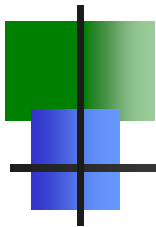


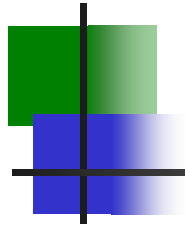


City of Airdrie Citizen Survey



Banister
Research & Consulting Inc.

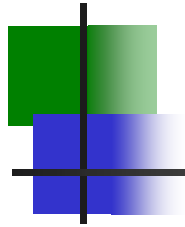
March 1, 2010



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

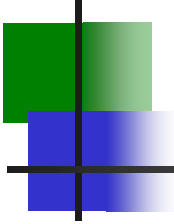
Respondents were asked to indicate the most important issue facing Airdrie today.

Top five mentions* :

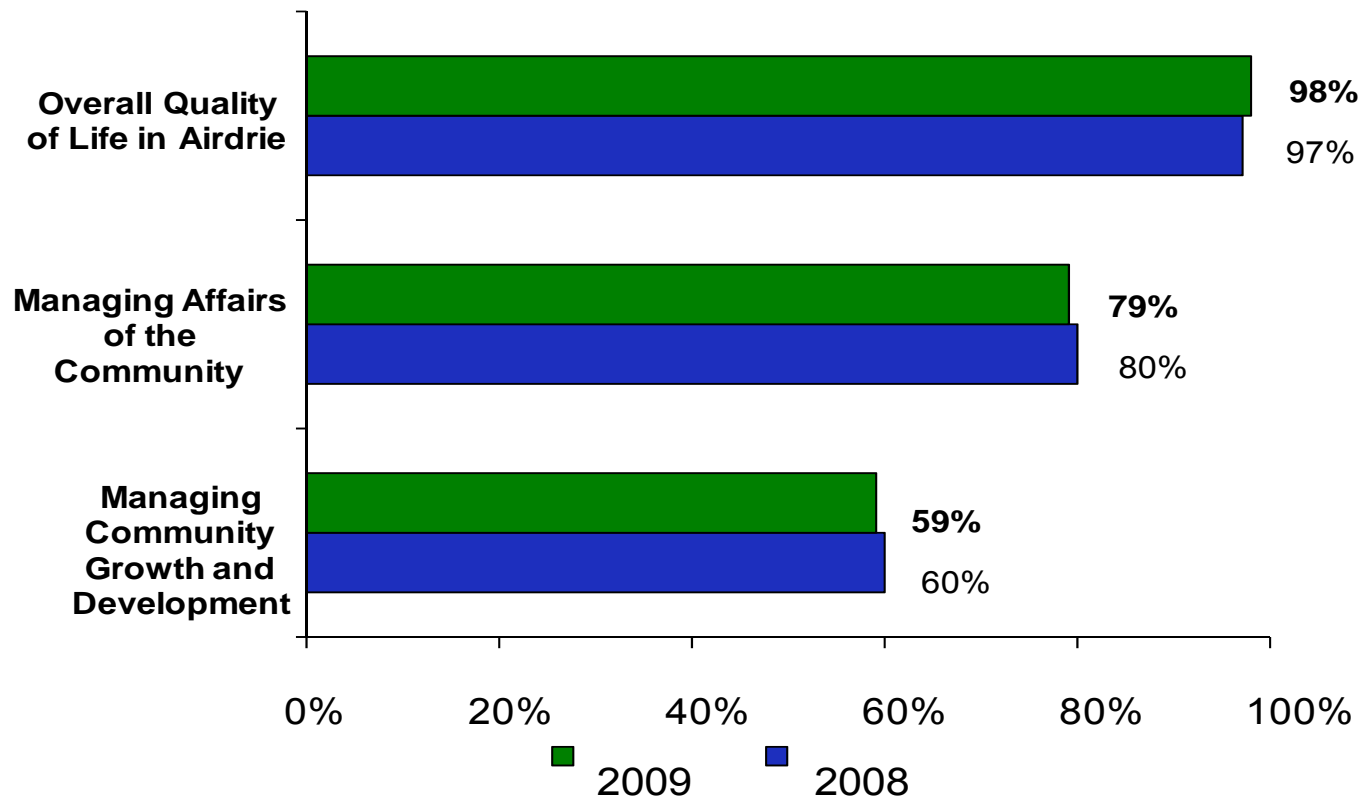
- ◆ Infrastructure, traffic, roads, train tracks, and construction (31%);
- ◆ Rapid growth management (18%);
- ◆ Snow removal (17%);
- ◆ Health care (not enough hospitals, doctors, clinics) (12%); and
- ◆ Recreational facilities, parks, bike paths, dog parks (11%).

*Based on total mentions





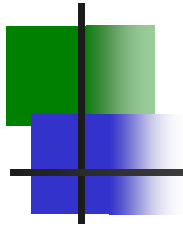
Quality of Life



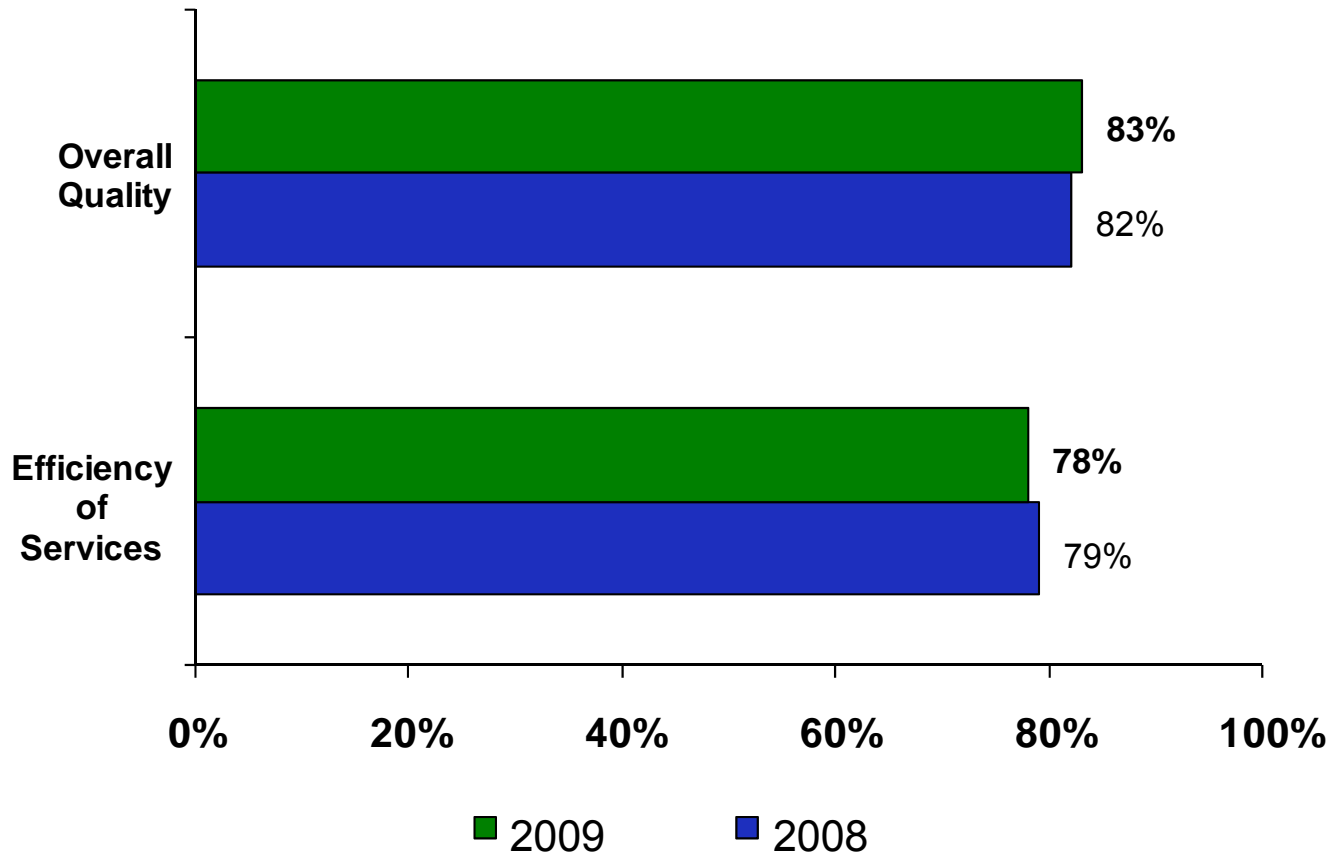
n=400

*Respondents that provided a rating of “good” or “very good”





