

COUNCIL – AGENDA REPORT

Meeting Date: 7 March 2022

Subject: 2022 Citizen Satisfaction Survey Results

Boards Routed Through: N/A

Date: N/A

Issue:

Tracy With, Partner and Chief Operating Officer of Y Station Communications and Research Ltd., will present Council with the results of the 2022 Citizen Satisfaction Survey.

Background:

Each year, the City conducts a Citizen Satisfaction Survey to assist in identifying key trends and issues of importance from Airdrie residents. The survey gathers perceptions of the quality of life in Airdrie, satisfaction with services offered by the City, perceptions of public safety, and satisfaction with staff interaction. City administration uses the information from the survey as one key input to developing their business and strategic plans.

On the City's behalf, Y Station conducted a random survey of 598 Airdrie residents. The survey was conducted between January 10 and January 28, 2022.

This year, two additional questions were included. Both have been asked in previous years:

1. "How important are the following services/facilities?" (List of 21 public services)
 - Last asked in 2018
 - When combined with the service satisfaction results, could help prioritize operational resources
2. "To balance taxation and service delivery levels, which tax strategy would you most like the City to pursue?"
 - Last asked in 2014 (slightly different wording)
 - St. Albert, Lethbridge and Red Deer ask a very similar question in their surveys.

An open link survey provided on the City of Airdrie website and social media received an additional 898 responses. Because respondents can opt-in, the web survey is not random

and not considered statistically valid and reliable. However, it gives every resident the opportunity to voice their opinions and provides administration with valuable information.

Alignment with AirdrieONE:

Governance:

For Governance, the focus is on how local government can, in collaboration with Airdrie citizens, embrace sustainability in their decision-making, investments and actions.

One way that AirdrieONE outlines achieving success is through Engagement of the Public:

- continually improve opportunities to engage citizens in local government initiatives and decision-making;
- conduct the citizen survey on a regular basis to accurately track citizen concerns and priorities.

Boards Routed Through:

N/A

Alternatives/Implications:

N/A

Communications Plan:

The results will be made available to the public on the City's website after Council accepts the report for information.

Recommendation:

That Council accepts the presentation on the 2022 Citizen Satisfaction Survey results for information.

Ryan Johnson
Corporate Strategy Advisor

Presenter:	Ryan Johnson
Department:	Corporate Strategy
Reviewed by:	Judy Molnar, Director of People & Organizational Effectiveness; Dorian Kachur, Manager of Corporate Strategy
Attachments:	N/A
Appointment:	Tracy With, COO and Partner, Y Station Communications & Research Ltd.