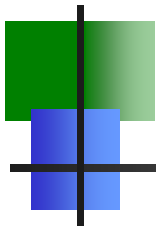


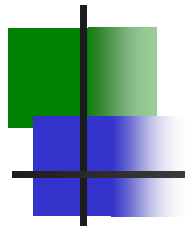


City of Airdrie Citizen Survey



Banister
Research & Consulting Inc.

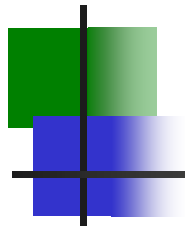
March 1, 2010



Citizen Survey Methodology

- 400 telephone interviews were conducted from January 5th to 11th, 2010, with Airdrie residents 18 years of age or older.
 - City-wide results provide a margin of error no greater than $\pm 4.8\%$ at the 95% confidence level or 19 times out of 20.





Quality of Life

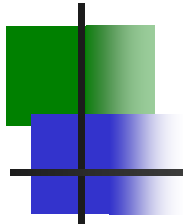
Respondents were asked to indicate the most important issue facing Airdrie today.

Top five mentions*:

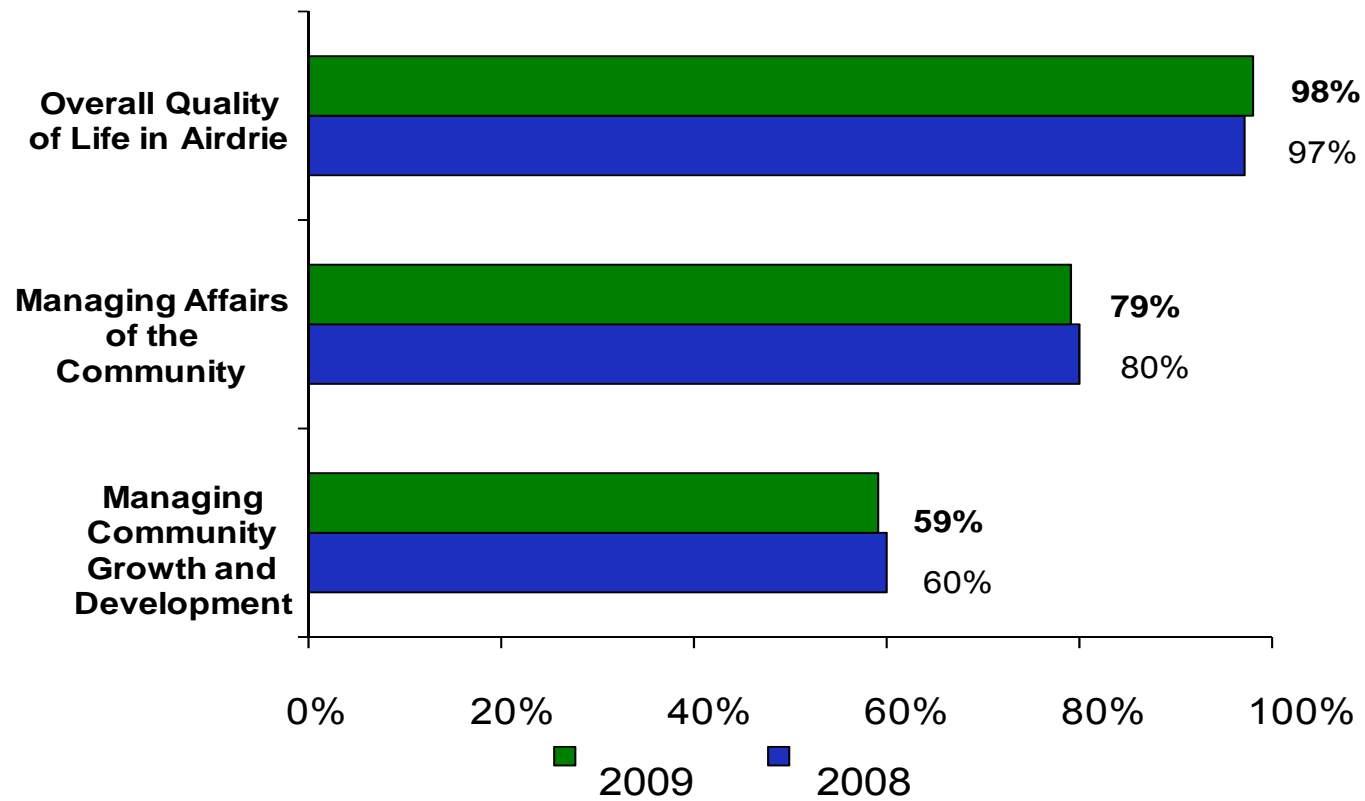
- ◆ Infrastructure, traffic, roads, train tracks, and construction (31%);
- ◆ Rapid growth management (18%);
- ◆ Snow removal (17%);
- ◆ Health care (not enough hospitals, doctors, clinics) (12%); and
- ◆ Recreational facilities, parks, bike paths, dog parks (11%).

*Based on total mentions





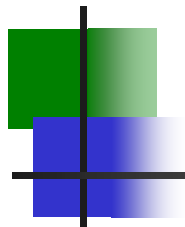
Quality of Life



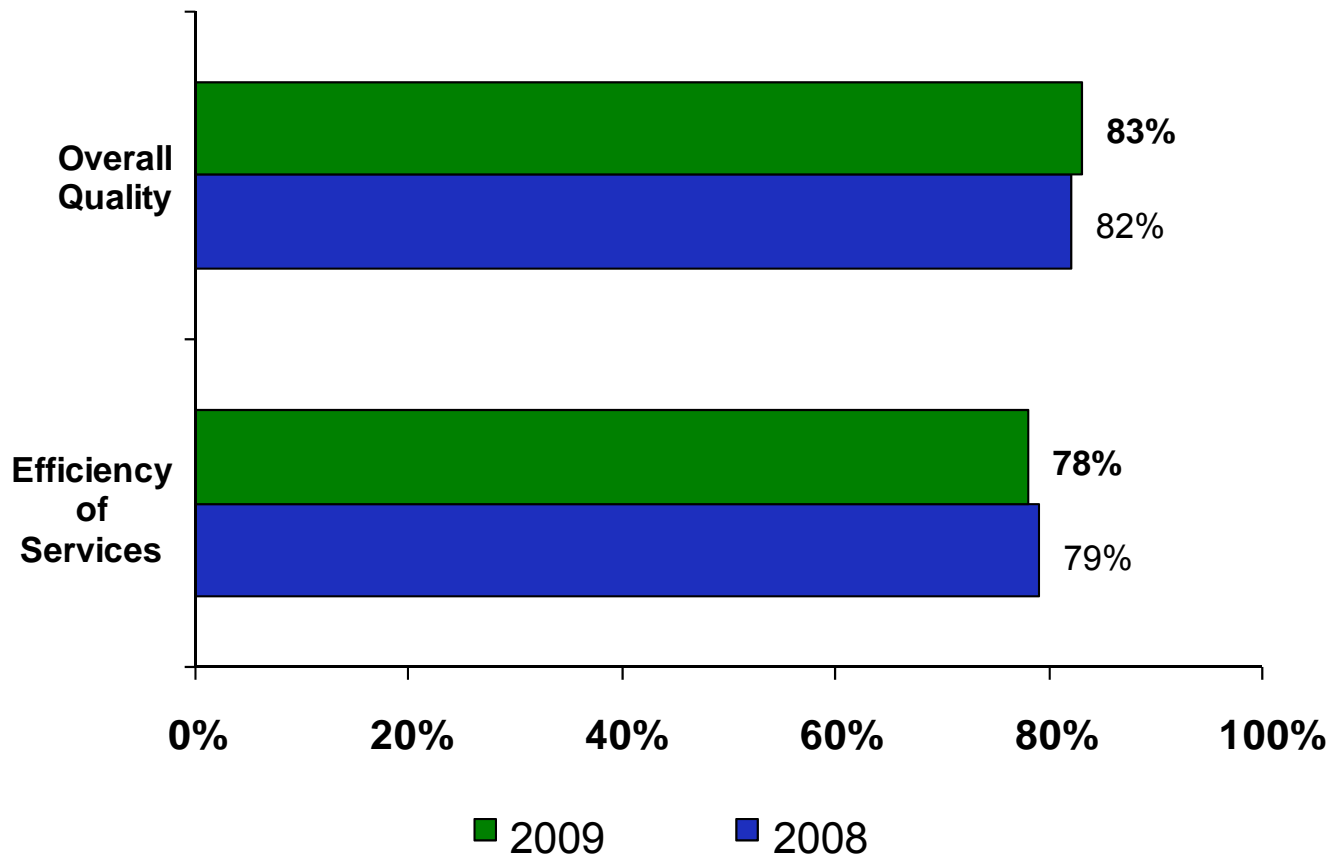
n=400

*Respondents that provided a rating of “good” or “very good”





