



Ipsos Reid



# 2013 Citizen Satisfaction Syndicated Survey

City of Red Deer



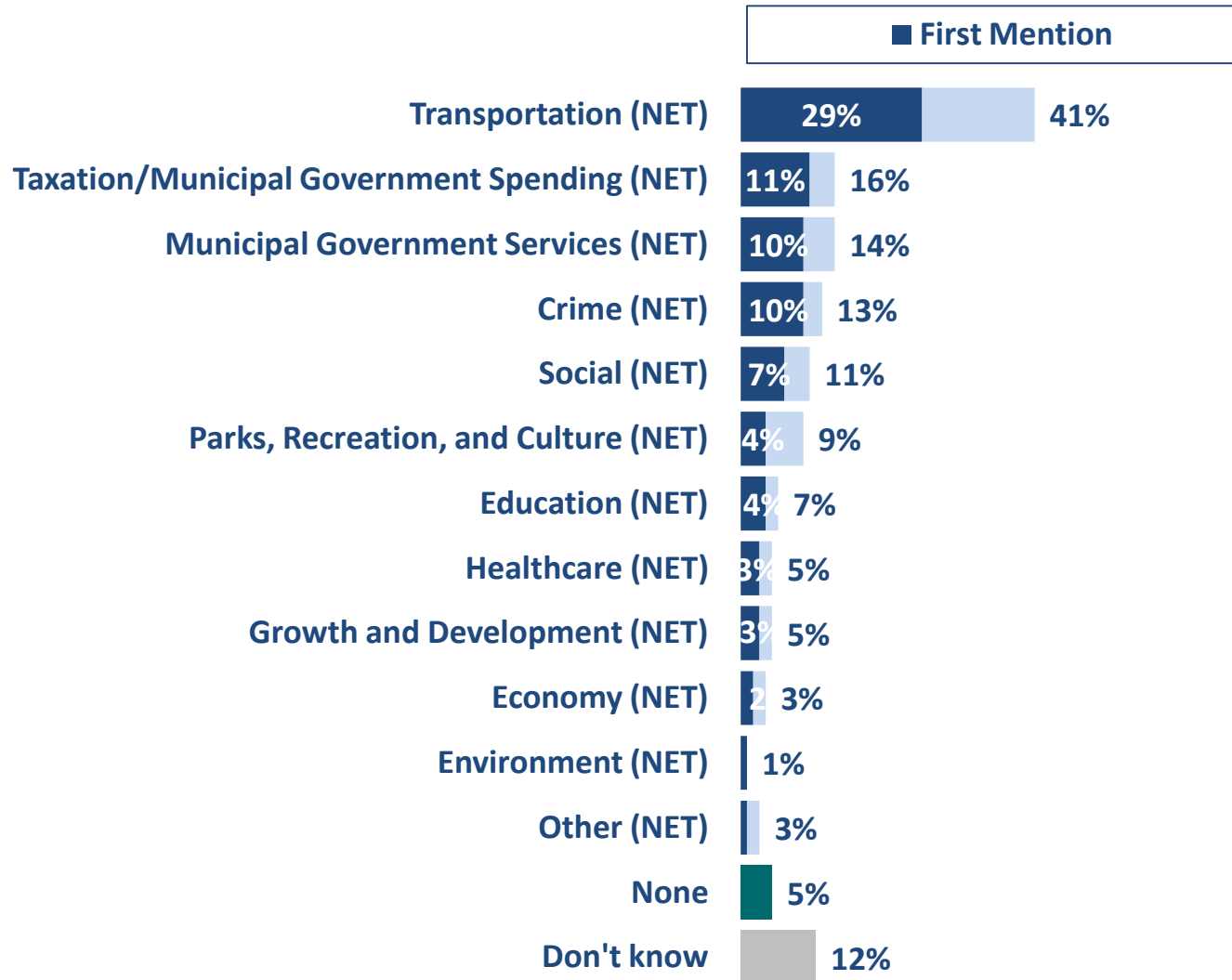
July 2013

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- 300 telephone interviews conducted with a randomly selected representative sample of Red Deer residents aged 18 years or older.
- Interviews conducted between May 29 and June 9, 2013.
- Final data was 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  $\pm 5.7$  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 and assess the City's progress in addressing key issues.

# Issue Agenda

# Top-of-Mind Community Issues



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

- **Transportation (41% total mentions)**
  - *Roads/streets* (29%)
  - *Bicycle paths/lanes* (6%)
  - *Transportation (general)* (5%)
  - *Traffic congestion* (4%)
  
- **Taxation/Municipal Government Spending (16% total mentions)**
  - *Taxes/Property Taxes*(10%)
  - *Taxes/Municipal government spending* (4%)
  
- **Municipal Government Services (14% total mentions)**
  - *Infrastructure (maintain/upgrade)* (5%)
  - *Municipal government services (general)* (3%)
  - *Political leadership governance* (3%)

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

# Quality of Life

# Words Used to Describe Red Deer



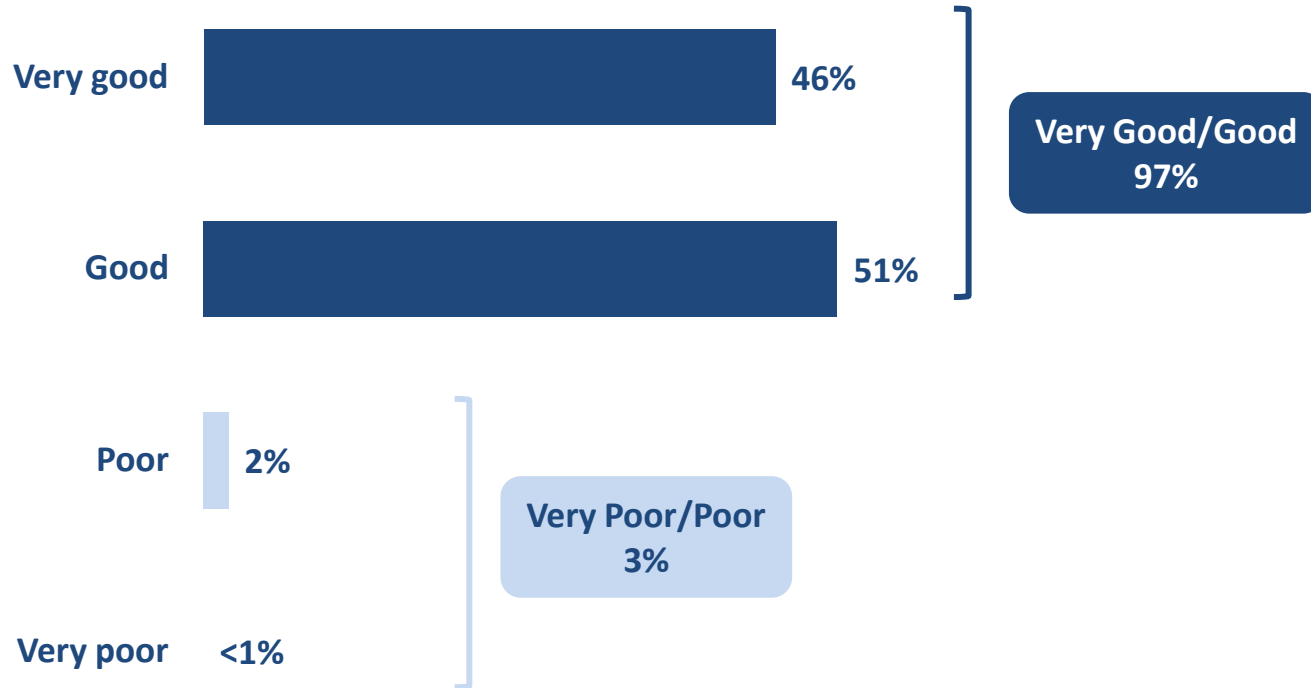
*Note: includes mentions of 3% or more.*

QRD1. What three words do you think best describe Red Deer as a place to live overall?

Base: All respondents (n=300)



# Overall Quality of Life

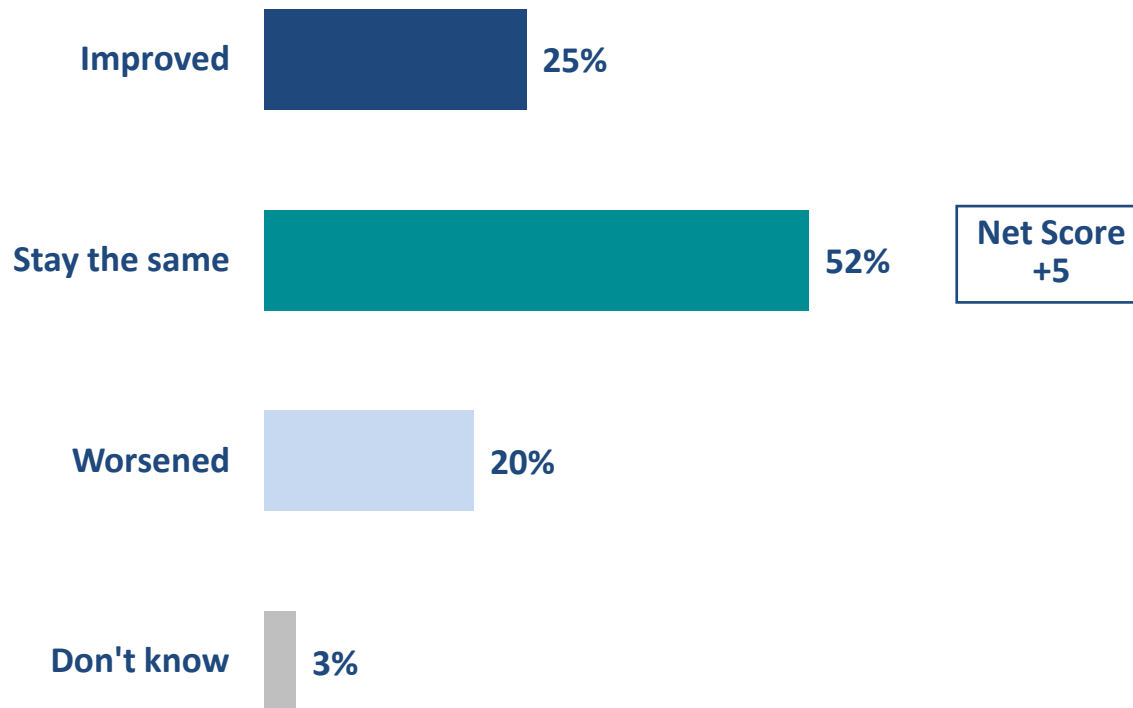


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)
Very good/good	97%	95%	97%	98%	97%
Very good	49%	38%	47%	49%	46%

