CITY OF EDMONTON

2008 Citizen Budget Survey

Final Report

July 31, 2008

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SUMMARY OF FINDINGS

Banister Research & Consulting Inc. conducted a telephone survey of 800 City of Edmonton residents regarding services provided by the City and the City budget. In addition, an online survey and hard-copy self complete surveys were conducted with 240 respondents. This survey not only provides a measurement of satisfaction but also the perceptions of the quality of service provided by the City of Edmonton. Key findings of the 2008 Citizen Budget Survey were:

Quality of Life

The vast majority of respondents assessed the quality of life in the City of Edmonton positively, as 89% stated that the quality of life in Edmonton was good, very good or excellent, consistent with the 89% reported in 2007[1]. The most frequently stated reasons for a positive quality of life rating were the City's parks and green spaces including the river valley, good employment opportunities, the strong arts and culture opportunities and the good entertainment, including night life, restaurants or malls. These factors have consistently been attributed to a high quality of life in Edmonton. Respondents to the *online or hard-copy* surveys provided similar responses, with the City's parks and green spaces, including the river valley, the strong arts and culture facilities, including museums and festivals and good employment opportunities being the most frequently mentioned factors contributing to a high quality of life in Edmonton.

As in previous surveys, issues related to crime and road conditions including a lack of snow removal and pothole repair were most frequently articulated by respondents as contributing to a low quality of life in the City. *Online or hard-copy* respondents also commented on issues related to crime, however, a greater proportion of these respondents felt that transit issues including a perceived lack of LRT services contributed to a low quality of life.

[1] Although resident surveys were conducted in 2005 and 2006, the methodology and instrument used in the 2007 and 2008 survey is most statistically comparable to that of 2003.

Satisfaction with City of Edmonton Services

Overall satisfaction with City of Edmonton services continues to be high with the majority (73%) of respondents being either 'very' or 'somewhat' satisfied (15% and 58%, respectively). While citizens continue to report a positive satisfaction rating (either very or somewhat satisfied), respondents this year were less likely to state that they were very satisfied with City services (15% versus 23% in 2007) and significantly[2] more likely to provide a somewhat satisfied rating (58% versus 53% in 2007). Overall satisfaction decreased by 3% in 2008 (73%) when compared to 76% in 2007. *Online or hard-copy* respondents were significantly less likely to be satisfied overall with services provided by the City of Edmonton when compared to telephone respondents (63% were satisfied overall versus 73% of telephone respondents).

Comparable to previous survey years respondents were asked to rate their satisfaction with 19 specific City of Edmonton services, of which three were related to protective services, ten were categorized as infrastructure or hard services and ten were related to community or people services.

In terms of those services categorized as **protective services** the following results were reported:

- Over two-thirds (69%) of respondents indicated that they were either very or somewhat satisfied with the City of Edmonton police services (25% said very satisfied and 43% said somewhat satisfied). Overall satisfaction with police services decreased by 5% in 2008 (69% versus 74% in 2007). Compared to those that completed the survey via telephone, *online or hard-copy* respondents were significantly less likely to be satisfied overall with police services (46% versus 69% of telephone respondents).
- More than eighty percent of respondents (82%) indicated they were satisfied overall with fire rescue services, with 44% stating they were "very satisfied" and 38% being 'somewhat satisfied'. Overall satisfaction remained identical between 2007 and 2008 (82%). Compared to telephone respondents, significantly less *online or self-compete respondents* were satisfied overall with fire rescue services in 2008 (64% versus 82% of telephone respondents).
- Seventy-five percent (75%) of respondents reported that they were very or somewhat satisfied with City of Edmonton emergency medical services such as ambulance and rescue paramedics (35% very satisfied and 40% somewhat satisfied, respectively). Overall satisfaction remains comparable between 2007 and 2008 in regards to fire rescue services (75% versus 78% in 2007). Similar to the other protective services

[2] The word "significantly" or "significant" refers strictly to statistical significance, and is not to be interpreted as an indicator of order or magnitude. Where the sample size of respondents was 800 (the majority of this survey), any change greater than ±3.5% is considered statistically significant, and preceded by the words "significant" or "significantly".

measured, significantly less *online or self-complete* respondents were satisfied overall with emergency medical services compared to those that completed the survey over the telephone (56% versus 75% of telephone respondents).

The following summarizes the results of the ten services investigated that relate to **infrastructure services**:

- Similar to results reported in previous survey years, the vast majority of respondents in 2008 (86%) were very or somewhat satisfied with City of Edmonton parks and green spaces including the river valley and parks (51% and 35%, respectively). The percentage of respondents that provided a 'very satisfied' rating declined by 14% this year (51% versus 65% in 2007), resulting in a slight decrease (4%) in respondents that were satisfied overall in 2008 (86% versus 90% in 2007). Overall satisfaction ratings provided by *online or hard-copy* respondents were similar to those reported by telephone respondents (83% versus 86% of telephone respondents).
- With respect to garbage and recycling collection services, 86% of respondents reported that they were either very (44%) or somewhat (42%) satisfied with the service. Overall satisfaction with this service remained comparable to the previous survey year (86% versus 86% in 2007). *Online or hard-copy* respondents were significantly less likely to be satisfied overall with the City's garbage and recycling collection services compared to respondents that completed the survey over the telephone (77% versus 86% of telephone respondents).
- Compared to 2007, satisfaction with winter road maintenance significantly increased (44% versus 36% in 2007), as 11% of respondents reported that they were very satisfied with this service area, while 34% were somewhat satisfied. *Online or hard-copy* respondents were significantly less likely to be satisfied overall with winter road maintenance in Edmonton compared to telephone respondents (38% versus 44% of telephone respondents).
- Thirty-seven percent (37%) of respondents remarked that they were generally satisfied with the City's summer road maintenance (7% said very and 30% said somewhat satisfied). In 2008, overall satisfaction ratings remained consistent to those observed in 2007 (37% versus 36% in 2007). *Online or hard-copy* respondents were significantly less likely to be satisfied overall with summer road maintenance compared to telephone respondents (32% versus 37% of telephone respondents).
- Twenty-two percent (22%) of respondents reported that they were satisfied overall with the rush hour traffic flow, as 3% were very satisfied and 20% were somewhat satisfied[3]. Again, in 2008 respondents were more likely to report being dissatisfied with the rush hour traffic, as 44% said they were dissatisfied to some degree with the service provided. Comparable results were observed in 2007. Similar to telephone respondents, *online or hard-copy* respondents were generally dissatisfied overall with this aspect of Edmonton (56% dissatisfied).
- In terms of respondent satisfaction with sewer services including land drainage, 62% of respondents stated that they were either very (19%) or somewhat (43%) satisfied with the services provided. In 2008, there was a decrease (4%) in overall satisfaction compared to 2007 (62% versus 66% in 2007). *Online or hard-copy* respondents were

[3] Percentages do not add to total due to rounding

significantly less likely to be satisfied overall with the City's sewer services when compared to telephone respondents (50% versus 62% of telephone respondents).

- When asked to rate their level of satisfaction with bylaw enforcement such as animal or weed control or zoning infractions, 9% of respondents indicated that they were very satisfied, while 33% were somewhat satisfied (42% satisfied overall). In 2008, a significant decrease in overall satisfaction was observed (42% versus 51% in 2007), primarily due to a 9% decrease in the proportion of respondents that provided a 'very satisfied' rating. When compared to telephone respondents, *online or self complete* respondents were significantly less likely to be satisfied overall with bylaw enforcement (26% versus 42% of telephone respondents).
- Compared to 2007, a significant decrease was observed in the percentage of respondents that were satisfied overall with Edmonton's property assessment and taxation strategy (27% versus 48% in 2007). Specifically, the proportion of respondents that were 'very satisfied' (5%) decreased by 6%, while a 15% decline was experienced in those that were 'somewhat satisfied' (22%). *Online or hard-copy* respondents provided similar ratings to telephone respondents in terms of overall satisfaction with property assessment and taxation in Edmonton (23% versus 27%).
- Overall, satisfaction with permit and inspection services remained consistent between survey years (28% versus 29% in 2007), with 7% being very satisfied and 21% being somewhat satisfied. It is important to note that a significant percentage of respondents were undecided as to their satisfaction, as 26% of respondents said they did not know. This may be a result of having limited or no contact with permit and inspection services. Similar to the telephone respondents, a sizeable proportion of *online or hard-copy respondents* did not provide a rating for their satisfaction with permit and inspection services (27% said don't know). These respondents were also less likely to be satisfied overall when compared to telephone respondents (21% versus 28% of telephone respondents).
- Less than one-quarter of all respondents (22%) were either very (4%) or somewhat (17%) satisfied with efforts to increase the supply of adequate and affordable housing (e.g. Cornerstones, Safe Housing, Landlord and Tenant Advisory Board). In 2008, significantly fewer respondents were 'very dissatisfied' (11% versus 22% in 2007) with this aspect, resulting in a 10% decrease in those that were dissatisfied to some extent with the efforts to increase the supply of affordable housing (36% versus 46% in 2007). When compared to telephone respondents, *online or hard-copy* respondents provided identical overall satisfaction ratings (22% versus 22% of telephone respondents).

The following results were reported in terms of those services grouped as **community or people services**:

- In regards to satisfaction with the City of Edmonton recreation facilities, including pools, arenas and sports centers, three-quarters (75%) of respondents stated that they were satisfied overall (29% being very satisfied and 46% being somewhat satisfied). The percentage of respondents that provided a 'very satisfied' rating has progressively decreased each survey year (29% versus 34% in 2007 and 44% in 2003), resulting in a slight decrease in respondents that were satisfied overall in 2008 (75% versus 78% in 2007). Compared to telephone respondents, significantly less *online or hard-copy* respondents were satisfied overall with the City's recreational facilities (68% versus 75% of telephone respondents).
- Approximately two-thirds (65%) of respondents stated that they were either very (25%) or somewhat (40%) satisfied with recreational programs such as summer playground programs and youth and family programs provided by the City of Edmonton. Compared to results reported in 2003 and 2007, overall satisfaction with this service remained consistent in 2008 (65% versus 62% in 2007 and 64% in 2003). Significantly less *online or hard-copy* respondents were satisfied overall with recreational programs provided by the City when compared to telephone respondents (43% versus 65% of telephone respondents).
- The majority of respondents (78%) reported that they were generally satisfied with City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or the Muttart Conservatory (39% said they were very satisfied and an additional 39% said they were somewhat satisfied). When compared to results reported in 2007, a slight decrease in overall satisfaction with City operated attractions was observed in 2008 (78% versus 82% in 2007), primarily due to a 7% decrease in those that provided a 'very satisfied' rating (39% versus 46% in 2007). Significantly less *online or hard-copy* respondents were satisfied overall with City operated attractions compared to telephone respondents (64% versus 78% of telephone respondents).
- When asked to rate their satisfaction level with public libraries, over three-quarters (78%) of respondents indicated they were either very (42%) or somewhat (35%) satisfied. Overall satisfaction with public libraries has remained comparable to previous survey years (78% versus 80% in 2007 and 77% in 2003). Compared to telephone respondents, *online or hard-copy* respondents were significantly less likely to be satisfied overall with public libraries (67% versus 78% of telephone respondents).
- Half (50%) of the respondents were, to some degree, satisfied with public transit services (16% were very satisfied and 34% were somewhat satisfied). Compared to the 2007 results, overall satisfaction with public transit decreased 6% in 2008 (50% versus 56% in 2007), primarily due to an 8% decrease in the proportion of respondents that provided a 'very satisfied' rating (16% versus 22% in 2007). When compared to telephone respondents, online or hard-copy respondents were significantly less likely to be satisfied overall with the City's public transit service (25% versus 50% of telephone respondents).
- New in 2008, respondents were asked to rate their level of satisfaction with environmental programs such as the Capital City Clean-up initiative and Eco-stations**.** Seventy-three percent (73%) of respondents were satisfied overall with these programs, with 27% being very satisfied and 45% being somewhat satisfied. While overall

satisfaction with environmental programs remained comparable between *online or hard-copy* respondents and telephone respondents (70% versus 73% of telephone respondents), significantly more online or hard-copy respondents provided a 'very satisfied' rating (41% versus 27% of telephone respondents).

Overall Importance and Service Improvements

In order to better assess services, respondents in 2008 were questioned as to the level of importance they place on each of the 19 City services investigated. Recognizing that services with a decline in satisfaction, or those with the lowest levels of satisfaction or importance ratings, may not necessarily be the services where improvement is most desired, dimensional mapping was conducted to better assess respondents' perceptions.

The following City services were perceived by respondents as above average in importance but below average in satisfaction, in other words services viewed as primarily needing improvements:

- Winter road maintenance including snow and ice management; and
- Public transit.

Improvements to these services would do most to increase residents' satisfaction with the services provided by the City. Interestingly, summer road maintenance is on the border of this quadrant. Consequently this service could easily become an area of concern, as respondents generally rated it as below average satisfaction but consider it moderately important.

At this time, the following services should be considered as secondary areas of improvement, as satisfaction with these services was below average. These services are not considered as important as other services investigated:

- Bylaw enforcement;
- Property assessment and taxation services; and
- Permit and inspection services for new buildings and improvements;
- Affordable housing; and
- Rush hour traffic flow.

The following services were perceived as above average in satisfaction but below average in importance. In other words, while respondents were generally satisfied, the importance placed on these services is lower in comparison to other City services measured:

- Parks & green spaces;
- Public libraries;
- City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or Muttart Conservatory;
- Recreational facilities, including pools, arenas and sports centres;
- Recreational programs such as summer playground programs and youth and family programs; and
- Environmental programs.

Services perceived as strengths of the City, or areas in which respondents reported that they were of higher than average importance and higher than average satisfaction included:

- Fire rescue services;
- Garbage and recycling collection services;
- Emergency medical services such as ambulance and rescue paramedics;
- Police services; and
- Sewer services.

Maintaining a high level of satisfaction with these services is important as these areas are viewed as highly important or essential to citizens.

Online or hard-copy respondents were also questioned as to the level of importance they placed on each of the 19 City services investigated and dimensional mapping was then conducted with these respondents to better assess respondents' perceptions.

Similar to telephone respondents, online or hard-copy respondents viewed the following services areas as primarily needing improvements:

- Police services;
- Public transit;
- Summer road maintenance; and
- Winter road maintenance.

Also similar to telephone respondents, the following five (5) areas were calculated as key strengths, or services in which online or hard-copy respondents reported that they were of higher than average importance and higher than average satisfaction:

- Parks and green spaces;
- Fire rescue services;
- Garbage and recycling collection services;
- Emergency medical services such as ambulance and rescue paramedics; and
- Sewer services.

Service Access

Respondents were asked if anyone from their household had accessed a number of different services provided by the City. The majority of respondents indicated they had accessed:

- Garbage and recycling collection services (95%);
- Parks and green spaces (80%);
- Public transit (72%);
- Recreation facilities (69%);
- Sewer services (68%);
- Public libraries (66%); and
- City of Edmonton attractions (61%) in the past 12 months.

Services that had been accessed less frequently included police services (35%), recreational programs (29%), emergency medical services (23%) and fire rescue services (8%).

Compared to 2007, the proportion of respondents that accesses a specific service remained comparable for the majority of the services measured, with the exception of a slight decrease (4%) in those that accessed parks and green spaces in 2008 (80% versus 84% in 2007).

Of those that completed the survey *online or via hard-copy self complete*, the majority of respondents indicated that they had accessed garbage and recycling services (96%), parks and green spaces (94%), public transit (86%) and public libraries (72%) in the past 12 months. For the majority of the services measured, similar results were observed between telephone and online or hard-copy respondents. However, significantly more online or hard-copy respondents indicated they had accessed parks and green spaces (94% versus 80% of telephone respondents), public transit (86% versus 72% of telephone respondents), public libraries (72% versus 66% of telephone respondents) and City of Edmonton attractions (69% versus 61% of telephone respondents) when compared to telephone respondents.

Perceived Changes in Quality of Service

Respondents that had accessed services (n=797) were asked if they felt the quality of service provided by the City of Edmonton had increased, decreased or remained about the same over the last 12 months. Two-thirds (66%) of respondents felt the quality of service had remained the same, while 18% believed the quality increased and 15% felt the quality of service decreased over the past 12 months. Compared to 2007, the percentage of respondents that felt the quality of service had remained the same increased by 5% in 2008 (66% versus 61% in 2007). *Online or hard-copy* respondents were significantly more likely to indicate that the quality of service had decreased over the past 12 months when compared to results provided by telephone respondents (26% versus 15% of telephone respondents).

Budget Consideration / Funding Priorities

Residents were asked to think about the funding that may or may not be needed for improvements to City of Edmonton services. Consistent with results reported through dimensional mapping, summer and winter road maintenance and public transit were among top mentions by respondents. Interestingly, police services was the most often noted service perceived by respondents as needing an increase in funding, while summer road maintenance was the second most commonly noted area perceived as needing improvements and funding..

Interestingly, when considering all responses, both *online or hard-copy* respondents and telephone respondents perceived the same services as needing improvements or increased funding. These services included police services, public transit, summer road maintenance and affordable housing.

Regarding service areas where funding should be reduced or services decreased, similar to previous survey years, a sizable portion of respondents (36%) remarked that there were no areas in which funding should be reduced or they were uncertain as to which areas should be considered. However, four percent (4%) suggested the City should reduce the mayor's or councilors salaries or expenses and 3% felt funding should be reduced for arts and culture activities such as museums and art galleries. Responses provided by the *online or hard-copy* respondents were similar to those made by the telephone respondents. A large proportion of respondents were unable to identify such an area (23%), however, both groups felt funding for arts and culture activities, such as museums and art galleries should be decreased (12% and 3% of telephone respondents).

Views Towards Property Taxes

When asked if the amount of their tax bill that pays for City services provides them with excellent, very good, good, fair or poor value for their tax dollars, 55% of respondents said that they received excellent (3%), very good (16%) or good (36%) value for their tax dollar, while 28% said they received fair value and 11% said they received poor value for their tax dollar. Compared to results reported in 2007, respondents were significantly less likely to report that they received 'excellent value' or 'good value' for their tax dollar (4% decreases for both ratings) and significantly more likely to comment tax dollars represented 'good value' (28% versus 22% in 2007). When compared to telephone respondents, *online or hard-copy* respondents were significantly more likely to indicate that they received 'poor value' for their tax dollar (22% versus 11% of telephone respondents) and significantly less likely to feel they received 'good value' (27% versus 36%) for the amount they pay on their property tax bill that subsidizes city services.

Respondents were then informed that out of the total taxes a typical household pays in a year – including income taxes, sales taxes, property taxes and other taxes – only 5% goes to the City while 95% goes to the provincial and federal governments and then asked again to rate the value they receive for their tax dollar. Over half (53%) of respondents felt they received excellent (8%), very good (13%) or good (32%) value for their dollar spent, while 25% believed they received either fair (19%) or poor (19%) value for their tax dollar. After hearing the above statement, *online or hard-copy* respondents were significantly more likely to indicate that they received fair or poor value for their tax dollars (51% versus 47% before hearing the statement).

When respondents were presented with tax strategies to balance the budget and asked which option they would support, 50% of respondents supported an increase in taxes, with 31% supporting an increase to maintain all existing services and 19% supporting an increase to fund growth needs and enhance services. Approximately twenty percent of respondents (21%) supported a cut to existing services, either to maintain current taxes (13%) or to reduce taxes (8%). While results remained relatively comparable to those provided in 2007, the proportion of respondents that supported a tax increase to fund growth needs and enhance services decreased by 7% in 2008 (19% versus 26% in 2007). When compared to telephone respondents, *online or hard-copy* respondents were significantly more likely to support an increase in taxes to fund growth needs and enhance services (39% versus 19% of telephone respondents).

Respondents were also provided with four options to generate additional revenue for City programs and services. Respondents were most likely to support a combination of property tax and user fee increases (42%), followed by increasing user fees alone (27%), and creating new user fees (12%). Respondents were least likely to support increased property taxes (5%) to generate additional revenue for City programs and services. Although the percentages differ, *online or hard-copy* respondents supported the same revenue strategies as telephone respondents.

These findings were mirrored when respondents were asked which of the strategies they would least support, with 56% stating they would least support an increase to property taxes, 13% would least support an increase to user fees on existing programs and services and 12% would least support new user fees for existing programs and services. Also similar to telephone respondents, *online or hard-copy* respondents stated they least supported an increase in property taxes to generate additional revenue (52%).

Conclusions and Observations

The vast majority of respondents, both telephone and online or hardcopy, assessed the quality of life in the City of Edmonton positively.

Overall satisfaction with the services provided by the City of Edmonton continues to be high, and satisfaction with specific City services generally remained the same with few services reporting a decrease in respondent satisfaction. For all services investigated, specific attention should be given to particular suggestions and identified areas of improvement. Regarding the *online or hard-copy respondents*, it was observed that for the vast majority of services measured, significantly less respondents were satisfied overall when compared to the telephone respondents.

Services perceived as strengths of the City, or areas in which respondents reported that they were of higher than average importance and higher than average satisfaction included:

- Fire rescue services;
- Garbage and recycling collection services;
- Emergency medical services such as ambulance and rescue paramedics;
- Police services; and
- Sewer services.

Online or hard-copy respondents generally considered the same aspects as being strengths of Edmonton.

In terms of service priorities and improvements, research results indicate that winter and summer road maintenance and public transit continue to be areas of strong discontentment among residents and were clearly identified as priority areas for the future. *Online or hard-copy* respondents also considered winter and summer road maintenance and public transit priority areas, however, they also felt police services should be an area of improvement.

Overall, while research results indicate that there continues to be an opportunity to improve overall satisfaction with specific City services, particularly in terms of the extent to which respondents are satisfied with the services provided, most residents maintain a positive opinion about the City of Edmonton and the services provided.

1.0 STUDY BACKGROUND

In 1998 the City of Edmonton initiated a baseline citizen satisfaction survey to measure citizen satisfaction with City of Edmonton services. From 1998 to 2003 the study was repeated annually, then again in 2005, 2006 and 2007. In 2008 the City of Edmonton wanted to assess issues associated with the City Budget separate from other service and communications questions. The City commissioned Banister Research & Consulting Inc. to conduct the 2008 Citizen Budget Survey.

The primary purpose of this research was to provide the City of Edmonton administration with a measurement of satisfaction based on an evaluation of specific aspects of the City. Project objectives included:

1. To assess citizens' perceptions regarding the overall quality of life in the City of Edmonton.
2. To measure overall satisfaction with City of Edmonton services, as well as satisfaction with and level of importance of specific City services.
3. To evaluate citizens' overall perceptions regarding the quality of service provided and suggested changes or improvements.
4. To determine for what services, if any, citizens' feel it is necessary to add funding for improvements, as well as services where citizens feel funding should be reduced.
5. To measure property owners' perceived value of property taxes.

This report outlines the results for the 2008 survey of Edmonton residents, and includes an interpretive comparison of the 2003 and 2007 survey results to determine if there have been shifts in the perceptions and opinions of City of Edmonton residents over the past five years. Respondent opinions may take into consideration not only their own experiences but also their perceptions or what they may have seen, heard or read about in terms of the services investigated. Respondents may or may not have had any direct experience with the City Services examined.

2.0 METHODOLOGY

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

2.1 Project Initiation and Questionnaire Review

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research, including the results of the previous citizen satisfaction studies. The consulting team familiarized itself with the objectives of the client ensuring a full understanding of the issues and concerns to be addressed in the 2008 project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

The survey instrument utilized in the 2007 Budget study was reviewed and modifications were incorporated into the 2008 Budget survey design. Most notably, questions related to communications and perceptions of Edmonton were not included in this Budget survey. Once the client reviewed the draft survey instrument, revisions were made and Banister Research conducted 20 pretest interviews with a random sample of respondents. The pretest was used to assess interview length and flow patterns and to identify any problem questions or difficulties in comprehension or wording as well as areas of respondent resistance. Following the pretest, the questionnaire was finalized in consultation with the client. A copy of the final questionnaire is provided in Appendix A.

2.2 Survey Population and Data Collection

Banister Research completed a total of 800 telephone interviews with Edmonton citizens 18 years of age or older and who have lived in the City for six months or longer. Telephone interviews were conducted from June 2nd to 30th, 2008. Results provide a margin of error no greater than $\pm$3.5% at the 95% confidence level or 19 times out of 20. The same sampling method was conducted in previous survey years.

It is important that when considering the survey findings, the reader should note that the sample error tolerances associated with the size of sample sub-groups vary. The following table outlines the margin of error for various sample sizes, at the 95% confidence level for a binomial distribution with a 50:50 ratio and based on a population of 10,000 or more.

Sample Size	Estimated Sampling Error
500	±4.5%
400	±5.0%
300	±5.8%
200	±7.1%
150	±8.2%
100	±10.0%
50	±14.1%

The sampling strategy involved randomly dialing phone numbers from the most recent telephone directory for the City of Edmonton. Quotas were established to ensure equal proportions of male and female respondents. Quotas were also established for each City ward proportionate to population. To randomly select respondents at the household level, the adult having the next birthday was interviewed. To maximize the representativeness of 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 on the following page presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was a 41% response rate and 37% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification:	**Number of Calls:**
Completed Interviews	800
Busy/No answer/Answering machine/Respondents unavailable	667
Refusals	476
Fax/Modem/Business	49
Not-In-Service/Wrong number	81
Terminated/Language barrier	85
Total	**2,158**

At the outset of the fieldwork, all interviewers and supervisors were given a thorough step by step briefing, explaining everything required for the successful completion of an interview. To ensure quality, at least 10% of each interviewer's work was monitored by a supervisor on an on-going basis.

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

New in 2008, respondents were also able to complete the survey online. The web survey tool was available online from June 16th to July 6th, 2008. The survey was hosted on the Banister web server to ensure anonymity and confidentiality of responses. A link to the survey was posted on the City of Edmonton website, and was promoted by the City through various communication efforts. A total of 238 online surveys were completed. Respondents were also able to participate in the survey by filling out a self-complete workbook, which were returned to Banister Research. A total of 2 completed workbooks were received, for a total of 240 online and self-complete surveys.

2.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the client. Upon completion of the data collection, a top-line report of the findings for closed-ended questions was provided to the City of Edmonton.

After the interviews were completed and verified, the lead consultant reviewed the list of different responses to each open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the responses were fully coded and entered onto the data file, computer programs were written to check the data for quality and consistency.

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, 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. Where appropriate, a comparative analysis has been provided based on the results reported in the 2007 and 2003 citizen satisfaction studies.

Tabulations of the 2008 detailed data tables have been provided under separate cover. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

As with any survey of the general population, not all populations can be reached. The homeless, residents of hospitals, long-term care facilities and prisons, and households without a residential phone line are not represented in the survey sample. A profile of the characteristics of respondents is provided in Section 3.8 of this report.

This report provides a detailed description of the 2008 telephone survey findings, as well as a comparison of results reported in the 2003 and 2007 citizen satisfaction studies. Due to the non-random sampling method of the online and self-complete surveys, readers should be cautious in the interpretation of results and comparison to telephone survey results. Self-complete survey results are presented separately from those of the randomized telephone survey.

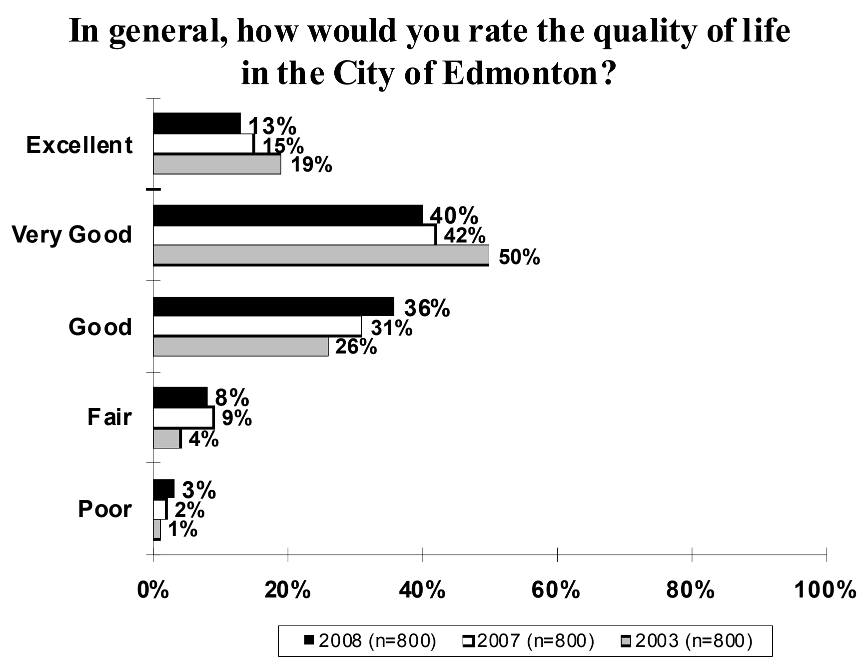
3.0 STUDY FINDINGS

Results of the study are presented as they relate to the specific topic areas addressed by the survey. It is important to note that respondent satisfaction with specific City services may take into consideration not only their own experiences but also their perceptions or what they may have seen, heard or read about in terms of the service investigated. Respondents may or may not have had any direct experience with the City services examined, therefore this survey not only provides a measurement of satisfaction but also the perceived “image” of the quality of service provided by the City of Edmonton. The reader should note, when reading the report that the term significant refers to “statistical significance”, and is not to be interpreted as an indicator of order or magnitude. Where the sample size of respondents to the telephone survey was 800, any change greater than ±3.5% is considered statistically significant, and preceded by the words “significant” or “significantly”. Due to the self complete format of the online and hard-copy surveys, not all respondents answered each question. Variations in the ‘n’ for this subgroup have been noted throughout the report.

3.1 Residents Perceived Quality of Life in Edmonton

To begin the interview, respondents were asked to rate the quality of life in the City of Edmonton. As illustrated in Figure 1, on the following page, similar to 2007, the majority of respondents (89%) provided a positive rating, with 13% rating the quality of life in Edmonton as excellent, 40% rating it as very good and 36% rating quality of life in Edmonton as good. Eight percent of respondents (8%) rated the quality of life in Edmonton as fair, while only 3% rated it as poor. Respondents in 2008 were more likely to provide a rating of ‘good’ and less likely to provide a rating of ‘excellent’ or ‘very good’ than respondents in 2007.