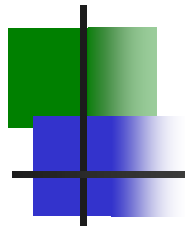
Civic Services



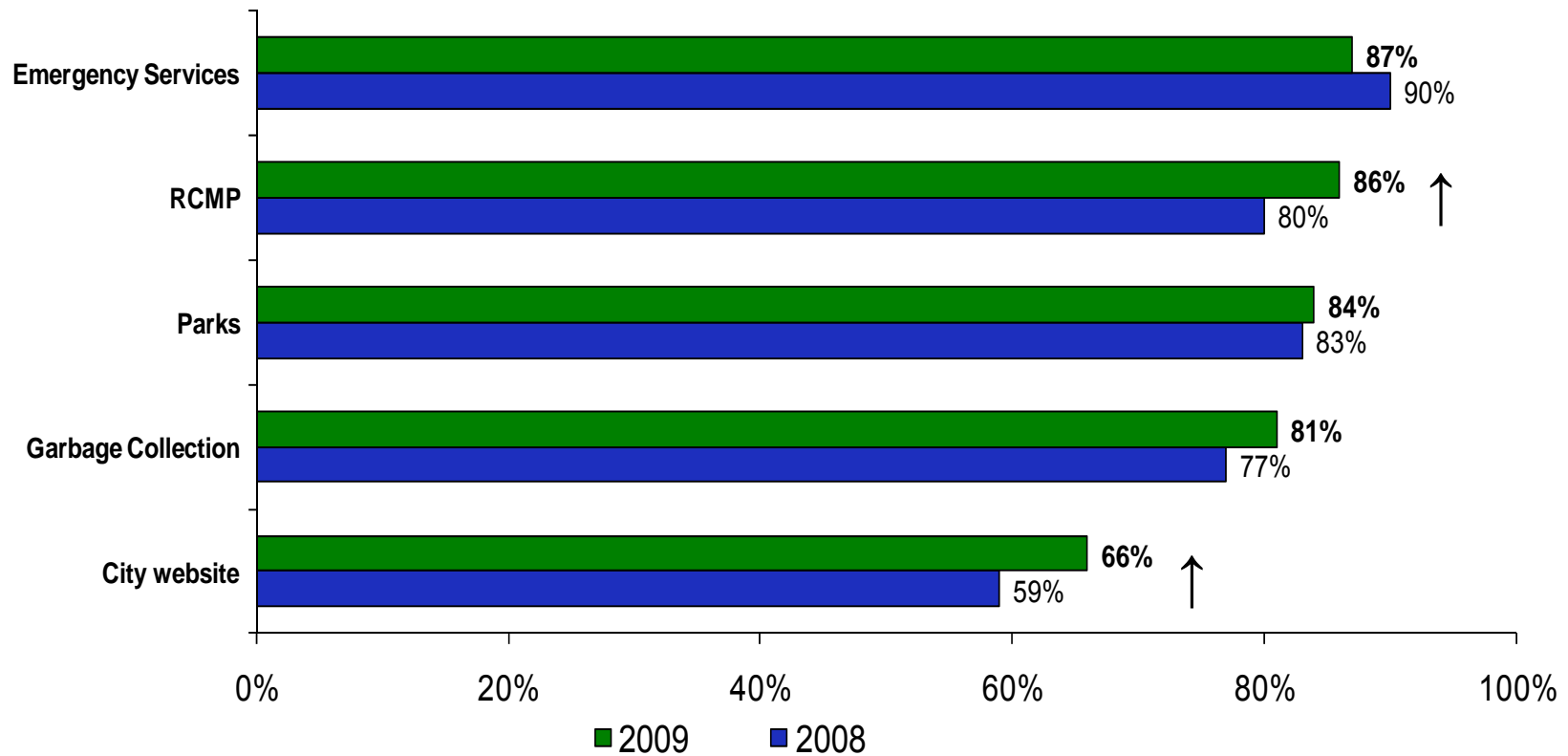
n=400

*Respondents that provided a rating of "good" or "very good".





Satisfaction with City Services

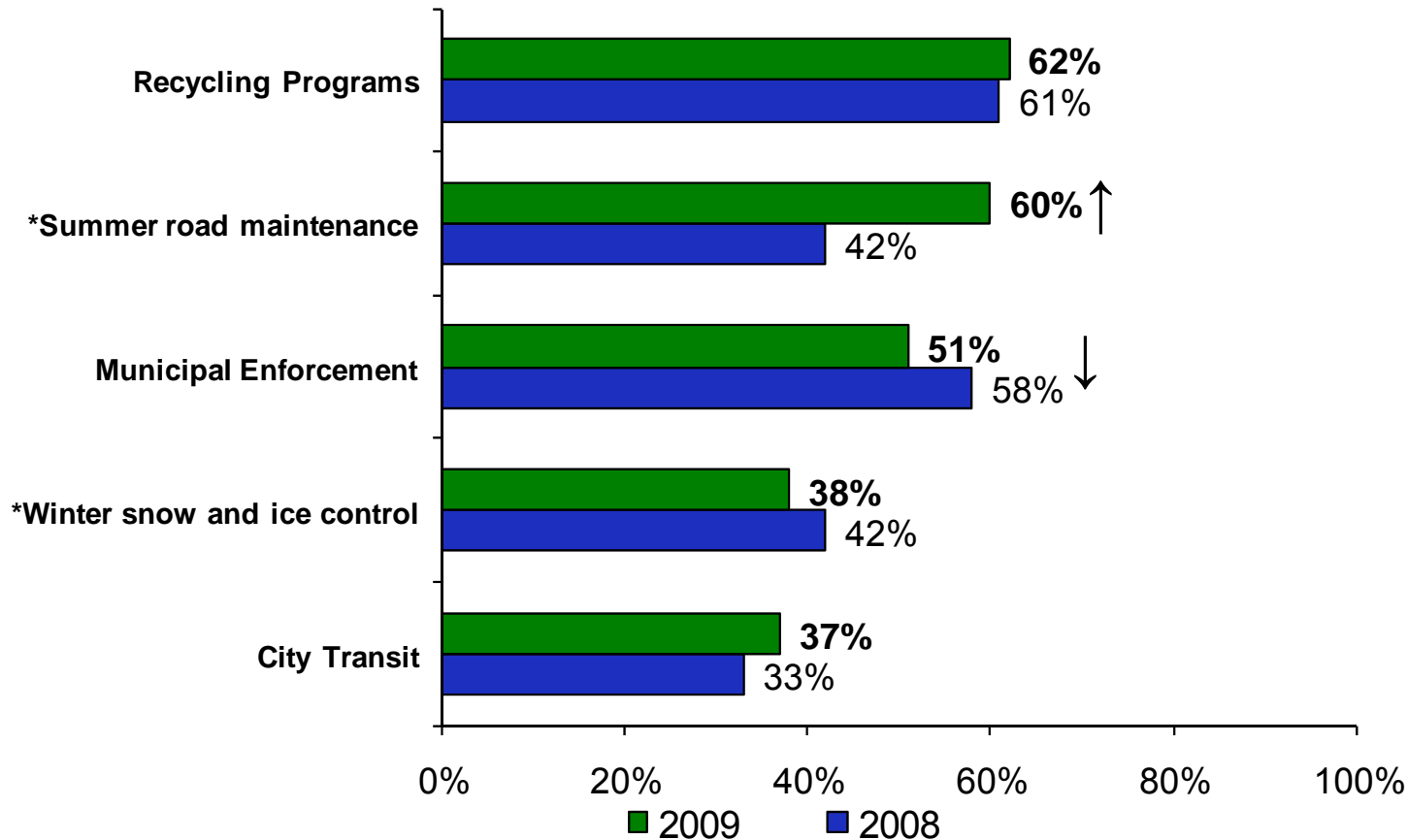


Base: Respondents that had an opinion

*Respondents that provided a rating of “good” or “very good”.



Satisfaction with City Services



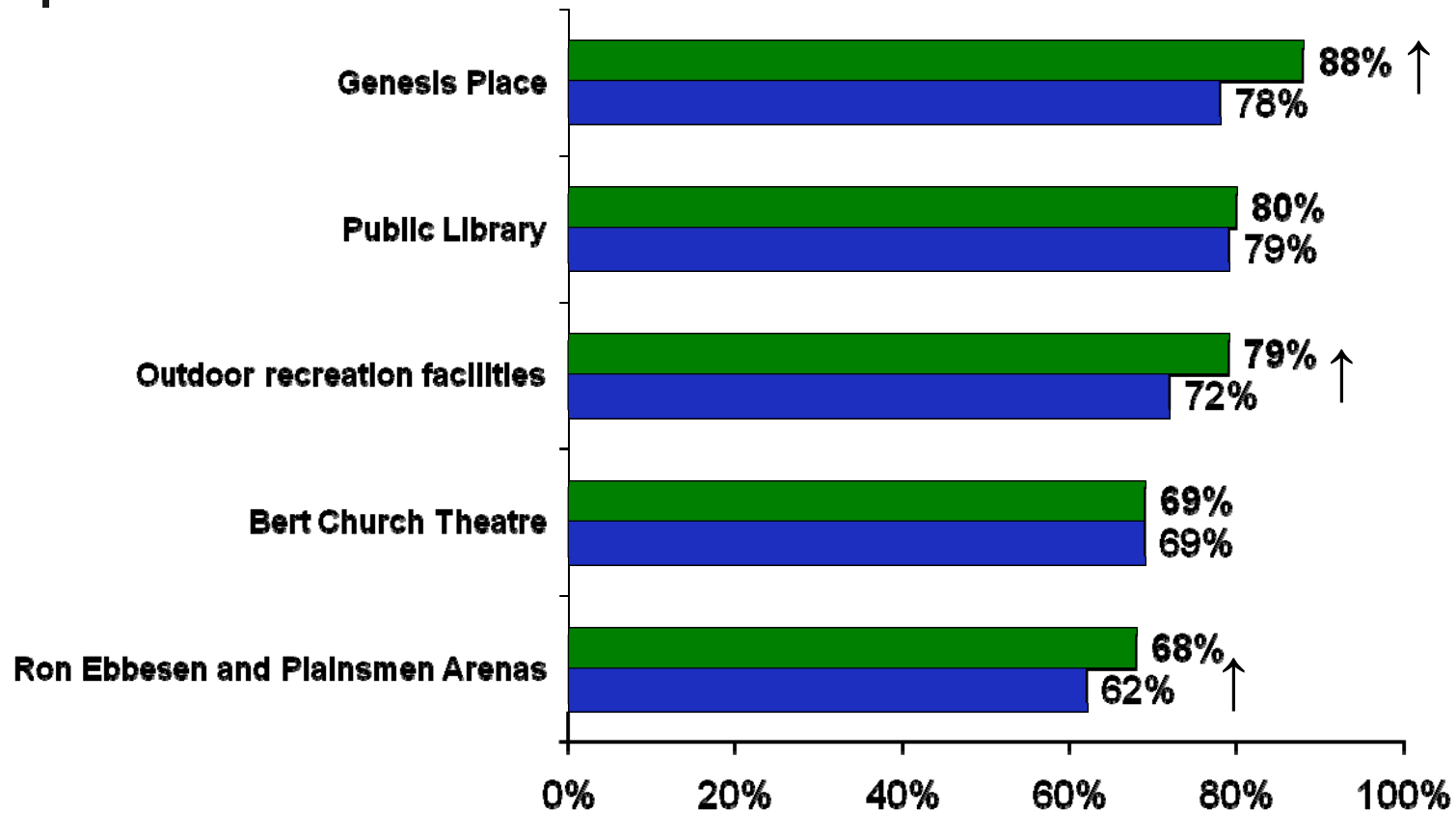
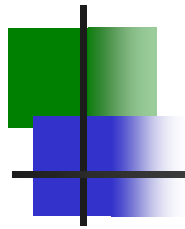
Base: Respondents that had an opinion
Respondents that provided a rating of “good” or “very good”

