



2014 Resident Satisfaction Research

Appendix D

City of St. Albert vs. Other Municipalities in Alberta

October 31, 2014



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## 1.0 PROJECT BACKGROUND

In 2014, the City of St. Albert contracted Banister Research & Consulting Inc. to conduct the 2014 Resident Satisfaction Research. As part of the research, Banister Research conducted 400 telephone interviews with members of the general population who resided within the city limits of St. Albert.<sup>1</sup>

Age and gender quotas were established, as follows, to ensure proper demographic representation of St. Albert's residents:<sup>2</sup>

	Number of Respondents (n)		
	Male	Female	Total
18 to 24 years of age	n=22	n=21	<b>n=43</b>
25 to 64 years of age	n=122	n=129	<b>n=251</b>
65 years of age and older	n=53	n=53	<b>n=106</b>
<b>Total</b>	n=197	n=203	<b>n=400</b>

Overall results reflect a margin of error no greater than  $\pm 4.9\%$  at the 95% confidence level, or 19 times out of 20.

In 2014, Banister Research was asked to compare the City of St. Albert against other municipalities in Alberta that have conducted similar resident surveys. In the instances where Banister Research did not conduct the research (City of Red Deer and City of Lethbridge), efforts were made to secure the most recent survey findings. All comparative findings presented are intended to provide some context for the City of St. Albert when considering the findings from their own Resident Survey.

All participating communities have undertaken a telephone survey of their residents in the past six (6) years regarding services provided by their municipality. These surveys typically run over one (1) week; sample sizes are based on the population of the community and the desired margin of error for the project. The table on the following page provides a breakdown of the participating communities, their most recent survey year, the sample size, and the corresponding margin of error.

<sup>1</sup> 4,000 randomly selected households were also invited to complete a web-based version of the survey; 448 residents completed this version of the survey, the results of which are available under a separate cover.

<sup>2</sup> Based on the 2014 municipal census.

Table 1

Participating Municipalities			
Municipality	Survey Year	Sample Size	Margin of Error (95% confidence level)
<b>City of St. Albert</b>	<b>2014</b>	<b>n=400</b>	<b>±4.9%</b>
City of Airdrie	2014	n=400	±4.9%
City of Leduc	2013	n=400	±4.8%
City of Fort Saskatchewan	2011	n=400	±4.9%
City of Lethbridge <sup>3</sup>	2011	n=802	±3.4%
City of Red Deer <sup>4</sup>	2014	n=302	±5.7%
Town of Devon	2008	n=400	±4.7%
Stony Plain	2008	n=373	±5.0%

## 2.0 MUNICIPAL COMPARISONS

Sections 2.1 through 2.5 demonstrate the survey findings across all eight (8) municipalities, where applicable, on the following topics:

- Overall quality of life in the municipality;
- Perceived change of quality of life over the past (3) years;
- Overall satisfaction with municipal services, facilities, and programs;
- Perceived value for tax dollars;
- Perceived safety;
- Contact or engagement with municipal employees in the past twelve (12) months; and
- Overall satisfaction with recent exchanges with municipal employees.

**Caution should be used when interpreting the data, as differences in question wording and/or response options may impact the ability of the reader to compare one municipality to another.**

**Please Note:** Percentages may not always total 100% due to rounding errors (i.e., percentages have been rounded to the nearest whole number), and the exclusion of “don’t know” responses from the following graphs.

<sup>3</sup> Conducted by Ipsos Reid.

<sup>4</sup> Conducted by Ipsos Reid.

