

CITY OF EDMONTON

2009 Citizen Satisfaction Survey

Final Report

July 30, 2009



TABLE OF CONTENTS

SUMMARY OF FINDINGS	I
1.0 STUDY BACKGROUND	1
2.0 METHODOLOGY	2
2.1 Project Initiation and Questionnaire Review	2
2.2 Survey Population and Data Collection	2
2.3 Data Analysis and Project Documentation	4
3.0 STUDY FINDINGS	6
3.1 Residents Perceived Quality of Life in Edmonton	6
3.2 Overall Satisfaction with City Services	11
3.2.1 Satisfaction with Protective Services	13
3.2.2 Satisfaction with Infrastructure Services	17
3.2.3 Satisfaction with Community and People Services	37
3.3 Overall Importance and Service Improvements	50
3.4 Satisfaction with Information about City Programs, Activities and Services	54
3.5 Service Access	55
3.5.1 Perceived Changes in Quality of Service	56
3.6 Budget Consideration/Funding Priorities	58
3.7 Respondent Characteristics	67
Appendix A – Survey Instrument	

SUMMARY OF FINDINGS

Banister Research & Consulting Inc. conducted a telephone survey of 800 City of Edmonton residents regarding services provided by the City. 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 2009 Citizen Satisfaction Survey were:

Quality of Life

The vast majority of respondents assessed the quality of life in the City of Edmonton positively, as 91% stated that the quality of life in Edmonton was good, very good or excellent, comparable with the 89% reported in 2008¹. The most frequently stated reasons for a positive quality of life rating were the City's parks and green spaces including the river valley (35%), good employment opportunities (17%), the strong arts and culture opportunities (16%) and the good entertainment, including night life, restaurants or malls (11%). These factors have consistently been attributed to a high quality of life in Edmonton.

As in previous surveys, issues related to crime (29%) and poor road conditions including a lack of snow removal, pothole repair and construction (26%) were most frequently articulated by respondents as contributing to a low quality of life in the City.

Satisfaction with City of Edmonton Services

Overall satisfaction with City of Edmonton services continues to be high with the majority (72%) of respondents being either 'very' or 'somewhat' satisfied (13% and 59%, respectively). Results were comparable to those reported in 2008.

Comparable to previous survey years, respondents were asked to rate their satisfaction with 18 specific City of Edmonton services, of which two were related to protective services, ten were categorized as infrastructure services and six were related to community or people services.

¹ Although resident surveys were conducted in 2005 and 2006, the methodology and instrument used in the 2009 survey is most statistically comparable to that of 2003, 2007 and 2008.

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

- Two-thirds (66%) of respondents indicated that they were either very or somewhat satisfied with the City of Edmonton police services (24% said very satisfied and 42% said somewhat satisfied). Results were comparable to those in 2008, however a slight decrease was experienced in the percentage of respondents that were satisfied overall with police services (66% versus 68% in 2008).
- The majority of respondents (84%) indicated they were satisfied overall with fire rescue services, with 48% stating they were very satisfied and 36% being somewhat satisfied. While overall satisfaction remained comparable between 2008 and 2009 (84% versus 82% in 2009), a 4% increase was observed in the proportion of respondents that provided a very satisfied rating (48% versus 44% in 2008).

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 2009 (88%) were very or somewhat satisfied with City of Edmonton parks and green spaces including the river valley and parks (52% and 36%, respectively).
- With respect to garbage and recycling collection services, 86% of respondents reported that they were either very (46%) or somewhat (40%) satisfied with the service. Overall satisfaction with this service remained consistent to results reported in 2008 (86% in both survey years).
- Compared to 2008, satisfaction with winter road maintenance significantly decreased in 2009 (37% versus 45% in 2008), as 9% of respondents reported that they were very satisfied with this service area, while 28% were somewhat satisfied.
- Thirty-one percent (31%) of respondents were generally satisfied with the City's summer road maintenance (5% said very and 26% said somewhat satisfied). Overall satisfaction with summer road maintenance significantly decreased in 2009 (31% versus 37% in 2008).
- One-quarter (25%) of respondents reported that they were satisfied overall with the rush hour traffic flow, as 4% were very satisfied and 21% were somewhat satisfied. Again, in 2009 respondents were more likely to report being dissatisfied with the rush hour traffic, as 43% said they were dissatisfied to some degree with the service provided. Similar results were observed in 2007 and 2008.
- In terms of respondent satisfaction with sewer services including land drainage, 57% of respondents stated that they were either very (17%) or somewhat (40%) satisfied with the services provided. When compared to 2008, there was a significant decrease (5%) in overall satisfaction in 2009 (57% versus 62% in 2008).
- 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 30% were somewhat satisfied (39% satisfied overall). While overall satisfaction slightly decreased (3%) when compared to the previous survey year (39% versus 42% in 2008), significantly more respondents provided a neutral satisfaction rating in 2009 (37% versus 31% in 2008).

- In 2009, a significant increase was observed in the percentage of respondents that were satisfied overall with Edmonton's property assessment and taxation strategy (35% versus 27% in 2007), with 7% of respondents being very satisfied and 28% being somewhat satisfied in 2009.
- Overall, satisfaction with permit and inspection services remained comparable between survey years (25% versus 28% in 2008), with 6% being very satisfied and 19% being somewhat satisfied. It is important to note that a significant percentage of respondents were undecided as to their satisfaction, as 24% of respondents said they did not know. This may be a result of having limited or no contact with permit and inspection services.
- One-quarter of respondents (25%) were either very (4%) or somewhat (21%) satisfied with efforts to increase the supply of adequate and affordable housing (e.g. Cornerstones, Safe Housing, Landlord and Tenant Advisory Board). A significant decrease (9%) was experienced in those that were dissatisfied overall in 2009 (27% versus 36% in 2008).

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, approximately three-quarters (73%) of respondents stated that they were satisfied overall (25% being very satisfied and 48% being somewhat satisfied). While overall satisfaction remained comparable to 2008 results (73% versus 75% in 2008), the percentage of respondents that provided a 'very satisfied' rating continues to decrease (25% versus 29% in 2008, 34% in 2007 and 44% in 2003).
- Approximately two-thirds (64%) of respondents stated that they were either very (22%) or somewhat (42%) satisfied with recreational programs such as summer playground programs and youth and family programs provided by the City of Edmonton. Overall satisfaction with this service remained comparable to the previous survey year (64% versus 65% in 2008).
- About three-quarters (74%) of respondents reported that they were generally satisfied with City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or the Muttart Conservatory (31% said they were very satisfied and 43% said they were somewhat satisfied). In 2009, a significant decrease was observed in the percentage of respondents that were very satisfied with City operated attractions (31% versus 39% in 2008), resulting in a 4% decrease in overall satisfaction (74% versus 78% in 2008).
- When asked to rate their satisfaction with public libraries, over three-quarters (77%) of respondents indicated they were either very (40%) or somewhat (37%) satisfied. Overall satisfaction with public libraries has remained comparable to previous survey years (77% versus 78% in 2008, 80% in 2007 and 77% in 2003).
- Forty-five percent (45%) of the respondents were, to some degree, satisfied with public transit services (15% were very satisfied and 30% were somewhat satisfied). Overall satisfaction with public transit continues to progressively decrease each

survey year (45% versus 50% in 2008 and 56% in 2007) and now resemble results reported in 2003 (45% versus 48% in 2003).

- Three-quarters (75%) of respondents were satisfied overall with environmental programs such as the Capital City Clean-up initiative and Eco-stations, with 32% being very satisfied and 43% being somewhat satisfied. This survey year, overall satisfaction with environmental programs remained comparable to results reported in 2008 (72%), however significantly more respondents were 'very satisfied' in 2009 (32% versus 27% in 2008).

Overall Importance and Service Improvements

In order to better assess services, respondents in 2009 were questioned as to the level of importance they place on each of the 18 City of Edmonton 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:

- Summer road maintenance including paving and pothole repair;
- 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.

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;
- 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:

- 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; and
- Recreational programs such as summer playground programs and youth and family 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:

- Parks and green spaces;
- Environmental programs like Capital City Clean-up initiatives and Eco-stations;
- Fire rescue services;
- Garbage and recycling collection services;
- 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.

Satisfaction with Information about City Programs, Activities and Services

New in 2009, respondents were asked how satisfied they were with information that's available about City programs, activities and services. Approximately two-thirds (67%) of respondents were satisfied overall, with 21% being very satisfied and 46% being somewhat satisfied.

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 (98%);
- Parks and green spaces (83%);
- Public transit (73%);
- Sewer services (71%);
- Recreation facilities (70%);
- Public libraries (68%); and
- City of Edmonton attractions (58%) in the past 12 months.

Services that had been accessed less frequently included police services (43%), recreational programs (29%), and fire rescue services (13%).

Compared to 2008, the proportion of respondents that accessed a specific service remained comparable for the majority of the services measured, with the exception of significant increases in the number of respondents that indicated someone from their household had accessed police services (43% versus 35% in 2008) and fire rescue services (13% versus 8% in 2008) in the past 12 months.

Perceived Changes in Quality of Service

Respondents that had accessed services (n=799) 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. Seventy percent (70%) of respondents felt the quality of service had remained the same, while 14% believed the quality had increased and an additional 14% felt the quality of service had decreased over the past 12 months. In 2009, there was a slight decrease (4%) in the percentage of respondents that felt the quality of service had increased over the past year (14% versus 18% in 2008), while a proportional increase (4%) was observed in the number of respondents that stated the quality of service had remained the same (70% versus 66% in 2008).

Budget Consideration / Funding Priorities

Residents were asked to think about the need for funding or improvements to City of Edmonton services. Funding and improvements related to police services (22%) was the first most commonly mentioned service, while summer road maintenance (15%) was the second most commonly noted area perceived as needing improvements and funding.

When taking into account all services mentioned, police services (41%), summer road maintenance (33%), public transit (32%) and winter road maintenance (29%) were the most frequently noted areas in need of funding and/or improvements. Interestingly, these services were consistent with results reported through dimensional mapping.

Regarding service areas where funding should be reduced or services decreased, similar to previous survey years, a sizable portion of respondents (70%) 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 an additional 4% felt funding should be reduced for arts and culture activities such as museums and art galleries.

Views Towards Property Taxes

When asked if the amount of their tax bill that pays for municipal services provides them with excellent, very good, good, fair or poor value for their tax dollars, 63% of respondents said that they received excellent (5%), very good (20%) or good (38%) value for their tax dollar, while 25% said they received fair value and 9% said they received poor value for their tax dollar. In 2009, increases were observed in the proportion of respondents that felt they received 'excellent value' (2% increase), 'very good value' (4% increase) or 'good value' (2% increase) for their tax dollars when compared to 2008 results (62% overall versus 55% overall in 2008).

When respondents were presented with a number of tax strategies to balance the budget and asked which option they would support, over half (56%) of respondents supported an increase in taxes, with 35% supporting an increase to maintain all existing services and 21% supporting an increase to fund growth needs and enhance services. Approximately one-quarter (24%) of respondents supported a cut to existing services, either to maintain current taxes (16%) or to reduce taxes (8%). Compared to results reported in 2008, respondents this survey year were more likely to support an increase in taxes, either to maintain current services (35% versus 31% in 2008) or to enhance current services (21% versus 19% in 2008).

Respondents were also 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 (47%), followed by increasing user fees alone (25%), and creating new user fees (12%). Respondents were least likely to support increased property taxes (8%) 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, with 55% stating they would least support an increase to property taxes, 17% would least support new user fees for existing programs and services, 16% would least support an increase to user fees on existing programs and services and 7% would least support a combination of property tax and user fee increases.

Conclusions and Observations

The vast majority of respondents 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.

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:

- Parks and green spaces;
- Environmental programs like Capital City Clean-up initiatives and Eco-stations;
- Fire rescue services;
- Garbage and recycling collection services;
- Police services; and
- Sewer services.

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.

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 through 2008. Again this year, the City commissioned Banister Research & Consulting Inc. to conduct the 2009 Citizen Satisfaction 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 respondent's perceived value of property taxes.

This report outlines the results for the 2009 survey of Edmonton residents, and includes an interpretive comparison of the 2003, 2007 and 2008 survey results to determine if there have been shifts in the perceptions and opinions of City of Edmonton residents over the past six 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 2009 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 2008 Citizen Satisfaction study was reviewed and modifications were incorporated into the 2009 survey design. Most notably, the online and self-complete option that was available for the 2008 survey was eliminated this survey year. Only randomized telephone sampling was used for the 2009 project. Once the client reviewed the draft survey instrument, revisions were made and Banister Research conducted 10 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 14th, 2009. 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.

<u>Sample Size</u>	<u>Estimated Sampling Error</u>
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 12% response rate and 73% 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	3987
Refusals	2328
Fax/Modem/Business	207
Not-In-Service/Wrong number	448
Terminated/Language barrier	219
Total	7989

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.

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 2003, 2007 and 2008 citizen satisfaction studies.

Tabulations of the 2009 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 3.7 of this report.

This report provides a detailed description of the 2009 telephone survey findings, as well as a comparison of results reported in the 2003, 2007 and 2008 citizen satisfaction studies.

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 $\pm 3.5\%$ is considered statistically significant, and preceded by the words “significant” or “significantly”.

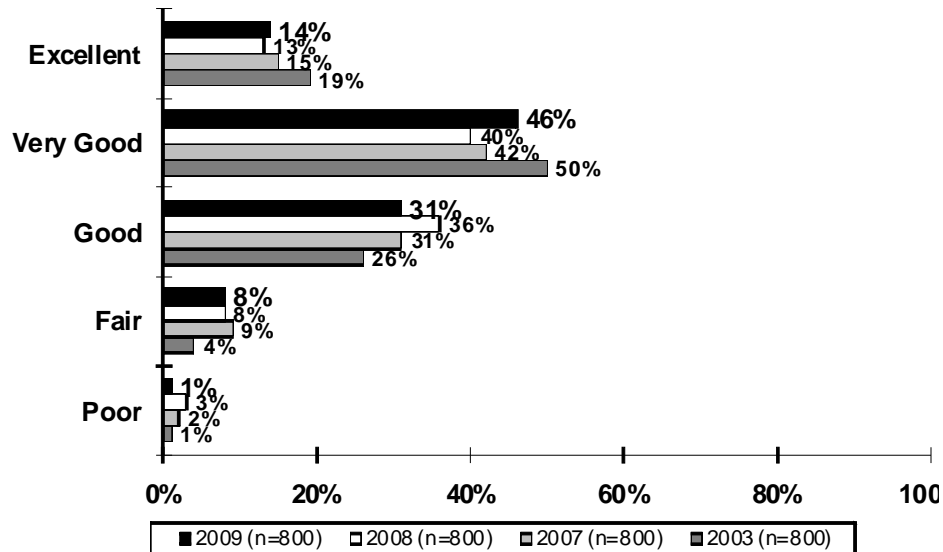
3.1 Residents Perceived Quality of Life in Edmonton

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 the previous survey years, the majority of respondents (91%) provided a positive rating, with 14% rating the quality of life in Edmonton as excellent, 46% rating it as very good and 31% rating quality of life in Edmonton as good. Eight percent of respondents (8%) rated the quality of life in Edmonton as fair, while only 1% rated it as poor.

