



2016 Citizen Satisfaction Survey

Final Report

July 2016



Methodology

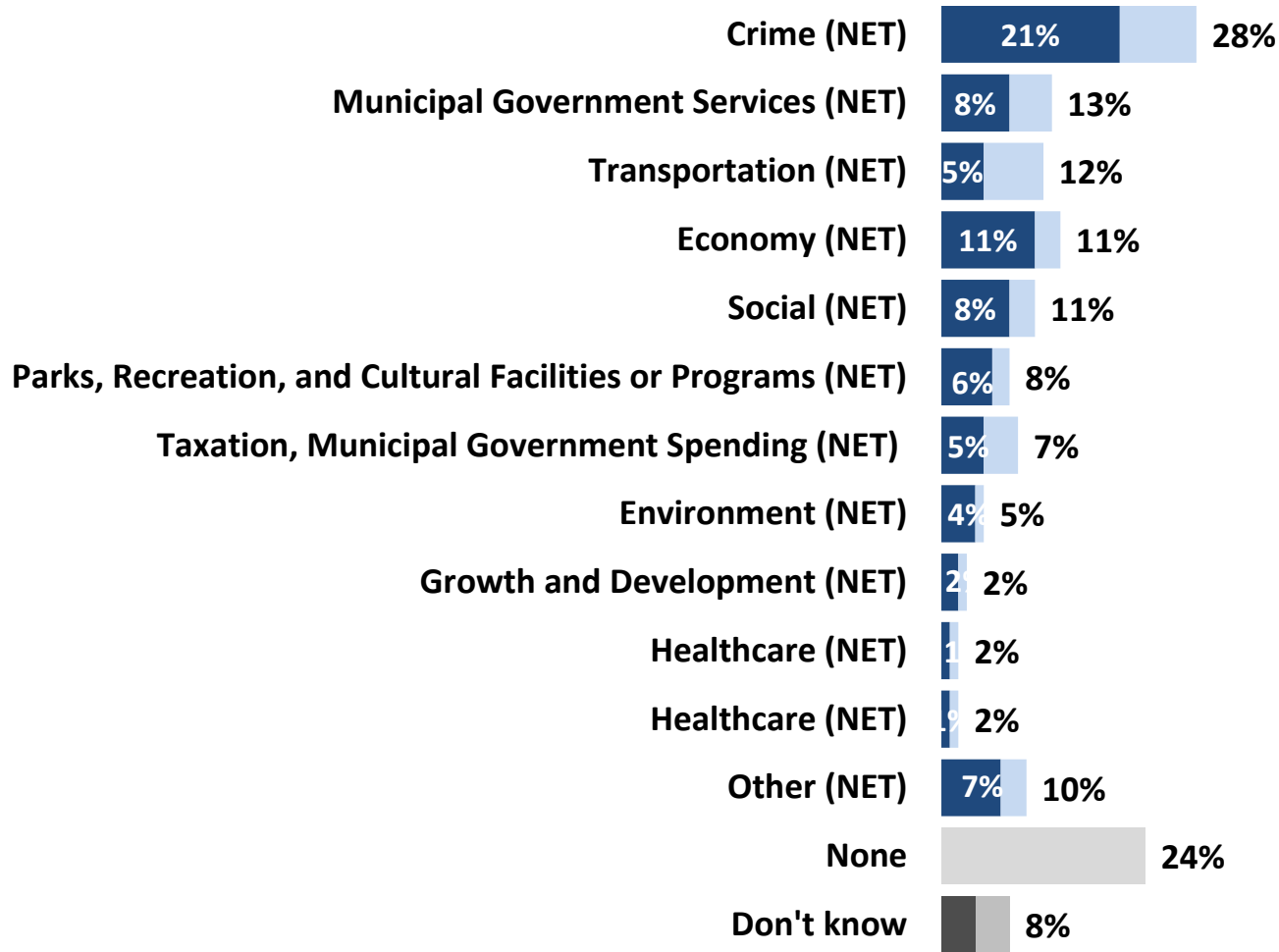
- ❖ Between July 8 – 31st, 2016 Ipsos conducted interviews with a representative sample of 300 randomly selected Red Deer residents aged 18 years or older.
- ❖ Final data were weighted to ensure the age/gender distribution reflects that of the actual population in Red Deer according to the most recent Census data.
- ❖ Overall results are accurate to within ± 5.7 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- ❖ Where comparable, this year's results have been tracked and reported against past surveys to understand how attitudes and priorities have changed in order to assess the City's progress in addressing key issues.

Issue Agenda

Top-of-Mind Community Issues

Multiple mentions

■ First Mention ■ Second Mention



Q1. In your view, as a resident of the City of Red Deer, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: All respondents (n=300)

Top-of-Mind Community Issues (cont'd)

Top mentions included under the three leading top-of-mind community issues:

❖ Crime (28% total mentions)

- *Crime (general)* (20%)
- *Policing/ law enforcement* (6%)
- *Community Safety* (5%)

❖ Municipal Government Services (13% total mentions)

- *Snow removal* (5%)
- *Infrastructure (maintain/ upgrade)* (4%)
- *Garbage and recycling services* (2%)

❖ Transportation (12% total mentions)

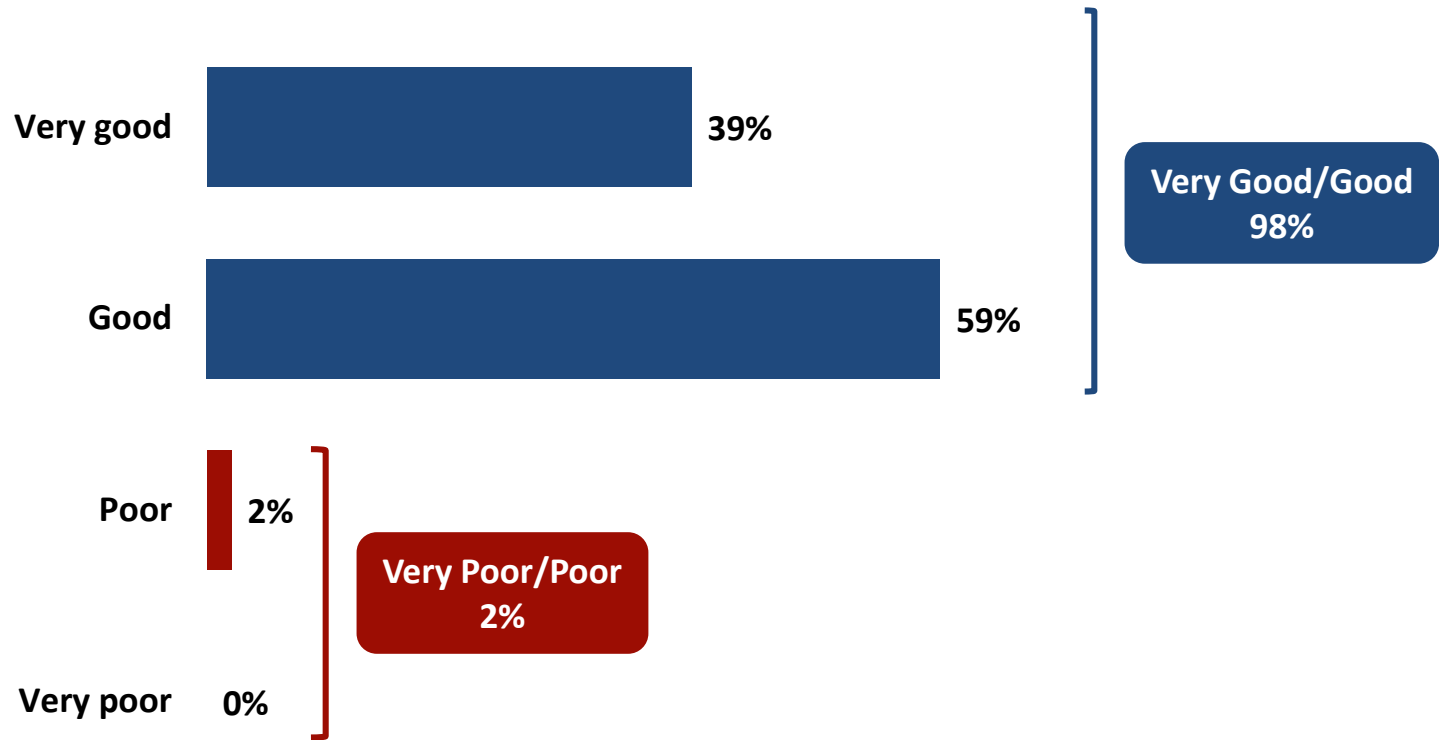
- *Roads/ streets* (4%)
- *Traffic Congestion* (4%)
- *Bicycle paths/ lanes* (2%)

Tracking Top-of-Mind Community Issues

Total Mentions									
	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)
Transportation (NET)	9%	16%	24%	30%	41%	27%	22%	14%	12%
Crime (NET)	25%	24%	16%	18%	13%	22%	18%	25%	28%
Municipal Government Services (NET)	6%	14%	14%	13%	14%	21%	15%	21%	13%
Parks, Recreation, and Culture (NET)	5%	2%	5%	6%	9%	7%	12%	6%	8%
Social (NET)	27%	20%	10%	8%	11%	13%	9%	14%	11%
Education (NET)	10%	7%	11%	8%	7%	6%	7%	1%	4%
Growth and Development (NET)	12%	8%	4%	5%	5%	2%	7%	2%	2%
Taxation/Municipal Government Spending (NET)	9%	9%	9%	6%	16%	12%	6%	10%	7%
Economy (NET)	1%	4%	4%	4%	3%	5%	6%	9%	11%
Healthcare (NET)	5%	7%	5%	7%	5%	3%	4%	3%	2%
Environment (NET)	2%	5%	3%	4%	1%	1%	4%	3%	5%
Other (NET)	7%	7%	8%	7%	3%	14%	9%	9%	10%

Quality of Life

Overall Quality of Life

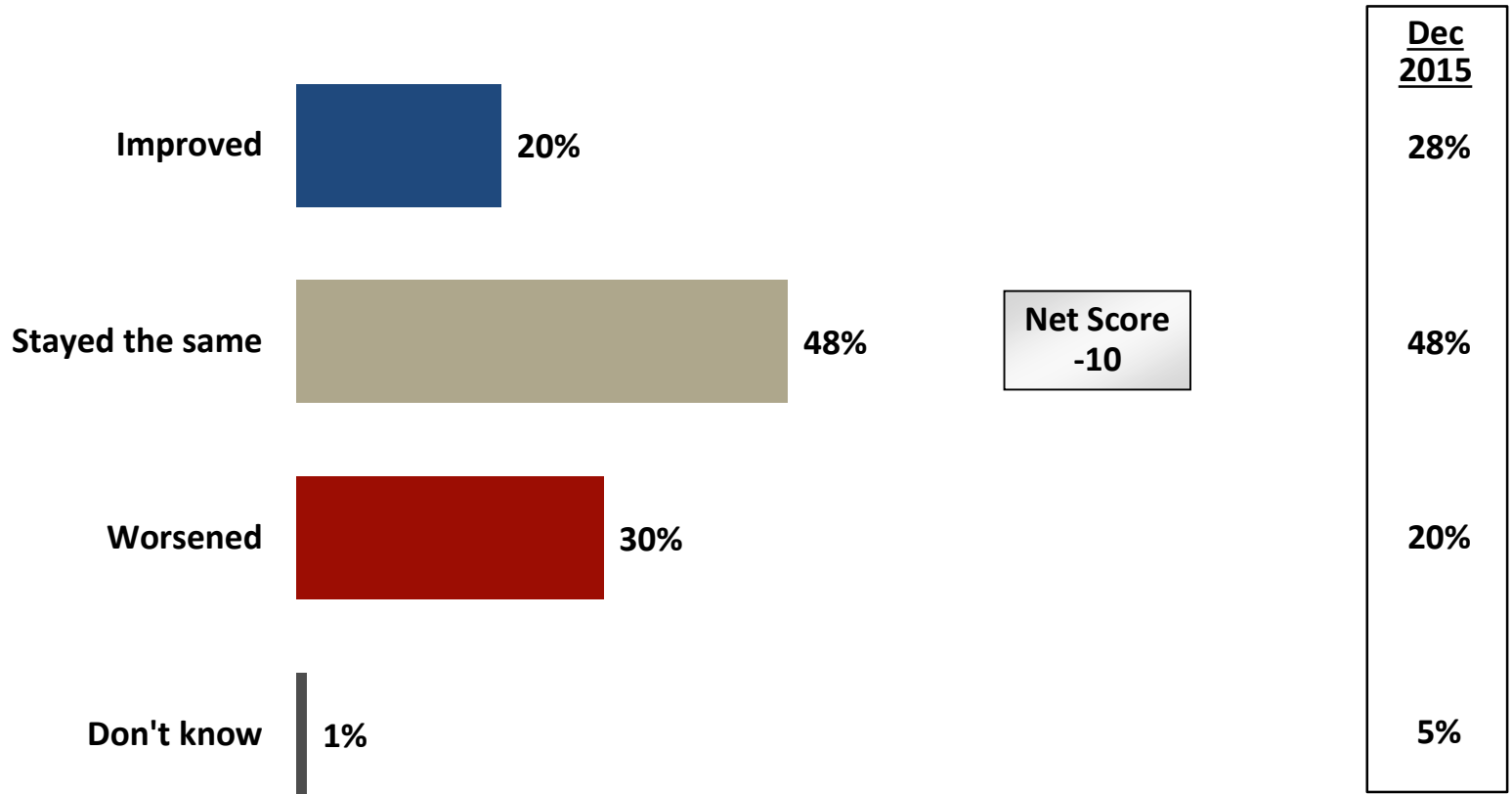


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)
Very good/good	97%	95%	97%	98%	97%	98%	98%	97%	98%
Very good	49%	38%	47%	49%	46%	48%	35%	40%	39%

Q2. How would you rate the overall quality of life in the City of Red Deer today? Would you say very good, good, poor, or very poor?

