

Report

# Rocky View County Citizen's Perspectives

Citizen Satisfaction Survey  
2023 Pulse



ROCKY VIEW  
COUNTY

DATE 2023-04-03

Leger





# BACKGROUND AND METHODOLOGY

## Project Background and Objectives

The purpose of this research is to gather a current view of Rocky View County citizens, specifically as it relates to general attitudes and behaviors towards services and programs.

Leger last conducted a citizen satisfaction survey on behalf of Rocky View County in 2022. This research will help to track progress, refreshing what the County knows and understands about its residents in 2023. It will be used to better support decision-making as it relates to operations, services, and budgets.

The main objectives of this research are to analyze citizen awareness of and satisfaction with the quality, level, and number of municipal services and programs in the County; assess perceived value received from municipal property tax dollars; and analyze the top issues residents want the County to prioritize in the next year.



# METHODOLOGY



## METHOD

The survey was conducted via telephone interviews from March 2<sup>nd</sup>, 2023 – March 8<sup>th</sup>, 2023.



## PARTICIPANTS

n=352 Rocky View County residents completed the survey

- n=339 surveys were completed by those who live in Rocky View County (defined as those who live in the County and may or may not pay taxes)
- n=13 surveys were completed by those who do not live in Rocky View County (defined as those who do not live within the County but do pay taxes)



## STATISTICAL RELIABILITY

No margin of error can be associated with a non-random telephone survey. However, for comparative purposes, a probability sample of 352 respondents would have a margin of error of  $\pm 5.13\%$ , 19 times out of 20.

# METHODOLOGY

## NOTES ON READING THIS REPORT

The numbers presented in this report have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Results are compared to the 2022 Citizen Satisfaction Survey wherever applicable. ↑ indicates a significant increase from the 2022 survey, while ↓ indicates a significant decrease from the 2022 survey.

Please note, in 2022, the survey was conducted both with an online and telephone methodology approach. Use caution when interpreting results. New questions were added to the 2023 survey, and not all questions from 2022 were asked in 2023. As such, tracking is not available for every question.

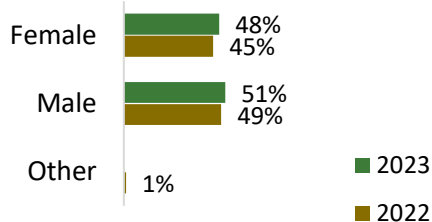
# Rocky View County Residents

**95%**

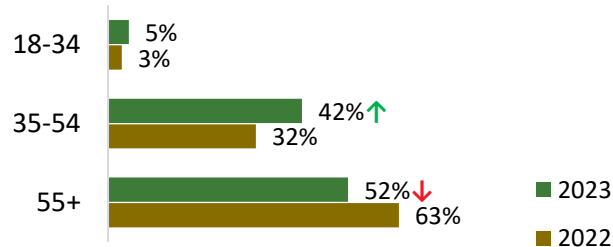
Of respondents live in and pay taxes to Rocky View County

(2022 & 2023)

