



**Budget 2014 Citizen Telephone Survey  
Summary of Findings Report  
November 25, 2013**



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## SUMMARY OF FINDINGS

In Fall 2013, The City of Edmonton commissioned Banister Research & Consulting Inc. (Banister Research) to conduct the telephone portion of the City of Edmonton Budget 2014 Citizen Telephone Survey. The City also administered a web-based survey for citizens on the same topic.

The primary purpose of this research was to assess the views of City of Edmonton (“the City”) residents concerning the budgetary planning process and satisfaction with City services. In total, 400 randomly selected City of Edmonton residents completed the survey, providing a margin of error of  $\pm 4.9\%$  at the 95% confidence level or 19 times out of 20

The following summary outlines the key findings from the City of Edmonton Budget 2014 Citizen Telephone Survey.

### Likelihood to recommend Edmonton

To begin, respondents were asked to indicate the likelihood of recommending Edmonton as a City to live, work and visit;

- A large majority “probably” or “definitely” would recommend Edmonton for all three: Live (92%), Work (96%) and Visit (87%).

### Budget Funding Priorities

Citizens were asked to rate how they would prioritize funding a large spectrum of City services;

- For each category, a large majority of respondents wanted to either increase funding or keep funding the same;
- Services where at least half of respondents wanted to see an increase in funding included: road maintenance, both in the summer (66%) and winter (64%); police (57%); neighbourhood renewal (52%) and public transit (50%);
- Services where the largest percentage of respondents supported a decrease in funding included: corporate support (15%); active transportation (13%); planning, housing and buildings (11%) and economic development (10%).

### **Satisfaction with City Services**

Citizens were asked to rate how they would prioritize funding a large spectrum of City services;

- A large majority of respondents (87%) indicated they were somewhat or very satisfied with the quality of City services;
- Sixty-three percent (63%) of respondents indicated that they thought something could be done to improve service quality. Top responses included better road maintenance (21%) and better budgeting or use of funds (18%);
- A majority of respondents (61%) indicated that they believe the quality of City services has remained the same over the last 12 months, while 21% believe quality has improved, while 15% believe quality has declined;
- Respondents were asked to rate the value they received for their tax dollars. Forty-eight percent (48%) of respondents indicated they received “good” (34%), “very good” (10%) or “excellent” (5%) value;
- In contrast, 47% of respondents provided a rating of “fair” (29%) or “poor” (18%) value.

### **Support for Financial Strategies**

Respondents were asked to indicate their level of support for different strategies for the City to mitigate rising costs while providing services. No option received a large percentage of support;

- The most supported strategies were increasing user fees (32%), or a combination of increasing user fees & property tax (21%);
- The options with the most opposition were: cutting service levels to reduce taxes (69%), cutting service levels to maintain taxes (67%), cutting service levels & making a small increase in user fees (57%) and solely increasing property taxes (55%).

## **1.0 STUDY BACKGROUND**

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In Fall 2013, The City of Edmonton commissioned Banister Research & Consulting Inc. (Banister Research) to conduct the telephone portion of the City of Edmonton Budget 2014 Citizen Telephone Survey. The City also administered a web-based survey for citizens on the same topic.

The primary purpose of this research was to assess the views of City of Edmonton (“the City”) residents concerning the budgetary planning process and satisfaction with City services. In total, 400 randomly selected City of Edmonton residents completed the survey. This report outlines the results of the City of Edmonton Budget 2014 Citizen Telephone Survey.

## **2.0 METHODOLOGY**

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All components of the project were designed and executed in close consultation with the 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 project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

The 2013 survey instrument was based on the 2012 version which the City of Edmonton administered online. The survey was largely quantitative but included one qualitative question to solicit more in-depth feedback. Once the Client vetted the draft survey instrument, revisions were made and the questionnaire was finalized. A copy of the final questionnaire is provided in Appendix A.

## **2.2 Survey Population and Data Collection**

A general population telephone sample was purchased, from which potential participants were contacted and recruited to complete the survey. Due to the design and general population sample of this survey, results are statistically representative.

Surveys were completed with City of Edmonton residents from November 1<sup>st</sup> to November 12<sup>th</sup>, 2013. Over that time, a total of 400 surveys were completed, providing a margin of error of  $\pm 4.9\%$  at the 95% confidence level or 19 times out of 20.

## **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 topline PowerPoint report of the findings for closed-ended questions was provided to the Client. After the surveys were completed and verified, the lead consultant reviewed the list of 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 into 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., 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 City of Edmonton 2014 Citizen Telephone Survey 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.

A profile of the characteristics of respondents is provided in Section 3.5 of this report.

