

EDMONTON INSIGHT COMMUNITY



November Mixed Topic 2024

As of November 2024, more than 22,000 Edmontonians are part of the Edmonton Insight Community who engage with The City of Edmonton through different survey formats. The Insight Community is managed by the Corporate Research Unit at the City of Edmonton. Corporate Research Unit advises on, plans, executes, and reports on all public opinion and market research for all administrative areas of the City.

Mixed Topic survey is composed of a variety of questions on various topics that help different departments make decisions using public feedback. This document highlights what we heard from the Insight Community members on the topics included in the November 2024 Mixed Topics survey.

From **November 12th to November 19th 2024**, 4,329 Insight Community members responded to the November 2024 Mixed Topic survey that was sent to them via email. Additionally, 299 respondents accessed the survey through the survey webpage. This report contains results for all respondents. The November 2024 Mixed Topic survey included the following topics:

- Non-Market Affordable Housing
- Naming of City-Owned Facilities
- Illegal Dumping
- Valley Line West LRT

As it is 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 4,628 would be accurate to +1.4 percentage points, 19 times out of 20.

Thank you to all the Edmonton Insight Community members for engaging with us and providing your feedback to help City of Edmonton Council and administration make decisions.

-Corporate Research Unit

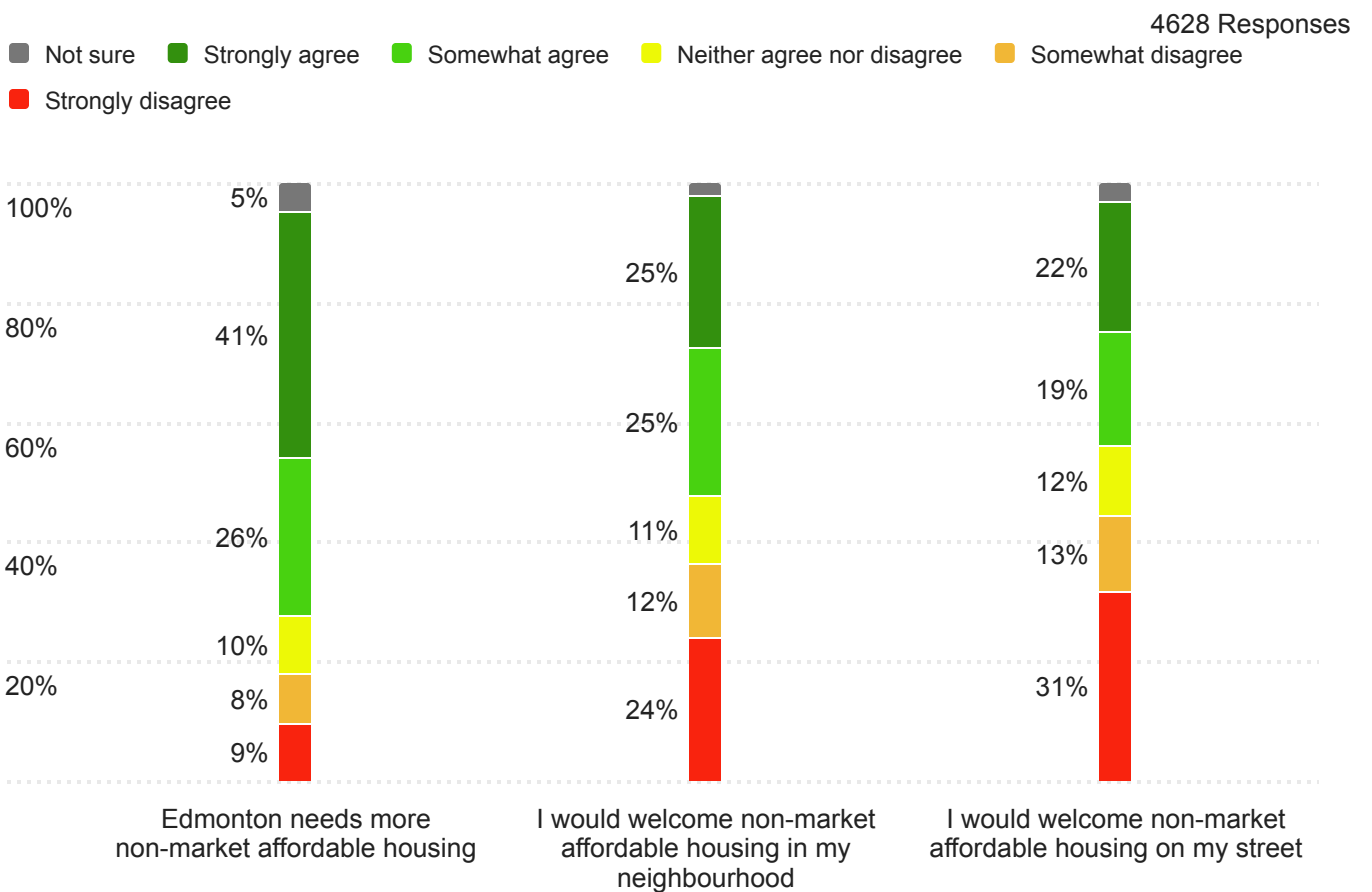
Non-Market Affordable Housing

The City is looking to better understand Edmontonians’ opinions about non-market affordable housing and supportive housing. Non-market affordable housing is operated, funded, or created through direct government subsidies.

Views on Non-Market Affordable Housing

Two-third of respondents agree that Edmonton needs more non-market affordable housing (67%). One-half would welcome non-market affordable housing in their neighbourhood (50%), and 41% would welcome it on their street (Figure 1).

Figure 1 - How much do you agree or disagree with the following statements?



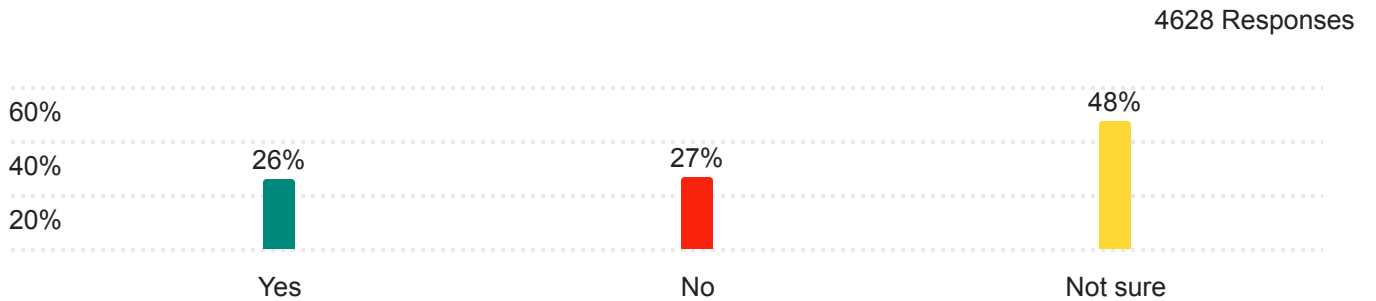
Cross-tabulation analysis shows that

- Overall, younger adults aged 18-34, women and those with lower household income less than \$60,000 are more likely to **agree** with all these statements.

Availability of Affordable Housing in Neighbourhood

26% say they have non-market affordable housing in their neighbourhood, while about half of respondents (48%) are not sure whether a non-market affordable housing exists on their neighbourhood (Figure 2).

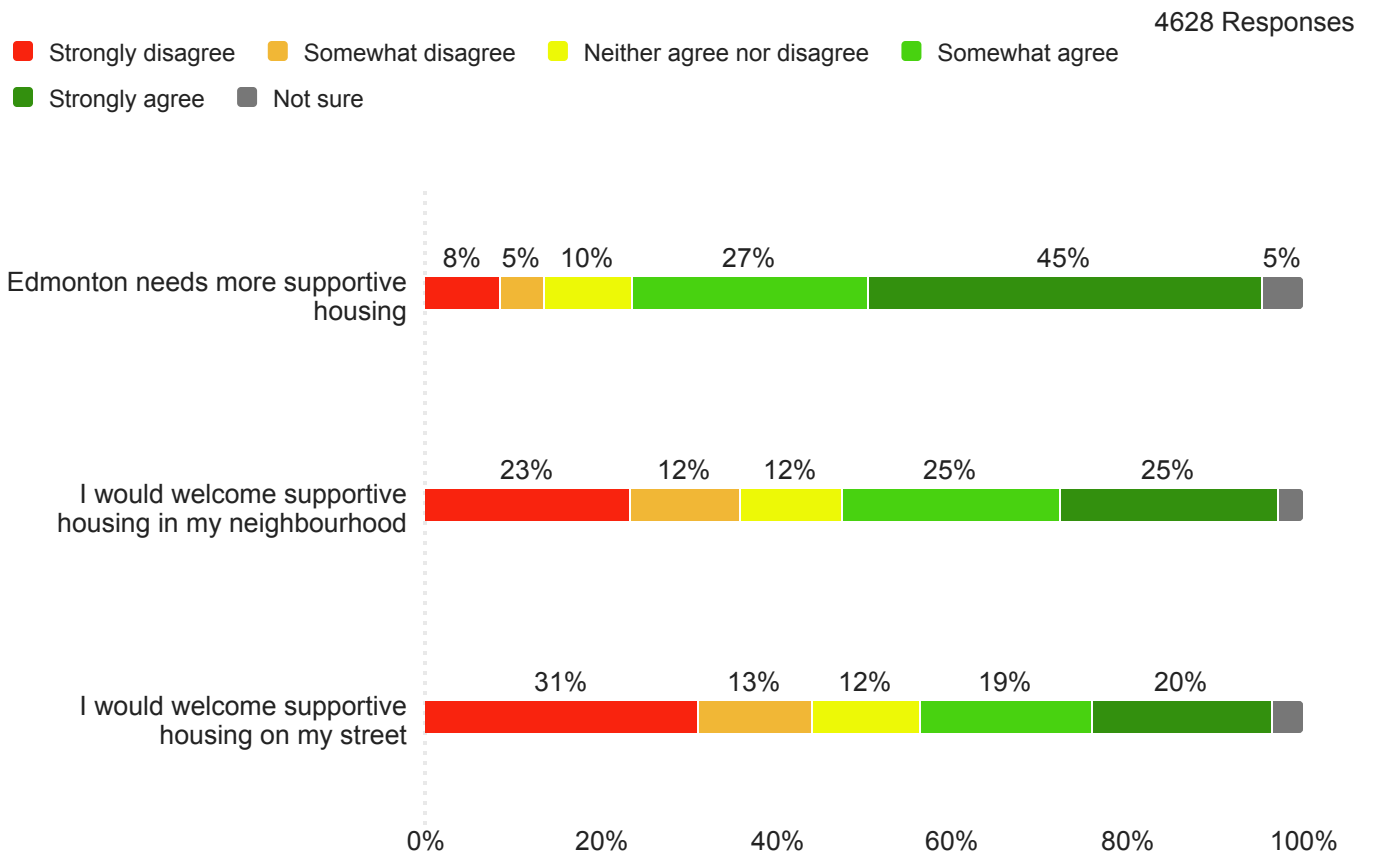
Figure 2 - Is there non-market affordable housing in your neighbourhood?



