

City of Regina 2019 Citizen Satisfaction Survey Report May 2019

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Photo Economic Development Regina/Calvin Fehr



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City of Regina
2019 Citizen Satisfaction Survey

Executive Summary

City of Regina

Citizen Satisfaction Survey

In May 2019, Fast Consulting conducted a citizen satisfaction survey on behalf of the City of Regina 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 majority (72%) of residents are satisfied living in the City of Regina. The large majority (73%) also agree that Regina is on the right track to becoming a better city. These satisfaction levels are consistent with 2018.

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

- › The majority (70%) of residents rate quality of life in Regina as good, a slight dip from 74% in 2018 and 73% in 2016.

8 out of 10 Say Civic Facilities Important to Quality of Life

- › The large majority (82% vs. 83% in 2018) agree that civic recreation facilities are an important part of what makes cities like Regina good places to live.

8 out of 10 Agree with Allocating Tax to Infrastructure

- › The large majority (81% vs. 83% in 2018) also agree a portion of today's property tax dollars should be allocated to help fund the cost of rebuilding infrastructure in the future.

4 out of 10 Think the City Good Choices and Balances Taxes

- › Opinion differs on whether the City understands what's important to residents and makes good choices about where to spend tax dollars—41% agree (42% in 2018) and 36% disagree (40% in 2018).
- › Opinion also differs on whether the City does a good job of balancing meeting the community's needs with affordability for property taxpayers—39% agree (43% in 2018) and 35% disagree (36% in 2018).

5 out of 10 Think People Feel Safe Living in Regina

- › Just over half (54%) of respondents think their colleagues and family members feel safe living in Regina, in line with 57% in 2018.

6 out of 10 Satisfied with City's Customer Service

- › Most (59%) respondents are satisfied with the level and quality of customer service provided by the City of Regina, down somewhat from 62% in 2018.

5 out of 10 Satisfied with Quality of City Services & Programs

- › Half (50%) of respondents are satisfied with the quality of services and programs provided by the City of Regina, down from 59% in 2018 and 2016.
- › Just over half (54%) say they receive good-to-very good value from City of Regina services, down somewhat from 60% in 2018.

Roads & Public Safety Consistently Cited as Top Issues Facing City

- › Consistent with 2018, roads are the most frequently mentioned important issue facing the City of Regina—37% of respondents cite road condition/construction/repairs, followed by 22% who cite public safety/crime/policing.

Roads Top Spending Priority

- › Citizens' top spending priorities tend to reflect their perceptions of important issues facing the City.
- › Road condition/construction/repairs are a clear spending priority, at 46% of respondents vs. 37% who think it's an important issue.
- › Approximately 18% mention infrastructure as a spending priority, consistent with 18% who cite it as an important issue.
- › 15% mention public safety/crime/ policing as a spending priority vs. 22% who think it's an important issue.

5 out of 10 Want Spending to Focus on Neighbourhood Roads

- › Half of respondents (50%) think neighbourhood roads and streets in residential areas should receive the greatest attention when it comes to spending on roads, while 37% think major roads and overpasses should be the focus of spending.

4 out of 10 Perceive Good Value for Tax Dollars

- › Approximately a third (34%) of residents think they receive good value for their municipal tax dollars, down from 44% in 2018 and 53% in 2016. Another 38% are ambivalent, consistent with previous surveys, while 27% think they receive poor value (19% in 2018).
- › Residents remain divided on which approach they prefer the City to take to balance its operating budget. The largest percentage (20%) would prefer the City use a combination of property tax and user fee increases (24% in 2018).
- › Residents also remain divided on the issue of a dedicated property tax increase to pay for a specific program or services—44% agree, 36% disagree and 15% are neutral. This is consistent with 2018 results.

- › The large majority (81% vs. 83% in 2018) 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

- › The large majority (74%) of respondents are satisfied with the overall quality of City communications, up from 67% in 2018.
- › Most (59%) residents prefer to contact the City by phone, while a third (31%) prefer to use email.
- › When it comes to receiving information about City programs and services, half (51%) prefer to receive information via traditional media (e.g. local TV, radio, newspaper) and/or the Regina.ca website, while 43% prefer email, 39% information pamphlets in utility bills and 37% social media (e.g. Facebook, Twitter).
- › The large majority (73%) of residents prefer to receive services or conduct business with the City online (e.g. paying utility bills). Most (67%) think the City effectively provides services online. This is consistent with 2018 survey results.

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

- › Most respondents (65%) think the City of Regina is good at offering meaningful opportunities for residents to participate and provide input on programs, services and plans, up slightly from 61% in 2018.
- › Although only 17% of residents have provided input on civic decisions in the last 12 months, the large majority (87%) say it's important for them to have opportunities to provide input on City programs, services and plans. This is consistent with 2018.

Trust Index

Fast Consulting developed the Trust Index in the 1990s to monitor overall public support for organizations based on the integration of perceptions regarding customer service, communication, financial stewardship and future planning.

The Trust Index is an average score calculated from a set of statements. The average scores are based on a 1 to 5 scale, where 1 is ‘strongly disagree’ and 5 is ‘strongly agree.’ To interpret scores, we suggest that a score of 3.5 or greater is agreement (greater than 4 is strong agreement), 2.5 to 3.49 is moderate agreement and less than 2.5 is disagreement.

Average Trust Index Score: 3.34 (Moderate Agreement)

The average mean score for all seven Trust Index value statements is 3.34 out of 5.00, indicating moderate agreement overall.

- *City staff are courteous, helpful and knowledgeable* – 3.88 indicates overall agreement.
- *City effectively and efficiently delivers services on a daily basis:* 3.60 (overall agreement).
- *City staff are easy to reach when needed* – 3.39 indicates moderate agreement.
- *City carefully plans for future growth and development* – 3.24 (moderate agreement).
- *City responds quickly to requests or concerns* – 3.22 (moderate agreement).
- *City does a good job informing citizens how property tax dollars are spent on City services* – 3.06 (moderate agreement).
- *City’s finances are well managed* – 3.39 (moderate agreement).

	Disagree	Neutral/unsure	Agree	Mean Score
City staff are courteous, helpful and knowledgeable	10%	23%	66%	3.88
The City effectively and efficiently delivers services on a daily basis.	17%	21%	61%	3.60
City staff are easy to reach when needed	23%	26%	52%	3.39
The City carefully plans for future growth and development	27%	26%	48%	3.24
The City responds quickly to requests or concerns	28%	27%	46%	3.22
The City does a good job of informing citizens of how property tax dollars are spent on various City services.	35%	24%	42%	3.06
The City’s finances are well managed	33%	32%	35%	2.96
Trust Index				3.34

**Figures may not total 100% due to rounding*

Methodology

The Survey

This public opinion survey was conducted for the City of Regina between April 15th and May 6th, 2019. The survey collected data from a combined total sample of 600 Regina residents over the age of 18. This is 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 report is not weighted.

Landline telephone respondents (150 surveys) were selected from a randomly generated electronic sample frame built by Fast Consulting and ASDE. Mobile telephone interviews (150 surveys) were conducted with assistance from Elemental Research. The online version of the survey (300 surveys) was deployed with a panel of Regina residents through ResearchNow, one of our market research online community (MROC) panel partners.

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.



City of Regina
2019 Citizen Satisfaction Survey

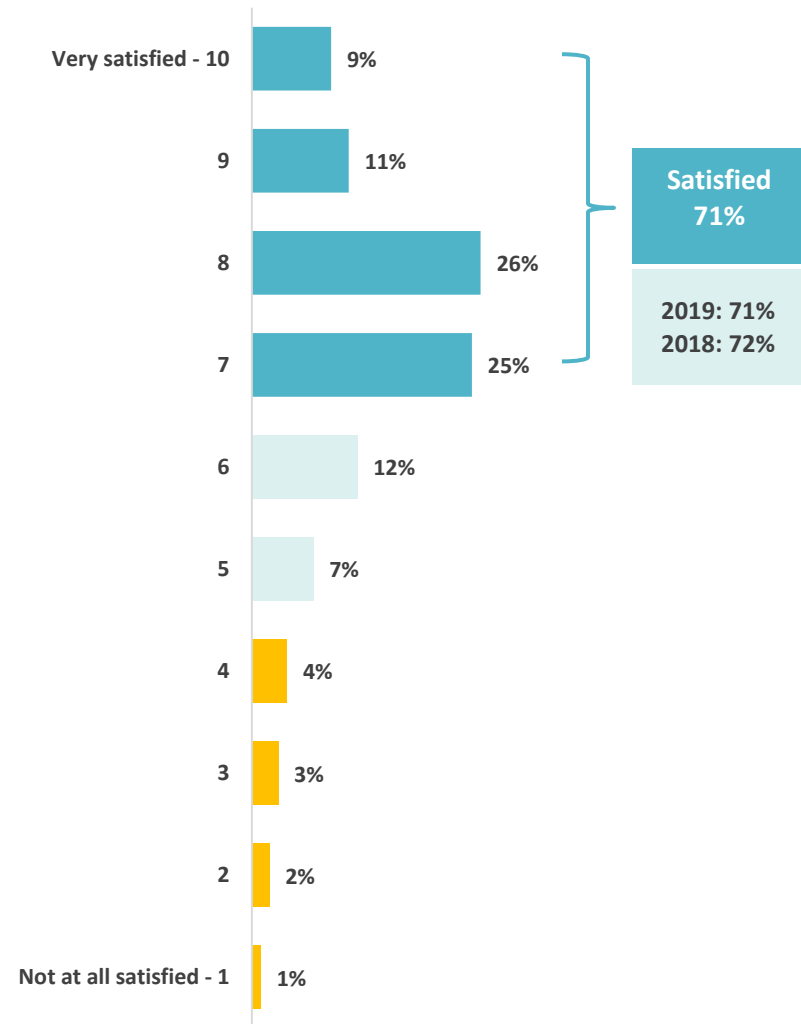
Survey Results

Satisfaction with Life in Regina

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 (71%) of respondents are satisfied living in the City of Regina. This is consistent with 72% in 2018.
- Another 19% are ambivalent, while 10% are not satisfied living in the city (7% in 2018).