In 2009, respondents were significantly more likely to provide a rating of ‘very good’ (46% versus 40% in 2008) and significantly less likely to provide a rating of ‘good’ (31% versus 36% in 2008) than respondents in 2008.

Figure 1

**In general, how would you rate the quality of life
in the City of Edmonton?**



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

- ◆ Respondents that had **lived in the City for 5 years or less** (4% versus <1% of those that had lived in the City for 21 or more years);
- ◆ Respondents who were **dissatisfied overall** regarding City services (8% versus 1% to 2% of those that were neutral or satisfied overall);
- ◆ Respondents that **had not accessed parks and green spaces in the past 12 months** (3% versus 1% of those that had accessed parks and green spaces); and
- ◆ Respondents with **annual incomes of less than \$50,000 per year** (3% versus <1% of those with annual incomes between \$50,000 and \$100,000).

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 (35%). Other frequent mentions included good employment opportunities (17%), the strong arts and culture opportunities (16%) and the good entertainment, including night life, restaurants or malls (11%).

In 2009, there was a significant increase in the percentage of respondents that felt the City's parks and green spaces contributed to a high quality of life in Edmonton (35% versus 25% in 2008 and 27% in 2007). In addition, 8% of respondents in 2009 specifically mentioned West Edmonton Mall was a significant factor contributing to a high quality of life in the City, compared to 0% reported in 2008.

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 *			
	2009 (n=800)	2008 (n=800)	2007 (n=800)	2003 (n=800)
City parks/green spaces/park system/River Valley	35	25	27	33
Have good employment here/ job opportunities	17	19	23	22
Strong fine arts programs/fine arts community/ facilities/ cultural arts	16	13	17	15
Good entertainment/ night life/ restaurants/ malls	11	12	12	-
Good schools/Institutions for learning/educational opportunity	11	11	13	8
Low crime rate/safe place to live	11	11	9	9
Recreational facilities/sports facilities/golf courses/recreation	11	6	10	18
Hospitable/accepting/friendly people/laid back quality/social atmosphere	10	10	10	20
Good roadway system/easy to get around/easy access	10	6	8	8
Good health care/good doctors/medical/hospitals	9	9	7	3
Good public transportation/ LRT/ DATS/improving	9	11	9	7
West Edmonton Mall	8	-	-	-
Good access to all amenities	8	8	7	-
Cleanliness of streets and parks /clean City/not polluted	8	9	7	13
Weather / good climate	6	4	6	4
Population not too big/not densely populated	6	4	7	8
Availability or variety businesses/strong economy/stable	5	5	9	21
City provides good services	5	6	6	-
Professional and amateur sports teams/sporting events	5	2	4	1
Other (see detailed data tables, under separate cover)	61	45	62	23
Don't know/Not stated	8	13	8	11

*Multiple mentions

Interestingly, as in previous study years, issues related to crime (29%) and poor road conditions including a lack of maintenance, snow removal, pothole repair and construction (26%) were the most frequently mentioned issues related to a low quality of life. In 2009, respondents were significantly more likely to state that weather conditions or climate contributed to a low quality of life in the City (13% versus 7% in 2008), and were significantly less likely to consider the lack of subsidized or affordable housing as a factor contributing to the low quality of life in Edmonton (5% versus 13% in 2008). 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 *			
	2009 (n=800)	2008 (n=800)	2007 (n=800)	2003 (n=800)
Crime rate/too much crime/more policing needed	29	27	30	16
Condition of roads/roads/street maintenance/snow removal/construction	26	20	30	22
Transit system is lacking/ transit services/need LRT expansion/ transit costs are too high/ system is underutilized	14	13	9	11
Too many panhandlers/street people/homeless/poverty/child poverty	14	12	17	16
Climate/weather/environment could be better	13	7	9	13
Too much traffic/congestion/increasing volume	9	10	-	1
Cost of living/expensive groceries and gas/housing too high	7	11	21	11
Property taxes too high/rising user fees	7	7	3	9
Noise/air pollution/environmental issues	6	3	4	2
Poor infrastructure, including downtown core/roads	6	4	-	2
Mayor and City council/municipal government/quality of leadership/need to improve City council	6	4	5	6
City is looking dirty/drab/too much garbage around/poor City maintenance	6	8	4	3
City being too big/urban sprawl/growing too fast	5	6	7	-
Lack of subsidized/affordable housing	5	13	8	-
Other (see detailed data tables, under separate cover)	84	59	39	33
Don't know/Not stated	9	10	9	15

*Multiple mentions.

3.2 Overall Satisfaction with City Services

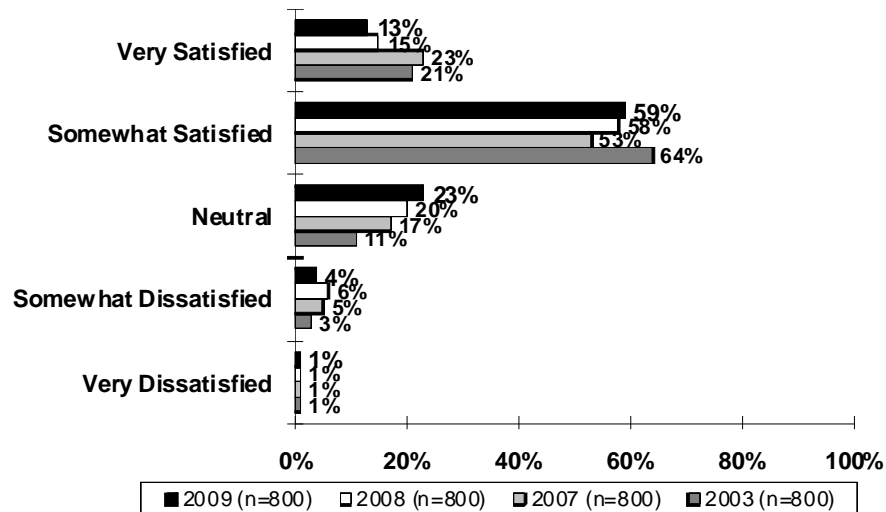
As in previous survey years, respondents' overall satisfaction with services provided by the City of Edmonton was measured by asking respondents if they were 'very satisfied', 'somewhat satisfied', 'neither satisfied nor dissatisfied', 'somewhat dissatisfied' or 'very dissatisfied' with the services provided. It is important to note that in 2007, 2008 and 2009 this overall satisfaction question was asked following the satisfaction ratings for specific City services. This was done in order to allow 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 (72%) of respondents being either 'very' or 'somewhat' satisfied (13% and 59%, respectively). Twenty-three percent (23%) of respondents stated that they were neither satisfied nor dissatisfied and a small proportion reported they were 'somewhat' (4%) or 'very' (1%) dissatisfied with the services provided by the City of Edmonton.

Results were comparable to the previous survey year.

Figure 2

Overall Satisfaction with the Services Provided by the City of Edmonton



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

- ◆ Respondents that had **lived in the City for 5 years or less or 21 years or more** (5% to 6% versus 1% of those that had lived in the City between 11 and 20 years);
- ◆ Those who perceived the **quality of life in Edmonton to be fair or poor** (18% versus 3% to 4% who said the quality of life was good, very good or excellent);
- ◆ Respondents who said they **received fair or poor value for their tax dollar** (11% versus 1% who said excellent, very good or good value);
- ◆ Respondents that **had not accessed parks and green spaces in the past 12 months** (8% versus 4% of those that had accessed parks and green spaces);
- ◆ Respondents that **had not accessed recreational facilities in the past 12 months** (8% versus 3% of those that had accessed recreational facilities);
- ◆ Those who stated **the quality of service provided by the City had decreased** (17% versus 2% who said it had increased or it had remained the same); and
- ◆ Respondents who were **neutral or dissatisfied overall with information about City programs, activities and services** (7% to 12% versus 2% who were satisfied overall).

3.2.1 Satisfaction with Protective Services

Citizens were asked to rate their satisfaction with 18 specific City of Edmonton services regardless of whether they had used the service or not. Of these services, two related to or were categorized as “protective services”.

When asked to rate their satisfaction with City of Edmonton **police services**, 66% of respondents indicated that they were either very or somewhat satisfied with the services provided (24% said very satisfied and 42% said somewhat satisfied). Twenty percent (20%) were neither satisfied nor dissatisfied and 12% mentioned that they were, to some extent, dissatisfied with the services offered (9% 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.

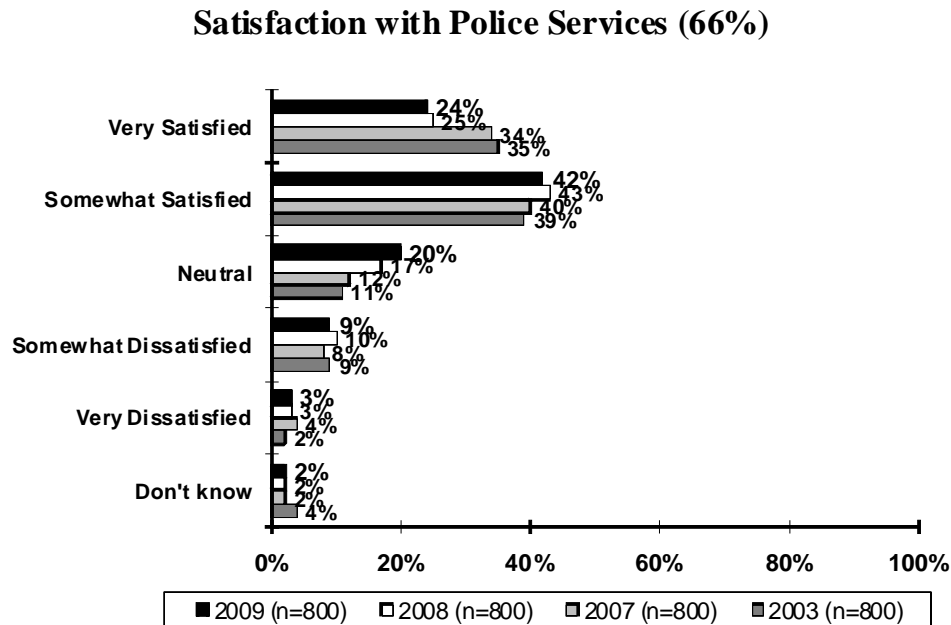
As shown in Figure 3, on the following page, results were comparable to those in 2008, however a slight decrease was experienced in the percentage of respondents that were satisfied overall with police services (66% versus 68% in 2008).

Those respondents who were either very or somewhat dissatisfied with police services (n=94) were questioned as to what aspects of the police service dissatisfied them. The most frequently noted reasons for respondents discontentment included:

- Understaffed/need more police officers (19 respondents);
- Unresponsive/lack of police services (15);
- Slow response time or the speed of response (14);
- Lack of professionalism/bad attitude (10);
- Abuse of power/harassment/corruption (10);
- Need to be more visible/make their presence noticed (9);
- Lack of experience/too many rookies (6);
- Should focus more on serious crimes/priorities (6);
- Too many red light cameras/photo radar/focus on traffic (4);
- Poor service quality (3);
- Inadequate traffic control/need more traffic patrol (3); and
- Dislike use of tazers (3).

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

Figure 3



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

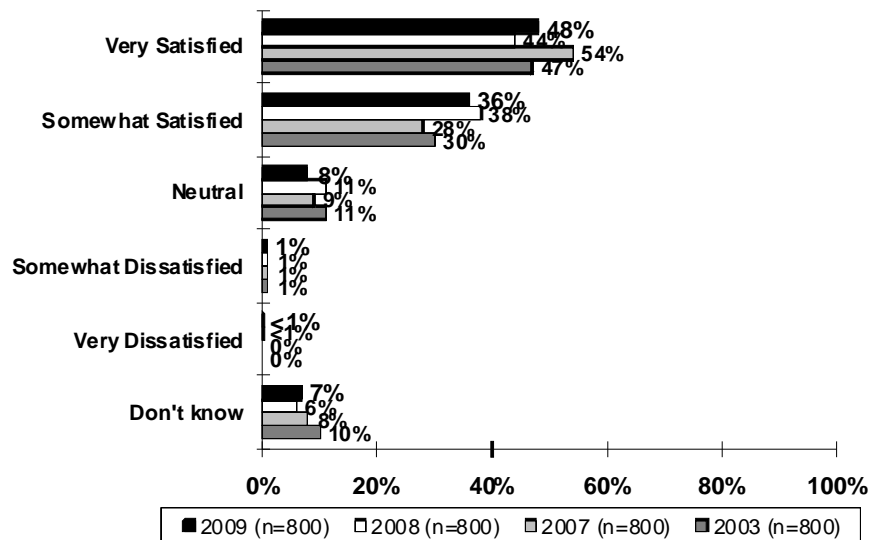
- ◆ Respondents that had **lived in the City for 5 years or less or between 11 and 20 years** (16% to 18% versus 5% of those that had lived in the City between 6 and 10 years);
- ◆ Those who perceived the **quality of life in Edmonton to be good, fair or poor** (14% to 27% versus 8% who said the quality of life was very good or excellent);
- ◆ Respondents who were **dissatisfied overall with City services overall** (39% versus 10% to 13% who were neutral or satisfied overall with City services);
- ◆ Respondents who said they **received fair or poor value for their tax dollar** (15% versus 10% who said excellent, very good or good value);
- ◆ Respondents **between the ages of 25 and 64** (13% to 15% versus 7% of those aged 65 years and older); and
- ◆ Respondents who were **dissatisfied overall with information about City programs, activities and services** (21% versus 10% who were neutral or satisfied overall).

The majority of respondents (84%) were satisfied overall with **fire rescue services**, with 48% stating they were 'very satisfied' and 36% being 'somewhat satisfied'. Eight percent (8%) of respondents commented that they were neither satisfied nor dissatisfied and only 1% of respondents said they were dissatisfied overall with fire services provided by the City of Edmonton.

While overall satisfaction remained comparable between 2008 and 2009 (84% versus 82% in 2009), a significant increase (4%) was observed in the proportion of respondents that provided a 'very satisfied' rating (48% versus 44% in 2008). See Figure 4, below.

Figure 4

Satisfaction with Fire Rescue Services (84%)



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

- ♦ Respondents who were **dissatisfied overall with information about City programs, activities and services** (5% versus 1% who were neutral or satisfied overall).

Among the 9 respondents who reported that they were very or somewhat dissatisfied with fire services, slow response times (5 respondents), and the need to maintain the same level of service while the City population grows (2 respondents) were the primary reasons for their dissatisfaction.