*Note: Prior to 2009, service was
labeled Public Works Services





Satisfaction with City Facilities



■ 2009

■ 2008

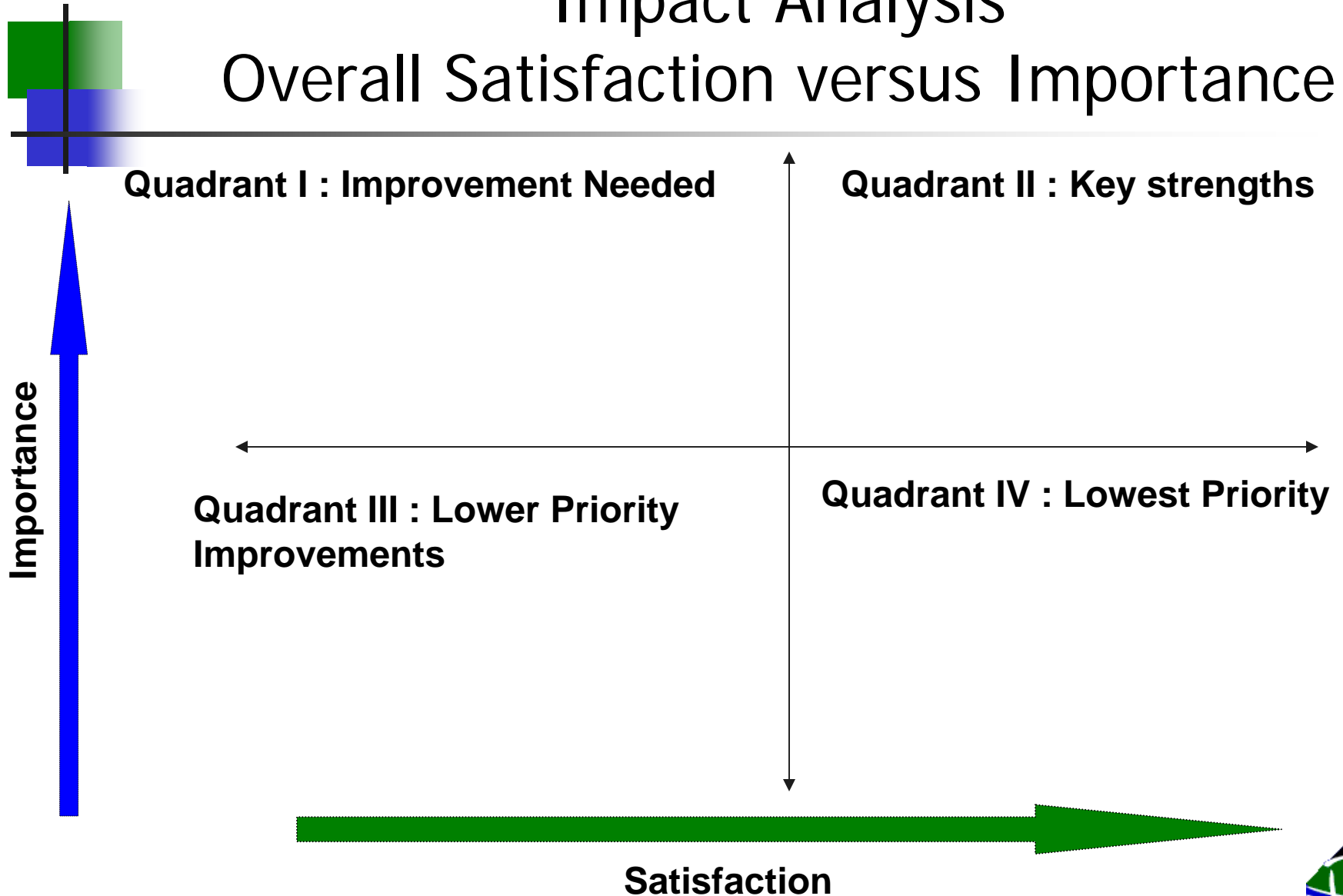
Base: Respondents that had an opinion

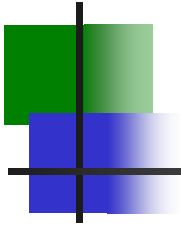
*Respondents that provided a rating of “good” or “very good”



Impact Analysis

Overall Satisfaction versus Importance



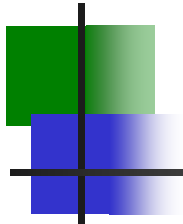


Importance versus Satisfaction

- ◆ **“Primary area of improvement” included:**
 - Winter snow and ice control (Public Works Services in 2008); and
 - Recycling programs.

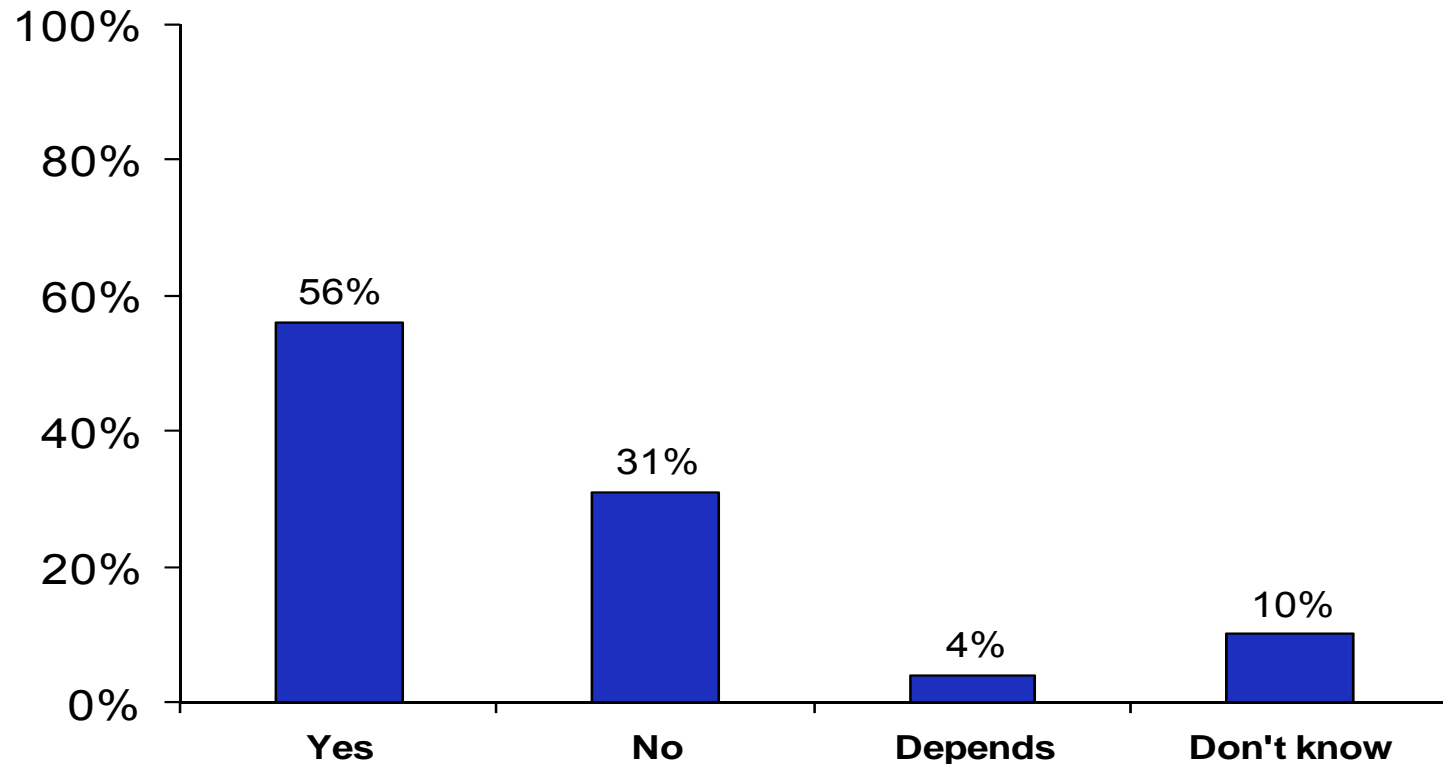
- ◆ **“Key Strengths” included:**
 - Emergency Services;
 - RCMP;
 - Garbage collection;
 - Outdoor Recreation Facilities;
 - Genesis Place Recreation and Wellness Centre; and
 - Parks, pathways & open spaces.





