

CITY OF ST. ALBERT

**2004 Community Satisfaction Survey
Draft Report**

June 30, 2004

Banister
Research & Consulting Inc.

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SUMMARY OF FINDINGS

Banister Research & Consulting Inc. conducted a telephone survey of 800 City of St. Albert residents regarding services provided by the City. Respondent opinions may take into consideration not only their own experiences, but also their perceptions or what they may have seen, heard or read about in terms of the services investigated. Respondents may or may not have had any direct experience with the City services examined, therefore, this study not only provides a measurement of satisfaction, but also the perceived image of the quality of service provided by the City of St. Albert.

It is important to note that in 2004, response options were changed from a seven-point to a five-point scale. While yearly comparisons have been made, the reader should be cautious when interpreting the survey findings, as the different scales used do not represent a true comparative analysis. Key findings of the 2004 Community Satisfaction Survey were as follows:

Quality of Life

Similar to results reported in previous survey years, the vast majority of respondents assessed the quality of life in the City of St. Albert positively, as 96% of respondents provided a positive rating, with 83% rating the quality of life as excellent or very good and 13% stating it was good.

The most frequently stated reason for a positive quality of life rating was the City's parklands, green spaces and river, and trail and park system. The size of the City, the availability of services and the friendly community atmosphere were also common factors contributing to a high quality of life in St. Albert. In contrast, the most frequently noted factors contributing to a low quality of life in the City were the high tax base, too much traffic congestion, crime, particularly youth crime, and the lack of a major recreational facility.

In terms of the City being committed to preserving the environment, most respondents (69%) either strongly or somewhat agreed that the City is dedicated to this issue.

Satisfaction with City of St. Albert Services

The vast majority of respondents continue to be satisfied overall with the services, facilities and programs provided by the City of St. Albert, as 86% of respondents said they were

either very or somewhat satisfied overall. In fact, similar to last year, very few respondents reported that they were dissatisfied overall (3%).

Respondents were asked to rate their satisfaction with 24 specific City of St. Albert services, of which twelve were related to City specific services, nine were City operated facilities and three were City run programs.

The following results were reported in terms of specific **City of St. Albert services:**

Parks and Trail System:

- Overall satisfaction with St. Albert parks and trail system continues to be very high, as 91% of respondents stated that they were satisfied overall with the service provided.

Disposal Services:

- Most respondents (78%) stated that they were either very or somewhat satisfied with the recycling and composting depots.
- Just over half of all respondents (53%) stated that they were generally satisfied with the pay-as-you-throw garbage collection services.
- In terms of respondents satisfaction with the City's sewer services, 65% of respondents reported that they were satisfied overall with this service aspect.

Protective Services:

- In terms of fire department services, 80% of respondents indicated that they were satisfied overall with the service.
- Most respondents (78%) were either very or somewhat satisfied with the City's emergency medical and ambulance services.
- When asked to rate their level of satisfaction regarding RCMP police services, 73% of respondents indicated that they were generally satisfied overall with this aspect.
- Compared to the other protective services investigated, fewer respondents were satisfied overall with the City's bylaw enforcement services, as 50% said they were very or somewhat satisfied.

Road Maintenance Services:

- About three-quarters of respondents (74%) stated that they were satisfied overall with winter road maintenance in the City, including snow removal and ice management.
- Compared to the winter road maintenance, fewer respondents were satisfied with the City's summer road maintenance, including paving, pothole repair and sidewalk maintenance, as 67% of respondents said they were satisfied overall with this aspect.

St. Albert Public Transit Services:

- Overall, 36% of respondents reported that they were satisfied overall with the St. Albert public transit. However, similar to previous survey years, a sizeable proportion of respondents did not comment on their level of satisfaction (20% said don't know). This may be due to lack of experience or use of the transit system. Consequently, when assessing satisfaction based only on those who provided a rating, satisfaction with this aspect increases to 46% of respondents who were satisfied overall.

Land Use Planning:

- Forty-one percent (41%) of respondents stated that they were satisfied overall with the land use planning, which includes the coordination of new residential, commercial and industrial development in St. Albert.

With regard to **St. Albert operated facilities**, the following results were reported:

- Satisfaction with the City's cultural facilities, including the Arden Theatre and Visual Arts Wing in St. Albert Place, was high as 87% of respondents stated that they were satisfied overall with this aspect.
- Most respondents continue to be satisfied with the Fountain Park Recreation Centre (83% satisfied overall), St. Albert Public Library (81%), and Woodlands Water Play Park (78%).
- Sixty-four percent of respondents commented that they were satisfied overall with the City's heritage sites, including the Musée Heritage Museum, Little White School and Grain Elevator Park.
- About half of all respondents reported that they were satisfied overall with the Campbell or Kinex Arenas (50%), the St. Albert Tourist Information Centre (51%), St. Albert operated outdoor rinks (52%), and the Grosvenor Outdoor Pool (45%). However, for each facility a sizeable proportion of respondents were uncertain as to their level of satisfaction, most likely due to limited experience or use. Consequently, when assessing satisfaction among only those respondent who provided an opinion, satisfaction with each facility significantly increases. About six in every 10 respondents, who provided a rating, were satisfied with the Campbell or Kinex Arenas (60%), St. Albert Tourist Information Centre (60%), St. Albert operated outdoor rinks (62%), and the Grosvenor Outdoor Pool (56%).

Satisfaction with **St. Albert operated programs** were as follows:

- Most respondents (81%) were either very or somewhat satisfied with the St. Albert cultural programs such as the International Children's Festival, St. Albert Children's Theatre and the performing and visual arts classes.
- In terms of recreational programs and activities such as the summer playground programs, youth and family leisure programs, fitness, wellness and sports programs, 68% of respondents were generally satisfied with these types of City run programs.
- While 54% of respondents were satisfied overall with FCSS services, including family and youth preventive social support services and programs such as short-term counseling, school presentations on suicide awareness, the P.A.R.T.Y. Program, the Leadership Experience and Awareness Program and St. Albert Youth Council, 22% of respondents did not comment on their level of satisfaction with these programs. Accordingly, when evaluating satisfaction with the FCSS, among only those who provided a response, satisfaction with this aspect increases to 70% who were satisfied overall with the service provided.

Overall Importance and Service Improvements

In order to better assess services, respondents were questioned as to the level of importance they place on each of the 24 City services investigated. Recognizing that services with a decline in satisfaction, or those with the lowest levels of satisfaction or importance ratings, may not necessarily be the services where improvement is most desired, dimensional mapping was conducted to better assess respondents perceptions.

In terms of City services that were perceived by respondents as above average in importance, but below average in satisfaction, summer road maintenance clearly fell into this category. St. Albert public transit and land use planning were also viewed as potential areas of concern, as respondents generally rated them as below average in satisfaction but consider them moderately important. FCSS services were also calculated as moderate satisfaction, but highly important and could also potentially become an area of greater concern among residents. Improvements to these services would do most to increase residents' satisfaction with the services provided by the City.

At this time the following services should be considered as secondary areas of improvement or consideration, as satisfaction with these services was below average they are not considered as important as other services investigated:

- Bylaw enforcement,
- Campbell or Kinex arenas,
- Pay-as-you-Throw garbage collection services,
- Grosvenor outdoor pool,
- St. Albert Tourist Information Centre, and
- St. Albert outdoor rinks.

The following services were perceived as above average in satisfaction, but below average in importance, in other words while respondents were generally satisfied, the importance placed on these services is lower in comparison to other City services measured. These areas should be considered the least important in which improvements should be focused, albeit it is still essential to maintain resident satisfaction ensuring they do not become perceived as areas of concern or dissatisfaction:

- heritage sites,
- cultural and arts programs,
- cultural facilities,
- Woodlands Water Play Park, and
- Recreational programs.

Services perceived as strengths of the City, or areas in which respondents reported that they were of higher than average importance and higher than average satisfaction included:

- fire department services,
- emergency medical and ambulance services,
- RCMP police services,
- winter road maintenance,
- sewer services,
- recycling and composting services,
- St. Albert public library,
- Fountain Park Recreation Centre, and
- St. Albert parks and trail system.

Maintaining a high level of satisfaction with these services is important as these areas are viewed as highly important or essential to citizens.

While most respondents continue to feel that the quality of service provided by the City of St. Albert has generally remained the same, respondents this year were significantly more likely to comment that the quality has remained the same (81% versus 76%) and were less likely to feel that it has decreased (11% versus 18% in 2003).

Recreation and Cultural Facilities

About three-quarters of respondents (76%) stated that they were either very or somewhat satisfied with the availability of recreation and cultural facilities in the City. However, compared to last year, respondents in 2004 were much more likely mention the need for more facilities or improved facilities in the City. Specifically, respondents in 2004 were significantly more likely comment on the need for the development of multi-purpose recreation centre (34% versus 22% who mentioned this in 2003).

Contact with City of St. Albert Employee

Almost identical to last year, about six in every 10 respondents (62%) reported that they had been in contact with a City employee in the past 12 months. Of those, 85% said they were very or somewhat satisfied with the contact they had.

Perceptions of Safety in St. Albert

Consistent with results reported in previous survey years, the vast majority of respondents continue to agree that St. Albert is a safe place to live, as 88% of respondents either strongly or somewhat agreed with this perspective. Youth related vandalism and crimes were the most common areas of concern among respondents.

On an aided basis, most respondents expressed their concern regarding specific traffic related issues (75% to 81% of respondents were generally concerned with each aspect). Respondents were more likely to remark that they were highly concerned regarding rush hour traffic (61%). This was followed by a high level of concern regarding intersection safety (60%), traffic congestion (59%), cross-walk safety (58%), traffic safety, in general (57%), running red lights (56%), road access in and around St. Albert (54%) and speeding (53%). Compared to results reported in 2003, concern related to traffic issues appears to have increased.

Views toward Property Taxes

Similar to last year, of St. Albert homeowners, 57% considered the percentage of their taxes that pay for City services as very good or good value for their tax dollar and an additional 31% said it was fair value (10% said poor value).

Most respondents (65%) continue to state that, over the next five years, they would be more likely to support an inflationary tax increase to maintain services. However, 17% of

respondents noted their support for a tax increase to enhance services, while 7% supported a tax decrease to reduce services.

When questioned regarding support for user fees, 63% of respondents generally were in favour of user fees, while 27% were opposed and 10% were uncertain.

Municipal Leadership

In terms of important issues facing St. Albert City Council, most respondents (42%) continue to mention the west road development. This was followed by concerns related to the need for a sport and recreation multi-use facility (24%).

Most respondents (66%) agreed that the City of St. Albert provides residents with sufficient opportunities to provide input on community specific decisions.

Conclusions and Observations

Similar to previous survey years, St. Albert residents were generally optimistic in their opinions and perceptions of the City of St. Albert. The vast majority of respondents rated the quality of life in the City positively and agreed the City was generally a safe place to reside. However, the west road development and multi-use recreational facility continue to be top-of-mind issues among residents.

Overall, the vast majority of residents are satisfied with the services, facilities and programs offered by the City of St. Albert. In fact, satisfaction with specific City services generally remained the same since 2003. Additionally, similar to previous survey years, employee performance was rated highly by St. Albert residents who had occasion to make contact with a City employee.

In terms of service priorities and improvements, research results indicate that summer road maintenance is an area of high priority. Public transit, land use planning, FCSS services also appear to be a priority among respondents.

In general, while specific attention should be given to particular suggestions and identified areas of improvement, most residents continue to maintain a very positive opinion about the City of St. Albert and the services provided.

1.0 STUDY BACKGROUND

Since 1997, the City of St. Albert has conducted an annual community survey to measure citizen satisfaction with City operated services and facilities, as well as gain input with respect to community issues. The City of St. Albert is committed to listening to the opinions and perceptions of citizens to ensure that satisfaction with various aspects of living in the community are maintained or increased. Consequently, the City of St. Albert has once again commissioned Banister Research & Consulting Inc. to conduct the 2004 community satisfaction research project.

Similar to previous survey years, the primary purpose of this research was to provide the City of St. Albert with a better understanding of the opinions and perceptions of residents on a number of issues in the City of St. Albert, including satisfaction with and importance of various services and facilities offered, and opinions on various community issues. Specific project objectives included:

1. To assess citizens' perceptions regarding the overall quality of life in the City of St. Albert, including the City's commitment to preserving the environment.
2. To measure overall satisfaction with City of St. Albert services, facilities and programs, as well as satisfaction with, and level of importance of, specific City services.
3. To evaluate citizen satisfaction with respect to the availability of recreation and cultural facilities in the City, and assess citizen desire for specific facilities.
4. To gauge satisfaction with the service provided by City of St. Albert employees, as well as the type of contact made.
5. To evaluate citizens' overall perceptions regarding the quality of service provided by the City and suggested changes or improvements.
6. To determine the opinions of citizens with regard to safety issues in the community, particularly in terms of traffic related issues.
7. To measure property owners' perceived value of property taxes, as well as gauge citizen support for a five-year tax strategy.
8. To assess municipal leadership in terms of issues facing City Council, and citizens desire for community input.

This report outlines the results for the 2004 survey of St. Albert residents, and includes an interpretive comparison of the 2003, 2002 and 2001 survey results to determine, where

appropriate, if there have been shifts in the perceptions and opinions of City of St. Albert residents over the past four years.

2.0 METHODOLOGY

All components of the project were designed and executed in close consultation with the City of St. Albert (the client). A detailed description of each task of the project is outlined in the remainder of this section.

2.1 Project Initiation and Questionnaire Review

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research, including the results of the previous citizen satisfaction studies. The consulting team familiarized itself with the objectives of the client ensuring a full understanding of the issues and concerns to be addressed in the 2004 project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

The survey instrument utilized in the 2003 study was reviewed and modifications were incorporated into the 2004 survey design. Once the client reviewed the draft survey instrument, revisions were made and Banister Research conducted 10 pretest interviews with a random sample of respondents. The pretest was used to assess interview length and flow patterns and to identify any problem questions or difficulties in comprehension or wording as well as areas of respondent resistance. Following the pretest, the questionnaire was finalized in consultation with the client. A copy of the final questionnaire is provided in Appendix A.

2.2 Survey Population and Data Collection

Telephone interviews were conducted from May 25th to June 9th, 2004. Banister Research completed a total of 800 telephone interviews with St. Albert citizens 18 years of age or older. To randomly select respondents at the household level, the adult having the next birthday was interviewed.

To ensure the survey sample provided sufficient accuracy within each quadrant of the City, 200 interviews were conducted within the northwest, northeast, southwest and southeast areas of St. Albert. In consultation with the client, City quadrants were established based on the following parameters:

- **North East**, or east of St. Albert Road and north of the Sturgeon River (communities: Erin Ridge, Oakmont, Inglewood);
- **North West**, or west of St. Albert Road and north of the Sturgeon River (communities: Lacombe Park, Mission, Northridge, Deer Ridge);
- **South West**, or south of the Sturgeon River and west of St. Albert Road (communities: Riel, Grandin, Heritage Lakes, Downtown); and
- **South East**, or south of the Sturgeon River and east of St. Albert Road (communities: Braeside, Woodlands, Kingswood, Pineview, Campbell, Akinsdale, Forest Lawn, Sturgeon).

City-wide results provide a margin of error no greater than $\pm 3.5\%$ at the 95% confidence level or 19 times out of 20, while quadrant-specific results provide a margin of error of $\pm 6.9\%$ at the 95% confidence level.

It is important that when considering the survey findings, the reader should note that the sample error tolerances associated with the size of sample sub-groups vary. The following table outlines the margin of error for various sample sizes, at the 95% confidence level for a binomial distribution with a 50:50 male-to-female ratio and based on a population of 10,000 or more.

<u>Sample Size</u>	<u>Estimated Sampling Error</u>
500	$\pm 4.5\%$
400	$\pm 5.0\%$
300	$\pm 5.8\%$
200	$\pm 7.1\%$
150	$\pm 8.2\%$
100	$\pm 10.0\%$
50	$\pm 14.1\%$

The sampling strategy involved randomly dialing phone numbers from the most recent telephone directory for the City of St. Albert. Quotas were established to ensure equal proportions of male and female respondents. To maximize the sample, a maximum of ten call back attempts were made to each listing prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen minutes. Where there was an

answering machine, fax or no answer, the call back was scheduled at a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.

The following table presents the results of the final call attempts. Using the call summary standard established by the Professional Marketing Research Society, there was a 22% response rate and 64% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification:	Number of Calls:
Completed Interviews	800
Busy/No answer/Answering machine/Respondents unavailable	1440
Refusals	1465
Fax/Modem/Business	123
Not-In-Service/Wrong number	403
Terminated/Language barrier	12
Disqualified/quota full	16
Total	4,259

At the outset of the fieldwork, all interviewers and supervisors were given a thorough step by step briefing, explaining everything required for the successful completion of an interview. To ensure quality, at least 10% of each interviewer's work was monitored by a supervisor on an on-going basis.

The questionnaire was programmed into Banister Research's Computer Assisted Telephone Interviewing System (CATI). Using this system, data collection and data entry were simultaneous, as data were entered into a computer file while the interview was being conducted. Furthermore, the CATI system allowed interviewers to directly enter verbatim responses to open-ended questions. Throughout the process, Banister Research maintained respondent confidentiality.

2.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the client.

After the interviews were completed and verified, the lead consultant reviewed the list of different responses to each open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the responses were fully coded and entered onto the data file, computer programs were written to check the data for quality and consistency.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g., overall satisfaction, contact with City employee, demographics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level. Where appropriate, a comparative analysis has been provided based on the results reported in the 2003, 2002 and 2001 community studies.

It is important to note that in previous survey years a seven-point scale was used for respondents to rate their opinions about the City of St. Albert. In consultation with the client, the 2004 survey was changed to a five-point scale. The scale used for satisfaction and agreement responses included the following word anchored scale:

- very dissatisfied, somewhat dissatisfied, neither satisfied nor dissatisfied, somewhat satisfied, and very satisfied.
- strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree and strongly agree.

With regard to respondents' level of importance and concern, a five-point scale was used, where 1 means "not at all important/concerned" and 5 means "critically important/extremely concerned".

The seven-point scales used in previous survey years included:

- Satisfaction: 1 means not at all satisfied, 4 means satisfied, and 7 means very satisfied
- Importance: 1 means not at all important, 4 means important, and 7 means critically important
- Agreement: 1 means strongly disagree, 4 means agree, and 7 means strongly agree

For the purpose of analysis and discussion, and comparison to the previous seven-point scale survey results, the response ratings have been consolidated into the following three groups:

- *low, or very/somewhat dissatisfied (compared to a rating of 1, 2, 3 in previous years),*
- *moderate, or neither satisfied nor dissatisfied (compared to a rating of 4, 5 in previous survey years), and*
- *high, or somewhat/very satisfied (compared to a rating of 6, 7 in previous survey years).*

While yearly comparisons have been made, the reader should be cautious when interpreting the survey findings, as the different scales used do not represent a true comparative analysis.

Identical to previous survey years, for the analysis, weights were assigned to the specific quadrant data to ensure that their representation in the City-wide sample was proportionate to their representation in the City of St. Albert population. The following outlines the weighting factors utilized in this research.

City Quadrant & Population	% of Total Population	# of Interviews Completed	Weighting Factor	Representative # of Interviews
North East: 5,254	10%	199	0.1016	81
North West: 15,547	30%	200	0.3006	240
South West: 11,688	23%	200	0.2260	181
South East: 19,227	37%	201	0.3718	297

It is important to note that this report provides a detailed description of the survey findings based on City-wide *weighted* results, or all respondents. Residential, quadrant-specific results have been presented based on unweighted results.

Tabulations of the detailed data tables have been provided under separate cover, including tabulations of the weighted City-wide results and unweighted quadrant-specific results. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

As with any survey of the general population, not all populations can be reached. The homeless, residents of hospitals, long-term care facilities and prisons, and households without a residential phone line are not represented in the survey sample. A profile of the characteristics of respondents is provided in Section 3.12 of this report.

This report provides a detailed description of the 2004 survey findings, based on weighted results, as well as a comparison of results reported in the 2003, 2002 and 2001 community satisfaction studies.

3.0 STUDY FINDINGS

Results of the study are presented as they relate to the specific topic areas addressed by the survey. It is important to note that respondent satisfaction with specific City services may take into consideration not only their own experiences, but also their perceptions or what they may have seen, heard or read about in terms of the service investigated. Respondents may or may not have had any direct experience with the City services examined, therefore, this survey not only provides a measurement of satisfaction, but also the perceived “image” of the quality of service provided by the City of St. Albert. The reader should note, when reading the report that the term significant refers to “statistical significance”.

