

City of Regina



# City of Regina 2018 Citizen Satisfaction Survey Report September 2018

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*Photo courtesy Tourism Saskatchewan/Greg Huszar Photography*



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# Executive Summary

*Photo courtesy City of Regina*

# City of Regina Citizen Satisfaction Survey

On behalf of the City of Regina, Fast Consulting conducted a citizen satisfaction survey to explore how Regina citizens feel about the City, including quality of life, municipal services, taxation and communications.

## Highlights

### 7 out of 10 Residents Are Satisfied Living in Regina

- The large majority (72%) of residents are satisfied living in the City of Regina. The majority (73%) also agree that Regina is on the right track to becoming a better city.

### 6 out of 10 Would Recommend Living in Regina

- Six out of ten (63%) residents would recommend Regina as a place to live to a friend or colleague.

### 7 out of 10 Rate Quality of Life in Regina as Good

- The majority (74%) of residents rate quality of life in Regina as good. This is consistent with 73% in 2016, down somewhat from 78% in 2015.
- The large majority (83%) agree that civic recreation facilities are an important part of what makes cities like Regina good places to live.
- Most (57%) respondents think their colleagues and family members feel safe living in Regina.

### 6 out of 10 Satisfied with City's Customer Service

- Most (62%) respondents are satisfied with the level and quality of customer service provided by the City of Regina.

### 6 out of 10 Satisfied with Quality of City Services & Programs

- Six out of ten (59%) residents are satisfied with the quality of services and programs provided by the City of Regina. This is unchanged from 2016, down slightly from 62% in 2015
- Most (60%) also say they have received good-to-very good value from City of Regina services.

### Top Issues Facing Regina – Roads, Safety & Taxes

- Roads are most frequently mentioned as an important issue facing Regina (64%), followed by public safety/crime/policing (30%) and taxes (26%). Most (61%) of those who identify roads as an important issue think neighbourhood roads and streets in residential areas should be the focus of spending.

### Top Spending Priorities – Roads, Infrastructure & Safety

- Citizens' top spending priorities reflect their perceptions of the important issues facing the City. Roads are a clear spending priority, at 45% of respondents, followed by infrastructure (25%) and public safety/crime/policing (20%).

### 6 out of 10 Think the City is Good at Public Participation

- Most respondents (61%) think the City of Regina is good at offering meaningful opportunities for residents to participate and provide input on programs, services and plans.
- Although only 15% of residents have provided input on civic decisions in the last 12 months, the large majority (89%) still say it's important for them to have opportunities to provide input on City programs, services and plans.

**4 out of 10 Perceive Good Value for Tax Dollars**

- Approximately 44% of residents think they receive good value for their municipal tax dollars. This is down from 53% in 2016 and 50% in 2015.
- Most respondents (67%) agree the City does a good job of informing citizens of how property tax dollars are spent.
- Residents appear divided on which approach they prefer the City to take to balance its operating budget. The largest percentage (24%) would prefer the City use a combination of property tax and user fee increases.
- Residents also appear divided on the issue of a dedicated property tax increase to pay for a specific program or services—43% agree, 34% disagree and 17% are neutral.
- The large majority (83%) agree that a portion of today’s property tax dollars should be allocated to help fund the cost of rebuilding infrastructure in the future.

**7 out of 10 Satisfied with Contact with City**

- Most (68%) residents are satisfied with their most recent contact with the City—including 37% who are ‘very satisfied’. This is down from 78% in 2016 and 2015.
- Most (59%) prefer to contact the City by phone. When it comes to receiving information about City programs and services, 50% prefer communication via traditional media (local TV, radio & newspapers), 43% the Regina.ca website and 42% email.
- The large majority (72%) of residents prefer to receive services or conduct business with the City online (e.g. paying utility bills). Most (66%) think the City effectively provides services online.

**Trust Index**

The Trust Index monitors overall public support for corporations based on the integration of perceptions and opinions regarding customer service, communication, responsiveness and financial stewardship.

	Agreement (%)
City staff are courteous, helpful and knowledgeable.	<b>67%</b>
The City effectively and efficiently delivers services on a daily basis.	<b>61%</b>
The City is good at offering meaningful opportunities for residents to participate and provide input on programs, services and plans.	<b>61%</b>
The City does a good job of informing citizens of how property tax dollars are spent on various City services.	<b>55%</b>
The City responds quickly to requests or concerns.	<b>53%</b>
City staff are easy to reach when needed.	<b>50%</b>
The City’s finances are well managed.	<b>48%</b>

# Methodology

## The Survey

This public opinion survey was conducted for the City of Regina between September 6th and 17th, 2018. The survey collected data using a dual frame of land and mobile lines as well as an online frame with a combined total sample of 600 Regina residents (the same sample size used for previous citizen satisfaction surveys conducted for the City of Regina).

The survey questionnaire, developed in collaboration with the City of Regina, contains a number of baseline questions asked in previous years. Results are used to monitor public opinion regarding public satisfaction and trust levels for the City of Regina. The survey was programmed into CATI (Computer Assisted Telephone Interviewing) and online survey platforms. It was pre-tested to ensure it was clear and understandable, that it flowed efficiently for respondents and incorporated correct branching and skip patterns. Survey interviews were conducted by experienced public opinion interviewers.

Quota blocks were used to help approximate feedback and estimates that are reasonably reflective of the Regina population. The data in this draft report is not weighted. Landline telephone respondents (200 surveys) were selected from a randomly generated electronic sample frame built by Fast Consulting and ASDE. The online version of the survey (200 surveys) was deployed with a panel of Regina residents through ResearchNow, one of our market research online community (MROC) panel partners. Mobile telephone interviews (200 surveys) were conducted with assistance from Elemental Research.

The margin of error for a comparable probability-based survey (i.e. all telephone) with a random sample of 600 respondents is plus or minus 4%, with a 95% confidence interval (19 times out of 20). Marketing Research and Intelligence Association policy limits statements about margins of sampling error for online surveys.

## Our Company

Fast Consulting is a Saskatchewan based company that specializes in community and business intelligence, including focus groups, online and telephone surveys, and community engagement forums. Our work has been used in policy development, issue management, business planning, membership support, service quality management, community relations, public affairs and advocacy.

Fast Consulting is part of Praxis Consulting, a Saskatchewan-based strategy and research firm with offices in Regina and Saskatoon that brings together some of Saskatchewan's top management consulting practitioners. Doug Fast is a graduate of the University of Saskatchewan, is currently vice-president of the Institute of Certified Management Consultants of Saskatchewan and has previously taught a core MBA course on Market Research and Decision Making at the University of Saskatchewan, Edwards School of Business.

# Survey Results

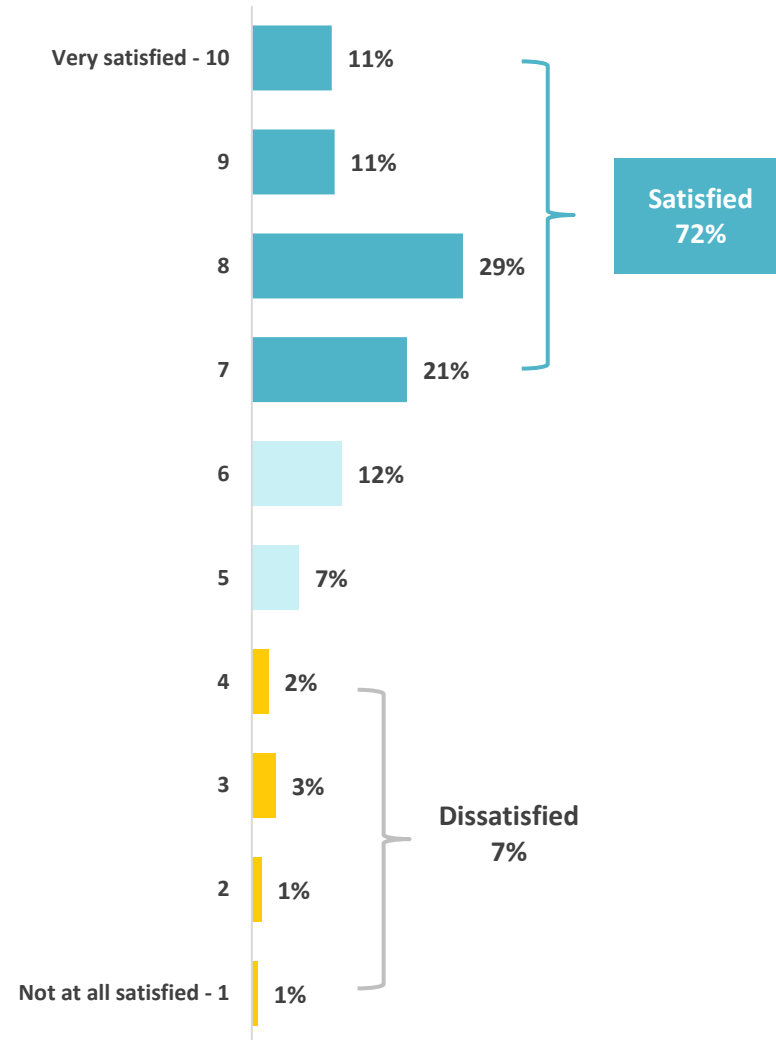
*Downtown Regina, photo courtesy Tourism Saskatchewan/Greg Huszar Photography*

## Satisfaction

Q. Overall, how satisfied are you with living in the City of Regina? Please use a number from 1 to 10, where 1 is not at all satisfied and 10 is very satisfied?

- The large majority (72%) of respondents are satisfied living in the City of Regina. Another 19% are ambivalent and 7% are not satisfied with living in the city.