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

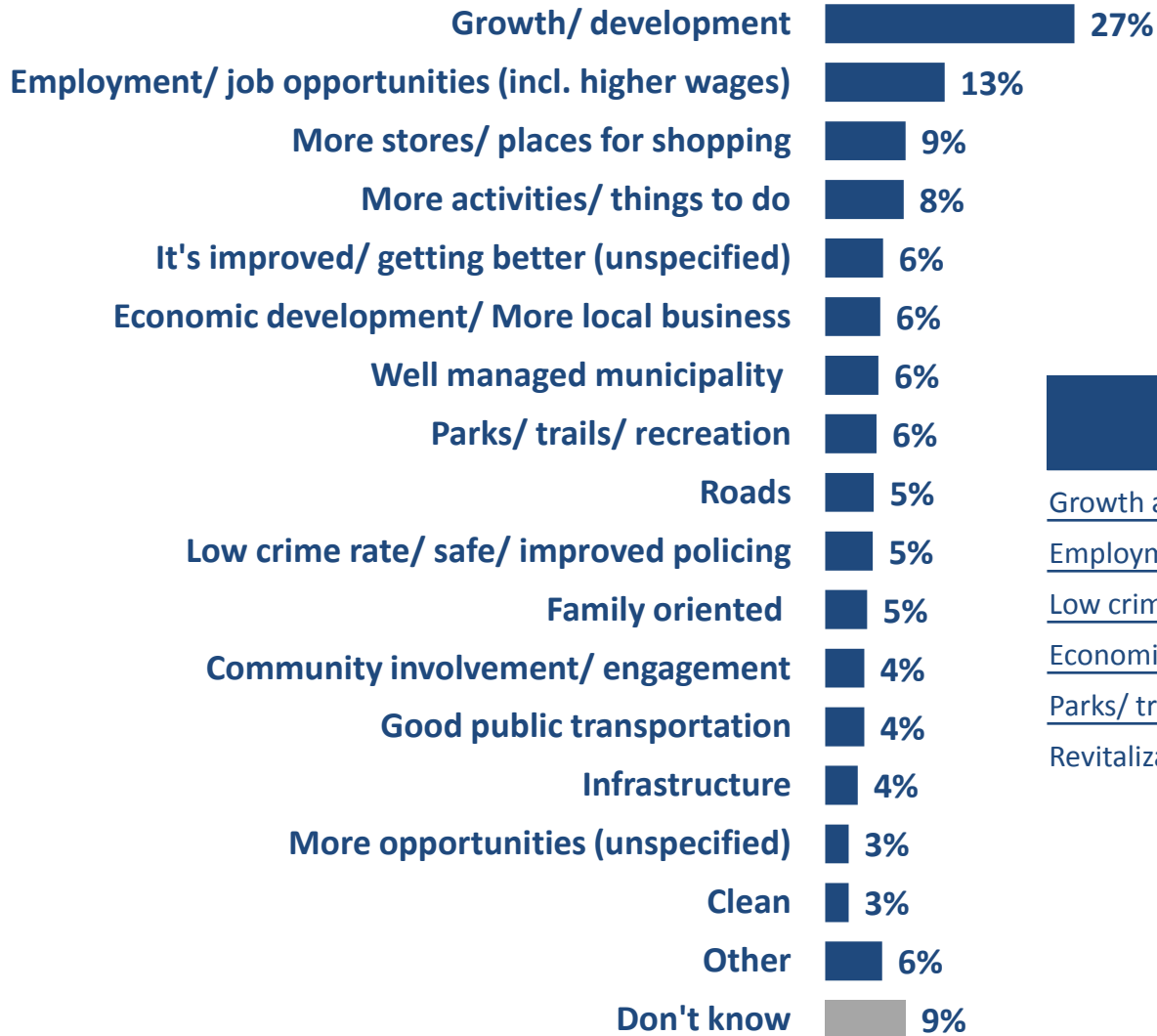


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)
Net Score	n/a	n/a	+5	+8	+5

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



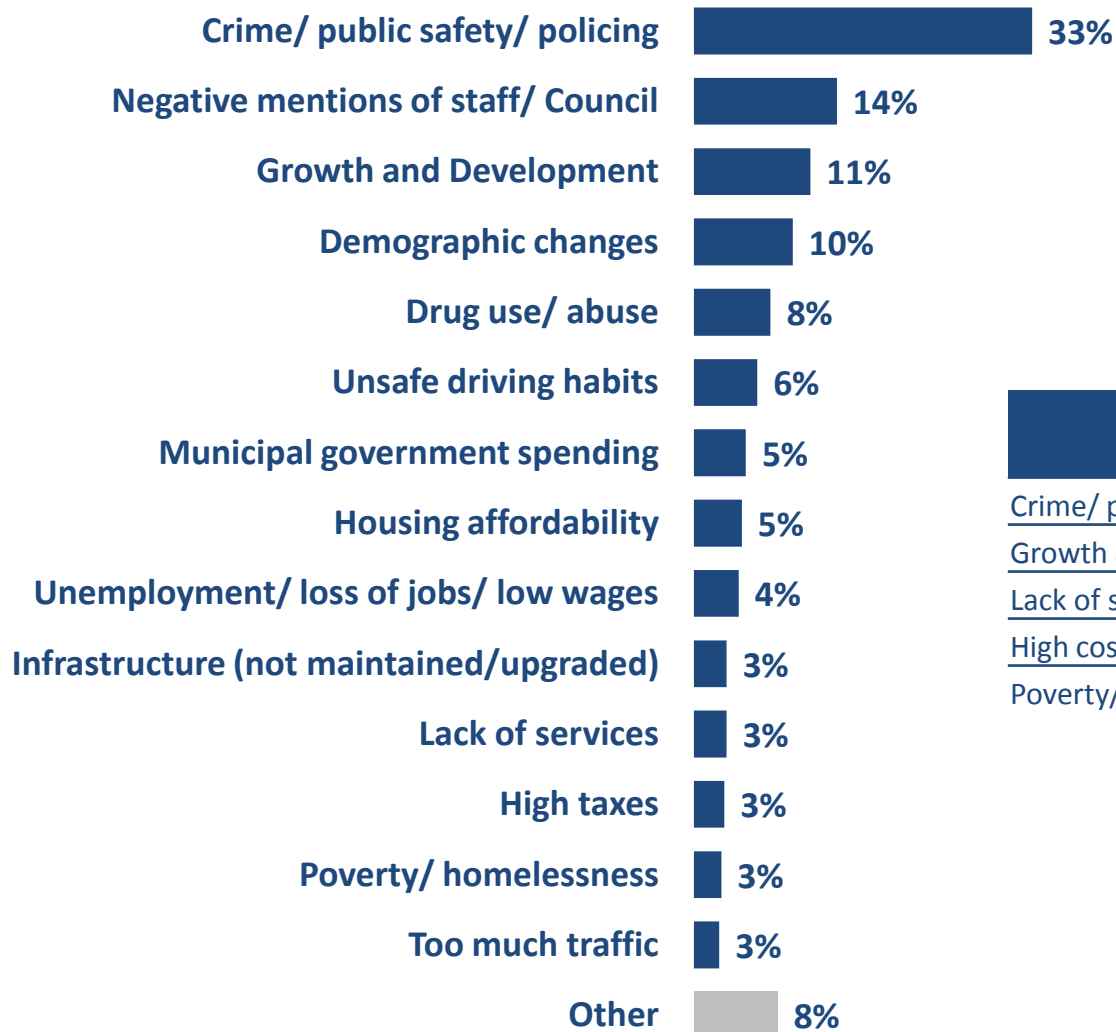
Top Mentions 2012 (n=70)	
Growth and development	21%
Employment/ job opportunities (higher wages)	16%
Low crime rate/ safe/ improved policing	11%
Economic development/ more local businesses	10%
Parks/ trails/ recreation	9%
Revitalization of downtown/ city centre	9%

*Note: includes mentions of 3% or more.*

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

Base: Quality has improved (n=71)

# Reasons Why Quality of Life has Worsened



Top Mentions 2012 (n=55)*	
Crime/ public safety/ policing	40%
Growth and development	16%
Lack of services	8%
High cost of living	8%
Poverty/ homelessness	7%

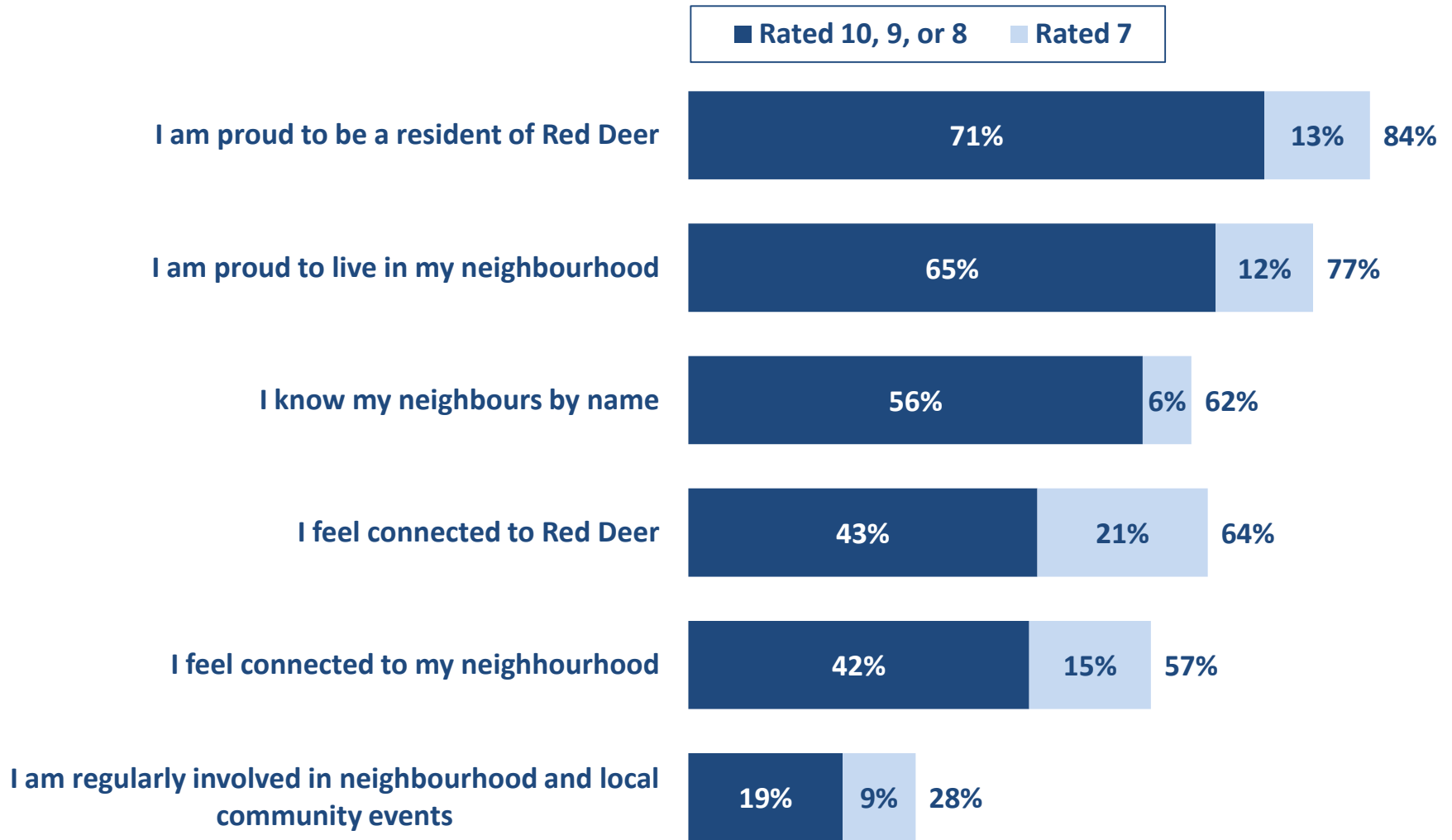
*Note: includes mentions of 2% or more.*