Views on Supportive Housing

72% of respondents agree that Edmonton needs more supportive housing, however, only 50% would welcome it in their neighbourhood and only 39% would welcome supportive housing in their street (Figure 3).

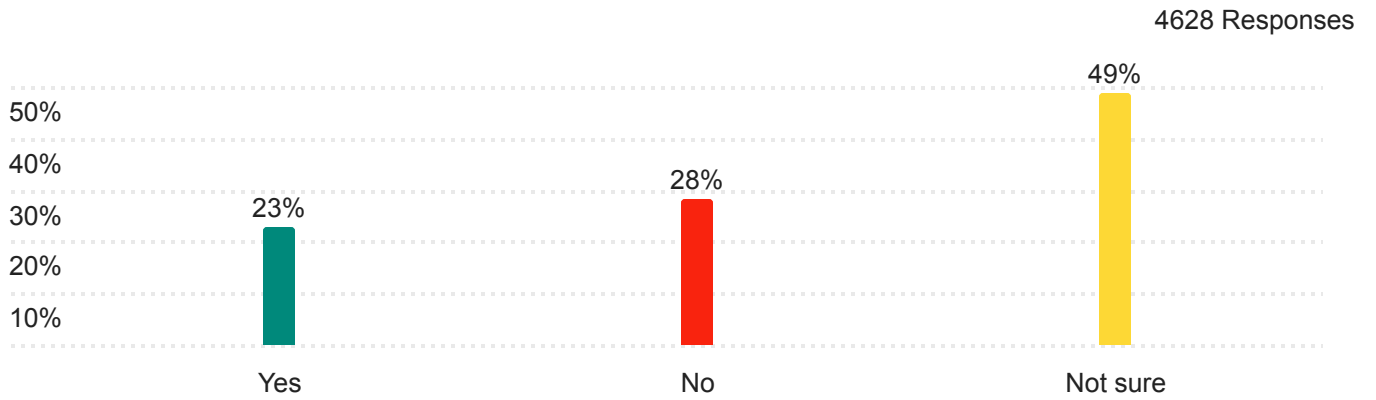
Figure 3 - How much do you agree or disagree with the following statements?



Availability of Supportive Housing in Neighbourhood

23% say they have supportive housing in their neighbourhood, while about half of respondents (49%) are not sure whether a supportive housing exists in their neighbourhood (Figure 4).

Figure 4 - Is there supportive housing in your neighbourhood?



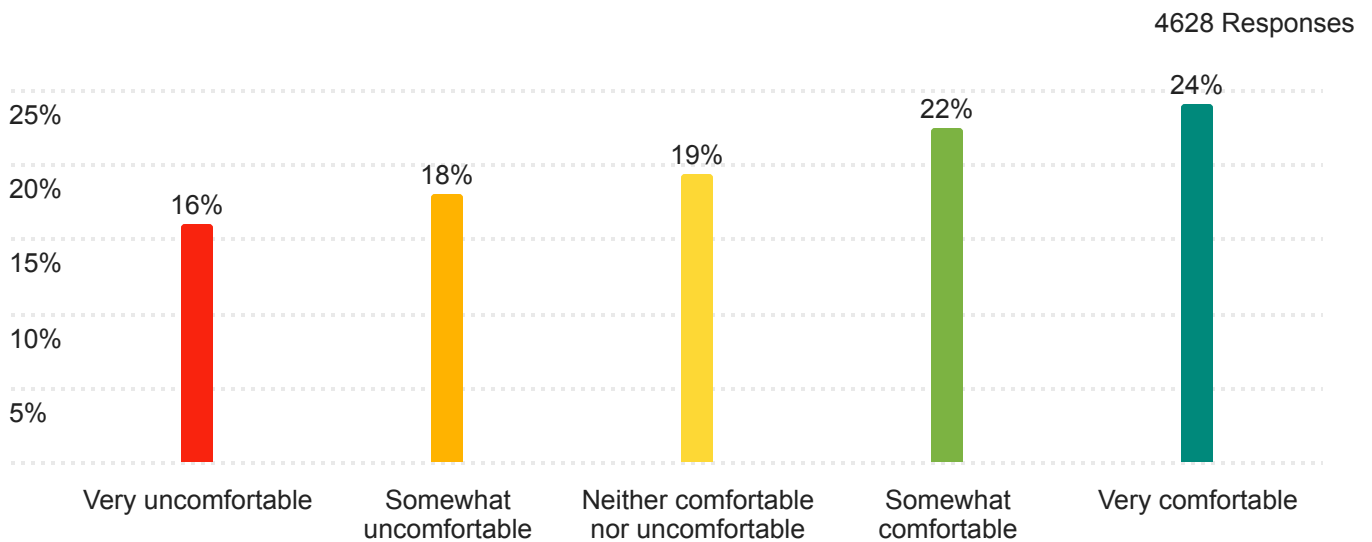
Naming of City-Owned Facilities

The City of Edmonton is asking some questions to better understand Edmontonians' views on its pursuit of the sale and temporary naming for City-owned and operated facilities, including recreation and sport facilities.

Perceived Comfort on Temporary Naming of City-Owned Facilities

While 46% of respondents say they are very to somewhat comfortable with the sale and temporary naming of City-owned and operated facilities, about one-third (34%) say they are uncomfortable with this (Figure 5).

Figure 5 - How comfortable are you with the sale and temporary naming of City-owned and operated facilities, including recreation and sport facilities?



Cross-tabulation analysis shows that

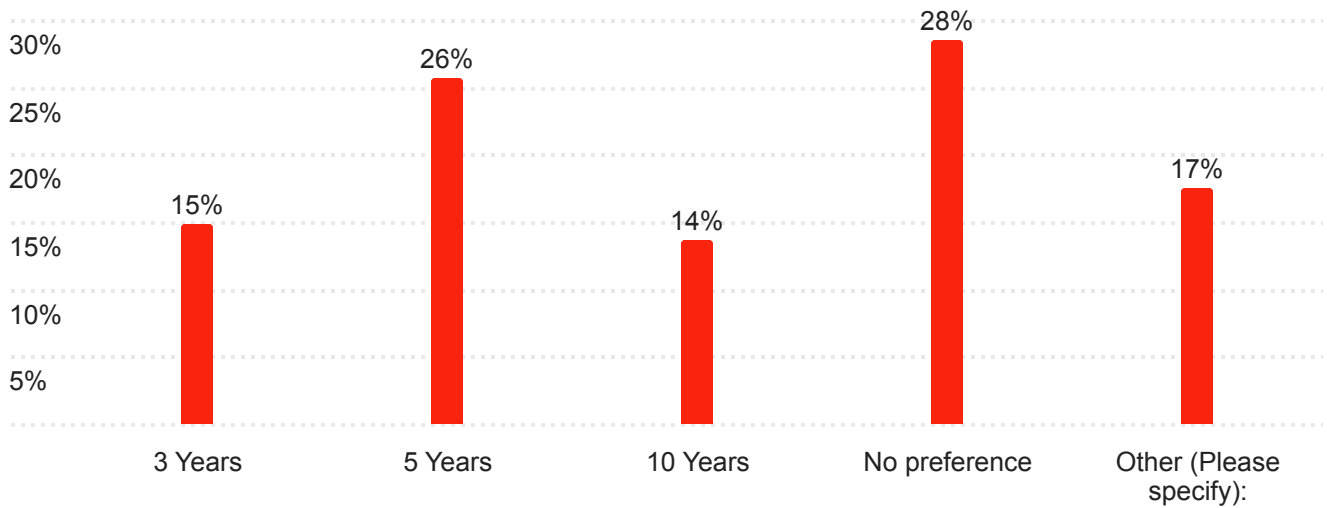
- Men (53% vs. 42% among women) and those with higher household income earning \$150,000 or more (52% vs. 41% among those earning \$60,000 or less) are more likely to be **comfortable** with the sale and temporary naming of City-owned and operated facilities.

