



City of Airdrie

2022 Citizen Satisfaction Presentation

March 7, 2022

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, Y Station conducted a general population survey with n=598 interviews with City of Airdrie citizens 18+, with quotas for age and gender.
 - A social-media sample (n=467) in combination with a landline-telephone sample (n=131) 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=898 responses. Results of this survey have been provided under a separate cover.

Study Completion Dates

- Data collection was carried out from January 10-28, 2022. This had an impact as COVID-19 was approaching the peak of the 5th wave. During this time, COVID-19 hospitalization rates in Alberta climbed from 713 to 1,477. The results of this survey represent a point in time study and the impact of the pandemic is reflected in the responses.

Methodology

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 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.
- Comparisons to other municipalities in Alberta will be provided once these municipalities release their 2021/2022 data to the public.

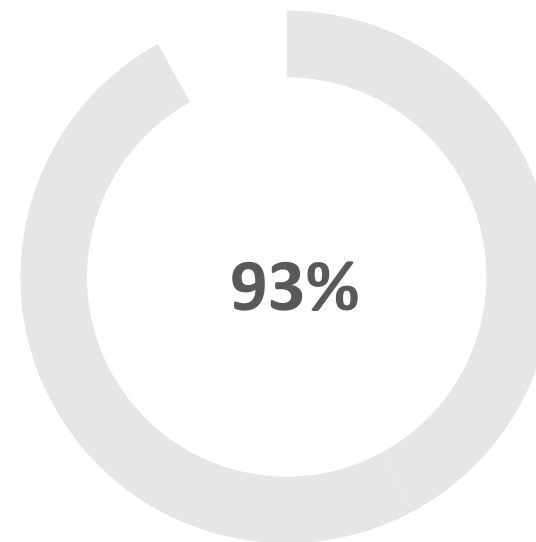
Quality of Life

72% of City of Airdrie residents rated their quality of life as a 4 or 5 out of 5

2022 (n=598)

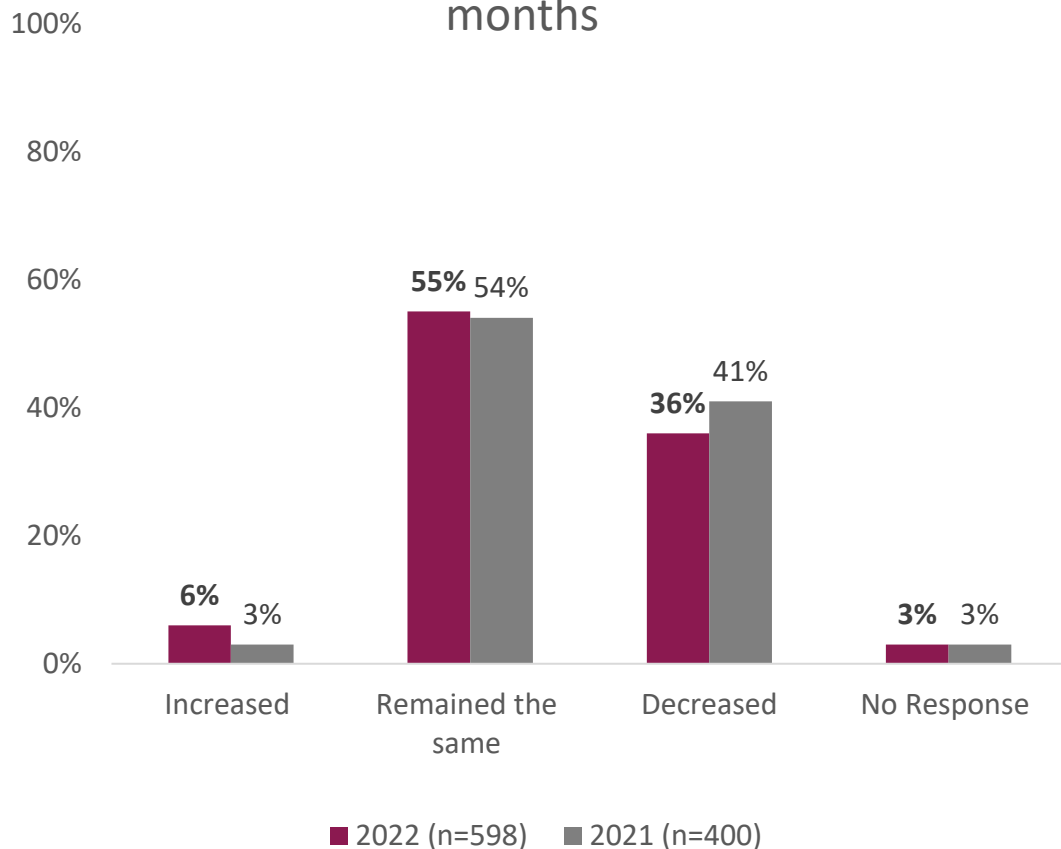


2021 (n=400)

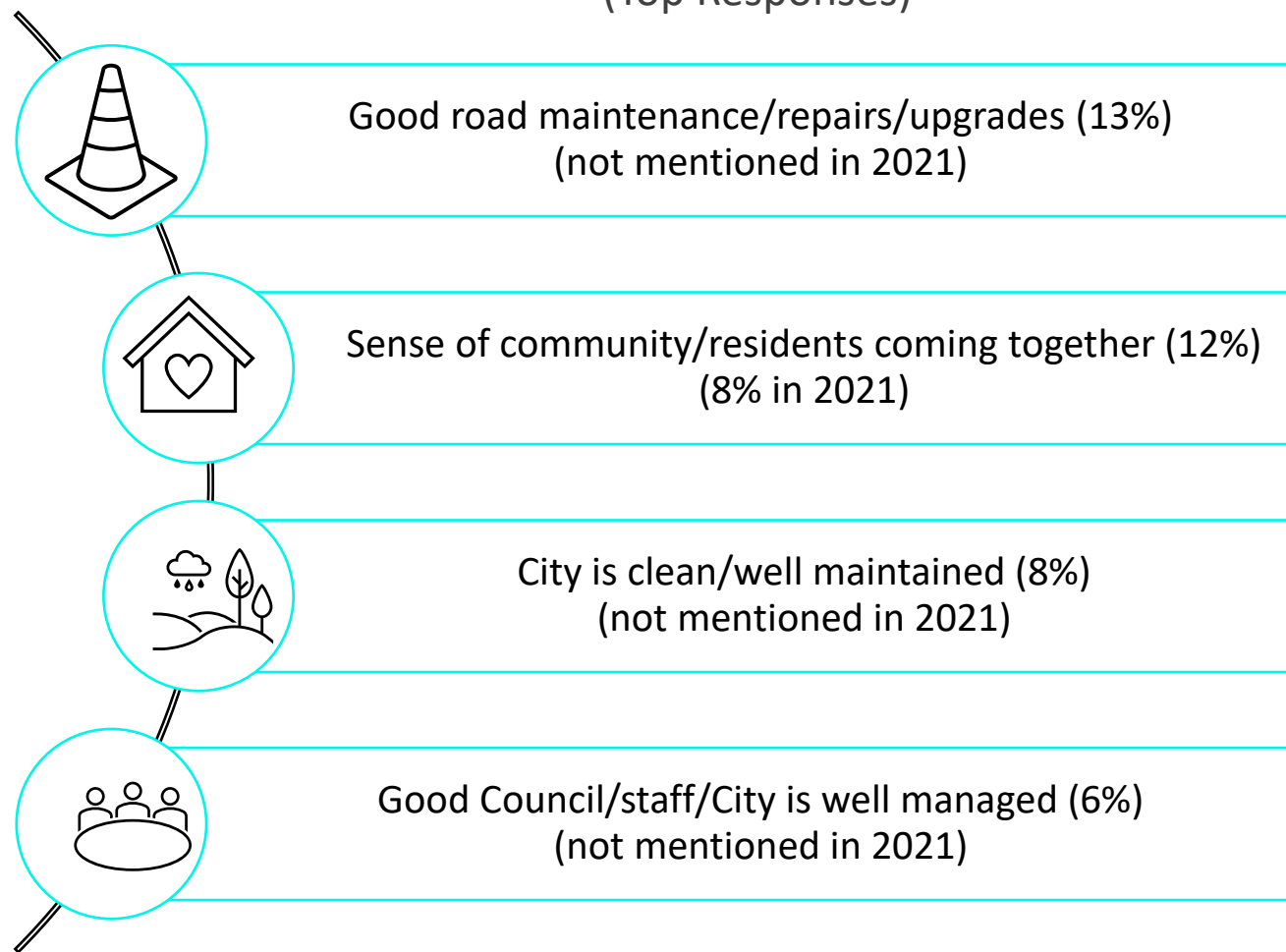


Quality of Life

Quality of Life in Airdrie over the past 12 months



Reasons for Increase in Quality of Life (Top Responses)



