

Report

Rocky View County Citizen's Perspectives

Citizen Satisfaction Survey



ROCKY VIEW
COUNTY

DATE 2024-12-04

Leger



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BACKGROUND AND METHODOLOGY

Research Need and Objectives



Research Need

Rocky View County last conducted a Citizen Satisfaction survey in 2022, with a pulse survey in 2023. The purpose of this research is to gather a current view of the County, citizens residing in it, and general attitudes and behaviours, tracking any significant changes. Refreshing what the County knows and understands about its residents in 2024 will better support 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 that all residents were provided the opportunity to complete the survey (online, telephone, paper) to ensure a large sample size was achieved to enable inferences to be drawn about the population.



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 2024 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 two 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 in their perceptions/responses.

METHOD



The citizen satisfaction survey was conducted online from February 20th to March 18th, 2024

- **Phase 1:** Mail-to-web online survey with Rocky View County residents
 - 18,579 survey invites were sent through mail
- **Phase 2:** Follow-up telephone survey with those who did not complete online
 - 9,721 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 20 minutes to complete. All data is combined for reporting purposes.



PARTICIPANTS

- n=1,307 Rocky View County residents completed the survey (n=858 completed the survey online and n=449 completed the survey through telephone)

BENCHMARKING

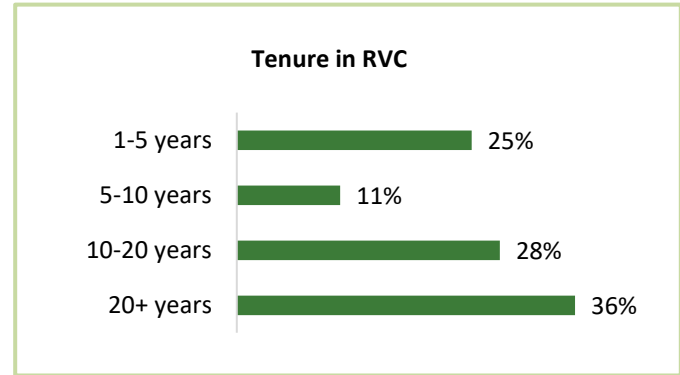
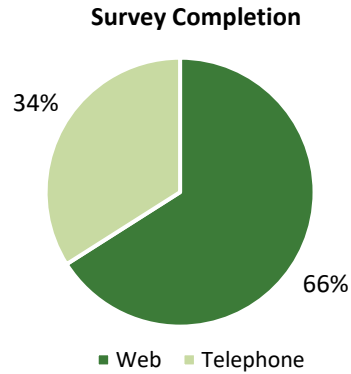
- To compare Rocky View County's citizen satisfaction to Alberta, a City Index for Canada was primarily used, along with a January 2024 Alberta Omni to capture comparable benchmarks, including overall satisfaction with quality of life, program and services satisfaction and resident perceptions of living in their county/city.



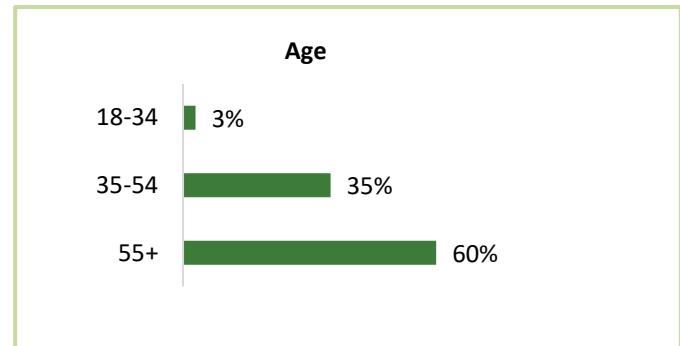
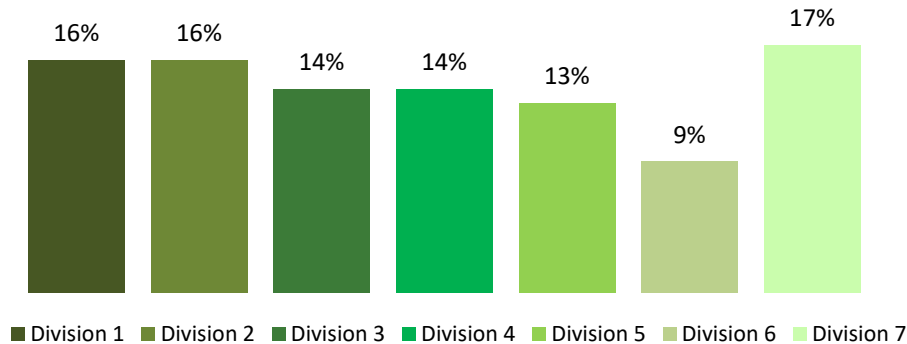
- No margin of error can be associated with a non-probability sample (direct mail in this case)
- If margin of error could be reported for this sample, it would be +/- 2.7%

Rocky View County Respondent Profile

97%
of respondents live in
and pay taxes to Rocky
View County



County Division





Strategic Insights



Satisfaction and Engagement

As a whole, **Rocky View County residents are satisfied and very engaged in the community**. Nine in ten (88%) feel they have a good **quality of life** and six in ten residents have had **contact with Rocky View County** staff and/or Council in the last 12 months and/ or **participated in some form of public engagement** in the past three years.

RVC residents would recommend Rocky View County as a **place to live** (79%), they are **proud to live in RVC** (76%), feel it is a great place to **raise a family** (76%) and that it is a **safe and secure** place (76%).

Looking at services and programs provided by RVC, satisfaction with **resources and communication has seen a significant improvement** since 2022. This improvement appears to be driven by increases in satisfaction with information provided by the county and public engagement opportunities.

Despite this positive outlook, residents seek more information and involvement, particularly concerning the County's future plans and development. Planning issues are a noted primary reason for interactions with Council, reflecting a desire for greater insight and transparency.

Although satisfaction with engagement and communication has increased, four in ten residents indicate they receive too little information provided by the County (six in ten receiving the right amount). Coupled with a noted higher incidence of engagement, when compared to the provincial average, indicates that residents desire more information.



Issues

There are **three top issues** of relevance for Rocky View County residents: a sense of **overdevelopment**, a concern about **planning policies** and a disconnect between **residents' feedback** and the County's actions. These issues are noted throughout the results.

Residents use words like **tranquil, beautiful, country** and **rural** to describe RVC. The **most important local issue** in RVC noted by residents is **overdevelopment / urban sprawl** from Calgary, which significantly increased from 2022. Increased communications on how the County **plans to manage development while preserving the rural lifestyle**, could help alleviate some concerns from residents on these matters.

A concern about planning policies and direction appears to be tied to overdevelopment, with four in ten residents citing they are dissatisfied with planning policies and services (*i.e., processing of land use re-zoning, subdivision and development permits*). Among those dissatisfied, the greatest proportion cite **concerns over planning for future growth** and **development and land use policies**. Residents also note overdevelopment and preserving country life as reasons for their dissatisfaction. With less than half of residents agreeing that RVC is planning for the future and citing the desire for more information on new developments and construction in the area, it appears residents have a desire for more information on these topics.

There appears to be a degree of **engagement disconnect** between the feedback residents provide and the County's actions. Three in ten agree the County takes public feedback into account when making decisions and that the County communicates how residents' input affects decisions made however, residents note **feeling unheard**. **Providing more transparency** on how feedback is used and how it impacts decisions could result in residents feeling their feedback is valued and that they are being heard.



Information

Rocky View County residents want and value information from the County. They want to see the County be **open and transparent with plans for the county** and for their **feedback to be valued** and considered. Contact with the County is also much higher than the provincial average (59% vs. 34%), suggesting residents are highly engaged. This is further supported by residents' desire for information on all aspects of the county (1% of residents citing being 'satisfied with the current information').

When looking at top issues that appear to be driving some of the dissatisfaction among residents it is clear that the County is working on some of these items, with great improvements in public engagement perceptions and communication services. However, residents continue to cite lower satisfaction with planning services and note concerns regarding development. Satisfaction could be improved by providing more information and engagements on these areas.

When it comes to sharing information, residents indicate a clear preference for **direct communication** (either by mail or billing inserts). While direct mail is cited as most preferred means of communication, there is still a place for other forms such as safe and sound email notification, websites and social media to aid in widespread communication and outreach.

When sharing more important information and updates with residents, the County may wish to consider forms of direct communication over other methods, to best reach and inform residents in a more personal and timely manner.



Summary of Conclusions

Summary of Conclusions

QUALITY OF LIFE

- Most residents (88%) feel they have a good/very good quality of life in Rocky View County and two-thirds (64%) indicate their quality of life has stayed the same within the past 3 years.
- Among those who feel their quality of life improved (11%), having a good lifestyle/country living was the top reason (21%). Among those who feel their quality has worsened, the top reason was overdevelopment/urban sprawl (32%). This has significantly increased since 2022, Preserving the feeling of country life and controlling development and how it is perceived will likely be important in the coming years to ensure residents' quality of life remains positive.
- 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.

PERCEPTIONS OF COUNTY AND COMMUNITY

- Resident perceptions of living in Rocky View County are quite positive, although there could be an opportunity for the County to inform the residents more of their plan for the future.
- A majority of residents would recommend Rocky View County as a place to live (79%) and are proud to live there (77%).
- Residents' agreement with RVC having a healthy local economy (61%) has improved since 2022, albeit a lesser majority compared to the other top perceptions. Perceptions of RVC's local economy could be influenced by residents' lesser agreement that RVC is planning for the future.

PROGRAMS AND SERVICES

- Residents' level of satisfaction with the services and programs provided by Rocky View County has decreased since 2022. Residents are most satisfied with the overall level (i.e., how frequently, service response time frame) of services and programs (64%), followed by the quality (50%) and the amount provided (50%).
- Satisfaction is lowest with planning services (40%), road maintenance (20%), and traffic enforcement (27%).
- The top reason for being dissatisfied with planning services is the planning for future growth and development/ land use policies (39%), this increased greatly since 2022, we see this trend throughout the report with residents speaking to a feeling of overdevelopment and the want to understand more about the plans for future growth and development.

KEY ISSUES AND IMPROVEMENTS

- Key issues that residents believe should receive the greatest attention are overdevelopment, issues with addressing crime and crime prevention and planning for future growth and development.

VALUE FOR TAX DOLLARS

- Residents have mixed feelings about the value they are receiving from their municipal property tax dollars, this is consistent with 2022. There appears to be an opportunity to convince those who are neutral (31%) to feel more positive.
- Just under four in ten feel they are getting good value (38%), while 30% feel they are getting poor value.

Summary of Conclusions CONTINUED

INFORMATION AND COMMUNICATIONS

- RVC's communication has improved since 2022, more residents feel they get just the right amount of information (58%). RVC appears to be heading in the right direction and should continue to inform and share plans with residents, providing too much information, rather than too little, will likely keep residents happy.
- Ensuring information is available and easily accessible for new developments and construction in the area (87%), County service updates (78%), and Council decisions and meeting updates (76%), is recommended as these are the most important types of information to residents.
- Having both online and offline forms of communication is critical as one quarter (24%) of residents report having poor/very poor internet access.

RESIDENT ENGAGEMENT

- Since 2022, there have been improvements in public engagement perceptions among residents. Residents remain in agreement that they do provide feedback when there are issues (72%) and over half, agree they can voice their opinions (56%).
- Six in ten 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.
- Residents feel unheard, they are providing feedback but only around three in ten agree the County takes public feedback into account when making decisions (36%) and that the County communicates how resident's input affects decisions made (28%).

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.
- Half of residents feel they have a good/very good understanding of the roles and responsibilities of elected council employees (51%) and county representatives (50%).
- Interaction with county staff is high in RVC (59%), with planning concerns being the most common reason for their interaction (33%), followed by permits and inspections (30%).
- Four in ten (42%) residents are unsure if the council is moving in the right direction, suggesting the County could benefit from better communication on their short- and long-term plans for the county

BENCHMARKS TO ALBERTA

- Rocky View County are above the Alberta benchmarks in most areas, including quality of life and overall quality of programs and services and many more.
- RVC are on par with public engagement opportunities and below for Bylaw enforcements, planning services, fire services and value for taxation.

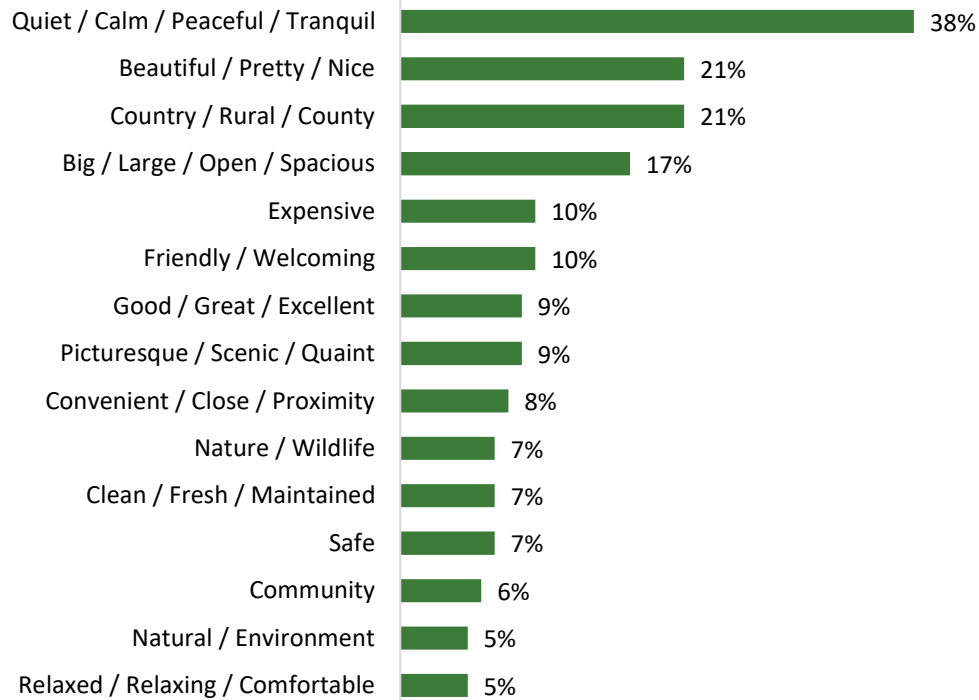


DETAILED RESULTS



QUALITY OF LIFE

Words That Describe Rocky View County

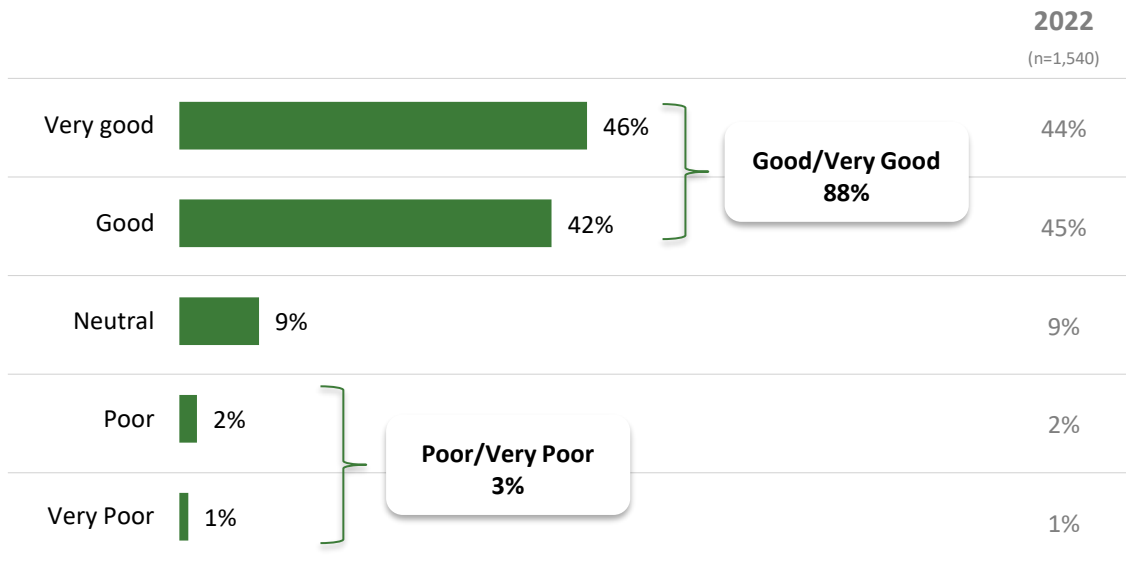


Residents positively describe life in Rocky View County. With nearly four in ten using words like peaceful, tranquil and calm.

Expensive was noted by one in ten residents and was the only clear “negative” word used to describe RVC (5% or above).

A0: What three words do you think best describe Rocky View County as a place to live overall? Base: All residents (n=1,307)
 New Question in 2024
 *Note responses 5% and greater are shown.

Overall Quality of Life in Rocky View County

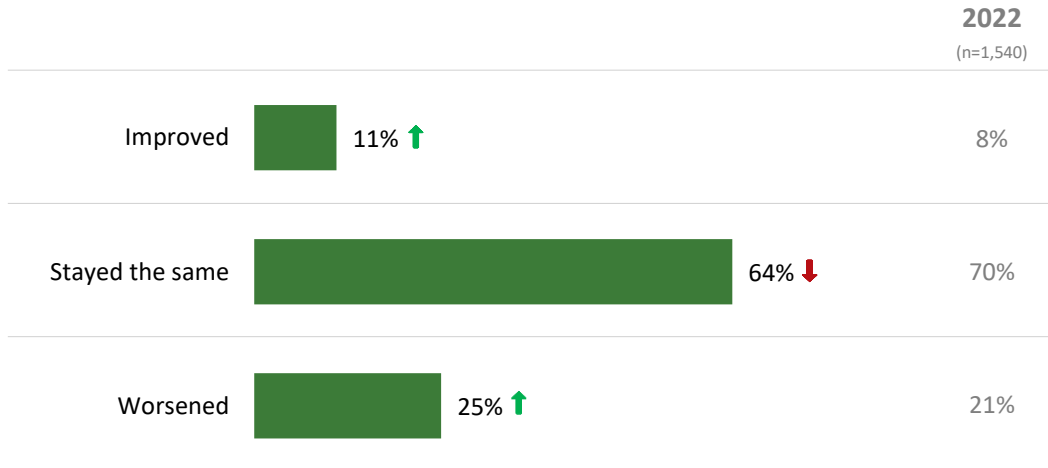


Alberta Benchmark

Overall, most residents feel they have a good/very good quality of life in Rocky View County. Consistent with 2022 results and in line with the Alberta benchmark.

Very few residents note their quality of life is poor/very poor.

Changes to Quality of Life in the Past Three Years



While two thirds of residents indicate their quality of life has stayed the same within the past 3-years, a decrease since 2022, there has been an increase in those who feel their quality of life has worsened.

Reasons for Improved Quality of Life

		2022 (n=126)
Community Atmosphere (NET)	46%	38%
Good lifestyle/Country living	21%	25%
Parks/Walkways/Recreation	10%	8%
Satisfied with quality of life	9% ↑	2%
Friendly people/Family oriented	8%	3%
Maintenance and Infrastructure (NET)	34%	40%
Infrastructure improvements	16%	17%
Good road maintenance	7%	12%
Developments/Growing community	7%	9%
Larger lots sizes available / More space	7% ↑	-
Amenities and Services (NET)	25%	33%
More amenities (e.g. shopping, restaurants)	10%	16%
Access to services (unspecified)	6%	3%
Good schools	5%	2%
Less crime	3%	2%
Access to services (eg. water, sewer, natural gas)	3%	8%
Rocky View Council (NET)	16%	9%
Council is effective	7%	6%
Affordable taxes	5%	3%
Collaboration between municipal officials & residents	4% ↑	-

Mentions related to community atmosphere and maintenance and infrastructure are the main reasons cited by residents for their improved quality of life.

