

Insight Community Mixed Topic Survey

September 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

11,441
members

As of September 2019, 11,441 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 **September 10th to September 17th 2019**, 2,691 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:

- Invasive Weeds
- Shared Use Paths

2,691
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 September 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 2,691 would be accurate to ± 1.9 percentage points, 19 times out of 20.

Note: 15 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

INVASIVE WEEDS

SPOT IT, REPORT IT, REMOVE IT Campaign

More than one-quarter (28%) of respondents have heard about the City of Edmonton's SPOT IT, REPORT IT, REMOVE IT invasive weeds campaign.

Of those who are aware of the campaign (n=751),

- 40% heard about the campaign on local news (TV, radio) and 31% heard it via social media (Facebook, Twitter, Instagram)
- 36% indicate that the ads motivated them to look for more information

WEED IDENTIFICATION FEATURE

9% respondents have heard about the new weed identification feature on the 311 app.

13% of those who are aware of the weed identification feature (n=240) have tried the feature.

WEED PULL EVENTS

14% respondents are aware that the City of Edmonton hosts volunteer weed pull events to raise awareness about invasive weeds.

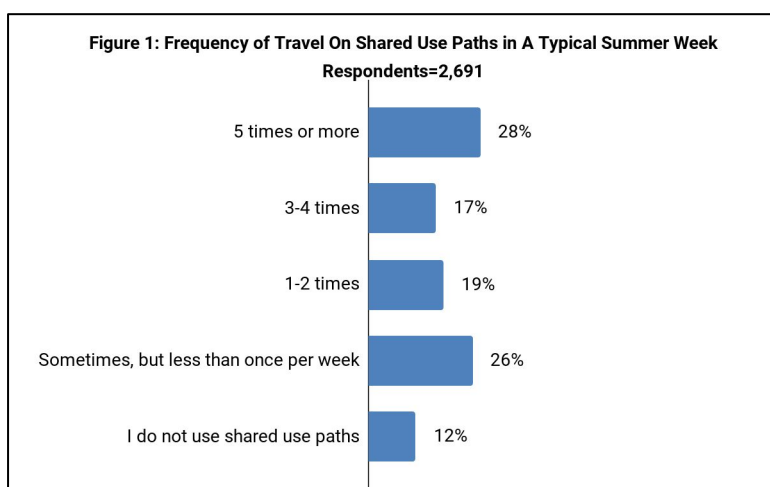
WHAT WE HEARD

SHARED USE PATHS

USAGE

28% respondents travel on shared use paths 5 times or more in a typical summer (figure 1).

Of the 88% respondents who use shared use paths (n=2,377), 92% use it for walking, 48% for cycling, 25% use it with their dog or other pet, and 17% use it for running.



WHAT WE HEARD

SHARED USE PATHWAYS

BEHAVIOURS

When travelling on shared use paths, respondents are very concerned about cyclists not ringing the bell to pass (33%), cyclists going fast (30%), and/or people not keeping their dogs properly secured on a leash (28%).

26% of respondents identified High Level Bridge as the most problematic area on shared use paths from an etiquette and/or safety perspective.

When asked about their personal behaviours, respondents mention that they travel in the middle or on the left of a shared use path (20%), and/or spread across the path while travelling in a group (19%) at least some of the times.

CAMPAIGN EVALUATION

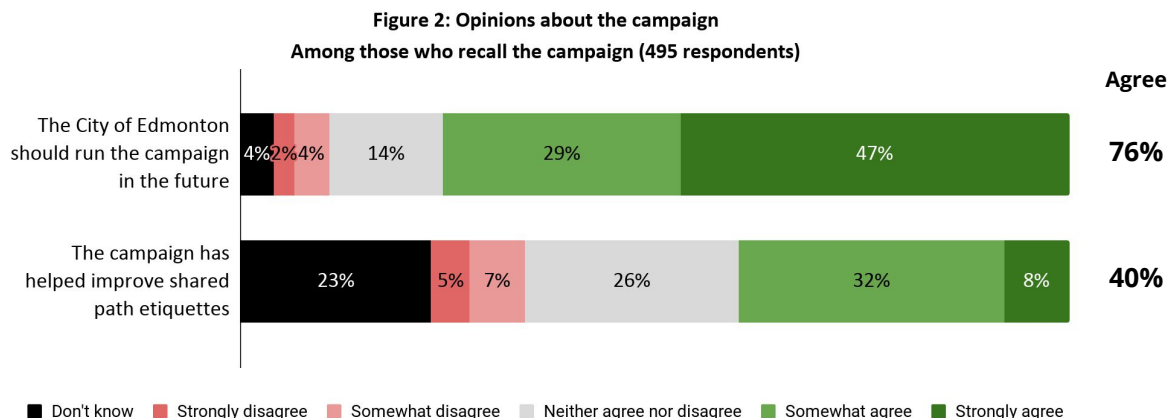
In the past month, people have experienced the following at least some of the time:

- Cyclists not ringing their bell (65%)
- People spreading across the path (65%)
- Cyclists going fast (61%)
- Walkers not staying to the right (54%)

21% respondents recall “Language of the Path” campaign. Of those who recall the campaign:

- 83% saw signs along the pathway
- 42% saw decals/stickers along the pathway
- 13% saw the campaign on social media
- 11% saw or spoke with someone from the City of Edmonton about it on the shared pathway

As shown in figure 2, 76% respondents who recall the campaign agree (somewhat, strongly) that the City of Edmonton should run the campaign in the future.



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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