2022 (n=27)*

2021 (n=11)*

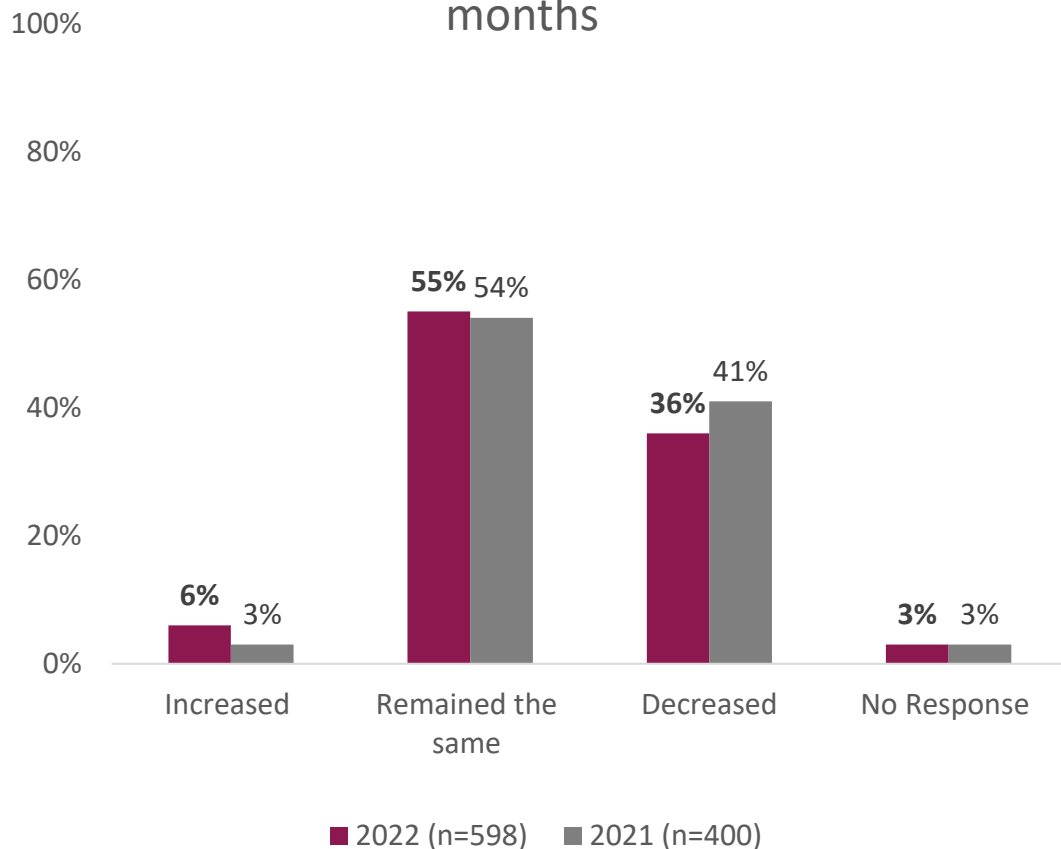
Over the past 12 months, would you say the quality of life in Airdrie has...? Why did you provide that response?

Please be cautious interpreting bases <30; top responses shown

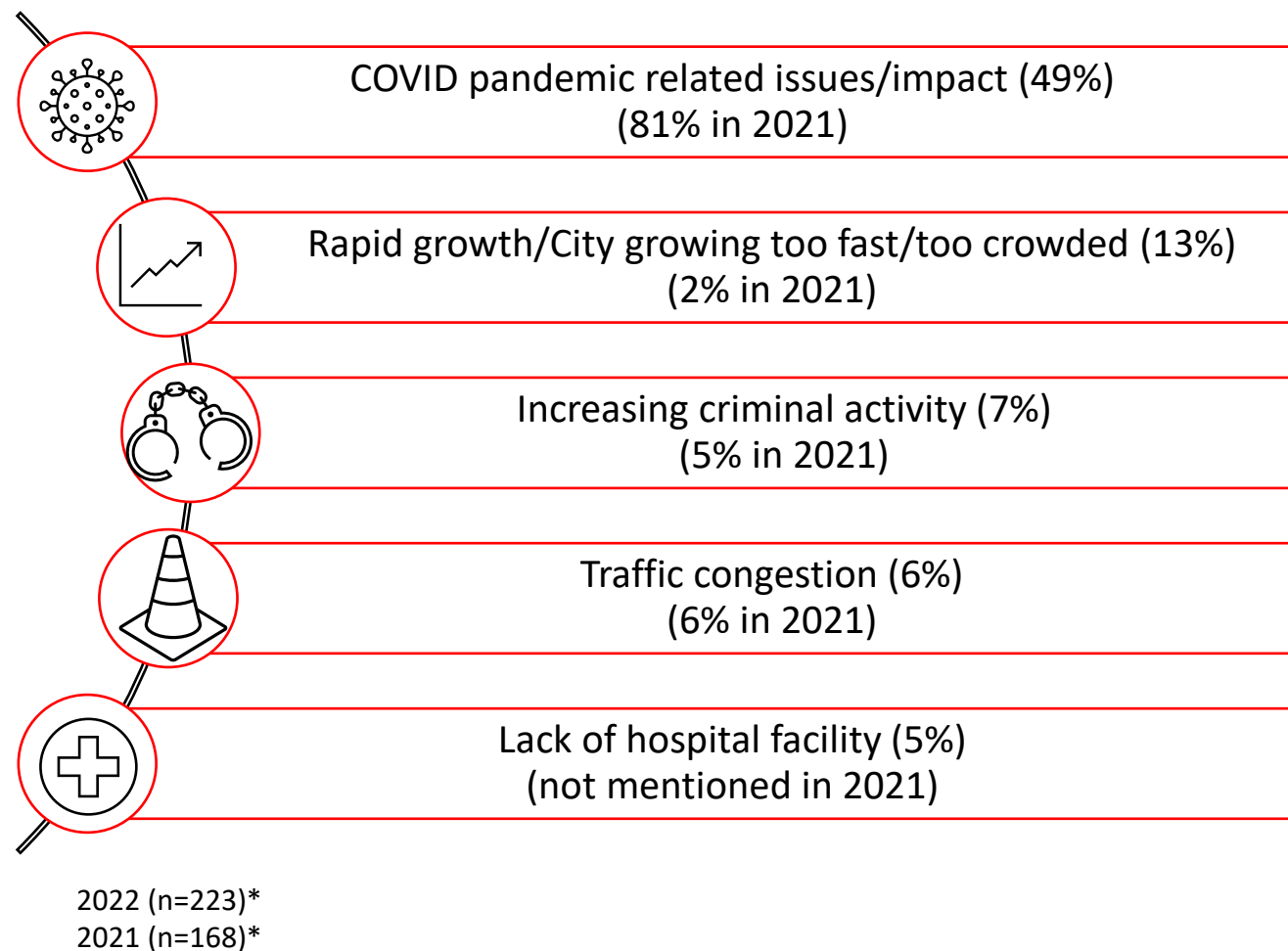
*Base: City of Airdrie residents /respondents who said the quality of life in Airdrie has increased over the past 12 months

Quality of Life

Quality of Life in Airdrie over the past 12 months



Reasons for Decrease in Quality of Life (Top Responses)



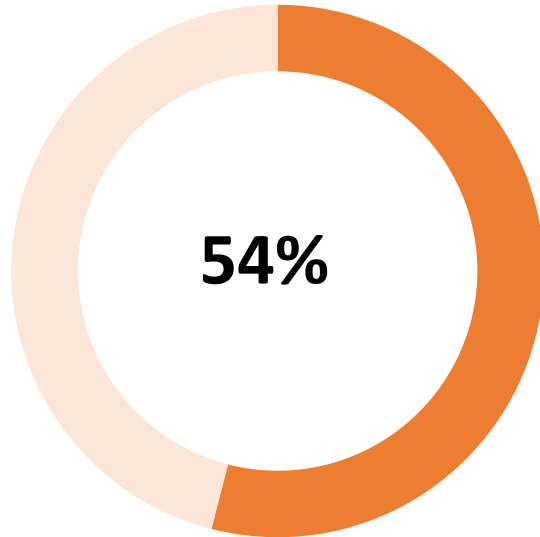
Over the past 12 months, would you say the quality of life in Airdrie has...? Why did you provide that response?

