



**REGINA**

**FAST CONSULTING**  
Business Intelligence



City of Regina

# 2021 Citizen Satisfaction Survey Report



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City of Regina 2021 Citizen Satisfaction Survey

# Executive Summary



# Citizen Satisfaction Survey

In the fall of 2021, Fast Consulting conducted a citizen satisfaction survey on behalf of the City of Regina to explore how Regina citizens feel about their city, from quality of life to municipal services, taxation and communications.

The 2021 survey was conducted between October 22nd and November 4th, 2021. The City of Regina regularly conducts citizen satisfaction surveys, most recently in 2019. Survey questions evolve from year to year but results for several baseline questions are compared to previous opinion estimates from 2015, 2018 and 2019 in this report.

## Highlights

### Perception of Quality of Life

- In 2021, 77% of respondents rate the quality of life in Regina as good to very good (7-10 on the rating scale). This is up from 70% in 2019 and 74% in 2018, consistent with 78% in 2015.
- Those who think quality of life in Regina has stayed the same over the past three years is consistent at half (50%), while those who think quality of life has improved has declined, from 20% in 2018 to 14% in 2021.
- The large majority (73%) agree that Regina is on the right track to becoming a better city 10 years from now, unchanged from 2019 and 2018, but down from 80% in 2015.

### Quality and Value of City Services

- Six out of ten (62%) respondents are satisfied with the quality of services and programs provided by the City of Regina, up from 50% in 2019 and more consistent with 59% in 2018.
- Six out of ten (62%) respondents say they receive good-to-very good value from City of Regina services, up from 54% in 2019 but in line with 61% in 2018.

### Good Value for Tax Dollars

- Approximately half (48%) of respondents think they receive good value for their municipal tax dollars, up from 34% in 2019. Approximately 20% think they receive poor value for their tax dollars, while 32% are neutral.
- Four out of ten (42%) respondents would most prefer the City balance operating budgets by using a combination of property tax and user fee increases.

### Dedicated Property Tax Increase

- Four out of ten (44%) respondents agree with the idea of a dedicated property tax increase to pay for specific programs or services. This is essentially unchanged from 2019 and 2018.

### Using Property Tax Dollars for Infrastructure

- The large majority (80%) of respondents agree that a portion of today's property tax dollars should be allocated to help fund the cost of rebuilding infrastructure in the future. This high level of agreement is consistent with 81% in 2019 and 83% in 2018.

### Satisfaction with Customer Service

- Six out of ten (63%) respondents are satisfied with the level and quality of customer service provided by the City of Regina. This is consistent with 59% in 2019 and 62% in 2018.

### Level of Knowledge (Self-described)

- › Most (57%) respondents describe themselves as knowledgeable about how City tax dollars are spent, consistent with 59% in 2019 but down from 67% in 2018.

### Contact with City

- › Approximately 44% of respondents have contacted the City of Regina or one of its employees in the past 12 months, unchanged from 2019 but below 53% in 2018.
- › The large majority (72%) of these respondents are satisfied with their most recent contact with the City, including a 42% who are very satisfied. This is consistent with 2019.
- › Comparing 2021 contact preferences with those of 2018 shows that most respondents still prefer to contact the City of Regina by phone, although the percentage has decreased from 59% in 2018 to 47% in 2021. Those who prefer email has increased from 13% in 2018 to 21% in 2021. One out of ten (10%) prefer to contact the City via the website, unchanged from 2018.

### Online Services

- › Consistent with previous surveys, the majority (67%) of respondents prefer to receive services or conduct business with the City online. This is down somewhat from 73% in 2019 and 72% in 2018.
- › The large majority (85%) of respondents are satisfied with their ability to access City of Regina services online, including 32% who are very satisfied. Approximately (15%) are not satisfied.

### Public Engagement

- › Eight out of ten (81%) respondents think it's important to have opportunities to participate and provide input on City programs, services and plans. While still a large majority, this has trended down from 90% in 2018.

**Trust Index**

The Citizen Satisfaction Survey uses a series of customer service and value statements to explore perceptions of City of Regina services, responsiveness, communication, fiscal stewardship and planning. Together, these statements form a trust index. The trust index is based on a score of 1 to 5, where 1 means ‘do not agree at all’ and 5 means ‘strongly agree’ with the statement.

The trust index was amended in 2021 to include two additional value statements going forward. The 2021 trust index score for the seven value statements used in 2019 and 2018 surveys is displayed for comparative purposes; it has increased to 3.45 vs. 3.38 in 2019 and 3.42 in 2018. The overall 2021 trust index score when adjusted for nine value statements is 3.41 out of 5.00.

**Individual Value Statement Trust Scores**

- City staff are courteous, helpful and knowledgeable: 3.92 vs. 3.88 in 2019 and 3.80 in 2018.

- The City effectively and efficiently delivers services on a daily basis: 3.63 vs. 3.60 in 2019 and 3.50 in 2018.
- The City responds quickly to requests or concerns: 3.43 vs. 3.22 in 2019 and 3.37 in 2018.
- The City offers meaningful opportunities for its residents to participate and provide input on programs, services & plans: 3.44 vs. 3.53 in 2019 and 3.40 in 2018.
- City staff are easy to reach when needed: 3.39, unchanged from 2019.
- The City’s finances are well managed: 3.19 vs. 2.96 in 2019.
- The City does a good job of informing citizens how property tax dollars are spent on City services: 3.14 vs. 3.06 in 2019.

**New to Trust Index**

- The City carefully plans for future growth and development: 3.32.
- The City does a good job of balancing meeting the community’s needs with affordability for property taxpayers: 3.22.

	Agreement			Trust Score		
	2021	2019	2018	2021	2019	2018
<i>City staff are courteous, helpful and knowledgeable.</i>	72%	66%	67%	3.92	3.88	3.80
<i>The City effectively and efficiently delivers services on a daily basis.</i>	62%	61%	61%	3.63	3.60	3.50
<i>The City responds quickly to requests or concerns.</i>	55%	46%	53%	3.43	3.22	3.37
<i>The City offers meaningful opportunities for its residents to participate and provide input on programs, services and plans.</i>	53%	65%	61%	3.44	3.53	3.40
<i>City staff are easy to reach when needed.</i>	51%	52%	50%	3.39	3.39	3.36
<i>The City’s finances are well managed.</i>	42%	35%	48%	3.19	2.96	3.28
<i>The City does a good job of informing citizens of how property tax dollars are spent on various City services.</i>	42%	42%	55%	3.14	3.06	3.26
<b>Tracking Trust Index Score 2018-2021</b>				<b>3.45</b>	<b>3.38</b>	<b>3.42</b>
<i>The City carefully plans for future growth and development</i>	48%	-	-	3.32	-	-
<i>The City does a good job of balancing meeting the community’s needs with affordability for property taxpayers.</i>	46%	-	-	3.22	-	-
<b>Trust Index Score adjusted to include additional values 2021 →</b>				<b>3.41</b>		

Agreement percentages are 4 and 5 combined on the 5-point scale. Mean scores exclude ‘Unsure’ responses / Unsure is included in calculation of agreement percentages reported

# Methodology

## The Survey

This public opinion survey was conducted for the City of Regina between October 22nd and November 4th, 2021. The survey collected data from a sample of 800 Regina residents over the age of 18. The City of Regina regularly conducts citizen satisfaction surveys, most recently in 2019.

The survey questionnaire, developed in collaboration with the City of Regina, evolves from year to year but also contains a number of baseline questions asked in previous years. Results for baseline questions are compared to previous opinion estimates from 2015, 2018 and 2019 in this report.

Results are used to monitor public opinion and satisfaction regarding the City of Regina. The survey was programmed into CATI (Computer Assisted Telephone Interviewing) and online survey platforms (Qualtrix). It was pre-tested to ensure it was clear and understandable, that it flowed efficiently for respondents and incorporated correct branching and skip patterns. Telephone survey interviews were conducted by experienced public opinion interviewers.

Quota blocks were used to help approximate feedback and statistical estimates that are reasonably reflective of the Regina population. The data in this report is not weighted.

Of the 800 completed surveys, 400 were completed by telephone, 200 landline and 200 mobile, and 400 online with community market research panel providers. Respondents were selected from randomly generated sample frames provided by ASDE and panel providers.

The margin of error for a comparable probability-based survey (i.e. all telephone) with a random sample of 800 respondents is plus or

minus 3.5%, 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.





City of Regina 2021 Citizen Satisfaction Survey

# Survey Results

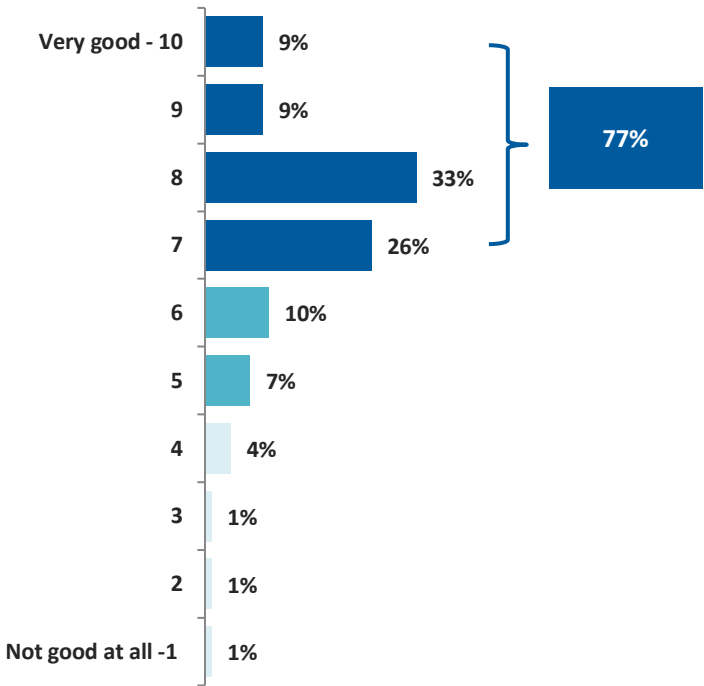


# Quality of Life

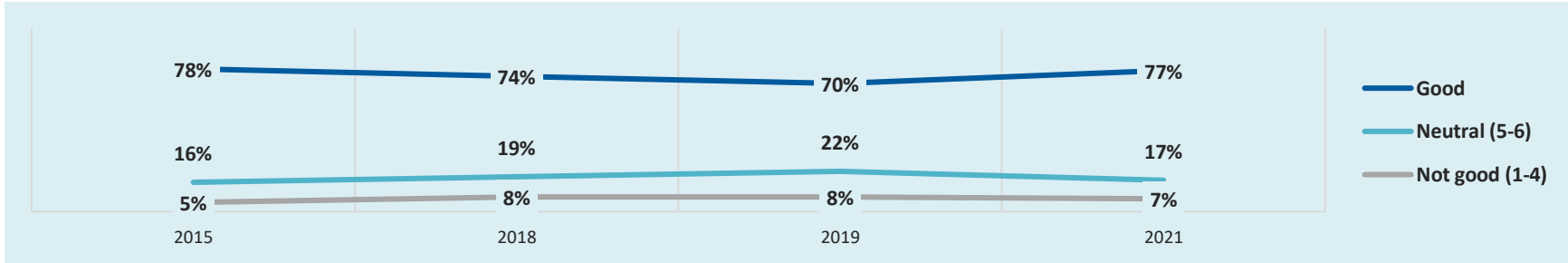
*Q. How would you rate the quality of life in Regina? Please use a number from 1 to 10, where 1 is not good at all and 10 is very good?*

- In 2021, 77% of respondents rate the quality of life in Regina as good to very good (7-10 on the rating scale). Approximately 17% are neutral (5-6 on rating scale), while 7% rate quality of life as not good (1-4 on rating scale).
- The overall positive perception of quality of life in Regina is consistent with previous surveys, up from 70% in 2019 and 74% in 2018, and consistent with 78% in 2015.