Base: All respondents (n=300)

Change in Quality of Life Past Three Years

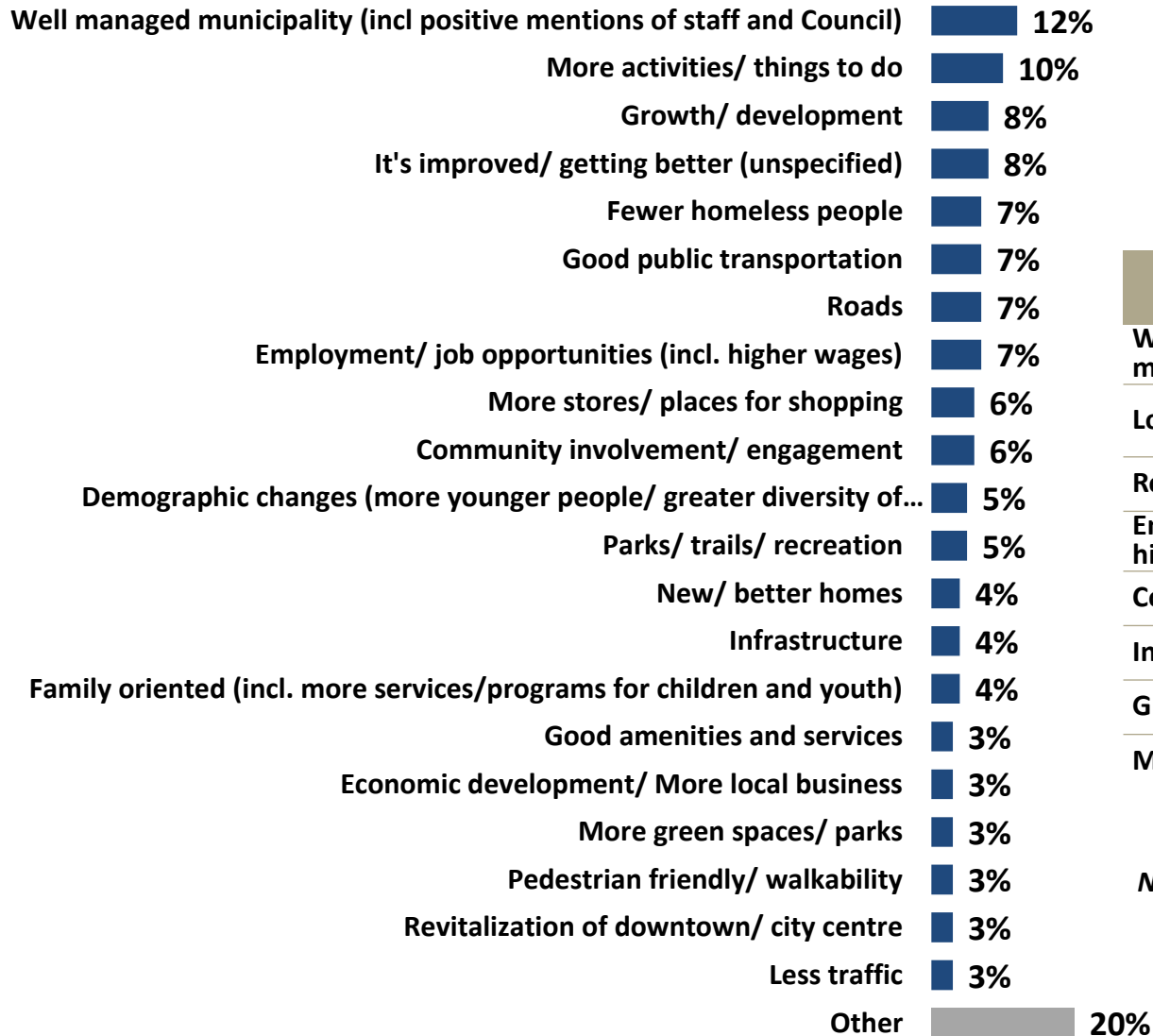


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)
Net Score	n/a	n/a	+5	+8	+5	+16	+4	+8	-10

Q3. And, do you feel that the quality of life in the City of Red Deer in the past three years has improved, stayed the same, or worsened?

Base: All respondents (n=300)

Reasons Why Quality of Life has Improved



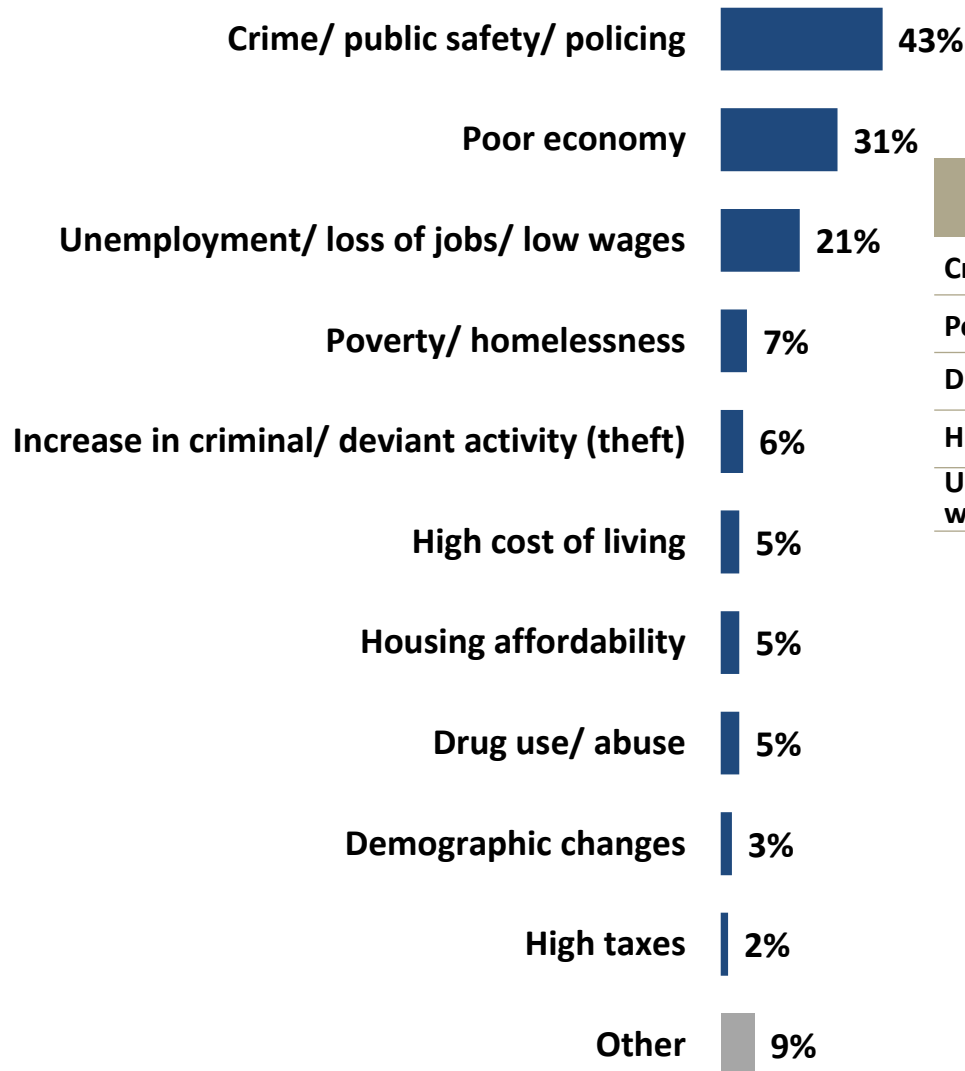
Top Mentions Dec 2015 (n=83*)	
Well managed municipality (incl. positive mentions of staff and Council)	18%
Low crime rate/ safe/ improved policing	12%
Roads	10%
Employment/ job opportunities (incl. higher wages)	9%
Community involvement/ engagement	9%
Infrastructure	8%
Growth/ development	8%
More green spaces/ parks	8%

Note: includes mentions of 3% or more.

Q4. Why do you think the quality of life has improved?

Base: Quality has improved (n=59*)

Reasons Why Quality of Life has Worsened



Top Mentions Dec 2015 (n=59*)	
Crime/ public safety/ policing	38%
Poor economy	21%
Drug use/ abuse	12%
High cost of living	11%
Unemployment/ loss of jobs/ low wages	9%

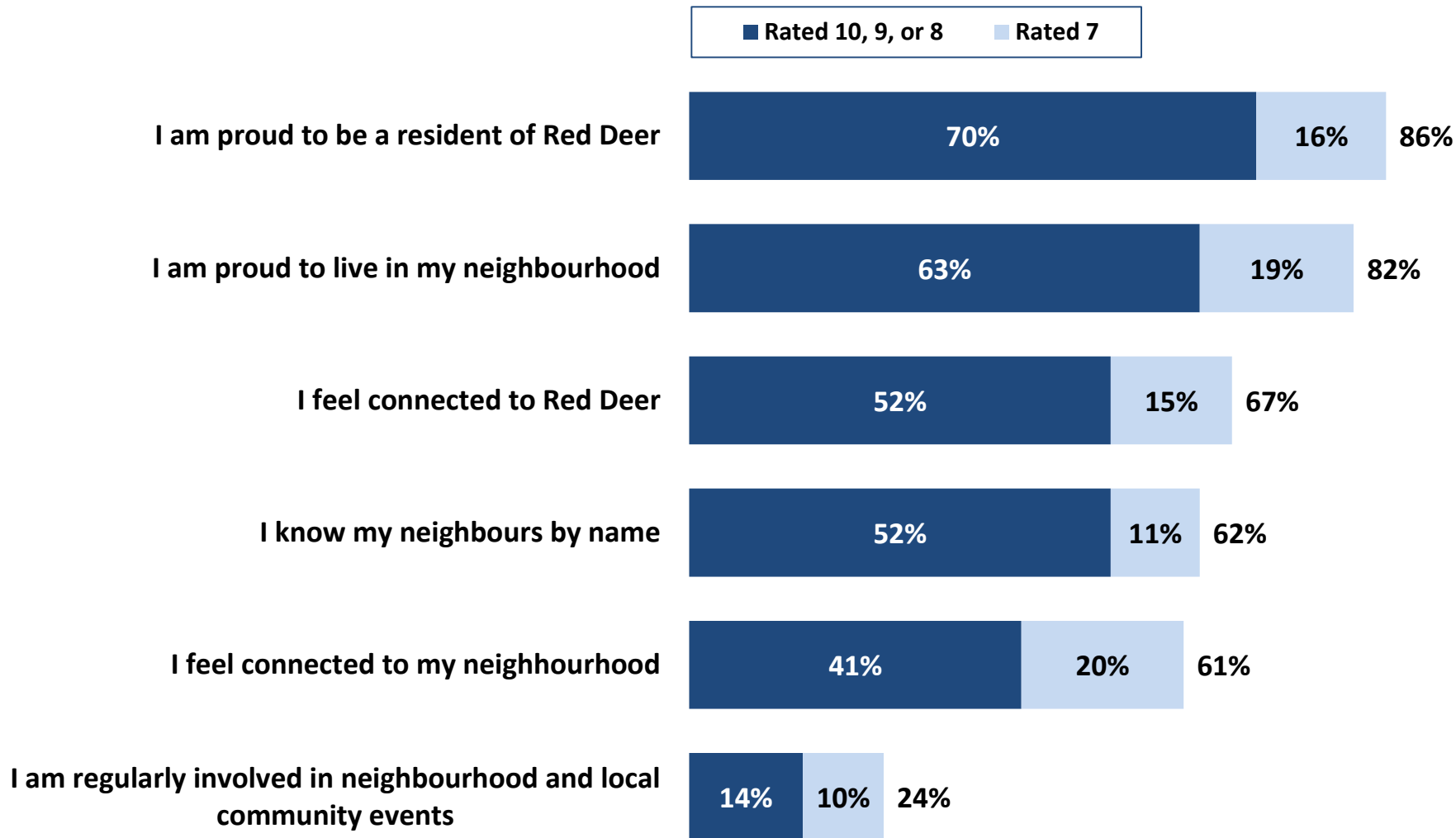
Note: includes mentions of 2% or more.

**Small base size, interpret with caution.*

Q5. Why do you think the quality of life has worsened?

Base: Quality has worsened (n=76*)

Attitudes Towards Life in Red Deer



QRD5. Next, I'm going to read you a series of statements that some people have made about Red Deer. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where 1 is "completely disagree" and 10 is "completely agree".

