City of St. Albert
Cultivate Life

2019 Community Engagement

General Population Survey

Final Report

January 8, 2020

Yardstick Research

Yardstick
Testing and Training Experts

TABLE OF CONTENTS

1.0   EXECUTIVE SUMMARY

The following is a summary of the key findings from the 2019 General Population Community Satisfaction Survey. For detailed survey results, please refer to Section 3.0.

Highlights of Findings

- The overall quality of life remains exceptionally high.

- The City of St. Albert continues to be considered a very safe place to live.

- The number of respondents, who said that their expectations of the services provided by the City of St. Albert were met, decreased for the majority of services. Exceptions are Fire and Ambulance Services, Policing Services and Preserving Community Heritage, which remained at a comparable level to the previous survey.

- The perception on housing options and services (new to the 2019 survey), for those in need, reveals that there is a need for more affordable housing options, for an increased number of rental options and for more services and programs that serve those in need.

Quality of Life

- Overall quality of life remains exceptionally high (98% rated this as "good" or "very good", comparable to 99% in 2017).

- Top factors contributing to a **high quality of life** in St. Albert included:

Park system, green spaces, trail system (45%)

Community atmosphere, friendly people, small town feel (24%)

Safe place to live, low crime rate, good policing (24%)

Availability of services, facilities, festivals, farmers market, events (22%)

- Top factors considered to **detract from a high quality of life** included:

High taxes (36%)

High traffic volume (27%)
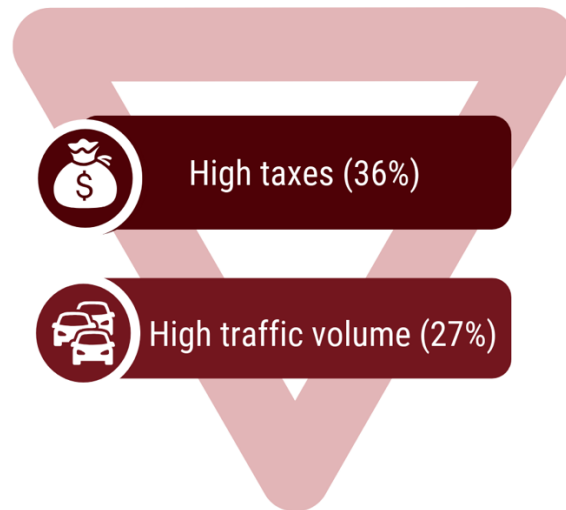
Safety

- While the largest **safety concerns** included theft/burglary (46%), vandalism (23%), and drugs in the community (13%), more than 9 in 10 respondents agreed that "St. Albert is a safe community to live in" (92%, which is consistent with 2017).

Service Expectations

- Overall, nearly three-quarters of the respondents (74%, comparable to 79% in 2017) were satisfied with the programs and services provided by the City.

- Services that **most frequently met respondents expectations** (8 in 10 respondents or more[1]) included:

  - *Fire and Ambulance Services (93%, comparable to 96% in 2017)*;
  - *Outdoor Recreation (85%);*
  - *Cultural Participation (83%);*
  - *Policing Services (82%, a significant decrease from 89% in 2017)*; and
  - *Preserving and Celebrating Community Heritage (82%, comparable to 86% in 2017)*.

- Service areas that **less frequently met respondents expectations** (fewer than 6 in 10 respondents) included:

  - *Roadway Repair and Maintenance (56%, a significant decrease from 72% in 2017);*
  - *Planning and Development (49%, a significant decrease from 63% in 2017);*
  - *St. Albert Public Transit* (48%, *a significant decrease from 59% in 2017*);
  - *Economic Development* (44% *a significant decrease from 56% in 2017*); and

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[1] Excluding "don't know" or "not stated" responses.

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o *Engineering* (40*%, a significant decrease from 56% in 2017).*

Specific Services: Housing Options

- When asked how important it is that the City has a range of **housing options and services** to address the gap between rents, housing prices, and income levels, two-thirds (67%) of respondents felt that a range of housing options is important to have.

- Respondents were asked to what degree the following housing options, programs, and services met their expectations. The results were as follows:

  o **Availability of ownership housing options for households of different income levels and stages of life** (58% of respondents reported that their expectations were met);

  o **Availability of programs and services to address the gap between rents and income levels** (42% of respondents reported that their expectations were met);

  o **Availability of rental housing options for households of different income levels and stages of life** (41% of respondents reported that their expectations were met); and

  o **Availability of services for persons who are at risk of homelessness** (31% of respondents reported that their expectations were met).

Customer Service

- In terms of the overall services provided by City of St. Albert employees, of those who had contacted a City employee in the past year, most were satisfied (81%, compared to 91% in 2017).

- The majority of respondents (82%, a significant decrease from 94% in 2017) felt that current methods of conducting City services such as paying bills, obtaining a license, registering for a program, etc. met their expectations.

Communication

- Overall, customer service was considered a strength, with four out of five (82%, decreased from 91% in 2017) of those who were in contact with a City employee having been satisfied with their experience.

- Almost two-thirds (64%) of the respondents felt that the City met their expectations in terms of sharing and providing access to information on municipal matters (a significant decrease from 80% in 2017). Those who felt otherwise most often suggested that the City could consider using (or improving usage of) mail/mailouts and the newspaper.
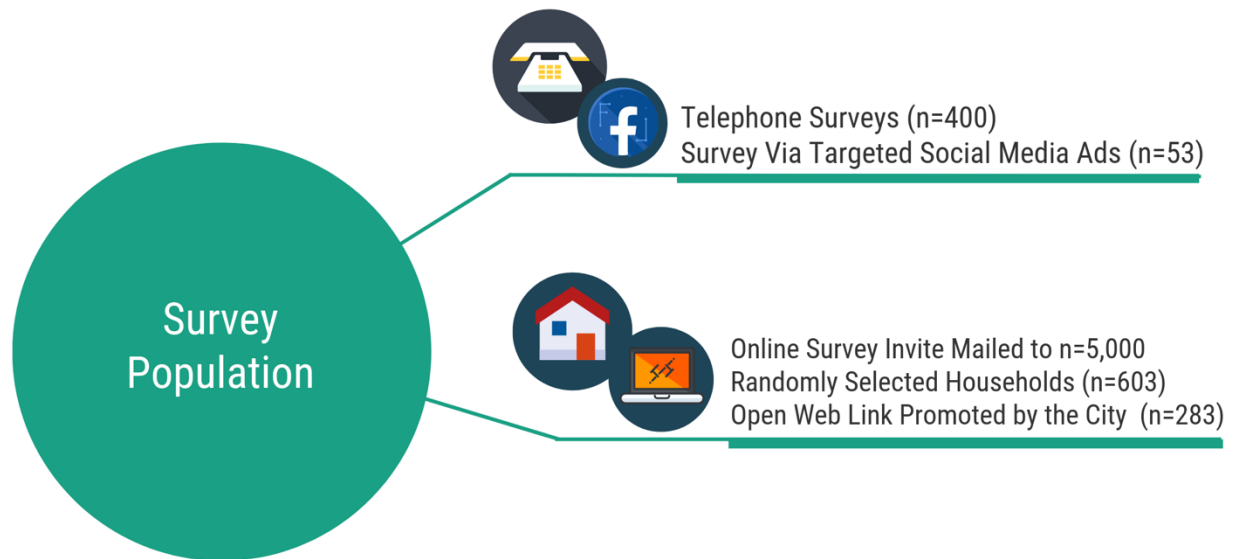
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Property Taxes and Financial Planning

- Homeowners generally felt that they receive "good," "very good," or "excellent" value for their tax dollars (66%, consistent with 2017), while those who felt they received "fair" or "poor" value most often felt that that there is overspending/wasting money/lack of fiscal responsibility and that taxes are high or continue to rise.

- More than half of homeowners supported an inflationary tax increase to maintain the current level of services from the City (51%, comparable to 57% in 2017) and 14% supported a tax decrease to reduce the level of services (consistent with 2017).

Municipal Leadership

- The most important issues facing City Council included ensuring budget or fiscal responsibility and reducing taxes.

- Slightly less than half of the respondents each agreed with the following:

    o Council effectively plans for the future of the community (45%, a significant decrease from 54% in 2017);

    o Council is acting in the community's best interests (48%, a significant decrease from 57% in 2017); and

    o Their personal interests are being served by the City Council (46%, a significant decrease from 53% in 2017).

- Overall, more than half were satisfied with the way the City of St. Albert is currently being run (56%, a significant decrease from 65% in 2017).

2.0   PROJECT BACKGROUND

In 2019, the City of St. Albert contracted Yardstick Research to conduct the 2019 Resident Satisfaction Research. As part of the project, Yardstick Research conducted the following surveys:

- **General Population Survey (n=453)**. This survey was conducted via telephone (n=400) and web-based methods through targeted social media ads (n=53), in order to capture younger demographics that are typically harder to reach via telephone. Age and gender quotas were established to ensure appropriate demographic representation of the City of St. Albert. The survey was conducted from November 14 to December 11, 2019.

  o Results reflect a margin of error no greater than ±4.6% at the 95% confidence level, or 19 times out of 20.

- **Public Web-Based and Mail-to-Web Survey (n=886)**. Hard-copy invitations were distributed via mail-out to 5,000 randomly selected City of St. Albert residences on November 13, encouraging residents to complete the web-based version of the survey by December 11, 2019. A public link was also made available to the City of St. Albert, for promotion through official City channels (e.g., City Website, Social Media), providing all residents the opportunity to provide input. A total of 886 (603 via mail-out, and 283 via public link) residents completed the web-based survey, results for which are provided in a separate report.

> *Please Note: Due to the opt-in or self-select nature of the public web-based and mail-to-web surveys, results cannot be generalized to the population of the City of St. Albert.*

Similar to the previous iterations of the St. Albert Community Satisfaction Survey, results provide the City with insight into the perceptions and opinions of residents across a number of issues including:

- Overall quality of life in the City of St. Albert;
- Safety issues;
- Overall satisfaction with City services, facilities, and programs;
- Service expectations;
- Communicationand customer service;
- Property taxes and financial planning;
- Municipal leadership; and
- Top priorities for the City of St. Albert.

This report outlines the results for the **2019 City of St. Albert General Population Survey**.

3.0   STUDY FINDINGS

Age and gender quotas were established, as follows, to ensure proper demographic representation of St. Albert's residents:[2]

	Number of Respondents (n)			
	Male	**Female**	**Other/NR**	**Total**
18 to 24 years of age	n=26	n=19	n=1	**n=46**
25 to 64 years of age	n=152	n=170	n=1	**n=323**
65 years of age and older	n=37	n=46	n=1	**n=84**
Total	n=215	n=235	n=3	**n=453**

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. It is important to note that the data tables provide a detailed analysis of all survey findings. The reader should also note, when reading the report that the term *significant* refers to "statistical significance." Only those respondent subgroups which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been included. Respondent subgroups that are statistically similar have been omitted from the presentation of findings.
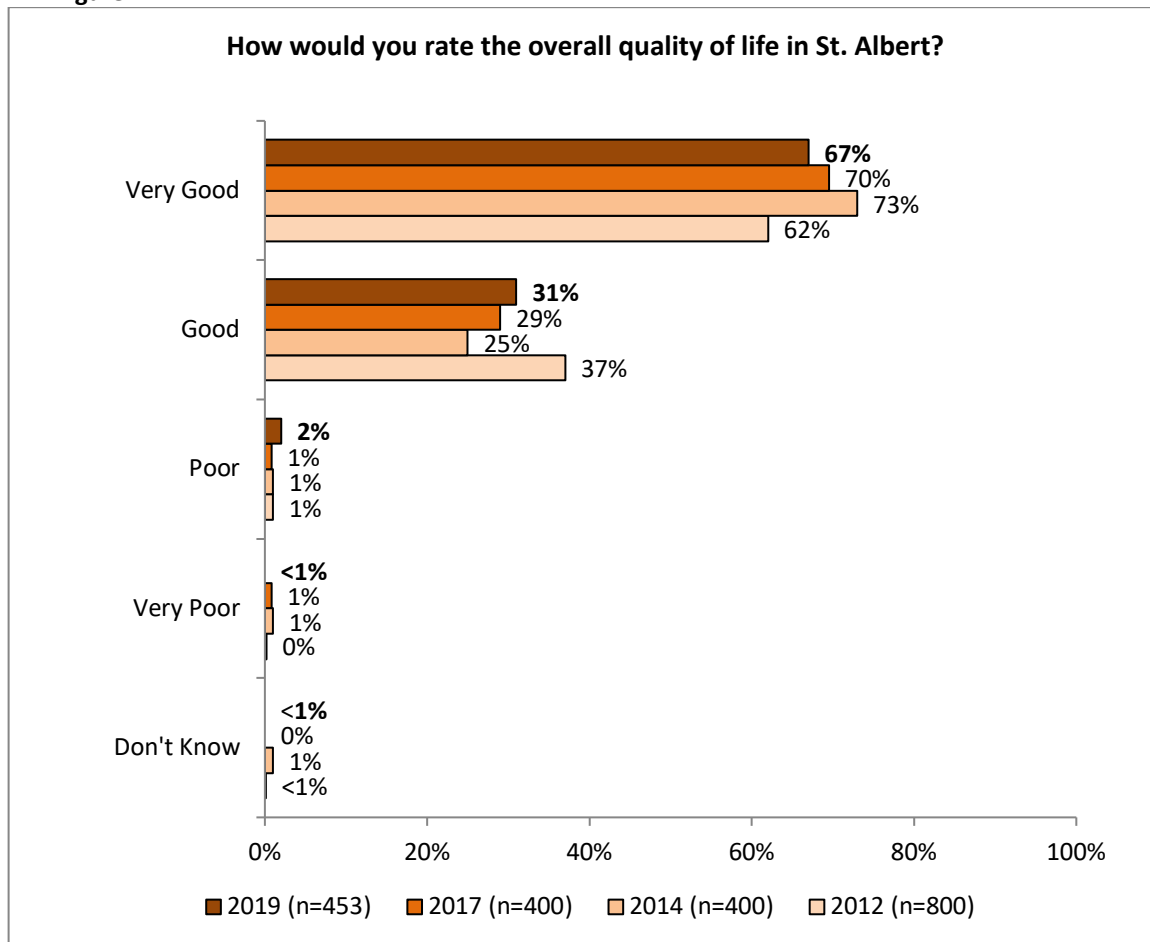
3.1   Quality of Life

To begin the survey, respondents were asked a series of questions about the quality of life in St. Albert. When asked to rate, overall, their perceived quality of life, nearly all of the respondents (98%, comparable to 99% in 2017) rated it as "good" (31%, comparable to 29% in 2017) or "very good" (69%, comparable to 70% in 2017).

