



2014 Resident Satisfaction Research
General Population Telephone Survey
Final Report

October 10, 2014



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1.0 SUMMARY OF FINDINGS

In 2014, the City of St. Albert contracted Banister Research & Consulting Inc. to conduct the 2014 Resident Satisfaction Research. As part of the research, Banister Research conducted 400 telephone interviews with members of the general population who resided within the city limits of St. Albert. Age and gender quotas were established to ensure proper demographic representation. Results reflect a margin of error no greater than $\pm 4.9\%$ at the 95% confidence level, or 19 times out of 20.

Key findings from the 2014 St. Albert General Population Telephone Survey included the following:

Quality of Life

- When asked to rate their perceived quality of life, nearly all of the respondents (98%) rated it as “good” (25%) or “very good” (73%, a significant increase from 62% in 2012).
- When asked what they considered to be the top factors **contributing to a high quality of life** in St. Albert, 40% mentioned the parks and green spaces, followed by 24% who referenced the availability of services and facilities, and 22% who reported that St. Albert is a safe place to live.
- When asked about the factors that **detract from a high quality of life**, more than one-third of the respondents (37%) mentioned high taxes or tax increases.
- Just over one-fifth of the respondents (21%, a significant increase from 14% in 2012) reported that the quality of life in St. Albert had **improved** in the past three (3) years. Just under two-thirds (65%) reported that the quality of life had **stayed about the same** (a significant decrease from 71% in 2012), while 13% felt that it had **worsened** (the same as in 2012).
 - Respondents who felt that the quality of life had **improved** (n=82) most often explained that there is a good variety of shopping, restaurants, and other businesses (32%), and that there is a good variety of activities and other programming (11%).
 - Respondents who reported that the quality of life had **stayed the same** (n=261) most frequently explained that they had not seen any changes or improvements, overall, to the quality of life in St. Albert (61%).
 - Those who felt that the quality of life had **worsened** (n=51) most often reported that there is too much traffic (35%), that the city is growing too fast (26%), and that taxes are too high and/or keep increasing (22%).

Safety Issues in St. Albert

- The majority of the respondents (92%) agreed that “St. Albert is a safe community to live in,” providing ratings of 4 (42%) or 5 (50%) out of 5, while 8% provided a neutral rating.
- When asked what they considered to be the biggest safety and crime issues, 28% of the respondents mentioned vandalism, followed by one-quarter (25%) who cited theft and burglary.

Overall Satisfaction with City Services, Facilities, and Programs

- Respondents were asked to rate their satisfaction with each of twelve (12) types of services, facilities, and programs in St. Albert. Services that garnered the highest overall satisfaction ratings included:
 - **Outdoor Recreation, Parks, and Trail System** (n=395)¹ – 91% of the respondents were satisfied, or provided a rating of 4 or 5 out of 5 (mean rating = 4.44);
 - **Fire and Ambulance Services** (n=380) – 89% were satisfied (mean rating = 4.43);
 - **Arts and Culture** (n=382) – 88% were satisfied (mean rating = 4.36); and
 - **Indoor Recreation** (n=383) – 84% were satisfied (mean rating = 4.19 out of 5).

Services that garnered moderate satisfaction ratings included:

- **Police and Municipal Enforcement** (n=396) – 78% were satisfied (mean rating = 4.05);
- **Environmental Services** (n=353) – 75% were satisfied (mean rating = 3.93);
- **Public Works** (n=400) – 75% were satisfied (mean rating = 3.96);
- **Family and Community Support Services** (n=322) – 64% were satisfied (mean rating = 3.78); and
- **St. Albert Public Transit** (n=320) – 54% were satisfied (mean rating = 3.49).

Conversely, services that fewer than half of the respondents were satisfied with included:

- **Engineering** (n=373) – 49% were satisfied (mean rating = 3.48);
- **Economic Development** (n=388) – 48% were satisfied (mean rating = 3.43); and
- **Planning and Development** (n=353) – 47% were satisfied (mean rating = 3.44).
- In terms of overall satisfaction with services, 83% of the respondents were satisfied, providing ratings of 4 (58%) or 5 (26%) out of 5.² Fifteen percent (15%) provided a rating of 3 out of 5, while 2% were dissatisfied (rating of 2 out of 5). The overall mean satisfaction rating was 4.08.
- When asked if they could recommend one change or improvement to the programs, services, and facilities provided by the City of St. Albert that would better meet their needs, 9% mentioned a need for more recreational facilities, services, and programs.

¹ Bases modified to remove “don’t know” or “not stated” responses.

² Any discrepancies between reported percentages are due to rounding of the numbers (e.g., 57.7% who provided a rating of 4 + 25.5% who provided a rating of 5 = 83.2%).

Overall Importance of City Services, Facilities, and Programs

- With regards to the twelve (12) City services, facilities, and programs, respondents were also asked to rate the importance of each one. Services that had the highest importance ratings included:
 - **Fire and Ambulance Services** – 97% rated it as important, or provided ratings of 4 or 5 out of 5 (mean rating = 4.76);
 - **Police and Municipal Enforcement** – 93% rated it as important (mean rating = 4.58);
 - **Public Works** – 89% rated it as important (mean rating = 4.32); and
 - **Outdoor Recreation, Parks, and Trail System** – 86% rated it as important (mean rating = 4.32).

Services that had moderate importance ratings included:

- **Planning and Development** – 76% rated it as important (mean rating = 4.04);
- **Economic Development** – 75% rated it as important (mean rating = 4.02);
- **Environmental Services** – 73% rated it as important (mean rating = 3.97); and
- **Indoor Recreation** – 73% rated it as important (mean rating = 3.98).

Conversely, fewer than 7 out of 10 respondents felt that the following were important:

- **Family and Community Support Services** – 64% rated it as important, or provided ratings of 4 or 5 out of 5 (mean rating = 3.75);
- **Engineering** – 64% rated it as important (mean rating = 3.79);
- **Arts and Culture** – 58% rated it as important (mean rating = 3.57); and
- **St. Albert Public Transit** – 51% rated it as important (mean rating = 3.37).

Importance vs. Satisfaction

- Services that were of higher than average importance, but lower than average satisfaction, are viewed as the **primary areas of improvement**. Planning and Development was on the cusp of being a primary area of improvement, having lower than average satisfaction, and average importance. Secondary areas of improvement included:
 - St. Albert Public Transit;
 - Engineering;
 - Family and Community Support Services; and
 - Economic Development.
- Services that were of higher than average importance and higher than average satisfaction are viewed as **key strengths or successes**. These included:
 - Police and Municipal Enforcement;
 - Fire and Ambulance Services;
 - Public Works; and
 - Outdoor Recreation, Parks, and Trail System.

Customer Service and Contact with City of St. Albert Employees

- Three-fifths of the respondents (60%) reported having been in contact with a City employee in the past year (a significant decrease from 67% in 2012).
- Respondents who had been in contact with a City employee in the past year were asked to rate their level of agreement with five (5) statements concerning the quality of customer service experienced:
 - **“Staff were polite”** (n=239) – 94% of the respondents agreed (mean rating = 4.62 out of 5);
 - **“Staff provided a response within a reasonable time”** (n=237) – 89% agreed (mean rating = 4.46);
 - **“Staff were knowledgeable”** (n=237) – 88% agreed (mean rating = 4.43);
 - **“Staff were able to refer you to the correct person or department if they couldn’t help you”** (n=192) – 85% agreed (mean rating = 4.33); and
 - **“Staff were able to take action”** (n=231) – 78% agreed (mean rating = 4.19).
- In terms of the overall service provided by the City of St. Albert employee with whom they last had contact (n=239), 86% were satisfied, or provided ratings of 4 (26%) or 5 (60%) out of 5. Five percent (5%) were neither satisfied nor dissatisfied (rating of 3), while 8% were dissatisfied, or provided ratings of 1 (4%) or 2 (5%) out of 5. The overall mean satisfaction rating was 4.34 out of 5.

Property Taxes and Financial Planning

- Eighty-eight percent (88%) of the respondents surveyed were homeowners, while 6% were renters, and 6% did not provide a response.
- Homeowners (n=353) were asked to rate the value they felt they received for the amount of their tax bill that pays for city services. More than one-quarter of the respondents (28%) felt they received “very good” (22%) or “excellent” (7%) value for their tax dollars, while 40% reported receiving “good” value, and 32% reported receiving “fair” (25%) or “poor” (7%) value.
 - Respondents who felt they received “very good” or “excellent” value for their tax dollars (n=99) most often explained that they enjoy the parks, trees, and trail system (16%), and that they are satisfied with the services provided, overall (15%).
 - Those who felt they received “good” value for their tax dollars (n=140) explained that they are satisfied with the services provided, overall (10%), and that snow removal services are good, in general (10%).
 - Those who felt they received “fair” or “poor” value (n=112) reported that taxes are high and/or that taxes continue to rise (20%); and that taxes are relatively high in relation to other comparable cities (17%).
- In terms of an overall tax strategy, 62% of the homeowners surveyed (n=353) supported an inflationary tax increase to maintain the current level of services from the City, while 13% supported a tax decrease to reduce the level of services. Eleven percent (11%) supported a tax increase above inflation to enhance or expand the level of services from the City.
 - Eleven percent (11%) said “it depends.”

Municipal Leadership

- When asked what they considered the most important issue facing the St. Albert City Council today, 16% of the respondents mentioned managing urban growth, while another 16% mentioned industrial development and attracting more industry.
- Respondents were 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”** – 54% of the respondents agreed (ratings of 4 or 5 out of 5);
 - 33% neither agreed nor disagreed (3 out of 5); and
 - The mean rating was 3.55 out of 5.
 - **“Council effectively plans for the future of the community”** – 45% agreed;
 - 41% neither agreed nor disagreed; and
 - The mean rating was 3.48.
 - **“My personal interests are being served by City Council”** – 42% agreed;
 - 39% neither agreed nor disagreed; and
 - The mean rating was 3.34.
- When asked to rate their overall level of satisfaction with the way the City of St. Albert is currently being run, 64% of the respondents were satisfied, or provided ratings of 4 (51%) or 5 (13%) out of 5. Twenty-eight percent (28%) were neither satisfied nor dissatisfied (3 out of 5), while 8% provided ratings of 1 (3%) or 2 (6%).
 - Respondents who were satisfied with how the City is currently being run (ratings of 4 or 5 out of 5; n=254) most often explained that the City is well-run and well-planned, in general (22%), and that they are satisfied and/or do not have any issues (19%).
 - Those who were neither satisfied nor dissatisfied (3 out of 5; n=112) felt that they Mayor and City Council are not managing the City well (11%), and that City Council does not have its residents’ interests at heart (11%).
 - Respondents who were dissatisfied with how the City is being run (1 or 2 out of 5; n=33) most often reported that City Council is budgeting poorly (36%), followed by 18% who reported that the Mayor and City Council are not managing the City well.

Top Priorities for the City of St. Albert

- When asked what they thought should be Council’s top priorities, one-third of the respondents (33%) cited economic development, followed by 22% who mentioned reducing taxes.

City News and Promotions

- More than 80% of the respondents reported using the St. Albert Gazette (87%) and word-of-mouth (81%) when they need to get information on City programs, services, and initiatives, while more than half of the respondents use program brochures (67%) and the City website (64%).
- Respondents who reported *not* using each source of information were asked how effective they felt those sources would be, if they chose to use them in the future. Respondents who do not currently refer to the St. Albert Gazette (n=51) were the most likely to have rated it as an effective method of communication (ratings of 4 or 5 out of 5) (43%).

Public Engagement

- Respondents were asked to rate their overall level of satisfaction with the availability of opportunities for public engagement. Forty-two percent (42%) reported being satisfied with the opportunities available, providing ratings of 4 (29%) or 5 (13%) out of 5. Thirty-six percent (36%) were neither satisfied nor dissatisfied (3 out of 5), while 13% were dissatisfied, or provided ratings of 1 (4%) or 2 (9%) out of 5.
 - Those who were satisfied with the opportunities available for public engagement (ratings of 4 or 5 out of 5; n=168) most often explained that they feel opportunities to engage are provided, in general (53%).
 - Those who were neither satisfied nor dissatisfied (3 out of 5; n=145) explained that they do not engage with the City and/or do not feel the need to engage (33%). Twenty-one percent (21%) reported that the City should better publicize engagement opportunities.
 - Respondents who were dissatisfied (ratings of 1 or 2; n=52) most often felt that the City does not take resident feedback into account (35%), and that opportunities for public engagement should be better publicized (33%).
- One-fifth of the respondents surveyed (20%) reported having participated in at least one public engagement opportunity with the City of St. Albert in the past 12 months, while 78% had not. Two percent (2%) were unsure, or did not provide a response.
- More than half of those surveyed (52%) reported being likely (ratings of 4 or 5 out of 5) to participate in some form of public engagement via a telephone survey, while 40% indicated a high likelihood of participating in online opportunities (e.g., surveys, forums, etc.).³

³ As the responses were gathered via telephone survey, responses may be biased towards “telephone survey” as a method of engaging with the City of St. Albert. In the web-based stakeholder version of the survey, 22% of the respondents (n=453) reported a high likelihood of participating via this method.

2.0 PROJECT BACKGROUND

In 2014, the City of St. Albert contracted Banister Research to conduct the 2014 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 September 8th to September 21st, 2014.
 - Results reflect a margin of error no greater than $\pm 4.9\%$ at the 95% confidence level, or 19 times out of 20.
- **Stakeholder Web-Based Survey (n=473).** Hard-copy invitations were distributed via mail-out to 4,000 randomly-selected City of St. Albert residences on September 4th, encouraging residents to complete the web-based version of the survey by September 21st, 2014. A total of 473 residents completed the survey, resulting in a response rate of 11.8%.

***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.*

The St. Albert Resident Survey was previously conducted in 2012 via telephone survey. Similar to the previous survey, results provide the City of St. Albert with insight into the perceptions and opinions of residents across a number of issues including:

- Overall quality of life in the City of St. Albert;
- Safety issues;
- Satisfaction with City services, facilities, and programs;
- Importance of City services, facilities, and programs;
- Contact with City of St. Albert employees and customer satisfaction;
- Property taxes and financial planning;
- Municipal leadership;
- Top priorities for the City of St. Albert;
- City news and promotions; and
- Public engagement.

This report outlines the results for the 2014 St. Albert General Population Telephone Survey. Results for the Web-Based Stakeholder version of the survey have been provided under a separate cover.

3.0 METHODOLOGY

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

3.1 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. All draft versions were submitted the Client for review and approval. A copy of the final questionnaire is provided in Appendix A.

3.2 Survey Population and Data Collection

Telephone interviews were conducted from September 8th to September 21st at the Banister Research Call Centre. A total of 400 surveys were completed with adult residents of the City of St. Albert; results provide a margin of error no greater than $\pm 4.9\%$ at the 95% confidence level, or 19 times out of 20.

Age and gender quotas were established, as follows, to ensure proper demographic representation of St. Albert's residents:⁴

| | Number of Respondents (n) | | |
|---------------------------|---------------------------|--------------|--------------|
| | Male | Female | Total |
| 18 to 24 years of age | n=22 | n=21 | n=43 |
| 25 to 64 years of age | n=122 | n=129 | n=251 |
| 65 years of age and older | n=53 | n=53 | n=106 |
| Total | n=197 | n=203 | n=400 |

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

⁴ Based on the 2014 municipal census.

The following table presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was an 8% response rate and a 67% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

| Summary of Final Call Attempts | |
|--|------------------|
| Call Classification: | Number of Calls: |
| Completed Interviews | 400 |
| Busy/No Answer/Answering Machine | 3,239 |
| Respondents Unavailable | 47 |
| Refusals | 1,338 |
| Fax/Modem/Business/Not-In-Service/Wrong Number | 675 |
| Language Barrier/Communication Problem | 33 |
| Disqualified/Quota Full (Age and/or Gender) | 2,146 |
| Total | 7,878 |

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

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

3.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the Client. After the 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, 2014 survey data has been compared to data gathered in the 2012, 2010, and 2009 survey years (the Resident Satisfaction Survey was not conducted in 2011 or 2013). Caution should be used when comparing survey data, due to minor changes in scales, question wording, etc.

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

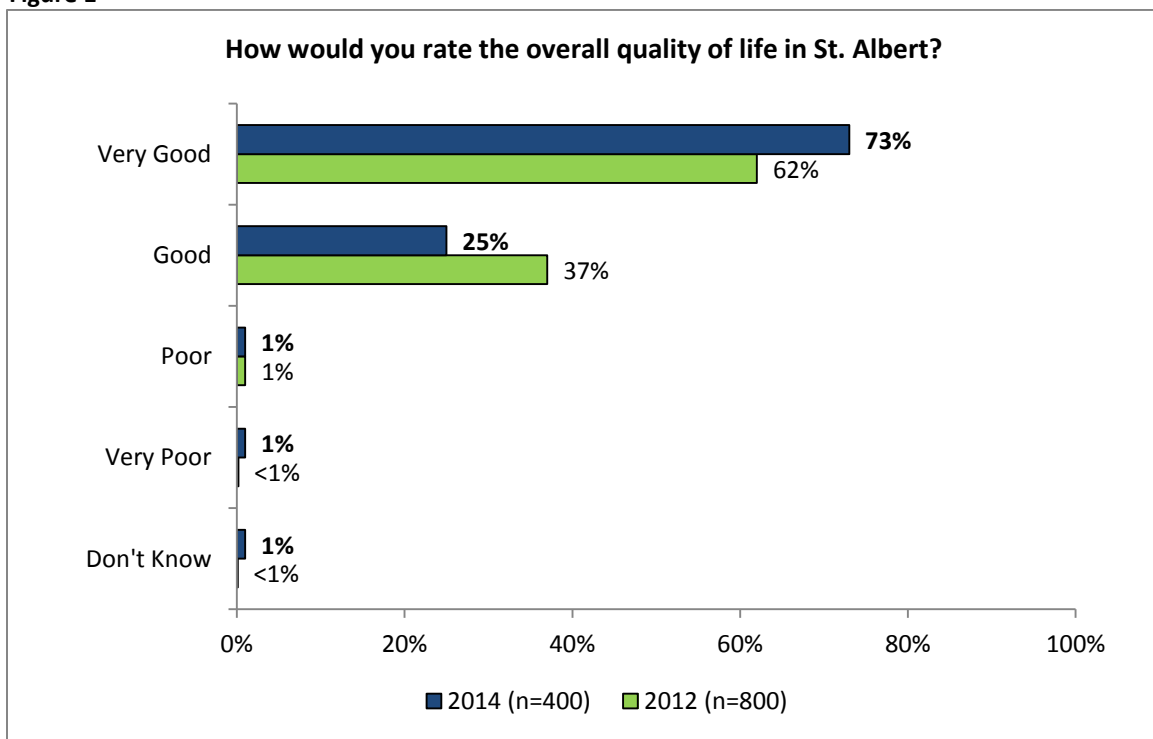
4.0 STUDY FINDINGS

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, under a separate cover, provide a detailed analysis of all survey findings. The reader should also note, when reading the report that the term *significant* refers to “statistical significance.” Only those respondent subgroups which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been included. Respondent subgroups that are statistically similar have been omitted from the presentation of findings.

4.1 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 (98%) rated it as “good” (25%) or “very good” (73%, a significant increase from 62% in 2012). See Figure 1, below.

Figure 1



Selected 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 felt the quality of life had improved (100%) or stayed the same (99%) (versus 90% of those who felt the quality of life had worsened);*
- *Those who were satisfied, overall, with City services, programs, and facilities (99%, versus 90% of those who were neither satisfied nor dissatisfied);*
- *Those who felt they received “very good” or “excellent” (100%) value for their tax dollars (versus 96% of those who felt they received “fair” or “poor” value);*
- *Those who supported an inflationary tax increase to maintain the level of service (100%, versus 95% of those who supported a tax increase above inflation, and 93% of those who supported a tax decrease); and*
- *Those who were satisfied, overall, with how the City is currently being run (100%, versus 96% of those who were neither satisfied/dissatisfied, and 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. Forty percent (40%) mentioned the parks and green spaces, followed by 24% who referenced the availability of services and facilities, and 22% who reported that St. Albert is a safe place to live and/or has a low crime rate and good police presence. See Table 1, below.

Table 1

| What would you say are the top factors <u>contributing to</u> a high quality of life in the City of St. Albert? | |
|--|--|
| | Percent of Respondents* (n=400) |
| Parkland/green spaces/river/trail system/park system/wildlife/dog parks/botanical gardens | 40 |
| Availability of services/community services/public facilities/children's festival/farmer's market/events | 24 |
| Safe place to live/low crime rate/good policing/police presence | 22 |
| Residential community atmosphere/friendly people/community spirit/small town feel | 20 |
| Availability of shopping/amenities/entertainment/restaurants/quality of business | 17 |
| Size of the city/not too big/good layout/easy to get around/city planning | 15 |
| Beautiful city/nice view/good scenery/lots of trees/physical surroundings | 13 |
| Schools and educational opportunities/extra-curricular activities/good schools | 12 |
| Clean city/clean streets/well-maintained/updated | 12 |
| Availability of recreation/sports facilities and programs/Servus Place | 11 |
| Good road maintenance and snow removal/sidewalks | 9 |
| Quiet/peaceful atmosphere | 8 |
| Good place to raise children/family-oriented/family services | 6 |
| Arts and cultural opportunities/Arden Theatre/library/historic aspect | 5 |
| Other (4% of respondents or less) | 37 |
| Don't Know/No Response | 5 |

***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 (37%) mentioned high taxes or tax increases, followed by 14% who felt there is too much traffic and/or cited other traffic-related problems (e.g., noise, speeding, etc.). See Table 2, below.

