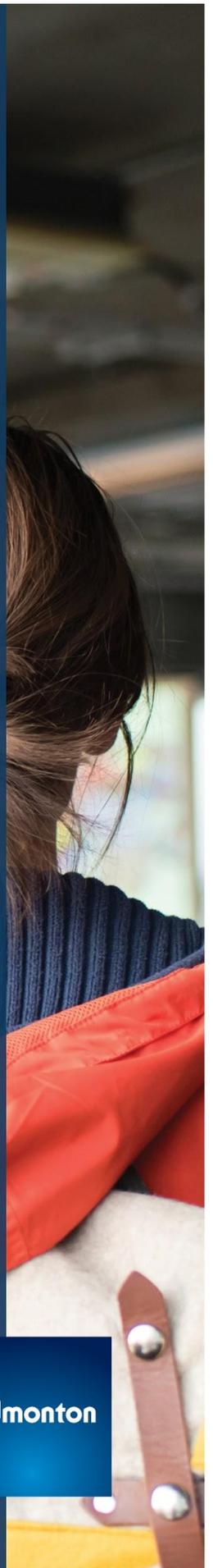


Insight Community Mixed Topic Survey

November 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 Team

As of November 2019, 11,586 Edmontonians were 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. The Corporate Research Team advises on, plans, executes, and reports on research for almost every administrative area of the City.

In November 2019, more than 2,000 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) and was sent in two parts.

Part 1 was conducted from **November 12th to November 19th 2019**, and included the following topics (n=2,726 respondents):

- Residential sidewalk snow removal
- Touch the Water Promenade

Part 2 was conducted from **November 14th to November 21st 2019**, and included the following topics (n=2,278 respondents):

- Goats
- Pests
- Orange hub
- City of Edmonton website
- Bike Plan
- Dynamic Message Signs

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 November 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 2,726 would be accurate to ± 1.6 percentage points and for a sample of 2,278 would be accurate to ± 1.8 percentage points, 19 times out of 20.

Note: 274 anonymous individuals in part 1 survey and 29 in part 2 survey accessed the survey link through the City website. While reporting back to the Insight Community members through this report, we only include the survey results for the members.

11,586
members

2,726
respondents
for part 1

2,278
respondents
for part 2

WHAT WE HEARD - PART 1

2,726 respondents

RESIDENTIAL SIDEWALK SNOW REMOVAL

AWARENESS

The majority of Insight Community respondents are aware of the bylaw requiring owners to shovel their sidewalk (95%), that the City provides free sand (65%), and that they will be charged for any snow removal (57%). Awareness is lower about where the free sand is available (47%), and that the fine for not shoveling is \$100 (42%).

COMPLIANCE

67% of respondents indicate that their household is responsible for sidewalk snow removal. Among those who are responsible, almost all (97%) indicate always shoveling the snow or removing ice from the sidewalk. Some of the reasons for not always shoveling are:

1. Snow gets too packed down before they can get to it
2. Work schedule prevents them from getting to it during daylight hours
3. Too busy to get to it

NEIGHBOURHOOD SNOW REMOVAL

Respondents were asked about the sidewalk snow removal in the neighbourhood and 41% indicate they are very satisfied with how their neighbours are keeping up with removing snow and ice. One-third (33%) of respondents are willing to be a volunteer to shovel a residential sidewalk for someone in need in their neighbourhood.

35% of respondents indicate that they have fallen on a residential sidewalk adjacent to their property because of improper snow clearing. 18% respondents have submitted complaints to 311 of sidewalks that are not clear in their neighbourhood. Some of the reasons why respondents did not submit a complaint to 311 are:

1. There was no need (sidewalks were clear)
2. They would like to keep peace in their neighbourhood
3. They didn't have faith that it will be addressed.

