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## REPORT TO GOVERNANCE AND FIRST NATIONS RELATIONS COMMITTEE MEETING OF WEDNESDAY, APRIL 2, 2025

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**SUBJECT**    Regional Resident Experience Survey

### **ISSUE SUMMARY**

This report advises the Governance and First Nations Committee on the results of the Regional Resident Experience Survey which was launched in the Fall of 2024.

### **BACKGROUND**

As part of the Capital Regional District (CRD) 2024 financial plan, the CRD Board approved a Citizen-Resident Experience Survey for 2024, in alignment with Corporate Priority 12.b2 “Advance the Communications Strategic Plan to guide organizational communications practices and policies internally and externally.”

The results of the Regional 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 survey was strategically designed to be replicable, so that CRD can leverage it in subsequent surveys. It measured:

- 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

The Regional Resident Experience Survey also included focus group style interviews designed to dig deeper and provide a more qualitative perspective with a particular emphasis on electoral areas.

It should be noted that the approach for this survey is not designed to measure service level satisfaction on a granular level, but rather, to establish a baseline measuring awareness, perception, trust and reputation of the CRD among residents. The CRD last conducted a resident survey in 2008-2009.

### **IMPLICATIONS**

#### *Alignment with Board & Corporate Priorities*

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

12b) “Foster greater civic participation among diverse community members and, also aligns with the overarching Board direction to apply an equity lens to CRD decisions. “

*Service Delivery Implications*

The statistically valid survey delivered key insights in 4 areas:

1. Foundation and Trust Partnerships – CRD enjoys higher levels of trust than provincial or federal governments – although rural and island areas demonstrate lower levels of trust.
2. Communications Landscape Evolution – email is the preferred communication channel.
3. Engagement Barriers and Opportunities – Awareness is the primary barrier to engagement
4. Digital Service Reality – High expectation for digital service delivery

Initiatives are already underway to address some the opportunities identified in the Regional Resident Experience Survey:

- The data and insights about resident experiences around awareness and trust provide valuable insights and actionable data to inform strategic planning, digital transformation and major projects and initiatives.
- With the recent launch of a new website the CRD is proactively addressing digital challenges with research findings validating key assumptions. These insights provide data enabling year-over year tracking of progress and improvements.
- Residents can now subscribe to notices, alerts, and newsletters, with options to subscribe by topic and community of interest. Residents can also provide anonymous feedback on any web page on CRD.CA.
- The CRD is updating its public participation framework with an equity, accessibility, diversity and inclusion lens: An accessibility lens for the new website means the main CRD site, recreation and housing sites have improved their web accessibility guidelines and standards to meet W3C level 2.1 AA.
- The insights pertaining to the Electoral Areas will be an important reference point for the incoming General Manager of Electoral Area services.

**CONCLUSION**

The CRD will continue to use the results of the survey to inform communication and service delivery strategies, while tracking and building on the baselines established in the Regional Resident Experience Survey. Taken together, the Survey, the new updated website, and the Public Participation Framework are all touchpoints that inform CRD’s approach to communications and engagement.

**RECOMMENDATION**

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

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**ATTACHMENT(S)**

Appendix A: Regional Resident Experience Survey Results