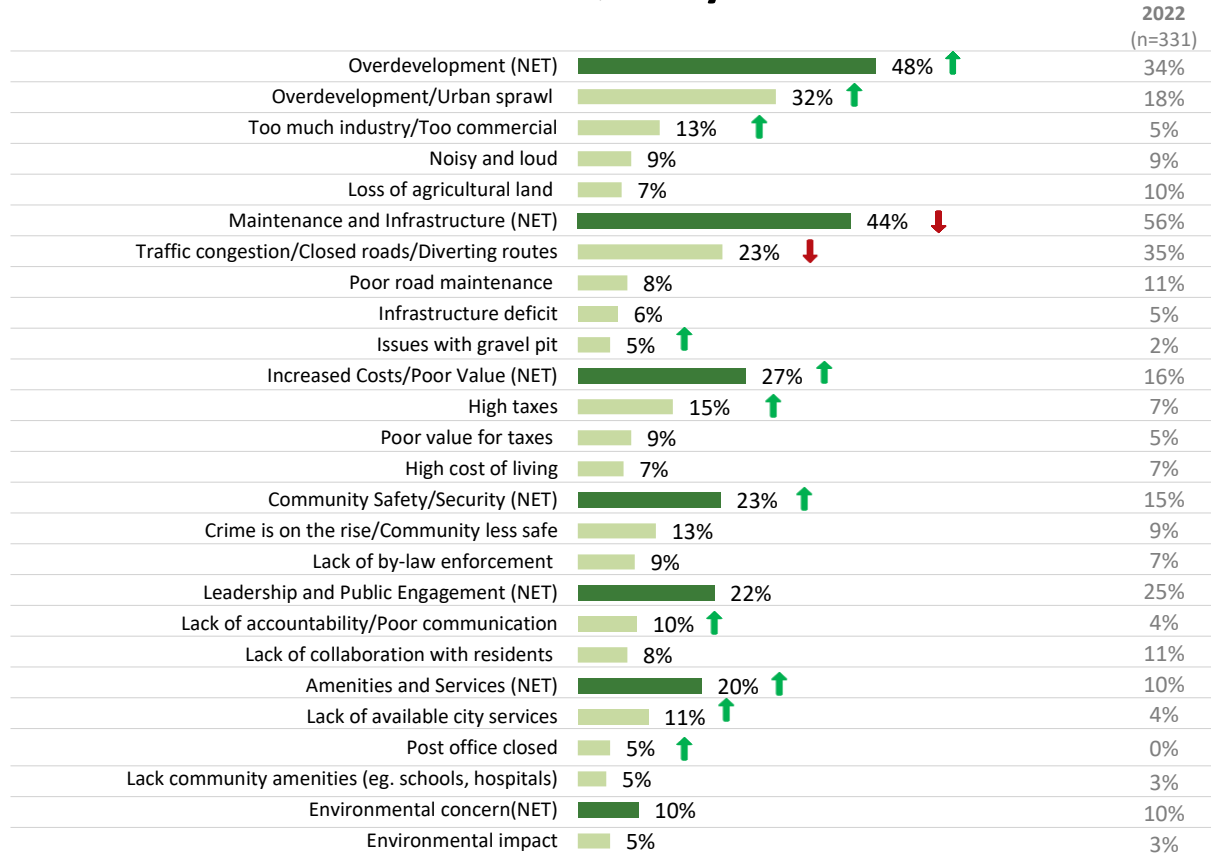
Individual reasons of particular importance for an improved quality of life, are a good lifestyle/country living and infrastructure improvements. Consistent with 2022 results.

Satisfaction with quality of life, larger lots size available, and collaboration between municipal officials have increased their impact to improve quality of life in 2024.

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=143)
 Total responses 2% or less not shown
 Don't know/Prefer not to answer not shown

↑↓ Statistically significantly higher/lower than previous wave.

Reasons for Worsened Quality of Life



There were a lot of changes in the reasons residents give for why their quality of life has worsened in the last three years compared to 2022.

Increased feelings of overdevelopment and all its associated effects appear to be becoming the top issue for residents (NET), followed by maintenance and infrastructure (NET).

Overdevelopment/urban sprawl saw a significant increase this year (+14 p.p.), while the issue of traffic congestion decreased (-12 p.p.), although it remains a top individual reason for a worse quality of life.

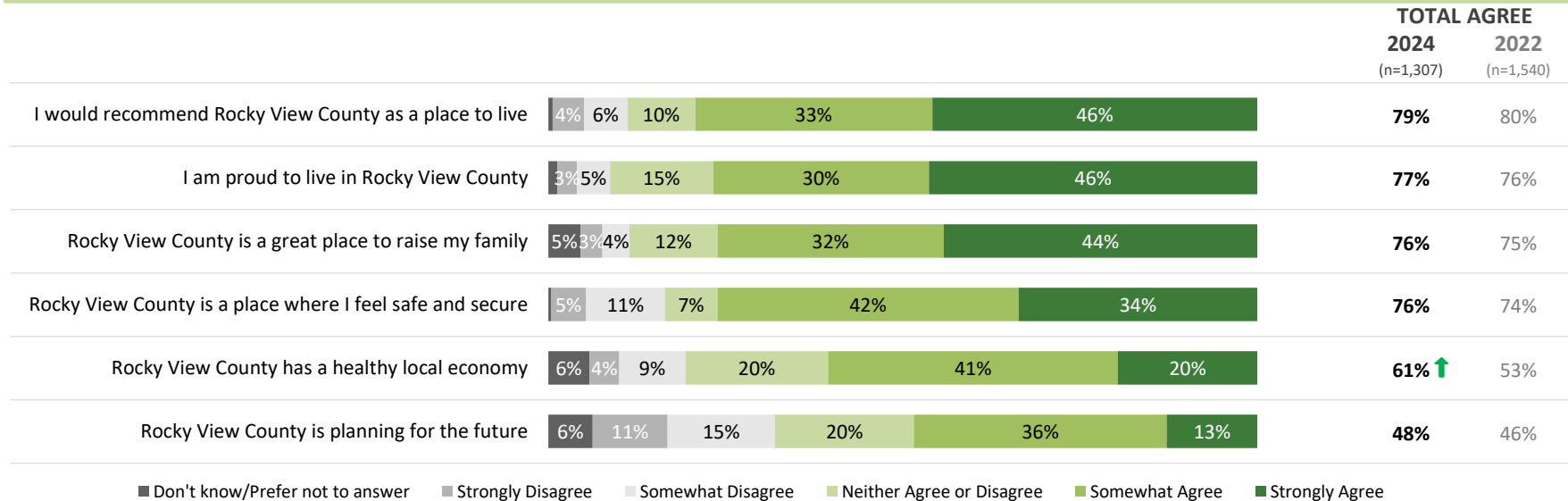
A4: Why do you think your quality of life has worsened? Base: Residents whose quality of life worsened in the last three years (n=326)
Total responses 4% or less and other not shown

Statistically significantly higher/lower than previous wave.

Resident Perceptions on Living in Rocky View County

Overall, resident perceptions of living in Rocky View County are quite positive. A majority of residents would “recommend Rocky View County as a place to live” and are “proud to live there”.

However, according to residents’ perceptions, there is an opportunity to plan more for the future with less than half agreeing that Rocky View County is “planning for the future”. Residents' agreement with RVC having a healthy local economy has improved since 2022, albeit a lesser majority compared to the other top perceptions. Perceptions of RVC’s local economy could be influenced by residents’ lesser agreement that RVC is planning for the future.



A5: Please indicate your level of agreement with the following statements. Base: All residents (n=1,307)
 Responses less than 2% or less not labelled

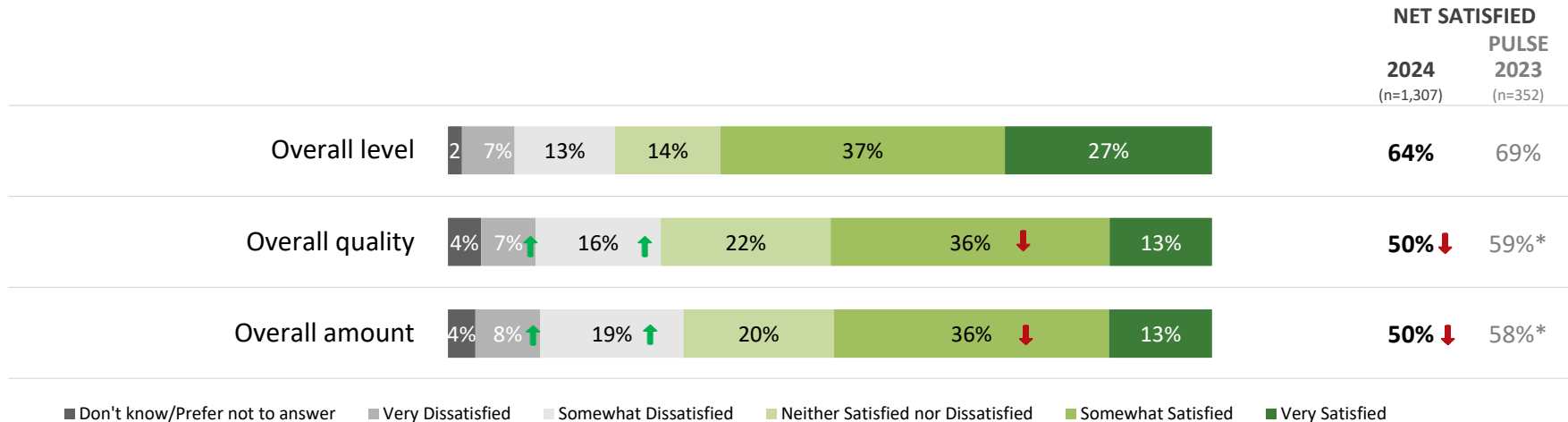
Statistically significantly higher/lower than previous wave.



PROGRAMS AND SERVICES

Overall Satisfaction with Services and Programs in Rocky View County

Overall, residents' level of satisfaction with the services and programs provided by Rocky View County has decreased since 2023. Residents are most satisfied with the overall level (i.e., how frequently, service response time frame) of services and programs, followed by the quality and amount provided.



B1A: How satisfied are you with the OVERALL amount (i.e., how many) of services and programs provided by Rocky View County?

B1B: How satisfied are you with the OVERALL quality of services and programs provided by Rocky View County?

B1C: How satisfied are you with the OVERALL level (i.e., how frequently, service response time frame) of services and programs provided by Rocky View County?

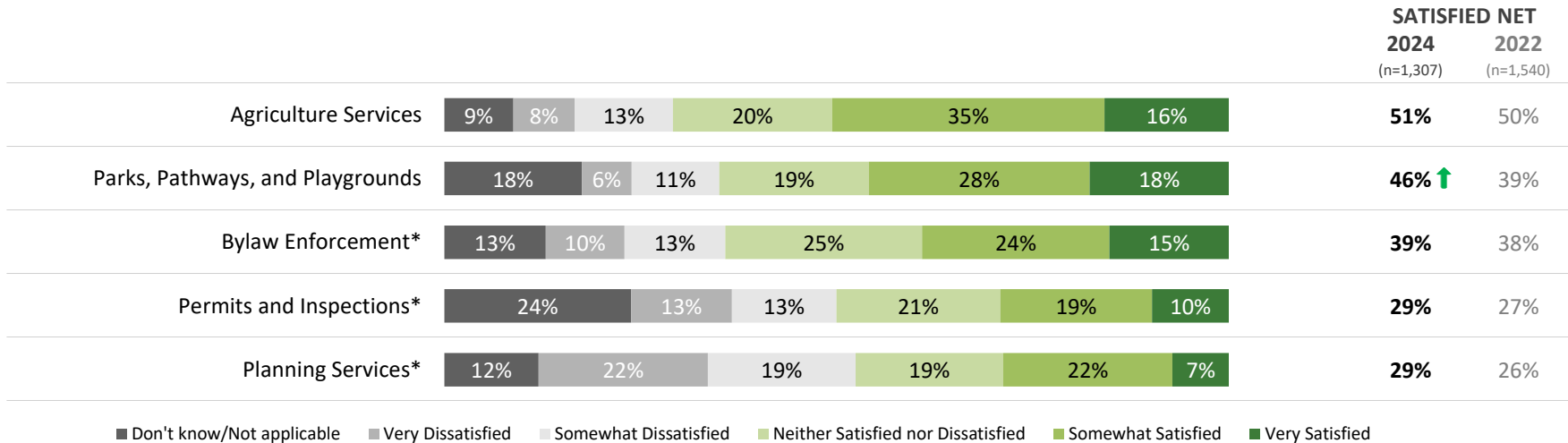
Base: Rocky View County Residents (n=1,307)

*Indicates rounding.

↑↓ Statistically significantly higher/lower than previous wave.

Satisfaction with Environmental Services and Programs Provided by Rocky View County

Overall, residents' satisfaction with environmental services and programs is low with most services reporting less than 50% satisfaction. Services and programs with the highest satisfaction are agriculture services, parks, pathways, and playgrounds (significant increase from 2022), and bylaw enforcement. Satisfaction continues to be low with permits and inspections and planning services.



B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County.

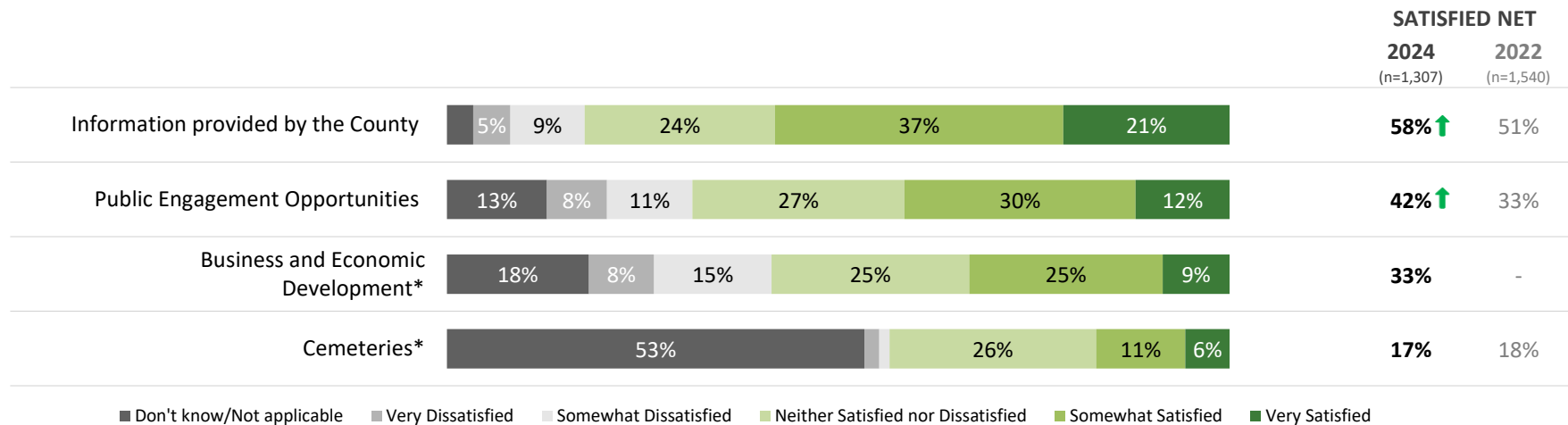
Base: All residents (n=1,307)

*Wording change from 2022 to 2024

↑↓ Statistically significantly higher/lower than previous wave.

Satisfaction with Resource and Communication Services Provided by Rocky View County

Satisfaction with resource and communication services have improved since 2022. Residents are most satisfied with information provided by the County, followed by public engagement opportunities and business and economic development.

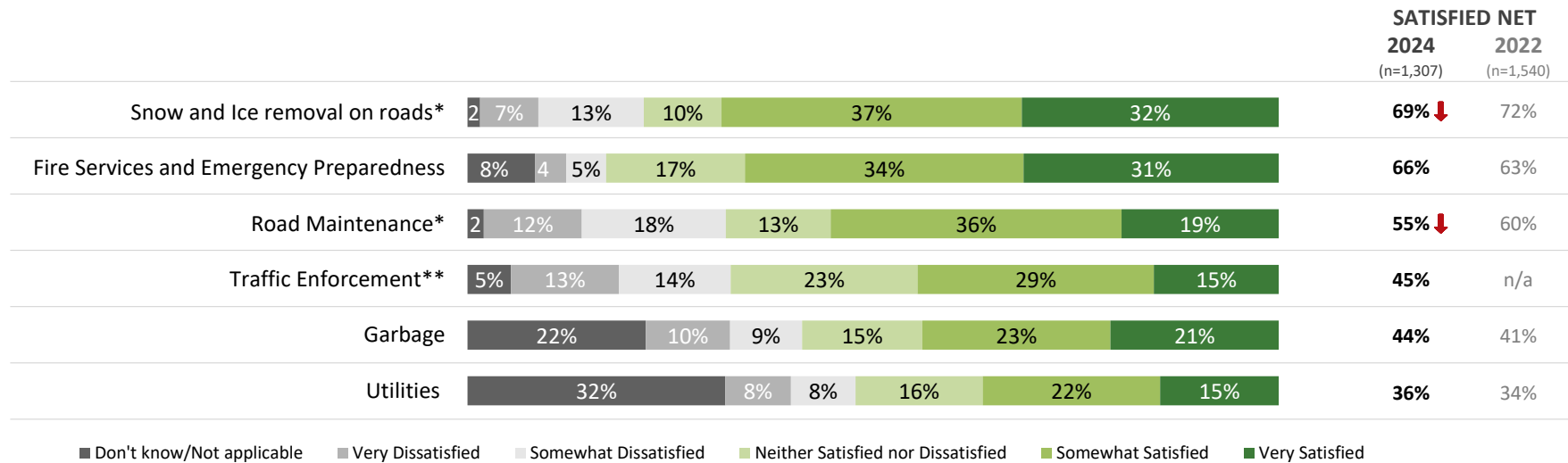


B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County.
 Base: All residents (n=1,307)
 Responses 2% or less not labelled
 *Wording change from 2022 to 2024 ** tracking unavailable due to wording change (previously supports for business)

↑↓ Statistically significantly higher/lower than previous wave.

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

Satisfaction levels with some community services and programs are higher compared to others (e.g., environmental, communications, etc.). Those with particularly high satisfaction are snow and ice removal (decreased from 2022), fire services and emergency preparedness, and road maintenance (decreased from 2022). Traffic enforcement, garbage and utilities record 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=1,307)

*Wording change from 2022 to 2024, ** New in 2024

↑↓ Statistically significantly higher/lower than previous wave.

Key Driver Analysis

Overall, residents' level of satisfaction with the services and programs provided by Rocky View County has decreased since 2022. Residents are most satisfied with the overall level (i.e., how frequently, service response time frame) of services and programs, followed by the quality and amount provided.

To shed light on drivers of resident satisfaction with the overall level, quality, and amount of County services and programs, respectively, a key driver analysis (KDA) based on the ordered logit regression model was conducted for each area.

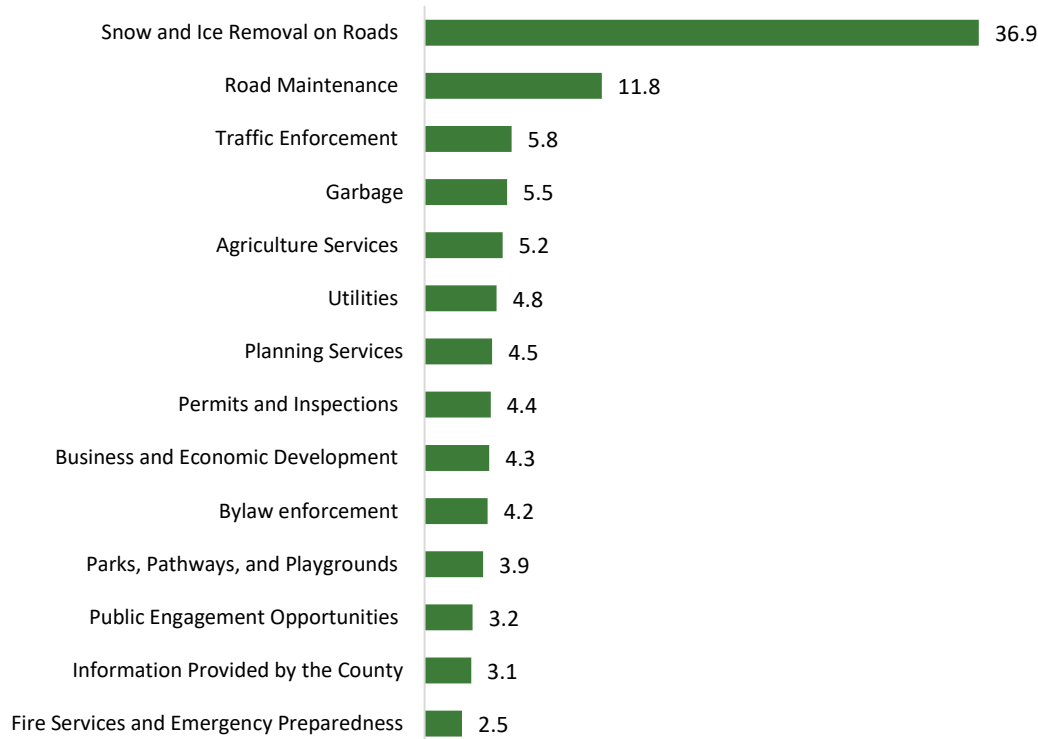
The KDA results provide relative importance scores derived through regression analysis. They provide the best discrimination across attributes by highlighting the most impactful factors (i.e., top satisfaction drivers) on overall satisfaction and determining which attributes are driving satisfaction more than others. The analysis helps identify the features that have the most influence on each aspect of services; information that can help provide insight into which features may help guide future planning and community initiatives.