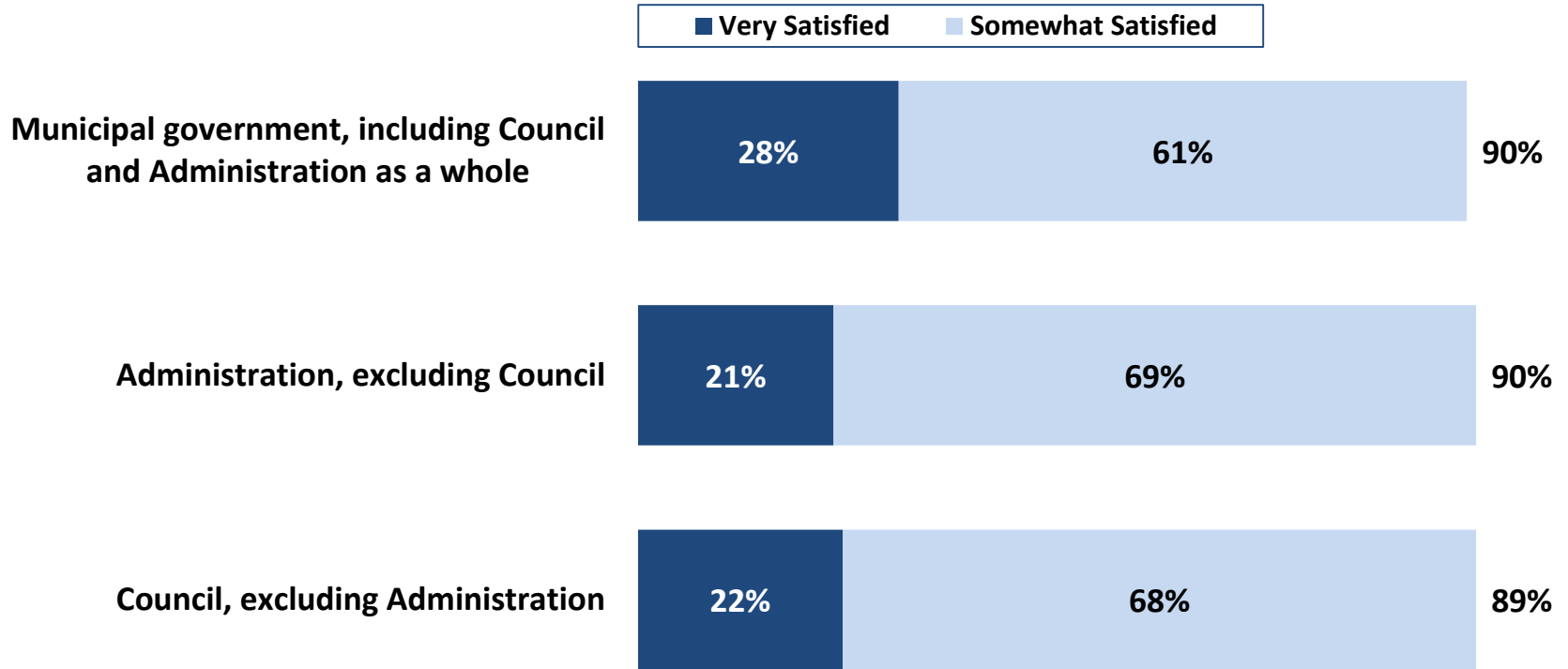
Tracking Attitudes Towards Life in Red Deer

	Agree (Rated 7, 8, 9 or 10)			
	2014 (n=302)	May 2015 (n=300)	December 2015 (n=300)	July 2016 (n=300)
I am proud to be a resident of Red Deer	87%	80%	83%	86%
I am proud to live in my neighbourhood	84%	77%	78%	82%
I feel connected to Red Deer	69%	63%	69%	67%
I know my neighbours by name	60%	60%	63%	62%
I feel connected to my neighbourhood	56%	55%	50%	61%
I am regularly involved in neighbourhood and local community events	25%	24%	27%	24%

QRD5. Next, I'm going to read you a series of statements that some people have made about Red Deer. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where 1 is "completely disagree" and 10 is "completely agree".

Perceptions of Staff and Council

Satisfaction with Municipal Operations



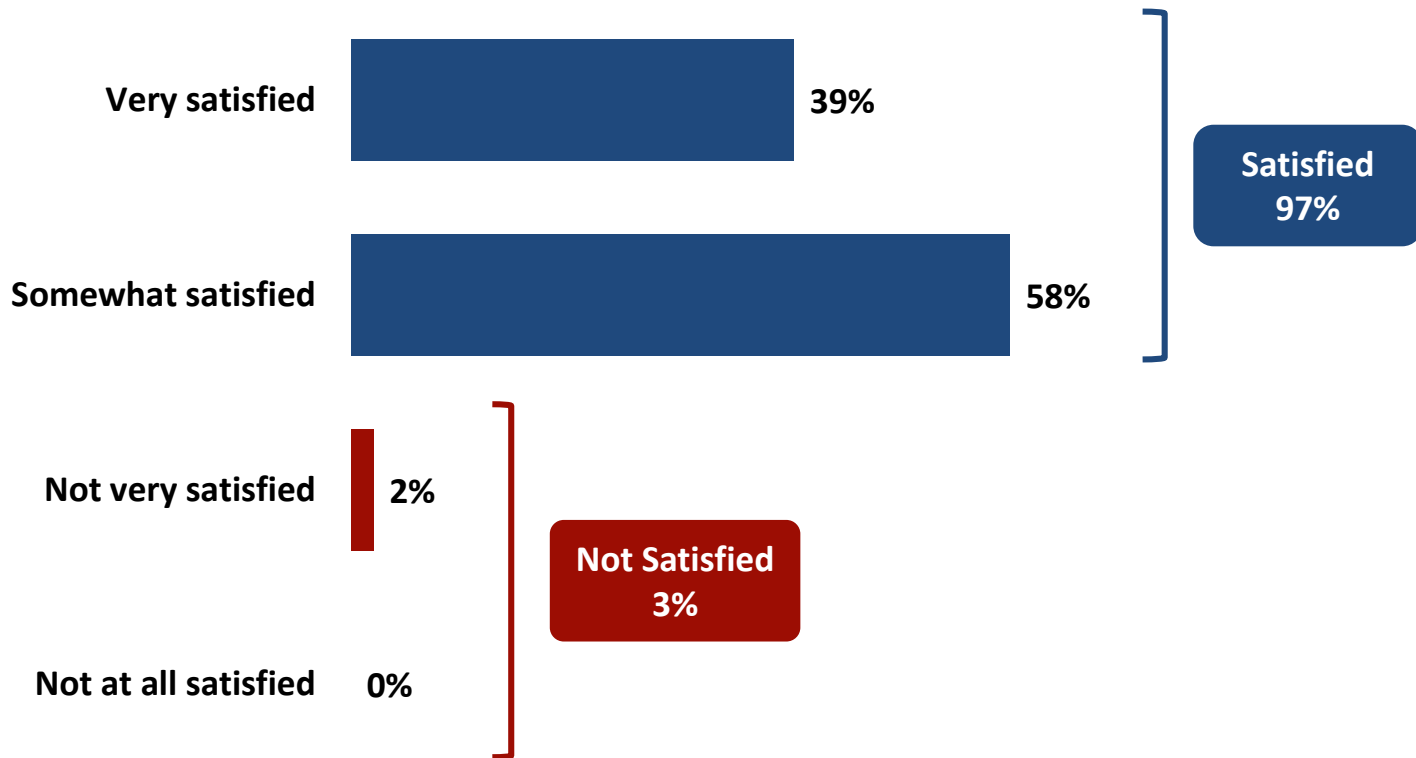
	Very/Somewhat Satisfied			
	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)
Municipal government, including Council and Administration as a whole	84%	87%	91%	90%
Administration, excluding Council	84%	84%	89%	90%
Council, excluding Administration	80%	84%	89%	89%

Q6. Taking everything into account, how satisfied are you with the way the City of Red Deer's...is going about running the community? Are you very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

Base: All respondents (n=300)

Satisfaction with Services

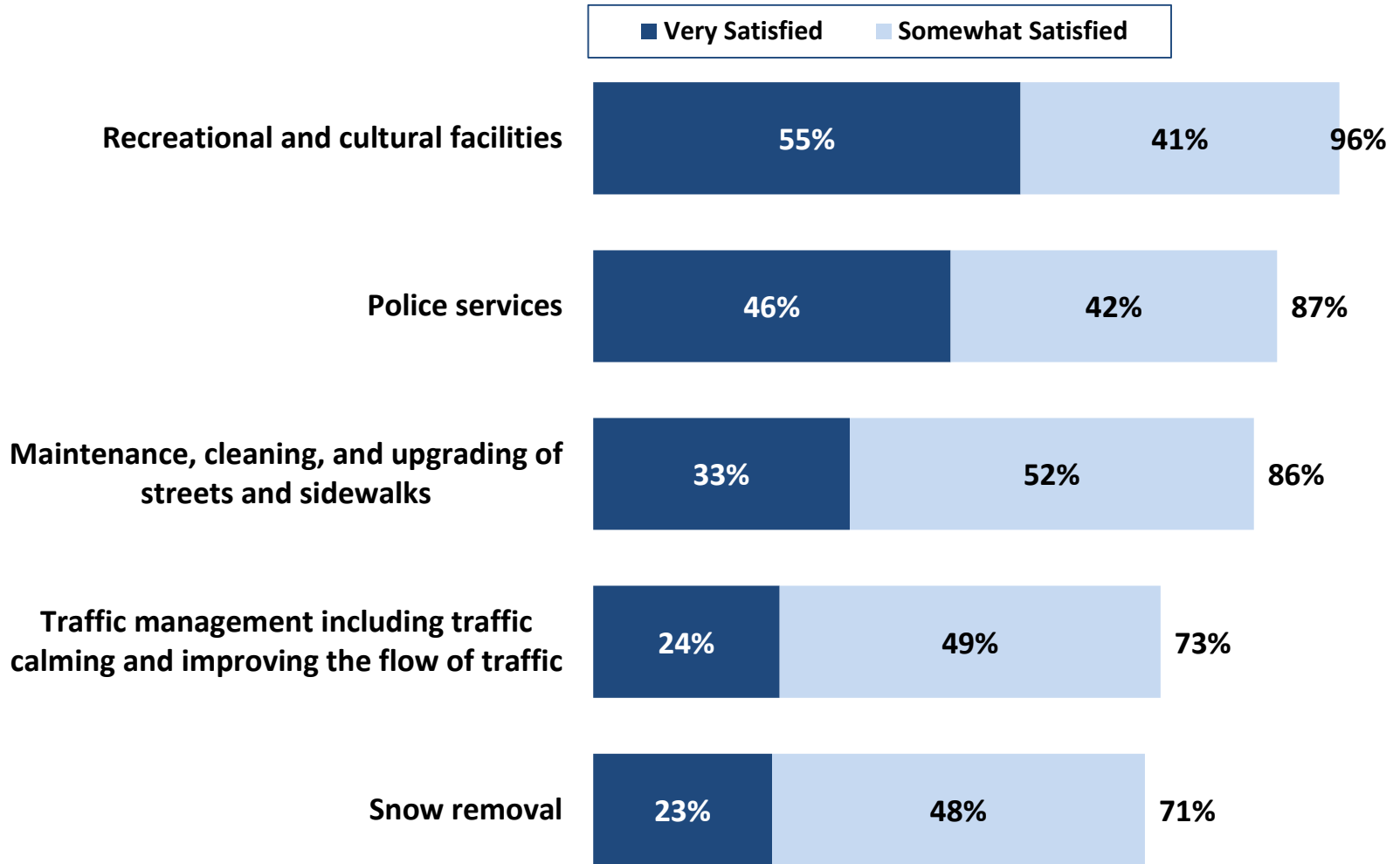
Overall Satisfaction with City Services



	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)
Very/somewh at satisfied	98%	91%	94%	93%	93%	95%	92%	95%	97%
Very satisfied	43%	28%	33%	41%	34%	29%	32%	38%	39%

Q7. Please tell me how satisfied you are with each of the following services provided by the City of Red Deer. The first one is the overall level and quality of services provided by the City of Red Deer. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Satisfaction with Specific City Services



Q7. Please tell me how satisfied you are with each of the following services provided by the City of Red Deer. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents (n=300)

Tracking Satisfaction with Specific City Services

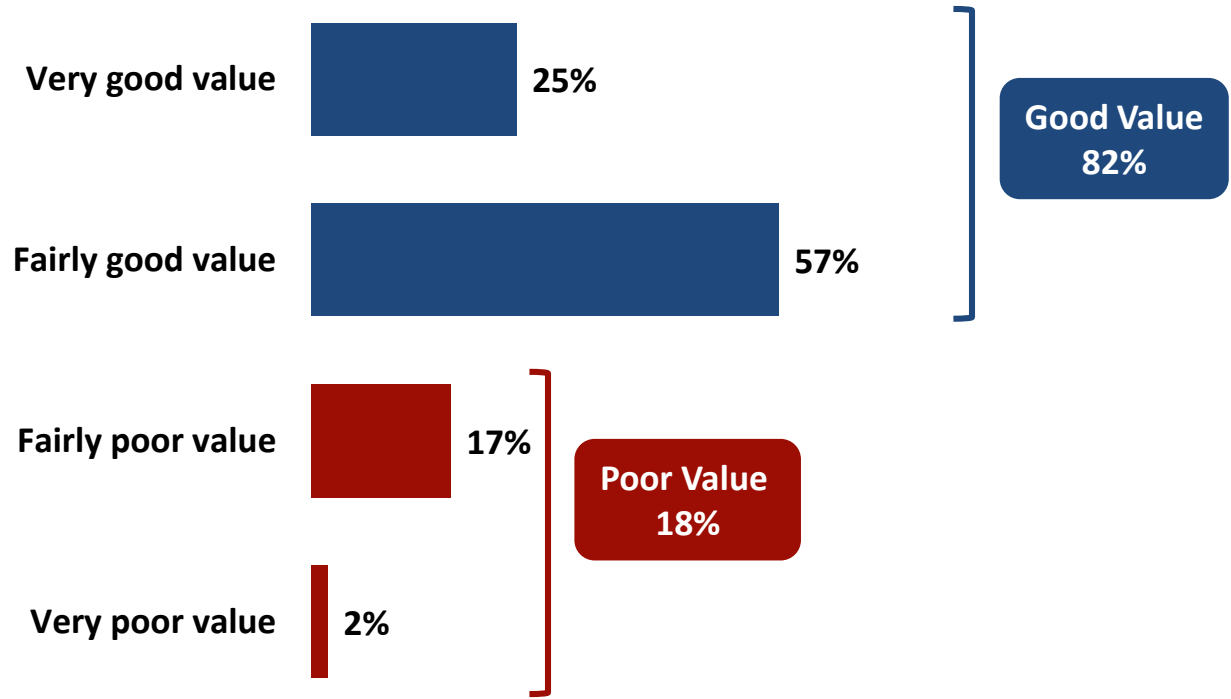
	Very/Somewhat Satisfied								
	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)
Recreational and cultural facilities	n/a	n/a	91%	92%	91%	94%	91%	93%	96%
Police services	85%	82%	89%	90%	87%	88%	89%	84%	87%
Maintenance, cleaning, and upgrading of streets and sidewalks	n/a	n/a	68%	73%	68%	76%	81%	81%	86%
Traffic management including traffic calming and improving the flow of traffic	69%	69%	64%	71%	55%	66%	68%	67%	73%
Snow removal	n/a	n/a	n/a	65%	61%	45%	60%	63%	71%

