

COUNCIL REPORT

To: Mayor and Council

From: Administration

Date: July 18, 2023

Subject: 2022 Annual Report

RECOMMENDATION:

THAT Council approves the 2022 Annual Report.

BACKGROUND:

The District of Mackenzie is required by Section 98 (1) of the *Community Charter* to prepare an Annual Municipal Report which states goals and objectives for the coming year and demonstrates what progress has been made toward the preceding year's goals and objectives. Additional information has been included in the report where suitable to demonstrate progress of Council's strategic priorities.

The Annual Report was made available for public inspection on June 26, 2022. The report has been available on the District of Mackenzie website, our Let's Chat Mackenzie website, and hard copies at the District Municipal Office.

PUBLIC ENGAGEMENT

This year the District hosted an online survey and guestbook on our Let's Chat Mackenzie Website to solicit public feedback on the 2022 Annual Report. In the survey, questions were drafted to understand how residents used the annual report and identify areas where future reports could improve on a key goal: communicating what the District did in the previous year. In the survey, we asked what people thought of this addition as well as how data was already being presented. The two "highlight pages" in the 2022 Annual Report were a pilot attempt to present department activities alternative to the tables of data and action items. The survey results are therefore a means of evaluating success.

As of July 17th, survey results from eight respondents were collected on our Let's Chat Mackenzie website page and then analyzed. Additionally, administration has received one comment recommending an addition to the 2022 Annual Report. The comment received has been attached to this report. The following provides a summary of the survey results.

Question 1) In the 2022 Annual Report, Departments report what they have accomplished in 2022 and plan to accomplish in 2023. Do you have further questions about the items on the action plans after reading the report?

Yes: 4 / No: 4

Explanation: The Action Plans are an important part of communicating to residents what the department activities are. This question was asked to understand if residents were being given enough information on department's activities by the action plan tables in the Annual Report.

Conclusion: Because half of the respondents had further questions about the items on the action plans, future annual reports should consider supplementary descriptions of the action plans to satisfy these inquiries

Question 2) Do the Action Plans describe department activities that you did not know happened in 2022?

Yes: 3 / No: 5

Explanation: As the Annual Report covers all department activities in the past year, this question was asked to understand if respondents had been keeping track of department activities without the Annual Report.

Conclusion: With 5 "No" responses, more people engaging with the survey are already informed about department activities. Unlike other questions in this survey, the results do not provide a basis to recommend an alteration to the Annual Report. Instead, it provides information on the engagement of the survey respondents.

Question 3) The department action plans are adapted from each department's work plan. Are there items on the action plan that seem out of place?

Yes: 1 / No: 7

Explanation: This question was written to identify if respondents had a pre-conceived idea of what each department should be doing that was not aligned with department action plans.

Conclusion: Although no Guestbook submissions were made to clarify which department actions seemed out of place, with only one "yes" response, it is clear that the action plans and action items are all in order.

Question 4) Numerical data is reported by departments during Committee of the Whole meetings throughout the year. In the Annual Report, these numbers are added up to a yearly total and then presented on tables. Would a graph comparing the numbers from each month be better than sharing the yearly total?

Yes: 5 / No: 3

Explanation: The numerical data reported in the Annual Report has consistently been reported as numbers on tables in previous years. With this question, we are recording interest in graphs and other data visualization methods.

Conclusion: With 5 “yes” responses, data visualization should be considered for future Annual Reports.

Question 5) Is each item on an Action Table self-explanatory?

Yes: 6 / No: 2

Explanation: This question was separated from other Action Item questions to give the survey respondents a gap before returning to the topic. Like Questions 1 and 3, the responses can be used to evaluate if the action tables are effective communications.

Conclusion: With 6 “yes” responses, we can conclude that the action items are well labelled. A light review of how action items are reported in the Annual Report could help meet the needs of readers who do not understand what the label of an item means or refers to.

Question 6) Were the two Highlight pages for the Climate Action Plan and Economic Development a better way to communicate Department activities than the action item table?

Yes: 6 / No: 2

Explanation: The two new Highlight pages were included in the Annual Report as an experimental inclusion. To gauge their reception and determine if their inclusion in the Annual Report was successful, this question was included in the survey.

Conclusion: 6 out of 8 respondents thought the New Highlight Pages were better than action item tables. It should be considered how future Annual Reports can communicate department activities through Highlight Pages.

Question 7) Is there information recorded in the Annual Report that you think more residents of Mackenzie should be aware of?

Yes: 4 / No: 4

Explanation: This question was included to investigate one possible way that the Annual Report could be relevant to residents' lives. This question suggests that the Annual Report could be used as a resource for politically engaged residents to use.

Conclusion: With a split vote, further study on public reception to the Annual Reports should be pursued to better understand the root issue of this question.

COUNCIL PRIORITIES:

Strong Governance and Finances

- As the municipality's elected governing body, we serve all residents and businesses in the community. We engage residents and stakeholders on important issues and make our decisions through open and transparent processes. We are careful in our use of resources, mindful of the need to maintain programs and services, while also meeting the community's infrastructure needs.

Respectfully Submitted,



Rowan Paulsen
Local Government Intern



Approved for Submission to Council