

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

# Insight Community Mixed Topic Survey July 2019 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*

**11,514**  
**members**

As of July 2019, more than 11,500 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 **July 9<sup>th</sup> to July 16<sup>th</sup> 2019**, 2,918 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) including:

- K-Days
- Accessible Taxi
- Accessible Placard

**2,918**  
**respondents**

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 July 2019 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 2,918 would be accurate to  $\pm 1.8$  percentage points, 19 times out of 20.

*Note: 10 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.*

# WHAT WE HEARD

## K-DAYS

### ATTENDANCE

Almost all (99.5%) Insight community members are aware of K-Days. Of those who are aware, 20% indicate they are likely to attend K-Days in 2019, 54% indicated they are not and 25% are undecided (figure 1). When asked about the last time they attended K-Days, half (52%) of the respondents attended more than 3 years ago.

Insight Community members who are likely to attend or attended K-Days in the past attend with family and/or friends in Edmonton.

### PARADE

**Awareness:** Awareness of K-Days Parade is high (95%) among Insight members.

**Current visitation and preferences:** Among those who are aware of the parade, 15% indicate they are likely to attend the parade in 2019. 40% respondents indicate that Friday and 69% indicate that downtown location work for them for the parade.

**Potential changes to location and time:** Nearly half of Insight members indicate that changing the day or location will not have any affect on their likelihood to attend the parade. About one-third respondents indicate that moving the parade from Friday to Saturday would increase (31%) and moving the location closer the K-Days fairgrounds would decrease (31%) their likelihood to attend the parade.

Figure 1: Planning to attend K-Days in 2019  
Respondents aware of K-Days=2,904

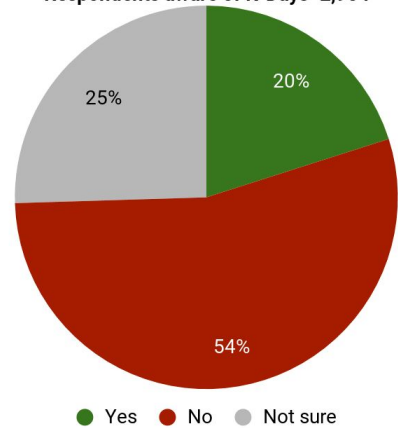
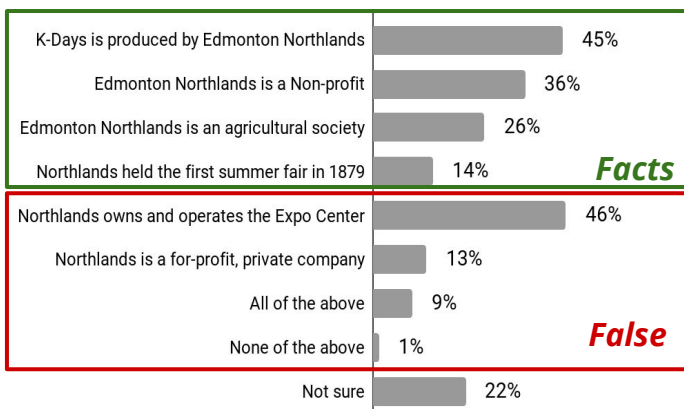


Figure 2: Awareness of Facts about Northlands  
Respondents who are aware of Northlands=2,897



### AWARENESS OF NORTHLANDS

Though almost all (99%) Insight members are aware of Edmonton Northlands, there is opportunity to increase awareness of the features and history about Northlands.

As shown in figure 2, 22% of those aware of Northlands are not sure which statements about Northlands are true. A notable proportion of respondents also selected statements about Northlands that are not true.

# WHAT WE HEARD

## ACCESSIBLE TAXIS

Please note that of the total Insight Community members who responded to the July Mixed topic survey, 464 qualified as “respondents for Accessible Taxi survey”.

“Respondents of the Accessible Taxi survey” are defined as Insight Community members who have booked or unsuccessfully attempted to book an accessible taxi in Edmonton.