Q7. Please tell me how satisfied you are with each of the following services provided by the City of Red Deer. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents

Financial Planning

Value for Taxes

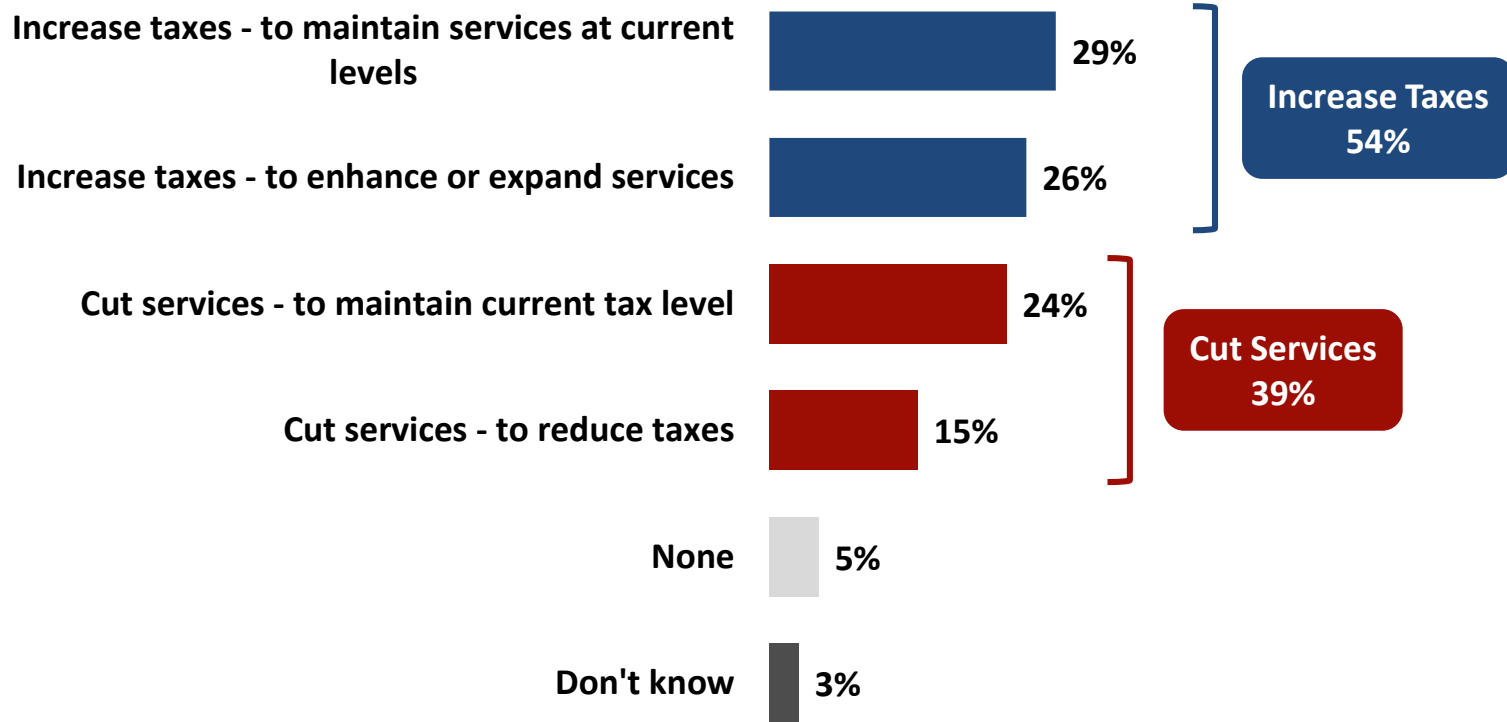


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)
Very good/ fairly good	91%	80%	86%	84%	83%	84%	83%	88%	82%
Very good	27%	19%	20%	20%	18%	24%	16%	28%	25%

Q8. Thinking about all the programs and services you receive from the City of Red Deer, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

Base: All respondents (n=300)

Balancing Taxation and Service Delivery Levels



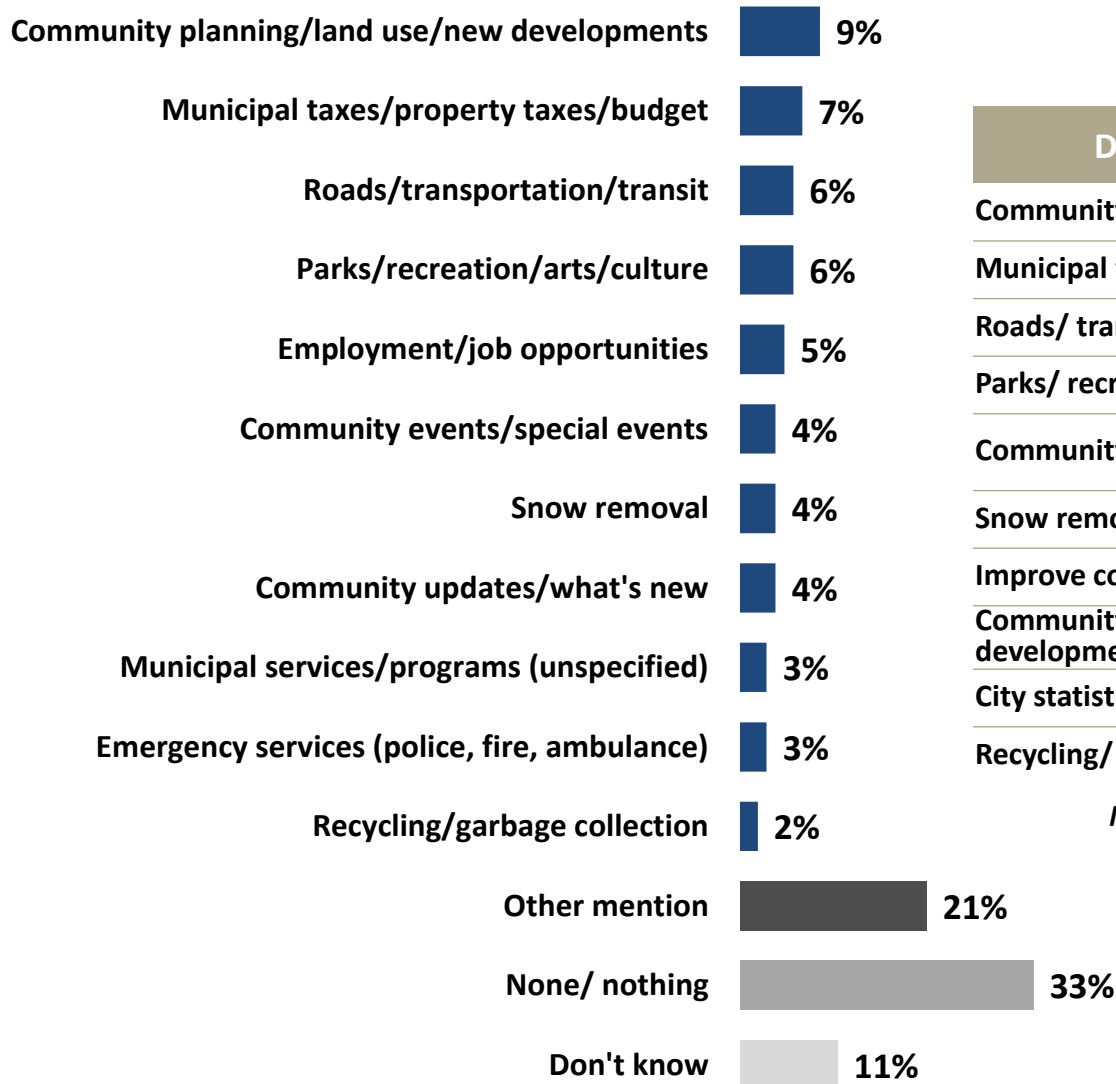
	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)
Increase taxes	59%	48%	51%	53%	54%	60%	62%	56%	54%
Cut services	29%	33%	36%	38%	30%	30%	31%	36%	39%

Q9. Municipal property taxes are the primary way to pay for services provided by the City of Red Deer. Due to the increased cost of maintaining current service levels and infrastructure, the City of Red Deer must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Red Deer to pursue?



Communication

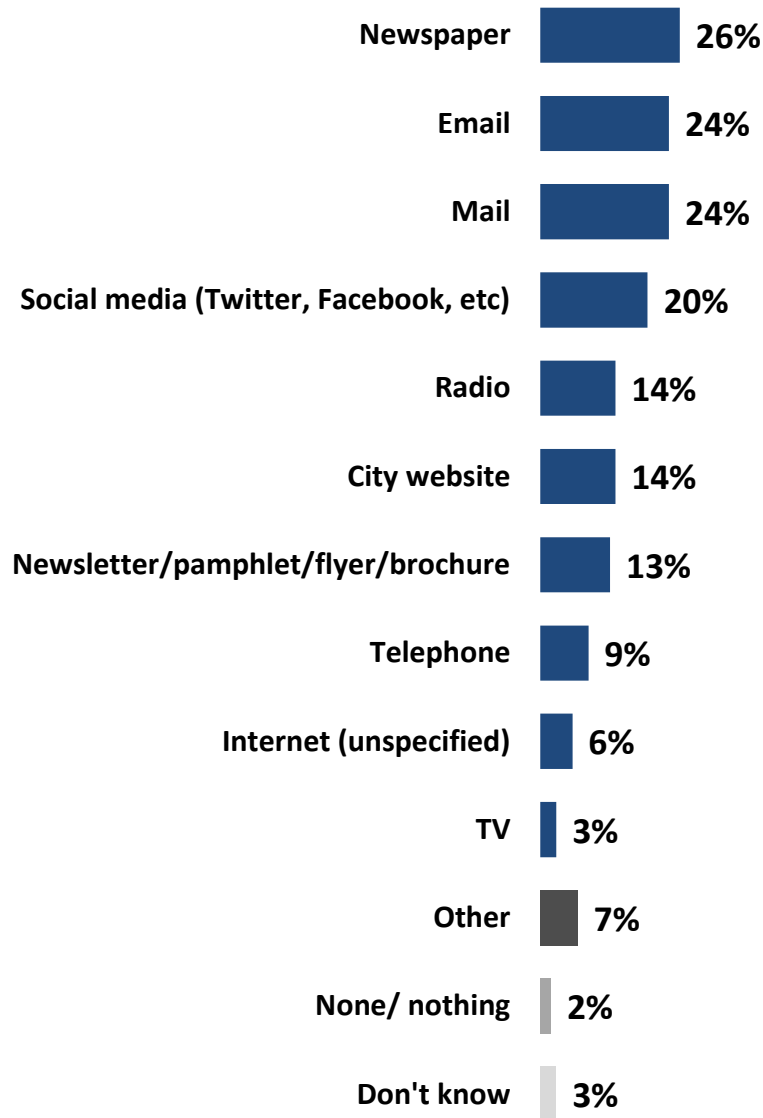
Information Needs



Dec 2015 Top Mentions (n=300)	
Community updates/what's new	12%
Municipal taxes/ property taxes/ budget	12%
Roads/ transportation/ transit	12%
Parks/ recreation/ arts/ culture	8%
Community events/ special events	8%
Snow removal	5%
Improve communication	4%
Community planning/ land use/ new developments	3%
City statistics/ programs on (public) safety	3%
Recycling/ garbage collection	3%

Note: includes mentions of 2% or more.

Preferred Methods of Communication



Dec 2015 Top Mentions (n=300)	
Email	23%
Mail	21%
Newspaper	17%
Social media (Twitter, Facebook)	16%
City website	16%
Newsletter/ pamphlet/ flyer/ brochure	15%

Note: includes mentions of 2% or more.