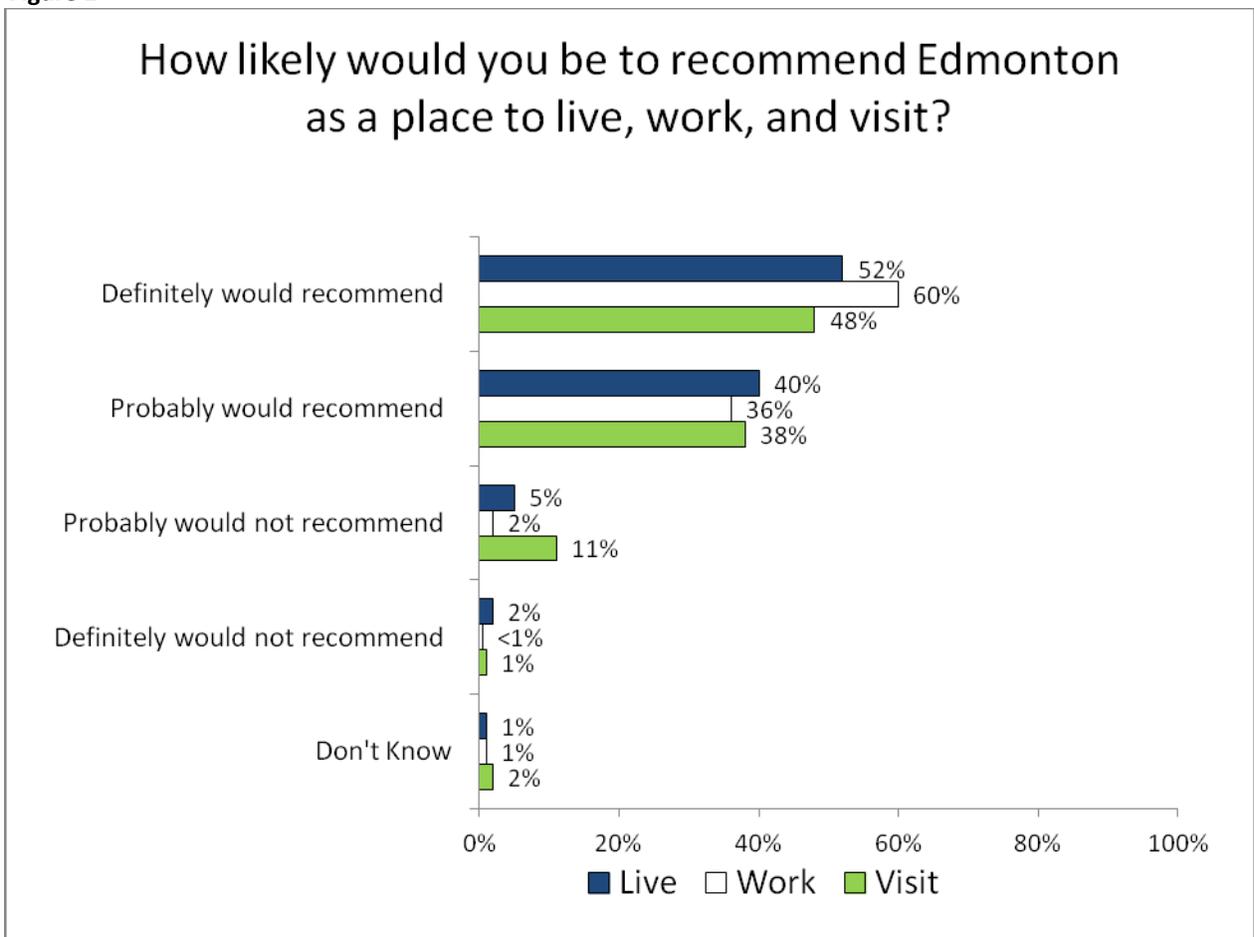
### 3.0 STUDY FINDINGS

Results of the study are presented as they relate to the specific topic areas addressed by the survey. The reader should note, when reading the report that the term significant refers to “statistical significance” at a 95% confidence interval, and is not to be interpreted as an indicator of order or magnitude.

#### 3.1 Likelihood to Recommend Edmonton

To begin, respondents were asked to indicate the likelihood of recommending Edmonton as a City to live, work and visit. A large majority “probably” or “definitely” would recommend Edmonton for all three: Live (92%), Work (96%) and Visit (87%). See Figure 1, below.

Figure 1



Respondent subgroups significantly more likely to have reported that **they “definitely” or “probably” would recommend Edmonton as a place to live** included:

- Those who were satisfied, overall, with the quality of services provided by the City of Edmonton (94%) versus those who were dissatisfied (79%);
- Those who felt that, over the past 12 months, the quality of services provided by the City of Edmonton had improved (95%) or remained the same (93%) versus those who felt that the quality had worsened (85%);
- Those who felt that the value they receive for their property taxes is “excellent”/ “very good” (100%) or “good” (95%) versus those who felt that the value they receive is “fair” or “poor” (88%);
- Those who support a combination of cutting service levels and making a small increase in taxes and user fees (99%) versus those who do not (91%); and
- Those who have lived in Edmonton for between 6 and 15 years (100%) versus those who have lived in Edmonton for 16 years or more (91%).

Respondent subgroups significantly more likely to have reported that **they “definitely” or “probably” would recommend Edmonton as a place to work** included:

- Those aged 45 to 64 (98%) versus those aged 65 and older (93%); and
- Those who felt that, over the past 12 months, the quality of services provided by the City of Edmonton had improved (99%) or remained the same (97%) versus those who felt that the quality had worsened (90%).

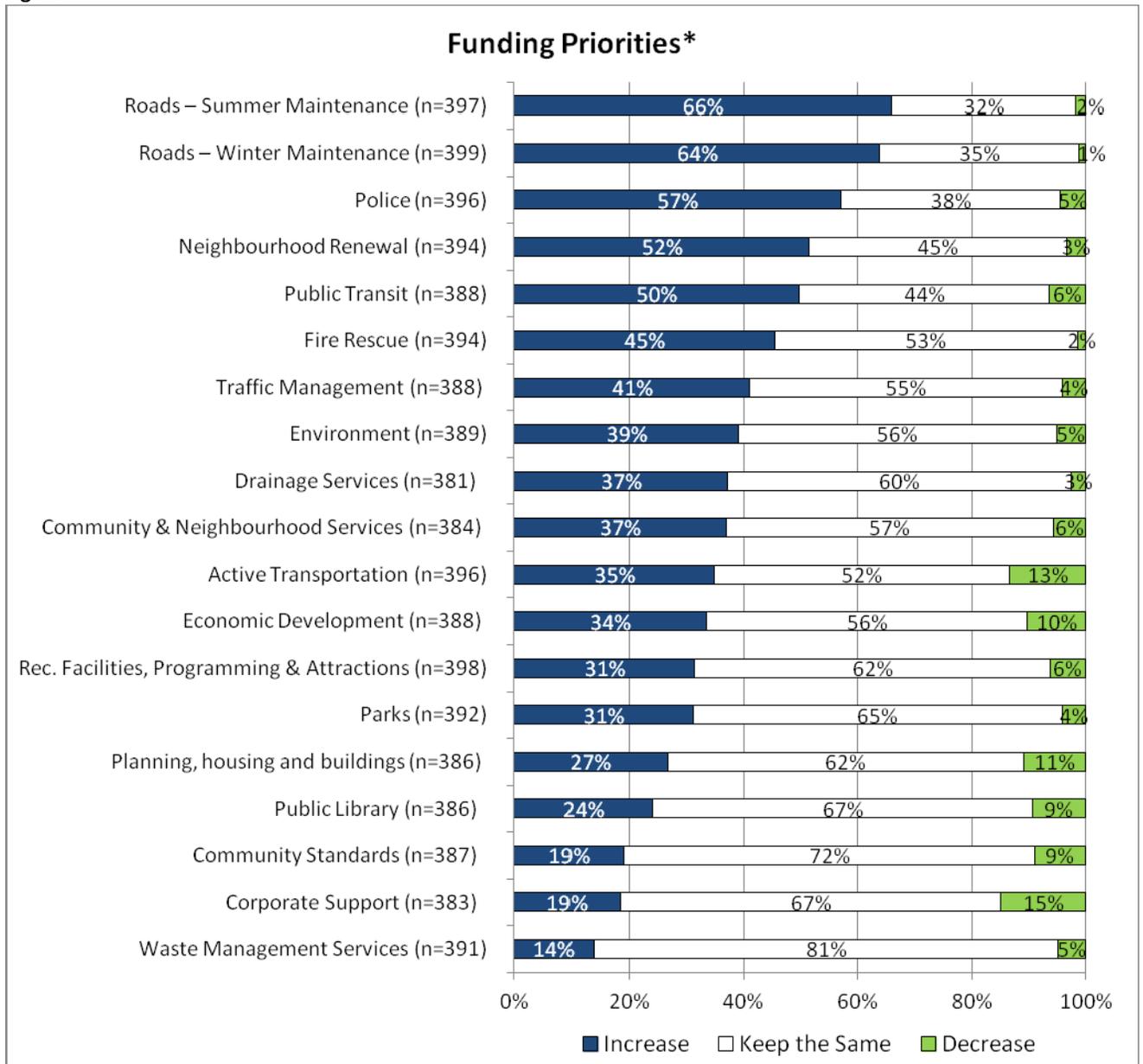
Respondent subgroups significantly more likely to have reported that **they “definitely” or “probably” would recommend Edmonton as a place to visit** included:

