



# Staff Report

## Strategic Initiatives

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**Report To:** Special Committee of the Whole  
**Meeting Date:** January 7, 2025  
**Report Number:** SI.25.001  
**Title:** 2024 Resident Satisfaction Survey Results  
**Prepared by:** Tim Hendry, Director of Strategic Initiatives

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### A. Recommendations

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THAT Council receive Staff Report SI.25.001, entitled “2024 Resident Satisfaction Survey Results” for information;

### B. Overview

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This report provides Council with a summary of the results from the 2024 Resident Satisfaction Survey.

### C. Background

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The Resident Satisfaction Survey was conducted from October 16, 2024 – November 24, 2024, and received a total of 828 responses.

The survey questions were approved by Council in August 2024 through report [FAF.24.082](#). The questions were also reviewed by the Accountability and Transparency Committee, with minor changes made to reflect the feedback provided.

The purpose of the Resident Satisfaction Survey is to better understand resident satisfaction related to the Town’s service delivery, customer service and communication, financial management and leadership. The survey also included questions regarding resident satisfaction with Town-owned infrastructure, including roads, sidewalks, bridges, water and wastewater systems, and recreational facilities/amenities.

The survey was developed through consultation with the Town’s external survey consultant, The W Group. For background information, The W Group specializes in supporting municipalities across Canada with public consultation, including surveys and research panels.

The survey questions were designed based on the [2022 Resident Satisfaction Survey](#), with minor adjustments made to reflect accuracy and consistency based on current Town operations.

The survey was supported by a strong and robust promotional plan, which included the following actions:

- **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 and emailed to 1400+ website subscribers announcing the launch of the survey.
- **Town Newsletter:** The survey was promoted in the November edition of the Town e-newsletter and emailed directly to 1600+ subscribers.
- **Social Media:** The survey was promoted on the Town's Facebook, Instagram and X (Twitter) social media accounts. In addition, a paid advertising campaign was conducted on Facebook and geotargeted to residents within the Town. The advertising reached a targeted audience of 3,600 residents throughout the community.
- **Mailed Post Cards:** Approximately 7,000 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 facilities.
- **Newspaper Advertising:** Advertisements were included within the Blue Mountain Review and Collingwood Today news publications.

## D. Analysis

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The purpose of the Resident Satisfaction Survey was to gather feedback from residents to help inform decision-making, budgeting and priority setting for the Town and to inform the 2025 budget process and deliberations.

The W Group is in the process of benchmarking the results against the 2022 survey results to highlight the net change in satisfaction related to the Town service areas, operations, assets, financial management and leadership.

The survey results have been reviewed in detail by the Town's Senior Management Team and will be used to track and implement measures to strengthen service delivery. To ensure that the survey results are actionable, a mid-year staff report will be presented to Council to outline the steps taken to address the comments and feedback provided.

## 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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No environmental impacts are anticipated as a result of this report.

## **G. Financial Impacts**

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No direct financial impacts are anticipated as a result of this report.

## **H. In Consultation With**

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Senior Management Team

The W Group, External Consultant

Allan Gibbons, Acting Manager of Communications & Economic Development

## **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, Director of Strategic Initiatives [si@thebluemountains.ca](mailto:si@thebluemountains.ca).

## **J. Attached**

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1. 2024 Resident Satisfaction Survey Results

Respectfully submitted,

Tim Hendry  
Director of Strategic Initiatives

For more information, please contact:  
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**Report Approval Details**

Document Title:	SI.25.001 2024 Resident Satisfaction Survey Results.docx
Attachments:	Attachment 1 - 2024 Resident Satisfaction Survey Results.pdf
Final Approval Date:	Dec 20, 2024

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

**No Signature - Task assigned to Tim Hendry was completed by assistant Taylor Raffy**

**Tim Hendry - Dec 20, 2024 - 11:00 AM**

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**Tim Hendry - Dec 20, 2024 - 11:34 AM**