

































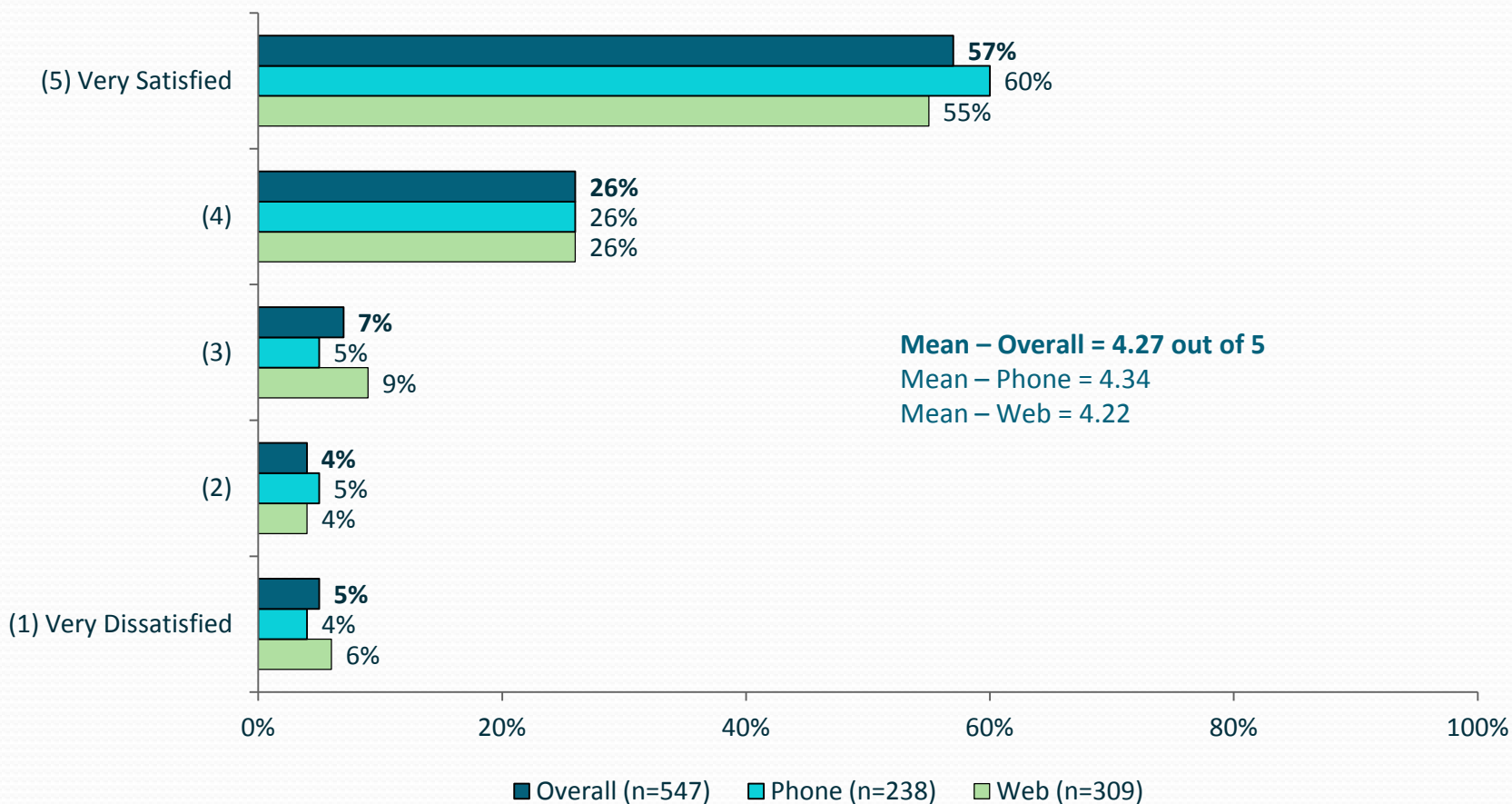






# Overall Satisfaction with Customer Service

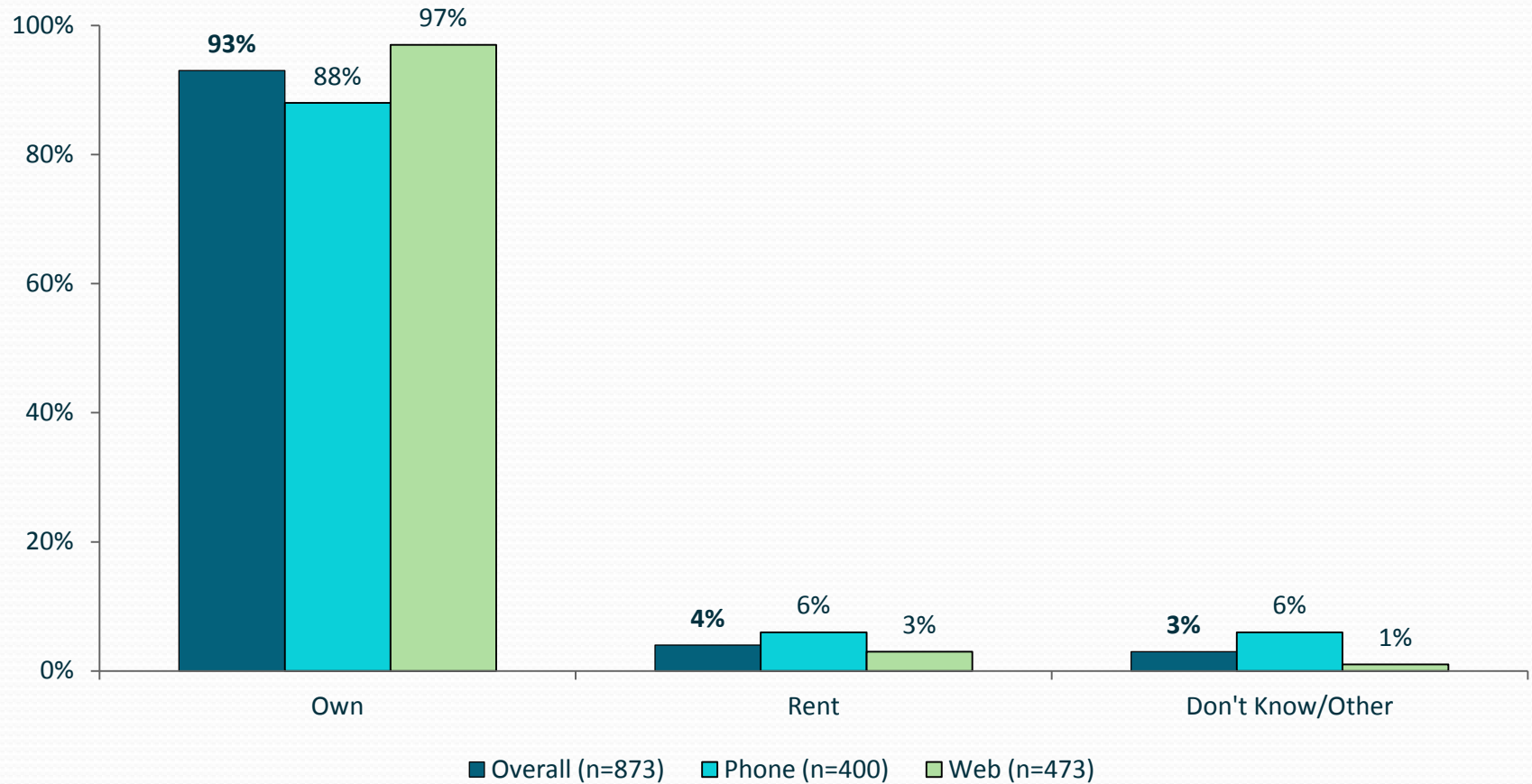
Overall, how satisfied were you with the service provided by the City employee that you last contacted?



