EDMONTON
INSIGHT COMMUNITY

Edmonton

November Mixed Topic 2023

As of November 2023, more than 18,000 Edmontonians are part of the Edmonton 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 all public opinion and market research for all administrative areas of the City.

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 Community members on the topics included in the November 2023 Mixed Topics survey.

From November 14th to November 21 2023, 4,277 Insight Community members responded to the November 2023 Mixed Topic survey that was sent to them via email. Additionally, 48 respondents accessed the survey through the survey webpage. This report contains results for all respondents. The November Mixed Topic survey included the following topics:

- Managing Growth
- Valley Line West

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 4,325 would be accurate to + 1.5 percentage points, 19 times out of 20.

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

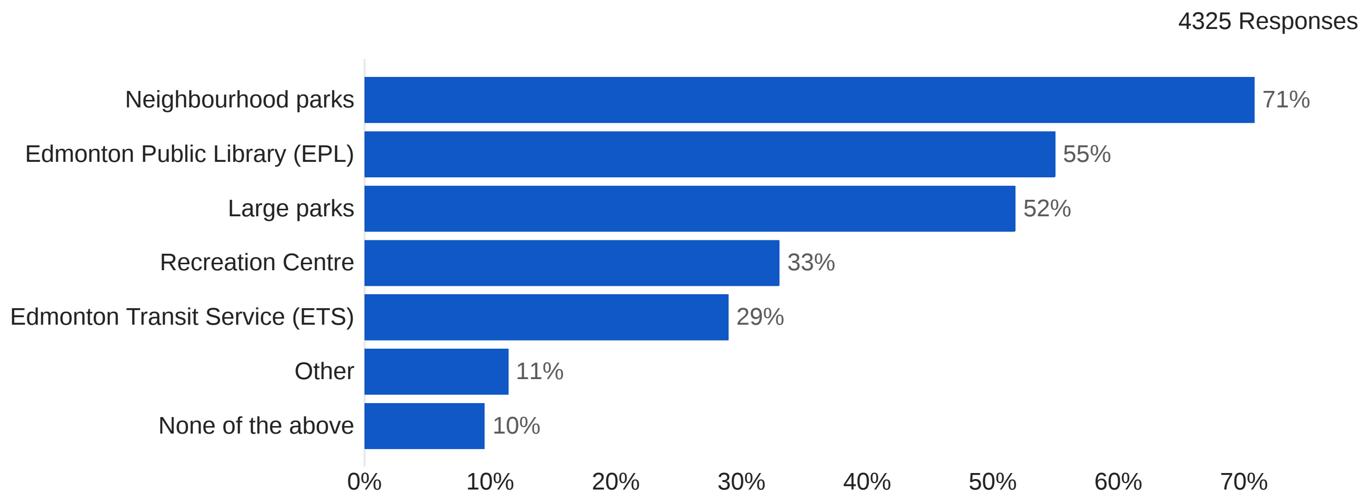
Managing Growth

The City of Edmonton wanted to better understand what City-funded amenities and services Edmontonians use, believe are important to have convenient access to, and cannot currently access easily. This will inform what is needed for a developing area in Edmonton to feel completed before development is authorized in a future growth area.

Use of City Funded Amenities and Services

71% of survey respondents use neighbourhood parks, 55% use public libraries, and 52% use larger parks, such as city-wide amenities, arenas, pools and fitness centres. About three in ten say they regularly use Recreation Centre (33%) or Edmonton Transit Service (29%) (Figure 1).

Figure 1. Which of these amenities and services do you use regularly?