## 2.1 Quality of Life

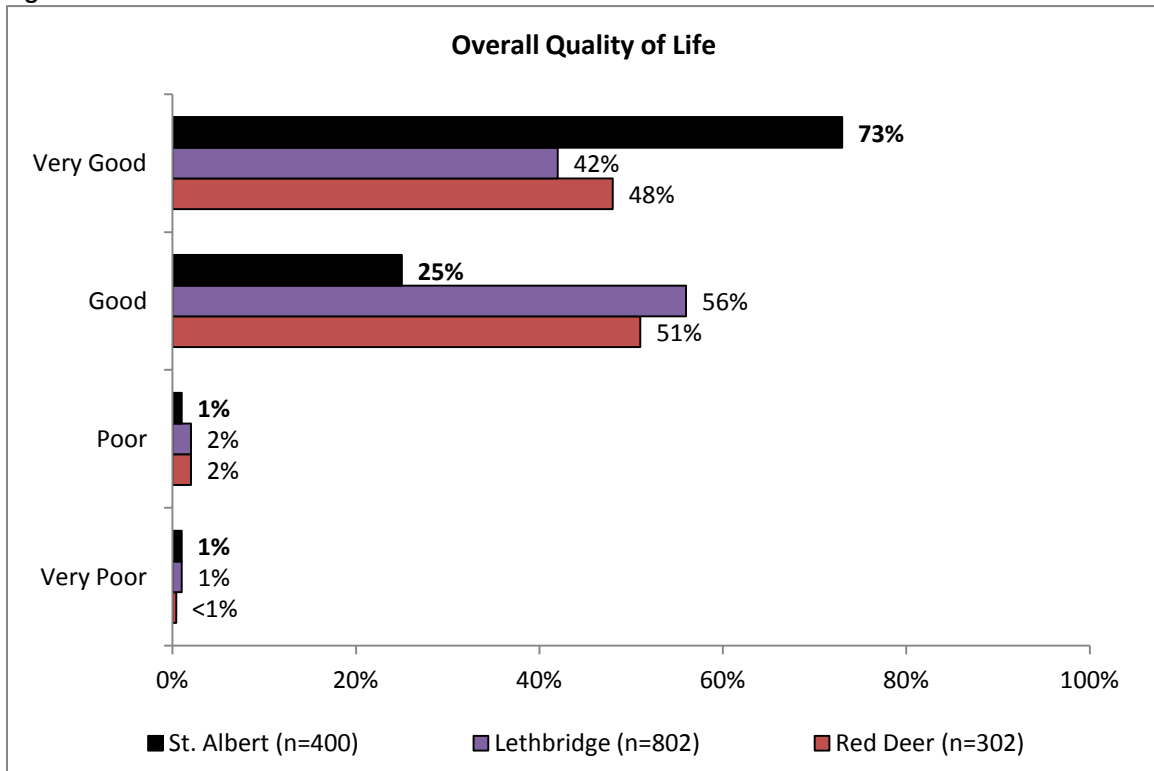
### 2.1.1 Overall Quality of Life

In terms of the overall quality of life, **nearly three-quarters (73%) of the respondents for the City of St. Albert reported that it was “very good,”** which was significantly higher than those who reported the same in the City of Lethbridge (42%) and the City of Red Deer (48%). One-quarter (25%) of those in St. Albert rated the quality of life as “good,” versus 56% of those in Lethbridge and 51% of those in Red Deer. See Figure 1, on the following page.

Other municipalities that reported on quality of life, but used different scales of measurement, included:

- **City of Airdrie**
  - Very Good – 54%
  - Good – 43%
  - Neither Good nor Poor – 3%
- **City of Leduc**
  - Excellent – 27%
  - Very Good – 49%
  - Good – 21%
  - Fair – 3%
  - Poor – 0%
- **City of Fort Saskatchewan**
  - Excellent – 33%
  - Very Good – 52%
  - Good – 15%
  - Fair – 1%
  - Poor – 0%
- **Town of Devon**
  - Excellent – 35%
  - Very Good – 47%
  - Good – 13%
  - Fair – 5%
  - Poor - <1%
- **Town of Stony Plain**
  - Excellent (5) – 32%
  - 4 out of 5 – 55%
  - 3 out of 5 – 12%
  - 2 out of 5 – 1%
  - Poor (1) - <1%