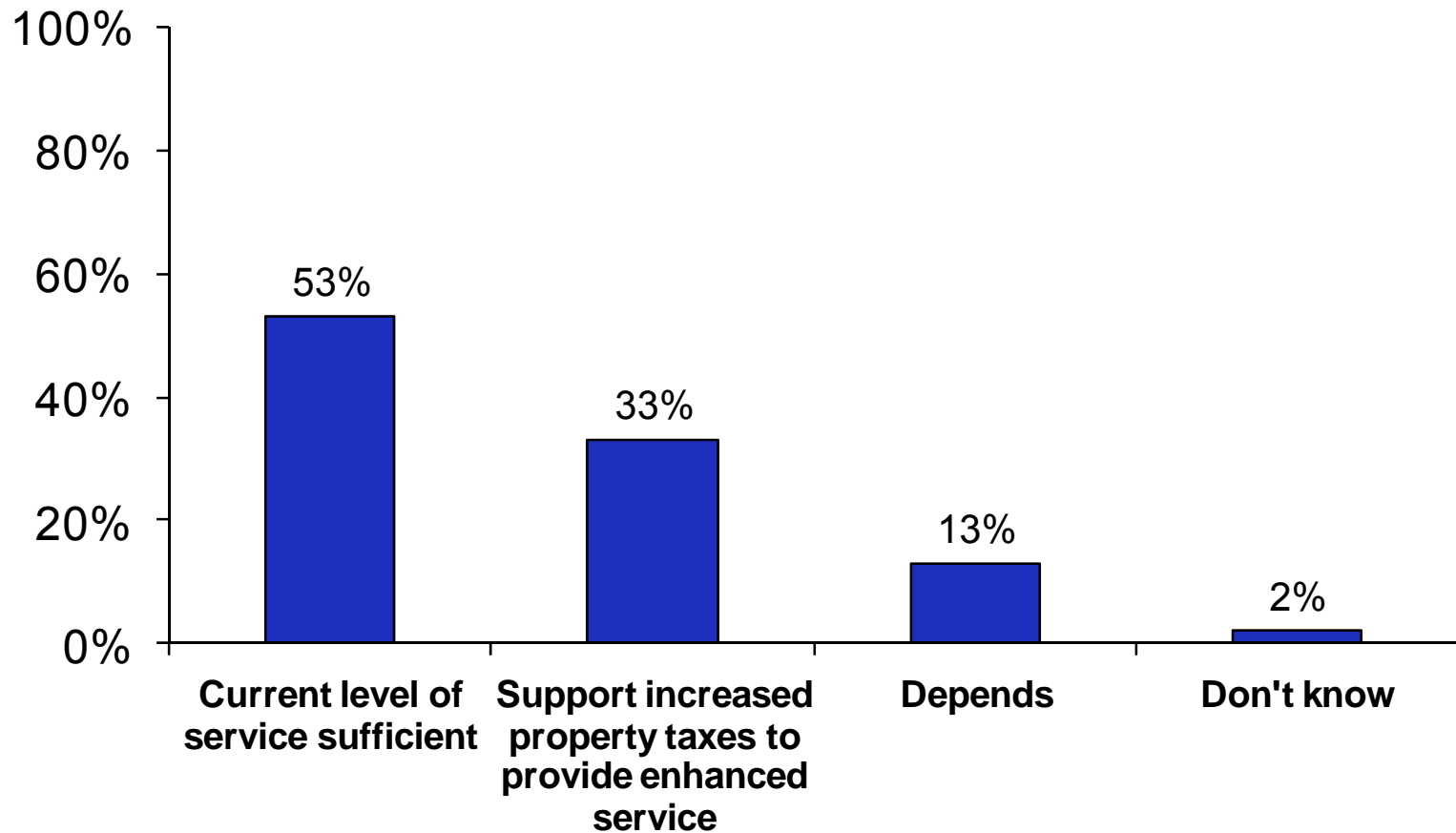
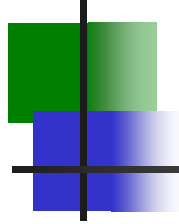
Off-Peak Transit Alternatives

Would you be willing to share a cab ride with another Airdrie resident during off-peak times as opposed to a bus?



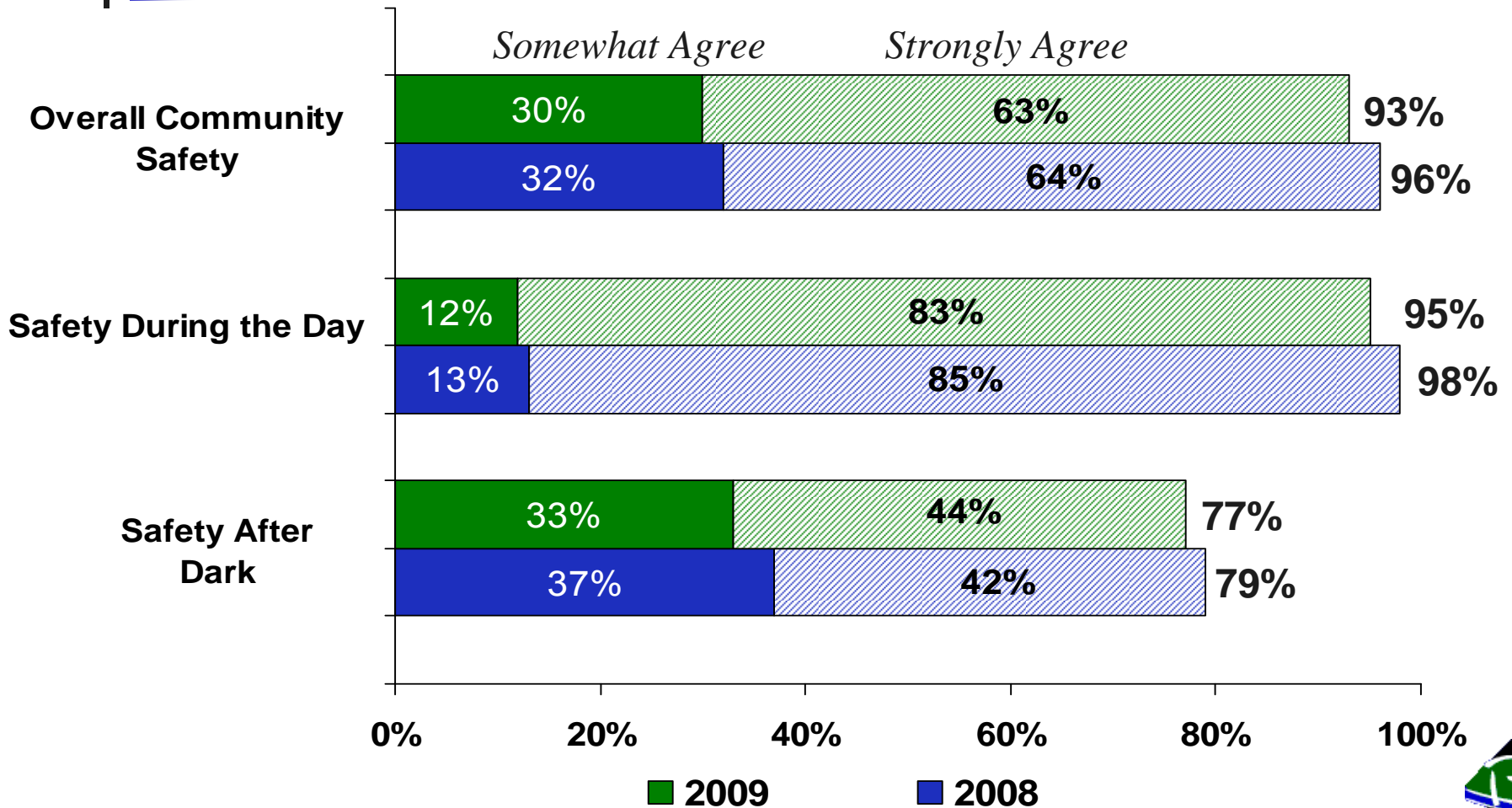


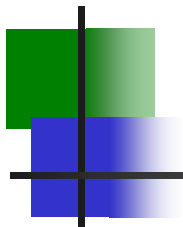
Support for the Increase of Property Taxes to Provide Enhanced Snow and Ice Control





