

City of Edmonton 2009 Citizen Satisfaction Survey

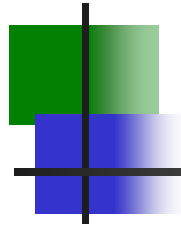


September 23, 2009



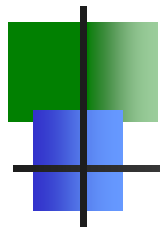
Project Purpose

- ◆ Banister Research and Consulting conducted a telephone survey with residents of the City of Edmonton to provide the City with insight into the following issues:
 - To assess citizens' perceptions regarding the overall quality of life in the City of Edmonton.
 - To measure overall satisfaction with City of Edmonton services, as well as satisfaction with and level of importance of specific City services.
 - To evaluate citizens' overall perceptions regarding the quality of service provided and suggested changes or improvements.
 - To determine what services, if any, citizens feel the need for additional funding for improvements, as well as services where citizens feel funding should be reduced.
 - To measure respondents' perceived value of property taxes.



Methodology

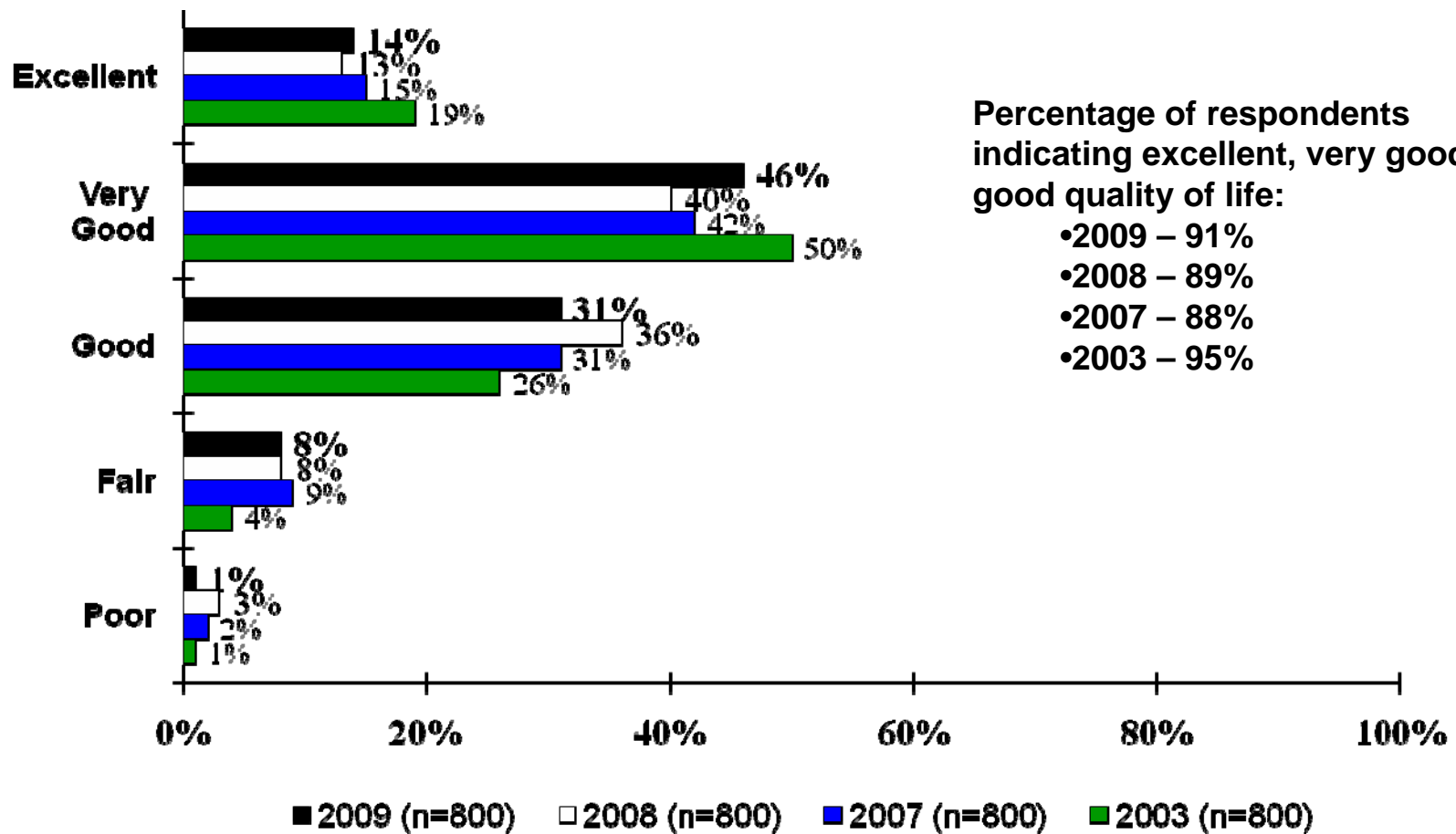
- ◆ Telephone interviews were conducted with Edmonton residents over the age of 18 between June 2 and June 14, 2009.
- ◆ 800 interviews were completed.
- ◆ City-wide results provide a margin of error no greater than $\pm 3.5\%$ at the 95% confidence level, 19 times out of 20.



Study Findings



Overall Quality of Life in the City





Factors Contributing to a High Quality of Life

<u>Factors</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2003</u>
Green spaces/river valley/parks	35%	25%	27%	33%
Job opportunities	17%	19%	23%	22%
Arts & culture	16%	13%	17%	15%
Entertainment, restaurants, nightlife	11%	12%	12%	-
Good schools/education	11%	11%	13%	8%
Low crime rate/safe	11%	11%	9%	9%
Recreational facilities	11%	6%	10%	18%

