Insight Community Mixed Topic Survey

November 2018 Results
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BACKGROUND

The Edmonton Insight Community is a panel of over 9,700 Edmontonians (November 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 November 2018 Mixed Topic Survey:

- Customer Oriented Website Enhancements
- Vehicle for Hire
- River Crossing Initiative
- Dynamic Messaging Signs
- River Valley Ice Strategy
- Liquor Store Downtown Opportunity Area
- Funicular
- Stadium LRT Station Redevelopment, Healthy Community Vision for a New Neighbourhood in Heritage Valley, Cannabis Education Survey Opt-Ins

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 November 13 to November 20, 2018 and was completed by 2,181 Insight Community Members and 13 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 2,194 it would be accurate ± 2.09 percentage points, 19 times out of 20.
RESULTS SUMMARY

Customer Oriented Website Enhancements

The City sought feedback from Insight Community Members on the edmonton.ca website. When asked how many times they have accessed edmonton.ca in the past 12 months, 38% responded 1-5 times, 25% responded 5-10 times and 28% responded that they have visited edmonton.ca 10 or more times. 9% of respondents said they never visited edmonton.ca in the last 12 months.

Respondents were then asked what information they were looking for when accessing edmonton.ca:

![Graph showing the last time you accessed edmonton.ca what information were you looking for?]

**ETS fares and schedules**: 37%
**Recreations centres and pools**: 36%
**EcoStations**: 33%
**Attraction or events**: 31%
**Bus Network Redesign**: 27%
**Future of Waste**: 21%
**Jobs applications**: 16%
**Council and Committee meetings**: 14%
**Cannabis rules**: 12%
**Other**: 26%

**None of the above**: 2%

EIC members were then asked to rate their overall experience using edmonton.ca. 60% rated their experience ‘Excellent’ or ‘Very good’.

Respondents were next asked how they find information on websites and how they find information on edmonton.ca:

![Bar chart comparing how they find information on websites and edmonton.ca]

Next, respondents were asked if the information on edmonton.ca is grouped in an intuitive/helpful manner, where 53% said ‘Yes’, 22% said ‘No’ and 25% said ‘I don’t know’.
Lastly, respondents were asked to rate their overall experience with urban planning, development and permits-related content on edmonton.ca. Of those that have used these sections on edmonton.ca, 35% rated their experience Excellent or Very good.

**Vehicle for Hire**

Insight Community members were asked a series of questions regarding Vehicles for Hire. Vehicle for hire means a motor vehicle used or offered for the transportation of at least one passenger in return for compensation from any place within the City to a destination either within or outside of the City. Vehicle for hire can include (A) an accessible taxi; (B) a limousine; (C) a private transportation provider (i.e. Royal Wagon Accessible); (D) a shuttle; (E) a taxi; (F) a transportation network company (i.e. Uber, TappCar). Respondents were asked if they had used any of these types in the last 12 months.

Respondents were then asked who they think is responsible for regulating the licensing procedure and granting license to allow somebody to operate a vehicle for hire. Respondents answered: “The municipal government” (64%), “The provincial government” (35%), “Alberta Motor Association” (4%), “Edmonton Police Service” (3%), and 8% said “I don't know”.

Next, respondents were given a number of checks/conditions and asked which should be part of the vehicle for hire licensing process.
Respondents were then asked to rate their level of agreement with a number of statements regarding some of the parameters of the criminal records check as part of the licensing process.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>A person should be allowed to have a license if he/she was charged by the Edmonton Police Service but not convicted in a court of law of a criminal activity.</td>
<td>52%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Individuals convicted of any crime should not be licensed.</td>
<td>37%</td>
<td>16%</td>
<td>46%</td>
</tr>
<tr>
<td>A person should be allowed to have a license if he/she is convicted for non-motor vehicle related offence.</td>
<td>27%</td>
<td>24%</td>
<td>49%</td>
</tr>
<tr>
<td>A person should be allowed to have a license if he/she is convicted for motor vehicle related offence in their personal life not during work as vehicle for hire</td>
<td>20%</td>
<td>16%</td>
<td>65%</td>
</tr>
</tbody>
</table>

* [Agree = Strongly agree or agree, Disagree= Strongly disagree or disagree]

Insight Community members were then asked their level of agreement with a number of statements of If a person was found convicted or charged of a criminal activity, should a license be granted.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>If the activity happened more than 2 years ago</td>
<td>23%</td>
<td>20%</td>
<td>29%</td>
<td>7%</td>
</tr>
<tr>
<td>If the activity happened more than 5 years</td>
<td>42%</td>
<td>20%</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>If the activity happened more than 10 years ago</td>
<td>60%</td>
<td>16%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>If a person were ever charged of a criminal activity they cannot be granted a license</td>
<td>20%</td>
<td>16%</td>
<td>37%</td>
<td>6%</td>
</tr>
</tbody>
</table>

* [Agree = Strongly agree or agree, Disagree= Strongly disagree or disagree]

River Crossing Initiative

Insight Community Members' were asked a few questions regarding The River Crossing initiative. Respondents were asked to rate the level of importance of a number of “Big Ideas” in regards to the River Crossing initiative. The most important “Big Ideas” as rated Very Important or somewhat important were: Activate the riverfront: Improved river access and Power Plant reuse (74%), Create signature open space (63%) and Simplify roads (62%).