*\*Small base size, interpret with caution.*

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

Base: Quality has worsened (n=60)\*

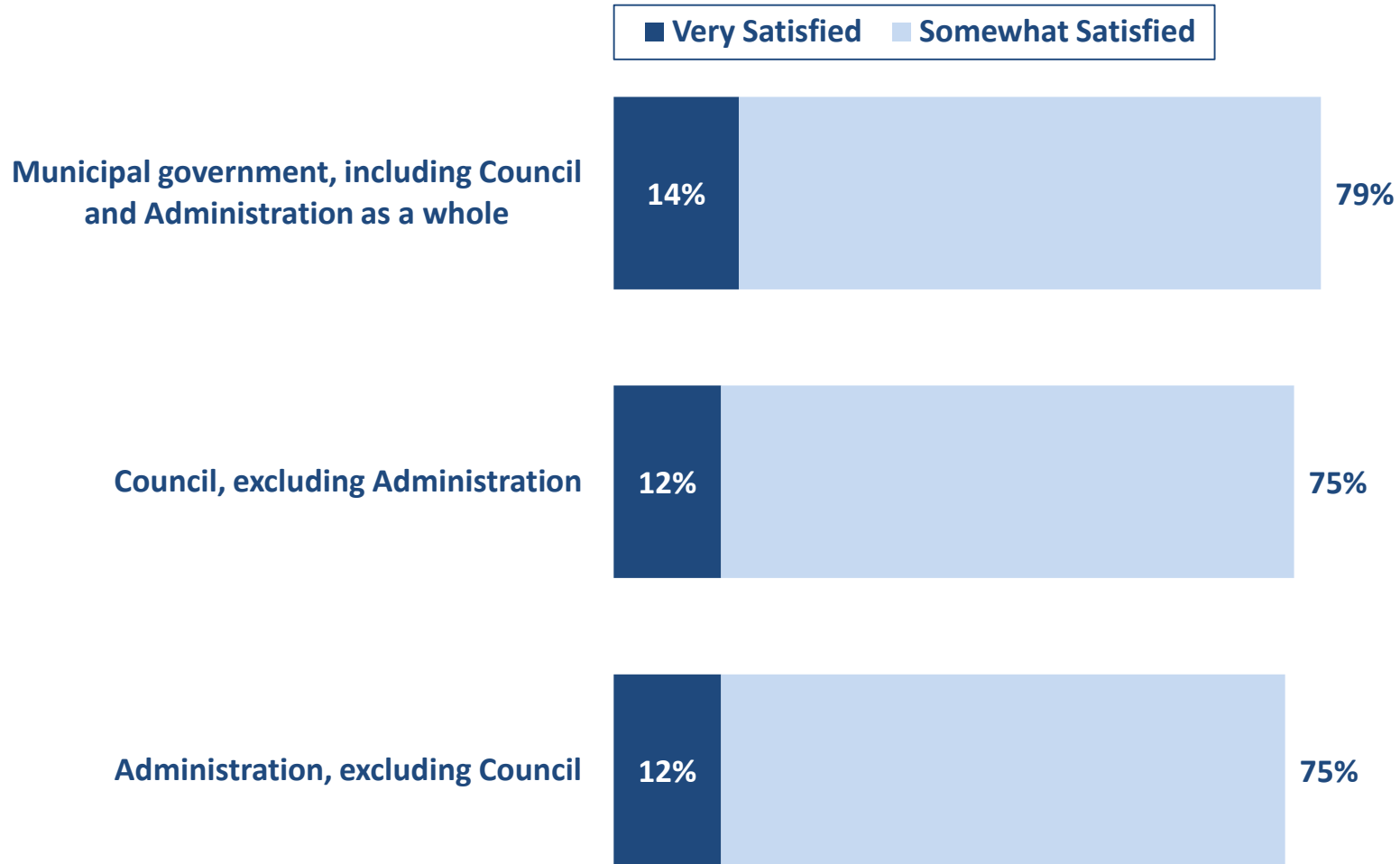
# Attitudes Towards Life in Red Deer



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".

# Perceptions of Staff and Council

# Satisfaction with Municipal Operations



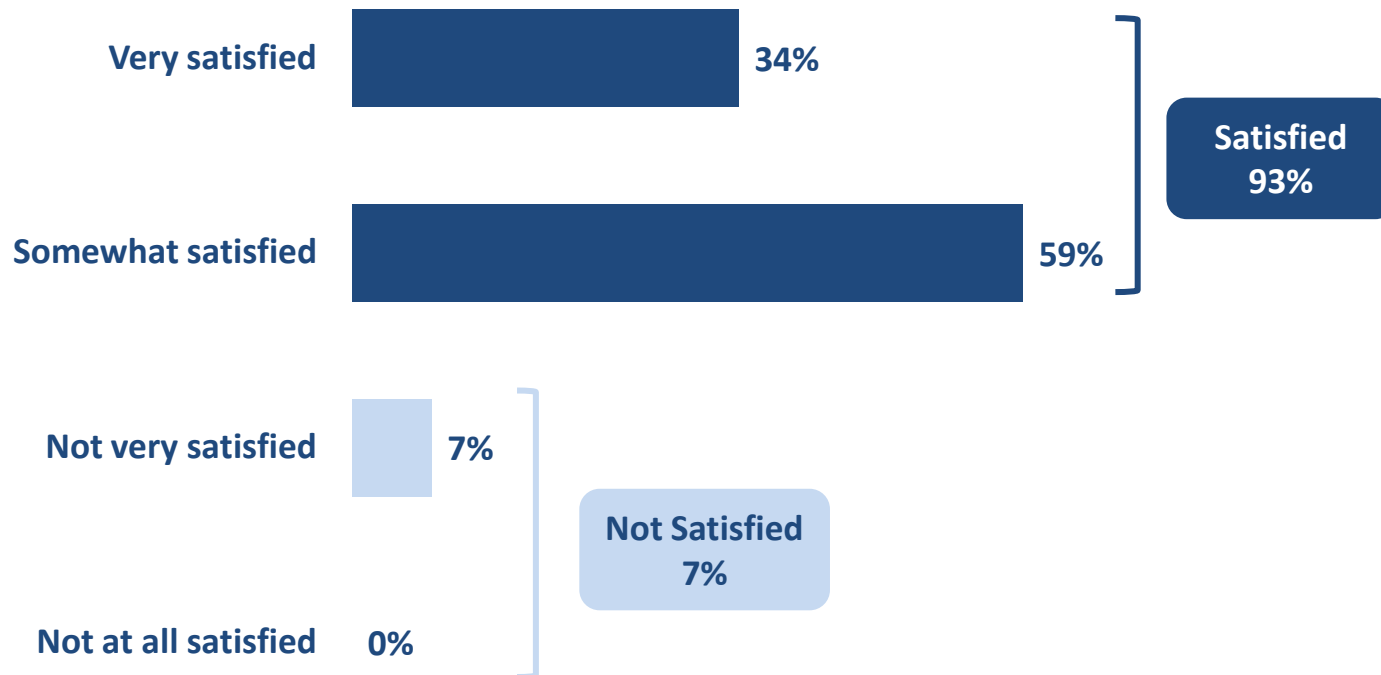
Q6. Taking everything into account, how satisfied are you with the way the City of Red Deer's...is going about running the community? Are you very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

Base: All respondents (n=300)

# Satisfaction with Services



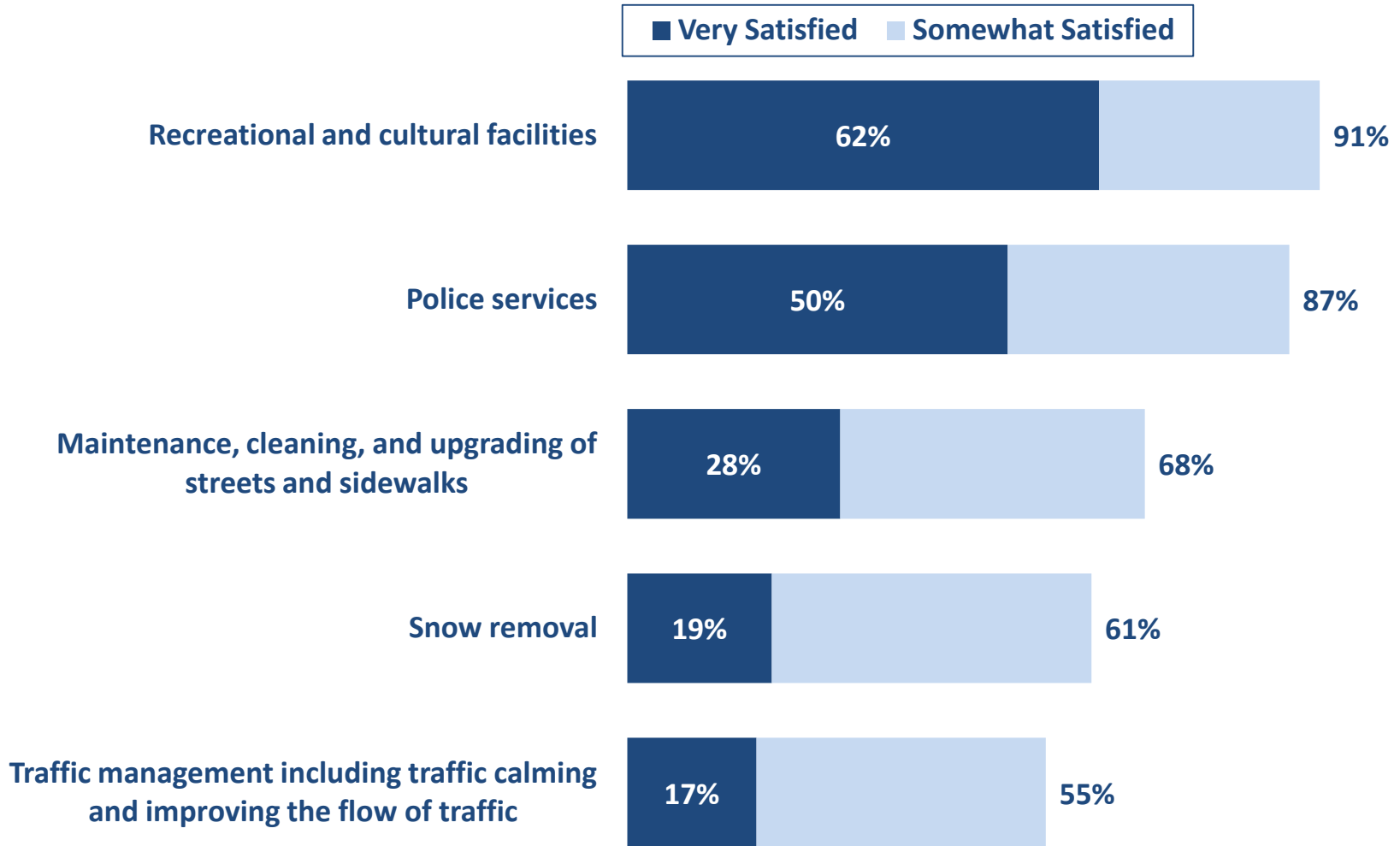
# Overall Satisfaction with City Services