Reasonable Term for Naming Rights Agreements

26% of respondents say 5 years is a reasonable period of time for individual naming rights agreements, 15% are more keen towards a shorter term (3 years), and another 14% think a longer, 10 years term is reasonable - 28% have no particular preferences (Figure 6).

Figure 6 - In your opinion, what is a reasonable period of time (term) for individual naming rights agreements? i.e. For what period should the City of Edmonton sell the naming rights to a city facility?

4628 Responses



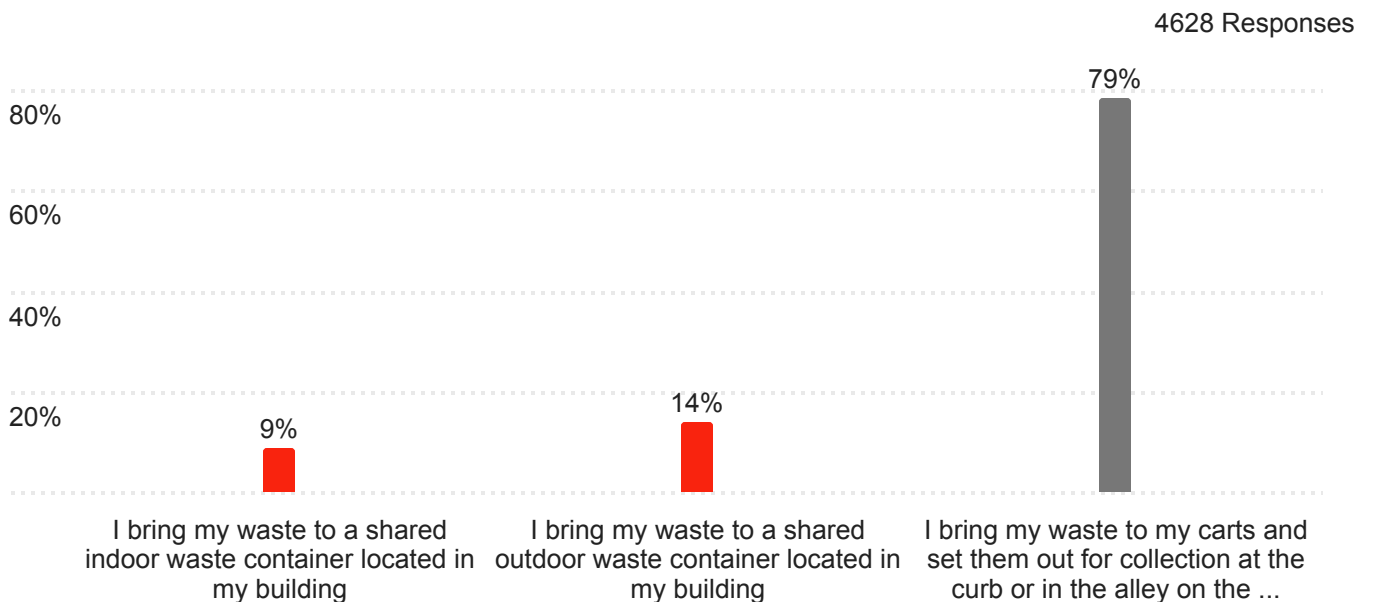
Illegal Dumping at Apartments and Condos

Some types of materials that are not authorized for municipal waste collection include furniture, mattresses, fridges and other large appliances, construction waste, electronics and household hazardous waste. Disposing of these materials in your shared waste container is referred to as 'illegal dumping,' and can prevent frontline staff from complete waste collection. The questions below are seeking input on illegal dumping at residential apartments, condos and townhouses.

Garbage Disposal at Home

While majority of respondents say they bring their waste to their carts and set them out for collection at the curb or in the alley on a specific day (79%), 23% say they bring their waste to a shared waste container located in their building, indoor or outdoor (9% and 14%, consequently) (Figure 7).

Figure 7 - Where do you dispose of your garbage at home? Select all that apply.



Cross-tabulation analysis shows that

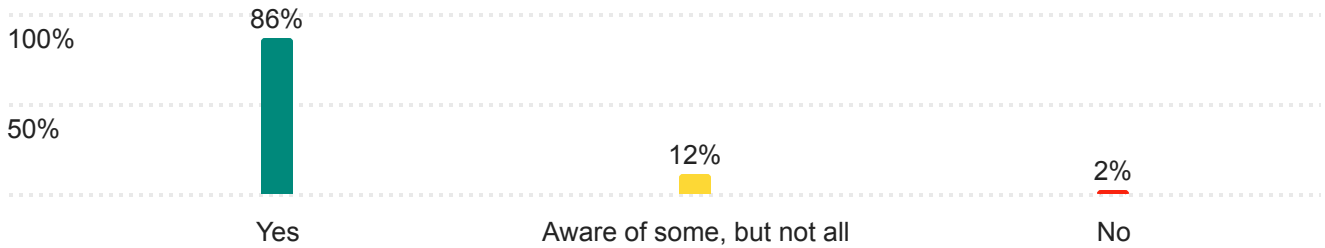
- Respondents with lower household income, those earning less than \$60,000 (43% vs. 18% among those earning between \$100,000 to \$150,000 and 11% earning \$150,000 or more) are more likely to bring their waste to a shared indoor or outdoor waste container located in their building.

Awareness about Permitted materials in Shared Waste Containers

Among survey respondents who dispose their waste in shared waste containers, 86% say they know which materials are not allowed (Figure 8).

Figure 8 - Were you aware that materials such as mattresses, furniture, fridges/large appliances, electronics, hazardous waste and construction materials are not permitted in shared waste containers?

994 Responses



Observed Frequency of Improper Dumping, Unpermitted Disposal, and Dumping by Non-Residents

Among survey respondents who dispose their waste in shared waste containers, 29% say they see instances of improperly dumped waste materials at their building's container at least once a week (Figure 9), 27% say they have noticed unpermitted materials in their residential waste container at least once a month or more frequently (Figure 10). Finally, when asked how often they have seen non-residents using their waste containers, 18% report observing on a weekly or daily basis (Figure 11).

Figure 9 - How often are waste materials improperly dumped at your building's waste container/enclosure?

994 Responses

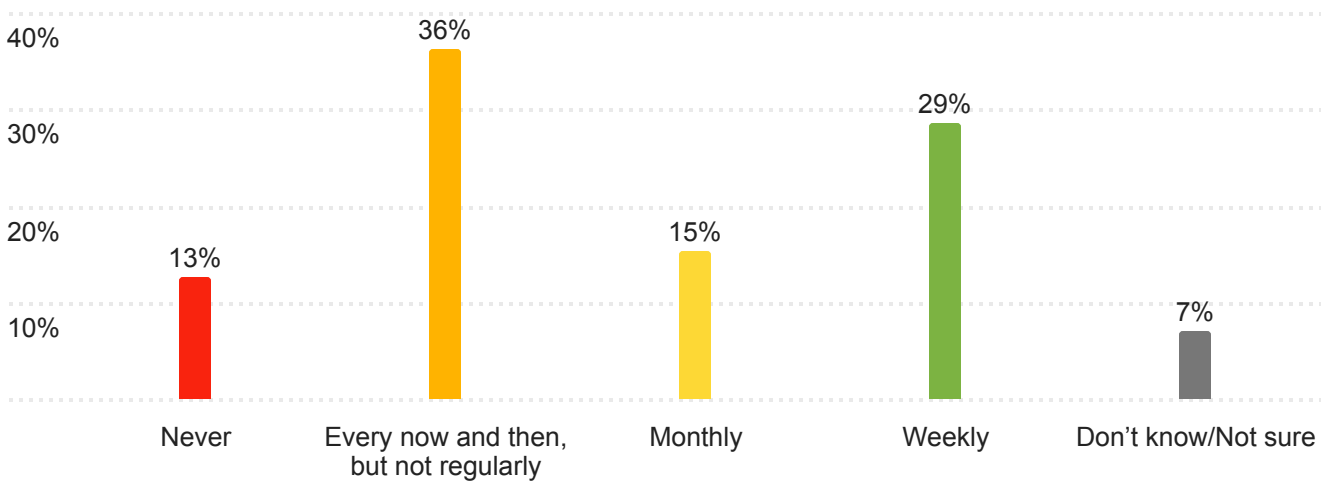


Figure 10 - How often do you notice residents of your residential building or complex disposing of unpermitted items (e.g., furniture, mattresses, fridges/ large appliances or construction materials) in your residential waste container?