Figure 1

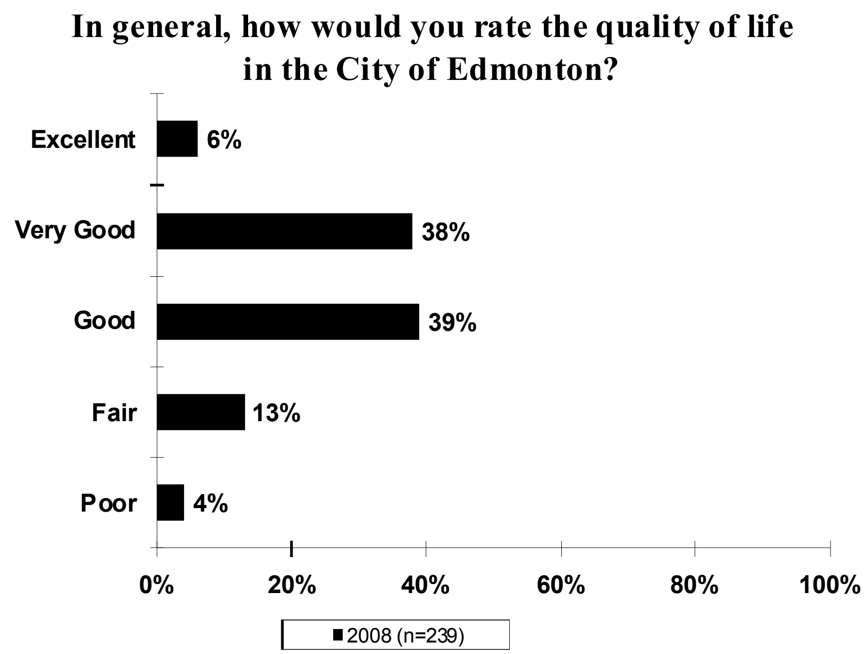


Respondent subgroups significantly <u>more likely</u> to give a <u>poor</u> rating regarding the overall quality of life in Edmonton included:

- Respondents who were **dissatisfied overall or neutral** regarding City services (4% to 16% versus 1% of those that were satisfied overall);
- Respondents who said they **received fair or poor value for their tax dollar** (5% versus 1% who said excellent, very good or good value); and
- Those who stated **the quality of service provided by the City had decreased** (9% versus 1% who said it had increased or remained the same).

Respondents to the online or hard-copy surveys also provided a positive rating for the quality of life in Edmonton, with 39% providing a good rating, 38% rating the quality of life as very good and 6% providing an excellent rating. In contrast, seventeen percent (17%) of respondents rated the quality of life in Edmonton as either fair (13%) or poor (4%). Compared to those that completed the survey over the telephone, respondents to the online and self complete surveys were less likely to provide an 'excellent' rating (6% versus 13% of telephone respondents). See Figure 1A, below.

Figure 1A



Base: Respondents to the online and hard copy self-complete survey

Online or hard-copy respondent subgroups significantly more likely to give a poor rating regarding the overall quality of life in Edmonton included:

- Those who stated **the quality of service provided by the City had decreased** (12% versus 1% who said it had remained the same).

Next, respondents were asked, in their opinion, what were the three most significant factors contributing to a high quality of life and a low quality of life in the City of Edmonton. As shown in Tables 1 and 2 on the following pages, there was a wide range of responses. Similar to results reported in previous survey years, the most frequently mentioned factor contributing to a high quality of life was the City of Edmonton parks and green spaces, including the River Valley system (25%). Good employment opportunities (19%), the strong arts and culture opportunities (13%) and the good entertainment, including night life, restaurants or malls (12%) followed this.

Table 1

What would you say are the three most significant factors contributing to a HIGH QUALITY OF LIFE in the City of Edmonton?	Percent of Respondents *		
	2008 (n=800)	2007 (n=800)	2003 (n=800)
City parks/green spaces/park system/River Valley	25	27	33
Have good employment here/ job opportunities	19	23	22
Strong fine arts programs/fine arts community/ facilities/ cultural arts	13	17	15
Good entertainment/ night life/ restaurants/ malls	12	12	-
Good schools/Institutions for learning/educational opportunity	11	13	8
Low crime rate/safe place to live	11	9	9
Good public transportation/ LRT/ DATS/improving	11	9	7
Hospitable/accepting/friendly people/laid back quality/social atmosphere	10	10	20
Cleanliness of streets and parks /clean City/not polluted	9	7	13
Good health care/good doctors/medical/hospitals	9	7	3
Good access to all amenities	8	7	-
Recreational facilities/sports facilities/golf courses/recreation	6	10	18
Good roadway system/easy to get around/easy access	6	8	8
City provides good services	6	6	-
Good affordable housing/ decent housing	6	-	10
Availability or variety businesses/strong economy/stable	5	9	21
Population not too big/not densely populated	4	7	8
Weather / good climate	4	6	4
Other (see detailed data tables, under separate cover)	45	62	23
Don't know/Not stated	13	8	11

*Multiple mentions

Respondents to the online or hard-copy surveys provided similar responses for the most significant factors contributing to a high quality of life in Edmonton, with City parks and green spaces including the River Valley being the top comment (49%), followed by the strong arts and cultural facilities including museums and festivals (32%) and good employment opportunities (18%). While volunteer programs or community participation was mentioned by 10% of these respondents, only 3% of telephone participants thought this aspect contributed to a high quality of life in Edmonton. See Table 1A, below.

Table 1A

What would you say are the three most significant factors contributing to a HIGH QUALITY OF LIFE in the City of Edmonton?	
	Percent of Respondents *
Base: Respondents to the online and self-complete hard copy surveys	**2008 (n=229)**
City parks/green spaces/park system/River Valley	49
Strong fine arts programs/fine arts community/ facilities/ cultural arts/museums/festival	32
Have good employment here/ job opportunities	18
Good entertainment/ night life/ restaurants/ malls /music	14
Hospitable/accepting/friendly people/laid back quality/social atmosphere	12
Good schools/Institutions for learning/educational opportunity	11
Low crime rate	11
Cleanliness of streets and parks /clean City/not polluted	11
Recreational facilities/sports facilities/golf courses/recreation	10
Volunteer programs / sports facilities /golf courses/recreation	9
Availability or variety businesses/strong economy/stable/growing economy	9
Good access to all amenities / services	9
Good public transportation/ LRT/ DATS	8
Low cost of living/cost of groceries/cost of gas/low inflation/affordable	8
Good health care/good doctors/medical/hospitals	7
Cultural diversity/diversity	5
Weather / good climate	4
Good roadway system/easy to get around/easy access	4
Professional and amateur sports	4
Other (see detailed data tables, under separate cover)	48

*Multiple mentions

Interestingly, as in previous study years, issues related to crime (27%) and poor road conditions including a lack of maintenance, snow removal and pothole repair (20%) were the most frequently mentioned issues related to a low quality of life. In 2008 and 2007, the lack of subsidized or affordable housing was mentioned by 13% and 8% of respondents, but there were no respondents that mentioned this in 2003. Too much traffic congestion, including increasing volumes in general, was mentioned by 10% of respondents in 2008, compared to 0% in 2007 and 1% in 2003. Refer to Table 2.

Table 2

What would you say are the three most significant factors contributing to a LOW QUALITY OF LIFE in the City of Edmonton?

	Percent of Respondents *		
	2008 (n=800)	**2007 (n=800)**	**2003 (n=800)**
Crime rate/too much crime/more policing needed	27	30	16
Condition of roads/roads/street maintenance/snow removal	20	30	22
Transit system is lacking/ transit services/need LRT expansion/ transit costs are too high/ system is underutilized	13	9	11
Lack of subsidized/affordable housing	13	8	-
Too many panhandlers/street people/homeless/poverty/child poverty	12	17	16
Cost of living/expensive groceries and gas/housing too high	11	21	11
Too much traffic/congestion/increasing volume/construction	10	-	1
City is looking dirty/drab/too much garbage around	8	4	3
Climate/weather/environment could be better	7	9	13
Property taxes too high/rising user fees	7	3	9
City of too big/urban sprawl/growing too fast	6	7	-
Poor infrastructure, including downtown core/roads	4	-	2
Drugs abuse/alcoholism/lack of social programming	4	6	-
Mayor and City council/municipal government/quality of leadership/need to improve City council	4	5	6
Lack of health facilities/poor health system	4	4	3
Other (see detailed data tables, under separate cover)	59	39	33
Don't know/Not stated	10	9	15

*Multiple mentions.

Regarding factors that contribute to a low quality of life in Edmonton, respondents to the online or hard-copy surveys provided similar responses to those that completed the survey via telephone, as 28% commented on issues related to crime, 25% reported transit issues including a lack of LRT services, 18% felt that the City was growing too fast or had poor urban planning and an additional 18% indicated that the City looked dirty or unkept. Refer to Table 2A, below.

Table 2A

What would you say are the three most significant factors contributing to a LOW QUALITY OF LIFE in the City of Edmonton?	
	Percent of Respondents *
Base: Respondents to the online and self complete hard copy surveys	**2008 (n=235)**
Crime rate/too much crime/more policing needed	28
Transit system is lacking/ transit services/need LRT expansion	25
City of too big/urban sprawl/growing too fast/poor planning	19
City is looking dirty/drab/too much garbage around	18
Too many panhandlers/street people/homeless/poverty/child poverty	18
Condition of roads/roads/street maintenance/snow removal/construction	15
Lack of subsidized/affordable housing	15
Improve infrastructure / downtown core needs infrastructure improvement	11
Mayor and City council/municipal government/quality of leadership/need to improve City council	9
Cost of living/expensive groceries and gas/housing too high	9
Climate/weather/environment could be better	9
Too much traffic/on residential streets	7
Improve policing /lack of policing / unsafe	7
People are not being attracted to downtown / surrounding areas	6
Property taxes too high	6
The way some roads are set up, one ways/poor roadway system	5
Amenities not close/need vehicle	5
Noise/air/pollution/environmental issues	4
Drugs abuse/alcoholism/lack of social programming/funding	4
Lack of recreational facilities/programs/lack funding/lack subsidized sports	4
Poor city drivers/speeding/speed traps/road rage/street racing	4
Other (see detailed data tables, under separate cover)	75
Don't know/Not stated	1

*Multiple mentions.

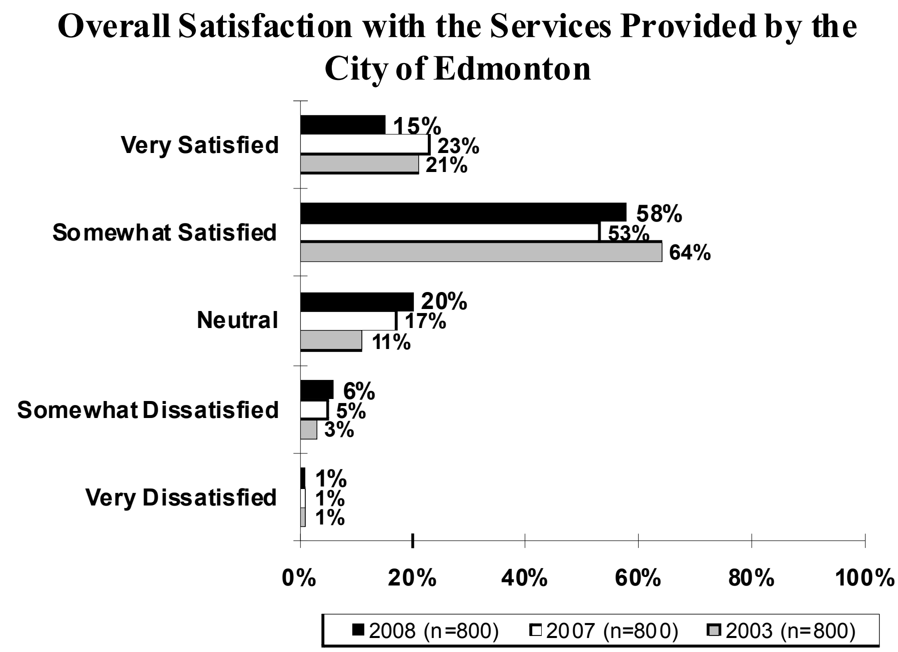
3.2 Overall Satisfaction with City of Edmonton Services

As in previous survey years, respondents' overall satisfaction with services provided by the City of Edmonton was measured by asking respondents if they were 'very satisfied', 'somewhat satisfied', 'neither satisfied nor dissatisfied', 'somewhat dissatisfied' or 'very dissatisfied' with the services provided. It is important to note that in 2008 and 2007 this overall satisfaction question was asked following the satisfaction ratings for specific City services, consequently exposure to the questions preceding it allowed respondents to think of all facets of the service provided by the City of Edmonton, thereby providing a cumulative and overall rating.

As depicted in Figure 2, on the following page, overall satisfaction with City of Edmonton services continues to be high with the majority (73%) of respondents being either 'very' or 'somewhat' satisfied (15% and 58%, respectively). Twenty percent (20%) of respondents stated that they were neither satisfied nor dissatisfied and a small proportion reported they were 'somewhat' (6%) or 'very' (1%) dissatisfied with the services provided by the City of Edmonton.

While citizens continue to report a positive satisfaction rating (either very or somewhat satisfied), respondents this year were less likely to state that they were very satisfied with City services (15% versus 23% in 2007) and significantly more likely to provide a somewhat satisfied rating (58% versus 53% in 2007).

Figure 2

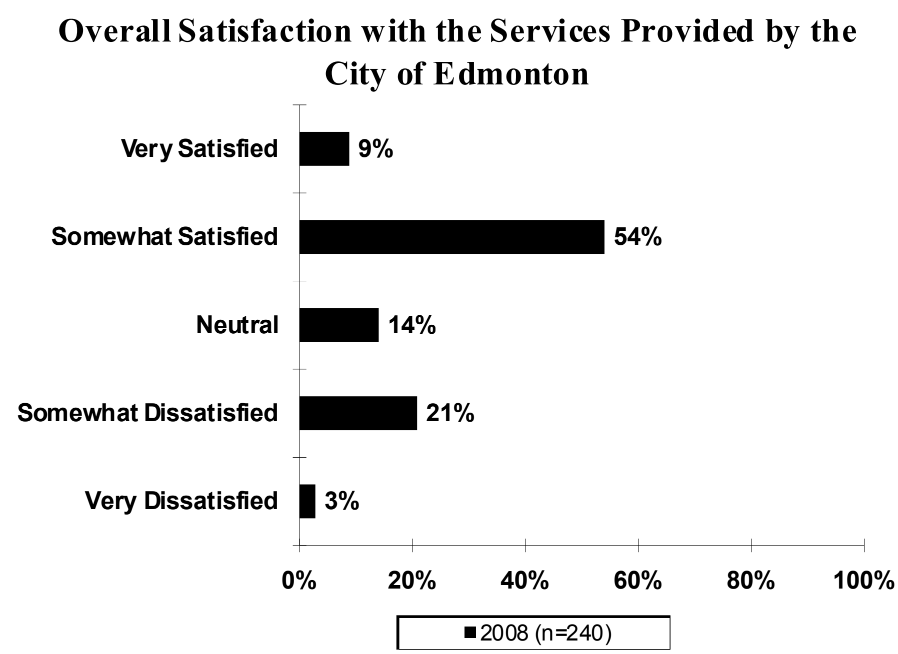


Respondent subgroups significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with City services included:

- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (6% to 27% versus 3% who said the quality of life was very good or excellent);
- Respondents who said they **received fair or poor value for their tax dollar** (21% versus 8% who said excellent, very good or good value);
- Respondents **between the ages of 25 and 64** (14% to 15% versus 8% of those aged 65 years and older);
- Respondents that are **employed either full or part time** (14% versus 9% of those that are not currently employed); and
- Those who stated **the quality of service provided by the City had decreased** (32% versus 9% who said it had increased or it had remained the same).

Overall, sixty-three percent (63%) of online or hard-copy respondents were satisfied to some extent with the services provided by the City of Edmonton, as 54% were somewhat satisfied and 9% were very satisfied. Fourteen percent (14%) of respondents were neutral in this regard, while approximately one-quarter (23%) were either very (3%) or somewhat (21%) dissatisfied with the services provided by the City[4]. When compared to telephone respondents, online or hard-copy respondents were significantly less likely to be satisfied overall with services provided by the City of Edmonton (63% versus 73% of telephone respondents). Refer to Figure 2A, below.

Figure 2A



Base: Respondents to the online and hard copy self-complete survey

Online or hard copy respondent subgroups significantly more likely to report that they were dissatisfied overall with City services included:

- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (24% to 66% versus 7% who said the quality of life was very good or excellent);
- Respondents who said they **received fair or poor value for their tax dollar** (40% versus 6% who said excellent, very good or good value); and
- Those who stated **the quality of service provided by the City had decreased** (12% versus 1% who said it had remained the same).

[4] Percentages do not add to total due to rounding

3.3.1 Satisfaction with Protective Services

Citizens were asked to rate their satisfaction with 19 specific City of Edmonton services regardless of whether they had used the service or not. Of these services, three related to or were categorized as “protective services”.

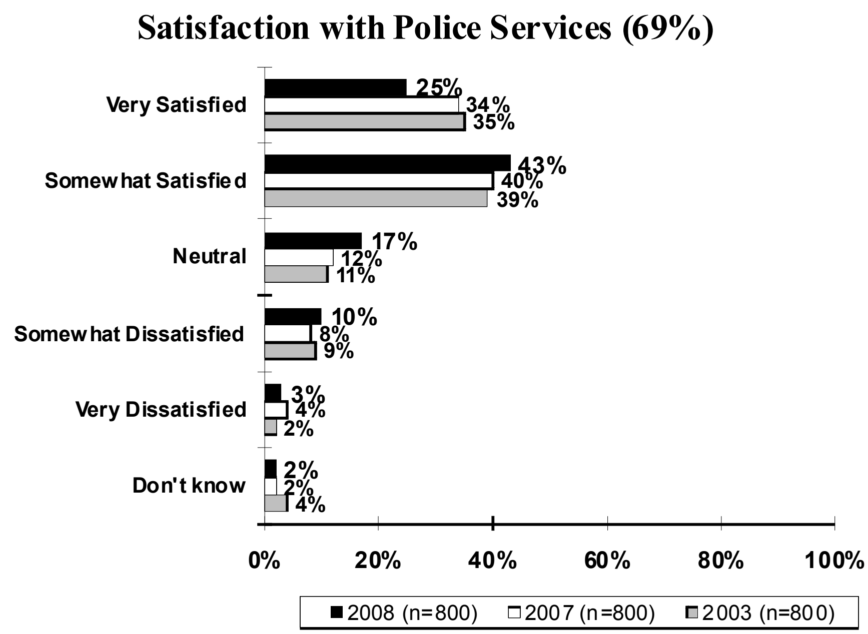
When asked to rate their satisfaction with City of Edmonton ***police services,*** 69% of respondents indicated that they were either very or somewhat satisfied with the services provided (25% said very satisfied and 43% said somewhat satisfied). Seventeen percent (17%) were neither satisfied nor dissatisfied and 13% mentioned that they were, to some extent, dissatisfied with the services offered (10% were somewhat dissatisfied and 3% were very dissatisfied). Two percent (2%) of respondents either did not know how to rate the police services or did not provide a comment.

As shown in Figure 3 (on the following page), compared to results reported in 2007, respondents were less likely to provide a rating of ‘very satisfied’ (25% versus 34% in 2007) and more likely to provide a neutral rating (17% versus 12% in 2007).

Those respondents who were either very or somewhat dissatisfied with police services (n=100) were questioned as to what aspects of the police service dissatisfied them. The most frequently noted reasons for respondents discontentment included:

- Slow response time or the speed of response (23 respondents);
- The perception that police were understaffed (18);
- Abuse of power/harassment/corruption (16);
- Lack of professionalism/bad attitude (10);
- Need to be more visible/make their presence noticed (7);
- Too many red light cameras/photo radar/focus on traffic (7);
- Unresponsive or don’t do much (7);
- Inadequate traffic control/need more traffic patrol (6); and
- Should focus more on serious crimes/priorities (5).

Figure 3

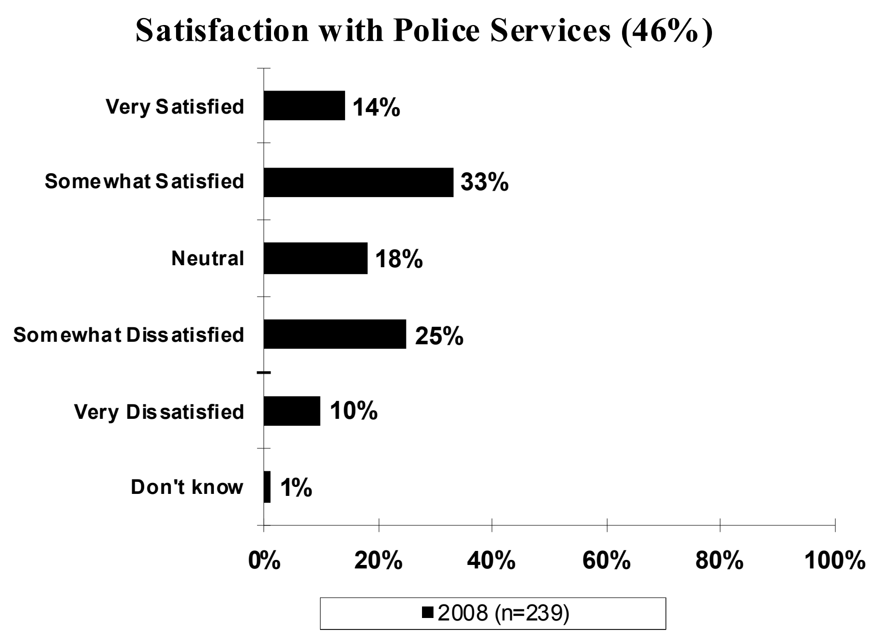


The following respondent subgroups were significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with police services:

- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (18% to 28% versus 6% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services overall** (21% to 45% versus 8% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (21% versus 8% who said excellent, very good or good value);
- Respondents **between the ages of 25 and 64** (14% to 15% versus 8% of those aged 65 years and older);
- Those that were **employed full time or part time** (14% versus 9% of those that were unemployed);
- Respondents with **annual incomes of more than $150,000 per year** (26% versus 9% to 14% of those that earn less than $150,000 per year);
- Respondents that had **accessed police services in the past 12 months** (17% versus 10% of those that had not accessed police services); and
- Those who stated **the quality of service provided by the City had decreased** (32% versus 9% who said it had increased or had remained the same).

Regarding ***police services***, 46% of respondents that completed the online or hard-copy survey stated that they were either very satisfied (14%) or somewhat satisfied (33%) with the services provided, while 18% provided a neutral rating. One-quarter (25%) of respondents indicated they were somewhat dissatisfied with this service and 10% were very dissatisfied (34% overall). Compared to those that completed the survey via telephone, respondents were significantly less likely to be satisfied overall[5] with police services (46% versus 69% of telephone respondents). Refer to Figure 3A, below.

Figure 3A



Base: Respondents to the online and hard copy self-complete survey

The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with police services:

- Those who perceived the **quality of life in Edmonton to be fair or poor** (56% versus 24% to 37% who said the quality of life was good, very good or excellent);
- Respondents who were **dissatisfied overall with City services overall** (50% versus 29% who were satisfied overall with City services); and
- Respondents who said they **received fair or poor value for their tax dollar** (41% versus 26% who said excellent, very good or good value).

[5] Very satisfied or somewhat satisfied

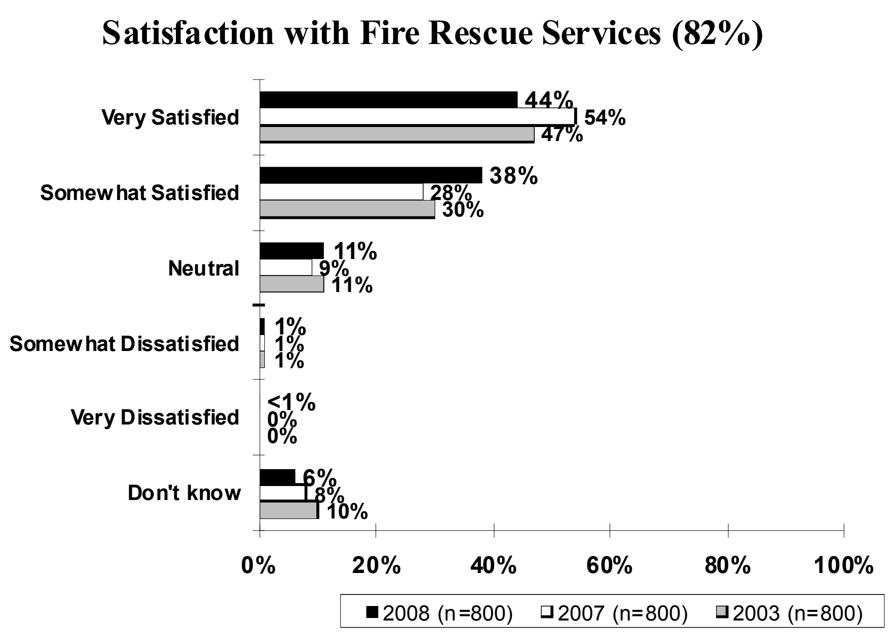
Top reasons for dissatisfaction with police services (n=77) included:

- Need to be more visible/make their presence known (24 respondents);
- Abuse of power/harassment/corruption/lack of respect for public (19);
- Slow response time/speed of response (9);
- Understaffed (9);
- Poor service quality (7);
- Too many red light cameras/too much focus on traffic (6);
- Not professional/bad attitudes/poor reputation (5); and
- Inadequate traffic control/need more traffic patrol (4).

More than eighty percent of respondents (82%) remarked that they were satisfied overall with ***fire rescue services***, with 44% stating they were 'very satisfied' and 38% being 'somewhat satisfied'. Eleven percent (11%) of respondents commented that they were neither satisfied nor dissatisfied and only 1% of respondents said they were dissatisfied with fire services provided by the City of Edmonton.

As shown in Figure 4, below, while overall satisfaction remained consistent between 2007 and 2008 (82%), respondents in 2008 were significantly more likely to provide a rating of "somewhat satisfied" (38% versus 28% in 2007) and less likely to provide a rating of "very satisfied" (44% versus 54% in 2007).

Figure 4



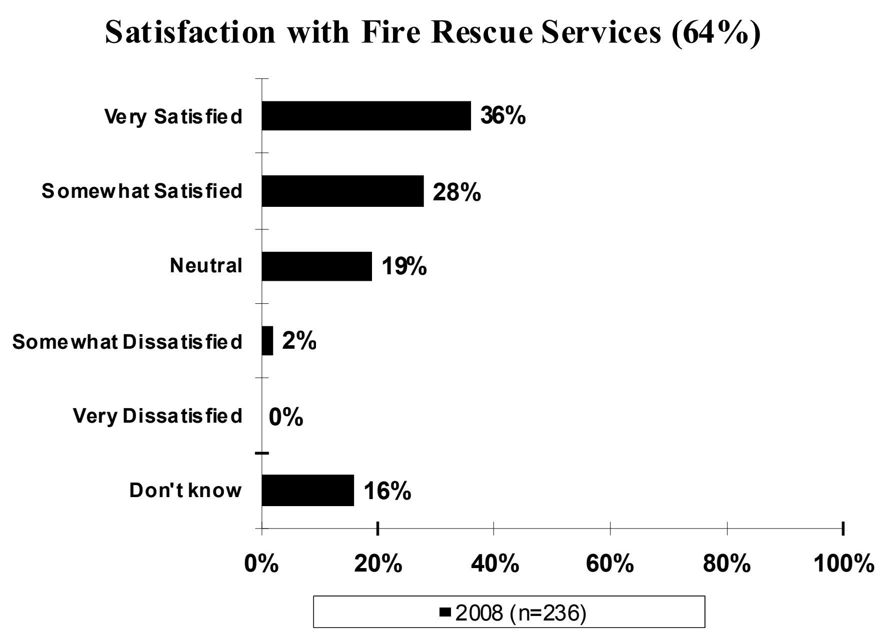
The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with fire rescue services:

- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (4% versus 1% who said the quality of life was very good or excellent);
- Respondents who were **dissatisfied overall with City services overall** (8% versus 1% who were neutral or satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (3% versus 1% who said excellent, very good or good value);
- Respondents that had **accessed fire services in the past 12 months** (5% versus 1% of those that had not accessed fire services); and
- Those who stated **the quality of service provided by the City had decreased** (4% versus 1% who said it had remained the same).

Among the 11 respondents who reported that they were very or somewhat dissatisfied with fire services, slow response times (3 respondents), and new areas in the city needing fire stations (2) were the primary reasons for their dissatisfaction. (See the detailed data tables, under separate cover, for a complete list of mentions).

Sixty-four percent (64%) of respondents that completed the online or hard-copy survey reported they were either very satisfied (36%) or somewhat satisfied (28%) with the ***fire rescue services*** provided in Edmonton. Nineteen percent (19%) of respondents reported they were neither satisfied nor dissatisfied, while only 2% of respondents were dissatisfied overall[6]. It should be noted that sixteen percent (16%) of respondents were unsure of their level of satisfaction, which may be a result of limited contact with this service. Compared to telephone respondents, significantly less online or self-compete respondents were satisfied overall with fire rescue services in 2008 (64% versus 82% of telephone respondents). See Figure 4A, below

Figure 4A



Base: Respondents to the online and hard copy self-complete survey

The following *online or hard-copy* respondent subgroups were significantly more likely to report that they were dissatisfied overall with fire rescue services:

- Respondents **with children in their household** (8% versus 1% of those without children in their household).

