





City of Edmonton Citizen Perception Survey

Draft Report January 2014

Canada

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The largest
Canadian-owned
marketing research
and polling firm

City of Edmonton Citizen Perception Survey

Draft Report January 2014

We are proud to present you with this research report, which was produced under the stringent quality standards of our company and those of the Marketing Research and Intelligence Association (MRIA). We are confident that this report will address your concerns and we hope to have the privilege of serving you again in the near future.

Jean-Marc Léger President

Jean. Man higin





CONTEXT AND OBJECTIVES



- ➤ The Way Ahead is the City of Edmonton's strategic vision for 2040. To achieve this long term vision, six ten-year goals and corporate outcomes have been set by Council. City departments contribute towards these goals and outcomes.
- ➤ In 2012, the City of Edmonton contracted Leger to conduct a survey of Edmontonians designed to understand perceptions of the City of Edmonton on various aspects. In 2013, Leger was contracted to repeat this survey, in order to determine the current perceptions of Edmontonians, and identify changes (if any) since the 2012 survey.
- The data from this survey, along with other non-opinion based performance measures, will be used to monitor the progress of the city towards select corporate outcomes.









RESEARCH METHODS



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Data Collection

- Random telephone survey of 400 Edmontonians; Data collection began on December 17th and finished on December 23rd 2013. Targets were set by the following demographic variables:
 - Gender
 - Age
 - City Wards
- Minor weighting was done to ensure that the data were representative of the Edmonton population.

Target Respondents

• Edmontonians, 18 years of age or older, who have lived in Edmonton for 6 months or longer

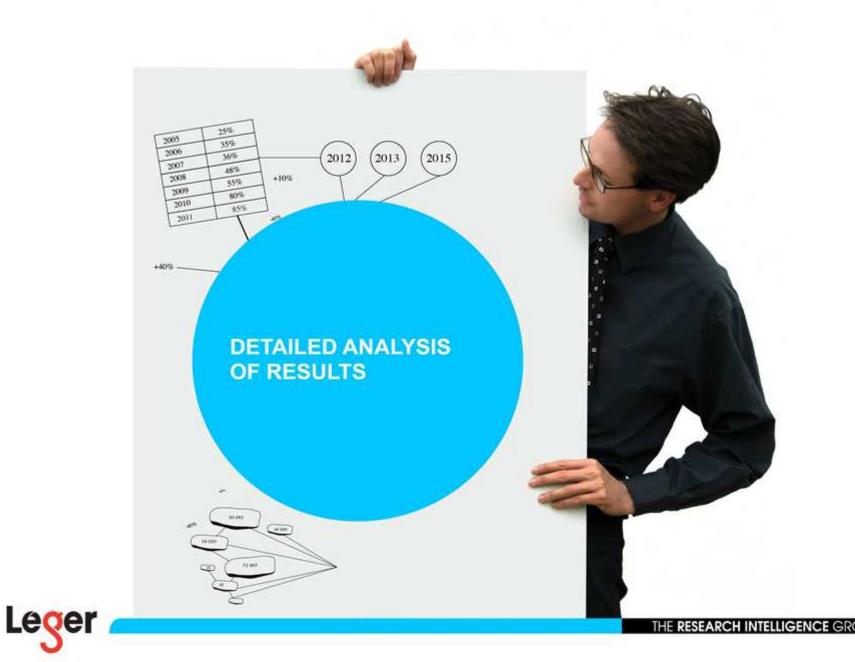
Analysis

- Statistical reliability: as a random telephone survey, the margin of error for a sample size of 400 respondents is ±4.9 percentage points, 19 times out of 20.
- Throughout this report, percentages may not add to 100% due to rounding

Questionnaire Design

• The questionnaire was amended slightly from the 2012 version. Any changes in question wording have been noted throughout this report, as has the addition of new questions.











OVERALL QUALITY OF LIFE



Source: 2013 Survey

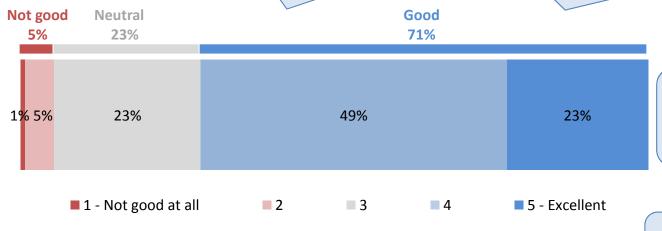
"The city does a poor job of snow removal and road maintenance."

"I really enjoy living in Edmonton and there are lots of things to do like festivals, etc. I like the parks and the river valley." "I like the city because it is small but still offers what bigger cities have. We have lots of things going on and you don't get bored. We have a good art scene in Edmonton as well, and we also have a university in this city, I like that."

> "Good quality of life. Safe neighborhood. Decent job and lots of

opportunities including recreational ones."

"A good place to live; lots to do and



"Like parks system - sense of community - a lot of amenities."

see and good place to raise kids."

Nearly three-quarters of Edmontonians indicate they have a good quality of life, similar to 2012.



Base: Edmontonians (n=400)
Italics denote verbatim responses

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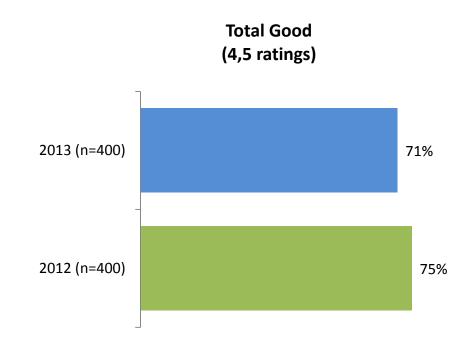
Q1. Overall, taking all aspects of your city life into consideration, how do you feel about your quality of life in the City of Edmonton? Q2. Why do you feel this way?



OVERALL QUALITY OF LIFE (TREND OVER TIME)



10





Base: Edmontonians



OVERALL QUALITY OF LIFE



Source: 2013 Survey

Reasons quality of life is not good (1,2 ratings)	Total (n=21)*
The roads are in poor condition / Infrastructure is in poor condition	25% (5)
Poor municipal government / I do not like the decisions made by the current municipal government	19% (4)
High crime rate / I do not feel the city is safe	18% (4)
It is an expensive city / High cost of living / High taxes	9% (2)
I do not like the weather/climate in this city	9% (2)
Poor city services	9% (2)
Poor public transit	6% (1)
Poor snow removal services	4% (1)
A lot of construction is being conducted within the city	4% (1)
The city is not clean / The city is not properly maintained	4% (1)
Other mentions	19% (4)
None / I have no specified reason to feel this way	6% (1)
I don't know / Refusal	5% (1)

