



# City of Edmonton Service Satisfaction - Online Survey

## Services Overview

Research conducted by:



September 2024



Background and Objectives	3
Executive Summary	5
2024 Survey Results	12
2022-2024 Trends	22
Methodology and Respondent Profile	30
Appendix	37
2024 Demographic Subgroup Comparisons	38
2024 Additional Subgroup Analysis	43
Service Details	51

---

# Background and Objectives

## Project Background

The City of Edmonton (the City) commissioned this survey to capture Edmontonians' perceptions relating to quality of life and service satisfaction on an annual basis. These survey results help the City to understand perceptions of Edmontonians to support data-driven decision making.



## Report Objectives

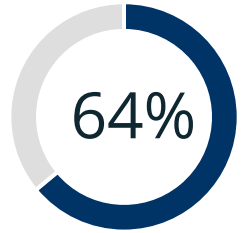
- Share Edmontonians' perceptions related to experiences with City services.
- Support evidence-based decision making.

## How to Read this Report

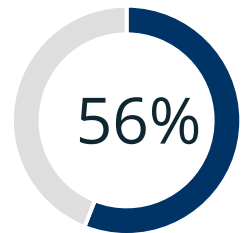
- At the bottom of each page in the main body of the report, "n" denotes the sample size that provided responses to a particular question.
- Survey questions for the information on each page are also indicated at the bottom of each page.

---

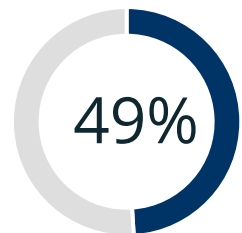
# Executive Summary



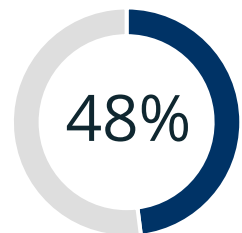
of Edmontonians are satisfied with the overall quality of services provided by the City.



are satisfied with the ability to access City services in a way that's easy.

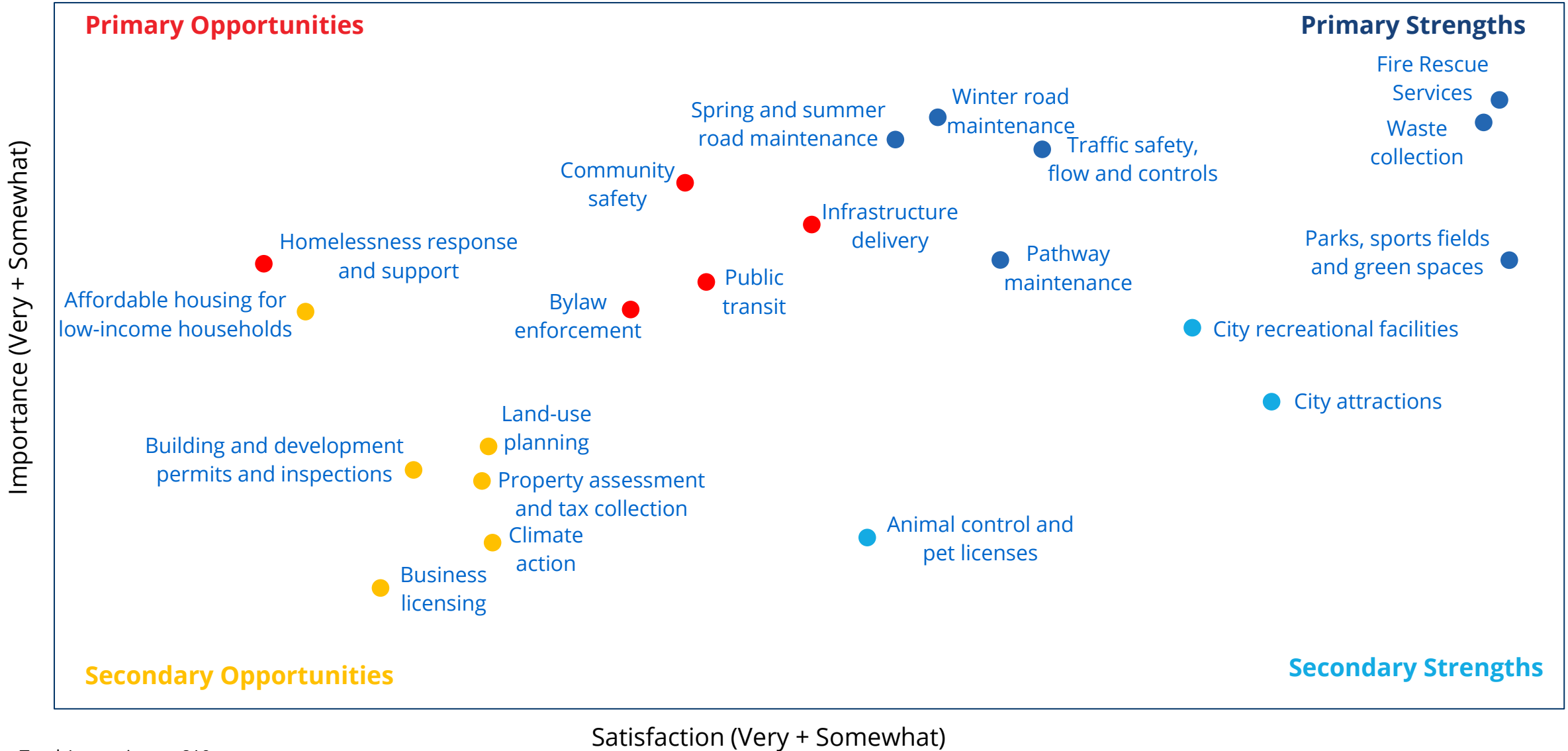


are satisfied with the quality of customer service they receive from the City.



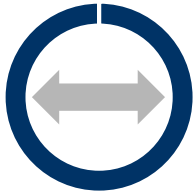
are satisfied with how well the City informs Edmontonians about the services they provide.

# Service Strengths and Opportunities



Base: Total Answering; n=810

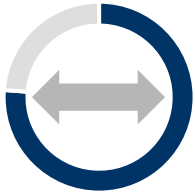
B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; B4b: How important is the following program or service?



**A similar proportion of Edmontonians in 2024 (compared to 2023) are satisfied with:**

- The overall quality of programs and services provided by the City of Edmonton (64%)
- Ability to access City services in a way that is easy (56%)
- Quality of customer service (in-person/phone/email) provided by City of Edmonton (49%)
- How well the City of Edmonton informs Edmontonians about the services they provide (48%)





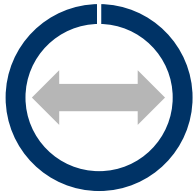
## A similar proportion of Edmontonians in 2024 (compared to 2023) are satisfied with:

- Parks, sports fields and green spaces (68%)
- Fire Rescue Services (67%)
- Waste collection (67%)
- City-owned-and-operated attractions (58%)
- City-owned-and-operated recreational facilities (55%)
- Traffic safety, flow and controls (49%)
- Pathway maintenance (48%)
- Winter road maintenance (45%)
- Spring and summer road maintenance (43%)
- Animal control and pet licenses (42%)
- Infrastructure delivery (40%)
- Public transit (36%)
- Community safety (35%)
- Bylaw enforcement (33%)
- Affordable housing for low-income households (20%)
- Homelessness response and support (18%)



## A smaller proportion of Edmontonians in 2024 (compared to 2023) are satisfied with:

- Property assessment and tax collection (27%; **-10pts**)
- Land-use planning (27%; **-9pts**)
- Building and development permits and inspections (24%; **-6pts**)
- Business licensing (23%; **-7pts**)
- Climate action (27%; **-6pts**)



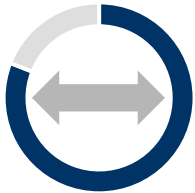
## **A similar proportion of Edmontonians in 2024 (compared to 2023) consider the following services or programs to be 'important':**

- Fire Rescue Services (93%)
- Winter road maintenance (92%)
- Waste collection (92%)
- Spring and summer road maintenance (90%)
- Traffic safety, flow and controls (90%)
- Community safety (87%)
- Infrastructure delivery (84%)
- Parks, sports fields and green spaces (82%)
- Pathway maintenance (82%)
- Homelessness response and support (82%)
- Public transit (80%)
- Affordable housing for low-income households (78%)
- Bylaw enforcement (78%)
- City-owned-and-operated recreational facilities (77%)
- City-owned-and-operated attractions (72%)
- Land-use planning (69%)
- Building and development permits and inspections (67%)
- Property assessment and tax collection (66%)
- Animal control and pet licenses (62%)
- Climate action (62%)
- Business licensing (59%)



**A greater proportion Edmontonians in 2024 (compared to 2023) think the City should make a higher level of investment in the following programs or services:**

- Affordable housing for low-income households (61%; **+6pts**)



**A similar proportion of Edmontonians in 2024 (compared to 2023) think the City should make a higher level of investment in the following programs or services:**

- Homelessness response and support (59%)
- Community safety (57%)
- Spring and summer road maintenance (50%)
- Public transit (50%)
- Infrastructure delivery (46%)
- Traffic safety, flow and controls (40%)
- Pathway maintenance (37%)
- Bylaw enforcement (34%)
- Climate action (33%)
- Parks, sports fields and green spaces (33%)
- City-owned-and-operated recreational facilities (29%)
- City-owned-and-operated attractions (25%)
- Land-use planning (21%)
- Building and development permits and inspections (21%)
- Animal control and pet licenses (19%)
- Property assessment and tax collection (16%)
- Business licensing (15%)



**A smaller proportion Edmontonians in 2024 (compared to 2023) think the City should make a higher level of investment in the following programs or services:**

- Winter road maintenance (57%; **-9pts**)
- Fire Rescue Services (47%; **-6pts**)
- Waste collection (27%; **-5pts**)

---

# 2024 Survey Results



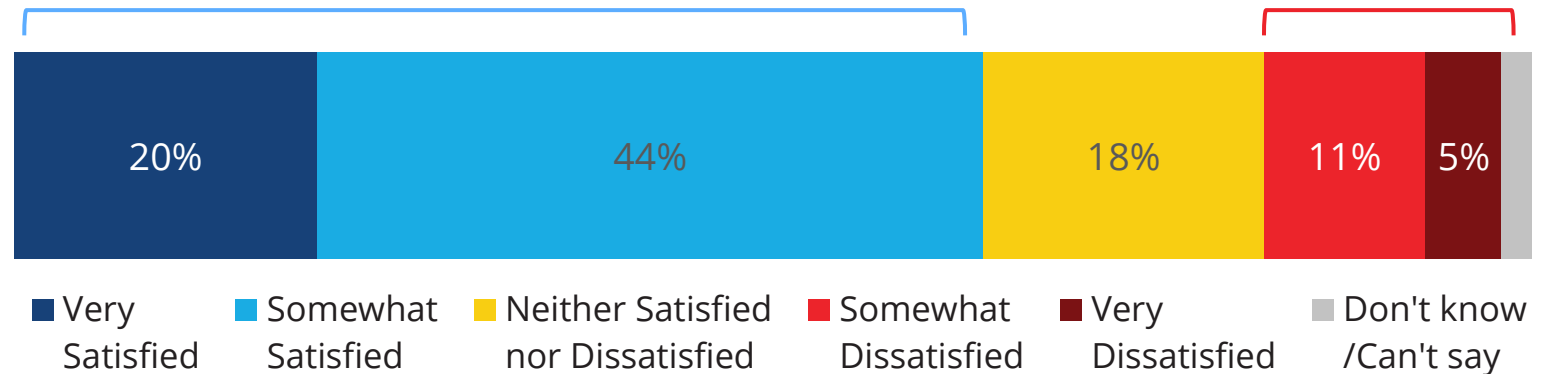
## How satisfied are you with the overall quality of programs and services provided by the City of Edmonton?

**64%**

Very or Somewhat Satisfied

**16%**

Very or Somewhat Dissatisfied

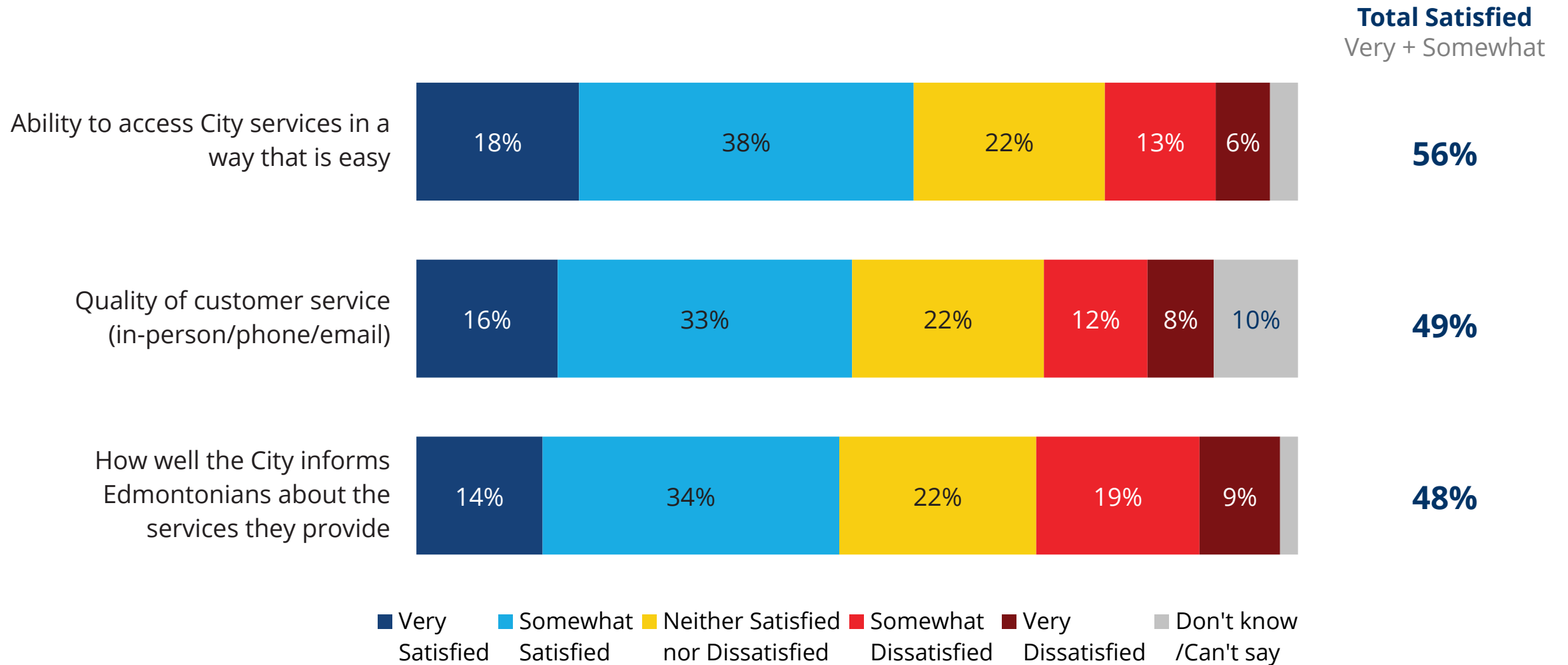


Labels <4% not shown

Base: Total Answering n=810

**B1: Based on your personal experience or anything you may have heard, how satisfied are you with the overall quality of programs and services provided by the City of Edmonton?**

# Overall Satisfaction



■ Very Satisfied ■ Somewhat Satisfied ■ Neither Satisfied nor Dissatisfied ■ Somewhat Dissatisfied ■ Very Dissatisfied ■ Don't know / Can't say

