



2017 Community Satisfaction  
Web-Based Surveys  
Final Report

April 7, 2017



## TABLE OF CONTENTS

<b>1.0 EXECUTIVE SUMMARY</b>	<b>3</b>
<b>2.0 PROJECT BACKGROUND</b>	<b>5</b>
<b>3.0 STUDY FINDINGS</b>	<b>7</b>
3.1 Quality of Life	7
3.2 Safety Issues in St. Albert	11
3.3 Overall Satisfaction with City Services, Facilities, and Programs	14
3.4 Service Expectations	16
3.5 Specific Services	36
3.5.1 Indoor Recreation	36
3.5.2 Outdoor Recreation	48
3.5.3 Cultural Programming	56
3.5.4 Environmental Programming	63
3.5.5 Bylaw Enforcement	67
3.6 Customer Service	70
3.7 Communication and Public Participation	73
3.8 Property Taxes and Financial Planning	79
3.9 Municipal Leadership	86
3.10 Top Priorities for the City of St. Albert	95
3.11 Respondent Profile	96
<b>APPENDIX A – SURVEY INSTRUMENT</b>	<b>98</b>
<b>APPENDIX B – SURVEY METHODOLOGY</b>	<b>113</b>
Project Initiation and Questionnaire Design	114
Survey Population and Data Collection	114
Data Analysis and Project Documentation	115

## 1.0 EXECUTIVE SUMMARY

The following is a summary of the key findings from the 2017 Web-Based Community Satisfaction Survey, conducted via mail-recruit to web and through an open, public link. For detailed survey results broken down by method, please refer to Section 4.0. Overall, results were largely comparable to those obtained through the General Population Telephone Survey; any significant differences between the two modes have been noted below.

- Overall quality of life remains exceptionally high (97% 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;
  - Overall sense of safety, low crime rates, and police presence;
  - The community or “small town” atmosphere; 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 poor traffic management.
- While the largest safety concerns included theft or burglary, drugs, and vandalism, nearly 9 in 10 respondents (89%) agreed that “St. Albert is a safe community to live in.”
- Overall, nearly three-quarters of the respondents (74%) were satisfied with the programs and services provided by the City.
- Services that **most often met respondent expectations** (7 in 10 respondents or more<sup>1</sup>) included:
  - *Fire and Ambulance Services;*
  - *Preserving and Celebrating Community Heritage;* and
  - *Policing Services.*
- Service areas that **less often met respondent expectations** (fewer than half of the respondents) included:
  - *St. Albert Public Transit* (issues included limited or infrequent service, and lack of bus stops or routes)
  - *Planning and Development* (issues included a lack of road infrastructure and poor planning, in general);
  - *Engineering* (issues included high traffic volume and poor planning, in general); and
  - *Economic Development* (issues included lack of shopping or retail, and lack of a corporate tax base).
- Five (5) service areas were further explored, in terms of the degree to which they met respondents’ expectations:
  - *Indoor Recreation.* At least 7 in 10 respondents<sup>2</sup> felt this service met their expectations in terms of the variety of programming, the new aquatics pre-registration process for City residents, the availability of programs, and opportunities for spontaneous recreation.

<sup>1</sup> Excluding “don’t know” or “not stated” responses.

<sup>2</sup> Excluding “don’t know,” “not stated,” or “not applicable” responses.

- *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.* Nearly 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. Those who felt otherwise most often attributed this to a lack of promotion or public awareness of environmental programming.
  - *Bylaw Enforcement.* Approximately two-thirds of the respondents felt that bylaw enforcement met their expectations. Those who felt otherwise suggested that there was a lack of enforcement or felt it was consistent, or that there was a lack of animal or pet-related enforcement, in particular.
- Overall, customer service was considered a strength, with 85% of those who were in contact with a City employee having been satisfied with their experience.
  - Overall, 65% of the web respondents felt that the City met their expectations in terms of sharing and providing access to information on municipal matters (significantly lower than 80%, as reported in the telephone survey), and those who felt otherwise most often suggested that the City could consider using (or improving usage of) e-mails and the newspaper.
  - Nearly 8 in 10 web respondents (79%, significantly lower than 94% as reported in the telephone survey) felt that current methods to conduct City services such as paying bills, obtaining a license, registering for a program, etc. met their expectations.
  - Just over half of the homeowners surveyed via web (54%) generally felt that they receive “good,” “very good,” or “excellent” value for their tax dollars (significantly lower than 66%, as reported in the telephone survey), 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, and felt that the City is overspending.
  - Nearly 4 in 10 homeowners (39%) supported an inflationary tax increase to maintain the current level of services (significantly lower than 57% as reported in the telephone survey) and 12% (comparable to 14% via telephone) supported a tax decrease to reduce services.
  - The most important issues facing City Council included poor-decision making and perceptions of infighting amongst City Council, concerns over misallocation of tax dollars and overspending, and managing City growth.
  - Fewer than half of the respondents each agreed that Council effectively plans for the future of the community (40%), that Council is acting in the community’s best interests (36%), and that their personal interests are being served by the City Council (32%) – compared to just over half of the respondents on each item as reported in the telephone survey. Overall, half of the respondents (50%, significantly lower than 65% as reported in the telephone survey) were satisfied with the way the City of St. Albert is currently being run.

## 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 27<sup>th</sup> to March 22<sup>th</sup>, 2017, results of which are available under a separate report.
  - 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 27<sup>th</sup>, encouraging residents to complete the web-based version of the survey by March 19<sup>th</sup>, 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.

***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;
- Specific services;
- Customer service, 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 Web-Based Survey**.



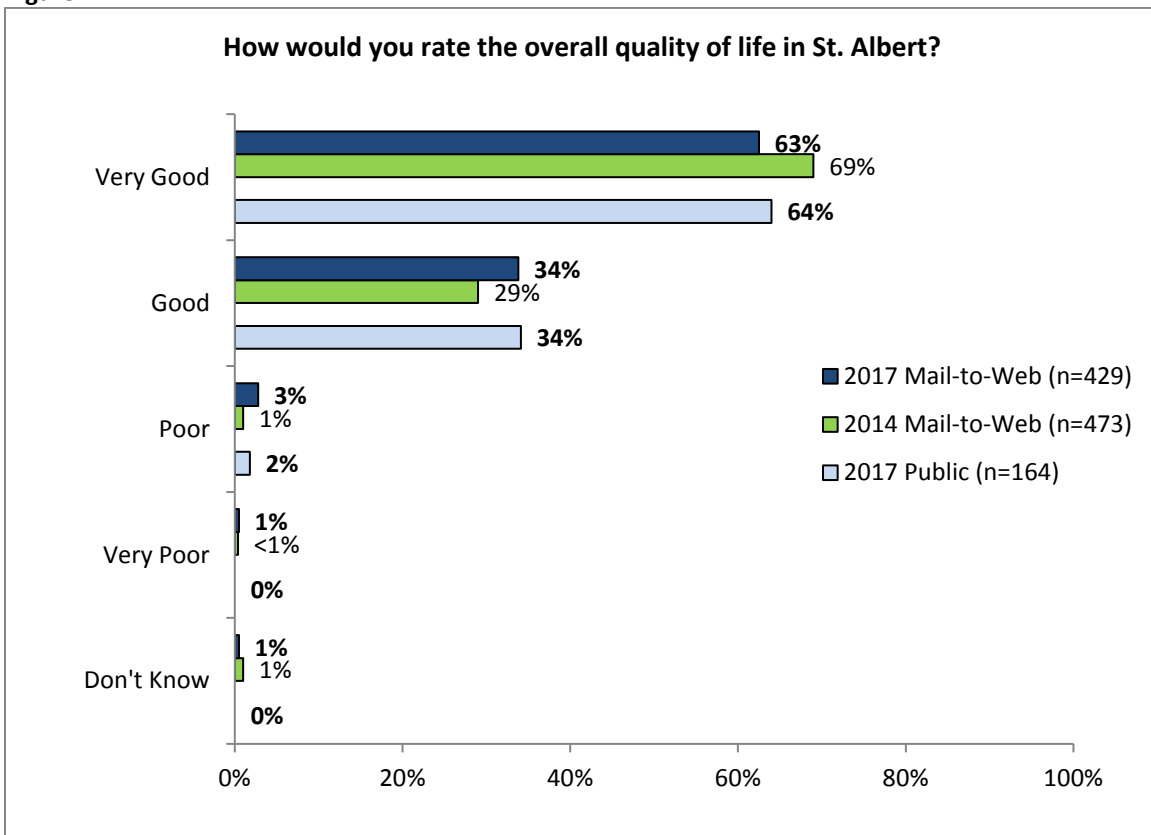
### 3.0 STUDY FINDINGS

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 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 (96%<sup>3</sup> to 98% of respondents, comparable to 98% in 2014) rated it as “good” (34% of respondents) or “very good” (63% to 64% of respondents). See Figure 1, below.

Figure 1



<sup>3</sup> It is important to note that any discrepancies between charts, graphs, or tables are due to rounding of the numbers.

### **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 agreed that the City is a safe community to live in (99%, versus 91% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, programs, and facilities (99%, versus 91% of those who were neither satisfied nor dissatisfied and 86% who were dissatisfied);
- Those who were satisfied with their experience with a City employee (99%, versus 83% who were not satisfied);
- Those who felt they received “good” (99%) or “very good” or “excellent value for their tax dollars (100%), versus 94% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain the level of service (99%, versus 91% of those who supported a tax decrease); and
- Those who were satisfied, overall, with how the City is currently being run (100%) or neither satisfied nor dissatisfied (97%), versus 88% 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. Respondents most frequently mentioned the parks and green spaces (55% to 57%). See Table 1, below.

**Table 1**

What would you say are the top factors <u>contributing to a high quality of life</u> in the City of St. Albert? (TOP RESPONSES)		
	Percent of Respondents*	
	Mail-to-Web (n=429)	Public (n=164)
Park system/green spaces/river/trail system	55	57
Safe place to live/low crime rate/good policing/police presence	31	26
Community atmosphere/friendly people/community spirit/small town feel	26	33
Availability of shopping/amenities/entertainment/restaurants/quality of business	26	22
Availability of recreation/sport facilities and programs/Servus Place	15	17
Availability of services/facilities/festivals/farmers market/events	14	20
City is clean/well-maintained/updated	14	12
Schools and educational opportunities/good schools	11	12
Size of City/not too big/good layout/easy to get around/City planning	11	7
Good road maintenance and snow removal/sidewalks	10	6
Beautiful City/nice view/good scenery/lots of trees/physical surroundings	8	8
Arts and cultural opportunities/facilities (e.g., Arden Theatre, library etc.)	6	7
Good place to raise children/family oriented/family services	6	6
Availability of health care facilities and hospitals/medical staff	5	4
Quite/peaceful atmosphere	3	4
Location/proximity to Edmonton	4	4
Don't Know/No Response	5	9

\*Multiple responses

When asked about the factors that **detract from a high quality of life in St. Albert**, more than one-third of the respondents (40% to 41%) mentioned high taxes or tax increases. 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? (TOP RESPONSES)		
	Percent of Respondents*	
	Mail-to-Web (n=429)	Public (n=164)
High taxes	41	40
High traffic volume/congestion/poor traffic management/control	29	27
City Council (i.e., poor management/not accountable for actions/lacks direction/needs more community input/excessive by-laws/planning)	11	19
City debt/budget related issues/overspending/poor spending	10	5
Poor/lack of City public transit services	7	6
City growing too fast/too much residential development/too spread out	7	6
Lack of retail stores/shopping options	7	7
High/rising utility costs	6	4
Poor road infrastructure/lack of bypass/ring road	6	4
High price of housing/need more affordable housing/seniors' housing	5	2
Lack of recreational facilities/fields/activities (in general)	5	6
Too much litter/garbage/pollution	5	1
Poor/lack of snow removal/street cleaning services	4	2
Too many low rentals/condos/high density	4	6
Garbage collection program (e.g., restrictions on collection/rates/garbage facility etc.)	4	3
Level of crime/need more police/lack of enforcement	3	7
High cost of living	3	3
Nothing/no factors contributing to a low quality of life	1	1
Don't Know/No Response	11	12

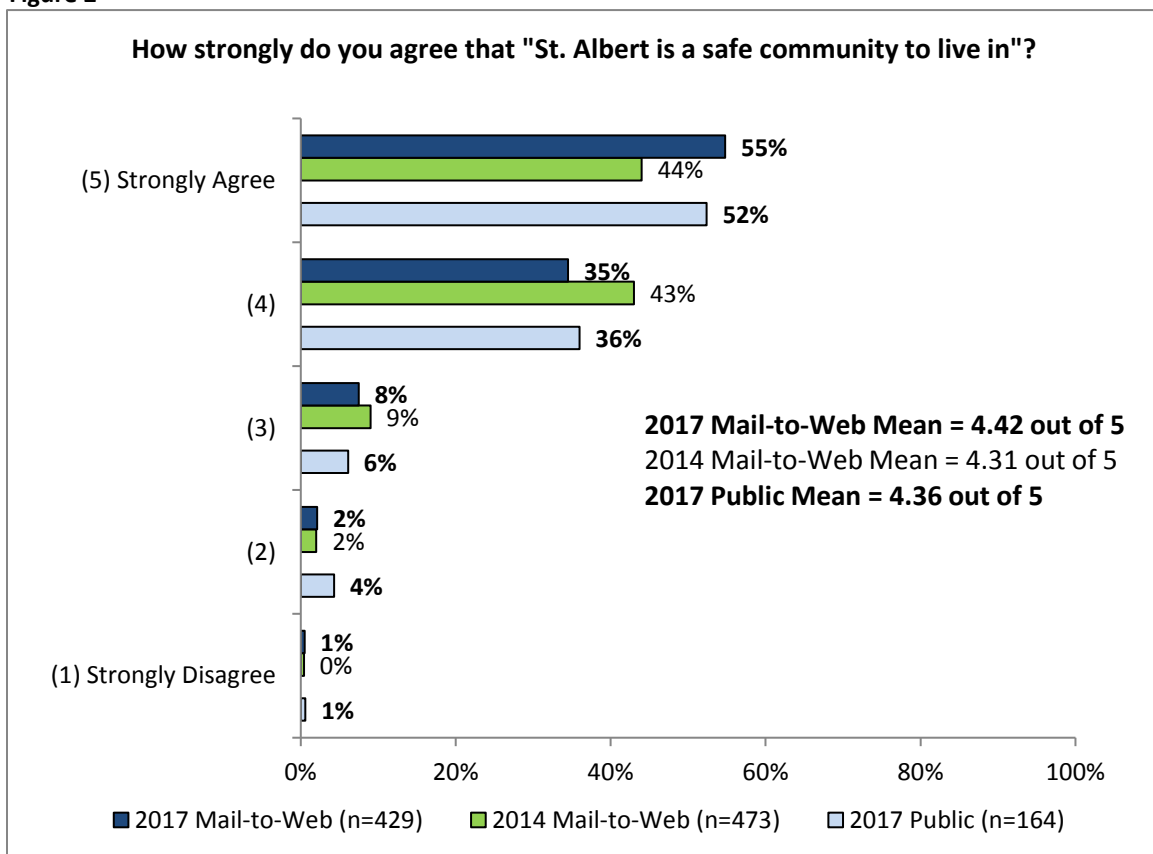
\*Multiple responses

### 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 (88% to 89%, comparable to 88% in 2014) provided ratings of 4 (35% to 36%) or 5 (52% to 55%) out of 5, while 6% to 8% provided a neutral rating (3 out of 5). See Figure 2, below.

Figure 2



### **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 who were satisfied, overall, with City services, facilities, and programs (97%) or were neither satisfied nor dissatisfied (74%), versus 50% of those who were dissatisfied;
- Those who were satisfied with their experience with a City employee (94%, versus 65% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (98%) or those who felt they received “good” value (97%), versus 80% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (94%, versus 83% 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 (87%), versus 72% of those who were dissatisfied.

When asked what they considered to be the most significant safety and crime issues, 50% to 52% of respondents mentioned drugs in the community, 51% to 54% mentioned theft and burglary, and 49% to 50% cited vandalism. See Table 3, below.