Cross-tabulation analysis shows that

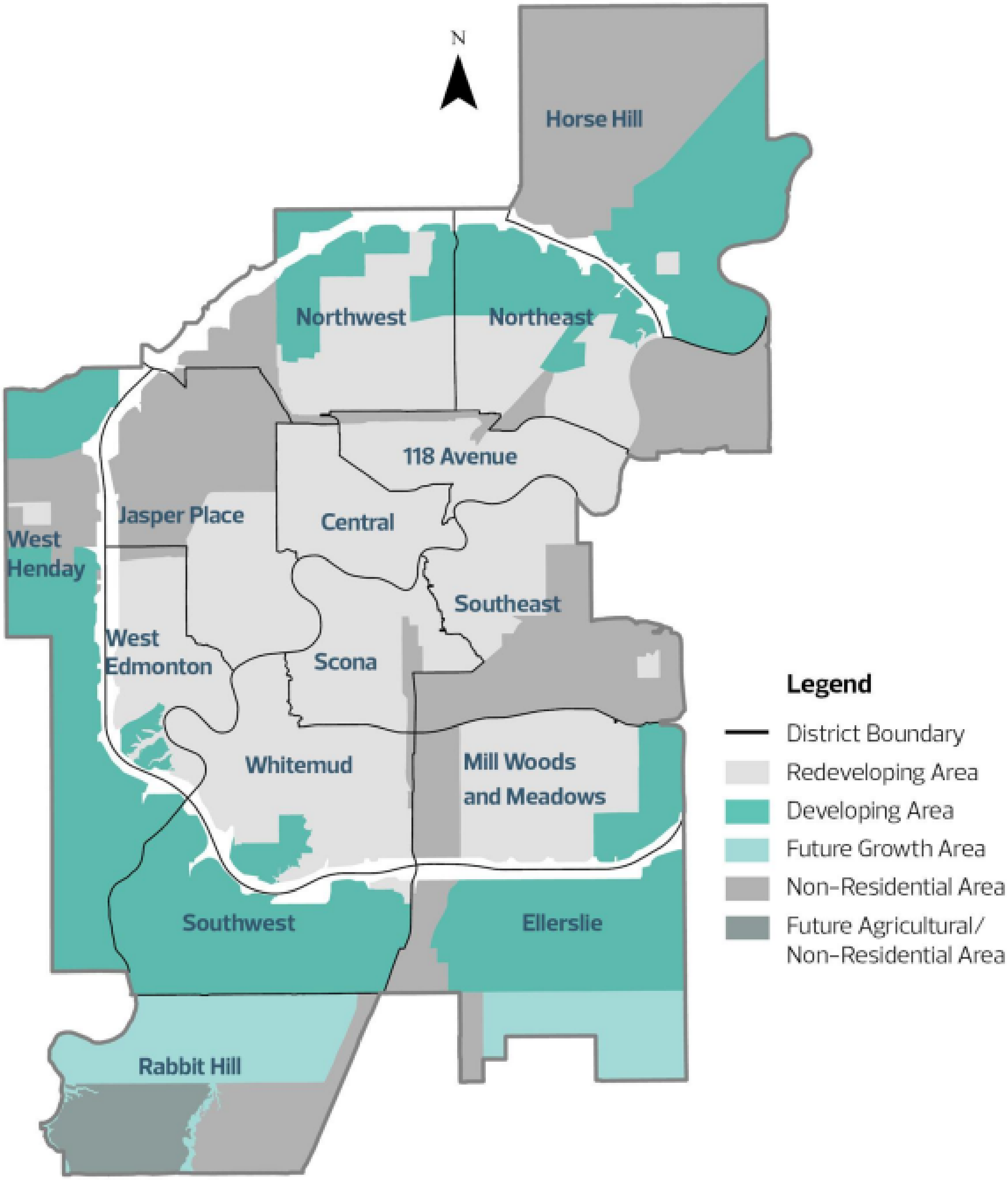
- Those with higher household income (80% earning $150,000+ vs. 52% among those earning less than $30,000 per year) and those with children/grandchildren under 18 at home (88% vs. 66%) are more likely to regularly use **neighbourhood parks**.
- Younger adults aged 18-34 (40% vs. 23% among those 75+) and those with children/grandchildren under 18 at home (58% vs. 27%) are more likely to regularly use **recreation centres**.
- Those self-identified as 2SLGBTQIA+ (50%), racialized and visible minorities (37%) and persons with disabilities (38%) are more likely to regularly use **Edmonton Transit Service (ETS)**.

Among the survey respondents who live in Developing Areas*, the top 3 amenities and services regularly used are:

- Neighbourhood parks (72%)
- Edmonton Public Library (48%)
- Large parks (46%)

***** Please refer to **the City Plan Implementation Development Pattern Areas** in the following page to see what areas are considered Developing versus Redeveloping Areas.