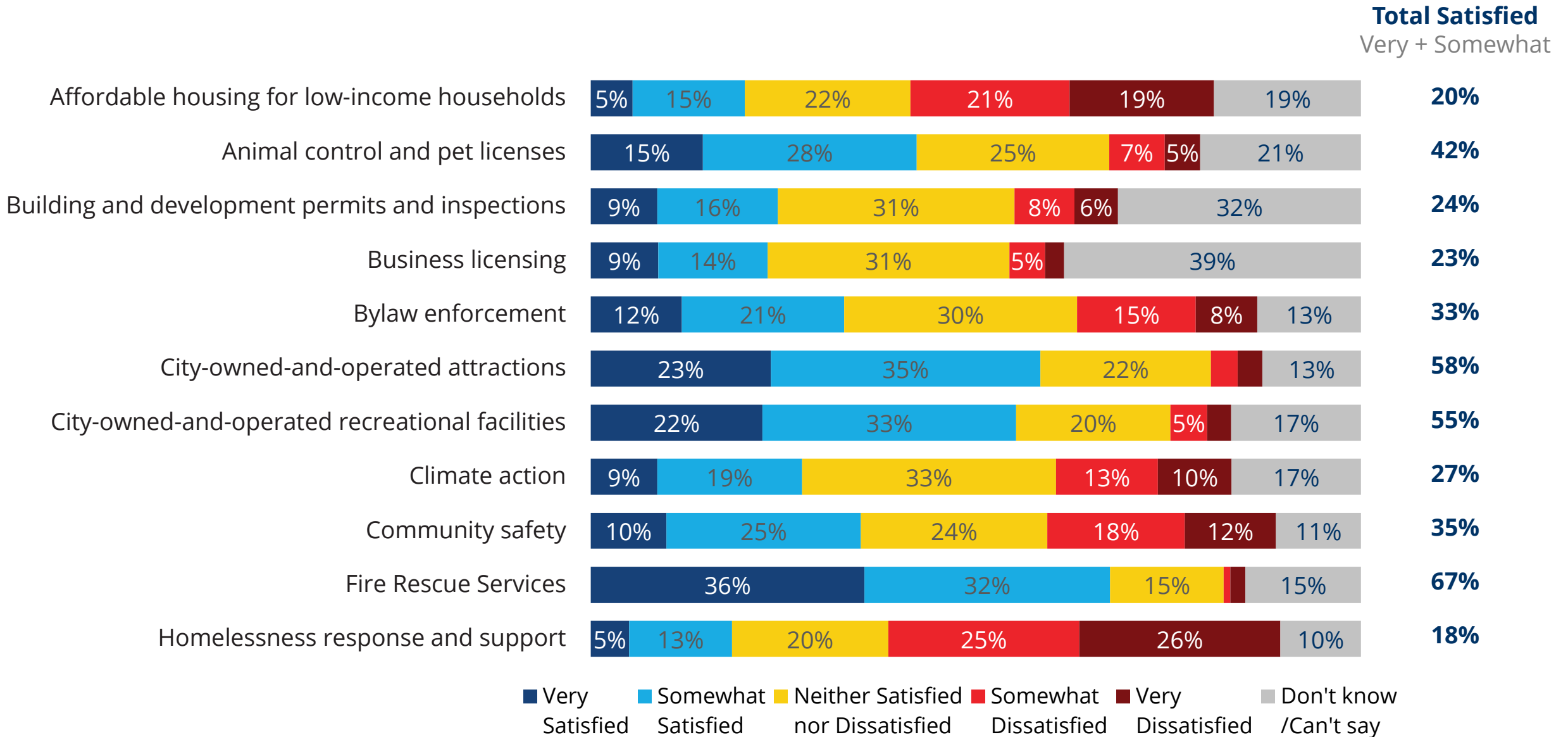
Labels <4% not shown

Base: Total Answering n=810

**B3: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following.**

Individual percentages may not add up to totals due to rounding.

# Service Satisfaction (1 of 2)



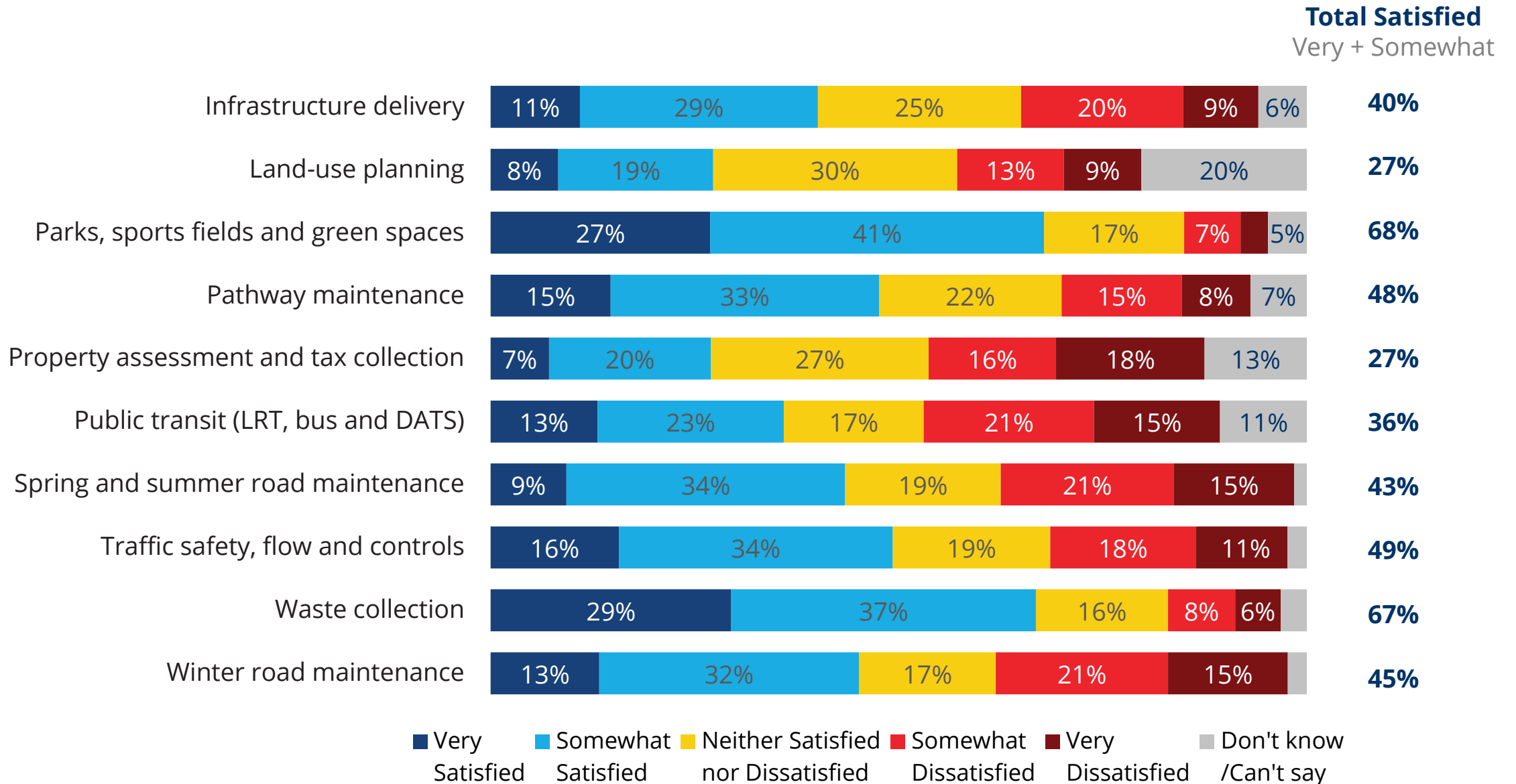
■ Very Satisfied   
 ■ Somewhat Satisfied   
 ■ Neither Satisfied nor Dissatisfied   
 ■ Somewhat Dissatisfied   
 ■ Very Dissatisfied   
 ■ Don't know / Can't say

Labels <4% not shown

Base: Total Answering; n=810

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?** Individual percentages may not add up to totals due to rounding.

# Service Satisfaction (2 of 2)



■ Very Satisfied   
 ■ Somewhat Satisfied   
 ■ Neither Satisfied nor Dissatisfied   
 ■ Somewhat Dissatisfied   
 ■ Very Dissatisfied   
 ■ Don't know / Can't say

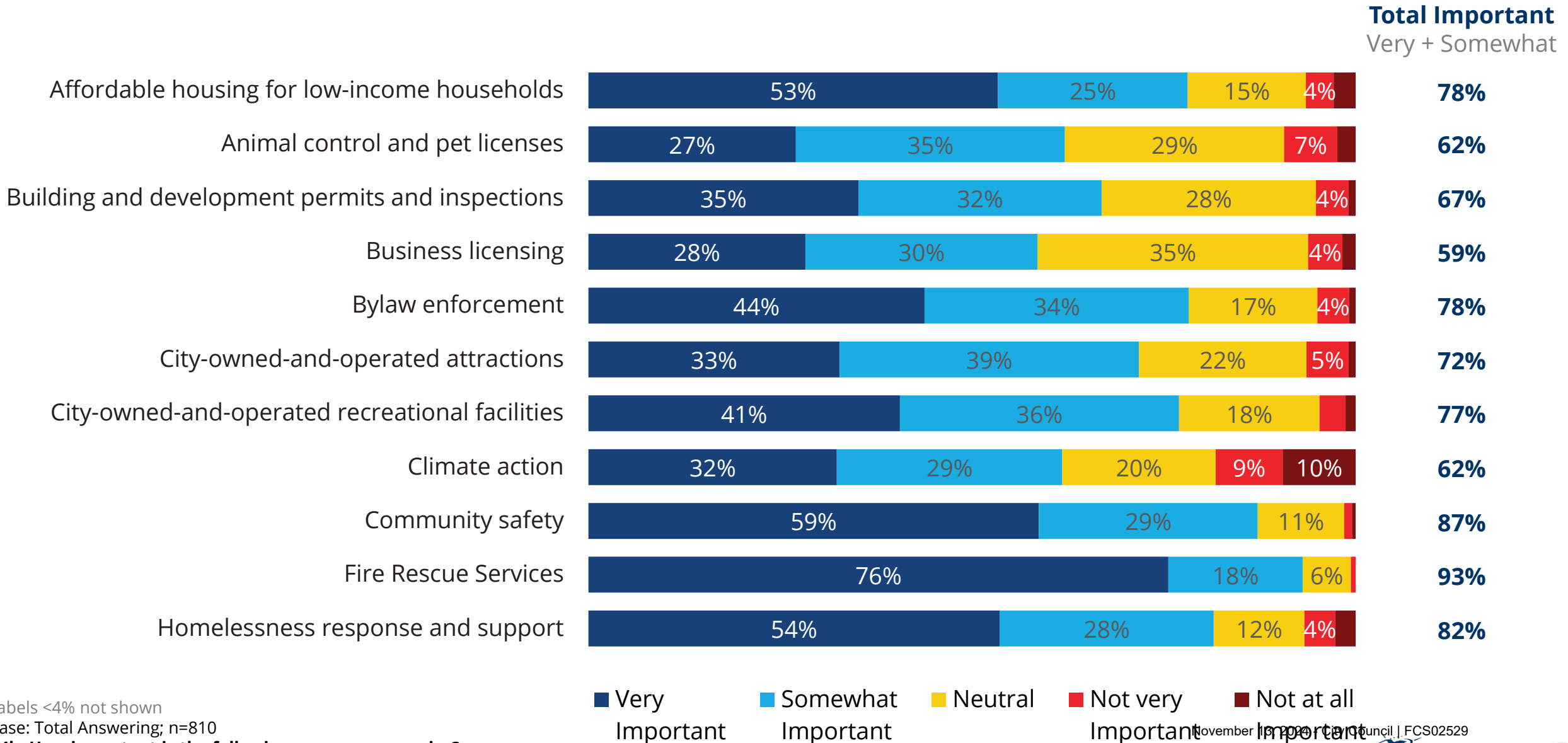
Labels <4% not shown

Base: Total Answering; n=810

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?** Individual percentages may not add up to totals due to rounding.



# Service Importance (1 of 2)



**Total Important**  
Very + Somewhat

■ Very Important   
 ■ Somewhat Important   
 ■ Neutral   
 ■ Not very Important   
 ■ Not at all Important

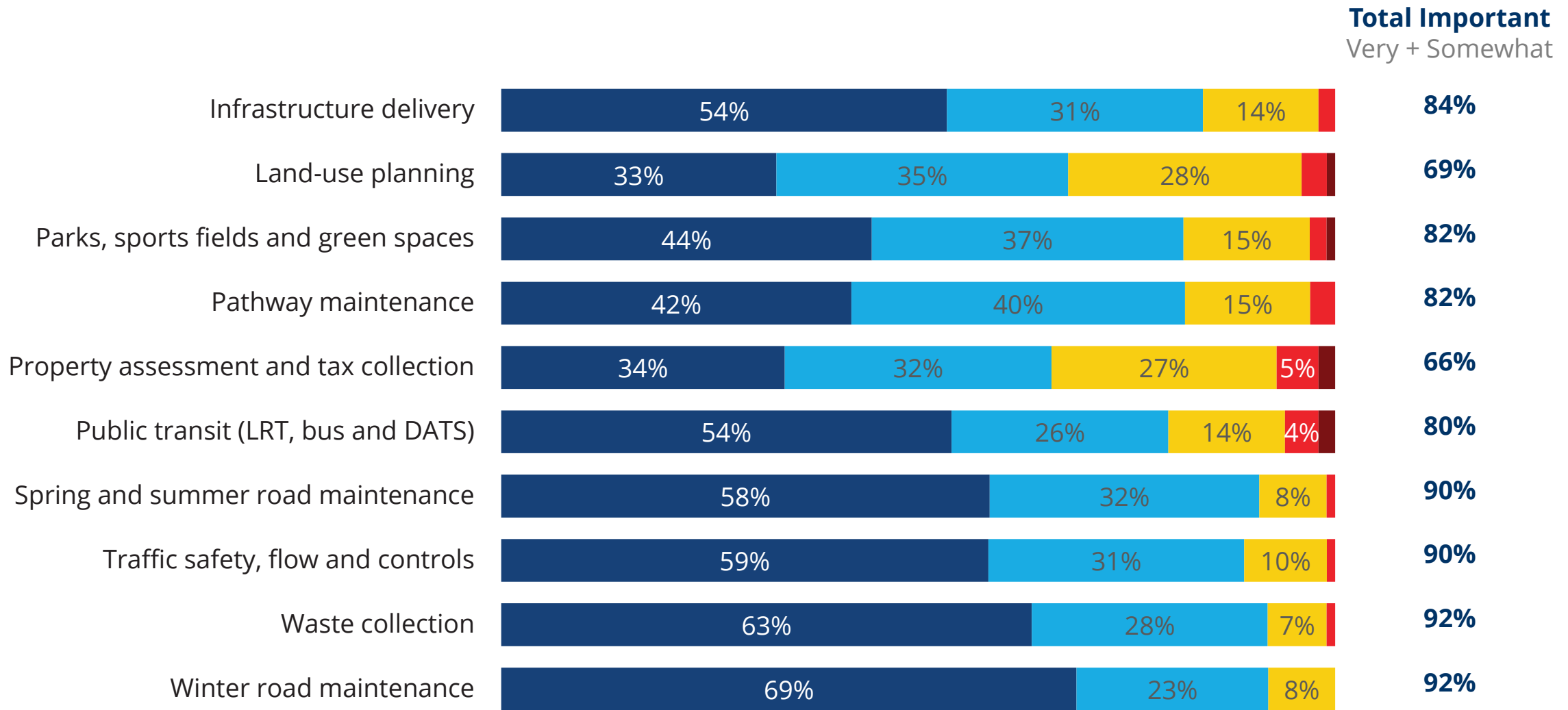
Labels <4% not shown

Base: Total Answering; n=810

**B4b: How important is the following program or service?**

Individual percentages may not add up to totals due to rounding.