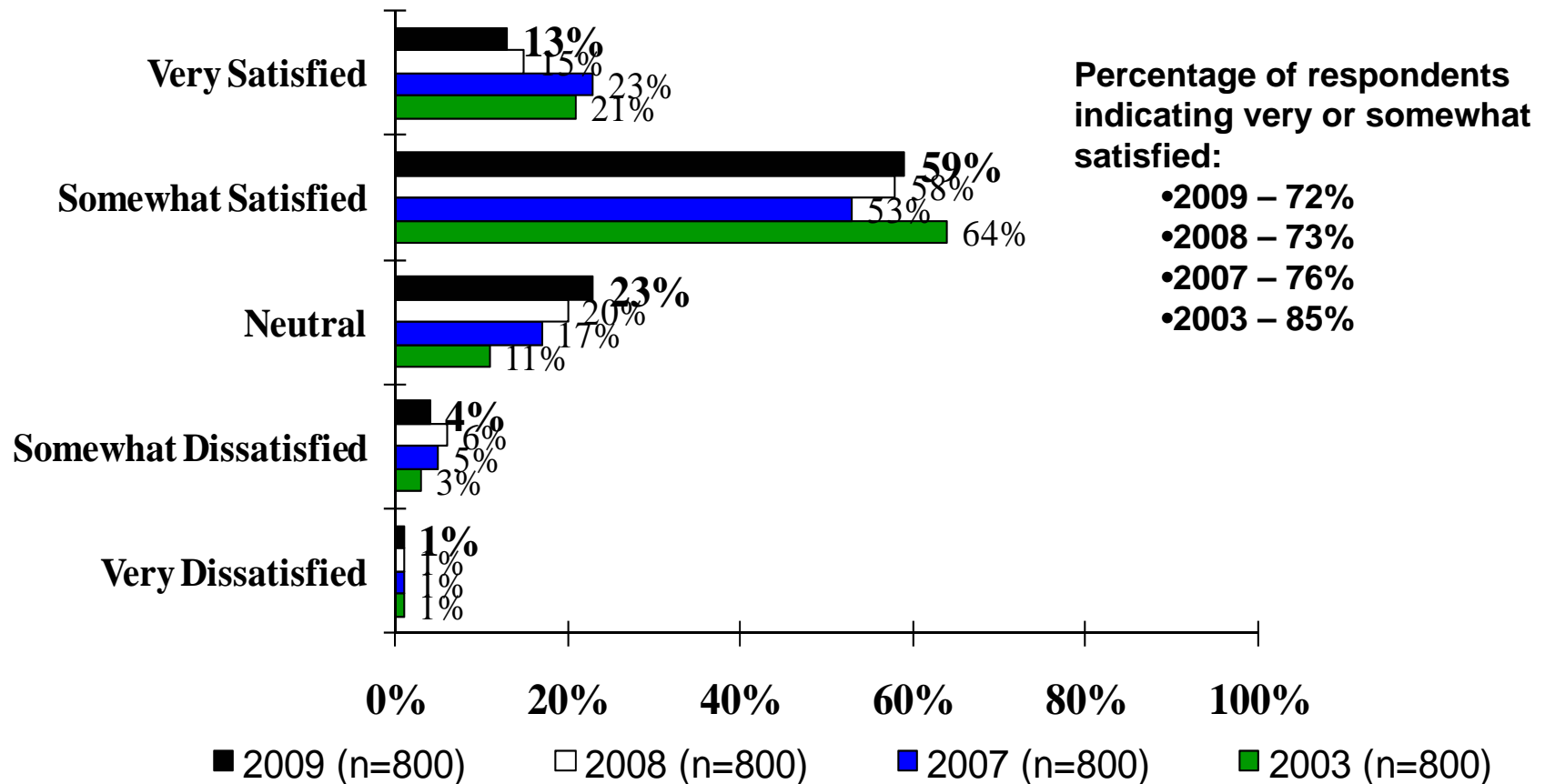


Factors Contributing to a Low Quality of Life

<u>Factors</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2003</u>
Crime	29%	27%	30%	16%
Road maintenance (snow removal, potholes)	26%	20%	30%	22%
Transit system (high costs, need further LRT expansion)	14%	13%	9%	11%
Panhandlers, homelessness, poverty	14%	12%	17%	16%
Climate	13%	7%	9%	13%
Too much traffic / congestion	9%	10%	--	1%