City Plan Implementation Development Pattern Areas



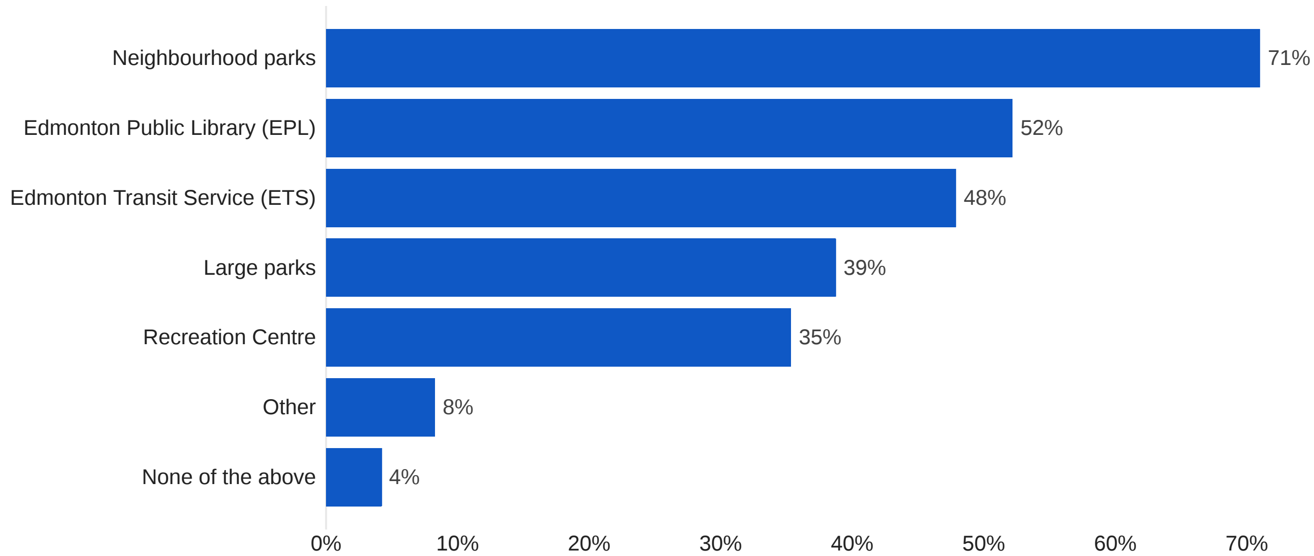
Note: The development pattern areas map in The City Plan provides generalized boundaries as compared to the map above used for analysis and monitoring.

Importance of Convenience Access to City Funded Amenities and Services

More than seven in ten find it important to have convenient access to neighbourhood parks in their area, followed by public libraries (52%), public transit services (48%), large parks (39%) and recreation centres (35%) (Figure 2).

Figure 2. Of the listed City-funded amenities, which are the most important to you to be able to access conveniently in your area? Please select your top 3.

4325 Responses



Cross-tabulation analysis shows that

- Younger adults aged 18-34 (76% vs. 62% among those 75+) and those with children/grandchildren under 18 at home (80%) are more likely to find it important to have convenience access to **neighbourhood parks**.
- Those in households earning lower than $30,000 per year (64% vs. 46% earning $150,000 and plus) are more likely to find it important to have convenience access to **Edmonton Public Library (EPL)**.
- Younger adults aged 18-34 (71% vs. 38% among those 75+), those with lower household income (69% earning lower than $30,000 per year), persons with disabilities (61%) and those self-identified as 2SLGBTQIA+ (71%) are more likely to find it important to have convenience access to **Edmonton Transit Service (ETS)**.