- Females (91%) versus males (83%);
- Those aged 45 to 64 (89%) or 65 and older (93%) versus those aged 31 to 44 (75%);
- Those who felt that, over the past 12 months, the quality of services provided by the City of Edmonton had remained the same (90%) versus those who felt that the quality had worsened (78%);
- Those who oppose cutting existing services to reduce taxes (88%) versus those who support cutting existing services (74%); and
- Those whose household income in 2012 was between \$50,000 and less than \$100,000 (93%) versus those whose income was between \$100,000 and less than \$150,000 (82%) or \$150,000 or greater (81%).

### 3.2 City Service Funding Priorities

Respondents were then asked to rate how they would prioritize funding a wide range of City services. For many services, a large majority of respondents wanted to either increase funding or keep funding the same. Road maintenance, both in the summer (66%) and winter (64%), as well as police (57%) were services where respondents most often wanted to increase funding. See Figure 2, below.

Figure 2



\*Don't Know/Refuse has been excluded

### **Overarching Sub-Segment Trends:**

#### **Gender**

Males were significantly more likely to suggest **increasing funding** for City recreation facilities and programming and attractions.

Males were significantly more likely to suggest **keeping funding the same** for fire rescue, while they were also more likely to suggest decreasing funding for the following:

- Active transportation;
- Neighborhood renewal;
- The environment;
- Public transit; and
- Traffic management.
- Police services.

Conversely, females were significantly more likely to suggest **increasing funding** for the following:

- Community and neighborhood services;
- Fire rescue;
- Police services; and
- Community standards.

Females were also significantly more likely to suggest **keeping funding the same** for parks for City recreation facilities and programming and attractions.

#### **Age**

Those aged 31 to 44 tended to be significantly more likely to suggest **increasing funding** for City recreation facilities and programming and attractions and winter road maintenance (versus those aged 45 and older, who were more likely to suggest keeping funding the same).

Those aged 31 to 64 were more likely to suggest **increasing funding** for the following:

- Active transportation; and
- Public transit.

Those aged 65 and older tended to be significantly more likely to suggest **decreasing funding** for waste management services.

## Household

Those who have lived in Edmonton for between 6 and 15 years were significantly more likely to support **increasing funding** for the following services:

- Planning, housing, and buildings;
- Public transit (those who supported keeping funding the same were more likely to have lived in Edmonton for 16 years or more); and
- Economic development (those who supported keeping funding the same were more likely to have lived in Edmonton for 16 years or more).

Those who rent as opposed to owning their residence were significantly more likely to support **increasing funding** for the following services:

- Planning, housing, and buildings (those who supported keeping funding the same were more likely to own);
- Environment (those who supported keeping funding the same were more likely to own); and
- Corporate support;
- Waste management services (those who supported keeping funding the same were more likely to own).

Those who own their residence were likely to support **keeping funding the same** for community and neighborhood services were more likely to own their residence, while those who rent were likely to support **keeping funding the same** for public transit.

## Satisfaction with Edmonton as a Place to Live and Quality of City Services

Those who suggested decreasing funding in the following areas were significantly more likely to have been dissatisfied with the overall quality of services provided by the City:

- City recreation facilities and programming and attractions;
- Active transportation;
- The environment;
- Public transit;
- Corporate support;
- Traffic management;
- Community and neighborhood services;
- Public libraries;
- Waste management; and

- Community standards.

Conversely, those who suggested keeping funding the same for the following services were significantly more likely to have felt that the quality of services had improved or remained the same over the past 12 months:

- Fire rescue;
- Police services;
- Corporate support;
- Winter road maintenance; and
- Neighborhood renewal.

Finally, those who suggested increasing funding for the following services were significantly more likely to have felt that the quality of these service areas had worsened over the past 12 months:

- Neighborhood renewal;
- Corporate support;
- Winter road maintenance;
- Police services;
- Fire rescue; and
- Community standards.

### **Perceived Value for Taxes and Support for Tax Alternatives**

Those who suggested increasing funding for the environment or public transit were significantly more likely to have felt that the value they receive for their taxes is “excellent” or “very good,” as opposed to those who felt that the value they receive is “fair” or poor.” Conversely, those who suggested increasing funding for winter road maintenance were more likely to have felt that the value they receive is “fair” or “poor.”

