



2015 Citizen Satisfaction Survey

March 16, 2015

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Study Background

- The findings from this survey provide insight into the perceptions and opinions of Airdrie residents across a number of issues including:
 - Overall quality of life in the City including an assessment of how well the City is managed;
 - Satisfaction with, and importance of, various services and facilities offered;
 - Value of property taxes;
 - Safety; and
 - Contact and communication with City employees.
- The following outlines the findings for the 2015 City of Airdrie Citizen Satisfaction Survey



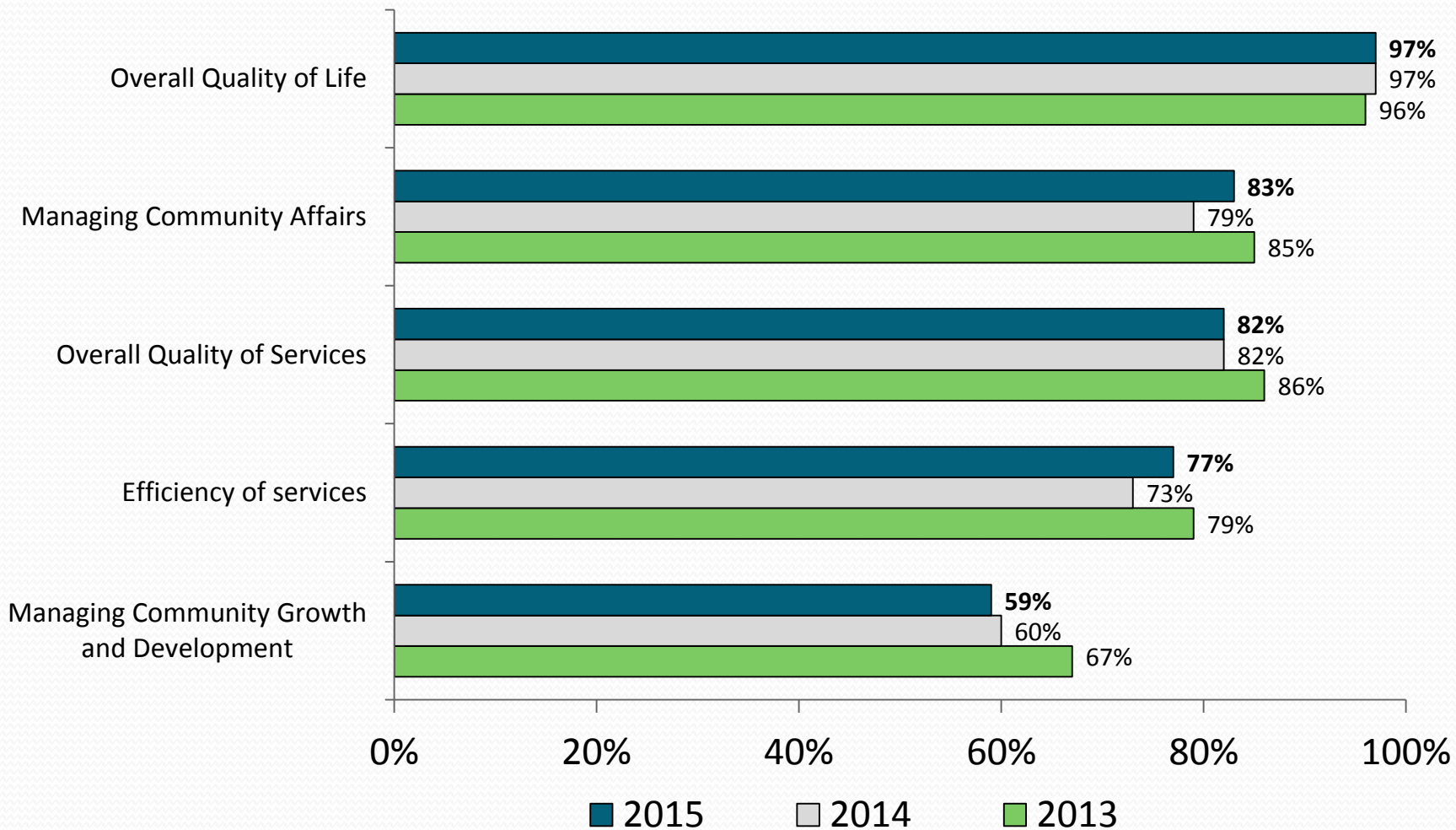
Most Important Issues Facing the City of Airdrie

What, in your opinion, is the MOST IMPORTANT ISSUE facing the City of Airdrie?

	Percent of Respondents (n=400)*					
	2015	2014	2013	2012	2010	2009
Infrastructure, traffic, roads, train tracks, construction	23	14	13	17	23	44
Rapid growth management	19	20	15	14	16	15
Healthcare (not enough hospitals, doctors, clinics)	17	19	19	8	7	7
Snow Removal	6	14	3	1	8	4
Don't Know	10	9	11	16	7	8