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

3.2.2 Satisfaction with Infrastructure Services

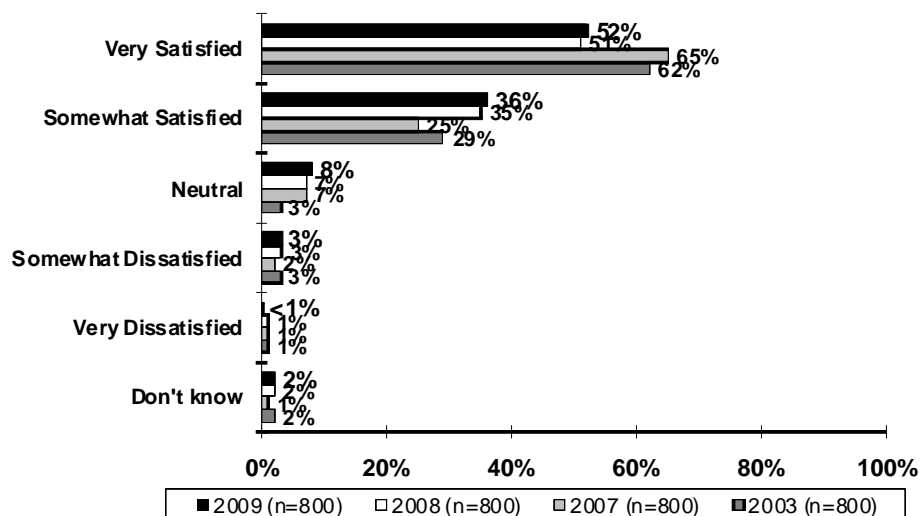
Respondents were asked to rate their level of satisfaction with ten (10) of the City of Edmonton services that related to or were categorized as “infrastructure services”.

Similar to results reported in previous survey years, the vast majority of respondents (88%) were very or somewhat satisfied with City of Edmonton **parks and green spaces** including the river valley and parks (52% and 36%, respectively). Eight percent (8%) of respondents were neither satisfied nor dissatisfied, while 3% were to some extent dissatisfied and 2% either did not provide a comment or were uncertain.

Similar results were observed in 2008. See Figure 5, below.

Figure 5

Satisfaction with Parks and Green Space (88%)



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

- ◆ Respondents who **provided a good, fair or poor quality of life rating** (5% to 10% versus 1% who said very good or excellent);
- ◆ Those who were **neutral or dissatisfied overall with City services** (6% to 11% versus 2% of those who were satisfied overall);
- ◆ Respondents who said they **received fair or poor value for their tax dollar** (5% versus 2% who said excellent, very good or good value);
- ◆ Respondents that **had accessed police services in the past 12 months** (5% versus 2% of those that had not accessed police services); and
- ◆ Respondents who were **dissatisfied overall with information about City programs, activities and services** (8% versus 2% to 3% who were neutral or satisfied overall).

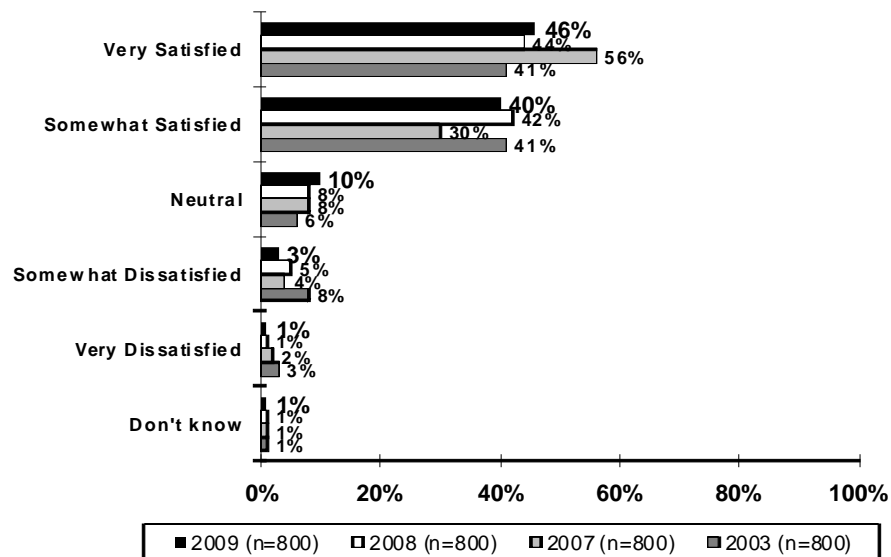
There were 25 respondents who were either very or somewhat dissatisfied with City of Edmonton parks and green spaces. Similar to comments reported in previous years, most respondents stated that their discontentment related to lack of maintenance and upkeep (9 respondents), lack of green spaces (4 respondents) and the abundance of weeds in City parks (3 respondents). See the detailed data tables, under separate cover, for a complete list of mentions.

With respect to **garbage and recycling collection** services, 86% of respondents reported that they were either very (46%) or somewhat (40%) satisfied with the service, while 10% were neutral in their level of satisfaction and 4% were dissatisfied overall.

Overall satisfaction with this service remained identical to results reported in 2008 (86% in both survey years). See Figure 6, below.

Figure 6

Satisfaction with Garbage and Recycling Collection Services (86%)



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

- ◆ Respondents that had **lived in the City for 5 years or less** (10% versus 1% to 4% of those that had lived in the City for 11 or more years);
- ◆ Respondents who **provided a good, fair or poor quality of life rating** (6% to 7% versus 3% who said very good or excellent);
- ◆ Those who were **dissatisfied overall with City services** (17% versus 3% to 6% who were neutral or satisfied overall);
- ◆ Respondents who said they **received fair or poor value for their tax dollar** (7% versus 2% who said excellent, very good or good value); and
- ◆ Respondents who were **neutral in regards to satisfaction with information about City programs, activities and services** (7% versus 3% who were satisfied overall).

A total of 33 respondents who were either very or somewhat dissatisfied with garbage collection were asked about the specific reasons for their dissatisfaction. The primary reasons for their discontentment related to:

- Fees being too expensive for garbage pickup/poor fee system (9 respondents);
- Not all garbage being picked up, missed or poor service (5);
- The perception of infrequent garbage collection (3); and
- Lack of recycling depots in the City (3).

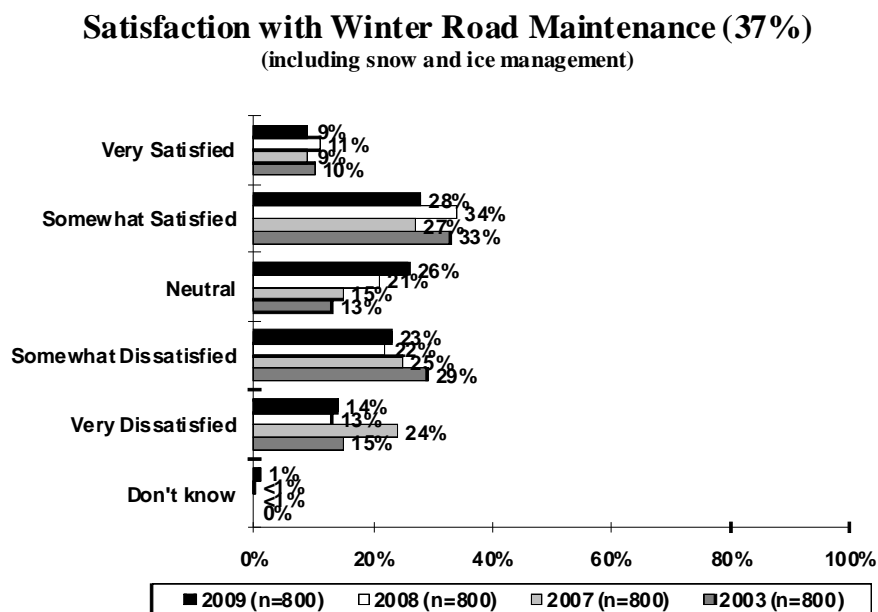
See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction with the service.

Respondents were then 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 7, below, 9% of respondents reported that they were very satisfied with **winter road maintenance**, while 28% were somewhat satisfied, 26% were neutral, 23% were somewhat dissatisfied and 14% were very dissatisfied.

When compared to 2008, overall satisfaction with winter road maintenance significantly decreased (37% versus 45% in 2008), primarily due to a 6% decline in those that were 'somewhat satisfied' with the service.

Figure 7



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

- ◆ Respondents that had **lived in the City for 5 years or less** (44% versus 31% of those that had lived in the City between 11 and 20 years);
- ◆ Respondents who **provided a good, fair or poor quality of life rating** (40% to 61% versus 30% who said very good or excellent);
- ◆ Those who were **dissatisfied overall or neutral with City services** (46% to 78% versus 30% of those who were satisfied overall with City services);

- ◆ Respondents who said they **received fair or poor value for their tax dollar** (47% versus 30% who said excellent, very good or good value);
- ◆ Respondents that **had not accessed public libraries in the past 12 months** (42% versus 34% of those that had accessed public libraries);
- ◆ Respondents that **had not accessed recreational facilities in the past 12 months** (44% versus 33% of those that had accessed recreational facilities);
- ◆ Those who felt **the quality of service provided by the City had decreased** (51% versus 33% who said service had increased or remained the same).
- ◆ Respondents who were **neutral or dissatisfied overall with information about City programs, activities and services** (42% to 51% versus 32% who were satisfied overall).

Those respondents who were either very or somewhat dissatisfied with winter road maintenance (n=289) were probed as to what aspects of winter road maintenance dissatisfied them. As shown in Table 3, the most frequently mentioned concerns related to the lack of snow removal in residential areas or rules regarding residential street cleaning (29%) and the frequency of road cleaning (14%).

Table 3

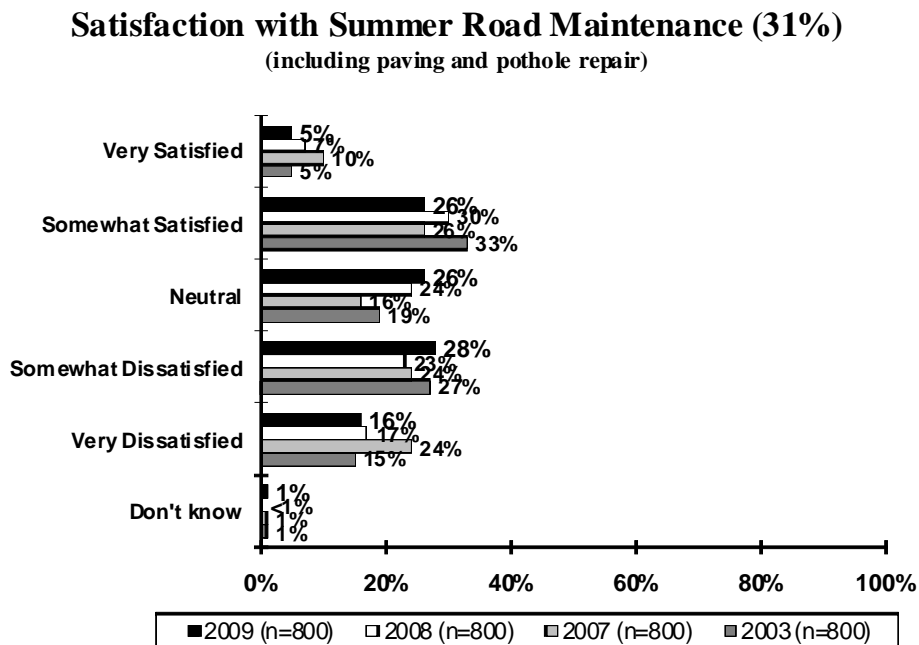
Reasons for dissatisfaction with WINTER ROAD MAINTENANCE	
	Percent of Respondents* (n=289)
Lack of amount of snow removal in residential areas/rules regarding residential street cleaning	29
Do not clean roads often enough	14
Snow removal not done at all	11
Takes too long for City to grade the roads	11
Poor job of cleaning roads/snow removal not done well	10
Fail to clean city sidewalks/paths	5
Snow left of sides of roads make roads too narrow/hard to park/walk	5
Takes too long for city to do snow removal in residential areas	4
Roads are slippery/icy	4
Snow left on roads is hard on vehicles/vehicles get stuck	4
Snow piled on lawns, sidewalks and driveways/block intersections/drive ways	3
Other (2% or less per mention – see detailed data tables, under separate cover)	27
Don't know	<1

*Multiple mentions.

As depicted in Figure 8, below, 31% of respondents remarked that they were generally satisfied with **summer road maintenance** (5% said very satisfied and 26% said somewhat satisfied). Close to one-quarter (26%) of respondents reported that they were neutral in terms of their level of satisfaction, while 28% said they were somewhat dissatisfied and 16% said they were very dissatisfied.

Similar to winter road maintenance, overall satisfaction with summer road maintenance significantly decreased in 2009 (31% versus 37% in 2008). Respondents were significantly more likely to be 'somewhat dissatisfied' (28% versus 23% in 2008) and significantly less likely to be 'somewhat satisfied' (26% versus 30% in 2008) with summer road maintenance in the City.

Figure 8



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

- ◆ **Female respondents** (48% versus 39% of male respondents);
- ◆ Respondents that had **lived in the City for 21 years or more** (49% versus 33% of those that had lived in the City between 11 and 20 years);
- ◆ Respondents who were **neutral or dissatisfied overall with City services** (58% to 75% versus 37% who were satisfied overall with City services);

- ◆ Respondents who said they **received fair or poor value for their tax dollar** (57% versus 37% who said excellent, very good or good value);
- ◆ Respondents **without children in their household** (46% versus 37% of those with children in their household);
- ◆ Respondents that **had not accessed public libraries in the past 12 months** (52% versus 39% of those that had accessed public libraries);
- ◆ Respondents that **had accessed police services in the past 12 months** (48% versus 40% of those that had not accessed police services); and
- ◆ Respondents that **had not accessed parks and green spaces in the past 12 months** (53% versus 42% of those that had accessed parks and green spaces);
- ◆ Those who stated **the quality of service provided by the City had decreased** (57% versus 38% to 41% who said it had increased or remained the same); and
- ◆ Respondents who were **neutral or dissatisfied overall with information about City programs, activities and services** (49% to 61% versus 38% who were satisfied overall).

Those respondents who were either very or somewhat dissatisfied (n=346) with summer road maintenance were asked about the specific aspects of their discontentment. As shown in Table 4, similar to previous years, the most frequent comments related to pothole repairs (30%) and roads generally not being maintained (23%).

Table 4

Reasons for dissatisfaction with SUMMER ROAD MAINTENANCE	
	Percent of Respondents* (n=346)
Too many potholes not being fixed	30
Roads are not maintained	23
Maintenance takes too long	11
Poor quality repairs/repairs do not last long	8
Poor maintenance planning causing street closures and poor traffic flow	8
Takes too long to repair potholes	6
Poor street conditions damage vehicles	5
Work done on potholes is poorly done	4
Too much construction	3
Takes too long to clean streets/spring clean up	3
Too many projects at once/need to focus on one area and finish it	3
Other (2% or less per mention – see detailed data tables, under separate cover)	29

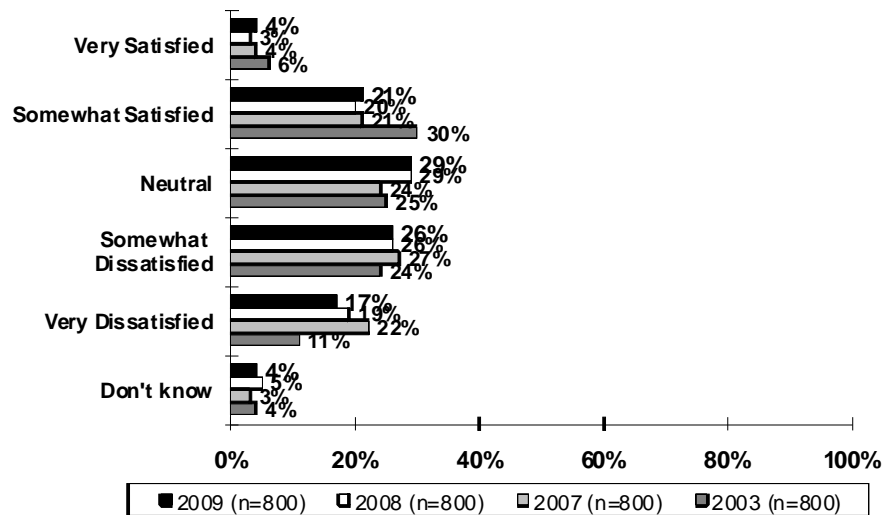
*Multiple mentions.