In 2010, 98% of respondents provided a positive rating for the quality of life in St. Albert, with 17% rating it "good", 52% "very good", and 29% who rated it as "excellent". Due to the change in scale between 2010 and 2014, results prior to 2012 have been omitted from Figure 1, following page.

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[2] Based on the 2016 municipal census.

Figure 1

How would you rate the overall quality of life in St. Albert?

Rating	2019 (n=453)	2017 (n=400)	2014 (n=400)	2012 (n=800)
Very Good	**67%**	70%	73%	62%
Good	**31%**	29%	25%	37%
Poor	**2%**	1%	1%	1%
Very Poor	**<1%**	1%	1%	0%
Don't Know	**<1%**	0%	1%	<1%

■ 2019 (n=453) ■ 2017 (n=400) ■ 2014 (n=400) □ 2012 (n=800)

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Next, respondents were asked what they considered to be the top factors **contributing to a high quality of life** in St. Albert. Forty-five percent (45%) mentioned the park system, green spaces, river and trail system, followed by 24% who referenced the community atmosphere, the friendly people, the community spirit and the small town feel, and 24% who consider St. Albert a safe place to live, a place with low crime rate, good policing and police presence. See Table 1, below.

Table 1

What would you say are the top factors <u>contributing to</u> a high quality of life in the City of St. Albert? 2019	Percent of Respondents* (n=453)
Park system/green spaces/river/trail system	45
Community atmosphere/friendly people/community spirit/small town feel	24
Safe place to live/low crime rate/good policing/police presence	24
Availability of services/facilities/festivals/farmers market/events	22
Availability of shopping/amenities/entertainment/restaurants/quality of business	17
Availability of recreation/sport facilities and programs/Servus Place	13
Size of City/not too big/good layout/easy to get around/city planning	12
Schools and educational opportunities/good schools	11
City is clean/well-maintained/updated	11
Good road maintenance and snow removal/sidewalks	11
Beautiful city/nice view/good scenery/lots of trees/physical surroundings	8
Location/proximity to Edmonton	6
Quiet/peaceful atmosphere	5
Good place to raise children/family oriented/family services	4
High incomes/standard of living	4
High property values/large lots/mature/good neighbourhoods	3
Arts and cultural opportunities/facilities (ex Arden Theatre, library, etc)	3
Availability of health care facilities and hospitals/medical staff	3
Other (2% of respondents or less)	12
Don't Know/No Response	4

*Multiple responses

Table 2

What would you say are the top factors <u>contributing to</u> a high quality of life in the City of St. Albert? 2017	Percent of Respondents* (n=400)
Park system/green spaces/river/trail system	44
Community atmosphere/friendly people/community spirit/small town feel	21
Safe place to live/low crime rate/good policing/police presence	21
Availability of shopping/amenities/entertainment/restaurants/quality of business	20
Availability of services/facilities/festivals/farmers market/events	18
Schools and educational opportunities/good schools	13
Availability of recreation/sports facilities and programs/Servus Place	13
Clean City/well-maintained/updated	12
Size of City/not too big/good layout/easy to get around/City planning	10
Good road maintenance and snow removal/sidewalks	8
Arts and cultural opportunities/facilities (e.g., Arden theatre, library, etc.)	7
Beautiful City/nice view/good scenery/lots of trees/physical surroundings	6
Good place to raise children/family oriented/family services	4
Quiet/peaceful atmosphere	3
Good garbage pickup/recycling program/compost program	3
Other (2% of respondents or less)	16
Don't Know/No Response	5

*Multiple responses

When asked about the factors that **detract from a high quality of life** in St. Albert, thirty-six percent of the respondents (36%) mentioned high taxes, followed by 27% who felt there is high traffic volume, congestion and poor traffic management/control in the city. See Table 3, below.

Table 3

What would you say are the top factors <u>detracting from</u> a high quality of life in the City of St. Albert? 2019	
	Percent of Respondents* (n=453)
High taxes	36
High traffic volume/congestion/poor traffic management/control	27
Poor/lack of City public transit services	8
High cost of living	7
City debt/budget related issues/overspending/poor spending	7
Poor road infrastructure/lack of bypass/ring road	6
Poor/lack of snow removal/street cleaning services	6
City council (ex poor management/not accountable for actions/lack direction, etc)	6
City growing too fast/too much residential development/too spread out	5
Crime/criminal activity/vandalism/drugs/Drunk driving	5
Lack of affordable housing/housing options	4
Lack of retail stores/shopping options	3
Garbage collection program (ex restrictions on collection/rates/garbage facility, etc)	3
Other (2% of respondents or less)	29
Nothing/no factors contributing to a low quality of life	5
Don't Know/No Response	8

*Multiple responses

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Table 4

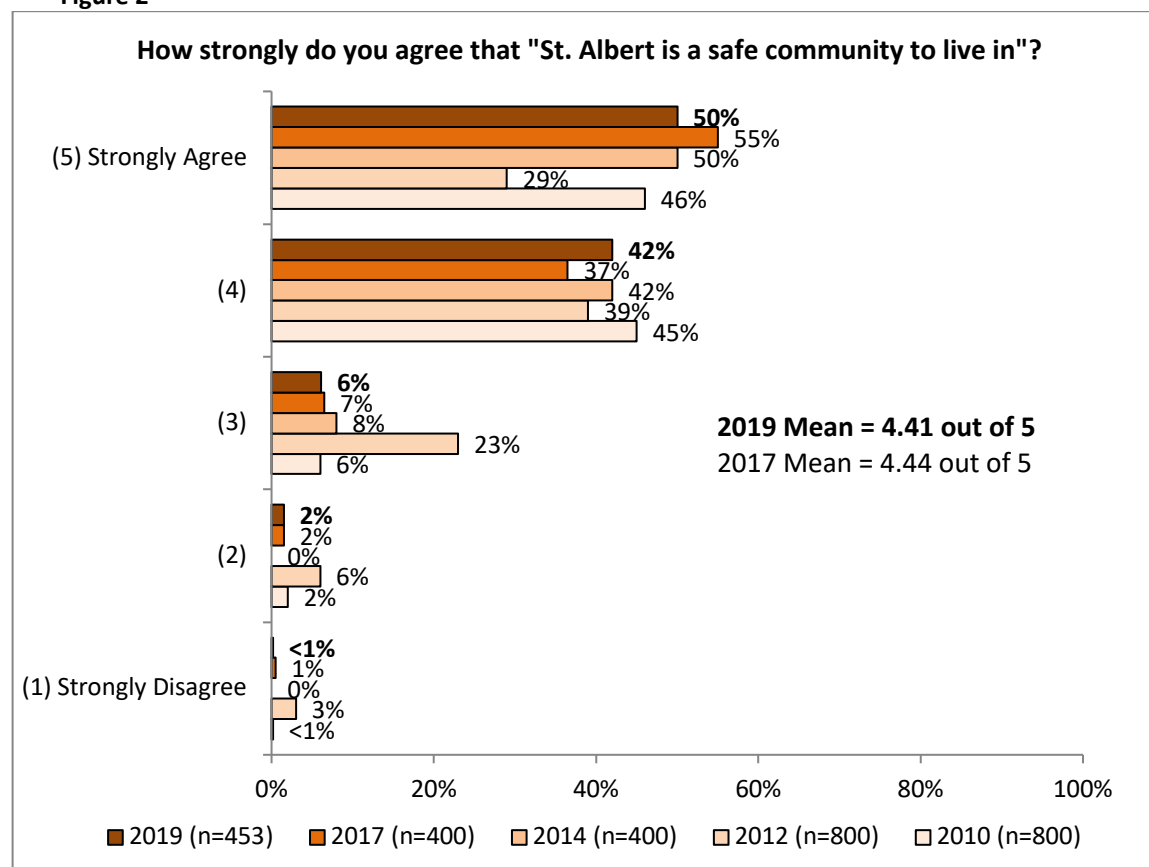| What would you say are the top factors <u>detracting from</u> a high quality of life in the City of St. Albert? 2017	
	Percent of Respondents* (n=400)
High taxes/tax increases	40
High traffic volume/congestion/poor traffic management/control	16
City Council (i.e., poor management/not accountable for actions/lacks direction/needs more community input/excessive bylaws/planning)	9
Poor/lack of City public transit services	5
Poor/lack of snow removal/street cleaning services	4
High price of housing/need more affordable housing/seniors' housing	4
High/rising utility costs	4
City growing too fast/too much residential development/too spread out	4
High cost of living	4
Lack of retail stores/shopping options	3
Level of crime/need more police/lack of enforcement	3
Other (2% of respondents or less)	24
Nothing/no factors contributing to a low quality of life	6
Don't Know/No Response	13

*Multiple responses

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3.2   Safety Issues in St. Albert

In the next section of the survey, respondents were asked about their perception of safety in St. Albert, including the biggest issues regarding **safety and crime**.

First, respondents were asked to rate their level of agreement with the statement "St. Albert is a safe community to live in," using a scale of 1 to 5, where 1 meant "strongly disagree" and 5 meant "strongly agree." The majority of the respondents (92%, as in 2017) provided ratings of 4 (42%, comparable to 37% in 2017) or 5 (50%, comparable to 55% 2017) out of 5, while 6% provided a neutral rating (3 out of 5, comparable to 7% in 2017). See Figure 2, below.

Please Note: A different scale was used in previous versions of the St. Albert Community Satisfaction Survey.[3] Due to the use of word-anchored responses in 2009, 2010 and 2012 (versus number-anchored in 2014, 2017 and 2019), a mean cannot be calculated for previous results. Caution should therefore be used when comparing 2014, 2017 and 2019 results to previous years' results.

Figure 2

How strongly do you agree that "St. Albert is a safe community to live in"?

2019 Mean = 4.41 out of 5
2017 Mean = 4.44 out of 5

■ 2019 (n=453)   ■ 2017 (n=400)   ▨ 2014 (n=400)   ▨ 2012 (n=800)   □ 2010 (n=800)

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[3] 2012 scale: "Strongly disagree"; "somewhat disagree"; "neither agree nor disagree"; "somewhat agree"; "strongly agree."

Sub-Segment Findings

*Respondent subgroups significantly <u>more likely</u> to agree that **St. Albert is a safe community to live in** (ratings of 4 or 5 out of 5) included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (95%) or those who felt they received "good" value (99%), versus 84% of those who felt they received "fair" or "poor" value;*

- *Those who have lived in St. Albert or 11 to 20 years (97%, versus 91% of those who have lived in St. Albert for more than 20 years and 88% of those who have lived in St. Albert for 10 years or less).*

When asked what they considered to be **the most significant safety and crime issues**, 45% of the respondents mentioned theft and burglary (comparable to 40% in 2017), followed by twenty-three (23%, comparable to 26% in 2017) who cited vandalism. Thirteen percent (13%, decreased from 19% in 2017) mentioned drugs in the community. It is important to note that 14% (compared to 20% in 2017) of the respondents felt that there are no pressing safety and crime issues in St. Albert. See Table 5, below.

