

City of Airdrie

2019 Citizen Satisfaction Survey
Council Presentation

Yardstick RESEARCH Research

March 4, 2019



Methodology

Study Background

- In support of the City of Airdrie's commitment to ensuring a positive quality of life and dedication to resident satisfaction with municipal services, the City conducts an annual Citizen Satisfaction Survey.

Sample

- In total, Yardstick Research conducted n=400 interviews with City of Airdrie residents 18+, with quotas for age and gender.
 - A cell phone sample (n=50) helped ensure representation from younger residents.
 - The final data set was weighted to ensure proper demographic representation.
- An open link survey provided on the City of Airdrie website and social media received n=613 responses.

Data Collection

- This study was conducted using random phone dialing in the City of Airdrie (landline and cell phone) as well as via online open link on the City's website.

Study Completion Dates

- Data collection was carried out from January 9th to January 17th, 2019.

Margin of Error

- As a comparison, a probabilistic sample of n=400 would have a margin of error of $\pm 4.9\%$ (19 times out of 20).
- Note: The open link survey is a subject to self-selection bias. Online results should be interpreted with caution.

Length Of Residency

Why did you decide to move to Airdrie?	n=46
Housing is more affordable than in other cities	24%
Job / employment opportunity	22%
Affordable cost of living	15%
Close to family / friends	11%
City is small / small town feel	8%
Is where I grew up / used to live	6%
Close proximity to Calgary	5%
Good sense of community / community spirit	4%
Is quiet / peaceful	4%
City is safe / low crime rate	3%
Good schools / educational facilities	3%
Don't know / not stated	6%

Base: Respondents who have lived in Airdrie for less than 5 years

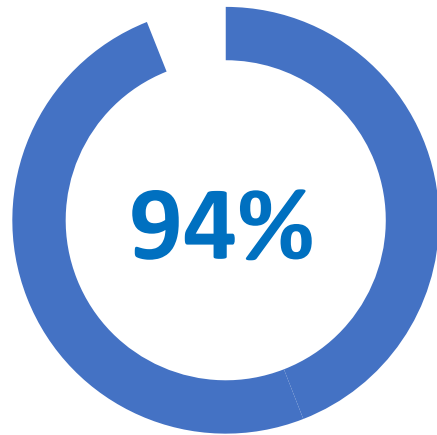
Why have you stayed in Airdrie that long?	n=354
Job /employment opportunity	23%
Close to family/friends	20%
Small town feel / atmosphere	16%
Close proximity to Calgary	9%
Good schools / educational facilities	8%
It's home / where I live	8%
Family-friendly / good place to raise a family	6%
Affordable cost of living	4%
Access to affordable housing	4%
Good neighbourhoods / communities	3%
Is quiet / peaceful	2%
Don't know/ not stated	25%

Base: Respondents who have lived in Airdrie 5 years or longer

Years in Airdrie	Phone	Web
Less than a year	2%	1%
1-5 years	20%	32%
6-10 years	19%	24%
11-15 years	18%	16%
16-20 years	16%	10%
21-25 years	9%	7%
26-30 years	5%	4%
More than 30 years	13%	5%

Base: City of Airdrie residents Phone (n=400); Web (n=613)

Quality Of Life



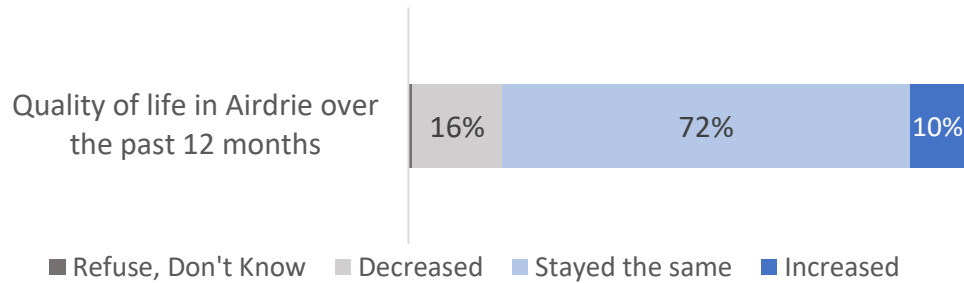
of City of Airdrie residents rated their quality of life as good or very good

Base: City of Airdrie residents (n=400)

Factors contributing to quality of life	Total Good (Good/Very Good)
	n=400
Availability of services/facilities/amenities	29%
Small town feel/atmosphere	19%
Parks/green spaces/walking trails	14%
Good/friendly people	12%
Low crime rate/is a safe place to live	12%
Is easy to get around/everything is close by	10%
Shopping/stores/businesses/restaurants	10%
Schools/educational facilities	10%
Recreational facilities/programs/activities	10%
Sense of community/community spirit	6%
Is a family-oriented City/good place to raise a family	6%
Close proximity to Calgary	5%
Affordable/low cost of living	4%
Job/employment opportunities	4%
Is quiet/peaceful	4%
Community events/programs/activities	4%
Health care/medical services	4%
City is clean/well-maintained	3%
Don't know/ not specified	6%

Mentions below 3% are not shown

Quality Of Life



Mentions below 3% are not shown
 Base: City of Airdrie residents (n=400)

Reasons for Increase in Quality of Life	n=30
Good store / shopping / business options	27%
Rapid growth / City is growing fast	16%
Good parks / green spaces	15%
Good City amenities / services	7%
Access to free services / programs	5%
Good road maintenance / repairs	4%
Don't know/ not stated	23%

