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2014 Resident Satisfaction Research  
Web-Based Stakeholder 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 invited 4,000 randomly selected households to complete the Web-Based Stakeholder Survey, via hard copy invitation. A total of 473 City residents completed the online survey.

Key findings from the 2014 St. Albert Web-Based Stakeholder Survey included the following:

### Quality of Life

- When asked to rate, overall, their perceived quality of life, nearly all of the respondents (98%) rated it as “good” (29%) or “very good” (69%).
- When asked what they considered to be the top factors **contributing to a high quality of life** in St. Albert, half of the respondents (50%) mentioned the parks and green spaces, followed by 34% who reported that St. Albert is a safe place to live and/or has a low crime rate and good police presence.
- When asked about the factors that detract from a high quality of life in St. Albert, more than two-fifths of the respondents (44%) mentioned high taxes or tax increases.
- Sixteen percent (16%) of the respondents reported that the quality of life in St. Albert had **improved** in the past three (3) years. Just over half (52%) reported that the quality of life had **stayed about the same**, while 24% felt that it had **worsened**.
  - Respondents who felt that the quality of life had **improved** (n=76) most often explained that there is a good variety of shopping, restaurants, and other businesses (46%).
  - Respondents who reported that the quality of life had **stayed the same** (n=247) most frequently explained that they had not seen any changes or improvements, overall, to the quality of life in St. Albert (53%).
  - Those who felt that the quality of life had **worsened** (n=113) most often reported that there is too much traffic (33%) and that taxes are too high and/or keep increasing (28%).

### Safety Issues in St. Albert

- The majority of the respondents (88%) agreed that “St. Albert is a safe community to live in,” providing ratings of 4 (43%) or 5 (44%) out of 5, while 9% provided a neutral rating (3 out of 5).<sup>1</sup> Two percent (2%) disagreed, or provided ratings of 1 (less than 1%), or 2 (2%).
- When asked what they considered to be the biggest safety and crime issues, 33% of the respondents mentioned vandalism, followed by one-quarter (25%) who cited theft and burglary.

<sup>1</sup> Any discrepancies between reported percentages are due to rounding of the numbers (e.g., 43.3% who provided a rating of 4 + 44.4% who provided a rating of 5 = 87.7%).

## 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=444)<sup>2</sup> – 90% of the respondents were satisfied, or provided a rating of 4 or 5 out of 5 (mean rating = 4.41);
  - **Fire and Ambulance Services** (n=380) – 89% were satisfied (mean rating = 4.40);
  - **Indoor Recreation** (n=420) – 83% were satisfied (mean rating = 4.20 out of 5); and
  - **Arts and Culture** (n=416) – 82% were satisfied (mean rating = 4.20).

Services that garnered moderate satisfaction ratings included:

- **Police and Municipal Enforcement** (n=422) – 72% were satisfied (mean rating = 3.87);
- **Environmental Services** (n=361) – 72% were satisfied (mean rating = 3.87);
- **Public Works** (n=470) – 72% were satisfied (mean rating = 3.89); and
- **Family and Community Support Services** (n=242) – 69% were satisfied (mean rating = 3.89).

Conversely, services that fewer than 60% of the respondents were satisfied with included:

- **St. Albert Public Transit** (n=293) – 58% were satisfied (mean rating = 3.48);
  - **Engineering** (n=403) – 53% were satisfied (mean rating = 3.35);
  - **Planning and Development** (n=337) – 50% were satisfied (mean rating = 3.31); and
  - **Economic Development** (n=404) – 43% were satisfied (mean rating = 3.22).
- In terms of overall satisfaction with services, 79% of the respondents were satisfied, providing ratings of 4 (52%) or 5 (27%) out of 5. Sixteen percent (16%) provided a rating of 3 out of 5, while 4% were dissatisfied, providing ratings of 1 (1%) or 2 (3%) out of 5. The overall mean satisfaction rating was 4.02.
  - 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, more than 5% of the respondents mentioned the following: decreased facility or program fees (6%); improved garbage collection and recycling services (6%); improved traffic flow and control (6%); and more recreation services and programs (6%). Another 6% reported that no improvements are needed.

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<sup>2</sup> Bases modified to remove “don’t know” or “not stated” responses.

## 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** (n=443) – 95% rated it as important, or provided ratings of 4 or 5 out of 5 (mean rating = 4.71);
  - **Public Works** (n=460) – 95% rated it as important (mean rating = 4.58); and
  - **Police and Municipal Enforcement** (n=440) – 92% rated it as important (mean rating = 4.59).

Services that had moderate importance ratings included:

- **Outdoor Recreation, Parks, and Trail System** (n=461) – 83% rated it as important (mean rating = 4.20);
- **Engineering** (n=433) – 81% rated it as important (mean rating = 4.12);
- **Economic Development** (n=447) – 76% rated it as important (mean rating = 4.04);
- **Planning and Development** (n=439) – 73% rated it as important (mean rating = 3.95); and
- **Indoor Recreation** (n=455) – 73% rated it as important (mean rating = 3.95).

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

- **Environmental Services** (n=450) – 69% rated it as important (mean rating = 3.89);
- **Family and Community Support Services** (n=429) – 61% rated it as important, or provided ratings of 4 or 5 out of 5 (mean rating = 3.65);
- **St. Albert Public Transit** (n=429) – 60% rated it as important (mean rating = 3.62); and
- **Arts and Culture** (n=452) – 56% rated it as important (mean rating = 3.50).

## Importance vs. Satisfaction

- Services that were of higher than average importance, but lower than average satisfaction, are viewed as the **primary areas of improvement**; this included Engineering. Secondary areas of improvement included:
  - St. Albert Public Transit;
  - Planning and Development; 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

- Two-thirds of the respondents (66%) reported having been in contact with a City employee in the past year, while 32% had not (2% were unsure or did not provide a response).
- 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=308) – 91% of the respondents agreed (mean rating = 4.45 out of 5);
  - **"Staff provided a response within a reasonable time"** (n=307) – 86% of the respondents agreed (mean rating = 4.31);
  - **"Staff were knowledgeable"** (n=307) – 85% of the respondents agreed (mean rating = 4.29);
  - **"Staff were able to refer you to the correct person or department if they couldn't help you"** (n=261) – 82% of the respondents agreed (mean rating = 4.27); and
  - **"Staff were able to take action"** (n=292) – 77% of the respondents agreed (mean rating = 4.05).
- In terms of the overall service provided by the City of St. Albert employee with whom they last had contact (n=311), 81% were satisfied, or provided ratings of 4 (26%) or 5 (55%) out of 5. Nine percent (9%) were neither satisfied nor dissatisfied (rating of 3), while 10% were dissatisfied, or provided ratings of 1 (6%) or 2 (4%) out of 5. The overall mean satisfaction rating was 4.22.

### Property Taxes and Financial Planning

- The vast majority of respondents (97%) were homeowners, while 3% were renters.
- Homeowners (n=457) were asked to rate the value they felt they received for the amount of their tax bill that pays for city services. One-quarter of the respondents (25%) felt they received "very good" (23%) or "excellent" (2%) value for their tax dollars, while 37% reported receiving "good" value, and 36% reported receiving "fair" (26%) or "poor" (11%) value.
  - Respondents who felt they received "very good" or "excellent" value for their tax dollars (n=116) most often explained that they are satisfied with snow removal services (21%) and that they felt the budget is well-spent and that they receive good value, in general (20%).
  - Those who felt they received "good" value for their tax dollars (n=169) explained that the City should improve their money management, especially with regards to the recreation centre, or Servus Place, as well as the bypass road (10%).
  - Those who felt they received "fair" or "poor" value (n=166) reported that taxes are high and/or that taxes continue to rise (24%).
- In terms of an overall tax strategy, 43% of the homeowners surveyed (n=457) supported an inflationary tax increase to maintain the current level of services from the City, while 11% supported a tax decrease to reduce the level of services. Four percent (4%) supported a tax increase above inflation to enhance or expand the level of services from the City.
  - Thirty-two percent (32%) 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 rising taxes and/or property taxes.
- 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”** (n=424) – 45% of the respondents agreed (ratings of 4 or 5 out of 5);
    - 34% neither agreed nor disagreed (3 out of 5); and
    - The mean rating was 3.24 out of 5.
  - **“Council effectively plans for the future of the community”** (n=414) – 41% agreed;
    - 41% neither agreed nor disagreed; and
    - The mean rating was 3.21.
  - **“My personal interests are being served by City Council”** (n=412) – 33% agreed;
    - 41% neither agreed nor disagreed; and
    - The mean rating was 3.01.
- When asked to rate their overall level of satisfaction with the way the City of St. Albert is currently being run, half of the respondents (50%) were satisfied, or provided ratings of 4 (41%) or 5 (9%) out of 5. One-third (33%) were neither satisfied nor dissatisfied (3 out of 5), while 13% provided ratings of 1 (3%) or 2 (9%).
  - Respondents who were satisfied with how the City is currently being run (ratings of 4 or 5 out of 5; n=236) most often explained that the City is well-run and well-planned, in general (22%).
  - Those who were neither satisfied nor dissatisfied (3 out of 5; n=154) felt that the City is poorly budgeted for and/or that tax dollars are not used efficiently (12%).
  - Respondents who were dissatisfied with how the City is being run (1 or 2 out of 5; n=60) most often reported the City is poorly budgeted for (25%), and that the Mayor and City Council are not managing the City well (23%).

## Top Priorities for the City of St. Albert

- When asked what they thought should be Council’s top priorities, more than one-quarter of the respondents (28%) mentioned reducing taxes, followed by 27% who cited economic development.

## City News and Promotions

- Nearly 9 out of 10 respondents use the St. Albert Gazette when they need to get information on City programs, services, and initiatives (89%). More than 60% reported using word-of-mouth (69%) and the City website (65%).
- 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 City website (n=94) were the most likely to have rated it as an effective method of communication (ratings of 4 or 5 out of 5) (45%).

## Public Engagement

- Respondents were asked to rate their overall level of satisfaction with the availability of opportunities for public engagement. Thirty percent (30%) of the respondents reported being satisfied with the opportunities available, providing ratings of 4 (22%) or 5 (8%) out of 5. Twenty-two percent (22%) were neither satisfied nor dissatisfied (3 out of 5), while 11% were dissatisfied, or provided ratings of 1 (4%) or 2 (7%) out of 5.
  - Those who were satisfied with the opportunities available for public engagement (ratings of 4 or 5 out of 5; n=144) most often explained that they feel opportunities to engage are provided, in general (40%).
  - Those who were neither satisfied nor dissatisfied (3 out of 5; n=104) explained that the City should engage the public more often or better publicize engagement opportunities (24%).
  - 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 (29%).
- Just under one-fifth of the respondents surveyed (18%) 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. Four percent (4%) were unsure, or did not provide a response.
- Nearly two-thirds of those surveyed (65%) reported being likely (ratings of 4 or 5 out of 5) to participate in some form of public engagement via online engagement opportunities (e.g., surveys, forums, etc.) (n=454), while 22% indicated a high likelihood of participating via telephone surveys (n=453) and open houses (n=441).<sup>3</sup>

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<sup>3</sup> As the responses were gathered via an online survey, responses may be biased towards “online engagement opportunities” as a method of engaging with the City of St. Albert. In the general population telephone-based version of the survey, 40% of the respondents (n=400) 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:

- **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 4<sup>th</sup>, encouraging residents to complete the web-based version of the survey by September 21<sup>st</sup>, 2014. A total of 473 residents completed the survey, resulting in a response rate of 11.8%.
- **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 8<sup>th</sup> to September 21<sup>st</sup>, 2014.
  - Results reflect a margin of error no greater than  $\pm 4.9\%$  at the 95% confidence level, or 19 times out of 20.

**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 Web-Based Stakeholder Survey. Results for the General Population Telephone 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**

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

Survey invitations were mailed out on September 4<sup>th</sup>, 2014. Respondents were provided until September 21<sup>st</sup> to access and complete the survey online; during this time, a total of 473 City residents completed the online version of the survey.

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

### 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).

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.

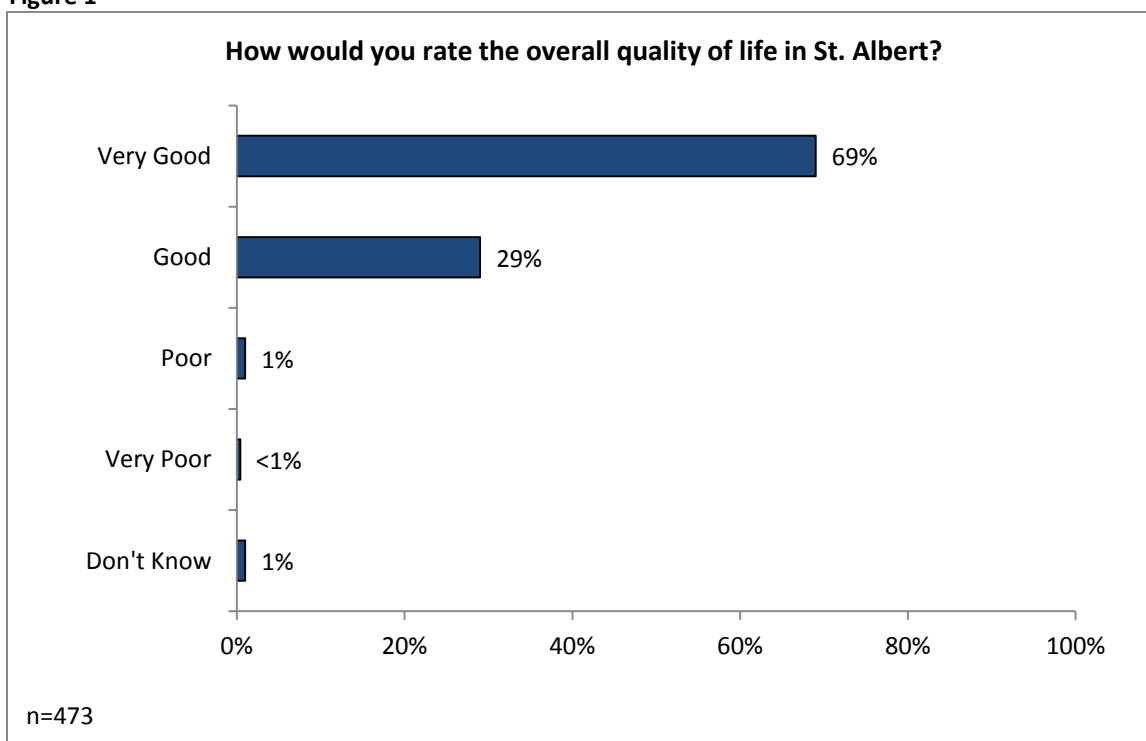
## 4.0 STUDY FINDINGS

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” (29%) or “very good” (69%). 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 (100%) (versus 93% of those who felt it had worsened);*
- *Those who agreed that St. Albert is a safe community to live in (99%, versus 89% of those who neither agreed nor disagreed);*
- *Those who were satisfied, overall, with City services, programs, and facilities (100%, versus 90% of those who were not satisfied);*
- *Those who were satisfied with City employees (99%, versus 93% of those who were dissatisfied);*
- *Those who felt they received “good,” “very good,” or “excellent” value for their tax dollars (100%, versus 94% of those who felt they received “fair” or “poor” value);*
- *Those who supported an inflationary tax increase to maintain the level of service (100%, versus 90% of those who supported a tax decrease);*
- *Those who were satisfied, overall, with how the City is currently being run (100%, versus 85% of those who were dissatisfied); and*
- *Those who were satisfied with the opportunities available for public engagement (100%, versus 90% 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. Half of the respondents (50%) mentioned the parks and green spaces, followed by 34% 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**

<b>What would you say are the top factors <u>contributing to</u> a high quality of life in the City of St. Albert?</b>	
	<b>Percent of Respondents* (n=473)</b>
Parkland/green spaces/river/trail system/park system/wildlife/dog parks/botanical gardens	50
Safe place to live/low crime rate/good policing/police presence	34
Availability of shopping/amenities/entertainment/restaurants/quality of business	25
Residential community atmosphere/friendly people/community spirit/small town feel	25
Availability of services/community services/public facilities/children's festival/farmer's market/events	24
Clean city/clean streets/well-maintained/updated	17
Availability of recreation/sport facilities and programs/Servus Place	15
Beautiful city/nice view/good scenery/lots of trees/physical surroundings	14
Size of the city/not too big/good layout/easy to get around/city planning	12
Schools and educational opportunities/extra-curricular activities/good schools	12
Art and cultural opportunities/Arden Theatre/library/historic aspect	9
Availability of health care facilities and hospitals/medical staff	8
Good place to raise children/family-oriented/family services	6
Good road maintenance and snow removal/sidewalks	5
Quite/peaceful atmosphere	5
High property values/large lots/mature neighbourhoods/layout of neighbourhoods/good neighbourhood	5
Other (4% of respondents or less)	47
Don't Know/No Response	4

**\*Multiple responses**

When asked about the factors that detract from a high quality of life in St. Albert, more than two-fifths of the respondents (44%) mentioned high taxes or tax increases, followed by 20% who felt there is too much traffic and/or cited other traffic-related problems (e.g., noise, speeding, etc.). See Table 2, below.