Table 5

What are the safety and crime issues of greatest concern to you, if any? 2019	
	Percent of Respondents (n=453)*
Theft/burglary	46
Vandalism	23
Drugs in the community	13
Traffic safety in general	7
Vehicle break-ins	6
Safety of cyclists and pedestrians	3
Crime in general	3
Speeding	3
Youth crime (general)	2
Petty crimes (general)	2
Personal safety	2
Other (single mentions)	6
None/no safety concerns	14
Don't Know/Not Stated	8

*Multiple responses

Table 6

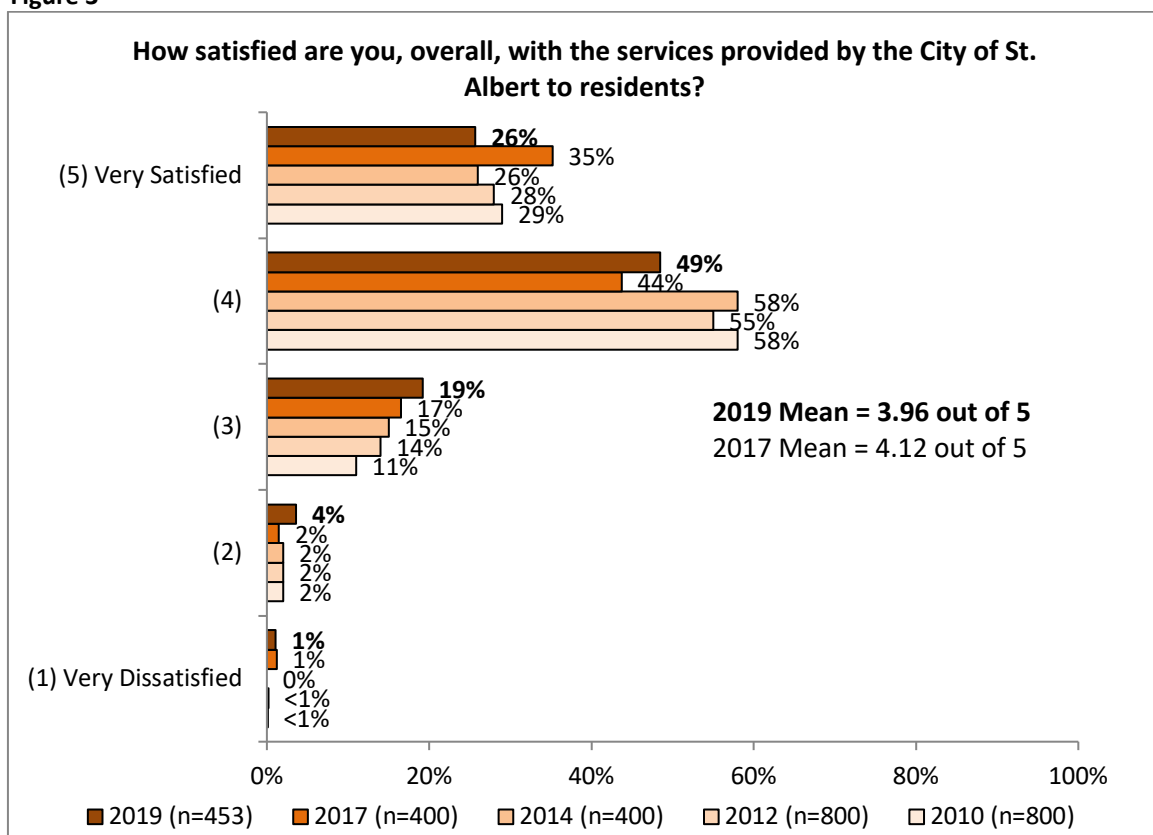| What are the safety and crime issues of greatest concern to you, if any? 2017	
	Percent of Respondents (n=400)*
Theft/burglary	40
Vandalism	26
Drugs in the community	19
Traffic safety (in general)	6
Crime (in general)	4
Speeding	3
Safety of cyclists and pedestrians	2
Lack of police enforcement/presence	2
Graffiti	1
Youth crime (in general)	1
Home invasions	1
Petty crimes (in general)	1
Violent crimes	1
Murders	1
Other (single mentions)	2
None/no safety concerns	20
Don't Know/Not Stated	5

*Multiple responses

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3.3 Overall Satisfaction with City Services, Facilities, and Programs

Taking into consideration **all services, facilities, and programs** offered in St. Albert, respondents were next asked to rate their **overall level of satisfaction**, using a scale of 1 to 5, where 1 meant "very dissatisfied" and 5 meant "very satisfied". As shown in Figure 3, below, 74% of the respondents were satisfied (comparable to 79% in 2017), providing ratings of 4 (49%, comparable to 44% in 2017) or 5 (26%, significantly decreased from 35% in 2017) out of 5. Nineteen percent (19%, comparable to 17% in 2017) provided a rating of 3 out of 5, while 5% were dissatisfied (comparable to 3% in 2017), providing ratings of 2 (4%) or 1 (1%) out of 5. The overall **mean satisfaction rating in 2019 was 3.96 (4.12 in 2017)**. See Figure 3, below.

Please Note: A different scale was used in previous versions of the St. Albert Community Satisfaction Survey.[4] Due to the use of word-anchored responses in 2009, 2010 and 2012 (versus number-anchored in 2014, 2017 and 2019), a mean cannot be calculated for previous results. Caution should therefore be used when comparing 2014, 2017 and 2019 results to previous years' results.

Figure 3

How satisfied are you, overall, with the services provided by the City of St. Albert to residents?

2019 Mean = 3.96 out of 5
2017 Mean = 4.12 out of 5

2019 (n=453)   2017 (n=400)   2014 (n=400)   2012 (n=800)   2010 (n=800)

---

[4] 2012 scale: "Very dissatisfied"; "somewhat dissatisfied"; "neither satisfied nor dissatisfied"; "somewhat satisfied"; "very satisfied."

Sub-Segment Findings

*Respondent subgroups significantly <u>more likely</u> to be satisfied **with the programs and services provided by the City of St. Albert**, overall (ratings of 4 or 5 out of 5) included:*

- *Those aged 25 to 64 (77%) or 65 and older (75%, versus 58% of those aged 18 to 24).*

*Respondent subgroups significantly <u>more likely</u> to be satisfied, overall, **with the programs and services provided by the City of St. Albert to residents** (ratings of 4 or 5 out of 5) included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (94%) or those who felt they received "good" value (81%), versus 55% of those who felt they received "fair" or "poor" value;*

3.4   Service Expectations

In this section of the survey, respondents were asked about their **service expectations with key services** provided by the City of St. Albert. Respondents who had not personally used each service were asked to rate the extent to which each service has met their expectations based on what they had seen, heard, or read from other sources. At least four-fifths of respondents felt that the following services met their expectations[5]:

- Fire and Ambulance Services (n=415) (93% felt this service met their expectations, comparable to 96% in 2017);

- Outdoor recreation (n=429) (85% felt this service met their expectations, new item in 2019);

- Policing Services (n=435) (83%, decreased from 89% in 2017); and

- Cultural Participation (n=400) (82% felt this service met their expectations, new item in 2019);

- Preserving and Celebrating Community Heritage (n=395) (82%, comparable to 86%).

See Figure 4 and Table 7, on the following pages, for a detailed breakdown of results.

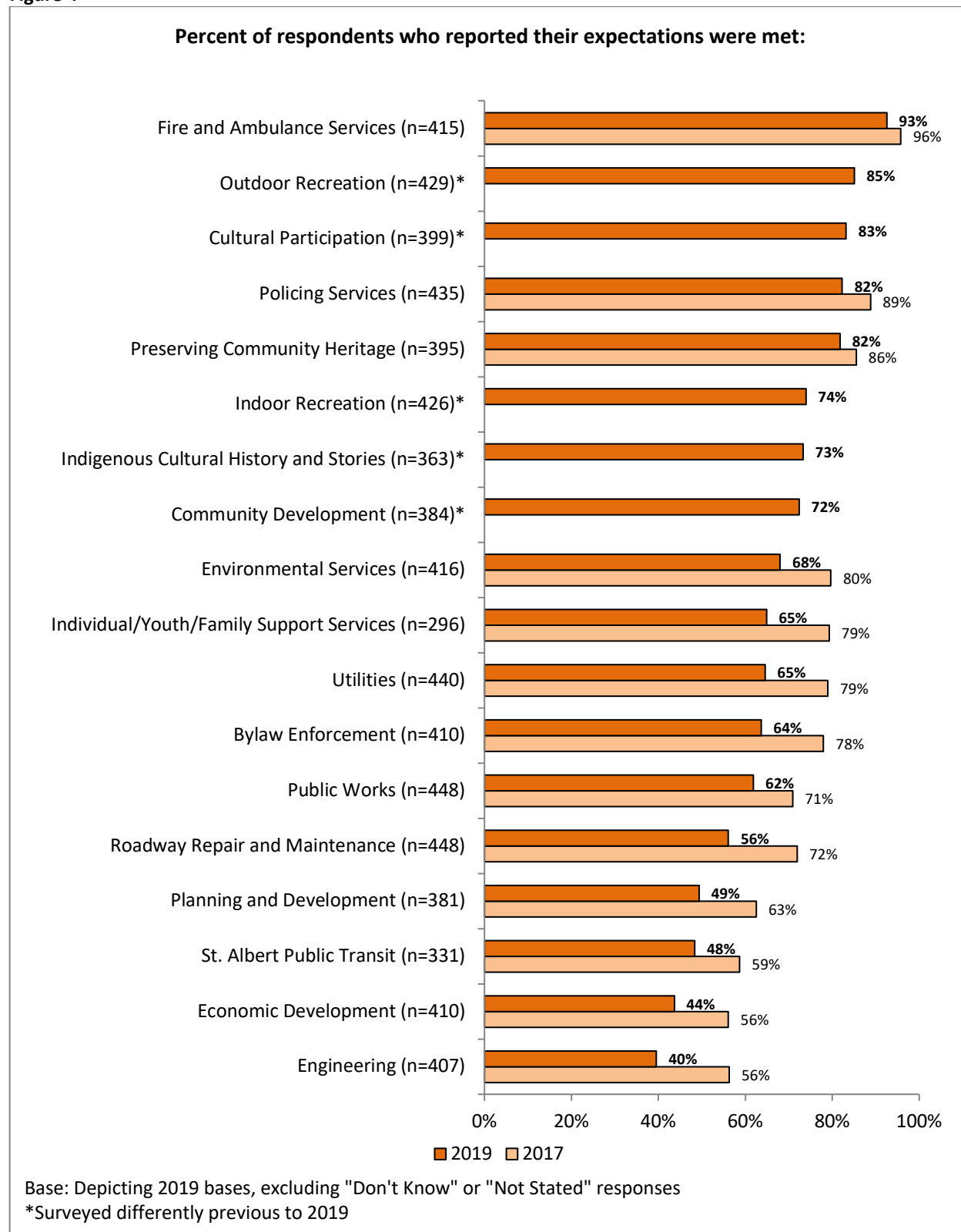[5] Excludes "Don't Know" or "Not Stated" responses.