**Table 3**

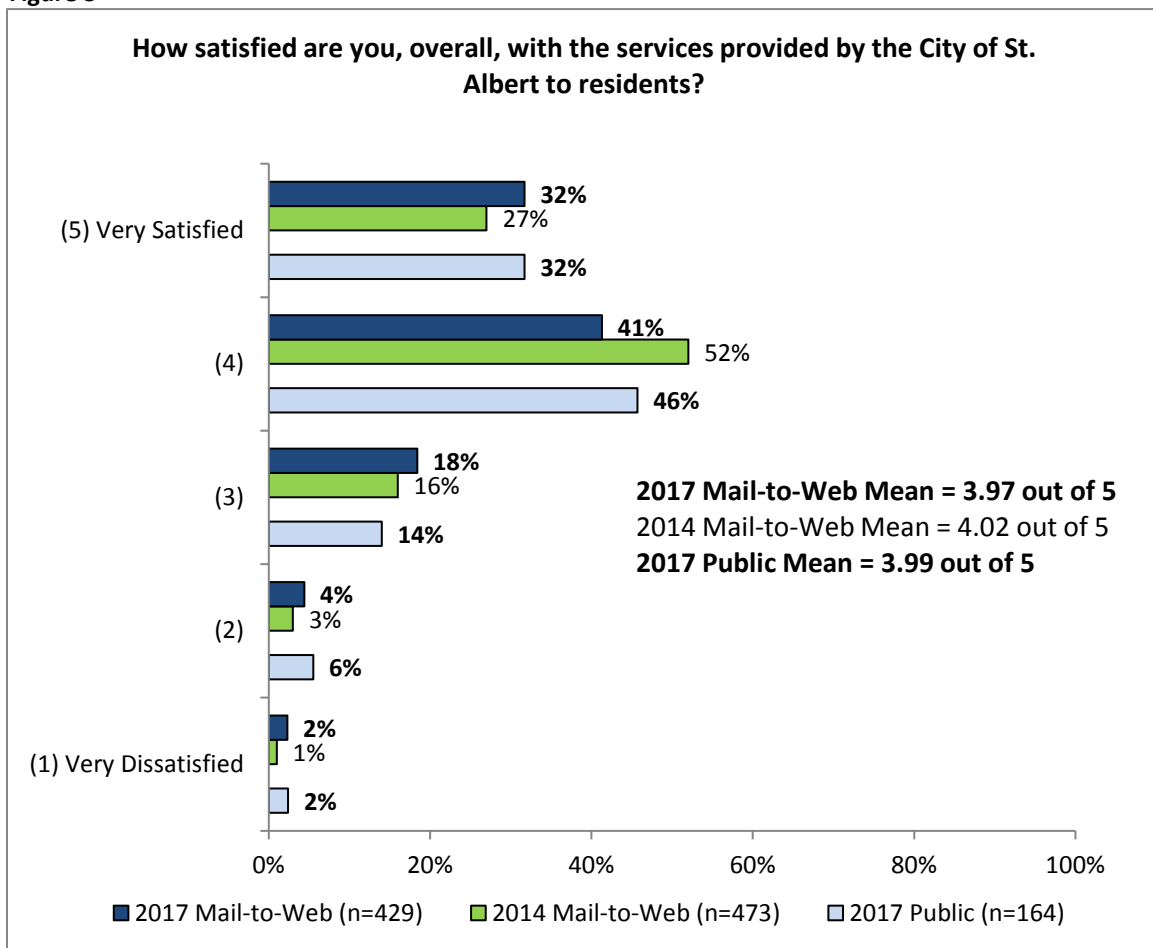
What are the safety and crime issues of greatest concern to you, if any? (TOP RESPONSES)		
	Percent of Respondents*	
	Mail-to-Web (n=429)	Public (n=164)
Drugs in the community	52	50
Theft/burglary	51	54
Vandalism	49	50
Traffic safety in general	32	31
Crime in general	29	27
Speeding	28	27
Safety of cyclists and pedestrians	25	23
Graffiti	10	9
Other	7	6
None/no safety concerns	6	5
Don't Know/Not Stated	1	1

\*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 the same scale of 1 to 5. As shown in Figure 3, below, 73% (Mail-to-Web respondents, a significant decrease from 79% in 2014) to 77% (Public respondents) were satisfied, providing ratings of 4 (41% to 46%) or 5 (32%) out of 5. Fourteen percent (14%) to 18% provided a rating of 3 out of 5, while 7% to 8% were dissatisfied, providing ratings of 2 (4% to 6%) or 1 (2%) out of 5. The overall **mean satisfaction rating ranged from 3.97 (Mail-to-Web respondents, comparable to 4.02 in 2014) to 3.99 (Public respondents).**

Figure 3



### **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 agreed that the City is a safe community to live in (81%, versus 21% who neither agreed nor disagreed);
- Those who were satisfied with their experience with a City employee (83%, versus 35% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (98%) or those who felt they received “good” value (84%), versus 53% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (88%) or those who supported an increase above inflation (87%), versus 61% of those who supported a tax decrease;
- Those who were neither satisfied nor dissatisfied (65%) or satisfied, overall, with how the City is currently being run (93%), versus 41% of those who were dissatisfied; and
- Those who have lived in St. Albert for 10 years or less (80%, versus 69% of those who have lived in St. Albert for 11 to 20 years).

### 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. Mail-to-Web respondents most commonly indicated that the following services met their expectations:

- Fire and Ambulance Services (96% of Mail-to-Web respondents; 91% of Public respondents felt this service met their expectations);
- Policing Services (78% of Mail-to-Web respondents; 71% of Public respondents); and
- Preserving and Celebrating Community Heritage (76% of Mail-to-Web respondents; 83% of Public respondents).

See Figure 4, below. Table 4, on the following page, includes a detailed breakdown of results.

Figure 4

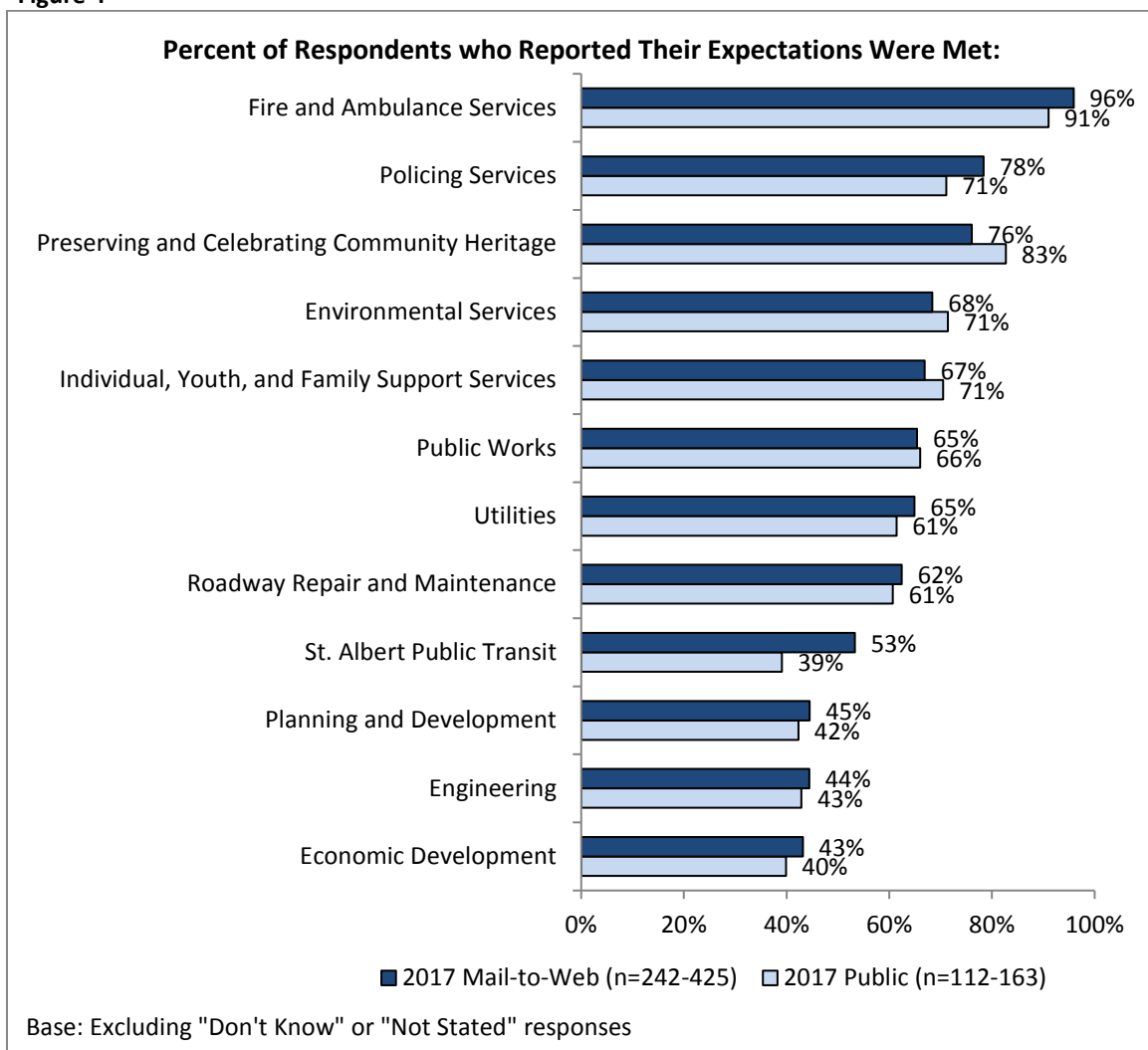




Table 4

Rate the extent to which each service has met your expectations.								
	Percent of Respondents (Mail-to-Web, n=429) (Public, n=164)							
	Meets my expectations		Somewhat meets my expectations		Doesn't meet my expectations		Don't Know/Not Stated	
	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public
Fire and Ambulance Services	82	81	3	8	1	-	15	12
Policing Services	72	65	17	20	3	7	8	9
Preserving and celebrating community heritage	66	76	17	13	4	3	13	9
Public Works	65	65	22	22	12	12	1	1
Utilities	63	59	24	27	10	10	3	4
Roadway Repair and Maintenance	62	60	26	24	11	15	1	1
Environmental Services	59	64	20	20	7	6	13	10
Engineering	41	40	30	35	21	19	8	6
Individual, Youth and Family Support Services	38	48	15	15	4	6	44	32
Economic Development	37	35	32	32	17	20	14	13
Planning and Development	35	37	29	31	14	20	22	13
St. Albert Public Transit	34	27	18	24	12	18	36	30

### **Sub-Segment Findings**

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

- Those who agreed that the City is a safe community to live in (75%, versus 31% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, programs, and facilities (76%, versus 54% of those who were neither satisfied nor dissatisfied and 48% who were dissatisfied);
- Those who were satisfied with their experience with a City employee (76%, versus 46% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (84%) or those who felt they received “good” value (82%), versus 56% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (76%) or those who supported an increase above inflation (90%), versus 64% of those who supported a tax decrease;
- Those who were satisfied, overall, with how the City is currently being run (81%, versus 62% of those who were neither satisfied nor dissatisfied, and 54% who were dissatisfied); and
- Those who have lived in St. Albert for 10 years or less (79%, versus 67% of those who have lived in St. Albert for 11 to 20 years or 66% of those who have lived in St. Albert for more than 20 years).

Respondent subgroups significantly more likely to indicate that **Fire and Ambulance Services met their expectations** included:

- Those who agreed that the City is a safe community to live in (83%, versus 69% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, programs, and facilities (84%, versus 74% of those who were neither satisfied nor dissatisfied);
- Those who were satisfied with their experience with a City employee (84%, versus 72% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (87%) or those who felt they received “good” value (88%), versus 77% of those who felt they received “fair” or “poor” value; and
- Those who were satisfied, overall, with how the City is currently being run (86%, versus 78% of those who were neither satisfied nor dissatisfied, and 76% who were dissatisfied).

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

- Those who agreed that the City is a safe community to live in (69%, versus 24% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, programs, and facilities (75%, versus 40% of those who were neither satisfied nor dissatisfied and 24% who were dissatisfied);
- Those who were satisfied with their experience with a City employee (71%, versus 43% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (85%) or those who felt they received “good” value (75%), versus 48% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (76%) or those who supported an increase above inflation (81%), versus 58% of those who supported a tax decrease;
- Those who were satisfied, overall, with how the City is currently being run (79%) or were neither satisfied nor dissatisfied (60%), versus 39% of those who were dissatisfied; and
- Those who have lived in St. Albert for 10 years or less (72%, versus 61% of those who have lived in St. Albert for 11 to 20 years).

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

- Those who agreed that the City is a safe community to live in (66%, versus 29% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (73%, versus 34% of those who were neither satisfied nor dissatisfied and 19% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (69%, versus 35% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (86%) or those who felt they received “good” value (75%), versus 42% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (84%) or those who supported an inflationary tax increase to maintain services (77%), versus 48% of those who supported a tax decrease; and
- Those who were satisfied, overall, with how the City is currently being run (76%) or were neither satisfied nor dissatisfied (57%), versus 31% of those who were dissatisfied.

Respondent subgroups significantly *more likely* to indicate that **Preserving and Celebrating Community Heritage met their expectations** included:

- Females (73%, versus 65% of males);
- Those who agreed that the City is a safe community to live in (71%, versus 38% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (74%, versus 55% of those who were neither satisfied nor dissatisfied and 43% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (74%, versus 52% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (82%, versus 70% of those who felt they received “good” value, and 62% of those who felt they received “fair” or “poor” value);
- Those who supported a tax increase above inflation (81%) or those who supported an inflationary tax increase to maintain services (76%), versus 51% of those who supported a tax decrease; and
- Those who were satisfied, overall, with how the City is currently being run (79%) or were neither satisfied nor dissatisfied (68%), versus 47% of those who were dissatisfied.

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

- Those who agreed that the City is a safe community to live in (34%, versus 19% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (34%, versus 19% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (33%, versus 17% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (35%) or those who felt they received “good” value (40%), versus 25% of those who felt they received “fair” or “poor” value; and
- Those who were satisfied, overall, with how the City is currently being run (40%) or those who were neither satisfied nor dissatisfied (31%), versus 17% of those who were dissatisfied.

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

- Those who agreed that the City is a safe community to live in (44%, versus 7% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (50%, versus 16% of those who were neither satisfied nor dissatisfied and 10% of those who were dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (60%) or those who felt they received “good” value (49%), versus 25% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (55%, versus 38% of those who supported a tax decrease);
- Those who were satisfied, overall, with how the City is currently being run (54%) or those who were neither satisfied nor dissatisfied (32%), versus 16% of those who were dissatisfied; and
- Those who have lived in St. Albert for 10 years or less (49%, versus 37% 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 who agreed that the City is a safe community to live in (43%, versus 14% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (46%, versus 29% of those who were neither satisfied nor dissatisfied and 24% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (44%, versus 30% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (47%) or those who felt they received “good” value (49%), versus 33% of those who felt they received “fair” or “poor” value;
- Those who were satisfied, overall, with how the City is currently being run (48%, versus 38% of those who were neither satisfied nor dissatisfied and 28% of those who were dissatisfied); and
- Those with children in their household (53%, versus 32% of those without children).

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

- Those who agreed that the City is a safe community to live (66%, versus 21% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (67%) or were neither satisfied nor dissatisfied (50%, versus 26% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (63%, versus 39% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (76%) or those who felt they received “good” value (69%), versus 48% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (71%, versus 49% of those who supported a tax decrease); and
- Those who were satisfied, overall, with how the City is currently being run (73%) or were neither satisfied nor dissatisfied (55%), versus 40% of those who were dissatisfied.

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

- Those who agreed that the City is a safe community to live in (38%, versus 17% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (42%) or were neither satisfied nor dissatisfied (21%, versus 7% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (38%, versus 17% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (52%) or those who felt they received “good” value (40%), versus 25% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (52%) or those who supported an inflationary tax increase to maintain services (45%), versus 25% of those who supported a tax decrease; and
- Those who were satisfied, overall, with how the City is currently being run (48%) or those who were neither satisfied nor dissatisfied (31%), versus 10% of those who were dissatisfied.

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

- Those who agreed that the City is a safe community to live in (39%, versus 7% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (43%, versus 18% of those who were neither satisfied nor dissatisfied and 17% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (38%, versus 20% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (47%) or those who felt they received “good” value (49%), versus 22% of those who felt they received “fair” or “poor” value; and
- Those who were satisfied, overall, with how the City is currently being run (49%, versus 30% of those who were neither satisfied nor dissatisfied and 15% of those who were dissatisfied).

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

- Those aged 25 to 64 (65%, versus 52% of those aged 65 or older);
- Females (66%, versus 57% of males);
- Those who agreed that the City is a safe community to live in (66%, versus 26% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (71%, versus 38% of those who were neither satisfied nor dissatisfied and 19% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (68%, versus 30% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (85%) or those who felt they received “good” value (73%), versus 42% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (81%) or those who supported an inflationary tax increase to maintain services (73%), versus 58% of those who supported a tax decrease;
- Those who were satisfied, overall, with how the City is currently being run (76%) or were neither satisfied nor dissatisfied (58%, versus 28% of those who were dissatisfied);
- Those who have lived in St. Albert for 10 years or less (69%, versus 56% of those who have lived in St. Albert for more than 20 years); and
- Those with children in their household (69%, versus 59% 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 doesn't <u>Policing Services</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations.	Percent of Respondents*	
	Mail-to-Web (n=85)	Public (n=43)
Lack of police visibility/patrols	28	28
Too much focus on photo radar/issuing tickets	13	12
Poor/lack of traffic control/enforcement	12	16
Understaffed/not enough police officers	9	7
Poor/slow response time/takes too long for police to respond to calls	9	7
Lack of/poor law enforcement	8	12
Too much crime/criminal activity in City	4	5
Drug use/drug related crime activity	4	5
Police are rude/arrogant/unprofessional	4	5
Police are unhelpful/do not take issues seriously	2	5
There is room for improvement (in general)	2	5
Don't Know/Not Stated	14	12

\*Multiple responses

**Table 6**

Why doesn't <u>Fire and Ambulance Services</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations.	Number of Respondents*	
	Mail-to-Web (n=15)**	Public (n=13)**
Slow response/wait times are too long	6	3
Understaffed/not enough resources	1	5
Fire stations are old/outdated/in need of upgrades	1	1
Too much budget is allocated to Fire and Ambulance Services	1	-
Service is poor/inconsistent (in general)	-	1
Don't Know/Not Stated	6	3

\*Multiple responses

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



Table 7

Why doesn't <u>Public Works</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations.	Percent of Respondents*	
	Mail-to-Web (n=147)	Public (n=55)
Lack of/poor snow/ice removal services	37	29
Lack of/poor park/trail/green space maintenance	19	16
Lack of fast/efficient/timely Public Works services (in general)	12	18
Lack of/poor road maintenance/repairs/upgrades	10	16
Lack of/poor sidewalk maintenance/cleaning/repairs	10	15
Poor/lack of garbage/waste collection services	7	13
Don't Know/Not Stated	15	15

\*Multiple responses

Table 8

Why doesn't <u>Utilities</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations.	Percent of Respondents*	
	Mail-to-Web (n=146)	Public (n=61)
Utilities fees are too costly/too many added/hidden fees	56	48
Garbage is not picked up often/frequently enough	15	10
Lack of/poor garbage/recycling/waste collection services	11	3
Poor/outdated sewer drainage system/infrastructure	5	3
Lack of utility services for condo owners	1	-
Don't Know/Not Stated	16	33