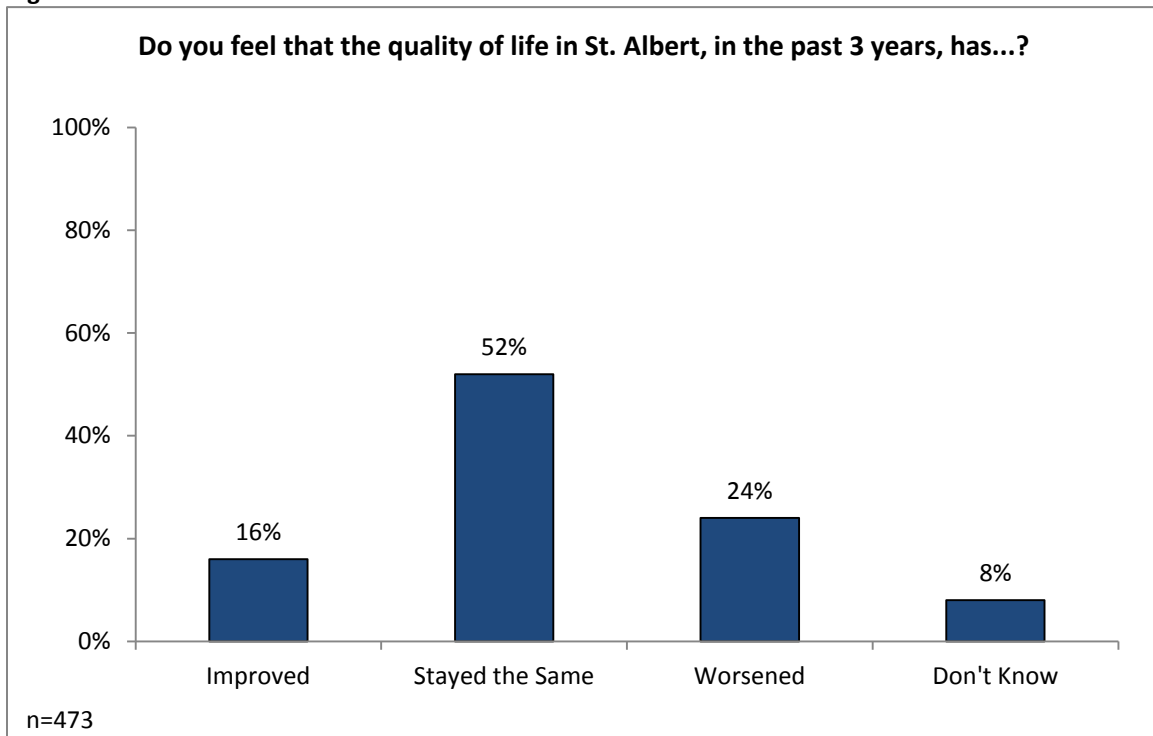
Table 2

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=473)
High taxes/tax increase	44
Too much traffic and traffic congestion/too many trucks/noise/speeding	20
Too many traffic lights/poor traffic management	10
City Council (i.e., poor management/not accountable for actions/lack direction/need more community input/excessive by-laws/planning)	9
Poor road system/lack by-pass of ring road/concerned about road going through lake	8
Lacking industrial and commercial tax base/need more business diversity and downtown development/accessible land/poor location of business	7
St. Albert Trail needs improvement	7
City growing too fast/too much residential development/too spread out/growing too fast/over-crowding/lack of small town atmosphere	7
Need more police/patrols/catch speeders/bylaw enforcement/lack of enforcement	7
High price of housing/need more affordable housing/seniors' housing	6
Restrictions on garbage collection/rates/pay-as-you-throw system/user fees/garbage facility/poor garbage collection	6
Poor transit system/need more service/bus fare is too high/want LRT/no cooperation with Edmonton	6
Too much photo radar in the city/too many traffic tickets	5
Not enough restaurants/entertainment/amenities	5
Rising utility costs (water and sewer)/dissatisfied with sewer line	5
Crime/vandalism/youth crime/drugs/drunk driving	5
Other (4% of respondents or less)	79
Don't Know/No Response	10

\*Multiple responses

Sixteen percent (16%) of the respondents reported that the quality of life in St. Albert had **improved** in the past 3 years. Just over half (52%) reported that the quality of life had **stayed about the same**, while 24% felt that it had **worsened**. 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 aged 65 and older (23%, versus 13% of those aged 40 to 64)
- Those who were satisfied, overall, with City services, facilities, and programs (20%, versus 2% of those who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (25%, versus 5% of those who felt they received “fair” or “poor” value);
- Those who supported an inflationary tax increase to maintain services (18%, versus 4% of those who supported a tax decrease);
- Those who were satisfied, overall, with how the City is currently being run (24%, versus 2% of those who were dissatisfied); and
- Those who were satisfied with the opportunities available for public engagement (23%, versus 2% of those who were dissatisfied).



Respondents more likely to have felt that the quality of life had **stayed the same** included:

- Those who agreed that St. Albert is a safe community to live in (55%, versus 32% of those who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (56%, versus 37% of those who were satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (58%, versus 44% of those who felt they received “fair” or “poor” value);
- Those who supported an inflationary tax increase to maintain services (61%, versus 44% of those who supported a tax decrease); and
- Those who were satisfied, overall, with how the City is currently being run (57%, versus 32% of those who were dissatisfied).

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

- Those aged 40 to 64 (28%) and 65 and older (25%) (versus 2% of those 18 to 39);
- Males (30%, versus 17% of females);
- Those who have lived in St. Albert for 21 years or more (28%, versus 15% of those who have lived in St. Albert for 10 years or less);
- Those without children in their household (27%, versus 18% of those with children);
- Those who neither agreed nor disagreed that St. Albert is a safe community to live in (52%, versus 20% of those who agreed that St. Albert is a safe community);
- Those who were not satisfied with St. Albert services, facilities, and programs, overall (51%, versus 17% of those who were satisfied);
- Those who were dissatisfied with the service received from City employees (57%, versus 21% of those who were satisfied);
- Those who felt they received “fair” or “poor” value for their tax dollars (42%, versus 10% of those who felt they received “very good” or “excellent” value);
- Those who supported a decrease in taxes to reduce the level of service (42%, versus 13% of those who supported an inflationary tax increase);
- Those who were dissatisfied with how the City is currently being run (62%, versus 12% of those who were satisfied); and
- Those who were dissatisfied (48%) or neither satisfied/dissatisfied (31%) with the opportunities available for public engagement (versus 13% of those who were satisfied).

Respondents who felt that the quality of life had **improved** (n=76) most often explained that there is a good variety of shopping, restaurants, and other businesses (46%), followed by 17% who cited well-built infrastructure and a good road system. See Table 3, below.

**Table 3**

<b>Why do you feel that the quality of life in St. Albert has <u>improved</u>?</b>	
<b>Base: Respondents who felt that the quality of life in St. Albert has improved in the past 3 years</b>	<b>Percent of Respondents* (n=76)</b>
Good variety of shopping/restaurants/businesses/attracting more businesses	46
Good infrastructure/road system	17
City is beautiful/is visually appealing/nice scenery/landscaping	15
Good variety of recreational/sports facilities/programs/activities	8
City is well run/managed/good City Council	7
Roads are in good condition/shape	7
Good garbage/recycling collection/pick-up services	5
Good variety of activities/programs/amenities/things to do (in general)	5
Good quality of residential development	5
More/increased development (unspecified)	5
Good schools/educational facilities	4
City is clean/tidy/well-maintained	4
Safe place to live/low crime rate	4
Other (3% of respondents or less)	36
Don't Know	4

**\*Multiple responses**

Respondents who reported that the quality of life had **stayed the same** (n=247) most frequently explained that they had not seen any changes or improvements, overall, to the quality of life in St. Albert (53%). See Table 4, on the following page.

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=247)
Has not noticed/seen any changes/improvements (in general)	53
Taxes are too high/keep increasing	7
City provides good services/is a good place to live (in general)	5
City is rapidly growing/expanding/population is increasing	3
Too much traffic/traffic congestion	3
Good variety of activities/programs/amenities/things to do (in general)	2
Lack of industry/business diversity/shopping store variety	2
City Council does not respond to/address resident concerns/issues	2
Other (1% of respondents or less)	24
Don't Know	21

\*Multiple responses

Those who felt that the quality of life had **worsened** (n=113) most often reported that there is too much traffic (33%) and that taxes are too high and/or keep increasing (28%). 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=113)
Too much traffic/traffic congestion	33
Taxes are too high/keep increasing	28
City is rapidly growing/expanding/population is increasing	22
Poor/lack of city snow removal/street sweeping	7
Lack of city services/city services are poor (in general)	7
Increase of low income/affordable housing	6
Too much focus on photo radar/too many photo radar traps in city	6
City Council does not respond to/address resident concerns/issues	4
Utility fees are too costly	4
Poor residential development planning	4
Poor spending by Council/Council is wasting too much money	4
City is too noisy/increase of noise pollution	4
Poor/lack of City landscaping/maintenance	4
Other (3% of respondents or less)	42
Don't Know	3

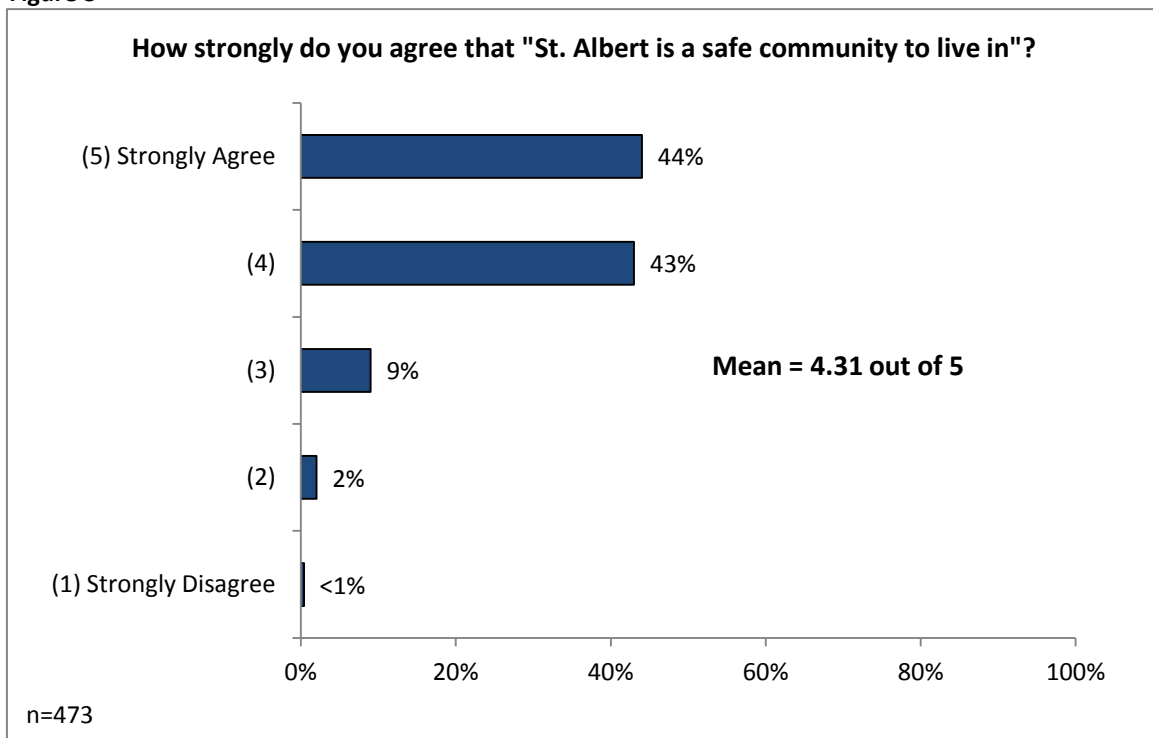
\*Multiple responses

## 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 (88%) provided ratings of 4 (43%) or 5 (44%) out of 5, while 9% provided a neutral rating (3 out of 5). Two percent (2%) disagreed, or provided ratings of 1 (less than 1%), or 2 (2%). See Figure 3, below.

Figure 3



### **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 stayed the same (93%) or improved (95%) in the past 3 years (versus 73% of those who felt it had worsened);
- Those who were satisfied, overall, with City services, facilities, and programs (93%, versus 71% of those who were not satisfied);
- Those who were satisfied with the service received from City employees (89%, versus 77% of those who were dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (95%, versus 79% of those who felt they received “fair” or “poor” value);
- Those who supported an inflationary tax increase to maintain services (94%, versus 72% of those who supported a tax decrease);
- Those who were satisfied, overall, with how the City is currently being run (94%, versus 65% of those who were dissatisfied); and
- Those who were satisfied with the opportunities available for public engagement (91%, versus 75% of those who were dissatisfied).

Those aged 18 to 39 (93%) or 40 to 64 (89%), and those with children in their household (93%) were also more likely to have felt that St. Albert is a safe community to live in (versus 82% of those aged 65 and older, and 86% of those without children).

When asked what they considered to be the biggest safety and crime issues, 33% of the respondents mentioned vandalism, followed by one-quarter (25%) who cited theft and burglary. Eighteen percent (18%) mentioned drugs in the community. See Table 6, below.

**Table 6**

<b>What are the safety and crime issues of greatest concern to you, if any?</b>	
	<b>Percent of Respondents (n=473)*</b>
Vandalism	33
Theft/burglary	25
Drugs in the community	18
Traffic safety (in general)	16
Speeding	10
Youth crime (in general)	8
Lack of police enforcement/presence	6
Safety of cyclists and pedestrians	3
Petty crimes (in general)	3
Other (2% of respondents or less)	14
None/no safety concerns	7
Don't Know/Not Stated	15

**\*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=444)<sup>4</sup> – 90% of the respondents were satisfied, or provided a rating of 4 or 5 out of 5 (mean rating = 4.41);
- **Fire and Ambulance Services** (n=380) – 89% were satisfied (mean rating = 4.40);
- **Indoor Recreation** (n=420) – 83% were satisfied (mean rating = 4.20 out of 5); and
- **Arts and Culture** (n=416) – 82% were satisfied (mean rating = 4.20).

Services that garnered moderate satisfaction ratings included:

- **Police and Municipal Enforcement** (n=422) – 72% were satisfied (mean rating = 3.87);
- **Environmental Services** (n=361) – 72% were satisfied (mean rating = 3.87);
- **Public Works** (n=470) – 72% were satisfied (mean rating = 3.89); and
- **Family and Community Support Services** (n=242) – 69% were satisfied (mean rating = 3.89).

Conversely, services that fewer than 60% of the respondents were satisfied with included:

- **St. Albert Public Transit** (n=293) – 58% were satisfied (mean rating = 3.48);
- **Engineering** (n=403) – 53% were satisfied (mean rating = 3.35);
- **Planning and Development** (n=337) – 50% were satisfied (mean rating = 3.31); and
- **Economic Development** (n=404) – 43% were satisfied (mean rating = 3.22).

It is important to note that, for many of the services listed, a high proportion of respondents were unable to rate their level of satisfaction with each service (up to 49%).

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.

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<sup>4</sup> Bases modified to remove “don’t know” or “not stated” responses.

