



## 2016 Citizen Satisfaction Survey

March 17, 2016

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Research & Consulting Inc.



# 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 2016 City of Airdrie Citizen Satisfaction Survey



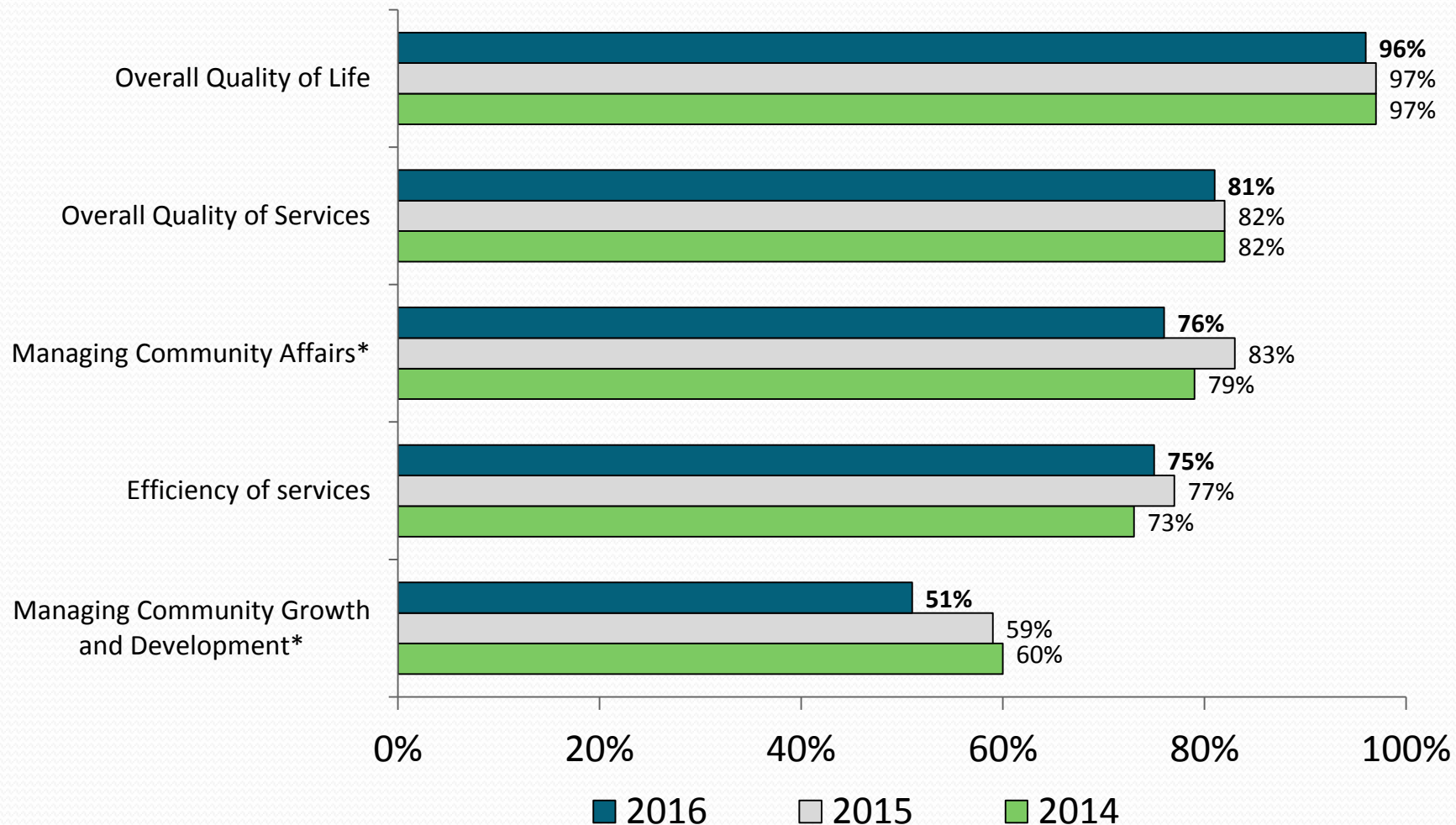
# Most Important Issues Facing the City of Airdrie

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

	Percent of Respondents (n=400)*						
	2016	2015	2014	2013	2012	2010	2009
Healthcare (not enough hospitals, doctors, clinics)	<b>26</b>	17	19	19	8	7	7
Infrastructure, traffic, roads, train tracks, construction	<b>25</b>	23	14	13	17	23	44
Rapid growth management	<b>11</b>	19	20	15	14	16	15
Don't Know	<b>14</b>	10	9	11	16	7	8

