

Insight Community Mixed Topic Survey

December 2022

Survey Results

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

Thank you to all the Edmonton Insight Community members for engaging with us and providing your feedback to help City of Edmonton Council and administration make decisions.

-Corporate Research Unit

As of December 2022, more than 15,500 Edmontonians are part of the Insight Community who engage with The City of Edmonton through different survey formats. The Insight Community is managed by the Corporate Research Unit at the City of Edmonton. Corporate Research Unit advises on, plans, executes, and reports on research for almost every administrative area of the City.

The mixed Topic survey is composed of a variety of questions on various topics that help different departments make decisions using public feedback. This document highlights what we heard from the Insight members on the topics included in the December 2022 Mixed Topics survey.

From **December 15th to December 22nd 2022**, 3,466 Insight Community members engaged with The City of Edmonton by answering to the December 2022 Mixed Topic survey that was sent to them via email. Additionally, 28 respondents accessed the survey through the survey webpage. The December survey included the following topics:

- Vehicle for Hire
- Fall Yard Waste Collection

As it is a non-random online survey, a margin of error is not reported for these results. However, if a probability sample had been used results for a random sample of 3,494 would be accurate to ± 1.5 percentage points, 19 times out of 20.

**More than
15,500
members**

**3,494
respondents**

WHAT WE HEARD

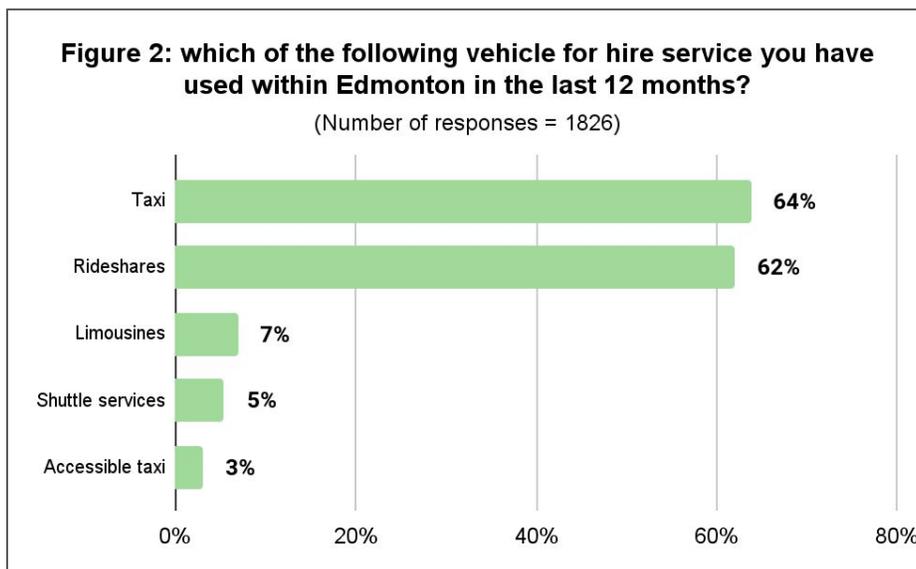
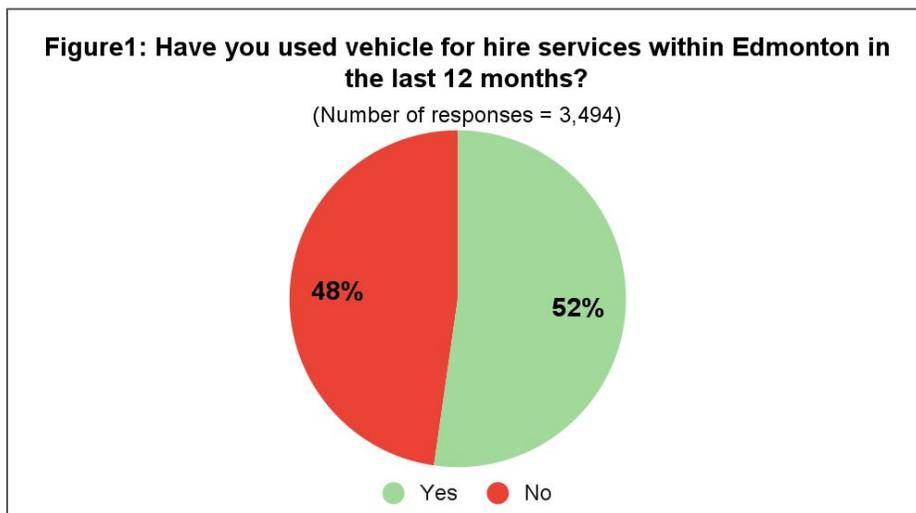
Vehicle for Hire

In Edmonton, vehicles for hire transport passengers from one destination to another for a fee. This includes taxis, limousines, shuttles, and rideshare vehicles. The Vehicle for Hire program at the City of Edmonton oversees many different features including: User accessibility and safety, Alignment with the Vehicle for Hire Bylaw, and Licensing and public education. With this survey City of Edmonton wanted to better understand Edmontonians' experience with using vehicles for hire.

Usage of vehicle for hire services within Edmonton

Among the Edmontonians who participated in the survey, 52% have used vehicle for hire services in Edmonton in the past 12 months (Figure 1).

- Vehicle for hire users were asked what all services they used in the past 12 months, the top services were taxi services (64%) and rideshare services (62%). (Figure 2).
- When asked about their MOST commonly used service, rideshare was indicated by more than half (52%), followed by taxi services (43%).

