



2017 Community Satisfaction
General Population Telephone Survey
Final Report

April 7, 2017



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1.0 EXECUTIVE SUMMARY

The following is a summary of the key findings from the 2017 General Population Community Satisfaction Survey. For detailed survey results, please refer to Section 4.0.

- Overall quality of life remains exceptionally high (99% rated this as “good” or “very good”).
- Top factors contributing to a **high quality of life** included:
 - The park system, green spaces, and the river or trail system;
 - The community or “small town” atmosphere;
 - Overall sense of safety, low crime rates, and police presence; and
 - Availability of shopping, amenities, and entertainment.
- Top factors considered to be **detracting from a high quality of life** included:
 - High taxes; and
 - High traffic volume or congestion, or poor traffic management.
- While the largest safety concerns included theft or burglary, vandalism, and drugs in the community, more than 9 in 10 respondents agreed that “St. Albert is a safe community to live in.”
- Overall, nearly four-fifths of the respondents (79%) were satisfied with the programs and services provided by the City.
- Services that **most often met respondent expectations** (8 in 10 respondents or more¹) included:
 - *Fire and Ambulance Services;*
 - *Policing Services;*
 - *Preserving and Celebrating Community Heritage;* and
 - *Environmental Services.*
- Service areas that **less often met respondent expectations** (fewer than 6 in 10 respondents) included:
 - *St. Albert Public Transit* (issues included limited or infrequent service, and lack of bus stops or routes);
 - *Engineering* (issues included a perception of poor infrastructure and high traffic volume); and
 - *Economic Development* (issues included lack of shopping or retail, and lack of a corporate tax base).

¹ Excluding “don’t know” or “not stated” responses.

- Five (5) service areas were further explored, in terms of the degree to which they met respondents' expectations:
 - *Indoor Recreation.* At least 8 in 10 respondents² felt this service met their expectations in terms of the variety of programming, the new aquatics pre-registration process for City residents, opportunities for spontaneous recreation, and the availability of programs.
 - *Outdoor Recreation.* More than 85% of respondents felt this service met their expectations in terms of the variety of programming, the opportunities for spontaneous recreation, and the availability of facilities.
 - *Culture.* More than 9 in 10 respondents felt that the variety and availability of programming met their expectations.
 - *Environmental Programming.* More than two-thirds of the respondents felt that the available opportunities for participate in environmental programming met their expectations, and those who felt otherwise most often attributed this to a lack of promotion or public awareness of environmental programming.
 - *Bylaw Enforcement.* Nearly 8 in 10 respondents felt that bylaw enforcement met their expectations, and those who felt otherwise suggested that there was a lack of enforcement, or that there was a lack of animal or pet-related enforcement, in particular.
- Overall, customer service was considered a strength, with 91% of those who were in contact with a City employee having been satisfied with their experience.
- Overall, 80% of the respondents felt that the City met their expectations in terms of sharing and providing access to information on municipal matters, and those who felt otherwise most often suggested that the City could consider using (or improving usage of) internet communications and social media.
- The vast majority of respondents (94%) felt that current methods to conduct City services such as paying bills, obtaining a license, registering for a program, etc. met their expectations.
- Homeowners generally felt that they receive “good,” “very good,” or “excellent” value for their tax dollars (66%), while those who felt they received “fair” or “poor” value most often felt that taxes are too high and/or are concerned with tax increases.
- More than half of homeowners supported an inflationary tax increase to maintain the current level of services from the City (57%) and 14% supported a tax decrease to reduce the level of services.
- The most important issues facing City Council included poor-decision making and perceptions of infighting amongst City Council, high or rising taxes, and concerns that tax dollars are being overspent or misallocated.
- Just over half of the respondents each agreed that Council effectively plans for the future of the community (54%), that Council is acting in the community's best interests (57%), and that their personal interests are being served by the City Council (53%). Overall, just under two-thirds (65%) were satisfied with the way the City of St. Albert is currently being run.

² Excluding “don't know,” “not stated,” or “not applicable responses.”

2.0 PROJECT BACKGROUND

In 2017, the City of St. Albert contracted Banister Research to conduct the 2017 Resident Satisfaction Research. As part of the project, Banister Research conducted the following surveys:

- **General Population Telephone Survey (n=400).** Age and gender quotas were established to ensure proper demographic representation of the City of St. Albert. The survey was conducted from February 27th to March 22th, 2017.
 - Results reflect a margin of error no greater than $\pm 4.9\%$ at the 95% confidence level, or 19 times out of 20.
- **Web-Based Survey (n=593).** Hard-copy invitations were distributed via mail-out to 4,000 randomly-selected City of St. Albert residences on February 27th, encouraging residents to complete the web-based version of the survey by March 19th, 2017. A public link was also made available to the City of St. Albert, for promotion through official City channels (e.g., City Website, Social Media), providing residents who did not receive a hard-copy invitation the opportunity to provide input. A total of 593 (429 via mail-out, and 164 via public link) residents completed the web-based survey, results for which are provided in a separate report.

Please Note: Due to the opt-in or self-select nature of web-based surveys, results cannot be generalized to the population of the City of St. Albert.

Similar to the previous iterations of the St. Albert Community Satisfaction Survey, results provide the City with insight into the perceptions and opinions of residents across a number of issues including:

- Overall quality of life in the City of St. Albert;
- Safety issues;
- Overall satisfaction with City services, facilities, and programs;
- Service expectations;
- Communication, and public participation;
- Property taxes and financial planning;
- Municipal leadership; and
- Top priorities for the City of St. Albert.

This report outlines the results for the **2017 City of St. Albert General Population Telephone Survey**.

3.0 STUDY FINDINGS

Age and gender quotas were established, as follows, to ensure proper demographic representation of St. Albert’s residents:³

	Number of Respondents (n)		
	Male	Female	Total
18 to 24 years of age	n=21	n=22	n=43
25 to 64 years of age	n=134	n=140	n=274
65 years of age and older	n=37	n=46	n=83
Total	n=192	n=208	n=400

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. It is important to note that the data tables, available under a separate cover, provide a detailed analysis of all survey findings. The reader should also note, when reading the report that the term *significant* refers to “statistical significance.” Only those respondent subgroups which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been included. Respondent subgroups that are statistically similar have been omitted from the presentation of findings.

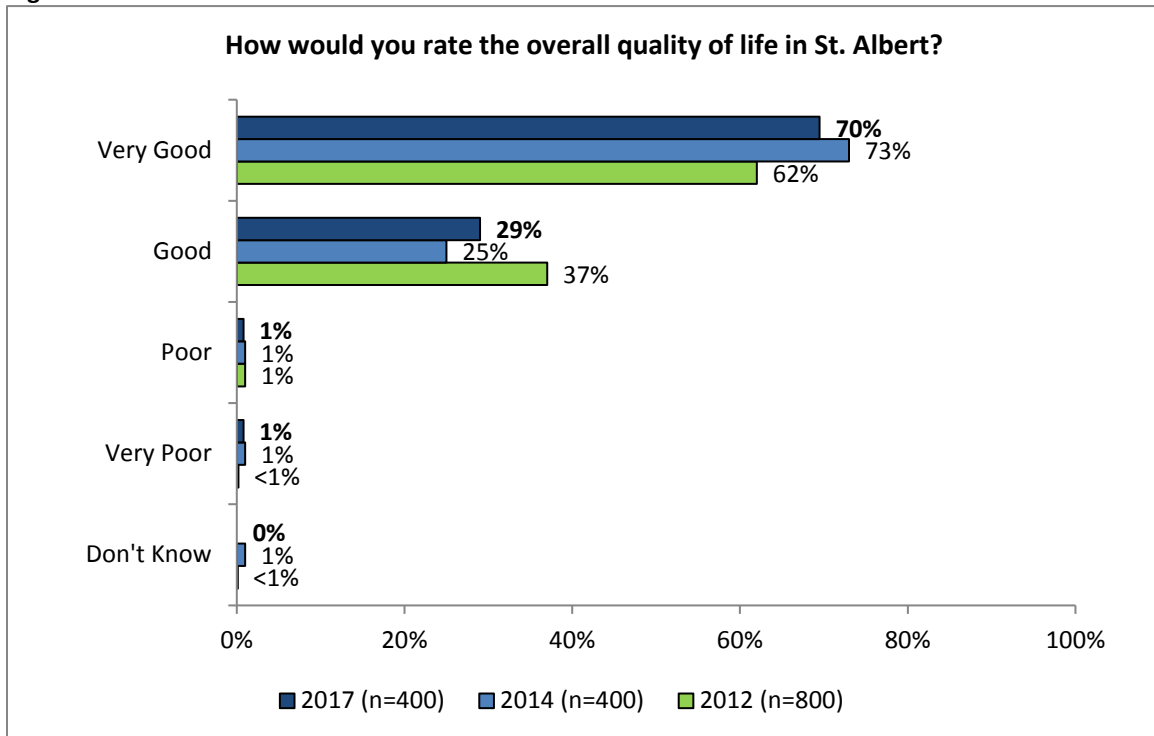
3.1 Quality of Life

To begin the survey, respondents were asked a series of questions about the quality of life in St. Albert. When asked to rate, overall, their perceived quality of life, nearly all of the respondents (99%) rated it as “good” (29%) or “very good” (70%, comparable to 73% in 2014).

In 2010, 98% of respondents provided a positive rating for the quality of life in St. Albert, with 17% rating it “good”, 52% “very good”, and 29% who rated it as “excellent”. Due to the change in scale between 2010 and 2014, results prior to 2012 have been omitted from Figure 1, below.

³ Based on the 2016 municipal census.

Figure 1



Sub-Segment Findings

Respondents who were significantly more likely to have rated the overall quality of life in St. Albert as “good” or “very good” included the following:

- Those who were satisfied, overall, with City services, programs, and facilities (100%, versus 96% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (100%, versus 96% of those who felt they received “fair” or “poor” value);
- Those who supported an inflationary tax increase to maintain the level of service (100%, versus 94% of those who supported a tax decrease); and
- Those who were satisfied, overall, with how the City is currently being run (99%, versus 94% of those who were dissatisfied).

Next, respondents were asked what they considered to be the top factors **contributing to a high quality of life** in St. Albert. Forty-four percent (44%) mentioned the parks and green spaces, followed by 21% who referenced the community atmosphere, and 21% who reported that St. Albert is a safe place to live and/or has a low crime rate and good police presence. See Table 1, below.

Table 1

What would you say are the top factors <u>contributing to</u> a high quality of life in the City of St. Albert?	
	Percent of Respondents* (n=400)
Park system/green spaces/river/trail system	44
Community atmosphere/friendly people/community spirit/small town feel	21
Safe place to live/low crime rate/good policing/police presence	21
Availability of shopping/amenities/entertainment/restaurants/quality of business	20
Availability of services/facilities/festivals/farmers market/events	18
Schools and educational opportunities/good schools	13
Availability of recreation/sports facilities and programs/Servus Place	13
Clean City/well-maintained/updated	12
Size of City/not too big/good layout/easy to get around/City planning	10
Good road maintenance and snow removal/sidewalks	8
Arts and cultural opportunities/facilities (e.g., Arden theatre, library, etc.)	7
Beautiful City/nice view/good scenery/lots of trees/physical surroundings	6
Good place to raise children/family oriented/family services	4
Quiet/peaceful atmosphere	3
Good garbage pickup/recycling program/compost program	3
Other (2% of respondents or less)	16
Don't Know/No Response	5

***Multiple responses**

When asked about the factors that **detract from a high quality of life** in St. Albert, two-fifths of the respondents (40%) mentioned high taxes or tax increases, followed by 16% who felt there is too much traffic and/or cited poor traffic management. See Table 2, below.

Table 2

What would you say are the top factors <u>detracting from</u> a high quality of life in the City of St. Albert?	
	Percent of Respondents* (n=400)
High taxes/tax increases	40
High traffic volume/congestion/poor traffic management/control	16
City Council (i.e., poor management/not accountable for actions/lacks direction/needs more community input/excessive bylaws/planning)	9
Poor/lack of City public transit services	5
Poor/lack of snow removal/street cleaning services	4
High price of housing/need more affordable housing/seniors' housing	4
High/rising utility costs	4
City growing too fast/too much residential development/too spread out	4
High cost of living	4
Lack of retail stores/shopping options	3
Level of crime/need more police/lack of enforcement	3
Other (2% of respondents or less)	24
Nothing/no factors contributing to a low quality of life	6
Don't Know/No Response	13

*Multiple responses

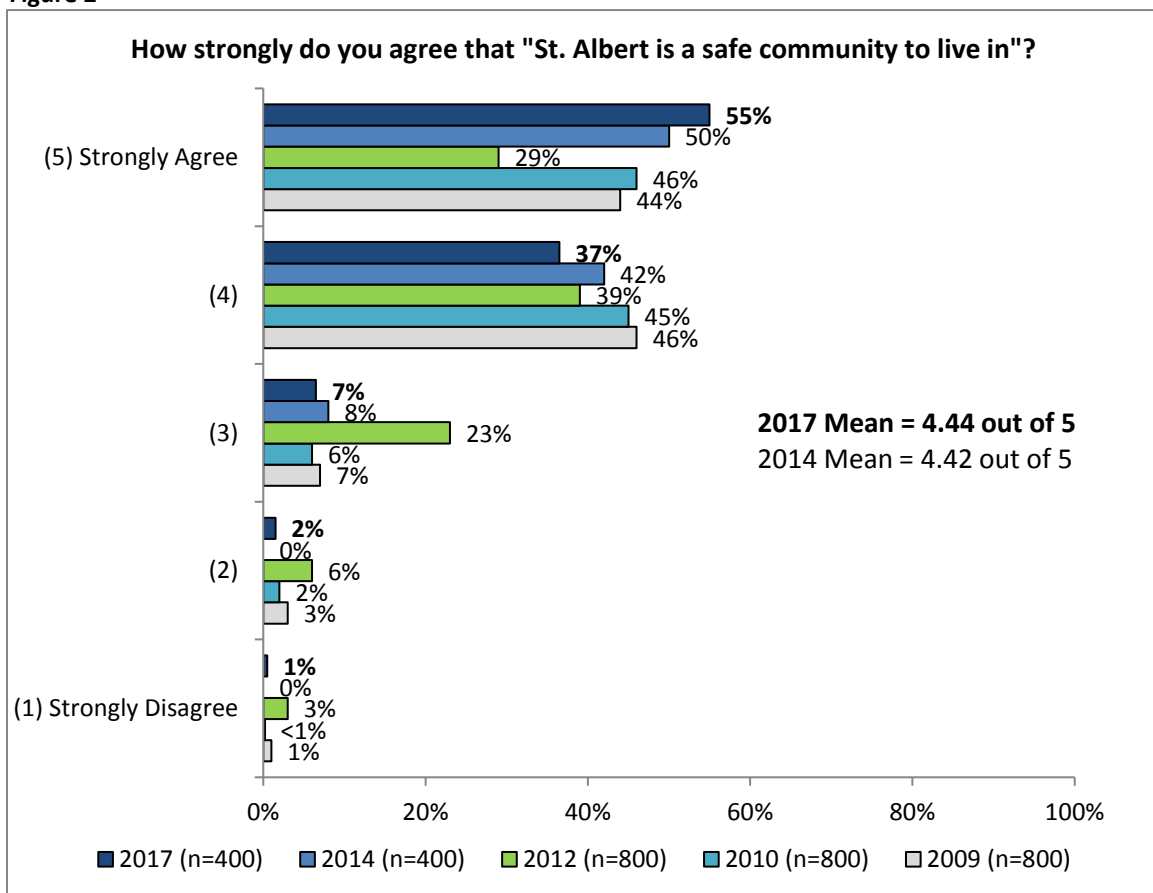
3.2 Safety Issues in St. Albert

In the next section of the survey, respondents were asked about their perception of safety in St. Albert, including the biggest issues regarding safety and crime.

First, respondents were asked to rate their level of agreement with the statement “St. Albert is a safe community to live in,” using a scale of 1 to 5, where 1 meant “strongly disagree” and 5 meant “strongly agree.” The majority of the respondents (92%) provided ratings of 4 (37%) or 5 (55%) out of 5, while 7% provided a neutral rating (3 out of 5). See Figure 2, below.

Please Note: A different scale was used in previous versions of the St. Albert Community Satisfaction Survey.⁴ Due to the use of word-anchored responses in 2009, 2010, and 2012 (versus number-anchored in 2017 and 2014), a mean cannot be calculated for previous results. Caution should therefore be used when comparing 2017 and 2014 results to previous years’ results.

Figure 2



⁴2012 scale: “Strongly disagree”; “somewhat disagree”; “neither agree nor disagree”; “somewhat agree”; “strongly agree.”

Sub-Segment Findings

Respondent subgroups significantly more likely to have **agreed that “St. Albert is a safe community to live in”** (ratings of 4 or 5 out of 5) included:

- Those aged 18 to 24 (100%, versus 91% of those aged 25 to 64 and 88% of those 65 or older);
- Those who were satisfied, overall, with City services, facilities, and programs (97%, versus 73% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (97%) or those who felt they received “good” value (95%), versus 83% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (93%) or an increase above inflation (97%), versus 79% of those who supported a tax decrease; and
- Those who were satisfied, overall, with how the City is currently being run (97%) or neither satisfied nor dissatisfied (89%), versus 63% of those who were dissatisfied.

When asked what they considered to be the most significant safety and crime issues, 40% of the respondents mentioned theft and burglary, followed by over one-quarter (26%) who cited vandalism. Nineteen percent (19%) mentioned drugs in the community. It is important to note that 20% of the respondents felt that there are no pressing safety and crime issues in St. Albert. See Table 3, below.

Table 3

What are the safety and crime issues of greatest concern to you, if any?	
	Percent of Respondents (n=400)*
Theft/burglary	40
Vandalism	26
Drugs in the community	19
Traffic safety (in general)	6
Crime (in general)	4
Speeding	3
Safety of cyclists and pedestrians	2
Lack of police enforcement/presence	2
Graffiti	1
Youth crime (in general)	1
Home invasions	1
Petty crimes (in general)	1
Violent crimes	1
Murders	1
Other (single mentions)	2
None/no safety concerns	20
Don't Know/Not Stated	5

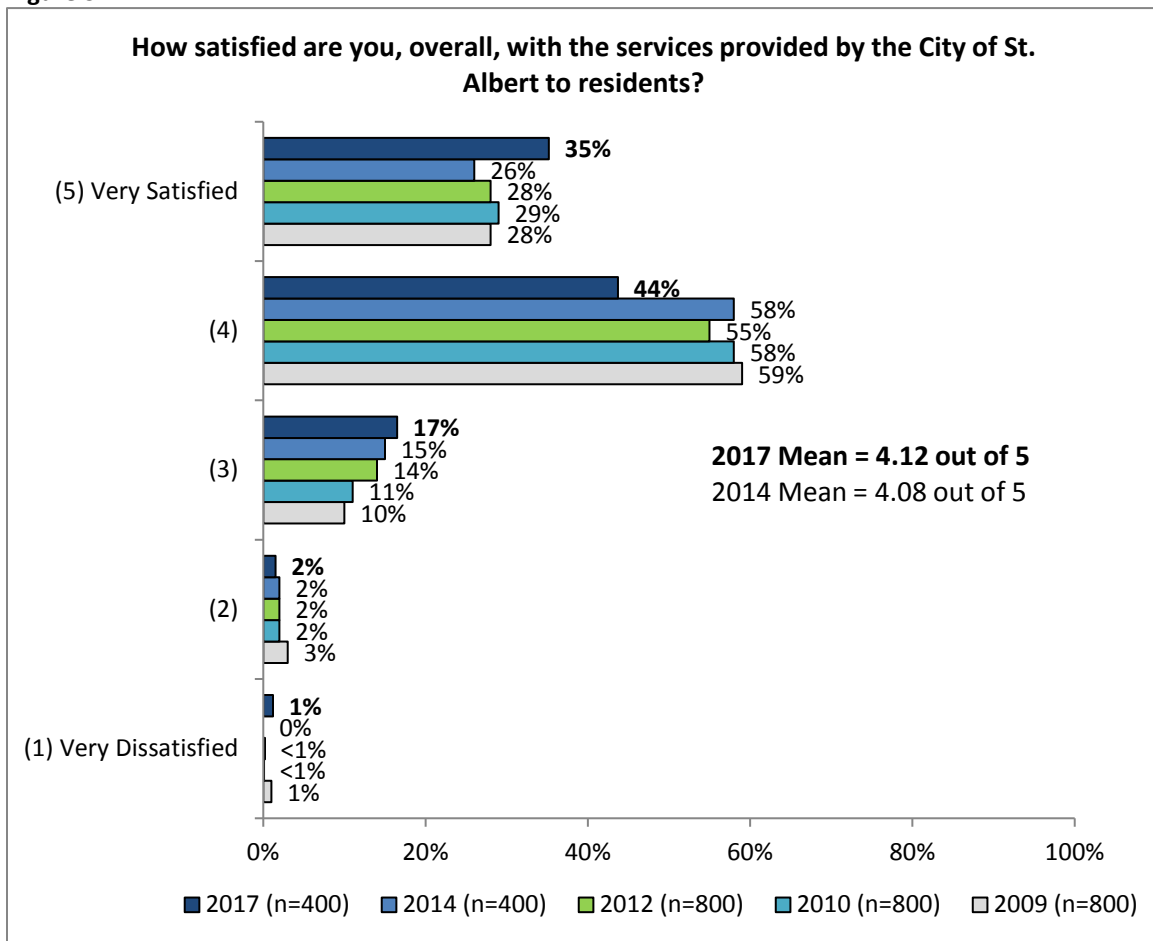
*Multiple responses

3.3 Overall Satisfaction with City Services, Facilities, and Programs

Taking into consideration **all services, facilities, and programs** offered in St. Albert, respondents were next asked to rate their **overall level of satisfaction**, using a scale of 1 to 5, where 1 meant “very dissatisfied” and 5 meant “very satisfied”. As shown in Figure 3, below, 79% of the respondents were satisfied (statistically comparable to 83% in 2014), providing ratings of 4 (44%) or 5 (35%) out of 5. Seventeen percent (17%) provided a rating of 3 out of 5, while 3% were dissatisfied, providing ratings of 2 (2%) or 1 (1%) out of 5. The overall **mean satisfaction rating in 2017 was 4.12**. See Figure 3, below.