# Service Importance (2 of 2)



■ Very Important    
 ■ Somewhat Important    
 ■ Neutral    
 ■ Not very Important    
 ■ Not at all Important

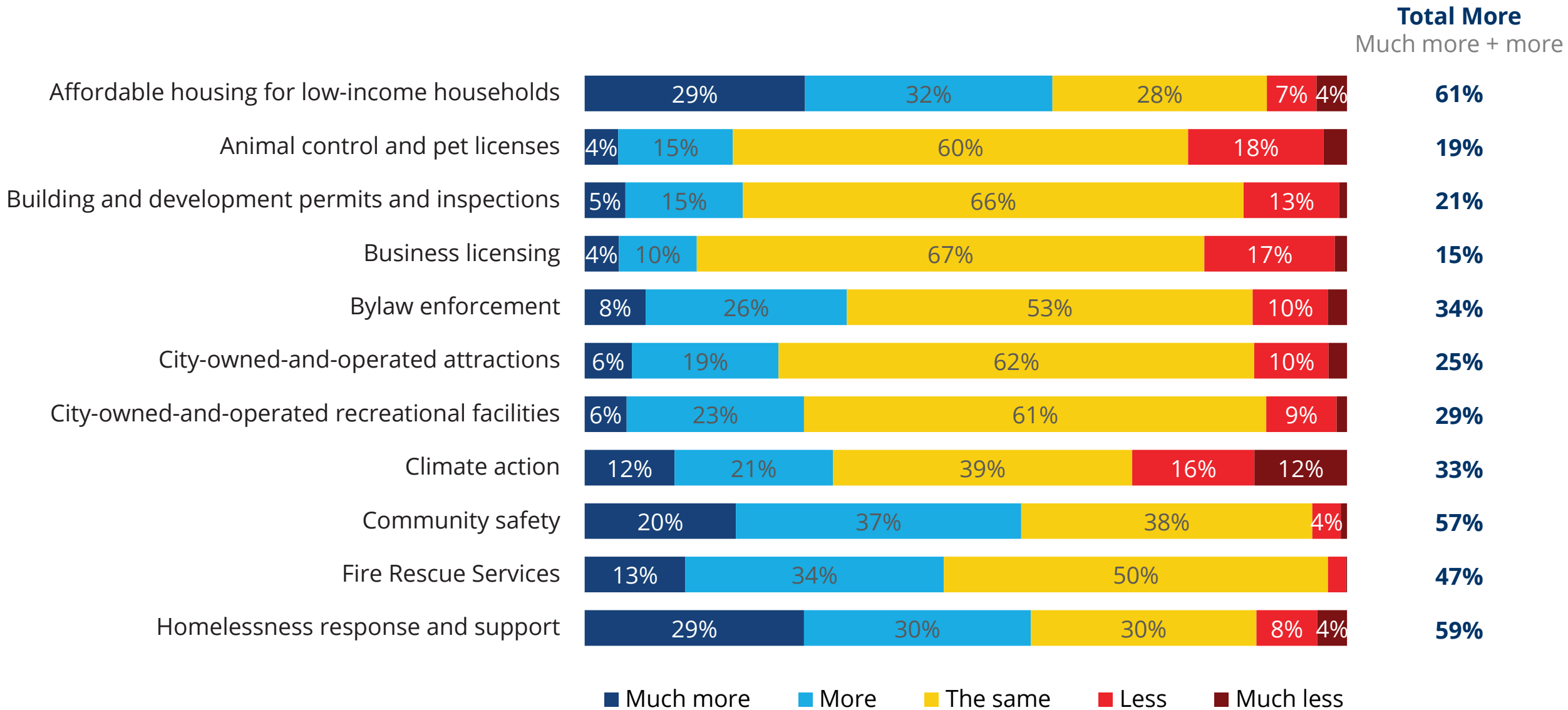
Labels <4% not shown

Base: Total Answering; n=810

**B4b: How important is the following program or service?**

Individual percentages may not add up to totals due to rounding.

# Service Investment (1 of 2)

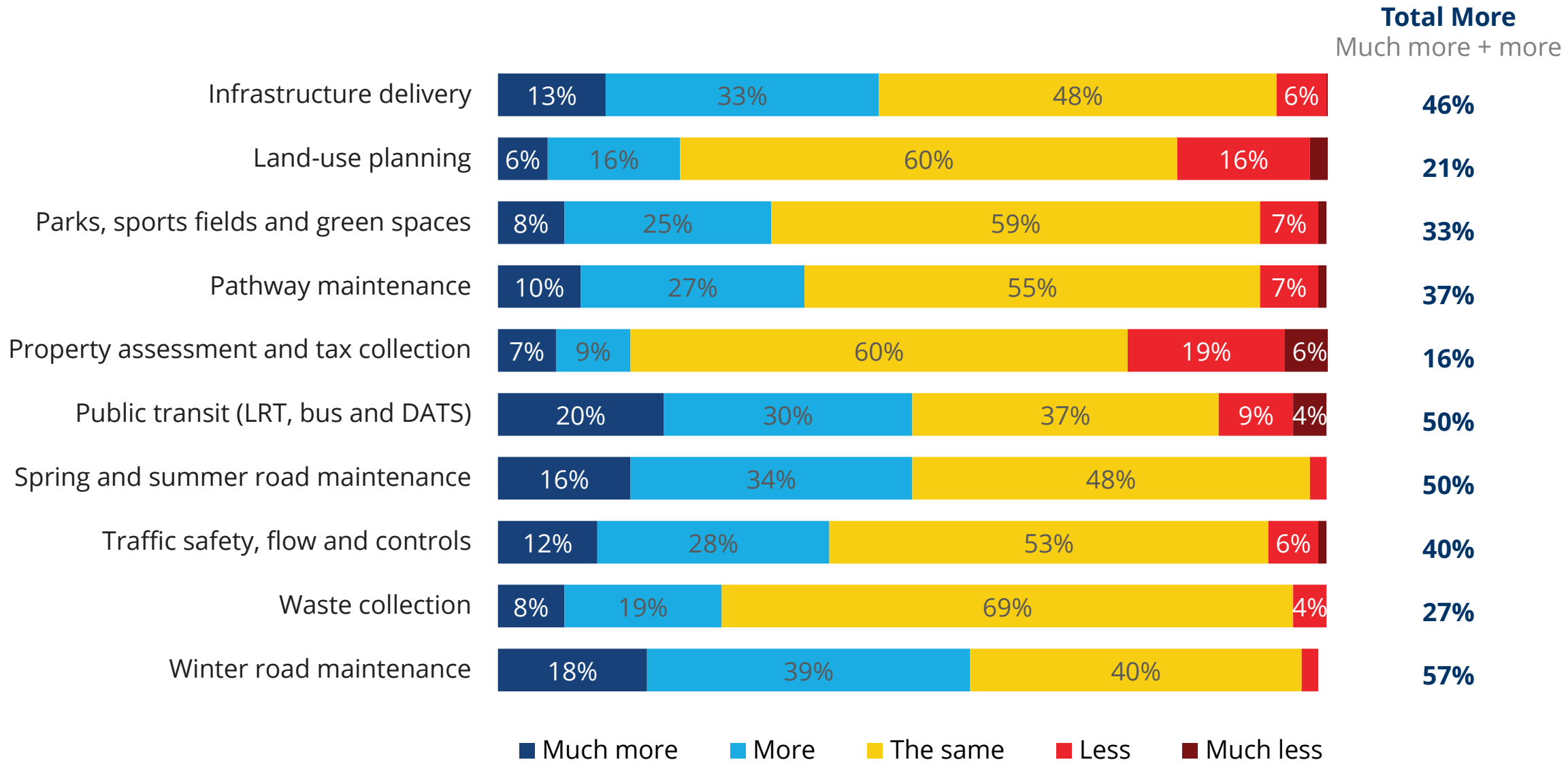


Labels <4% not shown

Base: Total Answering; n=810

**B4c: What level of financial investment do you think the City should make for the following program or service?** Individual percentages may not add up to totals due to rounding.

# Service Investment (2 of 2)



■ Much more   ■ More   ■ The same   ■ Less   ■ Much less

Labels <4% not shown

Base: Total Answering; n=810

**B4c: What level of financial investment do you think the City should make for the following program or service?** Individual percentages may not add up to totals due to rounding.

# Other Observations and Feedback from Edmontonians

**Based on your personal situation and what you're seeing in your community, is there anything else that you want to share with the City of Edmonton?**

Themes coded from verbatim responses (themes less than 3% of total responding not shown)

<b>Areas for improvement</b>	<b>51%</b>
City governance	13%
Homelessness	10%
Transit	9%
Social services and supports	8%
Service levels	6%
Infrastructure	5%
Public safety	5%
Crime	4%
Bylaw enforcement	4%
Condition of roads and sidewalks	4%
Taxes	4%
Drugs and addiction	4%
Downtown	3%
Bike lanes	3%
<b>Positive experiences</b>	<b>7%</b>
<b>Nothing / no comment</b>	<b>45%</b>

---

# 2022-2024 Trends

## Overall Satisfaction

- A similar proportion of Edmontonians (6 in 10) are satisfied with the overall quality of programs and services provided by the City of Edmonton as were in 2023 and 2022.
- The quality of customer service provided by the City, the ability to access city services in a way that is easy, and how well the City of Edmonton informs Edmontonians about the services they provide also continues to satisfy approximately half of Edmontonians.

<b>Total Satisfied</b> Very + Somewhat Satisfied	<b>2022</b>	<b>2023</b>	<b>2024</b>
Base (Total answering)	n=800	n=800	n=810
Overall quality of programs and services provided by the City of Edmonton	67%*	61%	64%
Quality of customer service (in-person/phone/email) provided by City of Edmonton	54%	48% ↓	49%
Ability to access City services in a way that is easy	60%	55%	56%
How well the City of Edmonton informs Edmontonians about the services they provide	54%	51%	48%

\*Note: Survey respondents in 2022 were not given an option to say “Don’t know/can’t say”

↑ Statistically higher  
 ↓ Statistically lower  
 Compared to previous year at 95% Confidence level

# 2022-2024 Service Satisfaction (1 of 2)

<b>Total Satisfied</b> Very + Somewhat Satisfied	<b>2022</b>	<b>2023</b>	<b>2024</b>
Base (Total answering)	n=800	n=800	n=810
Affordable housing for low-income households	31%	24% ↓	20%
Animal control and pet licenses	46%	43%	42%
Building and development permits and inspections	37%	30% ↓	24% ↓
Business licensing	39%	30% ↓	23% ↓
Bylaw enforcement	45%	37% ↓	33%
City-owned-and-operated attractions	63%	60%	58%
City-owned-and-operated recreational facilities	66%	59% ↓	55%
Climate action	-	33%	27% ↓
Community safety	45%	34% ↓	35%
Fire Rescue Services	69%	68%	67%
Homelessness response and support	26%	22%	18%

Base: Total Answering

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

↑ Statistically higher

November 13, 2024 - City Council | FCS02529  
 ↓ Statistically lower

Compared to previous year at 95% Confidence level



# 2022-2024 Service Satisfaction (2 of 2)

<b>Total Satisfied</b> Very + Somewhat Satisfied	<b>2022</b>	<b>2023</b>	<b>2024</b>
Base (Total answering)	n=800	n=800	n=810
Infrastructure delivery	49%	43% ↓	40%
Land-use planning	45%	36% ↓	27% ↓
Parks, sports fields and green spaces	72%	70%	68%
Pathway maintenance	-	52%	48%
Property assessment and tax collection	38%	37%	27% ↓
Public transit (LRT, bus and DATS)	44%	36% ↓	36%
Spring and summer road maintenance	40%	42%	43%
Traffic safety, flow and controls	53%	51%	49%
Waste collection	66%	67%	67%
Winter road maintenance	36%	40%	45%

Base: Total Answering

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

↑ Statistically higher

November 13, 2024 - City Council | FCS02529  
 ↓ Statistically lower

Compared to previous year at 95% Confidence level

# 2022-2024 Service Importance (1 of 2)

<b>Total Important</b> Very + Somewhat Important	<b>2022</b>	<b>2023</b>	<b>2024</b>
Base (Total answering)	n=800	n=800	n=810
Affordable housing for low-income households	79%	75%	78%
Animal control and pet licenses	60%	61%	62%
Building and development permits and inspections	69%	66%	67%
Business licensing	64%	59%	59%
Bylaw enforcement	78%	77%	78%
City-owned-and-operated attractions	76%	75%	72%
City-owned-and-operated recreational facilities	78%	79%	77%
Climate action	-	65%	62%
Community safety	86%	85%	87%
Fire Rescue Services	90%	93%	93%
Homelessness response and support	79%	81%	82%

# 2022-2024 Service Importance (2 of 2)

<b>Total Important</b> Very + Somewhat Important	<b>2022</b>	<b>2023</b>	<b>2024</b>
Base (Total answering)	n=800	n=800	n=810
Infrastructure delivery	83%	87% ↑	84%
Land-use planning	72%	69%	69%
Parks, sports fields and green spaces	82%	82%	82%
Pathway maintenance	-	84%	82%
Property assessment and tax collection	67%	69%	66%
Public transit (LRT, bus and DATS)	82%	80%	80%
Spring and summer road maintenance	90%	90%	90%
Traffic safety, flow and controls	86%	89%	90%
Waste collection	88%	90%	92%
Winter road maintenance	92%	93%	92%

# 2022-2024 Service Investment (1 of 2)

<b>Total More Investment</b> Much more + More Investment	<b>2022</b>	<b>2023</b>	<b>2024</b>
Base (Total answering)	n=800	n=800	n=810
Affordable housing for low-income households	64%	55% ↓	61% ↑
Animal control and pet licenses	24%	19%	19%
Building and development permits and inspections	30%	20% ↓	21%
Business licensing	23%	16% ↓	15%
Bylaw enforcement	40%	33% ↓	34%
City-owned-and-operated attractions	36%	30% ↓	25%
City-owned-and-operated recreational facilities	38%	29% ↓	29%
Climate action	-	37%	33%
Community safety	64%	58% ↓	57%
Fire Rescue Services	52%	53%	47% ↓
Homelessness response and support	68%	60% ↓	59%

Base: Total Answering

**B4c: What level of financial investment do you think the City should make for the following program or service?**

↑ Statistically higher

↓ Statistically lower

November 13, 2024 - City Council | FCS02529

Compared to previous year at 95% Confidence level

# 2022-2024 Service Investment (2 of 2)

<b>Total More Investment</b> Much more + More Investment	<b>2022</b>	<b>2023</b>	<b>2024</b>
Base (Total answering)	n=800	n=800	n=810
Infrastructure delivery	50%	51%	46%
Land-use planning	27%	23%	21%
Parks, sports fields and green spaces	38%	35%	33%
Pathway maintenance	-	41%	37%
Property assessment and tax collection	22%	18%	16%
Public transit (LRT, bus and DATS)	57%	50% ↓	50%
Spring and summer road maintenance	59%	55%	50%
Traffic safety, flow and controls	42%	43%	40%
Waste collection	41%	32% ↓	27% ↓
Winter road maintenance	72%	66% ↓	57% ↓

Base: Total Answering

**B4c: What level of financial investment do you think the City should make for the following program or service?**

↑ Statistically higher

November 13, 2024 - City Council | FCS02529  
 ↓ Statistically lower

Compared to previous year at 95% Confidence level

---

# Methodology and Respondent Profile

# Methodology: Online Panel (General Population)

## Respondent Profile:

n = 810 Edmontonians aged 18 years or older

## Research Design and Respondent Selection:

- Survey participants were screened to ensure that they met the minimum participation criteria i.e., being a current resident of Edmonton and at least aged 18 years.
- The first 3 digits of postal codes were used to classify respondents into specific regions i.e., central, northeast, northwest, southeast and southwest regions.
- The results are reflective of age, gender, and regional distribution of Edmontonians based on the 2021 census data.
- Weighting factors were also applied based on age, gender, geographic region and income to ensure representation.

## Data Collection:

- Responses were collected using Dynata, an online sampling and data collection company.
- In the online survey 1,266 people opted into the survey and 456 people were terminated or dropped off. Overall, 810 Dynata panelists completed the survey for a completion rate of 64%.



## Limitations

This survey is utilizing sample from a web panel, participants were not recruited using probabilistic sampling, the statistical tests reported reflect results as if performed on data collected using probability sampling, therefore any statistical differences should only be interpreted as directional.

Weighting was used to better represent the underlying population and reduce self selection, non-response, and non-coverage bias, however, because of the nature of online web panels (only including those willing to participate in an online survey), we cannot ensure this sample is fully representative of the population and free from bias (individuals who are less able to complete an online survey may be underrepresented).

All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, and measurement error.