\*Multiple responses

Table 9

Why doesn't <u>Preserving and Celebrating Community Heritage</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations.	Percent of Respondents*	
	Mail-to-Web (n=89)	Public (n=26)**
Overspending/misallocating funds to this department/service	23	27
City is losing/lacking community heritage/heritage sites	12	23
Lack of awareness/advertising of community heritage events	10	12
Community heritage is not important/of interest (in general)	6	-
Service caters to special interest groups	6	-
Lack of celebrating/promoting/including First Nations/Aboriginal people	5	8
Lack of community programs/activities/events	5	-
Don't Know/Not Stated	30	23

\*Multiple responses

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

Table 10

Why doesn't <u>St. Albert Public Transit</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations.	Percent of Respondents*	
	Mail-to-Web (n=129)	Public (n=70)
Transit service is limited/infrequent/poor bus scheduling/not enough buses	37	40
Poor/lack of bus routes/connections/stops	29	33
Low usage/ridership level/buses are often empty	18	16
Transit fare/pass is too expensive/costly	11	13
Lack of parking/park and ride availability	9	10
Lack of LRT service	6	1
Buses are late/not on time/unreliable service	2	-
Don't Know/Not stated	11	11

\*Multiple responses

Table 11

Why doesn't <u>Engineering</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations.	Percent of Respondents*	
	Mail-to-Web (n=219)	Public (n=88)
High traffic volume/congestion/poor traffic management/control	30	30
Lack of/poor engineering planning/services (in general)	17	13
Poor road system/infrastructure/lack of roads/bypass/road expansions	11	8
Overspending/misallocating funds to this department/service	11	10
Lack of/poor road maintenance/repairs/upgrades	10	3
Construction projects are not completed on time/take too long to finish	7	5
Don't Know/Not Stated	24	35

\*Multiple responses

Table 12

Why doesn't <u>Individual, Youth and Family Support Services</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations.	Percent of Respondents*	
	Mail-to-Web (n=80)	Public (n=33)
Lack of youth programs/services/facilities	23	27
Lack of/not enough individual, youth and family support services	13	6
Lack of information/public awareness of services	9	9
Do not use/access this service (in general)	6	6
Lack of children's programs/services/activities	5	9
Wait times are too long/services are difficult to access	3	3
Lack of mental health support services/counselling	3	6
Don't Know/Not Stated	34	30

\*Multiple responses

Table 13

Why doesn't <u>Environmental Services</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations.	Percent of Respondents*	
	Mail-to-Web (n=118)	Public (n=42)
Lack of river cleanliness/maintenance/protection	19	12
Lack of/poor environmental services/programs/focus/initiatives	9	7
Too much development/losing land/natural areas/trees due to development	9	12
Lack of/poor park/green space/trail maintenance	6	5
Overspending/misallocating funds to this department/service	5	2
Lack of environmental/natural area protection/stewardship (in general)	3	2
Services/initiatives are unaffordable/too costly	2	5
Don't Know/Not Stated	42	50

\*Multiple Responses

Table 14

Why doesn't <u>Planning and Development</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations.	Percent of Respondents*	
	Mail-to-Web (n=186)	Public (n=82)
Poor/lack of road infrastructure development/planning	15	18
Lack of/poor planning and development services (in general)	8	11
Poor/lack of residential/neighbourhood development/planning	8	7
Overdevelopment/too much development/rapid/uncontrolled growth	7	7
Poor/lack of commercial development/planning	5	7
Too much high density housing development	4	9
City does not listen to residents/lack of public consultation input	4	6
Overspending/misallocating funds to this department/service	4	6
Poor/lack of school/educational development/planning	4	-
Lack of/poor building inspection services	2	-
Services are slow/unresponsive/delays in decision making	2	1
Don't Know/Not Stated	31	29

\*Multiple responses

Table 15

Why doesn't <u>Economic Development</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations.	Percent of Respondents*	
	Mail-to-Web (n=209)	Public (n=86)
Lack of shopping/retail/store options/not enough businesses in City	21	21
Lack of strong business/corporate tax base	15	21
Lack of business attraction/City is not doing enough to attract businesses	10	4
Lack of industrial growth/development	4	5
City is not business friendly (in general)	3	2
Taxes are too high/expensive	3	4
Lack of downtown services/stores/amenities	3	-
City is losing existing businesses/too many business closures	2	5
Overspending/misallocating funds to this department/service	2	7
Don't Know/Not Stated	31	30

\*Multiple responses

Table 16

Why doesn't <u>Roadway Repair and Maintenance</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations.	Percent of Respondents*	
	Mail-to-Web (n=160)	Public (n=64)
Lack of/poor road maintenance/repairs/upgrades	37	38
Lack of/poor snow removal services	14	17
Road maintenance/repairs/snow removal takes too long to finish	8	13
Lack of/poor sidewalk/curb maintenance/repairs	8	3
Overspending/misallocating funds to this department/service	4	3
Traffic lights are not synchronized	2	2
Don't Know/Not Stated	28	25

\*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.

**Table 17**

What one improvement to <u>Policing Services</u> would better meet your needs? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=85)	Public (n=43)
Increase police patrols/visibility	35	30
Improve/increase police enforcement	15	2
Improve traffic control/safety	14	7
Hire more police officers	12	21
Be more approachable/helpful/willing to listen	5	7
Improve/quicker response time	2	2
Reduce/eliminate photo radar	1	5
City needs its own police service/get rid of RCMP	-	7
Don't Know/Not Stated	15	16

\*Multiple responses

**Table 18**

What one improvement to <u>Fire and Ambulance Services</u> would better meet your needs? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Number of Respondents*	
	Mail-to-Web (n=15)**	Public (n=13)**
Improve/quicker response time	5	-
Hire more staff/need more resources	2	6
Stop overspending/misallocating funds to this department/service	2	1
Better trained/experienced staff	1	1
Upgrade/update fire stations	1	1
Less bureaucracy/red tape	-	1
Don't Know/Not Stated	6	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? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=147)	Public (n=55)
Improve/increase snow removal services	27	22
Improve/increase park/trail/green space maintenance	16	9
More efficient/responsive/timely Public Works services (in general)	13	11
Improve/increase road maintenance/repairs/upgrades	10	22
Improve/increase garbage/waste collection services	6	9
Stop overspending/misallocating funds to this department/service	5	-
Improve/increase sidewalk maintenance/repairs/cleaning	4	6
Nothing	1	-
Don't Know/Not Stated	16	29

\*Multiple responses

Table 20

What one improvement to <u>Utilities</u> would better meet your needs? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=146)	Public (n=61)
Less costly/expensive utility fees	39	33
Improve garbage collection schedule/pick up more frequently	16	13
Improve/more efficient/more value for utility services (in general)	4	2
Improve/increase garbage/waste collection services	3	2
Upgrade/repair sewer drainage system/infrastructure	3	3
Don't Know/Not Stated	29	46

\*Multiple responses

Table 21

What one improvement to <u>Preserving and Celebrating Community Heritage</u> would better meet your needs? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=89)	Public (n=26)**
Stop overspending/misallocating funds to this department/service	17	12
More community events/activities/programs	8	4
Improve preservation/protection of heritage sites/buildings	7	-
Need to do more to preserve/celebrate community heritage (in general)	7	15
Increase advertising/public awareness of community heritage/events	6	4
More focus/inclusion/recognition of First Nations people/heritage	2	-
Nothing	2	4
Don't Know/Not Stated	48	50

\*Multiple responses

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

Table 22

What one improvement to <u>St. Albert Public Transit</u> would better meet your needs? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=129)	Public (n=70)
More frequent bus service/scheduling/more buses/expand hours of service	25	27
Expand/add more bus routes/stops/improve connections	12	17
Develop LRT service/access in City	12	9
Expand/improve parking availability/park and ride	11	14
Need smaller buses/reduce level of large buses	8	11
Reduce level of service due to low ridership/usage	8	7
Less costly/more affordable transit fare/pass	7	4
Nothing	1	-
Don't Know/Not Stated	19	21

\*Multiple responses



Table 23

What one improvement to <u>Engineering</u> would better meet your needs? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=219)	Public (n=88)
Improve/more efficient engineering planning/services (in general)	19	8
Improve traffic management/control/less traffic congestion	16	22
Improve/expand road system/infrastructure/build more roads	11	10
Improve/increase road maintenance/repairs/upgrades	6	3
Reduce unnecessary/questionable engineering projects/road upgrades/maintenance	5	6
Gather input/suggestions/consult with residents	4	3
Finish construction projects faster/on time	3	2
Don't Know/Not Stated	35	43

\*Multiple responses

Table 24

What one improvement to <u>Individual, Youth and Family Support Services</u> would better meet your needs? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=80)	Public (n=33)
More youth programs/services/facilities	15	15
Provide more information/public awareness of services	13	12
Improve/increase Individual, Youth and Family Support Services (in general)	11	9
Increase funding/budget allocation to services	6	3
More family support services	3	3
More mental health support services/counselling	1	3
Nothing	3	-
Don't Know/Not Stated	49	46

\*Multiple responses

Table 25

What one improvement to <u>Environmental Services</u> would better meet your needs? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=118)	Public (n=42)
Improve river cleanliness/maintenance/protection	13	14
Decrease development/improve protection of natural land/areas/trees from development	9	5
Expand/improve environmental programs/initiatives/services	5	2
More information/increase public awareness of environmental services	5	5
More park/green space development	4	-
Improve park/green space/trail maintenance	3	2
Improve/expand recycling related services/initiatives	3	5
Increase enforcement of environmental laws/bylaws	2	7
Don't Know/Not Stated	53	52

\*Multiple responses

Table 26

What one improvement to <u>Planning and Development</u> would better meet your needs? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=186)	Public (n=82)
Improve road infrastructure planning/development/traffic management	15	13
Streamline/improve planning and development process (in general)	9	4
Listen to/gather resident input/suggestions/feedback	7	9
Provide more planning and development information/keep residents informed	7	5
Improve commercial planning/development/more stores/businesses	7	4
Reduce level of development/construction in City/do not overdevelop	4	-
Improve/expand park/green space/trail planning/development	3	6
Have better trained/qualified staff	2	6
Improve residential/neighbourhood planning/development	1	7
Nothing	1	1
Don't Know/Not Stated	38	37

\*Multiple responses

Table 27

What one improvement to <u>Economic Development</u> would better meet your needs? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=209)	Public (n=86)
More shopping/retail/store options/increase business/commercial development	15	16
Need to do more to attract businesses into City/offer business incentives	6	9
Increase industry/industrial growth in City	6	2
Expand business/corporate tax base/bring in more business to reduce taxes	4	2
Better promote/advertise City/City services	4	1
Be more business friendly (in general)	2	5
Nothing	1	1
Don't Know/Not Stated	50	48

\*Multiple responses

Table 28

What one improvement to <u>Roadway Repair and Maintenance</u> would better meet your needs? (TOP RESPONSES)		
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=160)	Public (n=64)
Improve/increase road maintenance/repairs/upgrades	30	31
Improve/increase snow removal services	12	5
Improve speed of roadway maintenance/repairs/snow removal	6	6
Better synchronized traffic lights	3	-
Change/review speed limits	5	2
Nothing	1	2
Don't Know/Not Stated	44	41

\*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. As shown in Figure 5, below, Mail-to-Web respondents more often reported that their expectations were met across all four (4) elements for indoor recreation services, while Public respondents reported lower percentages.

See Table 29, on the following page, for detailed results.

Figure 5

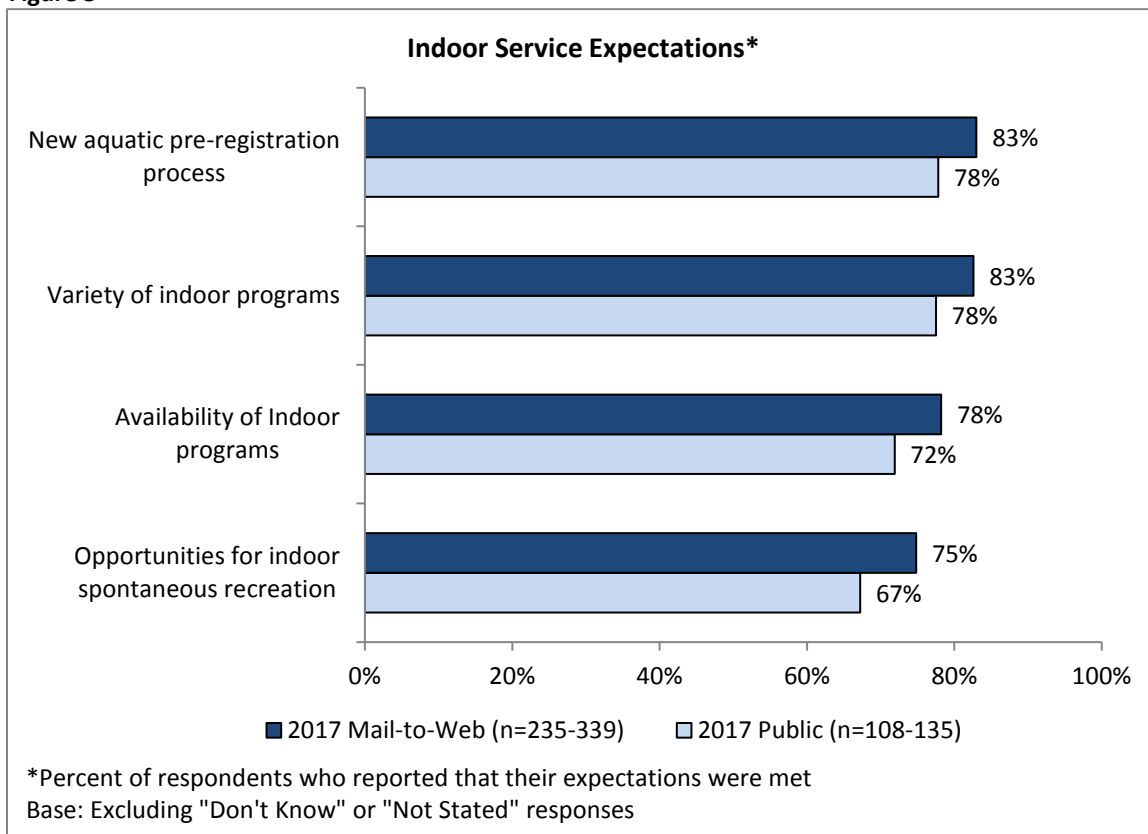


Table 29

Does the following service meet, somewhat meet, or does not meet your expectations?								
	Percent of Respondents (Mail-to-Web, n=429) (Public, n=164)							
	Meets my expectations		Somewhat meets my expectations		Doesn't meet my expectations		Don't Know/Not Stated	
	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public
Availability of indoor programs	62	59	13	20	4	3	21	18
Variety of indoor programs	64	61	11	15	3	3	22	21
New aquatics pre-registration process for St. Albert residents first	46	51	7	6	2	9	45	34
Opportunities for indoor spontaneous recreation (no pre-planning or pre-registering required)	46	48	11	20	5	4	38	29

### **Sub-Segment Findings**

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

- Those who agreed that the City is a safe community to live in (63%, versus 41% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (68%, versus 43% of those who were neither satisfied nor dissatisfied and 43% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (67%, versus 43% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (72%) or those who felt they received “good” value (70%), versus 51% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (81%, versus 55% of those who supported a tax decrease);
- Those who were satisfied, overall, with City services, facilities, and programs (70%, versus 59% of those who were neither satisfied nor dissatisfied, and 42% of those who were dissatisfied); and
- Those with children in their household (64%, versus 53% of those without children).

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

- Those who agreed that the City is a safe community to live in (66%, versus 38% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (70%, versus 44% of those who were neither satisfied nor dissatisfied, and 45% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (68%, versus 48% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (74%) or those who felt they received “good” value (70%), versus 54% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (84%, versus 66% of those who support an inflationary tax increase to maintain services and 59% of those who supported a tax decrease);
- Those who were satisfied, overall, with City services, facilities, and programs (71%) or were neither satisfied nor dissatisfied (63%), versus 47% of those who were dissatisfied; and
- Those with children in their household (71%, versus 53% of those without children).

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

- Those who agreed that the City is a safe community to live in (49%, versus 31% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (50%, versus 37% of those who were neither satisfied nor dissatisfied);
- Those who were satisfied with their experience with a City employee (48%, versus 33% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (53%) or those who felt they received “good” value (53%), 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 (54%, versus 35% of those who were dissatisfied);
- Those who have lived in St. Albert for 10 years or less (57%, versus 35% of those who have lived in St. Albert for 11 to 20 years and 47% of those who have lived in St. Albert for more than 20 years); and
- Those with children in their household (58%, versus 40% of those without children).

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

- Those who agreed that the City is a safe community to live in (49%, versus 29% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (52%, versus 31% of those who were neither satisfied nor dissatisfied);
- Those who were satisfied with their experience with a City employee (50%, versus 35% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (56%) or those who felt they received “good” value (54%), versus 39% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (71%, versus 52% of those who support an inflationary tax increase to maintain services and 44% of those who supported a tax decrease); and
- Those who were satisfied, overall, with how the City is currently being run (53%) or those who were neither satisfied nor dissatisfied (48%), versus 30% of those who were dissatisfied.

Respondents who reported that the **availability of indoor programs** did not meet or only somewhat met their expectations (n=38 to 74) were asked why this element of indoor recreation services does not fully meet their expectations. Respondents reported that the programs fill up too quickly, or are frequently full (16% of Mail-to-Web respondents; 24% of Public respondents). See Table 30, below.