7 out of 10 Residents Are Satisfied Living in Regina

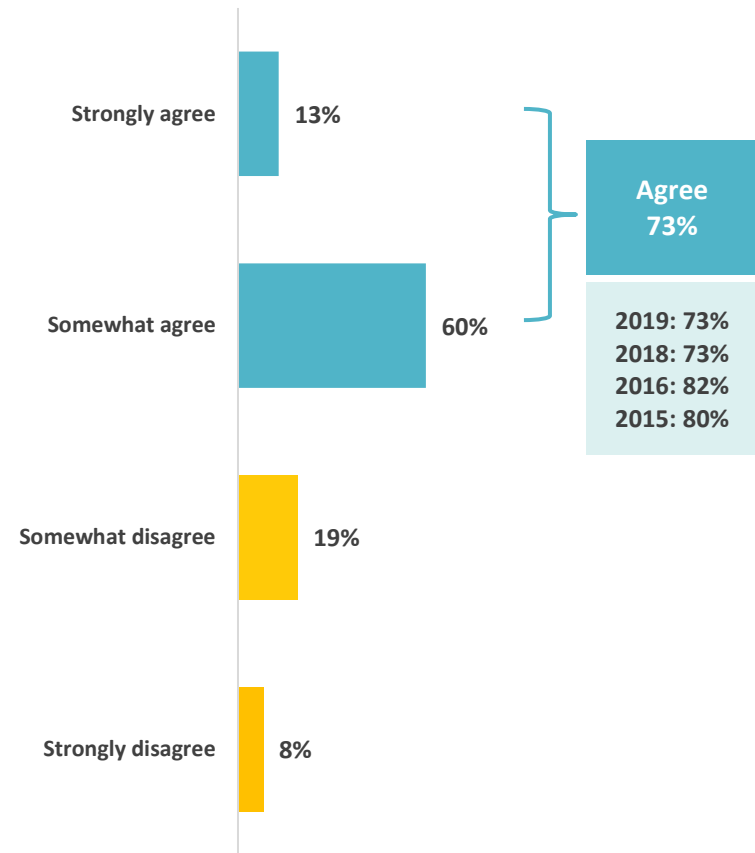


Is Regina on the Right Track?

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. This is unchanged from 2018 but down from 82% in 2016 and 80% in 2015.
- Approximately a quarter (27%) disagree, consistent with 25% in 2018.

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

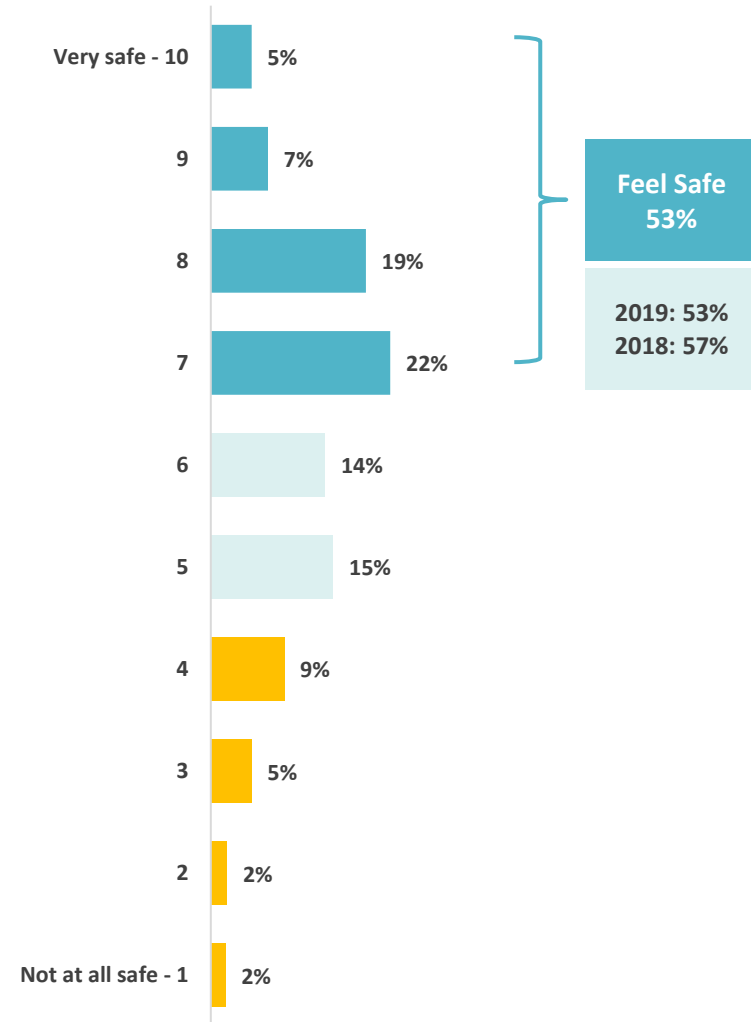


Do Residents Feel Safe?

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?*

- Five out of ten (54%) respondents think their colleagues and family members feel safe living in Regina. This is in line with 57% in 2018.
- Approximately 29% seem uncertain (unchanged from 2018), while 18% do not think people feel safe (14% in 2018).

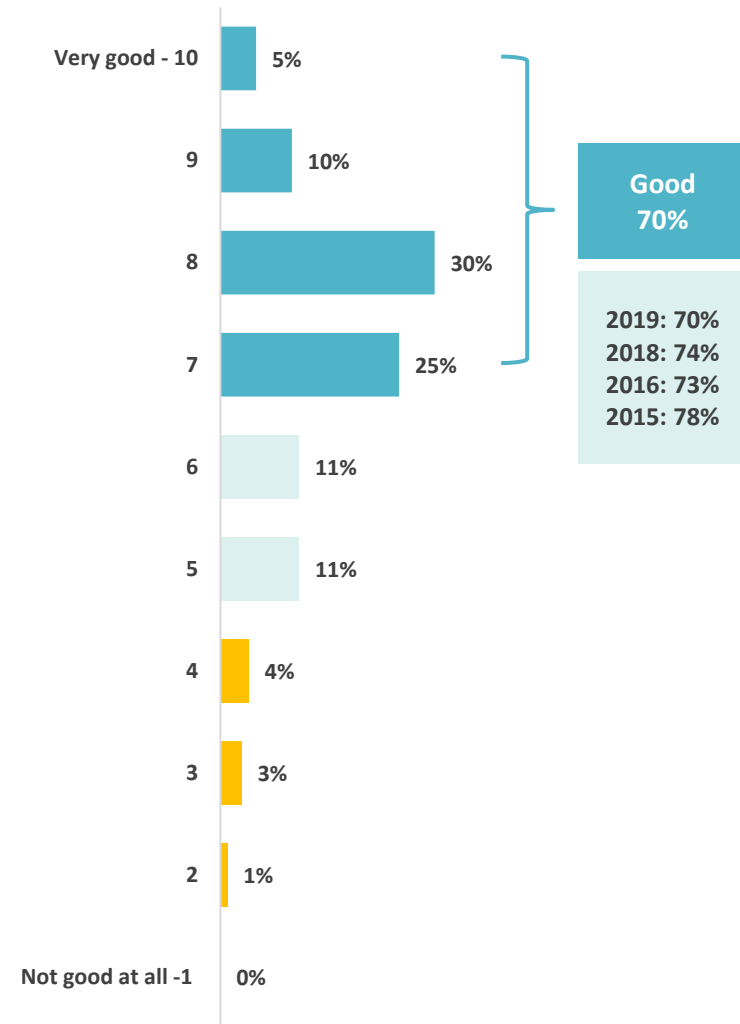
5 out of 10 Think People Feel Safe Living in Regina



Perception of 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 (70%) of respondents rate the quality of life in Regina as good. This is down somewhat from previous years.
 - Approximately 22% of respondents are ambivalent about quality of life in the city (19% in 2018), while a small percentage (8%, unchanged from 2018) rate quality of life as poor.

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

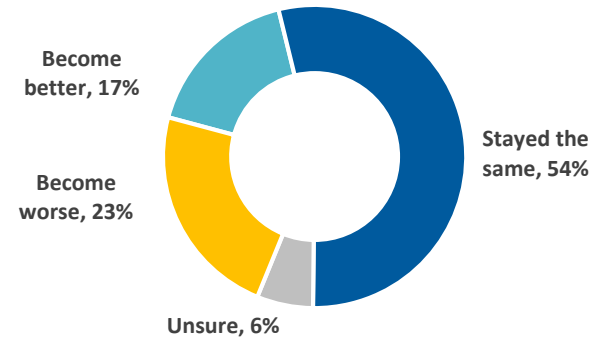


Change in Perception of Quality of Life

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

- Most respondents (54%) think quality of life in Regina has stayed the same over the past three years, in line with 50% in 2018.
- Another 17% think it has improved (20% in 2018) and 23% (27% in 2018) think it is worse.
- A third of those who think quality of life has stayed the same explain by saying ‘nothing has changed.’ Those who think it’s better mostly point to more shopping/entertainment and development opportunities. Those who think it’s worse cite public safety/crime/ policing or quality of life (e.g. earning less).

Most Say Quality of Life Has Stayed the Same

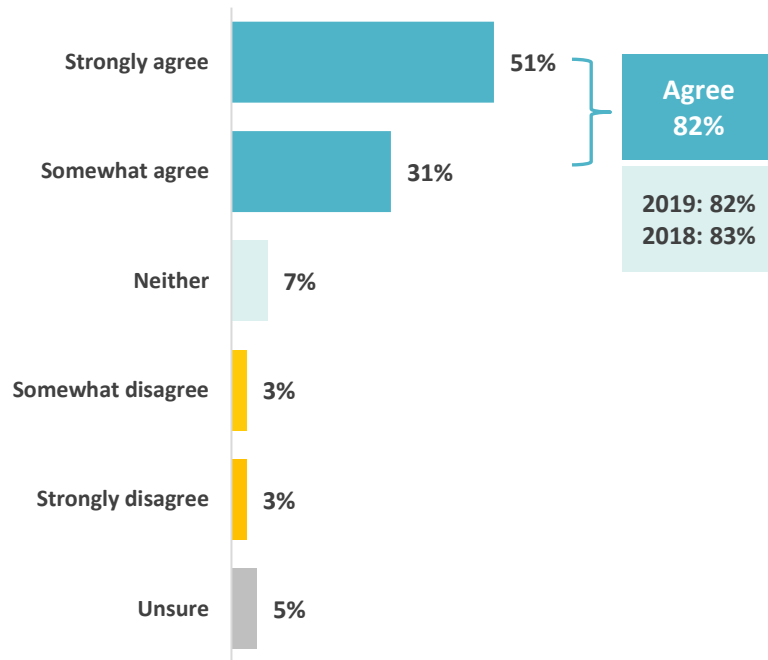


	Better	Same	Worse
More shopping/entertainment	20%	Nothing has changed 34%	Public safety/crime/policing 22%
Development opportunities	11%	The economy 6%	Quality of life (earn less) 12%
Everything feels better	8%	Road conditions 5%	Road conditions 6%
Population/sustained growth	7%	Taxation levels 5%	Housing availability/affordability 6%
More diverse population	7%	Infrastructure 4%	Taxation levels 5%
Recreation facilities/programs	7%	Public safety/crime/policing 4%	Fiscal responsibility 5%
Jobs/more local jobs	5%	Jobs/more local jobs 3%	Immigration/tolerance issues 5%
Road condition	4%	Housing availability/affordability 3%	Infrastructure 5%
Housing availability/affordability	3%	Development opportunities 3%	Traffic/traffic congestion 4%
Parks & green spaces	3%	Fiscal responsibility 3%	The economy 3%
The economy/Attracting business	3%	Social programming 3%	Water & sewer 3%