Figure 4

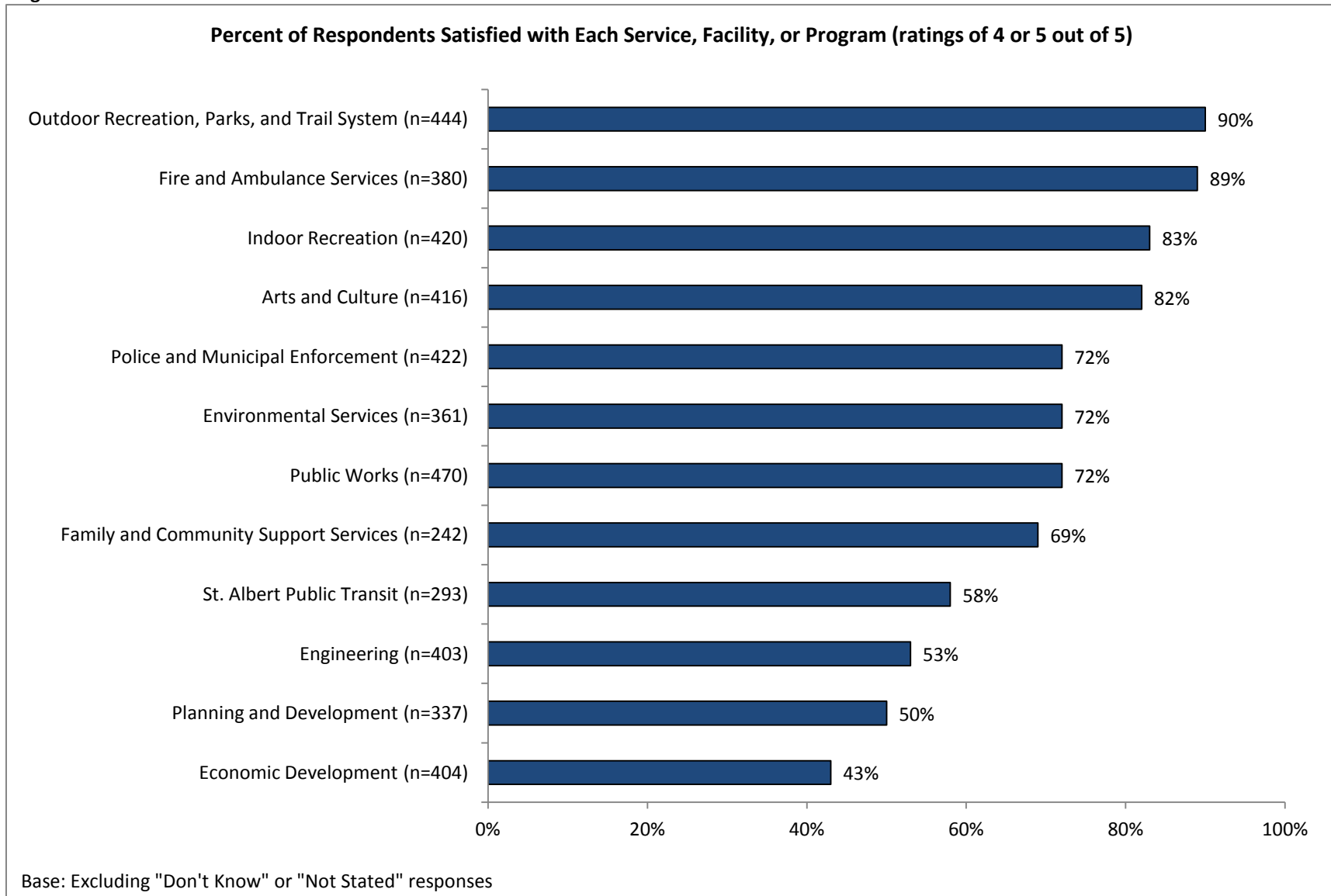




Table 7

How satisfied are you with the quality of...?							
	Percent of Respondents (n=473)						
	(5) Very Satisfied	(4)	(3)	(2)	(1) Very Dissatisfied	Don't Know	Mean (out of 5)
Outdoor Recreation, Parks, and Trail System	50	34	8	1	1	6	<b>4.41</b>
Fire and Ambulance Services	43	29	7	2	<1	20	<b>4.40</b>
Arts and Culture	40	33	11	3	2	12	<b>4.20</b>
Indoor Recreation	38	36	12	3	1	11	<b>4.20</b>
Public Works	32	40	17	7	4	1	<b>3.89</b>
Family and Community Support Services	14	21	13	2	1	49	<b>3.89</b>
Police and Municipal Enforcement	28	36	15	6	4	11	<b>3.87</b>
Environmental Services	20	35	15	4	3	24	<b>3.87</b>
St. Albert Public Transit	13	23	14	6	7	38	<b>3.48</b>
Engineering	11	34	22	10	8	15	<b>3.35</b>
Planning and Development	10	26	20	9	7	29	<b>3.31</b>
Economic Development	10	27	28	14	7	15	<b>3.22</b>

### **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 who have lived in St. Albert for 21 years or more (74%) were more likely than those who have lived in St. Albert for 10 years or less (63%) to have been satisfied with **Fire and Ambulance Services**.

Those with children in their household (80%) were more likely than those without children (68%) to have been satisfied with **Arts and Culture**.

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

- Those with children in their household (81%, versus 70% of those without children); and
- Those who have been in contact with a City employee in the past year (77%, versus 67% of those who have not).

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

- Those with children in their household (90%, versus 83% of those without children); and
- Those who have been in contact with a City employee in the past year (87%, versus 79% of those who have not).

Respondents more likely to have been satisfied with **Family and Community Support Services** included:

- Those aged 18 to 39 (46%, versus 31% of those aged 40 to 64);
- Those with children in their household (42%, versus 31% of those without children); and
- Those who have participated in a public engagement opportunity in the past year (48%, versus 32% of those who have not participated).

Those who have been in contact with a City employee in the past year (59%) were more likely to have been satisfied with **Environmental Services** (versus 46% of those who have not).

Respondents more likely to have been satisfied with **Planning and Development** included:

- Those aged 18 to 39 (53%, versus 32% of those aged 40 to 64 and 34% of those aged 65 and older); and
- Those with children in their household (43%, versus 32% of those without children).

Respondents more likely to have been satisfied with **Economic Development** included:

- Those aged 18 to 39 (49%, versus 34% of those aged 40 to 64); and
- Those who have been in contact with a City employee in the past year (41%, versus 29% of those who have not).

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)	Percent of Respondents* (n=47)
Lack of bylaw enforcement	17
Do not look after needs of citizens/are not helpful/do not do anything	15
Spend too much time on speed traps and photo radar/too much photo radar	13
Police/municipal officers breaking laws	9
Police officers have poor attitudes/are rude	9
Lack of visibility	9
Primary purpose is generating revenue/only enforce what makes money	6
Manpower is wasted on trivial matters	6
Slow response time	4
Are reactive/not enough community policing	4
Feels the RCMP is giving too many tickets	4
Poor traffic enforcement (unspecified)	4
Should reduce number of police/municipal officers	4
Other (single mentions)	19

\*Multiple responses

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=9)**
Slow response time	3
Not enough staff	1
Service has not grown as much as the population has	1
Not enough emergency equipment	1
Ambulance staff were not helpful/lack concern for patient	1
Is overstaffed	1
Ambulances are slow/long wait times	1
Don't Know/No Response	1

\*Multiple responses

\*\*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=52)
Lack of snow removal/snow is not removed frequently enough	39
Lack of road repairs/maintenance (e.g., potholes, cracks, etc.)	17
Lack of green space/grass maintenance/weed control	14
Lack of garbage pick-up services/garbage is not picked up frequently enough	12
City does not respond to/address resident concerns/issues	10
Dissatisfied with staff (e.g., overpaid, poor work ethic, etc.)	10
Too many traffic lights/poor traffic management	4
Sidewalks are icy/not cleared of snow	4
Dislikes that there is favoritism in what areas receive service	4
Other (single mentions)	25

\*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=22)*
Too much time/money spent on it/too much attention given to them	12
Lack of programs/services	3
City does not listen to public input	2
Unfamiliar with services available	1
Arts/culture services should be funded by user fees	1
Should be funded more	1
Not interested in what is currently offered	1
Don't Know/No Response	1

\*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=57)
Too many empty buses	21
Price for passes/fares are too high	16
Poor weekend service/holiday service	14
Frequency of buses	12
Timing of buses (stops/departs not on time)	9
Not enough service into Edmonton	7
Poor drivers	7
Time it takes to get anywhere	7
Poor route planning	7
No parking at/near transport hubs	7
Hours of operation should be extended	7
Waste of money/waste of taxpayers' money	5
Should use smaller buses	5
Complaints are ignored	5
Dial-a-Bus/Dial-a-Bus is poor	5
Poor scheduling	5
Other 4% of respondents or less)	42
Don't Know/No Response	2

\*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=85)
Poor traffic control/management/too much traffic congestion	27
Poor transportation network planning/management	26
Traffic lights are poorly timed/not synchronized	11
City is growing too fast/cannot keep up with rapid growth	11
Too many traffic lights	7
City workers take too long to finish projects/repairs/maintenance	7
Poor engineering planning/inspections/management (in general)	6
City does unnecessary maintenance/repairs on roads/infrastructure	6
Lack of road repairs/maintenance	5
Poor spending by Council/City is wasting too much money	5
Other (2% of respondents or less)	20
Don't Know/No Response	8

\*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=17)**
Too costly/expensive	5
Dislikes that they have to pay taxes towards facilities they do not use	5
Lack of public recreation times at facilities	3
Lack of recreation program/class availability	3
Lack of facility cleanliness/maintenance/upkeep	2
Lack of ice rinks/surfaces	2
Other (single mentions)	6

\*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=8)**
Lack of outdoor skating rink maintenance	2
Lack of outdoor recreation facility maintenance/cleanliness (in general)	1
Lack of paths/trails	1
Dislikes that dogs are off-leash in on-leash areas	1
Children's outdoor playgrounds are in need of upgrades/renovations	1
Does not use outdoor recreation facilities	1
Don't Know/No Response	2

\*Multiple responses

\*\*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=13)**
Lack of public awareness of Family and Community Support Services	4
Family and Community Support Services are underfunded	3
Lack of services/resources/programs (in general)	2
Lack of youth/teen support services/programs	1
Family and Community Support Services are rarely used/not needed	1
Services are too costly/expensive	1
Staff are slow to respond to requests	1
Don't Know/No Response	1

\*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)	Percent of Respondents* (n=31)
River is dirty/polluted/toxic	16
Lack of weed control	13
Lack of environmental bylaw enforcement	10
Blue bags are not environmentally friendly	7
Is not important/necessary/needed	7
Other (single mentions)	35
Don't Know/No Response	23

\*Multiple responses

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=75)
Poor residential land planning/development	21
City does not plan properly/efficiently (in general)	19
Poor school placement/development planning	11
City is growing too fast/cannot keep up with rapid growth	11
Poor traffic control/management/too much traffic congestion	8
Lack of shopping store/business variety/need to attract more businesses	7
Poor commercial building placement/development planning	5
City does not respond to/address resident concerns/issues	5
Lack of public notification/projects are done without informing residents	5
Poor transportation network planning/management	4
Other (3% of respondents or less)	17
Don't Know/No Response	9

\*Multiple responses

Table 19

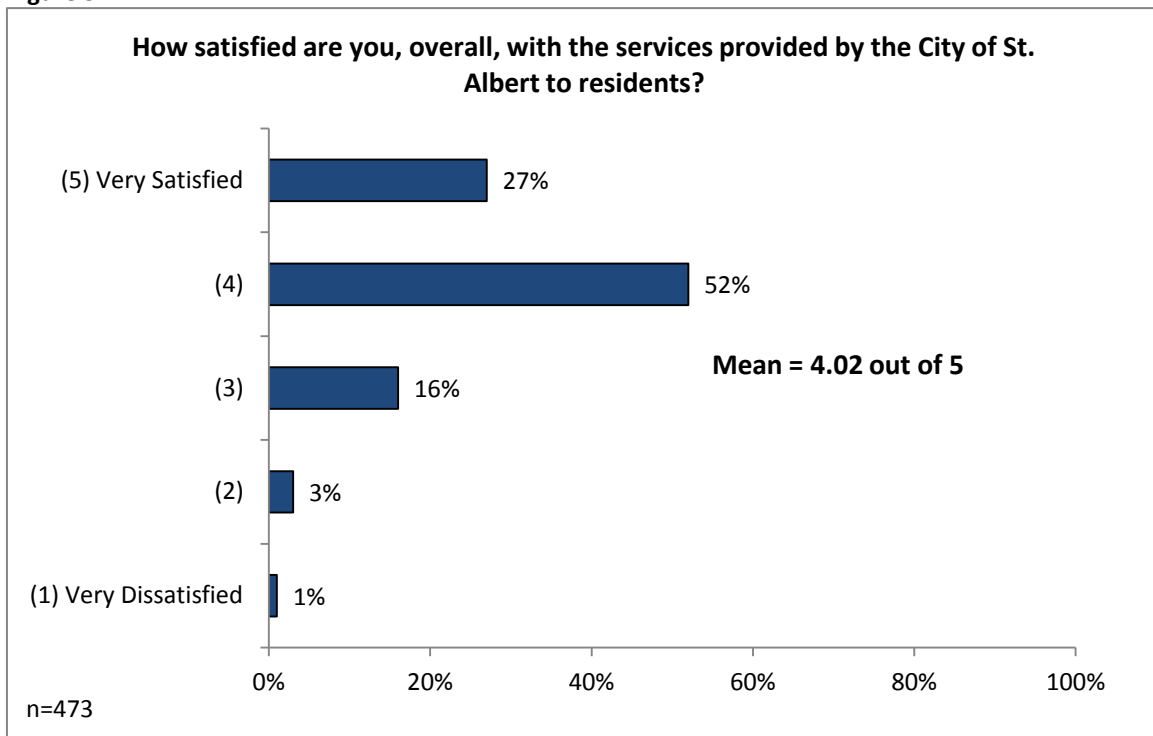
Why were you dissatisfied with <u>Economic Development</u> ?	
Base: Respondents who were dissatisfied with this service (ratings of 1 or 2 out of 5)	Percent of Respondents* (n=97)
Increase commercial tax base/improper tax allocation/increase industrial tax base	27
City could attract more business/not encouraging new business/doing a poor job	21
No economic development in the city/development is too slow/lack of variety	19
Not supporting industrial developments/not selling land to industries	13
City does not promote business/no incentives or stimulus/not business-friendly/inflexible	10
Downtown should be utilized more/revitalized/properly planned	4
Try to help smaller local businesses/reduce large chain stores/lack of local businesses	4
High taxes/business taxes are too high	2
City is growing too fast/prefer small town atmosphere/feels the city is too anxious to grow	2
Other (single mentions)	13
Don't Know/No Response	16

\*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, 79% of the respondents were satisfied, providing ratings of 4 (52%) or 5 (27%) out of 5. Sixteen percent (16%) provided a rating of 3 out of 5, while 4% were dissatisfied, providing ratings of 1 (1%) or 2 (3%) out of 5. The overall **mean satisfaction rating was 4.02**.

Figure 5



### **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 (97%) or stayed the same (84%) in the past 3 years (versus 58% of those who felt it had worsened);
- Those who agreed that St. Albert is a safe community to live in (83%, versus 48% of those who neither agreed nor disagreed);
- Those who were satisfied with the service received from City employees (86%, versus 50% of those who were dissatisfied);
- Those who felt they received “very good,” or “excellent” value for their tax dollars (96%, versus 57% of those who felt they received “fair” or “poor” value);
- Those who supported an inflationary tax increase to maintain services (91%, versus 46% of those who supported tax decrease);
- Those who were satisfied, overall, with how the City is currently being run (98%, versus 33% of those who were dissatisfied); and
- Those who were satisfied with the opportunities available for public engagement (92%, versus 52% of those who were dissatisfied).

Females (84%) were also more likely to have been satisfied, overall, with City services, facilities, and programs (versus 74% of males).

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, more than 5% of the respondents mentioned the following: decreased facility or program fees (6%); improved garbage collection and recycling services (6%); improved traffic flow and control (6%); and more recreation services and programs (6%). Another 6% reported that no improvements are needed. See Table 20, below.

**Table 20**

<b>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?</b>	
	<b>Percent of Respondents (n=473)*</b>
Decreased/lower facility/program fees/costs	6
Improved garbage/recycling services/more frequent pick-up services	6
Improved traffic flow/control/less traffic congestion	6
More recreational facilities/services/programs	6
Better/improved street maintenance/sweeping/snow removal	5
Lower taxes/property taxes	4
Improved public transportation services/expand LRT connection to St. Albert	4
Improved park/green space/trail maintenance/upkeep/weed control	3
(Other 2% of respondents or less)	37
None/no improvements	6
Don't Know/Not Stated	27

\*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** (n=443) – 95% rated it as important, or provided ratings of 4 or 5 out of 5 (mean rating = 4.71);
- **Public Works** (n=460) – 95% rated it as important (mean rating = 4.58); and
- **Police and Municipal Enforcement** (n=440) – 92% rated it as important (mean rating = 4.59).

Services that had moderate importance ratings included:

- **Outdoor Recreation, Parks, and Trail System** (n=461) – 83% rated it as important (mean rating = 4.20);
- **Engineering** (n=433) – 81% rated it as important (mean rating = 4.12);
- **Economic Development** (n=447) – 76% rated it as important (mean rating = 4.04);
- **Planning and Development** (n=439) – 73% rated it as important (mean rating = 3.95); and
- **Indoor Recreation** (n=455) – 73% rated it as important (mean rating = 3.95).

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

- **Environmental Services** (n=450) – 69% rated it as important (mean rating = 3.89);
- **Family and Community Support Services** (n=429) – 61% rated it as important, or provided ratings of 4 or 5 out of 5 (mean rating = 3.65);
- **St. Albert Public Transit** (n=429) – 60% rated it as important (mean rating = 3.62); and
- **Arts and Culture** (n=452) – 56% rated it as important (mean rating = 3.50).

Figure 6, on the following page, demonstrates the percentage of respondents who rated each service, facility, or program as important (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 21, on page 38, for a detailed breakdown of the responses.

