

Report

Rocky View County Citizen's Perspectives

Citizen Satisfaction Survey



ROCKY VIEW
COUNTY

DATE 2022-06-02

Leger



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BACKGROUND AND METHODOLOGY

Research Need and Objectives



Research Need

Rocky View County last conducted a citizen satisfaction study in 2009. The purpose of this research is to gather a current view of the County, citizens residing in it, and general attitudes and behaviors, as there have likely been shifts and changes in perspectives since the last research was conducted. Refreshing what the County knows and understands about its residents in 2022 will better support in decision-making as it relates to operations, services, and budgets.

As the information will guide important strategic decisions around long-term planning, priority setting, budgeting, communications activities, and issue management within Rocky View County, it is essential the results were based on a sample that is representative of the County population. Furthermore, the size of the sample was designed to enable inferences to be drawn about the population with a high level of confidence.



Research Objectives

Key Metrics:

- A statistical analysis of citizen awareness of and satisfaction with the quality and delivery of municipal services and with quality of life in the community (in targeted aspects);
- A summary of citizen feedback on what is working well, what needs improvement, and what may be new areas for attention municipally and in the wider community;
- An evaluation of perceived budget and service priorities, as well as perceived value for property taxes;
- An assessment of resident/taxpayer information needs, priorities and satisfaction with current communication vehicles, including their desire to participate in opportunities for community involvement;
- A comparison of Rocky View County against benchmarks within Alberta on key measures.

Methodology

The 2022 Rocky View County Citizen Satisfaction Survey was conducted via an online survey accessed through direct mail. Rocky View County residents were sent a direct mail invitation including a URL and a unique 5-digit PIN to access the online survey platform. 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 mail to online survey were followed-up with through telephone.

Telephone and online results were combined given the majority of measures were consistent between both and it better represents the county as a whole. Additionally, both methodologies used the same sample list and therefore can be combined. Leger has provided a set of measures at the end split out by online vs. telephone for Rocky View County's convenience where results differed slightly. Generally, speaking, those who completed by Telephone were more likely to skew positive. Should RVC want to repeat this study in the future using one methodology (online or phone), the combined data could be compared as the benchmark. Or alternatively, the results could be split out by each methodology. Base sizes are large enough to offer that flexibility.



METHOD

The citizen satisfaction survey was conducted online from March 21st to May 4th, 2022

- **Phase 1:** Mail to web online survey with Rocky View County residents
 - 14,375 survey invites were sent through mail
- **Phase 2:** Follow-up telephone survey with those who did not complete online
 - 9,673 follow-up telephone survey calls were made to those who did not complete the online survey and had a telephone number available
- The survey was administered online or over the phone and took respondents an average of 15 minutes to complete. All data is combined for reporting purposes.



PARTICIPANTS

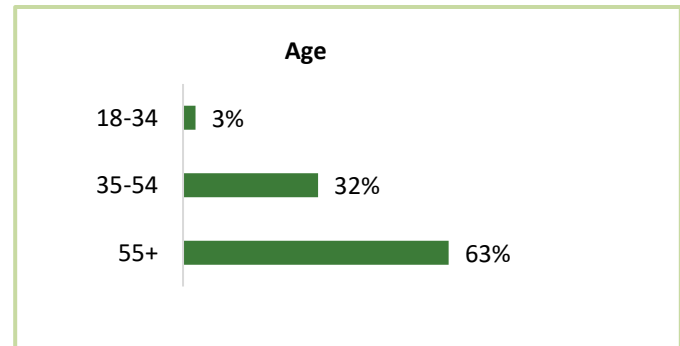
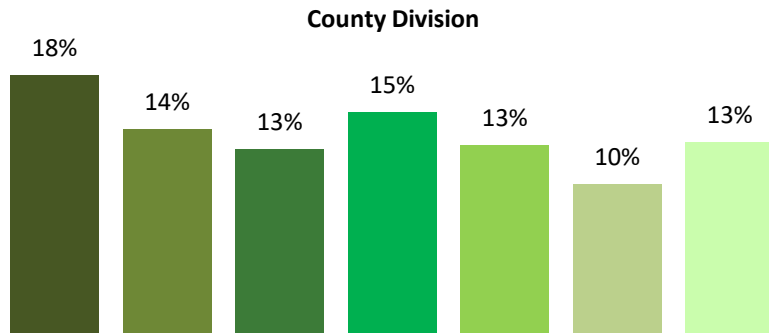
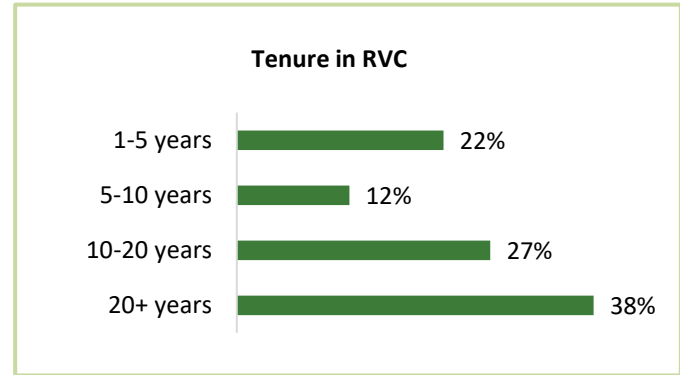
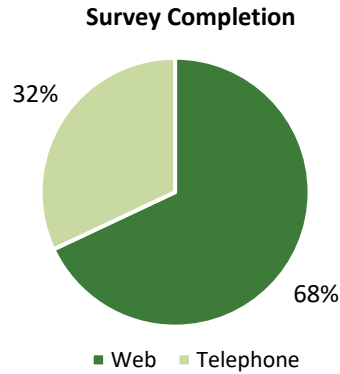
- n=1,540 Rocky View County residents completed the survey
 - n=1,047 residents completed the survey online
 - 7% response rate
 - n=493 residents completed the survey through telephone
 - 5% response rate



- No margin of error can be associated with a non-probability sample (direct mail in this case)
- If margin of error could be reported for this sample, it would be +/- 2.45%

Rocky View County Respondent Profile

95%
Of respondents live in and pay taxes to Rocky View County





KEY FINDINGS

Key Findings & Recommendations

QUALITY OF LIFE

- 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). Preserving the feeling of country life and mitigating overpopulation will likely be important in the coming years to ensure residents' quality of life remains positive.
- The top drivers of quality of life are feeling proud to live in the county, feeling safe and secure, and it being a great place to raise a family. There may be an opportunity to explore how the County can instill feelings of pride in their residents, as this is a cornerstone to the quality of life in Rocky View County.
- Among those who feel their quality of life improved (8%), having a good lifestyle/country living was the top reason (25%). Among those who feel their quality has worsened, the top reasons were traffic congestion/closed roads/diverting routes (35%) and overdevelopment/urban sprawl (18%).
- Residents in Divisions 1, 2, 3, 4 are significantly more likely to rate their overall quality of life as good/very good compared to those living in Divisions 5, 6, 7.

PERCEPTIONS OF COUNTY AND COMMUNITY

- Resident perceptions on living in Rocky View County are quite positive, although there could be an opportunity to provide more opportunities for residents to connect, as feelings of connection and inclusion are low.
- A majority of residents would recommend Rocky View County as a place to live (80%) and are proud to live there (76%).

- Only about half feel satisfied with their opportunities to connect with other people in the county (52%), and less than half agree that the County fosters an inclusive community (41%). Female residents are more likely to be dissatisfied with their opportunities to connect with other people (20% vs. 13% of males).

KEY ISSUES AND IMPROVEMENTS

- 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. This may suggest that an increasing population within the County may be causing dissatisfaction for some.

PROGRAMS AND SERVICES

- Residents of Rocky View County are mixed on their level of overall satisfaction with the quality of services and programs (49% satisfied), suggesting an opportunity to improve the quality of various services and programs.
- Satisfaction is lowest with planning services (46%), road maintenance (26%), and municipal enforcement (26%).
- The main reason for dissatisfaction with planning services, is council not representing their community/lack of engagement opportunities with Council and overdevelopment/a concern for preserving the country lifestyle.

Key Findings & Recommendations CONTINUED

VALUE FOR TAX DOLLARS

- Residents have mixed feelings about the value they are receiving from their municipal property tax dollars, and there is an opportunity to convince those who are neutral (33%) to feel more positively.
- Just over a third feel they are getting good value (37%), while 28% feel they are getting poor value.

INFORMATION AND COMMUNICATIONS

- Providing too much information, rather than too little, will likely keep residents happy. They are split on feeling they either receive too little information (50%) or just the right amount (50%), and none feel they receive ‘too much’ information.
- Ensuring information is available and easily accessible for new developments and construction in the area (91%), County service updates (78%), Council decisions and meeting updates (76%), and local events and opportunities (71%), is recommended as these are the most important types of information to residents.
- Having both online and offline forms of communications is critical as just over one quarter (27%) of residents report having poor/very poor internet access.

RESIDENT ENGAGEMENT

- While most residents are providing their input on issues of importance (70%) and feel that they have the opportunity to voice their opinions (52%), few feel their feedback is taken into account for decisions (31%) and that they hear how their input affects decisions (23%).

- Providing more transparency on how feedback is used and how it impacts decisions will likely make residents feel that their feedback is valued and heard.

COUNCIL AND COUNTY STAFF

- Overall, residents have very positive perceptions of Rocky View County staff, however, there is an opportunity to educate residents about the various roles and responsibilities, as awareness is low.
- 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%).
- Despite fairly positive perceptions, there may be an opportunity to improve the consistency of providing quality service and the ability to meet diverse needs, as these perceptions have lower agreement.

BENCHMARKS TO RURAL ALBERTA

- 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), and parks, pathways, and playgrounds (-16).

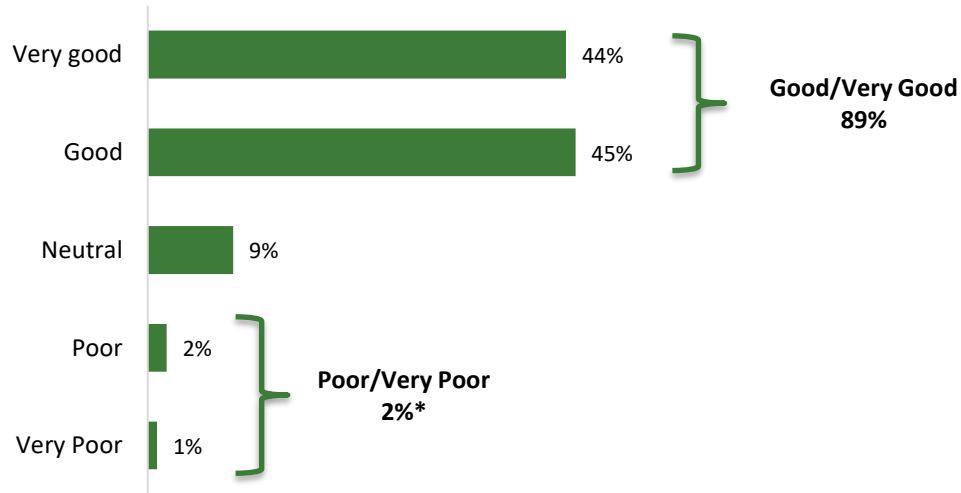


DETAILED RESULTS



QUALITY OF LIFE

Overall Quality of Life in Rocky View County



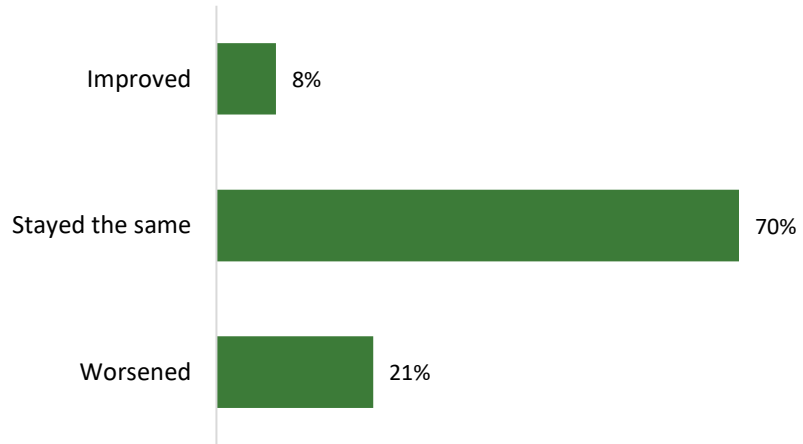
Overall, most residents (89%) feel they have a good/very good quality of life in Rocky View County.

Only 2% of residents noted that their quality of life is poor/very poor.

A1: How would you rate your overall quality of life in Rocky View County today? Base: All residents (n=1,540)

* Rounding

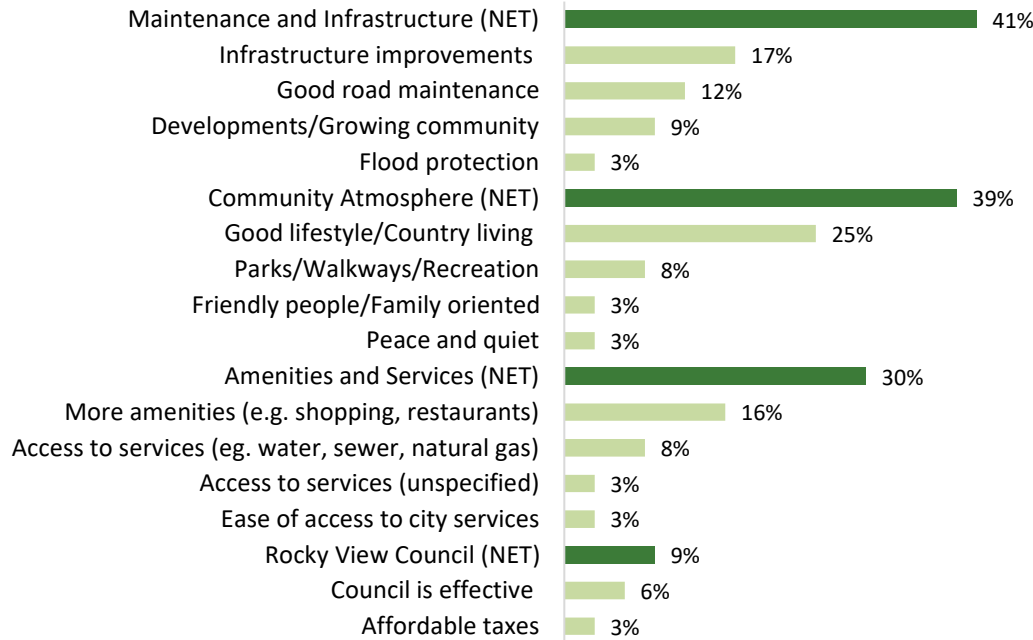
Changes to Quality of Life in the Past Three Years



Most residents (70%) feel their quality of life has stayed the same in the past three years.

One in five residents (21%) feel that their quality of life has worsened, while less than one in ten (8%) feel that their quality of life has improved.

Reasons for Improved Quality of Life

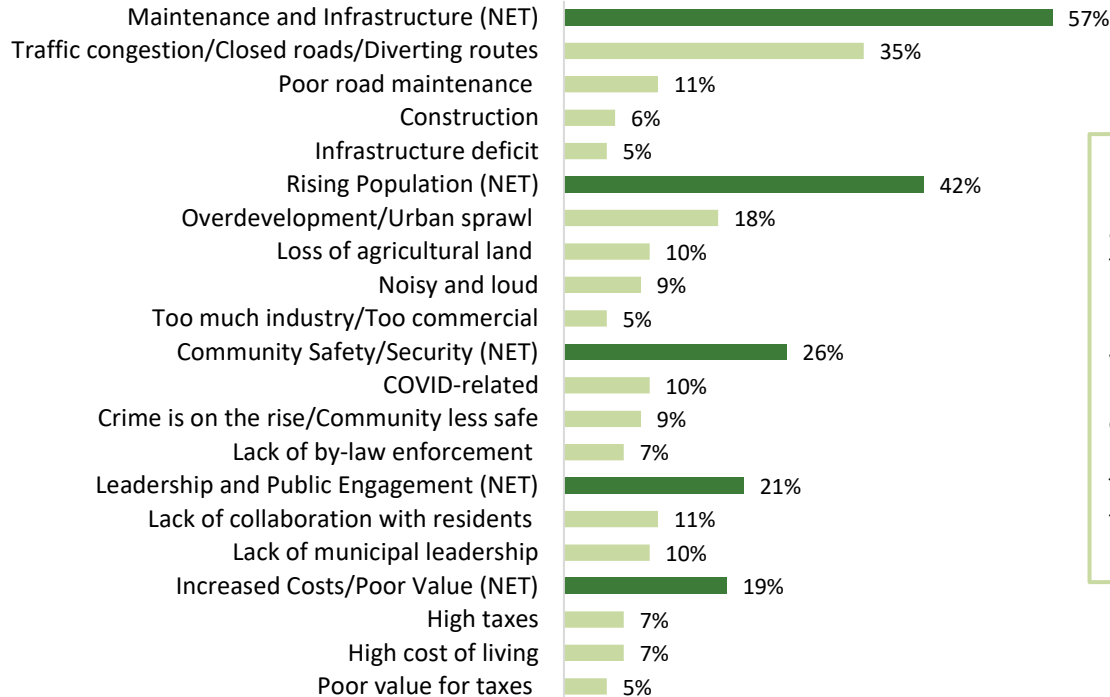


Maintenance and infrastructure (NET, 41%) and the community atmosphere (NET, 39%) are the main themes residents stated for an improved quality of life.

Individual reasons of particular importance for an improved quality of life, are a good lifestyle/country living (25%) and infrastructure improvements (17%).

A3: Why do you think your quality of life has improved? Base: Residents whose quality of life has improved in the last three years (n=126)
 Total responses less than 3% not shown
 Don't know/Prefer not to answer not shown

Reasons for Worsened Quality of Life



Issues with maintenance and infrastructure (NET, 57%) and a rising population (NET, 42%) are the main themes residents stated for a worsened quality of life.

Individual reasons of particular importance for a worsened quality of life, are traffic congestion, closed roads, and diverting routes (35%) and overdevelopment and urban sprawl (18%).