Reasons quality of life is good (4,5 ratings)**	Total (n=288)
It is a good city / I like this city / It is a beautiful city	27% (77)
Wide variety of attractions / Many things to do in the city	16% (45)
Low unemployment / Good economy	12% (33)
I was born in this city / I live in this city	10% (29)
Good services (unspecified)	8% (22)
My friends live in this city / Friendly people live in the city	7% (19)
It is a safe city to live in / Low crime rate	5% (14)
Good parks / I like the river valley and trail system	4% (12)
It is a good city for families / It is a good city to raise children	4% (11)
Good accessibility within the city (no traffic, good public transit, well planned streets etc.)	4% (11)
High standard of living	4% (11)
Good education system	4% (11)
Good municipal government	3% (10)
The size of the city	3% (8)
Good climate / weather	3% (7)
Other mentions	7% (21)
None / I have no specified reason to feel this way	6% (18)
I don't know / Refusal	5% (14)

^{**}Mentions less than 3% not included

Note: () Denote actual number of respondents

*Caution to be used when interpreting due to small sample size





OPINIONS ABOUT LIVING IN EDMONTON



Total Source: 2013 Survey **Total Agree** Disagree (4,5 ratings) (1,2 ratings) 3% 90% Culturally diverse₁%2%7% 36% 54% Open and welcoming to newcomers 2% 2% 13% 4% 79% 37% 41% 6% 76% Great place to live 2% 4% 17% 42% 35% Great place for entertainment and fun 1%7% 9% 63% 27% 39% 25% 18% 38% Well-designed and attractive 13% 44% 29% 78% Great place to work 2% 2%13% 4% 37% 41% 6% 65% Great place to invest 2% 4% 22% 39% 26% 8% 62% Diverse economy 26% 38% 25% Great place to visit 29% 13% 55% 35% 20% Environmentally responsible 9% 68% 21% 45% 23% Clean 3% 6% 28% 49% 9% 63% 15% Great public transit system 25% 37% 17% 25% 31% 12% ■ 1- Strongly disagree ■ 2 ■ 3 ■ 4 ■ 5 - Strongly agree

Overall, people are positive about the various aspects of life in Edmonton.

Over three-quarters of Edmontonians feel Edmonton is culturally diverse, open and welcoming to newcomers, and is a great place to work and live, consistent with 2012 results.

Edmontonians are less likely to agree that Edmonton is well-designed and attractive, and has a good public transit system.



Base: Edmontonians (n=400)

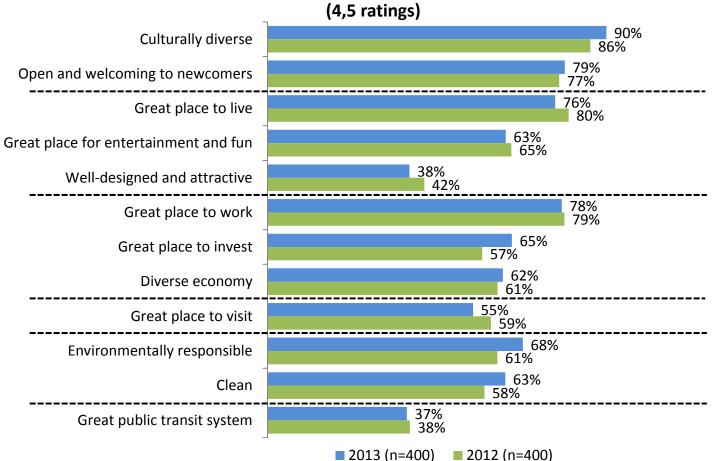
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OPINIONS REGARDING THE CITY (TRENDS OVER TIME)



Total Agree



Opinions have improved in 2013 in terms of Edmontonians feeling that the city is a great place to invest, is environmentally responsible and clean.



Base: Edmontonians

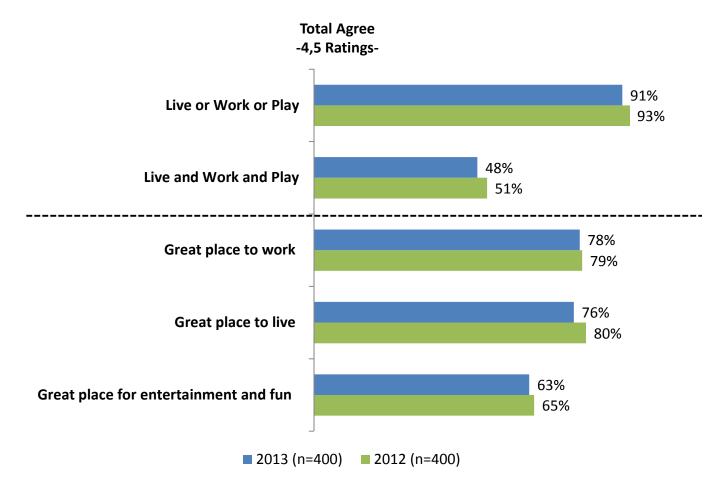
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OPINIONS ABOUT LIVING IN EDMONTON (TRENDS OVER TIME)



1





Base: Edmontonians



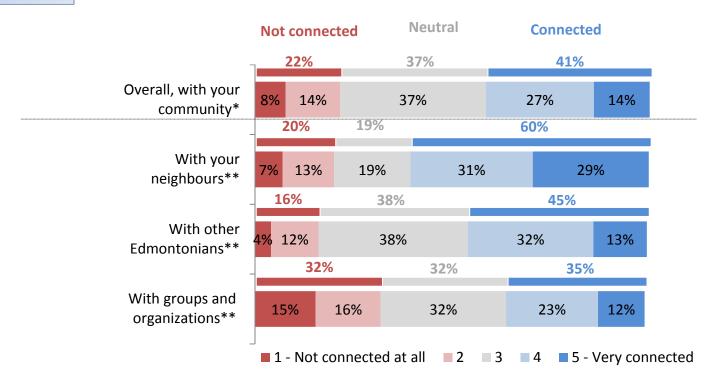




COMMUNITY ENGAGEMENT



Source: 2013 Survey



(In 2012 survey: **35%** felt connected with their community overall)

Two-in-five Edmontonians feel connected overall with their community.

While a majority feel connected with their neighbours, less than half feel connected with other Edmontonians, or with groups and organizations.

Base: Edmontonians (n=400)

*Slight change in wording in 2013

**New question in 2013



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METHODS TO INCREASE COMMUNITY ENGAGEMENT



Source: 2013 Survey

"More community meetings, that sort of thing. There doesn't seem to be that much of that."

"Community meetings with our community councillor community league where we could meet with our councillor."

> "Getting out and being more a part of the community."

Methods to Increase Community Engagement*	Total (n=400)
More community events / Activities / Festivals	11%
For me to get out more / Make an effort	8%
More time	5%
More advertising of events	5%
More / Better communication	3%
Knowing more people in the neighbourhood	3%
Other mentions	9%
None / Nothing	22%
Don't know / Refused	25%

^{*}Mentions less than 3% not included

"I think more community programs that integrate the different ages of people who are living in the community, for example more aging in place facilities that might be joined with the local elementary schools or daycare or medical centres. Places where people of different ages can come together and have their needs met and to build a stronger community."

