

Deloitte. City of Grande Prairie Resident Satisfaction Phone Survey July 2022

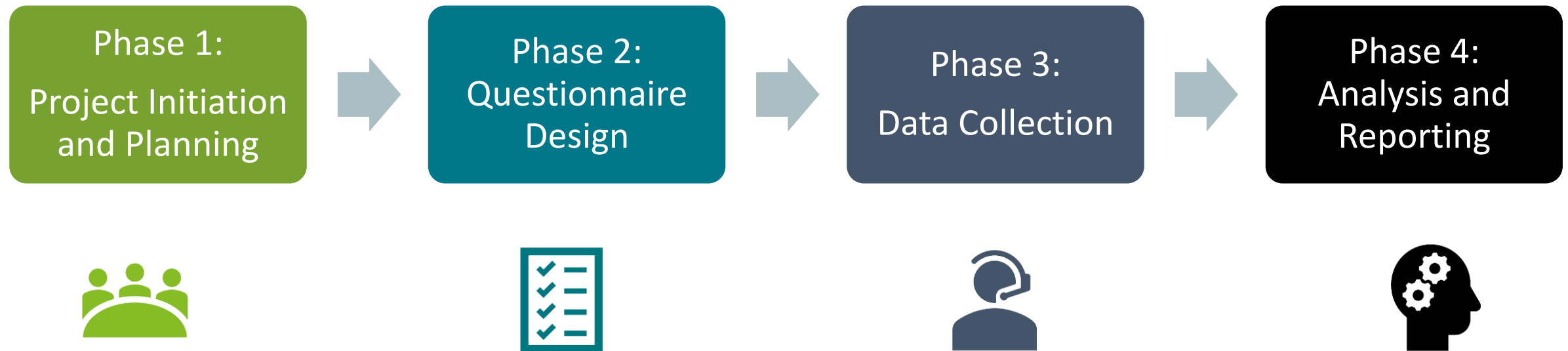


Photo Credit: [Home | City of Grande Prairie \(cityofgp.com\)](#)

The purpose of the 2022 City of Grande Prairie Resident Satisfaction Survey was to:

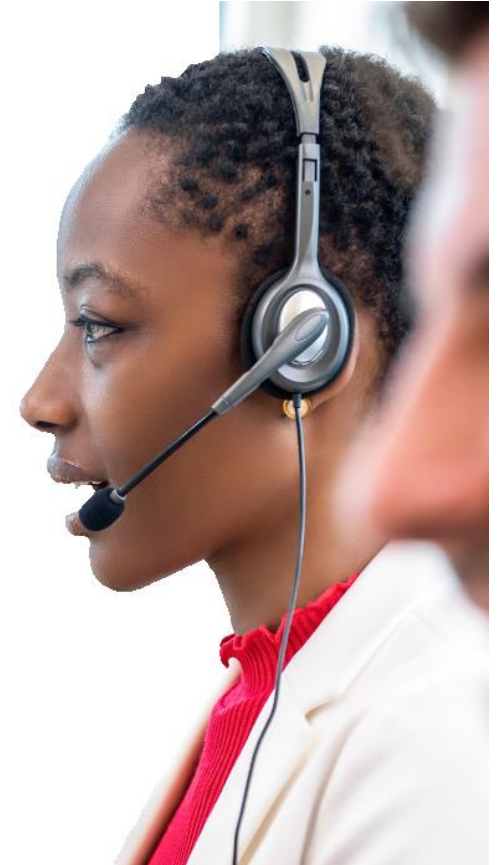
- Objectively measure satisfaction with municipal services and prioritize issues.
- Continuously improve municipal service delivery and inform service program design and delivery.
- Guide future actions and decisions of the City of Grande Prairie.
- Enhance budgetary planning and decision processes integrating residents' priorities regarding municipal services.
- Assess resident satisfaction with existing services.
- Undertake a statistically representative data collection method to obtain accurate relevant feedback from residents.

The approach and survey implementation plan



The survey used the following methods

- The survey was conducted using our state-of-the-art Voxco Computer Aided Telephone Interviewing system (CATI).
- Residents aged 18 and older were randomly-selected from the city's population using a mix of landlines and cell phone numbers.
- Numbers were dialed from June 2nd to July 15th, 2022
 - 3:00pm to 8:00pm on weekdays**
 - 10:00am to 4:00pm on Saturdays**
- A total of 401 interviews were completed leading to a maximum margin of error of +/- 4.9% with a 95% confidence interval. There was a total response rate among the total phone sample of 8.70%.
- Results were weighted to the exact proportions of the population by age, gender (Census 2021 Statistics Canada).
- The phone survey length on average was 20.7 min per interview.
- Throughout the report, some percentages may not add to 100% due to rounding.



Grande Prairie

Benchmarking 2022 vs 2020

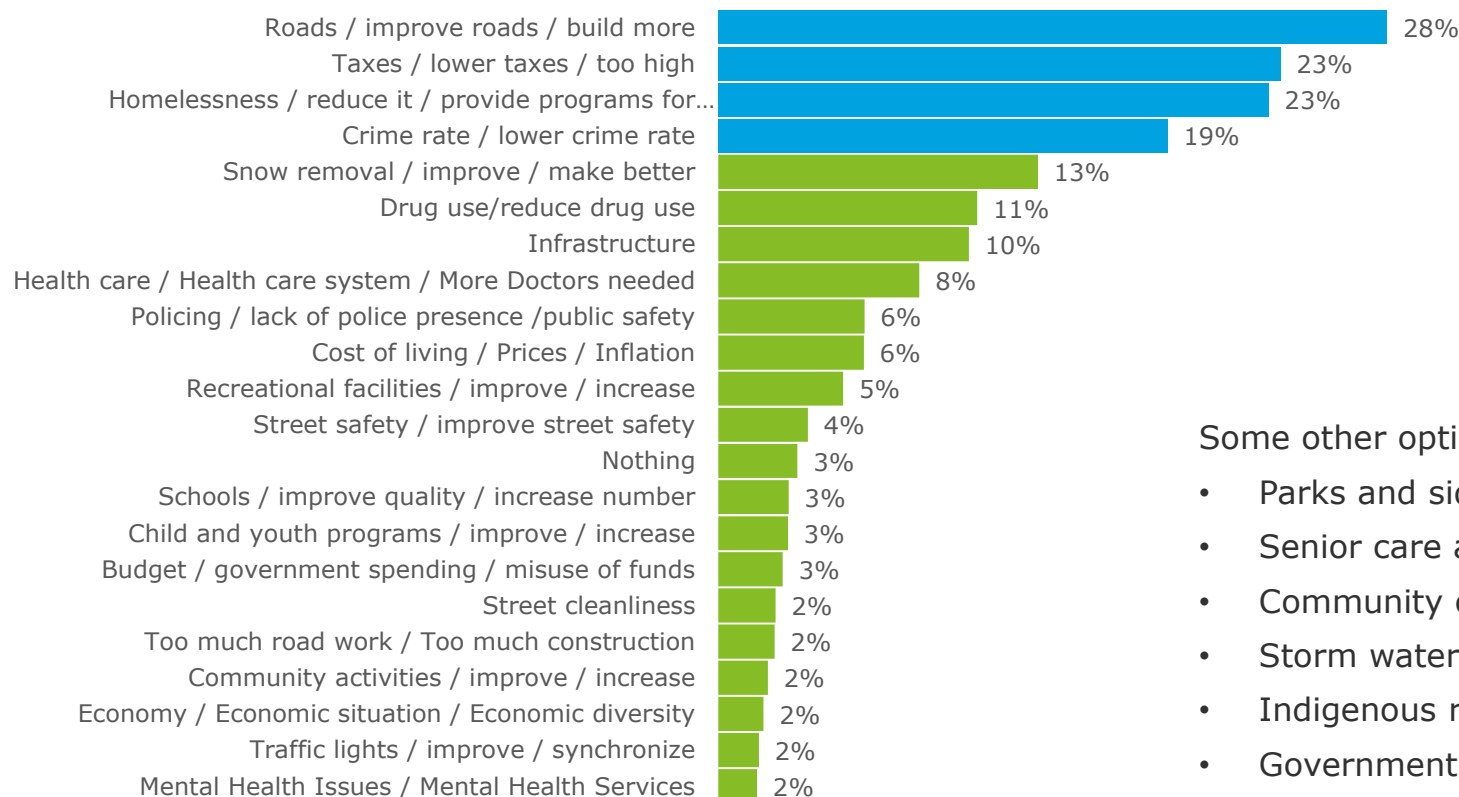
- The previous Resident Satisfaction survey was conducted in 2020 before the first wave of the COVID pandemic.
- Many KPI remained stable, but some increases in dissatisfaction were noted.
- Many improvements were also notable across the key metrics.