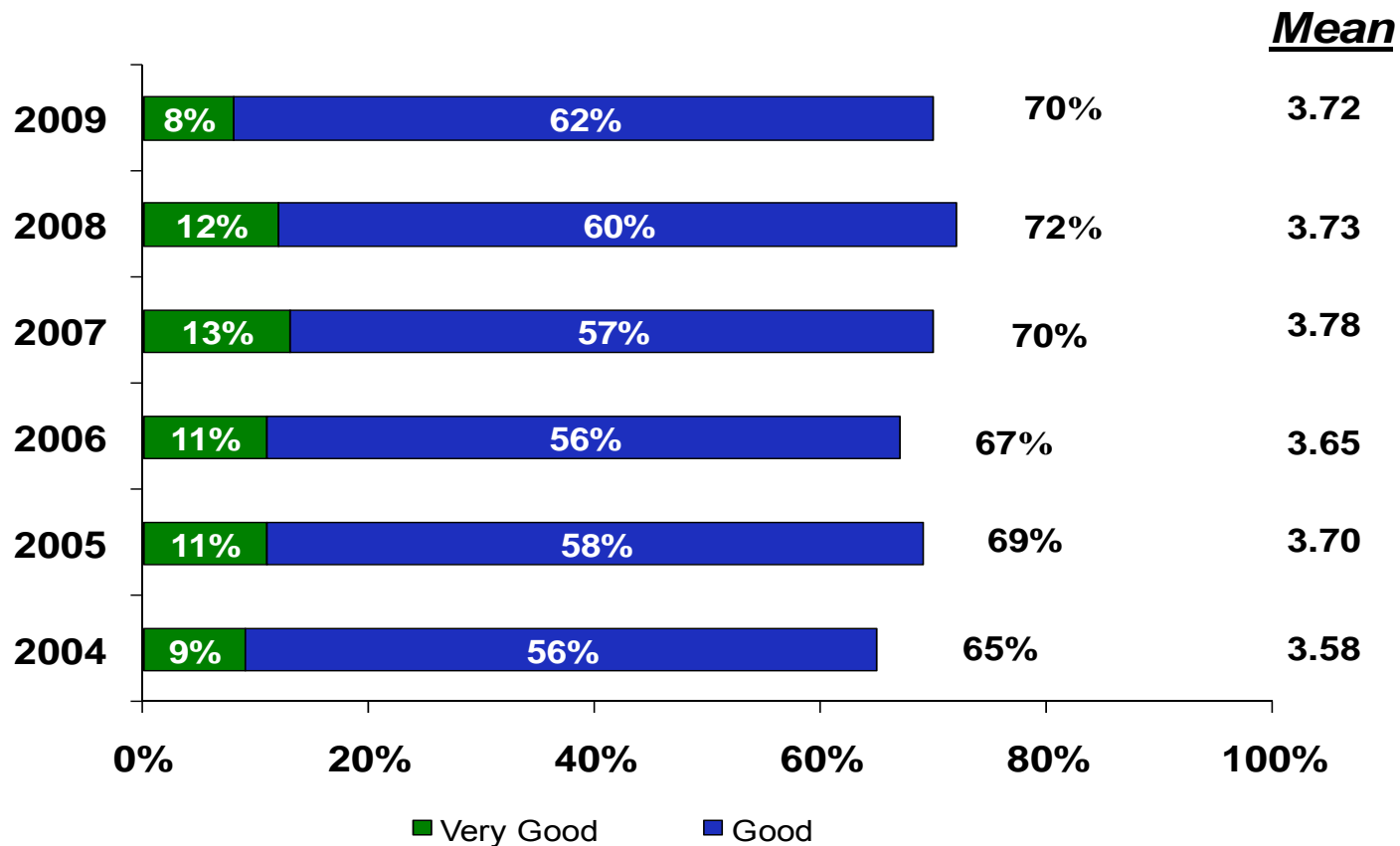
Safety





Tax and Service Increases

Perceived Value of Tax Dollars



Mean

3.72

3.73

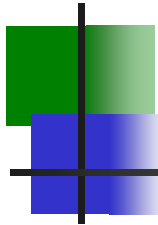
3.78

3.65

3.70

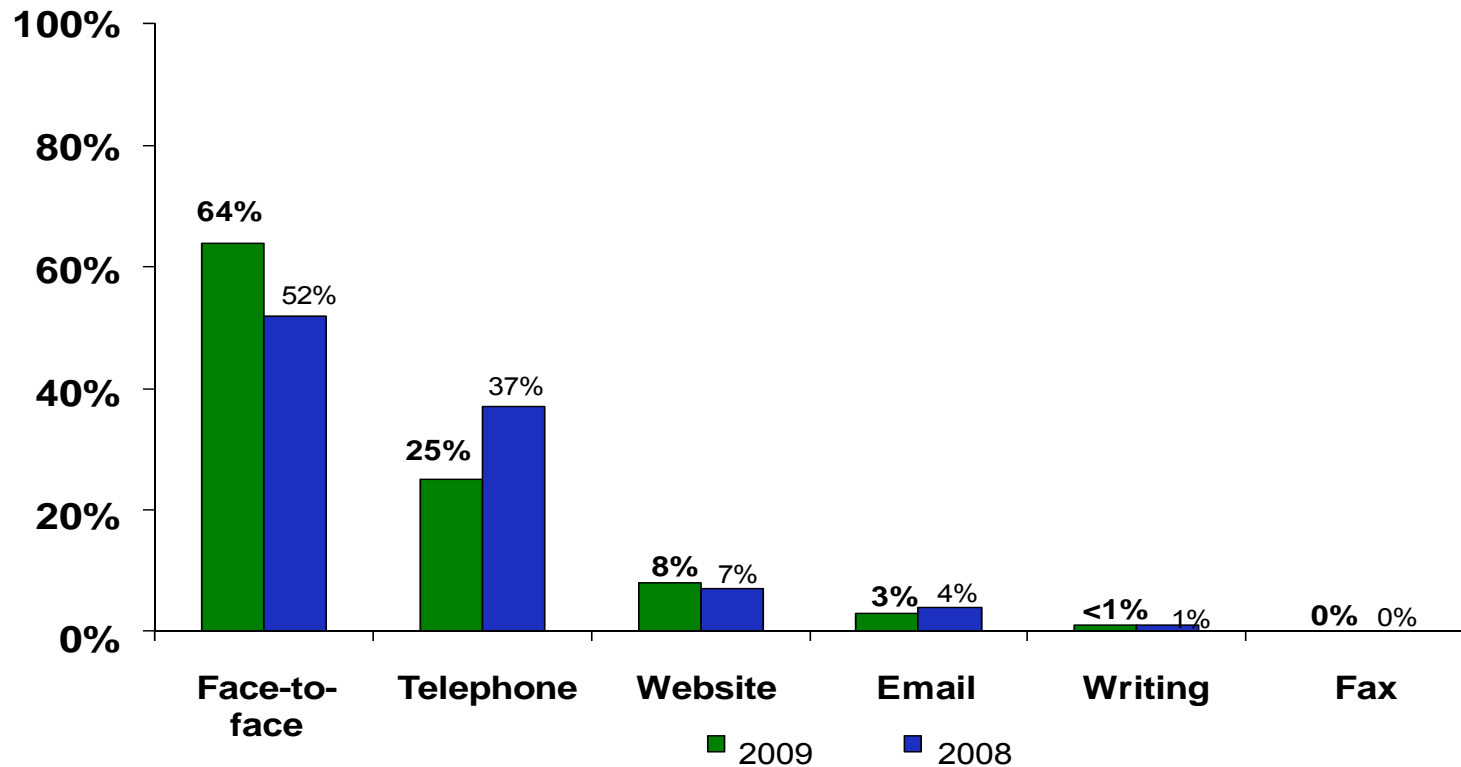
3.58





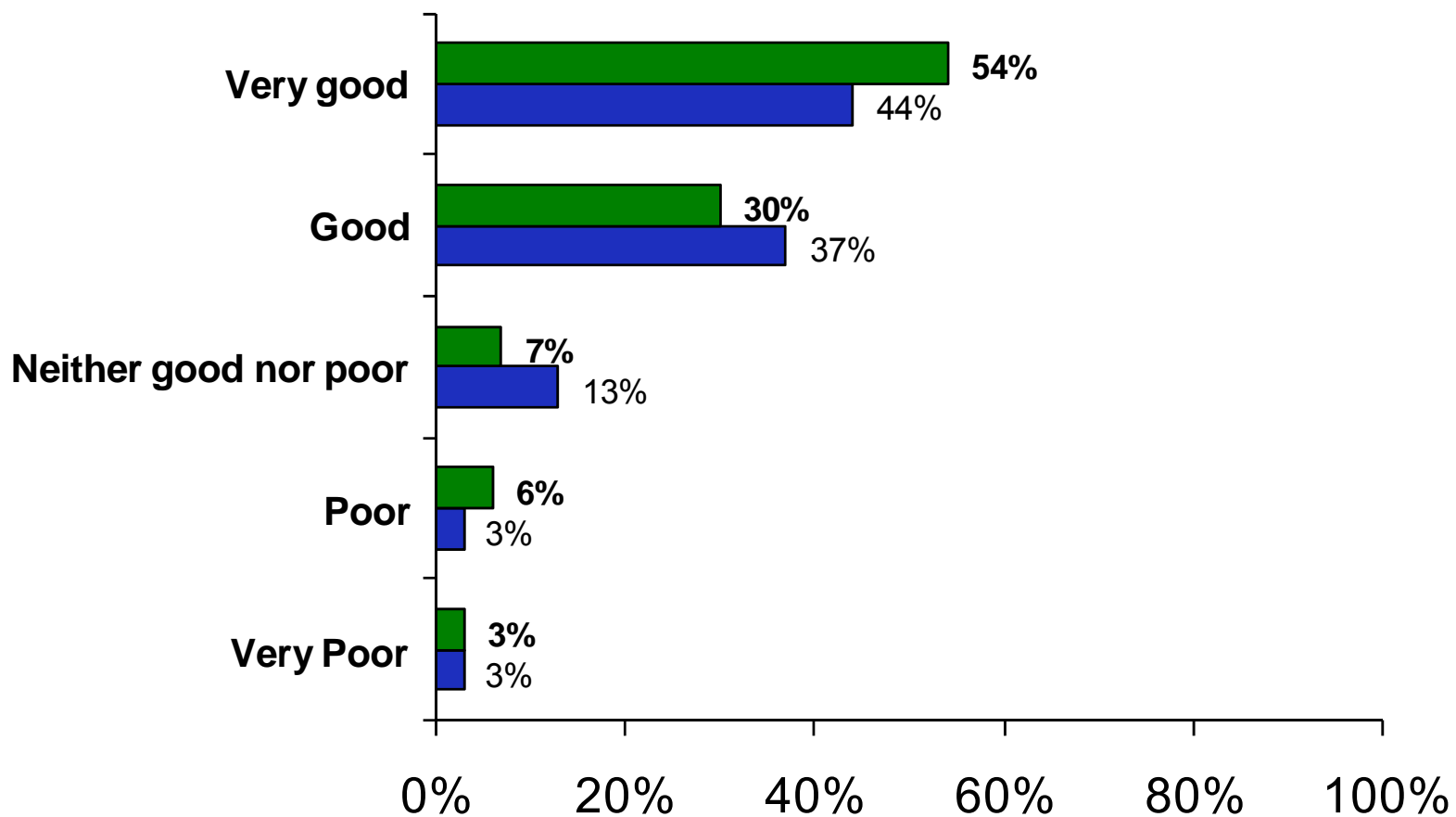
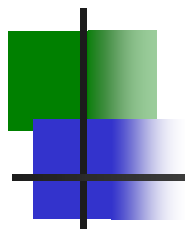
Contact with City of Airdrie

