

**CITY OF EDMONTON**

**2011 Citizen Services Survey**

**Final Report**

**June 17, 2011**



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## **SUMMARY OF FINDINGS**

Banister Research & Consulting Inc. conducted a telephone survey of 800 City of Edmonton residents regarding services provided by the City in May, 2011. This survey provides a measurement of the opinions and perceptions held by citizens regarding the City of Edmonton. Key findings of the 2011 Citizen Services Survey were as follows:

### **City of Edmonton Services**

Respondents were asked to rate their level of satisfaction with a series of services provided by the City of Edmonton. It's important to note that this is not a complete list of City services, but a select list for which the Administration was seeking performance measures. Overall, the majority of respondents indicated they were satisfied (4 or 5 out of 5), as services receiving the highest satisfaction rating included: garbage and recycling collection services (81%), parks, playgrounds, sports fields, and green spaces (81%), and fire rescue services (79%). The lowest satisfaction rating was given to recreational programs such as summer playground programs and family programs (54%).

Respondents were asked to rate the importance of the same series of services. Respondents provided the following importance ratings:

- Fire rescue services (99%);
- Garbage and recycling collection services (96%);
- Sewer, wastewater, and storm water collection and transmission (92%);
- Environmental programs such as Capital City Clean-up and Eco stations (88%);
- Parks, playgrounds, sports fields and green spaces (88%);
- Recreational facilities including pools, arenas, and sports centers (85%);
- Recreational programs such as summer playground programs and youth and family programs (77%); and
- City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo, and Muttart Conservatory (65%).

When respondents were asked which three City services should be improved and/or given increased funding, the top responses from respondents included summer road maintenance and traffic control (31%), snow removal (20%), and increased public transit (18%). Sixteen

percent (16%) of respondents also mentioned environmental programs, while fifteen percent (15%) of respondents each mentioned parks and the river valley, and recreational facilities.

Respondents were then asked if there were any areas where they believed funding should be reduced or decreases should be made. The two thirds of respondents (67%) did not think that any funding reductions should be made to City of Edmonton services.

## **Public Involvement and Participation**

Respondents were asked if they were aware of various ways to be involved with the City Council, including petitions and Council meetings. Eighty-nine percent (89%) of respondents were aware that they could start a petition, 83% were aware that they could appeal property assessments and developments, and 82% stated they knew they could attend City Council meetings.

Next, respondents were asked if they felt able to participate in or find information concerning various City Council events and services. Overall, the majority of respondents felt they were able to find information about or participate in appeals of property assessments or developments (80%), attending a City Council meeting (79%), starting a petition (74%), speaking before council (67%), and accessing City Council decisions (65%).

## **Protection of Personal Information**

It was explained to respondents that the City of Edmonton collects personal information for various purposes such as tax records and program registration. They were asked whether or not they felt their personal information was protected by the City of Edmonton. The majority of respondents (74%) believed that their information was being kept safe by the City, with only thirteen percent (13%) believing that their information was not being kept safe.

## **1.0 STUDY BACKGROUND**

In 2011 the City of Edmonton contracted Banister Research and Consulting Inc. to conduct the 2011 Citizen Services Survey. A total of 800 surveys were completed by telephone using a questionnaire designed by Banister Research in close consultation with the client.

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

- Measure citizen satisfaction with selected services provided by the City
- Measure importance of those services
- Determine citizen awareness of rights and involvement in City Council matters
- Determine citizen perception of security with personal information when collected by the city

This report outlines the results for the 2011 Citizen Services Survey. 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. 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 2011 survey. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

Only randomized telephone sampling was used to complete the 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 May 13<sup>th</sup> to May 21<sup>st</sup>, 2011. Results provide a margin of error no greater than  $\pm 3.5\%$  at the 95% confidence level or 19 times out of 20.

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. As well as to ensure each City Ward was sampled proportionally 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 five (5) call back attempts were made to each listing prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen minutes. Where there was an answering machine, fax, or no answer, the call back was scheduled at a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.

The table below presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was a 13% 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.

<u>Summary of Final Call Attempts</u>	
<b>Call Classification:</b>	<b>Number of Calls:</b>
Completed Interviews	800
Busy/No answer/Answering machine/Respondents unavailable	3829
Refusals	2617
Fax/Modem/Business	288
Not-In-Service/Wrong number	1594
Terminated/Language barrier	187
<b>Total</b>	<b>9315</b>

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.

For the analysis, weights were assigned to respondents aged 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, and age 65 and older to ensure that their representation in the sample was proportionate to their representation in the City. The table below outlines the weighting factors utilized in this research.

Age Weighting				
Telephone Survey Age	% of Total Population	# of Interviews Completed	Weighting Factor	Representative # of Interviews
18-24	15	98	1.2245	120
25-34	21	154	1.0909	168
35-44	18	184	0.7826	144
45-54	19	204	0.7451	152
55-64	13	80	1.3000	104
65+	14	80	1.4000	112

## 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 weighted 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 20% 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.

Tabulations of the 2011 detailed data tables have been provided under a separate cover. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

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 3.4 of this report.

This report provides a detailed description of the 2011 Citizen Services Survey findings.