\*Base: Respondents who had contact with a City employee in the past year

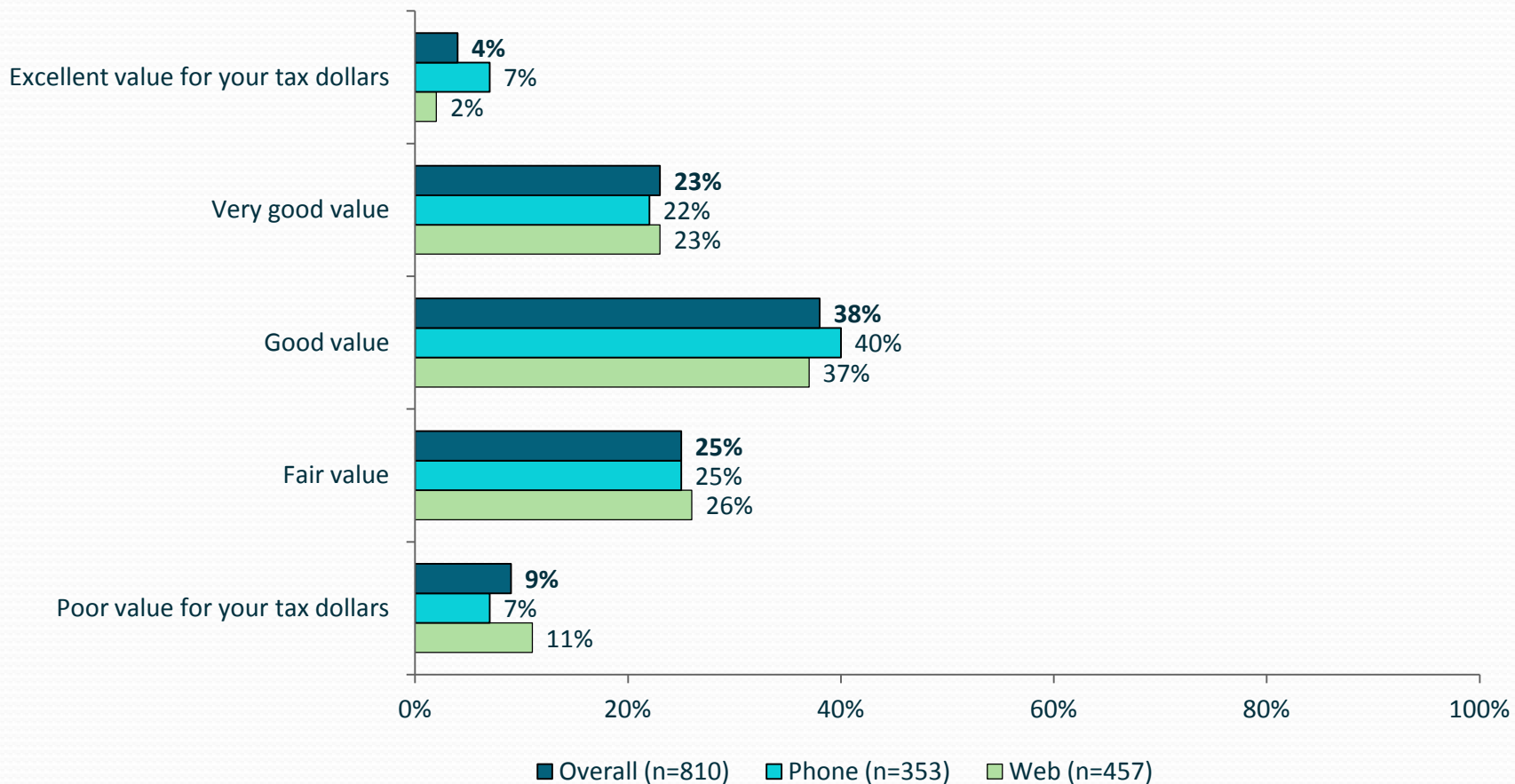
# Home Ownership

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



# Perceived Value for Tax Dollars

Thinking about the amount of your tax bill that pays for City services, would you say you receive...?



\*Base: Homeowners

## Why do you feel the value received for your tax dollars is...?

- **Very Good or Excellent (n=215)\*:**
  - **Good snow removal – 17% overall** (Phone – 12%; Web – 21%)
  - **Nice parks and trees/trail system/green spaces – 15%** (Phone – 16%; Web – 15%)
  - **Good value for tax dollars/spend budget well – 15%** (Phone – 10%; Web – 20%)
  - **Satisfied with the services provided (in general) – 14%** (Phone – 15%; Web – 12%)
- **Good (n=309)\*\*:**
  - **Satisfied with the services provided (in general) – 9% overall** (Phone – 10%; Web – 9%)
  - **Good snow removal – 9%** (Phone – 10%; Web – 9%)
  - **Taxes are high/continue to rise – 8%** (Phone – 9%; Web – 8%)
- **Fair or Poor (n=278)\*\*\*:**
  - **Taxes are high/continue to rise – 22% overall** (Phone – 20%; Web – 24%)
  - **Taxes are high compared to other cities/communities with the same facilities and services – 17%** (Phone – 17%; Web – 16%)
  - **City should improve on how they manage the money – 13%** (Phone – 6%; Web – 17%)

Base: Homeowners

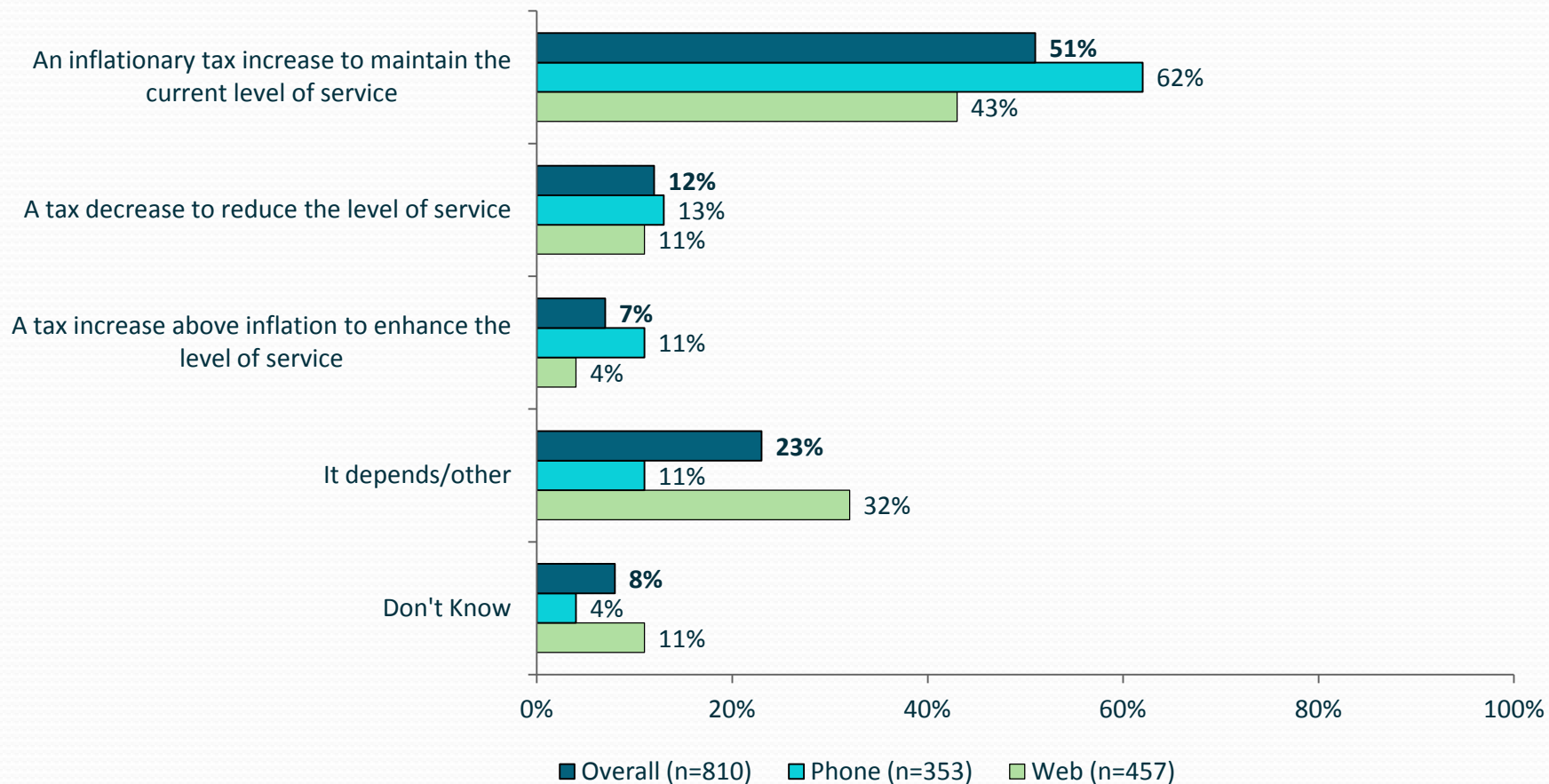
\*Very Good/Excellent Value: Phone n=99; Web n=116

