



Ipsos Public Affairs



CITY OF
Lethbridge

City of Lethbridge
**2018 Community
Satisfaction Survey**

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Vice President

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GAME CHANGERS



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Demographics

Background and Methodology

- ◆ Ipsos conducted a telephone survey with a randomly selected sample of 400 residents of Lethbridge aged 18 years and older between April 11 -22, 2018.
- ◆ The margin of error for the total sample of 400 is ± 4.9 percentage points, 19 times out of 20.
 - ❖ The margin of error is larger within regions and for other sub-groupings of the survey population.
- ◆ Final data were weighted to reflect the relative size of each region in Lethbridge (i.e. North, South and West) according to Municipal Census data, as well as to ensure the age/gender composition reflects that of the actual Lethbridge population aged 18 or older according to the most recent Federal Census data.
- ◆ Where possible, results are compared to 2014, 2011, 2008 and 2005 Community Satisfaction Survey findings.

SUMMARY OF KEY FINDINGS

Summary of Key Findings

Quality of life in Lethbridge continue to be extremely positive.

There is near universal agreement (97%) that the quality of life in Lethbridge is good.

Two-in-ten (22%) residents say the quality of life has 'improved' in the past three years, while the majority (78%) has 'stayed the same' – results show a significant 7 percentage point increase in “worsened” ratings (18% in 2018 vs. 10% in 2014) just 10% say the quality of life has 'worsened'.

Municipal government are on par with 2014, though ground has been lost when it comes to using citizen input. Overall performance ratings also see a decrease this year.

Two-in-ten (20%) somewhat agree' that *the City of Lethbridge is accountable to the community for its governance* – on par with 2014 (82%).

One-in-ten (10%) strongly or somewhat agree' that *the City of Lethbridge practices open and accessible government* (31%).

Two-in-ten (20%) strongly or somewhat agree' that *the City of Lethbridge always takes residents' views into account when making decisions that affect them* – down 8 percentage points from 2014 (66%).

Lower levels of satisfaction with Council in this round of research, while Administration's performance rating holds against 2014.

Two-in-ten (20%) 'satisfied' (very/somewhat) with the way that Lethbridge's Staff, excluding Council, is going about running the city – on par with 2014 (83%).

Two-in-ten (20%) 'satisfied' (very/somewhat) with the way that Lethbridge's Administration, including Council and Administration, sees a slight decrease this year (78% in 2018 vs. 85% in 2014) and Council, excluding staff sees a similar decline back to levels in 2011 (77% in 2018 vs. 81% in 2014) and



Summary of Key Findings

Transportation continues to dominate as a key issue facing Lethbridge.

- ◆ In 2018, transportation continues to hold the top position on the issue agenda with 33% of residents citing it as an important issue – on par with 2014 and a significant 12 percentage point increase from 21% in 2011.
- ◆ Other issues with notable shifts compared to 2014 include the environment (17% vs. 11% in 2014), crime (14% vs. 7% in 2014), and parks/recreation and cultural facilities/programs (5% vs. 16% in 2014).

Taxation and municipal government spending continues to decrease in prominence as a key issue.

- ◆ Taxation and municipal government spending drops to second place on the issue agenda with only 16% of residents citing it as an important issue – an 11 percentage point decrease from 2011 (29%).

The perceived value of property taxes holds steady.

- ◆ Close to seven-in-ten (70%) residents give the City a ‘good value’ rating for the value of their property taxes, on par with results from the last two surveys (73% in 2014 and 70% in 2011).

Summary of Key Findings

Overall satisfaction with City Programs and Services is down this year, while four City services see significant increases in satisfaction in 2018.

- ◆ Overall, 88% of residents are satisfied (very/somewhat) with the overall level and quality of City programs and services – a 5 percentage point *decrease* compared to 2014 (93%).
- ◆ The four service areas with significant shifts in satisfaction this year include:
 - ❖ Recreational facilities – a 15 percentage point *increase* in ‘very or somewhat satisfied’ ratings (74% in 2014 to 89% in 2018).
 - ❖ Access-a-ride – a 10 percentage point *increase* in ‘very or somewhat satisfied’ ratings (73% in 2014 to 66% in 2018).
 - ❖ Maintenance, cleaning and upgrading of streets and sidewalks – a 7 percentage point *increase* in ‘very or somewhat satisfied’ ratings (67% in 2014 to 74% in 2018).
 - ❖ Public transit – a 5 percentage point *increase* in ‘very or somewhat satisfied’ ratings (69% in 2014 to 74% in 2018).

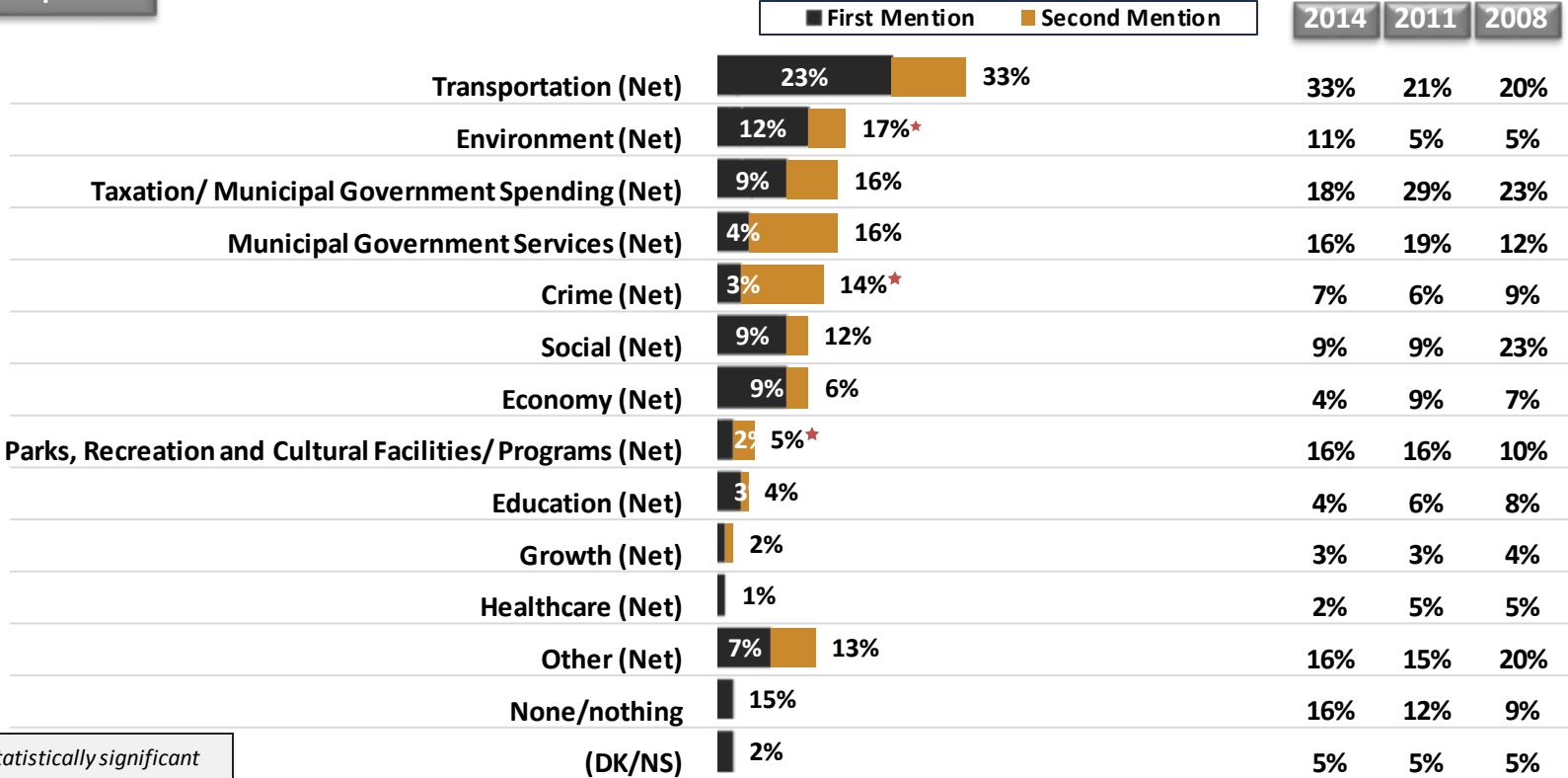
Nearly half of residents suggest “more” investment in four key service areas.