Majority Rate Quality of Life in Regina “Good to Very Good”

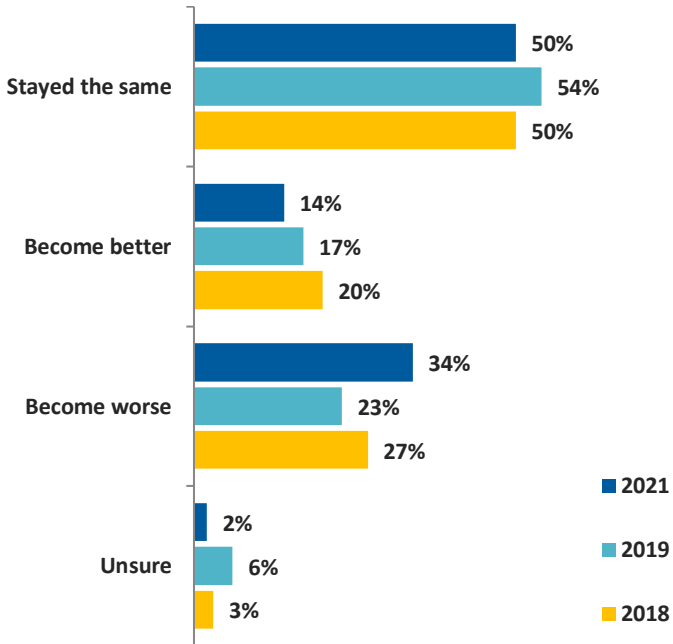


Quality of Life, 2015-2021



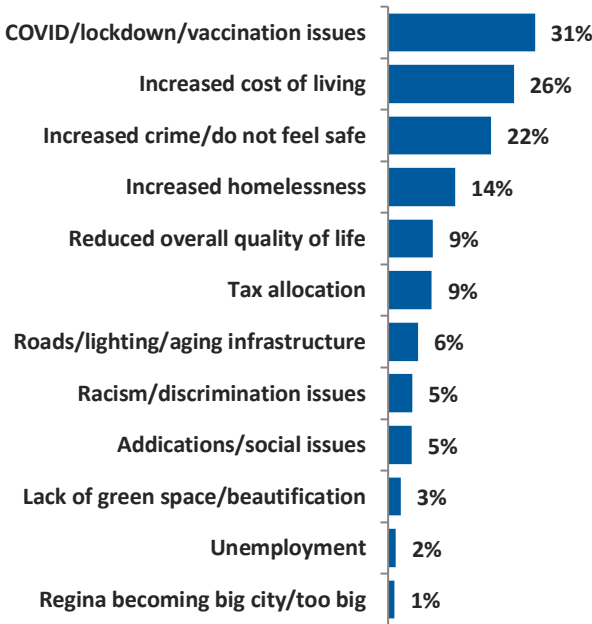
### Change in Perception of Quality of Life

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 think quality of life in Regina has either stayed the same or improved over the past three years. This includes the last year-and-a-half when COVID has impacted many aspects of people’s lives.
- Half (50%) think quality of life in Regina is the same as three years ago, consistent with previous surveys. Another 14% think quality of life is better, down from 17% in 2019 and 20% in 2018.

Q. Why do you say that?



\*Multiple response allowed

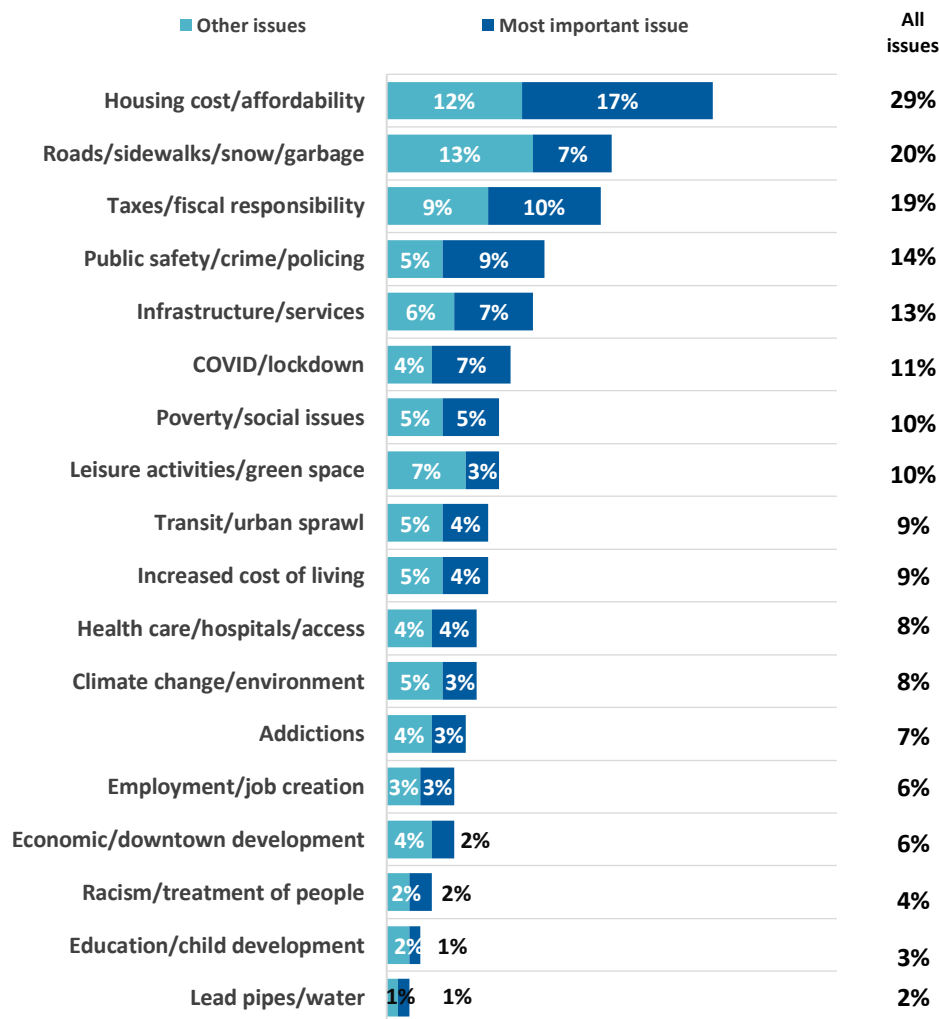
- Responses to why people think quality of life in Regina has changed appear skewed toward negative factors. The most frequently cited reason for a change in quality of life is COVID/ lockdown/vaccination (31%).
- Other reasons include increased cost of living (26%), increased crime/do not feel safe (22%), increased homelessness (14%), reduced overall quality of life (9%) and tax allocation (9%).

## Important Issues

**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?**

- In 2021, respondents identify a wide variety of issues facing the city as the most important issue to them.
- The top 5 “most important” issues are:
  - housing cost/affordability (17%)
  - taxes/fiscal responsibility (10%)
  - public safety/crime/policing (9%)
  - roads/sidewalks/snow/garbage (7%)
  - infrastructure/services (7%)
- Combining “most important” and “all other mentions of the issue,” the top 5 issues overall are:
  - housing cost/affordability (29%),
  - roads/sidewalks/snow/garbage (20%),
  - taxes/fiscal responsibility (19%)
  - public safety/crime/policing (14%)
  - infrastructure/services (13%).
- Other important issues include COVID/lockdown (7% most important; 11% important), poverty/ social issues (5% most important; 10% important), leisure activities/green space (3% most important; 10% important), transit/ urban sprawl (4% most important; 9% important) and increased cost of living (4% most important; 9% important).

### Housing, Taxes, Crime & Safety, Infrastructure, COVID Are Top of Mind



*\*Multiple response allowed*

**Tracking Perception of Important Issues, 2018-2021<sup>1</sup>**

- Comparing 2021 responses regarding the “most important” and “other issues” facing Regina with 2019 and 2018 survey responses shows several shifts in focus.
  - In 2021, the top 3 “most important” issues are housing cost/affordability (17%), taxes/fiscal responsibility (10%) and public safety/crime/ policing (9%).
  - The difference from 2019 and 2018 surveys is the increase in those citing housing cost/affordability as the most important issue along with a decrease in those citing roads/sidewalks/snow/ garbage.
  - Combining “most important” and “other issues” shows that housing cost/ affordability is cited most frequently (29%), compared to 12% in 2019 and 23% in 2018.
  - Road/sidewalks/snow/garbage is 20% (down from 2019 and 2018).
  - Overall mentions of taxes/fiscal responsibility (19%) and public safety/ crime/policing (14%) are also down compared to 2019 and 2018.