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

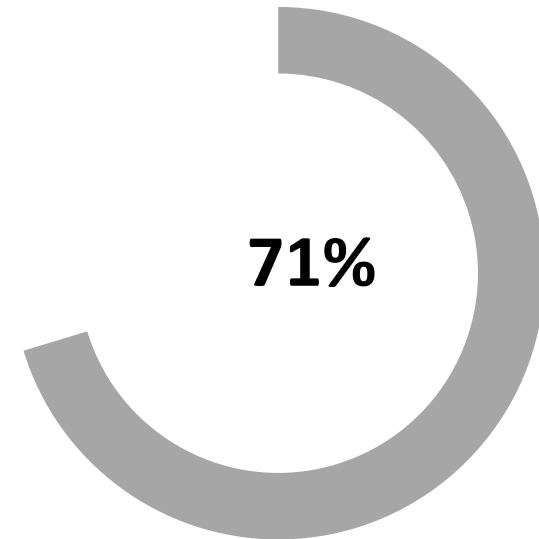
Likelihood To Recommend Airdrie

54% of City of Airdrie residents were likely (8-10 ratings) to recommend Airdrie as a place to live

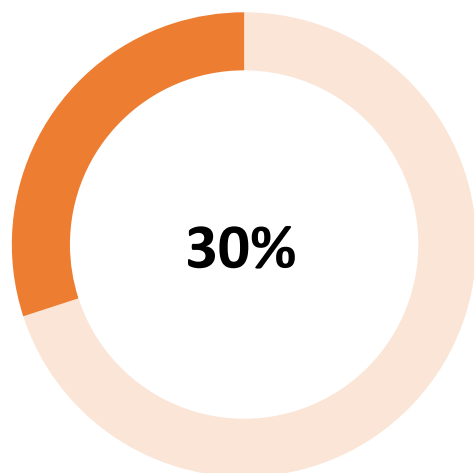
2022 (n=598)



2021 (n=400)

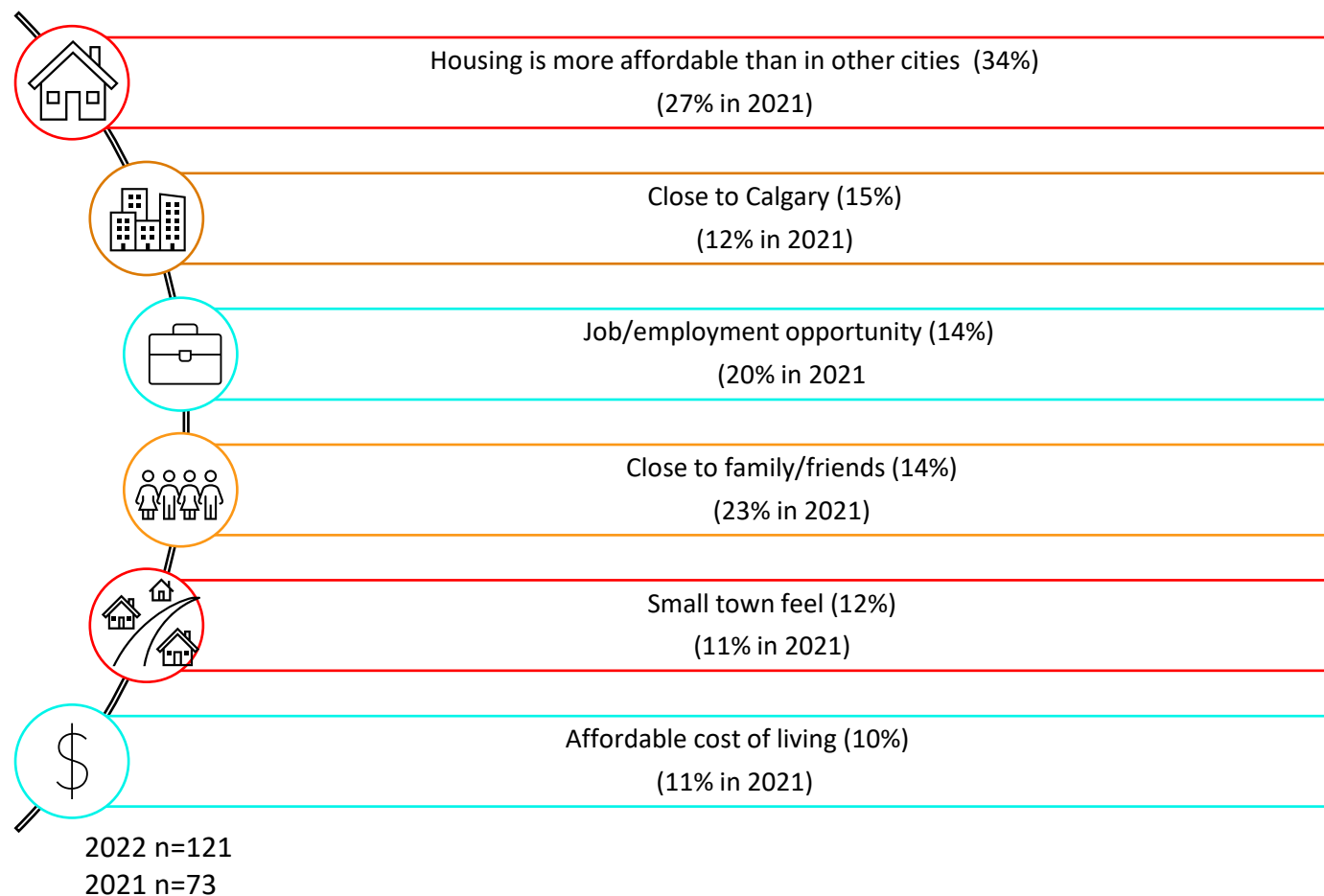


Reasons to Move to Airdrie

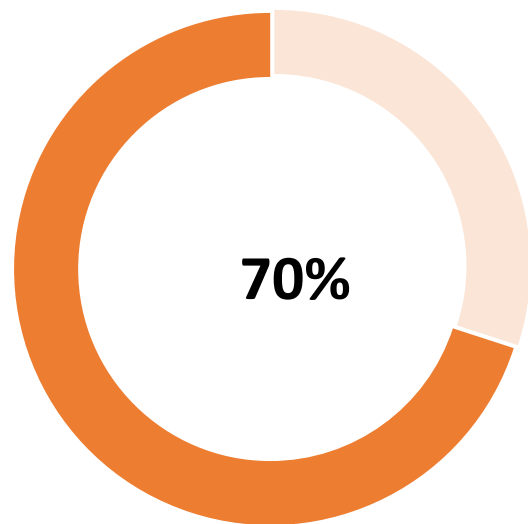


30% of respondents have lived in Airdrie for 5 years or less.

Why did you decide to move to Airdrie?