"Probably more community meetings and more people involved in the community. Skating rinks, soccer fields for the kids, neighbourhood watch. Anything that brings people together."



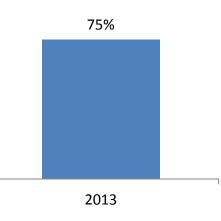
*Italics denote verbatim responses*New question in 2013



VOLUNTEERING



Any Volunteering (Last 12 Months)*



Average Hours Volunteered per month (excluding 0):

11 hours

Volunteering Activities	2012 (n= 400)	2013 (n= 400)
Donating time to a local charity*	-	52%
Volunteering with an organization involved with youth, children or schools	39%	41%
Volunteering at community events, such as festivals, City events or attractions	27%	33%
Volunteering for a religious group	25%	25%
Volunteering for any community board or committee other than a City of Edmonton board or committee	23%	25%
Volunteering at your local library or other community facility	14%	15%
Volunteered for a community safety project or program**	NA	10%
Volunteering for an environmental organization	10%	9%
Volunteering for a City of Edmonton board or committee	5%	4%

Three-quarters of Edmontonians have done at least one volunteering activity in the past 12 months. On average, Edmontonians who spent time volunteering volunteered 11 hours per month. In general, Edmontonians aged 34-55 tend to be more likely to volunteer than their older and younger counterparts.

Base: Edmontonians (n=400)

Note: * Tracking data not available due to change in wording in 2013

**New question in 2013



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Q6. I will now read out a list of various community activities you may or may not have been involved in. Which of these, if any, have you been involved in, in the past 12 months? Q7. On average, how many hours a month would you say that you volunteer?

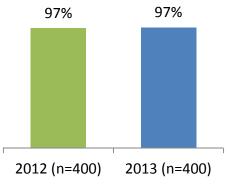


LIFE-ENRICHING ACTIVITIES (TRENDS OVER TIME)

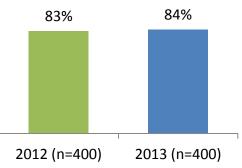


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ANY Life-Enriching Activity (Last 12 Months)



3 or More Life-Enriching Activities (Last 12 Months)



Base: Edmontonians

Life-Enriching Activities	2012 (n=400)	2013 (n= 400)
Walking or running in your neighbourhood	89%	87%
Visiting the City attractions such as Muttart Conservatory, Valley Zoo, Fort Edmonton Park etc.	71%	73%
Spending time in the River Valley	72%	66%
Visiting a playground with your family	61%	64%
Swimming at an indoor or outdoor pool	54%	57%
Riding your bike on shared use trails	48%	44%
Joining a health and wellness class	35%	35%
Golfing	32%	28%
Tobogganing	29%	26%
Enrolling in a dance, music or art class	17%	16%
Cross country skiing or snowshoeing on maintained trails	12%	11%
Playing tennis	11%	9%
Joining a book club	9%	9%
Joining language classes	7%	7%
Taking a cooking class	3%	5%

The majority (84%) have participated in at least three life-enriching activities in the past 12 months, consistent with 2012.



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Q8. I will now read out a list of various possible group or individual activities available in the city that people may participate in to maintain life-work balance, or relieve the stress of everyday life. These may be a part of a program or using City-facilities or amenities such as parks or walking trails. Which of these. If any, have you participated in, in the last 12 months?



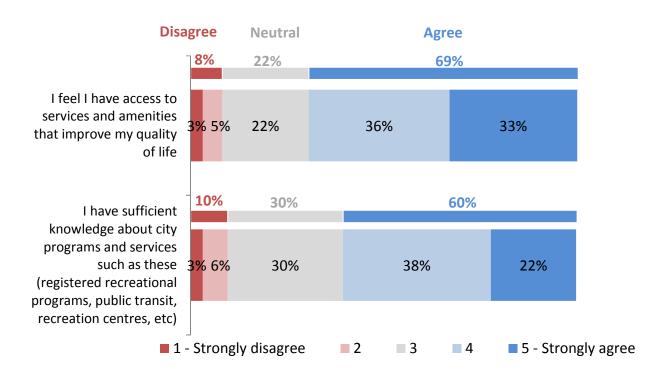




KNOWLEDGE / ACCESS: SERVICES AND AMENITIES



Source: 2013 Survey



Over two-thirds of Edmontonians agree they have access to services and amenities that improve their quality of life, while three-in-five feel they have sufficient knowledge about programs and services managed by the City of Edmonton, such as registered recreational programs, public transit, recreation centres, etc.



Base: Edmontonians (n=400)

Note: Tracking data not available due to change in wording in 2013

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I would now like to ask you about the various services and amenities that are managed by the City of Edmonton, for example registered recreational programs, public transit, recreation centres, etc. To what extent to do agree or disagree with the following statements. 9A. I have sufficient knowledge about city programs and services such as these. 9B. I feel I have access to services and amenities that improve my quality of life.

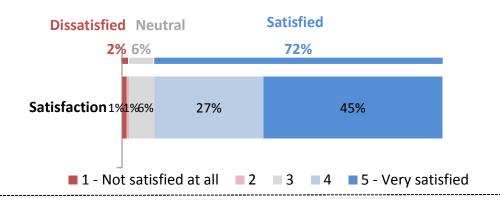


FIRE RESCUE SERVICES



Source: 2013 Survey

Why are they Neutral / Not satisfied? (n=33)



"Mostly because I didn't have any fires, and can only go with what I have heard in the news (positive and negative stuff)."

"Never used this service so I wouldn't know."

Almost all Edmontonians feel fire rescue services are important, while nearly three quarters are satisfied. Those who are not satisfied are largely those who have not experienced the service or do not have an opinion.

Itali

Base: Edmontonians (n=400) New question in 2013 Italics denote verbatim responses

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I now want to ask you about the City's Fire Rescue Services: 10A. How satisfied are you with Fire Rescue Services? [If rated 1,2, or 3] Why do you feel this way?10B. How important do you think fire rescue services are?

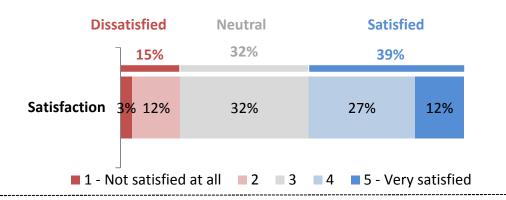


EDMONTON TRANSIT



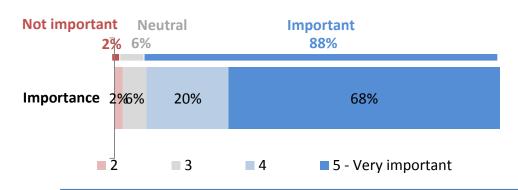
Source: 2013 Survey

Why are they not satisfied? (n=188)



"I don't find the bus reliable, not in my neighbourhood. The times change, the routes change all the time, it doesn't meet up with the connections. You have to be at the bus stop 15 minutes before it comes or you'll miss the bus. I can't rely on it."