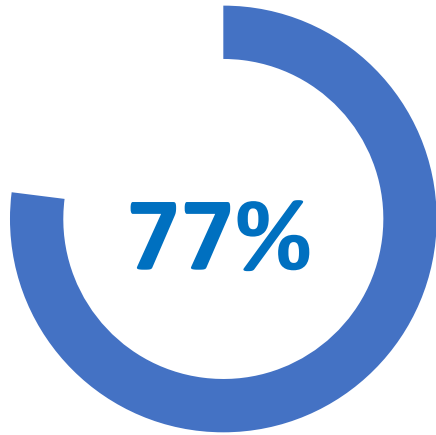
Base: Respondents who said the quality of life in Airdrie has INCREASED over the past 12 months

Reasons for Decrease in Quality of Life	n=59
Rapid growth / City is growing too fast	33%
Increasing crime / criminal activity	26%
Traffic congestion / high traffic volume	20%
Taxes are costly / expensive	7%
Economic downturn / poor economy	7%
Lack of job / employment opportunities	6%
Decreasing residential property value	4%
Don't know / not stated	5%

Base: Respondents who said the quality of life in Airdrie has DECREASED over the past 12 months

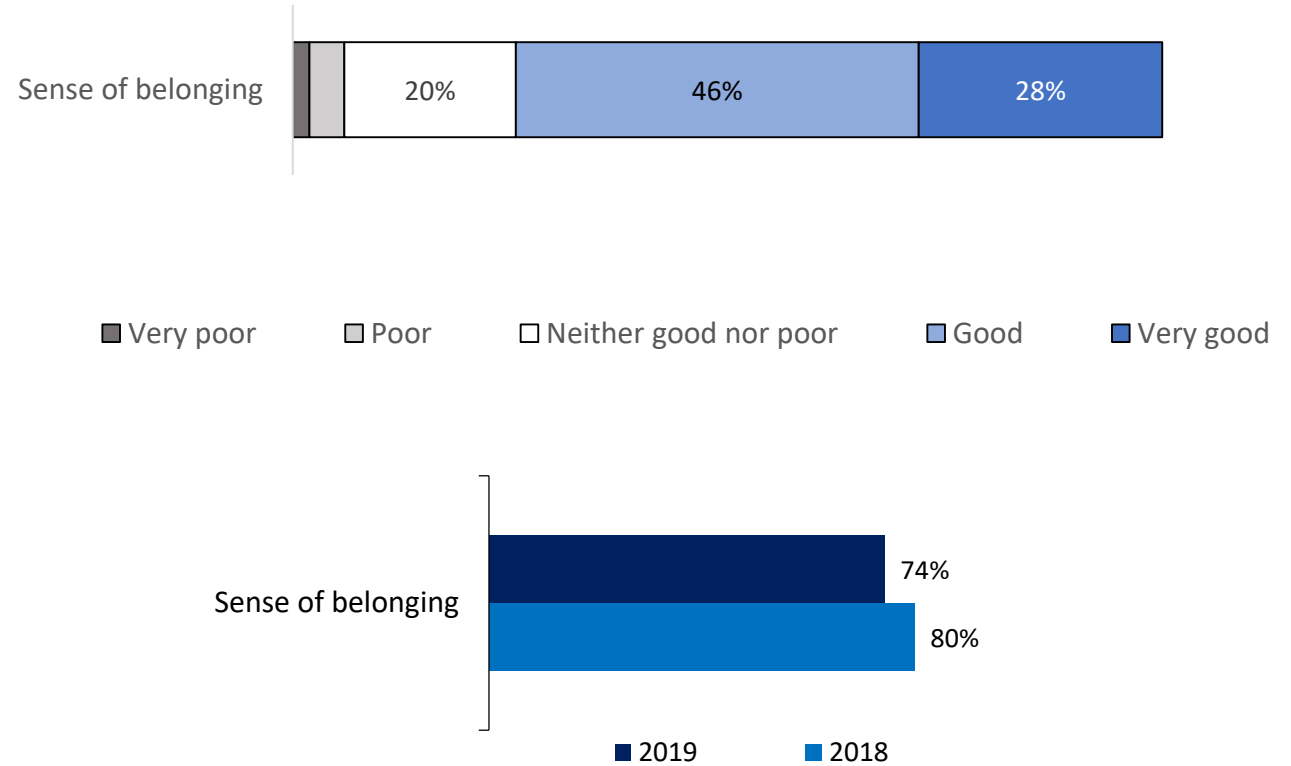
7. Over the past 12 months, would you say the quality of life in Airdrie has...? 8. Why did you provide that response