\*\*Good Value: Phone n=140; Web n=169

\*\*\*Fair/Poor Value: Phone n=112; Web n=166

# Support for Tax Strategies

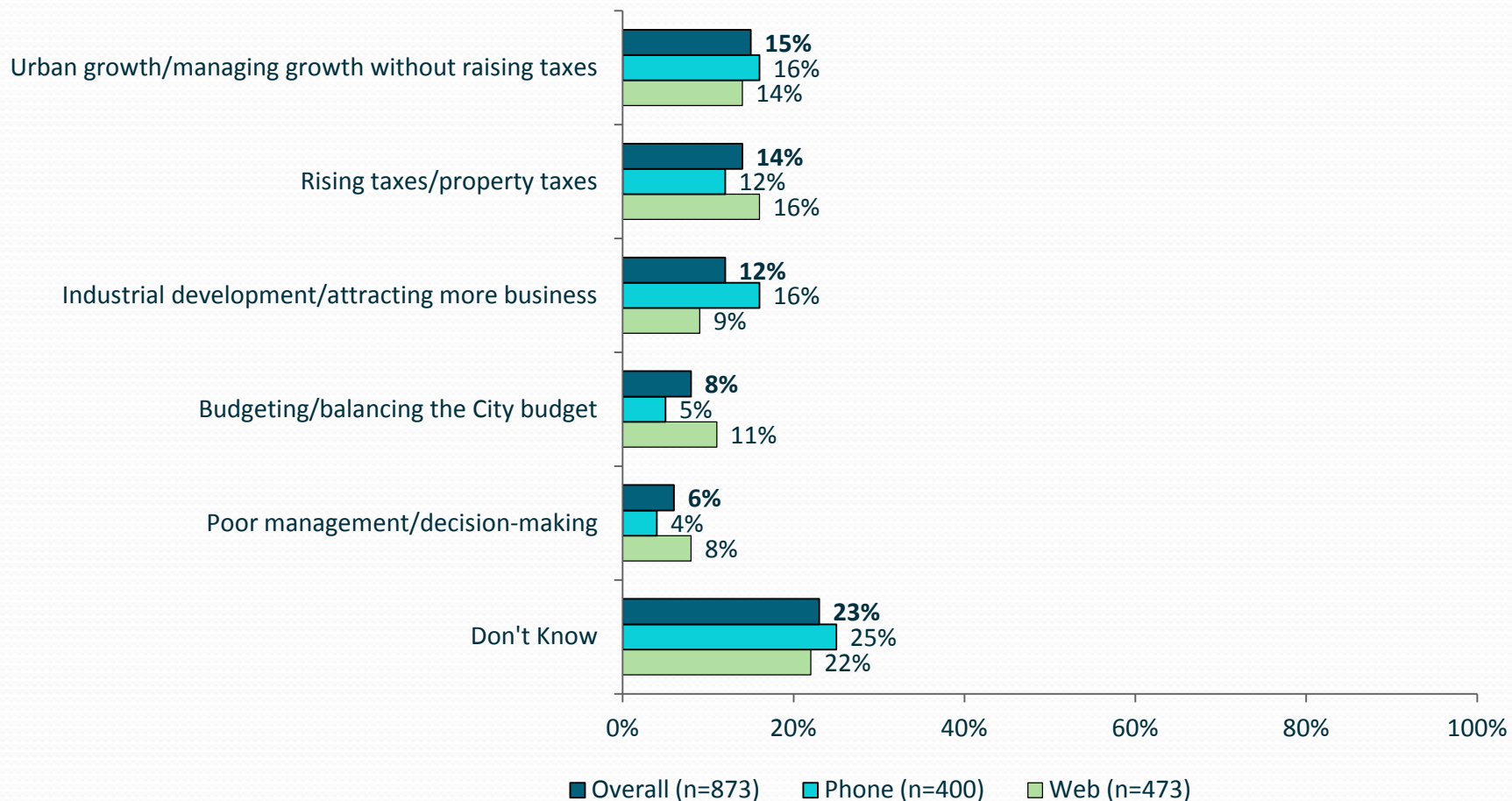
Which tax strategy would you support the most for the City of St. Albert over the next 5 years?