### 7 out of 10 Residents Are Satisfied Living in Regina



\* Chart may not total 100% due to rounding

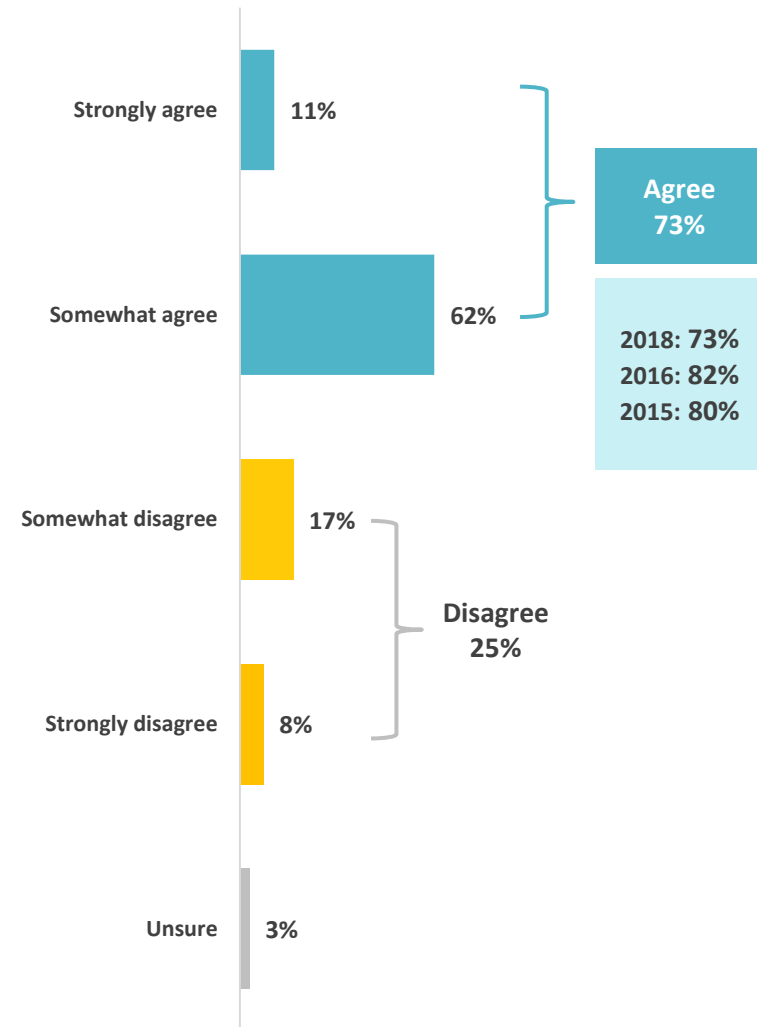


## On the Right Track?

Q. *Please indicate if you agree or disagree that Regina is on the right track to be a better city 10 years from now?*

- The large majority (73%) of respondents agree that Regina is on the right track to becoming a better city 10 years from now. Approximately a quarter (25%) disagree.
- Agreement that Regina is on track to being a better city is down somewhat from 82% in 2016 and 80% in 2015.

### 7 out of 10 Agree Regina is On Track to Being a Better City



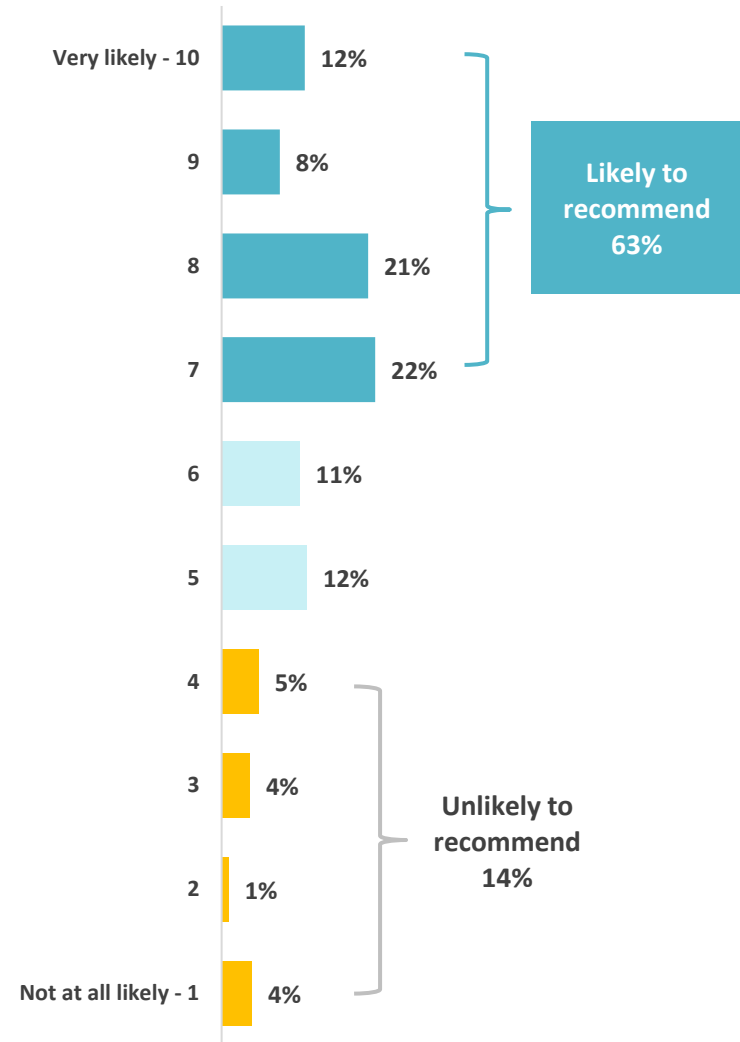
\* Chart may not total 100% due to rounding

## Likely to Recommend

Q. *How likely would you be to recommend Regina as a place to live to a friend or colleague. Please use a number from 1 to 10, where 1 is not at all likely and 10 is very likely?*

- Six out of ten (63%) respondents would likely recommend Regina as a place to live to a friend or colleague. Another 23% are uncertain, while 14% are unlikely to recommend the city.

### 6 out of 10 Would Recommend Living in Regina

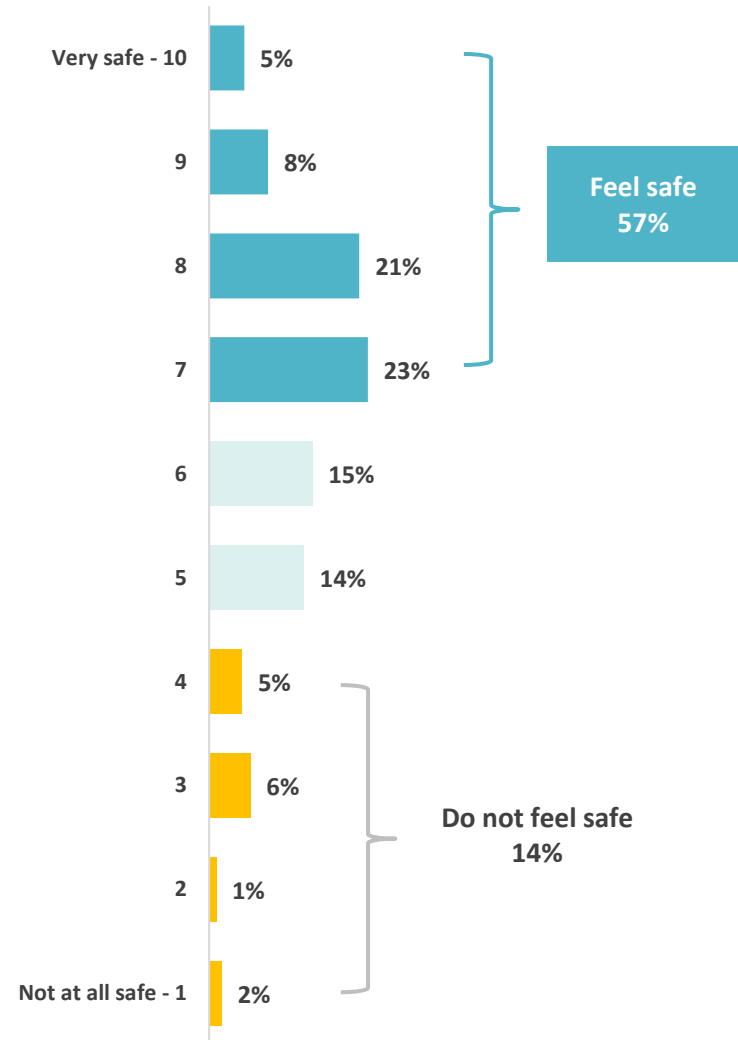


## Safety

**Q.** *If you were to ask a family member or colleague how safe they feel living in Regina, how do you think they would answer? Please use a number from 1 to 10, where 1 is not at all safe and 10 is very safe?*

- Most (57%) respondents think their colleagues and family members feel safe living in Regina. Approximately 29% seem uncertain and 14% think others do not feel safe.

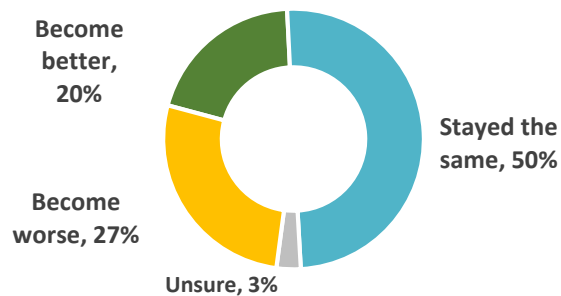
### 6 out of 10 Think Others Feel Safe Living in Regina



## Quality of Life

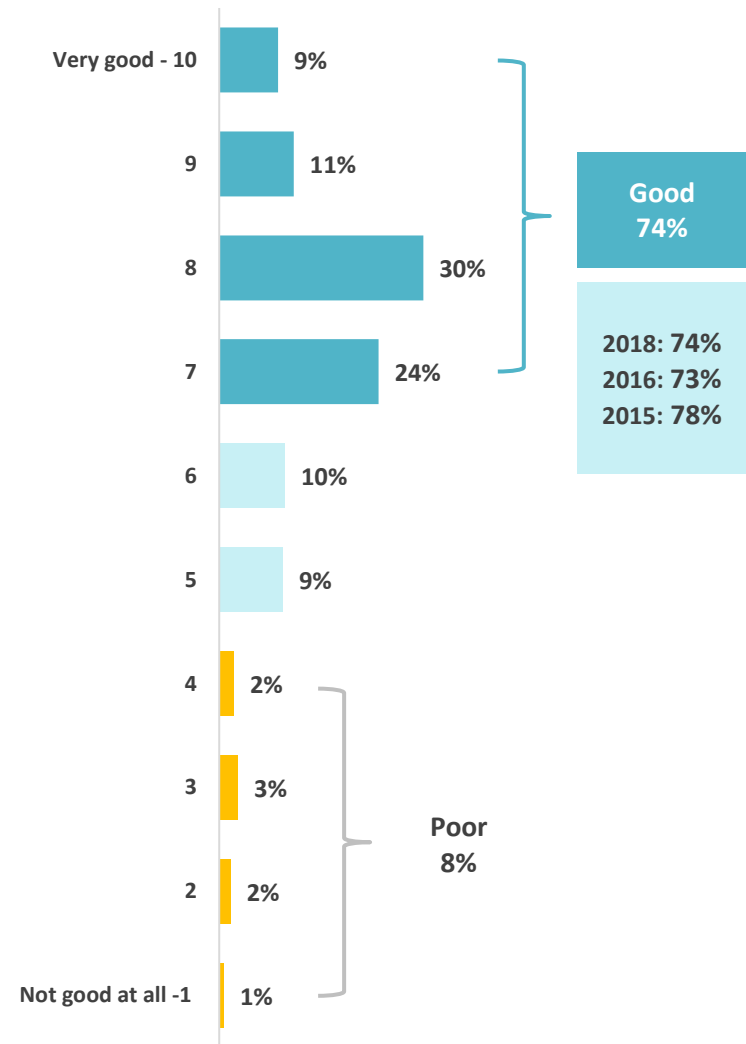
- Q. *How would you rate the quality of life in Regina? Please use a number from 1 to 10, where 1 is not good at all and 10 is very good?*
- The large majority (74%) of respondents rate the quality of life in Regina as good. Approximately 19% are ambivalent and 8% say quality of life in the city is poor.
  - The percentage of respondents rating Regina’s quality of life as good is consistent with 73% in 2016, down from 78% in 2015.