Figure 4

Percent of respondents who reported their expectations were met:

Service	2019	2017
Fire and Ambulance Services (n=415)	93%	96%
Outdoor Recreation (n=429)*	85%	
Cultural Participation (n=399)*	83%	
Policing Services (n=435)	82%	89%
Preserving Community Heritage (n=395)	82%	86%
Indoor Recreation (n=426)*	74%	
Indigenous Cultural History and Stories (n=363)*	73%	
Community Development (n=384)*	72%	
Environmental Services (n=416)	68%	80%
Individual/Youth/Family Support Services (n=296)	65%	79%
Utilities (n=440)	65%	79%
Bylaw Enforcement (n=410)	64%	78%
Public Works (n=448)	62%	71%
Roadway Repair and Maintenance (n=448)	56%	72%
Planning and Development (n=381)	49%	63%
St. Albert Public Transit (n=331)	48%	59%
Economic Development (n=410)	44%	56%
Engineering (n=407)	40%	56%

■ 2019 □ 2017

Base: Depicting 2019 bases, excluding "Don't Know" or "Not Stated" responses
*Surveyed differently previous to 2019

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Table 7

	Rate the extent to which each service has met your expectations. 2019			
	Percent of Respondents (n=453)			
	Meets my expectations	**Somewhat meets my expectations**	**Doesn't meet my expectations**	**Don't Know/Not Stated**
Fire and Ambulance Services	**85%**	5%	2%	9%
Outdoor recreation	**81%**	12%	2%	5%
Policing Services	**79%**	12%	5%	4%
Cultural participation	**73%**	12%	3%	12%
Preserving and Celebrating Community Heritage	**71%**	14%	2%	13%
Indoor recreation	**70%**	20%	5%	6%
Utilities	**63%**	23%	12%	3%
Environmental Services	**63%**	24%	6%	8%
Community and Neighbourhood Development	**61%**	17%	6%	15%
Public Works	**61%**	26%	12%	1%
Acknowledging and Celebrating our Indigenous Cultural History and Stories	**59%**	16%	5%	20%
Bylaw Enforcement	**58%**	21%	12%	10%
Roadway Repair and Maintenance	**56%**	28%	16%	1%
Individual and Family Support Services	**43%**	17%	6%	35%
Planning & Development	**41%**	27%	16%	16%
Economic Development	**40%**	36%	15%	10%
Engineering	**36%**	32%	23%	10%
St. Albert Public Transit	**35%**	20%	18%	27%

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Table 8

Rate the extent to which each service has met your expectations. 2017				
	Percent of Respondents (n=400)			
	Meets my expectations	**Somewhat meets my expectations**	**Doesn't meet my expectations**	**Don't Know/Not Stated**
Fire and Ambulance Services	**92**	3	1	4
Policing Services	**86**	7	4	4
Preserving and Celebrating Community Heritage	**83**	12	3	3
Utilities	**78**	15	6	1
Environmental Services	**76**	16	3	5
Bylaw Enforcement*	**75**	14	7	4
Roadway Repair and Maintenance	**72**	21	8	<1
Public Works	**71**	22	7	1
Individual, Youth and Family Support Services	**59**	12	3	26
Engineering	**55**	31	12	3
Planning and Development	**54**	25	8	14
Economic Development	**53**	30	12	7
St. Albert Public Transit	**46**	23	9	22

*Missing values to 100: "Not applicable/have no expectations" (only asked for Bylaw Enforcement in 2017)

Sub-Segment Findings

Respondent subgroups significantly more likely to indicate that **Policing Services** met their expectations included:

- Those aged 25 to 64 (79%) or 65 and older (87%, versus 66% of those aged 18 to 24).

- Those who felt they received "very good" or "excellent" value for their tax dollars (93%) or those who felt they received "good" value (83%), versus 66% of those who felt they received "fair" or "poor" value;

Respondent subgroups significantly more likely to indicate that **Fire and Ambulance Services** met their expectations included:

- Those who have lived in St. Albert for 11 to 20 years (88%, versus 77% of those who have lived in St. Albert for 10 years or less).

*Respondent subgroups significantly <u>more likely</u> to indicate that **Bylaw Enforcement** **met their expectations** included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (78%, versus 56% of those who felt they received "good" value, and 44% of those who felt they received "fair" or "poor" value;*

*Respondent subgroups significantly <u>more likely</u> to indicate that **Public Works** **met their expectations** included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (77%, versus 62% of those who felt they received "good" value, and 52% of those who felt they received "fair" or "poor" value.*

- *Those with children in their household (66%, versus 54% of those without children).*

*Respondent subgroups significantly <u>more likely</u> to indicate that **Utilities** **met their expectations** included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (80%) versus 64% of those who felt they received "good" value, or 46% of those who felt they received "fair" or "poor" value.*

*Respondent subgroups significantly <u>more likely</u> to indicate that **Preserving and Celebrating Community Heritage** **met their expectations** included:*

- *Those aged 25 to 64 (73%) or 65 and older (80%, versus 48% of those aged 18 to 24).*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (87%) or 78% of those who felt they received "good" value versus 64% of those who felt they received "fair" or "poor" value.*

- *Those with children in their household (76%, versus 64% of those without children).*

*Respondent subgroups significantly <u>more likely</u> to indicate that **Acknowledging and Celebrating Indigenous Cultural History and Stories** **met their expectations** included:*

- *Those aged 25 to 64 (61%) or 65 and older (61%, versus 41% of those aged 18 to 24).*

- *Though not statistically significant, 18 to 24 year-old respondents that participated in the survey via social media were more likely to state that the City's efforts in Acknowledging and Celebrating our Indigenous Cultural History and Stories, including: indigenous cultural teaching opportunities and reconciliation initiatives met their expectations (50%) as opposed to those that participated via the telephone method (25%).*

*Respondent subgroups significantly <u>more likely</u> to indicate that **St. Albert Public Transit met their expectations** included:*

- *Those aged 25 to 64 (38%) or 65 and older (37%, versus 16% of those aged 18 to 24).*

- *Though not statistically significant, 18 to 24 year old respondents that participated in the survey via social media were more likely to state that the City's efforts with regards to St. Albert Public transit, including: Conventional and Commuter Transit Routes and Handibus did not meet expectations (58%) as opposed to those that participated via social media (31%).*

*Respondent subgroups significantly <u>more likely</u> to indicate that **Engineering met their expectations** included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (54%) versus 34% of those who felt they received "good" value, or 24% of those who felt they received "fair" or "poor" value.*

*Respondent subgroups significantly <u>more likely</u> to indicate that **Individual, Youth and Family Support Services met their expectations** included:*

- *Those aged 25 to 64 (43%) or 65 and older (48%, versus 28% of those aged 18 to 24).*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (59%) versus 44% of those who felt they received "good" value, or 34% of those who felt they received "fair" or "poor" value.*

- *Though not statistically significant, 18 to 24 year old respondents that participated in the survey via the telephone method were more likely to state that the City's efforts with regards to Individual and Family Support Services including: youth support programs (BAM, family school liaison program, confidential counselling, subsidy support and referral services) did not meet expectations (32%) as opposed to those that participated via the telephone method (8%).*

*Respondent subgroups significantly <u>more likely</u> to indicate that **Community and Neighbourhood Development** met their expectations included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (77%) versus 60% of those who felt they received "good" value, or 60% of those who felt they received "fair" or "poor" value.*

- *Though not statistically significant, 18 to 24 year old respondents that participated in the survey via the telephone method were more likely to state that the City's efforts in Community and Neighbourhood Development: including neighbourhood block parties, cultural kitchens, and assisted listening supports met their expectations (60%) as opposed to those that participated via social media (42%).*

*Respondent subgroups significantly <u>more likely</u> to indicate that **Environmental Services** met their expectations included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (75%) or 68% of those who felt they received "good" value versus 54% of those who felt they received "fair" or "poor" value.*

*Respondent subgroups significantly <u>more likely</u> to indicate that **Planning and Development** met their expectations included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (57%) versus 39% of those who felt they received "good" value, or 31% of those who felt they received "fair" or "poor" value.*

*Respondent subgroups significantly <u>more likely</u> to indicate that **Economic Development** met their expectations included:*

- *Females (45%, versus 35% of males);*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (50%) versus 37% of those who felt they received "good" value, or 33% of those who felt they received "fair" or "poor" value.*

*Respondent subgroups significantly <u>more likely</u> to indicate that **<u>Roadway Repair and Maintenance</u> met their expectations** included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (73%) versus 53% of those who felt they received "good" value, or 46% of those who felt they received "fair" or "poor" value.*

*Respondent subgroups significantly <u>more likely</u> to indicate that **<u>Indoor Recreation</u> met their expectations** included:*

- *Males (75%, versus 65% of females).*

*Respondent subgroups significantly <u>more likely</u> to indicate that **<u>Outdoor Recreation</u> met their expectations** included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (91%) or those who felt they received "good" value (84%), versus 70% of those who felt they received "fair" or "poor" value.*

*Respondent subgroups significantly <u>more likely</u> to indicate that **<u>Cultural participation</u> met their expectations** included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (88%) versus 76% of those who felt they received "good" value, or 66% of those who felt they received "fair" or "poor" value.*

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Respondents who felt that each service **did not meet their expectations, or only somewhat met their expectations** were asked why they felt that way. See Tables 9 through 38, below, and continued on the following pages, for the top responses.

Table 9

Why don't <u>Policing Services</u> fully meet your expectations? (TOP RESPONSES) 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=77)
Police are unhelpful/do not take issues seriously	17
Understaffed/not enough police officers	14
Lack of police visibility/patrols	13
Too much focus on photo radar/issuing tickets	12
Poor/slow response time/takes too long for police to respond to calls	10
Poor/lack of traffic control/enforcement	8
Lack of/poor law enforcement	6
Too much crime/criminal activity in City	5
Drug use/drug related crime/activity	4
Police department is overstaffed	3
Lack of own police force/service	3
Police mistreat/do not respect youth	3
Other (single mentions)	4
Don't know/not stated	4

*Multiple responses

Table 10

Why don't <u>Policing Services</u> fully meet your expectations? (TOP RESPONSES) 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=43)**
Understaffed/not enough police officers	23
Lack of police visibility/patrols	16
Poor/slow response time/takes too long for police to respond to calls	14
Lack of/poor law enforcement	12
Police are unhelpful/do not take issues seriously	12
Too much focus on photo radar/issuing tickets	7
Too much crime/criminal activity in City	7
Lack of accountability (in general)	5
There is room for improvement (in general)	5
Other (single mentions)	12

*Multiple responses

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Table 11

Why don't Fire and Ambulance Services fully meet your expectations? (TOP RESPONSES) 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Number of Respondents (n=31)*
Slow response time/wait times are too long	39
Understaffed/not enough resources	26
Service is poor/inconsistent (general)	10
Fire stations are old/outdated/in need of upgrades	3
Don't Know/Not Stated	23

*Multiple responses

Table 12

Why don't Fire and Ambulance Services fully meet your expectations? (TOP RESPONSES) 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Number of Respondents* (n=16)**
Understaffed/not enough resources	7
Slow response time/wait times are too long	5
Services should not be combined with Fire Department/should be separate	1
Service is poor/inconsistent (in general)	1
Don't Know/Not Stated	2

*Multiple responses
**Use caution interpreting results when n<30

Table 13

Why don't Public Works fully meet your expectations? (TOP RESPONSES) 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=170)**
Lack of/poor snow/ice removal services	38
Lack of/poor road maintenance/repairs/upgrades	13
Lack of fast/efficient/timely Public Works services (general)	12
Lack of/poor park/trail/green space maintenance	8
Lack of/poor sidewalk maintenance/cleaning/repairs	7
Poor/lack of garbage/waste collection services	4
Too much spending on unnecessary projects	4
Lack of/poor weed control	2
Poor road/infrastructure planning (general)	2
Poor/lack of traffic control/management	3
Poor/outdated sewer system/infrastructure/poor drainage	2
Staff are unproductive/lazy/do a poor job	2
Other (single mentions)	5
Don't Know/Not Stated	8

*Multiple responses

Table 14

Why don't Public Works fully meet your expectations? (TOP RESPONSES) 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=116)**
Lack of/poor snow/ice removal services	41
Lack of/poor road maintenance/repairs/upgrades	16
Lack of/poor sidewalk maintenance/cleaning/repairs	16
Lack of/poor park/trail/green space maintenance	15
Lack of fast/efficient/timely Public Works services (in general)	11
Too much spending on unnecessary projects	2
Older districts/neighbourhoods are ignored/not maintained	2
Department is understaffed	1
Don't Know/Not Stated	3

*Multiple responses

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Table 15

Why don't <u>Utilities</u> fully meet your expectations? (TOP RESPONSES) 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=157)**
Utility fees are too costly/too many added/hidden fees	49
Lack of/poor garbage/recycling/waste collection services	27
Garbage is not picked up often/frequently enough	6
Poor water quality	2
Lack of/poor planning (general)	2
Lack of knowledgeable/helpful staff	1
Lack of environmentally friendly resources (general)	1
Difficulty contacting/getting in touch with staff	1
Don't Know/Not Stated	14

*Multiple responses

Table 16

Why don't <u>Utilities</u> fully meet your expectations? (TOP RESPONSES) 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=83)**
Utility fees are too costly/too many added/hidden fees	60
Lack of/poor garbage/recycling/waste collection services	11
Garbage is not picked up often/frequently enough	10
Lack of utility services for condo owners	7
Poor/outdated sewer drainage system/infrastructure	6
Lack of space in garbage/recycling containers	1
Staff are rude/impolite/unprofessional	1
Poor water quality	1
Don't Know/Not Stated	4

*Multiple responses

Table 17

Why doesn't <u>Preserving and Celebrating Community Heritage</u> fully meet your expectations? (TOP RESPONSES) 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=72)
City is losing/lacking community heritage/heritage sites	32
Lack of awareness/advertising of community heritage/events	24
Overspending/misallocating funds to this department/service	12
Lack of community programs/activities/events	10
Lack of celebrating/promoting/including First Nations/Aboriginal people	4
Lack of equal representation of different cultures/ethnicities	2
Community heritage is not important/of interest (general)	1
Service caters to special interest groups	1
Don't Know/Not Stated	15

*Multiple responses

Table 18

Why doesn't <u>Preserving and Celebrating Community Heritage</u> fully meet your expectations? (TOP RESPONSES) 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=56)
City is losing/lacking community heritage/heritage sites	23
Overspending/misallocating funds to this department/service	14
Community heritage is not important/of interest (in general)	9
Lack of awareness/advertising of community heritage events	9
Lack of heritage site/building maintenance	5
Lack of celebrating/promoting/including First Nations/Aboriginal people	5
There is room for improvement (in general)	4
Department/service is underfunded	4
Lack of community programs/activities/events	4
Racism/racial discrimination-related concerns	2
Don't Know/Not Stated	21