Please Note: A different scale was used in previous versions of the St. Albert Community Satisfaction Survey.⁵ Due to the use of word-anchored responses in 2009, 2010, and 2012 (versus number-anchored in 2014 and 2017), a mean cannot be calculated for previous results. Caution should therefore be used when comparing 2017 and 2014 results to previous years’ results.

Figure 3



⁵ 2012 scale: “Very dissatisfied”; “somewhat dissatisfied”; “neither satisfied nor dissatisfied”; “somewhat satisfied”; “very satisfied.”

Sub-Segment Findings

Respondent subgroups significantly more likely to have **been satisfied, overall, with City services, facilities, or programs** (ratings of 4 or 5 out of 5) included:

- Those who felt they received “very good” or “excellent” value for their tax dollars (96%) or those who felt they received “good” value (83%), versus 61% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (85%) or those who supported an increase above inflation (84%), versus 58% of those who supported a tax decrease; and
- Those who were neither satisfied nor dissatisfied (72%) or satisfied, overall, with how the City is currently being run (90%), versus 33% of those who were dissatisfied.

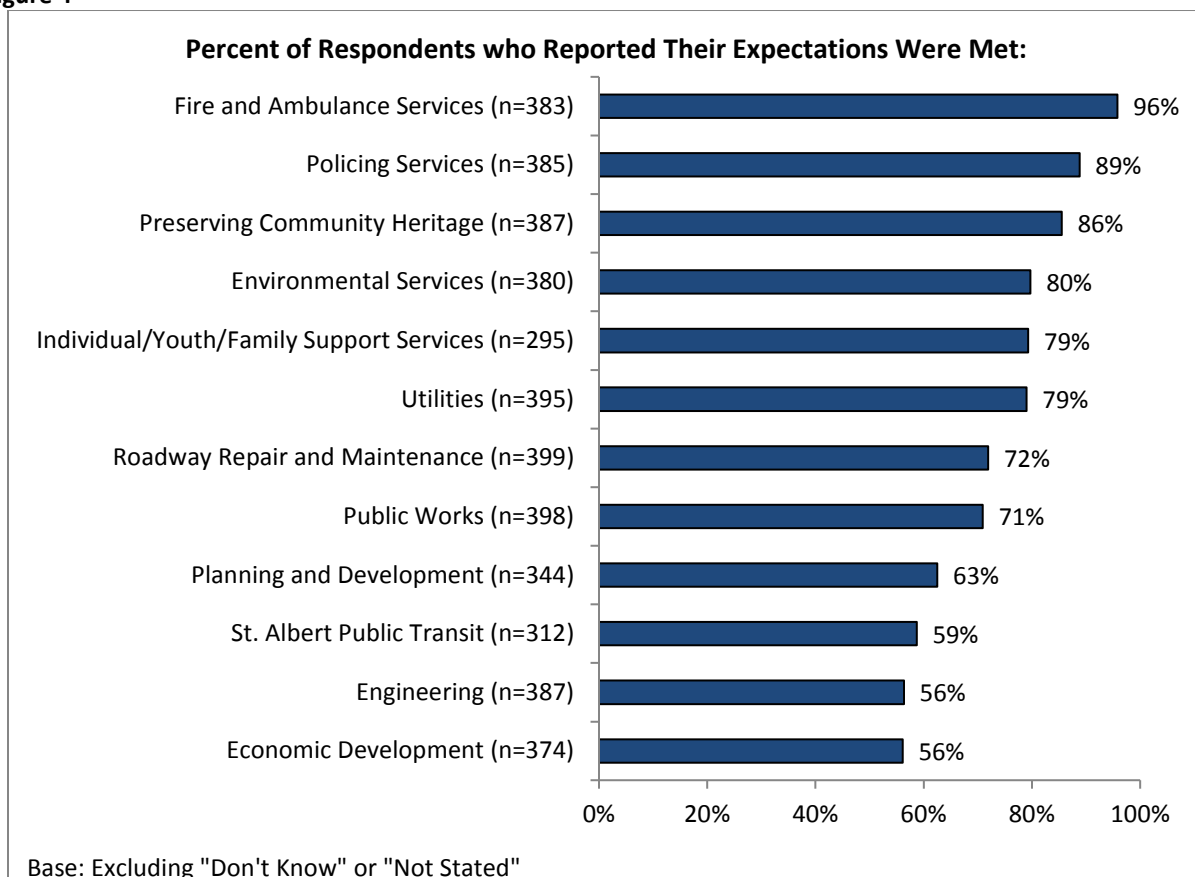
3.4 Service Expectations

In this section of the survey, respondents were asked about their service expectations with key services provided by the City of St. Albert. Respondents who had not personally used each service were asked to rate the extent to which each service has met their expectations based on what they had seen, heard, or read from other sources. At least four-fifths of respondents felt that the following services met their expectations:

- Fire and Ambulance Services (n=383)⁶ (96% felt this service met their expectations);
- Policing Services (n=385) (89%);
- Preserving and Celebrating Community Heritage (n=387) (86%); and
- Environmental Services (n=380) (80%).

See Figure 4 and Table 4, on the following page, for a detailed breakdown of results.

Figure 4



⁶ Excludes "Don't Know" or "Not Stated" responses.

Table 4

Rate the extent to which each service has met your expectations.				
	Percent of Respondents (n=400)			
	Meets my expectations	Somewhat meets my expectations	Doesn't meet my expectations	Don't Know/Not Stated
Fire and Ambulance Services	92	3	1	4
Policing Services	86	7	4	4
Preserving and Celebrating Community Heritage	83	12	3	3
Utilities	78	15	6	1
Environmental Services	76	16	3	5
Roadway Repair and Maintenance	72	21	8	<1
Public Works	71	22	7	1
Individual, Youth and Family Support Services	59	12	3	26
Engineering	55	31	12	3
Planning and Development	54	25	8	14
Economic Development	53	30	12	7
St. Albert Public Transit	46	23	9	22

Sub-Segment Findings

Respondent subgroups significantly more likely to indicate that **Policing Services met their expectations** included:

- Those who were satisfied, overall, with City services, facilities, and programs (90%, versus 70% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (94%) or those who felt they received “good” value (88%), versus 74% of those who felt they received “fair” or “poor” value;
- Those who were satisfied, overall, with how the City is currently being run (92%, versus 79% of those who were neither satisfied nor dissatisfied, and 65% who were dissatisfied); and
- Those who have lived in St. Albert for 10 years or less (93%) or 11 to 20 years (92%), versus 81% of those who have lived in St. Albert for more than 20 years.

Those who have lived in St. Albert for 11 to 20 years (95%) were significantly more likely to indicate that **Fire and Ambulance Services** met their expectations, versus 86% of those who have lived in St. Albert for 10 years or less).

Respondent subgroups significantly more likely to indicate that **Public Works met their expectations** included:

- Those who were satisfied, overall, with City services, facilities, and programs (75%, versus 55% of those who were neither satisfied nor dissatisfied);
- Those who had contact with a City employee in the past year (76%, versus 61% who had not);
- Those who felt they received “very good” or “excellent” value for their tax dollars (85%) or those who felt they received “good” value (70%), versus 57% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (90%, versus 73% of those who supported an inflationary tax increase to maintain services or 65% of those who supported a tax decrease); and
- Those who were satisfied, overall, with how the City is currently being run (75%, or 68% of those who were neither satisfied nor dissatisfied versus 48% of those who were dissatisfied).

Respondent subgroups significantly more likely to indicate that **Utilities met their expectations** included:

- Those aged 18 to 24 (98%, versus 78% of those aged 25 to 64 and 69% of those 65 or older);
- Males (83%, versus 74% of females);
- Those who were satisfied, overall, with City services, facilities, and programs (84%, versus 58% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (88%) or those who felt they received “good” value (81%), versus 63% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (87%, or 80% of those who supported an inflationary tax increase to maintain services versus 64% of those who supported a tax decrease);
- Those who were satisfied, overall, with how the City is currently being run (84%, versus 70% of those who were neither satisfied nor dissatisfied and 59% of those who were dissatisfied); and
- Those who have lived in St. Albert for 10 years or less (88%, versus 74% of those who have lived in St. Albert for more than 20 years).

Those who were satisfied, overall, with City services, facilities, and programs (85%) were significantly more likely to indicate that **Preserving and Celebrating Community Heritage met their expectations** versus 71% of those who were neither satisfied nor dissatisfied.

Respondent subgroups significantly more likely to indicate that **St. Albert Public Transit met their expectations** included:

- Those aged 18 to 24 (56%) or 25 to 64 (48%), versus 33% of those 65 or older; and
- Those who were satisfied, overall, with City services, facilities, and programs (49%), versus 33% of those who were neither satisfied nor dissatisfied.

Respondent subgroups significantly more likely to indicate that **Engineering met their expectations** included:

- Those aged 18 to 24 (74%, versus 50% of those aged 25 to 64);
- Those who were satisfied, overall, with City services, facilities, and programs (59%, versus 39% of those who were neither satisfied nor dissatisfied);
- Those who do not own their home (72%, versus 53% of those who do);
- Those who felt they received “very good” or “excellent” value for their tax dollars (63%) or those who felt they received “good” value (55%), versus 39% of those who felt they received “fair” or “poor” value;
- Those who were satisfied, overall, with how the City is currently being run (63%) or those who were neither satisfied nor dissatisfied (46%), versus 24% of those who were dissatisfied; and
- Those who have lived in St. Albert for 10 years or less (72%, versus 50% of those who have lived in St. Albert for more than 20 years).

Respondent subgroups significantly more likely to indicate that **Individual, Youth and Family Support Services met their expectations** included:

- Those aged 18 to 24 (72%, versus 48% of those aged 65 or older);
- Those who were satisfied, overall, with City services, facilities, and programs (66%, versus 32% of those who were neither satisfied nor dissatisfied); and
- Those with children in their household (80%, versus those without children 54%).

Respondent subgroups significantly more likely to indicate that **Environmental Services met their expectations** included:

- Those who felt they received “very good” or “excellent” value for their tax dollars (84%, versus 69% of those who felt they received “fair” or “poor” value); and
- Those who were satisfied, overall, with how the City is currently being run (79%, versus 61% of those who were dissatisfied).

Respondent subgroups significantly more likely to indicate that **Planning and Development met their expectations** included:

- Those aged 18 to 24 (79%, versus 53% of those aged 25 to 64 and 45% of those 65 or older);
- Those who were satisfied, overall, with City services, facilities, and programs (60%, versus 32% of those who were neither satisfied nor dissatisfied);
- Those who do not own their home (72%, versus 52% of those who do);
- Those who felt they received “very good” or “excellent” value for their tax dollars (64%, versus 41% of those who felt they received “fair” or “poor” value);
- Those who were satisfied, overall, with how the City is currently being run (63%, versus 36% of those who were neither satisfied nor dissatisfied and 35% of those who were dissatisfied); and
- Those who have lived in St. Albert for 10 years or less (70%) or 11 to 20 years (61%), versus 47% of those who have lived in St. Albert for more than 20 years.

Respondent subgroups significantly more likely to indicate that **Economic Development met their expectations** included:

- Those who were satisfied, overall, with City services, facilities, and programs (56%, versus 36% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (64%) or “good” value (55%), versus 42% of those who felt they received “fair” or “poor” value; and
- Those who were satisfied, overall, with how the City is currently being run (61%, versus 37% of those who were neither satisfied nor dissatisfied and 35% of those who were dissatisfied).

Respondent subgroups significantly more likely to indicate that **Roadway Repair and Maintenance met their expectations** included:

- Those who were satisfied, overall, with City services, facilities, and programs (76%, versus 62% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (83%, versus those who felt they received “good” value (70%) or 61% of those who felt they received “fair” or “poor” value);
- Those who were satisfied, overall, with how the City is currently being run (77%) or were neither satisfied nor dissatisfied (69%), versus 46% of those who were dissatisfied; and
- Those with children in their household (83%, versus 70% of those without children).

Respondents who felt that each service did not meet their expectations, or only somewhat met their expectations were asked why they felt that way. See Tables 5 through 16, below, and continued on the following pages, for the top responses.

Table 5

Why don't <u>Policing Services</u> fully meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=43)
Understaffed/not enough police officers	23
Lack of police visibility/patrols	16
Poor/slow response time/takes too long for police to respond to calls	14
Lack of/poor law enforcement	12
Police are unhelpful/do not take issues seriously	12
Too much focus on photo radar/issuing tickets	7
Too much crime/criminal activity in City	7
Lack of accountability (in general)	5
There is room for improvement (in general)	5
Other (single mentions)	12

***Multiple responses**

Table 6

Why don't <u>Fire and Ambulance Services</u> fully meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Number of Respondents (n=16)*
Understaffed/not enough resources	7
Slow response time/wait times are too long	5
Services should not be combined with Fire Department/should be separate	1
Service is poor/inconsistent (in general)	1
Don't Know/Not Stated	2

***Use caution interpreting results when n<30**

Table 7

Why don't <u>Public Works</u> fully meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=116)
Lack of/poor snow/ice removal services	41
Lack of/poor road maintenance/repairs/upgrades	16
Lack of/poor sidewalk maintenance/cleaning/repairs	16
Lack of/poor park/trail/green space maintenance	15
Lack of fast/efficient/timely Public Works services (in general)	11
Too much spending on unnecessary projects	2
Older districts/neighbourhoods are ignored/not maintained	2
Department is understaffed	1
Don't Know/Not Stated	3

*Multiple responses

Table 8

Why don't <u>Utilities</u> fully meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=83)
Utility fees are too costly/too many added/hidden fees	60
Lack of/poor garbage/recycling/waste collection services	11
Garbage is not picked up often/frequently enough	10
Lack of utility services for condo owners	7
Poor/outdated sewer drainage system/infrastructure	6
Lack of space in garbage/recycling containers	1
Staff are rude/impolite/unprofessional	1
Poor water quality	1
Don't Know/Not Stated	4

*Multiple responses

Table 9

Why doesn't <u>Preserving and Celebrating Community Heritage</u> fully meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=56)
City is losing/lacking community heritage/heritage sites	23
Overspending/misallocating funds to this department/service	14
Community heritage is not important/of interest (in general)	9
Lack of awareness/advertising of community heritage events	9
Lack of heritage site/building maintenance	5
Lack of celebrating/promoting/including First Nations/Aboriginal people	5
There is room for improvement (in general)	4
Department/service is underfunded	4
Lack of community programs/activities/events	4
Racism/racial discrimination-related concerns	2
Don't Know/Not Stated	21

*Multiple responses

Table 10

Why doesn't <u>St. Albert Public Transit</u> fully meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=129)
Transit service is limited/infrequent/poor bus scheduling/not enough buses	46
Poor/lack of bus routes/connections/stops	23
Lack of parking/park and ride availability	12
Low usage/ridership level/buses are often empty	10
Buses are late/not on time/unreliable service	8
Transit fare/pass is too expensive/costly	5
Lack of LRT service	4
Poor transit accessibility for seniors/the disabled/handicapped	2
Lack of heat on buses/in bus shelters	2
Overspending/misallocating funds to this department/service	2
I am not a transit rider/user (in general)	2
Lack of sidewalks/bus stops are difficult to access	1
Dislikes transit noise pollution	1
Complaints/input/suggestions are not addressed	1
Don't Know/Not stated	2

*Multiple responses

Table 11

Why doesn't <u>Engineering</u> fully meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=169)
Poor road system/infrastructure/lack of roads/bypass/road expansions	26
High traffic volume/congestion/poor traffic management/control	22
Lack of/poor engineering planning/services (in general)	15
Lack of/poor road maintenance/repairs/upgrades	15
Overspending/misallocating funds to this department/service	11
Construction projects are not completed on time/take too long to finish	4
Lack of communication/awareness of engineering projects/road closures	2
Too many construction projects	2
Lack of sidewalks	1
Lack of parking space availability	1
Don't Know/Not Stated	5

*Multiple responses

Table 12

Why don't <u>Individual, Youth and Family Support Services</u> fully meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=61)
Lack of/not enough individual, youth and family support services	18
Lack of information/public awareness of services	16
Lack of youth programs/services/facilities	15
Wait times are too long/services are difficult to access	12
Do not use/access this service (in general)	8
There is room for improvement (in general)	5
Lack of mental health support services/counselling	5
Lack of funding/not enough of budget allocated to this service	2
Services are not useful/needed	2
Confidentiality restrictions/related issues	2
Lack of affordable housing	2
Programs/services are too costly/unaffordable	2
Don't Know/Not Stated	15

*Multiple responses

Table 13

Why don't <u>Environmental Services</u> fully meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=77)
Lack of river cleanliness/maintenance/protection	44
Lack of/poor environmental services/programs/focus/initiatives	17
Too much development/losing land/natural areas/trees due to development	8
Lack of environmental/natural area protection/stewardship (in general)	5
Lack of/poor park/green space/trail maintenance	4
Services/initiatives are unaffordable/too costly	3
Other (single mentions)	10
Don't Know/Not Stated	12

*Multiple responses

Table 14

Why doesn't <u>Planning and Development</u> fully meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=129)
Lack of/poor planning and development services (in general)	20
Poor/lack of road infrastructure development/planning	10
Lack of/poor building inspection services	9
Overdevelopment/too much development/rapid/uncontrolled growth	8
Poor/lack of residential/neighbourhood development/planning	5
Poor/lack of commercial development/planning	4
Services are slow/unresponsive/delays in decision making	4
Lack of planning for/keeping up with City growth/expansion	3
City does not listen to residents/lack of public consultation input	3
Too much high density housing development	3
Services are too costly/unaffordable	3
Other (2% of respondents or less)	18
Don't Know/Not Stated	11

*Multiple responses

Table 15

Why doesn't <u>Economic Development</u> fully meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=164)
Lack of shopping/retail/store options/not enough businesses in City	32
Lack of strong business/corporate tax base	14
Lack of business attraction/City is not doing enough to attract businesses	11
City is losing existing businesses/too many business closures	8
City is not business friendly (in general)	7
Lack of industrial growth/development	6
Taxes are too high/expensive	5
Overspending/misallocating funds to this department/service	3
Lack of tourism/tourist attractions	3
Lack of downtown services/stores/amenities	3
Other (2% of respondents or less)	7
Don't Know/Not Stated	7

*Multiple responses

Table 16

Why doesn't <u>Roadway Repair and Maintenance</u> fully meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=112)
Lack of/poor road maintenance/repairs/upgrades	46
Lack of/poor snow removal services	21
Traffic lights are not synchronized	8
Road maintenance/repairs/snow removal takes too long to finish	8
Overspending/misallocating funds to this department/service	6
Lack of road maintenance in older neighbourhoods/areas	3
Too much road signage	3
Lack of/poor sidewalk/curb maintenance/repairs	3
High traffic volume/congestion/lack of traffic management	3
Road maintenance/repair work is done at inconvenient times	3
Other (2% of respondents or less)	9
Don't Know/Not Stated	2

*Multiple responses

Respondents who felt that each service did not meet their expectations or somewhat met their expectations were further asked what one improvement to each service could be made that would improve the service to better meet their needs. See Tables 17 through 28, below, and on the following pages, for the top responses.

