

CITY OF ST. ALBERT

**2012 Community Satisfaction Survey
Final Report**

May 30, 2012



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Appendix A – Survey Instrument

SUMMARY OF FINDINGS

In support of its values of open dialogue and collaborative relationships, the City of St. Albert is committed to conducting an annual citizen survey, to ensure that satisfaction with various aspects of living in the community are maintained or increased. Overall, results of the 2012 survey showed that satisfaction levels for all measures remained high, including the overall quality of life and the services provided by City employees. Significant increases were seen in areas such as satisfaction with the blue bag curbside recycling program, winter road maintenance, heritage sites and Woodlands Water Play Park. Specific findings include:

Quality of Life

- Ninety-nine percent (99%) of respondents rated the overall quality of life in St. Albert as good (37%) or very good (62%).
- Fourteen percent (14%) of respondents felt that the quality of life in St. Albert has improved over the past three years, while 71% felt it has stayed the same. Only 13% of respondents felt that the quality of life in St. Albert has worsened in the past three years.
- Respondents indicated the most significant factor contributing to a high quality of life in St. Albert was parkland, green spaces, or the river trail system (40%).
- The factor most frequently indicated as contributing to a low quality of life in St. Albert was high taxes or tax increases (37%).
- Seventy-eight percent (78%) of respondents agreed either strongly (31%) or somewhat (47%) that the City of St. Albert is committed to preserving the environment.

Overall Satisfaction with City Services and Facilities

- The majority of respondents (83%) indicated they were satisfied overall with the services, facilities and programs provided by the City of St. Albert.
- Satisfaction levels with services were highest for the parks and trail system (92%), blue bag curbside recycling (83%), and emergency medical and fire services (82%).
- With respect to City facilities, satisfaction levels were highest regarding the Arden Theatre (92%), Fountain Park Recreation Centre (89%), the St. Albert Public Library (86%) and Woodlands Water Play Park (86%).
- Four-fifths (80%) of respondents indicated they were satisfied with recreational programs and activities, followed by cultural programs and events (78%) and Family and Community Support Services (62%).
- Compared to 2010, there was a significant increase in overall satisfaction levels for Blue Bag Curbside Recycling (4% increase), winter road maintenance (6% increase), heritage sites (4% increase) and Woodlands Water Play Park (6% increase).

Overall Importance and Service Improvements

- Areas identified as key strengths of St. Albert included:
 - Parks and trail system;
 - The Arden Theatre;
 - Fountain Park Recreation Centre;
 - Recycling and composting depots;
 - Blue bag curbside recycling service;
 - Recreational programs and activities;
 - Recreational services;
 - Garbage collection services;

- Sanitary sewer systems;
- RCMP Police Services;
- Emergency Medical and Fire Services;
- St. Albert Public Library programs and services; and
- St. Albert Public Library facility.
- Primary areas of improvement included:
 - St. Albert Public Transit;
 - Winter road maintenance;
 - Summer road maintenance;
 - Land use planning and approvals;
 - Traffic safety and parking enforcement;
 - Attracting and supporting local businesses; and
 - Family and community support services.

Contact with City of St. Albert Employees

- More than two-thirds (67%) of respondents had been in contact with a City employee over the past year.
- City employees were contacted in person (48%), by phone (44%), via email (7%) and by mail or fax (1%).
- Respondents that contacted City employees (n=535) were generally satisfied with the service they received (83%), with 64% being very satisfied and 20% being somewhat satisfied.

Perceptions of Safety in St. Albert

- Over half (68%) of respondents agreed St. Albert is a safe place to live, with 29% strongly agreeing and 39% somewhat agreeing, a significant decrease from 91% in 2010.
- Issues identified as the greatest safety concerns included youth vandalism (34%), drugs in the community (32%), and theft or burglary (25%).

Neighbourhood Development

- When asked if there were any issues or areas of improvement within their neighbourhood that they felt residents could work on together in order to help strengthen their neighbourhood, 21% of respondents suggested developing a neighbourhood watch program such as crime watch, citizen patrol or partners in the park.
- Over seventy percent (71%) of respondents indicated their neighbourhood would be willing to work together on local issues or projects that would help improve their neighbourhood.
- Over three-quarters (79%) of respondents indicated they personally would be willing to participate in the process of resolving key neighbourhood issues or work cooperatively with their neighbours on a local development project.
- Over two-thirds of respondents felt a strong sense of belonging (68%) in their neighbourhood, with 29% feeling a very strong sense of belonging and 39% feeling a somewhat strong sense of belonging.

Views Towards Property Taxes

- Nearly all respondents (95%) owned their home in St. Albert versus renting (4%).
- Of these homeowners (n=762), 57% believed they received good, very good or excellent value for their tax dollar, while 32% believed they received fair value, and 10% believed they received poor value for their tax dollar.
- When asked why they felt they received excellent, very good or good value for their tax dollar, respondents most frequently mentioned they were satisfied with the services that were provided (17%).

- Respondents that believed their tax dollar represents fair or poor value indicated taxes were too high or continue to rise (17%) taxes were high in comparison to services received (15%), and taxes are high compared to other cities or communities with similar facilities and services (15%).
- The tax strategy supported by the greatest proportion of respondents was an inflationary tax increase to maintain services (65%), followed by a tax decrease to reduce service (13%).

Municipal Leadership

- Respondents identified industrial development and attracting more business and economic development as the most important issue facing St. Albert City Council today (21%).
- Forty-five percent (45%) of respondents agreed that City Council is planning for the future of the community, with another 33% neither agreeing nor disagreeing and 20% disagreeing.
- More than half (60%) of respondents were very or somewhat satisfied with the way in which St. Albert is currently being run, while 24% were neither satisfied nor dissatisfied and 16% were dissatisfied.
- Nearly three-quarters (72%) of respondents agreed that the City works effectively with community groups to deliver various events and programs. Seventeen percent (17%) neither agreed nor disagreed and 5% disagreed.
- Respondents generally agreed that the City is accountable to the community for leadership and good governance (64%). Twenty-two percent (22%) neither agreed nor disagreed with this statement and 14% disagreed.

- Approximately half (53%) of respondents agreed that the City practices open and accountable government, with 27% neither agreeing nor disagreeing and 18% disagreeing.
- Over half (52%) of respondents agreed that the City makes informed decisions, while 26% neither agreed nor disagreed and 18% disagreed.
- Almost half (47%) of respondents agreed that the City does the best it can with the money available, while 24% neither agreed nor disagreed and 26% disagreed.
- Two out of five respondents (40%) agreed that the City always takes residents' views into consideration when making decisions. One quarter (25%) of respondents neither agreed nor disagreed with this statement and 32% disagreed.
- When asked to indicate the top three priorities the City Council should address, respondents most often stated community development (56%), economic development (56%) and governance (25%).

City News and Promotions

- The St. Albert Gazette was the communications medium that respondents most frequently relied on as their primary source of information and news about City Hall and City services, programs and initiatives (75%).
- The majority (88%) of respondents indicated they read the Citylights advertising feature either always (37%) or sometimes (40%) and the majority (91%) believed the feature was valuable to some degree.

1.0 STUDY BACKGROUND

In support of its values of open dialogue and collaborative relationships, the City of St. Albert is committed to conducting an annual citizen survey. The survey enables the City to listen to the opinions and perceptions of citizens to ensure that satisfaction with various aspects of living in the community are maintained or increased. Banister Research & Consulting Inc. was commissioned to conduct the 2012 Community Satisfaction Survey.

Similar to surveys in the past, the findings from this year's survey 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;
- ◆ Factors contributing to the City's quality of life;
- ◆ Satisfaction with various services, facilities, and programs;
- ◆ Overall importance of City services;
- ◆ Contact and satisfaction with City of St. Albert municipal staff;
- ◆ Safety issues;
- ◆ Value received for tax dollars;
- ◆ Satisfaction with municipal leadership; and
- ◆ City news and promotions.

This report outlines the results for the 2012 survey of St. Albert residents, and includes a comparison of the 2006 to 2010 survey results to determine, where appropriate, if there have been shifts in the perceptions and opinions of City of St. Albert residents over the past seven years.

2.0 METHODOLOGY

The survey instrument utilized in the 2010 survey formed the basis for the instrument utilized in the 2012 survey with some modifications made to update the study.

The questionnaire was finalized based upon a pretest of 10 interviews with a random sample of respondents. The pretest assessed interview length and flow patterns and identified any problem questions or difficulties in comprehension or wording as well as areas of respondent resistance. A copy of the final questionnaire is provided in Appendix A.

2.1 Survey Population and Data Collection

Telephone interviews were conducted from April 30th to May 9th, 2012. Banister Research completed a total of 800 telephone interviews with St. Albert citizens 18 years of age or older. To ensure the survey sample provided sufficient accuracy within each quadrant of the City, 200 interviews were conducted within the northwest, northeast, southwest and southeast areas of St. Albert. In consultation with the client, City quadrants were established based on the following parameters:

- **North East**, or east of St. Albert Road and north of the Sturgeon River (communities: Erin Ridge, Oakmont, Inglewood and Erin Ridge North)
- **North West**, or west of St. Albert Road and north of the Sturgeon River (communities: Lacombe Park, Mission, North Ridge, Deer Ridge)
- **South West**, or south of the Sturgeon River and west of St. Albert Road (communities: Riel, Grandin, Heritage Lakes, Downtown)
- **South East**, or south of the Sturgeon River and east of St. Albert Road (communities: Braeside, Woodlands, Kingswood, Pineview, Campbell Park, Akinsdale, Forest Lawn, Sturgeon Heights)

City-wide results provide a margin of error no greater than $\pm 3.5\%$ at the 95% confidence level or 19 times out of 20.

The sampling strategy involved randomly dialing phone numbers from the most recent telephone directory for the City of St. Albert. Quotas were established to ensure equal proportions of male and female respondents. To maximize the sample, a maximum of ten call back attempts were made to each listing prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen minutes. Where there was an answering machine, fax or no answer, the call back was scheduled at a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.

The table below presents the results of the final call attempts. Using the call summary standard established by the Marketing Research and Intelligence Association, there was a 13% response rate and a 71% refusal rate. These figures do not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification:	Number of Calls:
Completed Interviews	800
Busy/No answer/Answering machine/Respondents unavailable	3,881
Refusals	2,075
Fax/Modem/Business	153
Not-In-Service/Wrong number	103
Terminated/Language barrier	24
Disqualified/quota full	63
Total	7,099

2.2 Data 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., overall satisfaction with services, contact with City employees, 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. The “Selected Sub-Segment

Findings” portions of the report present selected findings from the cross tabulation analysis.

Identical to previous survey years, for the analysis, weights were assigned to the specific quadrant data to ensure that their representation in the City-wide sample was proportionate to their representation in the City of St. Albert 2012 population. The following outlines the weighting factors utilized in this research.

City Quadrant & Population	% of Total Population	# of Interviews Completed	Weighting Factor	Representative # of Interviews
North East: 10,162	17%	200	0.6768	135
North West: 18,954	32%	200	1.2624	252
South West: 11,853	20%	200	0.7894	158
South East: 19,090	32%	200	1.2714	254

It is important to note that this report provides a detailed description of the survey findings based on City-wide *weighted* results, or all respondents. Residential, quadrant-specific results have been presented based on unweighted results.

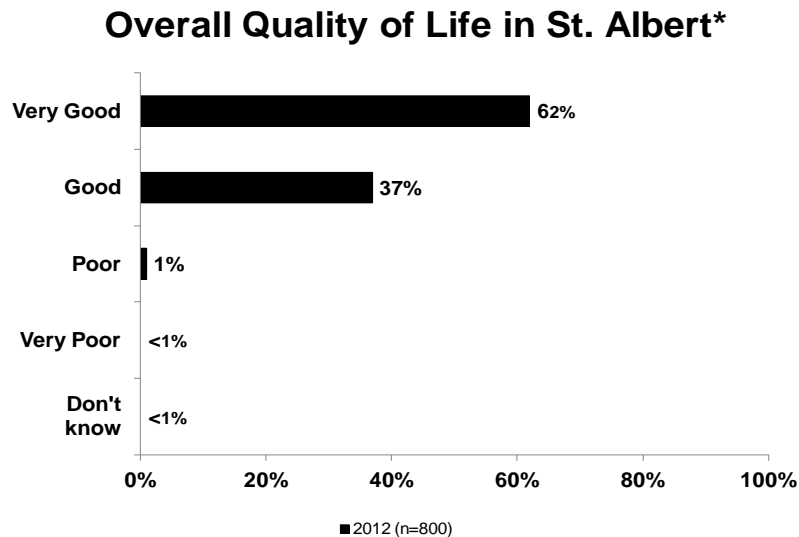
3.0 STUDY FINDINGS

Results of the study are presented as they relate to the specific topic areas addressed by the survey. The reader should note, when reading the report that the term significant refers to “statistical significance”.

3.1 Residents Perceived Quality of Life in St. Albert

Respondents in 2012 were asked to rate their overall quality of life in St. Albert as very good, good, poor, or very poor. Respondents most often indicated their quality of life was very good (62%), followed by good (37%). See Figure 1, below.

Figure 1



*This question was modified in 2012; therefore, results cannot be compared with previous surveys.

Selected Sub-Segment Findings

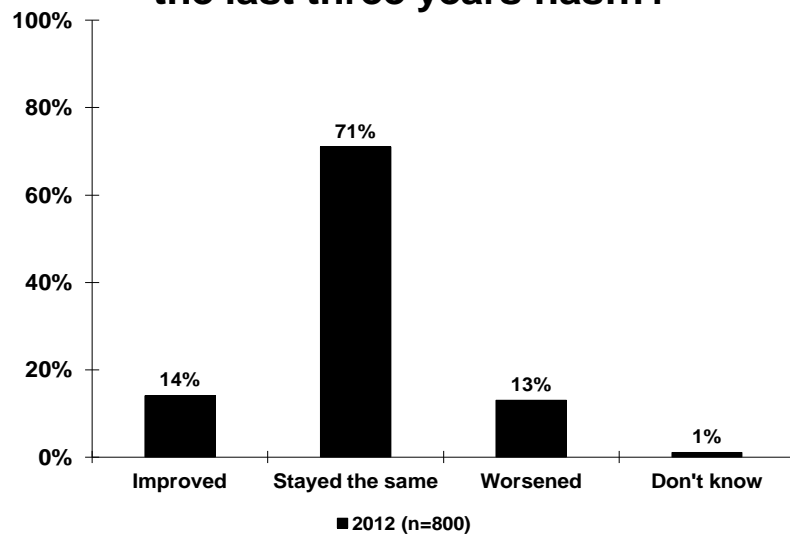
Respondent subgroups significantly more likely to rate the quality of life in St. Albert as **good or very good** included:

- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (100% versus 92% of respondents who felt their quality of life worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (100% versus 97% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that Council effectively plans for the future (100% versus 94% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (100% versus 93% of those that were dissatisfied).

New in 2012, respondents were asked if their quality of life had improved, stayed the same, or worsened over the past three years. The majority of respondents (71%) indicated that it had stayed the same. In addition, fourteen percent (14%) stated it had improved, whereas 13% stated it had worsened. See Figure 2, below.

Figure 2

Do you feel the quality of life in St. Albert in the last three years has...?*



*New question in 2012.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to indicate their **quality of life had improved** included:

- Respondents in South East St. Albert (18% versus 11% of respondents in North West St. Albert);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (20% versus 6% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that Council effectively plans for the future (16% versus 7% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (17% versus 3% of those that were dissatisfied);
- Respondents age 18 to 34 (25% versus 13% of those age 65 and older); and
- Respondents with an income greater than or equal to \$125,000 (19% versus 13% of respondents with an income of \$50,000 to less than \$125,000).

When naming the most significant factors contributing to a high quality of life in St. Albert, respondents often stated parkland, green spaces, or a river trail system (40%). Other frequent responses included a safe place to live with a low crime rate and good policing (23%), availability of services, including community services (22%) and availability of options for shopping (20%). See Table 1.

Table 1

In your opinion, what would you say are the three most significant factors contributing to a <u>high</u> quality of life in the City of St. Albert?			
	Percent of Respondents (n=800)*		
	2012	2010	2009
Parkland / green spaces / river trail system / park system / wildlife / dog parks	40	43	40
Safe place to live / low crime rate / good policing	23	21	25
Availability of services / community services / public facilities	22	20	21
Availability of shopping / amenities / entertainment / restaurants / quality of business	20	23	20
Residential community atmosphere / friendly people / community spirit / small town feel	19	22	24
Size – not too big, good layout, easy to get around	16	16	19
Availability of recreation / sports facilities and programs	15	16	18
Beautiful City / nice view / good scenery	13	9	9
Schools / educational opportunities / extracurricular activities	12	20	17
Clean city / clean streets / well maintained	11	11	12
Good road maintenance and snow removal	10	7	8
Arts and cultural opportunities	6	6	5

*Multiple mentions.

For the third survey year in a row, high taxes or tax increases was named as the most significant factor contributing to a low quality of life in St. Albert (37%), followed by issues with respect to crime (13%). An additional 8% of respondents mentioned issues related to City Council, including not having enough community input with regards to City issues. See Table 2.

Table 2

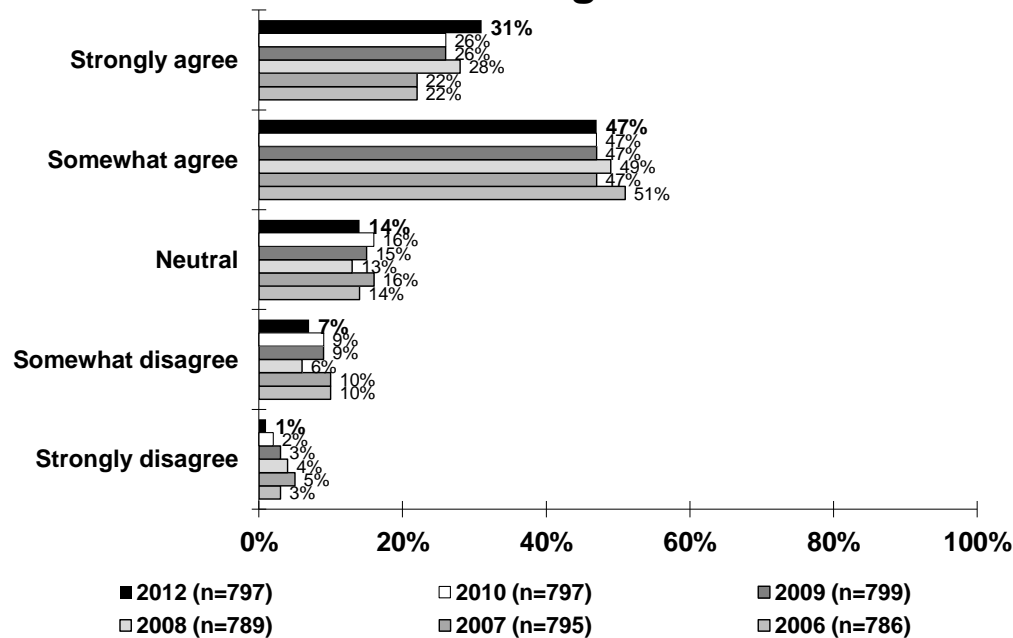
In your opinion, what would you say are the three most significant factors contributing to a <u>low</u> quality of life in the City of St. Albert?			
	Percent of Respondents (n=800)*		
	2012	2010	2009
High taxes (tax increase)	37	34	37
Crime / vandalism / youth crime / drugs / drunk driving	13	15	13
Governance: need more community input / there are excessive bylaws / better planning (incl. of strip malls and signage) / poor management / not accountable / lack direction	8	4	7
Lack of industrial and commercial tax base / need more business diversity / downtown development / accessible land / poor location of businesses	7	5	5
Cost of living is high / expensive	6	4	3
Too much traffic / traffic congestion / too many trucks / noise / speeding service / high fares / want LRT	6	9	7
Poor transit system / need more	6	7	8
Poor maintenance of existing facilities and infrastructure	5	4	5
High housing prices / need more affordable housing (including housing for seniors)	5	5	5
Nothing / no factors contributing to a low quality of life	5	6	5

*Multiple mentions.

Seventy-eight percent (78%) of respondents agreed overall that the City of St. Albert is committed to preserving the environment, including 47% who somewhat agreed and 31% who strongly agreed. Results in 2012 provided a statistically significant increase of 5% in overall agreement compared to 2010 (78% versus 73%). See Figure 3, below.

Figure 3

Level of Agreement that the City of St. Albert is Committed to Preserving the Environment*



*This figure displays the ratings of respondents who indicated their level of agreement. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **agree** the City is committed to preserving the environment included:

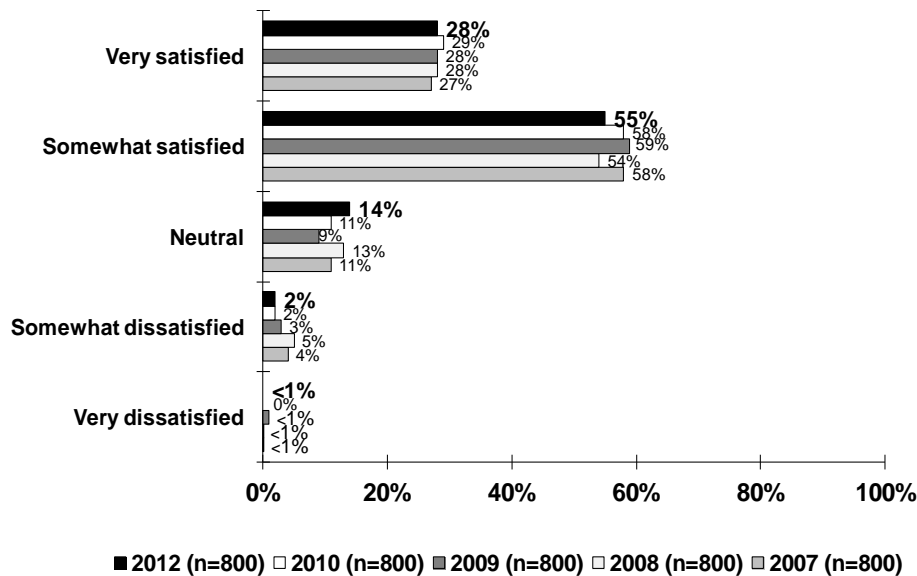
- Female respondents (82% versus 75% of male respondents);
- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (81% versus 59% of respondents who felt their quality of life had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (86% versus 66% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that Council effectively plans for the future (83% versus 56% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (84% versus 47% of those that were dissatisfied); and
- Respondents age 35 to 54 and 65 or older (81% to 82% versus 72% of those age 55 to 64).

3.2 Overall Satisfaction with City of St. Albert Services, Facilities and Programs

As illustrated in Figure 4, the majority (83%) of respondents expressed satisfaction with services provided by the City of St. Albert overall, 55% being somewhat satisfied and 28% being very satisfied. Less than 3% indicated some level of dissatisfaction with City services. Results from 2012 showed a significant decrease in overall satisfaction (83% versus 87% in 2010).

Figure 4

Overall Satisfaction with the Services Provided by the City of St. Albert*



*in 2012 <1% of respondents indicate they did not know or did not provide a response.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with St. Albert services** included:

- Female respondents (90% versus 77% of male respondents);
- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (88% versus 54% of respondents who felt their quality of life had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (93% versus 69% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that Council effectively plans for the future (89% versus 62% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (90% versus 48% of those that were dissatisfied); and
- Respondents age 18 to 34 (96% versus 82% of those age 55 to 64).

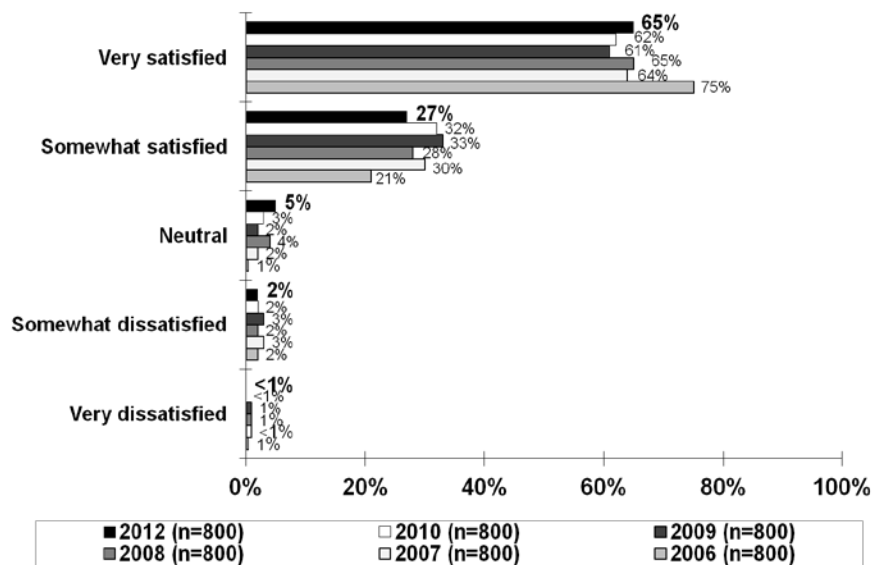
3.3 Satisfaction with St. Albert Services

3.3.1 Parks and Trail System and Recreation

The vast majority (92%) of respondents were satisfied overall¹ with the parks and trail system in St. Albert, with over one-quarter (27%) being somewhat satisfied and 65% being very satisfied. Overall satisfaction ratings remained comparable to those reported in 2010. See Figure 5, below.

Figure 5

Satisfaction with Parks and Trail System*



*1% of respondents indicated "Don't Know".

Selected Sub-Segment Findings

Respondents that were significantly more likely to be **satisfied with the parks and trail system** included:

- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (94% versus 79% of respondents who felt their quality of life had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (95% versus 89% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (94% versus 84% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (93% versus 84% of those that were dissatisfied).