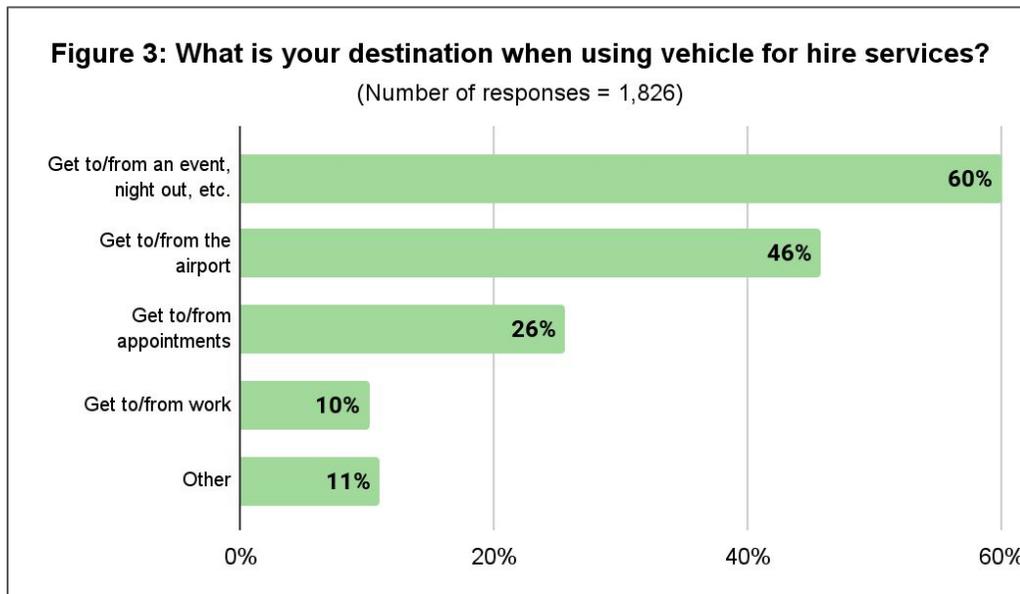


WHAT WE HEARD

Vehicle for Hire

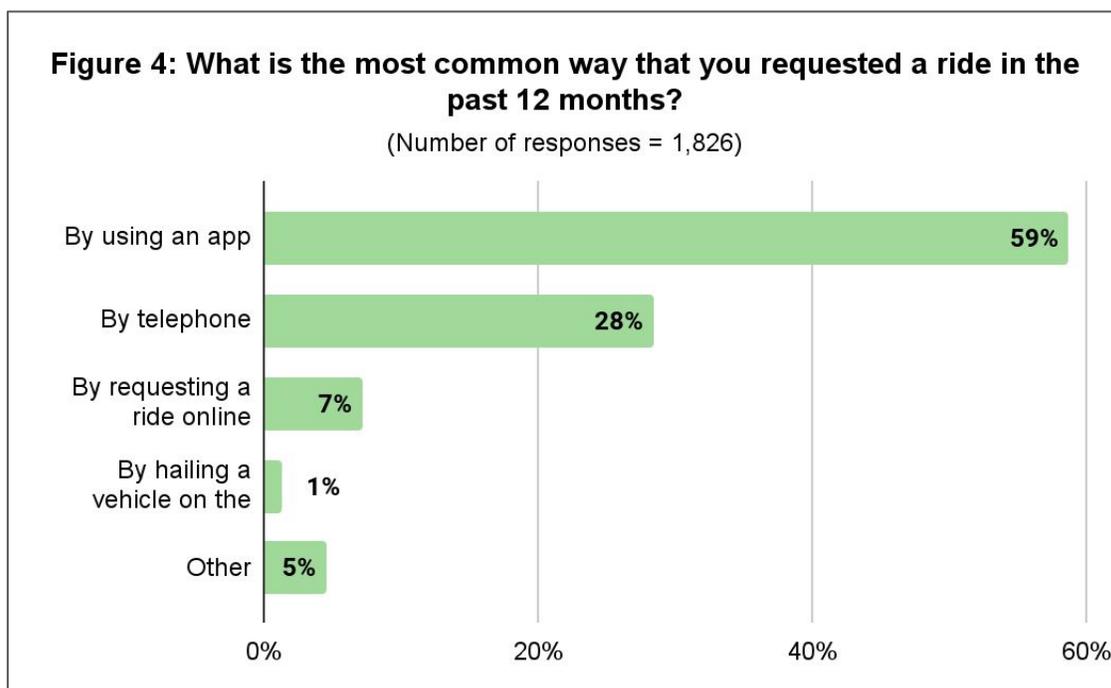
Travel destinations using vehicle for hire services

Among the respondents who use vehicle for hire services, 60% say that they use the service to 'get to/from an event/night out, etc.', followed by those who use vehicle for hire services to 'get to/from the airport' (46%). Only 10% of the respondents say that they use a vehicle for hire service to 'get to/from work' (Figure 3).



Methods of requesting a ride

Among the respondents who use vehicle for hire services, the most commonly used methods of requesting a ride is by using an app (59%); followed by booking a ride using telephone (28%) (Figure 4).

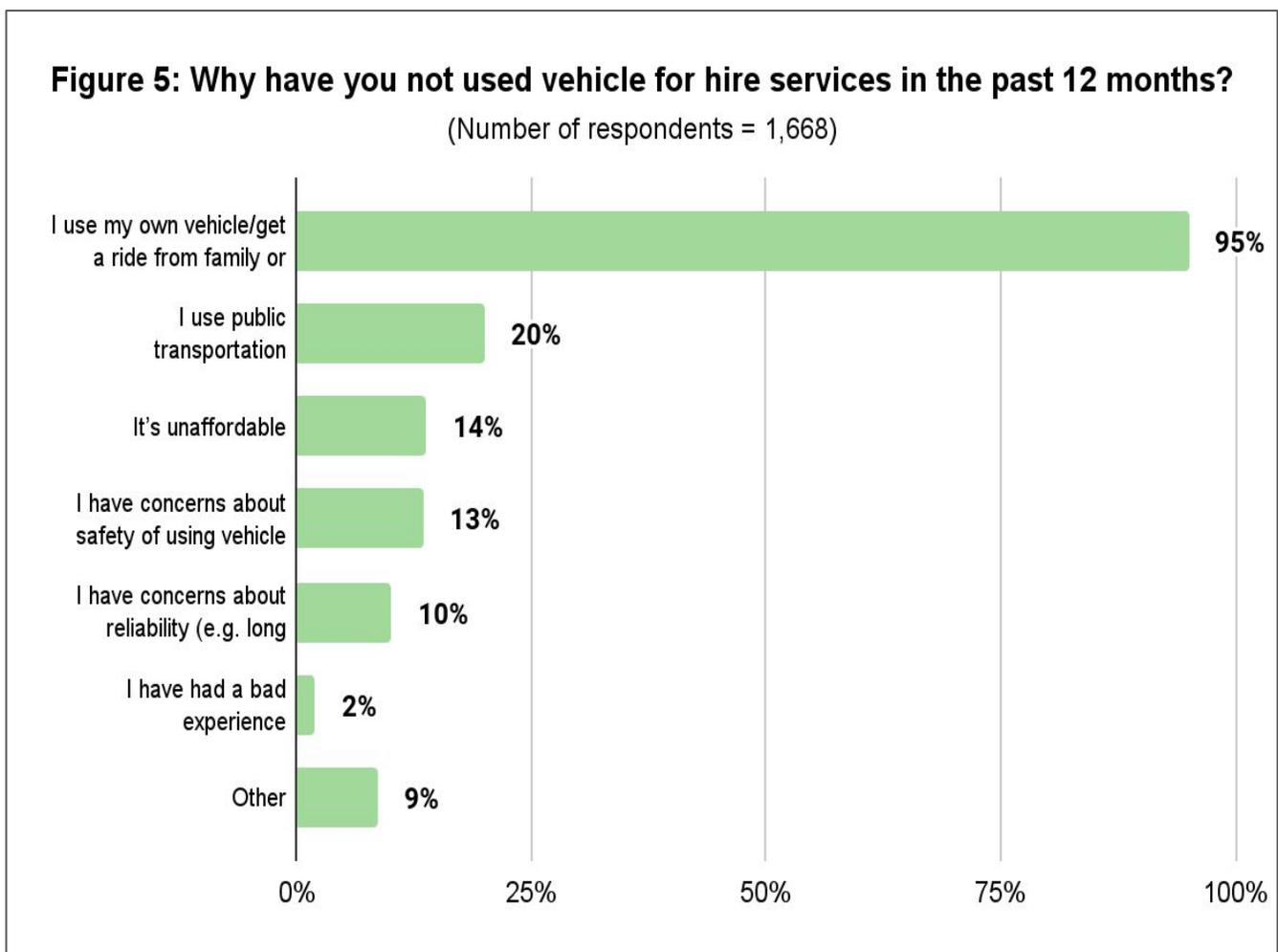


WHAT WE HEARD

Vehicle for Hire

Reasons for not using vehicle for hire services

- Among the respondents who didn't use vehicle for hire services in the past 12 months, vast majority of respondents (95%) did not use vehicle for hire services because they used their own car or got a ride from family/friends (Figure 5).
- On the other hand, the reason for not using vehicle for hire services for some respondents were: safety concerns (13%), reliability concerns (10%) and a bad experience (2%) (Figure 5).