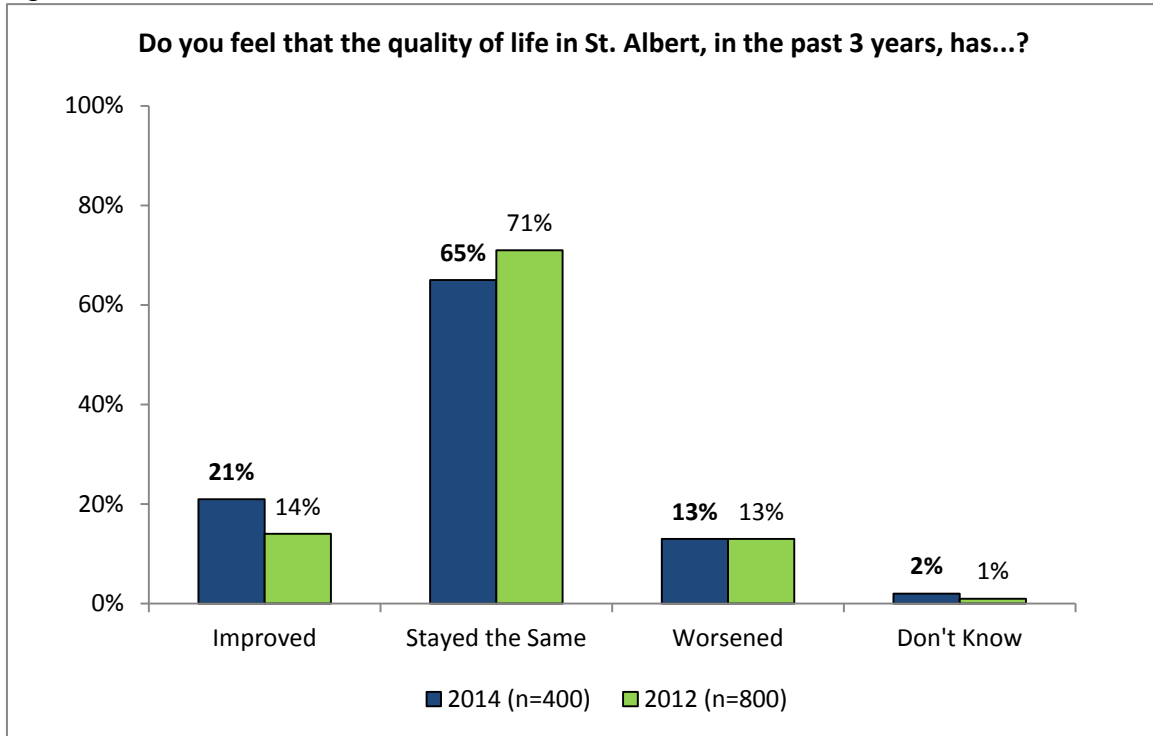
Table 2

| What would you say are the top factors <u>detracting from</u> a high quality of life in the City of St. Albert? | |
|--|--|
| | Percent of Respondents* (n=400) |
| High taxes/tax increases | 37 |
| Too much traffic and traffic congestion/too many trucks/noise/speeding | 14 |
| Too many traffic lights/poor traffic management | 7 |
| Lacking industrial and commercial tax base/need more business diversity and downtown development/accessible land/poor location of business | 6 |
| Poor road system/lack by-pass of ring road/concerned about road going through lake | 5 |
| City Council (i.e., poor management/not accountable for actions/lacks direction/needs more community input/excessive by-laws/planning) | 5 |
| City growing too fast/too much residential development/too spread out/growing too fast/overcrowding/lacks small town atmosphere | 4 |
| Crime/vandalism/youth crime/drugs/drunk driving | 4 |
| Poor transit system/needs more service/bus fare is too high/want LRT/no cooperation with Edmonton | 4 |
| Cost of living is high/expensive | 4 |
| Restrictions on garbage collection/rates/pay-as-you-throw system/user fees/garbage facility/poor garbage collection | 4 |
| High price of housing/need more affordable housing/seniors' housing | 4 |
| Nothing/no factors contributing to a low quality of life | 10 |
| Other (3% of respondents or less) | 47 |
| Don't Know/No Response | 10 |

***Multiple responses**

Just over one-fifth of the respondents (21%, a significant increase from 14% in 2012) reported that the quality of life in St. Albert had **improved** in the past 3 years. Just under two-thirds (65%) reported that the quality of life had **stayed about the same** (a significant decrease from 71% in 2012), while 13% felt that it had **worsened** (the same as in 2012). See Figure 2, below.

Figure 2



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have felt that the quality of life had **improved** in the past 3 years included:

- Those who were satisfied with the service received from City employees (24%, versus 9% of those who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (32%, versus 10% of those who felt they received “fair” or “poor” value);
- Those who were satisfied, overall, with how the City is currently being run (27%, versus 12% of those who were neither satisfied nor dissatisfied);
- Those who were satisfied with the opportunities available for public engagement (27%, versus 12% of those who were dissatisfied and 17% of those who were neither satisfied nor dissatisfied); and
- Those who participated in public engagement opportunities in the past year (31, versus 18% of those who did not participate).

Respondents more likely to have felt that the quality of life had **stayed the same** included those who did not participate in any public opportunities in the past year (68%, versus 54% of those who did), and those who did not have contact with a City employee in the past year (72%, versus 60% of those who did).

Conversely, respondents who were more likely to have felt that the quality of life had **worsened** included:

- Those who neither agreed nor disagreed that St. Albert is a safe community to live in (26%, versus 12% of those who agreed);
- Those who were neither satisfied nor dissatisfied with St. Albert services, facilities, and programs, overall (23%, versus 11% of those who were satisfied);
- Those who were dissatisfied or neither satisfied nor dissatisfied with the service received from City employees (36%, versus 13% of those who were satisfied);
- Those who felt they received “fair” or “poor” value for their tax dollars (22%, versus 7% of those who felt they received “very good” or “excellent” value, or 11% of those who felt they received “good” value);
- Those who supported a decrease in taxes to reduce the level of service (32%, versus 9% of those who supported an inflationary tax increase, and 8% of those who supported a tax increase above inflation);
- Those who were dissatisfied (39%) or neither satisfied nor dissatisfied (18%) with how the City is currently being run (versus 7% of those who were satisfied); and
- Those who were dissatisfied with the opportunities available for public engagement (23%, versus 10% of those who were satisfied).

Other respondent subgroups more likely to have reported that the quality of life had **worsened** included:

- Those aged 35 to 64 (13%) or 65 and older (17%) (versus 4% of those 18 to 34);
- Those without children in their households (16%, versus 7% of those with children); and
- Those who had been in contact with a City employee in the past year (16%, versus 8% of those who had not).

Respondents who felt that the quality of life had **improved** (n=82) most often explained that there is a good variety of shopping, restaurants, and other businesses (32%), and that there is a good variety of activities and other programming (11%). See Table 3, below.

Table 3

| Why do you feel that the quality of life in St. Albert has <u>improved</u> ? | |
|--|-----------------------------------|
| Base: Respondents who felt that the quality of life in St. Albert has improved in the past 3 years | Percent of Respondents* (n=82) |
| Good variety of shopping/restaurants/businesses/attracting more businesses | 32 |
| Good variety of activities/programs/amenities/things to do (in general) | 11 |
| City provides good services/is a good place to live (in general) | 9 |
| Good garbage/recycling collection/pick-up services | 7 |
| Good infrastructure/road system | 7 |
| Safe place to live/low crime rate | 6 |
| City is rapidly growing/expanding/population is increasing | 6 |
| New/improved parks/trail systems | 6 |
| Roads are in good condition/shape | 5 |
| City is clean/tidy/well-maintained | 5 |
| Roads are clean/swept/good snow removal services | 5 |
| City is well-run/managed/good City Council | 4 |
| Other (3% of respondents or less) | 29 |
| Don't Know | 5 |

*Multiple responses

Respondents who reported that the quality of life had **stayed the same** (n=261) most frequently explained that they had not seen any changes or improvements, overall, to the quality of life in St. Albert (61%). See Table 4, below.

Table 4

| Why do you feel that the quality of life in St. Albert has <u>stayed the same</u> ? | |
|---|------------------------------------|
| Base: Respondents who felt that the quality of life in St. Albert has stayed the same in the past 3 years | Percent of Respondents* (n=261) |
| Has not noticed/seen any changes/improvements (in general) | 61 |
| Taxes are too high/keep increasing | 5 |
| City is rapidly growing/expanding/population is increasing | 5 |
| Good quality of life (in general) | 4 |
| City provides good services/is a good place to live (in general) | 3 |
| Other (2% of respondents or less) | 28 |
| Don't Know | 12 |

*Multiple responses

Those who felt that the quality of life had **worsened** (n=51) most often reported that there is too much traffic (35%), that the City is growing too fast (26%), and that taxes are too high and/or keep increasing (22%). See Table 5, below.

Table 5

| Why do you feel that the quality of life in St. Albert has <u>worsened</u> ? | |
|--|-----------------------------------|
| Base: Respondents who felt that the quality of life in St. Albert has worsened in the past 3 years | Percent of Respondents* (n=51) |
| Too much traffic/traffic congestion | 35 |
| City is rapidly growing/expanding/population is increasing | 26 |
| Taxes are too high/keep increasing | 22 |
| Lack of industry/business diversity/shopping store variety | 12 |
| Lack of city services/services are poor (in general) | 10 |
| Poor/lack of city landscaping/maintenance | 6 |
| Poor road system/infrastructure (e.g., potholes, cracks, etc.) | 6 |
| Too many traffic lights/poor traffic management | 6 |
| City is too busy/busier than it used to be | 6 |
| Lack of proper downtown area | 4 |
| City is too noisy/increase of noise pollution | 4 |
| Poor/lack of snow removal/street sweeping | 4 |
| Other (single mentions) | 25 |

*Multiple responses

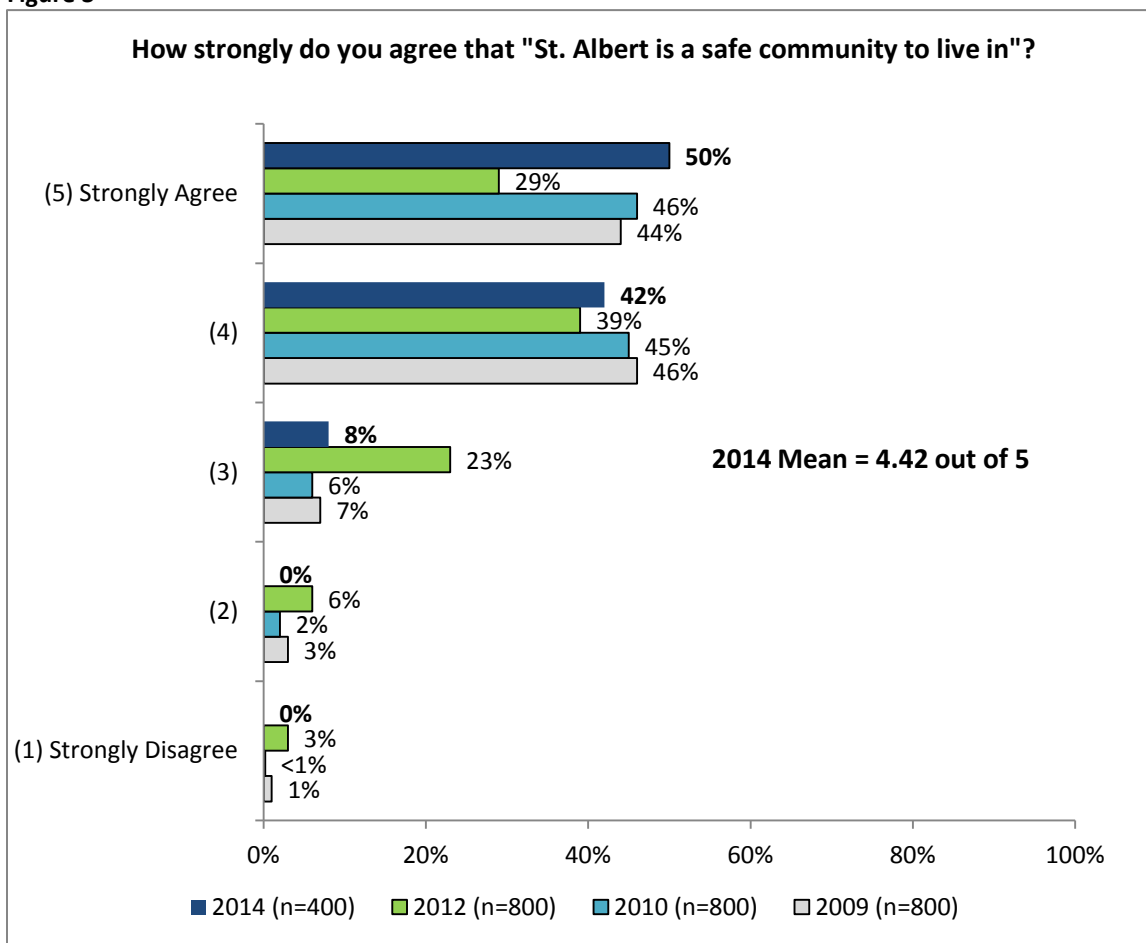
4.2 Safety Issues in St. Albert

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

First, respondents were asked to rate their level of agreement with the statement “St. Albert is a safe community to live in,” using a scale of 1 to 5, where 1 meant “strongly disagree” and 5 meant “strongly agree.” The majority of the respondents (92%) provided ratings of 4 (42%) or 5 (50%) out of 5, while 8% provided a neutral rating (3 out of 5). See Figure 3, below.

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

Figure 3



⁵ 2012 Scale: “Strongly disagree”; “somewhat disagree”; “neither agree nor disagree”; “somewhat agree”; “strongly agree.”

Selected 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 felt the quality of life had improved in the past 3 years (96%, versus 84% of those who felt the quality of life had worsened);
- Those who were satisfied, overall, with City services, facilities, and programs (95%, versus 82% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (98%, versus 87% of those who felt they received “fair” or “poor” value);
- Those who supported an inflationary tax increase to maintain services (95%, versus 77% of those who supported a tax decrease);
- Those who were satisfied, overall, with how the City is currently being run (95%, versus 79% of those who were dissatisfied);
- Those who were satisfied (96%) or neither satisfied/dissatisfied (95%) with the opportunities available for public engagement (versus 79% of those who were dissatisfied); and
- Those without seniors in their household (94%, versus 88% of those with seniors).

When asked what they considered to be the biggest safety and crime issues, 28% of the respondents mentioned vandalism, followed by one-quarter (25%) who cited theft and burglary. Eighteen percent (18%) mentioned drugs in the community. It is important to note that one-quarter of the respondents (25%) felt that there are no pressing safety and crime issues in St. Albert. See Table 6, below.

Table 6

| What are the safety and crime issues of greatest concern to you, if any? | |
|---|--|
| | Percent of Respondents (n=400)* |
| Vandalism | 28 |
| Theft/burglary | 25 |
| Drugs in the community | 18 |
| Traffic safety, in general | 8 |
| Crime, in general | 6 |
| Speeding | 6 |
| Youth crime (in general) | 4 |
| Safety of cyclists and pedestrians | 3 |
| Graffiti | 2 |
| Lack of police enforcement/presence | 2 |
| Other (1% of respondents or less) | 5 |
| None/no safety concerns | 25 |
| Don't Know/Not Stated | 2 |

*Multiple responses

4.3 Overall Satisfaction with City Services, Facilities, and Programs

The next section of the survey concerned resident satisfaction with twelve (12) types of services, facilities, or programs offered by the City of St. Albert. Using a scale of 1 to 5, where 1 meant “very dissatisfied” and 5 meant “very satisfied,” respondents were asked to rate their level of satisfaction with each individual service. Services that garnered the highest overall satisfaction ratings included:

- **Outdoor Recreation, Parks, and Trail System** (n=395)⁶ – 91% of the respondents were satisfied, or provided a rating of 4 or 5 out of 5 (mean rating = 4.44);
- **Fire and Ambulance Services** (n=380) – 89% were satisfied (mean rating = 4.43);
- **Arts and Culture** (n=382) – 88% were satisfied (mean rating = 4.36); and
- **Indoor Recreation** (n=383) – 84% were satisfied (mean rating = 4.19 out of 5).

Services that garnered moderate satisfaction ratings included:

- **Police and Municipal Enforcement** (n=396) – 78% were satisfied (mean rating = 4.05);
- **Environmental Services** (n=353) – 75% were satisfied (mean rating = 3.93);
- **Public Works** (n=400) – 75% were satisfied (mean rating = 3.96);
- **Family and Community Support Services** (n=322) – 64% were satisfied (mean rating = 3.78); and
- **St. Albert Public Transit** (n=320) – 54% were satisfied (mean rating = 3.49).

Conversely, services that fewer than half of the respondents were satisfied with included:

- **Engineering** (n=373) – 49% were satisfied (mean rating = 3.48);
- **Economic Development** (n=388) – 48% were satisfied (mean rating = 3.43); and
- **Planning and Development** (n=353) – 47% were satisfied (mean rating = 3.44).

It is important to note that the following services had relatively high “don’t know” response rates:

- St. Albert Public Transit (20% said “don’t know”);
- Family and Community Support Services (20%);
- Environmental Services (12%);
- Planning and Development (12%);
- Engineering (7%);
- Fire and Ambulance Services (5%); and
- Arts and Culture (5%).

Figure 4, on the following page, demonstrates the percentage of respondents who were satisfied with each service, facility, or program (ratings of 4 or 5 out of 5). Please note that the respondent bases for each service have been re-calculated to exclude those who responded “don’t know.” See Table 7, on page 25, for a detailed breakdown of the responses.

⁶ Bases modified to remove “don’t know” or “not stated” responses.

Figure 4

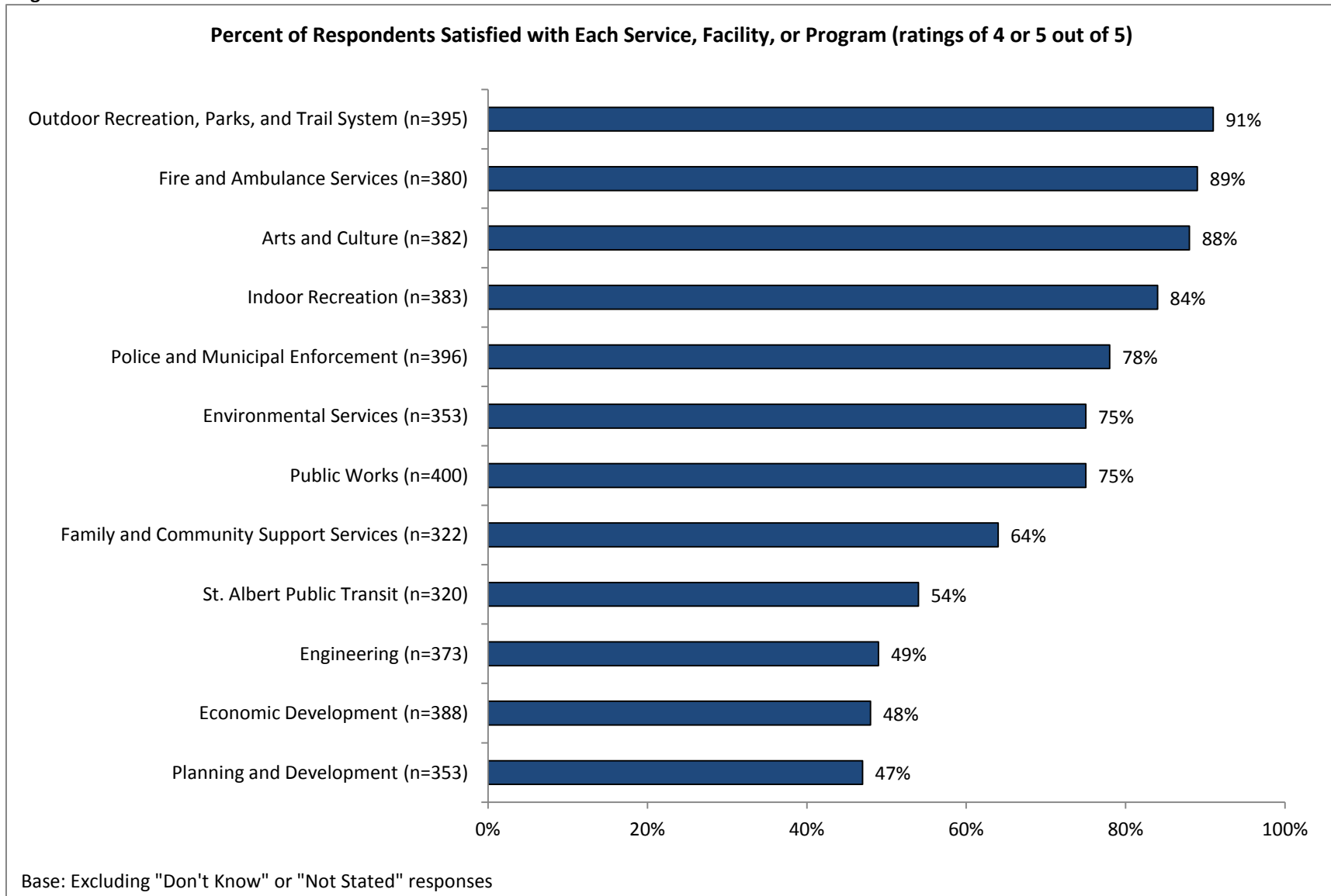


Table 7

| How satisfied are you with the quality of...? | | | | | | | |
|---|-----------------------------------|-----|-----|-----|-----------------------|------------|-----------------|
| | Percent of Respondents (n=400) | | | | | | |
| | (5) Very Satisfied | (4) | (3) | (2) | (1) Very Dissatisfied | Don't Know | Mean (out of 5) |
| Outdoor Recreation, Parks, and Trail System | 55 | 35 | 7 | 1 | 1 | 1 | 4.44 |
| Fire and Ambulance Services | 52 | 33 | 9 | 1 | 1 | 5 | 4.43 |
| Arts and Culture | 47 | 37 | 11 | 1 | <1 | 5 | 4.36 |
| Indoor Recreation | 39 | 41 | 12 | 3 | 1 | 4 | 4.19 |
| Police and Municipal Enforcement | 32 | 46 | 17 | 3 | 1 | 1 | 4.05 |
| Public Works | 32 | 43 | 18 | 5 | 3 | - | 3.96 |
| Environmental Services | 19 | 47 | 20 | 2 | 1 | 12 | 3.93 |
| Family and Community Support Services | 15 | 37 | 26 | 2 | 1 | 20 | 3.78 |
| St. Albert Public Transit | 13 | 31 | 24 | 8 | 4 | 20 | 3.49 |
| Engineering | 11 | 35 | 37 | 9 | 2 | 7 | 3.48 |
| Planning and Development | 9 | 33 | 36 | 9 | 1 | 12 | 3.44 |
| Economic Development | 11 | 35 | 38 | 11 | 2 | 3 | 3.43 |

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have **been satisfied with each City service, facility, or program** (ratings of 4 or 5 out of 5) included:

- Those who felt the quality of life had improved or stayed the same in the past 3 years;
- Those who agreed that St. Albert is a safe community to live in;
- Those who were satisfied, overall, with City services, facilities, and programs;
- Those who were satisfied with the service received from City employees;
- Those who felt they received “good,” “very good,” or “excellent” value for their tax dollars;
- Those who supported an inflationary tax increase to maintain services;
- Those who were satisfied, overall, with how the City is currently being run; and
- Those who were satisfied with the opportunities available for public engagement.

