



2019 Community Engagement Survey

Presentation of Results
January 13, 2020

Yardstick RESEARCH Research



Study Background

Yardstick Research conducted the 2019 Community Engagement Survey for the City of St. Albert. The objective of the survey is to provide the City of St. Albert with insights into the perceptions and opinions of residents across a number of subjects, including:

- Overall quality of life in the City of St. Albert;
- Safety issues;
- Overall satisfaction with City services, facilities, and programs;
- Service expectations;
- Property taxes and financial planning;
- Municipal leadership; and
- Top priorities for the City of St. Albert.

Research Methodology

Surveys were conducted from November 14 to December 11, 2019:

General Population Survey (n=453)

Telephone interviews and web-based surveys through targeted social media ads were conducted, with established age and gender quotas to ensure proper demographic representation of the City of St. Albert.

The general population survey results alone give a margin of error no greater than $\pm 4.6\%$ at the 95% confidence level (or 19 times out of 20)

Mail-to-Web Survey (n=603)

Letters were mailed to 5,000 randomly-selected households in St. Albert, which included the URL to access the survey.

Public Web-Based Survey (n=283)

An open web link was created by Yardstick Research; the City promoted the link on the City website and in the local newspaper to provide all residents the opportunity to complete the survey.

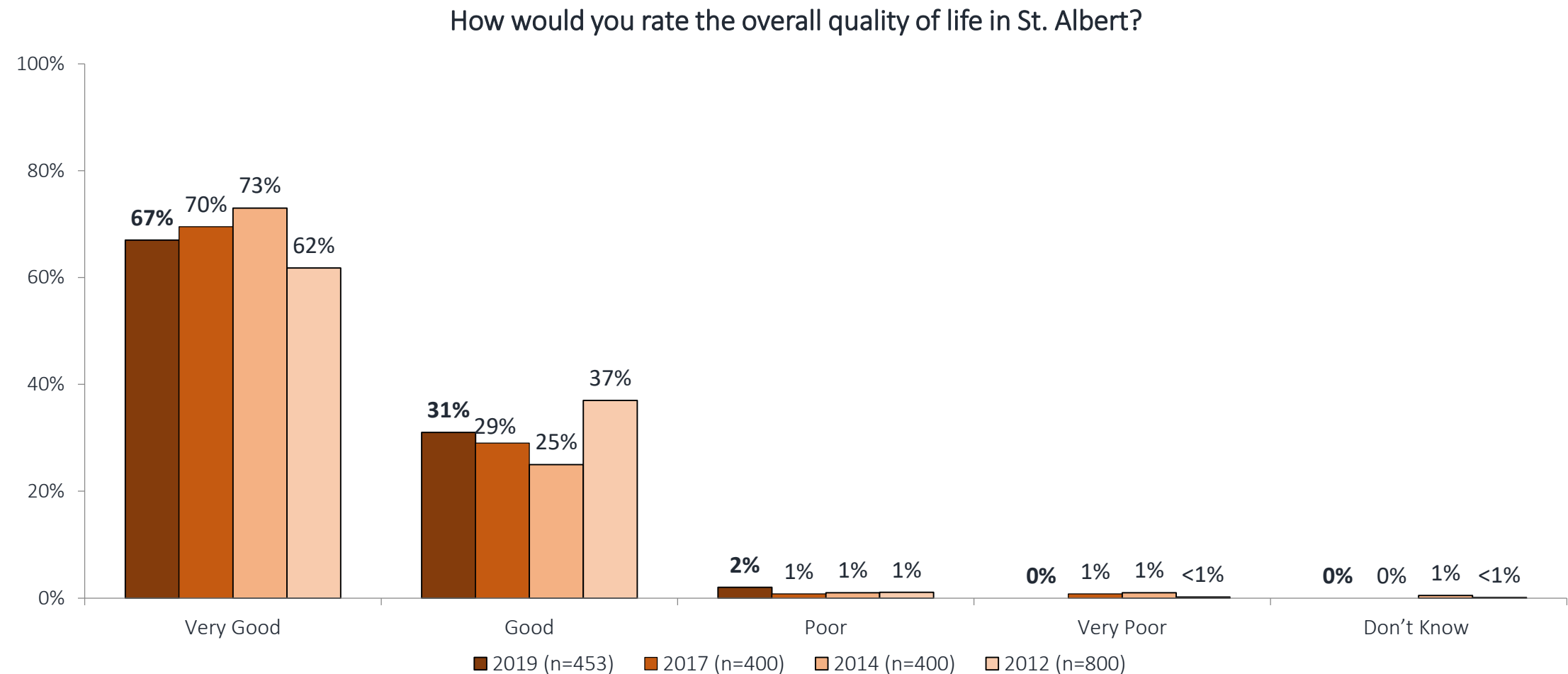
This presentation documents the results of the **General Population survey (n=453)**. Comparisons to previous results have been shown where applicable.

Municipal Comparison

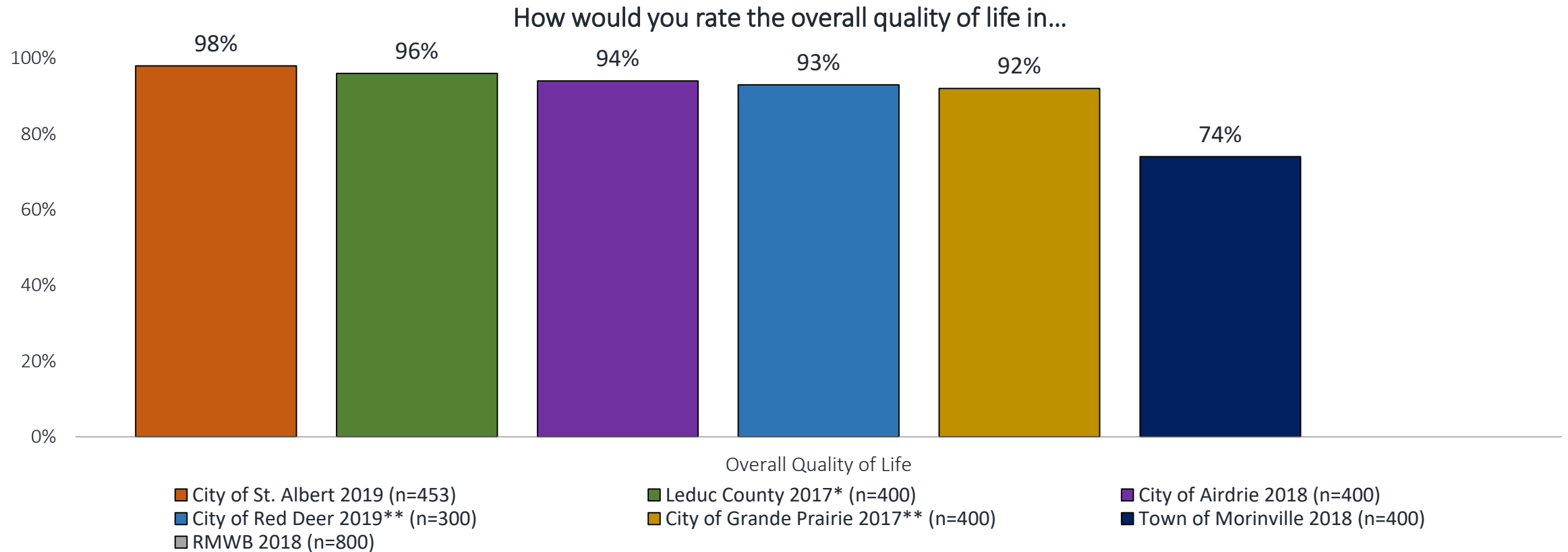
- Yardstick Research was asked to compare the City of St. Albert against other municipalities in Alberta that have conducted similar resident surveys.
- In the instances where Yardstick Research did not conduct the research (i.e., City of Red Deer and City of Grande Prairie, conducted by Ipsos), efforts were made to secure the most recent survey findings based on publicly available data.
- All comparative findings presented are intended to provide some context for the City of St. Albert when considering the findings from their own Community Engagement Survey.
- The following sections were compared:
 - Overall quality of life
 - Community Safety
 - Overall satisfaction with services
 - Perceived value for tax dollars

Participating Municipalities			
Municipality	Survey Year	Sample Size	Margin of Error (95% confidence level)
City of St. Albert	2019	n=453	±4.6%
City of Airdrie	2018	n=400	±4.9%
Town of Morinville	2018	n=400	±4.8%
City of Red Deer	2019	n=300	±5.7%
City of Grande Prairie	2017	n=400	±4.9%
City of Leduc	2017	n=400	±4.8%
Regional Municipality of Wood Buffalo	2018	n=800	±3.5%