## 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 perceptions 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 perception but also the perceived “image” of the quality of service provided by the City of Edmonton.

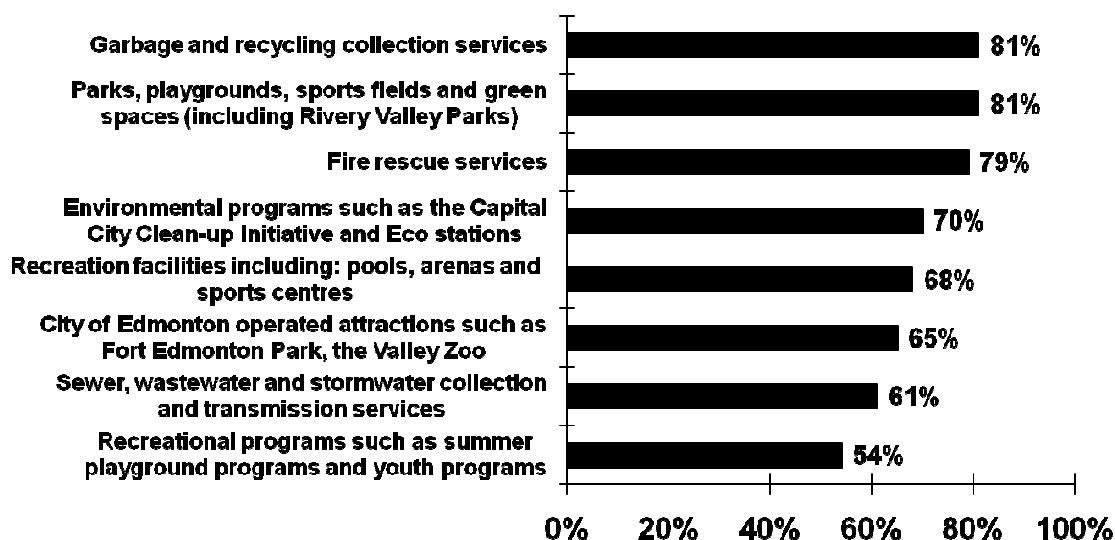
The reader should note when reading the report that the term significant refers to “statistical significance” and is not to be interpreted as an indicator of order or magnitude. The reader should also note that the data of the 2011 survey was weighted to reflect the City’s population by age group. Any discrepancies between charts, graphs, or tables are due to rounding of the numbers.

## 3.1 CITY SERVICES

When asked to rate their level of satisfaction with a series of services provided by the City of Edmonton the majority of respondents were satisfied (1 or 2 out of 5). The services which received the highest satisfaction rating included: garbage and recycling collection services (81%), parks, playgrounds, sports fields, and green spaces (81%), and fire rescue services (79%). The lowest satisfaction rating was given to recreational programs such as summer playground programs and family programs (54%). See Figure 1, on the following page for the satisfaction ratings (1 or 2 out of 5) of all services assessed. Tables 1 and 2, on page 8, summarize the detailed breakdown of the satisfaction ratings including and excluding the “don’t know” responses, respectively.

Figure 1

## Satisfaction with City of Edmonton Services



n=800

\*Respondents who perceived satisfaction (1 or 2 out of 5)



Table 1

Levels of Satisfaction with City of Edmonton Services							
	Percent of Respondents (n=800)						
	Very Satisfied (1)	(2)	(3)	(4)	Not at all Satisfied (5)	Don't know	Mean
Fire rescue services	51	28	10	1	1	10	1.60
Parks, playgrounds, sports fields, and green spaces (including river valley parks)	43	39	13	3	1	1	1.79
Garbage and recycling collection services	43	38	11	5	3	1	1.86
Recreational facilities including: pools, arenas, and sports centres	27	41	21	5	1	5	2.08
Environmental programs such as the Capital City Clean-up Initiative and Eco stations	30	40	20	6	2	2	2.09
City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo, and Muttart Conservatory	27	38	23	6	2	4	2.14
Recreational programs such as summer playground programs and youth and family programs	20	34	26	3	1	16	2.20
Sewer, wastewater, and storm water collection and transmission services	25	37	24	7	4	5	2.24

Table 2

Levels of Satisfaction with City of Edmonton Services						
Base: Respondents who stated a number from 1 to 5 out of 5; "don't know" responses excluded	Percent of Respondents					
	Very Satisfied (1)	(2)	(3)	(4)	Not at all Satisfied (5)	Mean
Fire rescue services (n=723)	56	31	11	2	1	1.60
Parks, playgrounds, sports fields, and green spaces (including river valley parks) (n=790)	43	39	14	3	1	1.79
Garbage and recycling collection services (n=795)	43	38	11	5	3	1.86
Recreational facilities including: pools, arenas, and sports centres (n=759)	29	43	22	5	2	2.08
Environmental programs such as the Capital City Clean-up Initiative and Eco stations (n=785)	31	41	20	6	2	2.09
City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo, and Muttart Conservatory (n=765)	28	40	24	7	2	2.14
Recreational programs such as summer playground programs and youth and family programs (n=671)	24	40	31	4	2	2.20
Sewer, wastewater, and storm water collection and transmission services (n=758)	26	39	25	7	4	2.24



Respondent subgroups in Wards 3, 5, and 6 were significantly more likely to **be satisfied with the garbage and recycling collection services** (90% to 92% versus 70% to 76% of respondents living in Wards 1 and 2).

