



2015 Citizen Satisfaction Survey

May 8th, 2015

Banister
Research & Consulting Inc.





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Methodology

- ❖ Banister Research & Consulting Inc. (Banister Research) conducted a telephone survey with a randomly selected sample of 400 Grande Prairie residents aged 18 years or older between April 7th and April 17th, 2015.
 - ❖ In order to obtain an accurate representation of the residents of Grande Prairie, a cell-phone data-set (n=40) was created and implemented for the 2015 survey.
- ❖ Final data was weighted to ensure the overall sample's age and gender composition reflects that of the Grande Prairie population aged 18 or older, according to the 2011 Federal Census data.
- ❖ With a sample size of 400, results are considered accurate to within +/- 4.9 percentage points, 19 times out of 20.
- ❖ Where possible, results for areas of citizen satisfaction are compared to 2011 and 2013.



2015 Highlights

Perceptions about the quality of life in Grande Prairie remains high, despite a decrease in 2015

- ❖ While the decrease of respondents who agree that the 'quality of life in Grande Prairie is good' is statistically significant, the overall percentage still remains high at 90% (compared to 95% in 2013).
 - Nearly one-third (29%) indicated that the quality of life in Grande Prairie has worsened in the past three years, a significant increase from 16% in 2013.

Community pride has slightly decreased in strength.

- ❖ While 80% of respondents agreed 'I am proud to live in Grande Prairie', (comparable to 84% in 2013), 77% agreed that 'Grande Prairie is a great community to raise a family (a significant decrease from 87% in 2013).

The local economic outlook is not as promising as it was reported in 2013.

- ❖ Agreement that Grande Prairie 'has a vibrant and healthy local economy' currently stands at 82% - a statistically significant decrease from 94% in 2013.

Safety is an Issue in Grande Prairie.

- ❖ Agreement with the statement that 'Grande Prairie is a place where residents feel safe and secure' experienced a significant 20 percentage points decrease from 78% in 2013 to 58% in 2015.
 - The most frequently given reason for perceptions of a worsened quality of life was "crime/drugs", with 59% of responses.



2015 Highlights

The City of Grande Prairie has realized significant decreases in performance ratings.

- ❖ Close to eight-in-ten (79%) respondents were satisfied with the overall level and quality of services and programs – a significant decrease from 86% reported in 2013.
- ❖ With the exception of City Infrastructure Services, all services experienced a decrease in satisfaction ratings compared to 2013.

Satisfaction with City Infrastructure Services has improved.

- ❖ Three-fifths of respondents (60%) were satisfied with City Infrastructure Services – a significant increase from 48% in 2013.

Customer Service Satisfaction has remained consistent.

- ❖ Among those who contacted the City in the last 12 months, 75% were satisfied with the contact – comparable to 79% in 2013.

The perceived value received from property taxes is comparable to 2013.

- ❖ While the number of respondents who provided a 'good value' rating is still short of a majority at 34%, it is comparable to 39% reported in 2013.



2015 Highlights

Satisfaction with snow removal has significant improvement.

- ❖ Currently, roughly two-thirds or respondents (66%) are satisfied with the City of Grande Prairie's snow removal performance – a significant 18 percentage point improvement from 2013 where under half (48%) were satisfied.
- ❖ Among the one-third who are dissatisfied, the most frequent reason given was *“plows leave ridges/piles of snow on residential property”* (43%).

Detailed Findings: Life in Grande Prairie Today



Citizen Overview: Issue Agenda

- ❖ *“Roads, infrastructure and potholes”* occupies the top position on the issue agenda
 - In 2015, 44% of Grande Prairie residents cite *“improve the roads/infrastructure/potholes”* as an important issue, while 28% say it is the **most** important issue.
 - This is far ahead of *“lower crime rate/improve street safety”* (22%) which replaced *“lower taxes/taxes are too high”* (18%) as the second most important issue.
 - Other important issues included *“improve snow and ice removal”* (13%), *“synchronize traffic lights”* (19%) and *“increase sanitation”* (8%).



Top-of-Mind Issues (Top Responses)*

What is the most important local issue facing the City today?

Improving roads/infrastructure/potholes – 44%

Lower crime rate/improve street safety – 22%

Lower taxes/taxes are too high – 16%

Improve snow/ice removal services – 13%

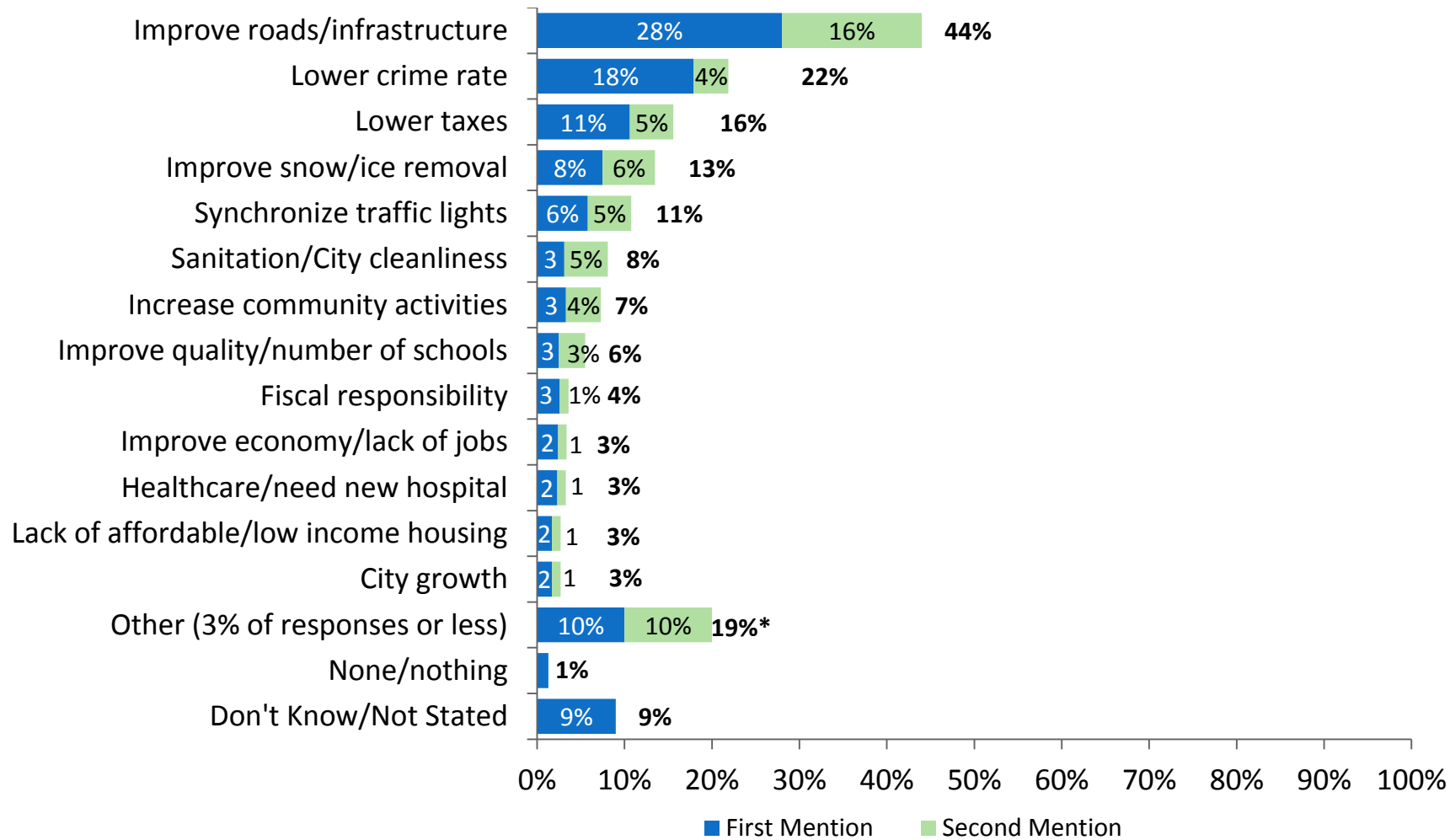
Improve/synchronize traffic lights/control/road safety – 11%

n=400

*Multiple responses



Top-of-Mind Issues



Base: All respondents (n=400)

*rounding

Q1. In your view, as a resident of the City of Grande Prairie, what is the most important LOCAL issue facing the City today, that is the one issue you feel should receive the greatest attention from your local leaders? What is the next most important local issue facing the City?

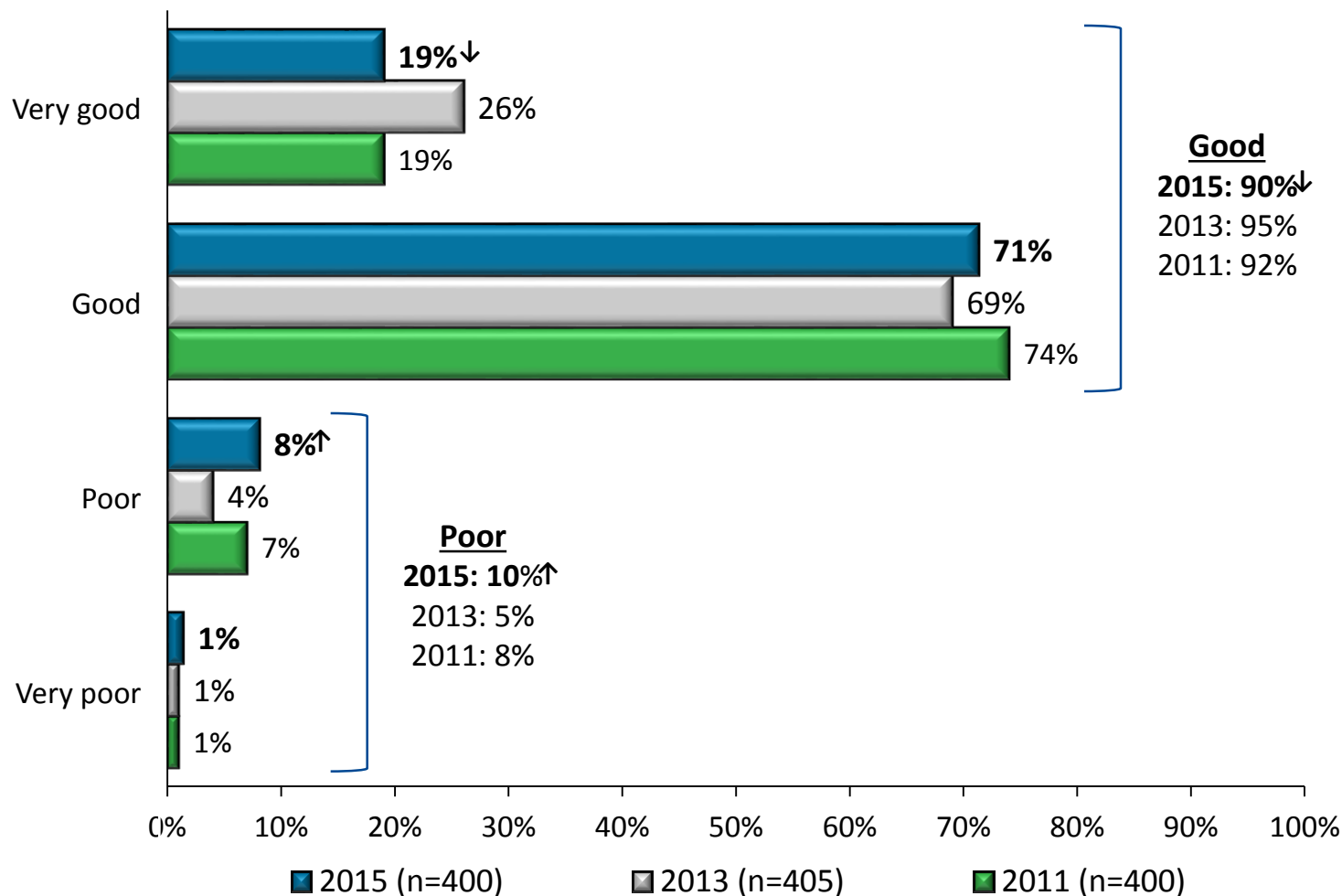


Quality of Life

- ❖ While perceptions about the quality of life in the City of Grande Prairie have decreased significantly from 2013, the majority of respondents continue to be very positive.
 - Overall, the majority of respondents (90%) agree that the quality of life in Grande Prairie today is good (a significant decrease from 95% in 2013).
 - There has been a significant decrease in the proportion of citizens who say the quality of life in Grande Prairie is *very good* (26% in 2013 to 19% in 2015).
- ❖ Roughly one quarter (24%) of residents feel that quality of life has *improved* in the past three years, while nearly half (45%) believe it has *stayed the same*. Just under one third (29%) feel that quality of life has worsened (a significant increase from 16% in 2013).
 - A key driver for perceptions of an 'improved' quality of life is the "*opening of the Eastlink Centre*", (32%) while "*improved community activities*" and "*increase in shops and hospitality centres*" were also frequent mentions (17%, each).
 - Respondents most frequently mentioned "crime and drug use" (59%) and "overcrowded – due to rapid population growth" (20%) as detractors to a high quality of life.



Overall Quality of Life in Grande Prairie



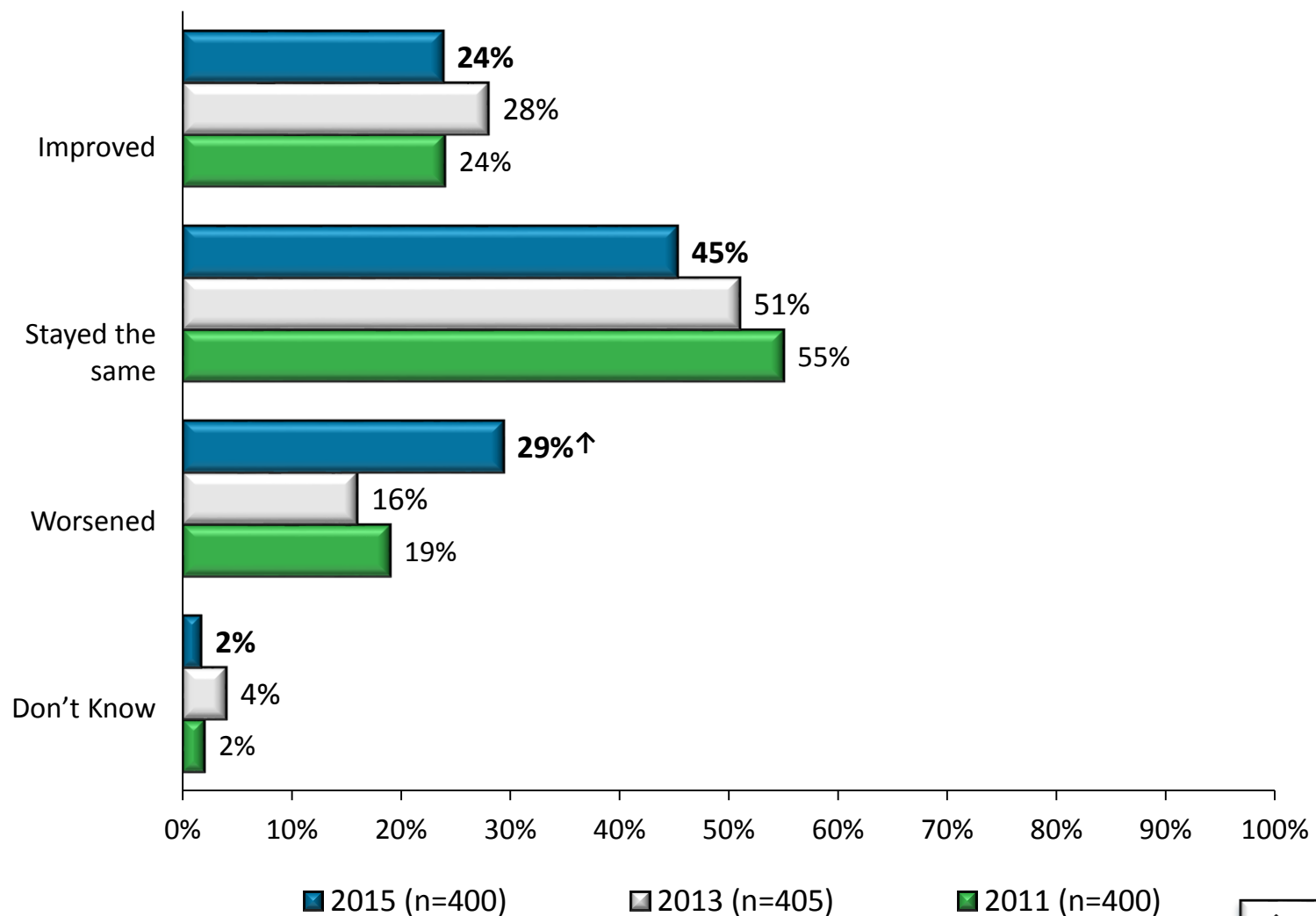
Base: All respondents

Q2. How would you rate the overall quality of life in the City of Grande Prairie today?

↑↓ Denotes statistically significant increase or decrease from 2013 to 2015



Perceived Change in Quality of Life in Grande Prairie



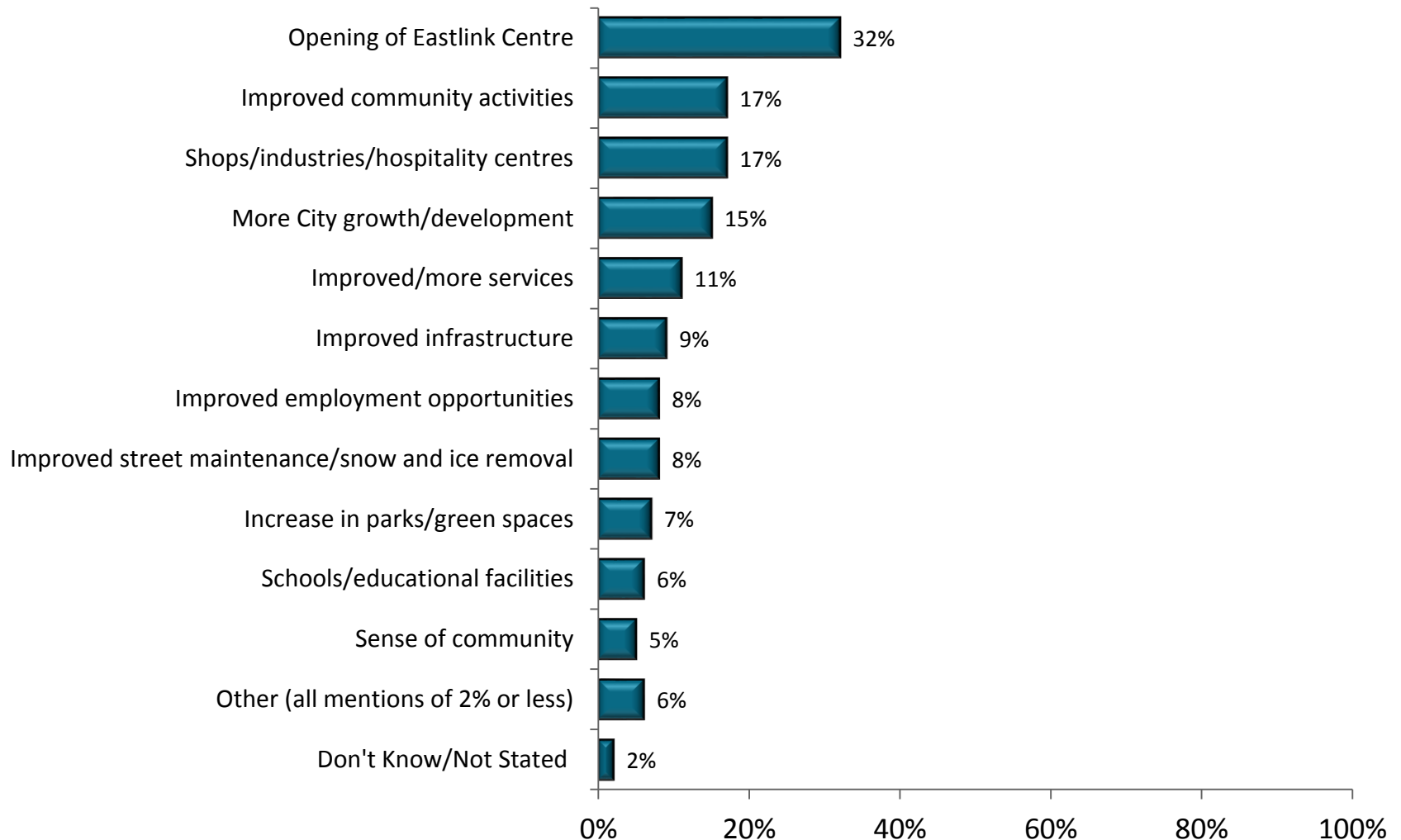
Base: All respondents

Q3. And, do you feel that the quality of life in the City of Grande Prairie in the past three years has...?

↑ Denotes statistically significant increase from 2013 to 2015



Reasons for Improved Quality of Life*



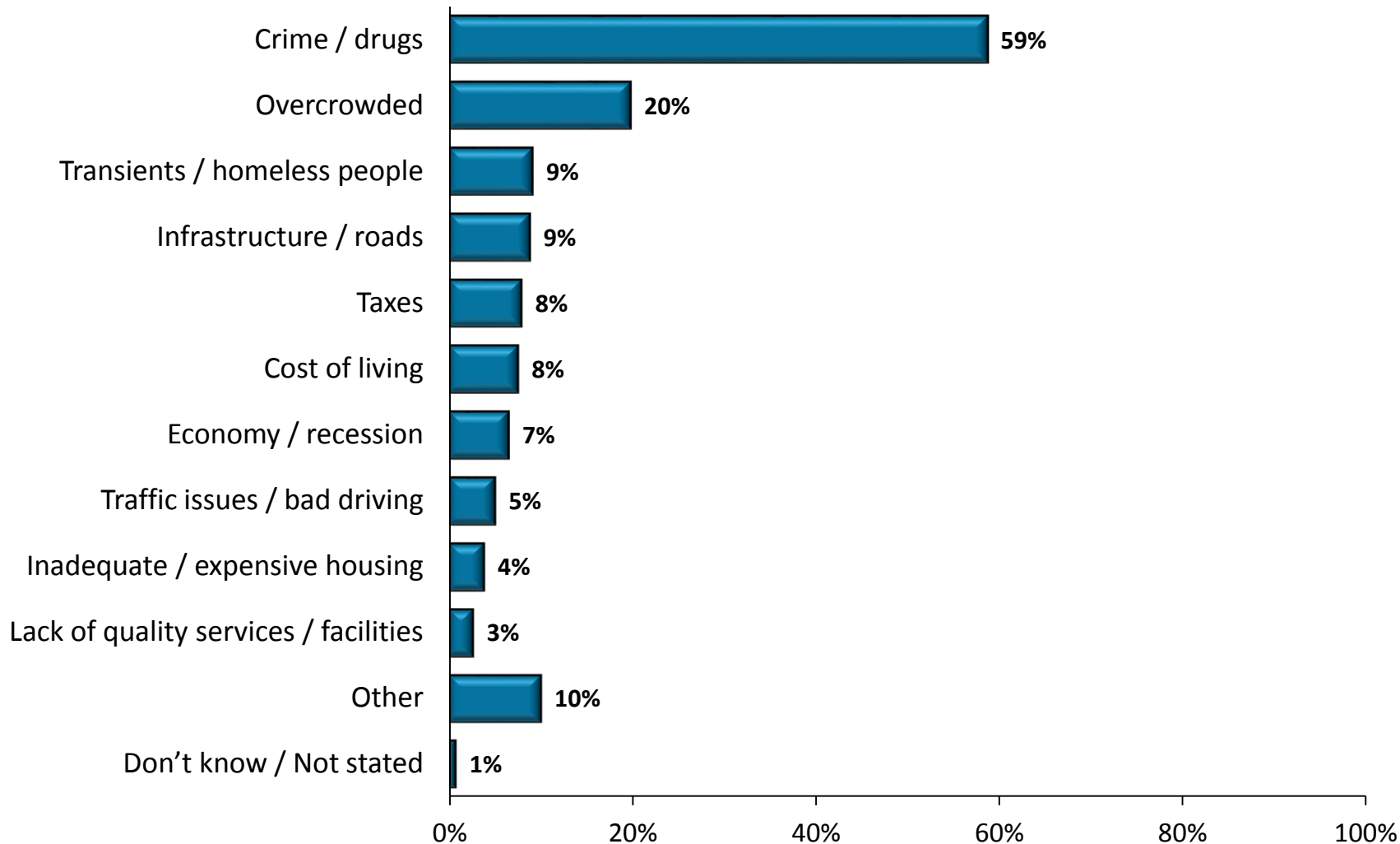
*Multiple responses

Base: Respondents who say quality of life has improved in the past 3 years (n=90)

Q4a. Why do you think the quality of life has IMPROVED?