*Multiple responses

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Table 19

Why doesn't <u>St. Albert Public Transit</u> fully meet your expectations? (TOP RESPONSES) 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=168)**
Transit service is limited/infrequent/poor bus scheduling/not enough buses	54
Poor/lack of bus routes/connections/stops	16
Buses are late/not on time/unreliable service	13
Low usage/ridership level/buses are often empty	10
Lack of parking/park and ride availability	5
Transit fare/pass is too expensive/costly	4
Poor transit accessibility for seniors/the disabled/handicapped	3
Bus drivers are poor/inexperienced (general)	2
Overspending/misallocating funds to this department/service	1
Buses are old/outdated/in need of upgrades	1
Lack of LRT service	1
Don't Know/Not stated	7

*Multiple responses

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Table 20

Why doesn't <u>St. Albert Public Transit</u> fully meet your expectations? (TOP RESPONSES) 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=129)**
Transit service is limited/infrequent/poor bus scheduling/not enough buses	46
Poor/lack of bus routes/connections/stops	23
Lack of parking/park and ride availability	12
Low usage/ridership level/buses are often empty	10
Buses are late/not on time/unreliable service	8
Transit fare/pass is too expensive/costly	5
Lack of LRT service	4
Poor transit accessibility for seniors/the disabled/handicapped	2
Lack of heat on buses/in bus shelters	2
Overspending/misallocating funds to this department/service	2
I am not a transit rider/user (in general)	2
Lack of sidewalks/bus stops are difficult to access	1
Dislikes transit noise pollution	1
Complaints/input/suggestions are not addressed	1
Don't Know/Not stated	2

*Multiple responses

Table 21

Why doesn't Engineering fully meet your expectations? (TOP RESPONSES) 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=247)**
High traffic volume/congestion/poor traffic management/control	27
Poor road system/infrastructure/lack of roads/bypass/road expansions	19
Lack of/poor engineering planning/services (general)	13
Lack of/poor road maintenance/repairs/upgrades	11
Construction projects are not completed on time/take too long to finish	9
Overspending/misallocating funds to this department/service	2
Lack of communication/awareness of engineering projects/road closures	1
Don't Know/Not Stated	18

*Multiple responses

Table 22

Why doesn't Engineering fully meet your expectations? (TOP RESPONSES) 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=169)**
Poor road system/infrastructure/lack of roads/bypass/road expansions	26
High traffic volume/congestion/poor traffic management/control	22
Lack of/poor engineering planning/services (in general)	15
Lack of/poor road maintenance/repairs/upgrades	15
Overspending/misallocating funds to this department/service	11
Construction projects are not completed on time/take too long to finish	4
Lack of communication/awareness of engineering projects/road closures	2
Too many construction projects	2
Lack of sidewalks	1
Lack of parking space availability	1
Don't Know/Not Stated	5

*Multiple responses

Table 23

Why don't <u>Individual, Youth and Family Support Services</u> fully meet your expectations? (TOP RESPONSES) 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=102)**
Lack of/not enough individual, youth and family support services	31
Lack of information/public awareness of services	18
Lack of youth programs/services/facilities	9
Lack of mental health support services/counselling	8
Lack of funding/not enough of budget allocated to this service	6
Lack of programs/services/facilities for the homeless	4
Lack of affordable housing	3
Overspending/misallocating funds to this department/service	2
Wait times are too long/services are difficult to access	2
Don't Know/Not Stated	20

*Multiple responses

Table 24

Why don't <u>Individual, Youth and Family Support Services</u> fully meet your expectations? (TOP RESPONSES) 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=61)**
Lack of/not enough individual, youth and family support services	18
Lack of information/public awareness of services	16
Lack of youth programs/services/facilities	15
Wait times are too long/services are difficult to access	12
Do not use/access this service (in general)	8
There is room for improvement (in general)	5
Lack of mental health support services/counselling	5
Lack of funding/not enough of budget allocated to this service	2
Services are not useful/needed	2
Confidentiality restrictions/related issues	2
Lack of affordable housing	2
Programs/services are too costly/unaffordable	2
Don't Know/Not Stated	15

*Multiple responses

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Table 25

Why don't <u>Environmental Services</u> fully meet your expectations? (TOP RESPONSES) 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=130)**
Lack of/poor environmental services/programs/focus/initiatives	18
Lack of/poor recycling services/facility	15
Lack of river cleanliness/maintenance/protection	13
Too much development/losing land/natural areas/trees due to development	11
Lack of information/public awareness of services/initiatives	7
Lack of parks/green spaces/walking trails	4
Lack of/poor park/green space/trail maintenance	4
Overspending/misallocating funds to this department/service	3
Air pollution/car exhaust/idling related concerns	2
Dislikes pesticides/chemicals used on grass/green spaces	2
Lack of environmental/natural area protection/stewardship (general)	2
Services/initiatives are unaffordable/too costly	2
Don't Know/Not Stated	19

*Multiple responses

Table 26

Why don't <u>Environmental Services</u> fully meet your expectations? (TOP RESPONSES) 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=77)**
Lack of river cleanliness/maintenance/protection	44
Lack of/poor environmental services/programs/focus/initiatives	17
Too much development/losing land/natural areas/trees due to development	8
Lack of environmental/natural area protection/stewardship (in general)	5
Lack of/poor park/green space/trail maintenance	4
Services/initiatives are unaffordable/too costly	3
Other (single mentions)	10
Don't Know/Not Stated	12

*Multiple responses

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Table 27

Why doesn't <u>Planning and Development</u> fully meet your expectations? (TOP RESPONSES) 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=194)**
Lack of/poor planning and development services (general)	14
Too much high density housing development	10
Poor/lack of road infrastructure development/planning	9
High traffic volume/congestion/poor traffic management/control	8
Overdevelopment/too much development/rapid/uncontrolled growth	8
Poor/lack of residential/neighbourhood development/planning	6
Services are slow/unresponsive/delays in decision making	4
Loss of/losing land/farmland/natural areas/green spaces	3
Overspending/misallocating funds to this department/service	3
Poor/lack of commercial development/planning	3
Too difficult to obtain a permit/too many restrictions	3
Other (2% of respondents or less)	14
Don't Know/Not Stated	21

*Multiple responses

Table 28

Why doesn't <u>Planning and Development</u> fully meet your expectations? (TOP RESPONSES) 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=129)**
Lack of/poor planning and development services (in general)	20
Poor/lack of road infrastructure development/planning	10
Lack of/poor building inspection services	9
Overdevelopment/too much development/rapid/uncontrolled growth	8
Poor/lack of residential/neighbourhood development/planning	5
Poor/lack of commercial development/planning	4
Services are slow/unresponsive/delays in decision making	4
Lack of planning for/keeping up with City growth/expansion	3
City does not listen to residents/lack of public consultation input	3
Too much high-density housing development	3
Services are too costly/unaffordable	3
Other (2% of respondents or less)	18
Don't Know/Not Stated	11

*Multiple responses

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Table 29

Why doesn't <u>Economic Development</u> fully meet your expectations? (TOP RESPONSES) 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=231)
Lack of business attraction/City is not doing enough to attract businesses	18
Lack of industrial growth/development	12
Taxes are too high/expensive	12
Lack of shopping/retail/store options/not enough businesses in City	8
City is losing existing businesses/too many business closures	5
Lack of support to small businesses (general)	5
Lack of downtown services/stores/amenities	4
Lack of/poor economic development planning (general)	4
City is not business friendly (general)	3
Lack of tourism/tourist attractions	3
Overspending/misallocating funds to this department/service	3
Lack of economic development related information provided to residents	3
Other (2% of respondents or less)	8
Don't Know/Not Stated	17

*Multiple responses

Table 30

Why doesn't <u>Economic Development</u> fully meet your expectations? (TOP RESPONSES) 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=164)**
Lack of shopping/retail/store options/not enough businesses in City	32
Lack of strong business/corporate tax base	14
Lack of business attraction/City is not doing enough to attract businesses	11
City is losing existing businesses/too many business closures	8
City is not business friendly (in general)	7
Lack of industrial growth/development	6
Taxes are too high/expensive	5
Overspending/misallocating funds to this department/service	3
Lack of tourism/tourist attractions	3
Lack of downtown services/stores/amenities	3
Other (2% of respondents or less)	7
Don't Know/Not Stated	7

*Multiple responses

Table 31

Why doesn't <u>Roadway Repair and Maintenance</u> fully meet your expectations? (TOP RESPONSES) 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=196)
Lack of/poor road maintenance/repairs/upgrades	42
Road maintenance/repairs/snow removal take too long to finish	24
Lack of/poor snow removal services	9
Traffic detours/delays due to road closures	6
High traffic volume/congestion/lack of traffic management	5
Lack of/poor sidewalk/curb maintenance/repairs	3
Lack of/poor planning (general)	2
Overspending/misallocating funds to this department/service	2
Road maintenance/repair work is done at inconvenient times	1
Don't Know/Not Stated	11

*Multiple responses

Table 32

Why doesn't <u>Roadway Repair and Maintenance</u> fully meet your expectations? (TOP RESPONSES) 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=112)
Lack of/poor road maintenance/repairs/upgrades	46
Lack of/poor snow removal services	21
Traffic lights are not synchronized	8
Road maintenance/repairs/snow removal takes too long to finish	8
Overspending/misallocating funds to this department/service	6
Lack of road maintenance in older neighbourhoods/areas	3
Too much road signage	3
Lack of/poor sidewalk/curb maintenance/repairs	3
High traffic volume/congestion/lack of traffic management	3
Road maintenance/repair work is done at inconvenient times	3
Other (2% of respondents or less)	9
Don't Know/Not Stated	2

*Multiple responses

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Table 33

Why doesn't **Bylaw Enforcement** fully meet your expectations? (TOP RESPONSES) 2019 (new)	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=150)**
Lack of/poor bylaw enforcement (general)	25
Lack of pet/animal control	18
Too much focus on/use of photo radar	7
Over-enforcement/giving out too many tickets (general)	5
Inconsistent bylaw enforcement (general)	5
Lack of bylaw related information/awareness	4
Lack of/poor traffic law enforcement	4
Poor/slow response time	4
Disagrees with some bylaws (general)	3
Lack of following up on issues/complaints	3
Other (2% of respondents or less)	9
Don't Know/Not Stated	15

*Multiple responses

Table 34

Why doesn't **Acknowledging and Celebrating our Indigenous Cultural History and Stories** fully meet your expectations? (TOP RESPONSES) 2019 (new)	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=95)**
Lack of acknowledging/recognizing/celebrating Indigenous cultural history (general)	45
Lack of public awareness/advertising of activities/events	19
Too much focus/emphasis on Indigenous culture/history (general)	8
Overspending/misallocating funds to this department/service	7
Lack of Indigenous related events/activities/festivals	6
Don't Know/Not Stated	18

*Multiple responses

Table 35

Why doesn't <u>Community and Neighbourhood Development</u> fully meet your expectations? (TOP RESPONSES) 2019 (new)	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=105)**
Lack of information/public awareness of community events/activities	19
Lack of neighbourhood block parties/social events	19
Lack of community development (general)	13
City is growing too fast/too much housing development	9
Lack of community services/amenities/facilities (general)	2
Lack of schools/educational facilities	2
Poor road system/infrastructure/lack of roads/bypass/road expansions	2
Residential lot sizes are too small	2
Overspending/misallocating funds to this department/service	2
Don't Know/Not Stated	26

*Multiple responses

Table 36

Why doesn't <u>Indoor recreation</u> fully meet your expectations? (TOP RESPONSES) 2019 (new)	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=112)**
Lack of indoor recreation facilities/programs/services (general)	36
Need bigger swimming pool/more aquatic facilities	18
Admission/fees are too costly	12
Lack of recreational program options/variety	7
Facilities are too busy/crowded	3
Lack of/poor facility cleanliness/maintenance	3
Poor program scheduling/times	3
Lack of activities/facilities/programs for youth	2
Lack of library/need more public libraries	2
Don't Know/Not Stated	19

*Multiple responses

Table 37

Why doesn't <u>Outdoor recreation</u> fully meet your expectations? (TOP RESPONSES) 2019 (new)	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=64)**
Lack of outdoor recreational spaces/facilities (general)	28
Lack of parks/green spaces/walking trails	10
Lack of park/green space/trail maintenance/cleanliness	8
Need more outdoor swimming pool facilities	5
Facilities are old/outdated/in need of upgrades	3
Lack of awareness of outdoor recreation facilities/programs	3
Lack of outdoor courts	3
Lack of public washrooms	3
Overspending/misallocating funds to this department/service	3
Don't Know/Not Stated	32

*Multiple responses

Table 38

Why doesn't <u>Cultural participation</u> fully meet your expectations? (TOP RESPONSES) 2019 (new)	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=67)**
Lack of cultural participation activities/opportunities (general)	28
Overspending/misallocating funds to this department/service	13
Lack of information/public awareness/advertising (general)	7
Museum is poor/lacking/not enough to see (general)	3
Don't Know/Not Stated	42

*Multiple responses

Respondents who felt that **each service did not meet their expectations or somewhat met their expectations** were further asked what one improvement to each service could be made that would improve the service to better meet their needs. See Tables 39 through 68, below and on the following pages, for the top responses.