Likelihood To Recommend Airdrie



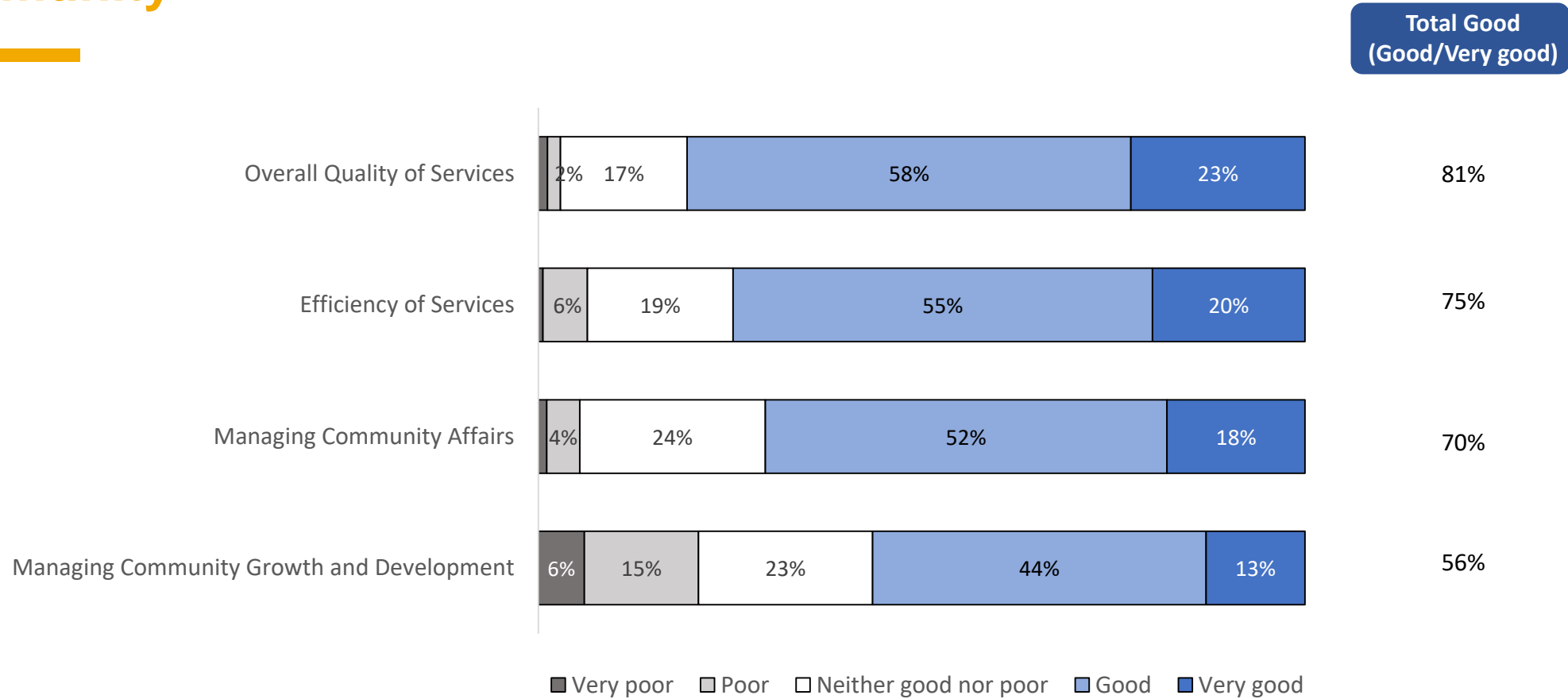
of City of Airdrie residents were likely (8-10 ratings) to recommend Airdrie as a place to live

Note: Responses 1% and below are not shown
Base: City of Airdrie residents (n=400)



Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” responses) (n=389-393)

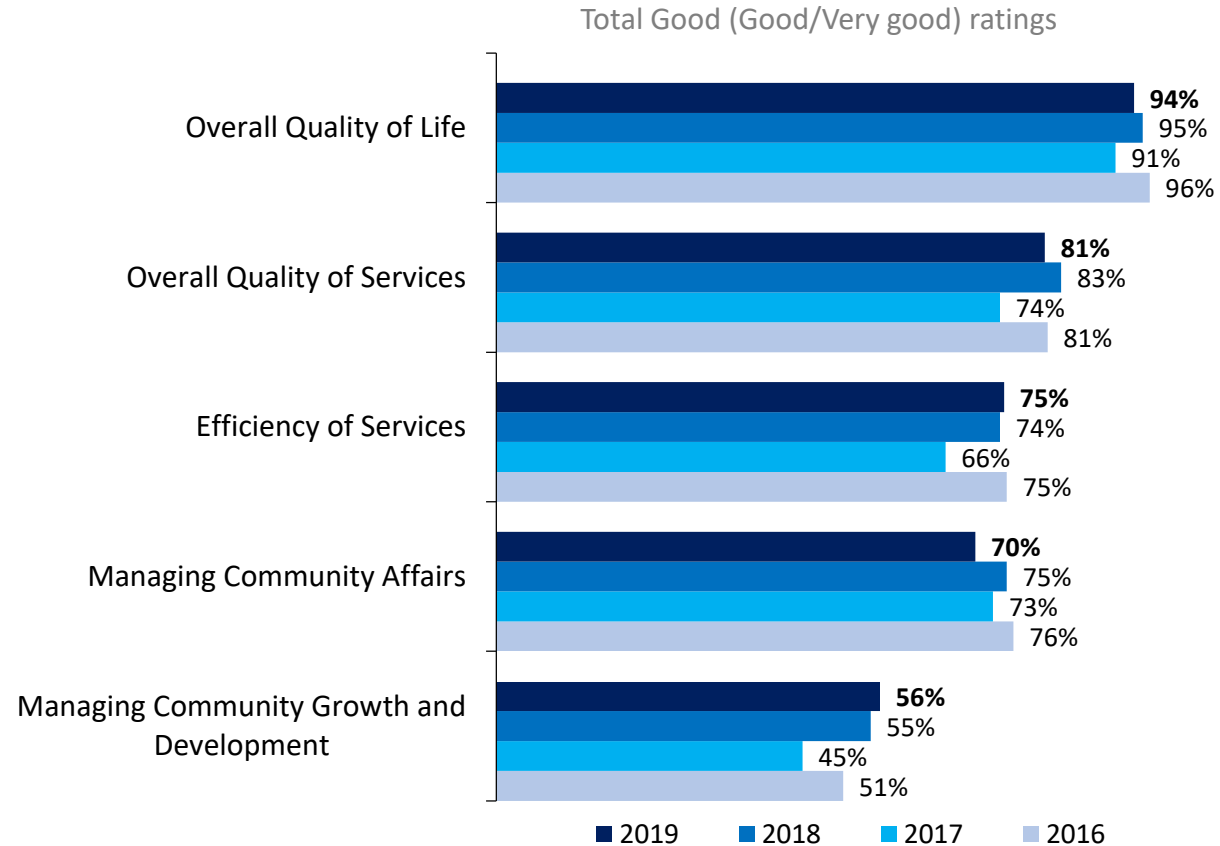
Community



Note: Labels below 2% are not shown

Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” responses) (n=386-395)

