated in the June 14, 2023 report to Council entitled "2023 Resident Survey – Your Courtenay, Your Voice", homelessness is the most important issue for Courtenay residents, followed by lack of affordable housing.

The following is a summary of quality of life, sense of belonging and tax dollar value survey findings:

- 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.
- Nearly 4 in 5 (TOP2 77%) say the City of Courtenay is a welcoming city, and around 7 in 19 (TOP2 70%) believe that they have a strong sense of belongingness in the City of Courtenay.

The following is a summary of issues, priorities and satisfaction with City services:

- The City has a negative Net Promoter Score (-16), indicating that residents are more likely not to recommend the City to their friends or colleagues as opposed to recommending it.
- Homelessness (34%) emerged as the most important issue facing the City, followed by lack of affordable housing (11%), and water issues (5%).
- Two-thirds (TOP2 66%) are satisfied with the overall level and quality of services provided by the City of Courtenay.
 - Fire services (TOP2 93%), recreation services (TOP2 87%), and parks, green spaces and multi-use trails (TOP 2 83%) are the services residents are most satisfied with. Traffic management (TOP2 46%) has the lowest satisfaction among residents.
- Results from the Gap Analysis indicate that the three primary areas of improvement for the City are:
 - Land use and community planning
 - Traffic management, and
 - Online services.

FINANCIAL IMPLICATIONS:

The 2023 Resident Survey, Your Courtenay, Your Voice, is covered under the 2023 Corporate Services operating budget.

ADMINISTRATIVE IMPLICATIONS:

Staff time is required to review the online survey results. Should the online survey be significantly different from the phone-based survey results staff will report back to Council with some analysis.

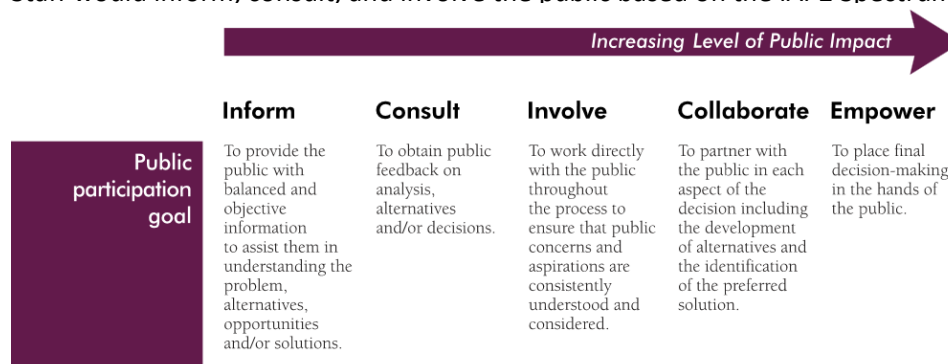
STRATEGIC PRIORITIES REFERENCE:

This initiative addresses the following strategic priority:

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

PUBLIC ENGAGEMENT:

Staff would inform, consult, and involve the public based on the IAP2 Spectrum of Public Participation:



RECOMMENDATION: THAT Council receive the “Resident Survey, Your Courtenay, Your Voice – Results” briefing note.

ATTACHMENTS:

1. 2023 Resident Survey Results – Presented by Forum Research

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