994 Responses

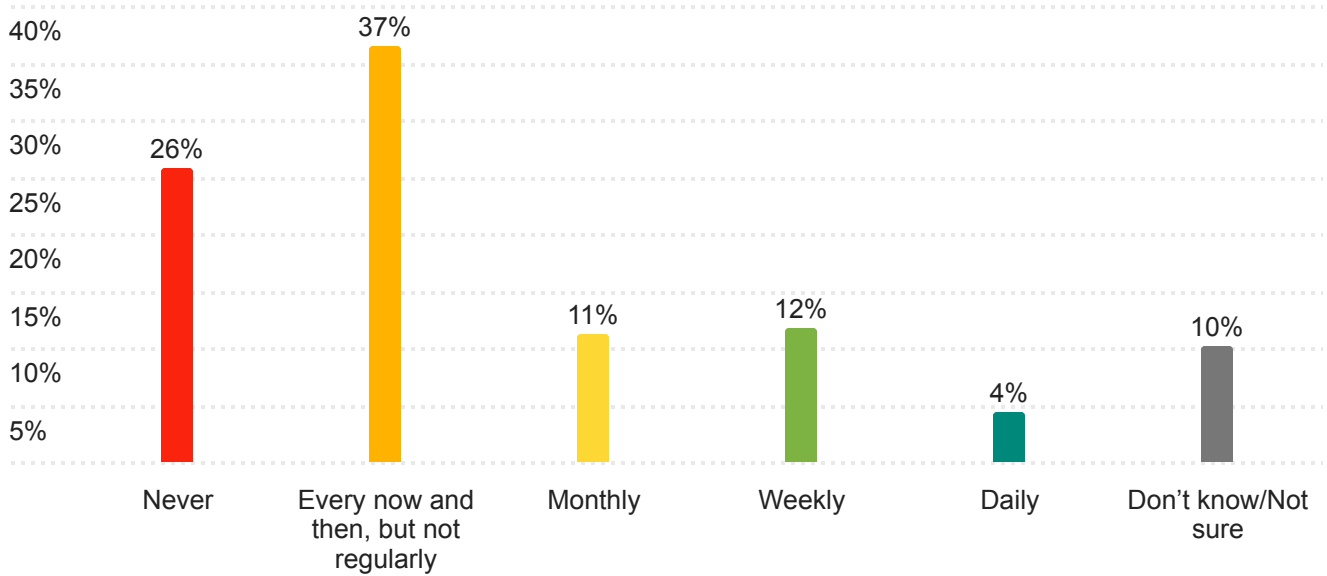
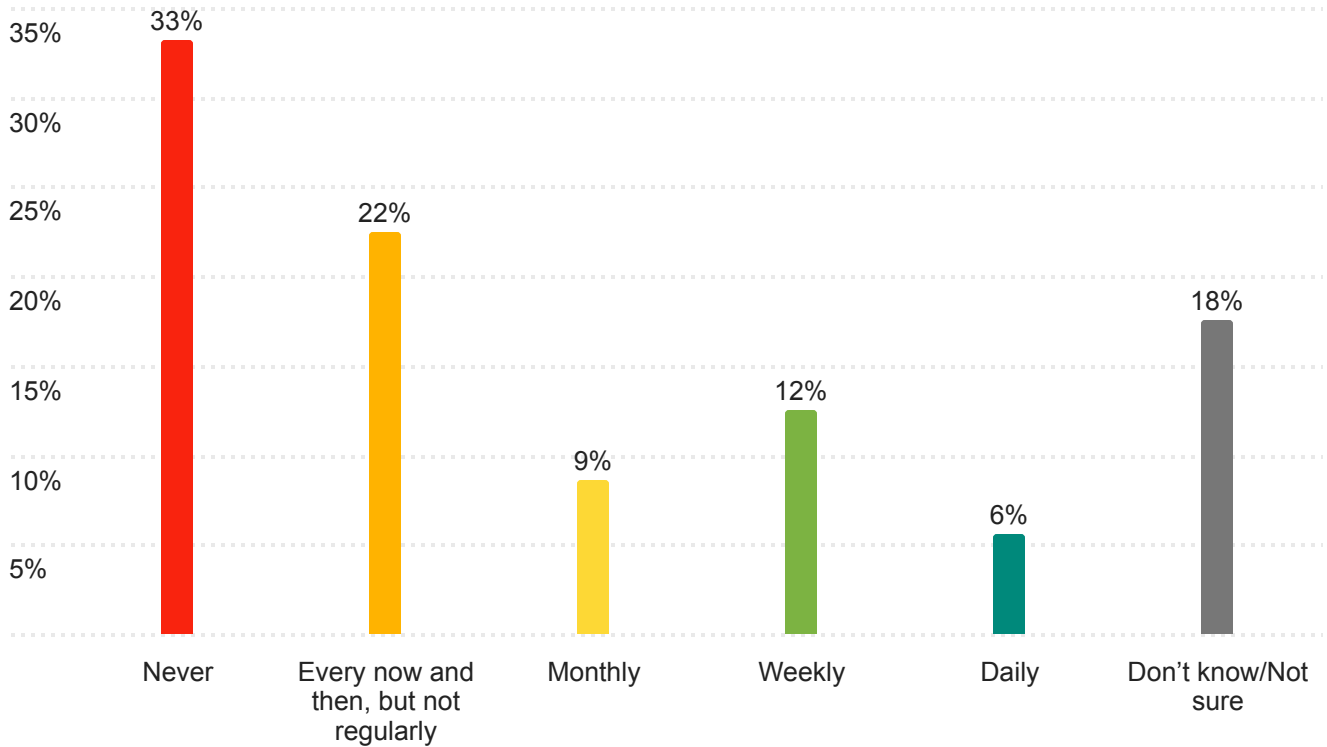


Figure 11 - How often have you witnessed non-residents using your waste containers?

994 Responses



Education on Proper Waste Collection Rules and Penalties for Unpermitted Disposal

When asked from survey respondents who dispose their waste in shared waste containers whether their residential building landlord or property manager educate them on the proper waste collection rules, four in ten (40%) say they don't receive such education (Figure 12). Among those who say they receive such education, the most common communication ways were signage in waste rooms (56%), message board (50%) and newsletter (42%) (Figure 13). Only 19% say some type of penalty, standard fee or disposal fee is imposed if a resident dispose unpermitted waste in shared waste containers (Figure 14). Finally, when asked which City of Edmonton's waste services they have used before, about 81% say they have used Eco Stations, and 29% have used Big Bin Events (Figure 16).

Figure 12 - Does your residential building landlord or property manager educate residents on the proper waste collection rules?

994 Responses



Figure 13 - How does your residential building landlord or property manager communicate the proper waste collection rules with residents? Select all that apply.

600 Responses

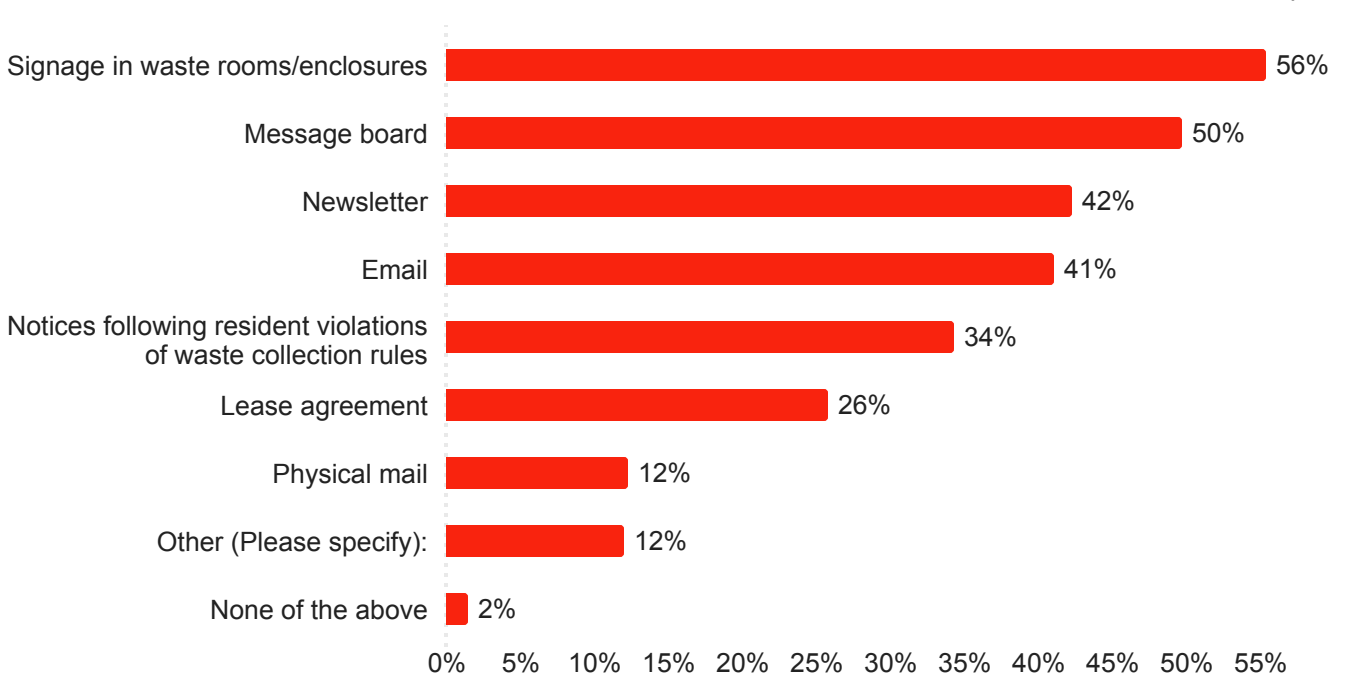


Figure 15 - Does your residential building landlord, property manager or condominium association follow up with or impose penalties on residents who dispose of unpermitted waste in shared waste containers?