Method of City Employee Contact



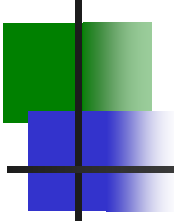


Quality of Service Provided by City Employees

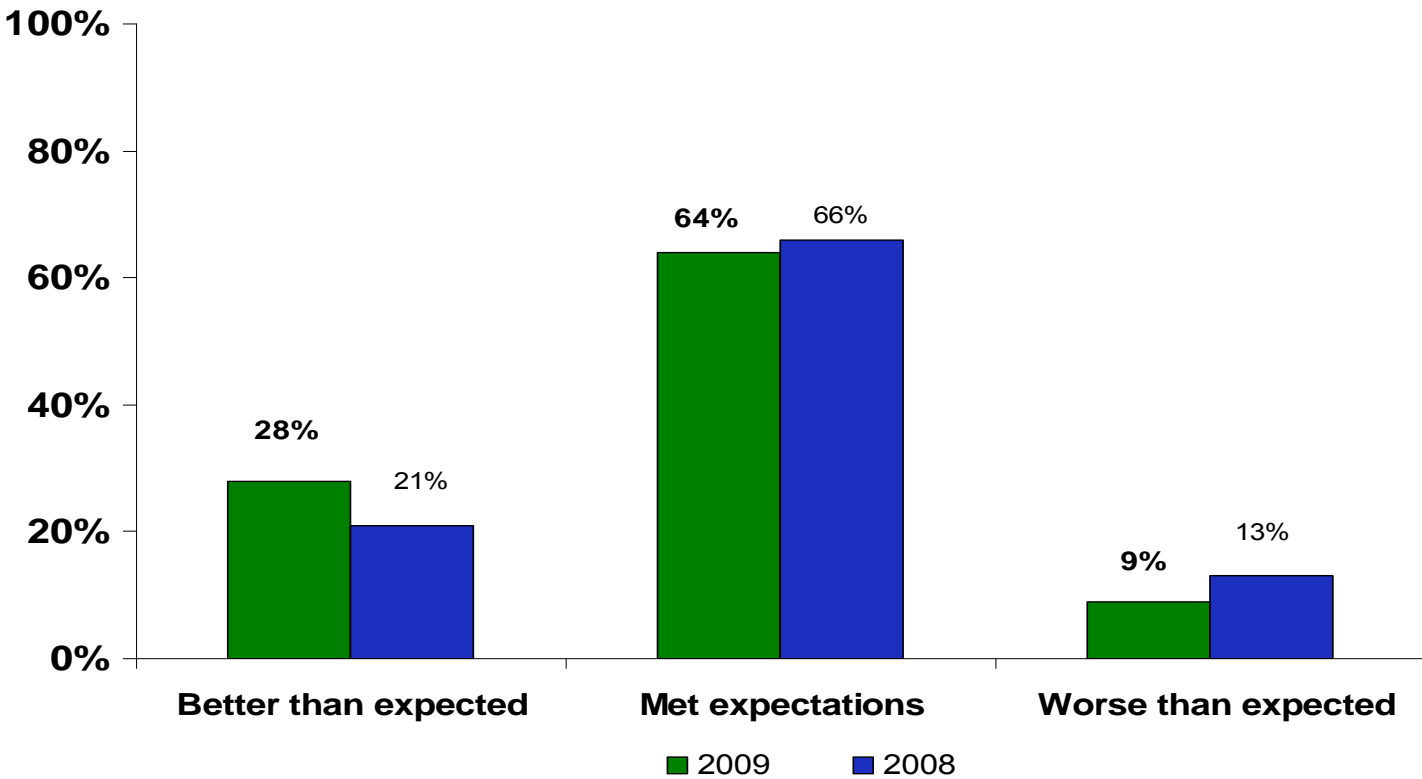


n=309
Base: Respondents that had contact over the past 6 months and provided an answer





Service Expectations

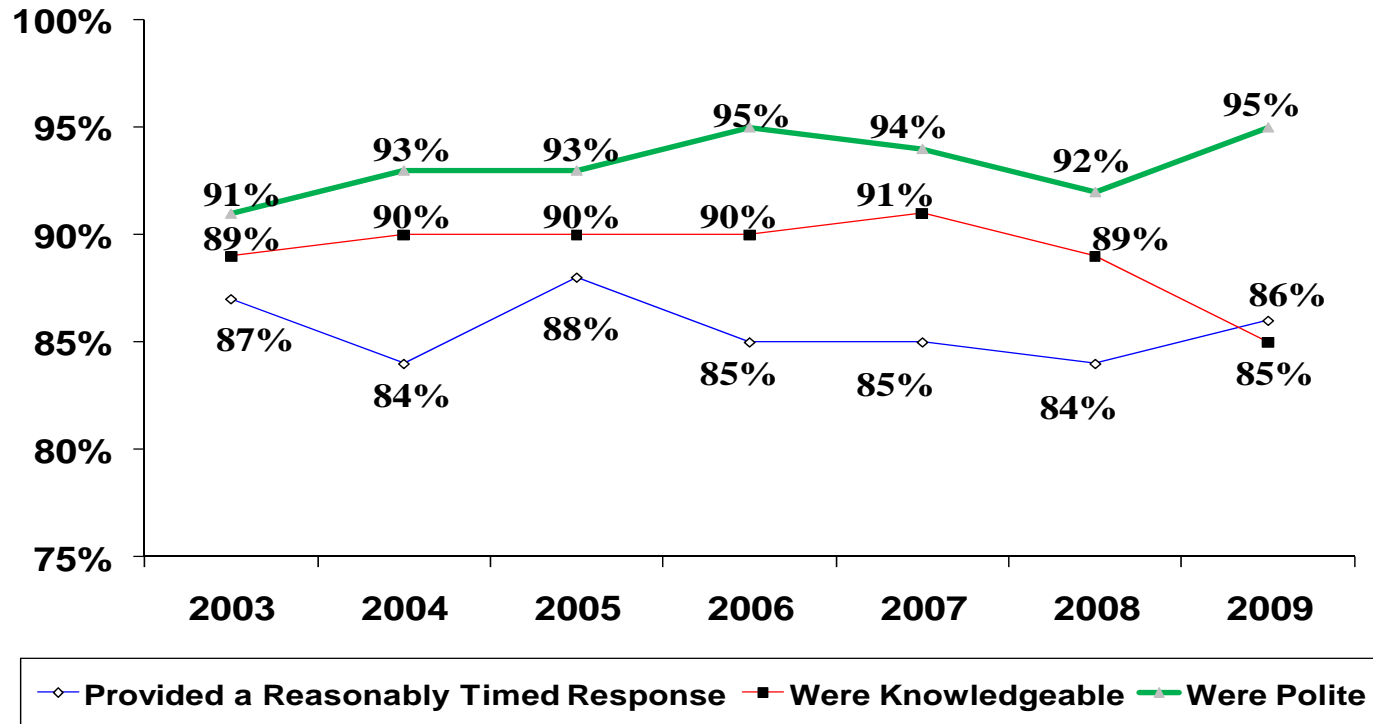


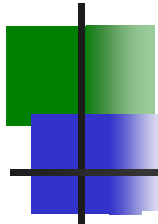
Base: Respondents that had contact with a City employee and that had an opinion