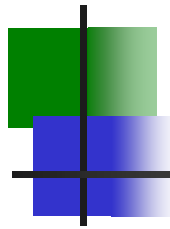
Civic Services



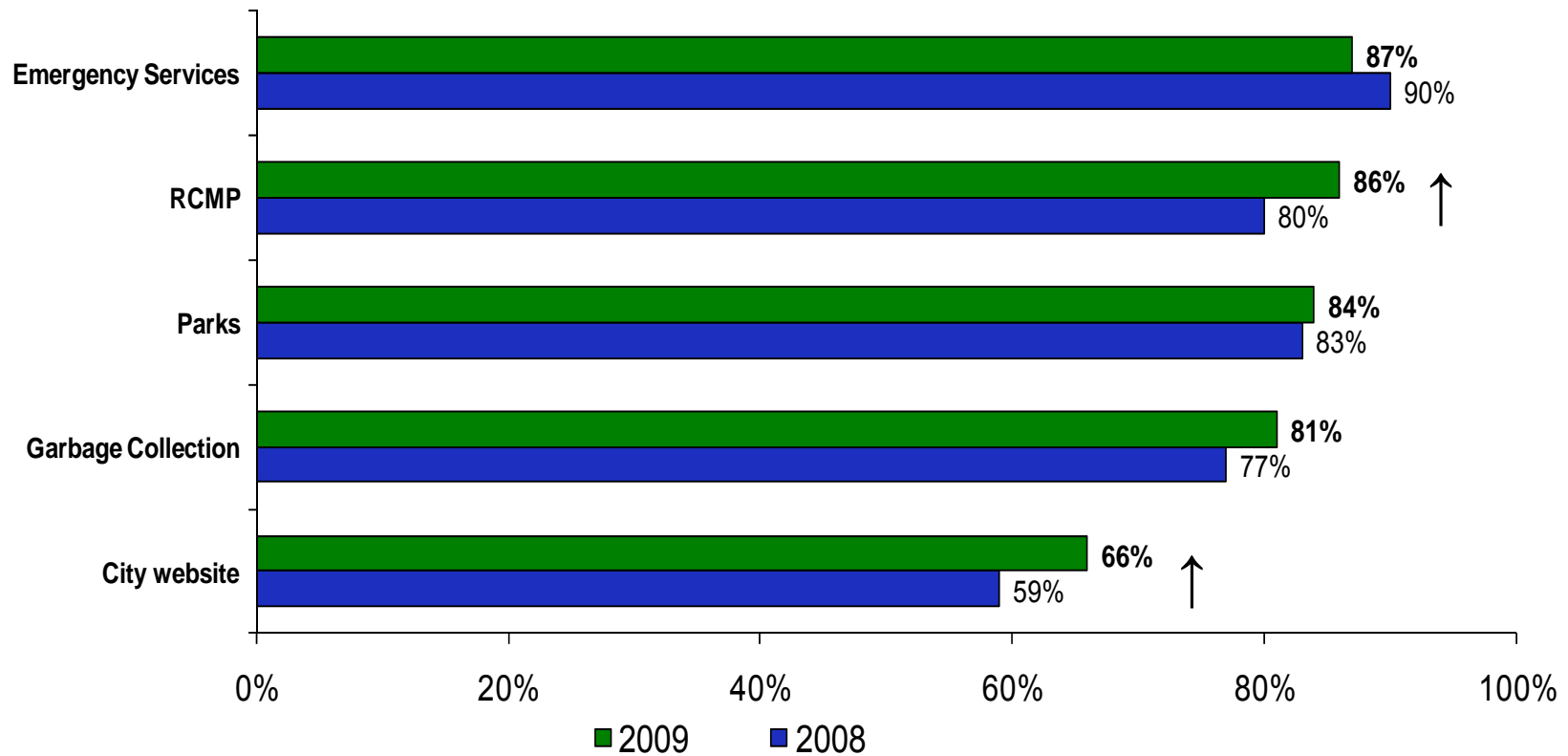
n=400

*Respondents that provided a rating of "good" or "very good".





Satisfaction with City Services

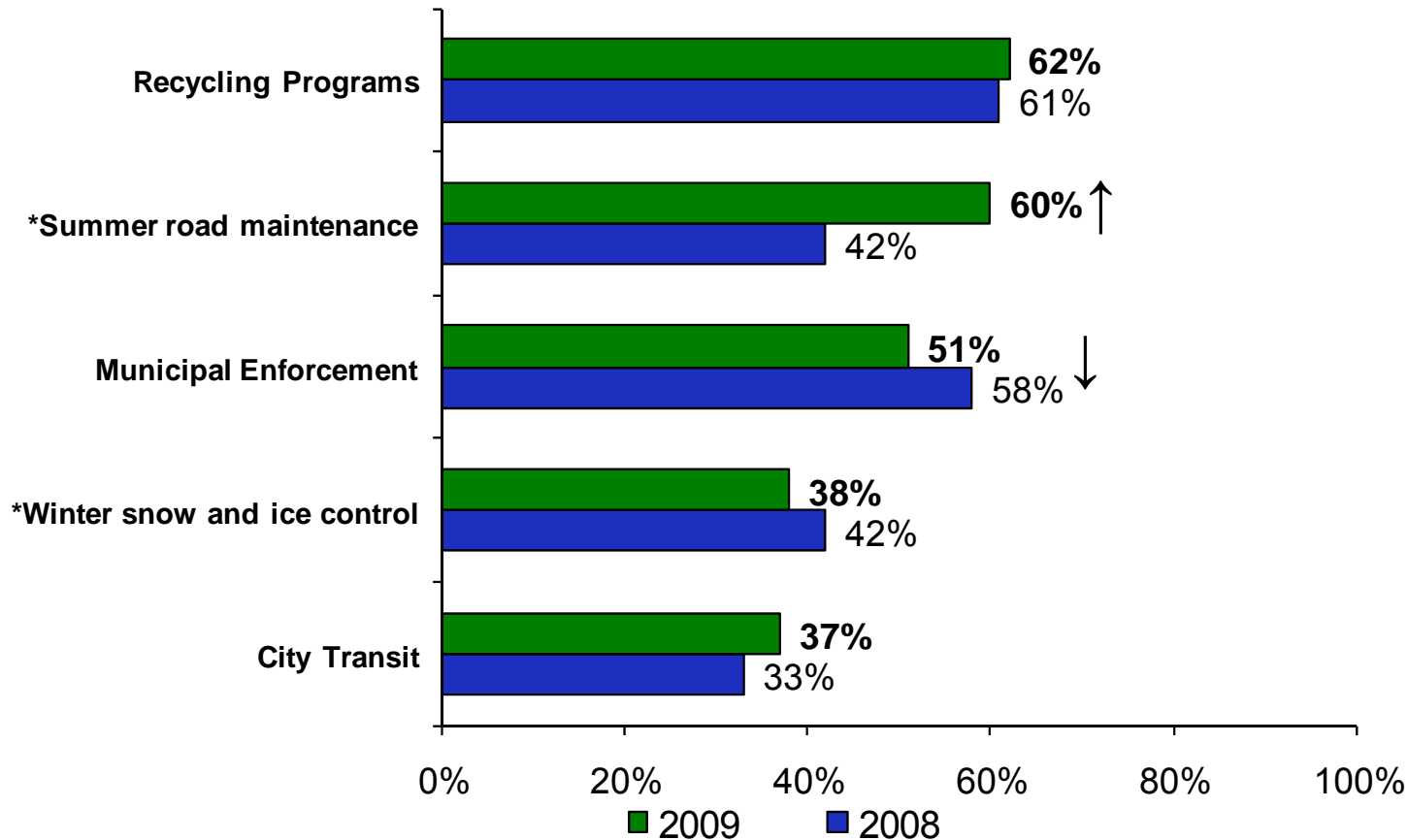


Base: Respondents that had an opinion

*Respondents that provided a rating of “good” or “very good”.



Satisfaction with City Services



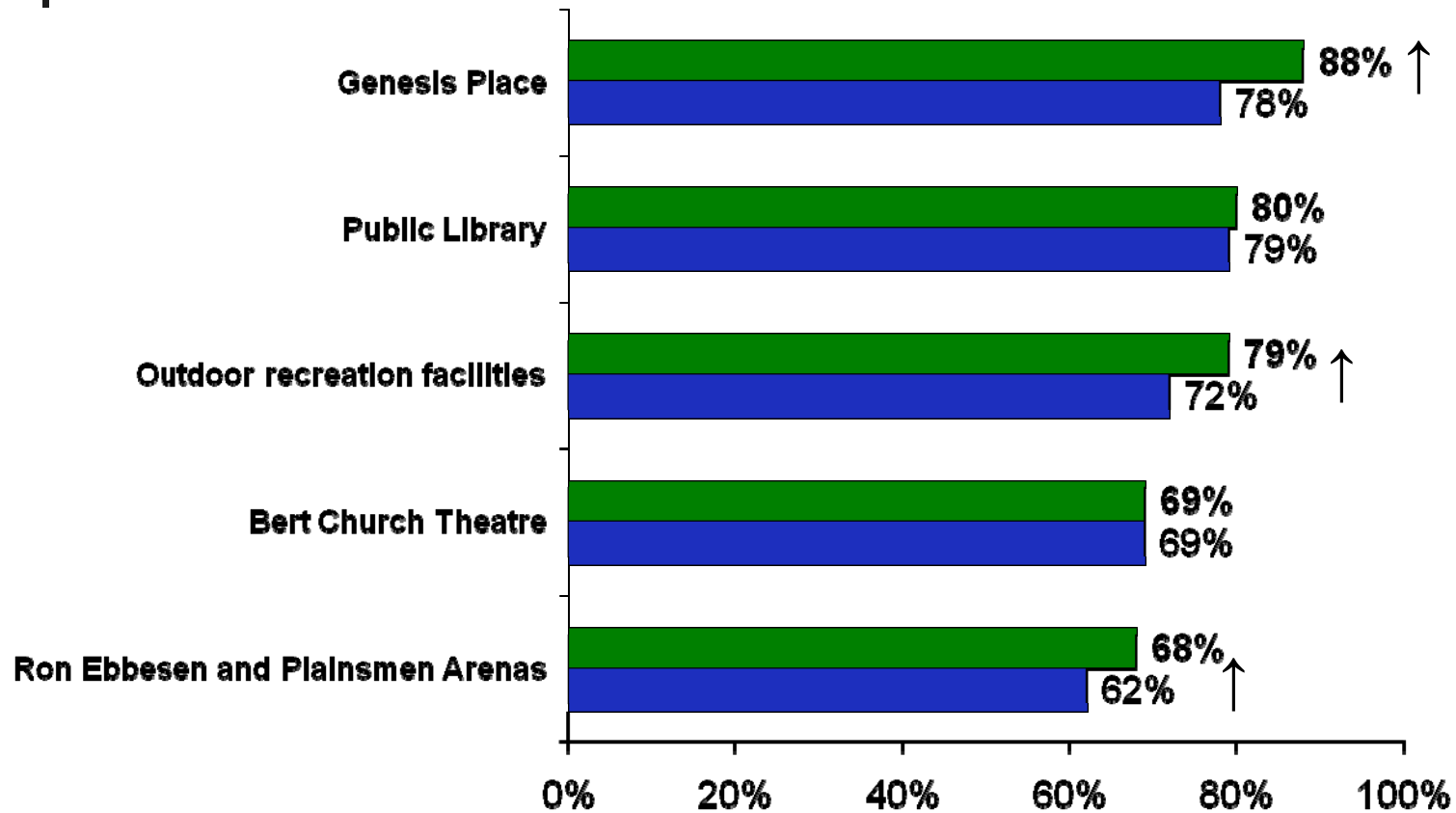
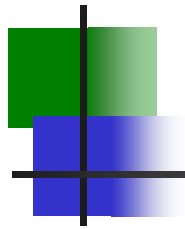
Base: Respondents that had an opinion
Respondents that provided a rating of “good” or “very good”