- ◆ In 2018, survey respondents were asked for each of the City programs and services, if they think the City should invest *more, the same, or less*.
- ◆ The services receiving the highest percentage of “invest more” responses include:
 - ❖ Maintenance, cleaning and upgrading of streets and sidewalks (59%), Snow removal (56%), Recycling (54%), and Police services (47%).
- ◆ The services receiving the highest percentage of “invest less” responses include:
 - ❖ Arts & culture facilities (32%), Recycling (15%), Bylaw enforcement (11%), and Public Transit (9%).

ISSUE AGENDA

Issue Agenda

Multiple Responses



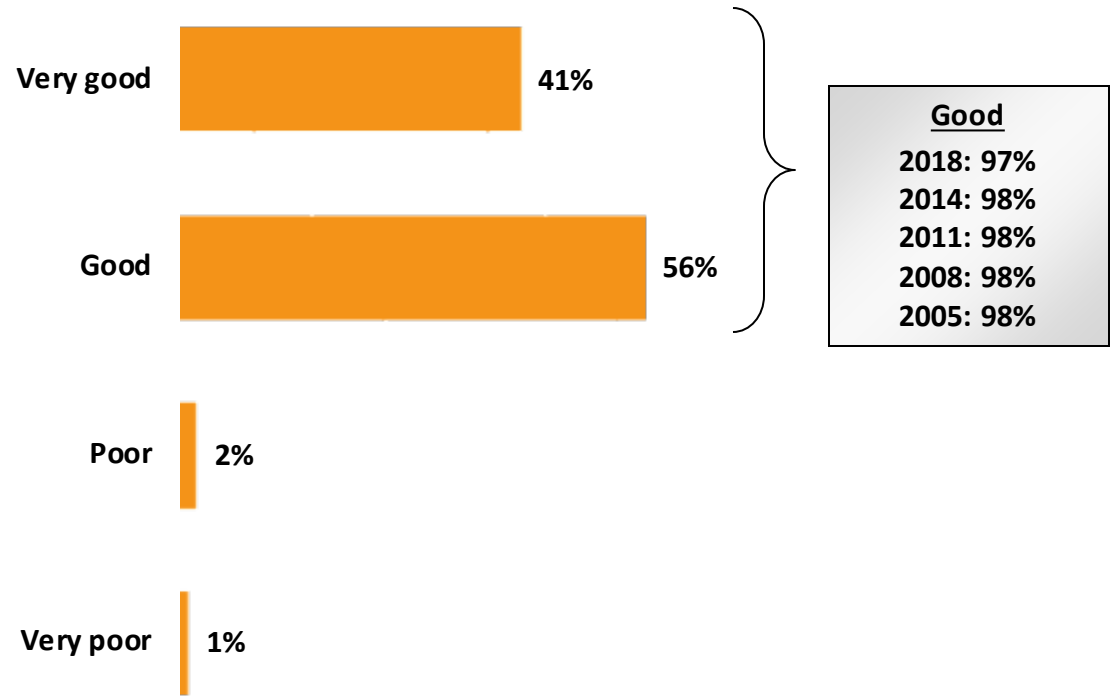
★ Denotes statistically significant change from 2014 to 2018

In your view, as a resident of the City of Lethbridge, 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?

Base: All respondents (n=400)

QUALITY OF LIFE

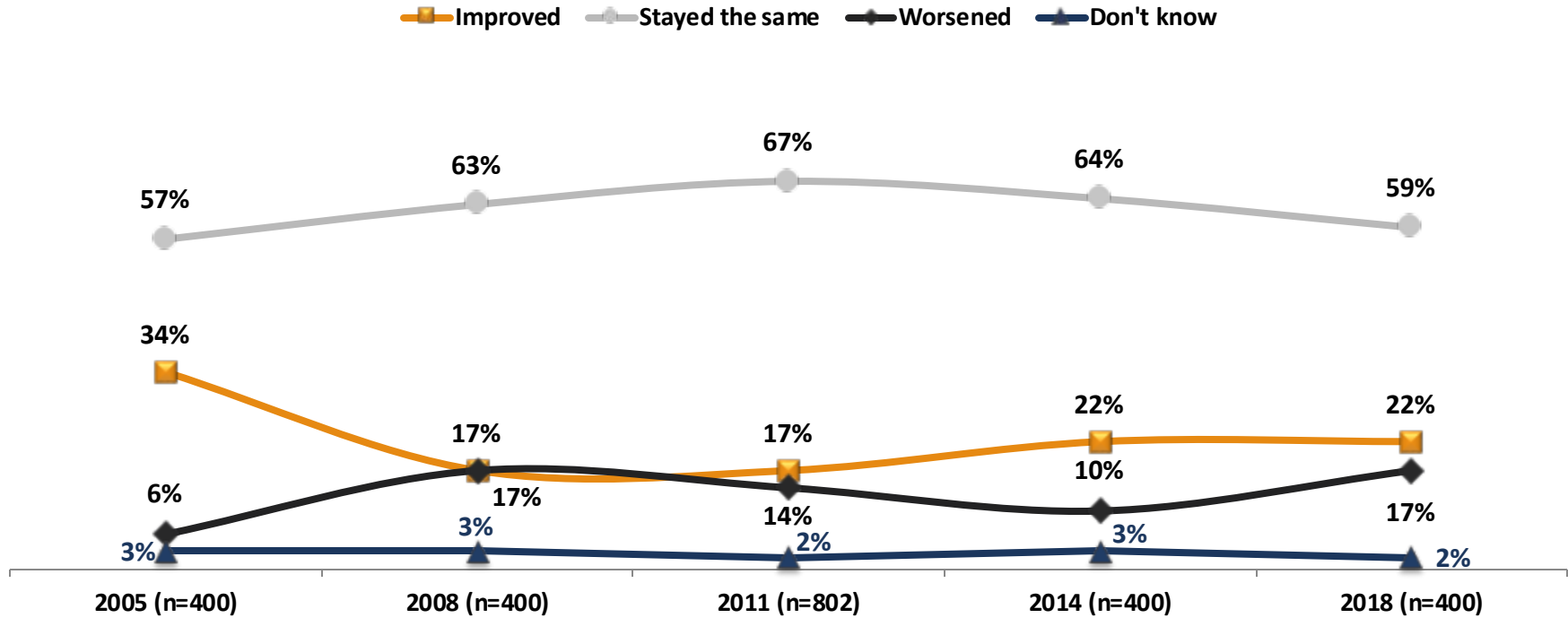
Overall Quality of Life in Lethbridge



How would you rate the overall quality of life in the City of Lethbridge today?
Base: All respondents (n=400)

