Insight
Community Mixed Topic Survey
August 2018 Results
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BACKGROUND

The Edmonton Insight Community is a panel of over 9,000 Edmontonians (August 2018) who provide feedback to help City of Edmonton Council and administration make decisions. The Insight Community is managed by the Corporate Research Unit at the City of Edmonton. Corporate Research advises on, plans, executes, and reports on research for almost every administrative area of the City.

Every month, the Corporate Research Unit works with other City of Edmonton departments to develop a Mixed Topic Survey. Each Mixed Topic is composed of a variety of short surveys that help different departments make decisions using public feedback. We compile these topics into a single survey to reduce the amount of times we ask Insight Members for input and avoid overwhelming them.

The following topics were covered on the August 2018 Mixed Topic Survey:

- Recreation Facilities and Outdoor Pools
- Transit Fare Policy Principles
- Light Efficient Community Guidelines
- Busking Guidelines

METHODOLOGY

The survey was hosted on the Edmonton Insight Community website and a link to the survey was posted on edmonton.ca/surveys. The survey was conducted online from August 14 to 21, 2018 and was completed by 2,639 Insight Community Members and 22 individuals who anonymously accessed the survey link. As a non-random online survey, a margin of error is not reported for these results. However, if a probability sample had been used results for a random sample of 2,639 it would be accurate ± 1.9 percentage points, 19 times out of 20.

RESULTS SUMMARY

Recreation Facilities and Outdoor Pools

The City asked for information regarding recreation facilities and outdoor pools. In 2018, 44% of Insight Community Members visited a City of Edmonton recreation facility, and 15% had visited a City of Edmonton outdoor pool. The Queen Elizabeth Outdoor Pool was the most popular outdoor pool and was visited by 6% of Members in 2018. The Borden Natural Swimming Pool, which opened in July, has already been visited by 4% of the Insight Community.

Transit Fare Policy Principles

Edmonton Transit Service has been developing a new Fare Policy to guide how transit fares are set. In an effort to make the policy more accessible, the Insight Community was asked whether the draft Fare Policy
Principles were easy to understand. A majority of Members stated that all four principles were easy to understand. The *Frequent User Discounts* principle was understood by the most Insight Community members (91%), followed by the *Affordable* principle (86%), *Balanced Cost Recovery Rate* principle (79%), and *Fairness* principle (57%). For those who struggled to understand the *Fairness* principle, the most common issue surrounded how it would be determined that trips may or may not be “similar in nature” when calculating fare amounts.

**Light-Efficient Community Guidelines**

The City asked for feedback regarding Light-Efficient Community Guidelines, which provide direction on energy use, greenhouse gas emissions, and light pollution associated with lighting. 47% of Insight Community members agreed that the City of Edmonton should be aiming to set the bar higher for Light-Efficient Community Guidelines than other cities or jurisdictions in Canada and internationally.

**Busking Guidelines**

We asked for feedback regarding busking and street performing guidelines. Insight Community members were supportive of the proposed busking guidelines, agreeing that busking should take place at least 5 metres from business entrances (65% support), 15 metres from any intersection (57% support), and 10 metres from an alleyway entrance (52% support). Regarding the position of buskers on sidewalks, 68% agreed that buskers should perform on the most interior portion of the sidewalk.
Questions?
E-mail research@edmonton.ca for more information, or visit www.edmonton.ca/surveys

Interested in the Edmonton Insight Community?
Go to www.edmontoninsightcommunity.ca to join or learn more.

Looking for Data?
Visit data.edmonton.ca to find this and other City of Edmonton data on the Open Data Portal.