# Respondent Profile : Online Panel (General Population) Attachment B

Age Group	Respondents		
	n=810	Unweighted	Weighted
18 to 24 years	12%	86	100
25 to 34 years	20%	128	160
35 to 44 years	18%	165	148
45 to 54 years	17%	146	141
55 to 64 years	14%	119	114
65 years or older	18%	166	147

Region	Respondents		
	n=810	Unweighted	Weighted
Central	13%	120	102
Northeast	17%	133	136
Northwest	17%	149	139
Southeast	20%	162	166
Southwest	33%	246	267

Gender Identity	Respondents		
	n=810	Unweighted	Weighted
Woman	50%	446	406
Man	49%	356	395
Non-binary	1%	7	8
Transgender	0%	1	1
Two-spirit	0%	2	2
Another gender not listed above	0%	0	0
Prefer not to answer	0%	1	1

Base: Total Answering (Bases shown in chart)

S1: In which of the following age categories do you fall?

S3: To ensure we are receiving responses from people throughout the city, please provide the first three digits of your postal code.

DM2: Which of the following describes your gender identity?

# Respondent Profile : Online Panel (General Population) Attachment B

<i>Education Level</i>	<i>n=810</i>
No certificate, diploma or degree	4%
High (secondary) school diploma or equivalency certificate	22%
Postsecondary certificate or diploma below bachelor level/Apprenticeship or trades certificate	27%
Bachelor's degrees	24%
University certificate or diploma above bachelor level	10%
Degree in medicine, dentistry, veterinary medicine or optometry	1%
Master's degree	11%
Earned doctorate	1%
Prefer not to answer	1%

<i>Employment Status</i>	<i>n=810</i>
Employed full-time (30+ hours a week)	47%
Employed part-time (less than 30 hours a week)	9%
Self-employed	5%
Homemaker	4%
Post-secondary student	4%
High school student	0%
Unemployed	7%
Permanently unable to work	2%
Retired	20%
Other	1%
Prefer not to answer	2%

<i>Household Income Level</i>	<i>n=810</i>
Under \$30,000	11%
\$30,000 to \$59,999	16%
\$60,000 to \$99,999	34%
\$100,000 to \$149,999	19%
\$150,000 and above	12%
Prefer not to answer	8%

Base: Total Answering (Bases shown in chart)

**C4: What is the highest level of education you have completed?**

**C5: How would you describe your employment status?**

**DM4: Which of the following categories best describes your total household income in 2023 before taxes?**

# Respondent Profile : Online Panel (General Population) Attachment B

<i>Identity/group</i>	<i>n=810</i>
Racialized group/visible minority	19%
Persons with disabilities	9%
Indigenous	5%
New to Canada (less than 5 years)	6%
Born outside of Canada	13%
2SLGBTQIA+	6%
Other	4%
None of the above	48%
Prefer not to say	2%

<i>Are there children (younger than 18 years) living in your home?</i>	<i>n=810</i>
Yes	29%
No	70%
Prefer not to answer	1%

<i>Do you currently rent or own your home?</i>	<i>n=810</i>
I own my home	57%
I rent	36%
Other	4%
Prefer not to say	3%

Base: Total Answering (Bases shown in chart)

**DM1: Which of the following do you identify with?**

**C2: Are there children (younger than 18 years) living in your household? C5: How would you describe your employment status?**

**C3: Do you currently rent or own your home?**

# Methodology: Edmonton Insights Community Panel

## Respondent Profile:

n = 3939 Edmontonians aged 15 years or older

## Research Design and Respondent Selection:

- The online survey was sent to the members of the Edmonton Insight Community.
- Panelists were screened to ensure that they met the minimum participation i.e., being a current resident of Edmonton and at least aged 15 years.
- The first 3 digits of postal codes were used to classify respondents into specific regions i.e., central, northeast, northwest, southeast and southwest regions.
- No weighting factors have been applied; results represent the opinions of participating panel members and should not be considered representative of the overall population.

## Limitations:

- The Edmonton Insight Community Panel is made up of self-selected Edmontonians who provide input on City issues on a regular basis through surveys and other engagement activities.
- Because the objective of this sample was not to reflect the Edmonton population, the results in this report do not include any analysis of differences between groups.



---

# Appendix



---

# 2024 Demographic Subgroup Comparisons

# How to Read: Demographic Subgroup Comparisons

Age, gender and region subgroup results are taken from the online panel sample of 810, which was collected and weighted to reflect the distribution of these groups in Edmonton according to the 2021 Census. The results include an analysis of differences between groups. See Methodology section for details on the data collection methodology.

Where applicable, statistical differences between demographic subgroups are shown using the following notation:

-  statistically **higher** than the sum of all other segments combined
-  statistically **lower** than the sum of all other segments combined

# Key Differences: Age groups

**Larger proportion** satisfied with service (compared to other age groups combined)

**Smaller proportion** satisfied with service (compared to other age groups combined)

**18-34**

n=214

- Affordable housing for low-income households
- Animal control and pet licenses
- Building & development permits & inspections
- Bylaw enforcement
- City owned-and-operated recreational facilities
- Climate action
- Community safety
- Land-use planning
- Parks, sports fields and green spaces
- Public transit

**35-54**

n=311

- Fire Rescue Services
- Homelessness response and support
- Waste collection

**55+**

n=285

- Waste collection

- Affordable housing for low-income households
- Animal control and pet licenses
- Building & development permits & inspections
- Business licensing
- City-owned-and-operated recreational facilities
- Climate action
- Community safety
- Land-use planning
- Parks, sports fields and green spaces
- Public transit
- Traffic safety, flow and controls





# Key Differences: Gender

**Larger proportion** satisfied with service  
(compared to other genders combined)

**Smaller proportion** satisfied with service  
(compared to other genders combined)

**Women**  
n=445

- Community safety
- Homelessness response and support
- Infrastructure delivery

**Men**  
n=355

- Community safety
- Homelessness response and support
- Infrastructure delivery

# Key Differences: Region

	Larger proportion satisfied with service (compared to other regions combined)	Smaller proportion satisfied with service (compared to other regions combined)
<b>Central</b> n=120	<ul style="list-style-type: none"> <li>Affordable housing for low-income households</li> <li>Climate action</li> <li>Homelessness response and support</li> <li>Land-use planning</li> <li>Parks, sports fields and green spaces</li> <li>Property assessment and tax collection</li> <li>Public transit</li> <li>Spring and summer road maintenance</li> <li>Winter road maintenance</li> </ul>	
<b>Northeast</b> n=133		<ul style="list-style-type: none"> <li>Land-use planning</li> <li>Pathway maintenance</li> <li>Winter road maintenance</li> <li>Waste collection</li> </ul>
<b>Northwest</b> n=149		<ul style="list-style-type: none"> <li>Animal control and pet licenses</li> <li>Business licensing</li> <li>Climate action</li> <li>Community safety</li> <li>Public transit</li> <li>Property assessment and tax collection</li> <li>Waste collection</li> </ul>
<b>Southeast</b> n=162	<ul style="list-style-type: none"> <li>Public transit</li> <li>Waste collection</li> </ul>	
<b>Southwest</b> n=246	<ul style="list-style-type: none"> <li>Waste collection</li> </ul>	<ul style="list-style-type: none"> <li>Public transit</li> </ul>

---

# 2024 Additional Subgroup Analysis

**Additional subgroup results are taken from the Edmonton Insight Community sample of 3,939.**

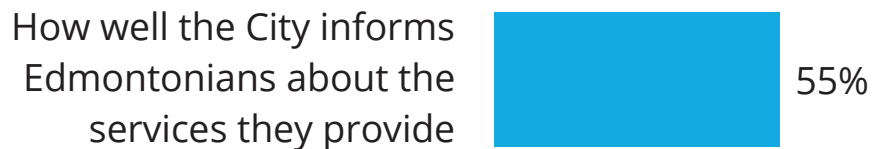
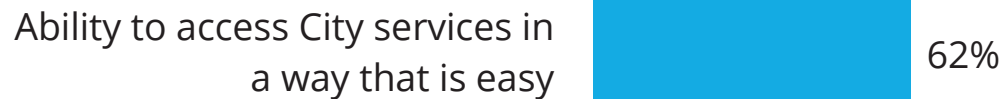
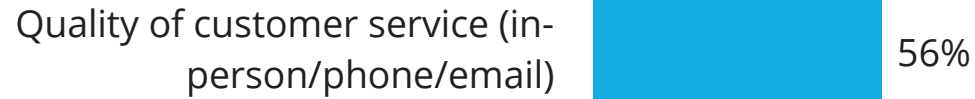
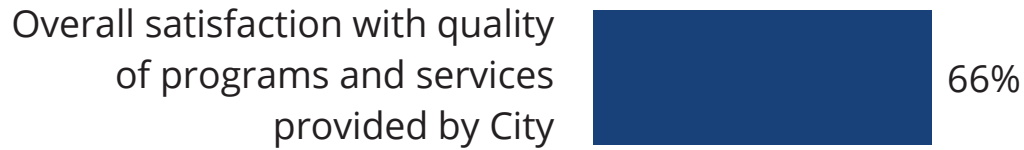
This sample was collected to ensure the City heard from many voices, including Edmontonians who may experience City services differently, such as those who are racialized, 2SLGBTQIA+, Indigenous, people with disabilities, people in low-income households and people with children in the household.

The following summarizes results from selected subgroup populations, where base sizes do not support analysis within the general population survey (online panel sample of 810).

# 2SLGBTQIA+ Summary

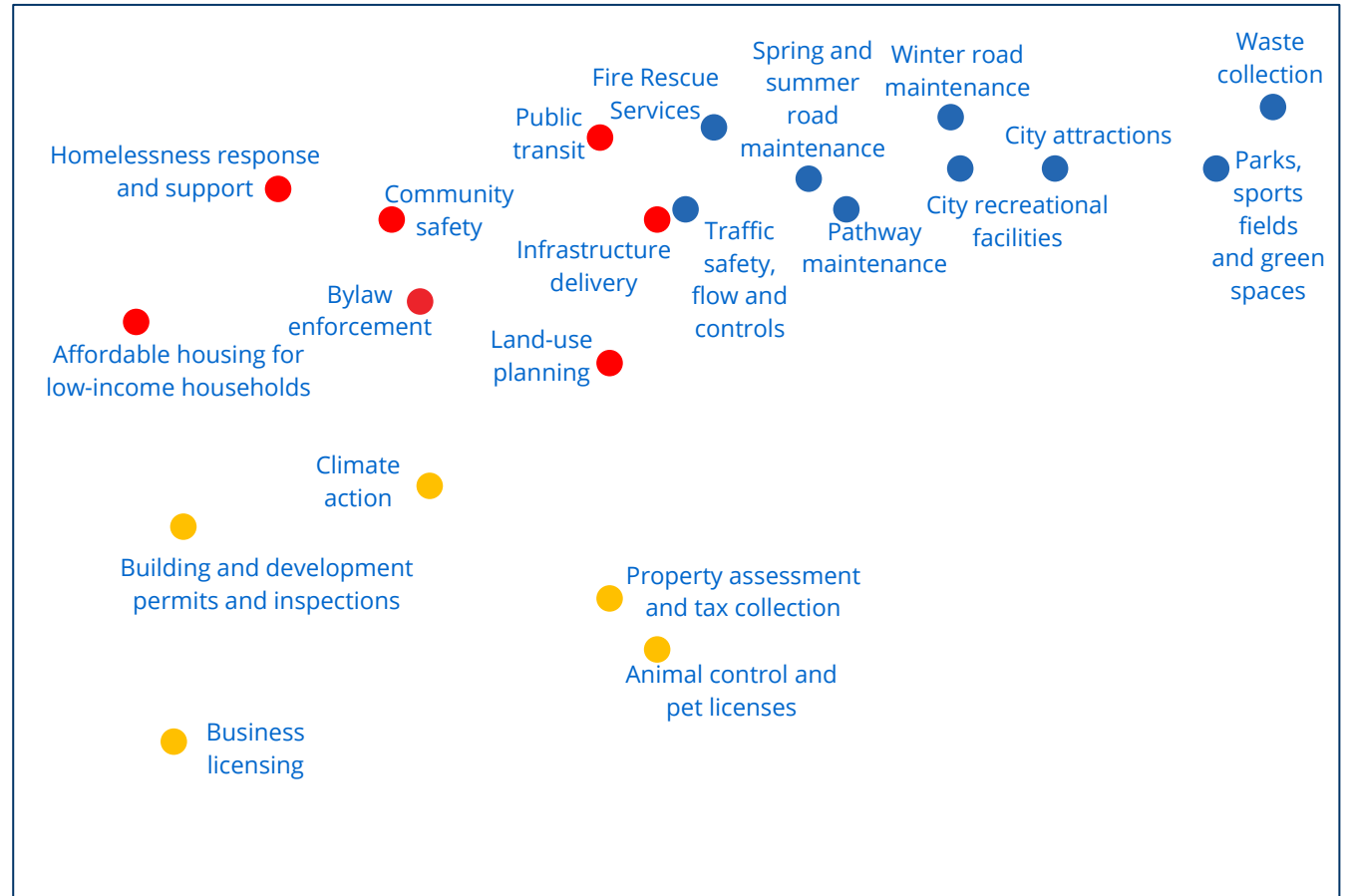
## Satisfaction with Services

% Satisfied (Very satisfied, Satisfied)



## Primary Opportunities

## Primary Strengths



## Secondary Opportunities

Satisfaction (Very + Somewhat)

## Secondary Strengths

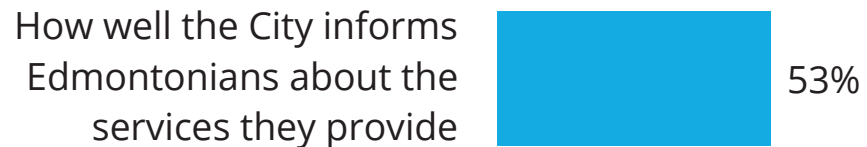
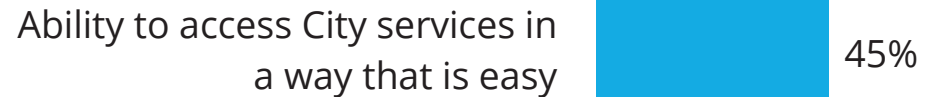
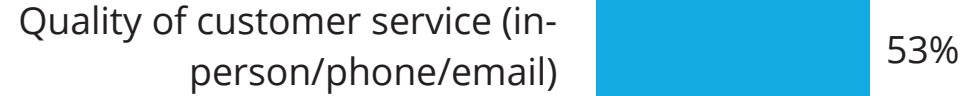
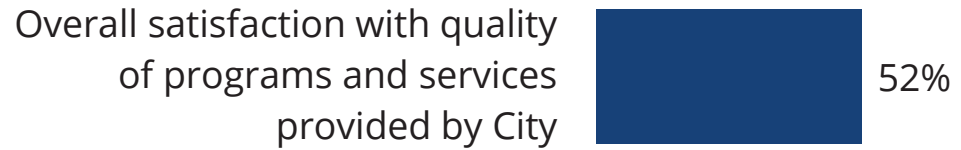
Base: Identify with 2SLGBTQIA+; n=175

**B1: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B3: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; B4b: How important is the following program or service?**