*Note: Prior to 2009, service was
labeled Public Works Services





Satisfaction with City Facilities



■ 2009

■ 2008

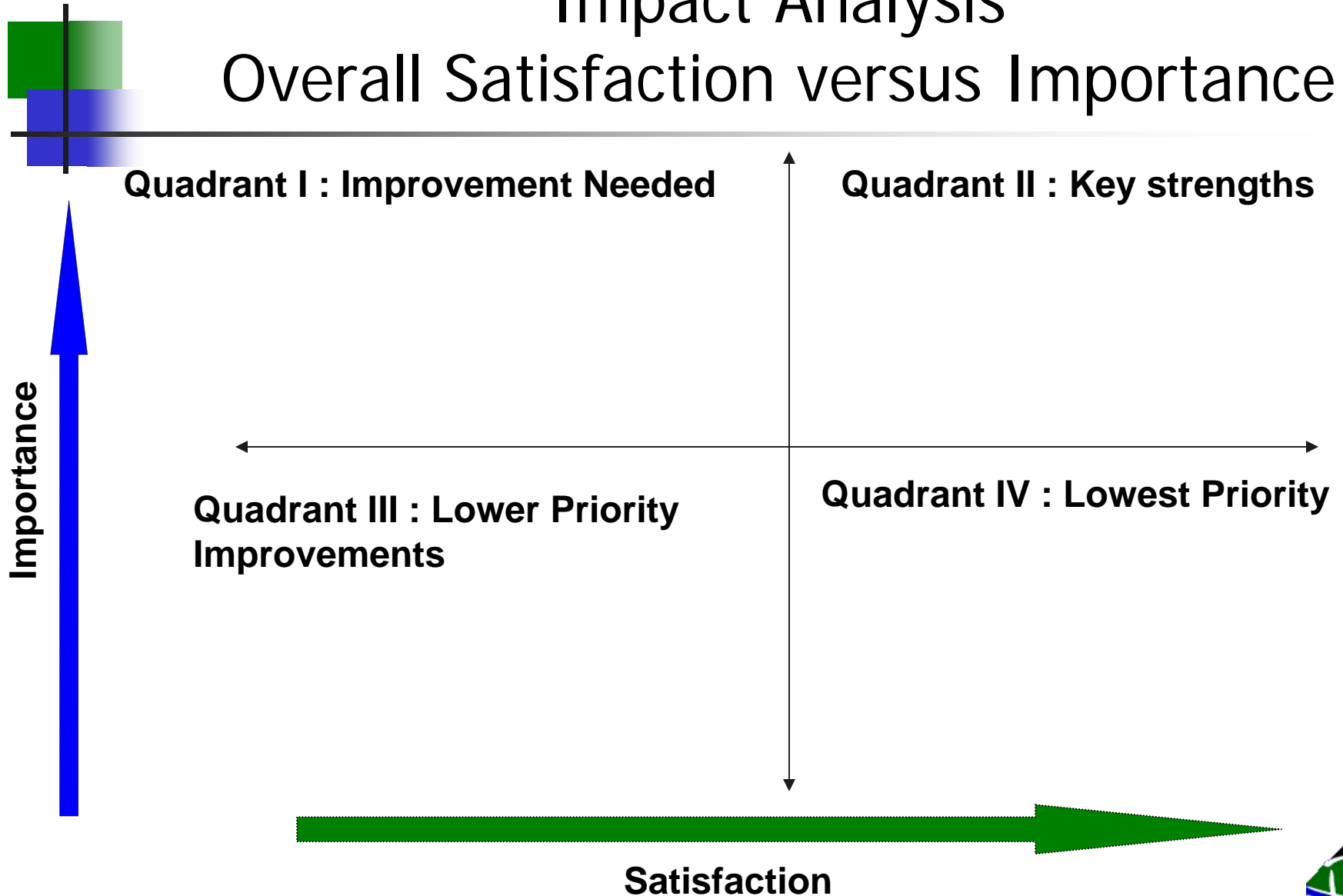
Base: Respondents that had an opinion

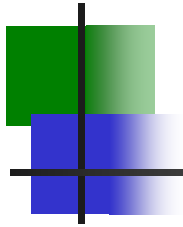
*Respondents that provided a rating of “good” or “very good”



Impact Analysis

Overall Satisfaction versus Importance



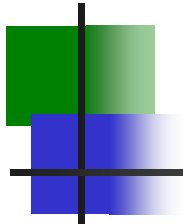


Importance versus Satisfaction

- ◆ **“Primary area of improvement” included:**
 - Winter snow and ice control (Public Works Services in 2008); and
 - Recycling programs.

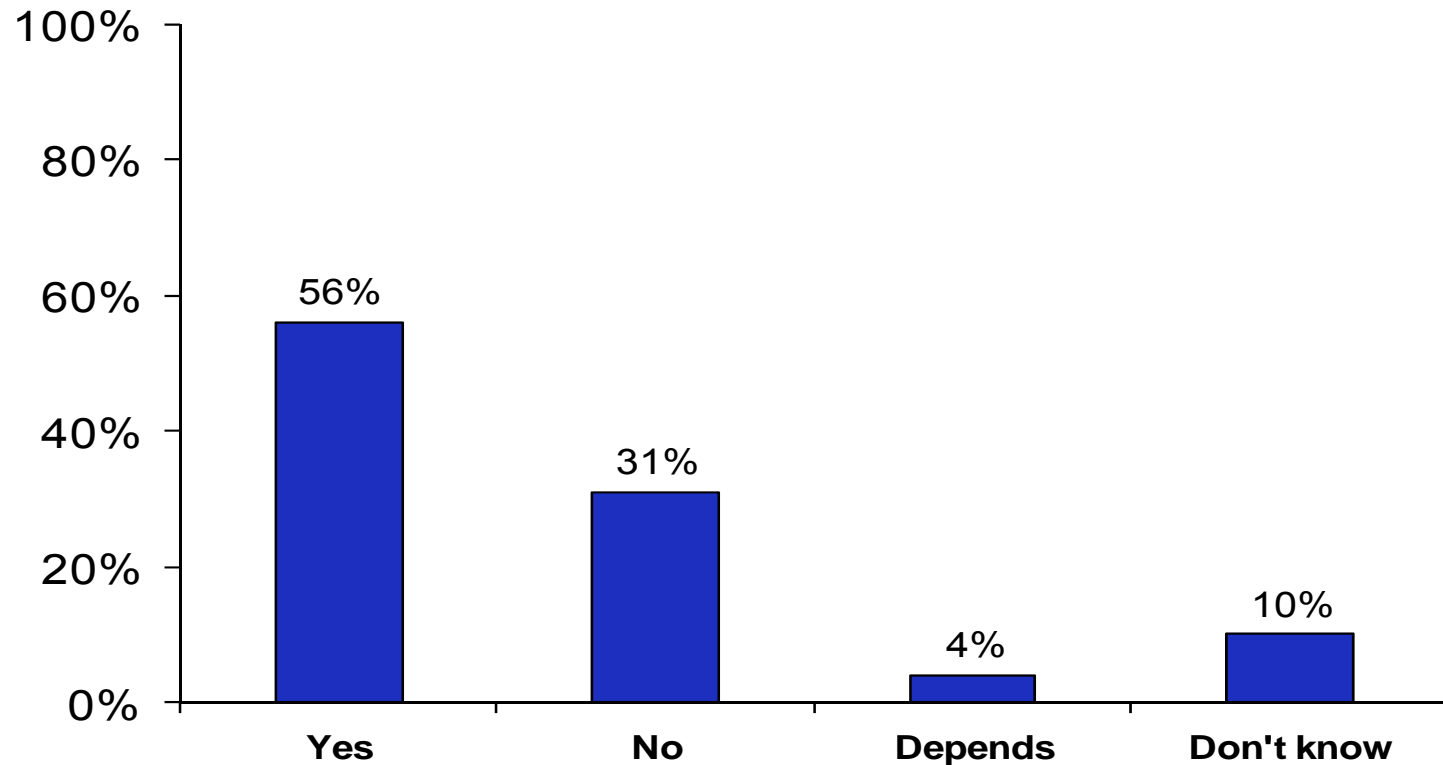
- ◆ **“Key Strengths” included:**
 - Emergency Services;
 - RCMP;
 - Garbage collection;
 - Outdoor Recreation Facilities;
 - Genesis Place Recreation and Wellness Centre; and
 - Parks, pathways & open spaces.