Multiple successes

- Residents were proud to call Grande Prairie home, and their responses highlighted the:
 - Strong economic climate
 - Strong sense of security
 - High levels of satisfaction with municipal services, programs, quality of facilities
 - High satisfaction with City staff
 - Strong desire among residents to provide input into City decision making processes



When asked to narrow down to a single challenge, residents noted they felt the City's **most important issue** was:



Time Trend:

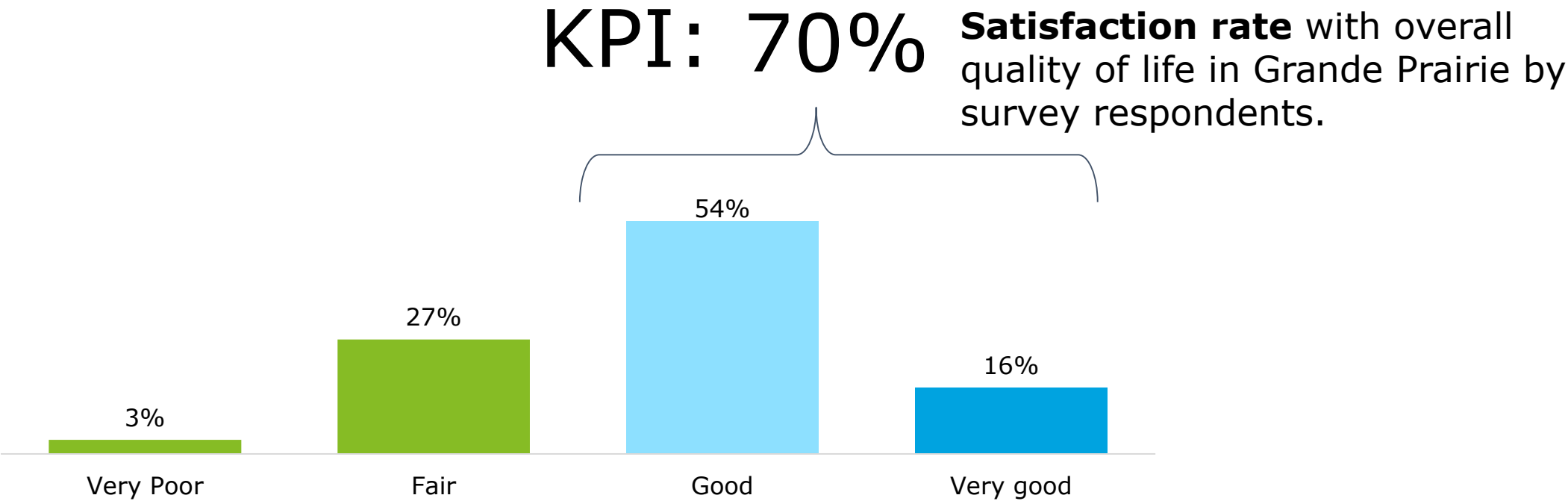
In 2020, the top issues mentioned included:

- #1 - Crime rate/lower crime rate
- #2 - Homelessness / reduce it / provide programs for homeless persons
- #3 - Roads / improve roads / build more

Some other options reported included:

- Parks and sidewalks maintenance
- Senior care and activities
- Community consultation
- Storm water drainage
- Indigenous rights and issues
- Government transparency

The City of Grande Prairie received a high rating of citizens overall quality of life in Grande Prairie, with 70% of respondents rating their satisfactions as **good or very good**.



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

Using a 4-point scale from Very Poor to Very Good

Just under half of respondents felt that the quality of life had remained stable over the past 3 years. More respondents felt that the quality of life **worsened than those that thought it had **improved**.**

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

■ Worsened ■ Stayed the same ■ Improved



Time Trend:

5 percentage point **decrease** from 2020 (38%).