- Q. *In your opinion, in the past three years, has the quality of life in Regina become better, worse or stayed the same?*



- Half (50%) of respondents think quality of life in Regina has stayed the same over the past three years; 20% think it has improved, while 27% think it is worse.

### 7 out of 10 Rate Quality of Life in Regina as Good

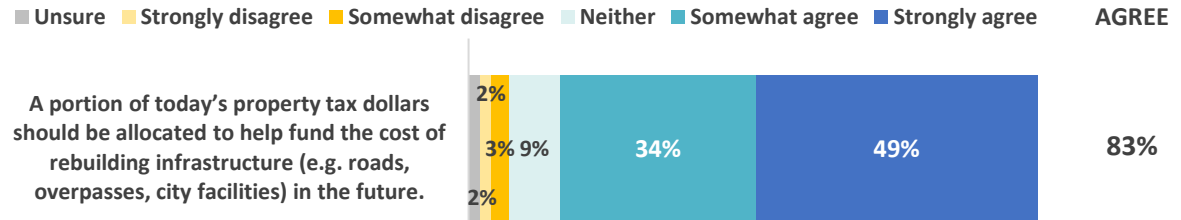


\* Chart may not total 100% due to rounding

**Q. Do you agree or disagree with each of the following statements?**

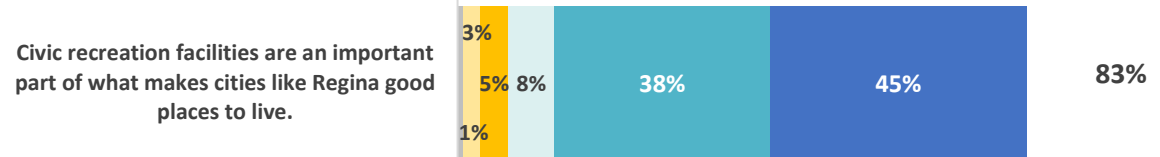
**83% Agree Some Property Tax Should Be Allocated for Future Infrastructure**

- Eight out of ten respondents (83%, agree a portion of today’s property tax dollars should be allocated to help fund the cost of rebuilding infrastructure in the future, including 49% ‘strongly agree’.



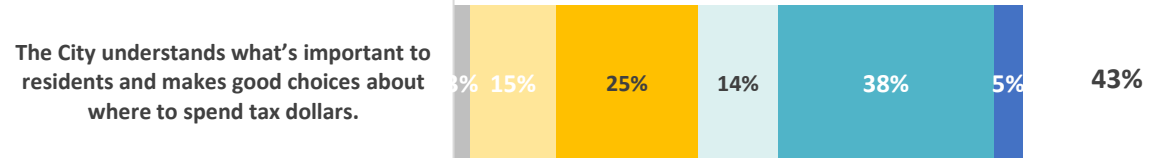
**83% Agree Civic Recreation Facilities Make Regina a Better Place to Live**

- The large majority (83%, including 45% ‘strongly agree’) agree that civic recreation facilities are an important part of what makes cities like Regina good places to live.



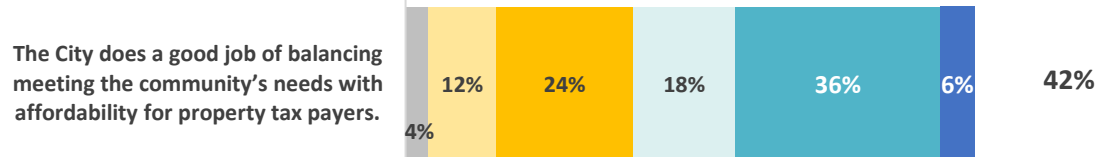
**43% Agree the City Understands What’s Important to Residents**

- Close to half (43%) agree the City understands what’s important to residents and makes good choices about where to spend tax dollars, while 40% disagree.



**42% Agree the City Balances Community Needs with Affordable Property Taxes**

- Approximately 42% agree the City does a good job of balancing meeting community needs with affordable property taxes, while 36% disagree.



\* Charts may not total 100% due to rounding

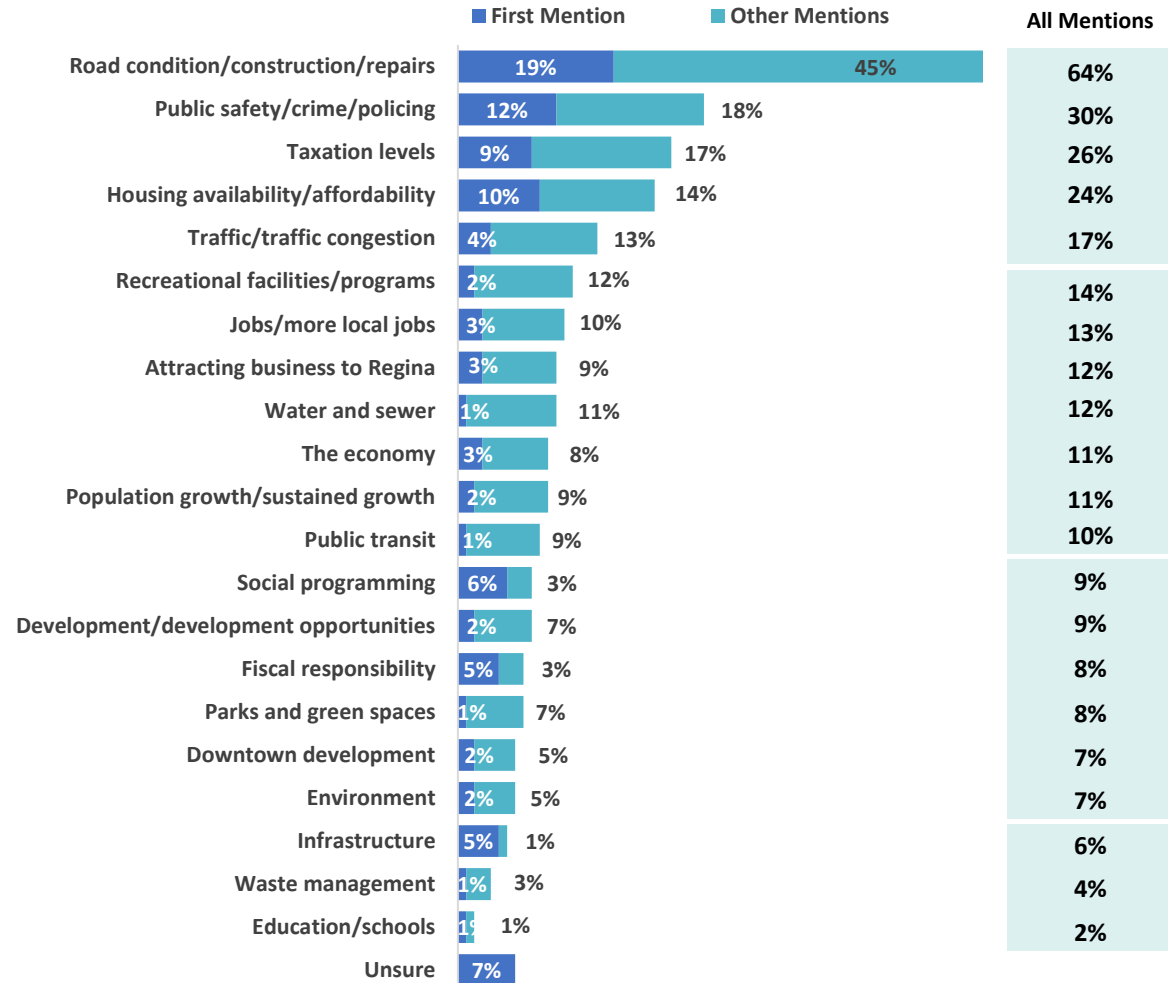
# Important Issues

## Top Issues Facing City of Regina – Roads, Public Safety & Taxes

Q. *In your opinion, what is the most important issue facing the City of Regina; that is, the one issue you think should receive the greatest attention? Are there any other important issues?*

- Roads are the most frequently mentioned important issue facing the City of Regina—64% of respondents cite road condition/construction/repairs.
- Three out of ten (30%) respondents say public safety/crime/policing is the most important issue facing the City.
- A quarter cite taxation levels (26%) and housing availability/affordability (24%) as important issues.
- Approximately 17% cite traffic/traffic congestion as an issue and 14% cite recreational facilities/programs.
- Other important issues are jobs/more local jobs (13%), attracting business to Regina (12%) and water & sewer (12%).
- One in ten cite the economy (11%), population growth (11%), public transit (10%), social programming (9%) and development opportunities (9%) as important issues.

\* Multiple response

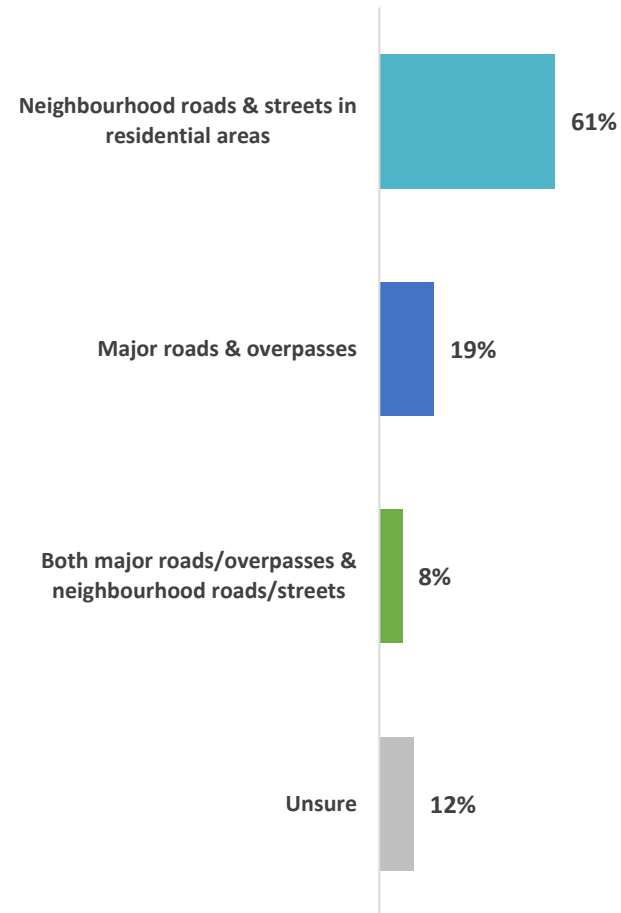


## Spending on Roads

Q. *You mentioned roads as one of the most important issues facing the City of Regina. What do you think should receive the greatest attention when it comes to spending on roads?*

- Among those who identify roads as an important issue facing the City of Regina, the majority (61%) think neighbourhood roads and streets in residential areas should receive the greatest attention when it comes to spending.
- Approximately 19% of respondents think major roads and overpasses should be the focus of spending, while 8% think both major roads and neighbourhood roads should be the focus.