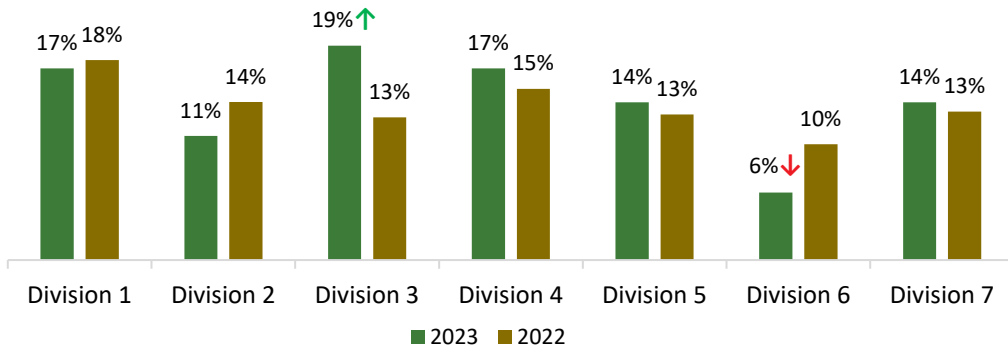
## Gender Identity



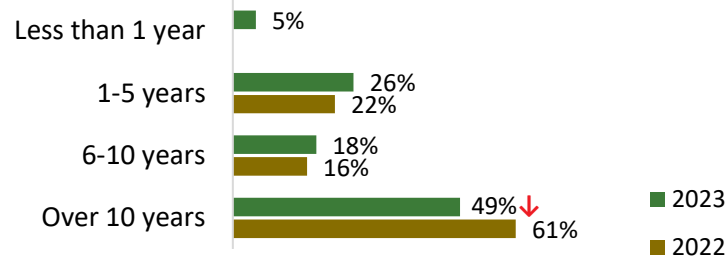
## Age



## County Division



## Tenure in RVC



↑ significantly higher than previous wave  
↓ significantly lower than previous wave




# KEY FINDINGS


## Programs and Services


**69%** Are satisfied with the overall **level of service** provided.

**62%** Are satisfied with the **information provided** by the County.  
*Significantly higher than in 2022.*

**43%** Are satisfied with **public engagement opportunities**.  
*Significantly higher than in 2022.*

 **10%** feel that **road maintenance** is the top issue the County should focus on within the next year.

 **7%** feel that **over development/urban sprawl** is the top issue.

 **7%** feel that **planning for future growth and development** is the top issue.

## Top Issues

## County Interactions



**51%** of residents **have had an interaction with the County** in the past 12 months.



**64%** who have interacted with the County in the past 12 months are **satisfied** with their interactions.

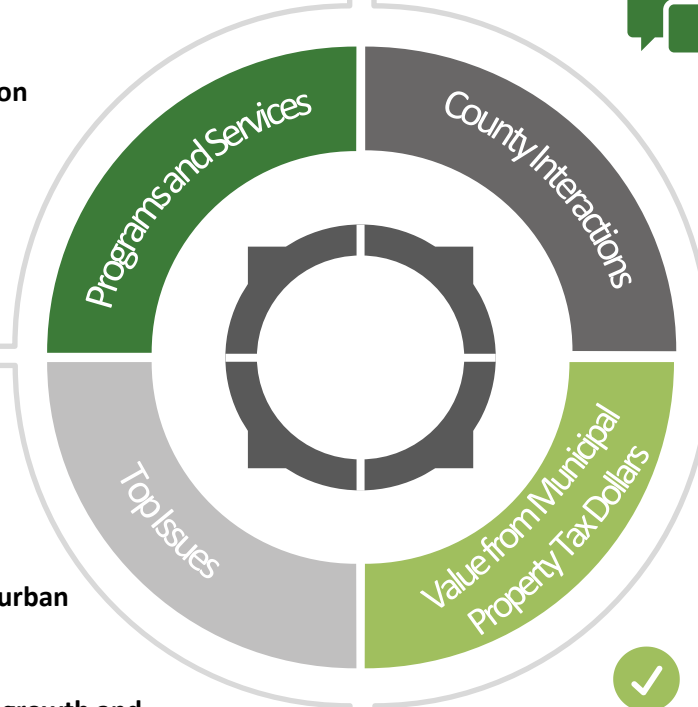


**41%** of residents rate the value they feel they receive from their municipal property tax dollars as **good/very good**.



Those who rate the value they feel they receive from their municipal property tax dollars as **good/very good**, are more likely to have positive views about the County overall.