Community (trends over time)



Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” responses) (n=386-395)

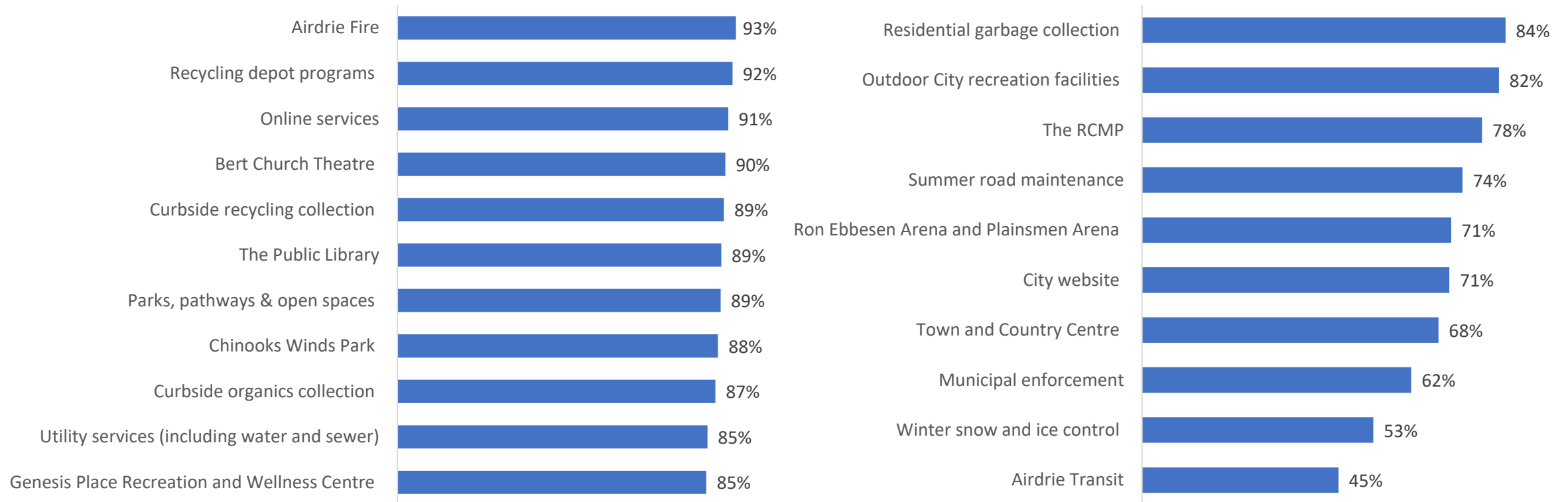
Issues Facing The City Of Airdrie

Issues facing the City of Airdrie	n=400
Infrastructure, traffic, roads, train tracks, construction	42%
Rapid growth management /development / incomplete projects / overdevelopment	19%
Healthcare, not enough hospitals / doctors / clinics	15%
Recreational facilities, parks, bike paths, dog parks	15%
Crime / drugs / community safety / lack of policing / enforcing wrong laws	8%
High taxes / mismanagement of money by City/ keeping costs down/high costs for City	5%
Education, school closures, lack of space in schools	4%
Snow removal	4%
Attract businesses / business development / more jobs / more out of downtown	3%
Garbage collection, recycling, city cleanliness	2%
City transit, LRT expansion, strikes	2%
Refuse, Don't Know	11%

Note: Responses 1% and below are not shown

Base: City of Airdrie residents

Satisfaction With Services And Facilities Used



Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” and “did not use/not applicable” responses) n=102-398

Satisfaction With Services And Facilities Used (trends over time)

Total good (good/very good)	2019	2018	2017	2016
Airdrie Fire	93%	93%	93%	95%
Recycling depot programs*	92%	87%	-	-
Online services	91%	72%	70%	71%
Bert Church Theatre	90%	73%	72%	74%
Curbside recycling collection*	89%	88%	-	-
The Public Library	89%	76%	65%	71%
Parks, pathways & open spaces	89%	87%	82%	86%
Chinook Winds Park	88%	76%	77%	75%
Curbside organics collection**	87%	80%	72%	73%
Utility services (including water and sewer)	85%	86%	85%	81%
Genesis Place Recreation and Wellness Centre	85%	79%	78%	82%
Residential garbage collection**	84%	84%	87%	87%
Outdoor City recreation facilities	82%	78%	80%	77%
The RCMP	78%	82%	81%	88%
Summer road maintenance	74%	65%	66%	67%
Ron Ebbesen Arena and Plainsmen Arena	71%	65%	59%	65%
City website	71%	63%	57%	63%
Town and Country Centre*	68%	53%	-	-
Municipal enforcement	62%	55%	53%	56%
Winter snow and ice control	53%	52%	43%	55%
Airdrie Transit	45%	32%	33%	39%