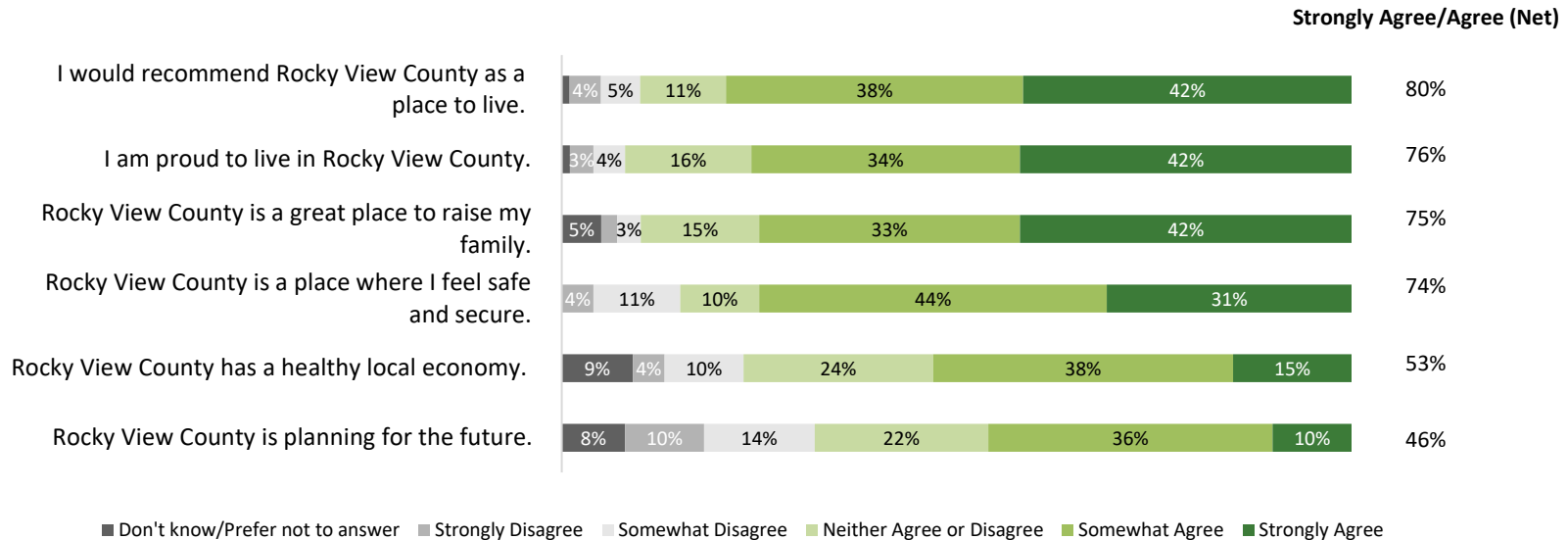
This may suggest that an increasing population within the County may be causing challenges for some.

A4: Why do you think your quality of life has worsened? Base: Residents whose quality of life worsened in the last three years (n=331)
 Total responses 4% or less not shown

Resident Perceptions on Living in Rocky View County

Overall, resident perceptions on living in Rocky View County are quite positive. A majority of residents would recommend Rocky View County as a place to live (80%) , and are proud to live there (76%).

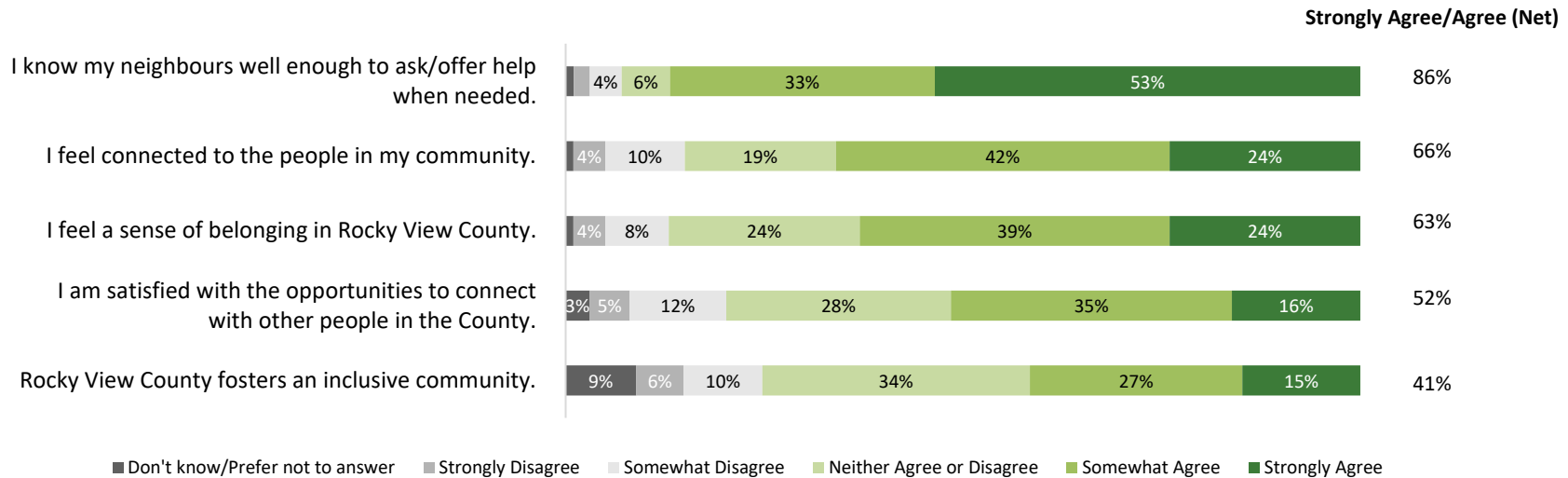
However, according to resident perceptions, there is an opportunity to improve the local economy and plan more for the future. Less than half agree that Rocky View County is planning for the future (46%), and just over half feel the County has a healthy local economy (53%).



A5: Please indicate your level of agreement with the following statements. Base: All residents (n=1,540)
 Responses less than 2% or less not labelled

Resident Perceptions on Community Belonging in Rocky View County

Resident perceptions on community belonging are slightly less positive than overall perceptions of living in the County. While a majority of residents do agree that they know their neighbours well enough to ask/offer help when needed (86%), only about half feel satisfied with their opportunities to connect with other people in the county (52%), and less than half agree that the County fosters an inclusive community (41%). Female residents are more likely to be dissatisfied with their opportunities to connect with other people (20% vs. 13% of males). There is likely an opportunity to provide more ways for residents to connect with each other.



A5: Please indicate your level of agreement with the following statements. Base: All residents (n=1,540)
 Responses less than 2% or less not labelled

Key Driver Analysis

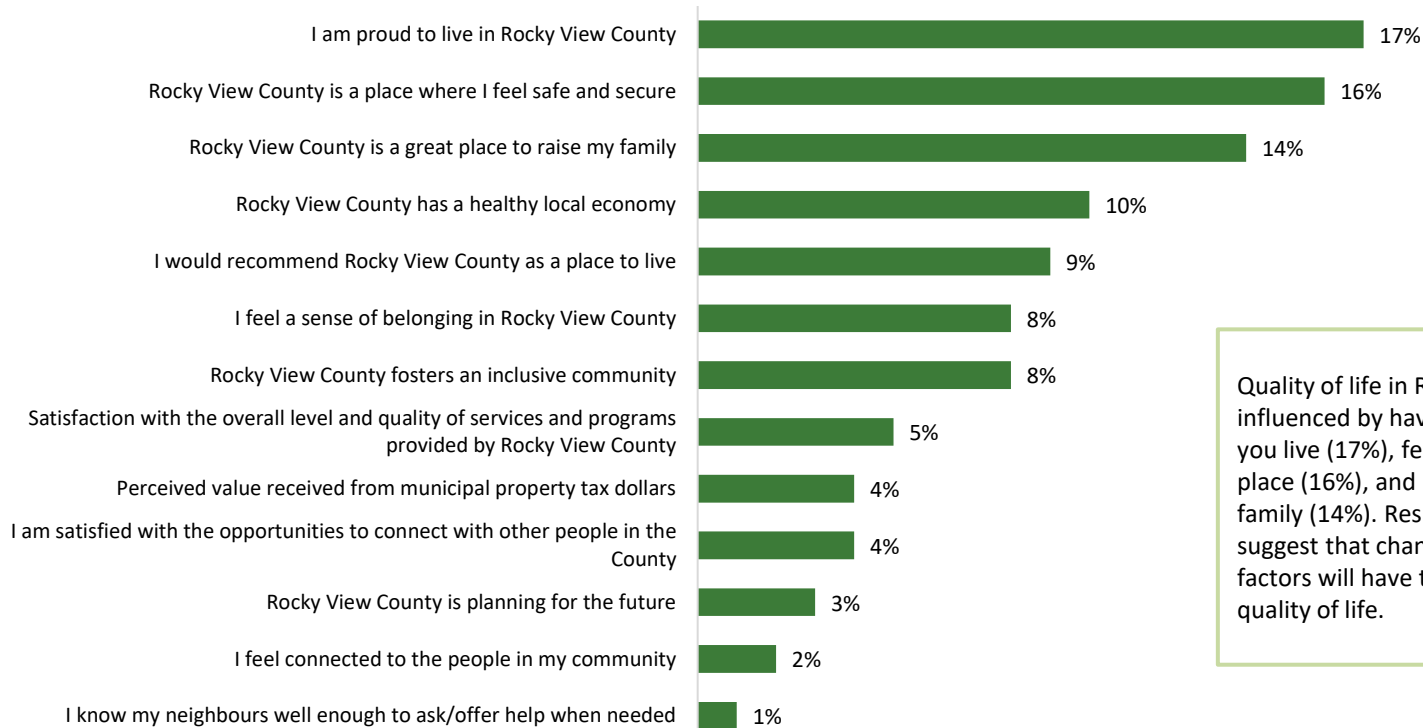
Rocky View County residents are highly satisfied with their quality of life. To shed some light on what areas are more likely to be influencing quality of life, a key driver analysis was conducted. This analysis uses a statistical technique called regression which looks to establish the strength of the relationship between an overall dependent variable (i.e. quality of life) and numerous independent variables (i.e. feelings of pride, safety and security, sense of belonging, place to raise a family, etc.). A key driver analysis helps identify the features that have the most influence on quality of life; information that can help provide insight into which features may help guide future planning and community initiatives.

A key driver analysis determines areas of opportunity and of strength. It is a predictive statistic that attempts to determine which programs and/or services best predict the overall quality of life of residents within Rock View County. This will allow you to determine which areas will have the largest impact on quality of life.

Key Drivers of Quality of Life in Rocky View County

DRIVERS OF QUALITY OF LIFE

(% indicates strength of importance with respect to overall quality of life)



Quality of life in Rocky View County is primarily influenced by having a sense of pride in where you live (17%), feeling it is a safe and secure place (16%), and it being a great place to raise a family (14%). Results of the key driver analysis suggest that changes to any of these three factors will have the largest impact on resident's quality of life.

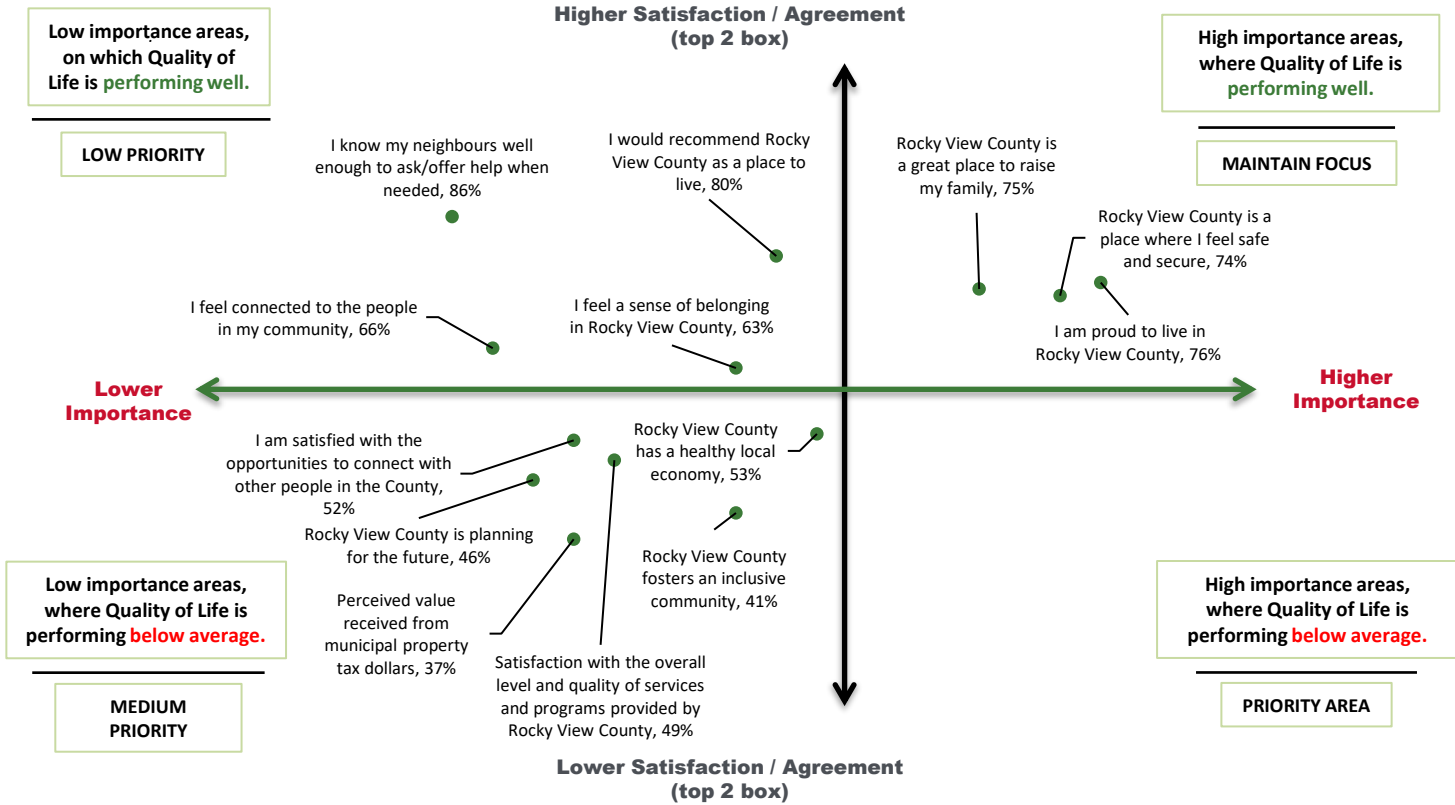
Key Driver Plot and Opportunity Grid

A key driver plot relates the resident's importance of an attribute (x-axis – derived from the key driver analysis) with performance in this same area (y-axis – taken from top 2 scores). The importance relative to performance is displayed within four quadrants to identify the areas where actions will have the biggest impact and generate the most significant improvement in quality of life.

- **Maintain focus** (high importance/high performance) represents the programs and services that are perceived as strengths.
- **Priority area of focus** (high importance/low performance) includes elements that may require immediate attention.
- **Medium priority area** (low importance/low performance) does not represent an immediate threat, however, internal discussions may consider exploring opportunities to improve upon these areas as they may become more pressing concerns over time.
- **Lowest priority area** (low importance/high performance) includes elements whose high qualities have no impact on the total quality of life, so you may wish to consider allocating resources from these elements to other areas.

By taking the mean of scores on importance values and performance values we create an intersection that establishes the four quadrants. The crosshairs in each image are created by establishing the mean scores for performance and importance measures, which explains why there is no consistency across each of the quadrant displays.

Key Driver Plot and Opportunity Grid



There are no “priority areas” for Rocky View County, as there are no areas of high importance of which the county is performing below average on.

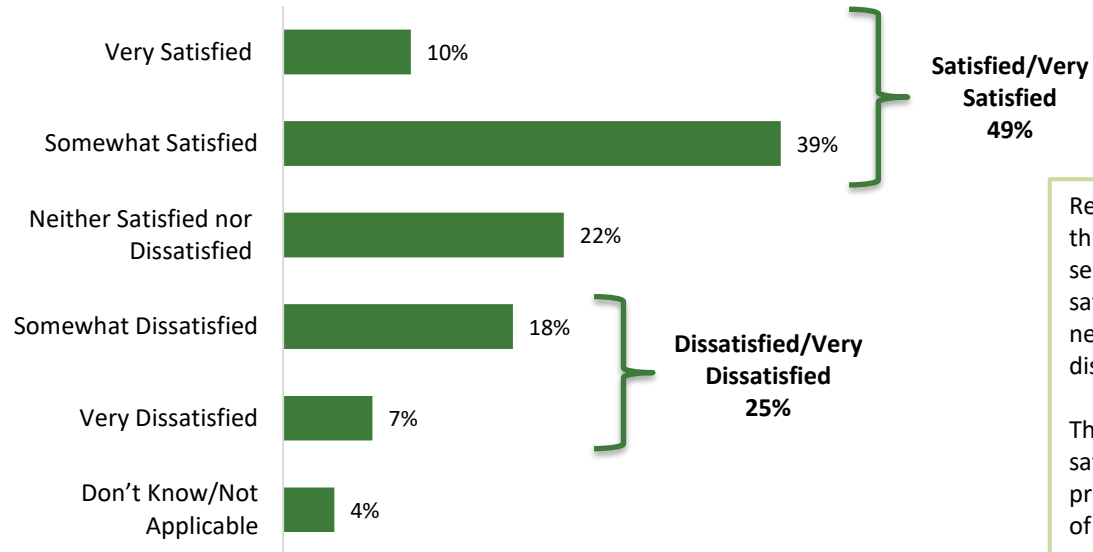
Key areas to maintain focus on, are ensuring residents feel a sense of pride, ensuring they feel safe and secure, and that the county is a great place to raise a family. These areas have the most impact on quality of life, and there is still some room to further improve residents’ satisfaction within each of them.

Note: Values in parentheses reflect satisfaction / agreement top 2 box scores.



PROGRAMS AND SERVICES

Overall Satisfaction with Quality of Services and Programs in Rocky View County



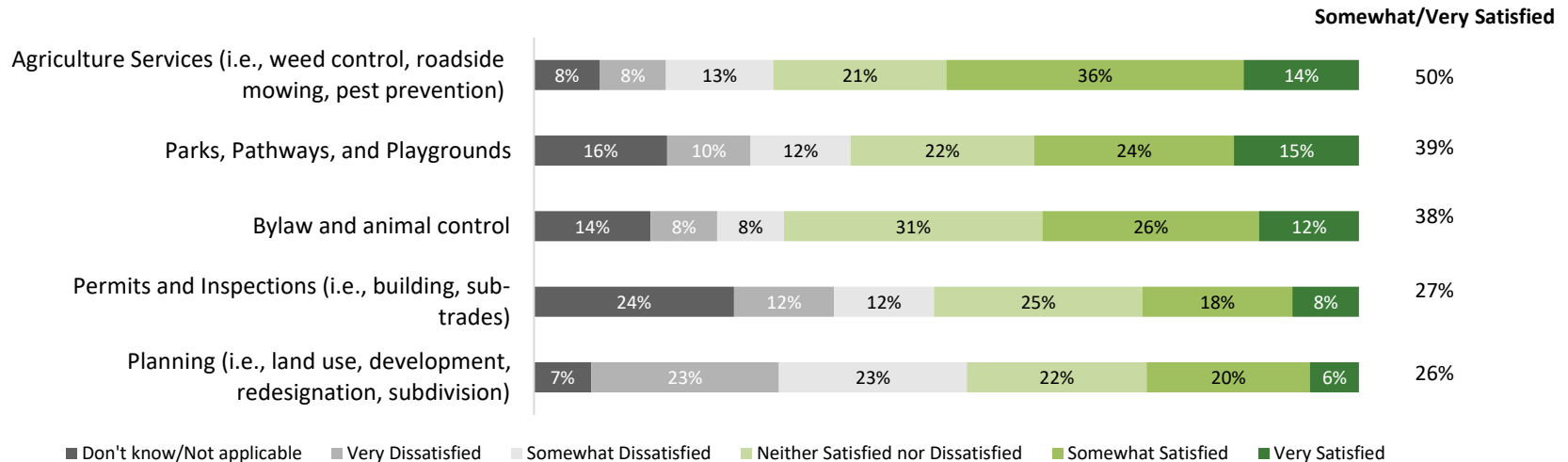
Residents of Rocky View County are mixed on their level of satisfaction with the quality of services and programs, with about half satisfied/very satisfied (49%), and the rest neither satisfied nor dissatisfied (22%), or dissatisfied (25%).