Contact with City of Airdrie

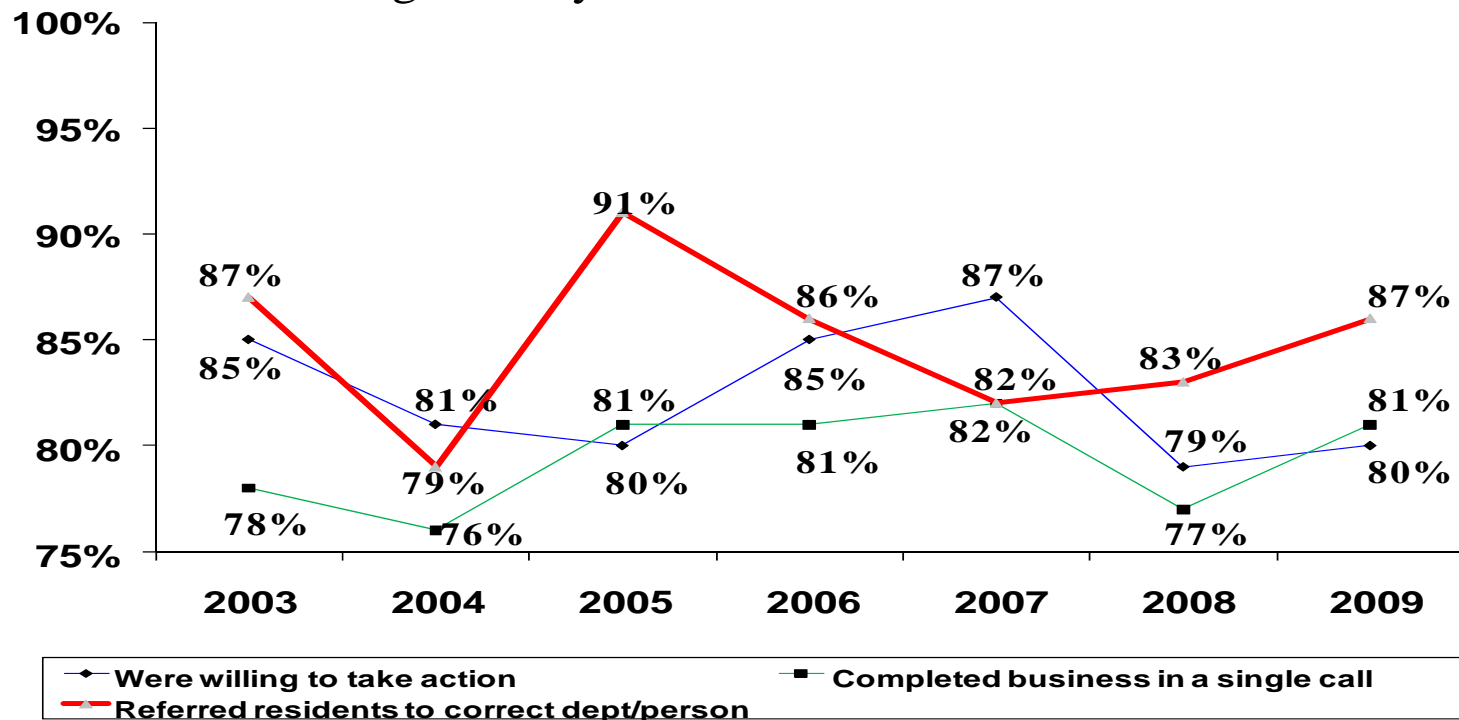
Ratings of City Staff Across a Number of Measures