# Indigenous Peoples Summary

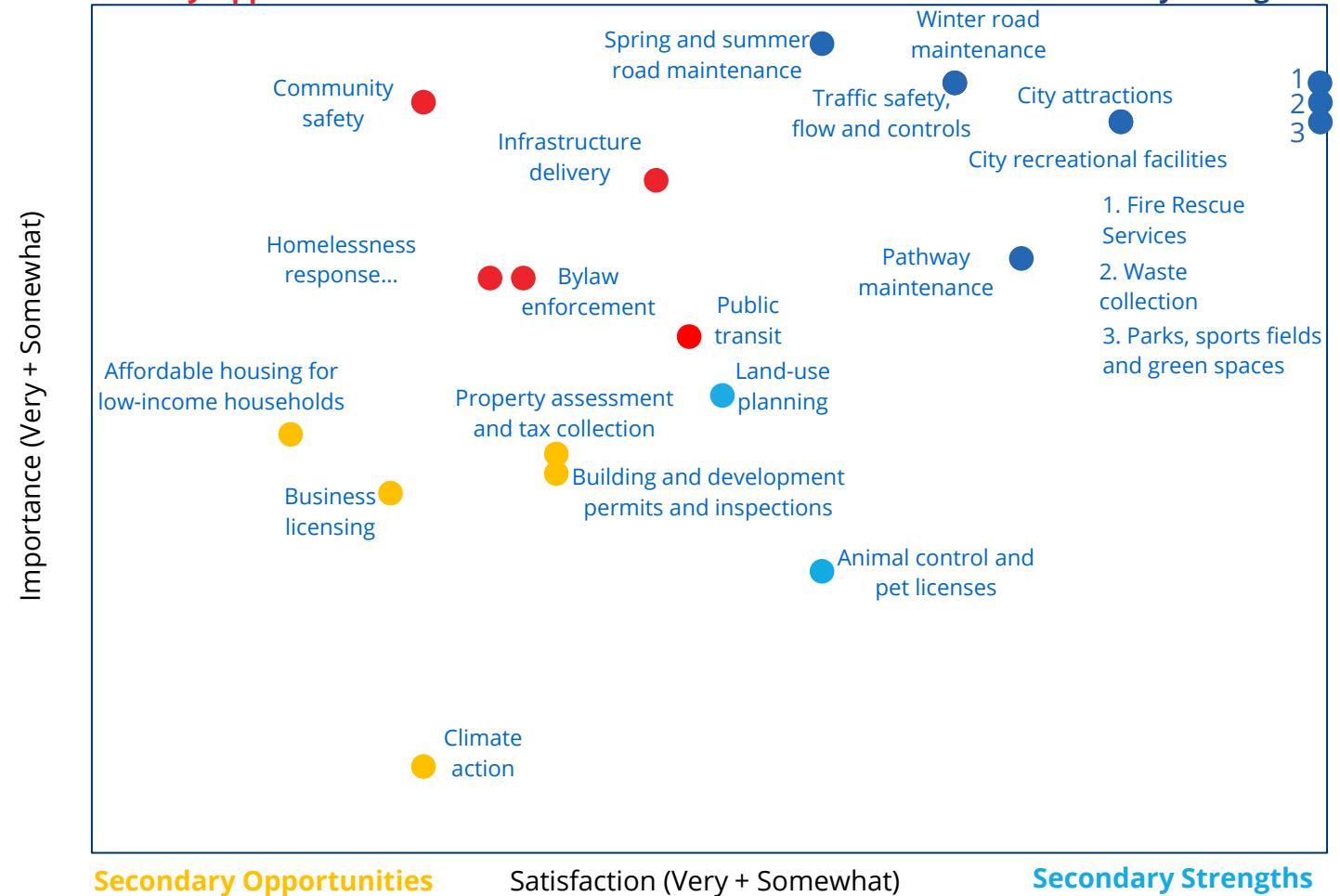
## Satisfaction with Services

% Satisfied (Very satisfied, Satisfied)



### Primary Opportunities

### Primary Strengths



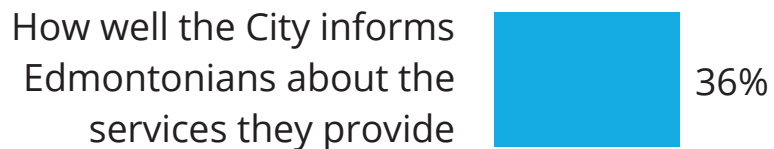
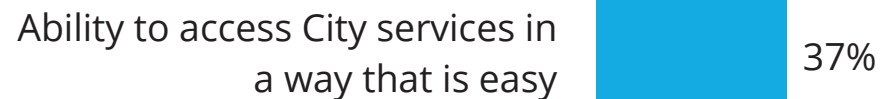
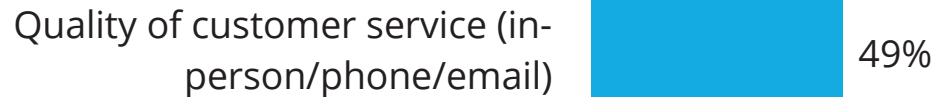
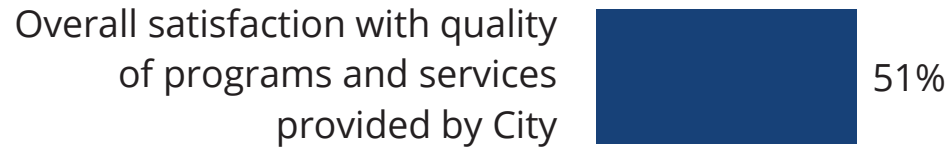
Base: Indigenous Peoples; n=62

B1: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B3: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; B4b: How important is the following program or service?

# Low Income Households Summary

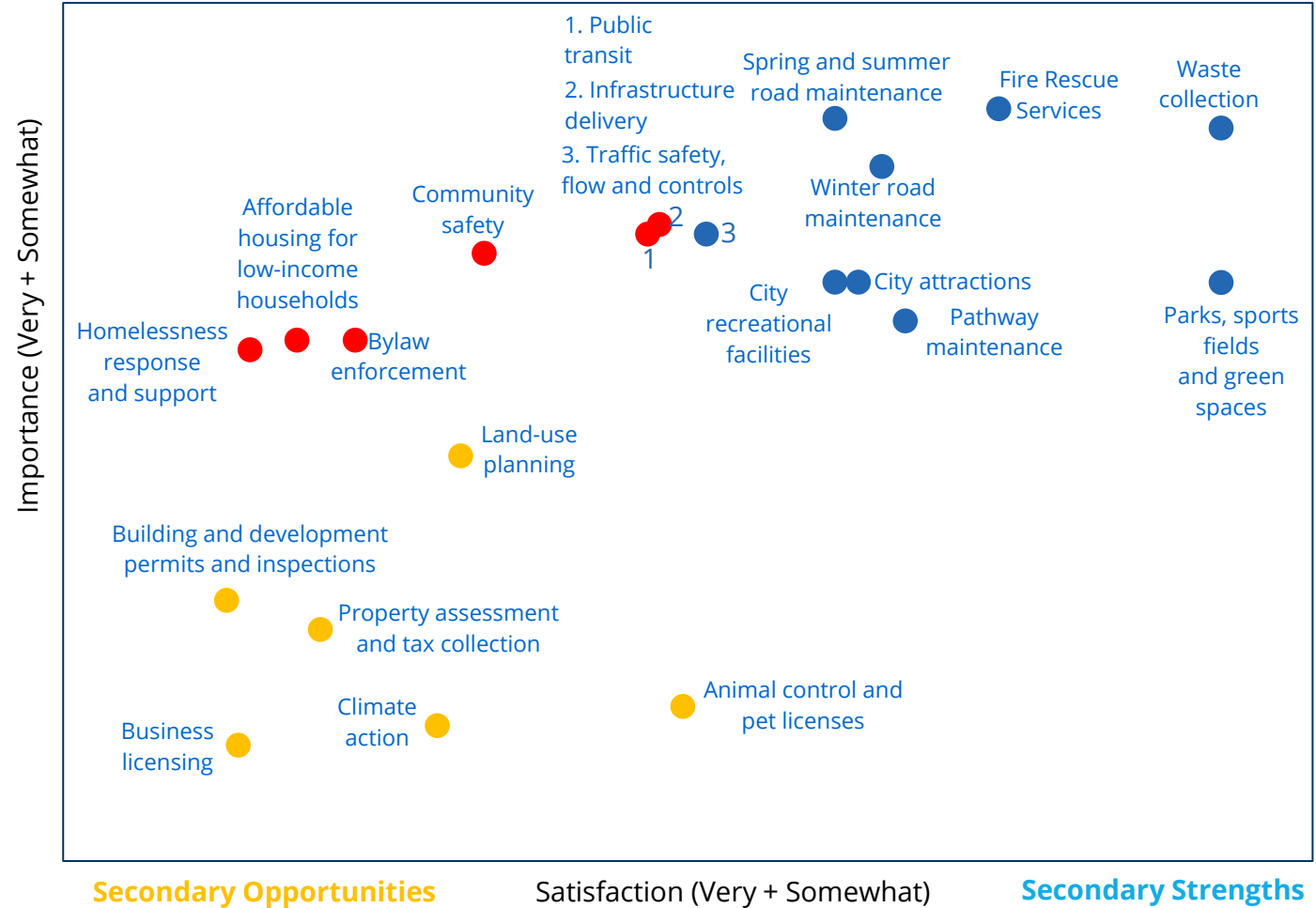
## Satisfaction with Services

% Satisfied (Very satisfied, Satisfied)



## Primary Opportunities

## Primary Strengths



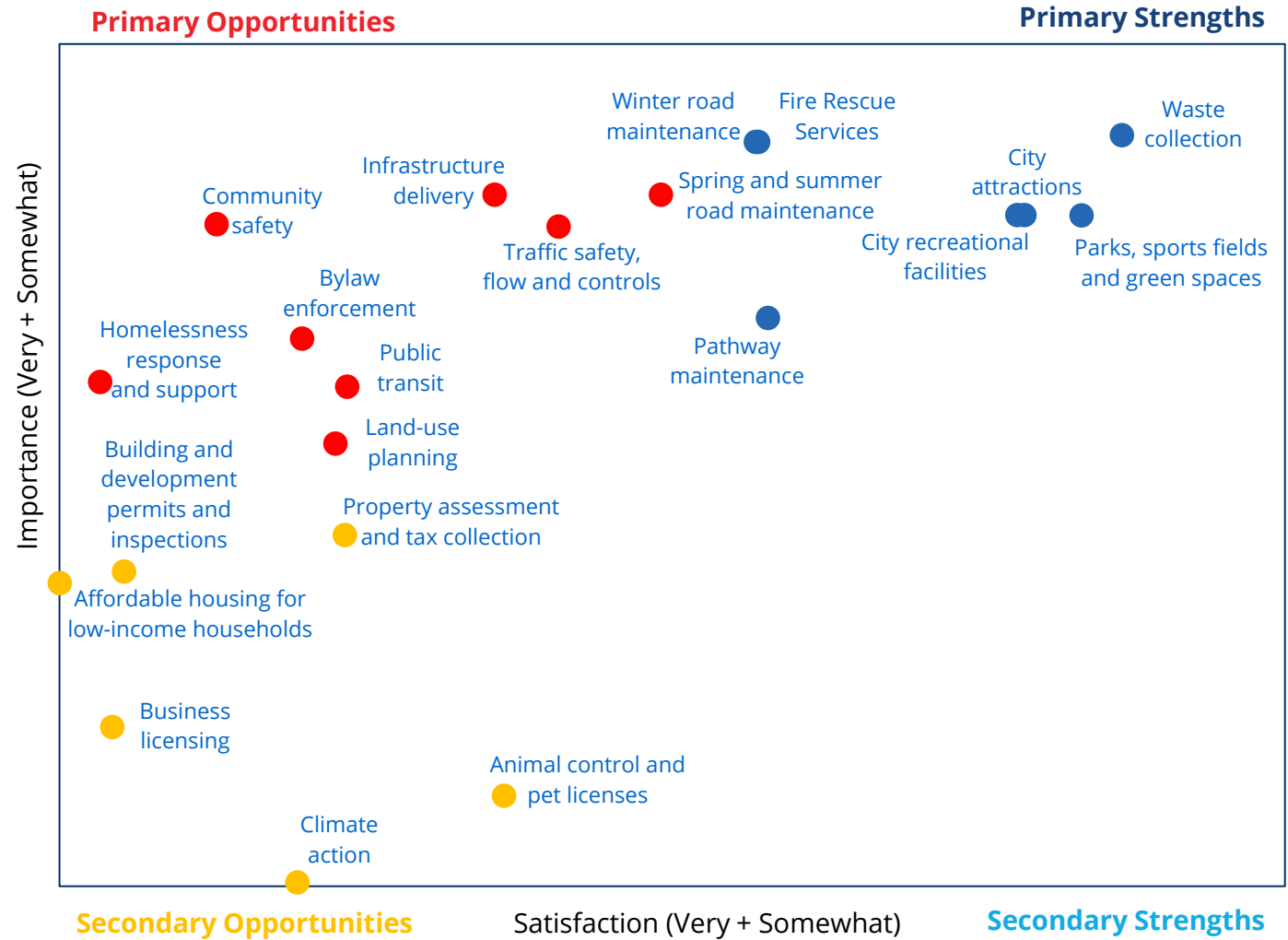
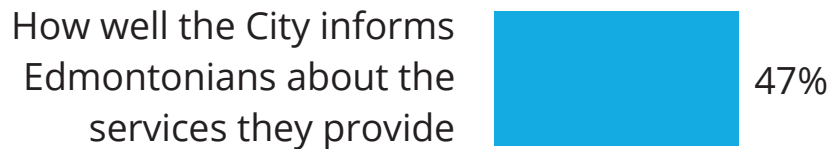
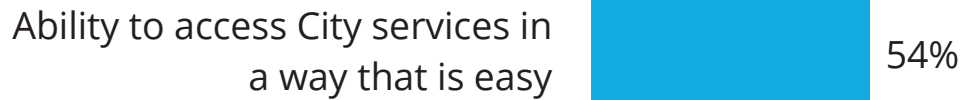
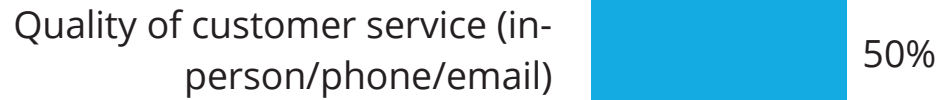
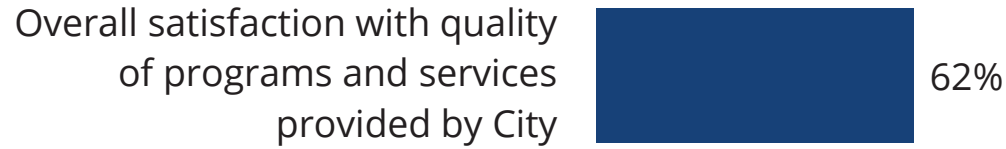
Base: Low Income Households (Household income less than \$30,000/year); n=178

B1: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B3: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; B4b: How important is the following program or service?