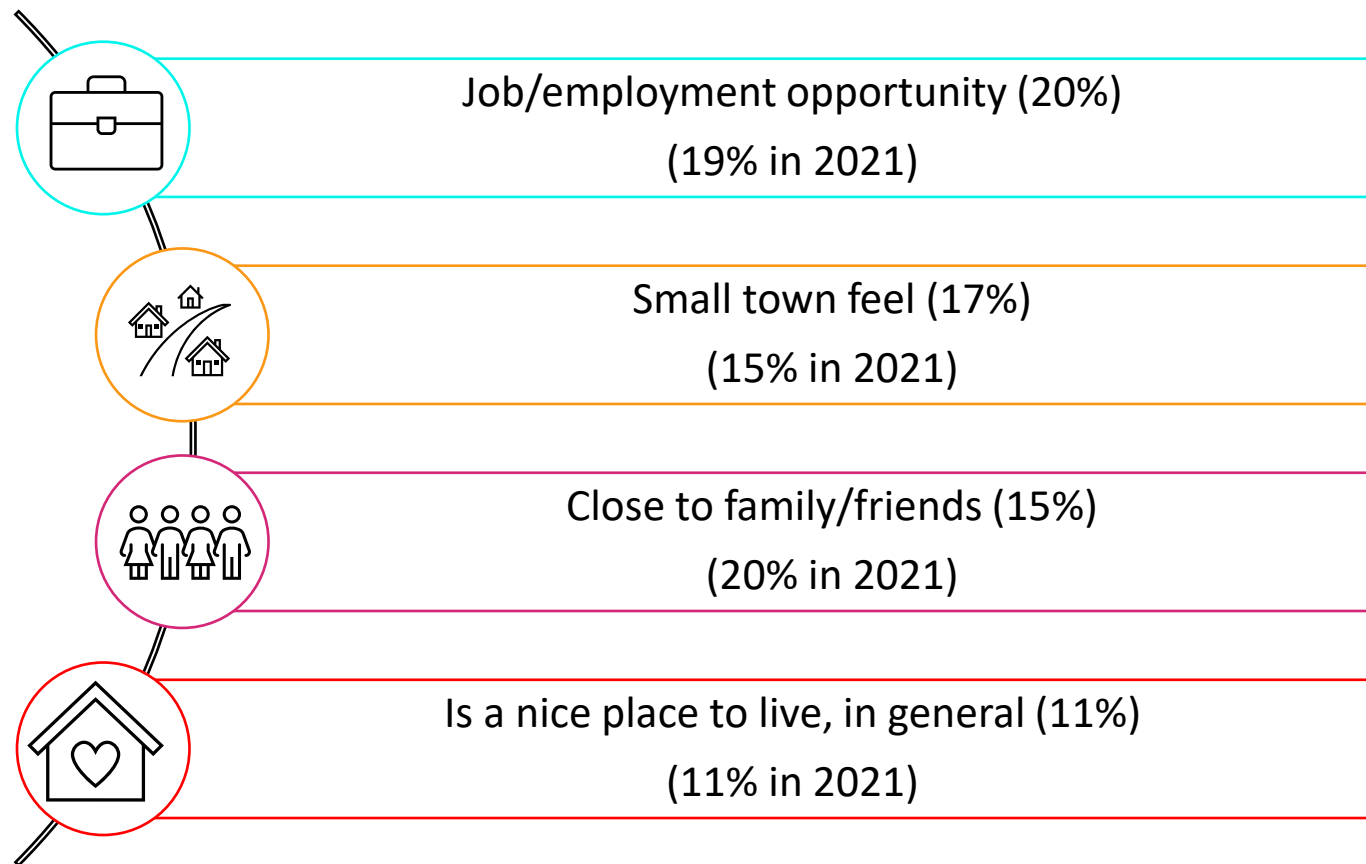


Reasons to Stay in Airdrie



70% of respondents have lived in Airdrie for more than 5 years

Why have you stayed in Airdrie for that long?

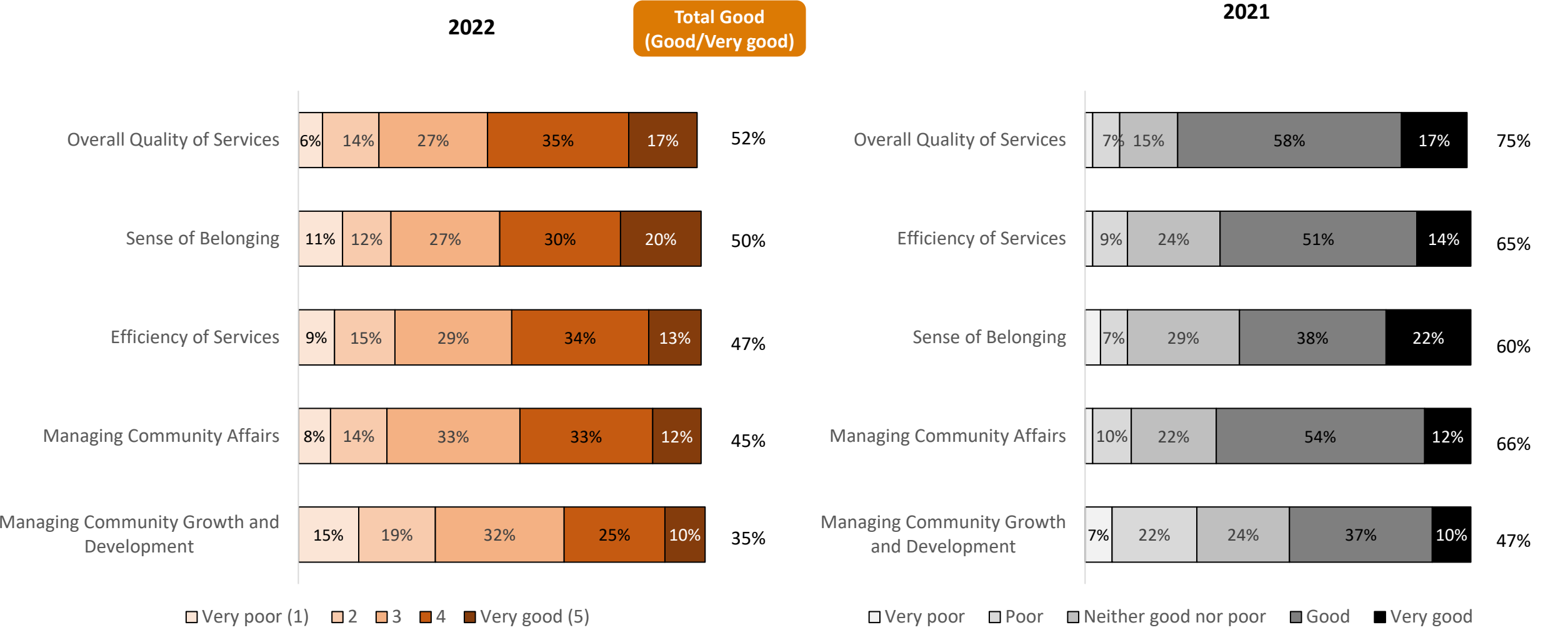


2022 n=477
2021 n=325

Why have you stayed in Airdrie for that long?