Those who suggested decreasing funding for city recreation facilities and programming and attractions were more likely to have felt that the value they receive for their taxes is “fair” or “poor,” while those who suggested keeping funding the same for the following services were more likely to have felt that the value they receive for their taxes is “excellent,” “very good,” or “good”:

- Summer road maintenance;
- Waste management services; and
- Community standards.

Those who suggested decreasing funding for the following services were significantly more likely to have indicated that they support cutting existing service levels to reduce or maintain current taxes:

- City recreation facilities and programming and attractions;
- Planning, housing, and buildings;
- Active transportation (supporters for decreasing funding were also more likely to support increasing user fees);
- Neighborhood renewal (supporters for decreasing funding or keeping funding the same were also more likely to support increasing user fees);
- Environment;
- Corporate support;
- Traffic management;
- Community and neighborhood services;
- Public libraries;
- Parks;
- Summer road maintenance;
- Waste management services; and
- Community standards.

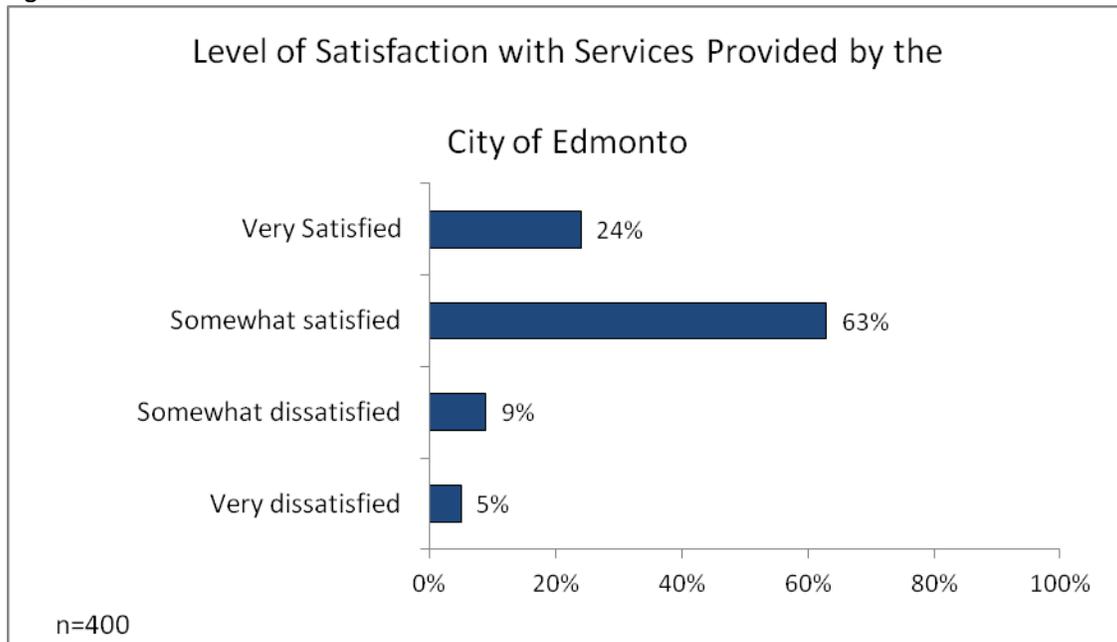
Conversely, those who supported increasing funding for the environment and parks were more likely to oppose increasing user fees. Those who supported increasing funding for planning, housing, and buildings; public transit; and economic development were more likely to support a combination of increasing property taxes and user fees

### 3.3 Satisfaction with City Services

Respondents were then asked a series of questions about their satisfaction with services provided by the City of Edmonton, including whether or not service levels have improved over the last year, perceived value for tax dollars, and where they believe the City could improve.

A large majority of respondents (87%) indicated they were somewhat or very satisfied with the quality of City services. See Figure 3, below.

Figure 3

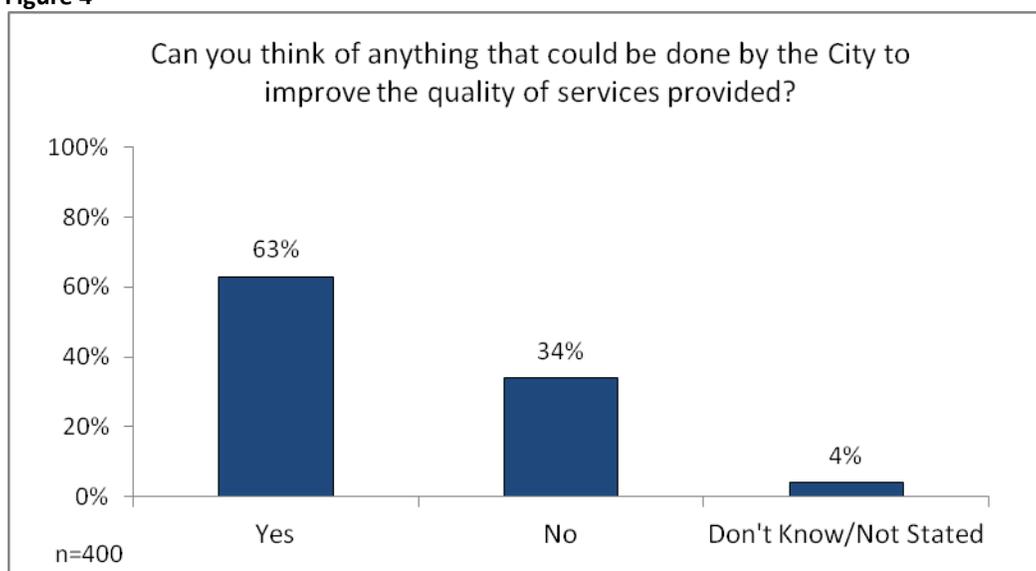


Respondent subgroups significantly more likely to have been **satisfied, overall, with the quality of services provided by the City of Edmonton** included:

- Females (94%) versus males (80%);
- Those who felt that, over the past 12 months, the quality of services provided by the City of Edmonton had improved (91%) or remained the same (91%) versus those who felt that the quality had worsened (60%);
- Those who felt that the value they receive for their property taxes is “excellent”/ “very good” (95%) or “good” (96%) versus those who felt that the value is “fair” or “poor” (76%);
- Those who support a combination of increasing property taxes and user fees (94%) versus those who do not (85%); and
- Those who rent their home (98%) versus those who own their home (85%).