WHAT WE HEARD

Vehicle for Hire

Safety perception of vehicle for hire services

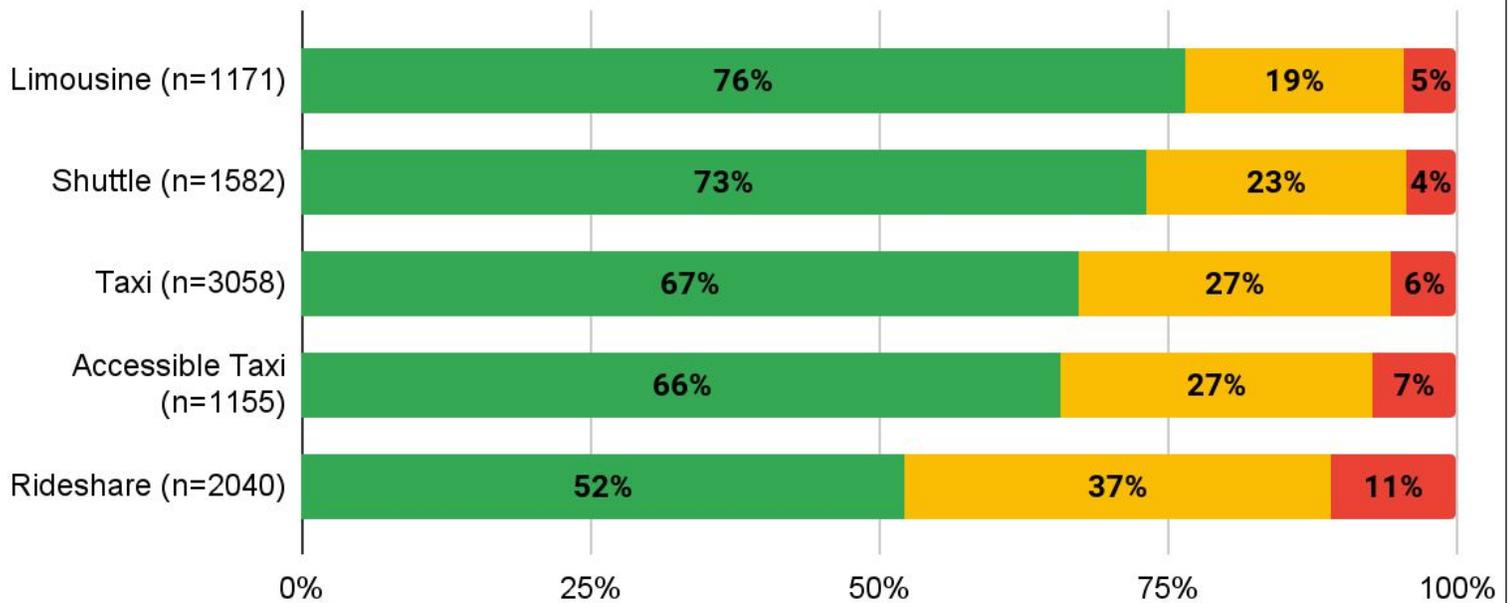
Among the Edmontonians who participated in the survey, majority of the Limousine users feel that using Limousine services are safe (76%); followed by shuttle users, 73% feeling safe using shuttle services.

- As per the survey responses received, least used vehicle for hire services include: accessible taxis, Limousines and shuttle services; with 67%, 66% and 56% of the survey respondents saying that they have never used these services respectively.

Figure 6: On a scale of 1 (very unsafe) to 10 (very safe), how safe do you feel using following share ride service?

(Number of responses = Sample for each service is based on its users)

■ Safe (Ratings 8-10) ■ Neutral (Ratings 4-7) ■ Unsafe (Ratings 1-3)



WHAT WE HEARD

Vehicle for Hire

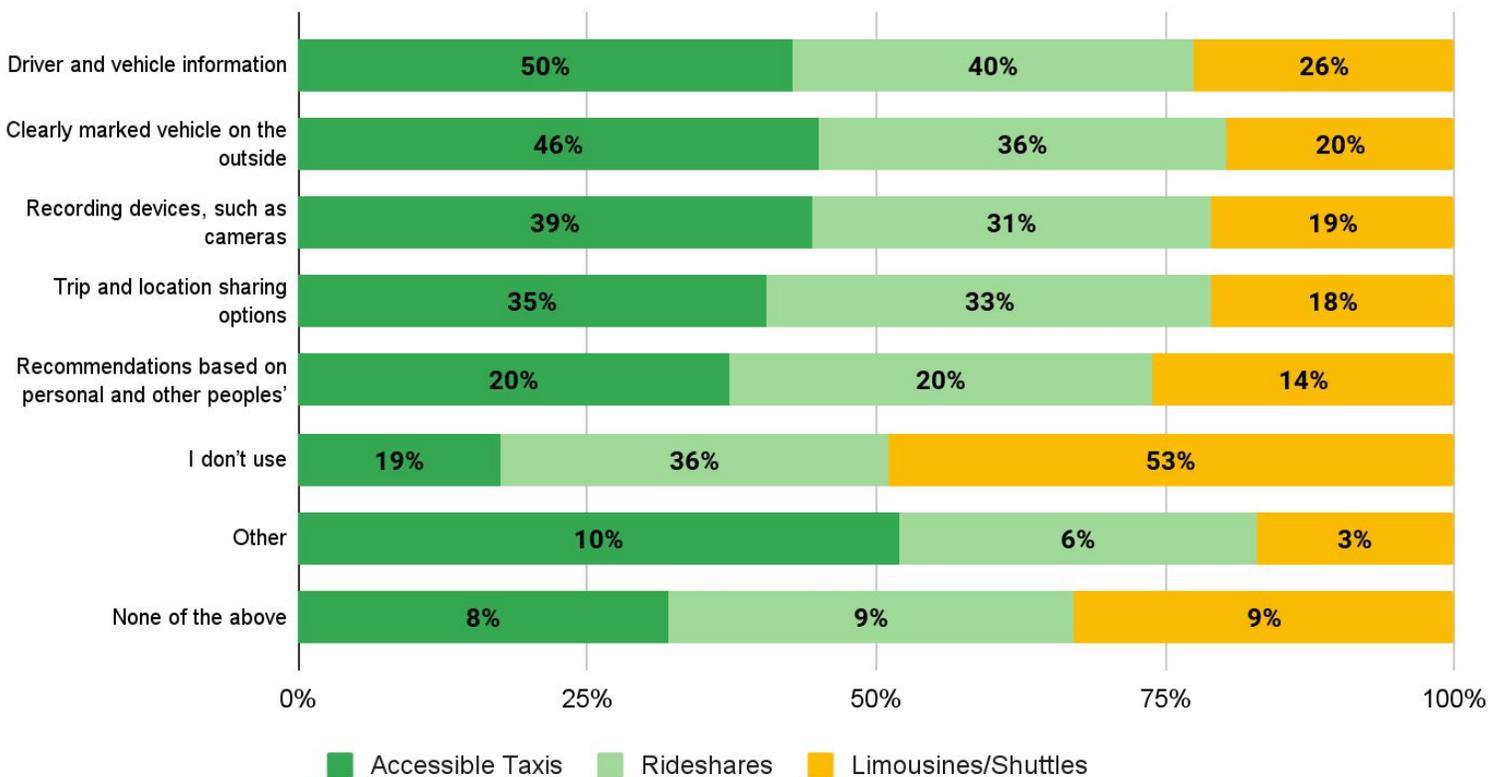
Safety features on for hire vehicles

Among the Edmontonians who responded to the survey, 'Driver & vehicle information' was identified as the highest ranked feature for people to feel safe while using accessible taxis (50%), rideshares (40%) and Limousine/shuttles (26%); followed by the feature 'Clearly marked vehicle on the outside' for accessible taxis (46%), rideshares (36%) and limousines shuttles (20%) (Figure 7).

- The most noticed safety feature in a for hire vehicle among the survey respondents is 'shields between the front & back seats' (53%), followed by 'GPS tracking (43%), 'dash camera' (34%) and in-app location sharing feature (30%).

Figure 7: What features/reasons would make you feel safer to use taxis/rideshare/shuttles in the future?