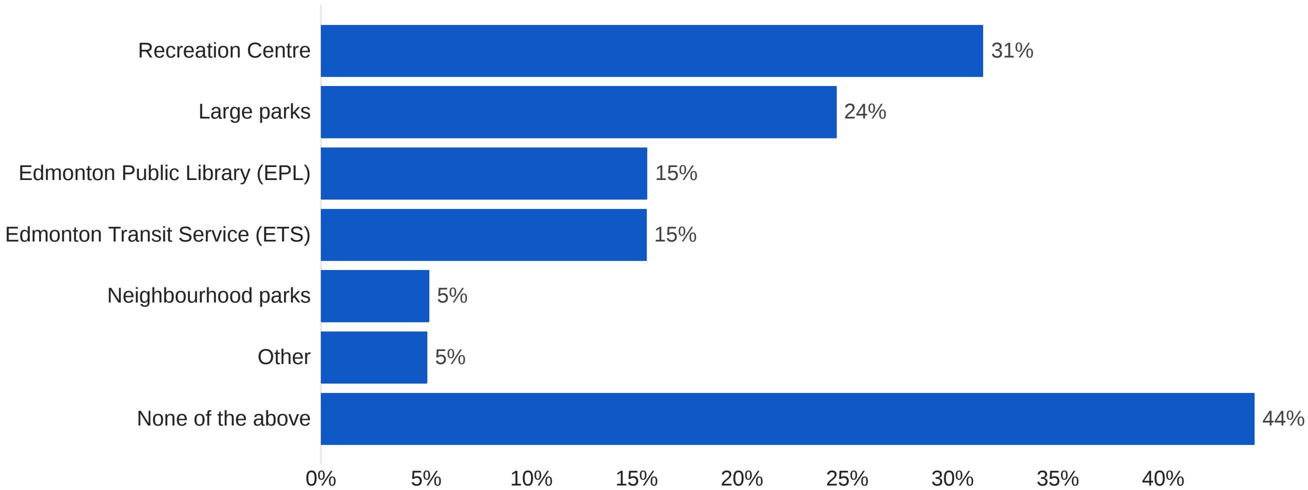
Among the survey respondents who live in Developing Areas, the top 3 most important amenities to access conveniently are:

- Neighbourhood parks (71%)
- Recreation Centre (43%)
- Large parks (42%)

<u>Non-Conveniently Available Amenities and Services</u>
Top two on the list are recreation centres (31%) and large parks (24%). Fewer than two in ten named public libraries and public transportation services (15% each), with only a small proportion of the respondents pointing out to neighbourhood parks (5%). Nearly one-half of respondents think the City funded amenities and services is conveniently available in their area (Figure 3).

Figure 3. Again, thinking about amenities and services funded by the City of Edmonton, which of these amenities and services are not conveniently available in your area? Check all that apply.

4325 Responses



Cross-tabulation analysis shows that

- Those with children/grandchildren under 18 at home (41% vs. 29%) and younger adults (36% 18-34 vs. 25% among those 75+) are more likely to say that **recreation centres** are not conveniently available in their area.
- Persons with disabilities (34%) are more likely to say that **large parks** are not conveniently available in their area.
- Overall, persons with disabilities are <u>**less likely**</u> to find all of these amenities and services conveniently available in their area (35%).

Compared to residents living in Redeveloping Areas, those residing in Developing Areas are more likely to <u>not</u> find all of these amenities and services conveniently available in their area.