Table 17

What one improvement to <u>Policing Services</u> would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=43)
Hire more police officers	37
Increase police patrols/visibility	21
Improve/increase police enforcement	9
Reduce/eliminate photo radar	7
City needs its own police service/get rid of RCMP	5
Be more approachable/helpful/willing to listen	5
Improve/quicker response time	5
Need better trained/experienced police	5
Other (single mentions)	7
Don't Know/Not Stated	9

***Multiple responses**

Table 18

What one improvement to <u>Fire and Ambulance Services</u> would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Number of Respondents* (n=16)**
Hire more staff/need more resources	10
Improve/quicker response time	3
Don't Know/Not Stated	3

***Multiple responses**

****Use caution interpreting results when n<30**

Table 19

What one improvement to <u>Public Works</u> would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=116)
Improve/increase snow removal services	39
More efficient/responsive/timely Public Works services (in general)	12
Improve/increase park/trail/green space maintenance	11
Improve/increase road maintenance/repairs/upgrades	10
Improve/increase sidewalk maintenance/repairs/cleaning	10
Need more off-leash dog parks	2
Stop overspending/misallocating funds to this department/service	2
Improve/increase maintenance of older buildings/neighbourhoods	2
Other (single mentions)	3
Nothing	2
Don't Know/Not Stated	12

*Multiple responses

Table 20

What one improvement to <u>Utilities</u> would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=83)
Less costly/expensive utility fees	43
Improve garbage collection schedule/pick up more frequently	13
Improve/increase garbage/waste collection services	7
Provide utility services to condo owners	5
Improve/more efficient/more value for utility services (in general)	4
Improve water quality	4
Provide more information/awareness about utility services	2
Upgrade/repair sewer drainage system/infrastructure	2
Improve street light maintenance	1
Provide service options/do not force residents to pay for unused services	1
Provide larger garbage containers	1
Nothing	1
Don't Know/Not Stated	18

*Multiple responses

Table 21

What one improvement to <u>Preserving and Celebrating Community Heritage</u> would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=56)
Improve preservation/protection of heritage sites/buildings	16
More community events/activities/programs	11
Increase advertising/public awareness of community heritage/events	11
Stop overspending/misallocating funds to this department/service	9
More focus/inclusion/recognition of First Nations people/heritage	7
Need to do more to preserve/celebrate community heritage (in general)	5
Need to do more to attract tourism/be a tourist destination (in general)	2
Improve/upgrade/add more features to museum	2
Address Mayor/Council conflict of interest	2
Don't Know/Not Stated	34

*Multiple responses

Table 22

What one improvement to <u>St. Albert Public Transit</u> would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=129)
More frequent bus service/scheduling/more buses/expand hours of service	41
Expand/add more bus routes/stops/improve connections	14
Expand/improve parking availability/park and ride	11
Develop LRT service/access in City	9
Need smaller buses/reduce level of large buses	6
Less costly/more affordable transit fare/pass	3
Improve reliability of service/stay on schedule/be on time	2
Merge/share services with City of Edmonton	2
Add more/improve bus shelters/terminals	2
Expand/improve transit accessibility for disabled/seniors	2
Other (single mentions)	5
Nothing	1
Don't Know/Not Stated	9

*Multiple responses

Table 23

What one improvement to <u>Engineering</u> would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=169)
Improve/expand road system/infrastructure/build more roads	22
Improve traffic management/control/less traffic congestion	19
Improve/more efficient engineering planning/services (in general)	17
Improve/increase road maintenance/repairs/upgrades	5
Gather input/suggestions/consult with residents	4
Finish construction projects faster/on time	4
Provide information/awareness of engineering projects/road closures	3
Build more sidewalks	1
Stop overspending/misallocating funds to this department/service	1
More parking space availability	1
Don't Know/Not Stated	26

*Multiple responses

Table 24

What one improvement to <u>Individual, Youth and Family Support Services</u> would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=61)
More youth programs/services/facilities	16
Provide more information/public awareness of services	12
More mental health support services/counselling	12
More family support services	7
Improve/increase individual, youth, and family support services (in general)	5
Hire more staff/counsellors	5
Improve service wait times/easier access to services	5
Less costly/more affordable services	3
Other (single mentions)	7
Don't Know/Not Stated	34

*Multiple responses

Table 25

What one improvement to <u>Environmental Services</u> would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=77)
Improve river cleanliness/maintenance/protection	36
Decrease development/improve protection of natural land/areas/trees from development	8
Expand/improve environmental programs/initiatives/services	7
Improve park/green space/trail maintenance	5
More information/increase public awareness of environmental services	4
Less costly/more affordable environmental	3
Improve/expand recycling related services/initiatives	3
More park/green space development	3
Other (single mentions)	5
Don't Know/Not Stated	29

*Multiple responses

Table 26

What one improvement to <u>Planning and Development</u> would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=129)
Streamline/improve planning and development process (in general)	19
Improve road infrastructure planning/development/traffic management	12
Listen to/gather resident input/suggestions/feedback	9
Provide more planning and development information/keep residents informed	6
Improve commercial planning/development/more stores/businesses	5
Improve protection of farmland/natural areas/green spaces	5
Improve residential/neighbourhood planning/development	5
Have better trained/qualified staff	5
Reduce level of development/construction in City/do not overdevelop	5
Increase affordable housing development	4
Improve/expand recreational facility planning/development	2
Improve/expand park/green space/trail planning/development	2
Improve/expand school/educational planning/development	2
Other (single mentions)	7
Nothing	1
Don't Know/Not Stated	16

*Multiple responses

Table 27

What one improvement to <u>Economic Development</u> would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=164)
More shopping/retail/store options/increase business/commercial development	26
Increase industry/industrial growth in City	12
Need to do more to attract businesses into City/offer business incentives	11
Expand business/corporate tax base/bring in more business to reduce taxes	9
Better promote/advertise City/City services	5
Be more business friendly (in general)	4
Improve/expand road system/infrastructure/build more roads	2
More job/employment opportunities	2
Lower taxes	2
Other (1% or less of respondents)	12
Nothing	1
Don't Know/Not Stated	20

*Multiple responses

Table 28

What one improvement to <u>Roadway Repair and Maintenance</u> would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=112)
Improve/increase road maintenance/repairs/upgrades	39
Improve speed of roadway maintenance/repairs/snow removal	12
Improve/increase snow removal services	11
Better synchronized traffic lights	9
Improve/increase sidewalk/curb maintenance	5
Do roadway maintenance at more convenient times/better maintenance schedule	3
Other (2% of respondents or less)	14
Nothing	2
Don't Know/Not Stated	10

*Multiple responses

3.5 Specific Services

In this section of the survey, respondents were asked if various elements of five (5) select St. Albert services met their expectations.

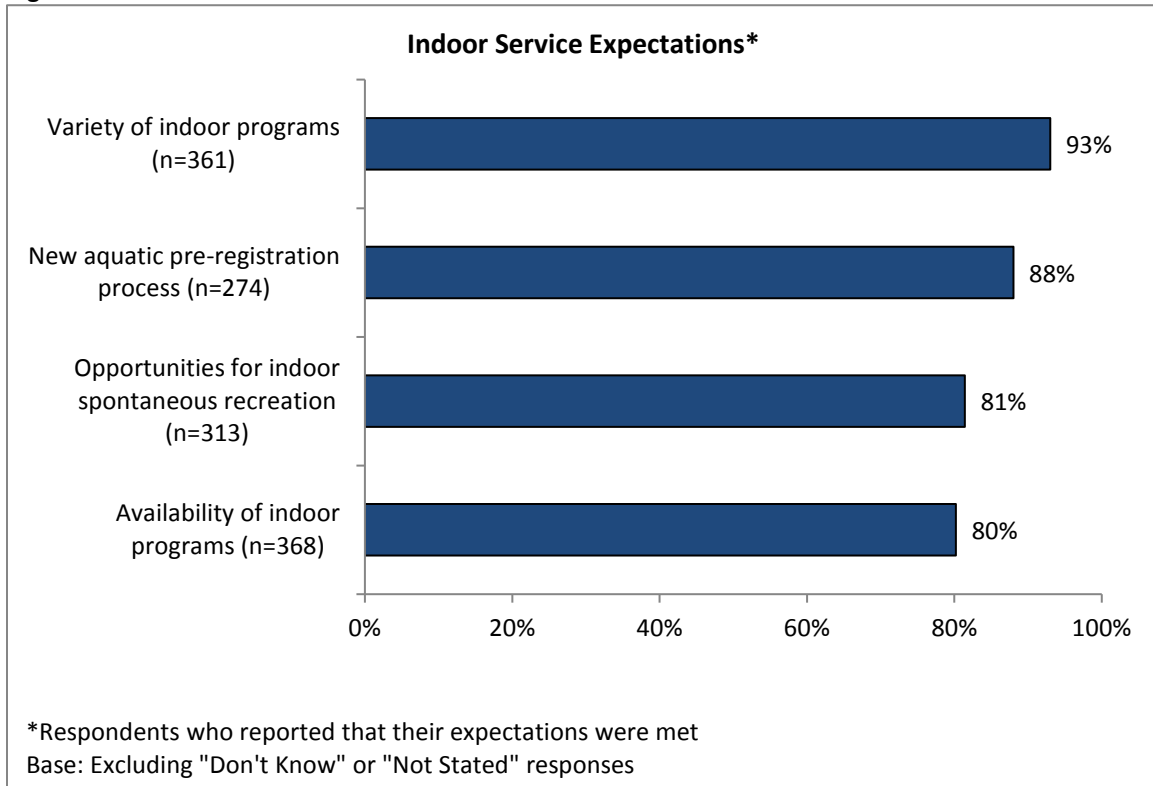
3.5.1 Indoor Recreation

First, respondents were asked if elements of **indoor recreation services** met their expectations. Indoor recreation services include scheduled and spontaneous recreation, fitness and aquatics programs, clubhouses, Fountain Park, Servus Place, and Akinsdale and Kinex Arenas. At least four-fifths of respondents reported that all four of the following (4) elements of indoor recreation services met their expectations:

- Variety of indoor programs (n=361)⁷ (93% of respondents reported that their expectations were met);
- New aquatics pre-registration process for St. Albert residents first (n=274) (88%);
- Opportunities for indoor spontaneous recreation (no pre-planning or pre-registering required) (n=313) (81%); and
- Availability of indoor programs (n=368) (80%).

See Figure 5, below.

Figure 5



⁷ Excludes "Don't Know" or "Not Stated" responses.

Table 29

To what degree do the following meet your expectations for indoor recreation in St. Albert?				
	Percent of Respondents (n=400)			
	Meets my expectations	Somewhat meets my expectations	Doesn't meet my expectations	Don't Know/Not Stated
Variety of indoor programs	84	6	1	10
Availability of indoor programs	74	14	4	8
Opportunities for indoor spontaneous recreation (no pre-planning or pre-registering required)	64	10	5	22
New aquatics pre-registration process for St. Albert residents first	60	6	3	32

Sub-Segment Findings

Respondent subgroups significantly more likely to indicate that the **availability of indoor programs met their expectations** included:

- Those who were satisfied, overall, with City services, facilities, and programs (79%, versus 58% of those who were neither satisfied nor dissatisfied);
- Those who supported an inflationary tax increase to maintain services (75%, versus 60% of those who supported a tax decrease); and
- Those who were satisfied, overall, with how the City is currently being run (77%) or were neither satisfied nor dissatisfied (74%), versus 57% of those who were dissatisfied.

Respondent subgroups significantly more likely to indicate that the **variety of indoor programs met their expectations** included:

- Those aged 18 to 24 (95%, versus 84% of those aged 25 to 64 and 78% of those aged 65 or older);
- Those who were satisfied, overall, with City services, facilities, and programs (88%, versus 74% of those who were neither satisfied nor dissatisfied); and
- Those who have lived in St. Albert for 11 to 20 years (89%, versus 81% of those who have lived in St. Albert for more than 20 years).

Respondent subgroups significantly more likely to indicate that the **new aquatics pre-registration process for St. Albert residents first met their expectations** included:

- Those aged 18 to 24 (79%, versus 59% of those aged 25 to 64 and 54% of those aged 65 or older);
- Females (66%, versus 54% of males);

- Those who have lived in St. Albert for 11 to 20 years (67%, versus 55% of those who have lived in St. Albert for more than 20 years); and
- Those with children in their household (71%, versus 58% of those without children).

Respondent subgroups significantly more likely to indicate that the **opportunities for indoor spontaneous recreation met their expectations** included:

- Those aged 18 to 24 (81%, versus 64% of those aged 25 to 64 and 53% of those aged 65 or older);
- Those who were satisfied, overall, with City services, facilities, and programs (67%, versus 55% of those who were neither satisfied nor dissatisfied);
- Those who do not own their home (82%, versus 62% of those who do);
- Those who were satisfied, overall, with how the City is currently being run (69%, versus 46% of those who were dissatisfied);
- Those who have lived in St. Albert for 11 to 20 years (69%, versus 59% of those who have lived in St. Albert for more than 20 years); and
- Those with children in their household (80%, versus 60% of those without children).

Respondents who reported that the **availability of indoor programs** did not meet or only somewhat met their expectations (n=73) were asked why this element of indoor recreation services does not fully meet their expectations. Nearly one-quarter (23%) of respondents reported that the programs fill up too quickly, or are frequently full, followed by 22% of respondents who reported that there is a lack of indoor recreational facilities in the City. See Table 30, below.

Table 30

Why doesn't the <u>availability of indoor programs</u> fully meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents* (n=73)
Programs/lessons fill up fast/are frequently full	23
Lack of indoor recreational facilities/arenas/pools in City	22
Lack of/limited indoor public recreation times/hours	11
Poor/inconvenient program schedule/times	8
Programs are too costly/expensive	8
Lack of/limited indoor programs/services (in general)	8
Location is poor/inconvenient/too far away	3
Lack of indoor programs for seniors	3
Lack of indoor program variety/choices/program offerings are limited	3
Programs are overcrowded/class sizes too large	3
Don't Know/Not Stated	12

*Multiple responses

When prompted for suggestions as to how the **availability of indoor programs** could better meet their expectations, over one-third (36%) of respondents who reported that this element did not meet or somewhat met their expectations (n=73) suggested that the City expand or build more indoor recreational facilities. Eleven percent (11%) of these respondents reported that the City should expand program scheduling. See Table 31, below.

Table 31

Do you have any suggestions for how the <u>availability of indoor programs</u> could better meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents* (n=73)
Expand/build more indoor recreational facilities/arenas/pools	36
More convenient/expand program scheduling/times	11
Give program/lesson registration priority to City residents	6
Increase advertising/public awareness of indoor programs	6
More space in programs/lessons/easier to access/register	6
More indoor programs for seniors	4
Less costly/more affordable program fees	4
Offer more indoor programs/lessons	1
Increase/expand indoor public recreation times/hours	1
Listen to resident input/suggestions	1
None/no suggestions	4
Don't Know/Not Stated	21

*Multiple responses

Respondents who reported that the **variety of indoor programs** did not meet or somewhat met their expectations (n=25) were asked why this element of indoor recreational service does not fully meet their expectations. Most commonly, six (n=6) respondents reported that there is a lack of indoor recreational facilities, and five (n=5) respondents reported that the variety of indoor programs are limited. See Table 32, below.

Table 32

Why doesn't the <u>variety of indoor programs</u> fully meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents* (n=25)**
Lack of indoor recreational facilities/arenas/pools in City	6
Lack of indoor program/variety/choices/program offerings are limited	5
Poor/inconvenient program schedule/times	4
Lack of indoor programs for seniors	3
Location is poor/inconvenient/too far away	2
Programs are too costly/expensive	2
Programs/lessons fill up fast/are frequently full/difficult to access	1
Lack of advertising/public awareness of indoor programs	1
Don't Know/Not Stated	2

*Multiple responses

**Use caution interpreting results when n<30

Respondents who indicated that the **variety of indoor programs** did not meet or somewhat met their expectations (n=25) were asked if they had any suggestions as to how this element could better meet their expectations. Five (n=5) respondents suggested that the City expand or build more indoor recreational facilities. See Table 33, below.

Table 33

Do you have any suggestions for how the <u>variety of indoor programs</u> could better meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents* (n=25)**
Expand/build more indoor recreational facilities/arenas/pools	5
Increase advertising/public awareness of indoor programs	3
More indoor program variety/choices/types	3
More convenient/expand program scheduling/times	3
Less costly/more affordable program fees	2
More space in programs/lessons/easier to access/register	1
More indoor programs for seniors	1
None/no suggestions	3
Don't Know/Not stated	4

*Multiple responses

**Use caution interpreting results when n<30

When asked why the **new aquatics pre-registration process** does not fully meet their expectations, respondents who indicated that this element did not meet or somewhat met their expectations (n=33) most often (33%) reported that the programs fill up quickly or are frequently full. Twenty-one percent (21%) of these respondents reported that there is not enough registration priority given to St. Albert residents. See Table 34, below.

Table 34

Why doesn't the <u>new aquatics pre-registration process for St. Albert residents first fully meet your expectations?</u>	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents* (n=33)
Programs/lessons fill up fast/are frequently full/difficult to access	33
Not enough/lack of registration priority given to St. Albert residents	21
Should open registration to everyone/be inclusive to people from other areas	12
Lack of indoor recreational facilities/arenas/pools in City	3
I do not use/access aquatics programs	3
Lack of aquatics programs	3
Don't Know/Not Stated	24

***Multiple responses**

When asked if they had any suggestions for the **new aquatics pre-registration process**, nearly one-quarter (24%) of respondents who did not have their expectations met or somewhat had their expectations met (n=33) suggested that there should be more space in programs, followed by 18% who suggested the City expand and/or build more aquatics facilities. See Table 35, below.

Table 35

Do you have any suggestions for how the <u>new aquatics pre-registration process for St. Albert residents first</u> could better meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents* (n=33)
More space in programs/lessons/easier to access/register	24
Expand/build more aquatics facilities/pools	18
Increase advertising/public awareness of aquatics programs	12
Higher registration priority given to St. Albert residents	9
More convenient/expand aquatics program	6
Hire more aquatics staff	6
None/no suggestions	9
Don't Know/Not Stated	21

***Multiple responses**

Those who indicated that the **opportunities for indoor spontaneous recreation** did not meet or somewhat met their expectations (n=58) were asked why their expectations were not fully met. Over half (59%) of these respondents reported that there is a lack of indoor spontaneous recreation times. See Table 36, below.

Table 36

Why don't the <u>opportunities for indoor spontaneous recreation</u> fully meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents* (n=58)
Lack of/limited indoor spontaneous recreation times/opportunities/programs	59
Lack of advertising/public awareness of indoor spontaneous recreation	12
Lack of indoor recreational facilities/arenas/pools in City	10
Programs are too costly/expensive	5
Lack of indoor programs for seniors	2
Don't Know/Not Stated	14

***Multiple responses**

Respondents who indicated that the **opportunities for indoor spontaneous recreation** did not meet or somewhat met their expectations (n=58) were asked if they had any suggestions so that the opportunities could better meet their expectations. Over one-quarter (26%) of respondents suggested that the City should expand and/or build more indoor recreational facilities, followed by 19% who would like more indoor spontaneous recreation, and 17% who would like to see increased advertising or public awareness of indoor spontaneous recreation programs. See Table 37, below.