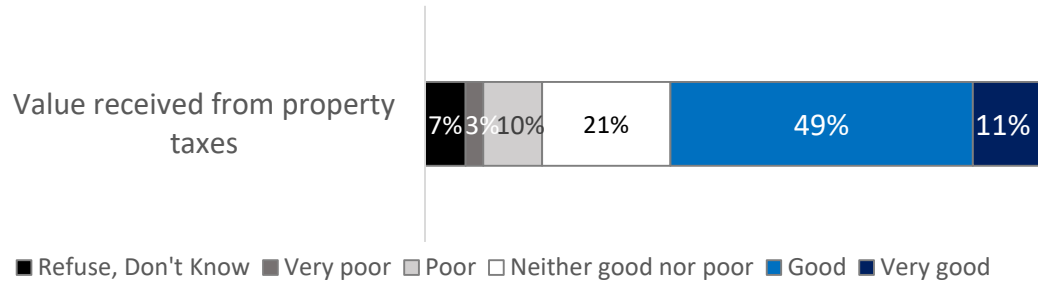
Significantly higher in 2019

Note: *New question in 2018; **change in wording in 2019

Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” and “did not use/not applicable” responses) n=102-398

15. Thinking about your experience with the following services over the past year, how would you rate the quality of each of the following...? Do you think the service they provide is very poor, poor, neither poor nor good, good or very good? If you did not use this service, please indicate this.

Property Taxes And Services



Note: Responses below 5% are not shown
 Base: City of Airdrie residents (n=400)

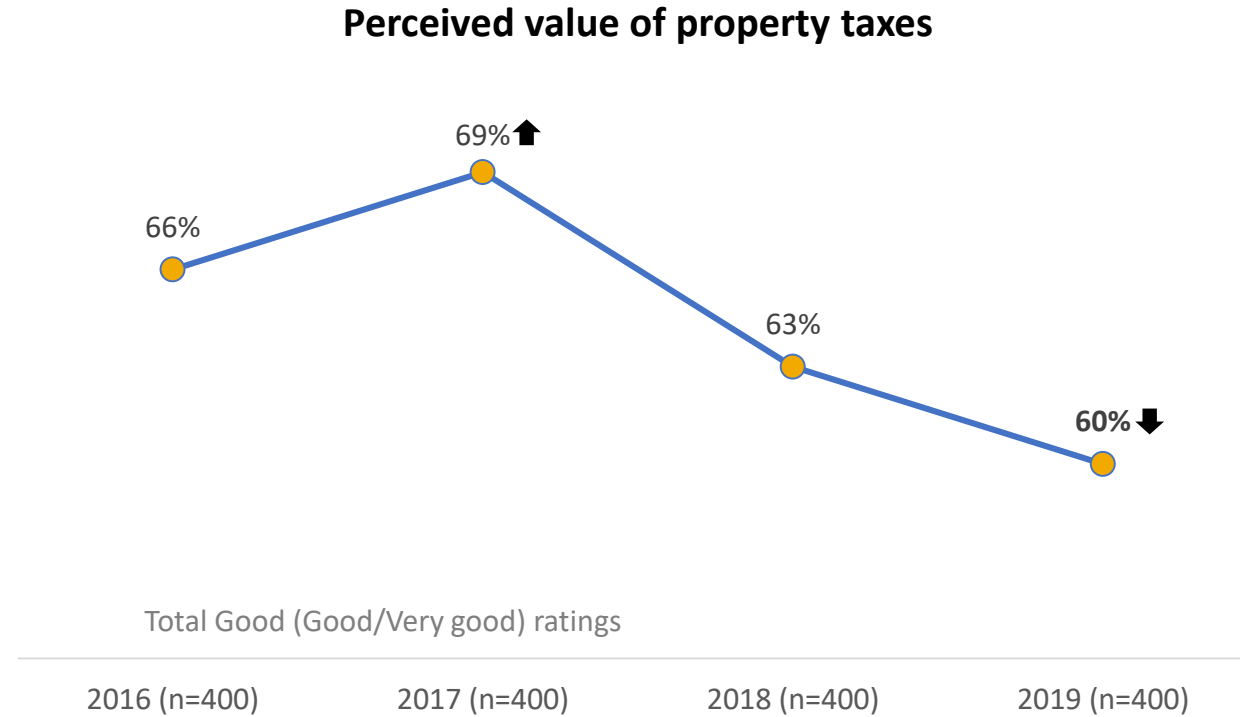
Good/Very Good Reasons		n=251	Poor/Very Poor Reasons		n=44
City services are good / adequate / satisfactory for taxes paid	42%		Taxes are too high / costly	30%	
Good value received compared to other towns / cities / areas	9%		Lack of recreational facilities / activities / programs	11%	
Taxes are low / fair / affordable	6%		Lack of / poor City services	11%	
Taxes are too high / costly	6%		Pay too much taxes for amount / quality of services received	10%	
Good schools / educational facilities	5%		Poor fiscal responsibility / not staying within budget	8%	
Don't know / not stated	19%		Lack of parks / green spaces/walking paths	7%	
			Poor garbage collection / recycling services	7%	
			Lack of / poor road maintenance	6%	
			Lack of / poor RCMP services	6%	
			Lack of schools / schools are overcrowded	6%	
			Lack of roads / poor layout / difficulty getting around	5%	
			Don't know/ not stated	13%	

Base: Respondents who rated the value they felt they received from their property tax dollars as good or very good.

Base: Respondents who rated the value they felt they received from their property tax dollars as poor or very poor. 12

16. Considering the services provided by the City, please rate the value you feel you receive from your property tax dollars. Would you say the value you receive is...? 17. Why do you feel that way?

