

## ADMINISTRATIVE REPORT

**TO:** Board of Directors

**FROM:** J. Zaffino, Chief Administrative Officer

**DATE:** November 21, 2024

**RE:** **2024 Regional Survey Results**

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**Administrative Recommendation:**

**THAT the Regional District conduct further review of the 2024 Regional Survey results and consider implementation of recommendations.**

**Purpose:**

**To provide survey results and recommendations for consideration.**

**Reference:**

2024-10-16\_General\_Regional\_Surveys  
2024-10-16\_Pass\_Code\_Regional\_Surveys  
2024-10-28\_Comments\_Regional\_Surveys

**Business Plan Objective:**

- 2.1 To provide a high level of customer service
- 2.2 To meet public needs through the continuous improvement of key services

**Background:**

The Regional District conducts a Regional Survey annually. The 2024 Regional Survey included statistically significant results based on 224 responses received from approximately 1,800 invitation letters sent by regular mail. The survey was available online via an access code provided in the invitation letter. General survey responses were received from 327 individual respondents. Paper copies were available upon request. Five (5) paper copies were submitted.

**Analysis:**

The 2024 Regional Survey was conducted online between Wednesday, September 10 and Friday, October 4, 2024. The survey was promoted on all RDOS web and social media channels and sent to media and partners via email. Marketing materials included a poster, information release, and short [video](#). Online advertisements were also placed.

**Survey snapshot:**

**Do you use email and/or social media?**

Pass code: Email – 98.65%, Facebook – 60.99%, Instagram – 27.80%  
General: Email - 96.33%, Facebook – 79.82%, Instagram – 39.76%

**In your opinion, what is the single most important issue facing your local government; that is, the one issue you feel should receive the greatest attention or advocacy from local elected officials to the provincial or federal governments?**

Pass code: Health Care – 11.31%, Homelessness – 10.41%, Water quality and protection – 9.95%

General: Health Care – 13.46%, Water Quality and protection – 12.23%, Taxes – 11.31%

**How would you rate the level of service provided by staff at your local government?**

Pass code: Average – 42.99%, Good – 29.44%, Poor – 13.08%

General: Average – 45.14%, Good – 25.71%, Poor – 13.48%

**How do you prefer to receive information about local government services, projects, and initiatives?**

Pass code: Email – 53.85%, RDOS website – 42.08%, Voyent Alert! – 26.24%

General: Email – 53.82%, RDOS website – 40.98%, Voyent Alert! – 34.25%

Recommendations for actions that can be taken based on survey results and comments:

- Initiate a service analysis and review
- Create a checklist for the building and planning divisions
- Provide educational material about RDOS programs and engagement opportunities
- Prepare a quarterly newsletter and distribute via email and regular mail (upon request)
- Produce a monthly video segment featuring information and discussion about RDOS programs and services. Participation via web and telephone.
- Activate RDOS Instagram and Threads accounts
- Engage a professional research firm to conduct a statistically valid survey in 2026. The estimated budget is \$13,00 to \$15,000, depending on the scope of work.

**Financial Implications:**

Marketing, preparation of survey invitation letters, and postage: \$4,000

**Alternatives:**

Status quo. Provide further review of survey results and comments.

**Communication Strategy:**

An information release providing links to survey results and recommendations will be posted on RDOS web and social media channels, including RDOS Regional Connections.

**Respectfully submitted:**

“Erick Thompson”

E. Thompson, Communications Manager

**Endorsed by:**

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C. Malden, Corporate Officer/Deputy CAO