	Most important issue			All mentions as important issues		
	2021	2019	2018	2021	2019	2018
Housing cost/affordability	17%	8%	10%	29%	12%	23%
Roads/sidewalks/snow/garbage	7%	23%	19%	20%	44%	61%
Taxes/fiscal responsibility	10%	15%	15%	19%	28%	32%
Public safety/crime/policing	9%	12%	12%	14%	22%	28%
Infrastructure/services	7%	10%	5%	13%	18%	6%
COVID/lockdown	7%	-	-	11%	-	-
Poverty/social issues	5%	4%	6%	10%	11%	8%
Leisure activities/green spaces	3%	4%	3%	10%	14%	21%
Transit/urban sprawl	4%	2%	1%	9%	6%	9%
Increased cost of living	4%	5%	-	9%	5%	-
Health care/hospitals/access	4%	-	-	8%	-	-
Climate change/environment	3%	3%	2%	8%	6%	7%
Addictions	3%	4%	-	7%	5%	-
Employment/job creation	3%	8%	8%	6%	18%	32%
Economic/downtown development	2%	4%	2%	6%	6%	10%
Racism/treatment of people	2%	-	-	4%	-	-
Education/child development	1%	2%	1%	3%	6%	2%
Lead pipe/water	1%	-	-	2%	-	-

<sup>1</sup> Comparing results from 2018 should be done with caution: in 2018 that portion of respondents who completed the survey online were able to select issues from a displayed list. Telephone respondents in 2018, as well as all

respondents from 2019 and 2021, did not receive or read such a list. Results from 2019 and 2021 are directly comparable.

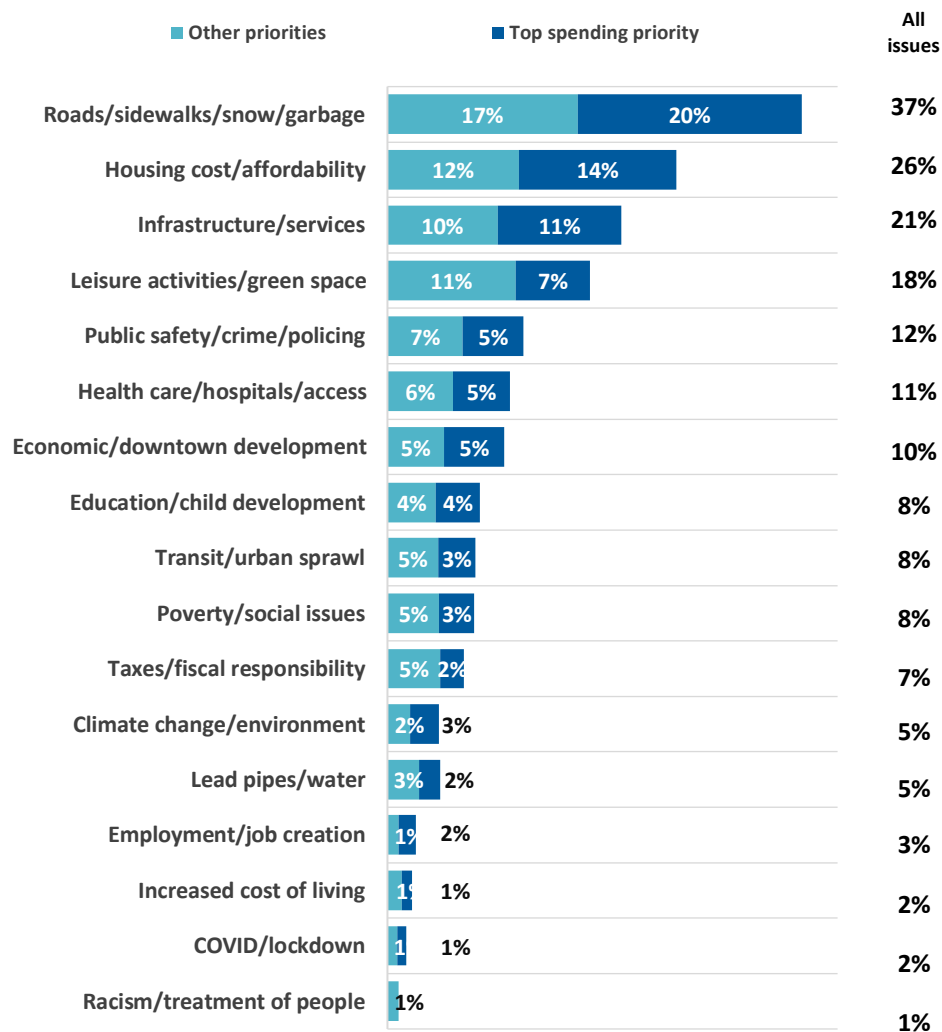


## Spending Priorities

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

- In 2021, respondents identify the 5 “top spending priorities” facing the City of Regina as:
  - roads/sidewalks/snow/garbage (20%)
  - housing cost/affordability (14%)
  - infrastructure/services (11%)
  - leisure activities/green space (7%)
  - public safety/crime/policing (5%)
- Combining “top spending priorities” and “other priorities,” the top 5 overall priorities are:
  - roads/sidewalks/snow/garbage (37%)
  - housing cost/affordability (26%)
  - infrastructure/services (21%)
  - leisure activities/green space (18%)
  - public safety/crime/policing (12%)
- Other spending priorities include health care/hospitals/access (5% most important; 11% important), economic/downtown development (5% most important; 10% important), education/child development (4% most important; 8% important), transit/urban sprawl (3% most important; 8% important) and taxes/fiscal responsibility (2% most important; 7% important).

### Roads, Housing, Infrastructure Are Top of Mind



\*Multiple response allowed

### Tracking Perception of Spending Priorities, 2018-2021<sup>2</sup>

- Comparing 2021 responses regarding “top spending priorities” and “other priorities” with 2019 and 2018 survey responses reveals:
  - Roads/sidewalks/snow/garbage remains the top spending priority, at 20% vs. 22% in 2019 and 19% in 2018.
  - Housing cost/affordability is a top spending priority in 2021 at 14% vs. 7% in 2019 and 10% in 2018.
  - The percentage citing infrastructure/services doubled: 11% vs. 6% in 2019 and 5% in 2018.
- Top 5 spending priorities remain the same when “top spending priorities” and “other priorities” are combined:
  - Roads/sidewalks/snow/garbage remains the most frequently cited spending priority: 37% vs. 56% in 2019 and 61% in 2018.
  - Housing cost/ affordability is up: 26% vs. 11% in 2019.
  - Infrastructure/services is up: 21% vs. 18% in 2019 and 6% in 2018.
  - Leisure activities/green space is down: 18% vs. 24% in 2019 and 21% in 2018.
  - Public safety/crime/policing is down: 12% vs. 15% in 2019 and 28% in 2018.

	Top spending priority			All mentions as spending priorities		
	2021	2019	2018	2021	2019	2018
Roads/sidewalks/snow/garbage	20%	22%	19%	37%	56%	49%
Housing cost/affordability	14%	7%	10%	26%	11%	23%
Infrastructure/services	11%	6%	5%	21%	18%	6%
Leisure activities/green space	7%	19%	3%	18%	24%	21%
Public safety/crime/policing	5%	9%	12%	12%	15%	28%
Health care/hospitals/access	5%	0%	0%	11%	0%	0%
Economic/downtown development	5%	2%	2%	10%	4%	10%
Education/child development	4%	4%	1%	8%	8%	2%
Transit/urban sprawl	3%	5%	1%	8%	7%	9%
Poverty/social issues	3%	4%	6%	8%	6%	8%
Taxes/fiscal responsibility	2%	4%	15%	7%	8%	33%
Climate change/environment	3%	3%	2%	5%	4%	7%
Lead pipes/water	2%	0%	0%	5%	0%	0%
Employment/job creation	2%	5%	8%	3%	8%	32%
Increased cost of living	1%	3%	0%	2%	3%	0%
COVID/lockdown	1%	0%	0%	2%	0%	0%
Racism/treatment of people	0%	1%	0%	1%	1%	0%

\* Multiple response allowed

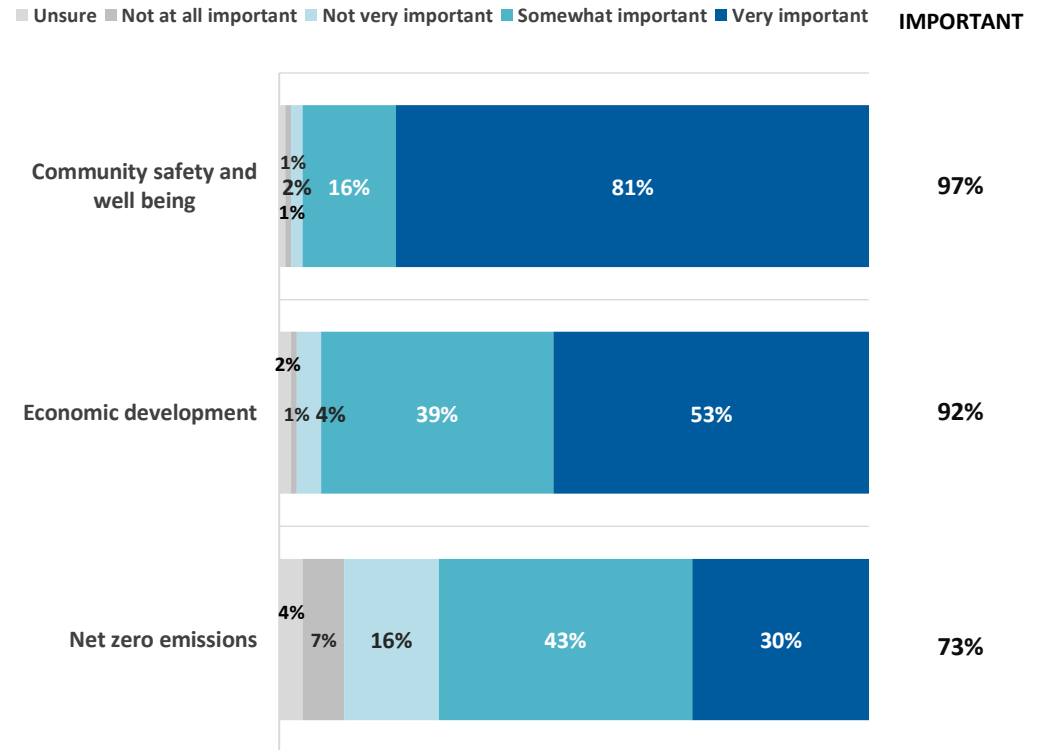
<sup>2</sup> Comparing results from 2018 should be done with caution: in 2018 that portion of respondents who completed the survey online were able to select spending priorities from a displayed list. Telephone respondents in 2018, as

well as all respondents from 2019 and 2021 did not receive or read such a list. Results from 2019 and 2021 are directly comparable.