Figure 6

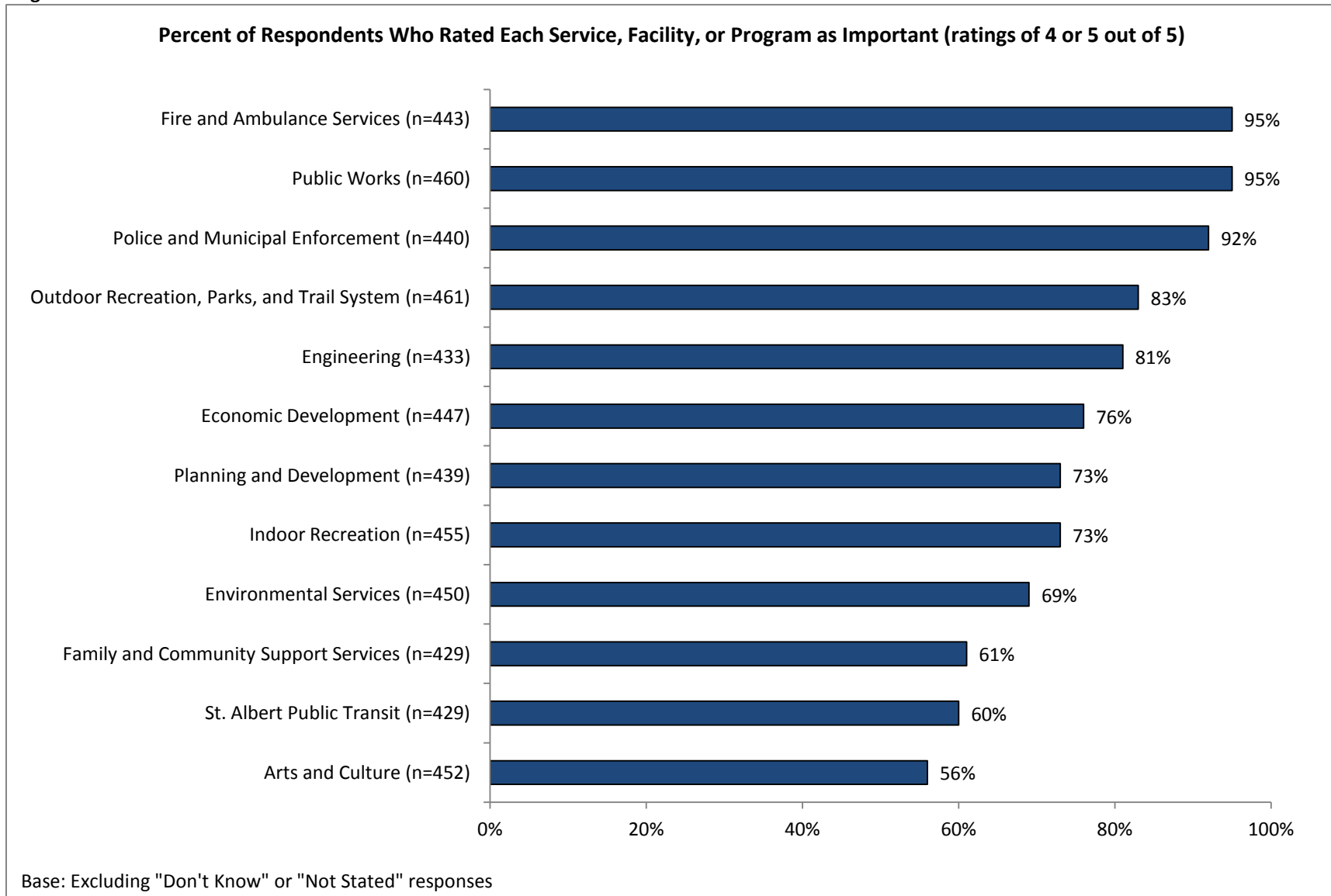


Table 21

How important are each of the following services, facilities, and programs to you?							
	Percent of Respondents (n=473)						
	(5) Critically Important	(4)	(3)	(2)	(1) Not at all Important	Don't Know	Mean (out of 5)
Fire and Ambulance Services	73	16	4	1	-	6	<b>4.71</b>
Police and Municipal Enforcement	65	21	6	1	1	7	<b>4.59</b>
Public Works	63	29	4	1	<1	3	<b>4.58</b>
Outdoor Recreation, Parks, and Trail System	40	41	13	2	1	3	<b>4.20</b>
Engineering	33	41	14	3	1	9	<b>4.12</b>
Economic Development	35	37	17	5	1	6	<b>4.04</b>
Planning and Development	29	38	18	5	2	7	<b>3.95</b>
Indoor Recreation	30	41	18	6	2	4	<b>3.95</b>
Environmental Services	29	36	22	6	2	5	<b>3.89</b>
Family and Community Support Services	21	34	22	9	5	9	<b>3.65</b>
St. Albert Public Transit	25	30	20	10	7	9	<b>3.62</b>
Arts and Culture	18	35	26	9	7	4	<b>3.50</b>

## 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 = 4.07) and the **average satisfaction** rating (mean = 3.84) across all twelve (12) services measured. Figure 7, on page 41, 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.* This included:

- (6) Engineering.

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;
- (11) Planning and Development; and
- (12) Economic Development.

*While at this time, satisfaction with these services is lower, they are also not considered as important as Engineering, 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;
- (9) Family and Community Support Services; and
- (10) Environmental Services.

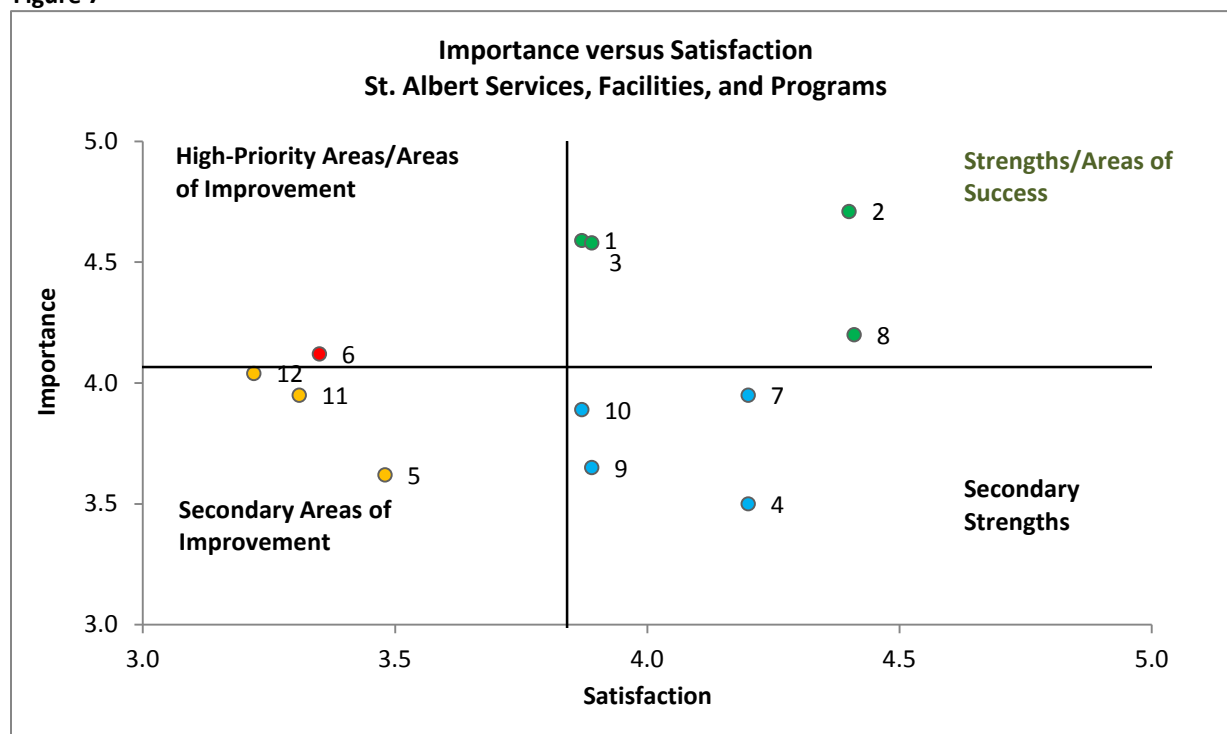
When assessing the services, the areas in the upper right quadrant were calculated as **key strengths or successes**. In other words, the following services garnered ratings of **higher than average importance** and **higher than average satisfaction**:

- (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



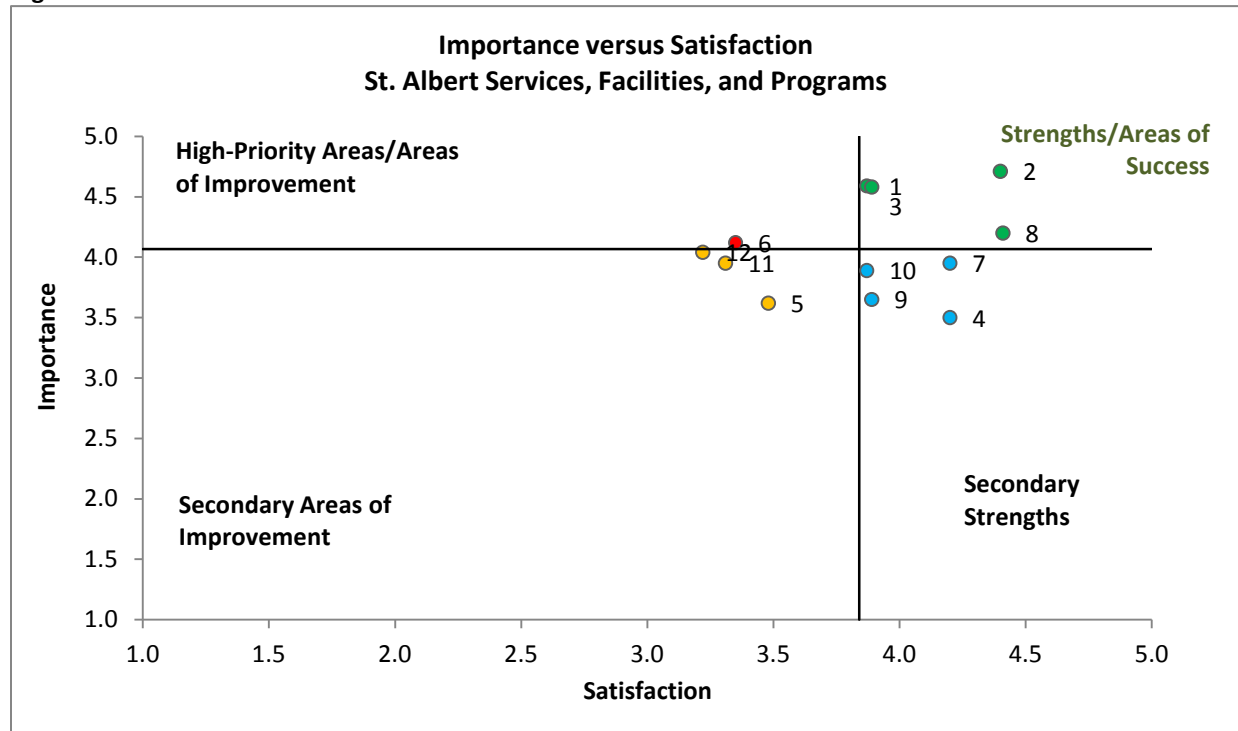
Note: Axes set at 3.84 mean satisfaction rating and 4.07 mean importance rating  
Scale: 1="not at all important/very dissatisfied"; 5="critically important/very satisfied"

Table 22

Mean Satisfaction and Importance Ratings (out of 5)		
	Satisfaction	Importance
1. Police and Municipal Enforcement	3.87	4.59
2. Fire and Ambulance Services	4.40	4.71
3. Public Works	3.89	4.58
4. Arts and Culture	4.20	3.50
5. St. Albert Public Transit	3.48	3.62
6. Engineering	3.35	4.12
7. Indoor Recreation	4.20	3.95
8. Outdoor Recreation, Parks, and Trail System	4.41	4.20
9. Family and Community Support Services	3.89	3.65
10. Environmental Services	3.87	3.89
11. Planning and Development	3.31	3.95
12. Economic Development	3.22	4.04
<b>Mean (out of 5)</b>	<b>3.84</b>	<b>4.07</b>

**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

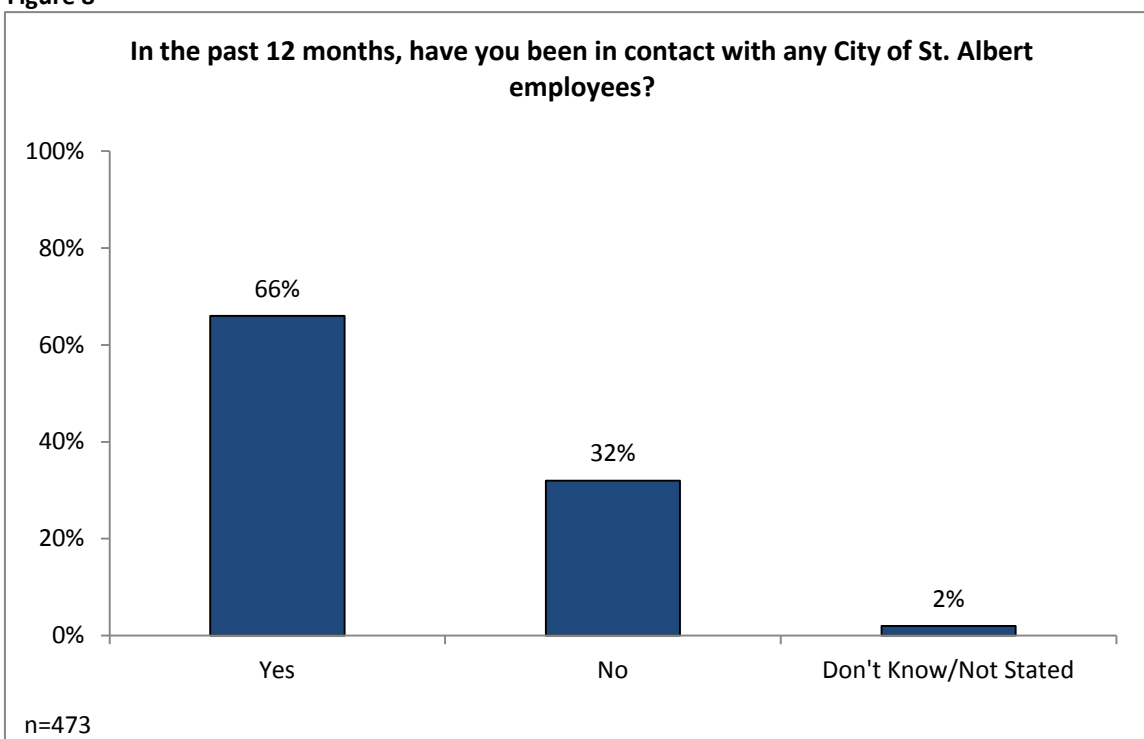


Note: Axes set at 3.84 mean satisfaction rating and 4.07 mean importance rating  
Scale: 1="not at all important/very dissatisfied"; 5="critically important/very satisfied"

## 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, 66% of the respondents reported having been in contact with a City employee in the past year, while 32% had not (2% were unsure or did not provide a response).

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 who have lived in St. Albert for 21 years or more (71%, versus 54% of those who have lived in St. Albert for 10 years or less);
- Those who participated in public engagement opportunities in the past year (79%, versus 62% of those who had not);
- Those who felt the quality of life had worsened (73%, versus 62% of those who felt it had stayed the same); and
- Those who were satisfied (74%) or dissatisfied (75%) with the opportunities available for public engagement (versus 55% of those who were neither satisfied nor dissatisfied – i.e., those who were neutral).

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=308) – 91% of the respondents agreed (mean rating = 4.45 out of 5);
- **“Staff provided a response within a reasonable time”** (n=307) – 86% of the respondents agreed (mean rating = 4.31);
- **“Staff were knowledgeable”** (n=307) – 85% of the respondents agreed (mean rating = 4.29);
- **“Staff were able to refer you to the correct person or department if they couldn’t help you”** (n=261) – 82% of the respondents agreed (mean rating = 4.27); and
- **“Staff were able to take action”** (n=292) – 77% of the respondents agreed (mean rating = 4.05).

It is important to note that 16% 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 46, for a detailed breakdown of the responses.