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

# Quality of Life



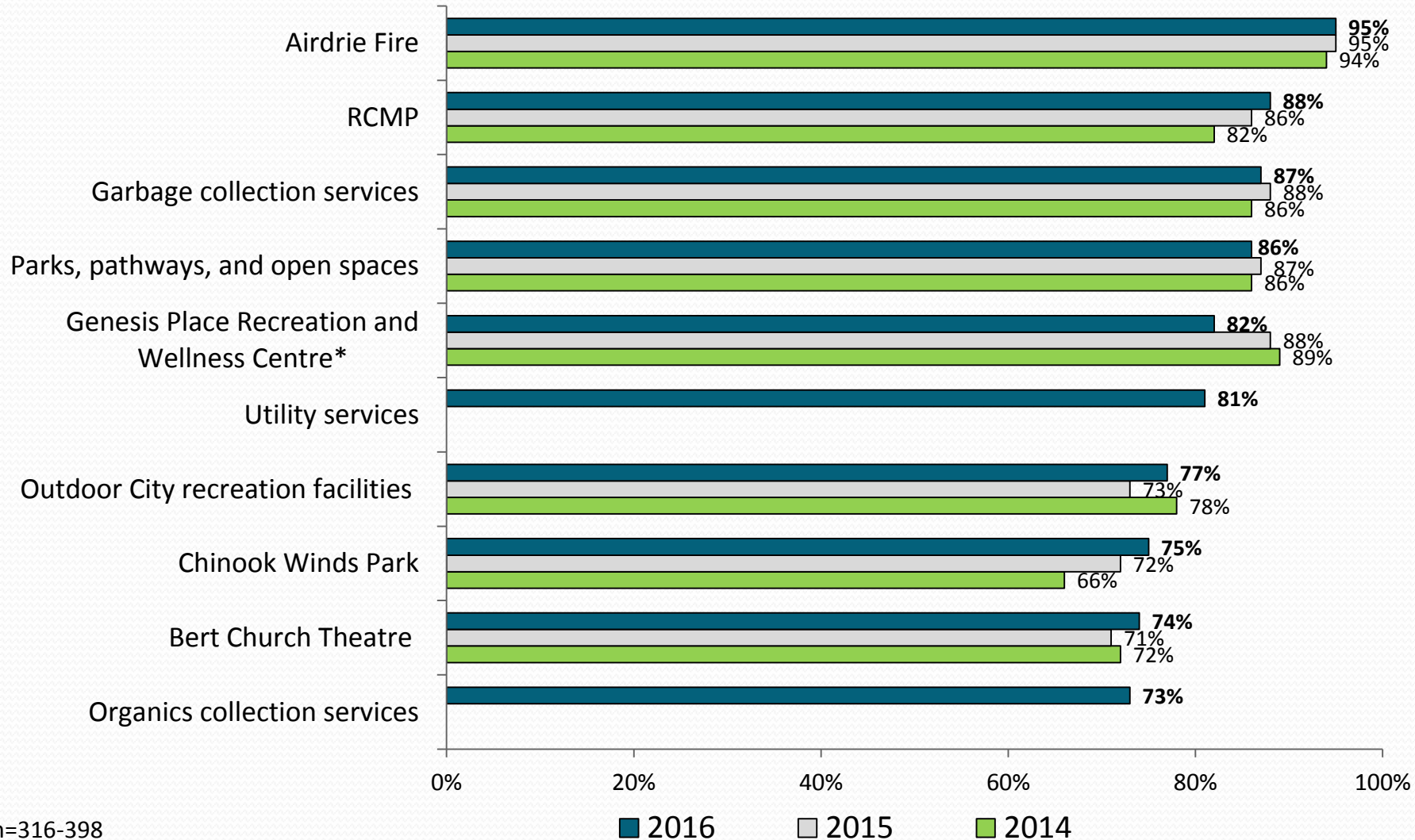
n=390-400

Base: Respondents who were satisfied (4 or 5 out of 5) and provided a valid response, excluding "don't know" responses.

