

A woman with dark hair, wearing a blue sweater and an orange jacket, is seen from the side, looking at a laptop screen. The background is blurred, suggesting an office or public space. The image is partially covered by a dark blue overlay on the left side.

Insight Community Mixed Topic Survey

February 2019 Results

| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton

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BACKGROUND

The Edmonton Insight Community is a panel of over 9,900 Edmontonians (February 2019) 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 February 2019 Mixed Topic Survey:

- Community Recreation Facilities Campaign Evaluation
- Property Assessment Service Satisfaction
- Parking Bylaw
- Reuse Centre

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 February 12 - 19, 2019 and was completed by 2,502 Insight Community Members and 21 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 2,502 it would be accurate ± 2.0 percentage points, 19 times out of 20.

RESULTS SUMMARY

Property Assessment Customer Service Evaluation

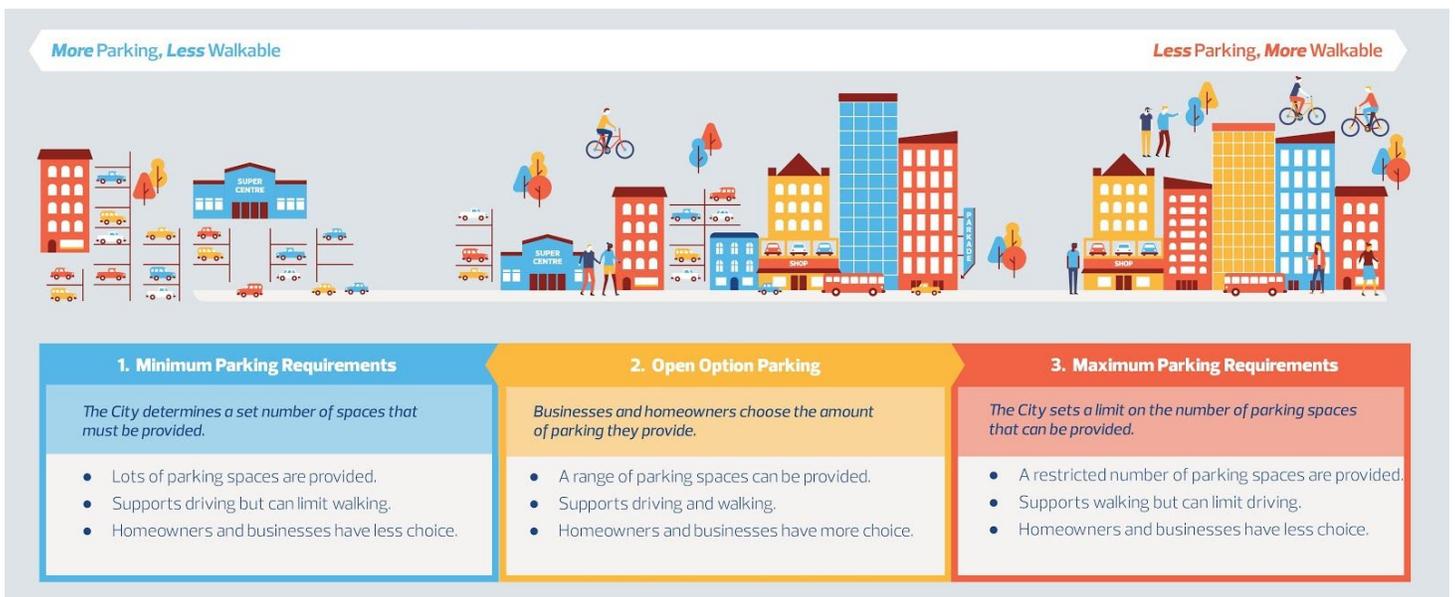
The Property Assessment team wanted to know how satisfied Insight Community members were with any interactions they may have had with the City regarding their property assessment. Of those who were surveyed, 84% own property in Edmonton. Of that 84% of property owners, 18% had contacted the City within the last 3 years with a question related to property assessment. Those who contacted the City were generally happy with the service they received: 77% said they were treated fairly and with respect, 69% thought the City staff members were knowledgeable, 67% thought they received a response in a timely manner, and 61% were satisfied with their overall experience.

Community Recreation Facilities Campaign Evaluation

We asked questions about Insight Community Members' awareness of the *Find Your Fit* campaign for City of Edmonton Recreation Centres. Over half (59%) of respondents recalled seeing or hearing advertisements about City of Edmonton recreation centres over the past few months, and 32% recalled seeing the *Find Your Fit* advertising campaign. Prior to completing the survey, only 20% of respondents knew that the City offered a free two-week membership trial to its recreation centres in November. Of those who were aware of the free trial, 7% participated.

Parking Bylaw

We asked the Insight Community to provide feedback on the rules for how many parking spaces must be provided with new homes and businesses. Based on past public engagement and technical analysis, three options were presented in the survey: requiring a minimum number of parking stalls per property, limiting the number of parking stalls for each property, or allowing homeowners and businesses to decide on the amount of parking that is needed (open option parking).



When asked whether the support or oppose each approach, respondents were most supportive of open option parking (63% strongly or somewhat support), followed by minimum parking requirements (43%) and maximum parking requirements (32%). Next, Insight Community members were asked to select their preferred approach and were told that City staff recommend open option parking based technical studies and past engagement. Open option parking was chosen by the most respondents (53%), followed by minimum parking requirements (24%) and maximum parking requirements (15%), while the remaining 7% had no opinion.

Reuse Centre

Prior to completing the February 2019 Mixed Topic Survey, 76% of Insight Community members had heard of the City of Edmonton Reuse Centre and 21% had visited in the Reuse Centre in the past 12 months. Of those who had visited the Reuse Centre in the past year, 73% collect items at home to donate to the centre.

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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