Figure 9

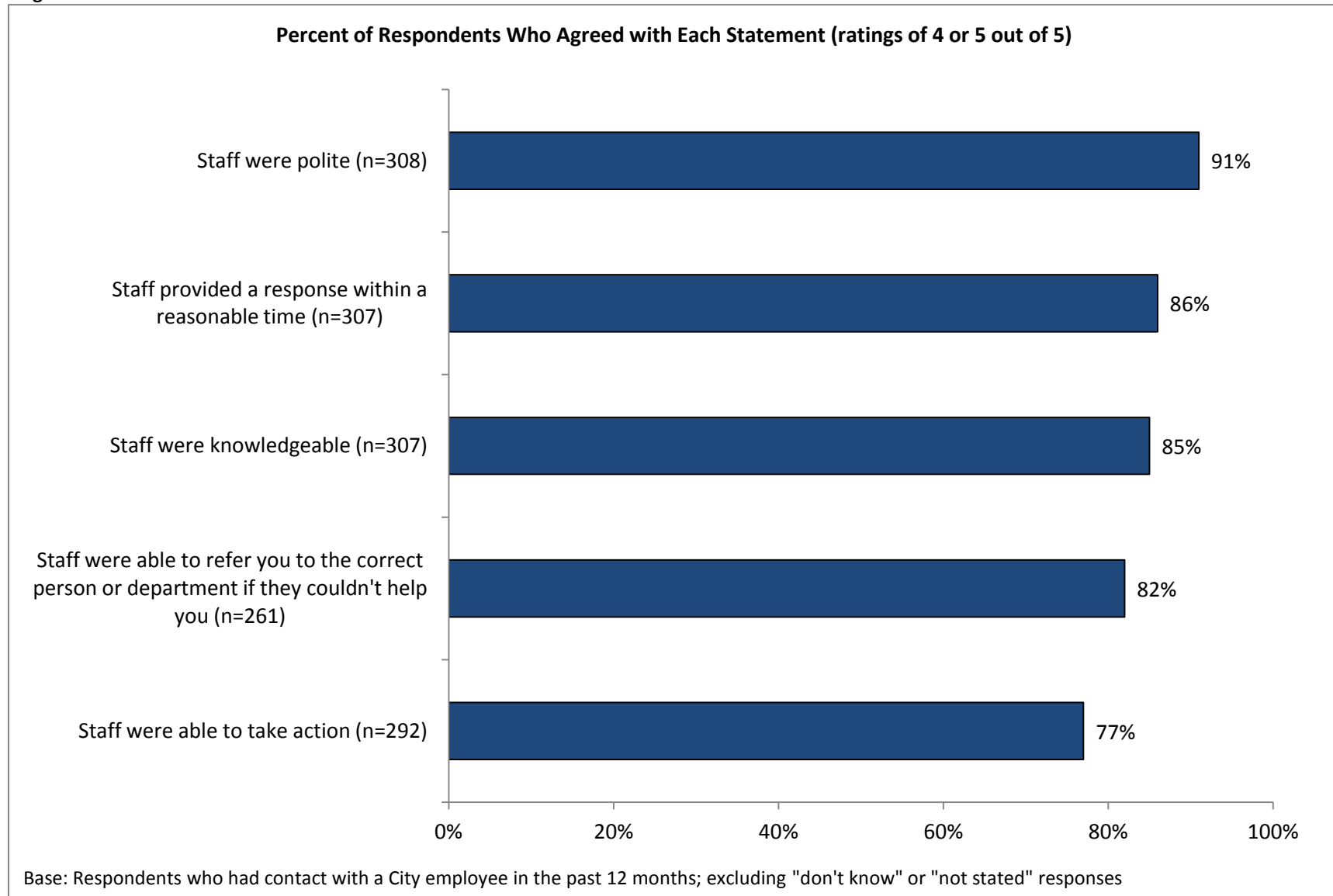


Table 23

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=311)						
	(5) Strongly Agree	(4)	(3)	(2)	(1) Strongly Disagree	Don't Know	Mean (out of 5)
Staff were polite	62	28	4	2	3	1	4.45
Staff provided a response within a reasonable time	57	28	7	3	5	1	4.31
Staff were knowledgeable	53	31	9	3	3	1	4.29
Staff were able to refer you to the correct person or department if they couldn't help you	48	21	7	4	3	16	4.27
Staff were able to take action	48	24	8	6	8	6	4.05

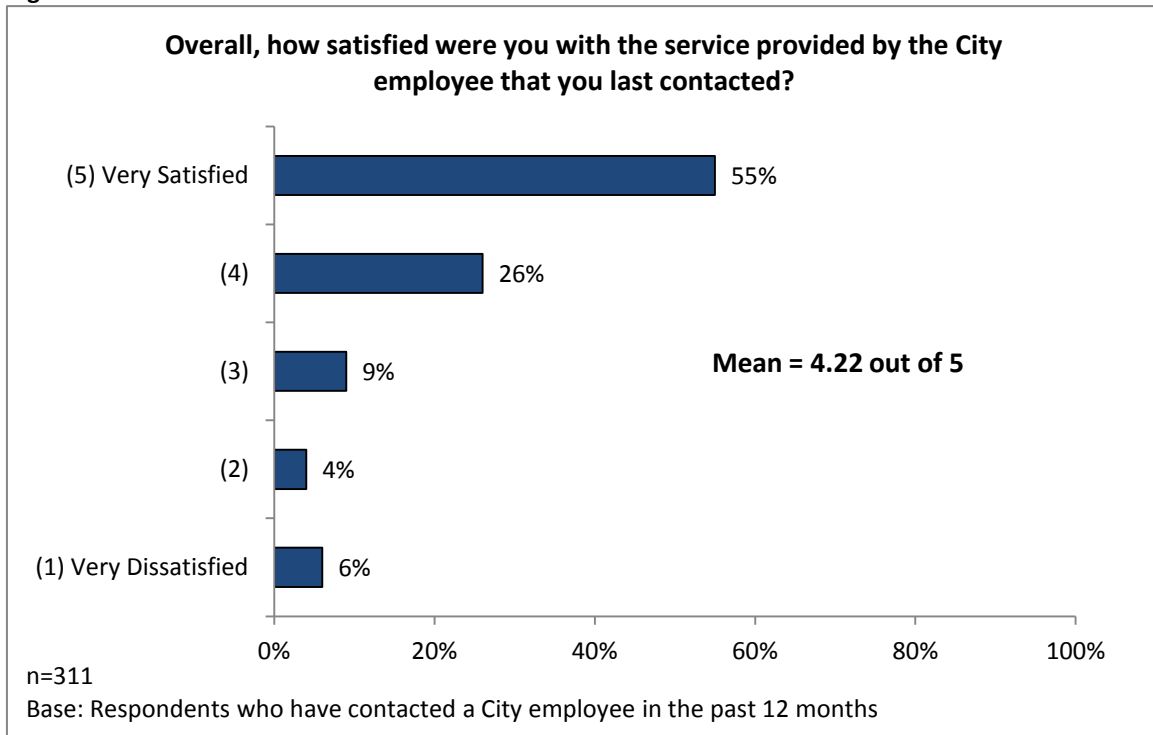
### **Selected Sub-Segment Findings**

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;
- 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.

In terms of the overall service provided by the City of St. Albert employee with whom they had last been in contact (n=311), 81% were satisfied, or provided ratings of 4 (26%) or 5 (55%) out of 5. Nine percent (9%) were neither satisfied nor dissatisfied (rating of 3), while 10% were dissatisfied, or provided ratings of 1 (6%) or 2 (4%) out of 5. The overall mean satisfaction rating was 4.22 out of 5. See Figure 10, below.

Figure 10



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

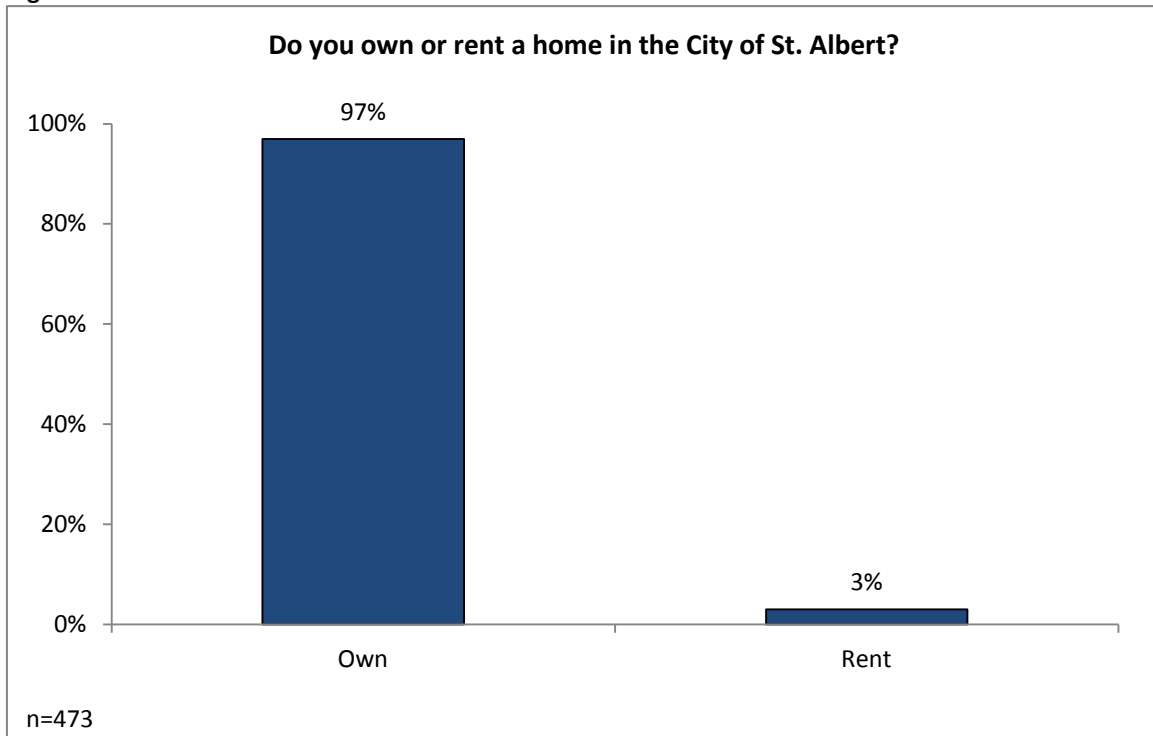
Respondent subgroups significantly more likely to have **been satisfied, overall, with the service provided** (ratings of 4 or 5 out of 5) included:

- Those who felt the quality of life had improved (87%) or stayed the same (88%) in the past 3 years (versus 63% of those who felt it had worsened);
- Those who were satisfied, overall, with City services, facilities, and programs (88%, versus 54% of those who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (94%, versus 60% of those who felt they received “fair” or “poor” value);
- Those who supported an inflationary tax increase to maintain services (90%, versus 49% of those who supported a tax decrease);
- Those who were satisfied, overall, with how the City is currently being run (93%, versus 51% of those who were dissatisfied); and
- Those who were satisfied with the opportunities available for public engagement (90%, versus 59% of those who were dissatisfied).

## 4.7 Property Taxes and Financial Planning

The next section of the survey included questions for St. Albert homeowners regarding to perceived value for taxes and support for various tax strategies. As shown in Figure 11, below, 97% of the respondents surveyed were homeowners, while 3% were renters.

Figure 11



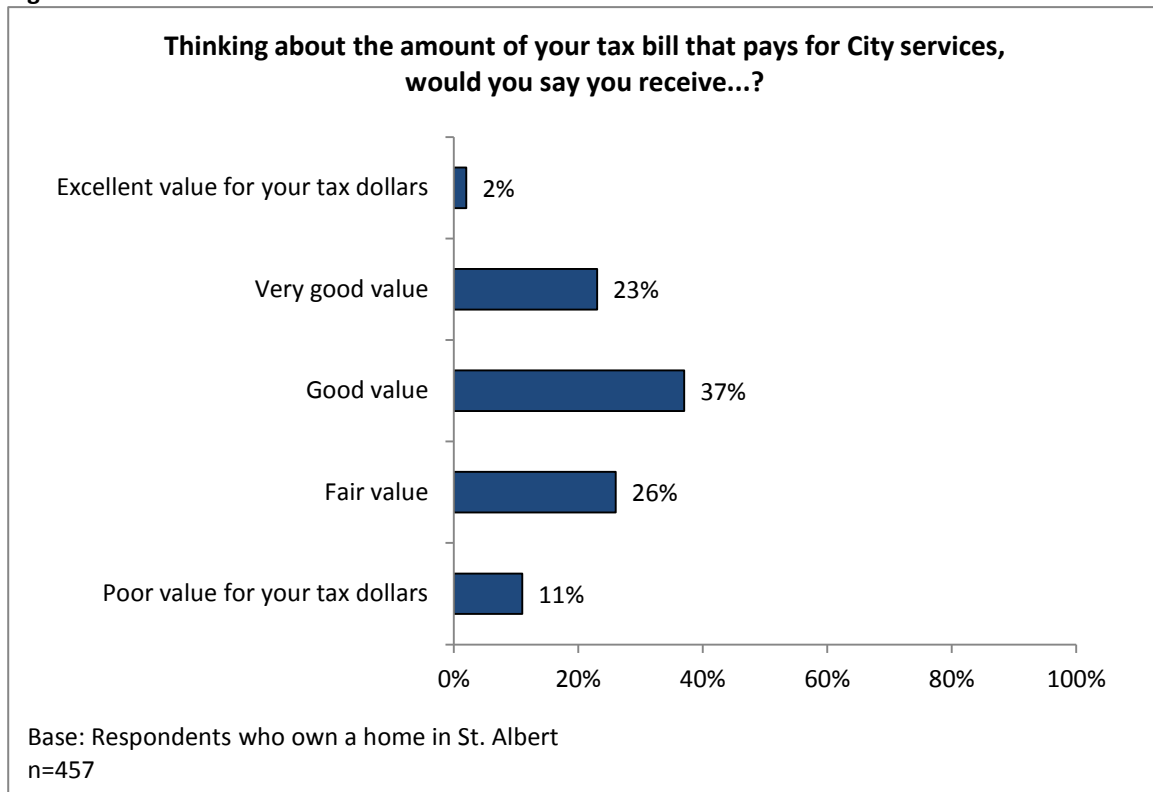


Homeowners (n=457) were then provided with the following information concerning the distribution of their tax bill:

*“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, one-quarter of the respondents (25%) felt they received “very good” (23%) or “excellent” (2%) value for their tax dollars, while 37% reported receiving “good” value, and 36% reported receiving “fair” (26%) or “poor” (11%) value. See Figure 12, below.

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 (40%) or stayed the same (28%) in the past 3 years (versus 11% of those who felt it had worsened);
- Those who agreed that St. Albert is a safe community to live in (27%, versus 9% of those who were not satisfied);
- Those who were satisfied, overall, with City services, facilities, and programs (31%, versus 5% of those who were not satisfied);
- Those who supported an inflationary tax increase to maintain services (38%, versus 2% of those who supported a tax decrease);
- Those who were satisfied, overall, with how the City is currently being run (39%, versus 3% of those who were dissatisfied);
- Those who were satisfied with the opportunities available for public engagement (30%, versus 14% of those who were dissatisfied).

Respondents who felt they received “very good” or “excellent” value for their tax dollars (n=116) most often explained that they are satisfied with snow removal services (21%) and that they felt the budget is well-spent and that they receive good value, in general (20%). See Table 24, below.

**Table 24**

<b>Why do you feel you received “very good” or “excellent” value for your tax dollars?</b>	
<b>Base: Respondents who felt they received “very good” or “excellent” value for their tax dollars</b>	<b>Percent of Respondents* (n=116)</b>
Good snow removal	21
Good value for tax dollars/spend budget well	20
Nice parks and trees/trail system/green spaces	15
Good maintenance on streets/roads	12
Satisfied with the services provided	12
City is well-maintained	10
Good place to live/high standard of living/good community spirit	8
Good/great services	6
Other (3% of respondents or less)	33
Don't Know	16

\*Multiple responses

Those who felt they received “good” value for their tax dollars (n=169) explained that the City should improve their money management, especially with regards to the recreation centre, or Servus Place, as well as the bypass road (10%). See Table 25, below.

Table 25

Why do you feel you received “ <u>good</u> ” value for your tax dollars?	
Base: Respondents who felt they received “good” value for their tax dollars	Percent of Respondents* (n=169)
City should improve on how they manage the money (e.g., recreation centre/bypass road/Servus Place)	10
Satisfied with the services provided	9
Good snow removal	9
Taxes are high/continue to rise	8
Taxes are high compared to other cities/communities with the same facilities and services	8
Good value for tax dollars/spend budget well	6
Nice parks and trees/trail system/green spaces	5
Taxes are high in comparison to services received/not getting good value for money	4
Services are good, but the rates are a little high	4
Lack of an industrial tax base/need to attract businesses	4
Other (3% of respondents or less)	36
Don't Know	24

\*Multiple responses

Those who felt they received “fair” or “poor” value (n=166) reported that taxes are high and/or that taxes continue to rise (24%). See Table 26, below.