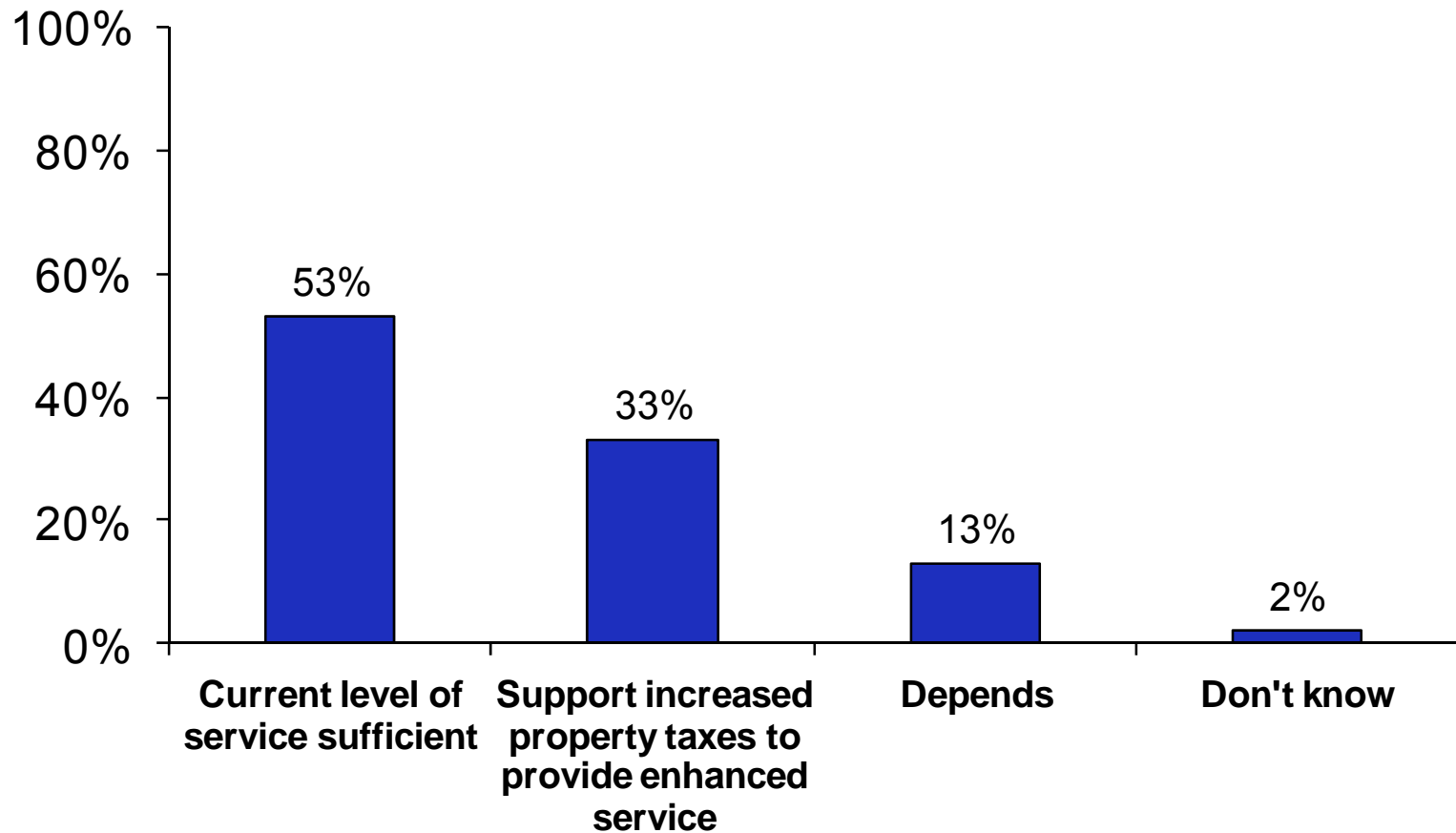
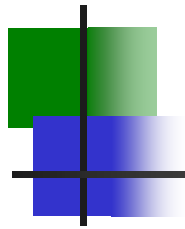
Off-Peak Transit Alternatives

Would you be willing to share a cab ride with another Airdrie resident during off-peak times as opposed to a bus?



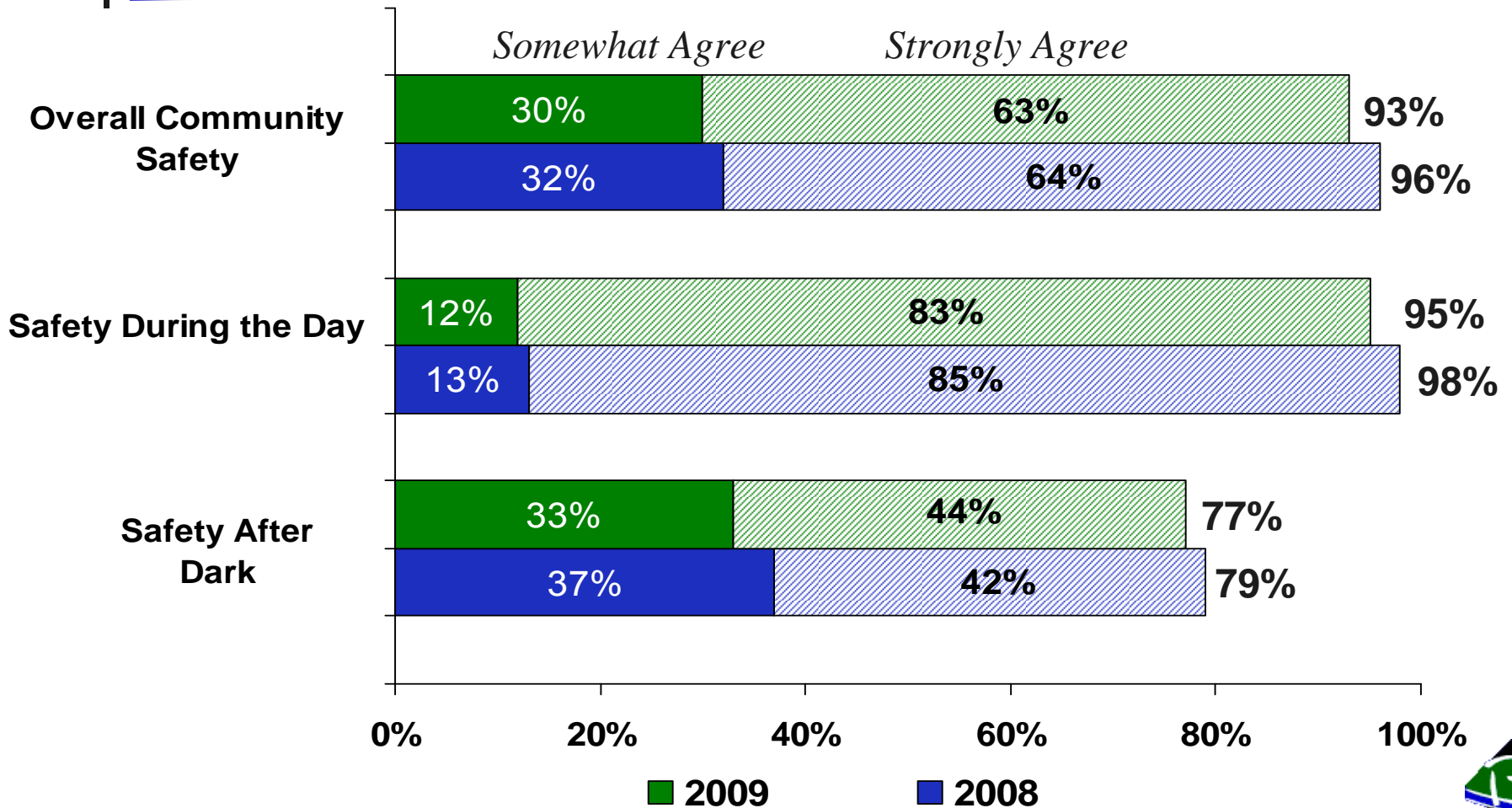


Support for the Increase of Property Taxes to Provide Enhanced Snow and Ice Control