Reasons for Deteriorated Quality of Life*



*Multiple responses

Base: Respondents who say quality of life has worsened in the past 3 years (n=127)

Q4b. Why do you think the quality of life has WORSENEED?



Sustainability Metrics and Key Descriptors

Sustainability Metrics

- ❖ The vast majority of respondents agreed that Grande Prairie 'is a community with a bright future' and 'has a vibrant and healthy local economy' (90% and 82%, respectfully).
 - However, when compared to the previous survey year (96% and 94%, respectively), both of these statements experienced significant decreases.
- ❖ Nearly eight-in-ten respondents (77%) agreed that 'Grande Prairie is a great community to raise a family'.
 - This is a significant decrease from 87% reported in 2013.
- ❖ Over three-quarters of respondents (80%) are 'proud to live in Grande Prairie'.
 - This is a comparable to 84% reported in 2013.
- ❖ Comparatively lower, over half of respondents (58%) of respondents are in agreement that 'Grande Prairie is a place where residents feel safe and secure'.
 - This is a significant 20 percentage point drop from 2013.



Sustainability Metrics and Key Descriptors

Key Descriptors

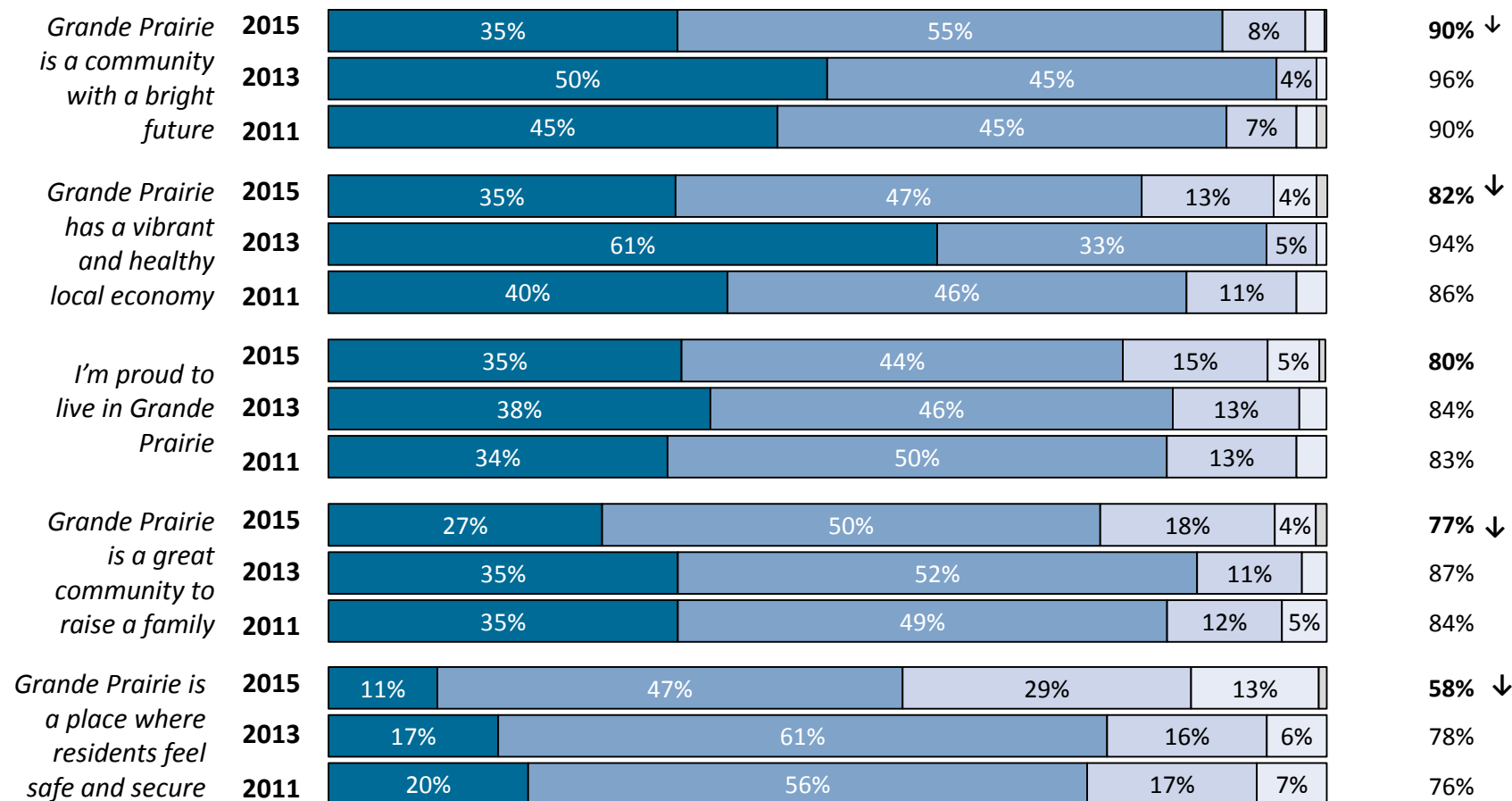
- ❖ When asked *“what three words do you think best describe Grande Prairie as a place to live, overall”*, 83% of respondents offered positive descriptors, while just 17% provided negative descriptors.
 - A wide array of words were used, with *“growing/booming”* (11%), *“jobs/employment”* (10%), *“busy”* (9%), *“vibrant/energetic”* (8%), *“opportunity”* (7%), *“friendly”* (7%), *“young”* (6%) and *“good/stable”* (6%) each garnering more than 5% of mentions.



Sustainability Metrics

■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree ■ Don't Know

Agree %



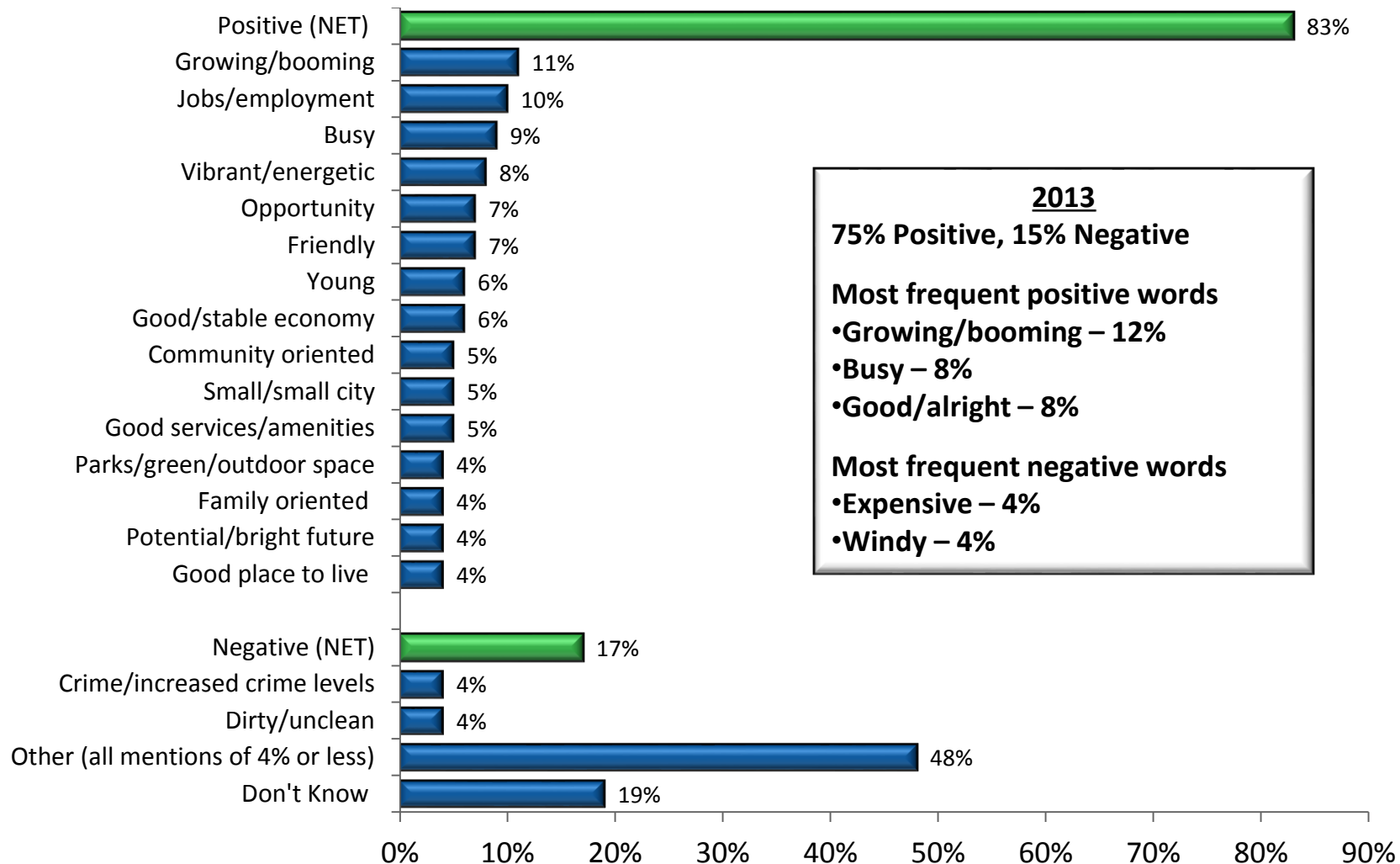
Base: All respondents (2015: n=400 / 2013 n=405 / 2011 n=400)

Q5. I'm going to read you a few statements about life in the City of Grande Prairie, and I'd like you to indicate the degree to which you agree or disagree with each statement.

↓ Denotes statistically significant decrease from 2013 to 2015



Grande Prairie as a Place to Live: Top of Mind Descriptors*



*Multiple responses

Base: All respondents (n=400)

Q6. What three words, images or phrases do you think best describe Grande Prairie as a place to live, overall?



Grande Prairie as a Place to Live: Top-of-mind Descriptors



City Performance: Evaluating Program and Service Delivery



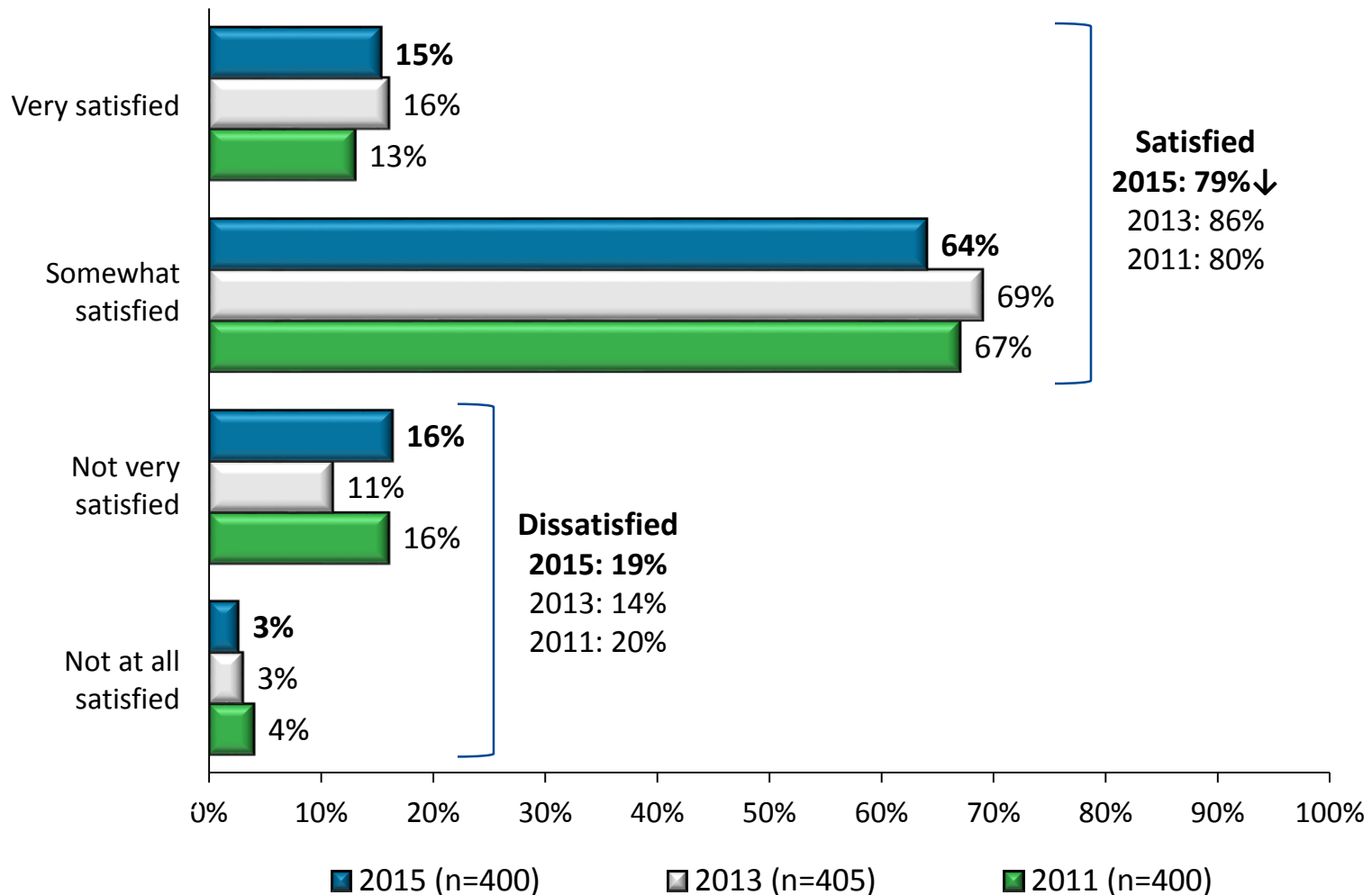


Overall Satisfaction with City Programs and Services

- ❖ Over three-quarters of respondents (79%) are satisfied with the overall level and quality of services and programs provided by the City of Grande Prairie.
 - Strength of satisfaction is tempered with just 15% of respondents indicating they are very satisfied, while 64% were somewhat satisfied.
 - Overall satisfaction experienced a significant decrease compared to 2013 survey results (79% versus 86% in 2013).



Overall Satisfaction with City Programs and Services



Base: All respondents

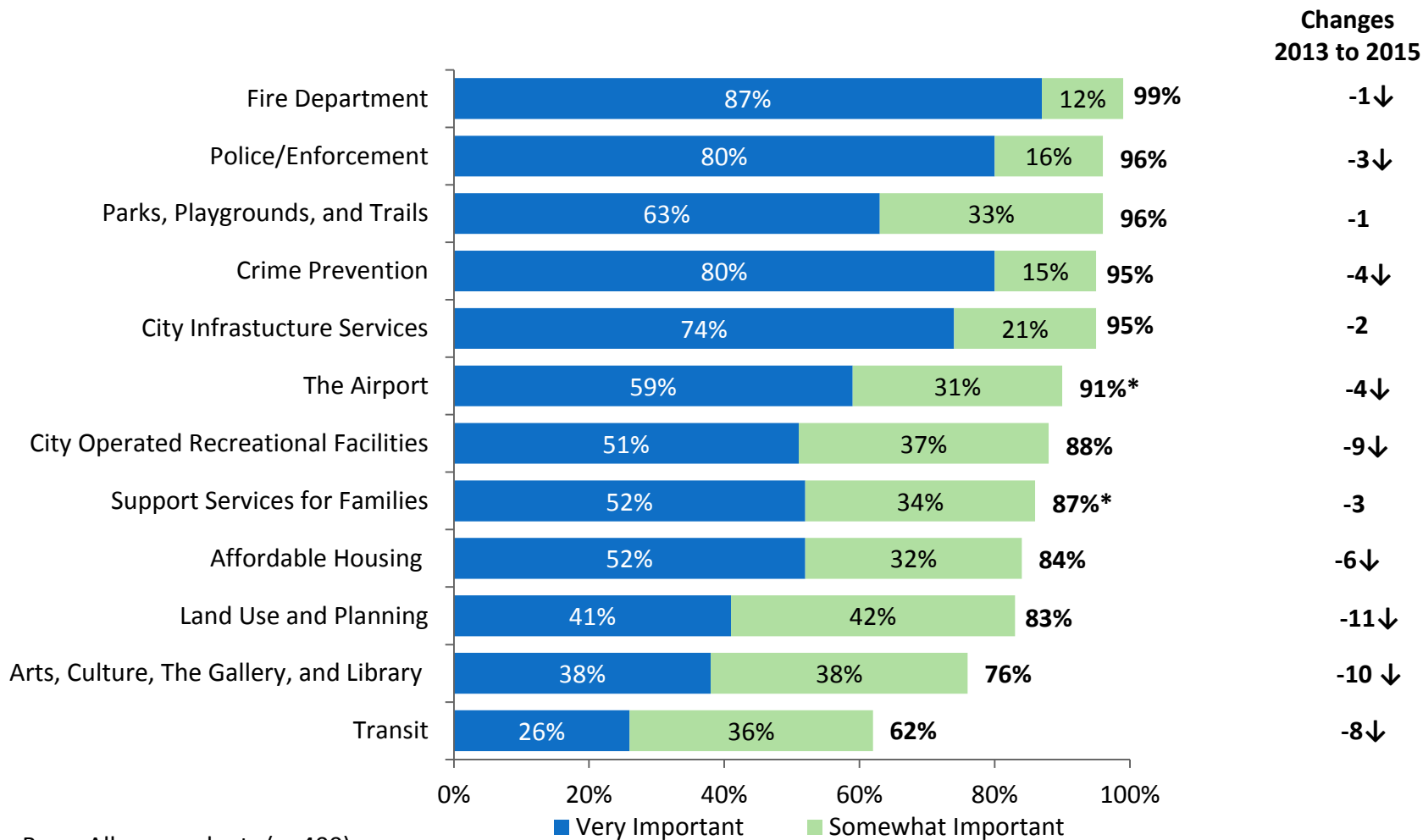
Q7. Please tell me how satisfied you are with the overall level and quality of services and programs provided by the City of Grande Prairie. Are you...?



City Performance: Importance and Satisfaction with Services and Programs

- ❖ With the exception of Transit at 62%, at least three-quarters of respondents deemed all 12 programs and services evaluated to be **important**.
 - There were no increases to importance ratings compared to 2013. With the exception of 'Parks, playgrounds and trails', 'City Infrastructure Services', and 'Support Services for families', all services experienced a significant decrease in importance ratings.
 - Considering very important ratings, the 'Fire Department' (87%), 'The Police/Enforcement' (80%), and 'Crime prevention' (80%) emerged on top, as they did in 2013. Just like in 2013, 'Arts, culture, The Gallery and Library' (38%) and 'Transit' (26%) were at the other end of the spectrum.
- ❖ Satisfaction with City programs and services varies tremendously.
 - Satisfaction is highest for 'The Fire Department', with 95% satisfied and 68% very satisfied (a significant decrease from 98% satisfied and 81% very satisfied).
 - Another significant change included an 18 percentage point increase in overall satisfaction with 'City Infrastructure Services' (from 42% in 2013 to 60% in 2015).
 - ❖ Those who have lived in Grande Prairie for 5 years or less were significantly more likely to be satisfied with Land Use and Planning and City Operated Recreation Facilities (versus those who have lived in Grande Prairie for 11 years or more).