Figure 1

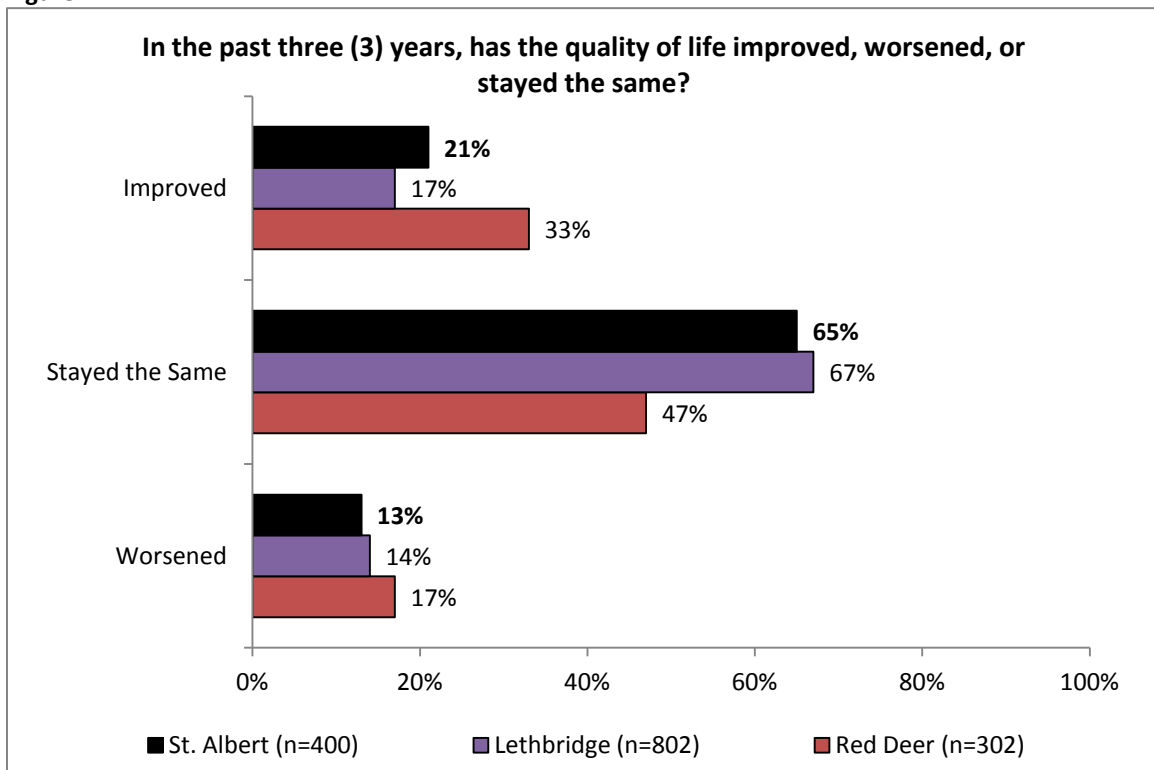


### 2.1.2 Perceived Change in Quality of Life

When asked whether respondents felt that the quality of life in their municipality had improved, stayed the same, or worsened over the past three (3) years, **21% of those in the City of St. Albert reported that it had “improved” – comparable to 17% of those in the City of Lethbridge, but significantly lower than 33% of those in the City of Red Deer.** See Figure 2, below.

The five (5) other municipalities did not ask respondents about the perceived change in quality of life in their most recent resident surveys.

Figure 2



## 2.2 Satisfaction with Services, Facilities, and Programs

When asked to rate their overall satisfaction with the services, facilities, and programs provided by respondents' municipalities, 26% of St. Albert residents reported that they were "very satisfied," or provided ratings of 4 out of 5. This was comparable to those in Leduc (28% provided a rating of 5), Devon (29%), and Stony Plain (27%).