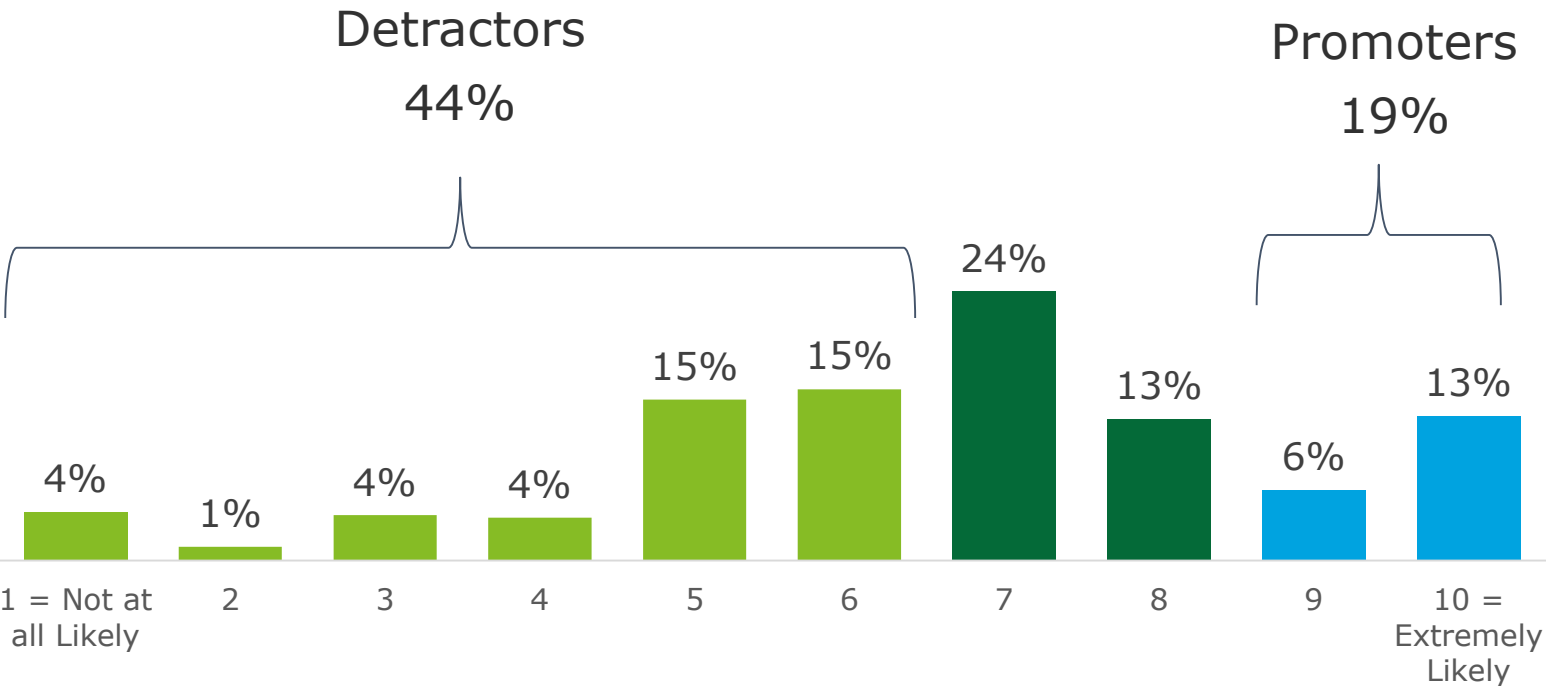
Time Trend:

1 percentage point **increase** from 2020.

These results are in similar line with the 2020 findings with a slight improvement with less people indicating their quality of life had worsened and more residents indicated their quality of life had improved.

A word-of-mouth marketing metric measuring the balance between promoters and detractors in the community.

There were a relatively **larger proportion of potential detractors** compared to active promoters of the City.



Net Promoter Score Calculation

Group	Definition
Promoters	Active proponents of the community
Passives	Neutral individuals
Detractors	Individuals with a negative opinion that may harm branding efforts

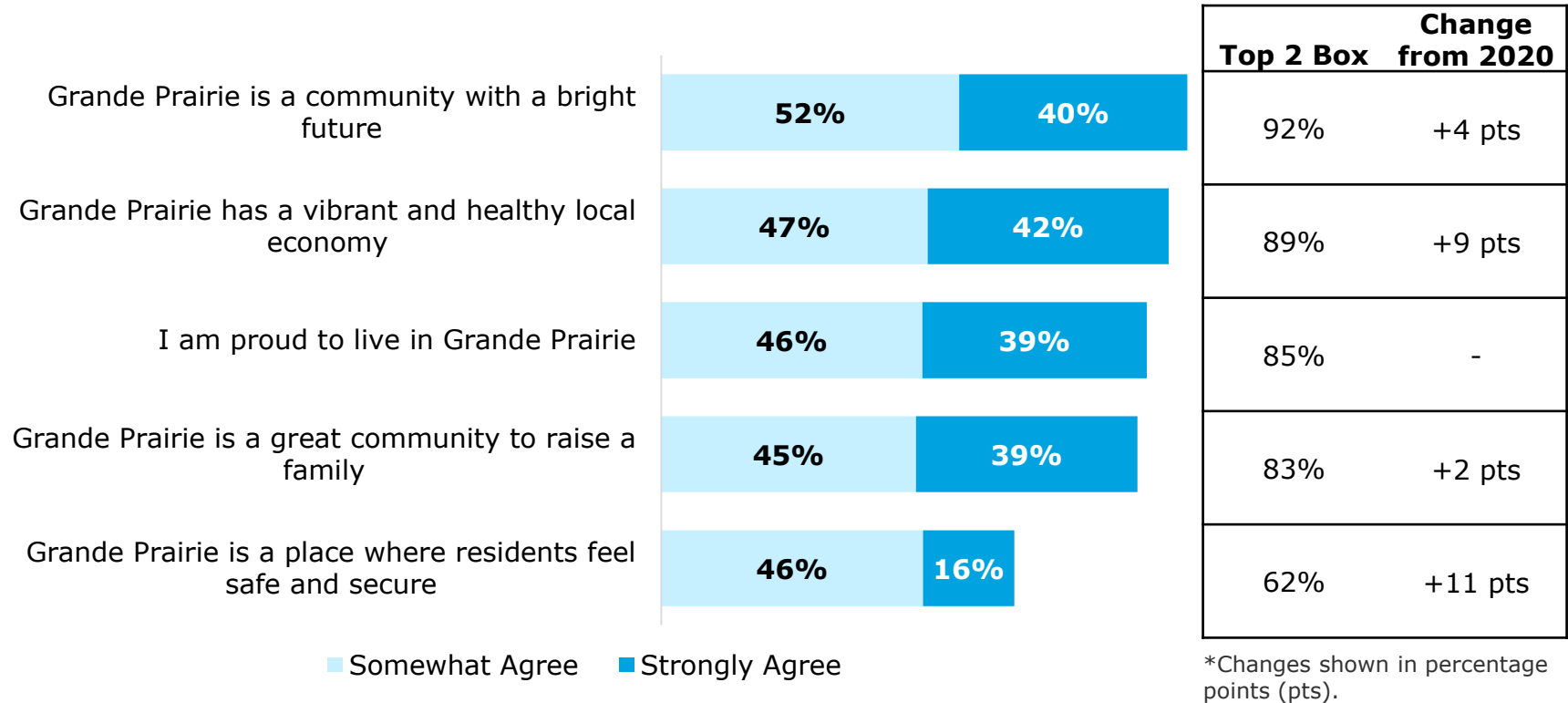
Net Promoter Score =
Promoters - Detractors
-25%

How likely would you be to recommend Grande Prairie as a place to live to a friend or colleague?

Using a number 1 to 10, where 1 is not satisfied at all, and 10 is extremely satisfied

Time Trend:
10-point **increase**
from 2020.

When asked to rate their levels of agreement with various statements about the City of Grande Prairie, results were **overwhelmingly positive**. There was some room for improvement in ratings of **community safety and security**.