Overall Quality of Life



Overall Quality of Life – Municipal Comparison



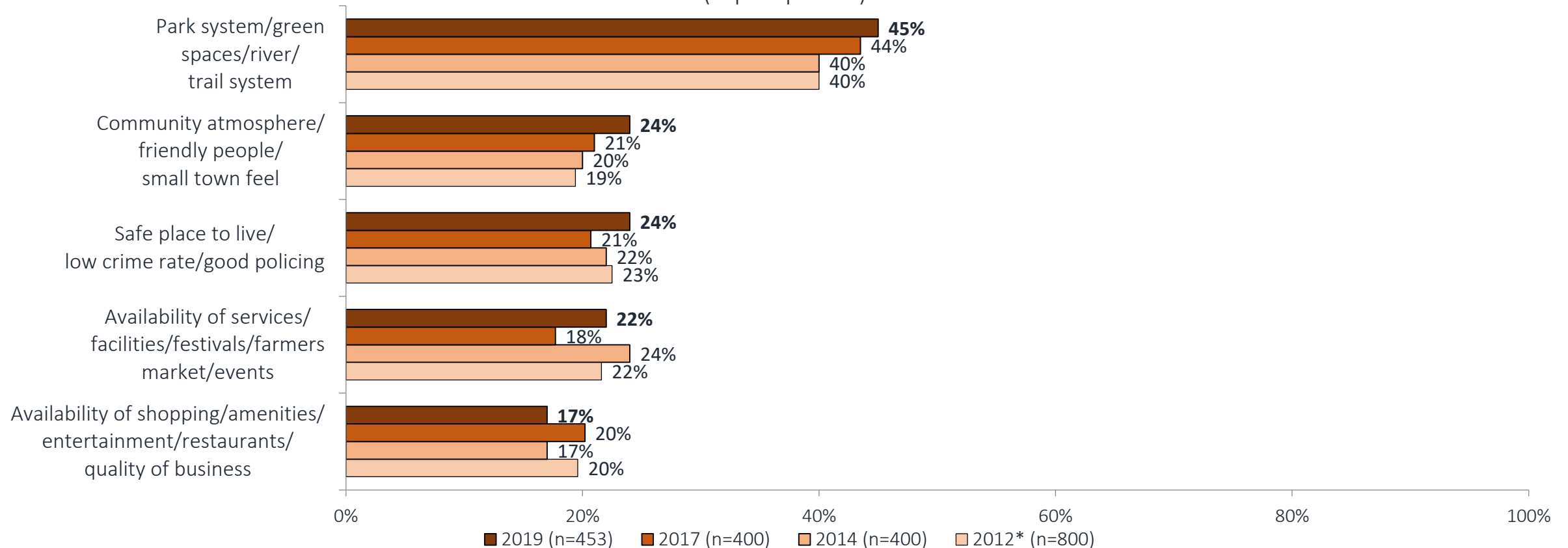
Unless otherwise stated, numbers are demonstrated as percentage of respondents who provided ratings 4 or 5 on a 5-point number-anchored scale.

*Word anchored: excellent, very good, good

**Word anchored: very good, good

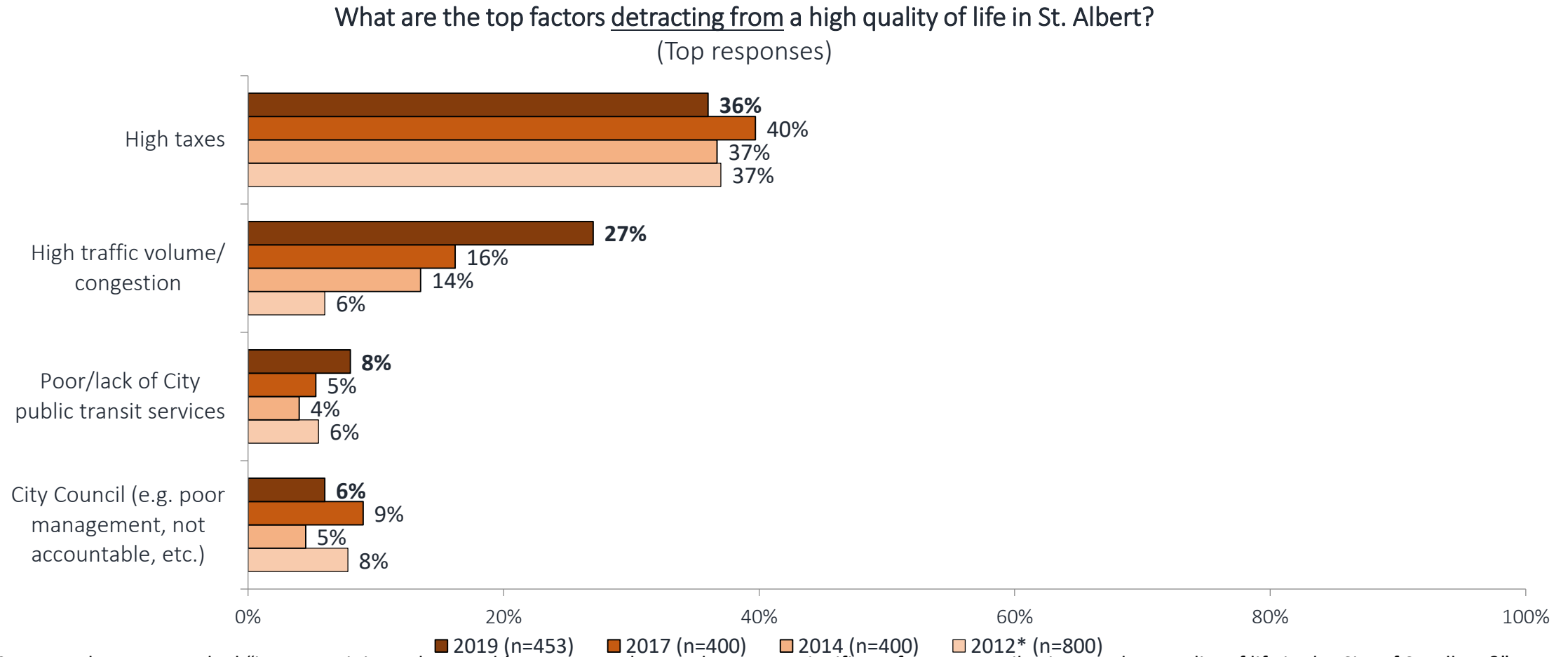
Factors Contributing to a High Quality of Life

What are the top factors contributing to a high quality of life in St. Albert?
(Top responses)



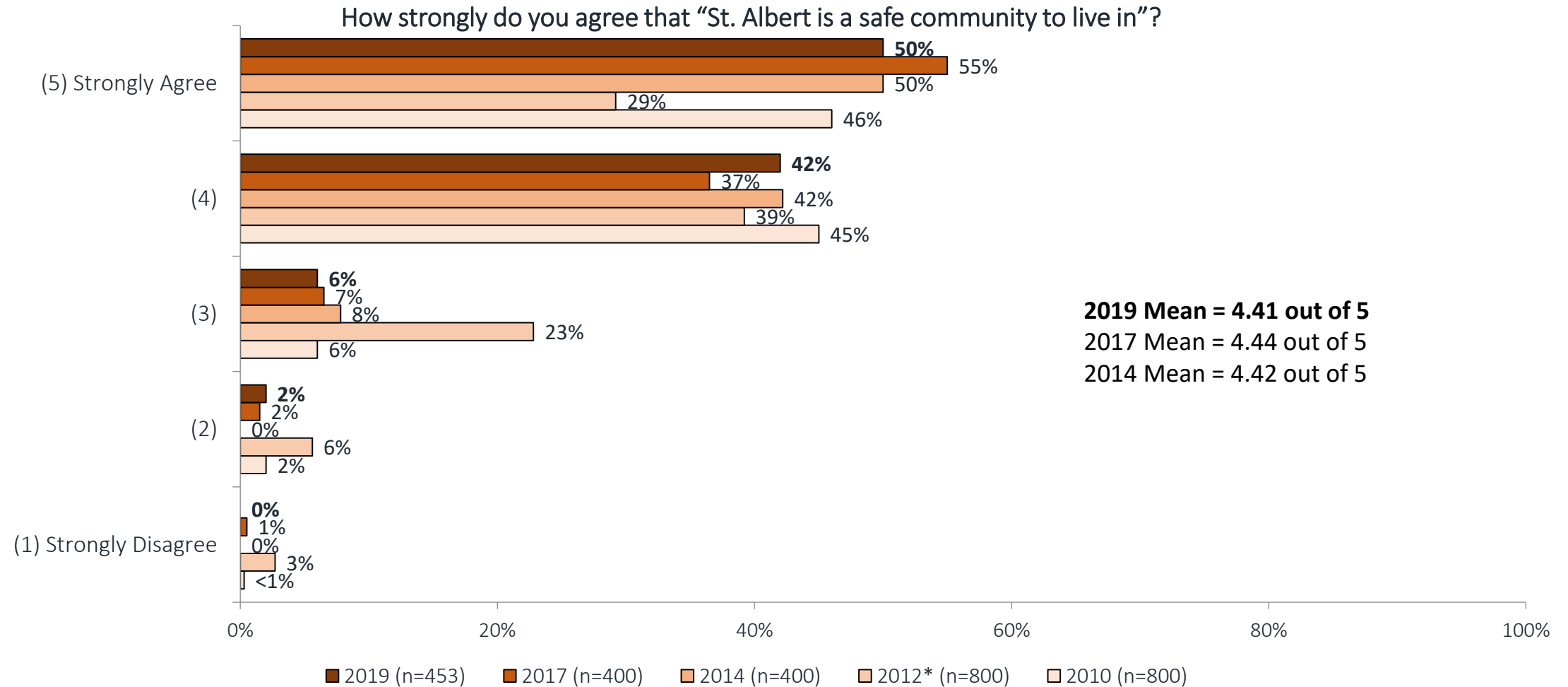
*In 2012, respondents were asked “in your opinion, what would you say are the top three most significant factors contributing to a high quality of life in the City of St. Albert?”