MOTIVATIONS IN NEIGHBOURHOOD

1. Increased enforcement
2. Neighbours start complaining
3. Volunteered help to shovel

BARRIERS IN NEIGHBOURHOOD

1. Lack of complaints
2. Too busy to get to it
3. Mobility issues
4. Willing to risk getting fined

WHAT WE HEARD - PART 1

2,726 respondents

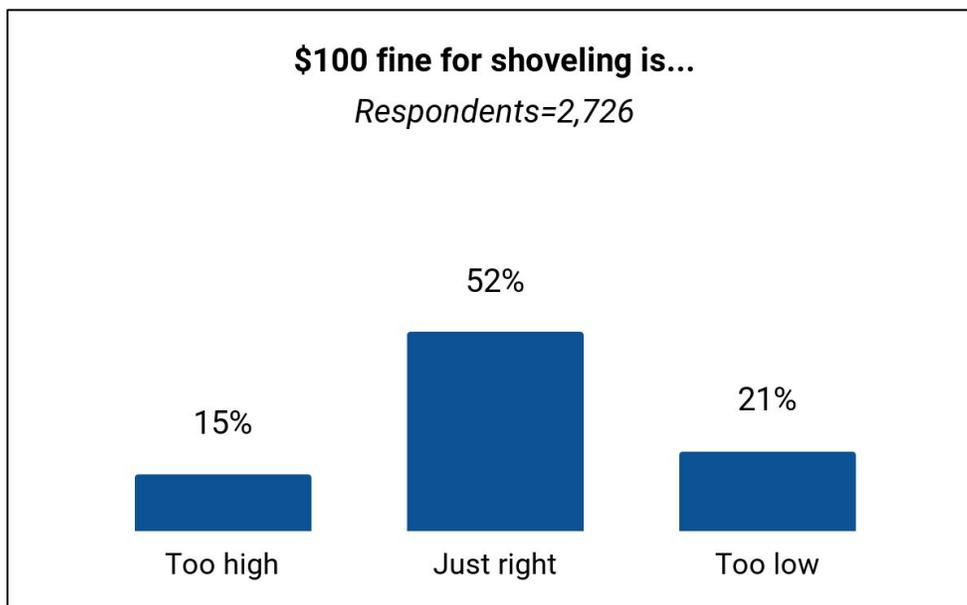
RESIDENTIAL SIDEWALK SNOW REMOVAL (Continued)

ENFORCEMENT

As seen in the chart, half of the respondents think the \$100 fine for not shoveling is just right.

Among respondents whose households are responsible for sidewalk clearing (n=1,816),