Reasons for Dissatisfaction (n=19)

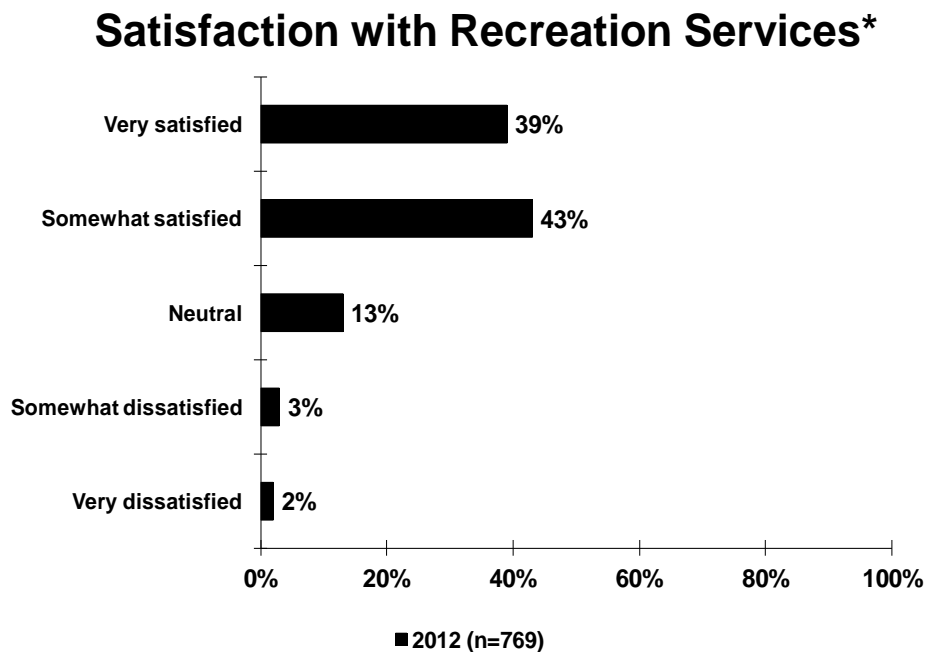
Top reasons for dissatisfaction with the parks and trail system included:

- There are some dead trees (n=4);
- Not enough trails and parks in St. Albert (n=3);
- Trails not being well maintained (n=2); and
- Incomplete trails (n=2).

¹ Somewhat and Very Satisfied

The majority (82%) of respondents were satisfied overall² with the recreation services in St. Albert, with over one third (39%) being very satisfied and 43% being somewhat satisfied. This question was new in 2012. See Figure 6, below.

Figure 6



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know"

*New in 2012

Selected Sub-Segment Findings

Respondents that were significantly more likely to be **satisfied with the recreation services** included:

- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (86% versus 57% of respondents who felt their quality of life had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (89% versus 73% of those that felt they receive fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (86% versus 63% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (85% versus 63% of those that were dissatisfied).

Reasons for Dissatisfaction (n=38)

Top reasons for dissatisfaction with recreation services included:

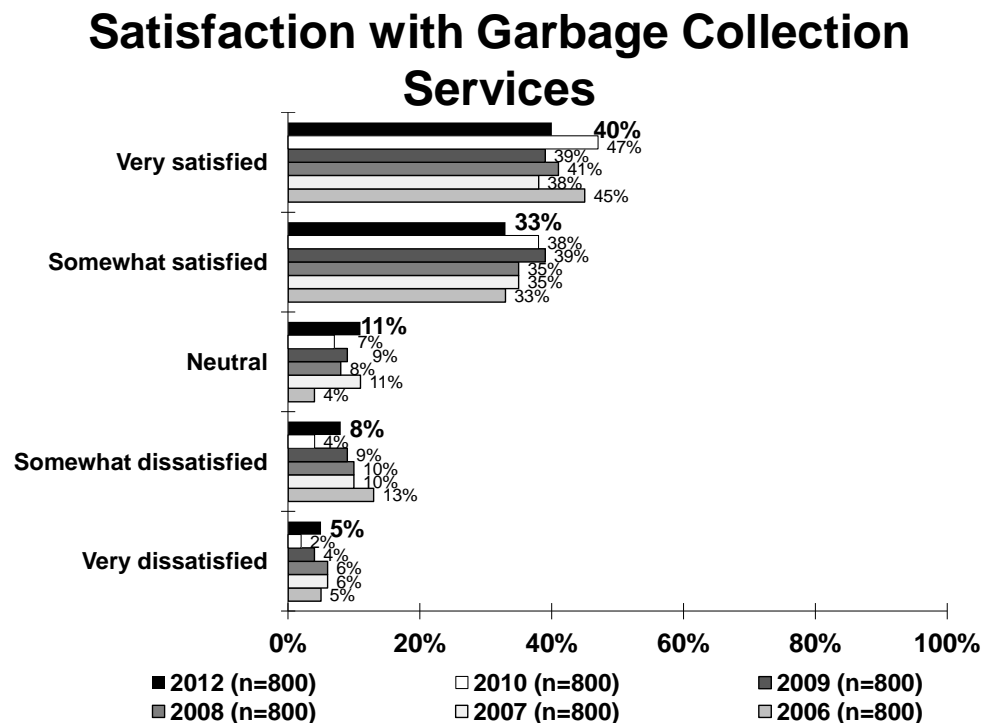
- Servus Place was too expensive to build (29%);
- Too expensive / cannot afford to participate (22%);
- Too many services offered (7%);
- Lack of facilities for children and youth (5%); and
- Lack of variety (5%).

² Somewhat and Very Satisfied

3.3.2 Disposal Services

As illustrated in Figure 7, below, 73% of respondents were satisfied overall with garbage collection services in St. Albert, with 33% being somewhat satisfied and 40% being very satisfied. Compared to 2010, there was a significant decrease in the proportion of respondents that were “somewhat” or “very satisfied” (73% versus 85% in 2010).

Figure 7



*3% of respondents indicated “Don’t Know”.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with garbage collection services** included:

- Respondents that felt their quality of life had increased or stayed the same over the past 3 years (76% versus 52% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (82% versus 61% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (77% versus 55% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (77% versus 54% of those that were dissatisfied).

Reasons for Dissatisfaction (n=105)

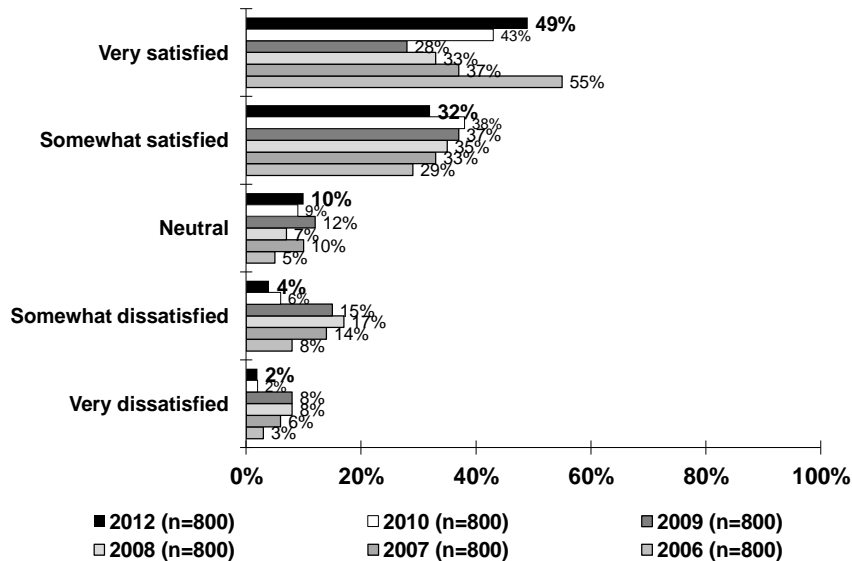
Top reasons for dissatisfaction with garbage collection services included:

- Would prefer that garbage be picked up twice a week or more frequently (53%); and
- The service is too expensive (15%).

Regarding recycling and composting depots, there was a significant increase in respondents who indicated they were very satisfied (49% compared to 43% in 2010). Thirty-two percent (32%) were somewhat satisfied. In contrast, only 5% of respondents were dissatisfied overall with recycling and composting depots. See Figure 8, below.

Figure 8

Satisfaction with Recycling and Composting Depots



*4% of respondents indicated "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with recycling and composting depots** included:

- Respondents that felt their quality of life had improved over the past 3 years (83% versus 66% of respondents that felt it had worsened); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (82% versus 72% of those that were dissatisfied).

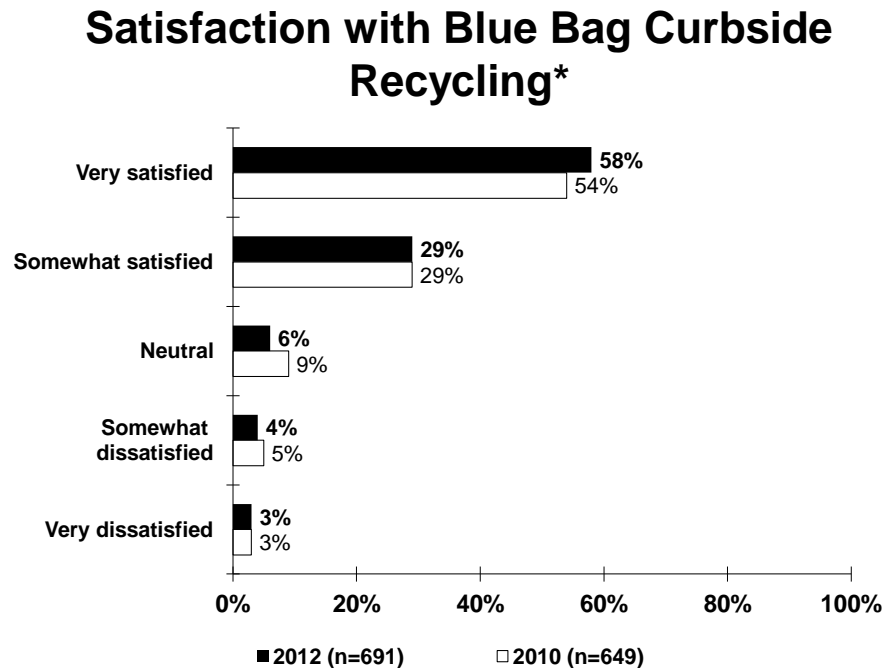
Reasons for Dissatisfaction (n=42)

Top reasons for dissatisfaction with recycling and composting depots included:

- Need to extend hours / remain open for 24 hours, 7 days a week (33%);
- Unable to take all items there (e.g. plastics) / more variety of materials that can be recycled (12%);
- Dissatisfaction with location of site / moved out of town / have to drive (8%); and
- It is not free / they are charged too much (8%).

Respondents that reside in a single family dwelling (n=691) were asked about their Blue Bag Curbside Recycling Program. Eighty-eight percent (88%) of respondents indicated they were satisfied overall with the service, while 6% were dissatisfied. Six percent (6%) were neutral in this regard. Compared to 2012, the percentage of respondents that indicated they were “very” or “somewhat satisfied” was significantly higher (88% versus 83% in 2010). See Figure 9, below.

Figure 9



*This figure displays the ratings of respondents who indicated their level of satisfaction. It includes respondents that live in a house, but excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with Blue Bag Curbside Recycling** included:

- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (91% versus 70% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (92% versus 81% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that Council effectively plans for the future (91% versus 74% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (92% versus 66% of those that were dissatisfied).

Reasons for Dissatisfaction (n=53)

Top reasons for dissatisfaction with curbside recycling included:

- Dissatisfaction with the cost of the service (21%);
- Limitations on what can be recycled (18%); and
- Service is not available to everyone / condos do not receive this service (12%).

Usage of Blue Bag Service

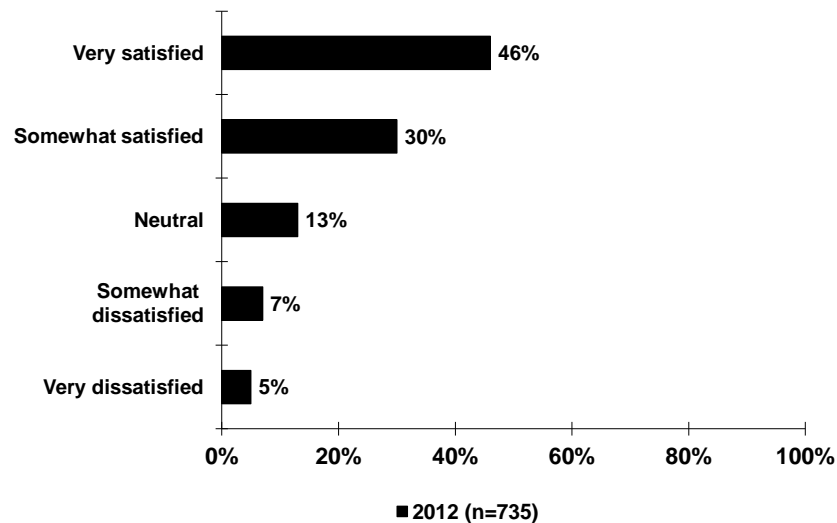
Respondents were asked whether or not they used the blue bag service. Responses included:

- **90%** of respondents stated **yes**;
- **10%** of respondents stated **no**; and
- **<1%** of respondents **did not know**.

New in 2012, respondents rated their level of satisfaction with the new curbside organics service. Three-quarters of respondents (75%) were somewhat satisfied (30%) or very satisfied (46%) with the service. See Figure 10, below.

Figure 10

Satisfaction with New Curbside Organics Service*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

*New question in 2012

Usage of Curbside Organics Service

Respondents were asked whether or not they used the curbside organics service. Responses included:

- **84%** of respondents stated **yes**;
- **16%** of respondents stated **no**; and
- **<1%** of respondents **did not know**.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the new curbside organics service** included:

- Respondents in South East St. Albert (80% versus 67% of respondents in South West St. Albert);
- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (79% versus 49% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (84% versus 62% or respondents that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (80% versus 57% of those that disagreed);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (81% versus 45% of those that were dissatisfied);
- Respondents age 18 to 34 (88% versus 71% of those aged 65 or older); and
- Respondents that have lived in St. Albert for 10 years or less (86% versus 73% of those that have lived in St. Albert for more than 10 years).

Reasons for Dissatisfaction (n=87)

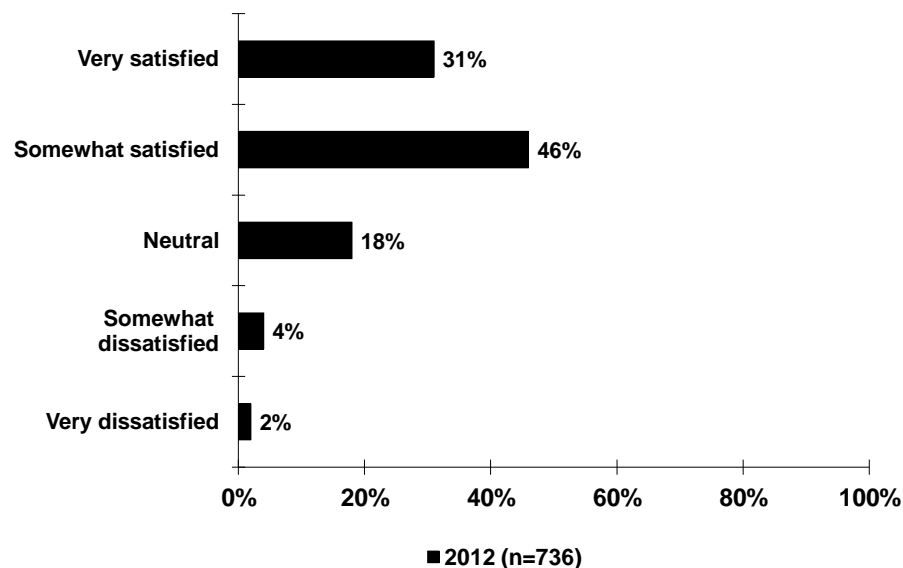
Top reasons for dissatisfaction with the curbside organics service included:

- The service is expensive (14%);
- Do not use the service / do not use often enough (11%);
- Bins are left in front yards / does not look good (9%); and
- The service is not available at condos (8%).

Respondents were generally satisfied (77%) with sanitary sewer services, with 46% being somewhat satisfied and 31% being very satisfied. Re-wording of this question for the 2012 survey made this a new question for 2012 respondents and therefore not eligible for comparison to previous years. See Figure 11, below.

Figure 11

Satisfaction with Sanitary Sewer Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

*This question was modified in 2012; therefore, results cannot be compared with previous surveys

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with sanitary sewer services** included:

- Respondents in South East St. Albert (80% versus 71% of respondents in South West St. Albert);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (82% versus 70% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (79% versus 68% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (80% versus 61% of those that were dissatisfied); and
- Respondents age 18 to 34 (93% versus 73% to 77% of those age 35 to 64).

Reasons for Dissatisfaction (n=38)

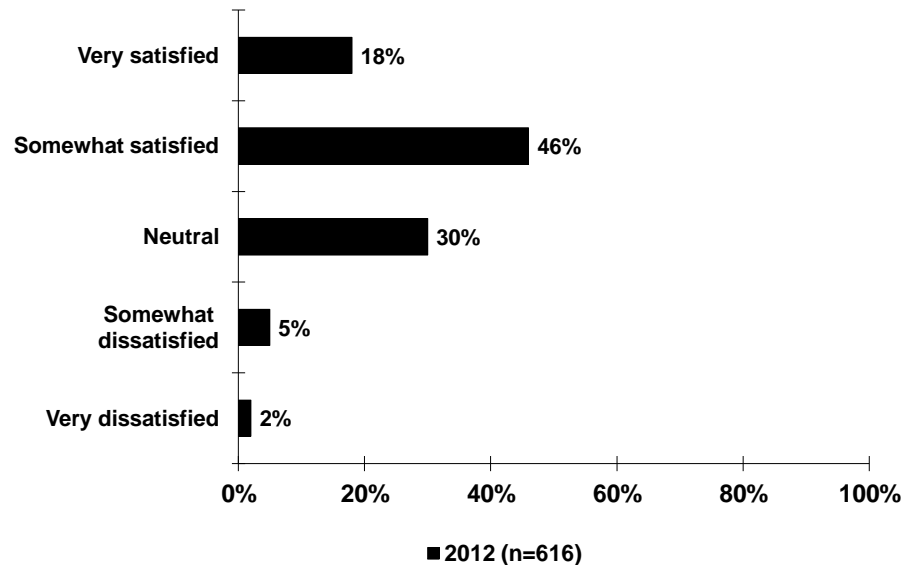
Top reasons for dissatisfaction with sanitary sewer services included:

- The service is too costly (50%);
- Replacements and repairs are not done timely enough (10%);
- Charges should fluctuate based on seasons (7%); and
- Poor planning of initial installation / poor utility planning / planned to benefit builders (5%).

Nearly two-thirds (64%) of respondents indicated some level of satisfaction with land drainage services, with 46% being 'somewhat satisfied' and 18% being 'very satisfied'. In contrast, 7% indicated they were somewhat dissatisfied (5%) or very dissatisfied (2%). See Figure 12, below.

Figure 12

Satisfaction with Land Drainage Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

*New question in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with land drainage services** included:

- Respondents in North West and South East St. Albert (67% to 68% versus 54% of respondents in North East St. Albert);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (68% versus 57% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (67% versus 51% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (67% versus 46% of those that were dissatisfied); and
- Respondents age 18 to 34 (90% versus 55% to 69% of those aged 35 and older).

Reasons for Dissatisfaction (n=40)

Top reasons for dissatisfaction with land drainage services included:

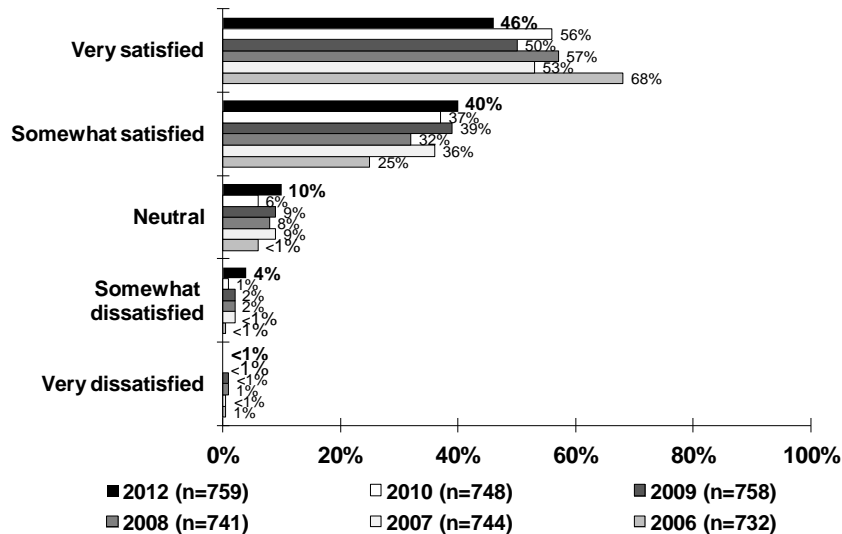
- Flooding in some areas / flooded basement (16%);
- Poor drainage (11%);
- Ineffective storm sewer / lack of a storm sewer (11%); and
- Lack of information provided about how the system works / available services / problems with drainage (10%).

3.3.3 Protective Services

The majority of respondents (86%) were satisfied with emergency medical and fire services, with 40% being somewhat satisfied and 46% being very satisfied. Compared to 2010, respondents were significantly less likely to be ‘very satisfied’ (10% decrease) with these services. See Figure 13, below.

Figure 13

Satisfaction with Emergency Medical & Fire Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with emergency medical and fire services** included:

- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (88% versus 72% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (89% versus 82% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (87% versus 80% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (88% versus 75% of those that were dissatisfied); and
- Respondents age 65 or older (89% versus 83% of those age 35 to 54).

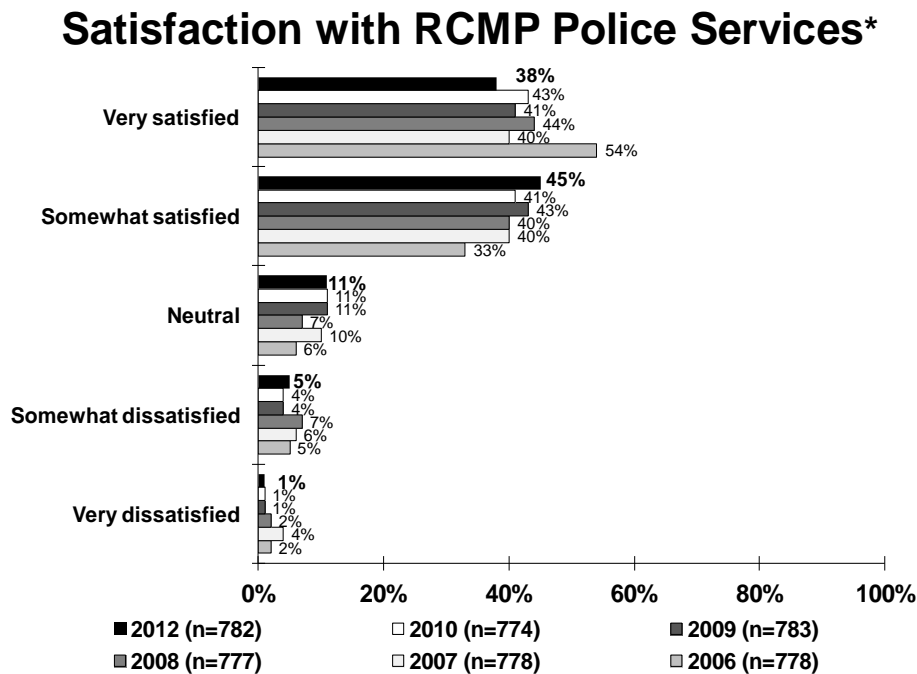
Reasons for Dissatisfaction (n=30)

Top reasons for dissatisfaction with emergency medical and fire services included:

- Hospital waiting time is too long (31%);
- There are long wait times for ambulances (30%);
- There are not enough ambulances (14%); and
- The service is expensive (6%).

As illustrated in Figure 14, below, respondents were generally satisfied (83%) with RCMP services in St. Albert, 45% being somewhat satisfied and 38% being very satisfied. Compared to 2010, there was a 5% decrease those respondents providing a 'very satisfied' rating, however overall satisfaction remained comparable to the previous survey year.

Figure 14



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with RCMP Police services** included:

- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (87% versus 60% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (89% versus 75% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (86% versus 70% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (87% versus 64% of those that were dissatisfied).

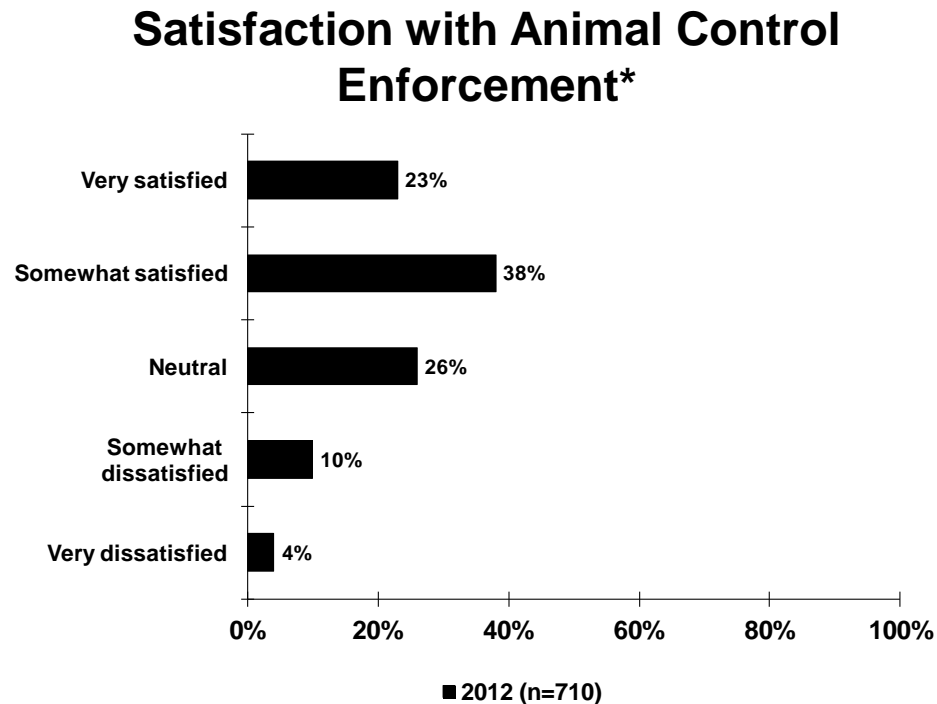
Reasons for Dissatisfaction (n=46)

Top reasons for dissatisfaction with RCMP Police services included:

- Needs to better prioritize their activities (17%);
- There is not enough community policing / RCMP is reactive (11%);
- Not enough policing / extend hours (9%);
- Slow response times (9%);
- Lack of RCMP visibility (8%); and
- Needs improved youth outreach (8%).

Sixty percent (60%) of respondents indicated some level of satisfaction with animal control enforcement, with 38% being somewhat satisfied and 23% being very satisfied. In contrast, 14% of respondents indicated they were somewhat dissatisfied (10%) or very dissatisfied (4%). See Figure 15, below.

Figure 14



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

*New question in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with animal control enforcement** included:

- Female respondents (65% versus 56% of male respondents);
- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (62% versus 50% of respondents that felt it had worsened);
- Respondents that had not been in contact with a City employee (68% versus 57% of respondents that had);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (65% versus 53% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (63% versus 51% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (62% versus 52% of those that were dissatisfied).