## Importance of City Initiatives

*Q. How important are each of the following initiatives for the city of Regina in your opinion? (New question in 2021)*

- When asked to rate the importance of three initiatives to Regina, the majority of respondents rate each as at least somewhat important.
  - **Community safety and well being:** nearly all (97%) respondents rate this initiative as important to Regina—including 81% who rate it as “very important.”
  - **Economic development:** 92% of respondents rate this initiative as important to Regina, with 53% rating this as “very important.”
  - **Net zero emissions:** 73% of respondents rate this initiative as important to Regina, including 30% who rate it as “very important.”

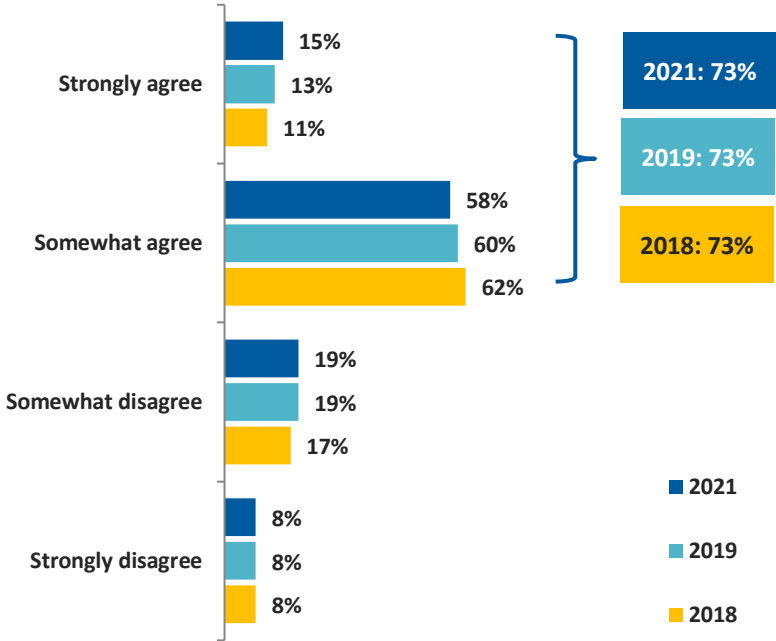


### Satisfaction – Is Regina on the Right Track?

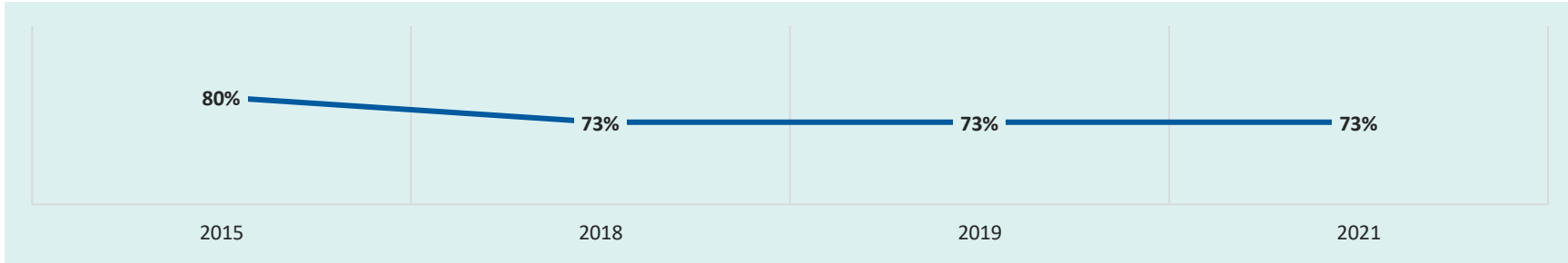
*Q. Please indicate if you agree or disagree that Regina is on the right track to be a better city 10 years from now?*

- 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 2019 and 2018, but down from 80% in 2015.
- Approximately a quarter (27%) disagree, unchanged from 2019 but somewhat higher than 25% in 2018 and 20% in 2015.

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



Agreement Regina Is on the Right Track, 2015-2021





# Quality of Services

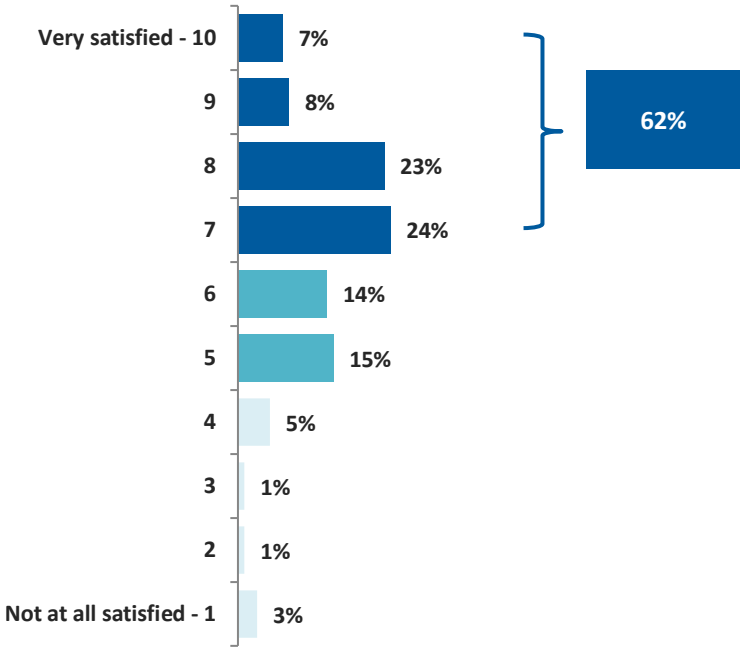
**Q. How satisfied are you with the quality of services and programs provided by the City of Regina? Please use a number from 1 to 10, where 1 is not at all satisfied and 10 is very satisfied?**

- Six out of ten (62%) respondents are satisfied with the quality of services and programs provided by the City of Regina (7-10 rating). This is an increase from 50% in 2019 and 59% in 2018.
- Approximately 29% are neutral (5-6 rating), down from 34% in 2019 but in line with earlier surveys. Another 10% are not satisfied (1-4 rating) also down from 17% in 2019 but in line with previous surveys.

**Why did you give this rating?**

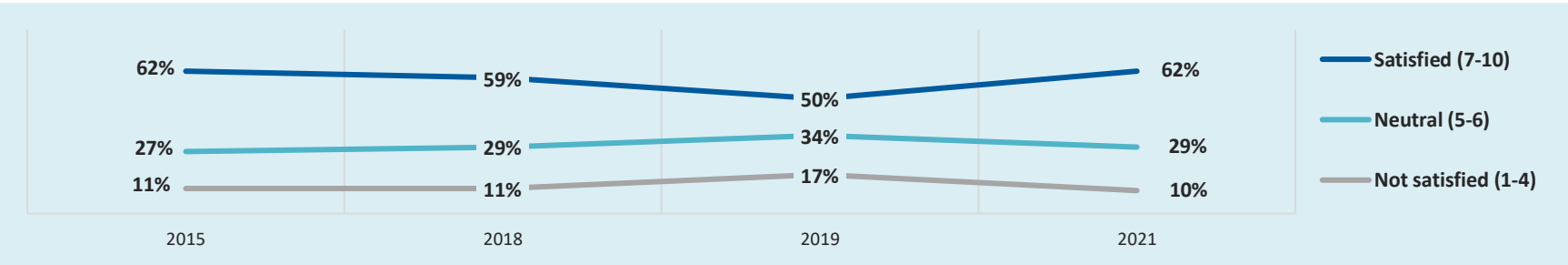
- When asked why they give this rating for satisfaction, 38% of respondents say services are fine/City is well-run/happy with services. Another 18% say there’s always room for improvement and 11% say they don’t have access to the services they need. Other reasons for their satisfaction rating of City services include leisure services could be improved (5%) and taxes too high for services received (4%).

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



\* Excludes 'Unsure' responses / May not total 100% due to rounding

**Perception of Quality of Services, 2015-2021**

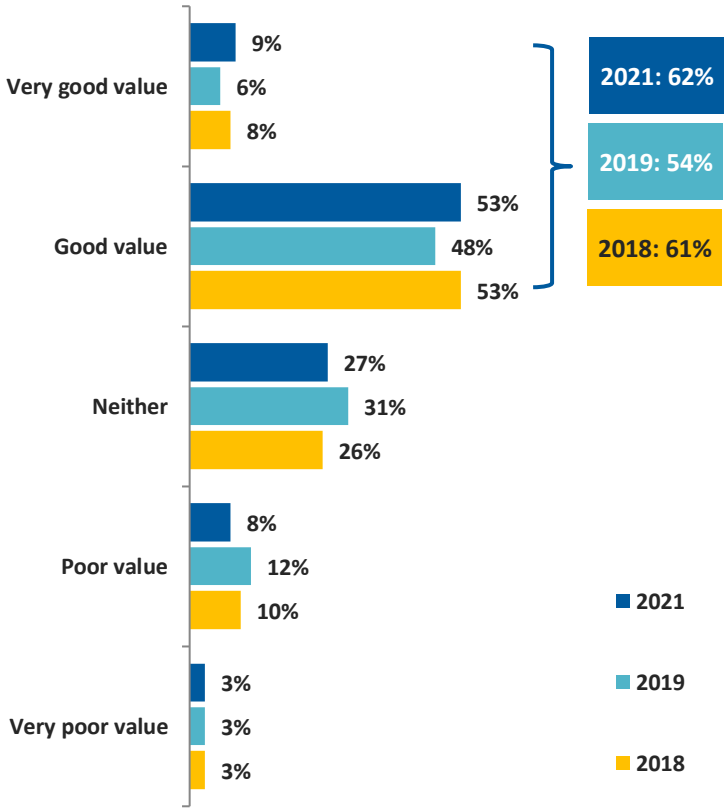


# Value of Services

*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 (62%) respondents say they receive good-to-very good value from City of Regina services, up from 54% in 2019 but in line with 61% in 2018.
- Approximately 27% are neutral, down from 31% in 2019 and in line with 26% in 2018.
- Another 11% feel they receive poor value from City services compared to 15% in 2019 and 13% in 2018.