Respondent subgroups significantly more likely to **be satisfied with the parks, playgrounds, sports fields and green spaces (including the River Valley)** included:

- ◆ Respondents living in Wards 4, 8, and 9 (83% to 88% versus 68% of respondents living in Ward 7); and
- ◆ Respondents living in Ward 6 (95% versus 77% to 82% of respondents living in Wards 1, 2, and 3).

Respondent subgroups significantly more likely to **be satisfied with the recreation facilities, including pools, arenas, and sports centres** included:

- ◆ Respondents aged 18 to 44 (73% to 75% versus 55% of respondents aged 65 and older);
- ◆ Respondents who have lived in Edmonton for 11 to 20 years (75% versus 65% of respondents who have lived in Edmonton for more than 20 years); and
- ◆ Respondents living in Wards 2 and 6 (75% versus 56% of respondents living in Ward 1).

Respondent subgroups significantly more likely to **be satisfied with recreational programs such as summer playground programs and youth and family programs** included:

- ◆ Respondents aged 18 to 24 (60% versus 46% of respondents aged 65 and older);
- ◆ Respondents who have lived in Edmonton for 5 years or less (63% versus 46% of respondents who have lived in Edmonton between 6 and 10 years); and
- ◆ Respondents living in Ward 3 (67% versus 45% of respondents living in Ward 1).

Respondent subgroups significantly more likely to **be satisfied with the sewer, wastewater and storm water collection and transmission services** included:

- ◆ Respondents who have lived in Edmonton between 6 and 10 years (74% versus 58% of respondents who have been living in Edmonton for 20 or more years); and
- ◆ Respondents living in Wards 1, 3, 6, 7, 8, and 12 (63% to 69% versus 47% of respondents living in Wards 2 or 10).

Respondents living in Wards 1, 4, 7, and 12 were significantly more likely to **be satisfied with the fire rescue services** (81% to 85% versus 66% of respondents living in Ward 9).

Respondent subgroups significantly more likely to **be satisfied with the City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo, or Muttart Conservatory** included:

- ◆ Respondents aged 45 to 64 (71% versus 61% of respondents aged 25 to 44); and
- ◆ Respondents living in Wards 6, 8, and 10 (72% to 75% versus 51% to 55% of respondents living in Wards 1 and 4).

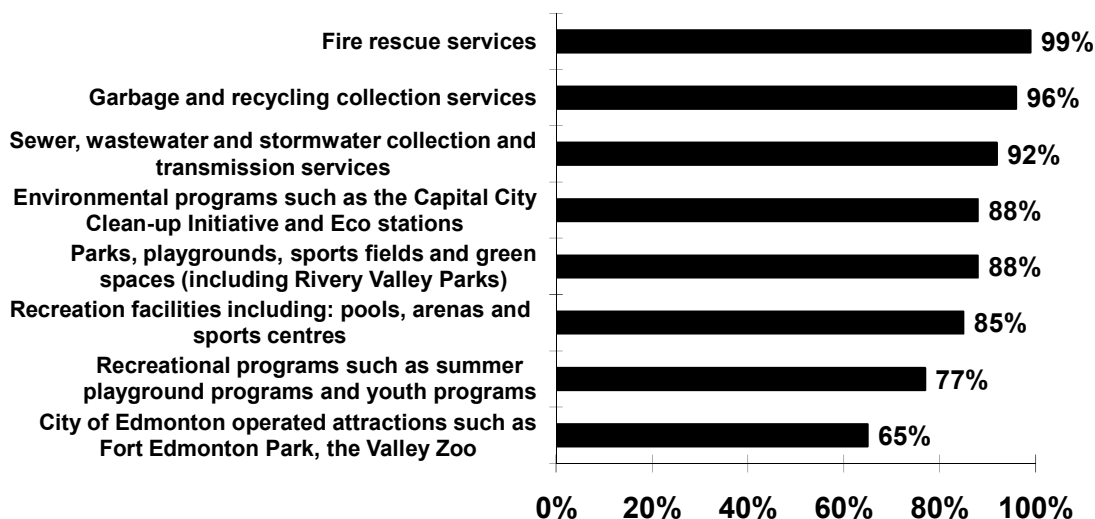
Respondent subgroups significantly more likely to **be satisfied with environmental programs such as Capital City Clean-up and Eco stations** included:

- ◆ Respondents aged 45 to 64 years (77% versus 65% to 68% of respondents aged 18 to 44 or 65 years and older);
- ◆ Respondents who have lived in Edmonton 11 years or longer (72% to 76% versus 59% of respondents who have lived in Edmonton for 10 years or less); and
- ◆ Respondents living in Wards 5, 6, 8, and 11 (76% to 82% versus 60% of respondents living in Ward 3).

Respondents were then asked to indicate how important each City of Edmonton service is to Edmontonians. All of the services were deemed important (1 or 2 out of 5) by the majority of respondents, with fire rescue services receiving the highest importance rating (99%), followed by garbage and recycling collection services (96%) and sewer, wastewater, and storm water collection and transmission (92%). City of Edmonton operated attractions, such as Fort Edmonton Park, the Valley Zoo, or the Muttart Conservatory received the lowest importance rating (65%). See Figure 2, below, as well as Table 3 on the following page for a detailed breakdown of the responses provided.

