



# Staff Report

## Administration – Communications

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**Report To:** COW\_Finance\_Admin\_Fire\_Community\_Services  
**Meeting Date:** August 26, 2024  
**Report Number:** FAF.24.082  
**Title:** 2024 Resident Satisfaction Survey  
**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.24.082, entitled “2024 Resident Satisfaction Survey”;

AND THAT Council endorses the survey questions in principle, as presented, and directs staff to conduct the survey with results presented back to Council in Q4 2024;

AND THAT Council approves a budget to an upset limit of \$15,000 to be funded by the 2024 Communications Division Operating Budget.

### B. Overview

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This staff report provides Council with an overview of the 2024 Resident Satisfaction Survey questions and communications plan.

### C. Background

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The Town has conducted two Resident Satisfaction Surveys, the first in 2015 and the second in 2022. The first survey was conducted by an external research firm and received 416 responses using randomized phone interviews. The second survey was conducted online and in-house by Town staff with support from the Town’s survey firm of record, The W Group. The survey received a total of 520 responses and was split into two parts:

- **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.
- **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.

Following the presentation of the 2022 survey results, Council passed the following motion:

*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.*

## **D. Analysis**

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Under the direction of Council, staff time is allocated as part of the Communications Division work plan to conduct the 2024 Resident Satisfaction Survey in Q3/Q4.

Learning from the challenges of the 2022 survey, staff strongly recommends conducting it as one full survey instead of two separate parts. This will aid in streamlined promotion and reduce response rate drop-off.

Draft survey questions are attached to this report as Attachment #1. The questions were selected based on the 2022 Resident Satisfaction Survey and have been adjusted to ensure accuracy and consistency based on current Town operations.

### **Communications Plan**

The Town’s Communication Division will lead the 2024 Resident Satisfaction Survey promotion. The survey will be advertised Town-wide using a variety of tools, including but not limited to:

<b>Communication Activities</b>	<b>Cost</b>	<b>Staff Time</b>
<b>Town Website</b> <ul style="list-style-type: none"><li>- Dedicated project page on the Town website with a link directly on the homepage</li></ul>	\$0	3 Hours
<b>Press Release</b> <ul style="list-style-type: none"><li>- Press release to advertise the survey launch</li><li>- Mid-point press release to encourage participation</li><li>- Final reminder press release to stress the deadline</li></ul>	\$0	3 Hours
<b>Town Newsletter</b> <ul style="list-style-type: none"><li>- Included in the monthly Town e-newsletter</li><li>- Included in the quarterly Town print newsletter</li></ul>	Covered by existing operating budget	2 Hours
<b>Mailed Post Cards</b> <ul style="list-style-type: none"><li>- Approximately 7,000 postcards mailed to all properties in The Blue Mountains</li></ul>	\$1,600	5 Hours

<b>Communication Activities</b>	<b>Cost</b>	<b>Staff Time</b>
<b>Road Signs</b> - Road signs installed at key high-traffic areas throughout the community	\$1,500	4 Hours
<b>Newspaper Advertising</b> - Advertisements included within the Blue Mountain Review and Collingwood Today newspapers	Covered by existing operating budget	2 Hours
<b>Radio Advertising</b> - Focused campaigns during key drive times on 95.1 Peak FM and 560 CFOS	\$1,500	3 Hours
<b>Digital Advertising &amp; Social Media</b> - Promotional video advertised on social media (Facebook and Instagram)	\$1,200	4 Hours
<b>In Person Promotion</b> - Opportunities to promote the survey at community events will be determined based on the timing on the survey	TBC	TBC
<b>Total</b>	<b>\$5,800</b>	<b>26+ Hours</b>

**PDS Customer Service Satisfaction Survey**

The Planning and Development Services Department (PDS) launched a customer service survey in July 2024. The survey aims to gain feedback directly from individuals who have worked with the department through the Planning, Development Engineering and Building division.

As PDS is largely funded through application fees, the intent is to use the feedback gathered by individuals who have worked with the department to better understand the challenges and opportunities for service delivery, rather than gathering input on perceptions of development in the community.

Based on the focus of the 2024 Resident Satisfaction Survey to be all-encompassing of Town service and service delivery, high-level questions related to development in the community and service-based questions related to the Planning and Development Services Department will still be included. However, technical and detail serviced focused questions related to the PDS Department will remain the focus and intent of the PDS Customer Service Survey.

**2022 Resident Satisfaction Survey Results**

The results from the 2022 Resident Satisfaction Survey have provided valuable information to help the Town better understand resident needs and expectations related to service delivery. The survey results have been reviewed in detail by the Town’s Management Teams, and subsequent discussions have been held at the division and team levels.

It is important to highlight that efforts to address feedback and comments received from the 2022 Resident Satisfaction Survey have been discussed and considered thoroughly by staff, with a number of actions and initiatives being either completed, currently underway or planned for future execution.

Results from the 2022 survey are available on the Town website through report [FAF.22.147 – Resident Satisfaction Survey Results](#).

A detailed summary of the action items is included in this report as Attachment #2.

## **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 Resident Satisfaction Survey is identified as an action item within the [2020 – 2024 Corporate Strategic Plan](#).

The full cost to conduct the Resident Satisfaction Survey is estimated to be between \$10,000 - \$15,000. This includes costs for survey support from the Town's survey firm of record, The W Group and advertising/promotional costs to generate awareness and participation.

No budget has been specifically earmarked within the 2024 Operating Budget to support the Resident Satisfaction Survey. However, the Communications Division Operating Budget includes \$15,000 annually for survey support that has not been used, and that can be allocated to this project.

## **H. In Consultation With**

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Shawn Everitt, Chief Administrative Officer

## **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. 2024 Resident Satisfaction Survey Questions
2. 2022 Resident Satisfaction Survey Action Items

Respectfully submitted,

Tim Hendry  
Manager of Communications & Economic Development

For more information, please contact:  
Tim Hendry, Manager of Communications & Economic Development

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**Report Approval Details**

Document Title:	FAF.24.082 2024 Resident Satisfaction Survey.docx
Attachments:	- Attachment-1-2024-Resident-Satisfaction-Survey-Questions.pdf - Attachment-2-2022-Resident-Satisfaction-Survey-Action-Items.pdf
Final Approval Date:	Aug 13, 2024

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

**Tim Hendry - Aug 13, 2024 - 12:49 PM**

**Shawn Everitt - Aug 13, 2024 - 4:48 PM**