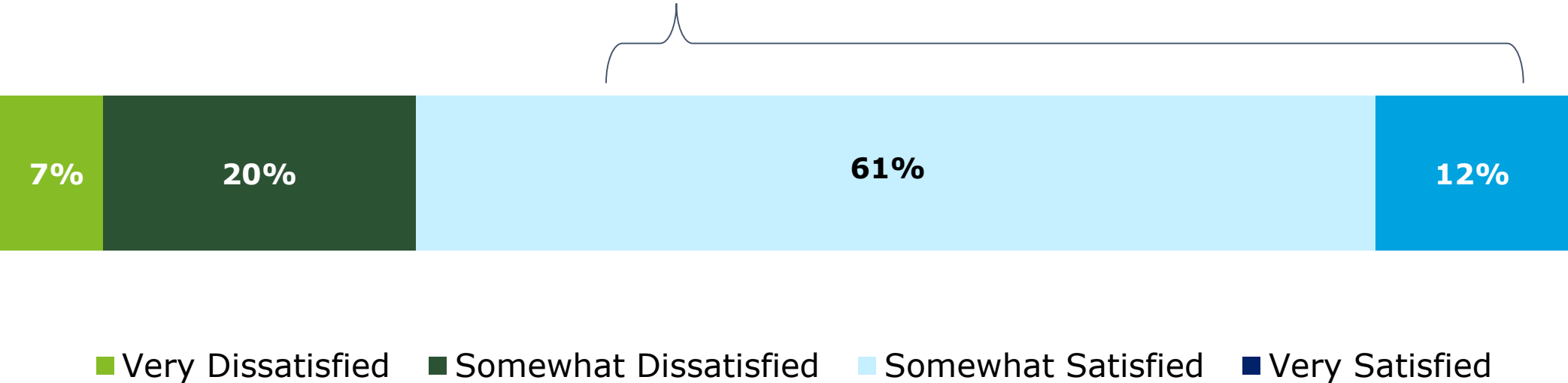


Q6. Now I'm going to read you a few statements about life in the City of Grande Prairie and I'd like you to indicate how much you agree or disagree with each statement. You may strongly disagree, somewhat disagree, somewhat agree, or strongly agree.



When asked about their general satisfaction with the quality of services and programs provided by the City of Grande Prairie, the majority of respondents selected a positive satisfaction response.

KPI: 73% Satisfaction rate with overall services provided by the City of Grande Prairie.



*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.

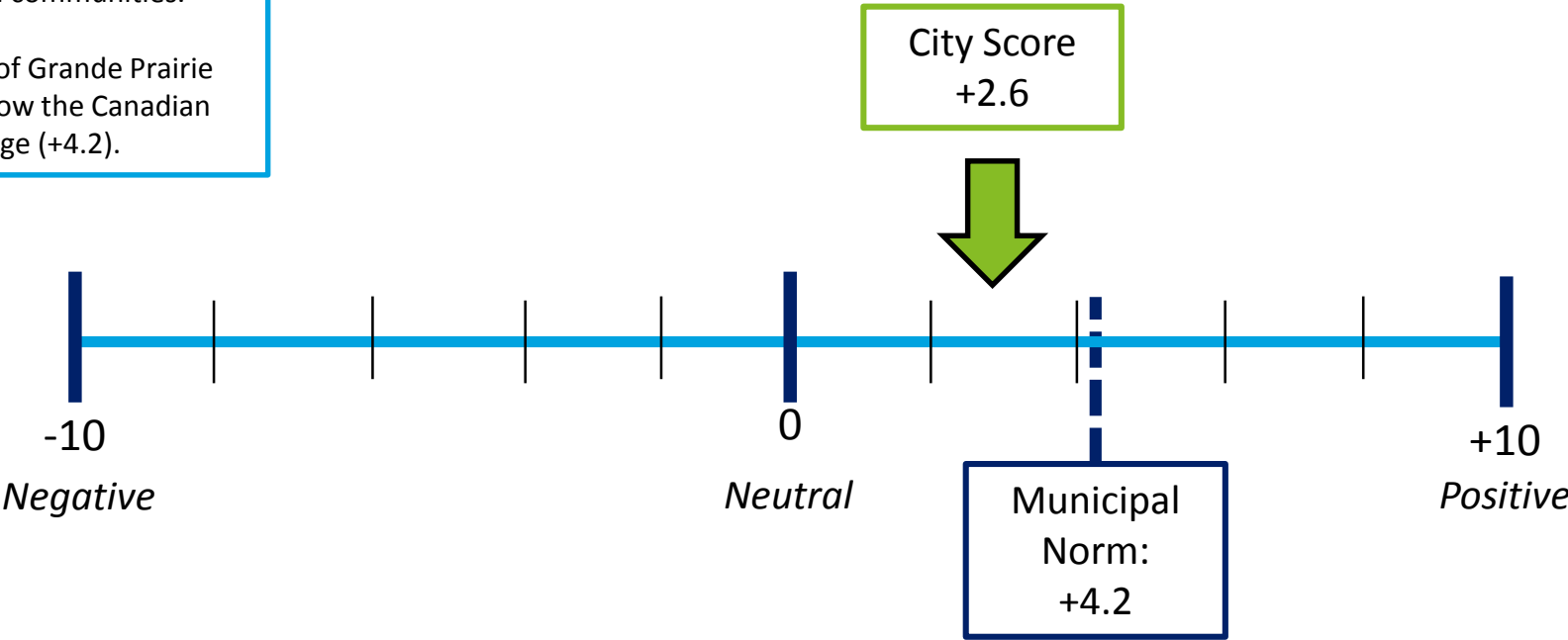
This was a new question in 2022

The following is based on recent Deloitte Resident Satisfaction Surveys conducted over the last 3 years.

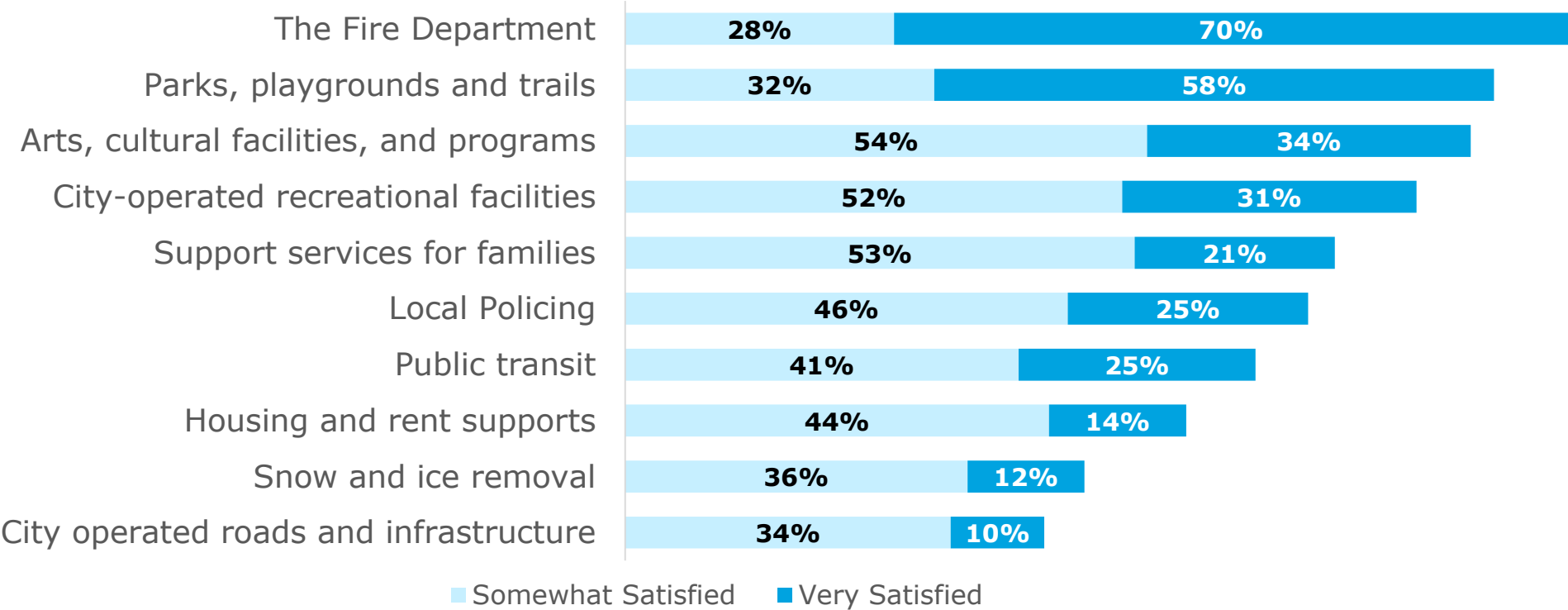
The Overall Satisfaction KPI in the City of Grande Prairie was compared to Deloitte’s municipal normative dataset. Scores are calculated on a scale of -10 to +10 to allow for comparisons between communities.