### 6 out of 10 Want Focus on Neighbourhood Roads

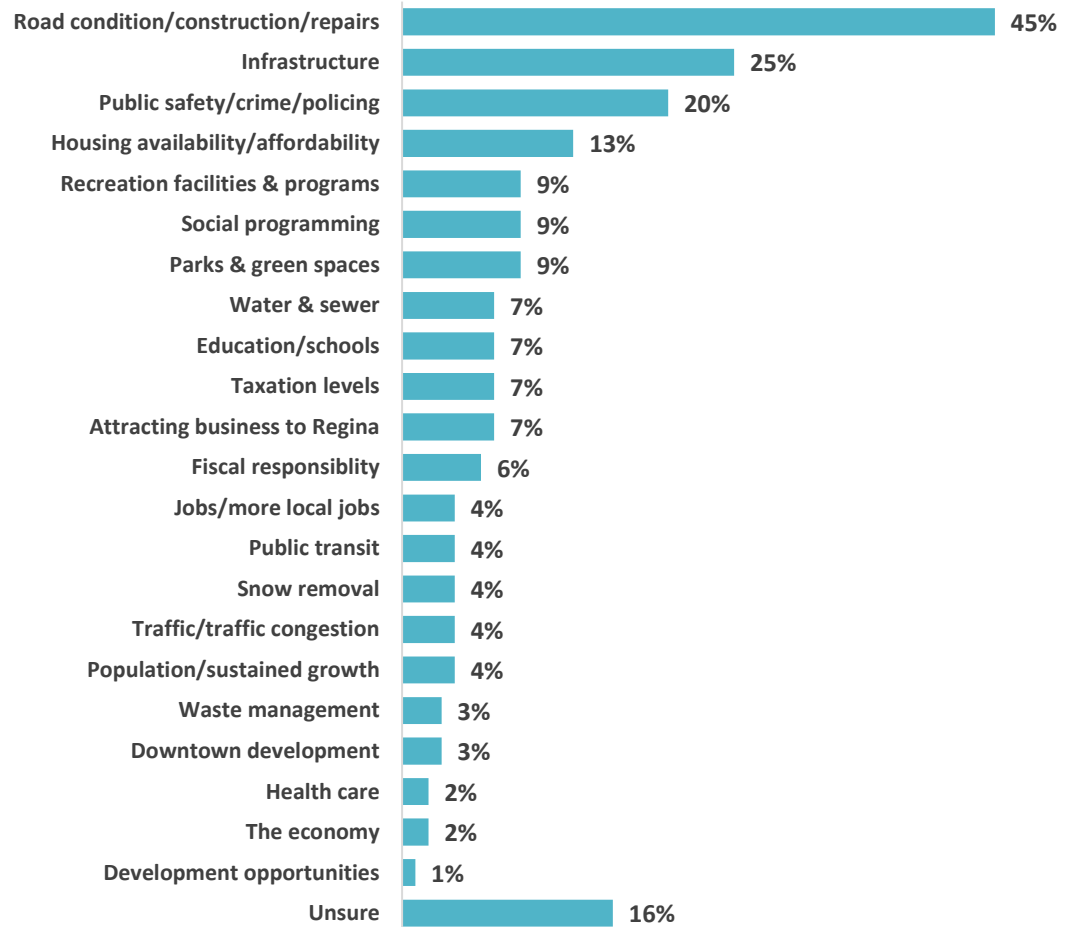


# Spending Priorities

## Top Spending Priorities – Roads, Infrastructure & Public Safety

Q. *What do you think should be the top spending or investment priorities of the City of Regina; that is, the thing you think the City should spending more on? Are there any other things you think the City should be spending more on?*

- Citizens’ top spending priorities tend to reflect their perceptions of the most important issues facing the City, with several interesting differences.
- Road condition/construction/repairs are a clear spending priority, at 45% of respondents vs. 64% who think it’s an important issue.
- 25% mention infrastructure as a spending priority, compared to just 6% who cite it as an important issue.
- 20% mention public safety/crime/policing as a spending priority vs. 30% who think it’s an important issue.
- 13% mention housing availability/affordability vs. 24% who think it’s an important issue.
- 9%, respectively, mention recreation facilities & programs, social programming and parks & green spaces. This is generally in line with those who think these are important issues facing the City.



\* Multiple response

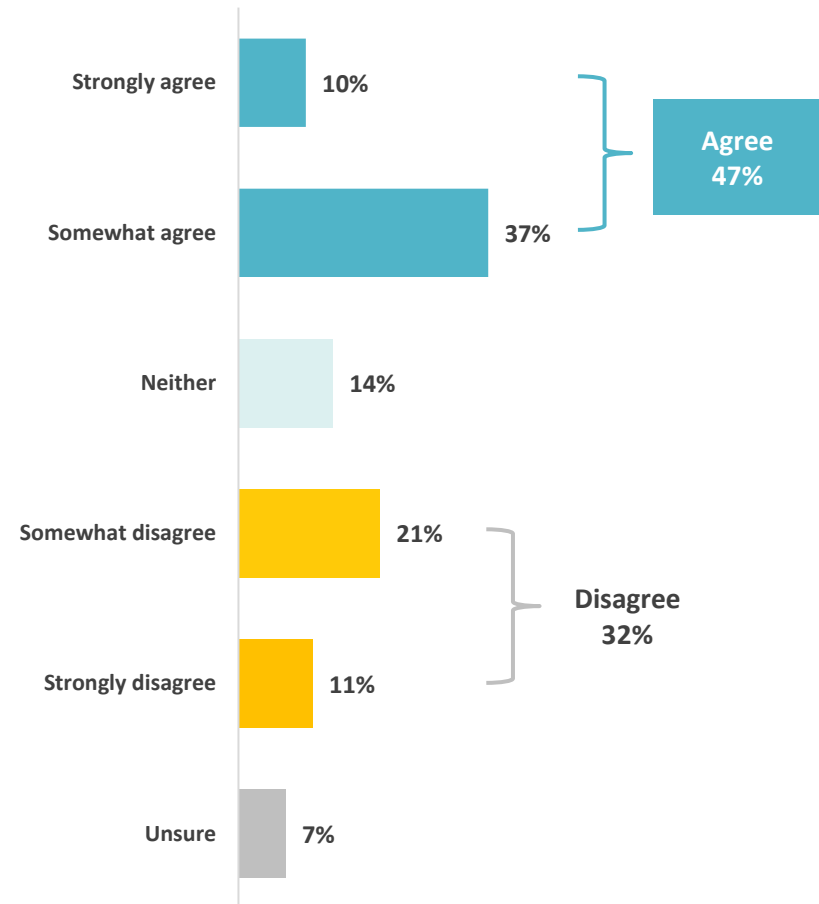


## Planning for Future Growth

Q. *Do you agree or disagree with the following statement?*  
The City carefully plans for future growth and development.

- Close to half (47%) of respondents agree the City carefully plans for future growth and development. Roughly a third (32%) disagree, while 14% are neutral.

### 5 out of 10 Agree City Carefully Plans for Future Growth



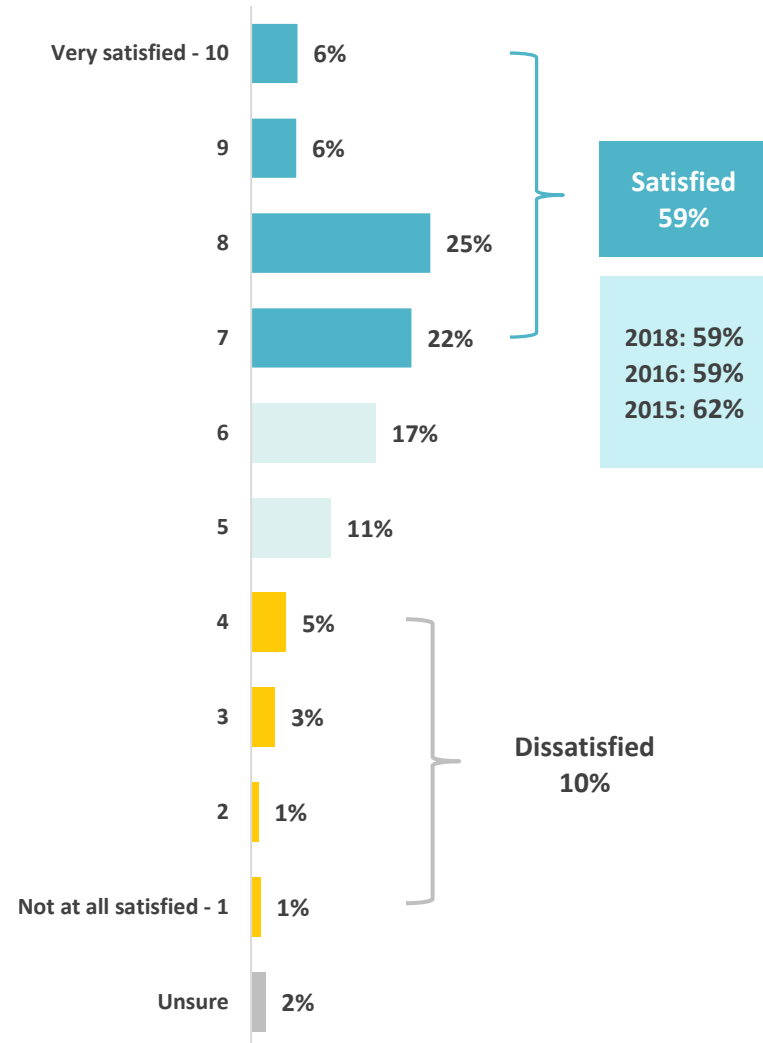
\* Chart may not total 100% due to rounding

## Quality of Services

**Q.** *How satisfied are you with the quality of services and programs provided by the City of Regina? Please use a number from 1 to 10, where 1 is not at all satisfied and 10 is very satisfied?*

- Six out of ten (59%) respondents are satisfied with the quality of services and programs provided by the City of Regina. Another 28% appear ambivalent (a score of 5 or 6 on the 1-10 scale) and 10% are not satisfied.
- Satisfaction with the quality of City services and programs is unchanged from 2016, down slightly from 62% in 2015.

