



Making a difference...together

REPORT TO GOVERNANCE COMMITTEE MEETING OF WEDNESDAY, OCTOBER 2, 2024

SUBJECT Regional Resident Survey Progress Report

ISSUE SUMMARY

As part of the Capital Regional District (CRD) 2024 financial plan, the CRD Board approved an Initiative Business Case for a Resident Experience Survey for 2024, in alignment with Corporate Priorities:

- 12.b1 “Enhance the public participation and engagement practices and framework to foster trust and understanding, informed by input from residents and equity, diversity and inclusion principles.”
- 12.b2 “Advance the Communications Strategic Plan to guide organizational communications practices and policies internally and externally.”

This Resident Experience Survey will serve as a valuable baseline, providing a better understanding of how residents perceive the CRD’s reputation, how to effectively engage with them and enable a metric-based approach to strategic communication planning, increase transparency, improve accountability, and build relationships with residents.

The approach will be strategically designed to be replicable, so that CRD can leverage it in subsequent surveys. This survey will seek to measure:

- The level of knowledge, awareness and reputation of the CRD in the region
- The level of trust in the CRD as a government organization
- The desired role of digital technologies in service delivery
- Preferred communications and engagement methods

Unlike some municipalities that conduct regular Citizen Satisfaction Surveys, the CRD last conducted a resident survey in 2008-2009. It should be noted that the approach for this survey is not designed to measure service level satisfaction, but rather, to establish a baseline measuring awareness, perception and reputation of the CRD among residents.

BACKGROUND

Planning for the survey started in the summer of 2024 with a request for quotes to three vendors. The successful candidate is Catapult Strategy – a Vancouver based strategic marketing firm.

In collaboration with the consultant the project’s discovery and planning stage has been completed and we are in the survey development, materials development and program execution stages.

Taking a wholistic approach to gathering information, a combination of several methods will be used including:

1. A statistically representative sample survey of capital region residents.
2. Online focus groups (targeting electoral areas)
3. A webpage on GetInvolved.crd.bc.ca providing more information and a link to an opt-in online survey hosted by Catapult Strategy.
4. An email to subscribers to the CRD engagement platform to invite them to take the online opt-in survey.

The consultant will ensure that the two distinct survey data sets, those that are statistically significant and those that are opt-in, will be managed and interpreted professionally.

The outcomes of the above approach will:

- Generate statistically significant survey results.
- Receive valuable perspective from the existing residents who have engaged with CRD through our engagement platform.
- Receive important qualitative data from the focus groups and perspectives from Electoral Areas and residents who may not be comfortable or have access to online platforms.
- Provide important insights for upcoming digital service delivery planning.
- Provide important insights to inform communication and engagement approaches to build support for upcoming capital investments.

The survey is expected to occur in October 2024 with focus groups to follow in November. A report of findings will be presented to a future Governance Committee.

IMPLICATIONS

Alignment with Board & Corporate Priorities

5d Foster greater civic participation among diverse community members.

12.b1 Enhance the public participation and engagement practices and framework to foster trust and understanding, informed by input from residents and equity, diversity and inclusion principles.

12.b2 Advance the Communications Strategic Plan to guide organizational communications practices and policies internally and externally.

Service Delivery Implications

A segment of the survey captures residents' perspective on digital service delivery, which will provide important insights for general CRD service delivery planning, in addition to communications and engagement planning.

CONCLUSION

This resident survey will establish important baseline metrics that will help inform strategic communication planning at the CRD. It is critical to note that the approach chosen is designed to be replicable over time so Key Performance Measures (KPM) can be developed. Through a combination quantitative and qualitative approaches, the survey will measure sentiment that is statistically valid across the region and targeted to residents in the Electoral Areas.

RECOMMENDATION

There is no recommendation. This report is for information only.

Submitted by:	Sudha Krishna, Manager, Social Marketing
Concurrence:	Andy Orr, Senior Manager, Corporate Communications
Concurrence:	Ted Robbins, B. Sc., C. Tech., Chief Administrative Officer