Those aged 35 to 64 (86%) or those 65 and older (88%) were significantly more likely to have been satisfied with **Fire and Ambulance services**, in particular (versus 75% of those aged 18 to 34).

Respondents more likely to have been satisfied with **Public Works** included males (82%, versus 68% of females) and homeowners (77%, versus 62% of those who rent).

Females (90%) were more likely than males (78%) to have been satisfied with **Arts and Culture**.

Respondents more likely to have been satisfied with **St. Albert Public Transit** included:

- Those aged 18 to 34 (50%) or those aged 35 to 64 (46%) (versus 34% of those aged 65 and older);
- Those without seniors in their household (48%, versus 34% of those with seniors); and
- Those who did not have any contact with a City employee in the past year (49%, versus 39% of those who did).

Respondents with children in their household were more likely than those without to have been satisfied with **Indoor Recreation** (86%, versus 77% of those without children).

Respondents more likely to have been satisfied with **Outdoor Recreation** included:

- Those aged 35 to 64 (92%, versus 85% of those aged 65 and older);
- Those with children in their household (94%, versus 88% of those without children); and
- Those without seniors in their household (92%, versus 85% of those with seniors).

Those who have lived in St. Albert for 11 to 20 years were more likely to have been satisfied with **Environmental Services** (75%, versus 62% of those who have lived in St. Albert for 21 years or more).

Respondents more likely to have been satisfied with **Economic Development** included those aged 18 to 34 (64%, versus 40% those aged 35 to 64) and those who rent (66%, versus 44% of those who own their home).

Respondents who were dissatisfied with each service, facility, or program (ratings of 1 or 2 out of 5) were asked why they were dissatisfied with that particular service. See Tables 8 through 19, below and continued on the following pages, for the top responses.

Table 8

| Why were you dissatisfied with <u>Police and Municipal Enforcement</u>? | |
|---|--|
| Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5) | Number of Respondents* (n=18)** |
| Lack of bylaw enforcement | 3 |
| Spend too much time on speed traps and radar | 2 |
| Manpower is wasted on trivial matters | 2 |
| Police officers have poor attitudes/are rude | 2 |
| Primary purpose is generating revenue/only enforce what makes money | 2 |
| Lack of visibility | 2 |
| Other (single mentions) | 8 |

*Multiple responses

**Use caution interpreting results when n<30

Table 9

| Why were you dissatisfied with <u>Fire and Ambulance Services</u>? | |
|---|---|
| Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5) | Number of Respondents (n=4)* |
| Ambulances are slow/long wait times | 2 |
| Too much money/expensive | 1 |
| Don't Know/No Response | 1 |

*Use caution interpreting results when n<30

Table 10

| Why were you dissatisfied with <u>Public Works</u>? | |
|---|---|
| Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5) | Percent of Respondents* (n=31) |
| Lack of snow removal/snow is not removed frequently enough | 45 |
| Public works services are not done properly/frequently enough | 16 |
| Lack of green space/grass maintenance/weed control | 13 |
| Lack of road repairs/maintenance (e.g., potholes, cracks, etc.) | 13 |
| City does not respond to/address resident concerns/issues | 7 |
| Sidewalks are cracked/uneven/in need of repairs | 7 |
| Utility fees are too costly/expensive | 7 |
| Lack of garbage pick-up services/not picked up frequently enough | 7 |
| Other (single mentions) | 26 |

*Multiple responses

Table 11

| Why were you dissatisfied with <u>Arts and Culture</u> ? | |
|--|-----------------------------------|
| Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5) | Number of Respondents* (n=3)** |
| Too much time/money spent on it/too much attention given to them | 1 |
| Increase in taxes | 1 |
| Not interested in what is currently offered | 1 |
| Does not like going to the International Children's Festival | 1 |

*Multiple responses

**Use caution interpreting results when n<30

Table 12

| Why were you dissatisfied with <u>St. Albert Public Transit</u> ? | |
|--|-----------------------------------|
| Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5) | Percent of Respondents* (n=50) |
| Time it takes to get anywhere | 12 |
| Poor weekend service/holiday service | 10 |
| Price for passes/bus fare is too high | 10 |
| Timing of buses (stops/departs not on time) | 10 |
| Poor route planning | 8 |
| Poor connections | 8 |
| Limited runs/not enough service | 8 |
| Poor drivers | 8 |
| Not enough service into Edmonton | 8 |
| Poor public access/does not meet the needs of the public/is inconvenient | 8 |
| Frequency of buses | 8 |
| Need LRT system to Edmonton/University of Alberta | 8 |
| Poor scheduling | 6 |
| Other (4% of respondents or less) | 50 |

*Multiple responses

Table 13

| Why were you dissatisfied with <u>Engineering</u> ? | |
|--|-----------------------------------|
| Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5) | Percent of Respondents* (n=43) |
| Poor traffic control/management/too much traffic congestion | 19 |
| Poor engineering planning/inspections/management (in general) | 19 |
| Traffic lights are poorly timed/not synchronized | 12 |
| Lack of shopping store/business variety/need to attract more businesses | 7 |
| Poor transportation network planning/management | 7 |
| Lack of road repairs/maintenance | 7 |
| Too many traffic lights | 5 |
| City does unnecessary maintenance/repairs on roads/infrastructure | 5 |
| Other (single mentions) | 35 |
| Don't Know/No Response | 1 |

*Multiple responses

Table 14

| Why were you dissatisfied with <u>Indoor Recreation</u> ? | |
|--|------------------------------------|
| Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5) | Number of Respondents* (n=16)** |
| Too costly/expensive | 3 |
| Dislikes that they have to pay taxes towards facilities they do not use | 2 |
| Lack of public recreation times at facilities | 2 |
| Lack of recreation programs/class availability | 2 |
| Indoor recreation facilities need upgrades/renovations (in general) | 2 |
| Other (single mentions) | 9 |

*Multiple responses

**Use caution interpreting results when n<30

Table 15

| Why were you dissatisfied with <u>Outdoor Recreation, Parks, and Trail System</u> ? | |
|--|---------------------------------|
| Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5) | Number of Respondents (n=9)* |
| Lack of outdoor recreation facility maintenance/cleanliness (in general) | 3 |
| Lack of outdoor field maintenance/upkeep | 1 |
| Dislikes that dogs are off-leash in on-leash areas | 1 |
| Lack of pickleball courts | 1 |
| Outdoor facilities are too crowded/busy | 1 |
| Outdoor pool is too small | 1 |
| Don't Know/No Response | 1 |

*Use caution interpreting results when n<30

Table 16

| Why were you dissatisfied with <u>Family and Community Support Services</u> ? | |
|--|------------------------------------|
| Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5) | Number of Respondents* (n=12)** |
| Family and Community Support Services are underfunded | 4 |
| Lack of youth/teen support services/programs | 4 |
| Lack of public awareness of FCSS | 3 |
| Other (single mentions) | 4 |

*Multiple responses

**Use caution interpreting results when n<30

Table 17

| Why were you dissatisfied with <u>Environmental Services</u> ? | |
|--|-----------------------------------|
| Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5) | Number of Respondents* (n=9)** |
| River is dirty/polluted/toxic | 2 |
| Dislikes that there is no recycling service in condominium areas | 1 |
| Dissatisfied with green bin (unspecified) | 1 |
| Need to better manage/control water run-off | 1 |
| Dislikes that trees were planted along St. Albert Trail | 1 |
| Lack of environmental bylaw enforcement | 1 |
| Garbage collection service does not pick up garbage frequently enough | 1 |
| Industrial buildings cause too much air pollution | 1 |
| Don't Know/No Response | 1 |

*Multiple responses

**Use caution interpreting results when n<30

Table 18

| Why were you dissatisfied with <u>Planning and Development</u> ? | |
|--|--------------------------------|
| Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5) | Percent of Respondents* (n=41) |
| City does not plan properly/efficiently (in general) | 20 |
| Inspections are poorly/improperly done | 15 |
| Poor commercial building placement/development planning | 12 |
| Lack of shopping store/business variety/need to attract more businesses | 12 |
| City is growing too fast/cannot keep up with rapid growth | 7 |
| Lack of available land for future city development | 5 |
| Poor traffic control/management/too much traffic congestion | 5 |
| Poor transportation network planning/management | 5 |
| Other (single mentions) | 32 |
| Don't Know/No Response | 7 |

*Multiple responses

Table 19

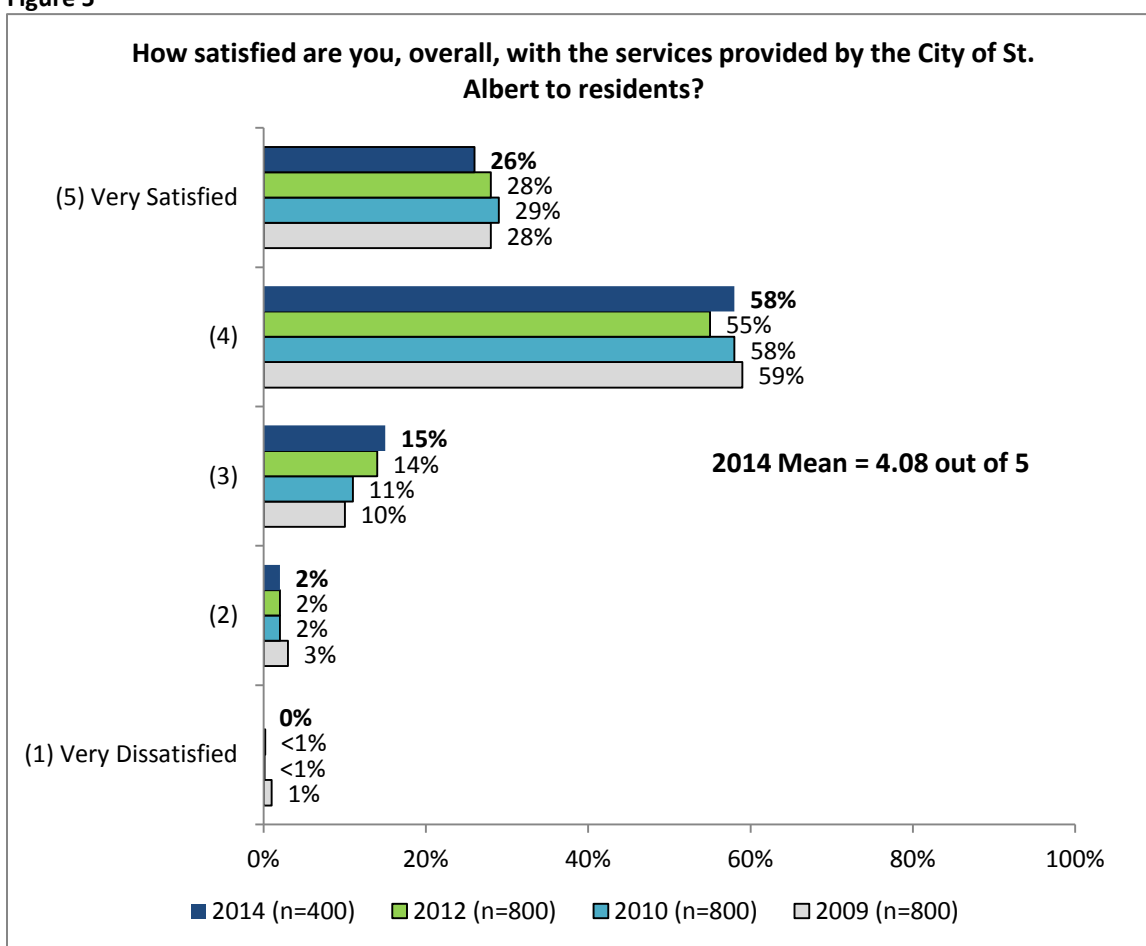
| Why were you dissatisfied with <u>Economic Development</u> ? | |
|---|--------------------------------|
| Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5) | Percent of Respondents* (n=53) |
| City could attract more business/not encouraging new business/doing a poor job | 45 |
| Increase commercial tax base/improper tax allocation/increase industrial tax base | 21 |
| Not supporting industrial developments/not selling land to industries | 11 |
| No economic development in city/development is too slow/lack of variety | 8 |
| Need to promote more commercial ventures/too few commercial businesses | 8 |
| City does not promote business/no incentives or stimulus/not business-friendly/inflexible | 6 |
| Too selective in what businesses they promote | 4 |
| High taxes/business taxes are too high | 4 |
| Concerned that St. Albert is unable to retain business | 4 |
| Other (single mentions) | 8 |
| Don't Know/No Response | 2 |

*Multiple responses

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 5, below, 83% of the respondents were satisfied, providing ratings of 4 (58%) or 5 (26%) out of 5. Fifteen percent (15%) provided a rating of 3 out of 5, while 2% were dissatisfied (rating of 2 out of 5). The overall **mean satisfaction rating was 4.08**.

Please Note: A different scale was used in previous versions of the St. Albert Resident Survey.⁷ Due to the use of word-anchored responses in 2009, 2010, and 2012 (versus number-anchored in 2014), a mean cannot be calculated for previous results. Caution should therefore be used when comparing 2014 results to previous years' results.

Figure 5



⁷ 2012 Scale: "Very dissatisfied"; "somewhat dissatisfied"; "neither satisfied nor dissatisfied"; "somewhat satisfied"; "very satisfied."

Selected Sub-Segment Findings

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

- Those who felt the quality of life had improved (89%) or stayed the same (84%) in the past 3 years (versus 71% of those who felt it had worsened);
- Those who agreed that St. Albert is a safe community to live in (86%, versus 55% of those who neither agreed nor disagreed);
- Those who were satisfied with the service received from City employees (87%, versus 67% of those who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (96%, versus 66% of those who felt they received “fair” or “poor” value);
- Those who supported an inflationary tax increase to maintain services (89%) or those who supported an increase above inflation (84%) (versus 64% of those who supported a tax decrease);
- Those who were satisfied, overall, with how the City is currently being run (94%, versus 49% of those who were dissatisfied and 71% of those who were neither satisfied nor dissatisfied);
- Those who were satisfied with the opportunities available for public engagement (91%, versus 65% of those who were dissatisfied); and
- Those with children in their household (94%, versus 79% of those without children).

When asked if they could recommend one change or improvement to the programs, services, and facilities provided by the City of St. Albert that would better meet their needs, 10% of the respondents reported that no improvements are needed. Nine percent (9%) mentioned a need for more recreational facilities, services, and programs. It is important to note that just over one-quarter (26%) were unsure, or did not provide a response. See Table 20, below.

Table 20

| In your view, what one change or improvement to the programs, services, and facilities provided by the City of St. Albert would do the most to better meet your needs? | |
|---|--|
| | Percent of Respondents (n=400)* |
| More recreational facilities/services/programs | 9 |
| Improved public transportation services/expand LRT connection to St. Albert | 6 |
| Better/improved street maintenance/sweeping/snow removal | 6 |
| Improved traffic flow/control/less traffic congestion | 6 |
| Lower taxes/property taxes | 5 |
| Decreased/lower facility/program fees/costs | 4 |
| Improved garbage/recycling services/more frequent pick-up services | 3 |
| Attract more industry/businesses/shopping stores/restaurants | 3 |
| Improved road/infrastructure planning/development | 3 |
| More youth activities/programs/services | 3 |
| (Other 2% of respondents or less) | 31 |
| None/no improvements | 10 |
| Don't Know/Not Stated | 26 |

***Multiple responses**

4.4 Overall Importance of City Services, Facilities, and Programs

With regards to the twelve (12) City services, facilities, and programs, respondents were next asked to rate the importance of each one, using a scale of 1 to 5, where 1 meant “not at all important” and 5 meant “critically important.” Services that had the highest importance ratings included:

- **Fire and Ambulance Services** – 97% rated it as important, or provided ratings of 4 or 5 out of 5 (mean rating = 4.76);
- **Police and Municipal Enforcement** – 93% rated it as important (mean rating = 4.58);
- **Public Works** – 89% rated it as important (mean rating = 4.32); and
- **Outdoor Recreation, Parks, and Trail System** – 86% rated it as important (mean rating = 4.32).

Services that had moderate importance ratings included:

- **Planning and Development** – 76% rated it as important (mean rating = 4.04);
- **Economic Development** – 75% rated it as important (mean rating = 4.02);
- **Environmental Services** – 73% rated it as important (mean rating = 3.97); and
- **Indoor Recreation** – 73% rated it as important (mean rating = 3.98).

Conversely, fewer than 7 out of 10 respondents felt that the following were important:

- **Family and Community Support Services** – 64% rated it as important (mean rating = 3.75);
- **Engineering** – 64% rated it as important (mean rating = 3.79);
- **Arts and Culture** – 58% rated it as important (mean rating = 3.57); and
- **St. Albert Public Transit** – 51% rated it as important (mean rating = 3.37).

See Figure 6, on the following page, and Table 21, on page 37, for a detailed breakdown of the responses.