Reasons for Dissatisfaction (n=97)

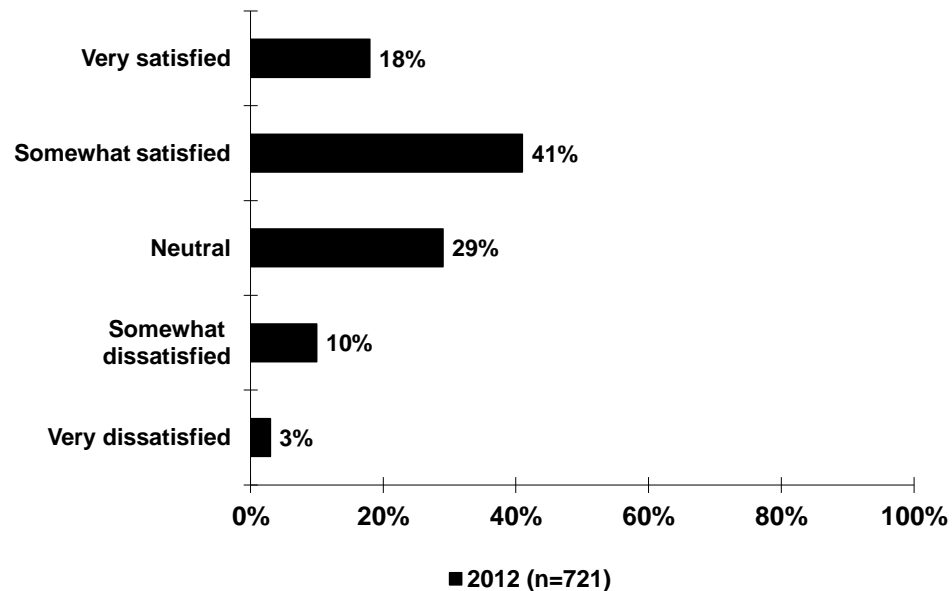
Top reasons for dissatisfaction with animal control enforcement included:

- Lack of enforcement for dog leashes / fence off leash area / dog bylaws / stray dogs (37%);
- No cat bylaw / cat problem / stray cats (24%);
- Lack of enforcement for pet waste (17%); and
- Lack of noise bylaw enforcement concerning animals (11%).

Approximately three in five respondents (59%) were generally satisfied with community standards enforcement, with 41% being somewhat satisfied and 18% being very satisfied. In contrast, 12% of respondents were somewhat dissatisfied (10%) or very dissatisfied (3%). See Figure 16, below.

Figure 15

Satisfaction with Community Standards Enforcement*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

*This question was modified in 2012; therefore, results cannot be compared with previous surveys.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with community standards enforcement** included:

- Female respondents (64% versus 54% of male respondents);
- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (61% versus 42% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (67% versus 47% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (63% versus 43% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (62% versus 41% of those that were dissatisfied);
- Respondents age 18 to 34 (78% versus 56% of those age 35 and older); and
- Respondents that have lived in the City for 10 years or less (68% versus 57% of those that have lived in the City for more than 10 years).

Reasons for Dissatisfaction (n=89)

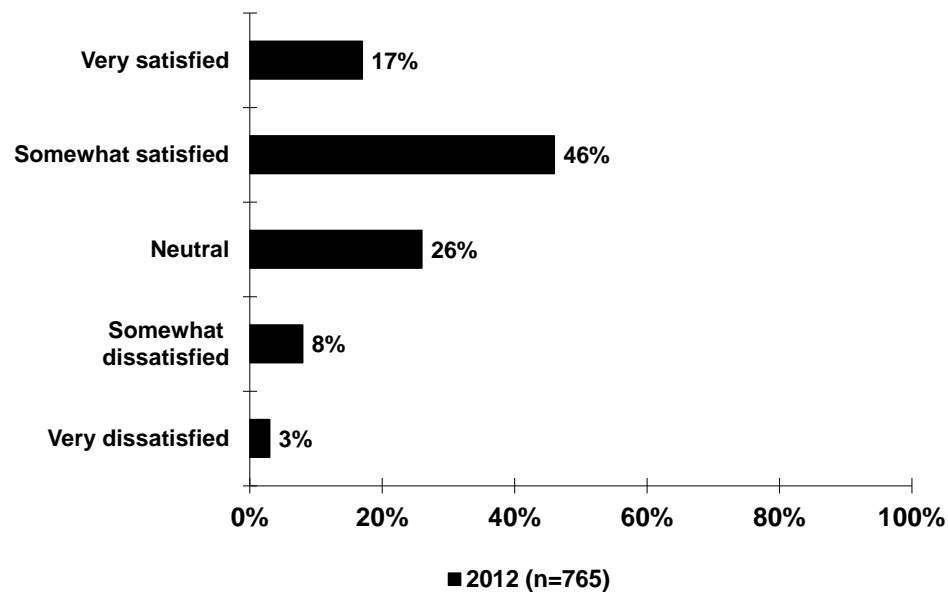
Top reasons for dissatisfaction with community standards enforcement included:

- Lack of yard / property enforcement / abandoned houses (41%); and
- Needs more enforcement in general (15%).

Nearly two thirds (64%) of respondents were generally satisfied with traffic safety and parking enforcement. Nearly half (46%) were somewhat satisfied and 17% were very satisfied. In contrast, 11% stated they were either somewhat dissatisfied (8%) or very dissatisfied (3%). This question was new in the 2012 survey. See Figure 17, below.

Figure 167

Satisfaction with Traffic Safety and Parking Enforcement*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

*New question in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with traffic safety and parking enforcement** included:

- Female respondents (69% versus 58% of male respondents);
- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (67% versus 45% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (73% versus 51% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (67% versus 50% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (68% versus 42% of those that were dissatisfied).

Reasons for Dissatisfaction (n=82)

Top reasons for dissatisfaction with traffic safety and parking enforcement included:

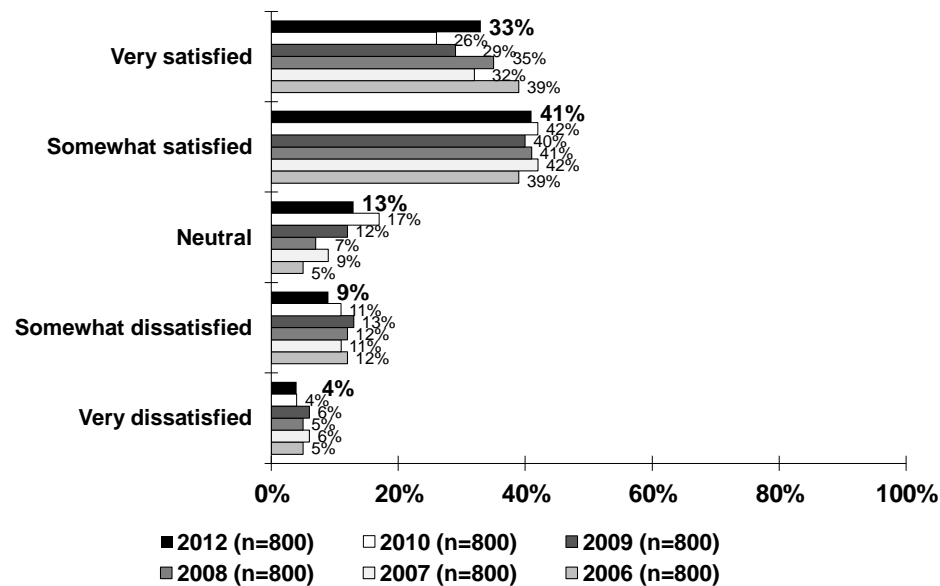
- Dissatisfied with parking enforcement / parking tickets / parking too much of a priority (31%);
- Too much photo radar / speed traps / red light cameras / just an attempt to get more money (19%); and
- Timing of the traffic lights / flow of traffic should be improved (10%).

3.3.4 Road Maintenance Services

Regarding winter road maintenance services, nearly three-quarters (74%) of respondents were satisfied to some degree with services provided in the winter. Overall satisfaction levels increased significantly compared to 2010, with a significant 7% increase in respondents that were 'very satisfied' (33% versus 26% in 2010). See Figure 18, below.

Figure 178

Satisfaction with Winter Road Maintenance (including snow removal and ice management)*



*1% of respondents in 2012 stated 'Don't know'.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with winter road maintenance** included:

- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (77% versus 53% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (81% versus 65% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (76% versus 66% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (77% versus 59% of those that were dissatisfied); and
- Respondents age 65 or older (80% versus 67% of those aged 55 to 64).

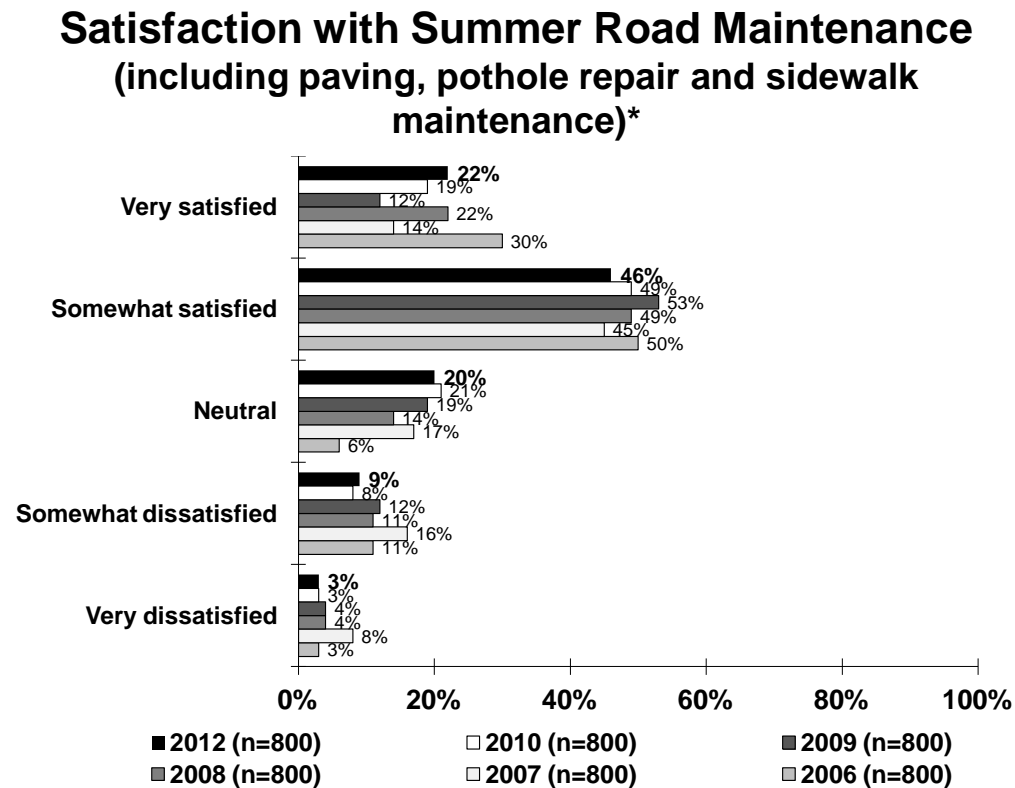
Reasons for Dissatisfaction (n=103)

Top reasons for dissatisfaction with winter road maintenance included:

- Service is too infrequent (14%);
- Service is not timely enough (14%);
- Lack of snow removal in residential areas (13%); and
- Does not plow the cul-de-sacs / crescents (10%).

As shown in Figure 19, more than two-thirds (69%) of respondents were satisfied with summer road maintenance to some degree, with 46% being somewhat satisfied and 22% being very satisfied. Responses remained consistent with those from 2010.

Figure 189



*<1% of respondents in 2012 stated 'Don't know'.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with summer road maintenance** included:

- Respondents that felt their quality of life had improved or stayed the same over the past 3 years (71% versus 50% of respondents that felt it had worsened);
- Respondents in South East or North West St. Albert (72% to 74% versus 61% of respondents in South West St. Albert);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (76% versus 58% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (72% versus 56% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (72% versus 49% of those that were dissatisfied).

Reasons for Dissatisfaction (n=91)

Top reasons for dissatisfaction with summer road maintenance included:

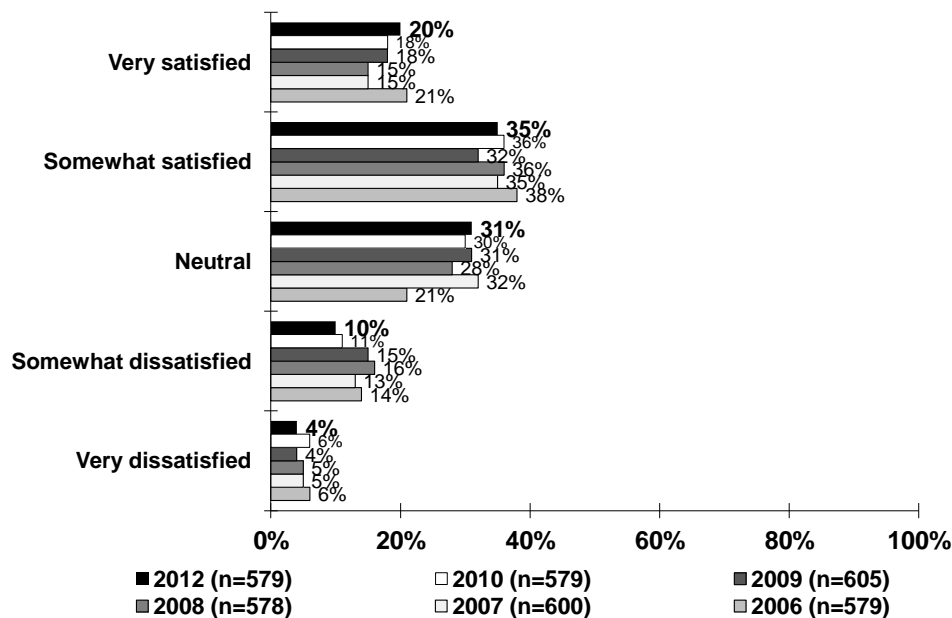
- Potholes not being repaired / repaired poorly (31%);
- Sidewalks in need of repair (24%);
- Repairs and maintenance are not done timely enough (17%); and
- Older roads have poor maintenance / only some areas get repaired (11%).

3.3.5 Public Transit Services

When asked to rate their level of satisfaction regarding St. Albert Public Transit over half (55%) of respondents were satisfied to some extent, with 20% of respondents being very satisfied and 35% being somewhat satisfied. Overall satisfaction ratings for 2012 remained comparable to previous survey years. See Figure 20, below.

Figure 19

Satisfaction with St. Albert Public Transit*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with St. Albert Public Transit** included:

- Respondents in South West St. Albert (63% versus 49% of respondents in North West St. Albert);
- Respondents that felt their quality of life had improved or stayed the same in the past 3 years (58% versus 28% of respondents that felt it had worsened);
- Respondents that had not been in contact with a City employee (61% versus 52% of respondents that had);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (61% versus 43% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (59% versus 36% of those that disagreed); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (57% versus 39% of those that were dissatisfied).

Reasons for Dissatisfaction (n=81)

Top reasons for dissatisfaction with St. Albert Public Transit included:

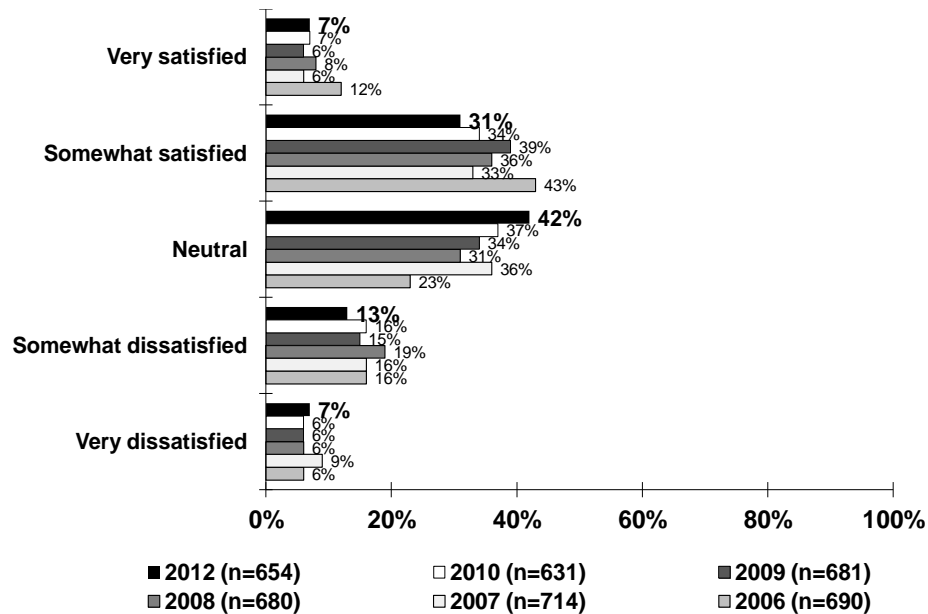
- Service is infrequent (16%);
- It takes too much time to get anywhere (15%);
- Poor weekend and holiday service (13%); and
- Not enough service into Edmonton (12%).

3.3.6 Planning and Development

Overall satisfaction levels regarding land use planning and approvals were 37%, with 31% of respondents being somewhat satisfied and 7% being very satisfied. Overall satisfaction ratings for 2012 remained comparable to previous survey years. See Figure 21, below.

Figure 201

Satisfaction with Land Use Planning and Approvals*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with land use planning and approvals** included:

- Respondents that felt their quality of life had improved or stayed the same in the past 3 years (40% versus 19% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (44% versus 27% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (41% versus 22% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (41% versus 20% of those that were dissatisfied); and
- Respondents age 18 to 34 (56% versus 32% to 38% of those age 35 to 64).

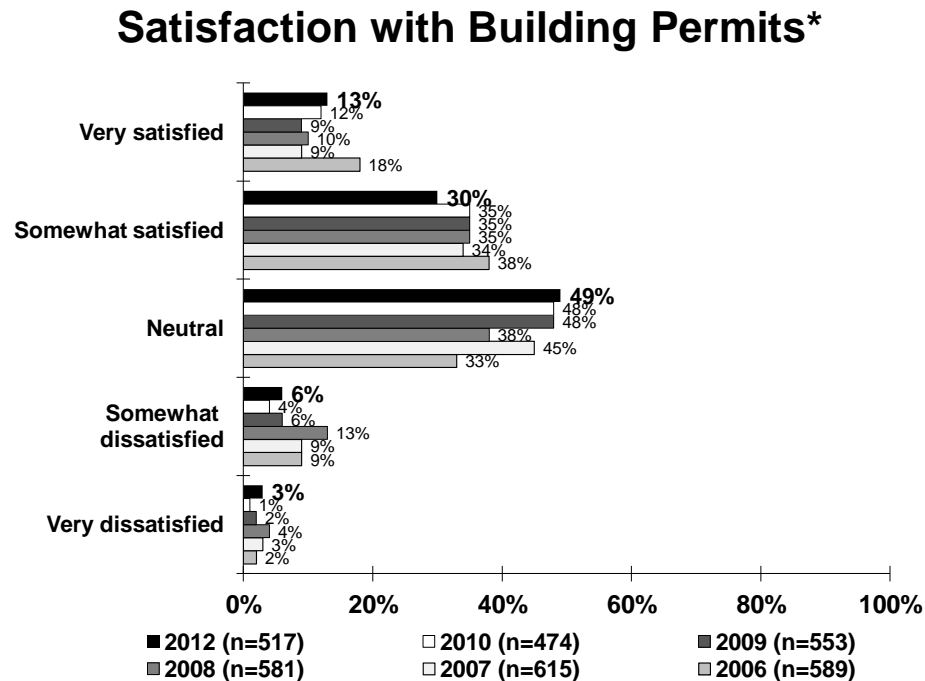
Reasons for Dissatisfaction (n=135)

Top reasons for dissatisfaction with land use planning and approvals included:

- Need to attract more business / industry / lack of development (14%);
- Displeased with planning in general (10%); and
- Lack of future planning / foresight / inconsistency (10%).

Regarding satisfaction with building permits, 13% of respondents indicated they were “very satisfied”, and 30% indicated they were “somewhat satisfied”. Results remained comparable to those in 2010. See Figure 22, below.

Figure 212



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with building and development permits** included:

- Respondents that felt they received excellent, very good, or good value for their tax dollars (48% versus 36% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (46% versus 29% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (45% versus 27% of those that were dissatisfied).

Reasons for Dissatisfaction (n=47)

Top reasons for dissatisfaction with building and development permits included:

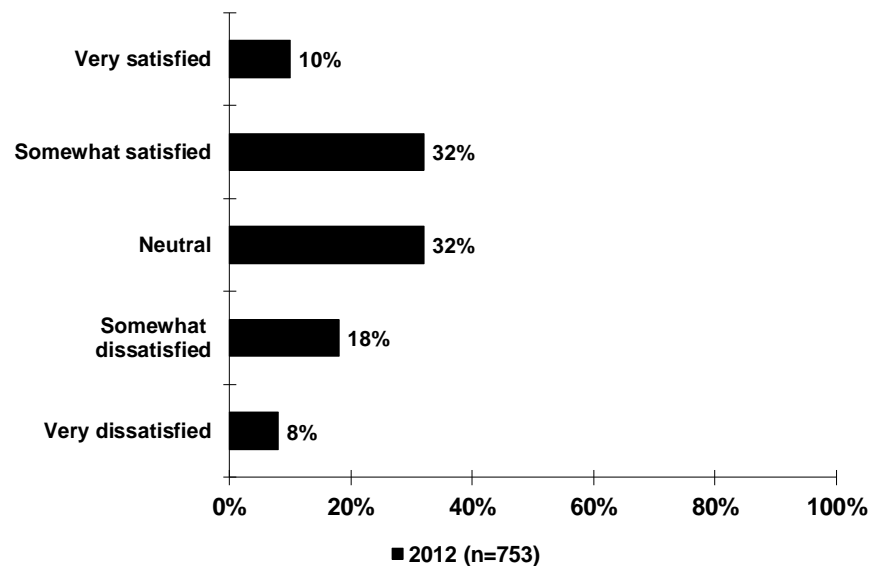
- Too many restrictions / too much red tape / too picky / hard to get approval (19%);
- Long waiting times for permits / inefficient waiting times (12%);
- Unhelpful to developers / not developer friendly (12%); and
- Improper zoning / changes to zoning (7%).

3.3.7 Economic Development

Respondents were asked to rate their level of satisfaction with attracting and supporting local businesses in St. Albert. Forty-two percent (42%) of respondents stated they were somewhat satisfied (32%) or very satisfied (10%). In contrast, 26% were either somewhat (18%) or very (8%) dissatisfied. Due to modifications made in 2012, this question is no longer comparable to previous survey years. See Figure 23, below.

Figure 223

Satisfaction with Attracting and Supporting Local Businesses*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

*Question was modified in 2012; therefore, results cannot be compared to previous surveys.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with attracting and supporting local businesses** included:

- Female respondents (51% versus 32% of male respondents);
- Those that felt their quality of life had improved or stayed the same in the past 3 years (44% versus 27% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (48% versus 31% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (45% versus 27% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (46% versus 18% of those that were dissatisfied);
- Respondents age 18 to 34 (60% versus 40% each of those age 35 to 64); and
- Respondents that rent their home (61% versus 41% of those that own their home).

Reasons for Dissatisfaction (n=198)

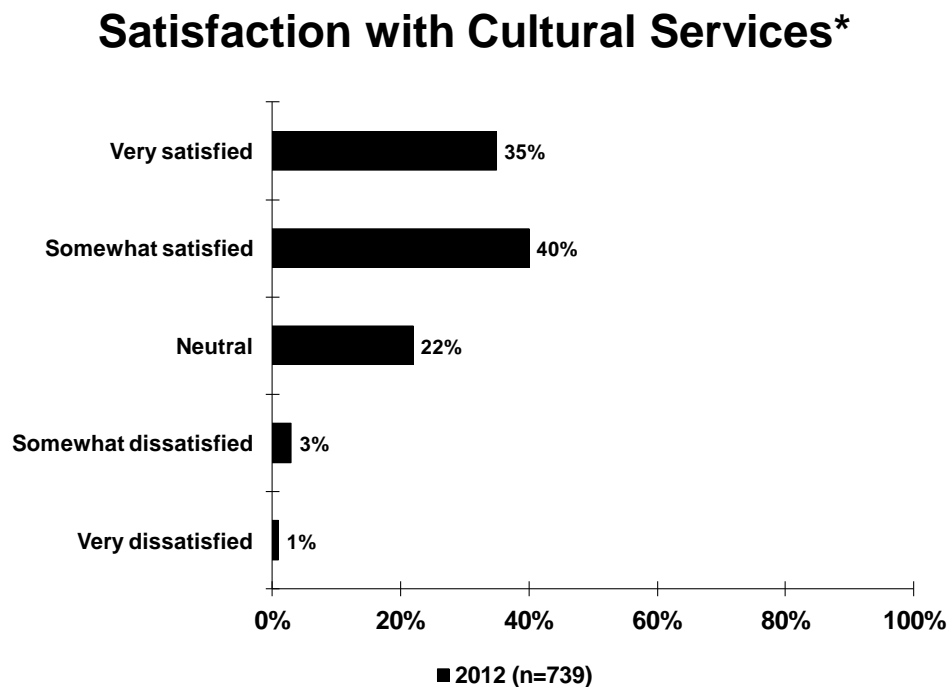
Top reasons for dissatisfaction with attracting and supporting local businesses in St. Albert included:

- City could attract more businesses / not encouraging enough new businesses (34%);
- City does not promote business well enough / no incentives or stimulus / not business friendly / not flexible (15%); and
- Increase commercial tax base / improper tax allocation / increase industrial tax base (10%).

3.3.8 Cultural Services and Library

New in 2012, respondents were asked to rate their level of satisfaction with cultural services. Three-quarters (75%) of respondents indicated some level of satisfaction, with 35% of respondents feeling 'very satisfied', and 40% feeling 'somewhat satisfied'. See Figure 24, below.

Figure 234



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

*New question in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with cultural services** included:

- Respondents in South West St. Albert (80% versus 70% of those in North West St. Albert);
- Female respondents (81% versus 69% of male respondents);
- Respondents that felt their quality of life had improved or stayed the same in the past 3 years (77% versus 61% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (83% versus 63% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (79% versus 55% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (79% versus 52% of those that were dissatisfied); and
- Respondents age 65 or older (82% versus 71% to 73% of those aged 35 to 64).