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



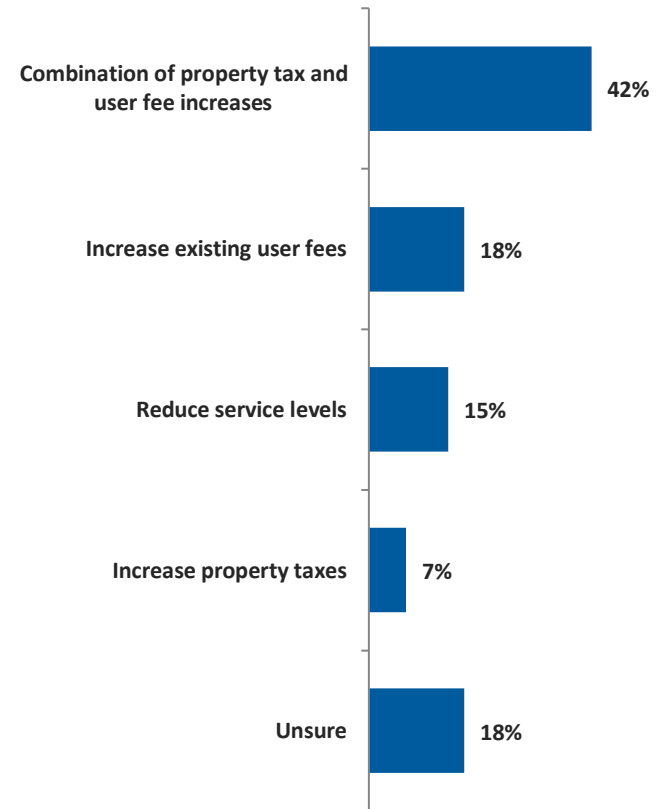
\* May not total 100% due to rounding

## Taxes

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

- In 2021, four out of ten (42%) respondents say they would most prefer the City balance its operating budget by using a combination of property tax and user fee increases.
- Approximately 18% prefer the City increase existing user fees.
- Approximately 15% prefer the City reduce service levels.
- Another 7% would prefer the City increase property taxes.
- Approximately 18% are not sure which approach they would most prefer.

### 4 out of 10 Prefer a Combination of Property Tax & User Fees

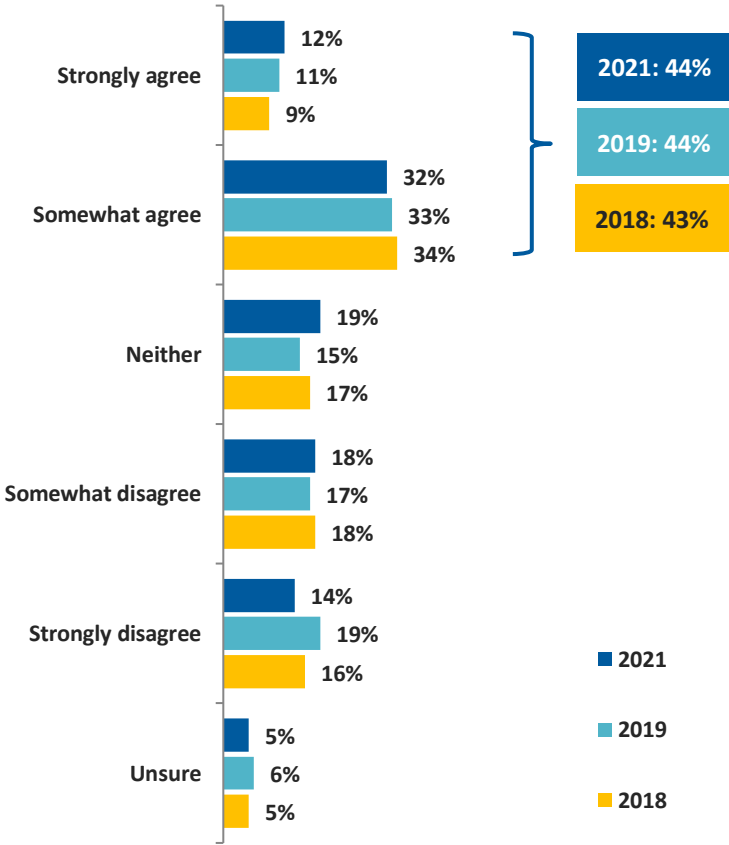


### Dedicated Tax Increase

*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?*

- Four out of ten (44%) respondents agree with the idea of a dedicated property tax increase to pay for specific programs or services. This is essentially unchanged from 2019 and 2018.
- Another 32% disagree (vs. 36% in 2019 and 34% in 2018), while 19% are neutral (vs. 15% in 2019 and 17% in 2018).

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



\* May not total 100% due to rounding

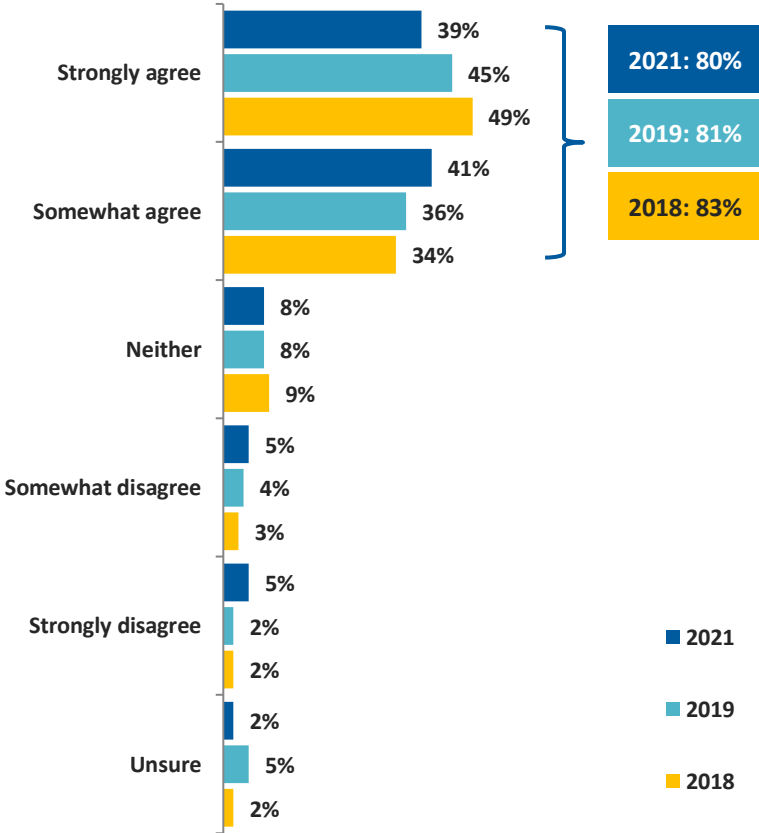


### Allocating Tax Dollars to Infrastructure

*Q. 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?*

- Eight out of ten (80%) respondents agree that a portion of today's property tax dollars should be allocated to help fund the cost of rebuilding infrastructure in the future. This includes 39% who strongly agree.
- This high level of agreement is consistent with 81% in 2019 and 83% in 2018.
- Approximately 8% neither agree nor disagree, while 9% disagree.

8 out of 10 Agree with Using Property Tax Dollars for Infrastructure

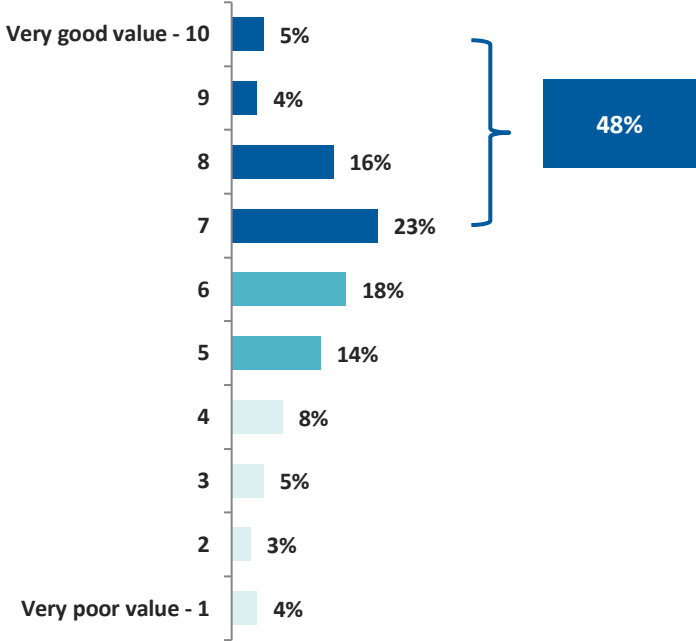


### Value for Tax Dollars

*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?*

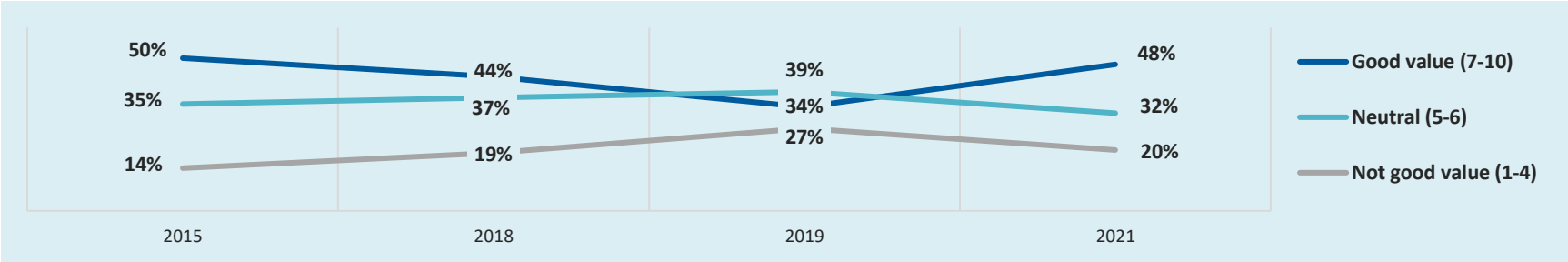
- In 2021, approximately half (48%) of respondents think they receive good value (7-10 rating) for their municipal tax dollars. This is an increase from 34% in 2019 and more in line with 44% in 2018 and 50% in 2015.
- Approximately 20% think they receive poor value for their tax dollars (1-4 rating), down from 27% in 2019 and consistent with 19% in 2018. Another 32% are neutral, down somewhat from previous surveys.