994 Responses

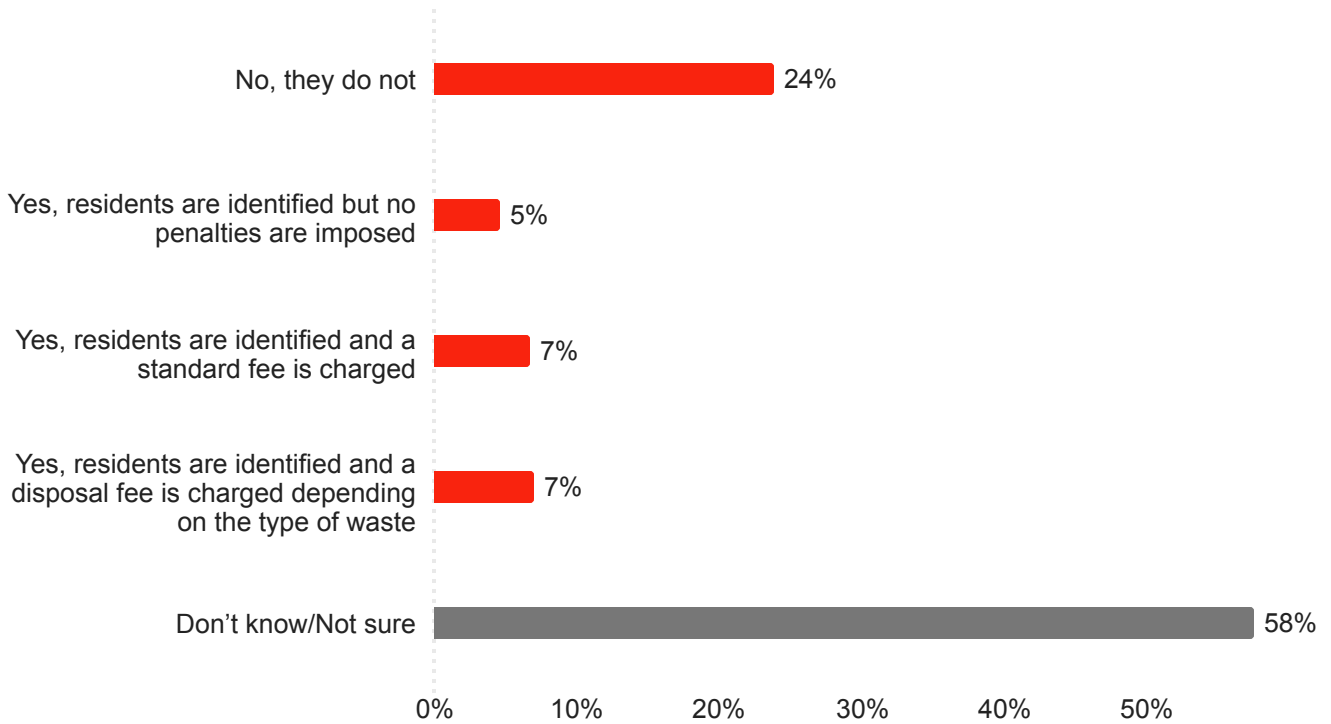
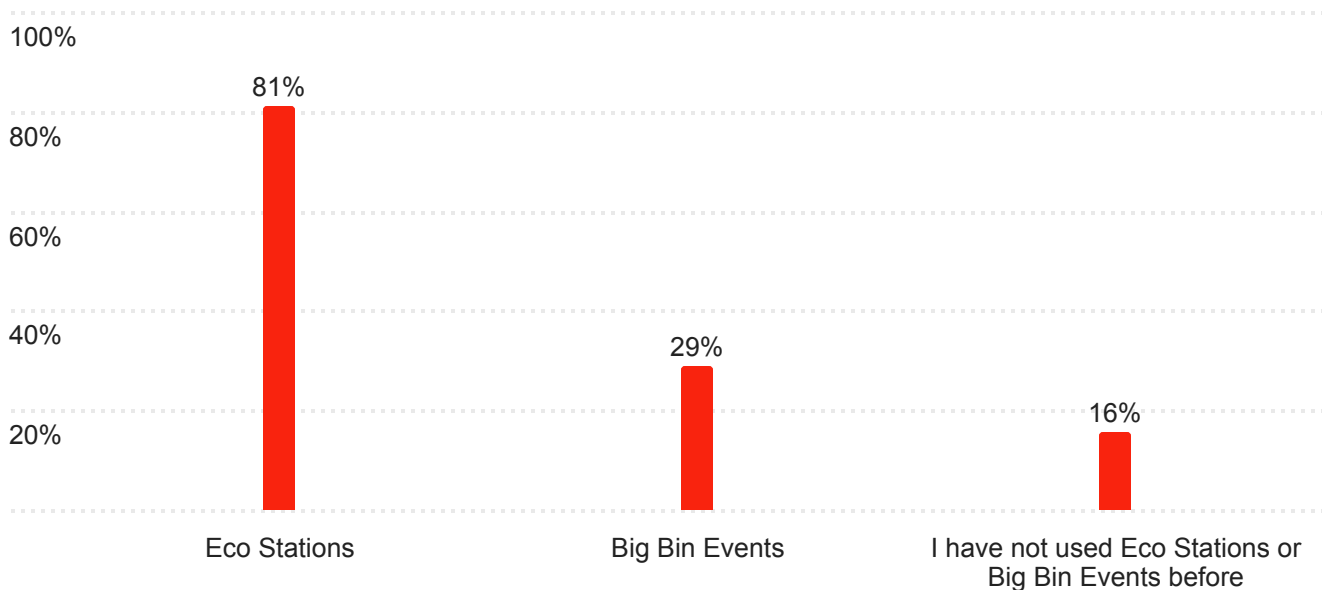


Figure 16 - Which of these City of Edmonton services have you used? Select all that apply.

994 Responses



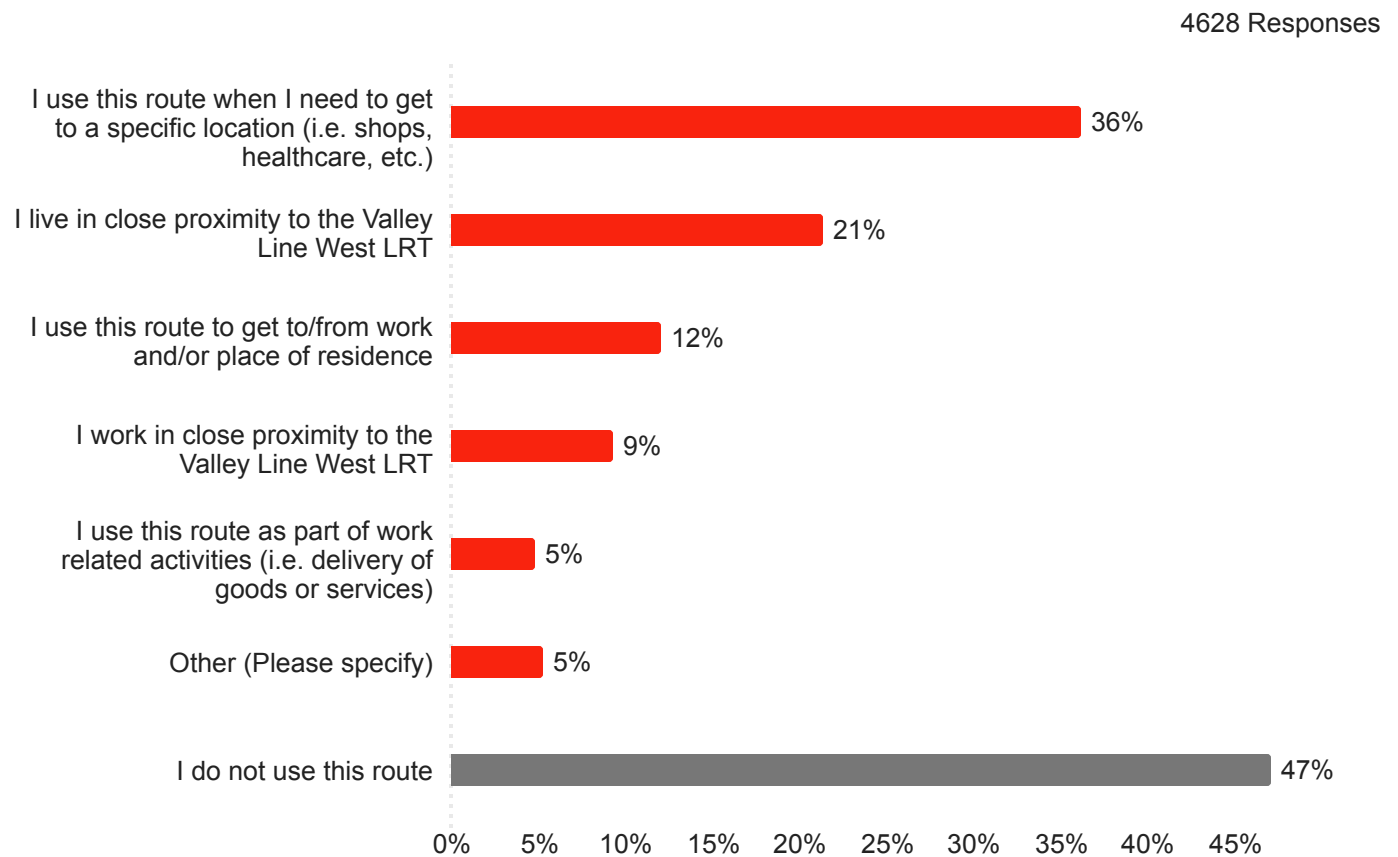
Valley Line West LRT

Design and construction of the 14-kilometre Valley Line West LRT project from downtown to Lewis Farms started in 2021. As part of City's commitment to the community, The City is seeking feedback from the public that will help shape ongoing execution of communications and stakeholder relations activities relevant to the design and construction of the Valley Line West LRT.

Valley Line West LRT: User Profiles and Utilization

36% of survey respondents say they use Valley Line West LRT when they need to get to a specific location, while 21% indicate that they live in close proximity to this LRT line and 12% say they use this route to commute to their work or plan of residence - almost half of respondents say they don't use this route (Figure 17).

Figure 17 - Thinking of the Valley Line West LRT, which of the following statements best describes your situation. Select all that apply.