	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)
Very/somewhat satisfied	98%	91%	94%	93%	93%
Very satisfied	43%	28%	33%	41%	34%

*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



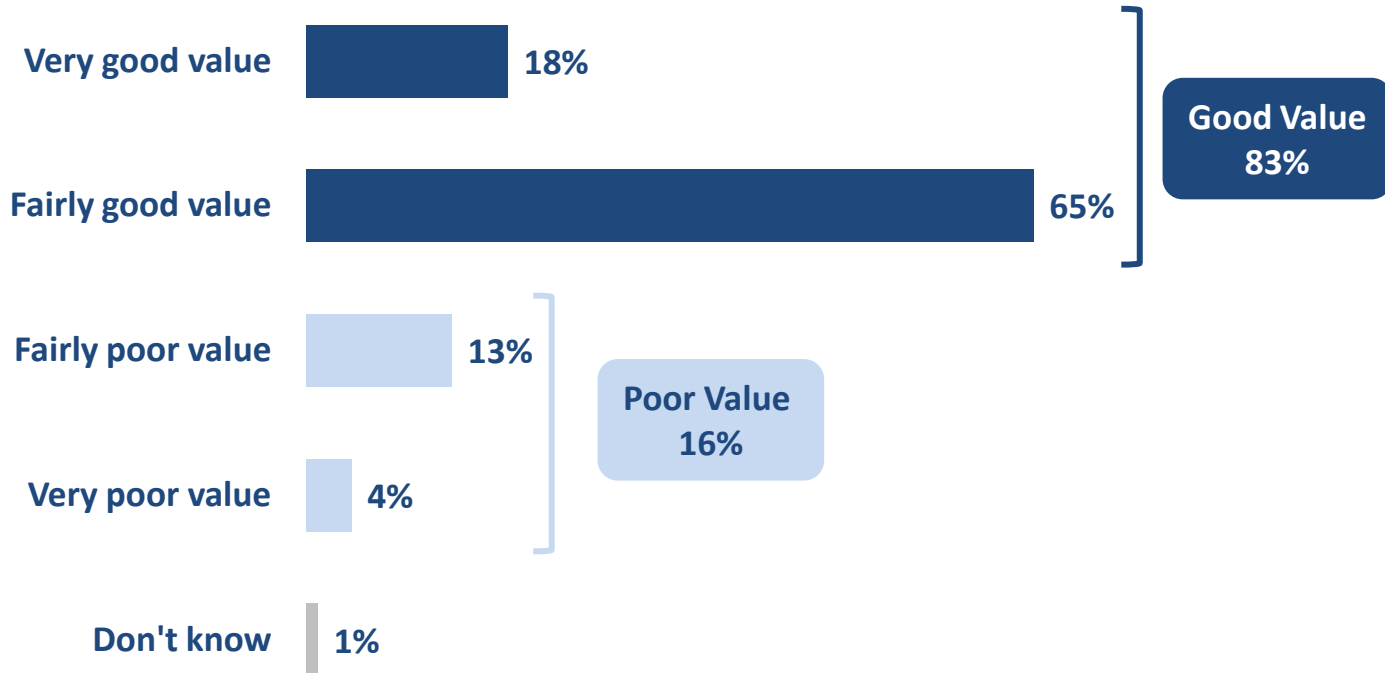
Q7. Please tell me how satisfied you are with each of the following services provided by the City of Red Deer. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents (n=300)

Very/Somewhat Satisfied					
	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013(n=300)
Recreational and cultural facilities	n/a	n/a	91%	92%	91%
Police services	85%	82%	89%	90%	87%
Maintenance, cleaning, and upgrading of streets and sidewalks	-	-	68%	73%	68%
Traffic management including traffic calming and improving the flow of traffic	69%	69%	64%	71%	55%
Snow removal	n/a	n/a	n/a	65%	61%

# Financial Planning

# Value for Taxes

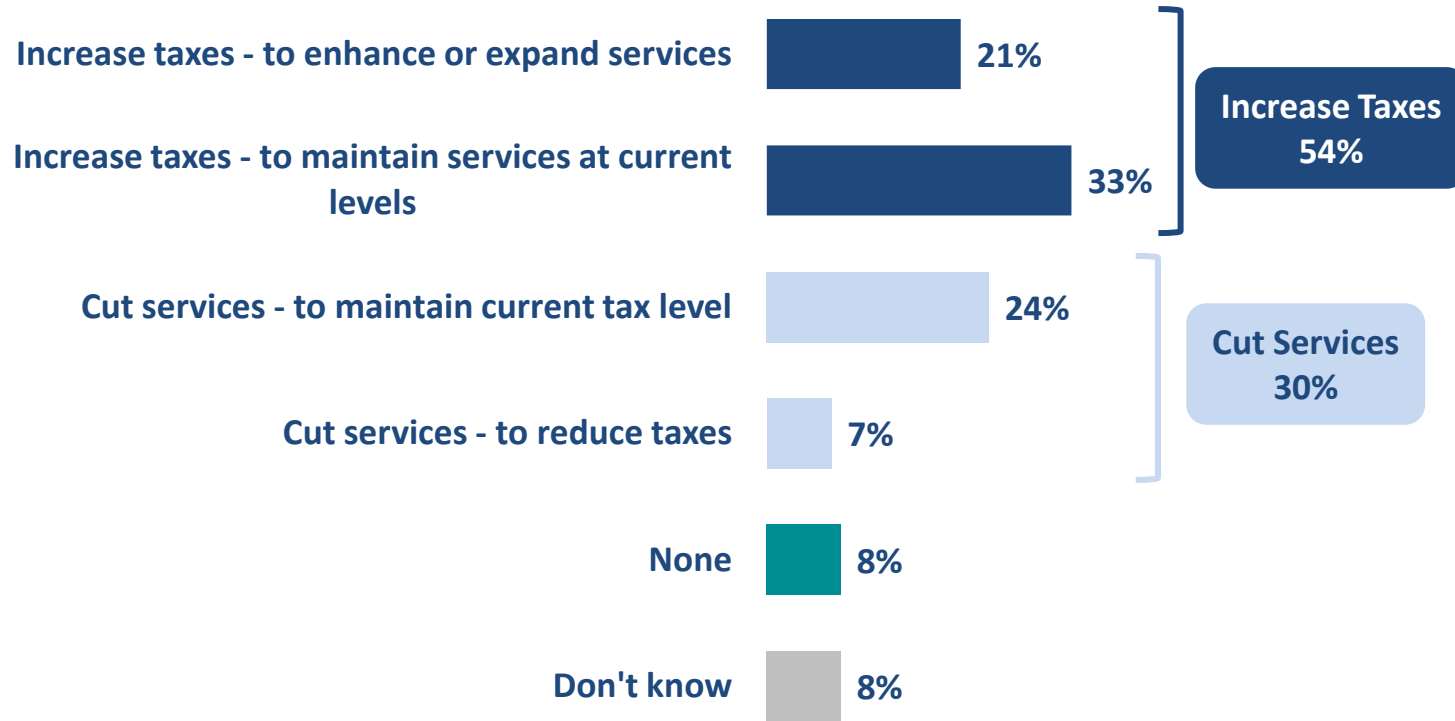


	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)
Very good/fairly good	91%	80%	86%	84%	83%
Very good	27%	19%	20%	20%	18%

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



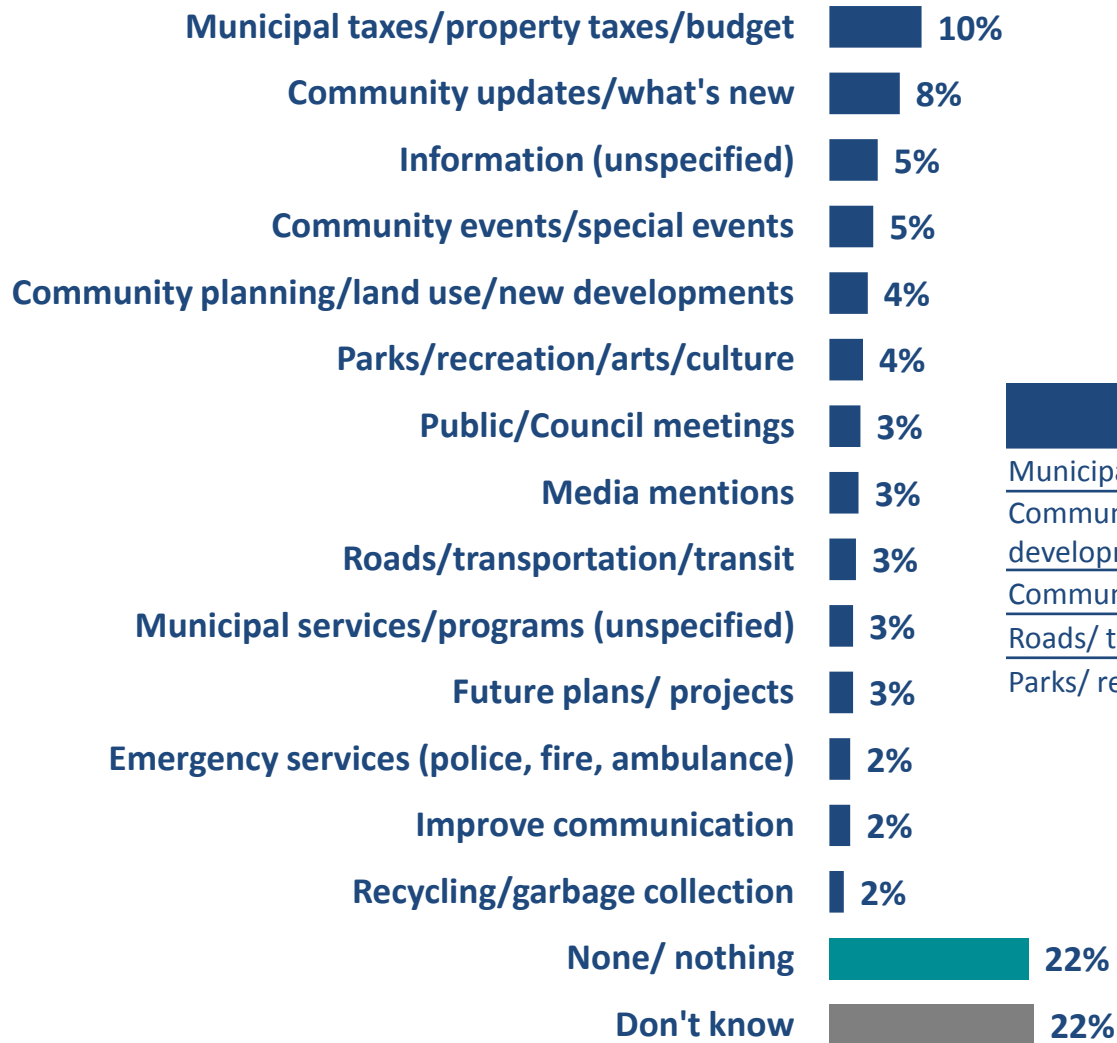
	2006 (n=300)	2008 (n=300)	2011 (n=300)	2012 (n=300)	2013 (n=300)
Increase taxes	59%	48%	51%	53%	54%
Cut services	29%	33%	36%	38%	30%