(Number of responses = 3,494)



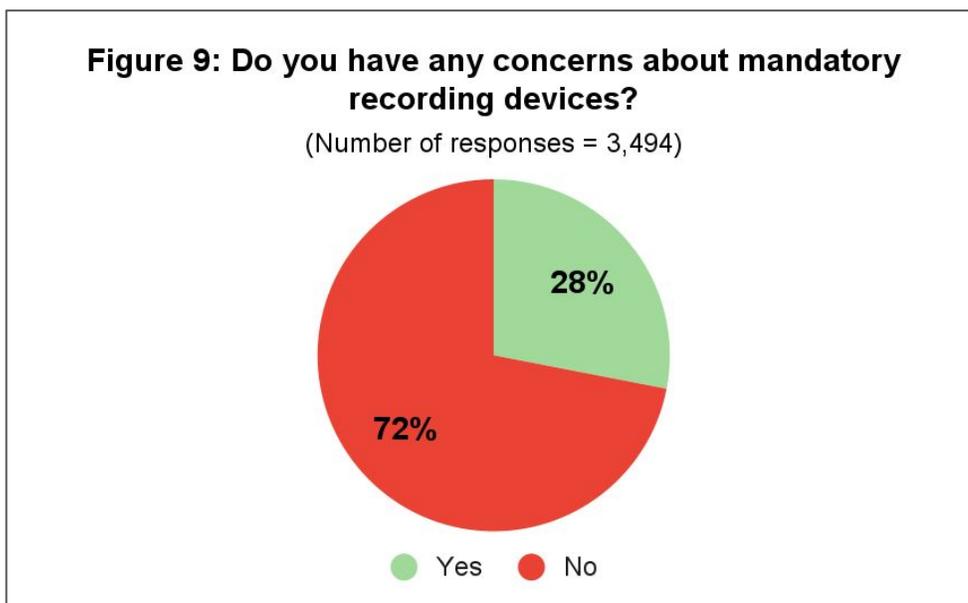
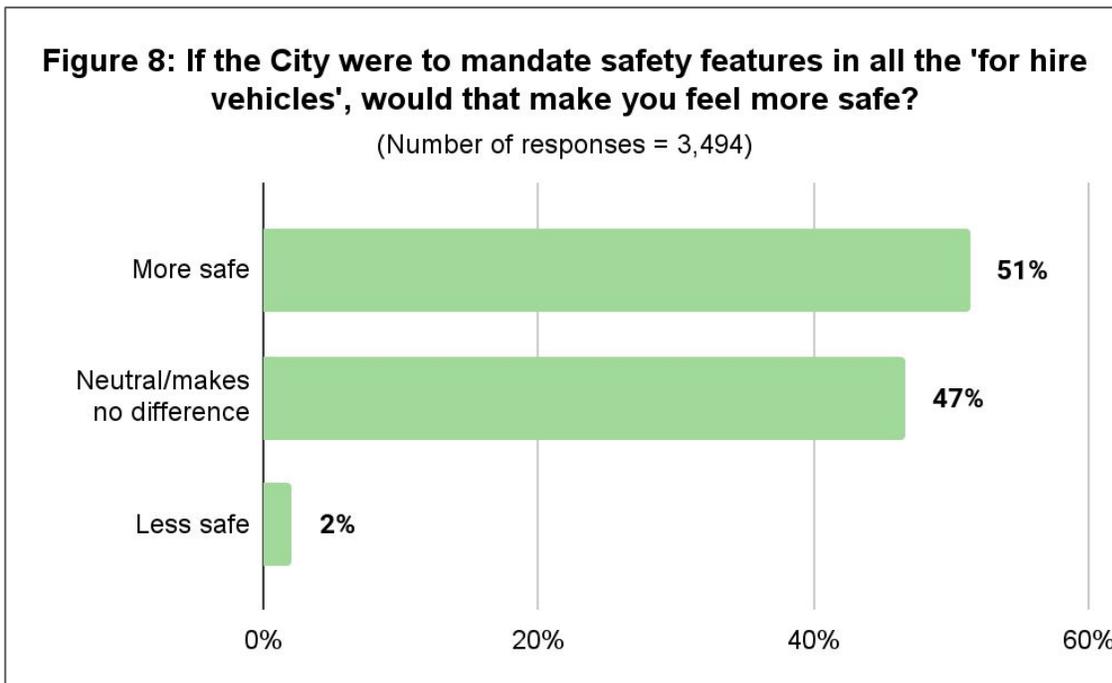
WHAT WE HEARD

Vehicle for Hire

Safety feature mandates for vehicle for hire services

Among the Edmontonians who participated in the survey, 51% say that mandating safety features (e.g. in-car dash cameras) in all the 'for hire vehicles' will make them feel more safer and 47% say that it will not make any difference to them (Figure 8).

- Additionally, 72% of the respondents say that they do not have any concerns about the mandatory recording devices, however, the other 28% say that they have concerns with it (Figure 9).



WHAT WE HEARD

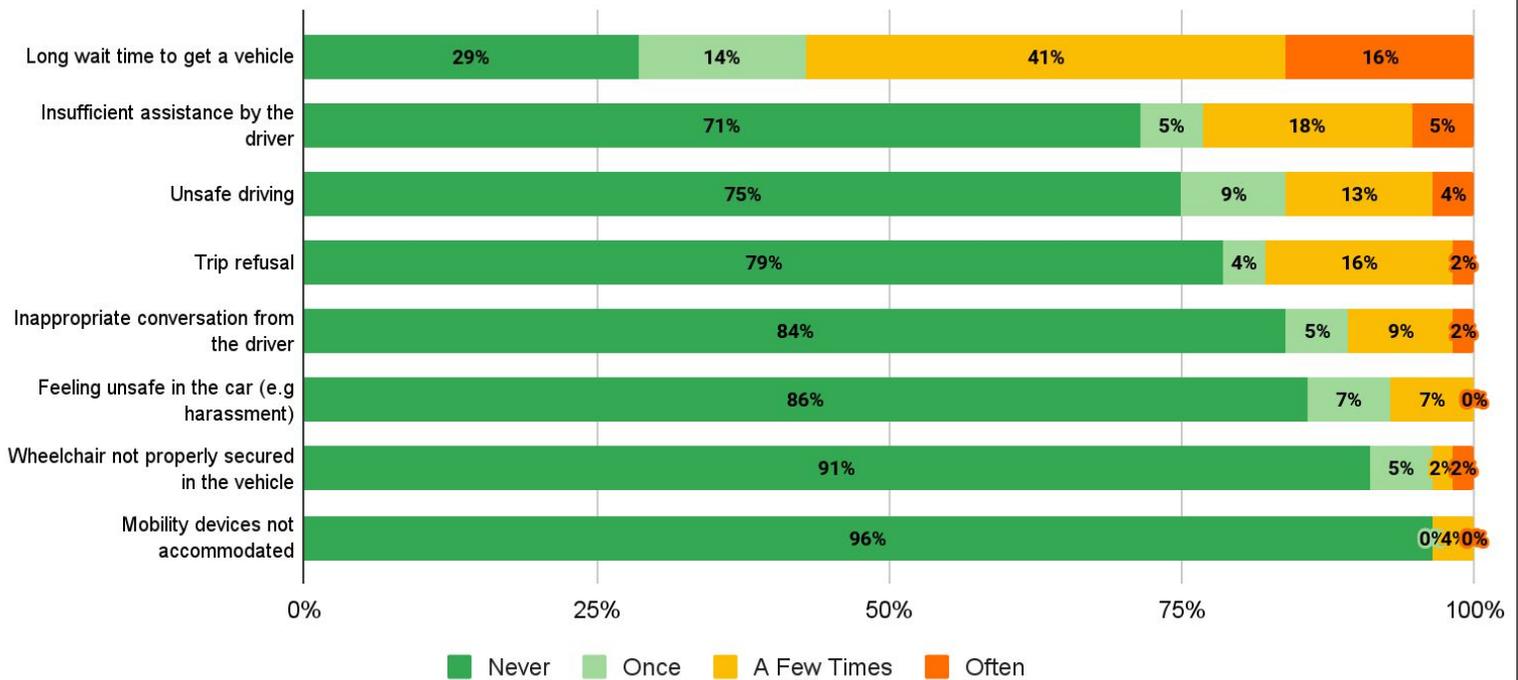
Vehicle for Hire

User experience

Among the respondents who use accessible taxis, 'long wait time to get a vehicle' is the most experienced problem with 16% often experiencing this issue, followed by 'insufficient assistance by the driver' with 5% often experiencing this issue (Figure 10a).

Figure 10a: When using accessible taxis in the past, how often have you experienced any of the following?