"I think the LRT needs to be expanded all over the city."



"It's slow and doesn't pass very frequently. It's very hard to get around to places with public transportation in the City of Edmonton."

A high majority of Edmontonians feel the transit service is important. Two-in-five are satisfied.

Base: Edmontonians (n=400) New question in 2013 Italics denote verbatim responses



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I now want to ask you about Edmonton Transit: 11A. How satisfied are you with the services provided by Edmonton Transit Service? If rated 1,2, or 3] Why do you feel this way? 11B. How important do you think the services provided by Edmonton Transit are?



EDMONTON TRANSIT



Source: 2013 Survey

Reasons for not being satisfied with Edmonton Transit Service (1,2,3 ratings)	Total (n=188)
LRT should be expanded	19%
Too slow / Too long	18%
Poor scheduling (connections)	16%
Service needs improvement	12%
Some areas need more buses / Buses too infrequent	12%
Often late	10%
Hard to access	6%
Too costly	5%
Drivers are rude	4%
Overcrowded	2%
Don't feel safe	2%
Bus routes change all the time	2%
Hard to get from one point to another	1%
Buses are dirty	1%
Hard to find parking at LRT	1%
Other mentions	11%
Don't know	10%

Key reasons for not being satisfied with the transit service include that the LRT does not have enough coverage, service is too slow or takes too long, and poor scheduling (connections).



Base: Edmontonians
New question in 2013

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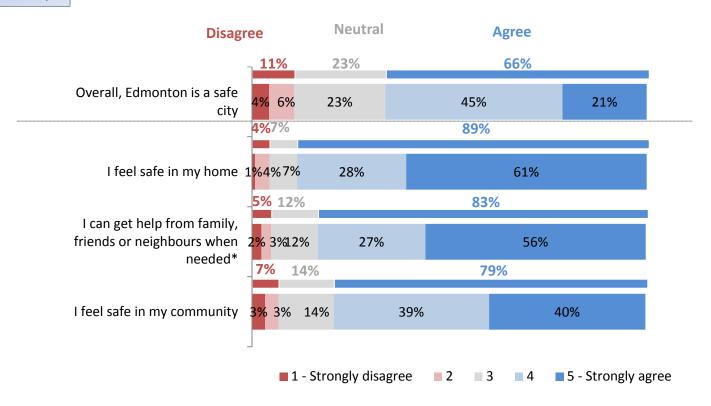




SAFETY IN THE CITY



Source: 2013 Survey



Two-thirds of Edmontonians agree that Edmonton is a safe city. Even higher majorities feel safe in their homes and communities, and agree they can get help from family, friends, or neighbours when needed.



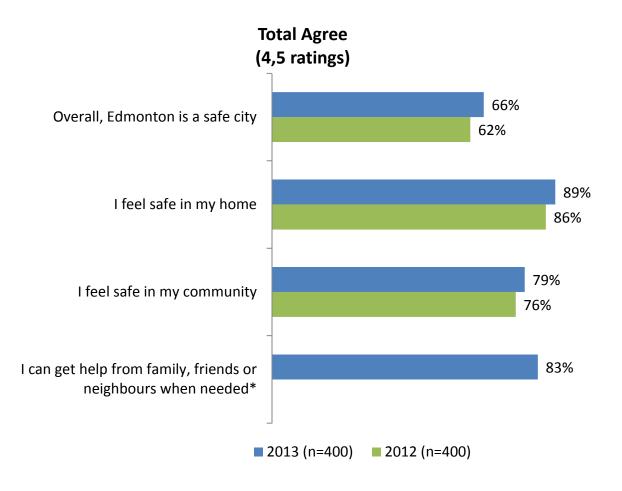
Base: Edmontonians (n=400)
*New question in 2013



SAFETY IN THE CITY (TRENDS OVER TIME)



7





Base: Edmontonians
*New question in 2013





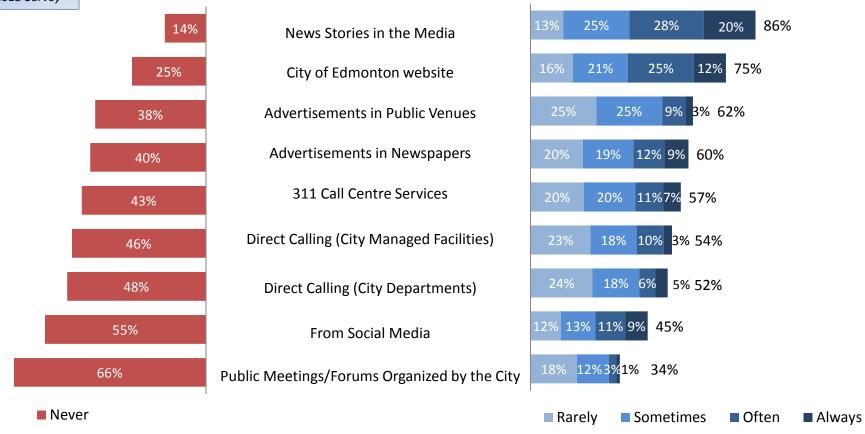


FREQUENCY OF ACCESSING INFORMATION: SERVICES AND PROGRAMS



29

Source: 2013 Survey



Edmontonians most frequently access information regarding services and programs in the City of Edmonton through news stories in the media, and the city's website.

Note:

Rarely= less than once per month Sometimes= on average, once per month Often= on average, two to five times per month Always= more than five times per month

Leger

Base: Edmontonians (n=400)

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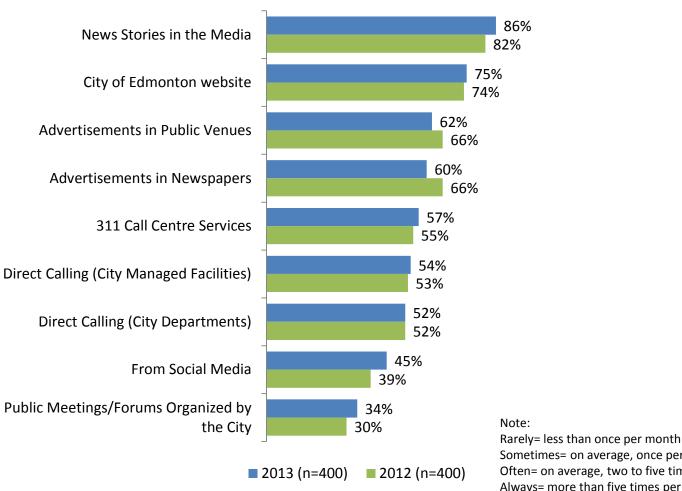
Q12. In the past 12 months, how often have you accessed information regarding services and programs in the City of Edmonton using each of the following sources?