Over 60% of respondents (63%) indicated they thought something could be done to improve service quality. See Figure 4, below, as well as Table 1, also below, for the top responses of those who indicated that something could be done to improve services. These included better road maintenance (21%) and better budgeting or use of funds (18%).

**Figure 4**



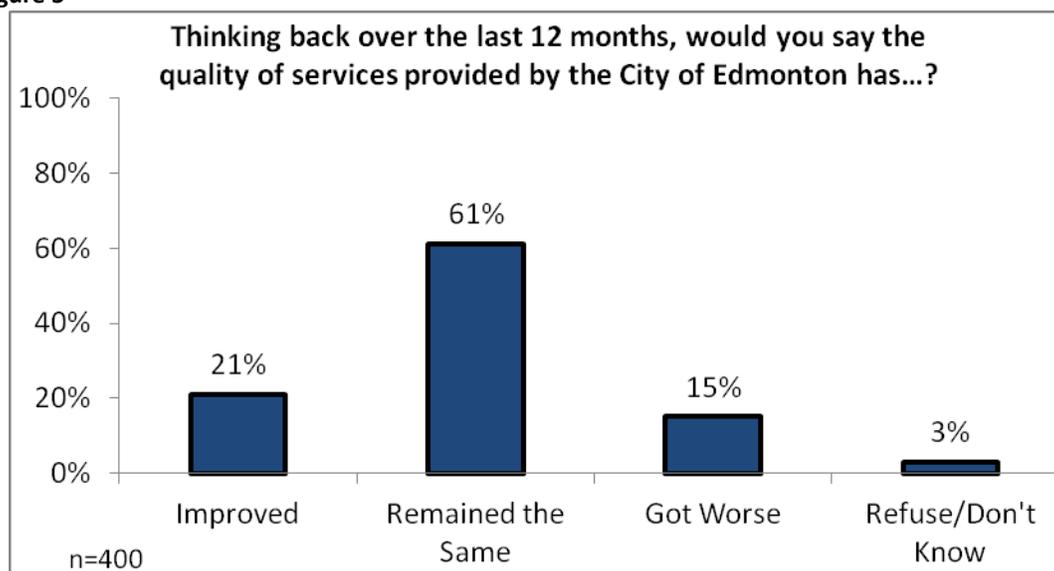
**Table 1**

Can you think of anything that could be done by the City to improve the quality of services provided?	
Base: Respondents who answered "yes"	Percent of Respondents* (n=251)
Better road maintenance/repair/planning	21
Better budgeting/spending/use of funds	18
Better planning/long-term visioning	12
Improve public transit/expansion (including LRT)	11
Better use of resources/staff/efficient organization (in general)	10
Improve snow removal services (in general)	10
Improve police/emergency services	7
More communication/engagement/consultation/transparency	7
Improve city services (in general)	7
<b>Other</b>	<b>43</b>

\*Multiple responses

Sixty-one percent (61%) indicated that they believe the quality of City services has remained the same over the last 12 months. Twenty-one percent (21%) believe quality has improved, while 15% believe it has declined. See Figure 5, below.

Figure 5



Respondent subgroups significantly more likely to have said that **the quality of services provided by the City of Edmonton has improved** included:

- Those who felt that the value they receive for their property taxes is “excellent”/ “very good” (37%) versus those who felt that the value they receive is “good” (22%) or “fair” or “poor” (14%);
- Those who support increasing property taxes (35%) versus those who do not (18%);
- Those who support a combination of cutting service levels and making a small increase in taxes and user fees (34%) versus those who do not (18%); and
- Those who have lived in Edmonton for 6 to 15 years (42%) versus those who have lived in Edmonton for 16 years or more (18%).

Respondent subgroups significantly more likely to have said that **the quality of services provided by the City of Edmonton has remained the same** included:

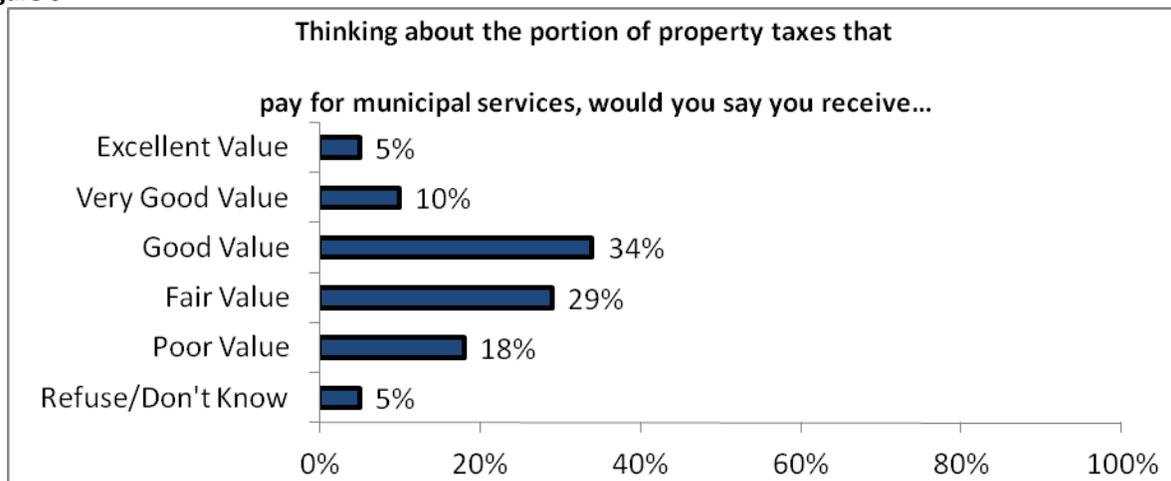
- Those who were satisfied, overall, with the quality of services provided by the City of Edmonton (64%) versus those who were dissatisfied (42%);
- Those who have lived in Edmonton for 16 years or more (63%) versus those who have lived in Edmonton for 6 to 15 years (49%); and
- Those whose household income in 2012 was between \$100,000 and less than \$150,000 (70%) versus those whose income was between \$50,000 and less than \$100,000 (53%).