Respondents were then questioned as to their level of satisfaction with rush hour traffic flow. As shown in Figure 9, below, one quarter (25%) 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-three percent (43%) of respondents indicated they were dissatisfied to some degree with the rush hour traffic flow in Edmonton.

Similar results were observed in 2008. See Figure 9, below.

Figure 9

Satisfaction with Rush Hour Traffic Flow (25%)



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 fair or poor** (58% versus 39% who said the quality of life was very good or excellent);
- ◆ Respondents who were **neutral or dissatisfied overall with City services** (50% to 58% versus 40% who were satisfied overall with City services);
- ◆ Respondents who said they **received fair or poor value for their tax dollar** (49% versus 40% who said excellent, very good or good value);
- ◆ Respondents **between the ages of 25 and 64** (46% to 48% versus 34% of respondents aged 65 years and older);
- ◆ Respondents that are **employed either full or part time** (46% versus 39% of those that are not currently employed);

- ◆ Respondents with **annual incomes of more than \$50,000 per year** (43% to 49% versus 33% of those that reported a household income of less than \$50,000); and
- ◆ Respondents that **had not accessed public libraries in the past 12 months** (48% versus 40% of those that had accessed public libraries);
- ◆ Those who stated **the quality of service provided by the City had decreased** (54% versus 32% to 43% who said it had increased or remained the same); and
- ◆ Respondents who were **dissatisfied overall with information provided about City programs, activities and services** (53% versus 41% who were satisfied overall).

Those respondents who were generally dissatisfied with the rush hour traffic flow in Edmonton (n=344), most often indicated there was too much construction on the roads (24%), followed by there being poor traffic flow and congestion in general (14%) and too much traffic on City roads (13%). See Table 5, below.

Table 5

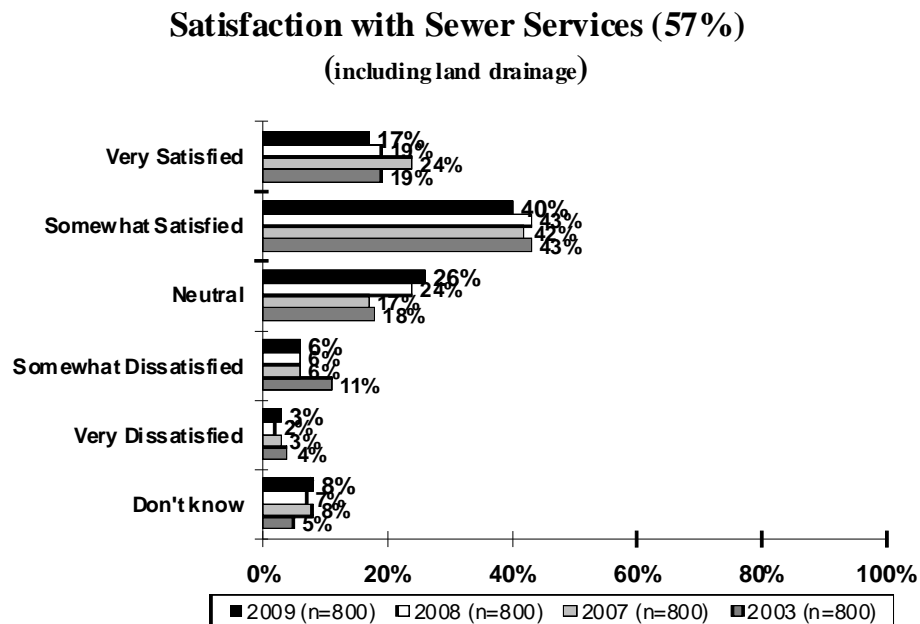
Reasons for dissatisfaction with RUSH HOUR TRAFFIC FLOW	
	Percent of Respondents* (n=344)
Too much construction	24
Poor traffic flow / congestion	14
Too much heavy traffic in city/too many vehicles on road	13
Traffic lights are not properly synchronized	11
Need better road planning / traffic routing	7
Takes too long to get anywhere/too slow moving	6
Poor driver attitudes and behaviour	5
Traffic system is not keeping up with city's growth	4
Anthony Henday is too congested/difficult to access	3
Too many lights on the Yellowhead/other freeways	3
Other (2% or less per mention – see detailed data tables, under separate cover)	44
Don't know/not stated	1

*Multiple mentions.

In terms of respondent satisfaction with **sewer services** including land drainage, 57% of respondents stated that they were either very (17%) or somewhat (40%) satisfied with the services provided. Approximately one-quarter (26%) of respondents were neither satisfied nor dissatisfied, while 6% were somewhat dissatisfied and 3% were very dissatisfied with the sewer service provided by the City of Edmonton. Eight percent (8%) of respondents were uncertain as to their level of satisfaction with sewer services.

When compared to 2008, there was a significant decrease (5%) in overall satisfaction in 2009 (57% versus 62% in 2008). Refer to Figure 10, below

Figure 10



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

- ◆ Respondents that had **lived in the City for 21 years or more** (12% versus 4% of those that had lived in the City for 5 years or less);
- ◆ Those who rated **the quality of life in Edmonton as being good** (14% versus 7% who rated it as being very good or excellent);
- ◆ Respondents who were **neutral or dissatisfied overall with City services** (15% to 31% versus 6% who were satisfied overall with City services);
- ◆ Respondents who said they **received fair or poor value for their tax dollar** (16% versus 6% who said excellent, very good or good value);

- ◆ Respondents **without children in their household** (11% versus 6% of those with children in their household);
- ◆ Respondents that **had accessed sewer services in the past 12 months** (11% versus 6% of those that had not accessed sewer services);
- ◆ Those who stated **the quality of service provided by the City had decreased** (17% versus 8% who said it had increased or remained the same).

Of the 74 respondents who were either very or somewhat dissatisfied with sewer services, the most common reasons for dissatisfaction included:

- Fees being too expensive or being assessed unfairly (23 respondents);
- Lack of service/poor service/poor communication with residents (8);
- Storm drains smelling (7);
- Storm sewers needing upgrading or being inadequate for drainage (6);
- Dissatisfaction with fees (4);
- Flooding due to inadequate storm drains (4);
- Lack of planning/poor building codes (4);
- Poor maintenance of sewer infrastructure(4); and
- Need better snow removal/snow clogs drains/poor drainage during winter (4).

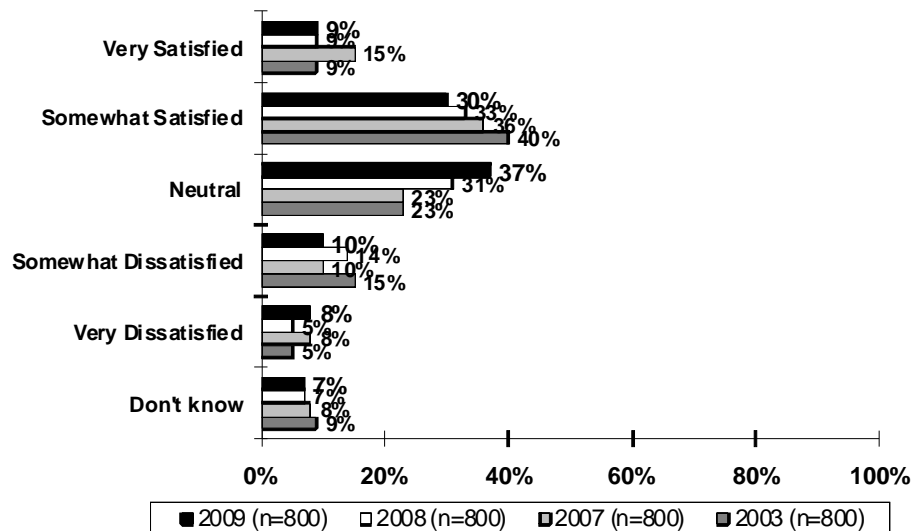
See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction with the service.

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 30% were somewhat satisfied, 37% were neutral, 10% were somewhat dissatisfied and 8% were very dissatisfied with bylaw enforcement. Seven percent (7%) of respondents were unsure of their level of satisfaction.

While overall satisfaction slightly decreased (3%) when compared to the previous survey year (39% versus 42% in 2008), significantly more respondents provided a 'neutral' rating in 2009 (37% versus 31% in 2008). Refer to Figure 11, below.

Figure 11

Satisfaction with Bylaw Enforcement (39%)



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 for 21 years or longer** (19% versus 10% of those who have resided in the City for between 6 and 10 years);
- ◆ Those who perceived the **quality of life in Edmonton to be fair or poor** (30% versus 15% to 18% who said the quality of life was good, very good or excellent);
- ◆ Respondents who were **dissatisfied overall with City services overall** (50% versus 15% to 19% who were neutral or satisfied overall with City services);

- ◆ Respondents who said they **received fair or poor value for their tax dollar** (24% versus 14% who said excellent, very good or good value);
- ◆ Respondents **aged 45 years or older** (19% to 22% versus 9% of those between the ages of 25 and 44);
- ◆ Respondents **without children in their household** (20% versus 12% of those with children in their household);
- ◆ Respondents that **had not accessed public libraries in the past 12 months** (24% versus 14% of those that had accessed public libraries);
- ◆ Respondents that **had not accessed recreation facilities in the past 12 months** (23% versus 15% of those that had accessed recreation facilities);
- ◆ Those who stated **the quality of service provided by the City had decreased** (30% versus 15% who said it had increased or remained the same); and
- ◆ Respondents who were **neutral or dissatisfied overall with information about City programs, activities and services** (22% to 27% versus 15% who were satisfied overall).

Among those respondents who were dissatisfied with bylaw enforcement (n=139), the most frequently mentioned reasons for their dissatisfaction included a perceived lack of weed control (25%), a general perception of a lack of bylaw enforcement (21%) and a large number of stray dogs and cats on City streets (8%). See Table 6 below.

Table 6

Reasons for dissatisfaction with BYLAW ENFORCEMENT	
	Percent of Respondents* (n=139)
Weed control not enforced enough	25
Bylaws not being enforced enough/needs improvement	21
Too many dogs and cats loose/barking/poor animal control	8
Bylaw officers are not handling complaints properly/efficiently	7
Animal bylaw not enforced enough	7
Residents/businesses don't care for their property	7
Too much enforcement	5
Parking bylaw not enforced enough	4
Slow response times	4
Lack of bylaw officers	3
Poor communication/lack of awareness to public	3
Other (2% or less per mention – see detailed data tables, under separate cover)	35
Don't know/Not stated	1

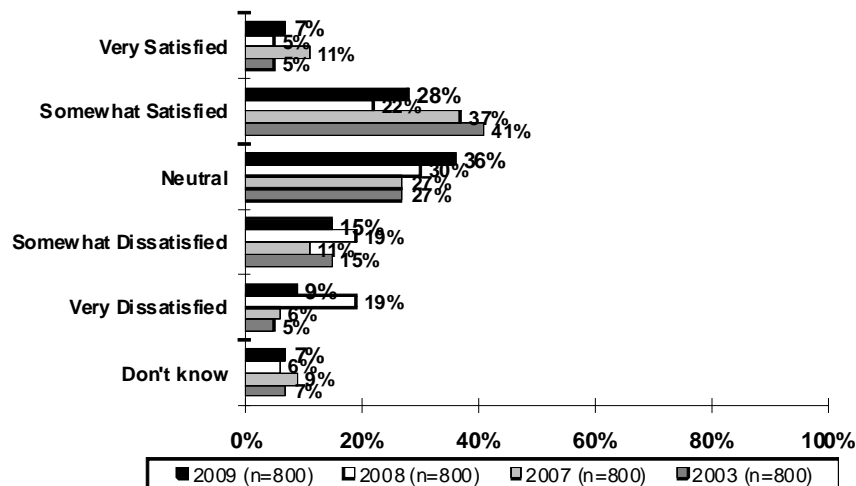
*Multiple mentions.

When asked about City of Edmonton **property assessment and taxation** services, more than one-third (35%) of respondents were either very or somewhat satisfied with the service (7% said very satisfied and 28% said somewhat satisfied). Thirty-six percent (36%) of respondents were neither satisfied nor dissatisfied, while 24% were dissatisfied overall (15% being somewhat dissatisfied and 9% being very dissatisfied) with the service provided. Seven percent of respondents (7%) were either unsure of their satisfaction level or did not provide a rating.

In 2009, a significant increase was observed in the percentage of respondents that were satisfied overall with Edmonton's property assessment and taxation services (35% versus 27% in 2007), primarily due to a 10% decrease in those that provided a 'very dissatisfied' rating (9% versus 19% in 2008) and a 4% decline in those that were 'somewhat dissatisfied' (15% versus 19% in 2008) with property assessment and taxation services. See Figure 12, below.

Figure 12

Satisfaction with Property Assessment and Taxation Services (35%)



The following 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 good, fair or poor** (30% to 41% versus 17% who said the quality of life was very good or excellent);
- ◆ Respondents who were **neutral or dissatisfied overall with City services** (36% to 64% versus 17% who were satisfied overall with City services);

- ◆ Respondents that **did not work for the City** (24% versus 6% of those that did work for the City);
- ◆ Respondents who said they **received fair or poor value for their tax dollar** (40% versus 15% who said excellent, very good or good value);
- ◆ Respondents **aged 65 years or older** (29% versus 21% of those between the ages of 45 and 64);
- ◆ Respondents that **had not accessed public libraries in the past 12 months** (30% versus 20% of those that had accessed public libraries);
- ◆ Respondents that **had not accessed parks and green spaces in the past 12 months** (30% versus 22% of those that had accessed parks and green spaces);
- ◆ Those who stated **the quality of service provided by the City had decreased** (41% versus 16% to 21% who said it had increased or remained the same); and
- ◆ Respondents who were **neutral in regards to satisfaction with information about City programs, activities and services** (31% versus 21% who were satisfied overall).

Among those respondents either very or somewhat dissatisfied with property assessment and taxation services (n=187), the most frequently mentioned reasons for their dissatisfaction included too high of property assessment or the assessment not matching market value (25%) and taxes being too high (21%). Refer to Table 7, below.