Civic Recreation Facilities

8 out of 10 Agree Civic Recreation Facilities Make Regina a Better Place to Live

Q. *Do you agree civic recreation facilities are an important part of what makes cities like Regina good places to live?*

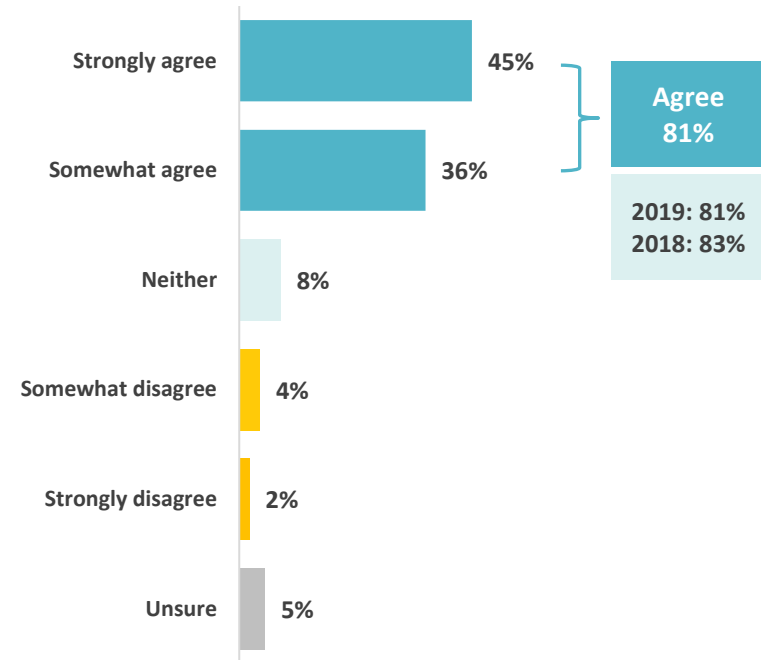


- The large majority (82%) of respondents agree civic recreation facilities are an important part of what makes cities like Regina good places to live, including half (51%) who ‘strongly agree.’ This is consistent with 2018 results.

Tax Dollars & Infrastructure

8 out 10 Agree Some Property Tax Should Be Allocated for Future Infrastructure

Q. *Do you agree a portion of today’s property tax dollars should be allocated to help fund the cost of rebuilding infrastructure (e.g. roads, overpasses, city facilities) in the future?*

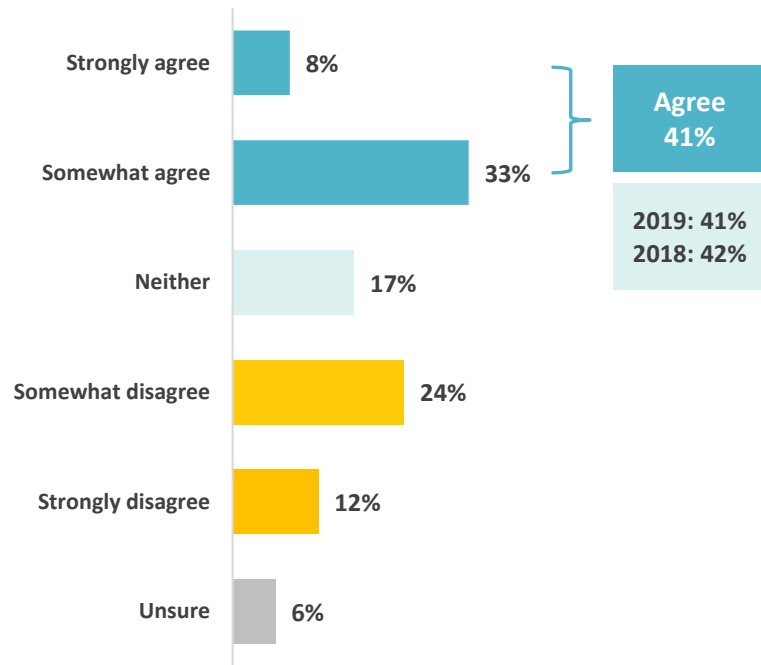


- Also consistent with 2018, the large majority (81% vs. 83% in 2018) of respondents agree a portion of today’s property tax dollars should be allocated to help fund the cost of rebuilding infrastructure in the future, including 45% ‘strongly agree.’

Does the City Understand What’s Important?

4 out of 10 Agree the City Understands What’s Important to Residents

Q. *Do you agree the City understands what’s important to residents and makes good choices about where to spend tax dollars?*

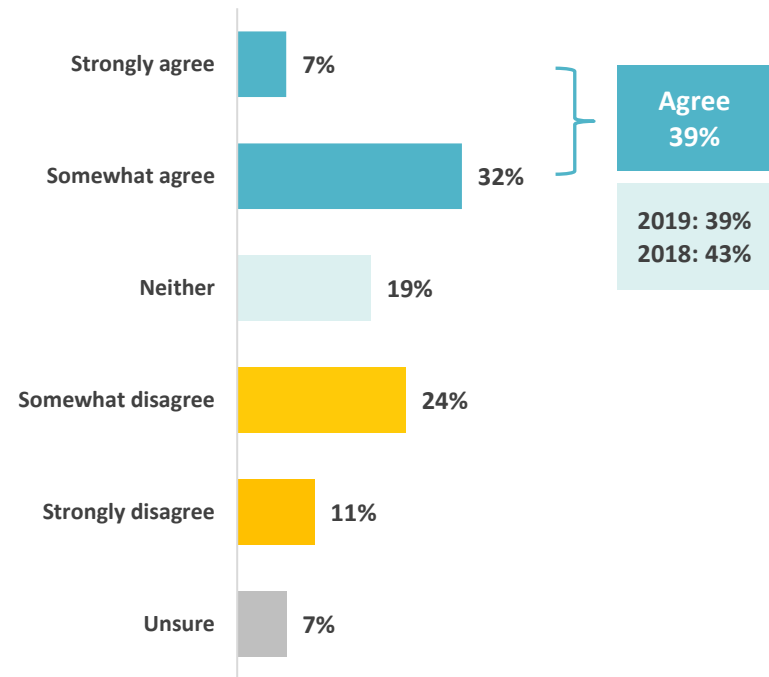


- Opinions differ on whether the City understands what’s important to residents and makes good choices about where to spend tax dollars: 41% agree (42% in 2018) and 36% disagree (40% in 2018). Another 17% are neutral (14% in 2018).

Balancing Community Needs & Property Taxes

4 out of 10 Agree the City Balances Community Needs with Affordable Property Taxes

Q. *Do you agree the City does a good job of balancing meeting the community’s needs with affordability for property taxpayers?*



- Opinions also differ on whether the City does a good job of balancing meeting the community’s needs with affordability for property taxpayers—39% agree (43% in 2018) and 35% disagree (36% in 2018). Another 19% are neutral (18% in 2018).

Important Issues

Roads and Public Safety Consistently Cited as Top Issues Facing City of Regina

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—37% of respondents cite road condition/construction/ repairs.
- Two out of ten (22%) respondents cite public safety/crime/policing as the most important issue facing the City.
- Approximately 18% cite infrastructure, the economy/attracting business/jobs and taxation levels as important issues.
- One out of ten cite housing availability/ affordability (12%), social programming (11%) and fiscal responsibility (10%) as important issues.
- In terms of first mentions, the five most frequently mentioned important issues are roads, public safety, taxation levels, infrastructure and economic/housing issues.
- These trends are consistent with previous surveys.

	First mention	Other mentions	All mentions
Road condition/construction/repairs	20%	17%	37%
Public safety/crime/policing	12%	10%	22%
Infrastructure	10%	8%	18%
Economy/Attracting business/Jobs	8%	10%	18%
Taxation levels	11%	7%	18%
Housing availability/affordability	8%	4%	12%
Social programming	4%	7%	11%
Fiscal responsibility	5%	5%	10%
Parks & green spaces	2%	7%	9%
Waste management	2%	6%	8%
Snow/garbage clearing	3%	4%	7%
Traffic/traffic congestion	4%	3%	7%
Education/schools	2%	4%	6%
Public transit	2%	4%	6%
Environment	3%	3%	6%
Population growth/sustained growth	4%	2%	6%
Downtown development	1%	4%	5%
Water & sewer	1%	4%	5%
Recreational facilities/programs	2%	3%	5%
Gun/drugs	4%	1%	5%
Earning less/Poverty	5%	0%	5%

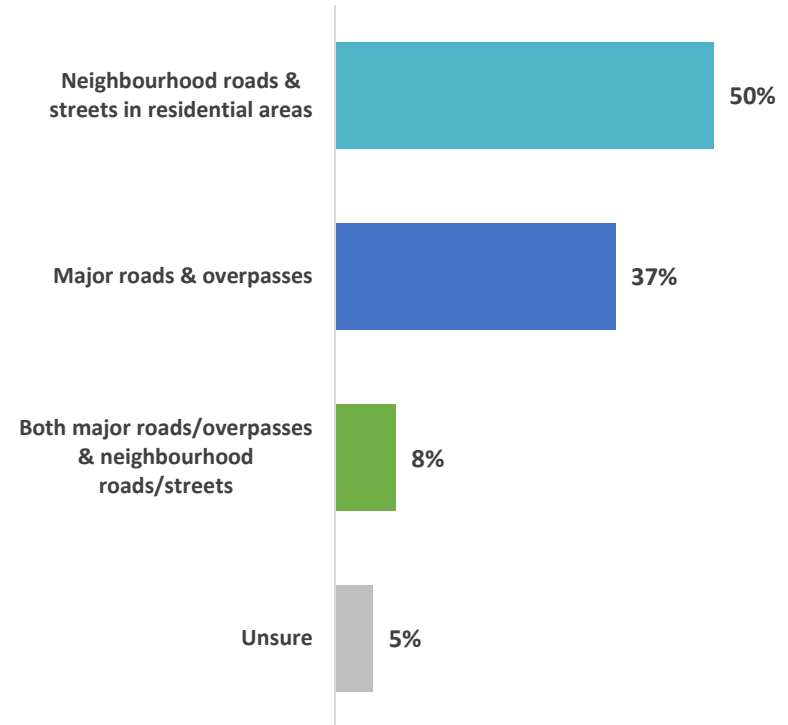
* Multiple response allowed

Spending on Roads

Q. *What do you think should receive the greatest attention when it comes to spending on roads?*

- Half of respondents (50%) think neighbourhood roads and streets in residential areas should receive the greatest attention when it comes to spending on roads. This is down from 61% in 2018.
- Approximately 37% of respondents think major roads and overpasses should be the focus of spending, almost double 19% in 2018.
- A small percentage (8%) think both major roads and neighbourhood roads should be the focus of spending, consistent with 2018.