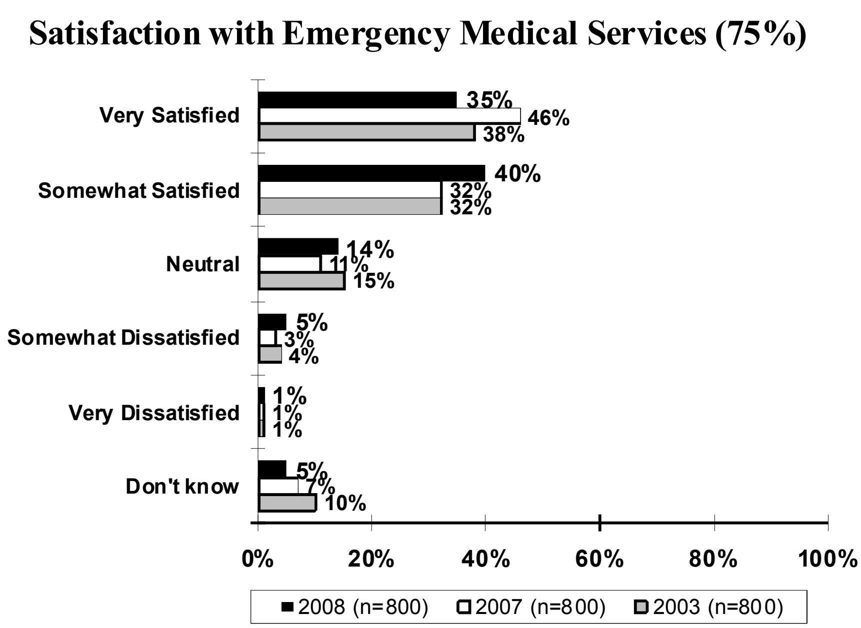
Slow response times (3 respondents) and lack of services (1) were the reasons mentioned by respondents as to why they were dissatisfied with fire rescue services (n=4).

[6] Very Dissatisfied or Somewhat Dissatisfied

Seventy-five percent (75%) of respondents reported that they were very or somewhat satisfied with City of Edmonton ***emergency medical services*** such as ambulance and rescue paramedics (35% very satisfied and 40% somewhat satisfied, respectively). Fourteen percent (14%) of respondents were neutral in terms of their overall satisfaction, while 5% were somewhat dissatisfied and 1% of respondents were very dissatisfied.

As with Fire Rescue Services, while overall satisfaction remains comparable between 2007 and 2008, respondents in 2008 were more likely to provide a "somewhat satisfied" rating (40% versus 32% in 2007) and less likely to provide a "very satisfied" rating (35% versus 46% in 2007). See Figure 5, below.

Figure 5



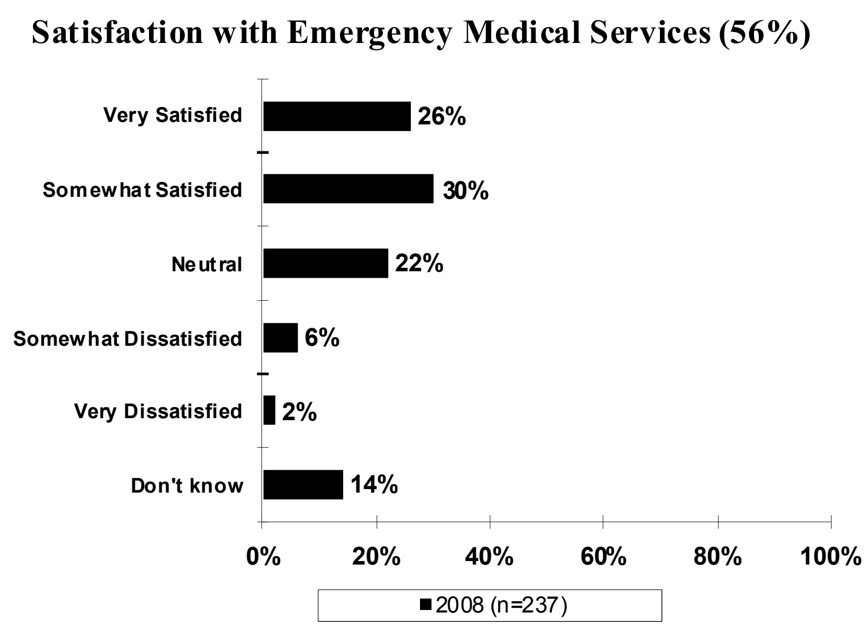
The following respondent subgroups were significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with emergency medical services:

- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (9% to 13% versus 3% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services overall** (9% to 22% versus 4% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (11% versus 3% who said excellent, very good or good value);
- Respondents that had **accessed emergency medical services in the past 12 months** (9% versus 5% of those that had not accessed emergency medical services); and
- Those who stated **the quality of service provided by the City had decreased** (12% versus 4% who said it had increased and 5% who said it had remained the same).

There were 48 respondents who were either very or somewhat dissatisfied with emergency medical services. Of those, most attributed the long wait times in the ER (12 respondents), the slow response time (8), needing more resources, equipment or facilities (6), ambulance fees being too high (5) and issues with employees, including needing more training, being disrespectful or providing poor service (5) as reasons for their dissatisfaction. See the detailed data tables, under separate cover, for a complete list of mentions relating to respondent dissatisfaction with the service.

Over half (56%) of respondents that competed the online or hard-copy surveys reported that they were either very satisfied or somewhat satisfied with Edmonton's ***emergency medical services*** such as ambulance or rescue paramedics (26% and 30%, respectively). Twenty-two percent (22%) said they were neutral in terms of their overall satisfaction, while 8% were dissatisfied overall[7]. It should be noted that a sizeable proportion of respondents did not provide a rating (14% said don't know). This may be a result of limited experience with fire services in the City. Similar to the other protective services measured, significantly less online or self-complete respondents were satisfied overall with emergency medical services compared to those that completed the survey over the telephone (56% versus 75% of telephone respondents). Refer to Figure 5A, below.

Figure 5A



Base: Respondents to the online and hard copy self-complete survey

[7] Very Dissatisfied or somewhat dissatisfied

The following *online or hard-copy* respondent subgroups were significantly more likely to report that they were dissatisfied overall with emergency medical services:

- Those who perceived the **quality of life in Edmonton to be fair or poor** (18% versus 6% to 7% who said the quality of life was good, very good or excellent);
- Respondents who were **dissatisfied overall with City services overall** (19% versus 3% to 5% who were neutral or satisfied overall with City services);
- Respondents that had **accessed emergency medical services in the past 12 months** (17% versus 7% of those that had not accessed emergency medical services); and
- Those who stated **the quality of service provided by the City had decreased** (16% versus 6% who said it had remained the same).

Of those that were dissatisfied overall with emergency medical services in Edmonton (n=17), respondents most frequently commented on the slow response times (7 respondents) and the lack of staff (3). See the detailed data tables, under separate cover, for a complete list of mentions relating to respondents dissatisfaction with the service.

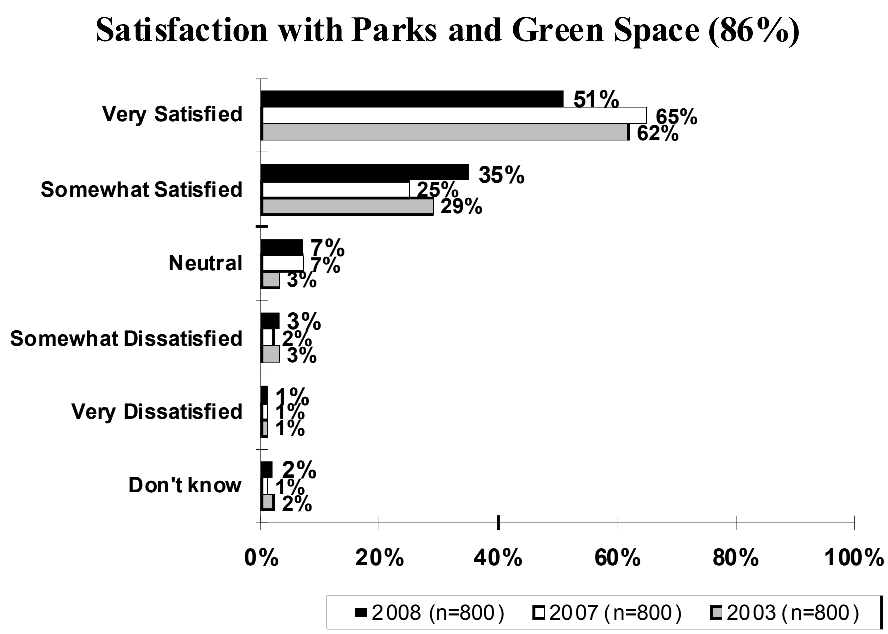
3.3.2 Satisfaction with Infrastructure Services

Respondents were asked to rate their satisfaction with ten of the City of Edmonton services that related to or are categorized as "infrastructure services".

Similar to results reported in previous survey years, the vast majority of respondents in 2008 (86%) were very or somewhat satisfied with City of Edmonton ***parks and green spaces*** including the river valley and parks (51% and 35%, respectively). Seven percent (7%) of respondents were neither satisfied nor dissatisfied, while 4% were to some extent dissatisfied and 2% either did not provide a comment or were uncertain.

As shown in Figure 6 below, the percentage of respondents that provided a 'very satisfied' rating declined 14% this year (51% versus 65% in 2007), resulting in a slight decrease (4%) in respondents that were satisfied overall in 2008 (86% versus 90% in 2007).

Figure 6



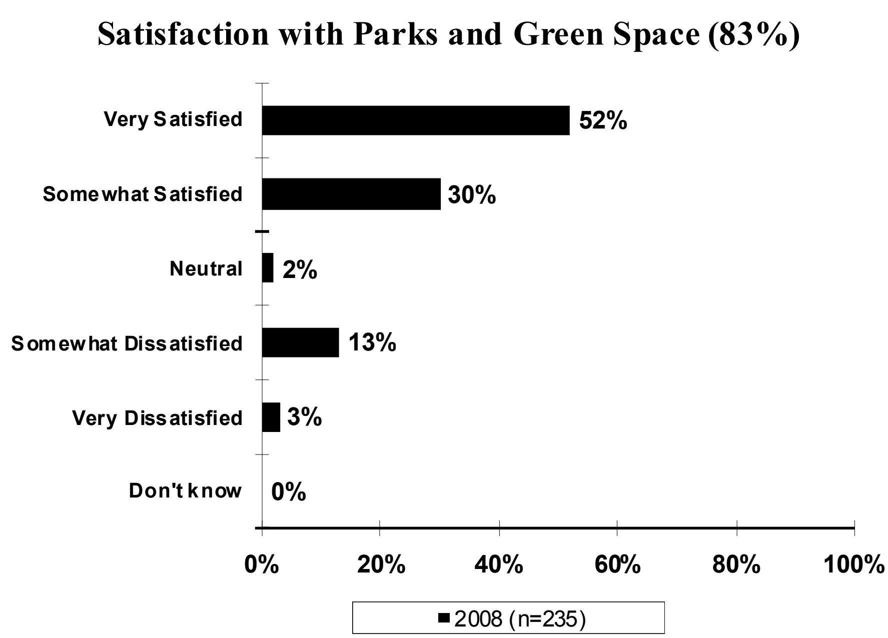
The following respondent subgroups were significantly more likely to state that they were dissatisfied overall with parks and green spaces:

- Respondents that had **lived in the City for between 6 and 10 years** (9% versus 2% of those that had lived in the City 5 years or less);
- Respondents who **provided a good, fair or poor quality of life rating** (6% to 11% versus 2% who said very good or excellent);
- Those who were **neutral or dissatisfied overall with City services** (8% to 22% versus 2% of those who were satisfied overall);
- Respondents who said they **received fair or poor value for their tax dollar** (7% versus 3% who said excellent, very good or good value);
- Respondents that had not **accessed parks and green spaces in the past 12 months** (9% versus 3% of those that had accessed parks and green spaces); and
- Those who stated **the quality of service provided by the City had decreased** (10% versus 1% who said it had increased and 4% who said it had remained the same).

There were 36 respondents who were either very or somewhat dissatisfied with City of Edmonton parks and green spaces. Similar to comments reported in previous years, most respondents stated that their discontentment related to lack of maintenance and upkeep (12 respondents), not enough green spaces (7) and not feeling safe in parks or there being a lack of police presence (4). (See the detailed data tables, under separate cover, for a complete list of mentions).

The majority (83%) of respondents that completed the online or hard-copy survey were satisfied overall (30% being somewhat satisfied and 52% being very satisfied) with Edmonton's ***parks and green spaces***, while two percent (2%) of respondents were neither satisfied nor dissatisfied. Fifteen percent (15%) of respondents were either somewhat (13%) or very (3%) dissatisfied with the parks and green spaces in Edmonton. Results were similar to those reported by telephone respondents, with the exception of a 10% difference in the proportion of respondents providing a 'somewhat dissatisfied' rating (13% versus 3% of telephone respondents). Refer to Figure 6A, below.

Figure 6A



Base: Respondents to the online and hard copy self-complete survey

The following *online or hard-copy* respondent subgroups were significantly more likely to state that they were dissatisfied overall with parks and green spaces:

- Respondents who **provided a fair or poor quality of life rating** (28% versus 11% who said very good or excellent);
- Those who were **neutral or dissatisfied overall with City services** (24% to 25% versus 10% of those who were satisfied overall);
- Respondents that are **not currently employed part time or full time** (30% versus 12% of those that are employed part or full time);
- Those who stated **the quality of service provided by the City had decreased** (22% versus 11% who said it had remained the same).

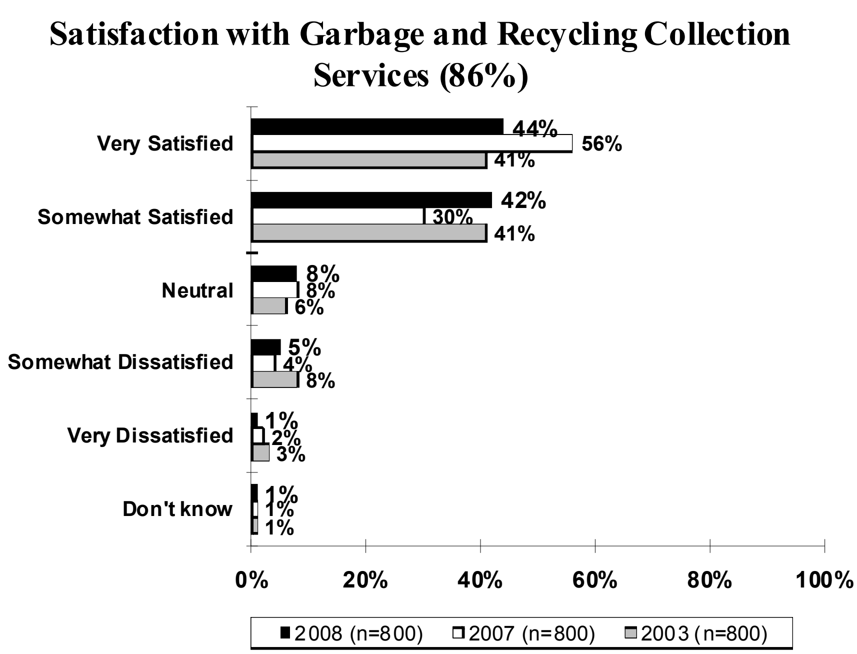
Top reason for dissatisfaction with Edmonton's parks and green spaces (n=33) included:

- Not enough green spaces / need more parks / more variety of vegetations (9 respondents);
- Lack of maintenance and upkeep / unclean / not enough attention given to parks (6);
- Include more amenities in green spaces (e.g. café/boat rides/coffee shop) (4);
- Too far away / inconveniently located (3);
- Not being used / should preserve areas for parks/wetlands (2);
- Not enough promotion (2); and
- Need walking only trails in river valley (2).

With respect to ***garbage and recycling collection*** services, 86% of respondents reported that they were either very (44%) or somewhat (42%) satisfied with the service, while 8% were neutral in their level of satisfaction and 6% were dissatisfied overall.

Overall satisfaction with this service remained comparable to the previous survey year (86% versus 86% in 2007), however the proportion of respondents that were 'very satisfied' decreased by 12% in 2008 (44% versus 56% in 2007). See Figure 7, below.

Figure 7



Respondent subgroups significantly more likely to comment that they were dissatisfied overall with garbage and recycling collection services included:

- Respondents who **provided a fair or poor quality of life rating** (14% versus 4% to 6% who said good, very good or excellent);
- Those who were **dissatisfied overall with City services** (18% versus 8% who were neutral and 4% of those who were satisfied overall);
- Respondents who said they **received fair or poor value for their tax dollar** (8% versus 4% who said excellent, very good or good value);
- Respondents that **annual incomes of less than $50,000 per year** (10% versus 3% of those with annual incomes between $50,000 and $100,000); and
- Those who stated **the quality of service provided by the City had decreased** (10% versus 5% who said it had remained the same).

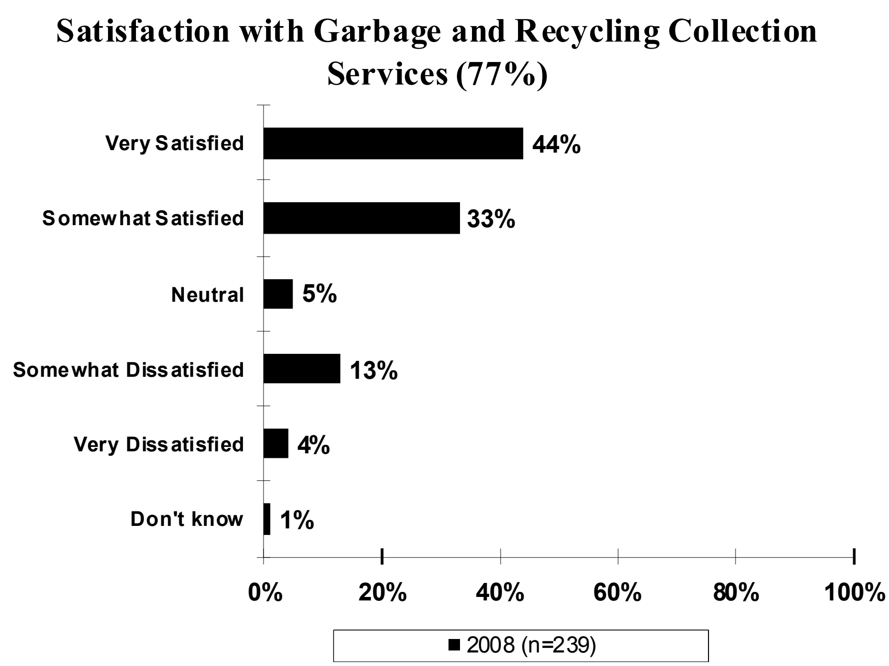
A total of 45 respondents who were either very or somewhat dissatisfied with garbage collection were asked about the specific aspects of their dissatisfaction. The primary reasons for their discontentment related to:

- The perception of infrequent garbage collection (7 respondents),
- Not all garbage being picked up, missed or poor service (6), and
- Recycling should be increased or is not encouraged or promoted (6).

See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction with the service.

As illustrated in Figure 7A, below, over three-quarters (77%) of respondents that completed the online or hard-copy survey commented that they were either very satisfied (44%) or somewhat satisfied (33%) with the ***garbage and recycling collection*** services in Edmonton. Five percent (5%) of respondents reported a neutral satisfaction rating, while 17% were either somewhat dissatisfied (13%) or very dissatisfied (4%). Online or hard-copy respondents were significantly less likely to be satisfied overall with the City's garbage and recycling collection services compared to respondents that completed the survey over the telephone (77% versus 86% of telephone respondents).

Figure 7A



Base: Respondents to the online and hard copy self-complete survey

Online or hard-copy respondent subgroups significantly more likely to comment that they were dissatisfied overall with garbage and recycling collection services included:

- Respondents who **provided a fair or poor quality of life rating** (33% versus 12% to 15% who said good, very good or excellent);
- Those who were **dissatisfied overall with City services** (36% versus 12% who were neutral and 11% of those who were satisfied overall); and
- Respondents who said they **received fair or poor value for their tax dollar** (28% versus 6% who said excellent, very good or good value).

Respondents that were very or somewhat dissatisfied with the City's garbage or recycling service (n=37) most frequently mentioned the following reasons for their dissatisfaction:

- The perception of infrequent garbage collection (9);
- Decreased service in winter months (5);
- Need weekly pick-up all year (4);
- Not all garbage being picked up, missed or poor service (2);
- Neighbors put garbage out too early (2);
- Need to make recycling simple (2); and
- Would like to see more Capital City Clean Up (2).

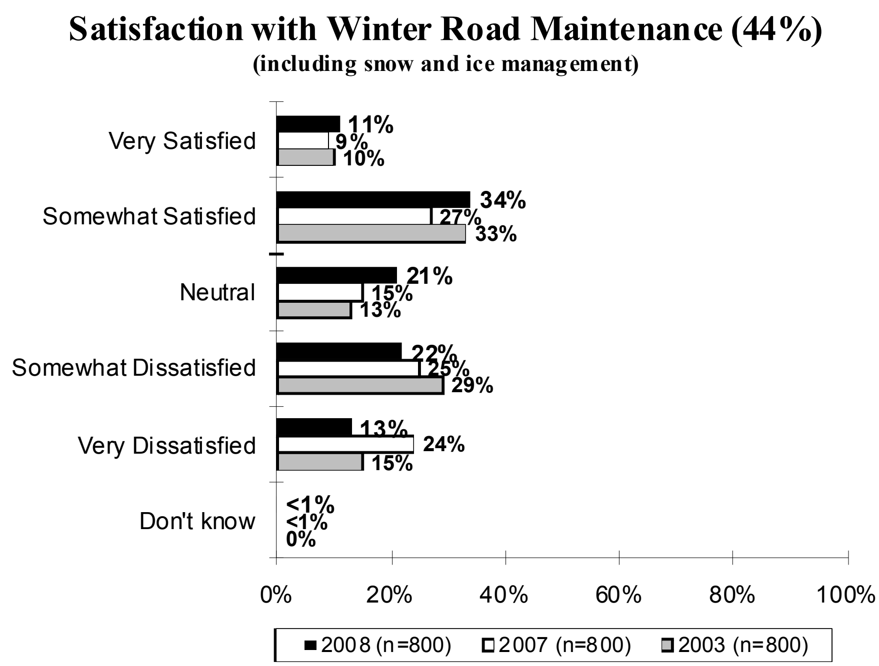
See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction with the service.

Respondents were asked to rate their level of satisfaction with roads, including winter maintenance such as snow removal and ice management, summer maintenance including paving and pothole repair and rush hour traffic flow .

As shown in Figure 8, below, 11% of respondents reported that they were very satisfied with ***winter road maintenance***, while 34% were somewhat satisfied, 21% were neutral, 22% were somewhat dissatisfied and 13% were very dissatisfied.

Compared to 2007, satisfaction with winter road maintenance significantly increased (44% versus 36% in 2007), with considerably more respondents commenting that they were 'somewhat' satisfied with the service provided (34% versus 27% in 2007). Results now resemble those observed in 2003.

Figure 8



The following respondent subgroups were significantly more likely to comment that they were dissatisfied overall with winter road maintenance:

- Respondents who **provided a good, fair or poor quality of life rating** (41% to 54% versus 25% who said very good or excellent);

- Those who were **dissatisfied overall or neutral with City services** (49% to 53% versus 28% of those who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (47% versus 26% who said excellent, very good or good value);
- Respondents with **annual incomes of more than $150,000 per year** (45% versus 31% of those with annual incomes of less than $50,000 per year); and
- Those who felt **the quality of service provided by the City had decreased or had remained the same** (34% to 51% versus 21% who said service had increased).

Those respondents who were either very or somewhat dissatisfied with winter road maintenance (n=273) were probed as to what aspects of winter road maintenance dissatisfied them. As shown in Table 4, the most frequently mentioned concerns related to the lack of snow removal in residential areas or rules regarding residential street cleaning (17%) and the perceived length of time in which the City reacts to snow removal in residential streets (13%).

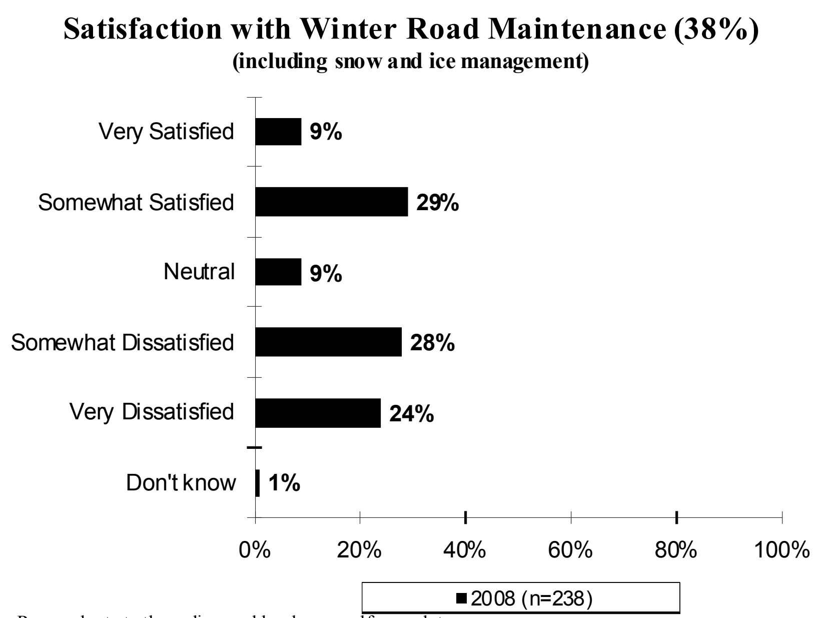
Table 4

Reasons for dissatisfaction with WINTER ROAD MAINTENANCE	
	Percent of Respondents* (n=273)
Lack of amount of snow removal in residential areas/rules regarding residential street cleaning	17
Takes too long for city to do snow removal in residential areas	13
Maintenance/neglect of side streets	12
Insufficient/inadequate snow removal in my area/quieter areas	11
Poor job of cleaning roads/snow removal not done well	9
Only do bus routes/main roads	8
Snow piled on lawns, sidewalks, driveways / Windrows too big/ block intersections/ make roads too narrow	7
Snow removal not done at all	6
Do not clean roads often enough	4
Takes too long for snow removal in residential areas/my area	4
They do the alleys last or not at all	3
Fail to clean city sidewalks/paths	3
Snow removal is poorly timed/done at unnecessary times	3
Other (2% or less per mention – see detailed data tables, under separate cover)	25
Don't know	2

*Multiple mentions.

Regarding ***winter road maintenance services***, including snow and ice management, 38% of respondents that completed the online or hard-copy survey were satisfied to some degree with these services (29% being somewhat satisfied and 9% being very satisfied)[8]. Nine percent (9%) of respondents were neither satisfied nor dissatisfied, while 53% were dissatisfied overall. Online or hard-copy respondents were significantly more likely to be dissatisfied overall with winter road maintenance in Edmonton compared to telephone respondents (53% versus 35% of telephone respondents), primarily due to a 11% difference in the proportion of respondents that were 'very dissatisfied' (24% versus 13% of telephone respondents). Refer to Figure 8A, below.

Figure 8A



Base: Respondents to the online and hard copy self-complete survey

The following *online or hard-copy* respondent subgroups were significantly more likely to comment that they were dissatisfied overall with winter road maintenance:

- Respondents who **provided a good, fair or poor quality of life rating** (63% to 73% versus 35% who said very good or excellent);
- Those who were **dissatisfied overall or neutral with City services** (68% to 84% versus 38% of those who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (68% versus 37% who said excellent, very good or good value); and
- Those who felt **the quality of service provided by the City had decreased** (77% versus 47% who said service had remained the same).

[8] Percentages do not add to total due to rounding

Top reasons for overall dissatisfaction with winter road maintenance services (n=109) included:

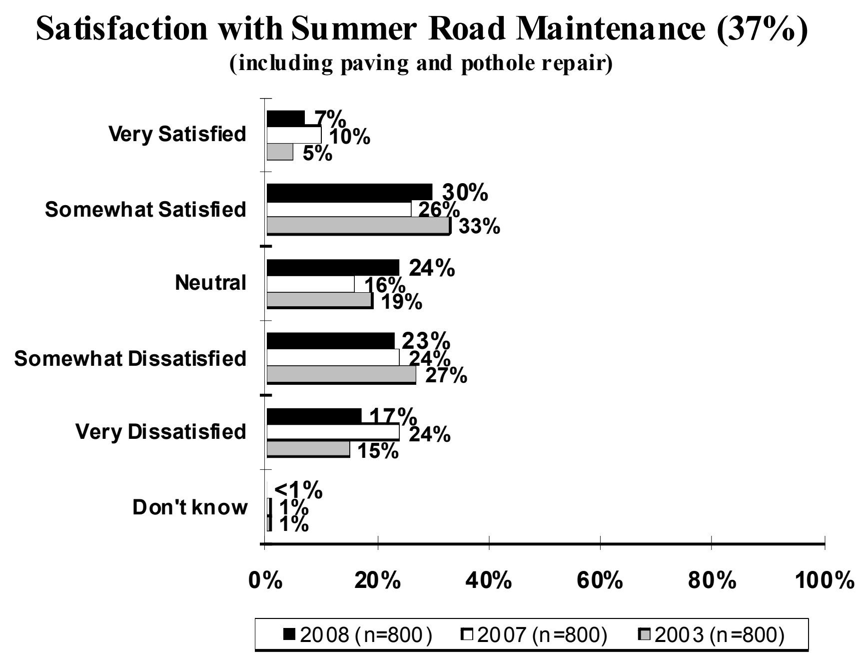
- City's slow response time to snow (24 respondents);
- Do not clean roads often enough / need consistent clearing (19);
- Takes too long for City to remove snow in residential areas (16);
- Poor budgeting of snow removal (6);
- Difficult to maneuver around when roads are not cleared (4);
- Snow piled on lawns, sidewalks, driveways / snow blocks intersections (4);
- Need to use road salt / sand or gravel makes City dirty (4 respondents); and
- Displeasure with city roads in winter (4).

See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction with the service.