\* Represents a statistically significant decrease from the previous year



# Level of Satisfaction with Services

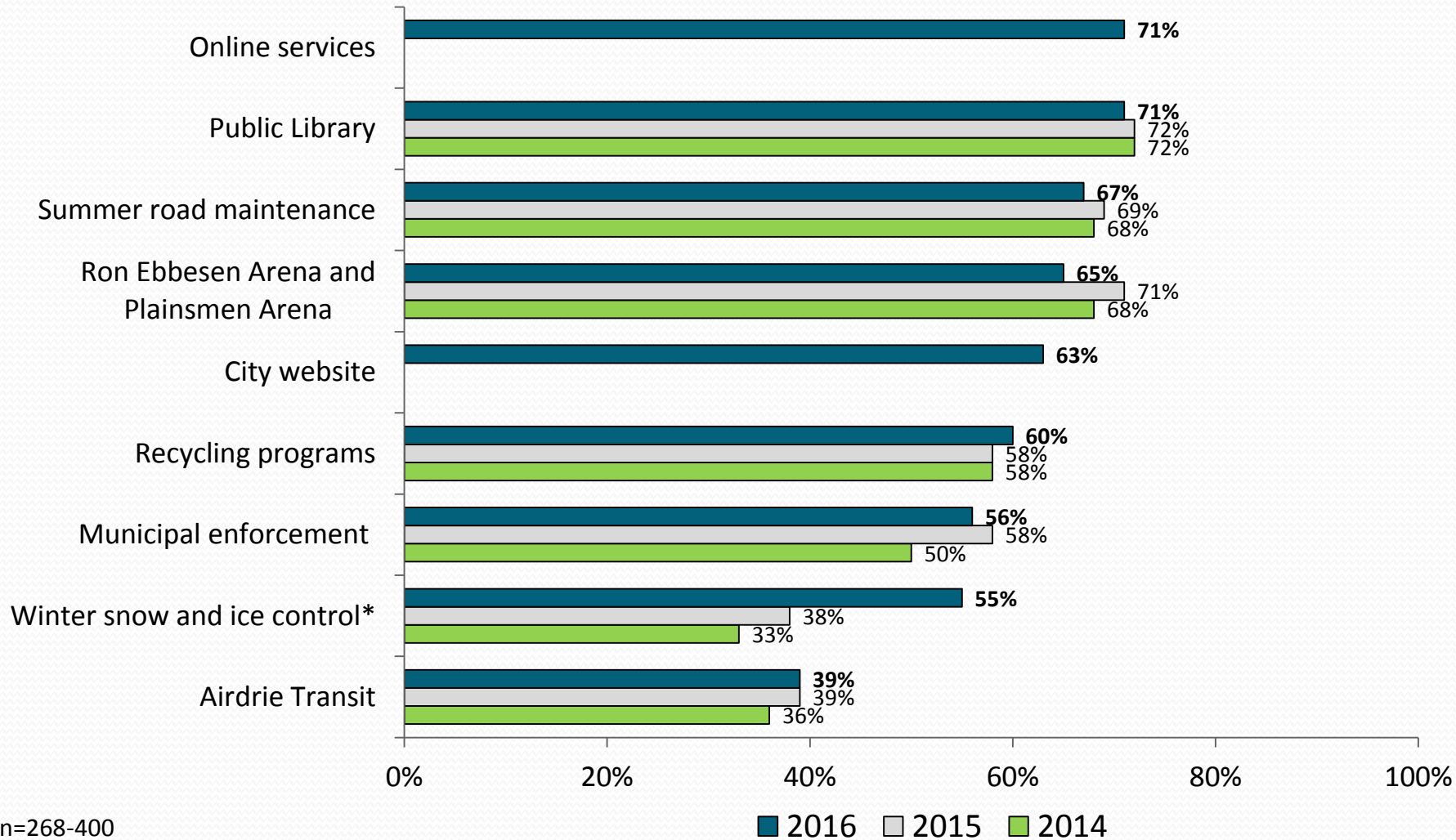


n=316-398

Base: Respondents who were satisfied (4 or 5 out of 5) and provided a valid response, excluding "don't know" responses.

\* Represents a statistically significant decrease from the previous year.

# Level of Satisfaction with Services



n=268-400

Base: Respondents who were satisfied (4 or 5 out of 5) and provided a valid response, excluding "don't know" responses.

\* Represents a statistically significant increase from the previous year

# Satisfaction of City Services by Respondent Contact

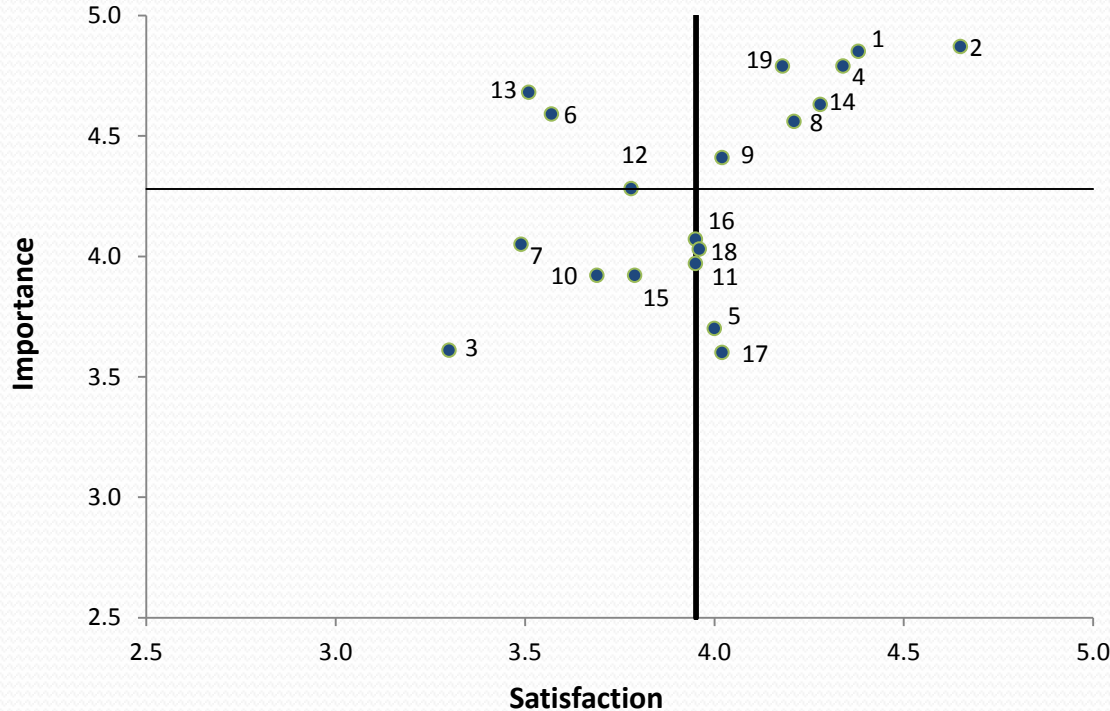
*Percent of respondents who rated each service 4 or 5 out of 5 for satisfaction ↑ statistically significant increase, based on respondent contact	Percent of Respondents	
	Contact (n=48 to 290)	No Contact (n=82 to 308)
Airdrie Fire	97	95
Bert Church Theatre	88↑	62
Garbage collection service	87	88
Parks, pathways, and open spaces	87	83
Genesis Place Recreation	85↑	68
RCMP	85	89
Utility services	83	79
Public Library	81↑	56
Organics collection service	80↑	63
Online services	80↑	52
Outdoor recreation facilities	79	74
Chinook Winds Park	78	72
Ron Ebbesen and Plainsmen Arenas	72↑	58
City website	67↑	45
Summer road maintenance	67	67
Recycling programs	63↑	51
Municipal enforcement	55	56
Winter snow and ice control	55	56
Airdrie Transit	38	39