FREQUENCY OF ACCESSING INFORMATION: **SERVICES AND PROGRAMS** (TRENDS OVER TIME)



Total Accessed (rarely, sometimes, often, always)



Sometimes= on average, once per month Often= on average, two to five times per month

Always= more than five times per month



Base: Edmontonians (n=400)

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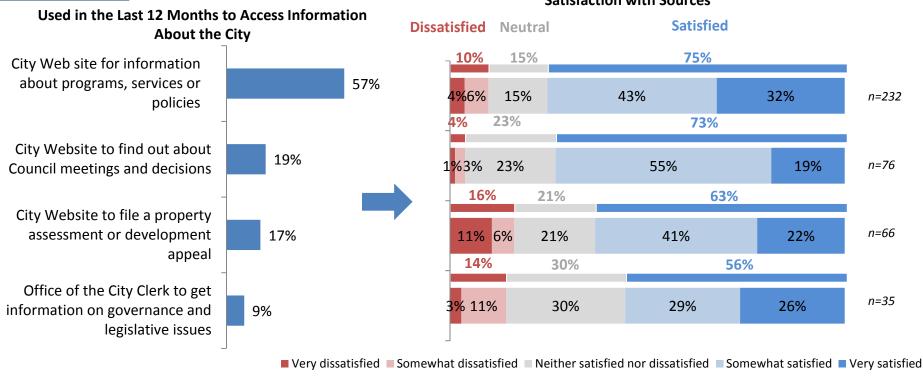
CITY SOURCES: USAGE AND

SATISFACTION



Source: 2013 Survey

Satisfaction with Sources



Base: Edmontonians (n=400)

Base: Edmontonians who have used sources to access information about the city (n= range of 35-232)

Over half of Edmontonians have used the City website for information about programs, services or policies in the past year. Less than one-in-five has used the website to find out about council meetings and decisions or to file a property assessment or development appeal. The majority of Edmontonians are satisfied with the respective services that they have used.



Note: Tracking data not available due to change in wording in 2013

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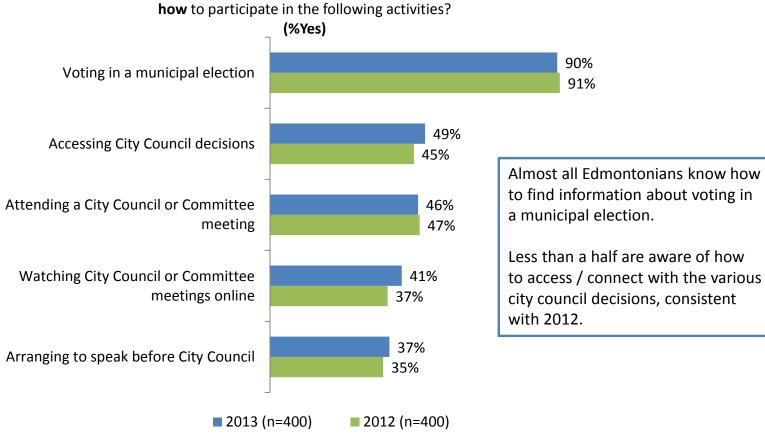


FINDING OUT INFORMATION FOR PARTICIPATING IN... (TRENDS OVER TIME)



33

Do you feel you have enough opportunities to **find out information about how** to participate in the following activities?





Base: Edmontonians

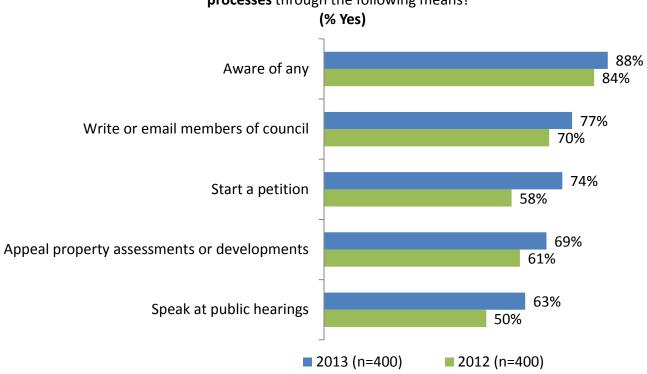


INPUTS TO CITY DECISION MAKING PROCESSES (TRENDS OVER TIME)



34

Were you aware that you can **provide your inputs to the decision making**processes through the following means?*



Nine-in-ten Edmontonians are aware of at least one of the ways they can provide their inputs to the City's decision making processes.

In general, awareness of the specific processes through which they can provide inputs to the decision making processes in the City has increased in 2013.



Base: Edmontonians

*Slight change in wording in 2013

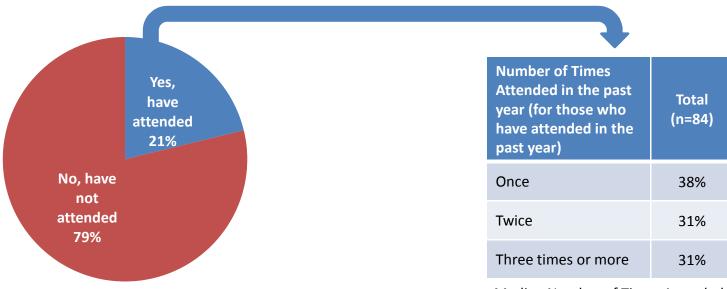


ATTENDING PUBLIC ENGAGMENT ACTIVITIES



Source: 2013 Survey

Attended a Public Engagement Activity put on by the City (Past 12 Months)



Base: Edmontonians (n=400)

Median Number of Times Attended (for those who have attended): 2

One-in-five Edmontonians has attended a public engagement activity (such as a public meeting, open house or workshop) put on by the city in the past 12 months.



Note: Tracking data not available due to change in wording in 2013

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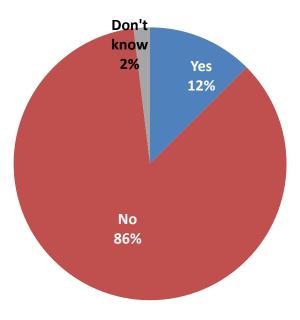


PARTICIPATION IN SURVEYS ABOUT THE CITY



Source: 2013 Survey

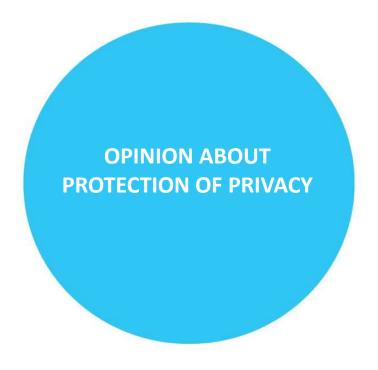
Not including this survey, have you answered any other surveys over the past 12 months about City services, programs or policies, whether it be on-line, in person or over the phone..