**Table 30**

Why doesn't the <u>availability of indoor programs</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=74)	Public (n=38)
Programs/lessons fill up fast/are frequently full	16	24
Poor/inconvenient program schedule/times	16	18
Lack of indoor recreational facilities/arenas/pools in City	14	5
Lack of/limited indoor programs/services (in general)	11	3
Programs are too costly/expensive	7	11
Lack of/limited indoor public recreation times/hours	5	5
Lack of indoor program variety/choices/program offerings are limited	4	11
Programs are overcrowded/class sizes too large	4	3
Lack of indoor programs for seniors	1	5
Don't Know/Not Stated	16	18

\*Multiple responses



When prompted for suggestions as to how the **availability of indoor programs** could better meet their expectations, respondents who reported that this element did not meet or somewhat met their expectations (n=38 to 74) suggested that the City should expand program scheduling (19% to 21% of respondents), and that the City expand or build more indoor recreational facilities (18% of Mail-to-Web respondents; 26% of Public respondents). It is worth noting that a high percentage of respondents (34% to 35% of respondents) were unsure or did not provide a response. See Table 31, below.

**Table 31**

<b>Do you have any suggestions for how the <u>availability of indoor programs</u> could better meet your expectations? (TOP RESPONSES)</b>		
<b>Base: Respondents who indicated this element did not meet or somewhat met their expectations</b>	<b>Percent of Respondents*</b>	
	<b>Mail-to-Web (n=74)</b>	<b>Public (n=38)</b>
More convenient/expand program scheduling/times	19	21
Expand/build more indoor recreational facilities/arenas/pools	18	26
Increase advertising/public awareness of indoor programs	10	3
Offer more indoor programs/lessons	7	5
Less costly/more affordable program fees	5	5
More indoor programs for seniors	3	-
Give program/lesson registration priority to City residents	1	5
More space in programs/lessons/easier to access/register	-	3
None/no suggestions	5	-
Don't Know/Not Stated	35	34

\*Multiple responses

Respondents who reported that the **variety of indoor programs** did not meet or somewhat met their expectations (n=29 to 58) were asked why this element of indoor recreational service does not fully meet their expectations. Respondents suggested that there is a lack of indoor recreational facilities (21% to 24% of respondents). It is worth noting that a high percentage of respondents (41% of respondents) were unsure or did not provide a response. See Table 32, below.

**Table 32**

Why doesn't the <u>variety of indoor programs</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=58)	Public (n=29)**
Lack of indoor program/variety/choices/program offerings are limited	24	21
Poor/inconvenient program schedule/times	10	14
Lack of indoor recreational facilities/arenas/pools in City	7	-
Lack of indoor programs for seniors	3	7
Programs/lessons fill up fast/are frequently full/difficult to access	2	24
Don't Know/Not Stated	41	41

\*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=29 to 58) were asked if they had any suggestions as to how this element could better meet their expectations. Respondents suggested that the City provide more convenient program scheduling (10% of respondents). It is worth noting that a high percentage of respondents (52% to 55% of respondents) were unsure or did not provide a response. 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? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=58)	Public (n=29)**
More convenient/expand program scheduling/times	10	10
Expand/build more indoor recreational facilities/arenas/pools	7	3
Less costly/more affordable program fees	7	3
More indoor program variety/choices/types	3	10
None/no suggestions	2	3
Don't Know/Not stated	55	52

\*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=24 to 40) reported that the programs fill up quickly or are frequently full (20% of Mail-to-Web respondents; 29% of Public respondents). Respondents also reported that the City should open be more inclusive in their registration process (15% of Mail-to-Web respondents; 33% of Public respondents). A high percentage of respondents (33% to 48% of respondents) were unsure or did not provide a response. See Table 34, below.

**Table 34**

Why doesn't the <u>new aquatics pre-registration process for St. Albert residents</u> first fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=40)	Public (n=24)**
Programs/lessons fill up fast/are frequently full/difficult to access	20	29
Should open registration to everyone/be inclusive to people from other areas	15	33
Lack of indoor recreational facilities/arenas/pools in City	15	-
Not enough/lack of registration priority given to St. Albert residents	3	-
Don't Know/Not Stated	48	33

\*Multiple responses

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

When asked if they had any suggestions for the **new aquatics pre-registration process**, respondents who did not have their expectations met or somewhat had their expectations met (n=24 to 40) suggested that the City expand and/or build more aquatics facilities (10% of Mail-to-Web respondents; 17% of Public respondents). It is worth noting that a high percentage of respondents (45% to 50% of respondents) were unsure or did not provide a response. See Table 35, below.

**Table 35**

<b>Do you have any suggestions for how the <u>new aquatics pre-registration process for St. Albert residents first could better meet your expectations?</u></b>		
<b>(TOP RESPONSES)</b>		
<b>Base: Respondents who indicated this element did not meet or somewhat met their expectations</b>	<b>Percent of Respondents*</b>	
	<b>Mail-to-Web (n=40)</b>	<b>Public (n=24)**</b>
Expand/build more aquatics facilities/pools	10	17
More space in programs/lessons/easier to access/register	8	-
Increase advertising/public awareness of aquatics program	8	-
Should open registration to everyone/be inclusive to people from other areas	8	17
None/no suggestions	10	4
Don't Know/Not Stated	45	50

**\*Multiple responses**

Those who indicated that the **opportunities for indoor spontaneous recreation** did not meet or somewhat met their expectations (n=38 to 67) were asked why their expectations were not fully met. Respondents most commonly reported that there is a lack of indoor spontaneous recreation times (45% of Mail-to-Web respondents; 34% of Public respondents). It is worth noting that a high percentage of respondents (40% to 47% of respondents) were unsure or did not provide a response. See Table 36, below.

**Table 36**

Why don't the <u>opportunities for indoor spontaneous recreation</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=67)	Public (n=38)
Lack of/limited indoor spontaneous recreation times/opportunities/programs	45	34
Lack of advertising/public awareness of indoor spontaneous recreation	3	8
Lack of indoor recreational facilities/arenas/pools in City	3	3
Programs are too costly/expensive	2	5
Don't Know/Not Stated	40	47

\*Multiple responses

Respondents who indicated that the **opportunities for indoor spontaneous recreation** did not meet or somewhat met their expectations (n=38 to 67) were asked if they had any suggestions so that the opportunities could better meet their expectations. Respondents most commonly indicated that they would like more indoor spontaneous recreation (16% to 18%). A high percentage of respondents (48% to 58% of respondents) were unsure or did not provide a response. 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? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=67)	Public (n=38)
Increase/more indoor spontaneous recreation	18	16
Expand/build more indoor recreational facilities/arenas/pools	12	11
Increase advertising/public awareness of indoor spontaneous recreation programs	8	11
None/no suggestions	6	-
Don't Know/Not Stated	48	58

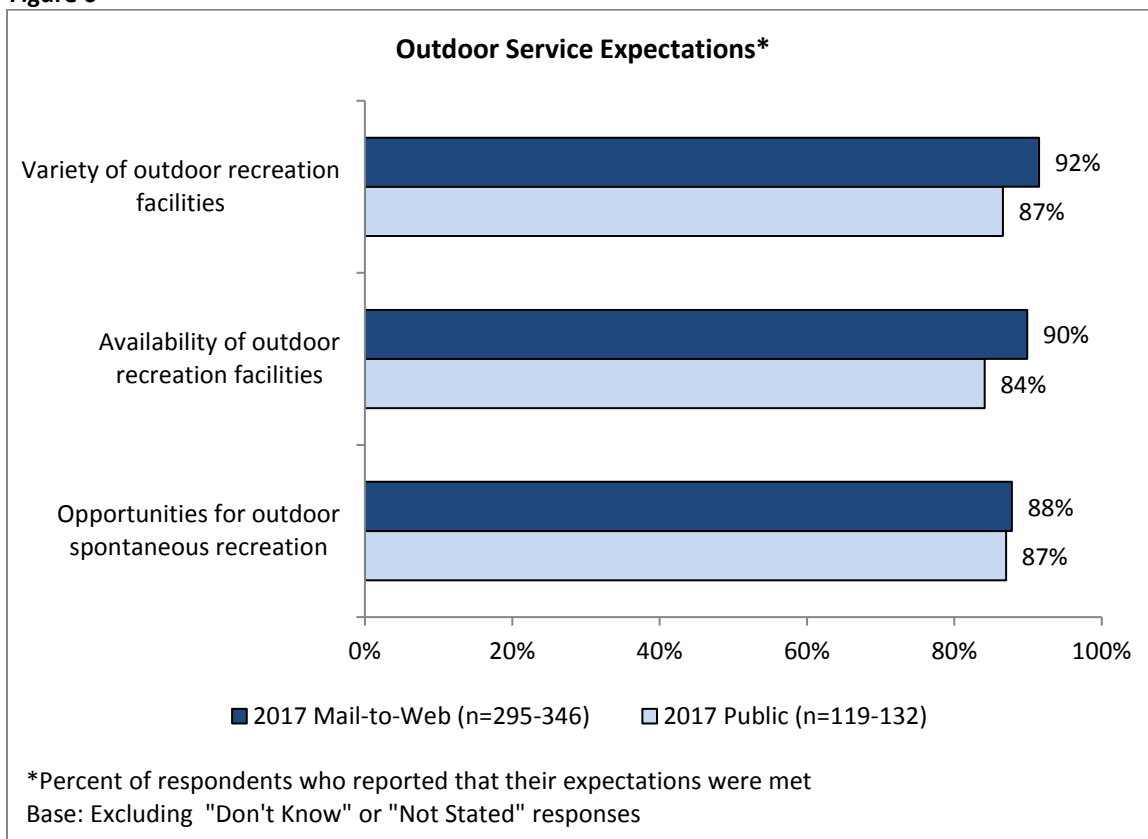
\*Multiple responses

### 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, and Table 38, on the following page, the vast majority of respondents reported that all three (3) elements of outdoor recreation services met their expectations:<sup>4</sup>

- Variety of outdoor recreation facilities (92% of Mail-to-Web respondents; 87% of Public respondents reported that their expectations were met);
- Availability of outdoor recreation facilities (90% of Mail-to-Web respondents; 84% of Public respondents); and
- Opportunities for outdoor spontaneous recreation (no pre-planning or preregistering required) – (88% of Mail-to-Web respondents; 87% of Public respondents).

Figure 6



<sup>4</sup> Base excludes "Don't Know" and "Not Stated" responses.



Table 38

To what degree do the following meet your expectations for outdoor recreation in St. Albert?								
	Percent of Respondents (Mail-to-Web, n=429) (Public, n=164)							
	Meets my expectations		Somewhat meets my expectations		Doesn't meet my expectations		Don't Know/Not Stated	
	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public
Availability of outdoor recreation facilities	73	68	6	10	2	2	19	20
Variety of outdoor recreation facilities	63	63	4	9	2	1	31	27
Opportunities for outdoor spontaneous recreation (no pre-planning or pre-registering required)	62	65	6	7	2	2	29	25

**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 (74%, versus 65% of those aged 65 or older);
- Those who agreed that the City is a safe community to live in (74%, versus 52% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (77%, versus 57% of those who were neither satisfied nor dissatisfied and 52% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (76%, versus 54% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (80%) or those who felt they received “good” value (76%), versus 64% of those who felt they received “fair” or “poor” value;
- Those who were satisfied, overall, with how the City is currently being run (80%) or those who were neither satisfied nor dissatisfied (68%), versus 56% of those who were dissatisfied) and
- Those with children in their household (77%, versus 63% of those without children).

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

- Those who agreed that the City is a safe community to live in (65%, versus 43% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (68%, versus 52% of those who were neither satisfied nor dissatisfied and 45% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (68%, versus 54% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (72%) or those who felt they received “good” value (68%), versus 58% of those who felt they received “fair” or “poor” value;
- Those who were satisfied, overall, with how the City is currently being run (72%) or those who were neither satisfied nor dissatisfied (62%), versus 48% of those who were dissatisfied; and
- Those with children in their household (71%, versus 52% of those without children).

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

- Those aged 25 to 64 (67%, versus 55% of those aged 65 or older);
- Those who agreed that the City is a safe community to live in (65%, versus 41% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (68%, versus 54% of those who were neither satisfied nor dissatisfied and 43% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (68%, versus 46% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (69%) or those who felt they received “good” value (67%), versus 58% of those who felt they received “fair” or “poor” value;
- Those who were satisfied, overall, with how the City is currently being run (73%, versus 59% of those who were neither satisfied nor dissatisfied, and 49% of those who were dissatisfied); and
- Those with children in their household (70%, versus 59% of those without children).

Respondents who reported that the **availability of outdoor recreation facilities** did not meet or only somewhat met their expectations (n=21 to 35) were asked why this element of outdoor recreation facilities does not fully meet their expectations. Respondents most commonly reported that there is a lack of outdoor recreational facilities (26% to 29%). A high percentage of respondents (24% to 40% of respondents) were unsure or did not provide a response. See Table 39, below.

**Table 39**

<b>Why doesn't the <u>availability of outdoor recreation facilities</u> fully meet your expectations? (TOP RESPONSES)</b>		
<b>Base: Respondents who indicated this element did not meet or somewhat met their expectations</b>	<b>Percent of Respondents*</b>	
	<b>Mail-to-Web (n=35)</b>	<b>Public (n=21)**</b>
Lack of outdoor recreational facilities (e.g., sports fields, rinks, courts, etc.)	26	29
Facilities are too busy/full/crowded	9	19
Lack of parks/green spaces	9	-
Lack of advertising/public awareness of outdoor recreation facilities	6	10
Lack of/poor outdoor facility maintenance	3	10
Don't Know/Not Stated	40	24

\*Multiple responses

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

When asked if they had any suggestions as to how the **availability of outdoor recreation facilities** could better meet their expectations, respondents who reported that this element did not meet or somewhat met their expectations (n=21 to 35) suggested that the City expand and/or build more outdoor recreational facilities (17% to 19% of respondents). It is worth noting that a high percentage of respondents (51% to 52% of respondents) were unsure or did not provide a response. See Table 40, below.

**Table 40**

<b>Do you have any suggestions for how the <u>availability of outdoor recreation facilities</u> could better meet your expectations? (TOP RESPONSES)</b>		
<b>Base: Respondents who indicated this element did not meet or somewhat met their expectations</b>	<b>Percent of Respondents*</b>	
	<b>Mail-to-Web (n=35)</b>	<b>Public (n=21)**</b>
Expand/build more outdoor recreational facilities/fields/rinks/courts	17	19
Expand/build more parks/green spaces	14	14
Improve/increase outdoor facility maintenance	6	10
Don't Know/Not Stated	51	52

\*Multiple responses

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

Respondents who reported that the **variety of outdoor recreation facilities** did not meet or somewhat met their expectations (n=16 to 25) were asked why this element of outdoor recreational service does not fully meet their expectations. Respondents commonly (n=5 to 6 respondents) reported that there is a lack of outdoor recreational facilities. Many respondents (n=7 to 12 respondents) were unsure or did not provide a response. See Table 41, below.

**Table 41**

Why doesn't the <u>variety of outdoor recreation facilities</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents*	
	Mail-to-Web (n=25)**	Public (n=16)**
Lack of outdoor recreational facilities (e.g., sports fields, rinks, courts, etc.)	5	6
Lack of advertising/public awareness of outdoor recreation facilities	2	1
Lack of parks/green spaces	1	2
Lack of utilizing existing facilities	2	-
Don't Know/Not Stated	12	7

\*Multiple Responses

\*\*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=16 to 25 respondents) were asked if they had any suggestions as to how this element could better meet their expectations. Respondents suggested that the City expand or build more outdoor recreational facilities (n=2 to 3 respondents). Most respondents were unsure or did not provide a response (n=8 to 17 respondents). See Table 42, below.

**Table 42**

Do you have any suggestions for how the <u>variety of outdoor recreation facilities</u> could better meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents*	
	Mail-to-Web (n=25)**	Public (n=16)**
Expand/build more outdoor recreational facilities/fields/rinks/courts	3	2
Expand/build more parks/green spaces	-	3
None/no suggestions	1	-
Don't Know/Not Stated	17	8

\*Multiple Responses

\*\*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=16 to 37) were asked why their expectations were not fully met. Respondents commonly reported that there is a lack of outdoor spontaneous recreation times (19% to 22% of respondents). A high percentage of respondents were unsure or did not provide a response (43% to 56%). See Table 43, below.

**Table 43**

<b>Why don't the <u>opportunities for outdoor spontaneous recreation</u> fully meet your expectations? (TOP RESPONSES)</b>		
<b>Base: Respondents who indicated this element did not meet or somewhat met their expectations</b>	<b>Percent of Respondents*</b>	
	<b>Mail-to-Web (n=37)</b>	<b>Public (n=16)**</b>
Lack of/limited outdoor spontaneous recreation times/opportunities/programs	22	19
Lack of outdoor recreation facilities (e.g., sports fields, rinks, courts, etc.)	8	13
Lack of advertising/public awareness of outdoor recreation	5	6
Facilities are too busy/crowded	8	6
Lack of parks/green space	5	6
Don't Know/Not Stated	43	56

\*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=16 to 37) were asked if they had any suggestions so that the opportunities could better meet their expectations. Respondents suggested that the City should expand and/or build more outdoor recreational facilities (8% to 13% of respondents) and more parks or green spaces (8% to 13%). A high percentage of respondents were unsure or did not provide a response (49% to 63%). See Table 44, below.