1. 5% have received a ticket/warning in the past 3 years
2. 5% indicate receiving a ticket/warning, and 1% indicate that receiving a snow removal bill prompted them to keep the sidewalk more clear of snow and ice.



WHAT WE HEARD - PART 1

2,726 respondents

TOUCH THE WATER PROMENADE

Of those that said they have visited the area in the last 12 months, the top current uses are:

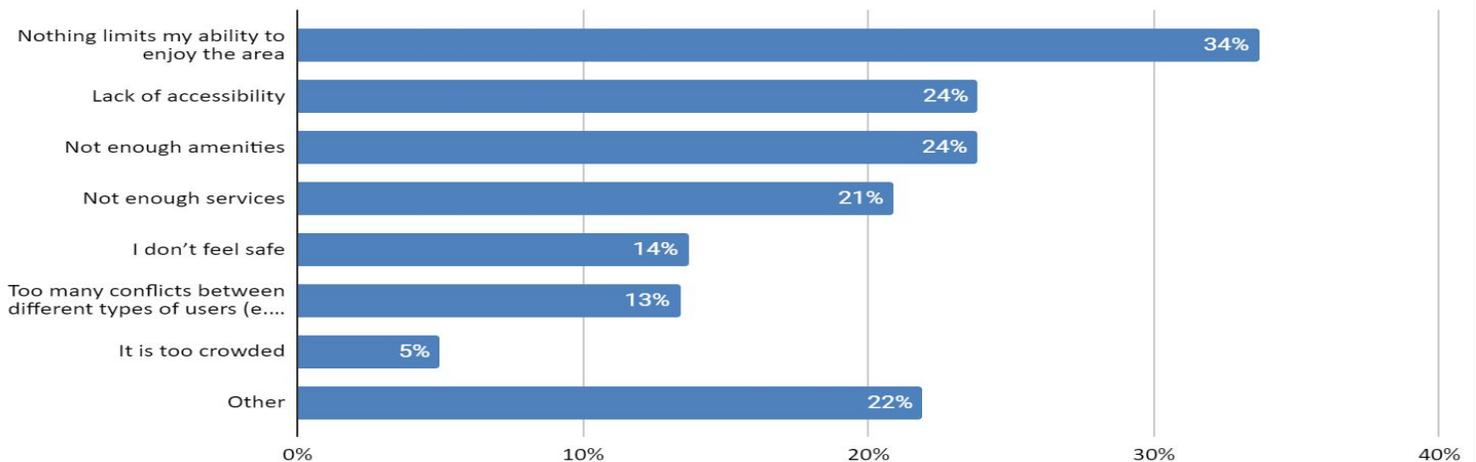
- Travelling through (e.g. cycling, walking, running) - 87%
- Places to relax (e.g. seating, picnic areas, viewing platforms) - 55%
- Access to the water (e.g. wading, fishing, boating, viewing) - 22%