Base: Edmontonians (n=400)



Note: New question in 2013



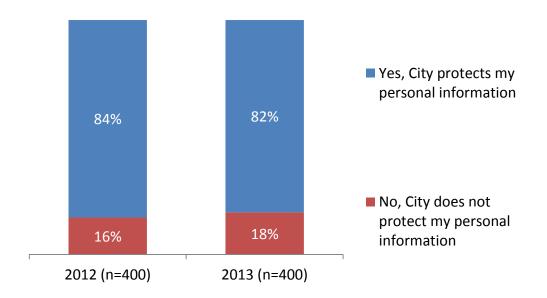




PROTECTION OF PRIVACY (TRENDS OVER TIME)



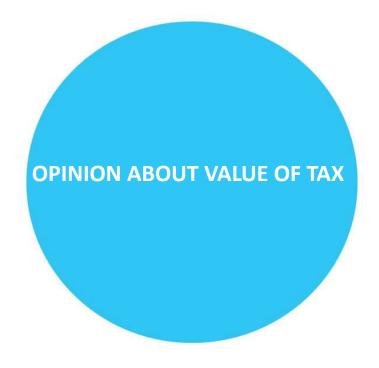
38



Four-in-five Edmontonians agree the city protects their personal information, consistent with 2012.



Base: Edmontonians



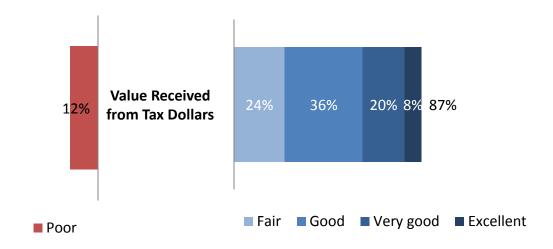




VALUE RECEIVED FROM TAX DOLLARS



Source: 2013 Survey



Nearly nine-in-ten Edmontonians feel that they receive at least a fair value from their tax dollars.



Base: Edmontonians (n=400)

Note: Tracking data not available due to change in wording in 2013



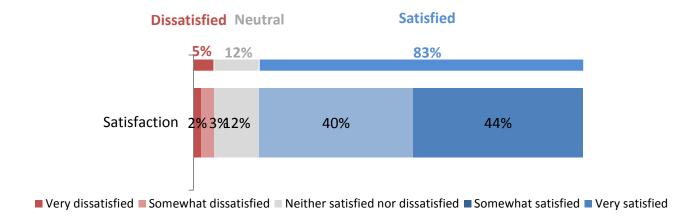




ABILITY TO ACCESS PUBLIC SPACE



Source: 2013 Survey



Slightly over four-in-five Edmontonians are satisfied with their ability to reach and use public spaces (lands, buildings and structures owned by government organizations for use by the general public) in the City of Edmonton, consistent with 2012.



Base: Edmontonians (n=400)

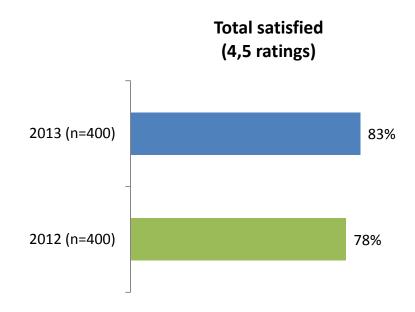
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Q23. Now we would like you to ask about your ability to reach and use public spaces in the City of Edmonton. By public spaces we mean lands, buildings and structures owned by government organizations for use by the general public such as City parks, Churchill Square, walking trails, streets, City Hall, recreation centres etc. How satisfied are you with your ability to reach and use public spaces in the City of Edmonton?



ABILITY TO ACCESS PUBLIC SPACE (TRENDS OVER TIME)







Base: Edmontonians







PROFILE OF RESPONDENTS



15

Gender				
Male	49%			
Female	51%			
Age				
18-24	11%			
25-34	23%			
35-54	13%			
45-54	23%			
55-64	15%			
65+	15%			
Length of Time Lived in Edmonton				
1 year-less than 3 years	2%			
3 years – less than 5 years	4%			
5 years or more	93%			

Household Size				
One	12%			
Two	28%			
Three	23%			
Four or more	36%			
Prefer not to answer	1%			
Language More Comfortable Speaking than English				
Yes	18%			
No	82%			





PROFILE OF RESPONDENTS



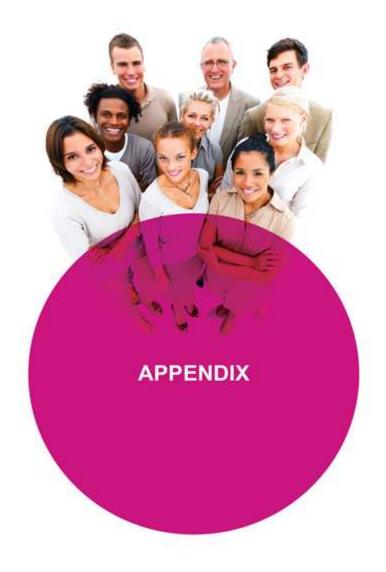
46

Highest Level of Education					
24%					
30%					
44%					
2%					
Employment Status					
48%					
12%					
6%					
12%					
19%					
2%					

Household Income				
Less than \$30,000	8%			
\$30,000-\$49,999	8%			
\$50,000-\$74,999	15%			
\$75,000-\$99,999	11%			
\$100,000-\$124,999	11%			
\$125,000 or more	20%			
Prefer not to answer	26%			



Base: Edmontonians (n=400)







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Quality of Life: Edmontonians have a good quality of life and enjoy living in Edmonton, which is culturally diverse, open and welcoming to newcomers, and a great place to work and live.

- Edmontonians are **satisfied overall (71%) with their quality of life**, consistent with 2012 (75%). Opportunities exist to improve perceptions of Edmonton being well-designed and attractive (38%), and the public transit system (37%).
- Opinions are improving in 2013 in terms of Edmontonians feeling that the city is a great place to invest, is environmentally responsible, and is clean.

Community Engagement: High participation in life enriching activities and volunteering.

- In the past 12 months, the majority (84%) of Edmontonians have participated in at least three life enriching activities, consistent with 2012, and three-quarters have volunteered (75%).
- Opportunities exist to increase sense of community overall, consistent with 2012. Currently, four-intended ten feel connected with their community overall. While three-in-five (60%) feel connected with their neighbours, less than half feel connected with other Edmontonians (45%) and groups/organizations (35%).
 - When asked what would make them feel more connected with their community, residents suggested having more community events/activities/festivals and personally trying harder to become more involved.







49

Services and Amenities: The majority have access and knowledge about services and programs offered by the City.

- Over two-thirds (69%) of Edmontonians have access to services and amenities that improve their quality of life, and three-in-five (60%) feel they have sufficient knowledge about City programs and services.
- Services and Programs: Edmontonians *most frequently* use **news stories in the media** (86% accessed in past 12 months), and the **City's website** (75% accessed in past 12 months) to access information regarding services and programs.
- **Programs, Services, or Policies:** Over half of Edmontonians have used the City website for information about programs, services or policies in the past year. Less than one-in-five has used the website to find out about council meetings and decisions or to file a property assessment or development appeal. The majority of Edmontonians are satisfied with the respective services that they have used.

