



# City of Airdrie

## 2021 Citizen Satisfaction Report

February 16, 2021

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# 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.

## Study Completion Dates

- Data collection was carried out from January 11-29, 2021.

## Sample

- In total, Y Station conducted a general population survey with n=400 interviews with City of Airdrie citizens 18+, with quotas for age and gender.
  - A social-media sample (n=174) in combination with a landline-telephone sample (n=226) 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=1,286 responses. Results of this survey have been provided under a separate cover.

## Data Collection

- The statistically valid general population survey was conducted using random landline phone dialing in the City of Airdrie as well as web-based through targeted social media ads. This way, younger demographics were captured that are typically harder to reach via telephone.
- For the public survey, an open-link survey was made available to the City of Airdrie's citizens on the City's website.

## 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. Public results should be interpreted with caution.

## Data Reported

- Please note that all data and analysis in this report refers to the general population survey, unless otherwise stated.

# Executive Summary

## Quality of Life

- The majority of Airdrie residents (93%, comparable to 92% in 2020) rated their quality of life as good or very good. Top factors contributing to this were: availability of services, facilities, and amenities (29%), parks and green spaces (23%), and the selection of shops and restaurants (16%).
- Over half (54%, a significant decrease from 75% in 2020) of Airdrie's citizens said that the quality of life has stayed the same over the last 12 months. Three percent believe that the quality has increased (3%, comparable to 4% in 2020), while 41% (a significant increase from 18% in 2020) said the quality has decreased.
- Nearly three quarters (71%, a slight increase from 66% in 2020) of Airdrie residents said that they would be likely to recommend Airdrie as a place to live.

## Community

- Most community measures performed well. Three quarters (75%, comparable to 73% in 2020) of Airdrie residents rated overall quality of services as good or very good. Consistent with previous years, managing community growth and development (47%) had the lowest rating out of all community measures.

## Services and Facilities

- Most services and facilities had similar ratings compared to 2020. Top services were Airdrie Fire (92%), Chinooks Winds Park (89%, comparable to 92% in 2020), Bert Church Theatre (89% versus 87% in 2020), and Recycling Depot Programs (87%, consistent with 87% in 2020).
- The following services and facilities experienced a significant decrease in ratings in 2021: Residential Garbage Collection (74% compared to 85% in 2020) and Winter Snow and Ice Control (33% compared to 56% in 2020).

# Executive Summary

## Property Taxes and Services

- Nearly half of the Airdrie residents (46%, comparable to 50% in 2020) felt they received good or very good value for their tax dollars. Nearly half of those who felt this way (45%) said that City services are satisfactory for the taxes paid.
- The top concerns of those who felt they received poor or very poor value for their tax dollars are due to poor snow removal (31%) and poor garbage collection and recycling services (16%).

## Safety

- The majority (92%, significantly increased from 86% in 2020) of Airdrie residents agreed that they consider Airdrie a safe place to live. Safety during the day slightly increased (98% compared to 96% in 2020). The safety after dark rating was 78% in 2021, comparable to 79% in 2020.

## Contact with City

- Nearly half (48%) of Airdrie's residents contacted a City of Airdrie staff member in the past year. Waste & Recycling (12%), Planning (12%), and Municipal Enforcement (11%) were the top three departments contacted.

## Customer Satisfaction

- Four-in-five (79%, comparable to 81% in 2020) respondents who have had contact with a City of Airdrie staff member rated customer service received as good or very good. More than one-third (35%, comparable to 37% in 2020) rated customer service as better than expected.

# Executive Summary

## Communications

- As in the previous year, the City website was the most popular source of information (71%, significantly increased from 62% in 2020); over four-in-five (89%, 84% in 2020) Airdrie residents said they used the City website sometimes or always.
- The top topics that Airdrie residents would like to be communicated about included: road construction and maintenance (17%, decreased from 28%); City events, functions, and activities (13%, decreased from 21% in 2020); and City growth and expansion (11%, same as 2020).

## Public Engagement

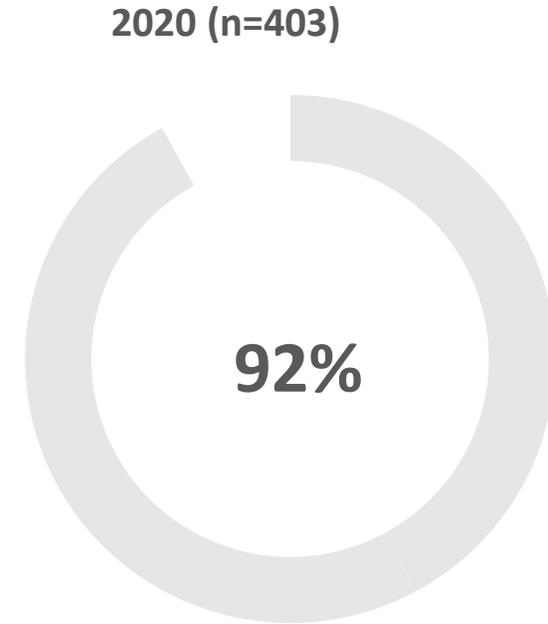
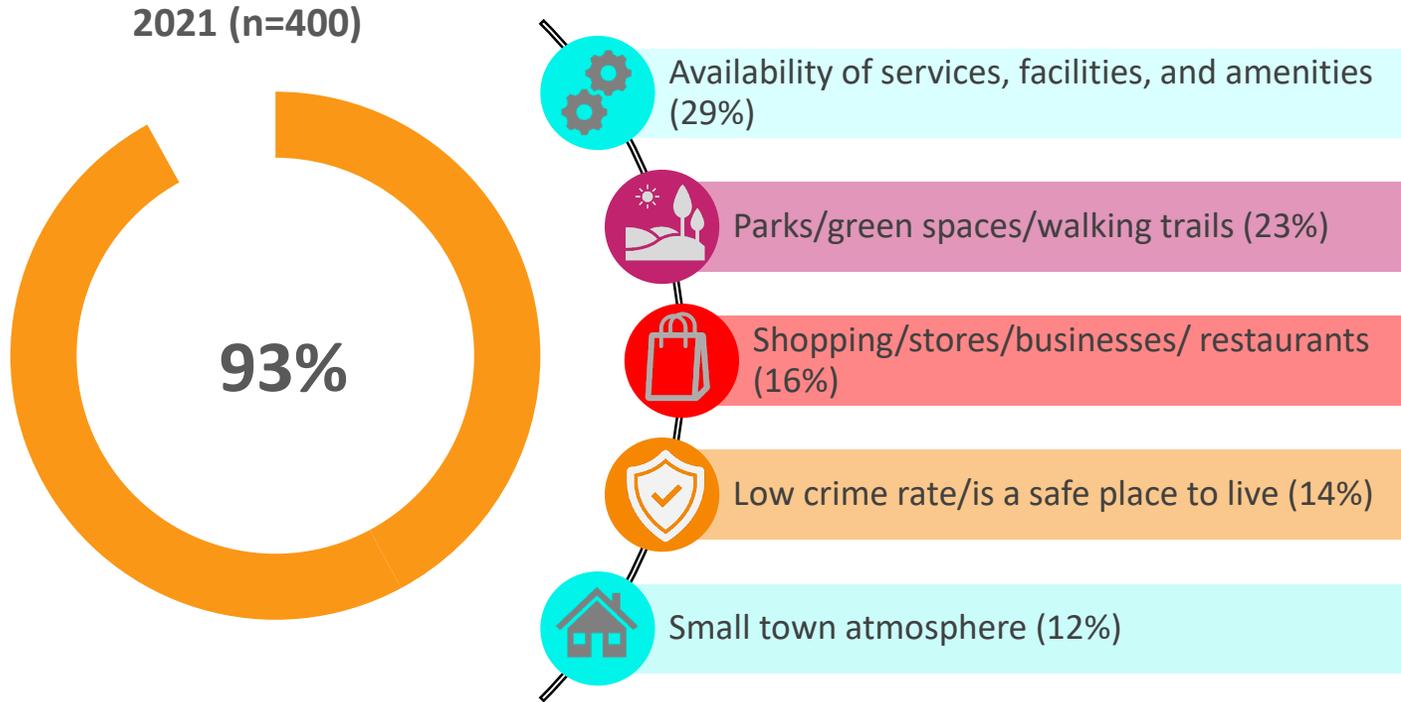
- About half (45%, comparable to 48% in 2020) of Airdrie residents were satisfied with the opportunities for public engagement in Airdrie. Approximately, one-in-five (19%) of Airdrie residents participated in an engagement activity in the past year. The main barrier for those who did not participate in any engagement activities was due to COVID (16%) and a lack of free time (9%, decreased from 17%).
- The top priorities that residents would address if they were on City Council were: improvement of traffic flow and control (15%), more road development and access roads (13%), and more recreational facilities (11%).

## General Findings

- In general, the results are comparable to 2020.