There is an opportunity to improve levels of satisfaction with the quality of services and programs given they are not meeting about half of residents' expectations.

B1: How satisfied are you with the OVERALL level and quality of services and programs provided by Rocky View County? Base: All residents (n=1,540)

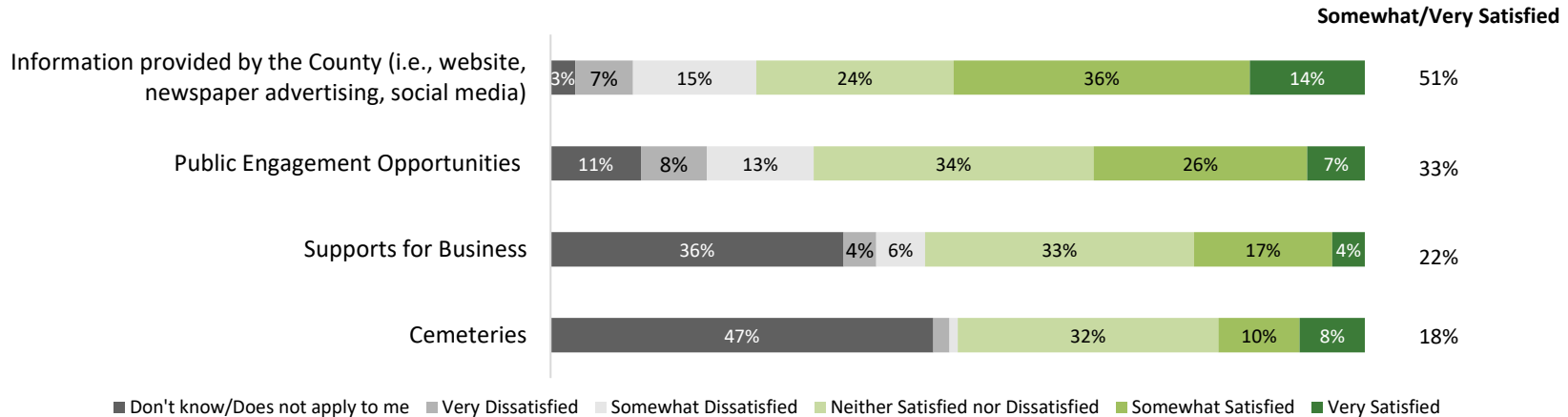
Satisfaction with Environmental Services and Programs Provided by Rocky View County

Overall, residents' satisfaction with environmental services and programs is fairly low. Services and programs with the highest satisfaction are agriculture services (50% satisfied), parks, pathways, and playgrounds (39%), and bylaw and animal control (38%). Satisfaction is particularly low with permits and inspections (27%) and planning (26%), which could be areas to investigate further to understand reasons why residents are dissatisfied.



Satisfaction with Resource and Communication Services Provided by Rocky View County

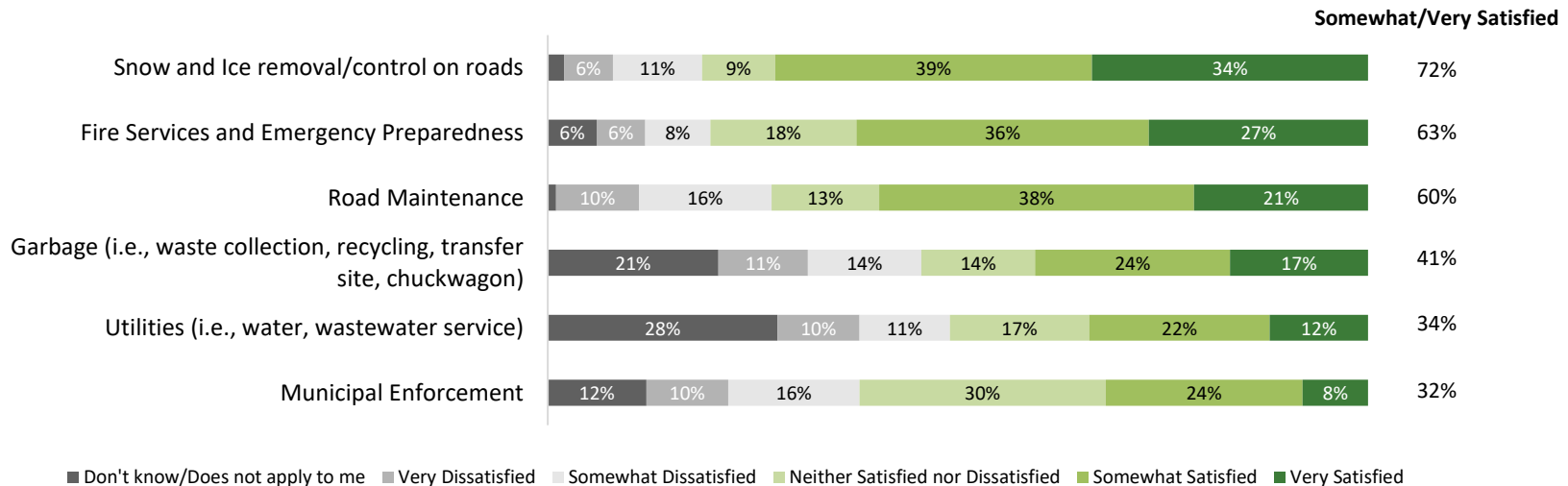
Satisfaction with resource and communication services are relatively low and there are likely opportunities to better meet residents' needs for the various communications they receive. Residents were most satisfied with information provided by the County, such as through the website, newspaper advertising, and social media (51% satisfied). Conversely, satisfaction levels are lower for, public engagement opportunities (33% satisfied), supports for business (22% satisfied), and cemeteries (18% satisfied).



B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. . Base: All residents (n=1,540)
 Responses 2% or less not labelled

Satisfaction with **Community** Services and Programs Provided by Rocky View County

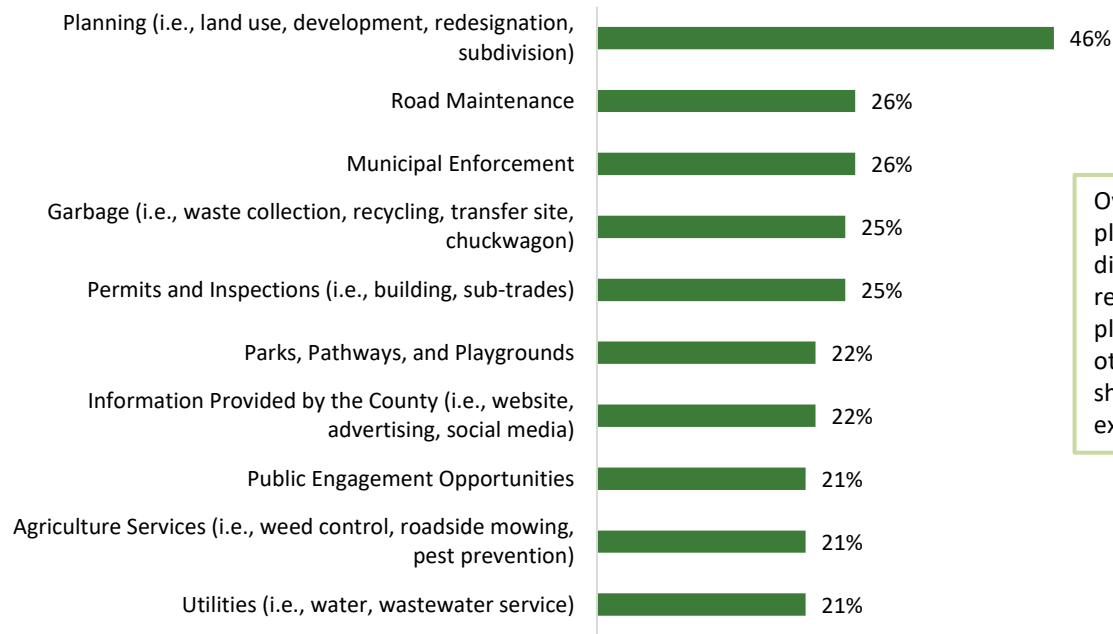
Satisfaction levels with some community services and programs are higher compared to other services and programs (e.g., environmental, communications, etc.). Those with particularly high satisfaction are snow and ice removal (72% satisfied), fire services and emergency preparedness (63%), and road maintenance (60%). Garbage, utilities, and municipal enforcement have lower satisfaction levels, suggesting opportunities for engagement and improvement.



B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. . Base: All residents (n=1,540)
Responses 2% or less not labelled

Resident Dissatisfaction with Programs and Services Provided by Rocky View County

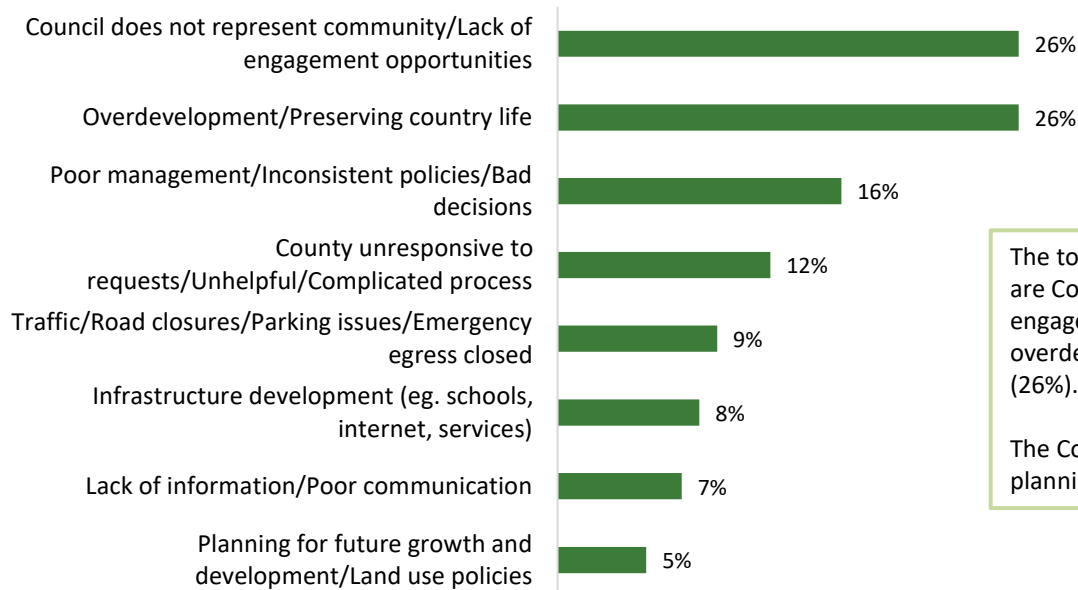
Top 10 Programs and Services Residents are Dissatisfied With



Overall, residents are most dissatisfied with planning services provided by RVC (46% dissatisfied), which include land use, development, redesignation and subdivision. Dissatisfaction with planning is 20 percentage points higher than all other programs and services, suggesting that this should be a priority to address, as residents may be experiencing considerable challenges.

B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. . Base: All residents (n=1,540)
Top ten dissatisfied responses shown

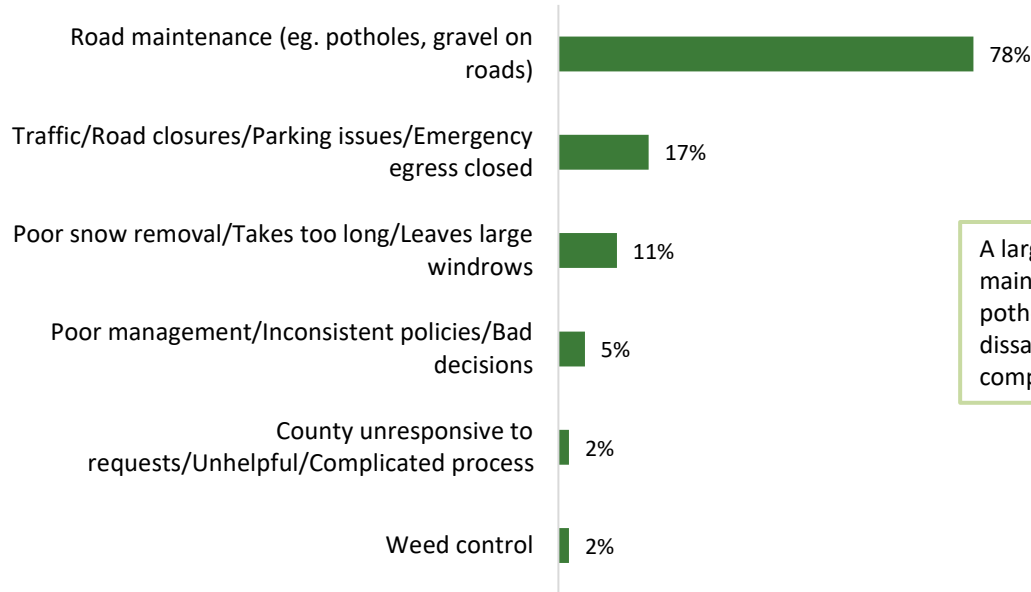
Reasons for Dissatisfaction with Planning (i.e., land use, development, redesignation, subdivision)



The top reasons for being dissatisfied with planning services are Council not representing their community and a lack of engagement opportunities with Council (26%), and overdevelopment/concern for preserving country lifestyle (26%).

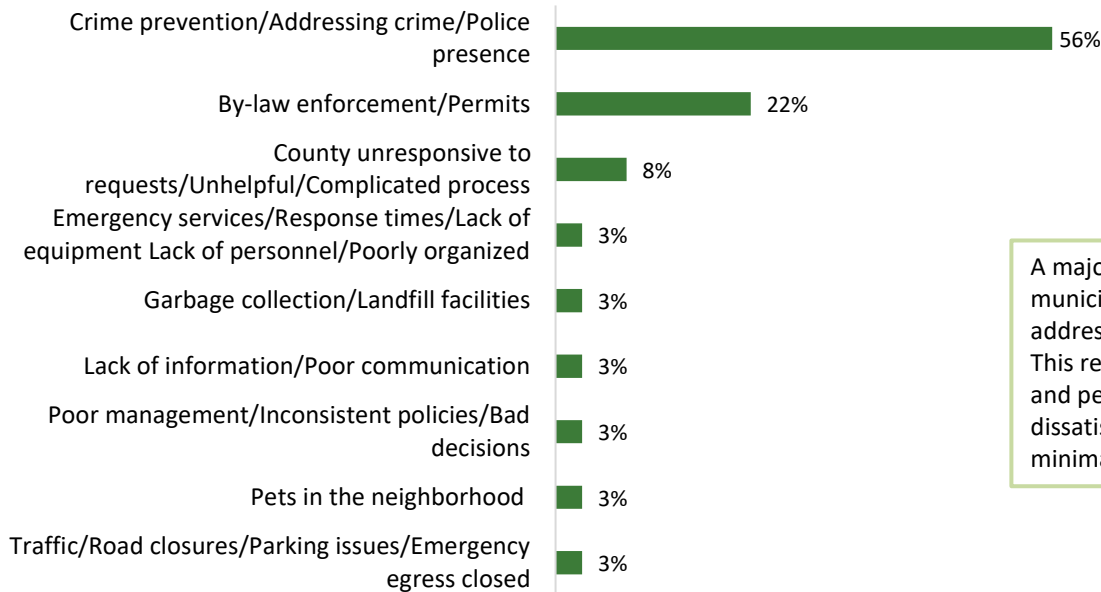
The County may want to consider prioritizing these issues as planning is the largest cause of dissatisfaction in the County.

Reasons for Dissatisfaction with Road Maintenance



A large majority of residents are dissatisfied with road maintenance due to a lack of general maintenance such as potholes and gravel on roads (78%). This is likely driving dissatisfaction as other reasons are quite minimal in comparison.

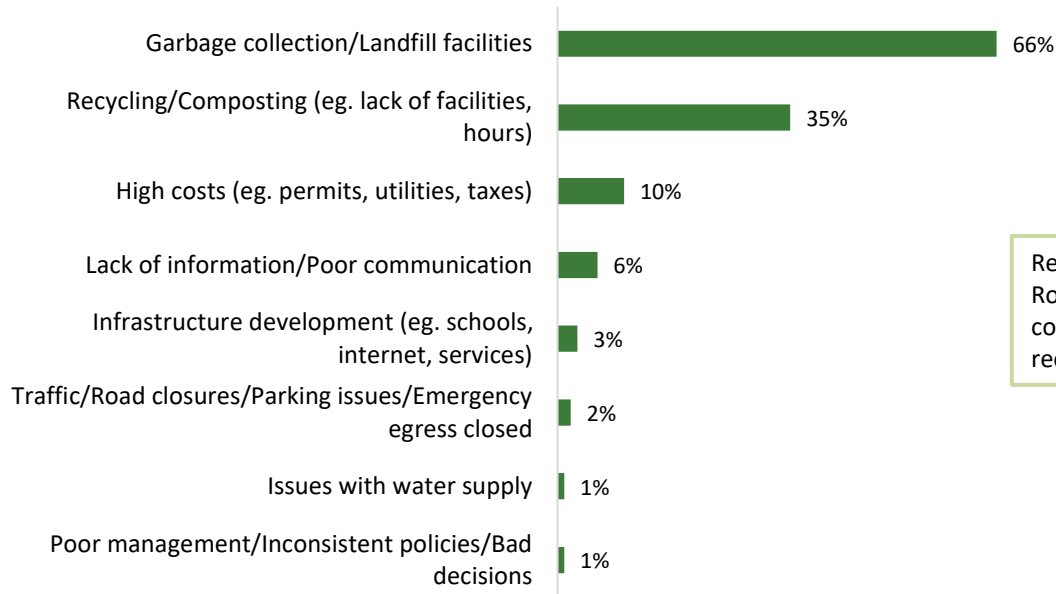
Reasons for Dissatisfaction with Municipal Enforcement



A majority of residents are dissatisfied with municipal enforcement due to crime prevention, addressing crime, and police presence (56%). This reason, plus a lack of by-law enforcements and permits (22%), are likely driving dissatisfaction, as other reasons are quite minimal in comparison.