**Table 44**

Do you have any suggestions for how the <u>opportunities for outdoor spontaneous recreation</u> could better meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=37)	Public (n=16)**
Expand/build more outdoor recreational facilities/fields/rinks/courts	8	13
Expand/build more parks/green spaces	8	13
Increase/expand outdoor public recreation times/hours	8	-
Increase advertising/public awareness of outdoor	5	6
Don't Know/Not stated	49	63

\*Multiple responses

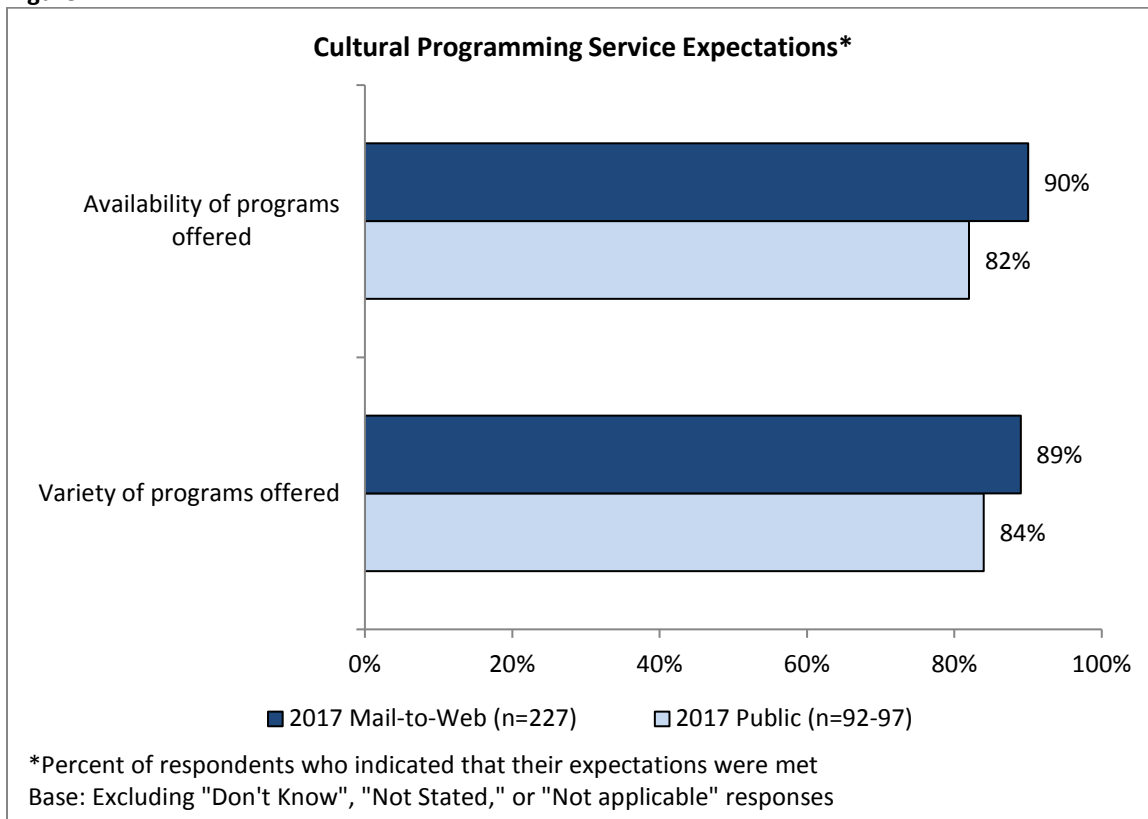
\*\*Use caution interpreting results when n<30

### 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 include performing arts programs, and visual arts programs. As shown in Figure 7, below, and Table 45 on the following page, over three-fifths of respondents reported that both elements of cultural programming met their expectations<sup>5</sup>:

- Availability of programs offered (90% of Mail-to-Web respondents; 82% of Public respondents reported that their expectations were met); and
- Variety of programs offered (89% of Mail-to-Web respondents; 84% of Public respondents).

Figure 7



<sup>5</sup> Excludes "Don't Know," "Not Stated," or "Not applicable" responses.



Table 45

To what degree do the following meet your expectations for cultural programming in St. Albert?										
	Percent of Respondents (Mail-to-Web, n=429) (Public, n=164)									
	Meets my expectations		Somewhat meets my expectations		Doesn't meet my expectations		Not applicable/Have no expectations		Don't Know/Not Stated	
	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public
Availability of programs offered	48	49	3	9	2	1	22	20	25	21
Variety of programs offered	47	47	4	9	2	1	22	21	25	23

### **Sub-Segment Findings**

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

- Females (55%, versus 41% of males);
- Those who agreed that the City is a safe community to live in (51%, versus 24% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (54%, versus 37% of those who were neither satisfied nor dissatisfied and 21% of those who were dissatisfied);
- Those who had contact with a City employee in the past year (52%, versus 41% who had not);
- Those who were satisfied with their experience with a City employee (55%, versus 32% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (59%) 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 City services, facilities, and programs (57%) or were neither satisfied nor dissatisfied (48%), versus 31% of those who were dissatisfied; and
- Those with children in their household (51%, versus 39% of those without children).

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

- Females (54%, versus 41% of males);
- Those who agreed that the City is a safe community to live in (50%, versus 26% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (53%) or were neither satisfied nor dissatisfied (37%), versus 19% of those who were dissatisfied;
- Those who were satisfied with their experience with a City employee (54%, versus 32% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (58%) or those who felt they received “good” value (54%), versus 38% of those who felt they received “fair” or “poor” value;
- Those who were satisfied, overall, with how the City is currently being run (57%, versus 47% of those who were neither satisfied nor dissatisfied, and 28% of those who were dissatisfied); and
- Those with children in their household (51%, versus 38% of those without children).

Respondents who reported that the **availability of programs offered for cultural programming** did not meet or only somewhat met their expectations (n=17 to 22) were asked why this element of cultural programming does not fully meet their expectations. Respondents reported that there is an overall lack of promotion of the programs available (n=1 to 3 respondents) and there is a lack of cultural program variety (n=2 to 4 respondents). Many respondents were unsure or did not provide a response (n=4 to 11 respondents). See Table 46, below.

**Table 46**

Why doesn't the <u>availability of programs offered for cultural programming</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents*	
	Mail-to-Web (n=22)**	Public (n=17)**
Lack of promotion/public awareness of cultural programming	3	1
Lack of arts/cultural programs/program variety	2	4
Poor/inconvenient program schedule times	2	2
I do not use/access these programs	1	1
Overspending/misallocating funds to this service	1	2
Don't Know/Not Stated	11	4

\*Multiple responses

\*\*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=17 to 22) suggested more arts and/or culture programs (n=4 respondents). Many respondents were unsure or did not provide a response (n=7 to 13 respondents). See Table 47, below.

**Table 47**

Do you have any suggestions for how the <u>availability of programs offered for cultural programming</u> could better meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents*	
	Mail-to-Web (n=22)**	Public (n=17)**
More arts/cultural programs/program variety	4	4
Increase promotion/public awareness of cultural programming	3	2
Less costly/expensive program costs	2	2
Don't Know/Not Stated	13	7

\*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=15 to 24) were asked why this element of cultural programming does not fully meet their expectations. Most commonly, respondents (n=3 to 5) reported that there is a lack of cultural program variety. Most respondents were unsure or did not provide a response (n=5 to 15). See Table 48, below.

**Table 48**

Why doesn't the <u>variety of programs offered for cultural programming</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents*	
	Mail-to-Web (n=24)**	Public (n=15)**
Lack of arts/cultural programs/program variety	5	3
Lack of promotion/public awareness of cultural programming	3	-
I do not use/access these programs	-	2
Lack of arts/cultural facilities/facility space	-	2
Don't Know/Not Stated	15	5

\*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=15 to 24) were also asked for suggestions as to how the variety of programs could better meet their expectations. Four (n=4) respondents suggested more cultural programming variety. Most respondents were unsure or did not provide a response (n=7 to 18). See Table 49, below.

**Table 49**

Do you have any suggestions for how the <u>variety of programs offered for cultural programming</u> could better meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents*	
	Mail-to-Web (n=24)**	Public (n=15)**
More arts/cultural programs/program variety	4	4
Increase promotion/public awareness of cultural programming	2	-
Don't Know/Not Stated	18	7

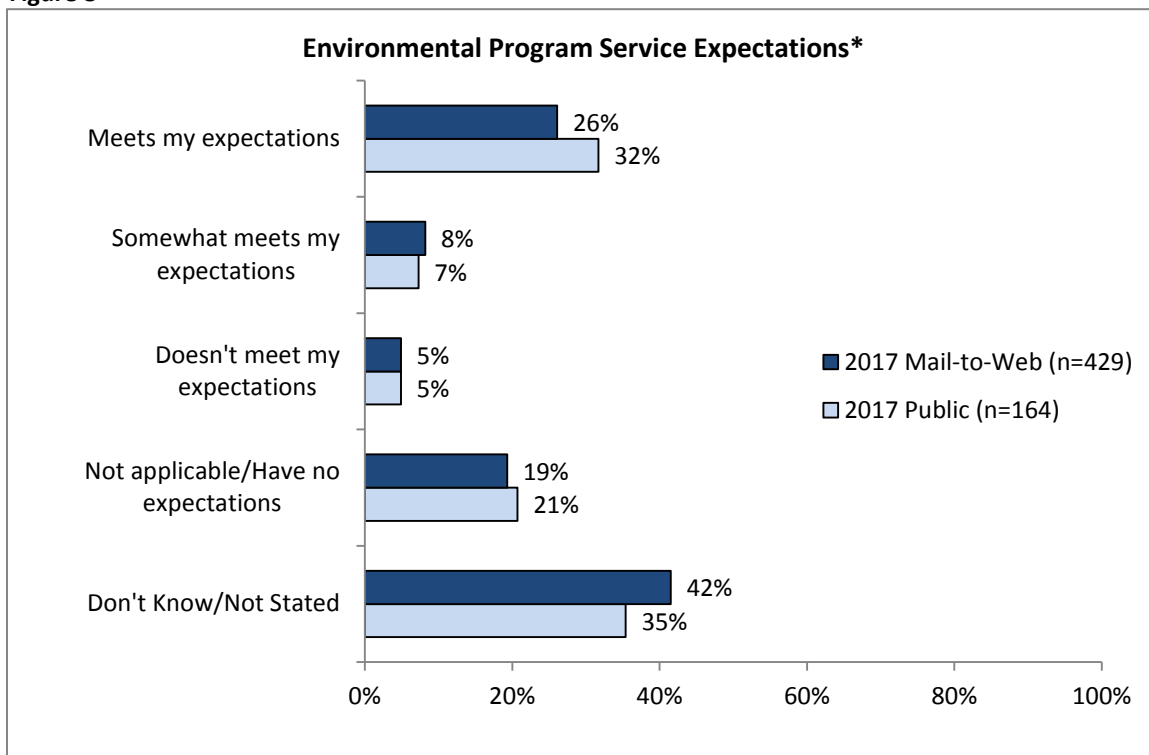
\*Multiple responses

\*\*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 include the toilet rebate, tree planting, and environmental grants. Respondents most commonly reported that it met their expectations (26% of Mail-to-Web respondents; 32% of Public respondents). It is worth noting that a large proportion of respondents did not have expectations (19% to 21%), while 35% to 42% of respondents were unsure or did not provide a response. 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 aged 65 or older (34%, versus 25% of those aged 25 to 64);
- Those who agreed that the City is a safe community to live in (29%, versus 14% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (32%, versus 19% of those who were neither satisfied nor dissatisfied and 10% of those who were dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (35%) or those who felt they received “good” value (34%), versus 19% of those who felt they received “fair” or “poor” value; and
- Those who were satisfied, overall, with how the City is currently being run (36%) or were neither satisfied nor dissatisfied (24%), versus 11% of those who were dissatisfied.



Respondents who reported that the **available activities for environmental programming** did not meet or only somewhat met their expectations (n=20 to 56) were asked why the available activities did not fully meet their expectations. Most respondents (30% of Mail-to-Web respondents; 40% of Public respondents) reported that there was a lack of public awareness of the environmental programming. See Table 50, below. Thirty percent (30%) of Mail-to-Web respondents did not now or did not provide a response.

**Table 50**

Why don't the <u>available activities for environmental programming</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=56)	Public (n=20)**
Lack of promotion/public awareness of environmental programming	30	40
Lack of environmental rebates/incentives/rebates not offered enough	14	20
Lack of environmental related programs/services	13	10
Lack of environmental focus/vision/planning (in general)	4	15
Overspending/misallocating funds to this service	4	10
Don't Know/Not Stated	30	-

\*Multiple responses

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

Respondents who reported that the **available activities for environmental programming** did not meet or only somewhat met their expectations (n=20 to 56) were also asked if they had suggestions so the available activities could better meet their expectations. Respondents commonly (25% to 29%) suggested an increase of public awareness of environmental programming. See Table 51, below.

**Table 51**

Do you have any suggestions for how the <u>available activities for environmental programming</u> could better meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=56)	Public (n=20)**
Increase promotion/public awareness of environmental programming	29	25
Improve/expand environmental rebates/incentives/offer rebates for longer duration	18	10
Expand/more environmental related programs	5	5
Improve environmental focus/vision/planning (in general)	-	10
Stop overspending/misallocating funds to this service	5	10
None/no suggestions	9	-
Don't Know/Not Stated	30	40

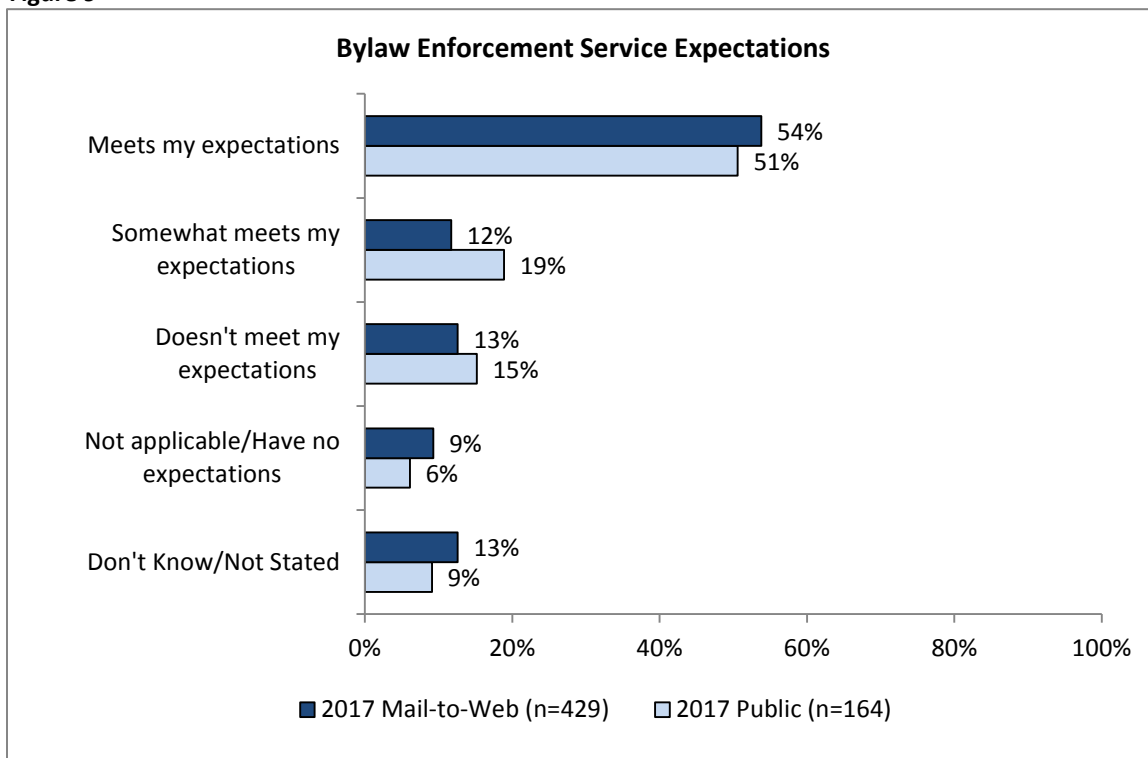
\*Multiple responses

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

### 3.5.5 Bylaw Enforcement

As shown in Figure 9, below, when asked if **bylaw enforcement** had met their expectations, over half (51% to 54%) of respondents felt that bylaw enforcement met their expectations. Twelve percent to nineteen percent (12% to 19%) of respondents reported that their expectations were somewhat met, and 13% to 15% reported that their expectations were not met.

Figure 9



#### **Sub-Segment Findings**

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

- Those who were satisfied, overall, with City services, facilities, and programs (56%, versus 43% of those who were neither satisfied nor dissatisfied, and 38% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (55%, versus 35% who were not satisfied);
- Those who felt they received “good” value for their tax dollars (60%, versus 48% 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 (48%), or satisfied (63%), versus 35% of those who were dissatisfied.

Respondents who reported that **bylaw enforcement** did not meet or only somewhat met their expectations (n=56 to 104) were asked why bylaw enforcement did not fully meet their expectations. Over one-quarter (28% to 29%) of respondents reported that bylaw enforcement is inconsistent or poor. See Table 52, below.

**Table 52**

Why doesn't <u>bylaw enforcement</u> fully meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=104)	Public (n=56)
Lack of/poor/inconsistent bylaw enforcement	28	29
Lack of animal/pet related bylaw enforcement	22	27
Too much focus on photo radar/speed traps	10	9
Lack of sidewalk ice/snow removal/upkeep	8	4
Lack of residential on street parking/poor parking enforcement	6	11
Too much focus on unimportant issues (in general)	5	-
Response time is poor	4	2
Lack of bylaw officers/department is understaffed	3	-
Bylaw staff do not take concerns/issues seriously/are not willing to help	2	4
Lack of leniency/giving second chances/officers too strict	1	2
Don't Know/Not Stated	7	11

\*Multiple responses

When asked for suggestions as to how **bylaw enforcement** could better meet their expectations, 32% to 39% of those who reported that bylaw enforcement did not meet or somewhat met their expectations (n=56 to 104) suggested improved and/or more consistent bylaw enforcement. See Table 53, below.