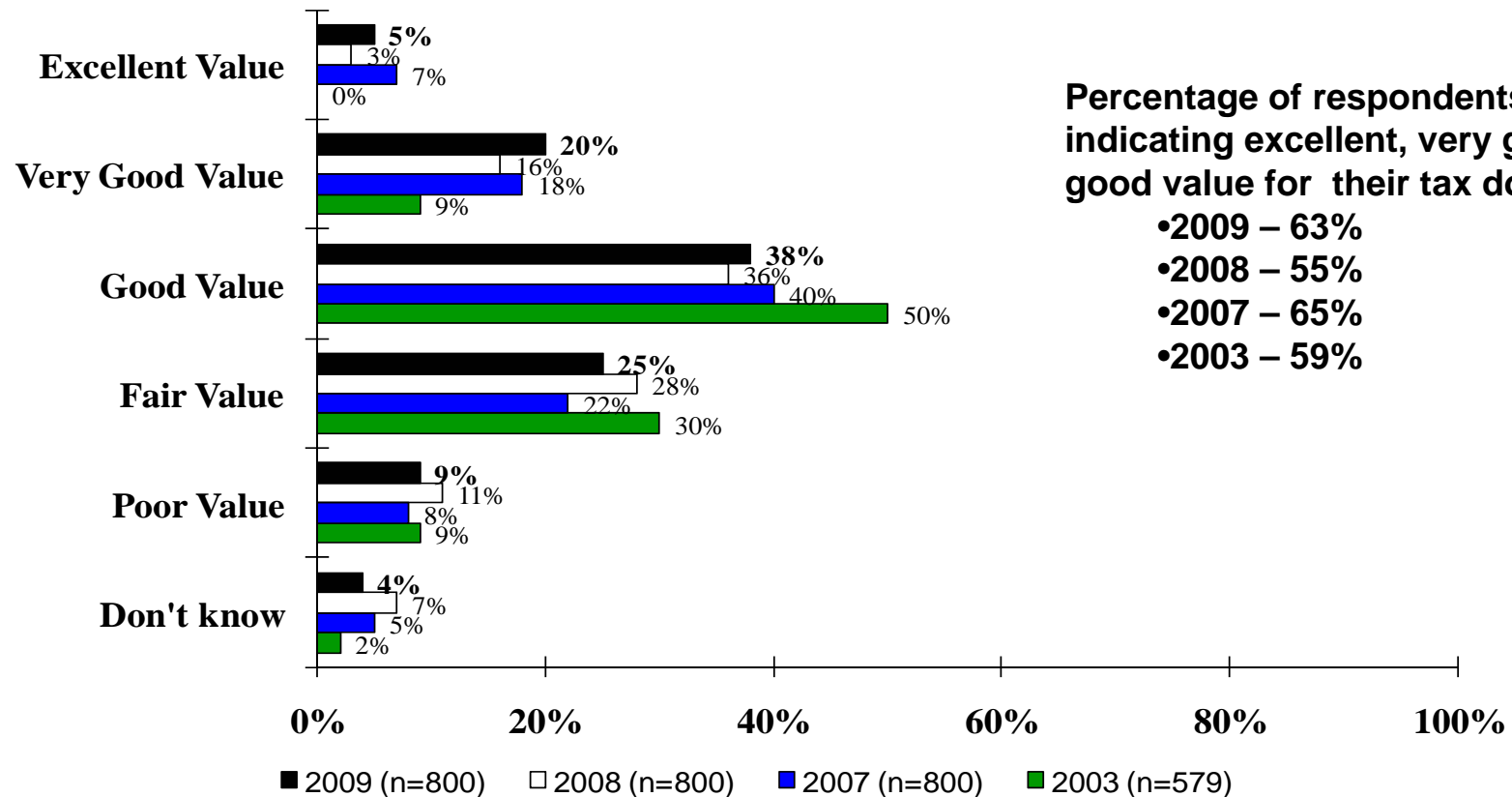


Overall Satisfaction with City Services



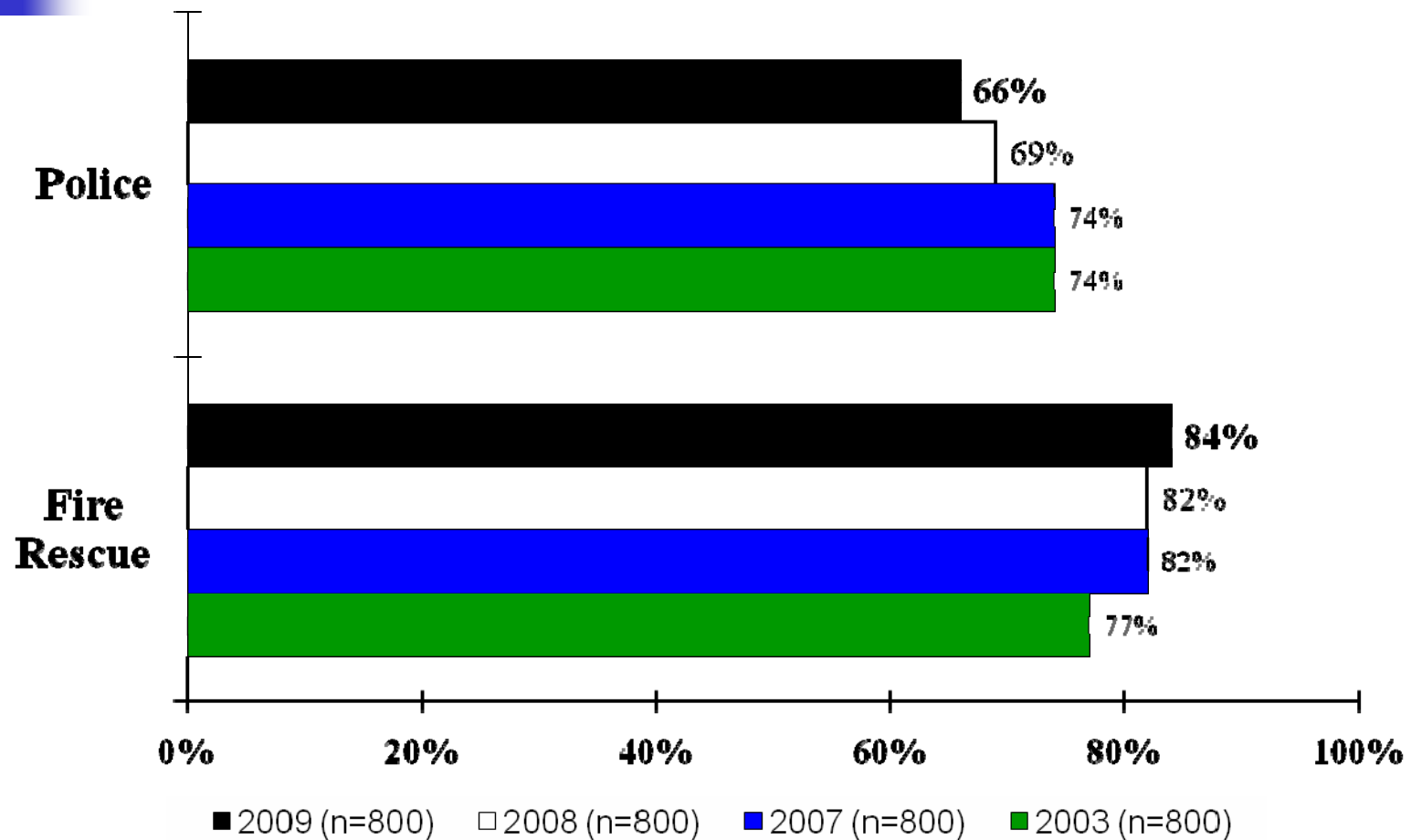


Perceived Value for Tax Dollar





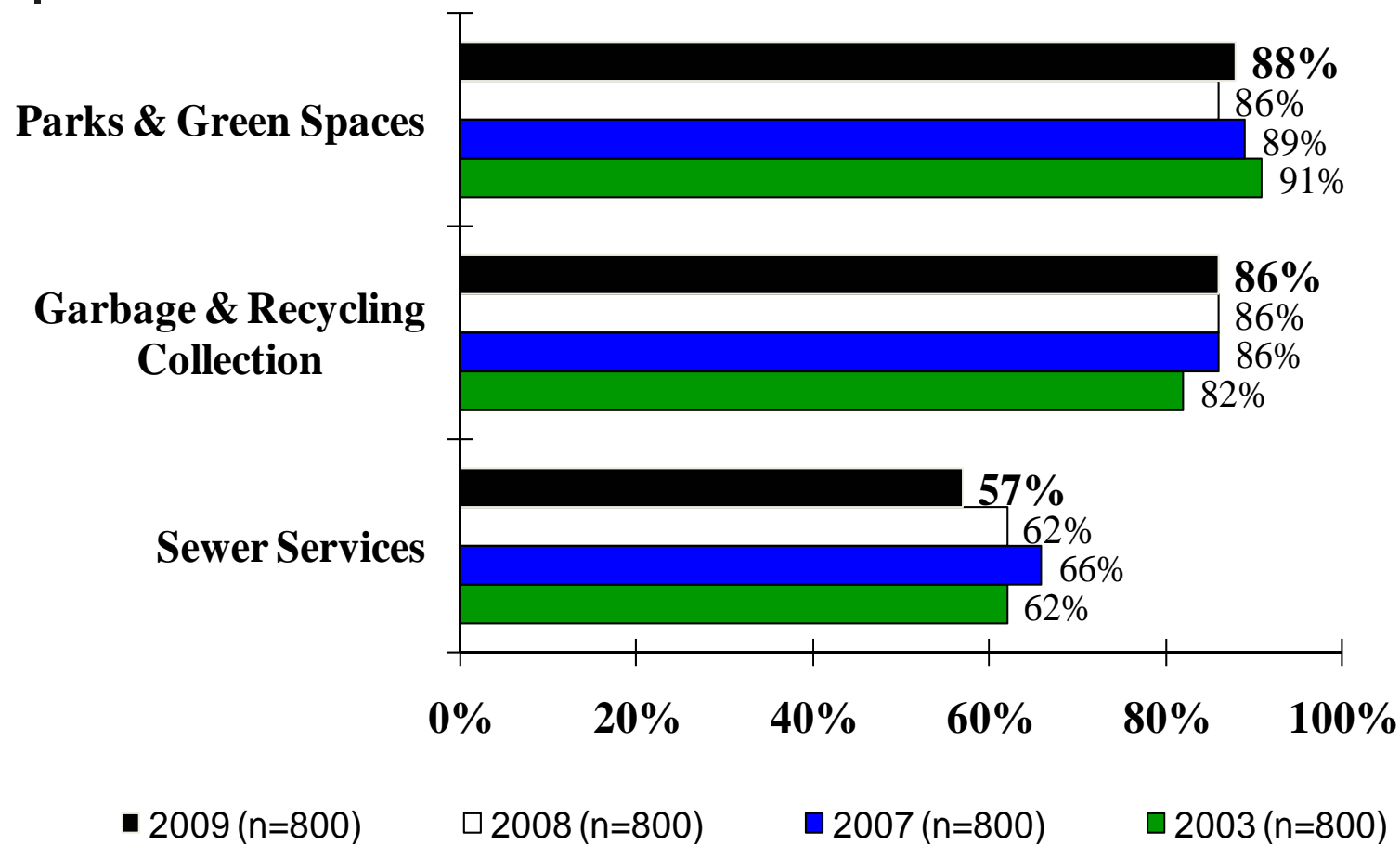
Overall Satisfaction with Protective Services*