Figure 2

## Perceived Importance of City of Edmonton Services



n=800

\*Respondents who perceived services as important (1 or 2 out of 5)

Table 3

Perceived Importance of City of Edmonton Services							
	Percent of Respondents (n=800)						
	Very Important (1)	(2)	(3)	(4)	Not at all Important (5)	Don't know	Mean
Fire rescue services	93	6	1	--	<1	--	1.10
Garbage and recycling collection services	76	20	3	1	1	<1	1.30
Sewer, wastewater, and storm water collection and transmission services	70	22	5	1	1	1	1.38
Parks, playgrounds, sports fields, and green spaces (including river valley parks)	55	34	10	1	1	<1	1.59
Environmental programs such as the Capital City Clean-up Initiative and Eco stations	55	33	9	1	1	<1	1.61
Recreational facilities including: pools, arenas, and sports centres	44	42	12	2	1	<1	1.75
Recreational programs such as summer playground programs and youth and family programs	38	39	16	4	1	1	1.90
City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo, and Muttart Conservatory	25	40	28	5	1	1	2.18

Respondent subgroups significantly more likely to find **garbage and recycling collection services important** included:

- ◆ Respondents who have lived in Edmonton for 6 to 10 years (100% versus 93% of respondents who have lived in Edmonton for 5 years or less); and
- ◆ Female respondents (97% versus 94% of male respondents).

Respondent subgroups significantly more likely to find **parks, playgrounds, sports fields, and green spaces (including the river valley) important** included:

- ◆ Female respondents (91% versus 85% of male respondents);
- ◆ Respondents aged 25 to 44 (91% versus 84% of respondents aged 65 and older);
- ◆ Respondents who have lived in Edmonton for 5 years or less (99% versus 85% to 90% of respondents who have lived in Edmonton for 11 years or more); and
- ◆ Respondents living in Wards 2 and 5 (92% to 95% versus 80% to 81% of respondents living in Wards 3 and 9).



Respondents living in Wards 3, 5, 6, 11, and 12 were significantly more likely to find **recreation facilities including pools, arenas, and sports centres important** (88% to 91% versus 74% of respondents living in Ward 9).

Respondent subgroups significantly more likely to find **recreational programs such as summer playground programs and youth and family programs important** included:

- ◆ Respondents aged 25 to 44 years (82% versus 69% of respondents aged 18 to 24);
- ◆ Female respondents (82% versus 72% of male respondents); and
- ◆ Respondents living in Wards 1, 4, and 11 (84% to 85% versus 67% of respondents living in Ward 3).

Respondent subgroups that have lived in Edmonton for 5 years or less are significantly more likely to find **sewer, wastewater, and storm water collection and transmission important** (99% versus 91% each of respondents who have lived in Edmonton for 11 years or more).

Respondent subgroups significantly more likely to find **fire rescue services important** included:

- ◆ Respondents aged 45 or older (99% to 100% versus 96% of respondents aged 18 to 24); and
- ◆ Female respondents (100% versus 98% of male respondents).

Respondent subgroups significantly more likely to find **City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo and Muttart Conservatory important** included:

- ◆ Respondents aged 45 to 64 (68% versus 56% of respondents aged 18 to 24);
- ◆ Female respondents (70% versus 60% of male respondents); and
- ◆ Respondents living in Wards 1 and 6 (72% to 77% versus 54% of respondents living in Ward 8).

Respondent subgroups significantly more likely to find **environmental programs such as Capital City Clean-up and Eco stations important** included:

- ◆ Female respondents (91% versus 84% of male respondents);
- ◆ Respondents living in Wards 3 and 7 (95% to 96% versus 79% to 84% of respondents living in Wards 5 and 8); and
- ◆ Respondents living in Ward 11 (91% versus 79% of respondents living in Ward 9).

Next, respondents were asked on an open ended basis which three services should be improved and/or given increased funding. The top mentions included summer road maintenance and traffic control (31%), snow removal (20%), and increased public transit (18%). Sixteen percent (16%) of respondents also mentioned environmental programs, and 15% of respondents each mentioned parks and the river valley, and recreational facilities. See Table 4, on the following page for frequently mentioned responses.

Table 4

<b>What would you say is the one service you would like to see the City of Edmonton improve and/or increase funding? The second service? The third service? (Top of mind, open ended)</b>				
	<b>Percent of Respondents</b>			
	<b>Total Mentions (n= 800)</b>	<b>First Mentions (n=800)</b>	<b>Second Mentions (n=522)</b>	<b>Third Mentions (n=269)</b>
Summer road maintenance (including sidewalks)/ traffic control	31	18	15	9
Snow removal/winter road maintenance	20	13	8	3
Increasing public transit/rapid transit/LRT (including DATS)	18	13	5	7
Environmental programs like Capital City Clean-up initiative and Eco stations	16	9	6	8
Parks/river valley/sports fields (including maintenance)	15	6	10	9
Recreational facilities including pools, arenas and sports centres	15	7	8	8
Recreational programs such as summer playground programs and youth and family programs	15	6	10	7
Fire rescue services	9	3	6	6
City attractions/arts/culture	8	4	4	5
Police service/crime prevention	8	3	5	6
Garbage/recycling services	7	2	6	3
Sewer/water infrastructure	6	2	4	4
City beautification (trees, cleanliness, weeds, old neighbourhoods)	4	1	1	6
Social Services (for homeless families, women)	3	1	1	3
Education	2	1	1	2
Infrastructure (general)	2	2	1	1
Ambulance services/emergency services	2	<1	1	1
Increase trails/bike paths	2	1	1	1
Other (less than 2% of total mentions)	13	5	7	12
None	4	4	--	--
Don't Know	6	6	--	--