Figure 6

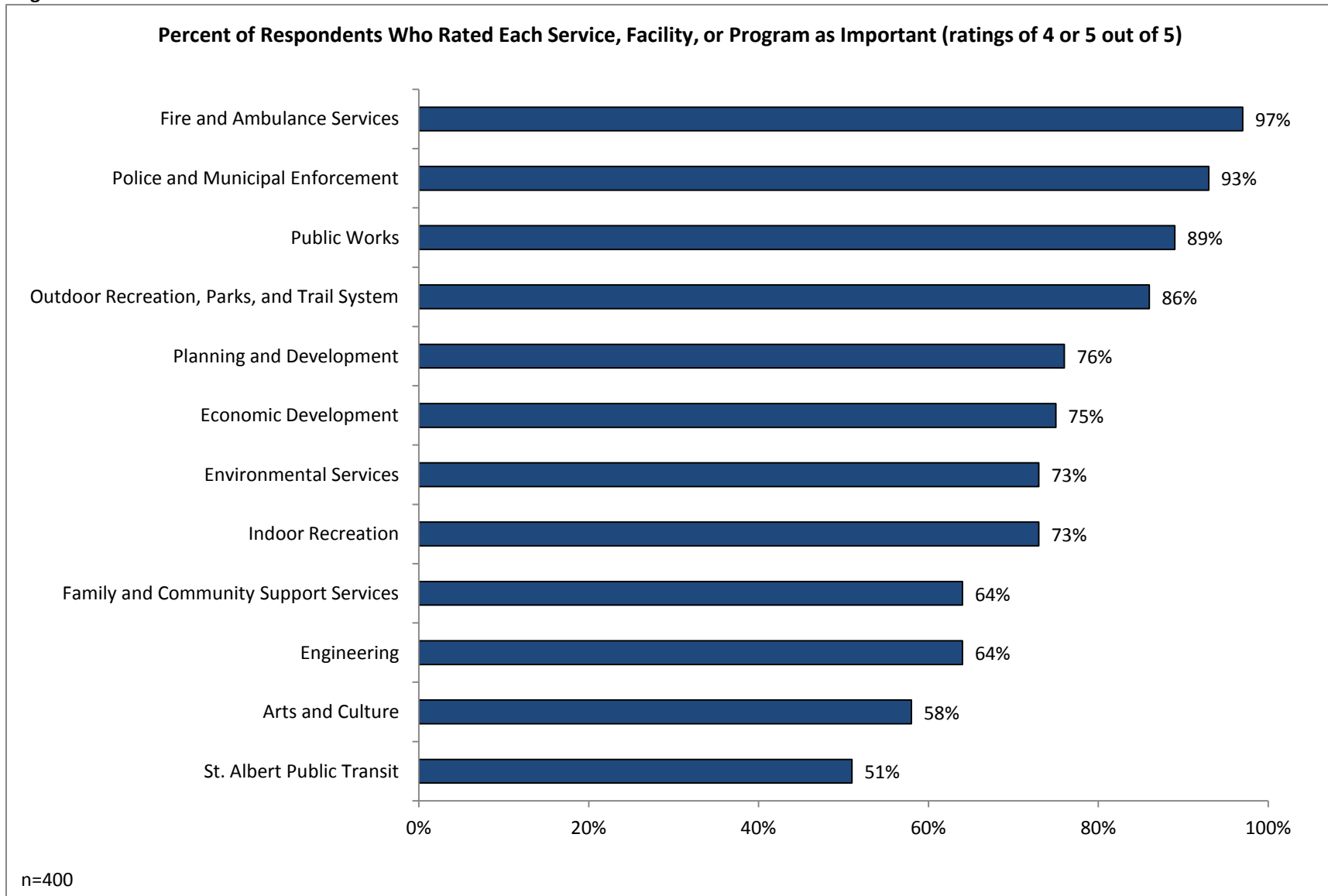


Table 21

| How important are each of the following services, facilities, and programs to you? | | | | | | | |
|--|-----------------------------------|-----|-----|-----|--------------------------|------------|-----------------|
| | Percent of Respondents (n=400) | | | | | | |
| | (5) Critically Important | (4) | (3) | (2) | (1) Not at all Important | Don't Know | Mean (out of 5) |
| Fire and Ambulance Services | 78 | 19 | 2 | <1 | - | 1 | 4.76 |
| Police and Municipal Enforcement | 67 | 26 | 6 | 1 | <1 | - | 4.58 |
| Public Works | 45 | 44 | 10 | 2 | - | <1 | 4.32 |
| Outdoor Recreation, Parks, and Trail System | 50 | 37 | 11 | 2 | 1 | <1 | 4.32 |
| Planning and Development | 33 | 42 | 21 | 2 | 2 | 1 | 4.04 |
| Economic Development | 32 | 43 | 20 | 4 | 1 | 1 | 4.02 |
| Indoor Recreation | 35 | 38 | 17 | 5 | 3 | 1 | 3.98 |
| Environmental Services | 31 | 43 | 20 | 5 | 1 | 1 | 3.97 |
| Engineering | 23 | 41 | 27 | 4 | 3 | 3 | 3.79 |
| Family and Community Support Services | 32 | 31 | 21 | 8 | 7 | 1 | 3.75 |
| Arts and Culture | 20 | 38 | 26 | 11 | 5 | 1 | 3.57 |
| St. Albert Public Transit | 24 | 26 | 23 | 12 | 14 | 2 | 3.37 |

4.5 Importance vs. Satisfaction of St. Albert Services, Facilities, and Programs

In conducting satisfaction and importance assessments of services, facilities, and programs, the lowest levels of satisfaction ratings or lowest importance ratings may not necessarily be the areas where improvement is most desired or needed. By mapping the following areas, it identifies priority areas in terms of the areas of improvement for the City of St. Albert:

- **Higher importance** and **lower satisfaction**, or areas primarily perceived as *needing improvement*;
- **Higher importance** and **higher satisfaction**, or *strengths*;
- **Lower importance** and **higher satisfaction**; and
- **Lower importance** and **lower satisfaction**.

All respondents were questioned as to the level of importance they placed on each of twelve (12) St. Albert services, facilities, and programs (using a scale of 1 to 5, where 1 meant “not at all important” and 5 meant “critically important”); additionally, they rated each service in terms of their level of satisfaction (using a scale of 1 to 5, where 1 meant “very dissatisfied” and 5 meant “very satisfied”). Respondents’ importance and satisfaction ratings were plotted on grids whereby the axes intercepted at the **average importance** rating (mean = 4.04) and the **average satisfaction** rating (mean = 3.92) across all twelve (12) services measured. Figure 7, on page 40, maps the average importance and satisfaction ratings for each of the twelve (12) services, facilities, and programs.

Services in the upper left quadrant are of **higher than average importance, but lower than average satisfaction**, or where ratings of overall importance are considerably greater than overall satisfaction ratings. These services are viewed as the **primary areas of improvement**. Improvements to these areas would do most to increase residents’ satisfaction with the services provided by the City of St. Albert.

*Based on the responses provided, there are no identified primary areas of improvement at this time. It is important to note; however, that (11) Planning and Development currently has **lower than average satisfaction, but is on par with the overall importance mean**. The City of St. Albert should focus on Planning and Development, then, ahead of the secondary areas of improvement (below).*

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

- (5) St. Albert Public Transit;
- (6) Engineering;
- (9) Family and Community Support Services; and
- (12) Economic Development.

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

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

These included:

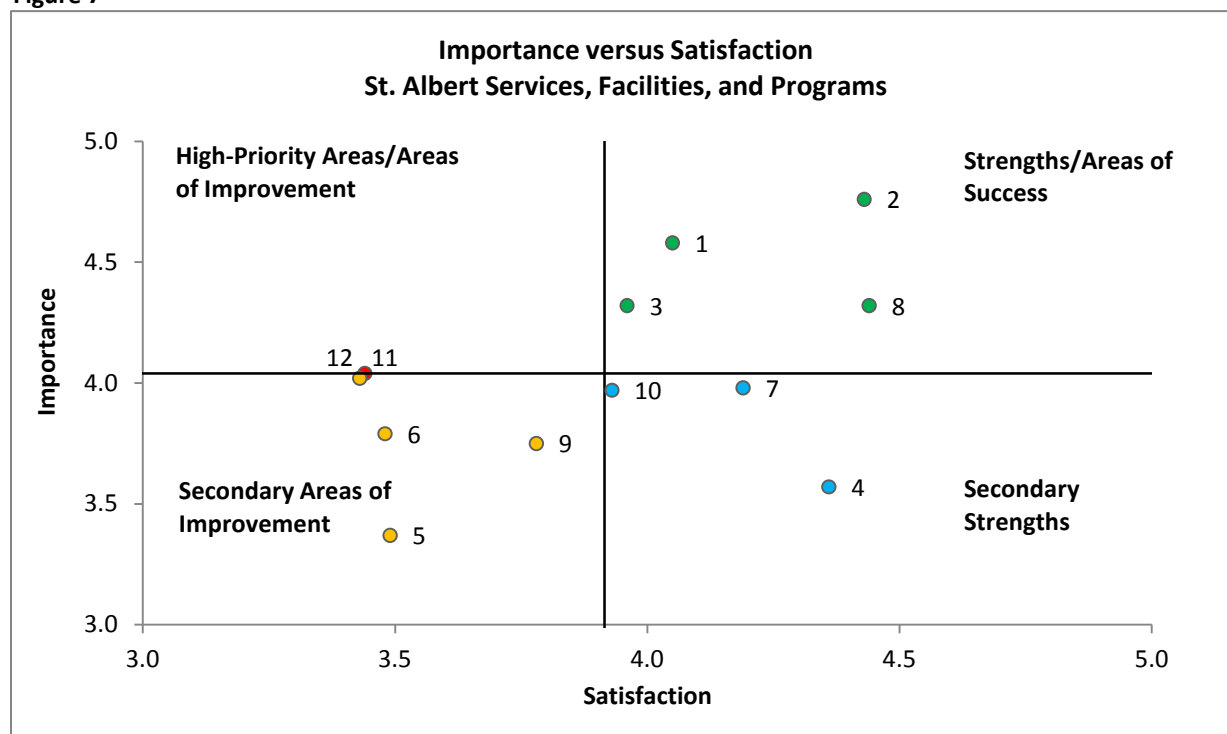
- (4) Arts and Culture;
- (7) Indoor Recreation; and
- (10) Environmental Services.

When assessing the services, the areas in the upper right quadrant were calculated as **key strengths or successes**. In other words, the following services garnered ratings of **higher than average importance** and **higher than average satisfaction**:

- (1) Police and Municipal Enforcement;
- (2) Fire and Ambulance Services;
- (3) Public Works; and
- (8) Outdoor Recreation, Parks, and Trail System.

Maintaining a high level of satisfaction with these services, facilities, and programs is important, as these areas are viewed as highly important or critical to the residents of St. Albert.

Figure 7



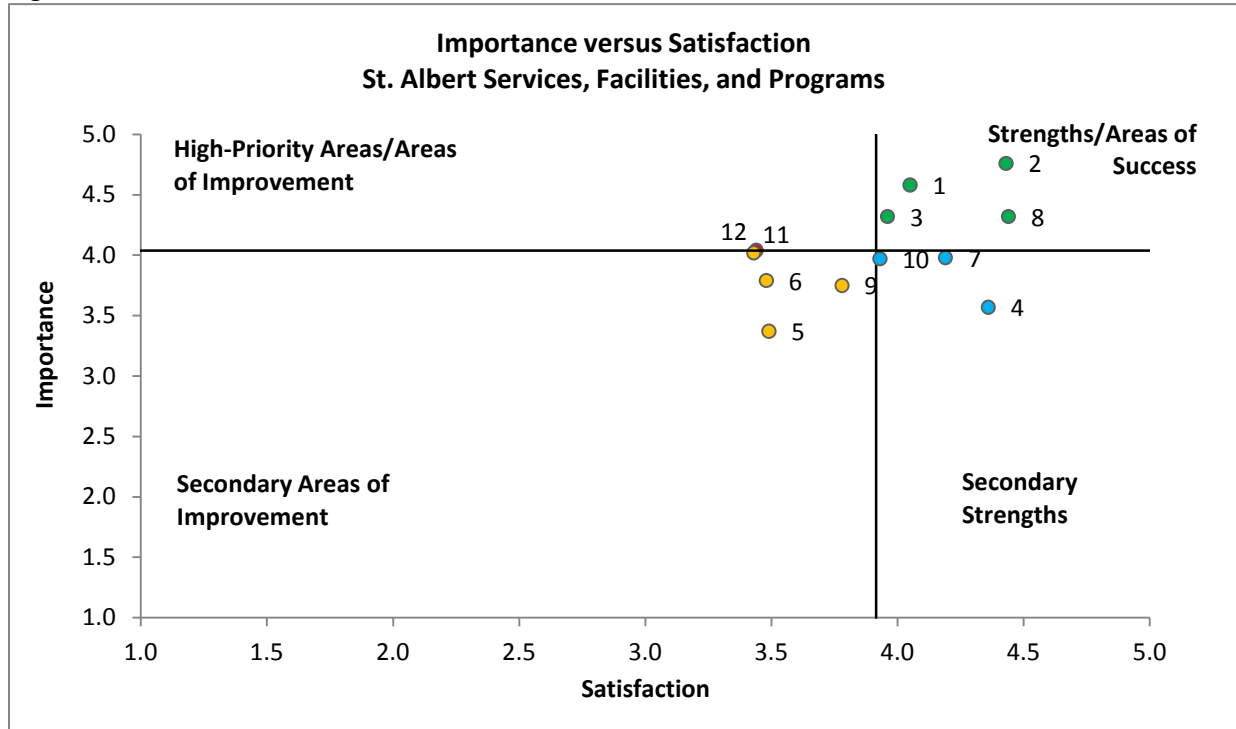
Note: Axes set at 3.92 mean satisfaction rating and 4.04 mean importance rating
Scale: 1="not at all important/very dissatisfied"; 5="critically important/very satisfied"

Table 22

| Mean Satisfaction and Importance Ratings (out of 5) | | |
|---|--------------|-------------|
| | Satisfaction | Importance |
| 1. Police and Municipal Enforcement | 4.05 | 4.58 |
| 2. Fire and Ambulance Services | 4.43 | 4.76 |
| 3. Public Works | 3.96 | 4.32 |
| 4. Arts and Culture | 4.36 | 3.57 |
| 5. St. Albert Public Transit | 3.49 | 3.37 |
| 6. Engineering | 3.48 | 3.79 |
| 7. Indoor Recreation | 4.19 | 3.98 |
| 8. Outdoor Recreation, Parks, and Trail System | 4.44 | 4.32 |
| 9. Family and Community Support Services | 3.78 | 3.75 |
| 10. Environmental Services | 3.93 | 3.97 |
| 11. Planning and Development | 3.44 | 4.04 |
| 12. Economic Development | 3.43 | 4.02 |
| Mean (out of 5) | 3.92 | 4.04 |

Please Note: When considering the placement of the services on the map showing all possible data points (i.e., 1 to 5 scale), all services cluster towards the upper right. That is, all services are considered important (i.e., mean ratings higher than 3 out of 5), and respondents were satisfied with all of the services (mean ratings higher than 3 out of 5).

Figure 7a

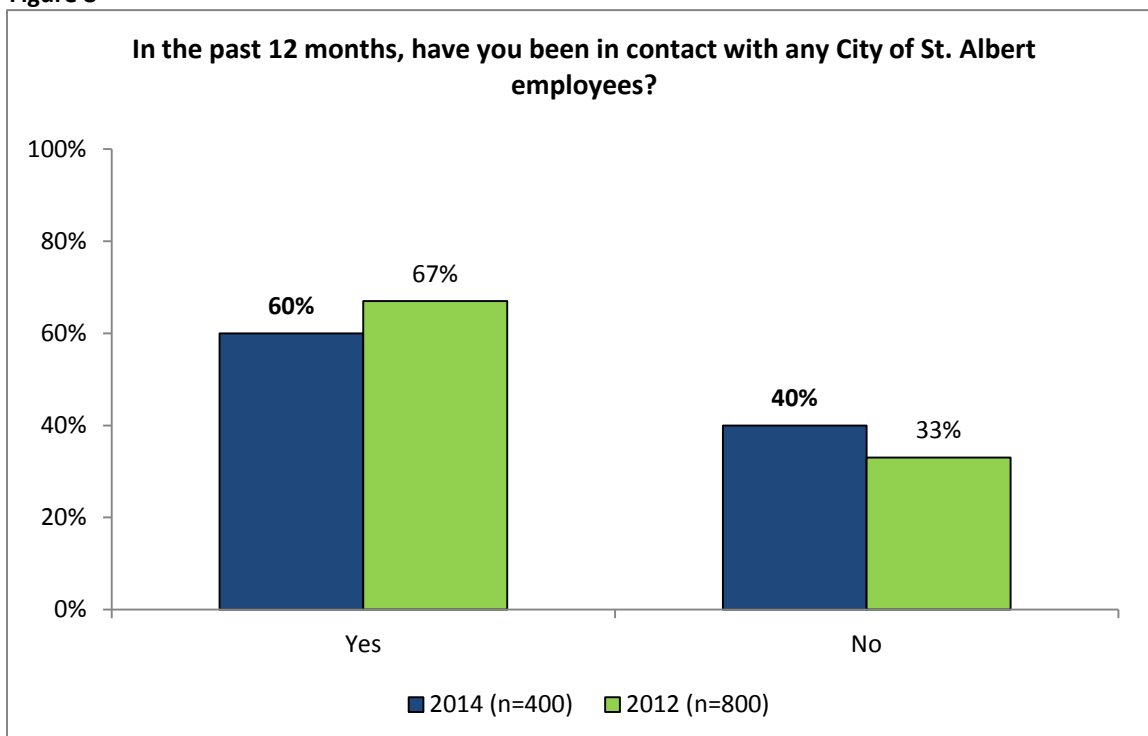


Note: Axes set at 3.92 mean satisfaction rating and 4.04 mean importance rating
Scale: 1="not at all important/very dissatisfied"; 5="critically important/very satisfied"

4.6 Customer Service and Contact with City of St. Albert Employees

In the next section of the survey, respondents were asked about their experiences interacting with City of St. Albert employees. As shown in Figure 8, below, 60% of the respondents reported having been in contact with a City employee in the past year (a significant decrease from 67% in 2012).

Figure 8



Selected Sub-Segment Findings

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

- Those aged 35 to 64 (64%, versus 46% of those aged 18 to 34);
- Homeowners (64%, versus 30% of renters);
- Those who have lived in St. Albert for 21 years or more (64%, versus 51% of those who have lived in St. Albert for 10 years or less);
- Those who participated in public engagement opportunities in the past year (74%, versus 57% of those who had not); and
- Those who felt the quality of life had worsened (77%, versus 55% of those who felt it had stayed the same).

Respondents who have been in contact with a City employee in the past year were asked to rate their level of agreement with five (5) statements concerning the quality of customer service experienced, using a scale of 1 to 5, where 1 meant “strongly disagree” and 5 meant “strongly agree.” The percentage of respondents who agreed with each statement (ratings of 4 or 5 out of 5) were as follows:

- **“Staff were polite”** (n=239) – 94% of the respondents agreed (mean rating = 4.62 out of 5);
- **“Staff provided a response within a reasonable time”** (n=237) – 89% of the respondents agreed (mean rating = 4.46);
- **“Staff were knowledgeable”** (n=237) – 88% of the respondents agreed (mean rating = 4.43);
- **“Staff were able to refer you to the correct person or department if they couldn’t help you”** (n=192) – 85% of the respondents agreed (mean rating = 4.33); and
- **“Staff were able to take action”** (n=231) – 78% of the respondents agreed (mean rating = 4.19).

It is important to note that 18% of those who were asked to rate their level of agreement that *staff were able to refer them to the correct department* were unsure or felt that the question was not applicable.

Figure 9, on the following page, demonstrates the percentage of respondents who agreed with each statement (ratings of 4 or 5 out of 5). Please note that the respondent bases for each service have been re-calculated to exclude the “don’t know,” “not stated,” or “not applicable.” responses. See Table 23, on page 45, for a detailed breakdown of the responses.

Figure 9

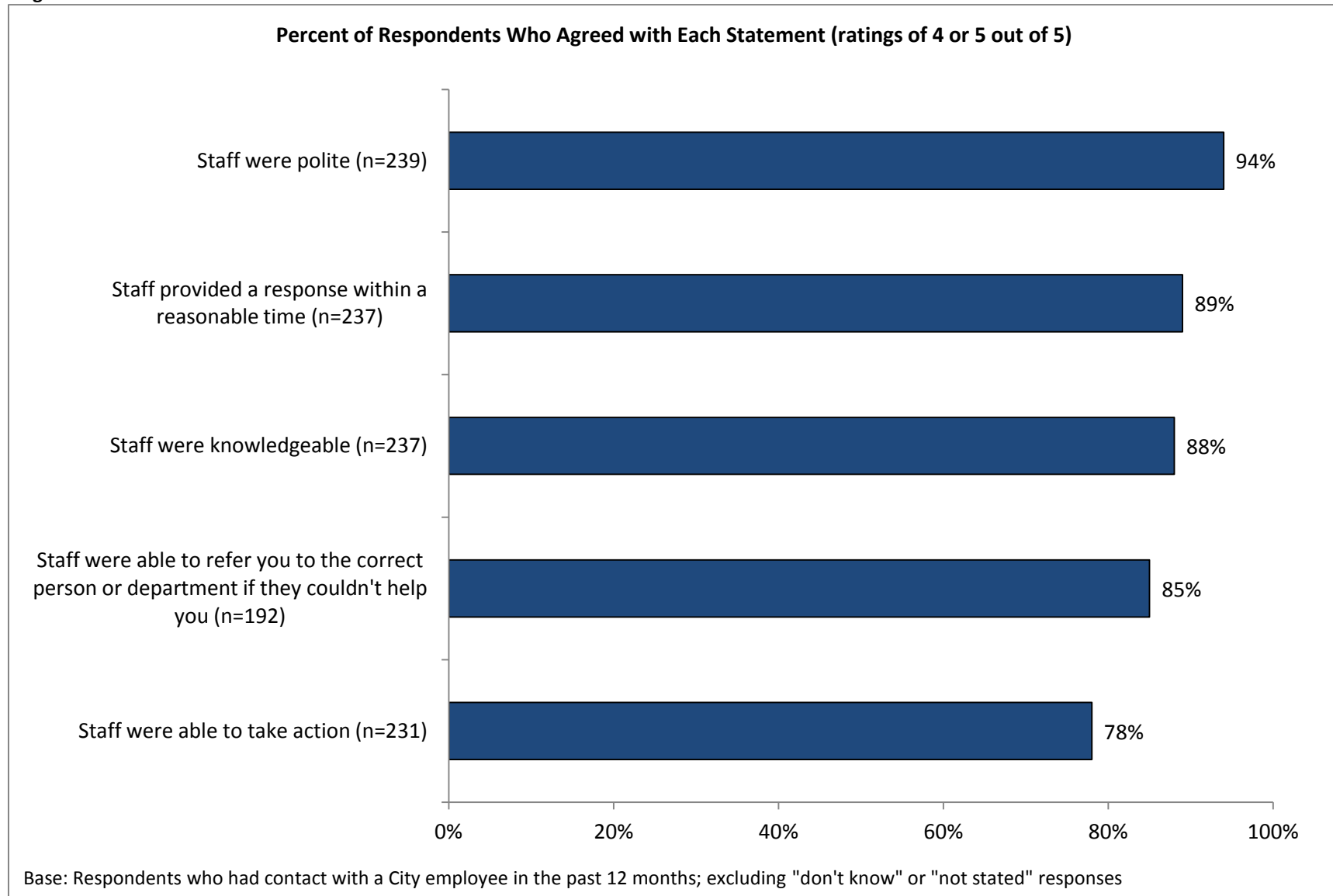


Table 23

| How strongly would you agree that...? | | | | | | | |
|--|--------------------------------|-----|-----|-----|-----------------------|------------|-----------------|
| Base: Respondents who had been in contact with a City employee in the past 12 months | Percent of Respondents (n=239) | | | | | | |
| | (5) Strongly Agree | (4) | (3) | (2) | (1) Strongly Disagree | Don't Know | Mean (out of 5) |
| Staff were polite | 70 | 23 | 4 | 3 | - | - | 4.62 |
| Staff provided a response within a reasonable time | 62 | 26 | 7 | 3 | 2 | 1 | 4.46 |
| Staff were knowledgeable | 57 | 31 | 10 | 1 | 1 | 1 | 4.43 |
| Staff were able to refer you to the correct person or department if they couldn't help you | 47 | 22 | 9 | <1 | 3 | 18 | 4.33 |
| Staff were able to take action | 52 | 24 | 14 | 2 | 5 | 3 | 4.19 |

