

# Report

Date August 17, 2022

File:

Subject 2022 Citizen Satisfaction Survey results

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## **PURPOSE**

To provide Council with the 2022 Citizen Satisfaction Survey results (Attachment 1). A presentation will be provided at the meeting.

## **BACKGROUND**

Citizen satisfaction surveys are a statistically valid method of collecting feedback from residents about their satisfaction with the Municipality's programs and services. This feedback provides valuable insight for Council and staff and should be repeated every few years to identify progress and re-evaluate community priorities. North Cowichan conducted its first ever citizen satisfaction survey in 2019. The 2022 survey is essentially a repeat of the same questions, in order to identify trends over time.

## **DISCUSSION**

Forum Research Inc. conducted the survey between June 22 and July 12, 2022 (the survey end date was extended due to the Rogers wireless outage that began on July 8). The survey was conducted using random digital dialing of landline and cell phones, and provided an opportunity for respondents to reply via a unique web link, or over the telephone. With a margin of error of +/- 4.9%, these survey results can be generalized to North Cowichan's entire adult population within 4.9%, 19 times out of 20.

An online open-link version was also available for any resident that wished to participate, although these results are reported separately from the statistically valid responses.

## **OPTIONS**

1. **(Recommended Option)** That Council receive the 2022 Citizen Satisfaction Survey results for information.

## **IMPLICATIONS**

There are no financial implications.

## **RECOMMENDATION**

THAT Council receive the 2022 Citizen Satisfaction Survey results for information.

Report prepared by:



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Barb Floden  
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Report reviewed by:



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Ted Swabey  
Chief Administrative Officer

**Approved to be forwarded to Council:**



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Ted Swabey  
Chief Administrative Officer

Attachment(s):

- (1) 2022 Citizen Satisfaction Survey results report