# Parents with Children Summary

## Satisfaction with Services

% Satisfied (Very satisfied, Satisfied)



Base: Have child under the age of 18 living at home; n=737

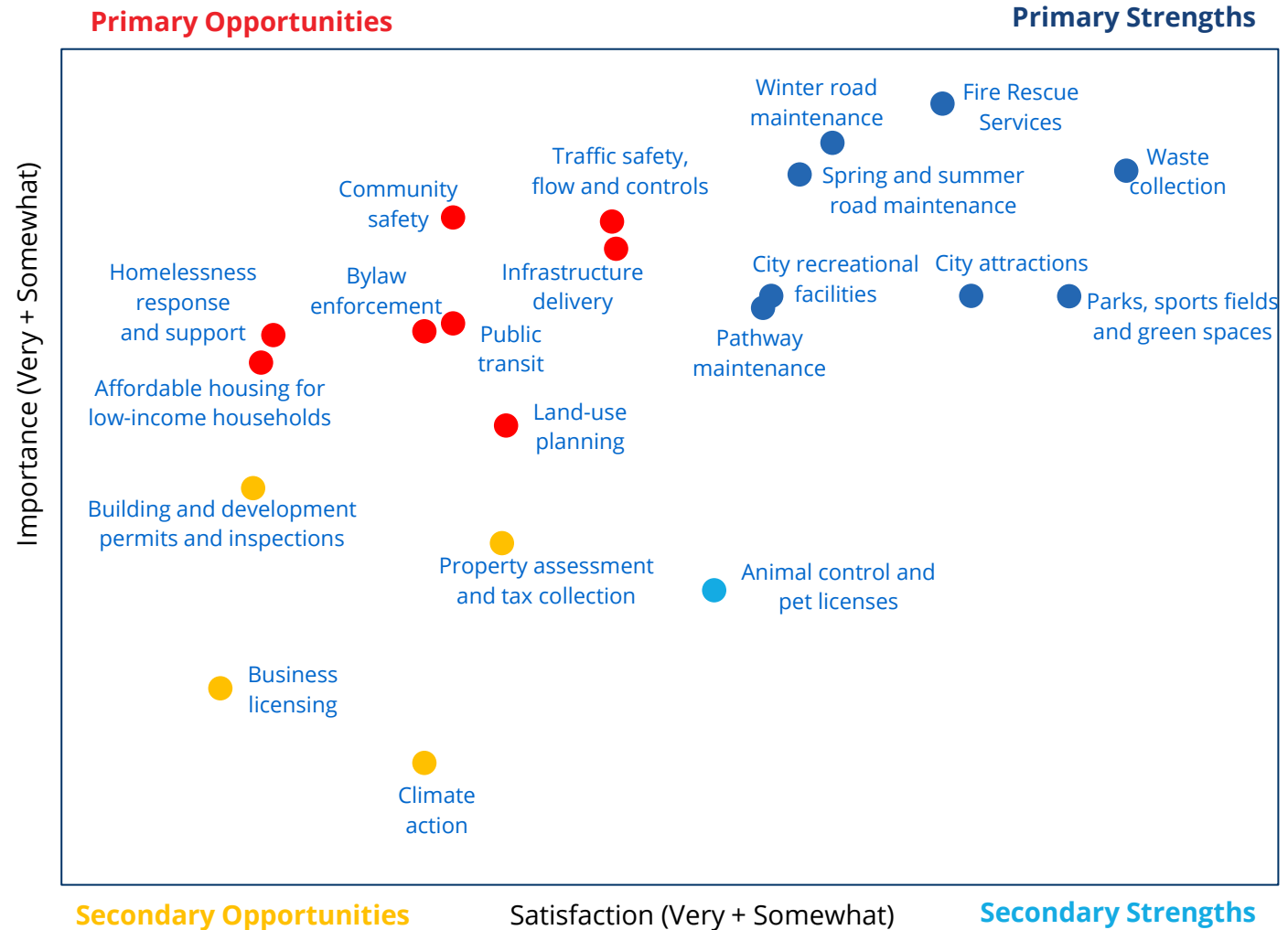
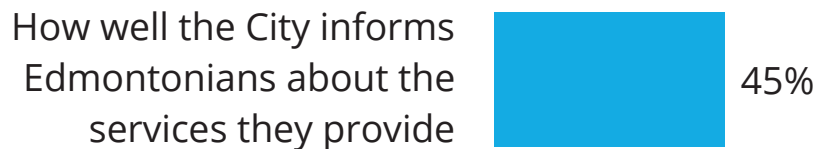
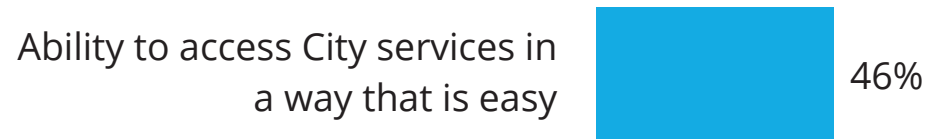
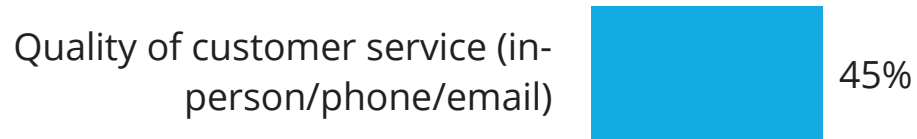
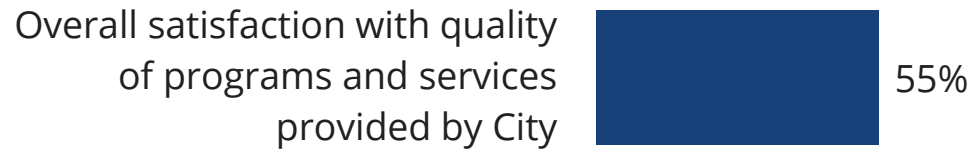
B1: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B3: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; B4b: How important is the following program or service?



# People with Disabilities Summary

## Satisfaction with Services

% Satisfied (Very satisfied, Satisfied)



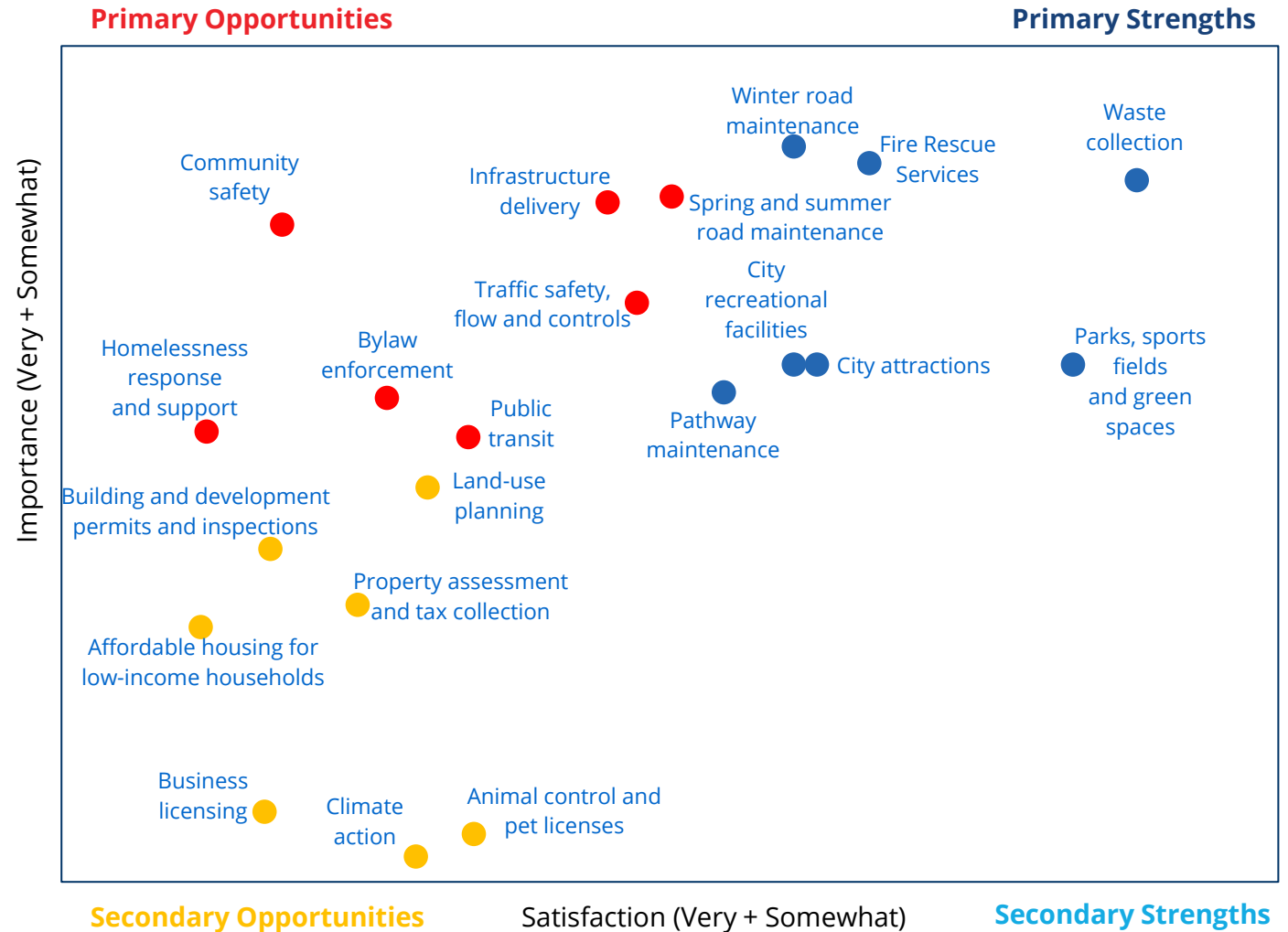
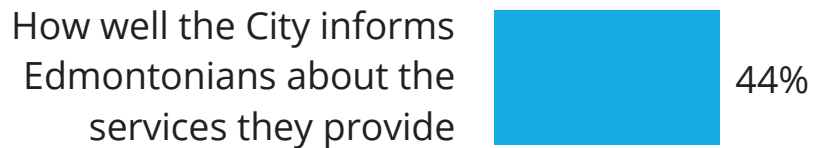
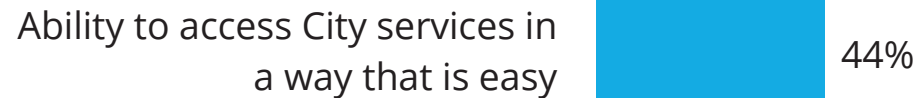
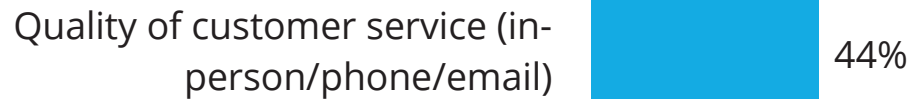
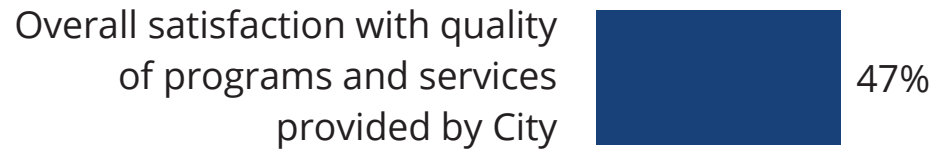
Base: People with disabilities; n=426

**B1: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B3: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; B4b: How important is the following program or service?**

# Racialized Groups Summary

## Satisfaction with Services

% Satisfied (Very satisfied, Satisfied)



Base: Racialized group/visible minority; n=299

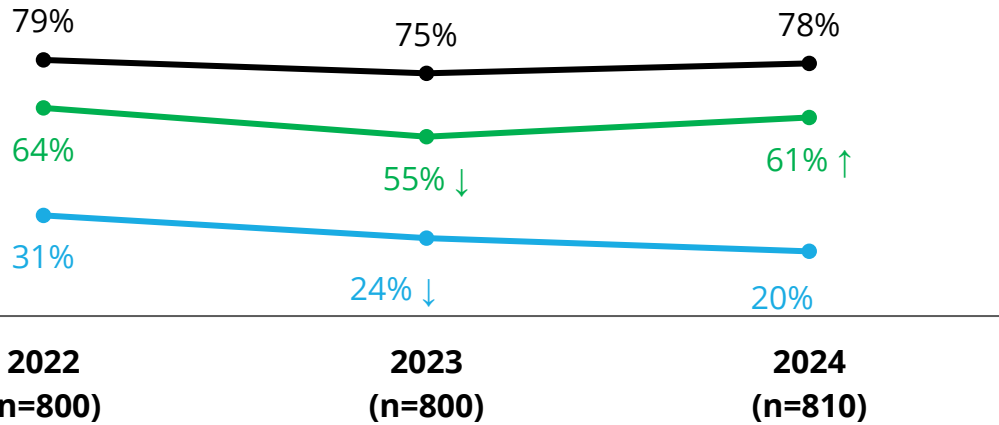
B1: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B3: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; B4b: How important is the following program or service?

---

# Service Details

## Service Satisfaction Survey 2024

### Affordable housing for low-income households



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

#### Reasons for **satisfaction**

20% Very + Somewhat Satisfied

- ✓ Availability
- ✓ Reasonable cost (e.g., compared to other cities)

#### Reasons for **dissatisfaction**

39% Very + Somewhat Dissatisfied

- ✗ Not affordable
- ✗ Long wait lists
- ✗ Need to do more / slow progress

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

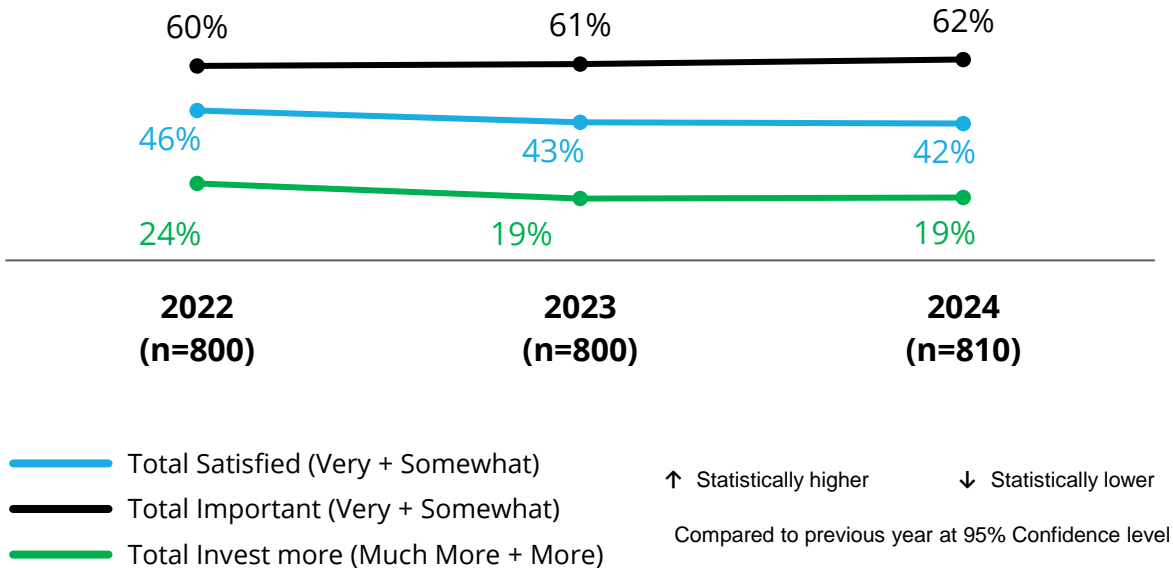
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=11; NET Dissatisfied n=27)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Animal control and pet licenses



#### Reasons for **satisfaction**

42% Very + Somewhat Satisfied

- ✓ Easy to obtain licenses
- ✓ Reasonable cost (e.g., discounts for seniors)
- ✓ Quick control response time

#### Reasons for **dissatisfaction**

12% Very + Somewhat Dissatisfied

- ✗ Lack of enforcement
- ✗ Expensive

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

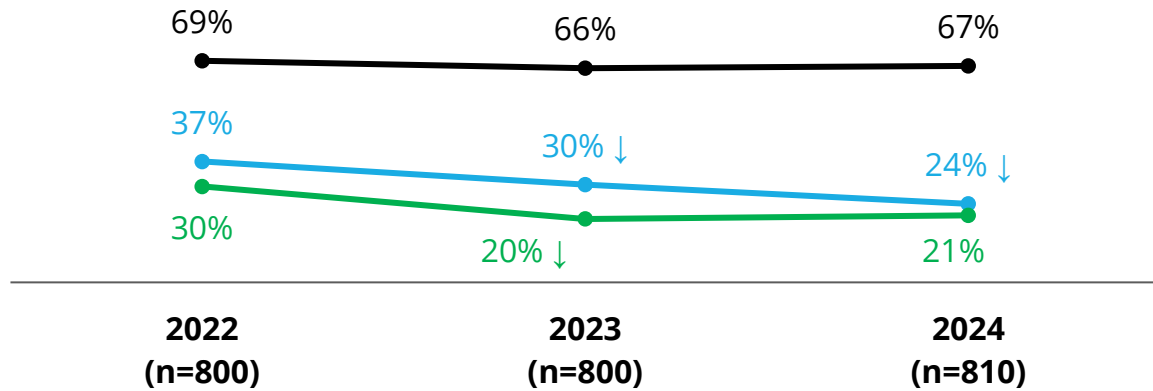
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=21; NET Dissatisfied n=10)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Building & development permits and inspections



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

**Reasons for satisfaction**  
 24% Very + Somewhat Satisfied

✓ Makes sense / is necessary

**Reasons for dissatisfaction**  
 13% Very + Somewhat Dissatisfied

NOT REPORTED [fewer than 10 responses]