**Table 53**

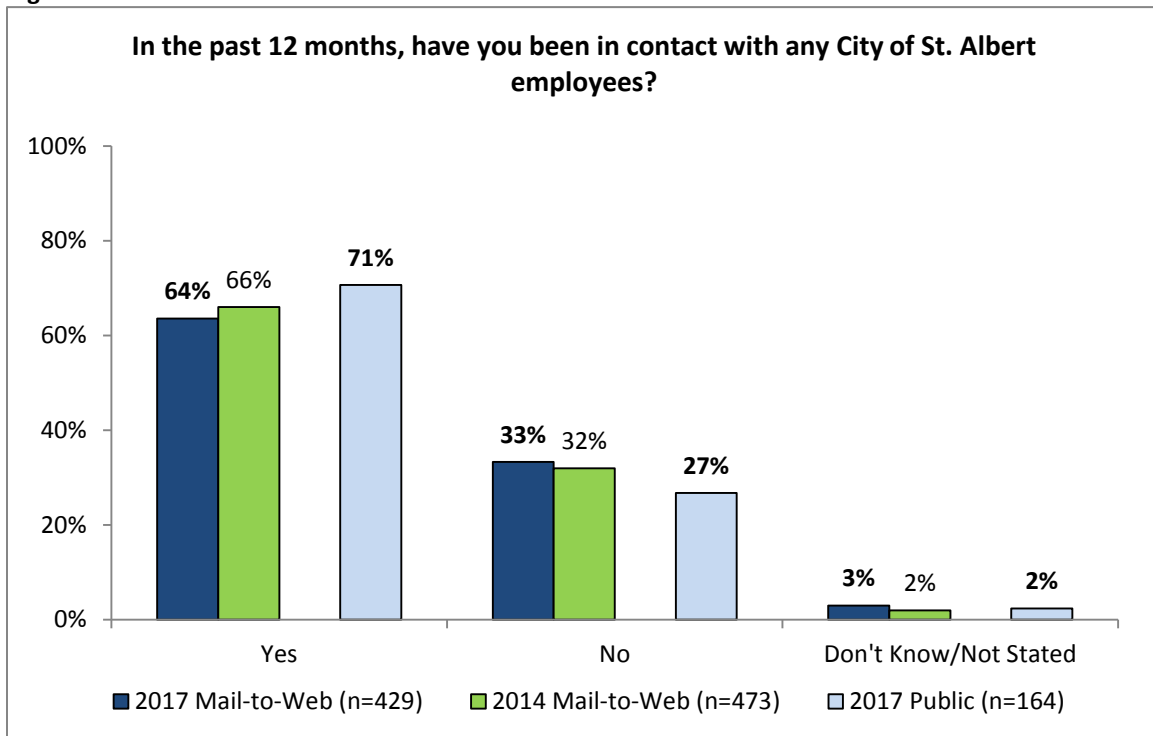
Do you have any suggestions for how <u>bylaw enforcement</u> could better meet your expectations? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents*	
	Mail-to-Web (n=104)	Public (n=56)
Increase/improve bylaw enforcement/more consistent enforcement	39	32
Improve animal/pet related bylaw enforcement	11	16
Hire more bylaw officers	8	9
Provide more information/awareness of bylaws/bylaw services	5	2
Reduce level of photo radar/speed traps	4	5
Improve sidewalk maintenance/snow removal enforcement	4	2
Be more lenient/understanding/give warnings before issuing fine	3	2
Review/change/reduce bylaws	3	4
Better trained/experienced/qualified bylaw officers	2	2
None/no suggestions	1	2
Don't Know/Not Stated	22	20

\*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, 64% (Mail-to-Web respondents, comparable to 66% in 2014) to 71% (Public respondents) reported having been in contact with a City employee in the past year.

Figure 10

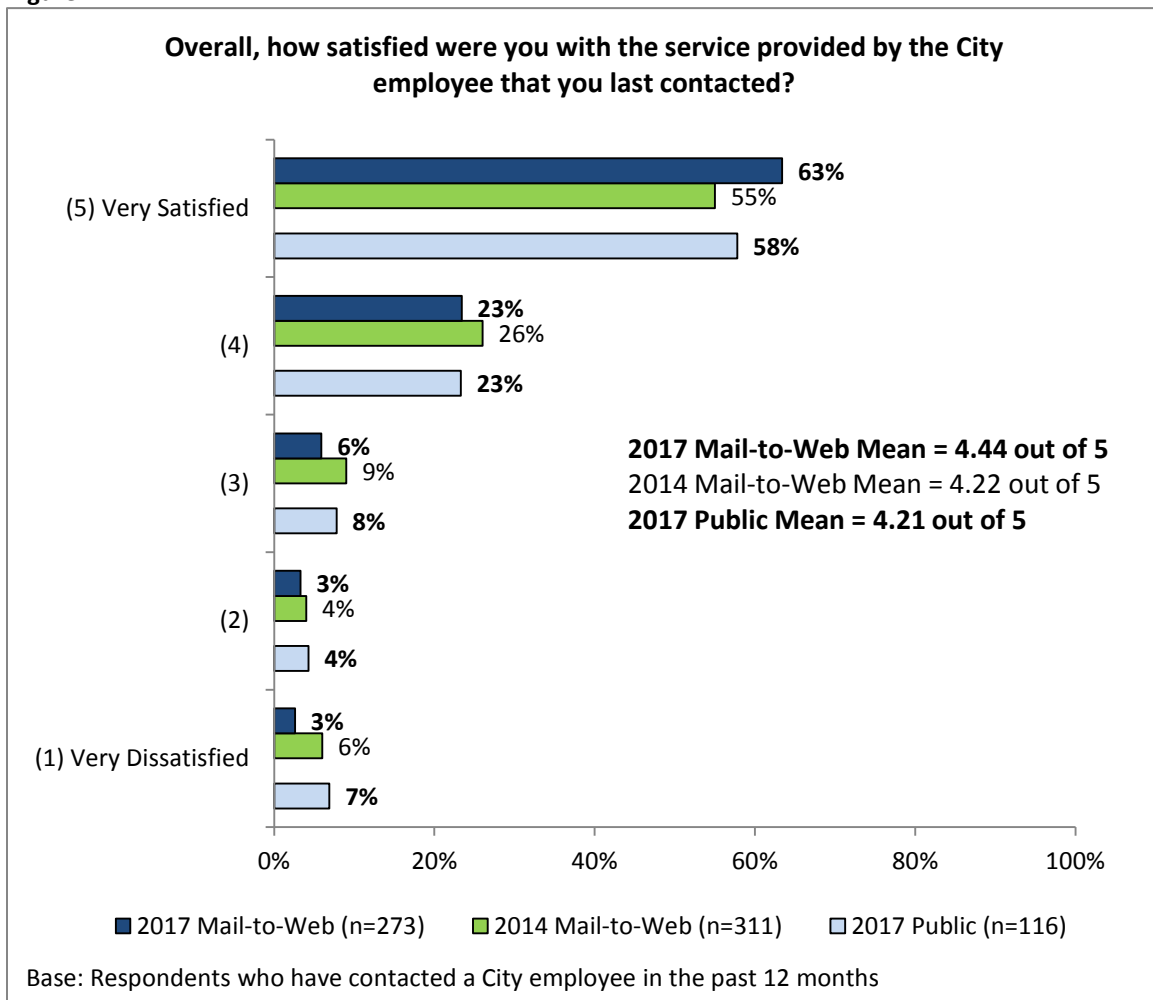


#### **Sub-Segment Findings**

*Those who felt they received “very good” or “excellent” value for their tax dollars (79%) were significantly more likely to have been in contact with a City employee in the past year versus those who felt they received “good” value (64%) or 64% of those who felt they received “fair” or “poor” value.*

In terms of the overall service provided by City of St. Albert employees, 81% (Public respondents) to 87% (Mail-to-Web respondents; a significant increase from 81% in 2014) who had contacted a City employee in the past year (n=116 to 273) were satisfied, or provided ratings of 4 (23%) or 5 (58% to 63%) out of 5. The overall mean satisfaction rating was 4.21 (Public respondents) to 4.44 (Mail-to-Web respondents) out of 5. See Figure 11, below.

Figure 11



**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 (93%, versus 70% 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 (90%), versus 73% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (91%, versus 76% of those who supported a tax decrease);
- Those who were satisfied overall, with how the City is currently being run (96%, versus 85% who were neither satisfied nor dissatisfied, and 57% of those who were dissatisfied); and
- Those who have lived in St. Albert for 10 years or less (91%, versus 80% of those who have lived in St. Albert for 11 to 20 years).

Respondents who were dissatisfied with their service experience from City employees (n=13 to 16) were asked how their experience could be improved. Most respondents (n=2 to 7) reported that City employees should improve response time. See Table 54, below.

**Table 54**

How could your experiences with City of St. Albert employees be improved? (TOP RESPONSES)		
Base: Respondents who were dissatisfied (ratings of 1 or 2 out of 5) with their service experience provided by City employees	Number of Respondents*	
	Mail-to-Web (n=16)**	Public (n=13)**
Improve response time/be more responsive to inquiries	7	2
More knowledgeable/helpful employees	5	1
Listen to resident input/suggestions/act on feedback	3	3
Improve efficiency/quality of employee service (in general)	2	1
Don't Know/Not Stated	1	3

\*Multiple responses

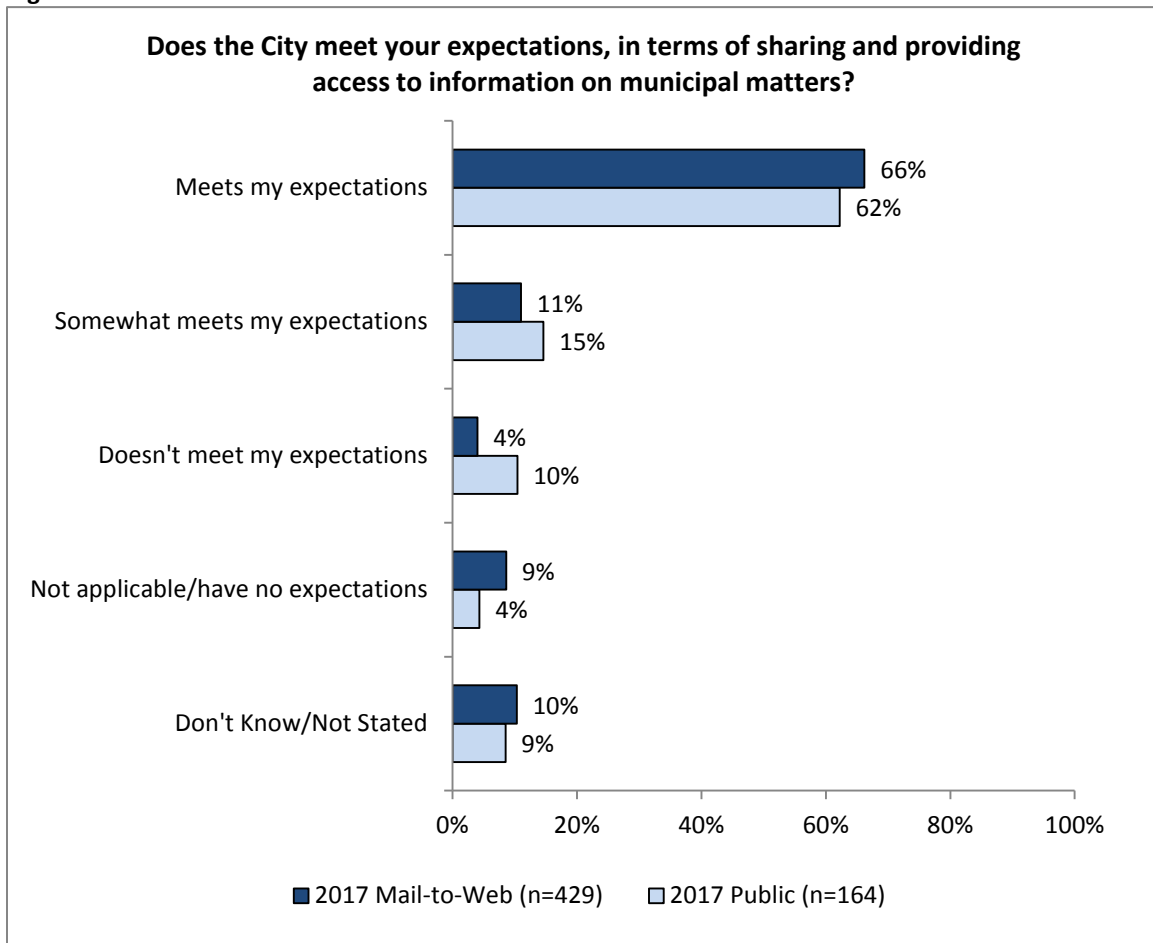
\*Use caution interpreting results when n<30



### 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, 62% (Public respondents) to 66% (Mail-to-Web respondents) reported that their expectations were met. See Figure 12, below.

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 agreed that the City is a safe community to live in (69%, versus 36% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (72%, versus 53% of those who were neither satisfied nor dissatisfied and 31% of those who were dissatisfied);
- Those who had contact with a City employee in the past year (69%, versus 57% of those who had not);
- Those who were satisfied with their experience with a City employee (75%, versus 35% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (84%) or those who felt they received “good” value (76%), versus 50% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (75%) or a tax increase above inflation (90%), versus 51% of those who supported a tax decrease; and
- Those who were satisfied overall, with how the City is currently being run (78%) or neither satisfied nor dissatisfied (67%, versus 37% of those who were dissatisfied).

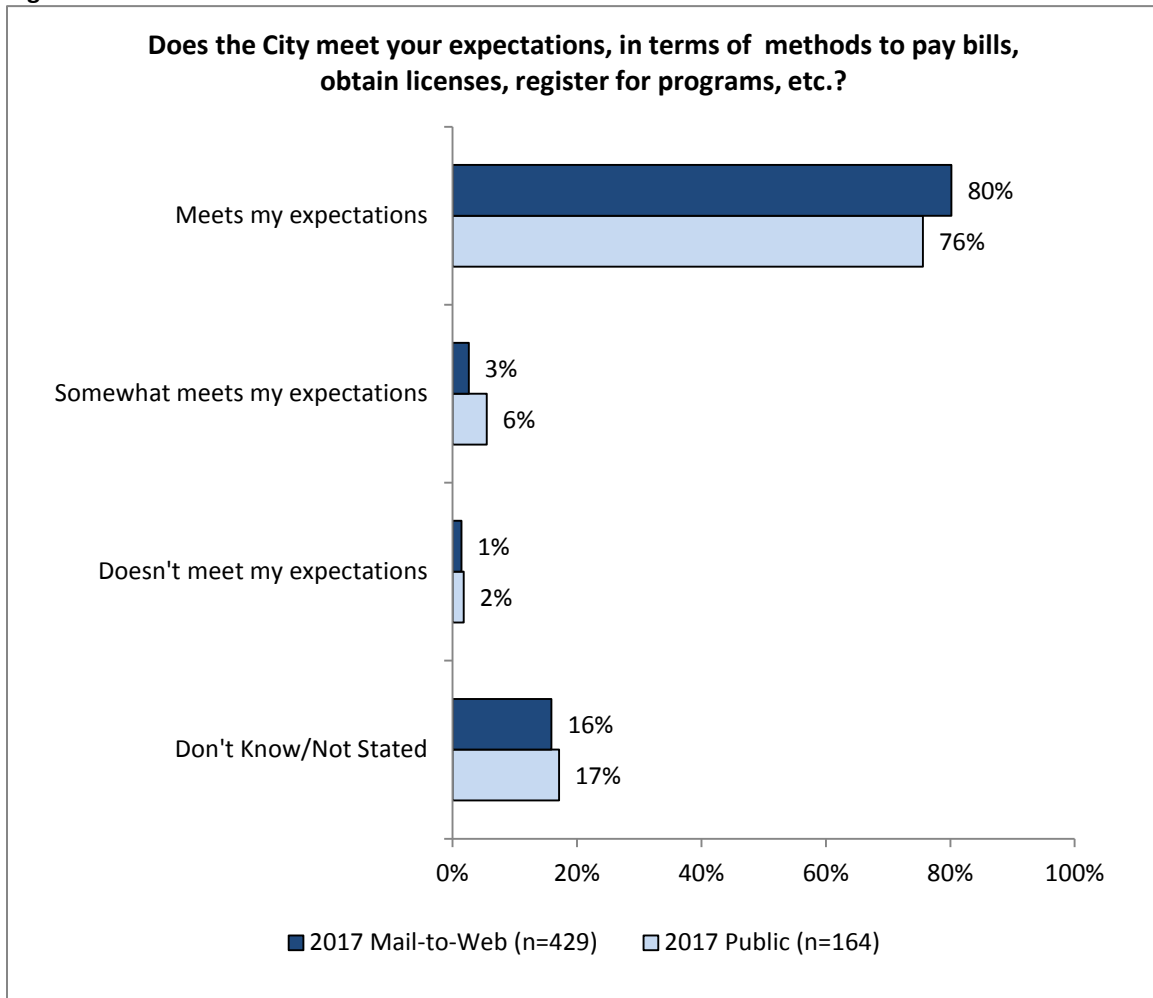
When asked what other methods the City could use to share information that would better meet their expectations, respondents who did not have their expectations fully met (n=41 to 64) most often mentioned e-mails (10% to 13%) or newspaper (9% to 12%). It is important to note that approximately half (49% to 52%) of respondents were unsure, or did not provide a response. See Table 55, below.

**Table 55**

What other methods can the City use to share information that would better meet your expectations?		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents	
	Mail-to-Web (n=64)	Public (n=41)
E-mails	13	10
Newspaper	9	12
Mail/mail-outs	5	5
Online/internet	3	2
Social media (e.g., Facebook, Twitter)	3	-
Road signage/billboards	3	7
None/nothing	9	10
Don't Know/Not Stated	52	49

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, most respondents (76% to 80%) felt that these methods met 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:

- Females (83%, versus 74% of males);
- Those who were satisfied, overall, with City services, facilities, and programs (82%, versus 71% of those who were neither satisfied nor dissatisfied and 64% of those who were dissatisfied);
- Those who had contact with a City employee over the past year (83%, versus 72% of those who had not);
- Those who were satisfied with their experience with a City employee (86%, versus 67% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (87%) or those who felt they received “good” value (85%), versus 74% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (86%, versus 70% of those who supported a tax decrease); and
- Those who were satisfied overall, with how the City is currently being run (83%) or neither satisfied nor dissatisfied (83%), versus 69% of those who were dissatisfied.