When asked what you would like to do / use in this area of the river valley in the future:

- Places to relax (e.g. seating, picnic areas, viewing platforms) - 71%
- Travelling through (e.g. cycling, walking, running) - 69%
- Washroom / Change Room facilities - 55%

Lastly all respondents were asked if there are anything that limits their ability to enjoy the area:

Is there anything that limits your ability to enjoy the area?



WHAT WE HEARD - PART 2

2,278 respondents

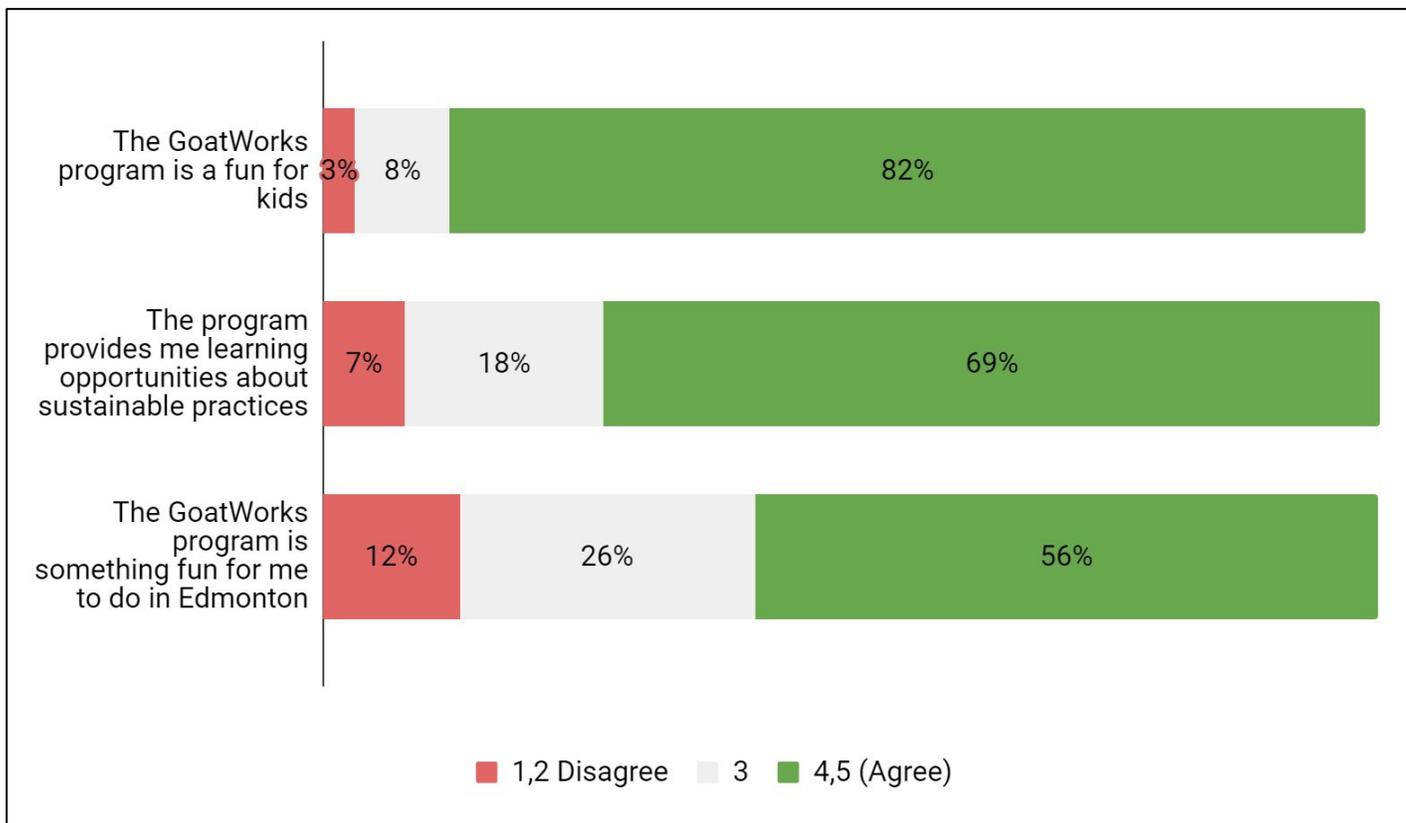
GOATS

The GoatWorks Pilot Program used goats to manage invasive weed infestations in natural areas and parks. From 2017 to 2019, hundreds of goats were placed in Rundle Park to graze on regulated weeds such as Canada thistle, leafy spurge, yellow toadflax. Insight Community Members were asked to provide their insight better understand how this three year GoatWorks pilot was received by Edmontonians.

Respondents were asked if they have ever heard of the GoatWorks Program. 89% said 'Yes', with 'Local news' (78%) and 'Social Media' (31%) being the top sources of how they heard about the program.

14% of respondents also said they have personally seen the goats at work at Rundle Park in the last three years and 46% said they would 'Definitely consider' visiting the GoatWorks program at Rundle Park and seeing them work sometime in 2020.

Respondents were asked their level of agreement on 3 statements regarding the GoatWorks program (see below:)