* Previous years: n=400, except 2013, which was n=407

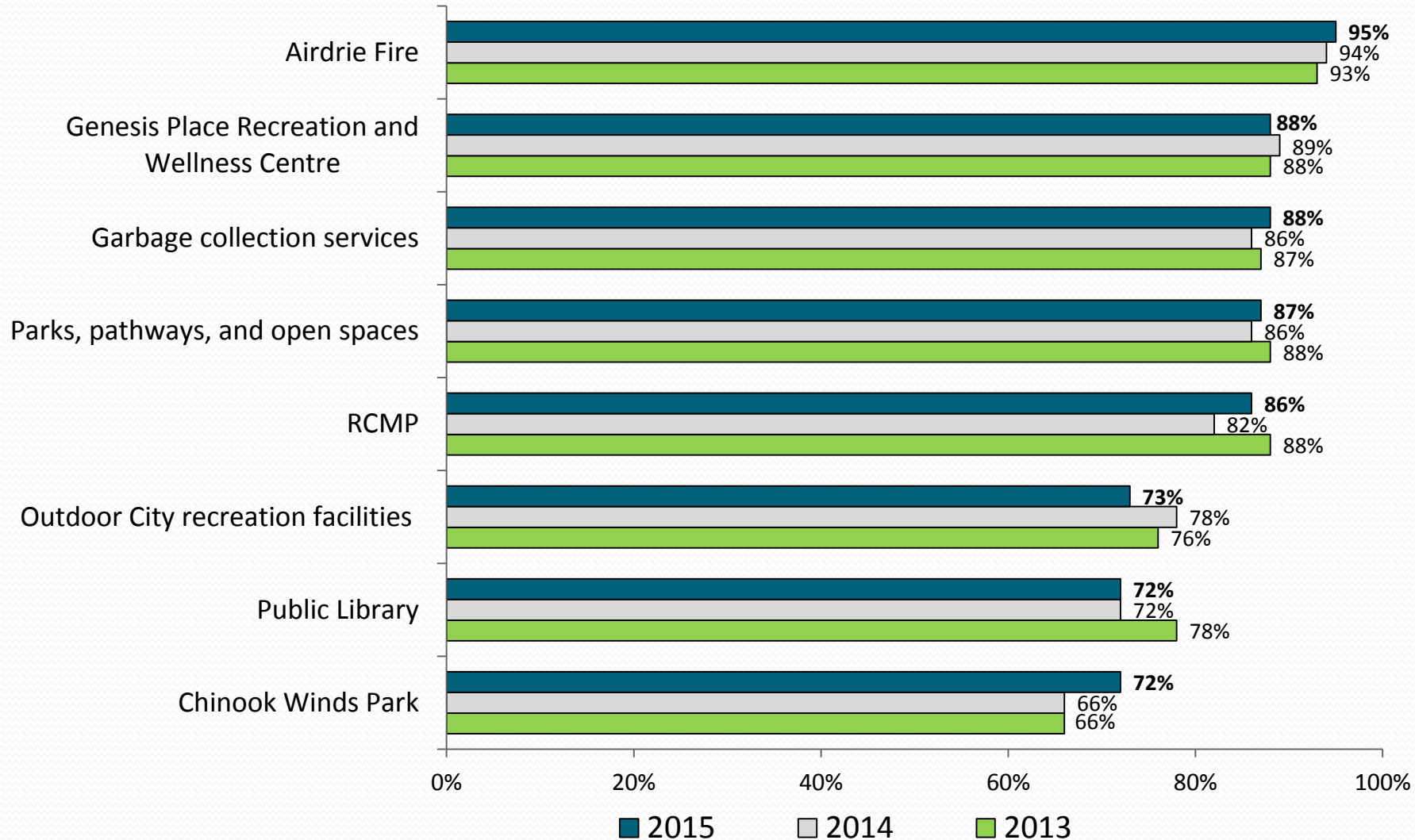
Quality of Life



n=388-407

Base: Respondents who were satisfied (4 or 5 out of 5) and provided a valid response