Those who thought that the methods available did not meet their expectations or only somewhat met their expectations (n=12 to 17) 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). One (n=1) to three (n=3) respondents suggested providing more options for making bill payments, while two (n=2) to four (n=4) respondents felt that the City should provide more online services. See Table 56, below.

**Table 56**

How could the City improve options to conduct activities such as paying your bills, obtaining your license, or registering for a program? (TOP RESPONSES)		
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Number of Respondents*	
	Mail-to-Web (n=17)**	Public (n=12)**
Provide more online bill payment options (e.g., credit card)	3	1
More services available online	2	4
Ability to log into one portal and pay for all City bills there	2	3
Longer hours at City Hall Customer Centre	1	2
More user friendly website/easier to navigate	-	2
Don't Know/Not Stated	6	-

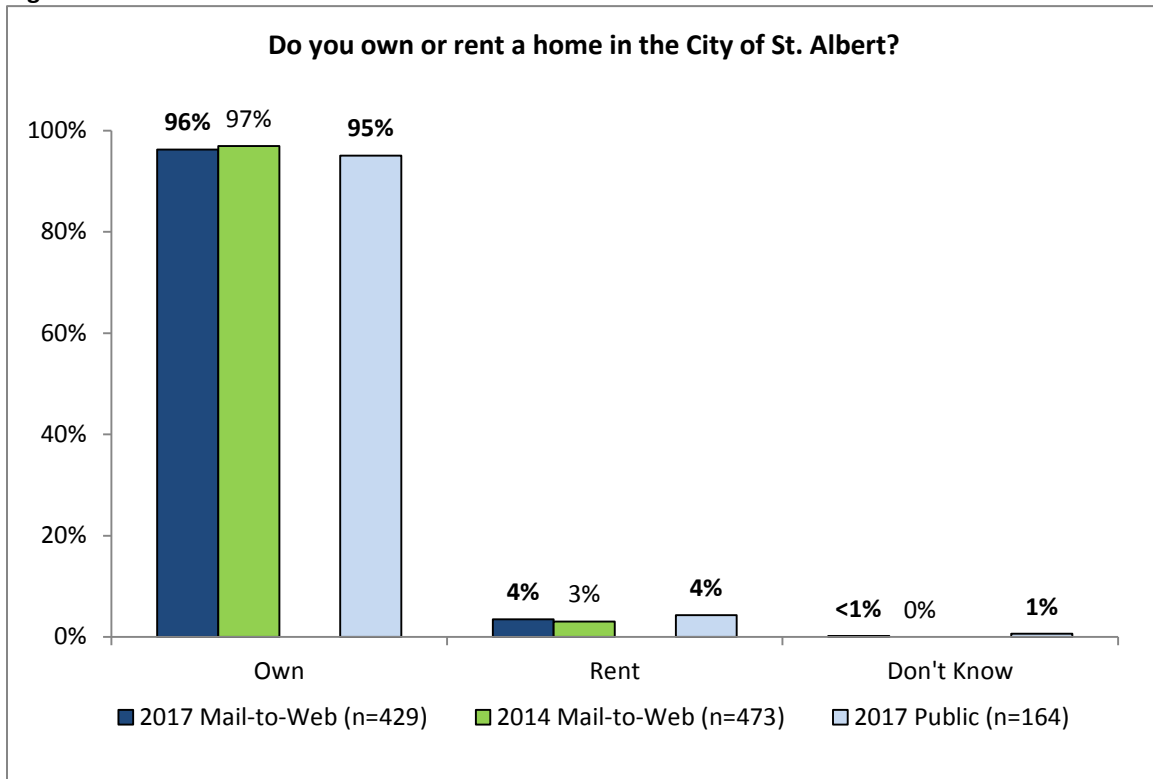
\*Multiple responses

\*\*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, 95% to 96% of respondents surveyed were homeowners, while 4% were renters.

Figure 14



#### **Sub-Segment Findings**

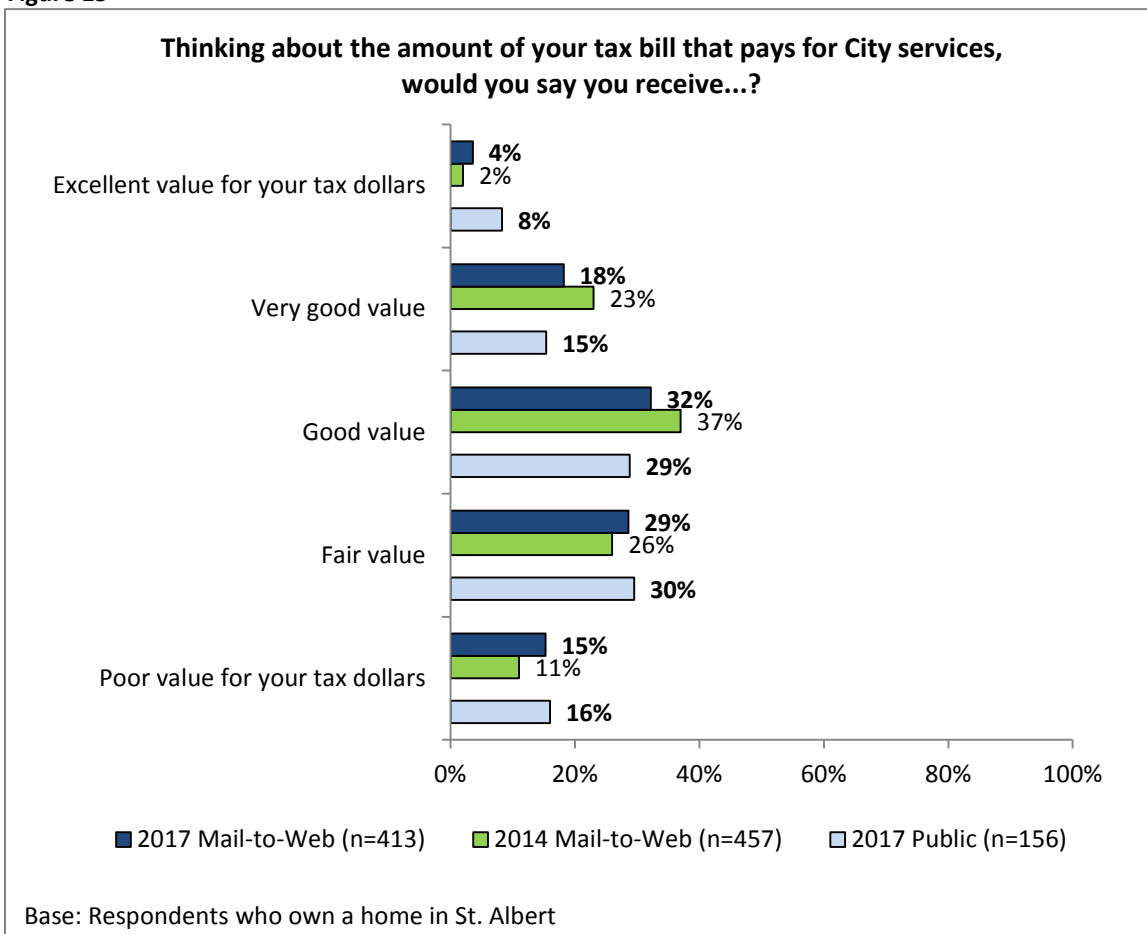
*Those who have lived in St. Albert for 11 to 20 years (98%) or more than 20 years (97%) were significantly more likely to **own their home** versus 93% of those who have lived in St. Albert for 10 years or less.*

Homeowners (n=156 to 413) 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, more than 20% of respondents (22% of Mail-to-Web respondents, comparable to 24% in 2014; 24% of Public respondents) felt they received “very good” (15% to 18%) or “excellent” (4% to 8%) value for their tax dollars, while 29% to 32% reported receiving “good” value. See Figure 15, below.

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 agreed that the City is a safe community to live in (59%, versus 13% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (65%, versus 26% of those who were neither satisfied nor dissatisfied and 10% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (62%, versus 22% who were not satisfied);
- Those who supported an inflationary tax increase to maintain services (74%) or a tax increase above inflation (71%), versus 28% of those who supported a tax decrease;
- Those who were satisfied overall, with how the City is currently being run (76%) or neither satisfied nor dissatisfied (41%), versus 16% of those who were dissatisfied; and
- Those who have lived in St. Albert for 10 years or less (62%, versus 48% of those who have lived in St. Albert for 11 to 20 years).

Respondents who felt they received “poor” or “fair” value for their tax dollars (n=71 to 181) most often explained that taxes are high and/or continue to rise (21% of Public respondents; 33% of Mail-to-Web respondents). See Table 57, below.

**Table 57**

What is the main reason you feel that way? (TOP RESPONSES)		
Base: Respondents who felt they receive poor/fair value for their tax dollars	Percent of Respondents*	
	Mail-to-Web (n=181)	Public (n=71)
Taxes are high/continue to rise	33	21
Overspending/wasting money/lack of fiscal responsibility	23	16
Taxes are high compared to other cities/communities with the same facilities/services	9	16
Taxes are high in comparison to services received/not good value	9	14
Lack of/poor snow removal services	7	4
Lack of an industrial tax base/need to attract businesses	4	3
Lack of services provided to condo owners	4	4
Do not use/access some services/should implement user fee system	3	6
Satisfied with/good services provided (in general)	3	3
Poor garbage/waste collection services	3	6
Utilities are too high	3	1
Services/value has decreased	2	4
Good value for tax dollars/budget is allocated well	2	-
Don't Know/Not Stated	5	1

\*Multiple responses

Respondents who felt they received “good”, “very good” or “excellent” value for their tax dollars (n=82 to 223) were most frequently (18% to 22%) satisfied with the services provided, in general. See Table 58, below.

**Table 58**

What is the main reason you feel that way? (TOP RESPONSES)		
Base: Respondents who felt they receive good/very good/excellent value for their tax dollars	Percent of Respondents*	
	Mail-to-Web (n=223)	Public (n=82)
Satisfied with/good services provided (in general)	18	22
Taxes are high/continue to rise	12	18
Overspending/wasting money/lack of fiscal responsibility	9	7
Good snow removal services	8	9
Taxes are high, but services are good	8	11
Taxes are high compared to other cities/communities with the same facilities/services	6	7
Good road maintenance/repairs/upgrades	6	4
Good park/green space/trail maintenance	6	10
Good value for tax dollars/budget is allocated well	5	4
Good garbage collection services	5	2
No crime/low crime/safe place to live	5	2
Lack of/poor snow removal services	4	2
City is well maintained (in general)	3	4
Good parks/trails/green spaces	2	6
Good place to live/high standard of living	2	7
Don't Know/Not Stated	6	5

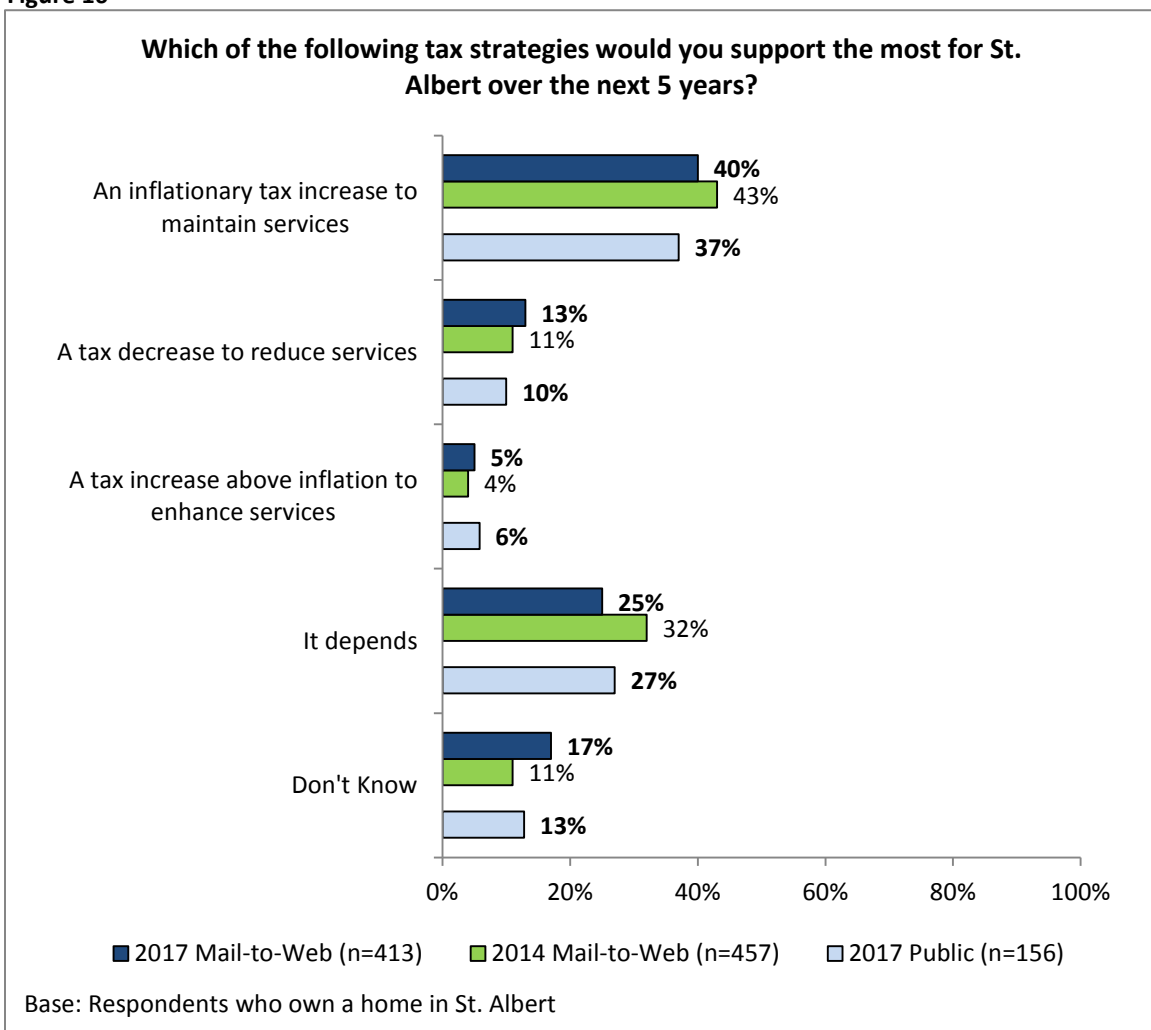
\*Multiple responses

In terms of an overall tax strategy, 37% to 40% of the homeowners surveyed (n=156 to 413) supported an inflationary tax increase to maintain the current level of services from the City, while 10% to 13% supported a tax decrease to reduce the level of services. Five percent to six percent (5% to 6%) 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” (25% to 27% of homeowners) included:

- The City needs to be more fiscally responsible (8% to 12% of homeowners)
- Services should be maintained without a tax increase/no increase (6% to 8%); and
- It would depend on the services that would be improved/changed (5% to 8%).

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 agreed that the City is a safe community to live in (42%, versus 23% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (47%, versus 22% of those who were neither satisfied nor dissatisfied and 10% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (45%, versus 24% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (63%) or those who felt they received “good” value (48%), versus 22% of those who felt they received “fair” or “poor” value; and
- Those who were satisfied overall, with how the City is currently being run (54%) or neither satisfied nor dissatisfied (33%), versus 13% of those who were dissatisfied.

Respondent subgroups significantly more likely to have supported **a tax increase, above inflation, to enhance or expand the current level of services from the City** included:

- Those who felt they received “very good” or “excellent” value for their tax dollars (13%, versus 3% of those who felt they received “good” value, or 3% of those who felt they received “fair” or “poor” value); and
- Those who were satisfied overall, with how the City is currently being run (7%, versus 1% 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:

- Males (15%, versus 9% of females);
- Those who were neither satisfied nor dissatisfied, overall, with City services, facilities, and programs (18%, versus 10% of those who were satisfied);
- Those who felt they received “fair” or “poor” value for their tax dollars (19%) or “good” value (10%), versus 2% 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 (24%, versus 12% of those who were neither satisfied nor dissatisfied and 8% 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, 20% to 24% of respondents felt that there is poor decision-making and a lack of vision amongst City Council and/or the Mayor. It is important to note that 17% to 21% of the respondents were unsure, or did not provide a response. See Table 59, below.

Table 59

What would you say is the most important issue facing St. Albert City Council today? (TOP RESPONSES)		
	Percent of Respondents*	
	Mail-to-Web (n=429)	Public (n=164)
Poor City Council/Mayor/decision making/lacking vision/division/infighting amongst Council	20	24
Misallocation of budget/how tax dollars are spent/overspending	13	12
Managing City growth/sprawl/expansion/maintain services with growth	11	15
High/rising taxes	11	10
Lack of a strong business/commercial tax base/business attraction	6	4
Maintaining current services/service levels (in general)	4	6
Traffic volume/congestion/noise/traffic control	4	2
Land development/management/planning/balance development	1	1
Don't Know/Not Stated	21	17

\*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”** – 34% (Public respondents) to 43% (Mail-to-Web respondents) agreed (ratings of 4 or 5 out of 5);
  - 29% to 31% neither agreed nor disagreed (3 out of 5); and
  - The mean ratings ranged from 2.93 (Public respondents) to 3.20 (Mail-to-Web respondents) out of 5.
- **“St. Albert City Council effectively plans for the future of the community”** – 43% to 46% agreed;
  - 30% to 33% neither agreed nor disagreed; and
  - The mean ratings ranged from 3.11 (Public respondents) to 3.25 (Mail-to-Web respondents).
- **“My personal interests are being served by the City Council”** – 36% to 39% agreed;
  - 29% to 33% neither agreed nor disagreed; and
  - The mean ratings ranged from 2.89 (Public respondents) to 3.11 (Mail-to-Web respondents).

See Figure 17, below, and Table 60, on the following page.