Respondents were then asked if there were any areas where they believed funding should be reduced or decreases should be made. Two thirds of respondents (67%) did not think that any funding reductions should be made to City of Edmonton services. Five percent (5%) each felt that decreases should be made to spending on professional arenas and funding for culture and the arts. See Table 5, below.

**Table 5**

<b>Are there any areas or services where funding should be reduced or decreases should be made?</b>	
	<b>Percent of Respondents (n= 800)</b>
Spending on arena/stadium (for professional sports, private groups)	5
Culture/arts/attraction funding	5
Recreation Facilities including pools, arenas and sports centres	2
Reduce council/mayor's salary	2
Recreational programs such as summer playground programs and youth and family programs	1
Road construction/less new roads	1
Transit/LRT expansion	1
Too many city employees/middle management employees	1
Snow removal (reduce alley ploughing)	1
Reduce administration costs/run the city more efficiently	1
Photo radar	1
Police	1
Other (less than 1% mention)	5
None	67
Don't know	13

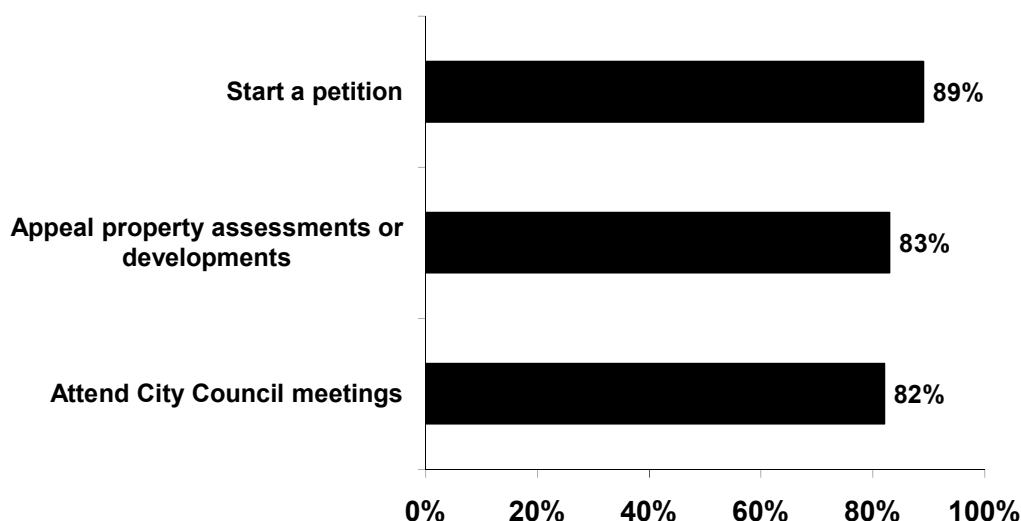


## 3.2 Public Involvement and Participation

Respondents were asked if they were aware of a variety of different ways they could be involved with City Council. Eighty-nine percent (89%) were aware that they could start a petition, 83% were aware that they could appeal property assessments and developments, and 82% stated they were aware that they could attend City Council meetings. See Figure 3 and Table 6, below.

Figure 3

### Are you aware that citizens can do the following?\*



n=800

\*Respondents who stated "Yes"

Table 6

Are you aware that you can do the following?			
	Percent of Respondents (n=800)		
	Yes	No	Don't Know
Start a Petition	89	11	1
Appeal property assessments or developments	83	16	1
Attend a City Council meeting	82	17	1



Respondent subgroups significantly more likely to **indicate they were aware they could attend City Council meetings** included:

- ◆ Respondents aged 45 and older (86% to 91% versus 78% of respondents 25 to 44 years old);
- ◆ Respondents who have lived in Edmonton for 11 or more years (85% to 86% versus 70% each of respondents who have lived in Edmonton for 10 years or less);
- ◆ Respondents living in Wards 5 and 6 (92% to 97% versus 79% to 80% of respondents living in Wards 1, 2, and 3); and
- ◆ Respondents living in Ward 8 (89% versus 72% to 74% of respondents living in Wards 4 and 12).

Respondent subgroups significantly more likely to **indicate they were aware they could start a petition** included:

- ◆ Respondents aged 45 and older (92% to 94% versus 85% to 86% of respondents aged 18 to 44);
- ◆ Respondents who have lived in Edmonton for 6 years or more (87% to 92% versus 71% of respondents who have lived in Edmonton for 5 years or less); and
- ◆ Respondents living in Ward 5 (98% versus 83% to 89% of respondents living in Wards 1, 2, and 3).