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have **been satisfied with each of the five (5) statements concerning customer satisfaction** (ratings of 4 or 5 out of 5) included:

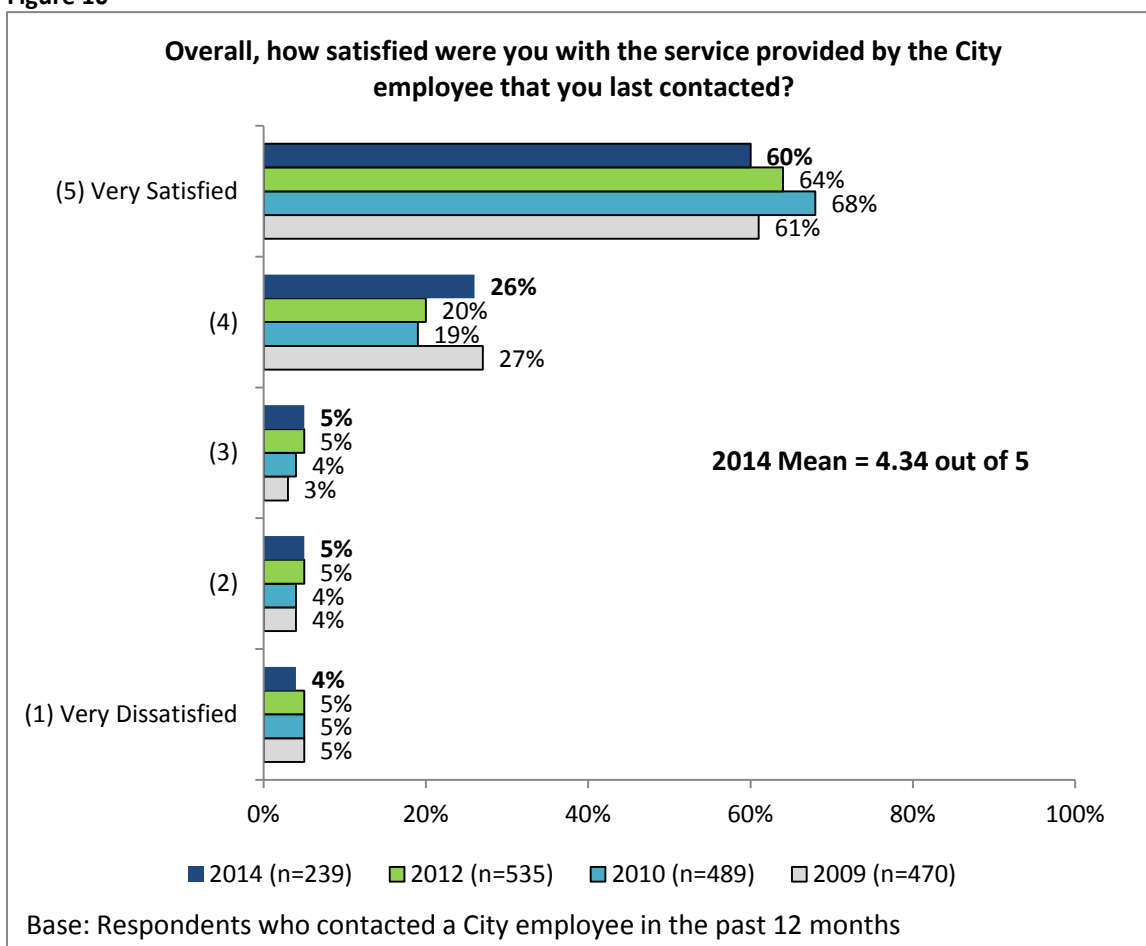
- Those who felt the quality of life had improved or stayed the same in the past 3 years;
- Those who were satisfied, overall, with City services, facilities, and programs;
- Those who were satisfied with the service received from City employees (in general);
- Those who felt they received “good,” “very good,” or “excellent” value for their tax dollars; and
- Those who were satisfied, overall, with how the City is currently being run.

Those who have lived in St. Albert for 10 years or less were more likely to have agreed that “**staff were knowledgeable**,” that “**staff were able to take action**,” and that “**staff were able to refer them to the correct person or department**,” in particular (versus those who have lived in St. Albert for 11 years or more).

In terms of the overall service provided by the City of St. Albert employee with whom they had last been in contact (n=239), 86% were satisfied, or provided ratings of 4 (26%) or 5 (60%) out of 5. Five percent (5%) were neither satisfied nor dissatisfied (rating of 3), while 8% were dissatisfied, or provided ratings of 1 (4%) or 2 (5%) out of 5. The overall mean satisfaction rating was 4.34 out of 5. See Figure 10, below.

Please Note: A different scale was used in previous versions of the St. Albert Resident Survey.⁸ Due to the use of word-anchored responses in 2009, 2010, and 2012 (versus number-anchored in 2014), a mean cannot be calculated for previous results. Caution should therefore be used when comparing 2014 results to previous years' results.

Figure 10



⁸ 2012 Scale: "Very dissatisfied"; "somewhat dissatisfied"; "neither satisfied nor dissatisfied"; "somewhat satisfied"; "very satisfied."

Selected Sub-Segment Findings

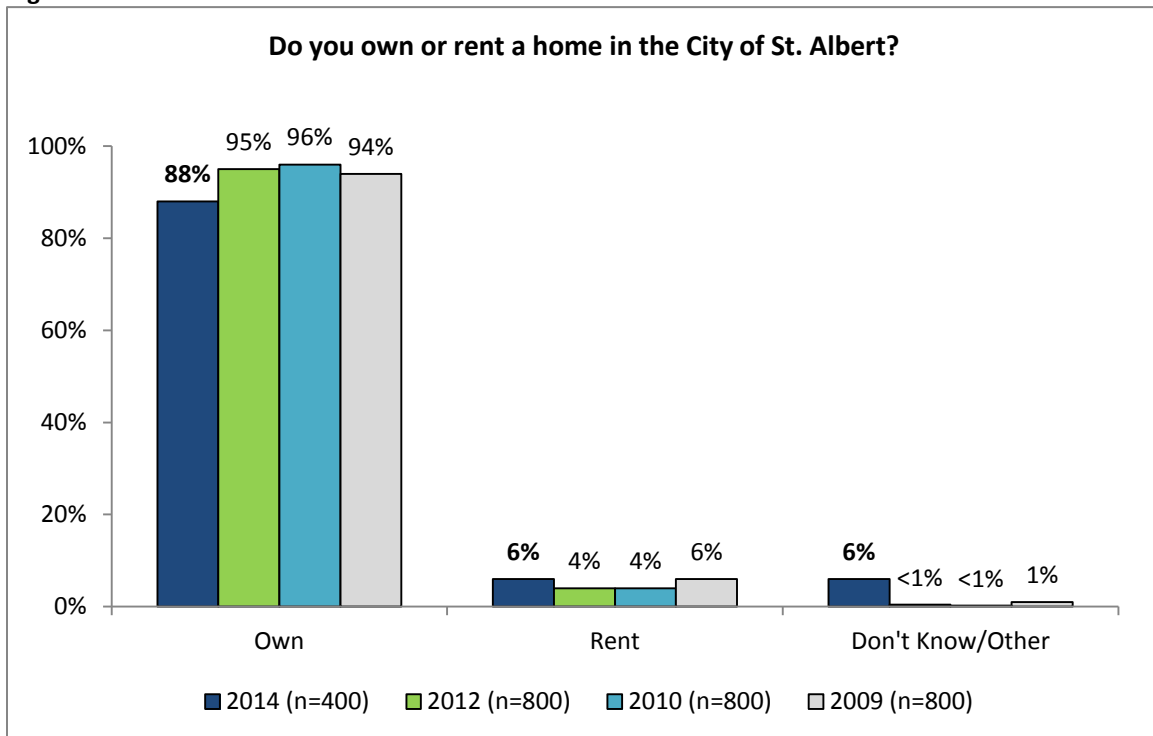
*Respondent subgroups significantly more likely to have **been satisfied, overall, with the service provided** (ratings of 4 or 5 out of 5) included:*

- *Those who felt the quality of life had improved (94%) or stayed the same (88%) in the past 3 years (versus 67% of those who felt it had worsened);*
- *Those who were satisfied, overall, with City services, facilities, and programs (89%, versus 70% of those who were dissatisfied);*
- *Those who felt they received “very good” or “excellent” value for their tax dollars (96%, versus 81% of those who felt they received “fair” or “poor” value);*
- *Those who were satisfied with the opportunities available for public engagement (92%, versus 77% of those who were dissatisfied and 82% of those who were neither satisfied nor dissatisfied; and*
- *Those who have lived in St. Albert for 10 years or less (95%, versus 81% of those who have lived in St. Albert for 11 to 20 years).*

4.7 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 11, below, 88% of the respondents surveyed were homeowners, while 6% were renters; 6% were unable to provide a response or had another type of arrangement.

Figure 11



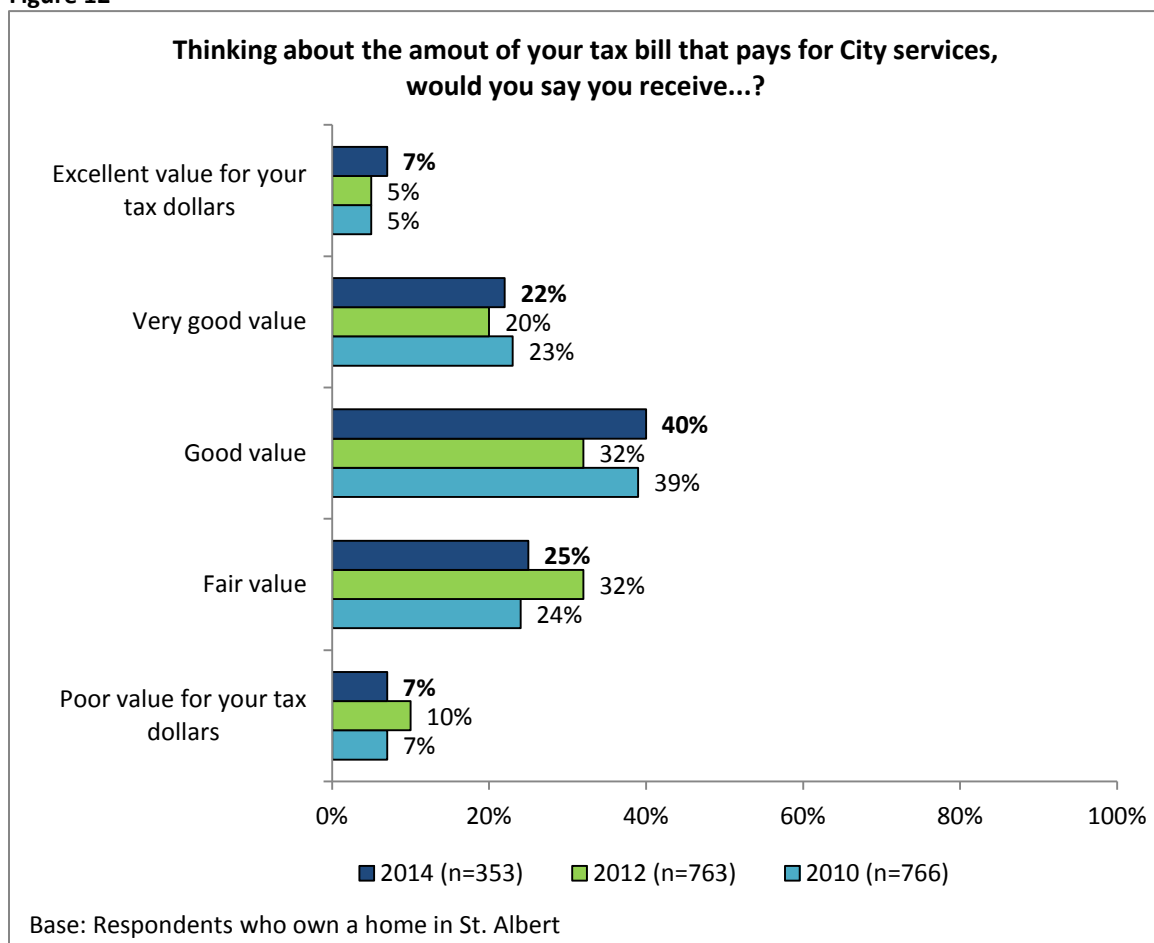
Homeowners (n=353) were then provided with the following information concerning the distribution of their tax bill:

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

Thinking about the amount of their tax bill that pays for City services, then, more than one-quarter of the respondents (28%) felt they received “very good” (22%) or “excellent” (7%) value for their tax dollars, while 40% reported receiving “good” value, and 32% reported receiving “fair” (25%) or “poor” (7%) value. See Figure 12, below.

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

Figure 12



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have **felt they received “very good” or “excellent” value for their tax dollars** included:

- Those who felt the quality of life had improved in the past 3 years (43%, versus 15% of those who felt the quality had worsened, and 25% of those who felt it had stayed the same);
- Those who were satisfied, overall, with City services, facilities, and programs (32%, versus 8% of those who were neither satisfied nor dissatisfied);
- Those who supported an inflationary tax increase to maintain services (31%) or those who supported a tax increase above inflation (40%) (versus 5% of those who supported a tax decrease);
- Those who were satisfied, overall, with how the City is currently being run (38%, versus 7% of those who were dissatisfied and 13% of those who were neither satisfied nor dissatisfied);
- Those who were satisfied with the opportunities available for public engagement (38%, versus 17% of those who were dissatisfied and 23% of those who were neither satisfied nor dissatisfied).

Respondents who felt they received “very good” or “excellent” value for their tax dollars (n=99) most often explained that they enjoy the parks, trees, and trail system (16%), and that they are satisfied with the services provided, overall (15%). See Table 24, below.

Table 24

| Why do you feel you received “very good” or “excellent” value for your tax dollars? | |
|--|---------------------------------------|
| Base: Respondents who felt they received “very good” or “excellent” value for their tax dollars | Percent of Respondents* (n=99) |
| Nice parks and trees/trail system/green spaces | 16 |
| Satisfied with the services provided | 15 |
| Good snow removal | 12 |
| Good place to live/high standard of living/good community spirit | 10 |
| Good value for tax dollars/spend budget well | 10 |
| Good/great services | 10 |
| Good maintenance on streets/roads | 9 |
| City is clean | 6 |
| In comparison to other cities, services are good | 6 |
| Good recreation programs/facilities | 6 |
| City is well-maintained | 6 |
| No complaints/no problems/generally satisfied | 5 |
| Quick response to concerns | 5 |
| Other (4% of respondents or less) | 35 |
| Don't Know | 6 |

***Multiple responses**

Those who felt they received “good” value for their tax dollars (n=140) explained that they are satisfied with the services provided, overall (10%), and that snow removal services are good, in general (10%). See Table 25, below.

Table 25

| Why do you feel you received “good” value for your tax dollars? | |
|---|---------------------------------|
| Base: Respondents who felt they received “good” value for their tax dollars | Percent of Respondents* (n=140) |
| Satisfied with the services provided | 10 |
| Good snow removal | 10 |
| Good maintenance on streets/roads | 9 |
| Taxes are high/continue to rise | 9 |
| City is well-maintained | 7 |
| Services are good, but the rates are a little high | 6 |
| Good value for tax dollars/spend budget well | 6 |
| Nice parks and trees/trail system/green spaces | 5 |
| City Council does a good job/city is well-run | 4 |
| Lack of an industrial tax base/need to attract businesses | 4 |
| City should improve on how they manage the money (e.g., recreation centre/bypass road/Servus Place) | 4 |
| Other (3% of respondents or less) | 53 |
| Don't Know | 9 |

*Multiple responses

Those who felt they received “fair” or “poor” value (n=112) reported that taxes are high and/or that taxes continue to rise (20%), and that taxes are relatively high in relation to other comparable cities (17%). See Table 26, below.

Table 26

| Why do you feel you received “fair” or “poor” value for your tax dollars? | |
|---|------------------------------------|
| Base: Respondents who felt they received “fair” or “poor” value for their tax dollars | Percent of Respondents* (n=112) |
| Taxes are high/continue to rise | 20 |
| Taxes are high compared to other cities/communities with the same facilities and services | 17 |
| Taxes are high in comparison to services received/not getting good value for money | 9 |
| City should improve on how they manage the money (e.g., recreation centre/bypass road/Servus Place) | 6 |
| Lack snow removal/poor quality of snow removal | 6 |
| Lack of an industrial tax base/need to attract businesses | 5 |
| Good value for tax dollars/spend budget well | 5 |
| Bypass/recreation centre issues/dislikes having to pay for Servus Place | 4 |
| Poor garbage pick-up/need pick-up | 4 |
| The elderly/people without children have to pay for schools | 4 |
| Other (3% of respondents or less) | 30 |
| Don't Know | 5 |

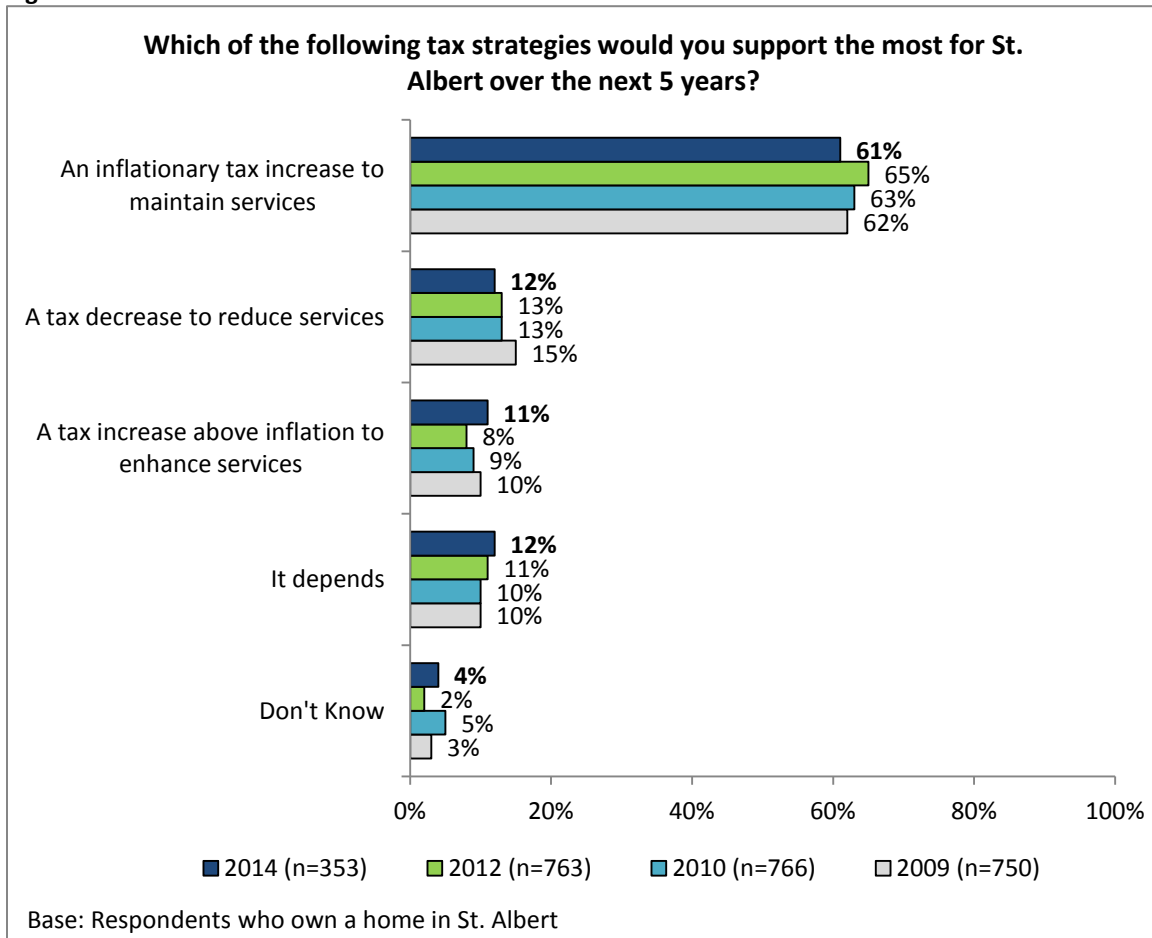
*Multiple responses

In terms of an overall tax strategy, 62% of the homeowners surveyed (n=353) supported an inflationary tax increase to maintain the current level of services from the City, while 13% supported a tax decrease to reduce the level of services. Eleven percent (11%) supported a tax increase above inflation to enhance or expand the level of services from the City. See Figure 13, below.