Reasons for Dissatisfaction (n=24)

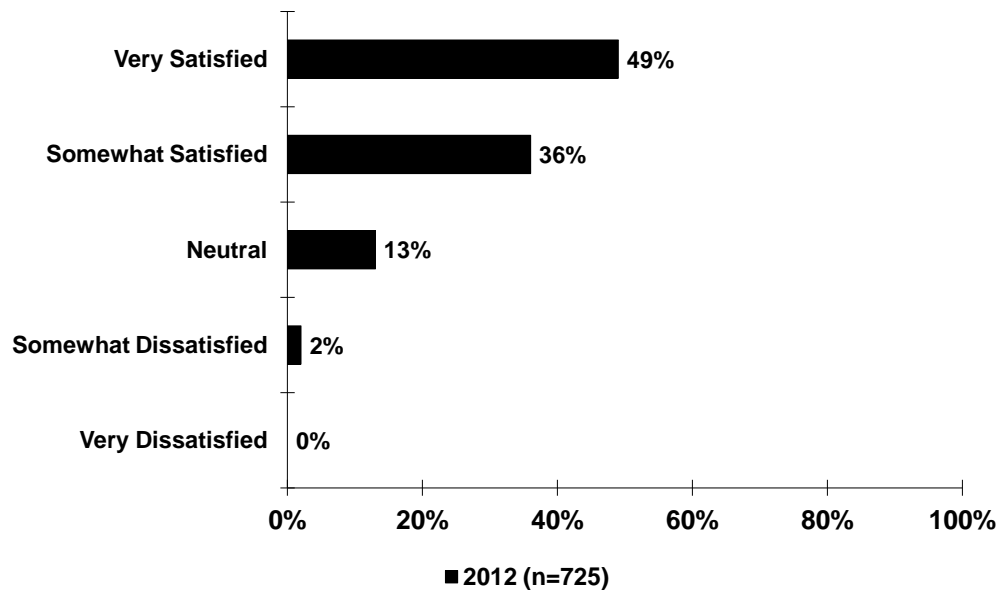
Top reasons for dissatisfaction with cultural services included:

- Unfamiliar with services available (n=5);
- Lack of programs / services (n=3); and
- Lack of cultural identity (n=3).

For the first time, respondents were asked to indicate their level of satisfaction with the St. Albert Public Library services. Nearly half (49%) of respondents were “very satisfied”, and 36% were “somewhat satisfied”. See Figure 25, below.

Figure 245

Satisfaction with the St. Albert Public Library Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

*New in 2012.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with St. Albert Public Library services** included:

- Respondents in South West St. Albert (91% versus 82% of respondents in South East St. Albert);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (88% versus 80% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (87% versus 74% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (86% versus 77% of those that were dissatisfied); and
- Respondents age 65 or older (90% versus 81% of those aged 35 to 54).

Reasons for Dissatisfaction (n=19)

Top reasons for dissatisfaction with St. Albert Public Library services included:

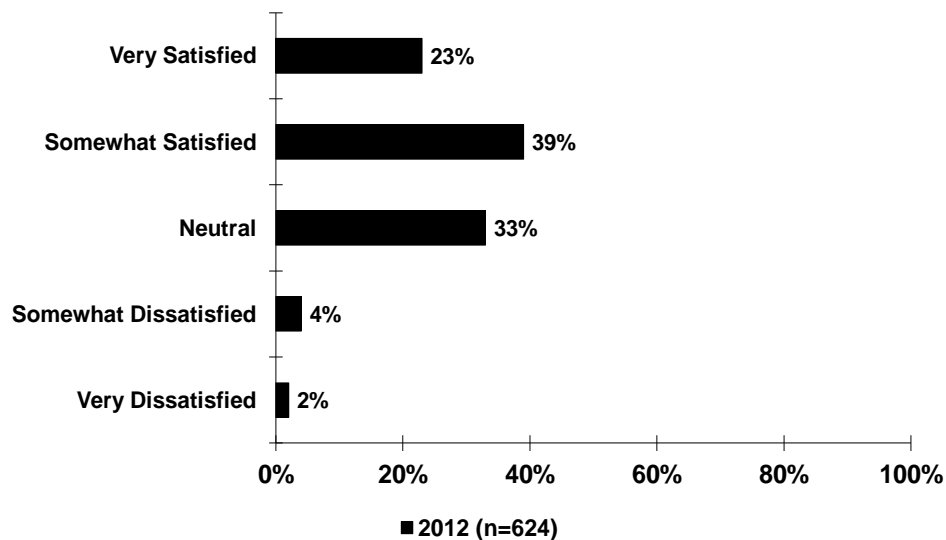
- High fees (n=6);
- Expand the facility / too small (n=6);
- Needs an updated system (e.g. digital) (n=4); and
- Lack of selection / there are no new books / outdated books (n=4).

3.4 Satisfaction with St. Albert Operated Facilities

New in 2012, respondents were asked to rate their level of satisfaction with the Art Gallery of St. Albert. Sixty-one percent (61%) of respondents indicated some level of satisfaction, with 23% being “very satisfied” and 39% being “somewhat satisfied”. See Figure 26, below.

Figure 26

Satisfaction with the Art Gallery of St. Albert*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

*New question in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Art Gallery of St. Albert** included:

- Female respondents (73% versus 51% of male respondents);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (65% versus 55% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (66% versus 41% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (67% versus 34% of those that were dissatisfied).

Reasons for Dissatisfaction (n=37)

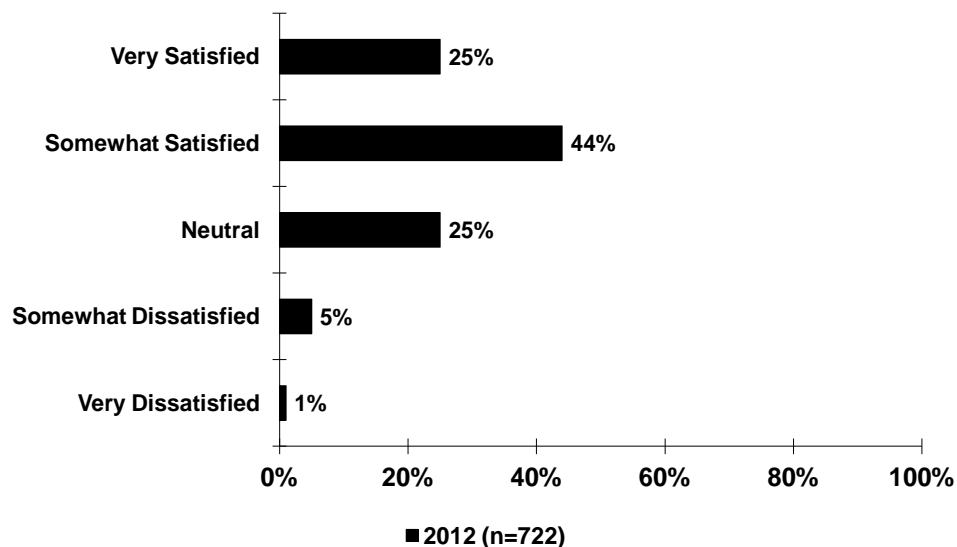
Top reasons for dissatisfaction with Art Gallery included:

- The facility is too small (19%);
- It should not be publicly funded / excessively funded (13%);
- Dissatisfied with the expansion plans (13%);
- Money would be better spent elsewhere (11%); and
- Not enough art on display (10%).

Also new in 2012, respondents were asked to rate their level of satisfaction with art in public places. Over two-thirds (69%) of respondents indicated some level of satisfaction. Nearly half (44%) of respondents were “somewhat satisfied” and one-quarter (25%) were “very satisfied”. See Figure 27, below.

Figure 27

Satisfaction with Art in Public Places*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

*New in 2012.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with art in public places** included:

- Female respondents (76% versus 63% of male respondents);
- Respondents that felt their quality of life had improved or stayed the same in the past 3 years (71% versus 55% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (75% versus 60% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (73% versus 51% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (73% versus 45% of those that were dissatisfied); and
- Respondents age 55 and older (73% versus 61% of those aged 35 to 54).

Reasons for Dissatisfaction (n=44)

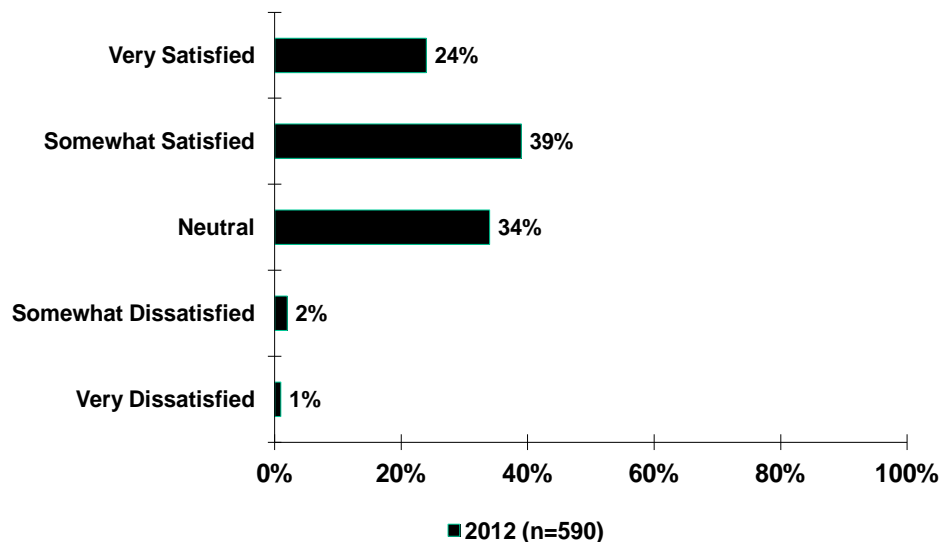
Top reasons for dissatisfaction with art in public places included:

- Money would be better spent elsewhere (23%);
- Too expensive to maintain (19%);
- Damage / easy target for vandalism (14%); and
- Not enough art on display (11%).

New in 2012, respondents were asked to rate their level of satisfaction with the visual art studios. Nearly two-thirds (63%) of respondents were either very or somewhat satisfied, with 24% being “very satisfied” and 39% being “somewhat satisfied”. See Figure 28, below.

Figure 28

Satisfaction with the Visual Arts Studios (pottery and painting studios, locations for adult and children’s art classes)*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.
*New question in 2012.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the visual arts studios** included:

- Respondents in South East or South West St. Albert (68% to 69% versus 56% of respondents in North West St. Albert);
- Female respondents (75% versus 50% of male respondents);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (73% versus 47% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (67% versus 43% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (68% versus 37% of those that were dissatisfied).

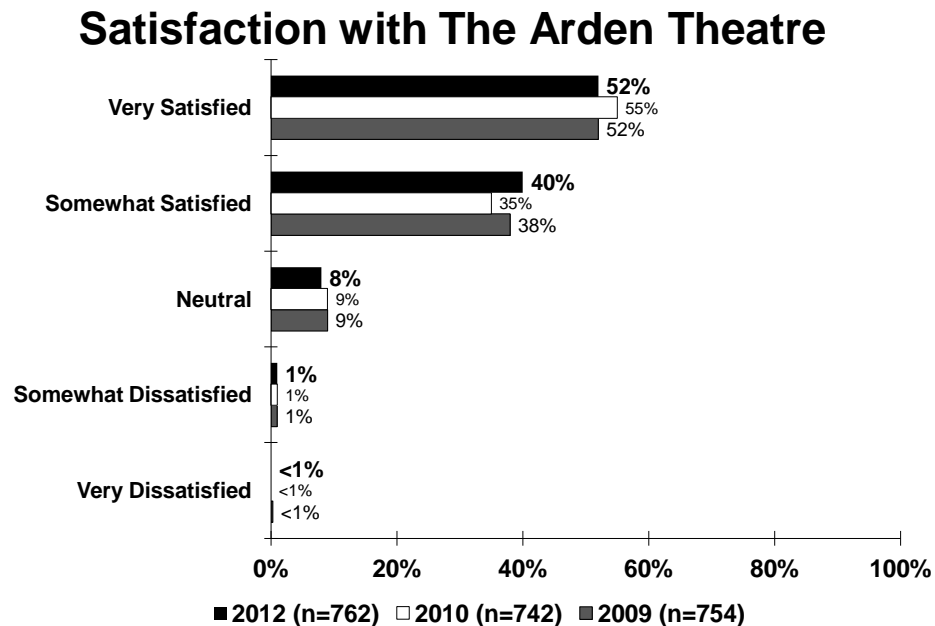
Reasons for Dissatisfaction (n=18)

Top reasons for dissatisfaction with visual art studios included:

- Facilities should have their own building, not City Hall (n=5);
- Too expensive to maintain (n=4); and
- Lack of services / programs / more funding is needed (n=3).

Respondents were asked to rate their level of satisfaction with the Arden Theatre. As illustrated in Figure 29, the majority (92%) of respondents were satisfied to some extent with the theatre, with 40% being somewhat satisfied and 52% being very satisfied.

Figure 29



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Arden Theatre** included:

- Female respondents (96% versus 88% of male respondents);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (96% versus 85% of those that felt they received fair or poor value);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (94% versus 81% of those that were dissatisfied); and
- Respondents age 65 and older (96% each versus 88% to 91% of those aged 35 to 64).

Reasons for Dissatisfaction (n=7)

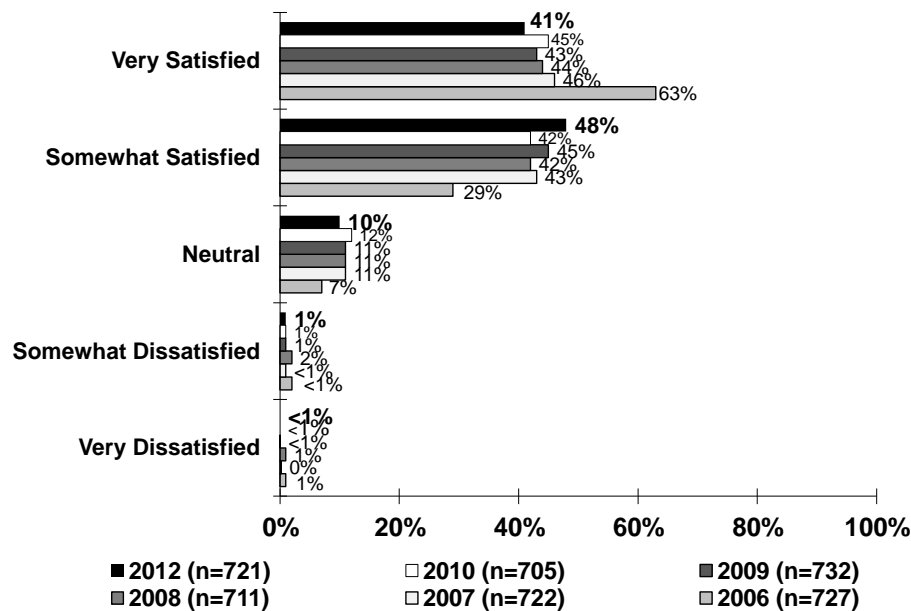
Top reasons for dissatisfaction with the Arden Theatre included:

- The facility is too small (n=3); and
- There is not enough variety with respect to shows (n=2).

The majority (89%) of respondents were satisfied with the Fountain Park Recreation Centre, 41% being very satisfied and 48% being somewhat satisfied. One-tenth (10%) of respondents were neutral. See Figure 30, below.

Figure 30

Satisfaction with Fountain Park Recreation Centre*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Fountain Park Recreation Centre** included:

- Respondents that felt they received excellent, very good, or good value for their tax dollars (92% versus 86% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (90% versus 84% of those that disagree);

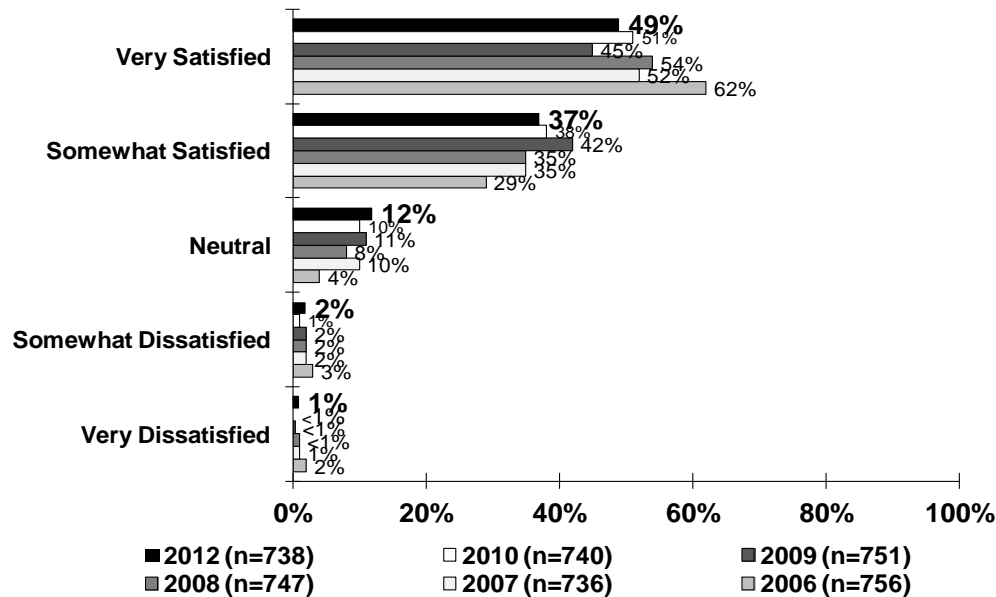
Reasons for Dissatisfaction (n=8)

The most frequent reason for dissatisfaction with Fountain Park Recreation Centre was that maintenance needs to be better as change rooms were dirty (n=2).

The majority of respondents (86%) expressed satisfaction with the St. Albert Public Library facility with 37% being somewhat satisfied and 49% being very satisfied. Responses remained consistent with those in 2010. See Figure 31, below.

Figure 31

Satisfaction with the St. Albert Public Library Facility*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the St. Albert Public Library facility** included:

- Female respondents (89% versus 83% of male respondents);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (92% versus 78% of those that felt they received fair or poor value);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (88% versus 78% of those that were dissatisfied);
- Respondents age 65 and older (91% versus 82% of those aged 35 to 64); and
- Respondents whose annual income was less than \$50,000 (92% versus 81% of respondents whose annual income was greater than \$125,000).

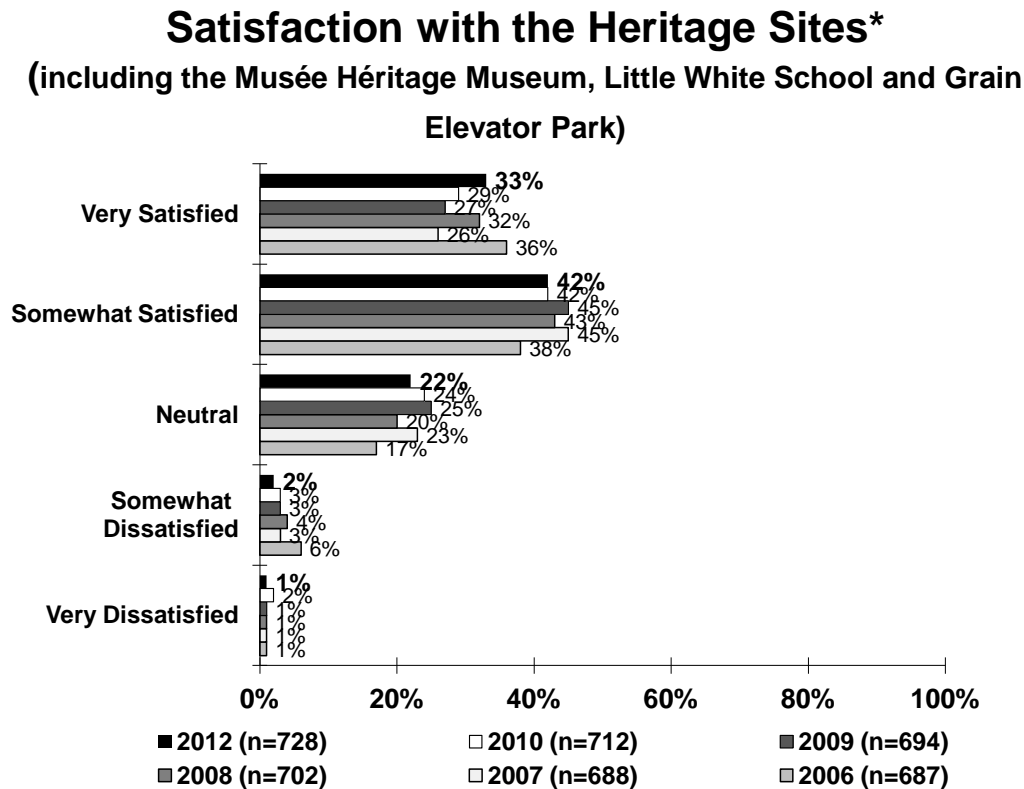
Reasons for Dissatisfaction (n=18)

Top reasons for dissatisfaction with the St. Albert Public Library facility included:

- The library is too small (n=6); and
- A better selection is needed (n=3).

As illustrated in Figure 32, three-quarters (75%) of respondents were satisfied overall with the heritage sites, while 22% of respondents were neutral, and 3% were dissatisfied overall. Responses were comparable to those reported in 2010.

Figure 32



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with heritage sites** included:

- Respondents in South West St. Albert (83% versus 71% of respondents in North West St. Albert);
- Female respondents (80% versus 71% of male respondents);
- Respondents that felt their quality of life had improved or stayed the same in the past 3 years (77% versus 67% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (81% versus 67% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (80% versus 56% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (78% versus 58% of those that were dissatisfied).

Reasons for Dissatisfaction (n=21)

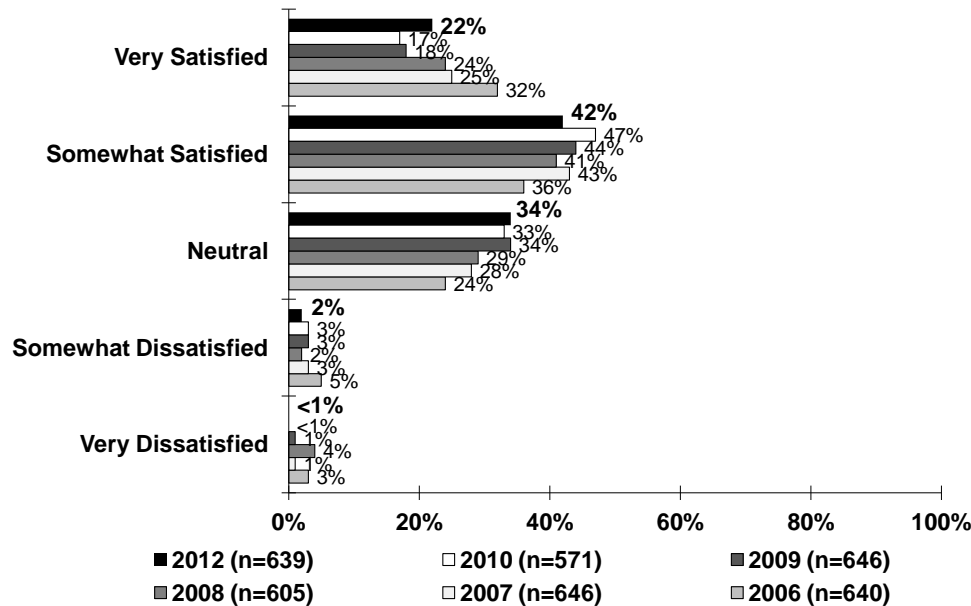
Top reasons for dissatisfaction with heritage sites included:

- Costs too much / poor usage of funds (n=10); and
- Dislikes the train station (n=3);
- Lack of interest / not community related (n=2); and
- Lack of promotion / more public awareness needed (n=2).

Close to two-thirds (65%) of respondents were satisfied with the Akinsdale or Kinex Arena. Overall satisfaction ratings remained similar to those reported in 2010; however there was a significant increase in the percentage of respondents that were “very satisfied” (22% versus 17% in 2010). See Figure 33, below.

Figure 33

Satisfaction with Akinsdale or Kinex Arena*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Akinsdale or Kinex Arena** included:

- Female respondents (69% versus 61% of male respondents);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (70% versus 57% of those that felt they received fair or poor value); and
- Respondents age 65 and older (71% each versus 61% of those age 35 to 54).

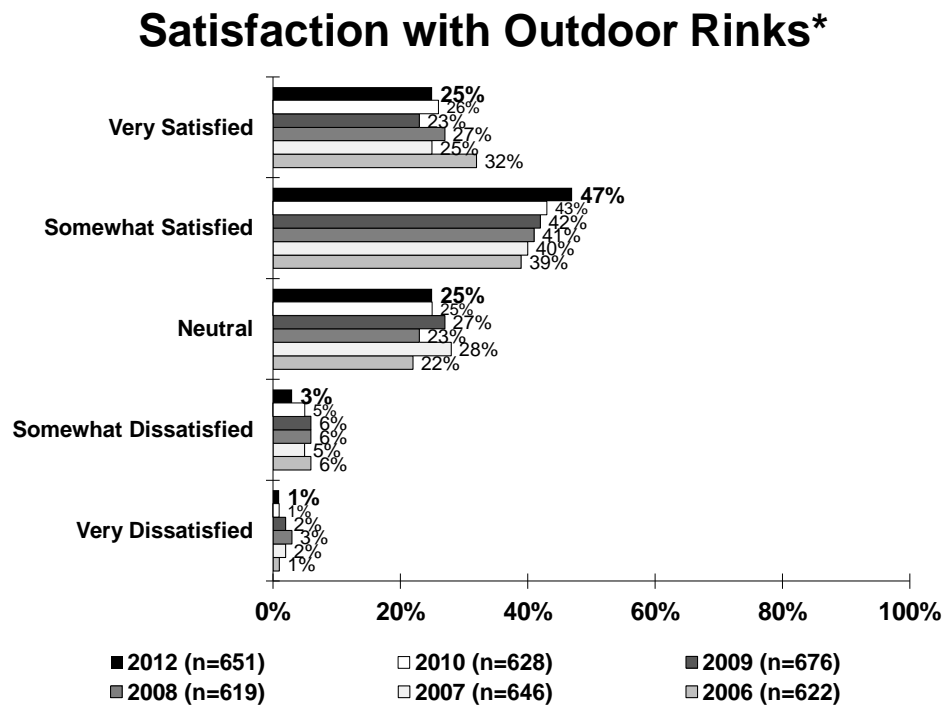
Reasons for Dissatisfaction (n=11)

Top reasons for dissatisfaction with the Akinsdale or Kinex Arena included:

- Outdated and in need of upgrading (n=5);
- The facility is too small (n=3); and
- Poor maintenance (n=2).