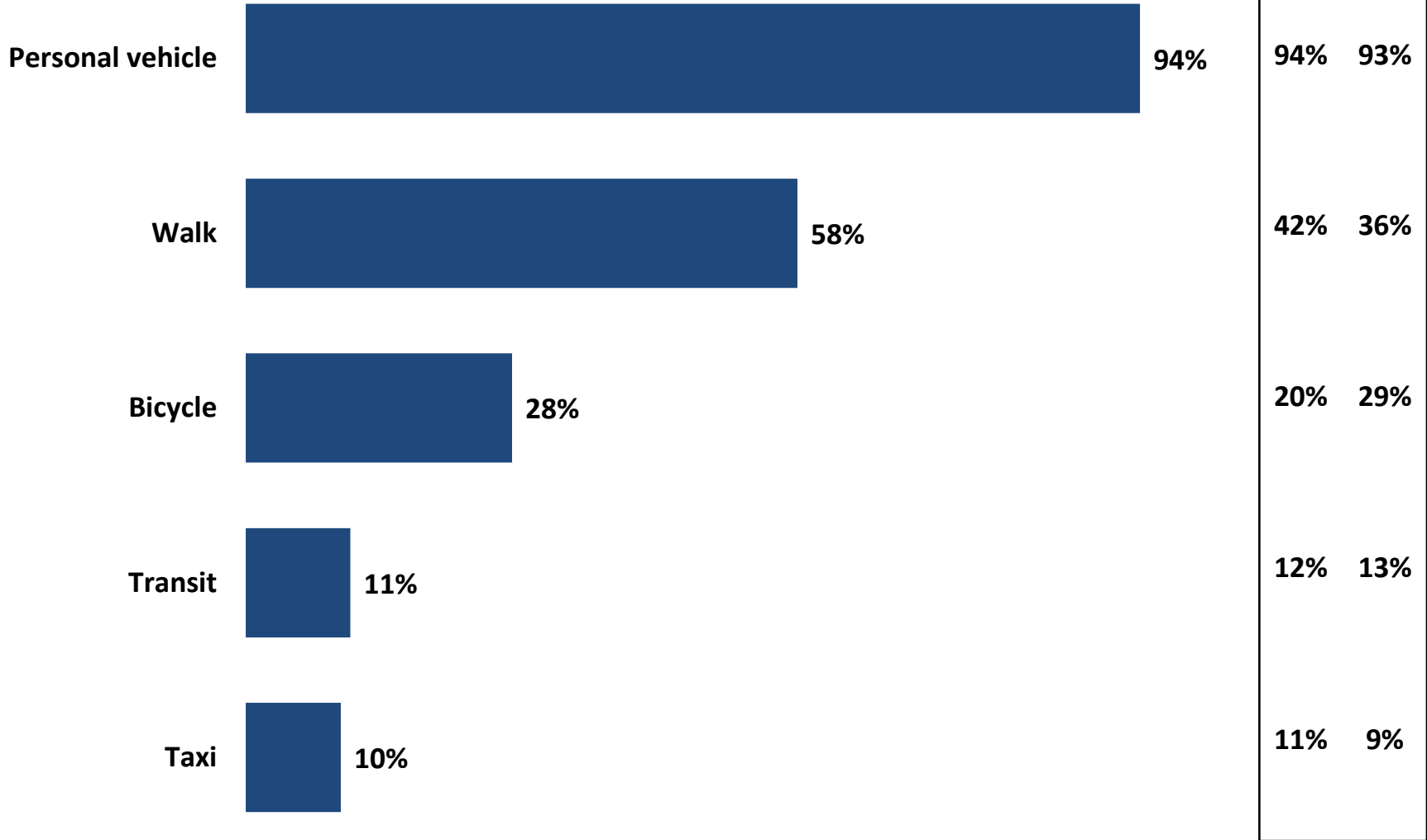
Q11. And what methods would be best for the City of Red Deer to communicate information to you? Any others?

Base: All respondents (n=300)

Transportation

Transportation Means

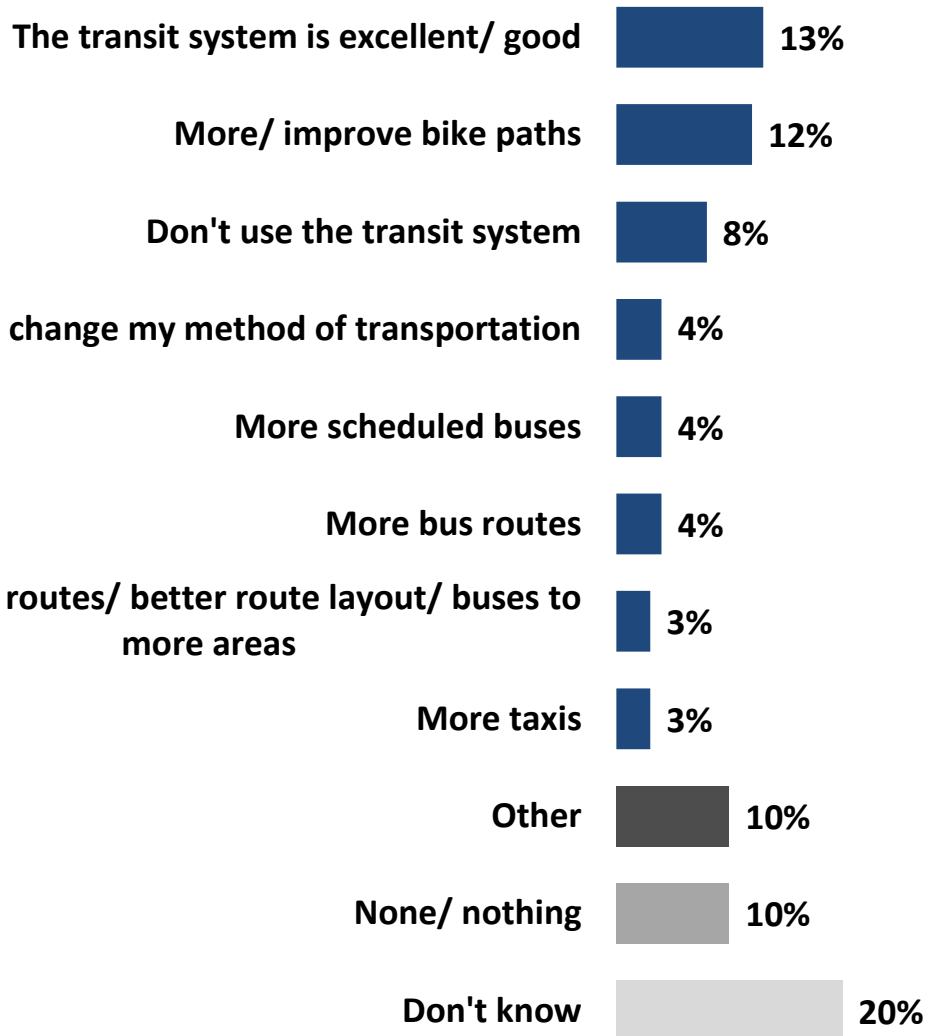
% Yes



QRD2. Which of the following means of transportation do you use on a regular basis to travel around Red Deer?

Base: All respondents (n=300)

Suggestions for Encouraging Various Means of Transportation



Dec 2015 Top Mentions (n=300)	
Continue to drive	10%
More/ improved bike paths	7%
Improve/ dislike current wait time for buses	5%
Remove/ do not add to bike lane/ do not support bike lane	4%
Improve public transit/ bus system	4%
More information/ advertise schedules	4%
Don't use the transit system	4%
Improve traffic lights	4%
More scheduled buses	4%
Reduce traffic congestion (improve traffic flow)	4%
Reduce bus/ taxi fares	4%

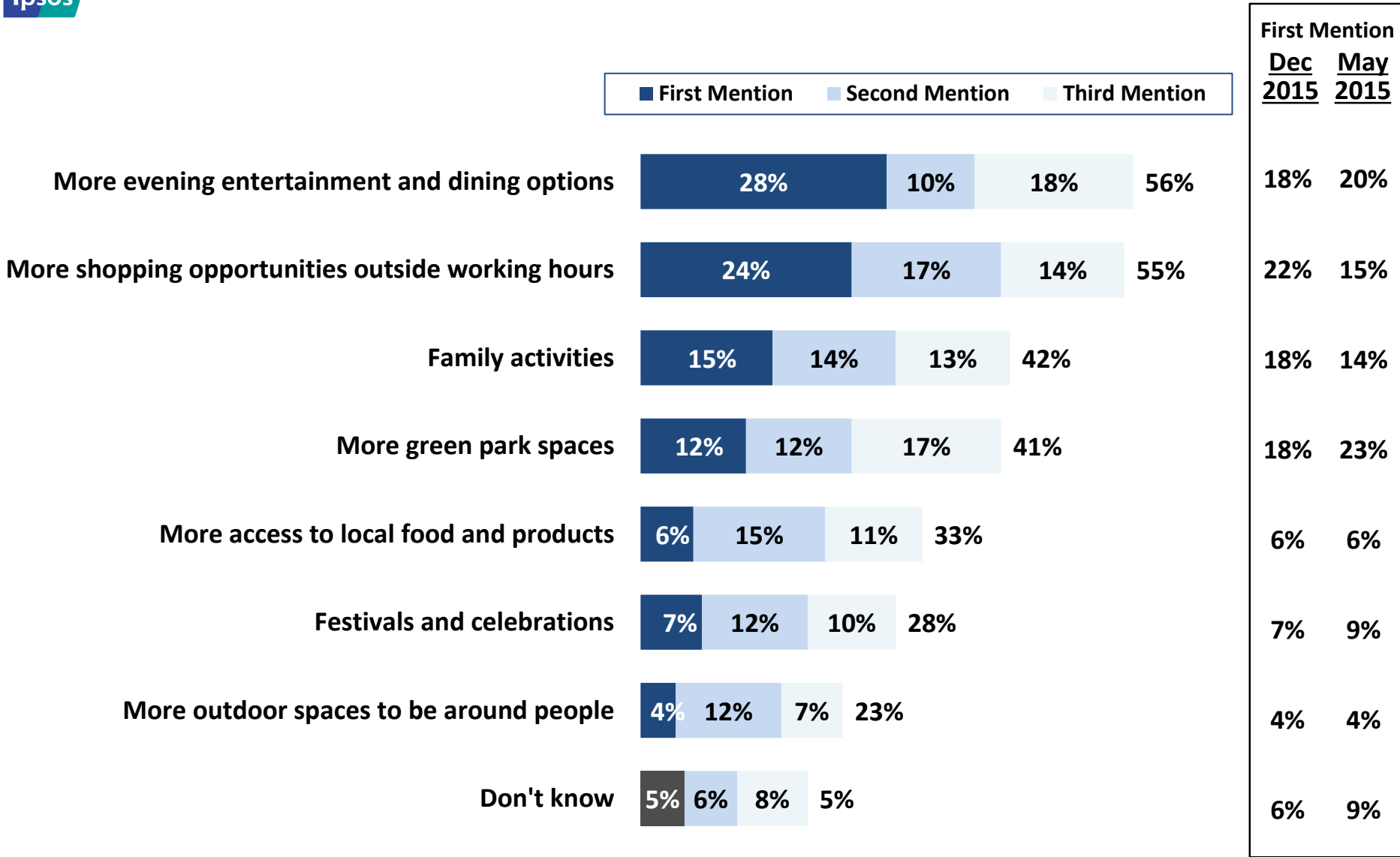
Note: includes mentions of 3% or more.

QRD3. The City of Red Deer is interested in your thoughts about getting around Red Deer. What could the City of Red Deer do to encourage you to make use of various means of transportation on a regular basis?



Downtown

Downtown Priorities

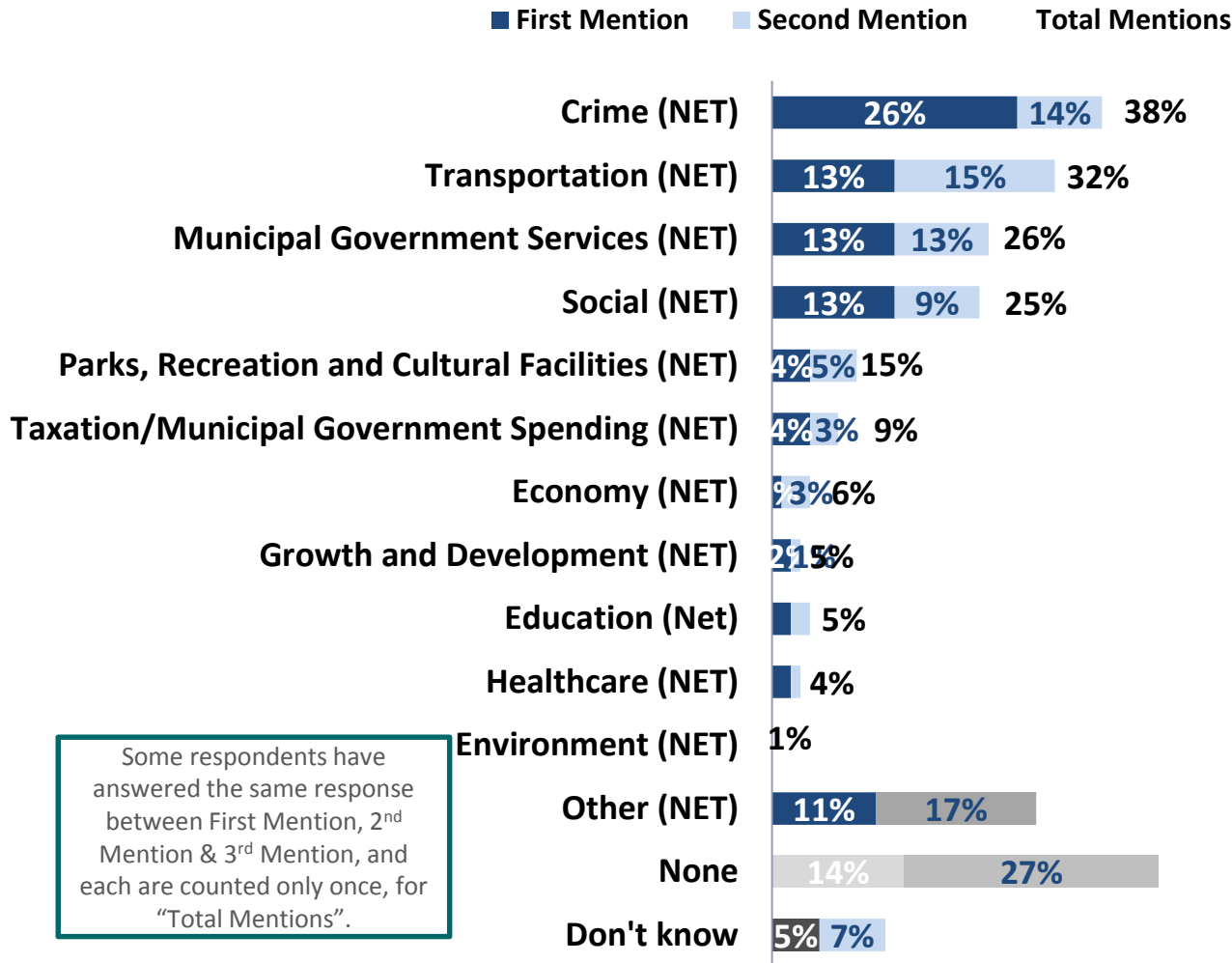


	First Mention Dec 2015	First Mention May 2015
More evening entertainment and dining options	18%	20%
More shopping opportunities outside working hours	22%	15%
Family activities	18%	14%
More green park spaces	18%	23%
More access to local food and products	6%	6%
Festivals and celebrations	7%	9%
More outdoor spaces to be around people	4%	4%
Don't know	6%	9%

QRD4. In many cities, the downtown area is a highly desirable place to live, work, and play. Thinking about Red Deer’s downtown, which of the following priorities would you say is the MOST important to making it a desirable place to live, work, and play? Please select your top three choices.