Factors Detracting From a High Quality of Life

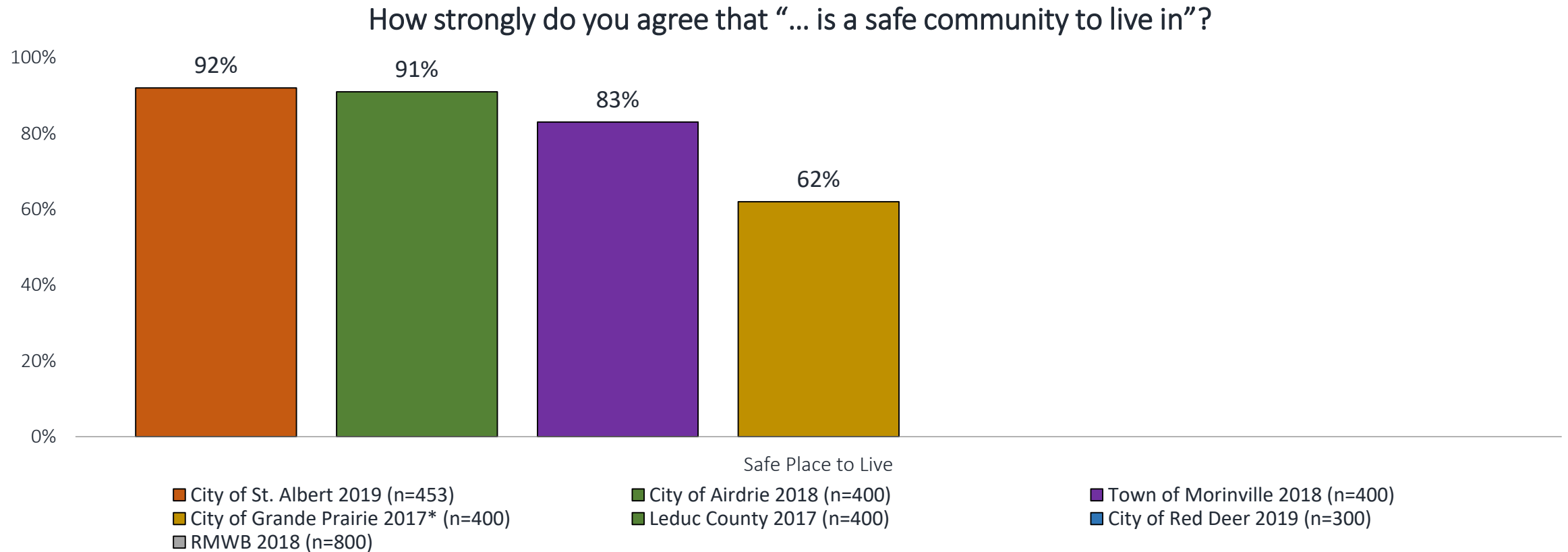


*In 2012, respondents were asked “in your opinion, what would you say are the top three most significant factors contributing to a low quality of life in the City of St. Albert?”

Community Safety



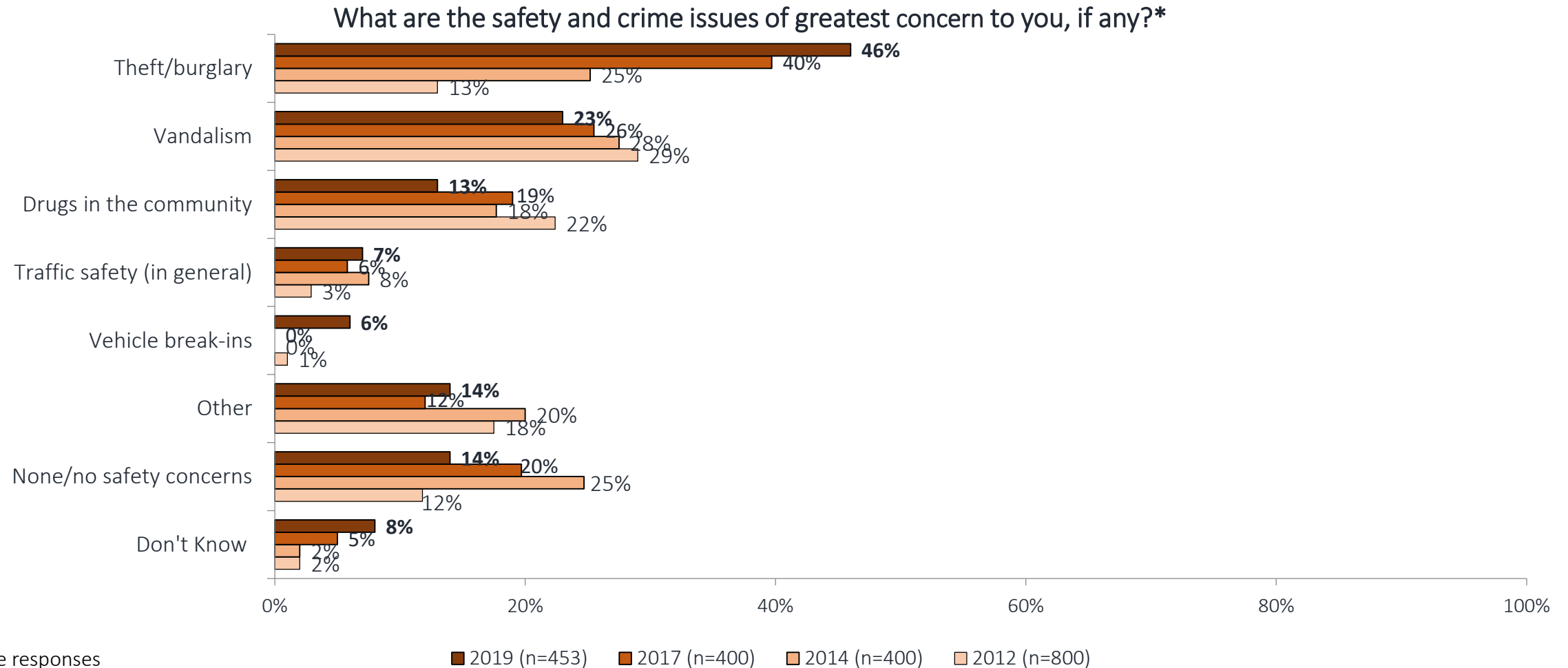
Community Safety – Municipal Comparison



Unless otherwise stated, numbers are demonstrated as percentage of respondents who provided ratings 4 or 5 on a 5-point number-anchored scale.

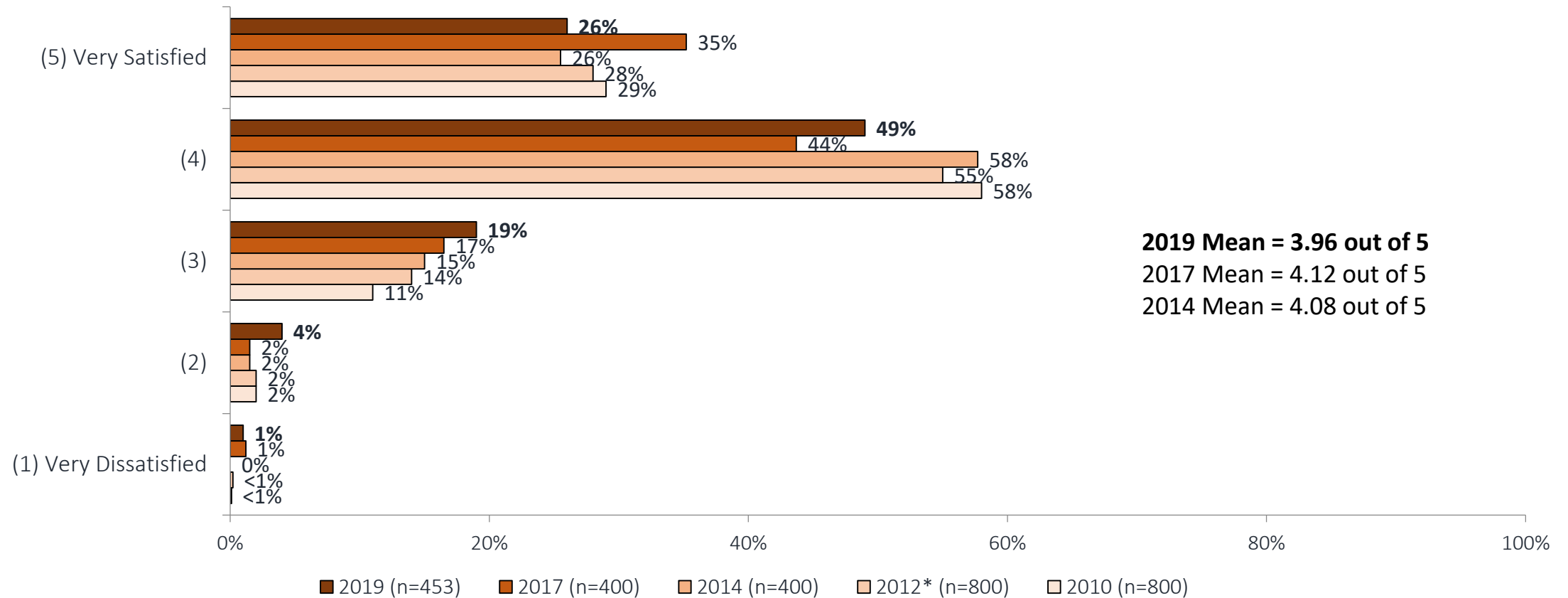
*Word anchored: strongly, somewhat (“Grande Prairie is a place where residents feel safe and secure”)

