



Insight Community
Mixed Topic Survey
December 2020
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

**More than
12,400
members**

As of December 2020, more than 12,400 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.

From **December 2nd to December 8th 2020**, 2,602 Insight Community members engaged with The City of Edmonton by answering a survey that was sent to them via email. The survey was designed to gather members' opinions on a variety of topics (Mixed Topics) including:

- Emily Murphy Park Renewal

**2,602
respondents**

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 2020 Mixed Topics survey.

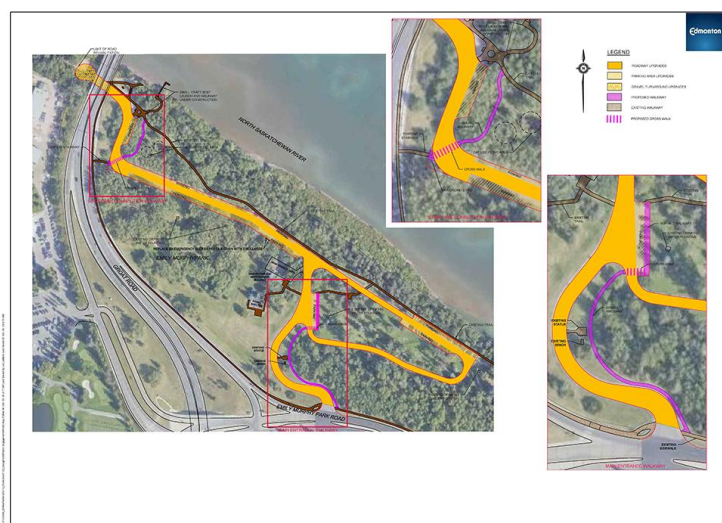
As it is a non-random online survey, a margin of error is not reported for these results. However, if a probability sample had been used results for a random sample of 2,602 would be accurate to ± 1.7 percentage points, 19 times out of 20.

Note: 9 anonymous individuals accessed the survey link through the City website. While reporting back to the Insight Community members through this monthly report, we only include the survey results for the members.

WHAT WE HEARD

EMILY MURPHY PARK RENEWAL

Insight Community respondents were asked to provide feedback on the proposed design for Emily Murphy Park renewal, including park amenities as well as on the two proposed trail connections.

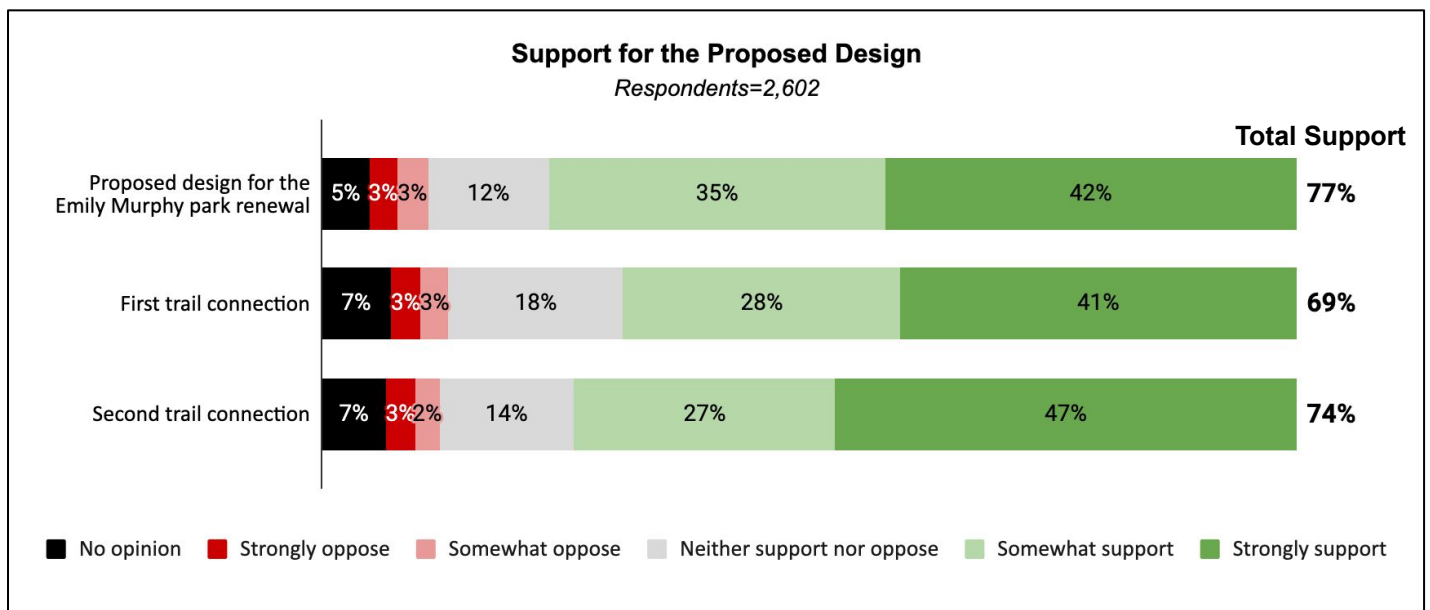


The first trail connection (labelled as Staircase Connection Walkway) will connect the existing stairway from Groat Road, including a pedestrian crossing across the park road, and to the river valley trail system. The trail will be constructed out of gravel.

The second trail connection (labelled as Main Entrance Walkway) will connect the sidewalk along Emily Murphy Road to the central parking lot and to the existing trail network. The trail will be constructed out of gravel.

The majority (85%) of Insight Community respondents have visited Emily Murphy Park before and have used trails, parking lot, picnic tables and washroom facilities.

77% respondents at least somewhat support the proposed design for Emily Murphy Park renewal. Respondents also support the first trail connection (69% support) and the second trail connection (74% support).



Questions?

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

Interested in the Edmonton Insight Community?

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.

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