## Value from Municipal Property Tax Dollars







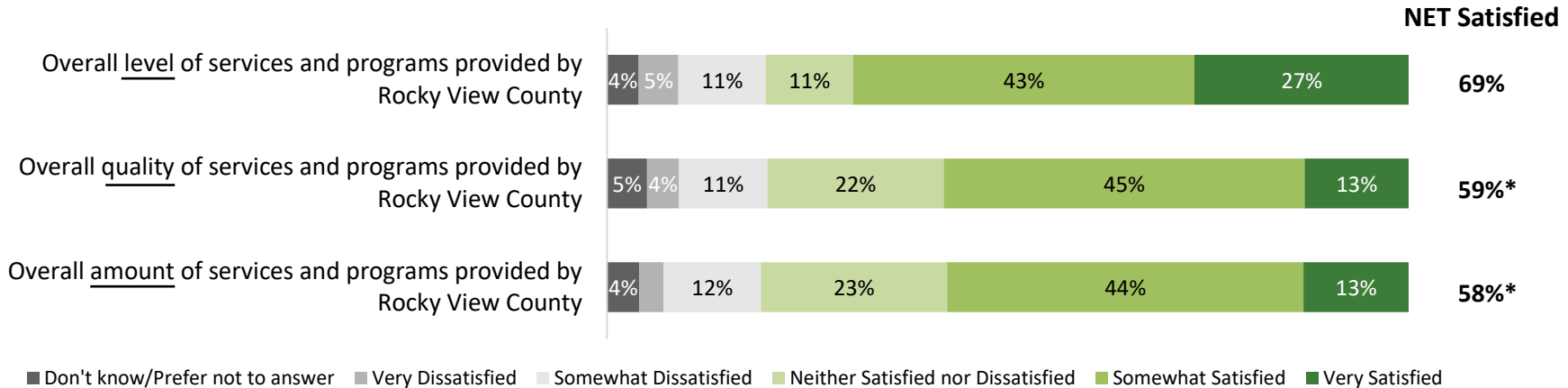
DETAILED RESULTS



# PROGRAMS AND SERVICES

## Overall Satisfaction with Services and Programs in Rocky View County

Overall, most residents are satisfied with the services and programs provided by Rocky View County. Specifically, residents are most satisfied with the overall level (i.e., how frequently, service response time frame) of services and programs (69%), followed by the quality (59%) and amount provided (58%).



Q5. How satisfied are you with the OVERALL amount (i.e., how many) of services and programs provided by Rocky View County? Q6. How satisfied are you with the OVERALL quality of services and programs provided by Rocky View County? Q7. 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=352)

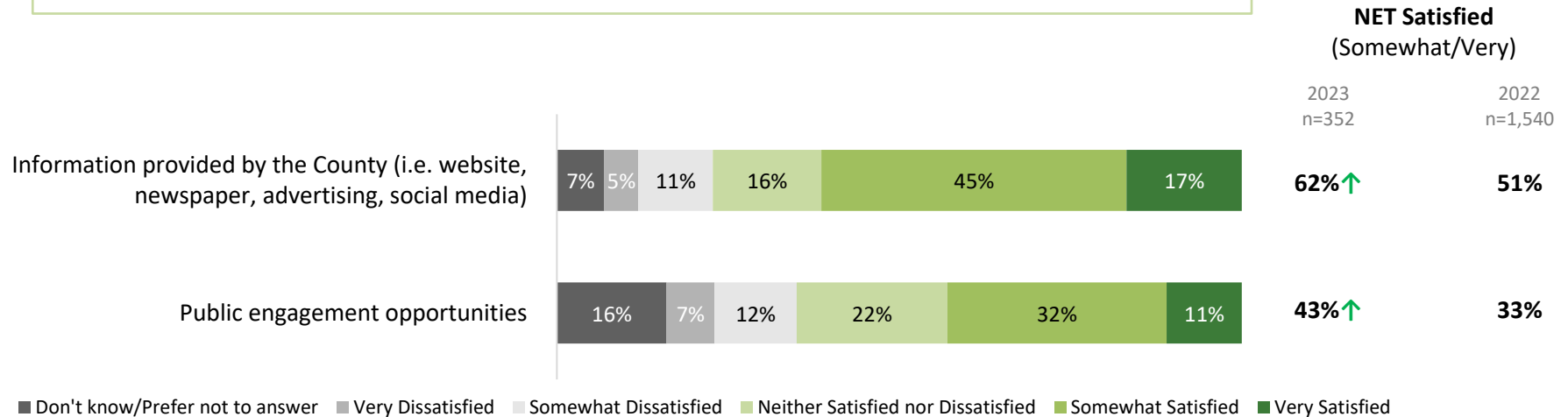
Responses 3% or less, not labelled. \*Indicates rounding.

Tracking not available, questions added in 2023.