Safety and Crime Issues/Concerns



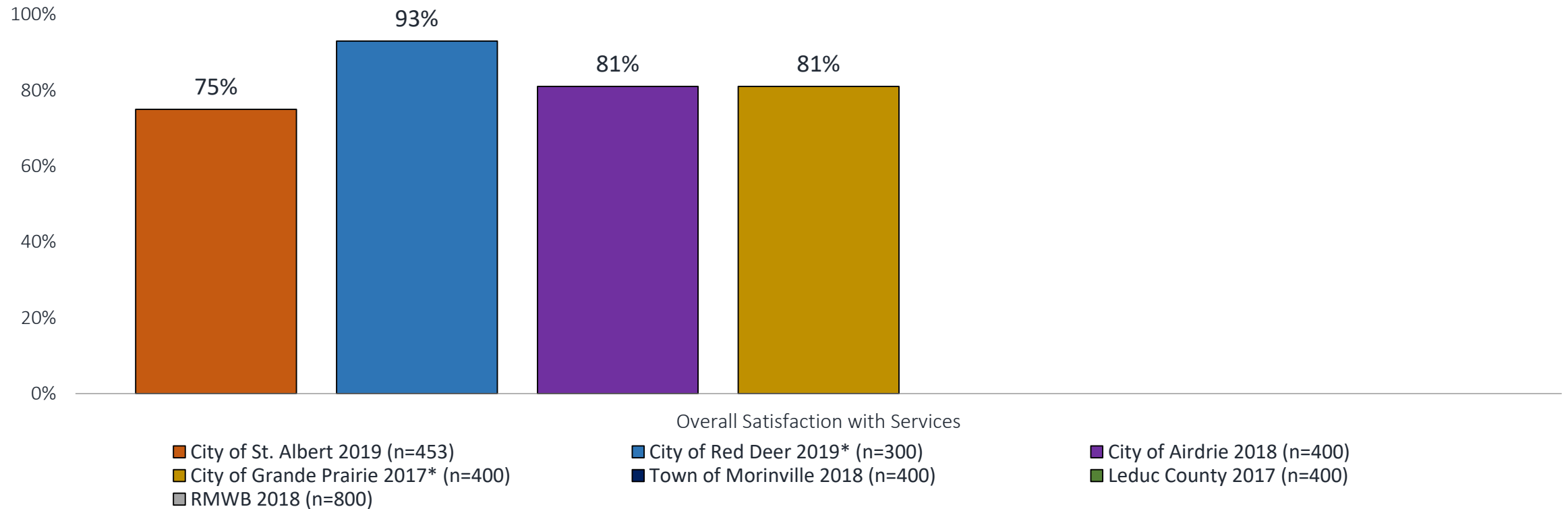
Overall Satisfaction With Services, Facilities, and Programs

Taking into consideration all City of St. Albert services, facilities and programs, overall, how satisfied are you with the programs and services provided by the City of St. Albert to residents?



Overall Satisfaction With Services, Facilities, and Programs – Municipal Comparison

Overall, how satisfied are you with the programs and services provided by ... to residents?

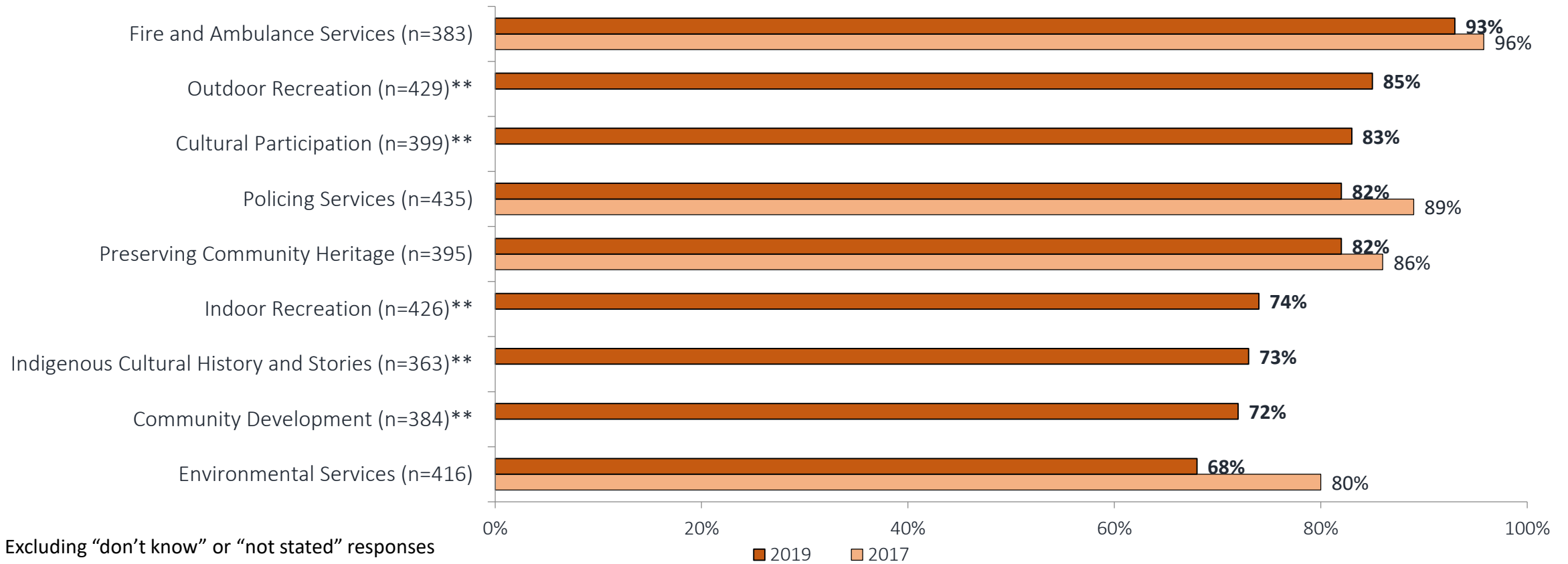


Unless otherwise stated, numbers are demonstrated as percentage of respondents who provided ratings 4 or 5 on a 5-point number-anchored scale.

*Word anchored: very, somewhat.

Service Expectations

Percent of Respondents who Reported that Each Service Met Their Expectations*

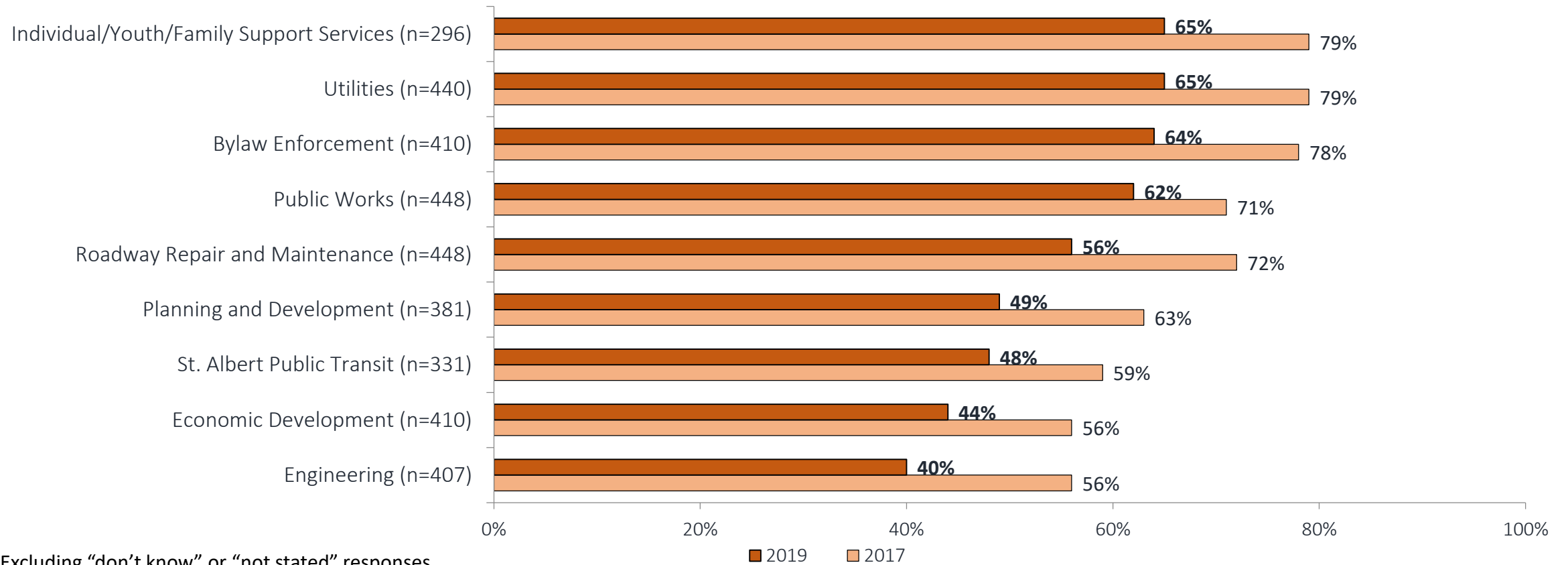


*Base: Excluding “don’t know” or “not stated” responses

**New in 2019

Service Expectations (continued)

Percent of Respondents who Reported that Each Service Met Their Expectations*



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

Service Expectations: Suggestions for Improvement

Planning and Development (n=194)

The top reason that Planning and Development did not fully meet expectations was the lack of/poor planning and development services, in general (14%).