**Table 26**

<b>Why do you feel you received “fair” or “poor” value for your tax dollars?</b>	
<b>Base: Respondents who felt they received “fair” or “poor” value for their tax dollars</b>	<b>Percent of Respondents* (n=166)</b>
Taxes are high/continue to rise	24
City should improve on how they manage the money (e.g., recreation centre/bypass road/Servus Place)	17
Taxes are high compared to other cities/communities with the same facilities and services	16
Taxes are high in comparison to services received/not getting good value for money	10
Lack snow removal/poor quality of snow removal	7
Lack of an industrial tax base/need to attract businesses	4
Lack both winter and summer road maintenance/repairs/condition/lack sidewalk maintenance	4
Condo fees pay for services already/taxes for condos are too high	3
Other (2% of respondents or less)	34
Don't Know	9

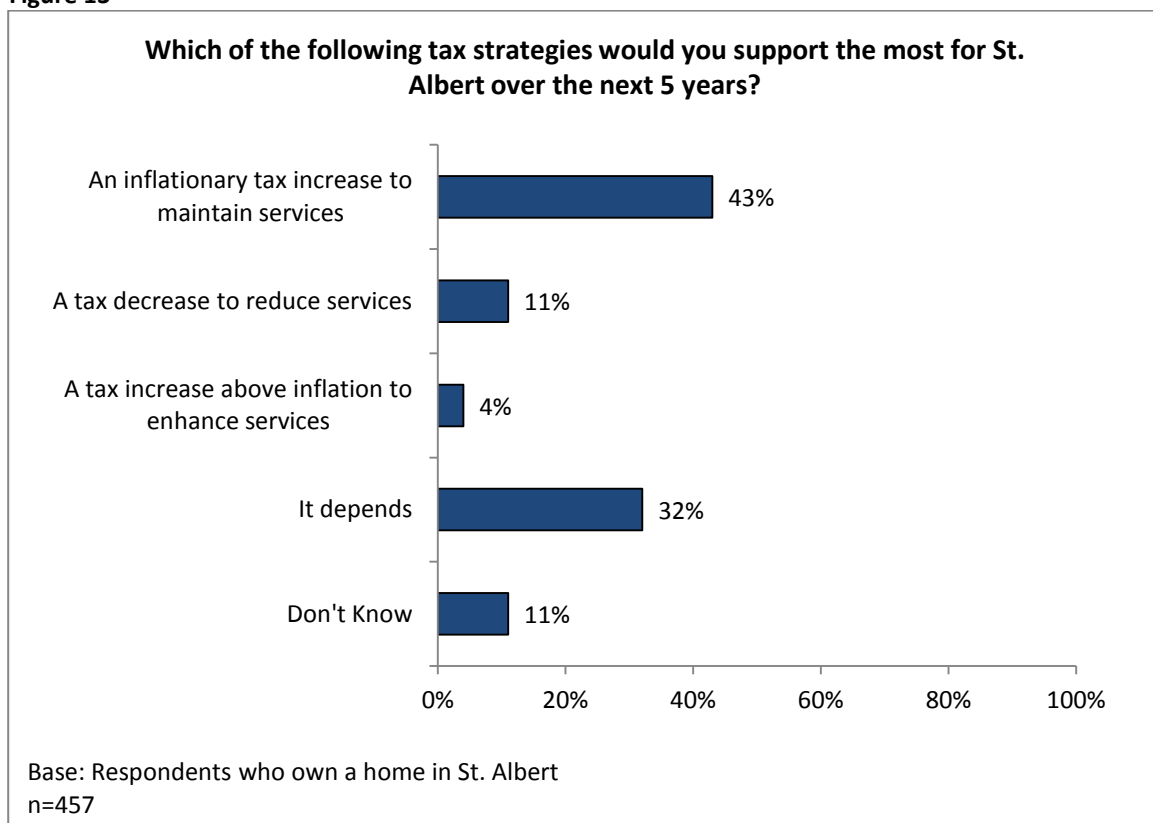
**\*Multiple responses**

In terms of an overall tax strategy, 43% of the homeowners surveyed (n=457) supported an inflationary tax increase to maintain the current level of services from the City, while 11% supported a tax decrease to reduce the level of services. Four percent (4%) 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” (32% of homeowners) included:

- No tax increase – need better management of existing taxes (12% of homeowners);
- It would depend on the services that would be improved or changed (5%);
- A tax decrease with better management of the taxes/services (3%); and
- Encourage incoming industry (and commercial business) to help support a tax base (3%).

Figure 13



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

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

- Those who felt the quality of life had improved (48%) or stayed the same (50%) in the past 3 years (versus 24% of those who felt it had worsened);
- Those who agreed that St. Albert is a safe community to live in (45%, versus 26% of those who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (49%, versus 16% of those who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (63%, versus 24% of those who felt they received “fair” or “poor” value);
- Those who were satisfied, overall, with how the City is currently being run (55%, versus 12% of those who were dissatisfied);
- Those who were satisfied with the opportunities available for public engagement (49%, versus 29% of those who were dissatisfied).

Those who felt that the quality of life had improved in the past 3 years were more likely to have supported a ***tax increase above inflation to enhance the level of service*** (11%, versus 3% of those who felt the quality of life had worsened or stayed the same).

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

- Those who felt the quality of life had worsened in the past 3 years (19%, versus 9% of those who felt it had improved and 3% of those who felt it had stayed the same);
- Those who neither agreed nor disagreed that St. Albert is a safe community to live in (23%, versus 9% of those who agreed);
- Those who were not satisfied with St. Albert services, facilities, and programs, overall (29%, versus 6% of those who were satisfied);
- Those who felt they received “fair” or “poor” value for their tax dollars (24%, versus 1% of those who felt they received “very good” or “excellent” value);
- Those who were dissatisfied with how the City is currently being run (31%, versus 6% of those who were satisfied); and
- Those who were dissatisfied with the opportunities available for public engagement (31%, versus 8% 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 reported that managing rising taxes and/or property taxes is the most important issue facing City Council. It is important to note that 22% 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=473)
Rising taxes/taxes/property taxes	16
Urban growth/managing city growth without raising property taxes/keeping up with services with growth	14
The budget/balancing the city budget/how tax dollars are spent	11
Keeping expenses down/debt/wasting money/funding	9
Industrial development/attract more industry/business economic development	8
Poor management/decision-making/lack of decision-making/speed/need to develop a vision for the future/being on the same page	4
The lack of a strong tax base/attracting industry	4
Traffic/congestion/drivers/speeding/noise/traffic control	3
Other (2% of respondents or less)	30
Don't Know/No Response	22

\*Multiple responses

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

- **“Council is acting in the best interests of the community”** (n=424) – 45% of the respondents agreed (ratings of 4 or 5 out of 5);
  - 34% neither agreed nor disagreed (3 out of 5); and
  - The mean rating was 3.24 out of 5.
- **“Council effectively plans for the future of the community”** (n=414) – 41% agreed;
  - 41% neither agreed nor disagreed; and
  - The mean rating was 3.21.
- **“My personal interests are being served by City Council”** (n=412) – 33% agreed;
  - 41% neither agreed nor disagreed; and
  - The mean rating was 3.01.

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

**Figure 14**

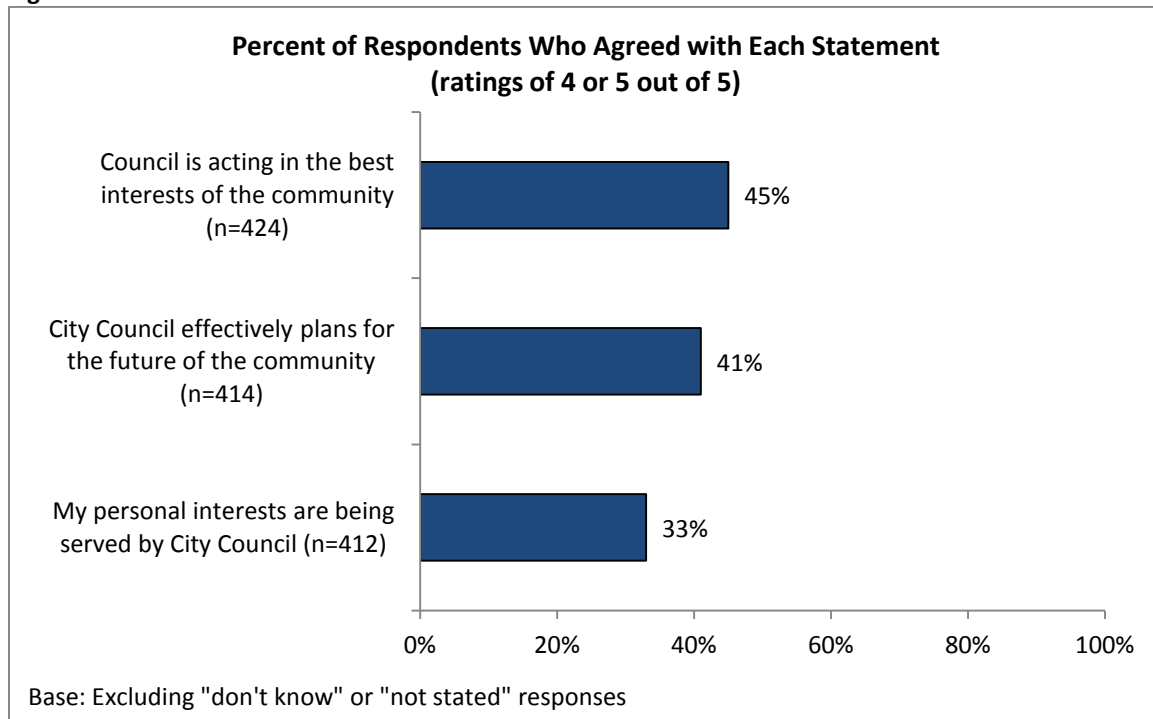




Table 28

To what extent do you agree or disagree with the following statements?							
	Percent of Respondents (n=473)						
	(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	5	35	30	13	6	10	3.24
St. Albert City Council effectively plans for the future of the community	4	31	36	11	5	13	3.21
My personal interests are being served by the City Council	4	25	35	14	9	13	3.01

### **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;
- Those who were satisfied with the opportunities available for public engagement.

Respondents more likely to have agreed that **“St. Albert City Council effectively plans for the future of the community,”** in particular, included:

- Those aged 65 and older (43%, versus 31% of those aged 40 to 64); and
- Those who participated in a public engagement opportunity in the past year (47%, versus 33% of those who did not participate).

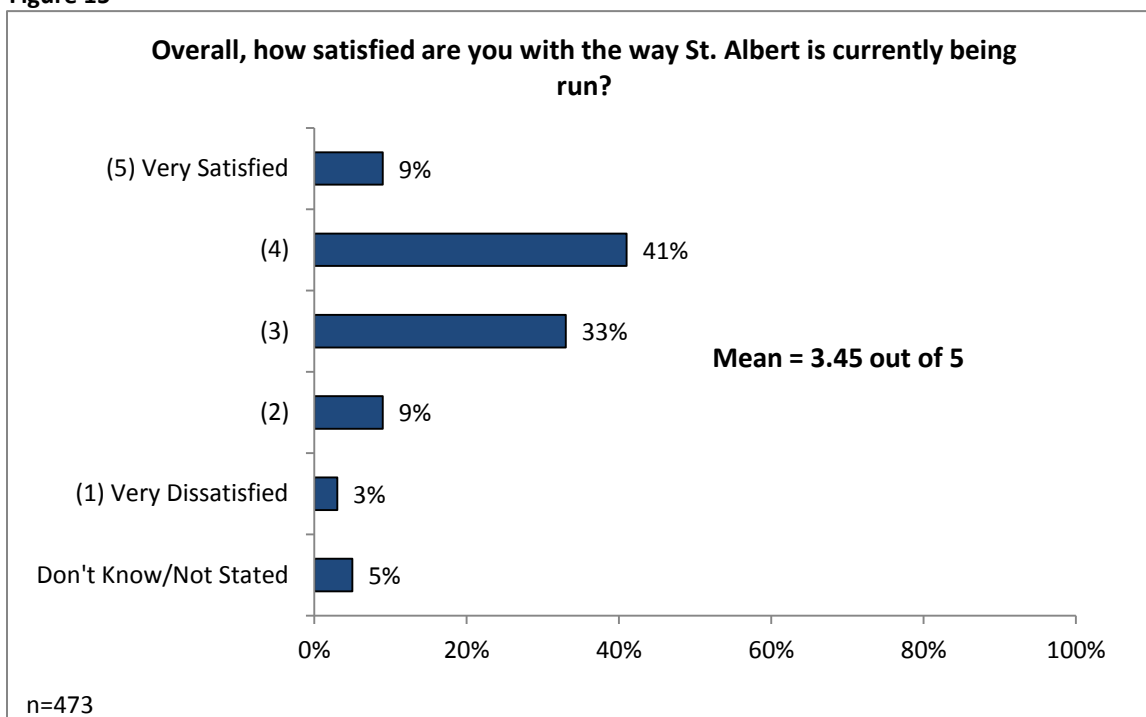
Those aged 65 and older were more likely to have agreed that **“Council is acting in the best interests of the community, as a whole,”** in particular (47% versus 37% of those aged 40 to 64).

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

- Males (34%, versus 25% of females);
- Those aged 18 to 39 (36%) or those 65 and older (40%) (versus 23% of those aged 40 to 64); and
- Those who participated in a public engagement opportunity in the past year (39%, versus 27% of those who did not participate).

When asked to rate their overall level of satisfaction with the way the City of St. Albert is currently being run, half of the respondents (50%) were satisfied, or provided ratings of 4 (41%) or 5 (9%) out of 5. One-third (33%) were neither satisfied nor dissatisfied (3 out of 5), while 13% provided ratings of 1 (3%) or 2 (9%). See Figure 15, below.

Figure 15



### 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 aged 65 and older (57%, versus 46% of those aged 40 to 64);
- Those who felt the quality of life had improved (75%) or stayed the same (55%) in the past 3 years (versus 25% of those who felt it had worsened);
- Those who agreed that St. Albert is a safe community to live in (54%, versus 21% of those who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (62%, versus 4% of those who were not satisfied);
- Those who were satisfied with the service received from City employees (60%, versus 13% of those who were dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (77%, versus 21% of those who received “fair” or “poor” value);
- Those who supported an inflationary tax increase to maintain services (64%, versus 26% of those who supported a tax decrease); and
- Those who were satisfied (70%) or neither satisfied/dissatisfied (47%) with the opportunities available for public engagement (versus 8% 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=236) most often explained that the City is well-run and well-planned, in general (22%). 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=236)
City is well run/good planning	22
Room for improvement (unspecified)	13
Is satisfied/no issues (in general)	10
Good place to live/high quality of life	7
Receives good value for tax dollars/good budgeting	2
Need to improve road infrastructure/maintenance	2
Poor budgeting/wasting tax dollars	2
Dissatisfied with location of Francophone school	2
Concerned with new land developments	2
Not doing enough to attract business/industry	2
Taxes are too high/keep increasing	2
Council does not have community/resident interests at heart	2
Other (1% of respondents or less)	25
Don't Know	26

\*Multiple responses

Those who were neither satisfied nor dissatisfied (3 out of 5; n=154) felt that the City is poorly budgeted for and/or that tax dollars are not used efficiently (12%). See Table 30, below.

**Table 30**

<b>Why are you <u>neither satisfied nor dissatisfied</u> with how the City is currently being run?</b>	
<b>Base: Respondents who were neither satisfied nor dissatisfied with how the City is currently being run (rating of 3 out of 5)</b>	<b>Percent of Respondents* (n=154)</b>
Poor budgeting/wasting tax dollars	12
Mayor/City Council is not managing the City well/lack of planning	11
Room for improvement (unspecified)	9
Council does not have community/resident interests at heart	8
Taxes are too high/keep increasing	7
Not doing enough to attract business/industry	4
Is satisfied/no issues (in general)	4
Has been little change in recent years	3
City needs to be more transparent in decision-making/planning	3
City is too concerned with controlling residents' lives/micromanaging/over-regulating	3
Too much dissension between Councillors and the Mayor	3
Other (1% of respondents or less)	27
Don't Know	27

\*Multiple responses

Respondents who were dissatisfied with how the City is being run (1 or 2 out of 5; n=60) most often reported the City is poorly budgeted for (25%), and that the Mayor and City Council are not managing the City well (23%). See Table 31, below.

**Table 31**

<b>Why are you <u>dissatisfied</u> with how the City is currently being run?</b>	
<b>Base: Respondents who were dissatisfied with how the City is currently being run (ratings of 1 or 2 out of 5)</b>	<b>Percent of Respondents* (n=60)</b>
Poor budgeting/wasting tax dollars	25
Mayor/City Council are not managing the City well/lack of planning	23
Council does not have community/resident interests at heart	22
Taxes are too high/keep increasing	7
Not receiving service value equivalent to tax costs	7
City does not listen to residents	5
Need to improve road infrastructure/maintenance	5
City only considers high-income residents when planning	3
Other (single mentions)	12
Don't Know	18

\*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, more than one-quarter of the respondents (28%) mentioned reducing taxes, followed by 27% who cited economic development. See Table 32, below.