### 6 out of 10 Satisfied with Quality of City Services & Programs

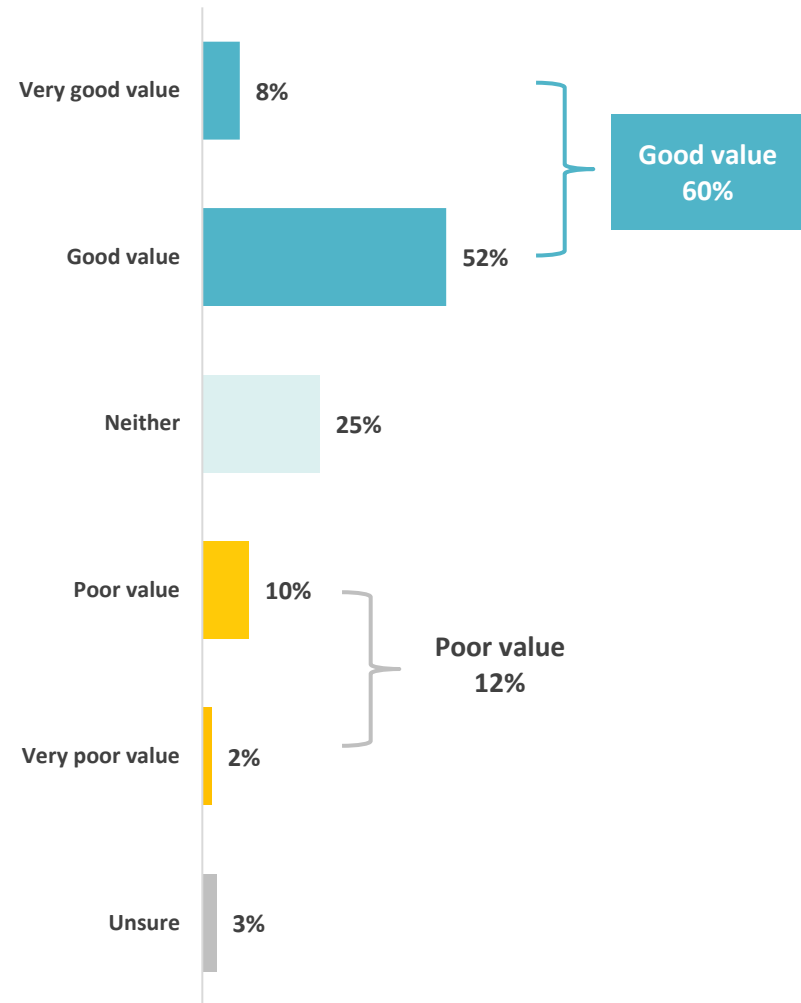


\* Chart may not total 100% due to rounding

## Value of Services

- Q. *Thinking about the services provided to you by the City of Regina, what value, if any, do you receive from these services?*
- Six out of ten (60%) respondents say they receive good-to-very good value from City of Regina services. While 25% are ambivalent, few (12%) say they receive poor value.

### 6 out of 10 Receive Good Value from City Services

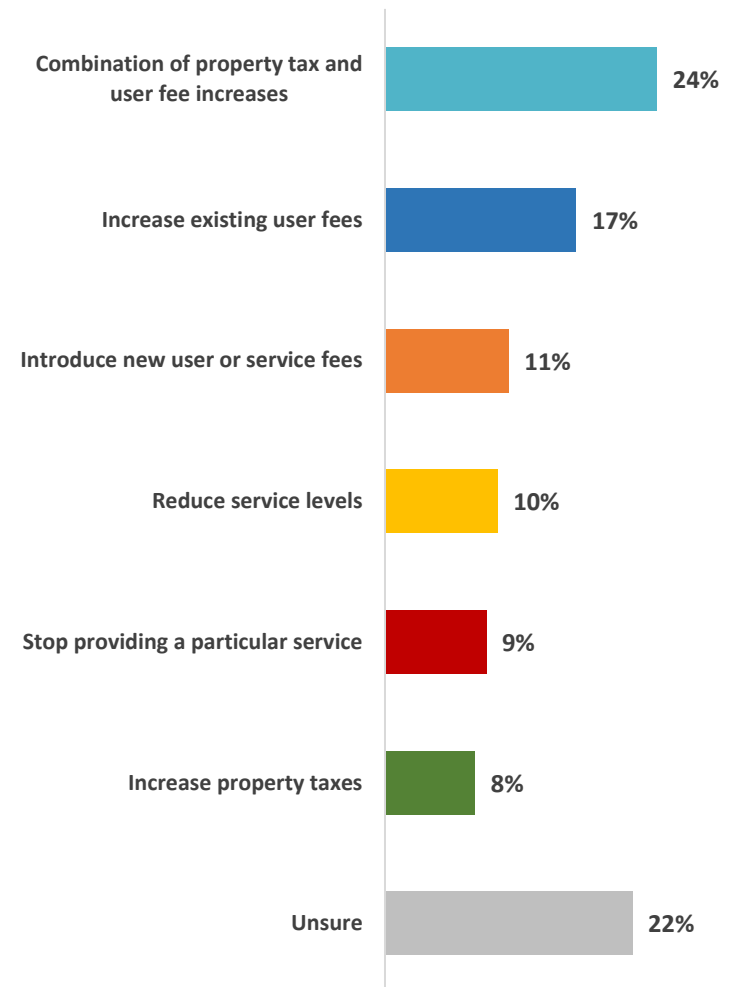


## Taxes

**Q. Occasionally, the City needs to make choices on how to balance its operating budget. Which of the following approaches, if any, would you most prefer?**

- Respondents appear divided on which approach they prefer the City to take to balance its operating budget. The largest percentage (24%) would prefer the City use a combination of property tax and user fee increases.
- Approximately 17% would prefer the City increase existing user fees, while another 11% would prefer the City introduce new user or service fees.
- Approximately 10% would prefer the City reduce service levels, and 9% would prefer the City stop providing a particular service.
- Last on the list of options is an increase in property taxes, at 8% of respondents.
- A significant number (22%) are unsure which approach they would most prefer.

### Opinion Varies on Preferred Approach to Balancing Budget



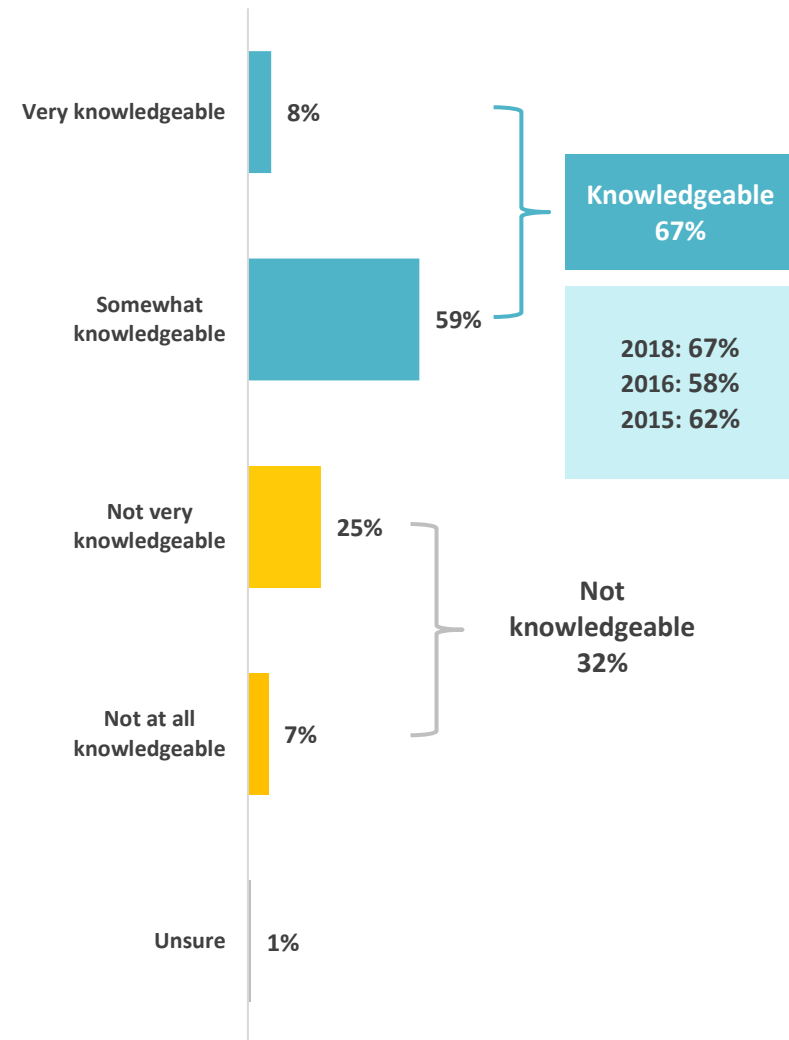
\* Chart may not total 100% due to rounding

## How Tax Dollars Are Spent

Q. *Would you say you are very, somewhat, not very or not at all knowledgeable about how City tax dollars are spent?*

- More than two-thirds (67%) of respondents say they are knowledgeable about how City tax dollars are spent, with the majority (59%) saying they are ‘somewhat knowledgeable’.
- The percentage of respondents who are at least somewhat knowledgeable about how City tax dollars are spent is up from 58% in 2016 and 62% in 2015.

