

CITY OF ST. ALBERT

2007 Community Satisfaction Survey

Final Report

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Banister
Research & Consulting Inc.

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SUMMARY OF FINDINGS

In support of its values of open dialogue and collaborative relationships, the City of St. Albert is committed to conducting an annual citizen survey, to ensure that satisfaction with various aspects of living in the community are maintained or increased. The previous year's survey (2006) brought the City some of the most positive results seen over the past few years. Overall, results of the 2007 survey showed that satisfaction levels for all measures were generally high, including the overall quality of life and the service provided by City employees. The 2007 results did, however, show a general decline in many areas, bringing numbers closer to those reported prior to 2006. Specific findings include:

Quality of Life

- Ninety-six percent (96%) of respondents rated the overall quality of life in St. Albert as positive. More specifically, respondents rated the quality of life excellent (25%), very good (51%) or good (20%).
- Respondents indicated the most significant factor contributing to a high quality of life in St. Albert was parkland, green spaces, or the river trail system (46%).
- The factor most frequently indicated as contributing to a low quality of life in St. Albert was high taxes, or tax increases (36%).
- Over two-thirds (69%) of respondents agreed the City of St. Albert is committed to preserving the environment.

Overall Satisfaction with City Services, Facilities and Programs

- The majority of respondents (85%) indicated they were satisfied overall with the services provided by the City of St. Albert.
- Satisfaction levels were highest for the parks and trail system (94%), emergency medical and fire services (89%), and RCMP Police services (80%).
- Respondents reported the lowest satisfaction levels regarding bylaw enforcement (53%), and St. Albert transit (50%). Development permits and land use planning also received low satisfaction ratings (50% and 39%).

Satisfaction with St. Albert Operated Facilities

- Satisfaction levels with facilities were generally high, including the Fountain Park Recreation Centre (89%), the St. Albert Public Library (88%), and cultural facilities (86%),
- Satisfaction levels for other St. Albert operated facilities are lower. These facilities included the Campbell or Kinex Arena (78%), heritage sites (71%), the Woodlands Water Play Park (70%), outdoor rinks (65%), Servus Credit Union Place (64%), and the Grosvenor Outdoor Pool (59%).

Satisfaction with St. Albert Programs

- Respondents were generally satisfied (77%) with St. Albert cultural programs, 55% being very satisfied and 42% being somewhat satisfied.
- Over three-quarters (81%) of respondents were satisfied with recreational programs and activities in St. Albert.
- Satisfaction with family and community support services was generally low (62%), with 35% of respondents neither satisfied nor dissatisfied.

Overall Importance and Service Improvements

- Areas identified as key strengths of St. Albert included:
 - Parks and trail system;
 - RCMP Police Services;
 - Emergency medical and fire services;
 - St. Albert Public Library; and
 - Recreational programs and activities.
- Primary areas of improvement included:
 - Recycling and composting depots;
 - St. Albert public transit;
 - Winter road maintenance;
 - Summer road maintenance;
 - Sewer service; and
 - Family and community support services.
- Respondents generally believed the quality of St. Albert services remained the same over the past year (79%), while 4% believed they increased, and 14% believed the quality decreased.
- Respondents indicated that better recycling options (10%) and pothole repair or road maintenance (9%) would do most to better meet their needs.

Servus Credit Union Place

- More than one-quarter (27%) of respondents used Servus Credit Union Place once per week or more, and 19% used it one to three times per month.
- Overall, sixty-two percent (62%) have used or visited Servus Credit Union Place.

Contact with City of St. Albert Employees

- Nearly two-thirds (63%) of respondents had been in contact with a City employee over the past year.

- City employees were contacted by phone (49%), in person (44%), via email (4%) and by mail or fax (3%).
- Respondents that contacted City employees were generally satisfied with the service they received (86%), 61% being very satisfied and 25% being somewhat satisfied.

Perceptions of Safety in St. Albert

- Most respondents (85%) agreed St. Albert is a safe place to live, 38% strongly agreeing and 47% somewhat agreeing.
- Issues identified as the greatest safety concerns included youth vandalism (42%), drugs in the community (33%), and theft or burglary (29%).

Views Towards Property Taxes

- Nearly all respondents (93%) owned their home in St. Albert versus renting (6%).
- Of these homeowners (n=744), about half (47%) believed they received good or very good value for their tax dollar. Nearly forty percent (39%) believed they received fair value, and 14% believed they received poor value for their tax dollar.
- Reasons for believing the tax dollar represents very good or good value included good or great services (14%) and satisfaction with services received (11%).
- Respondents that believed their tax dollar represents fair or poor value indicated taxes were too high or continued to rise (26%) and that taxes were high in comparison with other communities (15%) or in relation to services received (15%).
- The tax strategy supported by the greatest proportion of respondents was an inflationary tax increase to maintain services (66%), followed by a tax decrease (10%).

Municipal Leadership

- Respondents identified the West Ring Road or bypass as the most important issues facing St. Albert City Council today (12%).
- Agreement that City Council is planning for the future of the community declined in 2007, with less than half (46%) agreeing and 23% disagreeing with this statement.

Newspaper Readership

- The local newspaper respondents most commonly relied on as their source of information and news about the City was the St. Albert Gazette (83%).
- Nearly half (47%) of respondents indicated they read the Saint City News weekly.
- About three-quarters (73%) of respondents read the Wednesday edition of the St. Albert Gazette weekly, and even more (77%) read the Saturday edition every week.

1.0 STUDY BACKGROUND

In support of its values of open dialogue and collaborative relationships, the City of St. Albert is committed to conducting an annual citizen survey. The survey enables the City to listen to the opinions and perceptions of citizens to ensure that satisfaction with various aspects of living in the community are maintained or increased. Banister Research & Consulting Inc. was commissioned to conduct the 2007 citizen satisfaction survey.

Similar to surveys in the past, the findings from this year's survey provide the City of St. Albert with insight into the perceptions and opinions of residents across a number of issues including:

- ◆ Overall quality of life in the City;
- ◆ Factors contributing to the City's quality of life;
- ◆ Satisfaction with various services, facilities, and programs;
- ◆ Overall importance of City services;
- ◆ Contact and satisfaction with City of St. Albert municipal staff;
- ◆ Safety issues;
- ◆ Value received for tax dollar;
- ◆ Satisfaction with municipal leadership; and
- ◆ Newspaper readership.

This report outlines the results for the 2007 survey of St. Albert residents, and includes a comparison of the 2004 to 2006 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

The survey instrument utilized in the 2006 survey formed the basis for the instrument utilized in this survey with some modifications made to update the study.

The questionnaire was finalized based upon a pretest of 12 interviews with a random sample of respondents. The pretest assessed interview length and flow patterns and identified any problem questions or difficulties in comprehension or wording as well as areas of respondent resistance. A copy of the final questionnaire is provided in Appendix A.

2.1 Survey Population and Data Collection

Telephone interviews were conducted from April 28 to May 19, 2007. Banister Research completed a total of 800 telephone interviews with St. Albert citizens 18 years of age or older. 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);
- **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 $\pm 3.3\%$ at the 95% confidence level or 19 times out of 20.

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 table on the following page presents the results of the final call attempts. Using the call summary standard established by the Professional Marketing Research Society, there was a 18% response rate and 72% refusal rate¹. These figures do 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	2117
Refusals	2517
Fax/Modem/Business	225
Not-In-Service/Wrong number	136
Terminated/Language barrier	10
Disqualified/quota full	195
Total	6000

¹ The 2007 refusal rate was higher than previous survey years, 38% in 2006, 54% in 2005, and 64% in 2004

2.2 Data Analysis

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 with services, contact with City employees, 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. The “Selected Sub-Segment Findings” portions of the report present selected findings from the cross tabulation 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 2006 population. The following outlines the weighting factors utilized in this research.

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.

City Quadrant & Population	% of Total Population	# of Interviews Completed	Weighting Factor	Representative # of Interviews
North East: 7,948	14%	200	0.1411	113
North West: 17,292	31%	200	0.3070	246
South West: 11,663	21%	200	0.2071	166
South East: 19,407	34%	200	0.3446	276

3.0 STUDY FINDINGS

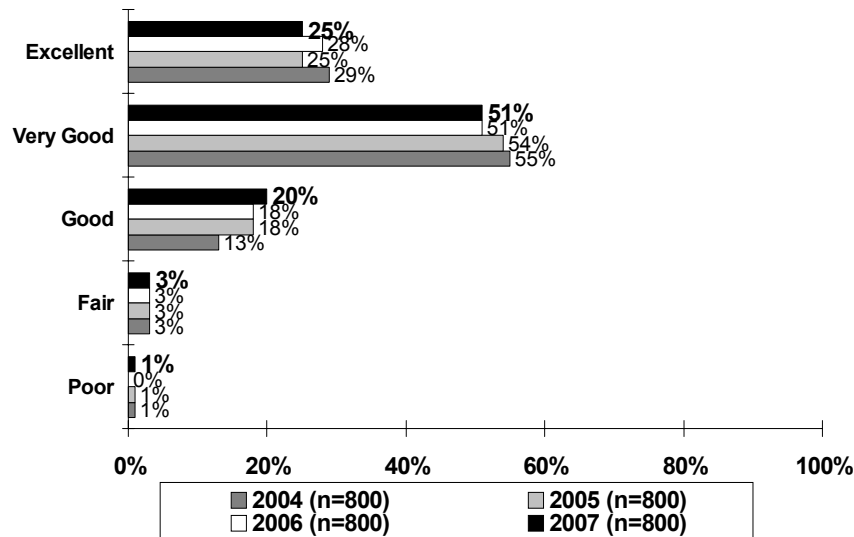
Results of the study are presented as they relate to the specific topic areas addressed by the survey. The reader should note, when reading the report that the term significant refers to “statistical significance”.

3.1 Residents Perceived Quality of Life in St. Albert

The majority of respondents (96%) provided a positive rating for the quality of life in St. Albert, 20% rating it good, 51% very good, and 25% rating it excellent. These results are similar to those of 2006.

Figure 1

Overall Quality of Life in St. Albert



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to rate the quality of life in St. Albert as **good, very good, or excellent** included:

- Those that believed they receive good or very good value for their tax dollar (99% versus 94% that believed they receive fair or poor value);
- Respondents that were satisfied with St. Albert services, facilities and programs (97% versus 82% that were dissatisfied);
- Those that believed the quality of service in St. Albert remained the same this year (97% versus 92% that believed it decreased); and
- Respondents that agreed St. Albert is a safe community (97% versus 87% that disagreed).

When asked to name the most significant factors that contribute to a high quality of life in St. Albert, respondents most frequently mentioned the parkland, green spaces, or river trail system (46%), followed by the friendly atmosphere (24%) and the size of the City (22%). See Table 1, below.

Table 1

In your opinion, what would you say are the three most significant factors contributing to a <u>high</u> quality of life in the City of St. Albert?		
	Percent of Respondents*	
	2007 (n=800)	2006 (n=800)
Parkland / green spaces / river trail system / park system	46	45
Residential community atmosphere / friendly people	24	24
Size – not too big, good layout, easy to get around	22	17
Availability of services / community services / public	21	19
Availability of shopping / amenities / entertainment /	20	22
Availability of recreation / sports facilities and programs	19	18
Safe place to live / low crime rate / good policing	18	21
Schools/educational opportunities / extra curricular activities	15	18
Clean city / clean streets	13	11
Good road maintenance and snow removal	9	8
Location / proximity to Edmonton	7	11
Beautiful city / nice view / good scenery	5	4
Quiet, peaceful atmosphere	5	6

*Multiple mentions.

High taxes and tax increases was named as the most significant factor contributing to a low quality of life in St. Albert (36%), followed by crime and criminal activity (16%) and high housing prices or a need for more affordable housing (11%) and traffic issues (11%).

Table 2

In your opinion, what would you say are the three most significant factors contributing to a <u>low</u> quality of life in the City of St. Albert?		
	Percent of Respondents (n=800)*	
	2007	2006
High taxes (tax increase)	36	29
Crime / vandalism / youth crime / drugs / drunk driving	16	23
High housing prices / need more affordable housing (including housing for seniors)	11	7
Too much traffic/traffic congestion / too many trucks / noise	11	10
City Council (poor management / not accountable / lack direction / need more community input / excessive bylaws / planning (incl. of strip malls and signage)	9	8
Poor maintenance of existing facilities/infrastructure (incl. roads)	8	2
City growing too fast / too much res. development / too spread out	6	4
Restrictions on garbage collection / rates / pay-as-you-throw system / user fees	5	5
Poor road system / lack of by-pass on ring road / concern about road going through lake	5	7
Poor transit system / need more service / high fares / want LRT	5	5
Not enough restaurants / entertainment / amenities	5	N/A
Cost of living high / expensive	5	3

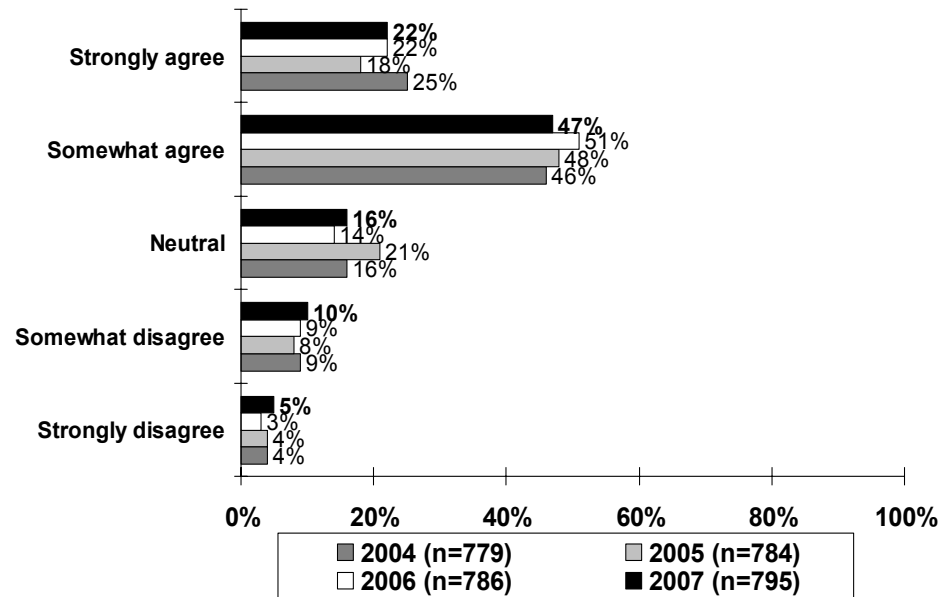
*Multiple mentions.

n/a - verbatim responses not available from previous survey years.

About seventy percent (69%) of respondents agreed the City of St. Albert is committed to preserving the environment, 47% somewhat agreeing and 22% agreeing strongly. Agreement levels are similar to those of previous survey years, 73% agreeing in 2006, 66% in 2005, and 71% agreeing in 2004. See Figure 2, below.

Figure 2

Level of Agreement that the City of St. Albert is Committed to Preserving the Environment*



*This figure displays the ratings of respondents who indicated their level of agreement. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 1% of those surveyed did not provide a response. Considering all survey respondents, 22% strongly agreed and 47% somewhat agreed. From 2004 to 2006 2% to 3% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **agree** the City is committed to preserving the environment included:

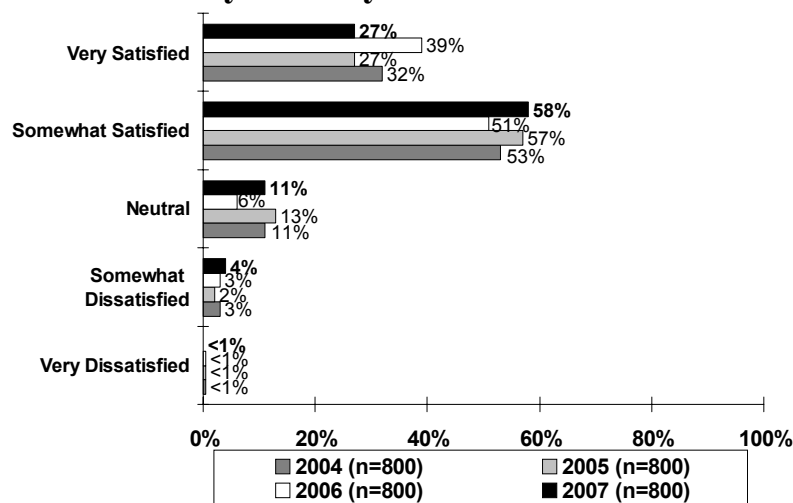
- Those that believed they receive good or very good value for their tax dollar (79% versus 61% that believed they receive fair or poor value);
- Respondents that believed St. Albert services had increased (78%) or stayed the same this year (71%) (versus 51% that believed they had decreased);
- Those that were satisfied with City services, facilities and programs (69% versus 44% that were dissatisfied); and
- Respondents satisfied with the service of City employees (69% versus 54% that were dissatisfied).

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

As illustrated in Figure 3, respondents expressed satisfaction with the services provided by the City of St. Albert, 58% being somewhat satisfied and 27% being very satisfied. Less than 5% indicated some level of dissatisfaction with City services overall. Respondents in 2007 were significantly less likely to be satisfied overall² with City services than respondents in 2006 (5% decrease).

Figure 3

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



² Satisfied or very satisfied

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with St. Albert services** included:

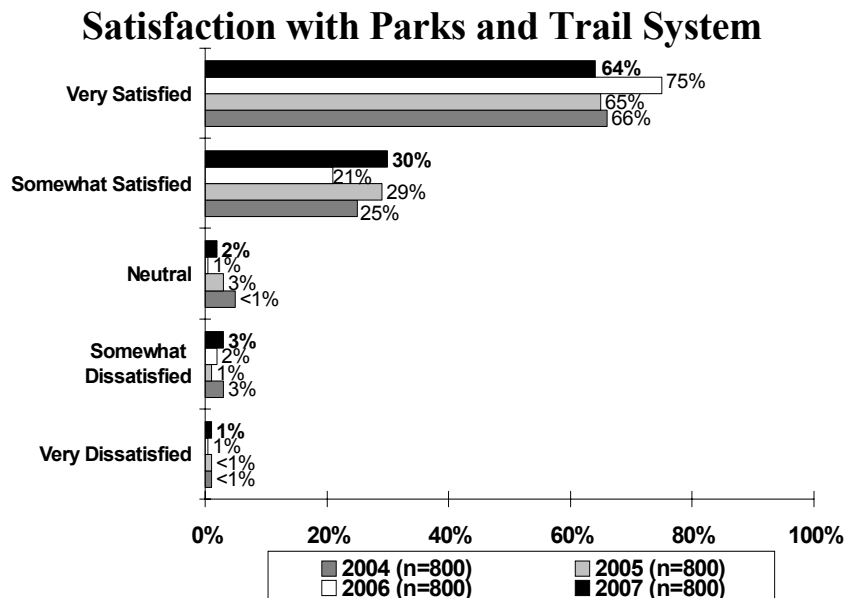
- Those that believed the quality of St. Albert services had increased (96%) or remained the same (87%) (versus 68% that believed they decreased);
- Those that believed they receive good or very good value for their tax dollar (95% versus 75% that believed they receive fair or poor value);
- Those with incomes between \$40,000 and \$100,000 (91% versus 84% of those with incomes greater than \$100,000 per year);
- Female respondents (88% versus 81% of males);
- Respondents that were satisfied with St. Albert City employees (87% versus 73% that were dissatisfied); and
- Those that agreed St. Albert is a safe community (85% versus 73% that disagreed).

3.3 Satisfaction with St. Albert Services

3.3.1 Parks and Trail System

Nearly all respondents (94%) were satisfied with the parks and trail system in St. Albert, 30% being somewhat satisfied and about two-thirds (64%) being very satisfied. The proportion of respondents very satisfied with parks and trails in 2007 was significantly less than those very satisfied in 2006 (11% decrease). The proportion of respondents satisfied overall, however, was comparable to that of 2006.

Figure 4



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the parks and trail system** included:

- Female respondents (96% versus 90% of males);
- Those that believed they receive good or very good value for their tax dollar (96% versus 92% that believed they receive fair or poor value);
- Respondents residing in the North-East and South-East quadrants of St. Albert (96% versus 89% of those in the South-West);
- Those that were satisfied with City services, facilities and programs (95% versus 59% that were dissatisfied);
- Respondents aged 25 to 64 years old (94% to 95% versus 88% of those 65 years and older);
- Those with incomes \$40,000 per year or greater (94% to 96% versus 85% of those with incomes less than \$40,000 per year); and
- Respondents that believed St. Albert services had remained the same this year (94% versus 87% that believed they had decreased).