Cross-tabulation analysis shows that

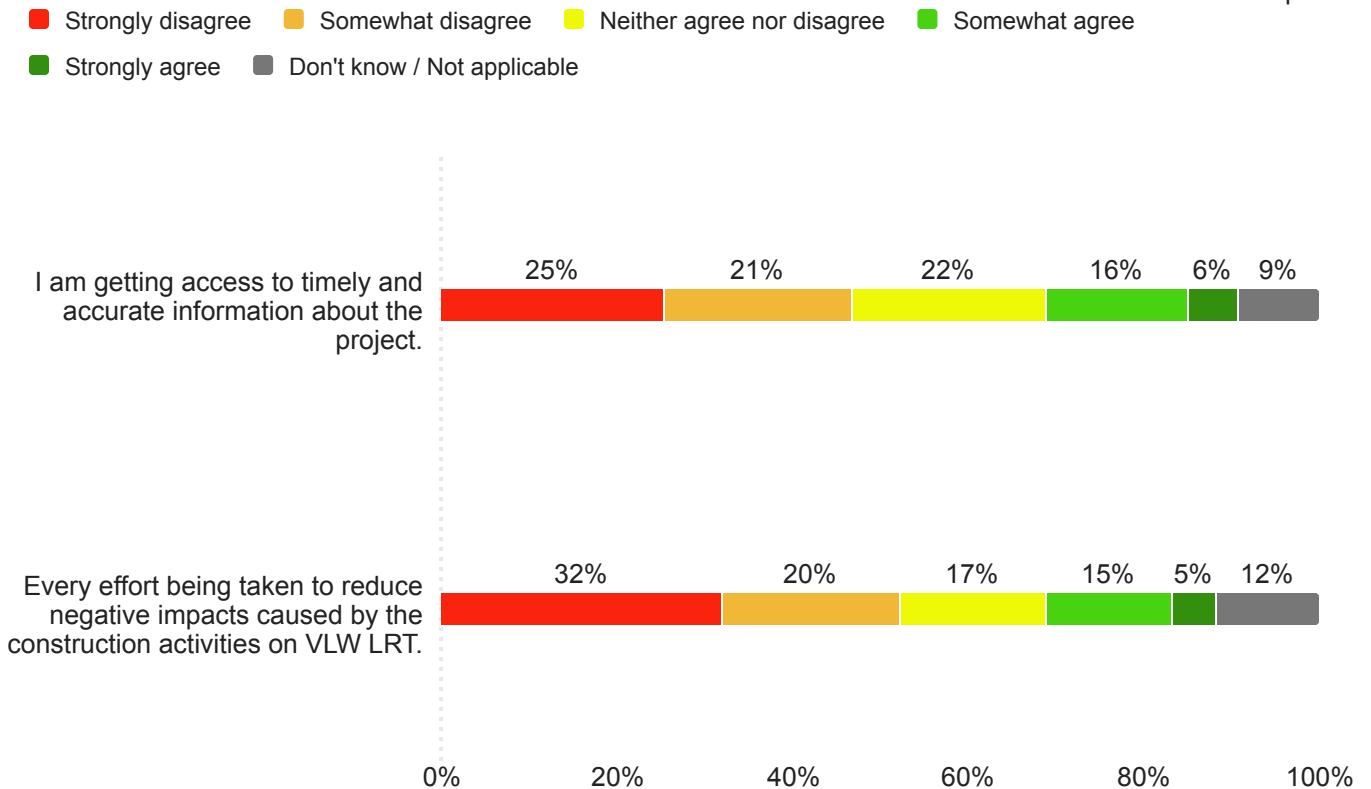
- Younger respondents, those aged 35 or less (46%) and those living in northwest region (44%) are more likely to use this route when they need to get to a specific location such as shops and healthcare.

Perceptions of Information Access and Impact Mitigation in Valley Line West LRT Construction

22% of respondents strongly to somewhat agree that they are receiving timely and accurate information about the project, while 46% disagree with this statement. Additionally, only 20% express agreement that efforts are being made to reduce negative impacts from construction activities (Figure 18).

Figure 18 - How much do you agree or disagree with the following statements?

2447 Responses



Cross-tabulation analysis shows that

- Older adults aged 55 or more (49%) and those living in southwest region (54%) are more likely to disagree that they are getting access to timely and accurate information about this project.

Valley Line West LRT: Information Access and Communication Preferences

When asked how they stay informed about Valley Line West LRT construction activities, respondents most likely mention news media (59%), project signage (29%), friends and neighbourhood, and City of Edmonton website (23% each) (Figure 19). Respondents were also asked about their communication preferences when it comes to Valley Line West LRT; 53% prefer short and often communication through virtual channel, and 61% express preferences for detailed and less often communication through physical and in-person channels (Figure 20).

Figure 19 - Currently, how do you stay informed about Valley Line West LRT construction activities? Select all that apply.

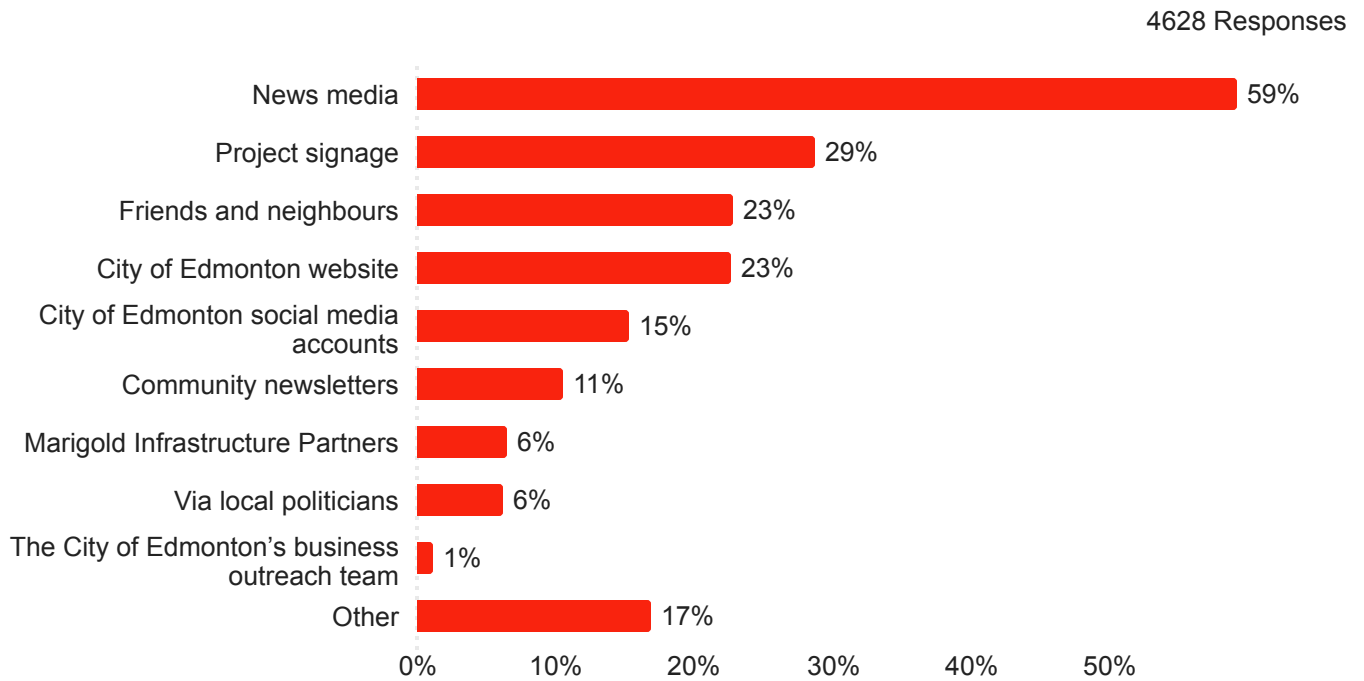
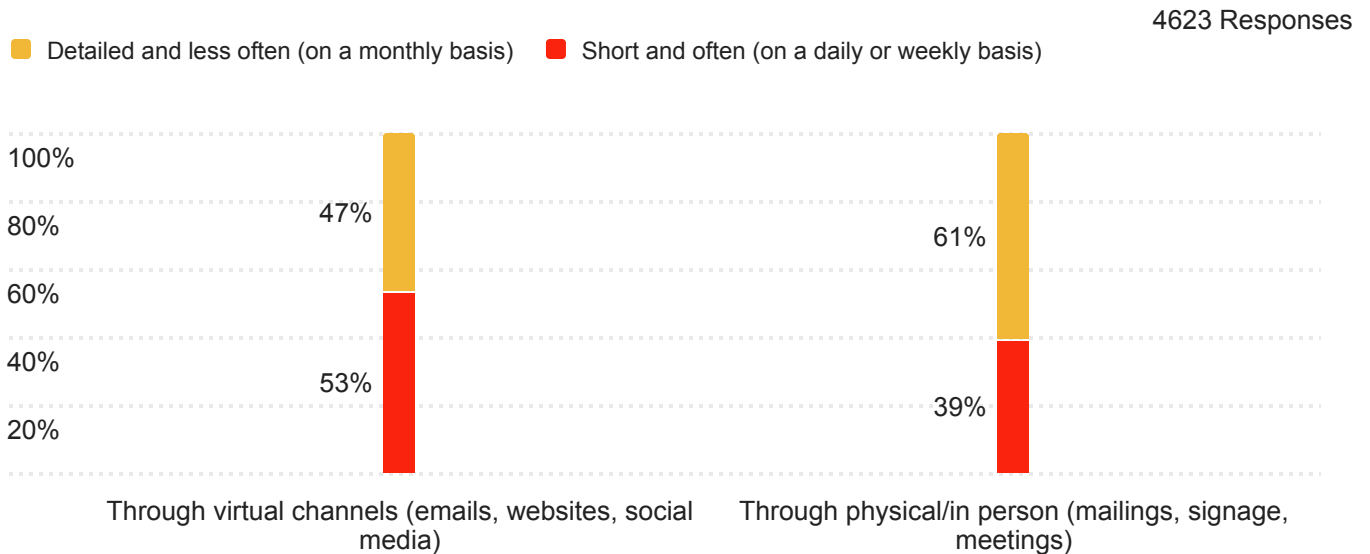


Figure 20 - What are your communication preferences when it comes to Valley Line West LRT?