### 5 out of 10 Think Residents Receive Good Value for Tax Dollars



\* Excludes 'Unsure' responses

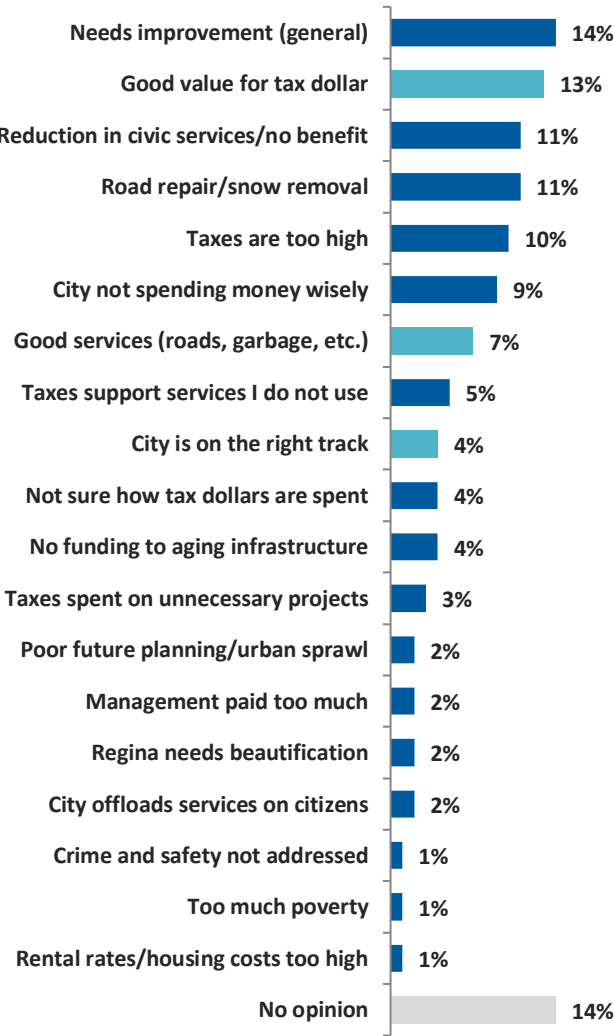
### Perception of Quality of Services, 2015-2021



**Q. Why do you say that?**

- Respondents provide a variety of reasons for thinking they receive value for their municipal tax dollars, although no one reason dominates.
- Reasons for thinking they receive good value for tax dollars include a reiteration that they receive good value for their tax dollar (13%), good services such as roads, snow removal, garbage (7%) and the city is on the right track (4%).
- Reasons for thinking they receive poor value for tax dollars include a general statement about needing improvement (14%), reduction in civic services (11%), road repair/snow removal (11%), taxes are too high (10%) and the City not spending money wisely (9%).

**Various Reasons for Perceptions of Value for Tax Dollars**



\* Multiple response allowed

# Satisfaction with Customer Service

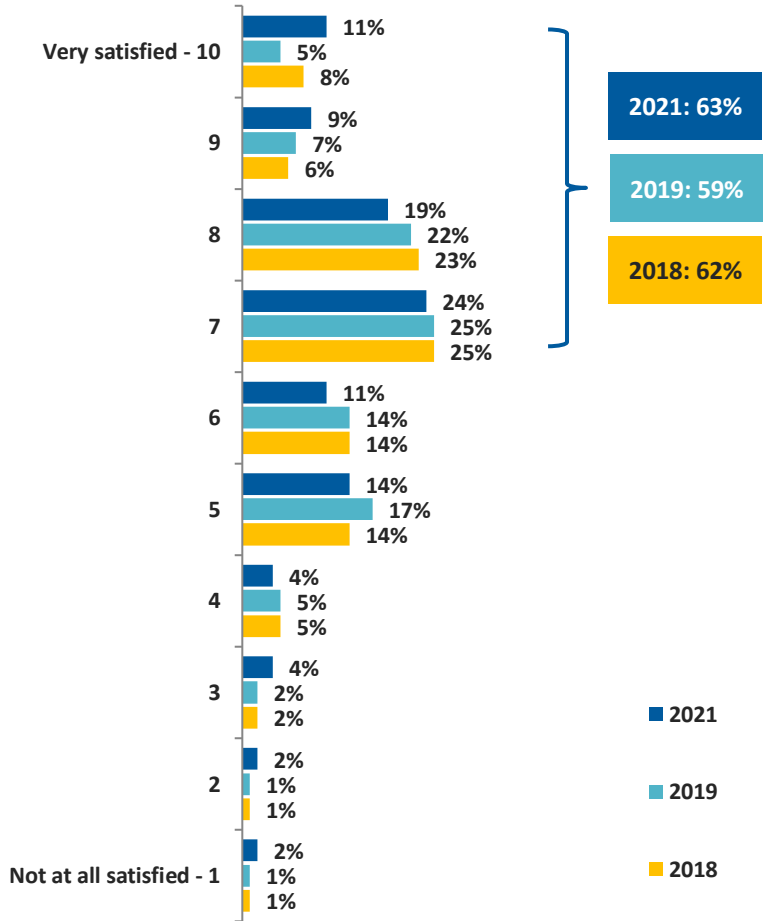
**Q. How satisfied are you with the level and quality of customer service provided by the City of Regina? Please use a number from 1 to 10, where 1 is not at all satisfied and 10 is very satisfied.**

- Six out of ten (63%) respondents are satisfied with the level and quality of customer service provided by the City of Regina. This is consistent with 59% in 2019 and 62% in 2018.

**Q. Why did you give this rating?**

- Approximately two-thirds (67%) of respondents offer a reason for their satisfaction or dissatisfaction with customer service, while 33% say “no comment/all good.”
- Of the 67% who provide a response:
  - The most frequently mentioned reasons for satisfaction with customer service include staff quick to respond (17%), staff very friendly/helpful (15%), service is good/satisfied (14%) and able to resolve the problem/answer question (11%).
  - The most frequently mentioned reasons for dissatisfaction with customer service include can't speak to a real person (10%), slow response time (9%) and unable/do not resolve problem (9%).

## 6 out of 10 Satisfied with Customer Service



\* Excludes 'Unsure' responses

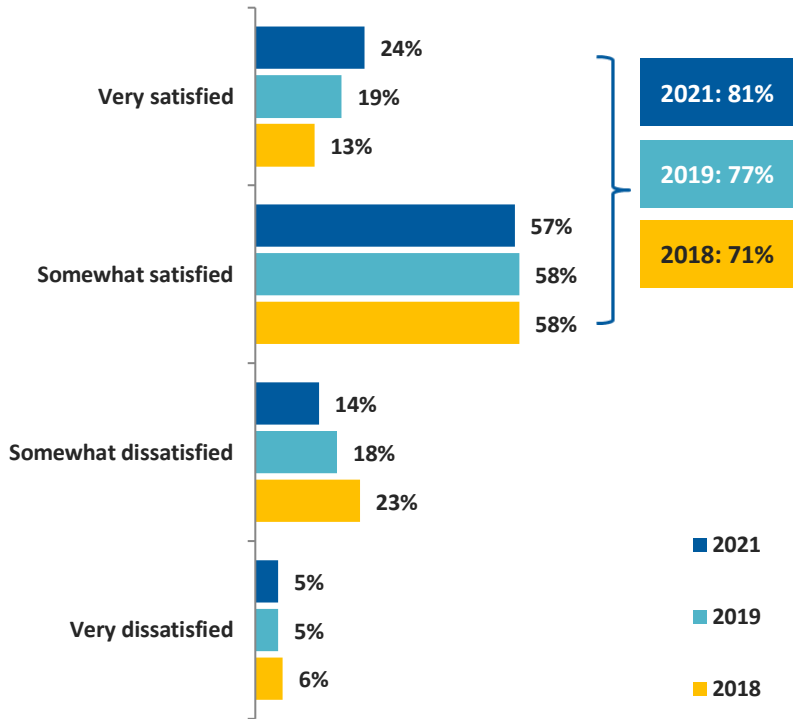


# Satisfaction with Communication

*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 majority (81%) of respondents are satisfied with the overall quality of City communications. This is up from 77% in 2019 and 71% in 2018.
- Approximately 19% are not satisfied with the quality of City communications (vs. 23% in 2019 and 29% in 2018).

7 out of 10 Satisfied with Overall Quality of Communications

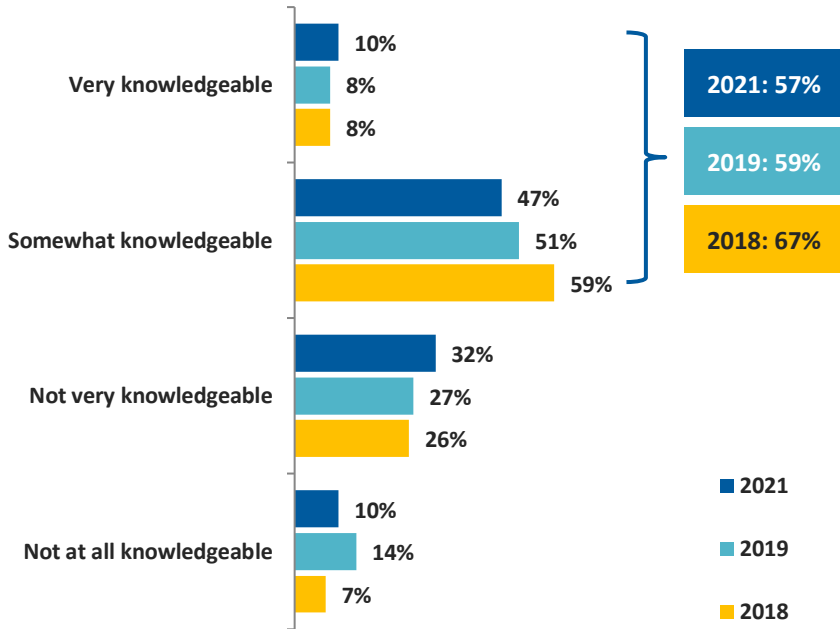


\* Excludes 'Unsure' responses

### 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?**
- Most (57%) respondents think they are knowledgeable about how City tax dollars are spent, consistent with 59% in 2019 but down from 67% in 2018.
  - Approximately 42% describe themselves as not very/not at all knowledgeable compared to 41% in 2019 and 33% in 2018.