Table 37

Do you have any suggestions for how the <u>opportunities for indoor spontaneous recreation</u> could better meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents* (n=58)
Expand/build more indoor recreational facilities/arenas/pools	26
Increase/more indoor spontaneous recreation	19
Increase advertising/public awareness of indoor spontaneous recreation programs	17
Increase utilization/usage of existing facility space	3
Ability to check facility schedule/availability on website	3
More indoor programs for seniors	2
Less costly/more affordable indoor programs	2
None/no suggestions	5
Don't Know/Not stated	28

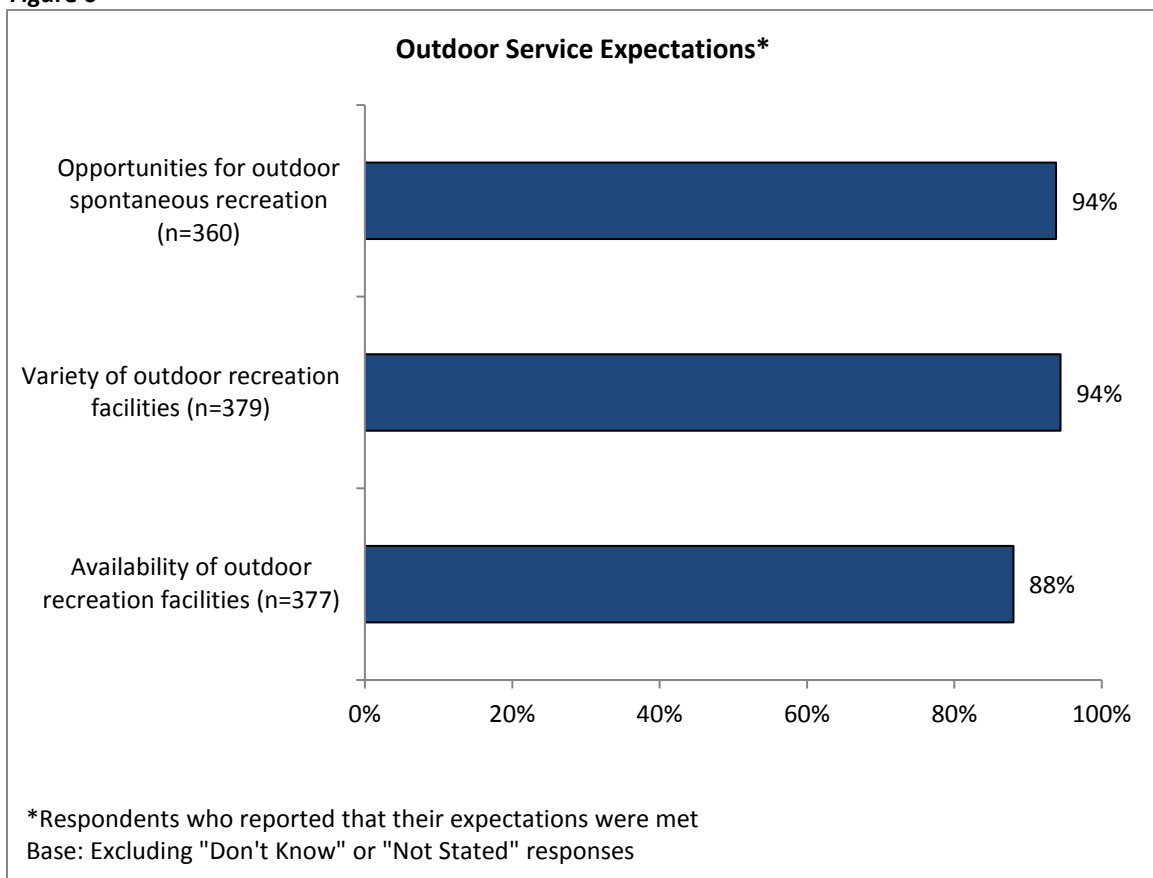
***Multiple responses**

3.5.2 Outdoor Recreation

In this section of the survey, respondents were asked to specify if elements of **outdoor recreation services** met their expectations. Outdoor recreation services include scheduled and spontaneous recreation, Woodlands Water Play Park, Grosvenor Pool, parks, trails, sports fields, tennis courts, skateboard park, and outdoor rinks. As shown in Figure 6, below, the vast majority of respondents reported that all three (3) elements of outdoor recreation services met their expectations:

- Variety of outdoor recreation facilities (n=379)⁸ (94% of respondents reported that their expectations were met);
- Opportunities for outdoor spontaneous recreation (no pre-planning or pre-registering required (n=360) (94%); and
- Availability of outdoor recreation facilities (n=377) (88%).

Figure 6



⁸ Base excludes "Don't Know" and "Not Stated" responses.

To what degree do the following meet your expectations for outdoor recreation in St. Albert?				
	Percent of Respondents (n=400)			
	Meets my expectations	Somewhat meets my expectations	Doesn't meet my expectations	Don't Know/Not Stated
Variety of outdoor recreation facilities	90	5	1	5
Opportunities for outdoor spontaneous recreation (no pre-planning or pre-registering required)	85	5	1	10
Availability of outdoor recreation facilities	83	11	1	6

Sub-Segment Findings

Respondent subgroups significantly more likely to indicate that the **availability of outdoor recreation facilities met their expectations** included:

- Those aged 25 to 64 (86%, versus 72% of those aged 65 or older);
- Those who were satisfied, overall, with City services, facilities, and programs (86%, versus 74% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (89%, versus 77% of those who felt they received “fair” or “poor” value); and
- Those who have lived in St. Albert for 11 to 20 years (89%, versus 78% of those who have lived in St. Albert for more than 20 years).

Respondent subgroups significantly more likely to indicate that the **variety of outdoor recreation facilities met their expectations** included:

- Those aged 25 to 64 (92%, versus 81% of those aged 65 or older);
- Those who were satisfied, overall, with City services, facilities, and programs (92%, versus 83% of those who were neither satisfied nor dissatisfied); and
- Those with children in their household (97%, versus 88% of those without children).

Respondent subgroups significantly more likely to indicate that the **opportunities for outdoor spontaneous recreation met their expectations** included:

- Those aged 18 to 24 (98%) or 25 to 64 (88%, versus 65% of those aged 65 or older);
- Those who do not own their home (97%, versus 83% of those who do);
- Those who felt they received “very good” or “excellent” value for their tax dollars (91%, versus 80% of those who felt they received “good” value, and 80% of those who felt they received “fair” or “poor” value);

- Those who were satisfied, overall, with how the City is currently being run (89%, versus 77% of those who were neither satisfied nor dissatisfied, and 78% of those who were dissatisfied);
- Those who have lived in St. Albert for 11 to 20 years (92%, versus 80% of those who have lived in St. Albert for more than 20 years); and
- Those with children in their household (97%, versus 82% of those without children).

Respondents who reported that the **availability of outdoor recreation facilities** did not meet or only somewhat met their expectations (n=45) were asked why this element of outdoor recreation facilities does not fully meet their expectations. Over half (60%) of respondents reported that there is a lack of outdoor recreational facilities. See Table 38, below.

Table 38

Why doesn't the <u>availability of outdoor recreation facilities</u> fully meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents* (n=45)
Lack of outdoor recreational facilities (e.g., sports fields, rinks, courts, etc.)	60
Lack of/poor outdoor facility maintenance	13
Lack of parks/green spaces	7
Lack of programs/facilities for seniors	2
I do not use/access outdoor recreation facilities	2
Lack of recreational paths/trails	2
Membership required to use/access outdoor facilities	2
Poor/inconvenient facility hours of operation	2
Don't Know/Not Stated	11

*Multiple responses

When asked if they had any suggestions as to how the **availability of outdoor recreation facilities** could better meet their expectations, nearly one-third (29%) of respondents reported that this element did not meet or somewhat met their expectations (n=45) suggested that the City expand and/or build more outdoor recreational facilities, followed by 18% who suggested that the City should expand and/or build more parks. See Table 39, below.

Table 39

Do you have any suggestions for how the <u>availability of outdoor recreation facilities</u> could better meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents* (n=45)
Expand/build more outdoor recreational facilities/fields/rinks/courts	29
Expand/build more parks/green spaces	18
Improve/increase outdoor facility maintenance	11
Increase/expand outdoor public recreation times/hours	7
Gather input/suggestions from residents/increase public consultation	4
Hire more staff	2
Expand/build more recreational paths/trails	2
Increase utilization/usage of existing facility space	2
None/no suggestions	4
Don't Know/Not Stated	20

*Multiple responses

Respondents who reported that the **variety of outdoor recreation facilities** did not meet or somewhat met their expectations (n=21) were asked why this element of outdoor recreational service does not fully meet their expectations. The vast majority, fourteen (n=14) respondents, reported that there is a lack of outdoor recreational facilities. See Table 40, below.

Table 40

Why doesn't the <u>variety of outdoor recreation facilities</u> fully meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents (n=21)*
Lack of outdoor recreational facilities (e.g., sports fields, rinks, courts, etc.)	14
I do not use/access outdoor recreation facilities	1
Lack of programs/facilities for seniors	1
Facilities are too busy/full/crowded	1
Lack of advertising/public awareness of outdoor recreation facilities	1
Lack of parks/green spaces	1
Don't Know/Not Stated	2

*Use caution interpreting results when n<30

Respondents who indicated that the **variety of outdoor recreation facilities** did not meet or somewhat met their expectations (n=21) were asked if they had any suggestions as to how this element could better meet their expectations. Ten (n=10) respondents suggested that the City expand or build more outdoor recreational facilities. See Table 41, below.

Table 41

Do you have any suggestions for how the <u>variety of outdoor recreation facilities</u> could better meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents (n=21)*
Expand/build more outdoor recreational facilities/fields/rinks/courts	10
Improve/increase outdoor facility maintenance	1
Increase utilization/usage of existing facility space	1
Increase advertising/public awareness of outdoor recreation facilities	1
More youth programs/facilities	1
Expand/build more parks/green spaces	1
Don't Know/Not Stated	6

*Use caution interpreting results when n<30

Those who indicated that the **opportunities for outdoor spontaneous recreation** did not meet or somewhat met their expectations (n=22) were asked why their expectations were not fully met. Eleven (n=11) of these respondents reported that there is a lack of outdoor spontaneous recreation times. See Table 42, below.

Table 42

Why don't the <u>opportunities for outdoor spontaneous recreation</u> fully meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents* (n=22)**
Lack of/limited outdoor spontaneous recreation times/opportunities/programs	11
Lack of/poor facility maintenance	3
Lack of outdoor programs for seniors	1
Location is poor/inconvenient	1
There is room for improvement (in general)	1
Lack of advertising/public awareness of outdoor recreation	1
Lack of off-leash dog parks	1
Lack of recreational paths/trails	1
Lack of outdoor recreation facilities (e.g., sports fields, rinks, courts, etc.)	1
Programs are too costly	1
Don't Know/Not Stated	1

*Multiple responses

**Use caution interpreting results when n<30

Respondents who indicated that the **opportunities for outdoor spontaneous recreation** did not meet or somewhat met their expectations (n=22) were asked if they had any suggestions so that the opportunities could better meet their expectations. Eight (n=8) respondents suggested that the City should expand and/or build more outdoor recreational facilities, followed by three (n=3) respondents who would like to see increased advertising or public awareness of outdoor spontaneous recreation programs, and three (n=3) who would like to see increased outdoor public recreation times. See Table 43, below.

Table 43

Do you have any suggestions for how the <u>opportunities for outdoor spontaneous recreation</u> could better meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents* (n=22)**
Expand/build more outdoor recreational facilities/fields/rinks/courts	8
Increase advertising/public awareness of outdoor spontaneous recreation	3
Increase/expand outdoor public recreation times/hours	3
Expand/more recreational paths/trails	2
Hire more staff/volunteers	1
More off-leash dog parks	1
None/no suggestions	2
Don't Know/Not stated	3

*Multiple responses

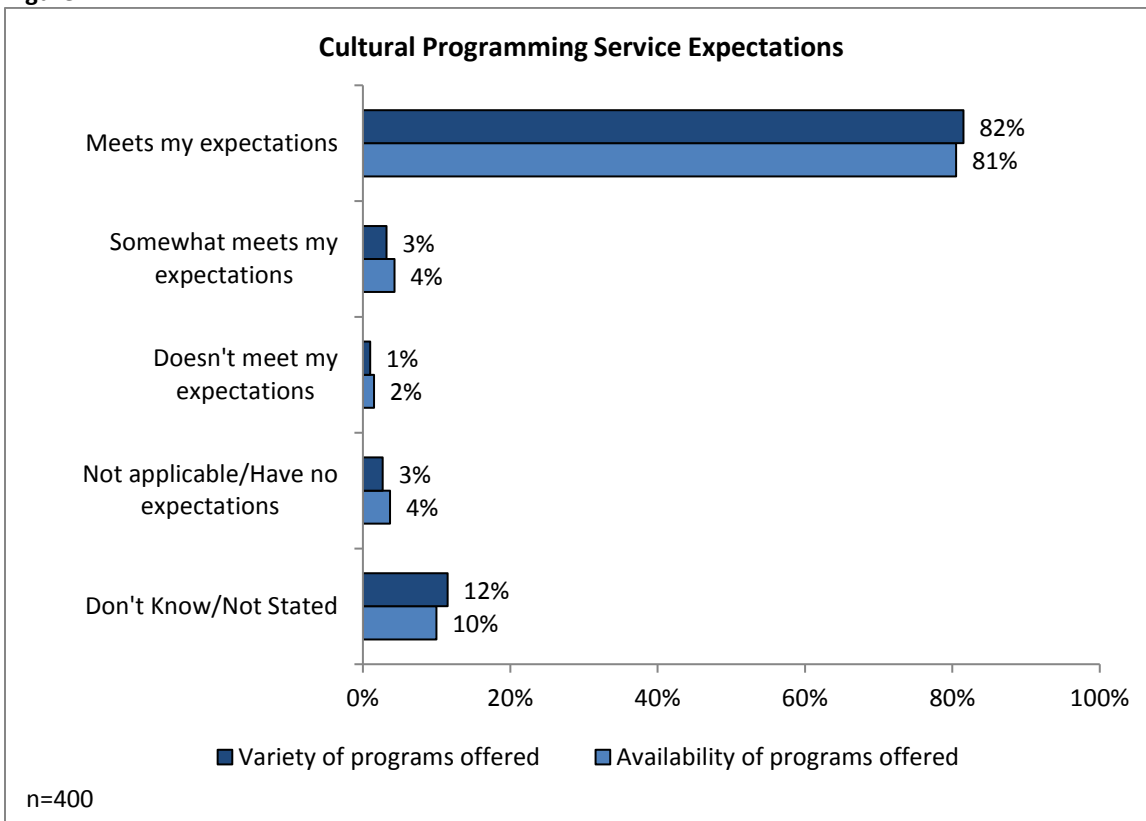
**Use caution interpreting results when n<30

3.5.3 Cultural Programming

In this section of the survey, respondents were asked to specify if elements of **cultural programming** in St. Albert met their expectations. Cultural programming included performing arts programs, and visual arts programs. As shown in Figure 7, below, over four-fifths of respondents reported that both elements of cultural programming met their expectations:

- Variety of programs offered (82% of respondents reported that their expectations were met); and
- Availability of programs offered (81%).

Figure 7



Sub-Segment Findings

Respondent subgroups significantly *more likely* to indicate that the **availability of programs offered for cultural programming met their expectations** included:

- Females (85%, versus 76% of males);
- Those who were satisfied, overall, with City services, facilities, and programs (85%, versus 67% of those who were neither satisfied nor dissatisfied);
- Those who were satisfied, overall, with how the City is currently being run (84%, versus 70% of those who were dissatisfied); and

- Those with children in their household (90%, versus 79% of those without children).

Respondent subgroups significantly more likely to indicate that the **variety of programs offered for cultural programming met their expectations** included:

- Those aged 25 to 64 (85%, versus 70% of those aged 65 or older); and
- Those who were satisfied, overall, with City services, facilities, and programs (85%, versus 73% of those who were neither satisfied nor dissatisfied).

Respondents who reported that the **availability of programs offered for cultural programming** did not meet or only somewhat met their expectations (n=23) were asked why this element of cultural programming does not fully meet their expectations. Nine (n=9) respondents reported that there is a lack of cultural program variety. See Table 44, below.

Table 44

Why doesn't the <u>availability of programs offered for cultural programming</u> fully meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents (n=23)*
Lack of arts/cultural programs/program variety	9
Lack of promotion/public awareness of cultural programming	5
Lack of arts/cultural facilities/facility space	4
I do not use/access these programs	2
Overspending/misallocating funds to this service	1
Arts/cultural programs are underfunded	1
Don't Know/Not Stated	1

*Use caution interpreting results when n<30

When asked for suggestions for how the **availability of programs offered for cultural programming** could better meet their expectations, respondents who indicated that this element did not meet or somewhat met their expectations (n=23) most often (n=6) suggested improved or expanded cultural facilities. See Table 45, below.

Table 45

Do you have any suggestions for how the <u>availability of programs offered for cultural programming</u> could better meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents* (n=23)**
Improve/expand arts/cultural facilities/more facility space	6
More arts/cultural programs/program variety	3
Increase promotion/public awareness of cultural programming	2
More experienced/qualified staff	2
Improve/more convenient program schedule/times	1
Increase funding to arts/cultural programming	1
Stop overspending/misallocating funds to this department/service	1
Less costly/expensive program costs	1
None/no suggestions	2
Don't Know/Not Stated	6

*Multiple responses

**Use caution interpreting results when n<30

Respondents who reported that the **variety of programs offered for cultural programming** did not meet or somewhat met their expectations (n=17) were asked why this element of cultural programming does not fully meet their expectations. Most commonly, ten (n=10) respondents reported that there is a lack of cultural program variety. See Table 46, below.

Table 46

Why doesn't the <u>variety of programs offered for cultural programming</u> fully meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents* (n=17)**
Lack of arts/cultural programs/program variety	10
Lack of promotion/public awareness of cultural programming	5
I do not use/access these programs	1
Lack of arts/cultural facilities/facility space	1
Don't Know/Not Stated	1

*Multiple responses

**Use caution interpreting when n<30

Respondents who reported that the **variety of programs offered for cultural programming** did not meet or somewhat met their expectations (n=17) were also asked for suggestions as to how the variety of programs could better meet their expectations. Seven (n=7) respondents suggested an increase of public awareness of cultural programming, while five (n=5) respondents suggested more cultural program variety. See Table 47, below.

Table 47

Do you have any suggestions for how the <u>variety of programs offered for cultural programming</u> could better meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents* (n=17)**
Increase promotion/public awareness of cultural programming	7
More arts/cultural programs/program variety	5
None/no suggestions	2
Don't Know/Not Stated	5

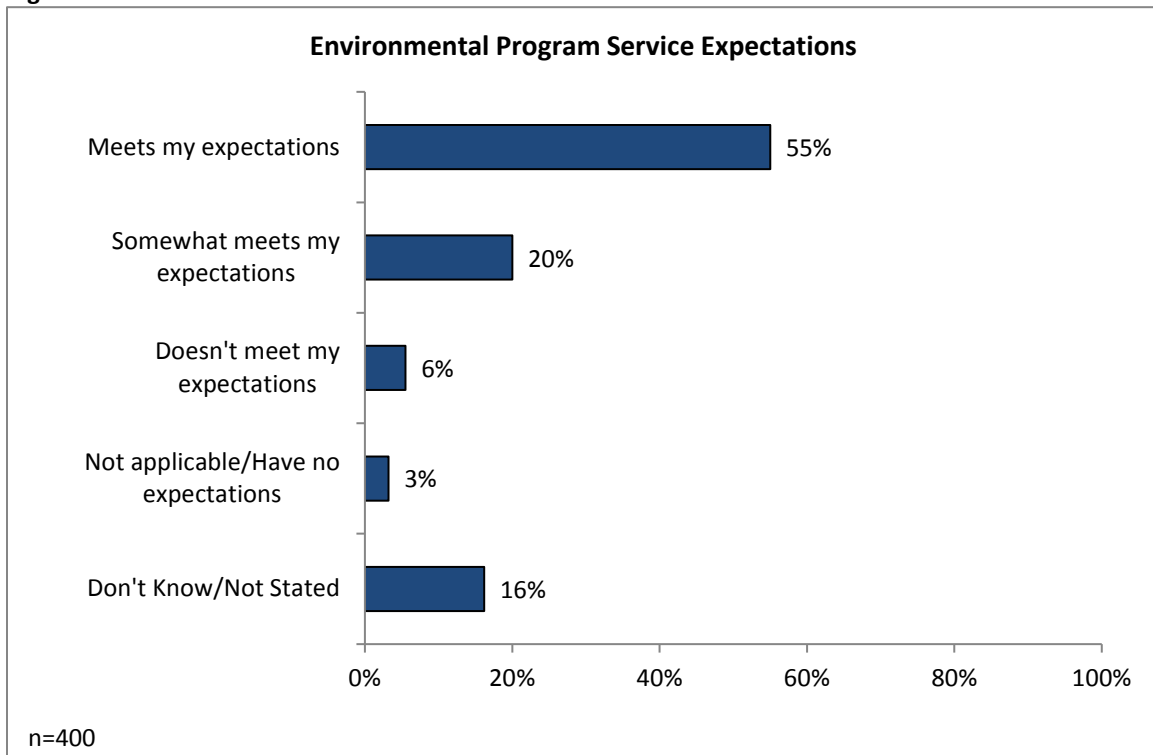
*Multiple responses

**Use caution interpreting results when n<30

3.5.4 Environmental Programming

In this section of the survey, respondents were asked to specify if the available activities for residents to participate in **environmental programming** met their expectations. Environmental programming included the toilet rebate, tree planting, and environmental grants. Over half (55%) of respondents reported that it met their expectations, followed by 20% of respondents who reported that it only somewhat met their expectations. Six percent (6%) of respondents did not have their expectations met, while 19% of respondents either had no expectations (3%), or were unsure/did not provide a response (16%). See Figure 8, below.