WHAT WE HEARD - PART 2

2,278 respondents

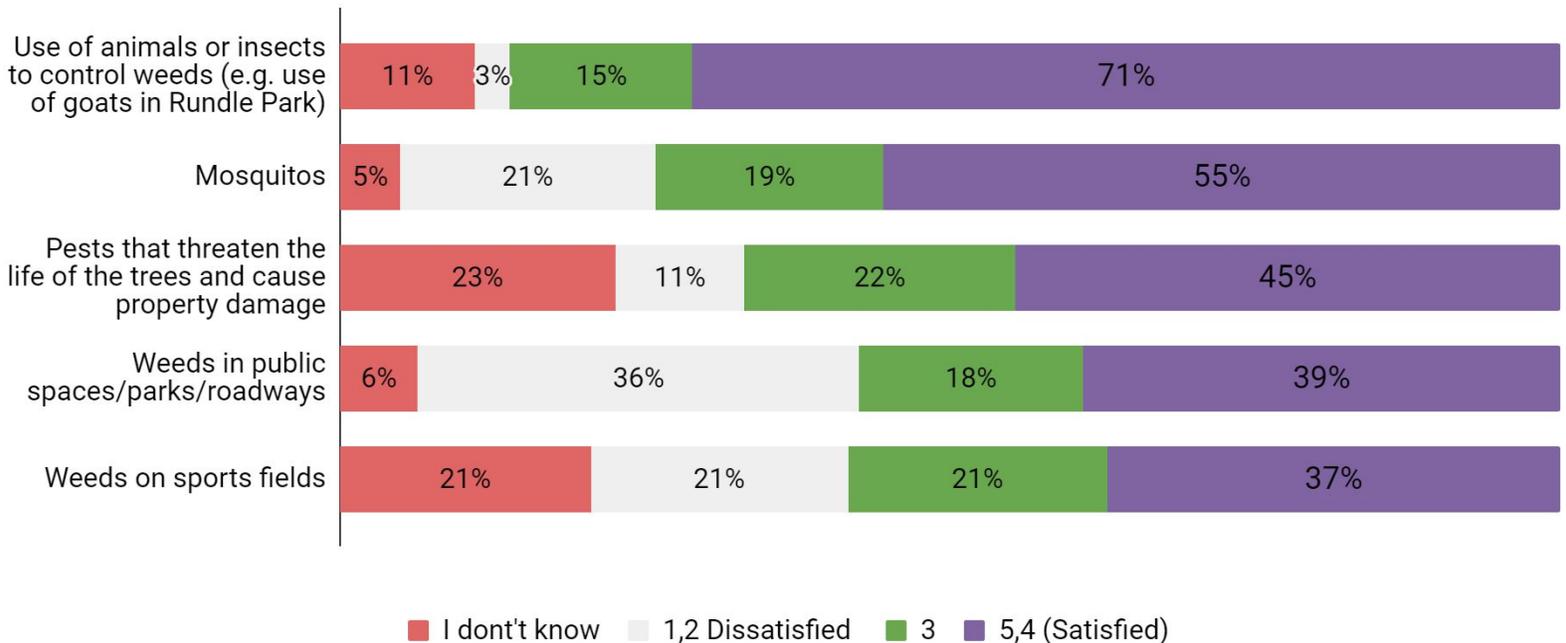
PESTS

The City wanted to understand Insight Community Members' opinions regarding the Integrated Pest Management Policy (C-501).

Members were asked if they were aware of various pest management programs that they City has: Programs that had the highest awareness (those that answered "Yes") were: "Controlling mosquitoes" (91%), "Controlling weeds with weed-eating insects or animals" (91%), and "Controlling weeds in sports fields" (78%).

Next, respondents were asked their level of satisfaction with the results of the city's management of pests:

How satisfied are you with the results of the city's management of pests...



The use of animals or insects to control weeds having the highest level of satisfaction.