# Satisfaction with Information and Public Engagement Provided by Rocky View County

Just over three-in-five (62%) residents are satisfied with the information provided by the County, while just over two-in-five (43%) are satisfied with the public engagement opportunities.

Satisfaction with both information provided and public engagement opportunities, have increased significantly from 2022 (62% vs. 51% and 43% vs. 33%, respectively).



↑ significantly higher than previous wave

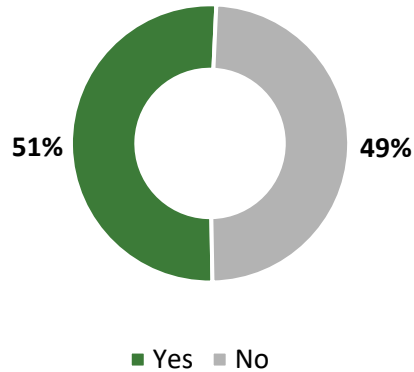
Q8. Please rate your satisfaction with the following programs and services provided to you by Rocky View County.  
Base: Rocky View County Residents (n=352)



# COUNTY INTERACTIONS

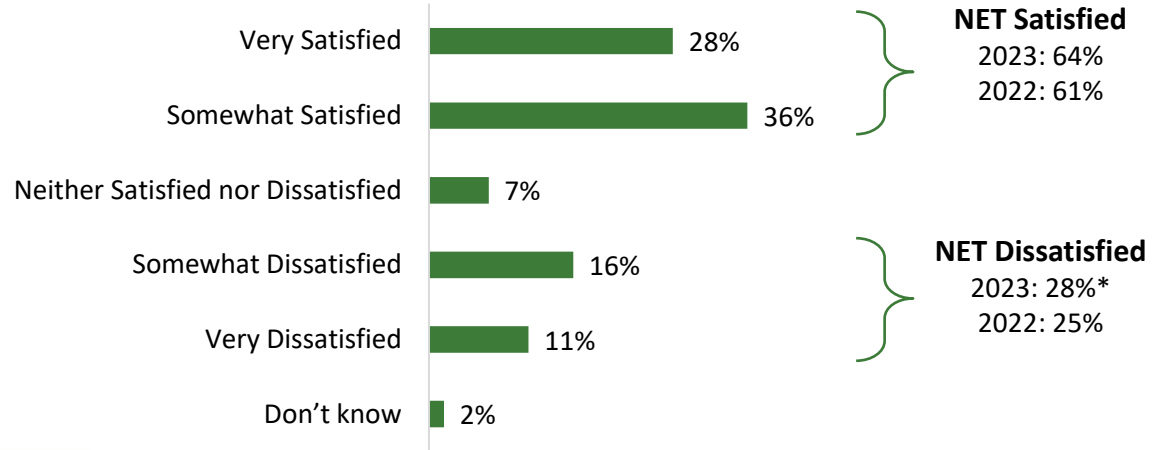
# Rocky View County Interactions

County Interactions within the last year



51% of residents have had any interactions with the County in the past 12 months. While the question has changed, 56% of respondents in 2022, had contacted or interacted with Rocky View County or one of its employees in the past 12 months.

Satisfaction with County Interactions



A majority (64%) of residents who have interacted with the County in the past 12 months are satisfied with their interactions. Satisfaction with County interactions has remained consistent from 2022 to 2023.

Q9. In the past 12 months, have you had any interactions with the County? Base: Rocky View County Residents (n=348), excluding those who do not know.

Q10. Overall, how satisfied are you with your interactions with the County in the last 12 months? Base: Rocky View County Residents who have interacted with the County in the past 12 months (2023: n=177, 2022: n=736)

\*Indicates rounding

Tracking not available, Q9 wording changed in 2023.