Figure 8



Sub-Segment Findings

Respondent subgroups significantly *more likely* to indicate that the **available activities for residents to participate in environmental programming met their expectations** included:

- Those who were satisfied, overall, with City services, facilities, and programs (58%, versus 44% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “good” value for their tax dollars (61%, versus 46% of those who felt they received “fair” or “poor” value); and
- Those who were satisfied, overall, with how the City is currently being run (60%, versus 48% of those who were neither satisfied nor dissatisfied).

Respondents who reported that the **available activities for environmental programming** did not meet or only somewhat met their expectations (n=102) were asked why the available activities did not fully meet their expectations. Nearly two-thirds (63%) of respondents reported that there was a lack of public awareness of environmental programming. See Table 48, below.

Table 48

Why don't the <u>available activities for environmental programming</u> fully meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents* (n=102)
Lack of promotion/public awareness of environmental programming	63
Lack of environmental related programs/services	9
Lack of environmental rebates/incentives/rebates not offered enough	8
There is room for improvement (in general)	3
Lack of environmental focus/vision/planning (in general)	3
I do not use/access these programs	2
Too much bureaucracy/red tape	1
Lack of trees/not enough planting of new trees	1
Lack of accessible alternative energy sources	1
Overspending/misallocating funds to this service	1
Don't Know/Not Stated	11

***Multiple responses**

Respondents who reported that the **available activities for environmental programming** did not meet or only somewhat met their expectations (n=102) were also asked if they had suggestions so the available activities could better meet their expectations. Over half (53%) of respondents suggested an increase of public awareness of environmental programming. See Table 49, below.

Table 49

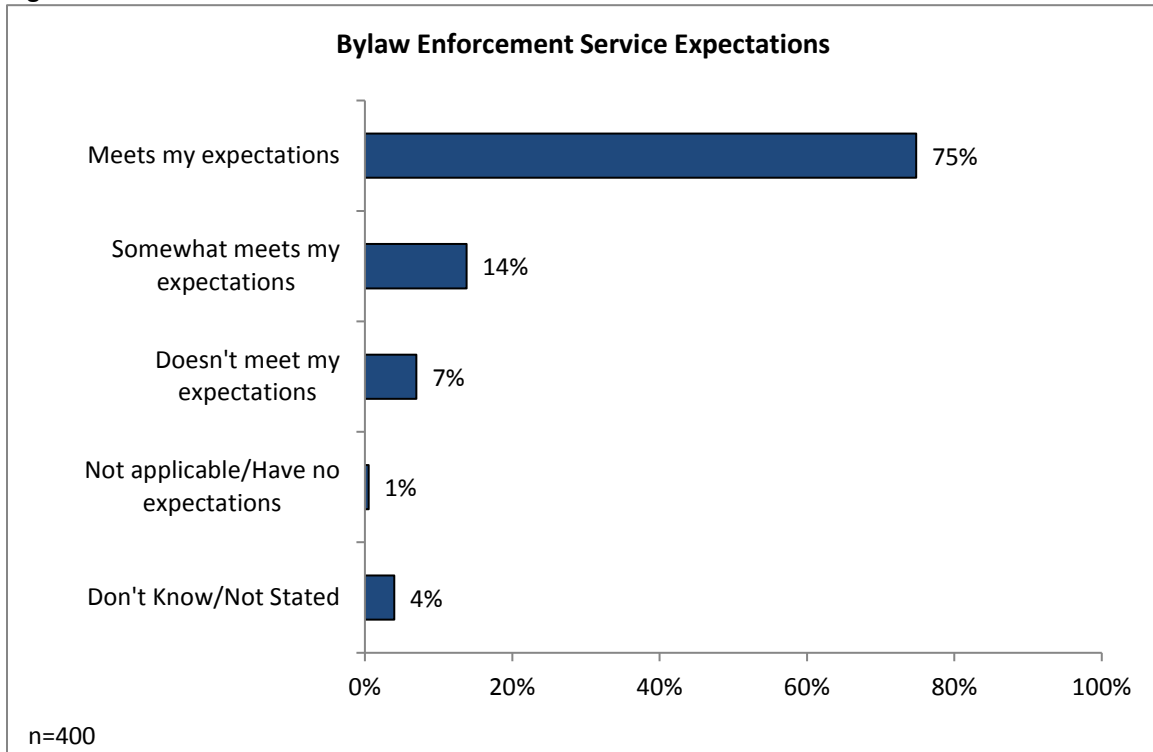
Do you have any suggestions for how the <u>available activities for environmental programming</u> could better meet your expectations?	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents* (n=102)
Increase promotion/public awareness of environmental programming	53
Improve/expand environmental rebates/incentives/offer rebates for longer duration	8
Improve environmental focus/vision/planning (in general)	4
Expand/more environmental related programs	4
Less costly program fees	2
Stop overspending/misallocating funds to this service	1
Plant more trees	1
Encourage school/student participation in environmental programming	1
Don't Know/Not Stated	22

***Multiple responses**

3.5.5 Bylaw Enforcement

As shown in Figure 9, below, when asked if **bylaw enforcement** had met their expectations, three-quarters (75%) of respondents felt that bylaw enforcement met their expectations. Fourteen percent (14%) of respondents reported that their expectations were somewhat being met, and 7% of respondents reported that their expectations were not met. Five percent (5%) of respondents either had no expectations (1%), or were unsure/did not provide a response (4%).

Figure 9



Sub-Segment Findings

Respondent subgroups significantly more likely to indicate that **bylaw enforcement met their expectations** included:

- Those aged 18 to 24 (86%) or 25 to 64 (76%), versus 64% of those aged 65 or older;
- Those who were satisfied, overall, with City services, facilities, and programs (79%, versus 67% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “good” value for their tax dollars (77%) or “very good” or “excellent” value (79%), versus 64% of those who felt they received “fair” or “poor” value; and
- Those who were neither satisfied nor dissatisfied overall, with how the City is currently being run (69%), or satisfied (81%), versus 50% of those who were dissatisfied; and

- Those who have lived in St. Albert for 10 years or less (88%, versus 70% of those who have lived in St. Albert for more than 20 years).

Respondents who reported that **bylaw enforcement** did not meet or only somewhat met their expectations (n=83) were asked why bylaw enforcement did not fully meet their expectations. Over one-quarter (28%) of respondents reported that bylaw enforcement is inconsistent or poor, followed by 15% of respondents who reported that there is a lack of animal and/or pet related enforcement. See Table 50, below.

Table 50

Why doesn't <u>bylaw enforcement</u> fully meet your expectations?	
Base: Respondents who indicated bylaw enforcement did not meet or somewhat met their expectations	Percent of Respondents* (n=83)
Lack of/poor/inconsistent bylaw enforcement	28
Lack of animal/pet related bylaw enforcement	15
Too much focus on photo radar/speed traps	7
Lack of bylaw officers/department is understaffed	6
Lack of leniency/giving second chances/officers too strict	6
Response time is poor	4
Lack of residential on street parking/poor parking enforcement	4
Bylaw officers abuse their power/authority	4
Lack of sidewalk ice/snow removal/upkeep	4
Other (2% of respondents or less)	24
Don't Know/Not Stated	6

*Multiple responses

When asked for suggestions as to how **bylaw enforcement** could better meet their expectations, 22% of those who reported that bylaw enforcement did not meet or somewhat met their expectations (n=83) suggested improved and/or more consistent bylaw enforcement. Twelve percent (12%) of respondents reported that there should be improved animal related bylaw enforcement. See Table 51, below.

Table 51

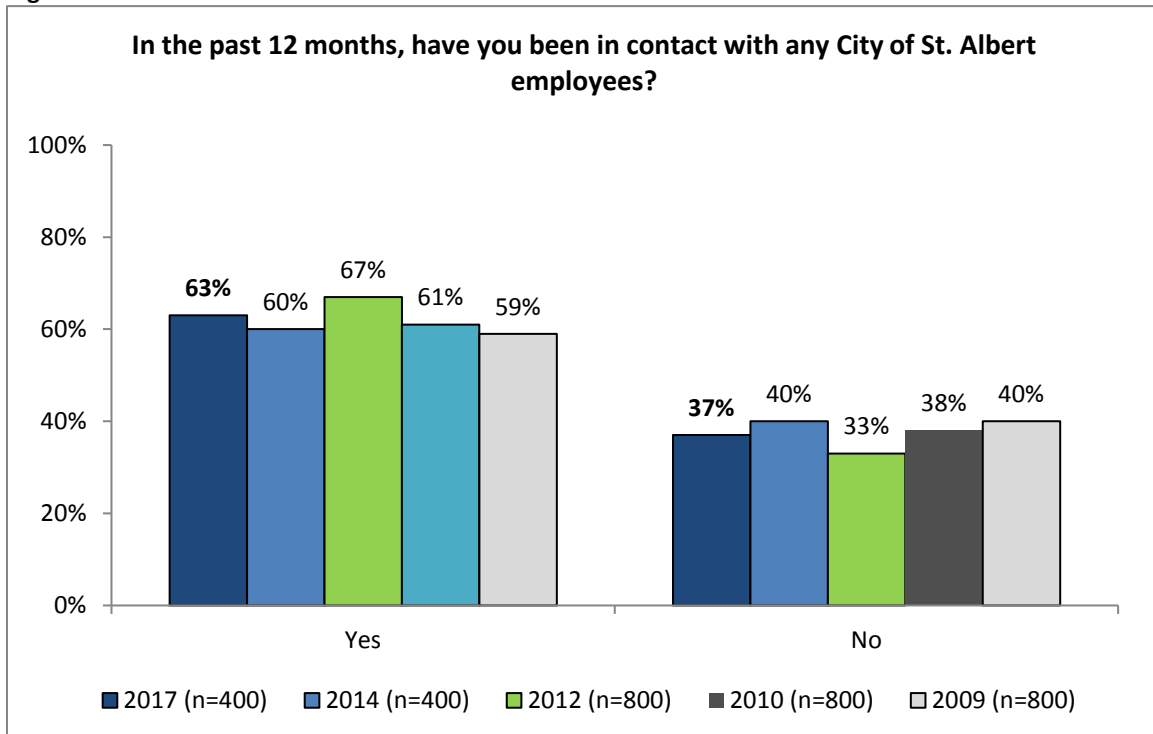
Do you have any suggestions for how <u>bylaw enforcement</u> could better meet your expectations?	
Base: Respondents who indicated bylaw enforcement did not meet or somewhat met their expectations	Percent of Respondents* (n=83)
Increase/improve bylaw enforcement/more consistent enforcement	22
Improve animal/pet related bylaw enforcement	12
Hire more bylaw officers	8
Be more lenient/understanding/give warnings before issuing fine	7
Better trained/experienced/qualified bylaw officers	6
Provide more information/awareness of bylaws/bylaw services	5
Reduce level of photo radar/speed traps	4
Reveal names of residents that file complaints	4
Other (2% of respondents or less)	14
Don't Know/Not Stated	15

*Multiple responses

3.6 Customer Service

In the next section of the survey, respondents were asked about their experiences interacting with City of St. Albert employees. As shown in Figure 10, below, 63% of the respondents reported having been in contact with a City employee in the past year (comparable to 60% in 2014).

Figure 10



Sub-Segment Findings

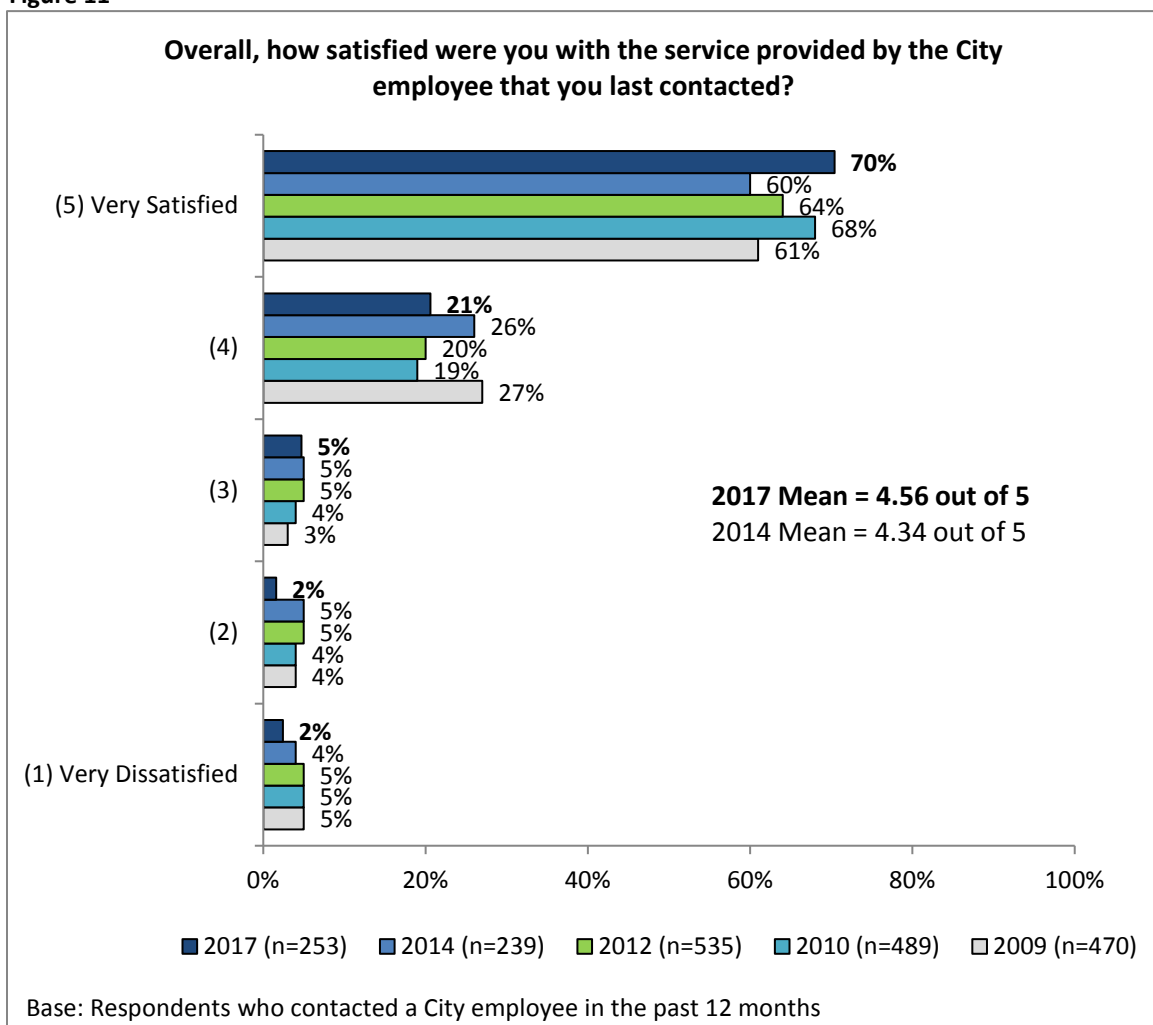
Respondent subgroups significantly more likely to **have been in contact with a City employee in the past year** included:

- Those aged 25 to 64 (65%, versus 49% of those aged 18 to 24); and
- Those who were satisfied, overall, with City services, facilities, and programs (66%, versus 52% of those who were neither satisfied nor dissatisfied).

In terms of the overall service provided by City of St. Albert employees, 91% of respondents who had contacted a City employee in the past year (n=253) were satisfied, or provided ratings of 4 (21%) or 5 (70%), a significant increase from 60% in 2014. Five percent (5%) were neither satisfied nor dissatisfied (rating of 3), while 4% were dissatisfied, or provided ratings of 1 (2%) or 2 (2%) out of 5. The overall mean satisfaction rating was 4.56 out of 5. See Figure 11, below.

Please Note: A different scale was used in previous versions of the St. Albert Community Satisfaction Survey.⁹ Due to the use of word-anchored responses in 2009, 2010, and 2012 (versus number-anchored in 2014 and 2017), a mean cannot be calculated for previous results. Caution should therefore be used when comparing 2014 and 2017 results to previous years' results.

Figure 11



⁹ 2012 scale: "Very dissatisfied"; "somewhat dissatisfied"; "neither satisfied nor dissatisfied"; "somewhat satisfied"; "very satisfied."

Sub-Segment Findings

Respondent subgroups significantly *more likely* to have been **satisfied with their service experience provided by City employees (ratings of 4 or 5 out of 5)** included:

- Those who were satisfied, overall, with City services, facilities, and programs (94%, versus 79% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “good” value for their tax dollars (95%, versus 83% of those who felt they received “fair” or “poor” value); and
- Those who were satisfied overall, with how the City is currently being run (95%, versus 84% who were neither satisfied nor dissatisfied, and 77% of those who were dissatisfied).

Respondents who were dissatisfied with their service experience from City employees (n=10) were asked how their experience could be improved. Five (n=5) respondents reported that City employees should improve efficiency and/or quality of service. See Table 52, below.

Table 52

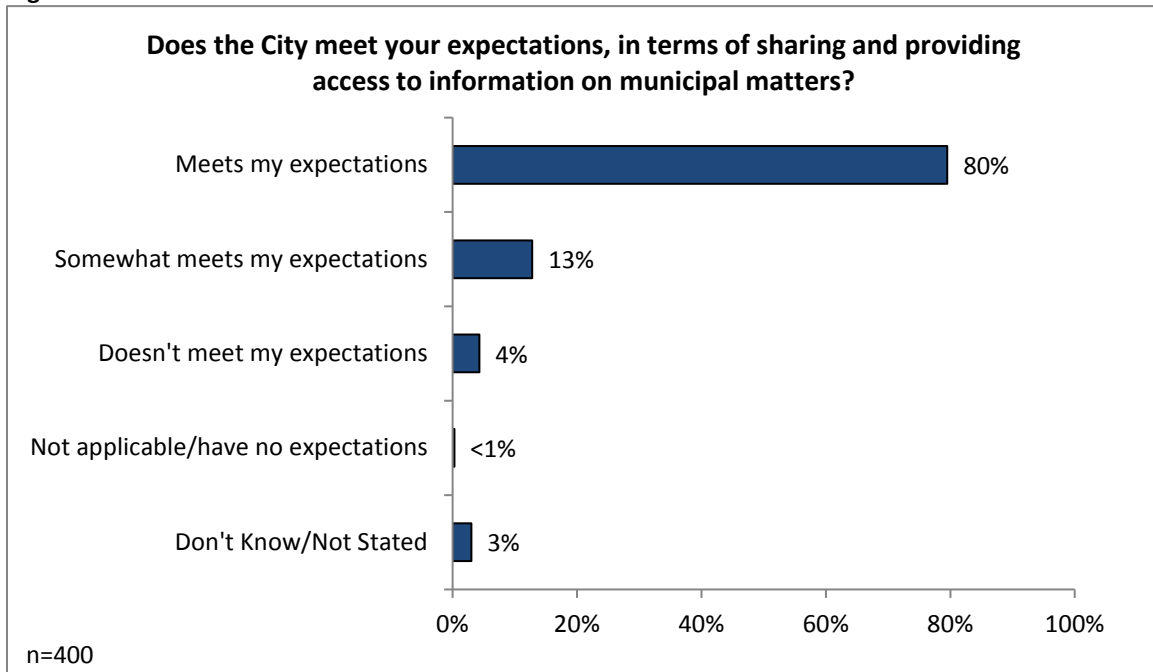
How could your experiences with City of St. Albert employees be improved?	
Base: Respondents who were dissatisfied (ratings of 1 or 2 out of 5) with their service experience provided by City employees	Number of Respondents (n=10)*
Improve efficiency/quality of employee service (in general)	5
Improve response time/be more responsive to inquiries	2
More knowledgeable/helpful employees	1
Listen to resident input/suggestions/act on feedback	1
Don't Know/Not Stated	1

***Use caution interpreting results when n<30**

3.7 Communication and Public Participation

In this section of the survey, respondents were asked about City communication and public participation. First, respondents were asked if the City meets their expectations in terms of sharing and providing access to information on municipal matters. As shown in Figure 12, below, four-fifths (80%) of respondents reported that the City met their expectations, while 13% of respondents reported that the City somewhat met their expectations. Only 4% of respondents felt that the City did not meet their expectations.