### 7 out of 10 Know How Taxes Are Spent

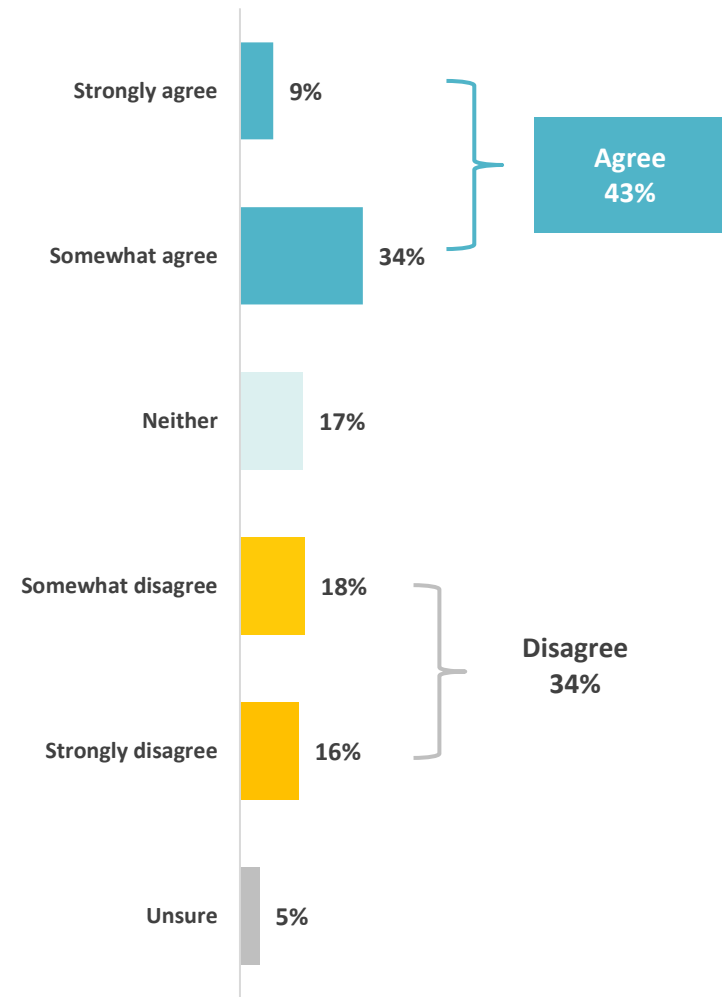


### Dedicated Tax Increase

Q. *Do you agree with the idea of a dedicated property tax increase that is spent only on a specific program or service, such as roads or recreation facilities?*

- Respondents appear somewhat divided on the issue of a dedicated property tax increase to pay for a specific program or services, such as roads or facilities—43% agree, 34% disagree and 17% are neutral.

### 4 out of 10 Agree with Dedicated Property Tax Increase



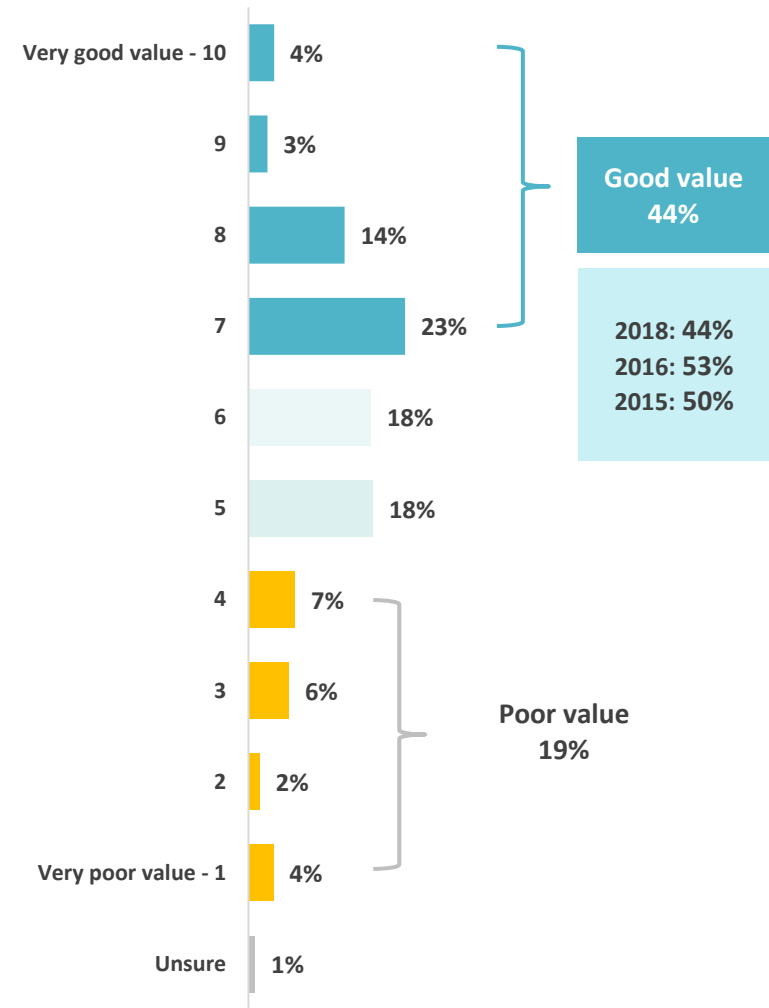
\* Chart may not total 100% due to rounding

## Value for Tax Dollars

Q. *Please rate the value you think you receive from your municipal tax dollars? Please use a number from 1 to 10, where 1 is very poor value and 10 is very good value?*

- Approximately 44% of respondents think they receive good value for their municipal tax dollars. Another 36% are ambivalent, while 19% think they receive poor value for their tax dollars.
- The percentage of respondents who think they receive good value for tax dollars is down from 53% in 2016 and 50% in 2015.

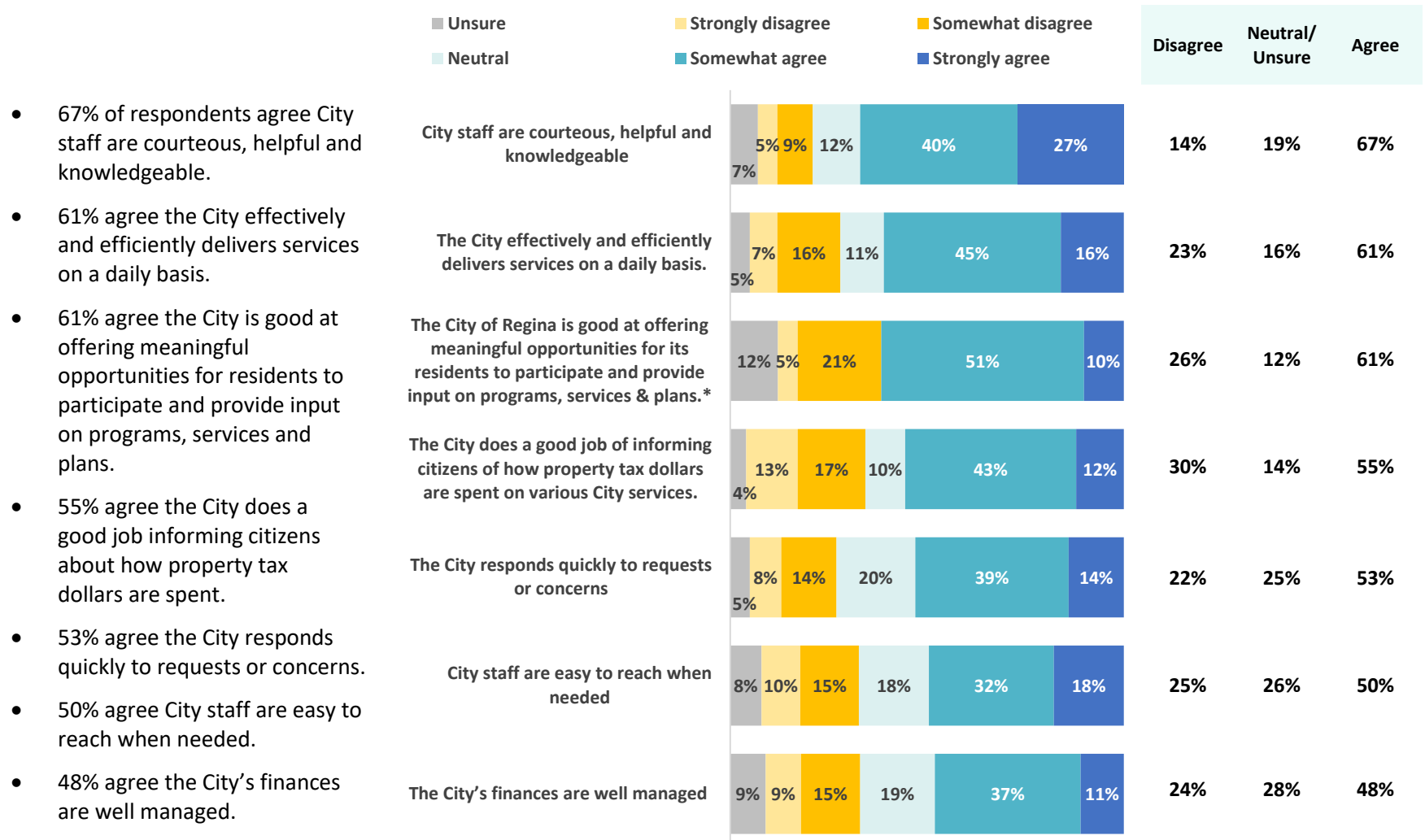
### 4 out of 10 Perceive Good Value for Tax Dollars



\* Chart may not total 100% due to rounding

# Trust Index

Q. Do you disagree or agree with each of the following statements?



\* Response adjusted to align with Trust Index agreement scale, see chart on page 31. \*\*Chart may not total 100% due to rounding



## City of Regina Trust Index

The citizen satisfaction survey uses a series of value statements to explore perceptions and opinions regarding elements that facilitate measuring citizen trust in the City of Regina.

Elements we use to estimate citizen trust include perceptions regarding responsiveness, access, knowledgeable staff, financial management, efficient delivery of services, balancing citizen needs with fiscal stewardship, good planning and open and transparent government. Taken together perception regarding these variables form a ‘trust index’ for the City of Regina.

Average score ratings range from 1 (do not agree at all) to 5 (completely agree with value statement). To interpret the scores, we recommend that an average of 3.5 or greater be viewed as agreement, a score of 3.0 to 3.49 be interpreted as moderate agreement, meaning there is a level of uncertainty, and scores under 3.0 be interpreted as disagreement.