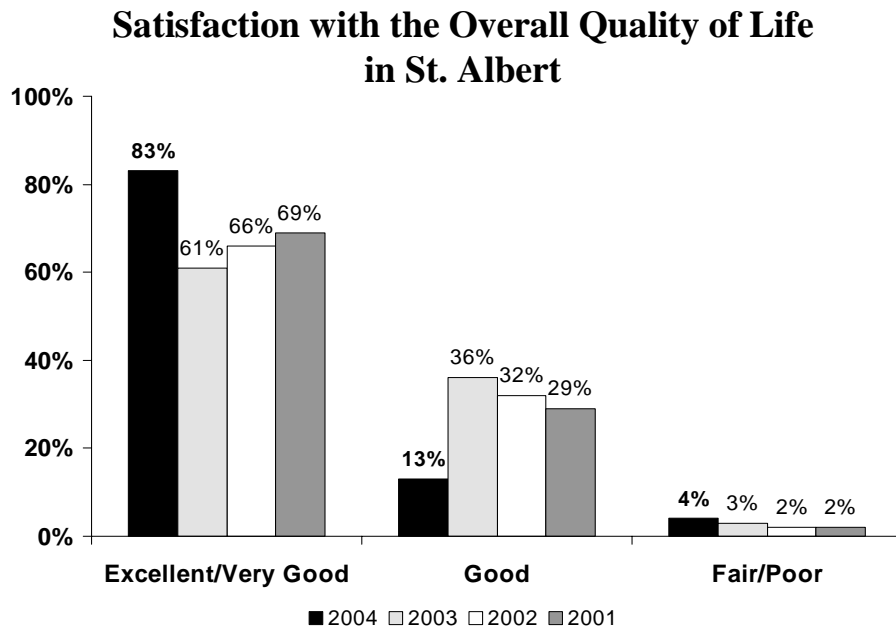
3.1 Residents Perceived Quality of Life in St. Albert

To begin the interview, respondents were asked to think about the quality of life in St. Albert for themselves and their families, in comparison to other communities where they could live. As illustrated in Figure 1 on the following page, similar to previous survey years the vast majority of respondents (96%) provided a positive rating, with 83% rating the quality of life in St. Albert as excellent (28%) or very good (55%) and 13% rating the quality of life in the City as good. Four percent of respondents (4%) rated the quality of life in St. Albert as fair (3%) or poor (1%).

Research results indicate that, in each survey year, the vast majority of respondents are satisfied overall with quality of life in the City. The following outlines the overall satisfaction ratings for the past eight survey years (rating of moderate to high satisfaction or excellent, very good or good):

- 2004 = 96%
- 2003 = 97%
- 2002 = 98%
- 2001 = 98%
- 2000 = 98%
- 1999 = 98%
- 1998 = 99%
- 1997 = 98%

Figure 1



2004 Scale: Excellent/Very good, Good, Fair/Poor
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

Respondent subgroups significantly less likely to provide an excellent rating with respect to the quality of life in St. Albert included:

- ◆ **younger respondents** 18 to 24 years of age (16% versus 29% of those 25 to 44 years of age and 32% of those 45 to 64 years of age);
- ◆ respondents who felt the **quality of service provided by the City had decreased** (17% versus 45% of those who felt the quality had increased and 29% who felt the quality had remained the same);
- ◆ respondents who have **resided in the City for 10 years or less** (22% versus 32% who have resided in the City for a longer time); and
- ◆ those respondents **residing in northeast St. Albert** (37% versus 26% of those in the northwest and 27% of those in the southwest).

Next, respondents were asked, in their opinion, what were the three most significant factors contributing to a high quality of life and a low quality of life in the City of St Albert. As shown in Tables 1 and 2 on the following pages, there was a wide range of responses.

The most frequently mentioned factor contributing to a high quality of life in St. Albert was the St. Albert parklands, green spaces, river, and trail and park system (48%). Following this was the size of the City, not being too big, with a good layout that is easy to get around (33%), the availability of services, particularly community services and public facilities (22%), the friendliness of the residents and community atmosphere (22%). Similar attributes were articulated in 2003.

While a diverse list of comments were articulated by respondents in terms of factors contributing to a low quality of life in the City of St. Albert, the most frequently noted issue impacting a low quality of life in the City of St. Albert was high taxes, as 25% expressed concern regarding this issue. Similar to previous survey years, anxiety related to high taxes continues to be top-of-mind. Too much traffic and traffic congestion (16%), crime and vandalism, particularly related to youth crime (13%) and the lack of a major recreation facility (11%) were also commonly noted as factors negatively impacting the quality of life in St. Albert. Like previous survey years, these issues continue to be most often noted among respondents. See Table 2, on page 12.

Table 1

In your opinion, what would you say are the three most significant factors contributing to a HIGH quality of life in the City of St. Albert?	
	Percent of Respondents * (n=800)
Parkland / green spaces / river / trail system / park system	48
Size of the City – not too big, good layout, easy to get around	33
Availability of services / community services / public facilities	22
Residential community atmosphere / friendly people	22
Availability of shopping / amenities / entertainment / restaurants	20
Schools and educational opportunities / extra curricular activities	18
Safe place to live / low crime rate / good policing	18
Availability of recreation/sport facilities and programs	11
Location / proximity to Edmonton	10
Good place to raise children / family oriented	9
Clean city / clean streets	8
Quite, peaceful atmosphere	7
Good road maintenance and snow removal	4
Availability of health care facilities and hospitals	3
Beautiful City / nice view / good scenery	2
The local government (unspecified)	2
High property values / large lots / mature neighbourhoods	2
Arts and cultural opportunities / Arden Theatre	2
Has a young / diverse population	2
Not a lot of low rental housing	1
Not overwhelmed with industry	1
Good transit system	1
Proximity to work	1
Taxes are reasonable	1
Other (less than 1% per mention)	10
Don't know	3

*Multiple mentions.

Table 2

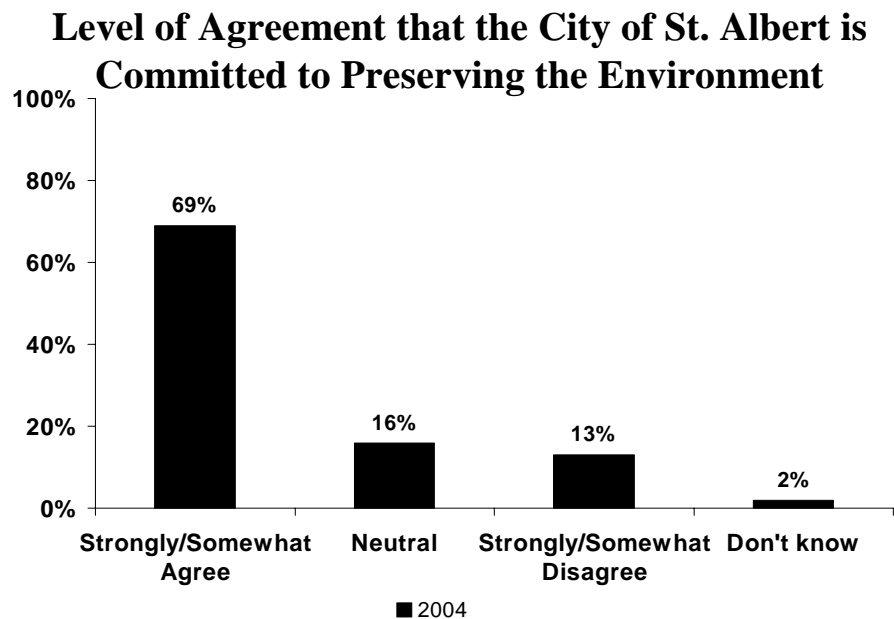
In your opinion, what would you say are the three most significant factors contributing to a LOW quality of life in the City of St. Albert?	
	Percent of Respondents * (n=800)
High taxes (tax increase)	25
Too much traffic and traffic congestion	16
Crime / vandalism / youth crime	13
Lack of major recreation facility	11
Poor road system / lack by-pass or ring road	9
Poor transit system / need more service / bus fare is too high	7
High price of housing / need more affordable housing	7
City Council (poor management/not accountable for actions/lack direction)	6
Council's indecision re: the ring road and the Recreation centre	5
City growing too fast / too much residential development / too spread out / growing too fast	4
Restrictions on garbage collection / rates / pay-as-you-throw system	4
Cost of living is high / expensive	4
Parks / trails / green spaces need maintenance	3
Lacking retail stores	2
Not enough restaurants / entertainment / amenities	2
Too many traffic lights / poor traffic management	2
Not enough rental units / low income rentals	2
City services could improve / decrease in service (unspecified)	2
Lacking industrial and commercial tax base / need more business diversity and downtown development	2
Too much litter / garbage around the city	2
Need more police / patrols	2
The loss of the St. Albert Saints hockey team	2
Too much photo radar in the city	2
Not a diverse community - demographically	1
Poor maintenance of existing facilities and infrastructure	1
Declining school system / not enough schools	1
Poor maintenance of sidewalks / curbs	1
Snow removal / cul-de-sacs don't get plowed	1
Rising utility costs (water and sewer)	1
Other (less than 1% per mention)	22
Don't know	13
Nothing / no factors contributing to a low quality of life	6

*Multiple mentions.

3.1.1 Preserving the Environment

As illustrated in Figure 2, below, 69% of respondents either strongly agreed (24%) or somewhat agreed (45%) with the statement that the City of St. Albert was committed to preserving the environment. Sixteen percent (16%) of respondents indicated that they neither agreed nor disagreed with this perspective, while 13% of respondents generally disagreed. Two percent of respondents were uncertain. This question was not asked in previous survey years.

Figure 2



2004 Scale: Strongly/Somewhat Agree, Neutral, Somewhat/Strongly Disagree

No significant differences were noted among respondent subgroups in terms of their level of agreement that the City was committed to preserving the environment.

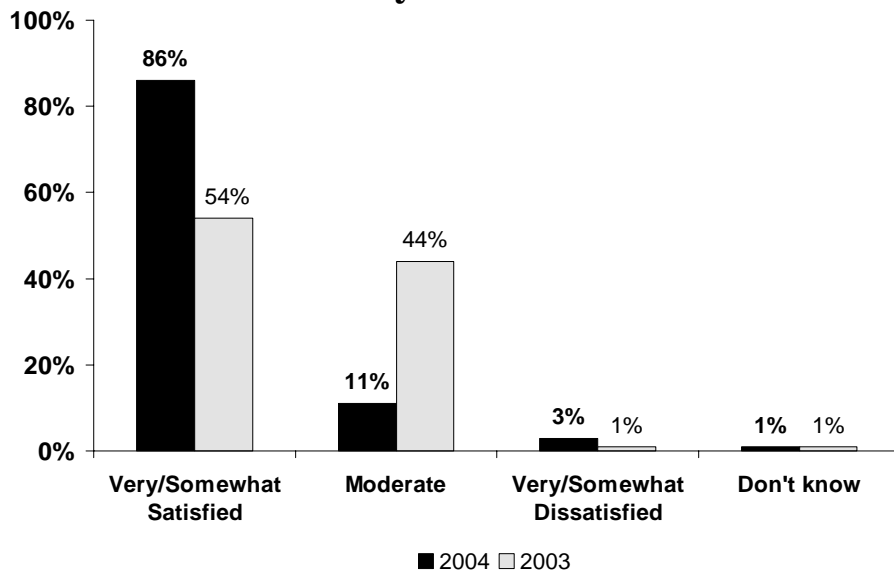
3.2 Overall Satisfaction with City of St. Albert Services, Facilities and Programs

To gain an overall measurement of satisfaction with services, facilities and programs provided by the City of St. Albert, an overall satisfaction question was asked following the satisfaction ratings for specific City services (see the following sections). Consequently exposure to the questions preceding it allowed respondents to think of all facets of the service provided by the City, thereby providing a cumulative and overall rating. This overall measurement of satisfaction was asked in 2004 and 2003, but not in previous survey years.

As depicted in Figure 3, below, overall satisfaction with City of St. Albert services continues to be high with the majority (86%) of respondents being either 'very' or 'somewhat' satisfied (32% and 54%, respectively). Eleven percent (11%) of respondents stated that they were neither satisfied nor dissatisfied and a small proportion of respondents reported they were 'somewhat' (3%) or 'very' (<1%) dissatisfied with the services provided by the City of St. Albert.

Figure 3

Overall Satisfaction with Services Provided by the City of St. Albert



**Not asked in 2001 or 2002 survey years*

2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

Respondent subgroups significantly more likely to report that they were dissatisfied overall with City services included:

- ◆ respondents who felt the **quality of service provided by the City had decreased** (25% were dissatisfied overall versus 10% of those who felt the quality had increased and 8% who felt it had remained the same); and
- ◆ respondents who **disagreed overall the City was a safe community** (29% versus 9% who were either neutral or agreed overall).

3.3 Satisfaction with St. Albert Services

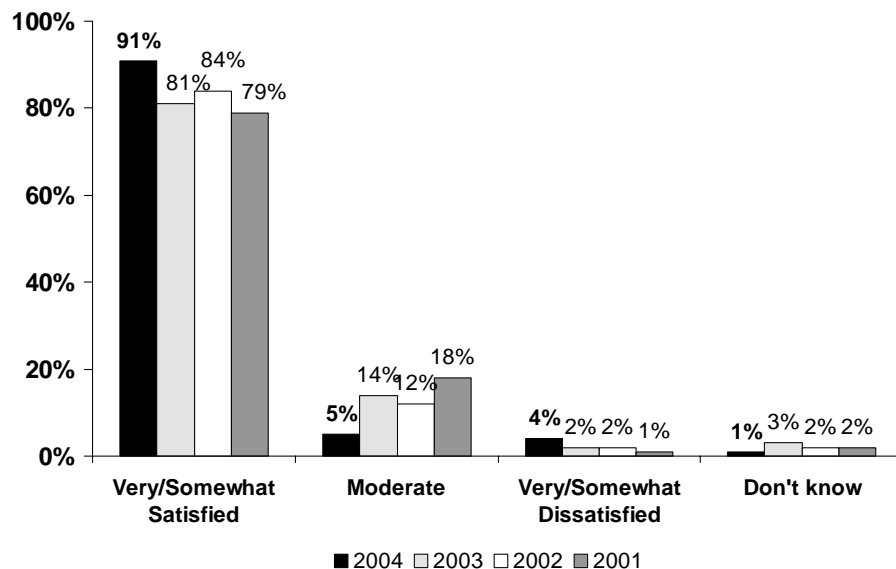
Respondents were asked to rate their level of satisfaction with twelve services provided by the City of St. Albert (see Figures 4 through 17). The following sections highlight those findings.

3.3.1 Parks and Trail System

Similar to results reported in previous survey years, the vast majority of respondents in 2004 (91%) reported that they were either very or somewhat satisfied with City of St. Albert **parks and trail system** (66% and 25%, respectively). Five percent (5%) of respondents were neither satisfied nor dissatisfied, while 4% were to some extent dissatisfied and 1% either did not provide a comment or were uncertain. Results are similar to previous survey years, when the majority of respondents provided a moderate to high satisfaction rating with the City of St. Albert parks and trail system (95%).

Figure 4

Satisfaction with Parks and Trail System



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

Respondent subgroups significantly more likely to be dissatisfied overall with St. Albert parks and trail system included:

- ◆ respondents who felt the **quality of service provided by the City had decreased** (10% were dissatisfied overall versus 3% of those who felt the quality remained the same);
- ◆ respondents who have **resided in the City for more than 10 years** (5% versus 2% who have resided in the City for less time); and
- ◆ those respondents **residing in southeast St. Albert** (5% versus 1% of those in the southwest).

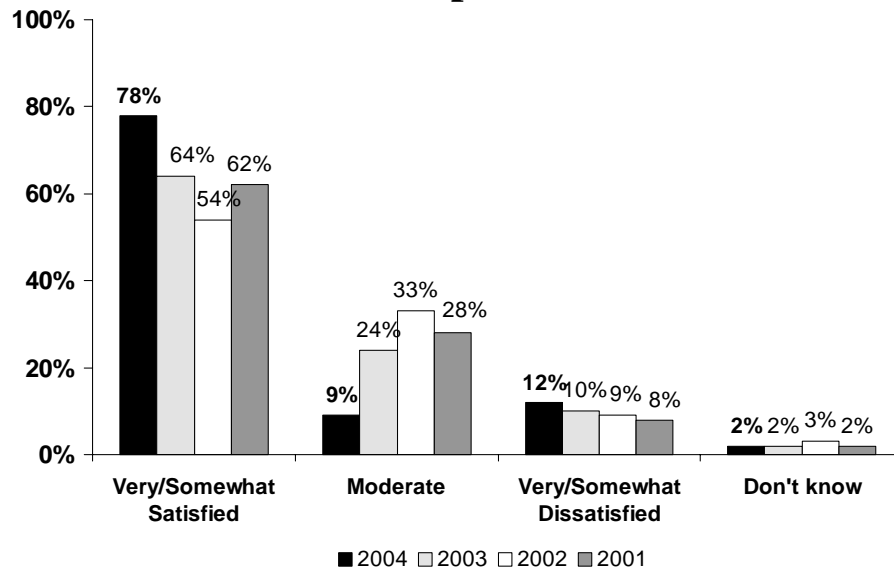
There were 28 respondents (or 4%) who said they were either somewhat or very dissatisfied with the City parks and trail system. Similar to previous years, most respondents stated that their discontentment related a lack of maintenance and upkeep (12 respondents). The grass needing to be cut (6), too many trees being cut down (3), and not enough trails and parks in St. Albert (2) were also common complaints. See the detailed data tables for a complete list of comments as to why respondents were dissatisfied with the City's parks and trail system.

3.3.2 Disposal Services

As shown in Figure 5, below, with respect to the **recycling and composting depots**, 78% of respondents reported that they were either very (50%) or somewhat (28%) satisfied with the service, while 9% were neutral in their level of satisfaction and 12% were dissatisfied overall. Compared to results reported in 2003, 88% of respondents provided either a moderate or high satisfaction rating with regard to this service, suggesting that satisfaction may have decreased slightly in 2004.

Figure 5

Satisfaction with Recycling and Composting Depots



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

The following respondent subgroups were significantly more likely to be dissatisfied overall with the recycling and composting depots:

- ◆ those homeowners who said the **tax dollar represented fair or poor value** (16% were dissatisfied overall versus 9% who said it was very good or good value); and
- ◆ respondents who have **resided in the City for 10 years or less** (16% versus 9% who have resided in the City for a longer time); and
- ◆ those respondents **residing in southwest St. Albert** (17% versus 8% of those in the southeast).

Among the 95 respondents (or 12%) who reported being dissatisfied overall with recycling and composting depots, the most frequently mentioned reasons for their discontentment included:

- City does not have recycling pick up/should have a blue box/blue bag system (45 respondents),
- unable to take all items to the depots (26),
- need more depots throughout the City (15), and
- depot locations are too far way (10).

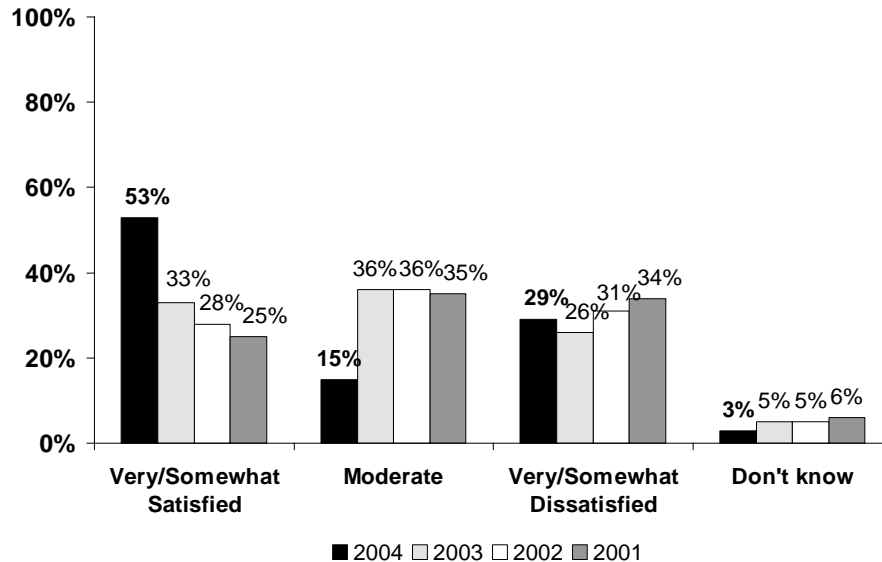
Other common reasons impacting respondents' low satisfaction with this service included the lack of information on where the sites are located (4), the poor layout of the site (3), the overall inconvenience of recycling (3), and the desire to have a better system. Similar responses were articulated in 2003. See the detailed data tables for a complete list of mentions.