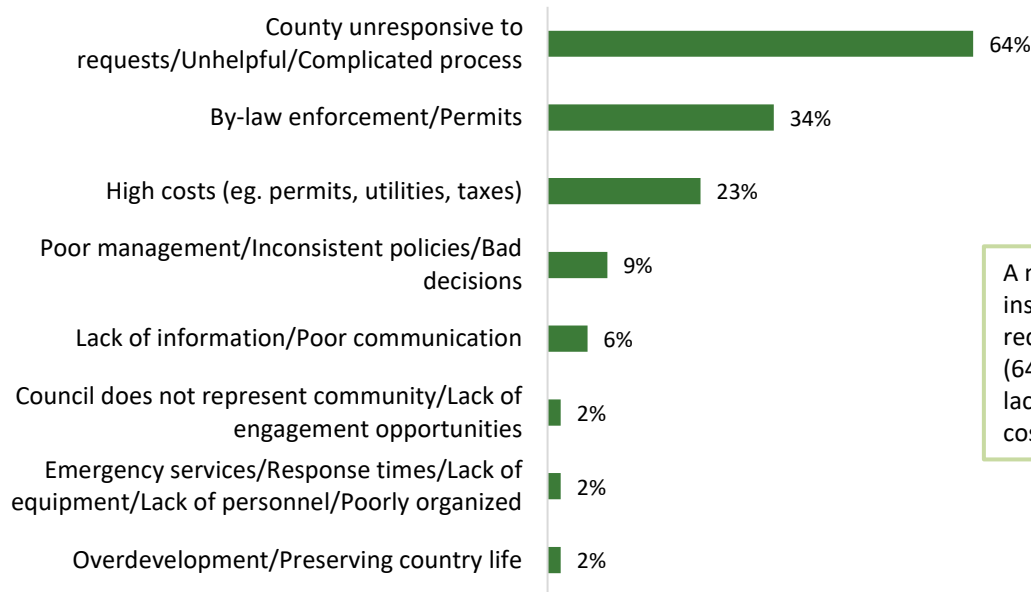
B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with Municipal Enforcement services (n=86)
 Responses 2% or less not shown

Reasons for Dissatisfaction with **Garbage** (i.e., waste collection, recycling, transfer site, chuckwagon)



Reasons for dissatisfaction with garbage services in Rocky View County are primarily due to garbage collection and landfill facilities (66%), and a lack of recycling/composting facilities (35%).

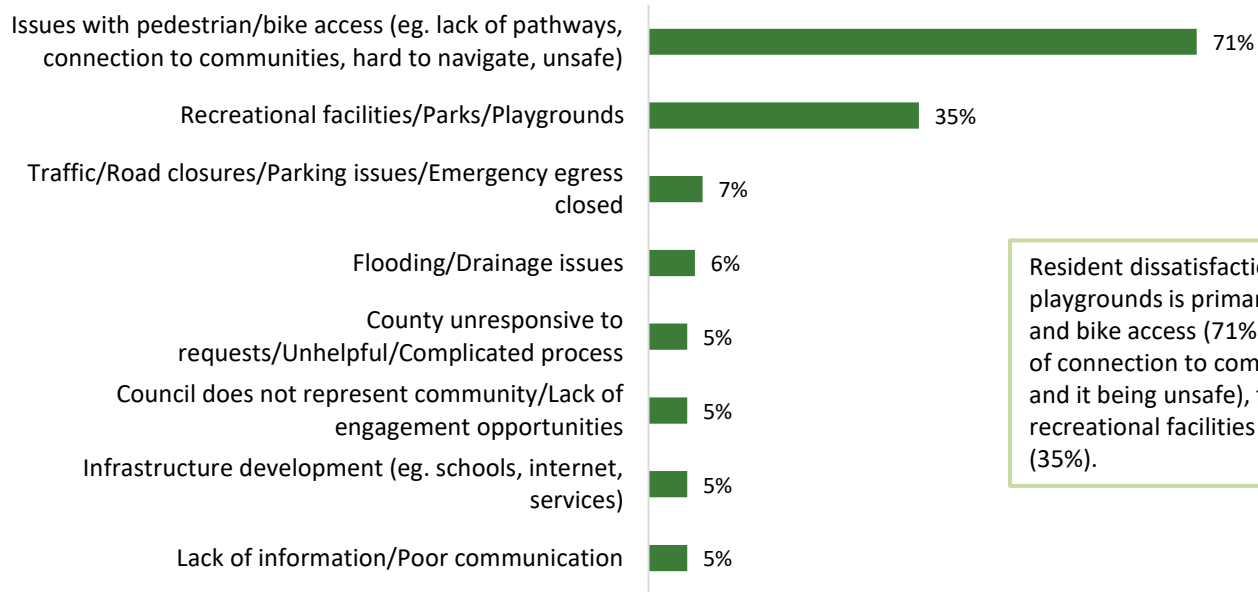
Reasons for Dissatisfaction with Permits and Inspections (i.e., building, sub-trades)



A majority of residents are dissatisfied with permits and inspections due to the County's unresponsiveness to requests, unhelpfulness, and a complicated process (64%). Other reasons driving dissatisfaction include a lack of by-law enforcement/permits (34%), and high costs for permits, utilities, and taxes (23%).

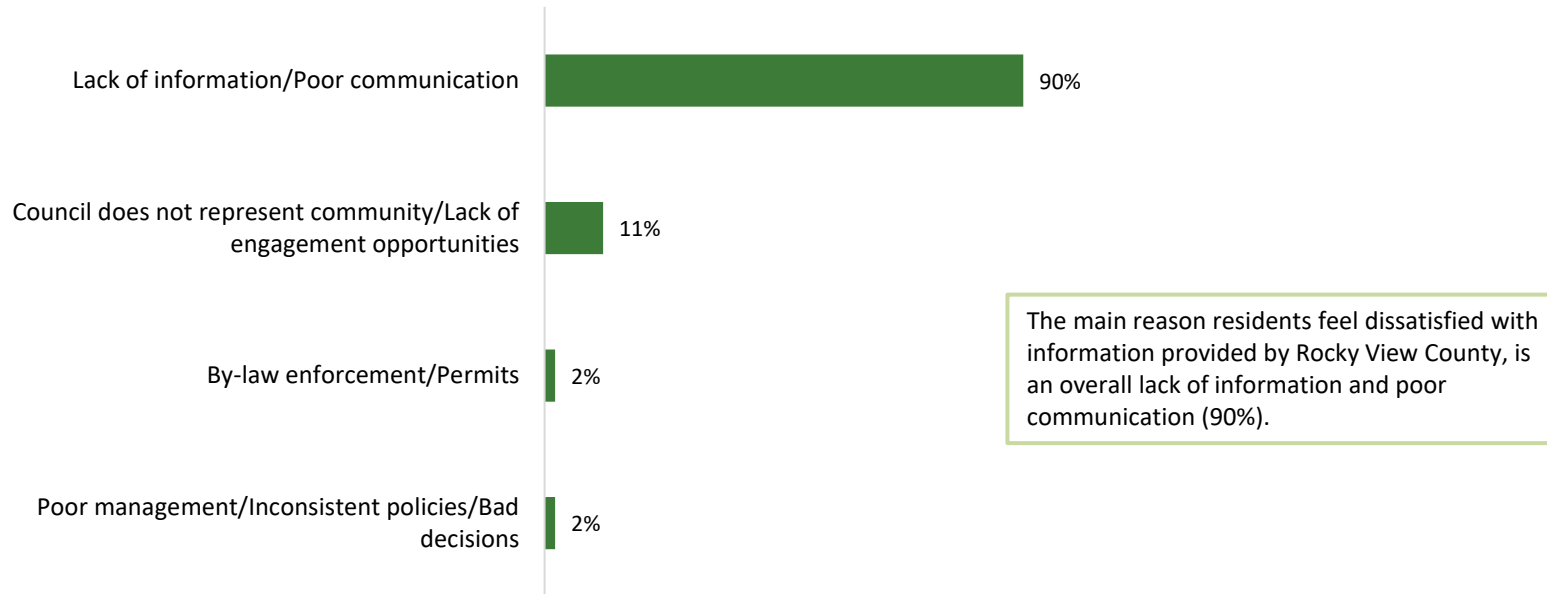
B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with services (n=86)
Responses 1% or less not shown

Reasons for Dissatisfaction with Parks, Pathways, and Playgrounds

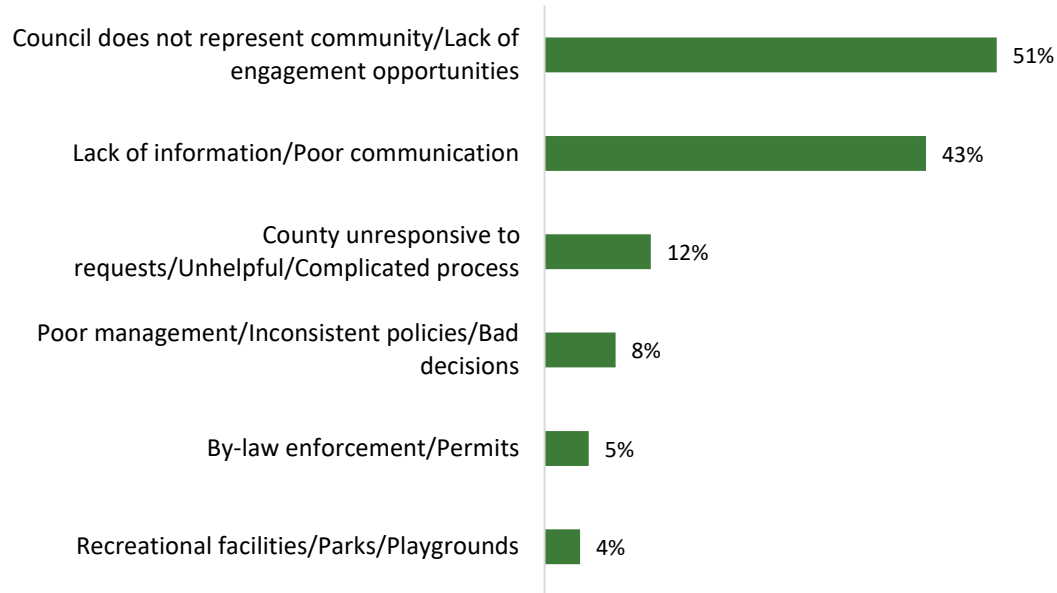


Resident dissatisfaction with parks, pathways, and playgrounds is primarily due to issues with pedestrian and bike access (71%) (such as a lack of pathways, a lack of connection to communities, it being hard to navigate, and it being unsafe), followed by dissatisfaction with recreational facilities and parks/playgrounds in general (35%).

Reasons for Dissatisfaction with Information Provided by the County (i.e., website, newspaper advertising, social media)



Reasons for Dissatisfaction with Public Engagement Opportunities

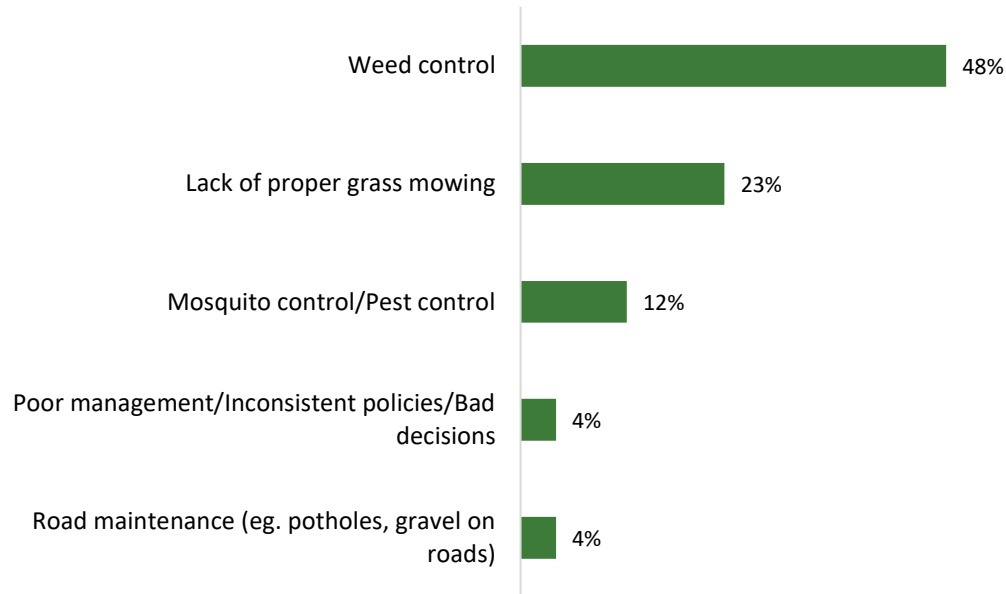


The key reasons for resident dissatisfaction with public engagement opportunities are a lack of community representation and engagement from council (51%), followed by a lack of information or poor communication (43%).

The County may be able to address these issues by consulting with residents on their preferred methods of communication and by providing them with ways to engage with council on issues in their communities.

B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with services (n=83)
Responses 3% or less not shown

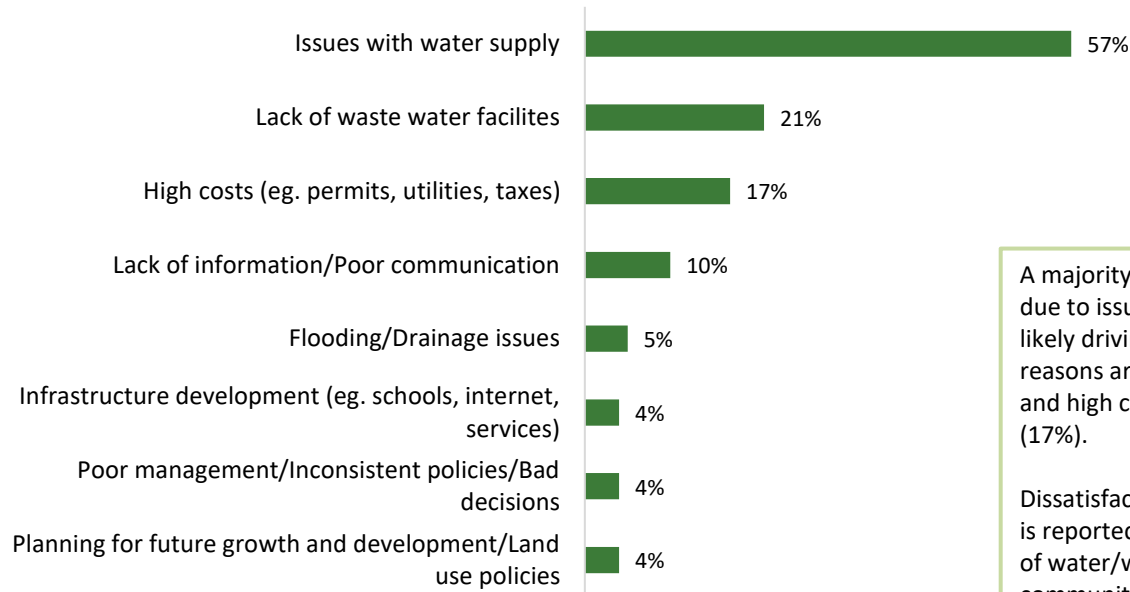
Reasons for Dissatisfaction with Agriculture Services (i.e., weed control, roadside mowing, pest prevention)



Weed control (48%) and a lack of proper grass mowing (23%) are the main reasons residents are dissatisfied with agriculture services.

Dissatisfaction with weed control is primarily linked to a lack of weed control on roadsides and ditches, and an inconsistency with enforced weed control on private land. Residents specifically mention thistles as their main weed of concern.

Reasons for Dissatisfaction with Utilities (i.e., water, wastewater service)

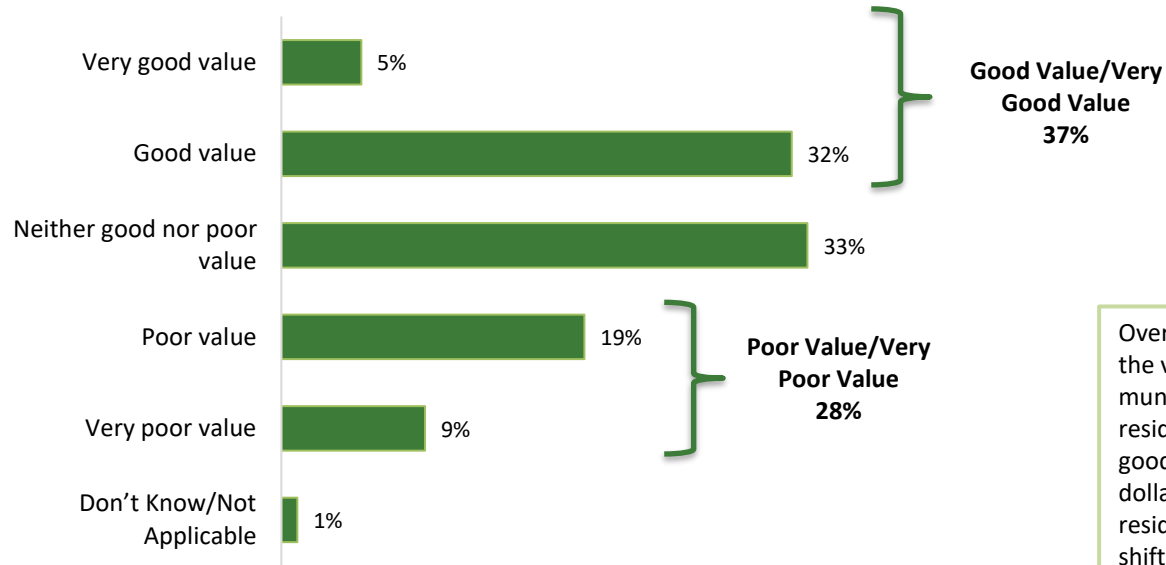


A majority of residents are dissatisfied with utilities due to issues with water supply (57%), which is likely driving dissatisfaction with utilities. Other key reasons are a lack of waste water facilities (21%) and high costs for permits, utilities, and taxes (17%).

Dissatisfaction with water supply among residents is reportedly due to poor water quality and a lack of water/water services provided to their communities by the County.

B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with services (n=82)
Responses 3% or less not shown

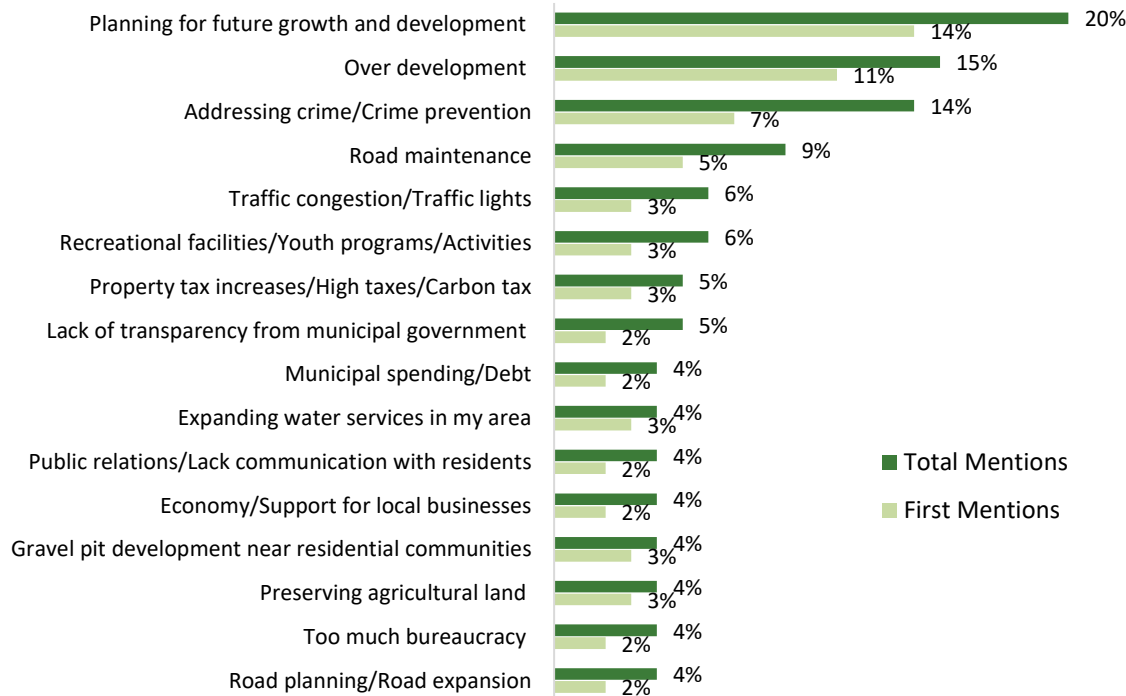
Perceived Value from Municipal Property Tax Dollars



Overall, residents have mixed feelings about the value they are receiving from their municipal property tax dollars. One third of residents (33%) feel they are getting neither good nor poor value from their property tax dollars. This is an opportunity to show residents how the County delivers value to shift them to the positive side.