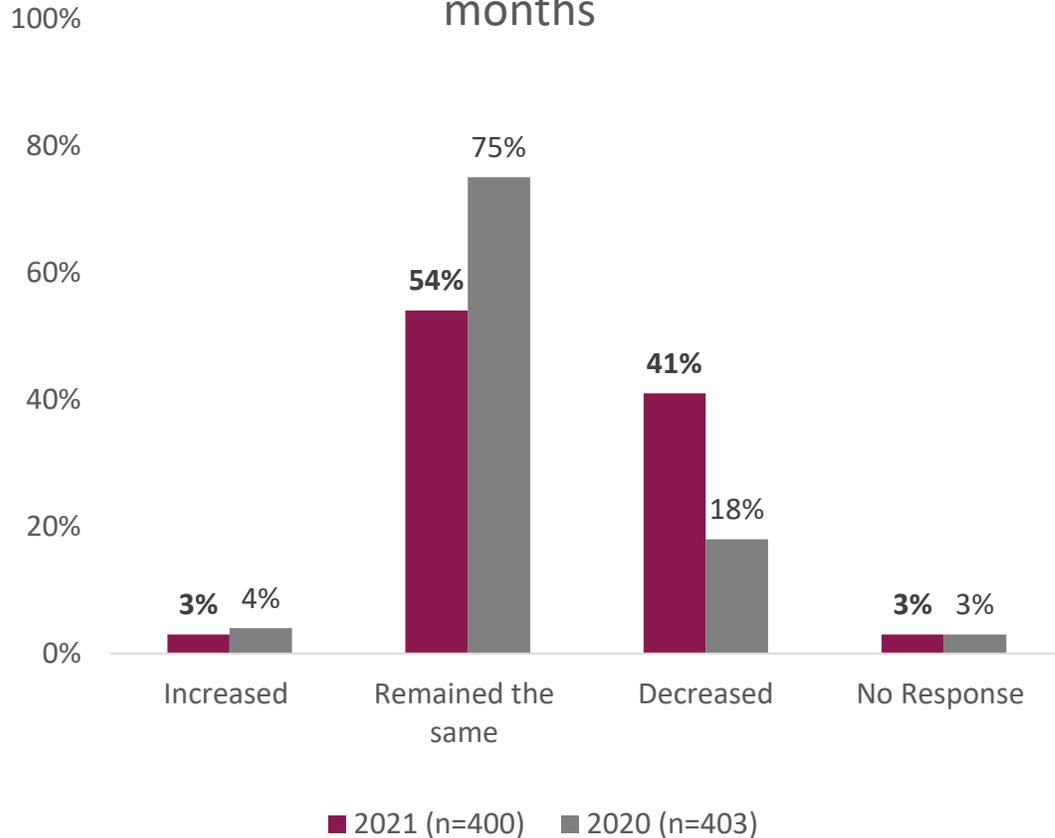
# Quality of Life

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

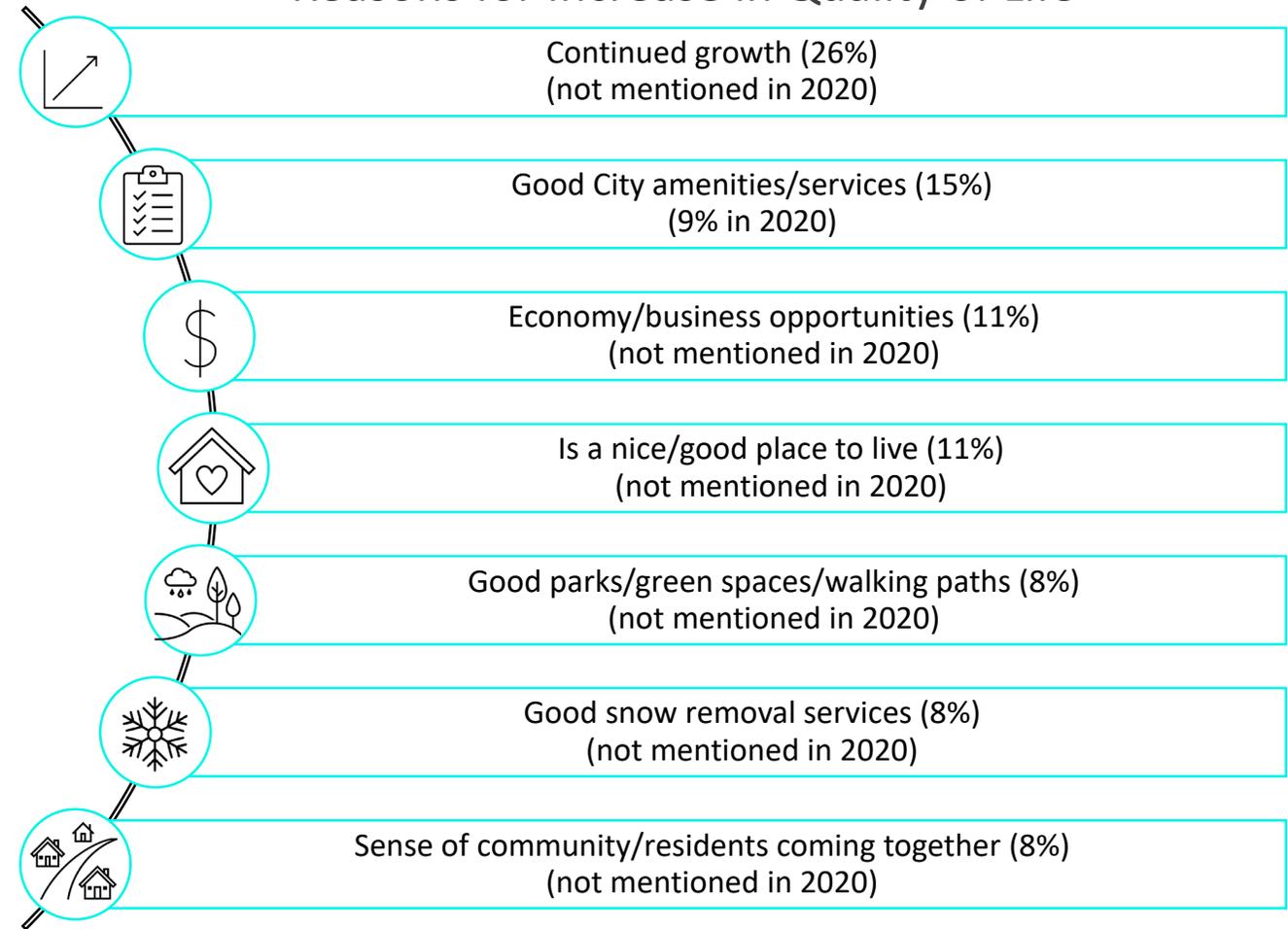


# Quality of Life

Quality of Life in Airdrie over the past 12 months



## Reasons for Increase in Quality of Life



2021 (n=11)\*  
2020 (n=19)\*

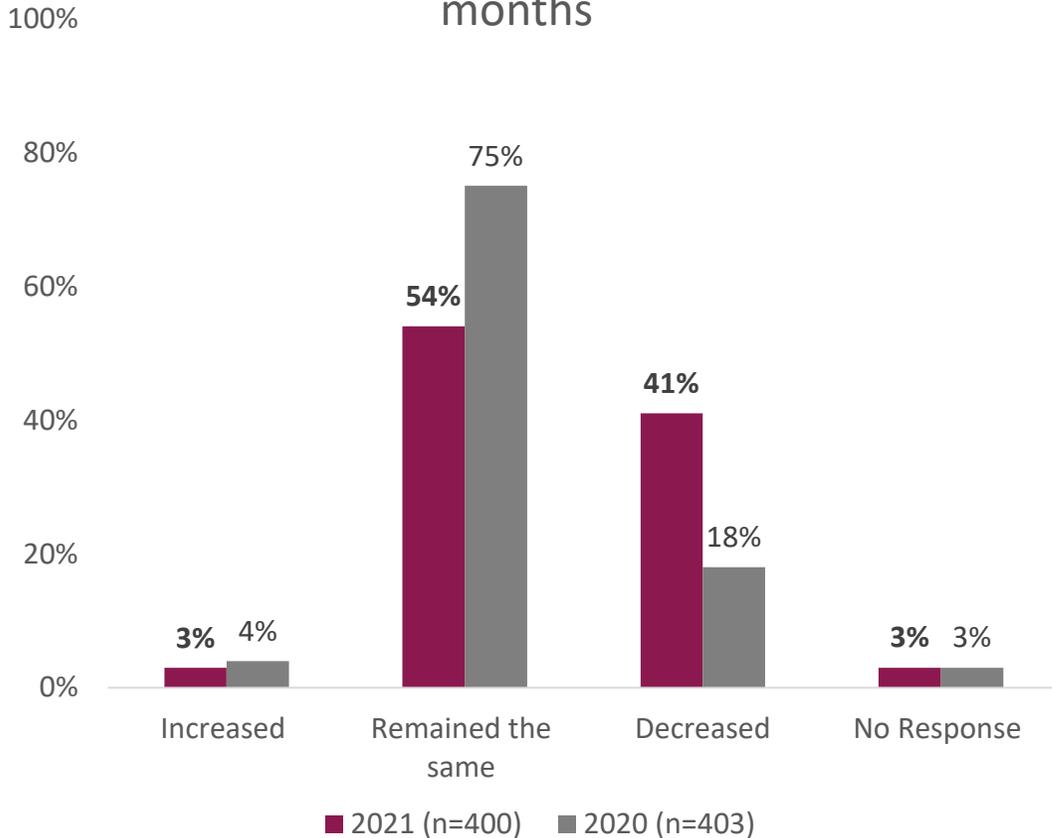
Over the past 12 months, would you say the quality of life in Airdrie has...? Why did you provide that response?

Please be cautious interpreting bases <30; top responses shown

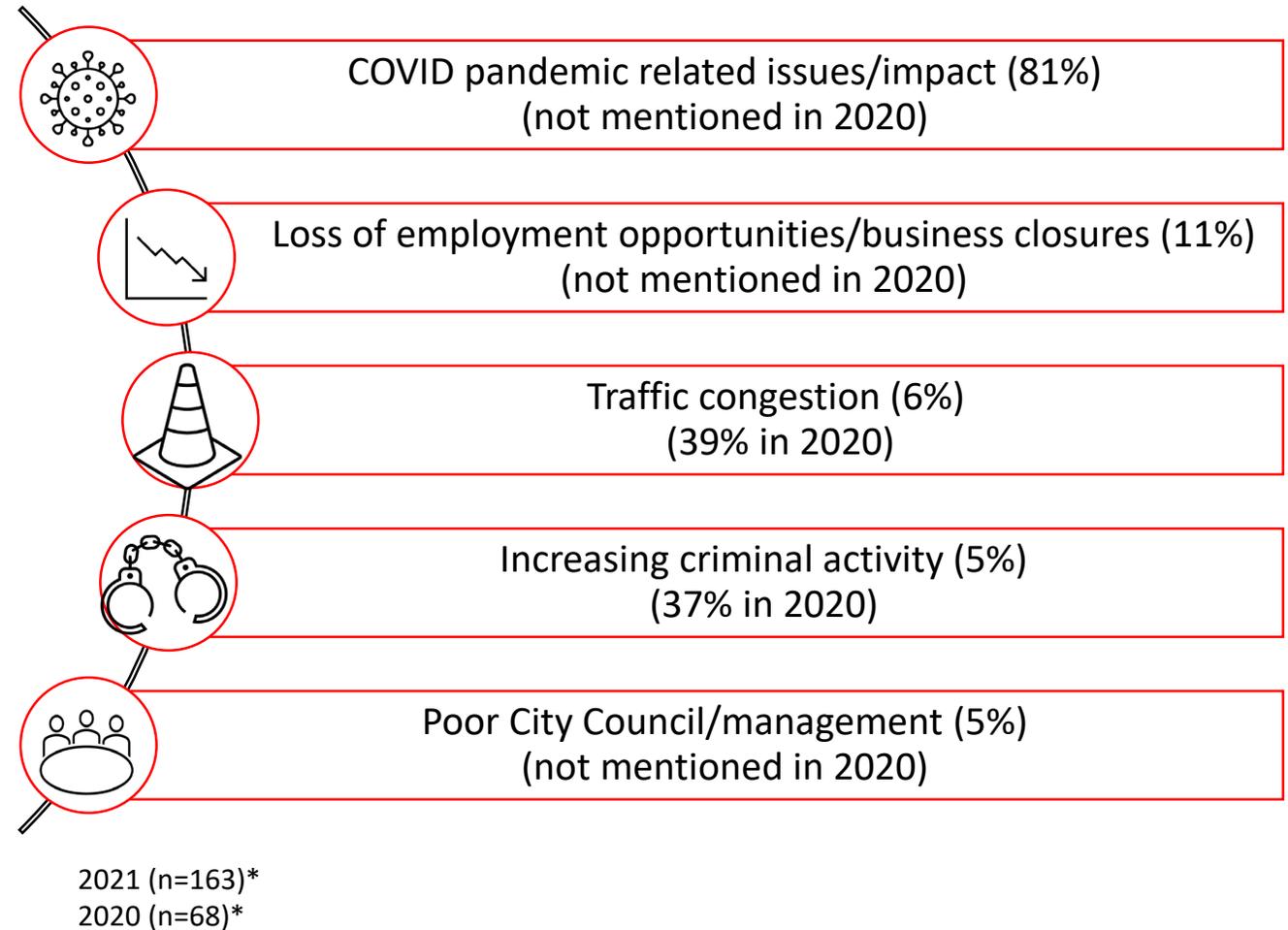
\*Base: City of Airdrie residents /respondents who said the quality of life in Airdrie has increased over the past 12 months

# Quality of Life

Quality of Life in Airdrie over the past 12 months



## Reasons for Decrease in Quality of Life (Top Responses)

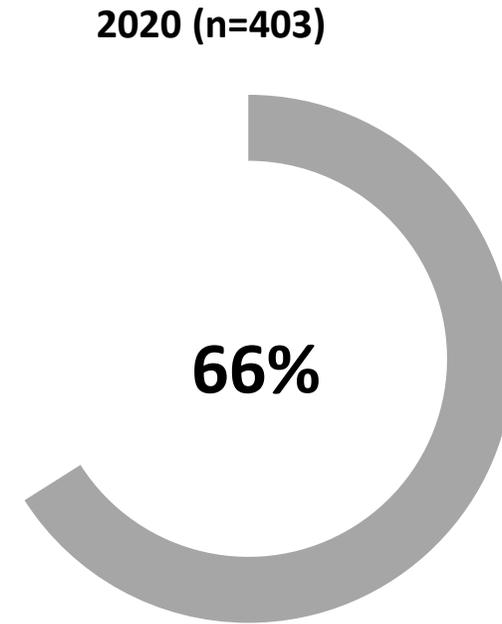
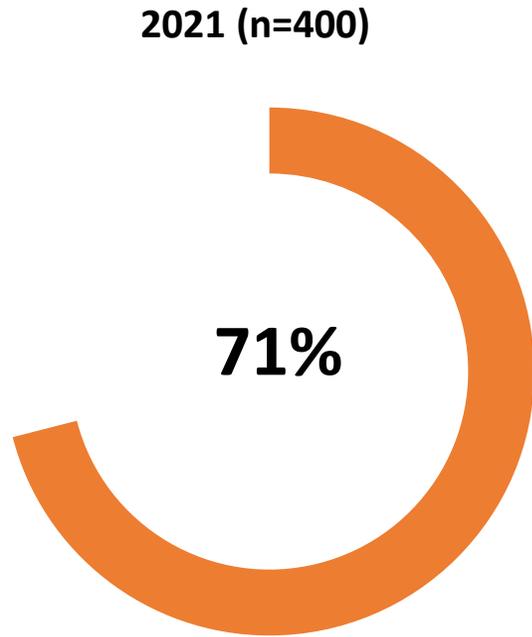


Over the past 12 months, would you say the quality of life in Airdrie has...? Why did you provide that response?