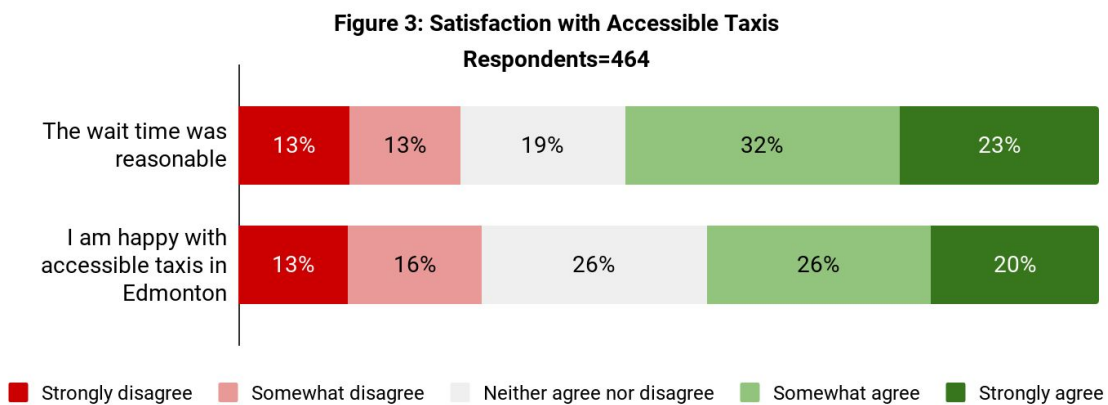
### USAGE

Insight members who have booked or unsuccessfully attempted to book an accessible taxi in Edmonton were asked how often they used accessible taxis. More than half (56%) indicate they use accessible taxis at least a few times per year. Top reasons for using accessible taxi services are convenience, to avoid parking problems, and using it as a safe method of transport.

While one-in-five (20%) respondents agree that they would like to use accessible taxis more often, 31% disagree and the close to half (49%) neither agree nor disagree.

### SATISFACTION WITH ACCESSIBLE TAXIS

Opinions about accessible taxis in Edmonton are mixed.



### CONCERNS AND SUGGESTIONS

When asked to think about their accessible taxi experience, half (49%) of respondents indicate they have had no issue using accessible taxis.

One-quarter (27%) of respondents who had concerns contacted 311 to put forth their complaint, and 24% of those who had a complaint didn't know they could call 311.

Some suggestions for improvements:

- Lower/no cost to the rider (41%)
- More accessible taxis in the fleet (36%)
- Better response (30%)

Some concerns:

- Taxi arrived late (33%)
- Taxi didn't arrive (19%)
- Service was refused e.g., due to service animals, mobility aids (7%)

## WHAT WE HEARD

### ACCESSIBLE PLACARDS

Please note that of the total Insight Community members who responded to the July Mixed topic survey, 570 qualified as “respondents for Accessible Placards survey”.

“Respondents of the Accessible Placards survey” are defined as Insight Community members who have a Parking Placard for Persons with Disabilities either for personal use or they provide transportation to someone who does.

### USAGE

- The majority of respondents use a permanent placard that can be renewed every 5 years (61%), followed by a long-term placard issued for 5 years (30%) and a temporary placard issued for 3 to 12 months (9%).
- In the last year, the majority (80%) respondents have used their placard for at least a few times a year.
- On average, they have used the placard for 1 to 2 hours (36%), or 30 minutes to 1 hour (26%).

### PARKING STALLS

Two-in-five respondents are satisfied with parking in curbside/on-street designated accessible parking stalls (42%), a similar proportion is neither satisfied nor dissatisfied (44%), and 15% are dissatisfied.

The most important features for respondents when using curbside/on-street designated accessible parking stalls are a flexible maximum time limit (68%) and lowered curb or ramp to access sidewalk (50%).

### EPARK ZONE AND PAYMENT METHODS

Three-in-ten respondents have used Parking Placard for persons with Disabilities to park for free in a curbside/on-street EPark zone in the last year (29%), and/or have used the EPark App to pay (30%).

#### Top reasons for not parking in EPark zones:

- EPark zones are full (33%)
- Prefer to park in parkades or off-street parking lots (25%)

#### Top reasons for not paying via EPark App:

- Do not understand how to use the app (30%)
- Do not have a data plan to access internet anywhere (24%)

The majority of respondents indicate that their most preferred payment method is credit card (68%), followed by debit card (38%) at an EPark machine.

### Questions?

E-mail [research@edmonton.ca](mailto:research@edmonton.ca) for more information, or visit [www.edmonton.ca/surveys](http://www.edmonton.ca/surveys)

### Interested in the Edmonton Insight Community?

Go to [www.edmontoninsightcommunity.ca](http://www.edmontoninsightcommunity.ca) to join or learn more.

### Looking for Data?

Visit [data.edmonton.ca](http://data.edmonton.ca) to find this and other City of Edmonton data on the Open Data Portal.

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