(Number of responses = 56)



WHAT WE HEARD

Vehicle for Hire

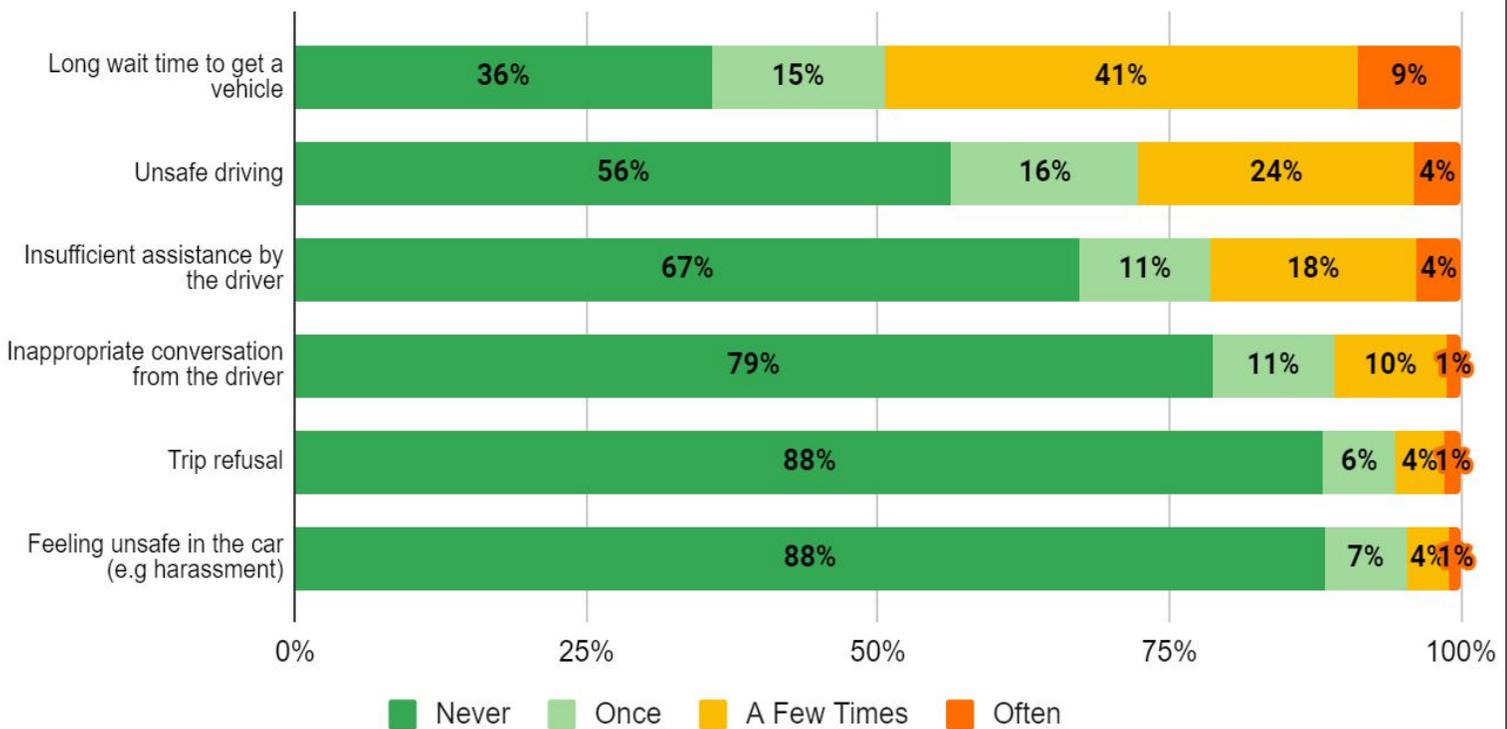
User experience

Among the respondents who use taxis, the most often experienced issue is 'long wait time to get a vehicle' (9%), followed by 'unsafe driving' (4%) and 'insufficient assistance by the driver' (4%) (Figure 10b).

- At the same time, 'feeling unsafe in the car' is the least encountered issue with 88% respondents saying that they never experienced this issue (Figure 10b).

Figure 10b: When using taxis in the past, how often have you experienced any of the following?

(Number of responses = 1,165)



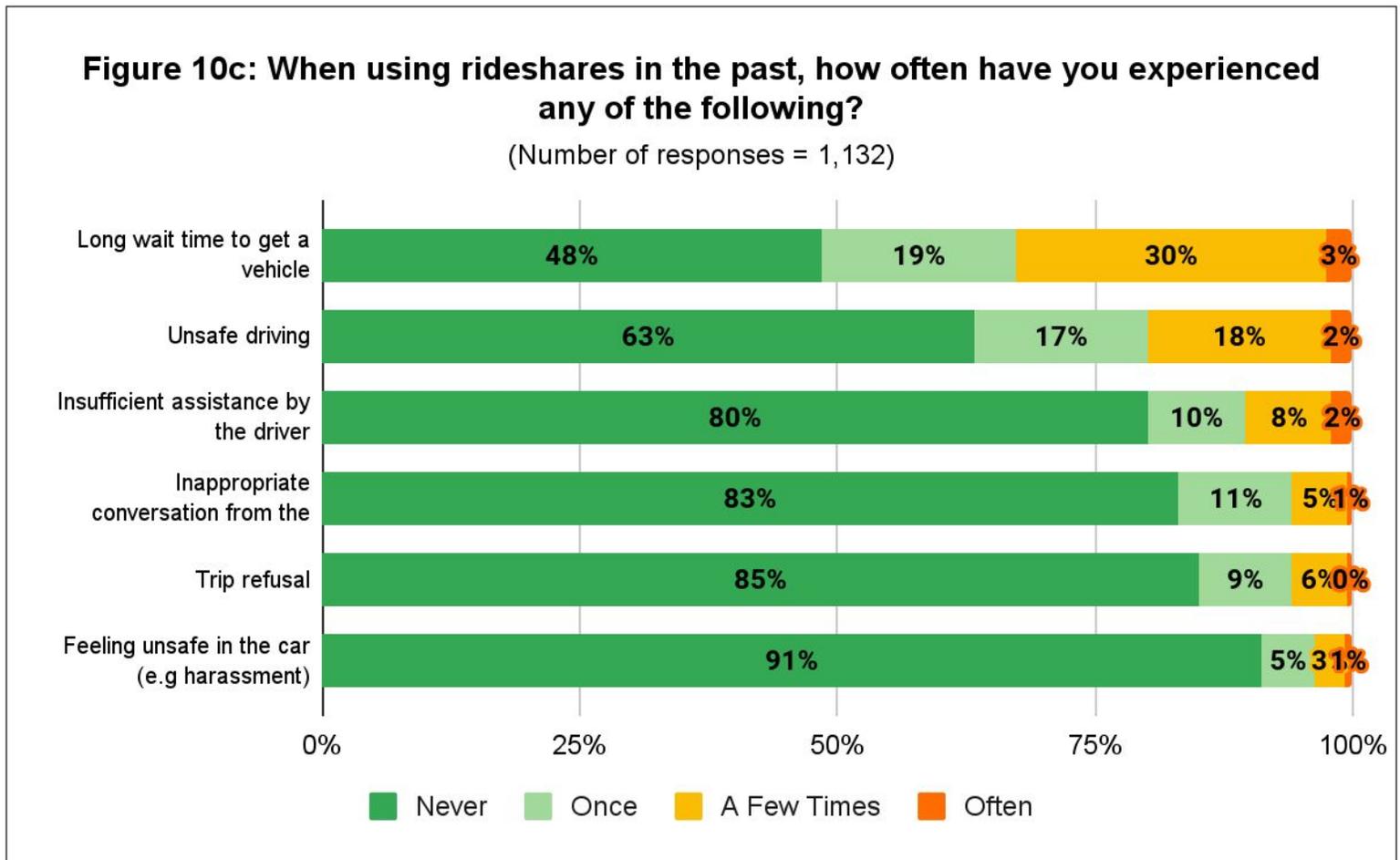
WHAT WE HEARD

Vehicle for Hire

User experience

Among the respondents who use rideshares, 30% say that they experience 'long wait time to get a vehicle' a few times, followed by 18% saying that they experience 'unsafe driving' a few times (Figure 10c).