Respondent subgroups significantly more likely to have said that **the quality of services provided by the City of Edmonton has worsened** included:

- Those aged 65 and older (20%) versus those aged 45 to 64 (10%);
- Those who were dissatisfied, overall, with the quality of services provided by the City of Edmonton (43%) versus those who were satisfied (10%);
- Those who felt that the value they receive for their property taxes is “fair” or “poor” (22%) versus those who felt that the value they receive is “excellent”/ “very good” (3%) or “good” (11%); and
- Those who have lived in Edmonton for 16 years or more (16%) versus those who have lived in Edmonton for 6 to 15 years (4%).

Next, respondents were asked to rate the value they received for their tax dollars. Nearly half (48%) of respondents indicated they received “good” (34%), “very good” (10%) or “excellent” (5%) value. In contrast, 47% of respondents provided a rating of “fair” (29%) or “poor” (18%). See Figure 6, below.

Figure 6



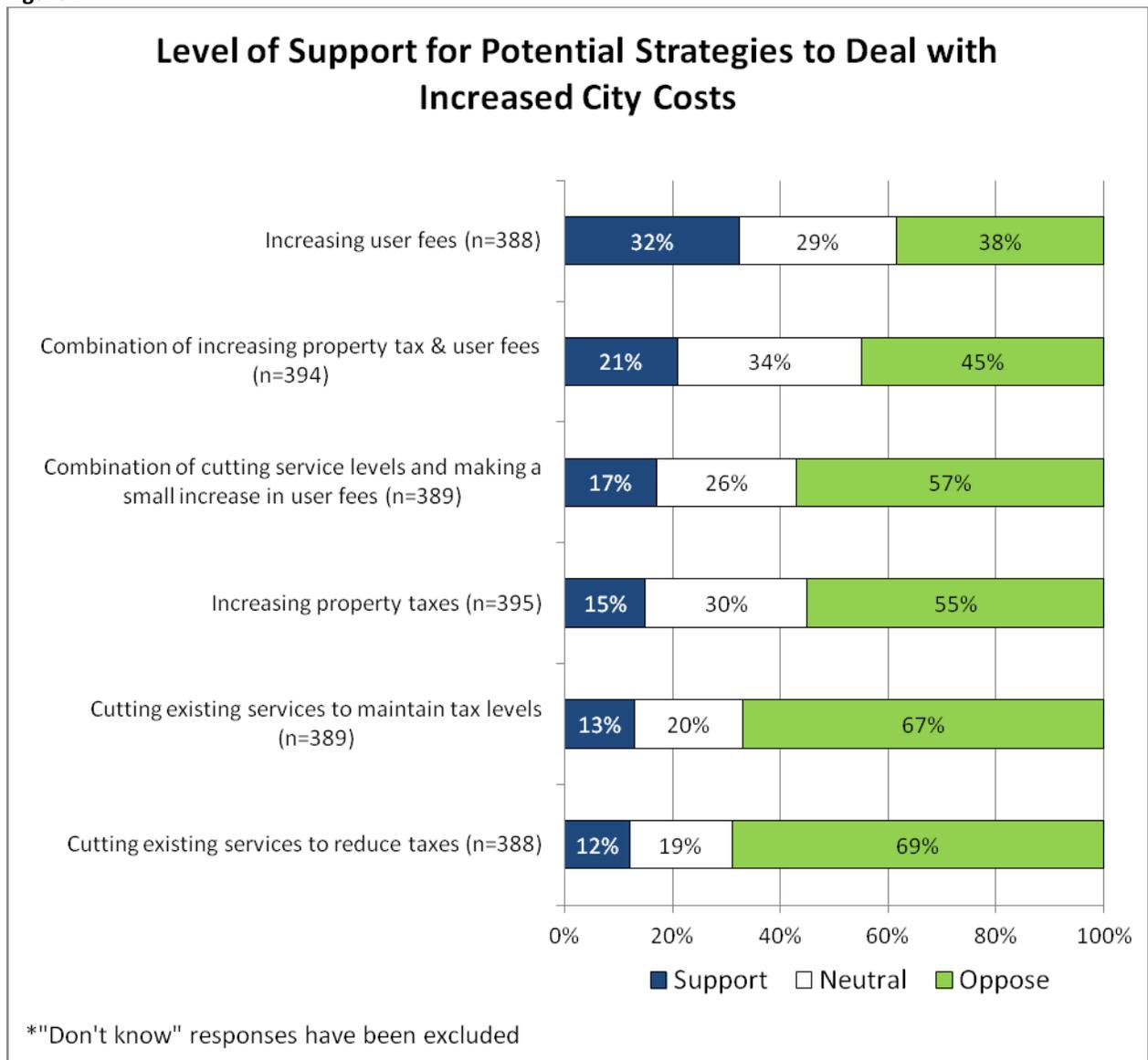
Respondent subgroups significantly more likely to have reported that the value they receive for the portion of property taxes dedicated to municipal services is “excellent,” “very good,” or “good” included:

- Those who were satisfied, overall, with the quality of services provided by the City of Edmonton (53%) versus those who were dissatisfied (15%);
- Those who felt that, over the past 12 months, the quality of services provided by the City of Edmonton had improved (62%) or remained the same (48%) versus those who felt that the quality had worsened (29%);
- Those who support increasing property taxes (71%) versus those who do not (45%);
- Those who support a combination of increasing property taxes and user fees (68%) versus those who do not (44%); and
- Those whose household income in 2012 was between \$100,000 and less than \$150,000 (56%) versus those whose income was less than \$50,000 (40%).

### 3.4 Support for Financial Strategies

Next, respondents were asked to indicate their level of support for different strategies for the City to mitigate rising costs while providing services. No option received a large percentage of support; though increasing user fees was the most popular, at 32%. Conversely, the options of cutting service levels to either maintain or to reduce taxes had the most opposition: 67% and 69% respectively. See Figure 7, below.