Table 39

What one improvement to <u>Policing Services</u> would better meet your needs? 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=77)**
Hire more police officers	25
Increase police patrols/visibility	24
Improve/increase police enforcement	14
Improve professionalism of police	6
Reduce/eliminate photo radar	5
Improve traffic control/safety	4
Need better trained/experienced police	4
Stop overspending/misallocating funds to this department/service	3
More community engagement/involvement (general)	3
City needs its own police service/get rid of RCMP	3
Improve/quicker response time	3
Other (single mentions)	4
Don't Know/Not Stated	9

*Multiple responses

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Table 40

What one improvement to <u>Policing Services</u> would better meet your needs? 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=43)**
Hire more police officers	37
Increase police patrols/visibility	21
Improve/increase police enforcement	9
Reduce/eliminate photo radar	7
City needs its own police service/get rid of RCMP	5
Be more approachable/helpful/willing to listen	5
Improve/quicker response time	5
Need better trained/experienced police	5
Other (single mentions)	7
Don't Know/Not Stated	9

*Multiple responses

Table 41

What one improvement to <u>Fire and Ambulance Services</u> would better meet your needs? 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Number of Respondents* (n=31)**
Hire more staff/need more resources	29
Upgrade/update fire stations/more fire stations	19
Improve/quicker response time	19
Stop overspending/misallocating funds to this department/service	6
City needs its own ambulance service	3
Don't Know/Not Stated	33

*Multiple responses

Table 42

What one improvement to <u>Fire and Ambulance Services</u> would better meet your needs? 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Number of Respondents* (n=16)****
Hire more staff/need more resources	10
Improve/quicker response time	3
Don't Know/Not Stated	3

*Multiple responses
**Use caution interpreting results when n<30

Table 43

What one improvement to Public Works would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=170)**
Improve/increase snow removal services	28
More efficient/responsive/timely Public Works services (general)	23
Improve/increase road maintenance/repairs/upgrades	8
More parks/green spaces/trails	3
Improve/increase garbage/waste collection services	3
Improve traffic control/safety/management	3
Stop overspending/misallocating funds to this department/service	3
Improve communication/public awareness of services	3
Improve/increase sidewalk maintenance/repairs/cleaning	2
Improve/increase park/trail/green space maintenance	2
Better road/infrastructure planning	2
Reduced cost of utilities	1
Upgrade/repair sewer system/infrastructure	1
Other (single mentions)	3
Don't Know/Not Stated	16

*Multiple responses

Table 44

What one improvement to Public Works would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=116)**
Improve/increase snow removal services	39
More efficient/responsive/timely Public Works services (in general)	12
Improve/increase park/trail/green space maintenance	11
Improve/increase road maintenance/repairs/upgrades	10
Improve/increase sidewalk maintenance/repairs/cleaning	10
Need more off-leash dog parks	2
Stop overspending/misallocating funds to this department/service	2
Improve/increase maintenance of older buildings/neighbourhoods	2
Other (single mentions)	3
Nothing	2
Don't Know/Not Stated	12

*Multiple responses

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Table 45

What one improvement to <u>Utilities</u> would better meet your needs? 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=157)**
Less costly/expensive utility fees	32
Improve/increase garbage/waste collection services	16
Improve garbage collection schedule/pick up more frequently	16
Improve/more efficient/more value for utility services (general)	8
Provide more information/awareness about utility services	6
Upgrade/repair sewer drainage system/infrastructure	1
Provide service options/do not force residents to pay for unused services	1
More knowledgeable/helpful staff	1
Other (single mentions)	3
Don't Know/Not Stated	16

*Multiple responses

Table 46

What one improvement to <u>Utilities</u> would better meet your needs? 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=83)**
Less costly/expensive utility fees	43
Improve garbage collection schedule/pick up more frequently	13
Improve/increase garbage/waste collection services	7
Provide utility services to condo owners	5
Improve/more efficient/more value for utility services (in general)	4
Improve water quality	4
Provide more information/awareness about utility services	2
Upgrade/repair sewer drainage system/infrastructure	2
Improve streetlight maintenance	1
Provide service options/do not force residents to pay for unused services	1
Provide larger garbage containers	1
Nothing	1
Don't Know/Not Stated	18

*Multiple responses

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Table 47

What one improvement to <u>Preserving and Celebrating Community Heritage</u> would better meet your needs? 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=72)**
Increase advertising/public awareness of community heritage/events	27
More community events/activities/programs	11
Improve preservation/protection of heritage sites/buildings	8
Need to do more to preserve/celebrate community heritage (general)	8
Stop overspending/misallocating funds to this department/service	6
More focus/inclusion/recognition of First Nations people/heritage	4
Improve/upgrade/add more features to museum	4
More funding towards this service (general)	3
Other (single mentions)	4
Don't Know/Not Stated	29

*Multiple responses

Table 48

What one improvement to <u>Preserving and Celebrating Community Heritage</u> would better meet your needs? 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=56)**
Improve preservation/protection of heritage sites/buildings	16
More community events/activities/programs	11
Increase advertising/public awareness of community heritage/events	11
Stop overspending/misallocating funds to this department/service	9
More focus/inclusion/recognition of First Nations people/heritage	7
Need to do more to preserve/celebrate community heritage (in general)	5
Need to do more to attract tourism/be a tourist destination (in general)	2
Improve/upgrade/add more features to museum	2
Address Mayor/Council conflict of interest	2
Don't Know/Not Stated	34

*Multiple responses

Table 49

What one improvement to <u>St. Albert Public Transit</u> would better meet your needs? 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=168)**
More frequent bus service/scheduling/more buses/expand hours of service	42
Expand/add more bus routes/stops/improve connections	20
Need smaller buses/reduce level of large buses	9
Improve reliability of service/stay on schedule/be on time	6
Less costly/more affordable transit fare/pass	5
Develop LRT service/access in City	4
Expand/improve parking availability/park and ride	4
More public awareness/advertising of public transit services	4
Reduce level of service due to low ridership/usage	3
Other (single mentions)	3
Don't Know/Not Stated	8

*Multiple responses

Table 50

What one improvement to <u>St. Albert Public Transit</u> would better meet your needs? 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=129)**
More frequent bus service/scheduling/more buses/expand hours of service	41
Expand/add more bus routes/stops/improve connections	14
Expand/improve parking availability/park and ride	11
Develop LRT service/access in City	9
Need smaller buses/reduce level of large buses	6
Less costly/more affordable transit fare/pass	3
Improve reliability of service/stay on schedule/be on time	2
Merge/share services with City of Edmonton	2
Add more/improve bus shelters/terminals	2
Expand/improve transit accessibility for disabled/seniors	2
Other (single mentions)	5
Nothing	1
Don't Know/Not Stated	9

*Multiple responses

Table 51

What one improvement to Engineering would better meet your needs? 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=247)
Improve/more efficient engineering planning/services (general)	23
Improve traffic management/control/less traffic congestion	22
Improve/expand road system/infrastructure/build more roads	18
Finish construction projects faster/on time	9
Gather input/suggestions/consult with residents	3
Other (2% of respondents or less)	7
Don't Know/Not Stated	19

*Multiple responses

Table 52

What one improvement to Engineering would better meet your needs? 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=169)
Improve/expand road system/infrastructure/build more roads	22
Improve traffic management/control/less traffic congestion	19
Improve/more efficient engineering planning/services (in general)	17
Improve/increase road maintenance/repairs/upgrades	5
Gather input/suggestions/consult with residents	4
Finish construction projects faster/on time	4
Provide information/awareness of engineering projects/road closures	3
Build more sidewalks	1
Stop overspending/misallocating funds to this department/service	1
More parking space availability	1
Don't Know/Not Stated	26

*Multiple responses

Table 53

What one improvement to Individual, Youth and Family Support Services would better meet your needs? 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=102)**
Improve/increase individual, youth and family support services (general)	16
Provide more information/public awareness of services	15
Increase funding/budget allocation to services	8
More services/support for the homeless	8
More youth programs/services/facilities	7
Nothing	5
Hire more staff/counsellors	4
More drug/alcohol addiction support services	4
More mental health support services/counselling	4
Improve service wait times/easier access to services	3
Less costly/more affordable services	3
Other (2% of respondents or less)	6
Don't Know/Not Stated	24

*Multiple responses

Table 54

What one improvement to Individual, Youth and Family Support Services would better meet your needs? 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=61)**
More youth programs/services/facilities	16
Provide more information/public awareness of services	12
More mental health support services/counselling	12
More family support services	7
Improve/increase individual, youth, and family support services (in general)	5
Hire more staff/counsellors	5
Improve service wait times/easier access to services	5
Less costly/more affordable services	3
Other (single mentions)	7
Don't Know/Not Stated	34

*Multiple responses

Table 55

What one improvement to Environmental Services would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=130)**
Expand/improve environmental programs/initiatives/services	20
Improve river cleanliness/maintenance/protection	11
More information/increase public awareness of environmental services	10
Improve/expand recycling related services/initiatives	7
Decrease development/improve protection of natural land/areas/trees from development	5
More park/green space development	5
Nothing	4
Stop overspending/misallocating funds to this department/service	4
More trees/plant more trees	2
Other (2% of respondents or less)	8
Don't Know/Not Stated	26

*Multiple responses

Table 56

What one improvement to Environmental Services would better meet your needs?	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=77)**
Improve river cleanliness/maintenance/protection	36
Decrease development/improve protection of natural land/areas/trees from development	8
Expand/improve environmental programs/initiatives/services	7
Improve park/green space/trail maintenance	5
More information/increase public awareness of environmental services	4
Less costly/more affordable environmental	3
Improve/expand recycling related services/initiatives	3
More park/green space development	3
Other (single mentions)	5
Don't Know/Not Stated	29

*Multiple responses

Table 57

What one improvement to <u>Planning and Development</u> would better meet your needs? 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=194)**
Streamline/improve planning and development process (general)	19
Improve road infrastructure planning/development/traffic management	9
Listen to/gather resident input/suggestions/feedback	6
Improve protection of farmland/natural areas/green spaces	5
Improve residential/neighbourhood planning/development	5
Reduce level of high density housing development	5
Improve commercial planning/development/more stores/businesses	5
Provide more planning and development information/keep residents informed	5
Improve/expand park/green space/trail planning/development	4
Reduce level of development/construction in City/do not overdevelop	3
Other (2% of respondents or less)	7
Nothing	3
Don't Know/Not Stated	23

*Multiple responses

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Table 58

What one improvement to <u>Planning and Development</u> would better meet your needs? 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=129)**
Streamline/improve planning and development process (in general)	19
Improve road infrastructure planning/development/traffic management	12
Listen to/gather resident input/suggestions/feedback	9
Provide more planning and development information/keep residents informed	6
Improve commercial planning/development/more stores/businesses	5
Improve protection of farmland/natural areas/green spaces	5
Improve residential/neighbourhood planning/development	5
Have better trained/qualified staff	5
Reduce level of development/construction in City/do not overdevelop	5
Increase affordable housing development	4
Improve/expand recreational facility planning/development	2
Improve/expand park/green space/trail planning/development	2
Improve/expand school/educational planning/development	2
Other (single mentions)	7
Nothing	1
Don't Know/Not Stated	16

*Multiple responses

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Table 59

What one improvement to <u>Economic Development</u> would better meet your needs? 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=231)**
Need to do more to attract businesses into City/offer business incentives	25
Increase industry/industrial growth in City	11
More support to small/local businesses (general)	6
Expand business/corporate tax base/bring in more business to reduce taxes	4
Lower taxes	4
More shopping/retail/store options/increase business/commercial development	4
Stop overspending/misallocating funds to this department/service	3
Better promote/advertise City/City services	3
Reduce level of development/growth in City/do not overdevelop	3
Be more business friendly (general)	2
Improve decision making/decide on plans faster	2
Increase downtown services/stores/amenities	2
Other (1% of respondents or less)	11
Nothing	1
Don't Know/Not Stated	22