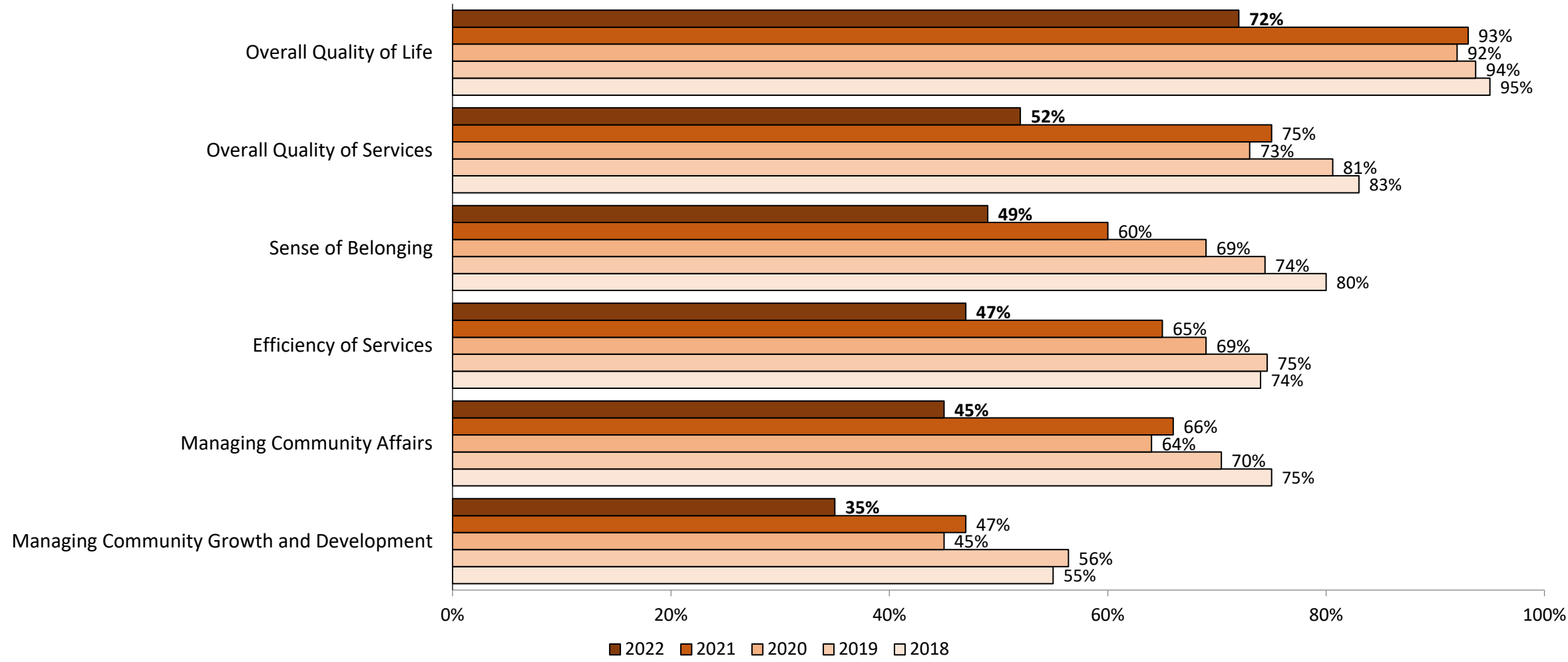
Top responses shown

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



Community (trends over time)

Total Good (Good/Very good or 4/5) 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...?

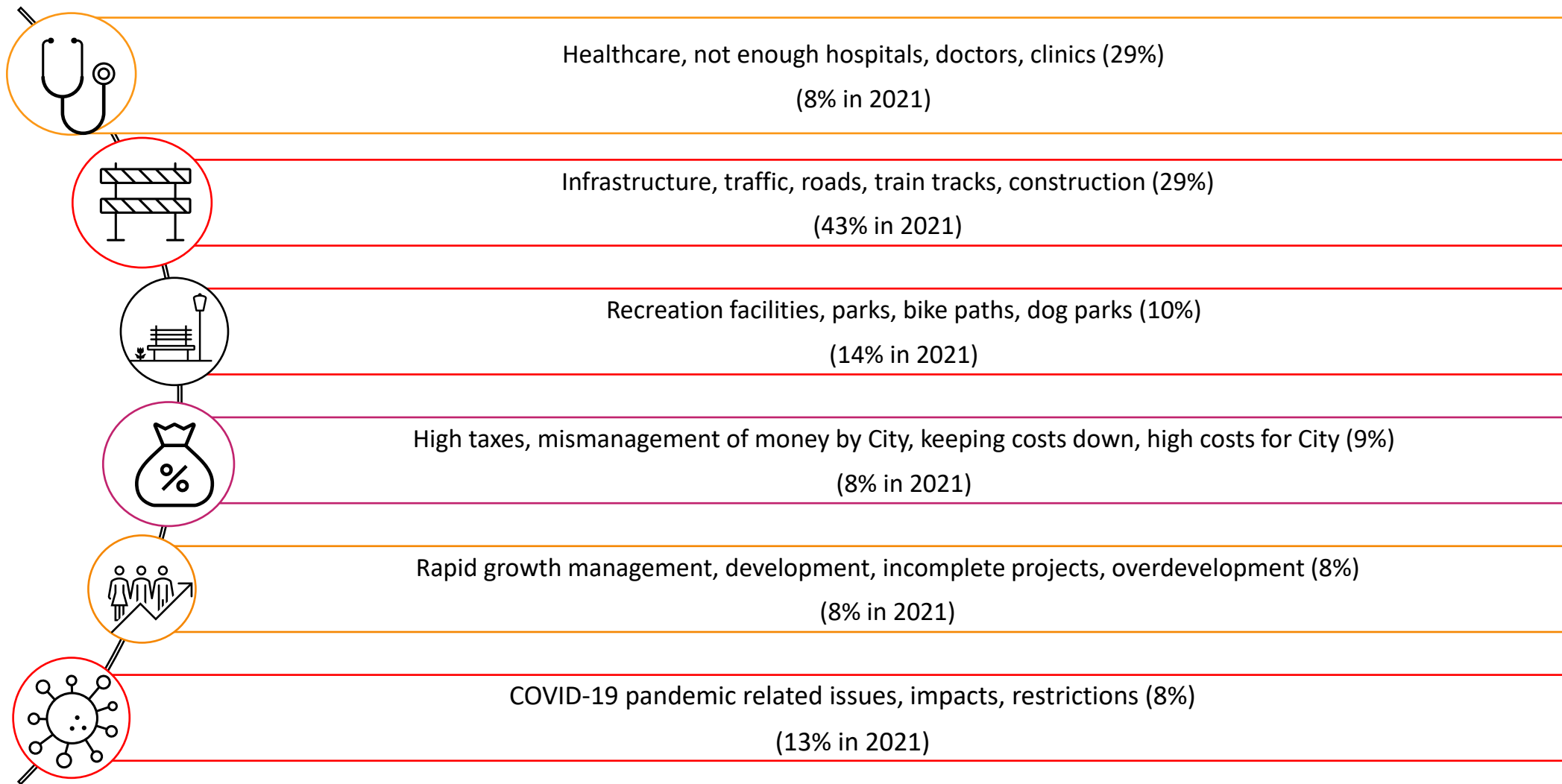
Base: City of Airdrie residents who provided a valid response (i.e., excluding “don’t know” responses) (n=537-598 in 2022)

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									
	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013
Quality of Service Provided	3.41	3.81	3.84	3.99	3.99	3.87	4.02	4.02	4.04	4.08
Efficiency in the Provision of Service	3.29	3.65	3.67	3.87	3.82	3.72	3.87	3.88	3.81	3.91
Managing Affairs of the Community	3.28	3.64	3.62	3.82	3.82	3.76	3.88	4.00	3.92	4.02
Managing Community Growth and Development	2.98	3.21	3.10	3.43	3.39	3.26	3.43	3.51	3.52	3.71
CITIZEN SATISFACTION INDEX:	3.24	3.58	3.56	3.78	3.76	3.65	3.80	3.85	3.82	3.93

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)
Value for tax dollars removed as the rating scale changed from a 5 point scale to a 4 point scale in 2022

Issues Facing the City of Airdrie



2022 n=598
2021 n=400

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 (trends over time)

Total good (good/very good)	2022	2021	2020	2019	2018	2017	2016
Airdrie Fire	82%	92%	93%	93%	93%	93%	95%
Recycling depot programs*	79%	87%	87%	92%	87%	-	-
Curbside recycling collection*	77%	84%	87%	89%	88%	-	-
Curbside organics collection**	75%	84%	84%	87%	80%	72%	73%
Residential garbage collection**	70%	74%	85%	84%	84%	87%	87%
Chinook Winds Park	70%	89%	92%	88%	76%	77%	75%
Parks, pathways & open spaces	70%	86%	84%	89%	87%	82%	86%
Bert Church Theatre	69%	89%	87%	90%	73%	72%	74%
Outdoor City recreation facilities	68%	81%	86%	82%	78%	80%	77%
Online services/MyAirdrie**	67%	76%	78%	91%	72%	70%	71%
Utility services (including water and sewer)	66%	80%	77%	85%	86%	85%	81%
The Public Library	64%	82%	83%	89%	76%	65%	71%
Genesis Place Recreation and Wellness Centre	60%	84%	79%	85%	79%	78%	82%
Town and Country Centre*	59%	70%	71%	68%	53%	-	-
Summer road maintenance	57%	63%	65%	74%	65%	66%	67%
Ron Ebbesen Arena and Plainsmen Arena	50%	77%	70%	71%	65%	59%	65%
City website	49%	67%	71%	71%	63%	57%	63%
The RCMP	47%	68%	65%	78%	82%	81%	88%
Winter snow and ice control	35%	33%	56%	53%	52%	43%	55%
Airdrie Transit	33%	54%	45%	45%	32%	33%	39%
Municipal enforcement	31%	42%	40%	62%	55%	53%	56%