**In St. Albert, Leduc, Devon, and Stony Plain, between 80% and 85% of the respondents were satisfied, overall (ratings of 4 or 5 out of 5).** See Figure 3, on the following page.

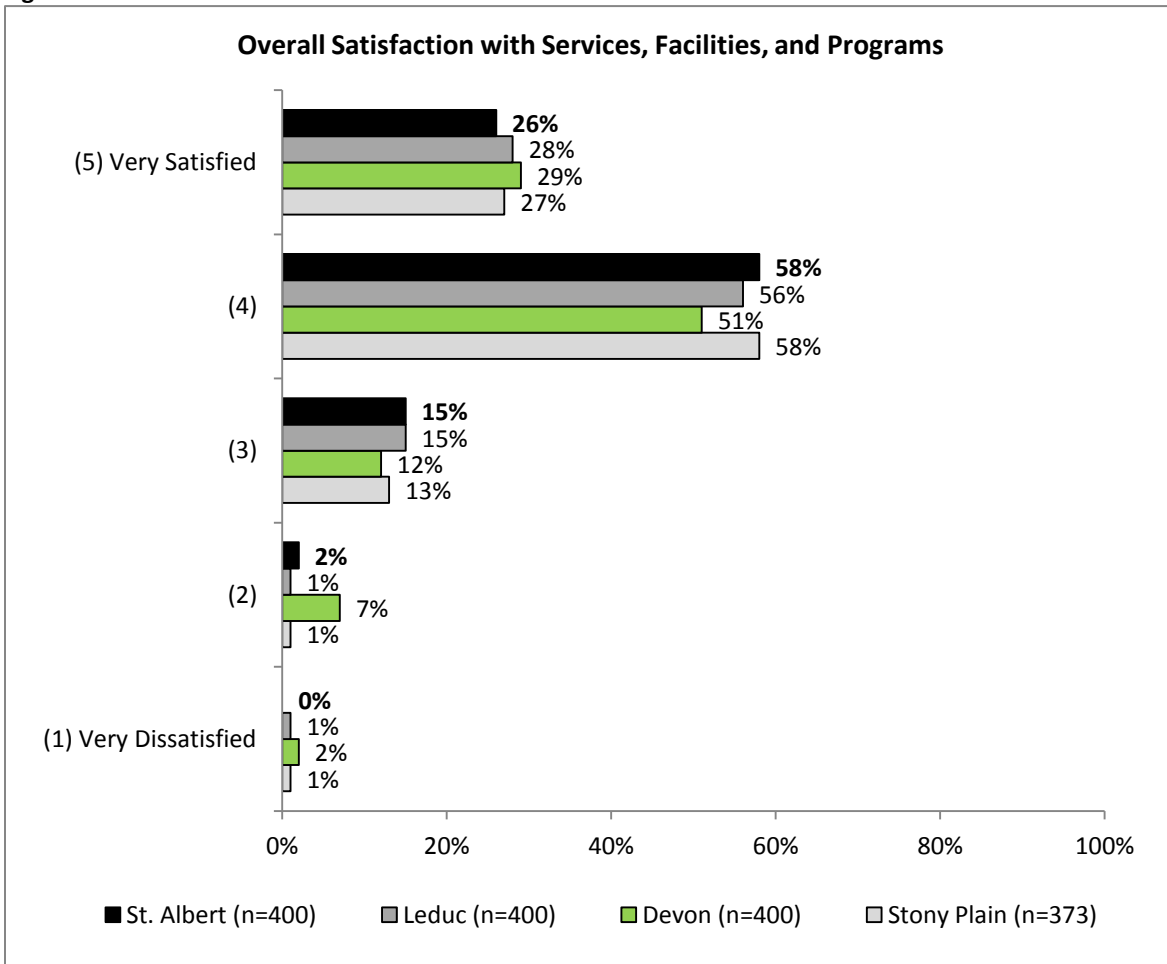
Other municipalities that reported on overall satisfaction with services/facilities/programs, but used different scales of measurement, included:

- **City of Red Deer**
  - Very Satisfied – 29%
  - Somewhat Satisfied – 66%
  - Not Very Satisfied – 4%
  - Not at all Satisfied - <1%
- **City of Lethbridge**
  - Very Satisfied – 29%
  - Satisfied – 64%
  - Not Very Satisfied – 5%
  - Not at all Satisfied – 1%
- **City of Airdrie (Please Note: Respondents were asked to rate the "overall quality of services" – as opposed to their personal level of satisfaction with services)**
  - Very Good – 28%
  - Good – 53%
  - Neither Good Nor Poor – 14%
  - Poor – 5%
  - Very Poor – <1%

Respondents in Fort Saskatchewan were not asked to rate their overall satisfaction with the services, facilities, and programs provided by the municipality. It is also important to note that those in the Town of Devon were provided with a word-anchored (versus number-anchored) scale (i.e., "Very Satisfied," "Somewhat Satisfied," "Neutral," "Somewhat Dissatisfied," and "Very Dissatisfied").



Figure 3



## 2.3 Perceived Value for Tax Dollars

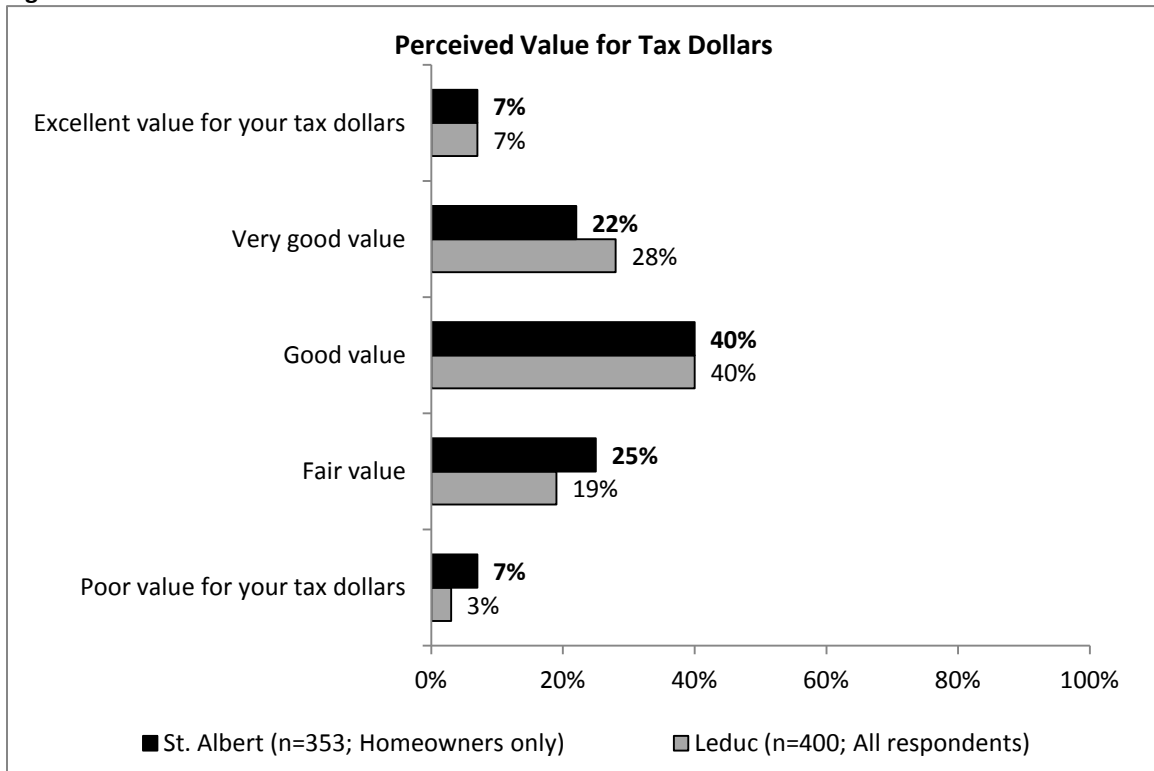
Homeowners in the City of St. Albert (n=353) were asked to rate the value they felt they received for their tax dollars. **Seven percent (7%) reported receiving “excellent” value – comparable to 7% of all respondents from the City of Leduc.** Twenty-two percent (22%) of those in St. Albert reported receiving “very good” value (compared to 28% of those in Leduc), while 40% of those in both municipalities reported receiving “good value” for their tax dollars. See Figure 4, on the following page.