Perceived Change in the Quality of Life

RC : Updated



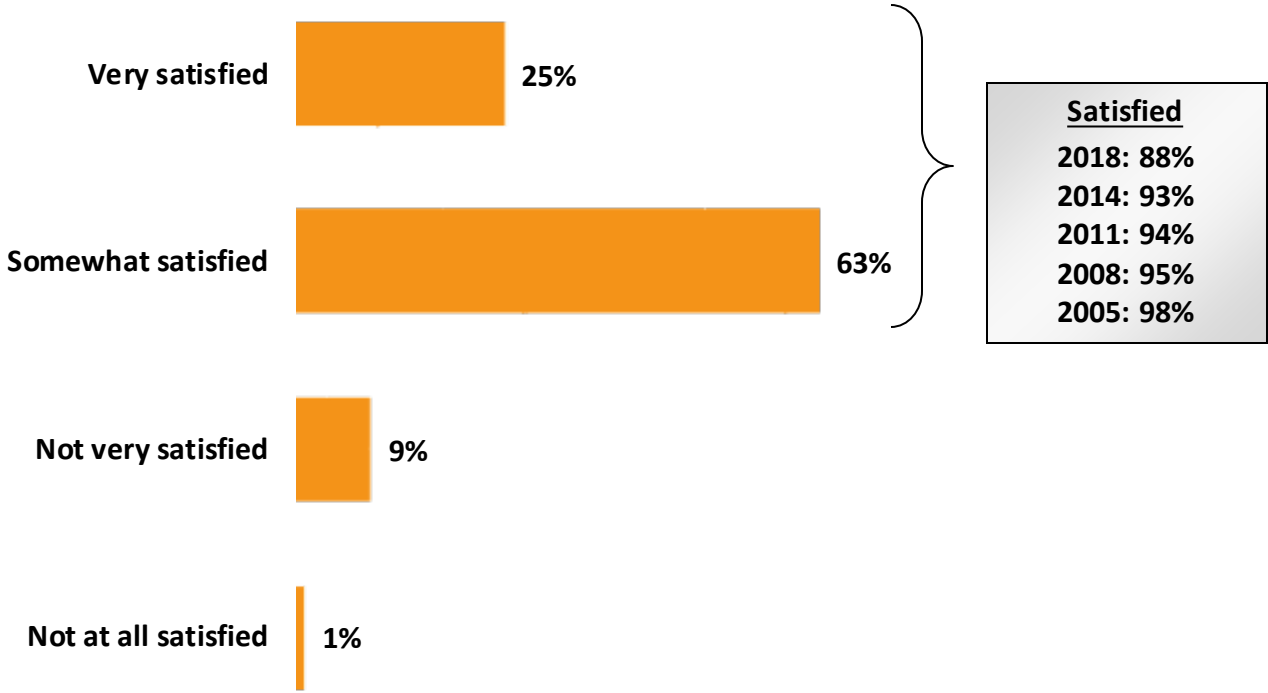
And do you feel that the quality of life in Lethbridge in the past three years has improved, stayed the same or worsened?

Base: All respondents (n=400)



CITY PROGRAMS AND SERVICES

Overall Satisfaction with City Programs and Services

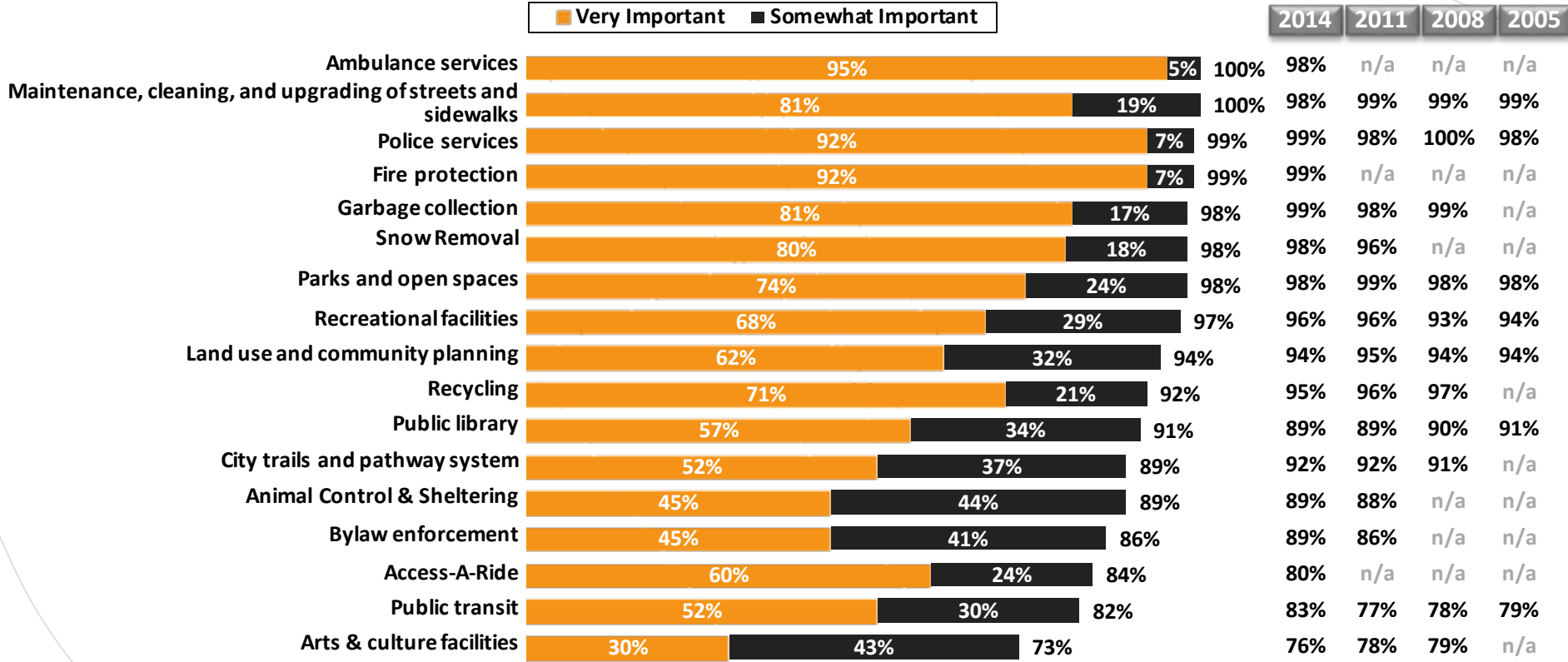


Please tell me how satisfied you are with the overall level and quality of services and programs provided by the City of Lethbridge. ?

Base: All respondents (n=400)



Importance of City Programs and Services



I am going to read a list of programs and services provided to you by the City of Lethbridge. Please tell me how important each one is to you.

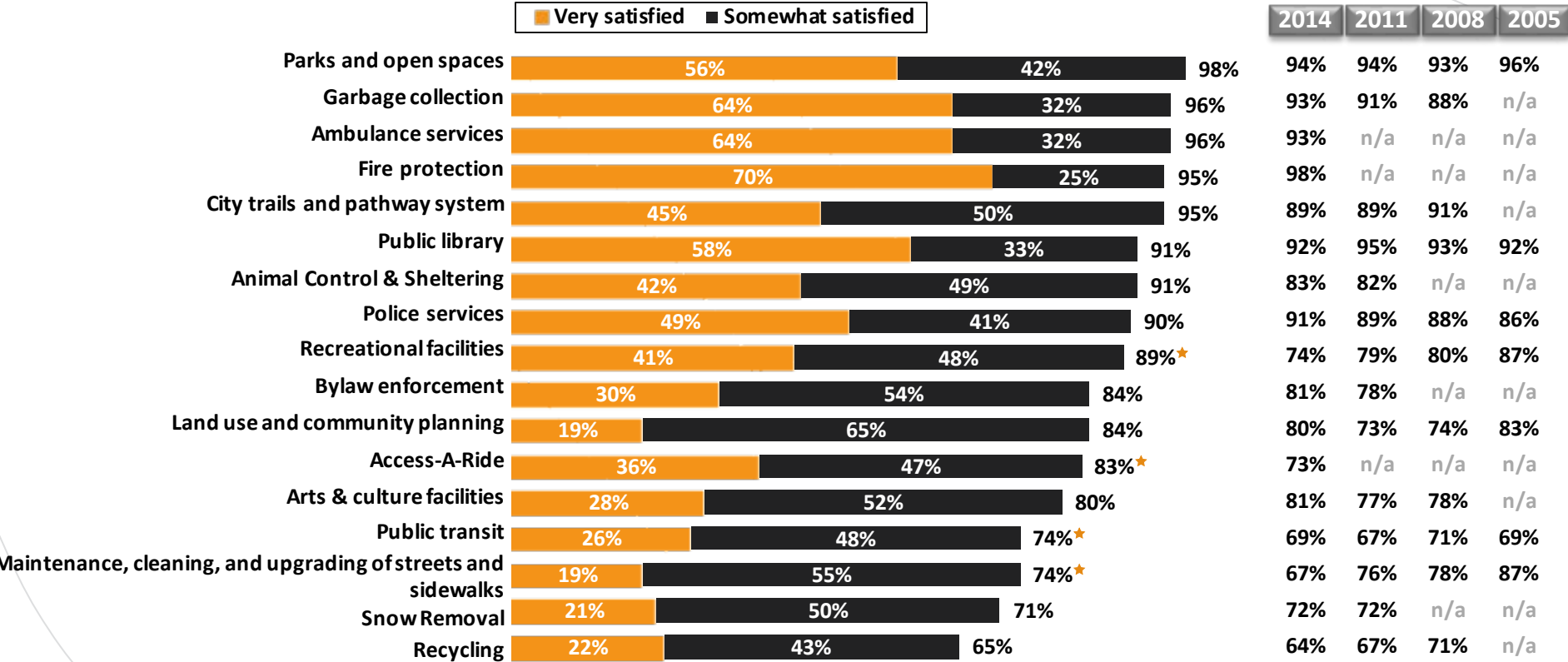
Base: All respondents (n=400)