Safety: Edmonton is a safe city, especially within homes and communities.

• Two thirds (66%) of Edmontonians agree Edmonton is **safe overall**, even higher majorities feel **safe in** their homes (89%), can get help from family, friends or neighbours if needed (83%), and feel **safe in** their communities (79%).







50

Awareness and Engagement with City Processes: High awareness of ways to provide input to the city, however, lower awareness of how to access / connect with city council decisions.

- Almost all (90%) Edmontonians know **how to find information** about voting in a municipal election. However, less than half (37%-49%) are aware of how to access / connect with the various city council decisions, consistent with 2012.
- Nine-in-ten (88%) Edmontonians are **aware of at least one way they can provide their inputs** to the City's decision making processes.
 - The proportion of Edmontonians aware they can write or email members of council (70% in 2012, 77% in 2013), start petitions (58% in 2012, 74% in 2013), appeal property assessments or developments (61% in 2012, 69% in 2013), and/or speak at public hearings (50% in 2012, 63% in 2013) to provide their inputs has increased since 2012.
 - One-in-five (21%) Edmontonians has attended a public engagement activity (such as a public meeting, open house or workshop) put on by the city in the past 12 months.

Importance and Satisfaction of Fire Rescue: High importance and satisfaction.

• Almost all (97%) Edmontonians feel fire rescue services are important, and the majority (72%) are satisfied.

Importance and Satisfaction of Transit: High importance, yet comparatively lower satisfaction

• A high majority of Edmontonians (88%) feel the transit service is important, yet only two-in-five (39%) are satisfied, mentioning a need for LRT expansion, slow service taking a long time, and poor scheduling as the main reasons for dissatisfaction.











CITY OF EDMONTON – CITIZEN PERCEPTION SURVEY 2013 EDMONTON PROPER

N=400, 18 years or older residents; quotas to be maintained by City wards, Age and Gender						
to par		om on behalf of the City of Edmonton. Your household has been randomly dialed various aspects of the City of Edmonton. We are not selling or promoting anything and your ous.				
[If the	ey have questions about the legitima	cy of the study they can be referred to 3-1-1 service with the City of Edmonton]				
For th	is study, I need to speak to a member	r of the household who is at least 18 years of age. Would that person be available?				
	Yes, speaking	Continue				
	Yes, I will go get them	Re-read intro, continue				
	Not now	Arrange call back				
B. Re	ecord gender: DO NOT ASK					
	Male					
	Female					
C. In	which of the following age categories	s do you belong? Please stop me when I read the correct one. [READ]?				
	Under 18 years old - TERM	INATE				
	18 – 24					
	25 – 34					
	35 – 44					
	45 – 54					



55 – 64

Refused

65 years and over [DO NOT READ]





D. How long have you lived in Edmonton?

Less than 6 months [TERMINATE] 6 months to less than 1 year 1 year to less than 3 years 3 years to less than 5 years 5 years or more

E. What are the first three letters of your postal code?

THE OVERALL SECTION WILL BE ASKED IN THE BEGINNING. ALL OTHER SECTIONS WILL BE ROTATED

OVERALL PERCEPTIONS ABOUT THE CITY

Now we would like to know about how you feel about the City of Edmonton...

- 1. Overall, taking all aspects of your city life into consideration how do you feel about your quality of life in the City of Edmonton? Please respond using a scale of 1 to 5, where 1 is not good at all, and 5 is excellent.
- 2. Why do you feel this way? Please be as descriptive as possible OPEN END







3. To what extent do you Agree or Disagree with each of the following statements about the City of Edmonton? Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree. [RANDOMIZE]

- a. Edmonton is a great place to live
- b. Edmonton is a great place to work
- c. Edmonton is a great place for entertainment and fun
- d. Edmonton is a great place to invest
- e. Edmonton is open and welcoming to new comers
- f. Edmonton is an environmentally responsible city
- g. Edmonton is a clean city
- h. Edmonton is culturally diverse
- i. Edmonton is a well-designed and attractive city
- j. Edmonton is a great place to visit
- k. Edmonton has a diverse economy
- I. Edmonton has a great public transit system

COMMUNITY ENGAGEMENT:

The next few questions are about you and your experience with your community.

- 4. Overall, considering all aspects of your community life, how connected do you feel with your community? Please answer using a scale of 1 to 5, where 1 is not connected at all.. and 5 is very connected. How connected do you feel ...
 - a. Overall, with your community
 - a. With other Edmontonians
 - b. With your neighbours
 - c. With groups and organizations
- 5. What will make you feel more connected with your community? [RECORD VERBATIM]







- 6. I will now read out a list of various community activities you may or may not have been involved in. Which of these, if any, have you been involved in, in the past 12 months?[RANDOMIZE]
 - a. Volunteering for a City of Edmonton board or committee
 - b. Volunteering for any community board or committee other than a City of Edmonton board or committee
 - c. Volunteering for a religious group
 - d. Volunteering for an environmental organization
 - e. Volunteering with an organization involved with youth, children or schools
 - f. Volunteering at community events, such as festivals, City events or attractions
 - g. Volunteering at your local library or other community facility
 - h. Volunteered for a community safety project or program
 - i. Donating time to a local charity

Are there any other activities not listed here, through which you are able to engage with your community?

7. On average, how many hours a month would you say that you volunteer? [PLEASE ENTER NUMBER OF HOURS, ROUNDED TO THE NEAREST HOUR]







90

- 8. I will now read out a list of various possible group or individual activities available in the city that people may participate in to maintain life-work balance, or relieve the stress of everyday life. These may be a part of a program or using City-facilities or amenities such as parks or walking trails. Which of these, if any, have you participated in, in the last 12 months? [RANDOMIZE]
 - a. Enrolling in a dance, music or art class
 - b. Joining a book club
 - c. Joining a health and wellness class
 - d. Joining language classes
 - e. Swimming at an indoor or outdoor pool
 - f. Visiting the City attractions such as Muttart Conservatory, Valley Zoo, Fort Edmonton Park etc.
 - g. Walking or running in your neighbourhood
 - h. Spending time in the River Valley
 - i. Taking a cooking class
 - j. Visiting a playground with your family
 - k. Riding your bike on shared use trails
 - I. Cross country skiing on maintained trails or snow shoeing
 - m. Playing tennis
 - n. Tobogganing
 - o. Golfing

OPINION ON SERVICES AND AMENITIES

I would now like to ask you about the various services and amenities that are managed by the City of Edmonton, for example registered recreational programs, public transit, recreation centres, etc.

- 9. To what extent do you Agree or Disagree with the following statements? Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.
 - a. I have sufficient knowledge about city programs and services such as these.
 - b. I feel I have access to services and amenities that improve my quality of life.