Other municipalities that reported on perceived value for tax dollars, but used different scales of measurement, included:

- **City of Airdrie** (Base: All respondents)
  - Very Good – 14%
  - Good – 53%
  - Neither Good Nor Poor – 25%
  - Poor – 6%
  - Very Poor – 1%
- **City of Lethbridge** (Base: All respondents)
  - Very Good – 11%
  - Good – 59%
  - Poor – 23%
  - Very Poor – 6%
- **City of Red Deer** (Base: All respondents)
  - Very Good – 24%
  - Fairly Good – 61%
  - Fairly Poor – 11%
  - Very Poor – 3%

Respondents in the City of Fort Saskatchewan, and the Towns of Devon and Stony Plain, were not asked about perceived value for tax dollars.

Figure 4



## 2.4 Community Safety

When asked to rate their level of agreement that their communities are safe to live in, **50% of those in the City of St. Albert and 50% of those in the City of Fort Saskatchewan “strongly agreed,” or provided ratings of 4 or 5 out of 5 – a significant decrease from 67% of those in the City of Airdrie.**

Overall, more than 90% of the respondents in St. Albert, Fort Saskatchewan, and Airdrie agreed, providing ratings of either 4 or 5 out of 5. See Figure 5, on the following page.

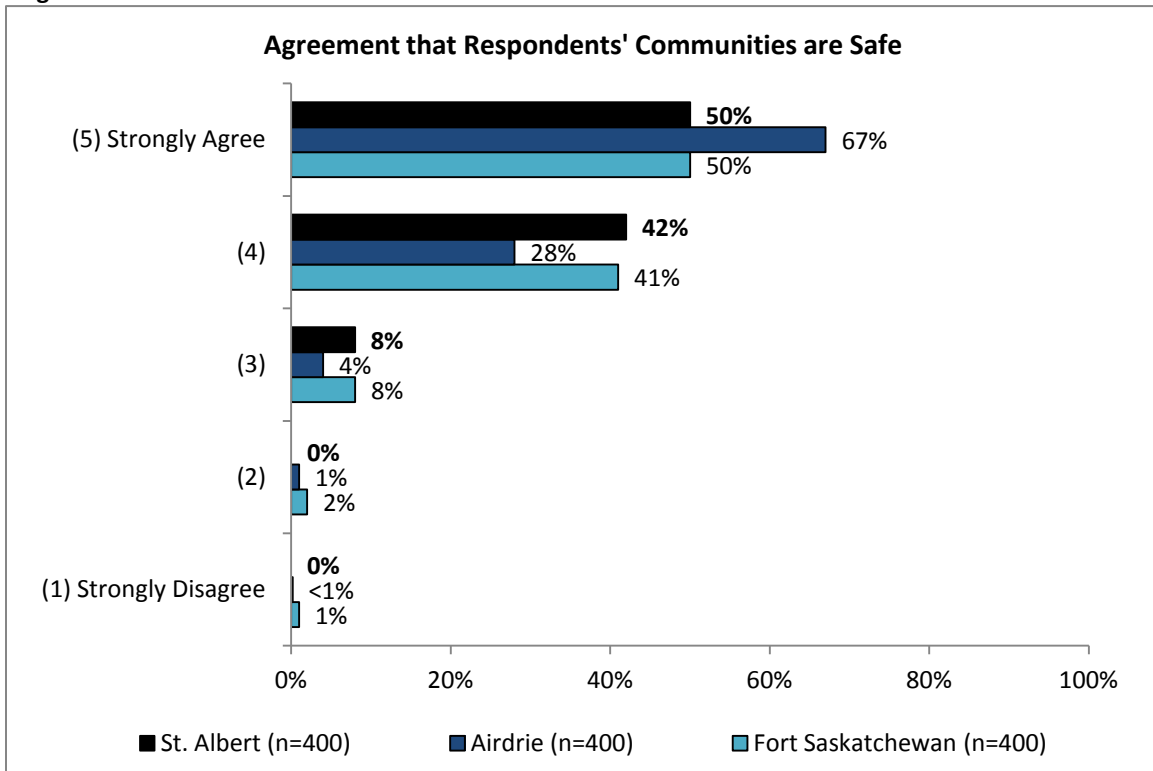
Other municipalities that reported on safety in their communities, but used different scales of measurement, included:

- **Town of Devon** (“How would you rate Devon in terms of being a safe place to live?”)
  - Excellent – 30%
  - Very Good – 47%
  - Good – 19%
  - Fair – 5%
  - Poor – <1%
  
- **Town of Stony Plain** (“How would you rate Stony Plain in terms of being a safe place to live?”)
  - Excellent – 25%
  - Very Good – 53%
  - Good – 20%
  - Fair – 2%
  - Poor – <1%

Please note that those in the City of Airdrie and the City of Fort Saskatchewan rated their level of agreement with the statement “Overall, I consider my community a safe place to live” using a word-anchored (versus number-anchored) scale (i.e., “Strongly Agree,” “Somewhat Agree,” “Neither Agree nor Disagree,” “Somewhat Disagree,” and “Strongly Disagree”).

Respondents from the City of Leduc, the City of Lethbridge, and the City of Red Deer were not asked about safety in their respective communities.

Figure 5



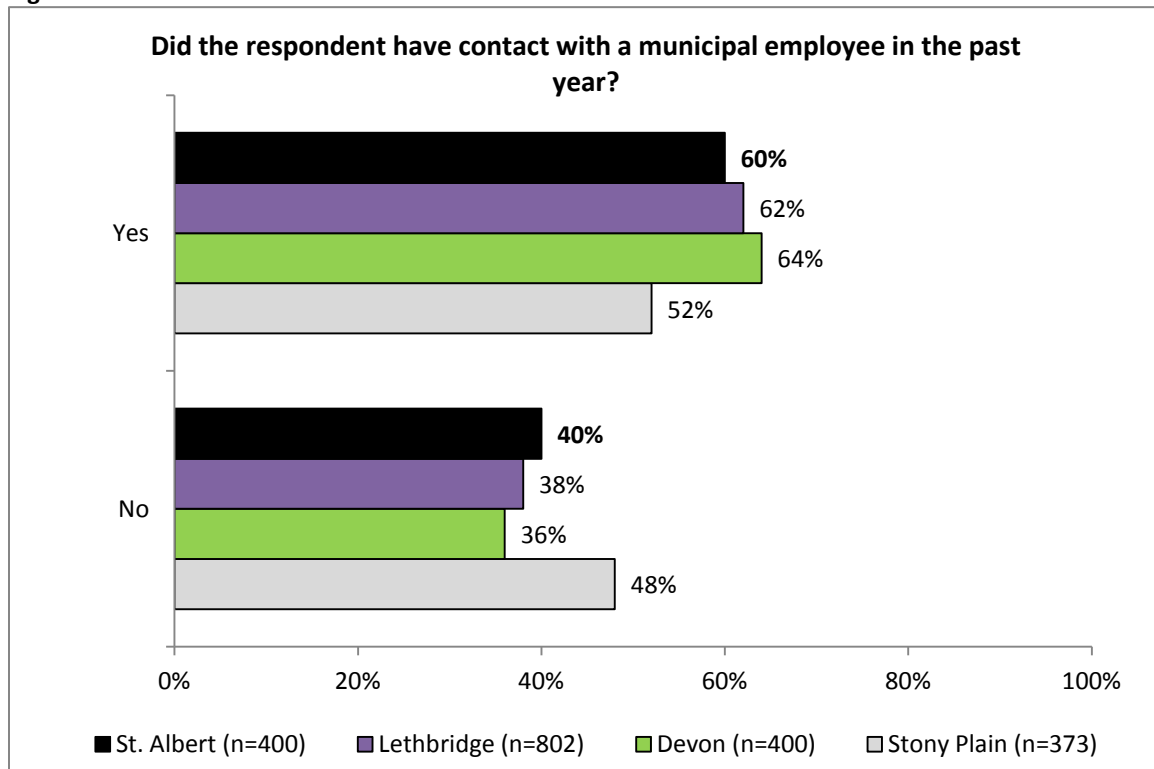
## 2.5 Contact with Municipal Employees

### 2.5.1 Engagement with Municipal Employees

Sixty-percent (60%) of the respondents from the City of St. Albert reported having contacted a municipal employee at some point in the twelve (12) months prior to the survey – comparable to 62% of those from the City of Lethbridge and 64% of those from the Town of Devon. Only half (50%) of those from the Town of Stony Plain reported having contacted a municipal employee in the past year.

Respondents from the City of Airdrie, the City of Leduc, the City of Fort Saskatchewan, and the City of Red Deer were not asked whether or not they had engaged with any City employees in the year prior.

Figure 6



## 2.5.2 Satisfaction with Municipal Employee Interactions

In terms of overall satisfaction with their most recent interaction with a municipal employee, **60% of those from the City of St. Albert (n=239) were “very satisfied” (5 out of 5), comparable to 65% of those from the Town of Devon (n=254).** Only 32% of those from the Town Stony Plain (n=178) provided a rating of 5 out of 5.