*Rounding

★ Denotes statistically significant change from 2014 to 2018



Satisfaction with City Programs and Services

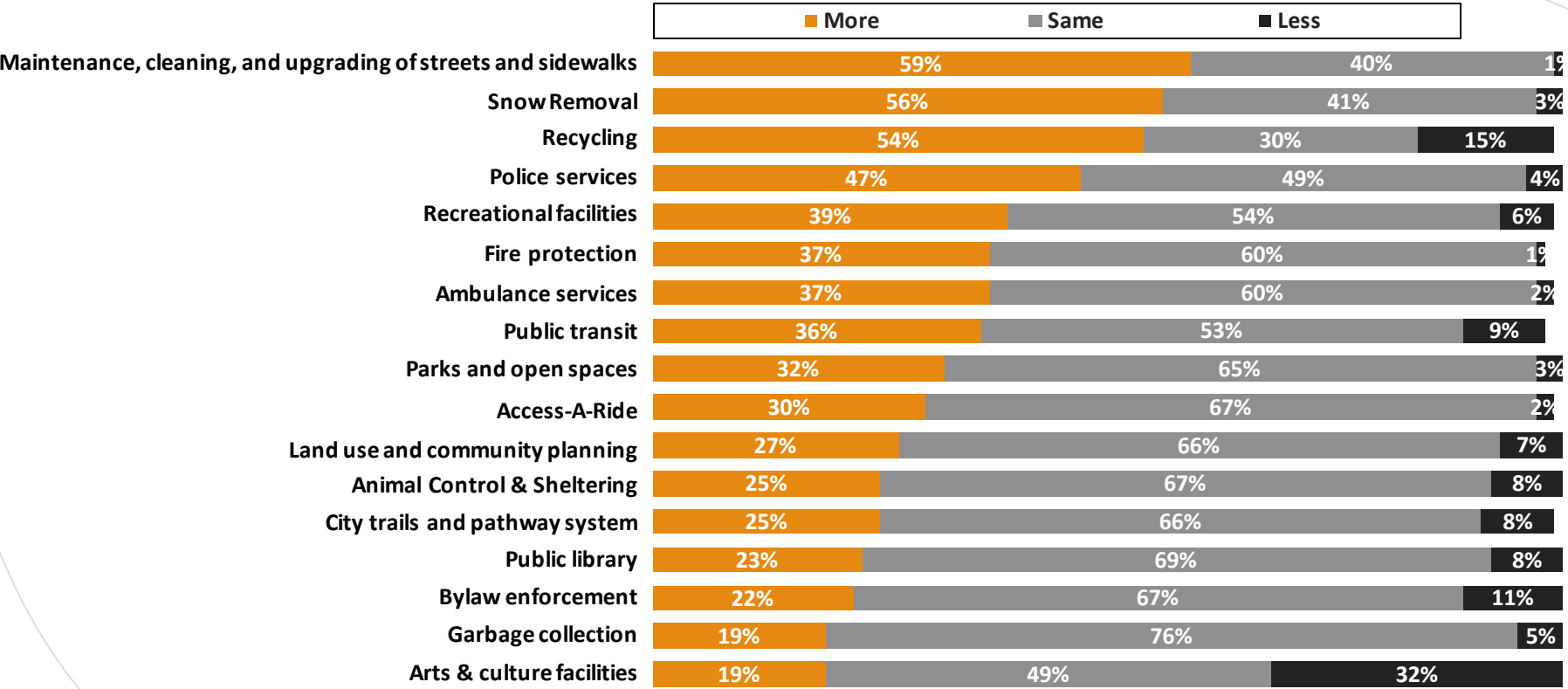


I am going to read a list of programs and services provided to you by the City of Lethbridge.
 Please tell me how satisfied you are with the job the City is doing in providing that program or service.
 Base: All respondents (n=400)