B4: Please rate the value you feel you receive from your municipal property tax dollars. Base: All residents (n=1,540)

Most Important Local Issues in Rocky View County



The most important local issue in Rocky View County according to its residents is planning for future growth and development (20% total mentions). Similarly, residents are concerned with over development (15% total mentions), and issues with addressing crime and crime prevention (14% total mentions).

Resident concerns with future growth and development, as well as over development, are prominent throughout the 2022 results, as citizens are also most dissatisfied with planning programs and services (i.e., land use, development, redesignation, subdivision).

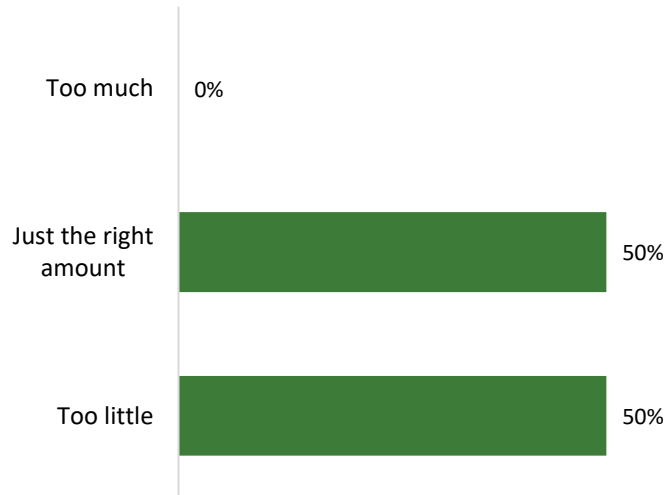
B5: As a resident of Rocky View County, what do you feel are the two most important LOCAL issues facing the County today, and that you feel should receive the greatest attention from your local leaders? Base: All residents (n=1,540)
Total responses less than 4% not shown



INFORMATION AND COMMUNICATIONS

Receiving Information from Rocky View County

Amount of Information Received

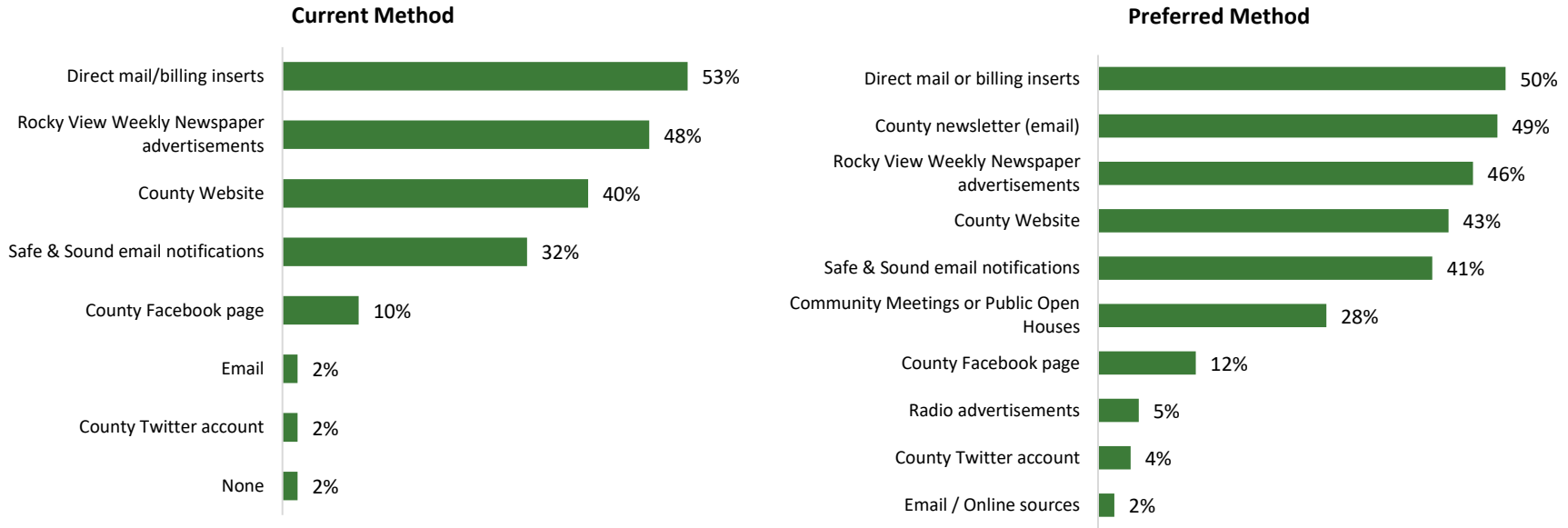


Residents are split on feeling they either receive too little information (50%) or just the right amount (50%). This could suggest an opportunity to increase the amount of information provided to residents.

C9: In your opinion, do you currently receive too much, too little, or just the right amount of information from Rocky View County? Base: All residents (n=1,540)

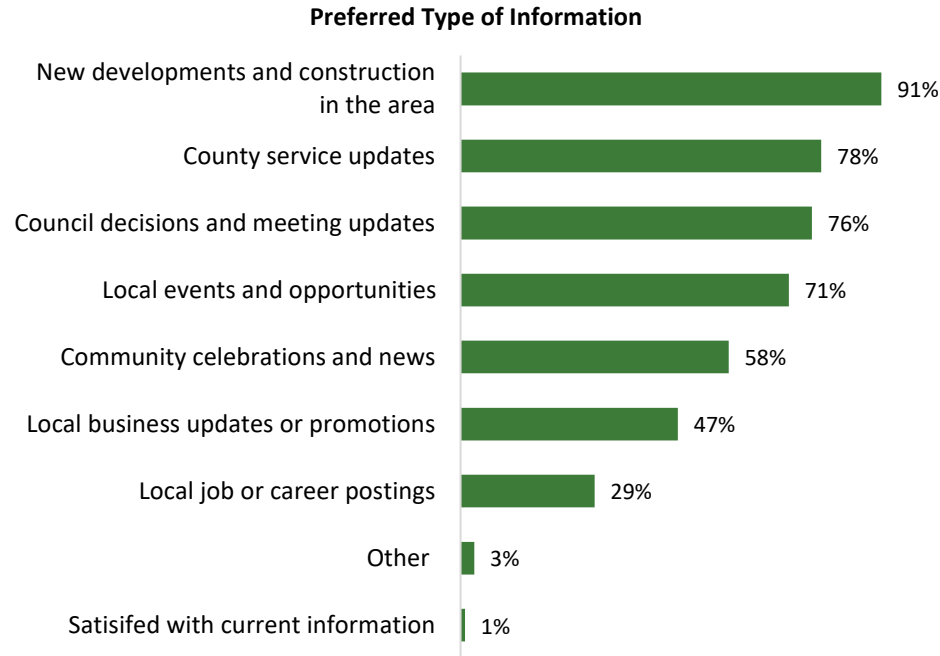
Methods for Receiving Information from Rocky View

There are many preferred methods of receiving information from the County, suggesting that a multi-channel approach would better fit the needs of the residents, compared to using only a select few channels.



C10. Which methods do you use to receive information from Rocky View County? C11. What are your preferred methods of receiving information from Rocky View County? Base: All residents (n=1,540)
 Total responses less than 2% not shown

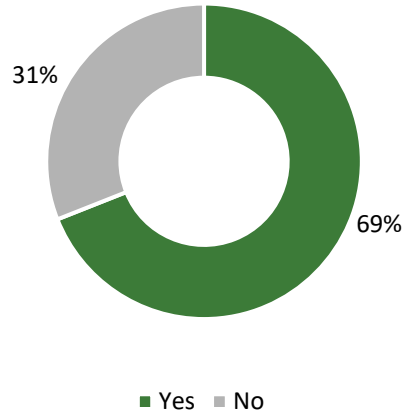
Preferred Type of Information from Rocky View County



Key information residents are looking for include information on new developments and construction in the area (91%), County service updates (78%), Council decisions and meeting updates (76%), and local events and opportunities (71%). Ensuring these types of information are easily accessible for all residents is recommended.

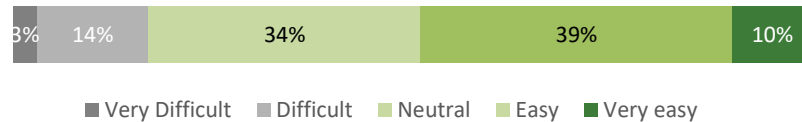
Rocky View Website Visitation and Usefulness

Visited RVC Website in the last year



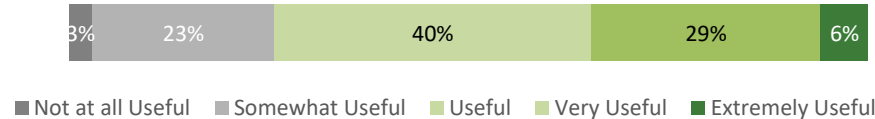
69%
Of residents have visited the Rocky View County website in the last year

Ease of Finding Information on the Website



Easy/Very Easy to Use
49%

Usefulness of Information Available on the Website



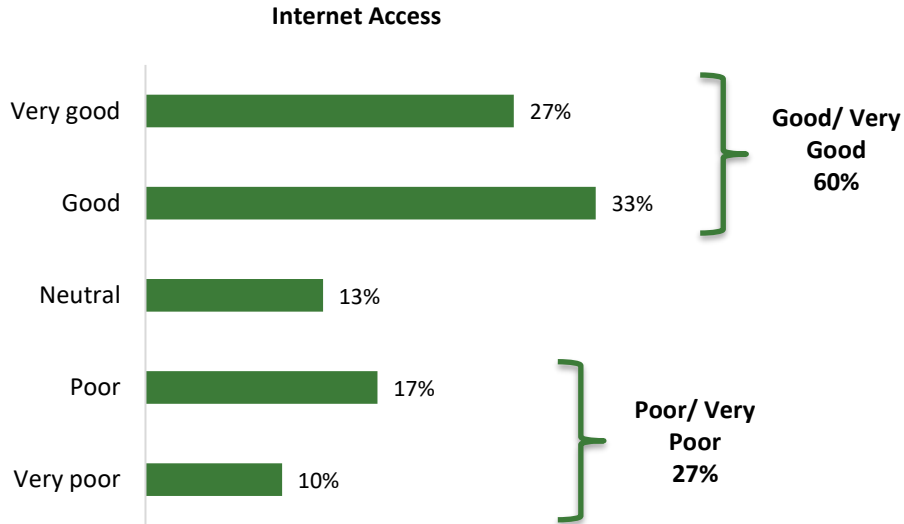
Useful/Very Useful/Extremely Useful
75%

Most residents (69%) have accessed the Rocky View County website in the last year and have mostly found the information useful (75%). However, finding information on the website isn't always easy as only half of the residents who have visited the website in the last year found it easy to find the information they were looking for (49%).

C13: Have you been to Rocky View County's website in the last twelve months? Base: All residents (n=1,540)

C14: How would you rate usefulness of the information and services available on the website? C15: How easy was it to find what you were looking for on the website? Base: Those who've visited RVC website in the last twelve months (n=1,058)

Quality of Internet Access

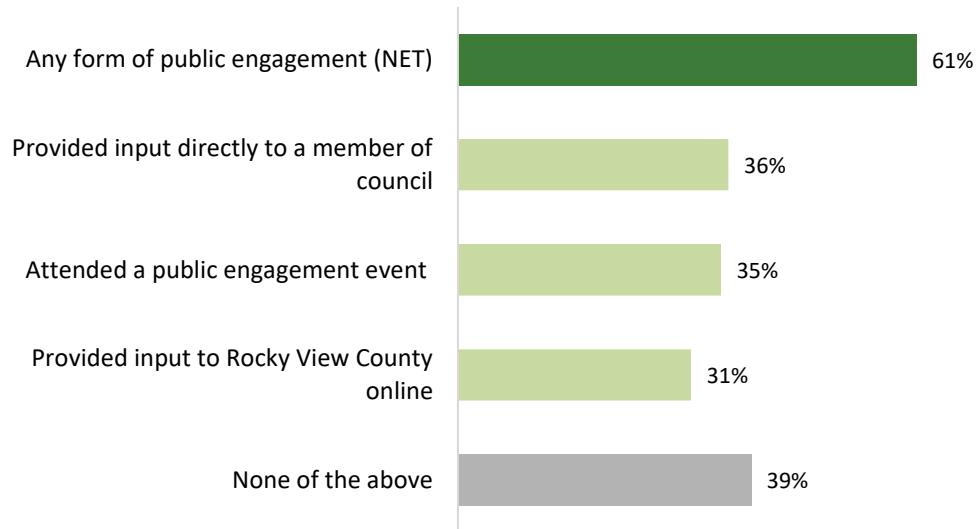


Just over one quarter (27%) of residents report having poor/very poor internet access. Having additional forms of offline communication such as newsletters or direct mail may help improve accessibility of information for all residents.



RESIDENT ENGAGEMENT

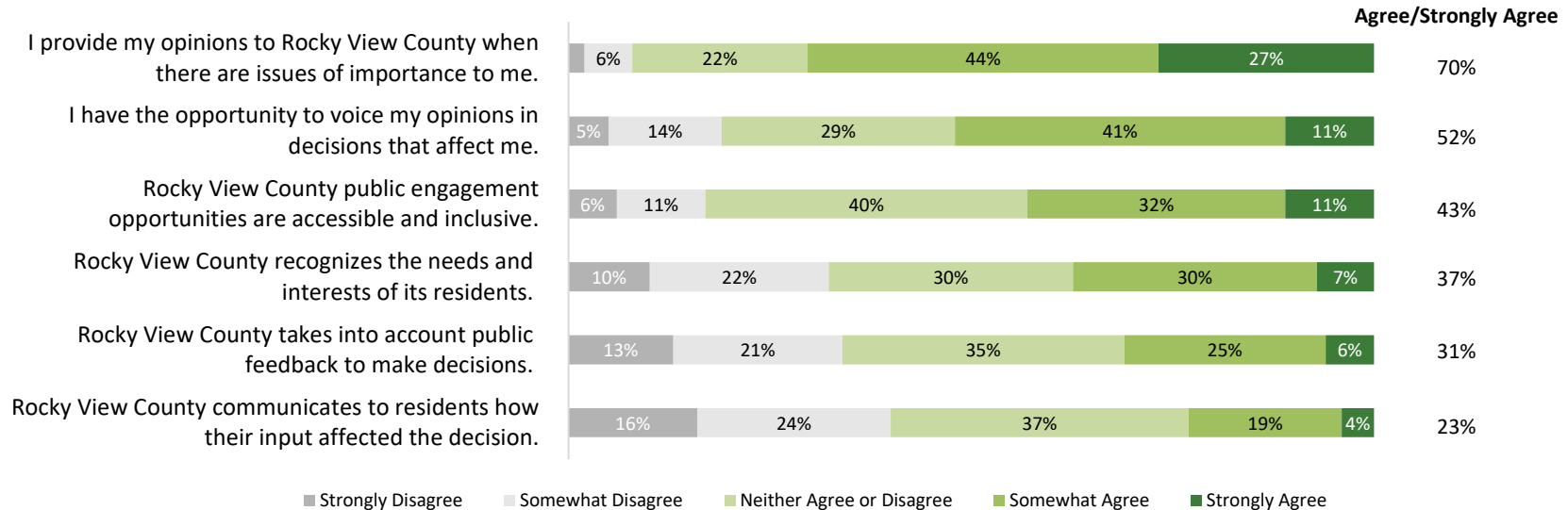
Resident Public Engagement in the Last Three Years



Three-in-five (61%) residents have participated in some form of public engagement in the past three years, with the most common being providing direct input to a member of council (36%).

Rocky View County Public Engagement Perceptions

While most residents provide their input when there are issues of importance to them (70% agree), and half feel that they have the opportunity to voice their opinions in decisions that affect them (52% agree), fewer feel that the County takes into account their public feedback to make decisions (31% agree), and that the County communicates to residents how their input affects decisions (23% agree). Providing more transparency on how feedback is used and how it impacts decisions will likely make residents feel that their feedback is valued and heard.



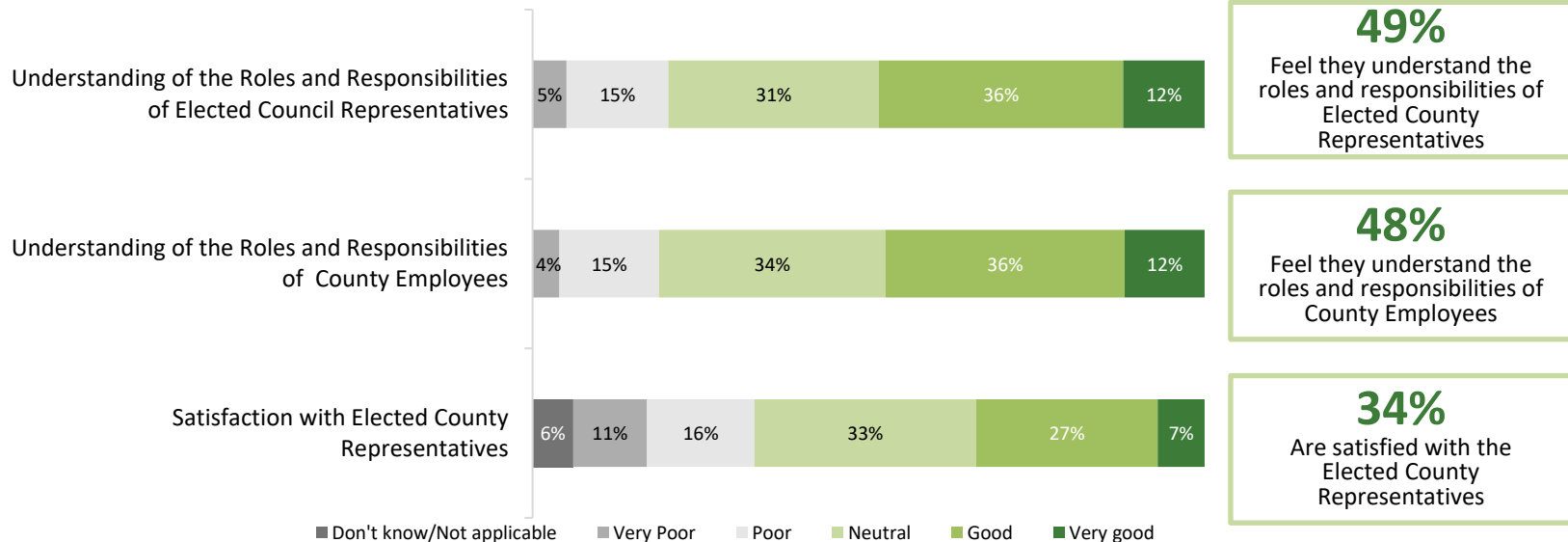
D2: Thinking about how Rocky View County engages its residents, please rate your level of agreement with each of the following: Base All residents (n=1,540)
Responses 2% or less not labelled



COUNCIL AND COUNTY STAFF

Understanding and Satisfaction of the Roles and Responsibilities of County Representatives and Employees

About half of residents feel they have an understanding of the roles and responsibilities of elected council representatives (49% good/very good understanding) and county employees (48%). A significant portion feel they either have a poor or neutral understanding, suggesting there is an opportunity to educate residents about the various roles and responsibilities. Satisfaction with elected county representatives is fairly low (34%), however, a significant portion feel neutral (33%) which could be an opportunity to improve satisfaction through communications or initiatives.