* Respondents that were very or somewhat satisfied



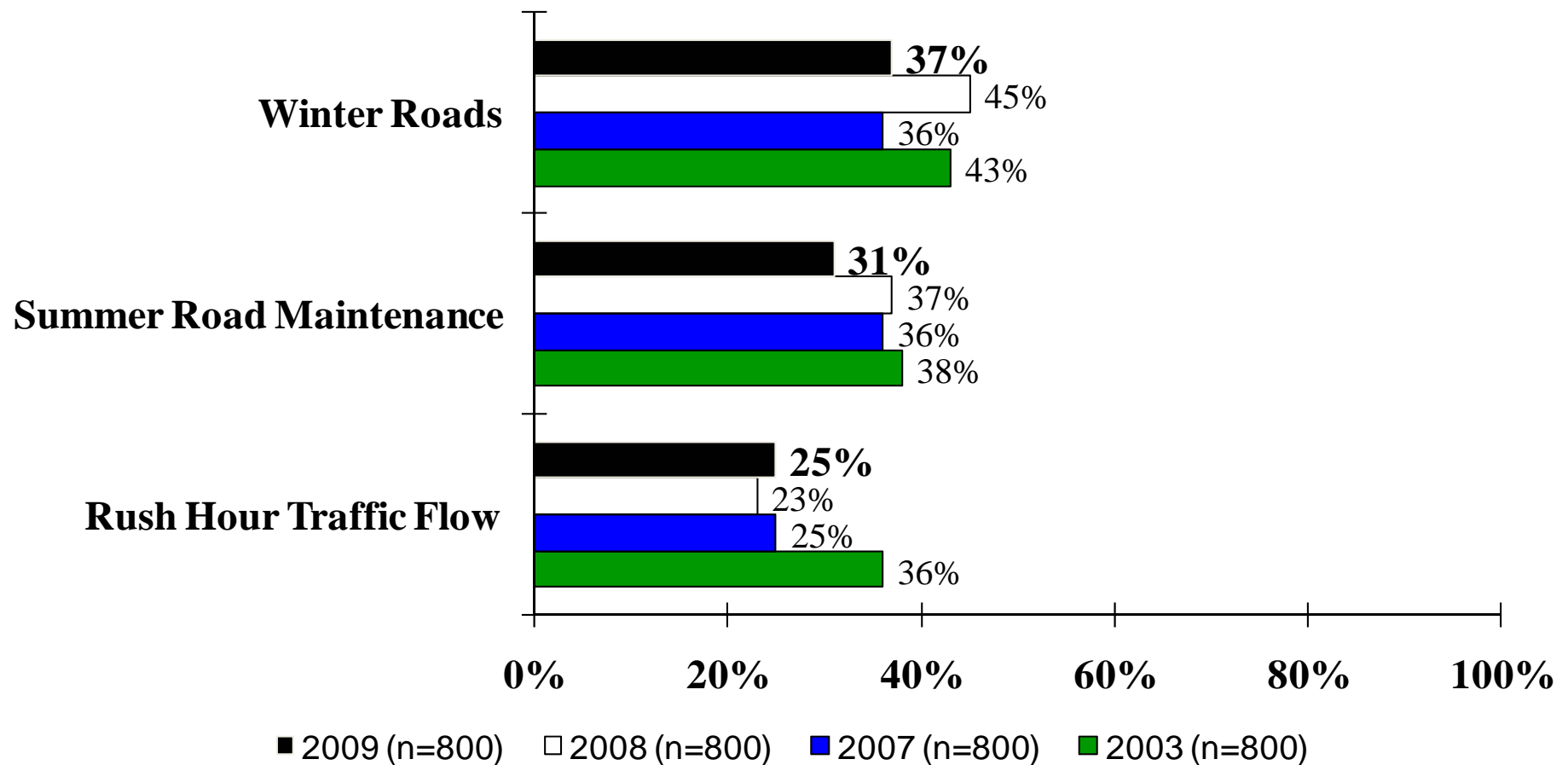
Overall Satisfaction with Infrastructure Services*