\*Base: Homeowners

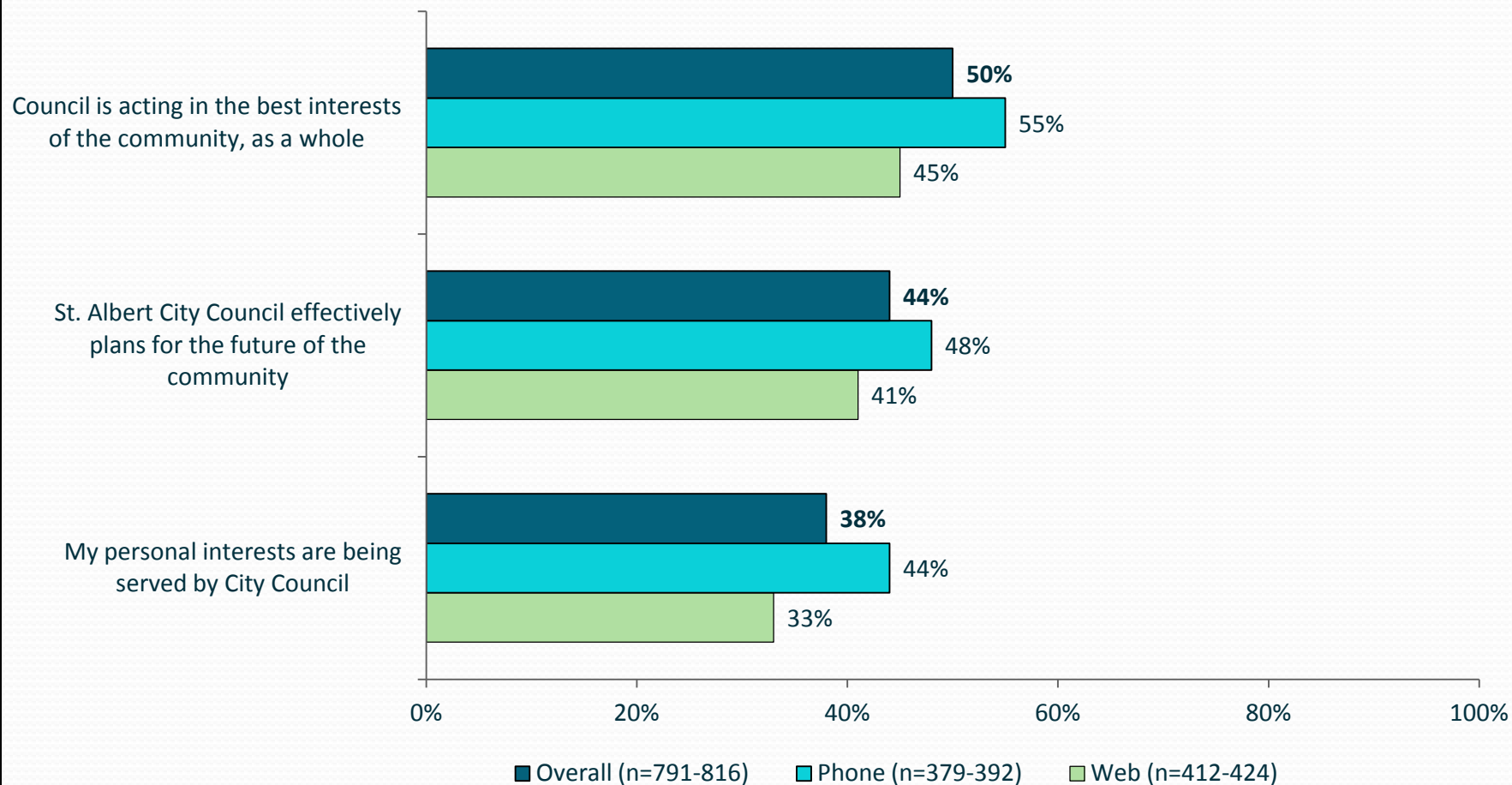
# Issues Facing City Council

What is the most important issue facing the St. Albert City Council today? (Top responses)



# Municipal Leadership

Percent of Respondents Who Agreed With Each Statement (ratings of 4 or 5 out of 5)\*

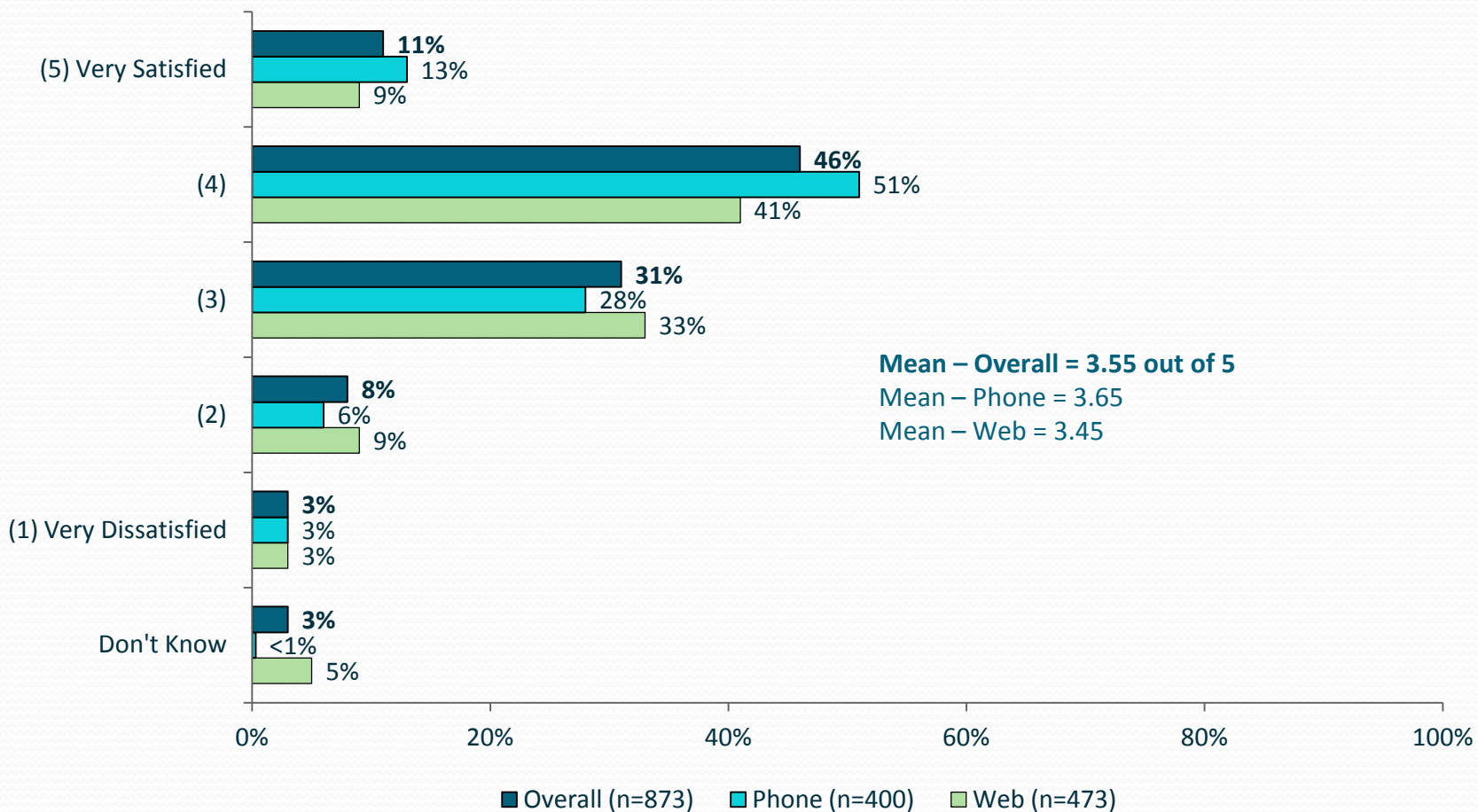


\*Base: Excluding "don't know" or "not stated" responses



# Overall Satisfaction with Municipal Leadership

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



## Why do you feel that way about how the City is being run?

- Respondents who were Satisfied (n=490)\*:
  - City is well-run/good planning (in general) – 22% overall (Phone – 22%; Web – 22%)
  - Is satisfied/no issues (in general) – 15% (Phone – 19%; Web – 10%)
  - Room for improvement (unspecified) – 12% (Phone – 11%; Web – 13%)
  - Good place to live/high quality of life – 9% (Phone – 10%; Web – 7%)
- Respondents who were Neither Satisfied nor Dissatisfied (n=266)\*\*:
  - Mayor/Council not managing the City well– 11% overall (Phone – 11%; Web – 11%)
  - Poor budgeting/wasting tax dollars – 10% (Phone – 7%; Web – 12%)
  - Council does not have community interests at heart – 9% (Phone – 11%; Web – 8%)
  - Room for improvement (unspecified) – 8% (Phone – 5%; Web – 9%)
- Respondents who were Dissatisfied (n=93)\*\*\*:
  - Poor budgeting/wasting tax dollars – 29% overall (Phone – 36%; Web – 25%)
  - Mayor/Council not managing the City well – 22% (Phone – 18%; Web – 23%)
  - Council does not have community interests at heart – 17% (Phone – 9%; Web – 22%)

\*Respondents who were satisfied (ratings of 4 or 5): Phone n=254; Web n=236

\*\*Respondents who were neither satisfied nor dissatisfied (3 out of 5): Phone n=112; Web n=154

