



Staff Report

Administration – Communications

Report To: Council Meeting
Meeting Date: May 9, 2022
Report Number: FAF.22.099
Title: 2022 Resident Satisfaction Survey Update
Prepared by: Tim Hendry, Manager of Communications and Economic Development

A. Recommendations

THAT Council receive Staff Report FAF.22.099, entitled “2022 Resident Satisfaction Survey Update”;

AND THAT Council endorses and approves the survey questions in principle as presented and directs staff to conduct the survey with results presented back to Council in June 2022.

B. Overview

This staff report provides Council with an overview of the updated 2022 Resident Satisfaction Survey questions.

C. Background

The draft Resident Satisfaction survey questions were presented to Committee of the Whole as staff report [FAF.22.088 “2022 Resident Satisfaction Survey”](#) on April 26, 2022. At the meeting, Council provided feedback regarding the survey questions and length of the survey.

D. Analysis

Through the discussion with Council, Town staff have revised the questions to incorporate the feedback received. The revised questions are reflected within attachment #1 of the report.

To address concerns regarding the length of the survey, the survey has been divided into two parts. Upon completing part one, respondents will be encouraged to complete part two.

It is important to note that as the surveys will be conducted as two separate surveys (part one and part two), the demographic questions will need to be asked at the beginning of each survey to ensure that the information is captured for analysis purposes.

- **Part 1: Resident Satisfaction – General**

Part one includes satisfaction questions related to service delivery, customer service and communication, financial management and leadership.

- **Part 2: Resident Satisfaction – Town Infrastructure and Facilities**

Part two includes satisfaction with Town-owned infrastructure, including roads, sidewalks, bridges, water and wastewater systems, and recreational facilities/amenities.

Incentivizing Survey Engagement

Through discussions with the Town’s Senior Management Team, it was decided not to proceed with offering an incentive for completing both part one and part two of the resident satisfaction survey. The recommendation is based on three primary factors:

- 1) **Anonymous Responses** – Survey responses are anonymous. The Town does not collect any personal or identifiable information. This was changed when the Town moved away from the previous public engagement platform (YourView) as the need to register and/or provide personal information was determined to be an engagement barrier. As a result, without collecting personal information, there is no viable way to contact the winner of the incentive offering.
- 2) **Lead Time** – Based on the need to launch the survey in mid-May, there is not sufficient time to prepare an incentive program and to reformat the Town’s survey tool to capture account and/or contact information.
- 3) **Precedent-Setting and Response Quality** – Through discussion, it was determined that if the Town were to consider offering an incentive to participate in a survey that there is a risk of setting a precedent for future surveys, which would result in increased financial cost. In addition, there is a risk that the incentive may result in quantity over quality responses.

Based on the above, staff recommend proceeding in a status-quo manner of promoting the survey using the established communication tools with a focused message of encouraging residents to complete the survey to help with future priority setting.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders.

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

The results of the Resident Satisfaction Survey will be used to provide feedback and insight to Council and Staff related to environmental impacts and the delivery of Town services.

G. Financial Impacts

The survey will be conducted internally using staff resources and the cost to promote the survey will be funded through the Administration operating budget.

H. In Consultation With

Shawn Everitt, Chief Administrative Officer

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, Manager of Communications & Economic Development communications@thebluemountains.ca.

J. Attached

1. Part 1: Resident Satisfaction – General
2. Part 2: Resident Satisfaction – Town Infrastructure and Facilities

Respectfully submitted,

Tim Hendry
Manager of Communications & Economic Development

For more information, please contact:
Tim Hendry, Manager of Communications & Economic Development
communications@thebluemountains.ca
519-599-3131 extension 282

Report Approval Details

Document Title:	FAF.22.099 2022 Resident Satisfaction Survey Update.docx
Attachments:	- Attachment-1-Part-1-Resident-Satisfaction-General.pdf - Attachment-2-Part-2-Resident-Satisfaction-Town-Infrastructure-and-Facilities.pdf
Final Approval Date:	Apr 29, 2022

This report and all of its attachments were approved and signed as outlined below:

Shawn Everitt - Apr 29, 2022 - 9:24 AM