Table 7

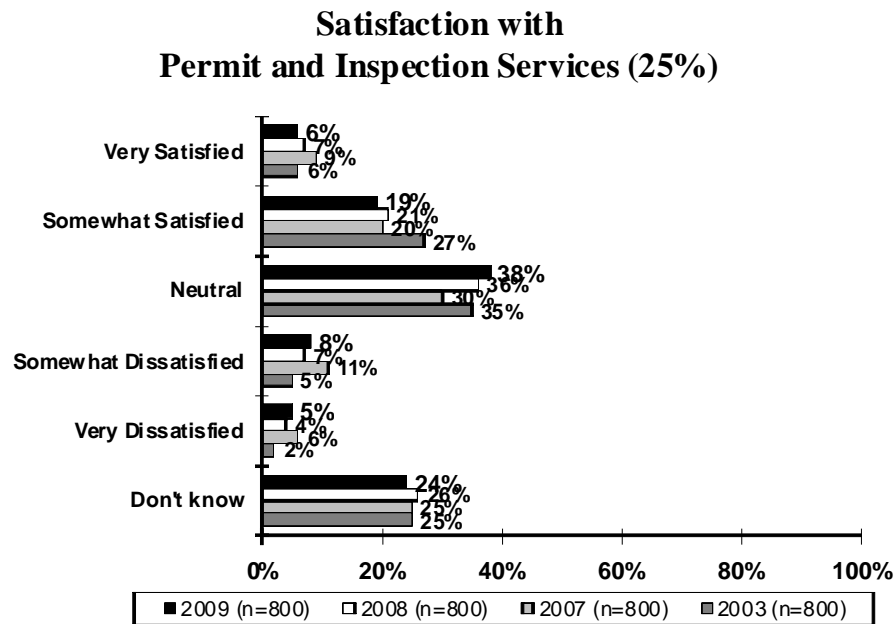
Reasons for dissatisfaction with PROPERTY ASSESSMENT AND TAXATION SERVICES	
	Percent of Respondents* (n=187)
Property assessment is too high/not correct with market value	25
Taxes too high (general)	21
Taxes raised too often/every year	18
Property assessments are too inconsistent/handled poorly	12
Taxation not done on a fair basis	8
Taxes too high for services received	7
Citizens should be informed about assessments	5
Not fair for seniors	2
Unhappy with City services	2
Taxes shouldn't be based on property value/all homes should pay the same amount of taxes	2
Other (1% or less per mention – see detailed data tables, under separate cover)	14
Don't know/Not stated	1

*Multiple mentions.

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 24% of respondents said they did not know. This may be a result of having limited or no contact with permit and inspection services. Furthermore, one-quarter of respondents (25%) were to some extent satisfied with the permit and inspection services, while 38% were neutral and 13% were dissatisfied overall. Interestingly, when assessing overall satisfaction among only those respondents who provided an opinion (n=608), overall satisfaction increased to 32% (50% neutral and 18% dissatisfied).

Overall satisfaction ratings were comparable to 2008 results. See Figure 13, below.

Figure 13



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

- ◆ Respondents who reported **residing in Edmonton for 21 years or longer** (16% versus 5% of those who have resided in the City for 5 years or less);
- ◆ Those who perceived the **quality of life in Edmonton to be fair or poor** (20% versus 11% who said the quality of life was very good or excellent);
- ◆ Respondents who were **dissatisfied overall with City services** (39% versus 11% to 15% who were neutral or satisfied overall with City services);
- ◆ Respondents who said they **received fair or poor value for their tax dollar** (21% versus 10% who said excellent, very good or good value);
- ◆ Respondents **aged 45 years or older** (15% to 18% versus 7% of those between the ages of 25 and 44);
- ◆ Those who stated **the quality of service provided by the City had decreased** (28% versus 10% to 11% who said it had remained the same or increased).

The 107 respondents who were generally dissatisfied with the City's permit and inspection services, mentioned the following reasons for their discontentment:

- Inspections not being thorough enough or being inefficient (26 respondents);
- Standards/regulations need to be higher, upgraded or enforced (13);
- Poor workmanship (11);
- Too slow (7);
- Building codes should be changed so that houses are built further apart (7);
- Lack of inspectors (6);
- Takes too long to get permits/applications (6);
- Lack of inspector qualification and training (5);
- Concern with quality of fire safety materials in buildings (4); and
- Lack of follow-up (4).

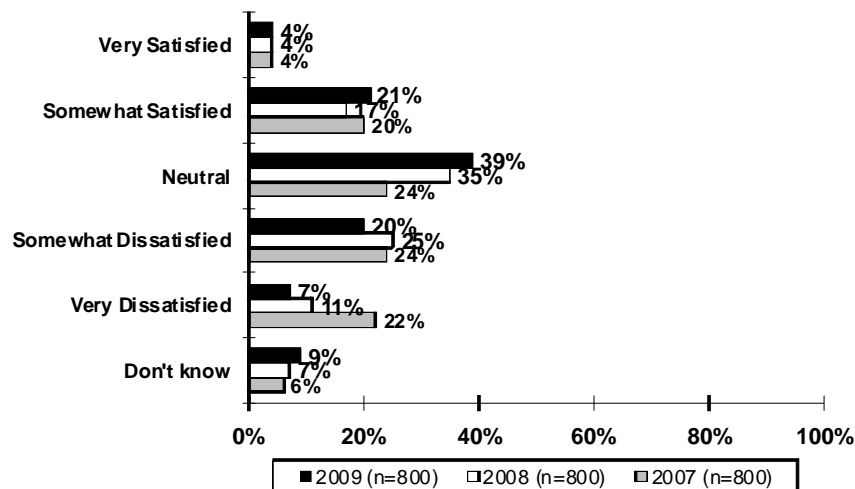
See the detailed data tables, under separate cover, for a complete list of mentions.

One-quarter of all respondents (25%) were either very (4%) or somewhat (21%) satisfied with **efforts to increase the supply of adequate and affordable housing** (e.g. Cornerstones, Safe Housing, Landlord and Tenant Advisory Board), while 39% stated that they were neutral, 20% were somewhat dissatisfied and 7% were very dissatisfied. Nine percent (9%) of respondents were either uncertain as to their level of satisfaction or did not provide a response.

A significant decrease (9%) was experienced in those that were dissatisfied overall in 2009 (27% versus 36% in 2008), while a significant increase (4%) was observed in the proportion of respondents that provided a 'neutral' (39% versus 35% in 2008) and 'somewhat satisfied' (21% versus 17% in 2008) rating. See Figure 14, below.

Figure 14

Satisfaction with Affordable Housing (25%)



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

- ♦ Respondents who reported **residing in Edmonton for 5 years or less or 11 years or more** (28% to 31% versus 16% of those who have resided in the City for between 6 and 10 years);
- ♦ Those who perceived the **quality of life in Edmonton to be good, fair or poor** (31% to 52% versus 21% who said the quality of life was very good or excellent);

- ◆ Respondents who were **neutral or dissatisfied overall with City services** (39% to 53% versus 22% who were satisfied overall with City services);
- ◆ Respondents who said they **received fair or poor value for their tax dollar** (34% versus 23% who said excellent, very good or good value);
- ◆ Respondents **without children in the household** (29% versus 23% of those with children in the household); and
- ◆ Respondents who reported a **household income of less than \$50,000** (33% versus 25% of those that reported a household income of between \$50,000 and \$100,000);
- ◆ Those who stated **the quality of service provided by the City had decreased** (36% versus 26% who said it had remained the same); and
- ◆ Respondents who were **dissatisfied overall with information about City programs, activities and services** (45% versus 23% to 29% who were neutral or satisfied overall).

Table 8, below, shows the specific aspects of dissatisfaction among respondents who were either very or somewhat dissatisfied with land use planning (n=216). The most frequently mentioned reason for respondents' dissatisfaction was the lack of funding for low income housing or lack of new housing projects (26%), followed by the high costs of housing or rent (16%) and a perceived lack of effort by the city to alleviate the housing situation (14%).

Table 8

Reasons for dissatisfaction with efforts to increase the supply of adequate and affordable housing	
	Percent of Respondents* (n=216)
Lack of funding for low income housing/affordable housing/no new projects	26
Cost of housing/rent too high	16
City has not done anything / Lack of effort	14
Lack of housing for homeless/too much homelessness in city	12
Need better landlord regulation/rent controls	7
Long waiting period for housing	3
Houses and complexes not cared for/unsafe	3
Other (2% or less per mention – see detailed data tables, under separate cover)	35
Don't know/not stated	1

*Multiple mentions.

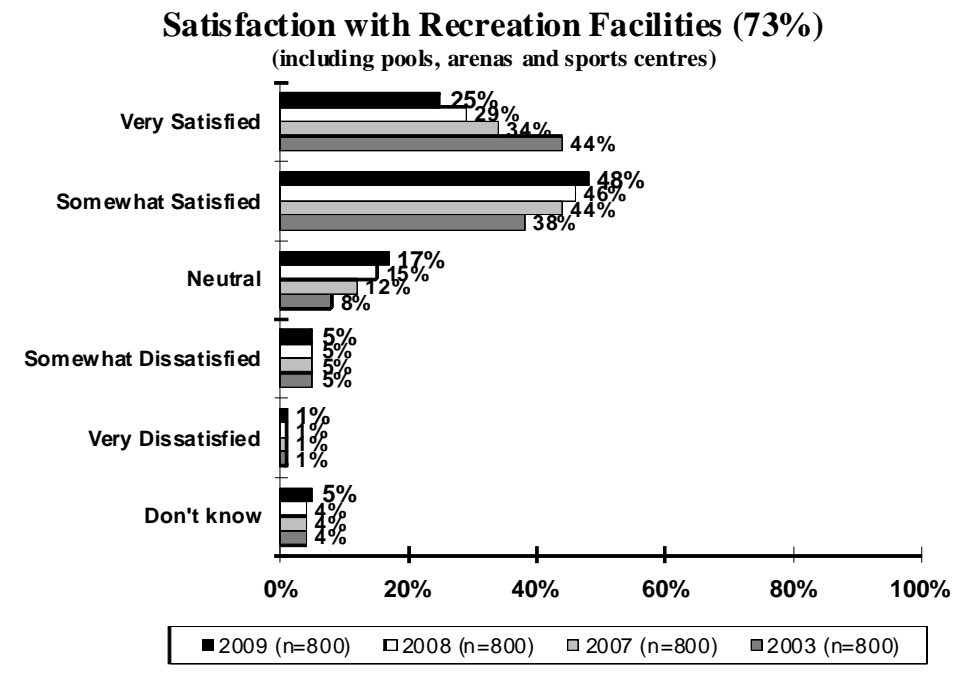
3.2.3 Satisfaction with Community and People Services

Of the 18 City of Edmonton services rated, six 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, approximately three-quarters (73%) of respondents stated that they were satisfied overall (25% being very satisfied and 48% being somewhat satisfied). Seventeen percent (17%) of respondents were neither satisfied nor dissatisfied and 6% were, to some degree, dissatisfied with City of Edmonton recreation facilities.

While overall satisfaction remained comparable to 2008 results (73% versus 75% in 2008), the percentage of respondents that provided a ‘very satisfied’ rating continues to decrease each survey year (25% versus 29% in 2008, 34% in 2007 and 44% in 2003). See Figure 15, below

Figure 15



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

- ◆ Those who perceived the **quality of life in Edmonton to be fair or poor** (11% versus 4% to 5% who said the quality of life was good, very good or excellent);
- ◆ Respondents who were **dissatisfied overall with City services** (19% versus 4% to 7% who were neutral or satisfied overall with City services);
- ◆ Respondents that **had accessed police services in the past 12 months** (7% versus 4% of those that had not accessed police services);
- ◆ Those who stated **the quality of service provided by the City had decreased** (13% versus 4% to 5% who said it had increased or remained the same); and
- ◆ Respondents who were **neutral or dissatisfied overall with information about City programs, activities and services** (7% to 12% versus 4% who were satisfied overall).

Of the 43 respondents who were either very or somewhat dissatisfied with City of Edmonton recreation facilities, the main reasons for their dissatisfaction included:

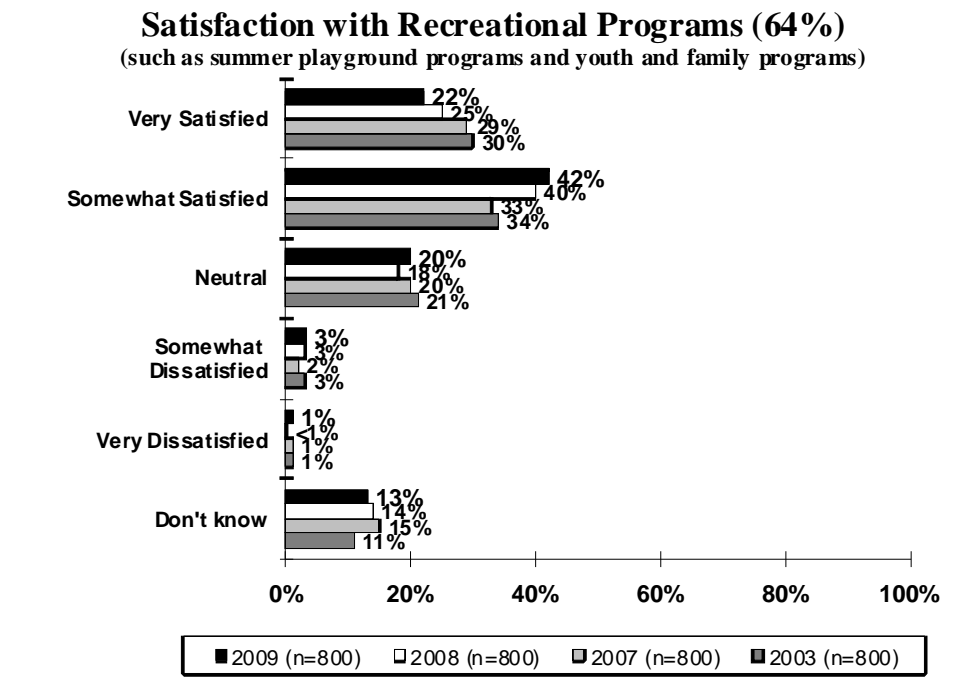
- A lack of facilities in general (14 respondents);
- Need for renovations of older pools and arenas (6);
- Lack of arenas/difficulty getting ice time (4);
- Closure of many facilities (4);
- Poor maintenance/upkeep/cleanliness (4);
- Inconvenient locations/not accessible (3); and
- Too crowded (3).

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

As illustrated in Figure 16, below, 64% of respondents stated that they were either very satisfied (22%) or somewhat (42%) satisfied with **recreational programs** such as summer playground programs and youth and family programs provided by the City of Edmonton. Twenty percent (20%) were neither satisfied nor dissatisfied, while 4% were dissatisfied to some degree with the service. Thirteen percent (13%) of respondents did not comment on their level of satisfaction with this service.

Overall satisfaction with this service remained comparable to previous survey year (64% versus 65% in 2008).

Figure 16



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

- ◆ Those who perceived the **quality of life in Edmonton to be good, fair or poor** (6% versus 2% who said the quality of life was very good or excellent);
- ◆ Respondents who were **neutral or dissatisfied overall with City services** (6% to 8% versus 2% who were satisfied overall with City services); and
- ◆ Respondents who were **dissatisfied overall with information about City programs, activities and services** (12% versus 2% to 4% who were neutral or satisfied overall).