Figure 17

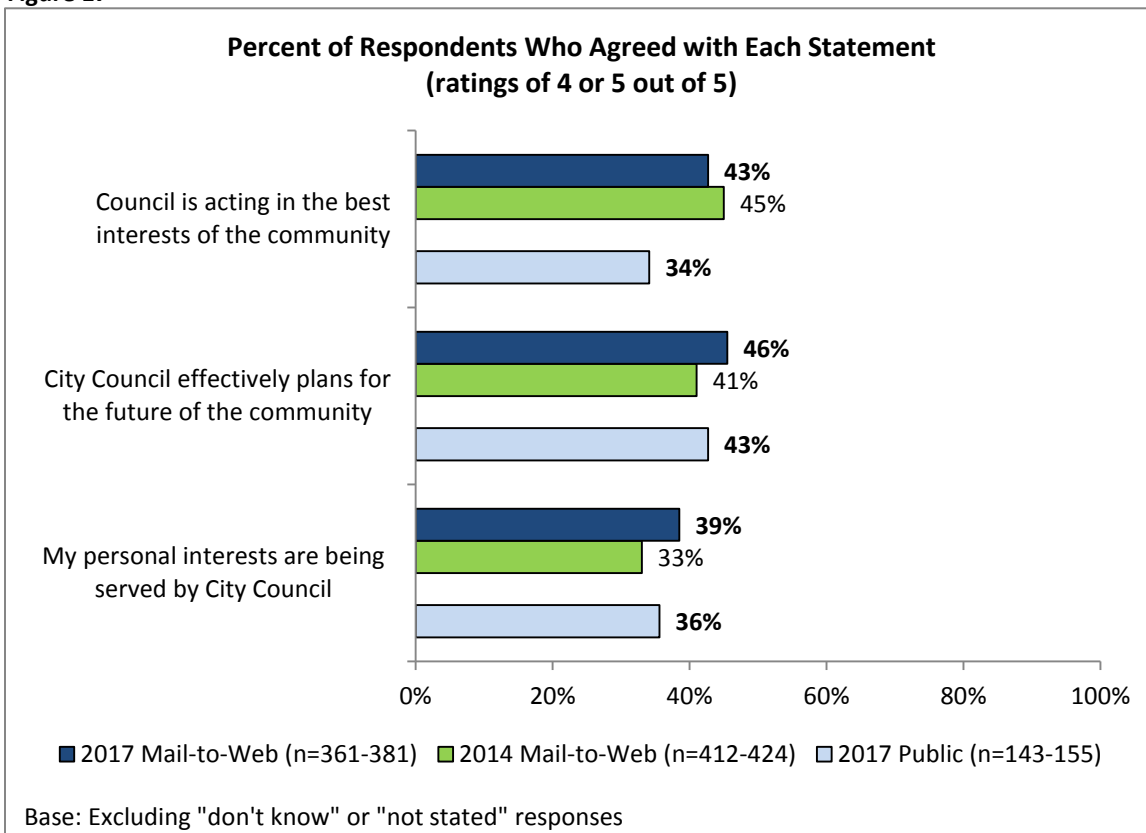


Table 60

To what extent do you agree or disagree with the following statements?														
	Percent of Respondents (Mail-to-Web, n=429) (Public, n=164)													
	(5) Strongly Agree		(4)		(3)		(2)		(1) Strongly Disagree		Don't Know		Mean (out of 5)	
	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public	Mail-to-Web	Public
Council is acting in the best interests of the community, as a whole	13	7	25	25	26	29	16	20	9	13	11	6	<b>3.20</b>	<b>2.93</b>
My personal interests are being served by the City Council	11	5	22	26	28	25	15	17	10	15	16	13	<b>3.11</b>	<b>2.89</b>
St. Albert City Council effectively plans for the future of the community	9	7	31	32	29	27	11	14	8	12	13	7	<b>3.25</b>	<b>3.11</b>



### **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 who agreed that the City is a safe community to live in (44%, versus 7% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (49%, versus 14% of those who were neither satisfied nor dissatisfied and 5% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (44%, versus 15% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (61%) or those who felt they received “good” value (47%), versus 22% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (58%, or 53% of those who supported an inflationary tax increase to maintain services versus 26% of those who supported a tax decrease);
- Those who were satisfied overall, with how the City is currently being run (70%, versus 14% who were neither satisfied nor dissatisfied and 3% of those who were dissatisfied); and
- Those who have lived in St. Albert for 10 years or less (48%, versus 36% of those who have lived in St. Albert for 11 to 20 years and 37% of those who have lived in St. Albert for more than 20 years).

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:

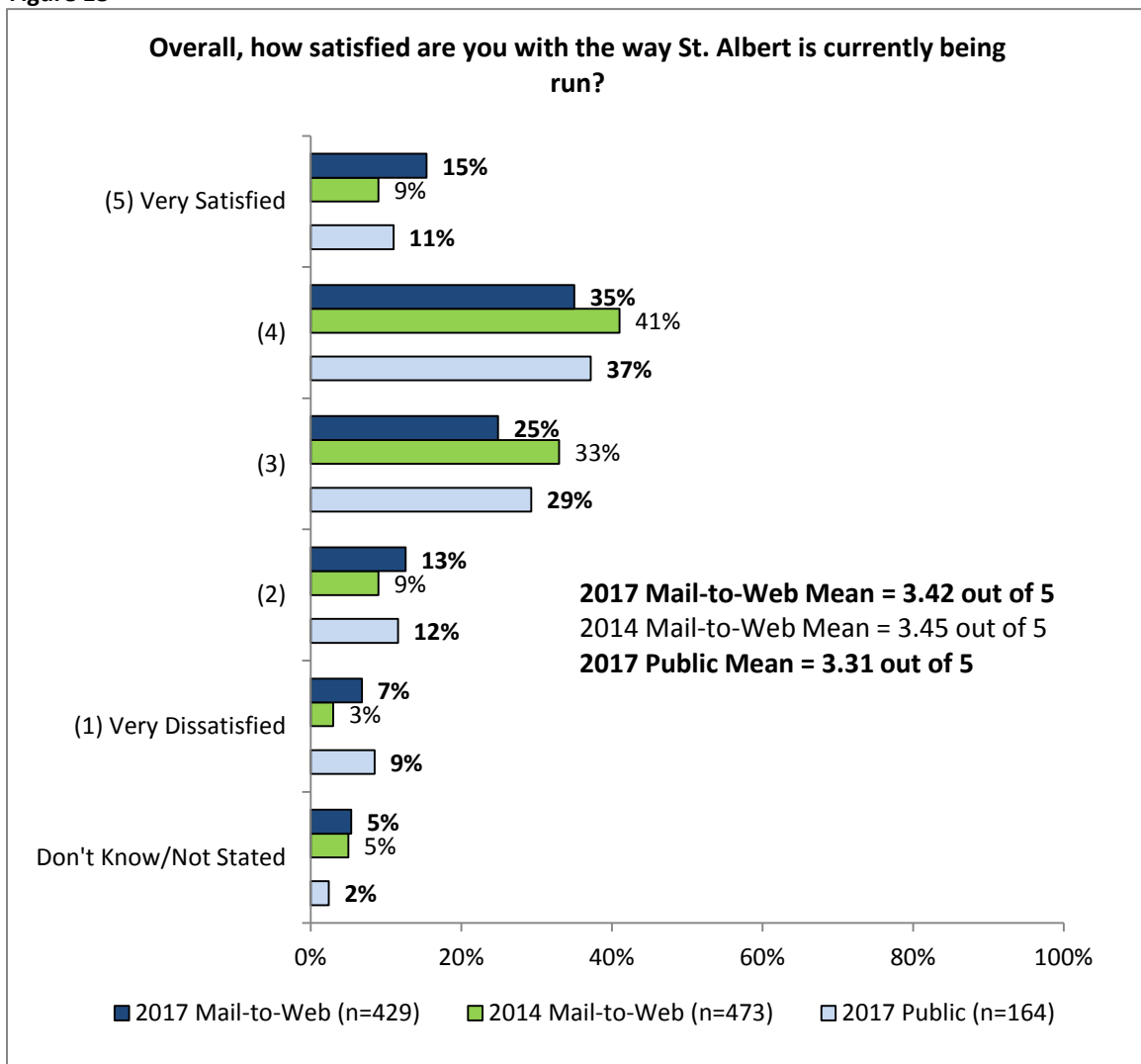
- Those who agreed that the City is a safe community to live in (40%, versus 7% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (46%, versus 11% of those who were neither satisfied nor dissatisfied and 2% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (39%, versus 9% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (59%) or “good” value (46%, versus 17% of those who felt they received “fair” or “poor” value);
- Those who supported a tax increase above inflation (55%, or 48% of those who supported an inflationary tax increase to maintain services versus 20% of those who supported a tax decrease);
- Those who were satisfied overall, with how the City is currently being run (65%) or were neither satisfied nor dissatisfied (11%), versus 2% who were dissatisfied; and
- Those who have lived in St. Albert for 10 years or less (47%, versus 31% of those who have lived in St. Albert for 11 to 20 years and 33% of those who have lived in St. Albert for 20 or more years).

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 65 or older (39%, versus 29% of those aged 25 to 64);
- Those who agreed that the City is a safe community to live in (35%, versus 12% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (41%, versus 6% of those who were neither satisfied nor dissatisfied and 2% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (35%, versus 15% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (52%) or “good” value (42%), versus 14% of those who felt they received “fair” or “poor” value;
- Those who supported a tax increase above inflation (52%, or 43% of those who supported an inflationary tax increase to maintain services versus 17% of those who supported a tax decrease);
- Those who were satisfied overall, with how the City is currently being run (58%, versus 7% who were neither satisfied nor dissatisfied and 3% who were dissatisfied); and
- Those who have lived in St. Albert for 10 years or less (39%, versus 25% of those who have lived in St. Albert for 11 to 20 years).

When asked to rate their overall level of satisfaction with the way the City of St. Albert is currently being run, 48% (Public respondents) to 50% (Mail-to-Web respondents, comparable to 50% in 2014) were satisfied, or provided ratings of 4 (35% to 37%) or 5 (11% to 15%) out of 5. See Figure 18, below.

Figure 18



**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 who agreed that the City is a safe community to live in (54%, versus 12% who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (62%, versus 14% of those who were neither satisfied nor dissatisfied and 12% of those who were dissatisfied);
- Those who were satisfied with their experience with a City employee (56%, versus 13% who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (80%) or “good” value (63%), versus 25% of those who felt they received “fair” or “poor” value;
- Those who supported an inflationary tax increase to maintain services (67%) or a tax increase above inflation (65%), versus 32% of those who supported a tax decrease; and
- Those who have lived in St. Albert for 10 years or less (64%, versus 43% of those who have lived in St. Albert for 11 to 20 years and 45% of those who have lived in St. Albert for more than 20 years).

Respondents who were dissatisfied with how the City is currently being run (ratings of 1 or 2 out of 5; n=33 to 83) most often explained that the City has not budgeted well (34% of Mail-to-Web respondents; 39% of Public respondents). See Table 61, below.

**Table 61**

Why do you feel that way? (TOP RESPONSES)		
Base: Respondents who were dissatisfied with how the City is currently being run (ratings of 1 or 2 out of 5)	Percent of Respondents*	
	Mail-to-Web (n=83)	Public (n=33)
Poor budgeting/wasting tax dollars	34	39
Too much dissension between Councillors/Mayor	25	21
Council does not have community/resident interests at heart	13	15
Mayor/Council not managing City well/lack of planning	11	24
Taxes are too high/keep increasing	7	9
Not receiving service value equivalent to tax costs	4	6
City does not listen to residents	4	6
Need to improve road infrastructure/maintenance	4	-
City only considers high income residents when planning	4	-
Feels City employees are paid too much	2	6
Poor traffic flow/control	1	-
Don't Know/Not Stated	8	9

\*Multiple responses

Those who were neither satisfied nor dissatisfied (3 out of 5; n=48 to 107) felt that there is too much dissension between Councillors and/or the Mayor (13% to 17%), and that the City has not budgeted well (12% to 15%). See Table 62, below.

**Table 62**

Why do you feel that way? (TOP RESPONSES)		
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*	
	Mail-to-Web (n=107)	Public (n=48)
Too much dissension between Councillors/Mayor	17	13
Mayor/Council not managing City well/lack of planning	14	21
Council does not have community/resident interests at heart	13	6
Poor budgeting/wasting tax dollars	12	15
Room for improvement (unspecified)	4	4
Taxes are too high/keep increasing	3	-
Feels the City is growing too fast	2	6
Don't Know/Not Stated	26	23

\*Multiple responses

Respondents who were satisfied with how the City is being run (4 or 5 out of 5; n=79 to 216) most often reported that the City is a good place to live and provides a high quality of life (15% of Mail-to-Web respondents; 8% of Public respondents) and that they are satisfied, in general (13% of Mail-to-Web respondents; 10% of Public respondents). Nearly one-quarter of the Public respondents (24%) also reported that the City is well managed. See Table 63, below.

**Table 63**

Why do you feel that way? (TOP RESPONSES)		
Base: Respondents who were satisfied with how the City is currently being run (ratings of 4 or 5 out of 5)	Percent of Respondents*	
	Mail-to-Web (n=216)	Public (n=79)
Good place to live/high quality of life	15	8
Is satisfied/no issues (in general)	13	10
City is well run/good planning/good Mayor/Council	12	24
Too much dissension between Councillors/Mayor	8	11
Poor budgeting/wasting tax dollars/spending on unnecessary projects	5	8
Room for improvement (unspecified)	4	4
Taxes are too high/keep increasing	4	6
Good services/programs (in general)	4	5
City is safe	4	-
Council does not have community/resident interests at heart	4	1
Mayor/Council not managing City well/lack of planning	2	5
Don't Know/Not Stated	13	15

\*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% to 22%), followed by ensuring fiscal responsibility (18%) and attracting more businesses (17% to 18%). See Table 64, below.

Table 64

What do you think should be the top priorities for City Council? (TOP RESPONSES)		
	Percent of Respondents*	
	Mail-to-Web (n=429)	Public (n=164)
Reducing taxes	22	21
Budget/fiscal responsibility	18	18
Attracting more businesses/stores/shopping options	18	17
City growth/expansion/controlling growth	12	9
Maintaining current level of services	11	12
More roads/improved road/infrastructure system	11	9
Improving leadership of City Council/Mayor	8	12
Improving traffic flow/congestion	7	10
Better City planning/decision making	6	3
Recreation facilities/programs/services	5	6
Crime reduction/more police enforcement	4	4
Road repairs/maintenance	4	6
Environmental related priorities	4	2
Public transit	3	9
More schools	3	3
Safety (in general)	3	1
Park/green space maintenance/upkeep	3	6
New library	3	2
Affordable housing (including senior housing)	2	6
Economic development	2	4
Land development	1	2
None/City is doing a good job	<1	-
Don't Know/Not Stated	20	16

\*Multiple responses

### 3.11 Respondent Profile

Tables 65 and 66, below and on the following page, demonstrate the demographic breakdown of the residents surveyed in 2017.

Table 65

	Percent of Respondents	
	Mail-to-Web (n=429)	Public (n=164)
<b>Gender</b>		
Male	50	38
Female	48	60
Don't know/Not stated	2	2
<b>Age</b>		
18 to 24	<1	-
25 to 34	8	10
35 to 44	16	22
45 to 54	18	23
55 to 64	28	22
65 and older	30	24
<b>Mean</b>	<b>56.3 years</b>	<b>53.7 years</b>
<b>How long have you lived in the City of St. Albert?</b>		
Less than 1 year	1	-
1 to 5 years	17	13
6 to 10 years	10	15
11 to 20 years	26	23
More than 20 years	46	48
<b>Mean</b>	<b>20.9 years</b>	<b>22.3 years</b>
<b>Percent of Households with at Least One (1) Person in Each Age Group</b>		
Under 6 years of age	10	17
6 to 11 years of age	11	16
12 to 17 years of age	11	14
18 or older	54	43



Table 66

	Percent of Respondents	
	Mail-to-Web (n=429)	Public (n=164)
<b>Which neighbourhood do you live in?</b>		
Akinsdale	4	4
Braeside	5	2
Deer Ridge	13	8
Downtown	1	1
Erin Ridge	7	6
Erin Ridge North	1	2
Forest Lawn	5	4
Grandin	10	15
Heritage Lakes	7	7
Inglewood	2	-
Jensen Lakes	<1	-
Kingswood	5	6
Lacombe Park	12	14
Mission	4	1
North Ridge	8	10
Oakmont	8	6
Pineview	2	4
Riverside	<1	2
Sturgeon Heights	3	2
Woodlands	4	7
Other	<1	1
<b>Do you work for the City of St. Albert?</b>		
Yes	3	15
No	97	85

## **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](mailto: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 25<sup>th</sup>, 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**

Hard copy survey invitations were mailed to 4,000 randomly selected households in the City of St. Albert. The mail-out packages included a link (URL) for the web-based survey, a unique PIN to avoid duplication of responses and allow respondents to pause and continue the survey at their own convenience, and a letter of introduction from the City Manager to introduce Banister Research and inform residents of the purpose of the research.

Survey invitations were mailed out on February 27<sup>th</sup>, 2017. Respondents were provided until March 19<sup>th</sup> to access and complete the survey online; during this time, a total of 429 City residents completed the online version of the survey (compared to 473 in 2014).

Banister Research also provided the City of St. Albert with a separate URL to promote via the City website or other public means of communication (e.g., social media). A total of 164 respondents completed the survey via public link.

Both links were hosted on the Banister web server to ensure anonymity and the confidentiality of responses. Banister's web programmer created a composite drawing of the survey and site design. Home and landing pages were created, as well as a sectioned survey form. Following the creation of the online tool and internal form testing, Banister Research provided the Client with a preview link (URL) to ensure the survey was working as desired. All test data was cleared from the survey file prior to the mail-out of the survey invitations and launch of the online versions of the survey.

### **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 2014 (prior to 2014, the Community Satisfaction Survey was previously only conducted via telephone). 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.