

The background of the entire page is a photograph of a person with long brown hair, seen from the side, wearing a bright red jacket. The image is partially obscured by a large, semi-transparent dark blue rectangle that covers the left and center portions of the page. The text is overlaid on this blue area.

Insight Community Mixed Topic Survey

March 2018 Results

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SHAPE OUR CITY

Edmonton

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BACKGROUND

The Edmonton Insight Community is an inclusive panel of over 7,400 Edmontonians (March 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 March 2018 Mixed Topic Survey:

- Downtown Pedways
- EPark User Experience
- Dynamic Message Signs
- Council Code of Conduct
- Downtown Public Places
- Smart Cities Challenge
- River Valley Ice Surfaces

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 March 20 to March 27, 2018 and was completed by 2,182 Edmontonians: 2,174 Insight Community Members and 8 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 2,174 it would be accurate ± 2.2 percentage points, 19 times out of 20.

RESULTS SUMMARY

Downtown Pedways

Insight members were asked if they were familiar with both Edmonton's downtown pedways and downtown sidewalks. 69% and 85% of respondents agree (strongly agree or somewhat agree) that they were familiar with the downtown pedways and sidewalks respectively. 50% of Insight members agreed (strongly agree/somewhat agree) that downtown Edmonton is a vibrant place. When asked how often respondents use pedways during the winter, 24% use the pedways once a week or more, with the number one reason being to avoid bad weather (75%) followed by wanting to avoid waiting at crosswalks (27%). 38% of respondents use sidewalks in the downtown area once a week or more during the winter, responding that the number one reason they do so, is to get fresh air or sunlight or they enjoy walking

outside (43%). 41% responded that pedways provide a more direct route than pedways. When asked if respondents would rather see more resources go into creating comfortable and attractive sidewalks or pedways, 66% of Insight Members said sidewalks.

EPark User Experience

8% of Insight Community members park downtown most days a week or more, where 40% park only a few times a year. One-off appointments (such as doctor/dentist) being the number reason for parking downtown. 56% have used an EPark paid parking lot in the last six months. Of those that have parked in an a EPark lot in the last six months, the number one payment method was using a credit card at the machine (73%) followed by using the parking app (28%). 24% of all respondents said that they have an EPark account to be used with the app or with text-to-park.

Dynamic Message Signs

When asked if respondents have driven a car in Edmonton in the last year, 93% said Yes. Insight Members were asked to recall which messages they has seen on Dynamic Message signs. Of those who have driven in the last year, 68% said they have seen “Drive to Road Conditions”, followed by “Look Out for Each Other - Watch for Pedestrians” (40%), and “New Downtown Bike Network - Watch for Bikes When Turning” (28%). Of those who saw “Drive to Road Conditions”, 55% agreed (strongly/somewhat agree) the sign made them more aware of road conditions while driving. 48% of respondents that had seen the “Look Out for Each Other” sign agreed that the sign made them more aware of pedestrians. 74% of those that had seen the “New Downtown Bike Network” sign said that they were more aware of bikes when turning. Respondents were also asked what types of Dynamic Message signs are most useful. Traffic enforcement events (56%), weather-related warnings (55%) and vulnerable road user safety signs (39%) were ranked the highest. Dynamic message signs were ranked number one (41%) when asked about what is the most preferred method of communicating safety messages. Radio was ranked second (19%).

Council Code of Conduct

Insight Community members were asked if city councillors did not follow a proposed code of conduct, which type(s) of penalties would be appropriate. The top three penalties selected by respondents were: Return of property or reimbursement of its value (62%), a requirement to attend training (59%) and suspension or removal from all or some council committees (58%). Respondents were also asked if members of council should be able to receive gifts for personal use, of which 12% said Yes and 48% said Yes, but only if under a certain dollar value. Lastly, Insight Community members were asked if members of council should have to disclose any gift or personal benefit they accept; 67% said Yes and a further 31% said Yes, but only if over a certain dollar value.

Downtown Public Places

Of those that responded to the survey, 93% do not live in Downtown Edmonton or the Quarters Downtown, but 45% visit downtown Edmonton once per week or more. The top activities engaged in when visiting downtown by respondents are: Eat or drink at restaurants or bars (69%), attend community events or festivals (57%), and attend concerts or sporting events (56%). Insight Community members were then asked their level of agreement with a variety of statements regarding Downtown Public Places. The highest level of agreement was with the following statement: “Downtown public places offer a variety of experiences” (53% strongly agree or somewhat agree). The lowest level of disagreement was with the statement “the quality of downtown public places in Edmonton is excellent (32% strongly disagree or somewhat disagree). Respondents were also asked what type of activities, spaces, or features they would like to see in downtown Edmonton, with Trees (69%), supporting infrastructure (e.g. washrooms, drinking

fountains) (67%), and Food kiosks/trucks/cafes (61%) being the top responses.

Smart Cities Challenge

Insight Community members were asked for the top three factors identified as impacting their health and that of your community in relation to the City of Edmonton's theme and focus area of Healthy City for the Smart Cities Challenge. The top three factors: 1) Exercise and active living (52%), 2) Built Environment (Transportation, Housing, Neighbourhood Amenities) (46%) and 3) Water & Air Quality (Environment) (41%).

River Valley Ice Surfaces

43% of respondents have used the Hawrelak Park Pond Ice surface before, followed by the Victoria Park Oval (27%) and the Victoria Park IceWay. Of those who had used an ice surface before, 25% use the outdoor ice surfaces in the river valley during the winter more than once per month with the peak time being Saturday and Sunday afternoons (63%). 36% of respondents agreed that the overall experience of using river valley ice surfaces is excellent and 68% agreed that the river valley ice surfaces provide an outdoor recreational option for Edmontonians to stay active.

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.

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