Reasons for Dissatisfaction (n=28)

Top reasons for dissatisfaction with the parks and trail system included:

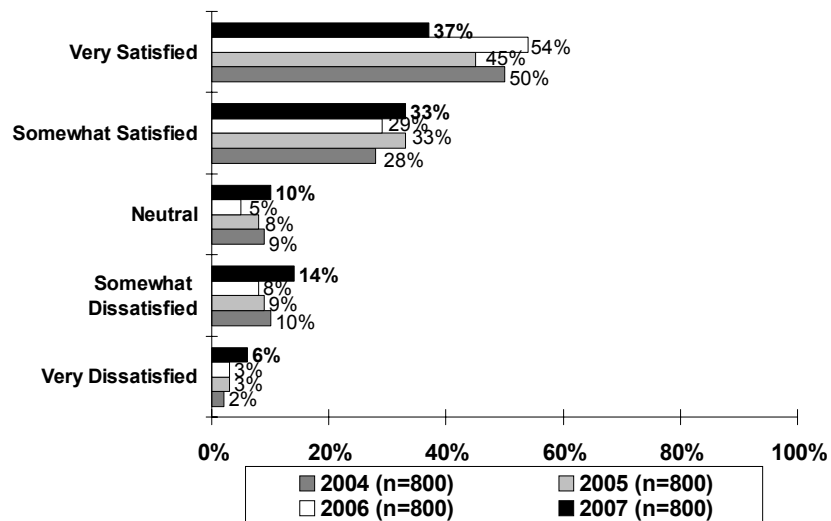
- Trails not cleaned often enough (9 respondents);
- Maintenance not done (8 respondents);
- Existing parks and trails not developed enough (3 respondents);
- Grass needs cutting/excessive weeds (3 respondents); and
- Incomplete trails (3 respondents).

3.3.2 Disposal Services

Seventy percent (70%) of respondents expressed some level of satisfaction with recycling and composting depots in St. Albert. Twenty percent (20%) of respondents were, however, dissatisfied with recycling and composting depots. 2007 results show significantly lower levels of overall satisfaction (13% decrease), and higher levels of overall dissatisfaction (9% increase) compared with results from 2006.

Figure 5

Satisfaction with Recycling and Composting Depots



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be satisfied with recycling and composting depots included:

- Those that believed they receive good or very good value for their tax dollar (77% versus 63% that believed they receive fair or poor value);
- Respondents living in St. Albert longer than 10 years (73% versus 61% of those living there 10 years or less);
- Respondents aged 45 years and older (72% to 74% versus 63% of those aged 25 to 44 years); and
- Those that were satisfied with City services, facilities and programs (70% versus 49% that were dissatisfied).

Reasons for Dissatisfaction (n=160)

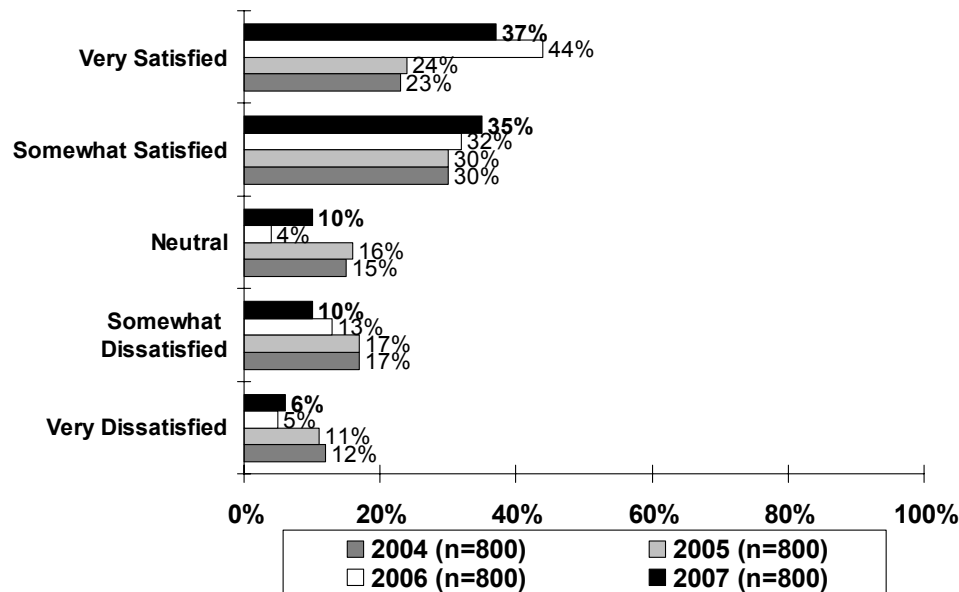
Top reasons for dissatisfaction with recycling and composting depots included:

- Unable to take all items there (e.g. plastics) / variety of recycling (36%);
- No pick-up service (32%);
- Should have one on each end of the City/more depots (11%);
- Distance to site is too far (7%); and
- No blue box system (7%).

As illustrated in Figure 6, nearly three quarters (72%) of respondents were satisfied with garbage collection services in St. Albert, 35% being satisfied and 37% being very satisfied. A downward trend is evident in dissatisfaction with garbage collection over the past 4 survey years, 29% being dissatisfied in 2004, to 28% in 2005, to 18% in 2006, down to 16% being dissatisfied in 2007. Overall satisfaction, however, decreased significantly (4%) between 2006 and 2007.

Figure 6

Satisfaction with Garbage Collection Services



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with garbage collection** included:

- Respondents that believed the quality of St. Albert services had increased (82%) or remained the same (74%) this year (versus 61% of those that believed they decreased);
- Those that believed they receive good or very good value for their tax dollar (79% versus 66% that believed they receive fair or poor value); and
- Those that were satisfied with City services, facilities and programs (73% versus 51% that were dissatisfied).

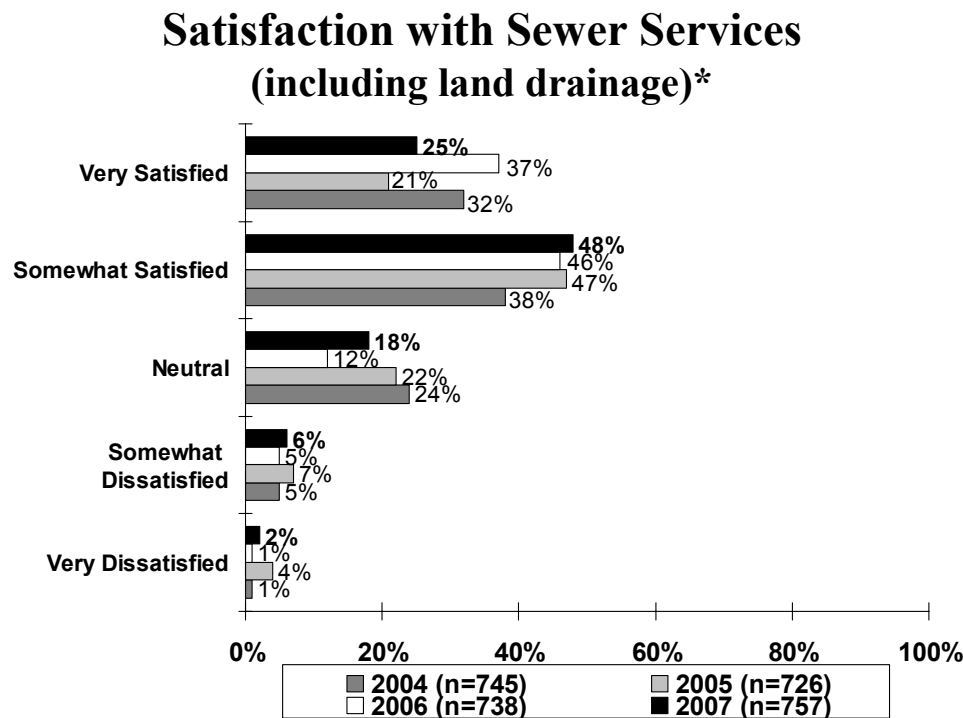
Reasons for Dissatisfaction (n=124)

Top reasons for dissatisfaction with garbage collection services included:

- Don't like paying extra (24%);
- Dislike tag system in general (19%);
- Tags expire and unable to use them the next year / penalized for minimizing garbage (17%);
- Charge should be included in taxes (16%); and
- Limits put on households (11%).

Respondents were generally satisfied with sewer services, including land drainage, with 48% being satisfied and 25% being very satisfied. Eighteen percent (18%) of respondents were neutral regarding their satisfaction with this service. In comparison with 2006, respondents in 2007 were significantly less likely to be satisfied overall with sewer services (10% decrease).

Figure 7



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 5% of those surveyed did not provide a response. Considering all survey respondents, 24% were very satisfied and 46% were somewhat satisfied. From 2004 to 2006 7% to 9% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with sewer services** included:

- Those that believed they receive good or very good value for their tax dollar (77% versus 66% that believed they receive fair or poor value);
- Male respondents (76% versus 63% of females);
- Respondents that agreed St. Albert is a safe community (71% versus 56% that disagreed); and
- Those that owned their homes (71% versus 48% that rented their homes).

Reasons for Dissatisfaction (n=64)

Top reasons for dissatisfaction with sewer services included:

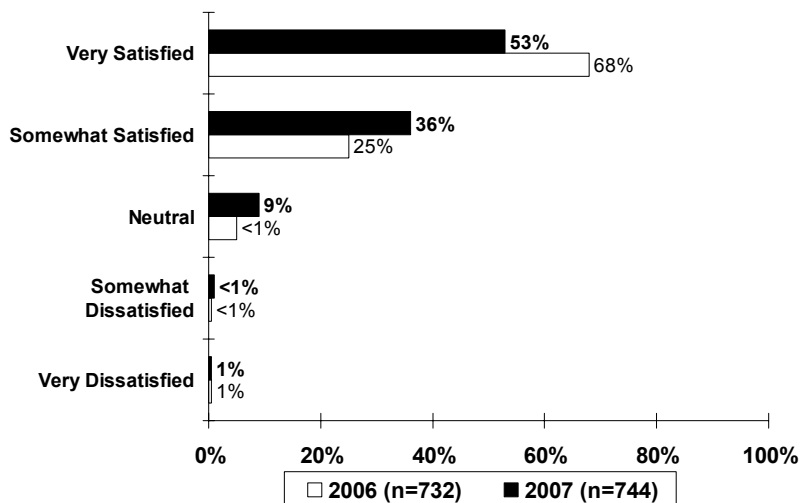
- In some places water is not draining properly (12 respondents);
- Lack of help from City with sewer backup (9 respondents);
- Flooding in some areas (8 respondents);
- Damage caused by tree roots / City will not cover the cost (6 respondents); and
- City wants to charge for any work done / paying surcharge (6 respondents).

3.3.3 Protective Services

The majority of respondents (89%) were satisfied with emergency medical and fire services to some degree, over one-third (36%) being somewhat satisfied and over half (53%) being very satisfied. In comparison to last year's results, respondents were significantly less likely to be very satisfied (15% decrease) and more likely to be somewhat satisfied (11% increase) with these services, however, overall satisfaction remained somewhat consistent between survey years.

Figure 8

Satisfaction with Emergency Medical & Fire Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 7% of those surveyed did not provide a response. Considering all survey respondents, 49% were very satisfied and 34% were somewhat satisfied. In 2006 9% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with emergency medical & fire** included:

- Those that believed the quality of St. Albert services had increased (97% versus 80% that believed they decreased and 83% that believed they remained the same);
- Those that believed they receive good or very good value for their tax dollar (90% versus 78% that believed they receive fair or poor value);
- Those aged 65 years and older (88% versus 78% of those between the ages of 25 and 44 years);
- Those not employed part-time or full-time (88% versus 80% that were);
- Respondents living in St. Albert longer than 10 years (87% versus 76% of those living there 10 years or less); and
- Respondents residing in the South-East (86%) and North-West (85%) City quadrants (versus 77% of those in the South-West).

Reasons for Dissatisfaction (n=12)

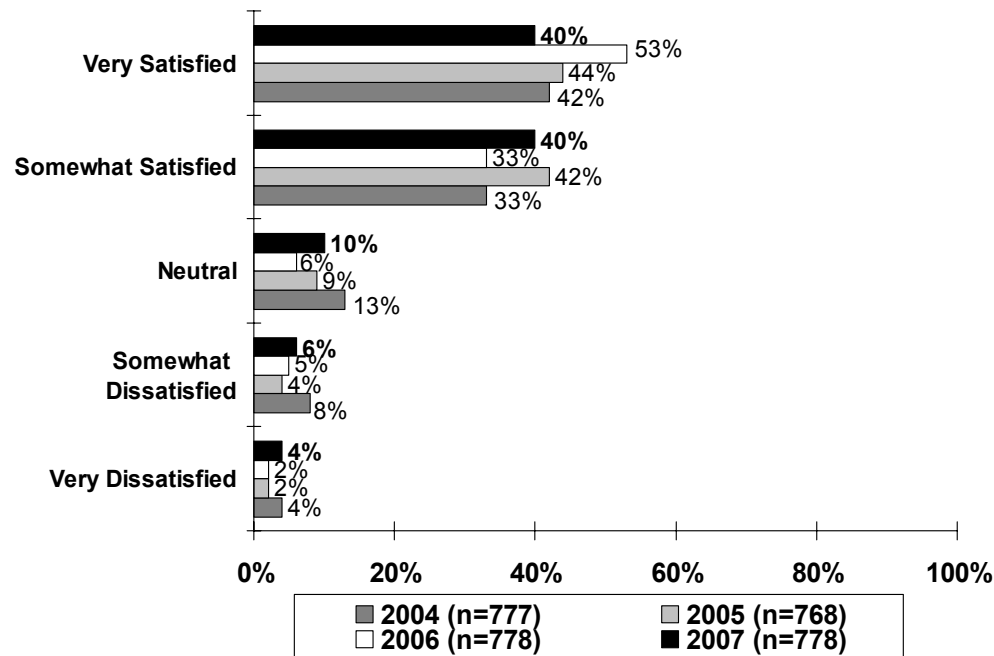
Top reasons for dissatisfaction with emergency medical and fire services included:

- Hospital waiting time / too long (11 respondents);
- Slow response time (2 respondents);
- Unplanned discharges (1 respondent);
- Service is poor (in general) (1 respondent);
- Out of date equipment and training (1 respondent); and
- Need another fire station (1 respondent).

As illustrated in Figure 9, respondents were generally satisfied with RCMP services in St. Albert, 40% being satisfied and a further 40% being very satisfied. Respondents in 2007 were significantly less likely to express overall satisfaction with RCMP services than in 2006 (6% decrease).

Figure 9

Satisfaction with RCMP Police Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 3% of those surveyed did not provide a response. Considering all survey respondents, 39% were very satisfied and 39% were somewhat satisfied. From 2004 to 2006 3% to 4% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with RCMP Police services** included:

- Those that believed they receive good or very good value for their tax dollar (85% versus 75% that believed they receive fair or poor value);
- Respondents with incomes between \$40,000 and \$100,000 per year (84% versus 69% with incomes less than \$40,000 per year);
- Those that owned their homes (80% versus 61% of those that rented);
- Respondents that were satisfied with City services, facilities and programs (80% versus 42% that were dissatisfied); and
- Those that agreed St. Albert is a safe community (79% versus 62% of those that disagreed).

Reasons for Dissatisfaction (n=70)

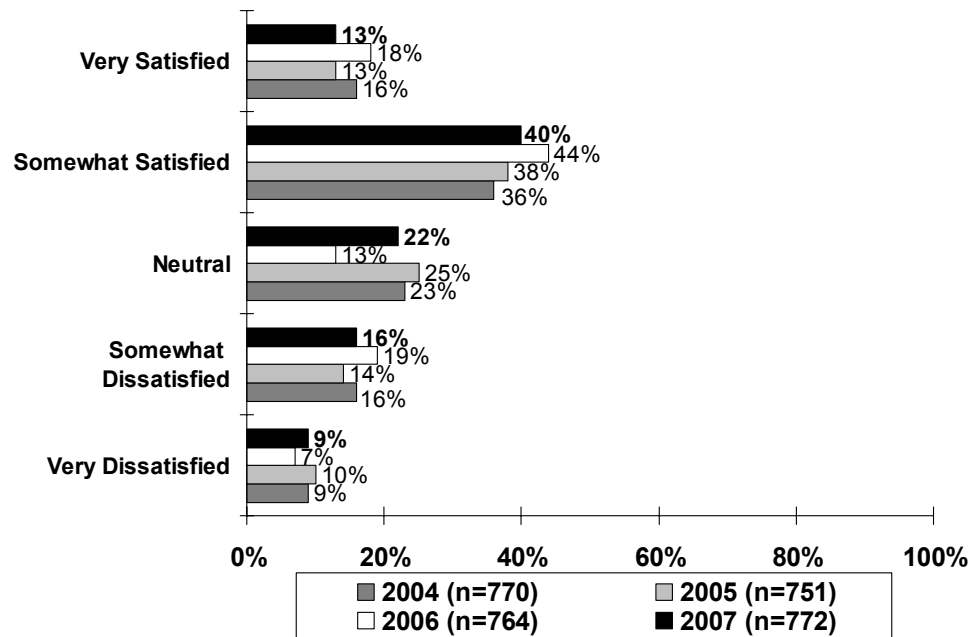
Top reasons for dissatisfaction with RCMP Police services included:

- Lack of crime enforcement / too much theft and vandalism (15 respondents);
- Lack of visibility (15 respondents);
- Lack of youth enforcement (10 respondents);
- Not enough police officers (8 respondents);
- Manpower wasted on trivial matters (7 respondents); and
- Not taking care of drug problems (7 respondents).

Satisfaction levels for bylaw enforcement services was low in comparison with other services investigated. Just over half (53%) of respondents expressed some level of satisfaction, while 25% were dissatisfied to some degree. 2007 saw a decrease in respondents that were satisfied overall with bylaw enforcement services (9% decrease from 2006).

Figure 10

Satisfaction with Bylaw Enforcement Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 4% of those surveyed did not provide a response. Considering all survey respondents, 13% were very satisfied and 39% were somewhat satisfied. From 2004 to 2006 5% to 6% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with bylaw enforcement** included:

- Those that believed the quality of St. Albert services increased (76% versus 52% that believed they stayed the same and 39% that believed they decreased);
- Those that completed their survey after the tax increase announcement (62% versus 50% of those that completed their survey before);
- Respondents residing in the North-East City quadrant (60% versus 47% of those in the North-West);
- Those that believed they receive good or very good value for their tax dollar (59% versus 45% that believed they receive fair or poor value); and
- Female respondents (57% versus 45% of males).

Reasons for Dissatisfaction (n=184)

Top reasons for dissatisfaction with bylaw enforcement included:

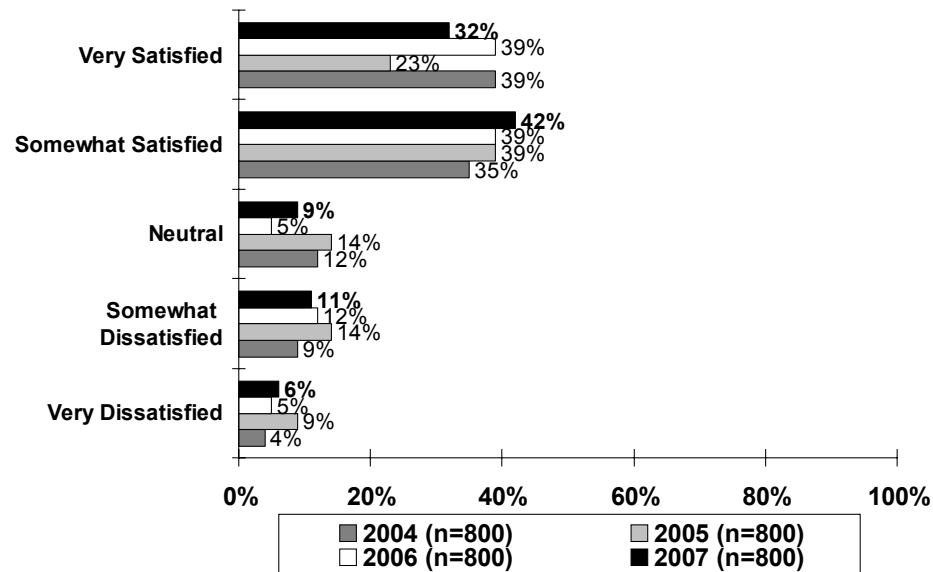
- Too much photo radar / just a "cash cow" (21%);
- Lack of pet enforcement (15%);
- No weed control (13%);
- Lack of enforcement in general (8%); and
- Lack of enforcement for pet waste (7%).