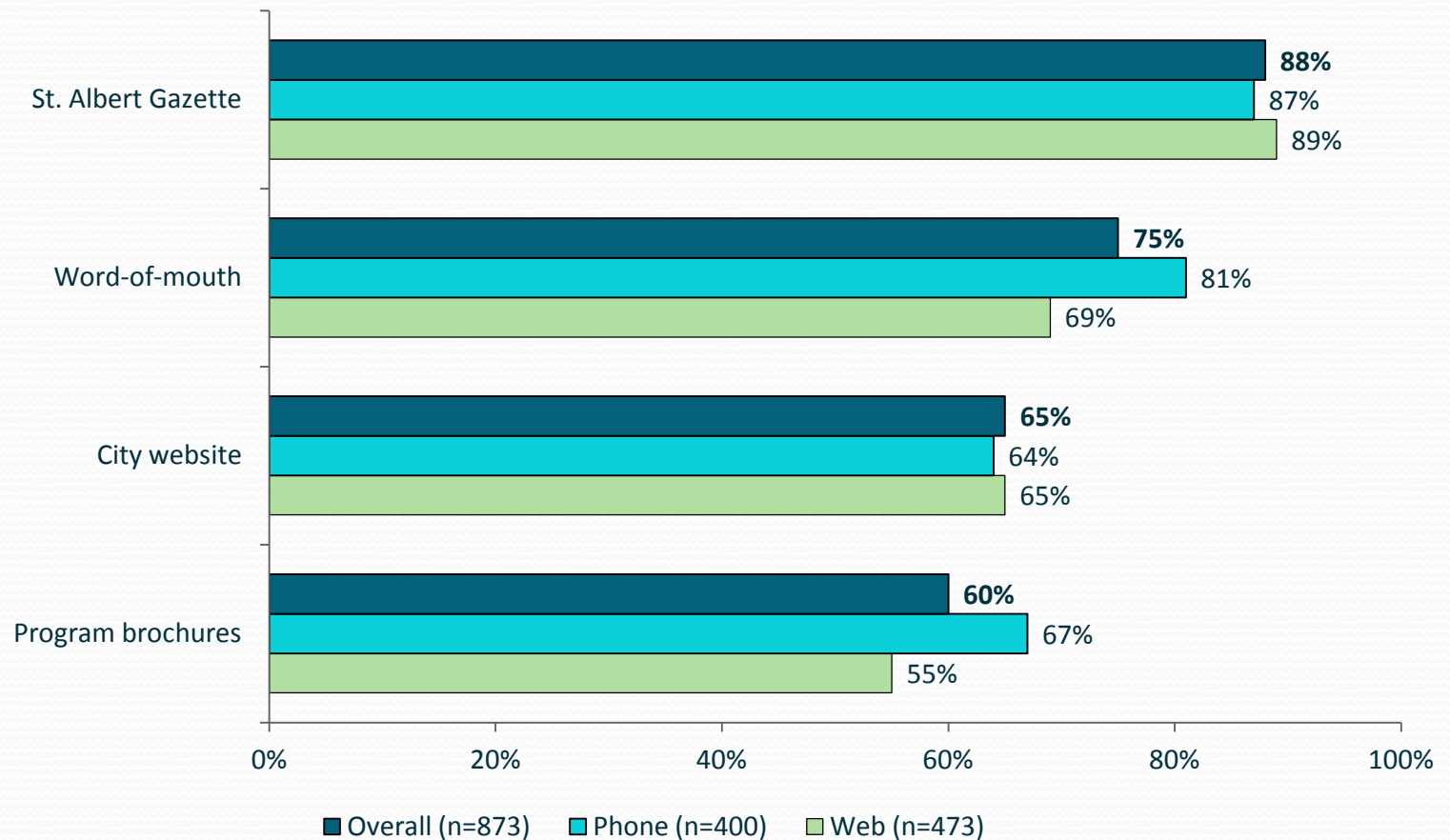
\*\*\*Respondents who were dissatisfied (ratings of 1 or 2): Phone n=33; Web n=60

# Priorities for City Council

- In your opinion, what do you think should be the top 3 priorities for City Council?
  - **Economic development – 30% overall**
    - Phone – 33%
    - Web – 27%
  - **Reducing taxes – 25%**
    - Phone – 22%
    - Web – 28%
  - **More roads/improved road infrastructure system – 14%**
    - Phone – 14%
    - Web – 13%

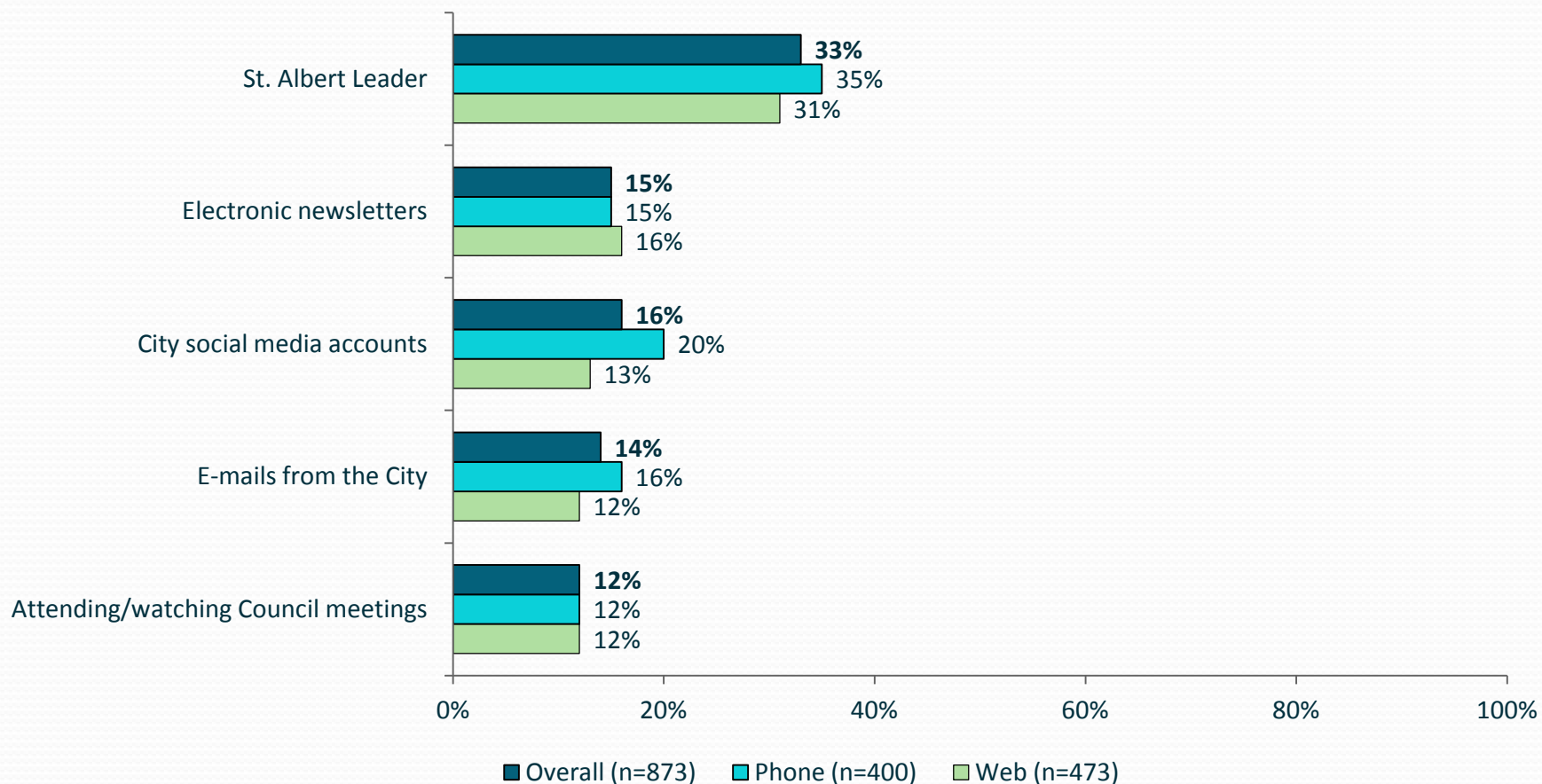
# Currently Used Sources of Information

Percent of Respondents Who Currently Use Each Source of Information on City Programs, Services, and Initiatives