* Respondents that were very or somewhat satisfied



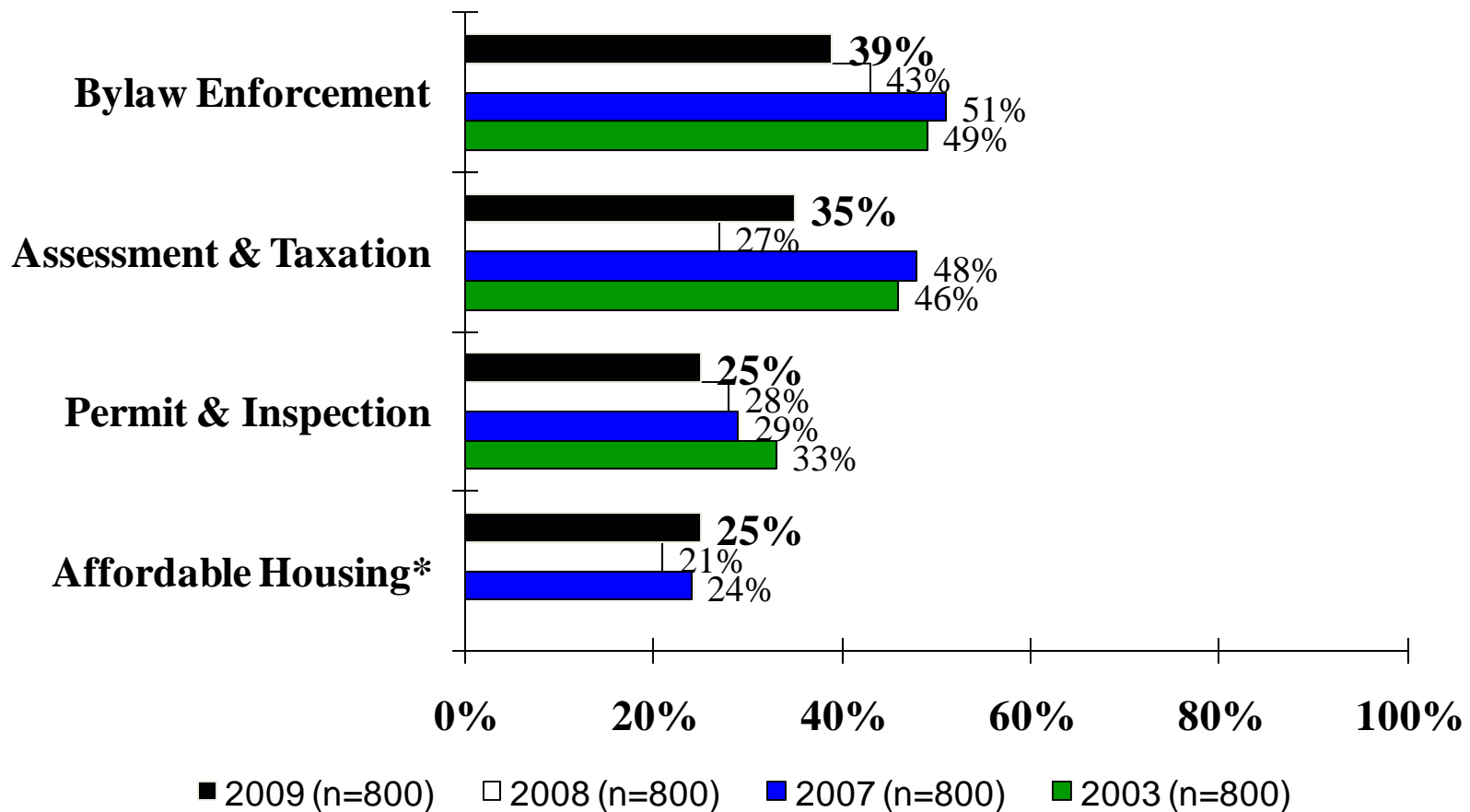
Overall Satisfaction with Infrastructure Services*



* Respondents that were very or somewhat satisfied



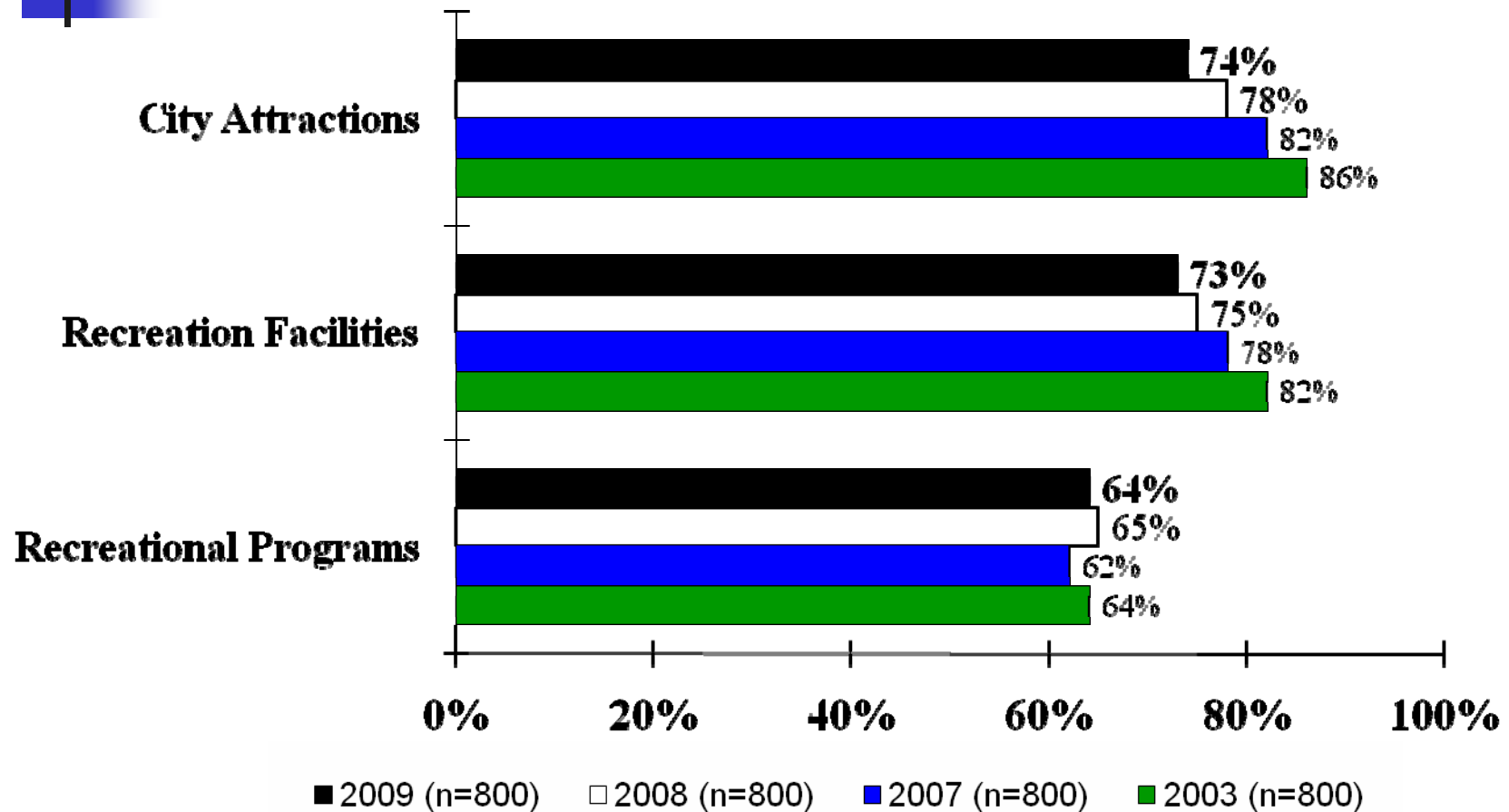
Overall Satisfaction with Infrastructure Services