St. Albert Public Transit (n=129)

The top reason that St. Albert Public Transit did not fully meet expectations was that transit service is limited/infrequent/poor bus scheduling/not enough buses (54%).

Economic Development (n=231)

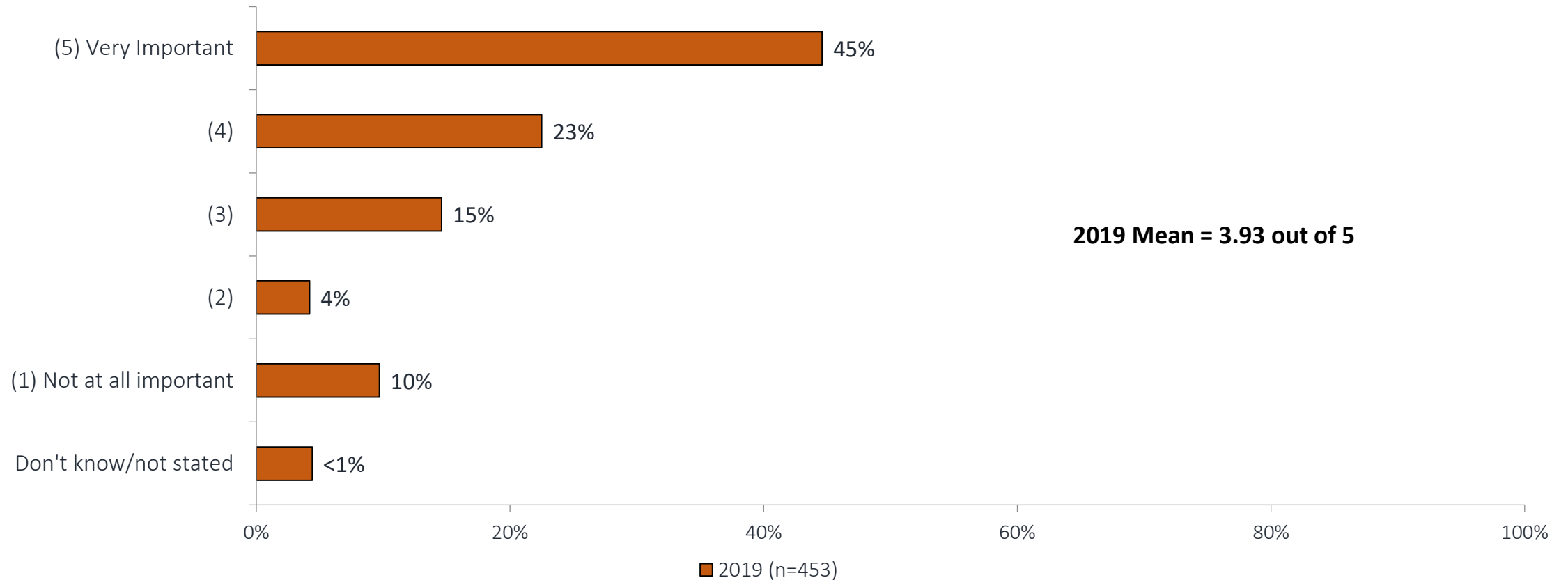
The top reason that Economic Development did not fully meet expectations was the lack of business attraction/City is not doing enough to attract businesses (18%).

Engineering (n=247)

The top reason that Engineering did not fully meet expectations was the high traffic volume/congestion/poor traffic management/control (27%).

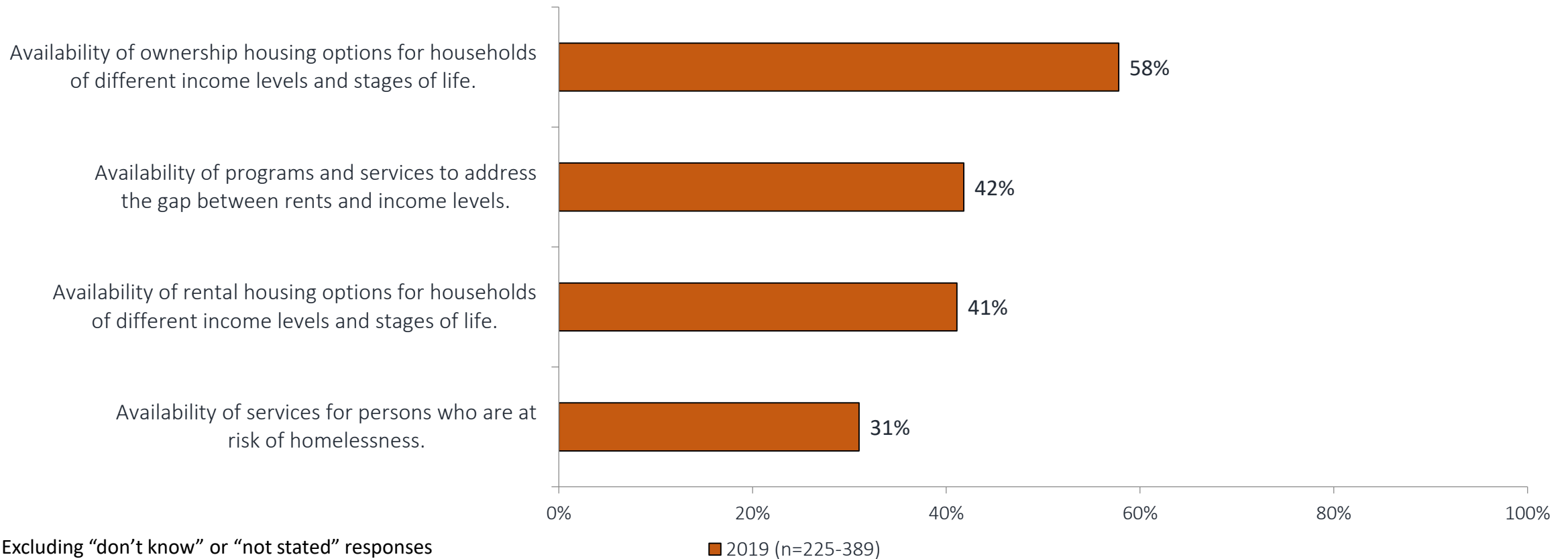
Specific Services – Housing Options

How important is it to you that the City has a range of housing options and services to address the gap between rents, housing prices, and income levels?



Specific Services – Housing Options

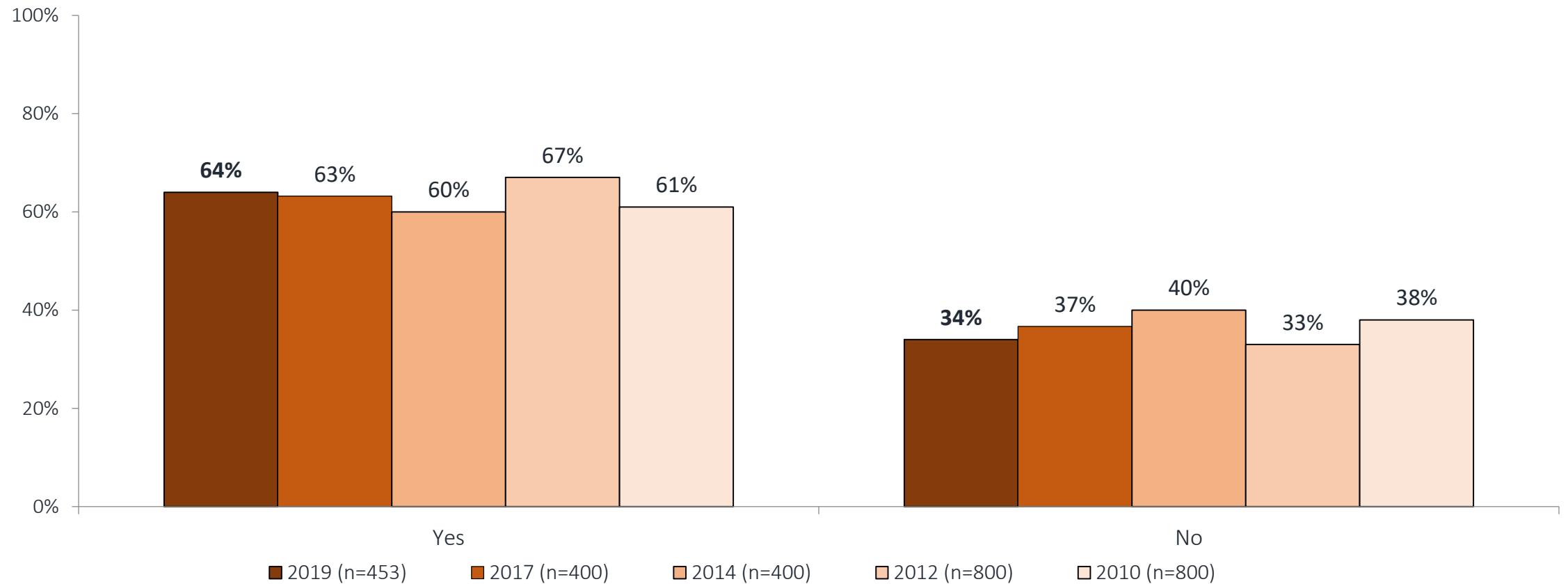
To what degree do the following meet your expectations for housing options in St. Albert?