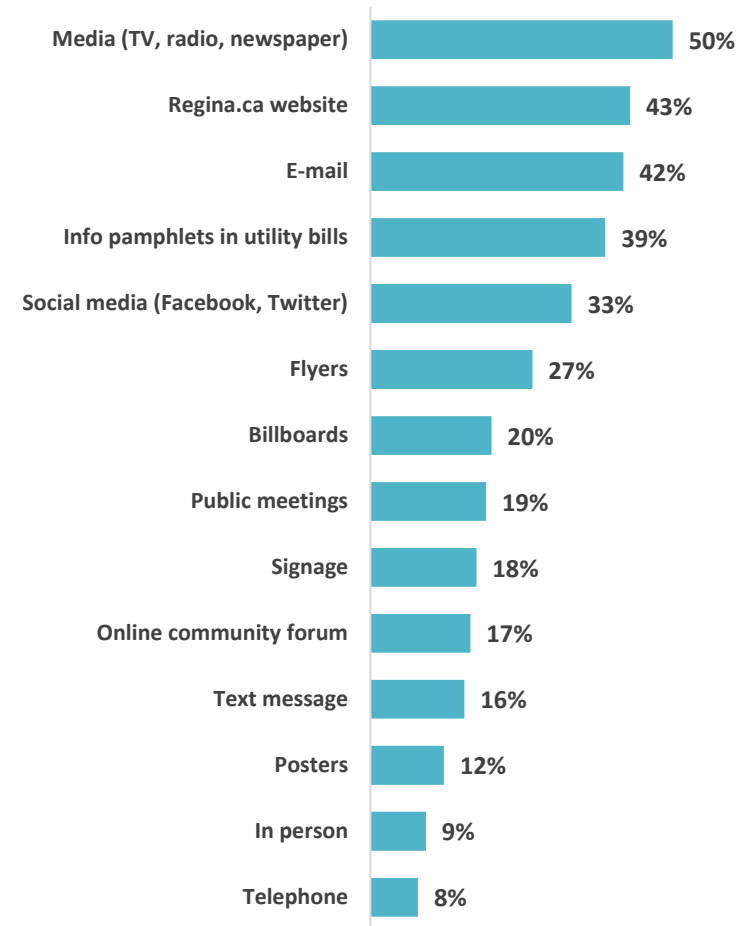
	% Agreement	Mean Score
City staff are courteous, helpful and knowledgeable.	67%	3.80
The City effectively and efficiently delivers services on a daily basis.	61%	3.50
The City is good at offering meaningful opportunities for residents to participate and provide input on programs, services and plans.	61%	3.40
The City does a good job of informing citizens of how property tax dollars are spent on various City services.	55%	3.26
The City responds quickly to requests or concerns.	53%	3.37
City staff are easy to reach when needed.	50%	3.36
The City’s finances are well managed.	48%	3.28
<b>Trust index</b>		<b>3.42</b>

## Communication Channels

**Q. How do you prefer to receive information about City of Regina programs or services?**

- Half (50%) of respondents prefer to receive information about City of Regina programs and services via traditional media (e.g. local TV, radio, newspaper).
- Four out of ten prefer the Regina.ca website (43%), email (42%) and information pamphlets in their utility bills (39%).
- One-third (33%) prefer to receive information via social media (Facebook, Twitter, YouTube), 17% via online community forums and 16% via text message.
- Approximately 27% prefer flyers, 20% billboards, 19% public meetings, 18% signage and 12% posters.

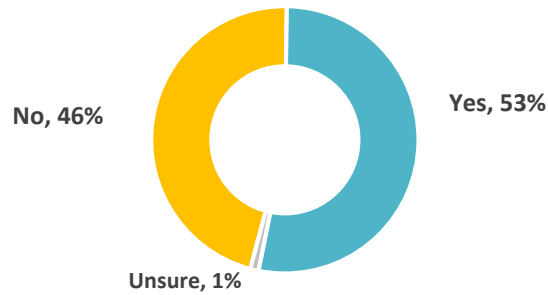
### Top Channels – Media, Website, Email



*\* Multiple response allowed*

## Contact with City

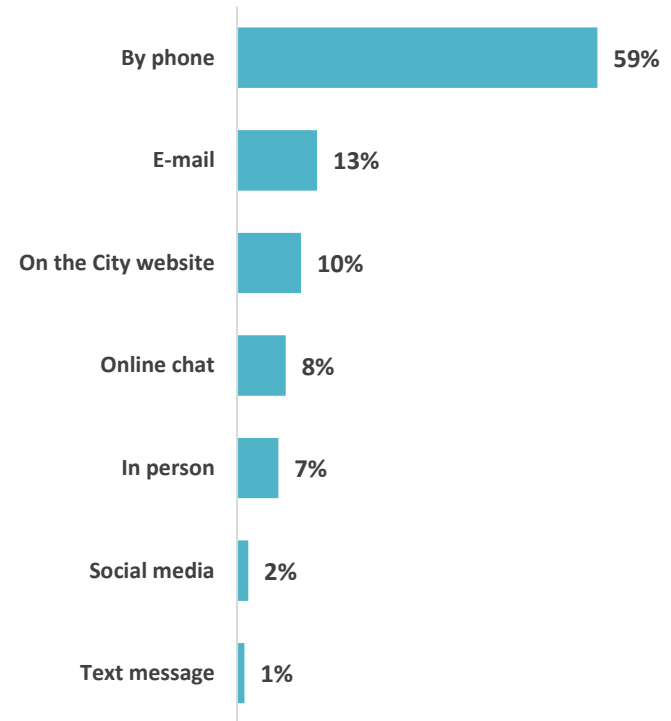
Q. *In the past 12 months, have you contacted the City of Regina or one of its employees for any reason?*



- Just over half (53%) of respondents have contacted the City of Regina or one of its employee in the past 12 months.

## 6 out of 10 Prefer Phone Contact

Q. *How would you prefer to contact the City of Regina?*



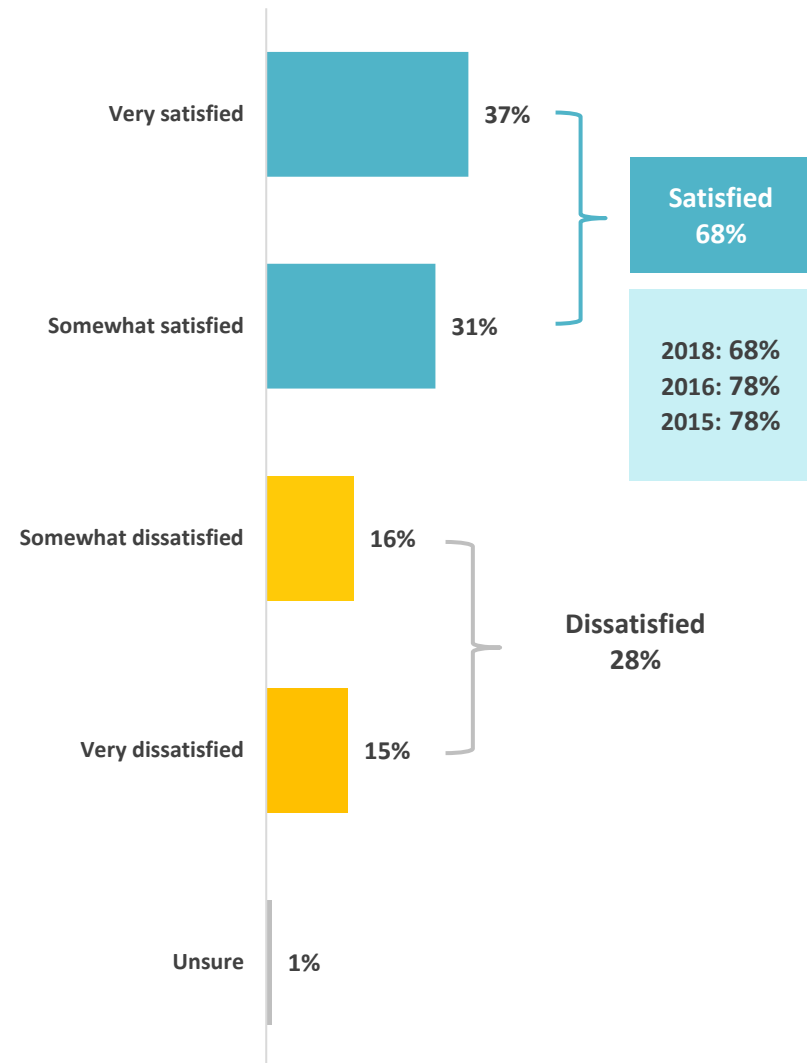
- Among respondents who have contacted the City in the last year, the majority (59%) would prefer to contact the City by phone.
- Approximately 13% prefer email, 10% prefer to use the City's website, 8% prefer online chat and 7% prefer in person.

### Satisfaction with Recent Contact

Q. *How satisfied were you with your most recent contact?*

- Among respondents who have contacted the City in the last year, the majority (68%) say they were satisfied with their most recent contact—including 37% who were ‘very satisfied’.
- Satisfaction with most recent contact with the City is down from 78% in 2016 and 2015.

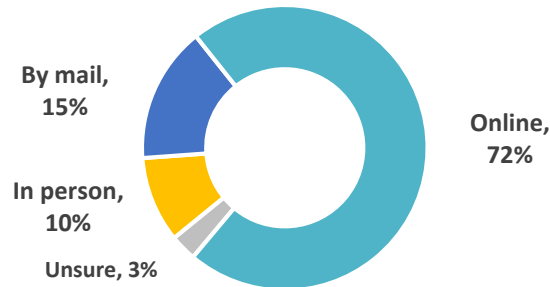
### 7 out of 10 Satisfied with Most Recent Contact



## Providing Services Online

### 7 out of 10 Prefer to Do Business Online

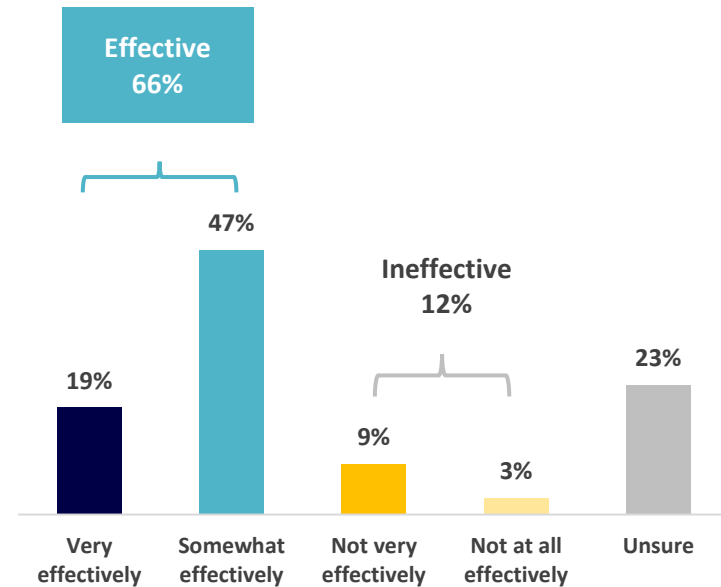
Q. *Would you prefer to receive services or conduct business such as paying utility and tax bills with the City of Regina in-person, by mail or online?*



- The large majority (72%) of respondents prefer to receive services or conduct business with the City online (e.g. paying utility and tax bills).
- Approximately 15% prefer to receive services/conduct business by mail and 10% in person.