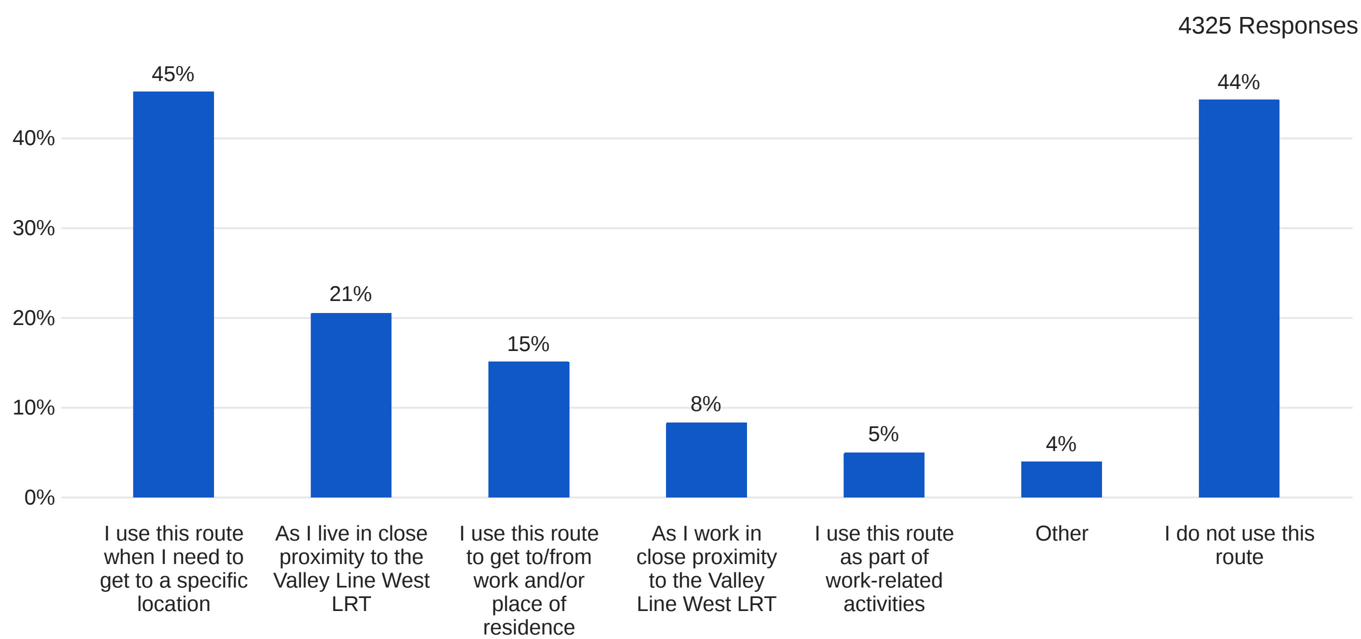
Valley Line West

As part of its commitment to the community, City of Edmonton seeks public feedback to help shape ongoing communications and stakeholder relations activities relevant to the design and construction of the 14-kilometre Valley Line West LRT project from downtown to Lewis Farms.

<u>Proximity to Valley Line West LRT</u>

While nearly one-half of respondents have not used this route of construction (44%), 45% use this route to get to a specific location, 21% live in close proximity to the Valley Line West route of construction, and 15% use this route to get to and/or come from work/home. Fewer than one in ten respondents work in close proximity to this route of construction (8%) (Figure 4).

Figure 4. Thinking of the Valley Line West LRT, which of the following statements best describes your situation. Choose all that apply.



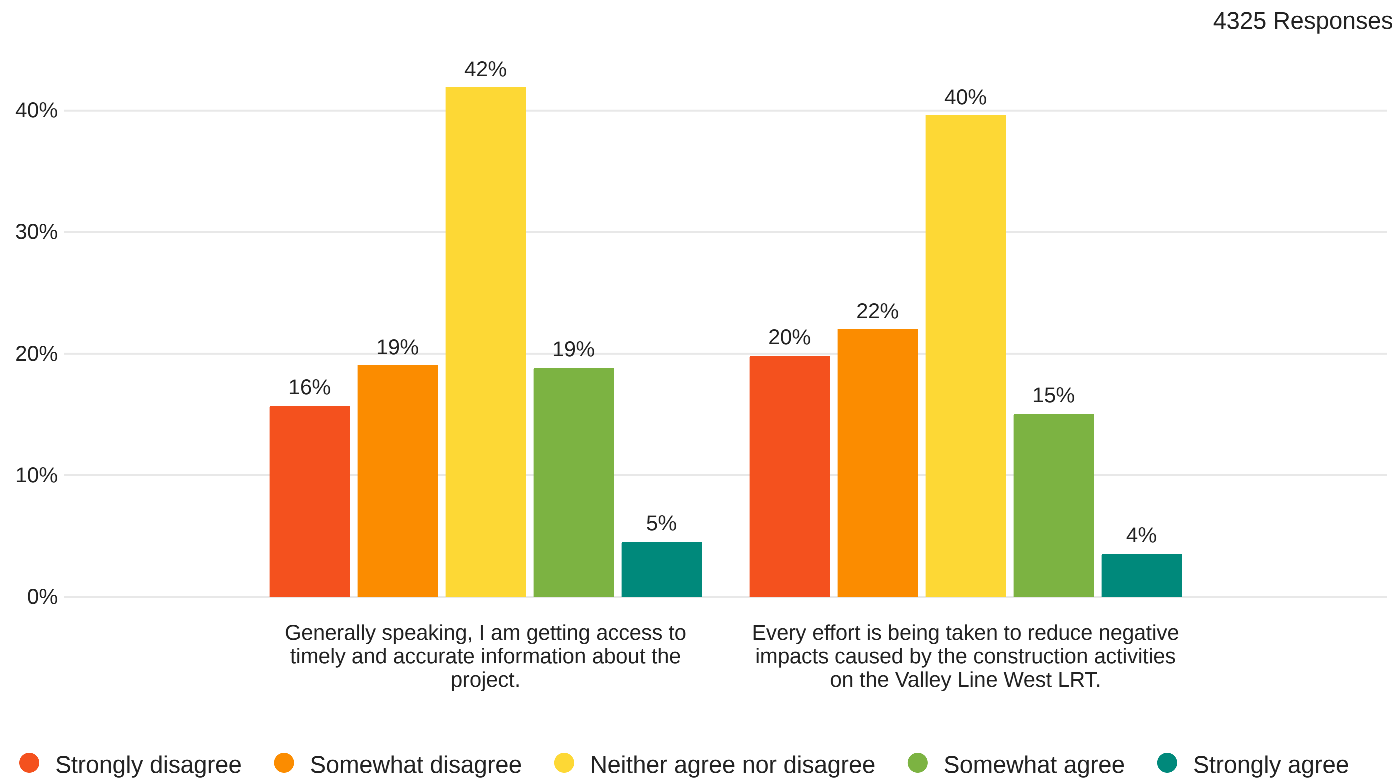
Access to Timely and Accurate Information about the Project