5 out of 10 Want Spending to Focus on Neighbourhood Roads



Spending Priorities

Roads Are Top Spending Priority

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 important issues facing the City.
- Road condition/construction/repairs are a clear spending priority, at 46% of respondents vs. 37% who think it’s an important issue.
- 18% mention infrastructure as a spending priority, consistent with 18% who cite it as an important issue.
- 15% mention public safety/crime/ policing as a spending priority vs. 22% who think it’s an important issue.
- 13% mention recreational facilities/programs vs. 5% who think it’s an important issue.
- 11% say housing availability/ affordability and parks & green spaces are spending priorities vs. 12% and 9%, respectively, who think these are important issues.
- 10% cite snow/garbage clearing as a spending priority and 7% who think it’s an important issue.

	First mention	Other mentions	All mentions
Road condition/construction/repairs	31%	15%	46%
Infrastructure	12%	6%	18%
Public safety/crime/policing	6%	9%	15%
Recreational facilities/programs	3%	10%	13%
Housing availability/affordability	4%	7%	11%
Parks & green spaces	2%	9%	11%
Snow/garbage clearing	3%	7%	10%
Economy/Attracting business/Jobs	3%	5%	8%
Education/schools	4%	4%	8%
Public transit	2%	5%	7%
Waste management	2%	5%	7%
Water & sewer	2%	5%	7%
Social programming	2%	4%	6%
Fiscal responsibility	3%	1%	4%
Environment	1%	3%	4%
Taxation levels	1%	3%	4%
Traffic/traffic congestion	0%	4%	4%
Earning less/Poverty	0%	3%	3%

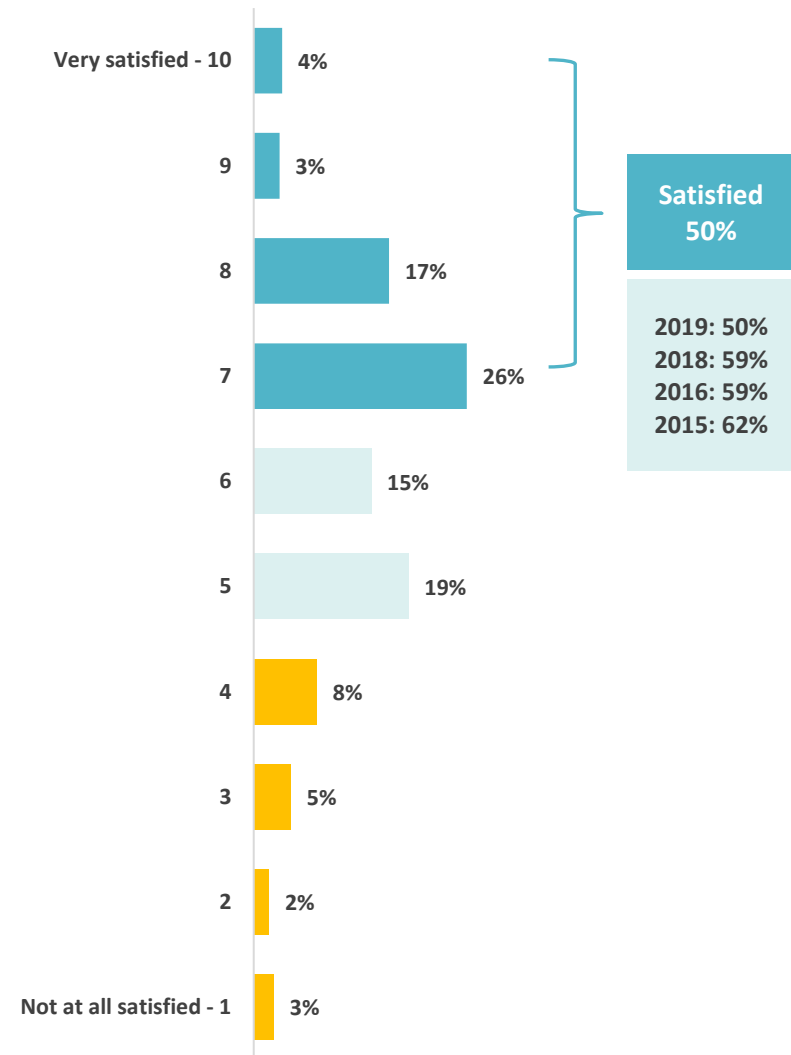
** Multiple response allowed*

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?*

- Five out of ten (50%) respondents are satisfied with the quality of services and programs provided by the City of Regina, down from 59% in 2018 and 2016.
- Another 34% appear ambivalent (a score of 5 or 6 on the 1-10 scale), up from 28% in 2018.
- Approximately 18% are not satisfied, up from 10% in 2018.

5 out of 10 Satisfied with Quality of City Services & Programs

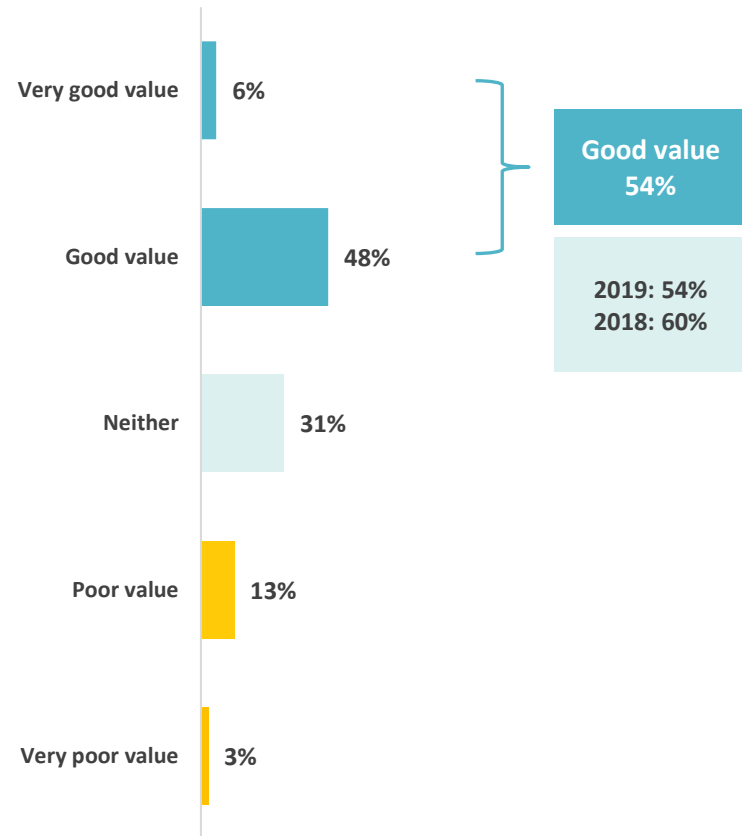


Value of Services

Q. *Thinking about the services provided to you by the City of Regina, what value, if any, do you receive from these services?*

- Five out of ten (54%) respondents say they receive good-to-very good value from City of Regina services, down somewhat from 60% in 2018.
- Approximately 31% are ambivalent, up from 25% in 2018.
- Approximately 16% feel they receive poor value for services, compared to 12% in 2018.

5 out of 10 Receive Good Value from City Services

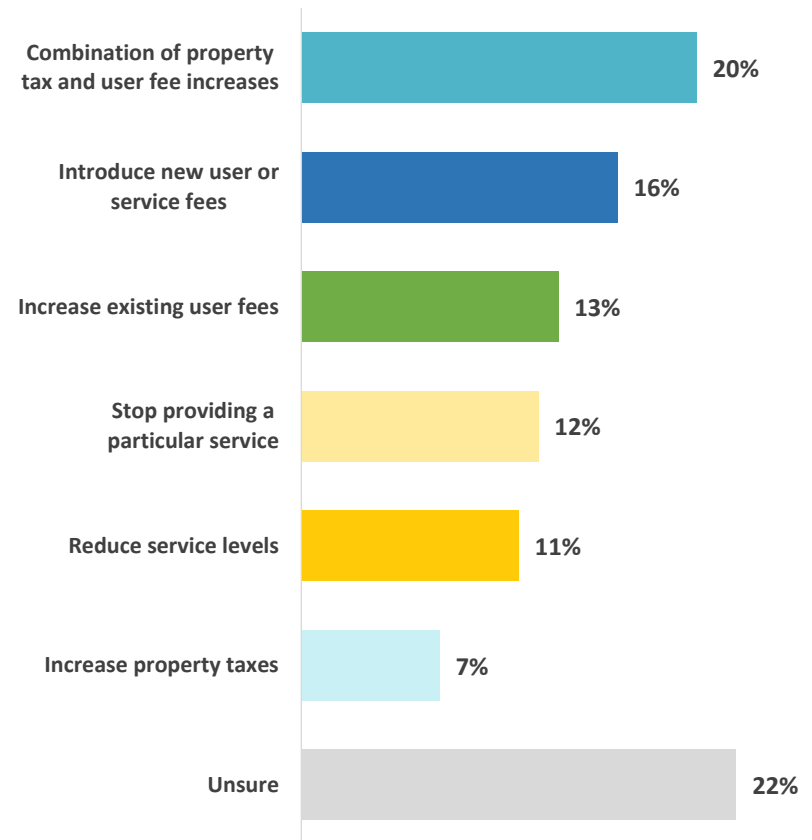


Taxes

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 remain divided on which approach they prefer the City to take to balance its operating budget, consistent with 2018 survey results.
- Consistent with 2018, the largest percentage (20%) would prefer the City to use a combination of property tax and user fee increases (24% in 2018).
- Approximately 16% would prefer the City introduce new user or service fees (11% in 2018),
- One out of ten would prefer the City increase existing user fees (13% vs. 17% in 2018), stop providing a particular service (12% vs. 9% in 2018) or reduce service levels (11% vs. 10% in 2018).
- Last on the list of options is an increase in property taxes, at 7% (8% in 2018) of respondents.
- A significant number (22%) remain unsure about which approach they would most prefer.

