

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. SI-2025-0009

**FOR THE CONSIDERATION OF
COUNCIL**

June 18, 2025

SUBJECT: 2025 CITIZEN SATISFACTION SURVEY

1. RECOMMENDATION:

- 1. That Council receive Staff Report SI-2025-0009, prepared by the Service Excellence Division, Strategic Initiatives Department dated June 18, 2025, titled “2025 Citizen Satisfaction Survey”.**
- 2. That Council receive the 2025 Citizen Satisfaction Study Report dated April 2025 (Attachment 1) as prepared by Advanis, an independent market and social research firm.**

2. PURPOSE:

The purpose of this report is to provide the results of the 2025 Citizen Satisfaction Survey, administered by Advanis, an independent market and social research firm, between February 24 and March 31, 2025. The survey results are provided in the attached 2025 Citizen Satisfaction Study Report (Attachment 1).

3. BACKGROUND:

The Town of Georgina was interested in conducting a statistically significant Town-wide Citizen Satisfaction Survey, including the analysis and reporting of results in a way that is easy to understand and consume.

Satisfaction research is an important way for the Town to understand how its customers experience services, interact with Town Staff and their overall perception of the Town.

Information gathered from customer satisfaction surveys provides valuable insights into quality of life of our citizens; satisfaction with municipal programs, services and projects; evolving customer needs, expectations and priorities, and how residents like to receive information.

This survey closely aligns with the Customer Service Strategy, endorsed by Council in October 2020, and sets a baseline to help guide budgets and workplan priorities, strategic planning, and to measure progress on a forward going basis.

4. ANALYSIS:

Advanis was retained by the Town through a competitive procurement process in August 2024. Through various workshops, Town staff, alongside the consultant team sought perspectives from Town leadership on what might be considered quality and useful data to drive strategic priorities and improvements.

Between research of other municipal studies and guidance from Advanis, Town staff were able to develop a series of survey questions that are repeatable and can be measured over time.

It was also important to identify the populations and an appropriate sample design including size, weighting, and definition of respondents (e.g., sample by ward, representative sample by gender and age cohort, etc.)

When the survey design was finalized, Advanis conducted a pre-test with 14 residents from November 12 to 19, 2024, by telephone recruiting individuals to complete an online survey. A small pre-sampling is customary practice and important to improve reliability of tools prior to full scale survey delivery, and these responses were included in the study.

Because of the Canada Post Federal strike that commenced on November 15, 2024, the issuance of the Citizen Satisfaction Survey was deferred from Q4 2024 to Q1 2025. With confidence Canada Post had resumed normal operations, postcards were mailed the week of February 24, 2025. Each postcard contained a QR code and a phone number to text to receive a unique link to an online survey, as well as Town contact information for alternative formats.

- Of the 20,000 postcards mailed out, 836 residents requested a link to the survey, and 750 completed the survey. This represents a higher-than-average response rate of 3.75% (the typical postcard response rate is 2.7%).
- Additionally, 50 residents contacted the Town to request a link to the survey or an alternative survey format (29 paper copies and 2 phone surveys were completed).
- In total, 814 people completed the survey
- The survey took an average of 15.1 minutes to complete

At the conclusion of the survey on March 31, 2025, Advanis completed their analysis of survey results and reported back to Town Staff in April 2025.

Advanis further provided a presentation of study highlights to the Georgina Senior Leadership Team in May 2025, to provide initial insights.

Advanis will deliver a presentation to Council on June 18, 2025, outlining a high-level overview of methodology and results.

A more detailed analysis of the survey results and findings can be found within the full “2025 Citizen Satisfaction Study” Report (Attachment 1). This report will also be published on the Town of Georgina website for public access.

5. RELATIONSHIP TO STRATEGIC PLAN:

The 2025 Citizen Satisfaction Survey has a direct relationship in the Town’s Strategic Plan and is one of the deliverables under the Pillar of Delivering Service Excellence; Goal 1: Commit to Citizen-Centric Services.

The Citizen Satisfaction Survey findings will be leveraged to help the Town drive service delivery excellence, as outlined in the 2023-2027 Corporate Strategic Plan.

The results will be used as key measures for the Strategic Plan progress, and directly inform improvement initiatives, business and budget planning, service levels and our continuous pursuit of service excellence

6. FINANCIAL AND BUDGETARY IMPACT:

The total cost allotted to this project initiative was \$60,000, approved by Council during the 2024 budget deliberations. The project was completed within the allocated budget. There are no further financial or budgetary obligations or impacts.

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

Every household within the Municipality received an invitation (mailed postcard) with instructions to take the survey. A dedicated staff point person was listed to address public questions and to offer special accommodation (such as completing the survey on paper or by phone).

In addition, Town Staff attended ten different community events and maintained a steady communication plan to support survey awareness through a dedicated municipal webpage, the Georgina Matters newsletter, social media platforms and paid advertising opportunities to encourage awareness and survey participation.

8. CONCLUSION:

The undertaking and administration of a statistically significant citizen satisfaction survey by a specialized market and social research firm has established a baseline measurement for future surveys.

It is anticipated that the Town will conduct the same/similar survey on a 3–4-year cycle to track the progress and improvements of service provision relative to citizen satisfaction levels.

The results of the 2025 Citizen Satisfaction Survey, and future surveys, will shape the direction of successive corporate strategic plans, customer service strategies and individualized department/division-based planning to guide and enhance how we best serve our community.

APPROVALS

Prepared By: Melissa Robinson
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Recommended By: Shawn Nastke
Director, Strategic Initiatives

Approved By: Rob Wheeler
Deputy Chief Administrative Officer/Treasurer

Ryan Cronsberry
Chief Administrative Officer

Attachments:

2025 Citizen Satisfaction Study (Advanis Report)
Report No. SI-2025-0009
Attachment 1