24% of respondents agree that they get access to timely and accurate information about the project, although 34% disagree with this statement (Figure 5).

Efforts Taken to Reduce Negative Impacts of Construction Activities

19% agree that every effort is being taken to reduce negative impacts caused by the construction activities on the Valley Line West LRT (Figure 5).

Figure 5. To what extent would you agree with the following statements:

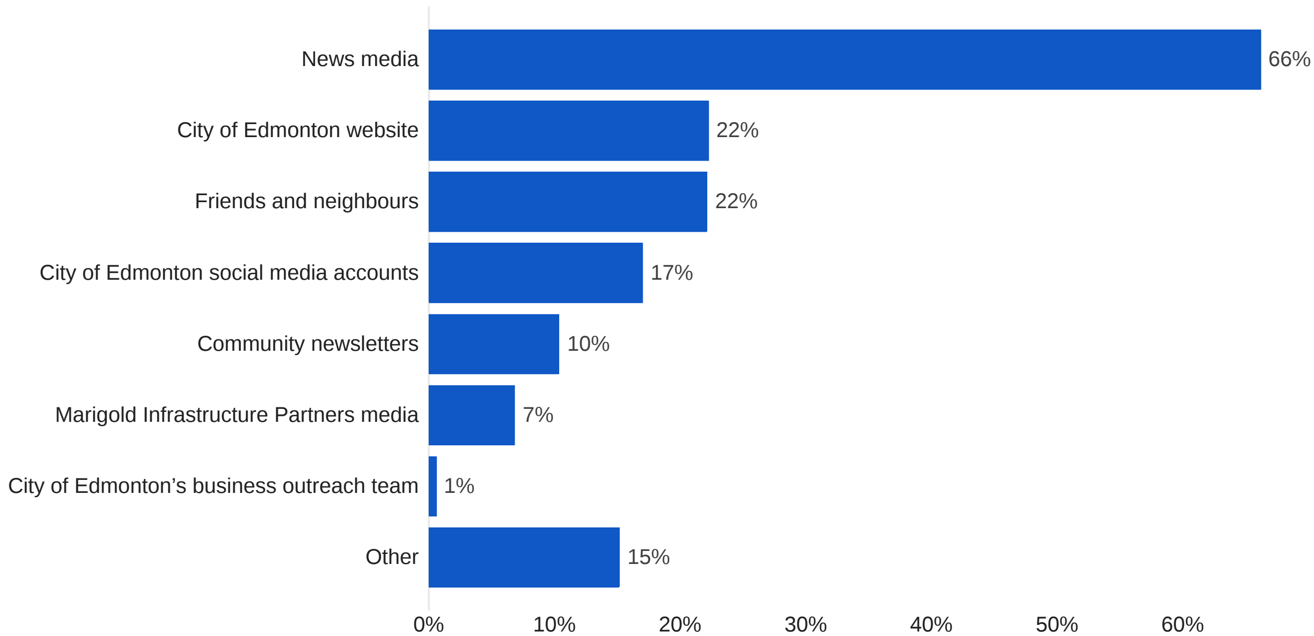


<u>Staying Informed about Valley Line West LRT Construction</u>

Two-third of survey respondents are informed about Valley Line West LRT construction activities through news media (66%), while about one-quarter are getting informed through their friends and neighbours or via City of Edmonton website (22% each). (Figure 6).

