

To: Chief Administrative Officer **Date:** October 20, 2025
From: Taryn Hubbard, Acting Corporate Officer & Manager of Legislative Services,
Communications, and Public Engagement
Subject: **2025 Citizen Satisfaction Survey Feedback Report**

Recommendation(s)

This report is to provide Council with a detailed summary of the feedback shared by residents in the annual Citizen Satisfaction Survey. No action from Council is required.

Purpose

The City of Mission has engaged residents in an annual citizen satisfaction since 2016. Over the summer, a research firm surveyed a random selection of residents from different neighbourhoods to understand their perspectives on the value of services received from the City. This data is presented alongside the data from last year's survey. The feedback is presented to Council to support their decision-making as they work to shape the 2026 budget.

Background

The Citizen Satisfaction Survey is an annual survey that the City conducts as part of the budgeting process. The survey seeks to understand resident satisfaction levels with various City services and determine the public's views on the quality of our service delivery. Through a series of close-ended and open-ended questions, residents provide their feedback on life in Mission, the quality of the services they receive, and their priorities for the City.

Discussion and Analysis

Survey Methodology

A random sample of 2,000 Mission residents were mailed a survey in July 2025. The random sample was generated such that each residence in Mission had an equal opportunity of being selected for the research. Included in the mailing was a cover letter with the survey QR code, allowing respondents to complete an equivalent online version of the survey. We received 404 surveys back, giving a response rate of 20.2%.

Mission's actual population distribution by age was taken from the 2021 Canadian census results. The sample statistics have been weighted to match the age distribution of the entire population of Mission.

Trends

The survey questions in the 2025 process kept the same format as the 2024 survey. This has provided the opportunity of a direct year-over-year comparison of data.

The following is a summary of the key themes that came up this year compared to the response last year. The full report in Attachment A contains more detail.

Quality of life in Mission meets expectations:

- **2025 report:** Seventy-nine percent (79%) of respondents rated the overall quality of life in Mission as meeting expectations (71%) or exceeding expectations (8%). Mission is also rated highly as a place to raise children (70% meets or exceeds).
- **2024 report:** Eighty-seven percent (87%) of respondents rated the overall quality of life in Mission as meeting expectations (77%) or exceeding expectations (10%). Mission is also rated highly as a place to raise children (81% meets or exceeds).

Most important issue facing City of Mission:

- **2025 report:** Nineteen percent (19%) of residents feel the most important issue facing Mission is homelessness, crime and substance abuse, 15% feel that Mission is lacking amenities and 14% feel the most important issue is the streets, sidewalks and traffic.
- **2024 report:** Twenty percent (20%) of residents feel the most important issue facing Mission is infrastructure upgrades and 18% feel the most important issue is homelessness, crime and substance abuse.

Majority feel the quality of life has worsened, compared to 5 years ago:

- **2025 report:** Fifty-three percent (53%) felt the quality of life in Mission has worsened, compared to 5 years ago. Among the respondents who felt the quality of life worsened, 45% cited lacking amenities and infrastructure.
- **2024 report:** Fifty-two percent (52%) felt the quality of life in Mission has worsened, compared to 5 years ago. Among the respondents who felt the quality of life worsened, 47% cited lacking amenities and infrastructure.

Many feel Mission is less safe, compared to 5 years ago:

- **2025 report:** Thirty-seven percent (37%) feel that Mission is less safe compared to 5 years ago because of homelessness, crime and substance abuse.
- **2024 report:** Forty-seven percent (47%) feel that Mission is less safe compared to 5 years ago because of homelessness, crime and substance abuse.

Satisfied with overall quality of services:

- **2025 report:** The majority of residents are satisfied (63%) or very satisfied (6%) with the overall quality of services received from the City of Mission. Eighty-three percent (83%) are satisfied with Mission as a place to live. However, only 36% are satisfied with the value they receive for the taxes they pay.
- **2024 report:** The majority of residents are satisfied (68%) or very satisfied (6%) with the overall quality of services received from the City of Mission. Eighty-five percent are satisfied with Mission as a place to live. However, only 38% are satisfied with the value they receive for the taxes they pay.

Overall Satisfaction Ratings:

- **2025 report:** Eighty-one percent (81%) were satisfied with parks, trails and recreation services. Sixty-nine percent were satisfied with overall community safety. Sixty-two percent (62%) were satisfied with curbside collection services (garbage, recycling, composting). Forty-eight percent (48%) were satisfied with overall roads and transportation services.
- **2024 report:** Eighty-four percent (84%) were satisfied with parks, trails and recreation services. Sixty-eight percent were satisfied with overall community safety. Fifty-seven percent (57%) were satisfied with curbside collection services (garbage, recycling, composting). Fifty-two percent (52%) were satisfied with overall roads and transportation services.

Financial Implications

While this report does not have direct financial implications, the feedback will be used by Council to decide budgeting priorities for the coming year.

Communication

The detailed feedback report will be available on mission.ca on the Public Participation page.

Summary and Conclusion

The Citizen Satisfaction Survey presents Council with public sentiment on a range of topics within the city.

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Reviewed by: Andrea Bazinet, Administrative Assistant
Approved for Inclusion: Mike Younie, Chief Administrative Officer

Attachment(s)

Attachment A: Citizen Satisfaction Survey Report 2025