On this metric, the City of Grande Prairie scored +2.6, slightly below the Canadian Normative average (+4.2).

Overall Satisfaction Score



The City of Grande Prairie provides various services to its residents.
There were generally **high satisfaction rates** with the services provided by the City. Results suggested some room for improvement in **snow & ice removal** and **City-operated roads & infrastructure.**





Derived Importance

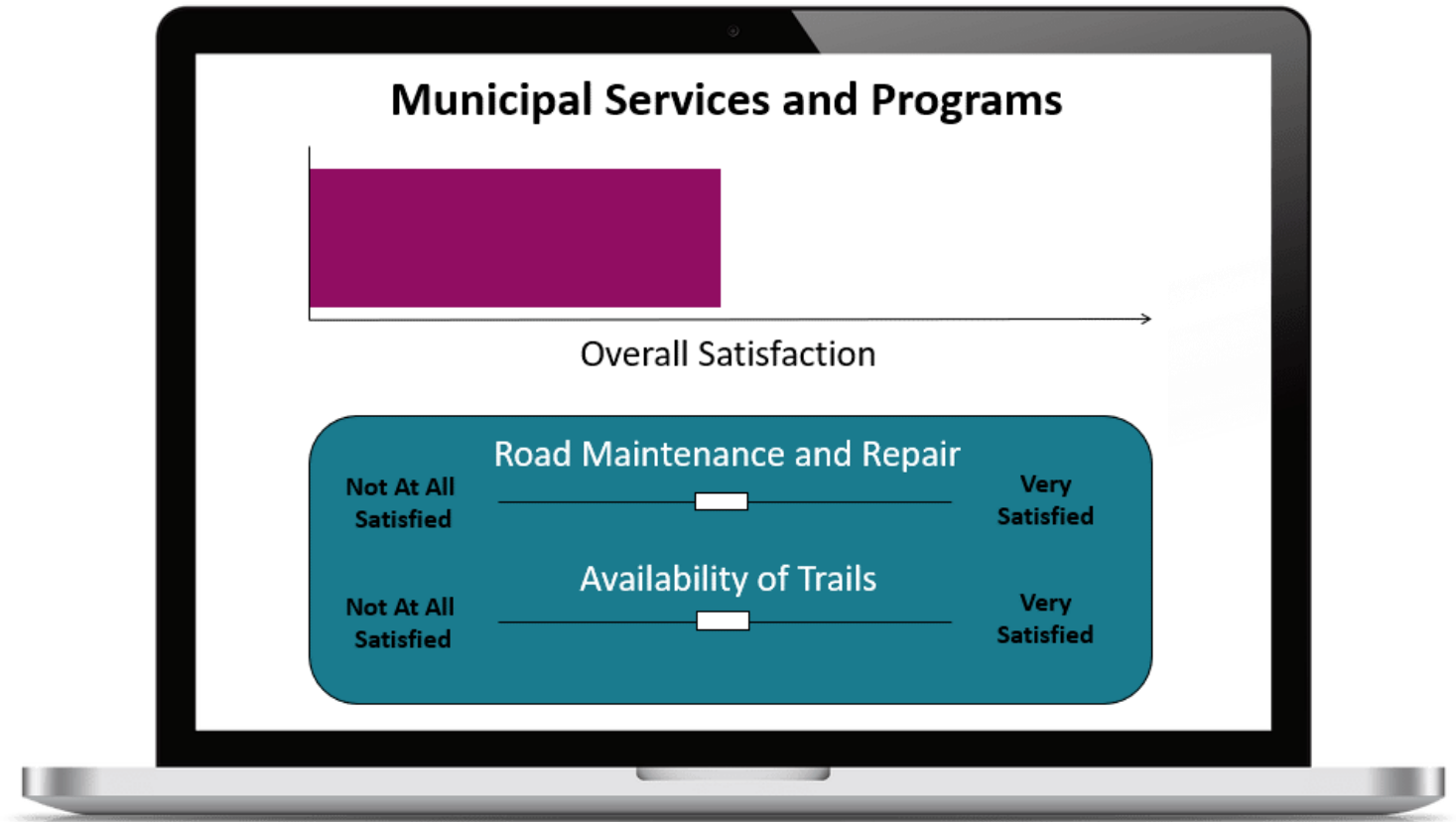
- A statistical calculation of importance
- Far more accurate relative to asking importance
- Calculates the correlation coefficient of municipal services with the KPI
- Services with a high derived importance will have the greatest impact on the KPI



Priority Matrix

- A list of municipal services to focus efforts
- Each priority is calculated using the level of satisfaction and the importance of each service (Derived Importance)
- Services with lower satisfaction scores and higher importance become the top priorities
- Making improvements to the top priorities will have the greatest impact on improving the overall KPI

Example:



Over the course of the last two years, the relative importance of services to residents has shifted, with **support services for families**, and **local policing** the most important factors in 2022.

		Importance Rank 2022	Importance Rank 2020
Support services for families	9.4	1	3
Local Policing	8.7	2	7
Parks, playgrounds and trails	8.3	3	6
Housing and rent supports	8.3	4	10
City operated roads and infrastructure	8.1	5	2
Snow and ice removal	8.1	6	4
City-operated recreational facilities	7.7	7	1
Public transit	7.7	8	8
Arts, cultural facilities, and programs	7.0	9	5
The Fire Department	5.5	10	9

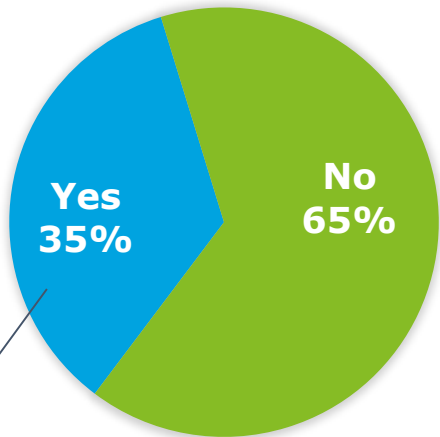
When reviewing the derived importance based on satisfaction levels, Customer Service was noted as the most important area to respondents.