# Impact Analysis

## Overall Satisfaction versus Importance

2016 Importance versus Satisfaction with City of Airdrie Services



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

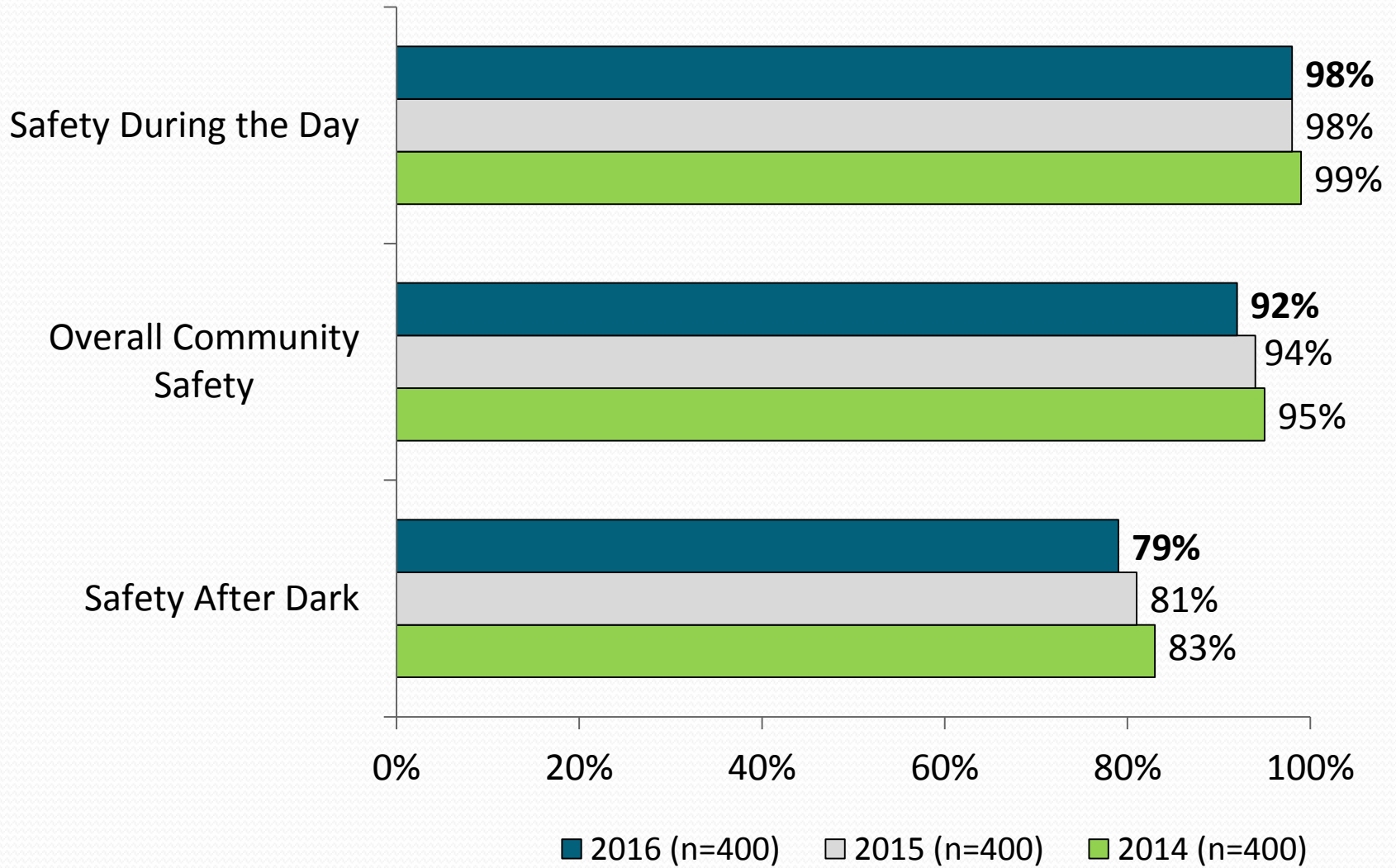
Note: Axes set at 3.95 mean satisfaction rating; 4.28 mean importance rating  
Scale: 1="not at all important/good"; 5="very important/good"