In terms of the **pay-as-you-throw garbage collection** services provided by the City of St. Albert, 53% of respondents indicated that they were either very (23%) or somewhat (30%) satisfied with the service provided, while 15% provided a neutral satisfaction rating and 29% were dissatisfied overall with this aspect. Three percent of respondents (3%) were uncertain as to their level of satisfaction.

Compared to results reported in previous survey years, overall satisfaction with this service appears to be similar as 69% of respondents provided a moderate to high rating in 2003 compared to 68%, in 2004, who indicated they were a generally satisfied or neutral rating. See Figure 6, on the next page.

Figure 6

Satisfaction with Pay-as-you-Throw Garbage Collection Services



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

Respondent subgroups significantly more likely to be dissatisfied overall with pay-as-you-throw garbage collection services, included:

- ◆ respondents **25 to 44 years of age** (41% were dissatisfied overall versus 11% of younger respondents and 18%-26% of older respondents);
- ◆ respondents who felt the **quality of service provided by the City had decreased** (41% versus 20% of those who felt the quality had increased and 28% who felt it had remained the same);
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (41% versus 22% who said it was very good or good value); and
- ◆ those respondents **residing in northwest St. Albert** (36% versus 26% of those in the northeast and 25% of those in the southwest).

Twenty-nine percent (29%), or 234 respondents reported being somewhat or very dissatisfied with regard to the pay-as-you-throw garbage collection services. Those respondents were questioned as to what aspect of the service dissatisfied them. Similar to remarks articulated in 2003, the most frequently noted responses related to the cost associated with the service, including the expense (33% of respondents), and that charges

should be included in municipal taxes (11%). Other common reasons for respondents' dissatisfaction included:

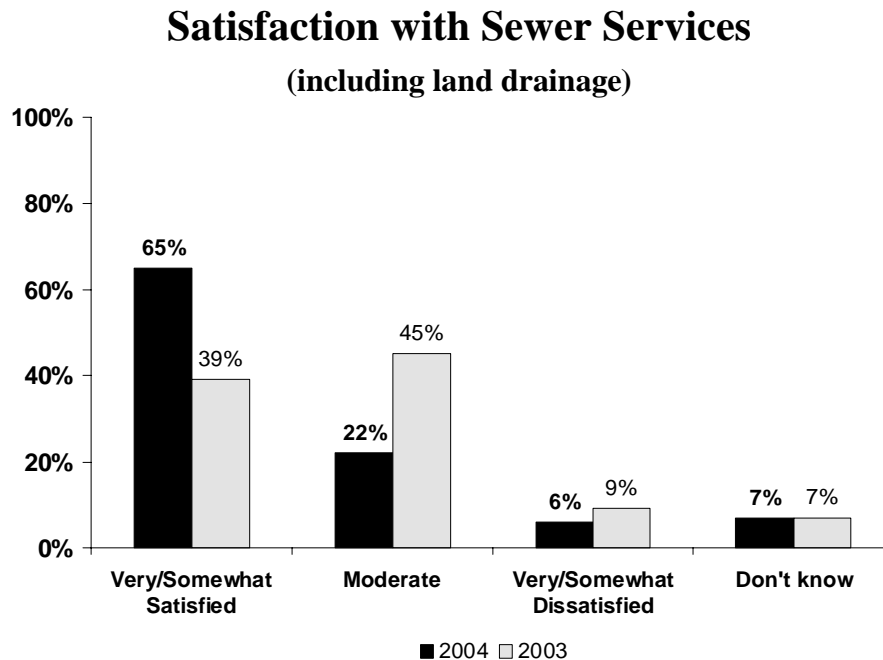
- tags expire and are unable to be used for the following year (15%),
- the system was inconvenient overall, having to fuss with the tags (12%)
- perception that it was a poor system (8%),
- no flexibility in the system (8%)
- should be a flat cost and throw out as needed (4%), and
- should pay for more as much as needed, without limits (4%).

See the detailed data tables for a complete list of mentions related to dissatisfaction with the pay-as-you-throw garbage collection service.

In terms of respondent satisfaction with **sewer services**, including land drainage, 65% of respondents stated that they were either very (30%) or somewhat (35%) satisfied with the services provided. Twenty-two percent (22%) of respondents were neither satisfied nor dissatisfied, while 5% were somewhat dissatisfied and 1% was very dissatisfied with the sewer service provided by the City of St Albert. Seven percent (7%) of respondents were uncertain as to their level of satisfaction with sewer services.

Compared to results reported in 2003, similar satisfaction ratings were reported (84% provided a moderate or high satisfaction rating in 2003 versus 87% in 2004).

Figure 7



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

The following respondent subgroups were significantly more likely to be dissatisfied overall with City sewer services:

- ◆ respondents who felt the **quality of service provided by the City had decreased** (15% were dissatisfied overall versus 4% of those who felt the quality had remained the same); and
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (10% versus 4% who said it was very good or good value).

Those respondents who were dissatisfied overall with sewer services (47 respondents or 6%) were asked why they felt this way. The damage caused by tree roots (7 respondents), improper water drainage (6), high cost of service (5), the need to use sump pumps (4), on going problems with sewer back ups (4), and the lack of help from the City with sewer back-ups (2) were the most common reasons as to why respondents were dissatisfied with the service provided. See the detailed data tables for a complete list of mentions related to dissatisfaction with this service.

3.3.3 Protective Services

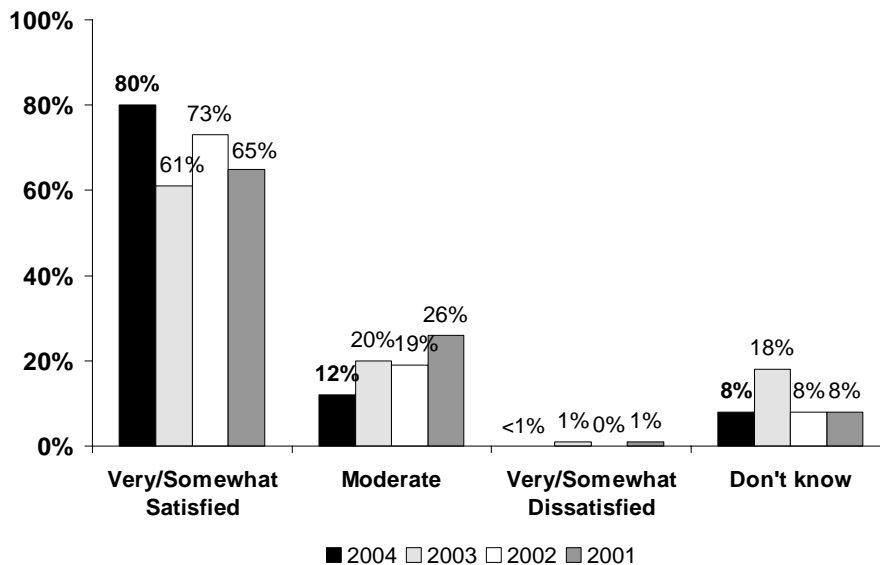
Respondents were asked to rate their level of satisfaction with regard to emergency services, including fire department, emergency medical and ambulance, RCMP police and bylaw enforcement services. See Figures 8 through 11.

Eighty percent of respondents (80%) remarked that they were satisfied overall with **fire services**, with most stating that they were “very” (51%) rather than “somewhat” (29%) satisfied. Twelve percent (12%) of respondents commented that they were neither satisfied nor dissatisfied and only one respondent (<1%) stated that they were somewhat dissatisfied, and not one respondent remarked that they were very dissatisfied with the fire services provided by the City of St. Albert.

As shown in Figure 8, on the next page, respondent satisfaction with the fire services continue to be high, as 81% of respondents, in 2003, provided a moderate or high satisfaction rating and very few expressed a low satisfaction rating (1%).

Figure 8

Satisfaction with Fire Department Services



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

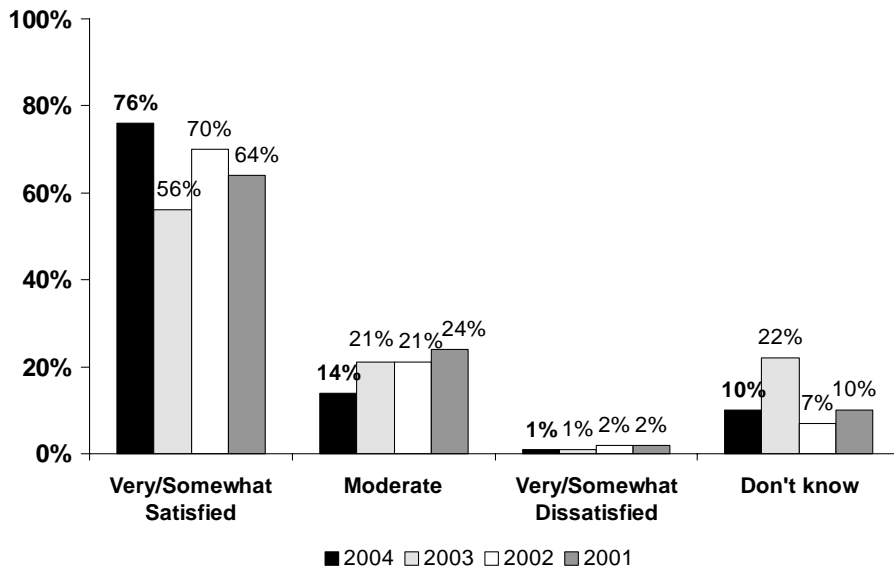
No significant differences were noted among respondent subgroups and their level of satisfaction with City of St. Albert fire services. The one respondent that indicated they were dissatisfied with the fire department service felt the responses times were too long and the service was too expensive.

In terms of **emergency medical and ambulance services**, 76% of respondents reported that they were very or somewhat satisfied with City of St. Albert emergency medical and ambulance services (48% and 28%, respectively). Fourteen percent (14%) of respondents were neutral in terms of their overall satisfaction, while only 1%, or five respondents, were dissatisfied overall with this aspect. Ten percent of respondents (10%) were uncertain or did not comment as to their level of satisfaction with the City's emergency medical and ambulance services. See Figure 9, below.

Results indicate that respondent satisfaction with emergency medical and ambulance services continue to be high, with very few respondents indicating a low satisfaction rating (1% to 2%).

Figure 9

Satisfaction with Emergency Medical and Ambulance Services



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

No significant differences were reported among respondent subgroups and their level of satisfaction with City of St. Albert emergency medical and ambulance services.

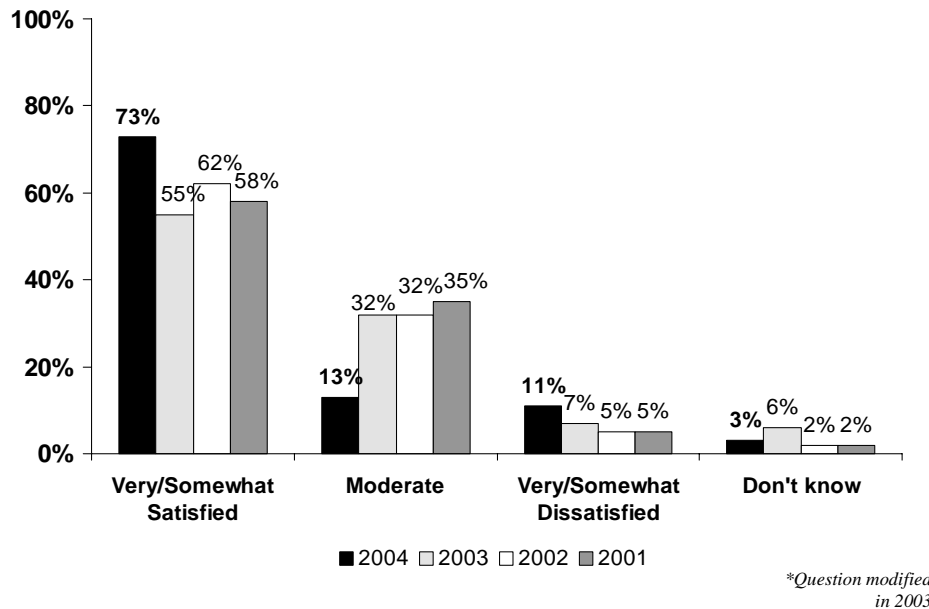
Of the five respondents (or 1%) dissatisfied overall with the emergency medical and ambulance service, slow response time, the service being too expensive, the poor management of emergency services, the lack of efficiency and the perception that St. Albert does not need to maintain an advanced life support level of service were noted as the reasons impacting respondents low satisfaction with this service.

When asked to rate their satisfaction with **RCMP police services**, 73% of respondents indicated that they were either very or somewhat satisfied with the services provided (41% said very satisfied and 32% said somewhat satisfied). Thirteen percent (13%) were neither satisfied nor dissatisfied and 11% mentioned that they were, to some extent, dissatisfied with the services offered (7% were somewhat dissatisfied and 4% were very dissatisfied). Three percent (3%) of respondents either did not know how to rate the police service or did not provide a comment. See Figure 10, on the next page.

While general satisfaction appears to have remained about the same since 2003 (87% versus 86% in 2004), this year a significantly higher proportion of respondents stated that they were dissatisfied overall with the service (11%), compared to those who provided a low satisfaction rating in 2003 (7%).

Figure 10

Satisfaction with RCMP Police Services



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

The following respondent subgroups were significantly more likely to be dissatisfied overall with RCMP police services:

- ◆ respondents who felt the **quality of service provided by the City had decreased** (22% were dissatisfied overall versus 7% of those who felt the quality had increased and 10% who felt it had remained the same);
- ◆ respondents who **disagreed overall the City was a safe community** (29% versus 10% who were either neutral or agreed overall);
- ◆ **homeowners** (20% versus 10% of renters); and
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (16% versus 6% who said it was very good or good value).

Similar to remarks made in 2003, spending too much time on photo radar (18 respondents) and speed traps (12) were the most frequently noted reasons articulated by respondents who provided a low satisfaction rating (n=88 or 11%) with regard to RCMP police services. Police officers being rude or having poor attitudes (10), slow response times (10), a perceived lack of visibility in the City (7), too many unsolved crimes (7), not enough police officers overall (7) and the way that police manpower is inappropriately allocated followed as

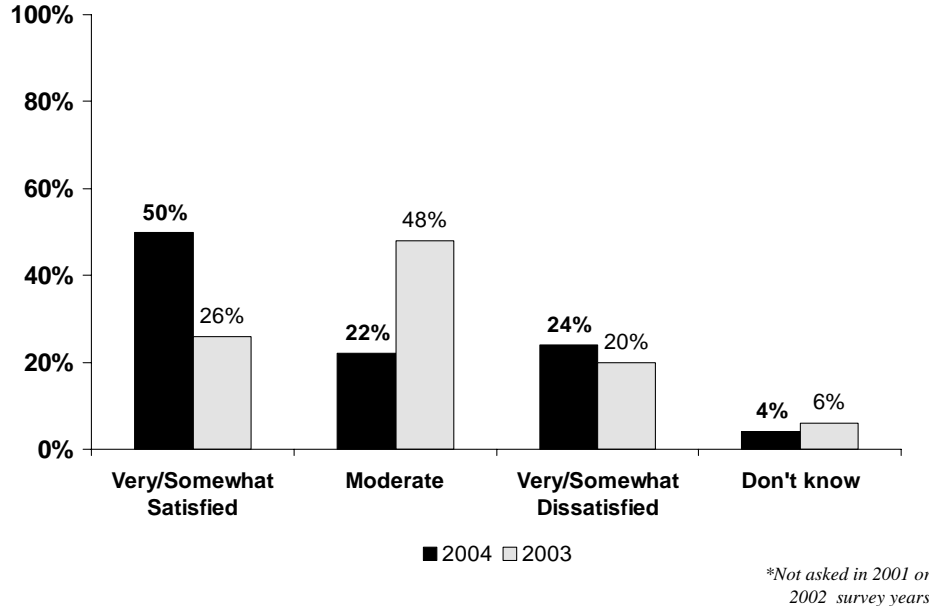
aspects contributing to respondents' discontentment with RCMP police services. See the detailed data tables for a complete list of mentions related to dissatisfaction with this service.

When asked to rate their level of satisfaction with **bylaw enforcement** such as animal or weed control and traffic infractions, 15% of respondents indicated that they were very satisfied, while 35% were somewhat satisfied, resulting in 50% satisfied overall. Twenty-two percent of respondents (22%) provided a neutral satisfaction rating and 24% were to some extent dissatisfied with bylaw enforcement. Four percent (4%) of respondents were unsure of their level of satisfaction. See Figure 11, below.

Compared to results reported in 2003, satisfaction level with the bylaw enforcement in St. Albert appears to be about the same (72% versus 74% in 2003 who provided a moderate or high satisfaction rating). This question was not asked in previous survey years.

Figure 11

Satisfaction with Bylaw Enforcement Services



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

Respondent subgroups significantly more likely to be dissatisfied overall with bylaw enforcement services included:

- ◆ respondents 25 years of age or older (23% to 27% were dissatisfied overall versus 6% of younger respondents 18 to 24 years of age);
- ◆ respondents who felt the **quality of service provided by the City had decreased** (43% versus 26% of those who felt the quality had increased and 22% who felt it had remained the same);
- ◆ respondents who **disagreed overall the City was a safe community** (39% versus 23% who were either neutral or agreed overall);
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (35% versus 17% who said it was very good or good value).

A total of 192 respondents (or 24%) who reported being dissatisfied overall with bylaw enforcement services were asked about the specific aspects of their dissatisfaction. Similar to comments made in 2003, the primary reasons for their discontentment related to:

- a lack of pet enforcement (21%);
- lack of weed control (18%);
- too much photo radar (17%);
- general lack of enforcement (11%);
- lack of a cat bylaw (7%); and
- the perception that bylaws are just a source of revenue (3%).

See the detailed data tables for a complete list of mentions related to dissatisfaction with the service.

3.3.4 Road Maintenance Services

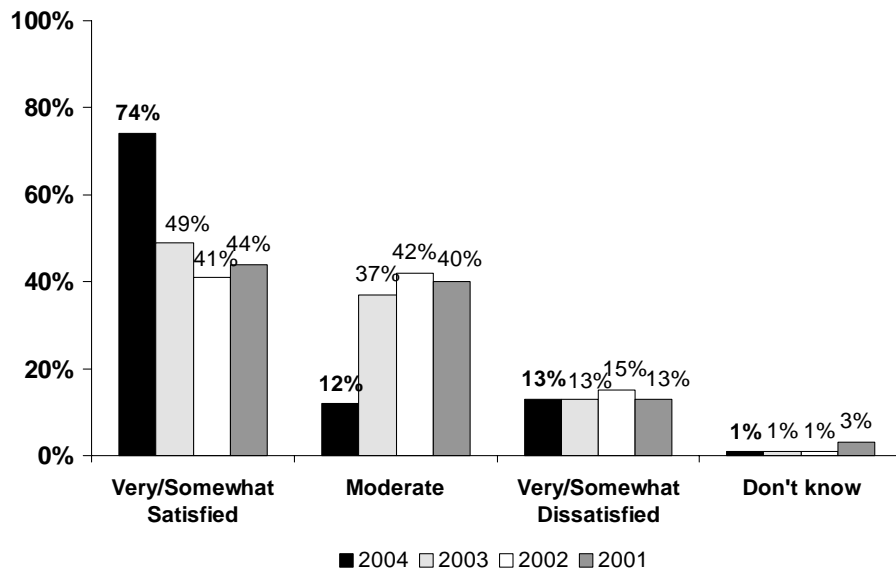
Respondents were asked to rate their satisfaction level with roads, consisting of winter maintenance including snow removal and ice management and summer maintenance including paving and pothole repair and sidewalk maintenance (see Figures 12 and 13).

As shown in Figure 12, below, 74% of respondents indicated that they were either very satisfied (39%) or somewhat satisfied (35%) with the **winter road maintenance**. Twelve percent of respondents (12%) said they were neither satisfied nor dissatisfied with the service, while 13% of respondents were dissatisfied overall.

Compared to last year, respondent satisfaction with winter road maintenance seems to be about the same (86% versus 86% in 2003 who provided a moderate or high satisfaction rating).

Figure 12

Satisfaction with Winter Road Maintenance (including snow removal and ice management)



*Question modified in 2003

2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

Respondent subgroups significantly more likely to be dissatisfied overall with winter road maintenance services included:

- ◆ **younger respondents** 18 to 24 years of age (22% were dissatisfied overall versus 11% of those 25 to 44 years of age);
- ◆ respondents who felt the **quality of service provided by the City had decreased** (25% versus 6% of those who felt the quality had increased and 11% who felt it had remained the same);
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (21% versus 7% who said it was very good or good value);
- ◆ respondents who reported a **household income of \$40,000 or more** (13% versus 4% of those with less income); and
- ◆ respondents who have **resided in the City for 10 years or less** (16% versus 10% who have resided in the City for a longer time).