Key Drivers of Level of Services and Programs

(i.e., how frequently, service response time frame)

Drivers of satisfaction with the overall level of services and programs

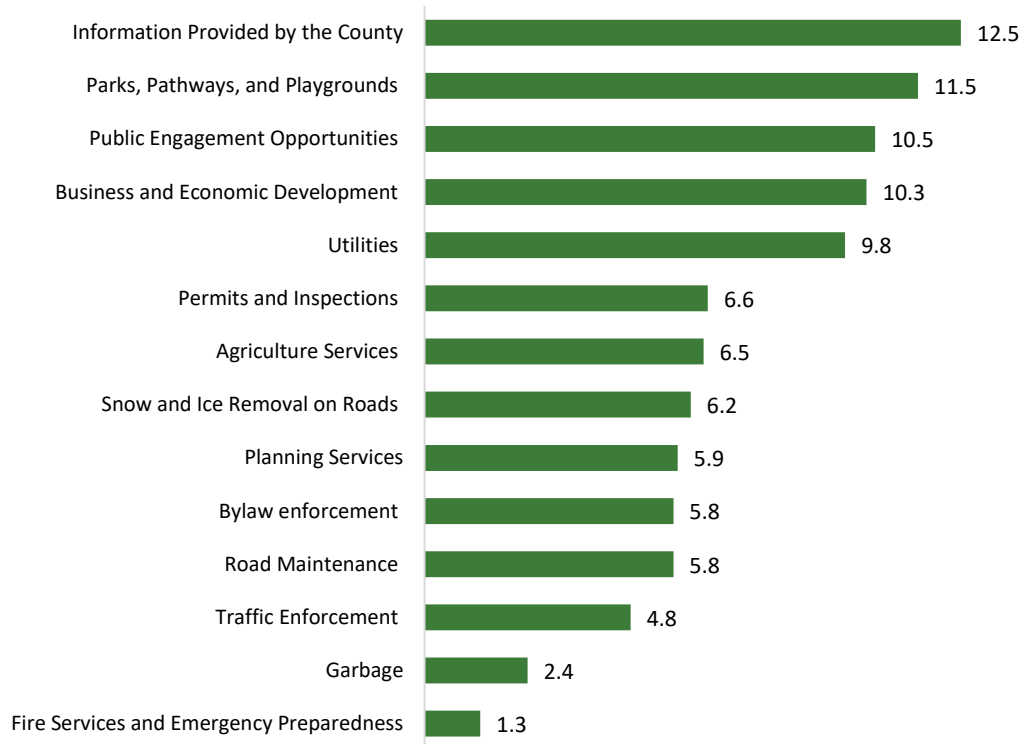
(% indicates estimated importance of each attribute to satisfaction with service level)



Satisfaction with the overall level of services in Rocky View County is primarily influenced by ratings on snow and ice removal on roads. Results of the key driver analysis suggest that changes to this factor will have the largest impact on resident's satisfaction with level of services and programs in the County

Key Drivers of Quality of Services and Programs

Drivers of satisfaction with the overall quality of services and programs
 (% indicates estimated importance of each attribute to satisfaction with service quality)

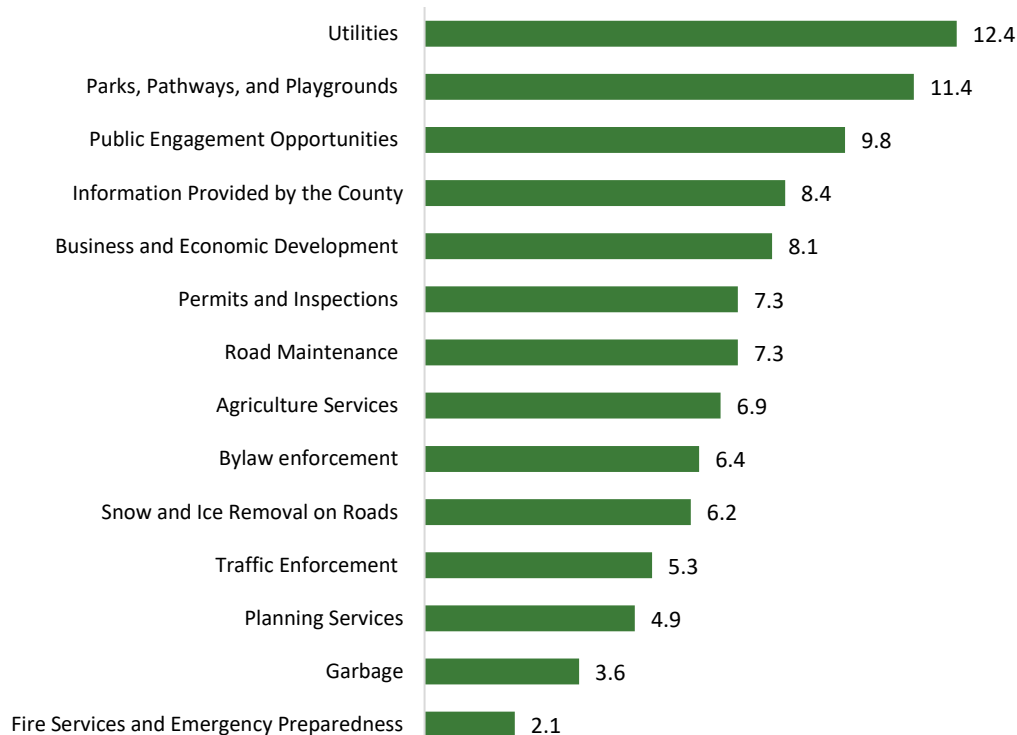


Satisfaction with the overall quality of services in Rocky View County is primarily influenced by ratings on information provided by the County, parks, pathways and playgrounds and public engagement opportunities. Results of the key driver analysis suggest that changes to these three factors will have the largest impact on resident's satisfaction with the quality of services and programs in the County.

Key Drivers of Amount of Service in Rocky View County

(i.e., how many)

Drivers of satisfaction with the overall amount of services and programs
 (% indicates estimated importance of each attribute to satisfaction with service amount)



Satisfaction with the overall amount of services in Rocky View County is primarily influenced by ratings on utilities, parks, pathways and playgrounds and public engagement opportunities. Results of the key driver analysis suggest that changes to these three factors will have the largest impact on resident's satisfaction of quality of services and programs in the County.

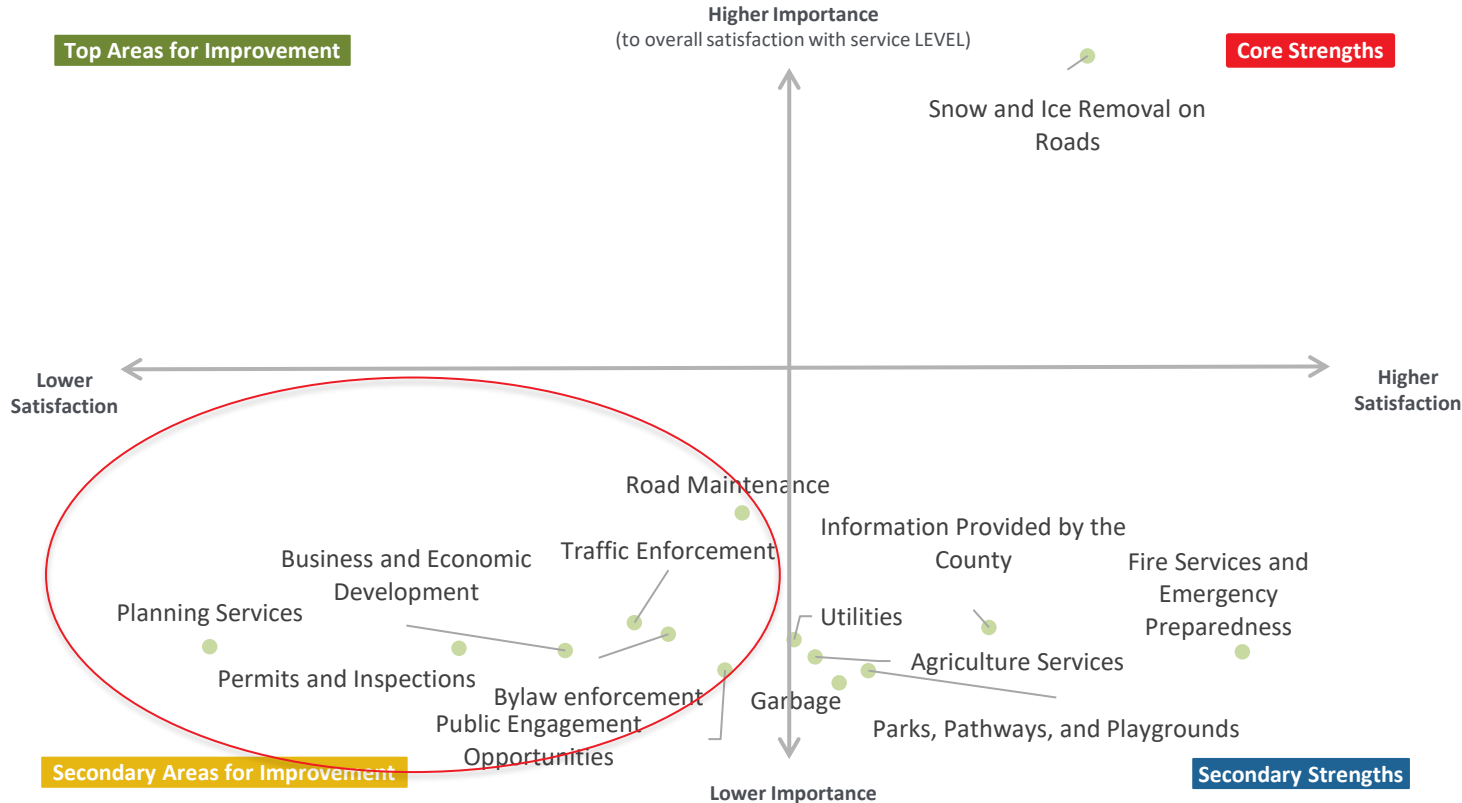
Key Driver Plot and Opportunity Grid

A key driver plot relates the resident's importance of an attribute (y-axis – derived from the key driver analysis) with performance in this same area (x-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 - Overall Level

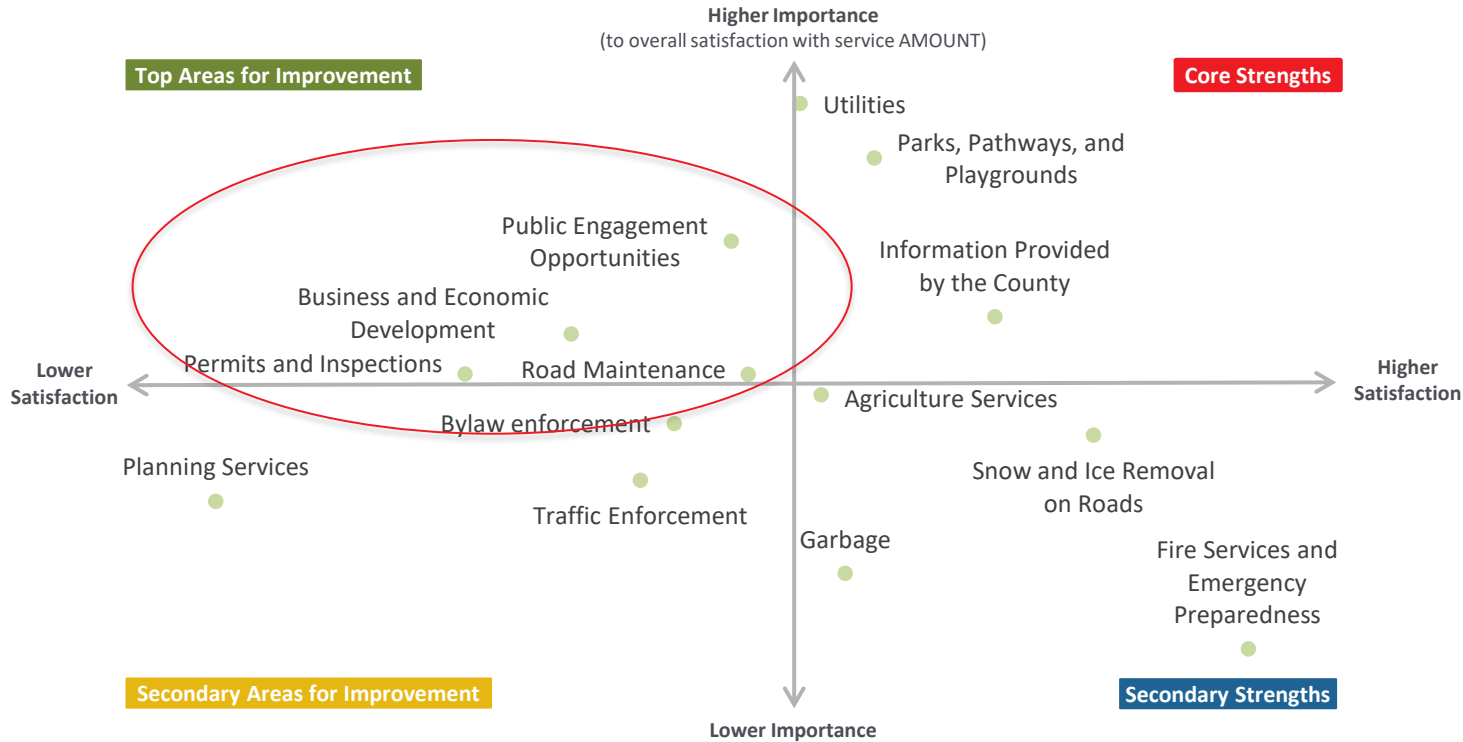


There are no top areas for improvement for Rocky View County, as there are no areas of high importance on which the County is performing below average.

The key area to maintain focus on is snow and ice removal on roads.

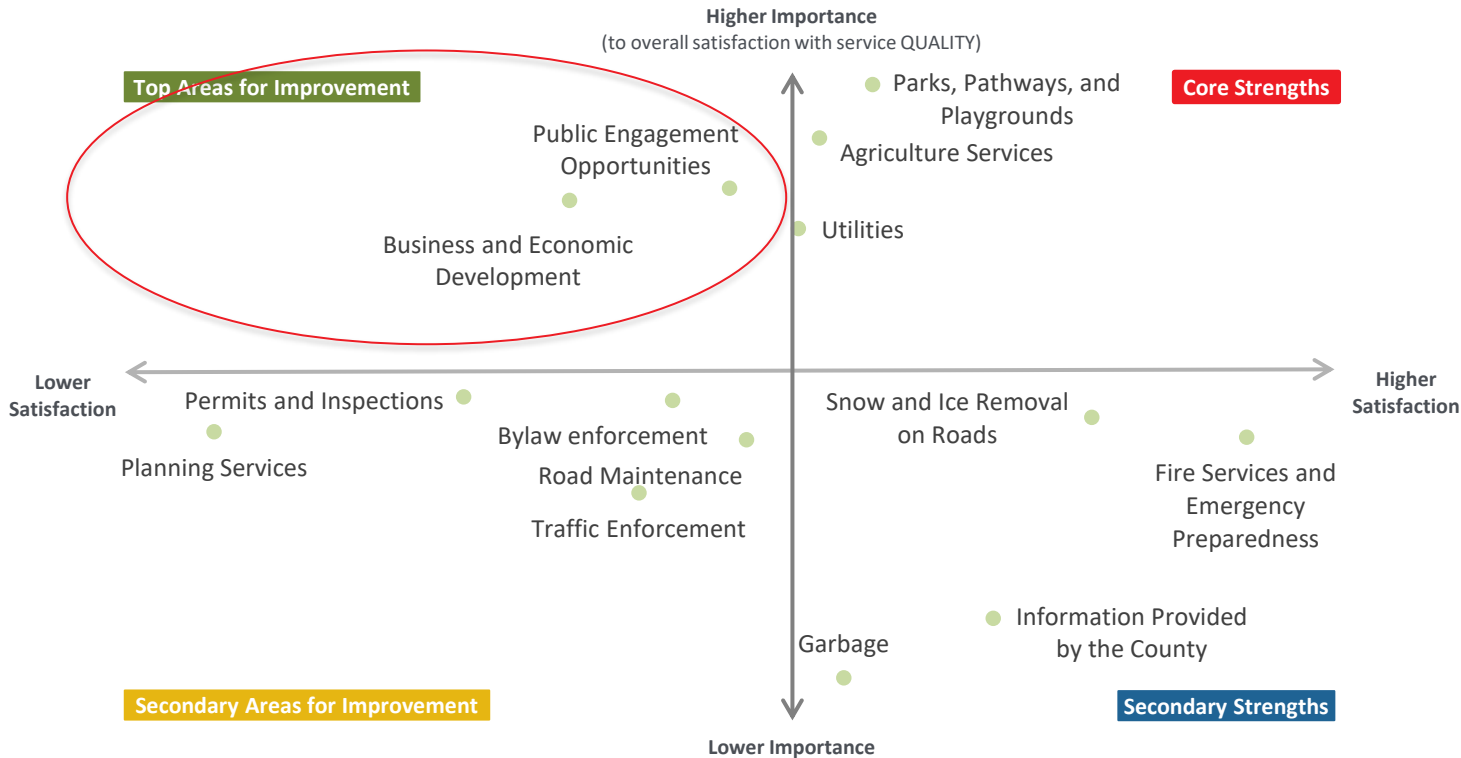
Along with the focus on snow and ice removal there are secondary areas in which the County could look to further improve residents' satisfaction with the level of services and programs provided.

Key Driver Plot and Opportunity Grid - Overall Amount













Public engagement opportunities, business and economic development, permits and inspection and road maintenance are top areas for improvement for Rocky View County, as these are areas of high importance for the overall amount of services and have low levels of satisfaction.

Key Driver Plot and Opportunity Grid - Overall Quality



Public engagement opportunities and business and economic development are top areas for improvement for Rocky View County, as these are areas of high importance for overall quality of services and have low levels of satisfaction.

Resident Dissatisfaction with Programs and Services Provided by Rocky View County

Top 10 Programs and Services Residents are Dissatisfied With		2022 (n=1,540)
Planning Services*	 40% ↓	46%
Road Maintenance*	 30% ↑	26%
Traffic Enforcement**	 27%	n/a
Permits and Inspections*	 26%	25%
Business and Economic Development*	 23% ↑	10%
Bylaw enforcement*	 23% ↑	17%
Agriculture Services	 20%	21%
Snow and Ice Removal on Roads	 20% ↑	17%
Garbage	 19% ↓	25%
Public Engagement Opportunities	 19%	21%

There has been some movement in the top 10 programs and services residents are dissatisfied with in 2024.

Overall, residents remain most dissatisfied with planning services provided by RVC, which include land use, development, redesignation and subdivision.

Level of dissatisfaction has increased for road maintenance, business and economic development, bylaw enforcement and snow and ice removal on roads. The Country should be mindful of these service while also keeping planning services as a top priority.