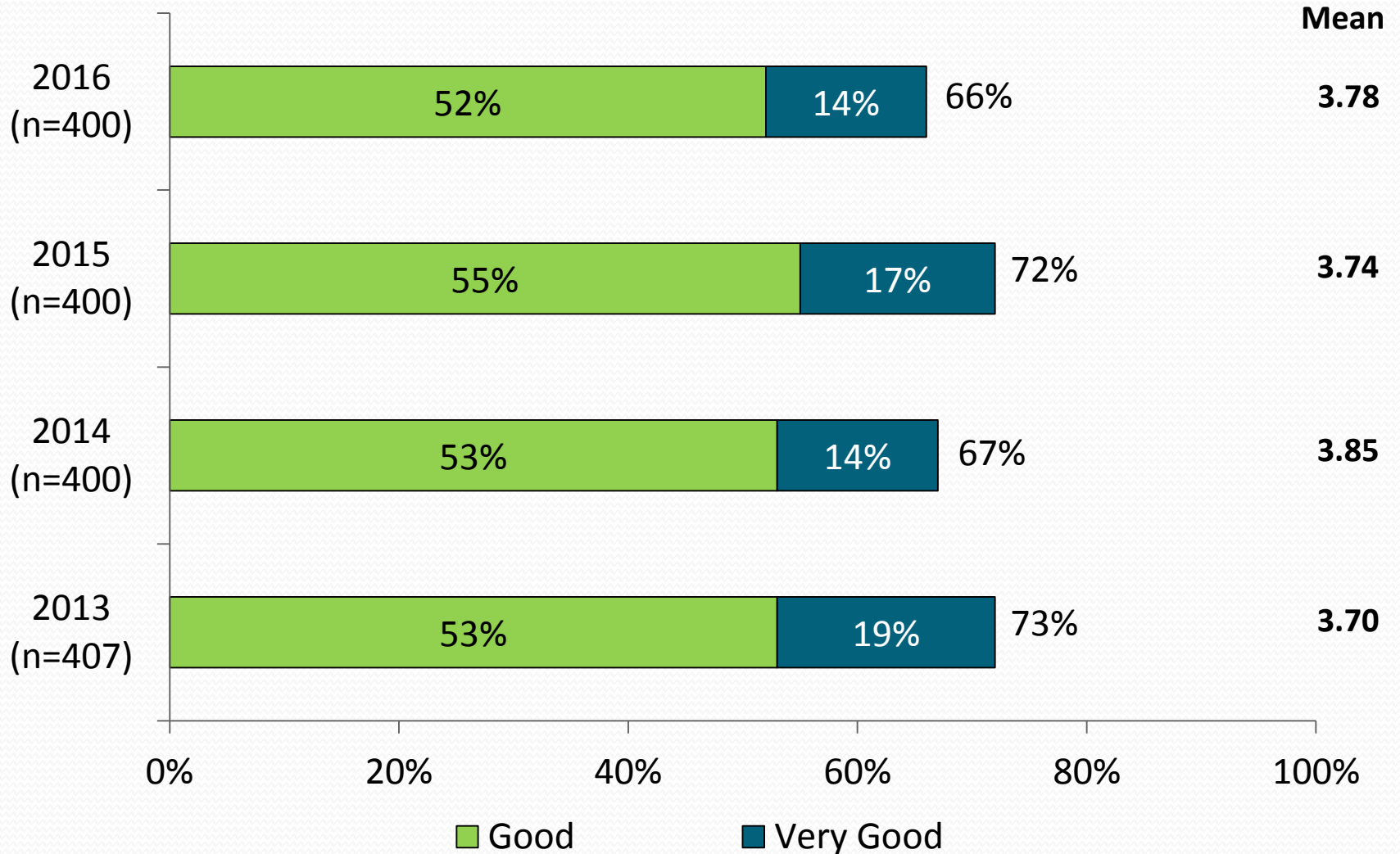
# Importance versus Satisfaction

- **Primary areas of improvement (higher than average importance, but lower than average performance) include:**
  - Recycling programs (6); and
  - Winter snow and ice control (13).
- **Key strengths (above average in both importance and in satisfaction) include:**
  - RCMP (1);
  - Airdrie Fire (2);
  - Garbage collection services (4);
  - Genesis Place Recreation & Wellness Centre (8);
  - Outdoor recreation (9);
  - Parks, pathways, and open spaces (14); and
  - Utility services (19).