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

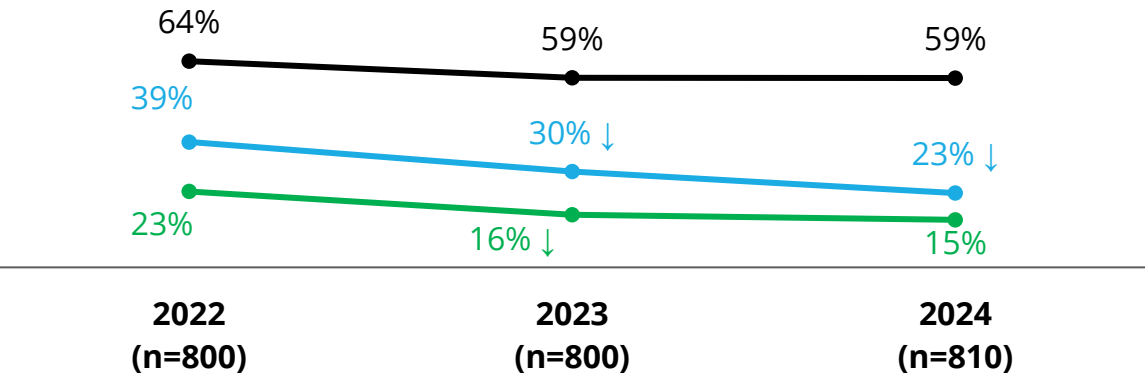
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=15; NET Dissatisfied n=8)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Business licensing



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

#### Reasons for **satisfaction**

23% Very + Somewhat Satisfied

NOT REPORTED [fewer than 10 responses]

#### Reasons for **dissatisfaction**

7% Very + Somewhat Dissatisfied

NOT REPORTED [fewer than 10 responses]

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

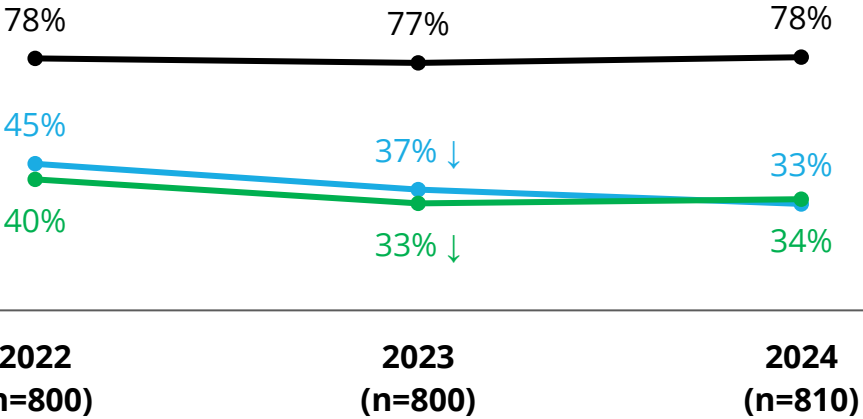
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=7; NET Dissatisfied n=3)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Bylaw enforcement



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

**Reasons for satisfaction**  
33% Very + Somewhat Satisfied

- ✓ Issues were resolved
- ✓ Live agents on 311

---

**Reasons for dissatisfaction**  
23% Very + Somewhat Dissatisfied

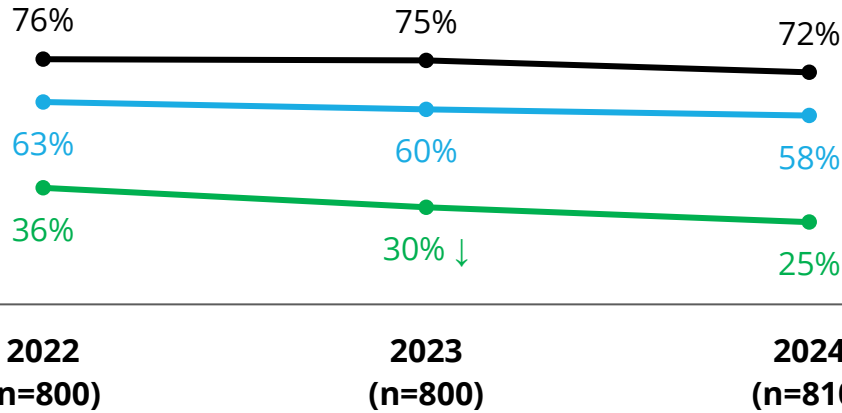
- ✗ No response when called
- ✗ Lack of or inconsistent enforcement

Base: Total Answering (see chart)  
**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City’s job in providing the following program or service?**  
**B4b: How important is the following program or service?**  
**B4c: What level of financial investment do you think the City should make for the following program or service?**  
**B4aa: What is the reason for your rating [Service satisfaction rating]’?** (Base: 2024 NET Satisfied n=16; NET Dissatisfied n=11)  
 NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don’t know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.



## Service Satisfaction Survey 2024

### City-owned-and-operated attractions



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

**Reasons for satisfaction**  
 58% Very + Somewhat Satisfied

- ✓ Positive experiences
- ✓ Well-maintained
- ✓ Family friendly

**Reasons for dissatisfaction**  
 7% Very + Somewhat Dissatisfied

NOT REPORTED [fewer than 10 responses]

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

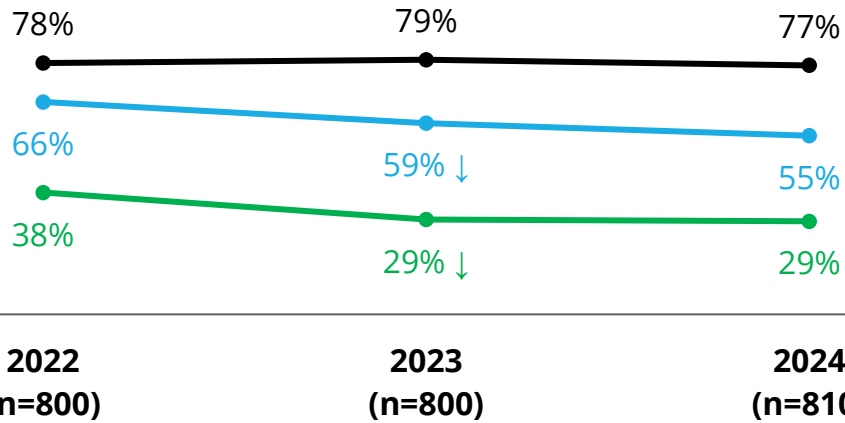
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=24; NET Dissatisfied n=7)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### City-owned-and-operated recreational facilities



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

**Reasons for satisfaction**  
 55% Very + Somewhat Satisfied

- ✓ Positive experiences
- ✓ Availability across the city
- ✓ Well-maintained

**Reasons for dissatisfaction**  
 8% Very + Somewhat Dissatisfied

NOT REPORTED [fewer than 10 responses]

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

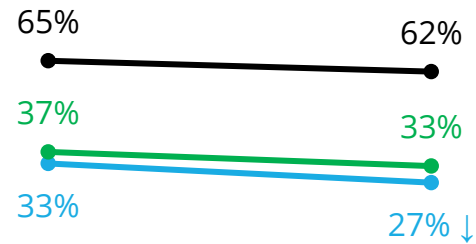
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=46; NET Dissatisfied n=5)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Climate action



2022  
(n=0)

2023  
(n=800)

2024  
(n=810)

- Total Satisfied (Very + Somewhat)
- Total Important (Very + Somewhat)
- Total Invest more (Much More + More)

↑ Statistically higher      ↓ Statistically lower  
Compared to previous year at 95% Confidence level

#### Reasons for **satisfaction**

27% Very + Somewhat Satisfied

- ✓ Plans and actions are visible

#### Reasons for **dissatisfaction**

23% Very + Somewhat Dissatisfied

- × Doing too much
- × Doing too little
- × Financial impacts on citizens

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

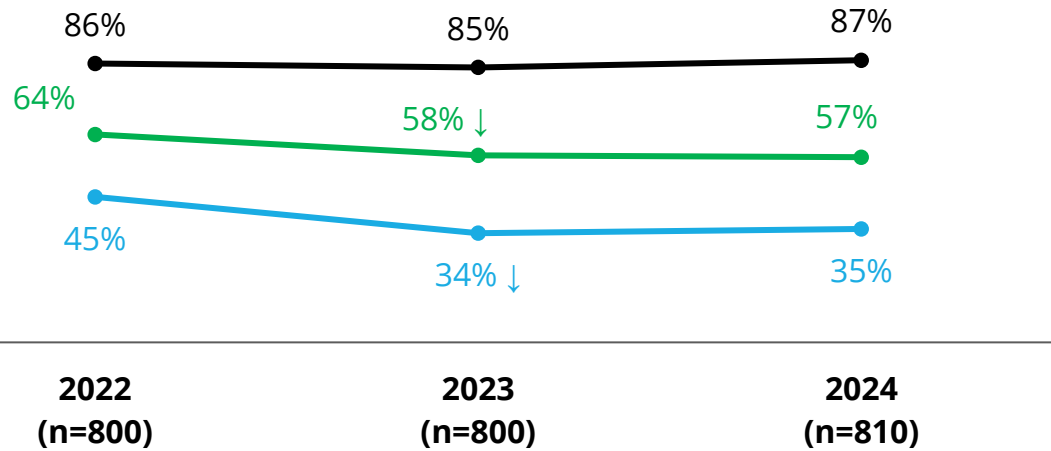
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=11; NET Dissatisfied n=14)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Community safety



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

#### Reasons for **satisfaction**

35% Very + Somewhat Satisfied

- ✓ No issues
- ✓ Visible police presence

#### Reasons for **dissatisfaction**

30% Very + Somewhat Dissatisfied

- ✗ Do not feel safe
- ✗ Lack of action
- ✗ Issues specific to transit
- ✗ Issues specific to drug use

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

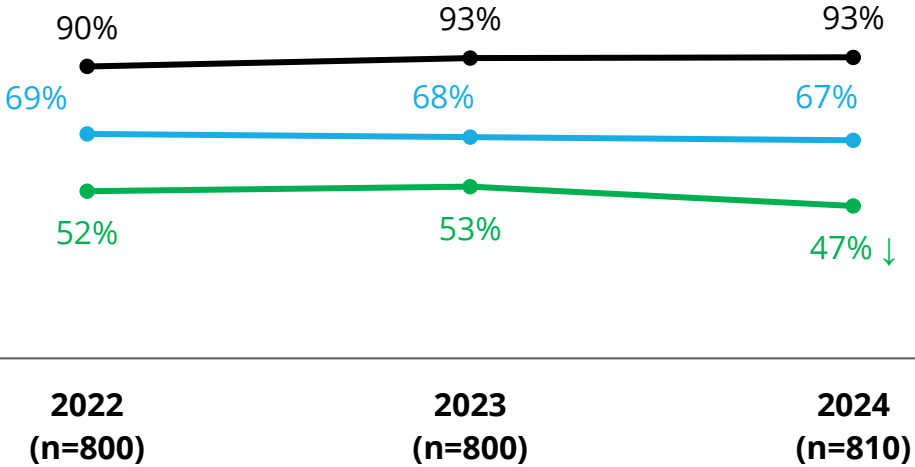
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=13; NET Dissatisfied n=25)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Fire Rescue Services



—●— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
—●— Total Important (Very + Somewhat)      Compared to previous year at 95% Confidence level  
—●— Total Invest more (Much More + More)

**Reasons for satisfaction**  
 67% Very + Somewhat Satisfied

- ✓ No issues / not used
- ✓ Responsive
- ✓ Professional

---

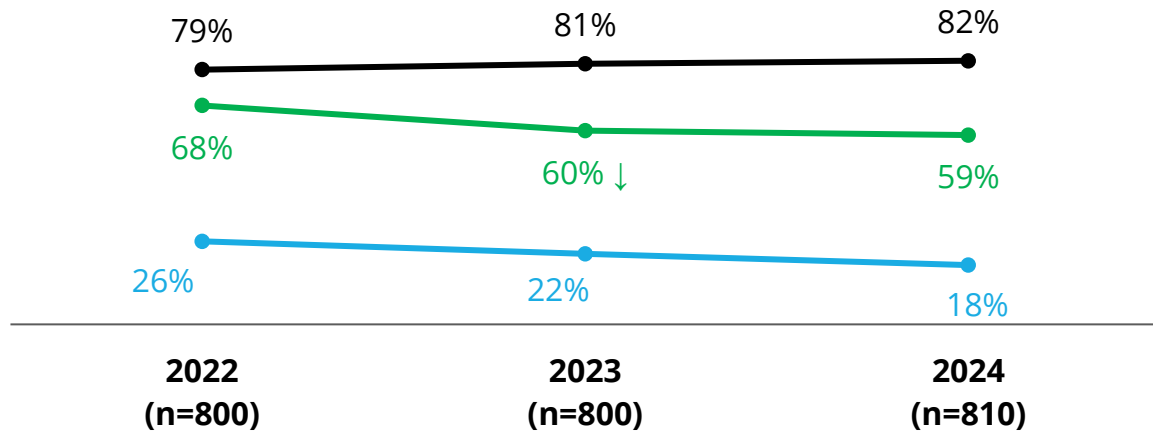
**Reasons for dissatisfaction**  
 3% Very + Somewhat Dissatisfied

NOT REPORTED [fewer than 10 responses]

Base: Total Answering (see chart)  
**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City’s job in providing the following program or service?**  
**B4b: How important is the following program or service?**  
**B4c: What level of financial investment do you think the City should make for the following program or service?**  
**B4aa: What is the reason for your rating [Service satisfaction rating]’?** (Base: 2024 NET Satisfied n=51; NET Dissatisfied n=0)  
 NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don’t know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Homelessness response and support



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

#### Reasons for **satisfaction**

18% Very + Somewhat Satisfied

NOT REPORTED [fewer than 10 responses]

#### Reasons for **dissatisfaction**

51% Very + Somewhat Dissatisfied

- × Not enough supports and resources
- × Too many homeless people / a growing problem

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

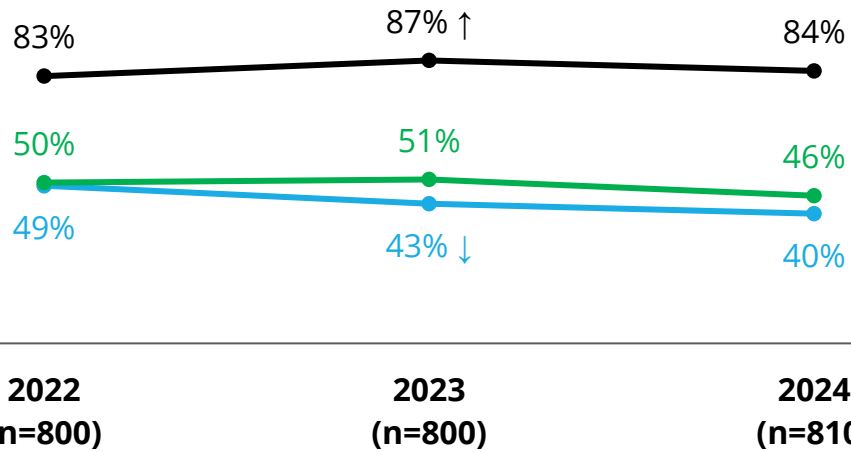
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=7; NET Dissatisfied n=25)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Infrastructure delivery



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

#### Reasons for **satisfaction**

40% Very + Somewhat Satisfied

- ✓ No complaints / issues
- ✓ Positive experience with local project

#### Reasons for **dissatisfaction**

29% Very + Somewhat Dissatisfied

- ✗ Takes too long to complete
- ✗ Poor planning in high traffic areas

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

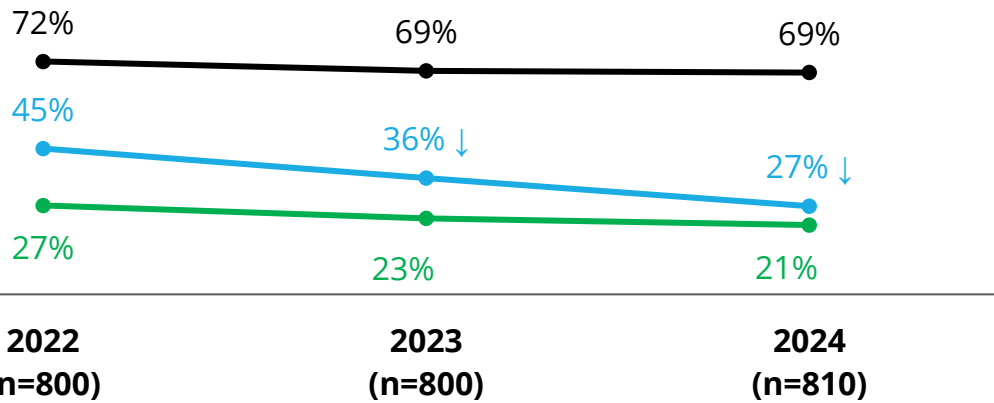
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=21; NET Dissatisfied n=17)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Land-use planning



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

#### Reasons for **satisfaction**

27% Very + Somewhat Satisfied

NOT REPORTED [fewer than 10 responses]

#### Reasons for **dissatisfaction**

23% Very + Somewhat Dissatisfied

- × Not listening to community input
- × Poor/confusing communication
- × Infill housing in older communities

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

**B4c: What level of financial investment do you think the City should make for the following program or service?**

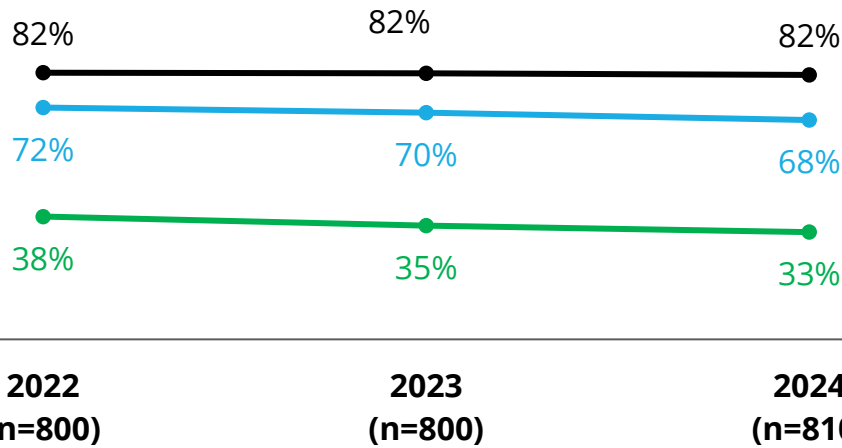
**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=9; NET Dissatisfied n=16)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.