- However, those who experience these issues often are as low as 3% and 2% respectively (Figure 10c).

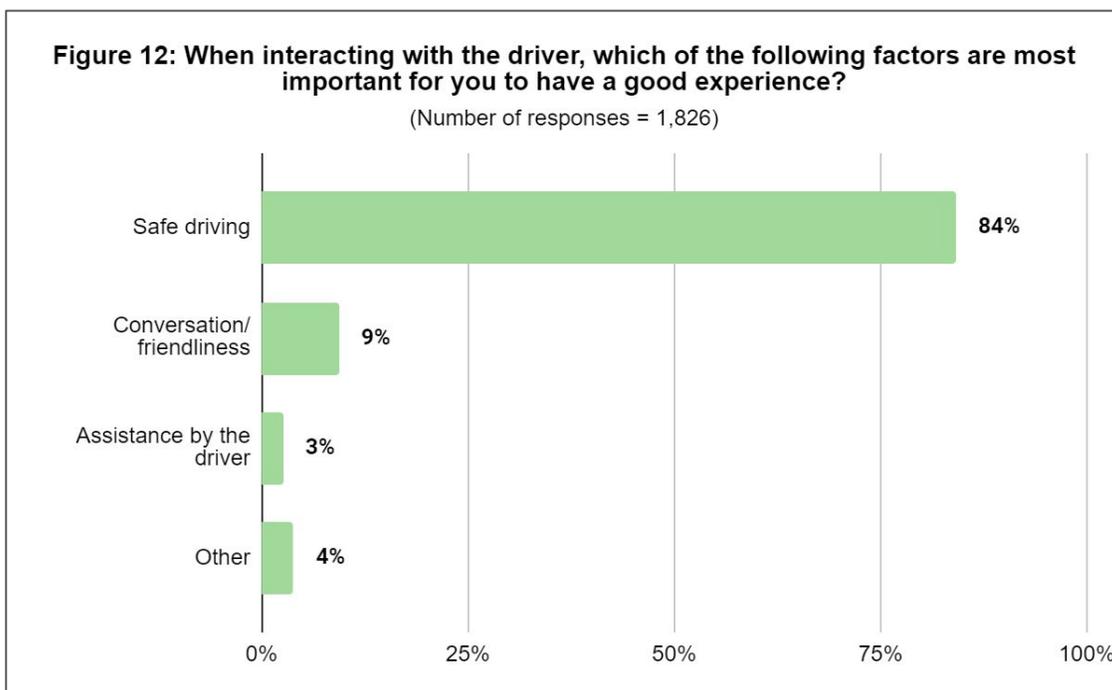
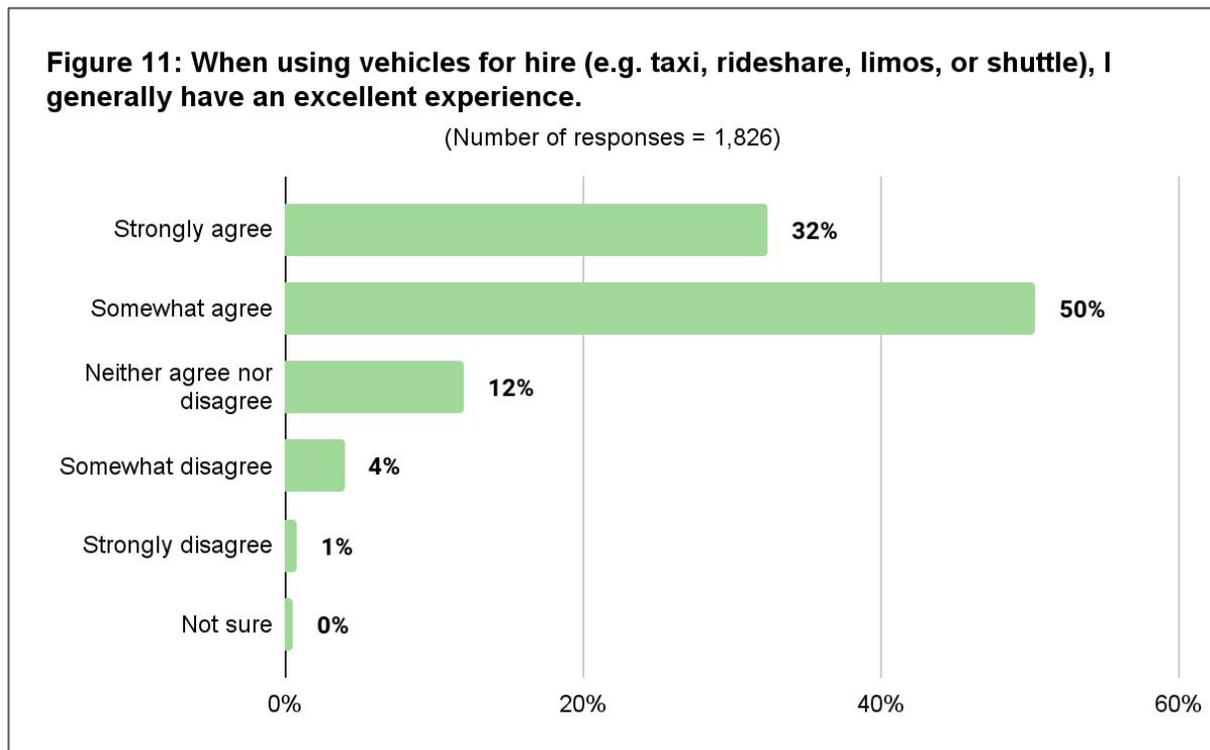


WHAT WE HEARD

Vehicle for Hire

User experience

- Among the respondents who use vehicle for hire services, 82% agree that they have an excellent experience with these services (Figure 11).
- Majority of the respondents say that 'safe driving' (84%) is the most important factor for them to have a good experience when interacting with a hired vehicle driver (Figure 12).



WHAT WE HEARD

Vehicle for Hire

Complaint handling

- Among the respondents who use vehicle for hire services, 9% have filed a complaint about negative experience on a vehicle for hire (Figure 13).
- Among those who filed a complaint, 46% say that they were satisfied with the way their complaint was handled. (Figure 14)
- 84% of the complainants say that they reported their complaint to the dispatcher/company of vehicle for hire services. (Figure 15)

Figure 13: Have you filed a complaint about a negative experience on a vehicle for hire before?

(Number of responses = 1,826)

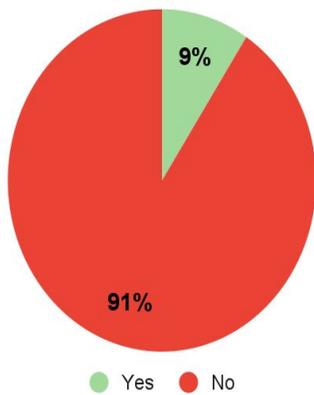
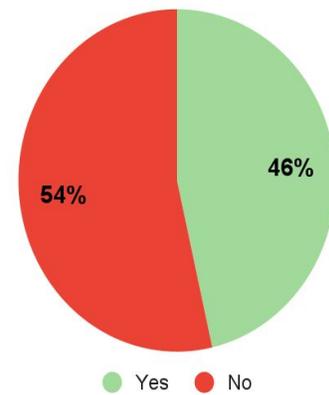