Respondents very or somewhat dissatisfied with the City's recreational programs (n=27) were probed as to the factors influencing their discontentment. Reasons mentioned by respondents included:

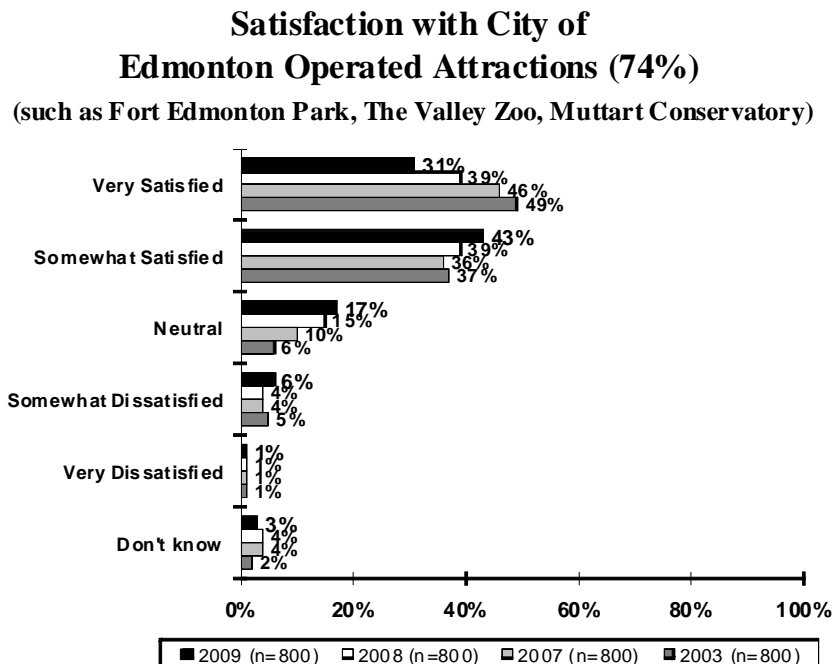
- The need for more recreational programs (7 respondents);
- Programs being too expensive (4);
- Lack of maintenance/upkeep/poor facilities (3); and
- Lack of children's programs (3).

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

Approximately three-quarters of respondents (74%) reported that they were generally satisfied with **City of Edmonton operated attractions** such as Fort Edmonton Park, the Valley Zoo or the Muttart Conservatory (31% said they were very satisfied and 43% said they were somewhat satisfied). Seventeen percent (17%) of respondents commented that they were neither satisfied nor dissatisfied, while 7% were, to some extent, dissatisfied with the services provided by the City of Edmonton operated attractions.

In 2009, a significant decrease was observed in the percentage of respondents that were 'very satisfied' with City operated attractions (31% versus 39% in 2008), resulting in a 4% decrease in overall satisfaction (74% versus 78% in 2008). Refer to Figure 17, below.

Figure 17



The following 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** (14% versus 6% who were satisfied overall with City services);
- ◆ Respondents who said they **received fair or poor value for their tax dollar** (9% versus 5% who said excellent, very good or good value);
- ◆ Respondents who reported a **household income of more than \$150,000 per year** (15% versus 4% to 5% of those that reported a household income of less than \$100,000 per year);
- ◆ Respondents that **had accessed parks and green spaces in the past 12 months** (7% versus 2% of those that had not accessed parks and green spaces);
- ◆ Respondents who were **dissatisfied overall with information about City programs, activities and services** (17% versus 5% to 7% who were neutral or satisfied overall).

Among the 51 respondents who said they were very or somewhat dissatisfied with City of Edmonton operated attractions, the most frequently mentioned reasons for their dissatisfaction included:

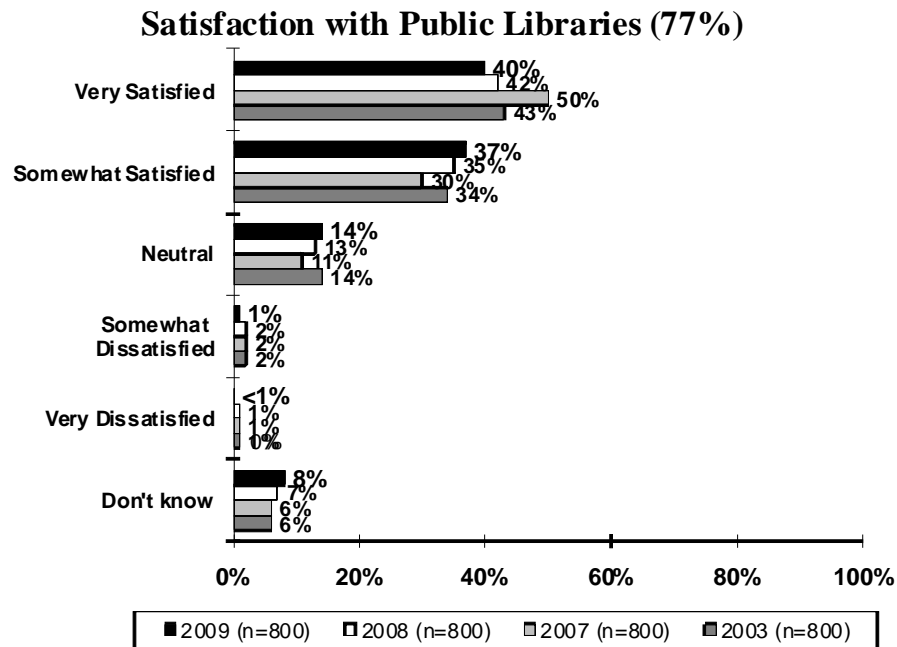
- Need to improve the Valley Zoo (25 respondents);
- Attractions being too expensive (5);
- Increase funding for Fort Edmonton Park (5);
- Concern about the treatment of zoo animals (4);
- Attractions too expensive for families/family rate only allows four individuals (3); and
- Attractions never change/boring (3).

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

When asked to rate their satisfaction level with **public libraries**, over three-quarters (77%) of respondents indicated they were either very (40%) or somewhat (37%) satisfied, while 14% were neutral in this regard. Less than 2% of respondents were dissatisfied to some extent with the public libraries and eight percent (8%) were unsure on this matter.

Overall satisfaction with public libraries remained comparable to previous survey years (77% versus 77% in 2008, 80% in 2007 and 77% in 2003). Refer to Figure 18, below.

Figure 18



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

- ◆ Respondents that had **lived in the City for 10 years or less** (3% to 4% versus 1% of those that had lived in the City for 21 or more years);
- ◆ Those who perceived the **quality of life in Edmonton to be good** (4% versus 1% who said the quality of life was very good or excellent); and
- ◆ Those who stated **the quality of service provided by the City had decreased** (4% versus 1% who said it had remained the same).

The 16 respondents who were, to some degree, dissatisfied with public libraries, most frequently mentioned the poor accessibility to public libraries (4 respondents) and the long waiting periods for library material (2 respondents) as reasons for their dissatisfaction.

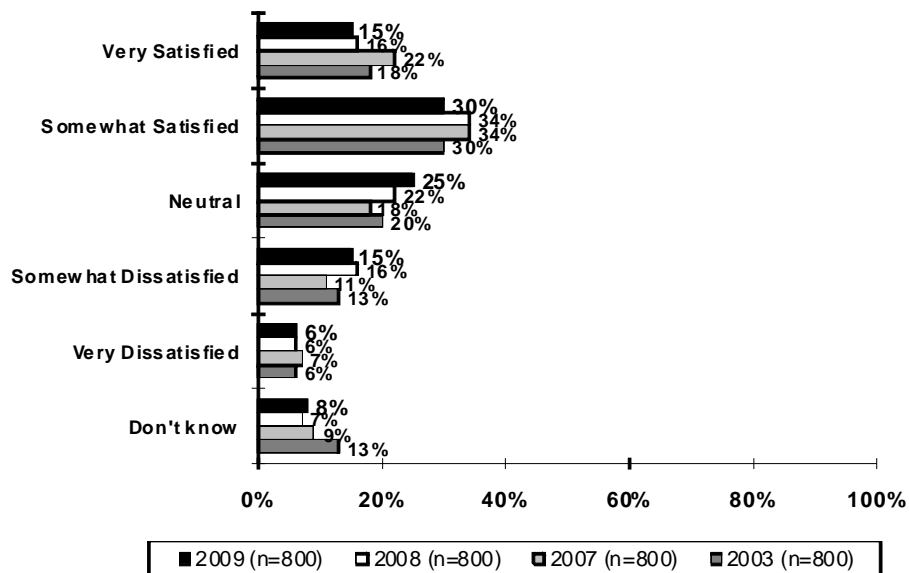
See the detailed data tables, under separate cover, for a complete list of mentions.

Forty-five percent (45%) of respondents were, to some degree, satisfied with **public transit services** (15% were very satisfied and 30% were somewhat satisfied), while 25% provided a neutral satisfaction rating. Twenty-one percent (21%) of respondents indicated they were dissatisfied to some extent with the City's public transit services.

Overall satisfaction with public transit continues to progressively decrease each survey year (45% versus 50% in 2008, and 56% in 2007), and now resemble results reported in 2003 (45% versus 48% in 2003). Refer to Figure 19, below.

Figure 19

Satisfaction with Public Transit (45%)



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

- ◆ Those who perceived the **quality of life in Edmonton to be fair or poor** (31% versus 19% who said the quality of life was very good or excellent);
- ◆ Respondents who were **neutral or dissatisfied overall with City services** (26% to 44% versus 18% who were satisfied overall with City services);
- ◆ Respondents who said they **received fair or poor value for their tax dollar** (26% versus 18% who said excellent, very good or good value);
- ◆ Respondents **aged 64 years or younger** (22% to 32% versus 13% of those aged 65 years and older);
- ◆ Respondents that are **employed either full or part time** (24% versus 16% of those that are currently not employed);
- ◆ Respondents that had **accessed police services in the past 12 months** (26% versus 17% of those that not accessed police services);
- ◆ Respondents that had **accessed parks and green spaces in the past 12 months** (22% versus 14% of those that not accessed parks and green spaces);
- ◆ Respondents that had **accessed public transit services in the past 12 months** (24% versus 14% of those that not accessed public transit services); and
- ◆ Respondents who were **neutral or dissatisfied overall with information about City programs, activities and services** (26% to 33% versus 18% who were satisfied overall).

There were 168 respondents who were either very or somewhat dissatisfied with the City of Edmonton public transit services. Table 9, on the following page, shows the specific aspects of their dissatisfaction. The most frequently mentioned reasons for dissatisfaction included the need to expand the LRT service (17%), the need to expand the number of bus routes (16%) and the need for faster transit routes (14%).

Table 9

Reasons for dissatisfaction with PUBLIC TRANSIT	
	Percent of Respondents* (n=168)
Expansion of LRT / Need to branch out in different ways	17
Expansion of bus routes needed/more routes	16
Bus system too slow / More rapid transit routes needed	14
Better scheduling/timing of buses	13
Need more buses/buses run more frequently	13
Poor connections for transfers / Have to transfer many times	10
Need more Park and Ride	7
Expansion of LRT taking too long/slow process	7
Too expensive / Need exact amount	6
Quality of services are lacking (in general)	5
Mismanaged/poorly planned	4
Overcrowding on buses/inconsiderate riders	4
LRT does not run often enough/not enough trains	4
Lack of late night service	4
LRT does not go anywhere	4
Need more direct routes/better designed routes	4
Other (less than 3% per mention – see detailed data tables, under separate cover)	32

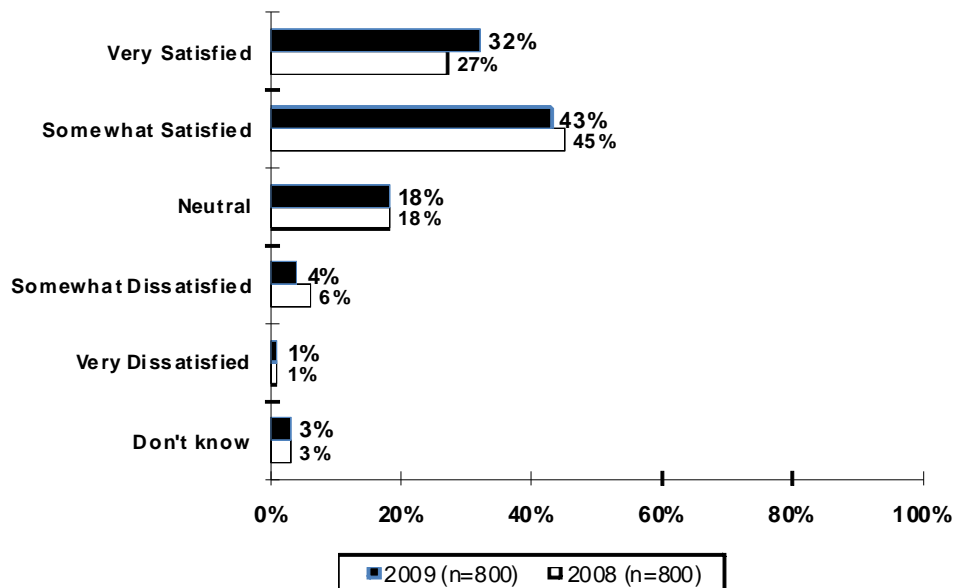
*Multiple mentions.

Respondents were then asked to rate their level of satisfaction with **environmental programs** such as the Capital City Clean-Up initiative and Eco-stations. Three-quarters (75%) of respondents were satisfied overall with these programs, with 32% being very satisfied and 43% being somewhat satisfied, while 18% were neither satisfied nor dissatisfied. In contrast, five percent (5%) of respondents indicated they were dissatisfied to some extent with environmental programs in the City.

This survey year, overall satisfaction with environmental programs remained comparable to results reported in 2008 (72%), however significantly more respondents were 'very satisfied' in 2009 (32% versus 27% in 2008). Refer to Figure 20, below.

Figure 20

Satisfaction with Environmental Programs (75%)



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

- ♦ Respondents that had **lived in the City for 5 years or less** (8% versus 1% of those that had lived in the City between 6 and 10 years); and
- ♦ Respondents who were **neutral or dissatisfied overall with information about City programs, activities and services** (7% to 15% versus 3% who were satisfied overall).

Among those that indicated they were dissatisfied with environmental programs (n=43), respondents most frequently stated the following reasons for their dissatisfaction:

- Need for more eco-stations (10 respondents);
- City is not clean (in general) (8);
- Lack of environmental programs (3);
- The cost is too high/increases taxes (3);
- Lack of public awareness/need more advertisements (3); and
- City should increase budget for eco-friendly programs (3).

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

3.3 Overall Importance and Service Improvements

In conducting satisfaction and importance assessments, factors or services with the lowest levels of satisfaction 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 18 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=3.22) and the **average satisfaction** rating (mean=2.60) across all 18 services measured. Figure 21, on page 52, maps the average importance and satisfaction ratings for each of the 18 City services measured.