*Rounding

★ Denotes statistically significant change from 2014 to 2018

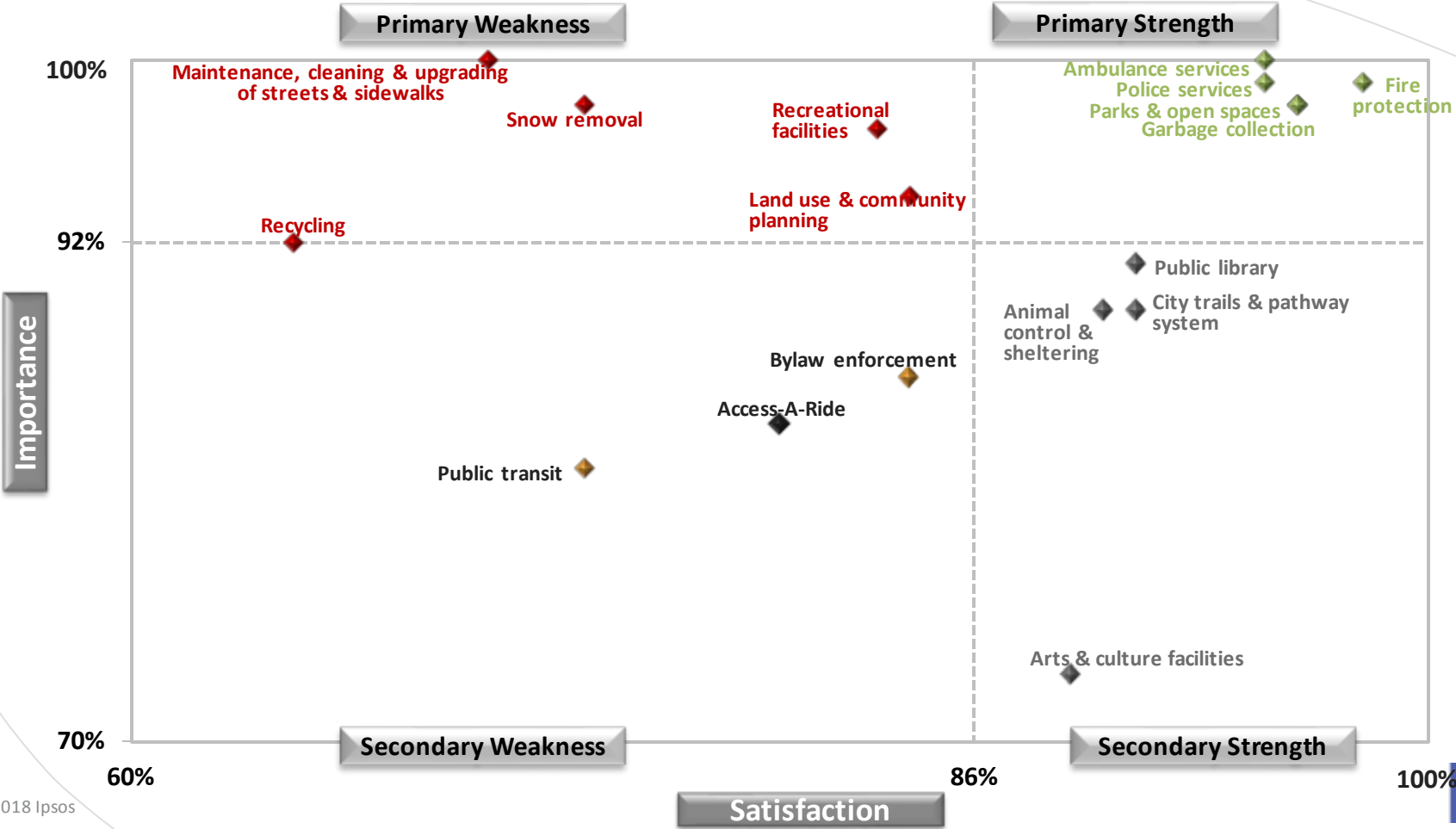
Investment in City Programs & Services



I am going to read you a list of programs and services provided to you by the City of Lethbridge. Please tell me if you think The City should invest more, less or the same amount on the program or service. Base: All respondents (Base vary)



Importance vs. Satisfaction Grid

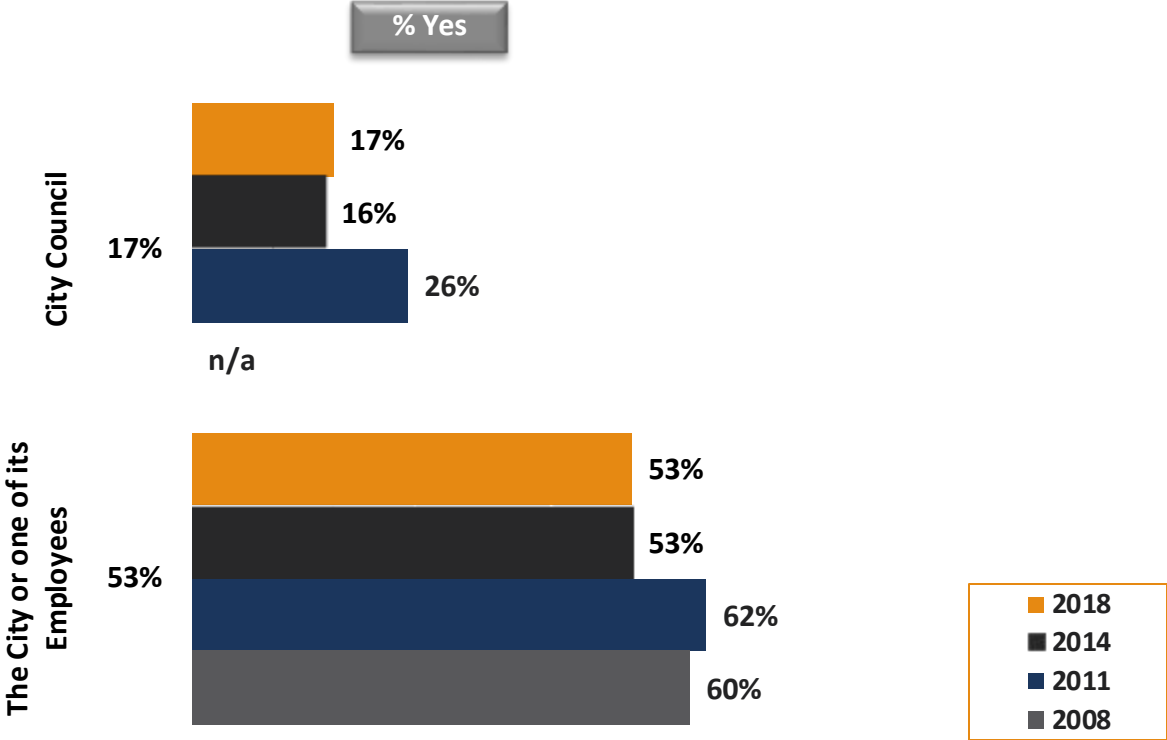


2018 vs. 2014 Importance vs. Satisfaction Grid



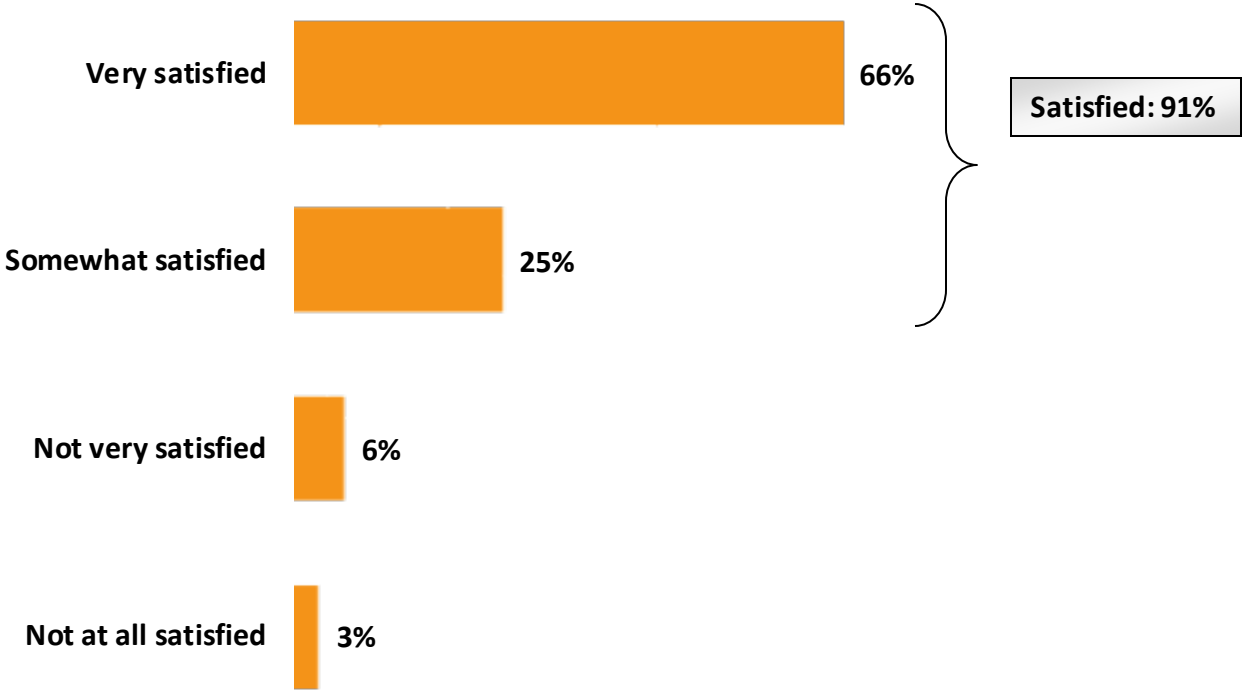
CONTACT WITH THE CITY AND COMMUNICATIONS

Past 12 Months Contact with Council and Employees



Have you contacted or dealt with a member of Lethbridge's City Council in the last twelve months?
 Have you contacted or dealt with The City of Lethbridge or one of its employees in the last twelve months?
 Base: All respondents (n=400)