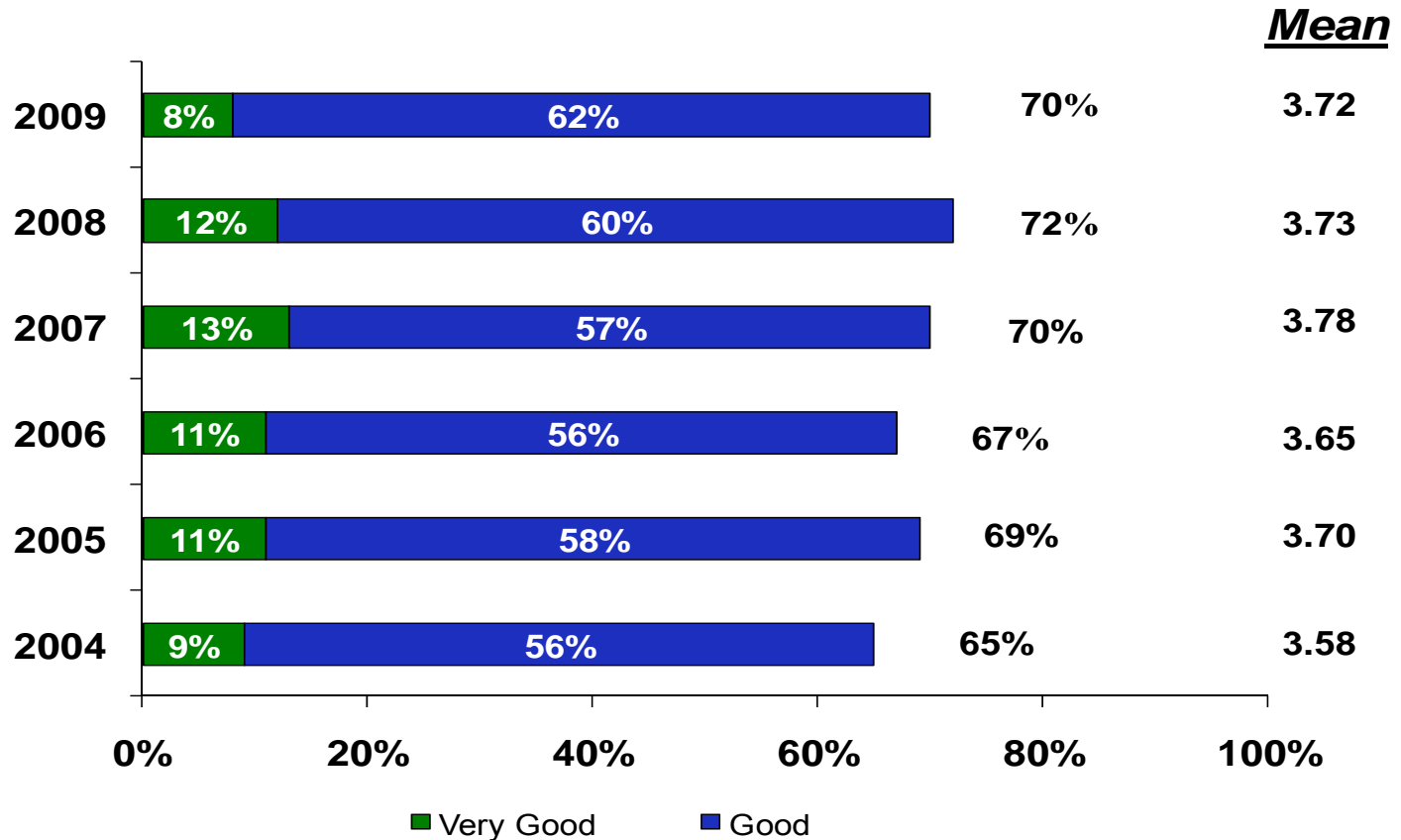


Safety



Tax and Service Increases

Perceived Value of Tax Dollars



Mean

2009

8%

62%

70%

3.72

2008

12%

60%

72%

3.73

2007

13%

57%

70%

3.78

2006

11%

56%

67%

3.65

2005

11%

58%

69%

3.70

2004

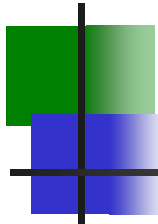
9%

56%

65%

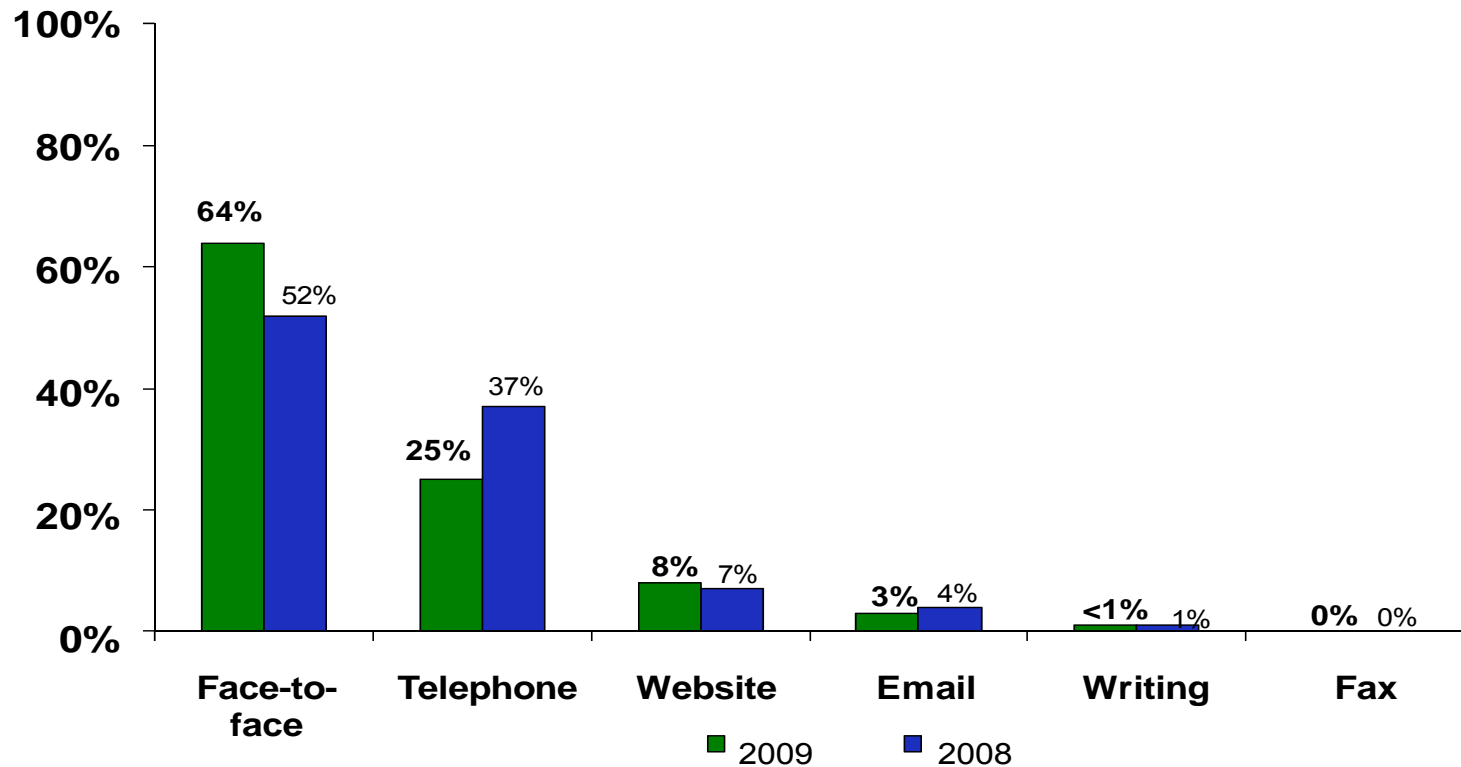
3.58





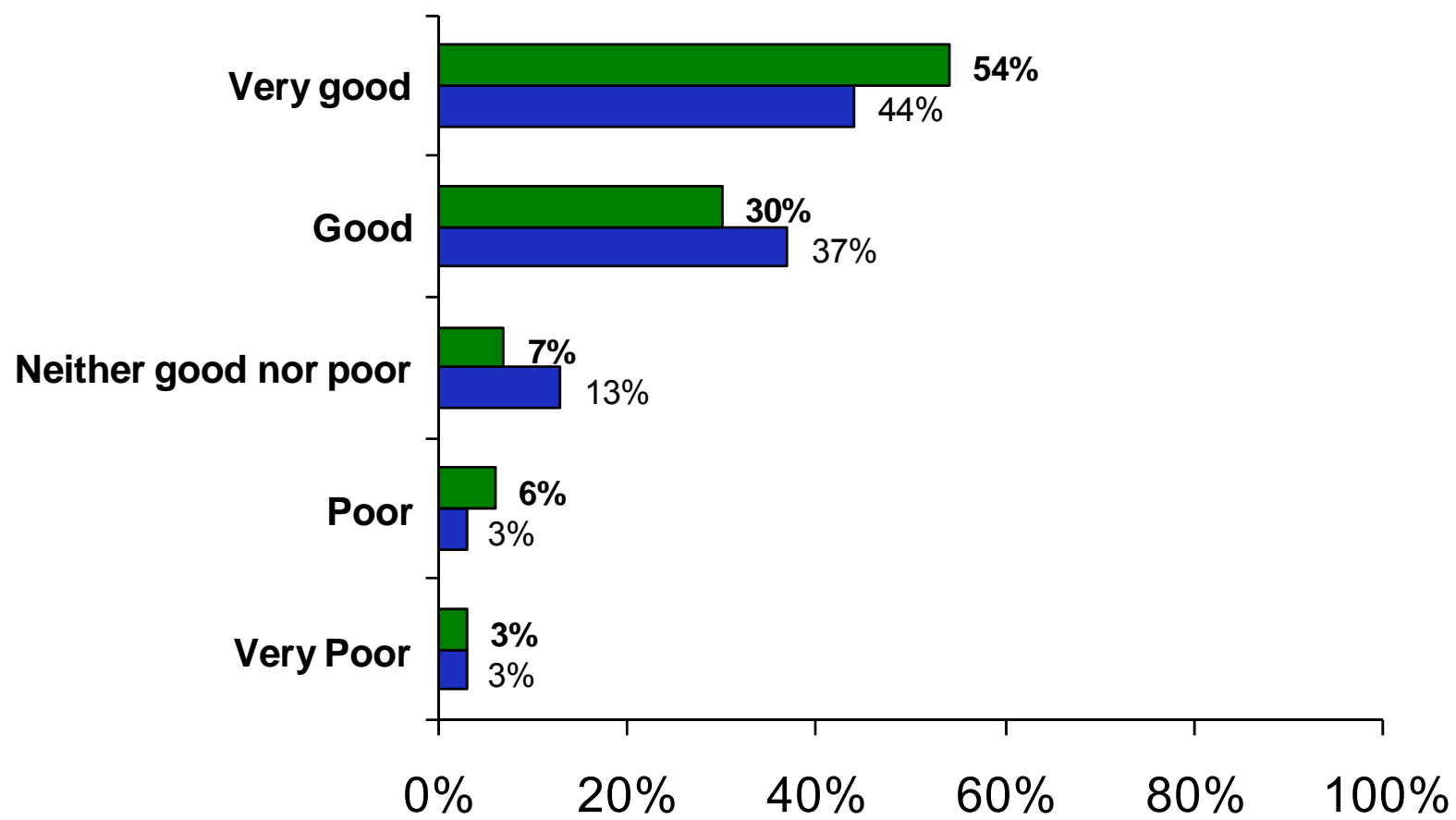
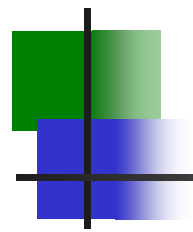
Contact with City of Airdrie