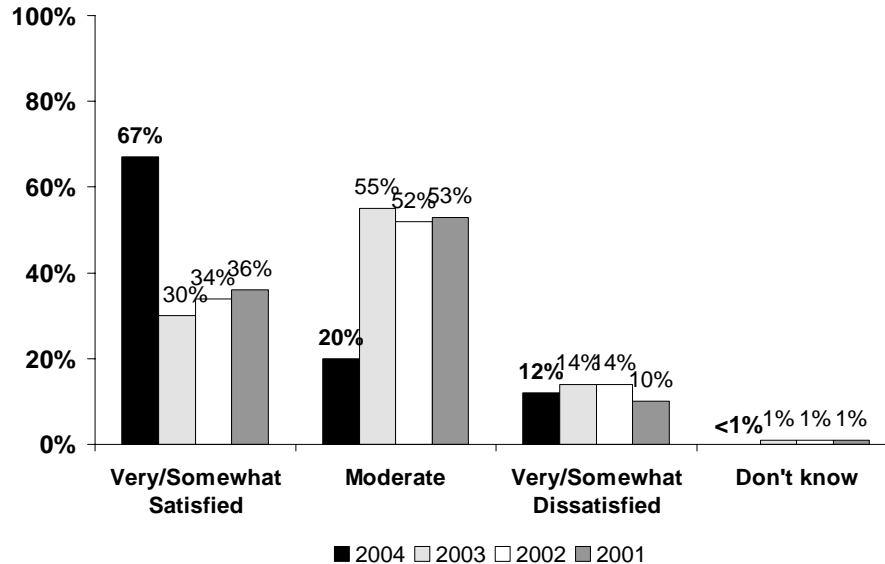
Those respondents who reported a low satisfaction rating (n=102, or 13%) with winter road maintenance were asked about the specific aspects of their discontentment. Similar to comments made in 2003, the most frequent remarks related to a lack of snow removal (23 respondents), infrequency of snow removal (23), slow response time (18), some streets not being plowed at all (14), and poor job of snow removal (10). See the detailed data tables for a complete list of mentions related to dissatisfaction with winter road maintenance.

As depicted in Figure 13, on the next page, 67% of respondents remarked that they were generally satisfied with **summer road maintenance** (23% said very and 44% said somewhat satisfied). Twenty percent (20%) of respondents reported that they were neutral in terms of their level of satisfaction, while 12% said they were somewhat dissatisfied and 15% said they were very dissatisfied.

Overall satisfaction with this service generally remained the same between survey years, when comparing 87% of respondents who provided a neutral or very of somewhat satisfied rating compared to 85% in 2003.

Figure 13

Satisfaction with Summer Road Maintenance (including paving, pothole repair and sidewalk maintenance)



*Question modified in 2003

2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

The following respondent subgroups were significantly more likely to be dissatisfied overall with summer road maintenance, included:

- ◆ respondents who felt the **quality of service provided by the City had decreased** (28% were dissatisfied overall versus 3% of those who felt the quality had increased and 11% who felt it had remained the same);
- ◆ respondents who **disagreed overall the City was a safe community** (33% versus 11% who were either neutral or agreed overall); and
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (20% versus 8% who said it was very good or good value).

Among the 99 respondents (or 12%) who indicated a low satisfaction rating regarding summer road maintenance, similar to 2003, the majority of respondents articulated their discontentment with a lack of pothole repair (29 respondents). A perceived lack of sidewalk repairs (23), lack of effort or attention to road maintenance (18), poor quality landscaping (13) and poor road conditions in general (10) followed this as aspects impacting respondents dissatisfaction with summer road maintenance. See the detailed data tables for a complete list of mentions related to respondents' dissatisfaction with summer road maintenance.

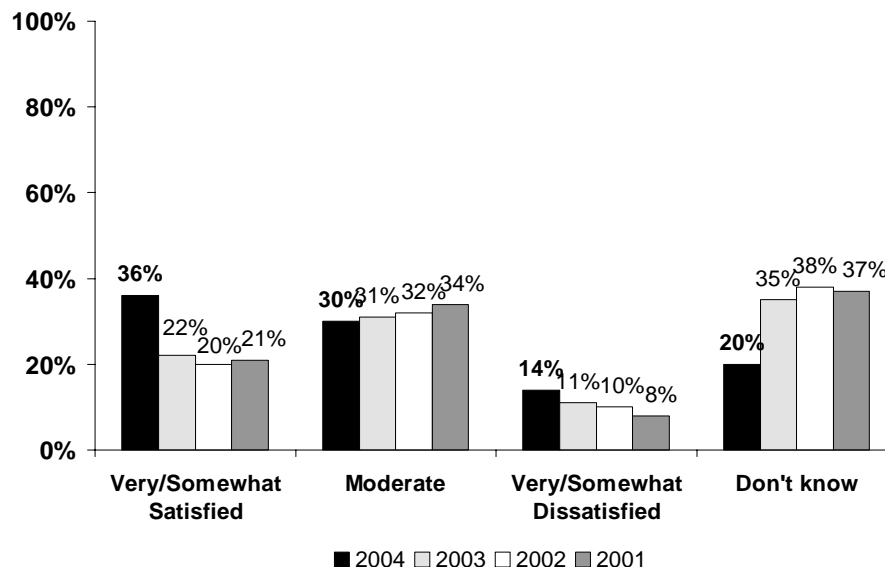
3.3.5 Public Transit Services

When asked their level of satisfaction with St. Albert **public transit**, 36% of respondents indicated that they were very (14%) or somewhat (22%) satisfied with the service provided, while 30% provided a neutral rating and 14% said they were dissatisfied overall. Similar to previous survey years, a sizeable proportion of respondents did not comment as to their level of satisfaction with this service (20%) This may be a result of limited experience with this service. When assessing overall satisfaction among only those respondents who provided an opinion (n=636), satisfaction increases with this service, as 46% of respondents were satisfied overall, 37% provided a neutral rating and 17% said they were generally dissatisfied.

When compared to results reported in 2003, *among those who provided a satisfaction rating*, overall satisfaction with the St. Albert public transit is about the same, as 83% indicated they were either neutral or very or somewhat satisfied versus 82%, in 2003, who indicated a moderate or high satisfaction rating.

Figure 14

Satisfaction with St. Albert Public Transit



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

Respondent subgroups significantly more likely to be dissatisfied overall with St. Albert public transit included:

- ◆ **younger respondents** 18 to 24 years of age (29% were dissatisfied overall versus 11% to 15% of older respondents);
- ◆ respondents who felt the **quality of service provided by the City had decreased** (25% versus 6% of those who felt the quality had increased and 13% who felt it had remained the same); and
- ◆ **renters** (23% versus 13% of homeowners); and
- ◆ those respondents **residing in southeast St. Albert** (17% versus 9% of those in the northeast).

A total of 111 respondents (or 14%) who reported a low satisfaction with St. Albert public transit were asked about the specific aspects of their dissatisfaction. The primary reasons for their discontentment related to:

- poor scheduling (22 respondents),
- limited service (22),
- not enough service into Edmonton (18),
- the time needed to get anywhere (14),
- the perception that there are too many empty buses (13),
- the price for fares/passes (12) and,
- poor route planning (12).

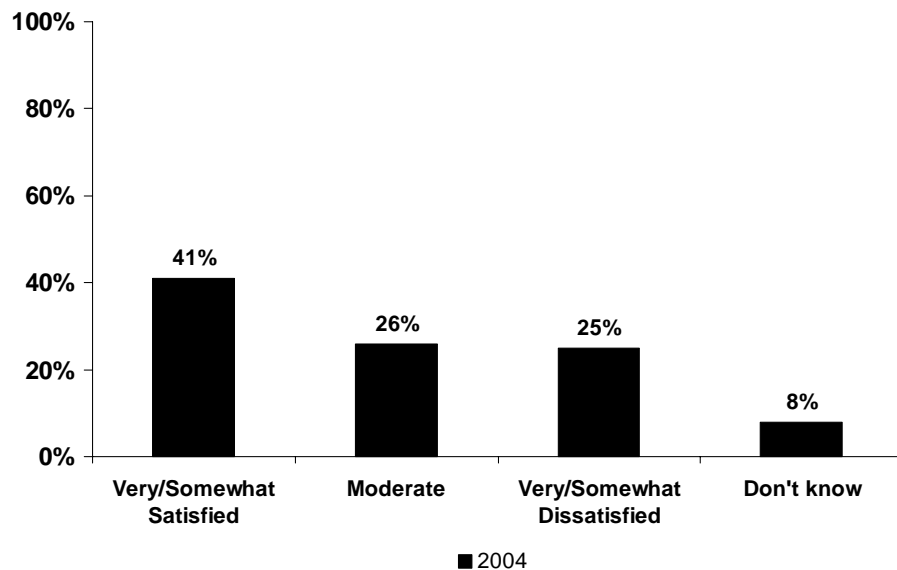
See the detailed data tables for a complete list of mentions related to dissatisfaction with the service.

3.3.6 Land Use Planning

As depicted in Figure 15, below, 41% of respondents remarked that they were either very (11%) or somewhat (29%) satisfied with land use planning, which includes the coordination of new residential, commercial and industrial development in St. Albert. Twenty-six percent of respondents (26%) said they were neither satisfied nor dissatisfied with the service provided, while 25% said they were dissatisfied overall with this aspect. Eight percent of respondents (8%) did not comment on their level of satisfaction with this City service. This question was not asked in previous survey years.

Figure 15

Satisfaction with Land Use Planning



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied

The following respondent subgroups were significantly more likely to be dissatisfied overall with St. Albert land use planning:

- ◆ respondents who felt the **quality of service provided by the City had decreased** (50% were dissatisfied overall versus 21% of those who felt the quality had increased and 23% who felt it had remained the same);
- ◆ respondents who **disagreed overall the City was a safe community** (50% versus 24% who were either neutral or agreed overall);
- ◆ **homeowners** (26% versus 16% of renters); and

- ◆ those homeowners who said the **tax dollar represented fair or poor value** (33% were dissatisfied overall versus 21% who said it was very good or good value).

Those respondents who were dissatisfied overall with land use planning (n=202, or 25%) were asked about the specific aspects of their dissatisfaction. The most common remarks influencing their satisfaction with this aspect included:

- City is getting too big/ over development / crowded (24 respondents)
- not enough effort towards attracting businesses (18),
- losing park areas to new development (17),
- poor traffic / street planning (15),
- lack of a recreation centre (15),
- poor planning / decision making by Council or Administration (14),
- lack of a ring road or bypass (12), and
- overall poor quality of planning (12).

See the detailed data tables for a complete list of mentions related to respondents' dissatisfaction with the City's land use planning.

3.4 Satisfaction with St. Albert Operated Facilities

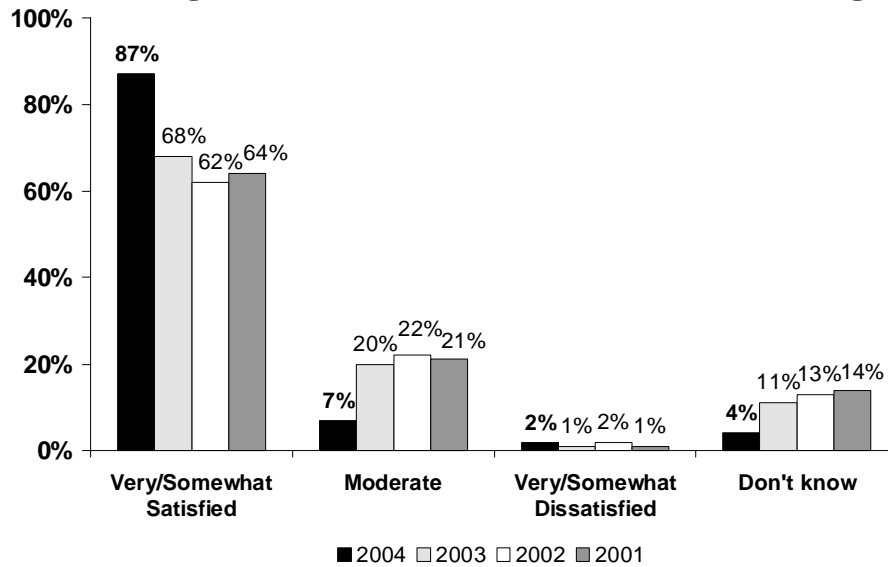
Next, respondents were asked to rate their level of satisfaction with nine St. Albert facilities, either operated or funded by the City of St. Albert. See Figures 16 to 24.

Respondents were asked to rate their level of satisfaction with **St. Albert cultural facilities**, including the Arden Theatre and Visual Arts Wing in St. Albert Place. As illustrated in Figure 16, on the next page, overall satisfaction was high as 87% of respondents stated that they were either very (52%) or somewhat (34%) satisfied with this aspect. Seven percent of respondents (7%) said they were neither satisfied nor dissatisfied, while 2% said they were generally dissatisfied and 4% were uncertain.

It is important to note that in previous survey years this question only measured the “Arden Theatre” and did not take into consideration cultural facilities in general, or use the example of the Visual Arts Theatre. Consequently, while a direct comparison can not be made between survey years, results do imply that respondents in 2004 were significantly more likely to be satisfied overall or provide a neutral rating with regard to the cultural facilities in the City as a whole (94% versus 88% highly or moderately satisfied with the Arden Theatre in 2003).

Figure 16

Satisfaction with the Cultural Facilities (including the Arden Theatre and Visual Arts Wing)



*Question modified in 2004

2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

No significant differences were noted between respondent subgroups and their level of satisfaction with the City's cultural facilities.

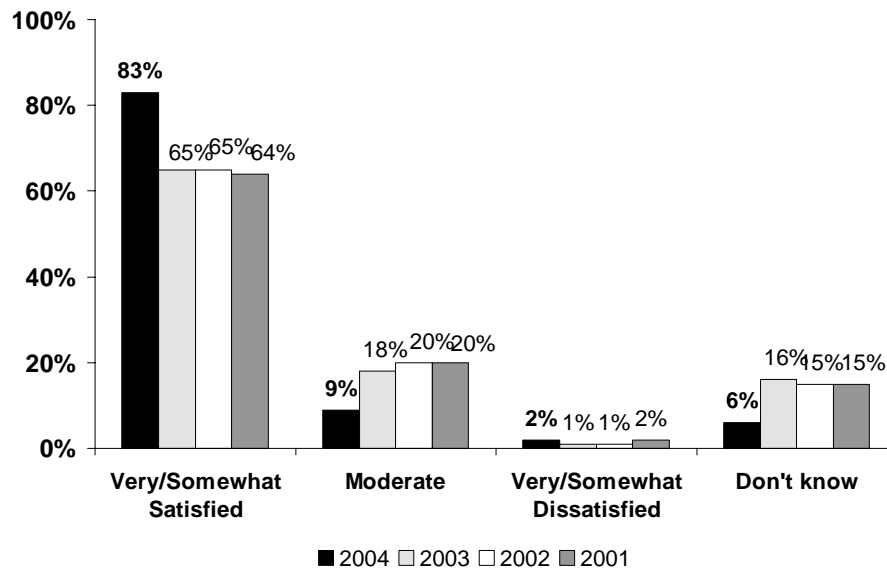
Among the sixteen respondents (or 2%) who indicated they were dissatisfied overall with the cultural facilities in St. Albert, including the Arden Theatre and the Visual Arts Wing, remarks related to their dissatisfaction included the perception that the facilities required maintenance and repairs (3 respondents), that the events were too costly (2), that there was a poor distribution of funds within these facilities (2) and the facilities were not needed (2). See the detailed data tables for a complete list of mentions related to dissatisfaction with these facilities.

With regard to the **Fountain Park Recreation Centre**, 83% of respondents reported that they were either very (53%) or somewhat (30%) satisfied with the facility, while 9% said they were neither satisfied nor dissatisfied and 2% were generally dissatisfied. Six percent of respondents (6%) did not comment as to their level of satisfaction. See Figure 17, below.

In general, compared to results reported in 2003, satisfaction with the Fountain Park Recreation Centre remained about the same, as 83% of respondents were satisfied overall or provided a neutral rating, compared to 83%, in 2003, who were highly or moderately satisfied with this facility.

Figure 17

Satisfaction with the Fountain Park Recreation Centre



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

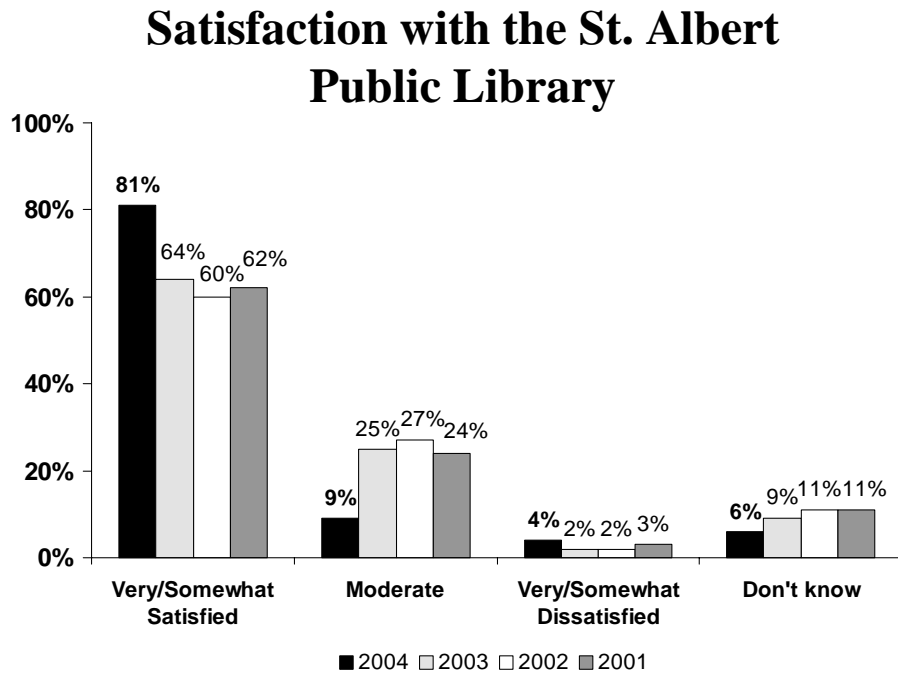
No significant differences were reported between respondent subgroups and their level of satisfaction with the Fountain Park Recreation Centre.

Of the nineteen respondents (or 2%) who dissatisfied overall with the Fountain Park Recreation Centre, like last year, most complained that the facility was not large enough (5 respondents). The facility being too crowded (5), that no time was allotted for adults or seniors (3) and that the facility requires better maintenance (3) were also commonly noted complaints. See the detailed data tables for a complete list of mentions related to dissatisfaction with the Fountain Park Recreation Centre.

When asked about City of St. Albert **public library**, 81% of respondents were either very or somewhat satisfied with the service (49% said very and 32% said somewhat satisfied). Nine percent of respondents (9%) were neither satisfied nor dissatisfied, while 4% were somewhat or very dissatisfied with the public library. Six percent of respondents (6%) were either unsure of their satisfaction level or did not provide a rating. See Figure 18, below.

Compared to last year, respondent satisfaction with the public library seems to be about the same (90% versus 89% in 2003 who provided a moderate or high satisfaction rating).

Figure 18



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

No significant differences were reported between respondent subgroups and their level of satisfaction with the St. Albert public library.

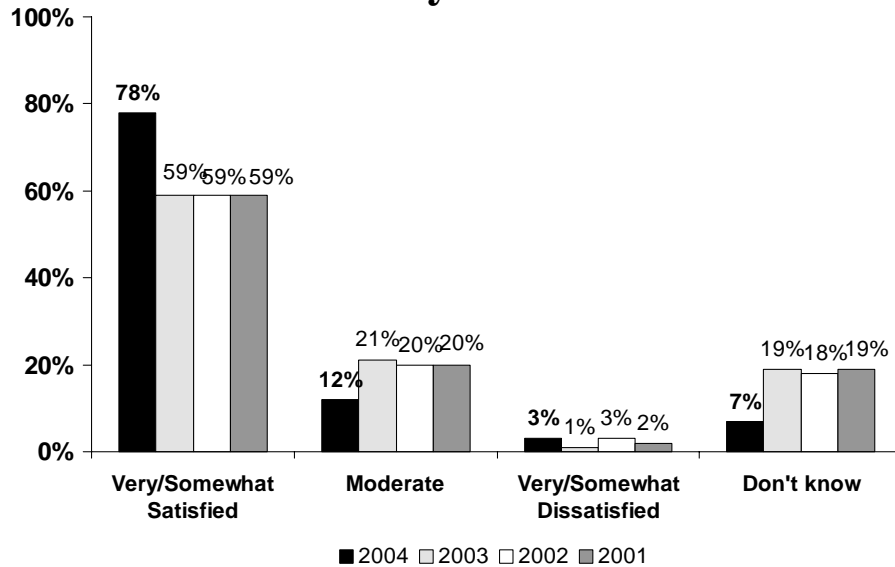
The library being too small (8 respondents), not enough books (8), membership fees (4) and user fees being too expensive (3) were the main reasons stated as to why respondents were dissatisfied with the St. Albert public library (n=33 or 4%).