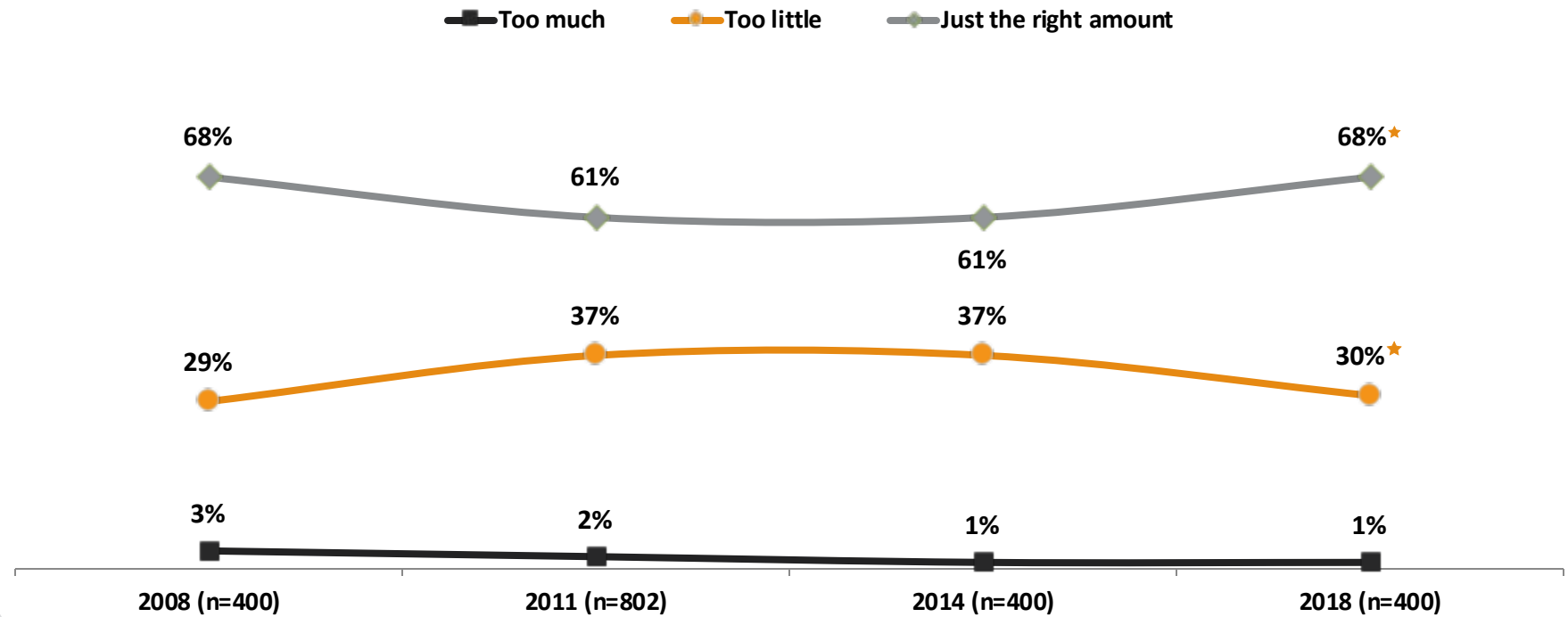
Overall Satisfaction with Customer Service



Thinking about your contact or dealings with The City or its employees in the last twelve months, how satisfied are you with the overall customer service you received?

Base: Contacted or dealt with The City or one of its employees (n=216)

Satisfaction with the Extent of Information Received



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

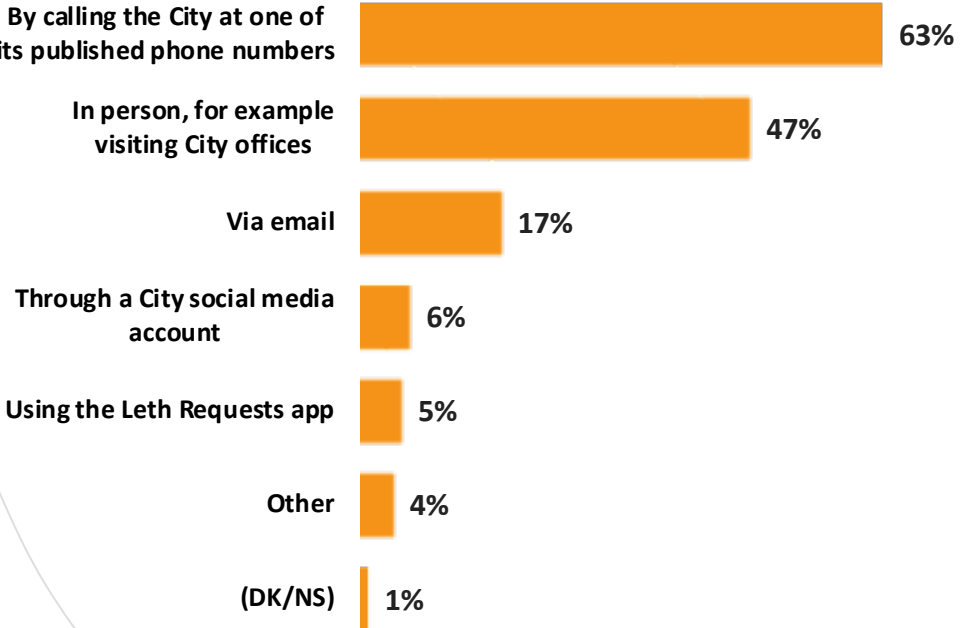
Base: All respondents (n=400)

★ Denotes statistically significant change from 2014 to 2018

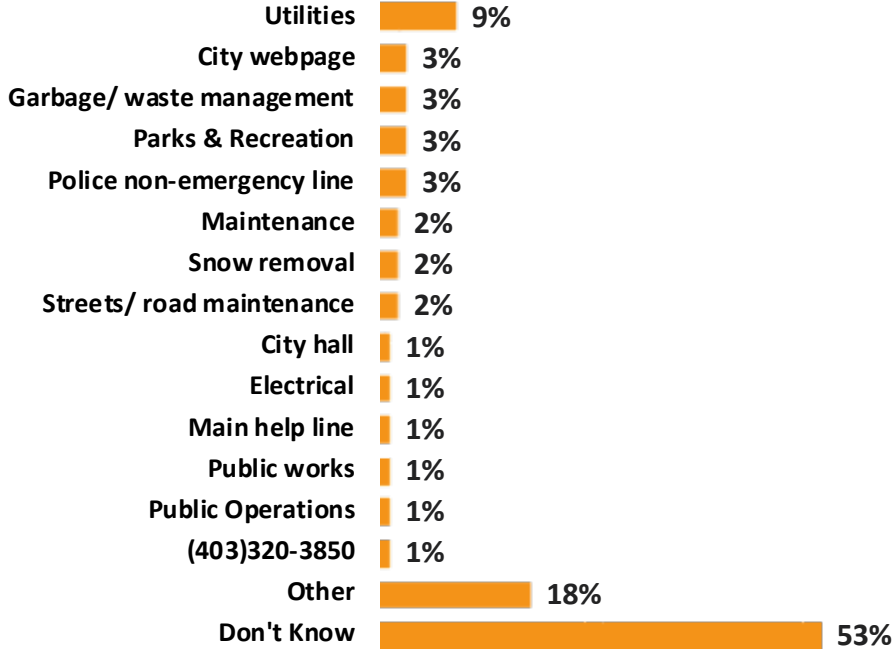


Methods of Contacting the City

Channels for contacting The City



Phone Number Used



When you contacted the City was it...? / At which phone number did you call the City?