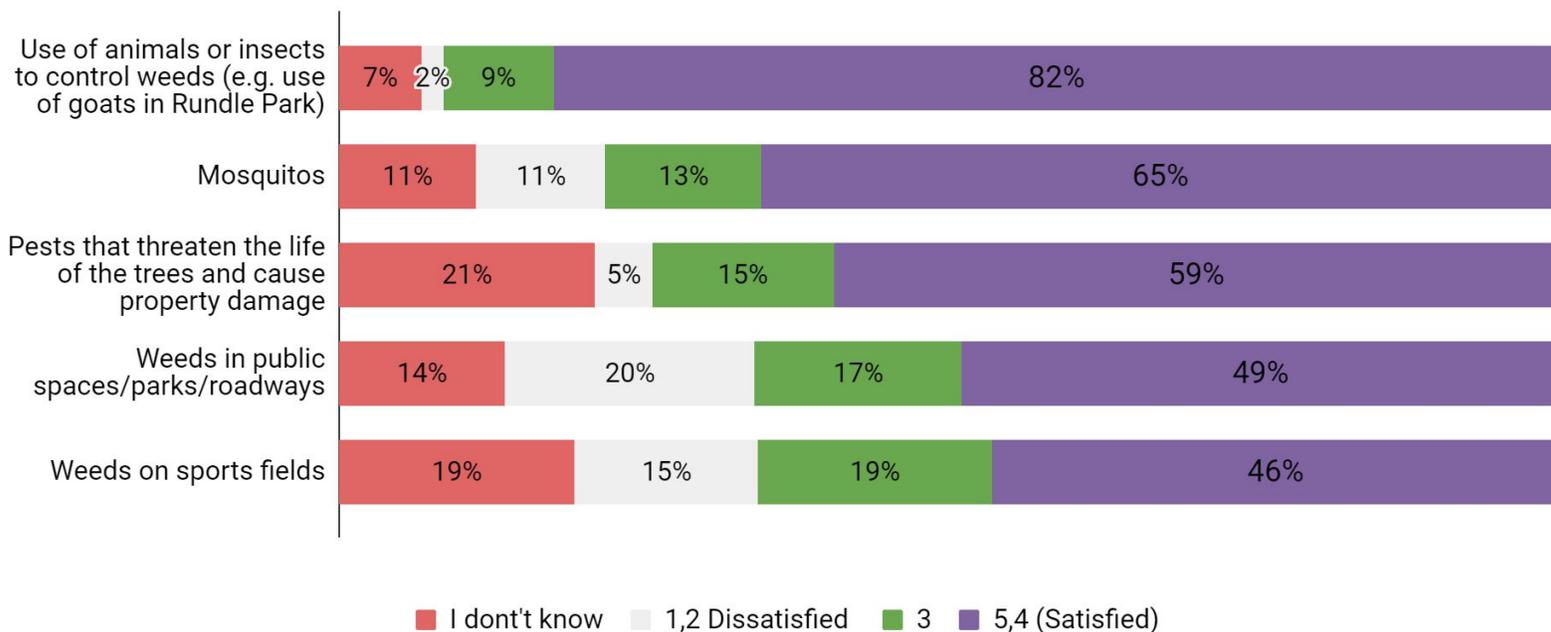
WHAT WE HEARD - PART 2

2,278 respondents

PESTS (continued)

Insight Community members were then asked their level of support with the City's current approach to managing different pests:

How supportive are you of the city's current approach to manage...



The use of animals or insects to control weeds having the highest level of support.

Respondents were all asked which aspects are the most important in how the City manages pests and weeds.

The top 3 most important (very important or somewhat important) were :

- "Health of wildlife, including pollinators that might be exposed to pesticides" - 93%
- "Health of the public that might be exposed to pesticides" - 85%
- "Health of aquatic ecosystems that might be exposed to pesticides" - 85%

WHAT WE HEARD - PART 2

2,278 respondents

ORANGE HUB



Located on the west end of the city, the Orange Hub is a centre for non-profit groups that offer programs and services in the arts, recreation, wellness and learning. The building is owned by the City of Edmonton. Insight Community members were asked how aware they are of Orange Hub and its services.

UNAIDED AWARENESS

Respondents were shown the picture of Orange Hub and asked if they knew what's in the building today. 25% respondents indicated they are aware of what is in the building.

AIDED AWARENESS

After describing that the Orange Hub is a center for nonprofit groups that offer programs and services in arts, recreation, wellness and learning, 53% respondents indicate that they have heard of the Orange Hub.

13% respondents indicate that they are familiar with the services available and the organizations that are located at the Orange Hub.

WHAT WE HEARD - PART 2

2,278 respondents

CITY OF EDMONTON WEBSITE

USAGE

88% of Insight Community respondents have accessed edmonton.ca in the past 12 months, including 47% who have used the website up to 5 times in the past 12 months and 41% who have accessed more than 5 times.