Method of City Employee Contact



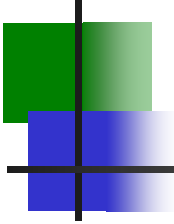


Quality of Service Provided by City Employees

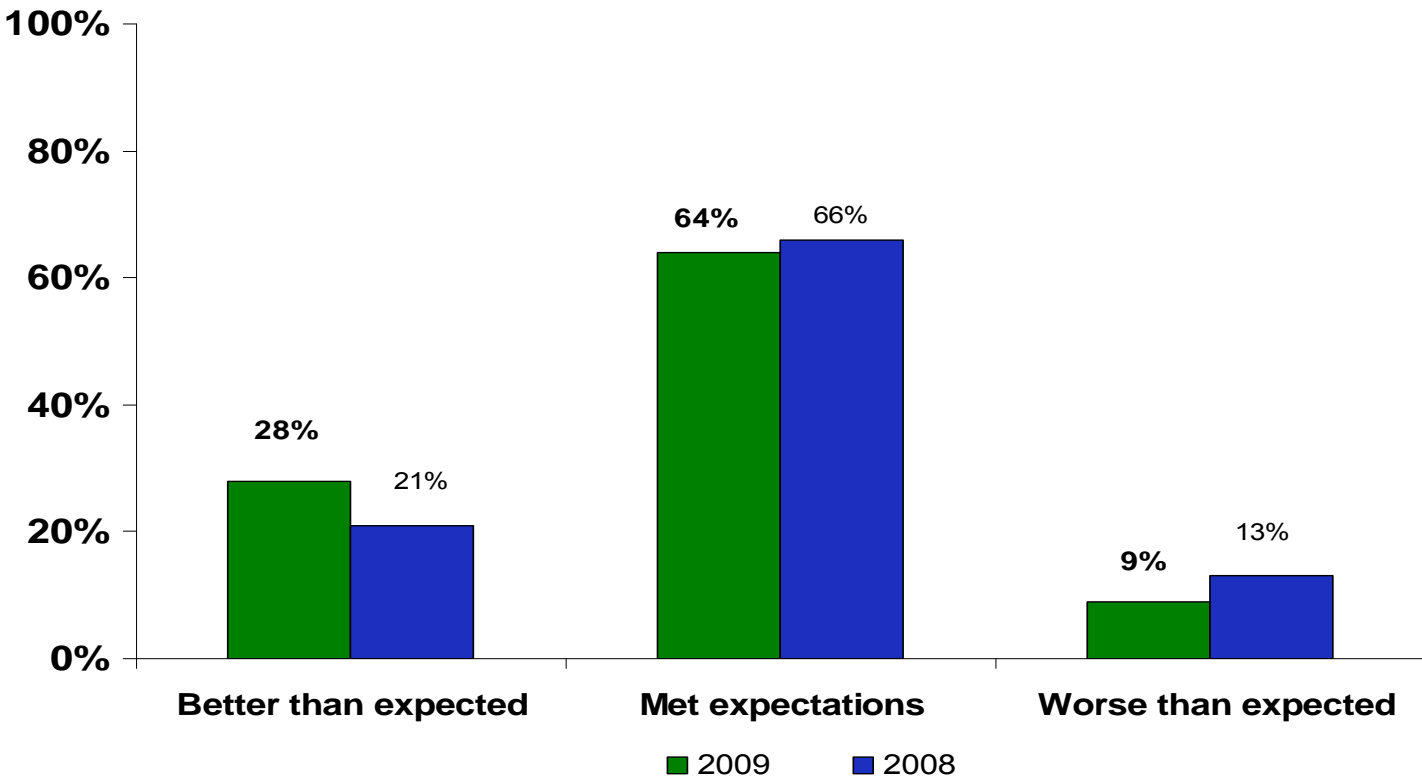


n=309
Base: Respondents that had contact over the past 6 months and provided an answer





Service Expectations

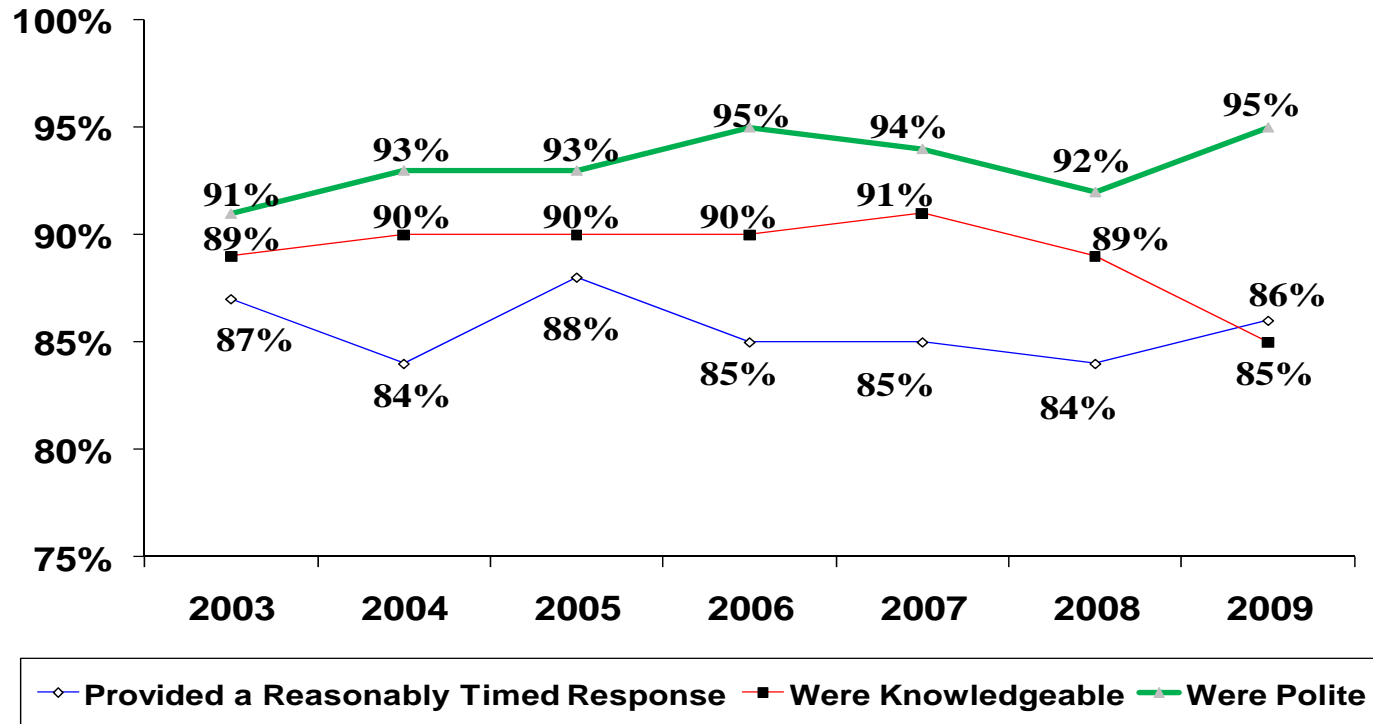


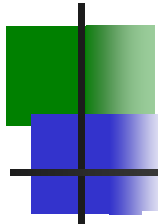
Base: Respondents that had contact with a City employee and that had an opinion