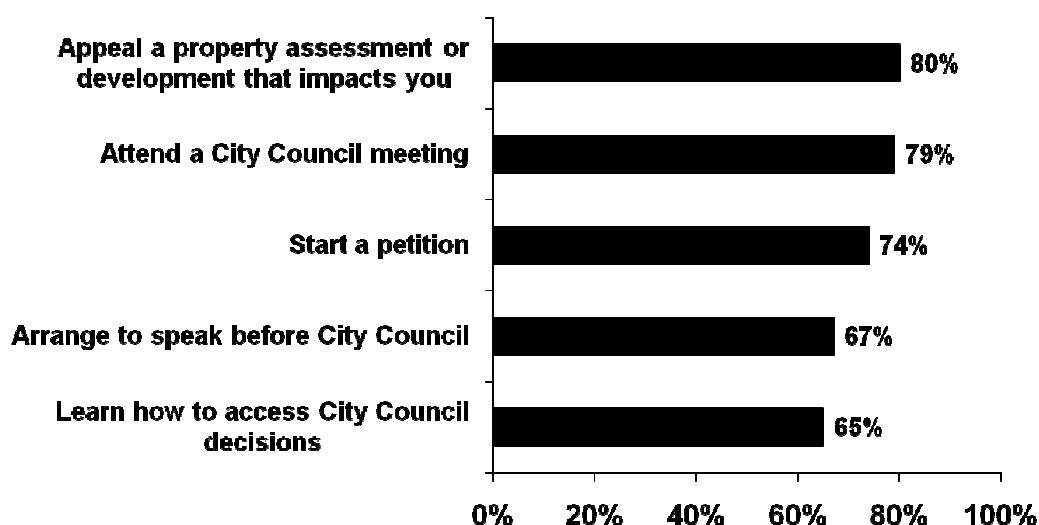
Respondent subgroups significantly more likely to **indicate they were aware they could appeal property assessments or developments** included:

- ◆ Respondents aged 25 and older (78% to 96% versus 66% of respondents aged 18 to 24);
- ◆ Respondents who have lived in Edmonton for 6 or more (78% to 89% versus 60% of respondents who have lived in Edmonton for 5 years or less); and
- ◆ Respondents living in Wards 5 and 8 (91% to 92% versus 79% of respondents living in Ward 3).

Next, respondents were asked if they felt able to participate in or find information concerning various City Council events and services. Overall, the majority of respondents felt they were able to appeal property assessments or developments (80%), followed by 74% who stated they could start a petition, 67% who stated they could speak before Council, and 65% who stated they could access City Council decisions. Refer to Figure 4, below, and Table 7, on the following page.

Figure 4

### **Do you feel you would be able to participate in or find information to help you get started on the following activities?\***



n=800

\* Respondents that indicated “yes,” they felt able to participate in or find information

Table 7

Ability to participate in/find information concerning City Council activities			
	Percent of Respondents (n=800)		
	Yes	No	Don't know
Appeal a property assessment or development that impacts you	80	18	2
Attend a City Council meeting	79	20	1
Start a petition	74	23	3
Arrange to speak before City Council	67	30	3
Learn how to access City Council decisions	65	31	4

Respondent subgroups significantly more likely to **indicate they felt able to find information about or attend a City Council meeting** included:

- ◆ Respondents age 18 to 64 (79% to 84% versus 66% of respondents age 65 and older);
- ◆ Respondents who have lived in Edmonton for 6 to 10 or 11 to 20 years (82% to 84% versus 69% of respondents who have lived in Edmonton for 5 years or less); and
- ◆ Respondents living in Wards 6 or 9 (86% to 88% versus 69% to 71% of respondents living in Wards 2 and 7);

Respondent subgroups significantly more likely to **indicate they felt able to find information about or participate in speaking before City Council** included:

- ◆ Respondents age 25 to 64 (68% to 73% versus 54% of respondents age 65 and older); and
- ◆ Respondents living in Wards 6 and 8 (73% to 78% versus 57% of respondents living in Ward 2).

Respondents aged 18 to 64 were significantly more likely to **indicate they felt able to find information about or start a petition** (76% to 79% versus 55% of respondents aged 65 and older).

Respondent subgroups significantly more likely to **indicate they felt able to find information about or participate in appealing a property assessment or development** included:

- ◆ Respondents aged 25 to 64 (81% to 88% versus 65% to 71% of respondents aged 18 to 24 or 65 and over);
- ◆ Respondents who have lived in Edmonton for 6 to 10 or more than 20 years (83% to 88% versus 70% to 72% of respondents who have lived in Edmonton for 11 to 20 years or 5 years or less); and



- ◆ Respondents living in Ward 6 (86% versus 71% of respondents living in Ward 1).