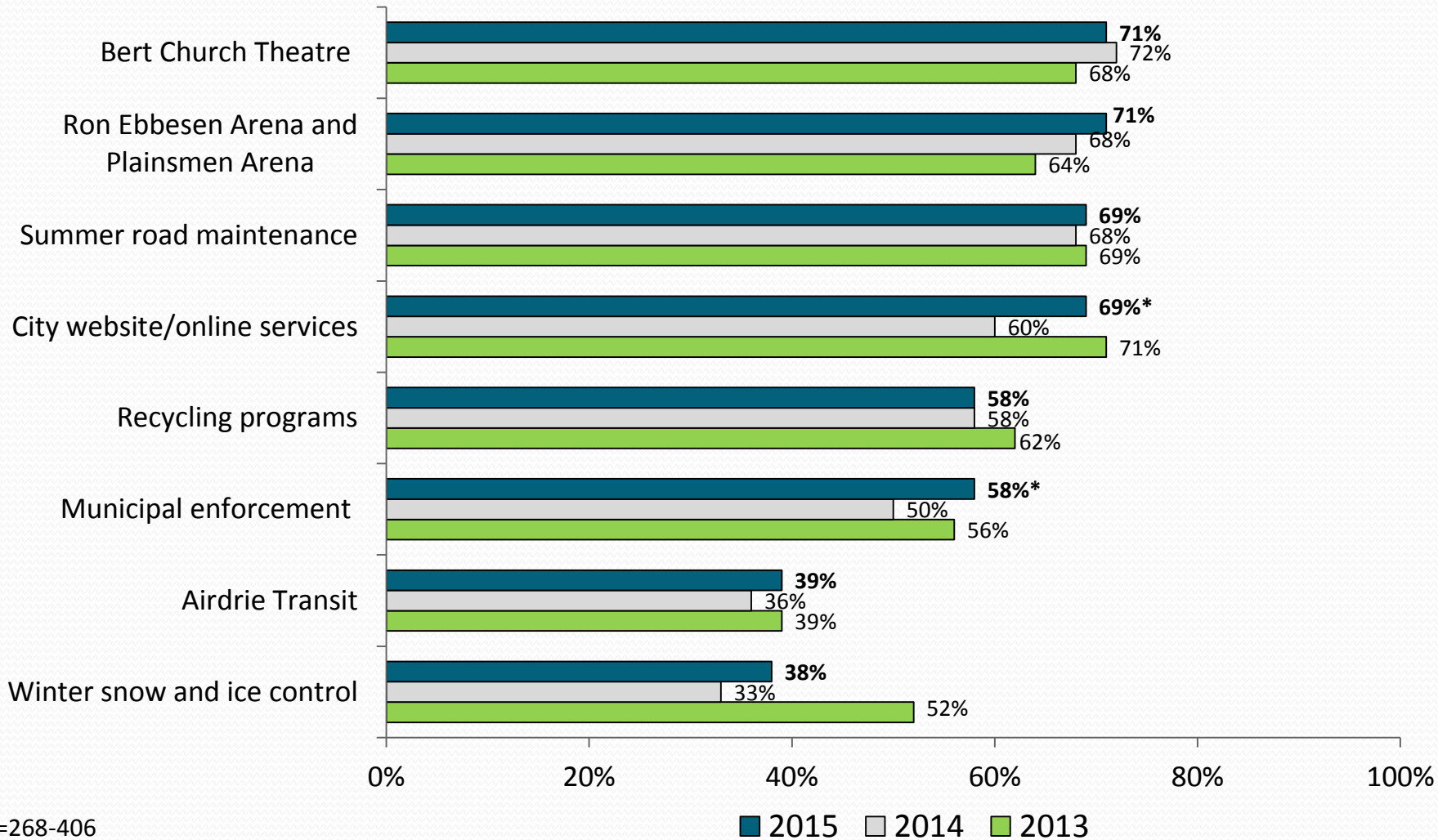
Level of Satisfaction with Services



n= 285-404

Base: Excluding "don't know" responses

Level of Satisfaction with Services



n=268-406

Base: Excluding "don't know" responses

* Represent a statistically significant increase from the previous year

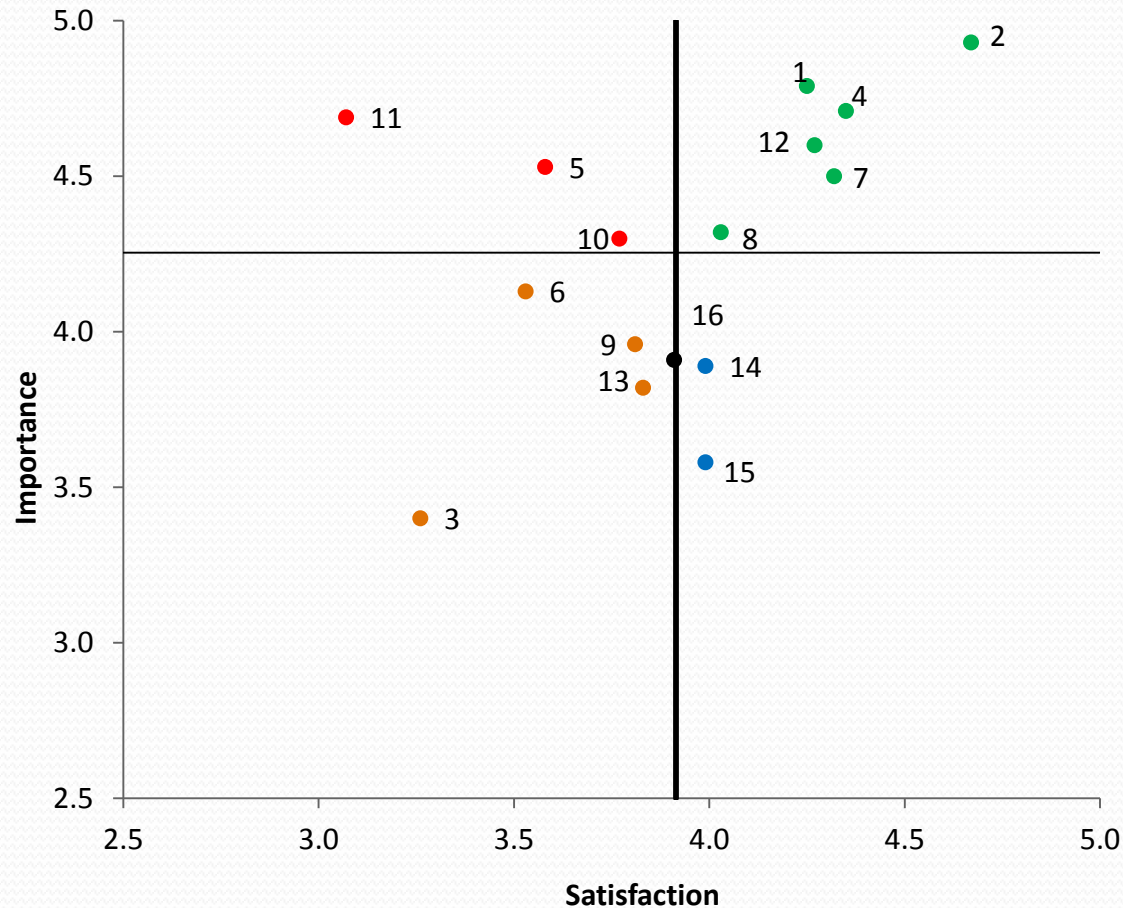
Satisfaction of City Services by Respondent Contact

*Percent of respondents who rated each service 4 or 5 out of 5 for satisfaction ↑ ↓ statistically significant difference, based on respondent contact	Percent of Respondents	
	Contact (n=57 to 297)	No Contact (n=66 to 292)
Airdrie Fire	98	94
Bert Church Theatre	92↑	54
Genesis Place Recreation	91↑	77
Garbage collection service	89	87
Public Library	86↑	53
Parks, pathways, and open spaces	86	89
Chinook Winds Park	85↑	58
Ron Ebbesen and Plainsmen Arenas	84↑	64
RCMP	81↓	90
Outdoor recreation facilities	77↑	65
City website/online services	72↑	57
Summer road maintenance	67	69
Recycling programs	61	50
Airdrie Transit	57↑	34
Municipal enforcement	43↓	64
Winter snow and ice control	35	39