Opinion Varies on Preferred Approach to Balancing Budget



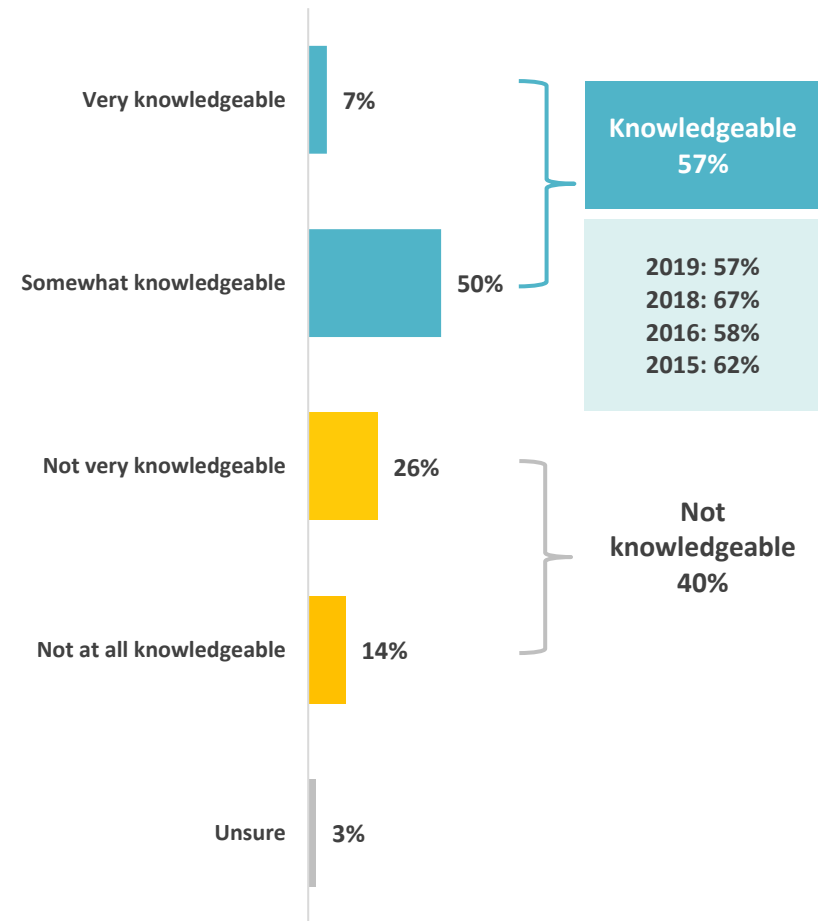
* Chart may not total 100% due to rounding

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?*

- Six out of ten (57%) respondents say they are knowledgeable about how City tax dollars are spent, down from 67% in 2018.
- Four out of ten (40%) say they are not knowledgeable about how City tax dollars are spent, up from 32% in 2018.

6 out of 10 Know How City Tax Dollars Are Spent

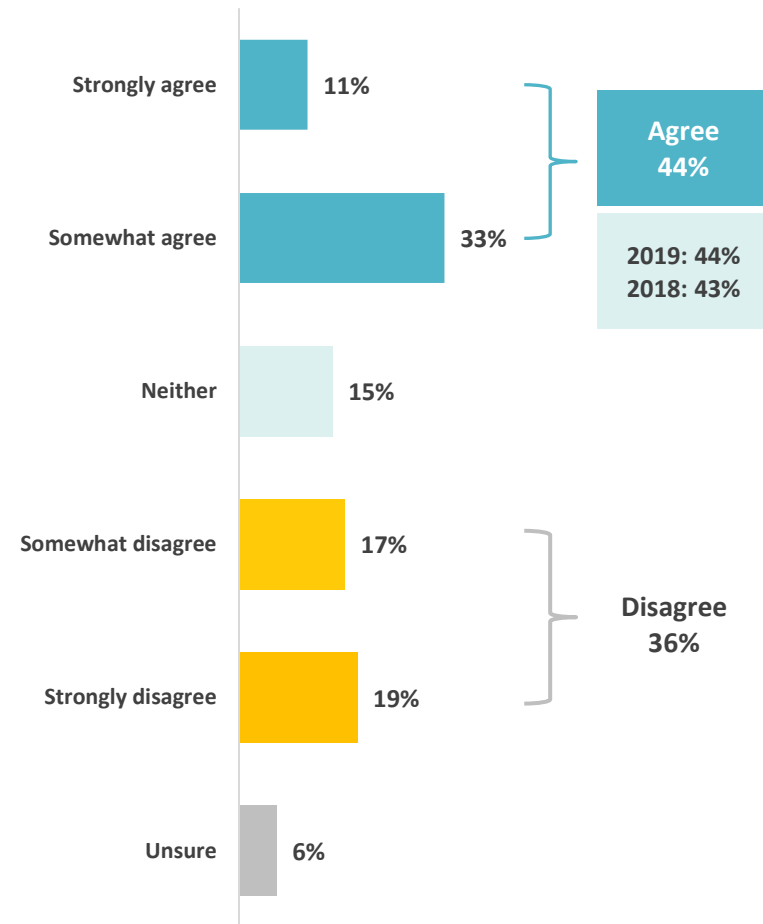


Dedicated Tax Increase

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 remain somewhat divided on the issue of a dedicated property tax increase to pay for specific programs or services, such as roads or facilities—44% agree, 36% disagree and 15% are neutral. This is consistent with 2018 results.

4 out of 10 Agree with Dedicated Property Tax Increase



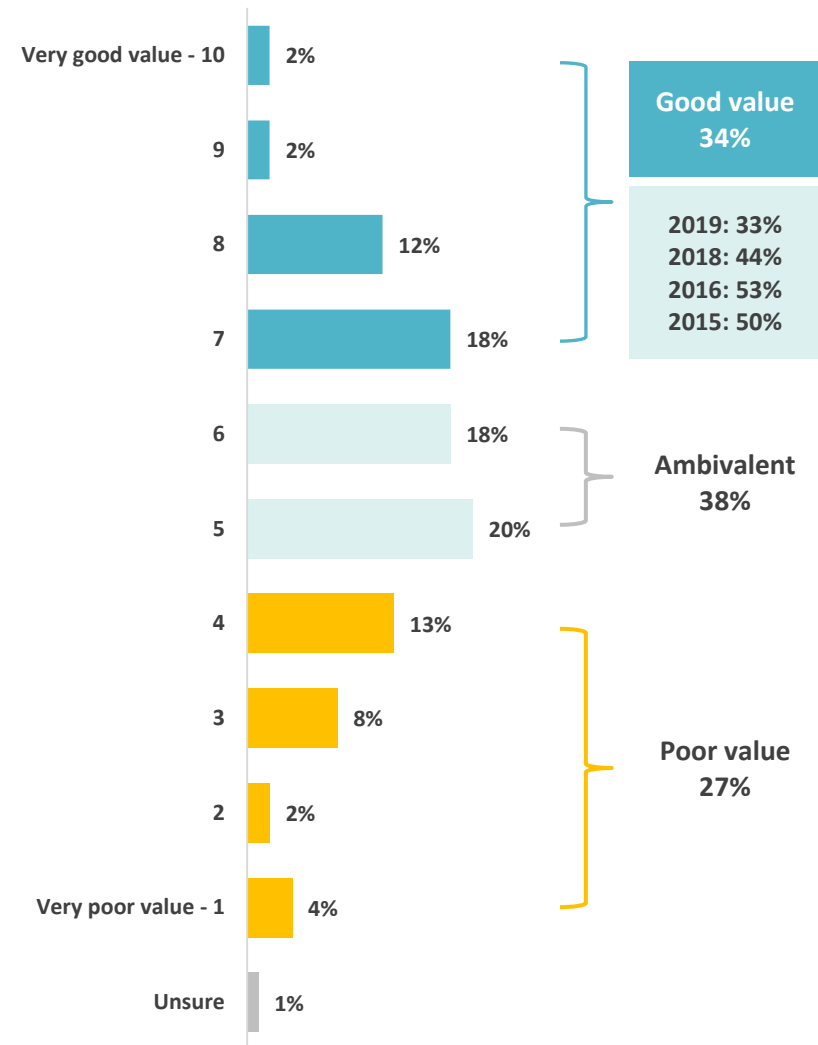
* Chart may not total 100% due to rounding

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?*

- Respondents also appear somewhat divided on perception of value for their municipal tax dollars.
- Approximately a third (34%) think they receive good value for their municipal tax dollars, down from 44% in 2018 and 53% in 2016.
- Another 38% are ambivalent, consistent with previous surveys.
- Approximately 27% think they receive poor value for their tax dollars, an increase over 19% in 2018.

3 out of 10 Perceive Good Value for Tax Dollars



* Chart may not total 100% due to rounding

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 City staff, delivery of services, future planning, the City’s responsiveness, communication around City spending and fiscal stewardship. Taken together, 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 mean scores, we recommend that a score of 3.5 or greater be viewed as agreement, a score of 2.5 to 3.49 be interpreted as moderate agreement, meaning there is a level of uncertainty, and a score below 2.5 be interpreted as disagreement.

Average Trust Index Score: 3.34

The average mean score for all seven Trust Index value statements is 3.34 out of 5.00, indicating moderate agreement overall.

- *City staff are courteous, helpful and knowledgeable* – 3.88 indicates overall agreement.
- *City effectively and efficiently delivers services on a daily basis:* 3.60 (overall agreement).
- *City staff are easy to reach when needed* – 3.39 indicates moderate agreement.
- *City carefully plans for future growth and development* – 3.24 (moderate agreement).
- *City responds quickly to requests or concerns* – 3.22 (moderate agreement).
- *City does a good job informing citizens how property tax dollars are spent on City services* – 3.06 (moderate agreement).
- *City’s finances are well managed* – 3.39 (moderate agreement).

