

Insight Community Mixed Topic Survey

October 2022

Insight Community Members Results

| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton



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

As of October 2022, more than 15,500 Edmontonians are part of the 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 research for almost every administrative area of the City.

From **October 7th to October 18th 2021**, 4,303 Insight Community members engaged with The City of Edmonton by answering a survey that was sent to them via email.* The survey was designed to gather members' opinions on a variety of topics (Mixed Topics). The October survey included the following topic:

- Valley Line West LRT
- 40 km/h Speed Limits**

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 members on the topics included in the October 2022 Mixed Topics survey.

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 4,303 would be accurate to ± 1.3 percentage points, 19 times out of 20.

** 53 anonymous individuals accessed the survey link through the City website. While reporting back to the Insight Community members through this monthly report, we only include the survey results for the members (unless noted otherwise).*

*** Thank you for sharing your insights on Edmonton's change to a 40 km/h default speed limit which was implemented in August 2021. The survey results will be published next year as part of a comprehensive evaluation of the project.*

**More than
15,500
members**

**4,303
respondents**

WHAT WE HEARD

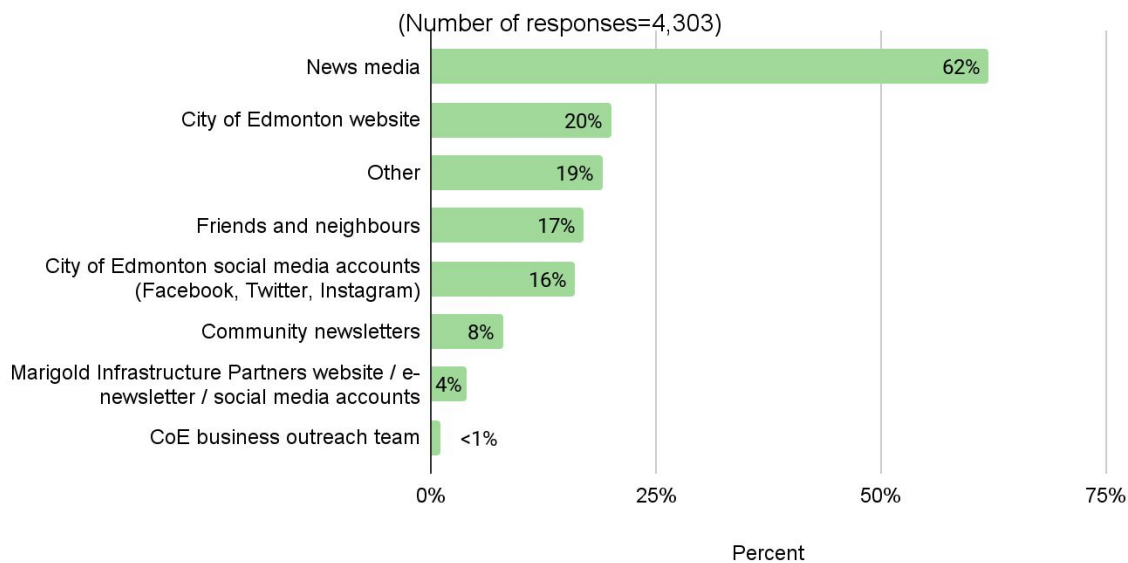
Valley Line West LRT

Design and construction of the 14-kilometre Valley Line West LRT project from downtown to Lewis Farms started in 2021. As part of City of Edmonton’s commitment to the community, this survey was fielded to help shape ongoing execution of communications and stakeholder relations activities relevant to the design and construction of the Valley Line West LRT.

Satisfaction with information and sources of information

Among the Insight Community Members who live or work in close proximity along the Valley Line West LRT, or who use this route to get to/from work and/or place of residence, 24% agreed that they received timely and accurate information about the project. Most respondents receive their information from the news media (Figure 2) followed by other channels, such the City of Edmonton website, friends and neighbours, and the City’s social media accounts.

Figure 2 Currently, how do you stay informed about Valley Line West LRT construction activities?



Preferred style of communication

Most respondents (49%) prefer a detailed but less frequent communication (monthly basis) when it comes to the Valley Line West LRT construction. About a third of the respondents though also prefer a short and frequent (daily or weekly basis) communication.

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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