3.3.4 Road Maintenance Services

Regarding road maintenance services, about three-quarters (74%) of respondents were satisfied to some degree with services provided in the winter. Respondents were less likely to be satisfied overall in 2007 than in 2006 (4% decrease) with winter road maintenance in St. Albert.

Figure 11

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



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with winter road maintenance** included:

- Those that believed they receive good or very good value for their tax dollar (82% versus 67% that believed they receive fair or poor value);
- Respondents that believed the quality of St. Albert services had increased (79%) or remained the same (77%) (versus 51% that believed they decreased);
- Those that agreed St. Albert is a safe community (74% versus 58% that disagreed); and
- Those that were satisfied with City services, facilities and programs (74% versus 50% that were dissatisfied).

Reasons for Dissatisfaction (n=130)

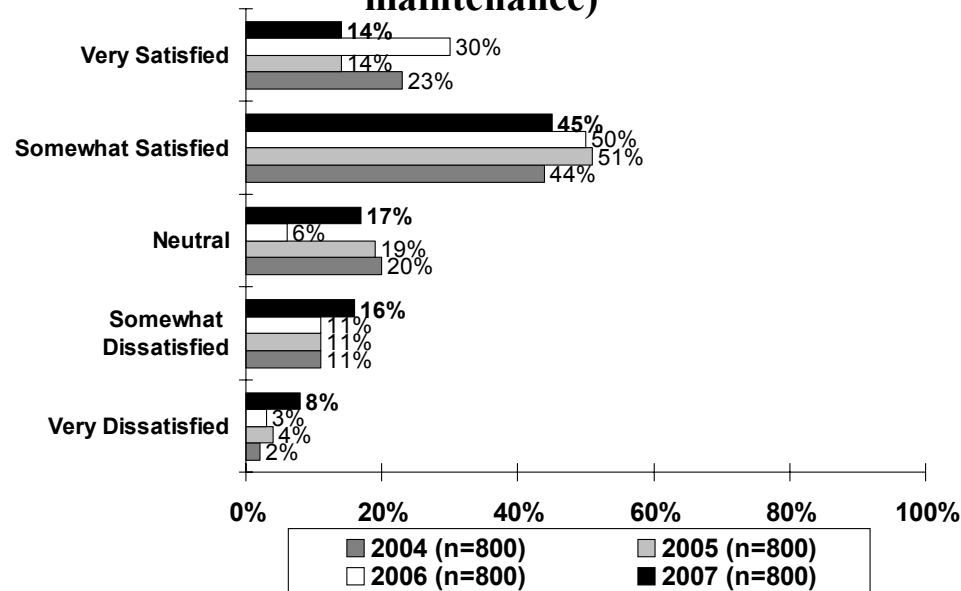
Top reasons for dissatisfaction with winter road maintenance included:

- Do not do it often enough (19%);
- Time it takes to get done (18%);
- Some streets not cleaned at all (13%);
- Lack of snow removal in residential areas (11%); and
- Lack of snow removal (general) and maintenance (service) (9%).

As shown in Figure 12, respondents were less likely to be satisfied with summer road maintenance than winter road maintenance. Less than sixty percent (59%) of respondents were satisfied to some degree, while 24% were dissatisfied. Respondents were significantly less likely to be satisfied overall with summer road maintenance in 2007 than in 2006 (21% decrease), and more likely to be neutral in this regard (11% increase).

Figure 12

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



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with summer road maintenance** included:

- Those residing in the South-West quadrant of St. Albert (67% versus 57% of those in the North-West and 57% of those in the South-East);
- Those that believed they receive good or very good value for their tax dollar (66% versus 52% that believed they receive fair or poor value);
- Those with incomes \$100,000 per year or greater (63% versus 48% of those with incomes less than \$40,000 per year);
- Those with a university education (63% versus 54% of those with a high school education and 55% with college); and
- Respondents aged 25 to 64 years old (60% to 62% versus 50% of those 65 years and older).

Reasons for Dissatisfaction (n=189)

Top reasons for dissatisfaction with summer road maintenance included:

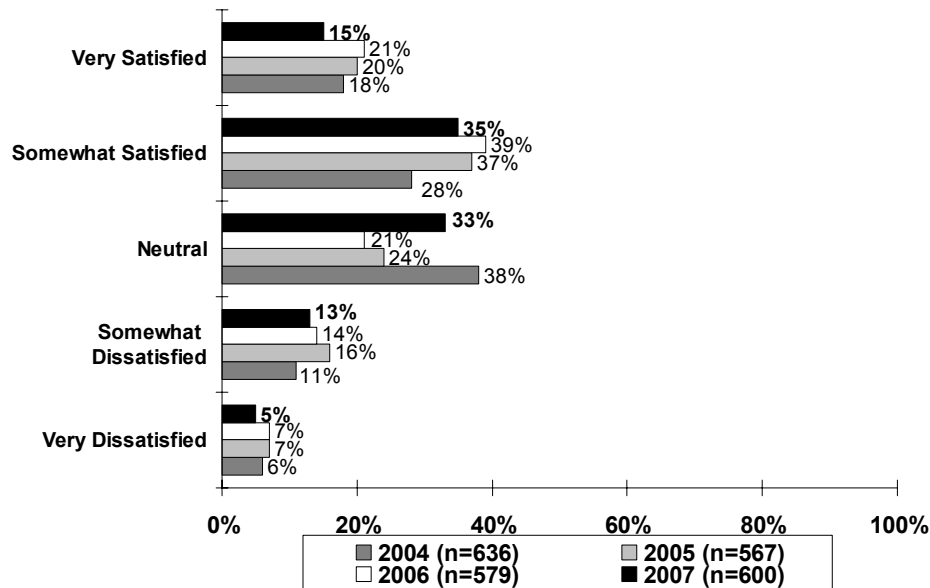
- Potholes not being repaired (58%);
- Lack of road maintenance (19%);
- Sidewalks in need of repair (14%);
- Lack of cleaning (11%);
- Poor repair jobs (8%); and
- Poor condition in general (8%).

3.3.5 Public Transit Services

Satisfaction levels with public transit services were the low compared with other services investigated (50%) Significantly less respondents were satisfied overall with public transit in 2007 than in 2006 (10% decrease), with a substantial increase (12%) in those that were neutral in this regard.

Figure 13

Satisfaction with St. Albert Public Transit*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 25% of those surveyed did not provide a response. Considering all survey respondents, 11% were very satisfied and 26% were somewhat satisfied. From 2004 to 2006 20% to 29% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with St. Albert Public Transit** included:

- Respondents that believed the quality of St. Albert services had increased (63% versus 31% of those that believed they decreased and 37% that believed they stayed the same);
- Those that completed their survey after the tax increase announcement (46% versus 36% of those that completed their survey before);
- Those that believed they receive good or very good value for their tax dollar (42% versus 33% that believed they receive fair or poor value); and
- Those that were satisfied with City services, facilities and programs (38% versus 12% that were dissatisfied).

Reasons for Dissatisfaction (n=100)

Top reasons for dissatisfaction with St. Albert Public Transit included:

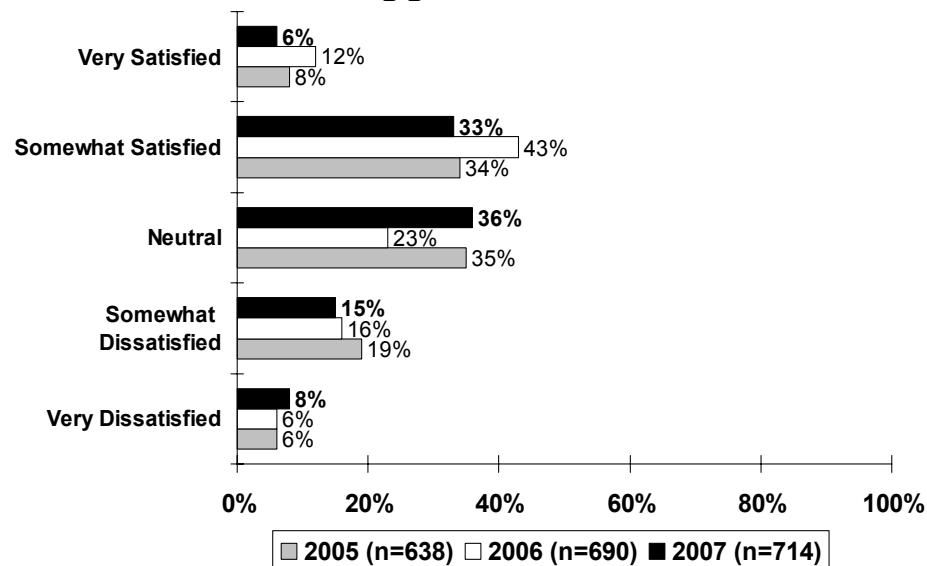
- Frequency of buses (14%);
- Not enough service into Edmonton (13%);
- Limited runs, not enough service (11%);
- Time it takes to get anywhere (9%);
- Timing of buses (stops/departs not on time) (9%);
- Poor scheduling (9%); and
- Poor service on off-peak hours (9%).

3.3.6 Planning and Development

Satisfaction levels regarding land use planning and approvals decreased between 2006 and 2007. Thirty-nine percent (39%) of respondents were satisfied overall in 2007, a 16% decrease from last year. Dissatisfaction levels were comparable to 2006, but those that were neither satisfied nor dissatisfied increased by 13%.

Figure 14

Satisfaction with Land Use Planning and Approvals*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 11% of those surveyed did not provide a response. Considering all survey respondents, 6% were very satisfied and 30% were somewhat satisfied. From 2004 to 2006 14% to 20% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with land use planning and approvals** included:

- Respondents earning between \$40,000 and \$100,000 per year (42% versus 26% that earned less than \$40,000 per year);
- Those that believed they receive good or very good value for their tax dollar (41% versus 31% that believed they receive fair or poor value);
- Those that were satisfied with City services, facilities and programs (36% versus 17% that were dissatisfied); and
- Respondents in the South-East City quadrant (41% versus 31% of those in the North-West).

Reasons for Dissatisfaction (n=175)

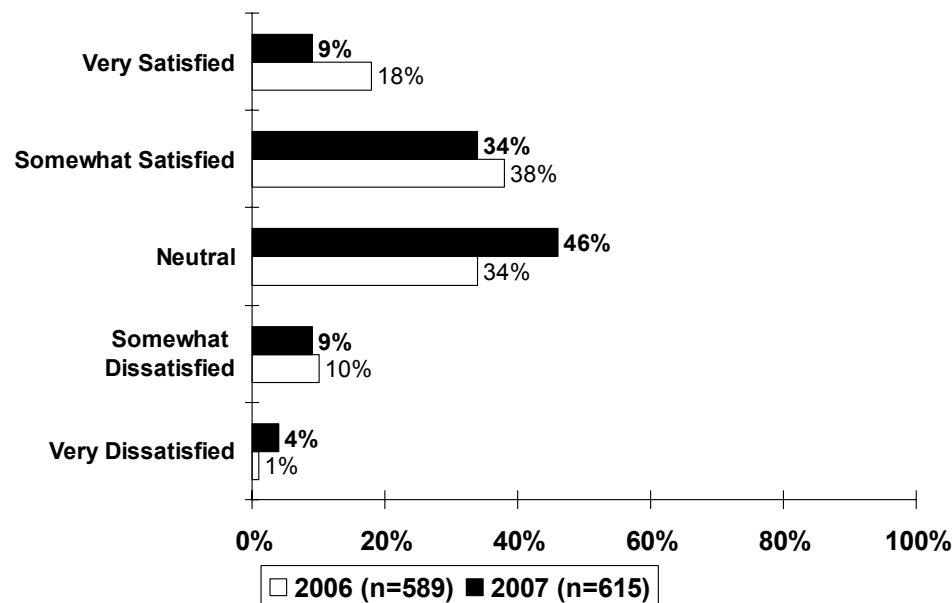
Top reasons for dissatisfaction with land use planning and approvals included:

- Displeased with commercial planning and use of land (21%);
- Lack/destruction of farm/park/green areas (13%);
- Indecisive Council and Administration (10%);
- Too much urban sprawl/residential (9%);
- Displeased with planning in general (8%); and
- Dissatisfied with bypass approval.

Of all St. Albert services investigated, satisfaction levels with building developments and permits were lowest (43%). Compared with 2006, 2007 saw a significant decrease (13%) in respondents that were satisfied overall with building and development permits, and a significant increase (12%) in those that were neutral.

Figure 15

Satisfaction with Building & Development Permits*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 23% of those surveyed did not provide a response. Considering all survey respondents, 7% were very satisfied and 26% were somewhat satisfied. In 2006 26% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be satisfied with building and development permits included:

- Those that believed the quality of St. Albert services had increased (62% versus 27% that believed they decreased and 32% that felt they stayed the same);
- Respondents with high school as their highest level of education (38% versus 30% with university education);
- Those that believed they receive good or very good value for their tax dollar (38% versus 29% that believed they receive fair or poor value);
- Those that were dissatisfied with City services, facilities and programs (26% versus 9% that were satisfied); and
- Respondents residing in the North-West (13%) and South-West (12%) City quadrants (versus 6% of those in the South-East).

Reasons for Dissatisfaction (n=77)

Top reasons for dissatisfaction with building and development permits included:

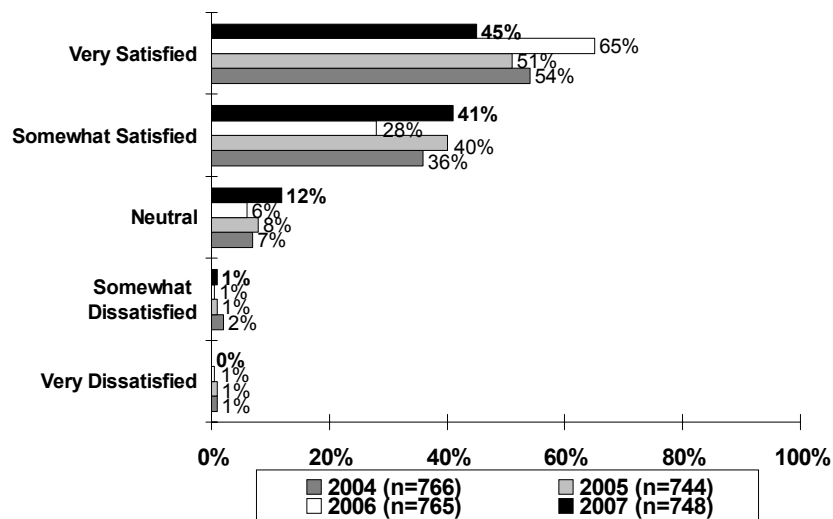
- Things are happening too fast / building too fast (10 respondents);
- Not thinking ahead / disorganized / lack of forward planning (10 respondents);
- Too many restrictions / too much red tape / too picky (8 respondents); and
- Long waiting time for permits / inefficient waiting time (7 respondents).

3.4 Satisfaction with St. Albert Operated Facilities

Respondents were asked to provide satisfaction ratings for facilities operated by the City of St. Albert. Respondents were generally satisfied with cultural facilities, including the Arden Theatre and Visual Arts Wing, 86% being satisfied to some degree. Compared to 2006, 2007 saw a significant decrease in those that were satisfied with cultural facilities, with a 7% decrease in those that were satisfied overall.

Figure 16

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



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 7% of those surveyed did not provide a response. Considering all survey respondents, 43% were very satisfied and 39% were somewhat satisfied. From 2004 to 2006 4% to 7% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with cultural facilities** included:

- Those that believed they receive good or very good value for their tax dollar (89% versus 76% that believed they receive fair or poor value);
- Respondents living in St. Albert longer than 10 years (85% versus 75% of those living there 10 years or less);
- Female respondents (84% versus 79% of males);
- Respondents with a university education (84% versus 77% of those with a high school education); and
- Those that were satisfied with City services, facilities and programs (83% versus 62% that were dissatisfied).

Reasons for Dissatisfaction (n=9)

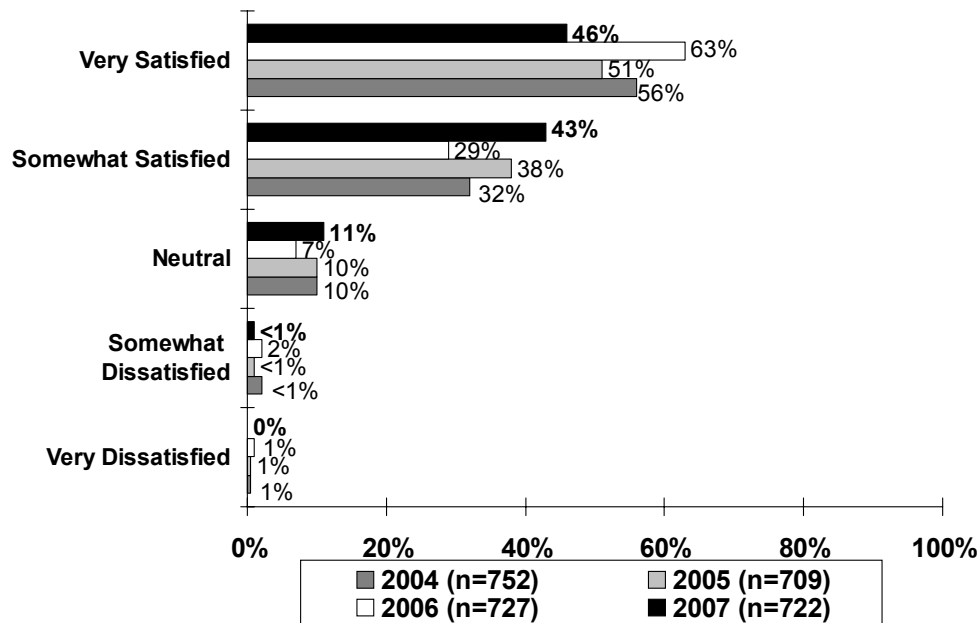
Top reasons for dissatisfaction with cultural facilities included:

- Lack of services/programs / need more funding (3 respondents);
- Poor distribution of funds (1 respondent);
- Events are too costly (1 respondent);
- Need maintenance/repairs (1 respondent);
- Should not be publicly funded / excessively funded (1 respondent); and
- Arden theatre is too small (1 respondent).

Satisfaction levels with the Fountain Park Recreation Centre were comparable to those of last year, 89% being satisfied to some degree. Although respondents were significantly less likely to be very satisfied compared with 2006 (17% decrease), overall satisfaction ratings were comparable between survey years.

Figure 17

Satisfaction with Fountain Park Recreation Centre*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 10% of those surveyed did not provide a response. Considering all survey respondents, 41% were very satisfied and 39% were somewhat satisfied. From 2004 to 2006 6% to 11% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Fountain Park Recreation Centre** included:

- Those with children in the household (91% versus 73% of those without children in the household);
- Respondents aged 25 to 64 years old (81% to 89% versus 70% of those 65 years and older);
- Those residing in the South-East City quadrant (86% versus 74% of those in the South-West and 78% of those in the North-West);
- Female respondents (84% versus 76% of males);
- Respondents with a university education (83% versus 75% of those with high school education);
- Those working part-time or full-time (83% versus 73% of those with some other status); and
- Those earning \$40,000 per year or more (81% to 83% versus 67% of those with incomes less than \$40,000).