Valley Line West LRT: Preferred Information Channels and Content Interests

Survey respondents indicate a strong preference for digital communication regarding the Valley Line West LRT project, with 78% of respondents favoring virtual channels and 33% opting for physical or in-person methods (Figure 21). In terms of specific information interests, 62% want updates on overall project progress, while 56% seek details on local construction, current work status in their area, and impacts on streets and sidewalks (Figure 22) - Impact of specific work on streets, sidewalks and wider surroundings is the most important topic to know (Figure 23).

Figure 21 - How would you prefer to receive localized project information and impacts or wider project progress?

4626 Responses



Figure 22 - What specific topics or areas of the project would you like to receive more information about?

Select all that apply.

4621 Responses

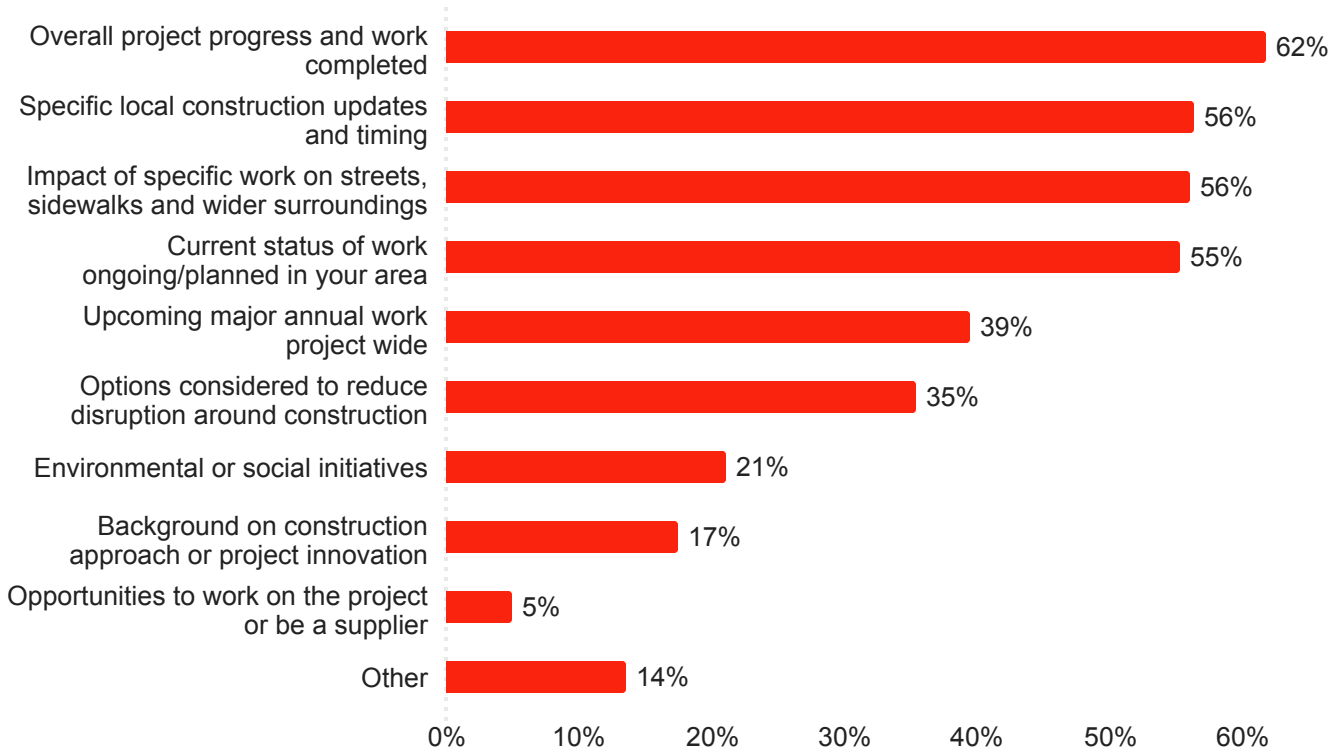
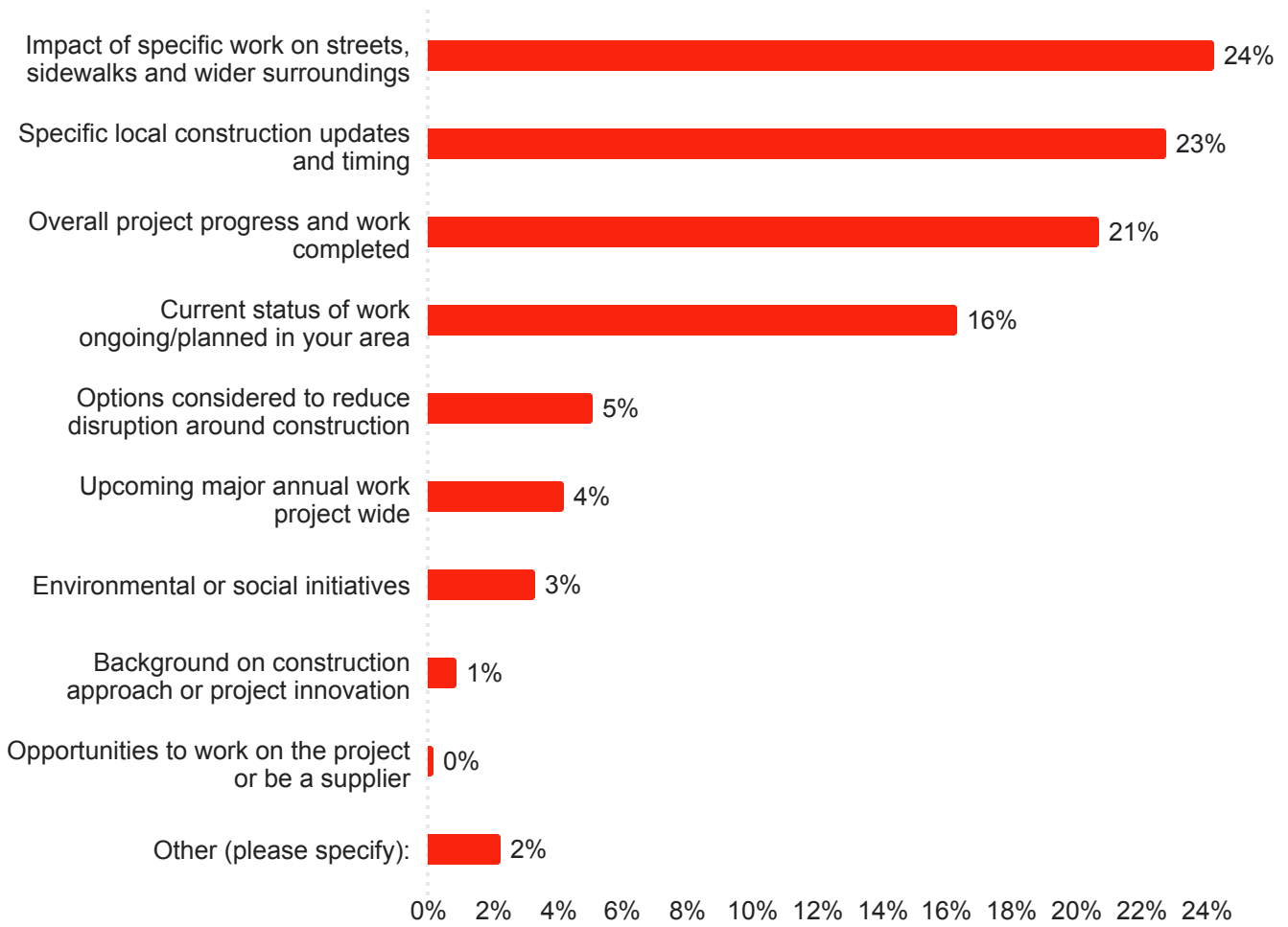


Figure 23 - From the topics you selected, which ONE is the most important to you?