Impact Analysis

Overall Satisfaction versus Importance



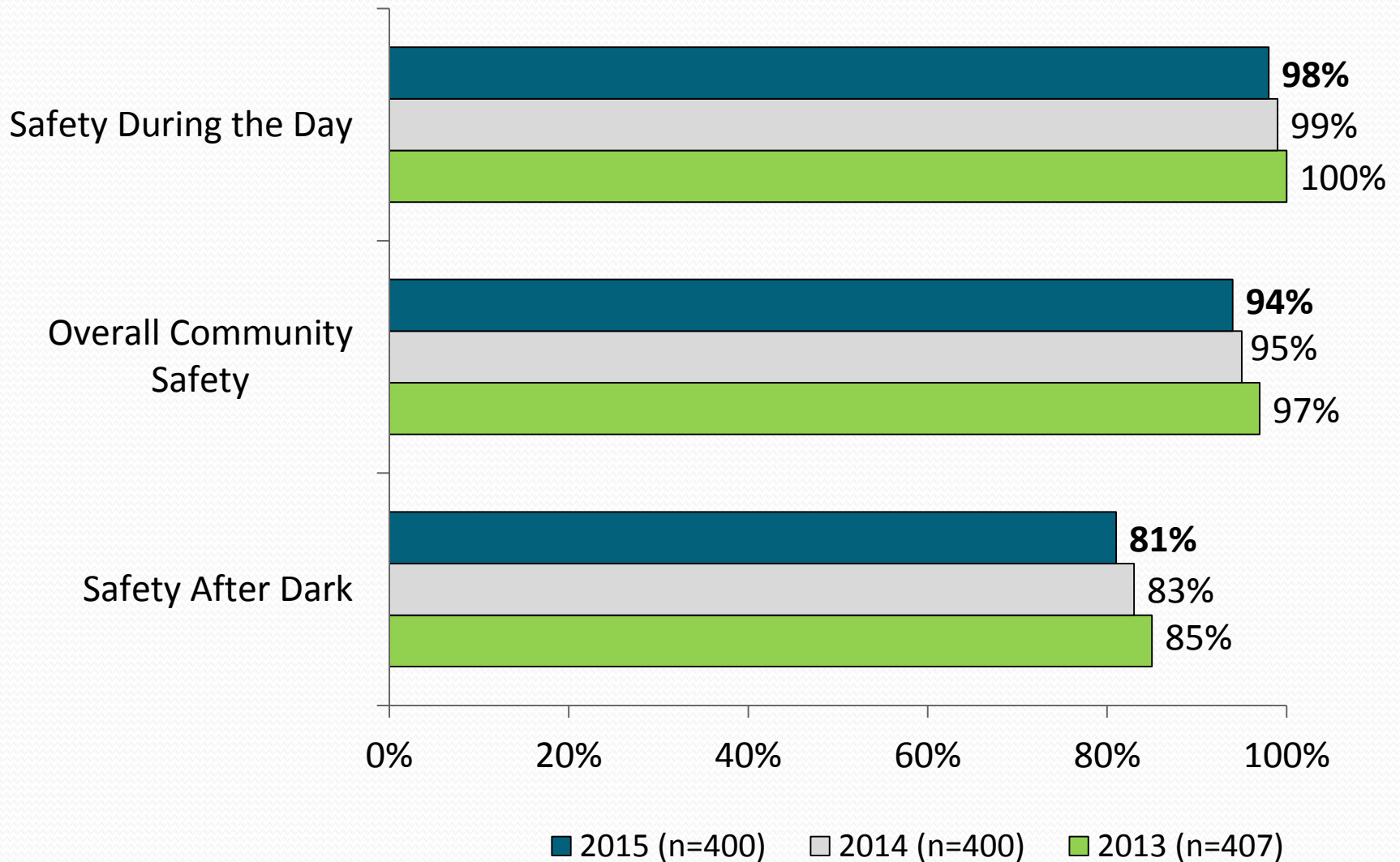
- | | |
|---------------------------------|--------------------------------------|
| 1. RCMP | 10. Summer road maintenance |
| 2. Airdrie Fire | 11. Winter snow and ice control |
| 3. Airdrie Transit | 12. Parks, pathways, and open spaces |
| 4. Garbage Collection Service | 13. Ron Ebbesen/Plainsmen Arena |
| 5. Recycling Programs | 14. Public Library |
| 6. Municipal Enforcement | 15. Bert Church Theatre |
| 7. Genesis Place Recreation | 16. Chinook Winds Park |
| 8. Outdoor recreation | |
| 9. City Website/Online Services | |

Note: Axes set at 3.91 mean satisfaction rating; 4.25 mean importance rating
Scale: 1="not at all important/good"; 5="very important/good"