Reasons for Dissatisfaction (n=7)

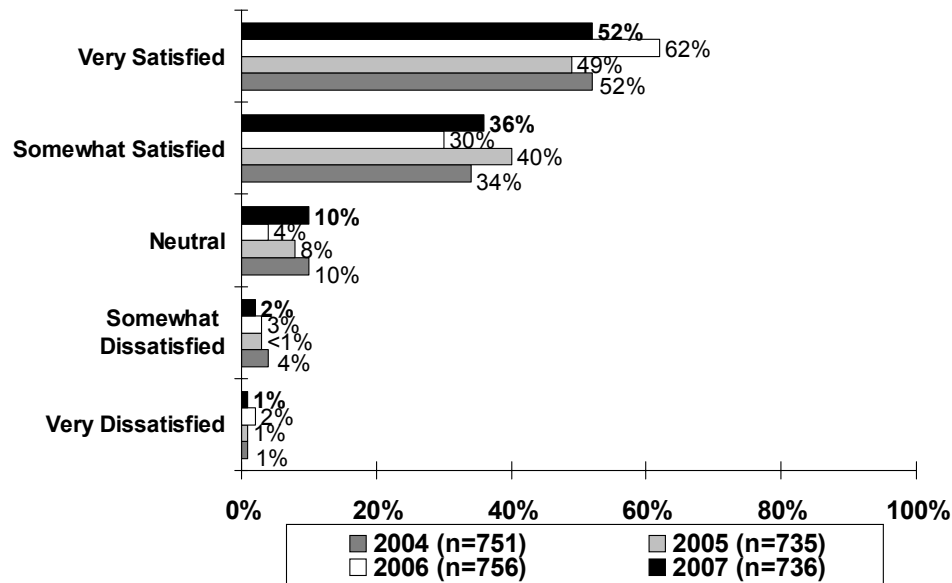
Top reasons for dissatisfaction with Fountain Park Recreation Centre included:

- Too crowded/busy (3 respondents);
- Always room for improvement (1 respondent);
- Too much theft (1 respondent);
- Need better maintenance / dirty change rooms (1 respondent);
- Hours are too short (1 respondent); and
- Need more public lane swimming time (1 respondent).

The majority of respondents (88%) expressed satisfaction with the St. Albert Public Library with over one third (36%) being somewhat satisfied, and more than half (52%) being very satisfied. Overall satisfaction levels were lower in 2007 than in 2006 (4% decrease), but were comparable to those of other survey years (89% in 2005 and 86% in 2004). See Figure 18, below.

Figure 18

Satisfaction with the St. Albert Public Library*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 8% of those surveyed did not provide a response. Considering all survey respondents, 48% were very satisfied and 33% were somewhat satisfied. From 2004 to 2006 6% to 8% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Public Library** included:

- Those that believed the quality of St. Albert services had increased (95% versus 75% that believed they decreased and 81% that felt they stayed the same);
- Those that believed they receive good or very good value for their tax dollar (87% versus 76% that believed they receive fair or poor value);
- Respondents with a university education (86% versus 74% with a high school education and 77% with a college education);
- Female respondents (86% versus 76% of males);
- Respondents living in St. Albert longer than 10 years (85% versus 73% of those living there 10 years or less); and
- Those that were satisfied with City services, facilities and programs (82% versus 58% that were dissatisfied).

Reasons for Dissatisfaction (n=19)

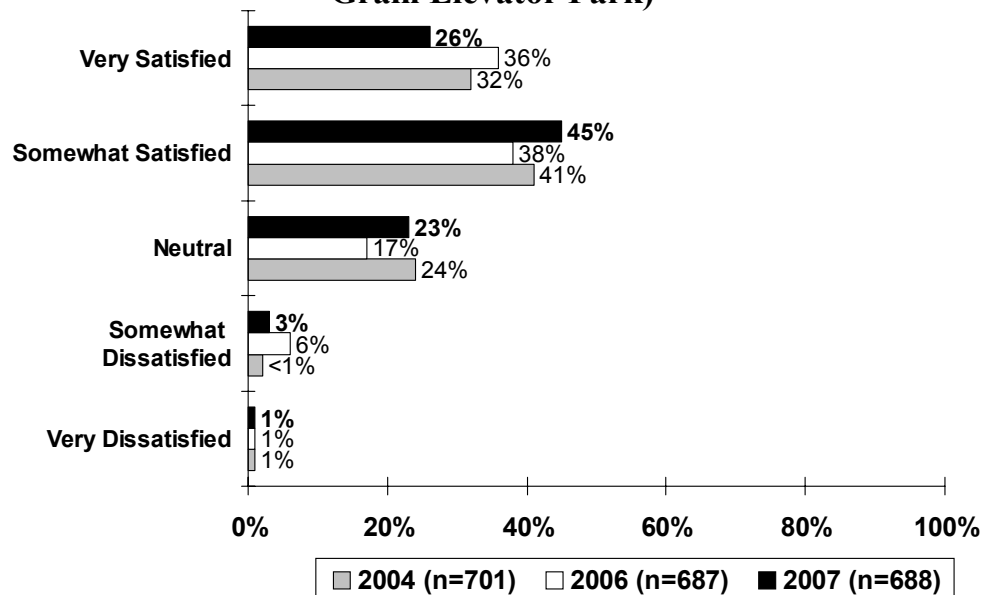
Top reasons for dissatisfaction with the St. Albert Public Library included:

- User fees too high / should be free (5 respondents);
- Not enough books (4 respondents);
- It is too small (3 respondents);
- Needs longer/better hours (3 respondents); and
- Material is in need of updating (3 respondents).

Approximately three-quarters of respondents (71%) were satisfied with the heritage sites, while almost one-quarter of respondents were neutral. Overall satisfaction ratings were comparable to 2006 findings, but with higher proportions of respondents being somewhat satisfied (7% increase) than very satisfied (10% decrease).

Figure 19

Satisfaction with the Heritage Sites* (including the Musée Heritage Museum, Little White School and Grain Elevator Park)



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 14% of those surveyed did not provide a response. Considering all survey respondents, 23% were very satisfied and 39% were somewhat satisfied. From 2004 to 2006 12% to 14% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with heritage sites** included:

- Female respondents (71% versus 53% of males);
- Those that believed they receive good or very good value for their tax dollar (68% versus 57% that believed they receive fair or poor value);
- Those with incomes between \$40,000 and \$100,000 (67% versus 58% of those with incomes greater than \$100,000 per year);
- Respondents living in St. Albert longer than 10 years (66% versus 54% of those living there 10 years or less);
- Respondents aged 45 to 64 years old (65% versus 57% of those aged 25 to 44 years old); and
- Those that were satisfied with City services, facilities and programs (63% versus 27% that were dissatisfied).

Reasons for Dissatisfaction (n=32)

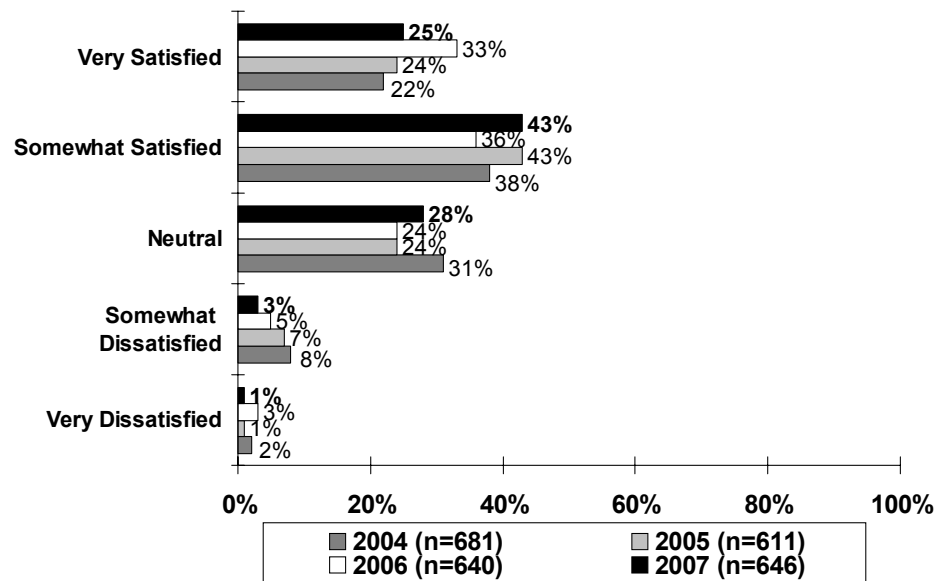
Top reasons for dissatisfaction with heritage sites included:

- Lack of promotion / more public awareness needed (9 respondents)
- Poor usage of funds / cost too much (7 respondents);
- Waste of money / is useless (5 respondents);
- Need to enlarge the space / too small (4 respondents); and
- In need or repair / better maintenance (4 respondents).

Similar to heritage sites, over two-thirds (68%) of respondents were satisfied with the Campbell or Kinex Arena and 28% neutral. This year (2007) saw a significant decrease (8%) in those that were very satisfied with the arena, but a proportionate (7%) increase in those that were somewhat satisfied, resulting in comparable overall satisfaction ratings between survey years. See Figure 20.

Figure 20

Satisfaction with Campbell or Kinex Arena*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 19% of those surveyed did not provide a response. Considering all survey respondents, 20% were very satisfied and 35% were somewhat satisfied. From 2004 to 2006 15% to 24% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Campbell/Kinex Arena** included:

- Those with children in the household (64% versus 50% of those without children);
- Respondents residing in the South-East City quadrant (63% versus 47% of those in the South-West and 54% of those in the North-West);
- Those earning \$100,000 or more per year (62% versus 53% earning between \$40,000 and \$100,000 per year);
- Respondents living in St. Albert longer than 10 years (62% versus 43% of those living there 10 years or less);
- Those that believed they receive good or very good value for their tax dollar (60% versus 51% that believed they receive fair or poor value);
- Respondents working full-time or part-time (58% versus 50% of those with some other status); and
- Respondents aged 25 to 64 years old (57% to 60% versus 46% of those 65 years and older).

Reasons for Dissatisfaction (n=27)

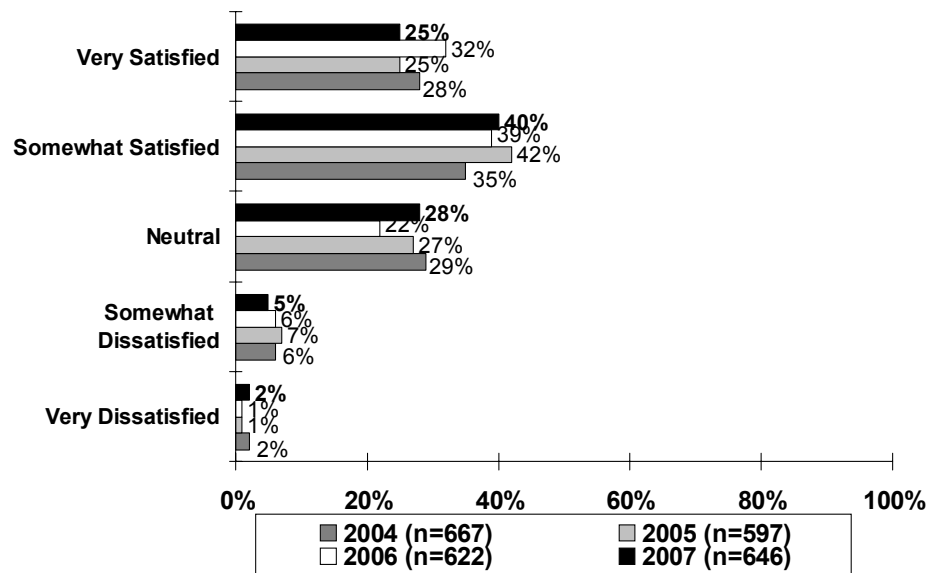
Top reasons for dissatisfaction with the Campbell or Kinex Arena included:

- Outdated, in need of upgrading (8 respondents);
- Poor viewing (3 respondents);
- Change rooms too small (3 respondents);
- Poor maintenance (2 respondents);
- Cold locker rooms/building (2 respondents);
- Bad location / no bus access (2 respondents); and
- Need better cleaning (2 respondents).

As illustrated in Figure 21, approximately two-thirds (65%) of respondents were satisfied to some degree with St. Albert operated outdoor rinks, with 28% being neutral. Overall, there was a decline in the proportion of respondents satisfied from 2006 (6% decline), however the findings are very similar to 2005.

Figure 21

Satisfaction with the St. Albert Operated Outdoor Rinks*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 19% of those surveyed did not provide a response. Considering all survey respondents, 21% were very satisfied and 32% were somewhat satisfied. From 2004 to 2006 17% to 25% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be satisfied with St. Albert operated outdoor rinks included:

- Those that believed the quality of St. Albert services had increased (79% versus 55% that believed they decreased and 52% that felt they stayed the same);
- Respondents aged 25 to 44 years old (64% versus 42% to 51% of those 45 years and older);
- Respondents with children in the household (64% versus 45% of those without children);
- Those earning \$100,000 per year or more (58% versus 40% of those earning less than \$40,000 per year);
- Respondents working full-time or part-time (56% versus 46% of those with some other status); and
- Those that were satisfied with City services, facilities and programs (54% versus 33% that were dissatisfied).

Reasons for Dissatisfaction (n=45)

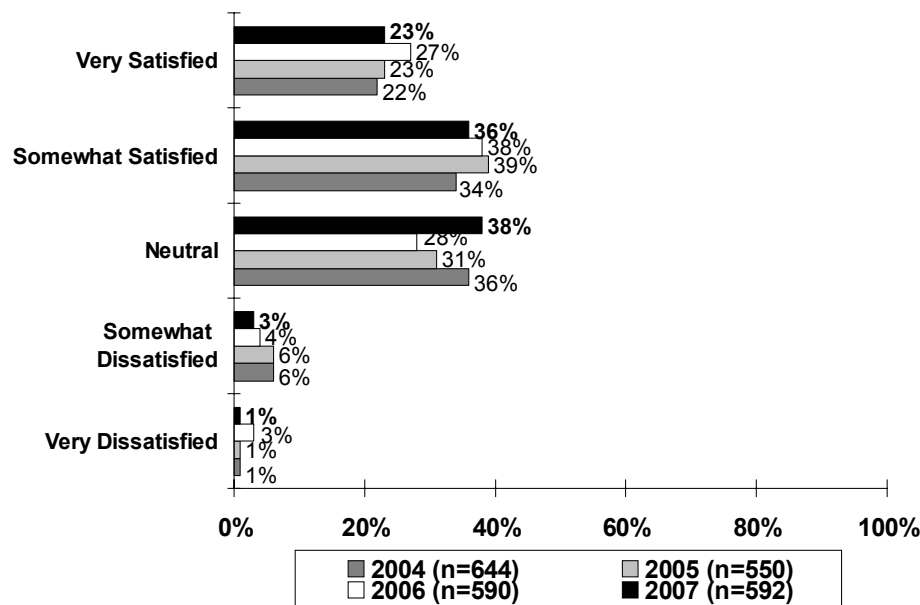
Top reasons for dissatisfaction with outdoor rinks included:

- Poorly maintained / need repairs (22 respondents);
- Poor ice surfaces (6 respondents);
- Lack of shacks to warm up in (5 respondents);
- Not enough outdoor arenas (5 respondents); and
- Lack of change rooms/not left open (4 respondents).

As with other St. Albert operated facilities, a high proportion of respondents were neutral regarding their satisfaction with the Grosvenor Outdoor Pool (38%). Overall, 59% of respondents were satisfied, while 4% were dissatisfied with the Outdoor Pool. Results in 2007, including overall satisfaction, were similar to those of previous survey years.

Figure 22

Satisfaction with the Grosvenor Outdoor Pool*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 26% of those surveyed did not provide a response. Considering all survey respondents, 17% were very satisfied and 27% were somewhat satisfied. From 2004 to 2006 20% to 31% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with Grosvenor Outdoor Pool** included:

- Those that believed the quality of St. Albert services had increased (61% versus 40% that believed they decreased and 44% that felt they stayed the same);
- Those residing in the South-West City quadrant (53% versus 39% in the North-West and 40% in the North-East);
- Those that believed they receive good or very good value for their tax dollar (52% versus 36% that believed they receive fair or poor value);
- Respondents with children in the household (51% versus 39% of those without children);
- Respondents living in St. Albert longer than 10 years (49% versus 34% of those living there 10 years or less);
- Female respondents (48% versus 40% of males); and
- Those working full-time or part-time (47% versus 37% of those with some other status).

Reasons for Dissatisfaction (n=19)

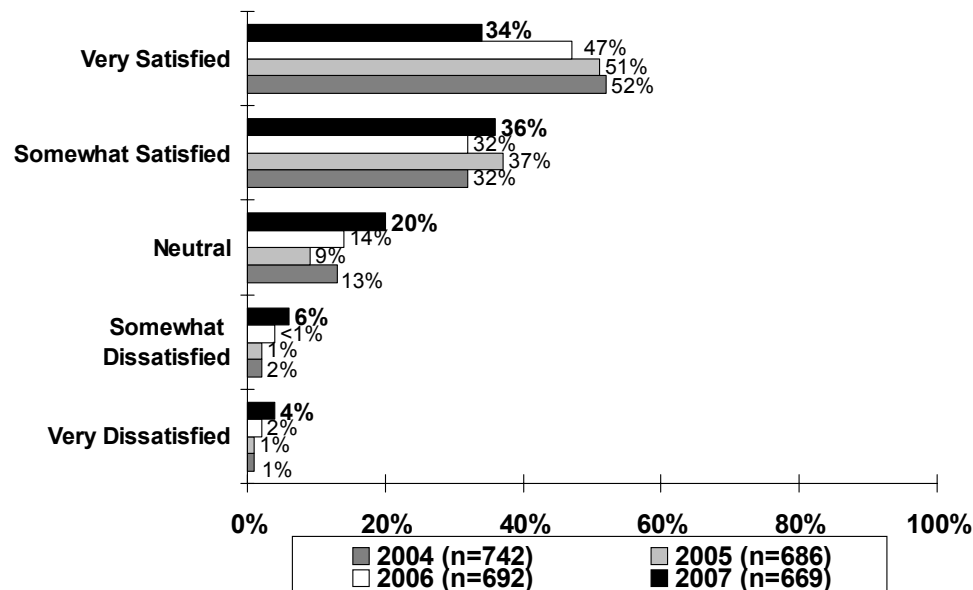
Top reasons for dissatisfaction with the Grosvenor Outdoor Pool included:

- Poorly maintained (3 respondents);
- Facility in need of upgrading (3 respondents);
- Not always open when it should be/closed (3 respondents);
- Would like to see it closed (2 respondents); and
- Dirty / lacking quality dressing rooms and showers (2 respondents).

As shown in Figure 23, 70% of respondents expressed some level of satisfaction with the Woodlands Water Play Park. Twenty percent (20%) of respondents were neutral, while 10% were dissatisfied overall. Overall satisfaction with the Play Park significantly decreased (9%) over the past year.

Figure 23

Satisfaction with the Woodlands Water Play Park*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 16% of those surveyed did not provide a response. Considering all survey respondents, 29% were very satisfied and 30% were somewhat satisfied. From 2004 to 2006 7% to 14% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Water Play Park** included:

- Those that believed the quality of St. Albert services had increased (77% versus 56% that believed they decreased and 59% that felt they stayed the same);
- Those that were satisfied with City services, facilities and programs (60% versus 33% that were dissatisfied); and
- Respondents residing in the South-East City quadrant (67% versus 53% to 57% in all other quadrants).

Reasons for Dissatisfaction (n=72)

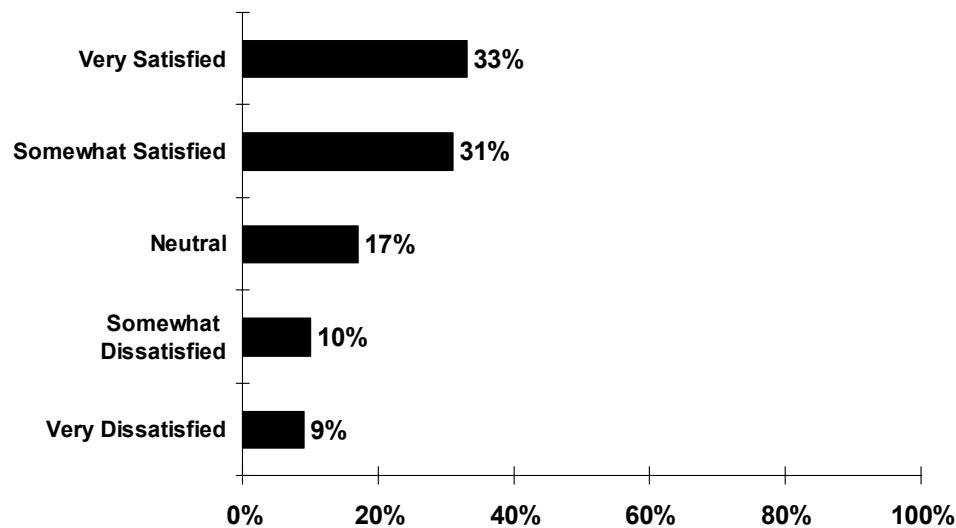
Top reasons for dissatisfaction with the Woodlands Water Play Park included:

- Has been closed (42 respondents);
- Closed for summer / due to maintenance (7 respondents);
- Poorly planned (5 respondents); and
- Indefinite construction time (4 respondents).