* Respondents that were very or somewhat satisfied



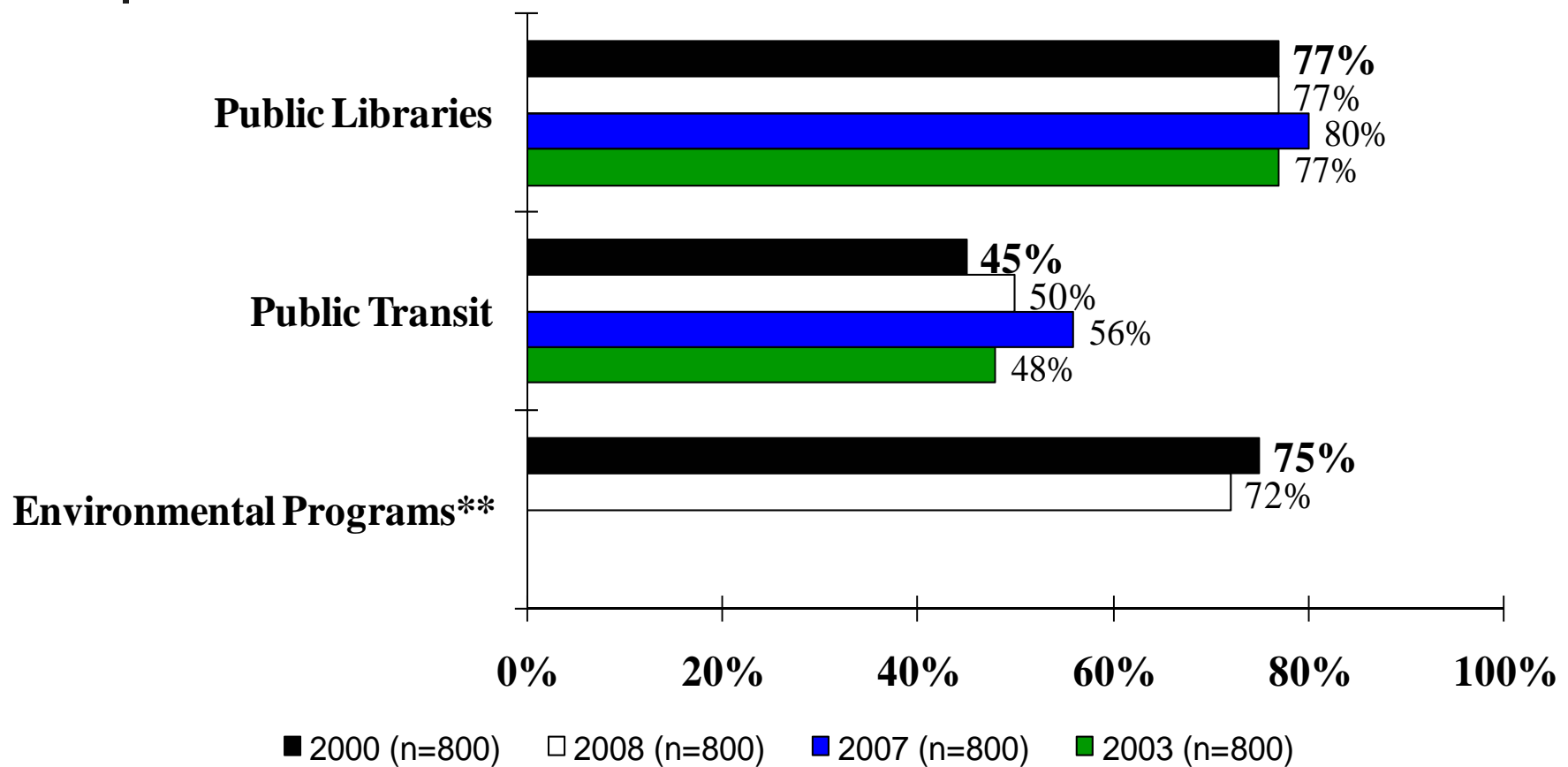
Overall Satisfaction with Community or People Services*



* Respondents that were very or somewhat satisfied



Overall Satisfaction with Community or People Services*

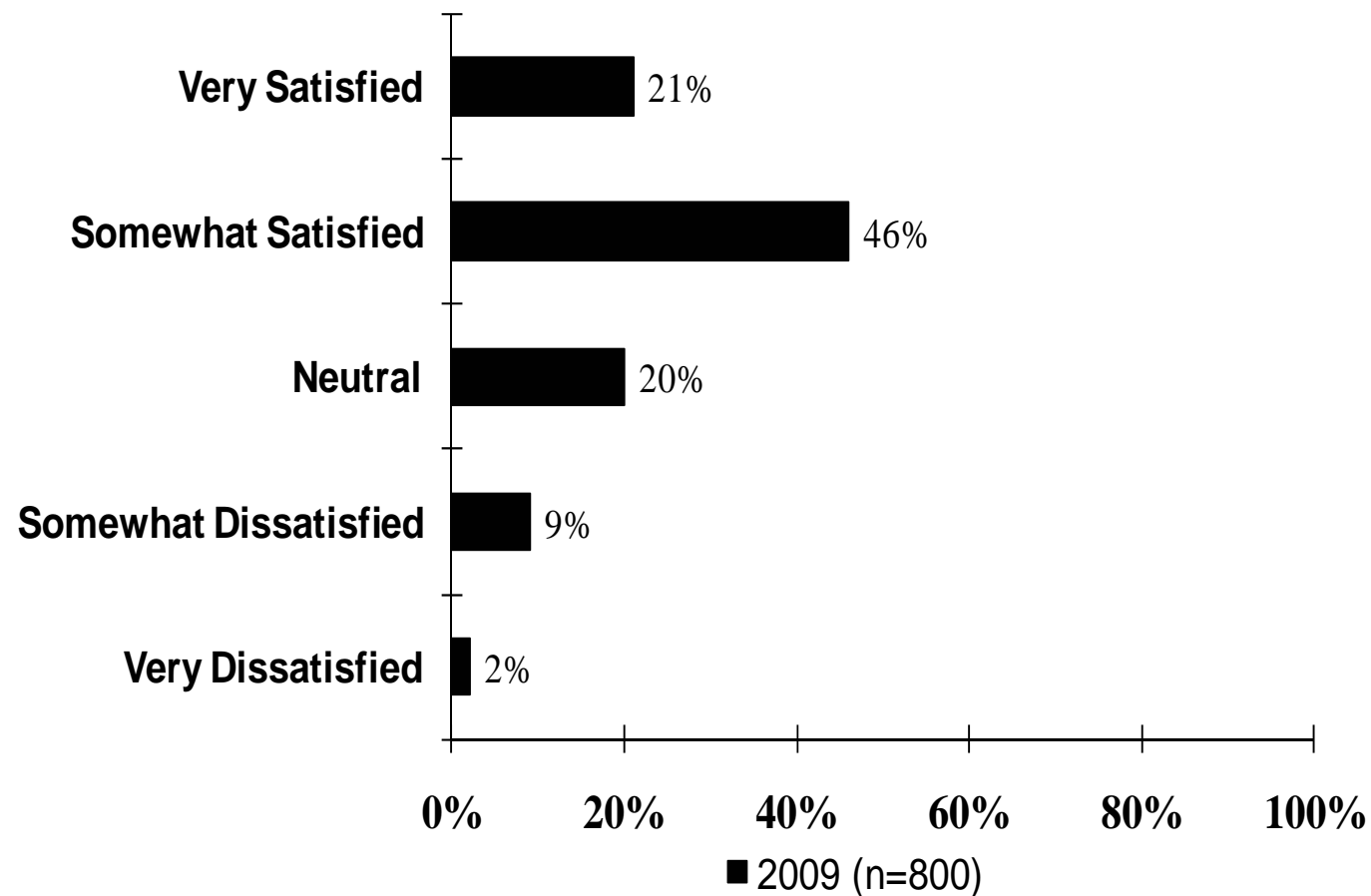


*Respondents that were very or somewhat satisfied

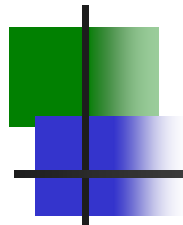
**New question in 2007



Satisfaction with Information about City Programs, Activities and Services



*New question in 2009



Importance versus Satisfaction with City Services

Quadrant 1 :Improvement Needed
(high importance, low satisfaction)