Property Taxes And Services (trends over time)



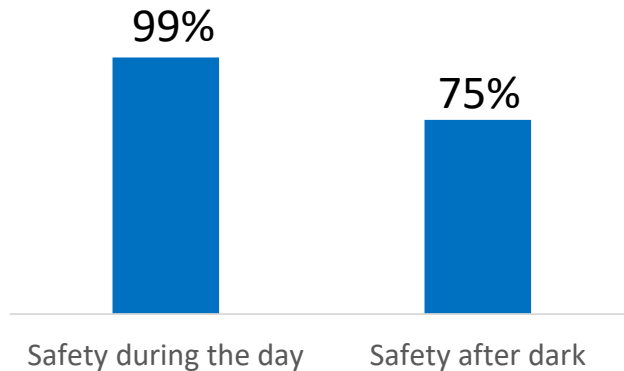
↓ Significantly higher
↑ Significantly lower

Base: City of Airdrie residents

Safety Issues



91% of City of Airdrie residents agreed that they consider Airdrie a safe place to live



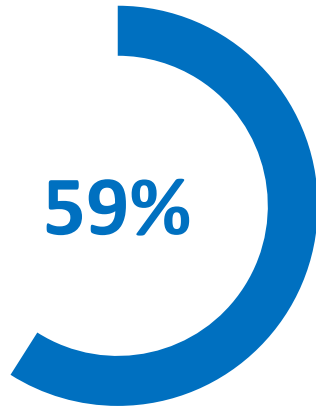
Total Agree (Somewhat/Strongly)	2019	2018	2017	2016
	n=400	n=400	n=400	n=400
Overall community safety	91%	94%	94%	98%
Safety during the day	99%	99%	99%	98%
Safety after dark	75%	81%	79%	79%

Significantly lower in 2019

Base: City of Airdrie residents (n=400)

18. For each statement, do you strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree or strongly agree?

Contact With City



of survey respondents contacted a City of Airdrie staff member in the past year

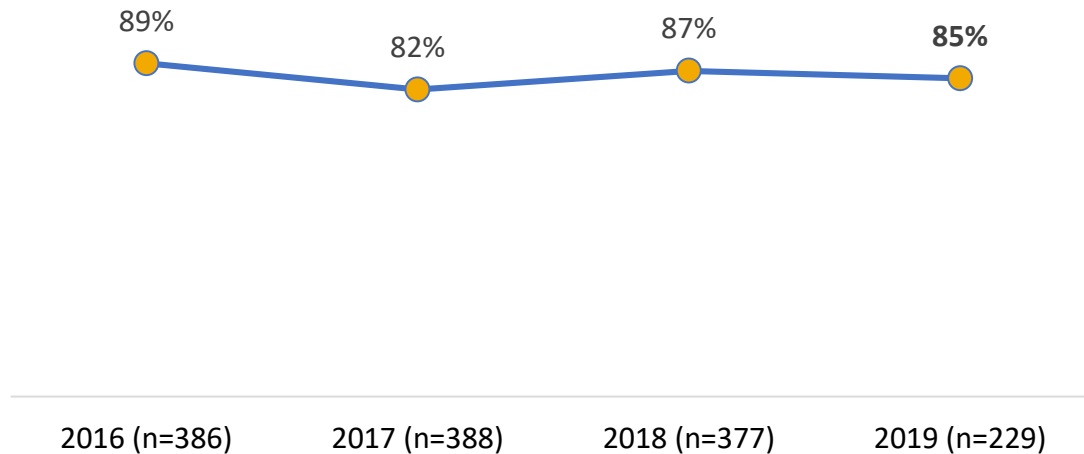
Department Contacted	n=229
Waste & Recycling	12%
Public Works (Roads & Water)	11%
Municipal Enforcement	11%
Parks	10%
Genesis Place	8%
Building Inspections	5%
Utility Administration	5%
Taxation	5%
Planning	4%
RCMP	3%
Assessment	2%
Call Centre	1%
Other	20%
Refuse, Don't Know	4%

Base: Respondents who have had contact with a City of Airdrie staff member in the past year in person, over the phone, in writing or on the Internet

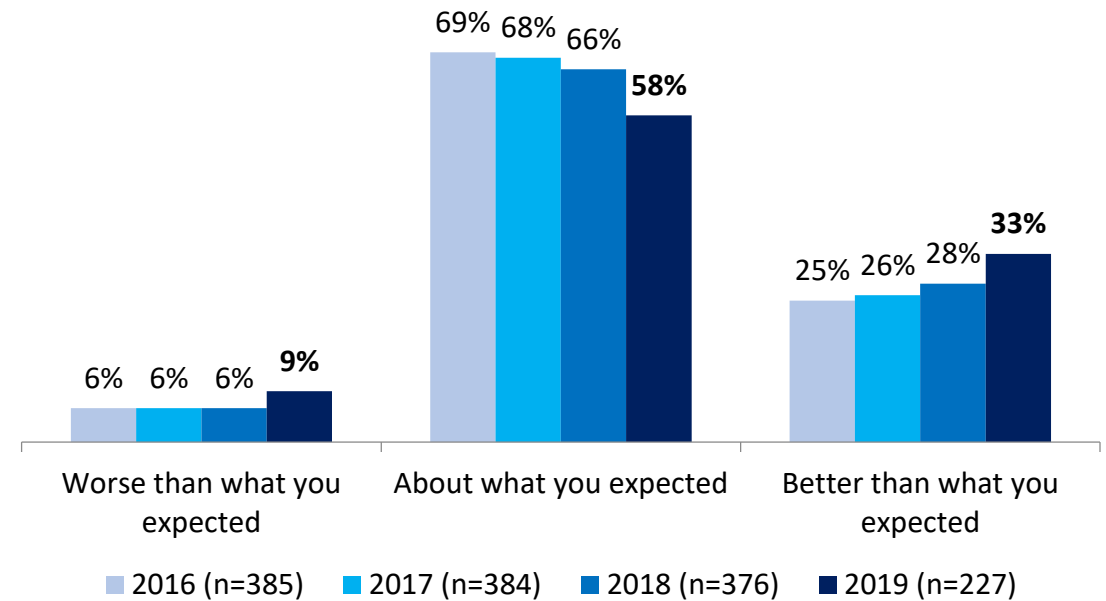
Base: City of Airdrie residents (n=400)