With regard to the **Woodlands Water Play Park**, 78% of respondents stated that they were very satisfied (48%) or somewhat satisfied (30%) with the facility, while 12% provided a neutral satisfaction rating and 3% said they were dissatisfied overall. Seven percent of respondents (7%) did not comment on their level of satisfaction with the Park. Compared to previous survey years, significantly more respondents in 2004 were able to provide an opinion regarding the facility (9% versus about one in ten respondents in past years). See Figure 19, on the next page.

Comparable to results reported in 2003, respondent satisfaction with the Woodlands Water Play Park remains high (90% versus 80% in 2003 who provided a moderate or high satisfaction rating).

Figure 19

Satisfaction with the Woodlands Water Play Park



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

The following respondent subgroups were significantly more likely to be dissatisfied overall with the Woodlands Water Play Park:

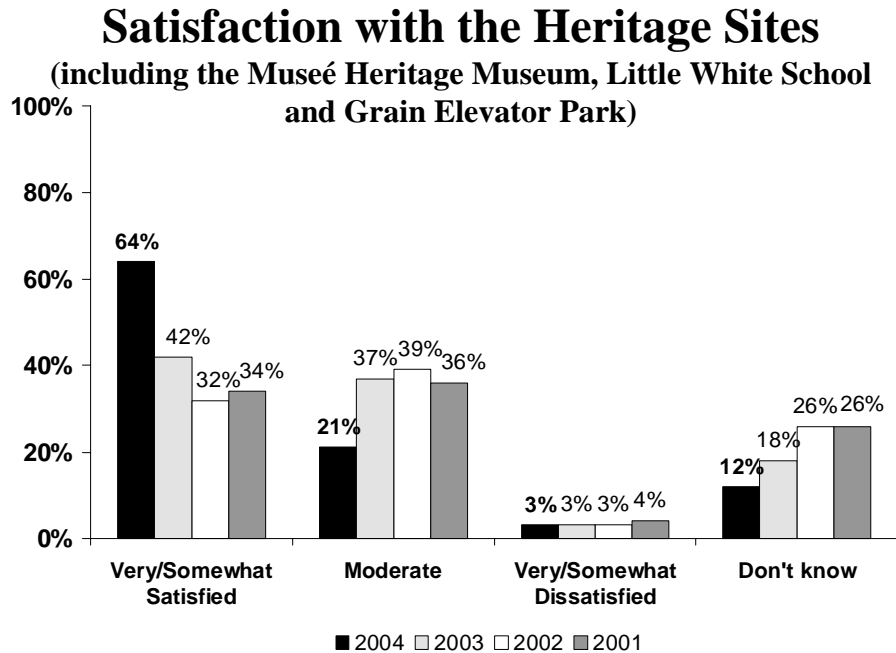
- ◆ respondents between **25 and 44 years of age** (5% were dissatisfied overall versus 2% of those 45 to 64 years of age); and
- ◆ those respondents **with children** residing in their household (4% versus 1% of those without children).

Of the twenty respondents (or 3%) who were generally dissatisfied with the Woodlands Water Play Park, seven respondents voiced their concern regarding overcrowding. The lack of “control or supervision”, poor maintenance, and too small were also reasons expressed by respondents as to why they were dissatisfied with the facility. Similar remarks were made in 2003.

As shown in Figure 20, below, 64% of respondents stated that they were satisfied with the City of St. Albert heritage sites, including the Musée Heritage Museum, Little White School and Grain Elevator Park, with 28% being very satisfied and 36% being somewhat satisfied. Twenty-one percent (21%) of respondents were neither satisfied nor dissatisfied and 3% were, to some degree, dissatisfied with the heritage sites.

Compared to results reported in 2003, satisfaction with the City’s heritage sites appears to have increased, as 85% of respondents said they were satisfied overall or provided a neutral rating compared to 79%, in 2003, who indicated a moderate or high satisfaction rating. Additionally, respondents this year were significantly more likely to comment on their level of satisfaction with the heritage sites compared to past years (12% said “don’t know” versus 18% in 2003 or 26% in previous years).

Figure 20



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

No significant differences were reported between respondent subgroups and their level of satisfaction with the St. Albert heritage sites.

Of the twenty respondents (or 3%) who were dissatisfied overall, most noted a lack of funding (5 respondents), that the sites were a waste of money (3) and lack of promotion (3) as reasons impacting their opinion. See the detailed data tables for a complete list of comments related to respondents' discontentment.

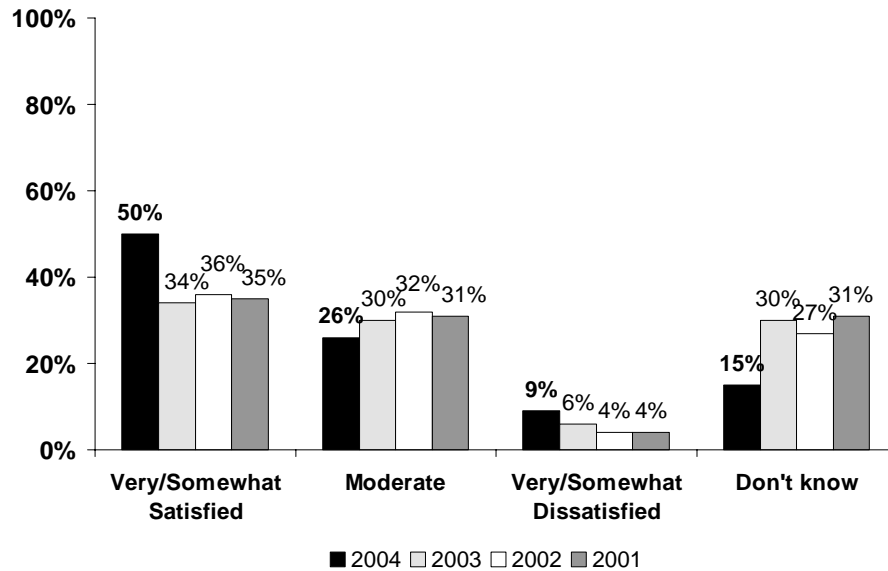
In terms of respondent satisfaction with the **Campbell or Kinex Arena**, 50% of respondents stated that they were either very (19%) or somewhat (31%) satisfied with the services provided. Twenty-six percent (26%) of respondents were neither satisfied nor dissatisfied, while 7% were somewhat dissatisfied and 2% were very dissatisfied with the Campbell or Kinex Arena. See Figure 21, on the next page.

As in previous survey years, a sizeable proportion of respondents (15%) did not comment or were unable to assess their level of satisfaction with the Arenas (albeit significantly fewer respondents said "don't know" in 2004 than in past years). This may be a result of limited experience or use of the facilities. When assessing overall satisfaction among only those respondents who provided an opinion (n=681), satisfaction increases with this service, as 60% of respondents were satisfied overall, 30% provided a neutral rating and 10% said they were generally dissatisfied.

When compared to results reported in 2003, *among those who provided a satisfaction rating*, overall satisfaction with the Campbell or Kinex Arena is about the same, as 90% indicated they were either neutral or very or somewhat satisfied versus 92%, in 2003, who indicated a moderate or high satisfaction rating.

Figure 21

Satisfaction with the Campbell or Kinex Arena



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

The following respondent subgroups were significantly more likely to be dissatisfied overall regarding the Campbell or Kinex Arenas:

- ◆ **males** (12% were dissatisfied overall versus 6% of females); and
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (12% versus 7% who said it was very good or good value).

Respondents with children residing in their household were also somewhat more likely to be dissatisfied with the Campbell or Kinex Areas compared to those without children (11% versus 7%, respectively).

Similar to remarks articulated in 2003, the most frequently noted reasons for respondents being dissatisfied overall (n=70 or 9%) with regard to the Campbell or Kinex Arena included:

- facilities are outdated or need upgrading (22 respondents);
- arenas are too small to accommodate the community needs (17);
- limited seating (14);
- desire to have more indoor arenas (10);

- the loss of the St. Albert Saints as a result not building a new arena (7); and
- the poor viewing with the arena (6).

Not enough ice services, poor cleaning and maintenance, poor quality food choices and small change rooms were also noted as reasons impacting respondents' dissatisfaction with the arenas.

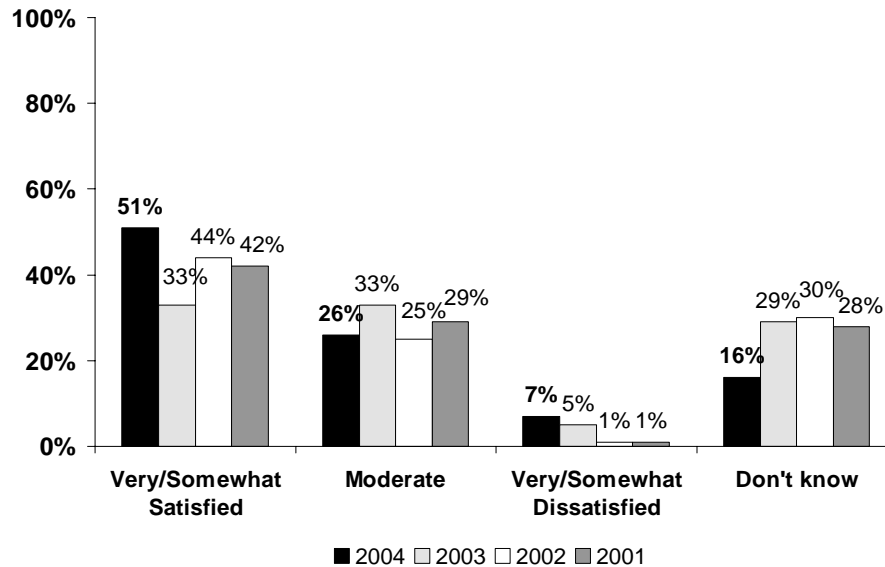
When asked to rate their level of satisfaction with the **St. Albert Tourist Information Centre**, 23% of respondents indicated that they were very satisfied, while 28% were somewhat satisfied, 26% were neutral and 7% were to some extent dissatisfied with the Centre. See Figure 22, on the following page.

Sixteen percent (16%) of respondents were unsure of their level of satisfaction. This may be a result of limited experience or exposure to the facility. Consequently, when assessing overall satisfaction among only those respondents who provided an opinion about the St. Albert Tourist Information Centre (n=670), satisfaction substantially increases, as 60% of respondents indicated they were satisfied overall, 31% provided a neutral satisfaction rating and 9% were dissatisfied overall.

Compared to results reported in 2003, *among those who provided a satisfaction rating*, overall satisfaction with the St. Albert Tourist Information Centre is about the same, as 91% indicated they were either neutral or very or somewhat satisfied versus 93%, in 2003, who indicated a moderate or high satisfaction rating.

Figure 22

Satisfaction with the St. Albert Tourist Information Centre



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

The following respondent subgroups were significantly more likely to be dissatisfied overall regarding the Tourist Information Centre:

- ◆ respondents who felt the **quality of service provided by the City had decreased** (20% were dissatisfied overall versus 1% of those who felt the quality had increased and 6% who felt it had remained the same); and
- ◆ those respondents **residing in southwest St. Albert** (13% versus 5% of those in the northeast and 6% of those in the southeast).

Those respondents who reported that they were dissatisfied overall (n=60 or 7%) with the St. Albert Tourist Information Centre were asked about the specific aspects of their discontentment. The poor hours of operation was the most common explanation for respondents' dissatisfaction with the Centre (32 respondents). This was followed by the difficulty in accessing the location (5), the need to include information about locations other than St. Albert (5) and the overall lack of information at the centre (4). See the detailed data tables for a complete list of mentions related to dissatisfaction with the St. Alberta Tourism Information Centre.

As illustrated in Figure 23, on the next page, 52% of respondents stated that they were very (23%) or somewhat (29%) satisfied with the **St. Albert operated outdoor rinks**. Twenty-four percent (24%) were neither satisfied nor dissatisfied, while 7% were to some degree dissatisfied with the service. Eleven percent (11%) of respondents did not comment as to their level of satisfaction with this service.

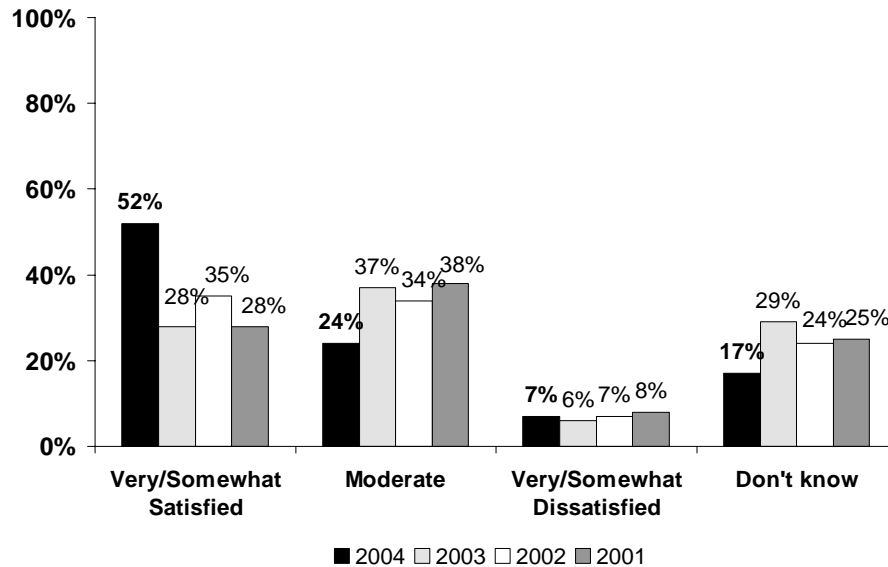
Similar to other facilities measured, a sizeable proportion of respondents either did not comment or were uncertain as to their level of satisfaction with outdoor rinks (17%, albeit less than in previous survey years). Again, this may be a direct result of limited use or experience with these types of facilities.

Once again satisfaction significantly increases when assessing overall satisfaction among only those respondents who provided rating (n=667), 62% of respondents indicated they were satisfied overall, 29% provided a moderate rating and 9% provided said they were dissatisfied overall.

Based only *those respondents who provided a satisfaction rating*, overall satisfaction with the St. Albert outdoor rinks generally remains about the same since 2003 (91% were either neutral or very or somewhat satisfied versus 92%, in 2003, who indicated a moderate or high satisfaction rating).

Figure 23

Satisfaction with St. Albert Operated Outdoor Rinks



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

Respondents who have **resided in the City for more than 10 years** were significantly more likely to be dissatisfied overall with the St. Albert operated outdoor rinks (10% versus 3% of those who have resided in the City for less time).

Likewise, those respondents with children residing in their household were somewhat more likely to be dissatisfied with the rinks (9% versus 6% of those without children).

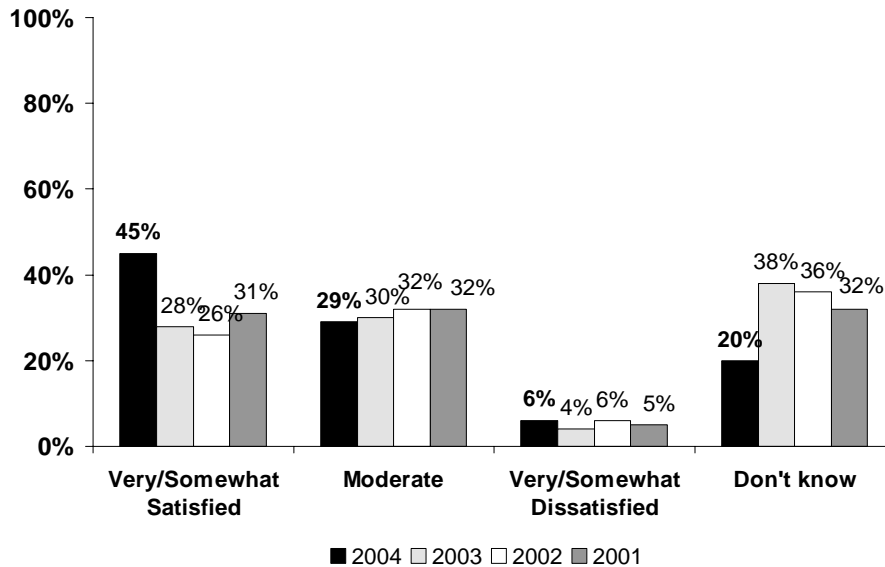
The lack of change rooms (15 respondents) was the most common complaint among those respondents who reported being dissatisfied overall regarding the outdoor rinks (n=60 or 7%). The lack of outdoor arenas overall (12), poor maintenance (12), the facilities being under-utilized (5) and the fact that the ice is not shoveled or cleared of snow (5) were also common reasons as to why respondents were dissatisfied with the facilities. See the detailed data tables for a complete list of remarks articulated by respondents.

Less than half of all respondents (45%) were either very (18%) or somewhat (27%) satisfied with the **Grosvenor outdoor pool**, while 29% stated that they were neutral, 5% were somewhat dissatisfied and 1% was very dissatisfied with the pool. Similar to previous survey years, a substantial proportion of respondents were either uncertain as to their level of satisfaction or did not provide a response (20%), albeit in 2004 respondents were more likely to provide a comment. See Figure 24, below.

When calculating overall satisfaction among only those respondents who provided an opinion about the Grosvenor outdoor pool (n=644), satisfaction increases, as 56% of respondents indicated they were satisfied overall, 36% indicated a neutral opinion and 8% said they were dissatisfied overall with the Pool. As a result, based on *those respondents who provided a satisfaction rating*, overall satisfaction with the Grosvenor outdoor pool remained about the same compared to results reported in 2003 (92% were either neutral or very or somewhat satisfied versus 93%, in 2003, who indicated a moderate or high satisfaction rating).

Figure 24

Satisfaction with the Grosvenor Outdoor Pool



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

Respondents between **45 and 64 years of age** (7%) and those 65 years of age or older (12%), were significantly more likely to be dissatisfied overall with the Grosvenor outdoor pool (versus 4%-7% of younger respondents).

When asked why respondents were dissatisfied overall (n=52 or 6%) regarding the Grosvenor outdoor pool, identical to last year, the facility needing upgrading and/or poor maintenance (28 respondents) was the primary area of dissatisfaction. See the detailed data tables for a complete list of mentions related to respondent dissatisfaction with the pool.

3.5 Satisfaction with St. Albert Programs

Respondents were asked to comment on their level of satisfaction with three specific St. Albert operated community programs (see Figures 25 to 27 on the following pages).

Respondents were asked to rate their level of satisfaction with the **St. Albert cultural programs** such as the International Children's Festival, St. Albert Children's Theatre and the performing and visual arts classes. As depicted in Figure 25, on the following page, the majority of respondents (81%) stated that they were either very (54%) or somewhat (27%) satisfied with the programs. Ten percent of respondents (10%) said they were neither satisfied nor dissatisfied, while 1%, or five respondents, said they were dissatisfied overall with the cultural programs.

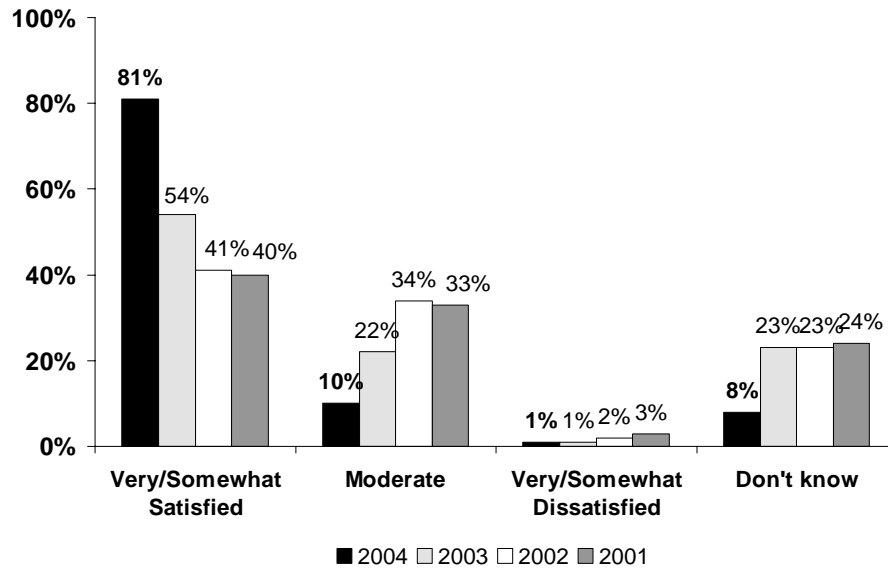
It is important to note that in 2003 this question was somewhat more generic in nature, measuring cultural and arts programs such as children's theatre and performing and visual arts classes. Specific reference to the International Children's Festival and St. Albert Children's Theatre was not included. Consequently, a direct comparison can not be made between survey years.

