



## **MARKETING AND COMMUNICATIONS**

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<b>TO:</b>	Council		
<b>DATE:</b>	July 12, 2022	<b>DIVISION:</b>	All
<b>FILE:</b>	N/A	<b>APPLICATION:</b>	N/A
<b>SUBJECT:</b>	2022 Citizen Satisfaction Survey Results		

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### **EXECUTIVE SUMMARY:**

Rocky View County conducted a citizen satisfaction survey between March and April 2022. The 2022 Citizen Satisfaction Survey Report, including key findings and recommendations, are provided to Council for information and to assist with strategic decision making around long-term planning, priority setting, budgeting, communications activities, and issue management in matters of importance to our community.

### **ADMINISTRATION RECOMMENDATION:**

Administration recommends approval in accordance with Option #1.

### **BACKGROUND:**

Citizen satisfaction surveys are one of the most effective tools local governments have for understanding citizen's needs, concerns, and priorities. These surveys provide a scientific form of public consultation that ensures municipalities hear from a broad range of citizens rather than just a vocal minority. In addition to assessing the overall pulse and mood of the community, these surveys can be used to guide strategic decision making around long-term planning, priority setting, budgeting, communications activities, and issue management.

The 2022 Rocky View County Citizen Satisfaction Survey was conducted by Leger, an independent market research company, in March and April 2022. Direct mail was delivered to Rocky View County residents, inviting them to access the online survey using a unique 5-digit PIN. Residents were also provided access to a paper version of the survey upon request. After three weeks in field, residents who had not completed the survey were followed-up with by telephone.

In total, 1,540 Rocky View County residents completed the survey with 1,047 online and 493 through telephone. The margin of error for this sample size is +/- 2.45%. Telephone and online results were combined, given most measures were consistent and better represents the County.

A full listing of key findings and recommendation within the 2022 Citizen Satisfaction Survey Results Report is found on page 8 and 9 of the appended report. A brief summary of key findings and recommendations include:

- Most residents feel they have a good/very good quality of life (89%) in Rocky View County and that it has stayed consistent over the past three years (70% agree).
- The majority of residents would recommend Rocky View County as a place to live (80%) and are proud to live here (76%).

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### **Administration Resources**

Candace Denison, Manager, Marketing and Communications



## ROCKY VIEW COUNTY

- Key issues that residents believe should receive the greatest attention are planning for future growth and development, over-development, and issues with addressing crime and crime prevention.
- Residents are mixed on their level of overall satisfaction with the quality of services and programs (49% satisfied), with satisfaction being lowest with planning services (46%), road maintenance (26%), and municipal enforcement (26%).
- Just over a third feel they are getting good value for tax dollars (37%), while 28% feel they are getting poor value.
- Residents are split on feeling they either receive too little information (50%) or just the right amount (50%), with just over one quarter (27%) of residents' report having poor/very poor internet access.
- About half of residents feel they have a good/very good understanding of the roles and responsibilities of elected council representatives (49%) and county employees (48%).
- Rocky View County residents are on par with the Rural Alberta benchmark for overall satisfaction with quality of programs and services. The County is also on par for perceived value received from municipal property tax dollars.
- Programs and services where Rocky View County falls particularly farther below the Rural Alberta Benchmark, cemeteries (21 vs. benchmark), garbage (19 vs. benchmark), and parks, pathways, and playgrounds (16 vs. benchmark).

It is important to recognize that the Citizen Satisfaction Survey also collects data on topics that are beyond the sole responsibility of Rocky View County. As reflected in the survey findings, some of the most important issues facing the County today, such as urban sprawl and crime prevention, require a collaborative response and are not the sole purview of one organization or level of government.

Overall, the 2022 Citizen Satisfaction Survey reflects the County's commitment to citizen engagement and provides a valuable benchmark for capturing statistically valid, measurable, and comprehensive data. Over time, the Citizen Satisfaction Survey will be refined to measure the impact of the strategic plan priorities, and support improved data-based decision making with respect to resource and budget allocation more precisely.

### **BUDGET IMPLICATIONS:**

Funding for the 2022 Citizen Satisfaction Survey was included in the approved 2022 Operating budget.

### **COMMUNICATIONS PLAN:**

The 2022 Citizen Satisfaction Survey was heavily promoted on the County's website and will now be updated to include a copy of the 2022 Citizen Satisfaction Survey Results Report.

### **STRATEGIC OBJECTIVES:**

This item supports Council's strategic objective of service excellence, creating a culture of customer service, and enhancing transparency and communication.

### **OPTIONS:**

Option #1: THAT the 2022 Citizen Satisfaction Survey Results Report, as presented in Attachment 'A', be received for information.

Option #2: THAT alternative direction be provided.



ROCKY VIEW COUNTY

Respectfully submitted,

"Kent Robinson"

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Executive Director  
Corporate Services

CD/cd/ls

Concurrence,

"Dorian Wandzura"

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Chief Administrative Officer

**ATTACHMENTS:**

ATTACHMENT 'A': Leger 2022 Citizen Satisfaction Survey Results Report