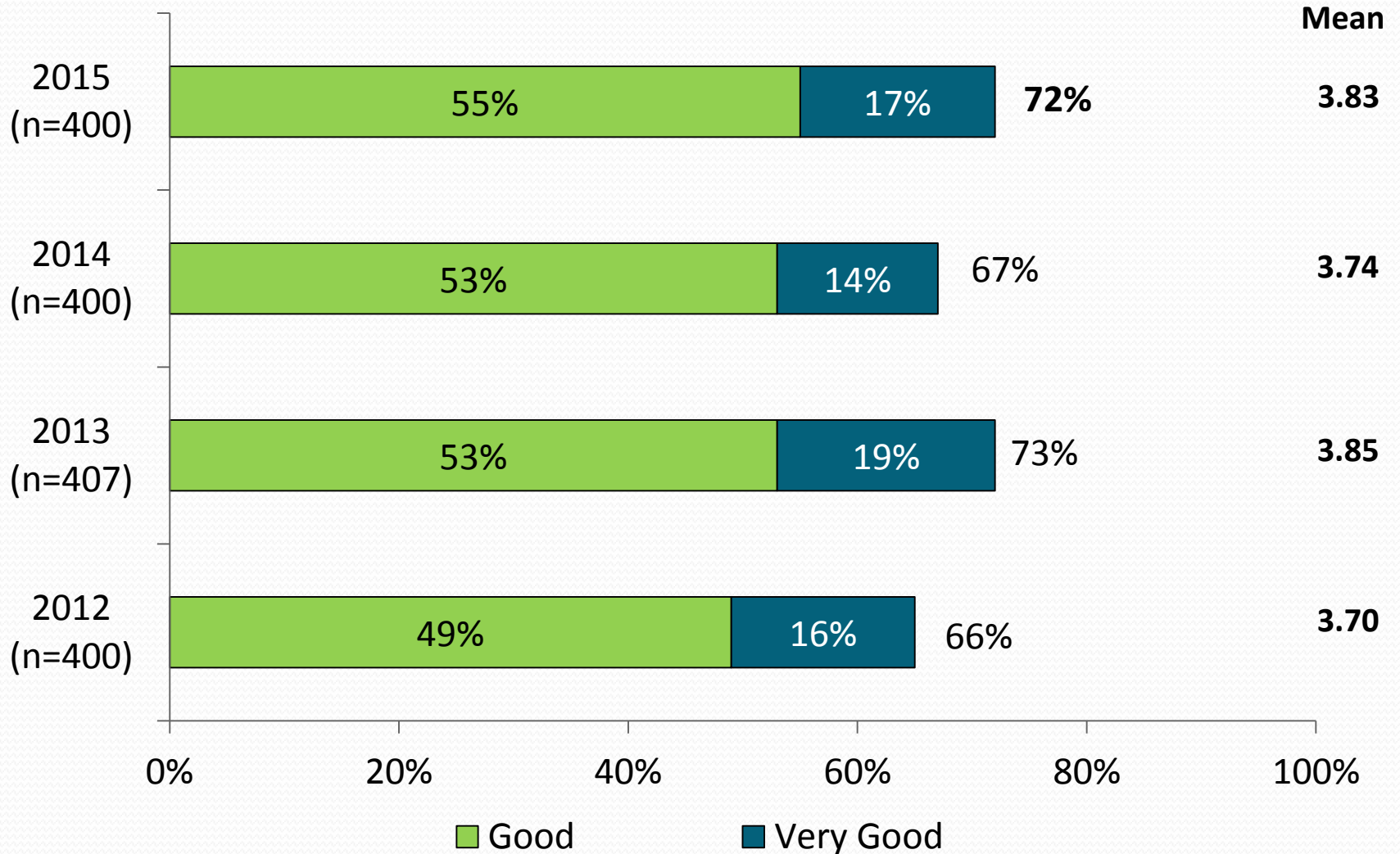
Importance versus Satisfaction

- **Primary areas of improvement included:**
 - Summer road maintenance;
 - Recycling programs (also a primary area of improvement in 2014); and
 - Winter snow and ice control(primary area of improvement in 2014).
- **Key strengths included:**
 - RCMP (also a key strength in 2014);
 - Airdrie Fire (key strength in 2014);
 - Garbage collection services (key strength in 2014);
 - Genesis Place Recreation & Wellness Centre (key strength in 2014);
 - Outdoor recreation (key strength in 2014); and
 - Parks, pathways, and open spaces (key strength in 2014).