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

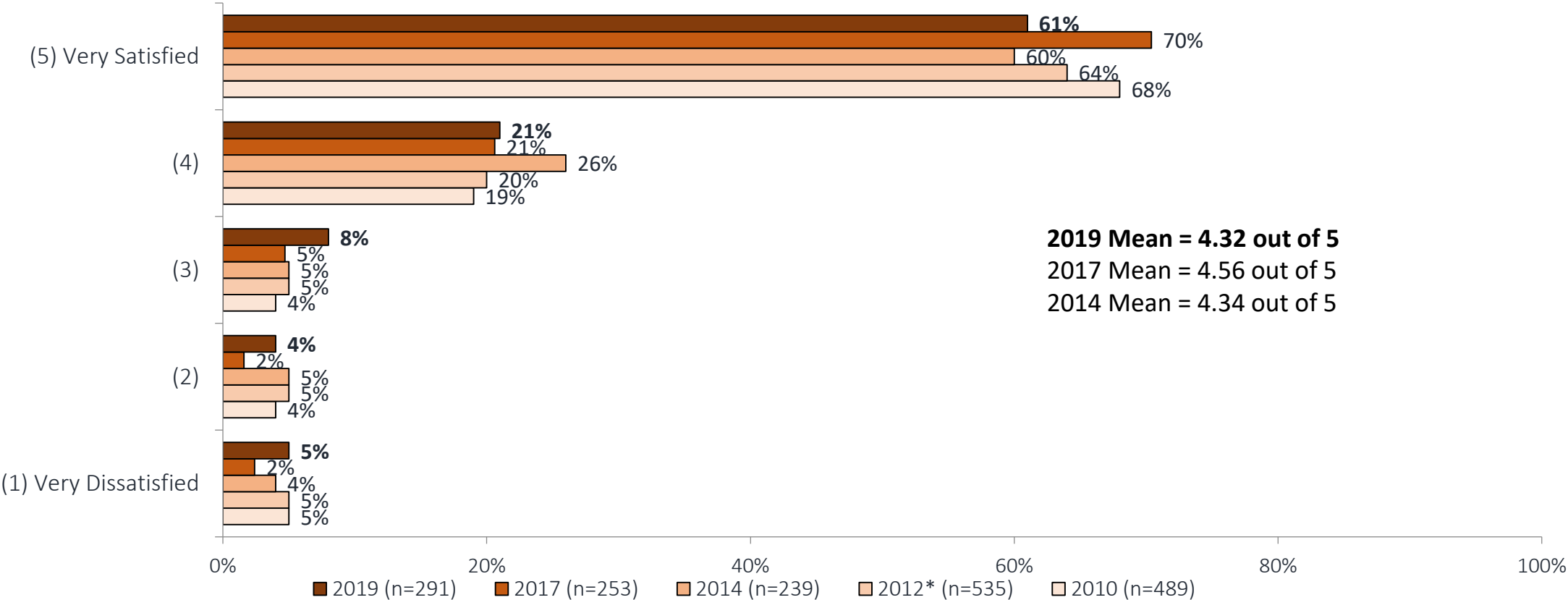
Contact With City Employees

In the past 12 months, have you been in contact with any City of St. Albert employees?



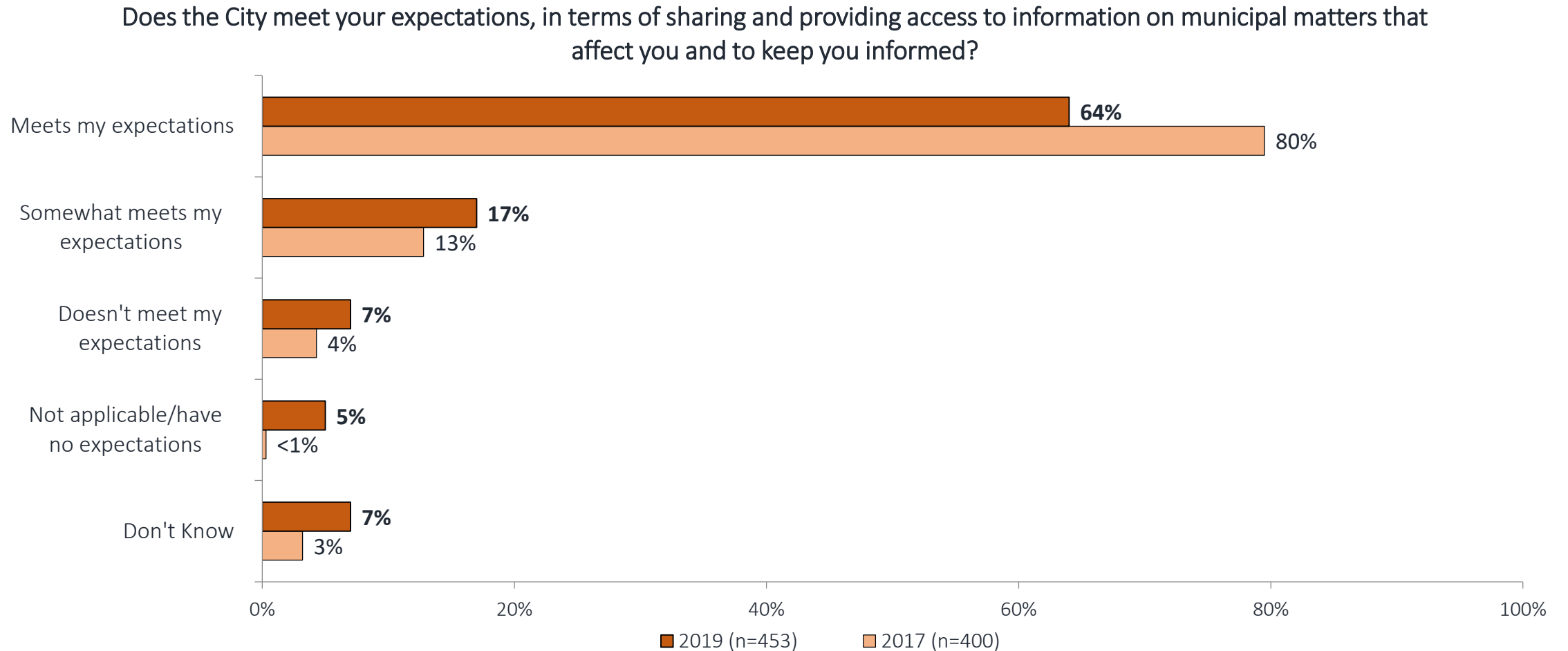
Overall Satisfaction with Customer Service

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



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

Access to Information on Municipal Matters



Access to Information Suggestions

Respondents who indicated that the methods the City uses to share information did not meet or somewhat met their expectations (n=109) were asked what other methods the City could use to share information. Other methods mentioned included:

- Mail/mailouts– 21%;

- Newspaper – 16%;

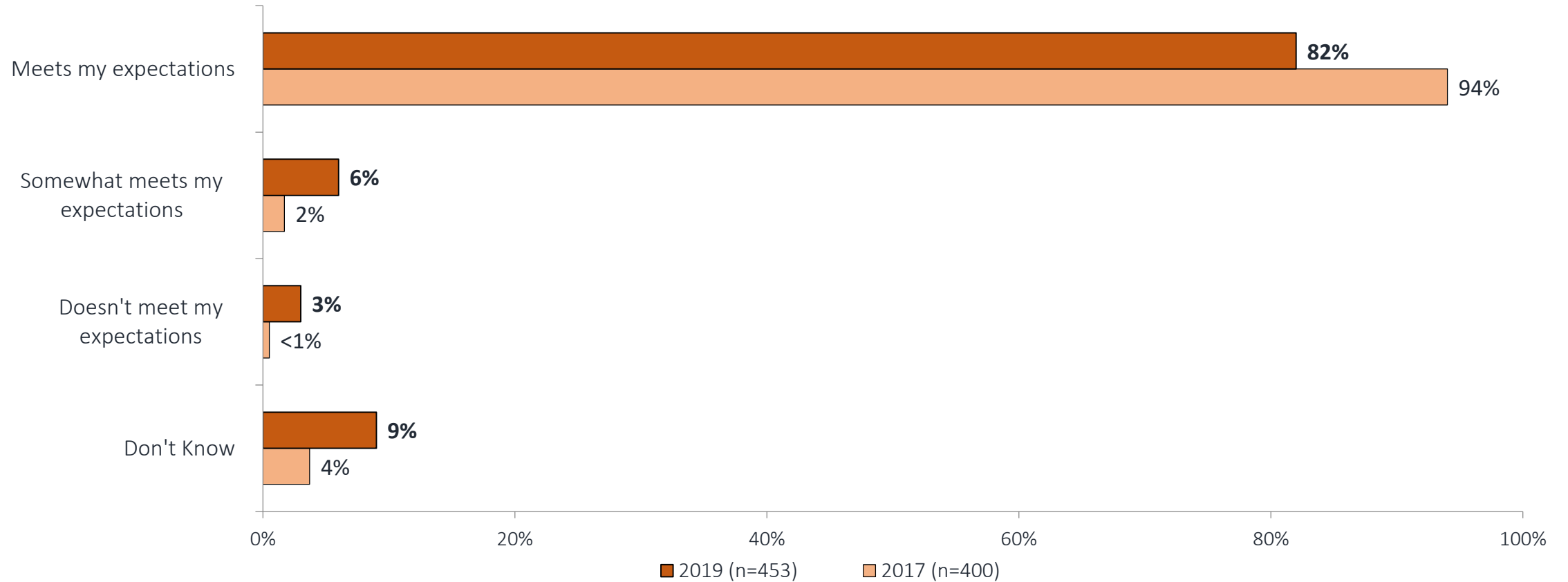
- Emails – 10%;

- St. Albert website – 9%; and

- Social Media (e.g., Facebook, Twitter) – 7%.