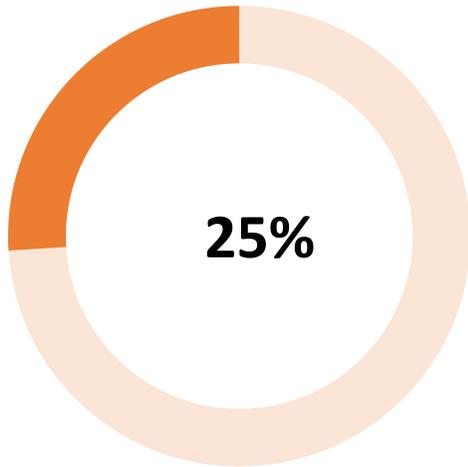
\*Base: City of Airdrie residents /respondents who said the quality of life in Airdrie has decreased over the past 12 months

# Likelihood To Recommend Airdrie

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

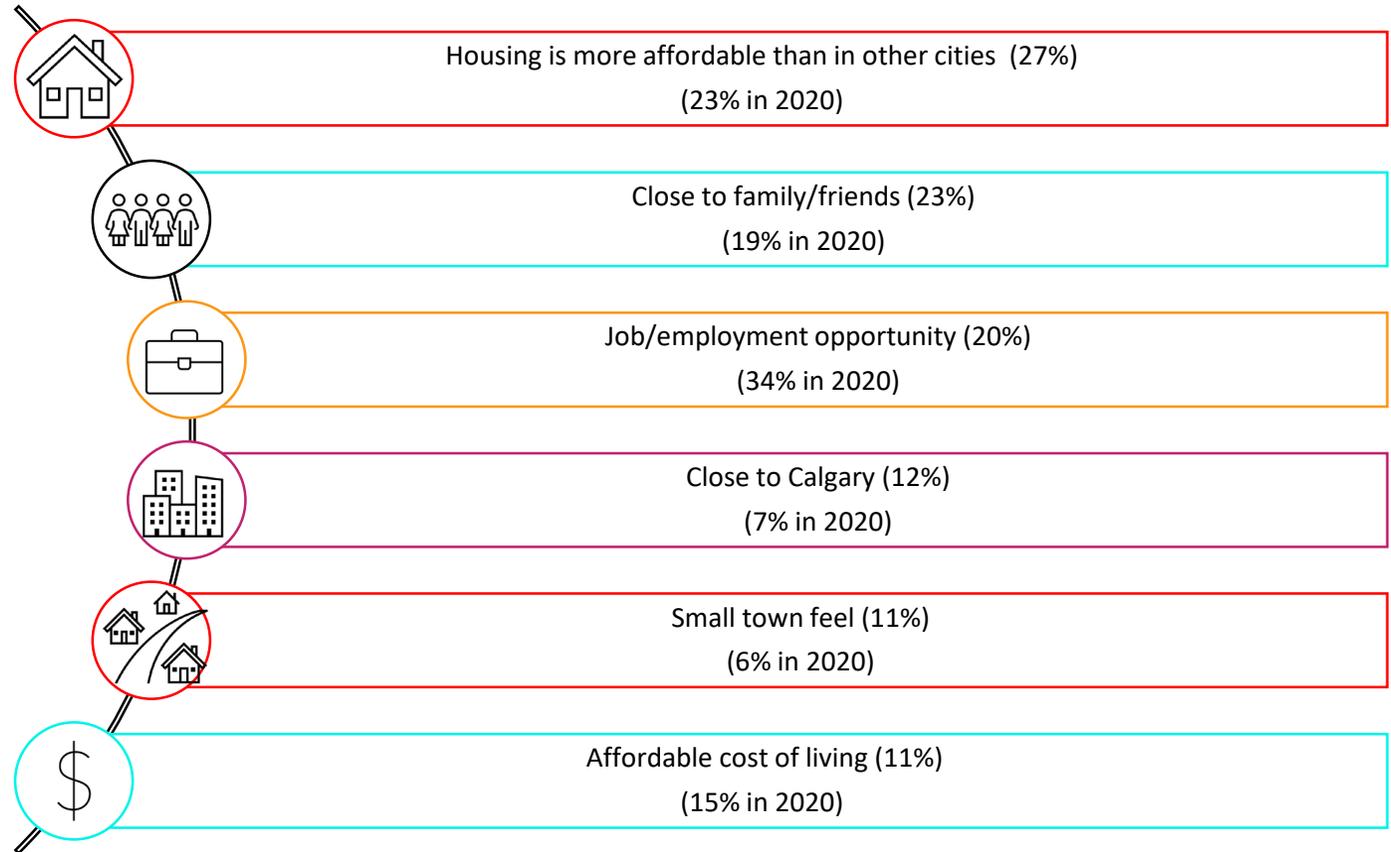


# Reasons to Move to Airdrie



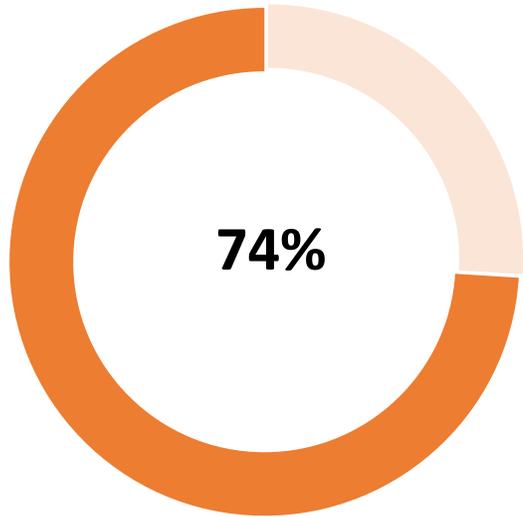
25% of respondents have lived in Airdrie for 5 years or less.

## Why did you decide to move to Airdrie?



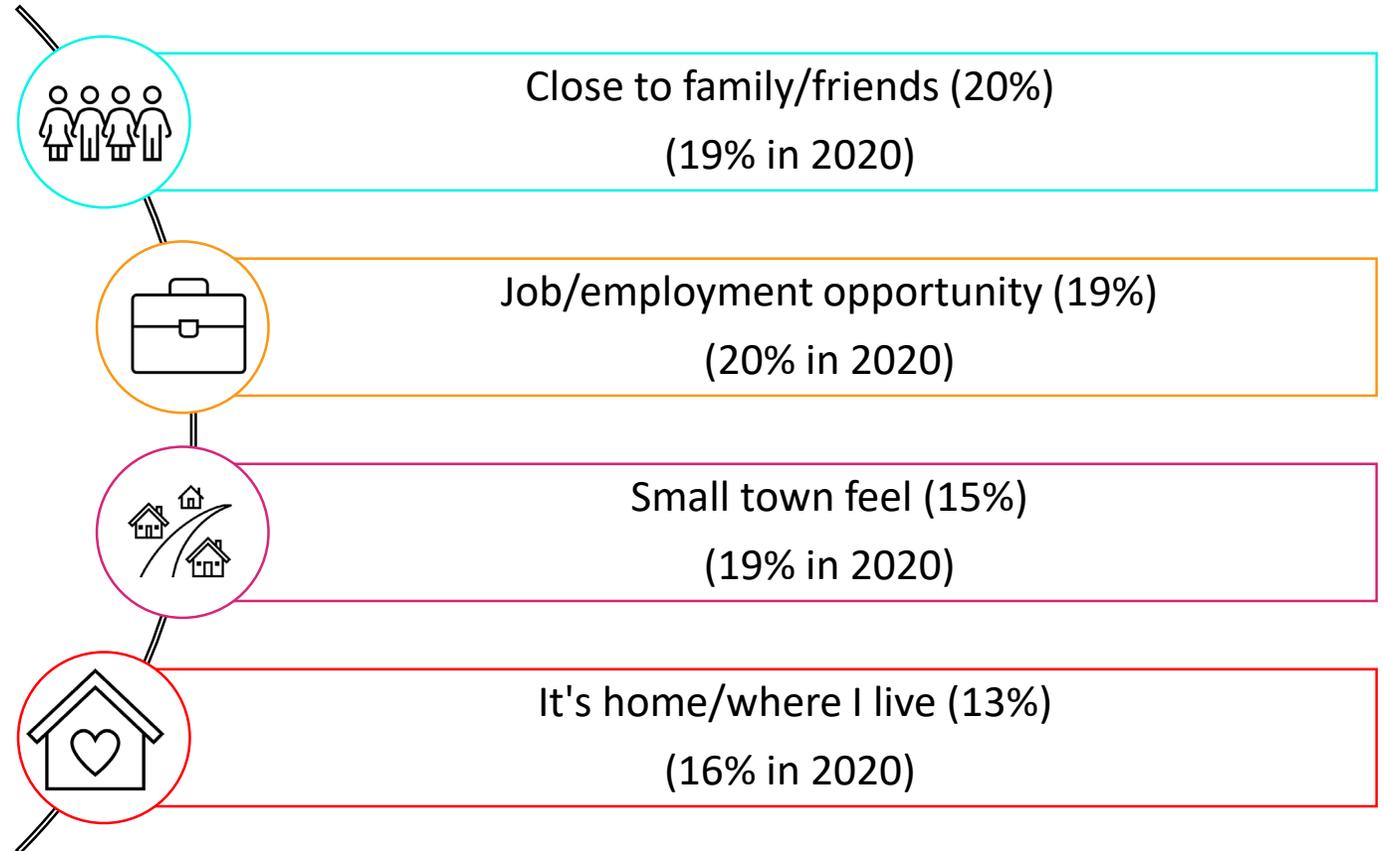
2021 n=73  
2020 n=67

# Reasons to Stay in Airdrie



74% of respondents have lived in Airdrie for more than 5 years

## Why have you stayed in Airdrie for that long?



2021 n=325  
2020 n=335

Why have you stayed in Airdrie for that long?