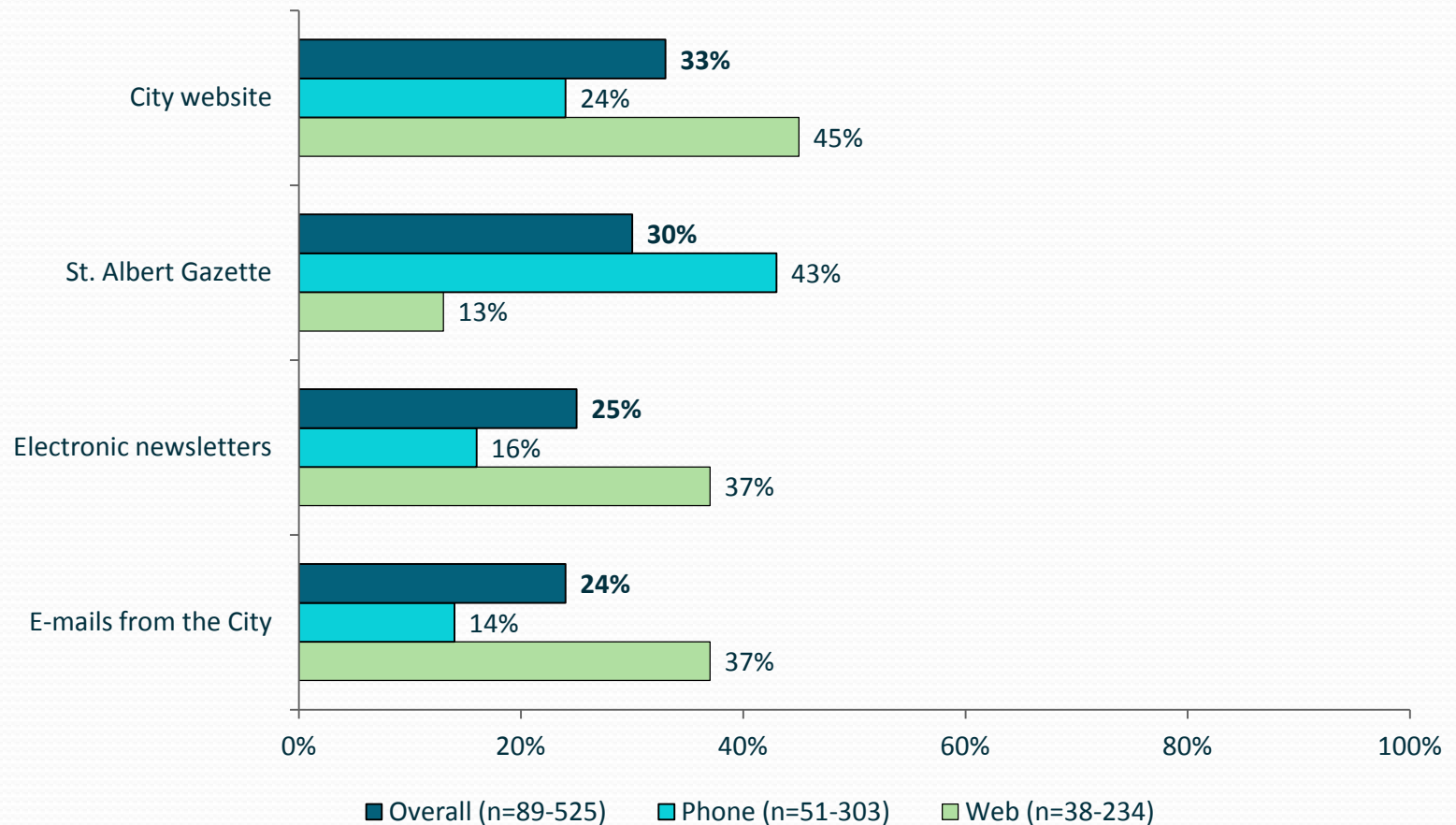
# Currently Used Sources of Information (cont'd)

**Percent of Respondents Who Currently Use Each Source of Information on City Programs, Services, and Initiatives**



# Potential Sources of Information

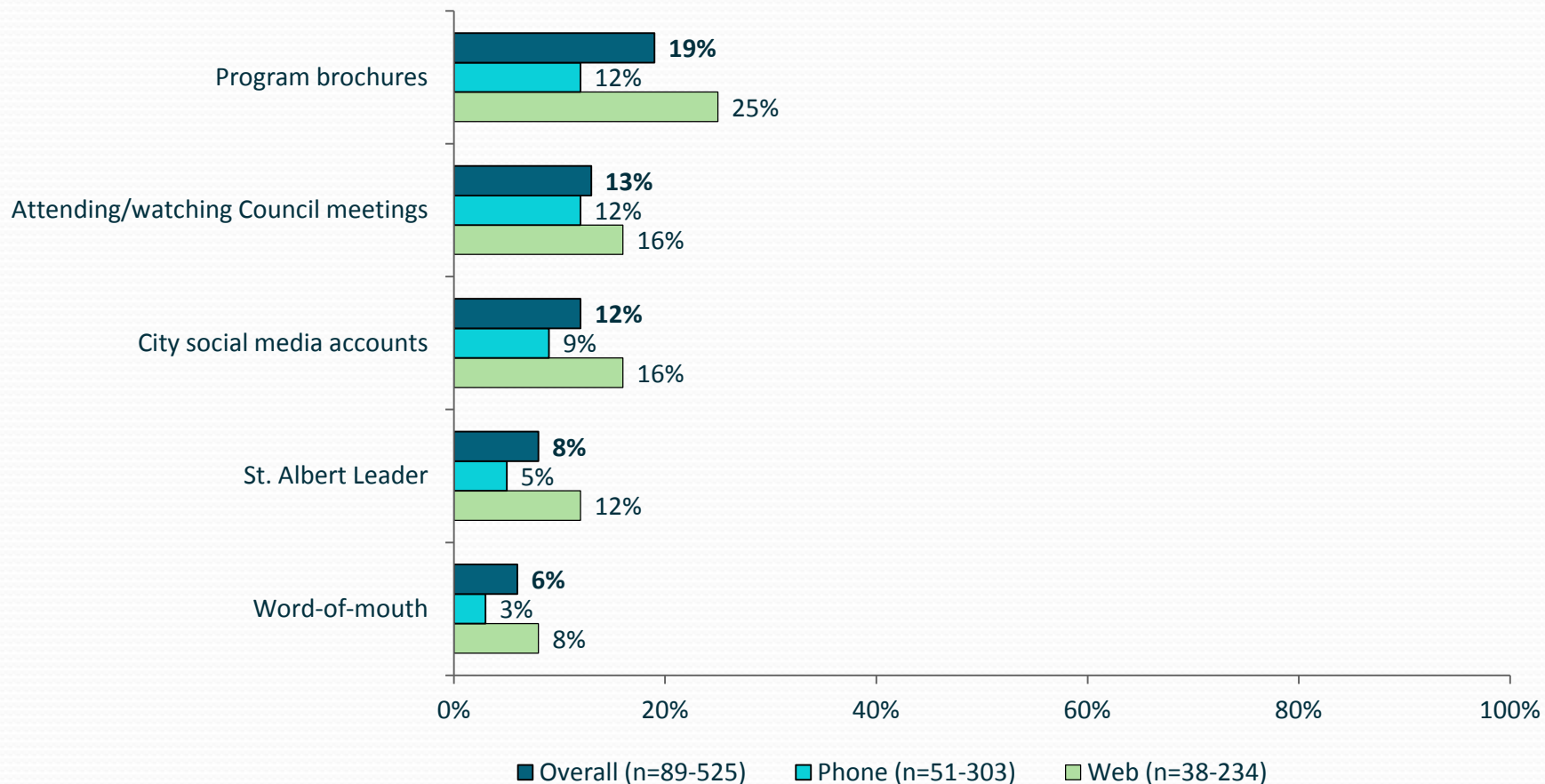
Percent of Respondents Who Would Find Each Source Effective, if Used in the Future  
(ratings of 4 or 5 out of 5)\*



\*Base: Respondents who do not currently use each source of information, excluding "don't know" or "not stated" responses