*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?*

Base: All respondents (n=300)

# Communication

# Information Needs



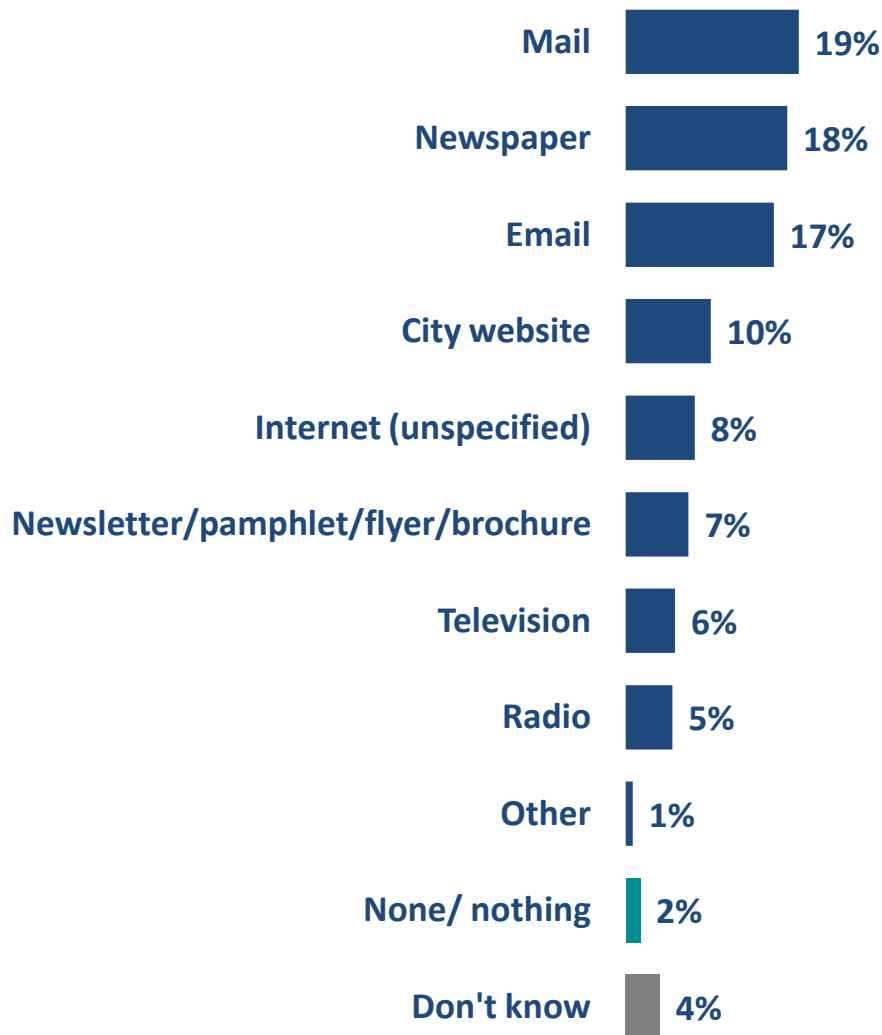
2012 Top Mentions (n=300)	
Municipal taxes/ property taxes/ budget	12%
Community planning/ land use/ new developments	10%
Community updates/ what's new	10%
Roads/ transportation/ transit	8%
Parks/ recreation/ arts/ culture	7%

Q10. Thinking about your information needs, what kinds of information do you want the City of Red Deer to provide you with? Any others?

Base: All respondents (n=300)



# Preferred Methods of Communication



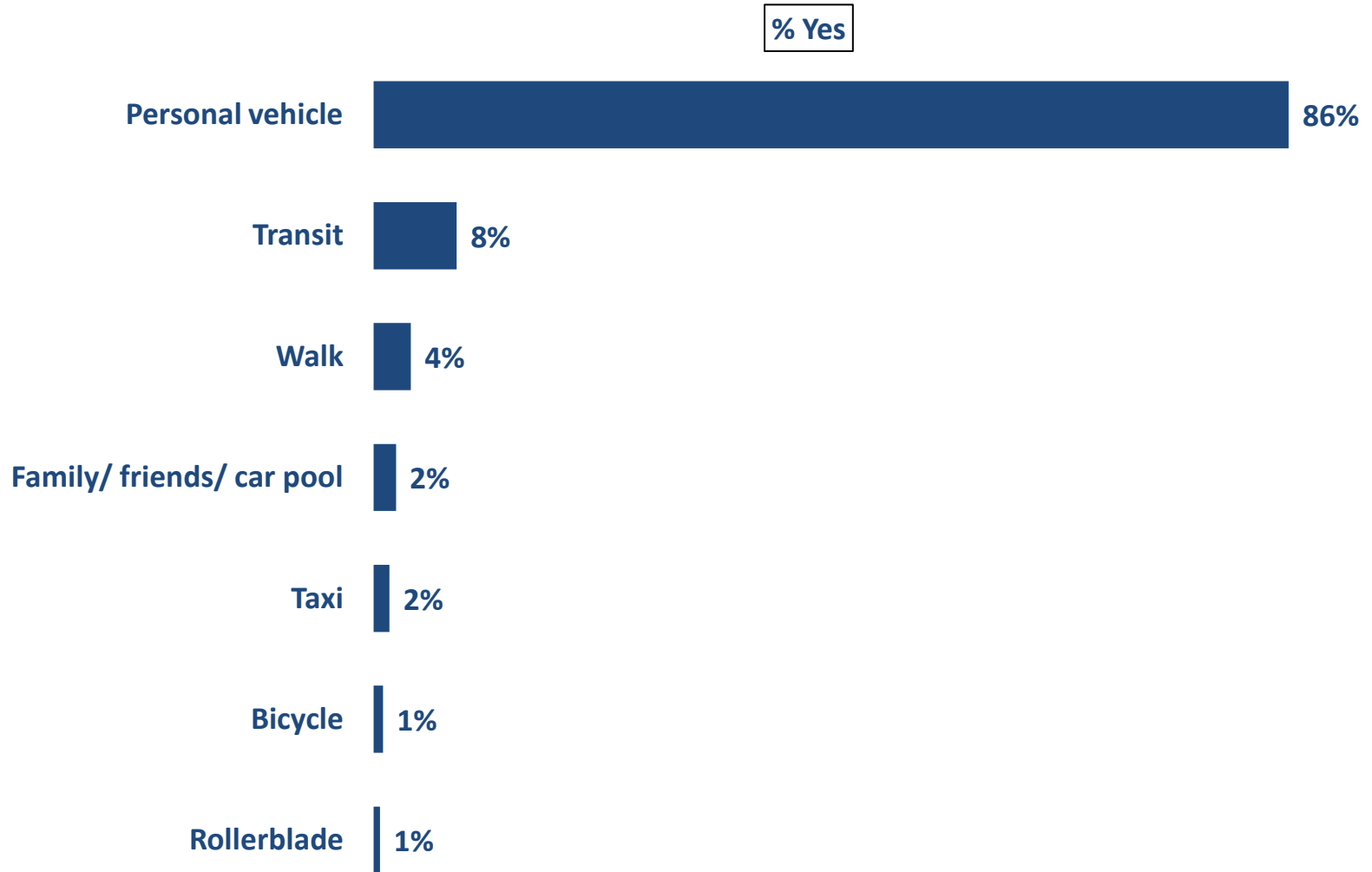
2012 Top Mentions (n=300)	
Newspaper	34%
Mail	19%
Radio	18%
Internet	17%
City website	14%
Email	14%