- 10. I now want to ask you about the City's Fire Rescue Services.
 - a. How satisfied are you with Fire Rescue Services? Please respond using a scale of 1 to 5, where 1 is not very-satisfied at all, and 5 is very satisfied.
 - [IF RATED 1,2, OR 3] Why do you feel this way? Please be as descriptive as possible.
 - b. How important do you think fire rescue services are? Please respond using a scale of 1 to 5, where 1 is not very important at all, and 5 is very important.
- 11. I now want to ask you about Edmonton Transit.
 - a. How satisfied are you with the services provided by Edmonton Transit? Please respond using a scale of 1 to 5, where 1 is not satisfied at all, and 5 is very satisfied. [

 IF RATED 1,2, OR 3] Why do you feel this way? Please be as descriptive as possible.
 - b. How important do you think the services provided by Edmonton Transit are? Please respond using a scale of 1 to 5, where 1 is not important at all, and 5 is very important.







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INFORMATION ABOUT SERVICES AND PROGRAMS

Now we would like to ask you about how often you access information regarding services and programs in the City of Edmonton.

- 12. In the past 12 months, how often have you accessed information regarding services and programs in the City of Edmonton using each of the following sources? Please respond using a scale of 1 to 5
- 1 Never
- 2 Rarely (less than once per month)
- 3 Sometimes (on average, once per month)
- 4 Often (on average, two to five times a month)
- 5 Always (more than five times a month)
 - a. 311 Call Centre Services
 - b. City of Edmonton website
 - c. Direct calling to specific City departments
 - d. Direct calling to specific city managed facilities
 - e. Advertisements in newspapers
 - f. Advertisements in public venues
 - g. News stories in the media such as TV, Radio etc.
 - h. From Social media (facebook, twitter, etc)
 - i. Public meetings/forums organized by the City

What other sources have you used to access information regarding services and programs in the City of Edmonton, Please specify

OPINION ABOUT SAFETY IN THE CITY

The next few questions are about how safe you feel in the city.

- 13. To what extent do you Agree or Disagree with the following statements? Please respond using a scale of 1 to 5 where 1 is Strongly Disagree and 5 is Strongly Agree. [RANDOMIZE; ASK ATTRIBUTE 1 ALWAYS AT THE BEGINNING]
 - a. Overall, Edmonton is a safe city
 - b. I feel safe in my home
 - c. I feel safe in my community
 - d. I can get help from family, friends or neighbours when needed







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COMMUNICATION AND INVOLVEMENT WITH THE CITY DECISION MAKING

The next few questions are about the various city policies and how you are able to voice your opinion to the City Council or decision making bodies.

- 14. Do you feel you have enough opportunities to find out information about how to participate in the following activities?

 Yes / No
 - a. Attend a City Council or Committee meeting
 - b. Watch City Council or Committee meetings online
 - c. Arrange to speak before City Council
 - d. Access City Council decisions
 - e. Vote in a municipal election
- 15. Were you aware that you can provide your input to the decision making processes through the following means? Yes / No
 - a. Appeal property assessments or developments
 - b. Start a petition
 - c. Speak at public hearings
 - d. Write or email Members of Council
- 16. In the past 12 months, have you attended a public engagement activity put on by the City such as a public meeting, open house or workshop?

Yes or No [IF NO, SKIP TO QUESTION 18]

- 17. How many times in the past year have you attended such activities? Please include all instances of attendance at engagement activities such as public meetings, open houses, or workshops. [ENTER NUMBER OF TIMES]
- 18. Not including this survey, have you answered any other surveys over the past 12 months about City services, programs or policies, whether it be on-line, in person or over the phone?

Yes

No

[DO NOT READ] Don't know







19. In the past 12 months, have you used any of the following to access information about the City?

- a. City Web site for information about programs, services or policies
- b. City Website to find out about Council meetings and decisions (agendas and minutes)
- c. City Website to file a property assessment or development appeal
- d. Office of the City Clerk to get information on governance and legislative issues

20. [ASK FOR EACH OPTION SELECTED IN Q19] Overall, how satisfied were you when you used [INSERT SELECTION FROM Q19] .Please think about the most recent time you had used [INSERT SELECTION FROM Q14] while responding. Were you Very satisfied, Somewhat satisfied, Neither satisfied not dissatisfied, Somewhat Dissatisfied or Very dissatisfied...

OPINION ABOUT PROTECTION OF PRIVACY

21. The next question is about protection of your privacy and personal information. Do you feel the City protects your personal information?

Yes / No

OPINION ABOUT VALUE OF TAX

The next question is about the value you get from your tax dollars.

Your total tax dollars are divided between The City, the Province and the Federal Government. In Edmonton, each household pays taxes to all orders of government (for most people this means paying the GST, which is a federal sales tax, annual income tax that goes both to the federal and provincial governments, and annual property tax that is paid to their municipality). Overall, only 10% of the total taxes you pay each year go to the City to fund the services it provides such as police, fire rescue, recreation centres, social support services, parks, transit, road maintenance and snow clearing. This means, that on average, home owner pays about \$2,000 in taxes to the City each year, or \$5.50 per day, to help pay for these services.

22 . Considering the services provided by the City, would you say you receive ... Excellent value for your tax dollars
Very good value
Good value

Fair value
Poor value for your tax dollars
Don't know / not sure







SATISFACTION WITH ABILITY TO ACCESS PUBLIC SPACE

23. Now we would like you to ask about your ability to reach and use public spaces in the City of Edmonton. By public spaces we mean lands, buildings and structures owned by government organizations for use by the general public such as City parks, Churchill Square, walking trails, streets, City Hall, recreation centres etc.

How satisfied are you with your ability to reach and use public spaces in the City of Edmonton? Are you Very satisfied, Somewhat satisfied, Neither satisfied not dissatisfied, Somewhat Dissatisfied or Very dissatisfied...

DEMOGRAPHICS

As different people may have different views and needs, the next few questions allow us to group and analyze responses. Again, all the information you provide will be kept completely anonymous.

D1.	Including yourself, how many people are there in your household?				
	P	refer not to a	nswer	X	
D2.	IF MORE THAN 1 IN	I D1: How ma	ny people	in your housel	hold are
	and 17 years of age				
Over 65 year	and 65 years of age rs of age				
Prefer not to	answer		Χ		







D3. What is the highest level of education you have achieved?

Less than high school 1 Graduated high school 2

Graduated college, technical or vocational school 3

Graduated university 4 Prefer not to answer 9

D4. Are you currently....

Working full time 1
Working part time 2
A student 3

Not working outside the home 4

Retired 5 Prefer not to answer 9

D5. Which of the following best describes your total annual household income before taxes?

Less than \$30,000 1

Between \$30,000 and \$49,999 2 Between \$50,000 and \$74,999 3 Between \$75,000 and \$99,999 4 Between \$100,000 and \$124,999 5

More than \$125,000 6 Prefer not to answer 9

D6. Is there a language you are more comfortable speaking than English?

Yes

No