Customer Satisfaction (trends over time)

Satisfaction with customer service received



Expectations of customer service received



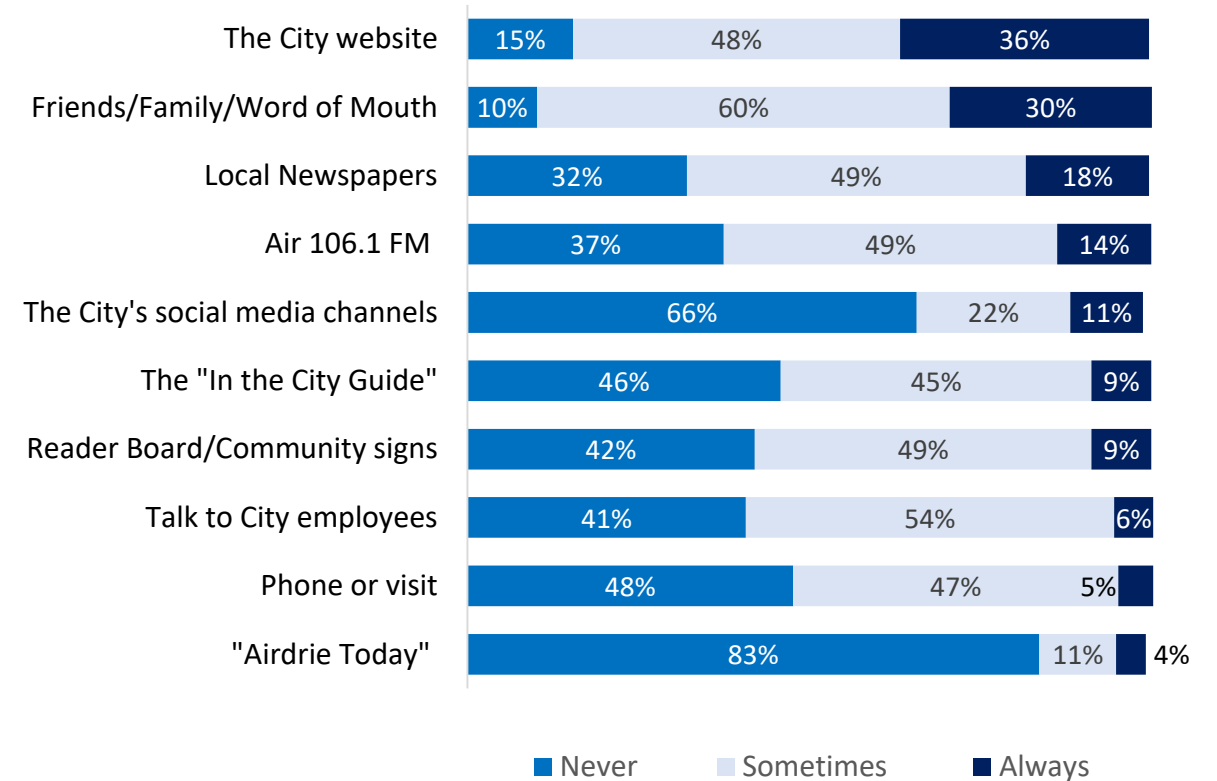
Base: Respondents who have had contact with a City of Airdrie staff member in the past year in person, over the phone, in writing or on the internet; Respondents that provided a valid response (excluding "Don't know").

Communications

Main source of information	n=400
City Website	74%
Social Media	6%
Internet	4%
Telephone book	3%
Go to City Hall	3%
Friends/Family/Word of Mouth	3%
Call centre	2%
City Employees	2%
Newspapers	1%
Don't know/Not stated	3%

Base: City of Airdrie residents (n=400)

Frequency of use



Note: Don't know responses are not shown

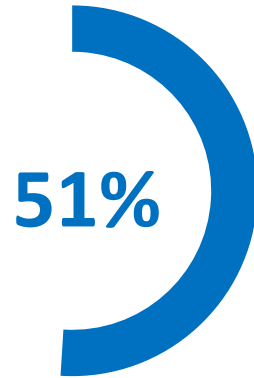
Communications

Top Topics Respondents Would Like Communications On	n=400
City events /functions/activities	21%
Roads /road construction /maintenance	21%
City growth /expansion	15%
Crime /crime rate /stats	9%
City budget /spending	8%
Infrastructure	8%
Taxes /taxation values	7%
Recreational facilities/programs /services	7%
Traffic control /management	6%
City services /facilities	6%
Garbage and recycling services	6%
Current construction projects	5%
Bylaw enforcement /animal control services	5%
Residential housing development	4%
Parks /green spaces /walking paths	4%
Health care services /hospital development	3%
Snow /ice removal services	3%
Business /commercial development	3%
Community programs /services	3%
Don't know/ not specified	25%