Base: All respondents (n=216)/ (n=136)

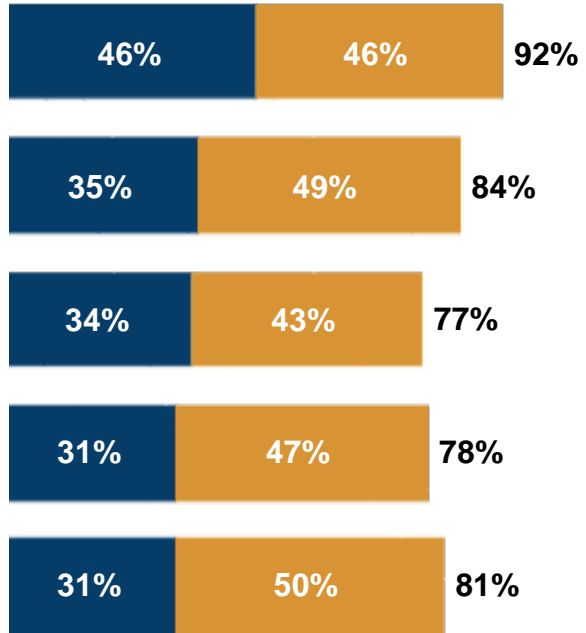


Customer Service Attitudes & Perspectives

% Disagree



% Agree



Somewhat disagree ■ Strongly disagree ■

Strongly agree ■ Somewhat agree ■

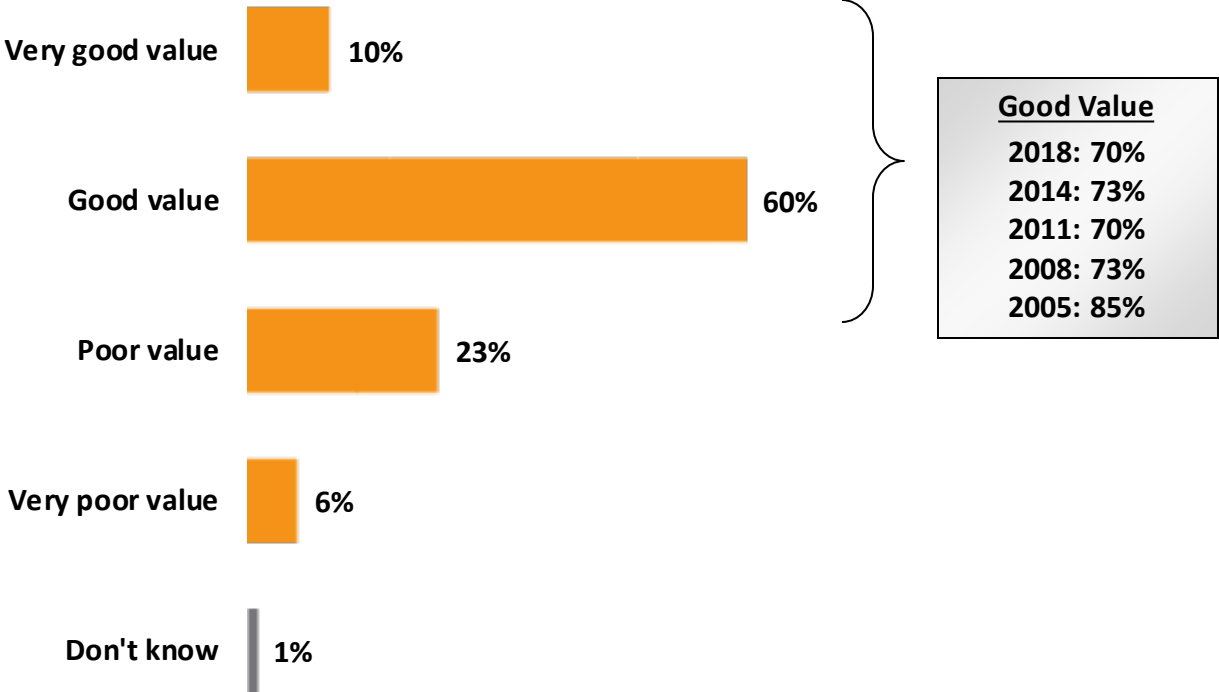
Thinking about your personal dealings with The City of Lethbridge, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents (Bases vary)



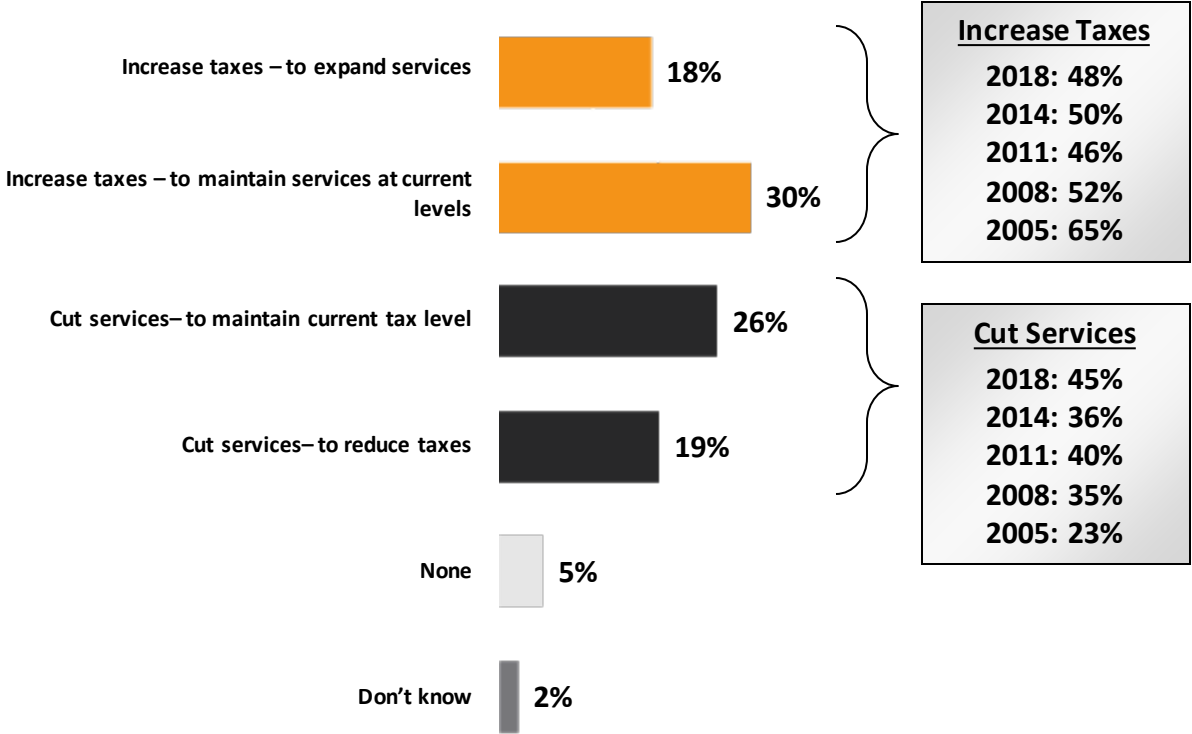
TAXATION AND USER FEES

Perceived Value of Property Taxes



Your property tax dollars are divided between the City of Lethbridge and the Province. In Lethbridge, approximately 70% of your property tax bill goes to The City to fund municipal services and approximately 30% of your property tax bill goes to the province. Considering the services provided by The City, Overall, do you think you get good value or poor value for the taxes you pay?
Base: All respondents (n=400)

Balancing Taxation and Service Delivery Levels



Municipal property taxes are the primary way to pay for services provided by the City. 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?