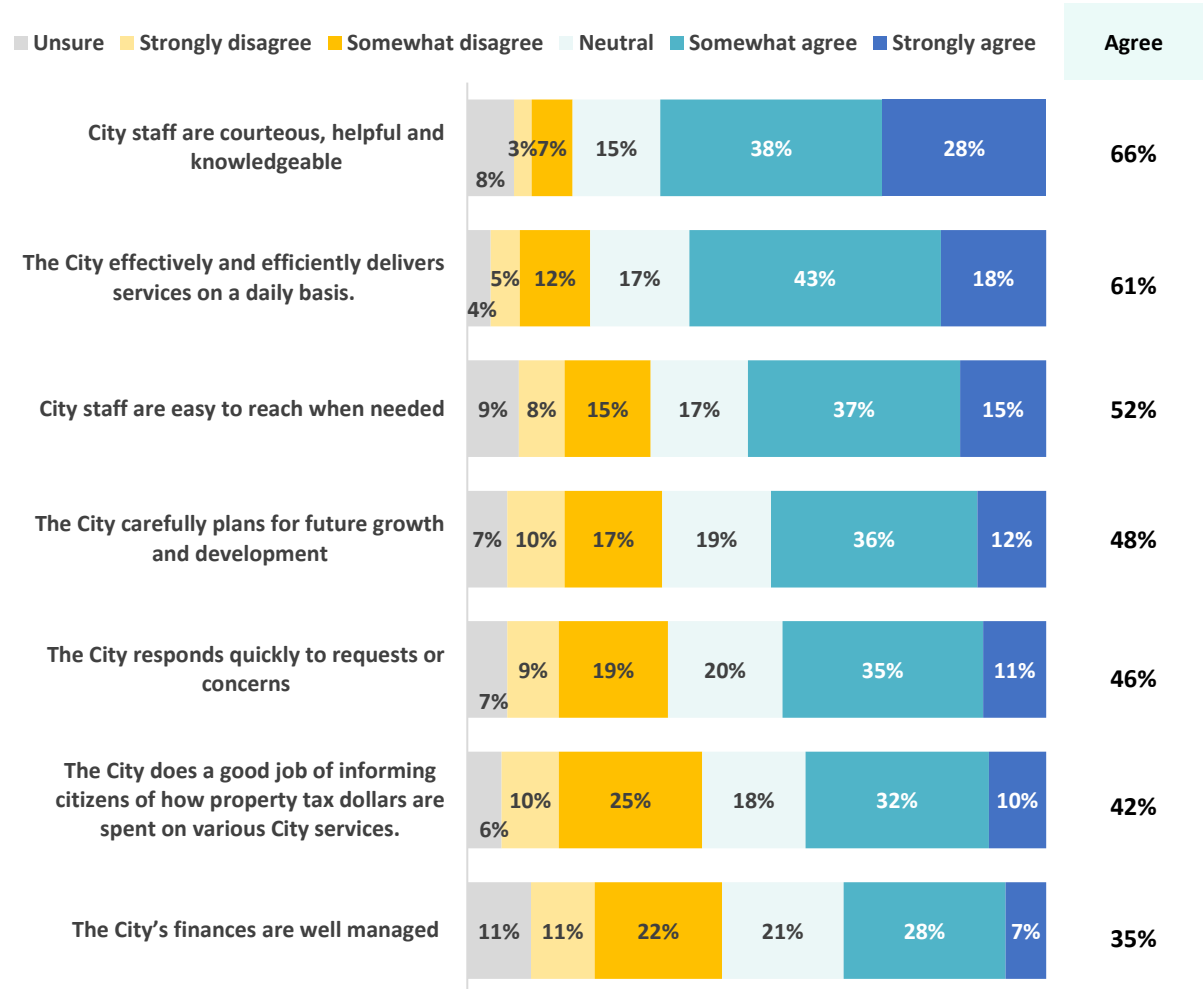
	Disagree	Neutral/unsure	Agree	Mean Score
City staff are courteous, helpful and knowledgeable	10%	23%	66%	3.88
The City effectively and efficiently delivers services on a daily basis.	17%	21%	61%	3.60
City staff are easy to reach when needed	23%	26%	52%	3.39
The City carefully plans for future growth and development	27%	26%	48%	3.24
The City responds quickly to requests or concerns	28%	27%	46%	3.22
The City does a good job of informing citizens of how property tax dollars are spent on various City services.	35%	24%	42%	3.06
The City’s finances are well managed	33%	32%	35%	2.96
Trust Index				3.34

**Figures may not total 100% due to rounding*

Value Statements

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

- 66% of respondents agree City staff are courteous, helpful and knowledgeable.
- 61% agree the City effectively and efficiently delivers services on a daily basis.
- 52% agree City staff are easy to reach when needed.
- 48% agree the City carefully plans for future growth and development.
- 46% agree the City responds quickly to requests or concerns.
- 42% agree the City does a good job informing citizens about how property tax dollars are spent on various City services.
- 35% agree the City's finances are well managed.



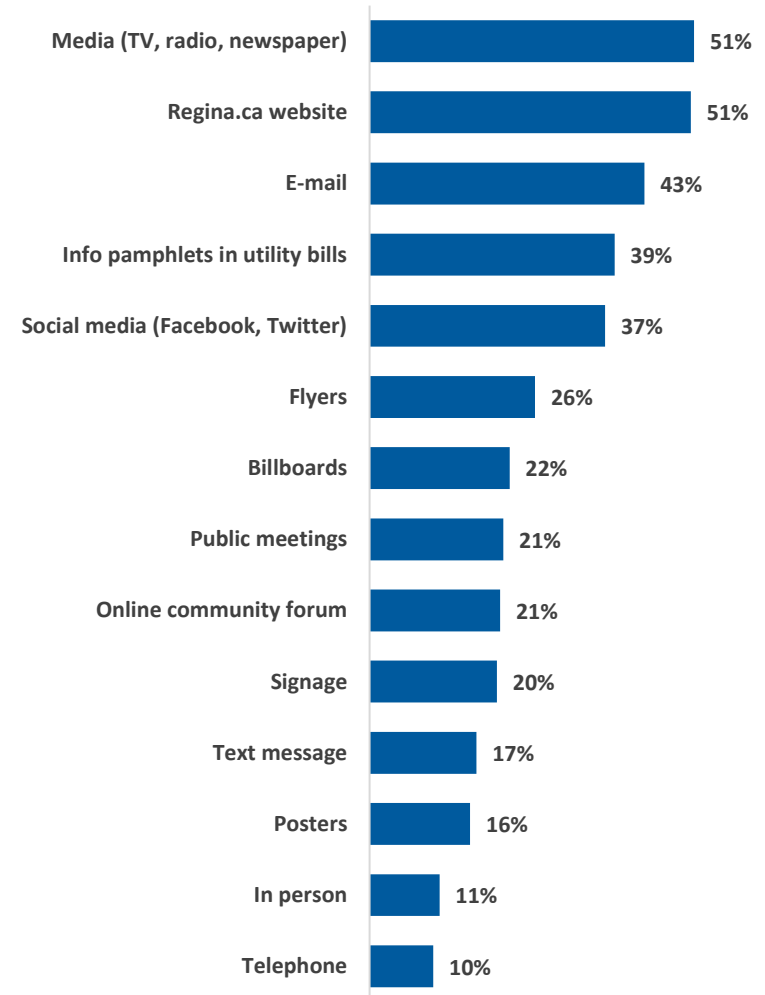
*Chart may not total 100% due to rounding

City Communication Channels

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

- Five out of ten (51%) respondents prefer to receive information about City of Regina programs and services via traditional media (e.g. local TV, radio, newspaper) and/or the Regina.ca website.
- Four out of ten prefer to receive information via email (43%), information pamphlets in their utility bills (39%) or social media such as Facebook and Twitter (37%).
- Approximately 26% prefer flyers, 22% billboards, 20% signage and 16% posters.
- Two out of ten (21%) prefer information at public meetings or on an online community forum.
- Approximately 17% prefer information via text messages, 11% in person and 10% by telephone.
- These trends are consistent with 2018.

5 out of 10 Prefer to Receive Information via Media, Web



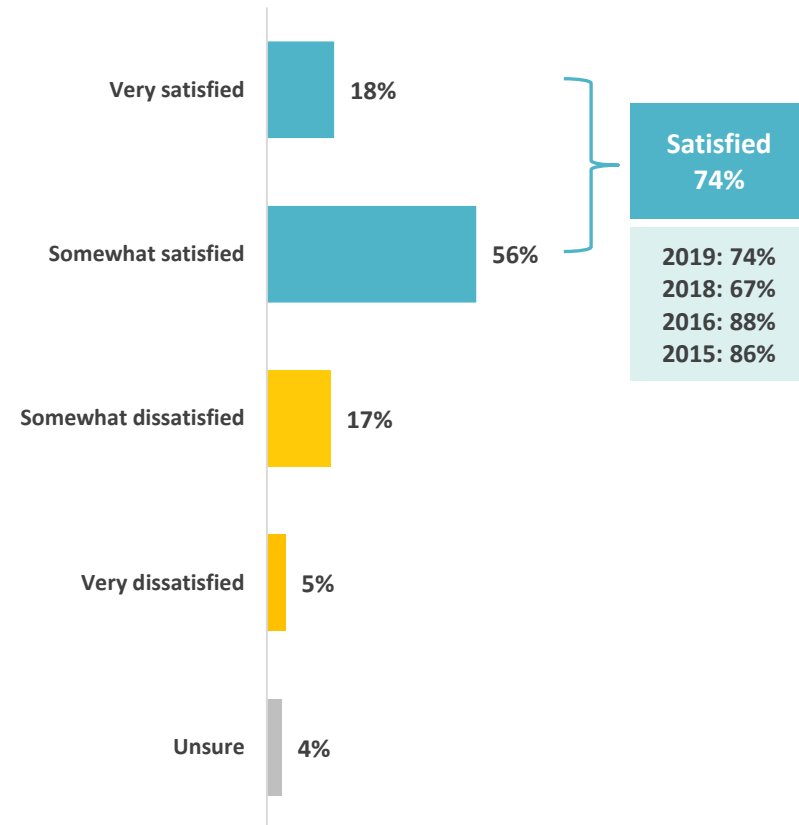
* Multiple response allowed

Satisfaction with City Communications

Q. *Thinking of all the things the City of Regina communicates to residents, how satisfied are you generally with the overall quality of City communications?*

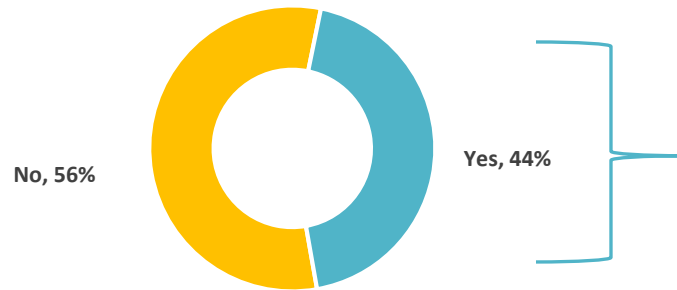
- The large majority (74%) of respondents are satisfied with the overall quality of City communications, up from 67% in 2018.