# Potential Sources of Information (cont'd)

**Percent of Respondents Who Would Find Each Source Effective, if Used in the Future**  
(ratings of 4 or 5 out of 5)\*

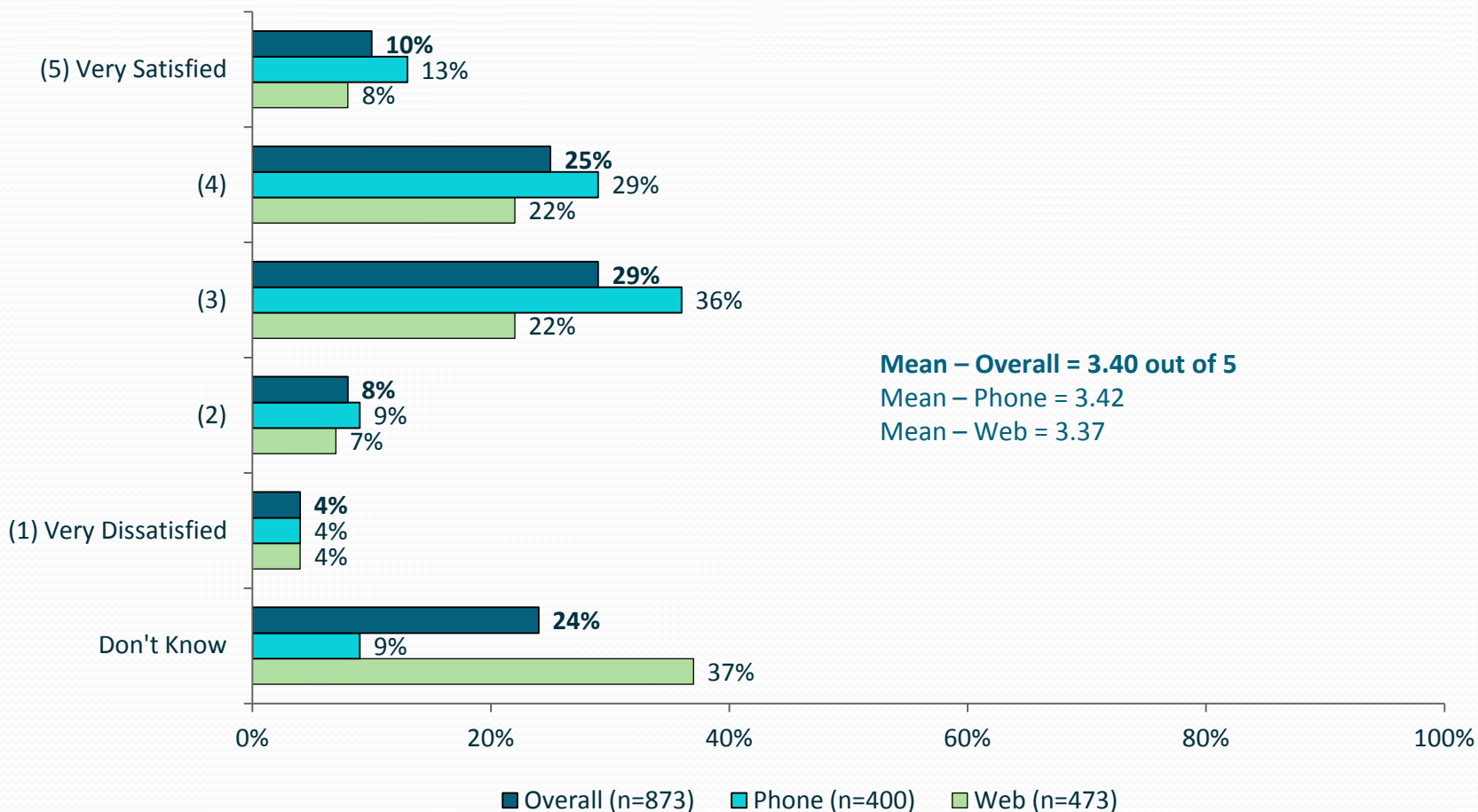


\*Base: Respondents who do not currently use each source of information, excluding “don’t know” or “not stated” responses

# Satisfaction with Opportunities for Public Engagement



How satisfied are you with the opportunities for public engagement?





## Why do you feel that way about the opportunities available?

- Respondents who were Satisfied (n=312)\*:
  - Opportunities are provided/satisfied with opportunities to engage (in general) – 47% overall (Phone – 53%; Web – 40%)
  - Mayor/Council are approachable/welcoming/easy to contact – 10% (Phone – 14%; Web – 6%)
  - Does not engage/not interested/does not need to engage with the City – 6% (Phone – 7%; Web – 6%)
- Respondents who were Neither Satisfied nor Dissatisfied (n=249)\*\*:
  - Does not engage/not interested/does not need to engage with the City – 24% (Phone – 33%; Web – 12%)
  - Need to engage public more/better publicize engagement opportunities – 23% (Phone – 21%; Web – 24%)
  - Opportunities are provided/satisfied with opportunities to engage – 16% (Phone – 18%; Web – 13%)
- Respondents who were Dissatisfied (n=104)\*\*\*:
  - They do what they want regardless of input/do not act on suggestions – 35% (Phone – 35%; Web – 35%)
  - Need to engage public more/better publicize engagement opportunities – 31% (Phone – 33%; Web – 29%)
  - Does not engage/not interested/does not need to engage with the City – 6% (Phone – 10%; Web – 2%)

\*Respondents who were satisfied (ratings of 4 or 5): Phone n=168; Web n=144

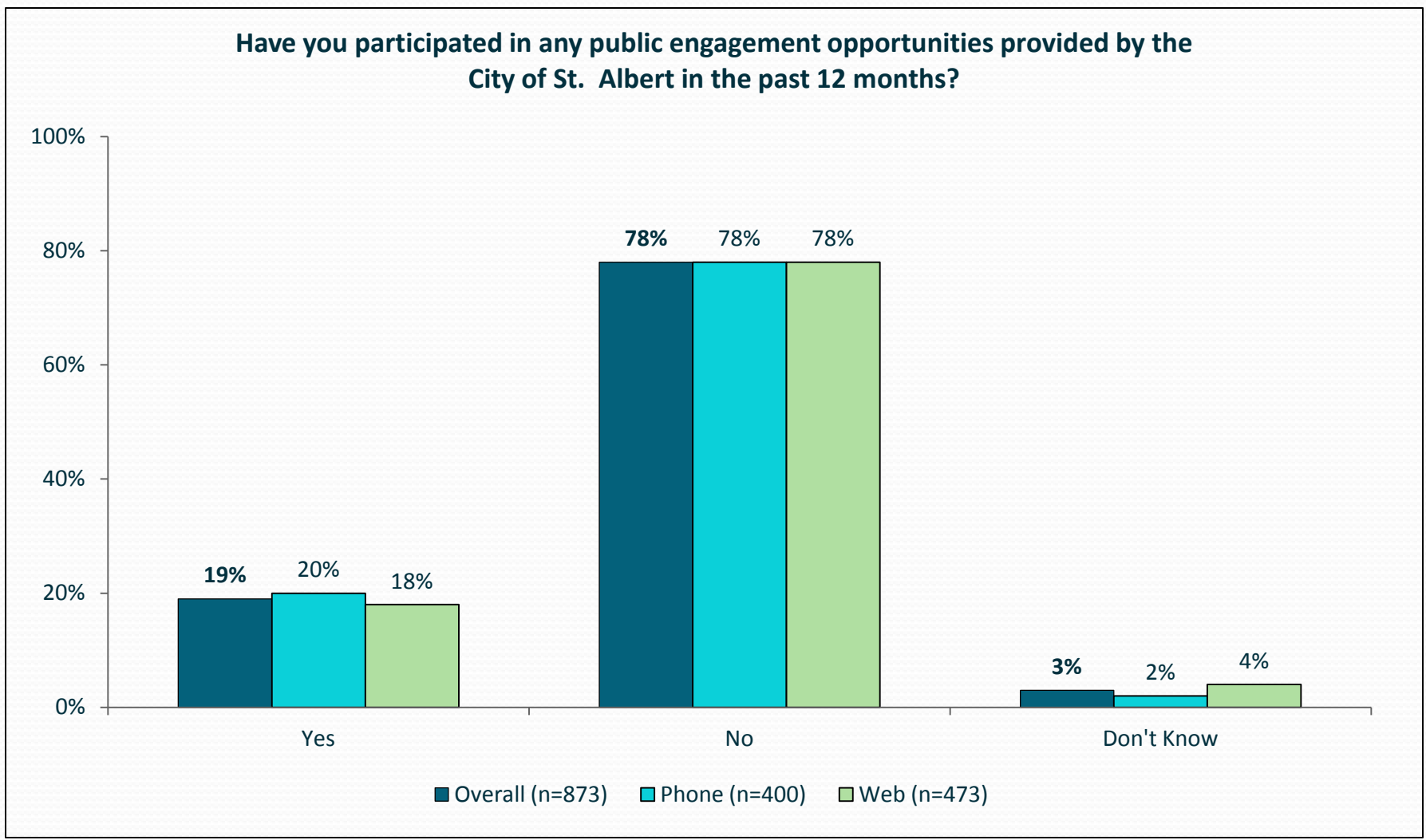
\*\*Respondents who were neither satisfied nor dissatisfied (3 out of 5): Phone n=145; Web n=104