Finally, respondents were asked to indicate their satisfaction with the recently completed Servus Credit Union Place. Almost two-thirds (64%) of respondents were satisfied with the facility to some degree and 19% were dissatisfied See Figure 24.

Figure 24

Satisfaction with Servus Credit Union Place*



n=677

*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 15% of those surveyed did not provide a response. Considering all survey respondents, 28% were very satisfied and 26% were somewhat satisfied. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with Servus Credit Union Place** included:

- Those that believed the quality of St. Albert services had increased (73% versus 47% that believed they decreased and 55% that felt they stayed the same);
- Respondents with children in the household (64% versus 48% of those without children);
- Those that believed they receive good or very good value for their tax dollar (63% versus 46% that believed they receive fair or poor value);
- Those with incomes greater than \$100,000 (63% versus 54% of those with incomes between \$40,000 and \$100,000 per year);
- Respondents aged 25 to 64 years old (58% to 60% versus 42% of those 65 years and older);
- Those employed full-time or part-time (58% versus 46% of those with some other status); and
- Those that were satisfied with City services, facilities and programs (55% versus 32% that were dissatisfied).

Reasons for Dissatisfaction (n=130)

Top reasons for dissatisfaction with Servus Credit Union Place included:

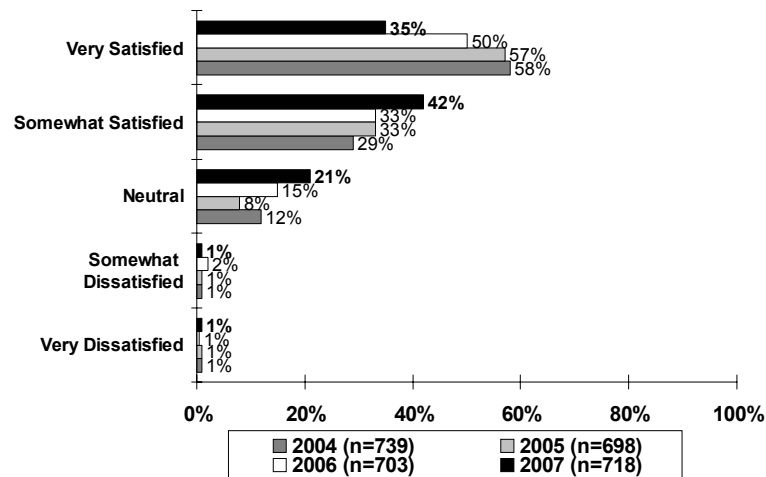
- Cost too high / user fees / high membership fees (66%);
- Swimming area size / conditions (14%);
- Caters to specific group / more sports than leisure (14%);
- Lack of approval before building/planning (11%); and
- Waste of space / poor design/layout (10%).

3.5 Satisfaction with St. Albert Programs

Respondents were asked to indicate their satisfaction levels with programs operated by the City of St. Albert. Regarding cultural programs, respondents were significantly more likely to be somewhat satisfied (9% increase) and less likely to be very satisfied (15% decrease) compared with 2006. Over twenty percent (21%) of respondents were neither satisfied nor dissatisfied with these programs. Overall satisfaction, including respondents that were very or somewhat satisfied, was lower in 2007 compared with 2006 (6% decline).

Figure 25

Satisfaction with Cultural Programs*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 10% of those surveyed did not provide a response. Considering all survey respondents, 32% were very satisfied and 38% were somewhat satisfied. From 2004 to 2006 8% to 12% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with cultural programs** included:

- Female respondents (79% versus 60% of males);
- Respondents living in St. Albert longer than 10 years (73% versus 63% of those living there 10 years or less); and
- Those that were satisfied with City services, facilities and programs (71% versus 48% that were dissatisfied).

Reasons for Dissatisfaction (n=14)

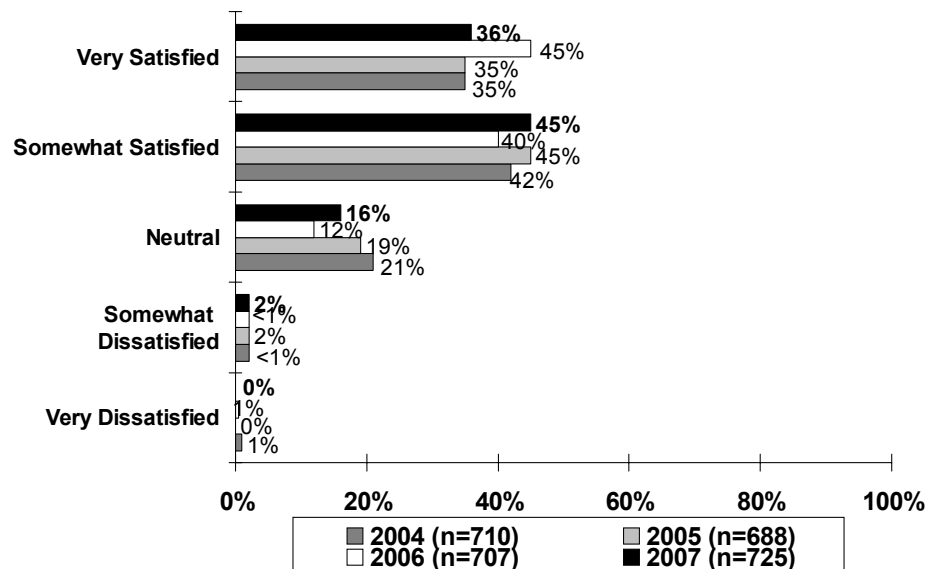
Top reasons for dissatisfaction with cultural programs included:

- Waste of tax-payers money / less funding (4 respondents);
- Not interested (3 respondents);
- Need more funding / not enough programs (2 respondents); and
- Need more mixing of cultures (2 respondents).

Over three-quarters of respondents (81%) were satisfied with recreation programs and activities, 45% being somewhat satisfied and 36% being very satisfied. As with cultural programs, respondents in 2007 were significantly less likely to be very satisfied (9% decrease) and more likely to be somewhat satisfied (5% increase) with these programs and activities than in 2006. Overall satisfaction, however, was comparable between 2007 and 2006.

Figure 26

Satisfaction with Recreational Programs and Activities*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 9% of those surveyed did not provide a response. Considering all survey respondents, 33% were very satisfied and 41% were somewhat satisfied. From 2004 to 2006 11% to 14% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be satisfied with recreational programs and activities included:

- Female respondents (82% versus 65% of males);
- Those that believed the quality of St. Albert services had stayed the same (76% versus 64% that believed they decreased); and
- Respondents aged 25 to 44 years old (82% versus 69% to 73% of those 45 years and older).

Reasons for Dissatisfaction (n=18)

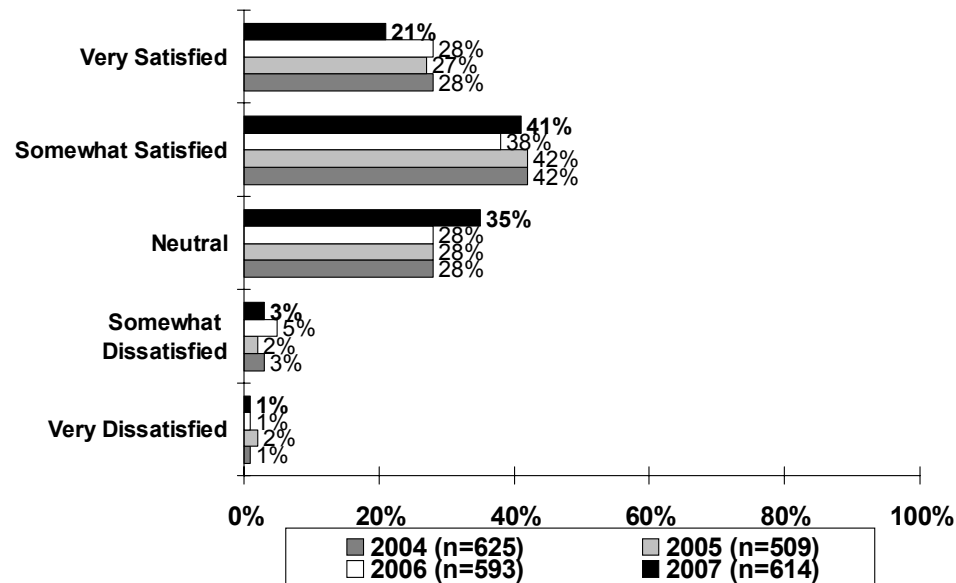
Top reasons for dissatisfaction with recreational programs and activities included:

- Expensive (8 respondents);
- Not enough programs for older children/youth (4 respondents);
- Never use them (3 respondents);
- City doesn't take notice of some programs / lack of support (2 respondents); and
- Too many of them / not in favor of them (2 respondents).

As illustrated in Figure 27, nearly two-thirds (62%) of respondents were satisfied with family and community support services. More than one third (35%) of respondents were neither satisfied nor dissatisfied in this regard, while only 4% were dissatisfied. Results are somewhat comparable to previous survey years, with the overall satisfaction rating consistent with that of 2006.

Figure 27

Satisfaction with Family and Community Support Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

In 2007, 23% of those surveyed did not provide a response. Considering all survey respondents, 16% were very satisfied and 32% were somewhat satisfied. From 2004 to 2006 22% to 36% of respondents did not provide a response. The sub-segment findings reflect the responses of all 800 respondents.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with support services** included:

- Respondents that disagreed St. Albert is a safe community (66% versus 46% that agreed);
- Those that believed the quality of St. Albert services had increased (62%) or remained they same (49%) (versus 37% that believed they decreased);
- Those that believed they receive good or very good value for their tax dollar (57% versus 40% that believed they receive fair or poor value); and
- Female respondents (52% versus 43% of males).

Reasons for Dissatisfaction (n=22)

Top reasons for dissatisfaction with family and community support services included:

- Don't address problems they are faced with (5 respondents);
- Not enough programs (general) (4 respondents);
- Youth need intervention (3 respondents);
- Inadequate drug use/crime prevention (3 respondents); and
- Don't watch teenagers as much as they should (3 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. 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.

All respondents (regardless of contact) 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 very important). Respondents' importance and satisfaction ratings were plotted on grids whereby the axes intercepted at the **average importance** rating (mean=4.1) and the **average satisfaction** rating (mean=3.9) across all 24 services measured. Figure 28, on page 31, maps the average importance and performance 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. As shown, the following services clearly fall within this quadrant:

- Recycling and composting depots;
- St. Albert Public Transit;
- Winter road maintenance;
- Summer road maintenance;
- Sewer service; and
- Family and community support services.

Improvements to these services would do most to increase residents' satisfaction with the overall services provided by the City of St. Albert.

Garbage collection services and land use and planning approvals fall upon the border of this quadrant. It will be important to monitor satisfaction with land use and planning approvals, especially if importance placed upon them increases, and satisfaction with garbage collection services.

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

- Bylaw enforcement;
- Building and development permits;
- Campbell or Kinex Arena;
- St. Albert operated outdoor rinks;
- Grosvenor Outdoor Pool; and
- Servus Credit Union Place.

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. The Woodlands Water Play Park and Heritage Sites currently fall upon the border of this quadrant, so it will be important to monitor these services to ensure satisfaction levels do not drop.

City services which fall into the lower right quadrant are currently viewed as lower than average importance and as higher than average performance. In other words, while respondents are generally satisfied with these services, the importance placed on the services is lower in comparison to other City services evaluated. As shown, cultural services and cultural programs fall into this quadrant.

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

- Parks and trail system;
- RCMP Police Services;
- Emergency Medical and Fire Services;
- St. Albert Public Library; and
- Recreational programs and activities.

Maintaining a high level of satisfaction with these services is important, as these areas are viewed as highly important or critical to citizens. The Fountain Park Recreational Centre falls upon the border of this quadrant. It will be important to monitor the satisfaction of these services to ensure that resident satisfaction is maintained or increased and that this service continues to be perceived as a strength.

Selected Sub-Segment Findings

Female respondents were generally more likely than males to rate the investigated St. Albert services as **important**.

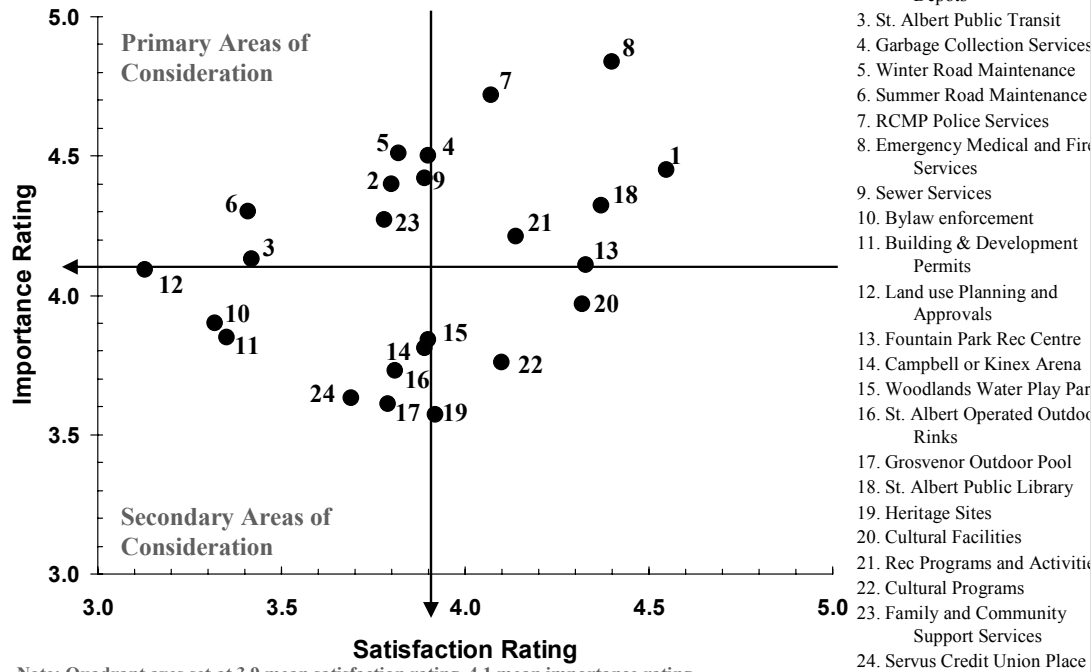
Respondents that believed they received very good or good value for their tax dollar were generally more likely to rate services as **important** versus those that believed they received fair or poor value for their tax dollar.

Respondents residing in the North-West City quadrant were significantly more likely to rate the following services as **important**, compared with those in the North-East:

- Campbell or Kinex Arena (69% versus 56%);
- Heritage sites (58% versus 45%);
- Recreational programs (84% versus 76%); and
- Servus Union Credit Place (83% versus 75%).

Figure 28

2006 Importance versus Satisfaction with City of St. Albert Services



Note: Quadrant axes set at 3.9 mean satisfaction rating, 4.1 mean importance rating.
Scale: 1=not at all important/very dissatisfied and 5=critically important/very satisfied

Compared with 2006, there was some movement across the 24 City services. Recycling and composting depots, sewer services, and winter and summer road maintenance moved from being primary strengths to primary weaknesses. The Grosvenor Outdoor Pool shifted from being a primary strength to a secondary strength, along with bylaw enforcement and building and development permits.

Selected Sub-Segment Findings Continued

Respondents that believed the quality of St. Albert services had increased were significantly more likely to rate the following services **important**, versus those that believed City services had decreased:

- Fountain Park Recreation Centre (89% versus 73%);
- Campbell or Kinex Arena (76% versus 56%);
- Heritage sites (82% versus 50%);
- Cultural facilities (84% versus 65%);
- Cultural programs (86% versus 54%); and
- Servus Credit Union Place (85% versus 41%).

Respondents with incomes less than \$40,000 per year were significantly more likely to rate the following services important versus respondents earning \$100,000 per year or greater:

- St. Albert Public Transit (85% versus 71%);
- Bylaw enforcement (86% versus 59%);
- Woodlands Waterplay Park (77% versus 63%);
- Grosvenor Outdoor Pool (65% versus 46%);
- St. Albert Public Library (97% versus 78%);
- Heritage sites (81% versus 45%);
- Cultural facilities (82% versus 55%); and
- Support services (88% versus 75%).

Respondents that were not working full-time or part-time were significantly more likely than those that were to rate the following services **important**:

- Bylaw enforcement (78% versus 65%);
- Heritage sites (62% versus 50%);
- Cultural facilities (78% versus 70%); and
- Cultural programs (71% versus 58%).

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

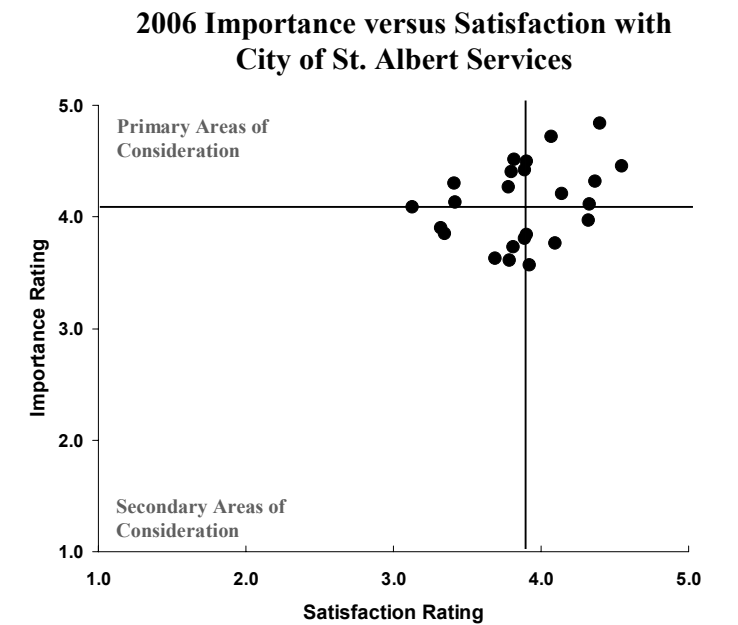
Table 3

Average Satisfaction and Importance Ratings		
City Service:	Mean Ratings*	
	Satisfaction	Importance
(1) Parks & trail system	4.55	4.45
(2) Recycling & composting depots	3.80	4.40
(3) St. Albert public transit	3.42	4.13
(4) Garbage collection services	3.90	4.50
(5) Winter road maintenance	3.82	4.51
(6) Summer road maintenance	3.41	4.30
(7) RCMP police services	4.07	4.72
(8) Emergency medical and fire services	4.40	4.84
(9) Sewer services including land drainage	3.89	4.42
(10) Bylaw enforcement	3.32	3.90
(11) Building and development permits	3.35	3.85
(12) Land use planning and approvals	3.13	4.09
(13) Fountain Park Recreation Centre	4.33	4.11
(14) Campbell or Kinex Arena	3.89	3.81
(15) Woodlands Water Play Park	3.90	3.84
(16) St. Albert operated outdoor rinks	3.81	3.73
(17) Grosvenor Outdoor Pool	3.79	3.61
(18) St. Albert Public Library	4.37	4.32
(19) Heritage sites	3.92	3.57
(20) Cultural facilities	4.32	3.97
(21) Recreational programs and activities	4.14	4.21
(22) Cultural programs	4.10	3.76
(23) Family and community support services	3.78	4.27
(24) Servus Credit Union Place	3.69	3.63

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

It is important to note that, when considering the placement of the services on the map, all services fall in the upper right portion. On average, all services were rated favourably. See Figure 28a.