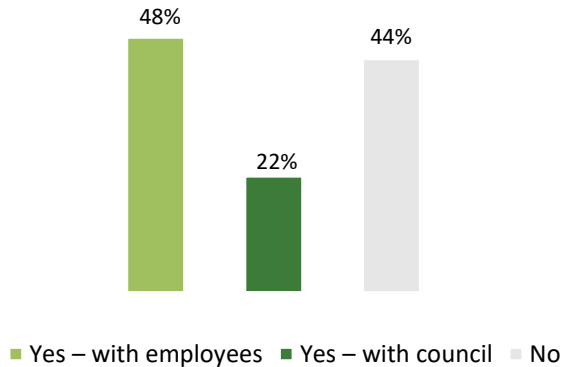


C1: How would you rate your understanding of the roles and responsibilities of the following? C2: Please rate your satisfaction with the elected County Council/Representatives. Base: All residents (n=1,540)

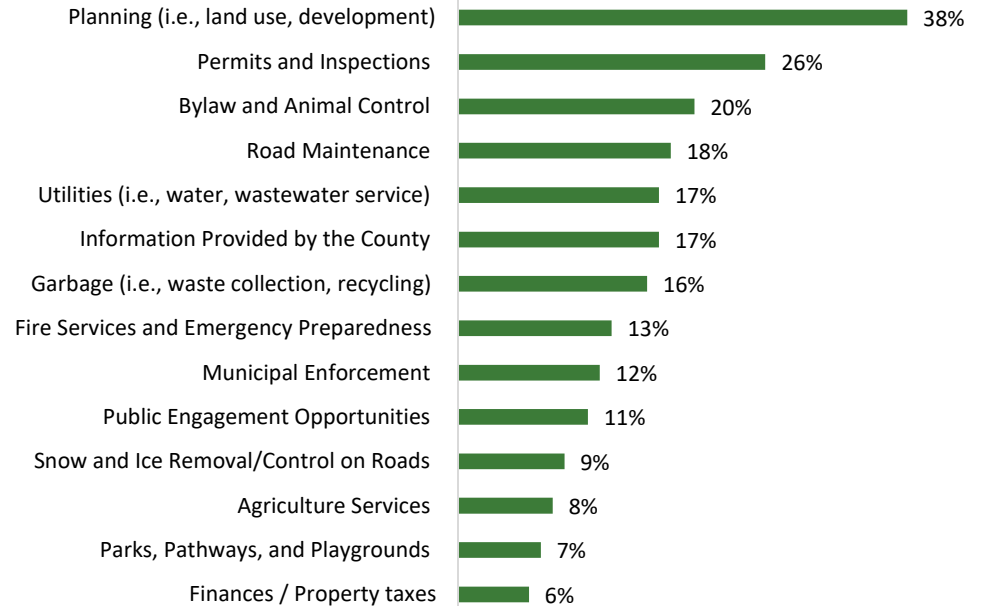
Interactions with Rocky View County and its Employees in the Last 12 Months

Seven in ten (70%) residents have had contact with Rocky View County staff and/or council in the last 12 months, with planning concerns being the most common reason for their interaction (38%), followed by permits and inspections (26%).

Interaction with County Employees



Reasons for County Interaction

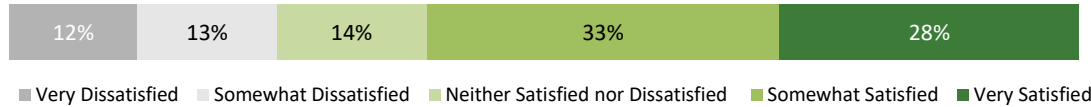


C3: Have you contacted or interacted with Rocky View County or one of its employees in the last 12 months? Base: All residents (n=1,540)

C4: Which programs or service(s) have you contacted or interacted with the County about within the last 12 months? Base: Those who interacted with the County in the last 12 months (n=736)

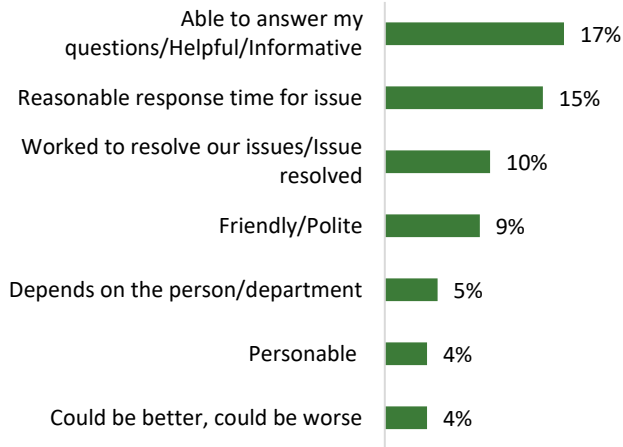
Satisfaction with Rocky View County Interactions in the Last 12 Months

Satisfaction with Rocky View County Interactions

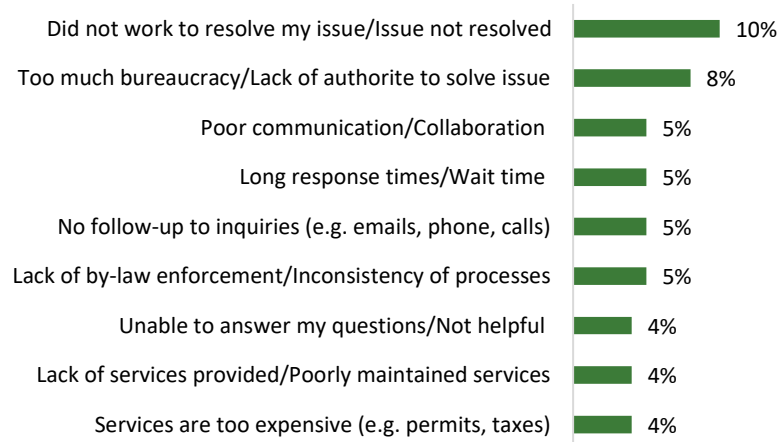


61%
Are satisfied with their interactions with the County in the last 12 months

Reasons for Satisfaction



Reasons for Dissatisfaction



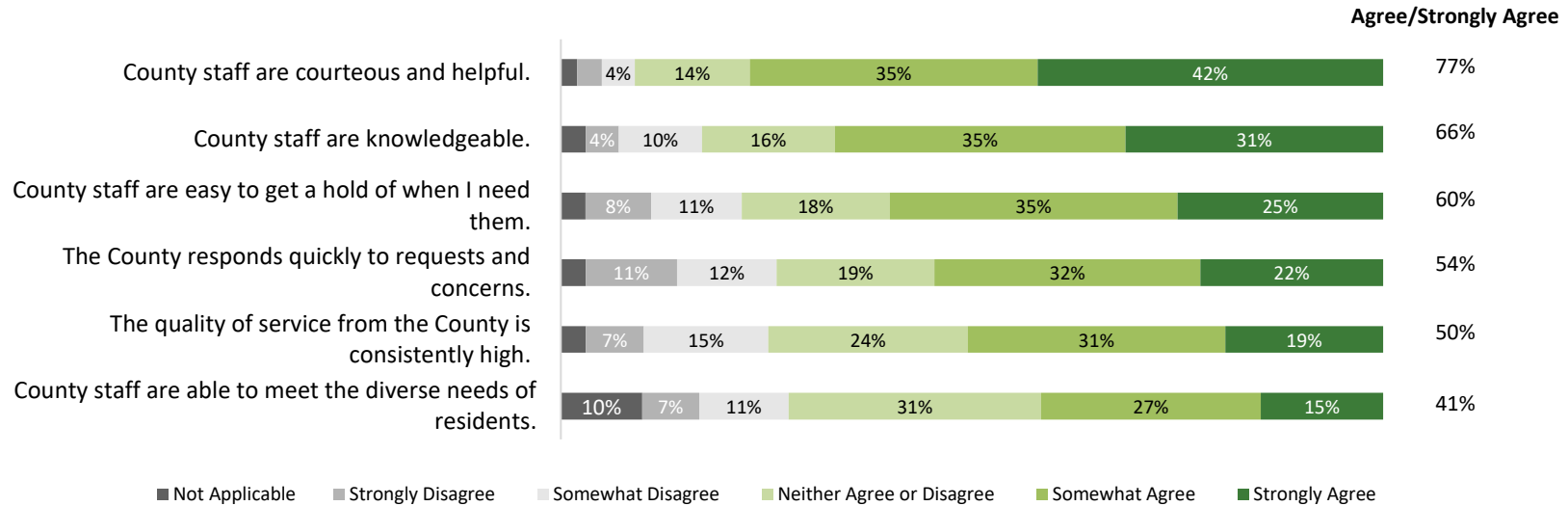
Residents tend to be satisfied with their interactions when their questions are answered, there is a reasonable response time, and the county works to resolve their issues.

C5: Overall, how satisfied are you with your interactions with the County in the last 12 months? Base: Those who interacted with the County in the last 12 months (n=736)
 C6: Please explain the reason behind your level of satisfaction? Base: Those who interacted with the County in the last 12 months (n=736) Total responses less than 4% not shown

Perceptions on Rocky View County Staff

Overall, residents have very positive perceptions of Rocky View County staff. Specifically, residents noted that County staff are courteous and helpful (77%), are knowledgeable (66%), and easy to get a hold of (60%).

Despite fairly positive perceptions, there may be an opportunity to improve the consistency of providing quality service and the ability to meet diverse needs, such as increasing accessibility around the community, as residents had lower agreement with these items.



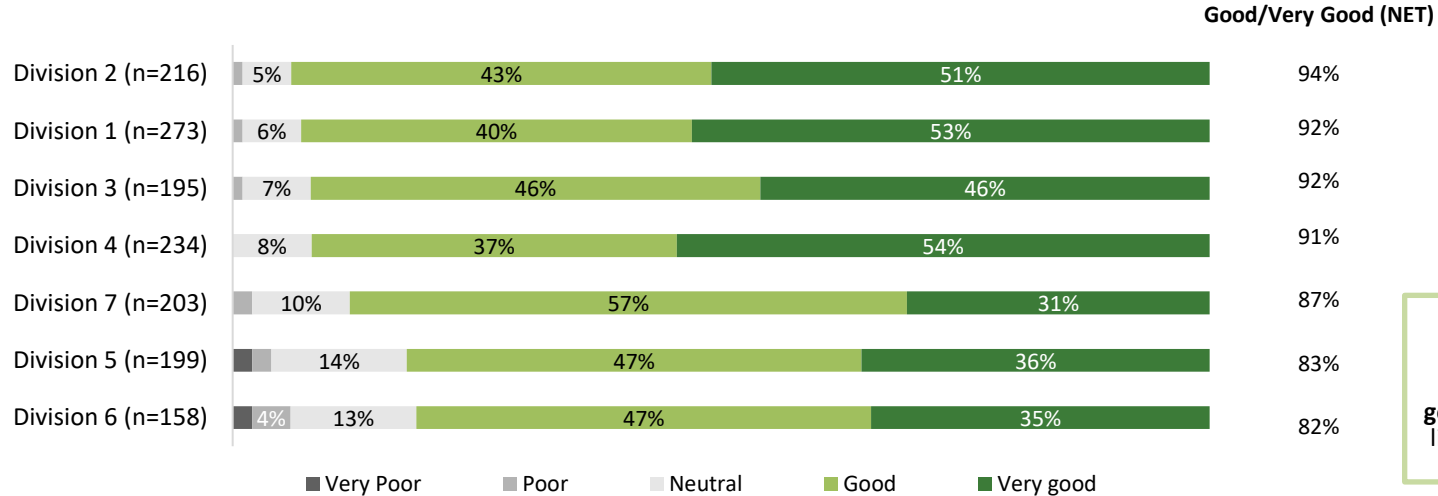
C7: Thinking about your personal dealings with Rocky View County staff, please rate your level of agreement with the following: Base: Those who interacted with the County in the last 12 months (n=736)
 Responses 3% or less not labelled



ADDITIONAL DATA BY DIVISION

Overall Quality of Life in Rocky View County by Division

While most residents (89%) agree that their overall quality of life is good/very good, residents in Divisions 1, 2, 3, and 4 are significantly more likely to rate their overall quality of life as good/very good compared to those living in Divisions 5, 6, and 7.

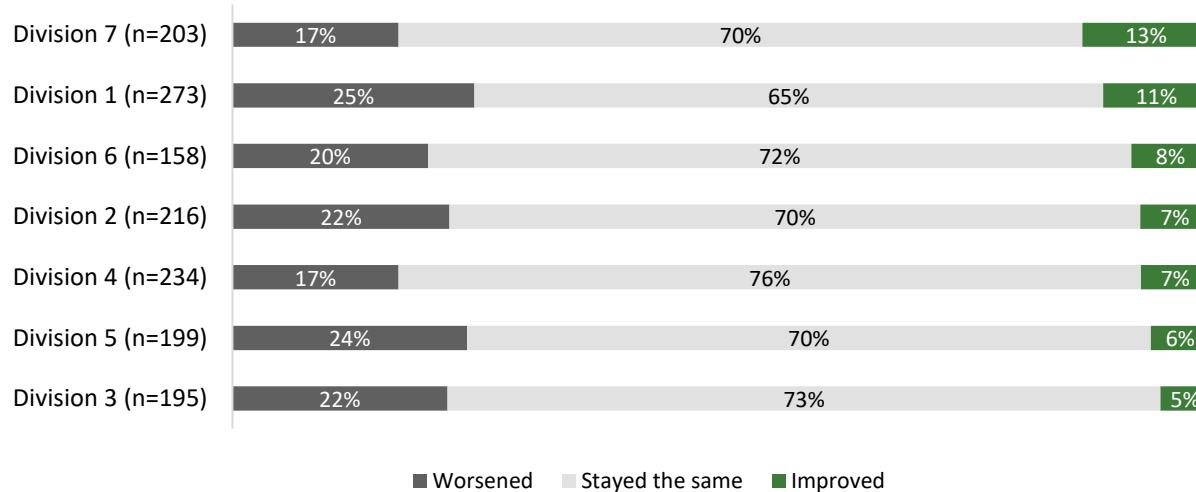


89%
feel they have a
good/very good quality of
life in Rocky View County

A1: How would you rate your overall quality of life in Rocky View County today? Base: All residents (n=1,540)
Responses 3% or less not labelled

Changes to Quality of Life in the Past Three Years by Division

While few residents in Rocky View County feel that their quality of life has improved in the past three years (8%), residents in Division 7 are more likely to feel that their quality of life has improved in the past three years (13%) compared to residents in Division 2, 3, 4, and 5.

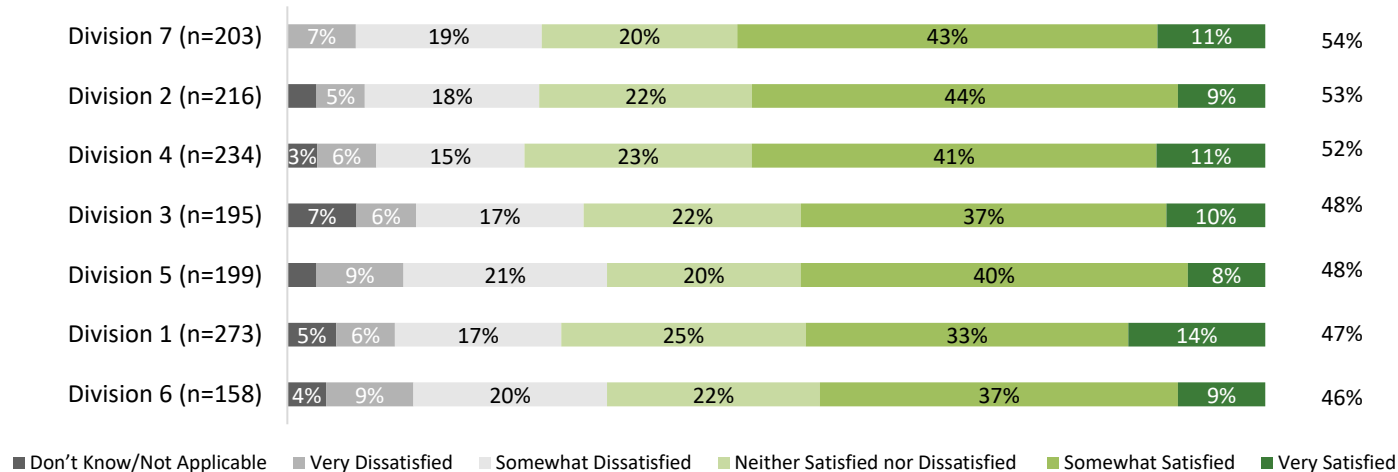


8%
feel their quality of life has **improved** in the past three years

Overall Satisfaction with Quality of Services and Programs in Rocky View County by Division

Overall satisfaction with the quality of services and programs in Rocky View County is comparable across all divisions. There is an opportunity to improve levels of satisfaction with the quality of services and programs across all divisions as they are not meeting about half of all residents expectations.