Citizen Priorities and Expectations

Top Three Priorities (Unprompted)



Some respondents have answered the same response between First Mention, 2nd Mention & 3rd Mention, and each are counted only once, for "Total Mentions".

QE1. Thinking about all of the priorities that exist in the City of Red Deer today, please tell me the top three priorities that you feel the City should address over the next 12 months.

Base: All respondents (n=300)

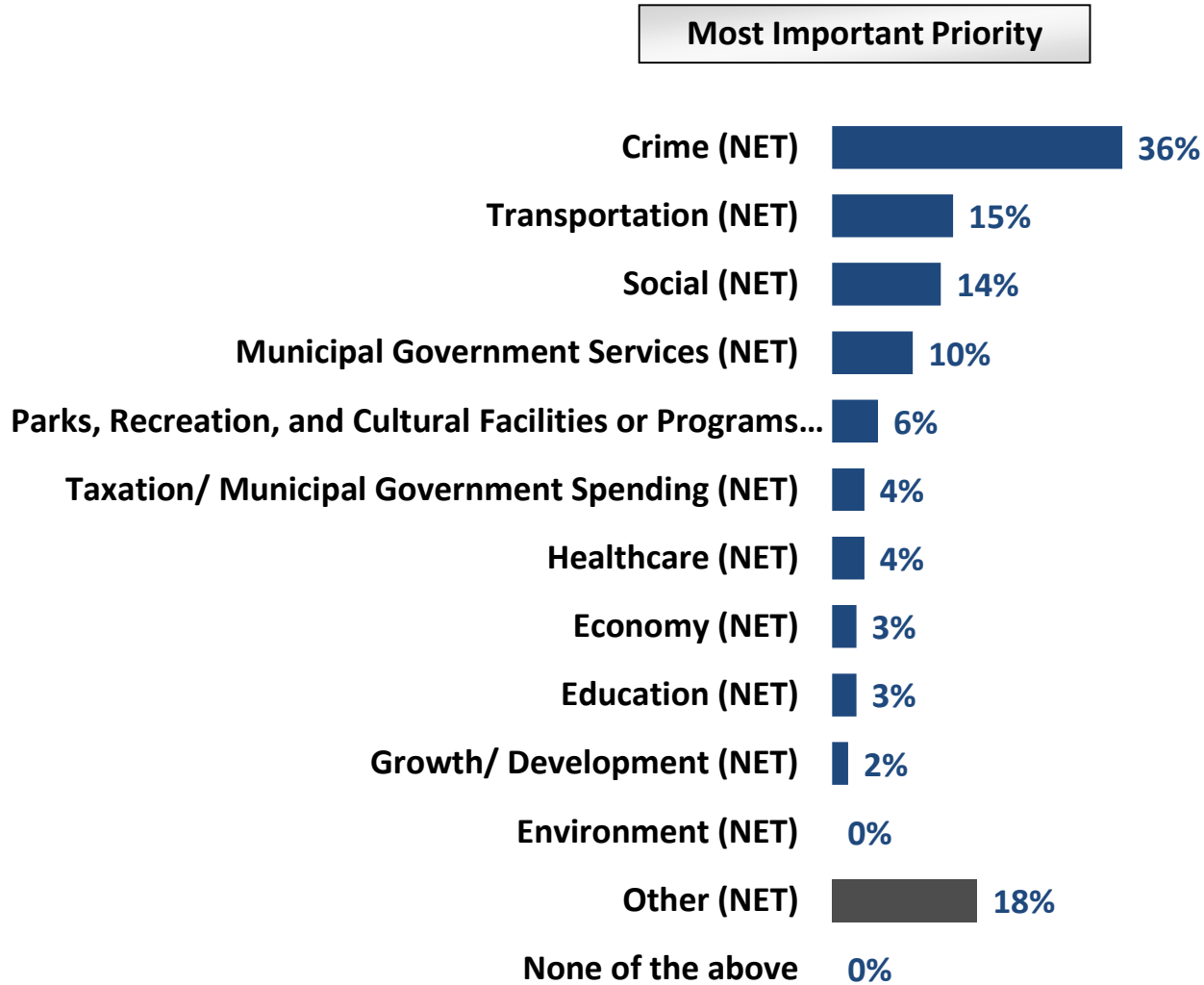
Top Three Priorities (Unprompted) Tracking

	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)
Transportation (NET)	48%	48%	55%	43%	43%	37%	32%
Municipal Government Services (NET)	31%	20%	6%	46%	31%	33%	26%
Crime (NET)	18%	20%	21%	32%	31%	32%	38%
Parks, Recreation, and Culture (NET)	13%	22%	11%	14%	25%	15%	15%
Social (NET)	14%	8%	8%	19%	18%	21%	25%
Economy (NET)	4%	8%	4%	6%	9%	9%	6%
Education (NET)	9%	6%	4%	6%	9%	3%	5%
Growth and Development (NET)	5%	12%	7%	7%	7%	8%	5%
Taxation/Municipal Government Spending (NET)	8%	5%	5%	10%	6%	9%	5%
Environment (NET)	4%	3%	2%	2%	6%	2%	1%
Healthcare (NET)	4%	3%	3%	4%	3%	2%	4%
Other (NET)	15%	12%	4%	23%	27%	17%	32%

QE1. Thinking about all of the priorities that exist in the City of Red Deer today, please tell me the top three priorities that you feel the City should address over the next 12 months.

Base: All respondents

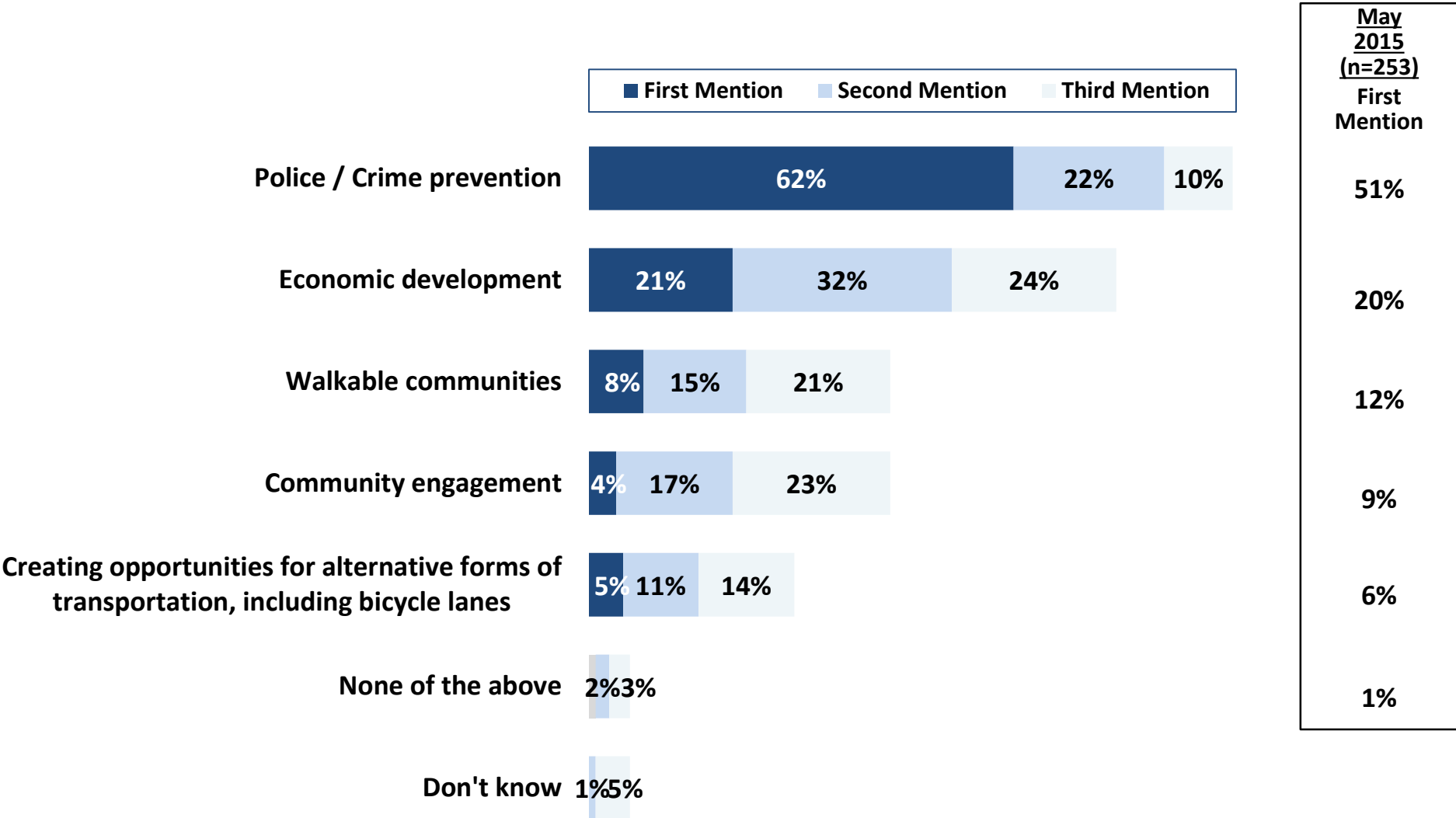
Rating the Top Three Priorities



QE2. Next, I'd like you to rate these three priorities from most important to least important. Of these three priorities, which one is most important?

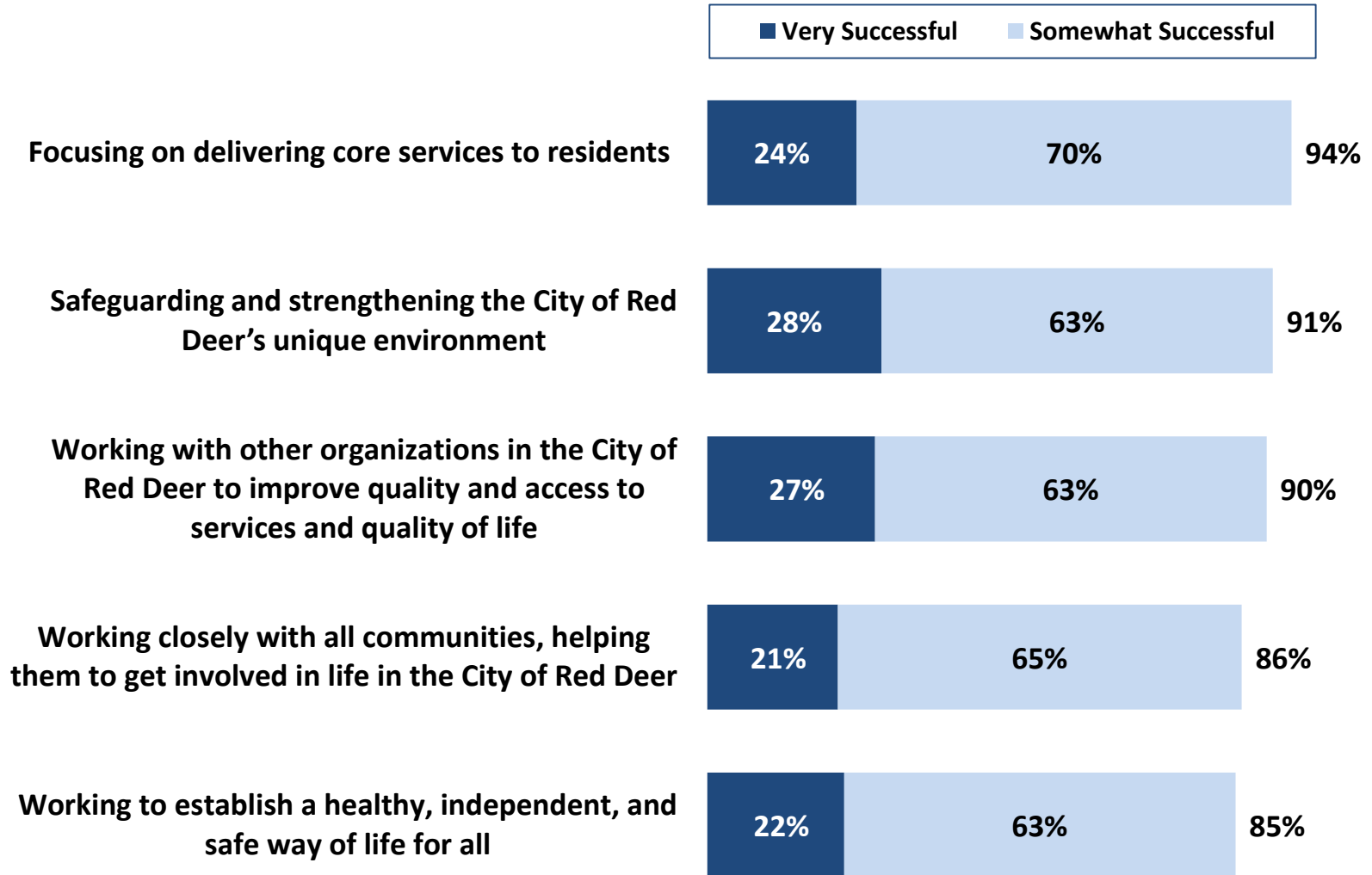
Base: Have at least one priority (n=257)

Ranking City Priorities



QE3. Next, I'm going to read you a list of five priorities that the City of Red Deer might consider addressing over the coming year and would like you to tell me which one of these is most important to you personally. Which one is next most important? Which one is third most important?

Success in Priority Areas



QE4. How successful or unsuccessful would you say the City of Red Deer is in...? Would you say they are very successful, somewhat successful, somewhat unsuccessful, or very unsuccessful?