Quadrant 2: Key strengths
(high importance, high satisfaction)

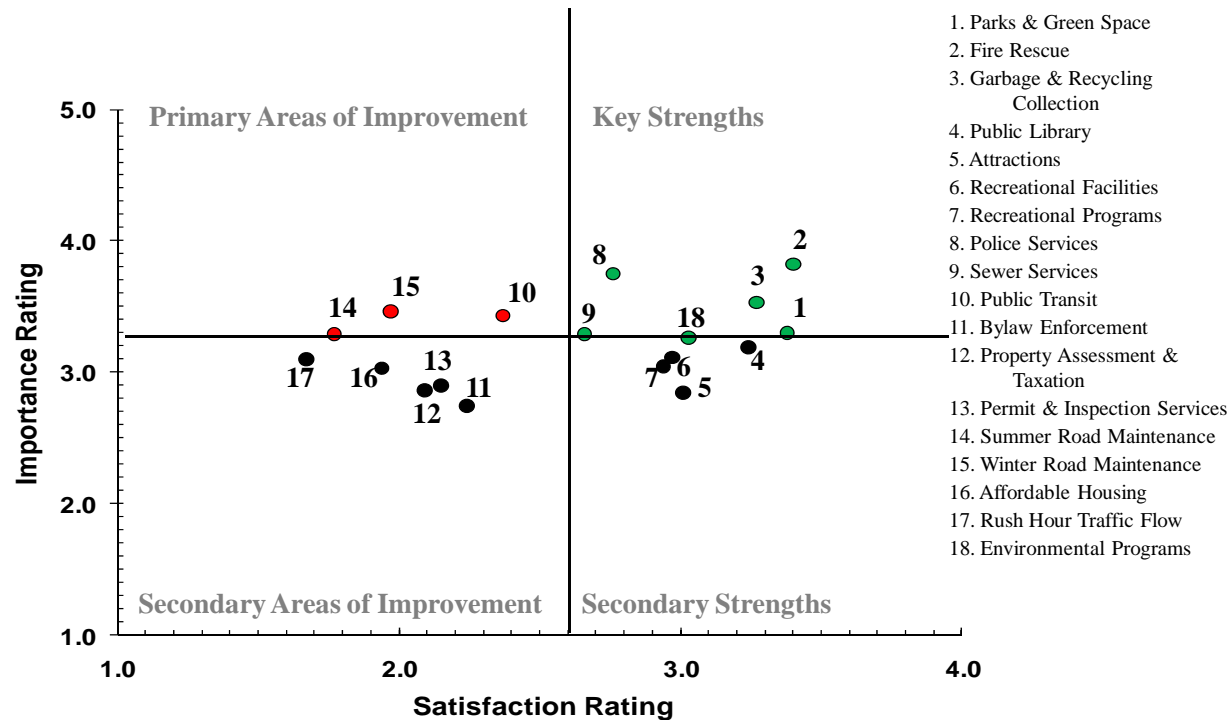
**Quadrant 3 :Lower Priority
Improvements**
(low importance, low satisfaction)

Quadrant 4 :Lowest Priority
(low importance, high satisfaction)



Importance versus Satisfaction with City Services

Importance versus Satisfaction with City of Edmonton Services**



Note: Quadrant axes set at 2.60 mean satisfaction rating, 3.22 mean importance rating.
Scale: 1=critically important/very satisfied and 5=not at all important/satisfied.

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



Importance versus Satisfaction with City Services

◆ Key Strengths:

- 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.

◆ Primary Areas of Improvement:

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

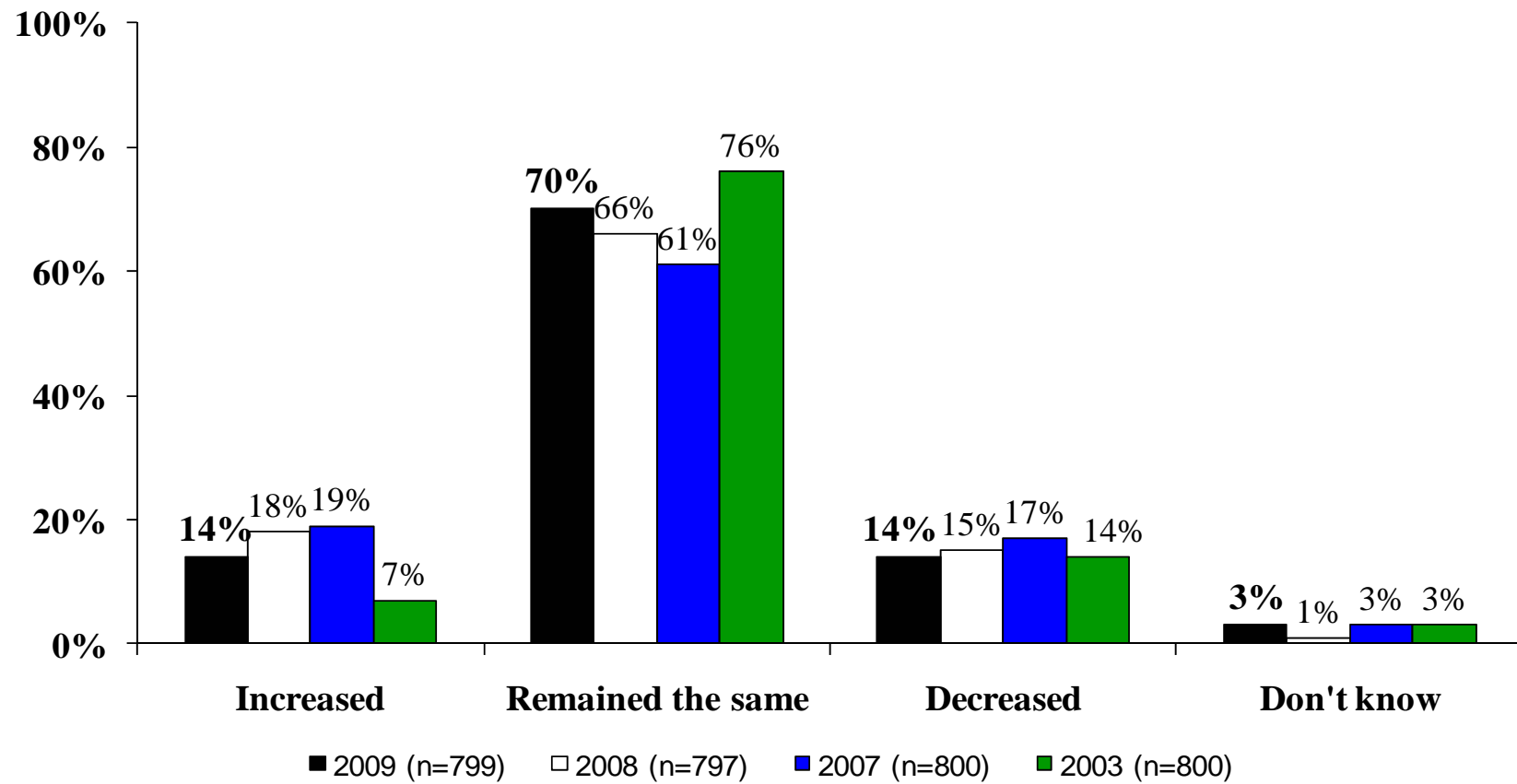


Service Access

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 attractions	58	61	63
Police services	43	35	37
Recreational programs	29	29	27
Fire rescue services	13	8	9



Quality of Service





Areas in Need of Improvement or Increased Funding

- ◆ Respondents perceived the same services as needing improvements or increased funding as in previous survey years.

	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2003</u>
Police Services	41%	35%	28%	8%
Summer Road Maintenance	33%	31%	29%	37%
Public Transit	32%	28%	22%	28%
Winter Road Maintenance	29%	28%	31%	15%

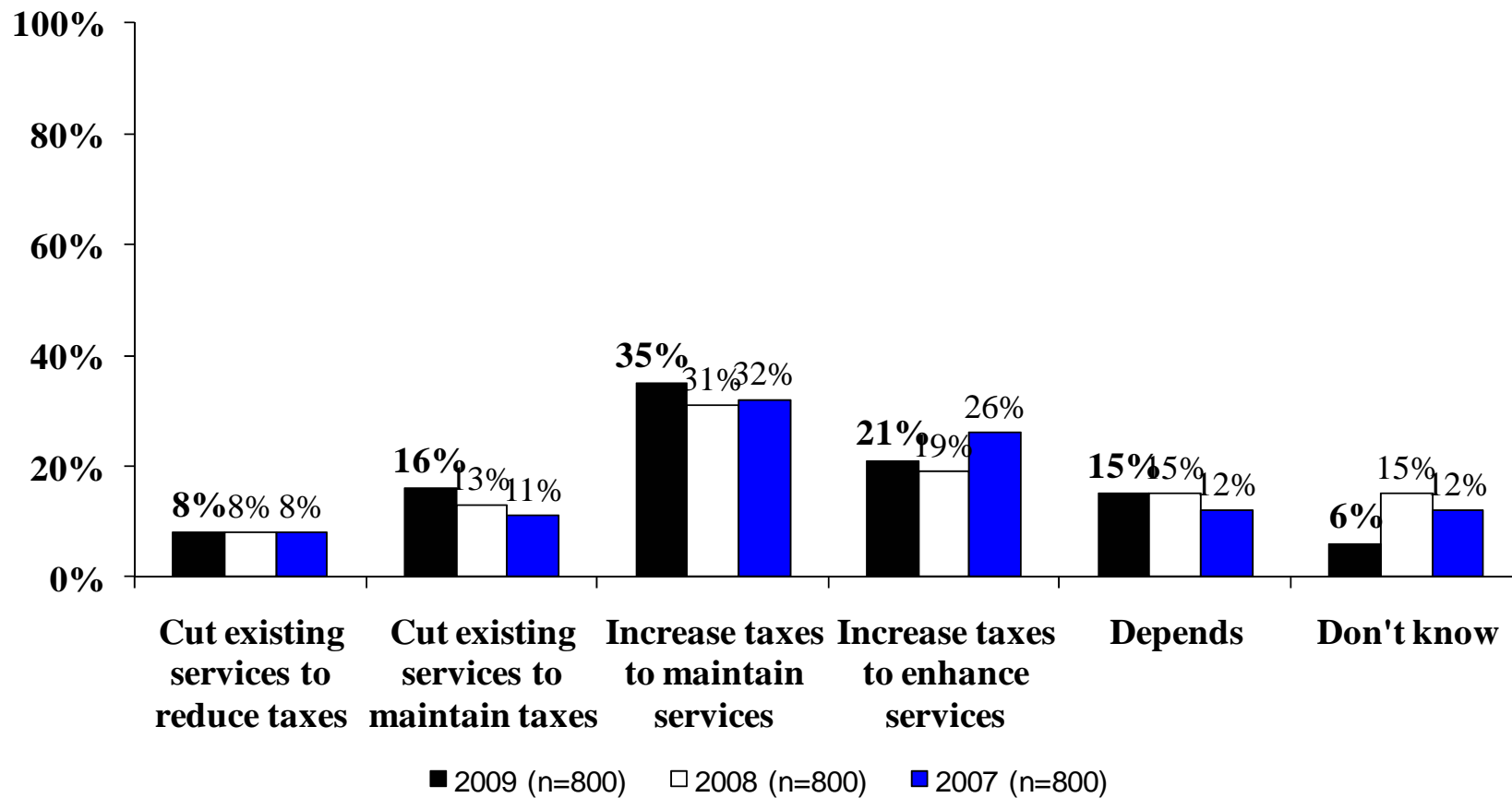


Areas Which Funding Should be Reduced or Services Decreased

- ◆ Large proportions of respondents remarked there were no areas in which funding should be reduced (16%) or they were uncertain as to which areas should be considered (54%).
- ◆ However:
 - 4% felt Mayor's/Councilor's salaries or expenses could be reduced; and
 - 4% felt funding for arts and culture activities could be reduced.



Tax Strategies to Balance Budget





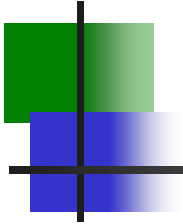
Strategies to Generate Additional Revenue

- ◆ Respondents were most likely to support a combination of property tax and user fee increases to generate additional revenue (47%).
- ◆ Respondents stated they would least support an increase in property taxes (alone) to generate additional revenue (55%).



Summary

- ◆ 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 or decreased, with few services reporting an increase in respondent satisfaction.
- ◆ In terms of service priorities and improvements, 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. However, most residents maintain a positive opinion about the City of Edmonton and the services provided.



Questions?