Figure 6. Currently, how do you stay informed about Valley Line West LRT construction activities? Choose all that apply

4325 Responses



Cross-tabulation analysis shows that

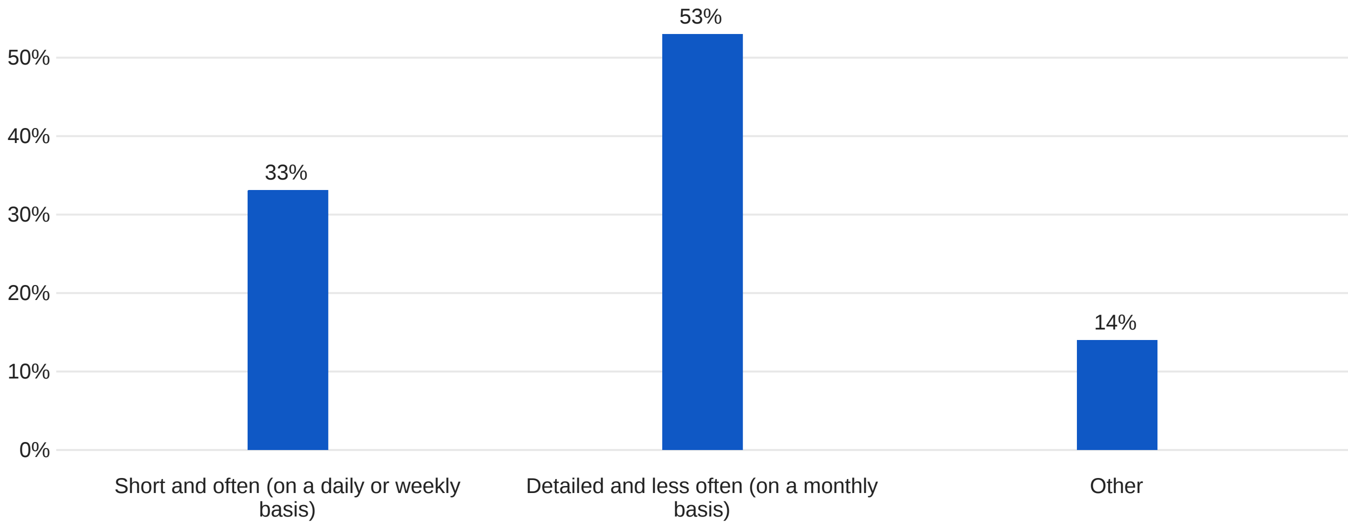
- Older adults aged 75+ (74% vs. 55% among those 18-34) are more likely to stay informed about Valley Line West LRT construction activities through **news media**.

Preferred Communication Methods for Valley Line West LRT Construction

More than one-half of survey respondents (53%), prefer a detailed, yet less often style of communication (on a monthly basis) to stay informed about Valley Line West LRT construction activities. On the other hand, one-third prefer a short and more often communication style (33%) (Figure 7).

Figure 7. What style of communication do you prefer when it comes to Valley Line West LRT construction?

4325 Responses



Profile of Respondents

	Overall (N=4,325)	%
Age		
Under 18	7	<1
18-24 years	54	1
25-34 years	377	9
35-44 years	708	16
45-54 years	679	15
55-64 years	961	22
65-74 years	985	23
75+ years	333	8
Prefer not to answer	219	5
Household Income		
Under $30,000	175	4
$30,000-$59,999	459	11
$60,000-$99,999	855	20
$100,000-$149,999	828	19
$150,000 and over	930	21
Other	42	1
Prefer not to answer	1,036	24

	Overall (N=4,325)	%
Gender		
Man	1,799	42
Woman	2,100	49
Other	117	3
Prefer not to answer	309	7
Children <18 at home		
Yes	830	19
No	3,312	77
Prefer not to answer	183	4
Primary Mode of Transportation		
Car/truck/van as DRIVER	3,162	73
Car/truck/van as PASSENGER	243	6
Public Transit	313	7
Walk	302	7
Bicycle	201	5
Scooter/Skateboard	3	<1
E-scooter/E-bike	21	1
Taxi/Rideshare	23	1
Other	41	1
Prefer not to answer	9	<1

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

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Go to www.edmontoninsightcommunity.ca to join or learn more.

Looking for Data?
Visit data.edmonton.ca to find this and other City of Edmonton data on the Open Data Portal.