Additionally, in 2004, respondents were significantly more likely to provide an opinion regarding their level of satisfaction with the cultural programs, as 8% said "don't know" compared to about one-quarter in previous years. Providing more specific examples of the programs being investigated may have aided respondents in making a judgment. It is also important to note that advertising for the 2004 Children's Festival was conducted during the data collection period, possibly heightening respondents' awareness and potentially their opinion regarding this aspect.

Regardless, while a direct comparison can not be made between survey years, results do suggest that satisfaction with this aspect has increased, as 91% of respondents, in 2004, provided a neutral or very or somewhat satisfied rating compared to 76%, in 2003, who said they were highly or moderately satisfied.

Figure 25

Satisfaction with Cultural Programs



*Question modified in 2004

2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

Respondent subgroups significantly more likely to be dissatisfied overall with City operated cultural and arts programs included:

- ◆ **males** (15% were dissatisfied overall versus 7% of females); and
- ◆ respondents between **18 and 24 years of age** and **65 years of age or older** (20% and 17%, respectively versus 7% of those between 45 and 64 years of age).

Among the five respondents (or 1%) dissatisfied overall with the cultural programs, respondents mentioned the programs needed to be funded through a non-profit organization, that they needed more funding in general, that the programs are limited to affluent citizens, that the times the programs are offered are inconvenient and the programs were not being properly utilized, as the reasons for their dissatisfaction.

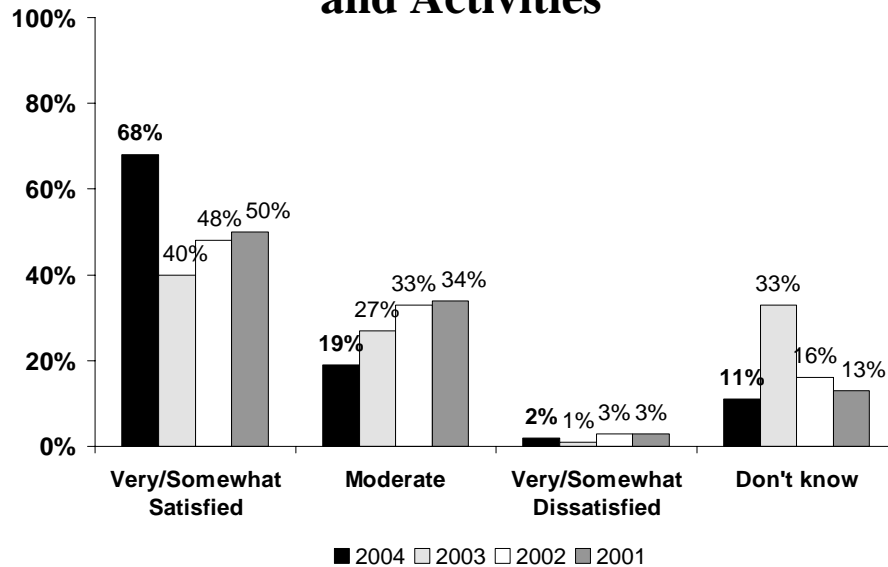
In terms of **recreational programs and activities** such as summer playground programs, youth and family leisure programs, fitness, wellness and sports programs, 68% of respondents stated that they were satisfied overall (31% very and 37% somewhat satisfied). Twenty percent of respondents (20%) commented that they were neither satisfied nor dissatisfied, while 2% said they were dissatisfied overall. Eleven percent of respondents (11%) either did not comment or were uncertain as to their degree of satisfaction with the City's recreational programs and activities. See Figure 26, on the next page.

In 2004, this question was changed slightly to include more specific examples of the recreational programs and activities being measured. In particular, fitness, wellness and sports programs were included in the description. Providing additional examples of the programs being investigated may have assisted respondents in forming an opinion regarding this aspect. Consequently, this may be why respondents in 2004 were significantly more likely to provide an opinion versus respondents in 2003 (11% said "don't know" versus 33% in 2003).

While the reader should be cautious in interpreting the comparative data, results imply that overall satisfaction with the programs may have increased in since last year, as 87%, in 2004, indicated a neutral or very or somewhat satisfied rating versus 67%, in 2003, who provided a moderate or high satisfaction rating.

Figure 26

Satisfaction with Recreational Programs and Activities



*Question modified in 2004

2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

The following respondent subgroups were significantly more likely to be dissatisfied overall with St. Albert recreational programs and activities:

- ◆ respondents between **25 and 44 years of age** (4% were dissatisfied overall versus 1% of those 45 to 64 years of age); and
- ◆ those respondents **with children** residing in their household (4% versus 1% of those without children).

The expense of the programs, a lack of facilities for programs and activities, limited support for the programs from the City and the need for more programs for older children were most frequently articulated by those respondents who were dissatisfied overall regarding recreational programs and activities (n=16 or 2%). See the detailed data tables for a complete list of mentions related to respondent dissatisfaction with these types of programs.

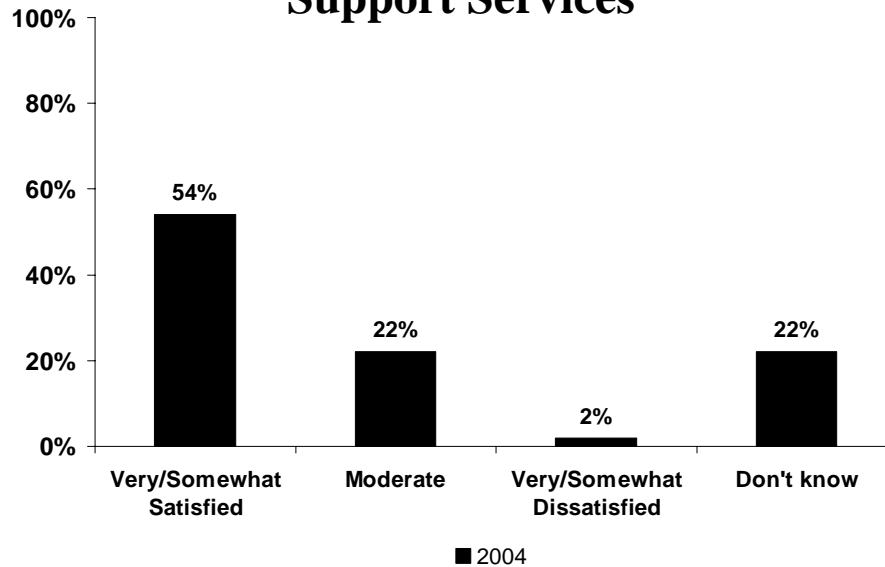
As illustrated in Figure 27 below, 54% of respondents were either very (22%) or somewhat (33%) satisfied with the **Family and Community Support Services** including family and youth preventive social support services and programs such as short-term counseling, school presentations on suicide awareness, the P.A.R.T.Y Program, the Leadership Experience and Awareness Program and the St. Albert Youth Council. Twenty-two percent of respondents (22%) remarked that they neither satisfied nor dissatisfied with these types of FCSS services and 2% said they were dissatisfied overall.

A substantial proportion of respondents (22%) were uncertain as to their level of satisfaction, most likely due to limited knowledge or experience with these services. As a result of the large proportion of respondent who did not comment, it is important to assess respondent satisfaction based on those who provided an opinion (n=625). Among those respondents *who provided a satisfaction rating*, 70% indicated that they were satisfied overall, while 27% provided a neutral satisfaction rating and 3% said they were dissatisfied overall.

It is important to note that this question was changed in 2004 to be more reflective of the type of services provided by the FCSS. In fact, in 2003 the wording for this question read: family and youth social support programs such as short-term counseling and subsidized out-of-school care. Due to the significant wording change a comparison between survey years has not been made.

Figure 27

Satisfaction with Family and Community Support Services



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied

The following respondent subgroups were significantly more likely to be dissatisfied overall with the FCSS services:

- ◆ respondents who felt the **quality of service provided by the City had decreased** (7% were dissatisfied overall versus 1% of those who felt the quality remained the same);
- ◆ respondents who **disagreed overall the City was a safe community** (7% versus 2% who were either neutral or agreed overall); and
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (4% versus 1% who said it was very good or good value).

Most respondents who said they were dissatisfied overall regarding the FCSS services (n=17 or 2%), noted that they were discontented with the lack of advertising, the number of programs available, citing that not enough was being offered for teenagers, and the overall lack of staff. See the detailed data tables for a complete list of comments articulated by respondents.

3.6 Overall Importance and Service Improvements

In conducting satisfaction and importance assessments, factors or services with the lowest levels of satisfaction ratings or lowest importance ratings may not necessarily be the areas where improvement is most desired or needed. For example, if residents are dissatisfied with a service, but this dissatisfaction has no effect on their overall assessment of the City, then focusing on improving this service will probably have little or no effect on their overall views of the City's activities. By mapping the following areas, it identifies priority areas in terms of City of St. Albert service improvements:

- higher importance and lower satisfaction or areas primarily perceived as needing improvements;
- higher importance and higher satisfaction or service strengths;
- lower importance and higher satisfaction; and
- lower importance and lower satisfaction.

Respondents were questioned as to the level of importance they placed on each of the 24 City of St. Albert services investigated (using a scale of 1 to 5, where 1 meant not at all important and 5 meant critically important). Respondents' importance and satisfaction ratings were plotted on grids whereby the axes intercepted at the **average importance** rating (mean=4.2) and the **average satisfaction** rating (mean=3.9) across all 24 services measured. Figure 28, on page 60, maps the average importance and satisfaction ratings for each of the 24 City services measured.

Services in the upper left quadrant are of higher than average importance, but lower than average satisfaction, or where ratings of overall importance are considerably greater than overall satisfaction ratings. These services are viewed as primary areas of improvement and, therefore, should be considered as the main focus of future improvement. As shown, summer road maintenance, including paving and pothole repair, clearly falls within this quadrant. On average, respondents rated this service as above average in importance, but below average in satisfaction.

Additionally, St. Albert public transit and land use planning services are on the border of this quadrant, consequently these services could easily become an area of concern as, respondents generally rated them as below average satisfaction, but consider them moderately important. Similarly, FCSS services are viewed as highly important with

moderate satisfaction and could also become an area of concern should satisfaction decline in this area. Improvements to these services would do most to increase residents' satisfaction with the services provided by the City of St. Albert.

It will be important to monitor the satisfaction of these services to ensure that resident satisfaction increases and that these services become perceived as strengths of the City in the future.

City of St. Albert services which fall into the lower left quadrant are considered of lower than average importance and lower than average satisfaction. Services include:

- bylaw enforcement,
- Campbell or Kinex arenas,
- Pay-as-you-Throw garbage collection services,
- Grosvenor outdoor pool,
- St. Albert Tourist Information Centre, and
- St. Albert outdoor rinks.

While, at this time, satisfaction with these services is lower they are also not considered as important as other services investigated and consequently should be considered as secondary areas of improvement.

City services which fall into the lower right quadrant are currently viewed as lower than average importance and as higher than average satisfaction. In other words, while respondents are generally satisfied with these services, the importance placed on the services is low in comparison to other City services evaluated. Services calculated within this quadrant include:

- heritage sites,
- Woodlands Water Play Park,
- cultural facilities, and
- cultural and arts programs.

Additionally, St. Albert recreational programs falls of the border of this quadrant, as respondents generally considered this service to be of moderate importance and above average in satisfaction. These services should be considered the least important areas in which improvements should be focused. Nonetheless, it is still critical to maintain resident

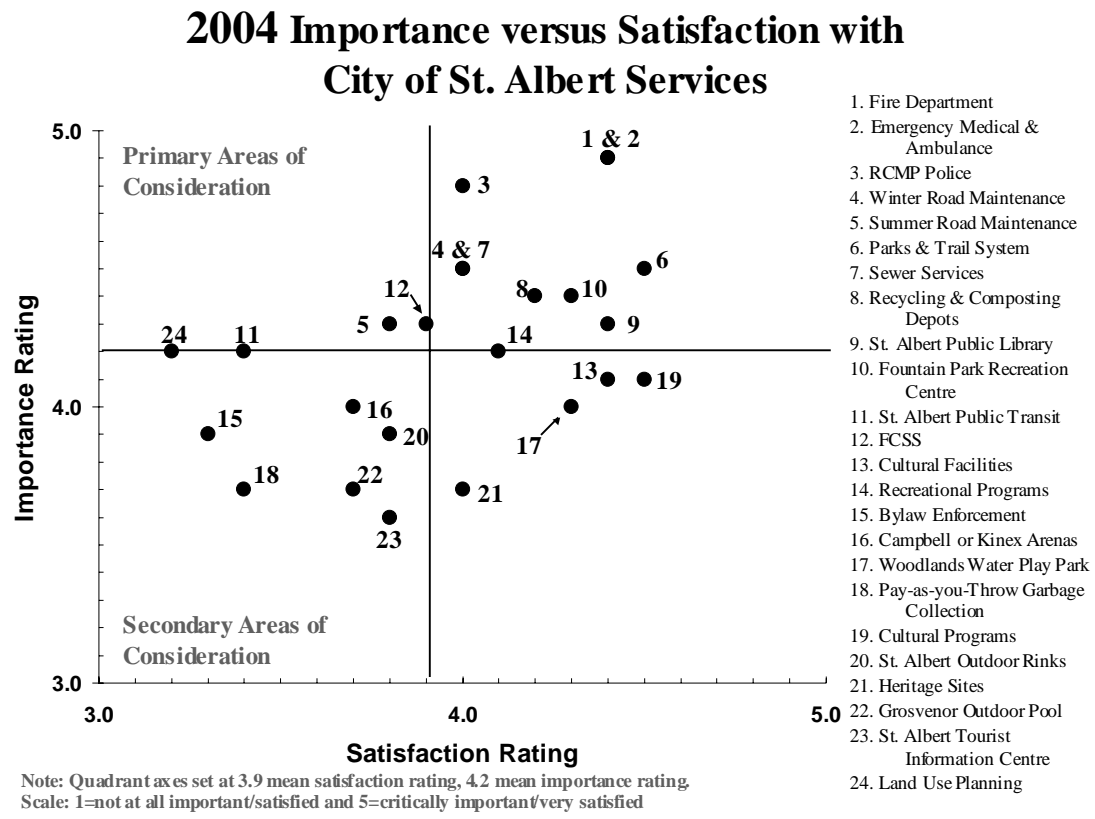
satisfaction with these services, ensuring they do not become perceived as areas of concern or discontentment.

When assessing the City services investigated, the following nine areas were calculated as key strengths, or services in which respondents reported that they were of higher than average importance and higher than average satisfaction:

- fire department services,
- emergency medical and ambulance services,
- RCMP police services,
- winter road maintenance,
- sewer services,
- recycling and composting depots,
- St. Albert Public Library,
- Fountain Park Recreation Centre, and
- St. Albert parks and trail system.

Maintaining a high level of satisfaction with these services is important as these areas are viewed as highly important or critical to citizens.

Figure 28 - 2004



For ease of reference the following table outlines the mean importance and satisfaction ratings for each of the 24 City of St. Albert services investigated.

Table 3

Average Satisfaction and Importance Ratings		
City Service:	Mean Ratings*	
	Satisfaction	Importance
(1) Fire Department Services	4.4	4.9
(2) Emergency Medical and Ambulance Services	4.4	4.9
(3) RCMP Police Services	4.0	4.8
(4) Winter Road Maintenance	4.0	4.5
(5) Summer Road Maintenance	3.8	4.3
(6) Parks and Trail System	4.5	4.5
(7) Sewer Services	4.0	4.5
(8) Recycling and Composting Depots	4.2	4.4
(9) St. Albert Public Library	4.3	4.4
(10) Fountain Park Recreation Centre	4.4	4.3
(11) St. Albert Public Transit	3.4	4.2
(12) Family and Community Support Services (family and youth preventive social support services and programs such as short-term counseling, school presentations on suicide awareness, the P.A.R.T.Y. Program, the Leadership Experience and Awareness Program, and the St. Albert Youth Council)	3.9	4.3
(13) Cultural Facilities (Arden Theatre and Visual Arts Wing in St. Albert Place)	4.4	4.1
(14) Recreational Programs and Activities (summer playground programs, youth and family leisure programs, fitness, wellness and sports programs)	4.1	4.2
(15) Bylaw Enforcement	3.3	3.9
(16) Campbell or Kinex Arena	3.7	4.0
(17) Woodlands Water Play Park	4.3	4.0
(18) Pay-as-you-Throw Garbage Collection Services	3.4	3.7
(19) Cultural Programs (International Children's Festival, St. Albert Children's Theatre, and performing and visual arts classes)	4.5	4.1
(20) St. Albert Operated Outdoor Rinks	3.8	3.9
(21) Heritage Sites (Musée Heritage Museum, Little White School, Grain Elevator Park)	4.0	3.7
(22) Grosvenor Outdoor Pool	3.7	3.7
(23) St. Albert Tourist Information Centre	3.8	3.6
(24) Land Use Planning (including the coordination of new residential, commercial and industrial development)	3.2	4.2

* Scale: 1=very dissatisfied/not at all important and 5=very satisfied/critically important

Figure 29 on the following page, depicts the overall importance and satisfaction ratings identified in 2003. While it is important to recognize that due to the change in scale between survey years a direct comparison can not be made, the following judgments may be implied.

Key strengths of the City of St. Albert continue to be fire department services, emergency medical and ambulance services, the parks and trail system, recycling and composting depots and the Fountain Park Recreation Centre.

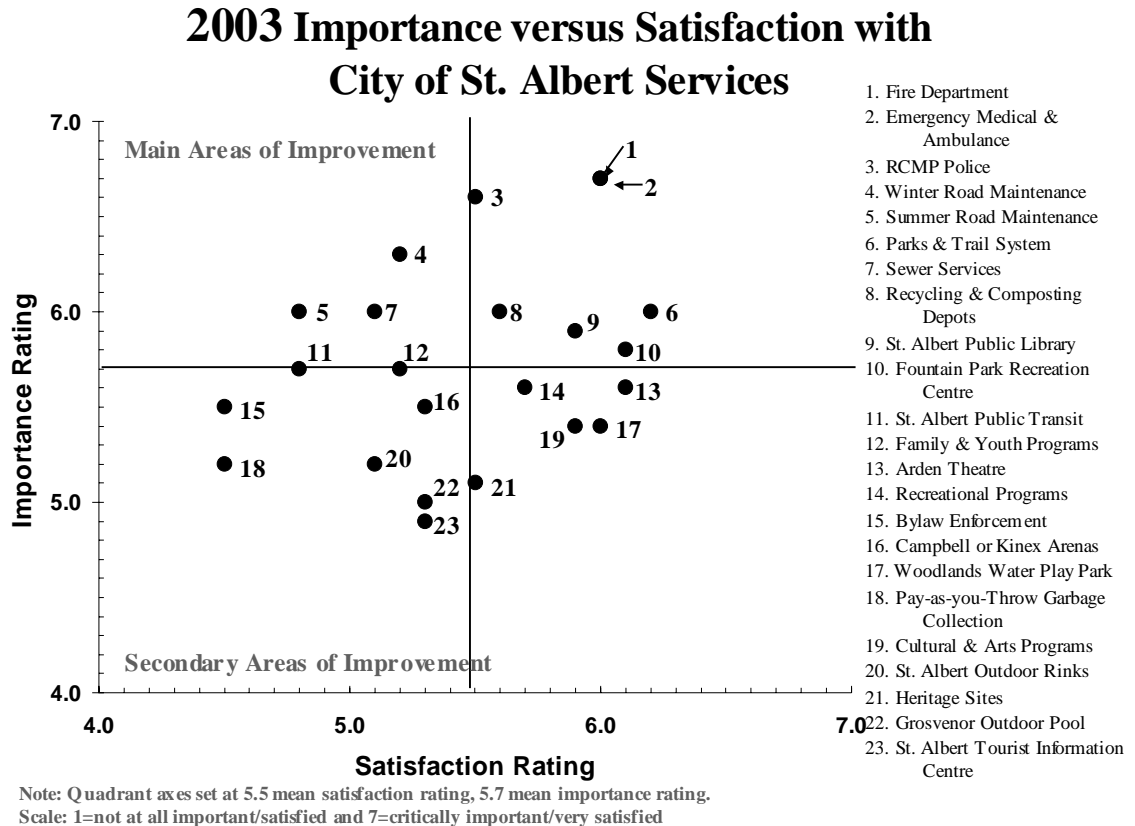
In 2003, winter road maintenance and sewer services were considered primary areas in need of improvement however in 2004 overall satisfaction with these services appears to have increased. As a result, this year these services are considered key strengths of the City, with respondents rating them as above average in importance and in satisfaction.