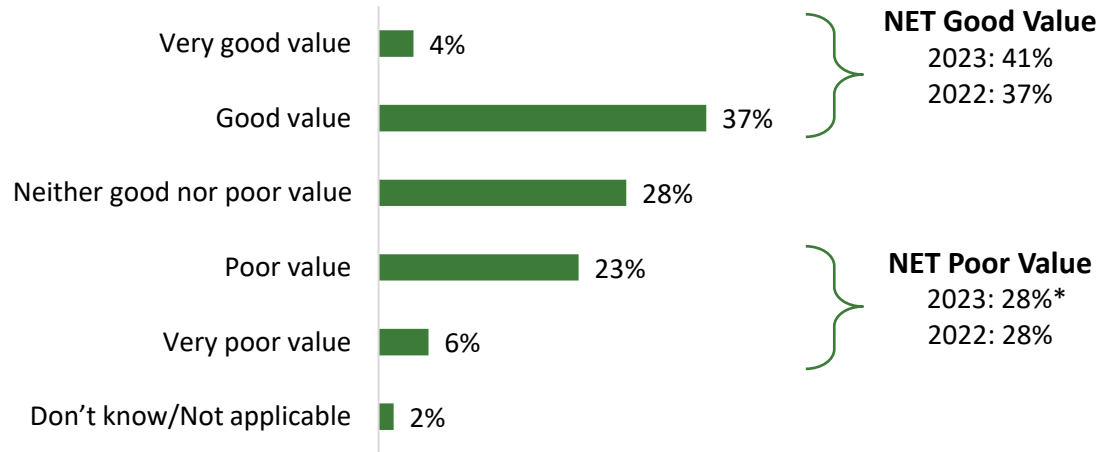
VALUE FROM PROPERTY TAX DOLLARS

## Perceived Value from Municipal Property Tax Dollars

Only two-in-five (41%) Rocky View County residents rate the value they feel they receive from their municipal property tax dollars as good/very good. While over a quarter (28%) rate the value they receive as poor/very poor, 28% also rate the value they receive as neither good nor poor. There is an opportunity to increase perceived value among this group. Increasing advertising/messaging on how tax dollars are used, the value they provide, why they are increasing, and on resources available may help to increase perceptions.

Residents who are ages 55+ are more likely than those ages 35-54 to rate the value they feel they receive from their municipal property tax dollars as good/very good (46% vs. 35%).

Perceived value from municipal property tax dollars has remained consistent from 2022 to 2023.



Q11. Please rate the value you feel you receive from your municipal property tax dollars.

Base: Rocky View County Residents (2023: n=352, 2022: n=1,540)

\*Indicates rounding



# Perceived Value from Municipal Property Tax Dollars

## Detailed Analysis

Those who rate the value they feel they receive from their municipal property tax dollars as **good/very good**, are more likely than those who rate it as poor/very poor to:



Have **positive views** about the County overall, and the programs and services available.



Be satisfied (somewhat/very) with the **overall amount** of services and programs provided (81% vs. 30%), the **quality** of services and programs (83% vs. 28%), and the **overall level** (i.e., how frequently, service response time frame) of services and programs provided by Rocky View County (89% vs. 45%).



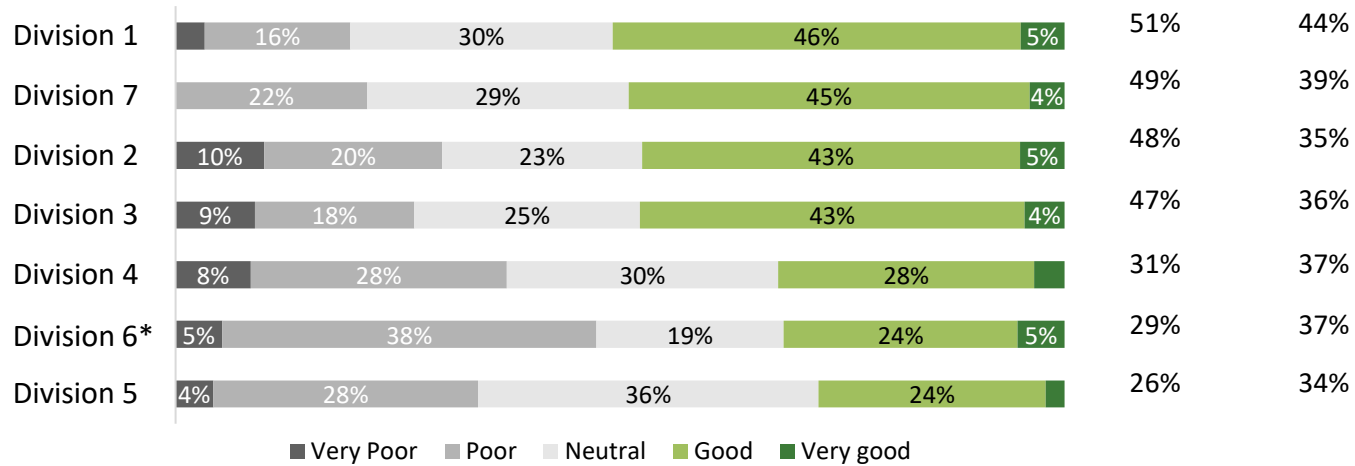
Be satisfied with both the **information provided by the County** (i.e. website, newspaper, advertising, social media) (79% vs. 41%) and **public engagement opportunities** (62% vs. 25%).