Top responses shown

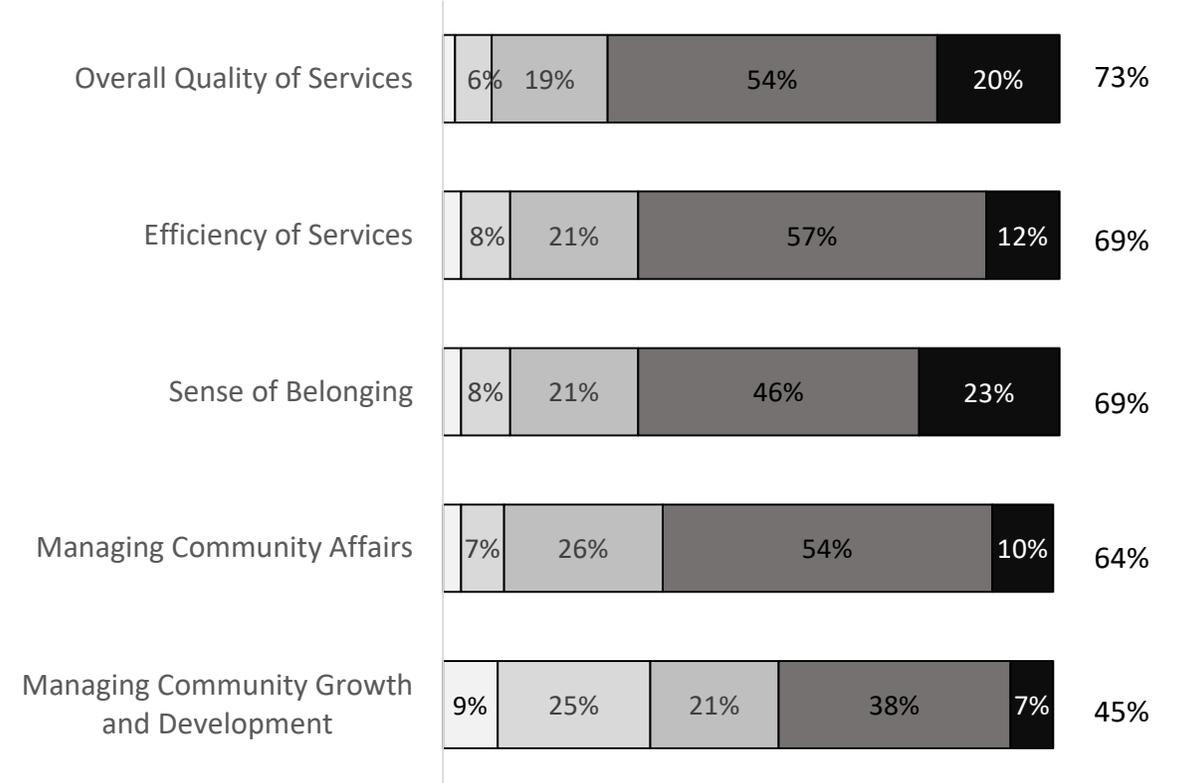
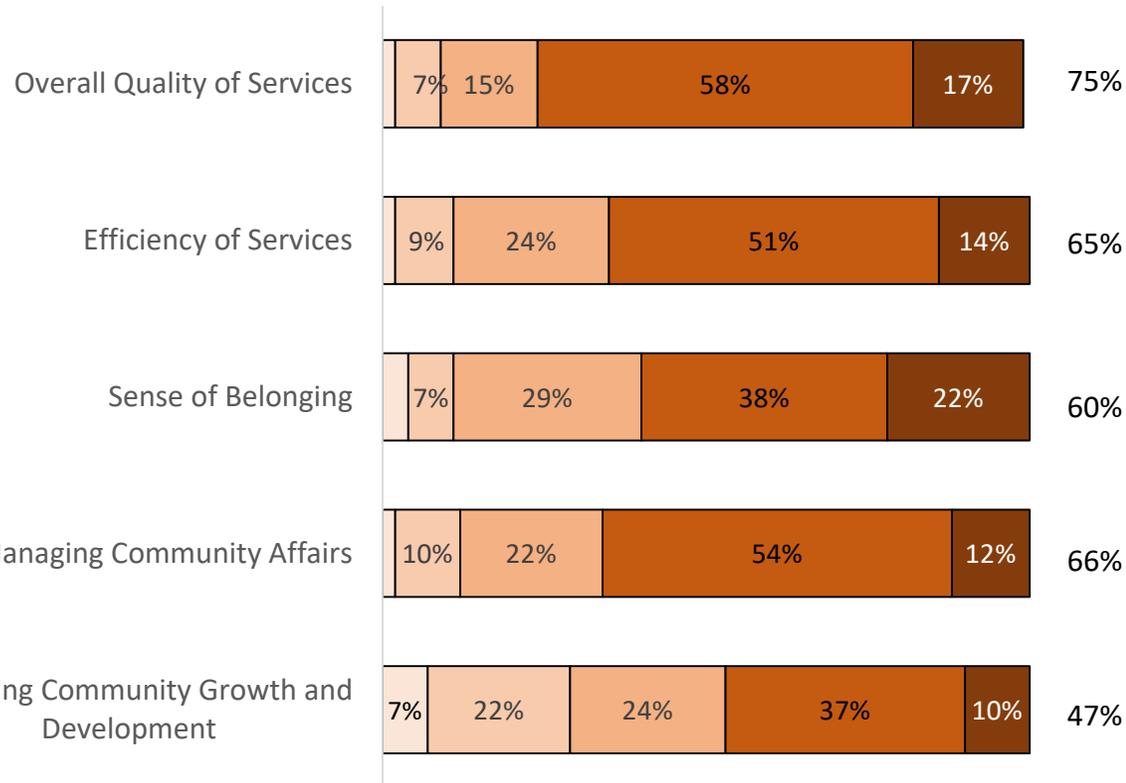
Base: Respondents who have lived in Airdrie for more than 5 years

# Community

2021

Total Good  
(Good/Very good)

2020



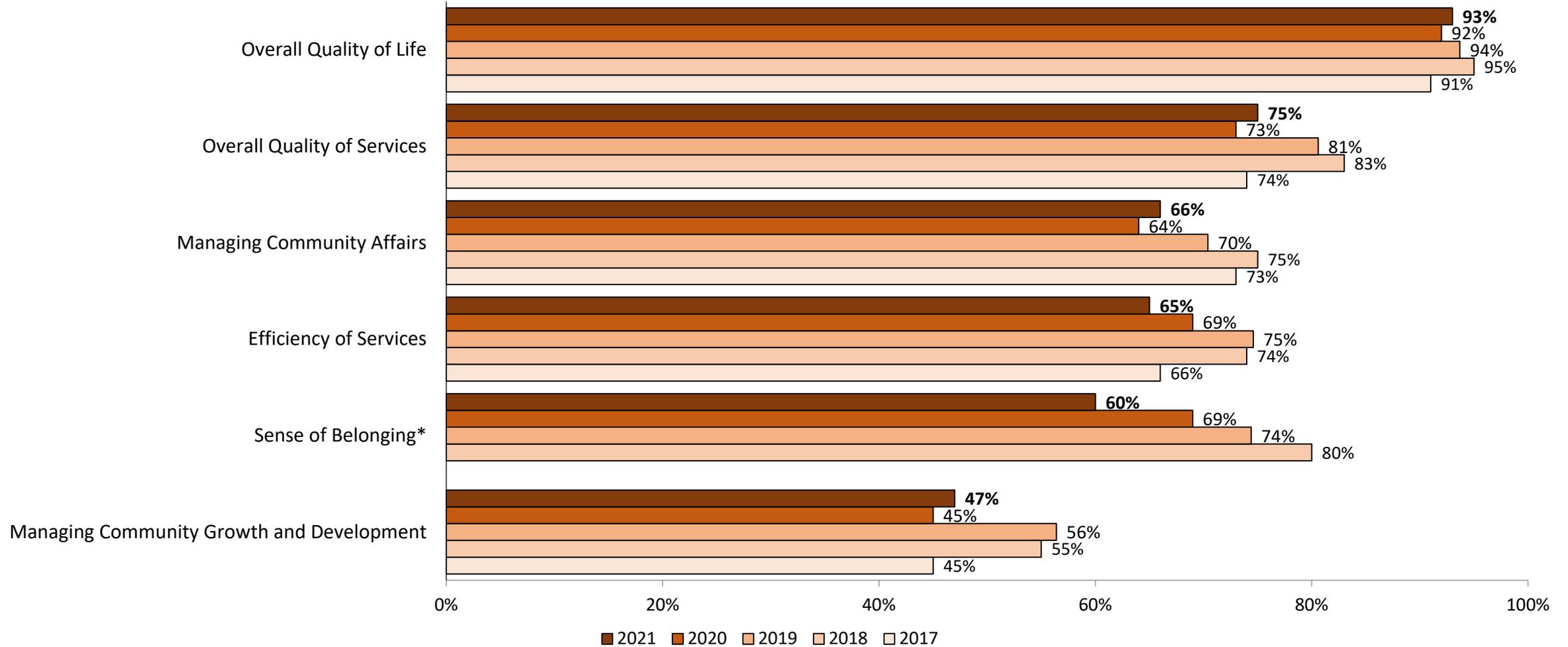
Very poor Poor Neither good nor poor Good Very good

Very poor Poor Neither good nor poor Good Very good

Overall, how would you rate the City of Airdrie in terms of...? How would you rate your sense of belonging to your local community? Overall, thinking of all the services the City of Airdrie provides would you say that the quality of services provided is...? Labels 3% and below are not shown  
Base: City of Airdrie residents who provided a valid response ( i.e., excluding “don’t know” responses) (n=375-397 in 2021)

# Community (trends over time)

Total Good (Good/Very good) ratings



Overall, how would you rate the City of Airdrie in terms of...? How would you rate your sense of belonging to your local community? Overall, thinking of all the services the City of Airdrie provides would you say that the quality of services provided is...?

\*New question in 2018.

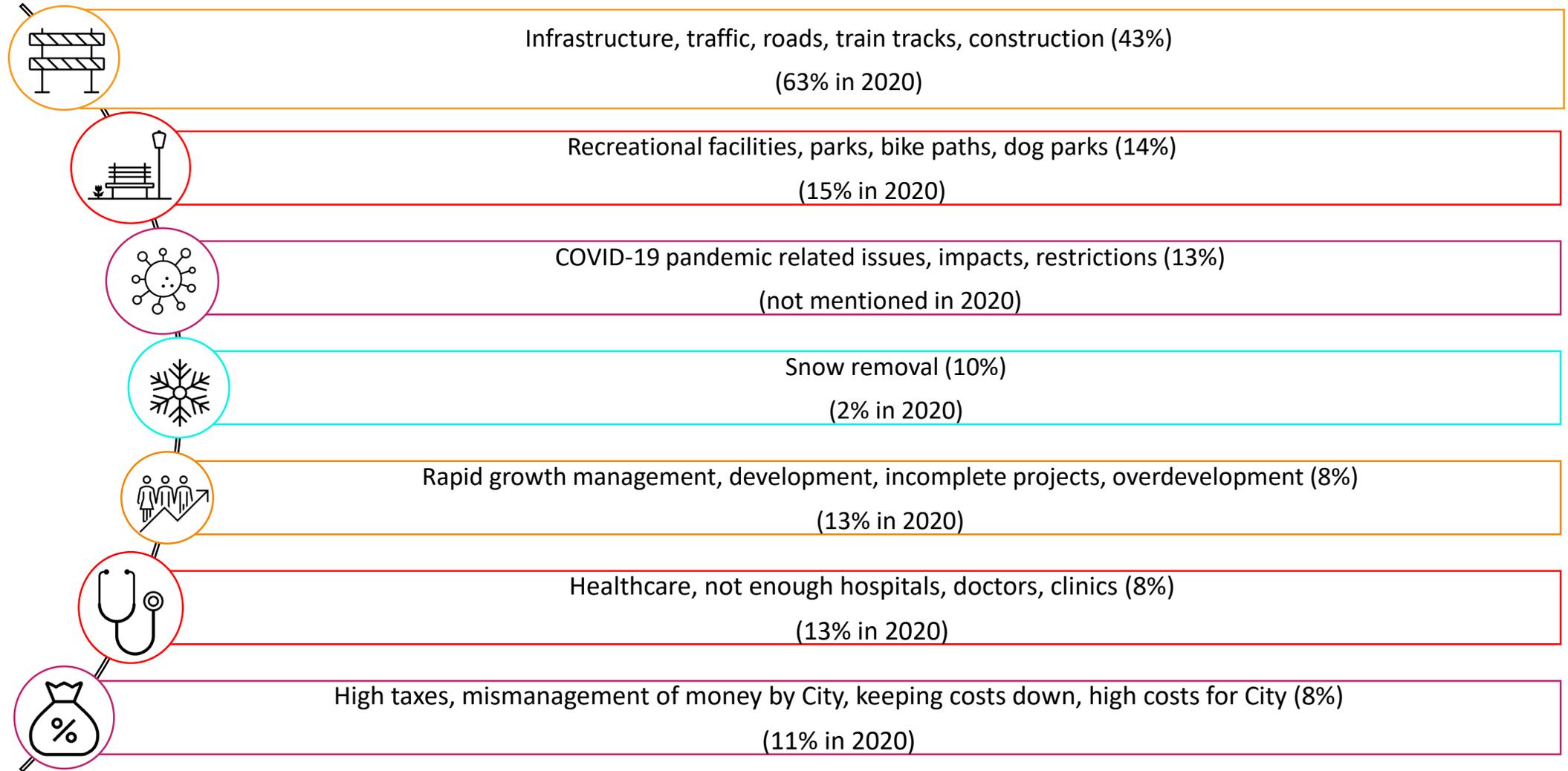
Base: City of Airdrie residents who provided a valid response ( i.e., excluding “don’t know” responses) (n=375-400 in 2021)

