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

Overall Quality of Life in Airdrie
- 2009: 98%
- 2008: 97%

Managing Affairs of the Community
- 2009: 79%
- 2008: 80%

Managing Community Growth and Development
- 2009: 59%
- 2008: 60%

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”.

Overall Quality
- 2009: 83%
- 2008: 82%

Efficiency of Services
- 2009: 78%
- 2008: 79%
Satisfaction with City Services

- Emergency Services: 87% (2009), 90% (2008)
- RCMP: 86% (2009), 83% (2008)
- Parks: 84% (2009), 83% (2008)
- Garbage Collection: 81% (2009), 77% (2008)
- City website: 66% (2009), 59% (2008)

Base: Respondents that had an opinion
*Respondents that provided a rating of “good” or “very good”.
Satisfaction with City Services

- **Recycling Programs**: 62% (2009) vs. 61% (2008)
- *Summer road maintenance*: 60% (2009) vs. 42% (2008)
- **Municipal Enforcement**: 51% (2009) vs. 58% (2008)
- *Winter snow and ice control*: 38% (2009) vs. 42% (2008)
- **City Transit**: 37% (2009) vs. 33% (2008)

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

Base: Respondents that had an opinion
*Respondents that provided a rating of “good” or “very good”
Impact Analysis
Overall Satisfaction versus Importance

- Quadrant I: Improvement Needed
- Quadrant II: Key strengths
- Quadrant III: Lower Priority
- Quadrant IV: Lowest Priority

Satisfaction
Importance
Importance versus Satisfaction

- "Primary area of improvement" included:
  - Winter snow and ice control (Public Works Services in 2008);
  - 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?

- Yes: 56%
- No: 31%
- Depends: 4%
- Don't know: 10%

n=400
Support for the Increase of Property Taxes to Provide Enhanced Snow and Ice Control

- 53% Support increased property taxes to provide enhanced service
- 33% Current level of service sufficient
- 13% Depends
- 2% Don't know

n=400
Safety

Overall Community Safety
- Somewhat Agree: 30% (2008), 12% (2009)
- Strongly Agree: 63% (2008), 33% (2009)

Safety During the Day
- Somewhat Agree: 13% (2008), 37% (2009)
- Strongly Agree: 85% (2008), 42% (2009)

Safety After Dark
- Somewhat Agree: 33% (2008), 44% (2009)
- Strongly Agree: 44% (2008), 77% (2009)

n=400
## Tax and Service Increases

### Perceived Value of Tax Dollars

<table>
<thead>
<tr>
<th>Year</th>
<th>Very Good</th>
<th>Good</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>9%</td>
<td>56%</td>
<td>65%</td>
</tr>
<tr>
<td>2005</td>
<td>11%</td>
<td>58%</td>
<td>69%</td>
</tr>
<tr>
<td>2006</td>
<td>11%</td>
<td>56%</td>
<td>67%</td>
</tr>
<tr>
<td>2007</td>
<td>13%</td>
<td>57%</td>
<td>70%</td>
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<tr>
<td>2008</td>
<td>12%</td>
<td>60%</td>
<td>72%</td>
</tr>
<tr>
<td>2009</td>
<td>8%</td>
<td>62%</td>
<td>70%</td>
</tr>
</tbody>
</table>

Base: Respondents that had an opinion
Contact with City of Airdrie

Method of City Employee Contact

Base: Respondents who interacted with City within the last six months
Quality of Service Provided by City Employees

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

- Provided a Reasonably Timed Response
- Were Knowledgeable
- Were Polite

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

- Were willing to take action
- Completed business in a single call
- Referred residents to correct dept/person

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

- Polite: 95% (2009), 92% (2008)
- Referred correctly: 87% (2009), 83% (2008)
- Reasonable time: 86% (2009), 84% (2008)
- Knowledgeable: 85% (2009), 89% (2008)
- Single call: 81% (2009), 77% (2008)
- Willing to take action: 80% (2009), 79% (2008)

n=311
Base: Respondents who interacted with City within the last six months and who had an opinion
Communication

- City website: 80% (2009) vs. 78% (2008)
- Newspapers: 79% (2009) vs. 76% (2008)
- Brochures in mail: 67% (2009) vs. 68% (2008)
- "Airdrie Today" (E-newsletter): 54% (2009) vs. 48% (2008)
- Reader Board / Community signs: 52% (2009) vs. 56% (2008)
- Public forums: 33% (2009) vs. 30% (2008)
- The Range 106.1 FM: 33% (2009) vs. 31% (2008)

n=400

*Respondents that said “yes” it is an effective method
Preferred Day of Doing Business at City Hall

- Monday: 10%
- Tuesday: 4%
- Wednesday: 9%
- Thursday: 1%
- Friday: 9%
- Saturday: 52%

n=400
Web versus In-person Service

On the web: 62%
In-person: 32%
Depends: 7%
Don't know: <1%

n=400
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?