# Safety in the City of Airdrie



# Perceived Value of Tax Dollars



# Contact with City of Airdrie Employees

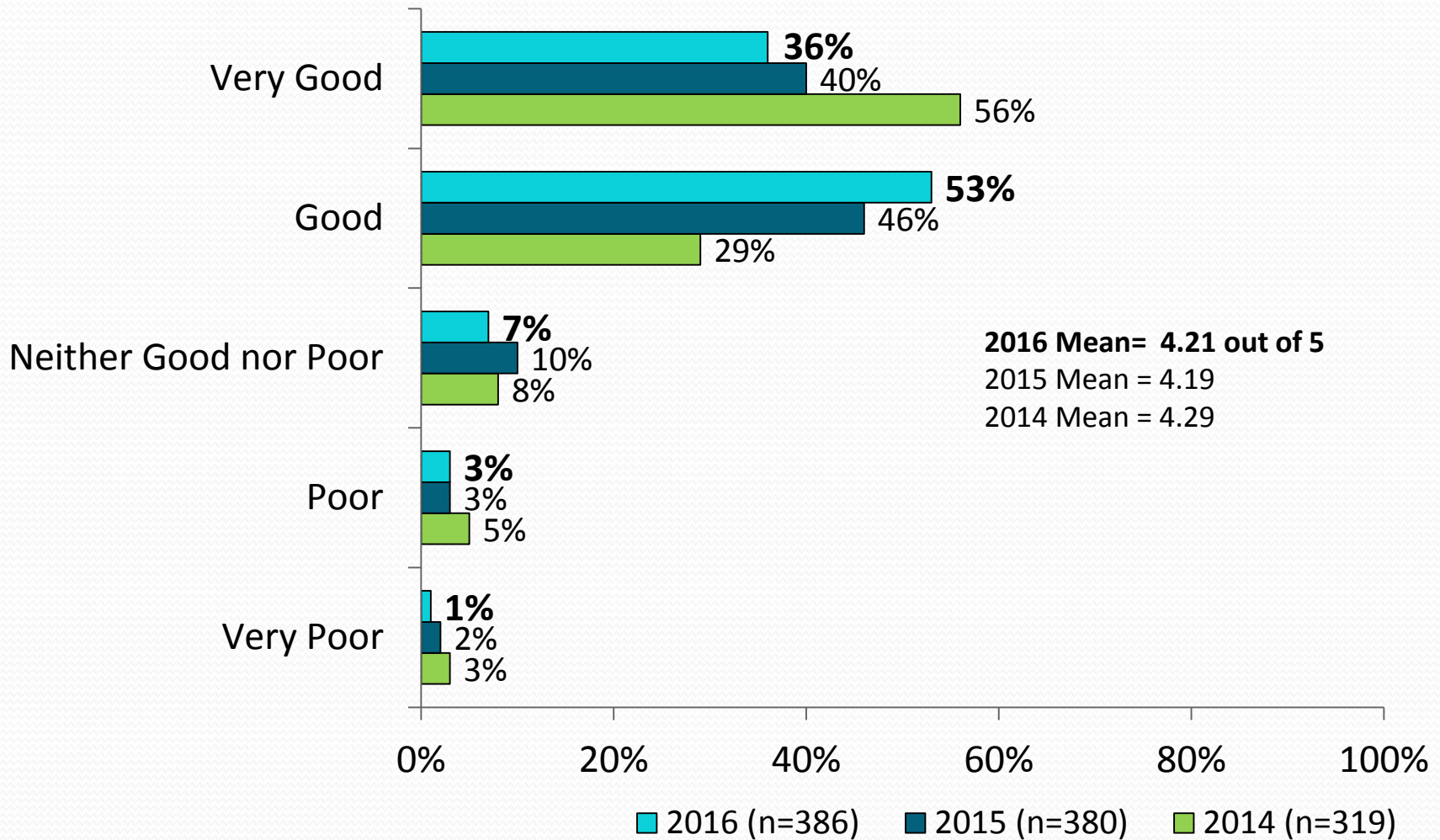


Generally, what words would you use to describe City of Airdrie municipal employees? (Unaided)

	Percent of Respondents (n=400)*						
	2016	2015	2014	2013	2012	2010	2009
Friendly/cooperative/helpful/ personable/polite/ honest	<b>48</b>	49	51	46	53	55	54
Efficient/competent/conscientious/ hard-working	<b>33</b>	30	28	27	27	20	16
Good/very good/ wonderful/impressed	<b>19</b>	17	18	11	11	23	25
Other (2% of responses or less)	<b>15</b>	10	10	11	11	18	15
Refuse/Don't Know	<b>14</b>	15	11	22	14	10	20

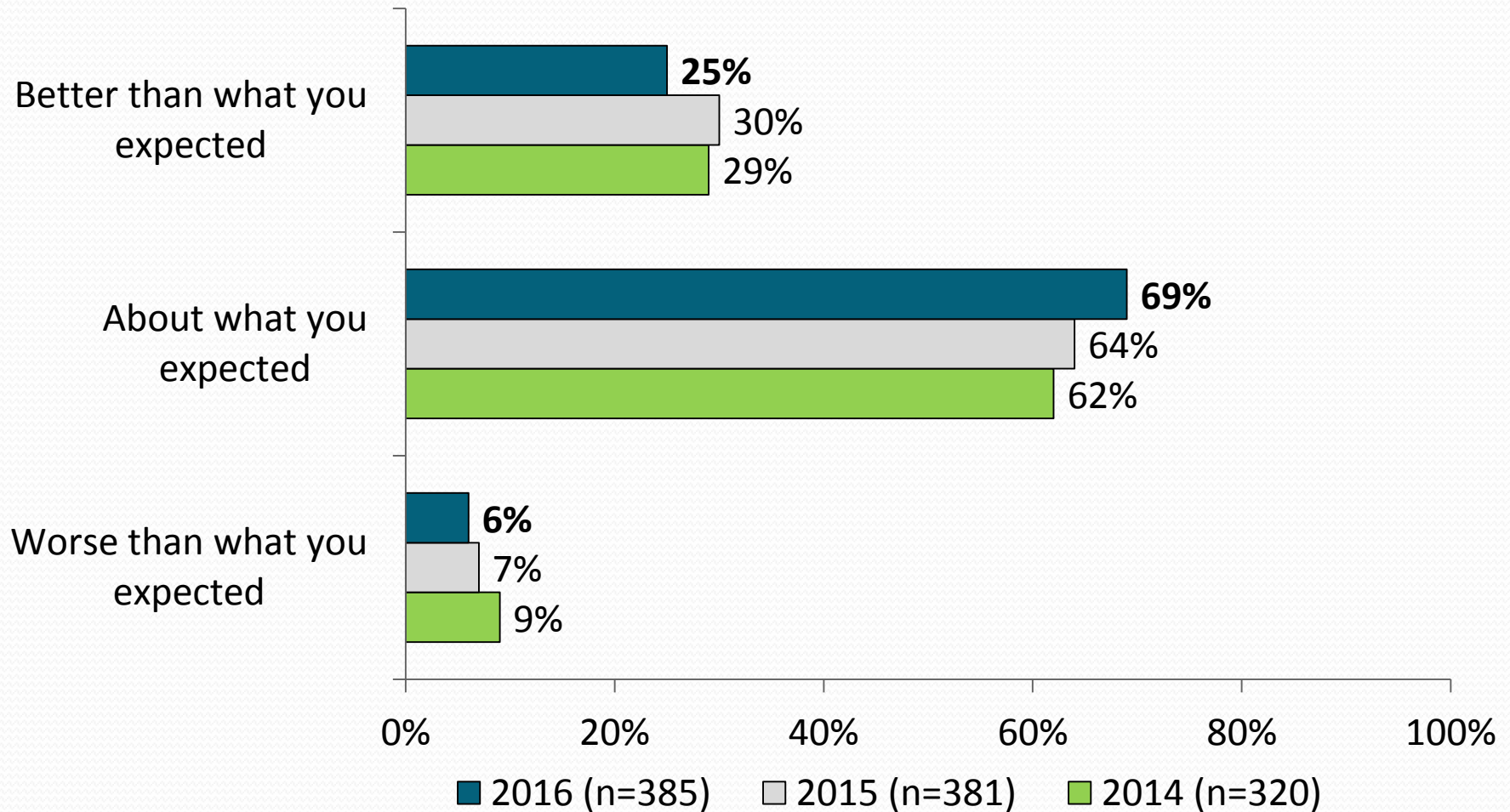
\*Previous survey years; n=400, except 2013, which was n=407