Top responses amongst those who said “it depends” (11% of homeowners) included:

- No tax increase – need better management of existing funds (3% of homeowners);
- Services maintained without a tax increase/no increase (2%); and
- Encourage incoming industry (and commercial business) to help support the tax base (2%).

Figure 13



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have supported an **inflationary tax increase to maintain services** included:

- Males (68%, versus 54% of females);
- Those who felt the quality of life had improved (62%) or stayed the same (65%) in the past 3 years (versus 43% of those who felt it had worsened);
- Those who were satisfied, overall, with City services, facilities, and programs (65%, versus 41% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (68%, versus 52% of those who felt they received “fair” or “poor” value);
- Those who were satisfied, overall, with how the City is currently being run (69%, versus 36% of those who were dissatisfied);
- Those who were satisfied with the opportunities available for public engagement (65%, versus 44% of those who were dissatisfied).

Those who have lived in St. Albert for 21 years or more were more likely to have supported a **tax increase above inflation to enhance the level of service** (13%, versus 5% those who have lived in St. Albert for 11 to 20 years).

Respondents who were more likely to have supported a **tax decrease to reduce the level of service** included:

- Females (16%, versus 7% of males);
- Those who felt the quality of life had worsened in the past 3 years (30%, versus 11% of those who felt it had stayed the same, and 8% of those who felt it had improved);
- Those who were neither satisfied nor dissatisfied with St. Albert services, facilities, and programs, overall (26%, versus 10% of those who were satisfied);
- Those who felt they received “fair” or “poor” value for their tax dollars (26%, versus 2% of those who felt they received “very good” or “excellent” value); and
- Those who were dissatisfied (42%) or neither satisfied nor dissatisfied (18%) with how the City is currently being run (versus 6% of those who were satisfied).

4.8 Municipal Leadership

When asked what they considered the most important issue facing the St. Albert City Council today, 16% of the respondents mentioned managing urban growth, while another 16% mentioned industrial development and attracting more industry. Twelve percent (12%) reported that rising taxes and/or property taxes is the most important issue facing City Council. It is important to note that 25% of the respondents were unsure, or did not provide a response. See Table 27, below.

Table 27

| What would you say is the most important issue facing St. Albert City Council today? | |
|--|------------------------------------|
| | Percent of Respondents* (n=400) |
| Urban growth/managing city growth without raising property taxes/keeping up with services with growth | 16 |
| Industrial development/attract more industry/business/economic development | 16 |
| Rising taxes/taxes/property taxes | 12 |
| The lack of a strong tax base/attracting industry | 5 |
| The budget/balancing the city budget/how tax dollars are spent/keeping expenses down/debt/wasting money/funding | 5 |
| Poor management/decision-making/lack of decision-making/speed/need to develop a vision for the future/being on the same page | 4 |
| Land development/management/planning/do not over-develop/re-zoning/balance development | 3 |
| Other (2% of respondents or less) | 29 |
| Don't Know/No Response | 25 |

*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”** – 54% of the respondents agreed (ratings of 4 or 5 out of 5);
 - 33% neither agreed nor disagreed (3 out of 5); and
 - The mean rating was 3.55 out of 5.
- **“Council effectively plans for the future of the community”** – 45% agreed;
 - 41% neither agreed nor disagreed; and
 - The mean rating was 3.48.
- **“My personal interests are being served by City Council”** – 42% agreed;
 - 39% neither agreed nor disagreed; and
 - The mean rating was 3.34.

See Figure 14, below, and Table 28, on the following page.

Figure 14

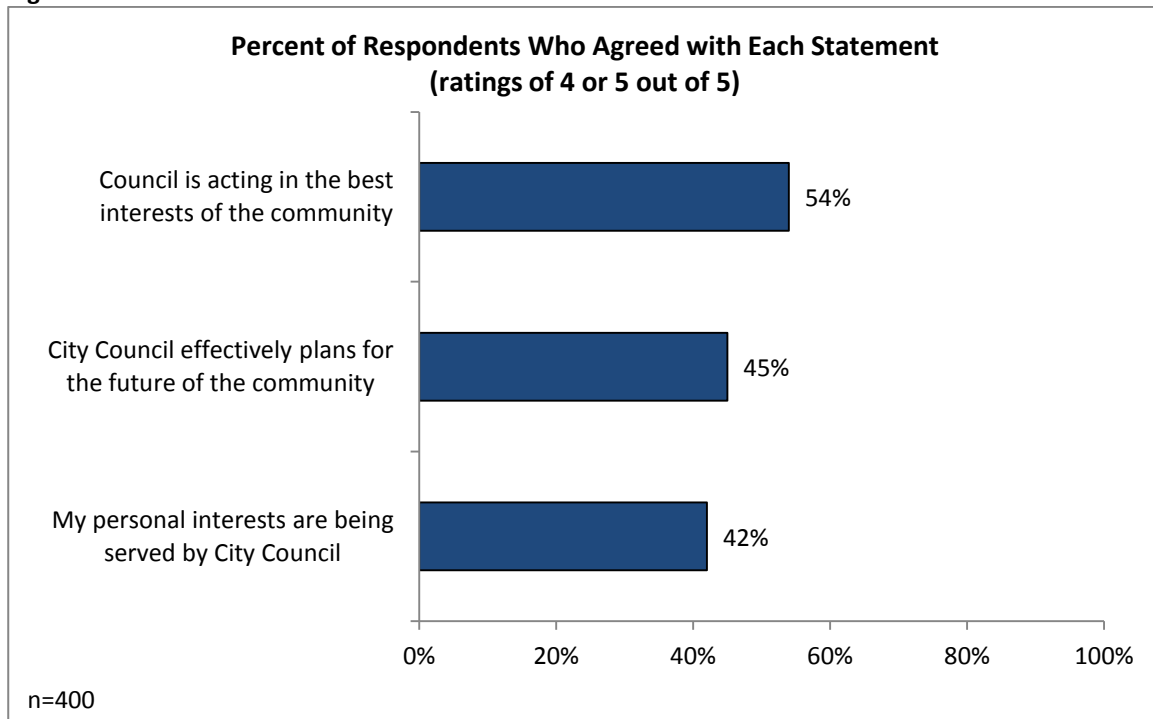


Table 28

| To what extent do you agree or disagree with the following statements? | | | | | | | |
|---|--------------------------------|-----|-----|-----|-----------------------|------------|-----------------|
| | Percent of Respondents (n=400) | | | | | | |
| | (5) Strongly Agree | (4) | (3) | (2) | (1) Strongly Disagree | Don't Know | Mean (out of 5) |
| Council is acting in the best interests of the community, as a whole | 13 | 41 | 33 | 9 | 3 | 2 | 3.55 |
| St. Albert City Council effectively plans for the future of the community | 12 | 34 | 41 | 7 | 3 | 5 | 3.48 |
| My personal interests are being served by the City Council | 11 | 31 | 39 | 9 | 6 | 5 | 3.34 |

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have agreed with **each of the three (3) statements concerning City Council** (ratings of 4 or 5 out of 5) included:

- Those who felt the quality of life had improved or stayed the same in the past 3 years;
- Those who agreed that St. Albert is a safe community to live in;
- Those who were satisfied, overall, with City services, facilities, and programs;
- Those who were satisfied with the service received from City employees;
- Those who felt they received “good,” “very good,” or “excellent” value for their tax dollars;
- Those who supported an inflationary tax increase to maintain services or a tax increase above inflation to enhance or improve services;
- Those who were satisfied, overall, with how the City is currently being run; and
- Those who were satisfied with the opportunities available for public engagement.

Those who have lived in St. Albert for 21 years or more were more likely to have agreed that **“Council is acting in the best interests of the community, as a whole,”** in particular (59%, versus 43% of those versus those who have lived in St. Albert for 11 to 20 years).

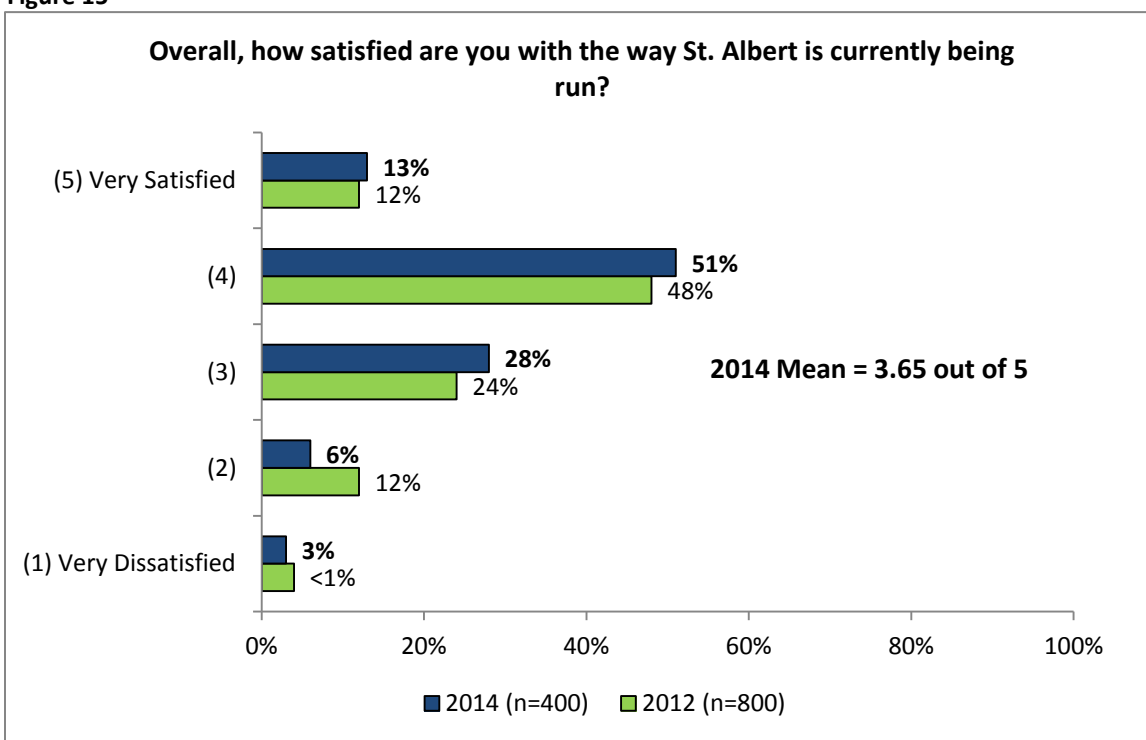
Respondents more likely to have agreed that **“my personal interests are being served by City Council,”** in particular, included:

- Those aged 65 and older (52%, versus 37% of those aged 35 to 64);
- Those with seniors in their household (52%, versus 37% of those without); and
- Those who had not been in contact with a City employee in the past 12 months (49%, versus 37% of those who had).

When asked to rate their overall level of satisfaction with the way the City of St. Albert is currently being run, 64% of the respondents were satisfied, or provided ratings of 4 (51%) or 5 (13%) out of 5. Twenty-eight percent (28%) were neither satisfied nor dissatisfied (3 out of 5), while 8% provided ratings of 1 (3%) or 2 (6%). See Figure 15, below.

Please Note: A different scale was used in the 2012 St. Albert Resident Survey.⁹ Due to the use of word-anchored responses in 2012 (versus number-anchored in 2014), a mean cannot be calculated for the 2012 results. Caution should therefore be used when comparing 2014 and 2012 survey results.

Figure 15



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

Selected Sub-Segment Findings

Respondent subgroups significantly *more likely* to have been **satisfied, overall, with how the City is currently being run** (ratings of 4 or 5 out of 5) included:

- Those who felt the quality of life had improved (84%) or stayed the same (63%) in the past 3 years (versus 33% of those who felt it had worsened);
- Those who agreed that St. Albert is a safe community to live in (65%, versus 42% of those who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (71%, versus 27% of those who were dissatisfied);
- Those who were satisfied with the service received from City employees (64%, versus 39% of those who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (85%, versus 45% of those who felt they received “fair” or “poor” value);
- Those who supported an inflationary tax increase to maintain services (71%) or a tax increase above inflation to enhance or improve services (71%) (versus 30% of those who supported a tax decrease); and
- Those who were satisfied (77%) or neither satisfied/dissatisfied (60%) with the opportunities available for public engagement (versus 23% of those who were dissatisfied).

Respondents who were satisfied with how the City is currently being run (ratings of 4 or 5 out of 5; n=254) most often explained that the City is well-run and well-planned, in general (22%), and that they are satisfied and/or do not have any issues (19%). See Table 29, below.

Table 29

| Why are you <u>satisfied</u> with how the City is currently being run? | |
|---|--|
| Base: Respondents who were satisfied with how the City is currently being run (ratings of 4 or 5 out of 5) | Percent of Respondents* (n=254) |
| City is well-run/good planning | 22 |
| Is satisfied/no issues (in general) | 19 |
| Room for improvement (unspecified) | 11 |
| Good place to live/high quality of life | 10 |
| Good services/programs (in general) | 6 |
| City listens to its residents | 4 |
| Not doing enough to attract business/industry | 3 |
| Other (2% of respondents or less) | 34 |
| Don't Know | 11 |

*Multiple responses

Those who were neither satisfied nor dissatisfied (3 out of 5; n=112) felt that they Mayor and City Council are not managing the City well (11%), and that City Council does not have its residents' interests at heart (11%). See Table 30, below.

Table 30

| Why are you <u>neither satisfied nor dissatisfied</u> with how the City is currently being run? | |
|--|--|
| Base: Respondents who were neither satisfied nor dissatisfied with how the City is currently being run (rating of 3 out of 5) | Percent of Respondents* (n=112) |
| Mayor/City Council are not managing the City well/lack of planning | 11 |
| Council does not have community/resident interests at heart | 11 |
| Not doing enough to attract business/industry | 9 |
| Is satisfied/no issues (in general) | 8 |
| City does not listen to its residents | 8 |
| Poor budgeting/wasting tax dollars | 7 |
| Too much dissension between Councillors and Mayor | 6 |
| Room for improvement (unspecified) | 5 |
| Other (3% of respondents or less) | 35 |
| Don't Know | 21 |

***Multiple responses**

Respondents who were dissatisfied with how the City is being run (1 or 2 out of 5; n=33) most often reported that City Council is budgeting poorly (36%), followed by 18% who reported that the Mayor and City Council are not managing the City well. See Table 31, below.

Table 31

| Why are you <u>dissatisfied</u> with how the City is currently being run? | |
|--|---|
| Base: Respondents who were dissatisfied with how the City is currently being run (ratings of 1 or 2 out of 5) | Percent of Respondents* (n=33) |
| Poor budgeting/wasting tax dollars | 36 |
| Mayor/City Council are not managing the City well/lack of planning | 18 |
| Not doing enough to attract business/industry | 9 |
| Council does not have community/resident interests at heart | 9 |
| Taxes are too high/keep increasing | 6 |
| Need to improve road infrastructure/maintenance | 6 |
| Not receiving service value equivalent to tax costs | 6 |
| Need to improve transit service | 6 |
| City does not listen to its residents | 6 |
| City does a poor job of responding to resident concerns | 6 |
| Lack of programs/services for seniors | 6 |
| Other (single mentions) | 33 |
| Don't Know | 3 |

***Multiple responses**

4.9 Top Priorities for the City of St. Albert

The next section of the survey concerned residents opinions regarding priorities for City Council. When asked what they thought should be Council's top priorities, one-third of the respondents (33%) cited economic development, followed by 22% who mentioned reducing taxes. See Table 32, below.

Table 32

| What do you think should be the top priorities for City Council? | |
|--|------------------------------------|
| | Percent of Respondents* (n=400) |
| Economic development | 33 |
| Reducing taxes | 22 |
| More roads/improved road/infrastructure system | 14 |
| City growth/expansion/controlling growth | 11 |
| Maintaining current level of services | 10 |
| Improved education facilities | 8 |
| Budget/fiscal responsibility | 7 |
| Better city planning/decision-making | 7 |
| Public transit | 7 |
| Recreation facilities/programs/services | 7 |
| Improving traffic flow/congestion | 6 |
| Road repairs/maintenance | 5 |
| Health care/medical services | 5 |
| Other (4% of respondents or less) | 57 |

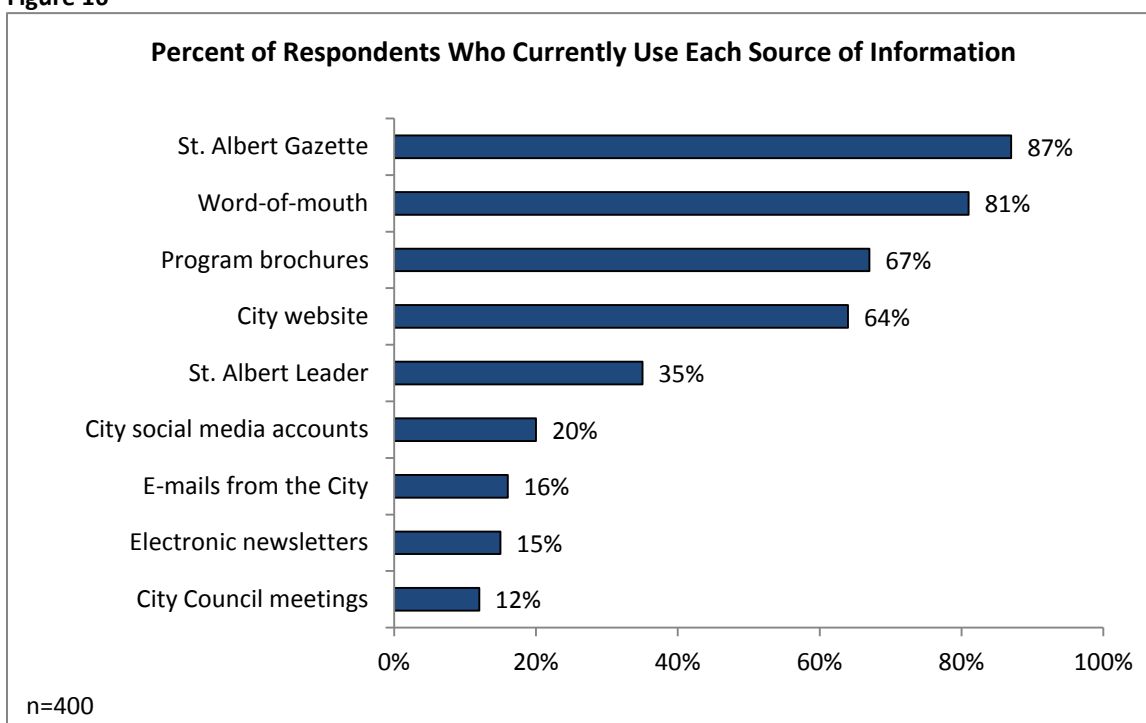
*Multiple responses

4.10 City News and Promotions

Respondents were asked whether or not they use a variety of sources when they need to get information on City programs, services, and initiatives. As shown in Figure 16, below, more than 80% of the respondents reported using the St. Albert Gazette (87%) and word-of-mouth (81%), while more than half of the respondents use program brochures (67%) and the City website (64%).

Conversely, fewer than half of the respondents surveyed reported using the following: the St. Albert Leader (35%); City social media accounts (e.g., Twitter, Facebook) (20%); e-mails from the City (16%); electronic newsletters (15%); and watching/attending City Council meetings (12%).

Figure 16



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to use the **St. Albert Gazette** to stay informed included:

- Homeowners (88%, versus 77% of renters);
- Those who have lived in St. Albert for 21 years or more (89%, versus 80% those who have lived in St. Albert for 10 years or less);
- Those who agreed that St. Albert is a safe community to live in (88%, versus 74% of those who neither agreed nor disagreed);
- Those who felt they received “good” value for their tax dollars (92%, versus 84% of those who felt they received “fair” or “poor” value); and
- Those who supported an inflationary tax increase to maintain services (91%, versus 77% of those who supported a tax decrease).

Homeowners (37%) were more likely than renters (19%) to use the **St. Albert Leader** to stay informed.

Respondent subgroups significantly more likely to **watch or attend City Council meetings** to stay informed included homeowners (14%, versus 2% of renters) and those without children in their household (15%, versus 7% of those with children).

Respondent subgroups significantly more likely to use the **City website** to stay informed included:

- Those aged 18 to 34 (63%) or 35 to 64 (74%) (versus 41% of those aged 65 and older);
- Homeowners (66%, versus 49% of renters);
- Those who have lived in St. Albert for 10 years or less (78%, versus 64% those who have lived in St. Albert for 11 to 20 years, or 59% of those who have lived in St. Albert for 21 years or more);
- Those with children in their household (82%, versus 55% of those without children);
- Those without seniors in their household (73%, versus 44% those with seniors);
- Those who felt the quality of life had stayed the same in the past 3 years (66%, versus 49% of those who felt it had worsened);
- Those who agreed that St. Albert is a safe community to live in (66%, versus 36% of those who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (66%, versus 52% of those who were neither satisfied nor dissatisfied);
- Those who had been in contact with a City employee in the past year (72%, versus 51% of those who had not); and
- Those who were satisfied (70%) or neither satisfied nor dissatisfied (66%) with the opportunities available for public engagement (versus 50% of those who were dissatisfied).

