



# Staff Report

## Administration – Communications

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**Report To:** Committee of the Whole Meeting  
**Meeting Date:** September 13, 2022  
**Report Number:** FAF.22.147  
**Title:** 2022 Resident Satisfaction Survey Results  
**Prepared by:** Tim Hendry, Manager of Communications and Economic Development

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### A. Recommendations

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THAT Council receive Staff Report FAF.22.147, entitled “2022 Resident Satisfaction Survey Results”;

AND THAT Council directs staff to bring forward a subsequent report to outline actions being taken and/or considered to address the comments and feedback provided in response to the survey;

AND THAT Council supports the staff recommendation to conduct a Resident Satisfaction Survey every two years, with the survey results used to benchmark progress and to help inform the annual budget process.

### B. Overview

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This staff report provides Council with an overview of the results from the 2022 Resident Satisfaction Survey.

### C. Background

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The Resident Satisfaction Survey was conducted from May 31, 2022 – June 26, 2022. The survey consisted of two parts.

1. **Part 1:** The first part received 369 responses and asked questions about resident satisfaction related to service delivery, customer service and communication, financial management and leadership.
2. **Part 2:** The second part received 151 responses and asked questions about resident satisfaction with Town-owned infrastructure, including roads, sidewalks, bridges, water and wastewater systems, and recreational facilities/amenities.

The survey was conducted online through the Town website, with paper copies available at Town Hall and at The Blue Mountains Public Library. The survey was promoted through various methods, including both print and online. The full list of promotional methods is listed below:

- **Town Website** - A dedicated project webpage was created with a featured block directly on the homepage ([www.thebluemountains.ca/residentsurvey](http://www.thebluemountains.ca/residentsurvey)).
- **Press Release & Notice to Email Subscribers** - A press release was issued on May 31, 2022 to announce the launch of the survey. The press release was sent to website email subscribers.
- **Mailed Post Cards** - Approximately 6,000 postcards were mailed to properties in The Blue Mountains through Canada Post general mail.
- **Road Signs and Posters** - Approximately 20 road signs were installed at key locations throughout the community, and posters were installed at the entrances of Town Hall, The Blue Mountains Library and at the Beaver Valley Community Centre.
- **Newspaper Advertising** - Advertisements were included within the Collingwood Connection, Blue Mountain Review and Collingwood Today newspapers.
- **Radio Advertising** - Focused radio ads were aired during key drive times on 95.1 Peak FM and 560 CFOS.

## D. Analysis

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The 2022 Resident Satisfaction Survey results provided valuable information to help the Town better understand resident needs and expectations related to service delivery. A high-level summary of the survey results is provided on pages 6 – 8 in the attachment of this staff report.

To address the input and feedback provided by residents, the survey results have been reviewed in detail by the Town's Senior Management Team and a list of resulting action items is being prepared to help improve and strengthen service delivery. Staff will bring forward a subsequent report to Council to outline actions being taken and/or considered to address the comments and feedback provided in response to the survey.

To benchmark and measure progress, staff recommend that the Resident Satisfaction Survey be conducted every two years, with the results presented to Council and used to help inform annual budgeting and strategic planning. To support the survey, staff will include appropriate funding in the respective annual budgets for consideration by Council at that time.

## E. Strategic Priorities

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### 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**

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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**

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The cost to conduct the Resident Satisfaction Survey was funded through the Administration Department operating budget.

The cost to address comments and feedback provided in response to the survey will be covered by existing operating budgets of the respective departments.

## **H. In Consultation With**

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Shawn Everitt, Chief Administrative Officer

Senior Management Team

## **I. Public Engagement**

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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](mailto:communications@thebluemountains.ca).

## **J. Attached**

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1. 2022 Resident Satisfaction Survey Results

Respectfully submitted,

Tim Hendry  
Manager of Communications & Economic Development

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

### Report Approval Details

Document Title:	FAF.22.147 2022 Resident Satisfaction Survey Results.docx
Attachments:	- Attachment-1-2022-Resident-Satisfaction-Survey-Results.pdf
Final Approval Date:	Aug 31, 2022

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

**Shawn Everitt - Aug 31, 2022 - 1:33 PM**