B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. Base: All residents (n=1,307)

Top ten dissatisfied responses shown

*Wording change from 2022 to 2024, ** New in 2024

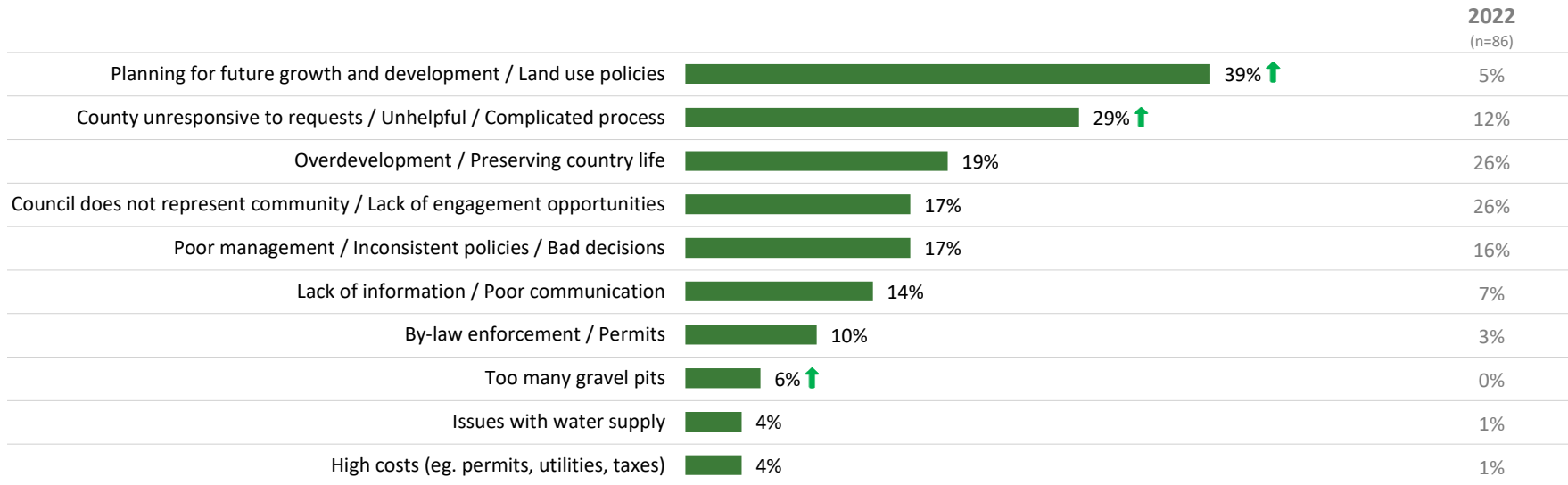
↑↓ Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Planning Services*

(i.e., processing of land use re-zoning, subdivision and development permits)

The top reason for being dissatisfied with planning services is the planning for future growth and development/ land use policies, this increased greatly since 2022. We see this trend throughout the report with residents speaking to a feeling of overdevelopment and the want to understand more about the plans for future growth and development.

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



B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with Planning services (n=72)

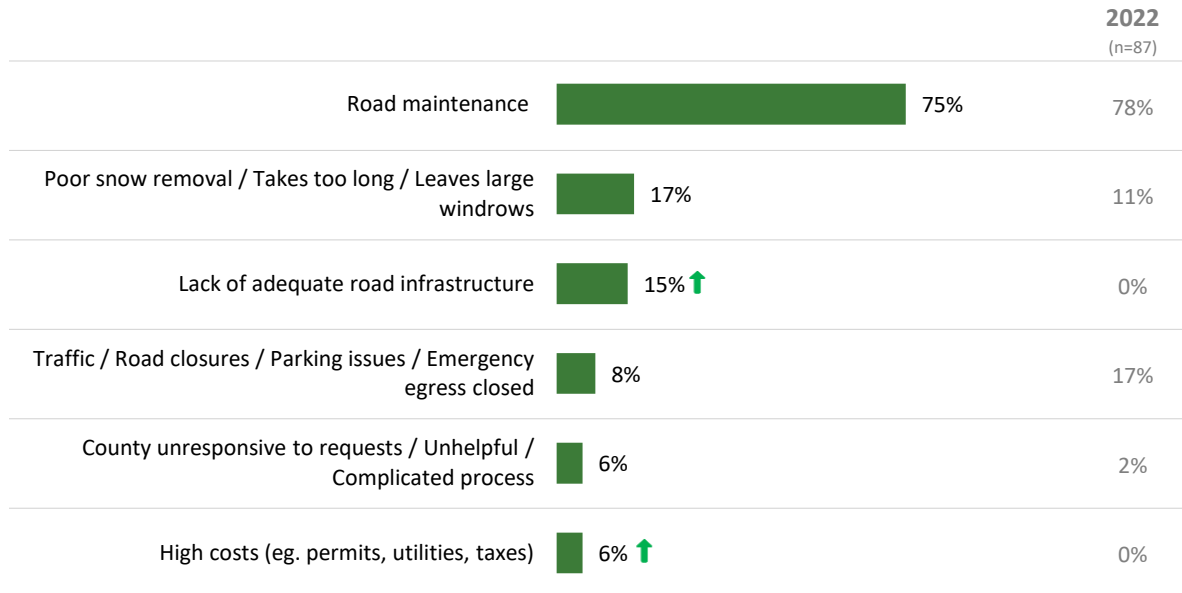
Responses 3% or less not shown

*Wording change from 2022 to 2024

↑↓ Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Road Maintenance*

(e.g., grading, pot holes, lighting)



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

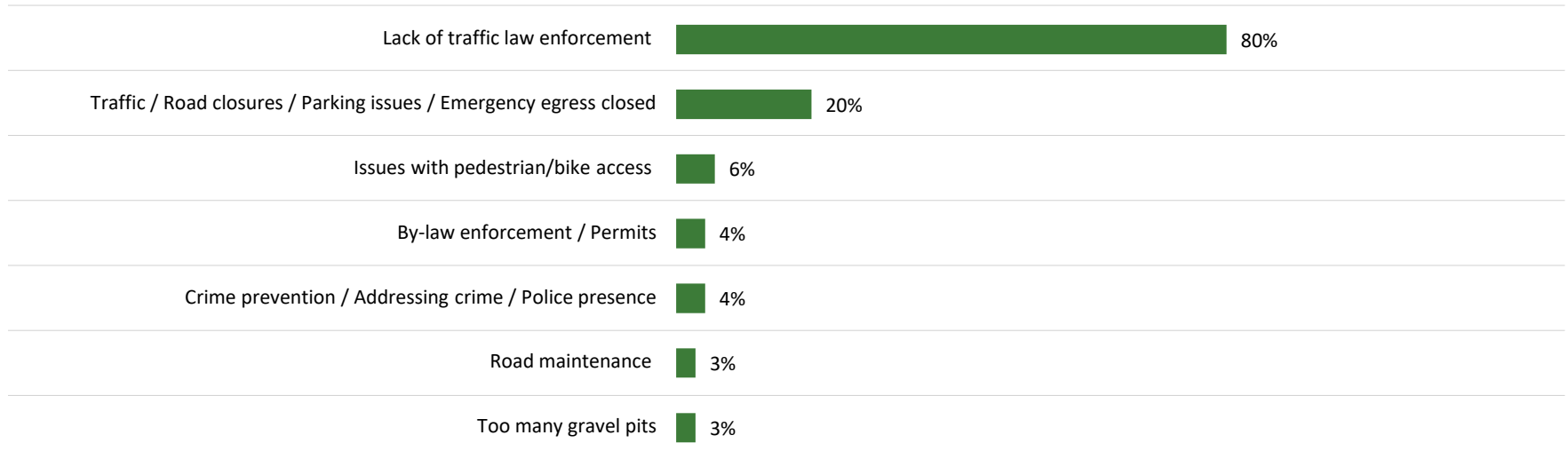
B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with Road Maintenance services (n=72)
 Responses 4% or less not shown
 *Wording change from 2022 to 2024

Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Traffic Enforcement**

(i.e., speed, commercial vehicles, distracted driving)

A large majority of residents who are dissatisfied with traffic enforcement cite a general lack of traffic law enforcement with residents calling for more control over speeding, and enforcement to help control the issue. Additional speeding signs and bumps were suggested.



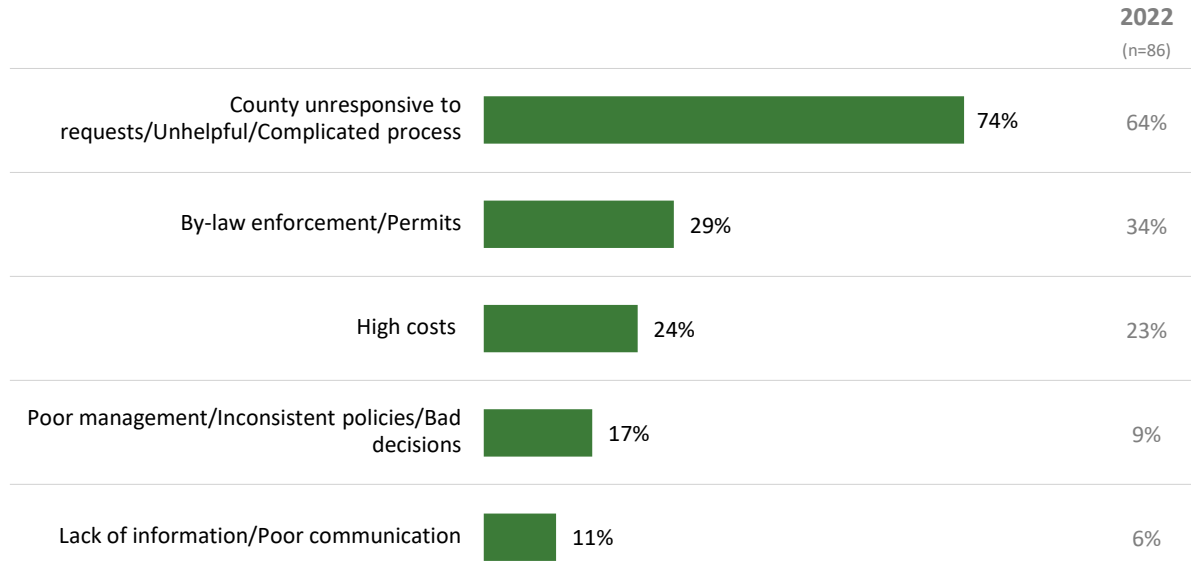
B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with Traffic Enforcement services (n=71)

Responses 2% or less not shown

** New in 2024

Reasons for Dissatisfaction with Permits and Inspections*

(i.e., building permits & inspections, sub-trade permits & inspections)



A majority of residents who are dissatisfied with permits and inspections indicate that it is due to the County's unresponsiveness to requests, unhelpfulness, and a complicated process. Other reasons driving dissatisfaction include a lack of by-law enforcement/permits, and high costs for permits, utilities, and taxes.

B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with services (n=72)

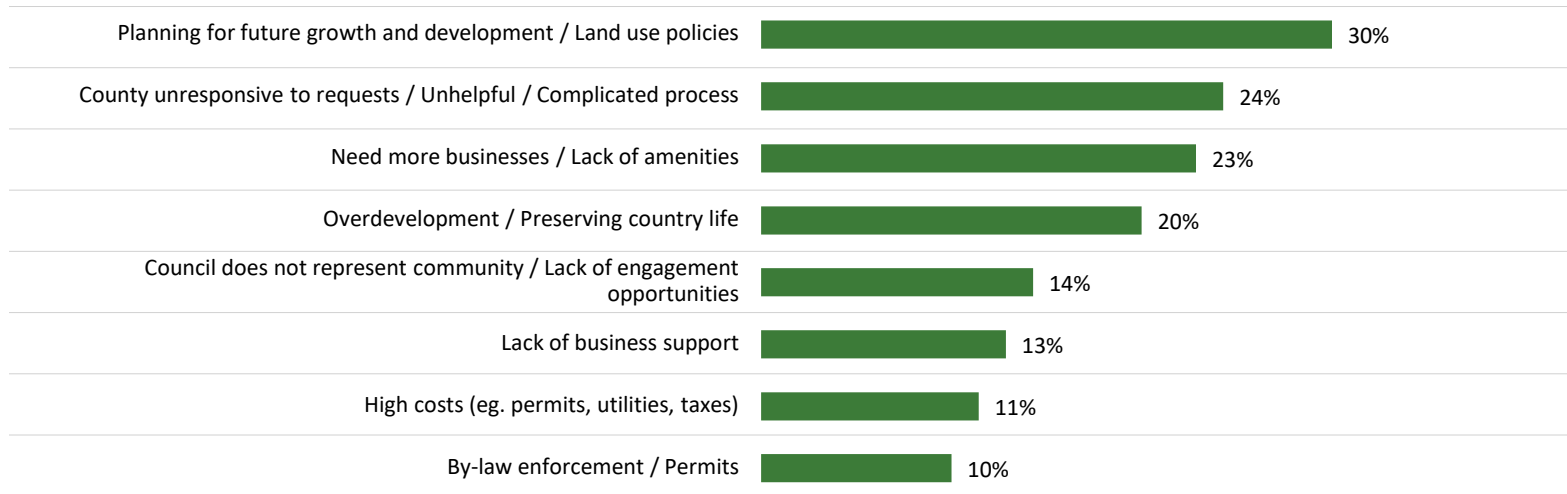
Responses 2% or less not shown

*Wording change from 2022 to 2024

↑↓ Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Business and Economic Development*

Residents have many reasons for dissatisfaction with business and economic development services in RVC, the top reason is planning for future growth and development, followed by the county’s unresponsiveness to requests.



B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with Business and Economic Development services (n=71)

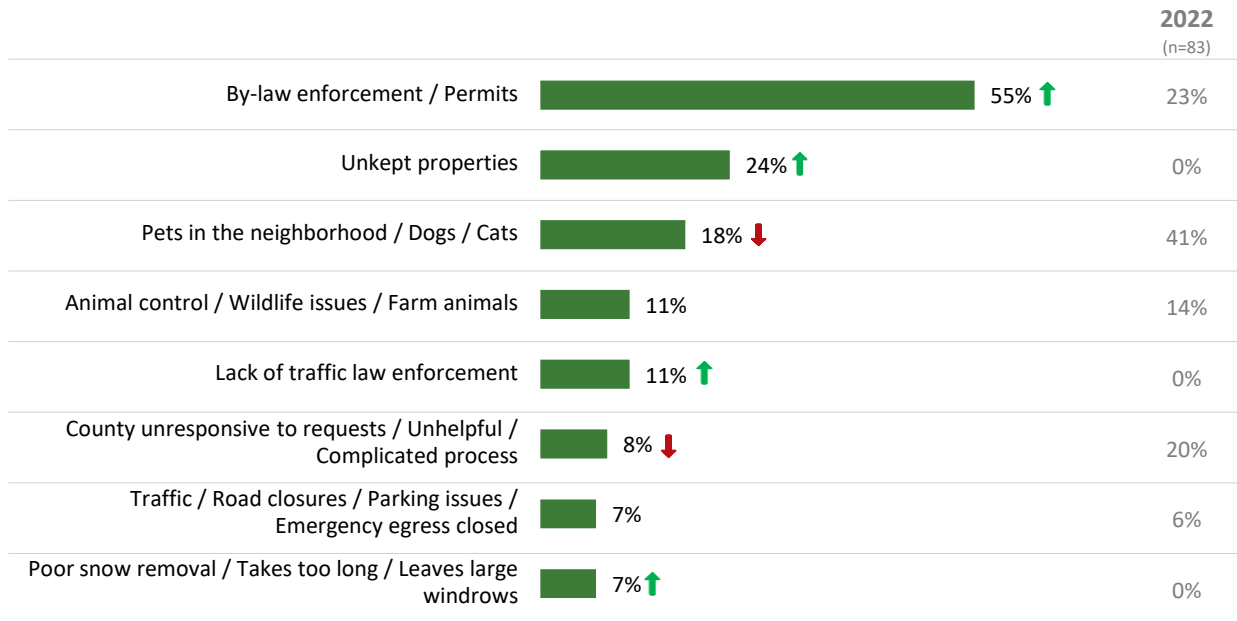
Responses 9% or less not shown

*Tracking unavailable due to wording change (previously supports for business)

Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Bylaw Enforcement*

(i.e., noise, nuisance and unsightly premises) and animal control



The main reason for dissatisfaction with Bylaw enforcement and animal control is general bylaw enforcement issues and permits, a new mention in 2024 is the issue of unkept properties, with nearly one-quarter of dissatisfied residents citing this response.

B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with Bylaw Enforcement services (n=71)

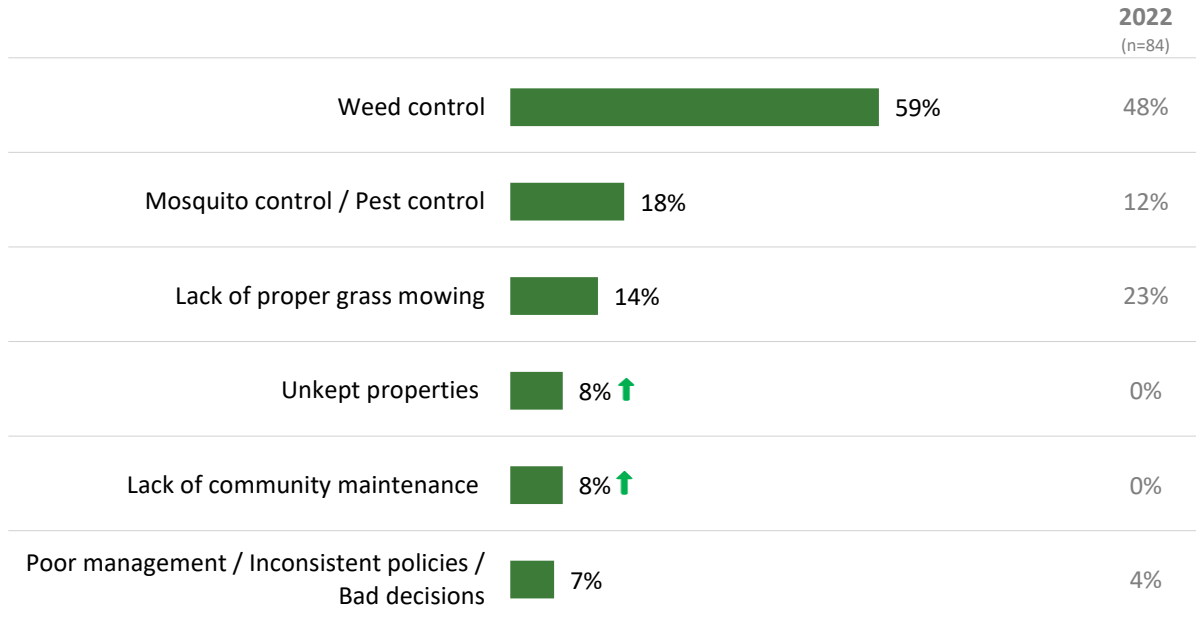
Responses 6% or less not shown

*Wording change from 2022 to 2024

↑↓ Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Agriculture Services

(i.e., weed control, roadside mowing, pest prevention)



Weed control is the main reason residents are dissatisfied with agriculture services.

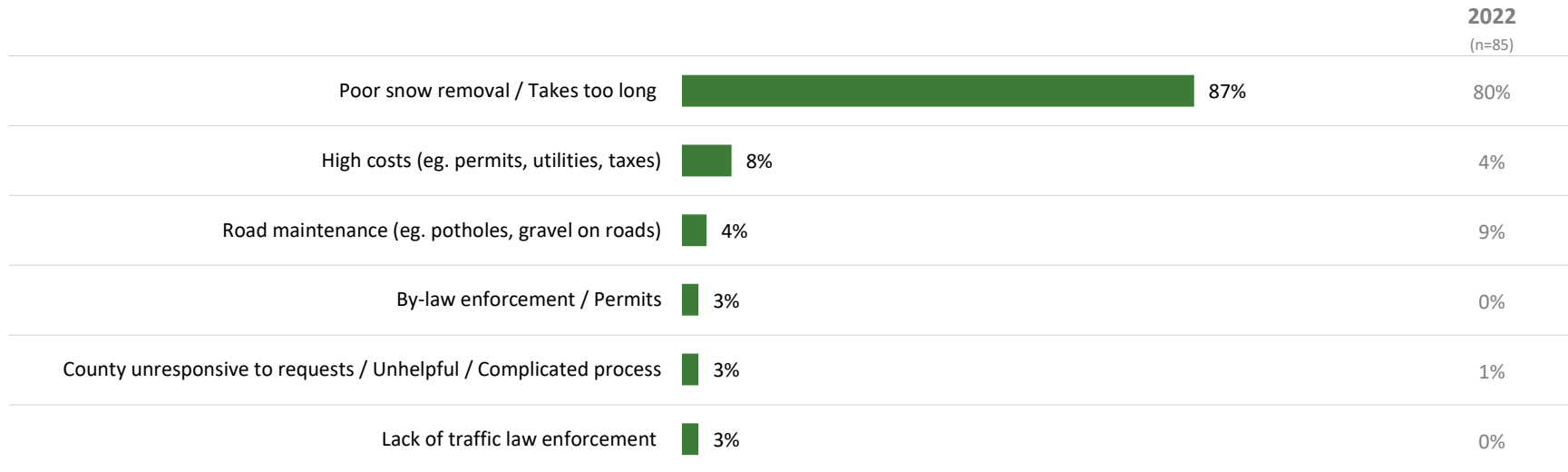
Dissatisfaction with weed control is primarily linked to a lack of weed control on roadsides, parks/green space, and an inconsistency with enforced weed control on private land. Residents specifically mention thistles as their main weed of concern.