As illustrated in Figure 34, 71% of respondents were satisfied to some degree with outdoor rinks in St. Albert, with 25% being very satisfied and 47% being somewhat satisfied. One-quarter (25%) of respondents were neither satisfied nor dissatisfied and 4% were dissatisfied overall. Overall satisfaction ratings were comparable to 2010.

Figure 34



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with outdoor rinks** included:

- Respondents that felt their quality of life had improved or stayed the same in the past 3 years (73% versus 57% of respondents that felt it had worsened);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (73% versus 60% of those that were dissatisfied); and
- Respondents age 18 to 34 (86% versus 68% to 69% of those age 55 and older).

Reasons for Dissatisfaction (n=28)

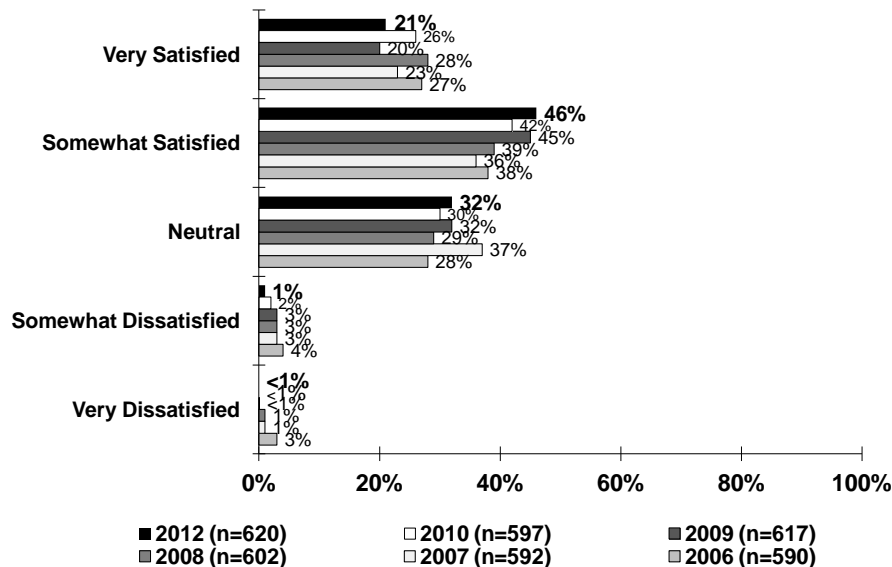
Top reasons for dissatisfaction with outdoor rinks included:

- Poorly maintained / need repairs (n=6);
- Lack of shacks to warm up in / shacks are not open (n=6);
- Lack of change rooms / leave them open / need bigger change rooms (n=6);
- Not enough staff available / poor service / not supervised (n=3);
- Do not have one in all communities / ours was closed (n=3); and
- Facilities underutilized (n=2).

When asked to rate their level of satisfaction with Grosvenor Outdoor Pool, over two-thirds (67%) of respondents provided some level of satisfaction. While overall satisfaction remained comparable to 2010, there was a significant decrease in the percent of respondents that were “very satisfied” (21% versus 26% in 2010). See Figure 35, below.

Figure 35

Satisfaction with the Grosvenor Outdoor Pool*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with Grosvenor Outdoor Pool** included:

- Respondents in South West St. Albert (79% versus 61% to 66% of respondents in North East, North West, and South East St. Albert);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (72% versus 60% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (70% versus 57% of those that disagree); and
- Respondents age 65 and older (74% versus 61% of those aged 55 to 64).

Reasons for Dissatisfaction (n=6)

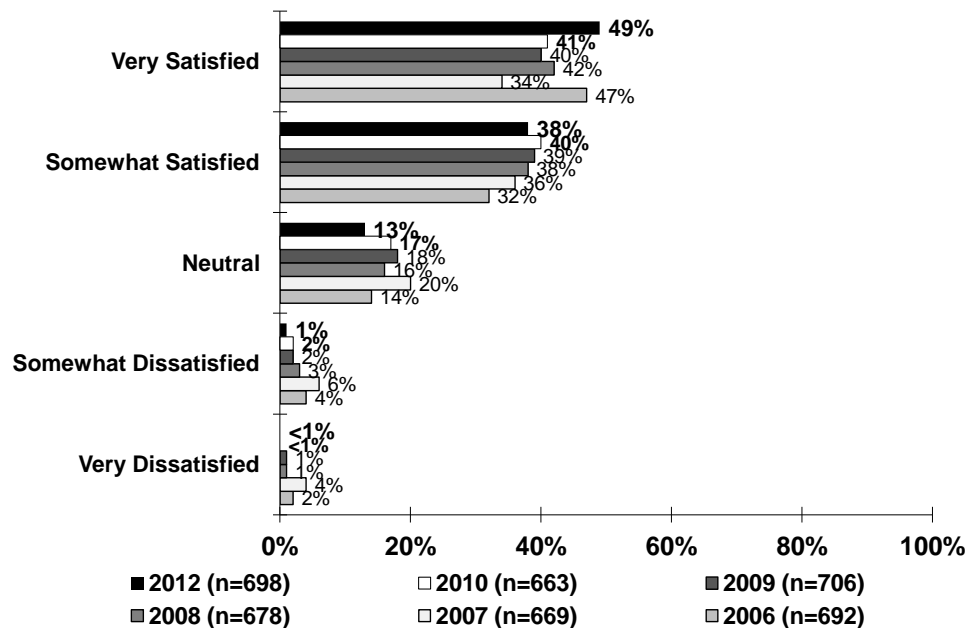
Reasons for dissatisfaction with the Grosvenor Outdoor Pool were:

- Dissatisfied with amount of time taken for renovations (n=1);
- Need a wading pool (n=1);
- Needs grass / picnic area / dislikes concrete pad (n=1);
- Need a new outdoor pool (n=1);
- It is a poor use of space (n=1); and
- Requires more security (n=1).

As shown in Figure 36, 86% of respondents expressed some level of satisfaction with the Woodlands Water Play Park. Compared to 2010, there was a significant increase of 6% in the overall satisfaction of respondents (86% versus 81% in 2010). Nearly half (49%) of respondents were “very satisfied” (8% increase from 2010), and 38% were “somewhat satisfied” (comparable to 2010).

Figure 36

Satisfaction with the Woodlands Water Play Park*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Woodlands Water Play Park** included:

- Female respondents (89% versus 84% of male respondents); and
- Respondents that have been in contact with a City employee (88% versus 83% of respondents that had not); and
- Respondents whose annual income was less than \$125,000 (90% versus 79% of respondents whose annual income was less than \$50,000).

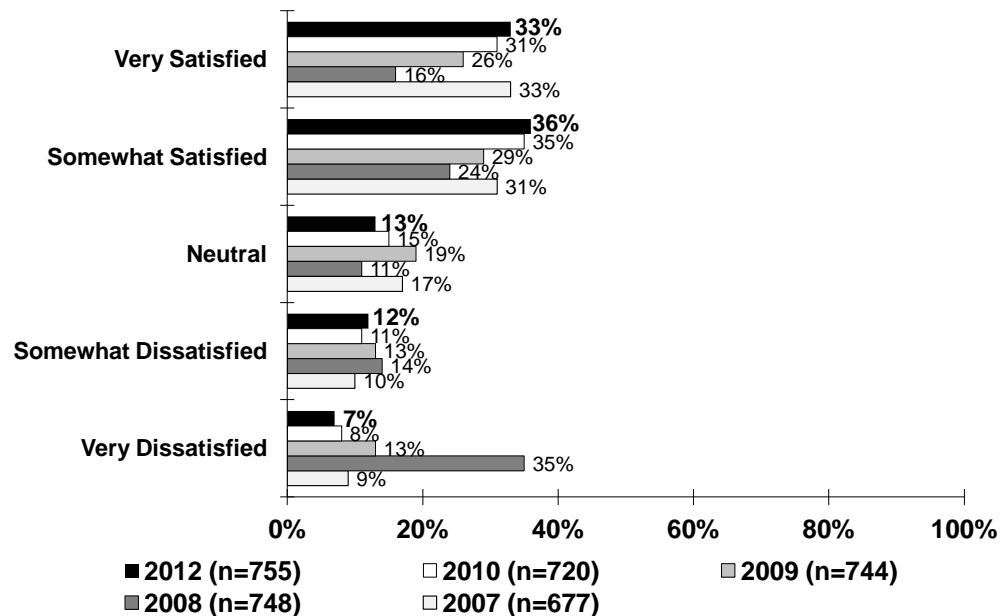
Reasons for Dissatisfaction (n=6)

The most frequent reason for dissatisfaction with Woodlands Water Play Park was that the facility is too geared towards younger children with not enough to offer older children (n=2).

When asked to indicate their satisfaction with Servus Credit Union Place, also known as Servus Place or the Multipurpose Recreation Centre, over two thirds (69%) of respondents were satisfied overall, with 36% being somewhat satisfied and 33% being very satisfied. Overall satisfaction was comparable to 2010. See Figure 37, below.

Figure 37

Satisfaction with Servus Credit Union Place (also known as Servus Place or the Multipurpose Recreation Center)*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be satisfied with Servus Credit Union Place included:

- Respondents that felt their quality of life had improved or stayed the same in the past 3 years (73% versus 36% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (78% versus 55% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (75% versus 39% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (75% versus 36% of those that were dissatisfied);
- Respondents that have lived in the City for 10 years or less (76% versus 67% of those that have lived in the City for over 10 years); and
- Respondents age 18 to 34 (94% versus 58% to 75% of those aged 35 or older).

Reasons for Dissatisfaction (n=141)

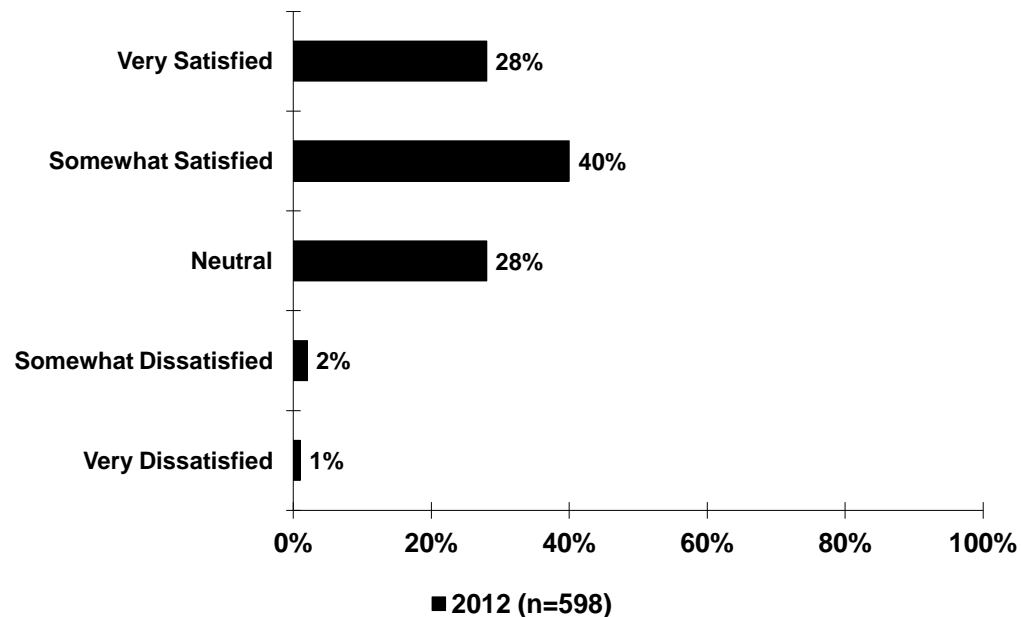
Top reasons for dissatisfaction with Servus Credit Union Place included:

- Costs are too high / user fees / high membership fees (34%);
- Taxes have risen to pay for the facility / taxpayers have taken on the burden (25%); and
- Poor forecasting of the cost of the building / poor fiscal management / is in a deficit / expensive to build (11%).

New in 2012, respondents were asked to rate their level of satisfaction with the St. Albert Skateboard Park. Over two-thirds (69%) of respondents were satisfied to some extent, with 28% being “very satisfied” and 40% being “somewhat satisfied”. See Figure 38, below.

Figure 38

Satisfaction with St. Albert Skateboard Park*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

*New question in 2012.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with St. Albert Skateboard Park** included:

- Respondents that felt they received excellent, very good, or good value for their tax dollars (73% versus 63% of those that felt they received fair or poor value);
- Respondents whose employment was listed as some other status (74% versus 65% of those whose employment status was working); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (71% versus 59% of those that were dissatisfied).

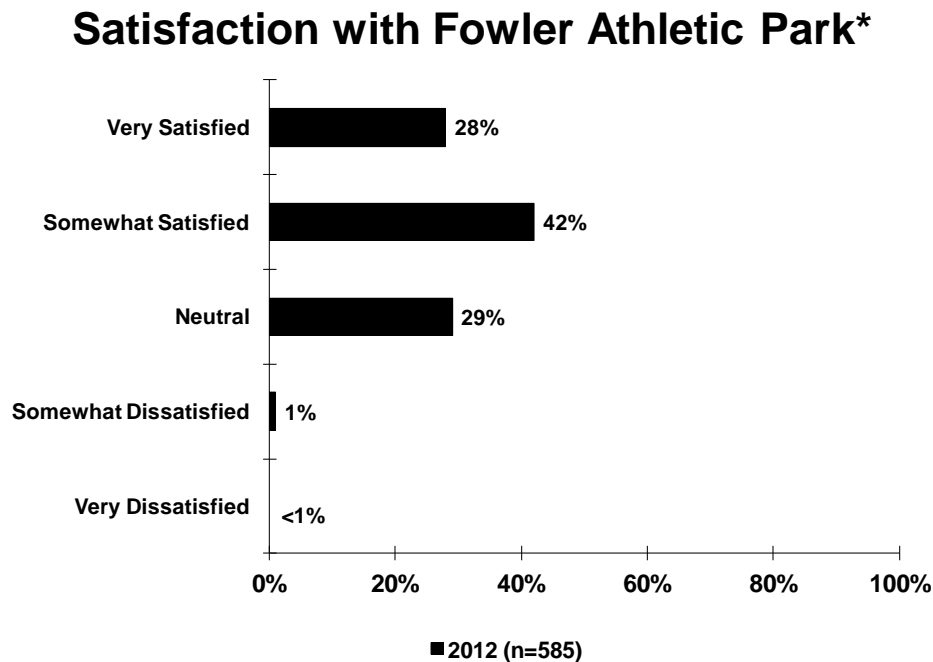
Reasons for Dissatisfaction (n=19)

Top reasons for dissatisfaction with St. Albert Skateboard Park included:

- Drugs / graffiti / foul language (n=6);
- Lack of supervision / security (n=5);
- Attracts the wrong people / troublemakers (n=3);
- The facility is too small (n=3); and
- Needs renovation (n=2).

New in 2012, respondents were asked to rate their level of satisfaction with the Fowler Athletic Park. Seventy percent (70%) of respondents indicated some level of satisfaction, with 28% being “very satisfied” and 42% being “somewhat satisfied”. See Figure 39, below.

Figure 39



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

*New question in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with Fowler Athletic Park** included:

- Female respondents (76% versus 65% of male respondents);
- Respondents in South East St. Albert (78% versus 62% to 67% of respondents in North East and North West St. Albert);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (77% versus 60% of those that felt they received fair or poor value); and
- Respondents age 35 to 54 and 65 and older (70% to 77% versus 60% of those age 54 to 65).

Reasons for Dissatisfaction (n=7)

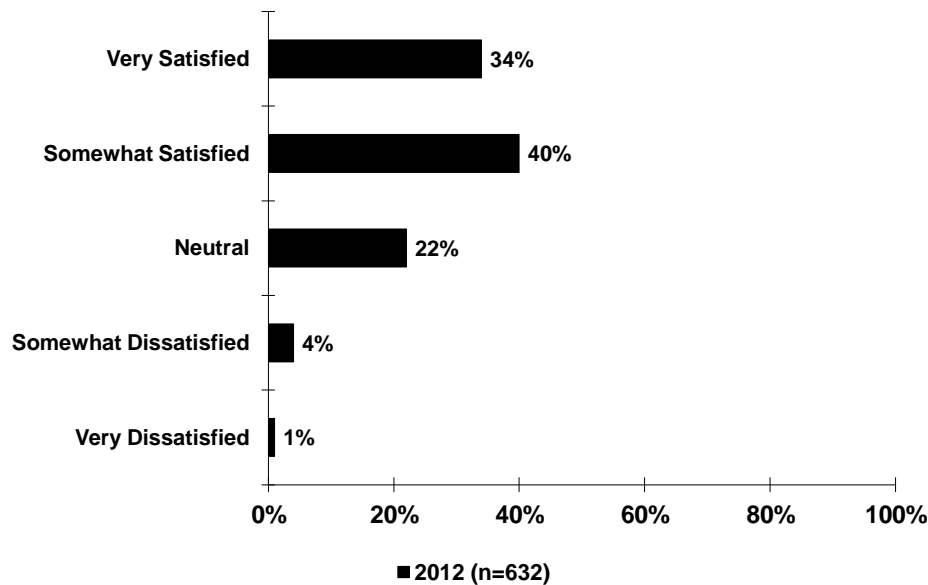
Reasons for dissatisfaction with Fowler Athletic Park were:

- Spent too much on it for the restricted uses (n=1);
- Dislikes that the ramp is not being used (n=1);
- Is not used much / underutilized (n=1);
- Is in poor condition / needs maintenance (n=1); and
- Lack of washrooms (n=1).

Also new in 2012, respondents were asked to rate their level of satisfaction with the Riel Multipurpose Field. Nearly three-quarters (74%) of respondents were satisfied to some extent. Two out of five (40%) respondents were “somewhat satisfied” and 34% were “very satisfied”. See Figure 40, below.

Figure 40

Satisfaction with Riel Multipurpose Field*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

*New question in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with Riel Multipurpose Field** included:

- Respondents that felt their quality of life had improved or stayed the same in the past 3 years (75% versus 62% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (79% versus 67% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (75% versus 65% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (75% versus 64% of those that were dissatisfied).

Reasons for Dissatisfaction (n=30)

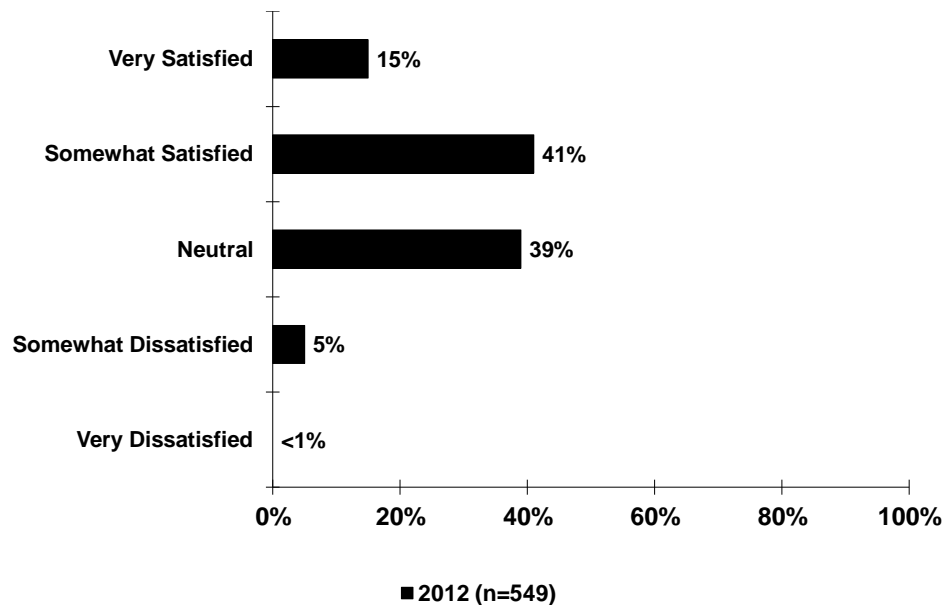
Top reasons for dissatisfaction with Riel Multipurpose Field included:

- Poor use of City funds (27%);
- Lack of public access / have not been allowed to use for our uses (22%);
- Lacks a locker room / poor change facilities (20%);
- Cost too much to build (19%); and
- Poor / lack of washrooms (15%).

In 2012 respondents were asked to indicate their level of satisfaction with clubhouses in St. Albert. Over half (55%) of respondents were satisfied to some extent, with 41% being “somewhat satisfied” and 15% being “very satisfied”. See Figure 41, below.

Figure 41

Satisfaction with Clubhouses*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

*New question in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with clubhouses** included:

- Respondents that felt they received excellent, very good, or good value for their tax dollars (60% versus 50% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (57% versus 45% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (58% versus 41% of those that were dissatisfied).

Reasons for Dissatisfaction (n=30)

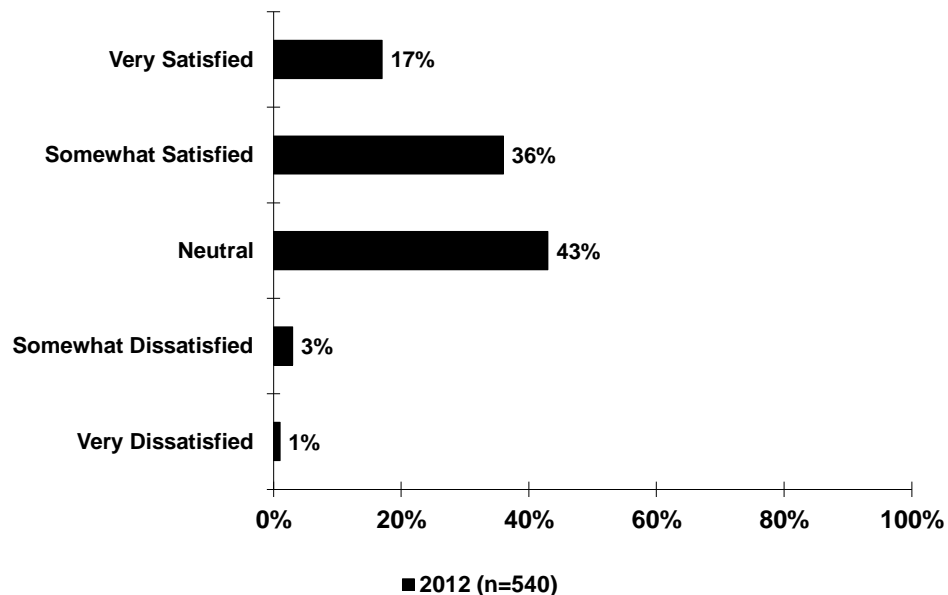
Top reasons for dissatisfaction with clubhouses included:

- Lack of maintenance / needs renovations (33%);
- Lack of awareness / information (15%); and
- They are not well utilized (14%).

Respondents were asked to indicate their level of satisfaction with tennis courts in St. Albert. Over half (53%) of respondents indicated some level of satisfaction, with 17% being “very satisfied” and 36% being “somewhat satisfied”. This question was asked for the first time in 2012. See Figure 42, below.

Figure 42

Satisfaction with Tennis Courts*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

*New question in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with tennis courts** included:

- Respondents in South East St. Albert (58% versus 44% of respondents in North East St. Albert);
- Female respondents (62% versus 45% of male respondents);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (59% versus 46% of those that felt they received fair or poor value);
- Respondents whose employment was listed as some other status (60% versus 49% of those whose employment status was working); and
- Respondents aged 65 and older (61% versus 48% to 49% of those aged 35 to 64).

Reasons for Dissatisfaction (n=22)

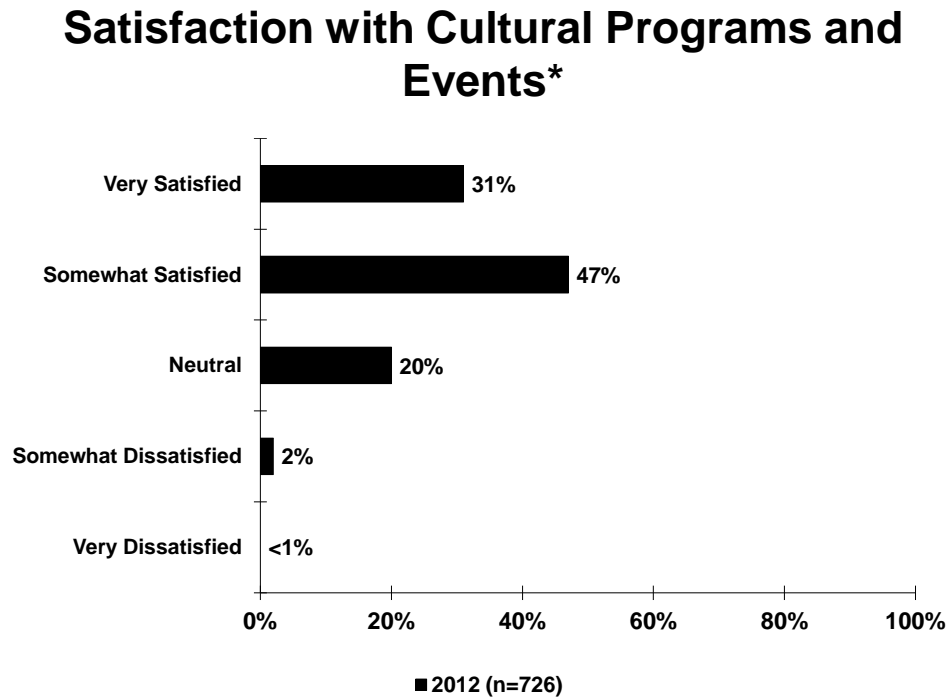
Top reasons for dissatisfaction with tennis courts included:

- Courts are in need of maintenance (n=12); and
- Need more tennis courts (n=7).

3.5 Satisfaction with St. Albert Programs

Regarding cultural programs and events, more than three-quarters (78%) of respondents were either somewhat (47%) or very (31%) satisfied, while 20% were neutral. A small percentage of (2%) were dissatisfied to some extent. See Figure 43, below.

Figure 43



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

*Question was modified in 2012; therefore, results cannot be compared to previous surveys

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with cultural programs and events** included:

- Female respondents (85% versus 71% of male respondents);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (85% versus 69% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (80% versus 65% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (81% versus 59% of those that were dissatisfied); and
- Respondents age 65 and older (83% versus 75% of those aged 35 to 54).