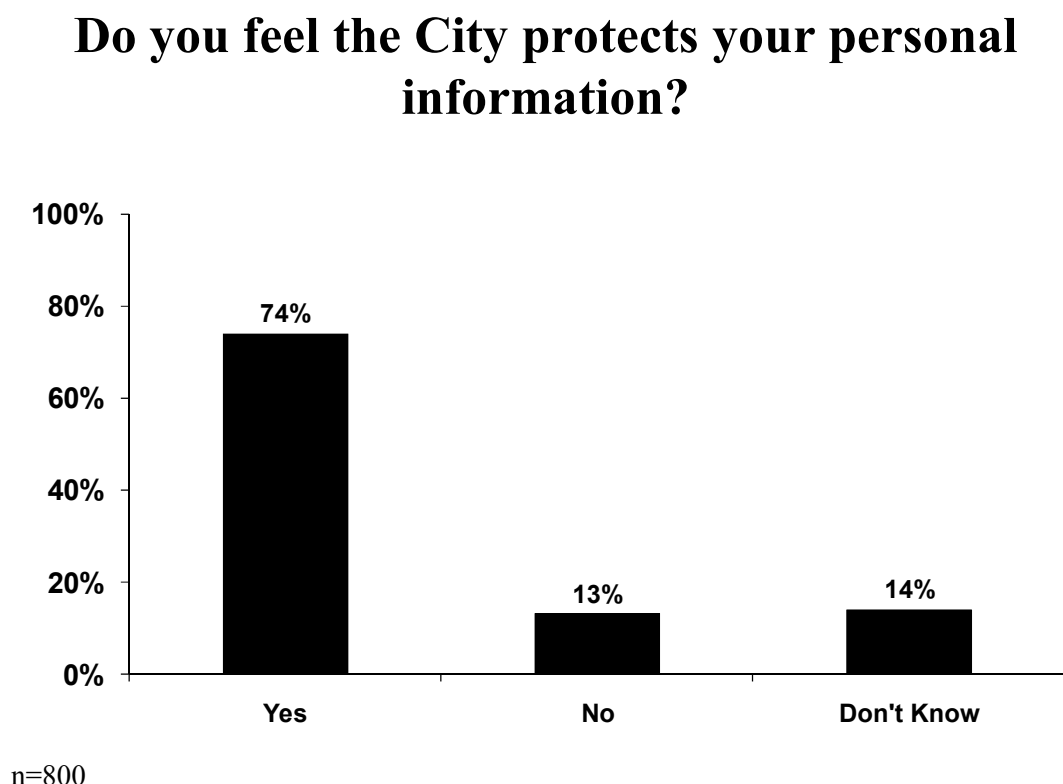
Respondent subgroups significantly more likely to **indicate they felt able to find information about accessing City Council decisions** included:

- ◆ Respondents aged 25 to 64 (68% to 72% versus 54% to 56% of respondents aged 18 to 24 and 65 and older); and
- ◆ Respondents living in Wards 6, 11, and 12 (71% to 72% versus 54% of respondents living in Ward 10).

### 3.3 Protection of Personal Information

It was explained to respondents that the City of Edmonton collects personal information for various purposes such as tax records and program registration. They were asked whether or not they felt their personal information was protected by the City of Edmonton. The majority of respondents (74%) believed that their information was being kept safe by the City, with only thirteen percent (13%) believing otherwise. See Figure 5, below.

Figure 5



Respondent subgroups significantly more likely to **indicate they felt the City protects their personal information** included:

- ◆ Respondents age 18 to 24 (85% versus 60% to 69% of respondents age 45 and older); and
- ◆ Respondents who have lived in Edmonton for 11 to 20 years or 5 years or less (80% to 83% versus 70% of respondents who have lived in Edmonton for more than 20 years).

### 3.4 Respondent Characteristics

The following table provides a demographic profile of respondents surveyed.

Table 8

Demographic Profile of Survey Respondents	
	Percent of Respondents (n=800)
<b>Gender</b>	
Male	50
Female	50
<b>Age</b>	
18 to 24 years	15
25 to 34 years	21
35 to 44 years	18
45 to 54 years	19
55 to 64 years	13
65 years and over	14
Refuse, Don't know	--
<b>Number of years residing in Edmonton</b>	
1 to 5 years	11
6 to 10 years	9
11 to 20 years	21
More than 20 years	59
Mean years residing in Edmonton	27.5
<b>City Ward</b>	
Ward 1	8
Ward 2	8
Ward 3	9
Ward 4	9
Ward 5	8
Ward 6	9
Ward 7	8
Ward 8	8
Ward 9	8
Ward 10	8
Ward 11	9
Ward 12	8

Table 14, below, provides demographic information regarding respondents' means of transportation used to get to work, and the average time left home for work. See Data Tables under a separate cover for all results.

**Table 9**

<b>Transportation Demographic Profile of Respondents</b>	
	<b>Percent of Respondents (n=800)</b>
<b>Means of transportation to work</b>	
Car, truck or van as a driver	50
Bus or LRT	12
Walked	3
Car, truck or van as a passenger	3
Bicycle	2
Works at home / does not do any commuting	1
Retired/does not work	1
Other (less than 1% per mention)	1
Refuse, Don't know	28
<b>Number of people who share the ride to work (n=422)*</b>	
Drive alone	76
2 people	18
3 or more people	6
Refuse, Don't know	<1
<b>Time left home for work</b>	
04:00 to 06:59	18
07:00 to 08:59	39
09:00 to 10:59	6
11:00 to 11:59	<1
12:00 to 13:59	1
14:00 to 15:59	1
16:00 to 18:59	1
19:00 to 21:59	1
22:00 to 23:59	<1
Midnight to 03:59	1
Refuse/Don't know	32

\*Respondents that indicated they use a car, truck or van as a means of transportation (n=422)

# **Appendix A**

## **Survey Instrument**



## 2011 City of Edmonton

### **CITIZEN SERVICES SURVEY**

Final – May 5, 2011

#### **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 some of their services. 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.