Safety in the City of Airdrie



Perceived Value of Tax Dollars



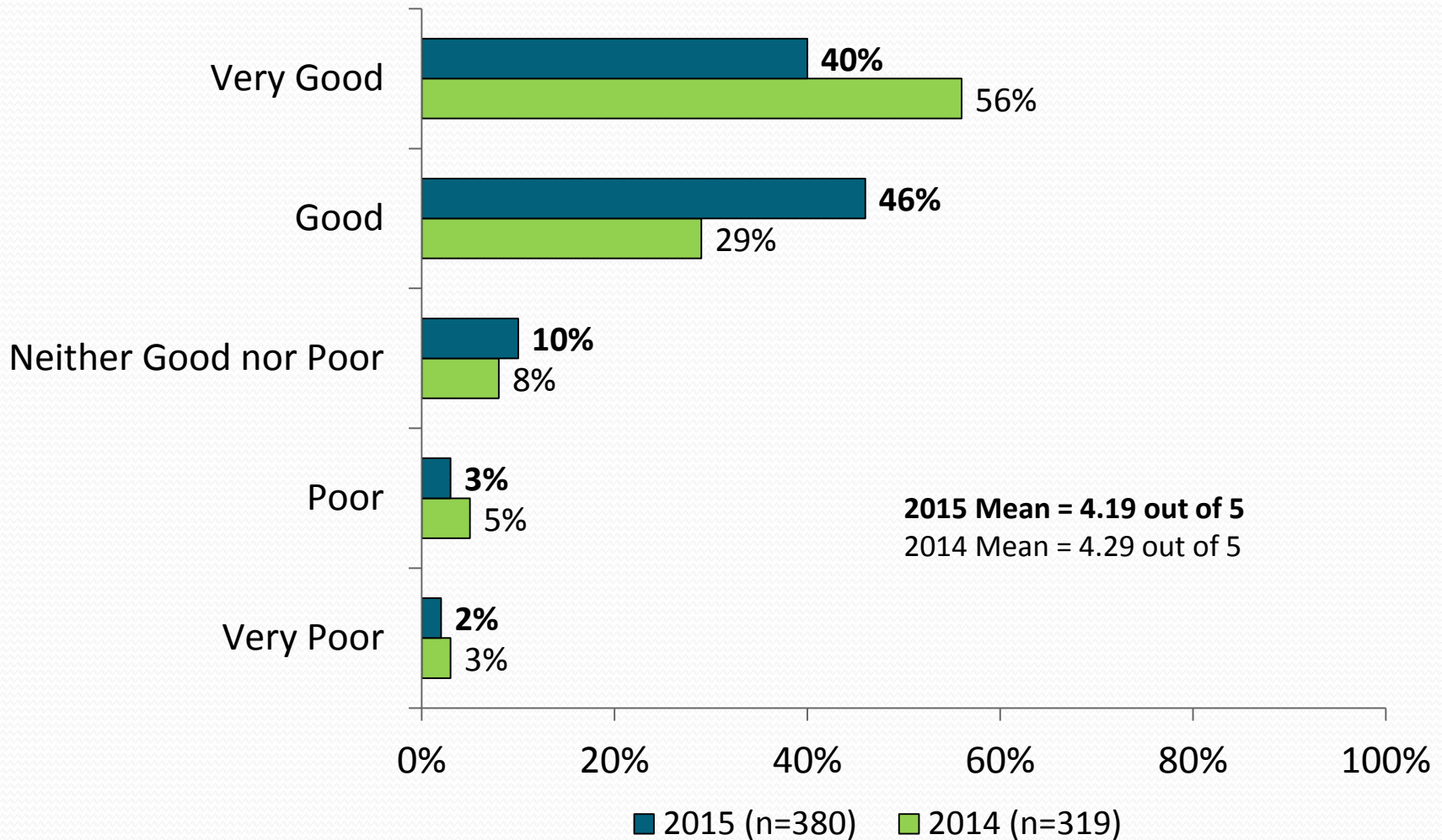
Contact with City of Airdrie Employees

Generally, what words would you use to describe City of Airdrie municipal employees? (Unaided)

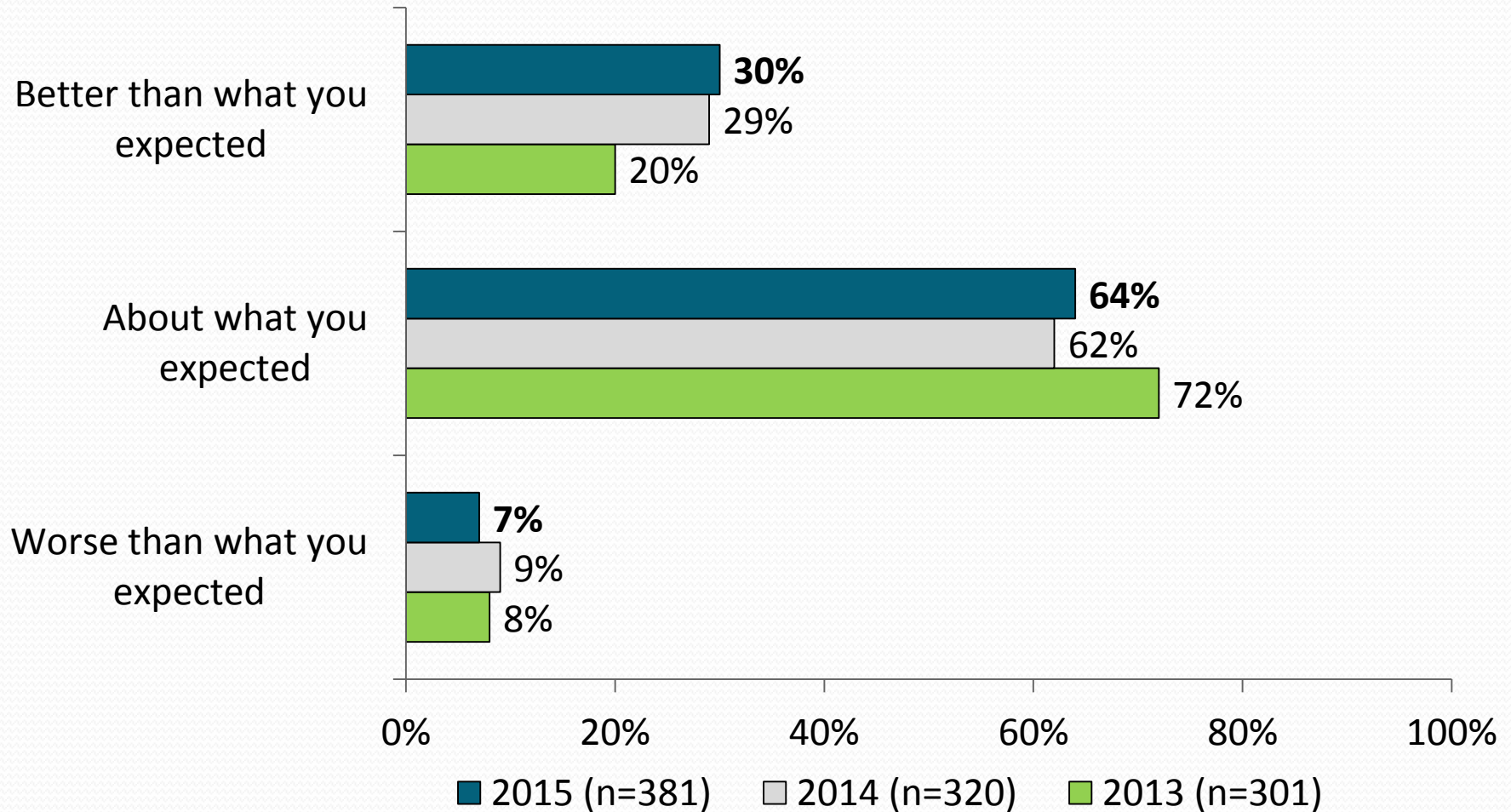
	Percent of Respondents (n=400)*					
	2015	2014	2013	2012	2010	2009
Friendly/cooperative/helpful/ personable/polite/honest	49	51	46	53	55	54
Efficient/competent/conscientious/ hard-working	30	28	27	27	20	16
Good/very good/ wonderful/impressed	17	18	11	11	23	25
Pretty good/no problems/average	3	3	4	3	4	5
Other (1% of responses or less)	10	8	10	10	10	8
Refuse/Don't Know	15	11	22	14	10	20