# Satisfaction with Customer Service



Base: Excluding "don't know" responses.

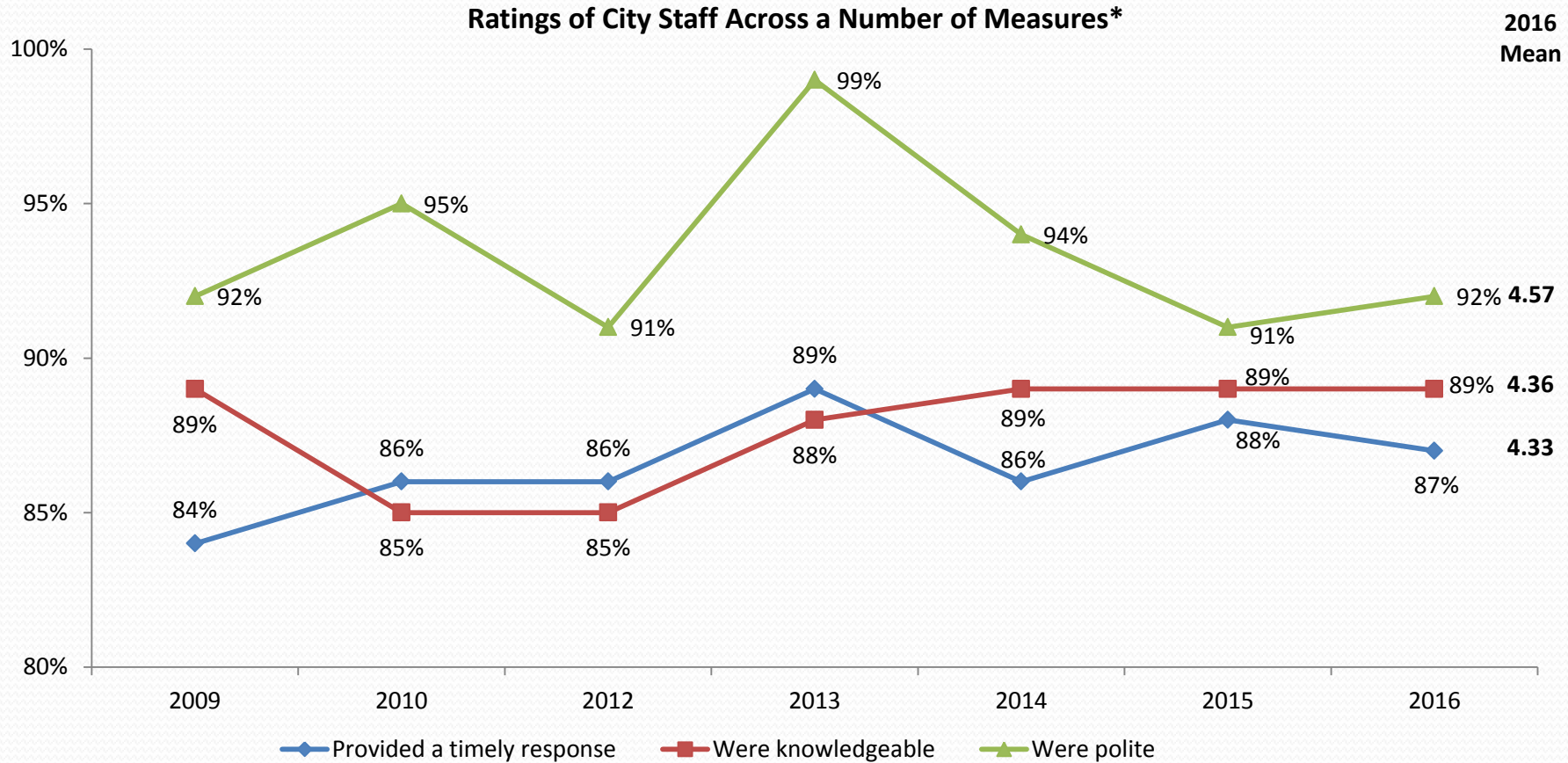
# Was the customer service you received...?



Base: Excluding "don't know" responses.