Respondents were then asked their level of support for various city-building outcomes in River Crossing on the understanding that they would increase automobile commute times by 0-3 mins; 55% said they strongly support or somewhat supported this.

Lastly, respondents were asked what uses they would like to see in an activated Rossdale Power Plant. Retail, including small shops and restaurants (66%), Art and culture exhibits / performances (57%) and recreational uses (56%) were the top 3 uses selected.
**Dynamic Messaging Signs**

The City wanted to understand Insight Community Members’ opinions regarding Dynamic message signs. Members were asked if they had seen a number of messages on Dynamic Messages Signs in the past several months:

- **BIG TICKET EVENT - DON'T SPEED:** 84% said they had seen the sign
- **WATCH FOR CYCLISTS - SHARE THE ROAD:** 62% said they had seen the sign
- **DRUNK OR HIGH SAME RULES APPLY:** 51% said they had seen the sign
- **WATCH FOR MOTORBIKES - CHECK YOUR BLIND SPOT:** 35% said they had seen the sign

Respondents that had seen the signs were asked follow up questions about each:

Those that had seen the **BIG TICKET EVENT - DON'T SPEED** were asked if they agreed with the following statement: “This message encouraged me to reduce my speed.” 57% said they strongly or somewhat agree.

Those that had seen the **WATCH FOR MOTORBIKES - CHECK YOUR BLIND SPOT** were asked if they agreed with the following statements: “Seeing this message made me think about motorcyclists while driving.” 77% said they strongly or somewhat agree. “This message encouraged me to check my blind spot more often.” 54% said they strongly or somewhat agree.

Those that had seen the **WATCH FOR CYCLISTS - SHARE THE ROAD** were asked if they agreed with the following statements: “Seeing this message made me more aware of cyclists.” 59% said they strongly or somewhat agree. “This message encouraged me to leave space for cyclists on the road.” 51% said they strongly or somewhat agree.

**River Valley Ice Strategy**

The City wanted to understand Insight Community Members’ opinions regarding The River Valley Ice Strategy. Members were asked their level of importance on a number of key areas:

- “Ice surfaces are environmentally and fiscally sustainable.” (60% Extremely or very important).
- “Ice surfaces and supporting amenities that are accessible and usable by people of all ages and abilities” (58% Extremely or very important).
- “Welcoming, vibrant, and safe spaces that attract people from all over our City and beyond to experience ice-focused recreation.” (57% Extremely or very important).
- “Collaborative partnerships to build, operate, and maintain ice surfaces and identify and respond to the public’s programming and service needs and interests.” (43% Extremely or very important).

Respondents were then asked their level of agreement that the vision that Edmonton's River Valley outdoor ice surfaces will be a choice winter experience and destination for people of all ages and abilities of which 67% agreed (strongly agree or somewhat agree).

**Liquor Store Downtown Opportunity Area**

The City wanted to understand Insight Community Members’ opinions regarding creating an opportunity area for liquor stores centred on the Downtown and Oliver neighbourhoods. 32% of respondents support (strongly support or somewhat support) the proposed opportunity area.
Funicular

The City wanted to understand Insight Community Members’ opinions regarding the 100 street Funicular. 90% of members say they are aware of the 100 Street Funicular. Of those, 42% have visited the Funicular area including the 100 Street Funicular, stairs, bridge, Frederick G Todd Lookout and elevator.

30% have used the actual mechanical car. Of those that have used the mechanical car, 82% used it for Recreational/casual use, 7% for commuting and 10% for both commuting and recreational use. Of those that had not used the funicular they were asked what was preventing them from using the 100 Street Funicular. “Nothing in particular” (34%), Not interested (31%) and Do not visit the downtown area (21%) were the top reasons.

Insight Community members were then asked their level of agreement with a number of statements regarding the 100 Street Funicular:

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>The Funicular site improves access and connectivity to the River Valley</td>
<td>63%</td>
<td>15%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>The Funicular site provides good activities for families</td>
<td>40%</td>
<td>22%</td>
<td>26%</td>
<td>11%</td>
</tr>
<tr>
<td>The Funicular site is an appealing Downtown attraction</td>
<td>53%</td>
<td>17%</td>
<td>26%</td>
<td>5%</td>
</tr>
<tr>
<td>The Funicular site promotes social activity and connection</td>
<td>36%</td>
<td>25%</td>
<td>29%</td>
<td>10%</td>
</tr>
<tr>
<td>The Funicular site promotes physical activity and health</td>
<td>35%</td>
<td>25%</td>
<td>32%</td>
<td>9%</td>
</tr>
<tr>
<td>The Funicular site helps Edmontonians connect more with nature</td>
<td>42%</td>
<td>21%</td>
<td>29%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Lastly, respondents were asked how likely they are to visit or use the Funicular site in the future. 44% they were very or somewhat likely to visit or use the Funicular site.
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.