*Multiple responses

Table 60

What one improvement to <u>Economic Development</u> would better meet your needs? 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=164)**
More shopping/retail/store options/increase business/commercial development	26
Increase industry/industrial growth in City	12
Need to do more to attract businesses into City/offer business incentives	11
Expand business/corporate tax base/bring in more business to reduce taxes	9
Better promote/advertise City/City services	5
Be more business friendly (in general)	4
Improve/expand road system/infrastructure/build more roads	2
More job/employment opportunities	2
Lower taxes	2
Other (1% or less of respondents)	12
Nothing	1
Don't Know/Not Stated	20

*Multiple responses

Table 61

What one improvement to <u>Roadway Repair and Maintenance</u> would better meet your needs? 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=196)**
Improve/increase road maintenance/repairs/upgrades	32
Improve speed of roadway maintenance/repairs/snow removal	21
Improve/increase snow removal services	10
Improve roadway repair and maintenance planning (general)	9
Reduce traffic congestion/volume/improve traffic control	5
Improve/increase sidewalk/curb maintenance	3
Reduce level of traffic detours/delays	3
Other (2% of respondents or less)	4
Nothing	2
Don't Know/Not Stated	14

*Multiple responses

Table 62

What one improvement to <u>Roadway Repair and Maintenance</u> would better meet your needs? 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=112)**
Improve/increase road maintenance/repairs/upgrades	39
Improve speed of roadway maintenance/repairs/snow removal	12
Improve/increase snow removal services	11
Better synchronized traffic lights	9
Improve/increase sidewalk/curb maintenance	5
Do roadway maintenance at more convenient times/better maintenance schedule	3
Other (2% of respondents or less)	14
Nothing	2
Don't Know/Not Stated	10

*Multiple responses

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Table 63

What one improvement to <u>Bylaw Enforcement</u> would better meet your needs? 2019 (new)	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=150)**
Improve/increase bylaw enforcement (general)	32
Improve/faster response time	7
Increase bylaw enforcement patrols/visibility	7.
More information/public awareness of bylaws/bylaw enforcement services	7
Hire more bylaw officers	7
Change/review/remove some bylaws	5
Reduce photo radar/speed traps	5
Improve animal/pet control	5
Nothing	3
Be more fair/lenient (general)	3
Other (2% of respondents or less)	7
Don't Know/Not Stated	13

*Multiple responses

Table 64

What one improvement to <u>Acknowledging and Celebrating our Indigenous Cultural History and Stories</u> would better meet your needs? 2019 (new)	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=95)**
More acknowledging/recognizing/celebrating Indigenous cultural history (general)	25
Increase advertising/public awareness of activities/events	19
More Indigenous related events/activities/festivals	19
Less focus/emphasis on Indigenous culture/history (general)	5
Stop overspending/misallocating funds to this department/service	5
Gather input/suggestions/consult with Indigenous residents	4
Nothing	1
Don't Know/Not Stated	22

*Multiple responses

Table 65

What one improvement to <u>Community and Neighbourhood Development</u> would better meet your needs? 2019 (new)	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=105)
More information/public awareness of community events/activities	19
More neighbourhood block parties/social events	11
Nothing	6
Improve housing development planning (general)	5
Improve/expand road system/infrastructure/build more roads	4
Gather input/suggestions/consult with residents	3
More community leagues/halls/centres	3
More trees/plant more trees in neighbourhoods	3
Improve traffic management/control/less traffic congestion	2
More facilities/programs/services for seniors	2
Stop overspending/misallocating funds to this department/service	2
Other (single mentions)	7
Don't Know/Not Stated	35

*Multiple responses

Table 66

What one improvement to <u>Indoor recreation</u> would better meet your needs? 2019 (new)	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	Percent of Respondents* (n=112)
More indoor recreation facilities/programs/services (general)	43
Need bigger swimming pool/more aquatic facilities	13
Less costly admission/fees	10
Stop overspending/misallocating funds to this department/service	5
Increase/better program scheduling/times	3
More recreational program variety/options (general)	3
More programs/facilities/services for youth	2
More public libraries	2
Nothing	2
Other (single mentions)	6
Don't Know/Not Stated	17

*Multiple responses

Table 67

What one improvement to <u>Outdoor recreation</u> would better meet your needs? 2019 (new)	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=64)**
More outdoor recreational spaces/facilities (general)	30
More parks/green spaces/walking trails	14
Improve/increase outdoor facility maintenance	5
More outdoor courts	5
Nothing	5
Improve/increase park/green space/trail maintenance	4
More awareness/advertising of outdoor recreation facilities/programs	3
More outdoor recreational programs (general)	3
Upgrade/renovate/modernize facilities	3
Other (single mentions)	5
Don't Know/Not Stated	28

*Multiple responses

Table 68

What one improvement to <u>Cultural participation</u> would better meet your needs? 2019 (new)	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=67)**
More cultural participation activities/opportunities (general)	35
More information/public awareness/advertising (general)	10
Stop overspending/misallocating funds to this department/service	10
Other (single mentions)	4
Nothing	4
Don't Know/Not Stated	36

*Multiple responses

3.5   Specific Services – Housing Options

In this section of the survey, respondents were asked if various elements the City of St. Albert's **Housing Options and Services** met their expectations. First, respondents were asked how important it is to them that the City has a range of **housing options and services** to address the gap between rents, housing prices, and income levels. Approximately two-thirds of respondents felt that a range of housing options is of importance to have (67% responded with somewhat or very important).

Most respondents reported that the availability of ownership housing options met their expectations. There was more variability in responses regarding the other housing options, however (see Table 57):

- Availability of ownership housing options for households of different income levels and stages of life (n=389)[6] (58% of respondents reported that their expectations were met or somewhat met);
- Availability of rental housing options for households of different income levels and stages of life (n=297) (41% of respondents reported that their expectations were met or somewhat met);
- Availabilities of programs and services to address the gap between rents and income levels (n=225) (42% of respondents reported that their expectations were met or somewhat met); and
- Availability of services for persons who are at risk of homelessness (n=245) (31% of respondents reported that their expectations were met or somewhat met).

See Figures 5 and 6, and Table 70 on the following pages.

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[6] Excludes "Don't Know" or "Not Stated" responses.

Figure 5

How important is to you that the City has a range of housing options and services to address the gap between rents, housing prices, and income levels?

(5) Very Important	45%
(4)	23%
(3)	15%
(2)	4%
(1) Not at all important	10%
Don't know/not stated	4%

2019 Mean = 3.93 out of 5

■ 2019 (n=453)

Figure 6

To what degree do the following meet your expectations for housing options in St. Albert?

Availability of ownership housing options for households of different income levels and stages of… — 58%

Availability of programs and services to address the gap between rents and income levels. — 42%

Availability of rental housing options for households of different income levels and stages of life. — 41%

Availability of services for persons who are at risk of homelessness. — 31%

■ 2019 General Public (n=225-389)

Respondents, whose expectations were met
Excluding "don't know" and "not stated" responses

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Table 69

To what degree do the following meet your expectations for housing options in St. Albert? 2019				
	Percent of Respondents (n=453)			
	Meets my expectations	**Somewhat meets my expectations**	**Doesn't meet my expectations**	**Don't Know/Not Stated**
Availability of rental housing options for households of different income levels and stages of life	27	21	17	35
Availability of ownership housing options for households of different income levels and stages of life	50	23	13	14
Availabilities of programs and services to address the gap between rents and income levels	21	13	16	50
Availability of services for persons who are at risk of homelessness	17	11	26	46

Sub-Segment Findings

*Respondent subgroups significantly <u>more likely</u> to indicate that it was **important for the City to have a range of housing options and services** included:*

- *Females (74%, versus 59% of males).*

- *Those aged 18 to 24 (81%, versus 65% of those aged 25 to 64 and 65% of those 65 and older).*

- *Those without children in their household (64%, versus 76% of those with children).*

*Respondent subgroups significantly <u>more likely</u> to indicate that the **<u>availability of rental housing options for households of different income levels and stages of life</u>** met their expectations included:*

- *Males (32%, versus 22% of females).*

- *Those with children in their household (30%, versus 21% of those without children).*

*Respondent subgroups significantly <u>more likely</u> to indicate that the **<u>availability of programs and services to address the gap between rents and income levels</u>** **met their expectations** included:*

- *Males (28%, versus 15% of females); and*

*Respondent subgroups significantly <u>more likely</u> to indicate that **<u>availability of services for persons who are at risk of homelessness</u>** **met their expectations** included:*

- *Males (23%, versus 12% of females).*

Respondents who reported that the **availability of rental housing options for households of different income levels and stages of life** did not meet or only somewhat met their expectations (n=173) were asked why this element of housing options does not fully meet their expectations. Fifty-seven percent (57%) of respondents reported that there is a lack of housing options in the City, followed by 32% of respondents who reported that the rent is too high or expensive. See Table 70, below.

Table 70

Why doesn't the availability of rental housing options for households of different income levels and stages of life fully meet your expectations? 2019	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents* (n=173)
Lack of rental housing options (general)	57
Rent is too high/expensive (general)	32
Too many rental housing options in City (general)	2
Lack of pet friendly rental housing	2
Taxes are too high/costly	1
Don't Know/Not Stated	12

*Multiple responses

When prompted for suggestions as to how the **availability of rental housing options for households of different income levels and stages of life** could better meet their expectations, fifty-four (54%) of respondents who reported that this element did not meet or somewhat met their expectations (n=173) suggested that there should be more housing options in general. Ten percent (10%) of these respondents reported that there should be lower or more affordable rent. See Table 71, below.

Table 71

Do you have any suggestions for how the <u>availability of rental housing options for households of different income levels and stages of life</u> could better meet your expectations? 2019	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	**Percent of Respondents* (n=173)**
More rental housing options (general)	54
Lower/more affordable rent (general)	10
Lower/reduce taxes	3
More information/awareness of rental housing options	2
Other (single mentions)	2
None/no suggestions	3
Don't Know/Not Stated	17

*Multiple responses

Respondents who reported that the **availability of ownership housing options for households of different income levels and stages for life** did not meet or only somewhat met their expectations (n=164) were asked why this element of housing options does not fully meet their expectations. Fifty-nine percent (59%) of respondents reported that the housing prices are too high or expensive, followed by 19% of respondents who reported that there is a lack of ownership housing types or options in the City. See Table 72, below.

Table 72

Why doesn't the <u>availability of ownership housing options for households of different income levels and stages for life</u> fully meet your expectations? 2019	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	**Percent of Respondents* (n=164)**
Housing prices are too high/expensive (general)	59
Lack of ownership housing types/options	19
Taxes are too high/costly	6
City does not listen to residents/lack of public consultation/input	1
Don't Know/Not Stated	21

*Multiple responses

When prompted for suggestions as to how the **availability of ownership housing options for households of different income levels and stages for life** could better meet their expectations, thirty (30%) of respondents who reported that this element did not meet or somewhat met their expectations (n=164) suggested that there should be more variety of ownership housing types or options. Twenty-seven percent (27%) of these respondents reported that there should be lower or less costly housing prices. See Table 73, below.

Table 73

Do you have any suggestions for how the <u>availability of ownership housing options for households of different income levels and stages for life</u> could better meet your expectations? 2019	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	**Percent of Respondents* (n=164)**
More variety of ownership housing types/options	30
Lower/less costly housing prices (general)	27
Lower/reduce taxes	7
Stop overspending/misallocating funds to this department/service	1
None/no suggestions	7
Don't Know/Not Stated	31

*Multiple responses

Respondents who reported that the **availability of programs and services to address the gap between rents and income levels** did not meet or only somewhat met their expectations (n=131) were asked why this element of housing options does not fully meet their expectations. Twenty (20%) of respondents reported that there is a lack of advertising or awareness of programs and services, followed by 16% of respondents who reported that there is a lack of programs and services in the City. See Table 74, below.

Table 74

Why doesn't the <u>availability of programs and services to address the gap between rents and income levels</u> fully meet your expectations? 2019	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	Percent of Respondents* (n=131)
Lack of advertising/awareness of programs and services	20
Lack of programs and services (general)	16
Rent is too high/expensive (general)	16
Lack of rental housing options (general)	9
Lack of subsidies/financial assistance (general)	4
Overspending/misallocating funds to this department/service	2
Poor accessibility/programs and services difficult to access (general)	2
Taxes are too high/costly	2
Programs/services are too costly	2
High cost of living (general)	1
Don't Know/Not Stated	28

*Multiple responses

When prompted for suggestions as to how the **availability of programs and services to address the gap between rents and income levels** could better meet their expectations, twenty-one percent (21%) of respondents who reported that this element did not meet or somewhat met their expectations (n=131) suggested that there should be more information or awareness of programs and services. Each twelve (12%) of these respondents reported that there should be more rental housing options and that the City should provide more programs and services. See Table 75, below.