As depicted in Figure 9, below, 37% of respondents remarked that they were generally satisfied with ***summer road maintenance*** (7% said very satisfied and 30% said somewhat satisfied). Close to one-quarter (24%) of respondents reported that they were neutral in terms of their level of satisfaction, while 23% said they were somewhat dissatisfied and 17% said they were very dissatisfied.

In 2008, overall satisfaction ratings remained consistent with those observed in 2007 (37% versus 36% in 2007). In fact, in 2008, respondents were less likely to report being 'very dissatisfied' (17%) with the service provided as compared to 24% in 2007.

Figure 9



The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with summer road maintenance services:

- **Male respondents** (44% versus 35% of female respondents);
- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (42% to 57% versus 34% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (61% versus 32% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (56% versus 29% who said excellent, very good or good value); and
- Those who stated **the quality of service provided by the City had decreased or had remained the same** (38% to 62% versus 28% who said it had increased).

Those respondents who were either very or somewhat dissatisfied (n=315) with summer road maintenance were asked about the specific aspects of their discontentment. As shown in Table 5, similar to previous years, the most frequent comments related to pothole repairs (36%) and roads generally not being maintained (18%).

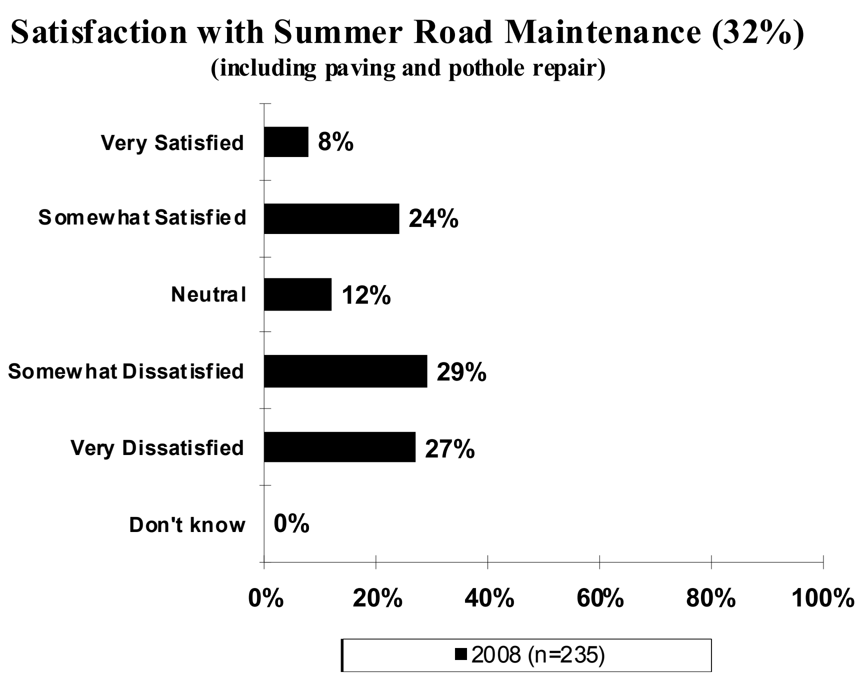
Table 5

Reasons for dissatisfaction with SUMMER ROAD MAINTENANCE	
	Percent of Respondents* (n=315)
Too many potholes not being fixed	36
Roads are not maintained	18
Takes too long to repair potholes	12
Maintenance takes too long	6
Work done on potholes is poorly done	6
Too much construction	5
Poor maintenance planning causing street closures and poor traffic flow	5
Poor street conditions damage vehicles	3
Back alleys and lanes need to be repaired	3
Other (2% or less per mention – see detailed data tables, under separate cover)	30

*Multiple mentions.

Approximately one-third (32%) of respondents that completed the online or hard-copy surveys were satisfied with ***summer road maintenance***, including paving and pothole repair, to some degree, with 8% being very satisfied and 24% being somewhat satisfied. Twelve percent (12%) of respondents were neither satisfied nor dissatisfied, while 56% were either somewhat (29%) or very (27%) dissatisfied. Online or hard-copy respondents were significantly more likely to be 'very dissatisfied' with summer road maintenance compared to telephone respondents (27% versus 17% of telephone respondents), resulting in a 10% difference in those that were dissatisfied overall (56% versus 40% of telephone respondents).

Figure 9A



Base: Respondents to the online and hard copy self-complete survey

The following *online or hard copy* respondent subgroups were significantly more likely to report that they were dissatisfied overall with summer road maintenance services:

- **Male respondents** (65% versus 45% of female respondents);
- Respondents that have **resided in Edmonton for more than 20 years** (63% versus 43% of those that have resided in the City between 11 and 20 years);
- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (61% to 85% versus 42% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (71% to 78% versus 45% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (75% versus 43% who said excellent, very good or good value); and
- Those who stated **the quality of service provided by the City had decreased** (77% versus 52% who said it had remained the same).

Respondents that were dissatisfied overall with summer road maintenance (n=118), mentioned the following top reasons for their dissatisfaction:

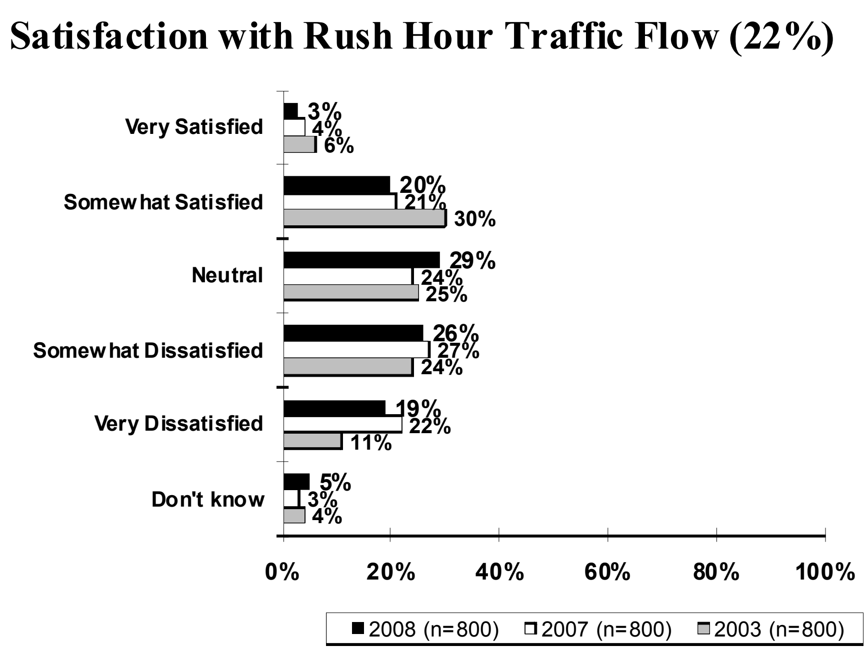
- Potholes not being repaired (35 respondents);
- Lack of repair/maintenance (13);
- Poor roads (in general) (10);
- Too much construction (7);
- Need to clean gravel/dust off streets/faster street cleaning (6); and
- Repairs do not last long (5).

See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction with the service.

Respondents were then questioned as to their level of satisfaction with rush hour traffic flow. As shown in Figure 10, below, 22%[9] of respondents reported that they were satisfied overall, while 29% commented that they were neither satisfied nor dissatisfied with the rush hour traffic flow. Forty-four percent (44%) of respondents indicated they were dissatisfied to some degree with the rush hour traffic flow in Edmonton.

Similar results were observed in 2007. See Figure 10, below.

Figure 10



The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with rush hour traffic flow:

- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (49% to 60% versus 38% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (53% to 65% versus 40% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (54% versus 38% who said excellent, very good or good value);
- Respondents **between the ages of 25 and 64** (45% to 50% versus 35% of respondents aged 65 years and older);

[9] Percentages do not add to total due to rounding

- Respondents that are **employed either full or part time** (48% versus 37% of those that are not currently employed);
- Respondents with **annual incomes between $100,000 and $150,000 per year** (52% versus 39% of those that reported a household income of less than $50,000); and
- Those who stated **the quality of service provided by the City had decreased or had remained the same** (45% to 63% versus 29% who said it had increased).

Among those respondents who were generally dissatisfied with the rush hour traffic flow in Edmonton (n=354), most often indicated there was too much construction on the roads (20%). This was followed by there being poor traffic flow and congestion in general (15%) and the need for better planning and traffic routing (11%). See Table 6, on the following page.

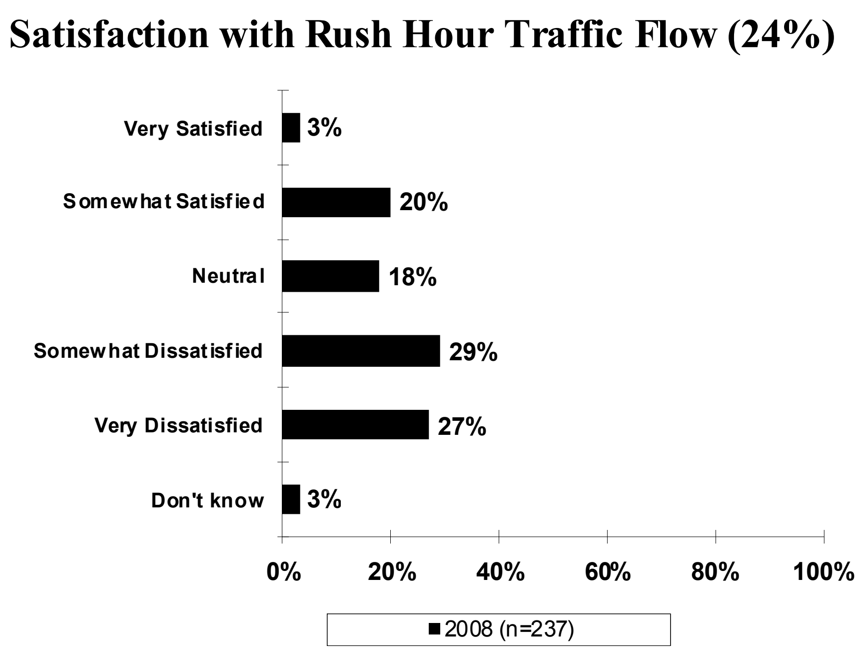
Table 6

Reasons for dissatisfaction with RUSH HOUR TRAFFIC FLOW	
	Percent of Respondents* (n=354)
Too much construction	20
Poor traffic flow / congestion	15
Need better road planning / traffic routing	11
Traffic system is not keeping up with city's growth	9
Too much heavy traffic in city/too many vehicles on road	9
Takes too long to get anywhere/too slow moving	9
Traffic lights are not properly synchronized	5
Poor driver attitudes and behaviour	5
Is declining/is very bad (general)/has always been bad	3
Bottlenecks are a problem/at construction sites	3
Anthony Henday is too congested/difficult to access	3
Too many lights on the Yellowhead/other freeways	3
Too many lights/the lights (unspecified)	3
Poor road conditions	3
Other (2% or less per mention – see detailed data tables, under separate cover)	42
Don't know/not stated	1

*Multiple mentions.

As illustrated in Figure 10A, below, 20% of respondents that completed the online or hard-copy survey were somewhat satisfied and 3% were very satisfied with the ***rush hour traffic flow*** in Edmonton, resulting in 24% being satisfied overall. Eighteen percent (18%) of respondents were neutral in this regard, while over half (56%) were dissatisfied to some extent. Similar to telephone respondents, online or hard-copy respondents were generally dissatisfied overall with this aspect of Edmonton, however, more online or self-complete respondents provided a 'very dissatisfied' rating (27% versus 19% of telephone).

Figure 10A



Base: Respondents to the online and hard copy self-complete survey

The following *online or hard-copy* respondent subgroups were significantly more likely to report that they were dissatisfied overall with rush hour traffic flow:

- Those who perceived the **quality of life in Edmonton to be fair or poor** (70% versus 52% who said the quality of life was very good or excellent);
- Respondents who were **dissatisfied overall with City services** (76% versus 47% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (65% versus 49% who said excellent, very good or good value); and
- Those who stated **the quality of service provided by the City had decreased** (73% versus 53% who said it had remained the same).

Top reasons for respondent dissatisfaction (n=115) with the City's rush hour traffic flow included:

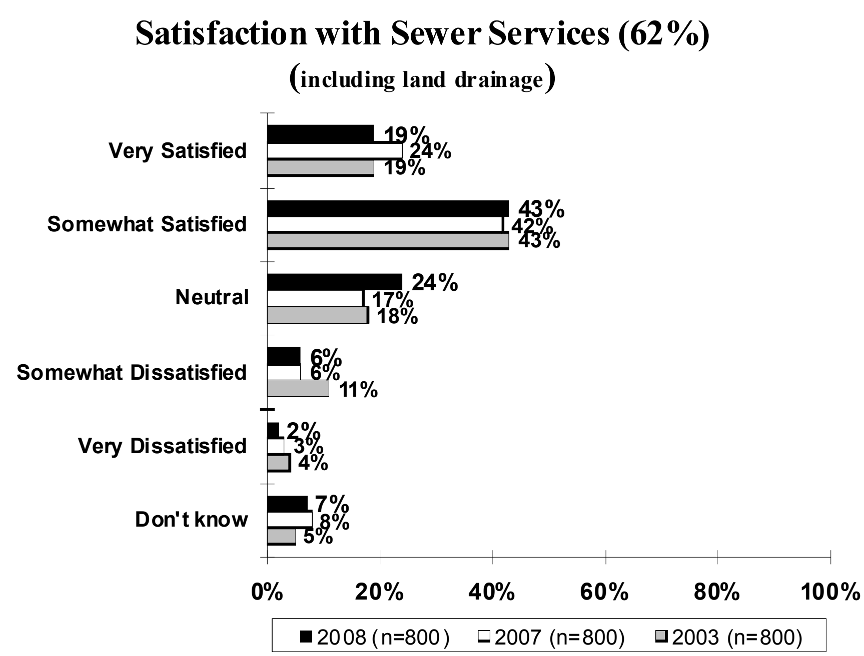
- Poor traffic flow/congestion (in general) (22 respondents);
- Lack of city planning/need better future planning (12);
- Need more turning signals/signage/increase duration of turning signals (9);
- Amount of time it takes to get through traffic (8);
- Too many lights/too many lights on freeways (7);
- Traffic lights not synchronized (6);
- Too much construction/construction during rush hour (6);
- South side railroad crossings cause congestion (6); and
- Too many one person vehicles/need more buses/need bike lanes (5).

See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction.

In terms of respondent satisfaction with ***sewer services*** including land drainage, 62% of respondents stated that they were either very (19%) or somewhat (43%) satisfied with the services provided. Approximately one-quarter (24%) of respondents were neither satisfied nor dissatisfied, while 6% were somewhat dissatisfied and 2% were very dissatisfied with the sewer service provided by the City of Edmonton. Seven percent (7%) of respondents were uncertain as to their level of satisfaction with sewer services.

In 2008, there was a slight decrease (4%) in overall satisfaction compared to 2007 (62% versus 66% in 2007). In fact, respondents were much more likely this year to provide a "neutral" rating (24% versus 17% in 2007) and less likely to state that they were 'very satisfied' with the service (19% versus 24% in 2007). Refer to Figure 11, below

Figure 11



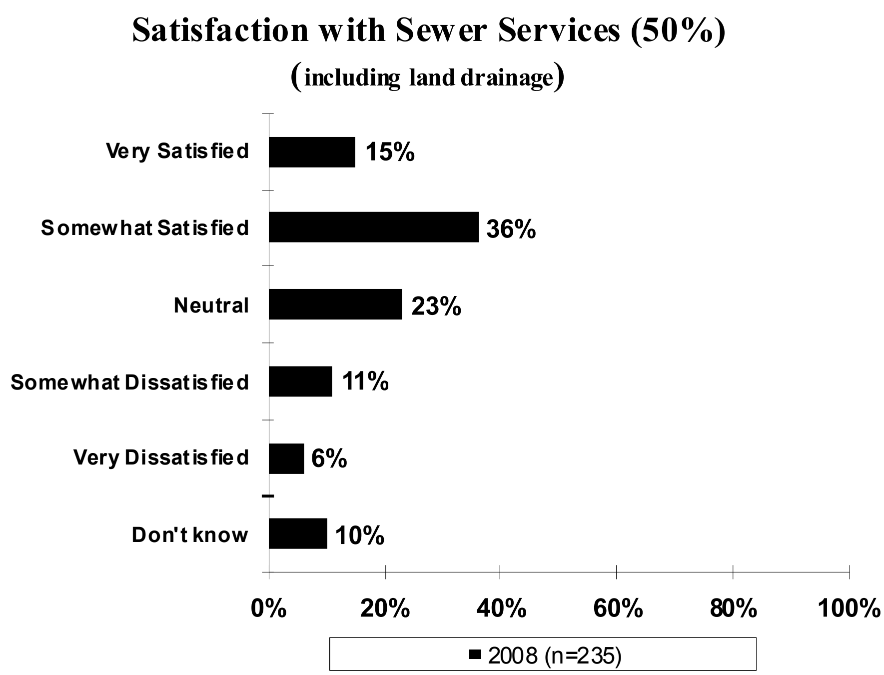
Respondent subgroups significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with sewer services included:

- Those who rated **the quality of life in Edmonton as being fair or poor** (14% versus 6% who rated it as being very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (14% to 18% versus 5% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (14% versus 5% who said excellent, very good or good value);
- Respondents with **annual incomes of less than $50,000 per year** (13% versus 6% of those with annual incomes between $50,000 and $100,000 and 3% of those with annual incomes of more than $150,000); and
- Those who stated **the quality of service provided by the City had decreased** (19% versus 4% who said it had increased and 7% who said it had remained the same).

Of the 63 respondents who were either very or somewhat dissatisfied with sewer services, the most common reasons for dissatisfaction related to fees being too expensive or being assessed unfairly (18 respondents) and storm sewers needing upgrading or being inadequate for drainage (10). Other commonly mentioned reasons for dissatisfaction included flooding due to inadequate storm drains (5), problems with drainage or sewers in older areas (4), a lack of planning or poor building codes (3), storm drains smelling (3), the City's perceived inaction in areas with frequent flooding (3) and sewer back-ups (3). For all mentions see detailed data tables.

Regarding ***sewer services***, including land drainage, half (50%) of respondents that completed the survey via online or hard-copy format were satisfied overall, with 36% being somewhat satisfied and 15% being very satisfied. Twenty-three percent (23%) of respondents reported a neutral satisfaction rating, while 16% were either very (6%) or somewhat (11%) dissatisfied. Online or hard-copy respondents were significantly less likely to be satisfied overall with the City's sewer services when compared to telephone respondents (50% versus 62% of telephone respondents). Refer to Figure 11A, below.

Figure 11A



Base: Respondents to the online and hard copy self-complete survey

Online or hard-copy respondent subgroups significantly more likely to report that they were dissatisfied overall with sewer services included:

- Respondents who said they **received fair or poor value for their tax dollar** (27% versus 9% who said excellent, very good or good value); and
- Those who stated **the quality of service provided by the City had decreased** (32% versus 10% who said it had remained the same).

The following were mentioned by respondents as the top reasons for dissatisfaction with Edmonton's sewer services (n=32):

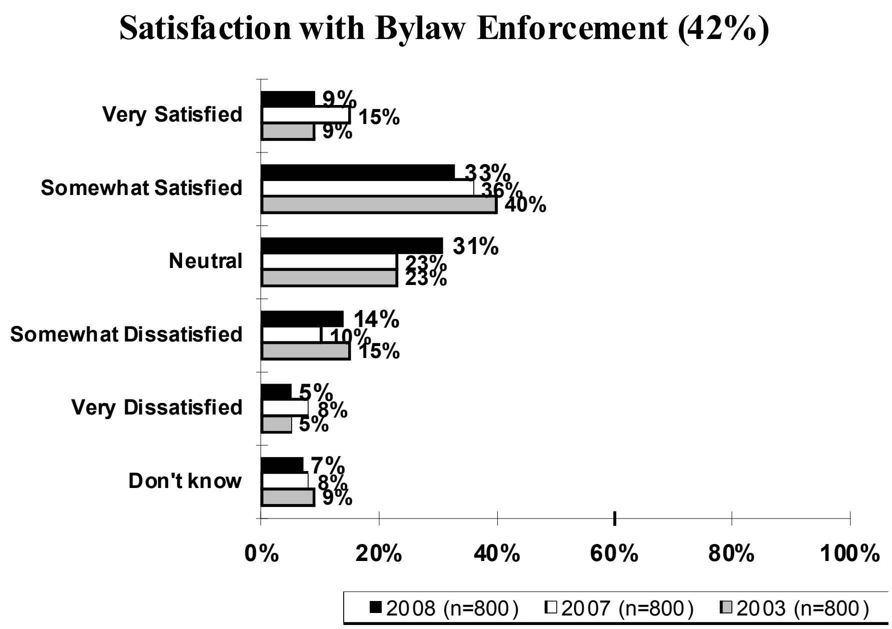
- Expensive fees (6 respondents);
- Flooding due to inadequate storm drains (4);
- City does not listen to concerns/slow response (4);
- Charged more than once for water usage (3); and
- Storm sewers need upgrading/poor drainage (3).

See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction with the service.

When asked to rate their level of satisfaction with ***bylaw enforcement*** such as animal or weed control or zoning infractions, 9% of respondents indicated that they were very satisfied, while 33% were somewhat satisfied, 31% were neutral and 19% were to some extent dissatisfied with bylaw enforcement. Seven percent (7%) of respondents were unsure of their level of satisfaction.

In 2008, a significant decrease in overall satisfaction was observed (42% versus 51% in 2007), primarily due to a 6% decrease in the proportion of respondents that provided a 'very satisfied' rating. Refer to Figure 12, below.

Figure 12



The following respondent subgroups were significantly more likely to state that they were dissatisfied overall with bylaw enforcement services:

- Respondents who reported **residing in Edmonton 6 years or longer** (19% to 25% versus 7% of those who have resided in the City for 5 or less years);
- Those who perceived the **quality of life in Edmonton to be fair or poor** (26% versus 17% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services overall** (27% to 35% versus 15% who were satisfied overall with City services);
- Respondents **without children in their household** (22% versus 12% of those with children in their household); and
- Those who stated **the quality of service provided by the City had decreased** (29% versus 18% who said it had increased and 17% who said it had remained the same).

Among those respondents who were dissatisfied with bylaw enforcement (n=153), the most frequently mentioned causes of dissatisfaction included a perceived lack of weed control (29%), a general observation of a lack of bylaw enforcement (17%), the animal bylaw not being enforced enough (14%) and bylaw officers not handling complaints properly (12%). See Table 8 below.

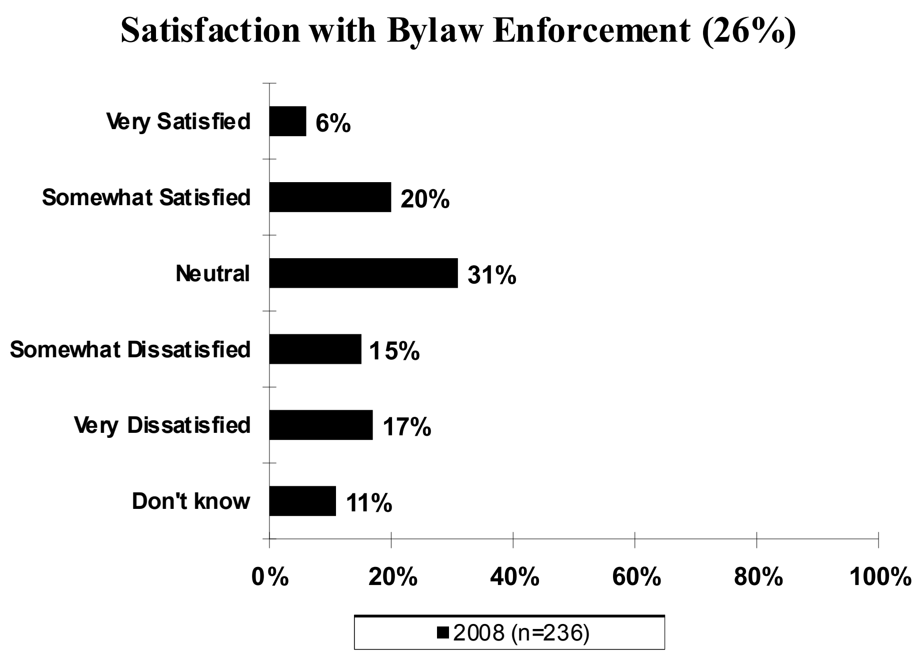
Table 8

Reasons for dissatisfaction with BYLAW ENFORCEMENT	
	Percent of Respondents* (n=153)
Weed control not enforced enough	29
Bylaws not being enforced enough/needs improvement	17
Animal bylaw not enforced enough	14
Bylaw officers are not handling complaints properly/efficiently	12
Too many dogs and cats loose/barking	9
Residents/businesses don't care for their property	9
Need more bylaw officers	6
City owned property needs to be better maintained	5
Other (2% or less per mention – see detailed data tables, under separate cover)	32

*Multiple mentions.

Approximately one-quarter of online or hard-copy respondents (26%) stated they were satisfied overall with the City of Edmonton's ***bylaw enforcement***, such as animal or weed control and zoning infractions, while similar proportions of respondents were neutral in this regard (31%) or dissatisfied to some extent with this service (31%). Due to a 13% difference in the proportion of respondents that were 'somewhat satisfied' (20% versus 33% of telephone respondents), online or self complete respondents were significantly less likely to be satisfied overall compared to telephone respondents (26% versus 42% of telephone respondents). Refer to Figure 12A, below.

Figure 12A



Base: Respondents to the online and hard copy self-complete survey

The following *online or hard-copy* respondent subgroups were significantly more likely to state that they were dissatisfied overall with bylaw enforcement services:

- Respondents who were **dissatisfied overall with City services** (46% versus 25% who were satisfied overall with City services); and
- Those who stated **the quality of service provided by the City had decreased** (46% versus 28% who said it had increased and 17% who said it had remained the same).

When asked why they were dissatisfied overall with bylaw enforcement (n=64), respondents most frequently mentioned:

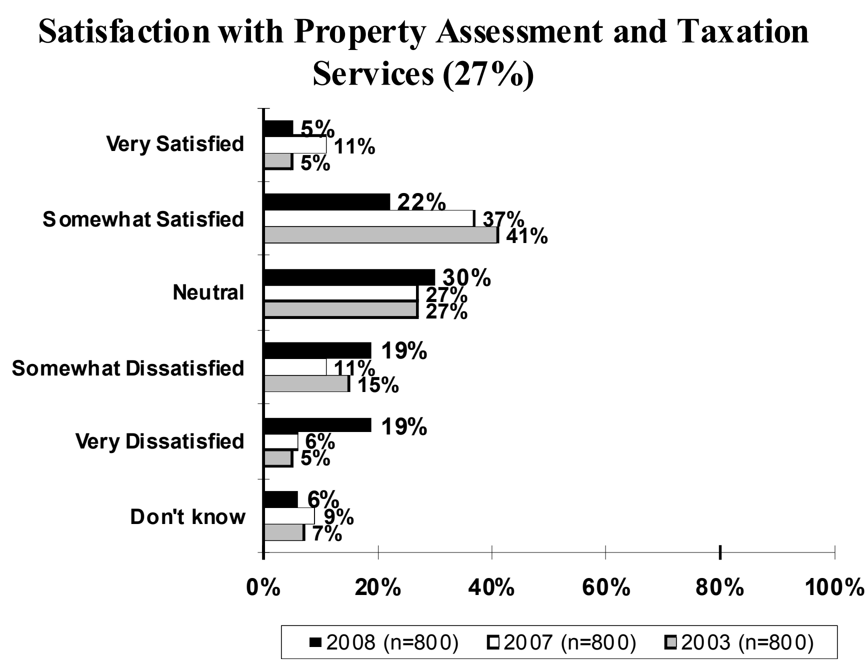
- Lack of enforcement/need improvement/more presence (18 respondents);
- Weed control is not enforced (7);
- Too many loose cats and dogs (6);
- Lack of bylaw officers (5);
- Litter bylaws not enforced (5); and
- Perception that bylaw officers do not do their jobs (4).

See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction with the service.

When asked about City of Edmonton ***property assessment and taxation*** services, 27% of respondents were either very or somewhat satisfied with the service (5% said very satisfied and 22% said somewhat satisfied). Thirty percent (30%) of respondents were neither satisfied nor dissatisfied, while 19% were somewhat dissatisfied, and an additional 19% were very dissatisfied with the service provided. Six percent of respondents (6%) were either unsure of their satisfaction level or did not provide a rating.

Compared to 2007, a significant decrease was observed in the percentage of respondents that were satisfied overall with Edmonton's property assessment and taxation strategy (27% versus 48% in 2007). Specifically, the proportion of respondents that were 'very satisfied' decreased by 6%, while a 15% decline was experienced in those that were 'somewhat satisfied.' See Figure 13, below.

Figure 13



The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with property assessment and taxation services:

- Respondents who reported **residing in Edmonton 20 years or longer** (42% versus 26% of those who have resided in the City for 5 or less years);
- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (43% to 54% versus 31% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (53% to 63% versus 31% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (57% versus 27% who said excellent, very good or good value);
- Respondents **with children in the household** (45% versus 36% of those without children in the household); and
- Those who stated **the quality of service provided by the City had decreased or remained the same** (36% to 60% versus 26% who said it had increased).

Among those respondents either very or somewhat dissatisfied with property assessment and taxation services (n=302), the most frequently mentioned reasons for their dissatisfaction included too high of property assessment or the assessment not matching market value (34%) and taxes being too high (24%). In addition, 19% of respondents indicated that taxes are raised too often. Refer to Table 9, below.