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

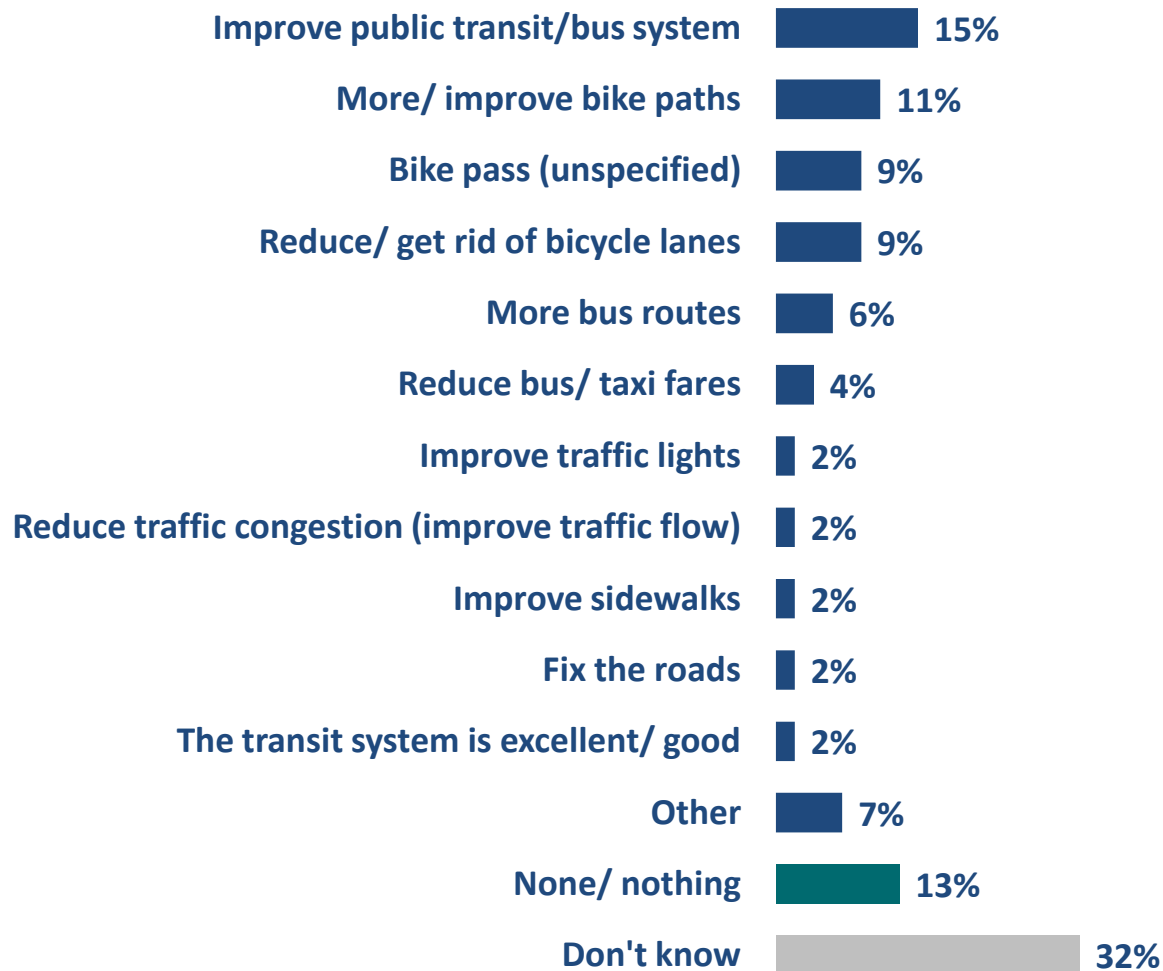
# Transportation Means



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



*Note: includes mentions of 2% or more.*

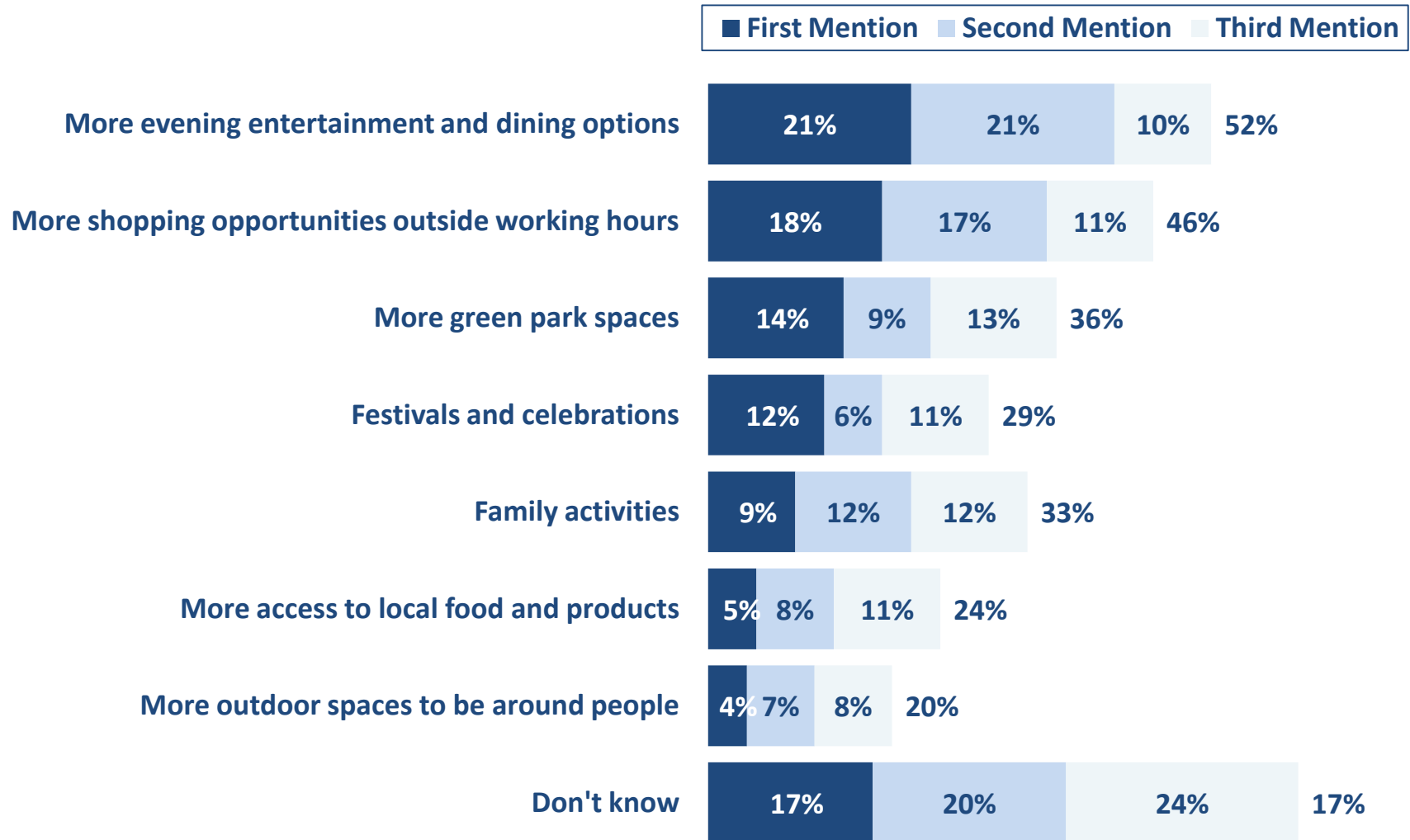
**QRD3. The City of Red Deer is interested in your thoughts about getting around Red Deer. What could the City of Red Deer do to encourage you to make use of various means of transportation on a regular basis?**

Base: All respondents (n=300)



**Downtown**

# Downtown Priorities

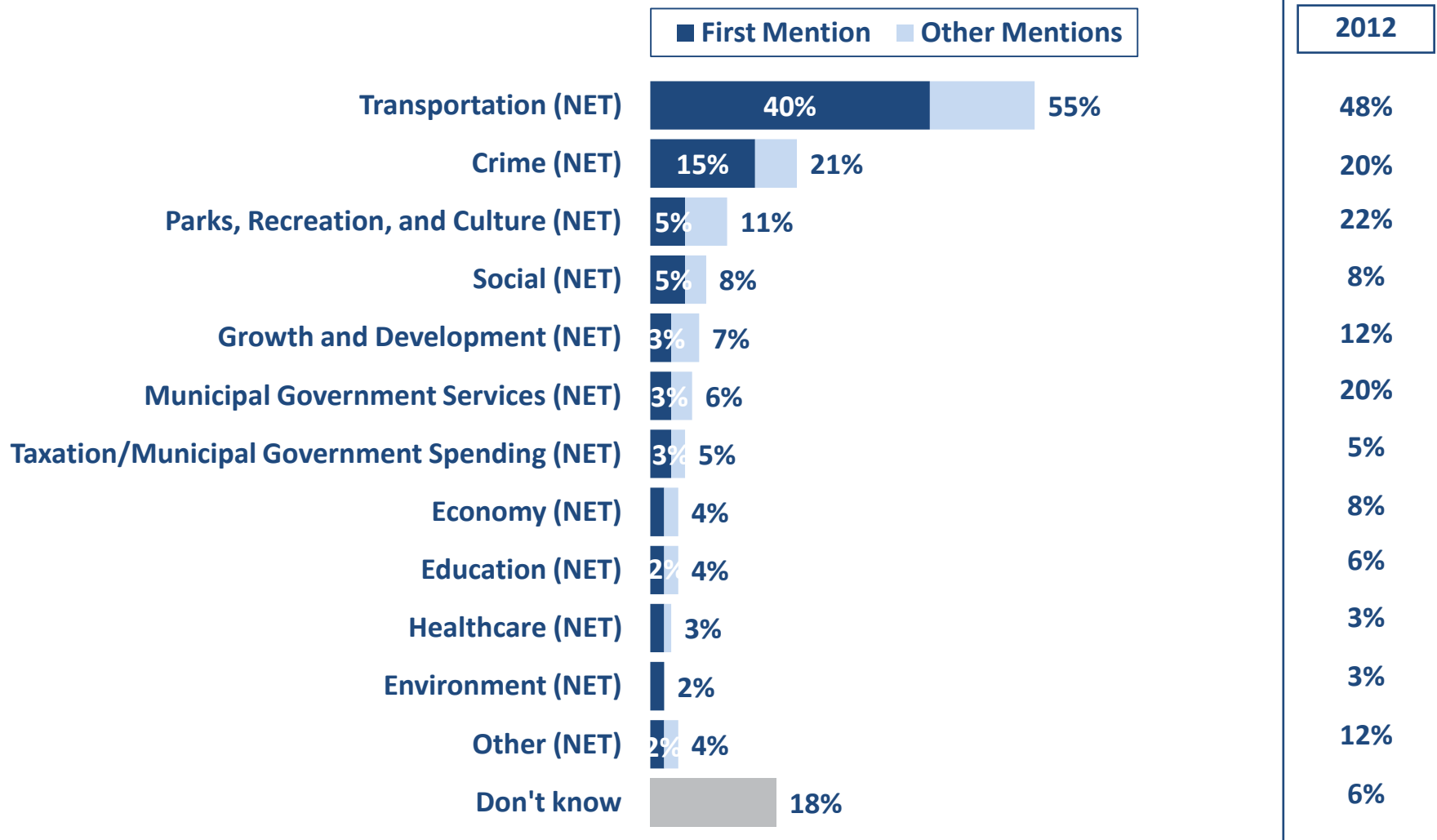


QRD4. In many cities, the downtown area is a highly desirable place to live, work, and play. Thinking about Red Deer's downtown, which of the following priorities would you say is the MOST important to making it a desirable place to live, work, and play? Please select your top three choices.

Base: All respondents (n=300)

# Citizen Priorities and Expectations

# Top Three Priorities (Unprompted)



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.

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? Which one is next most important?