Importance of Services and Programs



Base: All respondents (n=400)

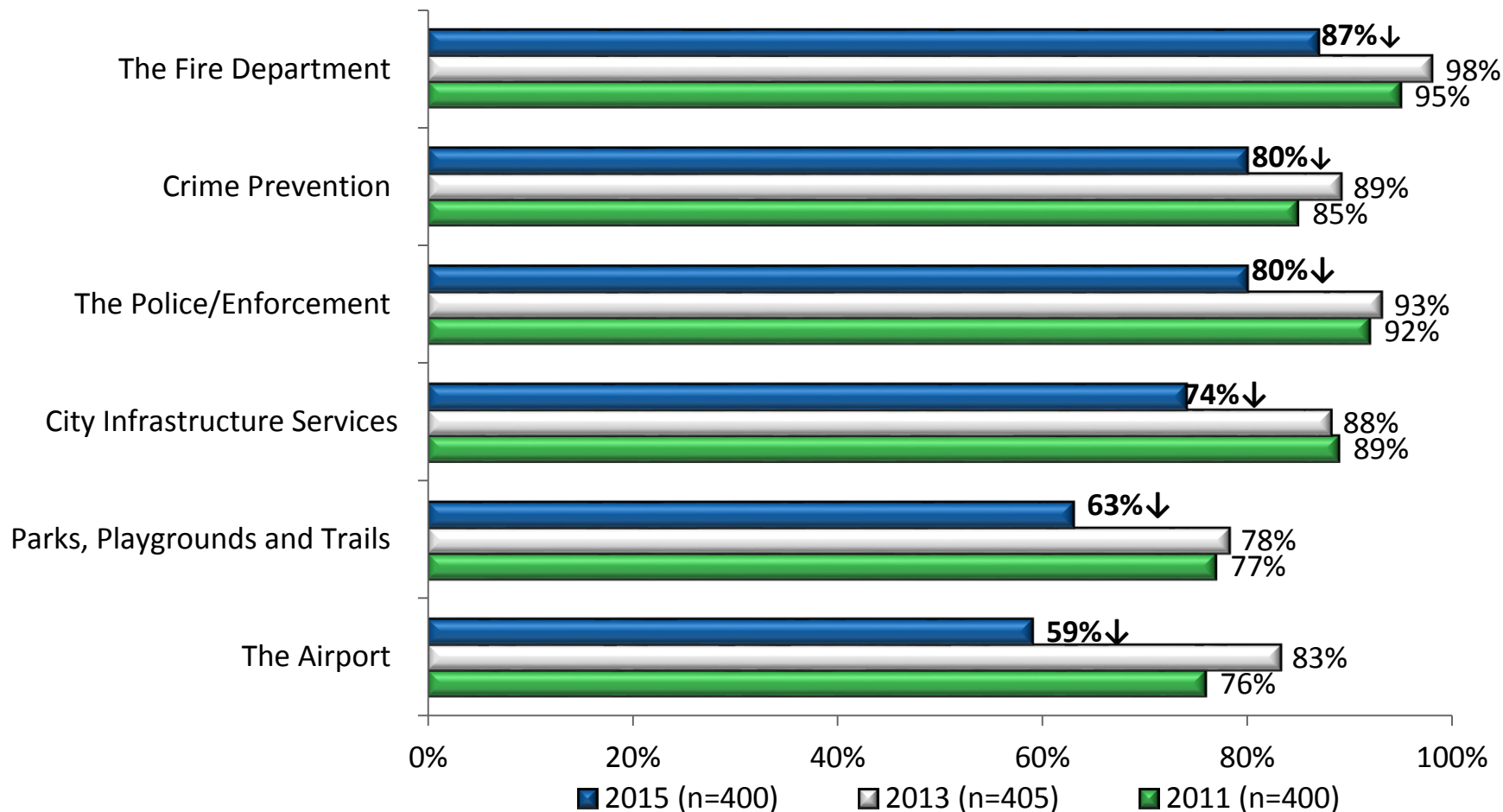
Q8. I'm going to read you a list of programs and services provided to you by the City of Grande Prairie. Please tell me how important each one is to you.

*Rounding

↓ Indicates a significant decrease from the previous survey year



Tracking Importance of City Programs and Services



Base: All respondents

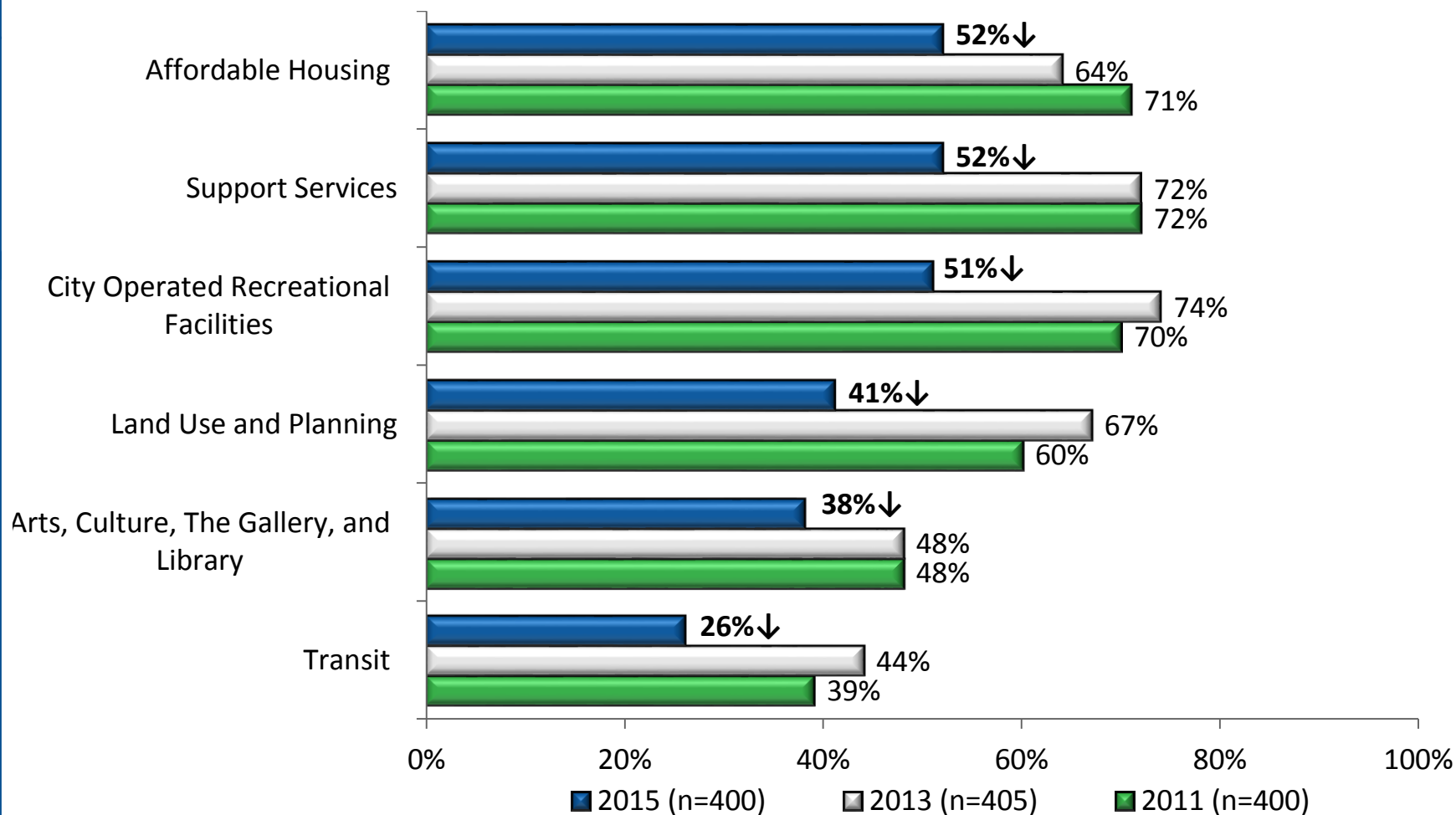
Q8. I'm going to read you a list of programs and services provided to you by the City of Grande Prairie. Please tell me how important each one is to you.

↓ Indicates a significant decrease from the previous survey year

*Percentage of respondents who rated each City program or service as "very important"



Tracking Importance of City Programs and Services* (cont'd)



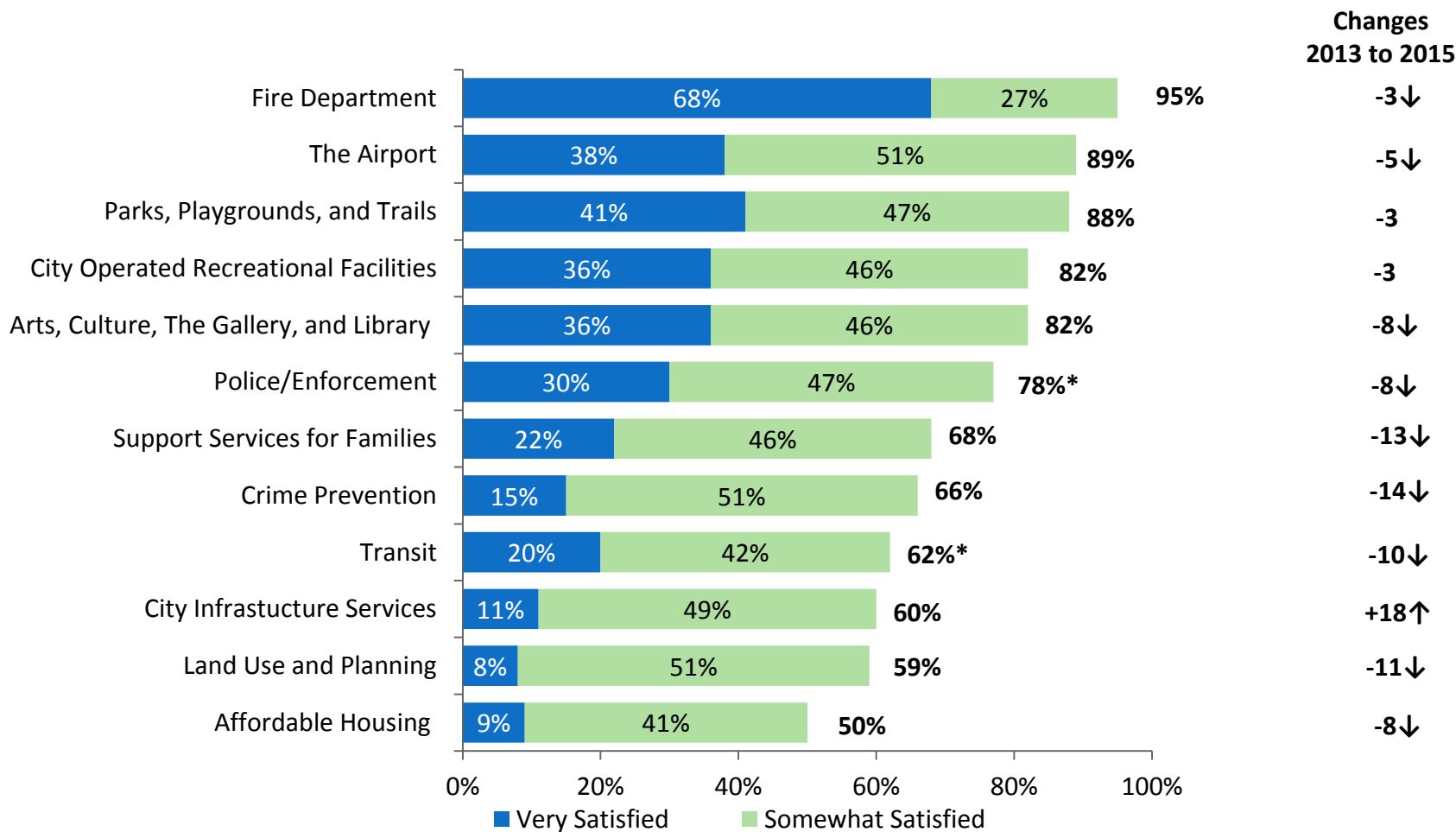
Base: All respondents

Q8. I'm going to read you a list of programs and services provided to you by the City of Grande Prairie. Please tell me how important each one is to you.

↓ Indicates a significant decrease from the previous survey year

*Percentage of respondents who rated each City program or service as "very important"

Satisfaction with City Services and Programs



Base: All respondents (n=400)

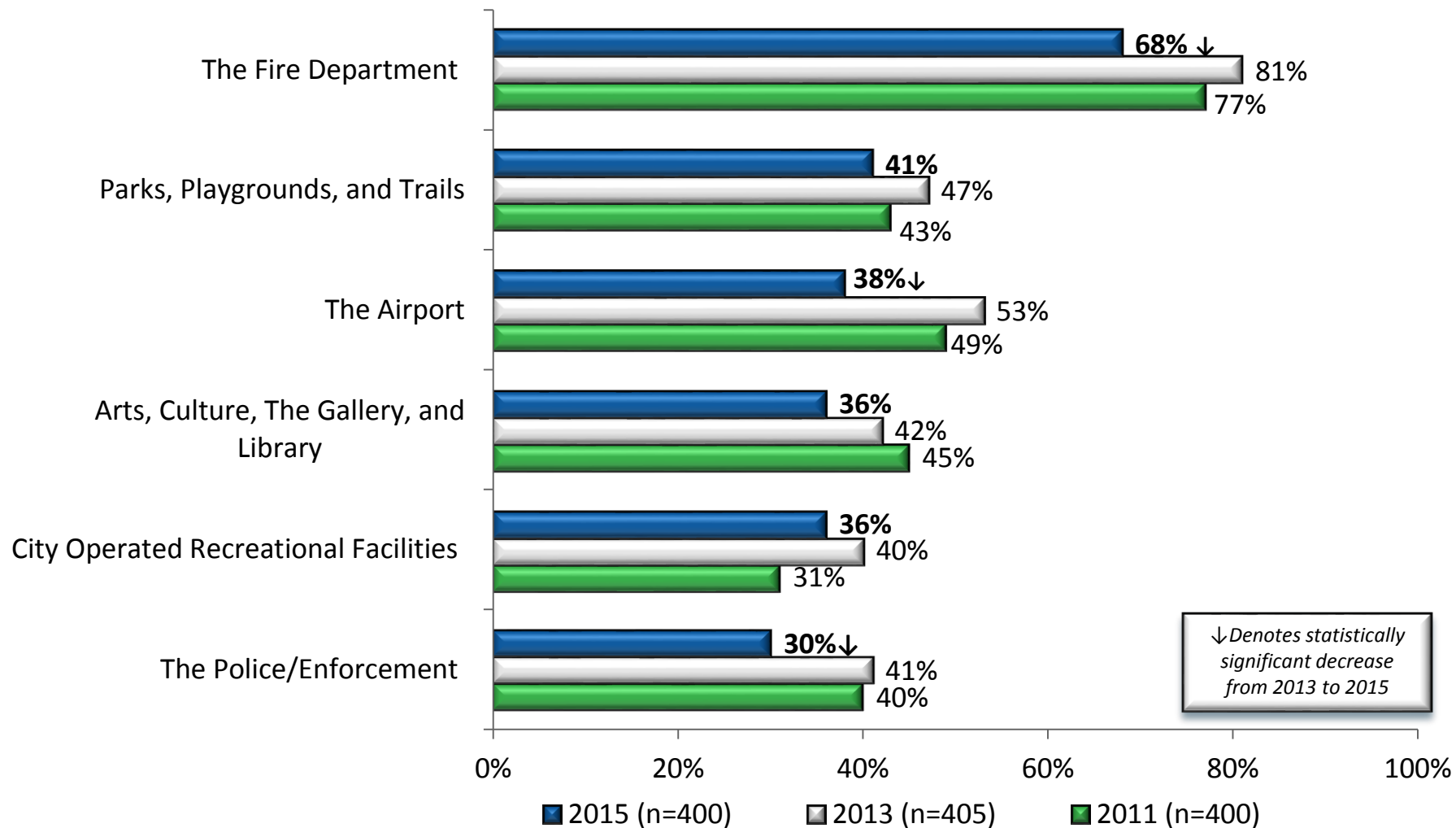
Q9. And, how satisfied are you with the job the City is doing in providing this program or service? Are you...?

*Rounding

↑↓ Denotes statistically significant increase or decrease from 2013 to 2015



Tracking Satisfaction with City Programs and Services*



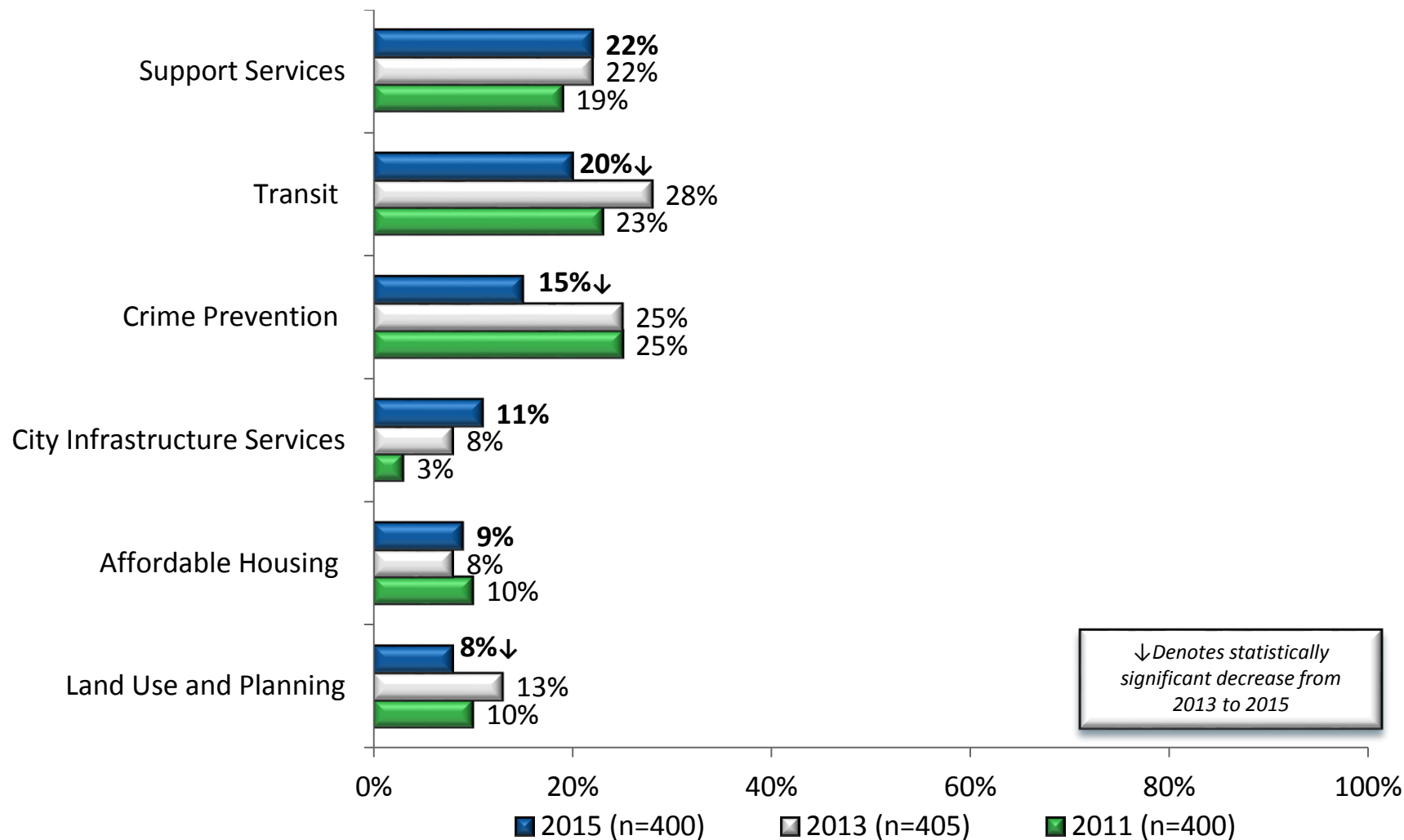
Base: All respondents

Q9. And, how satisfied are you with the job the City is doing in providing this program or service?

*Percentage of respondents who were "very satisfied" with each City program or service



Tracking Satisfaction with City Programs and Services* (cont'd)



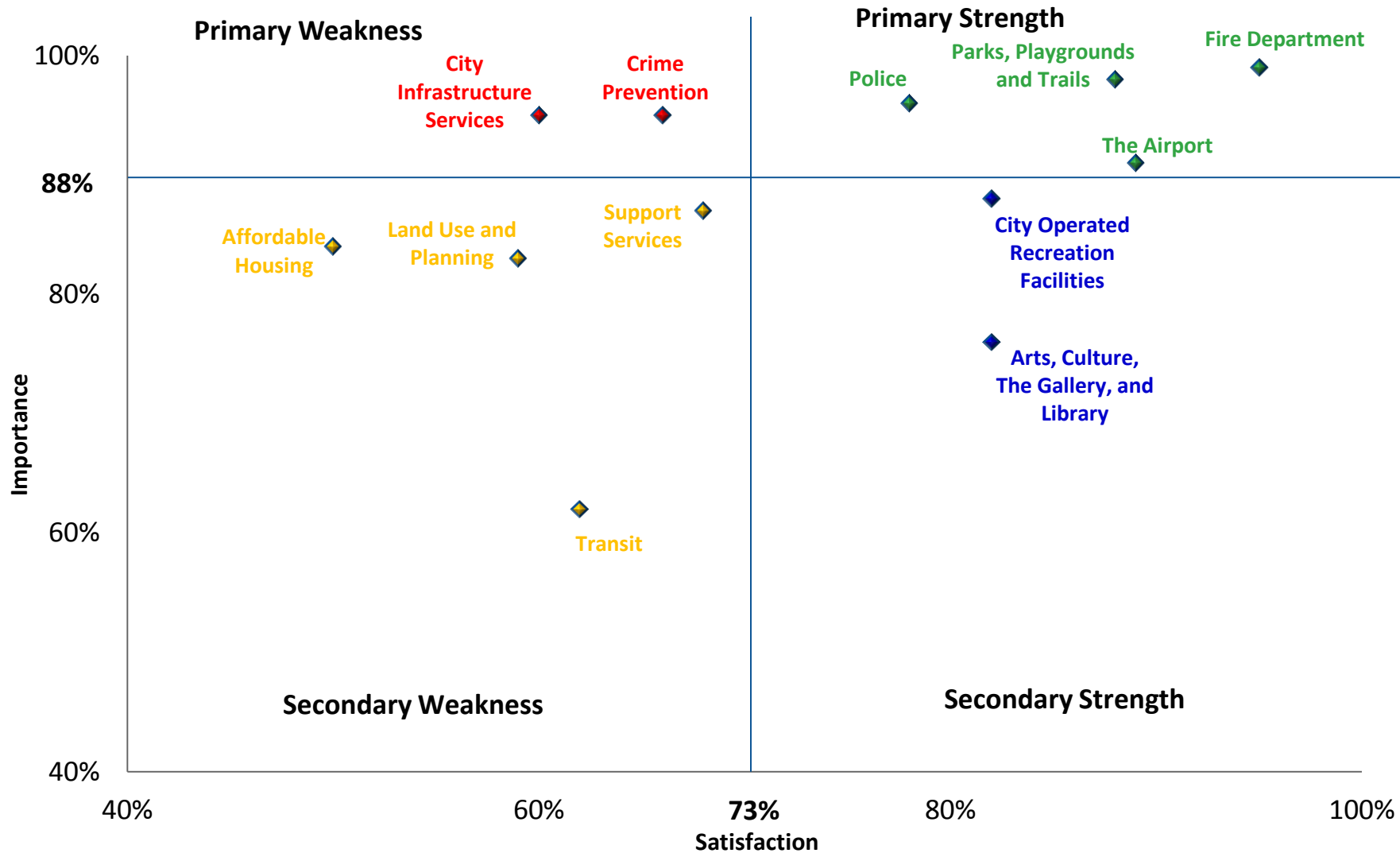
Base: All respondents

Q9. And, how satisfied are you with the job the City is doing in providing this program or service?