Figure 12



Sub-Segment Findings

Respondent subgroups significantly more likely to indicate that the City meets their expectations, in terms of sharing and providing access to information on municipal matters that affect them and to keep them informed included:

- *Those who were satisfied, overall, with City services, facilities, and programs (84%, versus 68% of those who were neither satisfied nor dissatisfied);*
- *Those who felt they received “good” value (81%) or “very good” or “excellent” value for their tax dollars (87%), versus 70% of those who felt they received “fair” or “poor” value;*
- *Those who supported an inflationary tax increase to maintain services (85%, versus 67% of those who supported a tax decrease);*
- *Those who were satisfied overall, with how the City is currently being run (85%) or neither satisfied nor dissatisfied (76%), versus 59% of those who were dissatisfied; and*

- *Those who have lived in St. Albert for 10 years or less (95%, versus 81% of those who have lived in St. Albert for 11 to 20 years and 76% of those who have lived in St. Albert for more than 20 years).*

When asked what other methods the City could use to share information that would better meet their expectations, respondents who did not have their expectations fully met (n=68) most often mentioned online/internet communication (7%), or social media (7%). It is important to note that over half (57%) of respondents were unsure, or did not provide a response. See Table 53, below.

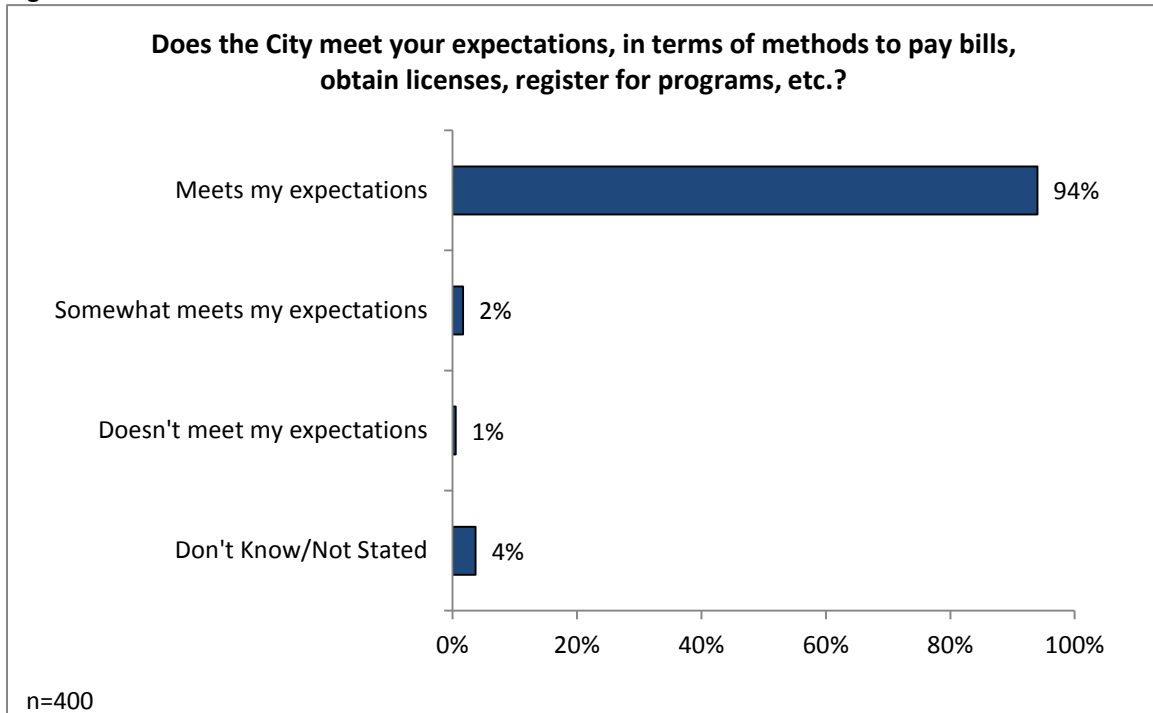
Table 53

What other methods can the City use to share information that would better meet your expectations?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=68)
Online/internet	7
Social media (e.g., Facebook, Twitter)	7
Newspaper	6
Mail/mail-outs	4
Television (e.g., commercials, TV news, etc.)	4
Road signage/billboards	3
E-mails	3
In person/direct contact	3
Other (single mentions)	9
Don't Know/Not Stated	57

*Multiple responses

Next, respondents were asked about in-person services provided by the City at City Hall, recreational facilities, as well as online and over the phone. The services provided include paying their bills, obtaining their license, registering for programs, etc. When asked if the methods to conduct these activities met their expectations, the vast majority (94%) of respondents felt that these methods met their expectations. Two percent (2%) of respondents felt these methods somewhat met their expectations, and only 1% of respondents felt that these methods did not meet their expectations. See Figure 13, below.

Figure 13



Sub-Segment Findings

Respondent subgroups significantly *more likely* to indicate that the City meets their expectations, **in terms of in person services at City Hall and at some recreational facilities, as well as online and over the phone** included:

- Those who had contact with a City employee over the past year (96%, versus 91% of those who had not);
- Those who felt they received “very good” or “excellent” value for their tax dollars (98%, versus 92% of those who felt they received “good” value and 92% of those who felt they received “fair” or “poor” value); and
- Those who were satisfied overall, with how the City is currently being run (97% versus 90% of those who were neither satisfied nor dissatisfied and 89% of those who were dissatisfied).

Those who thought that the methods available did not meet their expectation or only somewhat met their expectations (n=9) were asked how the City could improve the options available to conduct these activities (paying your bills, obtaining your license, or registering for a program). Two (n=2) respondents reported that the methods could be improved if the City provided more information about City services. See Table 54, below.

Table 54

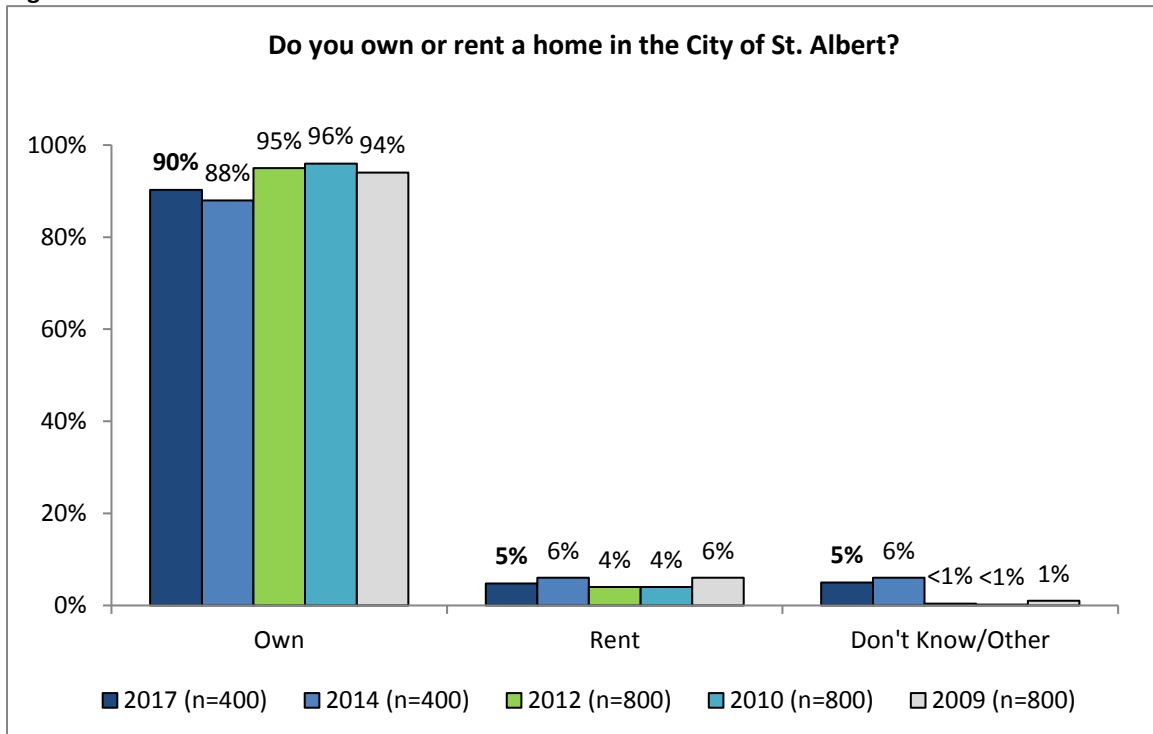
How could the City improve options to conduct activities such as paying your bills, obtaining your license, or registering for a program?	
Base: Respondents who indicated the methods available did not meet or somewhat met their expectations	Number of Respondents (n=9)*
Provide more information about City services	2
Ability to pay for bills at other City facilities, other than City Hall	1
Improve online services (unspecified)	1
Ability to obtain pet license	1
Don't Know/Not Stated	4

***Use caution interpreting results when n<30**

3.8 Property Taxes and Financial Planning

The next section of the survey included questions for St. Albert homeowners regarding value for taxes and support for various tax strategies. As shown in Figure 14, below, 90% of the respondents surveyed were homeowners, while 5% were renters; 5% did not provide a response or had another type of arrangement.

Figure 14



Sub-Segment Findings

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

- Those aged 25 to 64 (96%) or 65 or older (98%), versus 37% of those aged 18 to 24;
- Those who have lived in St. Albert for more than 20 years (93%, versus 86% of those who have lived in St. Albert for 11 to 20 years); and
- Those with children in their household (97%, versus 89% of those without children).

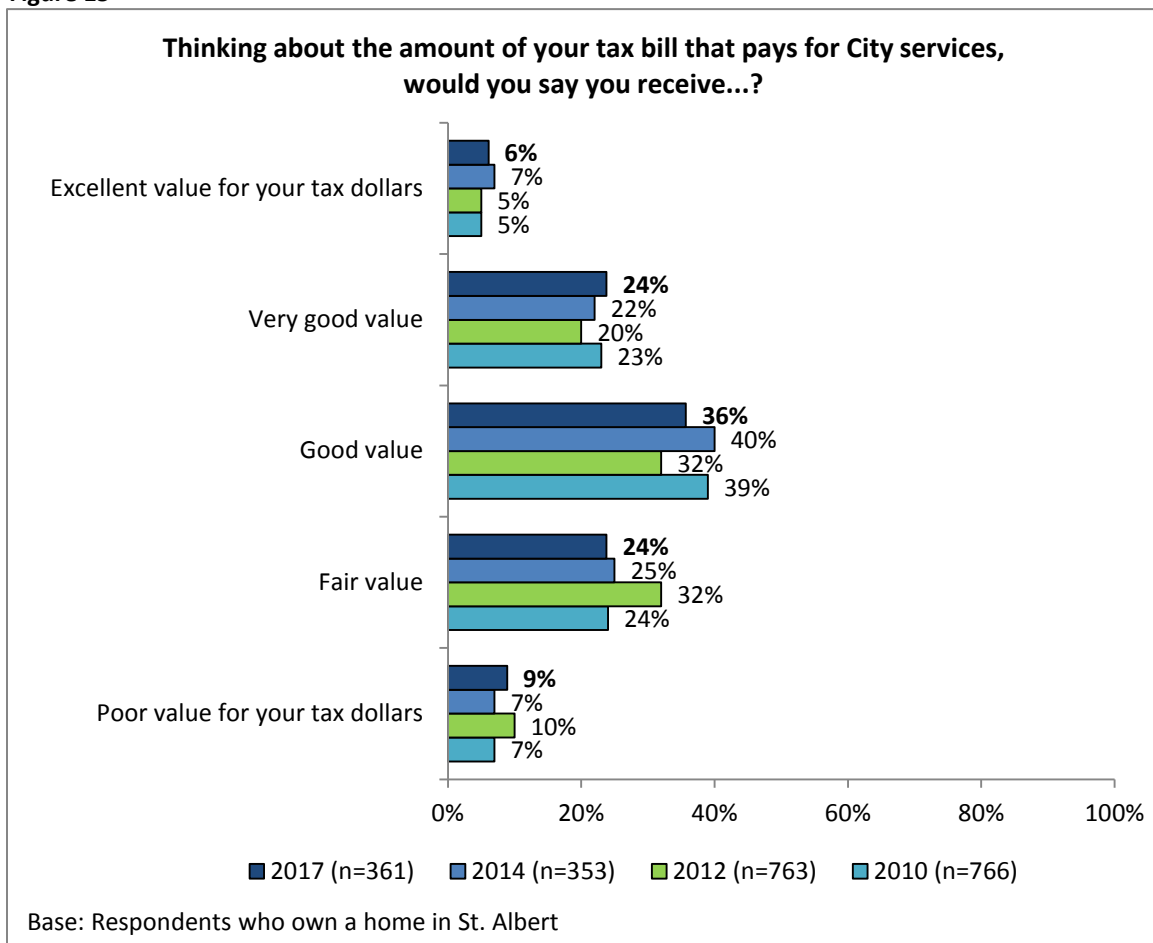
Homeowners (n=361) were then provided with the following information concerning the distribution of their tax bill:

“Property taxes in the City of St. Albert are related to the value of your property. About one-quarter of your property tax bill is controlled by the Province to pay for education and schools. This means that about three-quarters of your property tax bill goes to the City to fund services provided to the community.”

Thinking about the amount of their tax bill that pays for City services, then, more than one-quarter of the respondents (30%) felt they received “very good” (24%) or “excellent” (6%) value for their tax dollars, while 36% reported receiving “good” value, and 33% reported receiving “fair” (24%) or “poor” (9%) value. See Figure 15, below.

Please Note: In the 2012 and 2010 survey years, respondents answered this question under the assumption that approximately *one-third* of their property tax bill was controlled by the Province to pay for education and schools, while approximately *two-thirds* was used to fund municipal services.

Figure 15



Sub-Segment Findings

Respondent subgroups significantly *more likely* to have rated the **value they receive for their tax dollars as “good”, “very good” or “excellent”** included:

- Those who were satisfied, overall, with City services, facilities, and programs (74%, versus 37% of those who were neither satisfied nor dissatisfied);
- Those who supported an inflationary tax increase to maintain services (79%) or a tax increase (74%), versus 37% of those who supported a tax decrease; and
- Those who were satisfied overall, with how the City is currently being run (79%) or neither satisfied nor dissatisfied (50%), versus 25% of those who were dissatisfied.

Respondents who felt they received “poor” or “fair” value for their tax dollars (n=118) most often explained that taxes are high and/or continue to rise (37%). See Table 55, below.

Table 55

What is the main reason you feel that way?	
Base: Respondents who felt they receive poor/fair value for their tax dollars	Percent of Respondents* (n=118)
Taxes are high/continue to rise	37
Taxes are high compared to other cities/communities with the same facilities/services	9
Taxes are high in comparison to services received/not good value	9
Overspending/wasting money/lack of fiscal responsibility	9
Lack of/poor snow removal services	8
Good value for tax dollars/budget is allocated well	5
Services/value has decreased	4
Utilities are too high	4
Satisfied with/good services provided (in general)	3
Do not use/access some services/should implement user fee system	3
Lack of an industrial tax base/need to attract businesses	3
Taxes are high, but services are good	3
Poor garbage/waste collection services	2
Lack of services provided to condo owners	2
Other (single mentions)	8
Don't Know/Not Stated	1

*Multiple responses

One-quarter (25%) of respondents who felt they received “good”, “very good” or “excellent” value for their tax dollars (n=237) were satisfied with the services provided (in general). Sixteen percent (16%) of respondents mentioned that taxes are high and/or continue to rise, and 11% of respondents generally felt they receive good value for tax dollars. See Table 56, below.

Table 56

What is the main reason you feel that way?	
Base: Respondents who felt they receive good/very good/excellent value for their tax dollars	Percent of Respondents* (n=237)
Satisfied with/good services provided (in general)	25
Taxes are high/continue to rise	16
Good value for tax dollars/budget is allocated well	11
Good snow removal services	8
Taxes are high, but services are good	6
City is well maintained (in general)	5
Good road maintenance/repairs/upgrades	4
Taxes are high compared to other cities/communities with the same facilities/services	3
Good parks/trails/green spaces	3
Good garbage collection services	3
Services/value has decreased	3
Good park/green space/trail maintenance	3
Good place to live/high standard of living	2
Overspending/wasting money/lack of fiscal responsibility	2
Other (1% of respondents or less)	20
Don't Know/Not Stated	7

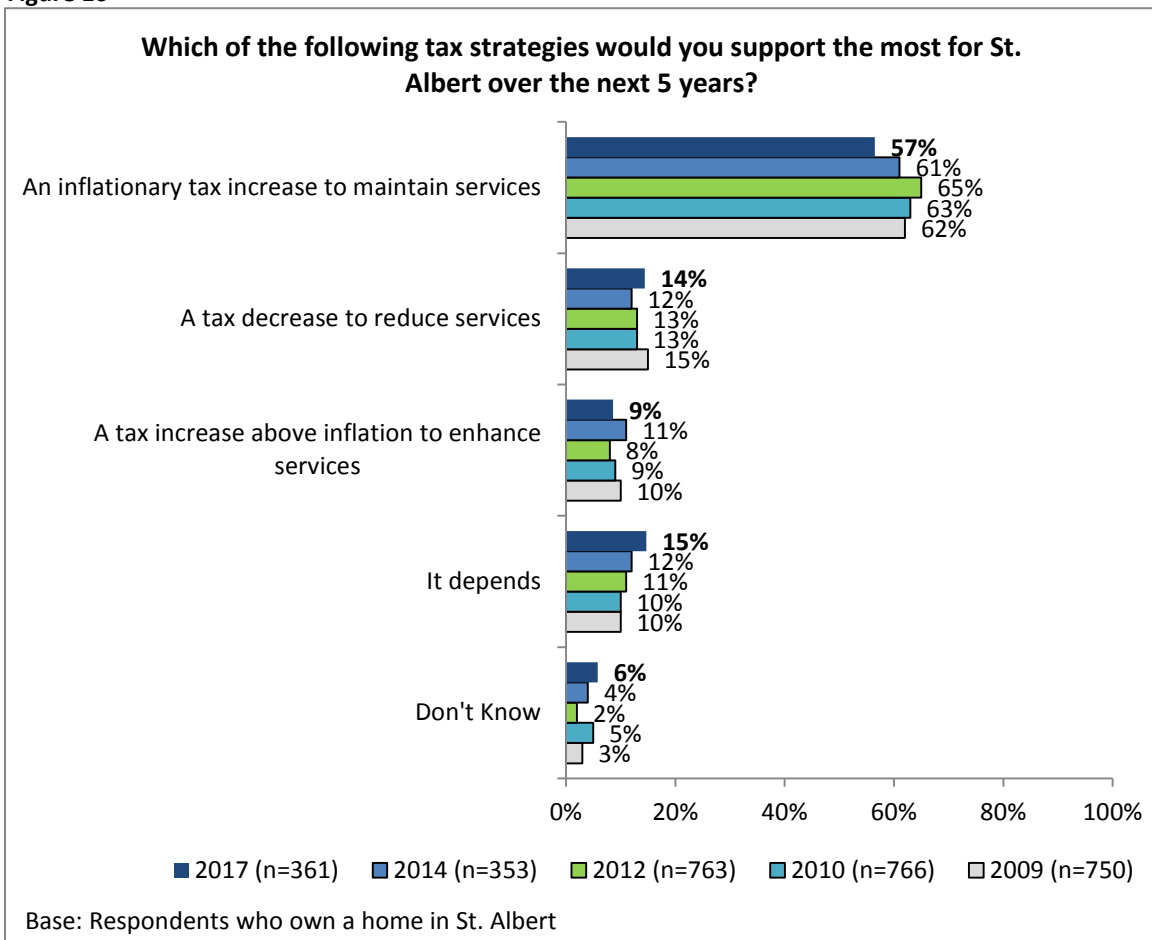
*Multiple responses

In terms of an overall tax strategy, 57% of the homeowners surveyed (n=361) supported an inflationary tax increase to maintain the current level of services from the City, while 14% supported a tax decrease to reduce the level of services. Nine percent (9%) supported a tax increase above inflation to enhance or expand the level of services from the City. See Figure 16, below.