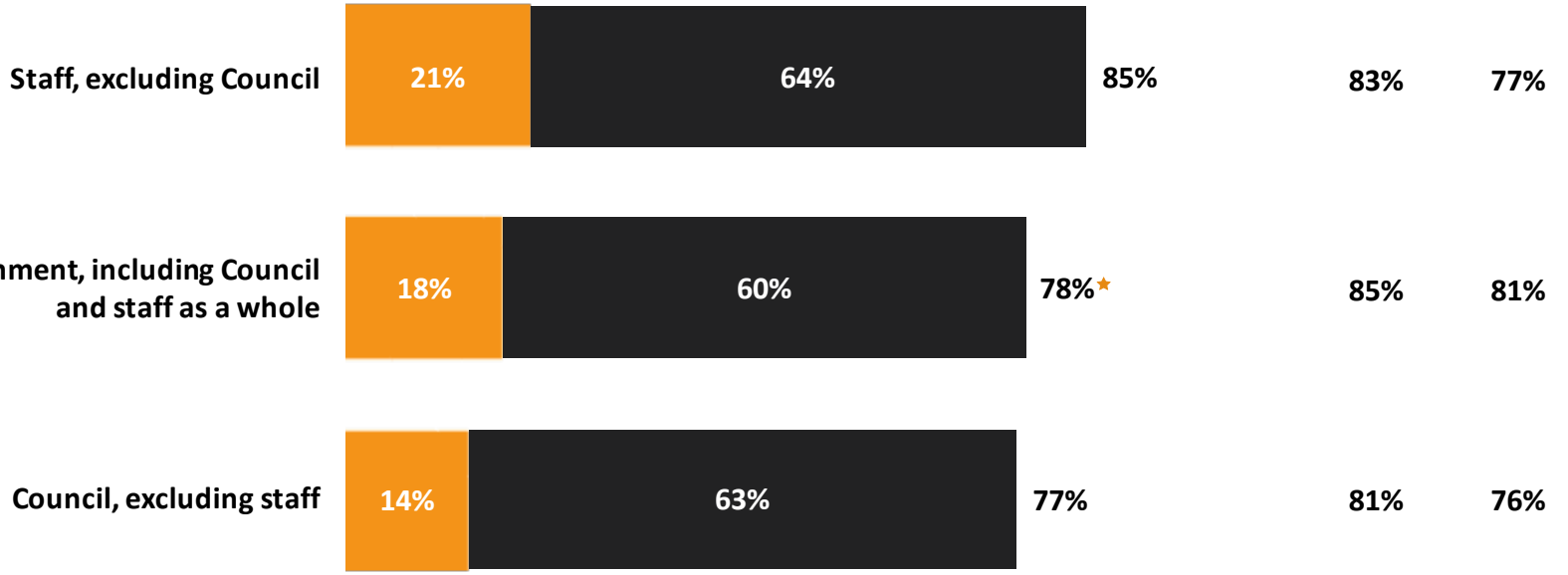
Base: All respondents (n=400)

PERFORMANCE OF THE MUNICIPAL GOVERNMENT

Satisfaction with the Municipal Government

Very satisfied Somewhat satisfied

2014 2011

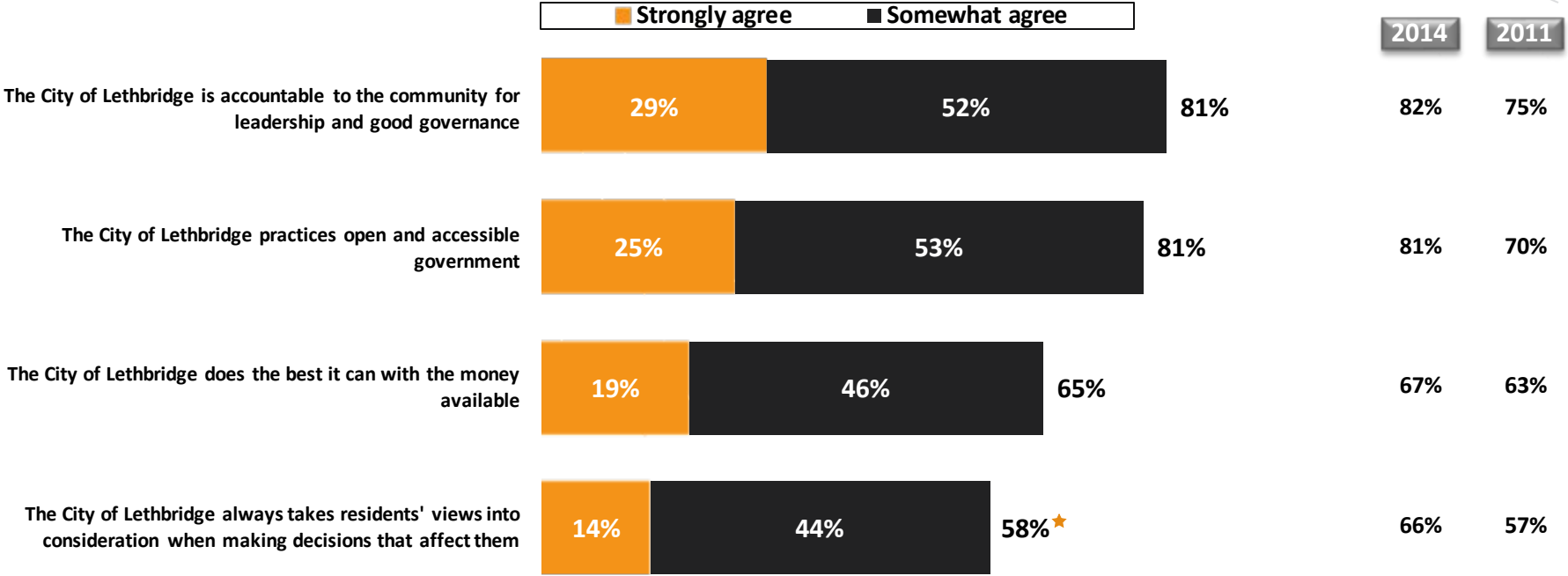


★ Denotes statistically significant change from 2014 to 2018

Taking everything into account, how satisfied are you with the way the City of Lethbridge's...is going about running the community?

Base: All respondents (n=400)

Perceptions of the Municipal Government



★ Denotes statistically significant change from 2014 to 2018

*Rounding

Thinking about your personal dealings with the City of Lethbridge, please indicate if you agree or disagree with each of the following statements.

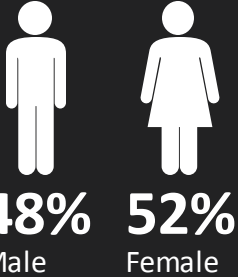
Base: All respondents (n=400)



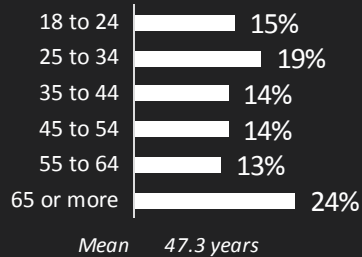
DEMOGRAPHICS

Demographics

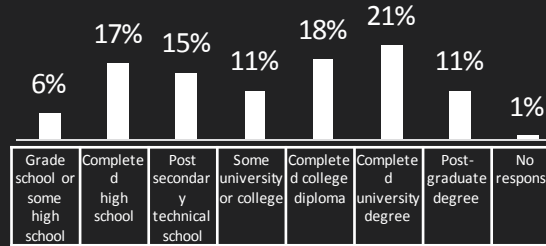
GENDER



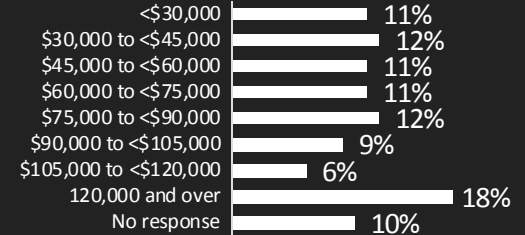
AGE



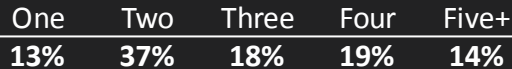
EDUCATION



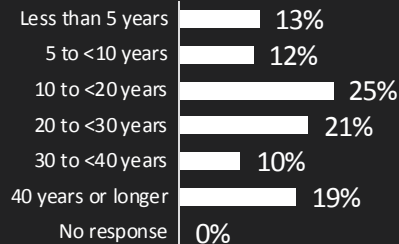
INCOME



HOUSEHOLD SIZE



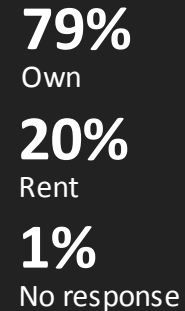
Tenure in Lethbridge



Born in Canada



Own or Rent




Children in HH



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GAME CHANGERS

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