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 (n=67)
2. Ward 2 (n=67)
3. Ward 3 (n=67)
4. Ward 4 (n=67)
5. Ward 5 (n=67)
6. Ward 6 (n=67)
7. Ward 7 (n=66)
8. Ward 8 (n=67)
9. Ward 9 (n=67)
10. Ward 10 (n=66)
11. Ward 11 (n=66)
12. Ward 12 (n=66)

D. Into which age category do you fall?

WATCH QUOTAS

1. 18-24 years 20% (n=160)
2. 25-34 years 20% (n=160)
3. 35-44 years 20% (n=160)
4. 45-54 years 20% (n=160)
5. 55-64 years 10% (n=80)
6. >65 years 10% (n=80)

E. **RECORD GENDER:** WATCH QUOTAS



1. Male (n=400)
2. Female (n=400)

F. This interview will take about 15 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**

G. 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**

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

\_\_\_\_\_ **RECORD VERBATIM – Then Thank and Terminate**

1. 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, whether or not you have used the service, 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”.

- a) Garbage and recycling collection services
- b) Parks, playground, sports fields and green spaces; including the river valley parks
- c) Recreation facilities including pools, arenas and sports centres
- d) Recreational programs such as summer playground programs and youth and family programs
- e) Sewer, wastewater and stormwater collection and transmission services
- f) fire rescue services
- g) City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or Muttart Conservatory
- h) Environmental programs like capital city clean-up initiative and Eco stations

2. 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) Garbage and recycling collection services
- b) Parks, playground, sports fields and green spaces; including the river valley parks
- c) Recreation facilities including pools, arenas and sports centres
- d) Recreational programs such as summer playground programs and youth and family programs
- e) Sewer, wastewater and stormwater collection and transmission services
- f) fire rescue services

- g) City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or Muttart Conservatory
  - h) Environmental programs like capital city clean-up initiative and Eco stations
3. 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)
- a) Recreation facilities including pools, arenas and sports centres
  - b) Recreational programs such as summer playground programs and youth and Family programs
  - c) Fire rescue services
  - d) Environmental programs like capital city clean-up initiative and Eco stations
4. In your opinion, are there any areas or services where you feel funding should be reduced or decrease to services should be made? (Do not read. Allow for multiple mentions.)
- a) Recreation facilities including pools, arenas and sports centres
  - b) Recreational programs such as summer playground programs and youth and family programs
  - c) Fire rescue services
  - d) Environmental programs like capital city clean-up initiative and Eco stations
  - e) Other- specify
5. Are you aware that citizens may:
- 1. Yes
  - 2. No
- a. Attend City Council meetings
  - b. Start a petition
  - c. Appeal property assessments or developments?
6. Do you feel you would be able to participate in or find information to help you get started on the following activities:
- 1. Yes
  - 2. No
- a. Attend a City Council meeting?
  - b. Arrange to speak before City Council?
  - c. Start a petition?
  - d. Appeal a property assessment or development that impacts you?
  - e. How to access City Council decisions?
7. The City collects personal information for various purposes, such as tax records and program registration. Do you feel that the City protects your personal information?





1. Yes
2. No
- F5 Don't Know / not stated

**DEMOGRAPHICS: Respondent Characteristics**

**The following questions will help the City track and plan for traffic volumes.**

1. What is your home address? **(Must provide at least one)**
  1. Nearest intersection \_\_\_\_\_
  2. Street address \_\_\_\_\_
  3. Full 6-digit postal code \_ \_ \_ \_ - \_ \_ \_ \_
2. At what address do you usually work from most of the time?
  1. Worked at home
  2. No fixed workplace address
  3. Specified workplace address – **(Must provide at least one)**  
  
Nearest intersection \_\_\_\_\_  
Street address \_\_\_\_\_  
Full 6-digit postal code \_ \_ \_ \_ - \_ \_ \_ \_
3. How do you usually get to work?
  - 1) Car, truck or van as a driver
  - 2) Car, truck or van as a passenger
  - 3) Bus or LRT
  - 4) Walked
  - 5) Bicycle
  - 6) Motorbike
  - 7) Other (taxi, etc)
4. **[If Q 3= 1 or 2]** - How many people, including yourself, usually share the ride to work?
  - 1) Drive Alone
  - 2) 2 people
  - 3) 3 or more people
5. What time do you usually leave for work?
  - 1) Between 0400 and 0659Am
  - 2) Between 0700 and 0859Am
  - 3) Between 0900 and 1059Am
  - 4) Between 1100 and 1159Am
  - 5) Between 1200 and 1359



- 6) Between 1400 and 1559
- 7) Between 1600 and 1859
- 8) Between 1900 and 2159
- 9) Between 2200 and 2359
- 10) Between midnight and 0359AM