Base: All respondents (n=300)



## Top Three Priorities (Unprompted) Tracking

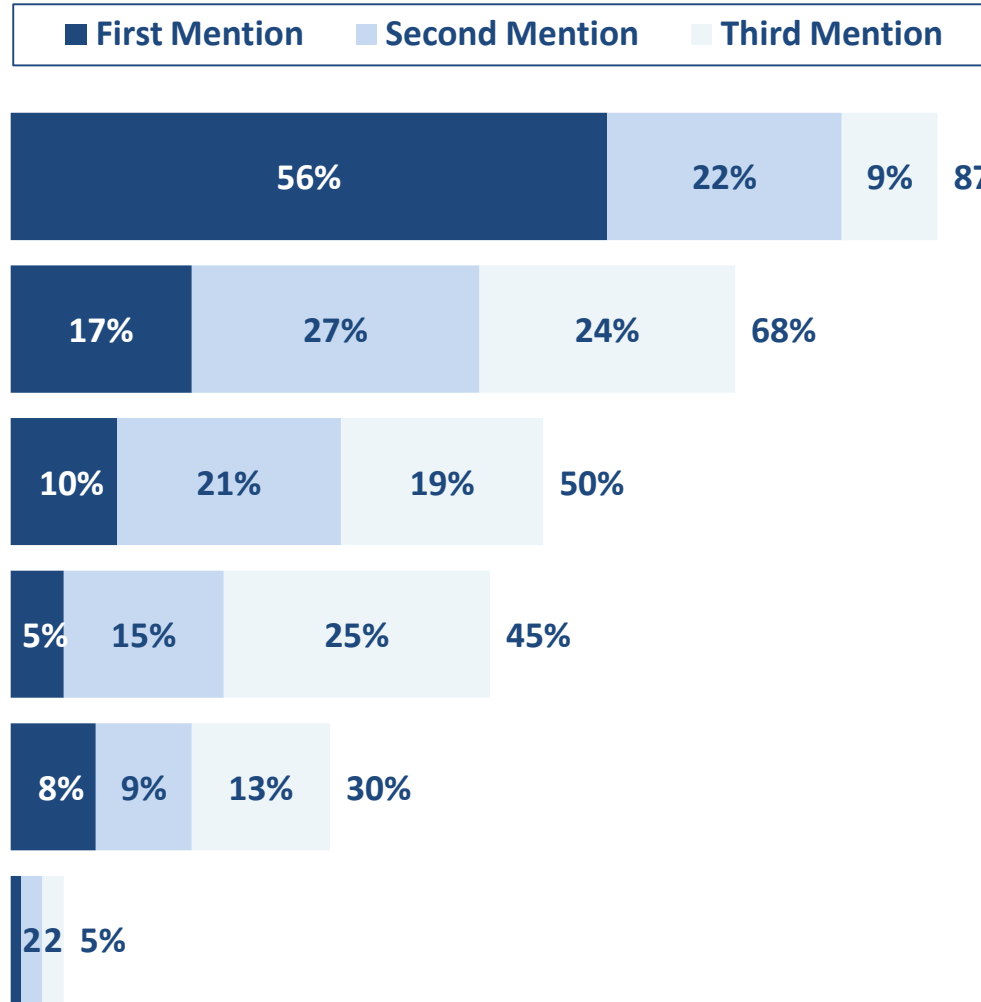
	2011 (n=300)	2012 (n=300)	2013 (n=300)
Transportation (NET)	48%	48%	55%
Crime (NET)	18%	20%	21%
Parks, Recreation, and Culture (NET)	13%	22%	11%
Social (NET)	14%	8%	8%
Growth and Development (NET)	5%	12%	7%
Municipal Government Services (NET)	31%	20%	6%
Taxation/Municipal Government Spending (NET)	8%	5%	5%
Economy (NET)	4%	8%	4%
Education (NET)	9%	6%	4%
Healthcare (NET)	4%	3%	3%
Environment (NET)	4%	3%	2%
Other (NET)	15%	12%	4%

*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.*

*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? Which one is next most important?*

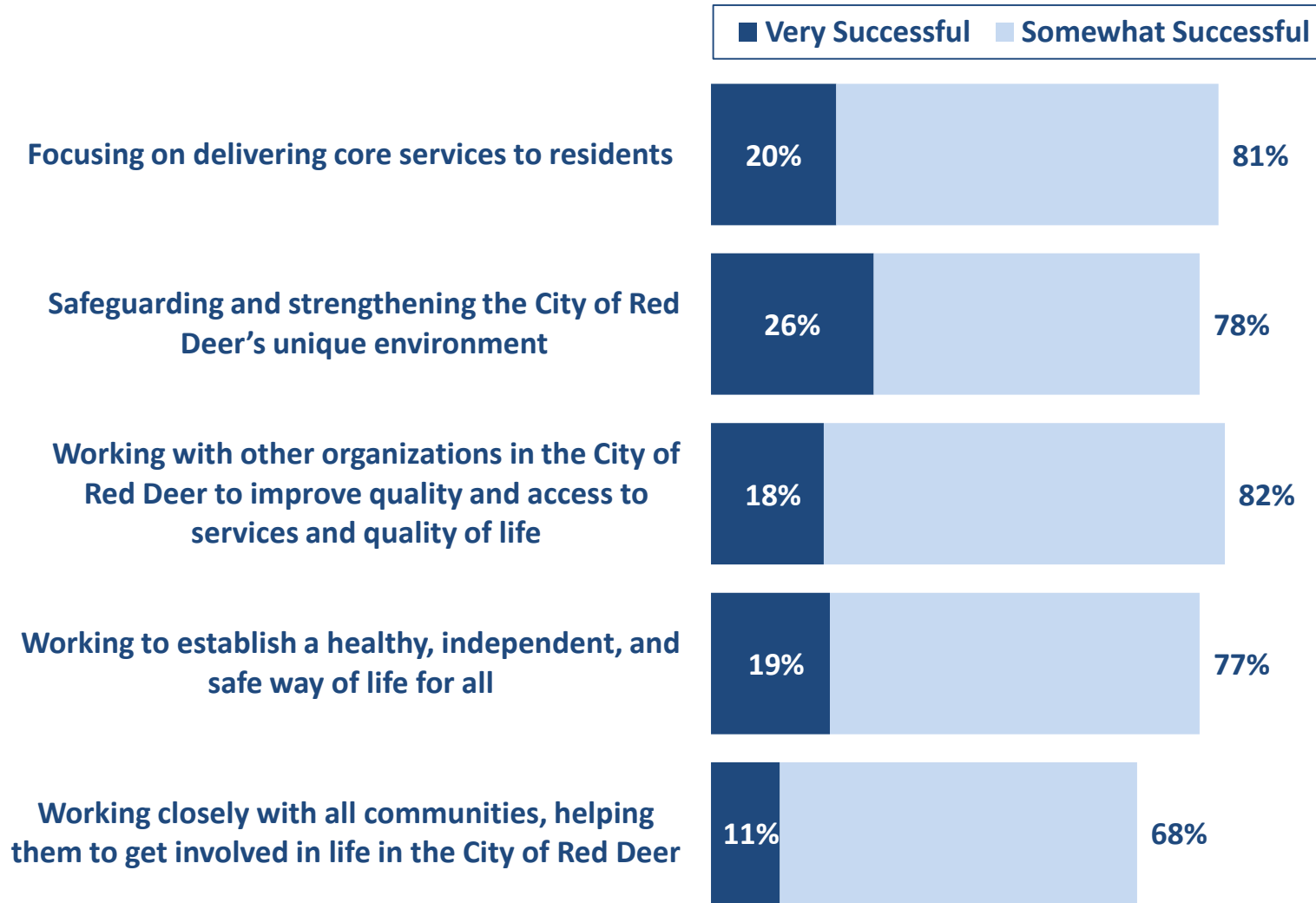
Base: All respondents (n=300)

# 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)

	2011 (n=300)	2012 (n=300)	2013 (n=300)
Focusing on delivering core services to residents	90%	91%	81%
Safeguarding and strengthening the City of Red Deer's unique environment	83%	90%	78%
Working with other organizations in the City of Red Deer to improve quality and access to services and quality of life	81%	88%	82%
Working to establish a healthy, independent, and safe way of life for all	89%	85%	77%
Working closely with all communities, helping them to get involved in life in the City of Red Deer	75%	82%	68%

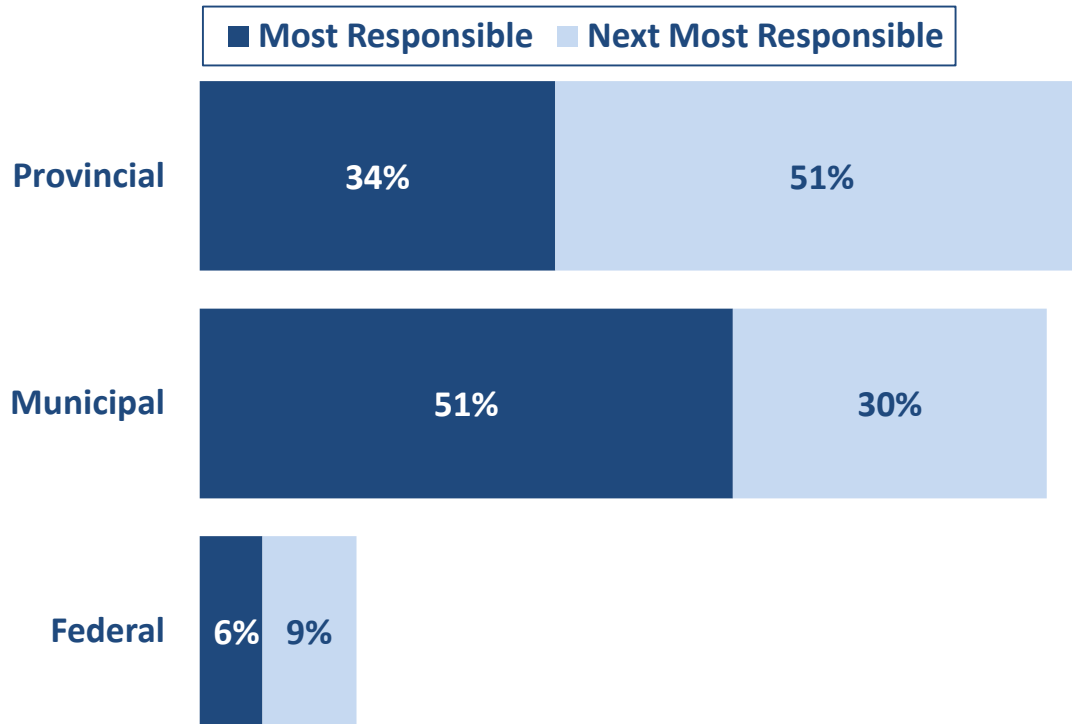
*QE4. How successful or unsuccessful would you say the City of Red Deer is in...? Would you say they are very successful, somewhat successful, somewhat unsuccessful, or very unsuccessful?*

Base: All respondents (n=300)