Figure 7



Respondent subgroups significantly more likely to support **increasing property taxes** included:

- Those who felt that, over the past 12 months, the quality of services provided by the City of Edmonton had improved (24%) versus those who felt that the quality had remained the same (12%);
- Those who felt that the value they receive for their property taxes is “excellent”/ “very good” (32%) or “good” (16%) versus those who felt that the value they receive is “fair” or “poor” (8%);
- Those who support increasing user fees (23%) versus those who do not (11%);
- Those who oppose cutting existing services to reduce taxes (16%) versus those who support cutting services to reduce taxes (4%); and
- Those who support a combination of increasing property taxes and user fees (35%) versus those who do not (9%).

Respondent subgroups significantly more likely to support **increasing user fees** included:

- Those who support increasing property taxes (50%) versus those who do not (29%);
- Those who support a combination of increasing property taxes and user fees (66%) versus those who do not (22%);
- Those who support a combination of cutting service levels and making a small increase in taxes and user fees (46%) versus those who do not (29%); and
- Those whose household income in 2012 was \$150,000 or greater (54%) versus those whose income was less than \$50,000 (24%), between \$50,000 and less than \$100,000 (27%), or between \$100,000 and less than \$150,000 (35%).

Respondent subgroups significantly more likely to support **cutting exiting service levels to maintain current levels** included:

- Males (16%) versus females (9%);
- Those who felt that the value they receive for their property taxes is “good” (16%) or “fair”/”poor” (14%) versus those who felt that the value they receive is “excellent”/ “very good” (2%);
- Those who support cutting existing services to reduce taxes (54%) versus those who do not (7%); and
- Those who support a combination of cutting service levels and making a small increase in taxes and user fees (29%) versus those who do not (9%).

Respondent subgroups significantly more likely to support **cutting existing services to reduce taxes** included:

- Those who felt that the value they receive for their property taxes is “good” (13%) or “fair”/”poor” (14%) versus those who felt that the value they receive is “excellent”/ “very good” (3%);
- Those who oppose increasing property taxes (13%) versus those who support increasing property taxes (3%);

- Those who support cutting existing service levels to maintain current taxes (51%) versus those who do not (6%);
- Those who oppose a combination of increasing property tax and user fees (14%) versus those who support a combination of increasing property taxes and user fees (5%); and
- Those who support a combination of cutting service levels and making a small increase in taxes and user fees (22%) versus those who do not (10%).

Respondent subgroups significantly more likely to support **a combination of increasing property taxes and user fees** included:

- Those who were satisfied, overall, with the quality of services provided by the City of Edmonton (23%) versus those who were dissatisfied (9%);
- Those who felt that the value they receive for their property taxes is “excellent”/ “very good” (34%) or “good” (28%) versus those who felt that the value they receive is “fair” or “poor” (13%);
- Those who support increasing property taxes (50%) versus those who do not (16%);
- Those who support increasing user fees (44%) versus those who do not (11%);
- Those who oppose cutting existing services to reduce taxes (23%) versus those who support cutting services to reduce taxes (9%);
- Those who support a combination of cutting service levels and making a small increase in taxes and user fees (31%) versus those who do not (19%); and
- Those whose household income in 2012 was between \$100,000 and less than \$150,000 (29%) versus those whose income was less than \$50,000 (13%).

Respondent subgroups significantly more likely to support **a combination of cutting service levels and making a small increase in taxes and user fees** included:

- Those who felt that, over the past 12 months, the quality of services provided by the City of Edmonton had improved (26%) versus those who felt that the quality had remained the same (14%) or worsened (10%);
- Those who support increasing user fees (24%) versus those who do not (13%);
- Those who support cutting existing service levels to maintain current taxes (39%) versus those who do not (13%);
- Those who support cutting existing services to reduce taxes (30%) versus those who do not (15%);
- Those who support a combination of increasing property taxes and user fees (24%) versus those who do not (15%); and
- Those who rent (28%) versus those who own (14%).

### 3.5 Demographics

Table 2, below, provides the demographic profile of the respondents surveyed.

**Table 2**

<b>Demographic Profile of Survey Respondents</b>	
	<b>Percent of Respondents (n=400)</b>
18 to 34 years old	6
35 to 44 years old	12
45 to 65 years old	46
65 years and older	34
Don't know/refuse	3
<b>Mean age</b>	<b>58.2 years</b>
<b>Time living in Edmonton</b>	
5 years or less	3
6 to 10 years	7
11 to 15 years	7
16 to 20 years	8
21 to 25 years	6
More than 25 years	70
<b>Home Ownership</b>	
Own	84
Rent	15
Not stated	1
<b>Work for the City of Edmonton</b>	
Yes	4
No	96
<b>Income for 2012</b>	
Less than \$25,000	7
\$25,000 to less than \$50,000	16
\$50,000 to less than \$75,000	17
\$75,000 to less than \$100,000	14
\$100,000 to less than \$125,000	13
\$125,000 to less than \$150,000	9
\$150,000 to less than \$175,000	4
\$175,000 to less than \$200,000	2
\$200,000 or more	6

## **Appendix A: Survey Instrument**

## **BUDGET 2014 - CITY OF EDMONTON**

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### ***CITIZEN PHONE SURVEY – CIVIC SERVICES AND BUDGET***

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#### **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 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 and the City Budget

- 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. **CHECK WARD QUOTAS:**

1. Ward 1
2. Ward 2
3. Ward 3
4. Ward 4
5. Ward 5
6. Ward 6
7. Ward 7
8. Ward 8
9. Ward 9
10. Ward 10
11. Ward 11
12. Ward 12

- C. **RECORD GENDER: WATCH QUOTAS**

1. Male
2. Female

- D. In what year were you born?