Satisfied/Very Satisfied

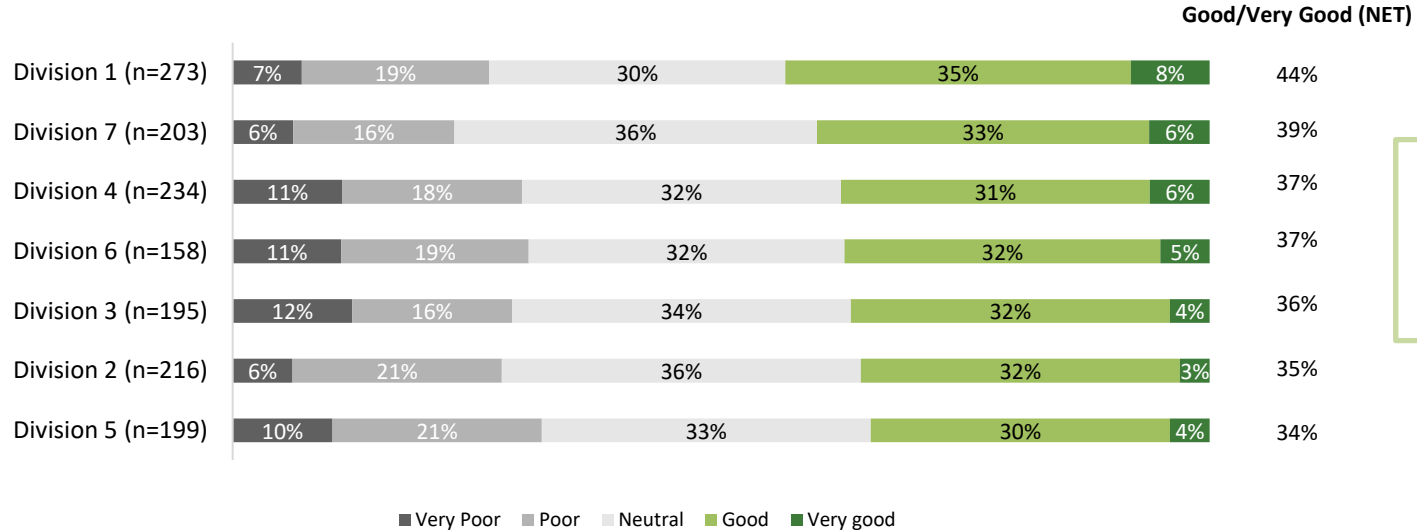


49%
are **satisfied** with the quality of services and programs provided by Rocky View County

B1: How satisfied are you with the OVERALL level and quality of services and programs provided by Rocky View County? Base: All residents (n=1,540)
Responses under 3% not labelled

Perceived Value from Municipal Property Tax Dollars

Resident perceptions on the value they receive from municipal property tax dollars is comparable across all divisions. About one third of residents in each division feel they are receiving neither a good nor poor value from their property tax dollars, thus there is an opportunity to improve levels of value across all divisions.

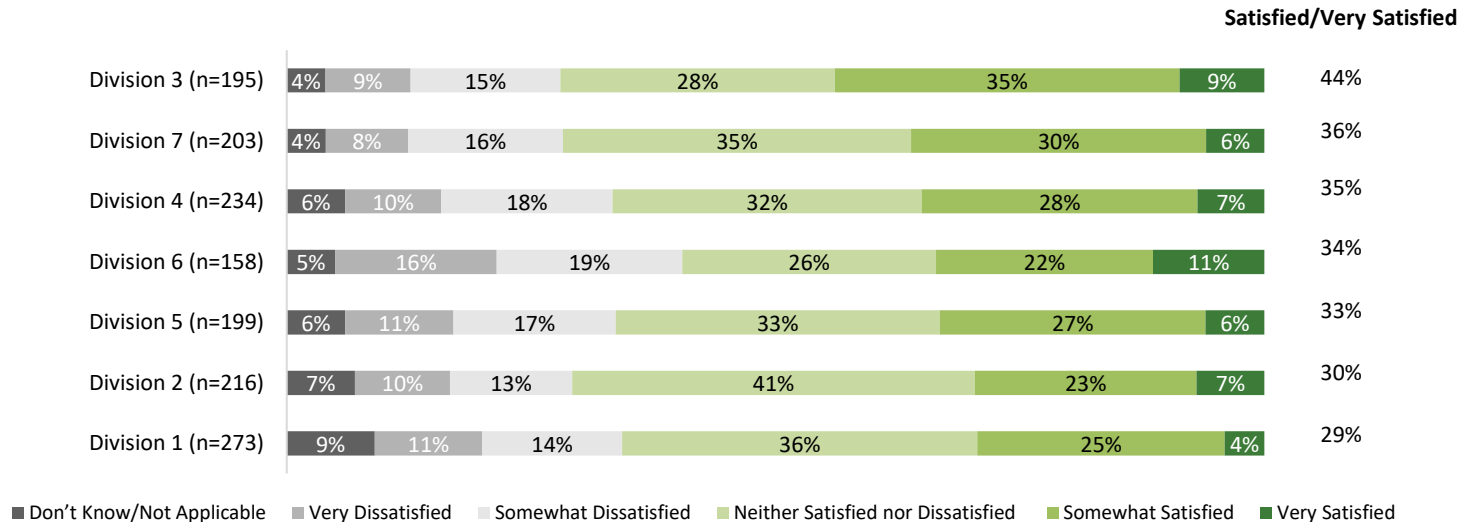


37%
 feel they receive
good/very good value
 from their municipal
 property tax dollars

B4: Please rate the value you feel you receive from your municipal property tax dollars. Base: All residents (n=1,540)

Overall Satisfaction with Elected County Council and Representatives

Overall satisfaction with elected County Council and representatives is higher in Division 3 (44%) when compared to Division 1 (29%), Division 2 (30%), Division 5 (33%), and Division 6 (34%). However, there is an opportunity to improve levels of satisfaction across all divisions as they are meeting less than half of residents' expectations.



34%
are **satisfied** with their
elected County
Council/representatives



COMMUNITY SATISFACTION BENCHMARKING

Methodology for Benchmarking

To compare Rocky View County’s citizen satisfaction to other rural regions in Alberta, an Alberta wide Omnibus general population study was used to capture comparable and customized benchmarks, including overall satisfaction with quality of services and programs provided by each county/municipality.

Responses from rural Alberta only were used as the benchmark for comparison and statistical testing was used to determine if Rocky View County was performing well above, at par, or below other areas.



Online Survey with Alberta residents, including Urban, Suburban, and Rural area residents



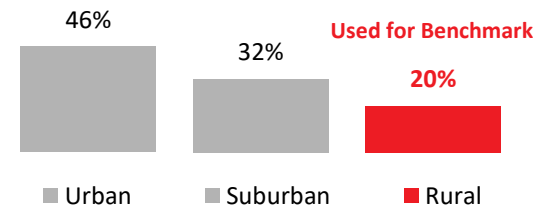
Data were collected from April 22nd to April 24th , 2022



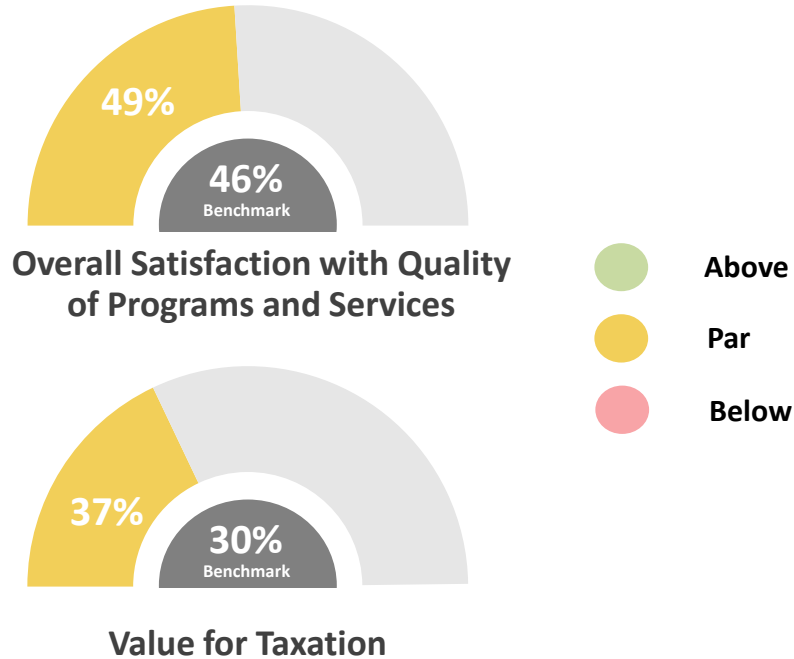
Leger’s Omnibus provides access to over 400,00 respondents across Western Canada.

- n=1,001 Alberta residents completed the survey:
 - n=483 Urban residents
 - n=317 Suburban residents
 - n=194 Rural residents

Respondent’s Type of Residence



Overall Satisfaction with Quality of Programs and Services, and Perceived Value of Property Tax Dollars Benchmark



Rocky View County residents are on par with the Rural Alberta benchmark for overall satisfaction with quality of programs and services provided by the County, as well as with the Rural Alberta benchmark for perceived value received from municipal property tax dollars.

B1: How satisfied are you with the OVERALL level and quality of services and programs provided by your municipality or county? NET Responses Somewhat/Very Satisfied. B4: Please rate the value you feel you receive from your municipal property tax dollars. NET Responses Good/Very Good Value. Benchmark Base: Alberta rural residents (n=194), Rocky View County Base (n=1540). Statistical testing was used to determine if Rocky View County was performing well above, at bar, or below scores in rural Alberta communities.

Programs and Services Satisfaction Benchmark and Other Regions

	Rocky View County Scores	Rural Alberta Benchmark		Urban Alberta Scores	Suburban Alberta Scores
Snow and Ice Removal/Control on Roads	72	43		41	40
Fire Services and Emergency Preparedness	63	72		69	70
Road Maintenance	60	39		36	32
Information Provided by the County	51	49		49	41
Agriculture Services (i.e., weed control, roadside mowing, pest prevention)	50	56		42	41
Garbage (i.e., waste collection, recycling, transfer site, chuckwagon)	41	60	Above	58	64
Parks, Pathways, and Playgrounds	39	55		66	72
Bylaw and Animal Control	38	42	Par	43	44
Utilities (i.e., water, wastewater service)	34	43	Below	48	53
Public Engagement Opportunities	33	34		34	31
Municipal Enforcement	32	40		43	42
Permits and Inspections (i.e., building, sub-trades)	27	32		29	29
Planning (i.e., land use, development, redesignation, subdivision)	26	38		36	28
Supports for Business	22	37		37	37
Cemeteries	18	39		38	33

B2: Please rate your satisfaction with the following programs and services provided to you by your municipality or county.
 Benchmark Base: Alberta rural residents (n=194), Alberta urban residents (n=483), Alberta Suburban residents (n=317), Rocky View County Base (n=1,540).
 Statistical testing was used to determine if Rocky View County was performing well above, at par, or below scores in rural Alberta communities.



RESPONDENT PROFILE

RESPONDENT PROFILE

	Total
n=	1540
GENDER	
Male	49%
Female	45%
Other	1%
Prefer not to say	5%
AGE	
18-34	3%
35-54	32%
55+	63%
Prefer not to say	3%

	Total
n=	1540
PEOPLE IN HOUSEHOLD	
1	9%
2	49%
3	14%
4+	28%
CHILDREN IN HOUSEHOLD	n=1406
Yes	30%
No	70%

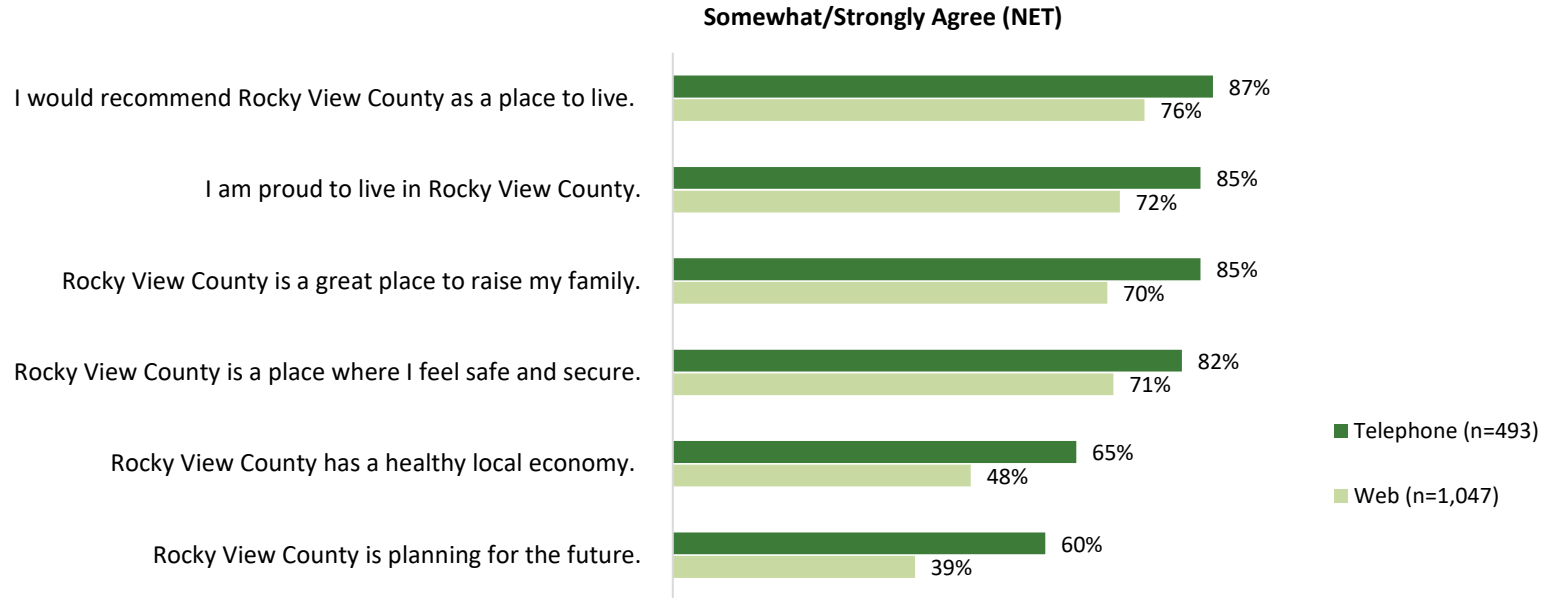
	Total
n=	1540
YEARS IN RVC	
1-5	22%
6-9	12%
10-20	27%
20+	38%
LIVE IN AND PAY TAXES	
I live in and pay taxes to Rocky View County	95%
I live in but do not pay taxes to Rocky View County	<1%
I do not live in but do pay taxes to Rocky View County	4%
I do not live in or pay taxes to Rocky View County	-
COMPLETION METHOD	
Phone	32%
Web	68%

	Total
n=	1540
EMPLOYMENT	
In Rocky View County	18%
In Calgary	38%
In a nearby town	3%
I do not work	31%
Within Alberta (unspecified)	2%
Outside of Alberta	1%
Work from home (unspecified)	4%
Retired / Not currently working	4%
Other	1%
Prefer not to answer	1%



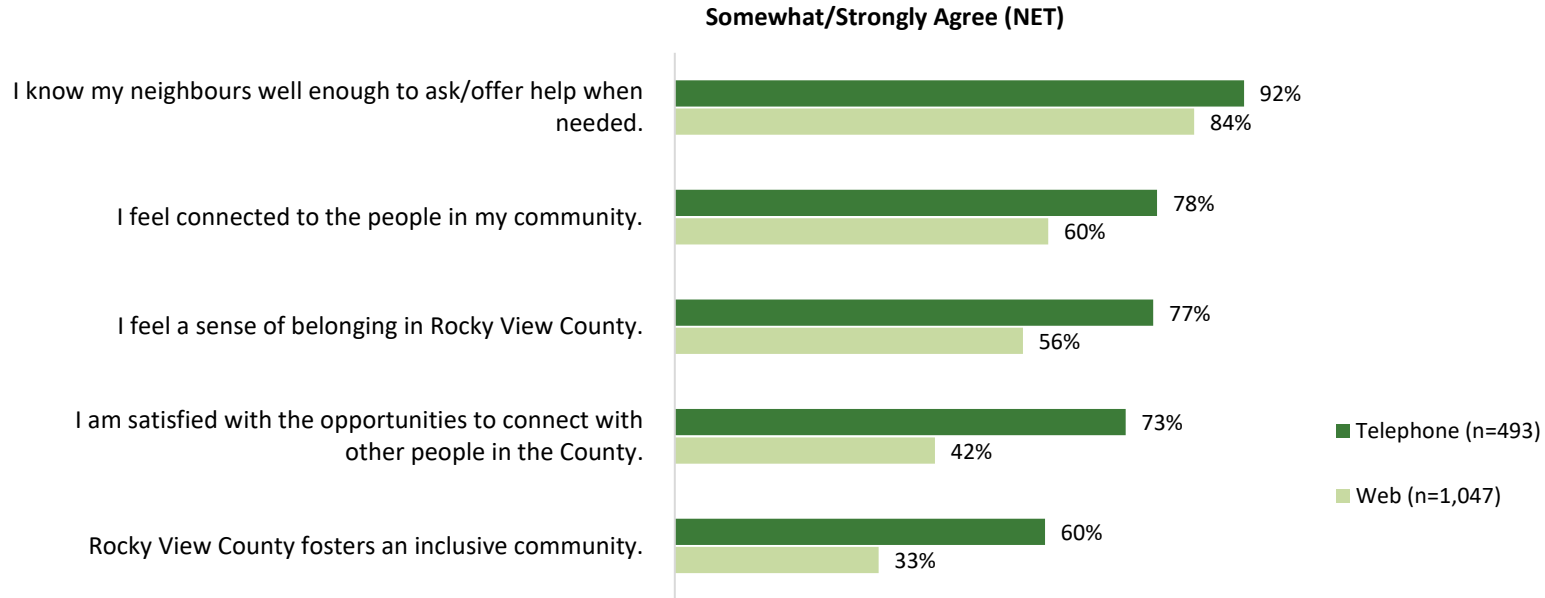
APPENDIX

Resident Perceptions on Living in Rocky View County by Data Collection Method



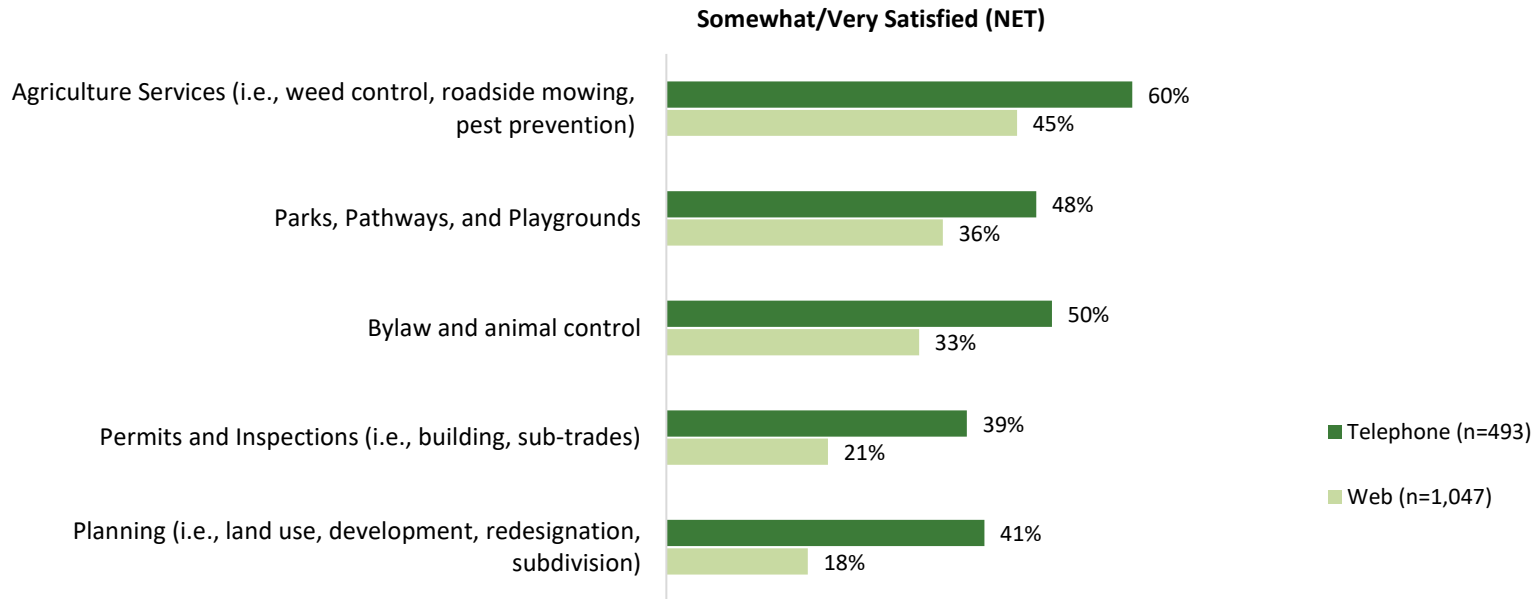
A5: Please indicate your level of agreement with the following statements. Base: All residents (n=1,540)