**Infrastructure**

# Level of Government Responsible for Health of Community Infrastructure

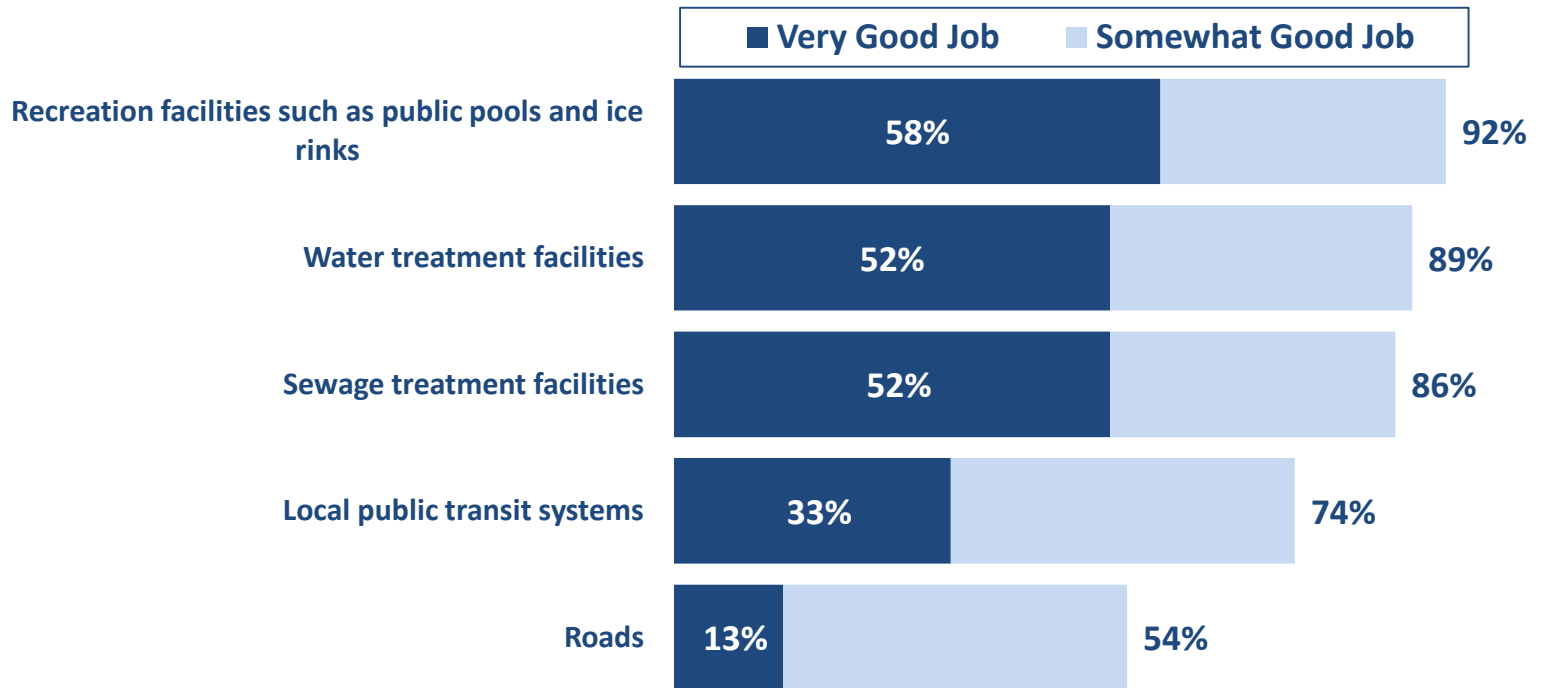


Most Responsible			
	2011 (n=300)	2012 (n=300)	2013 (n=300)
Provincial	35%	34%	34%
Municipal	51%	49%	51%
Federal	8%	10%	6%

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

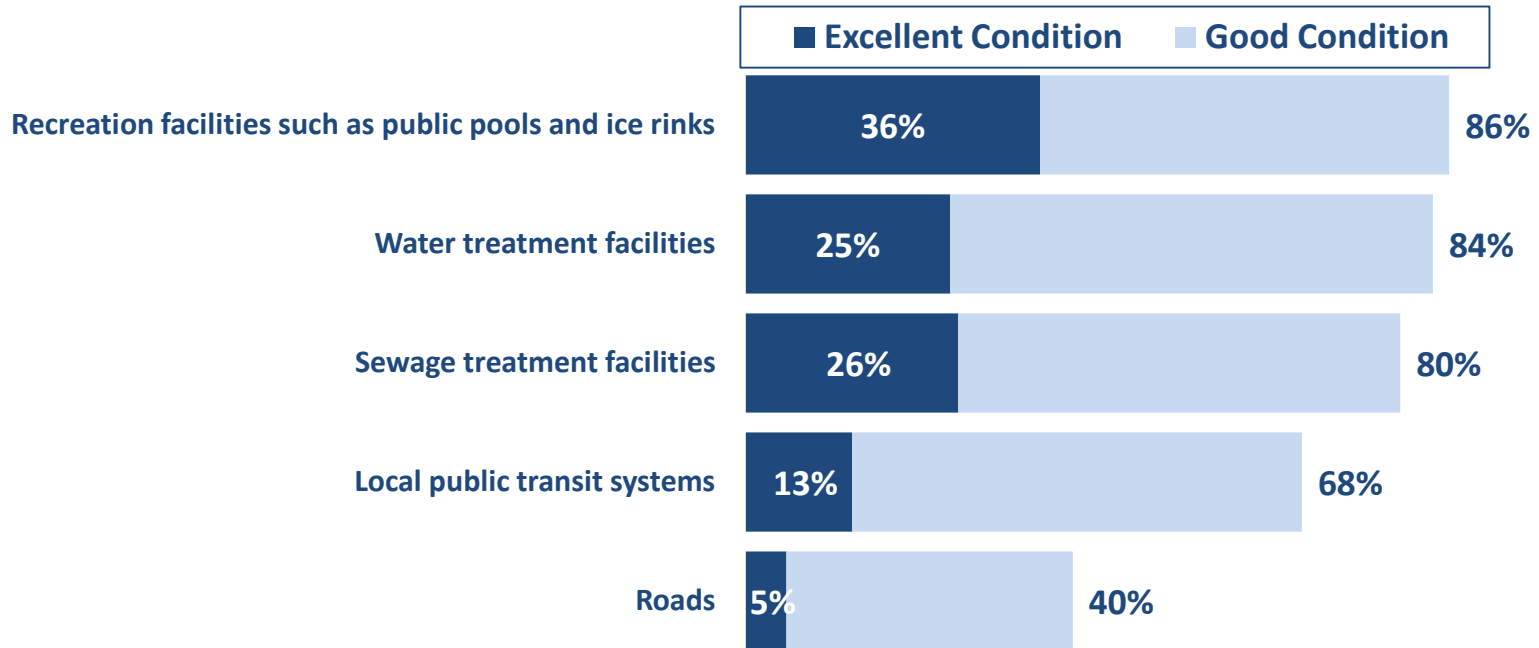


Good Job			
	2011 (n=300)	2012 (n=300)	2013 (n=300)
Recreation facilities such as public pools and ice rinks	93%	96%	92%
Water treatment facilities	86%	92%	89%
Sewage treatment facilities	90%	90%	86%
Local public transit systems	80%	82%	74%
Roads	59%	61%	54%

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



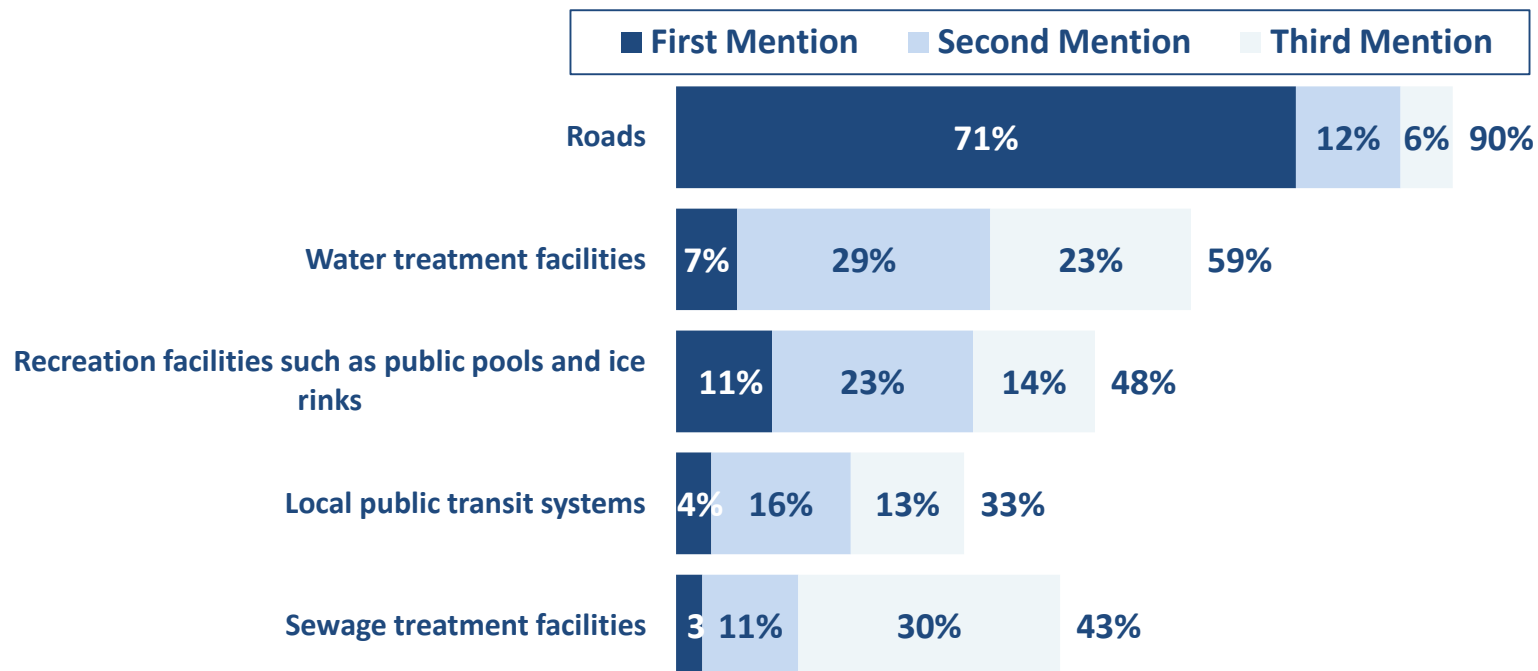
Excellent/Good			
	2011 (n=300)	2012 (n=300)	2013 (n=300)
Recreation facilities such as public pools and ice rinks	94%	89%	86%
Water treatment facilities	82%	86%	84%
Sewage treatment facilities	77%	84%	80%
Local public transit systems	75%	81%	68%
Roads	47%	46%	40%

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)
Roads	90%	88%	90%
Water treatment facilities	61%	64%	59%
Recreation facilities such as public pools and ice rinks	43%	51%	48%
Local public transit systems	41%	41%	33%
Sewage treatment facilities	44%	41%	43%

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?

# Weighted Sample Characteristics

# Weighted Sample Characteristics

## Gender

Male	50%
Female	50%

## Age

18 to 24	13%
25 to 34	26%
35 to 44	16%
45 to 54	22%
55 to 64	11%
65 or older	13%

## Length of Residency

Less than 5 years	9%
5 to less than 10 years	17%
10 - 15	21%
16 - 20	12%
21 - 30	16%
31 - 40	13%
More than 40	9%

*Mean 19.7 years*

## Homeownership

Own	70%
Rent	27%

## Primary Tax Payer

Yes	90%
No	10%

## Children in Household under 18

Yes	43%
No	57%



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