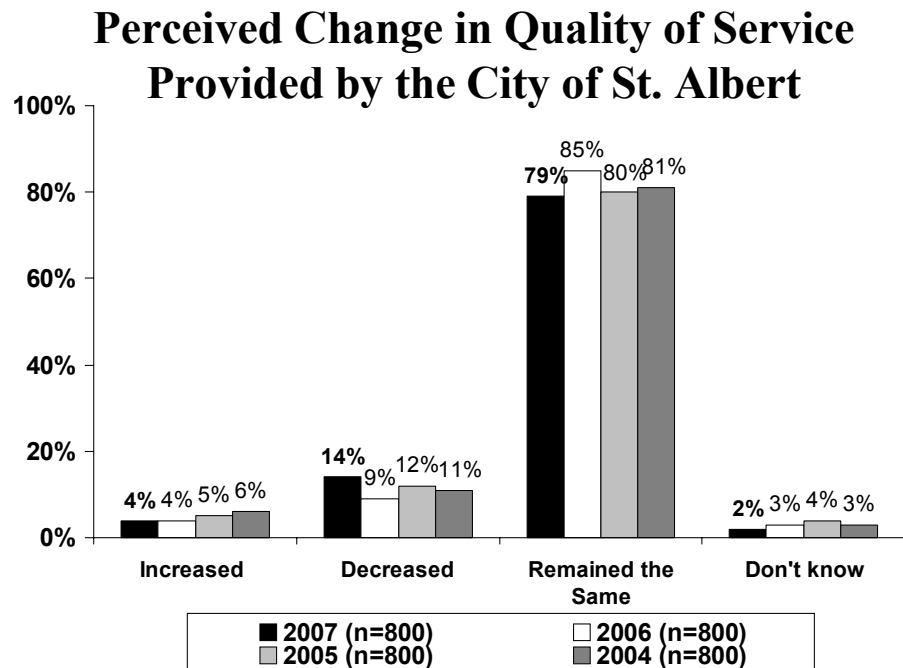
Figure 28a



3.6.1 Perceived Change in the Quality of Services

Respondents were asked to indicate whether the quality of service provided by the City of St. Albert had increased, decreased or remained the same. Fourteen percent (14%) believed service quality had declined, a significant increase (5%) from 2006. Nearly eighty percent (79%) of respondents believed City services had remained the same, a 6% decrease from 2006 results. See Figure 29.

Figure 29



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to believe **St. Albert services have remained the same** over the past year included:

- Those that believed they receive good or very good value for their tax dollar (87% versus 72% that believed they receive fair or poor value);
- Those aged 25 to 44 years old (84% versus 76% of those aged 45 to 64 years old);
- Respondents living in St. Albert longer than 10 years (84% versus 77% of those living there 10 years or less);
- Respondents that were satisfied with the service of City employees (81% versus 63% of those that were dissatisfied);
- Those that were satisfied with City services, facilities and programs (80% versus 63% that were dissatisfied); and
- Those that agreed St. Albert is a safe community (80% versus 65% of those that disagreed).

3.6.2 Suggested Changes or Improvements to City Services

Improvements to the recycling program was most frequently named as the one change or improvement that would do most to better meet respondents needs, including more recycling options, depots, pick ups, and allowing bigger items (10%). Other suggested improvements were pothole repair or improved road maintenance (9%), maintaining trees, parks, and green space (7%), and better snow removal, particularly in residential areas (6%). See Table 4, below, for responses provided by at least 4% of respondents.

Table 4

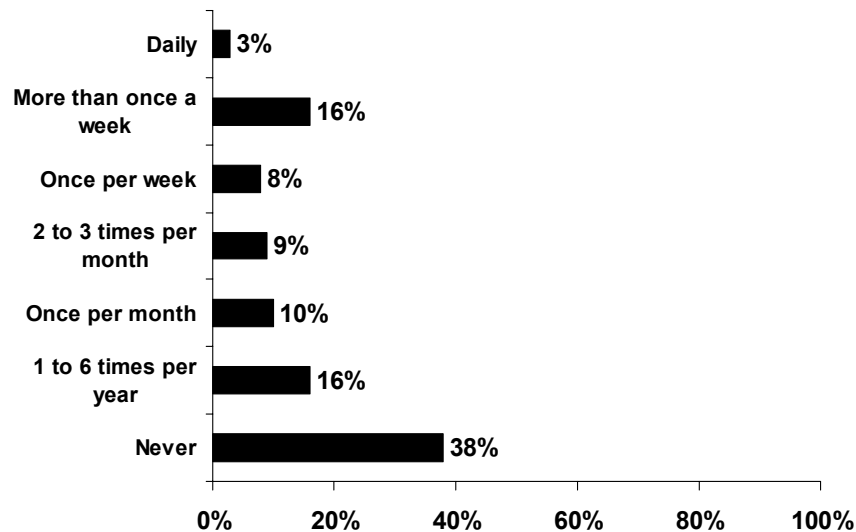
What one change or improvement in the service provided by the City of St. Albert would do most to better meet your needs?				
	Percent of Respondents			
	2007 (n=800)	2006 (n=800)	2005 (n=800)	2004 (n=800)
Better recycling options / allow bigger items / more recycling depots / more pick up	10	8	5	5
Repair potholes / improved road maintenance	9	5	8	4
Park and green space maintenance / tree maintenance	7	6	6	8
Better snow removal / particularly in residential areas	6	5	10	4
Do not raise taxes / reduce taxes	5	7	7	3
Improved transit services / more direct routes / better information line	5	5	5	6
Improve pay-as-you-throw garbage collection / should allow tags to be used in following year	5	5	5	4
Improve police services / more policing	4	5	3	2
City employees need to be better trained / respond better to citizens' requests	4	4	2	1
None – no areas of improvement	4	3	3	6

3.7 Servus Credit Union Place

Since its completion, respondents were asked to indicate how often they used the Servus Credit Union Place (formerly the Multipurpose Leisure Centre). More than one quarter (27%) of respondents used the facility once per week or more, and 19% used it one to three times per month. Nearly forty percent (38%) had never used the Servus Credit Union Place.

Figure 30

Use of Servus Credit Union Place



n=800

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to indicate they **never used Servus Credit Union Place** included:

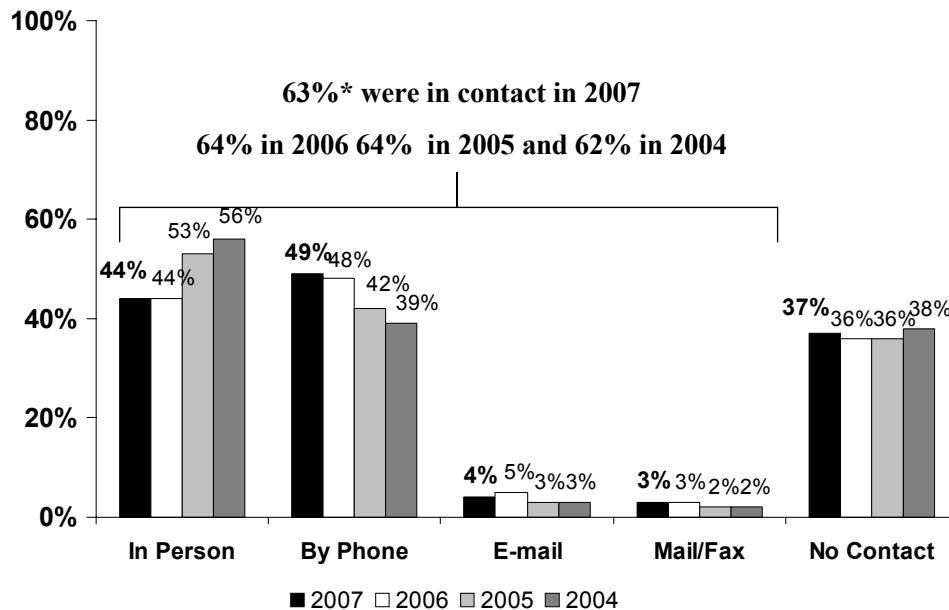
- Respondents aged 65 years and older (54% versus 24% to 40% of those and 25 to 64 years old);
- Respondents with some other employment status (51% versus 32% of those working full-time or part-time);
- Those whose highest level of education is high school (48% versus 35% with a college education and 36% with a university education);
- Those that believed the quality of St. Albert services had decreased (47% versus 22% that believed they increased);
- Respondents residing in the South-West (45%) and North-West (41%) City quadrants (versus 32% of those in the South-East);
- Those with incomes between \$40,000 and \$100,000 per year (44% versus 27% with incomes \$100,000 per year or greater); and
- Respondents living in St. Albert longer than 10 years (42% versus 32% of those living there 10 years or less).

3.8 Contact with City of St. Albert Employees

Respondents were next asked questions regarding the service they received from St. Albert employees. Comparable to previous survey years, 63% of respondents had been in contact with a City employee. Proportions of respondents that contacted employees in person or via phone were similar in 2007 to 2006.

Figure 31

Contact with City of St. Albert Employee



*Method of contact was based upon the 63% of respondents (n=506) that had contact with a City employee

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have **had contact with City of St. Albert employees** included:

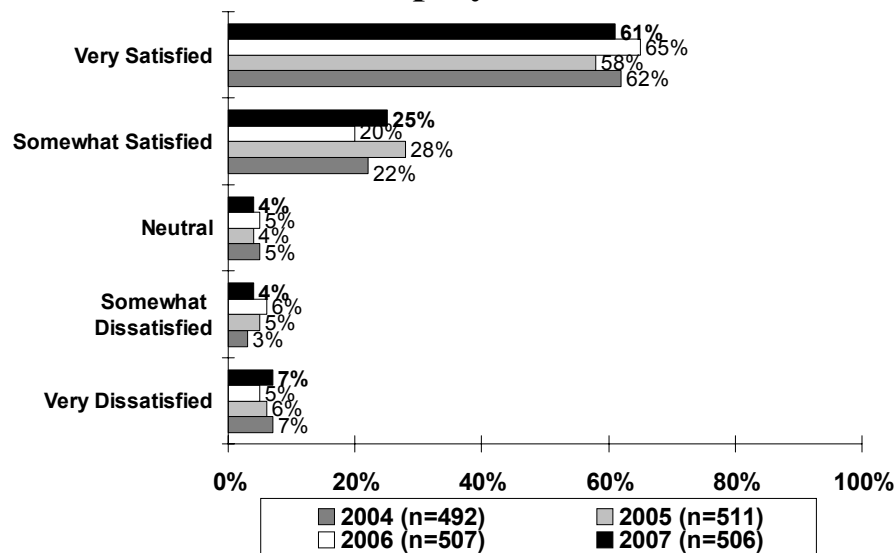
- Those that owned their homes (65% versus 47% of those that rented their homes);
- Respondents that disagreed St. Albert is a safe community (78% versus 63% that agreed); and
- Those with a university education (70% versus 57% of those with a high school education and 59% of those with a college education).

3.8.1 Satisfaction with City Employees

The majority of respondents (86%) expressed satisfaction regarding the service provided by City employees, one quarter (25%) being somewhat satisfied and 61% being very satisfied. The overall satisfaction rating was comparable to that of 2006, but with less respondents (4%) being very satisfied and more respondents (5%) being somewhat satisfied with City employees.

Figure 32

Satisfaction with Service Provided by City Employees



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the service of City employees** included:

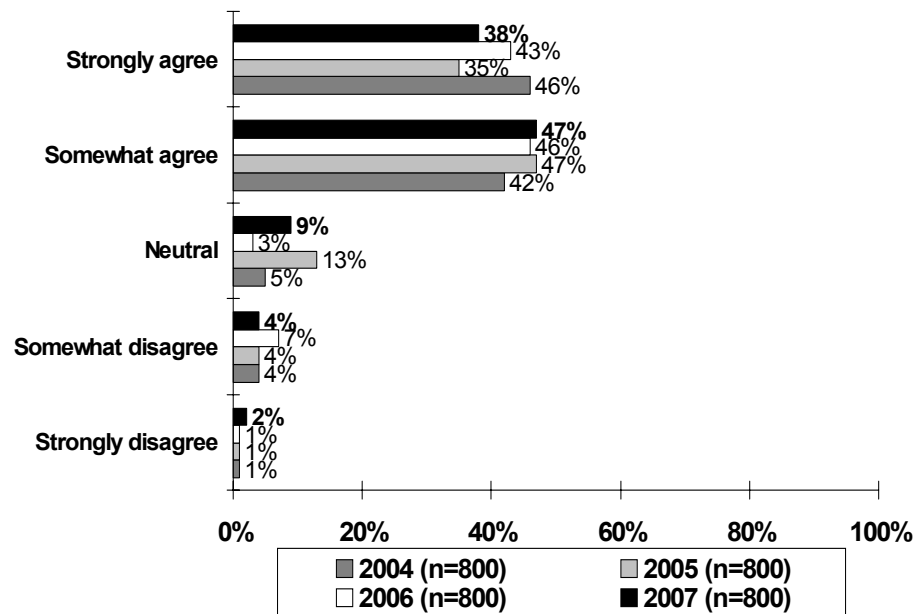
- Respondents aged 65 years and older (92% versus 82% of those aged 45 to 64 years old);
- Those that believed they receive good or very good value for their tax dollar (91% versus 82% that believed they receive fair or poor value); and
- Those with incomes between \$40,000 and \$100,000 (89% versus 82% of those with incomes greater than \$100,000 per year).

3.9 Perceptions of Safety in St. Albert

As shown in Figure 33, 85% of respondents agreed overall³ that St. Albert is a safe place to live, a 4% decrease from 2006 results. Disagreement levels were comparable to previous survey years, with a 2% decrease in those that disagreed St. Albert is a safe place to live.

Figure 33

Level of Agreement that St. Albert is a Safe Place to Live



³ Strongly or somewhat agree

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to agree St. Albert is a safe place to live included:

- Those that believed the quality of St. Albert services had increased (98% versus 71% that believed they decreased and 87% that felt they stayed the same);
- Respondents aged 25 to 44 years (90% versus 79% to 84% of those 45 years and older);
- Those with a university education (90% versus 84% with a high school education and 77% with a college education);
- Those that believed they receive good or very good value for their tax dollar (89% versus 81% that believed they receive fair or poor value); and
- Those that were satisfied with City services, facilities and programs (86% versus 57% that were dissatisfied).

Youth vandalism and drugs in the community continue to be the safety and crime issues of greatest concern to respondents (42% and 33%, respectively). Theft or burglary (29%), youth crime (12%), and crime in general (9%) were also frequently mentioned by respondents. As with previous survey years, traffic concerns, including traffic safety in general (5%) and speeding (5%), continued to be popular issues, as was vandalism (4%). See Table 5, below, for issues mentioned by at least 2% of respondents. For all mentions, refer to detailed data tables.

Table 5

What would you say are the safety and crime issues of greatest concern to you, if any?				
	Percent of Respondents *			
	2007 (n=800)	2006 (n=800)	2005 (n=800)	2004 (n=800)
Youth vandalism	42	56	42	26
Drugs in the community	33	34	43	15
Theft/burglary	29	18	27	-
Youth crime in general	12	10	9	15
Crime in general	9	9	6	-
Traffic safety in general	5	6	5	8
Speeding	5	4	4	6
Vandalism in general	4	5	8	6
Break and enter/home invasion	3	2	1	5
Assault/physical safety/violence (unspecified)	3	-	-	-
Crimes committed at night/curfew restrictions/kids out late	2	2	1	-
Don't know	3	4	4	6
None – no safety concerns	8	5	5	18

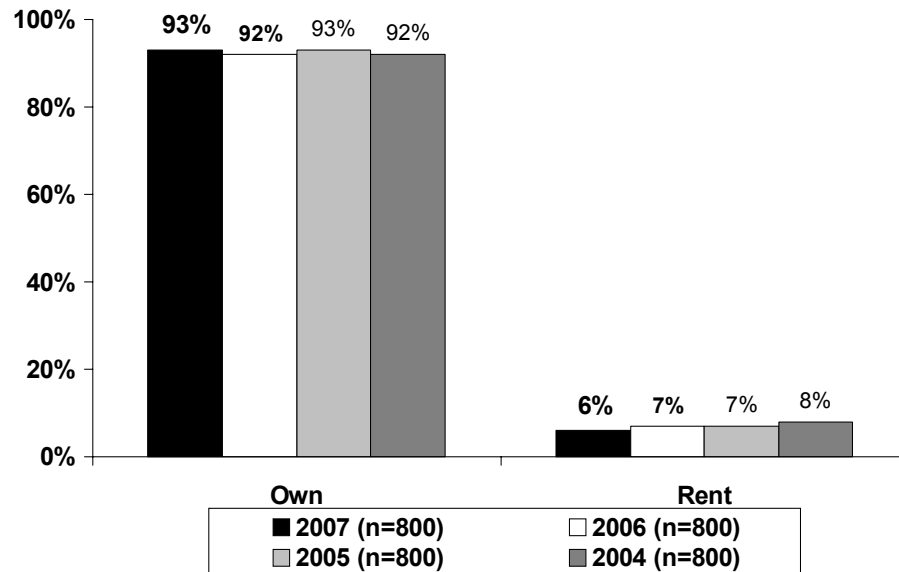
*Multiple mentions

3.10 Views Towards Property Taxes

As with previous survey years, the majority (93%) of respondents owned their home in St. Albert, while 6% indicated they rented. Only those respondents that owned their homes (n=748) were asked questions about property taxes.

Figure 34

Do you own or rent a home in the City of St. Albert?



Selected Sub-Segment Findings

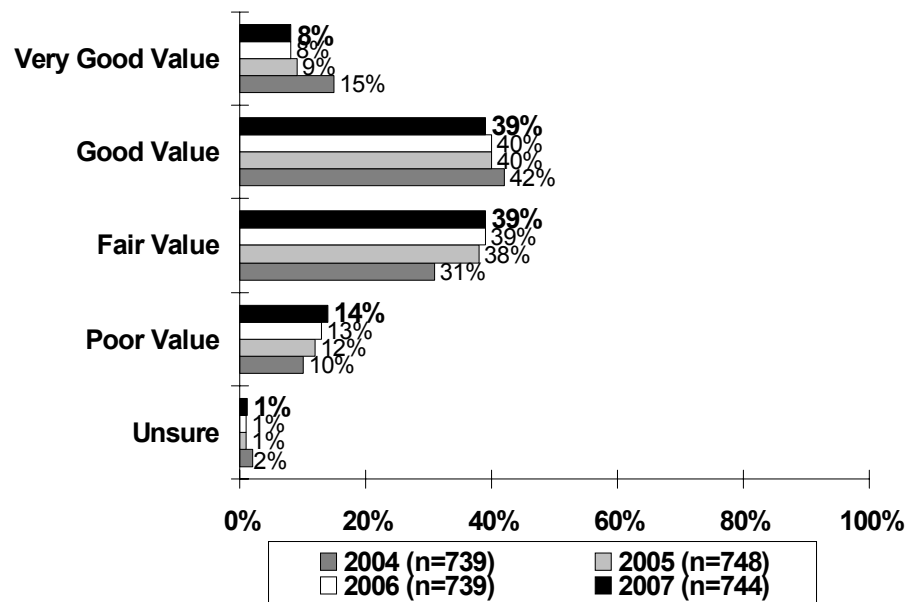
Respondent subgroups significantly more likely to **own their home** included:

- Those that had been in contact with a City of St. Albert employee (95% versus 89% of those that had not);
- Respondents aged 45 to 64 years old (96% versus 90% of those aged 25 to 44 years old);
- Those with incomes greater than \$40,000 per year (93% to 98% versus 70% of those with incomes less than \$40,000 per year); and
- Respondents with a university education (97% versus 86% of those with a high school education and 92% with a college education).

Property owners (n=744) were asked to indicate the value they received for their tax dollars. Results were comparable to those of previous survey years, with 8% believing they received very good value, 39% receiving good value, a further 39% receiving a fair value, and 14% believing they received poor value for their tax dollar.

Figure 35

Perceived Value for Tax Dollar



Base: Property Owners

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to believe they received **good or very good value for their tax dollar** included:

- Those that believed the quality of St. Albert services had increased (67%) or remained the same (51%) (versus 20% that believed they decreased);
- Respondents with a university education (53% versus 39% of those with a high school education and 41% with a college education);
- Those that were satisfied with City services, facilities and programs (48% versus 13% that were dissatisfied); and
- Respondents that agreed St. Albert is a safe community (47% versus 32% that disagreed).

Good or great services (14%) and satisfaction with services provided (11%) were top reasons for believing the tax dollar represents very good or good value. See Table 6, below.