**Table 32**

What do you think should be the top priorities for City Council?	
	Percent of Respondents* (n=473)
Reducing taxes	28
Economic development	27
Budget/fiscal responsibility	14
More roads/improved road/infrastructure system	13
City growth/expansion/controlling growth	10
Improving traffic flow/congestion	10
Maintaining current level of services	9
Affordable housing/seniors' housing	7
Public transit	6
Crime reduction/more police enforcement	6
Improved education facilities	5
Snow removal/street cleaning	4
Other (3% of respondents or less)	41

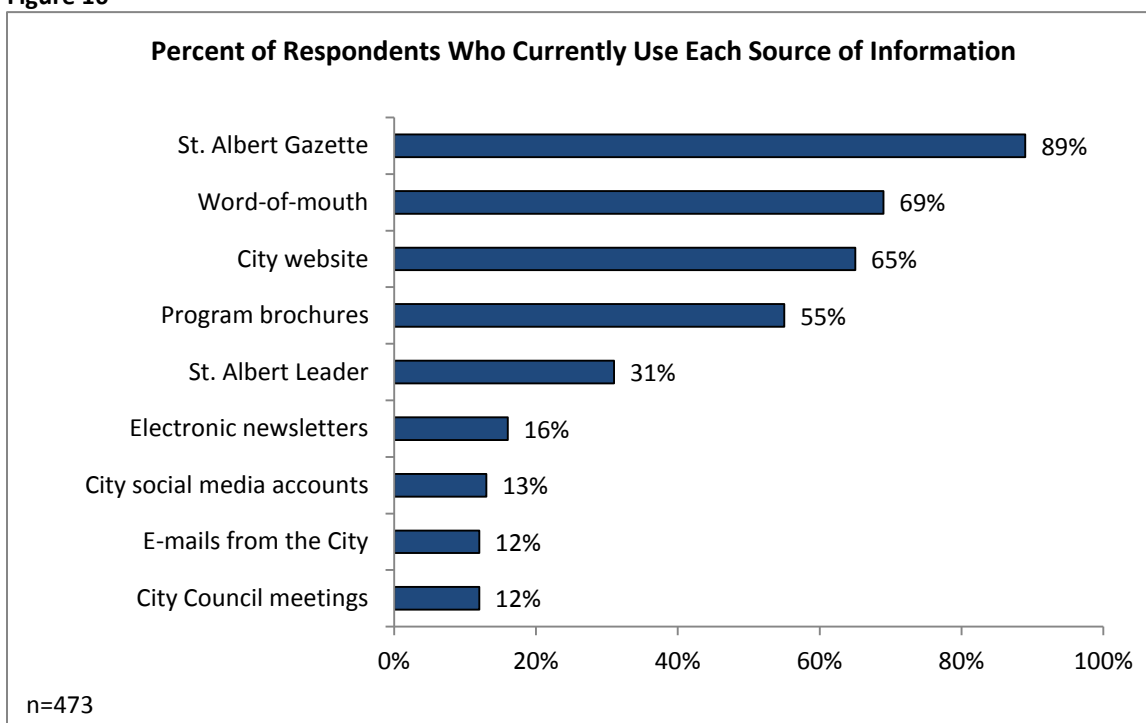
\*Multiple responses

## 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, nearly 9 out of 10 respondents reported using the St. Albert Gazette (89%). More than 60% reported using word-of-mouth (69%) and the City website (65%), while more than half of the respondents use program brochures (55%).

Conversely, fewer than half of the respondents surveyed reported using the following: the St. Albert Leader (31%); electronic newsletters (16%); City social media accounts (e.g., Twitter, Facebook) (13%); e-mails from the City (12%); 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:

- Those aged 40 to 64 (89%) or 65 and older (97%) (versus 73% of those aged 18 to 39);
- Those with seniors in their household (96%, versus 87% of those without seniors); and
- Those who agreed that St. Albert is a safe community to live in (90%, versus 80% of those who neither agreed nor disagreed).

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

- Males (36%, versus 27% of females);
- Those who were satisfied, overall, with City services, facilities, and programs (34%, versus 21% of those who were not satisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (38%, versus 25% of those who felt they received “fair” or “poor” value); and
- Those who were satisfied, overall, with how the City is currently being run (36%, versus 22% of those who were dissatisfied).

Respondent subgroups significantly more likely to **watch or attend City Council meetings** included:

- Those who participated in public engagement opportunities in the past year (25%, versus 9% of those who did not participate);
- Those who felt that the quality of life had worsened in the past 3 years (17%, versus 9% of those who felt it had stayed the same); and
- Those who were dissatisfied, overall, with how the City is currently being run (22%, versus 10% of those who were satisfied).

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

- Those aged 18 to 39 (80%) or 40 to 64 (70%) (versus 45% of those aged 65 and older);
- Those who have lived in St. Albert for 10 years or less (74%, versus 59% those who have lived in St. Albert for 21 years or more);
- Those with children in their household (81%, versus 59% of those without children);
- Those without seniors in their household (73%, versus 46% those with seniors);
- Those who agreed that St. Albert is a safe community to live in (67%, versus 52% of those who neither agreed nor disagreed); and
- Those who had been in contact with a City employee in the past year (68%, versus 59% of those who had not).

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

- Those aged 18 to 39 (37%, versus 12% of those aged 40 to 64 and 4% of those 65 and older);
- Those who have lived in St. Albert for 10 years or less (20%, versus 11% of those who have lived in St. Albert for 21 years or more);
- Those with children in their household (22%, versus 10% of those without children); and
- Those without seniors in their household (17%, versus 3% those with seniors);
- Those who participated in public engagement opportunities in the past year (21%, versus 11% of those who did not participate);
- Those who were satisfied, overall, with City services, facilities, and programs (15%, versus 6% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (22%, versus 11% of those who felt they received “fair” or “poor” value); and
- Those who were satisfied, overall, with how the City is currently being run (20%, versus 7% of those who were dissatisfied); and
- Those who were satisfied with the opportunities available for public engagement (19%, versus 4% of those who were dissatisfied).

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

- Those with seniors in their household (64%, versus 51% of those without seniors);
- Those who were satisfied, overall, with City services, facilities, and programs (58%, versus 44% of those who were neither satisfied nor dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (65%, versus 45% of those who felt they received “fair” or “poor” value)
- Those who supported an inflationary tax increase (61%, versus 32% of those who supported a tax decrease);
- Those who were satisfied, overall, with how the City is currently being run (59%, versus 48% of those who were dissatisfied); and
- Those who were satisfied with the opportunities available for public engagement (64%, versus 40% of those who were dissatisfied).

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

- Those aged 18 to 39 (81%, versus 68% of those aged 40 to 64 or 66% of those 65 and older);
- Females (77%, versus 63% of males);
- Those with children in their household (79%, versus 64% of those without children);
- Those who agreed that St. Albert is a safe community to live in (71%, versus 52% of those who neither agreed nor disagreed);
- Those who were satisfied, overall, with City services, facilities, and programs (74%, versus 55% of those who were dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (78%, versus 63% of those who felt they received “fair” or “poor” value);
- Those who were satisfied, overall, with how the City is currently being run (74%, versus 64% of those who were neither satisfied nor dissatisfied); and
- Those who were satisfied with the opportunities available for public engagement (76%, versus 60% of those who were dissatisfied).

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

- Those with children in their household (17%, versus 10% of those without children);
- Those who have participated in a public engagement opportunity in the past year (21%, versus 10% of those who have not participated);
- Those who felt the quality of life had improved in the past 3 years (20%, versus 9% of those who felt the quality of life had worsened);
- Those who supported an inflationary tax increase to maintain services (17%, versus 2% of those who supported a tax decrease); and
- Those who were satisfied with the opportunities available for public engagement (20%, versus 8% of those who were dissatisfied).



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

- Those who have participated in a public engagement opportunity in the past year (25%, versus 14% of those who have not participated);
- Those who felt the quality of life had improved in the past 3 years (24%, versus 12% of those who felt the quality of life had worsened);
- Those who felt they received “very good” or “excellent” value for their tax dollars (21%, versus 12% of those who felt they received “fair” or “poor” value);
- Those who were satisfied, overall, with how the City is currently being run (21%, versus 11% of those who were neither satisfied nor dissatisfied); and
- Those who were satisfied with the opportunities available for public engagement (24%, versus 6% of those who were dissatisfied).

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 City website (n=94) were the most likely to have rated it as an effective method of communication (ratings of 4 or 5 out of 5) (45%).

Conversely, only 8% of those who do not use word-of-mouth (n=102) would consider this source effective, as a potential future source of information.

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

Figure 17

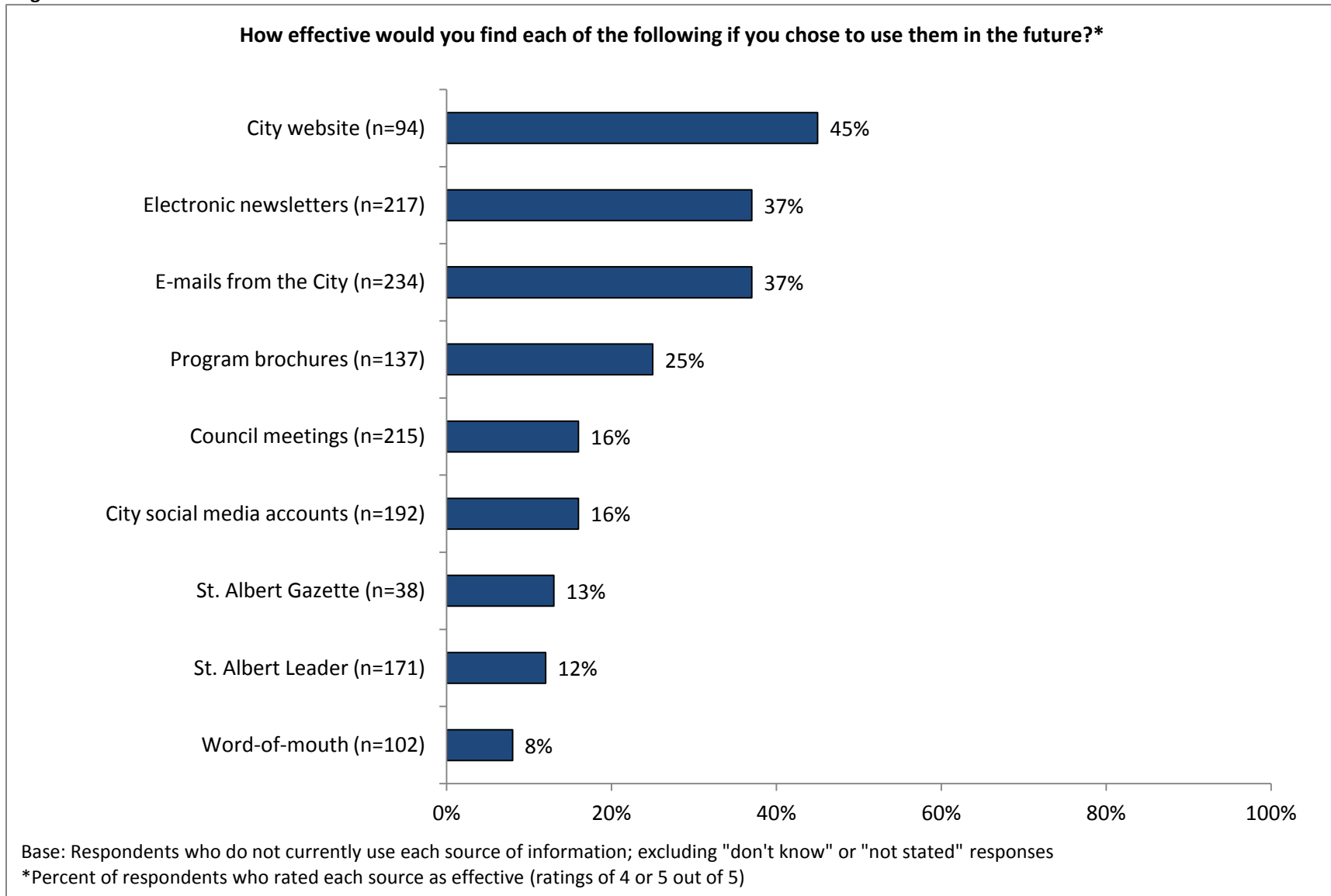


Table 33

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=52)	6	4	29	17	17	27	<b>2.50</b>
City website (n=164)	4	21	15	8	9	43	<b>3.09</b>
Program brochures (n=215)	5	11	21	17	10	36	<b>2.75</b>
Electronic newsletters (n=399)	5	15	14	6	15	46	<b>2.81</b>
E-mails from the City (n=416)	7	14	14	6	16	44	<b>2.82</b>
Attending or watching Council meetings (n=417)	2	6	11	14	19	48	<b>2.20</b>
Word-of-mouth (n=146)	2	3	16	22	26	30	<b>2.05</b>
St. Albert Leader (n=325)	1	5	9	12	25	47	<b>1.97</b>
City social media accounts (n=410)	2	5	10	9	21	53	<b>2.11</b>

When asked if there were any other sources of information or methods for communication that would be effective, 2% of all respondents suggested direct mail-outs, as well as electronic bulletin boards or billboards (2%). See Table 34, below.

**Table 34**

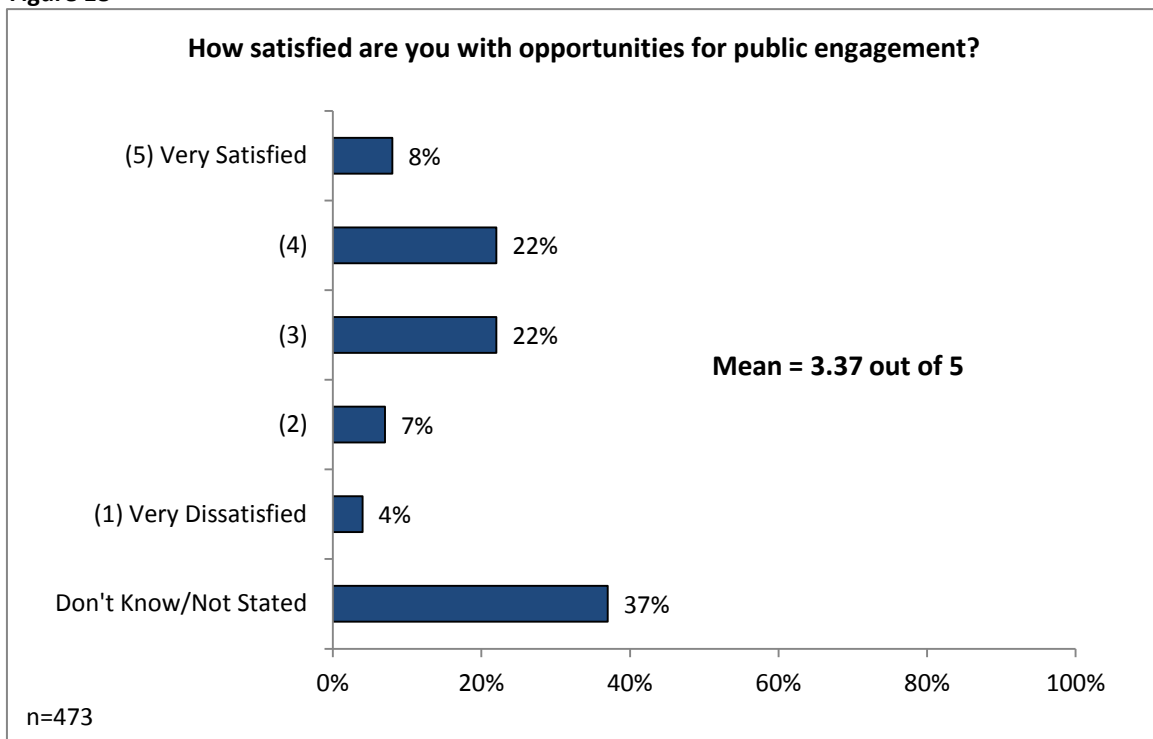
<b>Are there any other sources of information or methods for communication that would be effective, in terms of informing you about City programs, services, and initiatives?</b>	
	<b>Percent of Respondents (n=473)*</b>
None/no other sources of information	45
<b>Other; specify:</b>	<b>9</b>
Direct mail	2
Electronic bulletin boards/billboards/signs	2
Radio	1
Post information in city facilities	1
Media campaign (e.g., magazines, advertising)	1
Include information with utility bills/tax notices	1
Mobile App	1
Television	1
Other (less than 1% of respondents)	1
Don't Know/Not Stated	46

**\*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, 30% of the respondents reported being satisfied with the opportunities available, providing ratings of 4 (22%) or 5 (8%) out of 5. Twenty-two percent (22%) were neither satisfied nor dissatisfied (3 out of 5), while 11% were dissatisfied, or provided ratings of 1 (4%) or 2 (7%) out of 5. It is important to note that more than one-third of the respondents (37%) were unsure or did not provide a response.

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:

- Males (37%, versus 24% of females).
- Those who have participated in a public engagement opportunity in the past year (51%, versus 26% of those who had not participated);
- Those who felt the quality of life had improved (43%) or stayed the same (35%) in the past 3 years (versus 17% of those who felt it had worsened);
- Those who were satisfied, overall, with City services, facilities, and programs (36%, versus 10% of those who were not satisfied);
- Those who had been in contact with a City employee in the past year (34%, versus 22% of those who had not);
- Those who were satisfied with the service received from City employees (38%, versus 13% of those who were dissatisfied);
- Those who felt they received “very good” or “excellent” value for their tax dollars (36%, versus 19% of those who felt they received “fair” or “poor” value); and
- Those who were satisfied, overall, with how the City is currently being run (43%, versus 12% of those who were dissatisfied).

Those who were satisfied with the opportunities available for public engagement (ratings of 4 or 5 out of 5; n=144) most often explained that they feel opportunities to engage are provided, in general (40%). See Table 35, below.