*Previous survey years; n=400, except 2013, which was n=407

Satisfaction with Customer Service



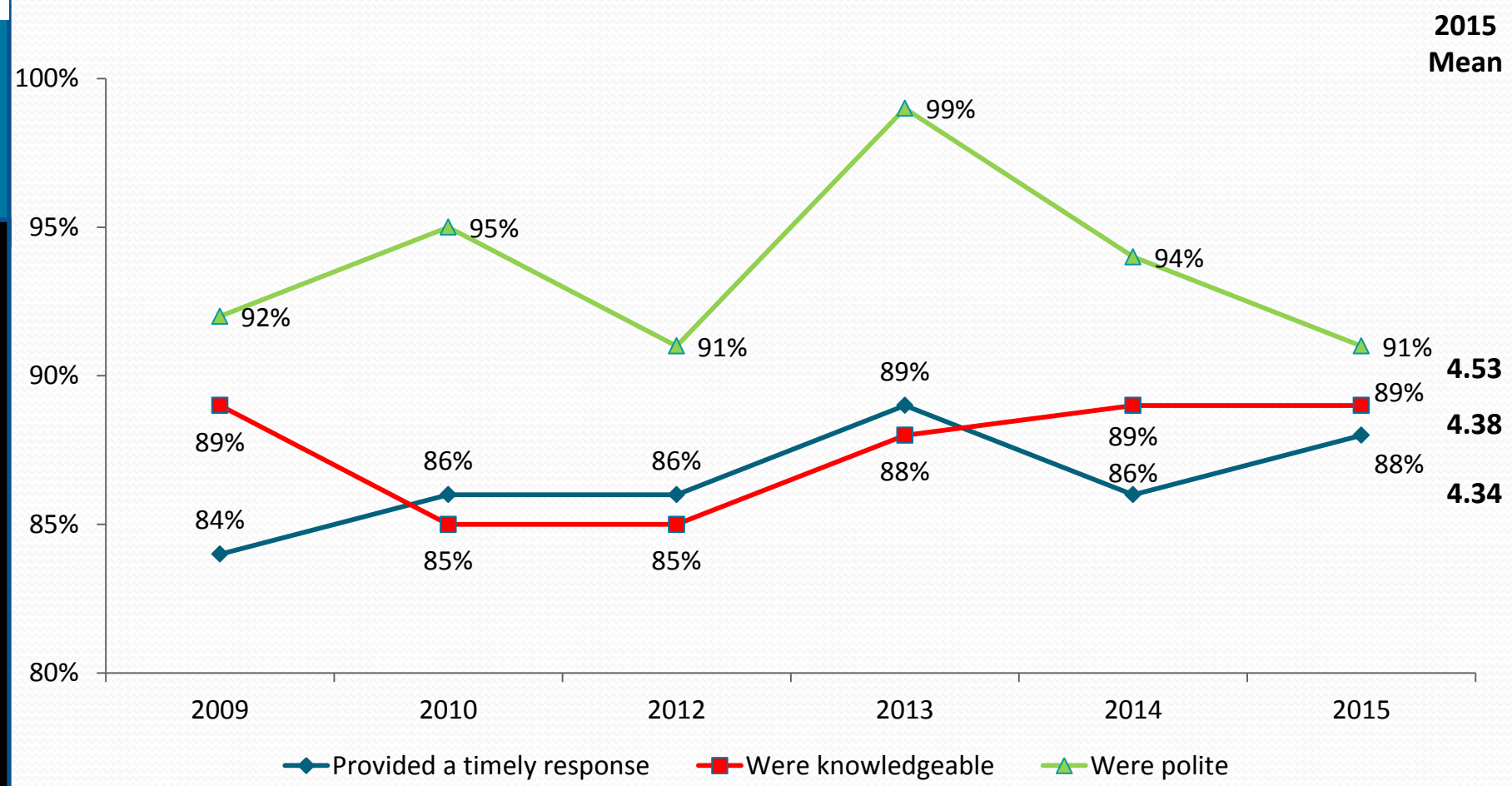
Was the customer service you received...?