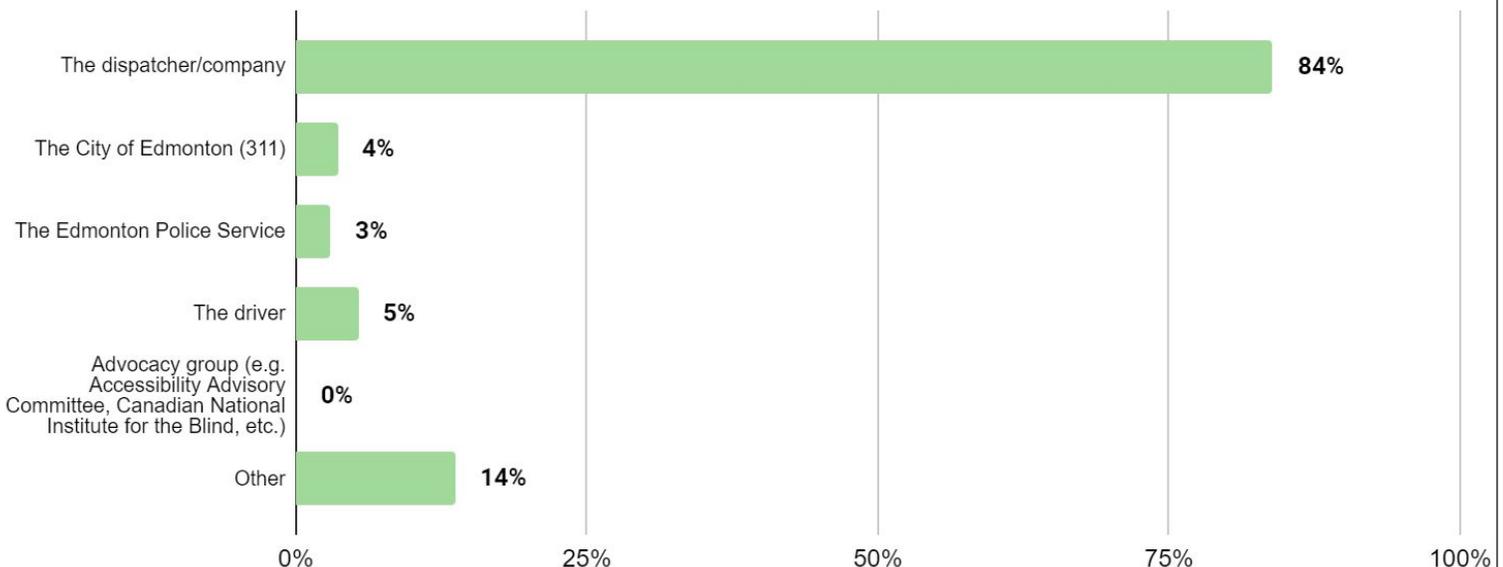
Figure 14: Were you satisfied with the way your complaint was handled?

(Number of responses = 168)



Figures 15: Who have you reported the complaint to?

(Number of responses = 168)



WHAT WE HEARD

Fall Yard Waste Service

In 2021, the City of Edmonton introduced the Edmonton Cart Rollout, changing the way Edmontonians set out their waste at curbside, with four annual yard waste (like leaves, twigs and small branches, or other garden waste) collection days: two in the spring and two in the fall. With this survey City of Edmonton wanted to hear from Edmonton residents with curbside collection about their experience with yard waste collection this year and how they would like to receive information from the City about yard waste collection.

Fall yard waste collection days and related information

Among the Edmontonians who participated in the survey, 82% have curbside collection and 18% have communal collection of their yard waste (Figure 16).

Majority of the respondents know about their yard collection days by 'printed collection calendars' (52%), followed by 'WasteWise app and online tool' (47%) (Figure 17).

Figure 16: Which of the following best represents your waste collection?

(Number of responses = 3,494)

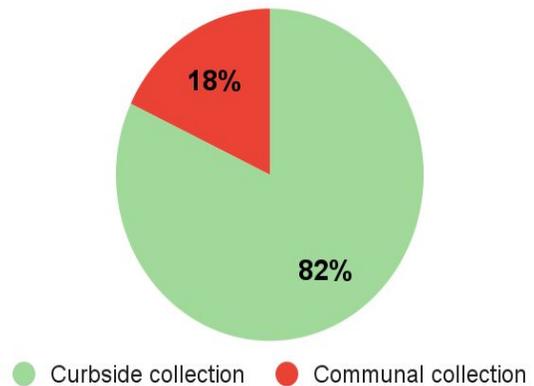
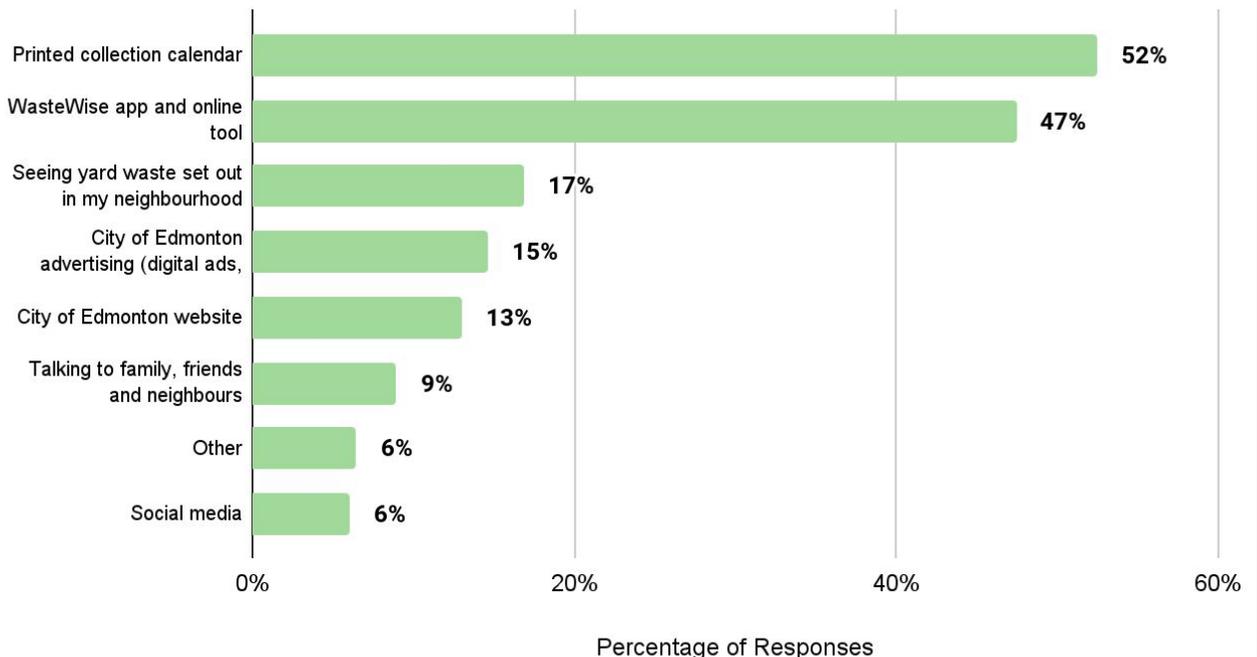


Figure 17: How did you know when your yard waste collection days were in 2022?