Reasons for Dissatisfaction (n=20)

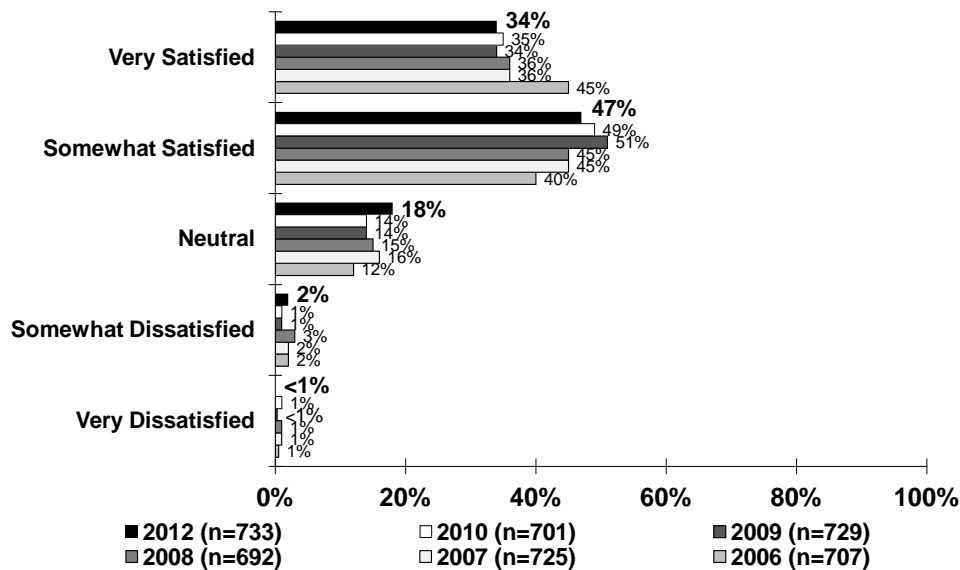
Top reasons for dissatisfaction with cultural programs and events included:

- I was not aware of the programs (n=5);
- Too much money is spent on programs / events (n=3);
- Need more mixing of cultures (n=3); and
- The cost is too high (n=3).

The majority of respondents (80%) were satisfied with recreation programs and activities in St. Albert, 47% being somewhat satisfied and 34% being very satisfied. There was a significant increase of 4% in “neutral” ratings (18% versus 14% in 2010); otherwise responses were comparable to 2010. See Figure 44, below.

Figure 44

Satisfaction with Recreational Programs and Activities



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with recreational programs and activities** included:

- Female respondents (85% versus 76% of male respondents);
- Respondents that felt their quality of life had improved or stayed the same in the past 3 years (82% versus 66% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (88% versus 71% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (84% versus 64% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (84% versus 58% of those that were dissatisfied); and
- Respondents that have lived in the City for 10 years or less (87% versus 79% of respondents that have lived in the City for more than 10 years).

Reasons for Dissatisfaction (n=14)

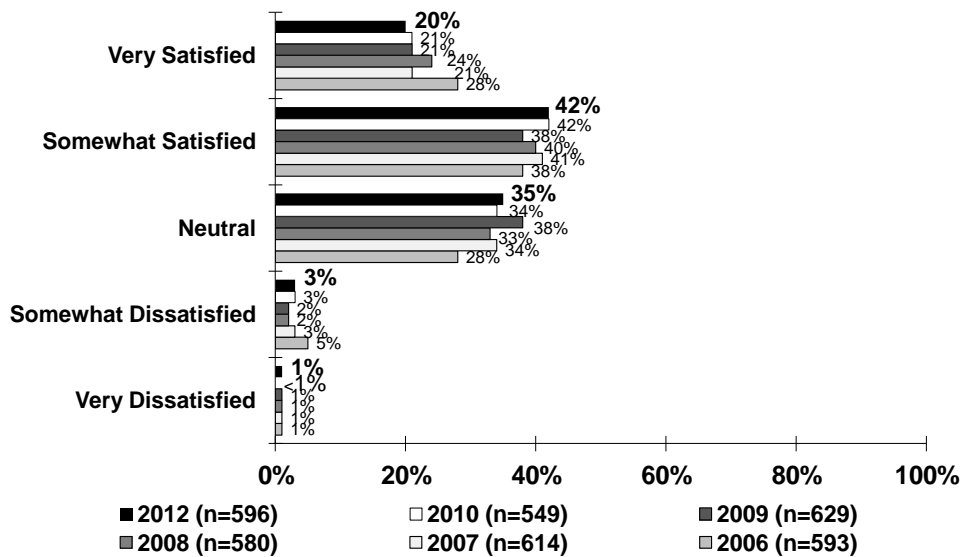
Top reasons for dissatisfaction with recreational programs and activities included:

- Very few programs (n=4);
- Expensive / too much of taxpayer money / not affordable (n=3); and
- Programs not frequent enough / more programs/ are always full / need summer programs (n=3).

As illustrated in Figure 45, nearly two-thirds (62%) of respondents were satisfied overall with family and community support services, while over one-third (35%) of respondents were neither satisfied nor dissatisfied. Four percent (4%) of respondents indicated they were dissatisfied overall with family and community support services. Responses remained comparable to those from 2010.

Figure 45

Satisfaction with Family and Community Support Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with Family and Community Support Services** included:

- Female respondents (66% versus 58% of male respondents);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (68% versus 52% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (65% versus 46% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (65% versus 41% of those that were dissatisfied); and
- Respondents age 65 and older (69% versus 55% of those age 35 to 54).

Reasons for Dissatisfaction (n=22)

Top reasons for dissatisfaction with family and community support services included:

- Not enough programs in general (n=4);
- Lack of awareness / services available (n=4);
- Inadequate efforts on prevention of drug use / crime prevention (n=4); and
- Staff is not qualified / trained to provide services

3.6 Overall Importance and Service Improvements

In conducting satisfaction and importance assessments, factors or services with 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 City of St. Albert service improvements:

- higher importance and lower satisfaction or areas primarily perceived as needing improvements;
- higher importance and higher satisfaction or service strengths;
- lower importance and higher satisfaction; and
- lower importance and lower satisfaction.

All respondents (regardless of contact) were questioned as to the level of importance they placed on each of the 35 City of St. Albert services and facilities investigated (using a scale of 1 to 5, where 1 meant not at all important and 5 meant very important). Respondents' importance and satisfaction ratings were plotted on grids whereby the axes intercepted at the **average importance** rating (mean=4.1) and the **average satisfaction** rating (mean=4.0) across all 35 services and facilities measured. Figure 46, on page 52, maps the average importance and performance ratings for each of the 35 City services measured.

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 primary areas of improvement. As shown, the following services clearly fall within this quadrant:

- St. Albert Public Transit;
- Winter road maintenance;
- Summer road maintenance;
- Land use planning and approvals;
- Traffic safety and parking enforcement;
- Attracting and supporting local businesses; and
- Family and community support services.

Improvements to these services would do most to increase residents' satisfaction with the overall services provided by the City of St. Albert.

City of St. Albert services which fall into the lower left quadrant are considered of lower than average importance and lower than average performance. Services include:

- Building permits;
- Akinsdale or Kinex Arena;
- Outdoor rinks;
- Grosvenor Outdoor Pool;
- Animal control enforcement;
- Art Gallery of St. Albert;
- Art in Public Places;
- Visual Art Studios;
- Community standards enforcement; and
- Servus Credit Union Place.

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

City services which fall into the lower right quadrant are currently viewed as lower than average importance and as higher than average performance. In other words, while respondents are generally satisfied with these services, the importance placed on the services is lower in comparison to other City services evaluated. As shown, the following services fall into this quadrant:

- New curbside organics service;
- Woodlands Water Play Park;
- Heritage sites;
- Cultural services; and
- Cultural programs and events.

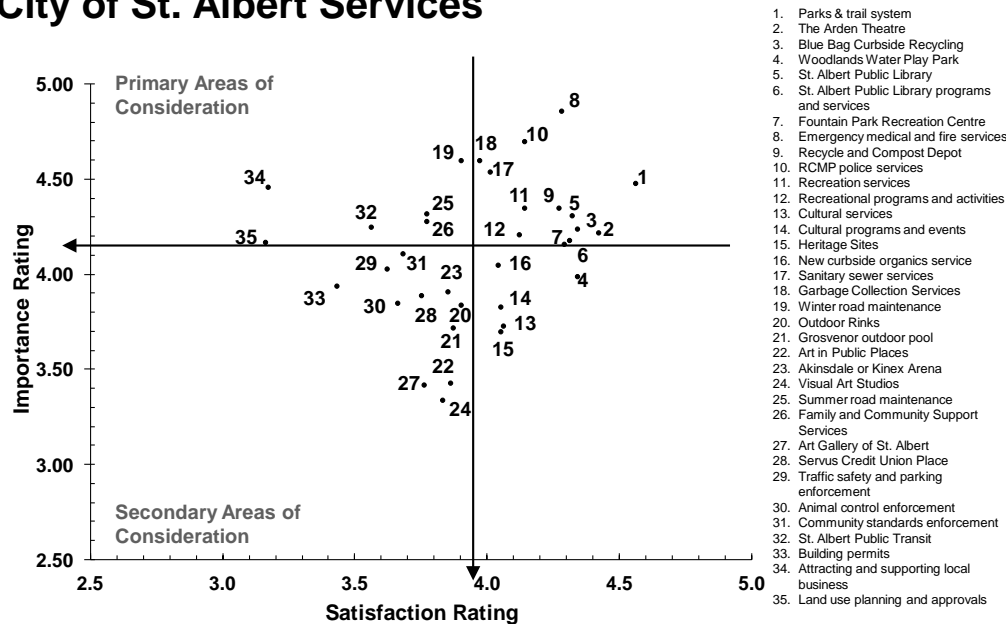
When assessing the City services investigated, the following twelve areas were calculated as key strengths or successes. In other words, services in which respondents reported that they were of higher than average importance and higher than average satisfaction include:

- Parks and trail system;
- Recycling and composting depots;
- Blue bag curbside recycling service;
- Sanitary sewer services;
- Garbage collection services;
- RCMP Police Services;
- Emergency medical and fire Services;
- Recreational programs and activities;
- Recreational services;
- The Arden Theatre;
- Fountain Park Recreation Centre;
- St. Albert Public Library facility; and
- St. Albert Public Library programs and services.

Maintaining a high level of satisfaction with these services is important, as these areas are viewed as highly important or critical to citizens. It will be important to monitor the satisfaction of these services to ensure that resident satisfaction is maintained or increased and that these services continue to be perceived as a strength.

Figure 46

2012 Importance versus Satisfaction with City of St. Albert Services



Note: Quadrant axes set at 3.95 mean satisfaction rating, 4.12 mean importance rating.
Scale: 1=not at all important/very dissatisfied and 5=critically important/very satisfied

Compared with 2010, there were some changes to the results: heritage sites moved from a secondary area of improvement to a secondary strength, Fountain Park Recreation Center moved from being a secondary strength to a primary strength, and land use planning and approvals moved from being a secondary area of improvement to a primary area of improvement. The remaining services did not change quadrants when compared to 2010.

Selected Sub-Segment Findings

Respondents that felt their quality of life had improved or stayed the same over the past three years were significantly more likely to rate the following services as **important** compared to respondents that felt their quality of life had worsened:

- Parks and trail system (94% versus 84%);
- Recreation facilities (90% versus 78%);
- Blue bag curbside recycling (83% versus 66%);
- New curbside organics services (77% versus 52%);
- Traffic safety and parking enforcement (78% versus 68%);
- Cultural services (64% versus 45%);
- Fountain Park Recreation Centre (83% versus 73%);
- Akinsdale or Kinex Arena (70% versus 57%);
- Woodlands Water Play Park (74% versus 61%);
- Outdoor rinks (67% versus 57%);
- Heritage sites (62% versus 51%);
- Art Gallery of St. Albert (51% versus 29%);
- Art in Public Places (50% versus 30%);
- Visual Art Studios (46% versus 25%);
- Servus Credit Union Place (76% versus 40%);
- Recreational programs and facilities (86% versus 70%);
- Cultural programs and events (69% versus 49%); and
- Family and Community Support Services (84% versus 74%).

For ease of reference, the following table outlines the mean importance and satisfaction ratings for each of the 35 St. Albert services investigated.

Table 3

Average Satisfaction and Importance Ratings		
City Service:	Mean Ratings*	
	Satisfaction	Importance
(1) Parks & trail system	4.56	4.48
(2) The Arden Theatre	4.42	4.22
(3) Blue Bag Curbside Recycling	4.34	4.24
(4) Woodlands Water Play Park	4.34	3.99
(5) St. Albert Public Library	4.32	4.31
(6) St. Albert Public Library programs and services	4.31	4.18
(7) Fountain Park Recreation Centre	4.29	4.16
(8) Emergency medical and fire services	4.28	4.86
(9) Recycle and Compost Depot	4.27	4.35
(10) RCMP police services	4.14	4.70
(11) Recreation services / facilities	4.14	4.35
(12) Recreational programs and activities	4.12	4.21
(13) Cultural services	4.06	3.73
(14) Cultural programs and events	4.05	3.83
(15) Heritage sites	4.05	3.70
(16) New curbside organics service	4.04	4.05
(17) Sanitary sewer services	4.01	4.54
(18) Garbage Collection Services	3.97	4.60
(19) Winter road maintenance	3.90	4.60
(20) Outdoor Rinks	3.90	3.84
(21) Grosvenor outdoor pool	3.87	3.72
(22) Art in Public Places	3.86	3.43
(23) Akinsdale or Kinex Arena	3.85	3.91
(24) Visual Art Studios	3.83	3.34
(25) Summer road maintenance	3.77	4.32
(26) Family and Community Support Services	3.77	4.28
(27) Art Gallery of St. Albert	3.76	3.42

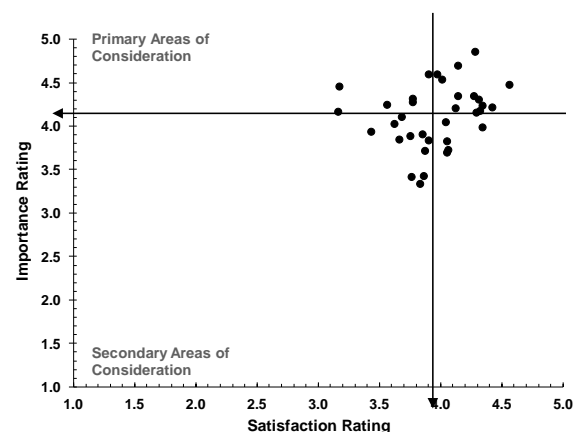
(28) Servus Credit Union Place	3.75	3.89
(29) Traffic safety and parking enforcement	3.68	4.11
(30) Animal control enforcement	3.66	3.85
(31) Community standards enforcement	3.62	4.03
(32) St. Albert Public Transit	3.56	4.25
(33) Building permits	3.43	3.94
(34) Attracting and supporting local business	3.17	4.46
(35) Land use planning and approvals	3.16	4.17
Overall Mean	3.95	4.12

*Scale: 1=very dissatisfied/not at all important and 5=very satisfied/critically important

It is important to note, when considering the placement of the services on the map, all services fall in the upper right. That is, on average, all were rated favourably. See Figure 46a.

Figure 46a

2012 Importance versus Satisfaction with City of St. Albert Services



Note: Quadrant axes set at 3.95 mean satisfaction rating, 4.12 mean importance rating. Scale: 1=not at all important/very dissatisfied and 5=critically important/very satisfied

3.6.1 Suggested Changes or Improvements to City Services

Respondents most frequently stated that not raising taxes or reducing taxes (7%) was the one change or improvement that would better meet their needs. See Table 4, below, for responses provided by at least 3% of respondents.

Table 4

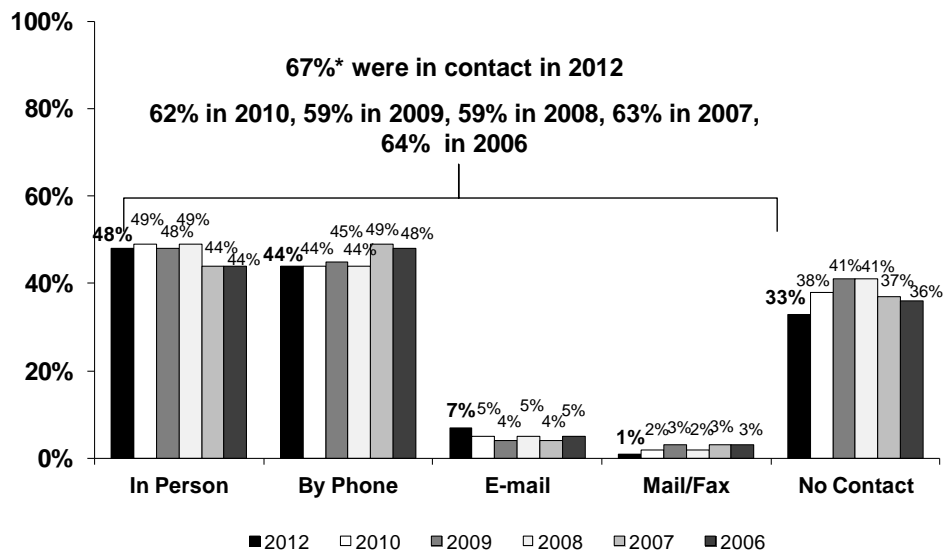
What one change or improvement in the service provided by the City of St. Albert would do most to better meet your needs?						
	Percent of Respondents					
	2012 (n=800)	2010 (n=800)	2009 (n=800)	2008 (n=800)	2007 (n=800)	2006 (n=800)
Do not raise taxes / reduce taxes / do not raise taxes for Servus Credit Union Place	7	6	9	13	5	7
Improve pay-as-you-throw garbage collection / should allow tags to be used in the following year / more public garbage cans / a garbage dump / RV sewage dump	6	2	5	2	5	5
Improved transit services / more direct routes / better information line / add bike racks to buses / lower fees	5	7	6	5	5	5
Improve programs and services / management / decrease fees at Servus Place / decrease fees for recreation	4	4	5	5	1	-
Parks, green space and trail maintenance / tree maintenance / more parks / dog parks / clean up river / more trails	3	5	4	2	7	-
More programs for seniors are needed / better senior services / accessibility	3	2	1	-	1	-
Better snow removal particularly in residential areas / sidewalks	3	3	5	2	6	5
None – no areas of improvement	6	4	3	3	4	3
Other (less than 3% of respondents)	46	44	56	51	60	60
Don't know / Refuse	25	31	20	23	18	23

3.7 Contact with City of St. Albert Employees

Respondents were next asked questions regarding the service they received from St. Albert employees. Sixty-seven percent (67%) of respondents had been in contact with a City employee in 2012, while 33% had not. Of those that had been in contact (n=535), respondents were most likely to indicate they had in person contact (48%), followed by contact by phone (44%). See Figure 47, below.

Figure 47

Contact with City of St. Albert Employee



*Method of contact was based upon the 67% of respondents (n=535) in 2012 that had contact with a City employee

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have **contacted a City employee in person** included:

- Respondents that felt they received excellent, very good, or good value for their tax dollars (51% versus 41% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (51% versus 38% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (49% versus 38% of those that were dissatisfied).

Respondent subgroups significantly more likely to have **contacted a City employee by e-mail or the internet** included:

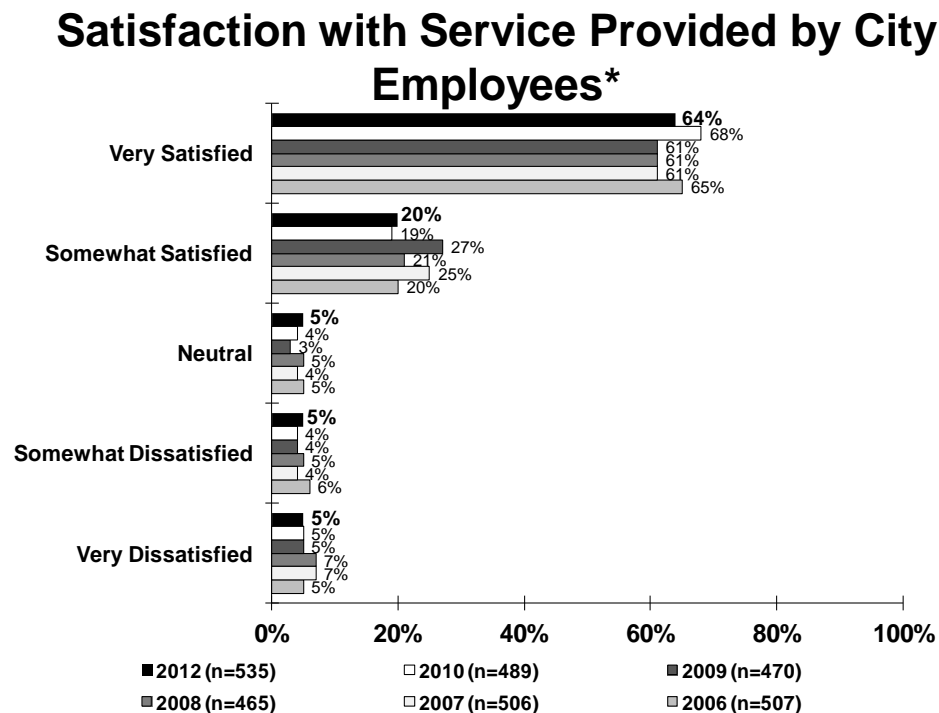
- Respondents that generally disagreed that council effectively plans for the future (12% versus 5% of those that agree); and
- Respondents that have lived in the City for more than 10 years (8% versus 1% of respondents that have lived in the City for 10 years or less).

Respondents that felt they received poor or fair value for their tax dollars were significantly more likely to **contact a City employee over the phone** (51% versus 41% percent of respondents that felt they received good, very good, or excellent value for their tax dollars).

3.7.1 Satisfaction with City Employees

The majority of respondents (83%) expressed satisfaction regarding the service provided by City employees, with 20% being somewhat satisfied and 64% being very satisfied. Overall satisfaction ratings remained comparable to 2010. See Figure 48, below.

Figure 48



*1% of respondents indicated they did not know in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the service provided by City employees** included:

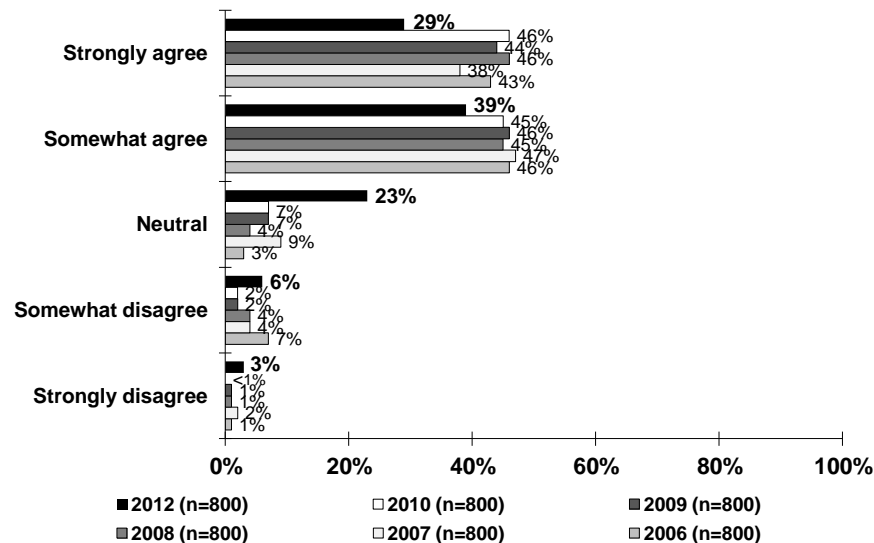
- Respondents residing in the South West quadrant (90% versus 79% of respondents in the South East quadrant);
- Respondents that felt their quality of life had improved or stayed the same over the past three years (86% versus 67% of respondents that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (91% versus 73% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (88% versus 67% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (87% versus 67% of those that were dissatisfied); and
- Respondents age 65 and older (89% versus 81% of those aged 35 to 54).

3.8 Perceptions of Safety in St. Albert

Over two-thirds (68%) of respondents somewhat (39%) or strongly (29%) agreed that St. Albert is a safe place to live, while 23% were neutral in this regard. Eight percent (8%) of respondents disagreed to some degree that St. Albert is a safe place to live. In 2012 there was a significant decrease in the proportion of respondents that somewhat or strongly agreed St. Albert was a safe place to live (69% versus 91% in 2010). See Figure 49, below.

Figure 49

Level of Agreement that St. Albert is a Safe Place to Live*



*<1% of respondents indicated they did not know in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to agree **St. Albert is a safe place to live** included:

- Respondents residing in the South East quadrant (74% versus 65% of respondents in the North West quadrant);
- Respondents that felt their quality of life had improved or stayed the same over the past three years (70% versus 60% of those that felt it had worsened);
- Respondents that had been in contact with a City employee (73% versus 60% of respondents that had not);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (77% versus 60% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (71% versus 60% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (70% versus 59% of those that were dissatisfied); and
- Respondents age 65 and older (74% versus 59% to 66% those aged 18 to 34 and 55 to 64).

Youth vandalism (34%) and drugs in the community (32%) were the greatest concerns to respondents in terms of safety and crime. Theft and burglary (25%), youth crime (9%) and vandalism in general (9%) were also frequently mentioned by respondents. See Table 5, below, for issues mentioned by at least 2% of respondents. For all mentions, refer to the detailed data tables provided separately.

Table 5

What would you say are the safety and crime issues of greatest concern to you, if any?						
	Percent of Respondents *					
	2012 (n=800)	2010 (n=800)	2009 (n=800)	2008 (n=800)	2007 (n=800)	2006 (n=800)
Youth vandalism	34	30	37	36	42	56
Drugs in the community	32	40	44	39	33	34
Theft/burglary	25	29	27	22	29	18
Youth crime in general	9	9	11	9	12	10
Vandalism in general	9	6	2	2	3	5
Traffic safety in general	6	8	7	7	5	7
Speeding	6	8	7	6	5	4
Crime in general	4	4	9	9	9	9
Car theft	2	<1	<1	1	1	1
None – no safety concerns	12	8	7	11	8	5
Don't know	2	3	3	3	3	4

*Multiple mentions

3.9 Neighbourhood Development

Regarding neighbourhood development in St. Albert, respondents were asked if there were any issues within their neighbourhood residents could work on together to help strengthen their neighbourhood. Of the respondents that identified an issue (n=322), developing a neighbourhood watch program such as crime watch or citizen patrol was mentioned by 21% of respondents, followed by knowing neighbours or being better neighbours (15%) and hosting block parties or community events (12%). See Table 6.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **identify an issue or area of improvement** included:

- Respondents residing in the South East quadrant (46% versus 32% of respondents in the North East quadrant);
- Male respondents (45% versus 36% of female respondents);
- Respondents that disagreed that council effectively plans for the future (49% versus 38% of those that were neutral or generally agreed);
- Respondents age 35 to 64 (43% to 45% versus 34% of those age 65 and older);
- Respondents that felt their quality of life had worsened (52% versus 39% of those that felt it had stayed the same or improved); and
- Respondents that had been in contact with a City employee (43% versus 35% of those that had not).