Significantly lower in 2022

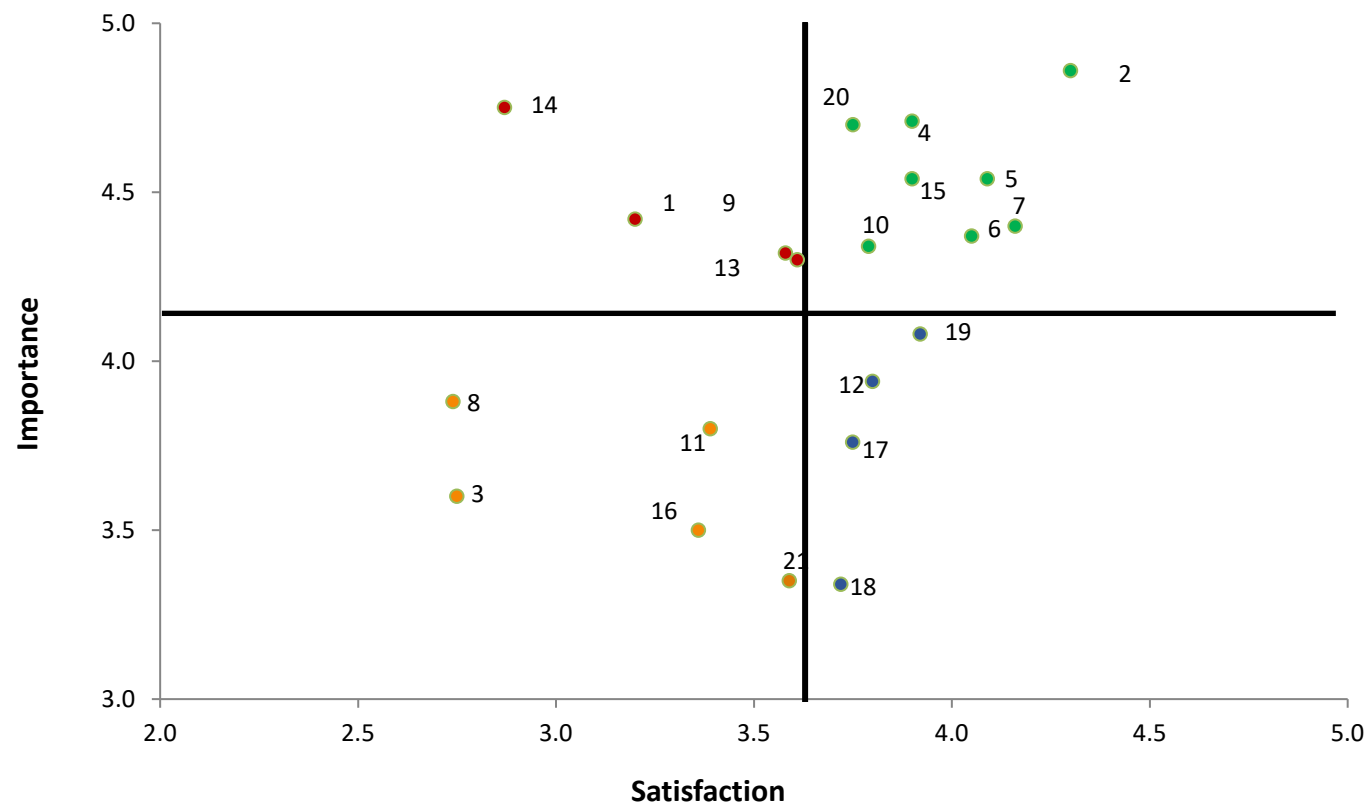
Thinking about your experience with the following services over the past year, how would you rate the quality of each of the following...?