Top responses amongst those who said “it depends” (15% of homeowners) included:

- Services maintained without a tax increase/no increase (4%);
- It would depend on the services that would be improved/changed (3%); and
- Need to be more fiscally responsible (3%).

Figure 16



Sub-Segment Findings

Respondent subgroups significantly more likely to have supported **an inflationary tax increase to maintain the current level of services from the City** included:

- Those who were satisfied, overall, with City services, facilities, and programs (61%, versus 43% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (72%) or “good” value (64%), versus 34% of those who felt they received “fair” or “poor” value; and
- Those who were satisfied overall, with how the City is currently being run (63%) or neither satisfied nor dissatisfied (54%), versus 27% of those who were dissatisfied.

Respondent subgroups significantly more likely to have supported **a tax decrease to reduce the level of services from the City** included:

- Those who were neither satisfied nor dissatisfied, overall, with City services, facilities, and programs (25%, versus 11% of those who were satisfied);
- Those who felt they received “fair” or “poor” value for their tax dollars (25%) or “good” value (12%), versus 4% of those who felt they received “very good” or “excellent” value; and
- Those who were dissatisfied overall, with how the City is currently being run (39%, versus 16% of those who were neither satisfied nor dissatisfied and 9% of those who were satisfied).

3.9 Municipal Leadership

When asked what they considered the most important issue facing the St. Albert City Council today, 18% of respondents felt that there is poor decision-making and a lack of vision amongst City Council and/or the Mayor, while another 12% mentioned high and/or rising taxes. Ten percent (10%) reported that misallocation of budget or managing City growth were the most important issue. It is important to note that 22% of the respondents were unsure, or did not provide a response. See Table 57, below.

Table 57

What would you say is the most important issue facing St. Albert City Council today?	
	Percent of Respondents* (n=400)
Poor City Council/Mayor/decision making/lacking vision/division/infighting amongst Council	18
High/rising taxes	12
Misallocation of budget/how tax dollars are spent/overspending	10
Managing City growth/sprawl/expansion/maintain services with growth	10
Land development/management/planning/balance development	4
Lack of a strong business/commercial tax base/business attraction	4
Upcoming election/new Council and Mayor/re-election/better leadership	2
Poor transit system/should expand/transportation	2
Poor road system/infrastructure/lack of roads/road expansions	2
Lack of industrial development/attract more industry/economic development	2
Other (1% of respondents or less)	18
Don't Know/Not Stated	22

*Multiple responses

Respondents were then asked to rate their level of agreement with three (3) statements concerning the effectiveness of City Council:

- **“Council is acting in the best interests of the community, as a whole”** – 57% of the respondents agreed (ratings of 4 or 5 out of 5);
 - 27% neither agreed nor disagreed (3 out of 5); and
 - The mean rating was 3.54 out of 5.
- **“St. Albert City Council effectively plans for the future of the community”** – 54% agreed;
 - 34% neither agreed nor disagreed; and
 - The mean rating was 3.53.
- **“My personal interests are being served by the City Council”** – 53% agreed;
 - 30% neither agreed nor disagreed; and
 - The mean rating was 3.54.

See Figure 17, below, and Table 58, on the following page.

Figure 17

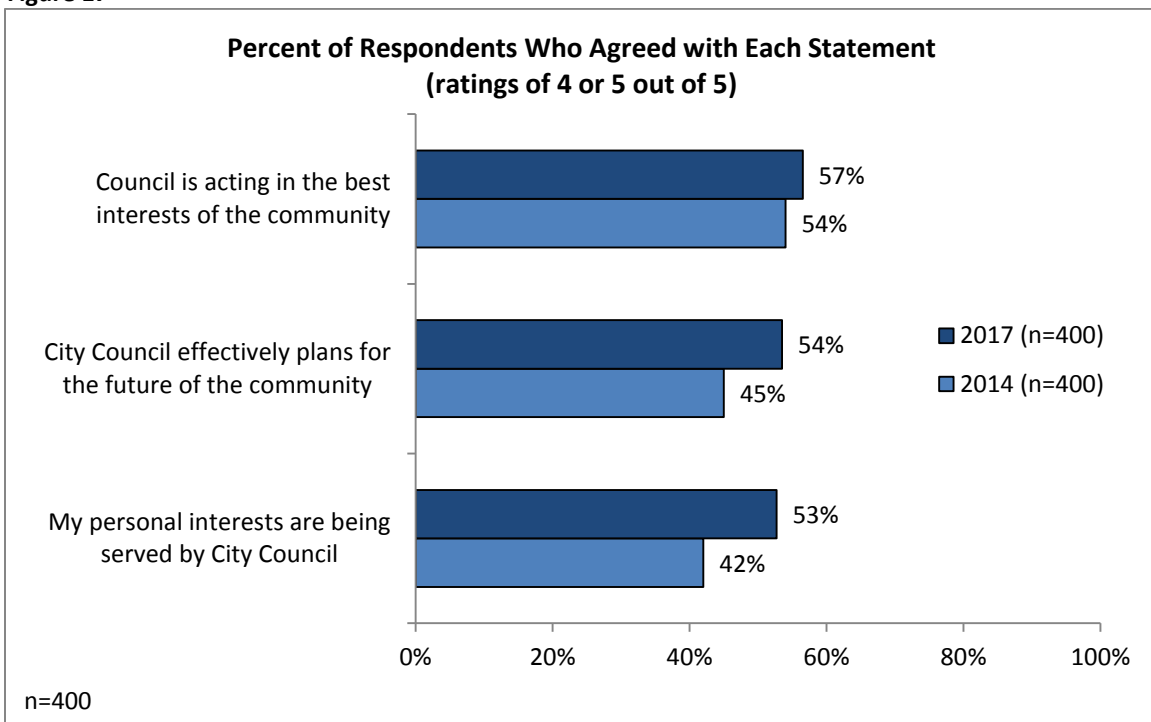


Table 58

To what extent do you agree or disagree with the following statements?							
	Percent of Respondents (n=400)						
	(5) Strongly Agree	(4)	(3)	(2)	(1) Strongly Disagree	Don't Know	Mean (out of 5)
Council is acting in the best interests of the community, as a whole	18	38	27	10	6	1	3.54
My personal interests are being served by the City Council	17	36	30	9	4	4	3.54
St. Albert City Council effectively plans for the future of the community	14	40	34	8	4	1	3.53

Sub-Segment Findings

Respondent subgroups significantly *more likely* to agree that **St. Albert City Council effectively plans for the future of the community (ratings of 4 or 5 out of 5)** included:

- Those aged 18 to 24 (79%, versus 51% of those aged 25 to 64 and 48% of those aged 65 or older);
- Those who were satisfied, overall, with City services, facilities, and programs (62%, versus 26% of those who were neither satisfied nor dissatisfied);
- Those who do not own their home (69%, versus 52% of those who do);
- Those who felt they received “very good” or “excellent” value for their tax dollars (73%) or “good” value (58%), versus 25% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (48%, or 61% of those who supported an inflationary tax increase to maintain services versus 27% of those who supported a tax decrease);
- Those who were satisfied overall, with how the City is currently being run (75%, versus 16% who were neither satisfied nor dissatisfied and 9% of those who were dissatisfied);
- Those who have lived in St. Albert for 10 years or less (74%) or 11 to 20 years (59%), versus 46% of those who have lived in St. Albert for more than 20 years; and
- Those with children in their household (67%, versus 51% of those without children).

Respondent subgroups significantly more likely to agree that **Council is acting in the best interests of the community, as a whole (ratings of 4 or 5 out of 5)** included:

- Those aged 18 to 24 (72%, versus 48% of those aged 65 or older);
- Those who were satisfied, overall, with City services, facilities, and programs (65%, versus 27% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (81%) or “good” value (58%), versus 29% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (65%, or 64% of those who supported an inflationary tax increase to maintain services versus 31% of those who supported a tax decrease);
- Those who were satisfied overall, with how the City is currently being run (79%, versus 20% who were neither satisfied nor dissatisfied);
- Those who have lived in St. Albert for 10 years or less (74%) or 11 to 20 years (62%), versus 50% of those who have lived in St. Albert for more than 20 years; and
- Those with children in their household (68%, versus 54% of those without children).

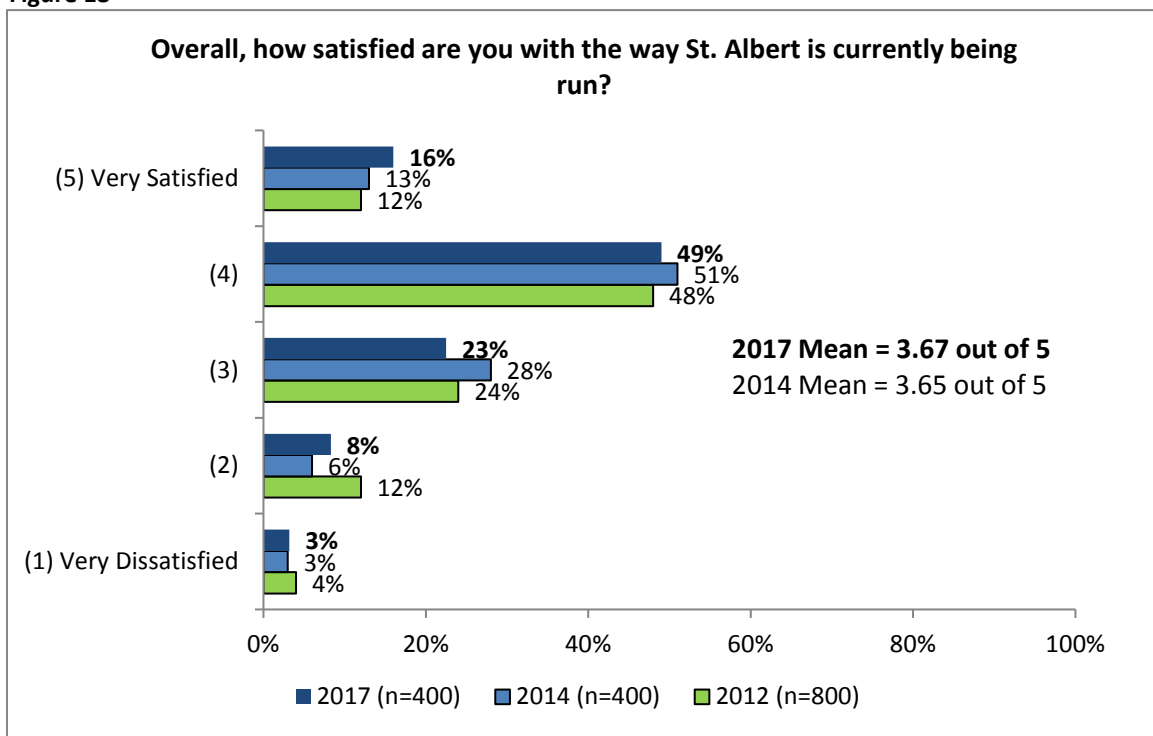
Respondent subgroups significantly more likely to agree that **their personal interests are being serviced by the City Council (ratings of 4 or 5 out of 5)** included:

- Those aged 18 to 24 (67%, versus 50% of those aged 25 to 64);
- Those who were satisfied, overall, with City services, facilities, and programs (62%, versus 20% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (75%) or “good” value (54%), versus 26% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (60%, versus 35% of those who supported a tax decrease);
- Those who were satisfied overall, with how the City is currently being run (75%, versus 16% who were neither satisfied nor dissatisfied and 4% who were dissatisfied);
- Those who have lived in St. Albert for 10 years or less (70%, versus 49% of those who have lived in St. Albert for more than 20 years); and
- Those with children in their household (65%, versus 50% of those without children).

When asked to rate their overall level of satisfaction with the way the City of St. Albert is currently being run, 65% of the respondents were satisfied, or provided ratings of 4 (49%) or 5 (16%) out of 5. Twenty-three percent (23%) were neither satisfied nor dissatisfied (3 out of 5), while 12% provided ratings of 1 (3%) or 2 (8%). See Figure 15, below.

Please Note: A different scale was used in the 2012 St. Albert Community Satisfaction Survey.¹⁰ Due to the use of word-anchored responses in 2012 (versus number-anchored in 2014), a mean cannot be calculated for the 2012 results. Caution should therefore be used when comparing 2017 and 2014 with 2012 survey results.

Figure 18



¹⁰ 2012 scale: “Very dissatisfied”; “somewhat dissatisfied”; “neither satisfied nor dissatisfied”; “somewhat satisfied”; “very satisfied.”

Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied, overall with the way the City of St. Albert is currently being run (ratings of 4 or 5 out of 5)** included:

- Those aged 18 to 24 (84%, versus 62% of those aged 25 to 64 and 64% of those aged 65 or older);
- Those who were satisfied, overall, with City services, facilities, and programs (74%, versus 29% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (90%) or “good” value (65%), versus 37% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (71%) or a tax increase (68%), versus 40% of those who supported a tax decrease;
- Those who have lived in St. Albert for 10 years or less (84%) or 11 to 20 years (71%), versus 58% of those who have lived in St. Albert for more than 20 years; and
- Those with children in their household (75%, versus 63% of those without children).

Respondents who were dissatisfied with how the City is currently being run (ratings of 1 or 2 out of 5; n=46) most often explained that the City has not budgeted well (28%), followed by 15% who reported that there is too much dissension between Councillors and/or the Mayor. See Table 59, below.

Table 59

Why do you feel that way?	
Base: Respondents who were dissatisfied with how the City is currently being run (ratings of 1 or 2 out of 5)	Percent of Respondents* (n=46)
Poor budgeting/wasting tax dollars	28
Too much dissension between Councillors/Mayor	15
Council does not have community/resident interests at heart	13
Mayor/Council not managing City well/lack of planning	9
Poor traffic flow/control	7
City needs to be more transparent in decision making/planning	4
Need to improve road infrastructure/maintenance	4
Not receiving service value equivalent to tax costs	4
Other (single mentions)	22
Don't Know/Not Stated	4

*Multiple responses

Those who were neither satisfied nor dissatisfied (3 out of 5; n=90) also felt that there is too much dissension between Councillors and/or the Mayor (24%), and that the City has not budgeted well (14%). See Table 60, below.

Table 60

Why do you feel that way?	
Base: Respondents who were neither satisfied nor dissatisfied with how the City is currently being run (rating of 3 out of 5)	Percent of Respondents* (n=90)
Too much dissension between Councillors/Mayor	24
Poor budgeting/wasting tax dollars	14
Council does not have community/resident interests at heart	12
Room for improvement (unspecified)	6
Taxes are too high/keep increasing	6
Mayor/Council not managing City well/lack of planning	6
Is satisfied/no issues	3
City is well run/good planning/good Mayor/Council	3
Feels the City is growing too fast	2
Not doing enough to attract business/industry	2
Poor traffic flow/control	2
Receives good value for tax dollars/good budgeting	2
Not receiving service value equivalent to tax costs	2
Other (single mentions)	10
Don't Know/Not Stated	11

*Multiple responses

Respondents who were satisfied with how the City is being run (4 or 5 out of 5; n=260) most often reported that the City is well run (17%), but also that there is room for improvement, in general (16%). See Table 61, below.

Table 61

Why do you feel that way?	
Base: Respondents who were satisfied with how the City is currently being run (ratings of 4 or 5 out of 5)	Percent of Respondents* (n=260)
City is well run/good planning/good Mayor/Council	17
Room for improvement (unspecified)	16
Is satisfied/no issues (in general)	15
Good place to live/high quality of life	9
Too much dissension between Councillors/Mayor	9
Good services/programs (in general)	4
Taxes are too high/keep increasing	4
Mayor/Council not managing City well/lack of planning	3
City is safe	3
Poor budgeting/wasting tax dollars/spending on unnecessary projects	3
Other (2% of respondents or less)	15
Don't Know/Not Stated	8

*Multiple responses

3.10 Top Priorities for the City of St. Albert

Finally, respondents were asked their opinions regarding top priorities for City Council. When asked what they thought should be Council’s top priorities, respondents most often mentioned reducing taxes (21%), followed by attracting more businesses (17%) and ensuring fiscal responsibility (17%). See Table 62, below.

Table 62

What do you think should be the top priorities for City Council?	
	Percent of Respondents* (n=400)
Reducing taxes	21
Attracting more businesses/stores/shopping options	17
Budget/fiscal responsibility	17
Maintaining current level of services	11
City growth/expansion/controlling growth	10
More roads/improved road/infrastructure system	9
Public transit	8
Better City planning/decision making	8
Improving leadership of City Council/Mayor	7
Recreation facilities/programs/services	6
Improving traffic flow/congestion	6
Environmental related priorities	6
More schools	6
Crime reduction/more police enforcement	5
Safety (in general)	5
Affordable housing (including senior housing)	5
Other (4% of respondents or less)	49
Don't Know/Not Stated	9

*Multiple responses

3.11 Respondent Profile

Tables 63 and 64, below and on the following page, demonstrate the demographic breakdown of the residents surveyed in 2017.