Base: Respondents that have had contact with the City in the past six (6) months; excluding "don't know" responses



Ratings of City Staff Across a Number of Measures*



n=367 to 375

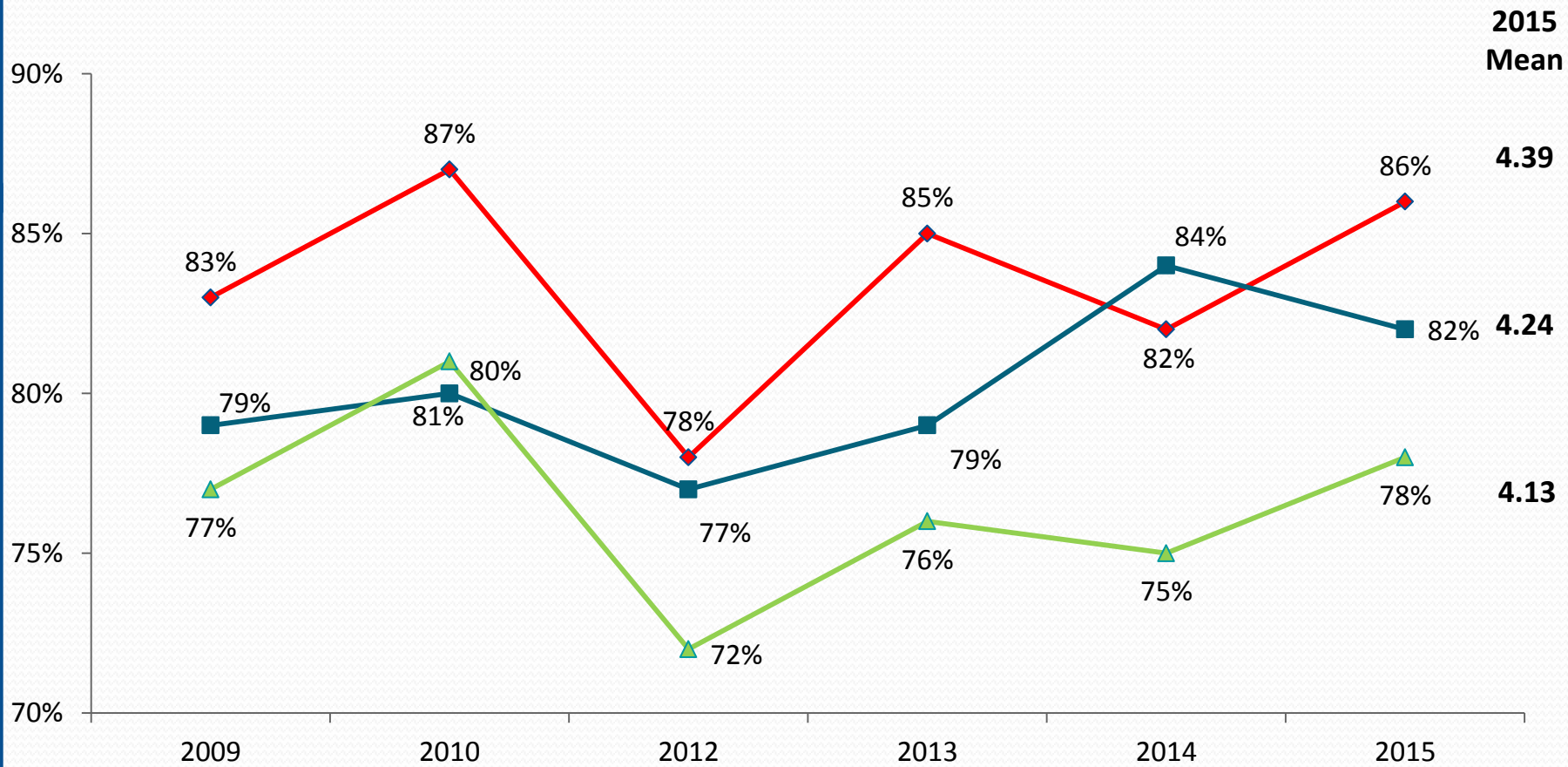
*Percent of respondents who "somewhat" or "strongly" agreed

Base: Respondents that have had contact with the City in the past six (6) months; excluding "don't know" responses

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Ratings of City Staff Across a Number of Measures (cont'd)*



◆ Referred to correct department/person ■ Were willing to take action ▲ Completed business in a single call

n=322 to 367

Base: Respondents that have had contact with the City in the past six (6) months; excluding "don't know" responses

*Percent of respondents who "somewhat" or "strongly" agreed

Main Source of Information

In general, when you need to get information on City services,
what is your main source of information?

FIRST MENTIONS

	Percent of Respondents*					
	2015	2014	2013	2012	2010	2009
City website	73	78	75	66	63	60
Call Centre	5	4	4	4	5	5
Go to City Hall	5	3	2	4	5	5
Internet (in general)	4	2	7	1	2	1
Telephone book	3	3	3	6	9	12
City Employees	3	2	1	4	1	5
Friends/family/word of mouth	2	2	3	2	2	2
Newspapers	2	2	2	6	3	10
Other (1% of responses or less)	3	9	8	4	4	7
Don't Know/Not Stated	1	1	1	2	<1	1

Citizen Satisfaction Index

Overall Citizen Satisfaction Index is 3.85 out of 5.00 for 2015.

Respondents used a scale of 1 to 5, where 1 meant “very poor” and 5 meant “very good”	Percent of Respondents					
	2015	2014	2013	2012	2010	2009
Quality of Service Provided	4.02	4.04	4.08	3.96	4.04	4.01
Managing Affairs of the Community	4.00	3.92	4.02	3.82	3.91	3.97
Efficiency in the Provision of Service	3.88	3.81	3.91	3.85	3.94	3.84
Value for Tax Dollar	3.83	3.74	3.85	3.7	3.72	3.73
Managing Community Growth and Development	3.51	3.52	3.71	3.48	3.54	3.5
CITIZEN SATISFACTION INDEX:	3.85	3.81	3.91	3.76	3.83	3.81



Questions?