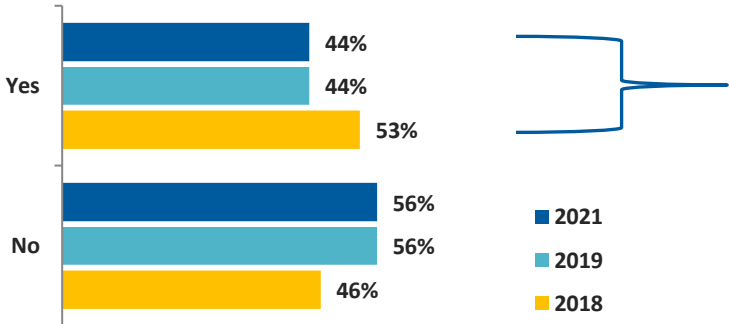
6 out of 10 Knowledgeable of How Tax Dollars Are Spent



\* Excludes 'Unsure' responses

# Contact with City

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



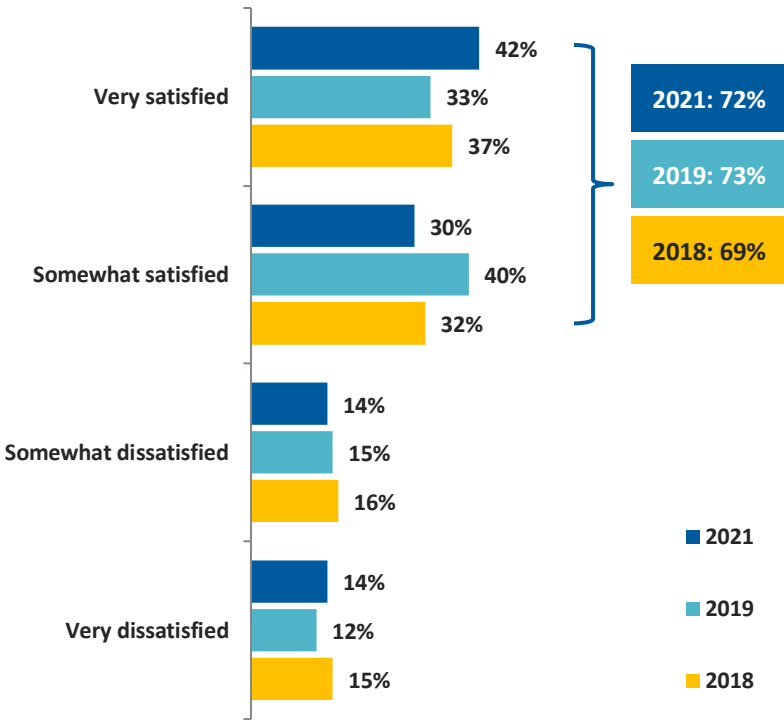
- Approximately 44% of respondents have contacted the City of Regina or one of its employees in the past 12 months, unchanged from 2019 but below 53% in 2018.

## Satisfaction with Contact

- The large majority (72%) of these respondents are satisfied with their most recent contact with the City, including a 42% who are very satisfied.
- Satisfaction with most recent contact with City is in line with recent surveys.

# Satisfaction with Recent Contact

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



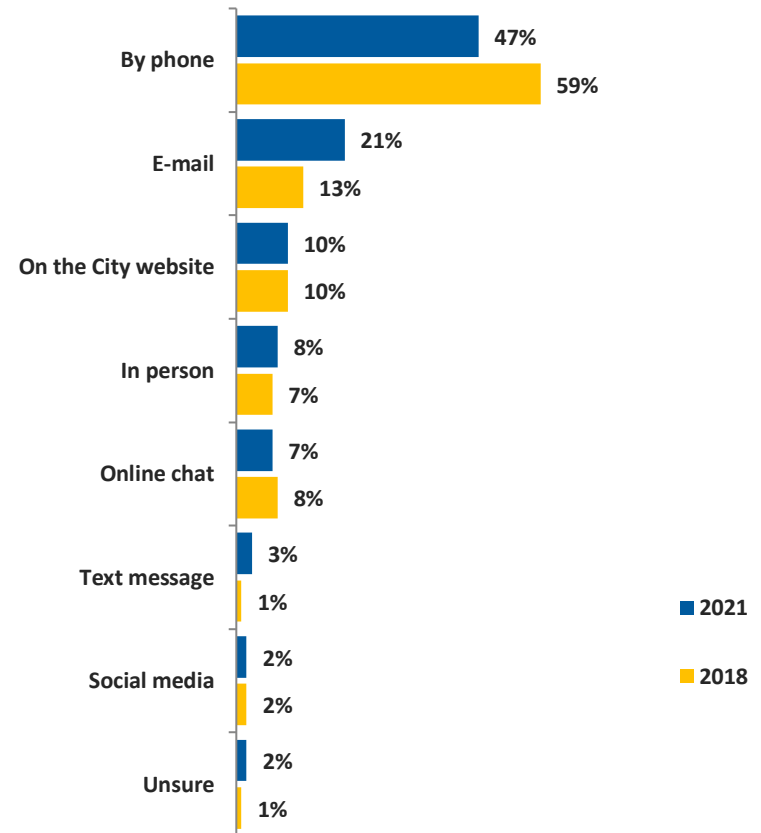
\* Excludes 'Unsure' responses

## Preferred Contact Channels

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

- Comparing 2021 contact preferences with those of 2018 shows that most respondents prefer to contact the City of Regina by phone, although the percentage who prefer phone contact has decreased from 59% in 2018 to 47% in 2021.
- The percentage who prefer to contact the City via email has increased from 13% in 2018 to 21% in 2021.
- One out of ten (10%) prefer to contact the City on the Regina.ca website, unchanged from 2018.
- There is little change in the percentage of respondents who prefer in person contact (8% in 2021 vs. 7% in 2018) or online chat (7% in 2021 vs. 8% in 2018).
- Few prefer using text messaging (3% in 2021 vs. 1% in 2018) or social media (2% in 2021 vs. 2% in 2018) to contact the City.

### Half Prefer to Contact the City by Phone

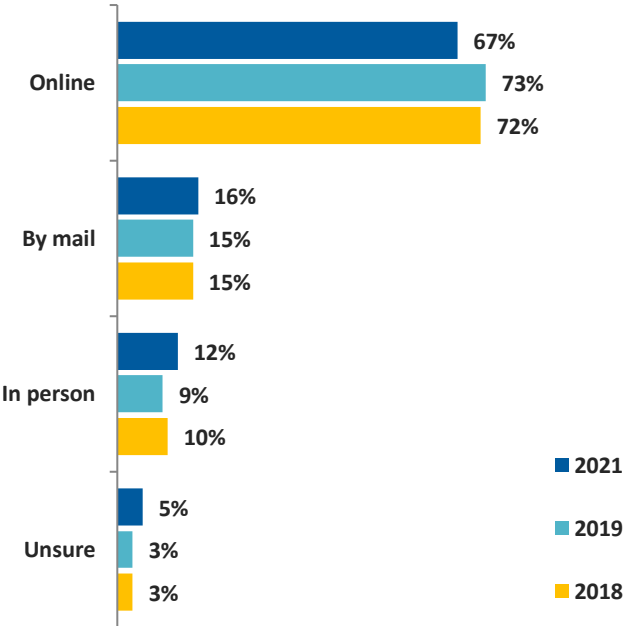


# Online Services

**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 previous surveys, the majority (67%) of respondents prefer to receive services or conduct business with the City online. This is down somewhat from 73% in 2019 and 72% in 2018.
- A relatively small percentage prefer to receive services or conduct business by mail (16%, in line with previous surveys) or in person (12%, slightly up from previous surveys).

7 out of 10 Would Prefer to Do Business Online



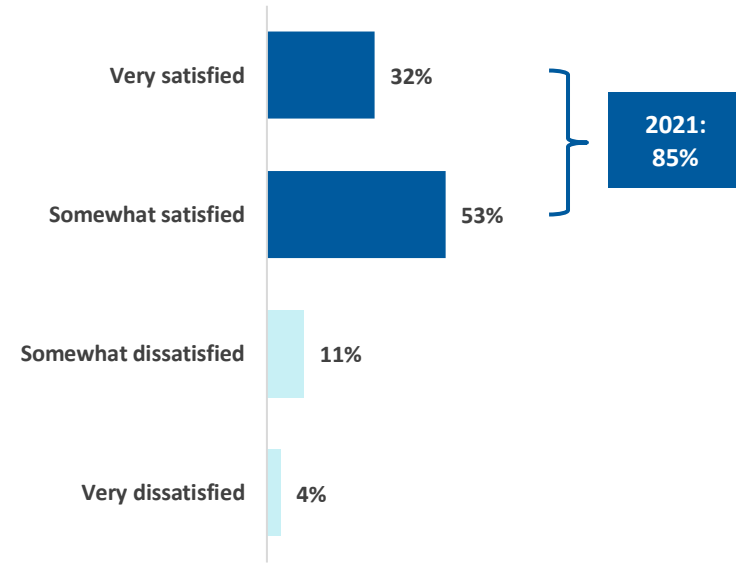


## Online Accessibility

*Q. How satisfied are you with the ability to access the City of Regina's services online?*

- The large majority (85%) of respondents are satisfied with the ability to access City of Regina services online, including 32% who are very satisfied. Approximately (15%) are not satisfied.

### 9 out of 10 Are Satisfied With Ability to Access Services Online



\* Excludes 'Unsure' responses

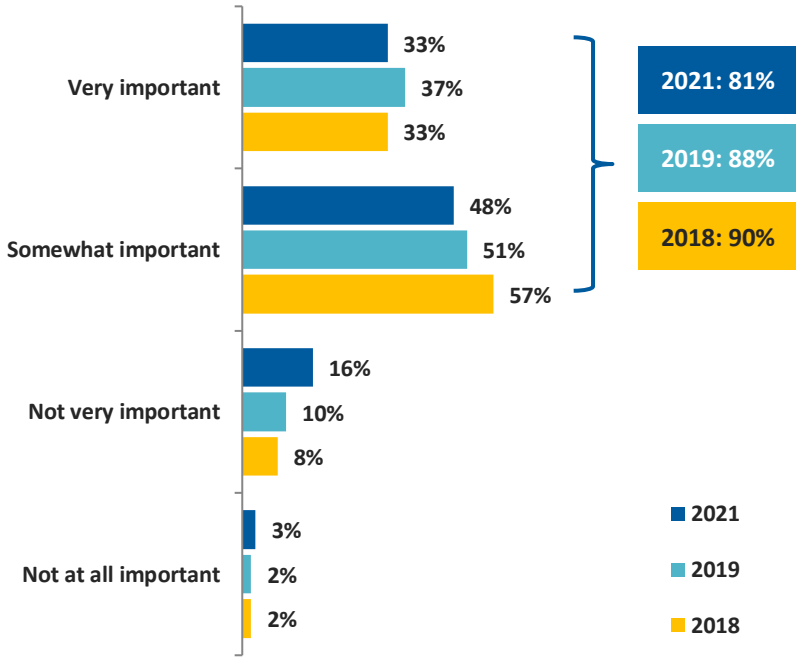
# Public Participation

## Importance of Engagement Opportunities

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

- Eight out of ten (81%) respondents think it’s important to have opportunities to participate and provide input on City programs, services and plans. While still the large majority, this has trended down from 90% in 2018.