## Community (trends over time)

Citizen Satisfaction Index										
*Respondents used a scale of 1 to 5, where 1 meant “very poor” and 5 meant “very good”	Mean Rating									
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Quality of Service Provided	<b>3.81</b>	3.84	3.99	3.99	3.87	4.02	4.02	4.04	4.08	3.96
Efficiency in the Provision of Service	<b>3.65</b>	3.67	3.87	3.82	3.72	3.87	3.88	3.81	3.91	3.85
Managing Affairs of the Community	<b>3.64</b>	3.62	3.82	3.82	3.76	3.88	4.00	3.92	4.02	3.82
Value for Tax Dollar	<b>3.38</b>	3.40	3.59	3.77	3.77	3.78	3.83	3.74	3.85	3.7
Managing Community Growth and Development	<b>3.21</b>	3.10	3.43	3.39	3.26	3.43	3.51	3.52	3.71	3.48
<b>CITIZEN SATISFACTION INDEX:</b>	<b>3.54</b>	3.53	3.74	3.76	3.68	3.80	3.85	3.81	3.91	3.76

Overall, how would you rate the City of Airdrie in terms of...? Overall, thinking of all the services the City of Airdrie provides would you say that the quality of services provided is...?  
 Base: City of Airdrie residents who provided a valid response ( i.e., excluding “don’t know” responses) (n=367-397 in 2021)

# Issues Facing the City of Airdrie



2021 n=400  
2020 n=403

What, in your opinion, is the MOST IMPORTANT ISSUE facing the City of Airdrie? Are there any other important issues the City should address?

Note: Combined results of most important and other issues. Top responses shown

Base: City of Airdrie residents

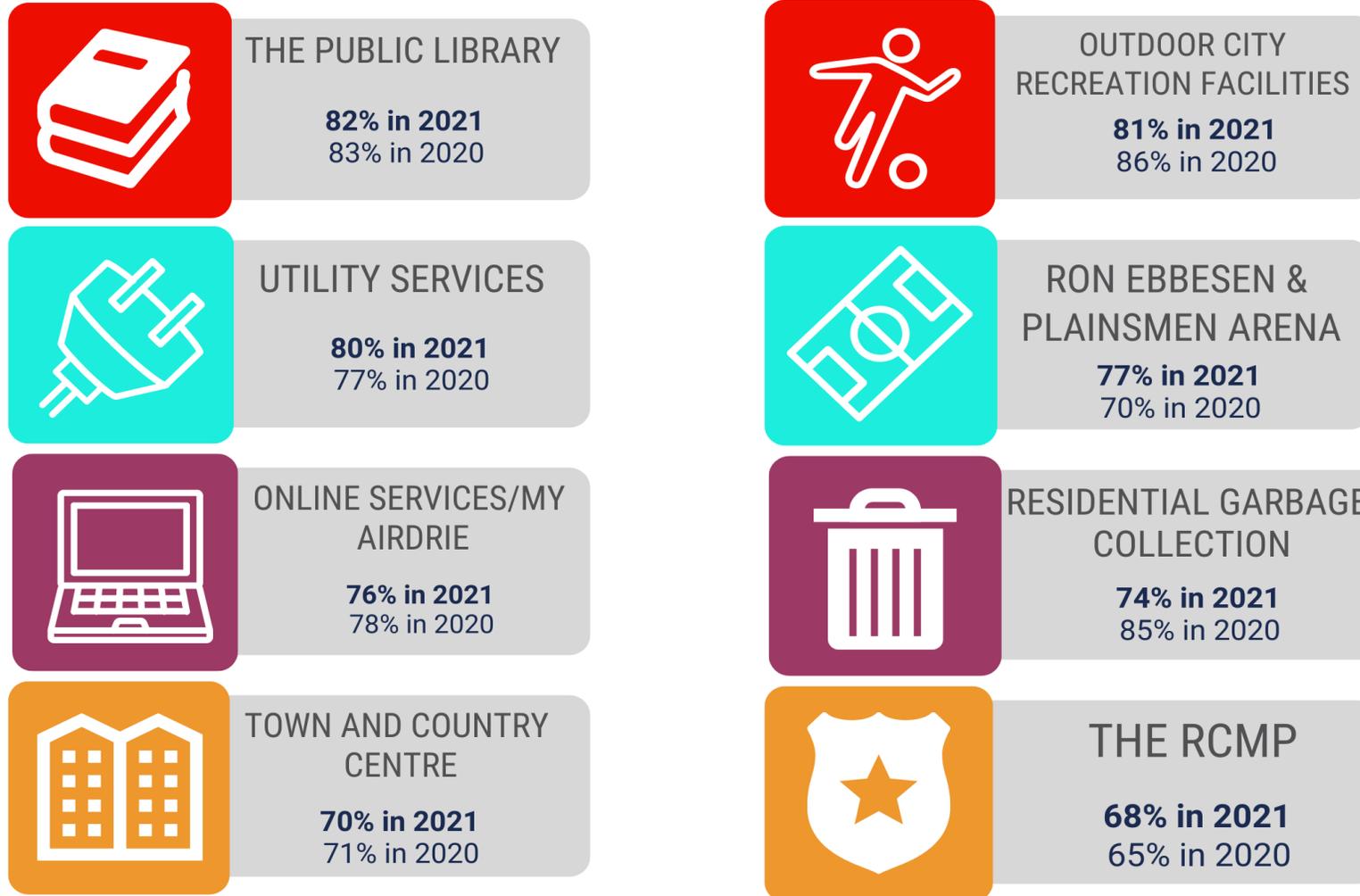
# Satisfaction With Services and Facilities Used



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.

Base: City of Airdrie residents who provided a valid response ( i.e., excluding “don’t know” and “did not use/not applicable” responses) n=114-399 in 2021

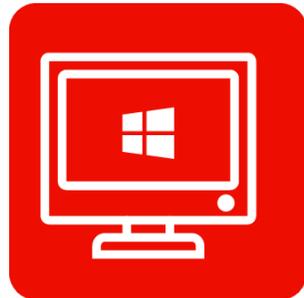
# Satisfaction With Services and Facilities Used



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.

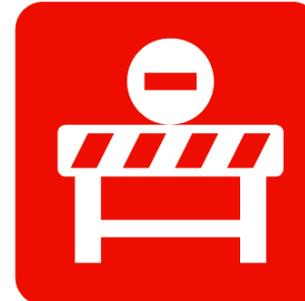
Base: City of Airdrie residents who provided a valid response ( i.e., excluding “don’t know” and “did not use/not applicable” responses) n=114-399 in 2021

# Satisfaction With Services and Facilities Used



CITY WEBSITE

**67% in 2021**  
71% in 2020



SUMMER ROAD  
MAINTENANCE

**63% in 2021**  
65% in 2020



AIRDRIE TRANSIT

**54% in 2021**  
45% in 2020



MUNICIPAL  
ENFORCEMENT

**42% in 2021**  
40% in 2020



WINTER SNOW AND ICE  
CONTROL

**33% in 2021**  
56% in 2020

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.

Base: City of Airdrie residents who provided a valid response ( i.e., excluding “don’t know” and “did not use/not applicable” responses) n=114-399 in 2021

# Satisfaction With Services And Facilities Used (trends over time)

Total good (good/very good)	2021	2020	2019	2018	2017	2016
Airdrie Fire	92%	93%	93%	93%	93%	95%
Chinook Winds Park	89%	92%	88%	76%	77%	75%
Bert Church Theatre	89%	87%	90%	73%	72%	74%
Recycling depot programs*	87%	87%	92%	87%	-	-
Parks, pathways & open spaces	86%	84%	89%	87%	82%	86%
Curbside organics collection**	84%	84%	87%	80%	72%	73%
Curbside recycling collection*	84%	87%	89%	88%	-	-
Genesis Place Recreation and Wellness Centre	84%	79%	85%	79%	78%	82%
The Public Library	82%	83%	89%	76%	65%	71%
Outdoor City recreation facilities	81%	86%	82%	78%	80%	77%
Utility services (including water and sewer)	80%	77%	85%	86%	85%	81%
Ron Ebbesen Arena and Plainsmen Arena	77%	70%	71%	65%	59%	65%
Online services/MyAirdrie**	76%	78%	91%	72%	70%	71%
Residential garbage collection**	74%	85%	84%	84%	87%	87%
Town and Country Centre*	70%	71%	68%	53%	-	-
The RCMP	68%	65%	78%	82%	81%	88%
City website	67%	71%	71%	63%	57%	63%
Summer road maintenance	63%	65%	74%	65%	66%	67%
Airdrie Transit	54%	45%	45%	32%	33%	39%
Municipal enforcement	42%	40%	62%	55%	53%	56%
Winter snow and ice control	33%	56%	53%	52%	43%	55%

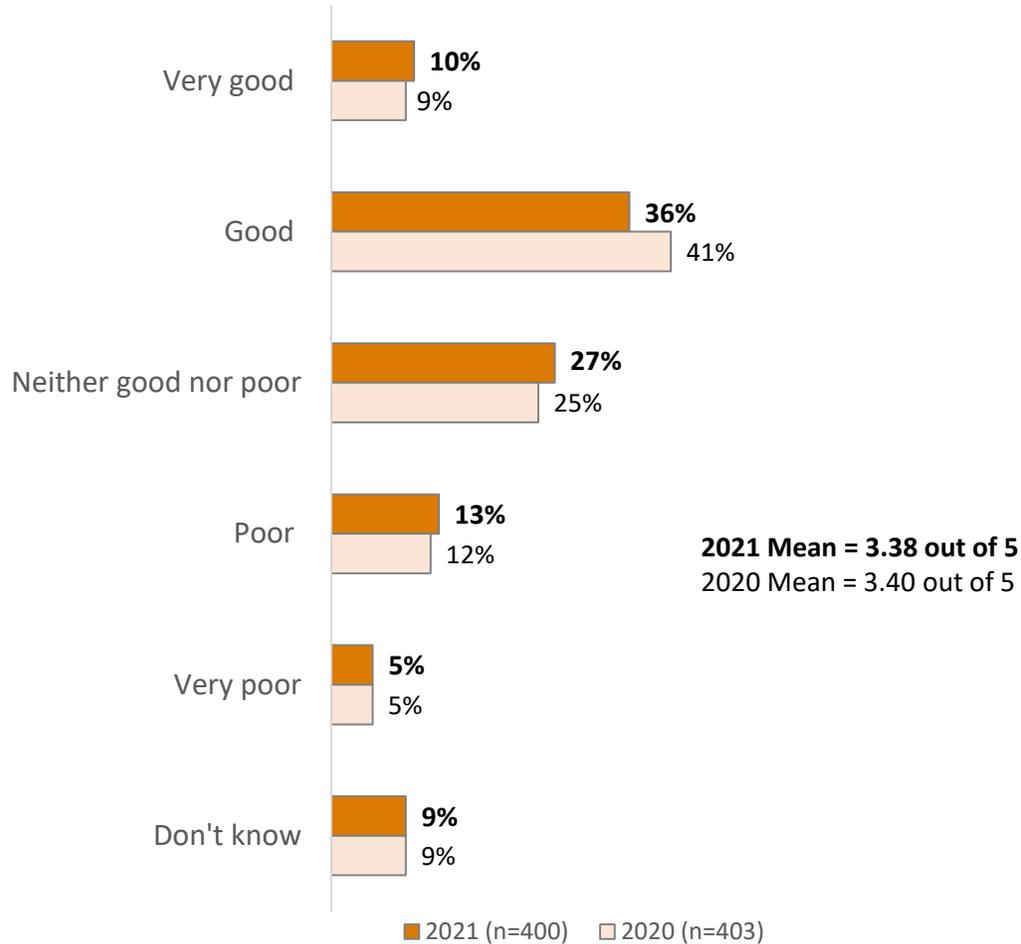
Significantly lower in 2021

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.