B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with services (n=71)
Responses 6% or less not shown

↑↓ Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Snow and Ice Removal on Roads

Resident dissatisfaction with snow and ice removal on roads is mainly fueled by poor-quality snow removal service and issues with the time it takes. Residents mention that snow is being pushed to the sides of the roads, reducing the size of the road left to drive on. Additionally, they report that in cases where snow removal does not happen, the roads and paths become icy and dangerous.

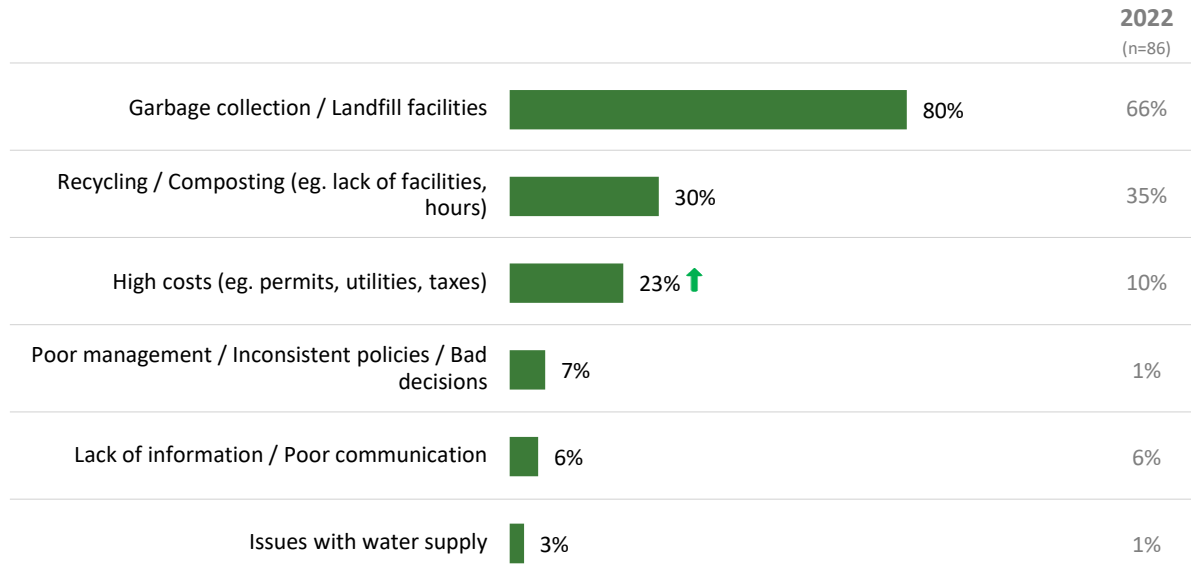


B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with services (n=71)
Responses 2% or less not shown, prefer not to answer 3% not shown.

Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Garbage

(i.e., waste collection, recycling, transfer site, chuckwagon)



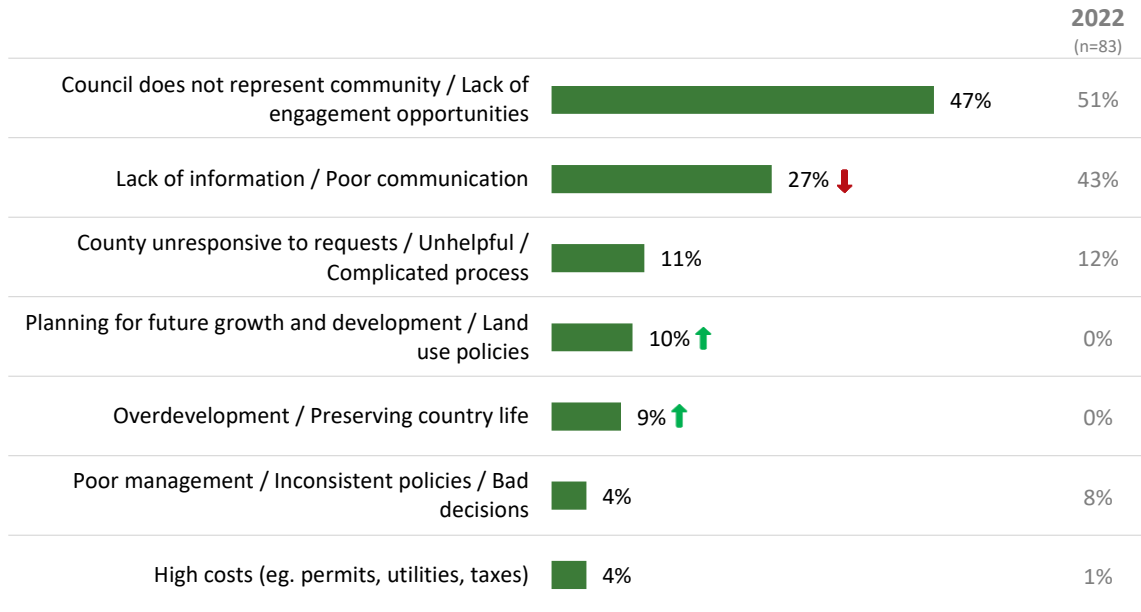
Reasons for dissatisfaction with garbage services in Rocky View County relate primarily to there being no garbage collection provided by the county, and a lack of recycling/composting facilities.

High costs are becoming a growing reason for dissatisfaction with garbage services.

B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with Garbage services (n=70)
Responses 2% or less not shown

↑↓ Statistically significantly higher/lower than previous wave.

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, followed by a lack of information or poor communication, although this has significantly decreased since 2022.

New mentions in 2024, include planning for future growth and development and overdevelopment.

The Country could benefit from addressing the increase in development/ plans for development and how they plan to address the possible concerns that come with this and highlight the benefits of this.

B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with services (n=70)
Responses 3% or less not shown

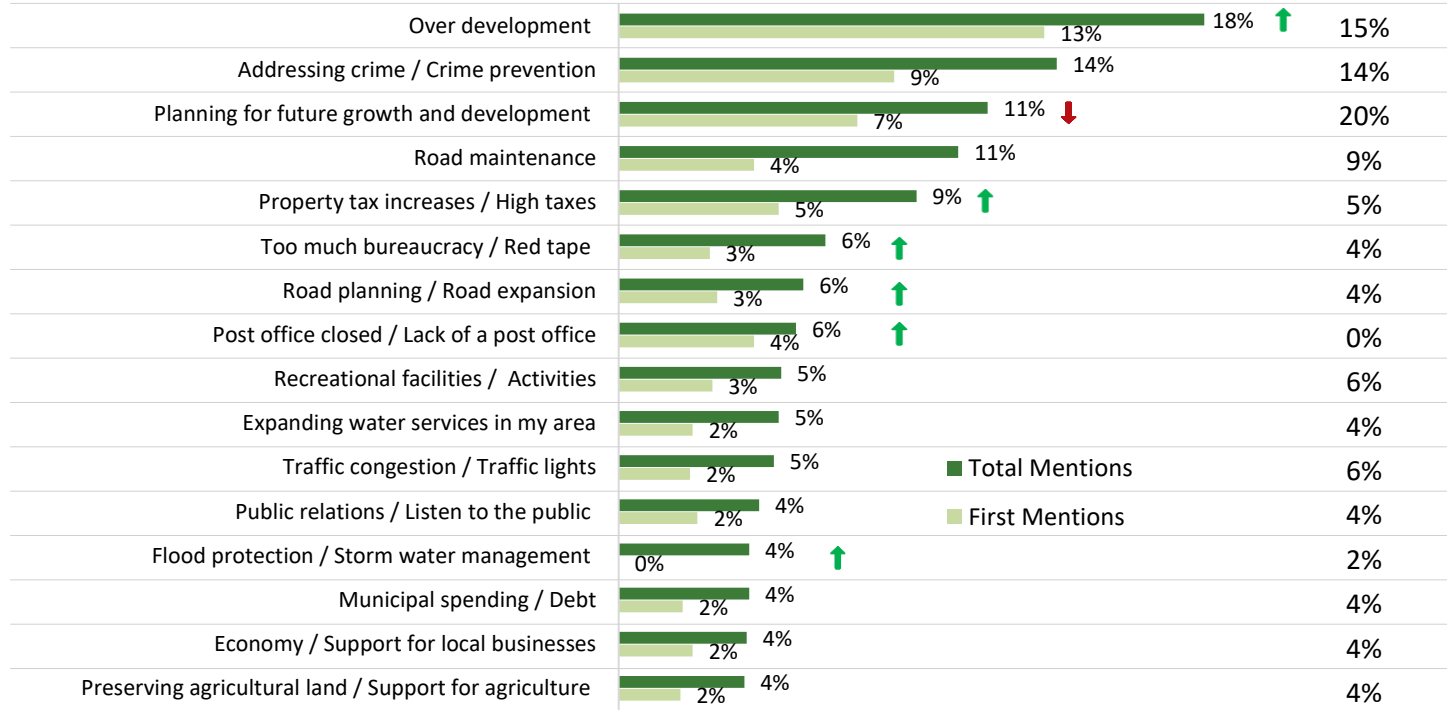
Statistically significantly higher/lower than previous wave.

Most Important Local Issues in Rocky View County

TOTAL MENTIONS

2022

(n=1,540)



The most important local issue in Rocky View County according to its residents is over development / urban sprawl from Calgary, this significantly increased from 2022.

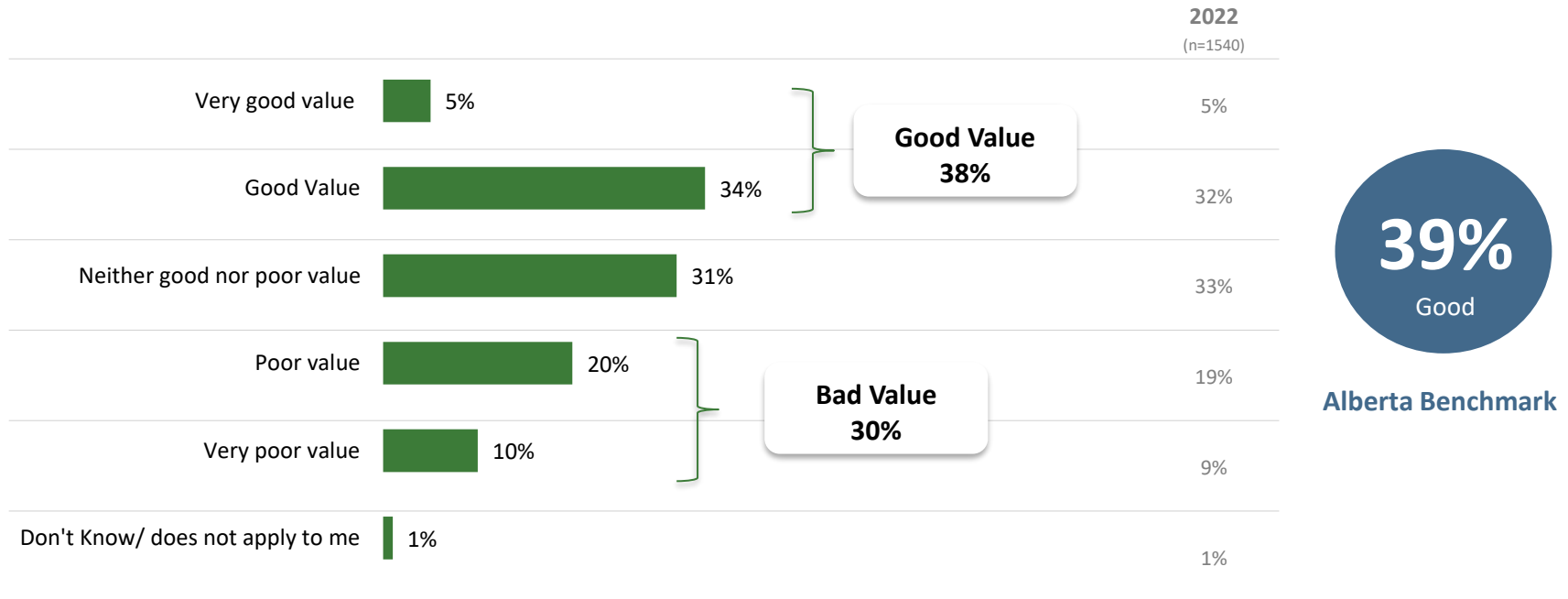
Similarly, residents are concerned with addressing crime, planning for growth and development and road maintenance.

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

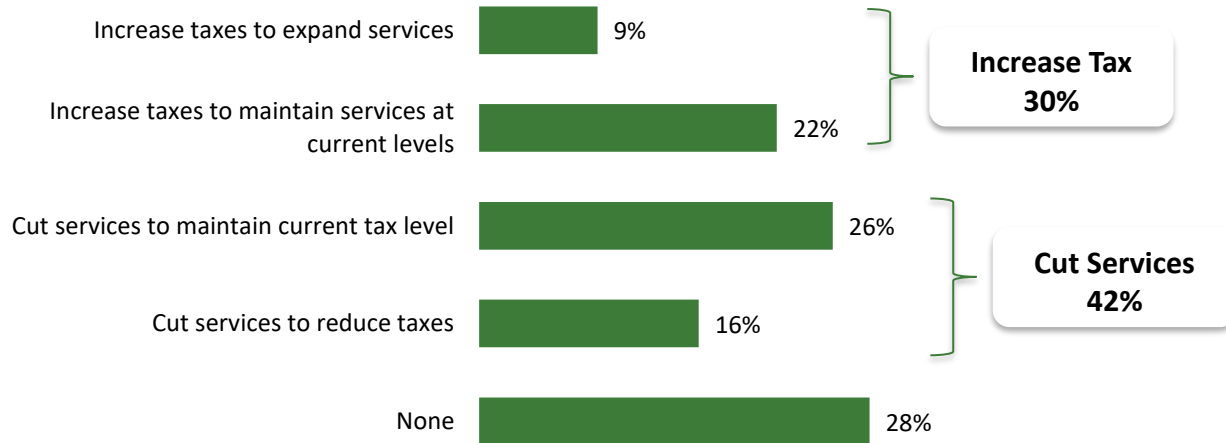
↑↓ Statistically significantly higher/lower than previous wave.

Perceived Value from Municipal Property Tax Dollars

2024 sees no change in how RVC residents perceive the value of their municipal property tax dollars, four in ten residents feel they receive good value and three in ten are neutral. RVC is slightly below the Alberta benchmark score of 39%.



Municipal Property Tax Dollars and Services



Rocky View County residents have mixed views on balancing taxation and services.

Three in ten residents are in favour of increasing taxes to either maintain or expand services while over four in ten would choose to cut services.

The highest proportion of people are not in favour of any of the options provided.

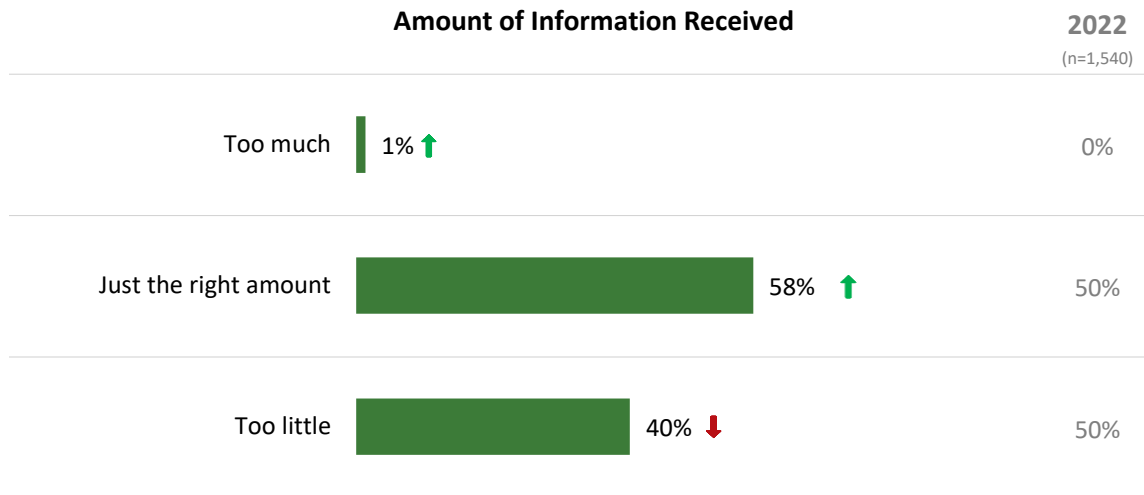
B4a. Municipal property taxes are the primary way to pay for services and programs provided by Rocky View County. Due to the increased cost of maintaining current service levels and infrastructure, the County must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the County to pursue?

Base: All residents (n=1,307)



INFORMATION AND COMMUNICATIONS

Receiving Information from Rocky View County



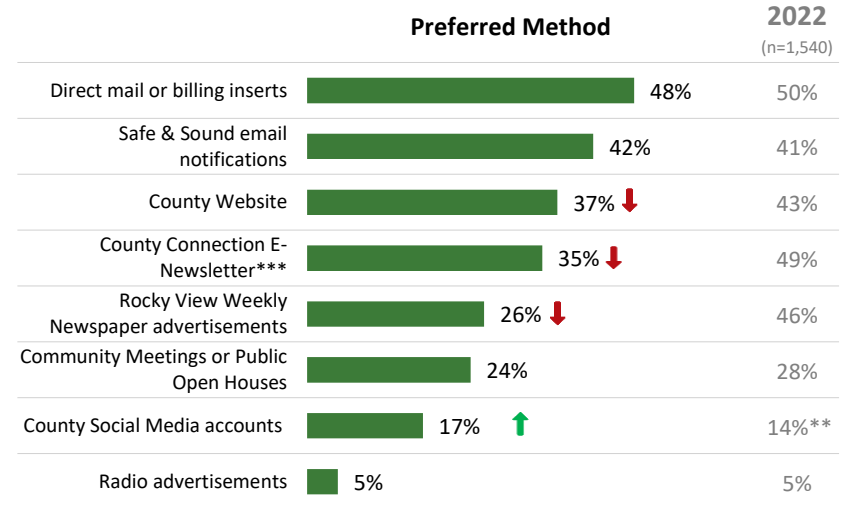
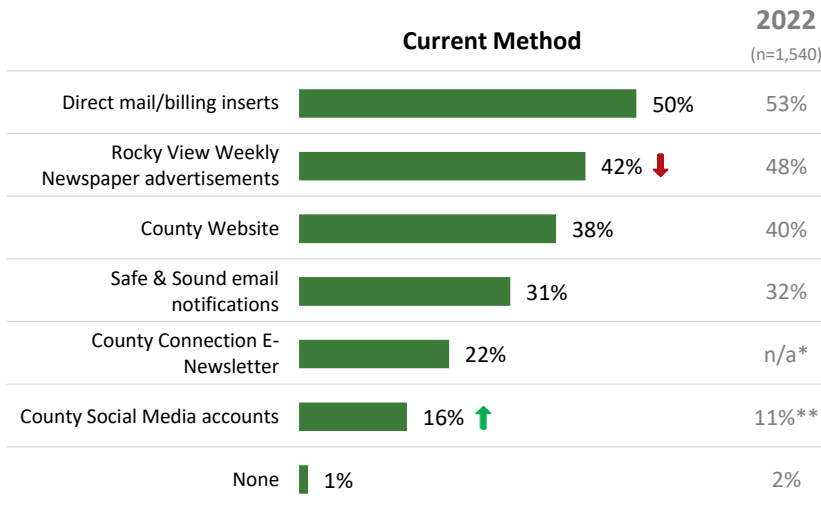
Most residents feel they receive just the right amount of information from the County, this is a significant increase from 2022, where there was a 50/50 split between the right amount and too little. RVC is heading in the right direction.

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=1,307)

↑↓ Statistically significantly higher/lower than previous wave.

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. Direct mail or billing inserts remains the most preferred method followed by email notifications, with the County website, e-newsletter and weekly newspaper advertisements.



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=1,307) *New code in 2024, ** NET Social media in 2022 (Facebook + Twitter) *** Wording change

Total responses less than 2% not shown

↑↓ Statistically significantly higher/lower than previous wave.