*Percentage of respondents who were "very satisfied" with each City program or service



Importance vs. Satisfaction Grid

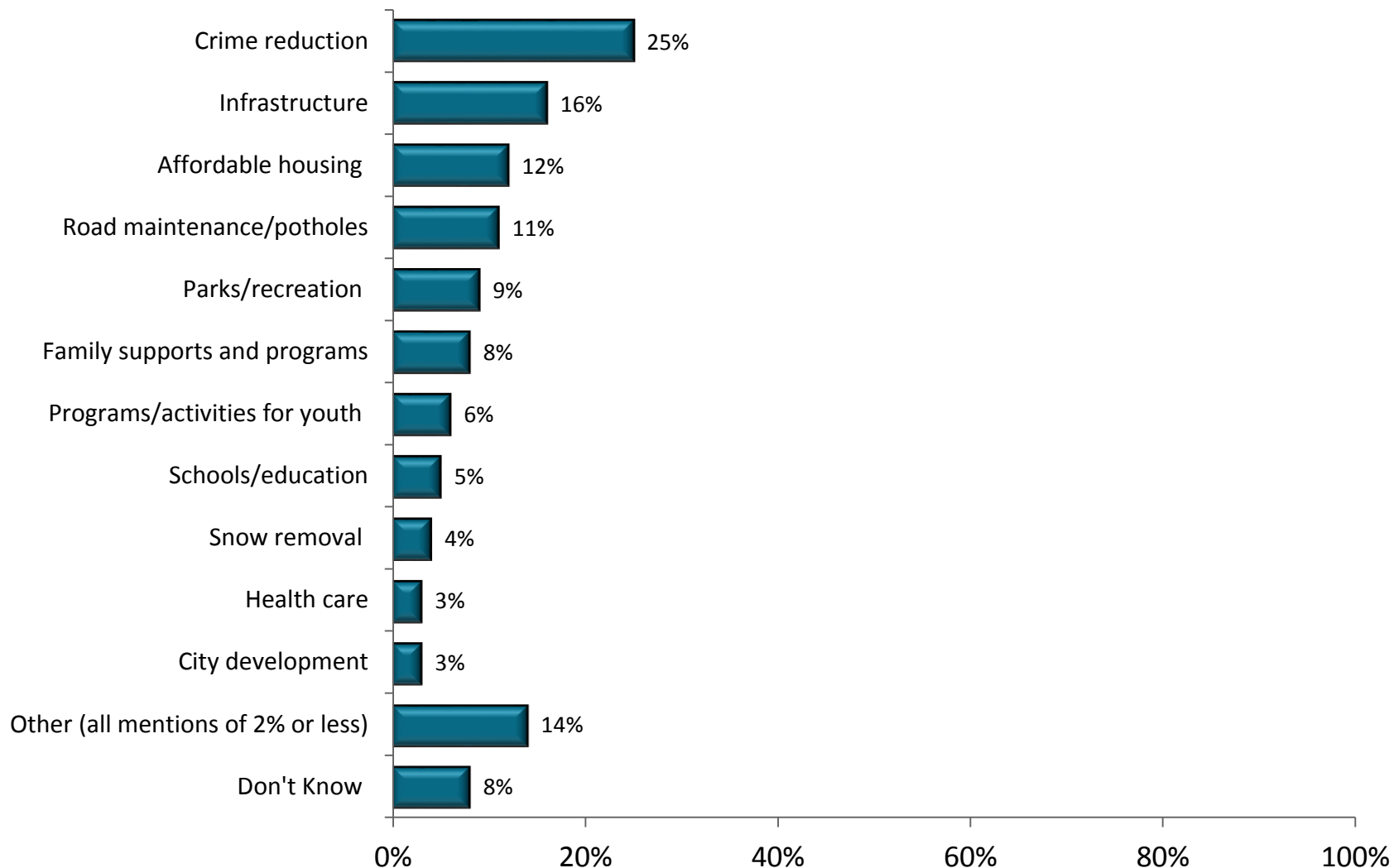


Note: Axes set at 73% mean satisfaction rating; 88% mean importance rating

Scale: "not at all important/very dissatisfied", "not very important/satisfied", "somewhat important/satisfied", "very important/satisfied"



Most Important Service or Program to be Funded by the City *



*Multiple responses

Base: All respondents (n=400)

Q10. In your opinion, what is the MOST IMPORTANT service or program that the City of Grande Prairie should focus funding in the future?

Tax Dollars and User Fees: Perceptions Related to City Finances



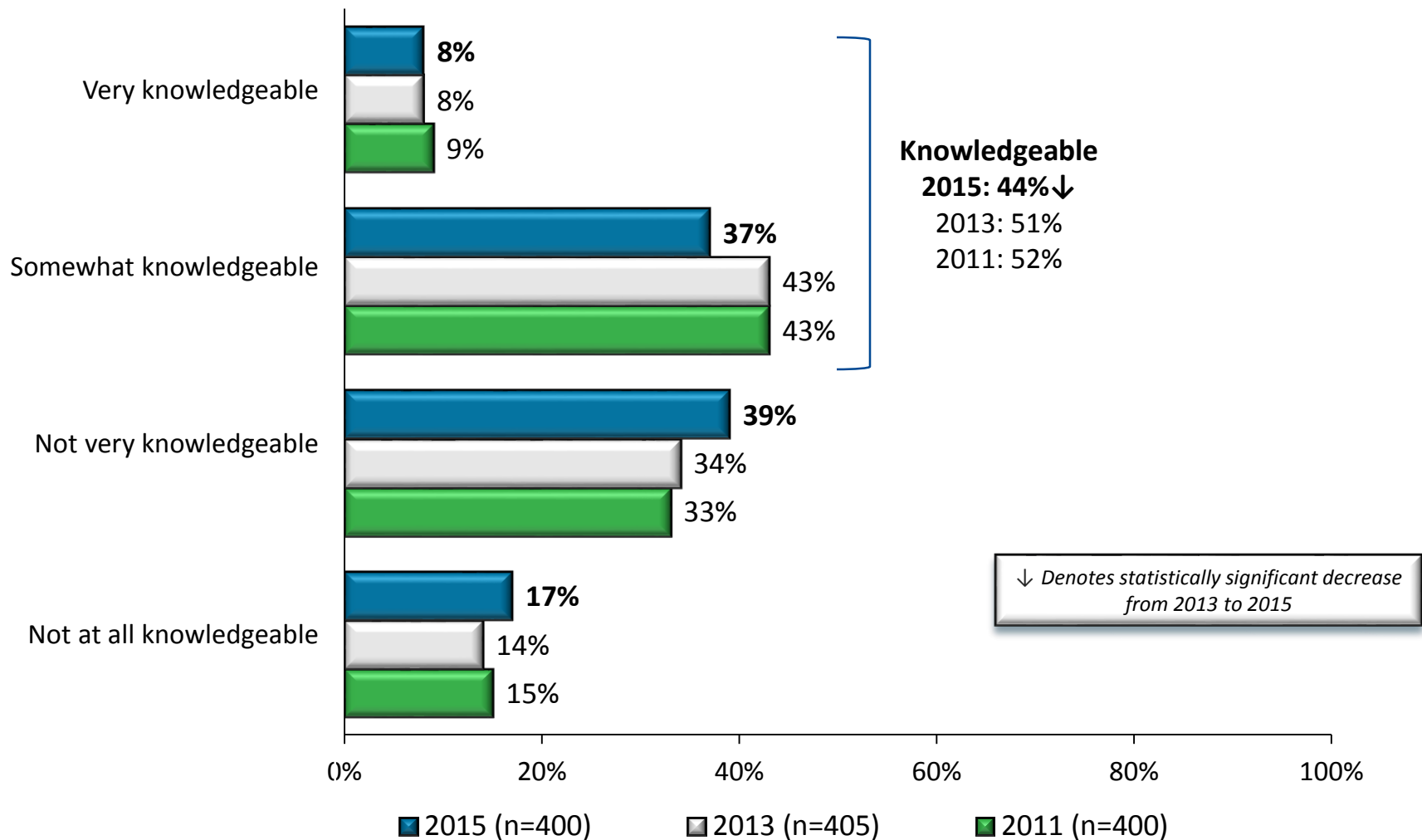


Tax Dollars and User Fees

- ❖ Less than half of the respondents (44%, a significant decrease from 51% in 2013) felt they are **knowledgeable** about how municipal tax dollars are spent (ratings of 7 to 10 out of 10).
- ❖ The perceived **value** received from property tax dollars varied with roughly one-third (34%) saying they received 'good value' (ratings of 7 to 10) and 29% saying they received 'poor value'.
 - Though still short of a majority, 'good value' ratings are comparable to 2013 results (39%).
- ❖ When it comes to **balancing taxation and service delivery levels**, respondents were more likely to choose increasing taxes (45%) over cutting services (35%).
- ❖ When provided with three options for **increasing City revenue**, the most preferred option was to 'grow the tax base through new development', while 34% would prefer the City to 'introduce new or expand existing user fees' and 9% would prefer a property tax increase.



Perceived Knowledge Levels of Municipal Tax Dollar Spending

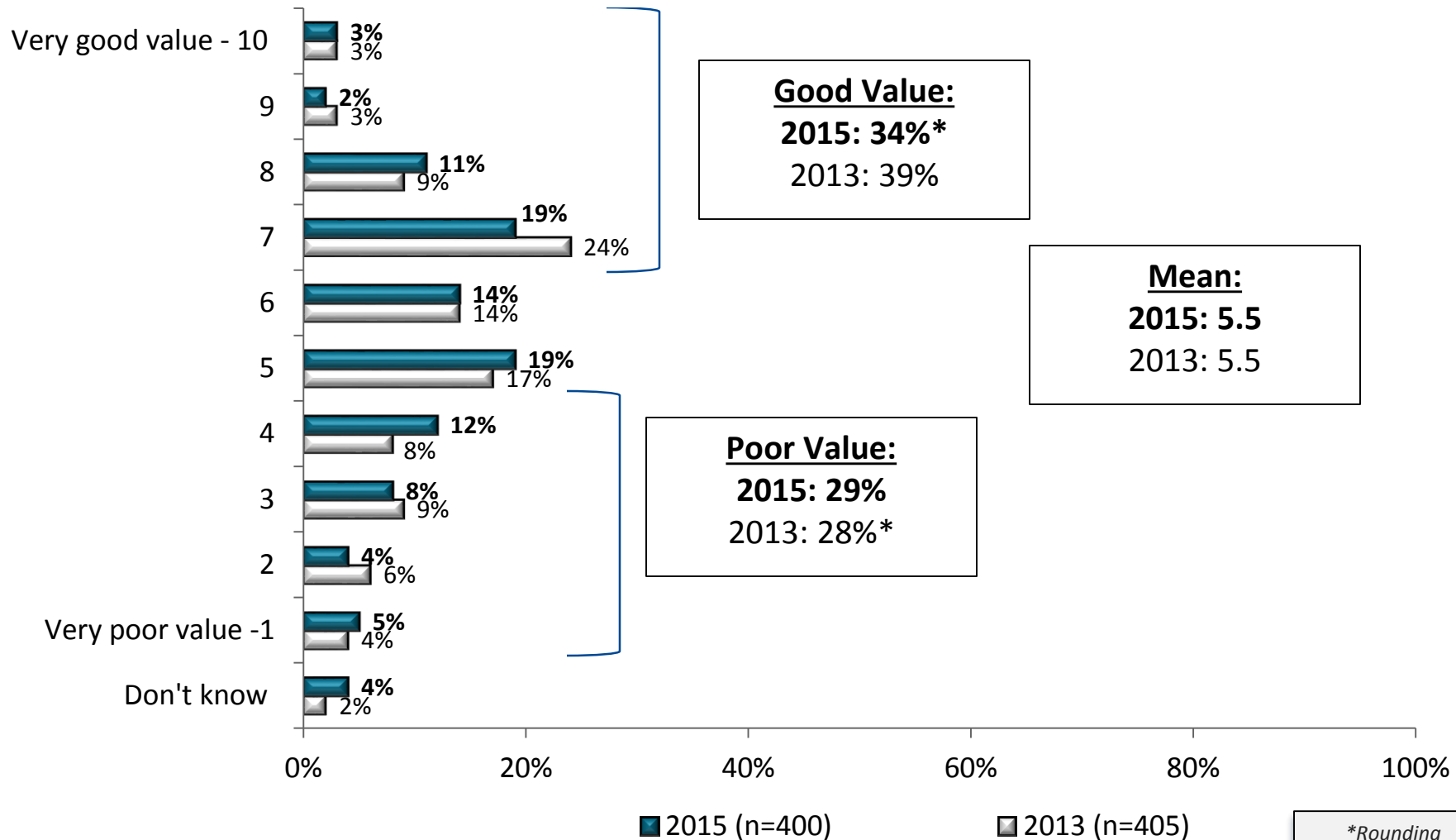


Base: All respondents

Q11. Thinking about how the City of Grande Prairie government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how municipal dollars are spent?



Perceived Value of Property Taxes

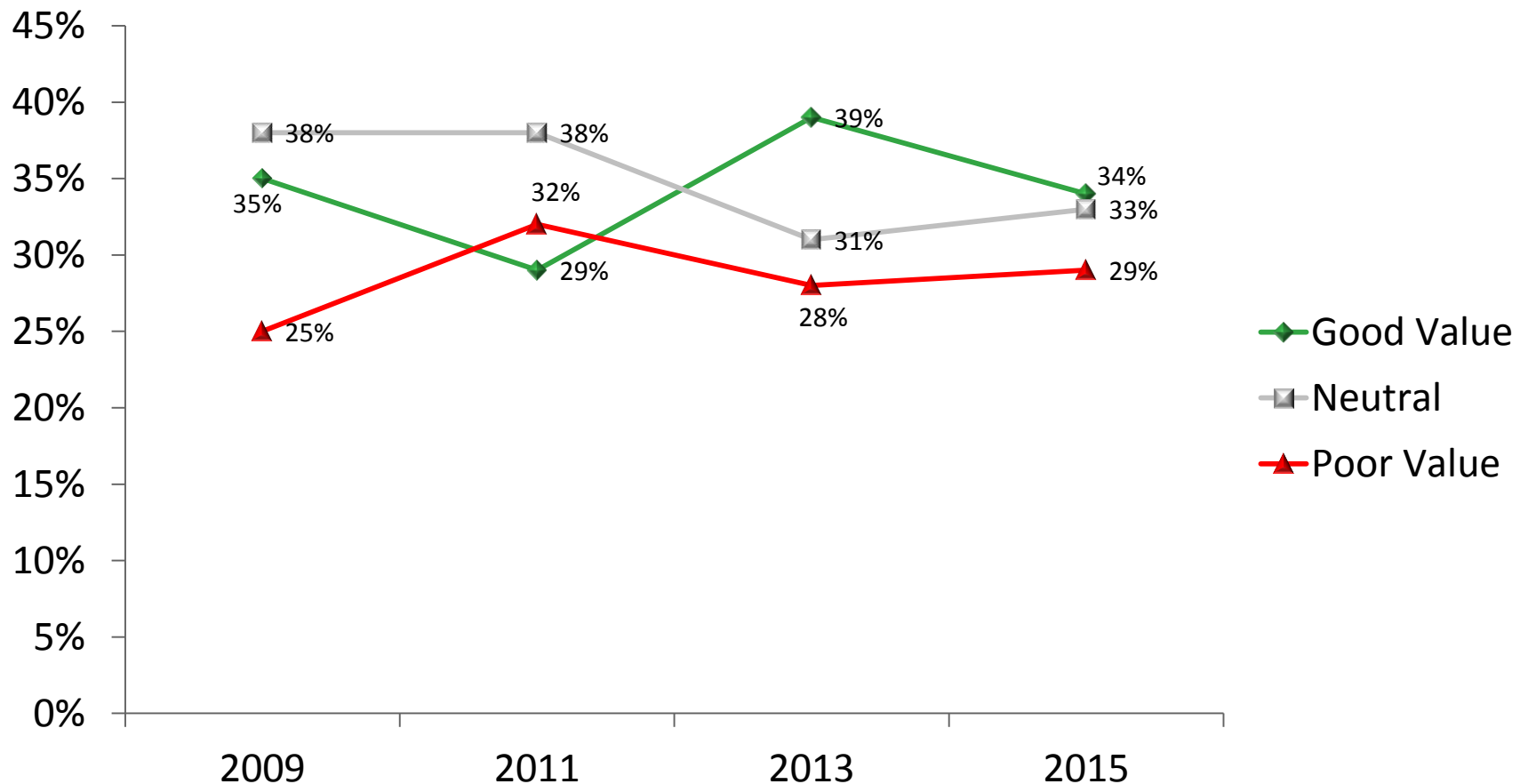


Base: All respondents

Q12. Your property tax dollars are divided between the City and the Province. In Grande Prairie, approximately three quarters (75%) of your property tax bill goes to the City to fund municipal services. Considering the services provided by the City, please rate the value you receive from your municipal property tax dollars using a scale of 1 to 10 where 1 represents "very poor value" and 10 represents "very good value"?



Tracking Perceived Value of Property Taxes

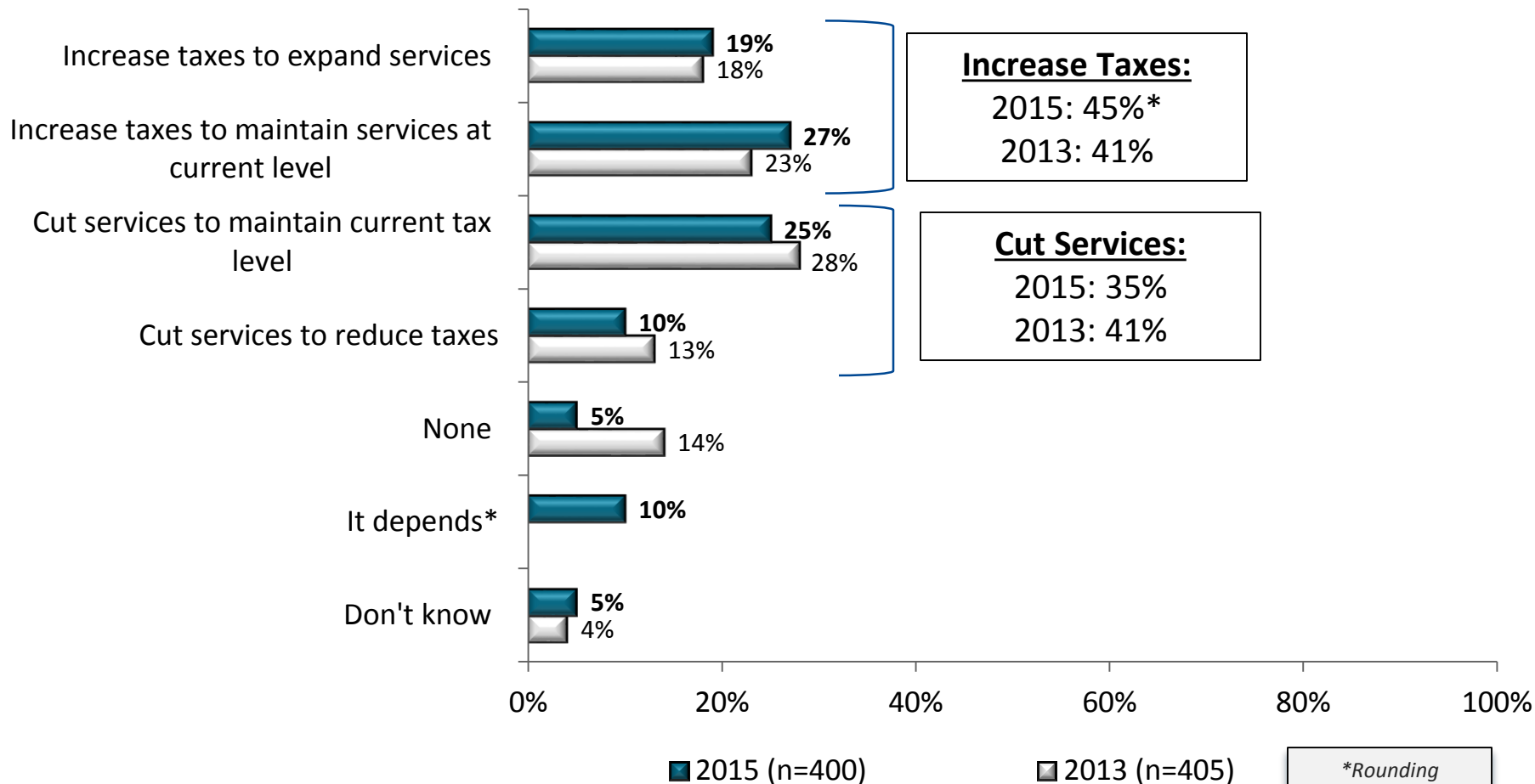


Base: All respondents (2015: n=400 / 2013 n=405 / 2011 n=400 / 2009 n=400)

Q12. Your property tax dollars are divided between the City and the Province. In Grande Prairie, approximately three quarters (75%) of your property tax bill goes to the City to fund municipal services. Considering the services provided by the City, please rate the value you receive from your municipal property tax dollars using a scale of 1 to 10 where 1 represents "very poor value" and 10 represents "very good value"?



Balancing Taxation and Service Delivery Levels



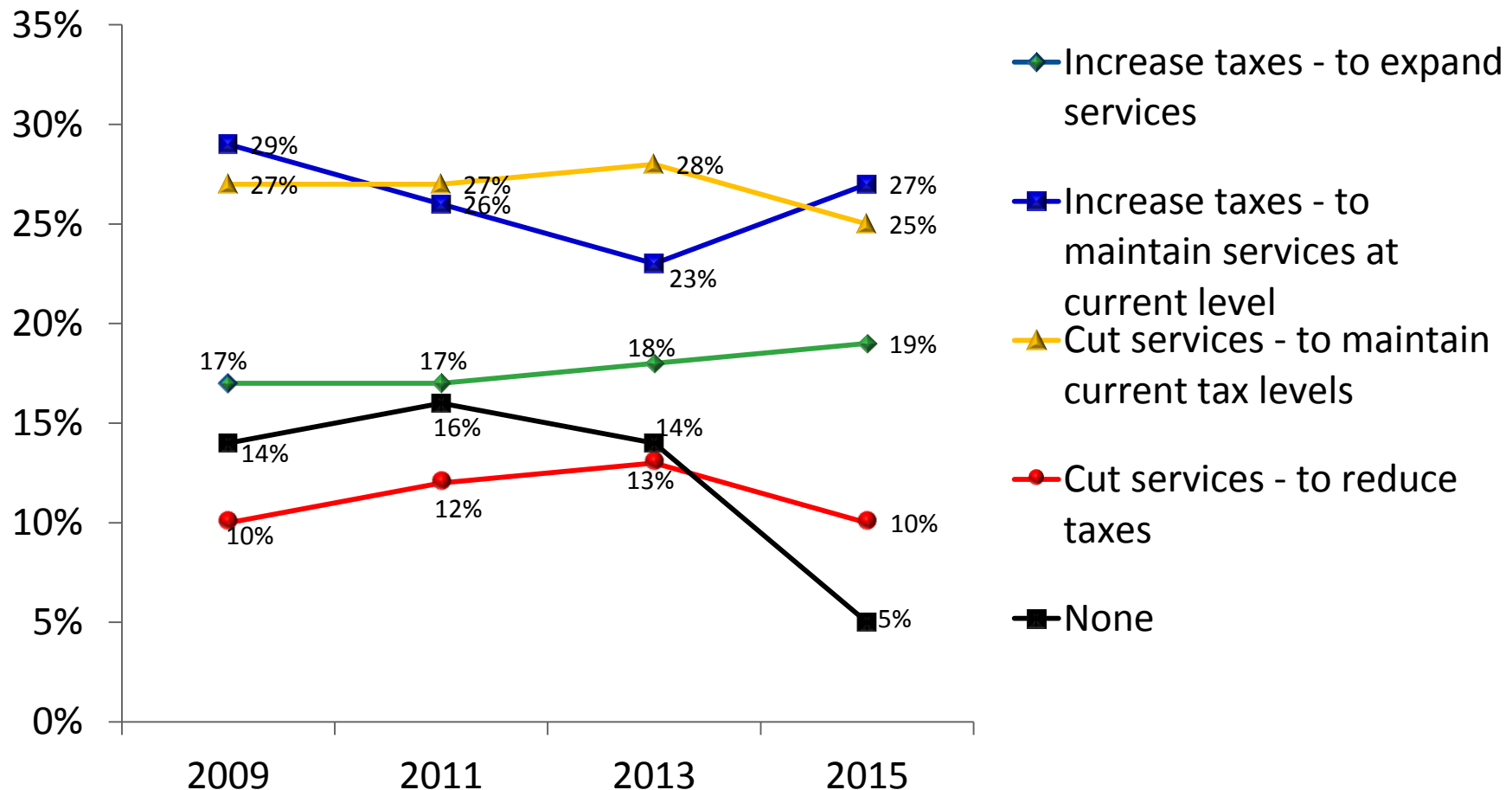
Base: All respondents

*"It depends" was added as a response option in 2015. Data may, therefore, not be comparable to previous years, and any comparisons should be interpreted with caution

Q13. Municipal property taxes are the primary way to pay for services and programs provided by the City of Grande Prairie. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the City to pursue?