**Table 35**

<b>Why are you <u>satisfied</u> with the opportunities available for public engagement?</b>	
<b>Base: Respondents who were satisfied with the opportunities available for public engagement (ratings of 4 or 5 out of 5)</b>	<b>Percent of Respondents* (n=144)</b>
Opportunities are provided/satisfied with opportunities to engage	40
Does not engage/not interested/does not need to engage with the City	6
Need to engage public more/better publicize engagement opportunities	6
Mayor/City Council are approachable/welcoming/easy-to-contact	6
There is room for improvement (unspecified)	4
They do what they want regardless of input/do not act on suggestions	4
Well publicized/advertised in a timely manner	2
Other (1% of respondents or less)	10
Don't Know	35

\*Multiple responses

Those who were neither satisfied nor dissatisfied (3 out of 5; n=104) explained that the City should engage the public more often or better publicize engagement opportunities (24%). 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=104)
Need to engage public more/better publicize opportunities	24
Opportunities are provided/satisfied with opportunities to engage	13
Does not engage/not interested/does not need to engage with the City	12
They do what they want regardless of input/do not act on suggestions	9
Neither satisfied nor dissatisfied (in general)	6
Council meetings/engagement opportunities are at inconvenient times	4
Mayor/City Council are approachable/welcoming/easy-to-contact	3
Lack of time to provide input	2
Other (single mentions)	6
Don't Know	34

\*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 (29%). See Table 37, below.

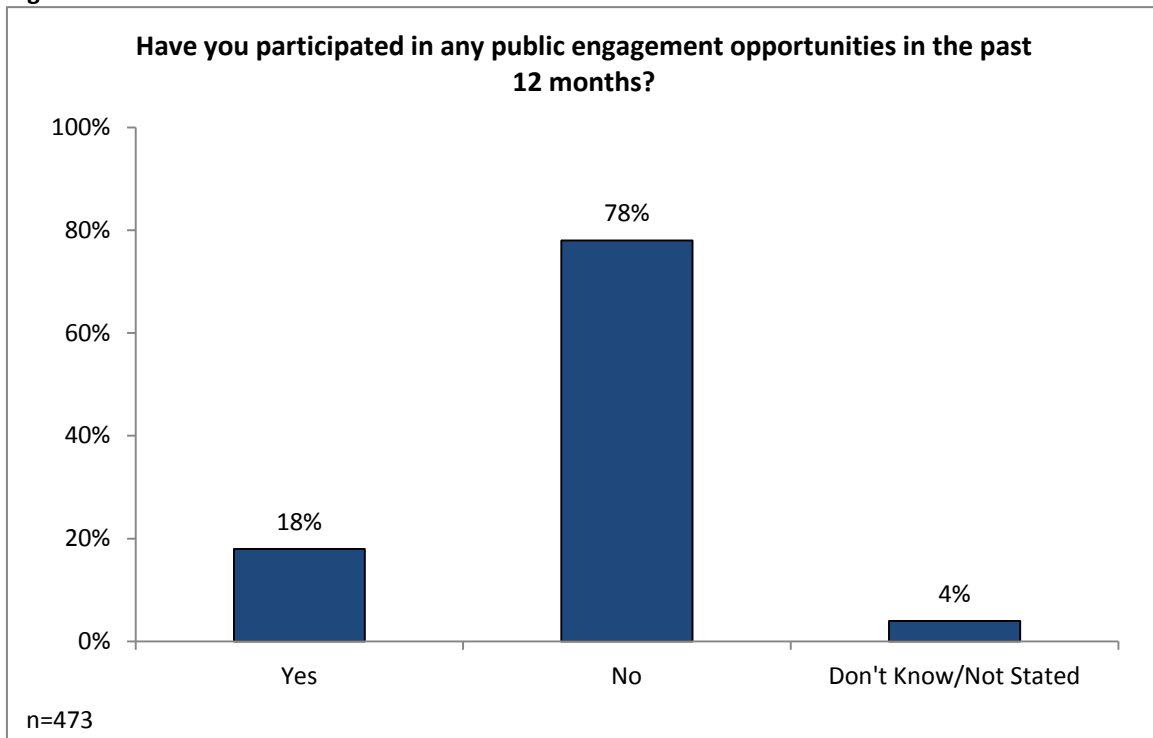
Table 37

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 opportunities	29
Received poor treatment/curt responses/poor response to feedback	6
Mayor/Council unwilling to speak to public/answer questions	6
Should have wards so residents can have a representative	4
Better leadership is needed (in general)	4
Publicize contact information for Council members	2
Council is only interested in opinions at election time	2
Too difficult to engage/process is not inviting	2
Does not engage/not interested/does not need to engage with the City	2
Council meetings/engagement opportunities are at inconvenient times	2
Don't Know	12

\*Multiple responses

Just under one-fifth of the respondents surveyed (18%) 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. Four percent (4%) 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:*

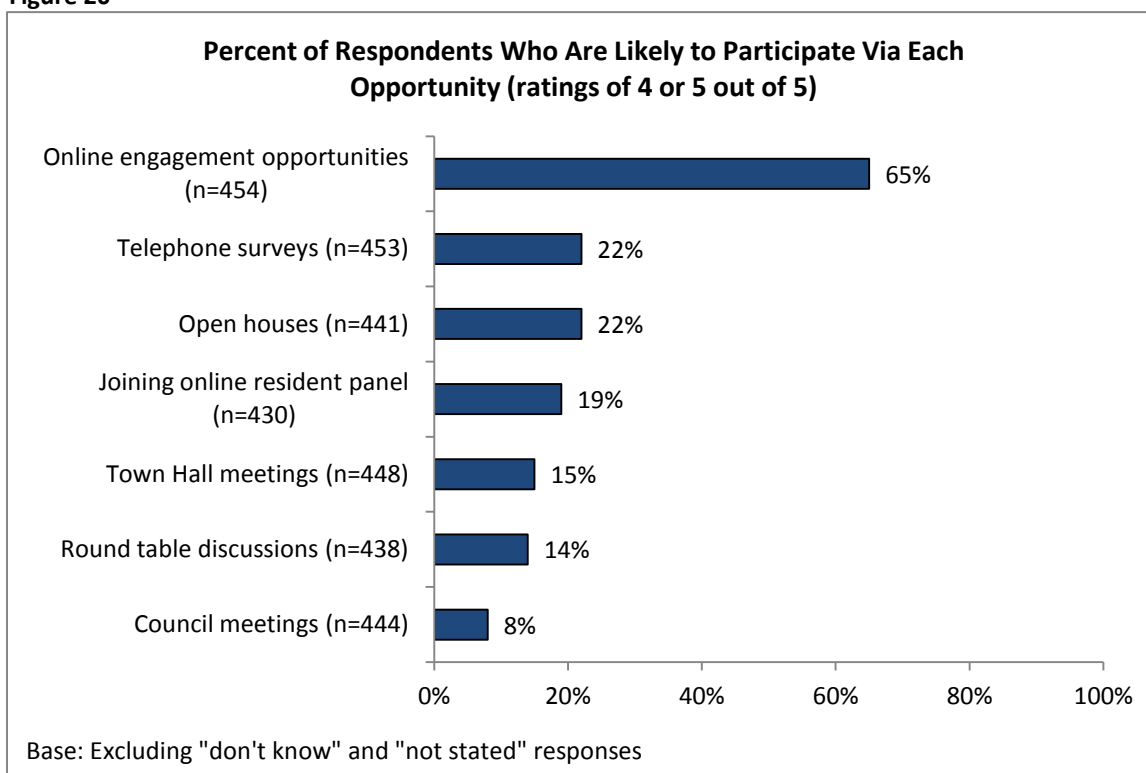
- *Those who have lived in St. Albert for 11 to 20 years (21%) or 21 years or more (20%) (versus 11% of those who have lived in St. Albert for 10 years or less);*
- *Those who had been in contact with a City employee in the past 12 months (22%, versus 9% of those who had not); and*
- *Those who were satisfied with the opportunities available for public engagement (30%, versus 13% of those who were neither satisfied nor dissatisfied).*



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.” Nearly two-thirds of those surveyed (65%) reported being likely (ratings of 4 or 5 out of 5) to participate via online engagement opportunities (e.g., surveys, forums, etc.) (n=454), while 22% indicated a high likelihood of participating via telephone surveys (n=453) and open houses (n=441). 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 an online survey, responses may be biased towards “online engagement opportunities” as a method of engaging with the City of St. Albert. In the general population telephone-based version of the survey, 40% of the respondents (n=400) reported a high likelihood of participating this way.<sup>5</sup>

Figure 20



<sup>5</sup> 400 respondents from randomly-selected households in St. Albert completed the telephone version of the survey. Age and gender quotas were established to ensure accurate representation of residents in the City of St. Albert.

Table 38

How likely are you to participate in public engagement opportunities in the following ways?							
	Percent of Respondents (n=473)						
	(5) Very Likely	(4)	(3)	(2)	(1) Not at All Likely	Don't Know	Mean (out of 5)
Online engagement opportunities (surveys, forums, etc.)	35	28	15	5	14	4	3.68
Open houses	4	17	25	18	29	7	2.45
Telephone surveys	8	13	16	14	44	4	2.22
Joining online resident panel	8	10	18	16	40	9	2.22
Town Hall meetings	4	10	22	20	39	5	2.16
Round table discussions	4	9	19	16	45	7	2.06
Council meetings	3	5	15	20	51	8	1.80

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

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

- Those aged 40 to 64 (70%, versus 46% of those aged 65 and older);
- Those who have lived in St. Albert for 11 to 20 years (70%) or 10 years or less (68%) (versus 57% of those who have lived in St. Albert for 21 years or more);
- Those with children in their household (69%, versus 60% of those without children);
- Those without seniors in their household (68%, versus 47% of those with seniors);
- Those who participated in a public engagement opportunity in the past year (73%, versus 59% of those who did not participate);
- Those who were satisfied, overall, with City services, facilities, and programs (65%, versus 51% of those who were not satisfied); and
- Those who supported an inflationary tax increase to maintain services (68%, versus 50% of those who supported a tax decrease).

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

- Females (18%, versus 9% of males);
- Those who participated in a public engagement opportunity in the past year (34%, versus 10% of those who have not participated); and
- Those who felt the quality of life had worsened in the past 3 years (20%, versus 12% of those who felt the quality of life had stayed the same).

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

- Males (10%, versus 5% of females); and
- Those who participated in a public engagement opportunity in the past year (19%, versus 5% of those who did not participate).

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

- Those aged 40 to 64 (23%) or 65 and older (22%) (versus those aged 18 to 39 (9%);
- Those who participated in a public engagement opportunity in the past year (40%, versus 16% of those who did not participate);
- Those who had been in contact with a City employee in the past year (26%, versus 12% of those who had not);
- Those who were satisfied (25%) or dissatisfied (28%), overall, with how the City is currently being run (versus 16% of those who were neither satisfied nor dissatisfied – i.e., those who were neutral); and
- Those who were satisfied with the opportunities available for public engagement (32%, versus 20% of those who were neither satisfied nor dissatisfied).

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

- Those aged 40 to 64 (21%, versus 9% of those aged 65 and older);
- Those who have lived in St. Albert for 10 years or less (24%, versus 14% of those who have lived in St. Albert for 21 years or more);
- Those with children in their household (23%, versus 15% of those without children);
- Those without seniors in their household (19%, versus 11% of those with seniors);
- Those who participated in a public engagement opportunity in the past year (29%, versus 14% of those who did not participate); and
- Those who felt they received “fair” or “poor” value for their tax dollars (21%, versus 12% of those who felt they received “good” value).

Respondent subgroups significantly more likely to **participate in round table discussions** included:

- Those who participated in a public engagement opportunity in the past year (39%, versus 8% of those who did not participate);
- Those who felt the quality of life had worsened in the past 3 years (19%, versus 8% of those who felt the quality of life had improved);
- Those who were not satisfied overall, with City services, facilities, and programs (21%, versus 12% of those who were satisfied);
- Those who had been in contact with a City employee in the past year (16%, versus 8% of those who had not);
- Those who were dissatisfied, overall, with how the City is currently being run (23%, versus 10% of those who were satisfied); and
- Those who were dissatisfied with the opportunities available for public engagement (25%, versus 13% of those who were satisfied).

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. One percent (1%) of the respondents each indicated a preference for the following: direct contact with City employees (1%); direct contact with City Council and/or the Mayor (15); and through City votes (1%). See Table 39, below.

**Table 39**

<b>Are there any other ways that you would be likely to participate or provide input regarding the City's plans and priorities?</b>	
	<b>Percent of Respondents (n=473)*</b>
None/no other sources of information	58
<b>Other; specify:</b>	<b>5</b>
Direct contact with City employees	1
Direct contact with City Council/Mayor	1
Through electronic voting/voting opportunities	1
Other (less than 1% of respondents)	2
Don't Know/Not Stated	37

**\*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=473)
<b>Gender</b>	
Male	53
Female	45
Not Stated	3
<b>Age</b>	
18 to 24	1
25 to 64	75
65 and older	24
<b>Mean</b>	<b>54.7 years of age</b>
<b>How long have you lived in the City of St. Albert?</b>	
Less than 1 year	1
1 to 5 years	12
6 to 10 years	11
11 to 15 years	14
16 to 20 years	11
21 years or more	52
<b>Mean</b>	<b>22.6 years</b>
<b>Percent of Households with at Least One (1) Person in Each Age Group</b>	
12 years of age or younger	20
13 to 18 years of age	17
19 to 44 years of age	44
45 to 64 years of age	57
65 years of age or older	25
<b>Mean Household Size</b>	<b>2.7 people</b>

Table 41

	Percent of Respondents (n=473)
<b>What is the highest level of education you have achieved to date?</b>	
Less than high school	1
Graduated high school	9
Some or completed technical or vocational school	14
Some or completed college	20
Some or completed university	33
Post-graduate	22
<b>Which neighbourhood do you live in?</b>	
Grandin	13
Lacombe Park	11
Deer Ridge	10
Akinsdale	9
Erin Ridge	7
Heritage Lakes	7
Oakmont	7
Forest Lawn	5
North Ridge	5
Braeside	4
Kingswood	4
Mission	4
Pineview	4
Woodlands	4
Sturgeon Heights	3
Downtown	1
Erin Ridge North	1
Inglewood	1
Other	<1
<b>Do you work for the City of St. Albert?</b>	
Yes	4
No	96

## **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, Akindsdale 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.***

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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

## **APPENDIX B – RESIDENT MAIL-IN RESPONSE**

REQD/RECEIVED

11-09-2014

**CITY MANAGER'S OFFICE**

Phone: 780-459-1607

Fax: 780-459-1591

File: 7000-7

August 26, 2014

Dear Resident:

**Re: 2014 St. Albert Community Satisfaction Survey**

I am inviting you to share your opinion about City programs and services in the 2014 City of St. Albert Community Satisfaction Survey. The survey has been conducted since 1995, providing valuable information to City Council and Administration. Survey results will be used to improve City programs and services and will help inform decision making. The survey results will be presented to Council and made available to the public.

Your household has been randomly selected to participate in the on-line survey. To complete the survey, **please visit the website below**, and enter the PIN when prompted:

**URL:** <http://www.banister.ab.ca/stalbertsurvey>

**PIN:** D6PJ42B

The PIN or unique code is required to ensure there are no duplicate responses to the survey which is important to obtain a statistically representative sample of opinions from the community. Please be assured that all individual information you provide will be kept in strictest confidence and be used only for the purposes of this study. The privacy of your responses has been protected in a number of ways:

- An external consultant, Banister Research & Consulting Inc., has been retained by the City to administer the survey. They are the **only party** reviewing, collecting, and analyzing the results and seeing individual responses. They will ensure that feedback is **anonymous** and the analysis of findings is objective.
- All responses will be reported in aggregate and any data files provided to City Administration **will not contain any identifiable information**.

*have been paying taxes since 1951 so how many years is that & no kids in school, let the young one pay for there kids, we paid enough taxes.*

*stop from charging use all the time*



August 26, 2014

*Remove school Taxes  
every month that we have to pay  
when we have no kids in school*

**Please respond to the survey by September 21, 2014.** The survey takes approximately 10 minutes to complete.

Should you have any questions or concerns regarding access to the survey, please contact Banister Research, toll-free, at 1-866-451-4441. Alternatively, you may e-mail Christine Mendonca, Associate with Banister Research, at [cmendonca@banister.ab.ca](mailto:cmendonca@banister.ab.ca).

If you have questions about the survey itself, please contact Darija Slokar-Petrovic, City of St. Albert Corporate Planning, at 780-418-6608.

We are your municipal government and look forward to your opinion about what works well and what needs improvement. The survey results will be presented to City Council later this year. Thank you in advance for your participation.

Sincerely,

*give us a Break so  
we can remain in our  
houses, not when you are  
single one Senior & can't survive  
one Pension woman*

Patrick Draper  
City Manager

*Seniors have worked all our life  
hard work, so we need a Break  
take the school Tax of our Taxes  
it is very hard to make ends meet  
when everything goes up every time  
You go the store & Bills goes up too*