Service	Performance	Importance	Priority Rank
City operated roads and infrastructure	43%	8.1	1
Snow and ice removal	52%	8.1	2
Housing and rent supports	61%	8.3	3
Support services for families	72%	9.4	4
Local Policing	72%	8.7	5
Public transit	71%	7.7	6
City-operated recreational facilities	79%	7.7	7
Arts, cultural facilities, and programs	89%	7.0	8
Parks, playgrounds and trails	91%	8.3	9
The Fire Department	98%	5.5	10



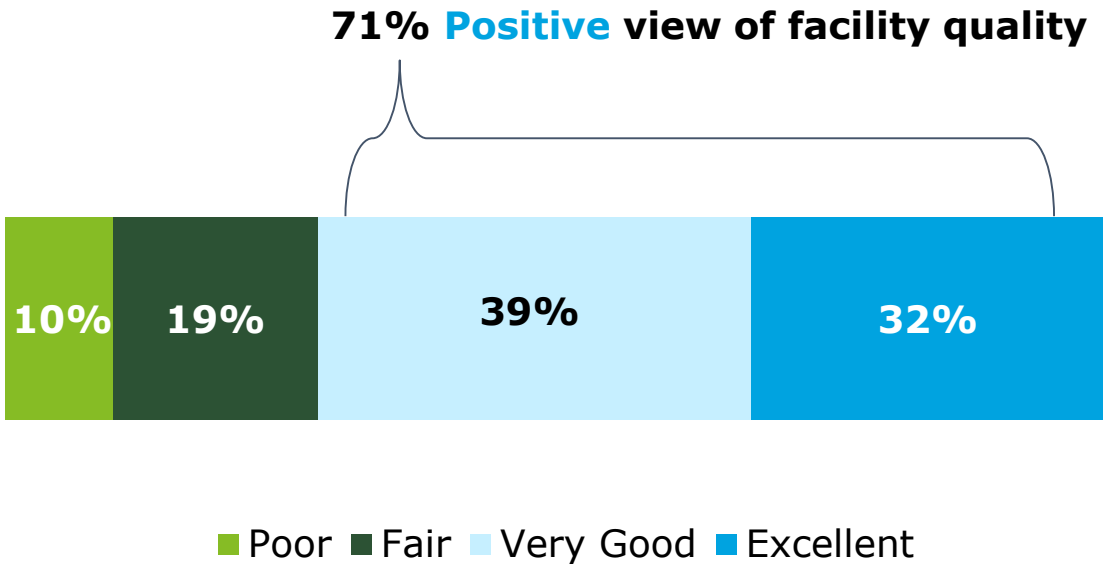
Now please tell me how satisfied you are with each of the following services offered by the City of Grande Prairie.

Have you visited the Eastlink Centre recreational facility in the past 6 months?



Time Trend:
36 percentage point **decrease** from 2020.

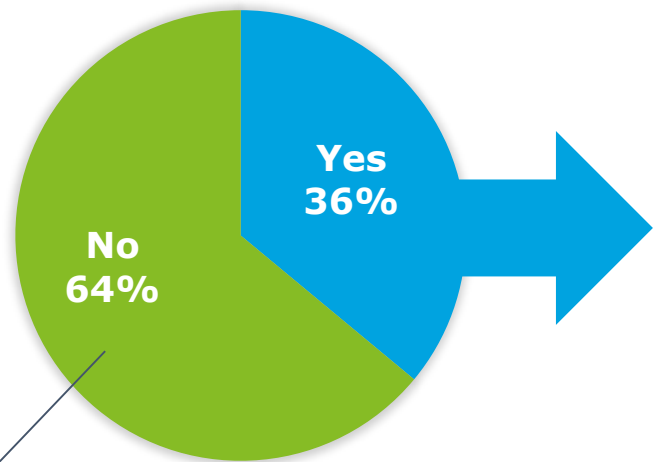
Those that had indicated they had visited recently (140) assigned the following quality to the facility






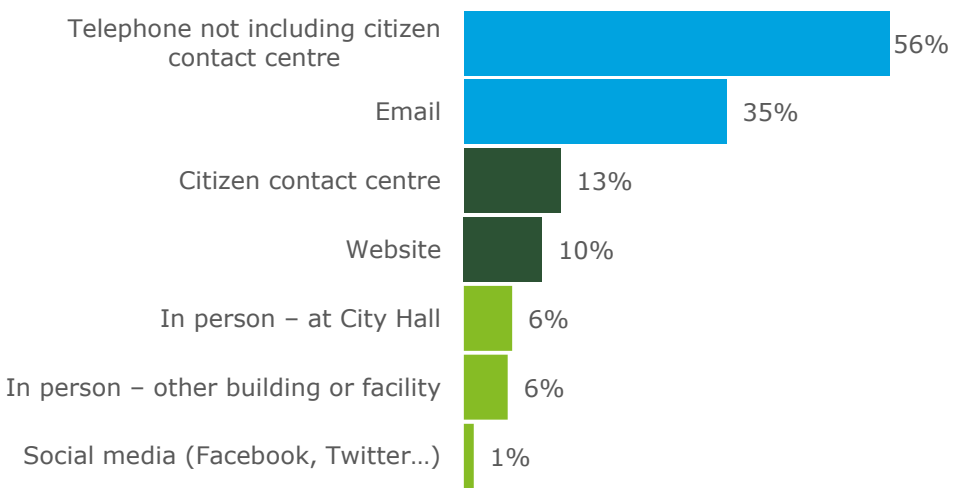
36% of residents had reached out or contacted the City of Grande Prairie or staff in the last 12 months, most of whom did so by telephone.

Have you reached out to or contacted the City of Grande Prairie (or its employees) in the past 12 months? (n=396)



 **Time Trend:**
8 percentage point **increase** from 2020.

What method did you use to contact the City? If you tried more than one, please mention each. (n=143)

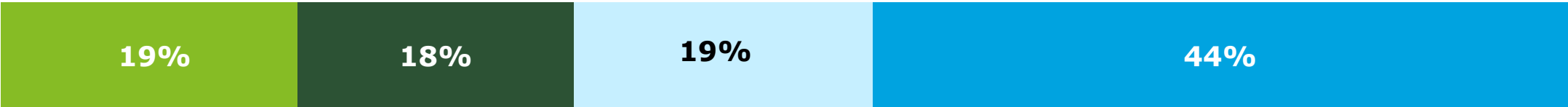


Other responses mentioned included: at a trade show, in person with crews working at various sites, or wrote letters.

Among those who had contacted the City of Grande Prairie in the past 12 months, the majority indicated they had **positive overall satisfaction** with the customer service they received.

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

Top 2:
63% of all responses were positive



■ Very Dissatisfied
■ Somewhat Satisfied

■ Somewhat Dissatisfied
■ Very Satisfied

Time Trend:
↓ 16% less of respondents noted they were satisfied with the levels of customer service received in **2022 vs 2020**.