Tracking Balancing Taxation and Service Delivery Levels



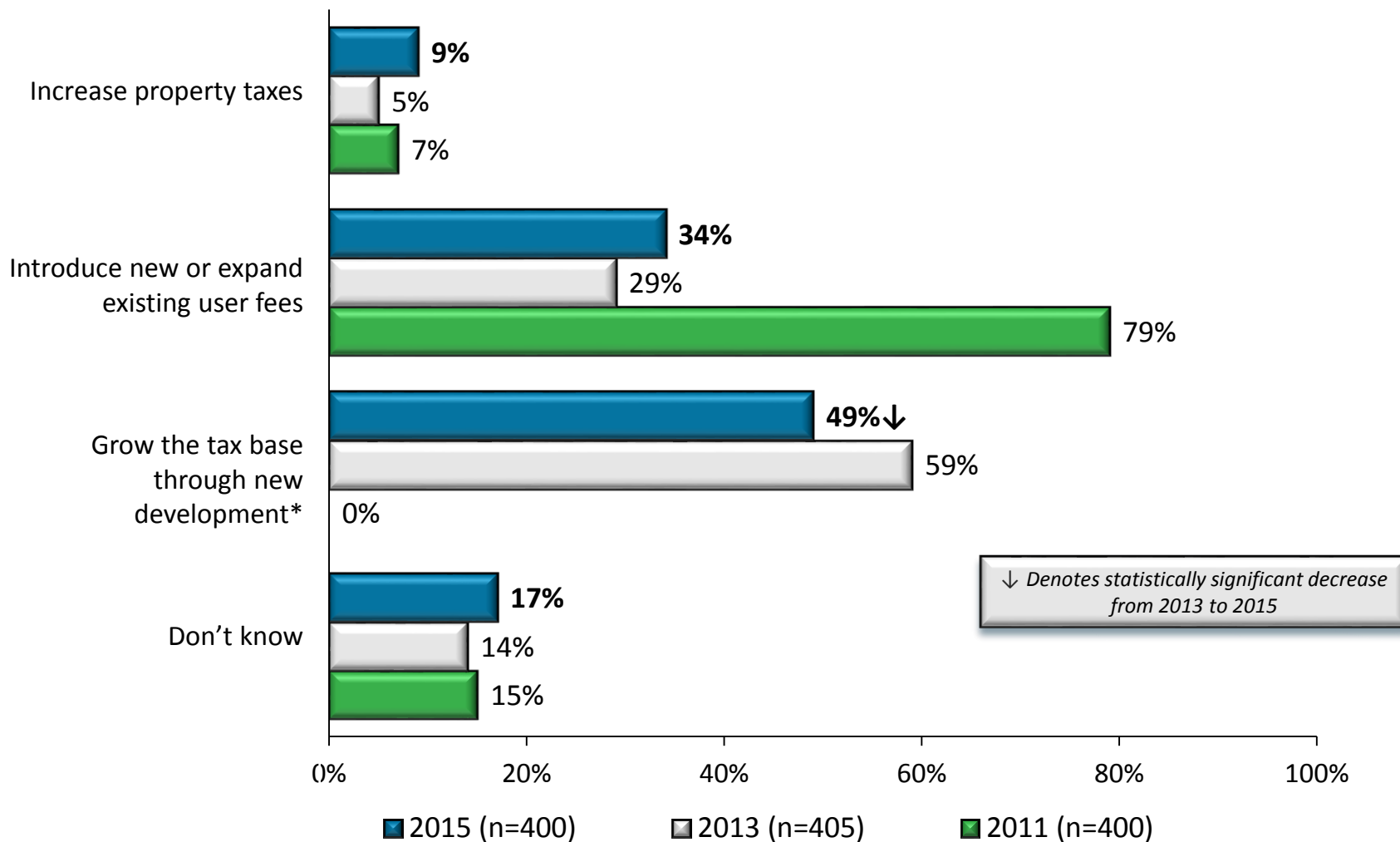
Base: All respondents (2015: n=400 / 2013 n=405 / 2011 n=400 / 2009 n=400)

Q12. Municipal property taxes are the primary way to pay for services and programs provided by the City of Grande Prairie. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the City to pursue?

*"It depends" was added as a response option in 2015. Data may, therefore, not be comparable to previous years, and any comparisons should be interpreted with caution



Options for Increasing City Revenue



Base: All respondents

Q14. Assuming the City needs to increase the amount of revenue it collects from citizens, would you prefer the City to...?

* "Grow the tax base through new development" was not available as an option prior to 2013.

Contact and Communication: Perceptions Related to Customer Service and City Communications





Contact and Communication: City Contact and Service Delivery and Transparency

City Contact

- ❖ Just over half (51%) of respondents indicated they had contact with the City of Grande Prairie in the last 12 months, comparable to 48% in 2013.
- ❖ Among those who contacted the City (n=220) 75% were satisfied with the contact, with 43% being very satisfied within the 75% (comparable to 2013).

Service Delivery and Transparency

- ❖ While 81% of respondents agreed that 'City staff are courteous, helpful and knowledgeable', agreement is comparatively lower that 'the City of Grande Prairie practices open and accessible government' (68%, a significant decrease from 79% in 2013), 'City staff are easy to get a hold of when I need them' (68%), ' the quality of service from the City is consistently high' (62%) and 'the City responds quickly to requests and concerns' (54%, a significant decrease from 65% in 2013).

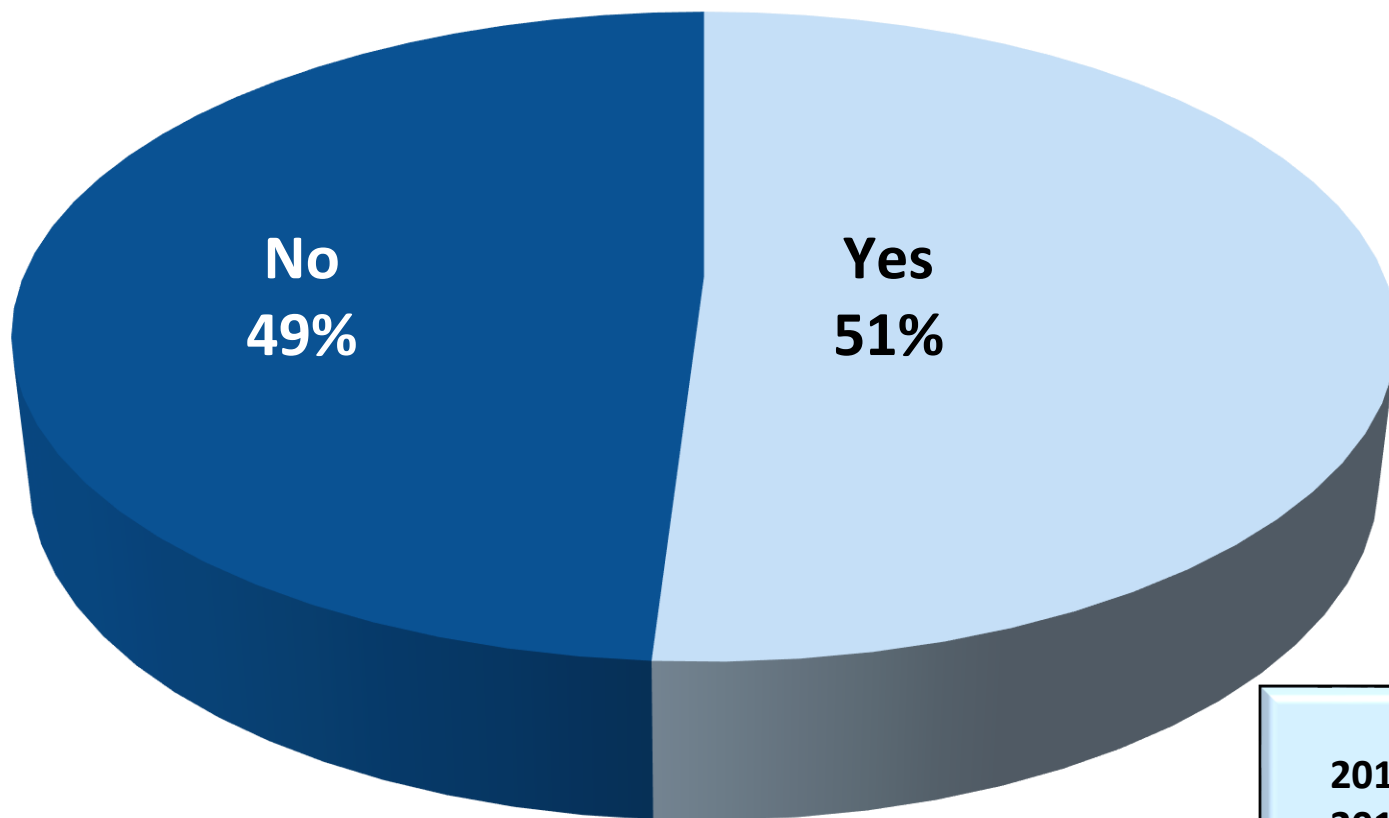
Citizen Contact Centre

- ❖ Eighteen percent (18%) of respondents were aware of the Citizen Contact Centre. Of those who were aware (n=72) nearly one-third (32%) used it since its launch in November, 2014. The majority of respondents who have used the Citizen Contact Centre (84%; n=21) were satisfied.*

*Use caution interpreting results when n<30

Contact with the City of Grande Prairie

Contacted City in Last Twelve Months



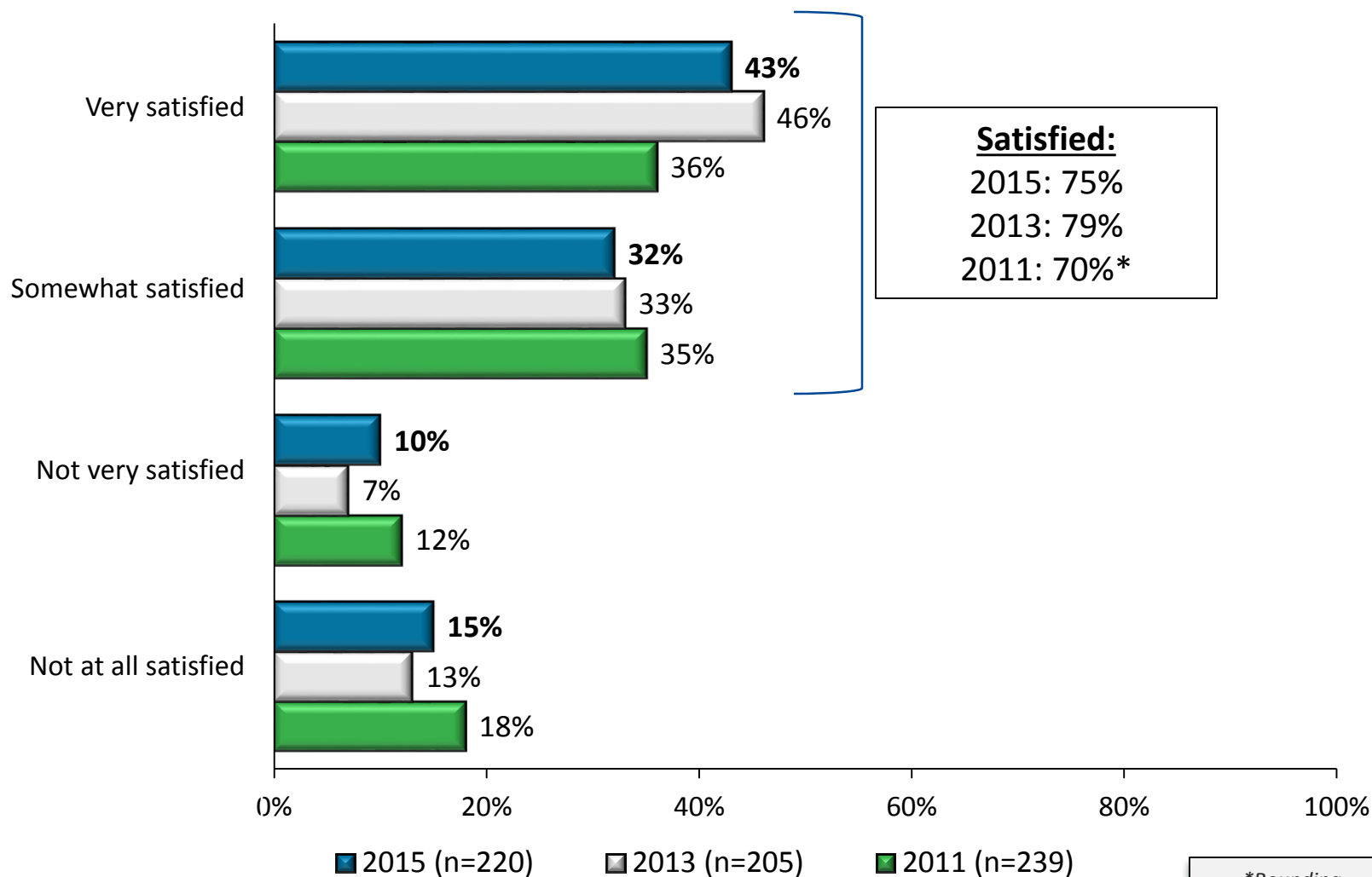
Yes
2013: 48%
2011: 59%

Base: All respondents (2015 n=400 / 2013 n=405 / 2011 n=400)

Q15. Have you contacted or dealt with the City of Grande Prairie or one of its employees in the last 12 months?



Satisfaction with City Contact



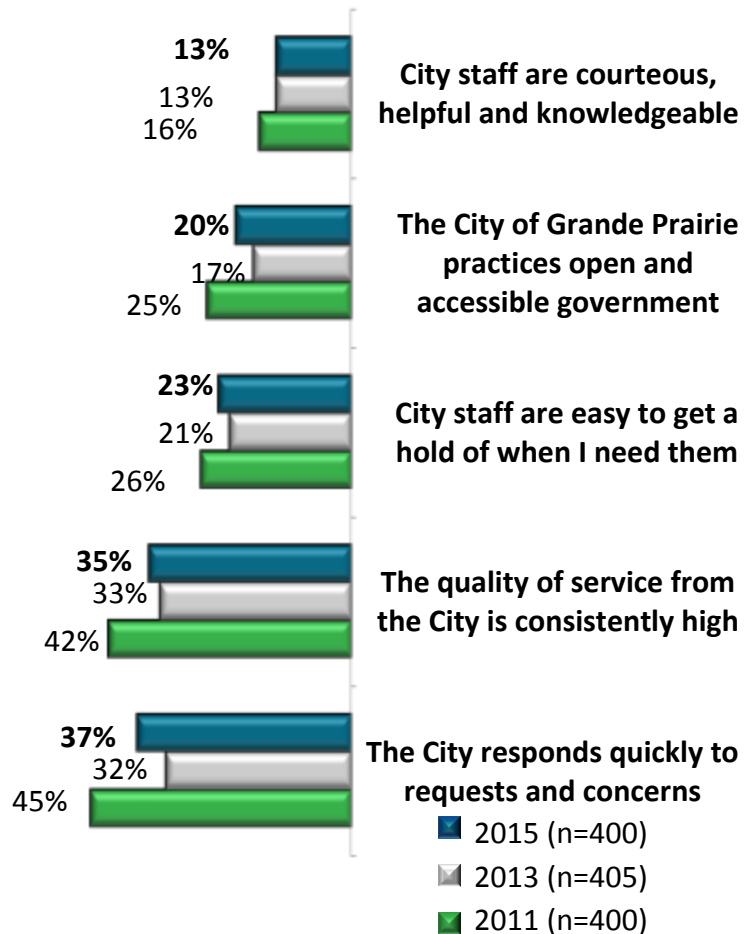
Base: Respondents that have been in contact with the City or its employees in the last 12 months

Q16. How satisfied were you with your most recent contact with the City? Were you...?

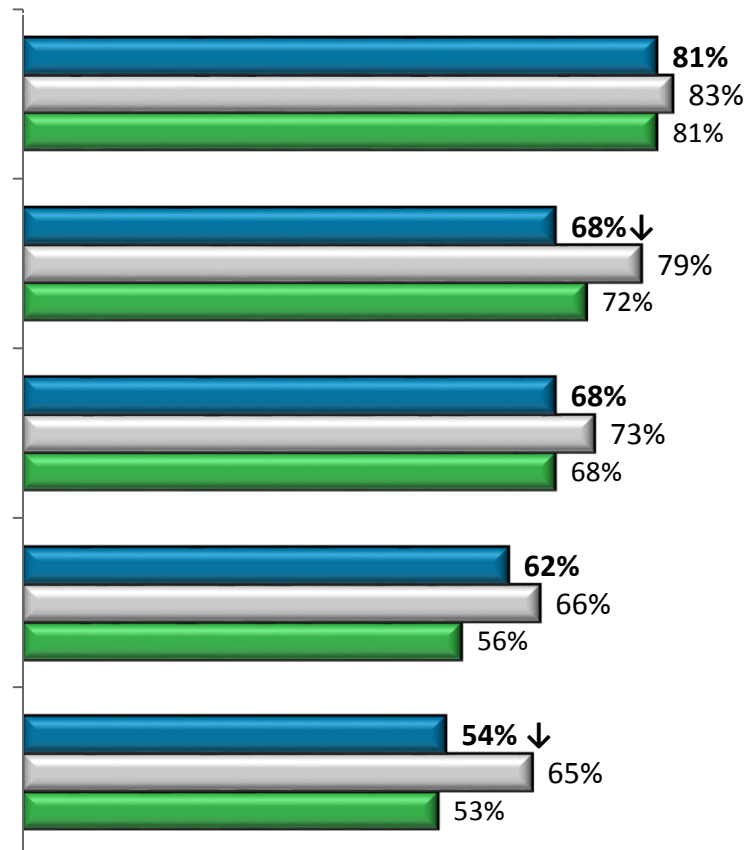


Tracking Perceptions of City Service Delivery and Transparency

Percentage of those who either strongly or somewhat disagree



Percentage of those who either strongly or somewhat agree



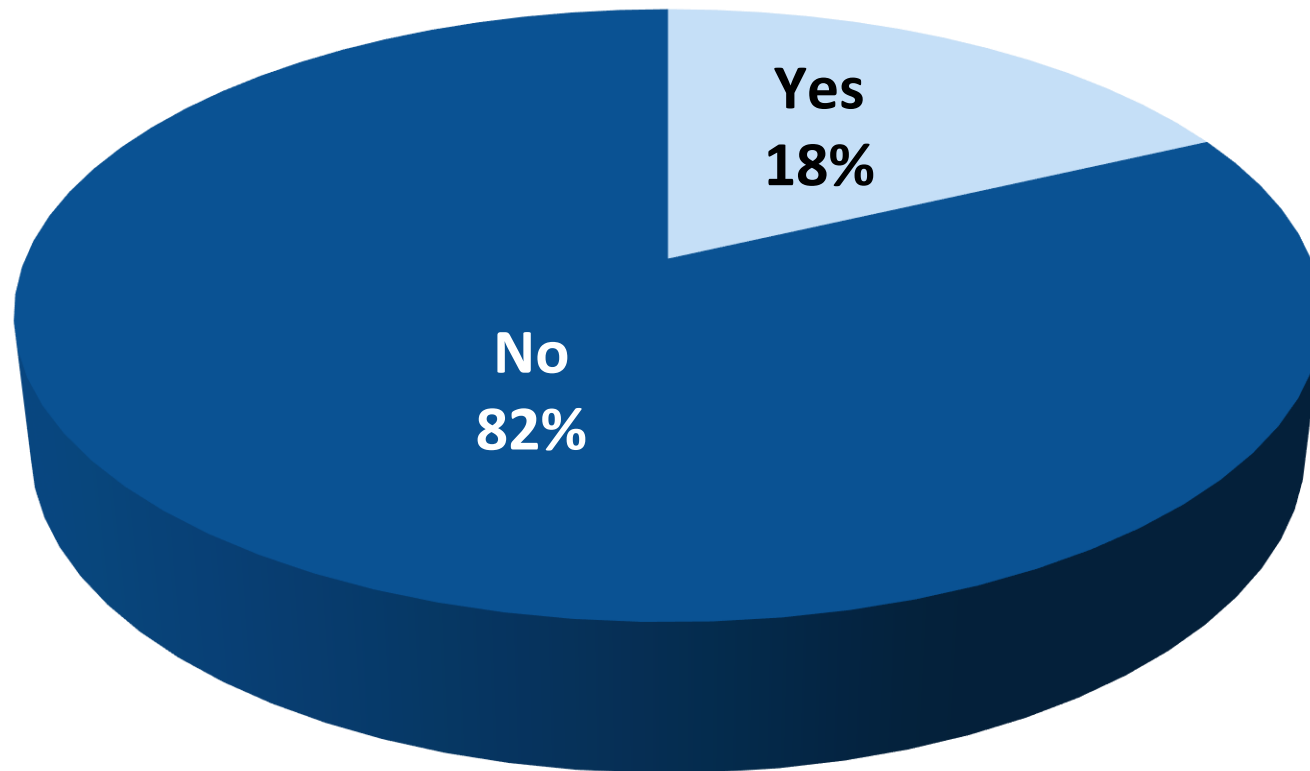
↓ Denotes statistically significant decrease from 2013 to 2015

Base: All respondents

Q17. Thinking about your personal dealings with the City of Grande Prairie, your general impressions, and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about the City?