# Ratings of City Staff Across a Number of Measures\*



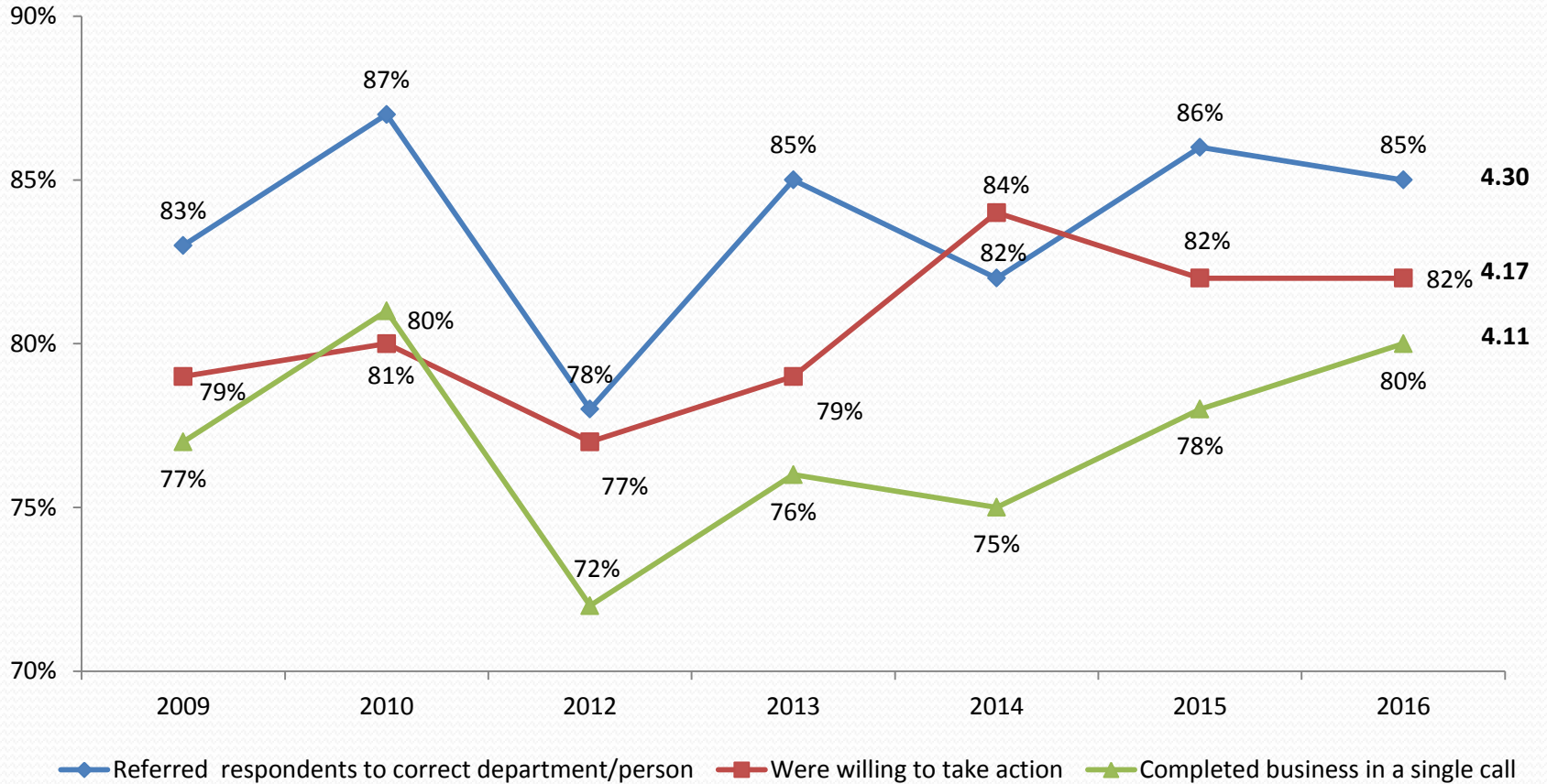
Base: Excluding "don't know" responses.

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

n=371 to 381

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

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



Base: Excluding "Don't know" responses.

\*Percent of respondents who "somewhat" or "strongly" agreed  
n= 343 to 372



# 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*						
	2016	2015	2014	2013	2012	2010	2009
City website	78	73	78	75	66	63	60
Call Centre	5	5	4	4	4	5	5
Go to City Hall	5	5	3	2	4	5	5
Internet (in general)	3	4	2	7	1	2	1
Friends/family/word of mouth	2	2	2	3	2	2	2
Other (1% of responses or less)	6	3	9	8	4	4	7
Don't Know/Not Stated	2	1	1	1	2	<1	1

n=400-407

# Citizen Satisfaction Index

Overall Citizen Satisfaction Index is 3.80 out of 5.00 for 2016.

*Respondents used a scale of 1 to 5, where 1 meant “very poor” and 5 meant “very good”	Percent of Respondents*						
	2016	2015	2014	2013	2012	2010	2009
Quality of Service Provided	<b>4.02</b>	4.02	4.04	4.08	3.96	4.04	4.01
Managing Affairs of the Community	<b>3.88</b>	4.00	3.92	4.02	3.82	3.91	3.97
Efficiency in the Provision of Service	<b>3.87</b>	3.88	3.81	3.91	3.85	3.94	3.84
Value for Tax Dollar	<b>3.78</b>	3.83	3.74	3.85	3.7	3.72	3.73
Managing Community Growth and Development	<b>3.43</b>	3.51	3.52	3.71	3.48	3.54	3.5
<b>CITIZEN SATISFACTION INDEX:</b>	<b>3.80</b>	<b>3.85</b>	<b>3.81</b>	<b>3.91</b>	<b>3.76</b>	<b>3.83</b>	<b>3.81</b>



# Questions?