Respondent subgroups significantly more likely to use the **City social media accounts (e.g., Twitter, Facebook)** to stay informed included:

- Those aged 18 to 34 (52%, versus 18% of those aged 35 to 64 and 8% of those 65 and older);
- Renters (34%, versus 18% of homeowners);
- Those who have lived in St. Albert for 10 years or less (33%, versus 20% of those who have lived in St. Albert for 11 to 20 years, or 15% of those who have lived in St. Albert for 21 years or more);
- Those with children in their household (32%, versus 15% of those without children); and
- Those who felt the quality of life had improved in the past 3 years (28%, versus 10% of those who felt it had worsened).

Respondent subgroups significantly more likely to use **program brochures** to stay informed included:

- Those aged 35 to 64 (71%) or 65 and older (69%) (versus 45% of those aged 18 to 34);
- Females (75%, versus 58% of males);
- Homeowners (71%, versus 38% of renters);
- Those who had been in contact with a City employee in the past year (75%, versus 56% of those who had not); and
- Those who were satisfied with the opportunities available for public engagement (74%, versus 61% of those who were neither satisfied nor dissatisfied).

Respondent subgroups significantly more likely to use **word-of-mouth** to stay informed included:

- Those with children in their household (87%, versus 79% of those without children);
- Those who participated in public engagement opportunities in the past year (90%, versus 79% of those who did not participate);
- Those who had been in contact with a City employee in the past year (85%, versus 76% of those who had not); and
- Those who were satisfied with the opportunities available for public engagement (88%, versus 73% of those who were dissatisfied and 78% of those who were neither satisfied nor dissatisfied).

Respondent subgroups significantly more likely to use **e-mails from the City** to stay informed included:

- Those aged 35 to 64 (19%, versus 7% of those aged 18 to 34);
- Homeowners (18%, versus 4% of renters);
- Those who agreed that St. Albert is a safe community to live in (17%, versus 3% of those who neither agreed nor disagreed);
- Those who had been in contact with a City employee in the past year (20%, versus 10% of those who had not); and
- Those who supported a tax increase above inflation to increase the level of service (29%, versus 11% of those who supported a tax decrease).

Respondent subgroups significantly more likely to use **electronic newsletters** to stay informed included:

- Homeowners (17%, versus 2% of renters);
- Those who were satisfied, overall, with City services, facilities, and programs (17%, versus 5% of those who were neither satisfied nor dissatisfied); and
- Those who had been in contact with a City employee in the past year (19%, versus 8% of those who had not).

Respondents who reported *not* using each source of information were asked how effective they felt those sources would be, if they chose to use them in the future. Respondents who do not currently refer to the St. Albert Gazette (n=51) were the most likely to have rated it as an effective method of communication (ratings of 4 or 5 out of 5) (43%).

Conversely, only 5% of those who do not use the St. Albert Leader (n=220) and 3% of those who do not use word-of-mouth (n=69) would consider those sources effective, as potential future sources of information.

See Figure 17, on the following page, and Table 33, on page 67, for a detailed breakdown of the results.

Figure 17

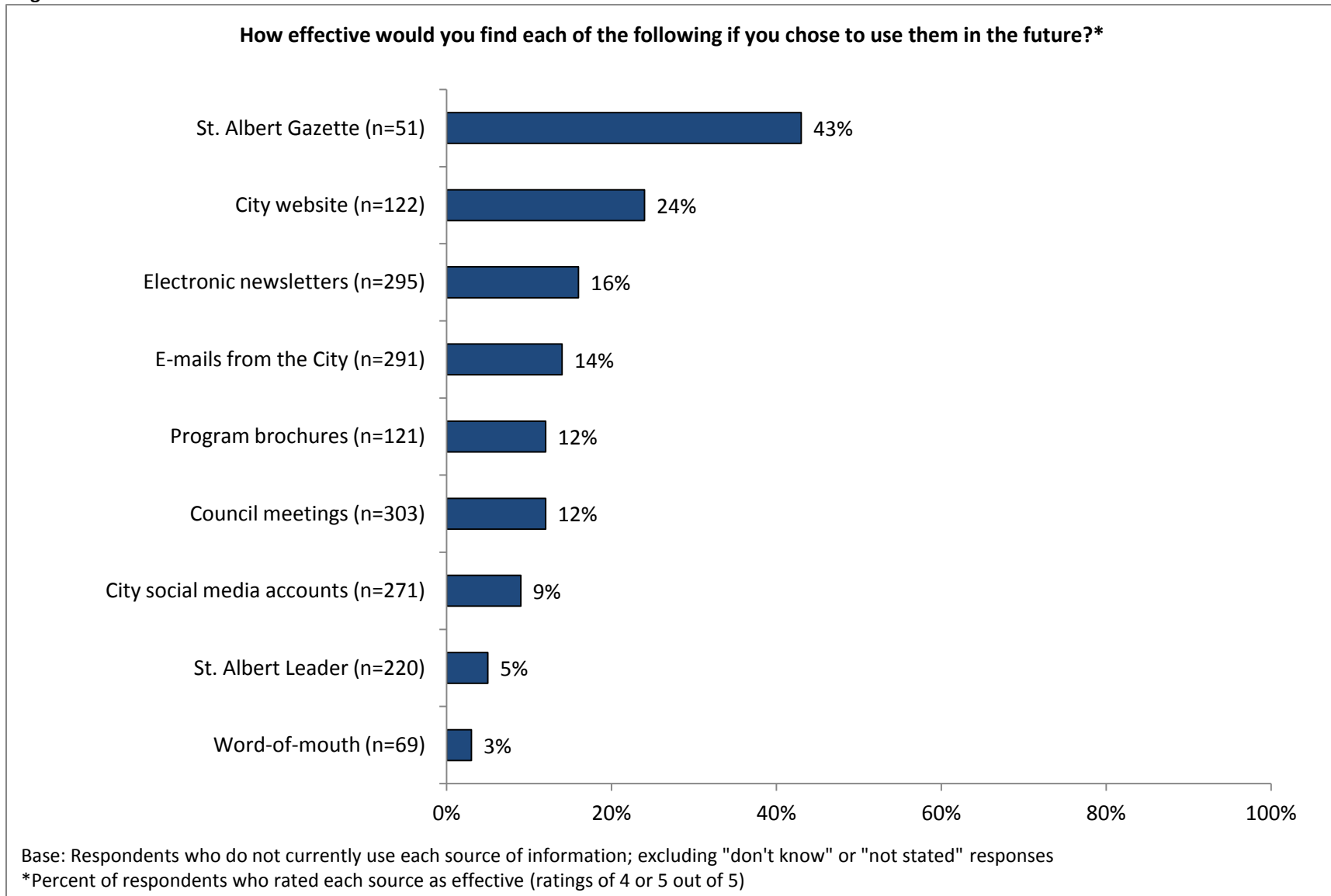


Table 33

| How effective would you find each of the following, if you chose to use them in the future? | | | | | | | |
|---|------------------------|-----|-----|-----|--------------------------|------------|-----------------|
| Base: Respondents who do not currently use each source of information | Percent of Respondents | | | | | | |
| | (5) Very Effective | (4) | (3) | (2) | (1) Not at all Effective | Don't Know | Mean (out of 5) |
| St. Albert Gazette (n=53) | 11 | 30 | 28 | 9 | 17 | 4 | 3.10 |
| City website (n=145) | 5 | 15 | 17 | 3 | 44 | 16 | 2.21 |
| Program brochures (n=132) | 3 | 8 | 24 | 17 | 39 | 8 | 2.12 |
| Electronic newsletters (n=340) | 3 | 11 | 15 | 9 | 49 | 13 | 1.94 |
| E-mails from the City (n=336) | 3 | 9 | 16 | 9 | 50 | 13 | 1.91 |
| Attending or watching Council meetings (n=351) | 3 | 7 | 12 | 12 | 52 | 14 | 1.80 |
| Word-of-mouth (n=75) | - | 3 | 20 | 25 | 44 | 8 | 1.80 |
| St. Albert Leader (n=261) | <1 | 4 | 13 | 13 | 53 | 16 | 1.64 |
| City social media accounts (n=320) | 1 | 7 | 9 | 8 | 60 | 15 | 1.61 |

When asked if there were any other sources of information or methods for communication that would be effective, 4% of all respondents suggested direct mail-outs, followed by 3% who mentioned electronic bulletin boards or billboards. See Table 34, below.

Table 34

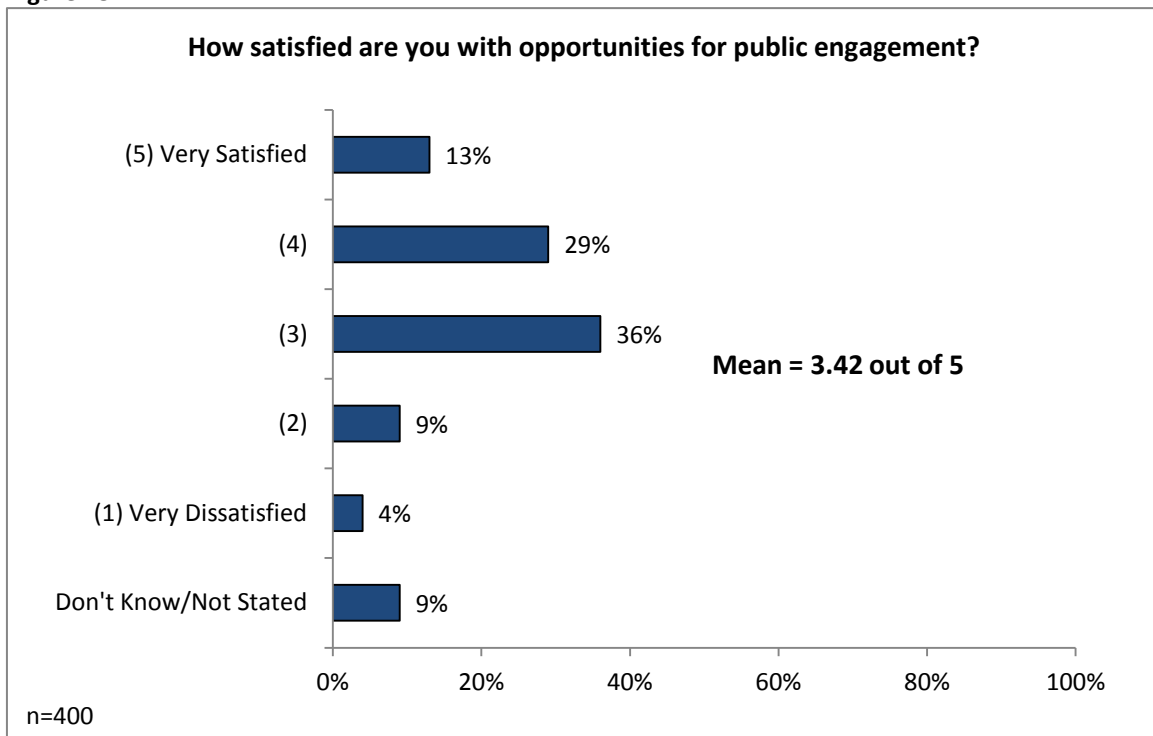
| Are there any other sources of information or methods for communication that would be effective, in terms of informing you about City programs, services, and initiatives? | |
|---|--|
| | Percent of Respondents (n=400)* |
| None/no other sources of information | 86 |
| Other; specify: | 13 |
| Direct mail | 4 |
| Electronic bulletin boards/billboards/signs | 3 |
| Television | 2 |
| By telephone | 2 |
| Direct contact | 2 |
| Other (1% of respondents or less) | 3 |
| Don't Know/Not Stated | 1 |

***Multiple responses**

4.11 Public Engagement

The final section of the survey included questions pertaining to opportunities for public engagement with the City of St. Albert. First, respondents were asked to rate their overall level of satisfaction with the availability of opportunities for public engagement, using a scale of 1 to 5, where 1 meant “very dissatisfied” and 5 meant “very satisfied.” As shown in Figure 18, below, 42% of the respondents reported being satisfied with the opportunities available, providing ratings of 4 (29%) or 5 (13%) out of 5. Thirty-six percent (36%) were neither satisfied nor dissatisfied (3 out of 5), while 13% were dissatisfied, or provided ratings of 1 (4%) or 2 (9%) out of 5.

Figure 18



Selected Sub-Segment Findings

Respondent subgroups significantly *more likely* to have **been satisfied, overall, with the opportunities available for public engagement** (ratings of 4 or 5 out of 5) included:

- Those who felt the quality of life had improved in the past 3 years (55%, versus 31% of those who felt it had worsened, and 40% of those who felt it had stayed the same);
- Those who agreed that St. Albert is a safe community to live in (44%, versus 23% of those who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (46%, versus 23% of those who were not satisfied);
- Those who were satisfied with the service received from City employees (in general) (47%, versus 24% of those who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (56%, versus 32% of those who felt they received “fair” or “poor” value);
- Those who were satisfied, overall, with how the City is currently being run (51%, versus 15% of those who were dissatisfied and 30% of those who were neither satisfied nor dissatisfied); and
- Those who participated in a public engagement opportunity in the past (53%, versus 40% of those who did not participate).

Those who were satisfied with the opportunities available for public engagement (ratings of 4 or 5 out of 5; n=168) most often explained that they feel opportunities to engage are provided, in general (53%). See Table 35, below.

Table 35

| Why are you <u>satisfied</u> with the opportunities available for public engagement? | |
|---|--|
| Base: Respondents who were satisfied with the opportunities available for public engagement (ratings of 4 or 5 out of 5) | Percent of Respondents* (n=168) |
| Opportunities are provided/satisfied with opportunities to engage | 53 |
| Mayor/Council are approachable/welcoming/easy to contact | 14 |
| Satisfied with responses to input/questions | 7 |
| Does not engage/not interested/does not need to engage with the City | 7 |
| Well publicized/advertised in a timely manner | 5 |
| City does a good job communicating with/informing citizens | 4 |
| Need to engage public more/better publicize engagement opportunities | 2 |
| There is room for improvement (unspecified) | 2 |
| City staff are approachable/accessible | 2 |
| Other (1% of respondents or less) | 9 |
| Don't Know | 11 |

***Multiple responses**

Those who were neither satisfied nor dissatisfied (3 out of 5; n=145) explained that they do not engage with the City and/or do not feel the need to engage (33%). Twenty-one percent (21%) reported that the City should better publicize engagement opportunities. See Table 36, below.

Table 36

| Why are you <u>neither satisfied nor dissatisfied</u> with the opportunities available for public engagement? | |
|--|--|
| Base: Respondents who were neither satisfied nor dissatisfied with the opportunities available for public engagement (3 out of 5) | Percent of Respondents* (n=145) |
| Does not engage/not interested/does not need to engage with the City | 33 |
| Need to engage public more/better publicize engagement opportunities | 21 |
| Opportunities are provided/satisfied with opportunities to engage | 18 |
| Neither satisfied nor dissatisfied (unspecified) | 6 |
| They do what they want regardless of input/do not act on suggestions | 5 |
| Mayor/Council are unwilling to speak to public/answer questions | 2 |
| Other (1% of respondents or less) | 12 |
| Don't Know | 12 |

*Multiple responses

Respondents who were dissatisfied (ratings of 1 or 2; n=52) most often felt that the City does not take resident feedback into account (35%), and that opportunities for public engagement should be better publicized (33%). See Table 37, below.

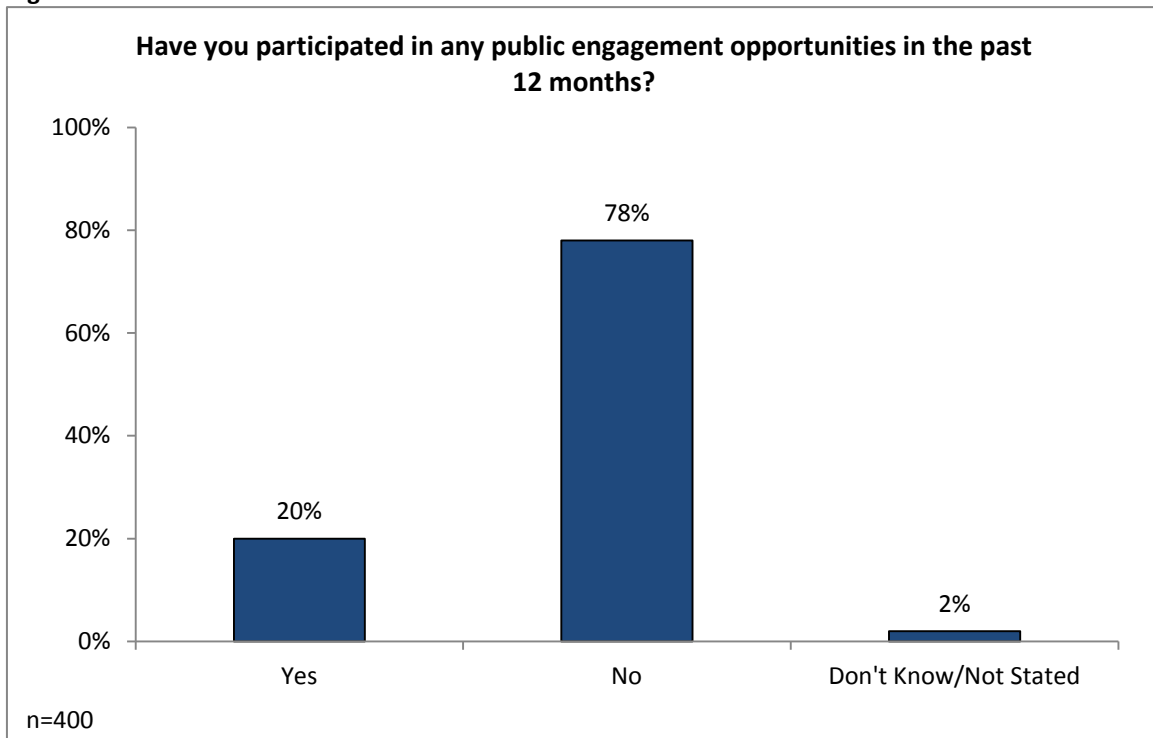
Table 37

| Why are you <u>dissatisfied</u> with the opportunities available for public engagement? | |
|--|---|
| Base: Respondents who were dissatisfied with the opportunities available for public engagement (ratings of 1 or 2 out of 5) | Percent of Respondents* (n=52) |
| They do what they want regardless of input/do not act on suggestions | 35 |
| Need to engage public more/better publicize engagement opportunities | 33 |
| Does not engage/not interested/does not need to engage with the City | 10 |
| Received poor treatment/curt responses/poor response to feedback | 4 |
| Council is only interested in opinions at election time | 4 |
| Need to better target/represent all age groups | 4 |
| Other (single mentions) | 10 |
| Don't Know | 8 |

*Multiple responses

One-fifth of the respondents surveyed (20%) reported having participated in at least one public engagement opportunity with the City of St. Albert in the past 12 months, while 78% had not. Two percent (2%) were unsure, or did not provide a response. See Figure 19, below.

Figure 19



Selected Sub-Segment Findings

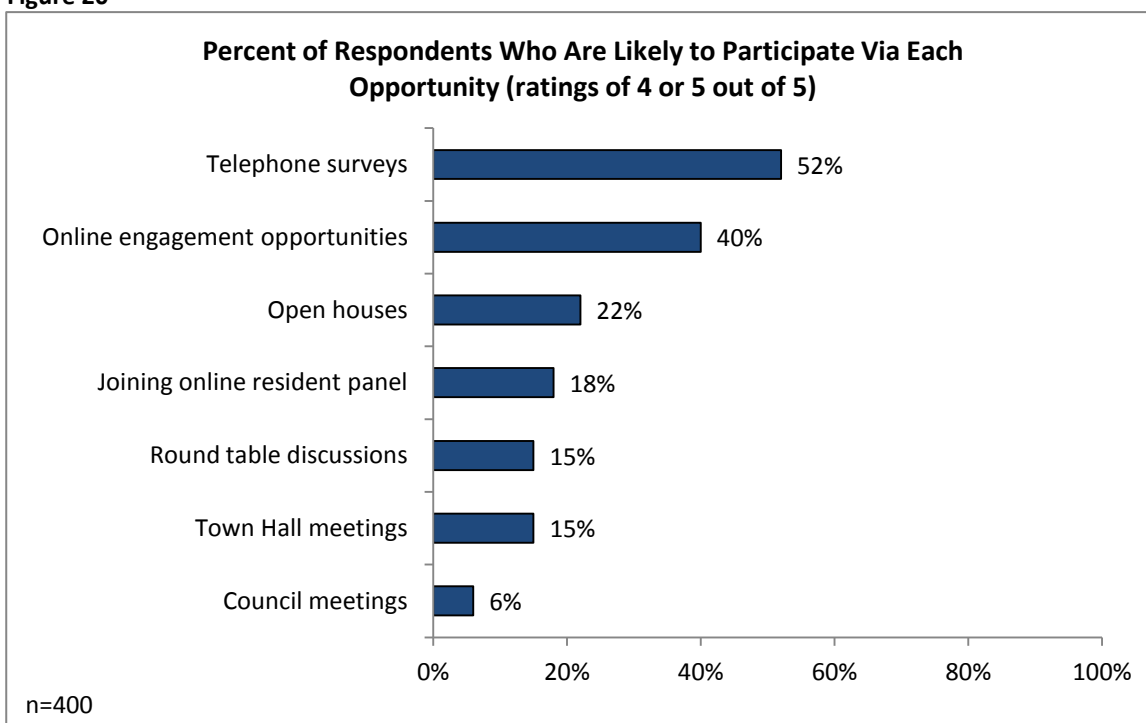
*Respondent subgroups significantly more likely to have **participated in a public engagement opportunity in the past year** included:*

- *Females (25%, versus 14% of males);*
- *Those who felt the quality of life had improved (29%, versus 16% of those who felt the quality of life had stayed the same); and*
- *Those who had been in contact with a City employee in the past 12 months (24%, versus 13% of those who had not).*

Next, respondents were asked to rate their likelihood of publicly engaging with the City through a variety of methods, using a scale of 1 to 5, where 1 meant “not at all likely” and 5 meant “very likely.” More than half of those surveyed (52%) reported being likely (ratings of 4 or 5 out of 5) to participate via a telephone survey, while 40% indicated a high likelihood of participating in online opportunities (e.g., surveys, forums, etc.). See Figure 20, below, and Table 38, on the following page, for a detailed breakdown of the responses.