8 out of 10 Say Opportunity to Provide Input Is Important



\* Excludes 'Unsure' responses

## Trust Index

The Citizen Satisfaction Survey uses a series of customer service and value statements to explore perceptions of City of Regina services, responsiveness, communication, fiscal stewardship and planning. Together, these statements form a trust index. The trust index is based on a score of 1 to 5, where 1 means ‘do not agree at all’ and 5 means ‘strongly agree’ with the statement.

The 2021 Trust Index score for the seven value statements used in the 2019 and 2018 surveys has increased to 3.45 vs. 3.38 in 2019 and 3.42 in 2018.

Going forward, the trust index has been adjusted to include two additional value statements. The overall 2021 trust index score when adjusted to include nine value statements is 3.41 out of 5.00.

### Individual Value Statement Trust Scores

- City staff are courteous, helpful and knowledgeable: 3.92 vs. 3.88 in 2019 and 3.80 in 2018.

- The City effectively and efficiently delivers services on a daily basis: 3.63 vs. 3.60 in 2019 and 3.50 in 2018.
- The City responds quickly to requests or concerns: 3.43 vs. 3.22 in 2019 and 3.37 in 2018.
- The City offers meaningful opportunities for its residents to participate and provide input on programs, services & plans: 3.44 vs. 3.53 in 2019 and 3.40 in 2018.
- City staff are easy to reach when needed: 3.39, unchanged from 2019.
- The City’s finances are well managed: 3.19 vs. 2.96 in 2019.
- The City does a good job of informing citizens how property tax dollars are spent on City services: 3.14 vs. 3.06 in 2019.

### New to Trust Index

- The City carefully plans for future growth and development: 3.32.
- The City does a good job of balancing meeting the community’s needs with affordability for property taxpayers: 3.22.

	Agreement			Trust Score		
	2021	2019	2018	2021	2019	2018
<i>City staff are courteous, helpful and knowledgeable.</i>	<b>72%</b>	66%	67%	<b>3.92</b>	3.88	3.80
<i>The City effectively and efficiently delivers services on a daily basis.</i>	<b>62%</b>	61%	61%	<b>3.63</b>	3.60	3.50
<i>The City responds quickly to requests or concerns.</i>	<b>55%</b>	46%	53%	<b>3.43</b>	3.22	3.37
<i>The City offers meaningful opportunities for its residents to participate and provide input on programs, services and plans.</i>	<b>53%</b>	65%	61%	<b>3.44</b>	3.53	3.40
<i>City staff are easy to reach when needed.</i>	<b>51%</b>	52%	50%	<b>3.39</b>	3.39	3.36
<i>The City’s finances are well managed.</i>	<b>42%</b>	35%	48%	<b>3.19</b>	2.96	3.28
<i>The City does a good job of informing citizens of how property tax dollars are spent on various City services.</i>	<b>42%</b>	42%	55%	<b>3.14</b>	3.06	3.26
<b>Tracking Trust Index Score 2018-2021</b>				<b>3.45</b>	<b>3.38</b>	<b>3.42</b>
<i>The City carefully plans for future growth and development</i>	<b>48%</b>	-	-	<b>3.32</b>	-	-
<i>The City does a good job of balancing meeting the community’s needs with affordability for property taxpayers.</i>	<b>46%</b>	-	-	<b>3.22</b>	-	-
<b>Trust Index Score 2021</b>				<b>3.41</b>		

Mean scores exclude ‘Unsure’ responses / Unsure is included in calculation of agreement percentages reported

## 2021 Agreement Levels

*Q. For each of the following statements, do you strongly disagree, somewhat disagree, neither agree/disagree, somewhat agree or strongly agree?*

- *City staff are courteous, helpful and knowledgeable: 72% of respondents agree, including 32% who strongly agree.*
- *The City effectively and efficiently delivers services on a daily basis: 62% agree (19% strongly agree).*
- *The City responds quickly to requests or concerns: 55% agree (15% strongly agree).*
- *The City offers meaningful opportunities for residents to participate and provide input on programs, services & plans: 53% agree (13% strongly agree).*
- *City staff are easy to reach when needed: 51% agree (17% strongly agree).*
- *The City carefully plans for future growth and development: 48% agree (14% strongly agree).*
- *The City does a good job of balancing meeting the community's needs with affordability for property taxpayers: 46% agree (10% strongly agree).*
- *The City's finances are well managed: 42% agree (9% strongly agree).*
- *The City does a good job informing citizens how property tax dollars are spent on City services: 42% agree (13% strongly agree).*

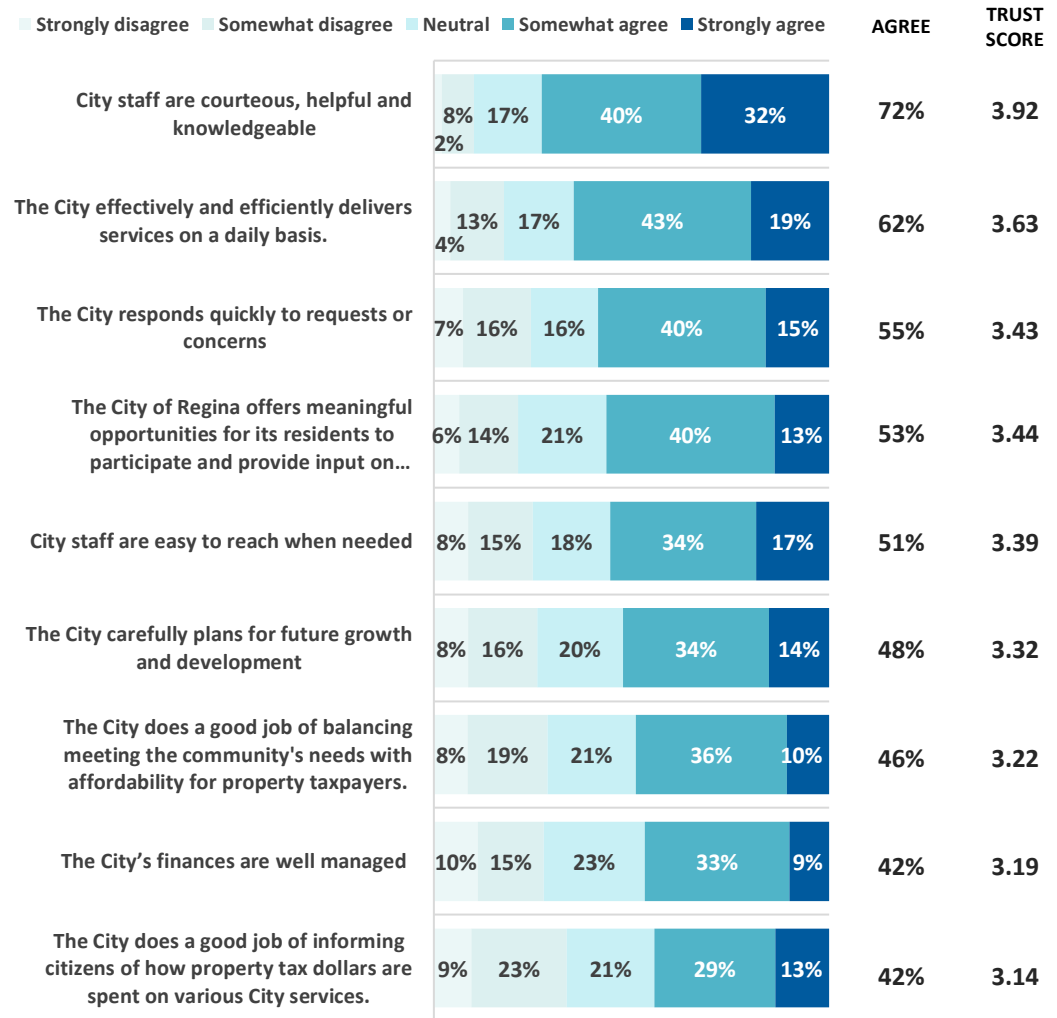


Chart does not display 'unsure' response



City of Regina 2021 Citizen Satisfaction Survey

# Appendix



# Respondent Profile

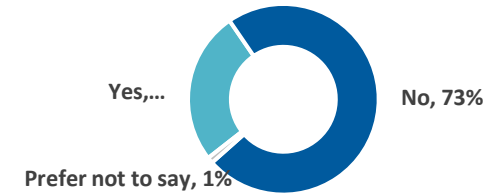
## Age



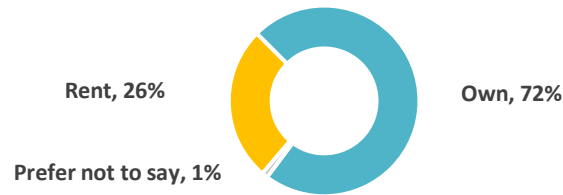
## Gender



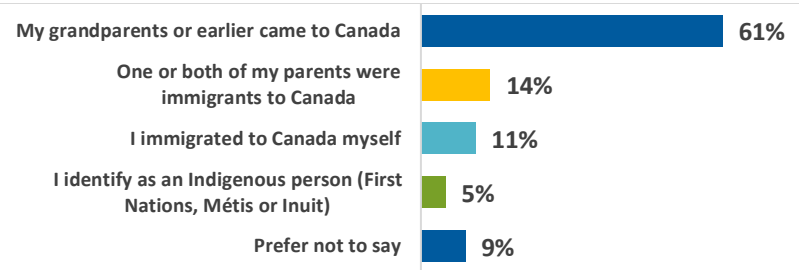
## Children Living at Home



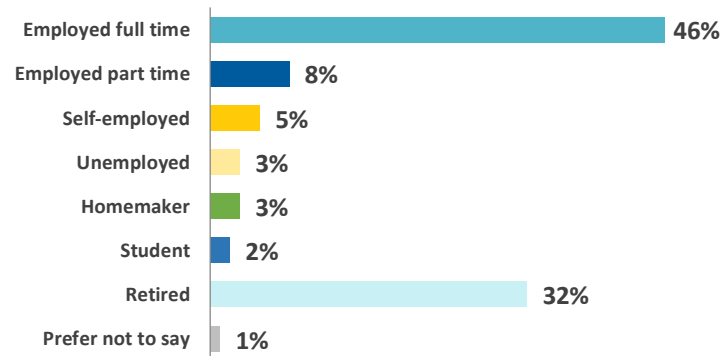
## Own or Rent Home



## Heritage



## Employment



## Household Income