*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=149-591 in 2022

Impact Analysis – Overall Satisfaction versus Importance

2022 Satisfaction versus Importance with
City of Airdrie Services



1. RCMP

2. Airdrie Fire

3. Airdrie Transit

4. Garbage collection

5. Curbside recycling collection

6. Organics collection

7. Recycling depot program

8. Municipal enforcement

9. Genesis Place recreation

10. Outdoor recreation facilities

11. City Website

12. Online services

13. Summer road maintenance

14. Winter snow and ice control

15. Parks, pathways, and open spaces

16. Ron Ebbesen/Plainsmen Arena

17. Public Library

18. Bert Church Theatre

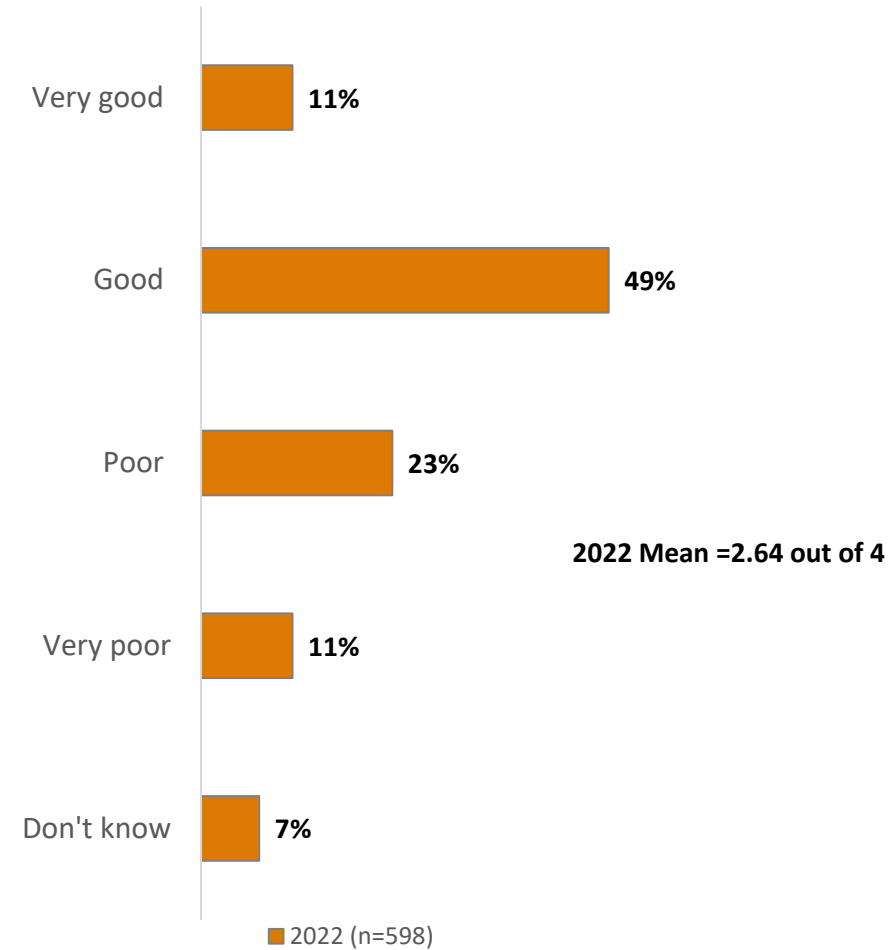
19. Chinook Winds Park

20. Utility services

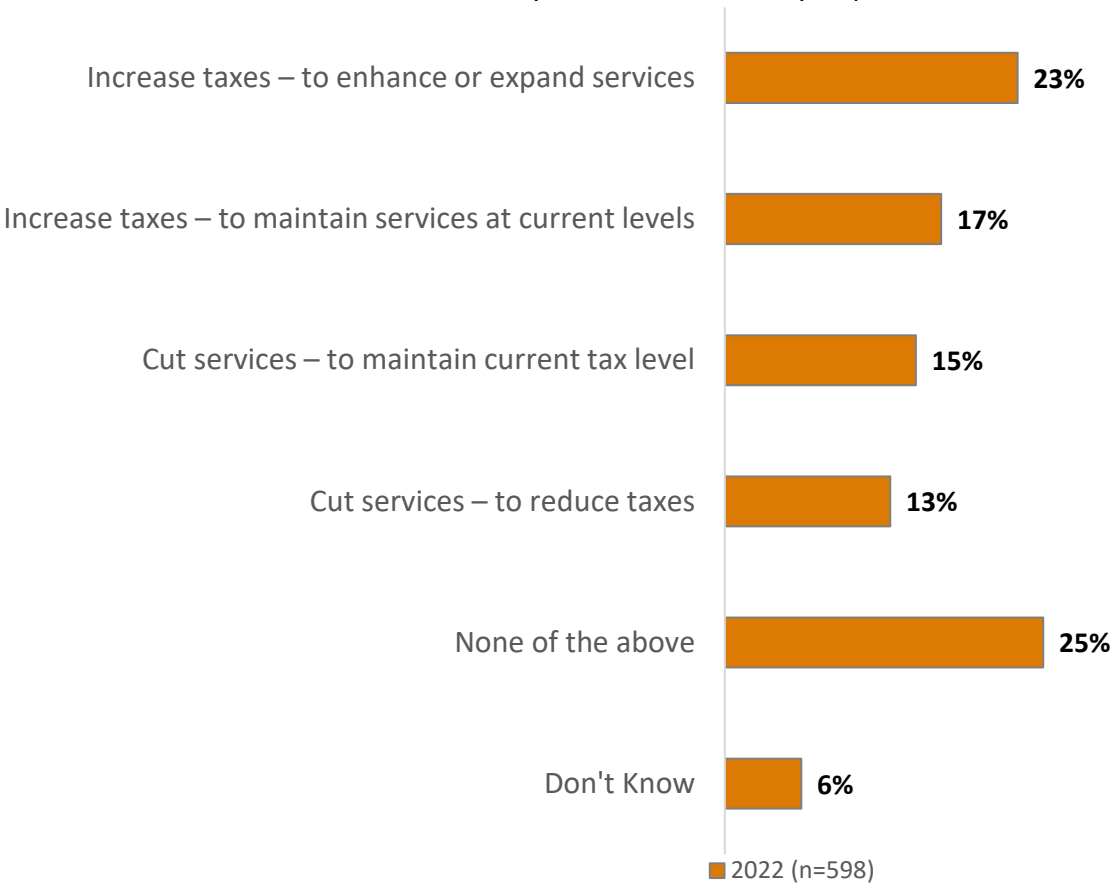
21. Town and Country Centre

Note: Axes set at 3.63 mean satisfaction rating; 4.17 mean importance rating
Scale: 1="not at all important/good"; 5="very important/good"

Property Taxes And Services

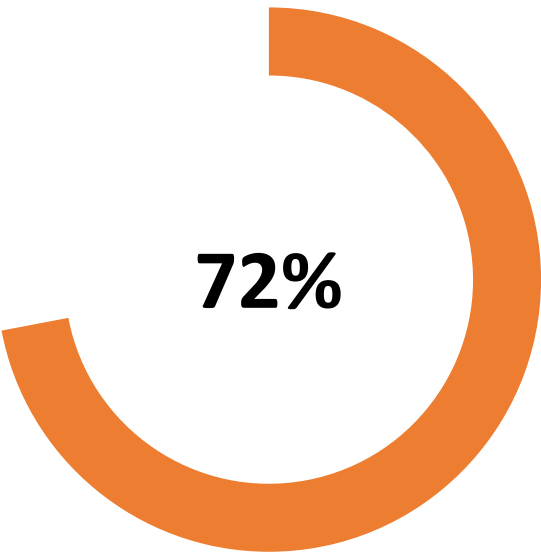


Municipal property taxes are the primary way to pay for services provided by the City. Due to increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this, which one of the following four options would you most like the City to pursue?



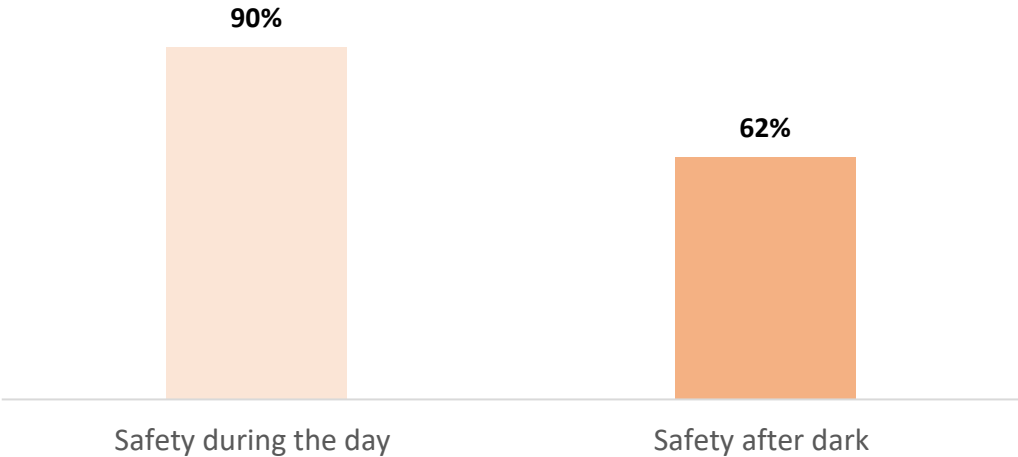
Considering the services provided by the City, please rate the value you feel you receive from your property tax dollars. Would you say the value you receive is...?

Safety Issues



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

n=598



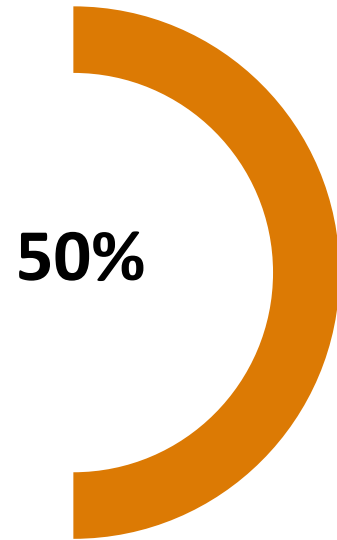
Total Agree (Somewhat/Strongly)	2022 (n=598)	2021 (n=400)	2020 (n=403)	2019 (n=400)	2018 (n=400)	2017 (n=400)	2016 (n=400)
Overall community safety	72%	92%	86%	91%	94%	94%	98%
Safety during the day	90%	98%	96%	99%	99%	99%	98%
Safety after dark	62%	78%	79%	75%	81%	79%	79%

Significant decrease from 2021

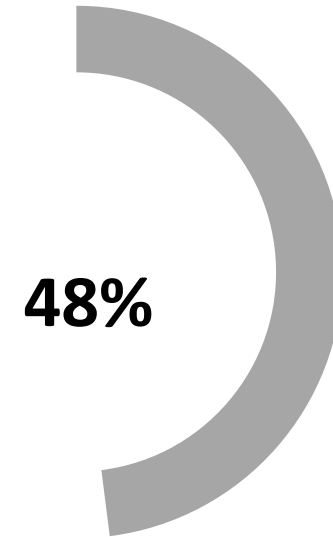
Contact With City

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

2022 (n=598)



2021 (n=400)



Contact With City

Department Contacted	2022 (n=309)	2021 (n=195)
Building Inspections	13%	9%
Genesis Place	10%	8%
Utility Administration	10%	10%
Waste & Recycling	9%	12%
Municipal Enforcement	8%	11%
Public Works (Roads & Water)	8%	8%
Planning	7%	12%
Parks	6%	4%
Taxation	4%	5%
RCMP	4%	5%
Arenas	2%	2%
Transit	1%	2%