\*New question in 2018; \*\*change in wording in 2019

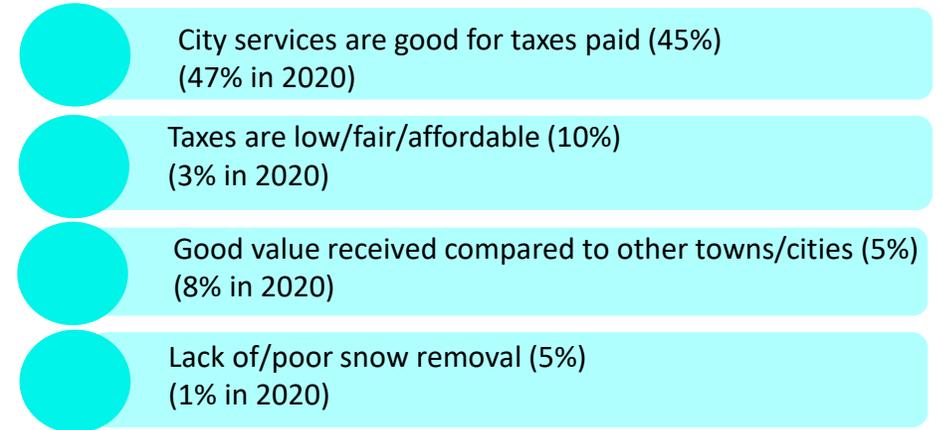
Base: City of Airdrie residents who provided a valid response ( i.e., excluding “don’t know” and “did not use/not applicable” responses) n=114-399 in 2021

# Property Taxes And Services



2021 n=203\*  
 2020 n=219\*

## Reasons for good/very good value (Top Responses)



## Reasons for very poor/poor value (Top Responses)



2021 n=60\*\*  
 2020 n=58\*\*

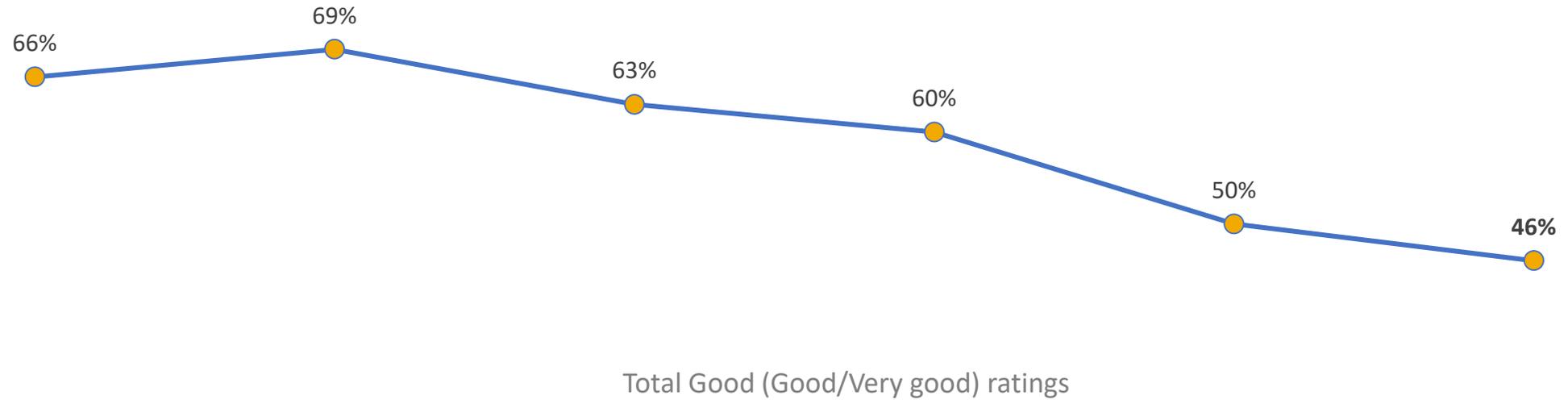
Considering the services provided by the City, please rate the value you feel you receive from your property tax dollars. Would you say the value you receive is...? Why do you feel that way?

\*Base: Respondents who feel they receive very good or good value for their taxes

\*\*Base: Respondents who feel they receive very poor or poor value for their taxes

# Property Taxes And Services (trends over time)

## Perceived value of property taxes



Total Good (Good/Very good) ratings

2016 (n=400)

2017 (n=400)

2018 (n=400)

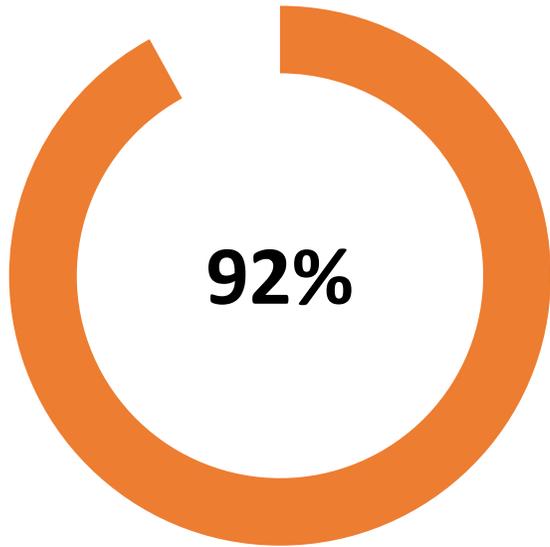
2019 (n=400)

2020 (n=403)

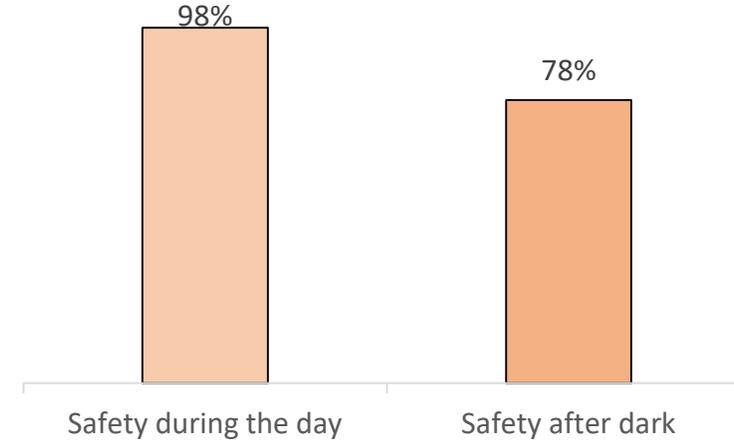
2021 (n=400)

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...?  
Base: City of Airdrie residents

# Safety Issues



% of City of Airdrie residents consider Airdrie a safe place to live



Total Agree (Somewhat/Strongly)	2021 (n=400)	2020 (n=403)	2019 (n=400)	2018 (n=400)	2017 (n=400)	2016 (n=400)
Overall community safety	92%	86%	91%	94%	94%	98%
Safety during the day	98%	96%	99%	99%	99%	98%
Safety after dark	78%	79%	75%	81%	79%	79%

Significant increase from 2020

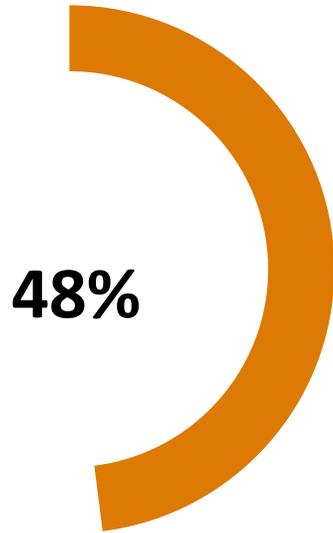
For each statement, do you strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree or strongly agree?

Base: City of Airdrie residents

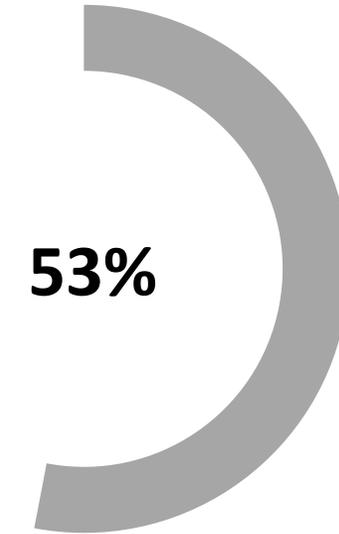
## Contact With City

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

2021 (n=400)



2020 (n=403)



# Contact With City

Department Contacted	2021 (n=195)	2020 (n=217)
Waste & Recycling	12%	11%
Planning	12%	7%
Municipal Enforcement	11%	7%
Utility Administration	10%	13%
Building Inspections	9%	7%
Genesis Place	8%	11%
Public Works (Roads & Water)	8%	5%
Taxation	5%	5%
RCMP	5%	5%
Parks	4%	3%
Arenas	2%	1%
Transit	2%	1%

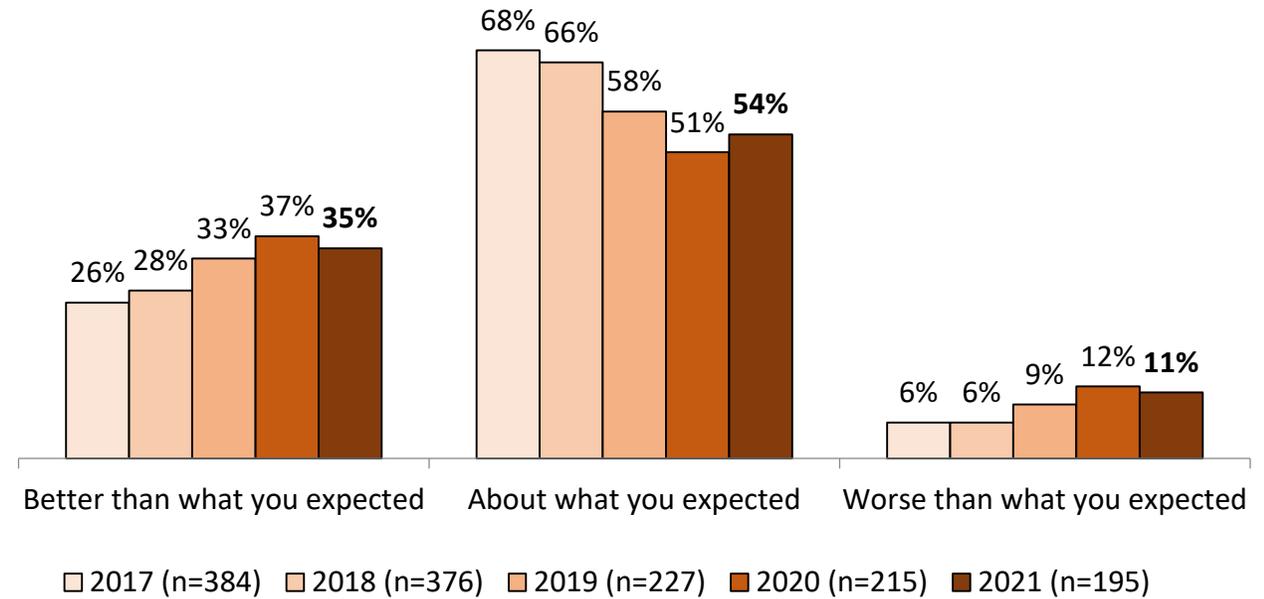
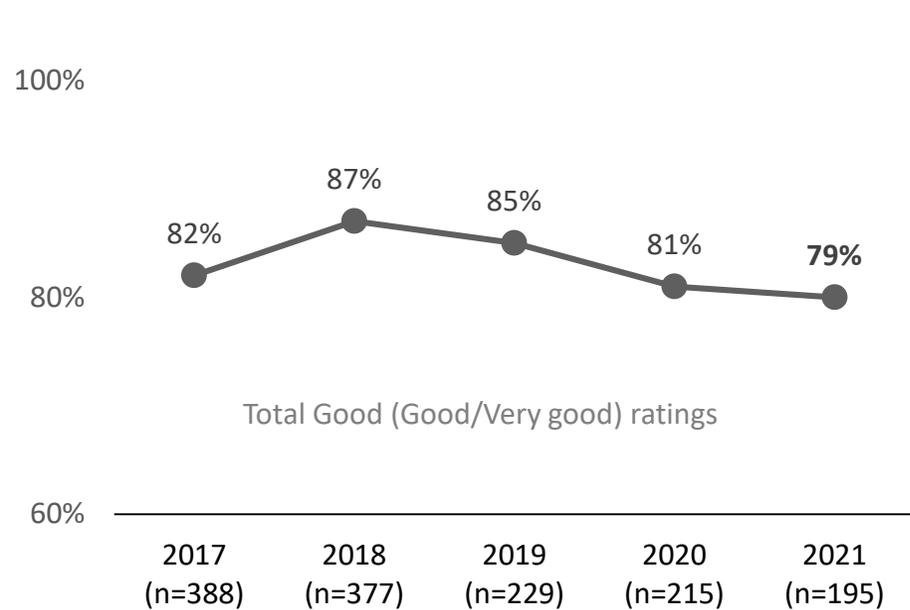
Thinking about the staff member you last had contact with, which department were they from?