Table 63

	Percent of Respondents (n=400)
Gender	
Male	48
Female	52
Age	
18 to 24	11
25 to 34	2
35 to 44	8
45 to 54	17
55 to 64	42
65 and older	21
Mean	54.8 years of age
How long have you lived in the City of St. Albert?	
1 to 5 years	4
6 to 10 years	7
11 to 20 years	33
More than 20 years	57
Mean	24.8 years
Percent of Households with at Least One (1) Person in Each Age Group	
Under 6 years of age	4
6 to 11 years of age	9
12 to 17 years of age	12
18 or older	52

Table 64

Which neighbourhood do you live in?	
Akinsdale	7
Braeside	2
Deer Ridge	12
Downtown	1
Erin Ridge	7
Erin Ridge North	1
Forest Lawn	5
Grandin	14
Heritage Lakes	6
Inglewood	2
Kingswood	4
Lacombe Park	14
Mission	2
North Ridge	5
Oakmont	6
Pineview	4
Sturgeon Heights	2
Woodlands	4
Other	4
Do you work for the City of St. Albert?	
Yes	1
No	99

APPENDIX A – SURVEY INSTRUMENT

Introduction

Hello, my name is _____ with Banister Research, a professional research company. We have been contracted to conduct a survey on behalf of the City of St. Albert to ask your opinions about services provided to residents 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. This interview will take about 12 to 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**

B. To ensure that we get proper representation from all age groups, could you please tell me in what year you were born? **[WEB: “To ensure that we get proper representation from all age groups, could you please select what year you were born?”]**

[WATCH QUOTAS; Screen for 18-24 category first] [Stakeholder Web = Not mandatory, exclude DK/NR: Telephone exclude DK/NR]

_____ **RECORD YEAR OF BIRTH – CONVERT TO AGE**

QUOTAS:

- 18 to 24 (n=46; Male=24, Female=22)
- 25 to 64 (n=271; Male=131; Female=140)
- 65+ (n=83; Male = 37, Female=46)

C. Do you live within St. Albert City limits? **[Phone only: Mandatory]**

- 1. Yes
- 2. No **Thank and end interview**
- F5 (Don't Know) **Thank and end interview**

D. **RECORD GENDER [DO NOT READ] – WATCH QUOTAS – 50/50 [Web: Mandatory, allow DK/NR]**

- 1. Male
- 2. Female
- 3. Other **[WEB ONLY]**

E. Which neighbourhood do you live in? **[WATCH QUOTAS] [Web: Mandatory, exclude DK/NR]**

1. Akinsdale
2. Braeside
3. Deer Ridge
4. Downtown
5. Erin Ridge
6. Erin Ridge North
7. Forest Lawn
8. Grandin
9. Heritage Lakes
10. Inglewood
11. Jensen Lakes
12. Kingswood
13. Lacombe Park
14. Mission
15. North Ridge
16. Oakmont
17. Pineview
18. Riverside
19. South Riel
20. Sturgeon Heights
21. Woodlands
22. Other; specify: _____

F. Do you work for the City of St. Albert? **[NOTE: MAXIMUM OF 8 CITY EMPLOYEES – THANK AND TERMINATE IF QUOTA IS REACHED] [Web: Mandatory, exclude DK/NR]**

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

Section 1: Quality of Life

1) How would you rate the overall quality of life in the City of St. Albert today? **[Web: Mandatory]**

- 1. Very poor
- 2. Poor
- 3. Good
- 4. Very good
- F5. Don't Know/Unable to Rate

2) In your opinion, what would you say are the top factors **contributing** to a high quality of life in the City of St. Albert? **[RECORD UP TO 3 MENTIONS]**

- 1. _____
- 2. _____
- 3. _____
- F5. (Don't Know/Not Stated)

3) And, what would you say are top factors **detracting** from a high quality of life in the City of St. Albert, if any? **[RECORD UP TO 3 MENTIONS]**

- 1. _____
- 2. _____
- 3. _____
- F5. (Don't Know/Not Stated)

Section 2: Safety Issues in St. Albert

- 4) Next, I would like you to think about safety in St. Albert. Using a scale of 1 to 5, where 1 means “strongly disagree” and 5 means “strongly agree,” how strongly do you agree that “St. Albert is a safe community to live in”?
1. Strongly disagree
 2. ...
 3. ...
 4. ...
 5. Strongly agree
 - F5. (Don't Know/Not Stated)
- 5) What would you say are the safety and crime issues of greatest concern to you, if any? **[DO NOT READ – MULTIPLE RESPONSES PERMITTED]**
1. None/No safety concerns
 2. Crime in general
 3. Vandalism
 4. Traffic safety in general
 5. Speeding
 6. Safety of cyclists and pedestrians
 7. Drugs in the community
 8. Theft/burglary
 9. Graffiti
 10. Other; specify: _____
 - F5. (Don't Know)

Section 3: Overall Satisfaction with City Services, Facilities, and Programs

- 6) Taking into consideration all City of St. Albert services, facilities and programs, overall, how satisfied are you with the programs and services provided by the City of St. Albert to residents? Would you say you are...? **[READ LIST]**
1. Very dissatisfied
 2. ...
 3. ...
 4. ...
 5. Very satisfied
 - F5. (Don't Know/Not Stated)

Section 4: Service Expectations

- 7) Next, I am going to read you a list of services that are provided by the City and are available to residents. I would like you to tell me whether you feel that the level of service provided to you as a resident meets, somewhat meets, or doesn't meet your expectations. If you have not personally used each service, please rate the extent to which each service has met your expectations based on what you have seen, heard, or read from other sources, such as friends, family, or media. **[READ LIST; RANDOMLY ROTATE]**
1. Doesn't meet my expectations
 2. Somewhat meets my expectations
 3. Meets my expectations
 - F5. (Don't Know/Not Stated)
- a) **Policing Services**
 - b) **Fire and Ambulance Services**
 - c) **Public Works**, including: Maintenance of public infrastructure such as roads, sidewalks and trails, Snow removal, Parks, Playgrounds and buildings maintenance.
 - d) **Utilities**, including: water supply and wastewater treatment, wastewater collection, storm water operation and maintenance, planning, design and engineering of utilities infrastructure, curbside waste management and utilities customer service and finance.
 - e) **Preserving and Celebrating Community Heritage**, including: celebrating and preserving our heritage sites, interpretive features, storyboards, Founders Walk, Museum, the community archives.
 - f) **St. Albert Public Transit**, including: Conventional and Commuter Transit Routes and Handibus.
 - g) **Engineering**, including: road construction, planning of new construction, road network planning and maintenance.
 - h) **Individual, Youth and Family Support Services**, including: community development, youth support programs (BAM and Collective), neighborhood development, family school liaison program, confidential counseling, support and referral services.
 - i) **Environmental Services**, including: stewardship of our natural areas, protecting Sturgeon River working with residents, schools and community groups on environmental initiatives and environmental regulatory compliance.
 - j) **Planning & Development**, including: land planning and development and building inspections.
 - k) **Economic Development**, including: business attraction, retention, expansion and tourism.
 - l) **Roadway Repair and Maintenance**, including: roadway surface repair and maintenance, street cleaning, traffic and street signs.
- 8) **[ASK FOR EACH IF Q7=1-2 –Doesn't/somewhat meets expectations]** Why doesn't **[INSERT FROM Q7]** fully meet your expectations?
1. _____
 - F5. (Don't Know/Not Stated)
- 9) **[ASK FOR EACH IF Q7=Doesn't/somewhat meets expectations]** In your view, what is one improvement to **[INSERT FROM Q7]** that would better meet your needs? **[MANDATORY]**
1. _____
 - F5. (Don't Know/Not Stated)

Section 5: Specific Services

Indoor Recreation

Now I'd like to ask you about **indoor recreation**, including scheduled and spontaneous recreation, fitness and aquatics programs, clubhouses, Fountain Park, Servus Place, and Akinsdale and Kinex Arenas.

- 10) Using the same scale, to what degree do the following meet your expectations for **indoor recreation** in St. Albert?
1. Doesn't meet my expectations
 2. Somewhat meets my expectations
 3. Meets my expectations
 - F5. (Don't Know/Not Stated)
- a) Availability of indoor programs
 - b) Variety of indoor programs
 - c) New aquatics pre-registration process for St. Albert residents first
 - d) Opportunities for indoor spontaneous recreation (no pre-planning or pre-registering required)
- 11) **[ASK FOR EACH IF Q10=1-2 –Doesn't/somewhat meets expectations]** Why doesn't the **[INSERT FROM Q10]** fully meet your expectations?
4. _____
F5. (Don't Know/Not Stated)
- 12) **[ASK FOR EACH IF Q10=1-2 –Doesn't/somewhat meets expectations]** Do you have any suggestions for how the **[INSERT FROM Q10]** could better meet your expectations?
5. _____
F5. (Don't Know/Not Stated)

Outdoor Recreation

Now I'd like to ask you about **outdoor recreation facilities** including scheduled and spontaneous recreation, Woodlands Water Play Park, Grosvenor Pool, parks, trails, sports fields, tennis courts, skateboard park, and outdoor rinks.

13) Using the same scale, to what degree do the following meet your expectations for **outdoor recreation** in St. Albert?

1. Doesn't meet my expectations
2. Somewhat meets my expectations
3. Meets my expectations
- F5. (Don't Know/Not Stated)

- a) Availability of outdoor recreation facilities
- b) Variety of outdoor recreation facilities
- c) Opportunities for outdoor spontaneous recreation (no pre-planning or pre-registering required)

14) **[ASK FOR EACH IF Q13=1-2 –Doesn't/somewhat meets expectations]** Why doesn't the **[INSERT FROM Q13]** fully meet your expectations?

1. _____
- F5. (Don't Know/Not Stated)

15) **[ASK FOR EACH IF Q13=1-2 –Doesn't/somewhat meets expectations]** Do you have any suggestions for how **[INSERT FROM Q13]** could better meet your expectations?

1. _____
- F5. (Don't Know/Not Stated)

Culture

Now I'd like to ask you about the specific features of **cultural programming**, including performing arts programs and visual arts programs.

16) Using the same scale, to what degree do the following meet your expectations for **cultural programming** in St. Albert?

1. Doesn't meet my expectations
2. Somewhat meets my expectations
3. Meets my expectations
4. Not applicable/have no expectations
- F5. (Don't Know/Not Stated)

- a) Availability of programs offered
- b) Variety of programs offered

17) **[ASK FOR EACH IF Q16=1-2 –Doesn't/somewhat meets expectations]** Why doesn't the **[INSERT FROM Q16]** for **cultural programming** fully meet your expectations?

1. _____
- F5. (Don't Know/Not Stated)

18) **[ASK FOR EACH IF Q16=1-2 –Doesn't/somewhat meets expectations]** Do you have any suggestions for how the **[INSERT FROM Q16]** for **cultural programming** could better meet your expectations?

1. _____
- F5. (Don't Know/Not Stated)

Environmental Programming

Now I'd like to ask you about **environmental programming**, such as the toilet rebate, tree planting, and environmental grants.

19) Would you say that the available activities for residents to participate in **environmental programming**...?

1. Doesn't meet my expectations
2. Somewhat meets my expectations
3. Meets my expectations
4. Not applicable/have no expectations
- F5. (Don't Know/Not Stated)

20) [ASK IF Q19=1-2 –Doesn't/somewhat meets expectations] Why don't the available activities for **environmental programming** fully meet your expectations?

1. _____
- F5. (Don't Know/Not Stated)

21) [ASK IF Q19=1-2 –Doesn't/somewhat meets expectations] Do you have any suggestions for how **environmental programming** could better meet your expectations?

1. _____
- F5. (Don't Know/Not Stated)

Bylaw Enforcement

Bylaw Enforcement includes enforcement of provincial bylaws, responding to public complaints, enforcing select municipal bylaws, animal control, and parking enforcement, and responding to public complaints.

22) Would you say that **bylaw enforcement**...?

1. Doesn't meet my expectations
2. Somewhat meets my expectations
3. Meets my expectations
4. Not applicable/have no expectations
- F5. (Don't Know/Not Stated)

23) [ASK IF Q22=1-2 –Doesn't/somewhat meets expectations] Why doesn't **bylaw enforcement** fully meet your expectations?

1. _____
- F5. (Don't Know/Not Stated)

24) [ASK IF Q22=1-2 –Doesn't/somewhat meets expectations] Do you have any suggestions for how **bylaw enforcement** could better meet your expectations?

1. _____
- F5. (Don't Know/Not Stated)

Section 6: Customer Service, Communication and Public Participation

25) Next, we 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, with any City of St. Albert employees?

- 1. Yes
- 2. No **SKIP TO SECTION 7**
- F5. (Don't Know/Not Stated) **SKIP TO SECTION 7**

26) Overall, how satisfied are you with your service experience provided by City employees?

- 1. Very dissatisfied
- 2. ...
- 3. ...
- 4. ...
- 5. Very satisfied
- F5. (Don't Know/Not Stated)

27) **[ASK Q26=1-2/Dissatisfied]** How could your experiences with City of St. Albert employees be improved?

- 1. _____
- F5. (Don't Know/Not Stated)

Section 7: Communication and Public Participation

28) Does the City meet your expectations, in terms of sharing and providing access to information on municipal matters that affect you and to keep you informed?

- 1. Doesn't meet my expectations
- 2. Somewhat meets my expectations
- 3. Meets my expectations
- 4. Not applicable/have no expectations
- F5. (Don't Know/Not Stated)

29) **[ASK IF Q28=1-2 –Doesn't/somewhat meets expectations]** What other methods can the City can use to share information with you that would better meet your expectations?

- 1. _____
- 2. None
- F5. (Don't Know/Not Stated)

30) The City currently offers in person services at City Hall and at some recreational facilities, as well as online and over the phone. These types of services include: paying your bills; obtaining your license; registering for a program; etc. Do current methods to conduct these types of activities with the City meet your expectations? **[READ LIST AS NECESSARY]**

- 1. Doesn't meet my expectations
- 2. Somewhat meets my expectations
- 3. Meets my expectations

F5. (Don't Know/Not Stated)

31) **[ASK IF Q30=1-2 –Doesn't/somewhat meets expectations]** How could the City improve options to conduct activities such as paying your bills, obtaining your license, or registering for a program? **[DO NOT READ LIST]**
[Multiple Response, Do not display list on web – single open end]

1. More services available online
2. Ability to log into one portal and pay for all City bills there
3. Ability to pay for bills at other City facilities, other than City Hall
4. Longer hours at the City Hall Customer Centre
5. Ability to pay for all at one location
6. Other; specify: _____

F5. (Don't Know/Not Stated)

Section 8: Property Taxes and Financial Planning

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

1. Own
2. Rent **SKIP TO SECTION 9**
- F5. (Don't Know/Not Stated) **SKIP TO SECTION 9**

33) Property taxes in the City of St. Albert are related to the value of your property. About one-quarter of your property tax bill is controlled by the Province to pay for education and schools. This means that about **three-quarters of your property tax bill goes to the City to fund services provided to community**. Thinking about the amount of your tax bill that pays for City services, would you say you receive? **[READ LIST]**

1. Poor value for your tax dollars
2. Fair value
3. Good value
4. Very good value
5. Excellent value for your tax dollars
- F5. Don't Know/Unable to Rate **[SKIP TO Q35]**

34) What is the main reason you feel that way? **[MANDATORY]**

1. _____
- F5. (Don't Know/Not Stated)

35) Of the following tax strategies, which one would you support the most for the City of St. Albert over the next 5 years? **[READ LIST]**

1. An inflationary tax increase to maintain the current level of services from the City
2. A tax increase, above inflation, to enhance or expand the level of services
3. A tax decrease to reduce the level of services from the City
4. It depends; specify: _____
- F5. (Don't Know)

Section 9: Municipal Leadership

36) What would you say is the most important issue facing St. Albert City Council today? [**DO NOT READ – MULTIPLE RESPONSES PERMITTED. PROBE FOR CLARIFICATION OF ISSUES**]

1. _____
F5. (Don't Know/Not Stated)

37) Using a scale of 1 to 5, where 1 means “strongly disagree” and 5 means “strongly agree,” to what extent do you agree or disagree with the following statements. [**READ LIST**]

1. Strongly disagree
 2. ...
 3. ...
 4. ...
 5. Strongly agree
- F5. (Don't Know/Not Stated)
- a) St. Albert City Council effectively plans for the future of the community
 - b) Council is acting in the best interests of the community, as a whole
 - c) My personal interests are being served by the City Council

38) How satisfied you are, overall, with the way the City of St. Albert is currently being run?

1. Very dissatisfied
 2. ...
 3. ...
 4. ...
 5. Very satisfied
- F5. (Don't Know/Not Stated) [**SKIP TO SECTION 10**]

39) Why do you feel that way? [**MANDATORY**]

1. _____
F5. (Don't Know/Not Stated)

Section 10: Top Priorities for the City of St. Albert

40) In your opinion, what do you think should be the top three (3) priorities for City Council? [**UP TO 3 MENTIONS**]

1. _____
 2. _____
 3. _____
- F5. (Don't Know/Not Stated)

Section 11: Respondent Profile

In order for us to better understand the different views and needs of residents, 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.

41) How long have you lived in the City of St. Albert?

1. _____ **YEARS**

42) Do you have any children who are...? (select all that apply)

1. Yes
 2. No
 3. Prefer not to say
 - F5. (Don't Know/Not Stated)
-
- a) Under 6 years of age
 - b) 6 to 11 years of age
 - c) 12 to 17 years of age
 - d) 18 or older
-

43) Are you interested in participating in future public engagement or research opportunities for the City of St. Albert? This could include future surveys, focus groups, and/or world café discussions.

1. Yes
2. No [**THANK & TERMINATE**]

44) [**IF 'YES':**] Thank you for your interest – please confirm your name, e-mail address, and the best telephone number to reach you at, should any future public engagement or research opportunities arise.

1. First name: _____ [**MANDATORY**]
2. Last name: _____ [**MANDATORY**]
3. E-mail address: _____ [**MANDATORY**]
4. Telephone Number: _____ [**MANDATORY**]

May I confirm that [**WEB:** “Please confirm that...”] we have your permission to collect and use your contact information for future public engagement or research opportunities? Your contact information will not be released to any third parties without your consent, and your personal information will **NOT** be linked to your survey responses today. You may remove yourself from this list at any time by contacting Banister Research at research@banister.ab.ca, or by phone at (780) 451-4444.

[**MANDATORY**]

1. Yes, I agree
2. No, I do not agree

On behalf of the City of St. Albert, thank you for taking the time to complete the survey – your feedback is greatly appreciated.

APPENDIX B – SURVEY METHODOLOGY

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

Project Initiation and Questionnaire Design

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

Banister Research worked closely with the Client in designing the survey instrument. To help test areas of investigation for use in the Community Satisfaction Survey, Banister Research conducted a focus group with residents of the City of St. Albert. Specific objectives of the focus group included:

- Gathering participants' opinions and preferences regarding specific questions;
- Refining the wording of the various service areas to be explored in the survey; and
- Identifying any concerns or issues with the draft questionnaire.

Participants for the focus group were recruited from Banister Research's focus group database; efforts were made to screen for individuals to ensure an appropriate representation of age and gender. Ultimately, seventeen (n=17) respondents participated in the focus group on January 25th, 2017. A copy of the moderator's guide/focus group questions and a summary of the results are available under separate cover. Following the review of the focus group findings, a final draft of the questionnaire was prepared for Council and Administration approval. A copy of the final questionnaire is provided in Appendix A.

Survey Population and Data Collection

Telephone interviews were conducted from February 27th to March 22nd at the Banister Research Call Centre. A total of 400 surveys were completed with adult residents of the City of St. Albert; results provide a margin of error no greater than $\pm 4.9\%$ at the 95% confidence level, or 19 times out of 20.

To maximize the sample, up to five (5) 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 (15) minutes. Where there was an answering machine, fax, or no answer, the call back was scheduled for a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.

The following table presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was a 9% response rate and a 76% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification:	Number of Calls:
Completed Interviews	400
Busy/No Answer/Answering Machine	3,272
Respondents Unavailable/Appointments Set	112
Refusals	1,526
Fax/Modem/Business/Not-In-Service/Wrong Number	2,158
Language Barrier/Communication Problem	38
Disqualified/Quota Full (Age and/or Gender)	95
Total	7,601

At the outset of the fieldwork, all interviewers and supervisors were given a thorough step-by-step briefing to ensure the successful completion of telephone interviews. To ensure quality, at least 20% of each interviewer's work was monitored by a supervisor on an on-going basis.

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

Data Analysis and Project Documentation

While data was being collected, Banister Research provided written progress reports to the Client. After the questionnaires were completed and verified, all survey data was compiled into a computerized database for 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., length of residency, 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.

A list of responses to each open-ended question was generated by Banister Research. The lead consultant reviewed the list of different responses to each open-ended or verbatim question, after which a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the questionnaires were fully coded, computer programs were written to check the data for quality and consistency. All survey data was compiled into a computerized database for analysis. Utilizing SPSS analysis software, the survey data was reviewed to guarantee quality and consistency (e.g., proper range values and skip patterns).

Where applicable, 2017 survey data has been compared to data gathered in the 2014, 2012, 2010, and 2009 survey years (the Community Satisfaction Survey was not conducted in 2011 or 2013). Caution should be used when comparing survey data, due to minor changes in scales, question wording, etc.

The detailed data tables have been provided under a separate cover. It is important to note that any discrepancies between charts, graphs, or tables are due to rounding of the numbers.

APPENDIX C – FUTURE SURVEY CONSIDERATIONS

Future Considerations to Reduce Survey Barriers

The single biggest barrier to potential respondents was the survey length. The 2017 Community Satisfaction Survey took approximately 30 to 40 minutes to complete, with the longest record taking 57 minutes to complete; as a result, the survey length had a less-than-desired effect on the overall response rate. Going forward, Banister Research recommends further refining the survey by continuing to give consideration to “need-to-know” versus “nice-to-know” areas of investigation, and would work closely with the City to ensure that the integrity of the survey is maintained while simultaneously maximizing the efficiency with which it is conducted.

Secondly, the new line of questioning in which respondents were asked to comment on the degree to which their expectations were met for various service areas was particularly time-consuming for those who indicated that a given service “doesn’t meet” or only “somewhat meets” their expectations. Respondents who indicated as much were asked two follow-up questions for *each* service this applied to: “Why doesn’t this service fully meet your expectations?” and “What is one improvement to this service that would better meet your needs.” As shown in this report, responses to both questions tended to be very similar, and many respondents felt they were being asked the same question twice. Therefore, consideration may be given to only asking one of the two follow-up questions for services where responses were similar, in order to reduce the total number of open-ended questions asked of respondents.

Finally, while quotas were established to ensure a minimum proportion of surveys completed with those ages 18 to 24 in St. Albert, attempts to reach this group via landline telephone sample proved inefficient. As a result, the methodology for reaching this target audience may be re-considered in future survey years. Banister Research recognizes the need to balance statistical reliability and representativeness with respondent accessibility, and would work with the City to continue to refine the survey methodology to ensure these audiences are reached without compromising the quality of the results.