Contact with City of Airdrie

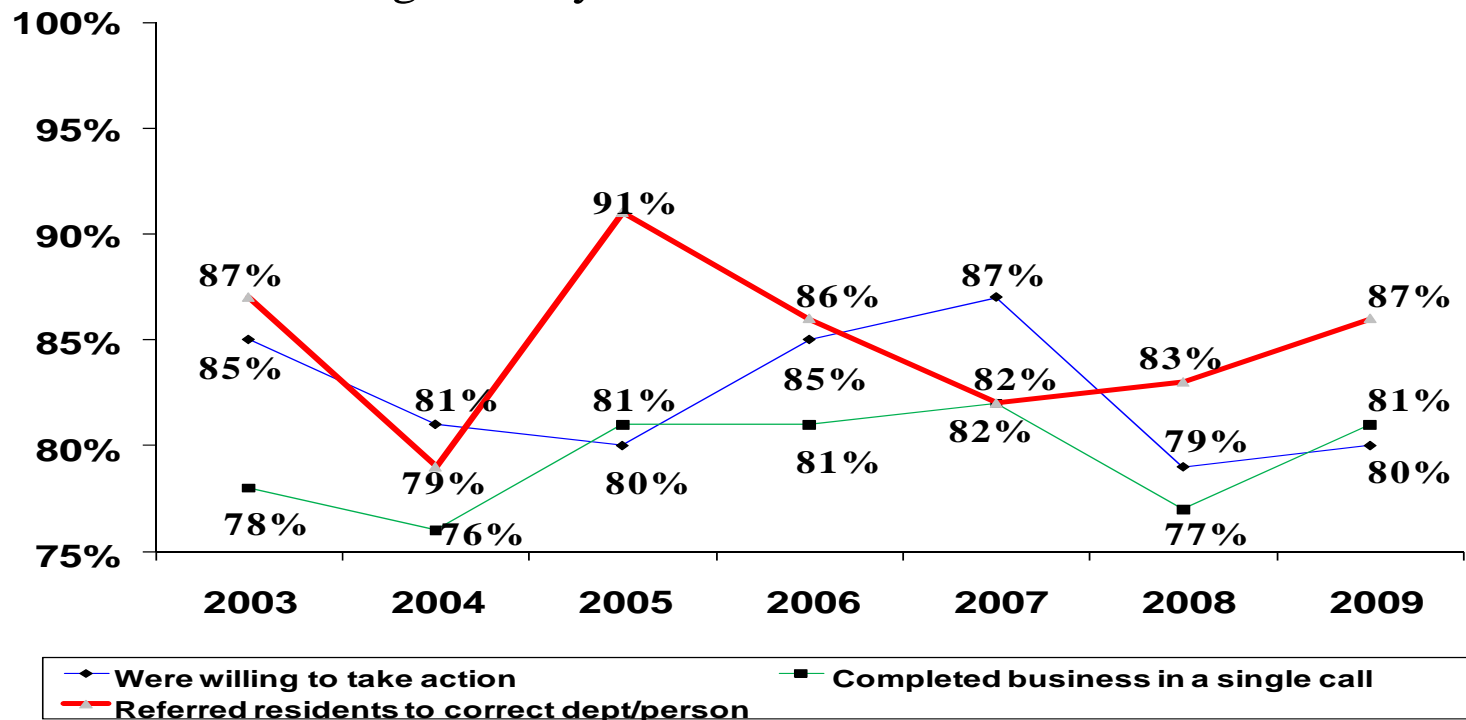
Ratings of City Staff Across a Number of Measures