Services in the upper left quadrant are of higher than average importance, but lower than average satisfaction, or where ratings of overall importance are considerably greater than overall satisfaction ratings. These services, therefore, should be considered as the primary focus of future improvement. As shown, three service areas clearly fall within this quadrant:

- Summer road maintenance including paving and pothole repair;
- Winter road maintenance including snow and ice management; and
- Public transit.

Improvements to these services would do most to increase residents' satisfaction with the overall 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.

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

- 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; and
- Recreational programs such as summer playground programs and youth and family programs.

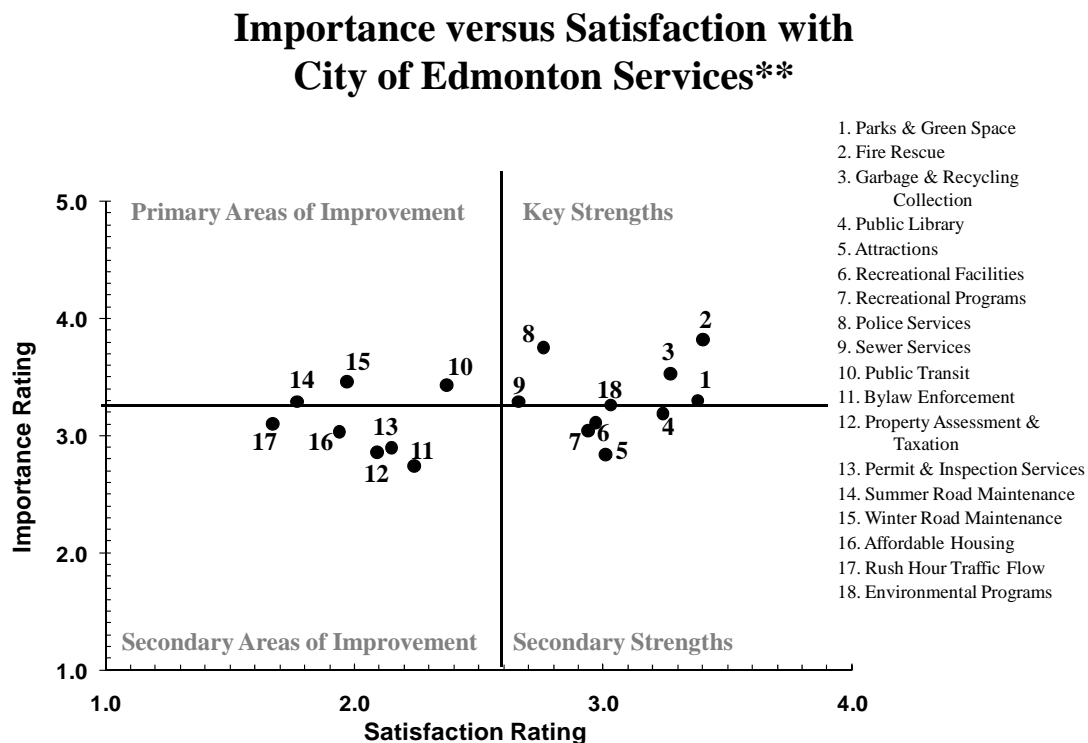
At this time these services should be considered the least important areas in which improvements should be focused, nevertheless it is still critical to maintain resident satisfaction thereby ensuring these services do not become perceived as areas of concern or discontentment.

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

- Parks and green spaces;
- Environmental programs like Capital City Clean-up initiatives and Eco-stations;
- Fire rescue services;
- Garbage and recycling collection services;
- 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. It will be important to monitor the satisfaction of these services to ensure that resident satisfaction is maintained or increased and that these services continue to be perceived as strengths.

Figure 21



**Scales have been inverted for increased readability and understanding.

For ease of reference, the following table outlines the mean importance and satisfaction ratings for each of the 18 City services investigated.

Table 10

Average Satisfaction and Importance Ratings**		
City Service:	Mean Ratings*	
	Satisfaction	Importance
(1) Parks and green spaces	3.38	3.30
(2) Fire rescue	3.40	3.82
(3) Garbage and recycling collection services	3.27	3.53
(4) Public library	3.24	3.19
(5) Attractions	3.01	2.84
(6) Recreational facilities	2.97	3.11
(7) Recreational programs	2.94	3.04
(8) Police services	2.76	3.75
(9) Sewer services	2.66	3.29
(10) Public transit	2.37	3.43
(11) Bylaw enforcement	2.24	2.74
(12) Property assessment and taxation	2.09	2.86
(13) Permit and inspection services	2.15	2.90
(14) Summer road maintenance	1.77	3.29
(15) Winter road maintenance	1.97	3.46
(16) Affordable housing	1.94	3.03
(17) Rush hour traffic flow	1.67	3.10
(18) Environmental programs	3.03	3.26
Overall Mean	2.60	3.22

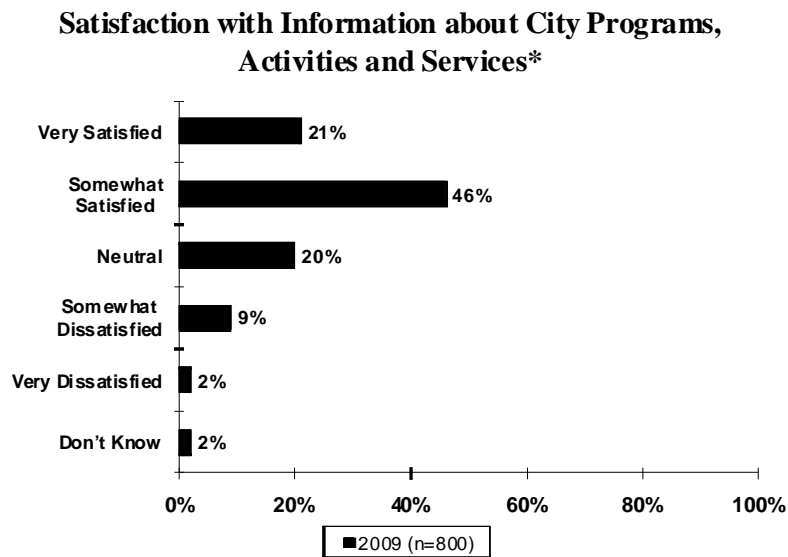
* 1= very satisfied/critically important and 5= not at all satisfied/important

**Scales have been inverted for increased readability and understanding.

3.4 Satisfaction with Information about City Programs, Activities and Services

New in 2009, respondents were asked how satisfied they were with information about City programs, activities and services. As illustrated in Figure 22, below, approximately two-thirds (67%) of respondents were satisfied overall, with 21% being very satisfied and 46% being somewhat satisfied, while 20% were neutral in this regard. Eleven percent (11%) of respondents were dissatisfied to some extent with information about City programs, activities and services.

Figure 22



*New question in 2009

The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with information about City programs, activities and services:

- ◆ Respondents who **provided a fair or poor quality of life rating** (23% versus 8% to 11% who said good, very good or excellent);
- ◆ Those who were **dissatisfied overall or neutral with City services** (18% to 28% versus 7% of those 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 **between the ages of 18 and 24** (23% versus 8% to 9% of those between the ages of 25 and 64);
- ◆ Respondents without **children in the household** (12% versus 7% of those with children in the household); and
- ◆ Respondents that **had not accessed public transit in the past 12 months** (14% versus 9% of those that had accessed public transit).

3.5 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 (98%), parks and green spaces (83%), public transit (73%), sewer services (71%) and recreation facilities (70%). About two-thirds (68%) of respondents stated their household had accessed public libraries, while 58% had accessed City of Edmonton attractions in the past 12 months.

Services that had been accessed less frequently included police services (43%), recreational programs (29%) and fire rescue services (13%).

Compared to 2008, the proportion of respondents that accessed a specific service remained comparable for the majority of the services measured, with the exception of significant increases in the number of respondents that indicated someone from their household had accessed police services (43% versus 35% in 2008) and fire rescue services (13% versus 8% in 2008) in the past 12 months. Refer to Table 11 below.

Table 11

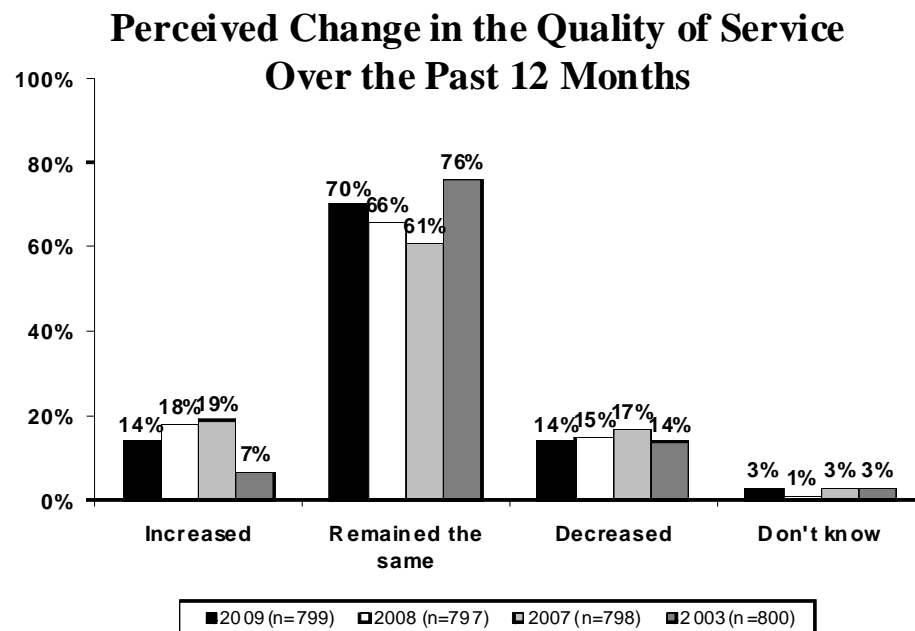
In the past 12 months, have you or anyone from your household accessed any of the following services			
	Percent of Respondents		
	2009 (n=800)	2008 (n=800)	2007 (n=800)
Garbage and recycling collection services	98	95	95
Parks and green spaces	83	80	84
Public transit	73	72	72
Sewer services including land drainage	71	68	68
Recreation facilities including pools, arenas and sports centres	70	69	71
Public libraries	68	66	68
City of Edmonton attractions	58	61	63
Police services	43	35	37
Recreational programs	29	29	27
Fire rescue services	13	8	9

3.5.1 Perceived Changes in Quality of Service

Respondents that had accessed services in the past 12 months (n=799) 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, seventy percent (70%) of respondents felt the quality of service had remained the same, while 14% believed the quality had increased and an additional 14% felt the quality of service had decreased over the past 12 months.

In 2009, there was a significant decrease (4%) in the percentage of respondents that felt the quality of service had increased over the past year (14% versus 18% in 2008), while a proportional increase (4%) was observed in the number of respondents that stated the quality of service had remained the same (70% versus 66% in 2008).

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:

- ◆ Respondents that had **lived in the City for 11 or more years** (15% versus 5% of those that had lived in the City for 5 years or less);
- ◆ Those who perceived the **quality of life in Edmonton to be fair or poor** (30% versus 11% to 14% who said the quality of life was very good or excellent);
- ◆ Respondents who were **neutral or dissatisfied overall with City services** (18% to 53% versus 10% who were satisfied overall with City services);
- ◆ Respondents who said they **received fair or poor value for their tax dollar** (24% versus 8% who said excellent, very good or good value);
- ◆ Respondents that **had not accessed public transit in the past 12 months** (19% versus 12% of those that had accessed public transit);
- ◆ Respondents that **had not accessed recreational facilities in the past 12 months** (18% versus 12% of those that had accessed recreational facilities); and
- ◆ Respondents who were **neutral or dissatisfied overall with information about City programs, activities and services** (18% to 21% versus 11% who were satisfied overall).

3.6 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 12, on the following page, funding and improvements related to police services (22%) was the first most commonly mentioned service. The second most commonly noted area perceived as needing improvements and funding was summer road maintenance (15%). Public transit (17%) and winter road maintenance (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 (41%), summer road maintenance (33%), public transit (32%) and winter road maintenance (29%) were the most frequently noted areas in need of funding and/or improvements.

Interestingly, in 2008, policing services, summer and winter road maintenance and public transit were also the most frequently mentioned areas in which respondents felt improvements or funding should be allocated. However, in 2008, 11% of respondents felt the City could improve and /or increase funding to affordable housing compared to the 0% that mentioned that aspect this survey year.

With the exception of police services, 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 12

Most Important Services Respondents Would Like the City to Improve or Increase Funding			
	Percent of Respondents		
	First Mention (n=800)	Second Mention (n=700)	Third Mention (n=572)
Police services	22	14	10
Public transit	17	11	8
Summer road maintenance	12	15	12
Winter road maintenance	11	13	9
Affordable housing/rent control	5	5	6
Improving rush hour traffic flow	2	3	4
Recreation facilities	2	2	6
Fire rescue services	2	7	5
Road maintenance overall	2	2	2
Healthcare/hospitals/ambulances	2	1	2
Parks and green spaces	1	4	7
Garbage collection and recycling services	1	2	4
Recreational programs	1	2	3
Public libraries	1	2	4
Environmental programs	1	1	4
More freeways/roads/road planning	1	2	1
Help for the homeless	1	1	1
Seniors facilities/housing/healthcare	1	1	1
Infrastructure	1	1	1
Services for people at risk	1	1	1
Valley Zoo	1	<1	<1
Sidewalk maintenance	1	<1	<1
More tourist attractions/promote Edmonton	1	1	1
More information about services	1	<1	<1
Inspections and permits/regulations	1	<1	1
No funding for City services	1	<1	--
Other (less than 1% of respondents)	5	9	11
Don't know/Not stated	5	--	--

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 (70%) 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%) of respondents suggested the City should reduce the mayor's or councilors' salaries or expenses and an additional 4% felt funding should be reduced in arts and culture activities such as museums and art galleries.

Table 13

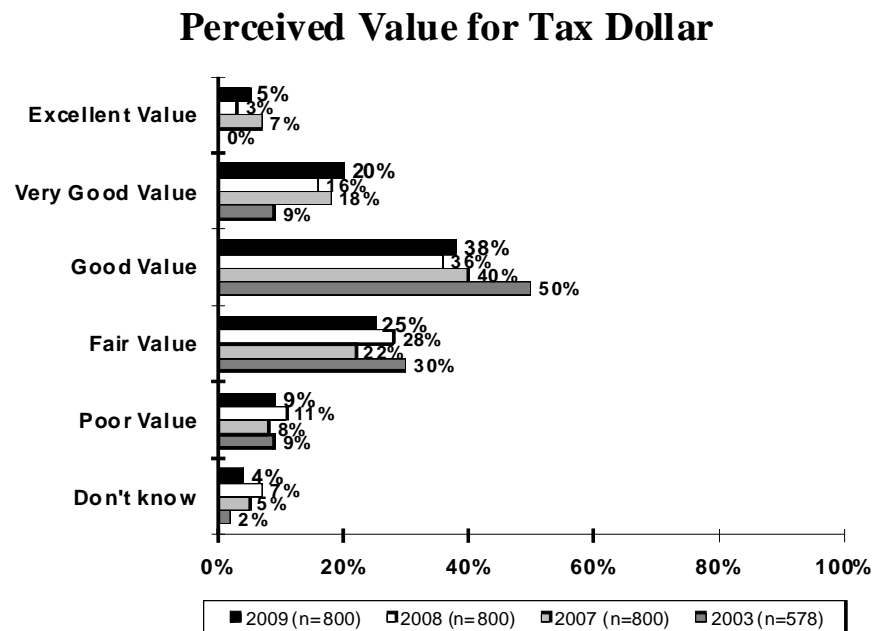
Areas Where Funding Should be Reduced or Services Decreased	
	Percent of Respondents* (n=800)
Mayors/Councilors salaries/expenses	4
Arts/cultural activities	4
Events	3
Bylaw enforcement	2
Police services	2
Recreation facilities, including pools/arenas/sports centres	2
Parks and green spaces	1
Affordable housing	1
Winter road maintenance including snow and ice management	1
City funded attractions/new public attractions	1
Recreational programs such as summer playground programs and youth and family programs	1
Festivals	1
Public libraries	1
Should not build a sports arena	1
City airport funding	1
Garbage and recycling collection services	1
Public transit	1
Road building/planning	1
Rush hour traffic flow	1
Reduce taxes/no school tax to seniors	1
Athletes'/professional sports	1
Nothing	16
Other (less than 1% per mention)	7
Don't know/not stated	54

*Multiple Mentions.