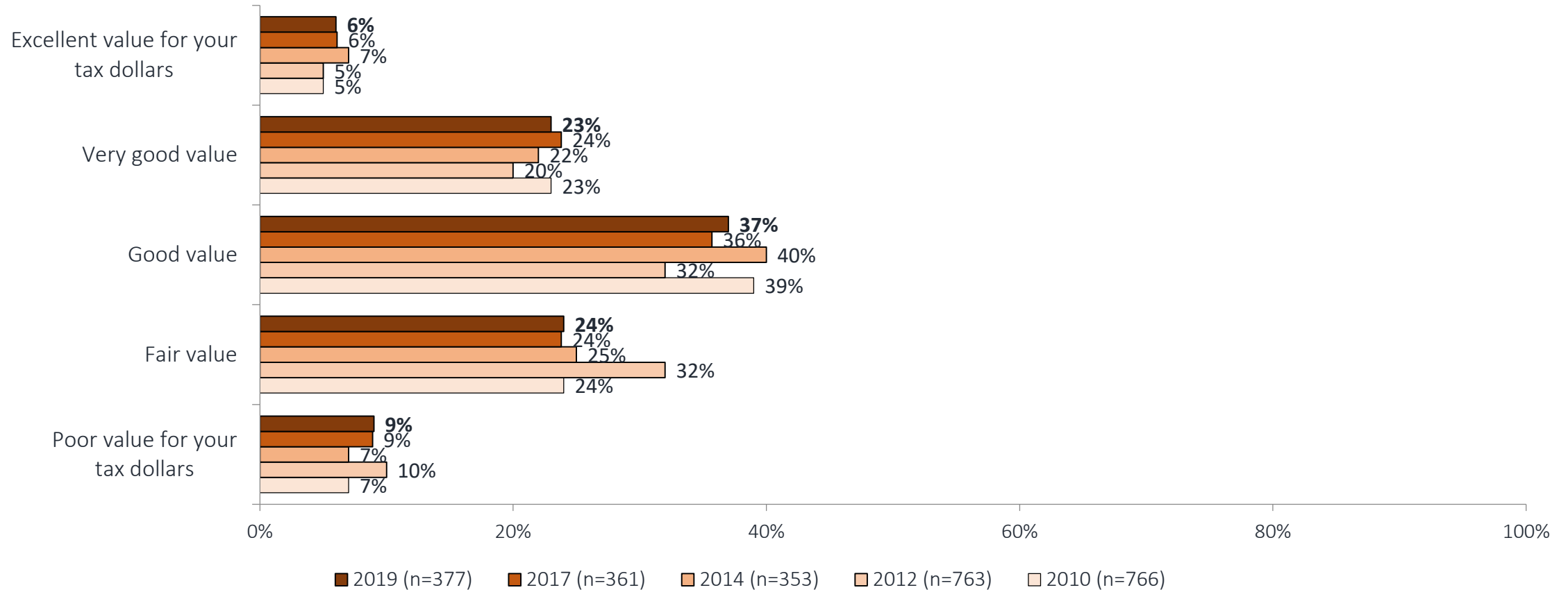
In-Person Services Expectations

The City currently offers in person services at City Hall and at some recreational facilities, as well as online and over the phone. Do current methods to conduct these types of activities with the City meet your expectations?



Perceived Value for Tax Dollars

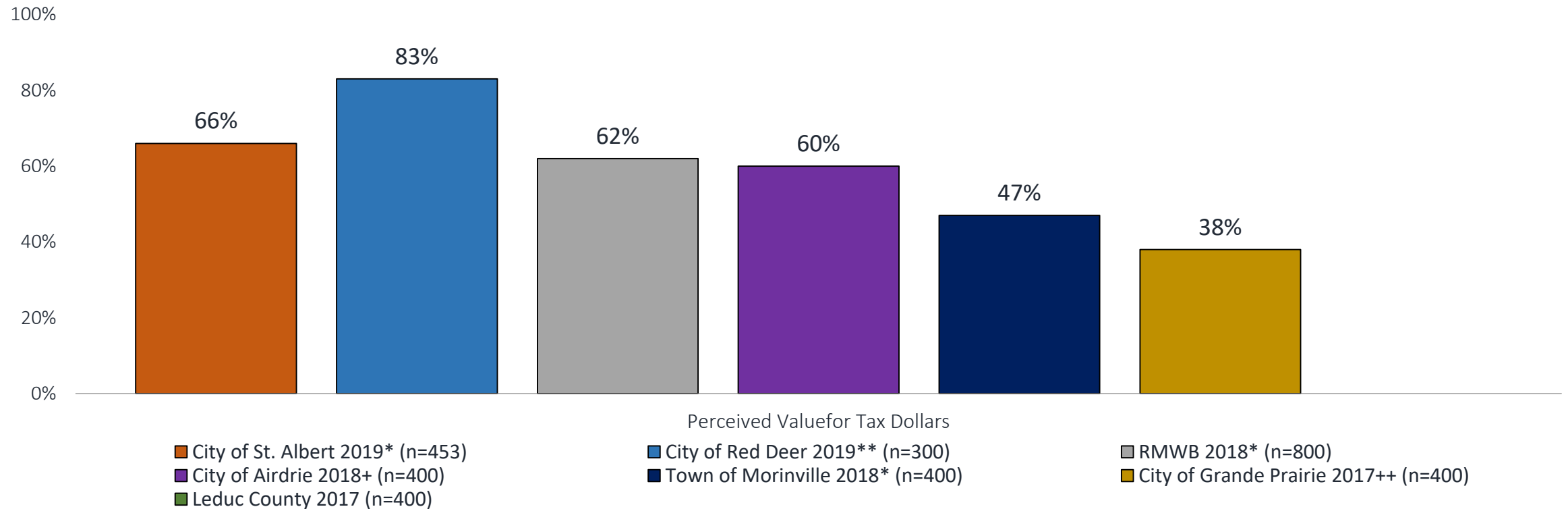
Thinking about the amount of your tax bill that pays for City services, would you say you receive...?



Base: Homeowners

Perceived Value for Tax Dollars – Municipal Comparison

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



*Percentage of respondents who provided ratings “excellent value”, “very good value” or “good value” on a word-anchored scale.

**Word anchored: very, somewhat.

++Number-anchored scale: ratings 7 to 10 on a scale for 1 to 10

+Word anchored: very good, good

Perceived Value for Tax Dollars

What is the main reason you feel that way?

(Respondents who felt they receive **good/very good/excellent** value for their tax dollars)

Satisfied with/good services
provided (general)
(30%)

Taxes are high/continue to
rise* (12%)

Good snow removal services
(9%)

Good road
maintenance/repairs/
upgrades
(7%)

Overspending/wasting
money/lack of fiscal
responsibility*
(6%)

n=247

*Despite indicating they receive **good/very good/excellent** value for their tax dollars.

Perceived Value for Tax Dollars

What is the main reason you feel that way?
(Respondents who felt they receive **poor/fair** value for their tax dollars)

Overspending/wasting
money/lack of fiscal
responsibility
(25%)

Taxes are high/continue to rise
(24%)

Taxes are high compared to
other cities/communities with
the same facilities/services
(12%)

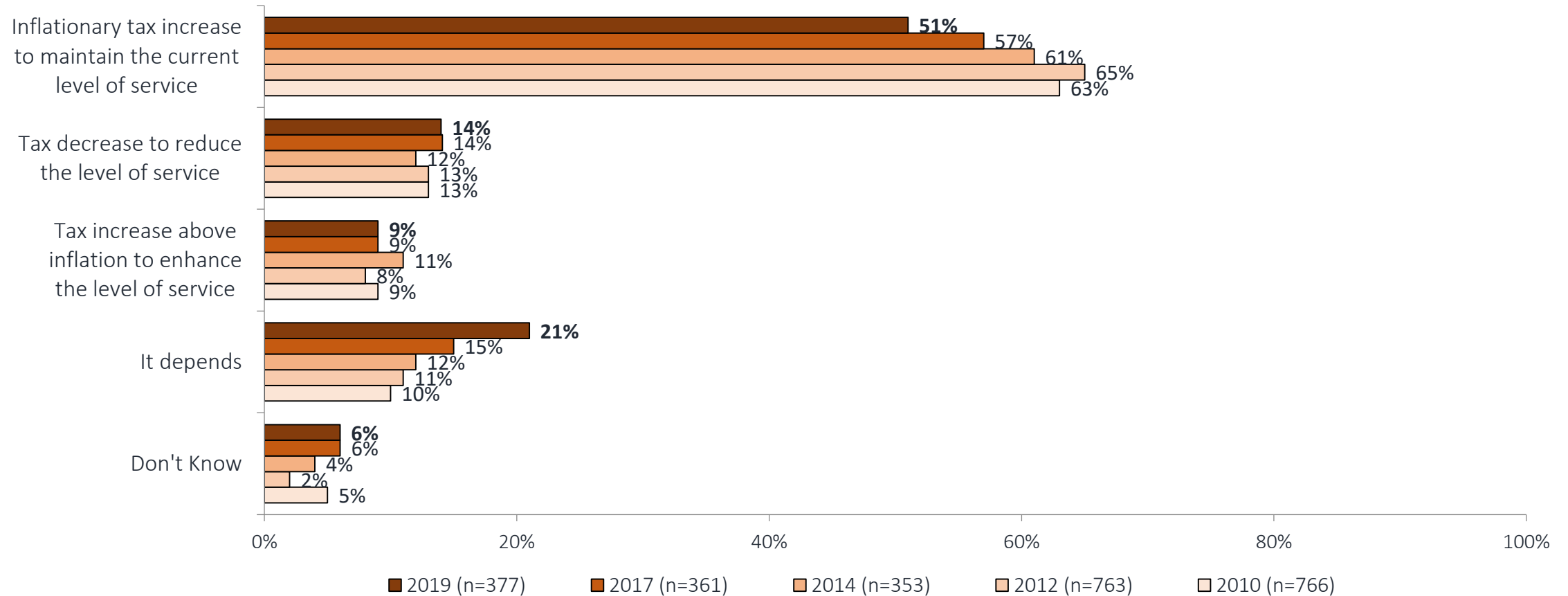
Taxes are high in comparison
to services received/not good
value
(9%)