Table 6

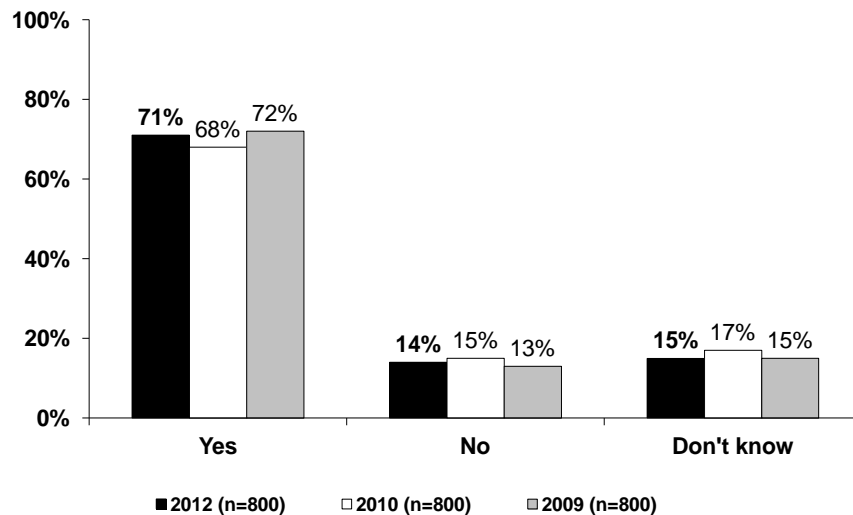
Issues or Areas of Improvement that Residents Could Work Together to Resolve or to Help Strengthen the Neighbourhood			
Base: Respondents that indicated there are issues or areas of improvement in their neighbourhood that residents could work together to resolve or to help strengthen the neighbourhood	Percent of Respondents*		
	2012 (n=322)	2010 (n=362)	2009 (n=315)
Neighbourhood watch / crime watch / citizen patrol / partners in the park	21	21	22
Knowing neighbours / Watching out for neighbours / collective relations /being better neighbours	15	11	13
Block parties / community events / involvement	12	9	2
Clean up the look of the neighbourhood / keeping yards tidy	8	7	11
Crime (general) / vandalism	6	7	3
Maintenance of walking trails / roads / potholes / sidewalks / parks / snow removal	6	9	5
Pick up garbage / litter / clean up after pets / litter education	4	11	10
Speeding / traffic concerns	4	6	6
Sense of community / pride / community spirit	3	-	-
Noise issues	3	3	1

*Multiple mentions.

When respondents were asked if residents in their neighbourhood would be willing to work together on local issues or projects that would help improve their neighbourhood, 71% of respondents indicated yes, while 14% indicated no. Fifteen percent (15%) of respondents were unsure on this matter. Results remained comparable to those in 2010. See Figure 50, below.

Figure 50

Willingness of Residents to Work Together to Improve the Neighbourhood



Selected Sub-Segment Findings

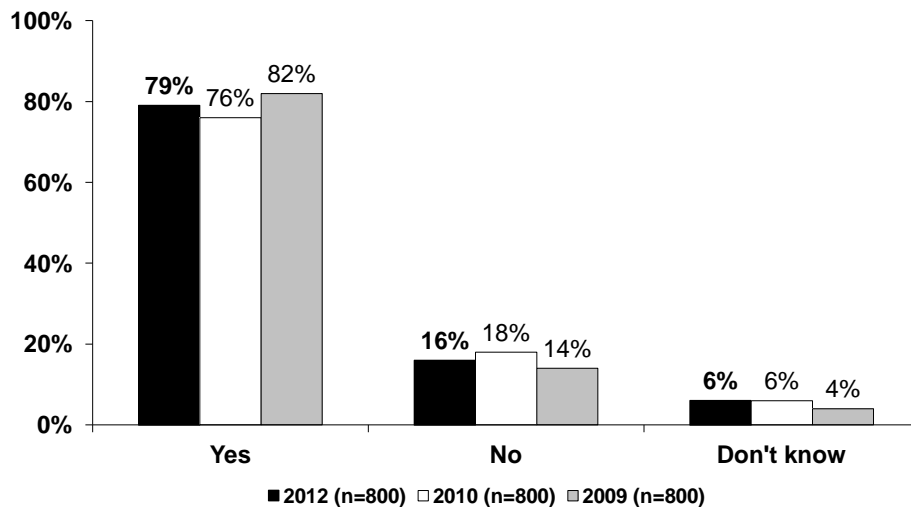
Respondent subgroups significantly more likely to indicate residents in their neighbourhood would be willing to work together to help improve the neighbourhood included:

- Respondents that have been in contact with a City employee (73% versus 66% of those that had not); and
- Respondents age 35 to 54 (75% versus 66% of respondents age 65 or older).

As illustrated in Figure 51, seventy-nine percent (79%) of respondents indicated they personally would be willing to participate in the process of resolving key neighbourhood issues or work cooperatively with their neighbours on a local development project. Sixteen percent (16%) of respondents reported they would not be willing to take part in such activities, while 6% were unsure on this matter. Results remained comparable to 2010.

Figure 51

Willingness To Take Part in Resolving Key Neighbourhood Issues or Be Involved in a Local Development Project



Selected Sub-Segment Findings

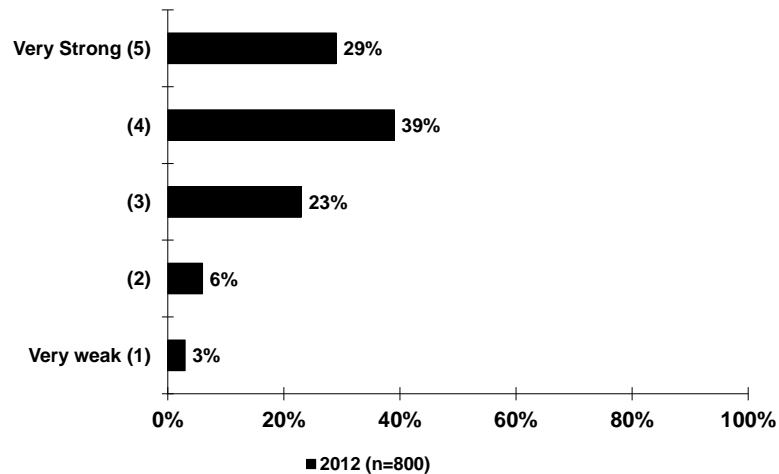
Respondent subgroups significantly more likely to indicate they would personally be willing to participate in key neighbourhood issues or be involved in local development projects included:

- Male respondents (83% versus 74% of female respondents);
- Respondents residing in the South East quadrant (82% versus 73% of respondents in the South West quadrant);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (81% versus 68% of those that were dissatisfied); and
- Respondents age 18 to 34 (91% versus 75% of those age 65 and older).

New in 2012, respondents were asked to indicate their sense of belonging in St. Albert. Over two-thirds (68%) of respondents felt their sense of belonging was as strong (4 or 5 out of 5). Nearly one-quarter (23%) of respondents were neutral, while 8% indicated a weak sense of belonging (1 or 2 out of 5). See Figure 52, below.

Figure 52

Sense of Belonging in St. Albert*



*<1% indicated they did not know

*New question in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **indicate a strong or very strong sense of belonging** included:

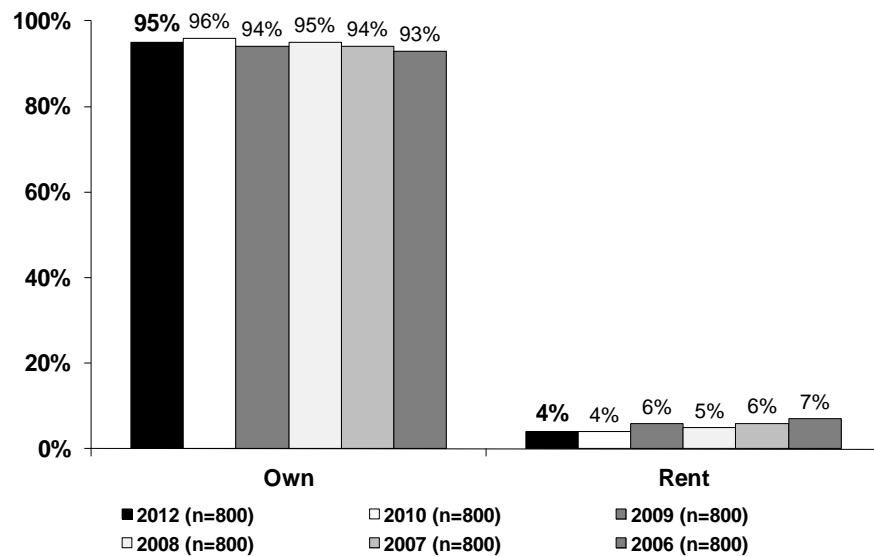
- Respondents residing in the South East quadrant (74% versus 65% of respondents in the North West quadrant);
- Respondents that felt their quality of life had improved or stayed the same over the past three years (70% versus 60% of those that felt it had worsened);
- Respondents that had been in contact with a City employee (73% versus 60% of those that had not);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (77% versus 60% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (71% versus 60% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (70% versus 59% of those that were dissatisfied); and
- Respondents age 65 and older (74% versus 59% to 66% of those age 18 to 34 and 55 to 64).

3.10 Views Towards Property Taxes

Consistent with previous survey years, the majority (95%) of respondents owned their home in St. Albert, while 4% indicated they rented. Only those respondents that owned their homes (n=762) were asked questions about property taxes. See Figure 53, below.

Figure 53

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



*<1% indicated they did not know in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to indicate that they **rent their home** include:

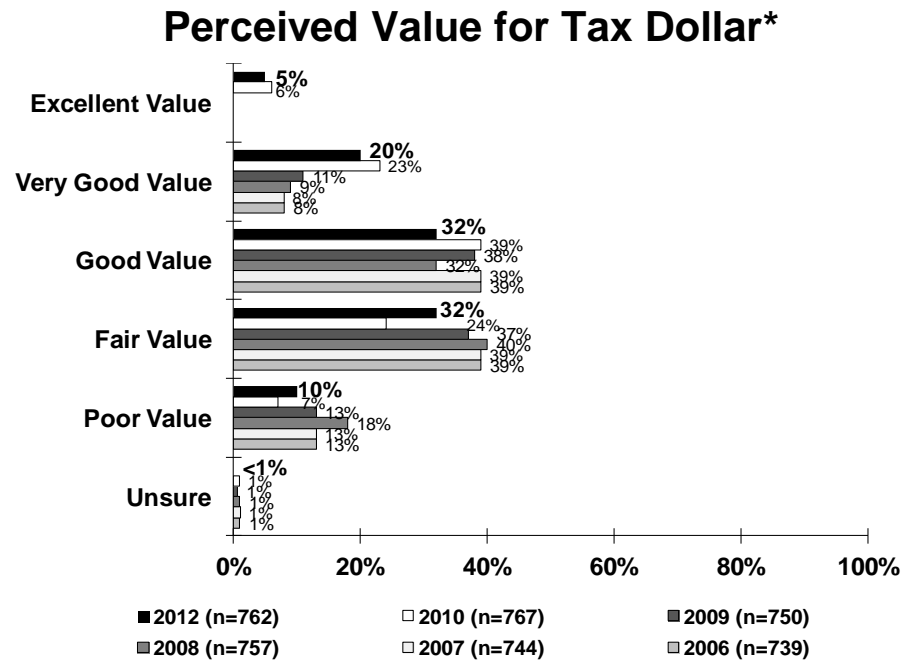
- Respondents that felt their quality of life had improved or stayed the same over the past three years were (5% versus 1% of respondents that felt their quality of life had worsened);
- Respondents that had lived in the City for 10 years or less (12% versus 3% of respondents that have lived in the City more than 10 years); and
- Respondents age 18 to 54 and 65 and older (4% to 27% versus 1% of respondents age 55 to 64).

Respondent subgroups significantly more likely to indicate that they **own their home** include:

- Respondents that were dissatisfied that with the way St. Albert is currently run (100% versus 95% of those were generally satisfied or neutral);
- Respondents that had lived in the City for more than 10 years (97% versus 88% of respondents that have lived in the City 10 years or less); and
- Respondents age 35 and older (96% to 99% versus 66% of respondents age 18 to 34).

Property owners (n=762) were asked to indicate the value they received for their tax dollars. Fifty-seven percent (57%) of respondents indicated that they received excellent value (5%), very good value (20%), or good value (32%) for their tax dollars, a significant decrease compared to 39% of respondents in 2010. In contrast, 42% indicated they received fair (32%) or poor (10%) value. See Figure 54, below

Figure 54



*Prior to 2010, "Excellent Value" was not offered as a response.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to indicate **they receive good, very good, or excellent value for their tax dollar** included:

- Female respondents (62% versus 52% of male respondents);
- Respondents that felt their quality of life had improved or stayed the same over the past three years (63% versus 19% of those that felt it had worsened);
- Respondents that were neutral or generally agreed that council effectively plans for the future (64% versus 30% of those that disagree);
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (64% versus 21% of those that were dissatisfied); and
- Respondents age 65 and older (63% versus 53% of those age 35 to 54).

When asked why they felt they received excellent, very good or good value for their tax dollar, respondents most frequently mentioned that they were satisfied with the services provided (17%), followed by the high quality of snow removal the City provides (10%), and that there is a need to pay for services but residents receive better services for the higher tax rate (10%). In previous survey years “excellent” was not a response option, therefore results from 2012 are not comparable. See Table 7.

Table 7

Reasons for Believing Tax Dollar Represents Excellent, Very Good or Good Value	
Base: Respondents that felt they received excellent, very good, or good value.	Percent of Respondents*
	2012 (n=436)
Satisfied with services provided	17
Good snow removal	10
Need to pay for services / get what you pay for / charge more than other cities but get better services	10
Good place to live / high standard of living	9
Good maintenance on streets / roads	8
Nice parks and trees / trail system	8

*Multiple responses

Taxes being high and continuing to rise (17%), followed by taxes being too high in comparison to the services being received (15%) as well as taxes being too high compared to other cities (15%) were the top reasons for respondents believing their tax dollar represents fair or poor value. In previous survey years “excellent” was not a response option, therefore results from 2012 are not comparable. See Table 8.

Table 8

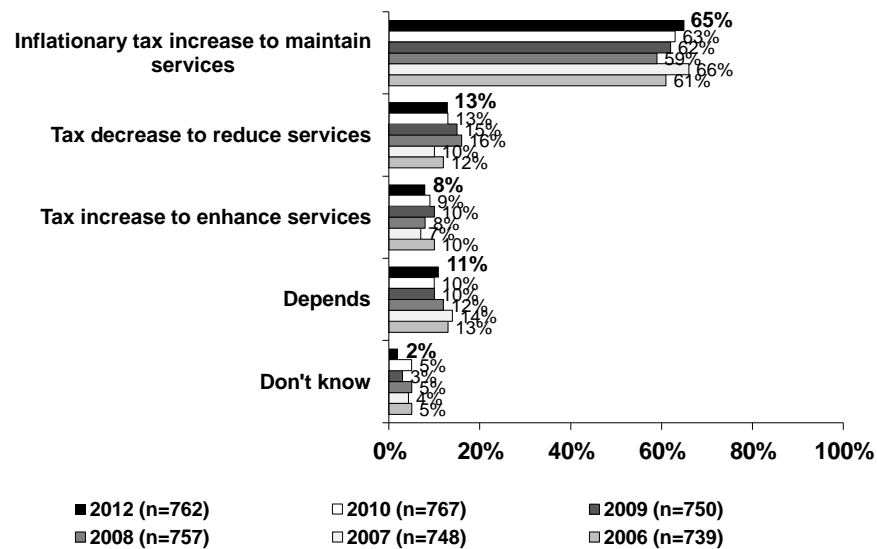
Reasons for Believing Tax Dollar Represents Fair or Poor Value	
Base: Respondents that felt they received fair or poor value.	Percent of Respondents*
	2012 (n=323)
Taxes are high / continue to rise	17
Taxes are high in comparison to services received / We're not getting good value for the money	15
Taxes are high compared to other cities / communities with the same facilities and services	15
The City spends excessively / wastes money / funds too many projects	10
Lack of industrial tax base / Need to attract businesses	7
Condo fees pay for services already / taxes for condos are too high	6
Council does not listen / lack of action / poor leadership / lack of transparency sidewalk	5

*Multiple responses

Property owners (n=762) were then presented with three five-year tax strategies and asked to indicate which they supported. Sixty-five percent (65%) of respondents stated they would support an inflationary tax increase to maintain services. In addition, thirteen percent (13%) of respondents supported a tax decrease to reduce services from the City, while 8% supported a tax increase to enhance the level of service provided by the City. Responses remained comparable to 2010. See Figure 55, below.

Figure 55

Support for Five Year Tax Strategy



Base: Property Owners

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to support an inflationary increase included:

- Respondents that felt their quality of life had improved or stayed the same over the past three years (69% versus 44% of those that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (74% versus 54% of those that felt they received fair or poor value);
- Respondents that were neutral or generally agreed that council effectively plans for the future (70% versus 49% of those that disagree); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (70% versus 42% of those that were dissatisfied).

Depends

Respondents who have other factors impacting their support of the City's tax strategies (n=82):

- Services maintained without a tax increase / No increase (3%);
- No tax increase / need better management of existing taxes (1%); and
- Encourage incoming industry and commercial business to help support the tax base (1%).

3.11 Municipal Leadership

When asked to state the most important issues facing St/ Albert City Council today, respondents most often mentioned industrial development with the need to attract more business and economic development (21%, an increase compared to 6% in 2010) followed by the issue related to the lack of a strong tax base and the need to attract more industry (15% an increase compared to 7% in 2010). See Table 9, below.

Table 9

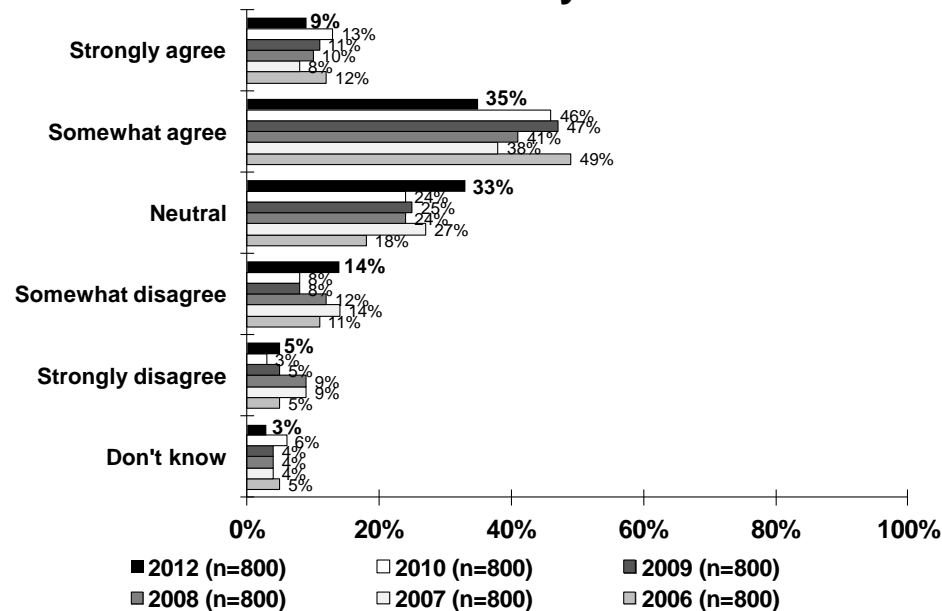
What would you say is the most important issue facing St. Albert City Council <u>Today</u> ?						
	Percent of Respondents *					
	2012 (n=800)	2010 (n=800)	2009 (n=800)	2008 (n=800)	2007 (n=800)	2006 (n=800)
Industrial development / attract more businesses / economic development	21	6	10	2	1	1
Lack of a strong tax base / need to attract industry	15	7	6	7	6	3
Rising taxes / taxes / property taxes	9	8	13	13	8	8
The budget / balancing the City budget / keeping expenses down / debt / wasting money / funding	8	9	14	8	7	6
Land development / management / planning do not over develop / rezoning / balance development	7	12	5	5	9	6
Poor management / decision making / speed / need to develop a vision for the future / being on the same page	4	2	2	3	1	2
Population growth / control growth of City	3	4	--	--	7	8

*Multiple responses

In 2012, there was a significant decrease in the proportion of respondents that agreed overall of respondents agreed overall with the statement, “St. Albert City Council is effectively planning for the future of the community” (45% versus 59% in 2010). In addition, one-third (33%) of respondents were neutral in this regard (a 9% increase from 2010), and 20% disagreed overall with the statement (a 9% increase from 2010). See Figure 56, below.

Figure 56

Level of Agreement that St. Albert City Council is Effectively Planning for the Future of the Community



Selected Sub-Segment Findings

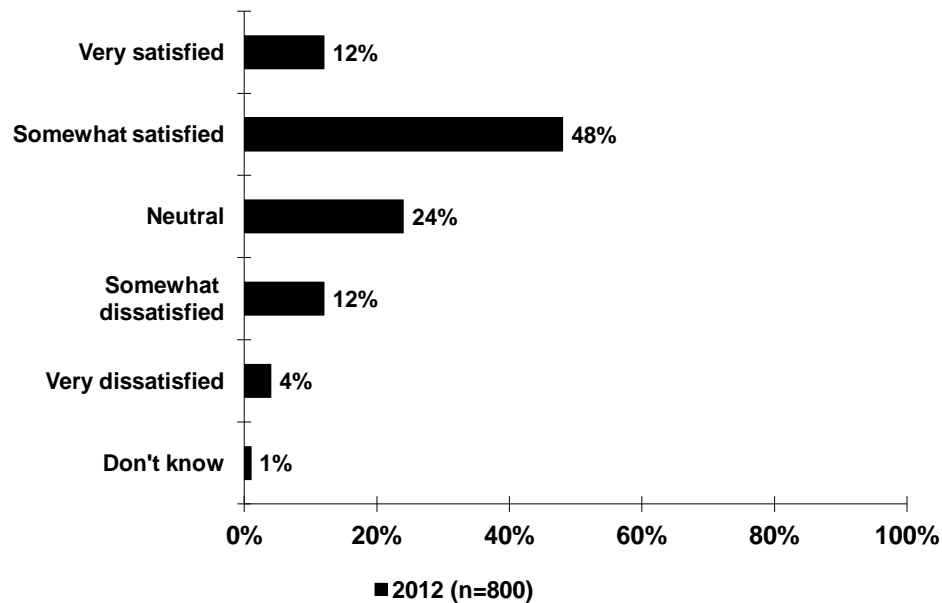
Respondent subgroups significantly more likely to agree **City Council is effectively planning for the future of the community** included:

- Respondents that felt their quality of life had improved or stayed the same over the past three years (49% versus 20% of those that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (54% versus 30% of those that felt they received fair or poor value); and
- Respondents that were generally satisfied or neutral with the way St. Albert is currently run (52% versus 5% of those that were dissatisfied).

New in 2012, respondents were asked to indicate their level of satisfaction with the way in which St. Albert is being run. Sixty percent (60%) of respondents felt either very satisfied (12%) or somewhat satisfied (48%), while 24% were neutral and 16% were dissatisfied to some extent. See Figure 57, below.

Figure 57

Satisfaction with the way in which St. Albert is being run*



*New question in 2012

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be very or somewhat satisfied with the way in which St. Albert is being run included:

- Respondents that felt their quality of life had improved or stayed the same over the past three years (66% versus 23% of those that felt it had worsened);
- Respondents that felt they received excellent, very good, or good value for their tax dollars (75% versus 39% of those that felt they received fair or poor value); and
- Respondents that were neutral or generally agreed that council effectively plans for the future (71% versus 16% of those that disagree).

When rating their level of agreement with statements regarding personal dealings with the City, the majority (72%) of respondents agreed to some extent that the City works effectively with community groups. See Table 10, below.

Table 10

Level of Agreement with Statements Regarding Personal Dealings with the City*						
	Percent of Respondents (n=800)					
	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	D/K N/S
The City of St. Albert is accountable to the community for leadership and good governance	23	41	22	9	5	1
The City of St. Albert works effectively with community groups to deliver various events and programs.	20	52	17	4	1	6
The City of St. Albert does the best it can with the money available	13	34	24	18	8	3
The City of St. Albert makes informed decisions.	11	41	26	13	5	4
The City of St. Albert practices open and accountable government	11	42	27	11	7	2
The City of St. Albert always takes residents' views into consideration when making decisions that affect them	7	33	25	21	11	3

*New question in 2012

Selected Sub-Segment Findings

Respondents that felt their quality of life had improved or stayed the same over the past three years were significantly more likely to **agree** with the following statements compared to respondents that felt their quality of life had worsened:

- The City is accountable for leadership and good governance (68% versus 40%);
- The City practices open and accountable government (58% versus 27%);
- The City does the best it can with the money available (52% versus 14%);
- The City always takes residents' views into consideration (44% versus 13%);
- The City works with community groups to deliver events and programs (75% versus 56%); and
- The City makes informed decisions (56% versus 27%).

Female respondents were significantly more likely to **agree** with the following statements compared to male respondents:

- The City is accountable for leadership and good governance (68% versus 61%);
- The City does the best it can with the money available (53% versus 41%); and
- The City works with community groups to deliver events and programs (77% versus 68%).

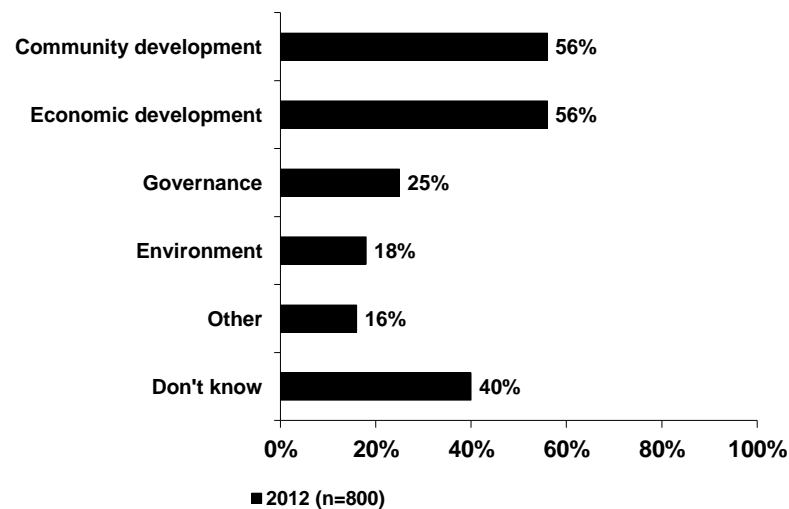
Respondents residing in the South West quadrant were significantly more likely to **agree that the City does the best it can with the money available** (52% versus 42% of respondents in the North West quadrant).