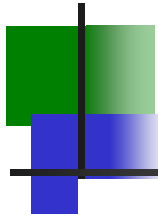




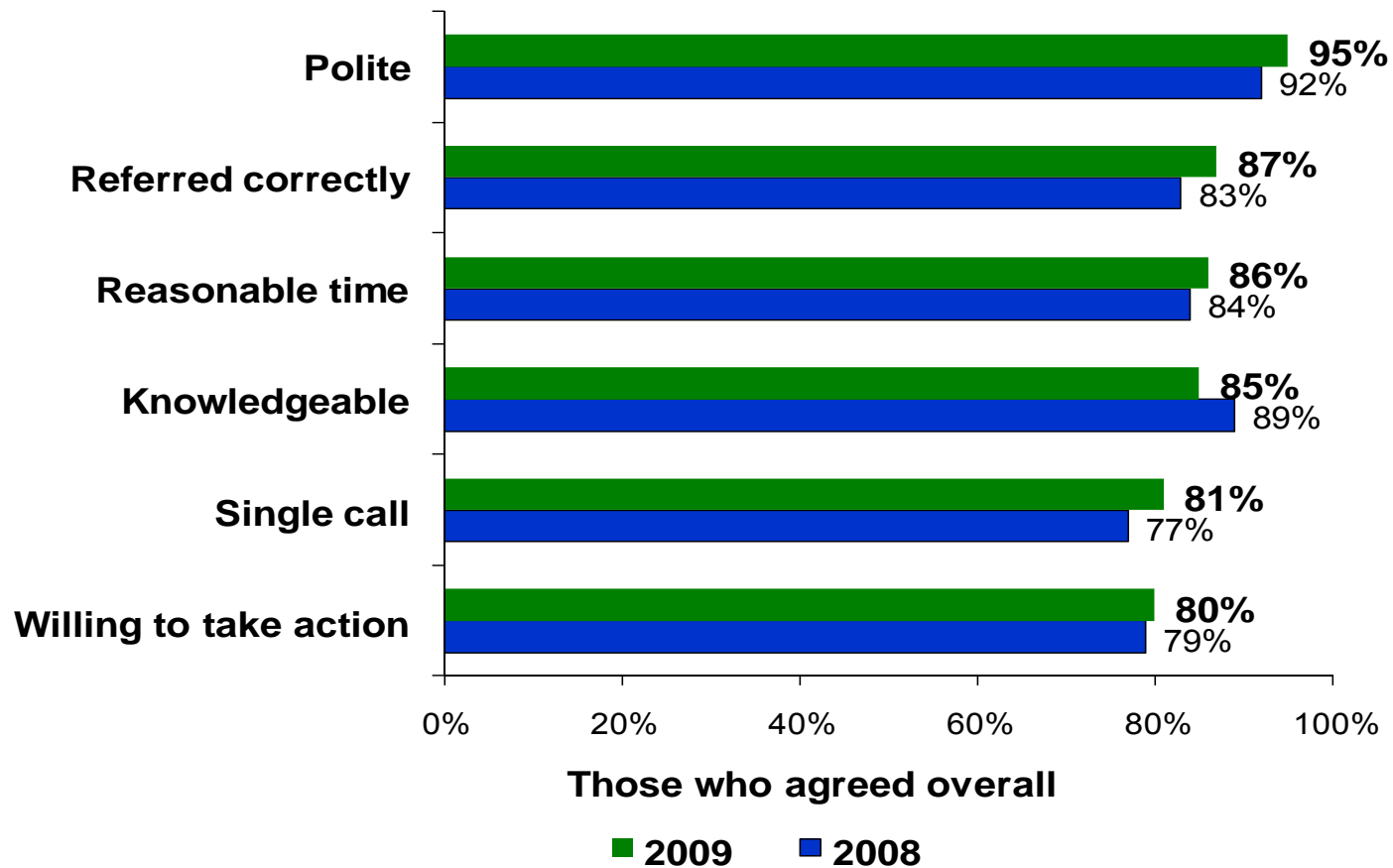
Contact with City of Airdrie

Ratings of City Staff Across a Number of Measures





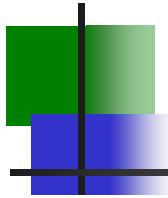
Contact with City of Airdrie



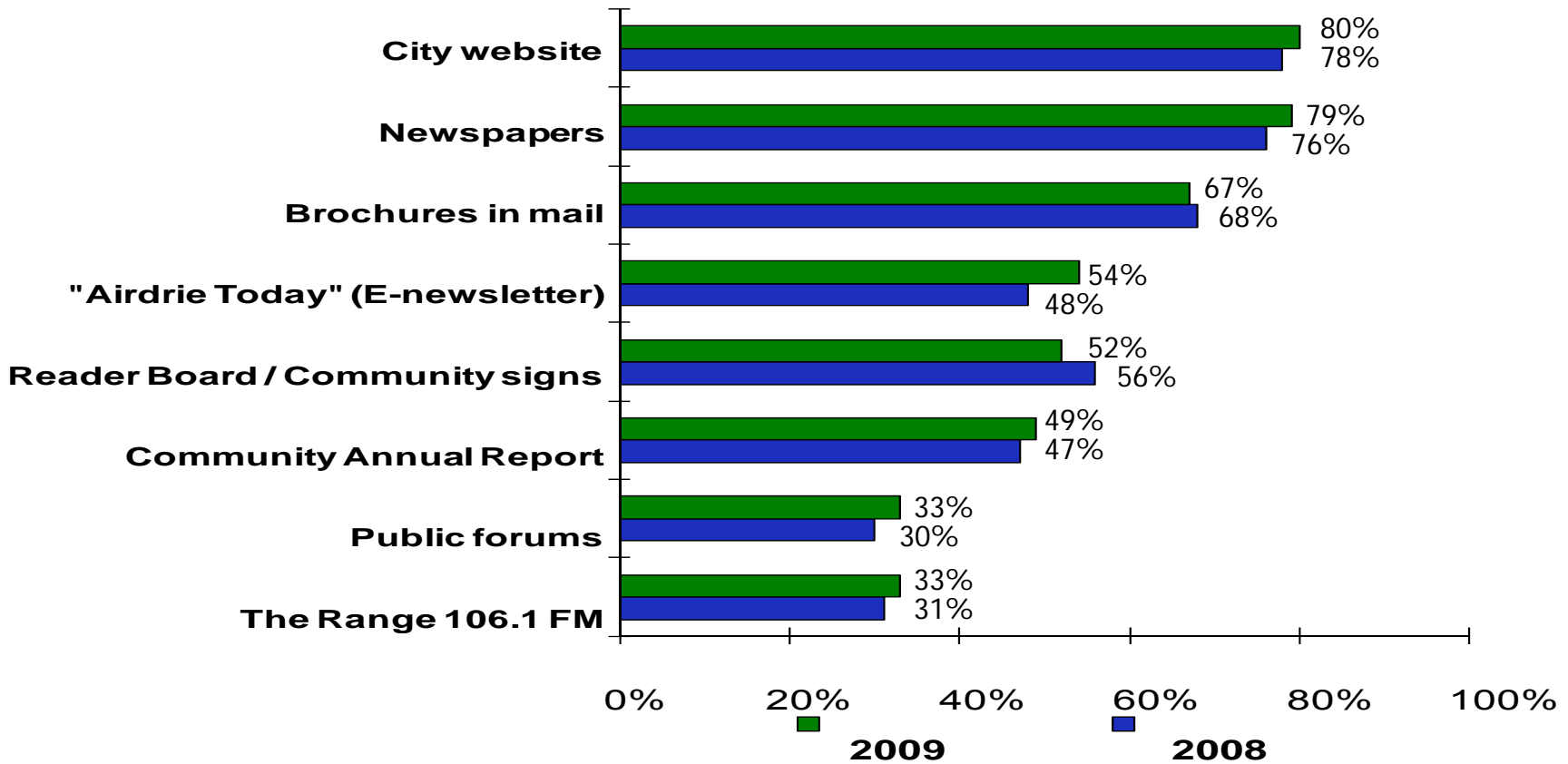
n=311

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





Communication



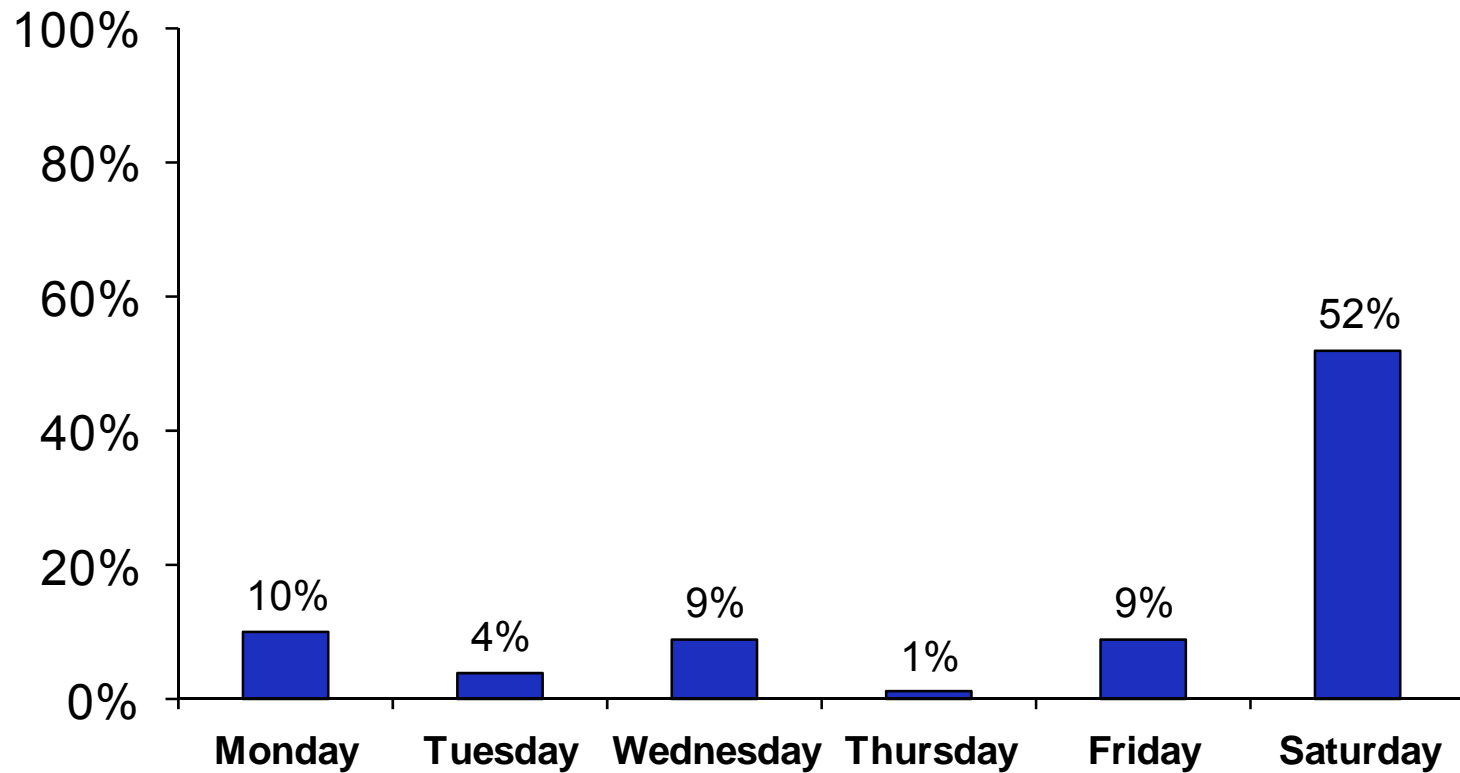
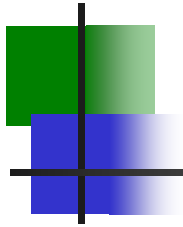
n=400

*Respondents that said that "yes" it is an effective method



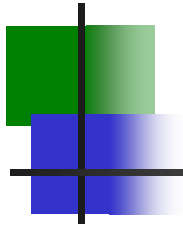


Preferred Day of Doing Business at City Hall

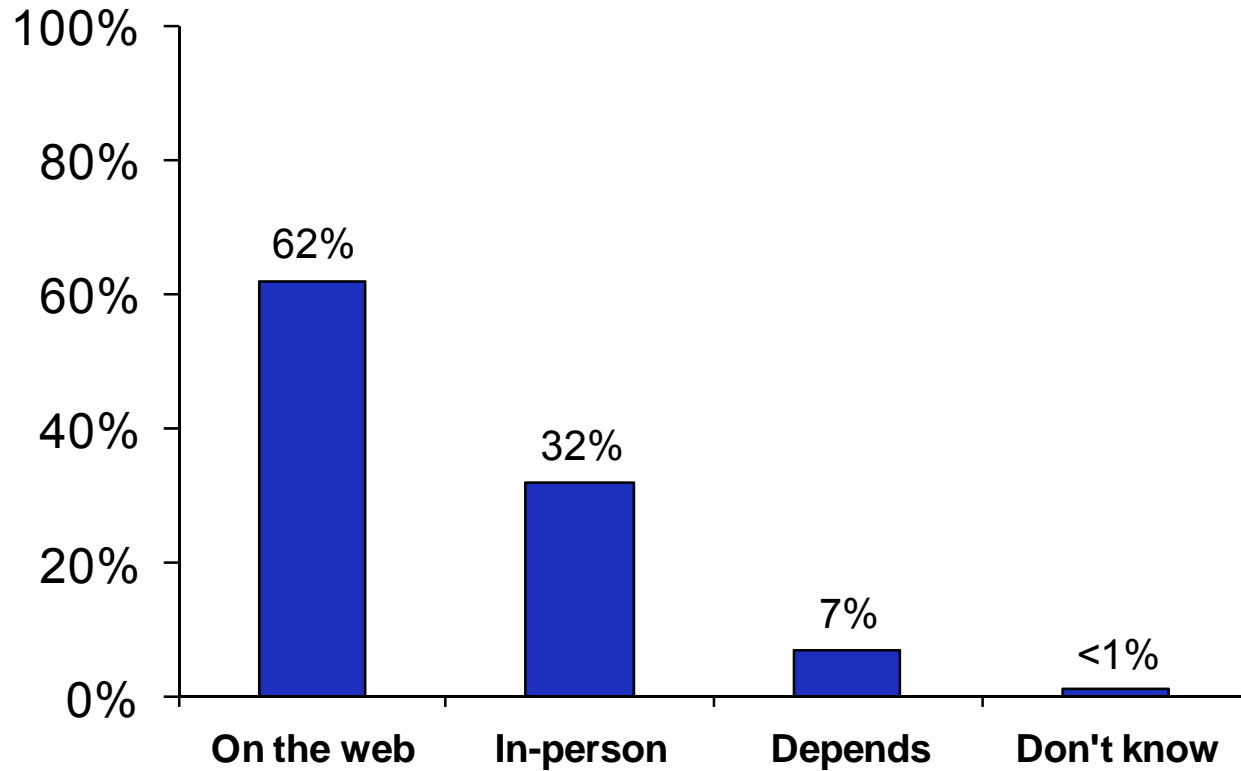


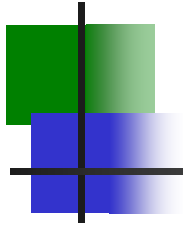
n=400





Web versus In-person Service





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?