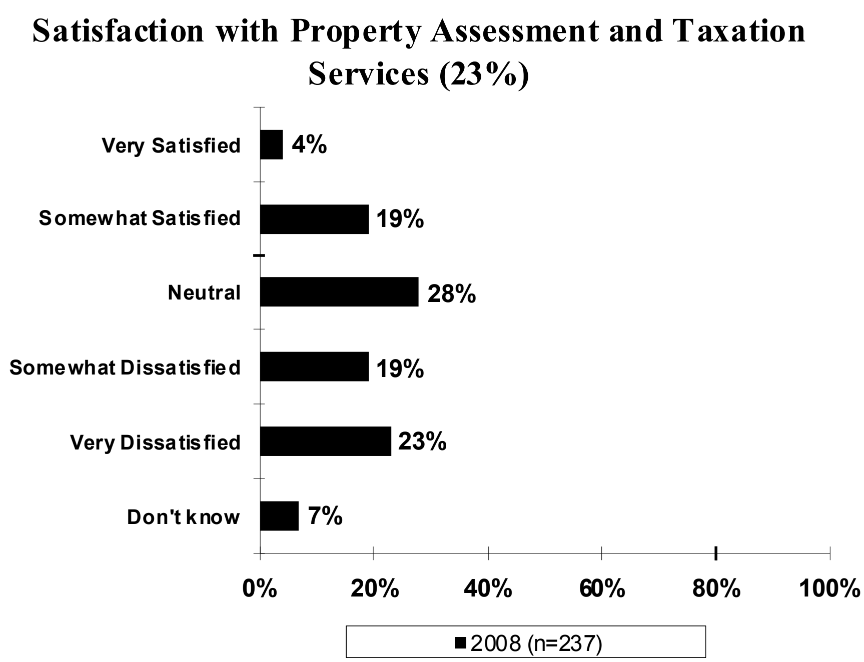
Table 9

Reasons for dissatisfaction with PROPERTY ASSESSMENT AND TAXATION SERVICES	
	Percent of Respondents* (n=302)
Property assessment is too high/not correct with market value	34
Taxes too high (general)	24
Taxes raised too often/every year	19
Property assessments are too inconsistent/handled poorly	11
Taxes too high for services received	4
Not fair for seniors	4
Cannot afford to live in a house because of taxes and house prices	3
Billed for services that are not yet complete	3
Other (2% or less per mention – see detailed data tables, under separate cover)	11
Don't know/Not stated	1

*Multiple mentions.

As illustrated in Figure 13A, below, 19% of respondents that completed the survey online or hard-copy were somewhat satisfied and 4% were very satisfied with ***property assessment and taxation services***, resulting in 23% being satisfied overall. Twenty-eight percent (28%) of respondents were neutral in this regard, while 42% were dissatisfied to some extent. When compared to telephone respondents, online or hard-copy respondents provided similar ratings in terms of overall satisfaction with property assessment and taxation in Edmonton (23% versus 27%).

Figure 13A



Base: Respondents to the online and hard copy self-complete survey

The following *online or hard-copy* respondent subgroups were significantly more likely to report that they were dissatisfied overall with property assessment and taxation services:

- Those who perceived the **quality of life in Edmonton to be fair or poor** (58% versus 34% who said the quality of life was very good or excellent);
- Respondents who were **dissatisfied overall with City services** (62% versus 33% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (63% versus 26% who said excellent, very good or good value); and
- Those who stated **the quality of service provided by the City had decreased** (62% versus 39% who said it had remained the same).

Respondents that were very or somewhat dissatisfied with the City's property assessment and taxation service (n=84) most frequently mentioned the following reasons for their dissatisfaction:

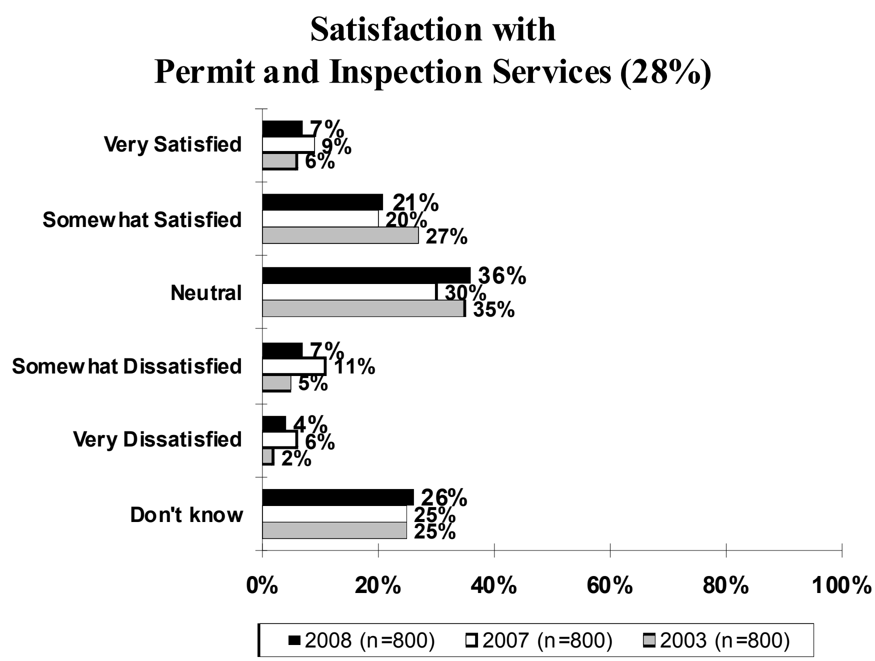
- Too high of property assessments (18 respondents);
- Unfair taxation practices (18);
- Taxes too high (in general) (13);
- Tax money not being spent wisely/need better budget management (11);
- Taxes raised too often/taxes keep going up (9); and
- Taxes too high for services received/taxes increase with no benefits (8).

See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction with the service.

When asked to rate their overall satisfaction with respect to ***permit and inspection services*** for new buildings and improvements, a significant percentage of respondents were undecided as to their satisfaction, as 26% of respondents said they did not know. This may be a result of having limited or no contact with permit and inspection services. More than one-quarter of respondents (28%) were to some extent satisfied with the permit and inspection services, while 36% were neutral and 10% were dissatisfied to some extent. Interestingly, when assessing overall satisfaction among only those respondents who provided an opinion (n=591), overall satisfaction increased to 38% (48% neutral and 14% dissatisfied).

Overall, satisfaction with permit and inspection services remained consistent between survey years (28% versus 29% in 2007), while a 6% increase was observed in the proportion of respondents that provided a 'neutral' rating (36% versus 30% in 2007). See Figure 14, below.

Figure 14



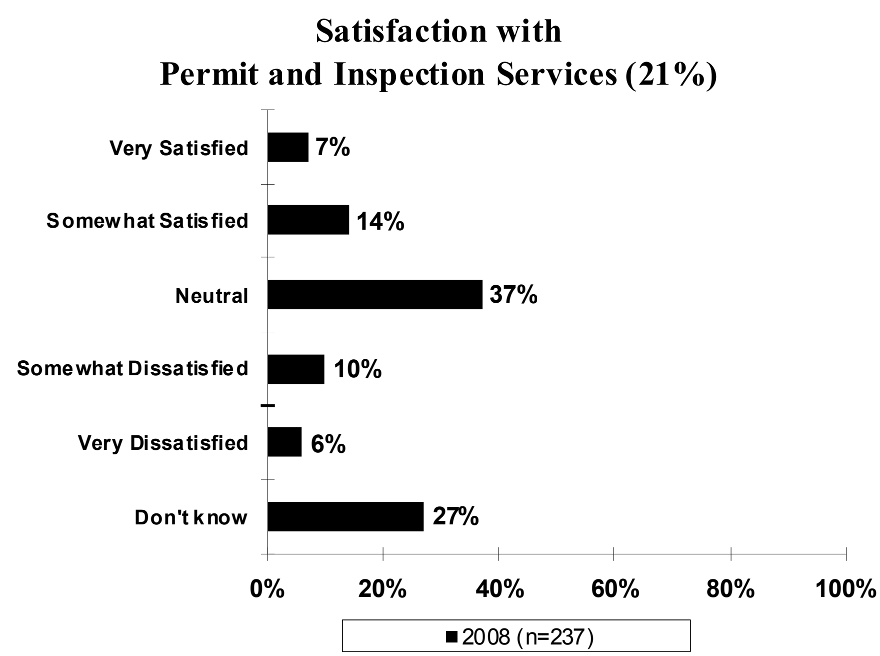
Respondent subgroups significantly more likely to report that they were dissatisfied overall with permit and inspection services included:

- Those who perceived the **quality of life in Edmonton to be fair or poor** (19% versus 9% to 10% who said the quality of life was good, very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (14% to 24% versus 8% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (14% versus 8% who said excellent, very good or good value);
- Respondents **without children in the household** (12% versus 5% of those with children in the household);
- Respondents who reported a **household income of more than $150,000** (17% versus 7% of those that reported a household income of between $50,000 and $100,000); and
- Those who stated **the quality of service provided by the City had decreased** (16% versus 9% who said it had remained the same).

Among the 82 respondents who were generally dissatisfied with the City's permit and inspection services most stated that their discontentment stemmed from services being too slow (11 respondents) and inspections not being thorough enough or efficient (9). Respondents also felt that there was poor communication or not enough information about these services (6), that inspectors play favorites or are bribed (5), that there is lack of inspectors (5), and that people build without permits and have no consequences (5). (See the detailed data tables, under separate cover, for a complete list of mentions).

Similar to the telephone respondents, a sizeable proportion of online or hard-copy respondents did not provide a rating for their satisfaction with ***permit and inspection services*** (27% said don't know). Twenty-one percent (21%) of respondents indicated they were satisfied overall, while 37% were neutral in this regard. Twenty-one percent (16%) of respondents were either very (7%) or somewhat (14%) dissatisfied with the City's permit and inspection services. Refer to Figure 14A, below.

Figure 14A



Base: Respondents to the online and hard copy self-complete survey

There were no significant subgroup findings for this service.

Respondents that were dissatisfied overall with permit and inspection services mentioned the following top reasons for their dissatisfaction (n=30):

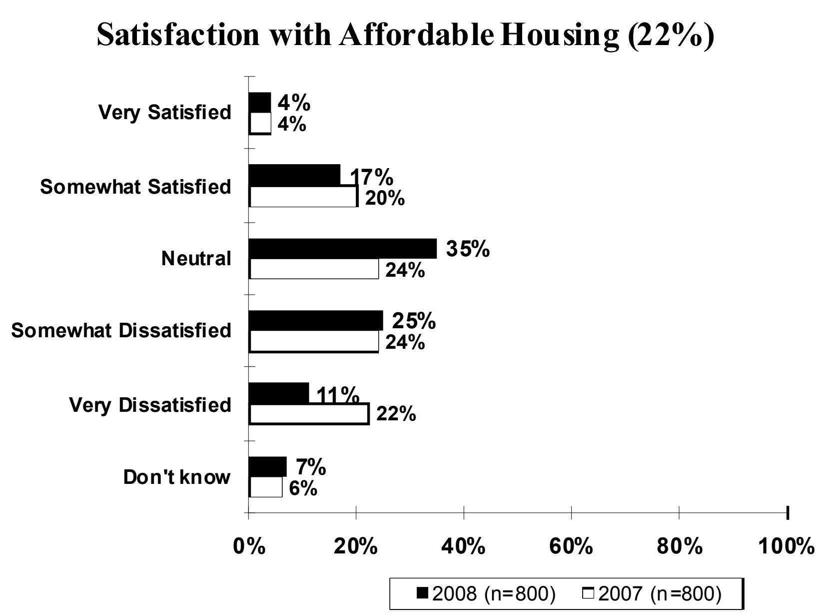
- Inspections not thorough enough/inefficient (6 respondents);
- Takes too long to get permits/application (4);
- Lack of inspectors (3); and
- Long wait times (in general) (3).

For single responses, refer to detailed data tables under separate cover.

Less than one-quarter of all respondents (22%)[10] were either very (4%) or somewhat (17%) satisfied with ***efforts to increase the supply of adequate and affordable housing*** (e.g. Cornerstones, Safe Housing, Landlord and Tenant Advisory Board), while 35% stated that they were neutral, 25% were somewhat dissatisfied and 11% were very dissatisfied. Seven percent (7%) of respondents were either uncertain as to their level of satisfaction or did not provide a response.

In 2008, a significant increase was observed in the proportion of respondents that provided a 'neutral' rating in regards to efforts to increase the supply of adequate and affordable housing (35% versus 24% in 2007), while significantly less respondents were 'very dissatisfied' (11% versus 22% in 2007) with this aspect. In fact, a 114% decrease was experienced in those that were dissatisfied to some extent (37% versus 46% in 2007). See Figure 15, below.

Figure 15



The following respondent subgroups were significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with the effort to supply affordable housing:

- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (40% to 54% versus 31% who said the quality of life was very good or excellent);

[10] Percentages do not total do to rounding

- Respondents who were **neutral or dissatisfied overall with City services** (43% to 61% versus 33% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (42% versus 31% who said excellent, very good or good value);
- Respondents **between the ages of 25 and 44** (43% versus 32% to 33% of those aged 45 years and older);
- Respondents who reported a **household income of less than $50,000** (41% versus 30% of those that reported a household income of between $100,000 and $150,000);
- Respondents **without children in the household** (37% versus 32% of those with children in the household); and
- Those who stated **the quality of service provided by the City had decreased or had remained the same** (37% to 49% versus 26% who said it had increased).

Table 10, below, shows the specific aspects of dissatisfaction among respondents who were either very or somewhat dissatisfied with land use planning (n=293). The most frequently mentioned reasons for respondents' dissatisfaction were high costs of housing or rents (26%) and a perceived lack of effort by the city to alleviate the housing situation (25%).

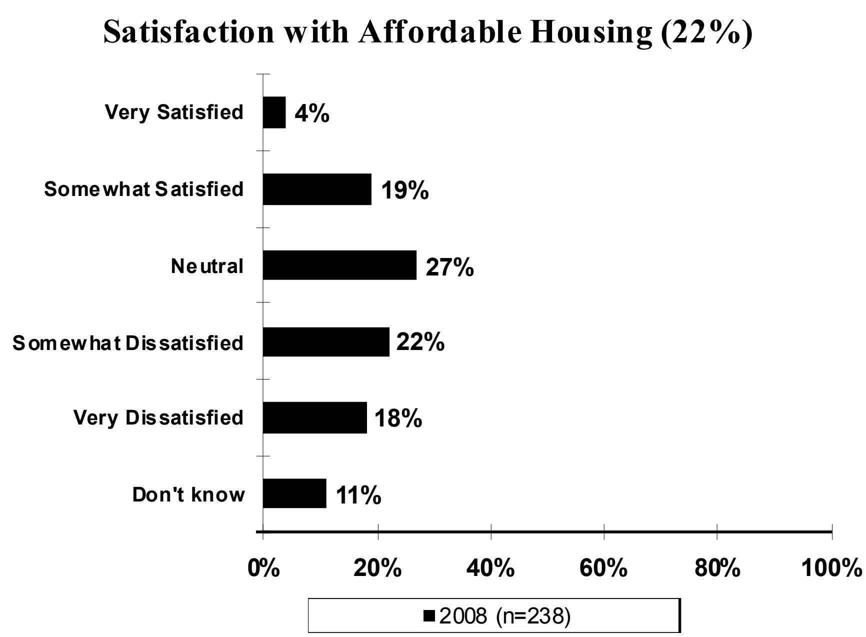
Table 10

Reasons for dissatisfaction with efforts to increase the supply of adequate and affordable housing	
	Percent of Respondents* (n=293)
Cost of housing/rent too high	26
City has not done anything / Lack of effort	25
Not enough affordable housing even for middle class	19
Lack of housing for homeless/too much homelessness in city	6
Too many condominiums, not enough rentals	5
Need better landlord regulation/rent controls	4
No affordable housing/affordable housing programs	4
Wages need to be higher/too many people lack the income to afford adequate housing	3
Other (2% or less per mention – see detailed data tables, under separate cover)	33
Don't know/not stated	2

*Multiple mentions.

As illustrated in Figure 15A, below, approximately one-quarter (22%) of online or hard-copy respondents were satisfied overall with ***efforts to increase the supply of adequate and affordable housing*** (e.g. Cornerstones, Safe Housing, Landlord and Tenant Advisory Board). Twenty-seven percent (27%) of respondents were neither satisfied nor dissatisfied, while forty percent (40%) were either very (18%) or somewhat (22%) dissatisfied. When compared to telephone respondents, online or hard-copy respondents provided similar overall satisfaction ratings (22% versus 22% of telephone respondents), however, 7% more online or hard-copy respondents were 'very dissatisfied' in regards to efforts to increase the supply of adequate and affordable housing (18% versus 11% of telephone respondents).

Figure 15A



Base: Respondents to the online and hard copy self-complete survey

The following *online or hard-copy* respondent subgroups were significantly more likely to report that they were dissatisfied overall with the effort to supply affordable housing:

- Respondents who were **neutral or dissatisfied overall with City services** (56% to 59% versus 30% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (49% versus 31% who said excellent, very good or good value); and
- Those who stated **the quality of service provided by the City had decreased** (59% versus 35% who said it had remained the same).

Top reasons for dissatisfaction with the efforts to increase the supply of adequate and affordable housing (n=82) included:

- Cost of housing/rent too high/need more affordable housing (15 respondents);
- Lack of effort by City (13);
- Need better landlord regulations/rent controls (9);
- Don't need low income housing/not City's problem (7);
- Not enough affordable housing for middle class (4);
- Homes are in poor locations/need to be spread across City (3);
- Should have had low income housing long time ago (3); and
- Good start but need more affordable housing (3).

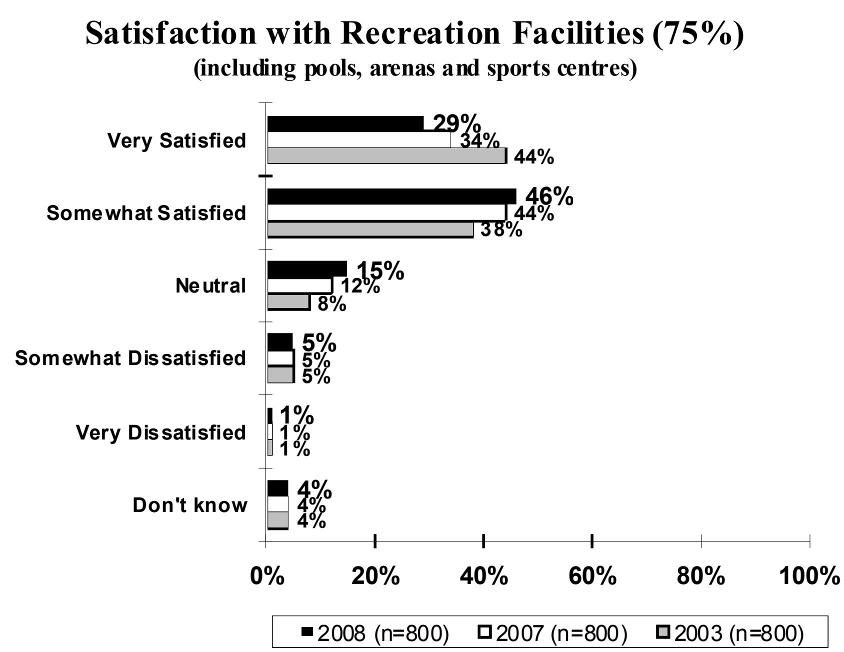
See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction.

3.3.3 Satisfaction with Community and People Services

Of the 18 City of Edmonton services rated, five of the services were categorized as "community or people services".

In regards to satisfaction with the ***City of Edmonton recreation facilities,*** including pools, arenas and sports centers, three-quarters (75%) of respondents stated that they were satisfied overall (29% being very satisfied and 46% being somewhat satisfied). Fifteen percent (15%) of respondents were neither satisfied nor dissatisfied and 6% were, to some degree, dissatisfied with City of Edmonton recreation facilities. The percentage of respondents that provided a 'very satisfied' rating has progressively decreased each survey year (29% versus 34% in 2007 and 44% in 2003), resulting in a slight decrease in respondents that were satisfied overall in 2008 (75% versus 78% in 2007).

Figure 16



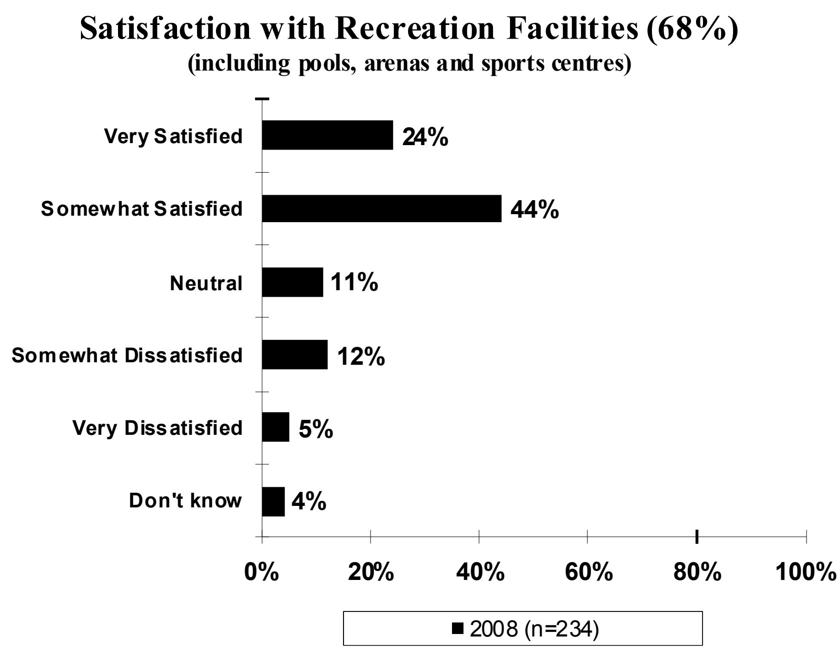
Respondent subgroups significantly more likely to report that they were dissatisfied overall with recreation facilities included:

- Respondents that have **resided in Edmonton between 6 and 20 years** (10% to 14% versus 3% of those that have resided in the City for 5 years or less and 5% of those that have resided in the City for more than 20 years);
- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (8% to 9% versus 4% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (9% to 16% versus 4% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (8% versus 5% who said excellent, very good or good value); and
- Those who stated **the quality of service provided by the City had decreased or had remained the same** (7% to 9% versus 2% who said it had increased).

Of the 48 respondents who were either very or somewhat dissatisfied with City of Edmonton recreation facilities, the main reasons for dissatisfaction included a lack of facilities in general (11 respondents), facilities being too costly (9), and there being a lack of facilities in respondents' neighbourhoods specifically (8). (See the detailed data tables, under separate cover, for a complete list of mentions).

Over two-thirds (68%) of respondents that competed the <u>online or hard-copy surveys</u> reported that they were either very satisfied or somewhat satisfied with *Edmonton's* ***recreational facilities*** including pools, arenas and sports centers (24% and 44%, respectively). Eleven percent (11%) said they were neutral in terms of their overall satisfaction, while 17% were dissatisfied overall. Compared to telephone respondents, significantly less online or hard-copy respondents were satisfied overall with the City's recreational facilities (68% versus 75% of telephone respondents).

Figure 16A



Base: Respondents to the online and hard copy self-complete survey

There were no significant subgroup findings for Edmonton's recreational facilities.

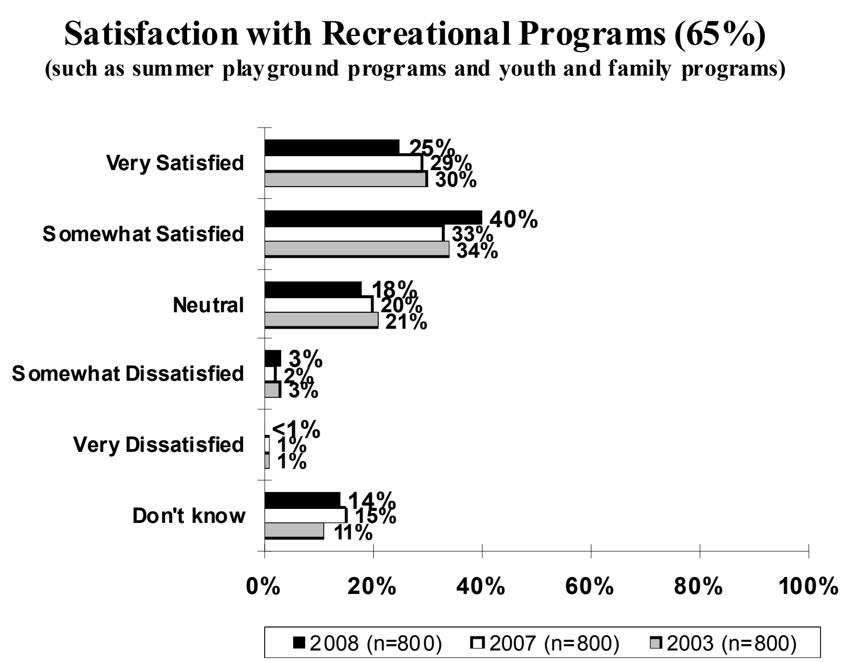
Respondents that were dissatisfied overall with Edmonton's recreational facilities (n=38) were asked for reasons for their dissatisfaction. Top responses included:

- Not enough facilities in general (8 respondents);
- Too expensive/more free programs (6);
- Many facilities require upgrades (5);
- Need more swimming pools/outdoor pools (4);
- Poor maintenance/upkeep/cleanliness/facilities rundown (3); and
- Facilities too crowded (3).

As illustrated in Figure 17, below, 65% of respondents stated that they were either very (25%) or somewhat (40%) satisfied with ***recreational programs*** such as summer playground programs and youth and family programs provided by the City of Edmonton. Eighteen percent (18%) were neither satisfied nor dissatisfied, while 3% were dissatisfied to some degree with the service. Fourteen percent (14%) of respondents did not comment on their level of satisfaction with this service.

Compared to results reported in 2003 and 2007, overall satisfaction with this service remained consistent in 2008 (65% versus 62% in 2007 and 64% in 2003).

Figure 17



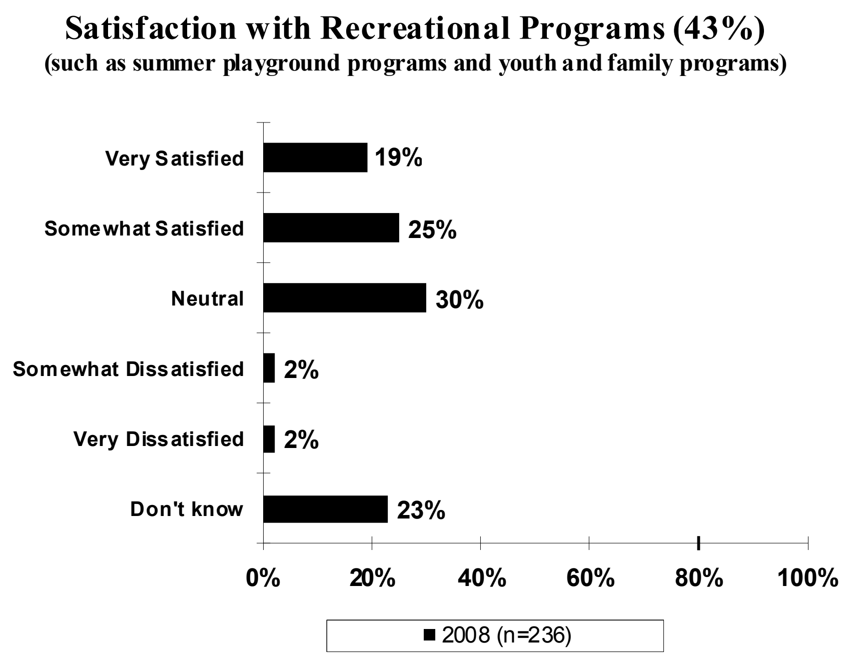
The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with recreational programs provided by the City:

- ♦ Respondents who were **dissatisfied overall with City services** (8% versus 2% who were satisfied overall with City services); and
- ♦ Those who stated **the quality of service provided by the City had decreased** (6% versus 1% who said it had increased and 2% who said it had remained the same).

Respondents very or somewhat dissatisfied with the City's recreational programs were probed as to the factors influencing their discontentment (n=21). The need for more recreational programs (8 respondents), programs being too expensive (4), programs being under-marketed or marketed towards the wrong people (4) the desire for more low-cost or subsidized children's programs (3) were most often noted as reasons for respondents' dissatisfaction with the City's recreational programs. (See the detailed data tables, under separate cover, for a complete list of mentions).

When asked to rate their satisfaction in regards to ***recreational programs*** provided by the City of Edmonton, such as summer playground programs and youth and family programs, forty-three percent (43%) of online or hard-copy respondents reported that they were either very satisfied or somewhat satisfied (19% and 25%, respectively)[11] with these programs. Thirty percent (30%) of respondents said they were neutral in terms of their overall satisfaction and 4% were dissatisfied overall. It should be noted that a sizeable proportion of respondents did not provide a rating (24% said don't know). This may be a result of limited experience with these programs. Compared to telephone respondents, significantly less online or hard-copy respondents were satisfied overall with recreational programs provided by the City (43% versus 65% of telephone respondents).

Figure 17A



Base: Respondents to the online and hard copy self-complete survey

The following *online or hard-copy* respondent subgroups were significantly more likely to report that they were dissatisfied overall with recreational programs provided by the City:

- **Female respondents** (7% versus 2% of male respondents); and
- Respondents that had **accessed recreational programs in the past 12 months** (11% versus 2% of those that not accessed recreational programs).