(Number of respondents = 2,866)



WHAT WE HEARD

Yard Waste Service

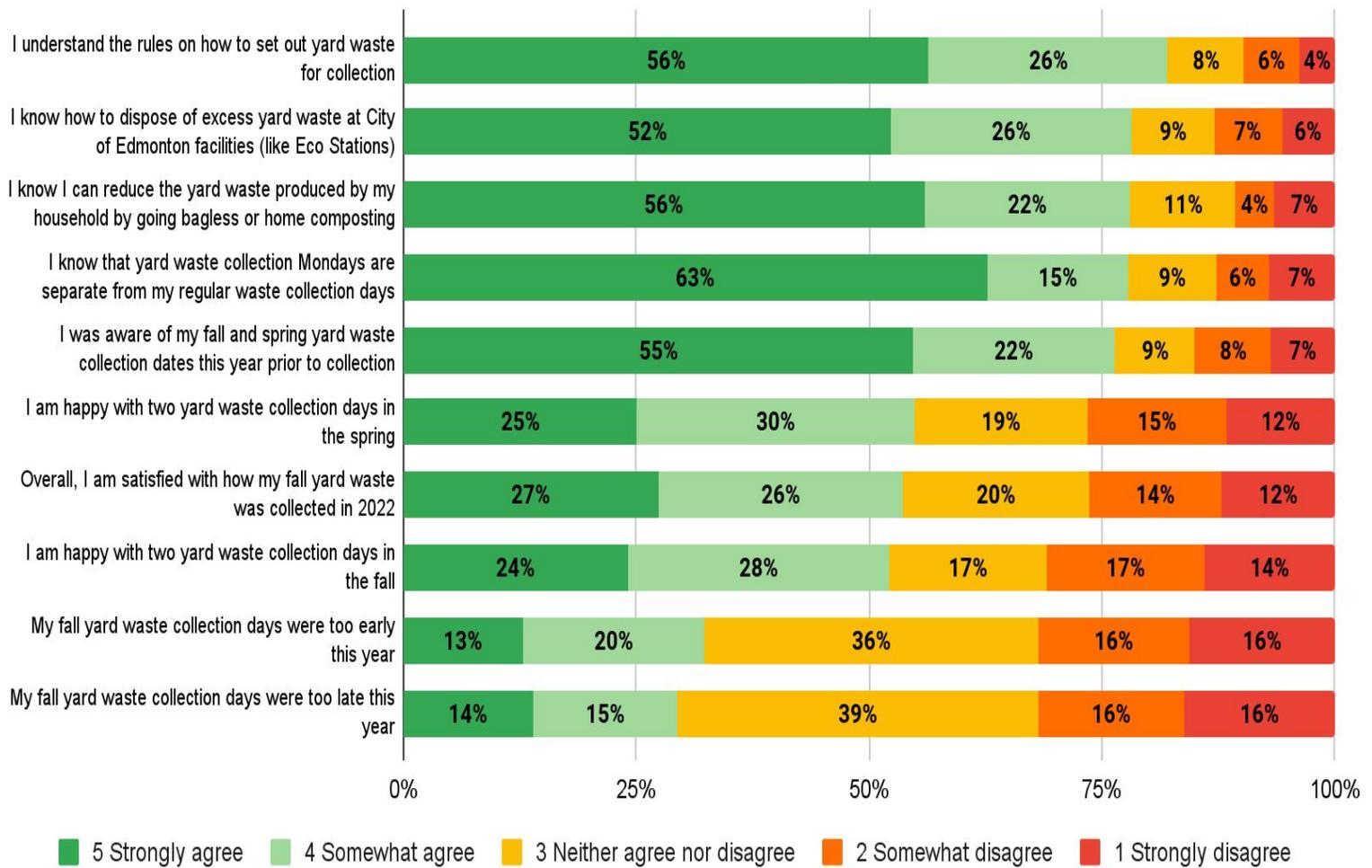
Understanding of yard waste collection

Among the respondents, majority say that they are knowledgeable of the yard waste routines, with 82% respondents agreeing that they understand the rules of setting out yard waste for collection, followed by 78% agreeing that they know about topics like how to dispose of excess yard waste, reducing yard waste by home composting, yard waste collection Mondays and fall & spring yard waste collection dates (Figure 18).

More than half of the respondents are happy and satisfied with two yard waste collection days in the spring (55%) and how 2022 fall yard waste was collected (53%) (Figure 18).

Figure 18: To what extent would you agree with the following statements?

(Number of responses = 2,866)



WHAT WE HEARD

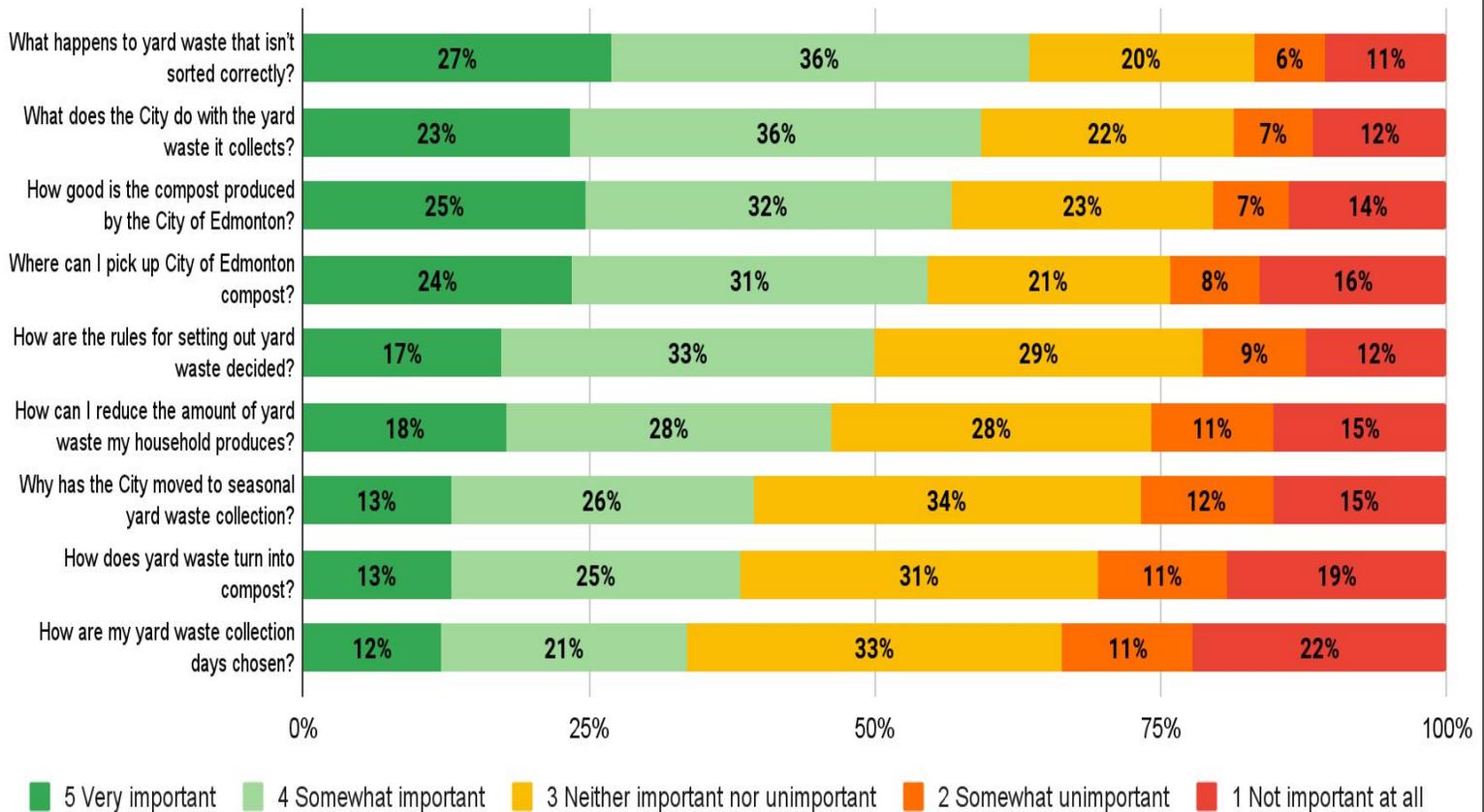
Yard Waste Service

Interest in yard waste collection topics

Among the respondents, the most important yard waste topic to know about is ‘what happens to yard waste that isn’t sorted correctly’ (63%), followed by ‘what does the City do with the yard waste it collects’ (59%), ‘how good is the compost produced by the city of edmonton’ (57%), and ‘Where can I pick up City of Edmonton compost’ (55%) (Figure 19).

Figure 19: How important is it for you and your household to know more about the following yard waste topics?

(Number of respondents = 2,866)



Questions?

E-mail research@edmonton.ca for more information, or visit www.edmonton.ca/surveys

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