Mentions 1% and below are not shown.

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

# Customer Satisfaction (trends over time)

Satisfaction with customer service received



Thinking of your latest contact with the City of Airdrie, how would you rate the customer service you received? Would you say it was...? And would you say the customer service you received was...?

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 (excluding "don't know")

# Communications

Main Source of Information	2021 (n=400)	2020 (n=403)
City Website	71%	62%
Internet in general	9%	12%
Friends/Family/Word of Mouth	3%	3%
Social Media	2%	5%
Go to City Hall	2%	3%
Telephone book	1%	2%
Call centre	1%	2%
Newspapers	1%	2%
Phoning the City	1%	1%
Telephone (unspecified)	1%	1%
Don't know/Not stated	6%	6%

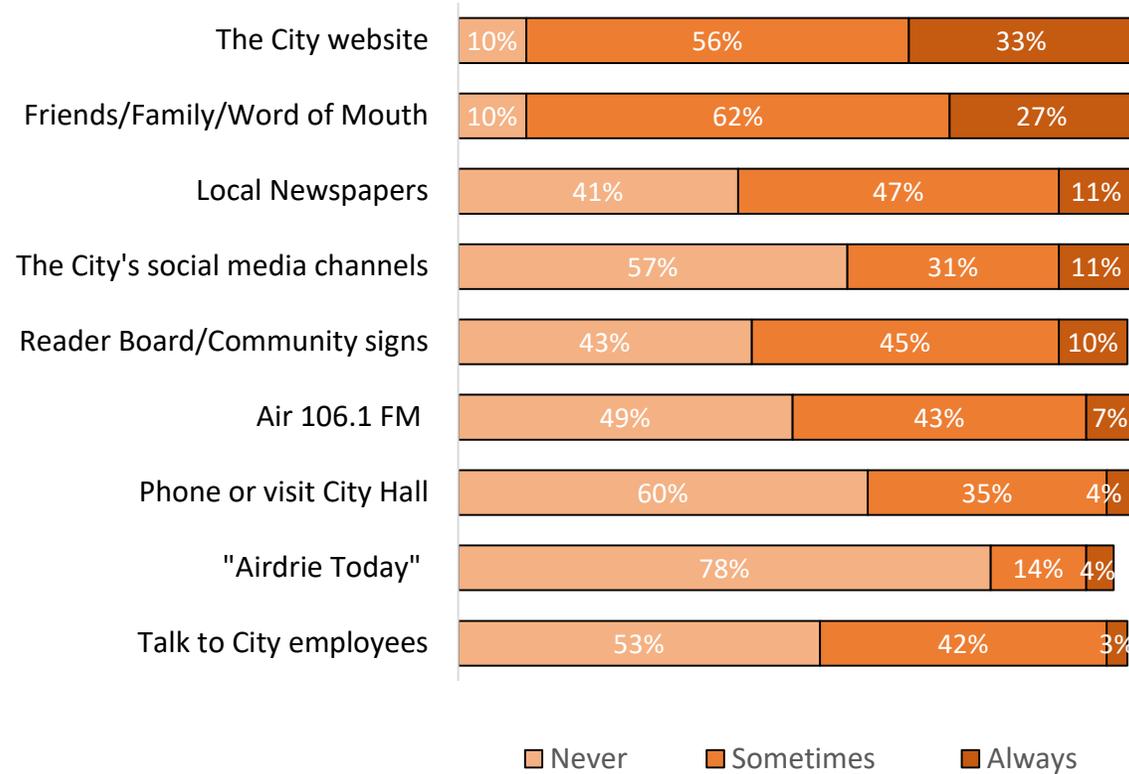
In general, when you need to get information on the City and its services, what is your main source of information?

Mentions below 1% are not shown.

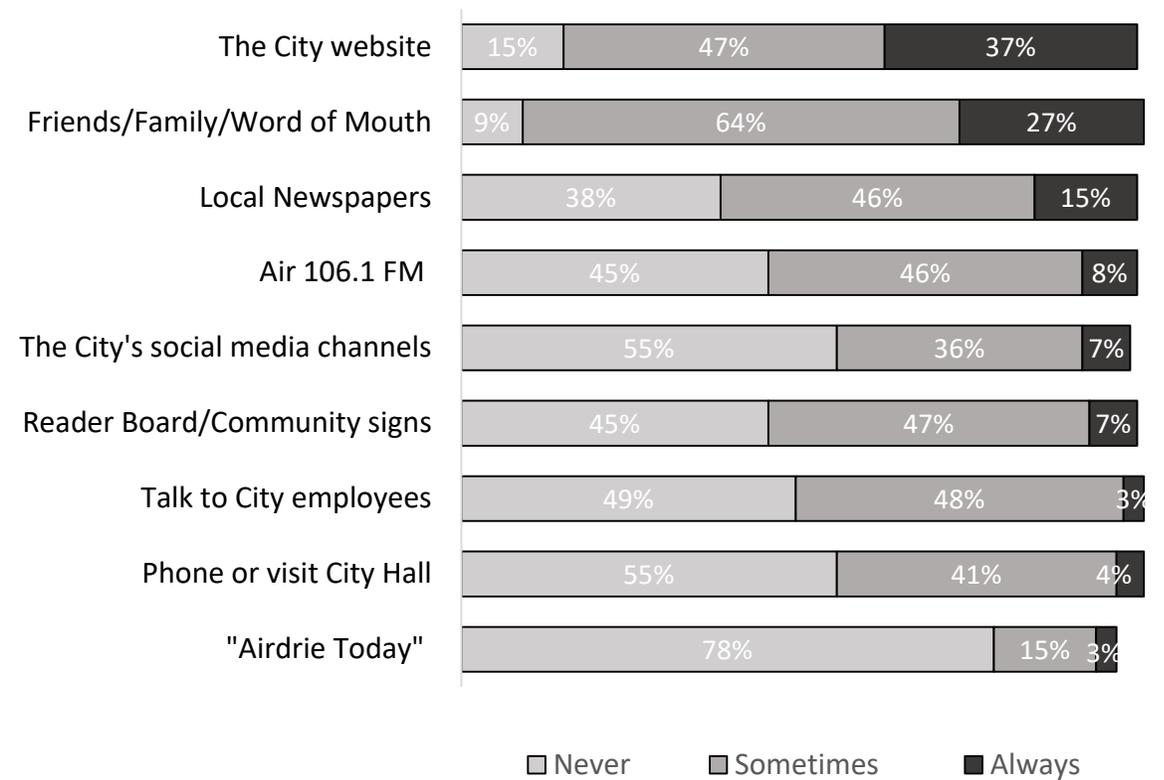
Base: City of Airdrie residents

# Communications (frequency of use)

2021 (n=400)



2020 (n=403)



# Communications

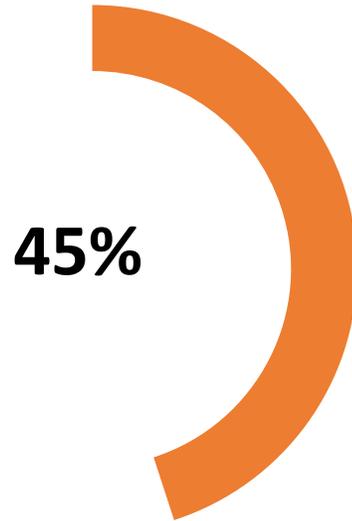
Top Topics Respondents Would Like the City to Communicate About	2021 (n=400)	2020 (n=403)
Roads/road construction/maintenance	17%	28%
City events/functions/activities	13%	21%
City growth/expansion	11%	11%
Recreational facilities/programs/services	10%	5%
Taxes/taxation values	8%	9%
Garbage and recycling services	8%	7%
Changes/updates to services	8%	4%
COVID-19 pandemic related information/updates/alerts	7%	-
City budget/spending	6%	13%
Snow/ice removal services	6%	3%
Current construction projects	6%	4%
Traffic control/management	5%	10%
Crime/crime rate/stats	5%	9%
Business/commercial development	5%	6%
Don't know/not specified	24%	19%

What are the top 3 things you would like the City to communicate with you about?  
 Mentions below 5% are not shown.  
 Base: City of Airdrie residents

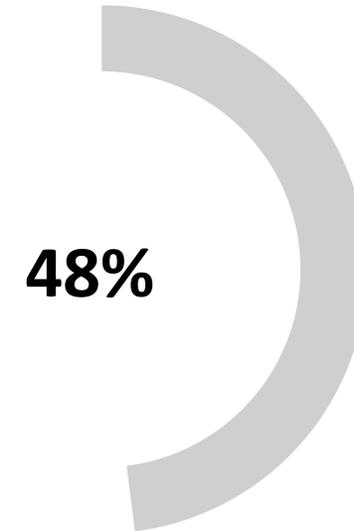
# Public Engagement

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

2021 (n=367)



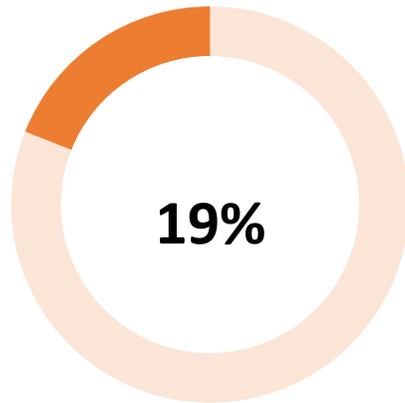
2020 (n=369)