Respondents were then asked if the amount of their tax bill that pays for municipal services provides them with excellent, very good, good, fair or poor value for their tax dollars. As shown in Figure 24, below, 63% of respondents² said that they received excellent (5%), very good (20%) or good (38%) value for their tax dollar, while 25% said they received fair value and 9% said they received poor value for their tax dollar.

In 2009, increases were observed in the proportion of respondents that felt they received 'excellent value' (2% increase), 'very good value' (4% increase) or 'good value' (2% increase) for their tax dollars when compared to 2008 results (62% overall versus 55% overall in 2008).

Figure 24



*Scale changed in 2007 survey

² This question was asked only of homeowners in 2003, as opposed to all respondents in 2007, 2008 and 2009.

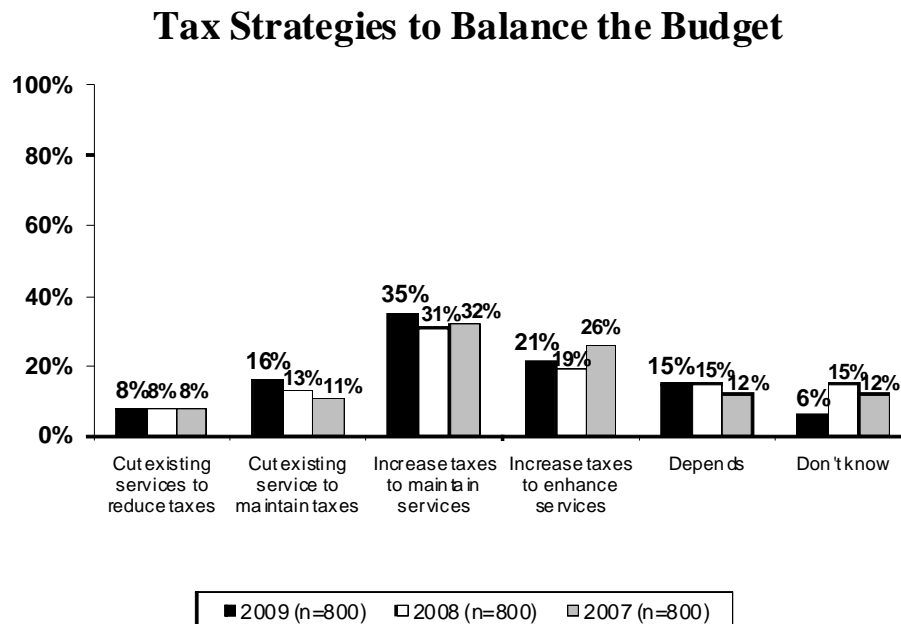
Respondent subgroups significantly more likely to provide a rating of fair or poor value for their tax dollar, included:

- ◆ Those who perceived the **quality of life in Edmonton to be good, fair or poor** (44% to 58% versus 25% who said the quality of life was very good or excellent);
- ◆ Respondents who were **neutral or dissatisfied overall with City services** (48% to 83% versus 26% who were satisfied overall with City services);
- ◆ Respondent **aged 65 years or older** (41% versus 28% of those between the ages of 25 and 44);
- ◆ Respondents with **household incomes of less than \$50,000 per year** (41% versus 27% to 30% of those with household incomes between \$50,000 to less than \$150,000);
- ◆ Respondents that **had not accessed public libraries in the past 12 months** (44% versus 29% of those that had accessed public libraries);
- ◆ Respondents that **had not accessed public transit in the past 12 months** (42% versus 31% of those that had accessed public transit);
- ◆ Respondents that **had not accessed parks and green spaces in the past 12 months** (49% versus 31% of those that had accessed parks and green spaces);
- ◆ Respondents that **had not accessed recreational facilities in the past 12 months** (43% versus 30% of those that had accessed recreational facilities);
- ◆ Respondents that **had not accessed recreational programs in the past 12 months** (37% versus 26% of those that had accessed recreational programs);
- ◆ Respondents that **had not accessed sewer services in the past 12 months** (40% versus 32% of those that had accessed sewer services);
- ◆ Respondents that **had not accessed City operated attractions in the past 12 months** (41% versus 29% of those that had City operated attractions);
- ◆ Those who stated **the quality of service provided by the City had decreased** (59% versus 21% to 31% who said it had increased or remained the same); and
- ◆ Respondents who were **neutral or dissatisfied overall with information about City programs, activities and services** (45% to 46% versus 28% who were satisfied overall).

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, over half (56%) of respondents supported an increase in taxes, with 35% supporting an increase to maintain all existing services and 21% supporting an increase to fund growth needs and enhance services. Approximately one-quarter of respondents (24%) supported a tax cut to existing services, either to maintain current taxes (16%) 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 (4%), while 3% expressed support for maintaining current service levels while keeping taxes the same.

Compared to results reported in 2008, respondents this survey year were more likely to support an increase in taxes, either to maintain current services (35% versus 31% in 2008) or to enhance current services (21% versus 19% in 2008). Refer to Figure 25, below.

Figure 25



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

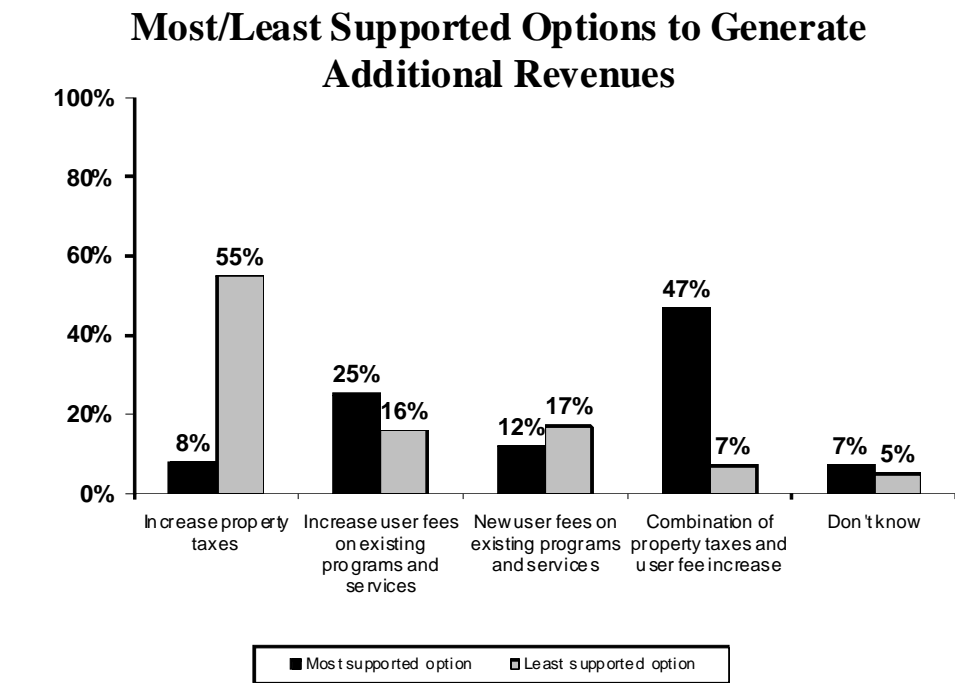
- ◆ Respondents that have **resided in Edmonton for 21 or more years** (39% versus 28% of those that have resided in the City between 11 and 20 years or 5 years or less);
- ◆ Those who perceived the **quality of life in Edmonton to be excellent or very good** (42% versus 17% to 27% who said the quality of life was good, fair or poor);
- ◆ Those who were **satisfied overall with City services** (39% versus 19% to 28% of those who were neutral or dissatisfied overall with City services);
- ◆ Respondents who said they **received excellent, very good or good value for their tax dollar** (42% versus 24% who said fair or poor value);
- ◆ Respondents that **had accessed recreational facilities in the past 12 months** (38% versus 29% of those that had not accessed recreational facilities);
- ◆ Those who felt **the quality of service provided by the City had remained the same over the past 12 months** (39% versus 23% who said it had decreased); and
- ◆ Respondents who were **satisfied overall with information about City programs, activities and services** (39% versus 27% to 28% who were neutral or dissatisfied overall).

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 (47%), followed by increasing user fees alone (25%), and creating new user fees (12%). Respondents were least likely to support an increase in property taxes (8%) 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 (55%) of respondents stated they would least support an increase to property taxes, 17% would least support new user fees for existing programs and services, 16% would least support an increase in user fees for existing programs and services, and 7% would least support a combination of property tax and user fee increases.

While results remained relatively comparable to those provided in 2008, the proportion of respondents that supported a combination of property tax and user fee increases to generate additional City revenues significantly increased in 2009 (47% versus 42% in 2008). Refer to Figure 26, below.

Figure 26



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

- ◆ Those who were **neutral or satisfied overall with City services** (40% to 51% versus 19% of those that were dissatisfied overall);
- ◆ Respondents who said they **received excellent, very good or good value for their tax dollar** (54% versus 35% who said fair or poor value);
- ◆ Respondents that **had accessed parks public transit in the past 12 months** (52% versus 35% of those that had not accessed public transit);
- ◆ Respondents that **had accessed parks and green spaces in the past 12 months** (49% versus 39% of those that had not accessed parks and green spaces); and
- ◆ Those who stated **the quality of service provided by the City had increased or remained the same** (49% to 50% versus 32% who said it had decreased).

3.7 Respondent Characteristics

The following table provides a demographic profile of respondents surveyed. A profile of respondents interviewed in 2003, 2007 and 2008 has also been provided.

Table 14

Demographic Profile of Survey Respondents					
		Percent of Respondents			
		2009 (n=800)	2008 (n=800)	2007 (n=800)	2003 (n=800)
Gender:					
	Male	50	50	49	50
	Female	50	50	51	50
Number of Years Residing in Edmonton:					
	1 to 5 years	12	18	15	13
	6 to 10 years	9	11	10	11
	11 to 20 years	19	13	14	20
	Over 20 years	60	58	62	56
Age:					
	18 to 24 years	4	3	6	8
	25 to 34 years	11	16	12	15
	35 to 44 years	14	17	17	22
	45 to 54 years	24	23	24	21
	55 to 64 years	20	16	21	13
	65 years and over	25	22	22	15
	Refused	2	2	2	5
Composition of Age Groups within Household:					
	Under 13 years of age	22	25	20	27
	13 to 18 years	16	14	16	19
	19 to 44 years	50	53	52	63
	45 to 64 years	53	47	52	45
	65 years or over	29	27	25	22

Table 21 continued...

Demographic Profile of Survey Respondents				
	Percent of Respondents			
	2009 (n=800)	2008 (n=800)	2007 (n=800)	2003 (n=800)
Marital Status:				
Single	15	16	17	21
Married or living together as a couple	68	65	64	62
Widowed	7	8	8	6
Separated	2	3	2	3
Divorced	8	8	9	7
Refused	1	1	2	1
Household Income:				
Less than \$50,000	26	28	33	36
\$50,000 to less than \$100,000	30	35	35	34
\$100,000 to less than \$150,000	20	14	15	11*
\$150,000 to less than \$200,000	7	6	4	NA
\$200,000 or more	5	3	3	NA
Refused	12	14	12	19
Employment Status:				
Working full-time, including self-employed	50	55	54	54
Working part-time, including self-employed	9	11	9	10
Homemaker	4	3	4	4
Student	2	2	4	7
Not employed	7	3	4	4
Retired	27	25	25	20
Refused	1	1	2	1
Work for the City of Edmonton:				
Yes	4	3	3	4
No	96	97	97	96
Reside in City Ward:				
Ward 1	15	15	15	15
Ward 2	17	17	17	17
Ward 3	16	16	16	16
Ward 4	18	18	18	18
Ward 5	15	15	15	15
Ward 6	19	19	19	19

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

Appendix A

Survey Instrument

2009 City of Edmonton

CITIZEN SATISFACTION SURVEY

Final Draft - May 26, 2009

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
2. Yes, I'll get him/her
3. Not now

Continue
Repeat introduction and continue
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 17 to 20 minutes. Is this a convenient time for us to talk, or should we call you back?

1. Convenient time
2. Not convenient time

CONTINUE
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

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

5. **(IF SOMEWHAT OR VERY DISSATISFIED IN Q.4, ASK FOR EACH:)** What specific aspects of the **(INSERT SERVICE FROM Q.4)** dissatisfied you?

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

6. 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)

7. How satisfied are you with information about City programs, activities and services?
(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

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

9. 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. parks and green spaces including the river valley parks
- 6. recreation facilities including pools, arenas and sports centres
- 7. recreational programs such as summer playground programs and youth and family programs
- 8. sewer services including land drainage
- 9. fire rescue services
- 10. City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or Muttart Conservatory

IF NO TO ALL SKIP TO Q.11

10. 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.

11. 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. parks and green spaces including the river valley parks
- 6. recreation facilities including pools, arenas and sports centres

7. recreational programs such as summer playground programs and youth and family programs
 8. sewer services including land drainage
 9. fire rescue services
 10. winter road maintenance including snow and ice management
 11. summer road maintenance including paving and pothole repair
 12. rush hour traffic flow
 13. environmental programs like capital city clean-up initiative and Eco stations
 14. Other – **SPECIFY**
F5 (Don't know)
12. 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. parks and green spaces including the river valley parks
 6. recreation facilities including pools, arenas and sports centres
 7. recreational programs such as summer playground programs and youth and family programs
 8. sewer services including land drainage
 9. fire rescue services
 10. winter road maintenance including snow and ice management
 11. summer road maintenance including paving and pothole repair
 12. rush hour traffic flow
 13. environmental programs like capital city clean-up initiative and Eco stations
 14. Other – **SPECIFY**
F5 (Don't know)

PROPERTY TAXES

13. A portion of a homeowner's property taxes goes to the province for funding education, while a portion goes to the City to pay for municipal services. Thinking about the portion of property taxes that pay for municipal 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)

14. 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

15. 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]**
16. [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 2008? (**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
- F5 (Not stated)

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.