Citizen Contact Centre

**Were you aware of the Citizen Contact Centre,
launched in November, 2014?**



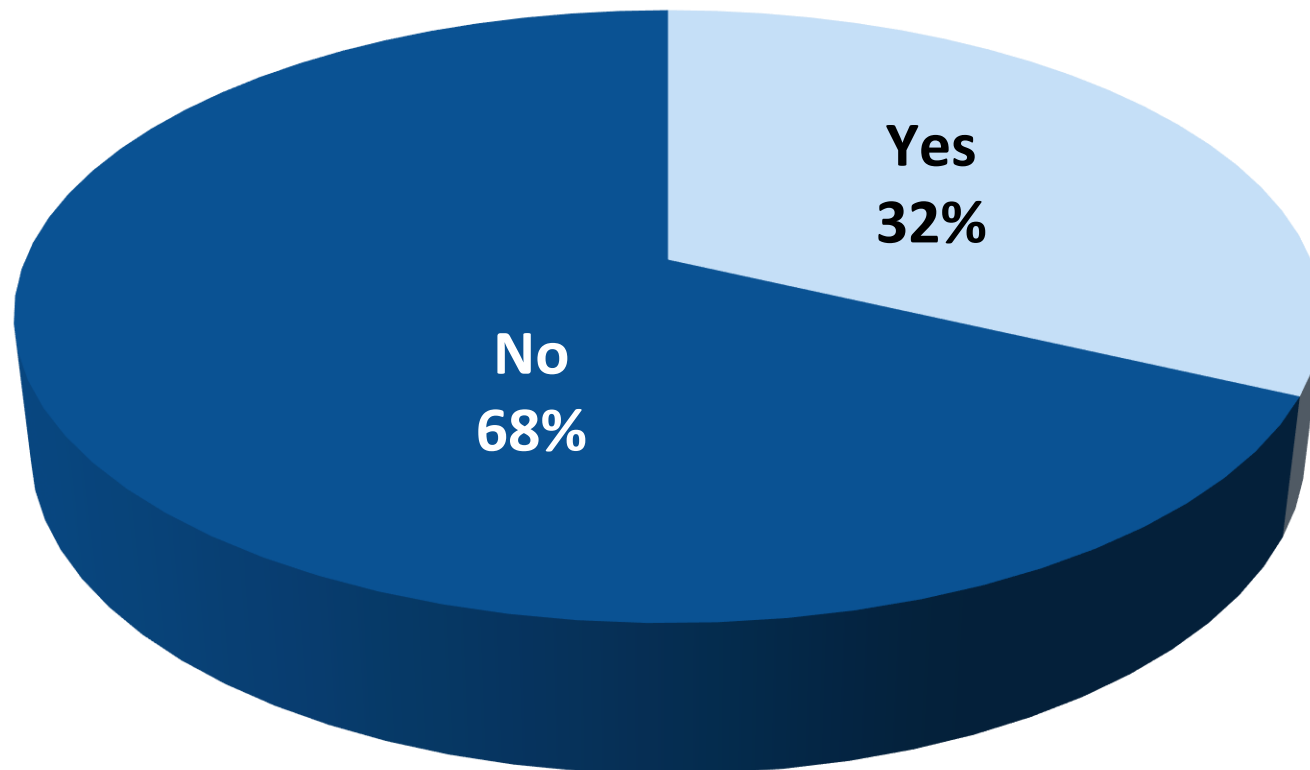
Base: All respondents (n=400)

Q18. Prior to today, were you aware of the Citizen Contact Centre, launched in November, 2014?

New to the 2015 survey

Citizen Contact Centre

Have you used the Citizen Contact Centre since its launch in November, 2014?



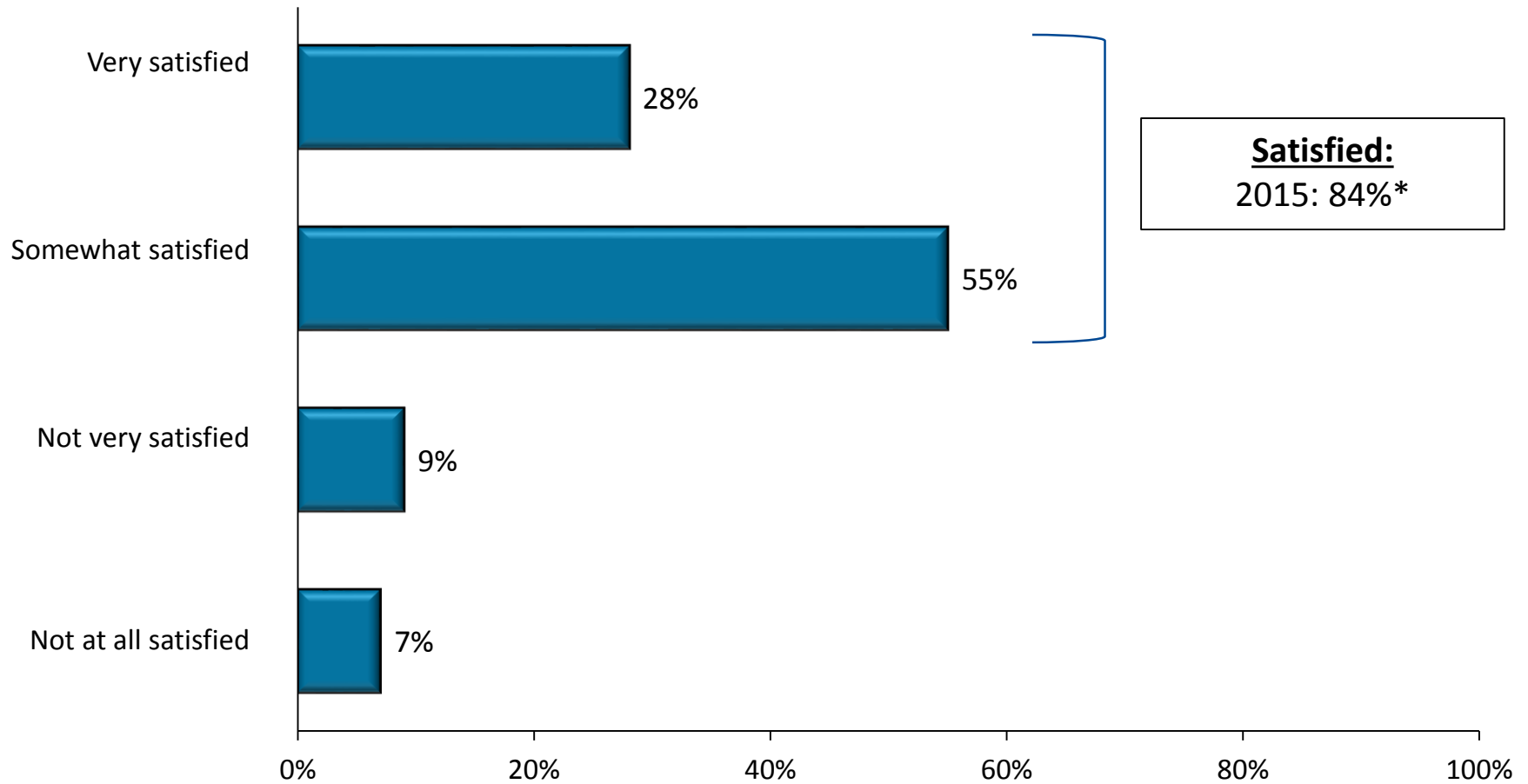
Base: Respondents that were aware of the Citizen Contact Centre (n=72)

Q18. Have you used the Citizen Contact Centre, since its launch in November, 2014?

New to the 2015 survey



Satisfaction with Citizen Contact Centre



*Rounding

Base: Respondents that have used the Citizen Contact Centre (n=21)**

**Use caution interpreting results when n<30

Q20. How satisfied were you with your most recent contact with the Citizen Contact Centre? Were you...?

Contact and Communication: Information Needs, Channels and Satisfaction

Information Needs

- ❖ Two-fifths of respondents (40%, a significant decrease from 53% in 2013) indicated they receive the right amount of information from the City of Grande Prairie, while 57% would like more (a significant increase from 45% in 2013).
 - Among those who would like additional information (n=218), the most frequent requests were information on *“events in the City”* (18%), *“how tax dollars are spent”* (16%), and information on *“fiscal issues”* (16%).

Information Channels

- ❖ The main sources of receiving information from the City were ‘City website’ (40%), ‘radio newscasts’ (39%), ‘social media’ (33%) and ‘newspaper articles’ (32%).

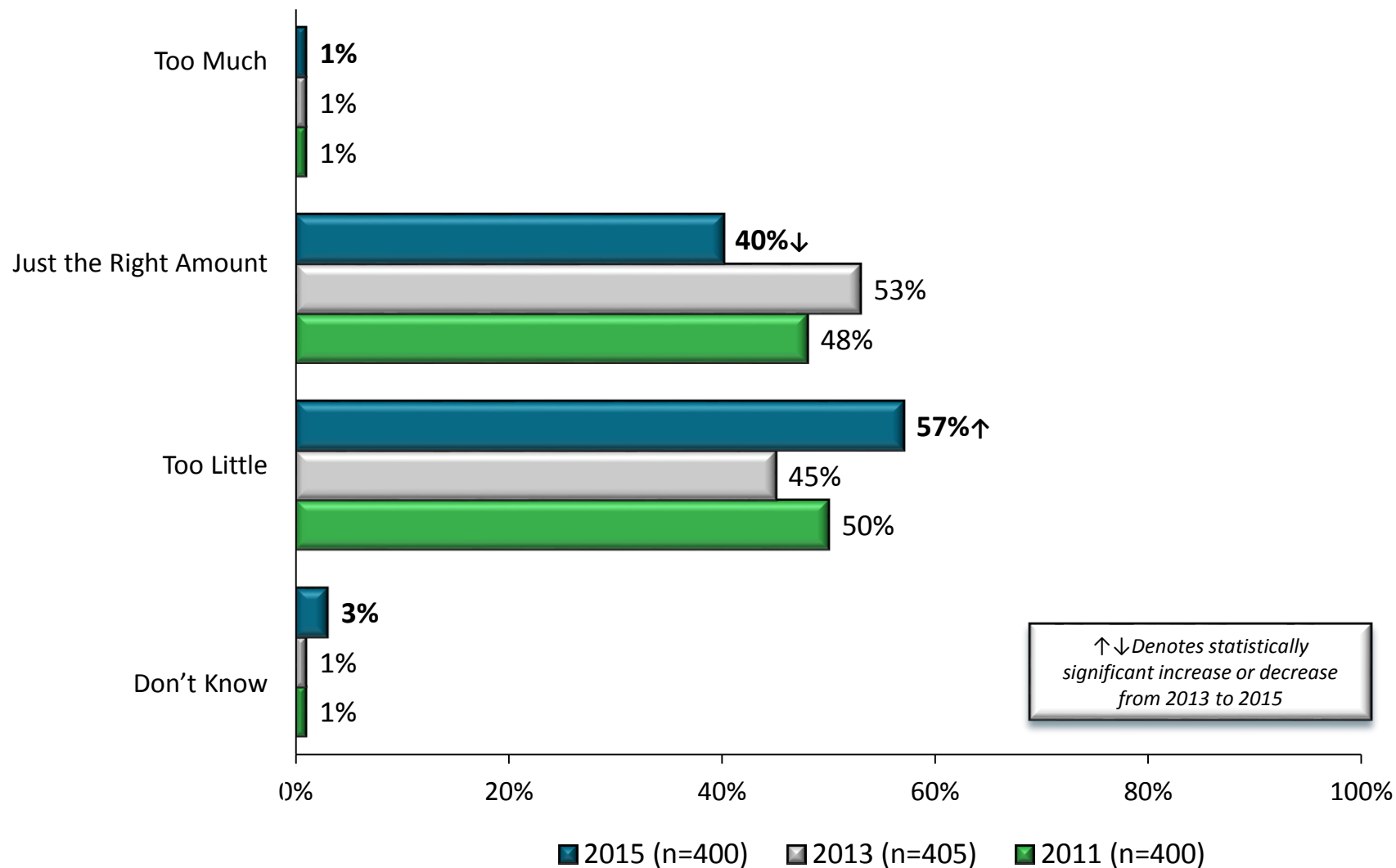
Ease of Understanding Information

- ❖ Eighty-five percent (85%) of respondents indicated that the information provided by Grande Prairie is easy to understand (comparable to 89% in 2013).





Amount of Information Received

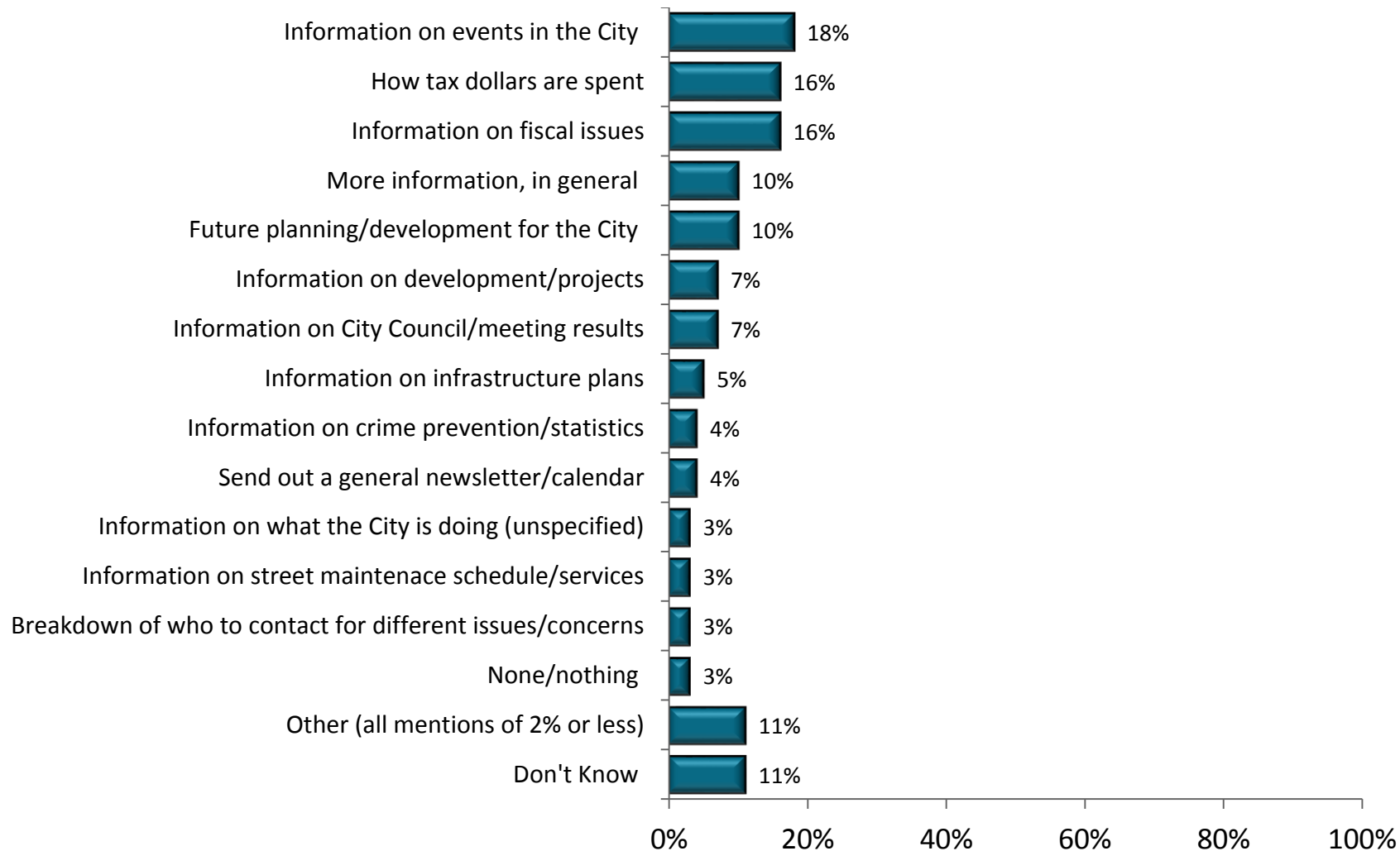


Base: All respondents

Q21. In your opinion, do you currently receive too much, too little, or just the right amount of information from the City of Grande Prairie?



Additional Information Desired*



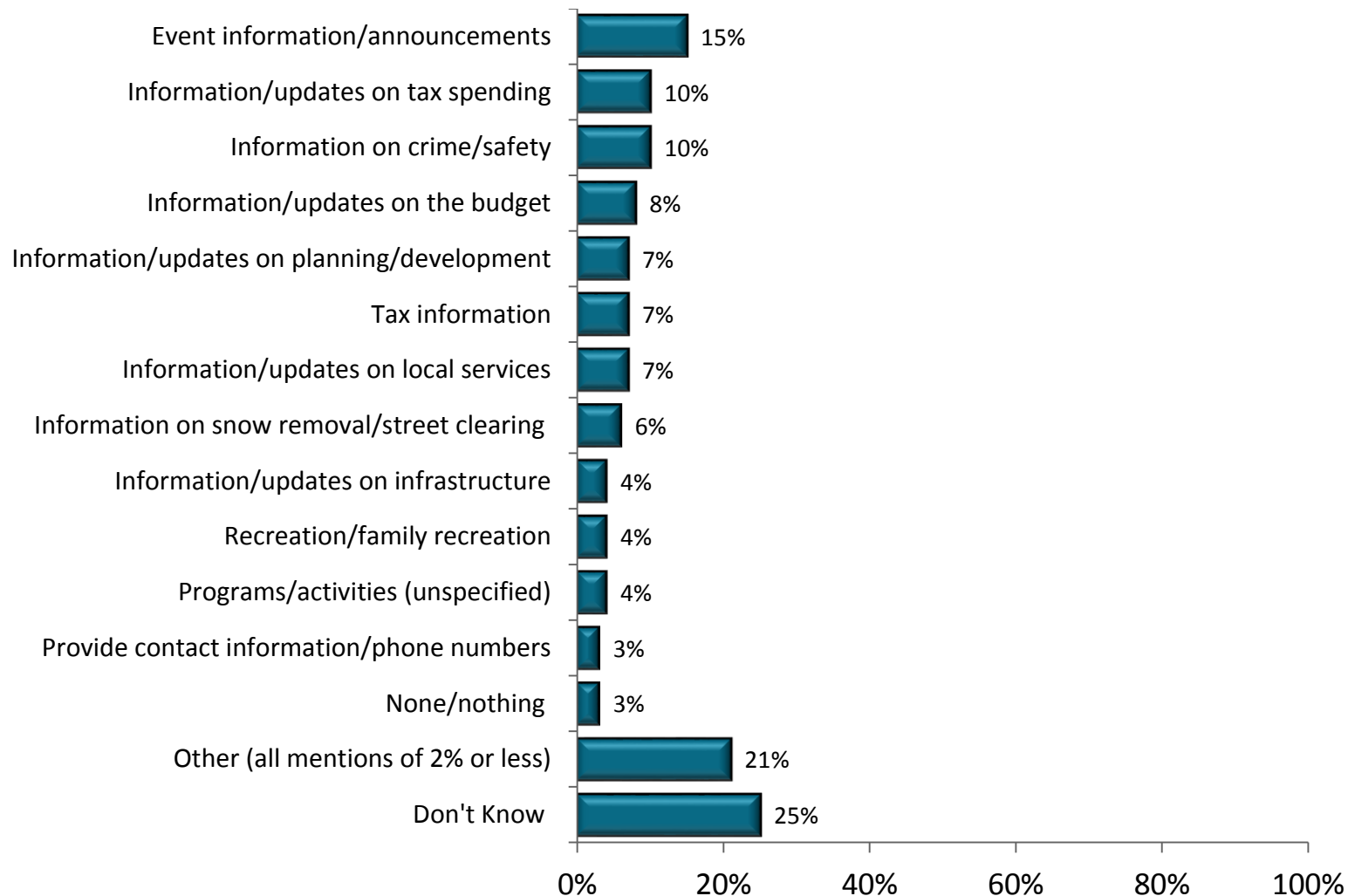
Base: Respondents that currently receive too little information from the City (n=218)

Q22. What additional information would you like to receive from the City of Grande Prairie?

*Multiple responses



Most Important Information*



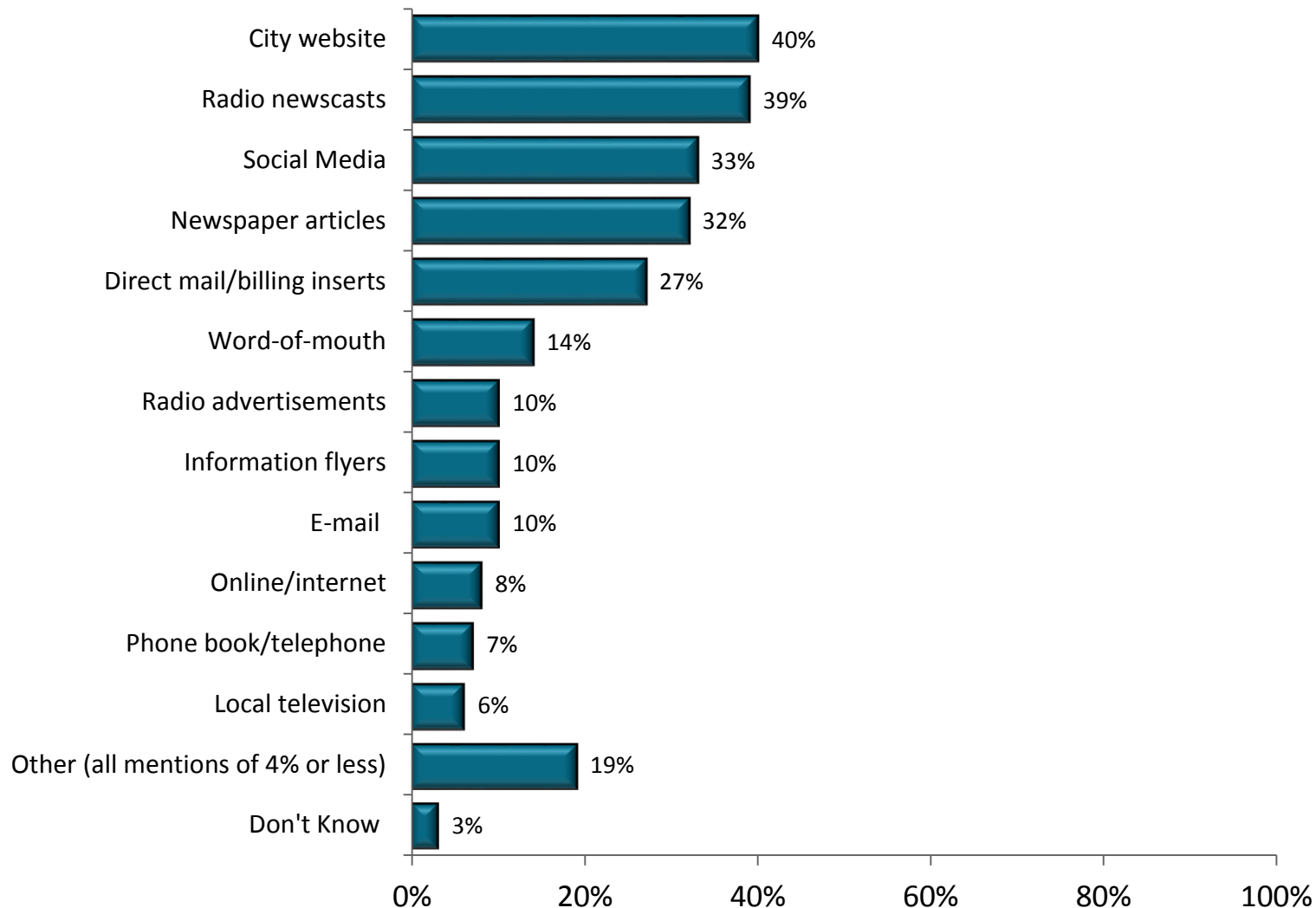
Base: All respondents (n=400)

Q23. Thinking about your community information needs, what kinds of information are important for the City of Grande Prairie to provide you with? Anything else?