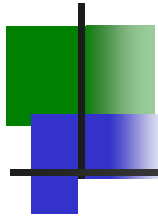




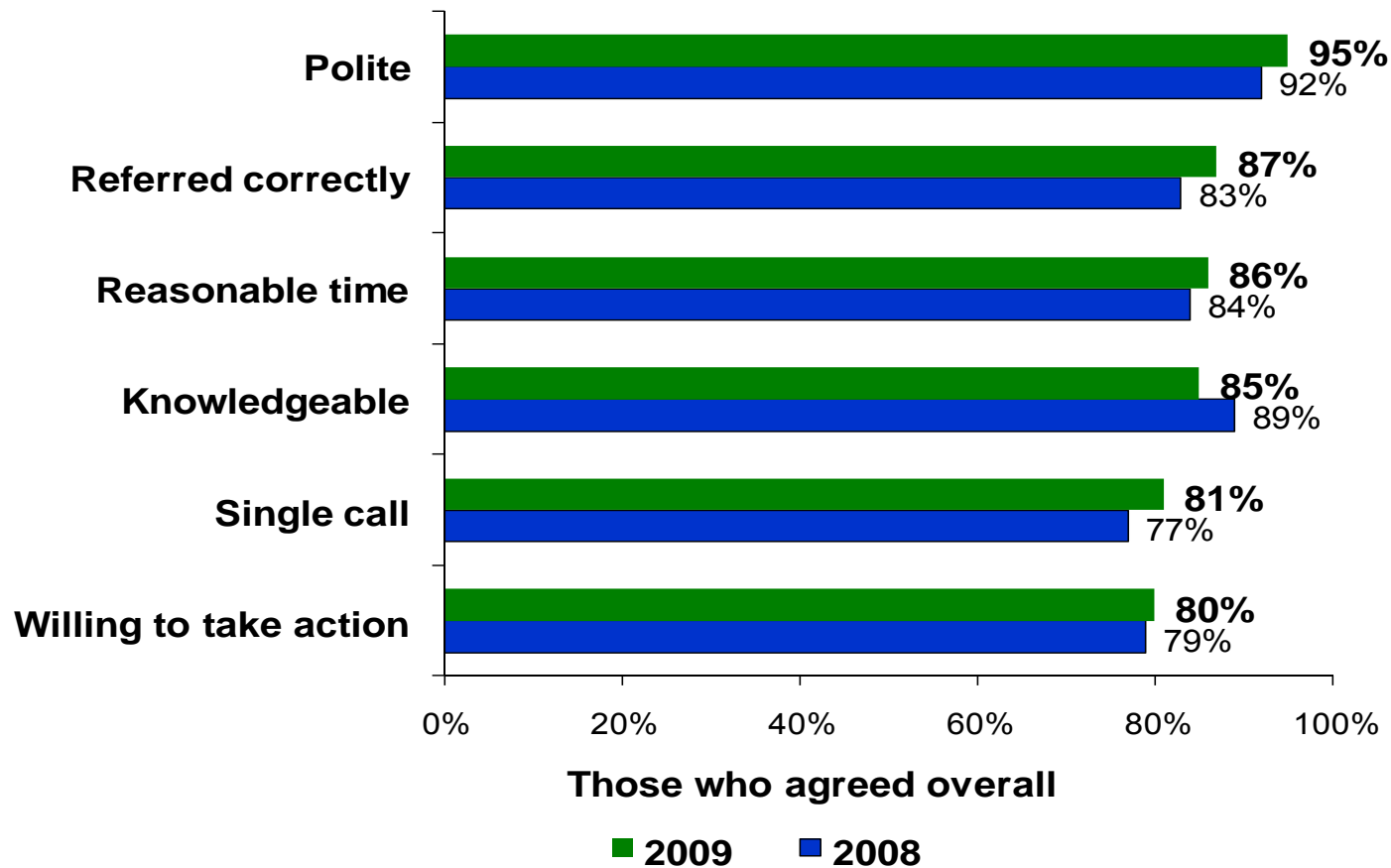
Contact with City of Airdrie

Ratings of City Staff Across a Number of Measures





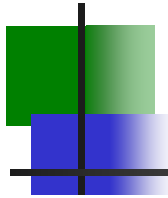
Contact with City of Airdrie



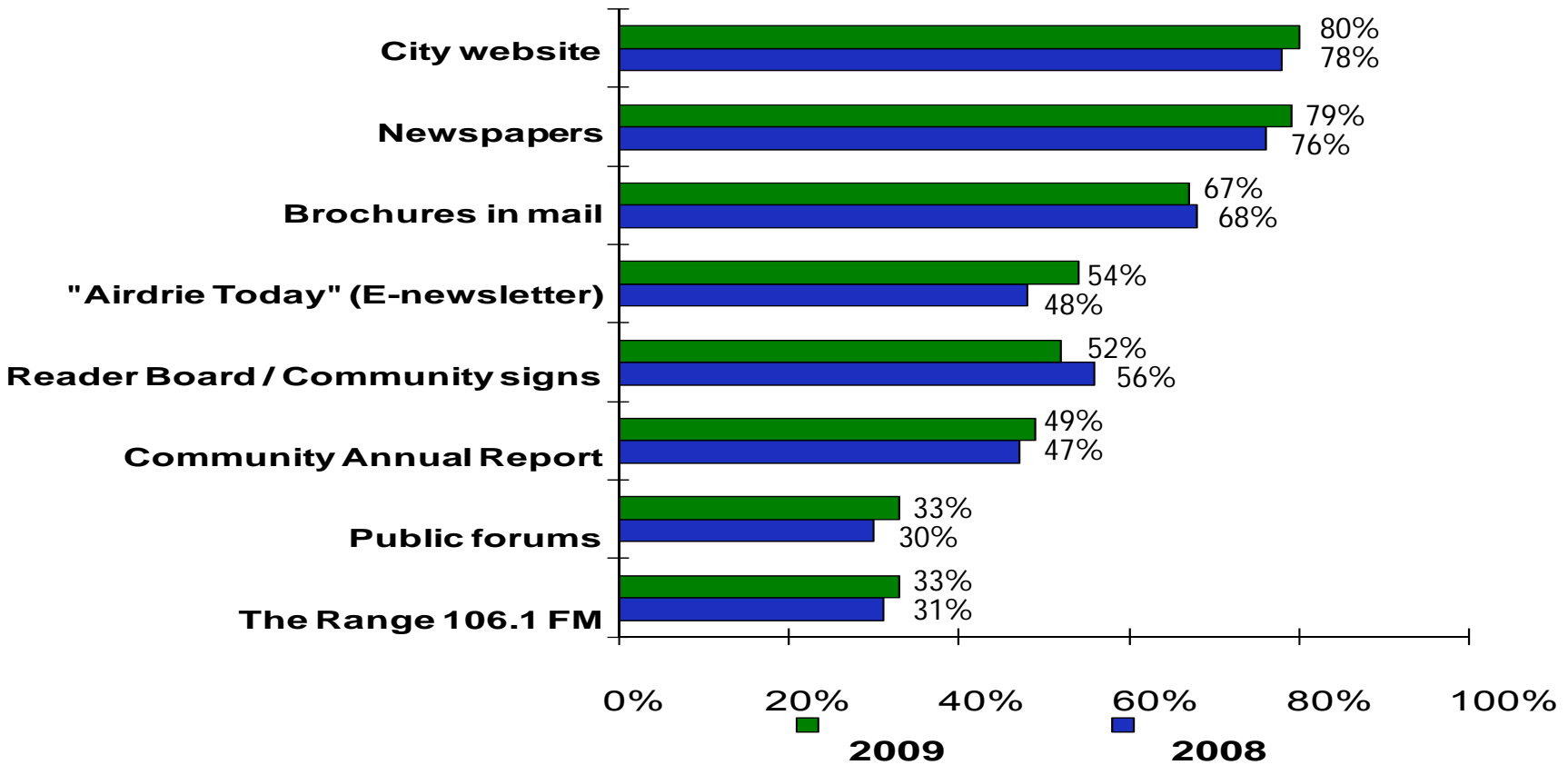
n=311

Base: Respondents who interacted with City within the last six months and who had an opinion





Communication



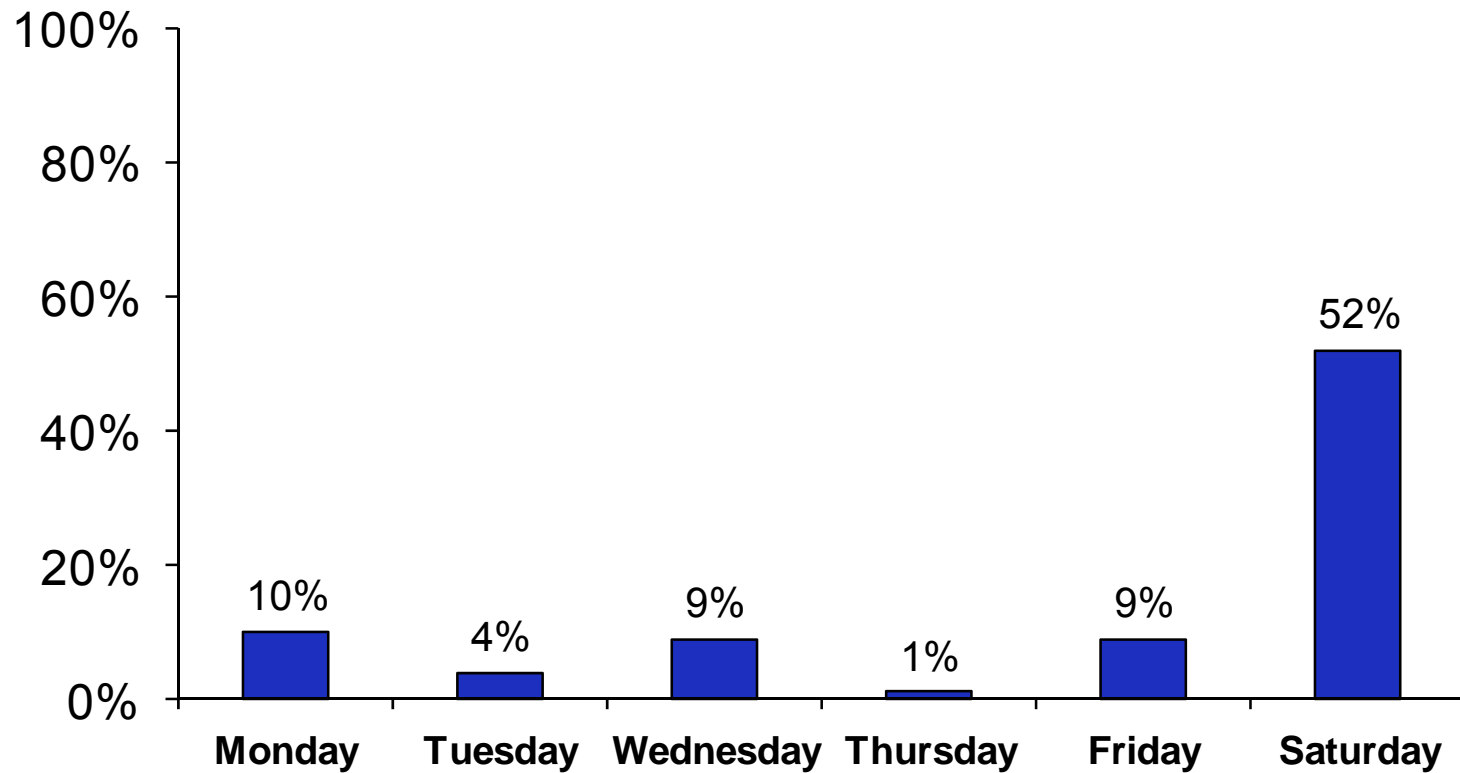
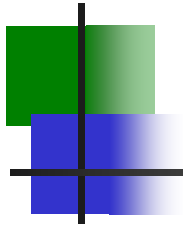
n=400

*Respondents that said that "yes" it is an effective method



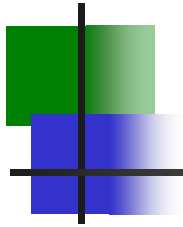


Preferred Day of Doing Business at City Hall

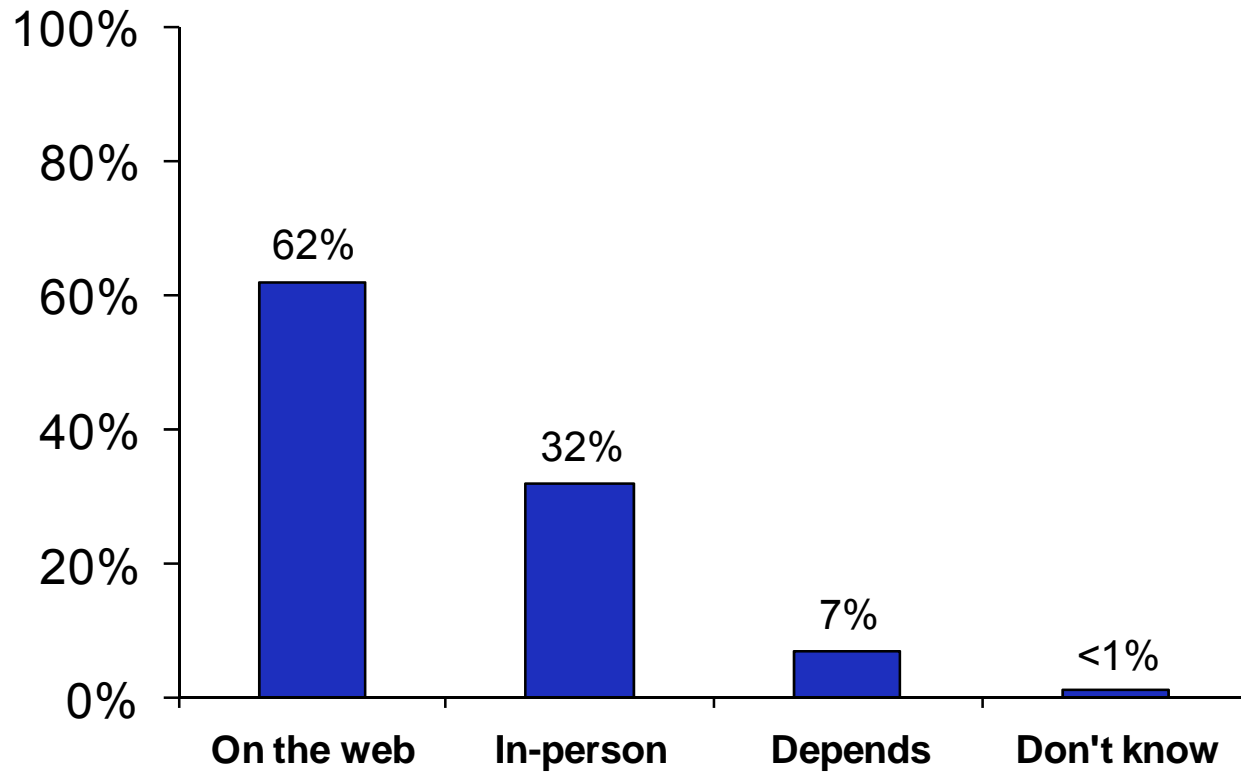


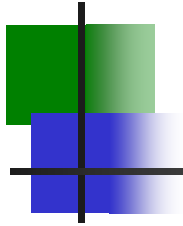
n=400





Web versus In-person Service





Citizen Satisfaction Index

- 3.83 out of 5
- Based on the mean rating for:
 - Managing Affairs of the Community;
 - Managing Community Growth and Development;
 - Quality of Services Provided;
 - Efficiency in the Provision of Services; and
 - Value for Tax Dollar.





Questions?