7 out of 10 Satisfied with Overall Quality of Communications



Contact with City

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



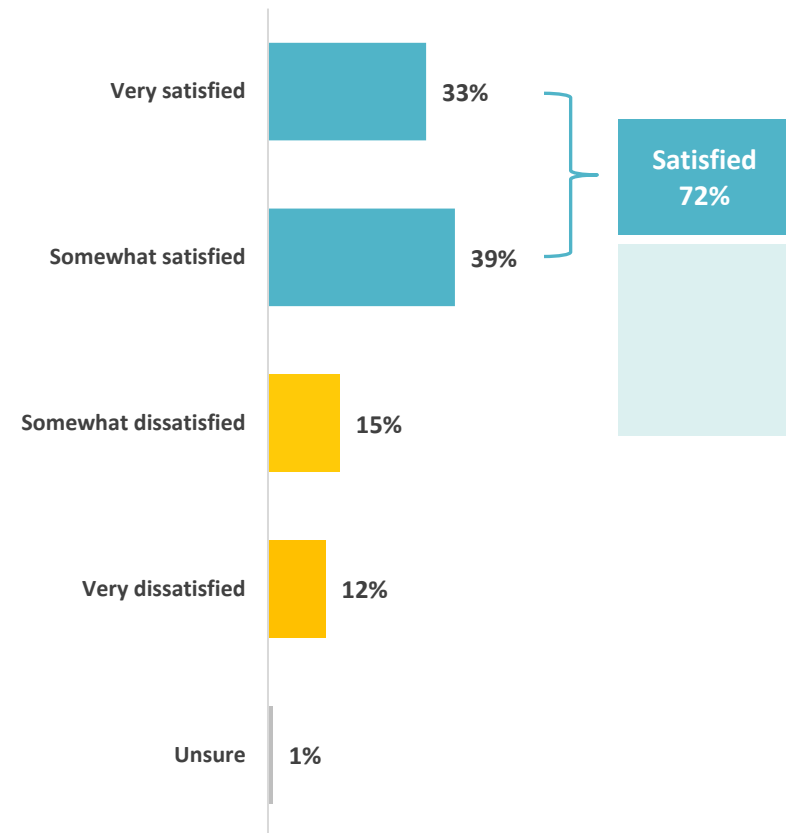
- Approximately 44% of respondents have contacted the City of Regina or one of its employees in the past 12 months.

7 out of 10 Satisfied with Recent Contact with City

- The majority of these respondents (72%) were satisfied with their most recent contact with the City, including 33% who were 'very satisfied.' This is up slightly from 68% in 2018.

Satisfaction with Recent Contact

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

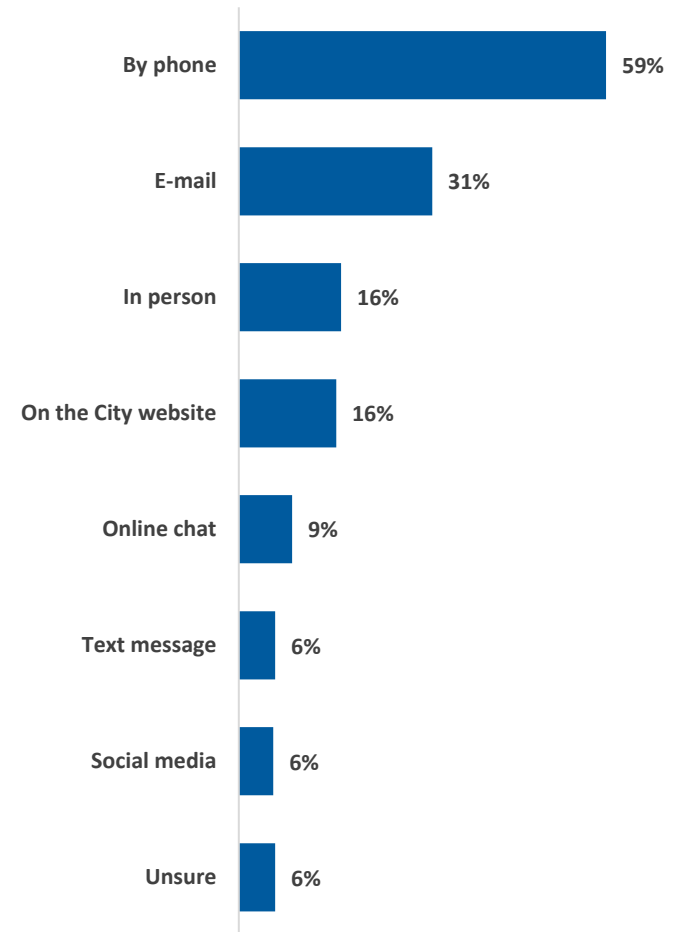


Contact Channels

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

- Six out of ten (59%) respondents prefer to contact the City of Regina by phone.
- Three out of ten (31%) prefer to use email to contact the City.
- Approximately 16% prefer to contact the City either in person or on the City website.
- One out of ten prefer online chat (9%), text messaging (6%) and/or social media (6%).

6 out of 10 Prefer Contact with the City via Phone

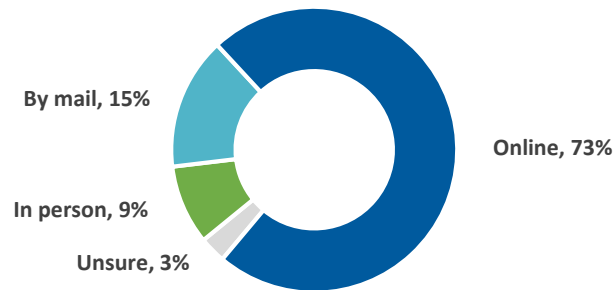


* Multiple response allowed

Providing Services Online

7 out of 10 Prefer to Do Business Online

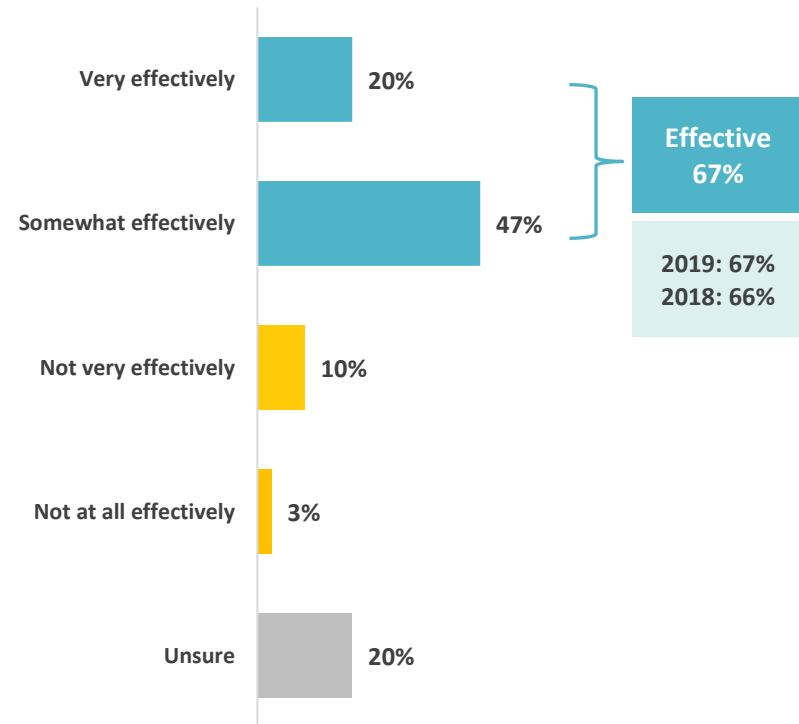
Q. *Would you prefer to receive services or conduct business such as paying utility and tax bills with the City of Regina in-person, by mail or online?*



- Consistent with 2018 survey results, the large majority (73%) of respondents prefer to receive services or conduct business with the City (e.g. paying utility and tax bills) online.
- A relatively small percentage prefer to receive services/conduct business by mail (15%) or in person (9%).

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?*



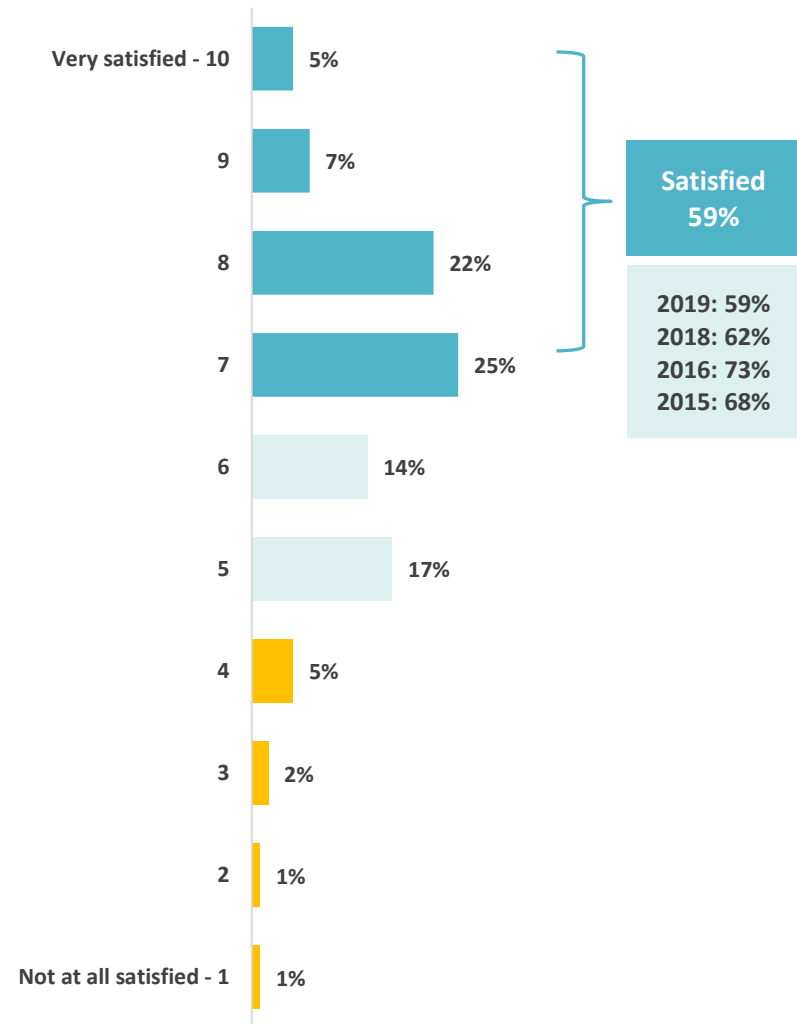
* Chart may not total 100% due to rounding

- The majority (67%) of respondents think the City effectively provides services online. Approximately 13% disagree while 20% are unsure. This is consistent with 2018 results.