Note: Responses below 3% are not shown

Base: City of Airdrie residents

Public Engagement



of the City of Airdrie residents were satisfied with the opportunities for public engagement in Airdrie

Participation in any engagement opportunities		n=400
Yes		29%
	Phone /web survey	18%
	Open house	7%
	Public meeting /hearing /forum	5%
	Focus group	2%
	Trade show	1%
No		64%
Refuse, Don't Know		8%

Barriers to participating in public engagement opportunities		n=255*
Yes		39%
	Lack of free time /I am too busy	22%
	Lack of public awareness of engagement opportunities	12%
	Lack of interest /topics not relevant to me	3%
	Health /medical related issues	2%
	Lack of parking availability	1%
	Lack of transportation /I do not drive	1%
No		58%
Refuse, Don't Know		3%

*Base: Respondents who have not participated in any public engagement opportunities provided by the City of Airdrie in the past 12 months

Base: City of Airdrie residents (n=400)

Public Engagement

Top priorities	n=400
Priorities named	86%
More recreational facilities	17%
Improve health care services /need a hospital facility	16%
Improve traffic flow /control	14%
More road development /access roads	12%
Improve infrastructure	8%
Lower taxes	7%
Managing City growth /expansion /development	7%
Reduce crime rate /criminal activity	6%
More schools /educational facilities	6%
Improve snow /ice removal services	5%
Improve fiscal responsibility /stay within budget	4%
Improve public transit services	3%
Improve road maintenance /repairs	3%
More parks /green spaces /walking paths	3%
More public libraries	3%
None/no advice	8%
Refuse, Don't Know	6%

Note: Responses below 3% are not shown

Base: City of Airdrie residents

29. Finally, if you were sitting on City Council, what would your top one or two priorities be?

Phone vs. Web

Quality of Life

94% **91%**

Phone Web

of City of Airdrie residents rated their quality of life as good or very good

Factors contributing to quality of life	Total Good (Good/Very Good)
	Phone, n=400

Availability of services/facilities/amenities	29%
Small town feel/atmosphere	19%
Parks/green spaces/walking trails	14%

Factors contributing to quality of life	Total Good (Good/Very Good)
	Web, n=613

Availability of services/facilities/amenities	12%
Small town feel/atmosphere	8%
Low crime rate/safe community	6%

Quality of Life over the past 12 months

29% **16%**

Phone Web

of City of Airdrie residents said that quality of life decreased over the past 12 month

Reasons for Decrease in Quality of Life	Total Good (Good/Very Good)
	Phone, n=59

Rapid growth / City is growing too fast	33%
Increasing crime / criminal activity	26%

Reasons for Decrease in Quality of Life	Total Good (Good/Very Good)
	Web, n=104

Increasing crime / criminal activity	34%
Traffic congestion/high traffic volume	30%

Phone vs. Web

Likelihood to recommend

77%

Phone

62%

Web

of City of Airdrie residents said that would be likely to recommend Airdrie as a place to live

Community

81%

Phone

70%

Web

respondents rated overall quality of services as good or very good

Safety

91%

Phone

82%

Web

of City of Airdrie residents agreed that they consider Airdrie a safe place to live

Property Taxes and Services

60%

Phone

48%

Web

of City of Airdrie residents rated the value they felt they received from their property tax dollars as good or very good

Satisfaction With Services And Facilities Used

Satisfaction With Services And Facilities Used	Total Good (Good/Very Good)
	Phone, n=400

Airdrie Fire	93%
Recycling depot programs*	92%
Online services	91%

Satisfaction With Services And Facilities Used	Total Good (Good/Very Good)
	Web, n=613

Airdrie Fire	93%
Bert Church Theater	87%
Curbside Recycling Collection	84%

Municipal Comparison

The findings from resident surveys conducted in Okotoks, Leduc, Strathcona County (urban population of Sherwood Park) and Spruce Grove were examined:

Quality Of Life (94% of City of Airdrie residents rated their quality of life as good or very good)

- Respondents of other municipalities investigated provided high ratings for the overall quality of life in their communities, with all municipalities rating their overall level of satisfaction 80% or higher. Two municipalities rated satisfaction relatively high, at 97% and 99%.

Issues Facing The City Of Airdrie

- Important issues facing City of Airdrie included: Infrastructure, traffic, roads, train tracks, construction (42%), Rapid growth management /development / incomplete projects / overdevelopment (19%), Healthcare, not enough hospitals / doctors / clinics (15%), Recreational facilities, parks, bike paths, dog parks (15%). Important issues facing other municipalities included: population growth – keeping up services; infrastructure, with rapid growth; transportation – traffic flow, road conditions, public transit, and snow removal; taxation; and increasing crime rates.

Overall Quality of Civic Services (81% of City of Airdrie residents rated overall quality of civic services as good or very good)

- Of the three municipalities that rated overall quality of services provided, all municipalities rated overall quality of services higher than 80%. The highest rating was 92%.

Overall Importance and Service Improvements

- In the examination of other municipalities, a range of services were considered to be areas of priority. Common key strengths among the comparable cities included parks and pathways/trails, RCMP, and Emergency services (including both fire and ambulance). Both summer and winter road maintenance were seen as primary areas of improvement for other municipalities surveyed.

Safety (91% of City of Airdrie residents agreed that they consider Airdrie a safe place to live)

- Two (2) other municipalities asked respondents if their community was a safe place to live or if they felt safe and secure in their community; the percentage who gave high ratings of safety ranged from 73% to 96%.