

City of Wetaskiwin Council Policy

Citizen Satisfaction Survey Policy



Policy Number:	CO-053
Effective On:	September 11, 2023
Approval History:	September 11, 2023
Review Frequency:	Every 4 years
Division Responsible:	Communications
Cross-Reference:	CO-008: Public Participation

1. Policy Statement

Citizen satisfaction surveys are a key decision-making tool for both City employees and Wetaskiwin City Council, as the results can provide insight on citizen's sentiments and opinions on a wide range of issues. The data collected from these surveys aid municipalities in evaluating their success on key projects and plans, identifying where changes need to be made to better suit the needs of the community, and where budget dollars should be allocated. Citizen satisfaction surveys also provide a baseline for municipalities to use in tracking shifts in citizen satisfaction and priorities over time, especially when the surveys are conducted on a regularly defined schedule, which is particularly valuable when setting City service levels and during budget considerations

2. Definitions

"City" means the City of Wetaskiwin.

"Citizen satisfaction survey" means a statistically relevant survey conducted by a municipality to collect data on how satisfied citizens are with the services provided by their local government.

"Statistically relevant survey" means a questionnaire in which enough responses are collected to accurately represent the population sample being surveyed.

3. Standards

3.1 A citizen satisfaction survey will be conducted every three (3) years by an external contractor specializing in conducting statistically relevant surveys to capture shifts in citizen satisfaction and opinion on key issues, as identified by this policy.

3.2 The citizen satisfaction survey will collect data on the following topics, which include but are not limited to:

- a. Quality of life
- b. Safety and security
- c. Economic development
- d. Service satisfaction and experience
- e. Budget and taxation
- f. Communication and public engagement

- 3.3** The City of Wetaskwin’s citizen satisfaction survey shall include questions that aim to determine citizens opinions on the fulfilment and/or direction of, but not limited to, the following strategic planning documents:
- a. *50-Year Community Vision*
 - b. Current Council Strategic Plan
 - c. Current Corporate Business Plan
- 3.4** A survey report will be presented to Wetaskiwin City Council, which will then be made available to the community either through the City’s official website (Wetaskiwin.ca) or whatifwetaskiwin.ca.