Resident Perceptions on **Community Belonging** in Rocky View County by Data Collection Method



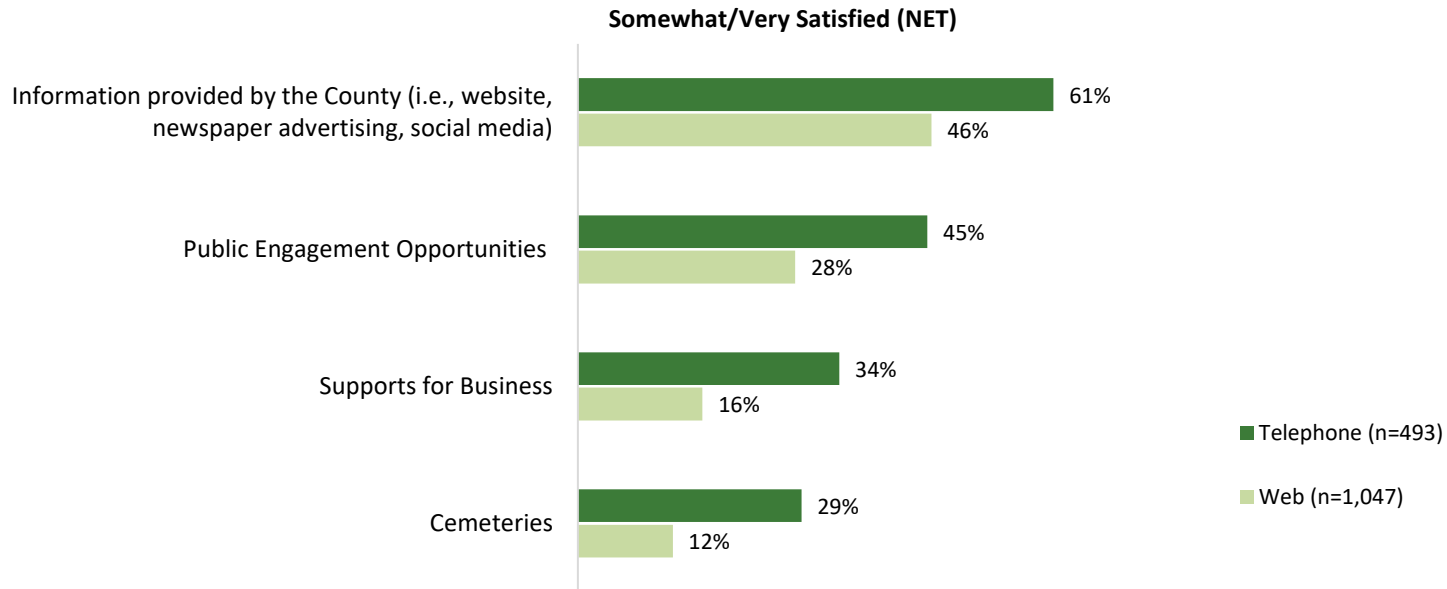
A5: Please indicate your level of agreement with the following statements. Base: All residents (n=1,540)

Satisfaction with **Environmental** Services and Programs Provided by Rocky View County by Data Collection Method



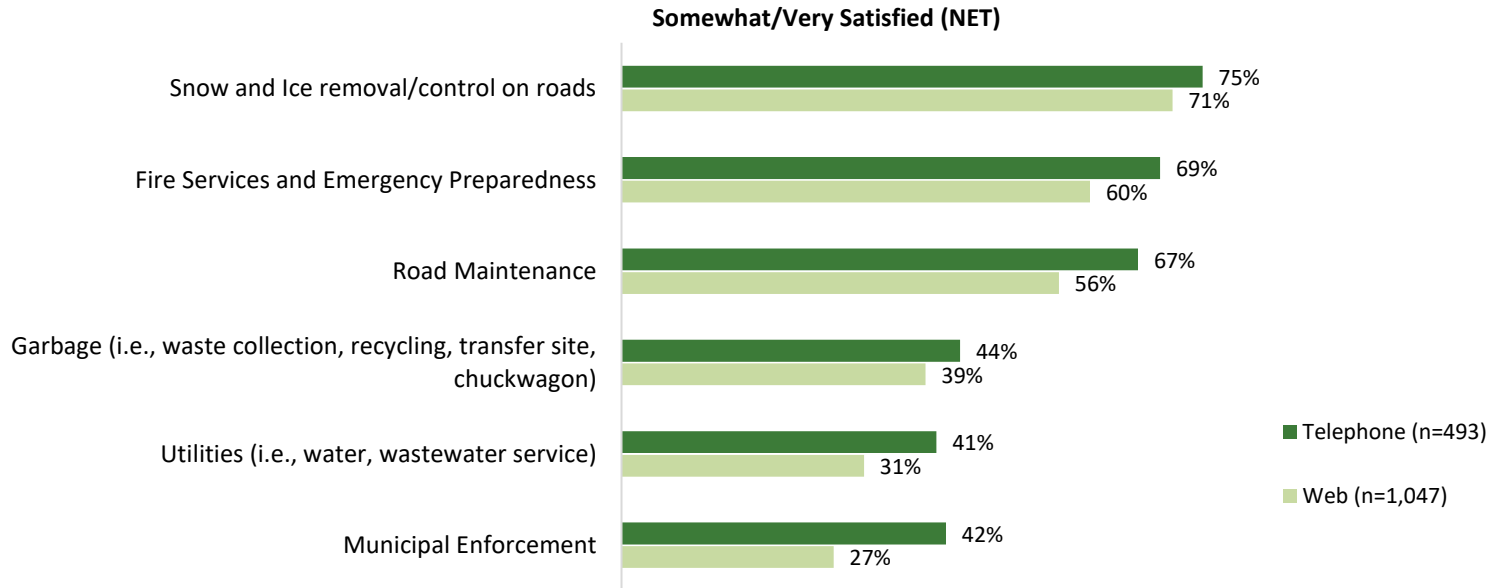
B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. . Base: All residents (n=1,540)

Satisfaction with **Resource and Communication** Services Provided by Rocky View County by Data Collection Method



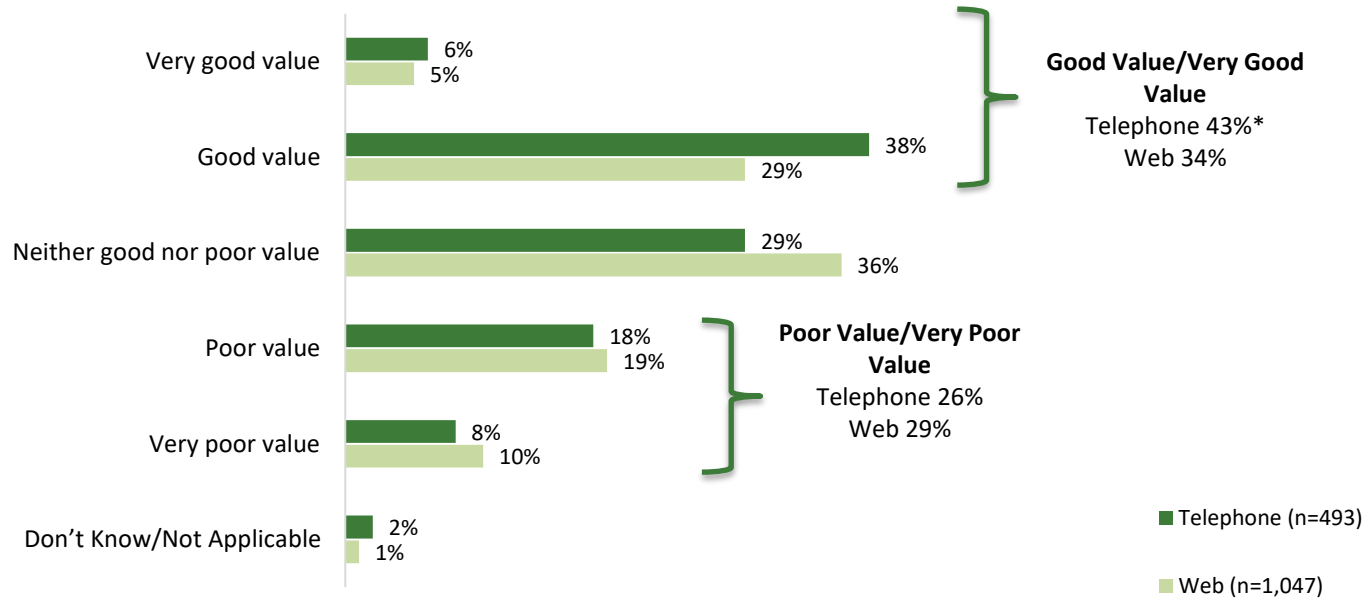
B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. . Base: All residents (n=1,540)

Satisfaction with **Community** Services and Programs Provided by Rocky View County by Data Collection Method



B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. . Base: All residents (n=1,540)

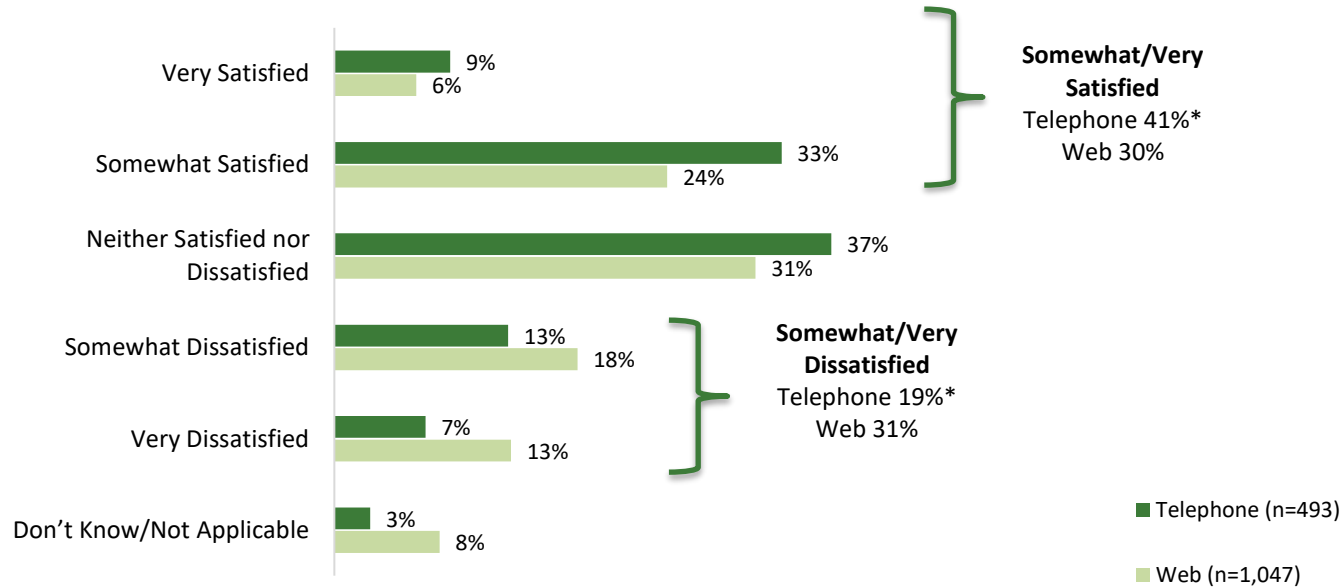
Perceived Value from Municipal Property Tax Dollars by Data Collection Method



B4: Please rate the value you feel you receive from your municipal property tax dollars. Base: All residents (n=1,540)

* Rounding

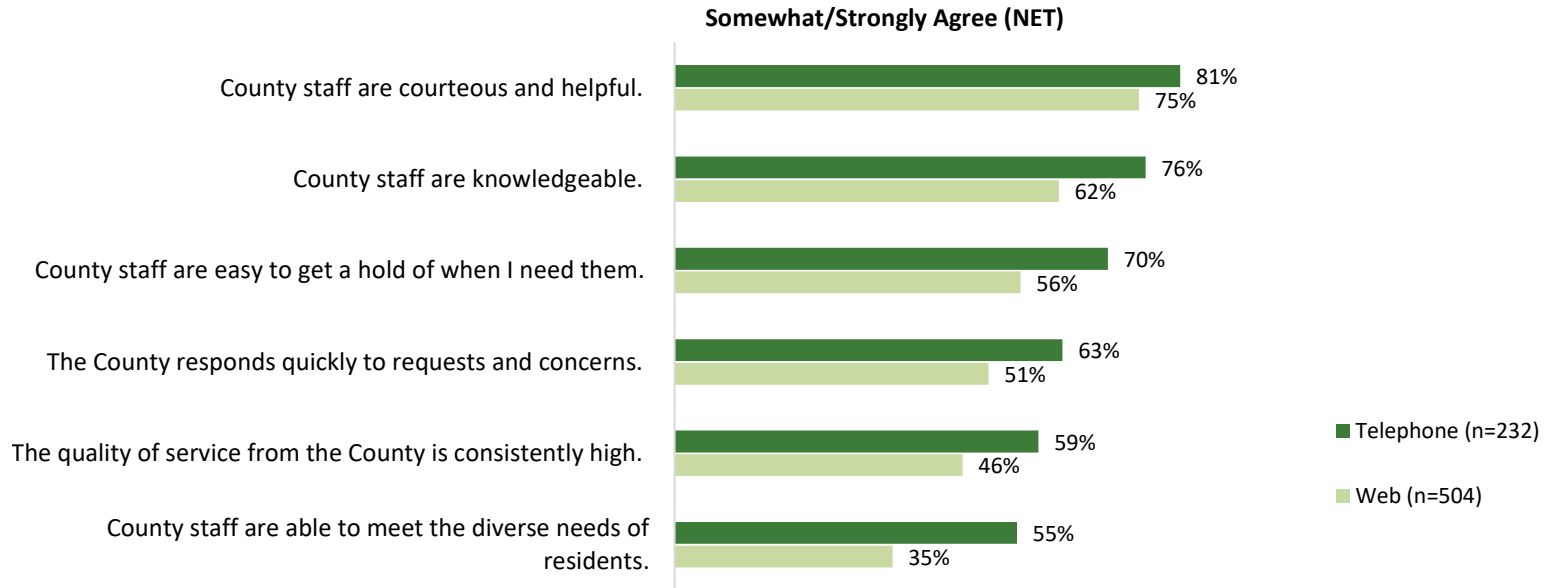
Satisfaction With Elected County Representatives by Data Collection Method



C2: Please rate your satisfaction with the elected County Council/Representatives. Base: All residents (n=1,540)

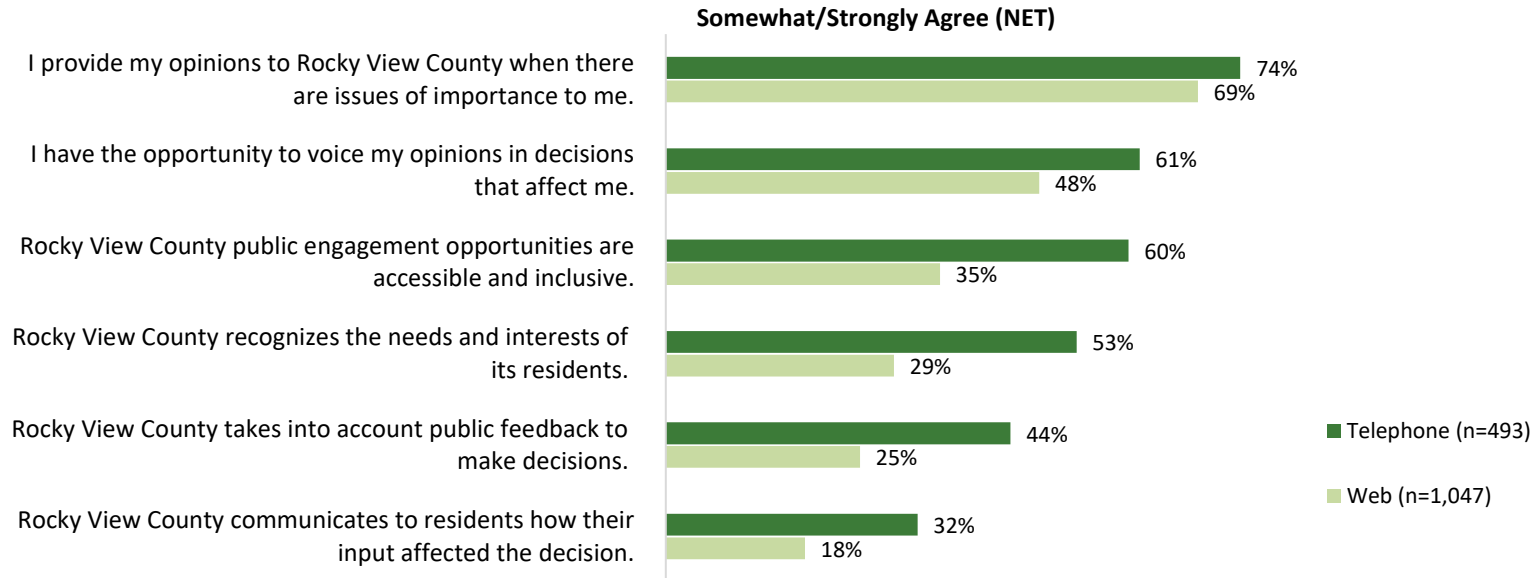
* Rounding

Perceptions on Rocky View County Staff by Data Collection Method



C7: Thinking about your personal dealings with Rocky View County staff, please rate your level of agreement with the following: Base: Those who interacted with the County in the last 12 months (n=736)

Rocky View County Public Engagement Perceptions by Data Collection Method



OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger MetriCX**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
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