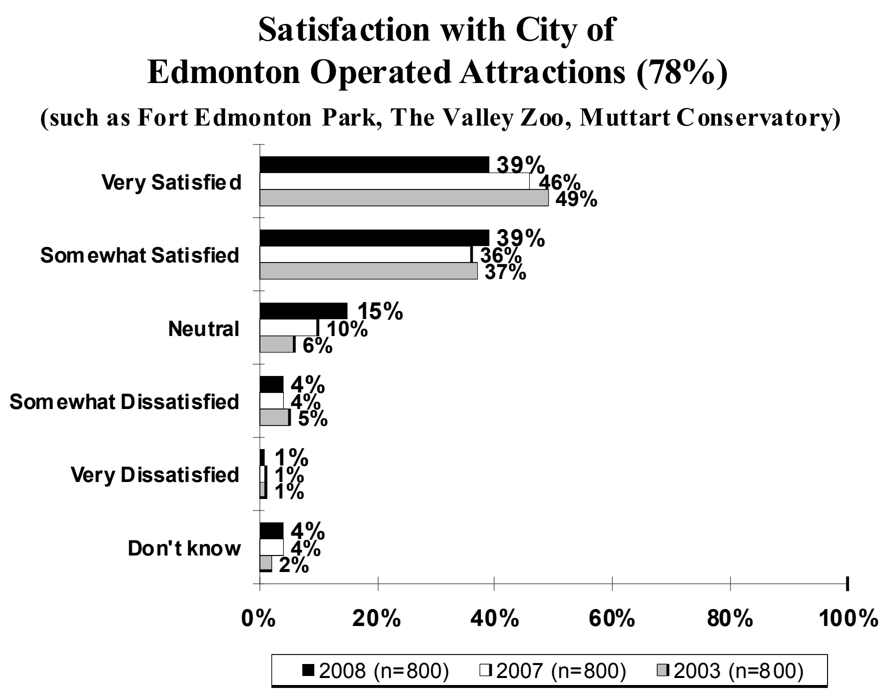
[11] Percentages to not add to total due to rounding

Recreational facilities being too expensive (2 respondents) was the top reason as to why respondents were very or somewhat dissatisfied with the City's recreational programs (n=8) (See the detailed data tables, under separate cover, for a complete list of mentions).

The majority of respondents (78%) reported that they were generally satisfied with ***City of Edmonton operated attractions*** such as Fort Edmonton Park, the Valley Zoo or the Muttart Conservatory (39% said they were very satisfied and an additional 39% said they were somewhat satisfied). Fifteen percent (15%) of respondents commented that they were neither satisfied nor dissatisfied, while 5% were, to some extent, dissatisfied with the services provided by the City of Edmonton operated attractions.

When compared to results reported in 2007, a slight decrease in overall satisfaction with City operated attractions was observed in 2008 (78% versus 82% in 2007), primarily due to a 7% decrease in those that provided a 'very satisfied' rating (39% versus 46% in 2007). Refer to Figure 18, below.

Figure 18



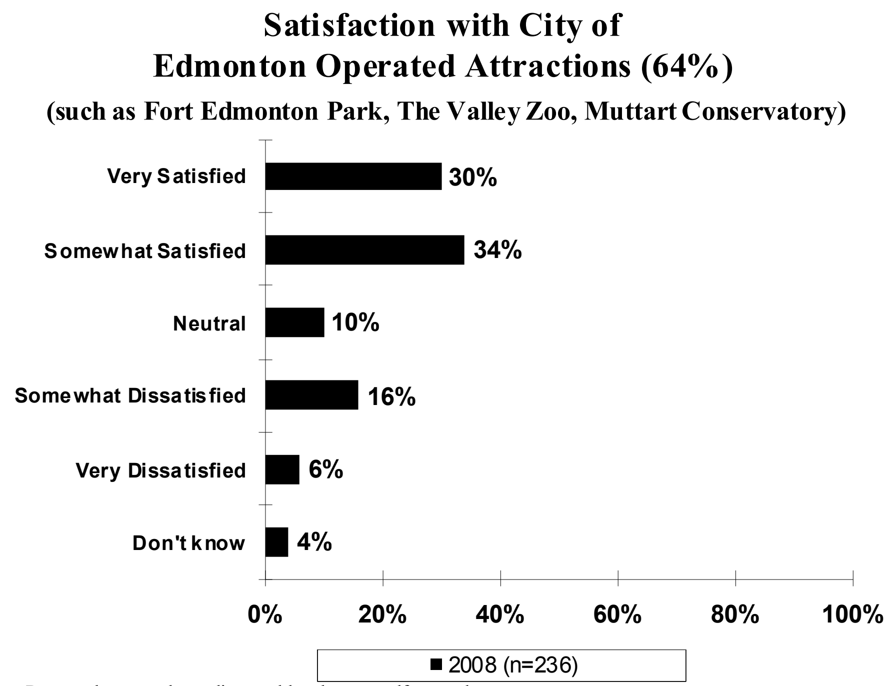
The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with City operated attractions:

- Those who perceived the **quality of life in Edmonton to be fair or poor** (11% versus 3% to 5% who said the quality of life was good, very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (8% to 16% versus 3% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (8% versus 3% who said excellent, very good or good value);
- Respondents **between the ages of 25 and 64** (6% versus 1% of those aged 65 years and older);
- Respondents that are **employed either full or part time** (6% versus 2% of those that are currently not employed);
- Respondents who reported a **household income of between $50,000 and $100,000** (7% versus 1% of those that reported a household income of between $100,000 and $150,000); and
- Those who stated **the quality of service provided by the City had decreased** (10% versus 3% who said it had increased and 4% who said it had remained the same).

Among those 36 respondents who said they were very or somewhat dissatisfied with City of Edmonton operated attractions, most mentioned the need to improve the Valley Zoo as a reason for their dissatisfaction (8 respondents), along with attractions being too expensive (8). This was followed by a perceived lack of attractions in general (7) and attractions needing more advertising to attract business (3). (See the detailed data tables, under separate cover, for a complete list of mentions).

As illustrated in Figure 18A, below, approximately two-thirds (64%) of online or hard-copy respondents were satisfied overall with ***City operated attractions*** such as Fort Edmonton Park, The Valley Zoo and Muttart Conservatory. Ten percent (10%) of respondents were neutral in this regard, while 22% of respondents were either very (6%) or somewhat (16%) dissatisfied with City operated attractions. Significantly less online or hard-copy respondents were satisfied overall with City operated attractions when compared to telephone respondents (64% versus 78% of telephone respondents). In fact, there was a 9% difference in those that provided a 'very satisfied' rating (30% versus 39% of telephone respondents).

Figure 18A



Base: Respondents to the online and hard copy self-complete survey

The following *online or hard-copy* respondent subgroups were significantly more likely to report that they were dissatisfied overall with City operated attractions:

- Respondents who were **dissatisfied overall with City services** (36% versus 17% who were satisfied overall with City services).

Top reasons for dissatisfaction with City operated attractions (n=52) included:

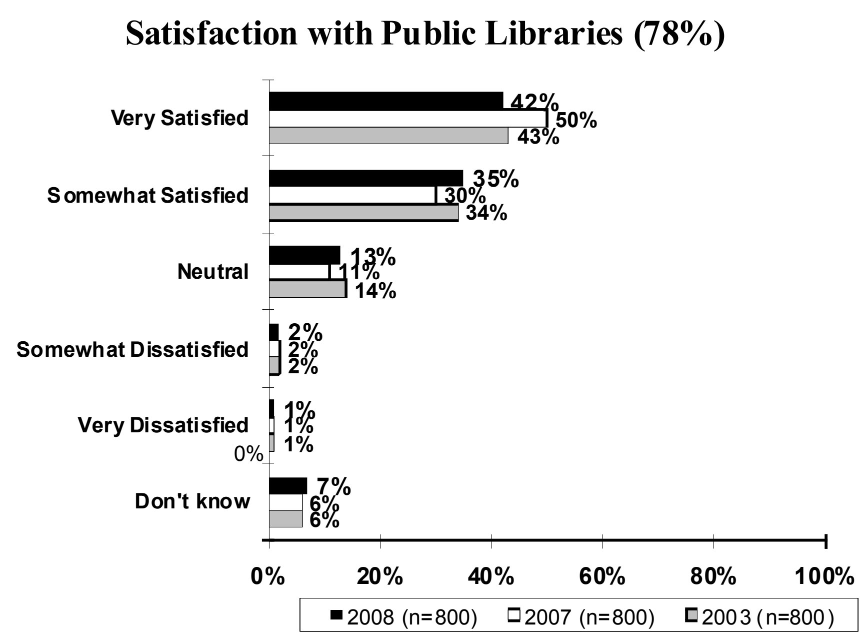
- Valley Zoo needs improvements (specific) (25 respondents);
- Too expensive/should not have to pay for publicly funded attractions (10);
- Poor attractions compared to other cities (3);
- Displeasure with the Valley Zoo (in general) (3);
- Increase funding for Fort Edmonton/expand (3); and
- Need to expand all attractions (3).

See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction.

When asked to rate their satisfaction level with ***public libraries***, over three-quarters (78%) of respondents indicated they were either very (42%) or somewhat (35%) satisfied, while 13% were neutral in this regard. Only 3% of respondents were dissatisfied to some extent with the public libraries and seven percent (7%) were unsure on this matter.

Overall satisfaction with public libraries has remained comparable to previous survey years (78% versus 80% in 2007 and 77% in 2003), however, in 2008, an 8% decrease was observed in those that provided a 'very satisfied' rating (42% versus 50% in 2007). Refer to Figure 19, below.

Figure 19



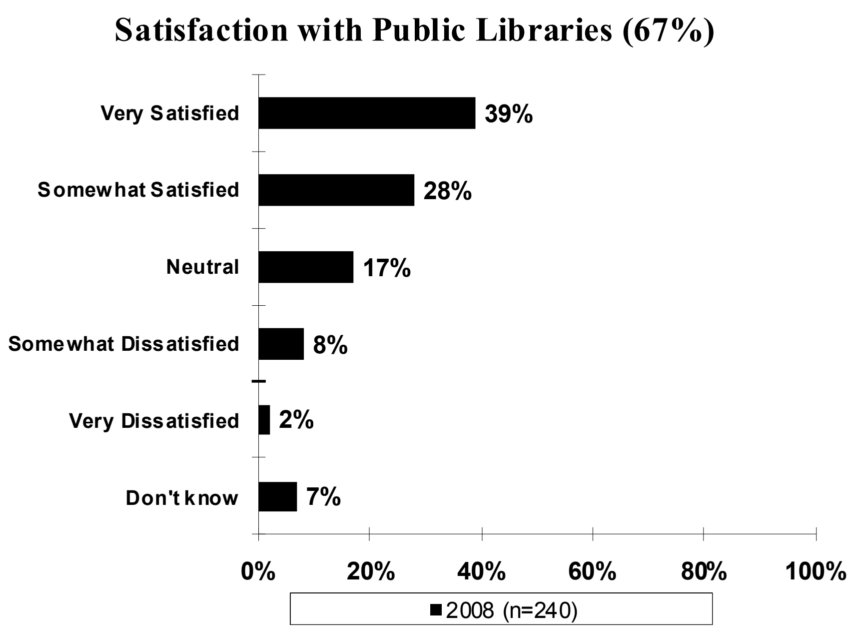
The following respondent subgroups were significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with public libraries:

- Respondents who were **dissatisfied overall with City services** (10% versus 1% to 2% who were neutral or satisfied overall with City services).

Among the 16 respondents who were, to some degree, dissatisfied with public libraries, most said their dissatisfaction related to the perception of a lack of materials or resources (3 respondents). Fees being too high (2), a lack of facilities or facilities being too small (2) closure of a specified library (2) and locations of public libraries (2) were also commonly noted as reasons for respondents' disapproval. (See the detailed data tables, under separate cover, for a complete list of mentions).

Regarding ***public libraries***, approximately two-thirds (67%) of online or hard-copy respondents were satisfied overall, with 39% being very satisfied and 28% being somewhat satisfied. Seventeen percent (17%) of respondents were neither satisfied nor dissatisfied, while 10% expressed some level of dissatisfaction with public libraries. Compared to telephone respondents, online or hard-copy respondents were significantly less likely to be satisfied overall with public libraries (67% versus 78% of telephone respondents). Refer to Figure 19A, below.

Figure 19A



Base: Respondents to the online and hard copy self-complete survey

The following *online or hard-copy* respondent subgroups were significantly more likely to report that they were dissatisfied overall with public libraries:

- ♦ Respondents who were **dissatisfied overall with City services** (18% versus 7% who were satisfied overall with City services); and
- ♦ Those that are **not currently employed** (19% versus 8% of those that are employed either full or part time).

When asked why they were dissatisfied overall with Edmonton's public libraries (n=22), respondents most frequently noted:

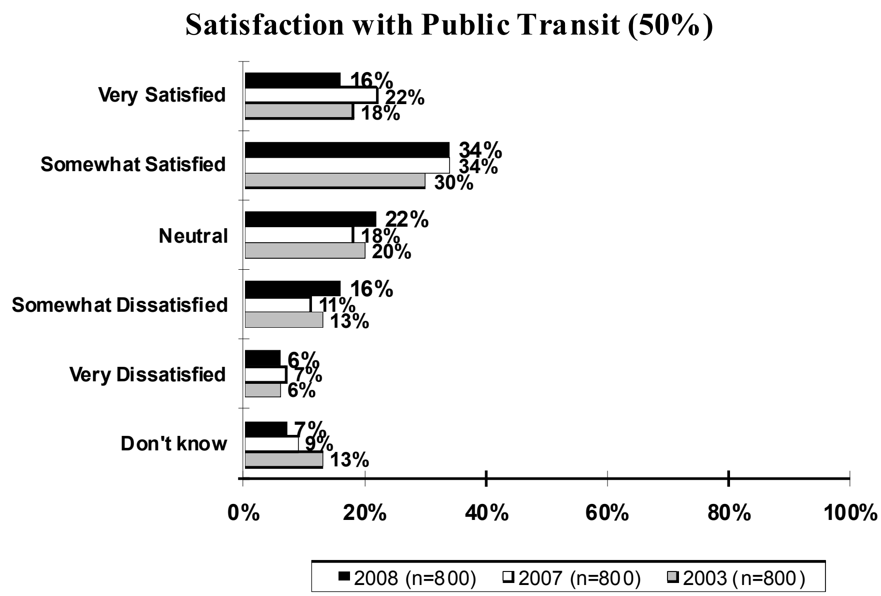
- Need upgrades/renovations (4 respondents);
- Too many homeless people around library (4);
- Lack of facilities/too small of facilities (3);
- Lack security/feel unsafe at some locations (3);
- Fees too high/should be free (2);
- Poor internet accessibility (2);
- Lack of materials/reference book (2); and
- Lack of variety of materials (2).

See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction.

Half (50%) of the respondents were, to some degree, satisfied with ***public transit services*** (16% were very satisfied and 34% were somewhat satisfied), while 22% provided a neutral satisfaction rating. Twenty-two percent (22%) of respondents indicated they were dissatisfied to some extent with the City's public transit services.

Compared to the 2007 results, overall satisfaction with public transit decreased 5% in 2008 (50% versus 56% in 2007), primarily due to an 8% decrease in the proportion of espondents that provided a 'very satisfied' rating (16% versus 22% in 2007). Refer to Figure 20, below.

Figure 20



The following respondent subgroups were significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with public transit:

- Respondents that have **resided in Edmonton between 6 and 10 years** (29% versus 18% of those that have resided in Edmonton for more than 20 years);
- Those who perceived the **quality of life in Edmonton to be good** (26% versus 18% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (34% to 43% versus 16% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (29% versus 16% who said excellent, very good or good value);
- Respondents **between the ages of 25 and 44** (29% versus 9% to 21% of those aged 45 years and older);

- Respondents that are **employed either full or part time** (25% versus 14% of those that are currently not employed);
- Respondents who reported a **household income of between $50,000 and $100,000** (25% versus 18% of those that reported a household income of less than $50,000);
- Respondents that had **accessed public transit services in the past 12 months** (24% versus 15% of those that not accessed public transit services); and
- Those who stated **the quality of service provided by the City had decreased** (33% versus 16% who said it had increased and 21% who said it had remained the same).

There were 172 respondents who were either very or somewhat dissatisfied with the City of Edmonton public transit services. Table 11 shows the specific aspects of their dissatisfaction. The most frequently mentioned reasons for dissatisfaction included the need to have better scheduling or timing for buses (16%), the need to expand the LRT service (11%) and the belief that the LRT does not go anywhere (9%).

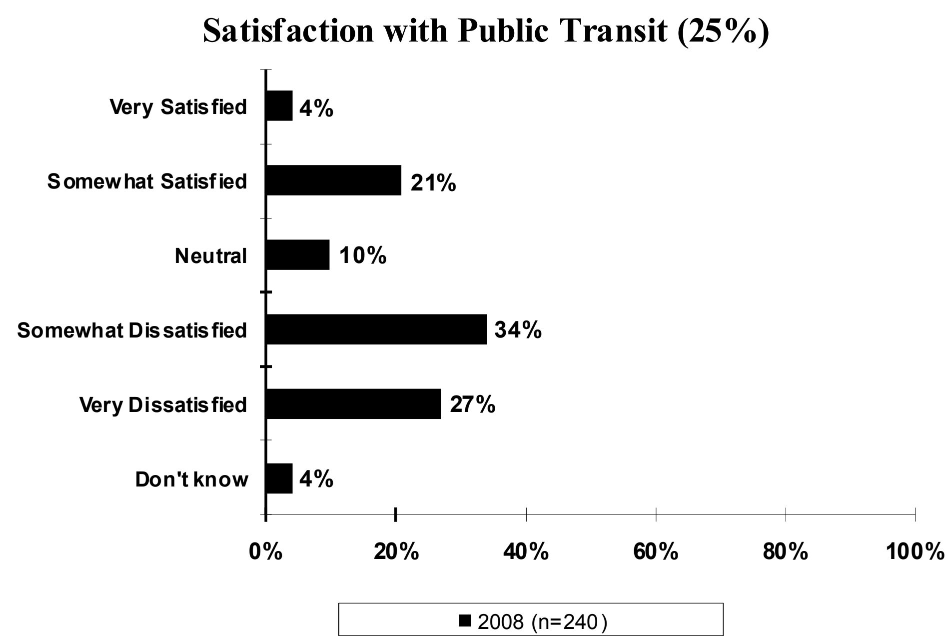
Table 11

Reasons for dissatisfaction with PUBLIC TRANSIT	**Percent of Respondents* (n=172)**
Better scheduling/timing of buses	16
Expansion of LRT / Need to branch out in different ways	11
LRT does not go anywhere	9
Mismanaged/poorly planned	8
Bus system too slow / More rapid transit routes needed	8
Not enough late night services	8
Difficult to get around city (in general)	8
Poor connections for transfers / Have to transfer many times	7
Expansion of bus routes needed	7
Not enough service east and west	7
Too expensive / Need exact amount	5
Need more service for south end of the city	4
Need more Park and Ride	3
Lack of maintenance and cleanliness	2
Not enough services	2
Need nicer drivers	2
Other (less than 2% per mention – see detailed data tables, under separate cover)	19

*Multiple mentions.

As illustrated in Figure 20A, below, one-quarter (25%) of online or hard-copy respondents were somewhat (21%) or very (4%) satisfied with ***public transit services***. Ten percent (10%) of respondents were neutral in this regard, while 61% were dissatisfied overall. When compared to telephone respondents, online or hard-copy respondents were significantly less likely to be satisfied overall with the City's public transit service (25% versus 50% of telephone respondents). Refer to Figure 20A, below.

Figure 20A



Base: Respondents to the online and hard copy self-complete survey

When asked why they were dissatisfied overall with the City's public transit service (n=138), respondents most frequently noted the following reasons for their dissatisfaction:

- Buses need to run more often/infrequent service (28 respondents);
- Expansion of the LRT/needs to branch out in different ways (24);
- Bus system too slow/need more rapid transit routes (21);
- Need more direct routes/better designed routes (14);
- Poor connections for transfers/have to transfer many times (12);
- Too expensive/need exact amount (11);
- Need to expand bus routes/more available service in residential areas (11);
- Difficult to get around city (in general) (8);
- Lack of late night service/need extended hours (8);
- Lack of services on weekends/holidays/evenings (7);
- Poor planning of LRT routes (7);
- Lack of service (in general) (5);
- Need better scheduling/timing of buses (5); and
- Do not feel safe in bus terminals and LRT stations (4).

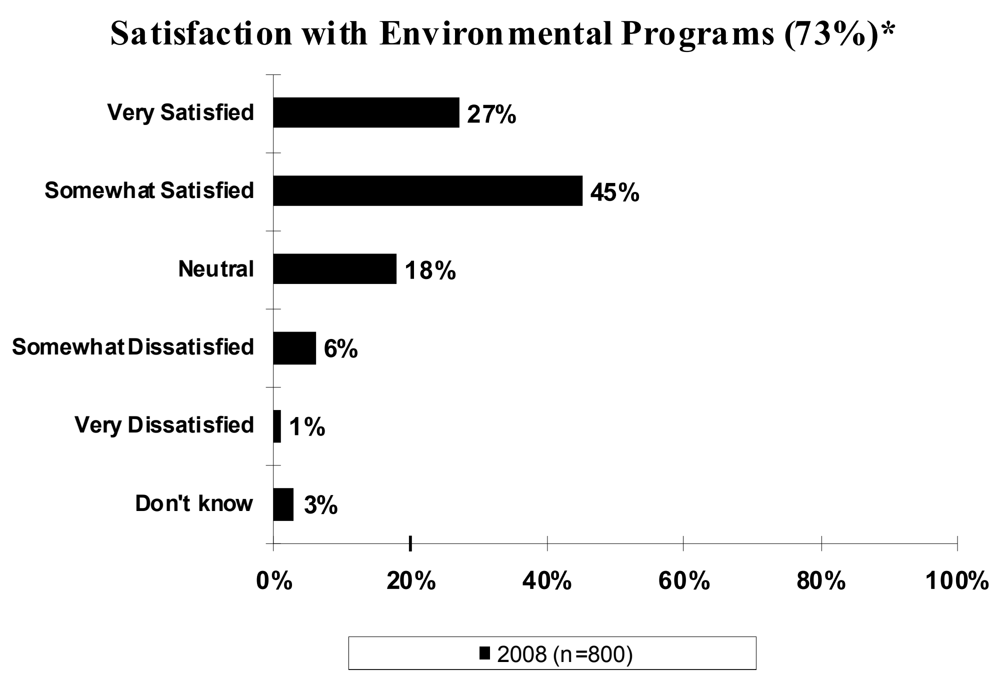
See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction with the service.

The following online *or hard-copy* respondent subgroups were significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with public transit:

- ♦ Those who perceived the **quality of life in Edmonton to be good, fair or poor** (67% to 75% versus 51% who said the quality of life was very good or excellent);
- ♦ Respondents who were **dissatisfied overall with City services** (75% versus 54% who were satisfied overall with City services);
- ♦ Respondents **between the ages of 25 and 44** (71% versus 43% of those between the ages of 45 and 64); and
- ♦ Respondents that had **accessed public transit services in the past 12 months** (66% versus 33% of those that not accessed public transit services).

New in 2008, respondents were asked to rate their level of satisfaction with ***environmental programs*** such as the Capital City Clean-Up initiative and Eco-stations***.*** Seventy-three percent (73%) of respondents were satisfied overall with these programs, with 27% being very satisfied and 45% being somewhat satisfied, while 18% were neither satisfied nor dissatisfied. In contrast, seven percent (7%) of respondents indicated they were dissatisfied to some extent with environmental programs in the City. Refer to Figure 21, below.

Figure 21



*Question not asked in previous survey years

The following respondent subgroups were significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with environmental programs:

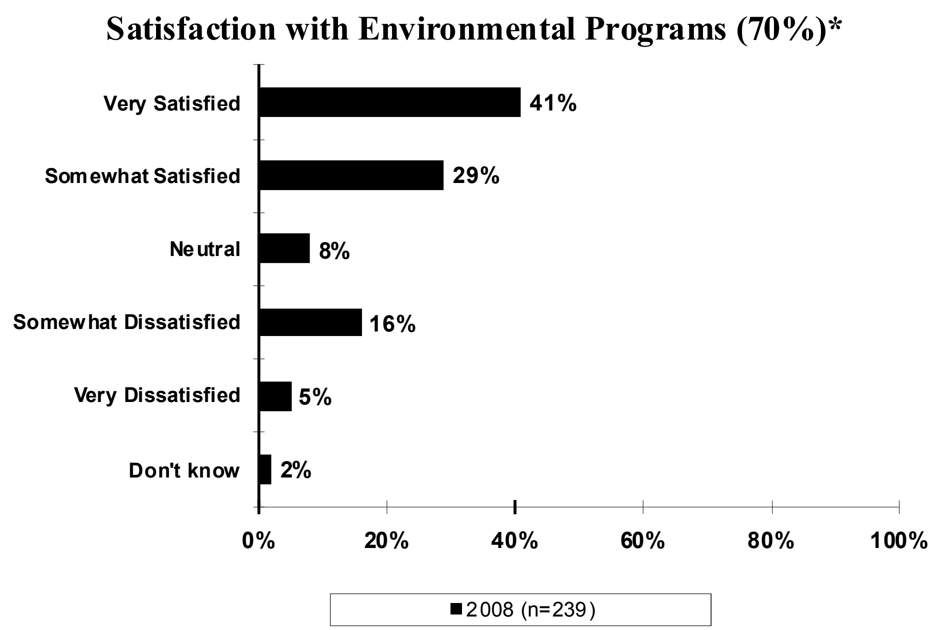
- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (9% to 14% versus 4% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (10% to 24% versus 4% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (11% versus 4% who said excellent, very good or good value);
- Respondents who reported a **household income of more than $150,000** (15% versus 5% to 6% of those that reported a household income of less than $100,000); and

- Those who stated **the quality of service provided by the City had decreased** (18% versus 4% who said it had increased and 5% who said it had remained the same).

Among those that indicated they were dissatisfied with environmental programs (n=55), respondents most frequently commented that there was not enough effort put into cleaning up garbage outside (11 respondents) and that there was not enough public awareness or that efforts needed more advertising (6). Five (5) respondents believed there were either no or not enough environmental programs. Respondents also felt that more eco-stations were needed (4) and that programs were inaccessible in general (4). (See detailed data tables for all mentions).

Seventy percent (70%) of online or hard-copy respondents indicated they were either very (41%) or somewhat (29%) satisfied with ***environmental programs*** such as the Capital City Clean-up initiative and Eco-stations, while 8% were neutral in this regard. In contrast, twenty-one percent (21%) of respondents indicated they were dissatisfied to some extent with environmental programs in the City. While overall satisfaction with environmental programs remained comparable between online or hard-copy respondents and telephone respondents (70% versus 73% of telephone respondents), significantly more online or hard-copy respondents provided a 'very satisfied' rating (41% versus 27% of telephone respondents). Refer to Figure 2A, below.

Figure 21A



Base: Respondents to the online and self complete surveys

The following *online or hard-copy* respondent subgroups were significantly more likely to report that they were dissatisfied overall with environmental programs:

- Those who perceived the **quality of life in Edmonton to be fair or poor** (40% versus 16% to 17% who said the quality of life was good, very good or excellent);
- Respondents who were **dissatisfied overall with City services** (40% versus 13% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (30% versus 12% who said excellent, very good or good value); and
- Those who stated **the quality of service provided by the City had decreased** (31% versus 18% who said it had remained the same).

Top reasons for dissatisfaction with environmental programs (n=46) included:

- Lack of Eco-stations/inconvenient locations/need extended hours (7 respondents);
- City is dirty/Need to keep City clean (6);
- More enforcement on littering (5);
- Should be a full-time program (5); and
- No improvements noticed (3).

3.4 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. For example, if residents are dissatisfied with a service but this dissatisfaction has no effect on their overall assessment of the City, then focusing on improving this service will probably have little or no effect on their overall views of the City's activities. By mapping the following areas, it identifies priority areas in terms of City 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.

Respondents were questioned as to the level of importance they placed on each of the 19 City services investigated (using a scale of 1 to 5, where 1 meant critically important and 5 meant not at all important). Respondents' importance and satisfaction ratings were plotted on grids whereby the axes intercepted at the **average importance** rating (mean=1.78) and the **average satisfaction** rating (mean=2.36) across all 19 services measured. Figure 22, on page 89, maps the average importance and satisfaction ratings for each of the 19 City services measured.

Services in the lower right quadrant are of higher than average importance but lower than average satisfaction, or services viewed as primarily needing improvements. These services, therefore, should be considered as the primary focus of future improvement. As shown, two service areas clearly fall within this quadrant:

- Winter road maintenance including snow and ice management; and
- Public transit.

On average, respondents rated these services as above average in importance but below average in satisfaction. Improvements to these services would do most to increase residents' satisfaction with the services provided by the City of Edmonton.

Interestingly, summer road maintenance is on the border of this quadrant. Consequently this service could easily become an area of concern, as respondents generally rated it as below average satisfaction but consider it moderately important.

It will be important to monitor the satisfaction of these services to ensure that resident satisfaction increases and these become perceived as strengths of the City in the future.

Other areas which fall into the upper right quadrant and are considered of lower than average importance and lower than average satisfaction include:

- Bylaw enforcement;
- Property assessment and taxation services;
- Permit and inspection services for new buildings and improvements;
- Affordable housing; and
- Rush hour traffic flow.

While, at this time, satisfaction with these services is lower than average 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 upper left quadrant are currently considered of lower than average importance and higher than average satisfaction. In other words, while respondents are generally satisfied with these services, the importance placed on the services is low in comparison to other City services evaluated. Services calculated within this quadrant include:

- Parks & green spaces;
- Public libraries;
- City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or Muttart Conservatory;
- Recreational facilities, including pools, arenas and sports centres;
- Recreational programs such as summer playground programs and youth and family programs; and
- Environmental programs.