Between 79% (Town of Stony Plain) and 89% (Town of Devon) of those who interacted with an employee were satisfied, overall, (ratings of 4 or 5 out of 5), with those from St. Albert in the middle (though slightly closer to Devon), at 86%. See Figure 7, on the following page.

While those from the **City of Lethbridge** were not asked about their overall satisfaction with their most recent interaction with a municipal employee, **all respondents** were asked to rate their level of agreement with the following statements:

- “City staff are courteous, helpful, and knowledgeable”
  - 43% “strongly agreed” and 46% “agreed”
- “City staff are easy to get a hold of when I need them”
  - 27% “strongly agreed” and 52% “agreed”
- “The City of Lethbridge responds quickly to requests and concerns”
  - 18% “strongly agreed” and 55% “agreed”

Those in the **City of St. Albert** were also asked to rate their level of agreement with a number of statements regarding the customer service received (note: Only those who interacted with an employee were asked to rate their level of agreement – versus all respondents in the City of Lethbridge survey).

- “Staff were polite”
  - 70% “strongly agreed” (5 out of 5) and 23% “agreed” (4 out of 5)
- “Staff provided a response within a reasonable time”
  - 62% “strongly agreed” and 26% “agreed”
- “Staff were knowledgeable”
  - 57% “strongly agreed” and 31% “agreed”
- “Staff were able to refer you to the correct person or department if they couldn’t help you”
  - 47% “strongly agreed” and 22% “agreed”
- “Staff were able to take action”
  - 52% “strongly agreed” and 24% “agreed”

Please note that those from the Town of Devon rated their level of satisfaction using a word-anchored (versus number-anchored) scale (i.e., “Very Satisfied,” “Somewhat Satisfied,” “Neutral,” “Somewhat Dissatisfied,” and “Very Dissatisfied”).

Figure 7