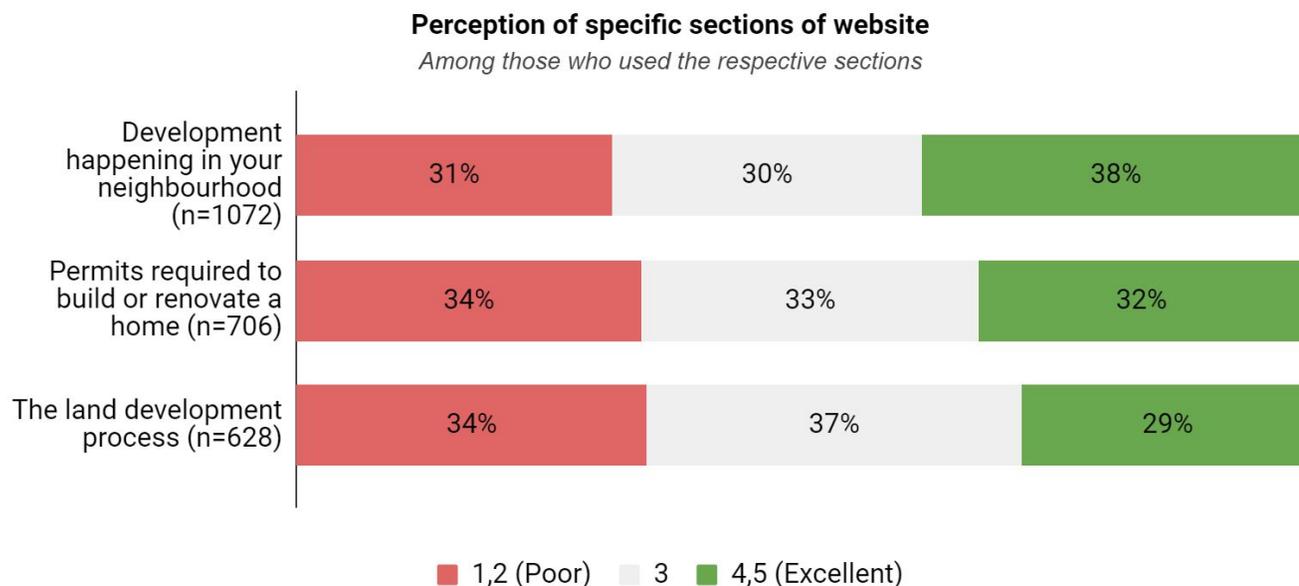
Respondents have not used the following sections of the website:

1. Land development process (69% did not use)
2. Permits required to build or renovate a home (65% did not use)
3. Development happening in their neighbourhood (47% did not use)

PERCEPTION OF THE WEBSITE

Among those who have accessed the website, about half (47%) rate their overall experience as positive (4 or 5 rating) and a similar proportion (53%) indicate that they find the information grouped in an intuitive/helpful manner.

Opinion is divided when respondents were asked to rate their experiences with specific sections of the website (see chart below).



WHAT WE HEARD - PART 2

2,278 respondents

BIKE PLAN

Respondents were provided the draft bike plan network map to review and were asked what they like in the draft map and what needs to change. Some respondents support the bike routes through downtown, and along key travel corridors, for example:

- Connections north of the river, for example, 66 street, 132 avenue etc.
- West end connectors for example 95 avenue, 163 street etc.
- Bike routes in South like 106 street, 51 avenue, 50 street, Riverbend road, 87 ave, etc.

There were also recommendations to strengthen some of the future routes shown on the map by filling in small gaps or extending the routes. Some suggested changes were:

- Area between Yellowhead Trail and 137 Avenue
- 102 avenue and 95 avenue, 51 Avenue and the Millwoods utility corridor
- High Level Bridge and 109 Street corridor

Respondents also mentioned role of education for drivers, impacts of vehicle traffic, and the importance of good maintenance. Some respondents also expressed their concerns about the the cost of bike lanes and that the bike lanes serve such a small segment of Edmontonians.

WHAT WE HEARD - PART 2

2,278 respondents

DYNAMIC MESSAGE SIGNS

The City wanted to understand Insight Community Members' opinions regarding Dynamic message signs on roadways. Members who have driven a motor vehicle in Edmonton in the past year were asked if they had seen a number of messages on Dynamic Messages Signs in October 2019:



- LOOK WHEN TURNING - EXPECT BIKES: 18% said they had seen the sign
- LOOK WHEN TURNING - EXPECT PEDESTRIANS : 14% said they had seen the sign

Respondents that had seen the signs were asked follow up questions about each:

Those that had seen the LOOK WHEN TURNING - EXPECT BIKES were asked if they agreed with the following statements: "This message encouraged me to to slow down when turning at intersections where cyclists are present." 74% said they strongly or somewhat agree. 77% said they strongly or somewhat agree to the following statement: "This message encouraged me to look both left and right when turning at intersections where cyclists are present."

Those that had seen the LOOK WHEN TURNING - EXPECT PEDESTRIANS were asked if they agreed with the following statements: "This message encouraged me to to slow down when turning at intersections where pedestrians are present." 71% said they strongly or somewhat agree. 76% said they strongly or somewhat agree to the following statement: "This message encourage me to scan for pedestrians when turning at intersections"

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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