Preferred Type of Information from Rocky View County

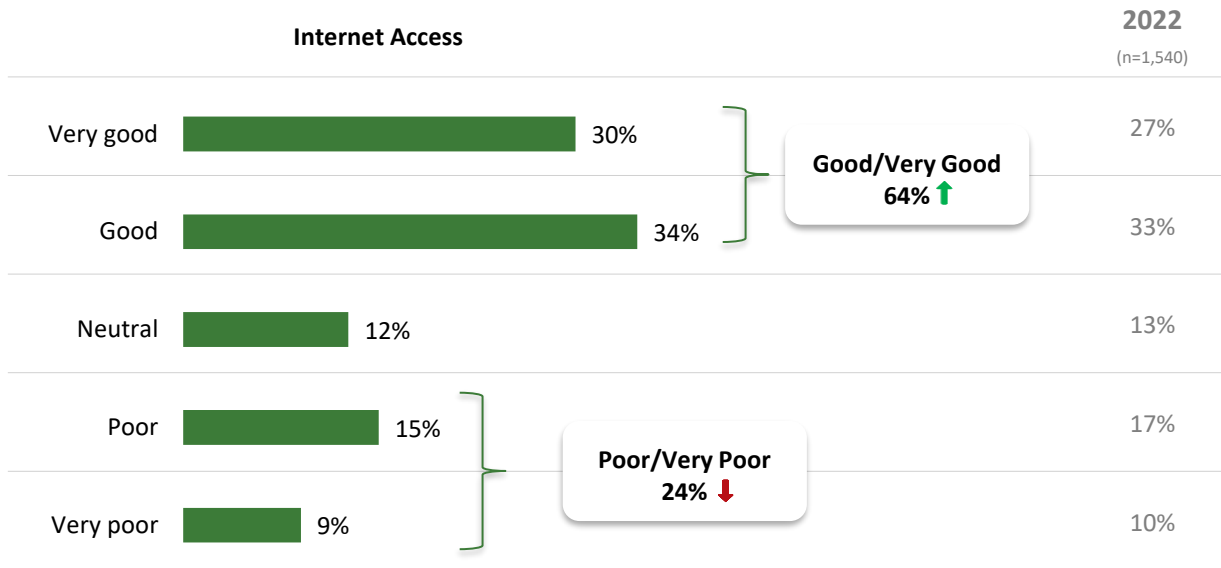
Preferred Type of Information	2022 (n=1,540)
New developments and construction in the area	87% ↓ 91%
County service updates	78%
Council decisions and meeting updates	76%
Local events and opportunities	64% ↓ 71%
Community celebrations and news	52% ↓ 58%
Local business updates or promotions	44%
Local job or career postings	27%
Other	1% ↓ 3%
Satisfied with current information	1%

Key information residents are looking for include information on new developments and construction in the area, County service updates, Council decisions and meeting updates, and local events and opportunities. These four types of information continue to sit on top, it is recommended that the County ensure this information is available to all.

C12. What type(s) of information do you want to receive from Rocky View County?
Base: All residents (n=1,307)

↑↓ Statistically significantly higher/lower than previous wave.

Quality of Internet Access



While quality internet access has improved since 2022 one-quarter of residents' still report 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.

C16: How would you rate your Internet access in your home?
 Base: All residents (n=1,307)

↑↓ Statistically significantly higher/lower than previous wave.



RESIDENT ENGAGEMENT

Resident Public Engagement in the Last Three Years

		2022 (n=1,540)
Any form of public engagement (NET)		62% 61%
Attended a public engagement event		33% 35%
Provided input to Rocky View County online		33% 31%
Provided input directly to a member of council		31%↓ 36%
Attended a Councillor Open House		16% n/a
Visited the "Your View" Engagement Portal		11% n/a
None of the above		38% 39%

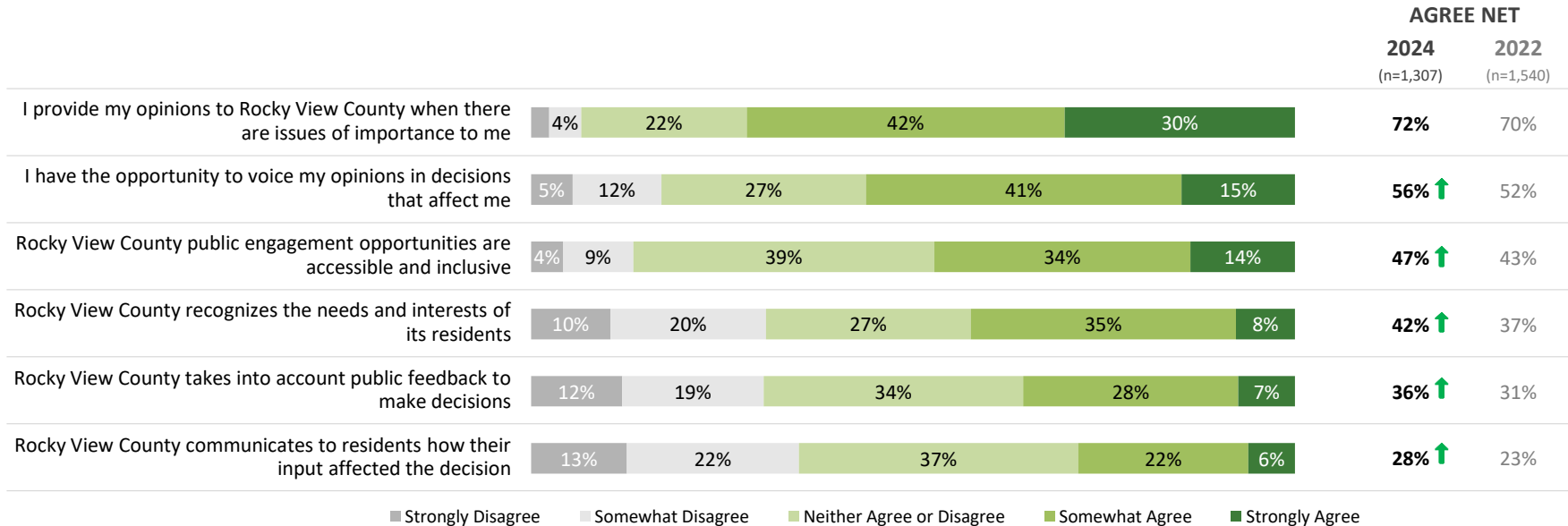
Three in five residents have participated in some form of public engagement in the past three years, with the most common being attending a public event and providing input to RVC online.

D1. Excluding this survey, in the past 3 years have you ...? Base: All residents (n=1,307)

Statistically significantly higher/lower than previous wave.

Rocky View County Public Engagement Perceptions

Since 2022, there have been improvements in public engagement perceptions among residents. Residents remain in agreement that they do provide feedback to RVC when there are issues of importance to me and over half, agree they can voice their opinions. Although this year saw improvements, residents still feel unheard, they are providing feedback but only around three in ten agree the County takes public feedback into account when making decisions and that the County communicates how residents' input affects decisions made. 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=1,307)

Responses 2% or less not labelled

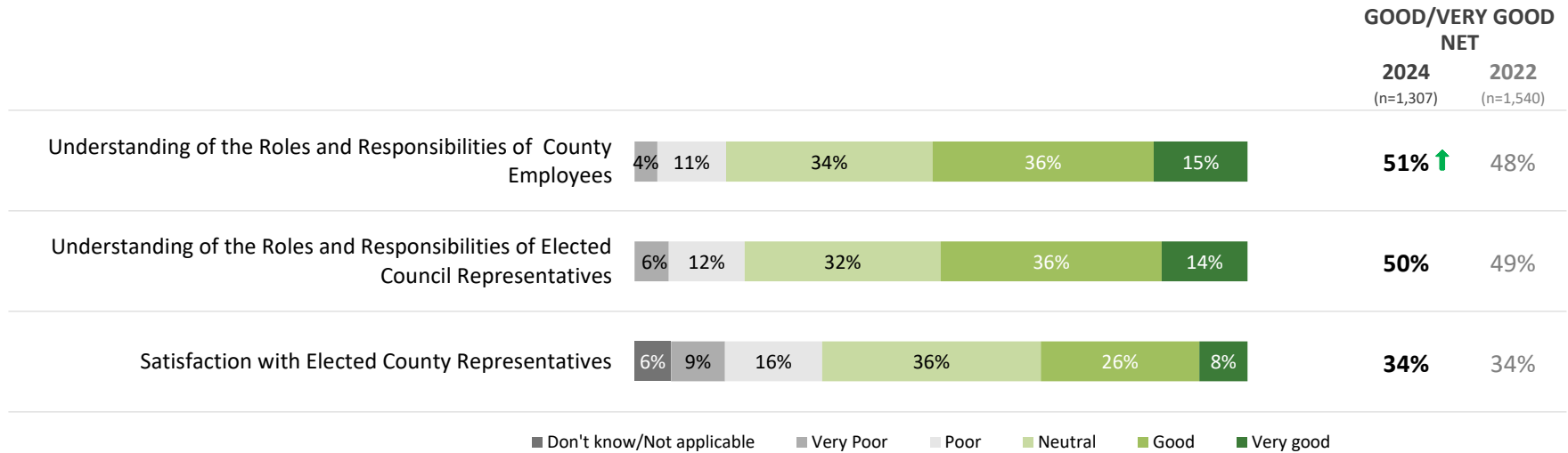
↑↓ Statistically significantly higher/lower than previous wave.



COUNCIL AND COUNTY STAFF

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

Half of residents feel they have an understanding of the roles and responsibilities of elected County employees and Council representatives. Since 2022, there has been a slight decrease in residents having a poor understanding but there is still a significant portion who hold a poor or neutral understanding, suggesting there is an opportunity to educate residents. One-third are satisfied with elected county representatives, consistent since 2022 and a significant portion feel neutral which could be an opportunity to improve satisfaction through communications or initiatives.



Base: All residents (n=1,307)

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.

↑↓ Statistically significantly higher/lower than previous wave.

Rocky View County Council Direction



Four in ten residents are unsure if the council is moving in the right direction, suggesting the County could benefit from better communication on their short and long-term plans for the county.

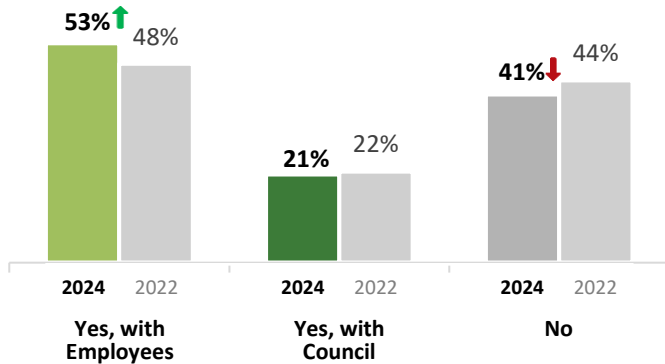
Residents are split in their views on if County Council/representatives are moving in the right or wrong direction.

C2a. In your opinion, is County Council/Representatives moving in the right direction or wrong direction?
 Base: All residents (n=1,307)

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

Six in ten 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, followed by permits and inspections. The top five reasons for interaction remain consistent with 2022.

Interaction with County Employees



34%
Municipality contact

Alberta Benchmark

Reasons for County Interaction	2022 (n=736)
Planning Services*	38%
Permits and Inspections*	26%
Bylaw enforcement*	20%
Road Maintenance*	18%
Information Provided by the County	17%
Garbage	16%
Public Engagement Opportunities	11%
Utilities	17%
Traffic Enforcement**	n/a
Snow and Ice Removal on Roads*	9%
Fire Services and Emergency Preparedness	13%
Agriculture Services	8%
Parks, Pathways, and Playgrounds	7%
Business and Economic Development	2%
Finances / Property taxes	6%

C3: Have you contacted or interacted with Rocky View County or one of its employees in the last 12 months? Base: All residents (n=1,307)

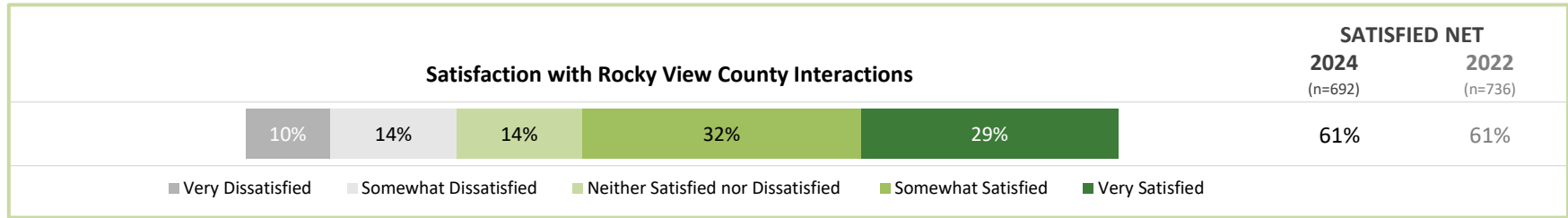
C4: Which programs or service(s) have you contacted or interacted with the County about within the last 12 months?

Base: Those who interacted with the County in the last 12 months (n=692)

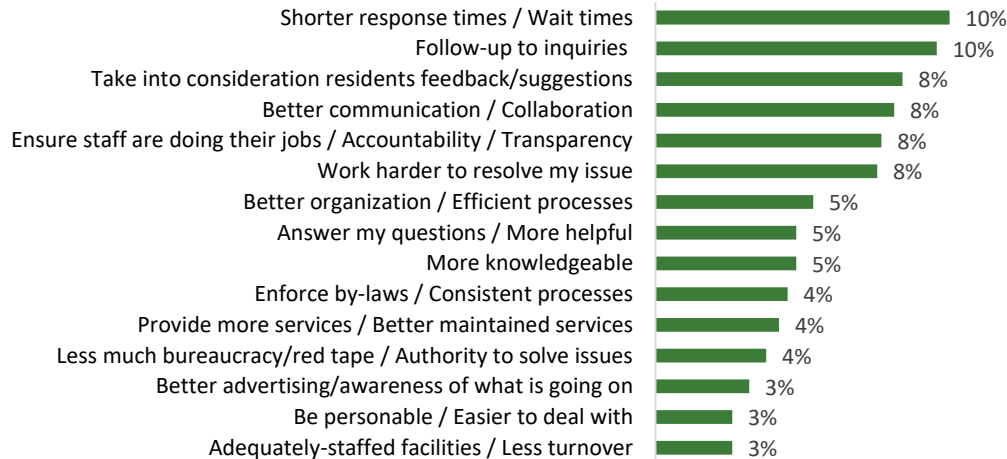
*Wording change from 2022 to 2024, ** New in 2024

↑ ↓ Statistically significantly higher/lower than previous wave.

Satisfaction with Rocky View County Interactions in the Last 12 Months



Suggested Improvements



Residents' satisfaction with their RVC interactions remains stable at 61%.

Residents top suggested improvements are shorter response times and follow-up to inquiries.

Base: Those who interacted with the County in the last 12 months (n=692)

C5: Overall, how satisfied are you with your interactions with the County in the last 12 months?

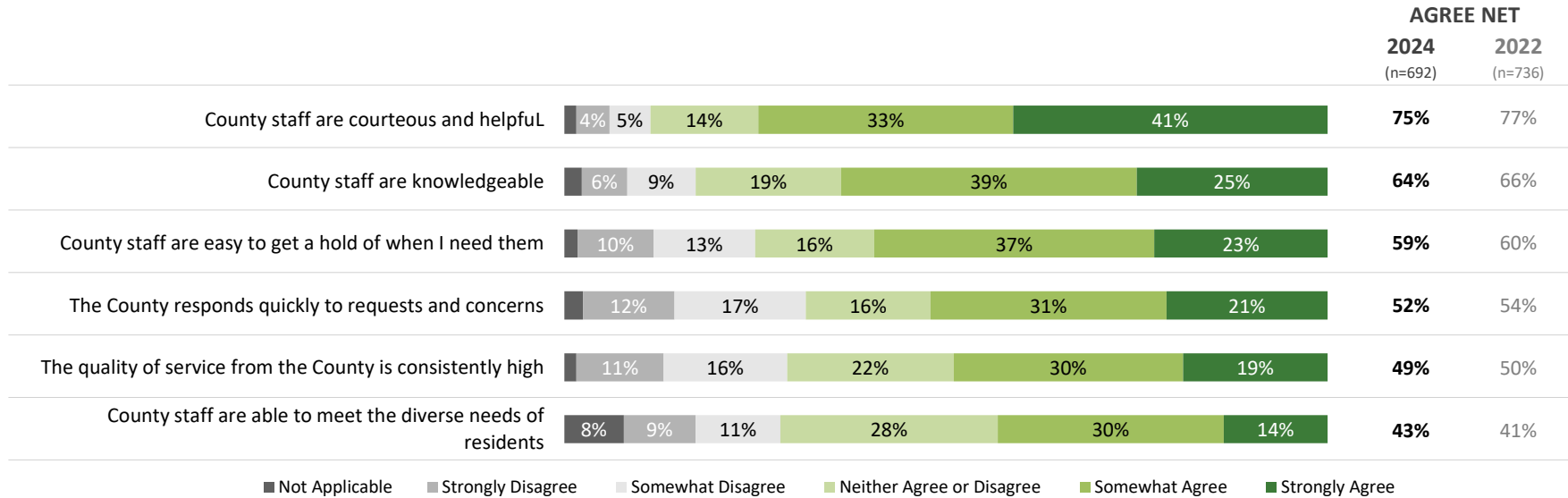
C6A: What could be improved about your interactions with the County? Responses 2% and less are not shown.

Statistically significantly higher/lower than previous wave.

Perceptions on Rocky View County Staff

Overall, residents have very positive perceptions of Rocky View County staff, in line with the 2022 results. Specifically, residents noted that County staff are courteous and helpful, knowledgeable, and easy to get a hold of.

Despite fairly positive perceptions, there may be an opportunity to improve the consistency of providing quality service and the ability to meet diverse needs.



C7: Thinking about your personal dealings with Rocky View County staff, please rate your level of agreement with the following:

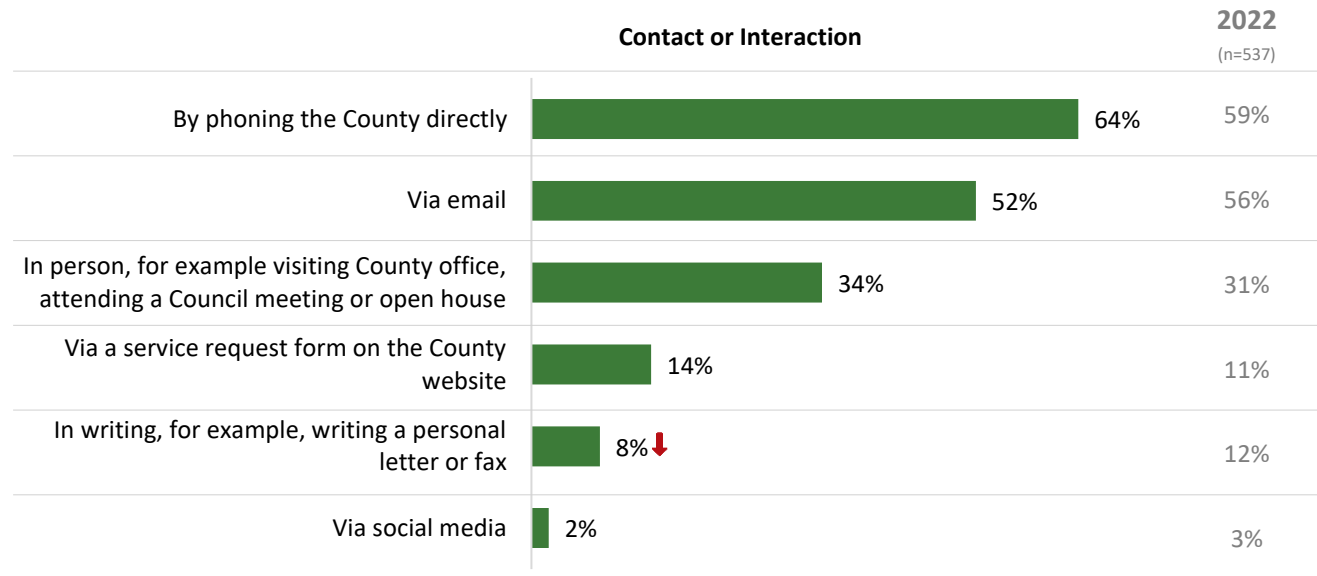
Base: Those who interacted with the County in the last 12 months (n=692)

Responses 2% or less not labelled

Statistically significantly higher/lower than previous wave.

Type of Contact with Rocky View County

Residents used many ways to interact with an employee or a member of Council, the most popular methods were by phoning the County directly and via email.





ALBERTA BENCHMARKS

Methodology for Benchmarking

To compare Rocky View County’s citizen satisfaction to Alberta, a City Index for Canada was primarily used, along with a January 2024 Alberta Omni to capture comparable benchmarks, including overall satisfaction with quality of life, program and services satisfaction and resident perceptions of living in their county/city.

Responses from Alberta were used as the benchmark for comparison to determine if Rocky View County was performing above, at par, or below.