*Multiple responses



Main Source of Information from the City



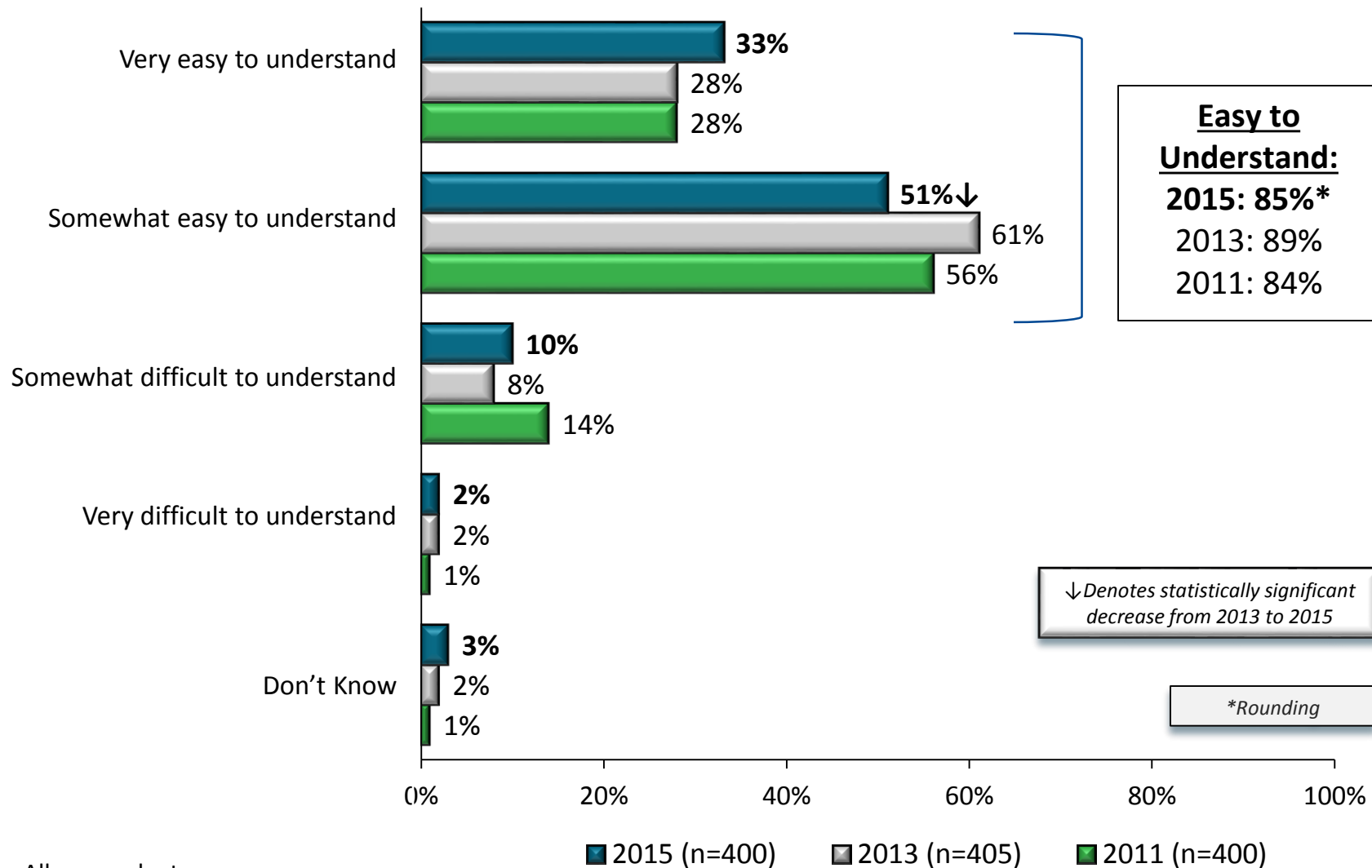
Base: All respondents (n=400)

Multiple responses

Q24. Thinking about yourself, what are your top 3 sources of receiving information from the City of Grande Prairie?



Ease of Understanding Information from The City



Base: All respondents

Q25. In general, do you think the information that the City of Grande Prairie provides is easy to understand? Would you say the information is...?

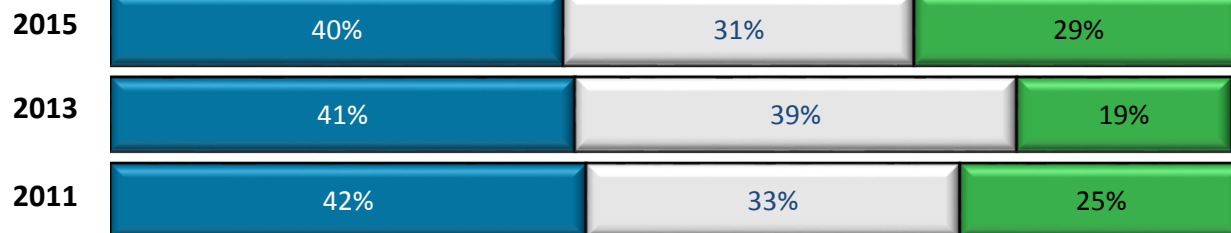
Contact and Communication: City Performance and Citizen Involvement

- ❖ Agreement with all four statements regarding City performance and citizen involvement continues to be moderate.
- ❖ Thinking about themselves, just over two-fifths of respondents (42%) agreed that they believe that 'the City of Grande Prairie really does care about my opinion as a citizen' (ratings of 7 to 10 out of 10).
- ❖ Two-fifths of respondents (40%) agreed that they are doing their 'part as a citizen by keeping up-to-date about local issues and politics', while the same proportion (40%) indicated that they 'trust the news media'.
- ❖ Thirty-nine percent (39%) agreed 'the City does a great job of communicating updated and relevant information'.

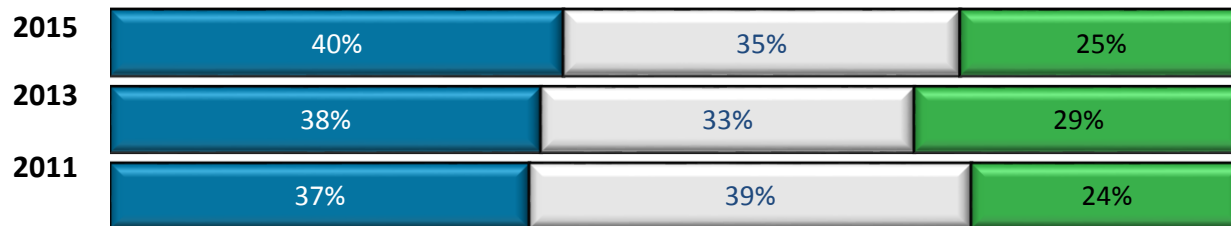


Perspectives on Communications and Citizen Involvement

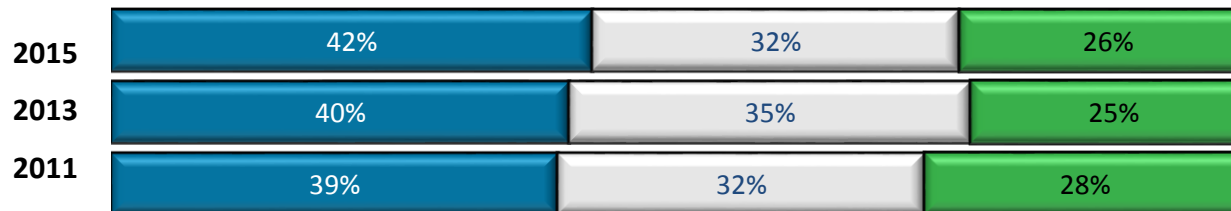
I feel like I'm doing my part as a citizen by keeping up-to-date about local issues and politics



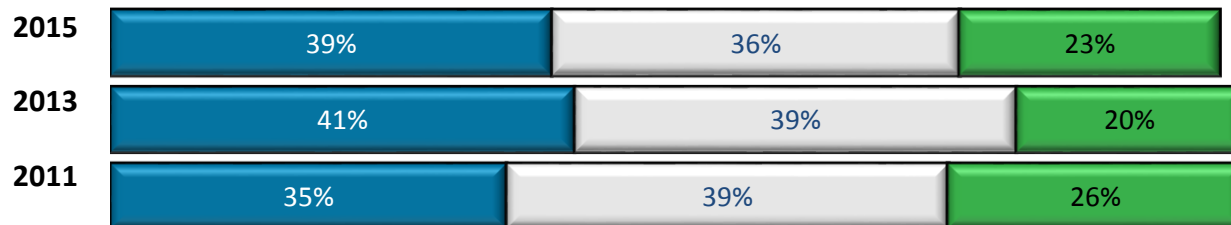
I trust the news media



I believe the City of Grande Prairie really does care about my opinion as a citizen



The City does a great job of communicating updated and relevant information



Agree (10, 9, 8, or 7)



Neutral (6 or 5)



Disagree (4, 3, 2, or 1)

Base: All respondents (2015: n=400 / 2013 n=405 / 2011 n=400)

Q26. I'm going to read you a few statements about life in the City of Grande Prairie, and I'd like you to indicate the degree to which you agree or disagree with each statement.

Grande Prairie and The Web: Assessing Online Use

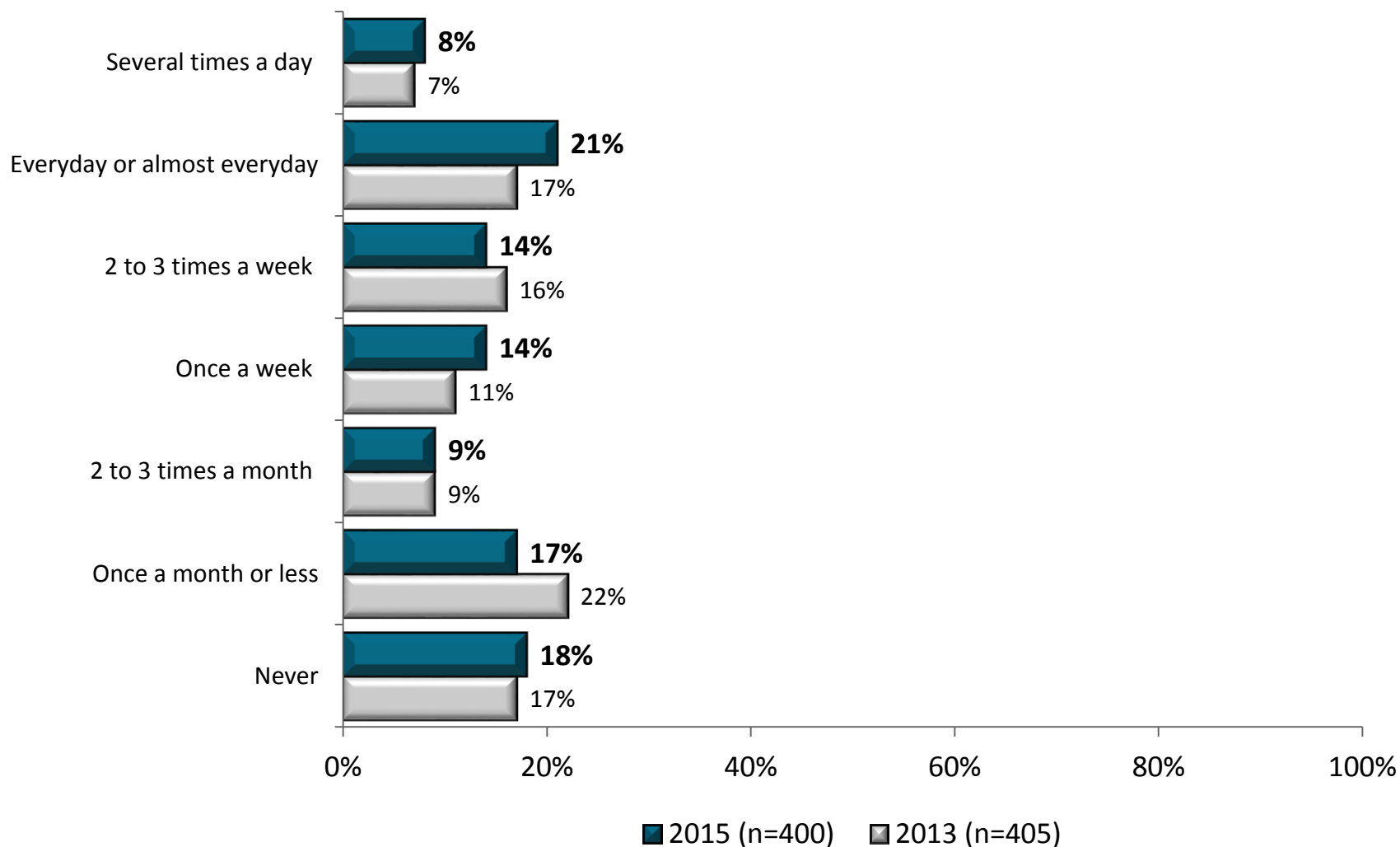
Grande Prairie and The Web: Assessing Online Use

- ❖ Respondents were asked how frequently they “use social online media or online sources/sites to follow, get information about, discuss etc. public policy, social and/or political issues”.
- ❖ Over one-quarter (29%) reported using these sources multiple times a day, daily, or almost daily, while 14% use them 2 to 3 times per week or once a week, 9% two or three times per month, 17% once a month or less, and 18% never.
 - These results are comparable to the results reported in 2013
- ❖ Among those who use social media or online sources or sites for these purposes (n=320), the most frequent sites used were Facebook (55%) and the City of Grande Prairie website (45%).





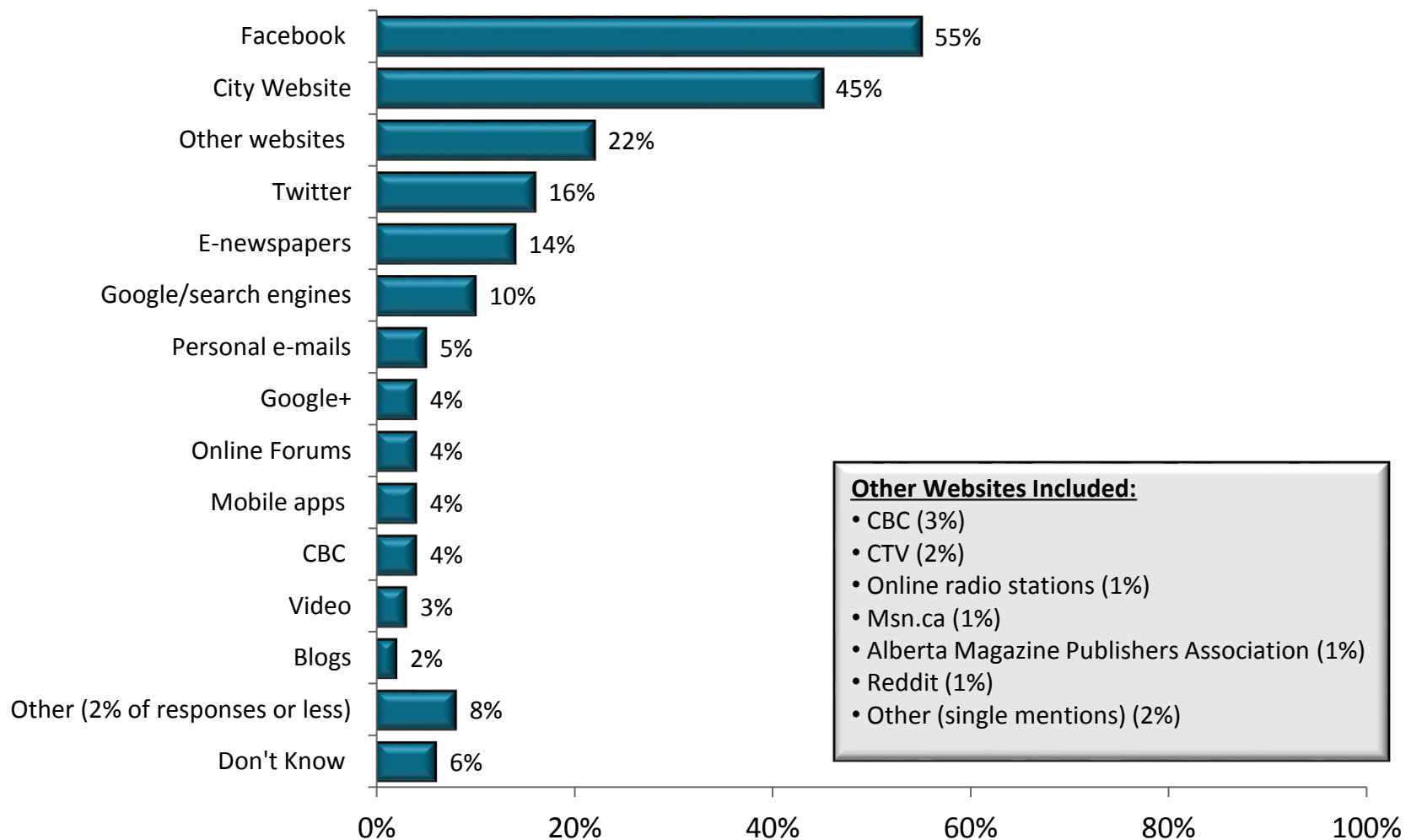
Frequency of using Social Media or Online Sources with Regards to Public Policy, Social and/or Political Issues



Base: All respondents

Q27. How frequently do you use social online media or online sources/sites to follow, get information about, discuss etc. public policy, social, and/or political issues?

Types of Social Media or Online Sources Used*



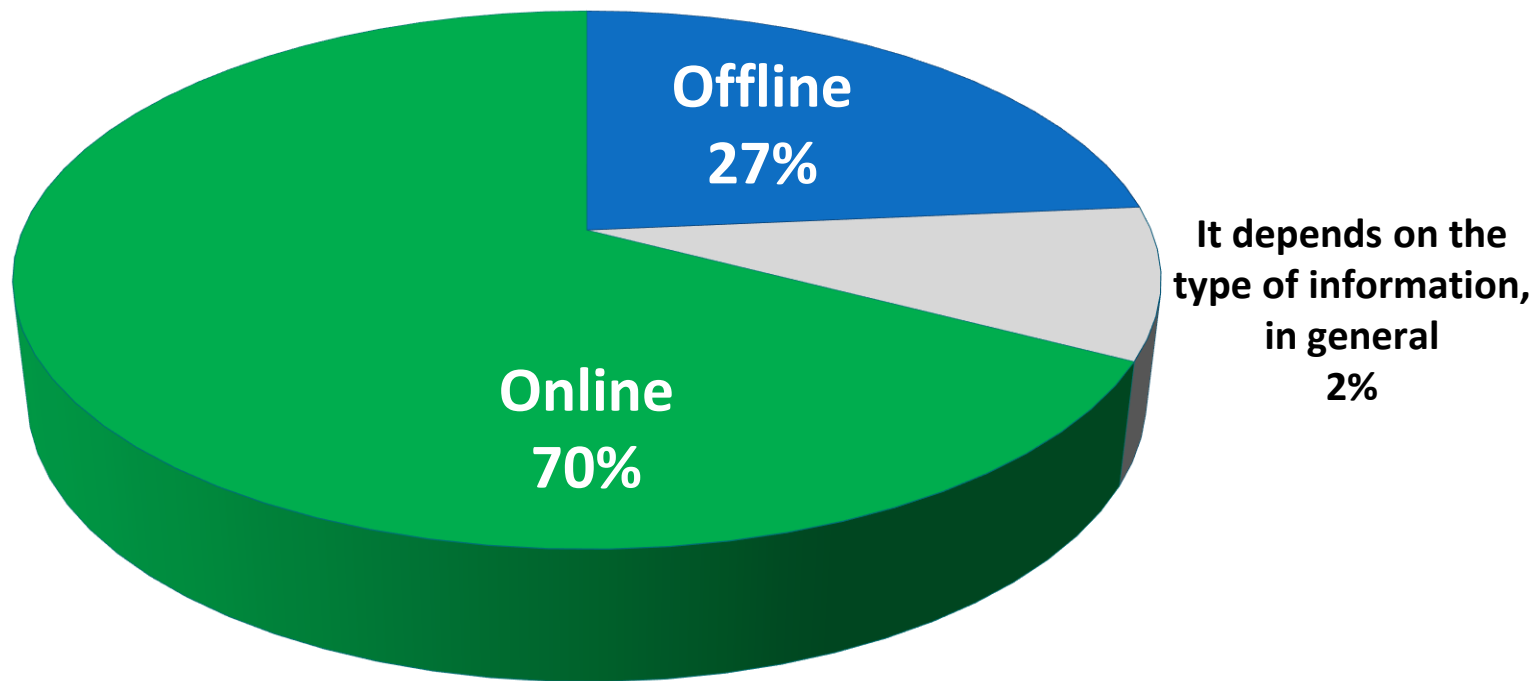
Base: Respondents that use social online media or online sources/sites to follow, get information about, discuss, etc public policy, social and/or political issues(n=320)

*Multiple responses

Q28. And what kinds of social online media or online sources or websites do you access to follow, get information about, discuss etc. public policy, social, and/or political issues?

Obtaining Municipal Information

When you need municipal information, where do you go first?