Summer road maintenance continues to be considered a primary area of improvement, as respondents generally reported that this service was above average in importance but below average in satisfaction.

Identical to results reported in 2003, in 2004 the following services were calculated as secondary areas of consideration or improvement: bylaw enforcement, Campbell or Kinex arenas, garbage collection, outdoor rinks, Grosvenor outdoor pool and the St. Albert Tourist Information Centre.

Comparable to 2003, cultural facilities, Woodlands Water Play Park, cultural programs and St. Albert heritage sites were viewed as lower than average importance and higher than average satisfaction, or areas where respondents are generally satisfied with the services, although the importance placed on the service is low in comparison to other services measured.

Figure 29 - 2003



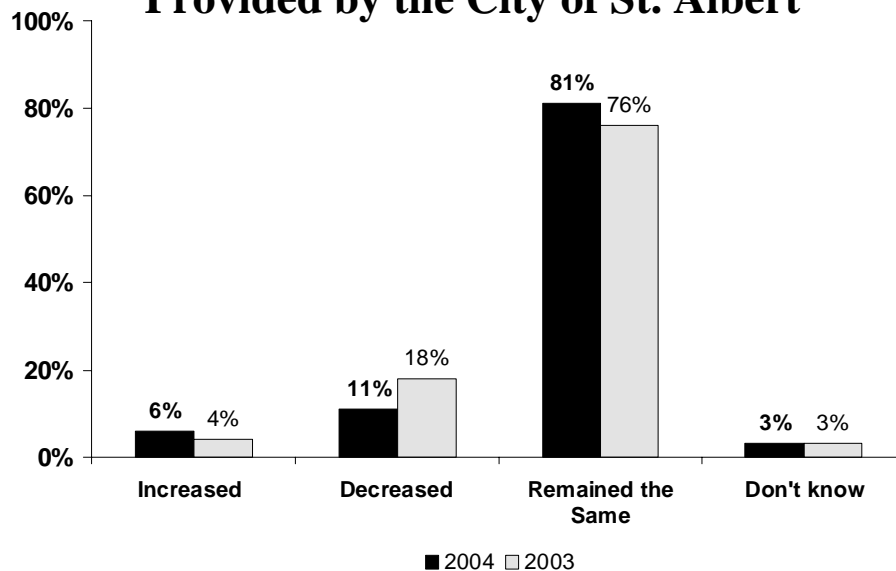
3.6.1 Perceived Changes in the Quality of Service

Respondents were asked if they felt the quality of service provided by the City of St. Albert had increased, decreased or remained about the same over the last 12 months. As illustrated in Figure 30 below, 81% of respondents said the quality had remained the same, while 6% felt the quality had increased and 11% said it had decreased in the last year.

Compared to results reported in 2003, respondents this year were significantly more likely to comment that the quality had remained the same (81% versus 76% in 2003) and were less likely to feel that it had decreased (11% versus 18% in 2003).

Figure 30

Perceived Change in Quality of Service Provided by the City of St. Albert



**Not asked in previous survey years*

The following respondent subgroups were significantly more likely to state that the quality of service provided by the City has decreased in the past 12 months:

- ◆ **males** (14% said decreased versus 9% of females);
- ◆ respondents who **disagreed overall the City was a safe community** (22% versus 11% who were either neutral or agreed overall); and
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (19% were dissatisfied overall versus 7% who said it was very good or good value).

3.6.2 Suggested Changes or Improvement to the Services Provided by the City of St. Albert

Respondents were asked to indicate the one change or improvement in the City of St. Albert services that would better meet their needs. As shown in Table 4, on the next page, similar to last year, respondents articulated a very long and diverse list of improvements. The most frequently mentioned suggestions included:

- maintaining parks and green spaces, including tree maintenance (8%),
- development of the multi-purpose recreation facility (7%),
- improved public transit such as more or better service (6%),
- development of the West Road bypass or ring road (5%), and
- improved recycling options (5%).

Table 4

What one change or improvement in the service provided by the City of St. Albert would do most to better meet your needs?	Percent of Respondents *	
	2004 (n=800)	2003 (n=800)
	Park and green space maintenance / tree maintenance	8
Build the recreation multi-purpose sports centre	7	5
Improved transit services / more direct routes / better information line	6	6
Build the ring road / West Road development	5	5
Better recycling options / allow bigger items / more recycling depots / more pick up	5	3
Repair potholes / improved road maintenance	4	6
Better snow removal / particularly in residential areas	4	5
Improve pay-as-you-throw garbage collection / should allow tags to be used in following year	4	2
Do not raise taxes / reduce taxes	3	4
Improve traffic congestion / control traffic flow / better timing of traffic lights / less traffic lights	3	3
Need quicker, more decisive action on issues by Council / Council should be more effective	3	3
Improve police services / more policing	2	2
Need better road access into Edmonton	2	2
Need better upkeep of existing facilities and infrastructure	2	2
Better bylaw enforcement on all bylaws (not just traffic)	2	1
Build more hockey arenas / road hockey areas / better outdoor rink services	1	-
Better communication to citizens / respond to citizen requests	1	2
City employees need to be better trained / respond better to citizen's requests	1	0
Overall expansion of the library / better selection of books	1	-
Improve information about the city / availability and promotion of services	1	-
Need a new City Council / Mayor	1	-
Other (less than 1% per mention)	20	18
Don't know	23	23
None – no areas of improvement	6	10

*Multiple mentions.

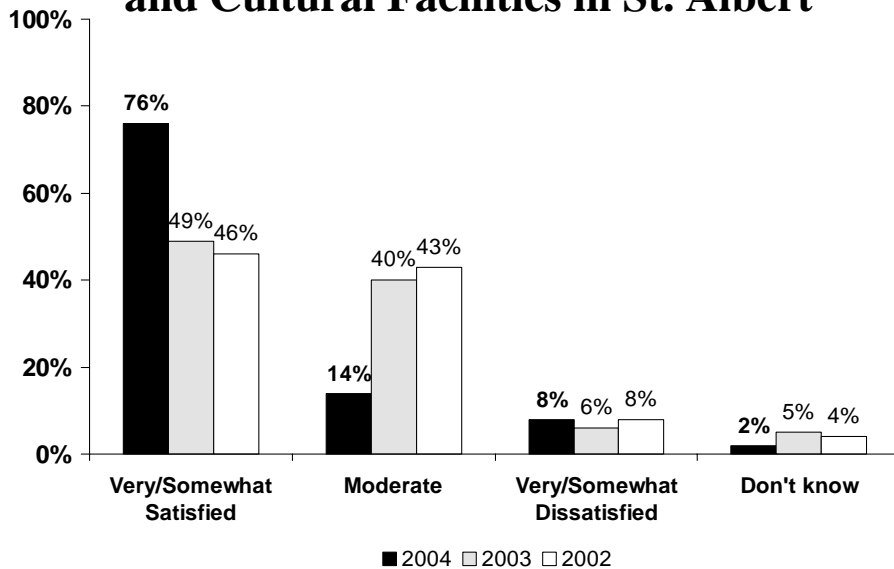
3.7 Recreation and Cultural Facilities

Next, respondents were asked to think about the recreation and cultural facilities available in St. Albert, including facilities for organized sports, fitness and family fun, and library and cultural activities and enjoyment. Respondents were then asked to rate their level of satisfaction with the availability of these types of facilities in the City. As shown in Figure 31, below, 76% of respondents stated that they were either very (32%) or somewhat (44%) satisfied with the availability of recreational and cultural facilities. Fourteen percent of respondents (14%) said they were neither satisfied nor dissatisfied, while 8% of respondents were to some degree, dissatisfied with this aspect.

Compared to results reported in 2003, satisfaction with the availability of these types of facilities generally remained the same, as 90%, this year, said they were either neutral or very or somewhat satisfied compared to 89%, in 2003, who indicated a moderate or high satisfaction rating.

Figure 31

Satisfaction with the Availability of Recreation and Cultural Facilities in St. Albert



2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

The following respondent subgroups were significantly less likely to be dissatisfied overall in terms of the availability of recreation and cultural facilities in the City:

- ◆ **males** (10% were dissatisfied overall versus 6% of females);
- ◆ respondents who **disagreed overall the City was a safe community** (18% versus 8% who were either neutral or agreed overall);
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (10% were dissatisfied overall versus 6% who said it was very good or good value);
- ◆ respondents who have **resided in the City for more than 10 years** (10% versus 5% who have resided in the City for less time); and
- ◆ those respondents **residing in northeast St. Albert** (12% versus 6% of those in the southwest).

Respondents were asked what recreation and cultural facilities, if any, they believed needed to be developed or improved by the City of St. Albert. As shown in Table 5, on the next page, 21% of respondents felt no other recreation or cultural facilities were necessary or needed improving. This is significantly lower compared to 31%, in 2003, who felt no other facilities or improvements were needed, suggesting that respondents are much more inclined to feel a need for these types of facilities in St. Albert.

Among those respondents who provided a suggestion a wide range of facilities and improvements were articulated. Similar to 2003, respondents most frequently mentioned the need to develop a multi-purpose recreation centre (34%). In fact, significantly more respondents this year mentioned the need for the multi-purpose recreation centre than in 2003 (34% versus 22% in 2003).

An indoor soccer field (16%) and hockey arenas (16%) were also frequently recommended by respondents, both of which could possibly be developed as part of a multi-purpose facility.

Table 5

What recreation and cultural facilities, if any, do you believe need to be added or improved by the City of St. Albert?	Percent of Respondents *	
	2004 (n=800)	2003 (n=800)
	Develop a multi-purpose recreation centre	34
Indoor soccer field	16	10
Hockey arenas (improved/develop)	16	10
Indoor swimming pool	6	1
Grosvenor outdoor pool (improve)	5	4
St. Albert public library (improve)	4	2
Improve outdoor rinks	4	1
Outdoor soccer fields	3	2
Football fields (in general)	2	-
Fountain Park Recreation Centre	2	2
Need to expand trail and system (and improve maintenance)	2	1
Kinex Arena (improve)	2	3
Arden Theatre	2	2
Large spectator hockey arena	2	-
Parks	2	-
Campbell Arena (improve)	2	2
Outdoor pools (in general)	2	0
Mus�� Heritage Museum (and other heritage sites)	1	2
Other (less than 1% per mention)	16	7
Don't know	11	12
None – no areas in need of improvement or development	21	31

*Multiple mentions.

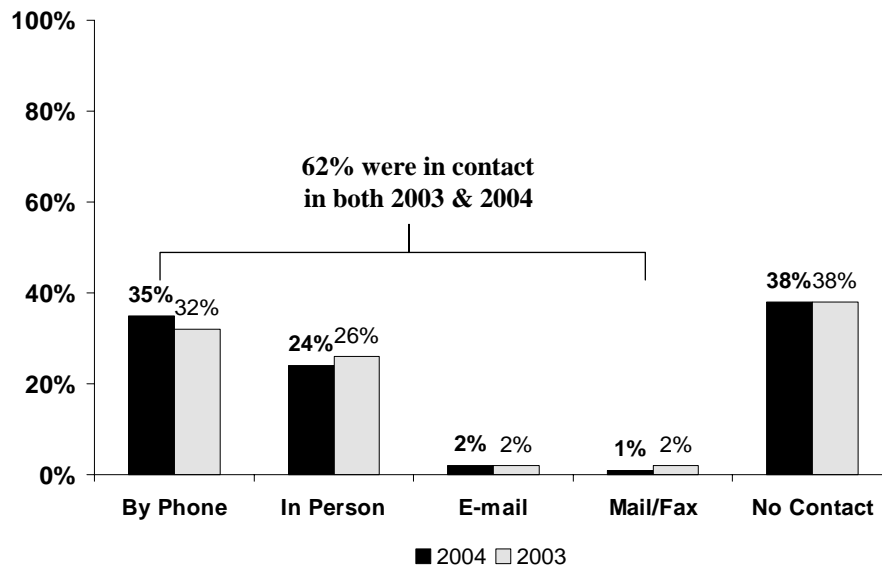
3.8 Contact with City of St. Albert Employee

Respondents were asked a series of questions related to their contact and satisfaction with City of St. Albert employees.

First, respondents were asked if, in the past 12 months, they have been in contact, either by phone, in person, by e-mail or by letter or fax, with any employees who work for the City of St. Albert. As illustrated in Figure 32 below, identical to results reported in 2003, 62% of respondents were in contact with a City employee, with most describing their contact as by phone or in person.

Figure 32

Contact with City of St. Albert Employee



The following respondent subgroups were significantly more likely to have had contact with a City of St. Albert employee:

- ◆ **homeowners** (63% had contact versus 45% of renters); and
- ◆ respondents who have **resided in the City for more than 10 years** (65% versus 57% who have resided in the City for less time).

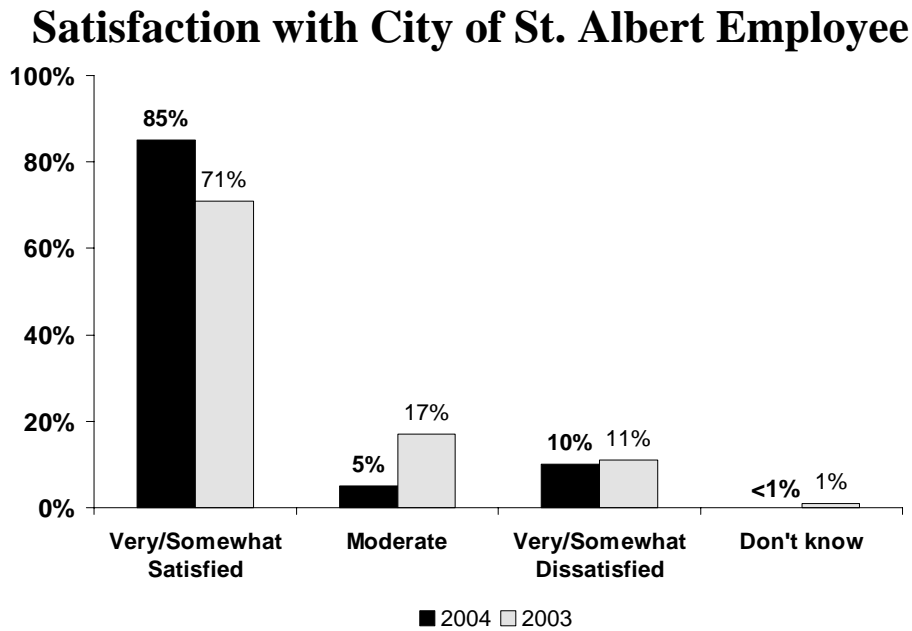
Respondents between 45 and 64 years of age were also somewhat more likely to report having contact with a City employee (65%) compared to those between 18 and 24 years of age (49%) or 65 years of age or older (54%).

3.8.1 Satisfaction with City Employee

Those respondents who reported that they had been in contact with a City employee in the last 12 months (n=492) were asked to rate their level of satisfaction with the employee they last contacted. Figure 33 below, shows that of those who contacted a City of St Albert employee, 85% of respondents stated that they were either very (62%) or somewhat (22%) satisfied with the service provided, while 5% indicated a neutral satisfaction rating and 10% were dissatisfied overall.

Compared to last year, satisfaction with City employees generally has remained the same, as 90% said they were either neutral or very or somewhat satisfied compared to 88% of respondents who provided a moderate or highly satisfied rating, in 2003. No significant differences in satisfaction were noted among respondent subgroups.

Figure 33



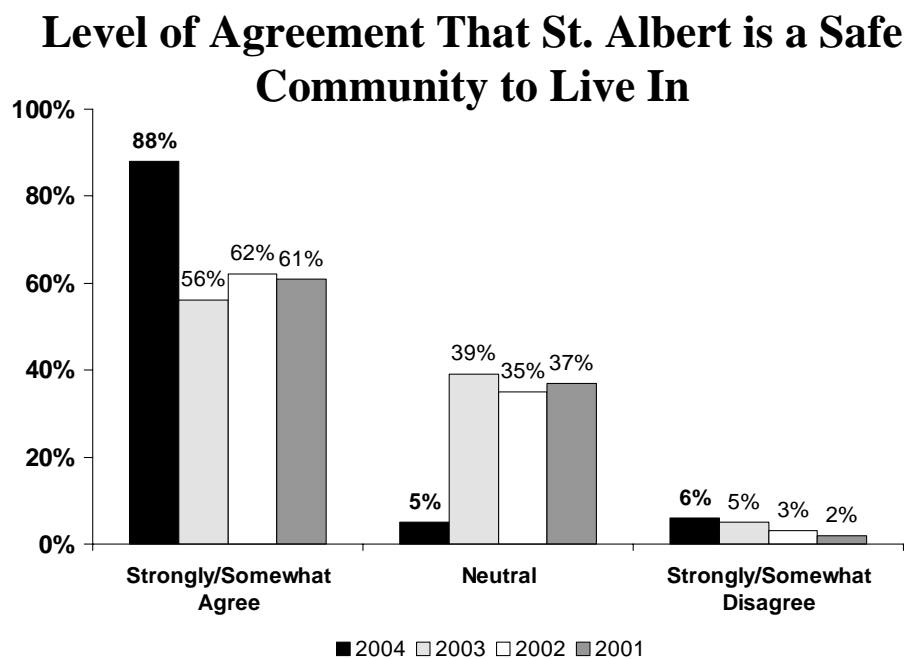
2004 Scale: Very/Somewhat satisfied, Neutral, Somewhat/Very Dissatisfied
Previous Scale: 1=not at all satisfied, 4=satisfied, 7=very satisfied

3.9 Perceptions of Safety in St. Albert

Next, respondents were asked several questions related to the perceived safety of the City of St. Albert. As shown in Figure 34, the vast majority of respondents (88%) either strongly (46%) or somewhat (42%) agreed with the statement that St. Albert is a safe community to live in. Five percent of respondents (5%) of respondents neither agreed nor disagreed, while 6% somewhat or strongly disagreed with this perspective.

Compared to last year, respondents' opinions generally remained the same, as 93% indicated a neutral or very or somewhat agreement level versus 95%, in 2003, who indicated a moderate or high agreement level.

Figure 34



2004 Scale: Strongly/Somewhat Agree, Neutral, Somewhat/Strongly Disagree
Previous Scale: 1=strongly agree, 4=agree, 7=strongly disagree

The following respondent subgroups were significantly more likely to disagree overall that St. Albert being a safe place to live:

- ◆ older respondents between **65 years of age or older** (11% disagreed overall versus 5% of those 25 to 2444 years of age and 6% of those 45 to 64 years of age);

- ◆ respondents who felt the **quality of service provided by the City had decreased** (11% versus 5% of those who felt the quality had remained the same); and
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (9% were dissatisfied overall versus 3% who said it was very good or good value).

Similar to last year, when respondents were asked what the safety issue was of greatest concern to them, 26% of respondents noted youth vandalism as a top-of-mind concern. This was followed by youth crime (15%), drugs and drug related crimes (15%), traffic safety (8%), vandalism in general (6%) and speeding (6%). See Table 6, below.

Table 6

	What would you say is the safety issue of greatest concern to you, if any?	
	Percent of Respondents *	
	2004 (n=800)	2003 (n=800)
Youth vandalism	26	25
Youth crime in general	15	17
Drugs / drug related crimes	15	11
Traffic safety in general	8	10
Vandalism in general	6	6
Speeding	6	4
Break and enter	5	6
Traffic congestion	4	3
More police visibility	3	3
Safety of cyclists and pedestrians	3	0
Walking at night / poor lighting	2	1
Increased traffic volume	2	2
Bored youth / youth attitudes	1	0
Child safety (unspecified)	1	2
Increasing crime rate	1	2
School zone traffic safety	1	0
Auto theft	1	1
Heavy traffic flow on St. Albert Trail	1	1
Need more controlled cross-walks	1	1
Other (less than 1% per mention)	8	9
Don't know	6	4
None – no safety concerns	18	17

*Multiple mentions.

3.9.1 Concern Regarding Traffic Related Issues

Respondents were asked to rate their level of concern regarding eight specific traffic related items. As shown in Table 7, most respondents (75%-81%) expressed a moderate to high level of concern with each aspect investigated.