Table 6

Reasons for Believing Tax Dollar Represents Very Good or Good Value	Percent of Respondents*	
	2007 (n=348)	2006 (n=348)
	Good/great services	14
Satisfied with services provided	11	--
Good value for tax dollars	9	11
Good maintenance on streets	9	10
Good place to live / high standard of living	8	12
Nice parks and trees/trail system	8	9
Taxes are high/continue to raise	8	5
Good snow removal	7	5
Get better services than other communities	7	4
Many services provided	5	6
No complaints / no problems	4	--
Taxes are high for services received	4	--
Education system is good	3	4
Safe place to live	3	4
Taxes are high compared to other cities/communities with same services	3	--
City is clean	3	3

High taxes or tax increases (16%) and taxes being high compared with other communities (15%) continue to be top reasons for believing the tax dollar represents fair or poor value, along with taxes being high in comparison to services received (15%).

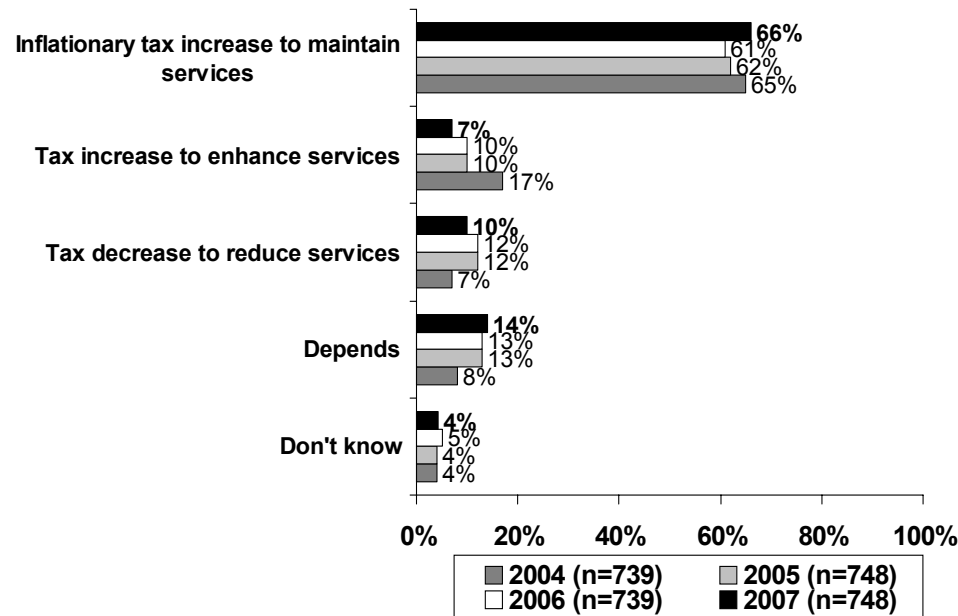
Table 7

Reasons for Believing Tax Dollar Represents Fair or Poor Value	Percent of Respondents*	
	2007 (n=392)	2006 (n=370)
	Taxes are high/continue to raise	26
Taxes are high compared to other cities/communities	15	12
Taxes are high in comparison to services received	15	11
Lack winter and summer road maintenance/repairs/condition / lack sidewalk maintenance	7	--
Services could be improved upon/more services	5	8
The City spends excessively / waste money	5	5
Good value for tax dollars	5	--
Condo fees pay for services already	4	6
Bypass/recreation centre issues	4	4
Elderly people without children have to pay for schools	4	--
Extra fees/user fees for everything/expensive	4	3
Lack of an industrial tax base	4	2
Council doesn't listen / lack of action / poor leadership	3	--
Poor garbage pickup / need pickup	3	3

Property owners were then presented with three five-year tax strategies and asked to indicate which they supported. Supported by two thirds (66%) of respondents, the most popular tax strategy was an inflationary tax increase to maintain services, a significant increase (5%) compared with 2006.

Figure 36

Support for Five Year Tax Strategy



Base: Property Owners

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to support a tax decrease included:

- Those that were dissatisfied with City services, facilities and programs (31% versus 9% that were satisfied);
- Those that believed the quality of services in St. Albert decreased (20% versus 4% that believed they increased and 8% that believed they stayed the same);
- Respondents residing in the North-West quadrant of St. Albert (14% versus 6% of those in the North-East quadrant); and
- Male respondents (13% versus 7% of females).

Respondent subgroups significantly more likely to support an inflationary increase included:

- Those that believed they receive good or very good value for their tax dollar (79% versus 55% that believed they receive fair or poor value);
- Respondents with children in the household (71% versus 63% without children);
- Those with a university education (71% versus 58% with a high school education and 62% with a college education);
- Those satisfied with the services of City employees (67% versus 51% that were dissatisfied); and
- Those with incomes \$40,000 per year or greater (67% to 71% versus 49% of those with incomes less than \$40,000 per year).

3.11 Municipal Leadership

The West Ring Road or bypass continues to be viewed as the most important issue facing St. Albert Council today (12%), followed by land development or planning (9%) and affordable housing (9%). Managing urban growth (8%) and high taxes or tax increases (8%) were also frequently mentioned as the most important issue, along with the budget balancing or keeping expenses down (7%). See Table 8, below.

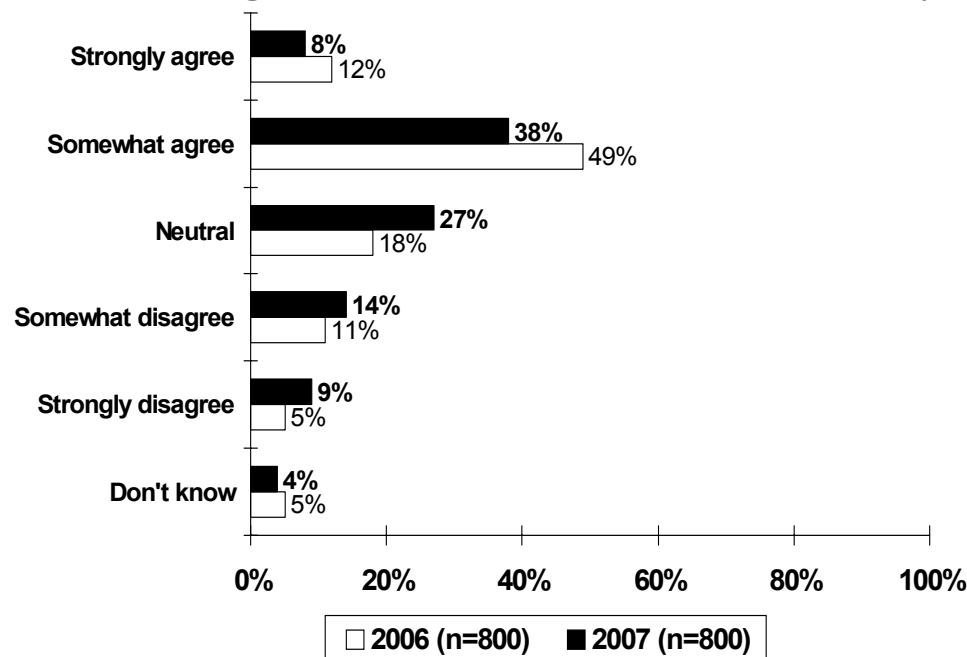
Table 8

	What would you say is the most important issue facing St. Albert City Council <u>today</u> ?		
	Percent of Respondents *		
	2007 (n=800)	2006 (n=800)	2005 (n=800)
West Road / Ring Road / western bypass/completion of it	12	9	25
Land development / management / planning	9	6	8
Affordable housing	9	3	3
Urban growth / managing the City growth without raising taxes/keeping up services with the growth	8	12	10
Rising municipal taxes / high taxes	8	8	18
The budget / balancing the City budget/keeping expenses down	7	6	8
Population growth / control growth of city	7	--	--
Lack of a strong tax base / need to attract industry	6	3	5
Annexation with Sturgeon and other counties	4	5	-
Infrastructure (general)	4	--	--
Crime / drugs/youth crime	3	8	4
Too much traffic / traffic congestion	3	3	4
Saving Big Lake / greenbelt / environmental issues	3	2	3
Election / new Council and mayor / re-election	3	--	--

Nearly half (46%) of respondents agreed the St. Albert City Council is planning for the future of the community, a significant decrease (15%) compared with 2006 results. More than one-quarter (27%) of respondents were neutral in this regard. See Figure 37, below.

Figure 37

Level of Agreement that St. Albert City Council is Planning for the Future of the Community



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to agree City Council is planning for the future of the community included:

- Those that believed the quality of St. Albert services had increased (77% versus 27% that believed they decreased and 48% that felt they stayed the same);
- Those that believed they receive good or very good value for their tax dollar (55% versus 38% that believed they receive fair or poor value);
- Respondents that were satisfied with City services, facilities and programs (48% versus 19% that were dissatisfied); and
- Those that agreed St. Albert is a safe community (47% versus 30% that disagreed).

3.12 City Readership

The St. Albert Gazette was the newspaper respondents most frequently relied on as their source of information and news about City Hall and City services, programs and initiatives (83%). The Saint City News was relied upon by approximately one-quarter of respondents (24%), and 10% indicated they read both the St. Albert Gazette and Saint City News for City information. See Table 9, below, for top mentions.

Table 9

What local newspaper do you rely on as your source of information and news about City Hall and City services, programs, and initiatives?	
	Percent of Respondents* (n=800)
St. Albert Gazette	83
Saint City News	24
Both St. Albert Gazette and Saint City News	10
None/No local papers	3
Edmonton Journal	2

*Multiple responses acceptable

Selected Sub-Segment Findings

Female respondents were significantly more likely to indicate they read the **St. Albert Gazette** for City news (87%) versus male respondents (79%).

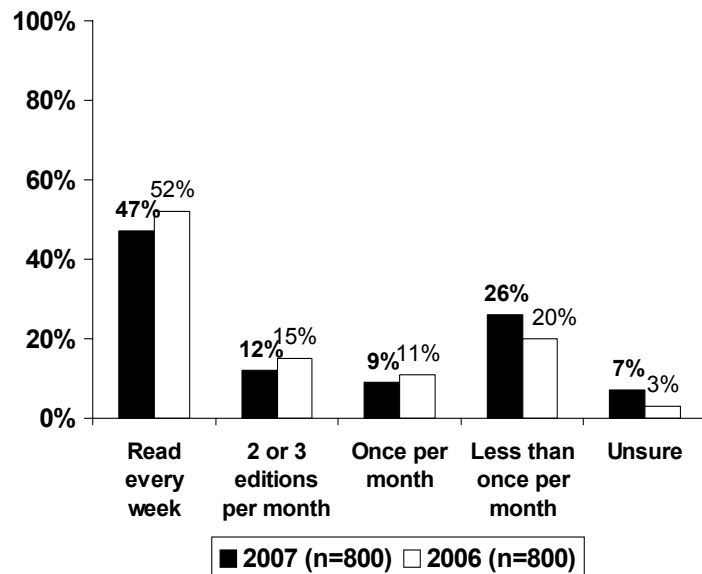
Respondent subgroups significantly more likely to indicate they read the **Saint City News** for City news included:

- Those that were satisfied with the service of City employees (41% versus 21% of those that were dissatisfied);
- Respondents that believed the quality of City services decreased (25% versus 22% that believed they stayed the same);
- Respondents not working full-time or part-time (29% versus 22% of those that were);
- Those aged 45 years and older (25% to 30% versus 17% of those aged 25 to 44 years old); and
- Respondents that owned their homes (25% versus 4% of those that rented).

Respondents were asked to indicate their readership levels of St. Albert local newspapers. Nearly half (47%) indicated they read the Saint City News every week, a 5% decrease from 2006 readership levels. About twenty percent (21%) read the newspaper one to three times per month, and one quarter (26%) read it less than once per month.

Figure 38

Approximately how many editions of Saint City News do you read per month?



Selected Sub-Segment Findings

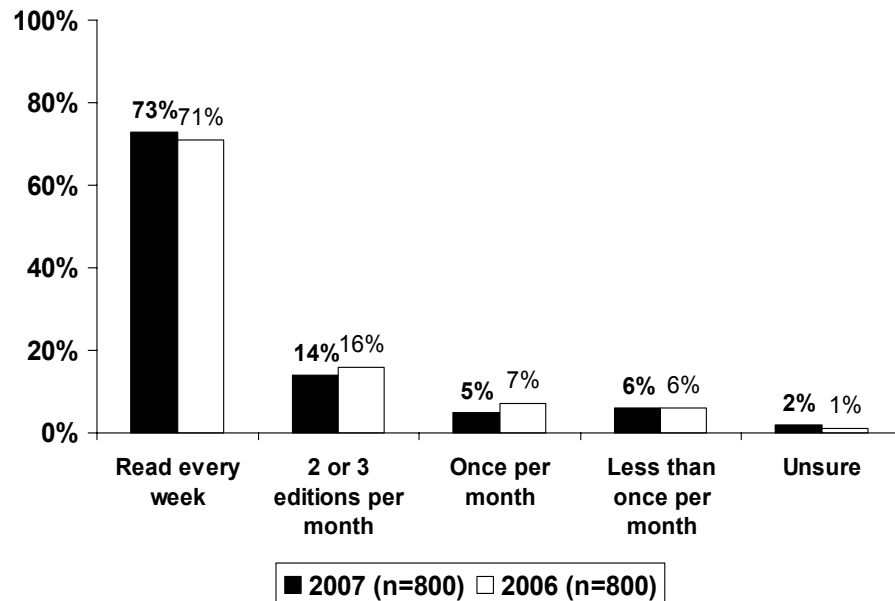
Respondent subgroups significantly more likely to read the **Saint City News weekly** included:

- Those that believed the quality of St. Albert services had decreased (57% versus 45% that felt they stayed the same);
- Respondents with a college education (53% versus 41% of those with a university education);
- Those not working full-time or part-time (52% versus 44% of those that were);
- Those residing in the South-East quadrant (51% versus 37% of those in the North-East);
- Respondents living in St. Albert longer than 10 years (50% versus 41% of those living there 10 years or less); and
- Respondents aged 45 years and older (49% to 55% versus 36% of those 25 to 44 years old).

Readership of the Wednesday edition of the St. Albert Gazette was much higher than that of the Saint City News, with nearly three quarters (73%) reading it every week. 2007 were comparable to those in 2006, with readership levels slightly increasing.

Figure 39

Approximately how many editions of the Wednesday Edition of the St. Albert Gazette do you read per month?



Selected Sub-Segment Findings

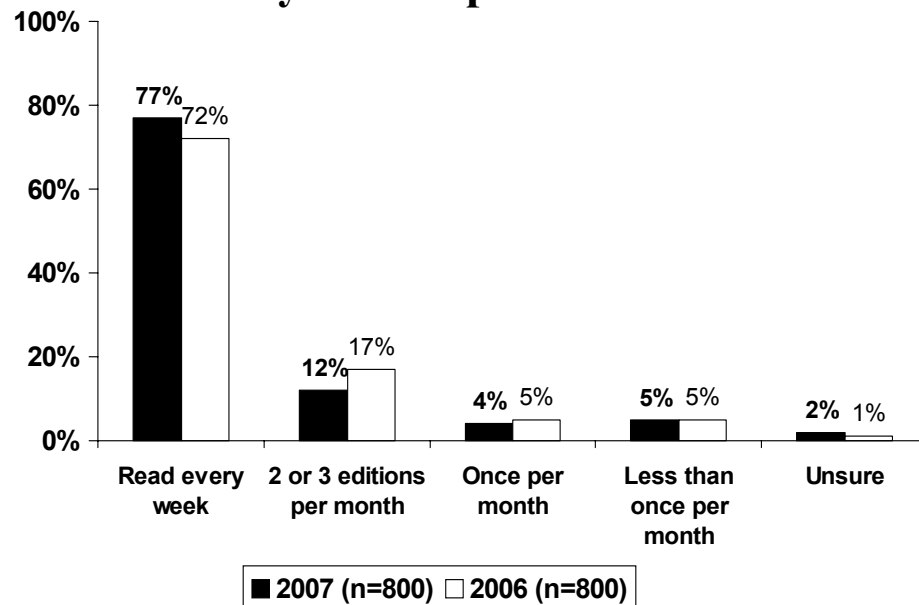
Respondent subgroups significantly more likely to read the St. Albert Gazette Wednesday edition weekly included:

- Those that believed the quality of St. Albert services had increased (88% versus 72% that felt they stayed the same);
- Those with high school as their highest level of education (80% versus 69% with a college education);
- Respondents not working full-time or part-time (80% versus 70% of those that were);
- Respondents residing in the South-East quadrant (78% versus 70% of those in the North-West and 69% of those in the South-West);
- Those that had contacted a St. Albert City employee (77% versus 66% of those that had not);
- Female respondents (77% versus 70% of males);
- Respondents living in St. Albert longer than 10 years (77% versus 65% of those living there 10 years or less); and
- Respondents aged 45 years and older (75% to 82% versus 65% of those 25 to 44 years old).

The Saturday edition of the St. Albert Gazette had higher readership than the Wednesday edition, with 77% reading it every week. Weekly readership was significantly higher than that of 2006, with a 5% increase in those that read the newspaper each Saturday.

Figure 40

Approximately how many editions of the Saturday Edition of the St. Albert Gazette do you read per month?



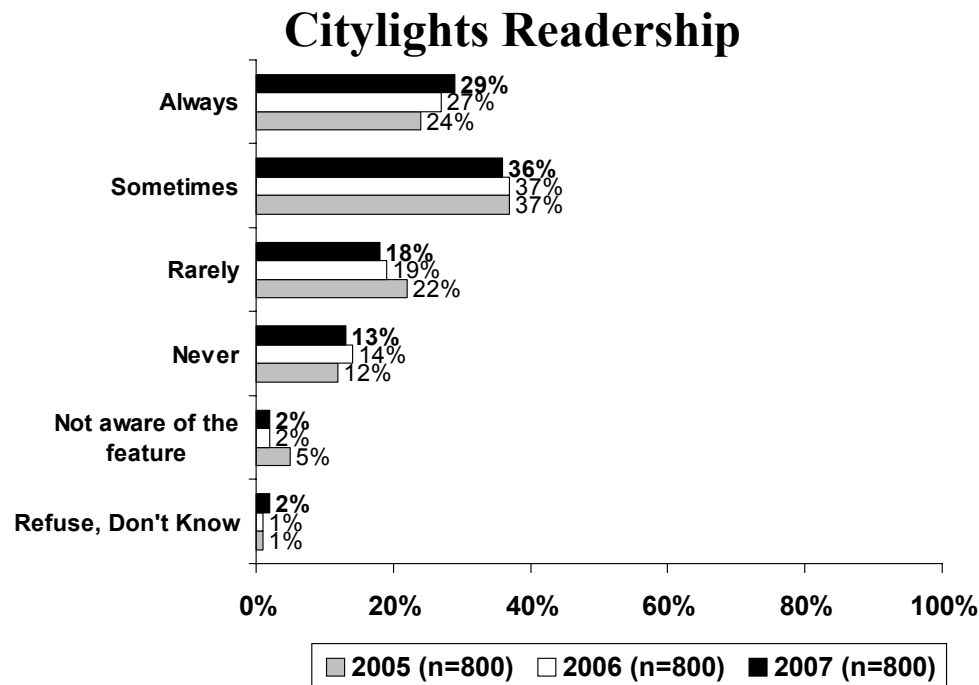
Selected Subsegment Findings

Respondent subgroups significantly more likely to read the St. Albert Gazette Saturday edition weekly included:

- Those aged 65 years and older (82% versus 73% of those aged 25 to 44 years old);
- Respondents living in St. Albert longer than 10 years (82% versus 68% of those living there 10 years or less);
- Female respondents (81% versus 73% of males); and
- Respondents that had contacted a St. Albert City employee (80% versus 72% of those that had not).

Respondents were asked to indicate how often they read the Citylights advertising feature, published by the City of St. Albert in the Saturday edition of the St. Albert Gazette and Friday edition of the Saint City News. The majority (83%) of respondents read the feature at some frequency, 29% always, 36% sometimes, and 18% rarely.