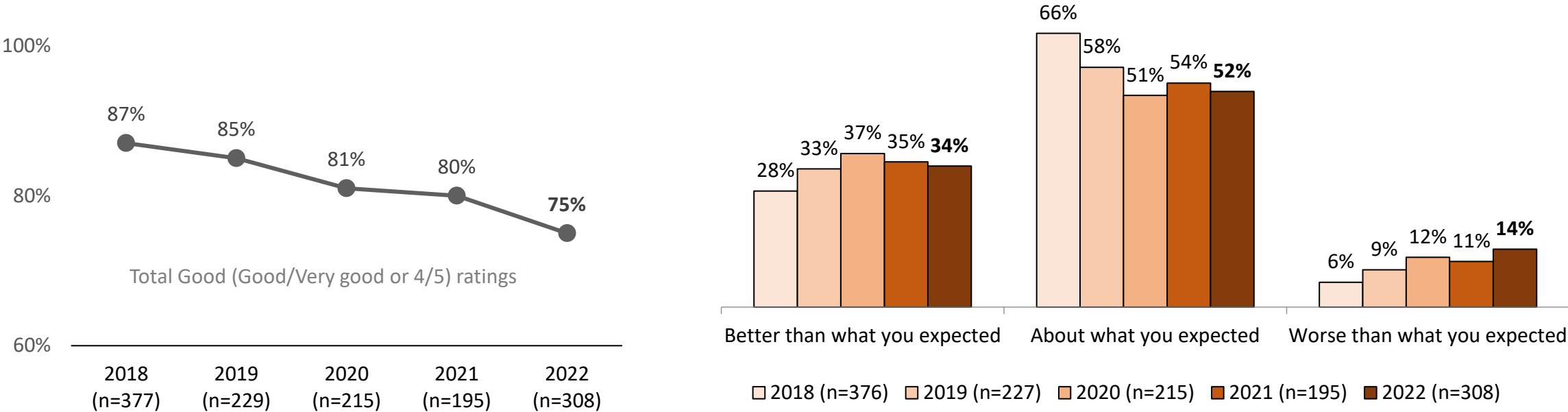
Thinking about the staff member you last had contact with, which department were they from?

Mentions below 1% 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")

City Council – Priorities

Top Priorities	2022 (n=598)	2021 (n=400)
Improve health care services /need a hospital facility	23%	10%
More recreational facilities	12%	11%
Improve traffic flow /control	9%	15%
Lower taxes	9%	3%
Remove/reduce COVID-19 related public restrictions/mandates	8%	-
More road development /access roads	7%	13%
Managing City growth /expansion /development	7%	8%
Improve fiscal responsibility/stay within budget	6%	4%
Reduce crime rate/criminal activity	5%	4%

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

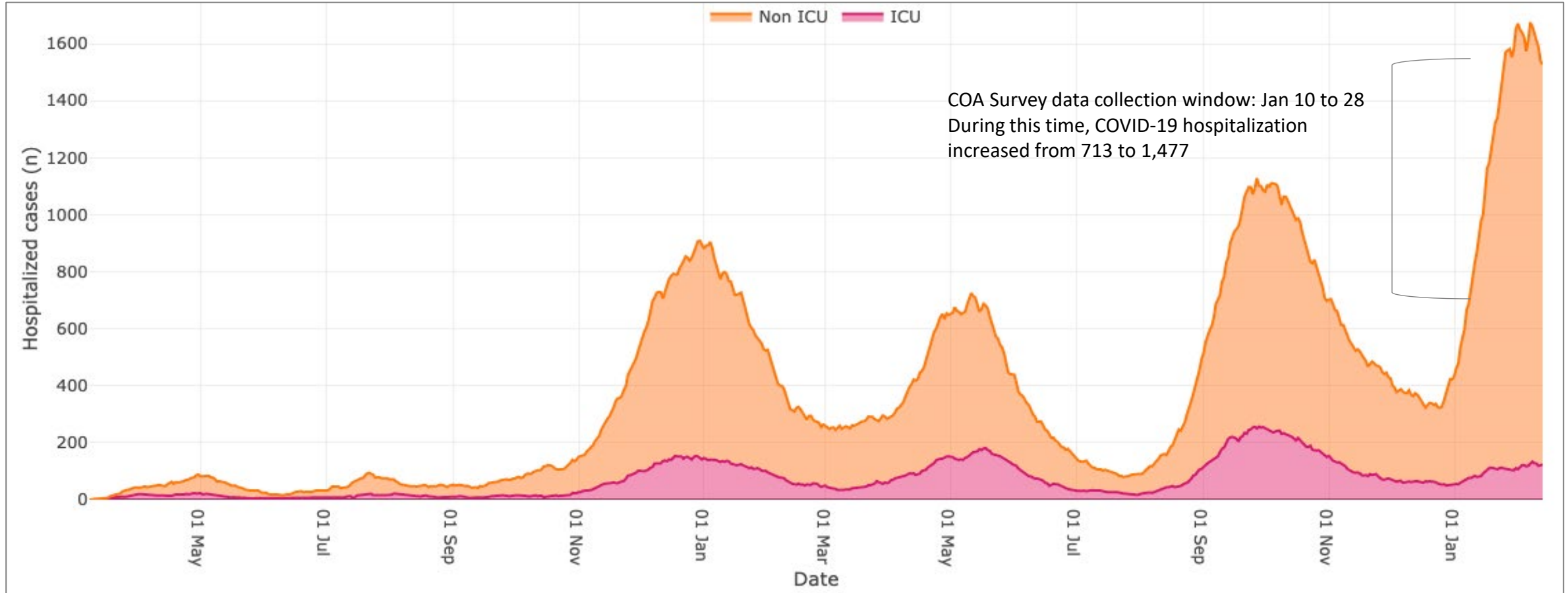
Demographics

Gender	n=598
Woman/Girl	48%
Man/Boy	47%
Non-binary	1%
Prefer not to say	4%
Age	
18 to 34 years old	31%
35 to 54 years old	38%
55 years or older	20%
Mean Age	44.68 years

Years in Airdrie	n=598
Less than a year	1%
1-5 years	29%
6-10 years	21%
11-20 years	27%
More than 20 years	22%
Mean	13.58 years

2022 Trends

COVID-19 Hospitalizations in Alberta



2022 Trends

- Overall, satisfaction ratings were lower in 2022 compared to 2021.
- Those under the age of 55 were:

Less likely to recommend Airdrie as a place to live

Less satisfied with the City's management of community affairs

Feel less safe in the City, overall

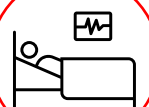
With hospitalizations on the rise in January 2022, healthcare was a trend this year.



Lack of a hospital facility was mentioned as a reason for a decrease in quality of life.



Lack of doctors, hospitals and clinics was the most mentioned issue facing Airdrie (29% overall, a significant increase from 8% in 2021).



Improving healthcare was the top priority when asked what Council's top priority should be (23%, a significant increase from 10% in 2021).



Rapid growth, or that the City is too crowded was also frequently mentioned throughout the survey

General Population vs. Public Survey

Quality of Life

- Similar to general survey results, approximately two-thirds of public respondents (76%) rated their quality of life as a 4 or 5 out of 5 (compared to 72% of the general population).
- Over one-third (36%) of public respondents said that quality of life decreased over the past 12 month (consistent with 36% of the general population).
- Over half (56%) of public respondents said that would be likely to recommend Airdrie as a place to live (vs. 54% of the general population).

Community

- Nearly all community measures performed slightly better than the phone survey. The exception was managing community growth and development, where 32% rated this as good or very good in the public link survey versus 35% of the general population.

Services and Facilities

- The top services and facilities that public respondents were most satisfied with were: Airdrie Fire (85%); and Recycle Depot Programs (80%). Airdrie Transit was rated the lowest (34% vs. 33% of general population).

Property Taxes and Services

- Two-thirds (67%) of public respondents rated the value they felt they received from their property tax dollars as good or very good (vs. 60% of the general population).

Safety

- Safety ratings for the public survey were slightly higher than those of the general population. 77% of public respondents agreed that they consider Airdrie a safe place to live (vs. 72% of the general population).