\_\_\_\_\_ **RECORD YEAR**  
F5. (Refused)

## **LIKELIHOOD TO RECOMMEND**

1. To begin the survey, how likely would you be to recommend Edmonton as a place [insert item from below] using a scale definitely would not recommend, probably would not recommend, probably would recommend and definitely would recommend? (**Read list**)
  1. Definitely would NOT recommend
  2. Probably would NOT recommend
  3. Probably would recommend
  4. Definitely would recommend
  - F5. Don't know/not stated
  - a. To live
  - b. To work
  - c. To visit

## **SATISFACTION WITH CITY SERVICES**

2. Thinking about the specific services provided by the City of Edmonton, I would like to talk to you about City spending for each area, would you increase funding of the service, decrease funding of the service or keep the funding the same for. (**Read list. Randomly rotate**)
  1. Increase funding
  2. Decrease funding
  3. Keep the funding the same
  - F5. (Don't know/not stated)
  - a) **City recreation facilities and programming and attractions** [PAT Response: community facilities, recreation centres, pools, arenas, golf courses, recreation programs and camps, the Valley Zoo, the Muttart Conservatory, Fort Edmonton Park, etc.]
  - b) **Planning, housing and buildings** [PAT Response: urban planning, housing services, land management, zoning, building permits and licensing, safety codes, assessment and site servicing]
  - c) **Active transportation** [PAT Response: infrastructure and facilities that support Active Transportation including sidewalks, curb ramps, shared pathways, marked bicycle lanes and shared use lanes]
  - d) **Neighbourhood renewal** [PAT Response: reconstruction or upgrades of roads, sidewalks, and street lights in mature communities, and other infrastructure revitalization in older neighbourhoods]
  - e) **Environment** [PAT Response: preservation and sustainability strategy, natural areas protection, biodiversity]
  - f) **Public Transit** [PAT Response: Buses, LRT, DATS, LRT expansion, security, transit stations and centres]
  - g) **Economic Development** [PAT Response: economic diversification strategy, EEDC, Edmonton Tourism, Shaw Conference Centre, Edmonton Film Commission, Edmonton Research Park, workforce/labour strategy, TEC Edmonton partnership]

- h) **Corporate Support** [PAT Response: Customer info services – 311 and the website, Information technology, human resources, legal branch, fleet services, communications]
- i) **Drainage Services – Utility** [PAT Response: sanitary sewer systems, land drainage and storm water management, tunneling lot grading, design and construction, emergency repairs, environmental planning]
- j) **Traffic Management** [PAT Response: traffic safety, traffic operations, signals and street lighting]
- k) **Community and Neighbourhood Services** [PAT Response: family and community support services, graffiti management, grant management, partnerships and boards and commissions – homelessness, TELUS Space and Science Centre, REACH, Great Neighbourhoods]
- l) **Public Library** [PAT Response: digital and physical collections, 17 community locations, inter-library loans, reference services and public computers]
- m) **Roads – Winter Maintenance** [PAT Response: snow clearing and ice control]
- n) **Parks** [PAT Response: playgrounds, sports fields, river valley trails, forestry, pest management, parks maintenance, horticulture, parks planning, natural areas acquisition]
- o) **Roads – Summer Maintenance** [PAT Response: pothole repair, design and construction, transportation planning]
- p) **Police Services** [PAT Response: community policing, crime prevention, victim support, traffic and vehicles, special crime units and initiatives]
- q) **Waste Management Services – Utility** [PAT Response: garbage collection, eco stations and recycling operations, composting, Waste Management Centre, biofuels partnership]
- r) **Fire Rescue** [PAT Response: fire suppression, medical response, public safety and investigations, fire prevention & education, environmental emergency response, training and dispatch]
- s) **Community Standards** [PAT Response: animal care, bylaw complaints and investigation]

## **SERVICES AND TAXES**

3. Generally speaking, how would you rate your level of satisfaction overall with the quality of services provided by the City of Edmonton. (**Read list. Randomly rotate**)
1. Very dissatisfied
  2. Somewhat dissatisfied
  3. Somewhat satisfied
  4. Very satisfied
4. In your opinion, can you think of anything that could be done by the City to improve the quality of services provided?
1. Yes: specify \_\_\_\_\_
  2. No
  - F5 Don't know (DO NOT READ)
5. 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. Improved
  2. Remained about the same
  3. Got worse
  - F5. (Don't know/not stated)

## **PROPERTY TAXES**

6. For a typical Edmonton home, valued at \$364,000, the 2013 property tax that goes to the City was about \$1,924 per year or \$160 per month. That's after 35% of each homeowner's property taxes goes to the province for education tax. 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)
7. The services provided by the City of Edmonton are funded through several revenue sources, but the City can only control property taxes and fees. The City has reduced costs by \$168 million over the past 4 years due to efficiency measures. But the cost of delivering City services has increased due to the need to expand services to a growing population and growing area, and due to inflation (mainly for labour and materials).

I'm going to read 6 options as potential ways to deal with increased costs to pay for City services. Using a scale of 1 to 5, where 1 means "strongly oppose" and 5 means "strongly support," please indicate your level of support for each of the following options:

1. Strongly oppose
2. ...
3. ...
4. ...
5. Strongly support
- F5. (Don't know/not stated)

1. Increasing property taxes
2. Increasing user fees
3. Cutting existing service levels to maintain current taxes
4. Cutting existing services to reduce taxes
5. Combination of increasing property tax and user fees
6. Combination of cutting service levels and making a small increase in taxes and user fees.
- 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. Approximately how long have you lived in the City of Edmonton?

1. Less than 5 years
2. 6 to 10 years
3. 11 to 15 years
4. 16 to 20 years
5. 21 to 25 years
6. More than 25 years
- F5. (Not stated)

D2. Do you own or rent your home?

1. Own home
2. Rent home
- F5. (Not stated)

D3. Do you work for the City of Edmonton?

1. Yes
2. No
- F5 (Not stated)

D4. Into which of the following categories would you place your total household income before taxes for last year that is for 2012? (**Read list**)

1. Less than \$25,000
  2. \$25,000 to less than \$50,000
  3. \$50,000 to less than \$75,000
  4. \$75,000 to less than \$100,000
  5. \$100,000 to less than \$125,000
  6. \$125,000 to less than \$150,000
  7. \$150,000 to less than \$175,000
  8. \$175,000 to less than \$200,000
  9. \$200,000 or more
- 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.***