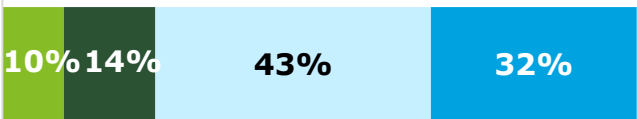
Time Trend:
↓ 1% less of respondents noted they were very satisfied with the levels of customer service received **in 2022 vs 2020**.

Public Engagement

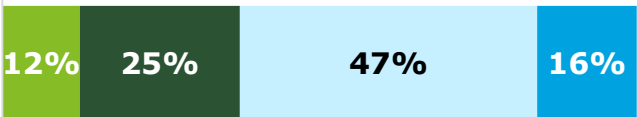
Many residents of Grande Prairie expressed a high level of interest in helping to guide policies and directions taken by the City.

Please indicate your level of agreement with the following statements...

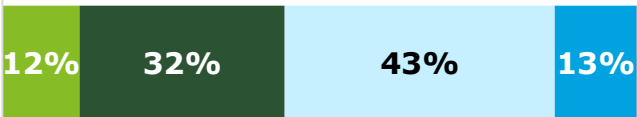
I would like to provide input to the City of Grande Prairie for the purpose of influencing decision making about City projects



The City uses input from residents in decision-making about projects and services



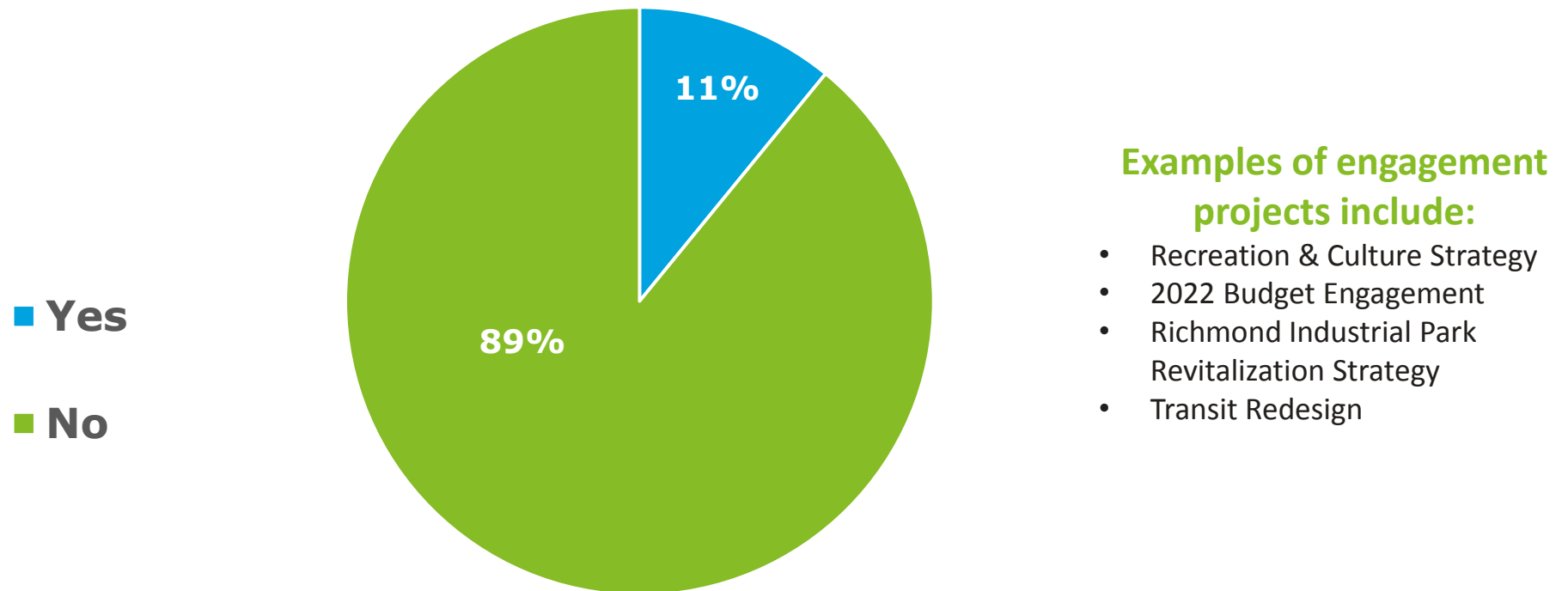
Residents have enough opportunities to provide input into decision-making about City projects and services



Strongly Disagree Somewhat Disagree
Somewhat Agree Strongly Agree

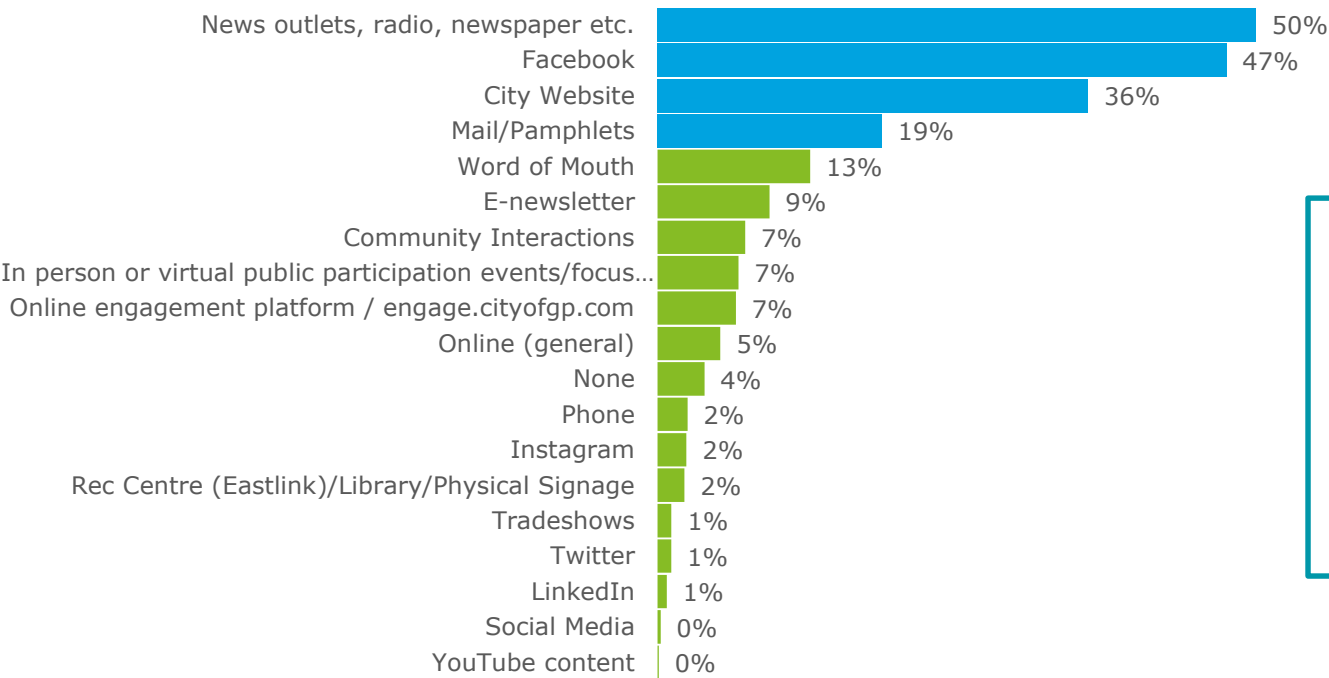
Top 2 Box	Change from 2020
75%	-7 pts
63%	+1 pt
56%	-

Most residents have **not involved themselves** in municipal engagement or City-Led public participation processes within the last year.