### 7 out of 10 Say City Effectively Provides Services Online

Q. *In your opinion, how effectively, if at all, does the City of Regina provide services online?*



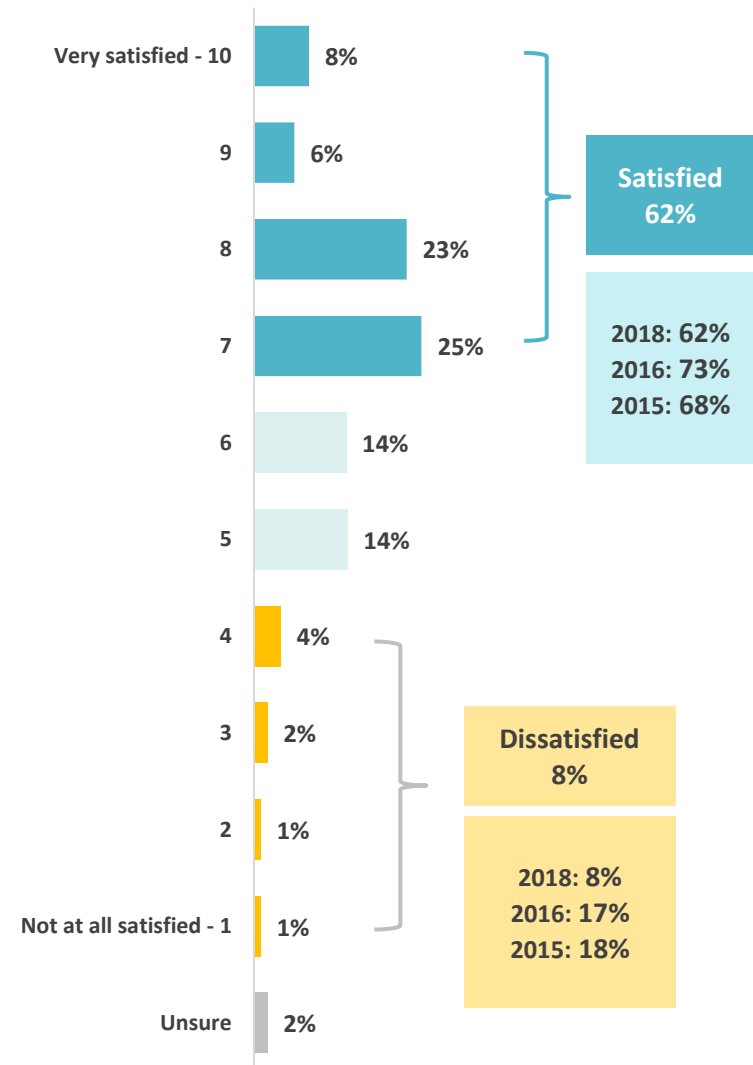
\* Chart may not total 100% due to rounding

- The majority (66%) of respondents think the City effectively provides services online. Approximately 12% disagree and 23% are unsure.

## Satisfaction with Customer Service

- Q. *How satisfied are you with the level and quality of customer service provided by the City of Regina? Please use a number from 1 to 10, where 1 is not at all satisfied and 10 is very satisfied?*
- Most (62%) respondents are satisfied with the level and quality of customer service provided by the City of Regina. A small number (8%) are dissatisfied, while 28% are neutral.
  - Satisfaction with the City’s customer service is down from 73% in 2016 and 68% in 2015. However, the difference is attributable to a greater percentage of respondents who are neutral (28% in 2018 vs. 11% in 2016 and 14% in 2015). In 2018, fewer respondents are actually dissatisfied—8% vs. 17% in 2016 and 18% in 2015.

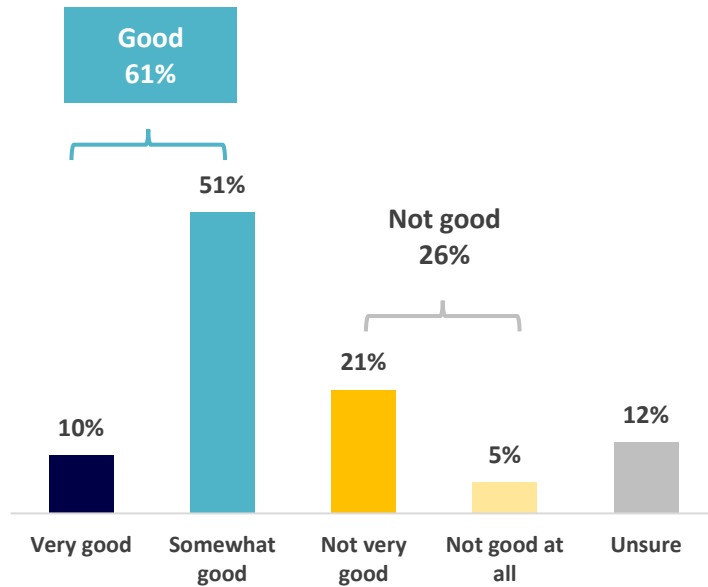
### 6 out of 10 Satisfied with City’s Customer Service



## Public Participation and Engagement

### 6 out of 10 Think City is Good at Public Participation

Q. *In your opinion, how good is the City of Regina at offering meaningful opportunities for its residents to participate and provide input on programs, services and plans?*

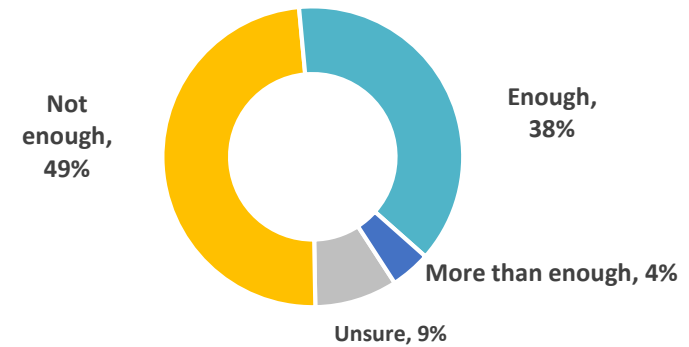


\* Chart may not total 100% due to rounding

- Most respondents (61%) think the City of Regina is good at offering meaningful opportunities for residents to participate and provide input on programs, services and plans.
- Approximately a quarter (26%) do not agree and 12% are unsure.

### 4 out of 10 Think City Does Enough to Get Public Input

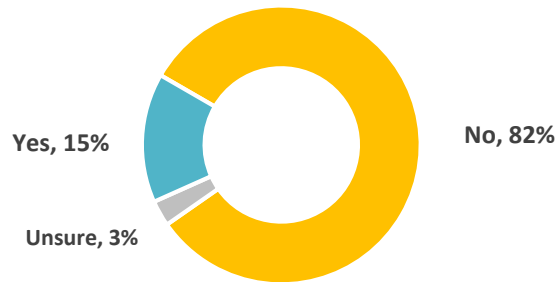
Q. *Do you think the City does enough to get the public's input on the decisions it makes?*



- Approximately 38% of respondents think the City does enough to get public input on its decisions.
- Close to half (49%), however, do not think the City is doing enough to get public input.

### 2 out of 10 Have Provided Public Feedback

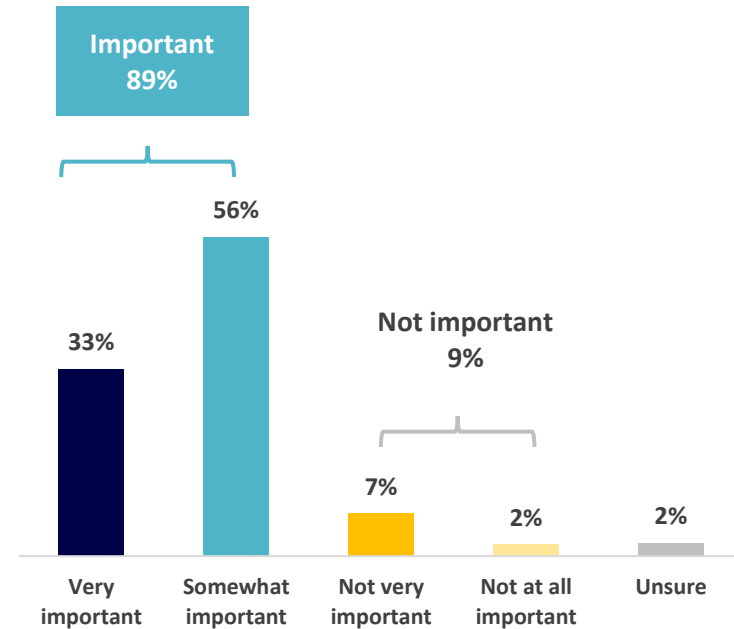
Q. *Prior to this survey, have you provided input to the City of Regina on any civic decisions in the previous 12 months?*



- Approximately 15% of respondents have provided input on civic decisions in the last 12 months. The large majority (82%) have not.

### 9 out of 10 Say Opportunity to Provide Input Is Important

Q. *How important is it to you to have opportunities to participate and provide input on programs, services and plans?*



- The large majority (89%) of respondents say it is important to have opportunities to participate and provide input on City programs, services and plans. Few (9%) say it's unimportant.



# Respondent Profile

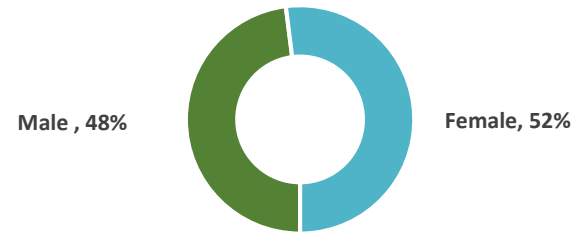


# Demographics

## AGE



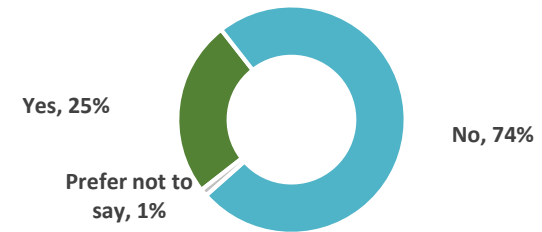
## GENDER



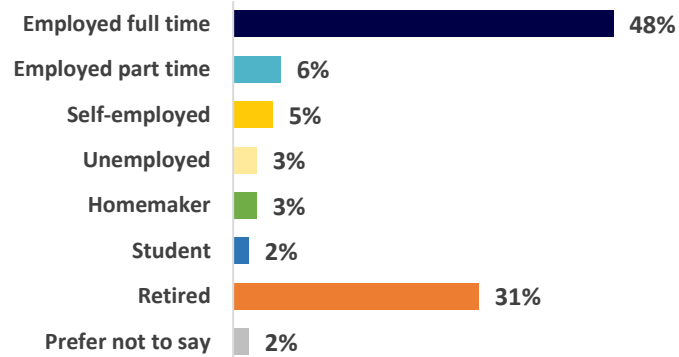
## OWN OR RENT HOME



## CHILDREN LIVING AT HOME



## EMPLOYMENT



## HOUSEHOLD INCOME