Lack of/poor snow removal
services
(7%)

n=127

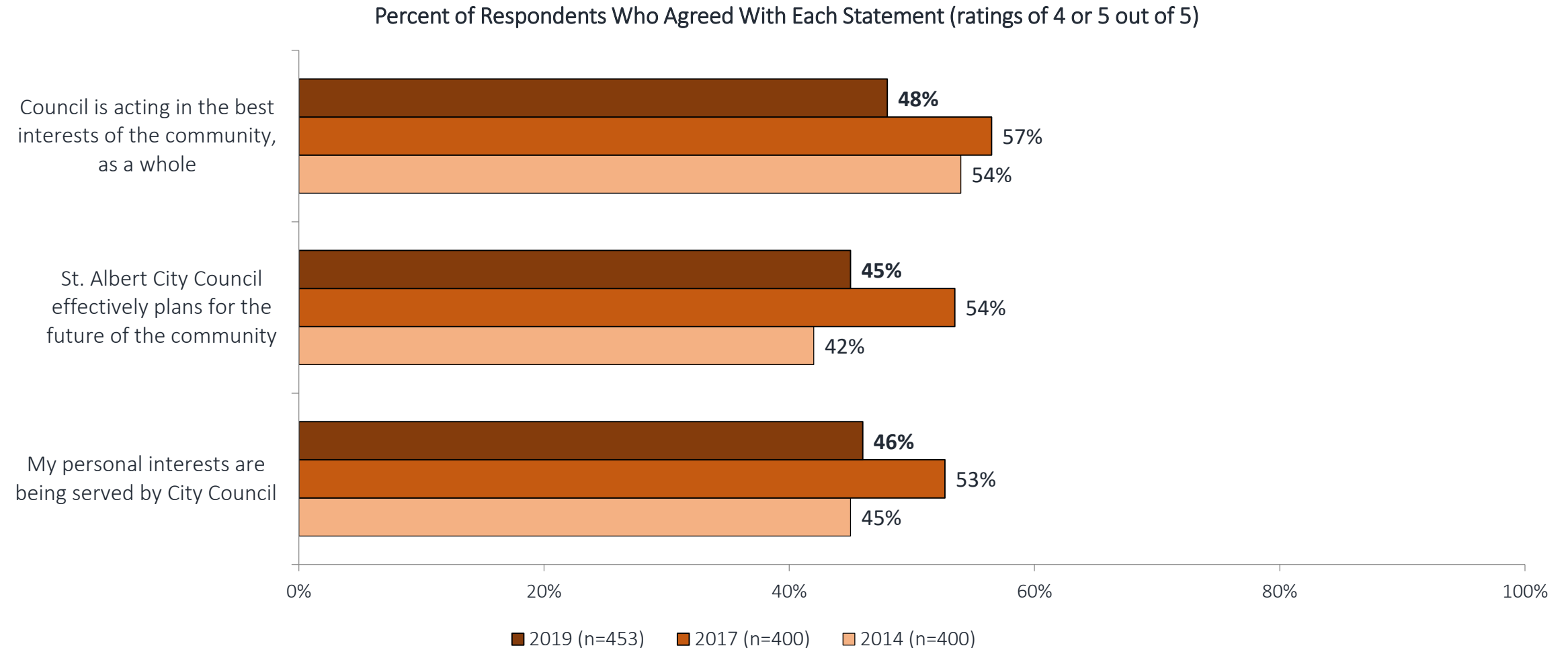
Support for Tax Strategies

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

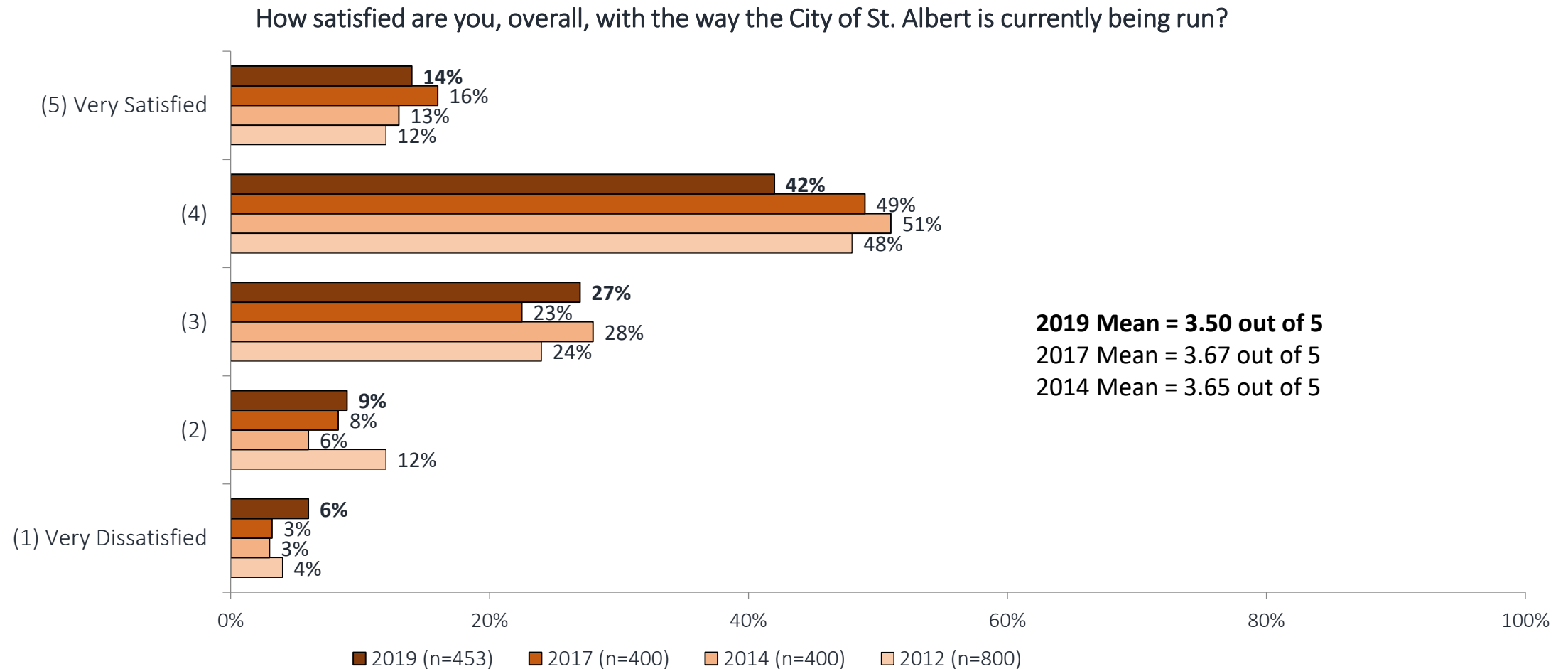


*Base: Homeowners

Municipal Leadership



Overall Satisfaction With Municipal Leadership



Top Priorities for the City

What do you think should be the top priorities for City Council?

Budget/fiscal responsibility (20%)

Reducing taxes (20%)

More roads/improved road/infrastructure system (17%)

Improving traffic flow/congestion (11%)

n=453

Conclusions

Overall, quality of life in the City is exceptionally high; the factors most often reported contributing to a high quality of life are in line with the City's Vision and Pillars of Sustainability.

St. Albert is perceived to be a safe community, as further demonstrated by the high proportion of residents who feel their expectations are being met with regards to *Fire and Ambulance* and *Policing* services.

The number of respondents, who said that their expectations of the services provided by the City of St. Albert were met, decreased for the majority of services. Exceptions are *Fire and Ambulance Services*, *Policing Services* and *Preserving Community Heritage*, which remained at a comparable level to the previous survey. With respondents' biggest concerns being *Economic Development* and *Engineering*, planning behind these systems should be cognizant of this so efforts can be made to improve resident satisfaction.

The perception on *housing options and services* (new to the 2019 survey), for those in need, reveals that residents perceive that there is a need for more affordable housing options, for an increased number of rental options and for more services and programs that serve those in need.

Customer service continues to be highly rated, with more than 9 in 10 respondents satisfied with their experiences with City employees.

Respondent Demographics

Gender	
Woman/Girl	52
Man/Boy	48
Trans Woman – Male to Female (MtF)	0
Trans Man – Female to Male (FtM)	<1%
Non-binary	<1%
Two-spirit	0
Another gender not listed above	0
Prefer not to say	0
Age	
18 to 24	11
25 to 34	6
35 to 44	11
45 to 54	16
55 to 64	36
65 and older	20
Mean	52.36 years of age

Questions?

Thank you!