Be **satisfied with their interactions** with the County in the past 12 months.

## Perceived Value from Municipal Property Tax Dollars by Division

There are no significant differences in perceived value from municipal property tax dollars among divisions when comparing results from the 2022 Citizen Satisfaction Survey to the current 2023 survey results.



**41%**  
feel they receive **good/very good value** from their municipal property tax dollars

Q11. Please rate the value you feel you receive from your municipal property tax dollars. Base: Rocky View County Residents (2023: n=21-68, 2022: n=158-273)  
Responses 3% or less, not labelled. \*Caution small sample size (n<30).  
Don't know/Not applicable responses not shown. Caution when interpreting results as don't know/not applicable was not included as a response in the 2022 survey.



TOP ISSUES

## Top Issues in Rocky View County

The top issues Rocky View Residents want the County to focus on in the next 12 months include road maintenance (10%), over development/urban sprawl encroaching on the County (7%), and planning for future growth and development/land use policies/zoning (7%). While the question has changed, top issues in 2022 were planning for future growth and development, and over development.



“

*Road conditions  
Road upgrades  
Road development – fixing roads*

*Remaining out of [the city]...There is too much development in parts of the county*

*Letter about changes in the land and the change in property use, gives a land plot and not enough info about the land and how it may affect you in your area. It doesn't explain how it will be affected, the land use classification - would be nice if it included more detail. The land use classification is too broad*

”

Q12. What do you feel is the top issue for the County to focus on in the next 12 months?  
 Base: Rocky View County Residents (n=352)  
 Responses less than 3% not show. Don't know/Prefer not to answer not shown.  
 Tracking not available, question added in 2023.

## Top Issues in Rocky View County by Division

Top Issues	Division							
	Total	1	2	3	4	5	6	7
	(n=352)	(n=61)	(n=40)	(n=68)	(n=61)	(n=50)	(n=21)*	(n=51)
Road maintenance	10%	3%	3%	13%	16%	16%	10%	8%
Over development/Urban sprawl encroaching on the County	7%	3%	18%	13%	3%	-	5%	8%
Planning for future growth and development/Land use policies/Zoning	7%	15%	8%	6%	10%	2%	5%	-
Recreational facilities/Youth programs/Activities	6%	2%	10%	4%	2%	-	5%	20%
Addressing crime/Crime prevention	4%	2%	5%	4%	3%	2%	14%	2%
Property tax increases/High taxes/Carbon tax	4%	5%	-	3%	10%	2%	-	2%
Public relations/Listen to the public /Lack communication with residents	3%	3%	-	3%	7%	4%	-	4%
Schooling/Education	3%	3%	3%	4%	3%	-	-	8%
Infrastructure development (unspecified)	3%	2%	3%	1%	3%	-	14%	6%
Snow removal	3%	2%	-	-	2%	4%	10%	8%
Road planning/Road expansion	3%	8%	5%	1%	-	4%	-	-
Economy/Helping businesses grow/Support for local businesses	3%	-	13%	-	2%	2%	10%	-

% indicates top issue within Division

Q12. What do you feel is the top issue for the County to focus on in the next 12 months?

Base: Rocky View County Residents (n=352)

Responses less than 3% not show. \*Caution small sample size (n<30).

Don't know/Prefer not to answer not shown.

Tracking not available, question added in 2023.



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