3.12 Top Priorities for the City of St. Albert

Respondents were asked to list the top priorities for the City of St. Albert. Community development and economic development were each mentioned by 56% of respondents, followed by governance (25%), and environment (18%). Sixteen percent (16%) provided a response other than what was provided. See Figure 58, below.

Figure 58

Top Priorities for the City of St. Albert



*Multiple responses

*New in 2012

Other Priorities Mentioned

- Reduce taxes (9%);
- Affordable housing, including seniors' housing (3%);
- Reduction of activity involving drugs (1%);
- Reduce photo radar (1%); and
- Improve education facilities (1%).

3.13 City News and Promotions

Respondents most frequently stated the St. Albert Gazette as their primary source of information and news about City Hall and City services, programs and initiatives (75%). Other information sources mentioned by respondents included the City website (6%), email (4%) and mail (3%). See Table 11, below, for the preferred methods and other methods used by respondents to obtain information regarding the City.

Table 11

	Percent of Respondents			
	2012 (n=800)*	2012 (n=788)**	2010 (n=800)*	2009 (n=800)*
	What is your most preferred method of receiving news about City Hall and City services, programs, and initiatives?			
St. Albert Gazette	75	16	76	79
City Website	6	22	5	5
Email	4	2	4	3
Mail	3	2	5	3
Program brochures	3	6	--	--
Watch council meetings on television	2	11	1	1
St. Albert Leader	1	7	--	--
Mass mail (brochures/ booklets/ pamphlets)	1	2	3	2
Other responses (less than 1% of single responses for 2012)	6	36	3	11
No other sources used	--	20	--	--
Refuse/Don't know	1	2	1	1

*Single responses

**Other information sources relied upon for news about City Hall and City services; see the box to the right for extended responses.

Multiple responses

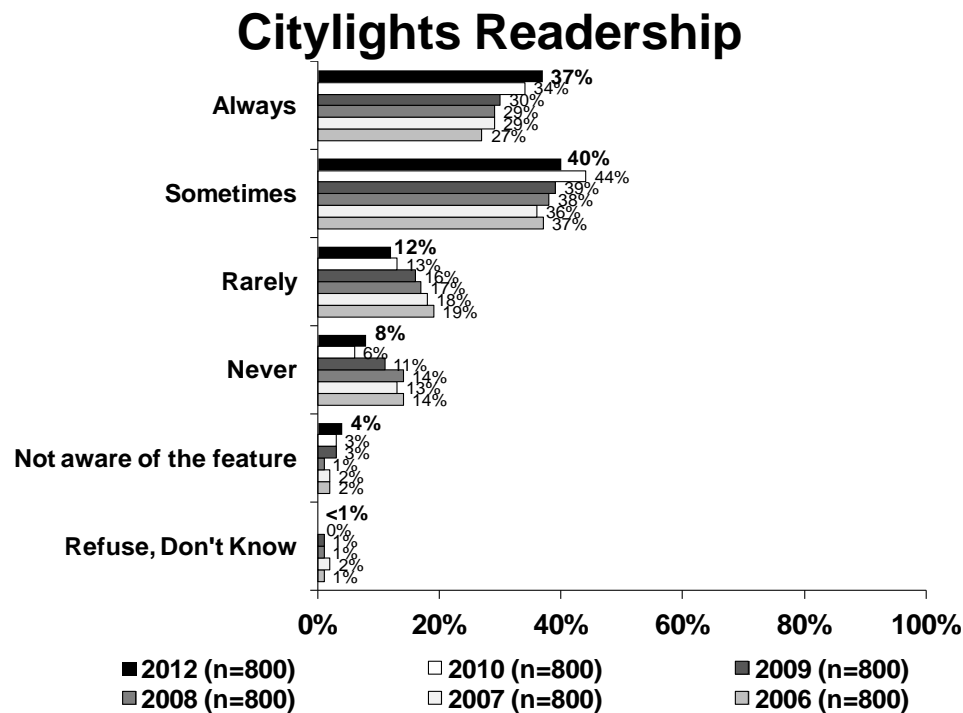
Other Methods of Reviewing Information

Respondents that follow issues at City Hall (n=788) were asked **what other methods they used to obtain information about City Hall and City services, programs, and initiatives**, responses included:

- City Website (22%);
- No other sources used (20%);
- St. Albert Gazette (16%);
- Conversations with others (14%);
- Watch Council meetings on TV (11%);
- St. Albert Leader (7%);
- Program brochures (6%);
- Chamber's digital signs (1%);
- 'Like' the City's Facebook (1%);
- Watch webcast of Council meetings (1%);
- Attend Council meetings (1%); and
- Follow the City's Twitter (<1%).

Respondents were asked to indicate how often they read the Citylights advertising feature, published by the City of St. Albert in the Saturday edition of the St. Albert Gazette. The majority (87%) of respondents read the feature at some frequency, with 37% reporting always, 40% sometimes, while 12% read the feature rarely. Results remained comparable to the 2010 findings. See Figure 59, below.

Figure 59



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **always read the Citylights feature** included:

- Female respondents (41% versus 33% of male respondents);
- Respondents that felt their quality of life had worsened over the past three years (46% versus 36% of respondents that felt it had improved or stayed the same);
- Respondents that had been in contact with a City employee (40% versus 32% of respondents that had not);
- Respondents that own their home (38% versus 16% of those that rent); and
- Respondents age 35 and older (36% to 40% versus 8% of respondents age 18 to 34).

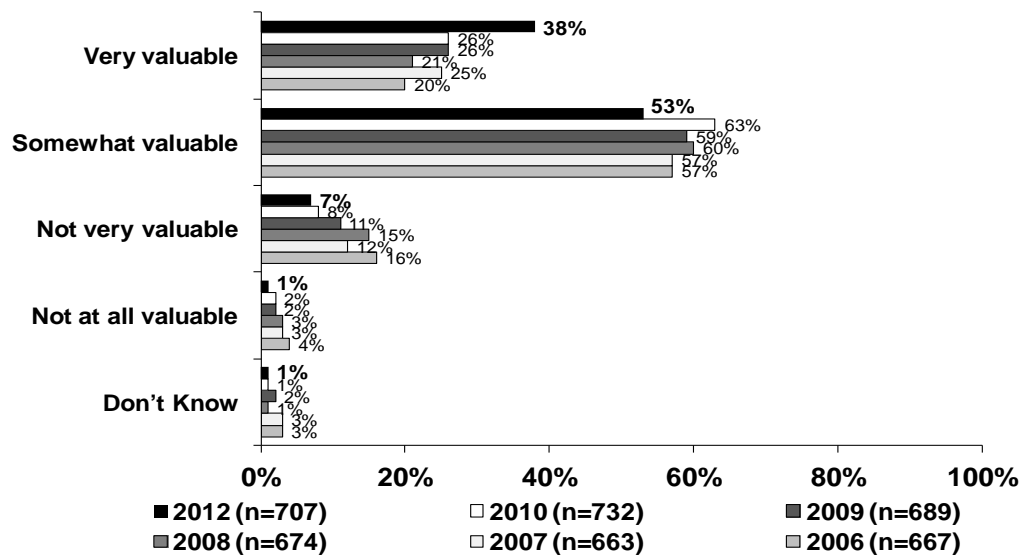
Respondents that read the Citylights feature (n=707) were asked how valuable the information in Citylights is to them as citizens of St. Albert. In 2012, there was a significant increase in the percent of respondents that found Citylights very valuable (38% compared to 26% in 2010). In contrast, a small percentage (8%) of respondents believed Citylights was not very valuable (7% or not at all valuable (1%) to them as citizens. See Figure 60, below.

Selected Sub-Segment Findings

Respondents that were generally satisfied or neutral with the way St. Albert is currently run were significantly more likely to **rate the Citylights feature valuable** (92% versus 86% of those that were dissatisfied).

Figure 60

How valuable do you feel the information in Citylights is to you as a citizen of St. Albert?



Base: Respondents that read the Citylights feature

3.14 Respondent Characteristics

The following table provides a demographic profile of respondents surveyed in 2012.

Table 12

Demographic Profile											
	Percent (n=800)						Percent (n=800)				
	2012	2010	2009	2008	2007		2012	2010	2009	2008	2007
Gender :						Age:					
Male	51	50	49	49	50	18 to 24 years	1	2	4	2	2
Female	49	50	51	51	50	25 to 34 years	3	5	7	6	9
Household Income:						35 to 44 years	10	13	15	14	18
Less than \$20,000	1	1	2	1	1	45 to 54 years	22	26	26	26	27
\$20,000 to less than \$30,000	2	3	3	3	3	55 to 64 years	28	26	26	24	22
\$30,000 to less than \$50,000	7	7	6	10	9	65 years and over	34	27	20	26	19
\$50,000 to less than \$75,000	14	16	12	15	15	Refused	2	1	2	2	3
\$75,000 to less than \$100,000	16	16	16	15	16	Mean age	58 years	56 years	53 years	55 years	52 years
\$100,000 to less than \$150,000	23	23	24	21	22						
\$150,000 to less than \$200,000	11	10	11	10	8						
\$200,000 or more	8	6	5	6	5						
Refused	19	18	21	19	21						
Employment Status						Composition of Age groups within household					
Working full-time, including self-employed	47	48	51	49	56	Under 13 years of age	16	18	22	21	27
Working part-time, including self-employed	12	14	14	13	11	13 to 18 years	16	22	22	20	22
Homemaker	4	4	5	5	5	19 to 44 years	40	44	50	46	55
Student	<1	1	1	1	1	45 to 64 years	60	63	60	59	57
Not employed	2	2	4	2	2	65 years or over	37	28	23	28	22
Retired	36	30	24	30	24	Average Household size	3 people	3 people	3 people	3 people	3 people
Refused	<1	1	1	<1	1						
Level of Education:						Residence in St. Albert:					
Less than / graduated high school	17	21	22	24	22	1 to 5 years	6	10	14	20	17
Some / graduated tech or vocational school	12	10	6	10	8	6 to 10 years	13	14	15	15	18
Some / graduated college	22	23	22	19	20	11 to 20 years	30	31	28	23	27
Some / graduated university	33	31	36	31	30	Over 20 years	51	45	43	42	38
Post graduate	15	14	12	15	19	Work for the City of St. Albert:					
Refused	1	1	2	1	1	Yes	2	3	2	3	3
						No	98	97	98	97	97

Demographic Profile						
		Percent (n=800)				
		2012	2010	2009	2008	2007
Residence:	House	87	84	--	--	--
	Condo	10	12	--	--	--
	Apartment	1	1	--	--	--
	Other	2	4	--	--	--

Appendix A

Survey Instrument

2012 City of St. Albert

Community Satisfaction Survey

FINAL Draft: April 19, 2012

Introduction

Hello, my name is _____ with Banister Research, a professional research. 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. For this study, I need to speak to the (**ALTERNATE:** male/female) in your household who is 18 years of age or older and who is having the next birthday. And is that person available?

- | | |
|--------------------------|--|
| 1. Yes, speaking | Continue |
| 2. Yes, I'll get him/her | Repeat introduction and continue |
| 3. Not now | Arrange callback and record first name of selected respondent |

B. 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 |

C. May I confirm your postal code:

_____ (INSERT POSTAL CODE)

D. To ensure that we have proper geographic representation from across all of the City of St. Albert could you please tell me in which of the following areas of the City do you reside?

[Quotas = 200 per quadrant]

1. **North East**, or east of St. Albert Road and north of the Sturgeon River (communities: Erin Ridge, Oakmont, Inglewood and Erin Ridge North)
2. **North West**, or west of St. Albert Road and north of the Sturgeon River (communities: Lacombe Park, Mission, North Ridge, Deer Ridge)
3. **South West**, or south of the Sturgeon River and west of St. Albert Road (communities: Riel, Grandin, Heritage Lakes, Downtown)

4. **South East**, or south of the Sturgeon River and east of St. Albert Road (communities: Braeside, Woodlands, Kingswood, Pineview, Campbell Park, Akinsdale, Forest Lawn, Sturgeon Heights)
F5 (Don't know)

E. **RECORD GENDER: WATCH QUOTAS**

1. Male
2. Female

F. This interview will take about 18 to 20 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 |

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

2A. 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

2B. In your opinion, what would you say are the three most significant factors contributing to a **high quality** of life in the City of St. Albert? (**Probe**)

1. Other - **Specify**
- F5. (Don't know/not stated)

3. And, what would you say are the three most significant factors contributing to a **low quality** of life in the City of St. Albert? (**Probe**)

1. Other - **Specify**
- F5. (Don't know/not stated)

4. Next, please indicate the extent to which you agree or disagree with the statement that: "The City of St. Albert is committed to preserving the natural environment"? Would you say you...? (**Read list**)

1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
- F5. (Don't know/not stated)

Satisfaction with City Services

5. Next, I would like you to think about the specific **services** provided by the City of St. Albert and for each service rate your level of satisfaction. Regardless of your use, how satisfied are you personally with each of the following services. First, how satisfied are you with (**Read list. Randomly rotate**) ...?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
- F5. Don't know/Unable to rate service

- a) parks and trail system
- b) recreation services
- c) St. Albert public transit
- d) garbage collection services
- e) recycle and compost depot
- f) blue bag curbside recycling
- g) new curbside organics service
- h) winter road maintenance including snow removal and ice management
- i) summer road maintenance including paving, pothole repair and sidewalk maintenance
- j) RCMP police services
- k) emergency medical and fire services
- l) sanitary sewer services
- m) land drainage services
- n) animal control enforcement
- o) community standards enforcement (e.g. unsightly/nuisance properties)
- p) traffic safety and parking enforcement
- q) building permits
- r) land use planning and approvals (including development permits)
- s) attracting and supporting local business
- t) Cultural Services
- u) St. Albert Public Library

5b. (**If somewhat or very dissatisfied in Q5, ask for each:**) What specific aspects of the (**insert service from Q5**) dissatisfied you?

1. Other - **Specify**
F5 (Don't know)

5c. Does your household currently use the blue bag service?

1. Yes GO TO Q.5e
2. No
- F5 Don't know

5d. If no, why not?

_____ RECORD VERBATIM

5e. Does your household currently use the curbside organics service (the green bin)?

1. Yes GO TO Q.6

2. No

F5 Don't know

5f. If no, why not?

_____ RECORD VERBATIM

6. Next, I would like you to rate your level of satisfaction with each of the following **facilities** operated or funded by the City of St. Albert. Again, based on your own use or your general perceptions of the facility, would you say you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied or very dissatisfied with? (**Read list. Randomly rotate.**)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
- F5 Don't know/Unable to rate facility

- a) Fountain Park Recreation Centre
- b) Akinsdale or Kinex Arena
- c) Woodlands Water Play Park
- d) Outdoor rinks
- e) Grosvenor Outdoor Pool
- f) St. Albert Public Library
- g) Heritage sites including the Musée Héritage Museum, the Little White School and the Grain Elevator Park
- h) Art Gallery of St. Albert
- i) Art in Public Places
- j) Visual Arts Studios (includes pottery and painting studios, and is the location for adult and children's art classes)
- k) The Arden Theatre
- l) Servus Credit Union Place (also known as Servus Place, Multipurpose Recreation Centre)
- m) St. Albert Skateboard park
- n) Fowler Athletic Park
- o) Riel Multipurpose Field
- p) Clubhouses
- q) Tennis Courts

6b. **(If somewhat or very dissatisfied in Q6, ask for each:)** What specific aspects of the **(insert service from Q6)** dissatisfied you?

1. Other - **Specify**
F5 (Don't know)

7. Next, how satisfied are you with each of the following **programs** offered by the City of St. Albert. Again, please rate your level of satisfaction based on your own experiences or your general perceptions of the programs offered. **(Read list. Randomly rotate.)**

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
- F5 Don't know/Unable to rate program

a) recreational programs and activities

(Interviewer note: If respondent is unsure explain this includes summer playground programs, youth and family leisure programs, fitness, aquatic programs, wellness and sports programs, special events and celebrations)

b) cultural programs and events

(Interviewer note: If respondent is unsure explain this includes the International Children's Festival, St. Albert Children's Theatre, and performing and visual arts classes, The Arden Series, Mayor's Gala for the Arts and the StArts Fest)

c) Family and Community Support Services including family and youth preventive social support services and programs

(Interviewer note: If respondent is unsure explain this includes short-term counseling, youth Asset Development **programming, outreach**, information and referral, block parties and neighbourhood development)

7b. **(If somewhat or very dissatisfied in Q7, ask for each:)** What specific aspects of the **(insert service from Q7)** dissatisfied you?

1. Other - **Specify**
F5 (Don't know)

8. 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. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
- F5. (Don't know/not stated)

9. In your view, what one change or improvement in the service provided by the City of St. Albert would do most to better meet your needs?

1. Other - specify
F5. (Don't know/not stated)

Overall Importance of City Services

10. 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 citizens of St. Albert. Please use a scale of 1 to 5, where 1 means "not at all important" and 5 means "critically important". (**Read list. Randomly rotate**)

1. Not at all important
- ..
5. Critically important
- F5. (Don't know/not stated)

- a) parks and trail system
- b) recreation facilities
- c) St. Albert public transit
- d) garbage collection services
- e) recycle and compost depot
- f) blue bag curbside recycling
- g) new curbside organics service
- h) winter road maintenance including snow removal and ice management
- i) summer road maintenance including paving, pothole repair and sidewalk maintenance
- j) RCMP police services
- k) emergency medical and fire services
- l) sanitary sewer services
- m) animal control enforcement
- n) community standards enforcement (e.g. unsightly/nuisance properties)
- o) traffic safety and parking enforcement
- p) building permits
- q) land use planning and approvals (including development permits)
- r) attracting and supporting local business
- s) Cultural Services
- t) St. Albert Public Library
- u) Fountain Park Recreation Centre
- v) Akinsdale or Kinex Arena
- w) Woodlands Water Play Park
- x) Outdoor rinks
- y) Grosvenor Outdoor Pool
- z) St. Albert Public Library programs and services
- aa) Heritage sites including the Musée Héritage Museum, the Little White School and the Grain Elevator Park
- bb) Art Gallery of St. Albert
- cc) Art in Public Places

- dd) Visual Arts Studios (includes pottery and painting studios, and is the location for adult and children's art classes)
- ee) The Arden Theatre
- ff) Servus Credit Union Place (also known as Servus Place, Multipurpose Recreation Centre)
- gg) recreational programs and activities
- hh) cultural programs and events
- ii) Family and Community Support Services including family and youth preventive social support services and programs

Contact with City of St. Albert Employee

11. 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, either by phone, in person, by e-mail or by letter or fax, with any employees who work for the City of St. Albert?
- 1. Yes
 - 2. No **Go to Question 14**
 - F5. (Don't know/not stated) **Go to Question 14**
12. During your last contact with a City employee, was this contact by phone, in person, by e-mail or Internet or by mail or fax? **(One response only)**
- 1. By phone
 - 2. In person
 - 3. E-mail / Internet
 - 4. Mail or fax
 - F5. (Don't know/not stated)
13. 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. Somewhat dissatisfied
 - 3. Neither satisfied nor dissatisfied
 - 4. Somewhat satisfied
 - 5. Very satisfied
 - F5. (Don't know/not stated)

Safety Issues in St. Albert

14. Next, I would like you to think about safety in St. Albert. I would like to know if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree with the statement that “St. Albert is a safe community to live in”?
1. Strongly disagree
 2. Somewhat disagree
 3. Neither agree nor disagree
 4. Somewhat agree
 5. Strongly agree
 - F5. (Don't know/not stated)
15. What would you say are the safety and crime issues of greatest concern to you, if any? (**Do not read. Allow multiple response if necessary**)
1. None / no safety concerns
 2. crime in general
 3. youth vandalism
 4. youth crime in general
 5. traffic safety in general
 6. speeding
 7. safety of cyclists and pedestrians
 8. drugs in the community
 9. issues related to crystal meth specifically
 10. theft/burglary
 11. Other – **please specify**
 - F5 (Don't know)

Neighbourhood Development

16. Are there issues or areas of improvement in your neighbourhood that residents could work on together to resolve or to help strengthen the neighbourhood (i.e. physical environment, amenities, atmosphere, collective neighbour relations)?
1. Yes
 2. No
 - F5. (Don't know/not stated)
- 16b. If yes, what would you like to see addressed in your neighbourhood?
1. Other - specify
 - F5. (Don't know/not stated)

17. Would the residents of your neighbourhood work together on local issues or projects that would help improve the neighbourhood?
1. Yes
 2. No
 - F5. (Don't know/not stated)
18. Would you be willing to take part in the process to resolve key neighbourhood issues or work with neighbours on a local development project?
1. Yes
 2. No
 - F5. (Don't know/not stated)
- 18A.. Overall, how would you rate your sense of belonging to your local neighbourhood, using a scale of 1 to 5 where 1 means very weak and 5 means very strong?
1. Very weak
 -
 5. Very strong
 - F5 Don't know

Property Taxes and Financial Planning

19. Do you own or rent a home in the City of St. Albert?
1. Own
 2. Rent **Go to Question 23**
 - F5. (Not stated) **Go to Question 23**
20. Property taxes in the City of St. Albert are related to the value of your property. About one-third of your property tax bill is controlled by the Province to pay for education and schools. This means that about two-thirds of your property tax bill goes to the City to fund municipal services. 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
21. What is the main reason you feel that way?
1. Other - **Specify**
 - F5. (Don't know/not stated)

22. Next, thinking about City of St. Albert services over the next five years, which of the following tax strategies do you most likely support? Would you support ...? (**Read list**)
1. an inflationary, or cost of living, tax increase to maintain the current level of services from the City
 2. a tax increase, above inflation, to enhance the level of services
 3. or, a tax decrease to reduce the level of services from the City
 4. (Depends – **Specify**)
 - F5 (Don't know)

Municipal Leadership

23. What would you say is the most important issue facing St. Albert City Council today? (**Do not read. Allow multiple response if necessary. Probe for clarification of issues.**)

1. Other – **Specify**
- F5 (Don't know)

24. To what extent do you agree or disagree with the following statement: “St. Albert City Council effectively plans for the future of the community”? Would you say you...? (**Read list**)

1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
- F5. (Don't know/not stated)

25. 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. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
- F5. (Don't know/not stated)

25a. Thinking about your personal dealings with the City of St. Albert and anything you may have read, seen or heard, please indicate if you agree or disagree with each of the following statements [READ LIST, SINGLE RESPONSE:

1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
- F5. (Don't know/not stated)

- a) The City of St. Albert is accountable to the community for leadership and good governance
- b) The City of St. Albert practices open and accountable government
- c) The City of St. Albert does the best it can with the money available
- d) The City of St. Albert always takes residents' views into consideration when making decisions that affect them
- e) The City of St. Albert works effectively with community groups to deliver various events and programs.
- f) The City of St. Albert makes informed decisions.

Top Priorities for the City of St. Albert

26. Thinking about all of the priorities that exist in the City of St. Albert today, please tell me the top 3 priorities that you feel the City of St. Albert should address over the next 12 months [DO NOT READ LIST – CHECK TOP THREE – REFER TO DETAILED BRIEFING SHEET FOR DETAILED DEFINITIONS]

1. Economic Development
2. Community Development
3. Environment
4. Governance
5. Other; specify _____
6. Don't know

City News and Promotions

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

25a. What is your most preferred method of receiving news about City Hall and City services, programs, and initiatives? **(Note: single response first, to gather primary source; then multiple responses to gather broader range of sources used)**

1. St. Albert Gazette
2. St. Albert Leader
3. Attend Council meetings
4. Watch Council meetings on TV
5. Watch webcast of Council meetings
6. City website
7. Follow the City's Twitter
8. Like the City's Facebook
9. Chamber's Digital Signs
10. 10. Program brochures
11. Conversations with others
12. Other **(please specify)**
13. Don't follow issues at City Hall
- F5. (Don't know/not stated)

25b. What other information sources do you rely on for news about City Hall and City services, programs, and initiatives? **(multiple response, as noted in comment above)**

1. St. Albert Gazette
2. St. Albert Leader
3. Attend Council meetings
4. Watch Council meetings on TV
5. Watch webcast of Council meetings
6. City website
7. Follow the City's Twitter
8. Like the City's Facebook
9. Chamber's Digital Signs
10. 10. Program brochures
11. Conversations with others
12. Other **(please specify)**
13. Don't follow issues at City Hall
- F5. (Don't know/not stated)

26. The City of St. Albert has an advertising feature called Citylights that runs in the St. Albert Gazette on Saturdays and in the St. Albert Leader on Thursdays.. How often would you say you read the Citylights advertising feature?

1. Always
2. Sometimes
3. Rarely, or
4. Never
5. (not aware of feature)

GO TO QUESTION 28
GO TO QUESTION 28

F5 (Don't know)

27. How valuable do you feel the information provided in Citylights is to you as a citizen of St. Albert?

1. Not at all valuable.
2. Not very valuable.
3. Somewhat valuable.
4. Very valuable.
- F5. (Don't know / not stated)

Respondent Profile

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

28. About how long have you lived in the City of St. Albert?

_____ **RECORD NUMBER OF YEARS**
F5. (Refused)

29. In what year were you born?

_____ **RECORD YEAR**
F5. (Refused)

30. 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)

31. 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)

32. Do you reside in a...
1. House
 2. Condo
 3. Apartment building
 4. Something else; _____
 - F5 (Not stated)
33. Into which of the following categories would you place your total household income before taxes for last year that is for 2011? Would it be above or below \$50,000? **(If below read 1-6, if above read 7-13)**
1. Less than \$20,000
 2. \$20,000 to less than \$25,000
 3. \$25,000 to less than \$30,000
 4. \$30,000 to less than \$35,000
 5. \$35,000 to less than \$40,000
 6. \$40,000 to less than \$50,000
 7. \$50,000 to less than \$75,000
 8. \$75,000 to less than \$100,000
 9. \$100,000 to less than \$125,000
 10. \$125,000 to less than \$150,000
 11. \$150,000 to less than \$175,000
 12. \$175,000 to less than \$200,000
 13. \$200,000 or more
 - F5 (Not stated)
34. What is your current employment status? **(Read list)**
1. Working full time, including self-employment
 2. Working part time, including self-employment
 3. Homemaker
 4. Student
 5. Not employed
 6. Retired
 - F5 (Not stated)
35. And finally, do you work **for** the City of St. Albert?
1. Yes
 2. No
 - 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.