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 (59%) respondents are satisfied with the level and quality of customer service provided by the City of Regina, down somewhat from 62% in 2018.
 - A small percentage (9%) are dissatisfied, while nearly a third (31%) are neutral, consistent with 2018.
 - While satisfaction with the City’s customer service remains below 2016, the difference is largely attributable to a greater percentage of neutral respondents (31% in 2019 vs. 11% in 2016).

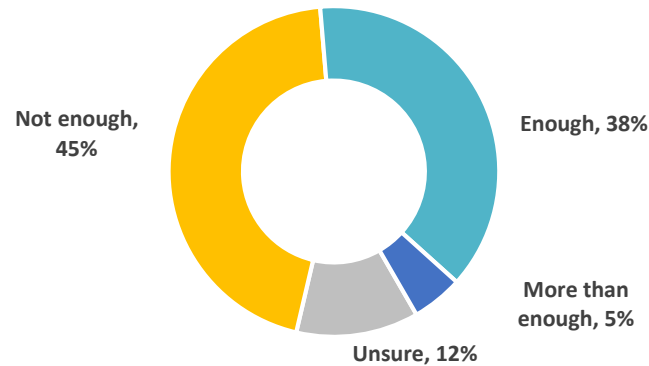
6 out of 10 Satisfied with the City’s Customer Service



Public Participation & Engagement

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

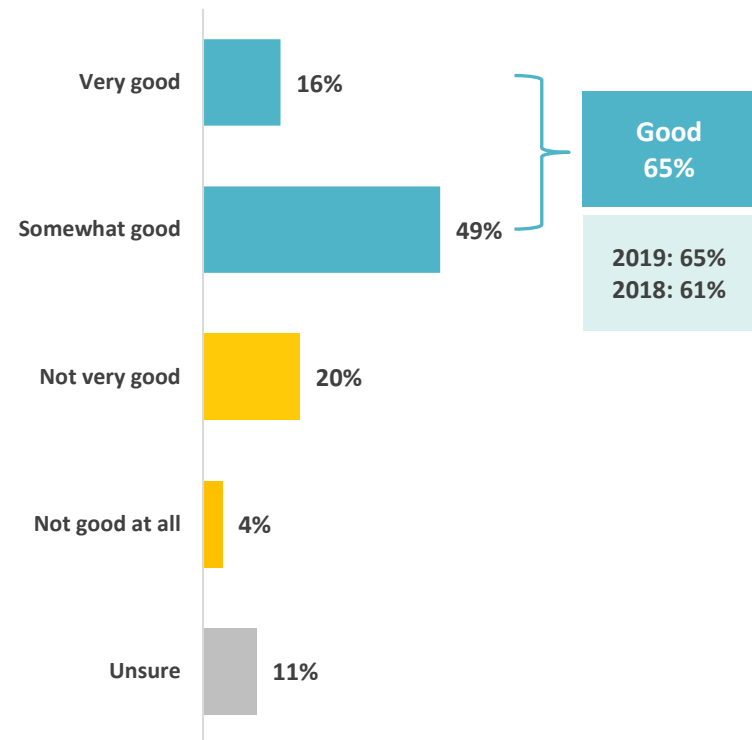
Q. *Do you think the City does enough to get the public's input on the decisions it makes?*



- Overall, 43% of respondents think the City of Regina does enough to get public input on its decisions—including 38% who say the City does ‘enough’ and 5% ‘more than enough.’ This is consistent with 2018.
- On the other hand, 45% (49% in 2018) do not think the City does enough to get public input.

6 out of 10 Think the 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 (65%) think the City of Regina is good at offering meaningful opportunities for residents to participate and provide input on programs, services and plans.

2 out of 10 Have Provided Public Feedback

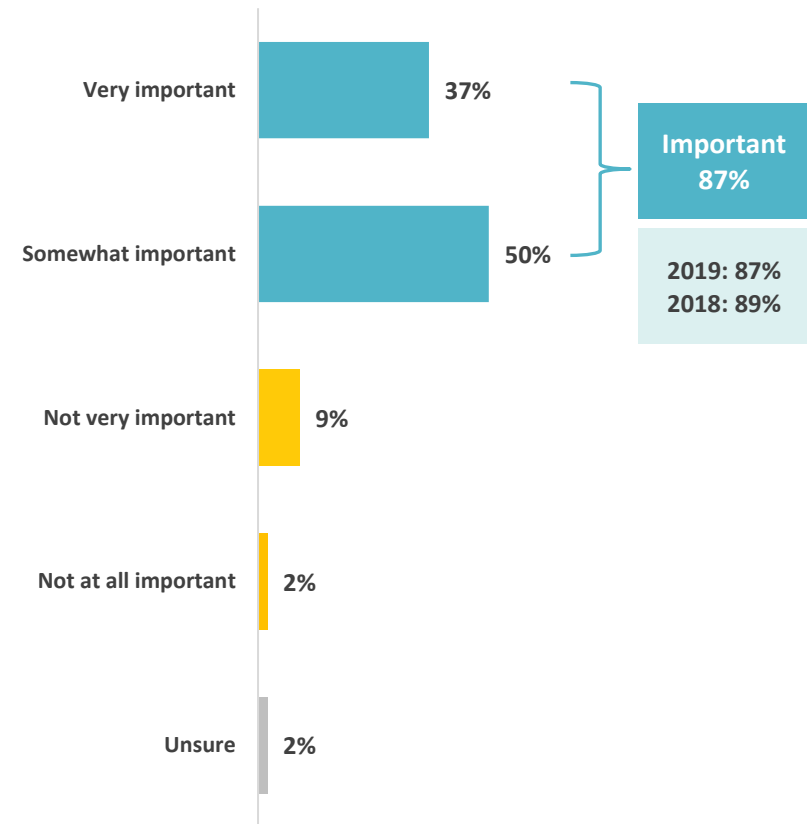
Q. *Prior to this survey, have you provided input to the City of Regina on any civic decisions in the previous 12 months?*



- Two out of ten (17%) respondents have provided input on civic decisions in the last 12 months.
- Consistent with the 2018 survey, the majority (79% vs. 82% in 2018) 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?*



- Nine out of ten (87%) respondents think it's important to have opportunities to participate and provide input on City programs, services and plans, consistent with 89% in 2018.

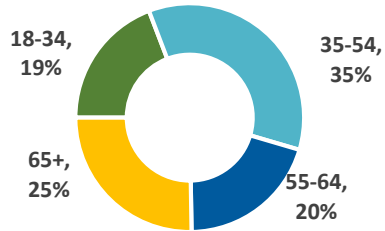


City of Regina
2019 Citizen Satisfaction Survey

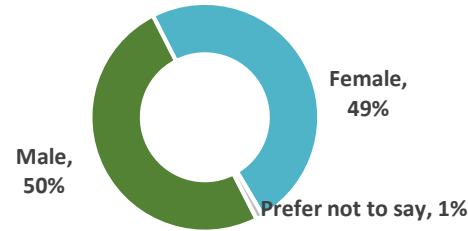
Respondent Profile

Demographics

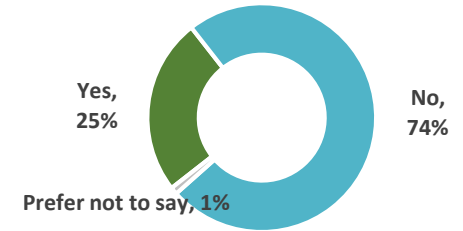
AGE



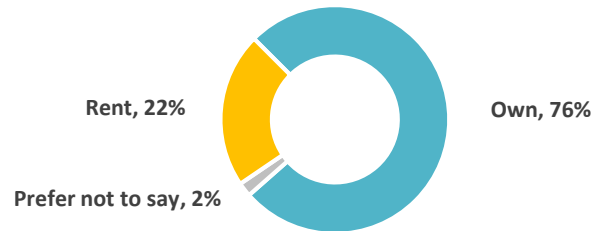
GENDER



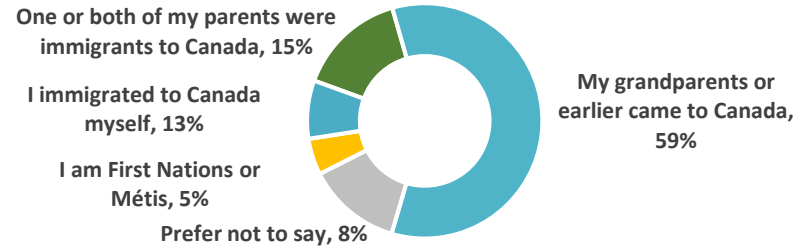
CHILDREN LIVING AT HOME



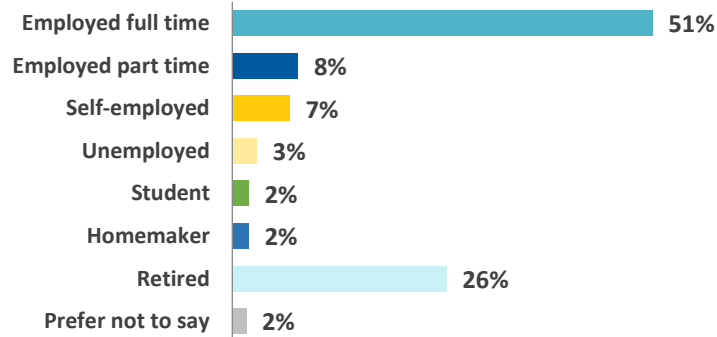
OWN OR RENT HOME



HERITAGE



EMPLOYMENT



HOUSEHOLD INCOME