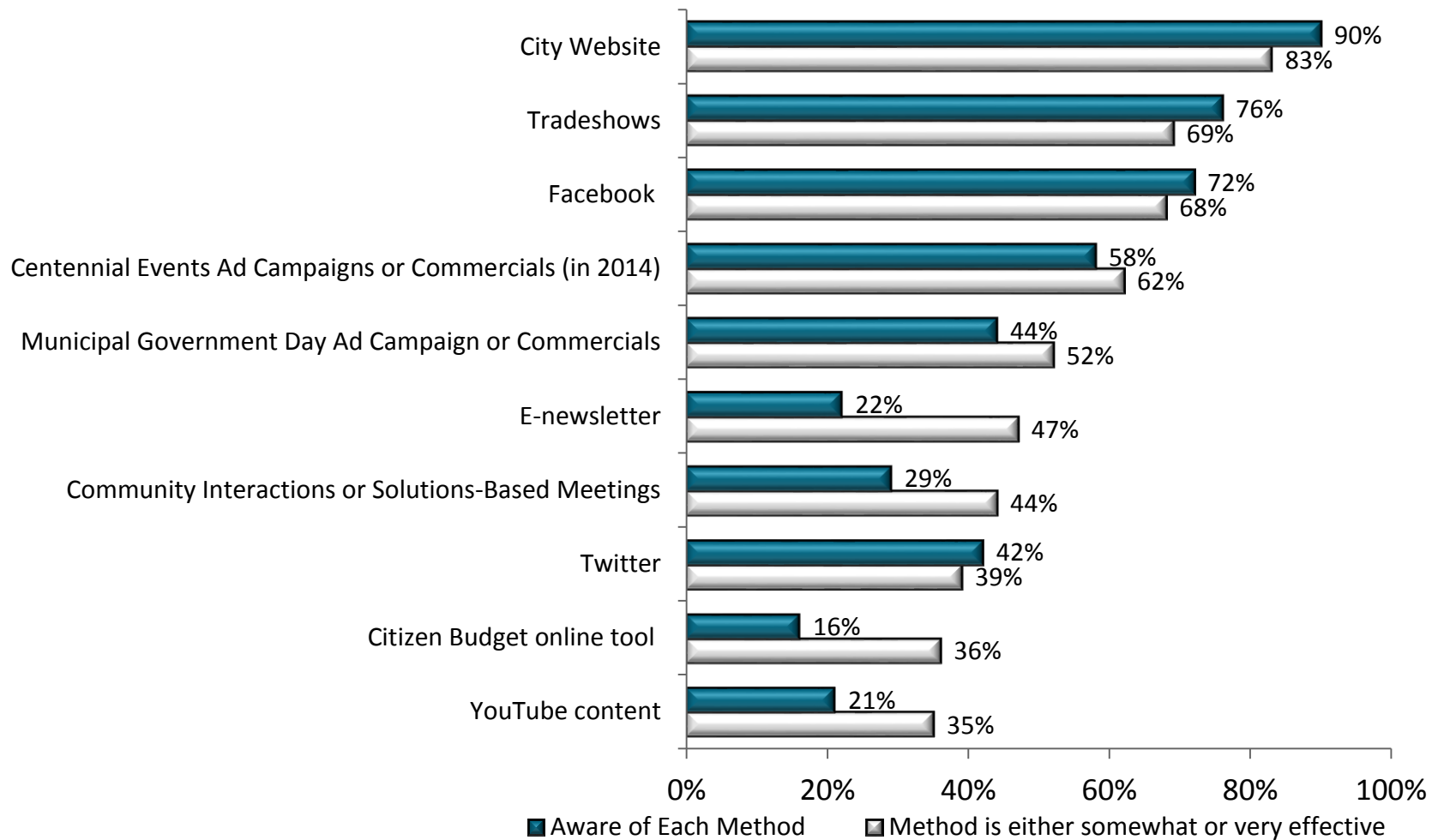


Base: All respondents (n=400)

Q29. When you need municipal information, where do you go first? Do you typically go online, for example, a website, or do you use offline methods, for example, going to City Hall or making a phone call?

New to the 2015 survey

Awareness and Effectiveness of Methods Used to Engage Residents



Base: All respondents (n=400)

New to the 2015 survey

Q30/31. The City of Grande Prairie is currently working to actively engage residents in municipal issues. I am now going to read to you a list of some of the other methods that the City uses to engage residents, and for each method, I would like you to tell me if you were aware of it, prior to completing this survey? How effective do you think each of these methods are, in terms of communicating information to you about municipal issues?





Growing City:

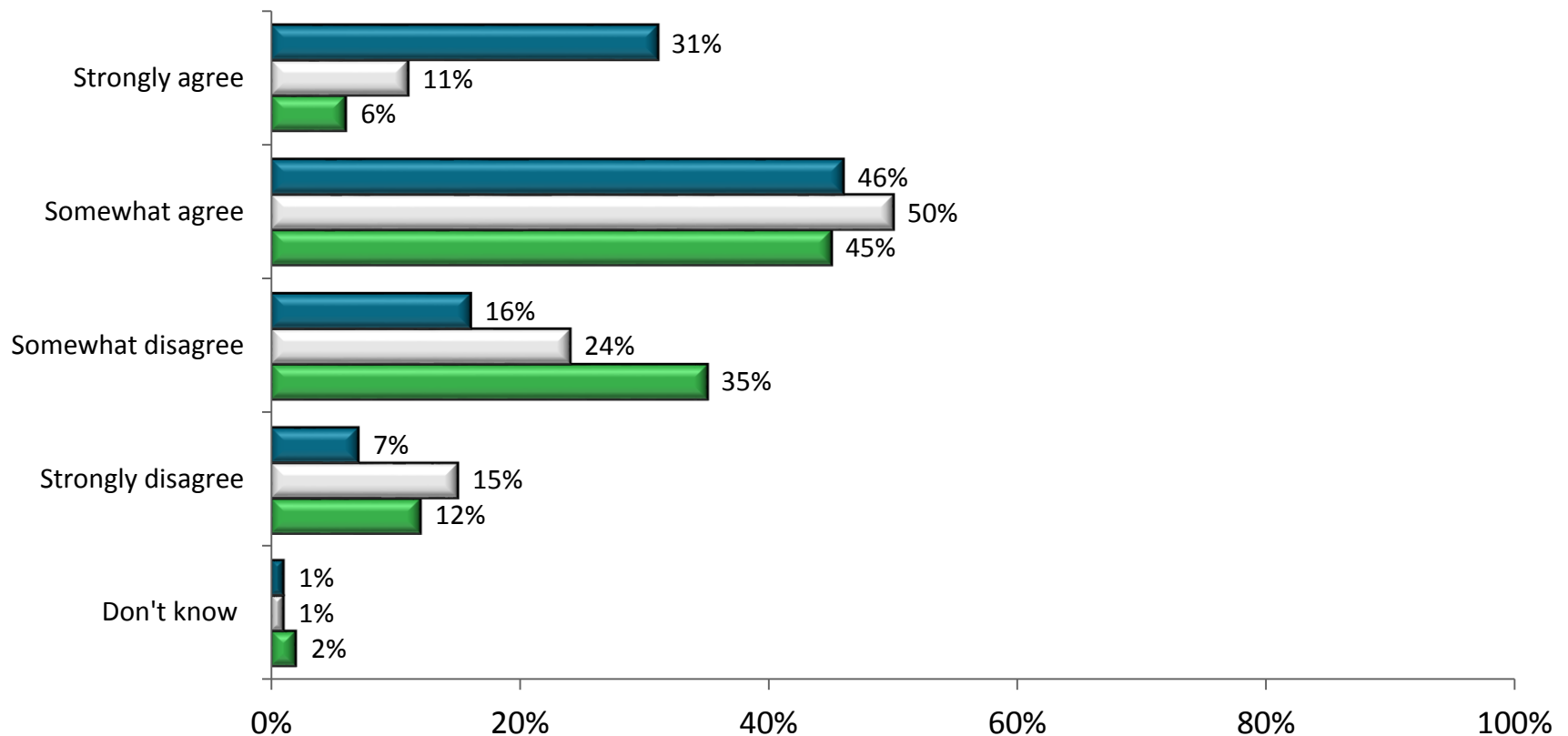
Perceptions Related to Growth and Development

Growing City: Perceptions Related to Growth and Development

- ❖ Over three-quarters of respondents (77%) agreed that 'it is possible for the City to grow while maintaining the quality of life we have come to enjoy in this City'
- ❖ Three-fifths of respondents (60%) agreed that 'the City does a good job managing the level of development and growth in the City'.
- ❖ Just over half of the respondents (51%) agreed that 'the City of Grande Prairie keeps citizens informed about how it plans to deal with growth.'



Growth and Development in Grande Prairie



- It is possible for the City to grow while maintaining the quality of life we have come to enjoy
- The City does a good job managing the level of development and growth in the City
- The City keeps citizens informed about how it plans to deal with growth

Base: All respondents (n=400)

New voting scale introduced in 2015

Q30/31. I'm going to read you a few statements about growth and development in the City of Grande Prairie. Please tell me whether you agree or disagree with each.

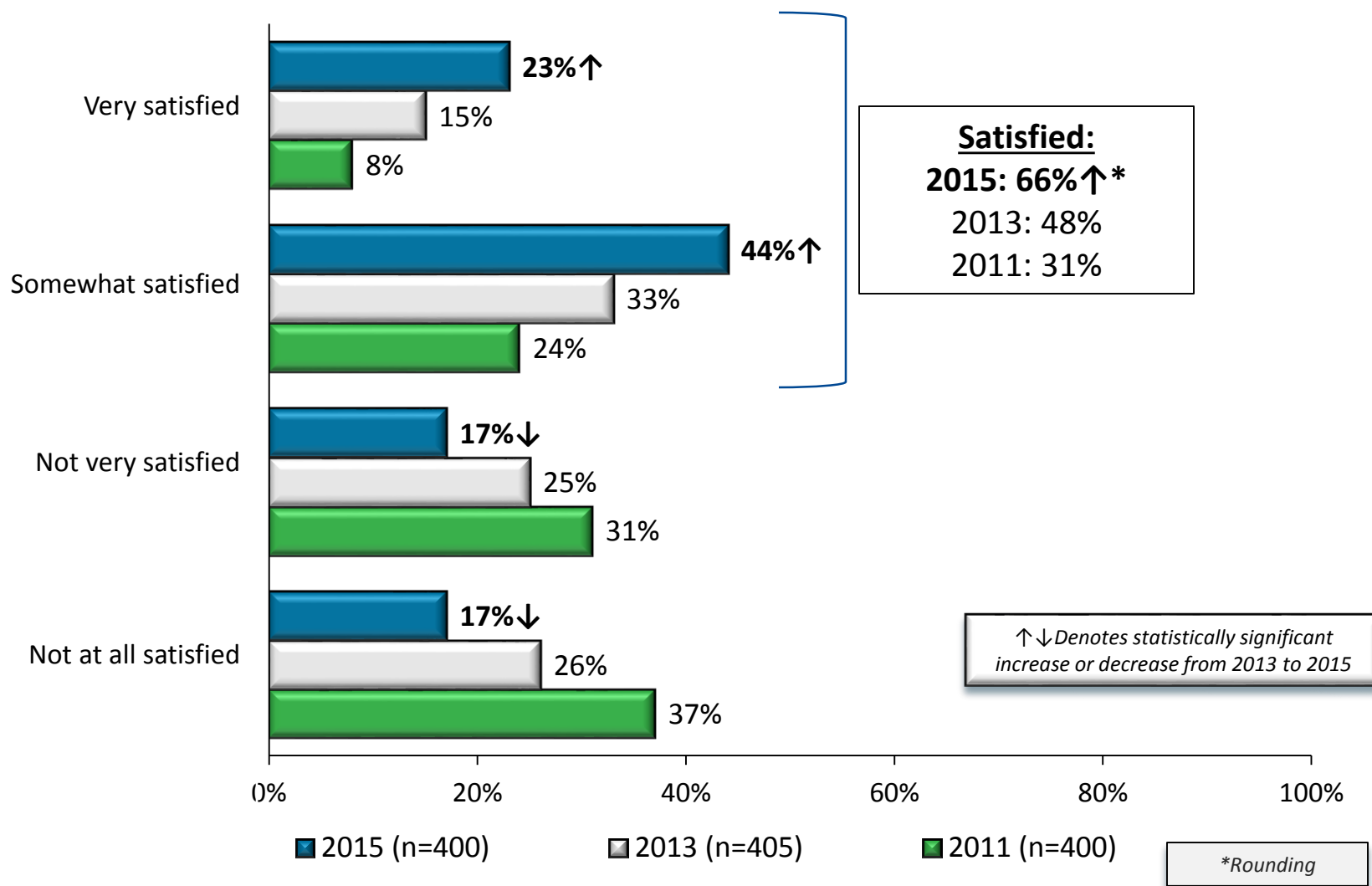
Grande Prairie and Snow Removal: Evaluating Snow Removal

Grande Prairie and Snow Removal: Evaluating Snow Removal

- ❖ Satisfaction with the City's snow removal performance has improved significantly
- ❖ Currently, two-thirds of respondents (66%) are satisfied with the City of Grande Prairie's snow removal performance – a significant 18 percentage point improvement from 2013 where under half (48%) were satisfied.
- Among the one-third who are dissatisfied (n=137), the most frequent reason given was *“plows leave ridges/piles of snow on residential property”* (43%).



Overall Satisfaction with The City's Snow Removal Performance

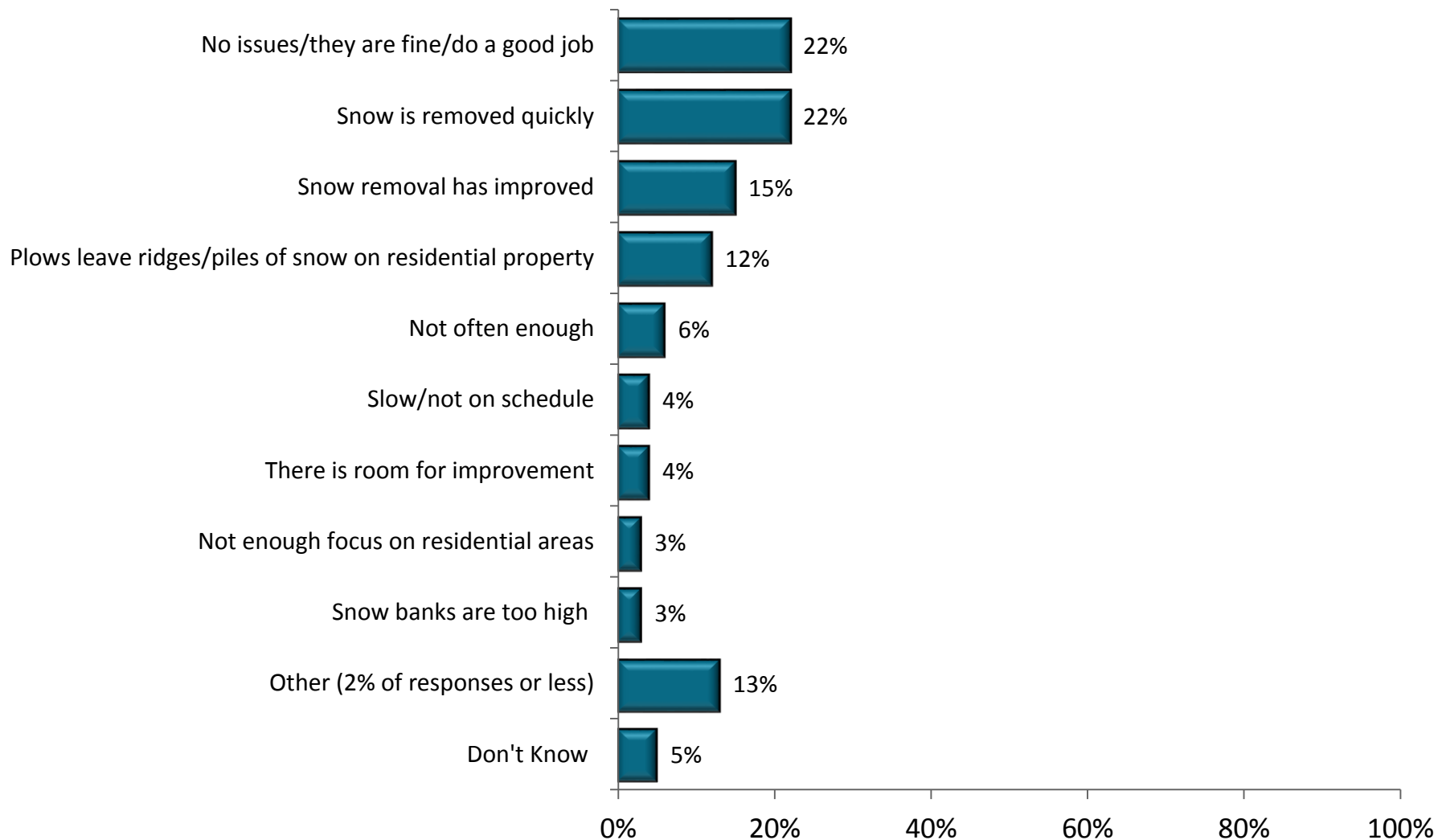


Base: All respondents

Q16. How satisfied are you with the City of Grande Prairie's snow removal performance? Are you...?



Reasons for Satisfaction with Snow Removal Performance

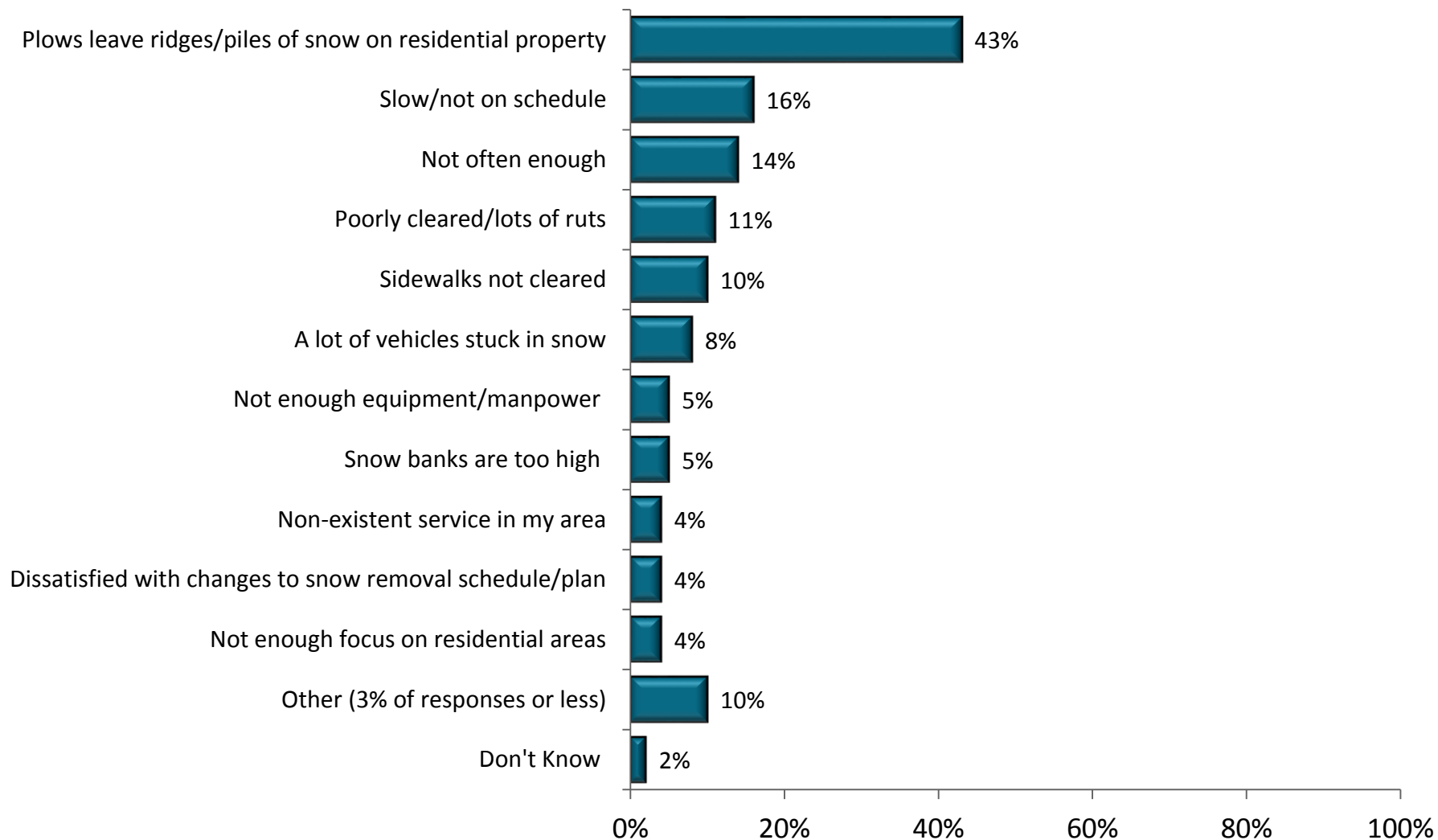


Base: Respondents that are very/somewhat satisfied with the City's snow removal performance (n=261)

Q34a. Why are you very/somewhat satisfied with the City of Grande Prairie's snow removal performance?



Reasons for Dissatisfaction with Snow Removal Performance



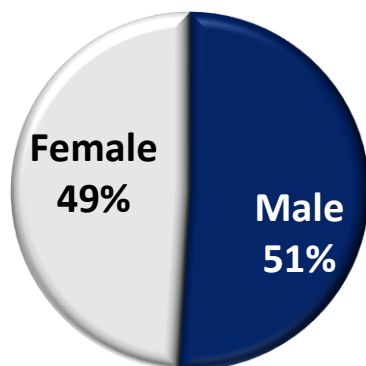
Base: Respondents that are not very/not at all satisfied with the City's snow removal performance (n=137)

Q34b. Why are you not very/not at all satisfied with the City of Grande Prairie's snow removal performance?

Demographics



Gender



Household Composition

Including yourself, how many people in each of the following age groups live in your household?*

Under 13 years old	38%
Between 13 and 17 years old	15%
Between 18 and 44 years old	76%
Between 45 and 64 years old	49%
65 years of age or older	11%

Tenure in Grande Prairie

5 years or less	12%
6 to 10 years	20%
11 to 20 years	29%
More than 20 years	38%
<i>Mean</i>	<i>19 years</i>

Age

18 to 24	17%
25 to 34	29%
35 to 44	19%
45 to 54	17%
55 to 64	10%
65 years and older	8%

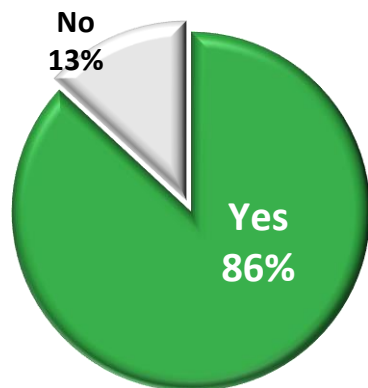
Household Size

1 person	9%
2 people	27%
3 people	21%
4 people	30%
5 or more people	13%
<i>Mean</i>	<i>3 people</i>

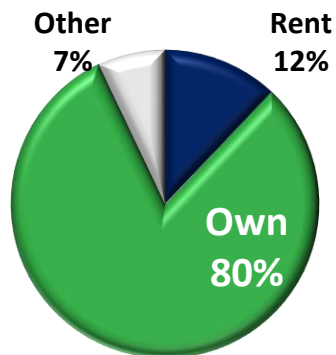
*Percentage of people with at least 1 person in each category



Responsible for Property Taxes



Own or Rent



Income

Less than \$30,000	5%
\$30,000 to just under \$45,000	3%
\$45,000 to just under \$60,000	8%
\$60,000 to just under \$75,000	6%
\$75,000 to just under \$90,000	9%
\$90,000 to just under \$105,000	11%
\$105,000 to just under \$120,000	8%
\$120,000 to just under \$135,000	6%
\$135,000 to just under \$150,000	8%
\$150,000 and over	21%
No Response	15%

Education

Completed high school or less	30%
Some post-secondary or completed college	49%
Completed university or post-grad degree	21%
No response	<1%