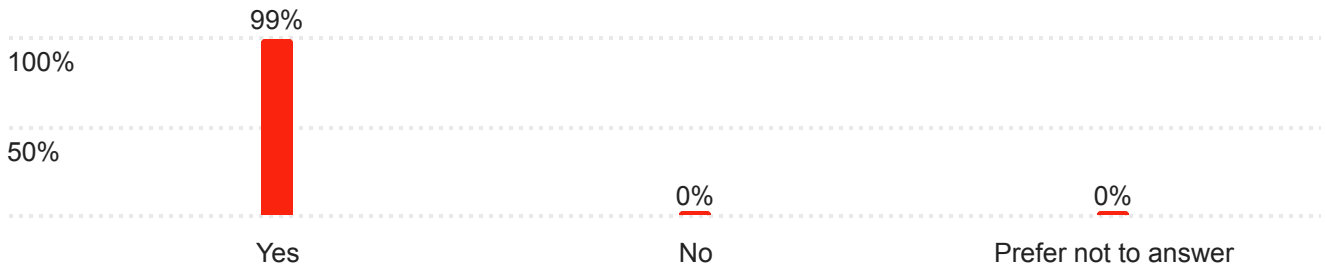
3554 Responses



Profile of Respondents:

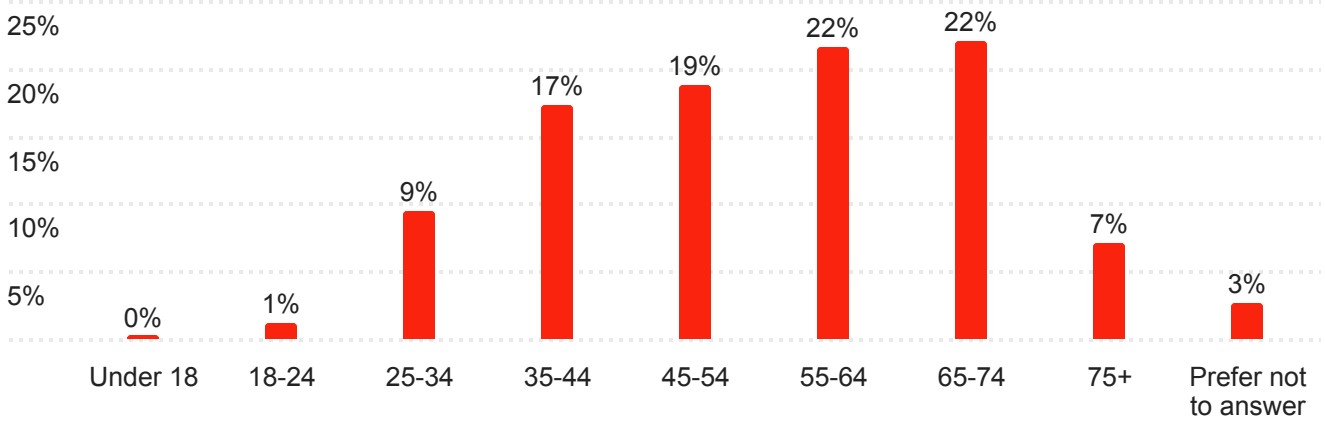
Residence - City of Edmonton?

4628 Responses



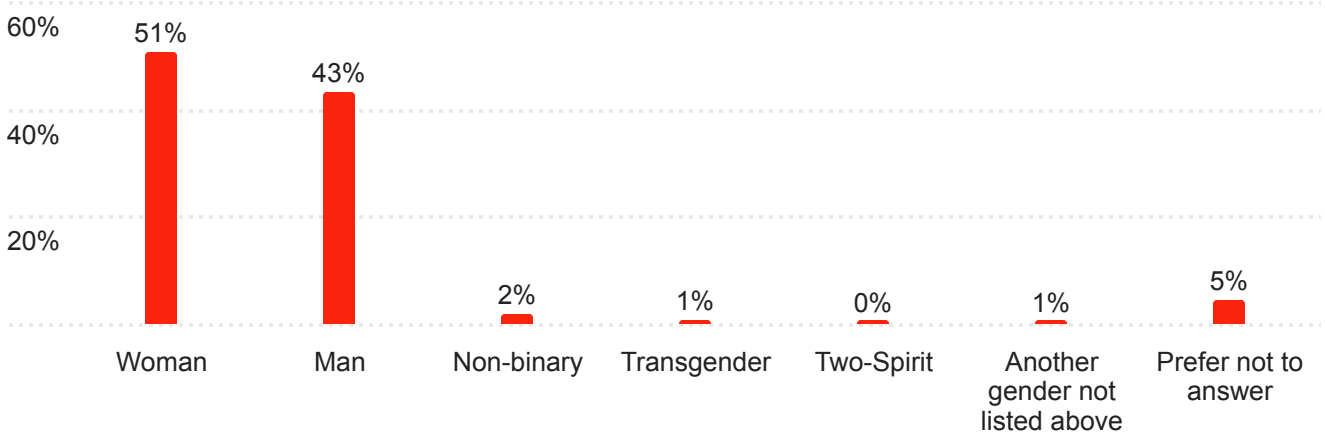
Age

4628 Responses



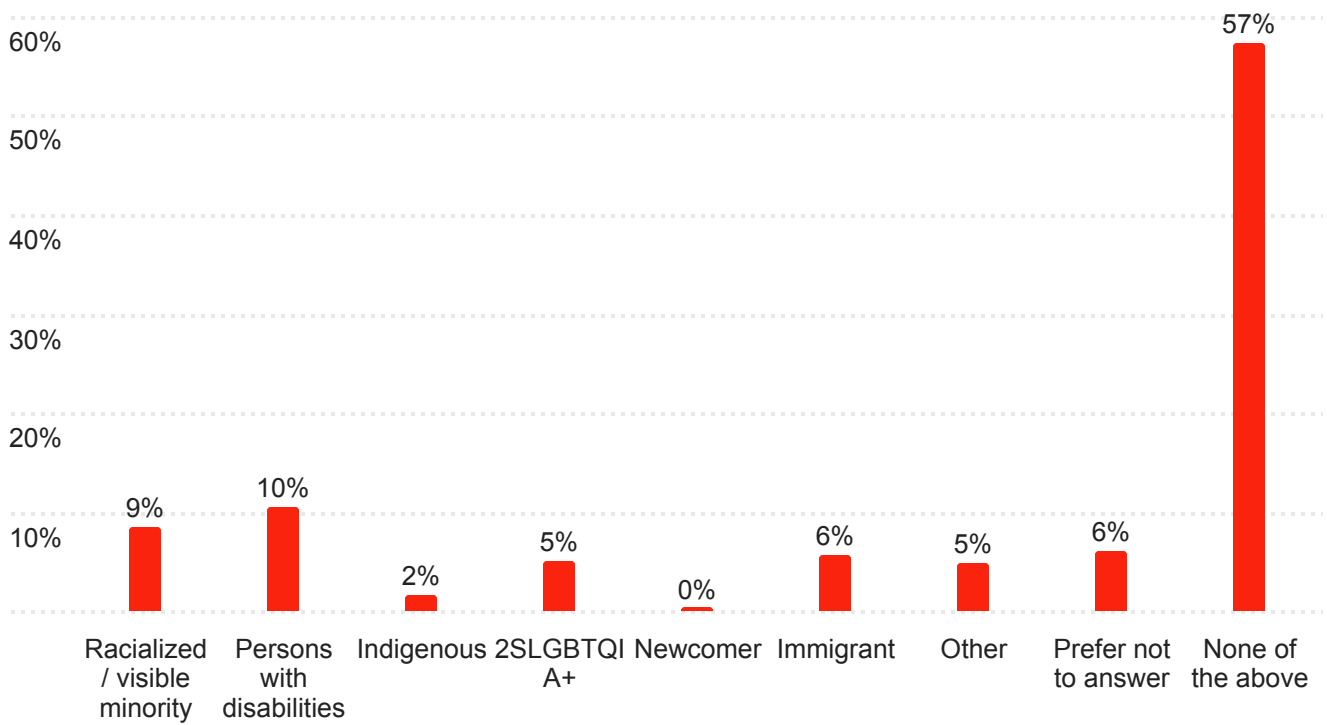
Gender

4628 Responses



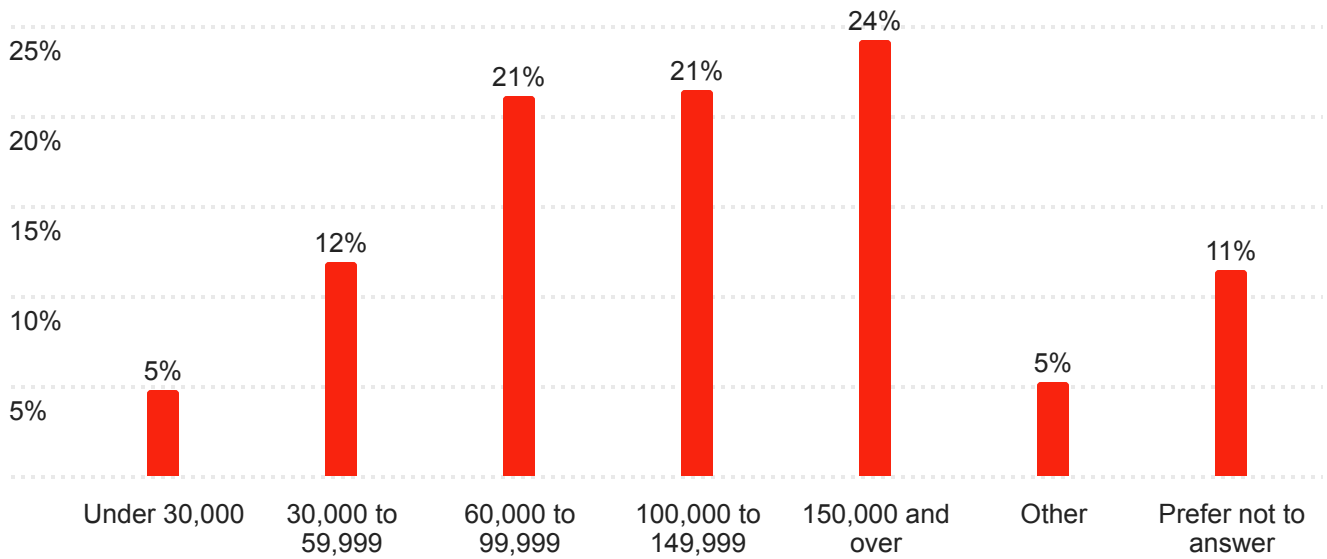
Identity

4628 Responses



Household Income

4627 Responses



Primary Transportation

4628 Responses