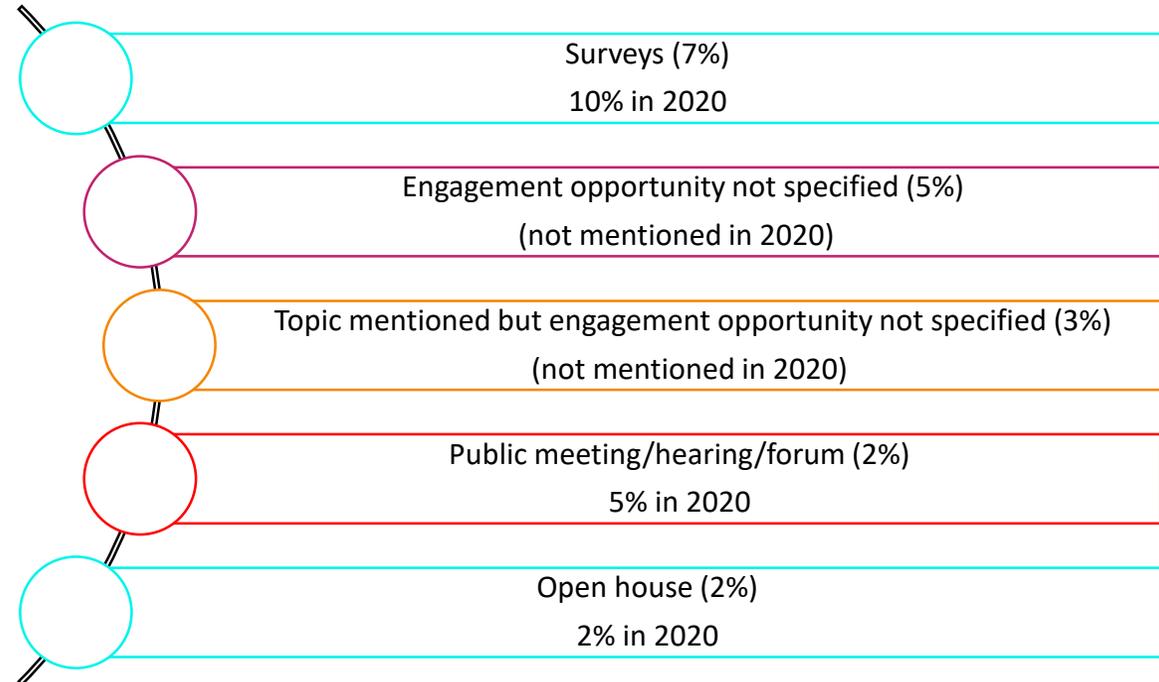
How satisfied are you with the opportunities for public engagement in Airdrie to provide input and share your comments on topics that matter to you?

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

# Public Engagement



19% of respondents have participated in public engagement opportunities



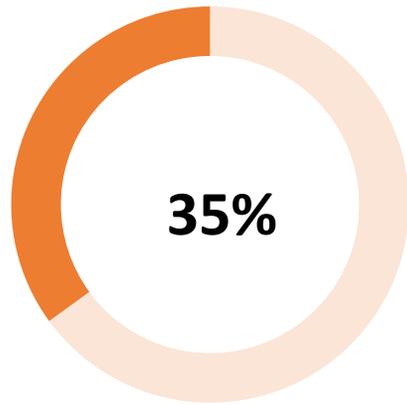
n=400

Have you participated in any public engagement opportunities, such as surveys (not including this one), open houses, focus groups, or public hearings provided by the City of Airdrie in the past 12 months?

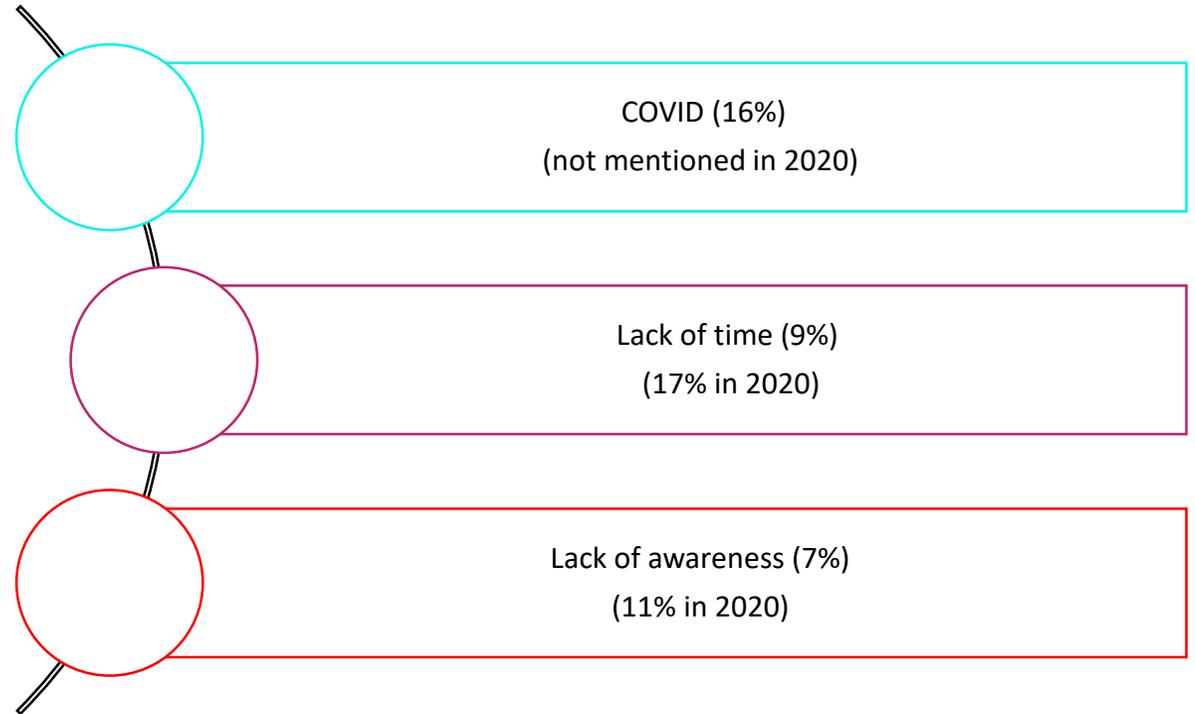
Top responses

Base: City of Airdrie residents

# Public Engagement



35% of respondents indicated barriers to participating in public engagement opportunities



2021 n=311\*  
2020 n=285\*

n=311\*

Is there anything preventing you from participating in public engagement opportunities provided by the City of Airdrie?  
Mentions below 2% not shown.

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

## City Council – Priorities

Top Priorities	2021 (n=400)	2020 (n=403)
Improve traffic flow /control	15%	22%
More road development /access roads	13%	31%
More recreational facilities	11%	9%
Improve health care services /need a hospital facility	10%	14%
Managing City growth /expansion /development	8%	6%
Improve snow/ice removal services	5%	3%

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

Mentions below 5% are not shown.

Base: City of Airdrie residents

# Demographics

Gender	n=400
Woman/Girl	49%
Man/Boy	48%
Non-binary	1%
Trans Woman - Male to Female (Mtf)	<1%
Two-Spirit	<1%
Prefer not to say	2%
Age	
18 to 34 years old	36%
35 to 54 years old	42%
55 years or older	22%
<b>Mean Age</b>	<b>42.72 years</b>

Years in Airdrie	n=400
Less than a year	5%
1-5 years	20%
6-10 years	16%
11-20 years	31%
More than 20 years	26%
<b>Mean</b>	<b>14.79 years</b>

## Respondent Profile – Age Group 18 to 34

Respondents of the age group 18 to 34...



...highly appreciate quality of life in Airdrie (89%) but are more likely to rate it as neither good nor poor (9%)

...feel as safe in Airdrie as respondents of all other ages

...feel the least sense of belonging to their local community (35% neutral, 14% poor/very poor)

...are the least likely to recommend Airdrie as a place to live (61%)



...are the most critical towards the value received from property tax dollars (35% good/very good, 20% neutral, 26% poor/very poor)



...are more likely to gather information about Airdrie via social media or word-of-mouth

## Respondent Profile – Age Group 35 to 54

Respondents of the age group 35 to 54...



...highly appreciate the quality of life in Airdrie (95%)

...feel the safest walking alone in their neighbourhood after dark of all age groups (81%)

...feel a high sense of belonging to their local community (63% good/very good)

...are more likely to recommend Airdrie as a place to live (74%) than age group 18-34 but less likely than age group 55+



...are critical towards Airdrie managing community growth and development (33% poor/very poor)

...are mostly positive towards Airdrie managing the affairs of the community (62% good/very good)

...are the most neutral towards the value received from property tax dollars (29%)



...are more likely to gather information about Airdrie via the City website

# Respondent Profile – Age Group 55+

Respondents of the age group 55+...



...highly appreciate the quality of life in Airdrie (96%)

...considered Airdrie a safe place to live, overall compared to all age groups (95% agree/strongly agree)

...feel the highest sense of belonging to their local community (22% neutral, 72% good/very good)

...are the most likely to recommend Airdrie as a place to live (82%) of all respondent groups



...are the least critical towards Airdrie managing community growth and development (19% poor/very poor)

...are the most positive towards Airdrie managing the affairs of the community (76% good/very good)

...are the most positive towards the value received from property tax dollars (59% good/very good)



...are the most likely to gather information about Airdrie by going to City Hall, through the telephone book, and through the call centre.

...are the most satisfied with the opportunities for public engagement in Airdrie (47% very/somewhat satisfied)

# Municipal Comparison

The findings from resident surveys conducted in the following communities were examined:

- St. Albert;
- Red Deer;
- Grande Prairie; and
- Morinville.

In the instance in which Y Station did not conduct the research, efforts were made to secure the survey findings. All comparative findings presented in this report are intended to provide some context for the City of Airdrie when considering the findings from their own resident survey.

## **Quality Of Life (93% of City of Airdrie residents rated their quality of life as good or very good)**

- Respondents of other municipalities provided relatively high ratings for the overall quality of life in their communities, with all municipalities rating their overall level of satisfaction 74% or higher.

## **Issues Facing The City Of Airdrie**

- Most important issues facing City of Airdrie included:
  - Infrastructure, traffic, roads, train tracks, construction (32%);
  - COVID-19 pandemic related issues/impacts/restrictions (11%);
  - Rapid growth management/development/incomplete projects/overdevelopment (7%);
  - Recreational facilities, parks, bike paths, dog parks (6%);
  - Healthcare, not enough hospitals/doctors/clinics (5%); and
  - High taxes/mismanagement of money by City/keeping costs down/high costs for City (5%).
- Important issues facing other municipalities included:
  - Population growth – keeping up services and development;
  - Transportation – road infrastructure, traffic flow, road conditions, public transit, and snow removal;
  - Taxation; and
  - Increasing crime rates, street safety and drugs.

Note: Direct rating comparison with other municipalities should be interpreted with caution due to differences in scales. Only one other municipality has conducted a Citizen Satisfaction survey since the COVID-19 pandemic.

# Municipal Comparison

## **Overall Quality of Civic Services (75% of City of Airdrie residents rated overall quality of civic services as good or very good)**

- Of the two municipalities that rated overall quality of services provided, one rated the quality of services as 93%. The other had 65% of respondents agree with the statement “The quality of service from the City is consistently high.”

## **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 and outdoor recreation, policing services, and emergency services (including both fire and ambulance). Both summer and winter road maintenance as well as public transit were seen as primary areas of improvement for other municipalities surveyed.

## **Safety (92% of City of Airdrie residents agreed that they consider Airdrie a safe place to live)**

- Three 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 ratings of safety ranged from 51% to 92%.

# General Population vs. Public Survey

## Quality of Life

- Similar to general survey results, the majority of public respondents (90%) rated their quality of life as good or very good (compare to 93% of the general population).
- Nearly half (43%) of public respondents said that quality of life decreased over the past 12 month (vs. 41% of the general population).
- Almost two thirds (64%) of public respondents said that would be likely to recommend Airdrie as a place to live (vs. 71% of the general population).

## Community

- Nearly all community measures performed worse than the phone survey. The exception was sense of belonging, where 64% rated this as good or very good in the public link survey versus 60% of the general population.

## Services and Facilities

- The top services and facilities that public respondents were most satisfied with were: Airdrie Fire (90%); and Chinook Winds Park (86%). As with the general population, Winter Snow and Ice Control was rated the lowest (35% vs. 33% of general population).

## Property Taxes and Services

- Half (50%) of public respondents rated the value they felt they received from their property tax dollars as good or very good (vs. 46% of the general population).

## Safety

- Safety ratings for the public survey were lower than those of the general population. 88% of public respondents agreed that they consider Airdrie a safe place to live (vs. 92% of the general population).