Base: All respondents (n=300)

	Very/Somewhat Successful						
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)
Focusing on delivering core services to residents	90%	91%	81%	85%	87%	89%	94%
Safeguarding and strengthening the City of Red Deer's unique environment	83%	90%	78%	86%	89%	84%	91%
Working with other organizations in the City of Red Deer to improve quality and access to services and quality of life	81%	88%	82%	87%	87%	87%	90%
Working closely with all communities, helping them to get involved in life in the City of Red Deer	75%	82%	68%	78%	79%	76%	86%
Working to establish a healthy, independent, and safe way of life for all	89%	85%	77%	85%	85%	82%	85%

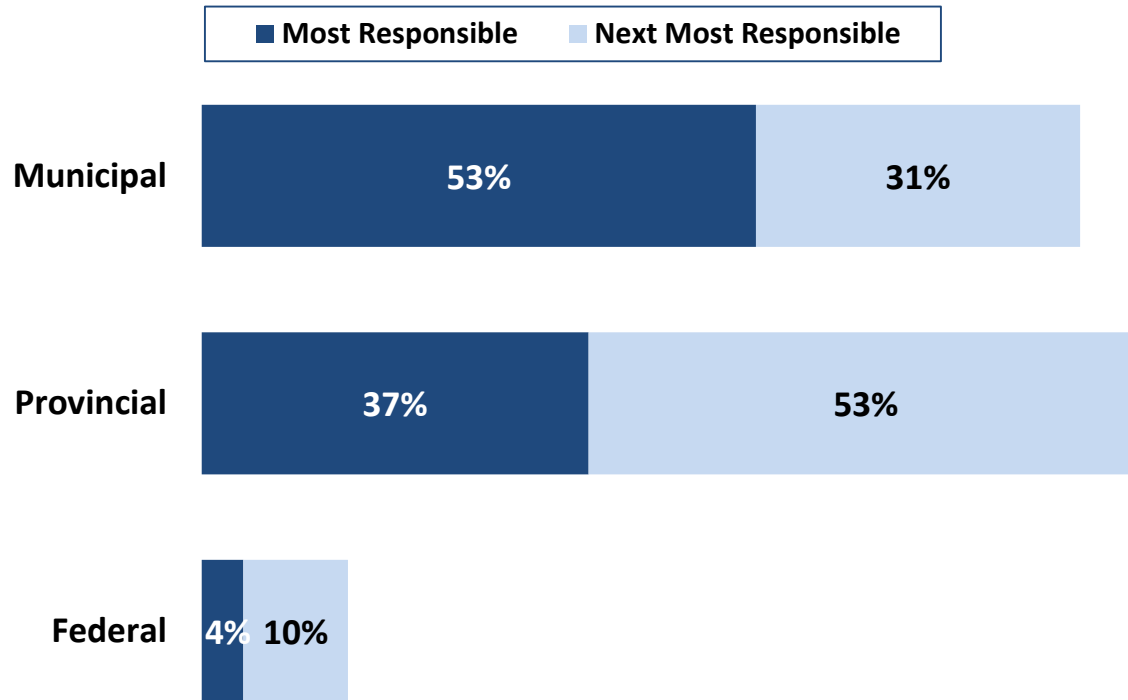
QE4. How successful or unsuccessful would you say the City of Red Deer is in...? Would you say they are very successful, somewhat successful, somewhat unsuccessful, or very unsuccessful?

Base: All respondents



Infrastructure

Level of Government Responsible for Health of Community Infrastructure

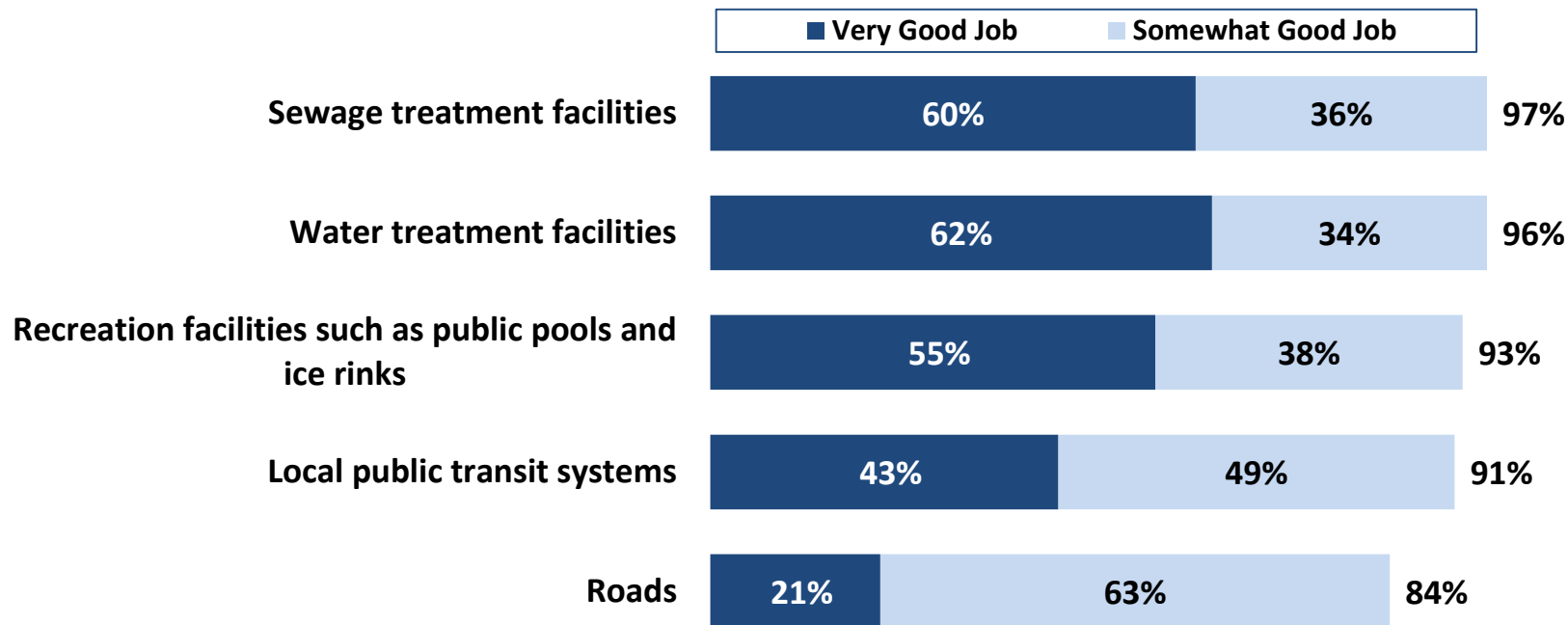


Most Responsible							
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)
Municipal	51%	49%	51%	53%	49%	58%	53%
Provincial	35%	34%	34%	39%	38%	33%	37%
Federal	8%	10%	6%	5%	8%	4%	4%

Q11. Which level of government do you think is most responsible for the health of the infrastructure in your community? Which one is next most responsible?

Base: All respondents (n=300)

Performance Managing Infrastructure Assets

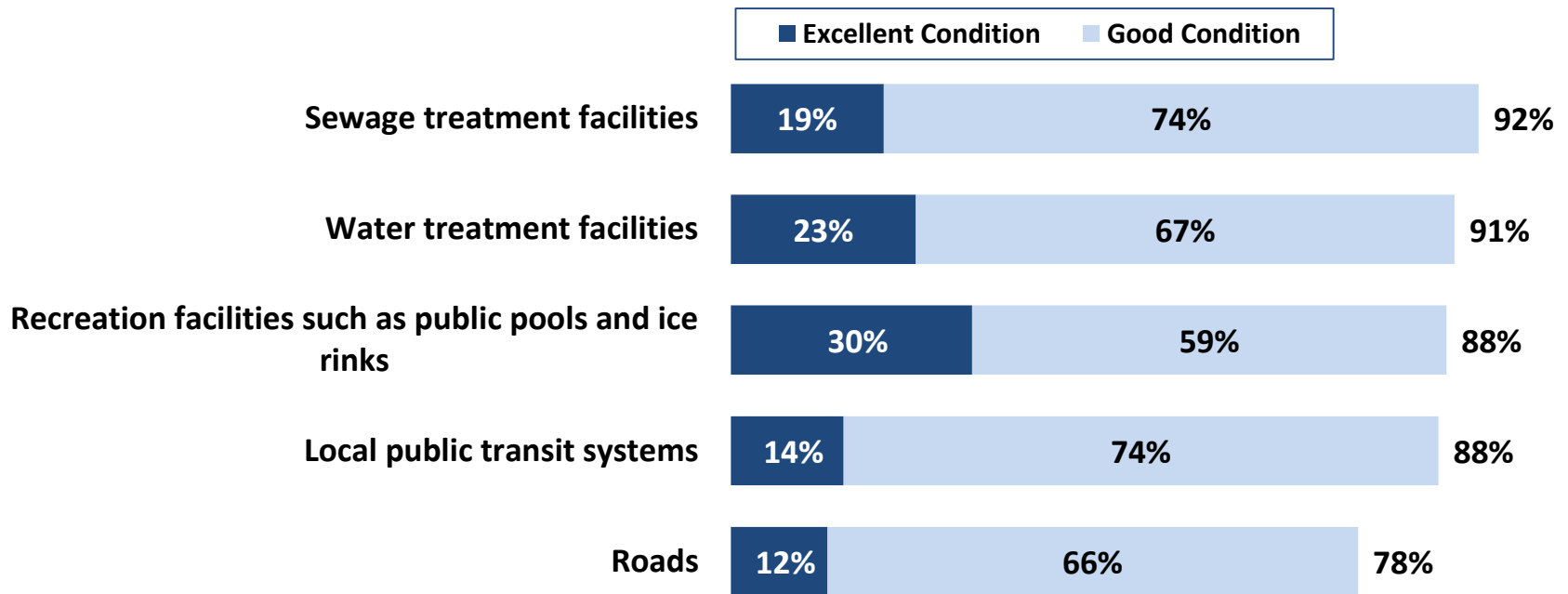


	Very/Somewhat Good Job						
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec 2015 (n=300)	July 2016 (n=300)
Sewage treatment facilities	90%	90%	86%	91%	95%	96%	97%
Water treatment facilities	86%	92%	89%	92%	95%	95%	96%
Recreation facilities	93%	96%	92%	92%	93%	95%	93%
Local public transit systems	80%	82%	74%	82%	81%	83%	91%
Roads	59%	61%	54%	65%	73%	75%	84%

Q12. Please tell me if you think the City of Red Deer is doing a good job or poor job of managing each of the following infrastructure assets in your community. (Is that a very or somewhat good/poor job?)

Base: All respondents (n=300)

Condition of Infrastructure Assets

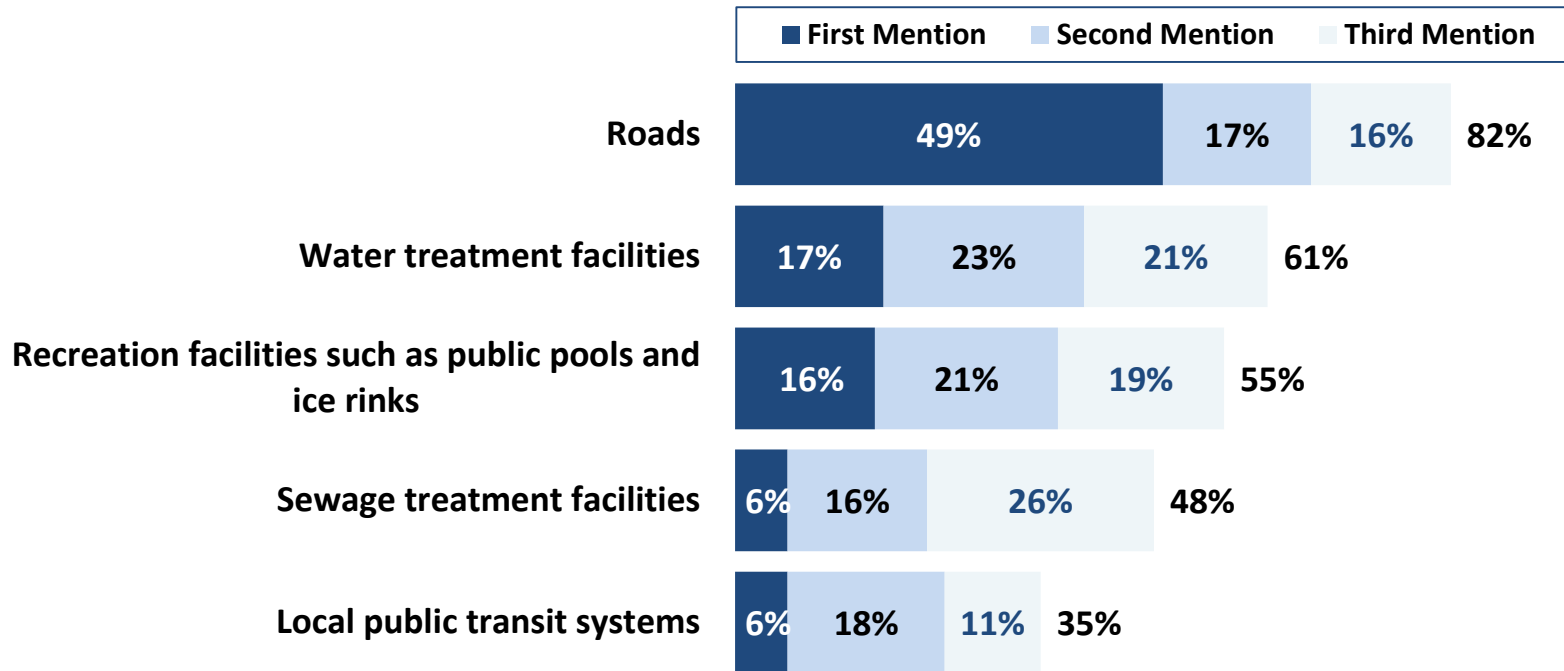


	Excellent/Good						
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec 2015 (n=300)	July 2016 (n=300)
Sewage treatment facilities	77%	84%	80%	82%	90%	86%	92%
Water treatment facilities	82%	86%	84%	86%	92%	87%	91%
Recreation facilities	94%	89%	86%	88%	89%	91%	88%
Local public transit systems	75%	81%	68%	80%	80%	87%	88%
Roads	47%	46%	40%	59%	58%	71%	78%

Q13. Generally speaking, how would you rate the current condition of each of the following in the City of Red Deer? Would you say this is in excellent condition, good condition, declining condition, or in desperate need of a complete overhaul?