## Service Satisfaction Survey 2024

### Parks, sports fields and green spaces



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

#### Reasons for **satisfaction**

68% Very + Somewhat Satisfied

- ✓ Availability throughout city
- ✓ Well-maintained
- ✓ Accessible
- ✓ Lots of green spaces

#### Reasons for **dissatisfaction**

10% Very + Somewhat Dissatisfied

NOT REPORTED [fewer than 10 responses]

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

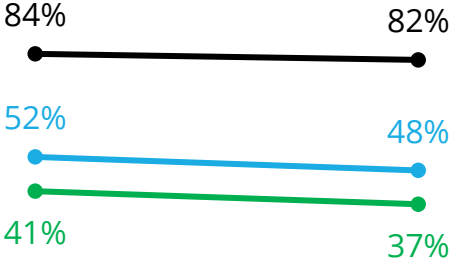
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=50; NET Dissatisfied n=5)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Pathway maintenance



#### Reasons for **satisfaction**

48% Very + Somewhat Satisfied

- ✓ No issues
- ✓ Well-maintained
- ✓ Plenty of trails

#### Reasons for **dissatisfaction**

23% Very + Somewhat Dissatisfied

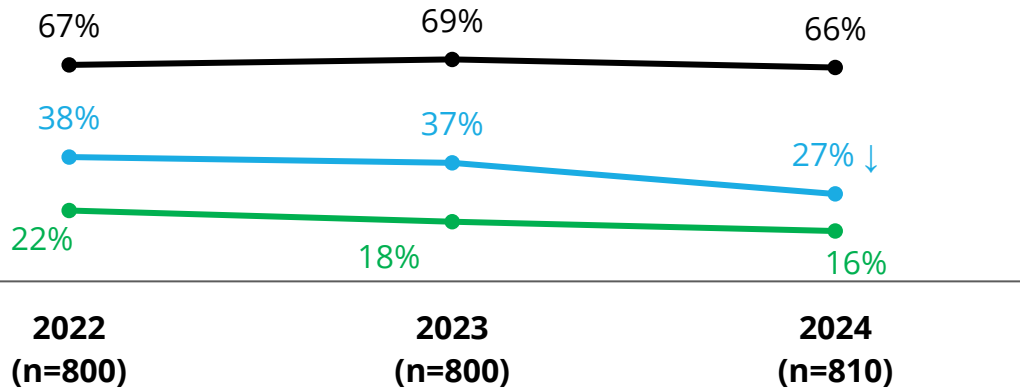
NOT REPORTED [fewer than 10 responses]

— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

Base: Total Answering (see chart)  
**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City’s job in providing the following program or service?**  
**B4b: How important is the following program or service?**  
**B4c: What level of financial investment do you think the City should make for the following program or service?**  
**B4aa: What is the reason for your rating [Service satisfaction rating]’?** (Base: 2024 NET Satisfied n=32; NET Dissatisfied n=6)  
 NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don’t know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Property assessment and tax collection



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

#### Reasons for **satisfaction**

27% Very + Somewhat Satisfied

- ✓ Reasonable for city services
- ✓ Responsive to questions
- ✓ Done online

#### Reasons for **dissatisfaction**

34% Very + Somewhat Dissatisfied

- ✗ Too high / increase in past year
- ✗ Poor value for services

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

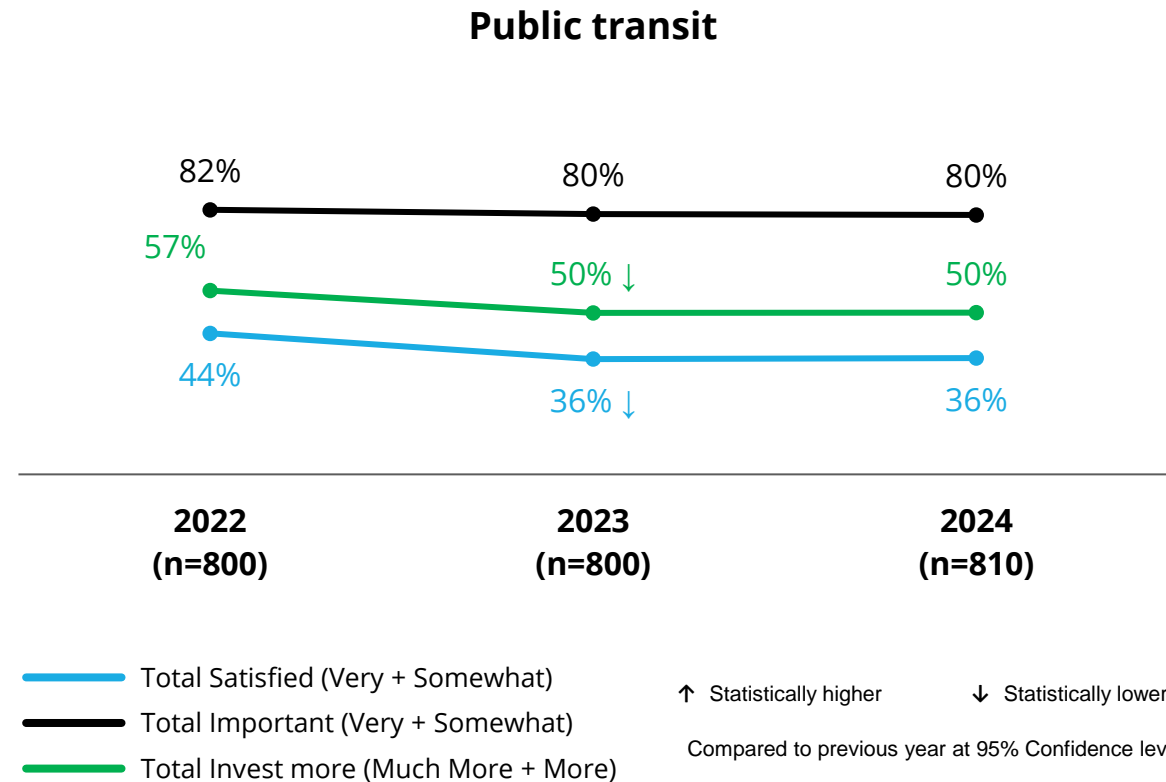
**B4b: How important is the following program or service?**

**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=18; NET Dissatisfied n=18)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024



### Reasons for **satisfaction**

36% Very + Somewhat Satisfied

- ✓ Easy to use
- ✓ Fast / efficient / on time
- ✓ Affordable

### Reasons for **dissatisfaction**

36% Very + Somewhat Dissatisfied

- ✗ Do not feel safe
- ✗ Scheduling and route changes

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

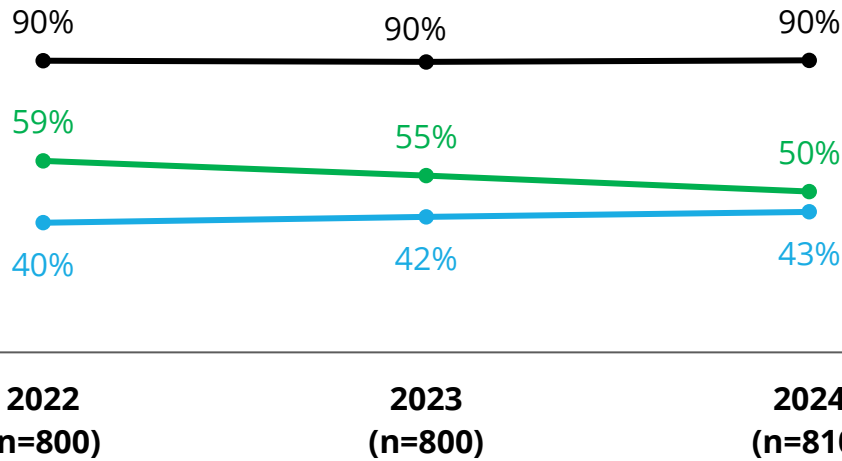
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=24; NET Dissatisfied n=30)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Spring and summer road maintenance



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

### Reasons for **satisfaction**

43% Very + Somewhat Satisfied

- ✓ Noticed repairs / improvements
- ✓ Timely maintenance

### Reasons for **dissatisfaction**

36% Very + Somewhat Dissatisfied

- ✗ Inconvenient
- ✗ Not quick enough
- ✗ Lots of potholes around city

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

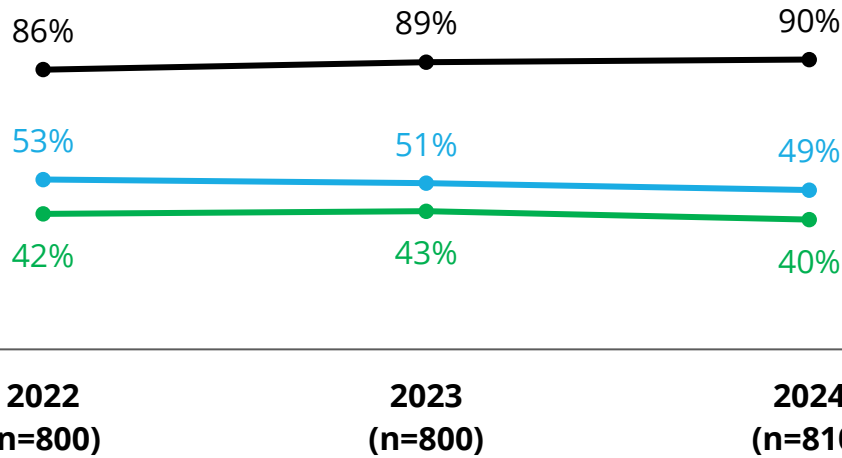
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=23; NET Dissatisfied n=27)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Traffic safety, flow and controls



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

#### Reasons for **satisfaction**

49% Very + Somewhat Satisfied

- ✓ No issues
- ✓ Noticed reduction in speeding
- ✓ Signals well-maintained

#### Reasons for **dissatisfaction**

29% Very + Somewhat Dissatisfied

- ✗ Poor traffic flow
- ✗ Inconsistent speed limits

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

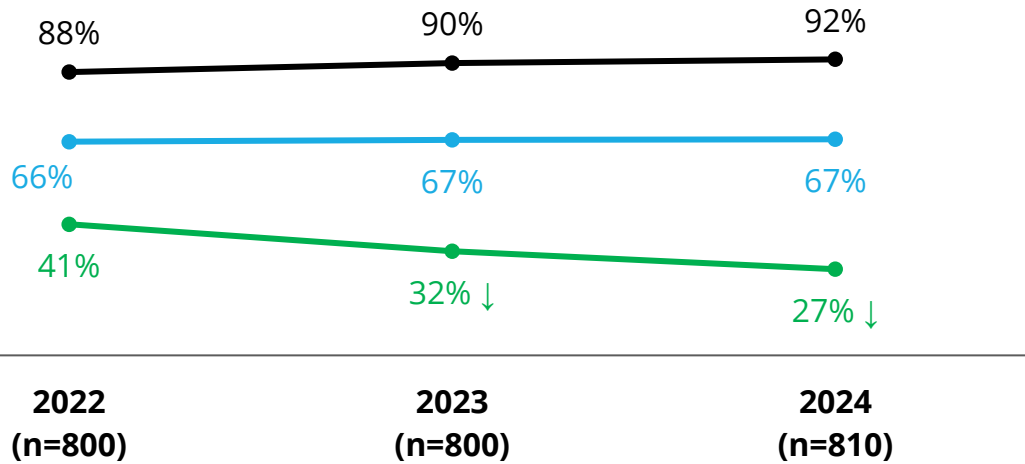
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=26; NET Dissatisfied n=16)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Waste collection



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

#### Reasons for **satisfaction**

67% Very + Somewhat Satisfied

- ✓ Reliable / on-time
- ✓ App / website is helpful
- ✓ No issues

#### Reasons for **dissatisfaction**

14% Very + Somewhat Dissatisfied

NOT REPORTED [fewer than 10 responses]

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

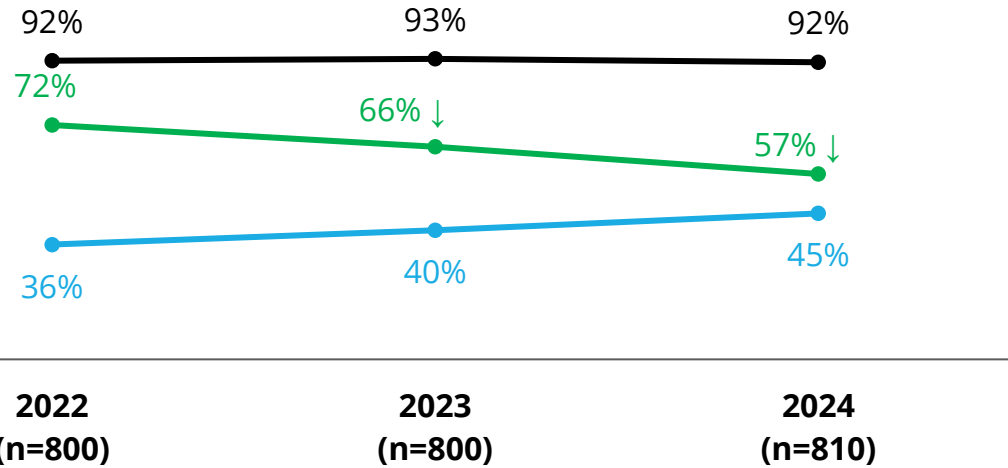
**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=43; NET Dissatisfied n=8)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.

## Service Satisfaction Survey 2024

### Winter road maintenance



— Total Satisfied (Very + Somewhat)      ↑ Statistically higher      ↓ Statistically lower  
— Total Important (Very + Somewhat)  
— Total Invest more (Much More + More)      Compared to previous year at 95% Confidence level

#### Reasons for **satisfaction**

45% Very + Somewhat Satisfied

- ✓ Cleared quickly
- ✓ Better than before

#### Reasons for **dissatisfaction**

36% Very + Somewhat Dissatisfied

- ✗ Too slow
- ✗ Snow pushed onto sidewalks / sidewalks not cleared

Base: Total Answering (see chart)

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

**B4b: How important is the following program or service?**

**B4c: What level of financial investment do you think the City should make for the following program or service?**

**B4aa: What is the reason for your rating [Service satisfaction rating]?** (Base: 2024 NET Satisfied n=26; NET Dissatisfied n=34)

NOTE: B4aa was asked in relation to one randomly selected service that was rated positively or negatively by the respondents (i.e., excluding neutral and don't know responses). Qualitative themes are based on a small number of responses and should be interpreted with caution.