Online Nationwide Survey



Data collected:

- City Index from October 30th to November 9th , 2023
- Alberta Omni January 2024



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

- n=371 Alberta residents - City Index
- n= 1,002 Alberta resident - Omni

Alberta Benchmarks

Overall Quality of Life in Rocky View County
 Overall Satisfaction with Quality of Programs and Services
 Value for Taxation
 Municipality Contact
 I currently receive too little information**

	Rocky View County Scores	Alberta Benchmark
Overall Quality of Life in Rocky View County	88	85*
Overall Satisfaction with Quality of Programs and Services	50	44
Value for Taxation	38	39*
Municipality Contact	59	34*
I currently receive too little information**	40	58

- Above
- Par
- Below

Programs and Services Satisfaction*

Snow and Ice Removal/Control on Roads
 Bylaw Enforcement
 Traffic Enforcement
 Planning Services (i.e., land use, development)
 Fire Services and Emergency Preparedness
 Public Engagement Opportunities

Snow and Ice Removal/Control on Roads	69	35
Bylaw Enforcement	39	49
Traffic Enforcement	45	43
Planning Services (i.e., land use, development)	29	33
Fire Services and Emergency Preparedness	66	74
Public Engagement Opportunities	42	42

Rocky View County are above the Alberta benchmarks in most areas, including quality of life and overall quality of programs and services and many more.

RVC are on par with public engagement opportunities and below for Bylaw enforcements, planning services, fire services and value for taxation.

Resident Perceptions on Living in Rocky View County/My city

I am proud to live in Rocky View County/my city
 Rocky View County/my city is a great place to raise my family
 Rocky View County/my city has a healthy local economy

I am proud to live in Rocky View County/my city	77	58
Rocky View County/my city is a great place to raise my family	76	58
Rocky View County/my city has a healthy local economy	61	50

Base: n=371 City Index Alberta residents, n=1,002 Alberta January 2024 Omni, RVC Base:1,307

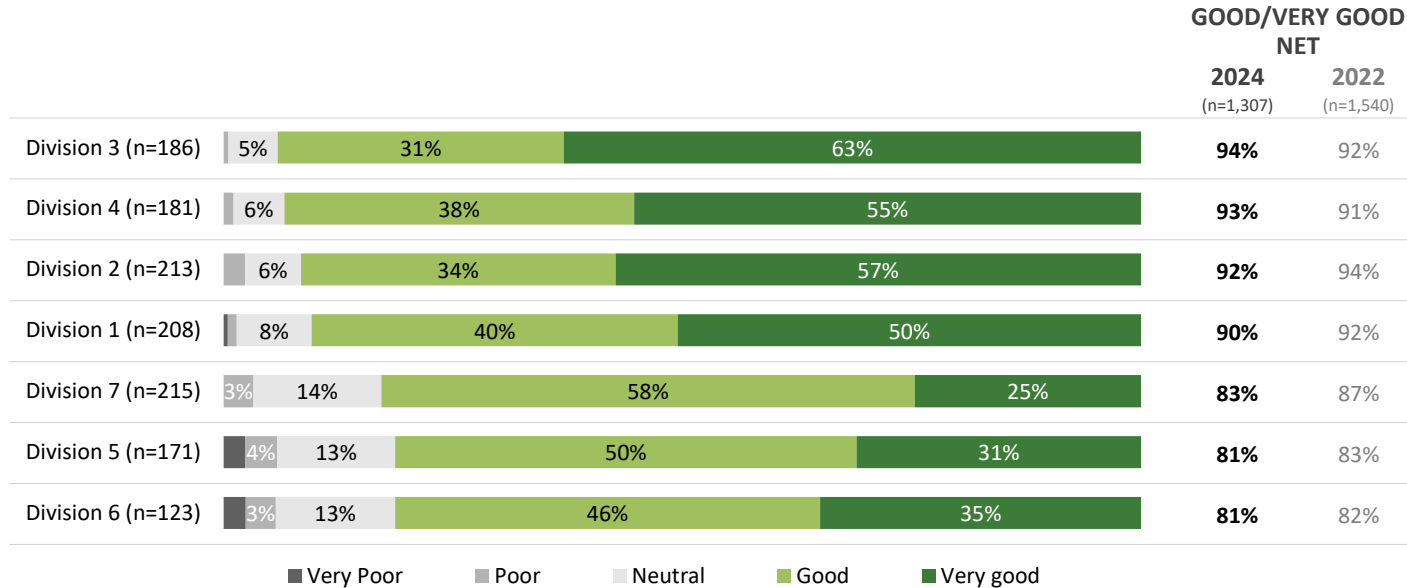
* January Omni AB benchmark ** benchmark wording: I want to receive more information. ***Slight wording differences between RVC and benchmark data.



ADDITIONAL DATA BY DIVISION

Overall Quality of Life in Rocky View County by Division

While most residents 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.



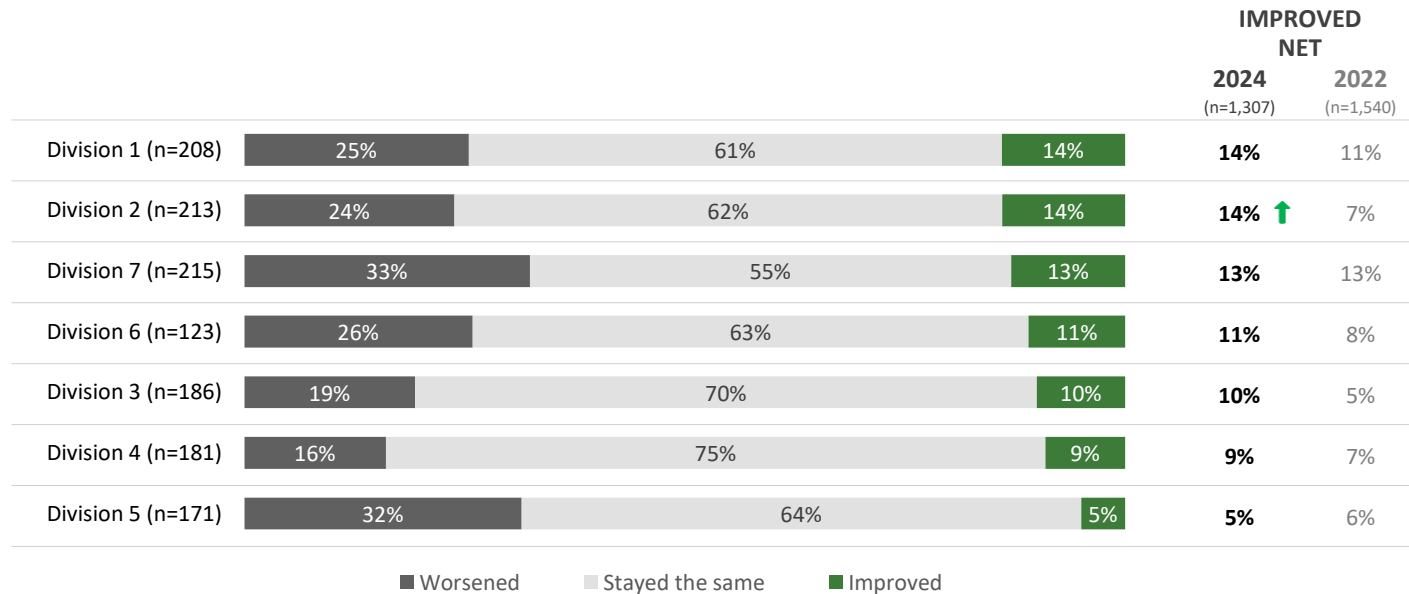
88%
 feel they have a
good/very good
 quality of life in Rocky
 View County

A1: How would you rate your overall quality of life in Rocky View County today? Base: All residents (n=1,307)
 Responses 2% or less not labelled

Statistically significantly higher/lower than previous wave.

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

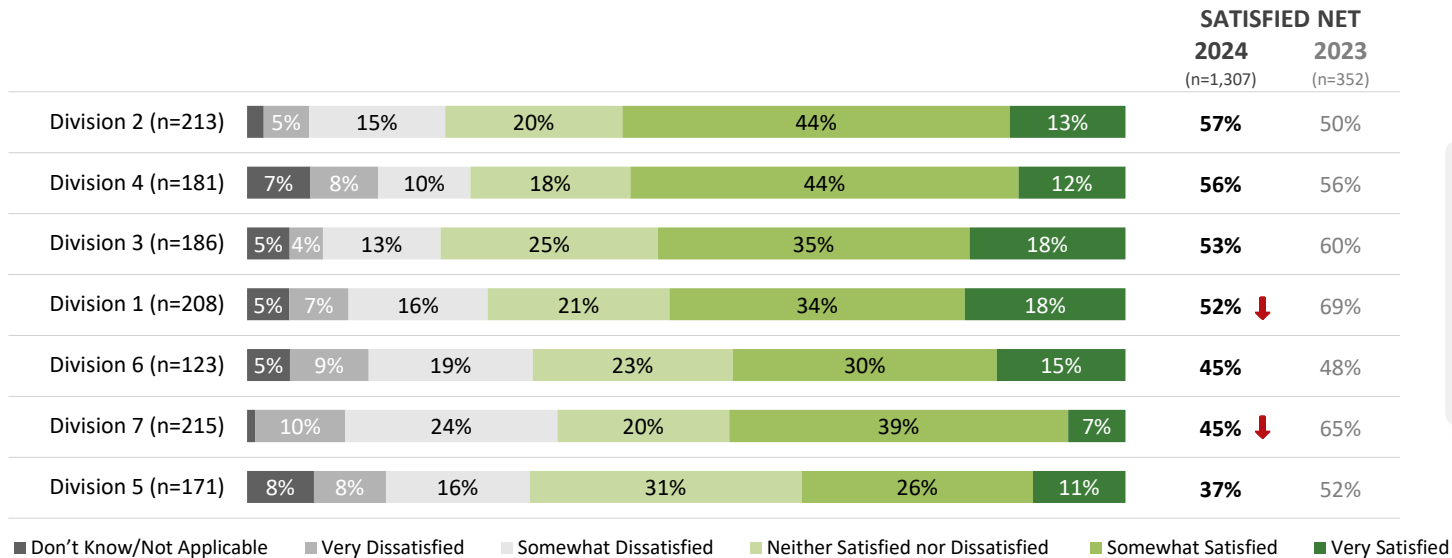
While few residents in Rocky View County feel that their quality of life has improved in the past three years, residents in Division 7 are more likely to feel that their quality of life has worsened in the past three years compared to residents in Division 2, 3, and 4.



11% ↑
 (8%, 2022)
 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 higher for divisions 2 and 4, compared to 5,6 and 7. Satisfaction has decreased in 2024, likely driven by division 1 and 7. There is an opportunity to improve levels of satisfaction with the quality of services and programs across all divisions but particularly 5,6, and 7.



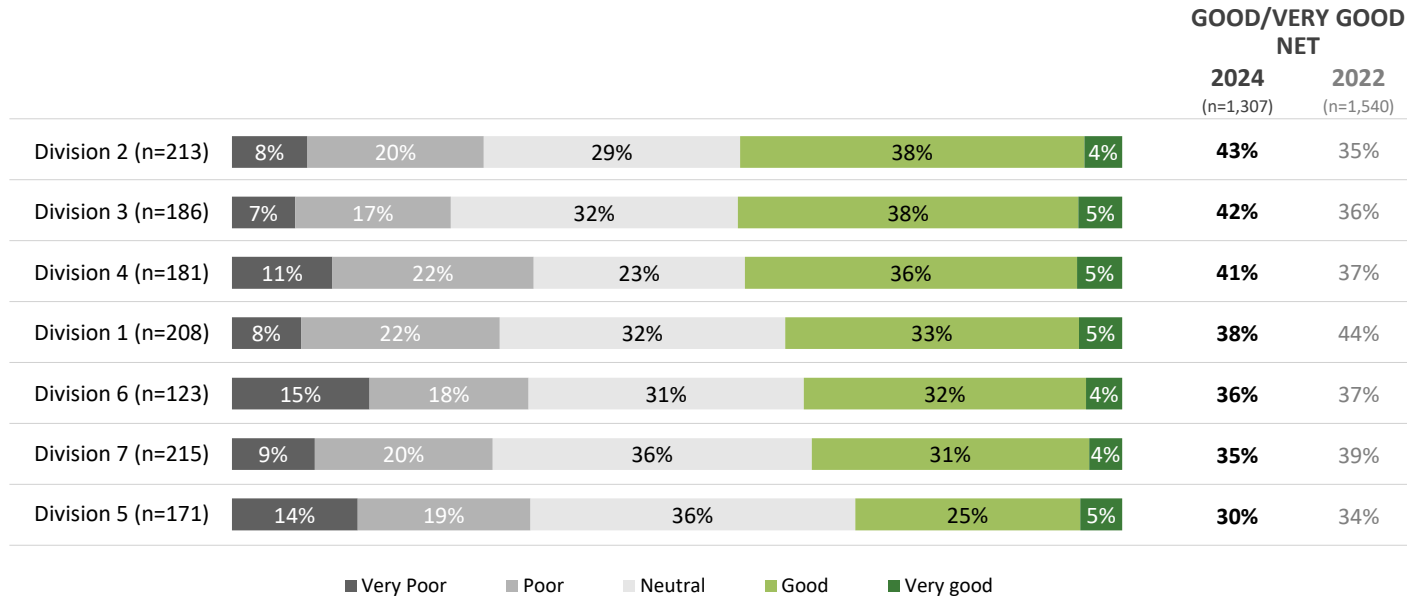
50% (59%, 2022) are **satisfied** with the quality of services and programs provided by Rocky View County

B1b. How satisfied are you with the OVERALL level and quality of services and programs provided by Rocky View County? Base: All residents (n=1,307) Responses under 3% not labelled

↑↓ Statistically significantly higher/lower than previous wave.

Perceived Value from Municipal Property Tax Dollars

Resident perceptions of 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.

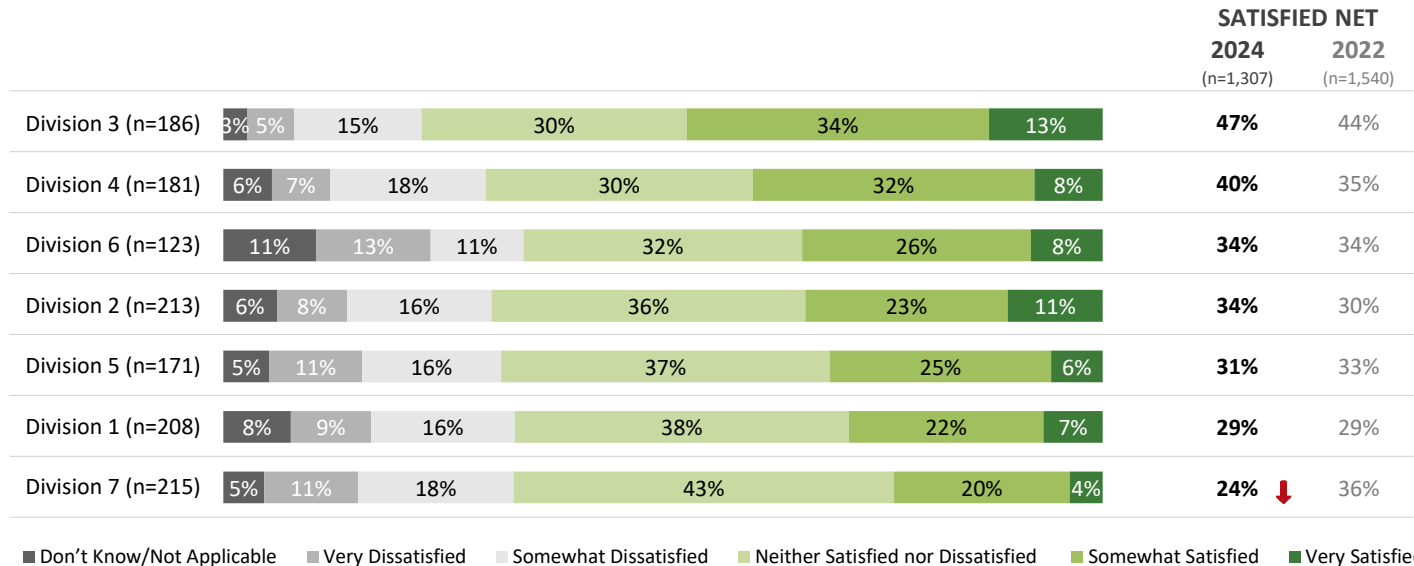


38%

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

Overall Satisfaction with Elected County Council and Representatives

Overall satisfaction with elected County Council and representatives is higher in Division 3 when compared to Divisions 1, 2, 5, 6, and 7. However, there is an opportunity to improve levels of satisfaction across all divisions as they are meeting less than half of residents' expectations. Satisfaction in Division 7 is the lowest and has seen a significant drop since 2022.



34%

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



RESPONDENT PROFILE

RESPONDENT PROFILE

	Total
n=	1307
GENDER	
Male	49%
Female	45%
Other	0%
Prefer not to say	6%
AGE	
18-34	3%
35-54	35%
55+	60%
Prefer not to say	2%

	Total
n=	1307
PEOPLE IN HOUSEHOLD	
1	7%
2	49%
3	16%
4+	29%
CHILDREN IN HOUSEHOLD	n=1217
Yes	31%
No	69%

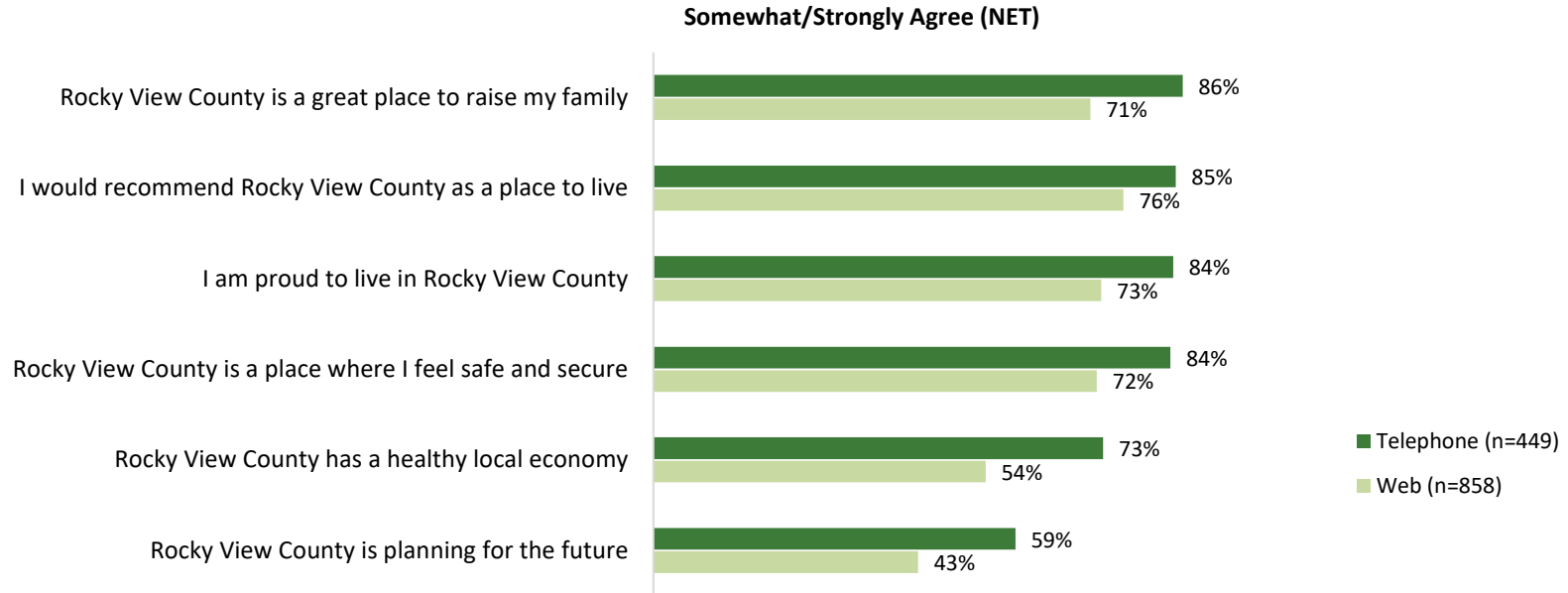
	Total
n=	1307
YEARS IN RVC	
1-5	25%
6-9	11%
10-20	28%
20+	36%
LIVE IN AND PAY TAXES	
I live in and pay taxes to Rocky View County	97%
I live in but do not pay taxes to Rocky View County	<1%
I do not live in but do pay taxes to Rocky View County	3%
I do not live in or pay taxes to Rocky View County	-
COMPLETION METHOD	
Phone	34%
Web	66%