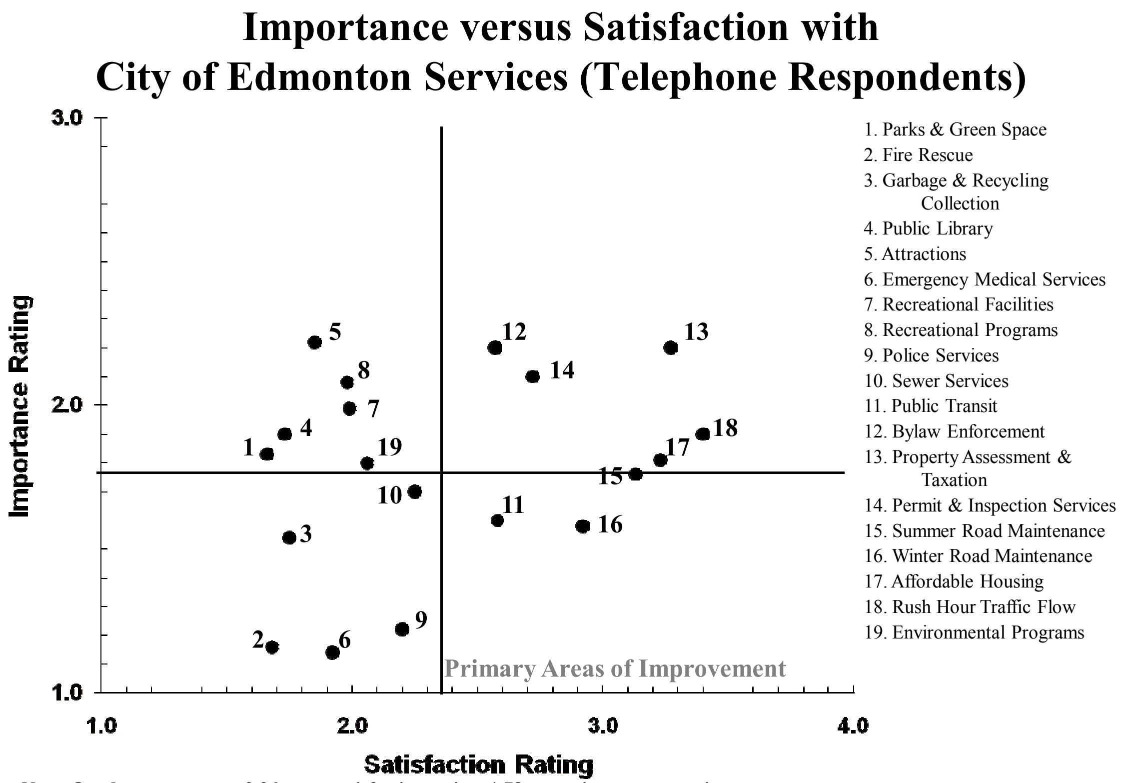
At this time these services should be considered the least important areas in which improvements should be focused, nevertheless it is still critical to maintain resident satisfaction thereby ensuring these services do not become perceived as areas of concern or discontentment.

When assessing the City services investigated, the following five (5) areas were calculated as key strengths, or services in which respondents reported that they were of higher than average importance and higher than average satisfaction:

- Fire rescue services;
- Garbage and recycling collection services;
- Emergency medical services such as ambulance and rescue paramedics;
- Police services; and
- Sewer services.

Maintaining a high level of satisfaction with these services is important as these areas are viewed as highly important or critical to citizens.

Figure 22



Note: Quadrant axes set at 2.36 mean satisfaction rating, 1.78 mean importance rating.
Scale: 1=critically important/very satisfied and 5=not at all important/satisfied.

For ease of reference the following table outlines the mean importance and satisfaction ratings for each of the 19 City services investigated.

Table 12

Average Satisfaction and Importance Ratings (Telephone Respondents)		
	Mean Ratings*	
City Service:	**Satisfaction**	**Importance**
(1) Parks and green spaces	1.66	1.83
(2) Fire rescue	1.68	1.16
(3) Garbage and recycling collection services	1.75	1.54
(4) Public library	1.73	1.90
(5) Attractions	1.85	2.22
(6) Emergency medical services	1.92	1.14
(7) Recreational facilities	1.99	1.99
(8) Recreational programs	1.98	2.08
(9) Police services	2.20	1.22
(10) Sewer services	2.25	1.70
(11) Public transit	2.58	1.60
(12) Bylaw enforcement	2.57	2.25
(13) Property assessment and taxation	3.27	2.23
(14) Permit and inspection services	2.72	2.11
(15) Summer road maintenance	3.13	1.76
(16) Winter road maintenance	2.92	1.58
(17) Affordable Housing	3.23	1.81
(18) Rush hour traffic flow	3.40	1.90
(19) Environmental programs	2.06	1.76
Overall Mean	**2.36**	**1.78**

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

Online or hard-copy respondents were also questioned as to the level of importance they placed on each of the 19 City services investigated (using a scale of 1 to 5, where 1 meant critically important and 5 meant not at all important). Respondents' importance and satisfaction ratings were plotted on grids whereby the axes intercepted at the **average importance** rating (mean=1.92) and the **average satisfaction** rating (mean=2.68) across all 19 services measured. Figure 22A, on page 93, maps the average importance and satisfaction ratings for each of the 19 City services measured.

Services in the lower right quadrant are of higher than average importance but lower than average satisfaction, or services viewed as primarily needing improvements. These services, therefore, should be considered as the primary focus of future improvement. As shown, the following service areas clearly fall within this quadrant:

- Police services;
- Public transit;
- Summer road maintenance; and
- Winter road maintenance.

On average, respondents rated these services as above average in importance but below average in satisfaction. Improvements to these services would do most to increase residents' satisfaction with the services provided by the City of Edmonton. It will be important to monitor the satisfaction of these services to ensure that resident satisfaction increases and these become perceived as strengths of the City in the future.

Other areas which fall into the upper right quadrant and are considered of lower than average importance and lower than average satisfaction include:

- bylaw enforcement;
- property assessment and taxation services;
- permit and inspection services for new buildings and improvements;
- affordable housing; and
- rush hour traffic flow.

While, at this time, satisfaction with these services is lower than average 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 upper left quadrant are currently considered of lower than average importance and higher than average satisfaction. In other words, while respondents are generally satisfied with these services, the importance placed on the services is low in comparison to other City services evaluated. Services calculated within this quadrant include:

- Public libraries;
- City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or Muttart Conservatory;
- Recreational facilities, including pools, arenas and sports centres;
- Recreational programs such as summer playground programs and youth and family programs; and
- Environmental programs.

At this time these services should be considered the least important areas in which improvements should be focused, nevertheless it is still critical to maintain resident satisfaction thereby ensuring these services do not become perceived as areas of concern or discontentment.

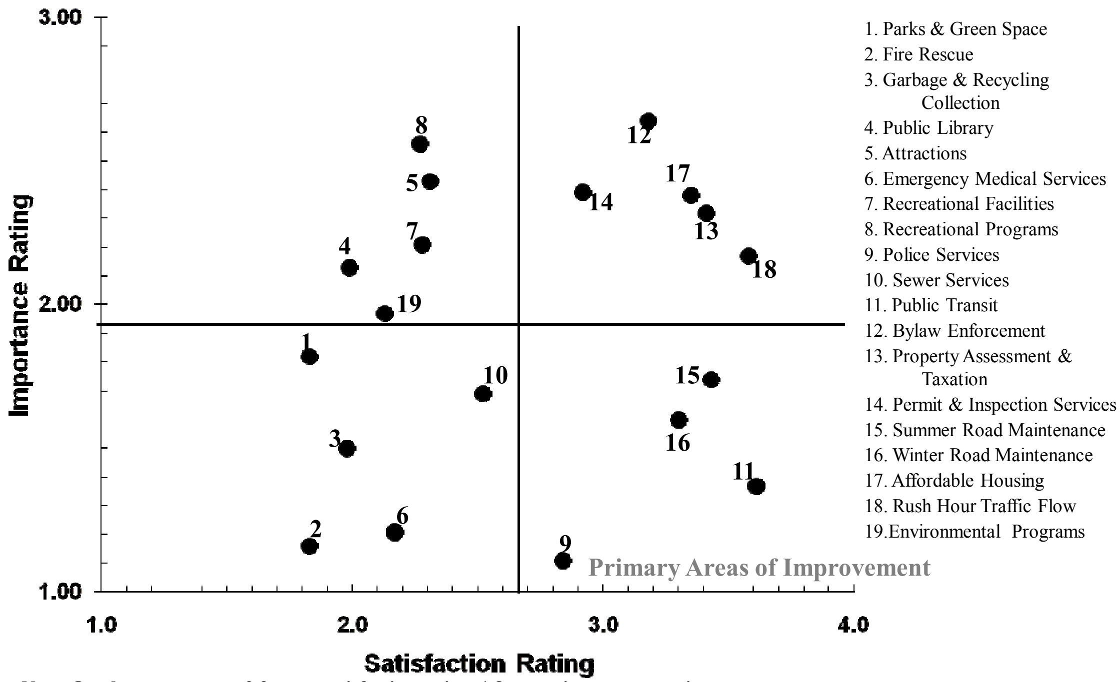
When assessing the City services investigated, the following five (5) areas were calculated as key strengths, or services in which respondents reported that they were of higher than average importance and higher than average satisfaction:

- Parks and green spaces;
- Fire rescue services;
- Garbage and recycling collection services;
- Emergency medical services such as ambulance and rescue paramedics; and
- Sewer services.

Maintaining a high level of satisfaction with these services is important as these areas are viewed as highly important or critical to citizens.

Figure 22A

Importance versus Satisfaction with City of Edmonton Services (Online or Hard-Copy Respondents)



Note: Quadrant axes set at 2.3 mean satisfaction rating, 1.8 mean importance rating.
Scale: 1=critically important/very satisfied and 5=not at all important/satisfied.

For ease of reference the following table outlines the mean importance and satisfaction ratings for each of the 19 City services investigated.

Table 12A

Average Satisfaction and Importance Ratings (Online or Hard-Copy Respondents)		
	Mean Ratings*	
City Service:	**Satisfaction**	**Importance**
(1) Parks and green spaces	1.83	1.82
(2) Fire rescue	1.83	1.16
(3) Garbage and recycling collection services	1.98	1.50
(4) Public library	1.99	2.13
(5) Attractions	2.31	2.43
(6) Emergency medical services	2.17	1.21
(7) Recreational facilities	2.28	2.21
(8) Recreational programs	2.27	2.56
(9) Police services	2.84	1.11
(10) Sewer services	2.52	1.69
(11) Public transit	3.61	1.37
(12) Bylaw enforcement	3.18	2.64
(13) Property assessment and taxation	3.41	2.32
(14) Permit and inspection services	2.92	2.39
(15) Summer road maintenance	3.43	1.74
(16) Winter road maintenance	3.30	1.60
(17) Affordable Housing	3.35	2.38
(18) Rush hour traffic flow	3.58	2.17
(19) Environmental programs	2.13	1.97
Overall Mean	**2.68**	**1.92**

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

3.4.1 Service Access

Respondents were then asked if anyone from their household had accessed a number of different services provided by the City. The majority of respondents indicated they accessed garbage and recycling collection services (95%), parks and green spaces (80%), public transit (72%) and recreation facilities (69%). Over sixty percent of respondents stated their household had accessed sewer services (68%), public libraries (66%) and City of Edmonton attractions (61%) in the past 12 months.

Services that had been accessed less frequently included police services (35%), recreational programs (29%), emergency medical services (23%) and fire rescue services (8%).

Compared to 2007, the proportion of respondents that accesses a specific service remained comparable for the majority of the services measured, with the exception of a slight decrease (4%) in those that accessed parks and green spaces in 2008 (80% versus 84% in 2007). Refer to Table 13 below.

Table 13

In the past 12 months, have you or anyone from your household accessed any of the following services		
	Percent of Respondents	
	2008 (n=800)	2007 (n=800)
Garbage and recycling collection services	95	95
Parks and green spaces	80	84
Public transit	72	72
Recreation facilities including pools, arenas and sports centres	69	71
Sewer services including land drainage	68	68
Public libraries	66	68
City of Edmonton attractions	61	63
Police services	35	37
Recreational programs	29	27
Emergency medical services	23	22
Fire rescue services	8	9

Of those that completed the survey online or via hard-copy self complete, the majority of respondents indicated that they had accessed garbage and recycling services (96%), parks and green spaces (94%), public transit (86%) and public libraries (72%) in the past 12 months. Sixty-nine percent of respondents had accessed sewer services (69%) and City of Edmonton attractions (69%), while 66% of respondents had accessed recreation facilities. Smaller proportions of respondents reported they had accessed police services (44%), recreational programs (20%), emergency medical services (15%) and fire rescue services (8%) in the past 12 months. Refer to Table 13A, below.

For the majority of the services measured, similar results were observed between telephone and online or hard-copy respondents. However, significantly more online or hard-copy respondents indicated they had accessed parks and green spaces (94% versus 80% of telephone respondents), public transit (86% versus 72% of telephone respondents), public libraries (72% versus 66% of telephone respondents) and City of Edmonton attractions (69% versus 61% of telephone respondents) when compared to telephone respondents.

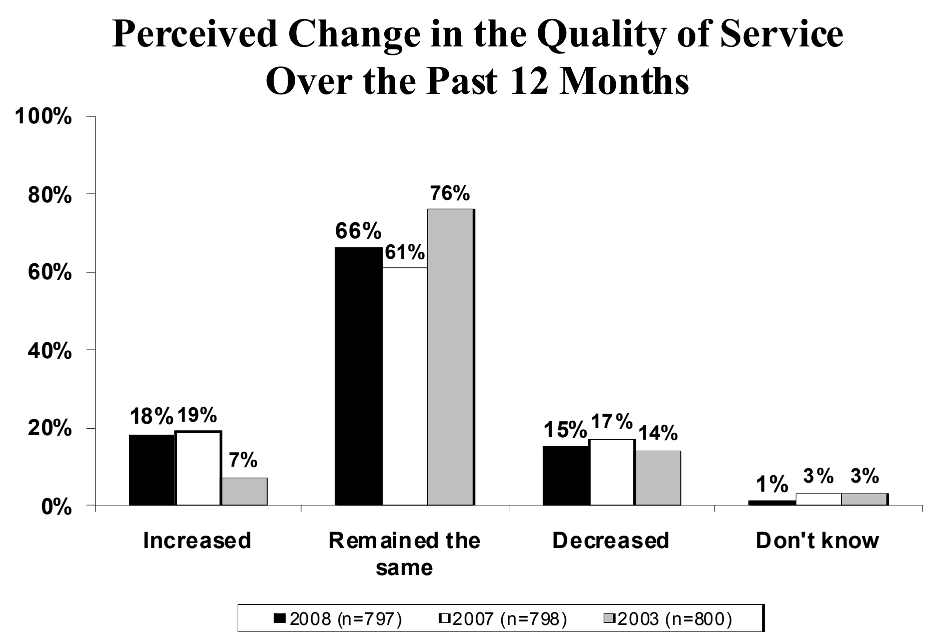
Table 13A

In the past 12 months, have you or anyone from your household accessed any of the following services	
Base: Respondents that answered the online or self complete hard copy surveys	**Percent of Respondents (n=800)**
Garbage and recycling collection services	96
Parks and green spaces	94
Public transit	86
Public libraries	72
Sewer services including land drainage	69
City of Edmonton attractions	69
Recreation facilities including pools, arenas and sports centres	66
Police services	44
Recreational programs	20
Emergency medical services	15
Fire rescue services	8

3.4.2 Perceived Changes in Quality of Service

Respondents that had accessed services (n=797) were asked if they felt the quality of service provided by the City of Edmonton had increased, decreased or remained about the same over the last 12 months. As illustrated in Figure 23, below, two-thirds (66%) of respondents felt the quality of service had remained the same, while 18% believed the quality increased and 15% felt the quality of service decreased over the past 12 months. Compared to 2007, the percentage of respondents that felt the quality of service had remained the same increased by 5% in 2008 (66% versus 61% in 2007).

Figure 23



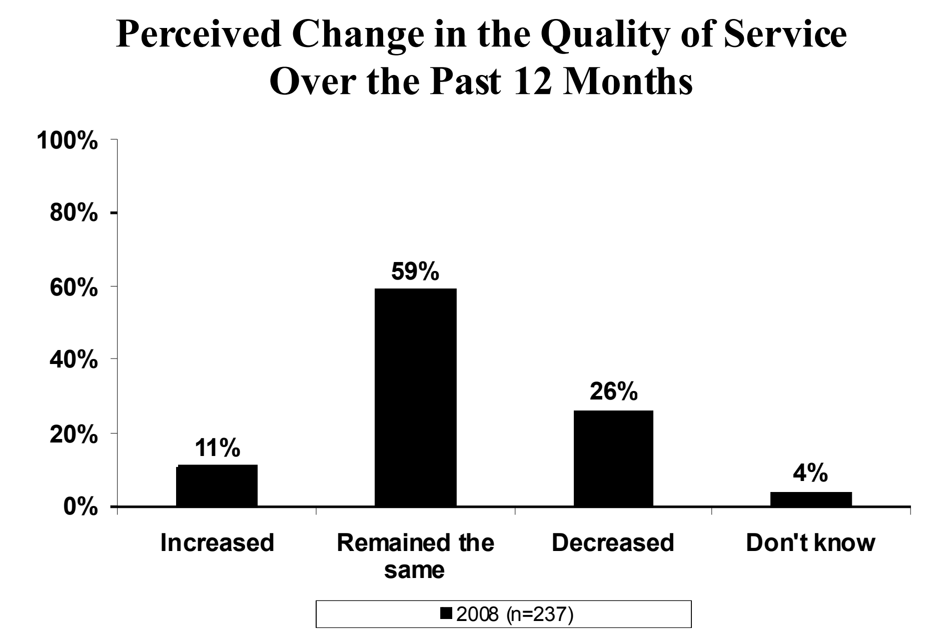
Base: Respondents that had accessed at least 1 service provided by the City of Edmonton in the past 12 months

The following respondent subgroups were significantly more likely to remark that the quality of service provided by the City in the past 12 months had decreased:

- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (16% to 35% versus 10% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (25% to 49% versus 9% who were satisfied overall with City services);
- Respondents who said they **received fair or poor value for their tax dollar** (25% versus 8% who said excellent, very good or good value);
- Respondents that are **employed either full or part time** (17% versus 11% of those that are not currently employed); and
- Those with **yearly incomes of more than $150,000** (26% versus 11% to 13% of those with yearly incomes of less than $150,000).

Of the online or hard-copy respondents that had accessed services provided by the City of Edmonton in the past 12 months (n=237), fifty-nine percent (59%) felt the quality of these services had remained the same, while 26% believed the quality had decreased and 11% felt the quality of service had increased over the past 12 months. Online or hard-copy respondents were significantly more likely to indicate that the quality of service had decreased over the past 12 months when compared to results provided by telephone respondents (26% versus 15% of telephone respondents).

Figure 23A



Base: Respondents that had accessed at least 1 service provided by the City of Edmonton in the past 12 months

The following *online or hard-copy* respondent subgroups were significantly more likely to remark that the quality of service provided by the City in the past 12 months had decreased:

- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (29% to 51% versus 14% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (39% to 58% versus 11% who were satisfied overall with City services); and
- Respondents who said they **received fair or poor value for their tax dollar** (39% versus 15% who said excellent, very good or good value).

3.5 Budget Consideration/Funding Priorities

It was explained to respondents that the City of Edmonton approves a budget every year to pay for services that the City provides to citizens. Respondents were then asked to consider the service priorities that, in their opinion, may or may not need improvements or service increases.

Respondents were asked to think about the most important services they would like the City of Edmonton to improve and / or increase funding to. As shown in Table 15, on the following page, funding and improvements related to police services (18%) was the first most commonly mentioned service. The second most commonly noted area perceived as needing improvements and funding was summer road maintenance (15%). As shown, public transit (13%), winter road maintenance (12%) and initiatives in the area of affordable housing (11%) were also often noted as services in which respondents would like the City of Edmonton to improve or increase funding to. In fact, when taking into account all services mentioned, police services (35%), summer road maintenance (31%), public transit (28%), winter road maintenance (28%) and affordable housing (22%) were the most frequently noted areas in need of funding and/or improvements.

Interestingly, in 2007 policing services, summer and winter road maintenance and public transit and police services were also the most frequently mentioned areas in which respondents felt improvements or funding should be allocated.

With the exception of police services and affordable housing, improvements and funding to road maintenance and public transit is consistent with the dimensional mapping which identified these areas as primary areas of improvement. Despite the fact that respondents are generally satisfied with police services there appears to be a desire to increase funding to this area. This may be related to the fact that this service is viewed as critically important or essential to citizens but not necessarily lacking in performance.

Table 15

Most Important Services Respondents Would Like the City to Improve or Increase Funding			
	Percent of Respondents		
	First Mention (n=800)	Second Mention (n=678)	Third Mention (n=571)
Police services	18	11	9
Public transit	13	10	9
Winter road maintenance	12	12	8
Summer road maintenance	12	15	9
Affordable housing	11	8	6
Emergency medical services	5	10	8
Improving rush hour traffic flow/road system/design	4	3	4
Infrastructure in general	2	1	1
Healthcare	2	2	1
Recreation facilities	2	2	4
Recreational programs	2	2	2
Environmental programs	2	2	4
Road maintenance overall	1	1	1
Schools/education	1	1	2
Homelessness	1	2	2
Culture/arts programs	<1	<1	1
Parks and green spaces	1	4	6
Fire rescue services	1	3	4
Public libraries	1	1	2
Garbage collection and recycling services	1	2	1
Improving property assessment and taxation services	<1	<1	1
Taxes/lower taxes	1	1	2
Bylaw enforcement	<1	1	1
Maintenance in general/clean up overall look of city	1	<1	1
Sewer services including land drainage	<1	1	1
Other (less than 1% per mention)	3	2	5
Don't know/Not stated	7	3	7

When asked which services they would like to see the City improve and / or increase funding, public transit (30%) was the first most commonly mentioned service by online or hard-copy respondents, while police services (17%) was the second most commonly noted area in which improvement or increased funding was needed.

Interestingly, when considering all responses, both online or hard-copy respondents and telephone respondents perceived the same services as needing improvements or increased funding. These services included, police services, public transit, summer road maintenance and affordable housing. Refer to figure 15A, below.

Table 15A

Most Important Services Respondents Would Like the City to Improve or Increase Funding			
	Percent of Respondents		
Base: Respondents that answered the online or self complete hard copy survey	First Mention (n=227)	Second Mention (n=219)	Third Mention (n=205)
Public transit	30	14	7
Police services	22	17	14
Affordable housing	9	9	4
Summer road maintenance	7	11	6
Improving rush hour traffic flow/road design	5	1	3
Winter road maintenance	4	1	4
Road maintenance overall	3	2	1
Clean up the overall look of the city/street cleaning	2	3	3
Environmental programs like Capital City Clean-up and Eco-stations	2	2	3
Infrastructure in general	2	3	2
Recreation facilities	1	3	6
Emergency medical services	1	5	3
Garbage collection and recycling services	1	2	3
More freeways/roads	1	1	
Bike trails/routes on main arteries	1	2	2
Fire rescue services	<1	1	3
Beautification /urban renewal/urban planning	<1	4	3
Arts and culture	<1	1	2
Bylaw enforcement	<1	1	<1
City planning/long-term strategies	<1	1	2
City attractions	<1	<1	2
Other	4	14	23
Don't know/Not stated	1	-	-

Respondents were then asked if there were any areas or services in which they felt funding should be reduced or decreases to services should be made. Similar to previous survey years, a sizable portion of respondents (36%) remarked that there were no areas in which funding should be reduced or they were uncertain as to which areas should be considered. However, four percent (4%) suggested the City should reduce the mayor's or councilors' salaries or expenses and 3% felt funding should be reduced in arts and culture activities such as museums and art galleries. See Table 16, below.

Table 16

Areas Where Funding Should be Reduced or Services Decreased	
	Percent of Respondents* (n=800)
No/no areas where funding should be reduced	36
Mayor/Councilor salaries/expenses	4
Arts/Cultural activities/The Museum/Art Gallery	3
Parks and green spaces	2
Recreational programs	2
Reduce taxes/no school tax to seniors	2
Public libraries	1
Recreation facilities, including pools/arenas/sports centres	1
Affordable housing	1
Summer road maintenance including paving and pothole repair	1
Should not build a new sports arena	1
Garbage and recycling collection services	1
Environmental programs	1
Bureaucracy/administration/civic employees	1
Rush hour traffic flow	1
Public transit	1
Other (less than 1% per mention)	11
Don't know/not stated	38

*Multiple Mentions.

When asked if there any areas in which funding should be reduced or services decreased, responses provided by the online or hard-copy respondents were similar to those made by the telephone respondents. Particularity, a large number of respondents were unable to identify such an area (23%), however, both groups felt funding in regards to arts and culture activities, such as museums and art galleries needed to be decreased (12% versus 3% of respondents). Refer to Table 16A, below.

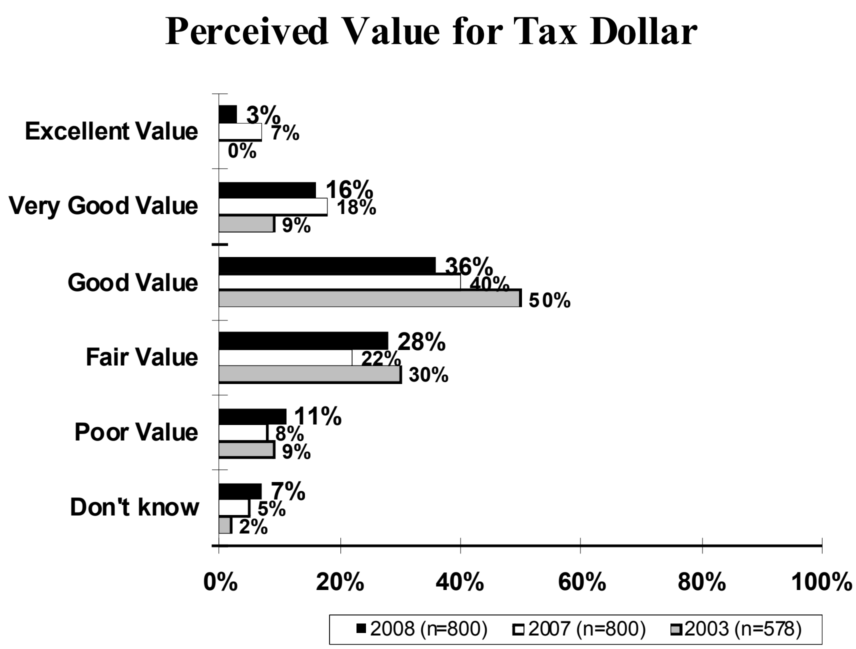
Table 16A

Areas Where Funding Should be Reduced or Services Decreased	
Base: Respondents that answered the online or self complete hard copy survey	**Percent of Respondents* (n=144)**
No/no areas where funding should be reduced	23
Arts/Cultural activities/The Museum/Art Gallery	12
Affordable housing	7
Recreation facilities	6
Need better budget management/more efficient	6
Mayor/Councilor salaries/expenses	4
Police services	4
Bylaw enforcement	2
Non-essential services	2
Construction on new roads	2
Other (less than 2% per mention)	26
Don't know	14

Respondents were then asked if the amount of their tax bill that pays for City services provides them with excellent, very good, good, fair or poor value for their tax dollars. As shown in Figure 24, below, 55% of respondents[12] said that they received excellent (3%), very good (16%) or good (36%) value for their tax dollar, while 28% said they received fair value and 11% said they received poor value for their tax dollar.

Compared to results reported in 2007, respondents were significantly less likely to report that they received 'excellent value' or 'good value' for their tax dollar (4% decreases for both ratings) and significantly more likely to comment tax dollars represented 'fair value' (28% versus 22% in 2007).

Figure 24



*Scale changed in 2007 survey

Respondent subgroups significantly more likely to provide a rating of fair or poor value for their tax dollar, included:

- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (49% to 69% versus 25% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (59% to 75% versus 29% who were satisfied overall with City services);

[12] This question was asked only of homeowners in 2003, as opposed to all respondents in 2007 and 2008.

- Respondents that are **employed either full or part time** (41% versus 33% of those that are not currently employed); and
- Those who stated **the quality of service provided by the City had decreased or had remained the same** (36% to 66% versus 24% who said it had increased).

Respondents that felt they received either fair or poor value for their tax dollar (n=304) were asked why they felt that way. Respondents most frequency commented that they do not recieve good value for their money spent or feel the City can do better (16%), while 12% noted the poor condition of roads, sidewalks and alleyways and 10% felt they are paying taxes for services they do not receive or use, specifically the school tax. Refer to Table 17, below, for reasons mentioned by at least 3% of respondents.

Table 17

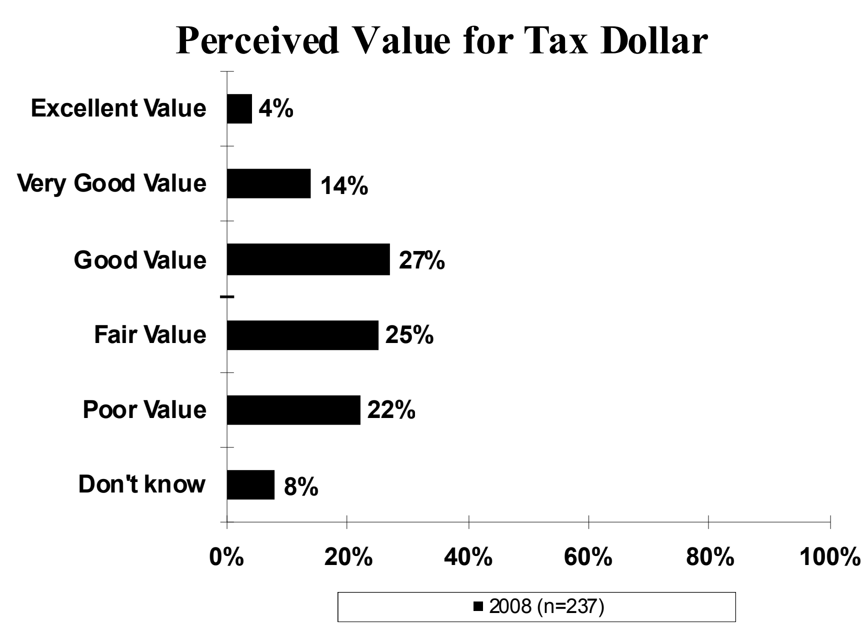
Reasons for Believing Tax Dollar Represents Fair or Poor Value	
	Percent of Respondents* (n=304)
Do not get good value for money/City can do better/do not receive much for quality and services provided	16
Condition of roads/sidewalks/alleys	12
Pay taxes on services we don't receive/don't use / School tax	10
Tax dollars not being spend wisely / Churchill Square / incorrect priorities	9
Do not get proper snow removal for taxes paid	6
Area is neglected by the city/older areas neglected	5
Increases have not produced better programs/services	5
Property assessment too high/unfair / needs to be done more often	4
Need more funding for schools/education/teachers	4
Taxes too high/unaffordable	4
Too much spend on administration costs/wages/studies / Raises too high for Council/Mayor	3
More money needed for crime prevention/police	3
Need better maintenance/things left too long	3
Other (2% or less per mention)	32
Don't know/Not stated	9

*Multiple mentions.