Base: All respondents (n=300)

Infrastructure Priorities



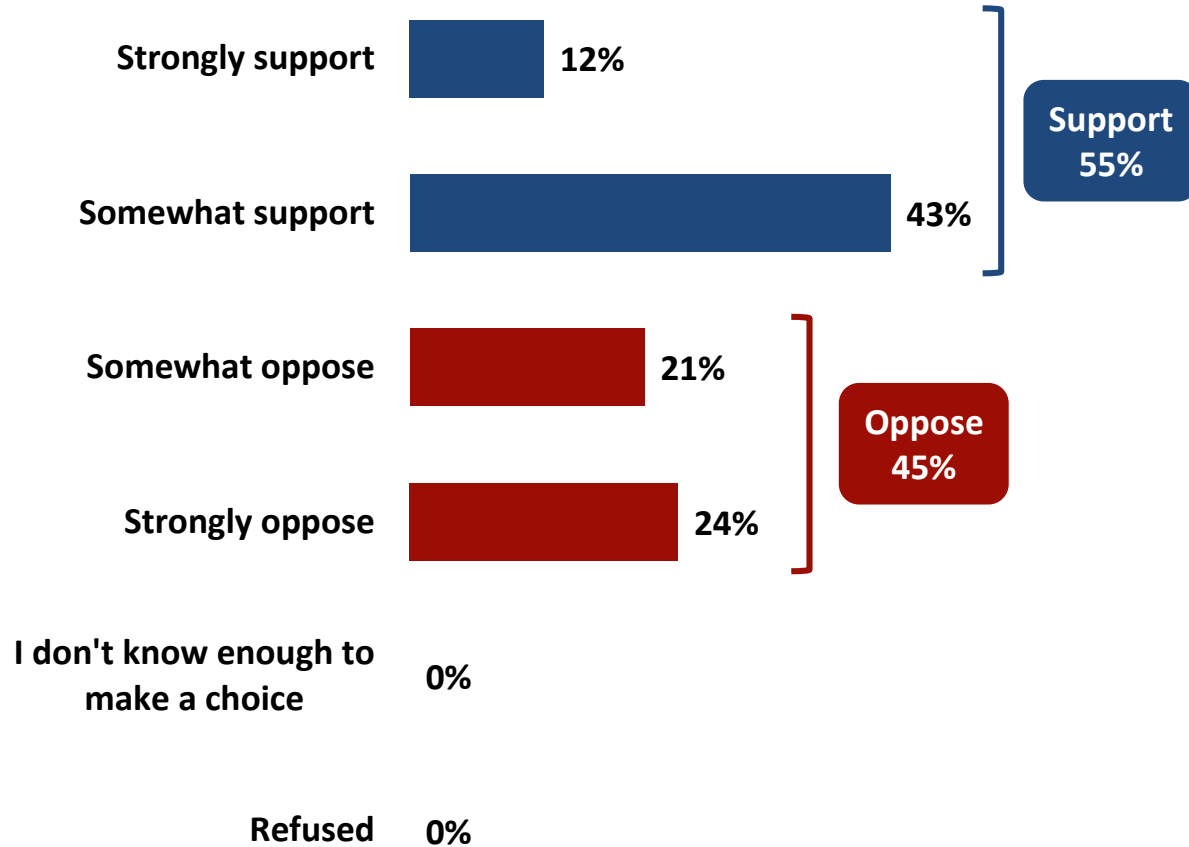
	Total Mentions						
	2011 (n=300)	2012 (n=300)	2013 (n=300)	2014 (n=302)	May 2015 (n=300)	Dec. 2015 (n=300)	July 2016 (n=300)
Roads	90%	88%	90%	84%	89%	80%	82%
Recreation facilities	43%	51%	48%	53%	61%	62%	61%
Water treatment facilities	61%	64%	59%	68%	60%	55%	55%
Sewage treatment facilities	44%	41%	43%	42%	41%	42%	48%
Local public transit systems	41%	41%	33%	40%	38%	38%	35%

Q14. And if you could choose which infrastructure assets should get the highest and immediate priority of government attention for construction or upgrade in your community, which one of the following would you assign the greatest importance? And which one would you assign the second greatest importance? And which one would you assign the third greatest importance?



Amenities

Support for Community Amenities



QA1. As you may or may not be aware, The City of Red Deer recently completed consultations about new community amenities. These amenities could include facilities or spaces the public can use for recreation, parks and cultural purposes. Generally, do you support or oppose increasing your property taxes to fund building new community amenities in Red Deer?

Base: All respondents (n=300)



Support for Community Involvement

% Agree
Top 4 Box

July 2016 Dec 2015

My local municipal government should support volunteering opportunities in the community



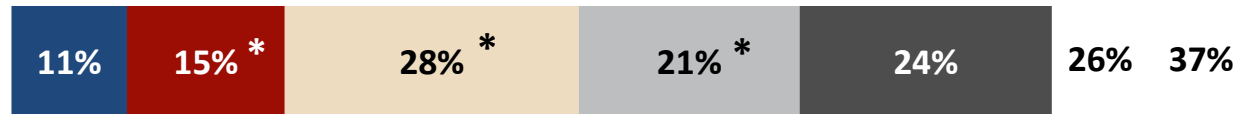
When I volunteer, I prefer short term, event based commitments



I know how to find out about volunteer opportunities in my community



I do volunteer work on a regular basis



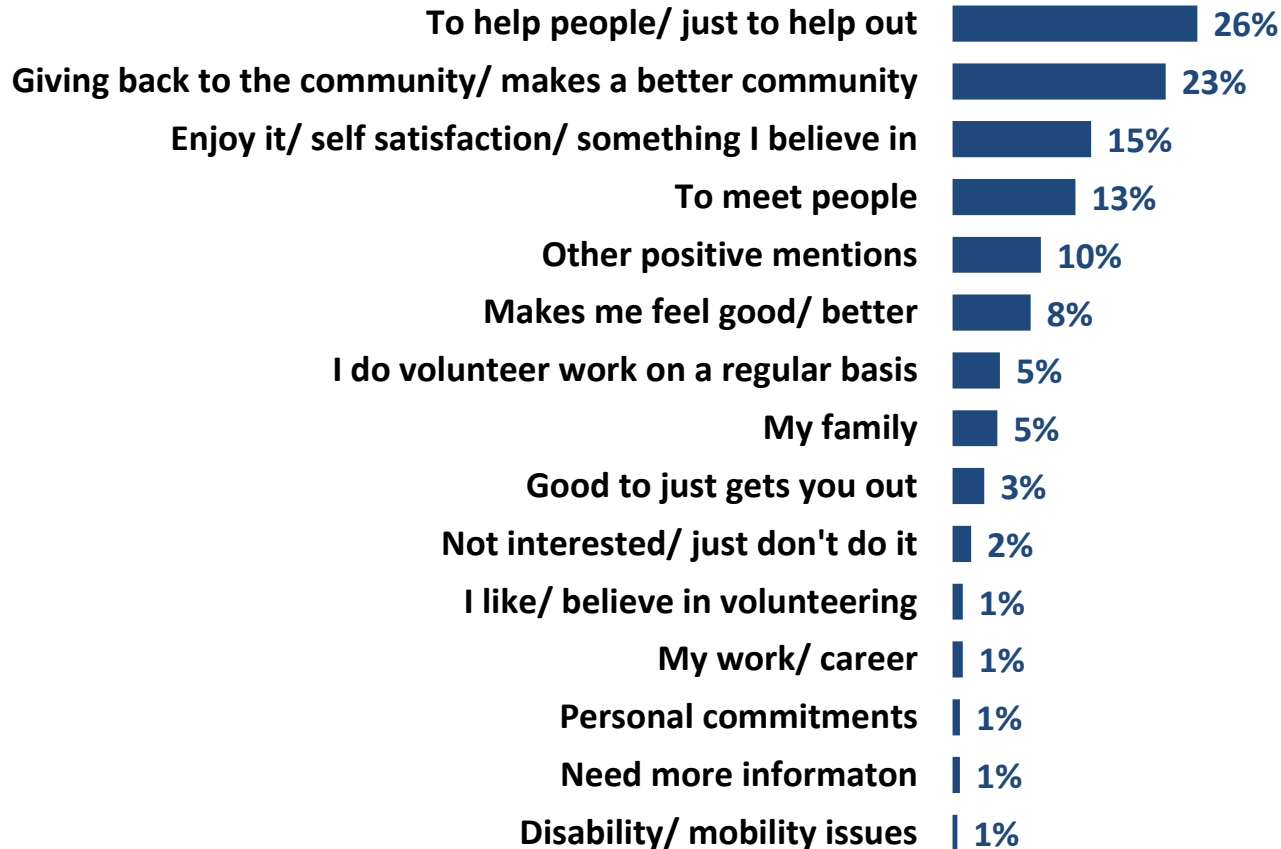
■ Completely agree (10) ■ Somewhat agree (9,8,7) ■ Agree 6,5 ■ Somewhat disagree (4,3,2) ■ Completely disagree (1)

*Rounding

QV1. Next, I'm going to read a list of statements some people use to describe themselves. For each statement, please tell me whether you agree or disagree. Please use a scale from 1 to 10 where 1 means you completely disagree and 10 means you completely agree.

Base: All respondents (n=300)

Motivation for Volunteer Work

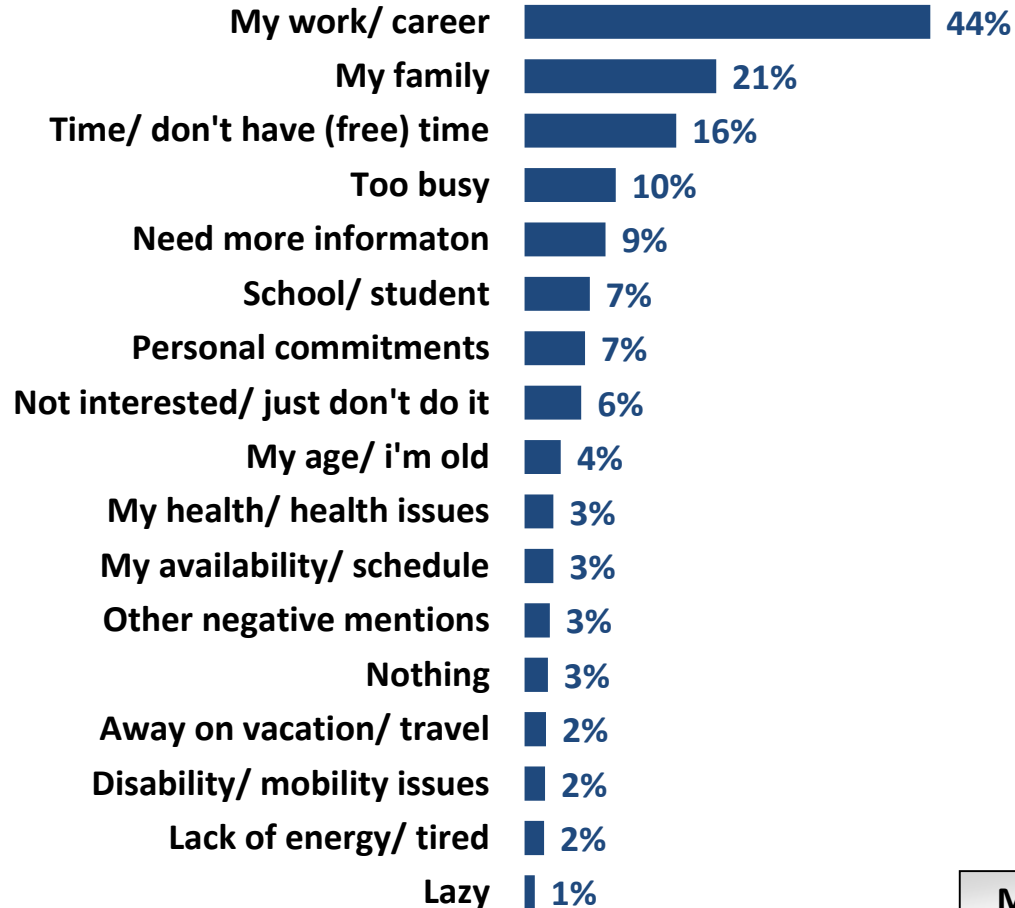


Multiple Mentions

QV2. What motivates you to do volunteer work on a regular basis?

Base: Do volunteer work on a regular basis (n=103)

Barriers to Volunteer Work



Multiple Mentions

QV2. What prevents you from doing volunteer work on a regular basis?

Base: Don't do volunteer work on a regular basis (n=196)



Demographics

Demographics

Gender	
Male	49%
Female	51%
Age	
18 to 34	36%
35 to 54	34%
55 or older	27%
Refused	3%

Length of Residency	
Less than 5 years	14%
5 to less than 10 years	22%
10 - 15	20%
16 - 20	13%
21 - 30	17%
31 - 40	13%
More than 40	7%
<i>Mean</i>	<i>18.7 years</i>

Home Ownership	
Own	71%
Rent	28%
Not stated	1%
Primary Tax Payer	
Yes	85%
No	15%
Children in Household under 18	
Yes	43%
No	57%



Contact

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