Specifically, 61% of respondents remarked that they were highly concerned about rush hour traffic flow in St. Albert. Likewise, 60% of respondents reported that they were highly concerned about intersection safety and 59% were highly concerned about traffic congestion. This was followed by most respondents indicating that they were highly concerned regarding cross-walk safety (58%), traffic safety in general (57%), running red lights (56%), road access in and out of St. Albert (54%) and speeding (53%).

Compared to results reported in 2003, concern related to all traffic safety issues in St. Albert significantly increased. See Table 8, on the following page, highlighting results reported in 2003.

Table 7 - 2004

Rate how concerned you are with each of the following traffic related issues.				
	2004 Percent of Respondents * (n=800)			
	High Concern	Moderate Concern	Low Concern	Don't Know
Rush hour traffic flow	61	20	18	2
Intersection safety	60	20	20	<1
Traffic congestion	59	21	20	<1
Cross-walk safety	58	18	24	<1
Traffic safety, in general	57	23	20	<1
Running red lights	56	19	24	<1
Road access in and around St. Albert	54	23	22	<1
Speeding	53	23	24	<1

2004 Scale: 1=not at all concerned, 5=extremely concerned

In general, respondents 25 to 44 years of age were significantly more likely to report being highly concerned about each traffic issue investigated, compared to younger respondents 18 to 24 years of age.

Table 8 - 2003

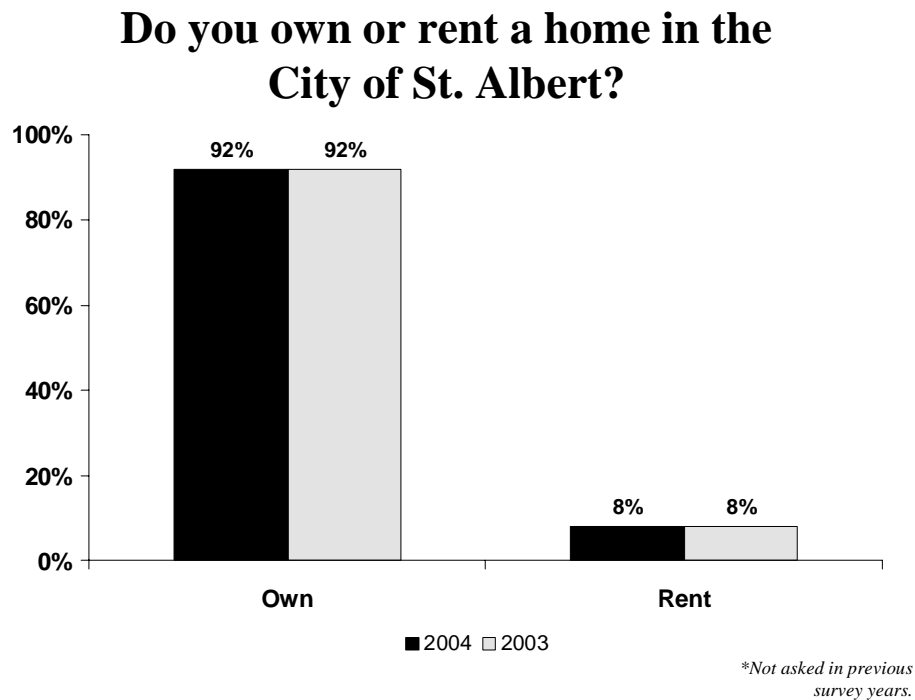
Rate how concerned you are with each of the following traffic related issues.				
	2003 Percent of Respondents * (n=800)			
	High Concern	Moderate Concern	Low Concern	Don't Know
Rush hour traffic flow	n/a	n/a	n/a	n/a
Intersection safety	45	38	16	1
Traffic congestion	43	37	19	1
Cross-walk safety	46	35	18	1
Traffic safety, in general	40	34	22	<1
Running red lights	50	31	17	2
Road access in and around St. Albert	40	34	25	1
Speeding	42	37	21	<1

2003 Scale: 1=not at all concerned, 4=concerned, 7=extremely concerned

3.10 Views toward Property Taxes

Next, respondents were asked whether they owned or rented their home in the City of St. Albert. As depicted in Figure 35, identical to results reported in 2003, the vast majority of respondents (92%) indicated that they owned their home, while 8% rented.

Figure 35



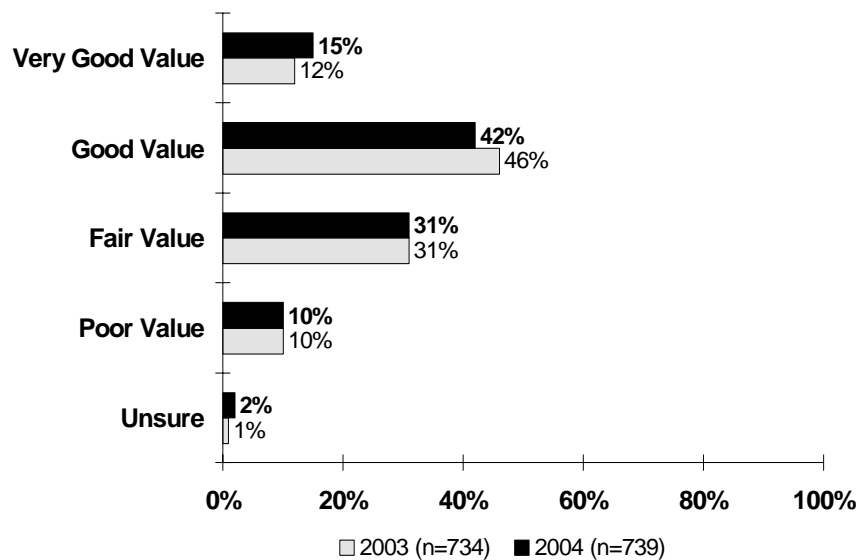
No significant differences were noted among respondent subgroups and their tendency to own or rent their home.

It was explained to those residents who own a home (n=739) that the property taxes in the City of St. Albert are related to the value of their property and that about one-third of their property tax bill is controlled by the Province to pay for education and schools. This means that about two-thirds of their property tax bill goes to the City to fund municipal services. Respondents were then asked if the amount of their tax bill that pays for City services provides them with very good value for their tax dollars, good value, fair value or poor value for their tax dollars.

As shown in Figure 36 on the following page, similar to last year, 57% of homeowners said that they received very good (15%) or good (42%) value for their tax dollar (versus 58% who said very good or good in 2003). Thirty-one percent of respondents (31%) felt they received fair value and 10% said it was poor value for their tax dollar.

Figure 36

Perceived Value for Tax Dollar



*Property Owners

Respondent subgroups significantly more likely to comment the property taxes represented fair or poor value included:

- ◆ **males** (45% said fair or poor value versus 37% of females);
- ◆ respondents between **25 and 44 years of age** (48% versus 35% of those 45 to 64 years of age);
- ◆ respondents who felt the **quality of service provided by the City had decreased** (67% versus 26% of those who felt the quality had increased and 37% who felt it had remained the same);
- ◆ respondents who **disagreed overall the City was a safe community** (67% versus 39% who were either neutral or agreed overall); and
- ◆ respondents who have **resided in the City for 10 years or less** (51% versus 35% who have resided in the City for a longer time).

Respondents who said they received either fair or poor value for their tax dollar (n=300) were asked what was the main reason they felt that way. Over one-quarter of respondents (28%) believed that taxes were generally too high based on the quality and amount of services provided by the City. Another 25% of respondents simply felt that taxes were too high in comparison to other cities and communities which provide similar services at a lower tax rate. Table 9 on the next page, provides a complete list of reasons why homeowners felt they received either fair or poor value for their tax dollar. Similar remarks were articulated in 2003.

Table 9

Reasons for Believing Tax Dollar Represents Fair or Poor Value	
	Percent of Respondents* (n=300)
Taxes are generally too high	28
Taxes are high compared to other cities/communities with the same facilities and services	25
City should improve on how they manage the money	8
Services could be improved upon / more services are needed / high compared to services received	7
Taxes should pay for all services – get rid of the pay-as-you-throw garbage system	5
Council doesn't listen / lack of action in general / regarding the bypass and new recreation centre	5
Condo fees already pay for these services	4
Lack of winter and summer road maintenance/repairs	4
Lack of parks / green space / trees	3
Lack of snow removal	3
There are too many extra fees and user fees for everything	2
Lack of an industrial tax base	2
For the amount of tax dollars paid, City should have more recreational / sports facilities	1
Services are good, but the tax rates are too high	1
Taxes are too high for the elderly	1
Unhappy with the way sewage fees are calculated	1
Other (1% or less per mention)	9
Don't know/Not stated	8

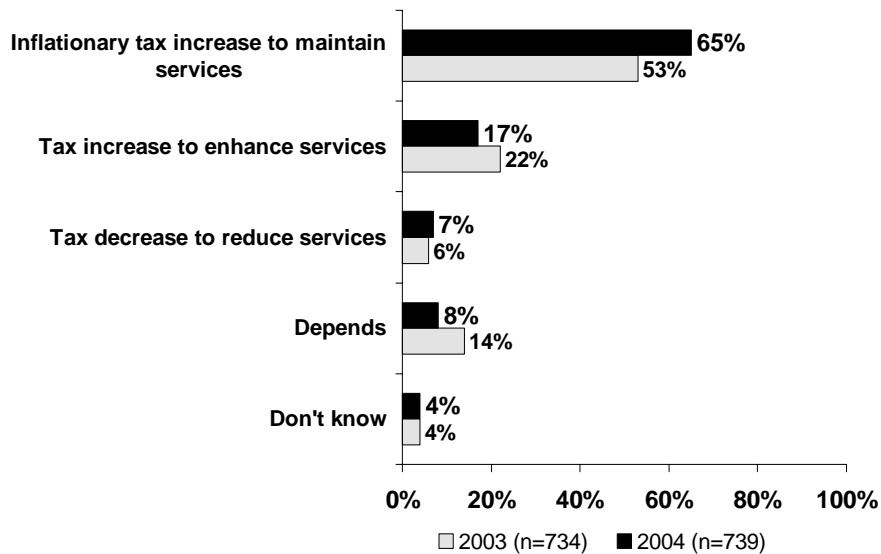
*Multiple mentions.

Next, taxpayers were asked to think about City of St. Albert services over the next five years and which of three strategies they would most likely support. As shown in Figure 37 below, in 2004, respondents were significantly more likely to support an inflationary tax increase to maintain the current level of services from the City (65% versus 53% in 2003) and were less likely to support a tax increase to enhance the level of services (17% versus 22% in 2003). Similar to last year, very few respondents supported a tax decrease to reduce the level of services from the City (7% versus 6% in 2003). This question was not asked in the 2001 or 2002 survey years.

Eight percent of respondents (8%) said their support for a particular tax strategy would depend on the situation or circumstances. Of the respondents in 2004 who stated that their support would depend, most noted they would like services to be maintained without any tax increase. Other common suggestions and remarks included the need for better management of tax dollars, that the services should be maintained with some tax cuts, to keep the services the same but reduce taxes and that a small increase may be acceptable to improve services. See the detailed data tables for a complete list of comments articulated by those who said their support for a tax strategy would “depend”.

Figure 37

Support for Five Year Tax Strategy

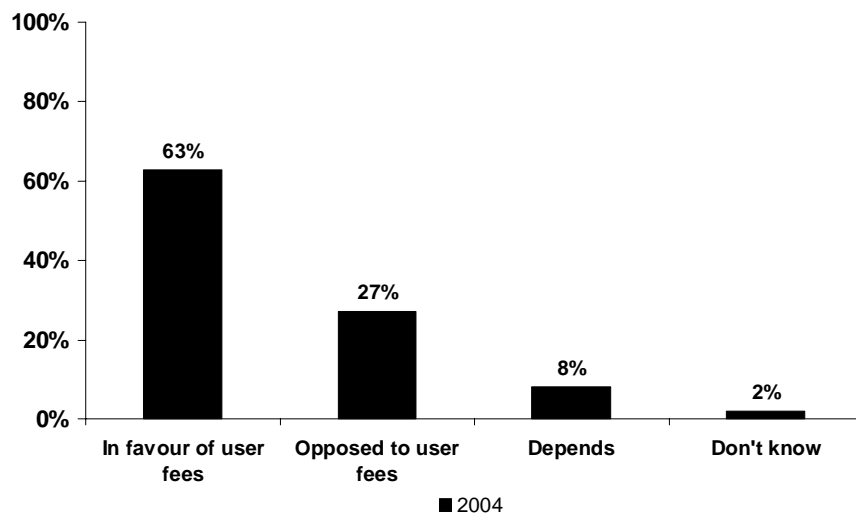


It was explained to all respondents that property taxes pay for City services that are a benefit to all St. Albert residents, however user fees are also in place for some services where the user can choose how much and how often they use the service. Respondents were then asked if they were, generally, in favour or opposed to user fees. As depicted in Figure 38, 63% of respondents stated that they were generally in favour of user fees, while 27% were opposed and 8% said it would “depend”. This question was not asked in previous survey years.

Of the 64 of respondents who stated that their support of user fees would depend, most noted that their support would be influenced based on the facility and situation (28 respondents). Other respondents stated that they would expect their taxes to go down (5), or they would support user fees as long as their taxes did not increase (4). See the detailed data tables for a complete list of comments articulated by those who said their support of user fees would “depend”.

Figure 38

In Favour or Opposed to User Fees



**Not asked in previous survey years.*

The following respondent subgroups were significantly more likely to be opposed to user fees:

- ◆ respondents who felt the **quality of service provided by the City had decreased** (35% were opposed to user fees versus 17% of those who felt the quality had remained the same); and
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (37% versus 20% who said it was very good or good value).

3.11 Municipal Leadership

Next, respondents were asked several questions related to municipal leadership in the City of St. Albert.

First, respondents were asked to state what they felt was the most important issue facing St. Albert City Council today. As shown in Table 10, below, the west road or ring road development continues to be top-of-mind among respondents (42% versus 37% in 2003). This was followed by concerns related to the need or desire for a multi-use recreational facility (24% in both survey years). Interestingly, compared to last year significantly fewer respondents in 2004 mentioned rising municipal taxes or high taxes as an issue, as only 4% noted their concern regarding this aspect compared to 30% in 2003.

Table 10

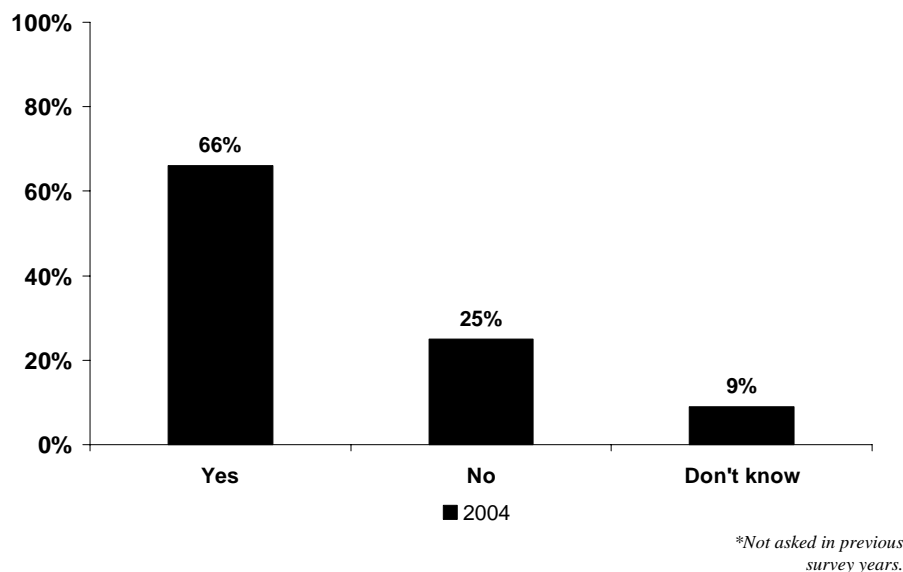
What would you say is the most important issue facing St. Albert City Council today?	Percent of Respondents *	
	2004	2003
	(n=800)	(n=800)
West Road / ring road / western bypass	42	37
Lack of sport and recreation centre / proposed multi-purpose facility	24	24
Urban growth / managing the City growth without raising taxes	7	5
Poor City management / lack of decision making	6	3
Rising municipal taxes / high taxes	4	30
Too much traffic / traffic congestion	4	3
Municipal election – need for new council and mayor	4	0
Edmonton annexing St. Albert / how to deal with Edmonton & the surrounding communities	3	0
Land development / management / planning	3	0
Need for more roads / bridges / better access	3	1
Smoking bylaw issue	3	1
The budget / balancing the City budget	2	5
Crime / drugs	2	1
Saving Big Lake / greenbelt / environmental issues	1	0
Maintaining current service levels	1	2
Affordable housing	1	-
Not building a new arena and subsequently losing the St Albert Saints hockey team	1	0
Traffic safety / safety in general	1	-
Other (less than 1% per mention)	13	4
Don't know	12	6

*Multiple mentions.

As depicted in Figure 39, below, most respondents (66%) felt that the City of St. Albert provided residents with sufficient opportunities to provide input on community specific decisions. However, about one-quarter of respondents (25%) felt there were inadequate opportunities for community input, while 9% of respondents were uncertain. This question was not asked in previous survey years.

Figure 39

Opportunities for Community Input



The following respondent subgroups were significantly more likely to feel there was insufficient opportunity for community input:

- ◆ respondents who felt the **quality of service provided by the City had decreased** (47% felt there was insufficient community input versus 23% of those who felt the quality had increased and 23% who felt it had remained the same); and
- ◆ those homeowners who said the **tax dollar represented fair or poor value** (34% versus 19% who said it was very good or good value).

When asked if they had any suggestions on ways the City of St. Albert could provide residents with opportunities to provide their input or gather their feedback, most respondents (48%) did not provide a suggestion. However, of those who did comment, the most common recommendations and comments included:

- to conduct more surveys, including telephone and mail-back questionnaires,
- provide an on-line area on the City website or e-mail address for suggestions,
- City Council needs to listen to residents more,
- provide more information about programs and do more advertising or promoting of what is available,
- hold general town hall meetings,
- have an open-door policy for Council meetings,
- hold more referendums or plebiscites on important issues,
- create a suggestion section the newspaper,
- use the local newspaper as a promotional tool to better inform residents, and
- have a City Hall hot line service.

Other less commonly noted suggestions are provided in the detailed data tables.

3.12 Respondent Characteristics

The following table provides a demographic profile of respondents surveyed in 2004. A profile of respondents interviewed in 2003 and 2002 has also been provided.

Table 11

Demographic Profile of Survey Respondents			
	Percent of Respondents		
	2004 (n=800)	2003 (n=800)	2002 (n=800)
Gender:			
Male	49	50	45
Female	51	50	50
Number of Years Residing in St. Albert:			
1 to 5 years	19	20	25
6 to 10 years	19	20	17
11 to 20 years	29	27	57 (more than 10 years)
Over 20 years	33	33	
Readership of <i>Citylights</i> Advertising Feature:			
Always	21	20	20
Sometimes	41	36	50
Rarely	19	18	15
Never	12	19	14
Not aware of feature	7	5	n/a
Don't know	<1	2	2
Age:			
18 to 24 years	5	6	15 (18-34 years)
25 to 34 years	11	12	
35 to 44 years	23	22	28
45 to 54 years	26	27	28
55 to 64 years	28	19	29 (55+)
65 years and over	13	13	-
Refused	3	2	0
Average age:	48 years	48 years	n/a
Children in Household:			
Yes	46	43	44
No	54	57	56

Table 11 continued...

Demographic Profile of Survey Respondents			
	Percent of Respondents		
	2004 (n=800)	2003 (n=800)	2002 (n=800)
Composition of Age Groups within Household:			
Under 13 years of age	31	28	n/a
13 to 18 years	24	23	n/a
19 to 44 years	61	60	n/a
45 to 64 years	55	56	n/a
65 years or over	15	15	n/a
Average Household Size	3 people	3 people	n/a
Level of Education:			
Less than / graduated high school	20	22	25
Some / graduated technical or vocational school	9	9	14
Some / graduated college	21	22	21
Some / graduated university	36	36	26
Post graduate	13	10	9
Refused	1	1	2
Household Income:			
Less than \$20,000	<1	2	4
\$20,000 to less than \$30,000	3	6	4
\$30,000 to less than \$50,000	11	14	14
\$50,000 to less than \$70,000	10	17	18
\$70,000 or more	52	44	41
Refused	29	17	20
Employment Status:			
Working full-time, including self-employed	53	58	55
Working part-time, including self-employed	16	12	12
Homemaker	6	4	9
Student	2	3	1
Not employed	2	3	n/a
Retired	19	20	19
Refused	1	<1	1
Other status	n/a	n/a	3
Work for the City of St. Albert:			
Yes	1	2	n/a
No	99	98	n/a