Please Note: As the responses were gathered via telephone survey, responses may be biased towards “telephone survey” as a method of engaging with the City of St. Albert. In the web-based stakeholder version of the survey, 22% of the respondents (n=453) reported a high likelihood of participating via this method.¹⁰

Figure 20



¹⁰ 4,000 randomly-selected households in St. Albert were mailed hard copy survey invitations encouraging participation via the URL provided in the mail-out package.

Table 38

| How likely are you to participate in public engagement opportunities in the following ways? | | | | | | | |
|---|--------------------------------|-----|-----|-----|-----------------------|------------|-----------------|
| | Percent of Respondents (n=400) | | | | | | |
| | (5) Very Likely | (4) | (3) | (2) | (1) Not at All Likely | Don't Know | Mean (out of 5) |
| Telephone surveys | 24 | 28 | 27 | 13 | 9 | <1 | 3.45 |
| Online engagement opportunities (surveys, forums, etc.) | 18 | 22 | 23 | 10 | 27 | 1 | 2.94 |
| Open houses | 4 | 18 | 33 | 15 | 30 | 1 | 2.51 |
| Town Hall meetings | 4 | 11 | 24 | 23 | 39 | <1 | 2.19 |
| Round table discussions | 5 | 10 | 22 | 22 | 41 | 1 | 2.16 |
| Joining online resident panel | 5 | 14 | 19 | 18 | 45 | 1 | 2.14 |
| Council meetings | 1 | 4 | 14 | 25 | 56 | <1 | 1.70 |

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to participate in **online engagement opportunities** included:

- Those aged 35 to 64 (43%, versus 31% of those aged 65 and older);
- Homeowners (43%, versus 21% of renters);
- Those who participated in a public engagement opportunity in the past year (51%, versus 38% of those who did not participate);
- Those who had been in contact with a City employee in the past year (49%, versus 27% of those who had not); and
- Those who felt they received “very good” or “excellent” value for their tax dollars (52%, versus 36% of those who felt they received “good” value).

Respondent subgroups significantly more likely to participate in **Town Hall meetings** included:

- Those aged 65 and older (23%, versus 7% of those aged 18 to 34 and 13% of those aged 35 to 64);
- Those with seniors in their household (21%, versus 12% of those without seniors);
- Those who had been in contact with a City employee in the past year (18%, versus 10% of those who had not);
- Those who felt they received “very good” or “excellent” value for their tax dollars (25%, versus 13% of those who felt they received “fair” or “poor” value); and
- Those who were satisfied with the opportunities available for public engagement (21%, versus 9% of those who were neither satisfied nor dissatisfied).

Respondent subgroups significantly more likely to participate in **Council meetings** included:

- Those aged 65 and older (9%, versus 4% of those aged 35 to 64);
- Those who were not satisfied with the service received from City employees (15%, versus 5% of those who were satisfied);
- Those who were dissatisfied, overall, with how the City is currently being run (12%, versus 2% of those who were neither satisfied nor dissatisfied); and
- Those who were satisfied with the opportunities available for public engagement (10%, versus 2% of those who were neither satisfied nor dissatisfied).

Respondent subgroups significantly more likely to participate in **open houses** included:

- Homeowners (23%, versus 11% of those who rent);
- Those who have lived in St. Albert for 21 years or more (26%, versus 12% of those who have lived in St. Albert for 10 years or less);
- Those who participated in a public engagement opportunity in the past year (35%, versus 19% of those who did not participate)
- Those who had been in contact with a City employee in the past year (29%, versus 11% of those who had not);
- Those who felt they received “very good” or “excellent” value for their tax dollar (35%, versus 17% of those who felt they received “fair” or “poor” value); and
- Those who were satisfied with the opportunities available for public engagement (29%, versus 18% of those who were neither satisfied nor dissatisfied).

Respondent subgroups significantly more likely to participate in **telephone surveys** included:

- Females (57%, versus 46% of males);
- Homeowners (54%, versus 32% of renters);
- Those who have lived in St. Albert for 11 to 20 years (61%, versus 44% of those who have lived in St. Albert for 10 years or less); and
- Those who were satisfied with the opportunities available for public engagement (59%, versus 44% of those who were neither satisfied nor dissatisfied).

Respondent subgroups significantly more likely to **join an online resident panel** included:

- Those aged 35 to 64 (21%, versus 9% of those aged 65 and older);
- Those with children in their household (26%, versus 15% of those without children);
- Those without seniors in their household (23%, versus 8% of those with seniors);
- Those who participated in a public engagement opportunity in the past year (28%, versus 12% of those who did not participate);
- Those who had been in contact with a City employee in the past year (19%, versus 8% of those who had not); and
- Those who were satisfied with the opportunities available for public engagement (20%, versus 10% of those who were neither satisfied nor dissatisfied).

Finally, respondents were asked if there were any other ways they would like to participate or provide input regarding the City's plans and priorities. Four percent (4%) indicated a preference for written or hard-copy methods (e.g., pen-and-paper surveys), while 2% would engage with the City through committees. See Table 39, below.

Table 39

| Are there any other ways that you would be likely to participate or provide input regarding the City's plans and priorities? | |
|---|--|
| | Percent of Respondents (n=400)* |
| None/no other sources of information | 89 |
| Other; specify: | 11 |
| Written format (e.g., hard copy/paper surveys, etc.) | 4 |
| Committees | 2 |
| Through electronic voting/voting opportunities | 1 |
| Door-to-door contact | 1 |
| Direct contact with City Council/Mayor | 1 |
| Direct contact with City employees | 1 |
| Provide input via telephone | 1 |
| Social media | 1 |
| Other (single mentions) | 2 |
| Don't Know/Not Stated | 1 |

***Multiple responses**

4.12 Respondent Profile

Tables 40 and 41, below and on the following page, demonstrate the demographic breakdown of the residents surveyed in 2014.

Table 40

| | Percent of Respondents (n=400) |
|---|-----------------------------------|
| Gender | |
| Male | 49 |
| Female | 51 |
| Age | |
| 18 to 24 | 11 |
| 25 to 64 | 63 |
| 65 and older | 27 |
| Mean | 54.1 years of age |
| How long have you lived in the City of St. Albert? | |
| Less than 1 year | 1 |
| 1 to 5 years | 4 |
| 6 to 10 years | 15 |
| 11 to 15 years | 12 |
| 16 to 20 years | 15 |
| 21 years or more | 53 |
| Mean | 23.2 years |
| Percent of Households with at Least One (1) Person in Each Age Group | |
| 12 years of age or younger | 20 |
| 13 to 18 years of age | 18 |
| 19 to 44 years of age | 40 |
| 45 to 64 years of age | 62 |
| 65 years of age or older | 31 |
| Mean Household Size | 2.8 people |

Table 41

| | Percent of Respondents (n=400) |
|--|-----------------------------------|
| What is the highest level of education you have achieved to date? | |
| Less than high school | 3 |
| Graduated high school | 19 |
| Some or completed technical or vocational school | 10 |
| Some or completed college | 20 |
| Some or completed university | 39 |
| Post-graduate | 9 |
| Which neighbourhood do you live in? | |
| Akinsdale | 7 |
| Erin Ridge | 7 |
| Grandin | 7 |
| Lacombe Park | 7 |
| Braeside | 6 |
| Deer Ridge | 6 |
| Forest Lawn | 6 |
| Heritage Lakes | 6 |
| Kingswood | 6 |
| Oakmont | 6 |
| Woodlands | 6 |
| Mission | 5 |
| North Ridge | 5 |
| Pineview | 5 |
| Sturgeon Heights | 5 |
| Downtown | 3 |
| Inglewood | 3 |
| Erin Ridge North | 1 |
| Other | 4 |
| Do you work for the City of St. Albert? | |
| Yes | 2 |
| No | 98 |

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 citizens by the City. Your household has been randomly dialed to participate in this study. I would like to assure you that we are not selling or promoting anything and that all your responses will be kept completely anonymous. Your views are very important to the successful completion of this study and will be used to evaluate and improve City of St. Albert services.

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

A. 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? **[WATCH QUOTAS; Screen for 18-24 category first]**

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

1. 18 to 24 (n=43; Male=22, Female=21)
2. 25 to 64 (n=251; Male=122; Female=129)
3. 65+ (n=106; Male = 53, Female=53)

C. Do you live within the St. Albert City limits?

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

D. **RECORD GENDER – WATCH QUOTAS – 50/50**

1. Male
2. Female

E. Which neighbourhood do you live in? **[WATCH QUOTAS]**

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]**

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?

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 VERBATIM UP TO 3 MENTIONS]**

1. Other; **specify:** _____ **[RECORD VERBATIM]**
2. 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 VERBATIM UP TO 3 MENTIONS]**
1. Other; **specify:** _____ **[RECORD VERBATIM]**
 2. F5. (Don't Know/Not Stated)
- 4) And, do you feel that the quality of life in the City of St. Albert in the past three years has...?
1. Worsened
 2. Stayed the same
 3. Improved
 - F5. Don't Know/Unable to Rate **[SKIP TO Q6]**
- 5) Why do you feel that the quality of life in St. Albert has **[insert answer from Q4]**?
1. Other; **specify:** _____ **[RECORD VERBATIM]**
 - F5. (Don't Know/Not Stated)

Section 2: Safety Issues in St. Albert

- 6) 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)
- 7) 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:** _____ **[RECORD VERBATIM]**
 - F5. (Don't Know)

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

- 8) Next, I would like you to think about the specific **services, facilities and programs** provided by the City of St. Albert. Regardless of your use, please indicate how satisfied you are, personally, with the **quality** of each of the following services, facilities and programs, using a scale of 1 to 5, where 1 means “very dissatisfied” and 5 means “very satisfied.” First, how satisfied are you with the quality of...? [**READ LIST – RANDOMLY ROTATE**]

1. Very dissatisfied
2. ...
3. ...
4. ...
5. Very satisfied
- F5. Don't Know/Unable to Rate

- a) **Police and Municipal Enforcement**
 - b) **Fire and Ambulance Services**
 - c) **Public Works**, including: Building and Pavement Maintenance, Snow and Ice Control, Inspection and Maintenance of Trails, Parks and Playgrounds and Water and Wastewater Operations
 - d) **Arts & Culture**, including: Arden Theatre, St. Albert Children's Theatre, Performing Arts Classes/Camps, Visual Arts Studios, Public Art, and the International Children's Festival
 - e) **St. Albert Public Transit**, including: Conventional and Commuter Transit Routes and Handibus
 - f) **Engineering**, including: Infrastructure and other Capital Planning and Projects Management, Engineering Planning/Development, Transportation Network Planning and Management
 - g) **Indoor Recreation**, including: Scheduled and spontaneous recreation, fitness and aquatics programs at Fountain Park, Servus Place, Akinsdale and Kinex Arena
 - h) **Outdoor Recreation, Parks, and Trail System**, including: Scheduled and spontaneous recreation, fitness, aquatics and parks programs at Woodlands Water Play Park, Grosvenor Pool, clubhouses, city parks and trails, sport courts and outdoor rinks.
 - i) **Family and Community Support Services**, including: community development, youth leadership program (BAM), neighborhood development, family liaison program, confidential counseling, support and referral services
 - j) **Environmental Services**, including: Ensuring compliance with applicable environmental regulations and best management practices, working with residents, schools and community groups on many environmental initiatives
 - k) **Planning & Development**, including: land planning and development, and building inspections
 - l) **Economic Development**, including: business attraction, retention, expansion and tourism
- 9) [**ASK IF SOMEWHAT/VERY DISSATISFIED FOR EACH IN Q8/RATINGS OF 1-2**] What specific aspects of the [**INSERT SERVICE FROM Q8**] dissatisfied you?
1. Other; specify: _____ [**RECORD VERBATIM**]
 - F5. Don't Know

10) Taking into consideration all City of St. Albert services, facilities and programs, overall, how satisfied are you with the services provided by the City of St. Albert to residents? Would you say you are...? [READ LIST]

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

11) In your view, what one change or improvement to the programs, services and facilities provided by the City of St. Albert would do the most to better meet your needs?

1. Other; **specify:** _____ [RECORD VERBATIM]
- F5. (Don't Know/Not Stated)

Section 4: Overall Importance of City Services, Facilities and Programs

12) Next, I am going to read you the same list of services, facilities and programs that are provided by the City and are available to residents. I would like you to rate how important you feel each of the services, facilities and programs are to you Please use a scale of 1 to 5, where 1 means “not at all important” and 5 means “critically important”. [READ LIST – RANDOMLY ROTATE. READ SERVICE EXAMPLES IN BRACKETS AS NEEDED]

1. Not at all important
2. ...
3. ...
4. ...
5. Critically important
- F5. (Don't Know/Not Stated)

- a) **Police and Municipal Enforcement**
- b) **Fire and Ambulance Services**
- c) **Public Works** (e.g., Building and Pavement Maintenance, Snow and Ice Control, Inspection and Maintenance of Trails, Parks and Playgrounds and Water and Wastewater Operations)
- d) **Arts & Culture** (e.g., Arden Theatre, St. Albert Children's Theatre, Performing Arts Classes/Camps, Visual Arts Studios, Public Art, and the International Children's Festival)
- e) **St. Albert Public Transit** (e.g., Conventional and Commuter Transit Routes and Handibus)
- f) **Engineering** (e.g., Infrastructure and other Capital Planning and Projects Management, Engineering Planning/Development, Transportation Network Planning and Management)
- g) **Indoor Recreation** (e.g., Scheduled and spontaneous recreation, fitness and aquatics programs at Fountain Park, Servus Place, Akindsdale and Kinex Arena)
- h) **Outdoor Recreation, Parks, and Trail System** (e.g., Scheduled and spontaneous recreation, fitness, aquatics and parks programs at Woodlands Water Play Park, Grosvenor Pool, clubhouses, city parks and trails, sport courts and outdoor rinks)
- i) **Family and Community Support Services** (e.g., community development, youth leadership program (BAM), neighborhood development, family liaison program, confidential counseling, support and referral services)

- j) **Environmental Services** (e.g., Ensuring compliance with applicable environmental regulations and best management practices, working with residents, schools and community groups on many environmental initiatives)
- k) **Planning & Development** (e.g., land planning and development, and building inspections)
- l) **Economic Development** (e.g., business attraction, retention, expansion and tourism)

Section 5: Customer Service and Contact with City of St. Albert Employees

13) Next, I would like to talk to you about your contact with a City of St. Albert employee. In the past 12 months, have you been in contact, with any City of St. Albert employees?

- 1. Yes
 - 2. No
 - F5. (Don't Know/Not Stated)
- SKIP TO SECTION 6**
SKIP TO SECTION 6

14) Thinking again about your last interaction with a City employee, I'd like you to rate your level of agreement with the following statements, using a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree." How strongly would you agree that...?

- 1. Strongly Disagree
- 2. ...
- 3. ...
- 4. ...
- 5. Strongly Agree
- F5. (Don't Know/Not Stated)

- a) Staff provided a response within a reasonable time
- b) Staff were knowledgeable
- c) Staff were polite
- d) Staff were able to take action
- e) Staff were able to refer you to the correct person or department if they couldn't help you

15) Overall, how satisfied were you with the service provided by the City of St. Albert employee that you last contacted? Would you say you were...? **[READ LIST]**

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

Section 6: Property Taxes and Financial Planning

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

- 1. Own
- 2. Rent **SKIP TO SECTION 7**
- F5. (Not stated) **SKIP TO SECTION 7**

17) 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 for your tax dollars
- 3. Good value
- 4. Very good value
- 5. Or, excellent value for your tax dollars
- F5. Don't Know/Unable to Rate Value

18) What is the main reason you feel that way?

- 1. Other; **specify:** _____ **[RECORD VERBATIM]**
- F5. (Don't Know/Not Stated)

19) 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. Or, a tax decrease to reduce the level of services from the City
- 4. It depends; **specify:** _____ **[RECORD VERBATIM]**
- F5. (Don't Know)

Section 7: Municipal Leadership

20) 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. Other; **specify:** _____ **[RECORD VERBATIM]**
- F5 (Don't Know)

21) 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

22) Next, could you please tell me 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 8]**

23) Why do you feel that way?

1. _____ **[RECORD VERBATIM]**
- F5 (Don't Know)

Section 8: Top Priorities for the City of St. Albert

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

1. _____ **[RECORD VERBATIM]**
- F5 (Don't Know)

Section 9: City News and Promotions

The next few questions focus on news and promotions about City of St. Albert programs, services and initiatives.

25) Please tell me whether or not you currently refer to each of the following, when you need to get information on City programs, services and initiatives. **[READ LIST – YES/NO FOR EACH]**

1. Yes
2. No
- F5. (Don't Know/Not Stated)

- a) St. Albert Gazette
- b) St. Albert Leader
- c) Attending or watching Council meetings
- d) City website
- e) City's social media accounts (e.g., Twitter, Facebook)
- f) Program brochures
- g) Word-of-mouth
- h) E-mails from the City
- i) Electronic newsletters

26) **[ASK FOR EACH 'NO' IN Q25:]** Using a scale of 1 to 5, where 1 means "not at all effective" and 5 means "very effective," how effective would you find each of the following for getting information on City programs, services and initiatives, if you chose to use them in the future?

1. Not at all effective
2. ...
3. ...
4. ...
5. Very effective
- F5. (Don't Know/Not Stated)

[NOTE, ONLY ASK FOR EACH 'NO' IN Q25. IF ALL OPTIONS IN Q25 WERE 'YES', SKIP TO Q27]

- a) St. Albert Gazette
- b) St. Albert Leader
- c) Attending or watching Council meetings
- d) City website
- e) City's social media accounts (e.g., Twitter, Facebook)
- f) Program brochures
- g) Word-of-mouth
- h) E-mails from the City
- i) Electronic newsletters

- 27) Are there any other sources of information or methods for communication that would be effective, in terms of informing you about City programs, services and initiatives?
1. Other; **specify:** _____ **[RECORD VERBATIM]**
 2. No/None
 - F5 (Don't Know)

Section 10: Public Engagement

- 28) How satisfied are you with opportunities for public engagement to provide input and share your comments on topics that matter to you with Council or Administration?
1. Very dissatisfied
 2. ...
 3. ...
 4. ...
 5. Very satisfied
 - F5. (Don't Know/Not Stated) **[SKIP TO Q30]**

- 29) Why did you provide that response?

1. _____ **[RECORD VERBATIM]**
- F5. Don't Know

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

1. Yes
2. No
- F5. Don't Know

- 31) Using a scale of 1 to 5, where 1 means "not at all likely" and 5 means "very likely," how likely are you to participate in public engagement opportunities regarding the City's plans and priorities in the following ways?

1. Not at all likely
2. ...
3. ...
4. ...
5. Very likely
- F5. (Don't Know/Not Stated)

- a) Online engagement opportunities (surveys, forums, etc.)
- b) Town Hall Meetings
- c) Council Meetings
- d) Open Houses
- e) Telephone Surveys
- f) Joining online resident panel
- g) Round table discussions

32) Are there any other ways that you would be likely to participate or provide input regarding the City's plans and priorities?

1. Other; **specify:** _____ **[RECORD VERBATIM]**
2. No/None
- F5 (Don't Know)

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.

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

1. _____ **RECORD NUMBER OF YEARS**

34) Including yourself, how many people in each of the following age groups live in your household? How many are (Read list. Record actual number)

1. Under 13 years old
2. Between 13 and 18 years old
3. Between 19 and 44 years old
4. Between 45 and 64 years old
5. 65 years of age or older
- F5. (Not stated)

35) What is the highest level of education you have achieved to date? (Read list if necessary)

1. Less than high school
2. Graduated high school
3. Some or completed technical or vocational school
4. Some or completed college
5. Some or completed university
6. Post graduate
- F5. (Not stated)

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

Are you interested in participating in future public engagement opportunities for the City of St. Albert? You may register through us for their online web survey panel, as well as join a recruitment list for focus group discussions. Would you like to be contacted by the City of St. Albert for future public engagement opportunities?

☐ Yes, online panel only

☐ Yes, focus groups only

☐ Yes, both online panel and focus groups

☐ No, I do not want to sign up [**Thank & Terminate**]

[IF 'YES':] Thank you for your interest – can I just confirm your name, e-mail address, and the best telephone number to reach you at?

First name: _____ [RESPONSE REQUIRED]

E-mail address: _____ [RESPONSE REQUIRED]

Telephone Number: _____ [RESPONSE REQUIRED]

May I confirm that we have your permission to collect and release your contact information to the City of St. Albert for future public engagement opportunities? Please be assured that only your contact information will be released to the City of St. Albert for future surveys and/or focus groups, and your personal information will NOT be linked to your survey responses today.

Do you agree to be contacted future public engagement opportunities? [RESPONSE REQUIRED]

☐ Yes

☐ No