	Total
n=	1307
EMPLOYMENT	
In Rocky View County	23%
In Calgary	40%
In a nearby town	6%
I do not work	30%
Within Alberta (unspecified)	2%
Outside of Alberta	1%
Work from home (unspecified)	3%
Retired / Not currently working	2%
Other	2%
Prefer not to answer	1%



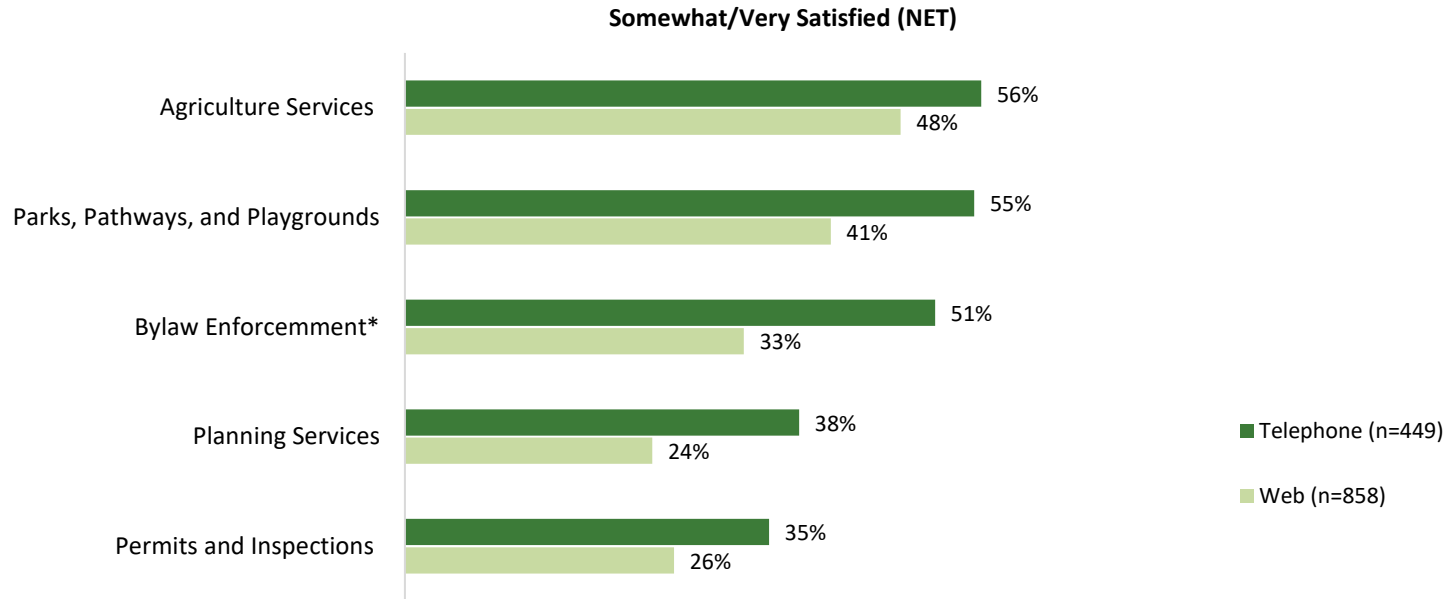
APPENDIX

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



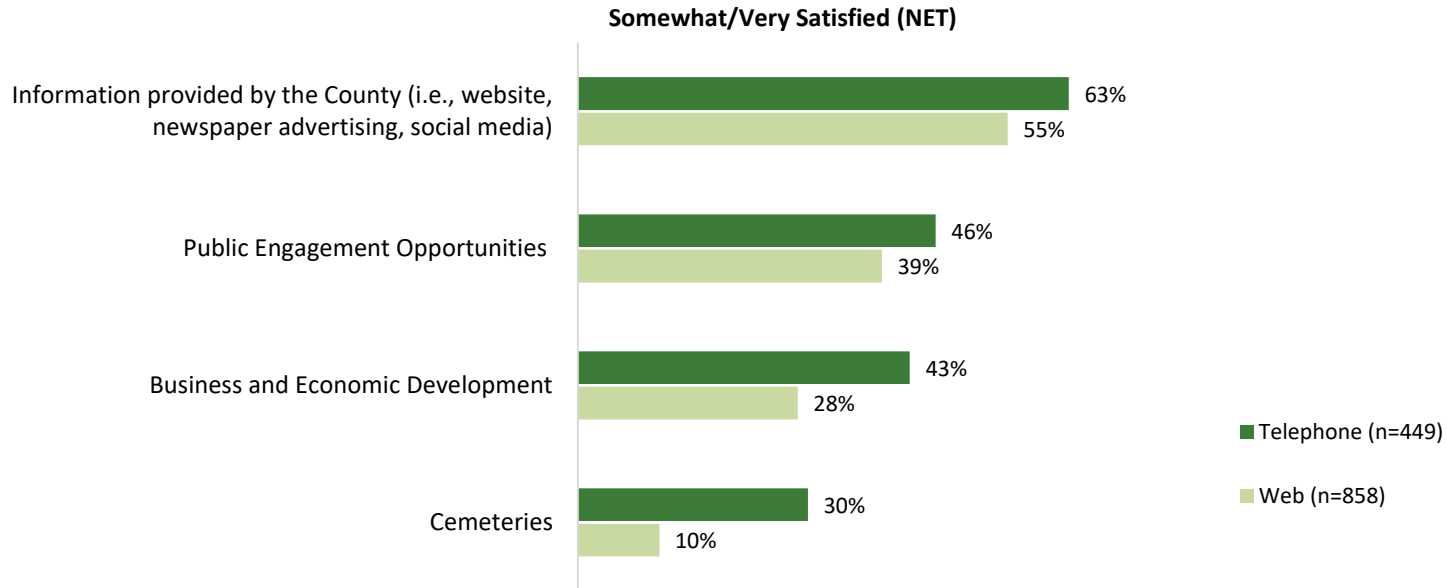
A5: Please indicate your level of agreement with the following statements. Base: All residents (n=1,307)

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



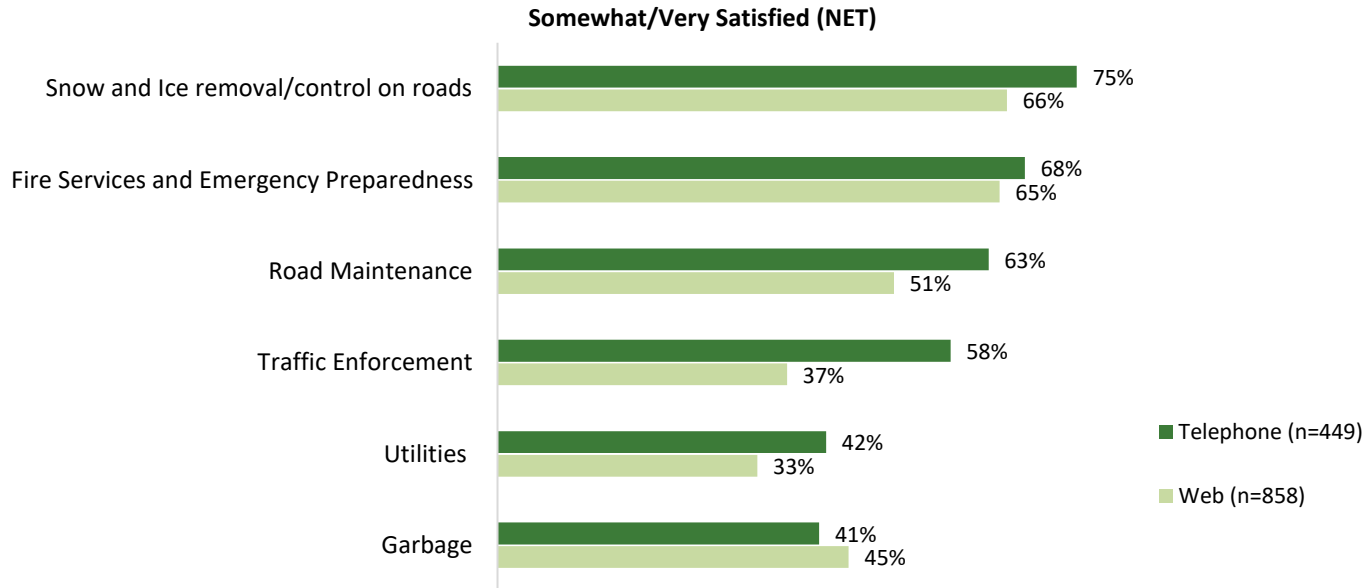
B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. Base: All residents (n=1,307)

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



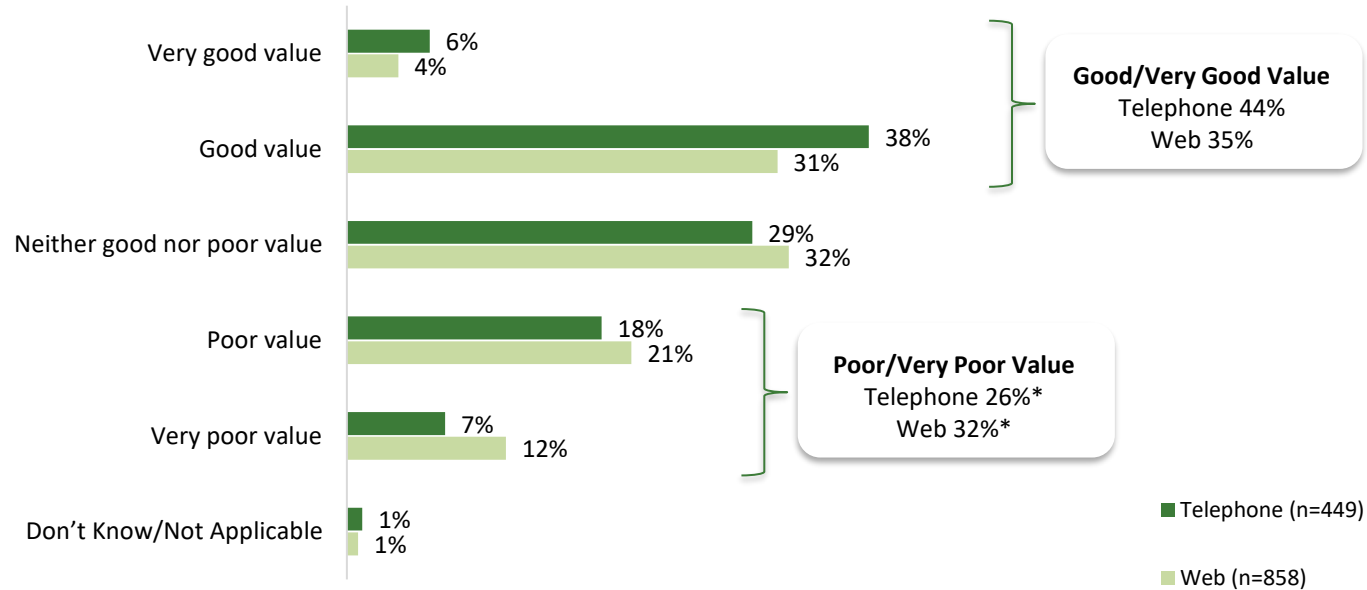
B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. Base: All residents (n=1,307)

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=1,307)

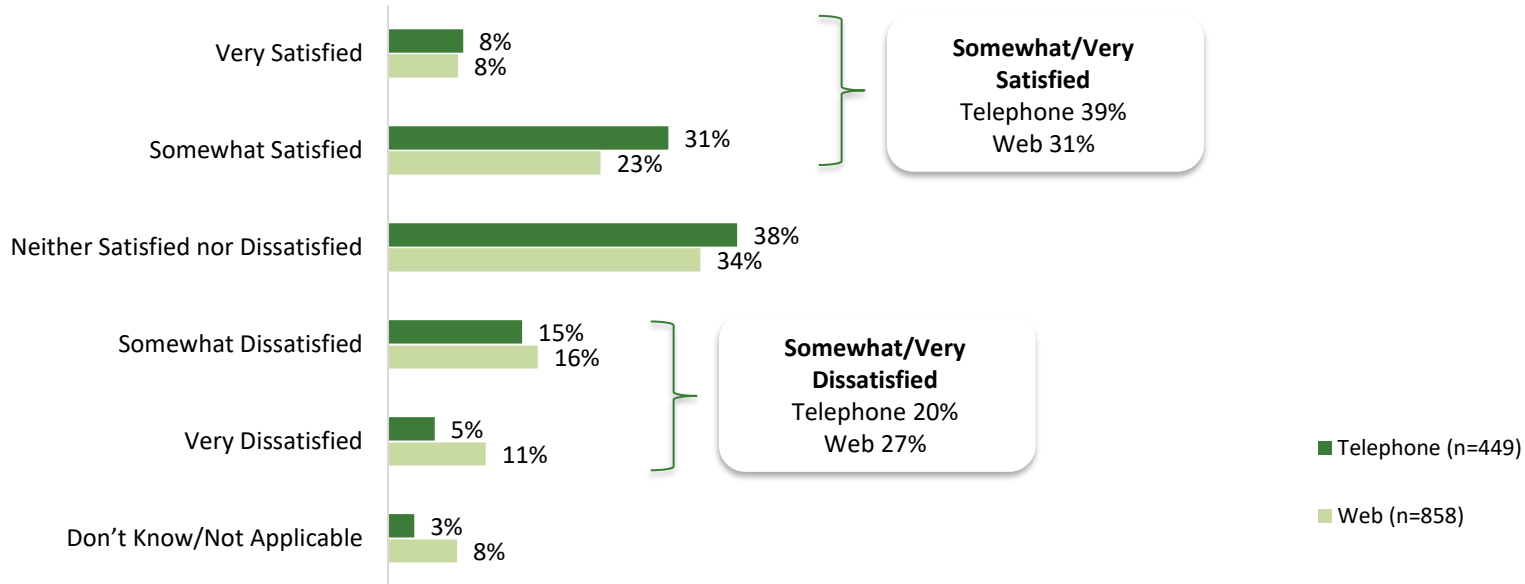
Perceived Value from Municipal Property Tax Dollars by Data Collection Method



B4: Please rate the value you feel you receive from your municipal property tax dollars. Base: All residents (n=1,307)

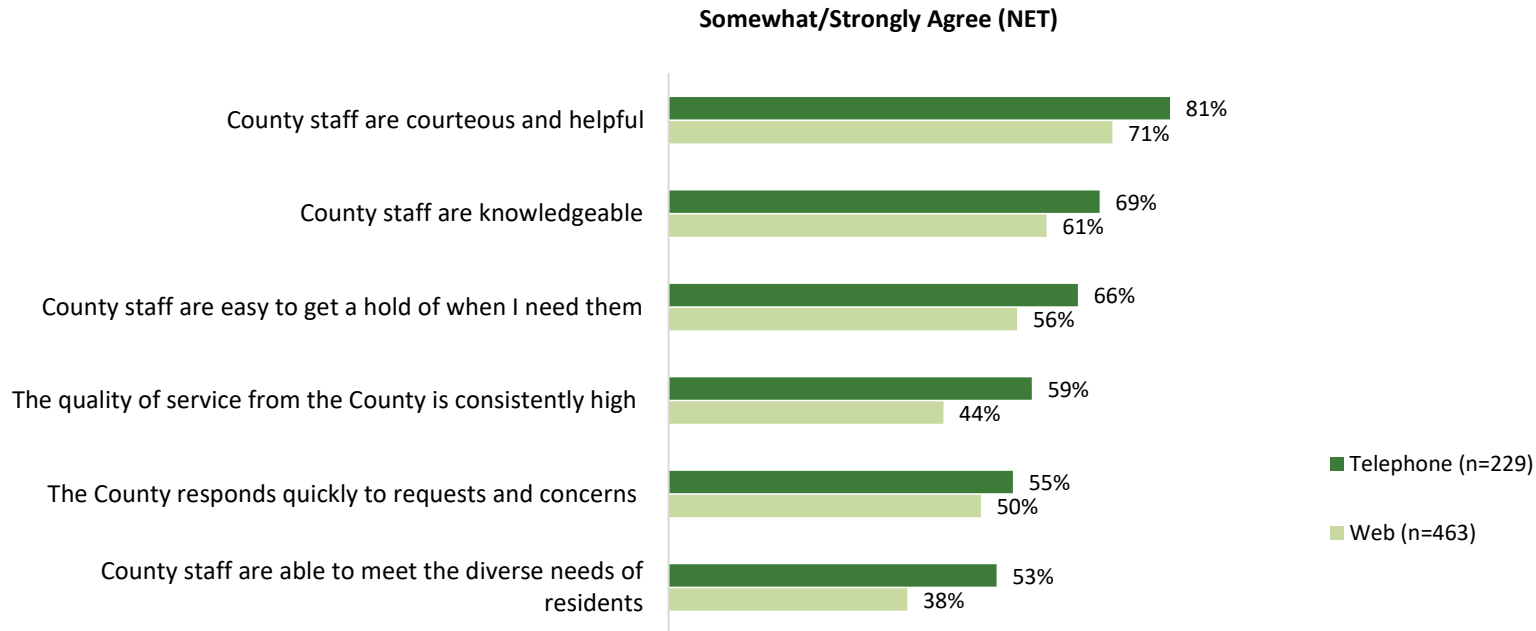
* Rounding

Satisfaction With Elected County Representatives by Data Collection Method



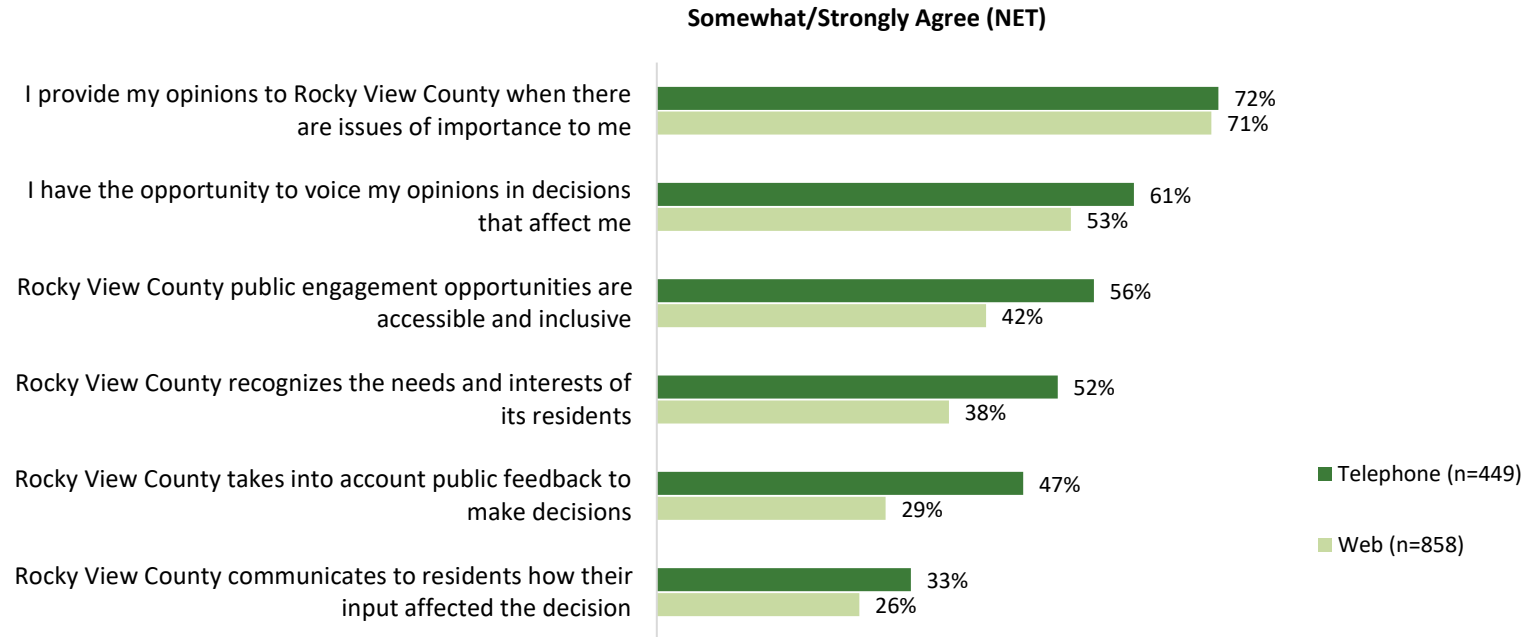
C2: Please rate your satisfaction with the elected County Council/Representatives. Base: All residents (n=1,307)

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=692)

Rocky View County Public Engagement Perceptions by Data Collection Method



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=1,307)

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