Figure 41



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **always read the Citylights feature** included:

- Those aged 65 years and older (37% versus 26% of those aged 45 to 65 years old);
- Those not working full-time or part-time (36% versus 25% of those that were);
- Respondents that had contact with a City employee (32% versus 22% of those that had not);
- Those living in St. Albert longer than 10 years (31% versus 24% of those living there 10 years or less); and
- Respondents that owned their homes (30% versus 10% of those that rented).

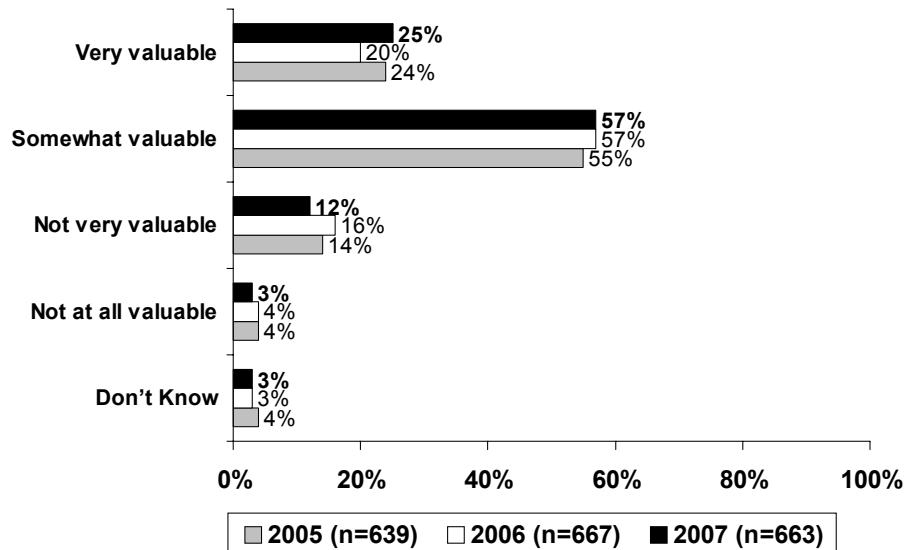
Respondent subgroups significantly more likely to **sometimes read the Citylights feature** included:

- Respondents residing in the South-East City quadrant (42% versus 32% of those in the North-West and 32% in the South-West); and
- Female respondents (40% versus 32% of males).

Respondents that read the Citylights feature (n=663) were asked how valuable the information in Citylights is to them as citizens of St. Albert. Comparable with results of previous years, the majority (82%) believed the feature was valuable to some degree, while 15% believed it was not valuable to them as citizens.

Figure 42

How valuable do you feel the information in Citylights is to you as a citizen of St. Albert?



Base: Respondents that read the Citylights feature

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **rate the Citylights feature valuable** included:

- Those that believed the quality of St. Albert services had increased (100% versus 74% that believed they decreased and 82% that felt they stayed the same);
- Those that believed they receive good or very good value for their tax dollar (86% versus 79% that believed they receive fair or poor value);
- Female respondents (85% versus 78% of males); and
- Those residing in the South-East City quadrant (85% versus 77% of those in the North-West).

3.13 Respondent Characteristics

The following table provides a demographic profile of respondents surveyed in 2007.

Table 10

Demographic Profile							
	Percent (n=800)				Percent (n=800)		
	2007	2006	2005		2007	2006	2005
Gender :				Children in the Household:			
Male	50	50	50	Yes	39	41	42
Female	50	50	50	No	61	59	57
Household Income:				Age:			
Less than \$20,000	1	1	1	18 to 24 years	2	5	5
\$20,000 to less than \$30,000	3	4	3	25 to 34 years	9	8	11
\$30,000 to less than \$50,000	9	10	12	35 to 44 years	18	16	22
\$50,000 to less than \$75, 000	15	17	65*	45 to 54 years	27	26	26
\$75,000 to less than \$100,000	16	17	(\$50,000 or more: scale change in 2006)	55 to 64 years	22	24	21
\$100,000 to less than \$150,000	22	21		65 years and over	19	18	13
\$150,000 to less than \$200,000	8	7		Refused	3	3	3
\$200,000 or more	5	4		Mean age	52 years	51 years	49 years
Refused	21	18					
Employment Status				Composition of Age groups within household			
Working full-time, including self-employed	56	53	53	Under 13 years of age	27	25	27
Working part-time, including self-employed	11	14	13	13 to 18 years	22	25	21
Homemaker	5	6	7	19 to 44 years	55	52	60
Student	1	1	3	45 to 64 years	57	62	56
Not employed	2	3	2	65 years or over	22	21	17
Retired	24	23	21	Average Household size	3 people	3 people	3 people
Refused	1	<1	1				
Level of Education:				Residence in St. Albert:			
Less than / graduated high school	22	23	21	1 to 5 years	16	12	15
Some / graduated tech or vocational school	8	10	10	6 to 10 years	18	20	19
Some / graduated college	20	21	19	11 to 20 years	27	29	30
Some / graduated university	30	36	38	Over 20 years	38	40	36
Post graduate	19	10	10				
Refused	1	1	1	Work for the City of St. Albert			
				Yes	3	2	2
				No	97	98	98

Appendix

Survey Instrument

2007 City of St. Albert Community Satisfaction Survey

Final Draft: April 27, 2007

Introduction

Hello, my name is _____ with Banister Research, a professional research. We have been contracted to conduct a survey on behalf of the City of St. Albert to ask your opinions about services provided to citizens by the City. Your household has been randomly dialed to participate in this study. I would like to assure you that we are not selling or promoting anything and that all your responses will be kept completely anonymous. Your views are very important to the successful completion of this study and will be used to evaluate and improve City of St. Albert services.

[Interviewer Note: If residents have questions about the study they can be referred to the Information Desk at the City of St. Albert at 459-1500.]

- A. For this study, I need to speak to the (ALTERNATE: male/female) in your household who is 18 years of age or older and who is having the next birthday. And is that person available?
- | | |
|--------------------------|---------------------------------------------------------------|
| 1. Yes, speaking | Continue |
| 2. Yes, I'll get him/her | Repeat introduction and continue |
| 3. Not now | Arrange callback and record first name of selected respondent |
- B. Do you live within the St. Albert City limits?
- | | |
|-----------------|-------------------------|
| 1. Yes | Thank and end interview |
| 2. No | Thank and end interview |
| F5 (Don't know) | |
- C. To ensure that we have proper geographic representation from across all of the City of St. Albert could you please tell me in which of the following areas of the City do you reside?
[Quotas = 200 per quadrant]
1. **North East**, or east of St. Albert Road and north of the Sturgeon River (communities: Erin Ridge, Oakmont, Inglewood)
 2. **North West**, or west of St. Albert Road and north of the Sturgeon River (communities: Lacombe Park, Mission, Northridge, Deer Ridge)
 3. **South West**, or south of the Sturgeon River and west of St. Albert Road (communities: Riel, Grandin, Heritage Lakes, Downtown)
 4. **South East**, or south of the Sturgeon River and east of St. Albert Road (communities: Braeside, Woodlands, Kingswood, Pineview, Campbell, Akinsdale, Forest Lawn, Sturgeon)
- F5 (Don't know)

D. RECORD GENDER: WATCH QUOTAS

1. Male
2. Female

E. This interview will take about 15 minutes. Is this a convenient time for us to talk, or should we call you back?

- | | |
|------------------------|-------------------|
| 1. Convenient time | Continue |
| 2. Not convenient time | Arrange call-back |

Quality of Life

1. Please think about the overall quality of life in St. Albert for you and your family in comparison to other communities where you could live. Would you say, overall, the quality of life is ...? (Read list)
 1. Excellent
 2. Very good
 3. Good
 4. Fair
 5. Poor
 - F5. (Don't know/not stated)
2. 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? (Probe)
 1. Other - Specify
 - F5. (Don't know/not stated)
3. And, what would you say are the three most significant factors contributing to a **low quality** of life in the City of St. Albert? (Probe)
 1. Other - Specify
 - F5. (Don't know/not stated)
4. Next, please indicate the extent to which you agree or disagree with the statement that: "The City of St. Albert is committed to preserving the natural environment"? Would you say you...? (Read list)
 1. Strongly disagree
 2. Somewhat disagree
 3. Neither agree nor disagree
 4. Somewhat agree
 5. Strongly agree
 - F5. (Don't know/not stated)

Satisfaction with City Services

5. Next, I would like you to think about the specific **services** provided by the City of St. Albert and for each service rate your level of satisfaction. Regardless of your use, how satisfied are you personally with each of the following services. First, how satisfied are you with **(Read list. Randomly rotate) ...?**

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
- F5. (Don't know/not stated)

- a) parks and trail system
- b) recycling and composting depots
- c) St. Albert public transit
- d) garbage collection services
- e) winter road maintenance including snow removal and ice management
- f) summer road maintenance including paving, pothole repair and sidewalk maintenance
- g) RCMP police services
- h) emergency medical and fire services
- i) sewer services including land drainage
- j) bylaw enforcement such as animal or weed control and traffic infractions
- k) building and development permits
- l) land use planning and approvals

5b. **(If somewhat or very dissatisfied in Q5, ask for each:)** What specific aspects of the **(insert service from Q5)** dissatisfied you?

1. Other - **Specify**
- F5 (Don't know)

6. Next, I would like you to rate your level of satisfaction with each of the following **facilities** operated or funded by the City of St. Albert. Again, based on your own use or your general perceptions of the facility, would you say you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied or very dissatisfied with? **(Read list. Randomly rotate.)**

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
- F5 (Don't know)

- a) Fountain Park Recreation Centre
- b) Campbell or Kinex Arena
- c) Woodlands Water Play Park
- d) St. Albert operated outdoor rinks
- e) Grosvenor outdoor pool

- f) St. Albert Public Library
- g) heritage sites including the Musée Heritage Museum, Little White School and Grain Elevator Park
- h) cultural facilities including the Arden Theatre and Visual Arts Wing in St. Albert Place
- i) Servus Credit Union Place (formerly referred to as the multipurpose leisure centre)

6b. **(If somewhat or very dissatisfied in Q6, ask for each:)** What specific aspects of the **(insert service from Q6)** dissatisfied you?

1. Other - **Specify**
- F5 (Don't know)

7. Next, how satisfied are you with each of the following **programs** offered by the City of St. Albert. Again, please rate your level of satisfaction based on your own experiences or your general perceptions of the programs offered. **(Read list. Randomly rotate.)**

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
- F5 (Don't know)

- a) recreational programs and activities
(Interviewer note: If respondent is unsure explain this includes summer playground programs, youth and family leisure programs, fitness, wellness and sports programs, special events and celebrations)
- b) cultural programs
(Interviewer note: If respondent is unsure explain this includes the International Children's Festival, St. Albert Children's Theatre, and performing and visual arts classes)
- c) Family and Community Support Services including family and youth preventive social support services and programs
(Interviewer note: If respondent is unsure explain this includes 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)

7b. **(If somewhat or very dissatisfied in Q7, ask for each:)** What specific aspects of the **(insert service from Q7)** dissatisfied you?

1. Other - **Specify**
- F5 (Don't know)

8. Taking into consideration all City of St. Albert services, facilities and programs, overall, how satisfied are you with the services provided by the City of St. Albert to residents? Would you say you are ...? (Read list)
1. Very dissatisfied
 2. Somewhat dissatisfied
 3. Neither satisfied nor dissatisfied
 4. Somewhat satisfied
 5. Very satisfied
 - F5. (Don't know/not stated)

Overall Importance of City Services

9. Next, I am going to read you the same list of services that are provided by the City and are available to residents. I would like you to rate how important you feel each of the services are to citizens of St. Albert. Please use a scale of 1 to 5, where 1 means "not at all important" and 5 means "critically important". (Read list. Randomly rotate)
1. Not at all important
 - ..
 5. Critically important
 - F5. (Don't know/not stated)
- a) parks and trail system
 - b) recycling and composting depots
 - c) St. Albert public transit
 - d) garbage collection services
 - e) winter road maintenance including snow removal and ice management
 - f) summer road maintenance including paving, pothole repair and sidewalk maintenance
 - g) RCMP police services
 - h) emergency medical and fire services
 - i) sewer services including land drainage
 - j) bylaw enforcement such as animal or weed control and traffic infractions
 - k) building and development permits
 - l) land use planning and approvals
 - m) Fountain Park Recreation Centre
 - n) Campbell or Kinex Arena
 - o) Woodlands Water Play Park
 - p) St. Albert operated outdoor rinks
 - q) Grosvenor outdoor pool
 - r) St. Albert Public Library
 - s) heritage sites including the Musée Hertiage Museum, Little White School and Grain Elevator Park
 - t) cultural facilities including the Arden Theatre and Visual Arts Wing in St. Albert Place
 - u) recreational programs and activities
 - v) cultural programs
 - w) Family and Community Support Services including family and youth preventive social support services and programs
 - x) Servus Credit Union Place (formerly referred to as the multipurpose leisure centre)

Servus Credit Union Place (Multipurpose Leisure Centre)

10. Now that Servus Credit Union Place (formerly referred to as the multipurpose leisure centre) is completed, how often do you or someone in your household use or visit the facility?
1. Daily
 2. More than once a week
 3. Once per week
 4. 2 to 3 times per month
 5. Once per month
 6. 1 to 6 times per year
 7. Never

Contact with City of St. Albert Employee

11. Next, I would like to talk to you about your contact with a City of St. Albert employee. In the past 12 months, have you 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?
1. Yes
 2. No
 - F5. (Don't know/not stated)
- Go to Question 14
Go to Question 14
12. During your last contact with a City employee, was this contact by phone, in person, by e-mail or Internet or by mail or fax? (One response only)
1. By phone
 2. In person
 3. E-mail / Internet
 4. Mail or fax
 - F5. (Don't know/not stated)
13. Overall, how satisfied were you with the service provided by the City of St. Albert employee that you last contacted? Would you say you were (Read list)?
1. Very dissatisfied
 2. Somewhat dissatisfied
 3. Neither satisfied nor dissatisfied
 4. Somewhat satisfied
 5. Very satisfied
 - F5. (Don't know/not stated)

Overall Perceptions

14. Thinking back over the last 12 months, would you say that the quality of service provided by the City of St. Albert has? (Read list)
1. Increased
 2. Decreased
 3. or, Remained about the same
 - F5. (Don't know/not stated)
15. In your view, what one change or improvement in the service provided by the City of St. Albert, would do most to better meet your needs?
1. Other - Specify
 - F5. (Don't know/not stated)

Safety Issues in St. Albert

16. Next, I would like you to think about safety in St. Albert. I would like to know if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree with the statement that "St. Albert is a safe community to live in"?
1. Strongly disagree
 2. Somewhat disagree
 3. Neither agree nor disagree
 4. Somewhat agree
 5. Strongly agree
 - F5. (Don't know/not stated)
17. What would you say are the safety and crime issues of greatest concern to you, if any? (Do not read. Allow multiple response if necessary)
1. None / no safety concerns
 2. crime in general
 3. youth vandalism
 4. youth crime in general
 5. traffic safety in general
 6. speeding
 7. safety of cyclists and pedestrians
 8. drugs in the community
 9. issues related to crystal meth specifically
 10. theft/burglary
 11. Other – please specify
 - F5 (Don't know)

Property Taxes and Financial Planning

18. Do you own or rent a home in the City of St. Albert?
1. Own
 2. Rent
 - F5. (Not stated)
- Go to Question 22
Go to Question 22

19. Property taxes in the City of St. Albert are related to the value of your property. About one-third of your property tax bill is controlled by the Province to pay for education and schools. This means that about two-thirds of your property tax bill goes to the City to fund municipal services. Thinking about the amount of your tax bill that pays for City services, would you say you receive? (Read list)
1. Very good value for your tax dollars
 2. Good value
 3. Fair value
 4. or, Poor value for your tax dollars
 - F5. (Don't know/not stated)
20. What is the main reason you feel that way?
1. Other - Specify
 - F5. (Don't know/not stated)
21. Next, thinking about City of St. Albert services over the next five years, which of the following tax strategies do you most likely support? Would you support ...? (Read list)
1. an inflationary, or cost of living, tax increase to maintain the current level of services from the City
 2. a tax increase, above inflation, to enhance the level of services
 3. or, a tax decrease to reduce the level of services from the City
 4. (Depends – Specify)
 - F5 (Don't know)

Municipal Leadership

22. What would you say is the most important issue facing St. Albert City Council today? (Do not read. Allow multiple response if necessary. Probe for clarification of issues.)
1. Other – Specify
 - F5 (Don't know)
23. To what extent do you agree or disagree with the following statement: "St. Albert City Council is planning for the future of the community"? Would you say you...? (Read list)
1. Strongly disagree
 2. Somewhat disagree
 3. Neither agree nor disagree
 4. Somewhat agree
 5. Strongly agree
 - F5. (Don't know/not stated)

City Readership

The next few questions focus on local newspapers in St. Albert.

24. What local newspaper do you rely on as your source of information and news about City Hall and City services, programs, and initiatives? (Surveyor note: if respondent requires prompting the two local newspapers are the St. Albert Gazette and the Saint City News.)
1. Other – **Specify**
F5 (Don't know)
25. Saint City News is published on a weekly basis every Friday. Approximately how many editions per month do you read? (Read list)
1. Read every week
 2. Read 2 or 3 editions per month
 3. Read once per month
 4. Read less than once per month
 - F5. (Don't know/not stated)
26. St. Albert Gazette is published on Wednesdays and Saturdays. Approximately how many editions per month of the St. Albert Gazette **Wednesday** edition do you read? (Read list)
1. Read every week
 2. Read 2 or 3 editions per month
 3. Read once per month
 4. Read less than once per month
 - F5. (Don't know/not stated)
27. Approximately how many editions per month of the St. Albert Gazette **Saturday** edition do you read? (Read list)
1. Read every week
 2. Read 2 or 3 editions per month
 3. Read once per month
 4. Read less than once per month
 - F5. (Don't know/not stated)
28. The City of St. Albert runs a full-page advertising feature in the Saturday edition of the St. Albert Gazette and Friday edition of Saint City News called Citylights. How often would you say you read the Citylights advertising feature?
1. Always
 2. Sometimes
 3. Rarely, or
 4. Never
 5. (not aware of feature)
 - F5 (Don't know)
- GO TO QUESTION 28
GO TO QUESTION 28

29. How valuable do you feel the information provided in Citylights is to you as a citizen of St. Albert?
1. Very valuable.
 2. Somewhat valuable.
 3. Not very valuable.
 4. Not at all valuable.
 - F5. (Don't know / not stated)

Respondent Profile

In order for us to better understand the different views and needs of citizens, the next few questions allow us to analyze the data into sub-groups. I would like to assure you that nothing will be recorded to link your answers with you or your household.

30. About how long have you lived in the City of St. Albert?
- _____ RECORD NUMBER OF YEARS
F5. (Refused)
31. In what year were you born?
- _____ RECORD YEAR
F5. (Refused)
32. Including yourself, how many people in each of the following age groups live in your household? How many are (Read list. Record actual number)
1. Under 13 years old
 2. Between 13 and 18 years old
 3. Between 19 and 44 years old
 4. Between 45 and 64 years old
 5. 65 years of age or older
 - F5. (Not stated)
33. What is the highest level of education you have achieved to date? (Read list if necessary)
1. Less than high school
 2. Graduated high school
 3. Some or completed technical or vocational school
 4. Some or completed college
 5. Some or completed university
 6. Post graduate
 - F5. (Not stated)

34. Into which of the following categories would you place your total household income before taxes for last year that is for 2006? Would it be above or below \$50,000? (If below read 1-6, if above read 7-13)

1. Less than \$20,000
2. \$20,000 to less than \$25,000
3. \$25,000 to less than \$30,000
4. \$30,000 to less than \$35,000
5. \$35,000 to less than \$40,000
6. \$40,000 to less than \$50,000

7. \$50,000 to less than \$75,000
8. \$75,000 to less than \$100,000
9. \$125,000 to less than \$150,000
10. \$150,000 to less than \$175,000
11. \$175,000 to less than \$200,000
12. \$200,000 or more
- F5 (Not stated)

35. What is your current employment status? (Read list)

1. Working full time, including self-employment
2. Working part time, including self-employment
3. Homemaker
4. Student
5. Not employed
6. Retired
- F5 (Not stated)

36. And finally, do you work for the City of St. Albert?

1. Yes
2. No
- F5 (Not stated)

That's all of the questions I have. Your feedback is greatly appreciated and on behalf of the City of St. Albert we would like to thank you for your time and co-operation.