

Insight Community Mixed Topic Survey

February 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

11,800
members

As of February 2020, 11,800 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 **February 11th to February 18th 2020**, 2,592 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:

- Property assessment
- New Year Eve fireworks
- Council early agenda release

2,592
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 February 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 2,592 would be accurate to ± 1.7 percentage points, 19 times out of 20.

Note: 44 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

PROPERTY ASSESSMENT

CONTACT WITH THE CITY

- 17% of Insight Community respondents who own a property in Edmonton contacted the City with questions related to their property assessment.
- Among those who contacted the City, 38% indicated that the City assessor helped to resolve their question, 14% indicated 311 and 26% indicated both 311 and City assessor.
- Among those who contacted the City, 46% indicate their most recent experience with the City staff was positive, 21% indicate it was negative and 33% indicate it was neither positive nor negative.

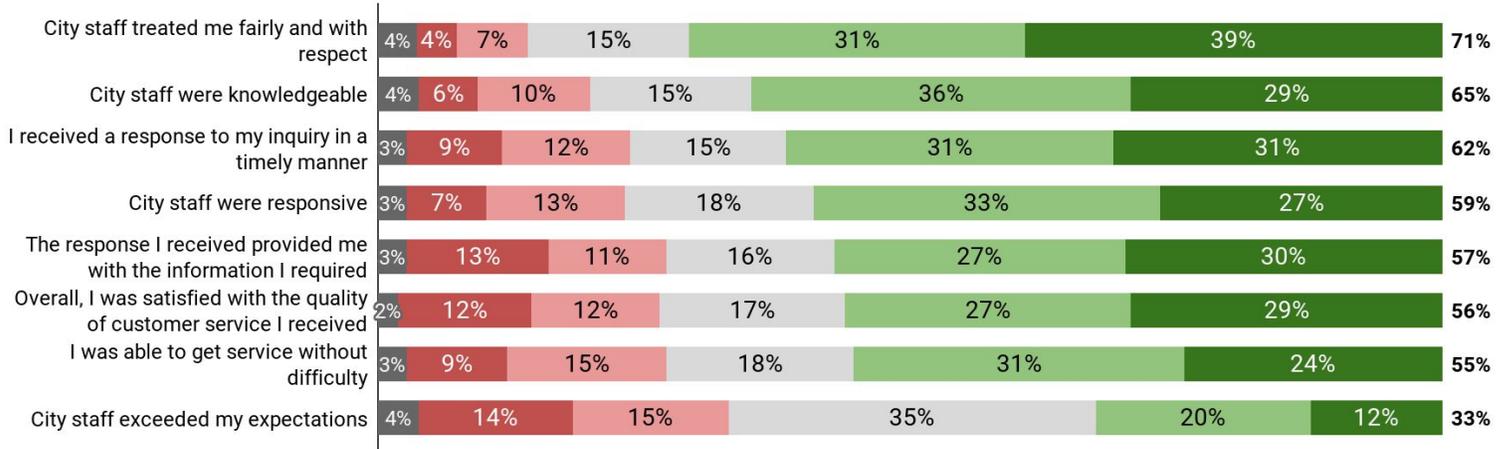
SATISFACTION WITH CUSTOMER SERVICE

The majority of Insight community respondents who contacted the City about their property assessment are satisfied with the customer service obtained. Respondents' opinions are divided on "City staff exceeded my expectations."

SATISFACTION WITH CUSTOMER SERVICE RECEIVED

Respondents who have contacted the City about questions about their property assessment (n=362)

Total agree



Does not apply
 Strongly disagree
 Somewhat disagree
 Neither agree nor disagree
 Somewhat agree
 Strongly agree

WHAT WE HEARD

NEW YEAR EVE FIREWORKS

ATTENDANCE

43% of Insight Community respondents have attended the City of Edmonton's New Year's Eve Downtown Festival and Fireworks in the past. Of those who have attended, 78% attended fireworks at midnight (prior to 2017), 39% attended fireworks at 9pm (2017 to 2019), and 35% attended the festival program.

TIMING OF FIREWORKS SHOW

Insight Community respondents were asked when would they schedule the fireworks show, if they could decide. 50% of respondents indicate that they would schedule fireworks at 9pm, 28% would schedule at midnight, and 22% had no preference. Respondents with children in their household are more likely to schedule the fireworks at 9pm (62%) compared to those who do not have children (48%).

The table below shows the impact on likelihood to attend the fireworks show if it was changed from 9pm to midnight this year.

Likelihood to attend fireworks at midnight	n=2592
More likely to attend	23%
Less likely to attend	33%
Neither - I will not attend at either time	36%
Neither - I will attend regardless of the time	7%

WHAT WE HEARD

COUNCIL EARLY AGENDA RELEASE

COUNCIL MEETINGS

- 23% of Insight Community respondents have attended a City Council or Committee meeting.
- One-third (33%) respondents know where to find agendas, reports or minutes for City Council and Committee meetings. Among respondents who are aware,
 - 28% have never accessed the agendas, reports or minutes;
 - 12% access only if they plan on attending the meeting;
 - 49% access if they hear about an interesting topic;
 - 12% access them on a regular basis.

EARLY AGENDA RELEASE

4% Insight Community respondents noticed that Council and Committee agendas have been released earlier for the past few months.

- Of those who noticed the early release (n=93), the majority say it has been a positive change (69%), and that it made it easier to engage in the Council and Committee decision making process (65%).
- Those who were not aware (n=2499) of the early release of agenda were informed about the change. After being informed, 62% of these respondents indicate that the early release of the Council and Committee agendas is a positive change.

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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