When asked if the amount of their tax bill that pays for City services provides them with excellent, very good, good, fair or poor value for their tax dollars, forty-six percent (46%) of online or hard-copy respondents felt they received excellent (4%), very good (14%) or good (27%) value. In contrast, one-quarter (25%) of respondents felt they received fair value, while 22% felt they received poor value.

When compared to telephone respondents, online or hard-copy respondents were significantly more likely to indicate that they received ‘poor value’ for their tax dollar (22% versus 11% of telephone respondents) and significantly less likely to feel they received ‘good value” (27% versus 36%) for the amount they pay on their property tax bill that subsidizes city services. Refer to Figure 24A, below.

Figure 24A



Base: Respondents that answered the online or self-complete hard copy surveys

Online or hard-copy respondent subgroups significantly more likely to provide a rating of fair or poor value for their tax dollar, included:

- Those who perceived the **quality of life in Edmonton to be good, fair or poor** (54% to 88% versus 23% who said the quality of life was very good or excellent);
- Respondents who were **neutral or dissatisfied overall with City services** (76% to 79% versus 258% who were satisfied overall with City services); and
- Respondents who said they **received fair or poor value for their tax dollar** (39% versus 15% who said excellent, very good or good value).

Tax dollars not being spent wisely, specifically Churchill Square (15%) and lack of planning or mismanagement (15%) were the top reasons mentioned by respondents as to why they believed they received fair or poor value for their tax dollar. In addition, 13% of respondents felt they are not getting good value for their dollar spent or feel the City can do better in respect to services provided. Refer to Table 17A, below, for reasons provided by at least 3% of respondents. For all mentions, see detailed data tables under separate cover.

Table 17A

Reasons for Believing Tax Dollar Represents Fair or Poor Value	
Base: Respondents that answered the online or self-complete hard copy surveys	**Percent of Respondents* (n=99)**
Tax dollars not being spend wisely / Churchill Square	15
Lack of planning / mismanagement	15
Do not get good value for money/City can do better/do not receive much for quality and services provided	13
Need better road maintenance	9
Need higher proportion for transit/LRT expansion	7
Increases have not produced better programs/services	6
Taxes too high/unaffordable	5
Too much spend on administration costs/wages/studies / Raises too high for Council/Mayor	5
Pay taxes on services we don't receive/don't use / School tax	5
More funding for crime prevention / police	3
More funding for recreational facilities	3
Other (2% or less per mention)	37

*Multiple mentions.

Respondents were then informed that out of the total taxes a typical household pays in a year – including income taxes, sales taxes, property taxes and other taxes – only 5% goes to the City while 95% goes to the provincial and federal governments. They were then asked again to rate the value they receive for their tax dollar. Over half (53%) of respondents felt they received excellent (8%), very good (13%) or good (32%) value for their dollar spent, while 41% believed they received either fair (22%) or poor (19%) value for their tax dollar.

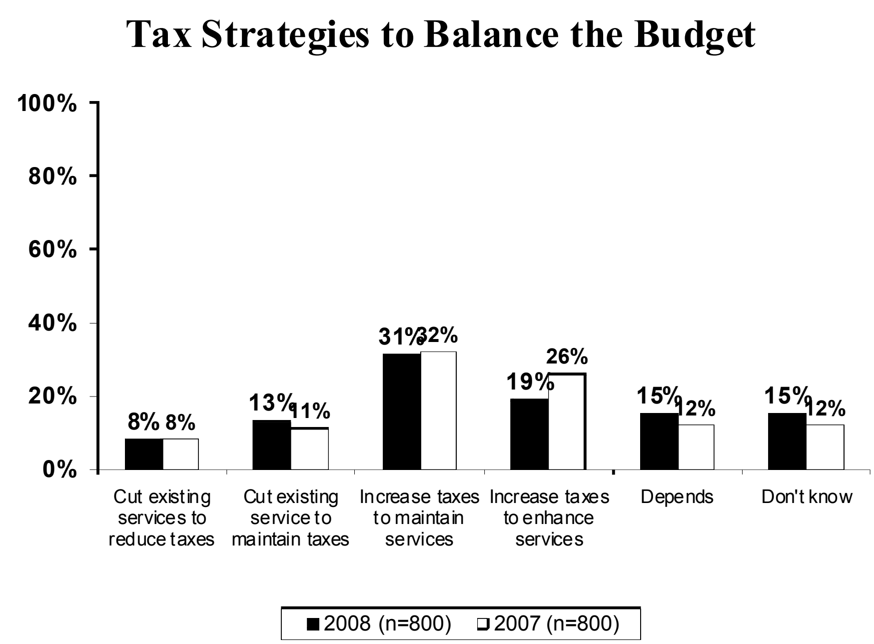
As for the online or hard-copy respondents, after being informed that out of the total taxes a typical household pays in a year – including income taxes, sales taxes, property taxes and other taxes – only 5% goes to the City while 95% goes to the provincial and federal governments, 40% of respondents felt they received excellent (8%), very good (13%) or good (19%) value, while approximately half (51%) of respondents believed they received fair (25%) or poor (26%) value.

When compared to telephone respondents, those that completed the online or hard-copy surveys were significantly more likely to provide a ‘poor rating’ for the value they receive for their tax dollars (26% versus 19% of telephone respondents) and significantly less likely to provide a ‘good rating’ (19% versus 32% of telephone respondents).

Respondents were then presented with a number of tax strategies to balance the budget and asked which option they would support. As shown in Figure 25, below, half (50%) of respondents supported an increase in taxes, with 31% supporting an increase to maintain all existing services and 19% supporting an increase to fund growth needs and enhance services. Approximately twenty percent of respondents (21%) supported a tax cut to existing services, either to maintain current taxes (13%) or to reduce taxes (8%). Fifteen percent (15%) of respondents stated that their support depended on a variety of other factors including whether funds would be better, or more efficiently managed (3%) or if taxes changed or remained stable (6%), while the remaining 15% of respondents were unable to provide an answer.

While results remained relatively comparable to those provided in 2007, the proportion of respondents that supported a tax increase to fund growth needs and enhance services decreased 7% in 2008 (19% versus 26% in 2007). Refer to Figure 25, below.

Figure 25



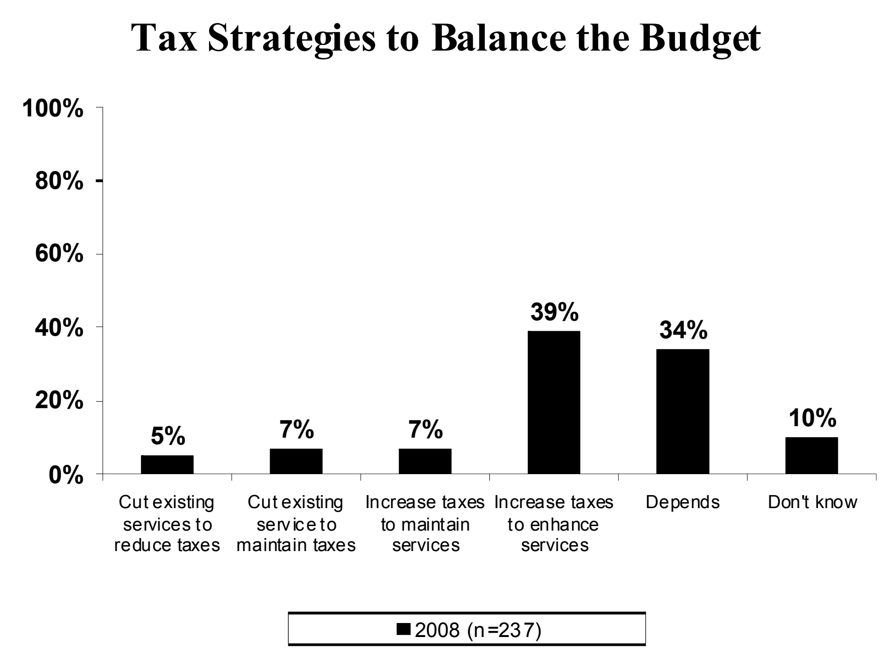
Respondent subgroups significantly more likely to support an increase in taxes to maintain all existing services included:

- Respondents that have **resided in Edmonton for 20 or more years** (32% versus 21% of those that have resided in the City between 6 and 10 years);
- Those who were **neutral or satisfied overall with City services** (22% to 35% versus 8% of those who were dissatisfied overall with City services);
- Respondents who said they **received excellent, very good or good value for their tax dollar** (42% versus 18% who said fair or poor value);
- Respondents **without children in their household** (33% versus 22% of those with children in their household); and
- Those who felt **the quality of service provided by the City had remained the same over the past 12 months** (33% versus 22% who said it had decreased).

When asked which tax strategy they supported, the most popular tax strategy supported by online or hard copy respondents was an inflationary tax increase to fund growth needs and enhance services, while 7% supported a tax increase to maintain existing services. An additional 7% supported a cut in services to maintain the current tax amount, while 5% supported a cut in services to reduce taxes. Thirty-nine percent (34%) of respondents said their support for a particular tax strategy depended on some other factor and 10% of respondents were unsure on this matter.

When compared to telephone respondents, online or hard-copy respondents were significantly more likely to support an increase in taxes to fund growth needs and enhance services (39% versus 19% of telephone respondents). Refer to Figure 25A, below.

Figure 25A



Base: Respondents that answered the online or self complete hard copy survey

Online or hard-copy respondents that indicated their support of a tax strategy depended upon some other factor (n=81) mentioned the following reasons:

- Better management of finances/more efficient (15 respondents);
- Receive more money from the provincial/federal government (13);
- Support small increase for basic services (10);
- Cut councilors pay (7); and
- Reduce City staff/consultants (4).

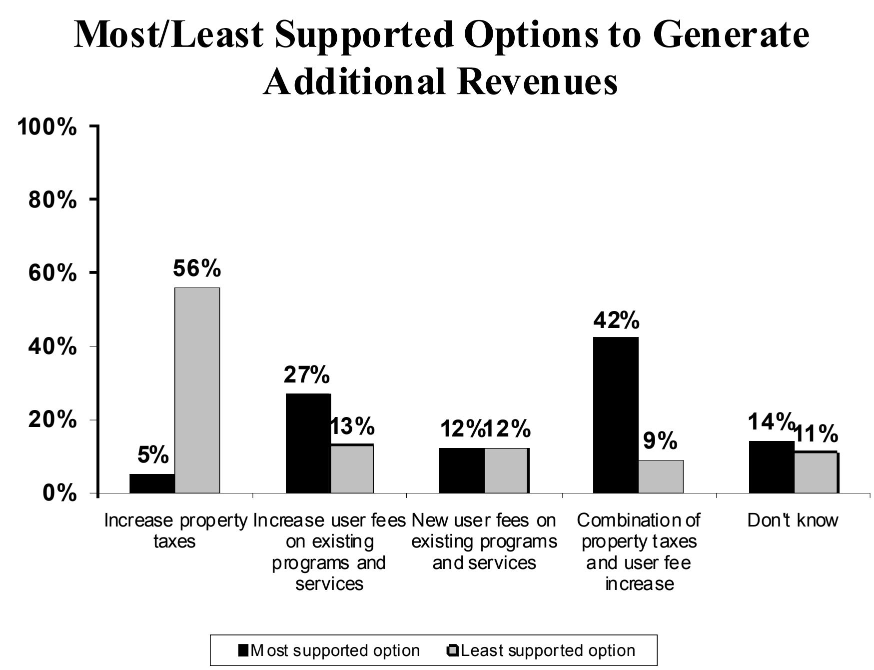
Respondent subgroups significantly more likely to support an increase in taxes to fund growth needs and enhance services included:

- Those who were **satisfied overall with City services** (45% versus 25% of those who were dissatisfied overall with City services);
- Respondents who said they **received excellent, very good or good value for their tax dollar** (56% versus 20% who said fair or poor value);
- Respondents **between the ages of 25 and 44** (44% versus 27% of those between the ages of 45 and 64); and
- Those who felt **the quality of service provided by the City had remained the same over the past 12 months** (41% versus 25% who said it had decreased).

Next, respondents were provided with four (4) options to generate additional revenue for City programs and services. Respondents were most likely to support a combination of property tax and user fee increases (42%), followed by increasing user fees alone (27%), and creating new user fees (12%). Respondents were least likely to support increased property taxes (5%) to generate additional revenue for City programs and services.

These findings were mirrored when respondents were asked which of the strategies they would least support. Over half (56%) of respondents stated they would least support an increase to property taxes, 13% would least support an increase in user fees for existing programs and services, 12% would least support new user fees for existing programs and services and 9% would least support a combination of property tax and user fee increases. Refer to Figure 26, below.

Figure 26



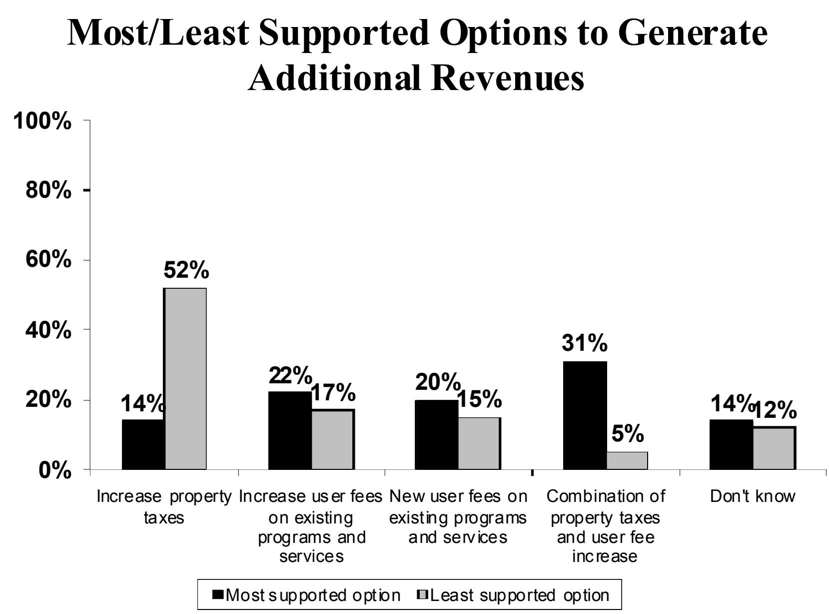
Respondent subgroups significantly <u>more likely</u> to support a <u>combination of property taxes and user fee increase to generate additional revenues</u> included:

- Respondents that have **resided in Edmonton between 6 and 10 years** (58% versus 42% of those that have resided in the City for 5 years or less and 31% to 41% of those that have resided in the City for 11 or more years);
- Those who rated **the quality of life in Edmonton as being excellent, very good or good** (41% to 46% versus 27% who rated it as being fair or poor);
- Those who were **satisfied overall with City services** (44% versus 29% of those that were dissatisfied overall);
- Respondents who said they **received excellent, very good or good value for their tax dollar** (48% versus 34% who said fair or poor value);
- Respondents **between the ages of 25 and 64** (44% to 45% versus 34% of those aged 65 years and older);
- Respondents with **household incomes between $50,000 and $100,000** (47% versus 37% of those with household incomes less than $50,000); and
- Respondents that had **accessed City of Edmonton recreation facilities in the past 12 months** (46% versus 33% of those that not accessed City recreation facilities).

Although the percentages differ, <u>online or hard-copy</u> respondents supported the same revenue strategies as telephone respondents, as most indicated they would most likely support a combination of property tax and user fee increases (31%) to generate additional revenues for City programs and services. Similar proportions of respondents indicated they would support an increase in user fees alone (22%) and an increase in new user fees (20%), while an increase in property taxes (14%) was supported by the smallest proportion of respondents.

Also similar to telephone respondents, over half (52%) of online or hard-copy respondents stated they would least support an increase in property taxes to generate additional revenue, while 17% would least support an increase in user fees for existing programs and services, 15% would least support new user fees for existing programs and services and 5% would least support a combination of property tax and user fee increases. Refer to Figure 26A, below.

Figure 26A



Base: Respondents that answered the online or self complete hard copy survey

Online or hard-copy respondent subgroups significantly <u>more likely</u> to support a <u>combination of property tax and user fee increases to generate additional revenues</u> included:

- Respondents who said they **received excellent, very good or good value for their tax dollar** (43% versus 18% who said fair or poor value).

3.8 Respondent Characteristics

The following table provides a demographic profile of respondents surveyed. A profile of respondents interviewed in 2003 and 2007 has also been provided.

Table 21

Demographic Profile of Survey Respondents			
	Percent of Respondents		
	2008 (n=800)	2007 (n=800)	2003 (n=800)
Gender:			
Male	50	49	50
Female	50	51	50
Number of Years Residing in Edmonton:			
1 to 5 years	18	15	13
6 to 10 years	11	10	11
11 to 20 years	13	14	20
Over 20 years	58	62	56
Age:			
18 to 24 years	3	6	8
25 to 34 years	16	12	15
35 to 44 years	17	17	22
45 to 54 years	23	24	21
55 to 64 years	16	21	13
65 years and over	22	22	15
Refused	2	2	5
Composition of Age Groups within Household:			
Under 13 years of age	25	20	27
13 to 18 years	14	16	19
19 to 44 years	53	52	63
45 to 64 years	47	52	45
65 years or over	27	25	22

Table 21 continued…

Demographic Profile of Survey Respondents	Percent of Respondents		
	2008 (n=800)	**2007 (n=800)**	**2003 (n=800)**
Marital Status:			
Single	16	17	21
Married or living together as a couple	65	64	62
Widowed	8	8	6
Separated	3	2	3
Divorced	8	9	7
Refused	1	2	1
Household Income:			
Less than $50,000	28	33	36
$50,000 to less than $100,000	35	35	34
$100,000 to less than $150,000	14	15	11*
$150,000 to less than $200,000	6	4	NA
$200,000 or more	3	3	NA
Refused	14	12	19
Employment Status:			
Working full-time, including self-employed	55	54	54
Working part-time, including self-employed	11	9	10
Homemaker	3	4	4
Student	2	4	7
Not employed	3	4	4
Retired	25	25	20
Refused	1	2	1
Work for the City of Edmonton:			
Yes	3	3	4
No	97	97	96
Reside in City Ward:			
Ward 1	15	15	15
Ward 2	17	17	17
Ward 3	16	16	16
Ward 4	18	18	18
Ward 5	15	15	15
Ward 6	19	19	19

*In 2003, the category read $100,000 or greater

Table 21A

Demographic Profile of Survey Respondents	
Base: Respondents that answered the online or self complete hard copy survey	**Percent of Respondents 2008 (n=240)**
Gender:	
Male	58
Female	42
Number of Years Residing in Edmonton:	
1 to 5 years	16
6 to 10 years	14
11 to 20 years	19
Over 20 years	52
Age:	
18 to 24 years	10
25 to 34 years	26
35 to 44 years	27
45 to 54 years	20
55 to 64 years	10
65 years and over	3
Refused	5
Composition of Age Groups within Household:	
Under 13 years of age	25
13 to 18 years	13
19 to 44 years	69
45 to 64 years	40
65 years or over	3

Table 21A continued…

Demographic Profile of Survey Respondents	
Base: Respondents that answered the online or self complete hard copy survey	**Percent of Respondents 2008 (n=240)**
Marital Status:	
Married or living together as a couple	62
Single	29
Widowed	2
Separated	2
Divorced	5
Household Income:	
Less than $50,000	17
$50,000 to less than $100,000	45
$100,000 to less than $150,000	29
$150,000 to less than $200,000	6
$200,000 or more	3
Employment Status:	
Working full-time, including self-employed	77
Student	7
Working part-time, including self-employed	5
Homemaker	5
Retired	5
Not employed	1
Work for the City of Edmonton:	
Yes	10
No	90
Reside in City Ward:	
Ward 1	5
Ward 2	9
Ward 3	6
Ward 4	16
Ward 5	15
Ward 6	10
Don’t know	40

Appendix A

Survey Instrument

2008 CITY OF EDMONTON
CITIZEN SATISFACTION SURVEY

Final Draft - May 26, 2008

Introduction

Hello, my name is ________ with Banister Research, a professional research firm. We have been contracted to conduct a survey on behalf of the City of Edmonton 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 Edmonton services.

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. To ensure that we have proper geographic representation from across all of the City of Edmonton could you please tell me the first three digits of your postal code?

___ ___ ___ **RECORD FIRST THREE DIGITS**
F5. (Don't know/not stated)

C. **CHECK WARD QUOTAS**:

1. Ward 1
2. Ward 2
3. Ward 3
4. Ward 4
5. Ward 5
6. Ward 6

D. **RECORD GENDER**: WATCH QUOTAS

1. Male
2. Female

E. This interview will take about 15 to 17 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 CALLBACK**

F. About how long have you lived in the City of Edmonton?

1. Less than six month
2. More than six months; specify ________ **RECORD NUMBER OF YEARS – GO TO Q.1**

G. [If less than six months] Why did you move to Edmonton?

________________RECORD VERBATIM – Then Thank and Terminate

Quality of Life

1. In general, how would you rate the quality of life in the City of Edmonton? Would you say, overall, the quality of life is …? (**Read list**)

    1. Excellent
    2. Very good
    3. Good
    4. Fair
    5. Poor
    F5. Don't know/not stated

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

    1. Other - **SPECIFY**
    F5. Don't know/not stated

Satisfaction with City Services

11. Thinking about the specific services provided by the City of Edmonton, I would like to talk to you about how satisfied you are with each of the different services. First, regardless of your own use, please rate your satisfaction with the following services. Please use a scale of 1 to 5, where 1 means "very satisfied", 2 means "somewhat satisfied" 3 means "neither satisfied nor dissatisfied", 4 means "somewhat dissatisfied" and 5 means "very dissatisfied". (**Read list. Randomly rotate**)

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

a) public libraries
b) police services
c) public transit (including bus service and LRT)
d) garbage and recycling collection services
e) emergency medical services such as ambulance and rescue paramedics
f) parks and green spaces including the river valley parks
g) recreation facilities including pools, arenas and sports centres
h) recreational programs such as summer playground programs and youth and family programs
i) sewer services including land drainage
j) fire rescue services
k) winter road maintenance including snow and ice management
l) summer road maintenance including paving and pothole repair
m) rush hour traffic flow
n) property assessment and taxation services
o) efforts to increase the supply of adequate and affordable housing (e.g. Cornerstones, Safe Housing, Landlord and Tenant Advisory Board)
p) permit and inspection services for new buildings and improvements
q) bylaw enforcement such as animal or weed control or zoning infractions
r) City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or Muttart Conservatory
s) Environmental programs like capital city clean-up initiative and Eco stations

12. (**IF SOMEWHAT OR VERY DISSATISFIED IN Q.11, ASK FOR EACH:**) What specific aspects of the (**INSERT SERVICE FROM Q.11**) dissatisfied you?

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

13. Now, taking into consideration all City of Edmonton services and programs, **overall,** how satisfied are you with the services and programs provided by the City of Edmonton to residents? Would you say you are …? (**Read list**)

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

Overall Importance of City Services

14. Next, I am going to read you the same list of services 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 are to citizens of Edmonton. Please use a scale of 1 to 5, where 1 means "critically important" and 5 means "not at all important". (**Read list. Randomly rotate**)

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

a) public libraries
b) police services
c) public transit (including bus service and LRT)
d) garbage and recycling collection services
e) emergency medical services such as ambulance and rescue paramedics
f) parks and green spaces including the river valley parks
g) recreation facilities including pools, arenas and sports centres
h) recreational programs such as summer playground programs and youth and family programs
i) sewer services including land drainage
j) fire rescue services
k) winter road maintenance including snow and ice management
l) summer road maintenance including paving and pothole repair
m) rush hour traffic flow
n) property assessment and taxation services
o) involvements to increase the supply of adequate and affordable housing (e.g. Cornerstones, Safe Housing, Landlord and Tenant Advisory Board)
p) permit and inspection services for new buildings and improvements
q) bylaw enforcement such as animal or weed control or zoning infractions
r) City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or Muttart Conservatory
s) Environmental programs like capital city clean-up initiative and Eco stations

15. In the past 12 months, could you tell me if you or anyone in your household accessed any of the following services? (**Read List, Y/N for each)**

1. Yes
2. No
F5 Don't know (DO NOT READ)

1. public libraries
2. police services
3. public transit (including bus services and LRT)
4. garbage and recycling collection services
5. emergency medical services such as ambulance and rescue paramedics
6. parks and green spaces including the river valley parks
7. recreation facilities including pools, arenas and sports centres
8. recreational programs such as summer playground programs and youth and family programs
9. sewer services including land drainage
10. fire rescue services
11. City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or Muttart Conservatory

IF NO TO ALL SKIP TO Q.17

16. Thinking back over the last 12 months, would you say that the quality of service provided by the City of Edmonton has ….? (**Read list**)

1. Increased
2. Remained about the same
3. Decreased

F5. (Don't know/not stated)

Service Improvements

The City of Edmonton approves a budget every year to pay for services the City provides to citizens. Next, I would like to talk to you about your service priorities, including services that, in your opinion, may or may not need improvements or service increases.

17. What would you say is the one service you would like to see the City of Edmonton improve and / or increase funding? What is the **second** service? What is the **third** service? (**Do not read. Probe for top 3 services**)

1. First service for improvement/increased funding – **Specify**
2. Second service for improvement/increased funding – **Specify**
3. Third service for improvement/increased funding – **Specify**

F5. (Don't know)

1. public libraries
2. police services
3. public transit (including bus services and LRT)
4. garbage and recycling collection services
5. emergency medical services such as ambulance and rescue paramedics
6. parks and green spaces including the river valley parks
7. recreation facilities including pools, arenas and sports centres
8. recreational programs such as summer playground programs and youth and family programs
9. sewer services including land drainage
10. fire rescue services
11. winter road maintenance including snow and ice management
12. summer road maintenance including paving and pothole repair
13. rush hour traffic flow
14. environmental programs like capital city clean-up initiative and Eco stations
15. Other – **SPECIFY**

F5 (Don't know)

18. In your opinion, are there any areas or services where you feel funding should be reduced or decreases to services should be made? (**Do not read. Allow for multiple mentions.**)

1. public libraries
2. police services

3. public transit (including bus services and LRT)
4. garbage and recycling collection services
5. emergency medical services such as ambulance and rescue paramedics
6. parks and green spaces including the river valley parks
7. recreation facilities including pools, arenas and sports centres
8. recreational programs such as summer playground programs and youth and family programs
9. sewer services including land drainage
10. fire rescue services
11. winter road maintenance including snow and ice management
12. summer road maintenance including paving and pothole repair
13. rush hour traffic flow
14. environmental programs like capital city clean-up initiative and Eco stations
15. Other – **SPECIFY**

F5 (Don't know)

Property Taxes

19. About half of your property tax bill is collected by the province to pay for education and schools. The remaining half of your property tax bill goes to the City to fund municipal services. Thinking about the portion of your municipal property tax bill that pays for City services, would you say you receive….? (**Read list**)

1. Excellent value for your tax dollars
2. Very good value
3. Good value
4. Fair value
5. or, Poor value for your tax dollars

F5. (Don't know/not stated)

20. (**IF FAIR OR POOR VALUE IN QUESTION 19, ASK:**) What is the main reason you feel that way?

1. Other - **SPECIFY**

F5. (Don't know/not stated)

19A. Out of the total taxes a typical household pays in a year – including income taxes, sales taxes, property taxes and other taxes – only 5% goes to the City while 95% goes to the provincial and federal governments. Thinking about these proportions, would you say you receive:

1. Excellent value for your tax dollars
2. Very good value
3. Good value
4. Fair value
5. or, Poor value for your tax dollars

F5. (Don't know/not stated)

21. Next, thinking about City of Edmonton services overall, which of the following tax strategies to balance the budget would you support? Would you support …? (**Read list**)

1. Increase taxes to fund growth needs and enhance services
2. Increase taxes to maintain all existing services
3. Cut existing service to maintain current taxes, or
4. Cut existing services to reduce taxes
5. DO NOT READ (Depends – **Specify**)

F5 (Don't know)

USER FEES

22. The services provided by the City of Edmonton are funded through several revenue sources, but primarily through the municipal property tax and user fees on specific services like transit and swimming pools. Given the following options to generate additional revenues for City programs and services, which would you support the **most**?

1. Increase property taxes
2. Increase user fees on existing programs and services
3. New user fees on programs and services
4. Combination of property tax and user fee increase

F5 Don't know [DO NOT READ]

23. [RE READ AS REQUIRED - The services provided by the City of Edmonton are funded through several revenue sources, but primarily through the municipal property tax and user fees on specific services like transit and swimming pools. Given the following options to generate additional revenues for City programs and services] And, which would you support the **least**?

1. Increase property taxes
2. Increase user fees on existing programs and services
3. New user fees on programs and services
4. Combination of property tax and user fee increase

F5 Don't know [DO NOT READ]

RESPONDENT CHARACTERISTICS

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.

D1. First, in what year were you born?

_______ **RECORD YEAR**

F5. (Refused)

D2. 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)

D4. Which of the following best describes your marital status? Are you (**Read list**)?

1. Single, that is, never married
2. Married or living together as a couple
3. Widowed
4. Separated
5. or Divorced

F5. (Not stated)

D5. 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)

D6. Into which of the following categories would you place your total household income before taxes for last year that is for 2007? (**Read list**)

1. Less than $50,000
2. $50,000 to less than $100,000
3. $100,000 to less than $150,000
4. $150,000 to less than $200,000
5. $200,000 or more

D7. And finally, do you work for the City of Edmonton?

1. Yes
2. No

F5 (Not stated)

That's all of the questions I have. Thank you very much for your participation in this study, your feedback is greatly appreciated.