\*\*\*Respondents who were dissatisfied (ratings of 1 or 2): Phone n=52; Web n=52

# Participation in Public Engagement

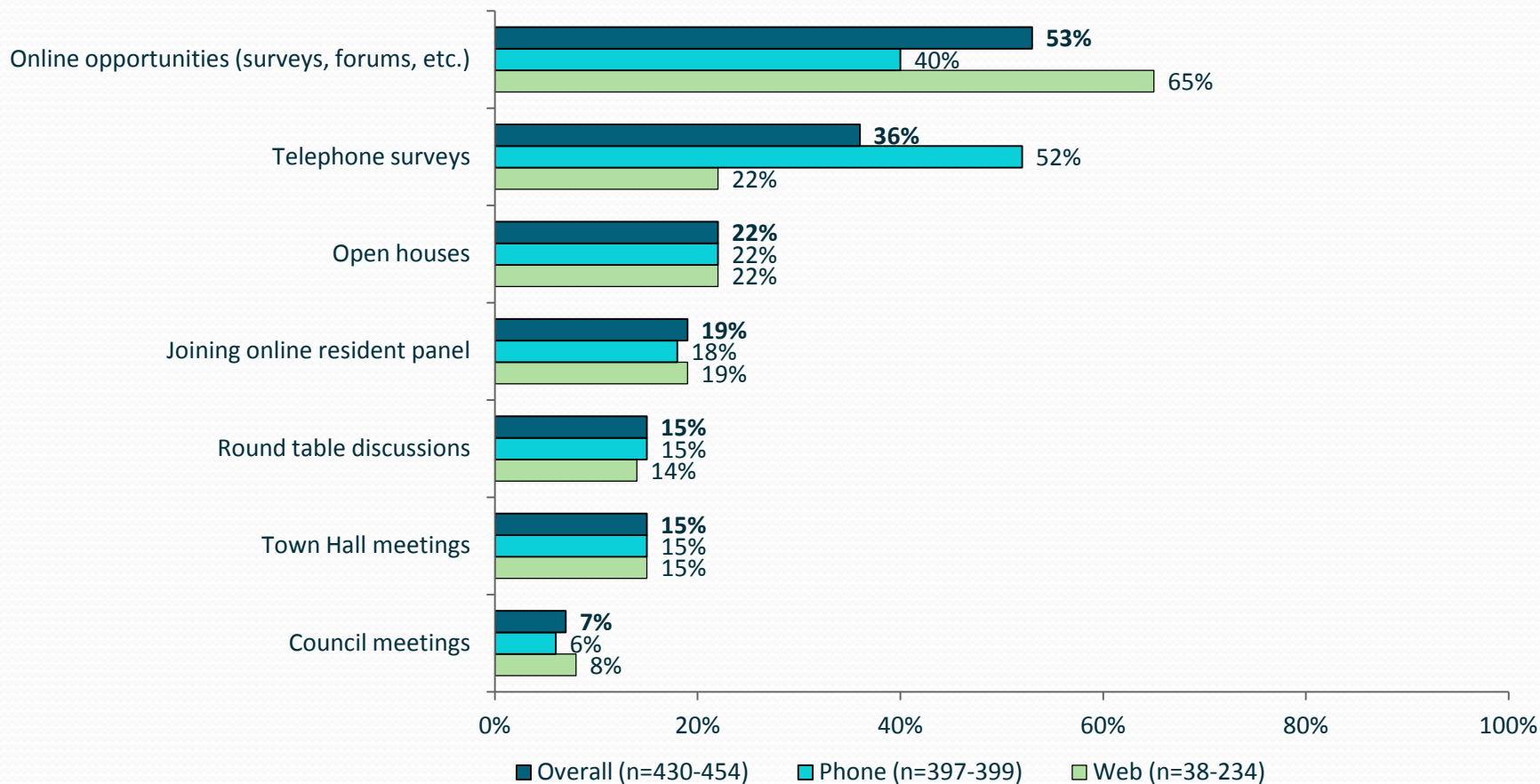


Have you participated in any public engagement opportunities provided by the City of St. Albert in the past 12 months?



# Likelihood of Engaging with the City

**Percent of Respondents Who Were Likely to Participate in Public Engagement Opportunities via Each Method (ratings of 4 or 5 out of 5)\***



\*Base: Excluding “don’t know” or “not stated” responses

# Respondent Demographics

Gender	Overall (n=873)	Phone (n=400)	Web (n=473)
Male	51%	49%	53%
Female	47%	51%	45%
Not Stated	1%	-	3%

Age	Overall (n=873)	Phone (n=400)	Web (n=473)
18 to 24 years	5%	11%	1%
25 to 64 years	69%	63%	75%
65 and older	25%	27%	24%
<b>Mean</b>	<b>54.4 years</b>	54.1 years	54.7 years

How long have you lived in the City of St. Albert?	Overall (n=873)	Phone (n=400)	Web (n=473)
5 years or less	9%	5%	12%
6 to 10 years	13%	15%	11%
11 to 20 years	26%	27%	25%
21 to 30 years	23%	22%	24%
31 years or more	30%	31%	28%
<b>Mean</b>	<b>22.9 years</b>	23.2 years	22.6 years

# Respondent Demographics (cont'd)

Neighbourhood	Overall (n=873)	Phone (n=400)	Web (n=473)
Grandin	10%	7%	13%
Lacombe Park	9%	7%	11%
Akinsdale	8%	7%	9%
Deer Ridge	8%	6%	10%
Erin Ridge	7%	7%	7%
Heritage Lakes	7%	6%	7%
Oakmont	7%	6%	7%
Forest Lawn	5%	6%	5%
Braeside	5%	6%	4%
Kingswood	5%	6%	4%
Woodlands	5%	6%	4%
North Ridge	5%	5%	5%
Pineview	5%	5%	4%
Mission	4%	5%	4%
Sturgeon Heights	4%	5%	3%
Other (2% of all respondents or less)	6%	11%	3%

# Respondent Demographics (cont'd)

Percent of Households with at Least One (1) Person in Each Age Group	Overall (n=864)*	Phone (n=400)	Web (n=464)*
Under 13 years of age	20%	20%	20%
Between 13 and 18 years old	17%	18%	17%
Between 19 and 44 years old	42%	40%	43%
Between 45 and 64 years old	59%	62%	57%
65 years of age or older	28%	31%	25%
<b>Mean Total Household Size</b>	<b>2.7 people</b>	2.8 people	2.7 people

Highest Level of Education Achieved	Overall (n=873)	Phone (n=400)	Web (n=473)
Less than high school	2%	3%	1%
Graduated high school	14%	19%	9%
Some or completed technical or vocational school	12%	10%	14%
Some or completed college	35%	39%	33%
Some or completed university	35%	39%	33%
Post-graduate	16%	9%	22%

\*Base: Excluding "don't know" or "not stated" responses



# Questions?