Have you joined in any City-led public participation or engagement projects in the past 12 months

When residents were asked about their Top 3 sources of receiving information from the City of Grande Prairie, they predominately utilized: **News outlets/radio/newspapers, Facebook, and the municipalities website.**



Time Trend:

Since 2020, use of news outlets has decreased, while use of Facebook has increased.

Top 2020 Sources:

- #1 – News outlets, radio, newspaper etc. (64%)
- #2 – Facebook (34%)
- #3 - City Website (29%)

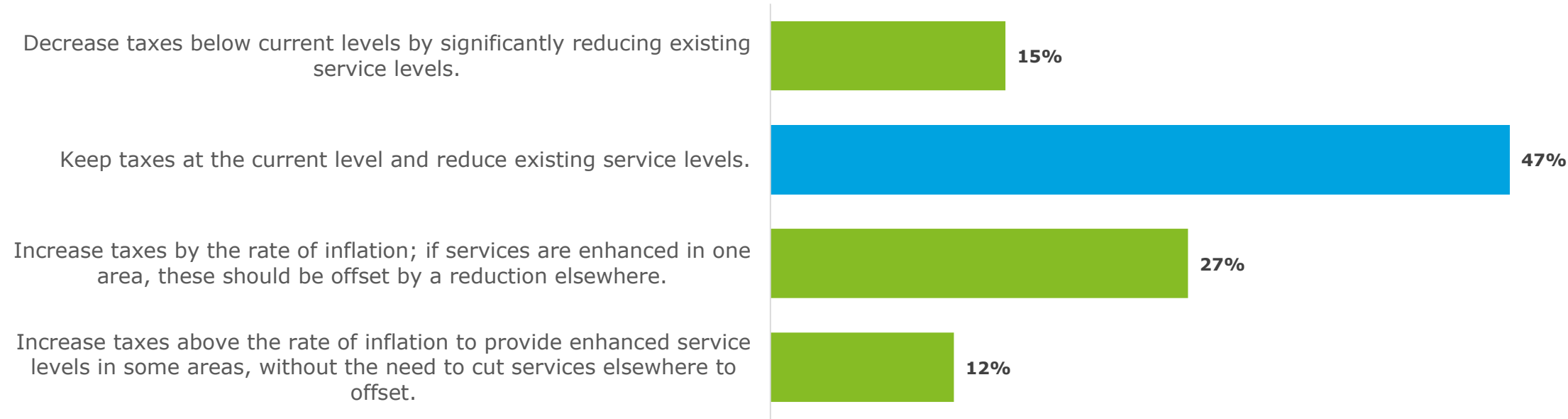
What are the main sources that you use to find information about the City of Grande Prairie? If you tried more than one way, **please record all that apply.** *(Multiple selections allowed)*



47% of respondents noted they would prefer to **keep current rate of taxation and reduce services** to combat increasing service delivery costs within the City of Grande Prairie.

“Local governments must balance the cost of delivering services with taxation, and the cost of providing services continue to rise as a result of inflation. Additionally, adding or enhancing services such as expanded recreation amenities further adds to costs. Which of the following options would you most prefer to balance increasing costs?”

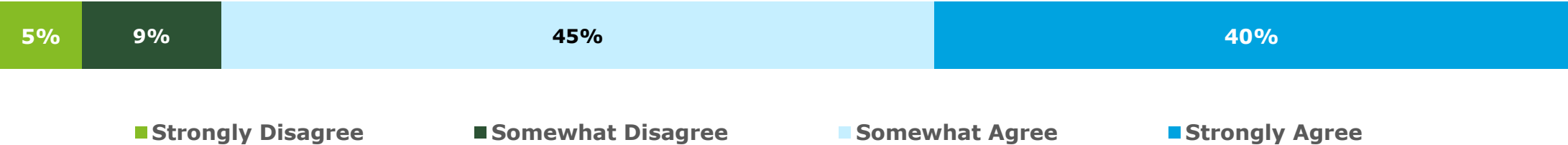
Which of the following options would you most prefer for the City of Grande Prairie to balance increasing costs?



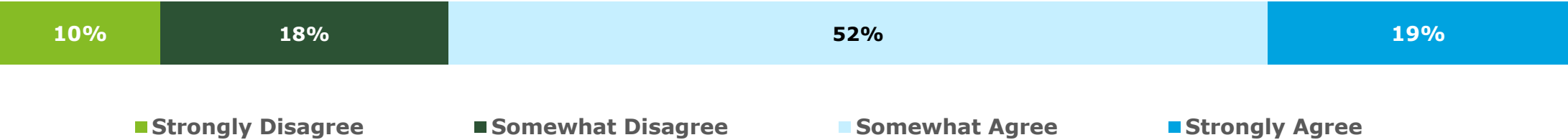


85% of respondents indicated they felt growth within the City would positively impact them, and 71% noted that the City does a good job of balancing and managing this growth and development

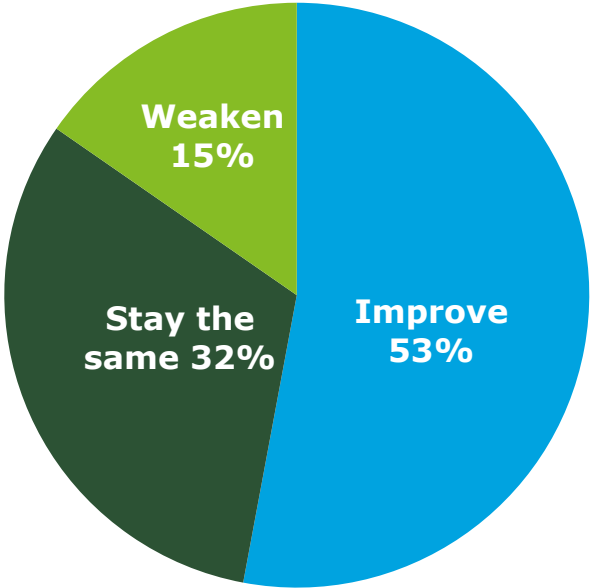
Growth in the City of Grande Prairie will positively impact the quality of life in the City.



The City of Grande Prairie does a good job of managing the level of development and growth in the City



Looking ahead twelve months from now, do you expect the economy in the City of Grande Prairie to:



How would you rate the strength of the local economy in the City of Grande Prairie?



How would you rate the strength of the provincial economy in Alberta?



Project completed by
Deloitte.