Table 75

Do you have any suggestions for how the <u>availability of programs and services to address the gap between rents and income levels</u> could better meet your expectations? 2019	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	**Percent of Respondents* (n=131)**
More information/awareness of programs and services	21
More rental housing options (general)	12
Provide more programs and services (general)	12
More grants/subsidies/financial assistance	6
Lower/more affordable rent (general)	4
Make it easier to access programs and services (general)	4
Stop overspending/misallocating funds to this department/service	2
None/no suggestions	5
Don't Know/Not Stated	37

*Multiple responses

Respondents who reported that the **availability of services for persons who are at risk of homelessness** did not meet or only somewhat met their expectations (n=168) were asked why this element of housing options does not fully meet their expectations. Fourty-nine (49%) of respondents reported that there is a lack of services or programs, followed by 18% of respondents who reported that there is a lack of homeless shelter facilities in the City. See Table 76, below.

Table 76

Why doesn't the <u>availability of services for persons who are at risk of homelessness</u> fully meet your expectations? 2019	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	**Percent of Respondents* (n=168)**
Lack of services/programs (general)	49
Lack of homeless shelter facilities	18
Lack of advertising/awareness of programs and services	12
Overspending/misallocating funds to this department/service	2
Poor accessibility/programs and services difficult to access (general)	1
Don't Know/Not Stated	21

*Multiple responses

When prompted for suggestions as to how the **availability of services for persons who are at risk of homelessness** could better meet their expectations, thirty-six (36%) of respondents who reported that this element did not meet or somewhat met their expectations (n=168) suggested that the City should provide more services or programs. Twenty-five (25%) of these respondents reported that the City needs homeless shelter facilities. See Table 77, below.

Table 77

Do you have any suggestions for how the <u>availability of services for persons who are at risk of homelessness</u> could better meet your expectations? 2019	
Base: Respondents who indicated this element did not meet or somewhat met their expectations	**Percent of Respondents* (n=168)**
Provide more services/programs (general)	36
Need homeless shelter facilities	25
More information/awareness of programs and services	8
More rental housing options (general)	6
Stop overspending/misallocating funds to this department/service	1
None/no suggestions	4
Don't Know/Not Stated	23

*Multiple responses

3.6   Customer Service

In the next section of the survey, respondents were asked about their experiences interacting with City of St. Albert employees. As shown in Figure 7, below, 64% of the respondents reported having been in contact with a City employee in the past year (comparable to 63% in 2017).

Figure 7

In the past 12 months, have you been in contact with any City of St. Albert employees?*

- 2019 (n=453)
- 2017 (n=400)
- 2014 (n=400)
- 2012 (n=800)
- 2010 (n=800)

*Missing values to 100: don't know/not stated
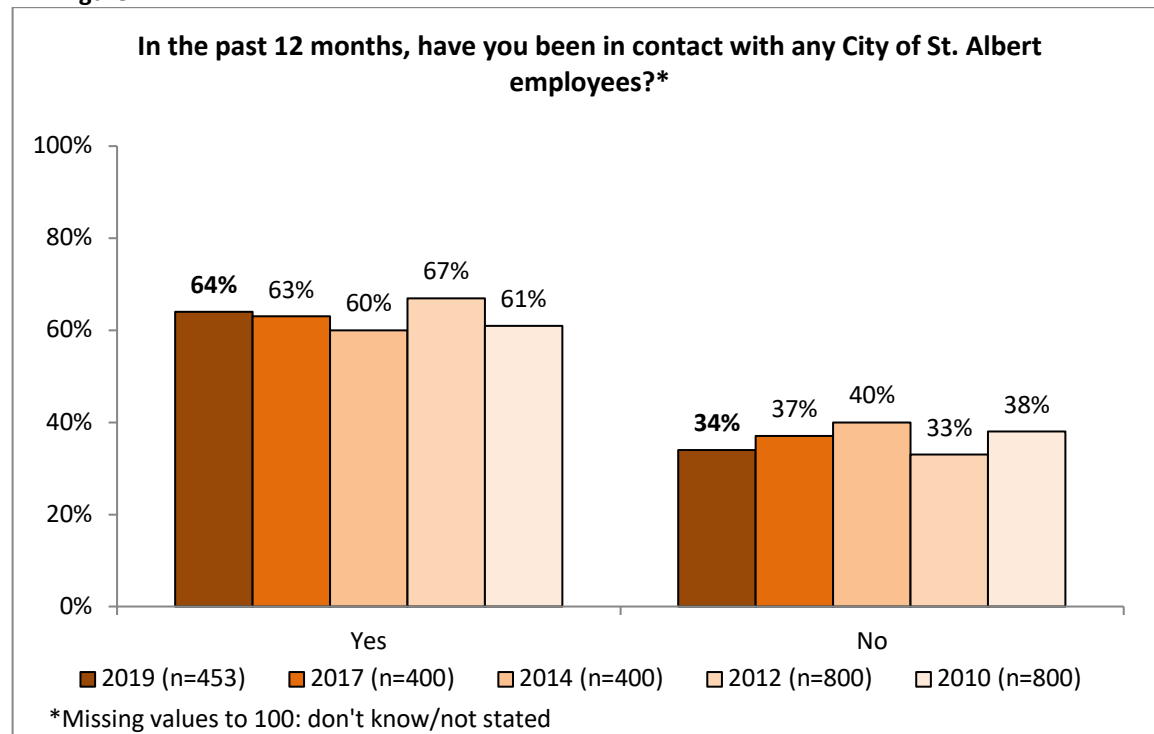
**Sub-Segment Findings**

Respondent subgroups significantly <u>more likely</u> to have been **in contact with a City employee in the past 12 months included**:

- _Those who felt they received "very good" or "excellent" value for their tax dollars (76%) versus 58% of those who felt they received "good" value, or 64% of those who felt they received "fair" or "poor" value._

Yardstick Research

In terms of the **overall service provided by City of St. Albert employees**, of those who had contacted a City employee in the past year (n=291), most were satisfied (81%, compared to 91% in 2017). Eight percent (8%, compared to 5% in 2017) were neither satisfied nor dissatisfied (rating of 3), while 9% were dissatisfied (compared to 4% in 2017), or provided ratings of 1 (5%) or 2 (4%) out of 5. The overall mean satisfaction rating was 4.32 out of 5 (compared to 4.56 in 2017). See Figure 8, below.

Please Note: A different scale was used in previous versions of the St. Albert Community Satisfaction Survey.[7] Due to the use of word-anchored responses in 2009, 2010 and 2012 (versus number-anchored in 2014, 2017 and 2019), a mean cannot be calculated for previous results. Caution should therefore be used when comparing 2014, 2017 and 2019 results to previous years' results.

Figure 8

Overall, how satisfied were you with the service provided by the City employee that you last contacted?*

2019 Mean = 4.32 out of 5
2017 Mean = 4.56 out of 5
2014 Mean = 4.34 out of 5

■ 2019 (n=291)   ■ 2017 (n=253)   ■ 2014 (n=239)   □ 2012 (n=535)   □ 2010 (n=489)

Base: Respondents who contacted a City employee in the past 12 months
*Missing values to 100: don't know/not stated

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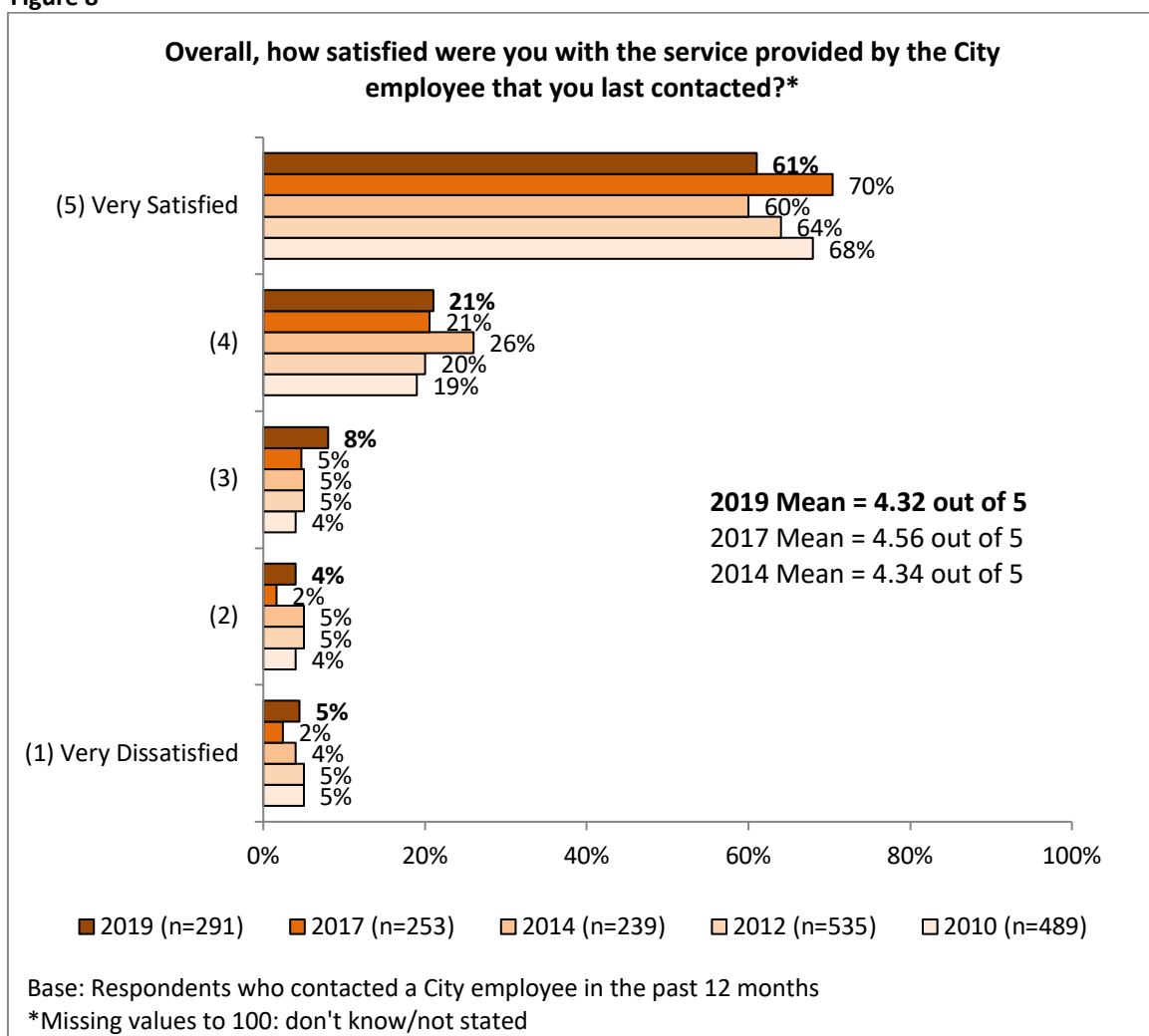
[7] 2012 scale: "Very dissatisfied"; "somewhat dissatisfied"; "neither satisfied nor dissatisfied"; "somewhat satisfied"; "very satisfied."

**Sub-Segment Findings**

Respondent subgroups significantly _more likely_ _to have been_ **satisfied with their service experience provided by City employees (ratings of 4 or 5 out of 5)** _included:_

- _Those who felt they received "very good" or "excellent" value for their tax dollars (90%, versus 77% of those who felt they received "fair" or "poor" value._

Respondents who were dissatisfied with their service experience from City employees (n=24) were asked how their experience could be improved. About one quarter (24%) respondents reported that they would like to see more helpful or knowledgeable staff. See Table 78, below.

Table 78

How could your experiences with City of St. Albert employees be improved? 2019	
Base: Respondents who were dissatisfied (ratings of 1 or 2 out of 5) with their service experience provided by City employees	**Number of Respondents* (n=24)****
More helpful/knowledgeable staff (general)	24
Faster response time to issues/inquiries/requests	21
More friendly/kind/personable staff (general)	13
Follow through with plans/initiatives (general)	4
Listen to/gather resident input/suggestions/feedback	4
More productive/hard working staff (general)	4
More qualified/experienced staff (general)	4
Don't Know/Not Stated	26

*Multiple responses
**Use caution interpreting results when n<30

Table 79

How could your experiences with City of St. Albert employees be improved? 2017	
Base: Respondents who were dissatisfied (ratings of 1 or 2 out of 5) with their service experience provided by City employees	**Number of Respondents* (n=10)****
Improve efficiency/quality of employee service (in general)	5
Improve response time/be more responsive to inquiries	2
More knowledgeable/helpful employees	1
Listen to resident input/suggestions/act on feedback	1
Don't Know/Not Stated	1

*Multiple responses
**Use caution interpreting results when n<30

3.7   Communication

In this section of the survey, respondents were asked about **City communication**. First, respondents were asked if the City meets their expectations in terms of sharing and providing access to information on municipal matters. As shown in Figure 9, below, 64% of respondents reported that the City met their expectations (compared to 80% in 2017), while 17% of respondents reported that the City somewhat met their expectations (compared to 13% in 2017). Only 7% of respondents felt that the City did not meet their expectations (compared to 4% in 2017).

Figure 9
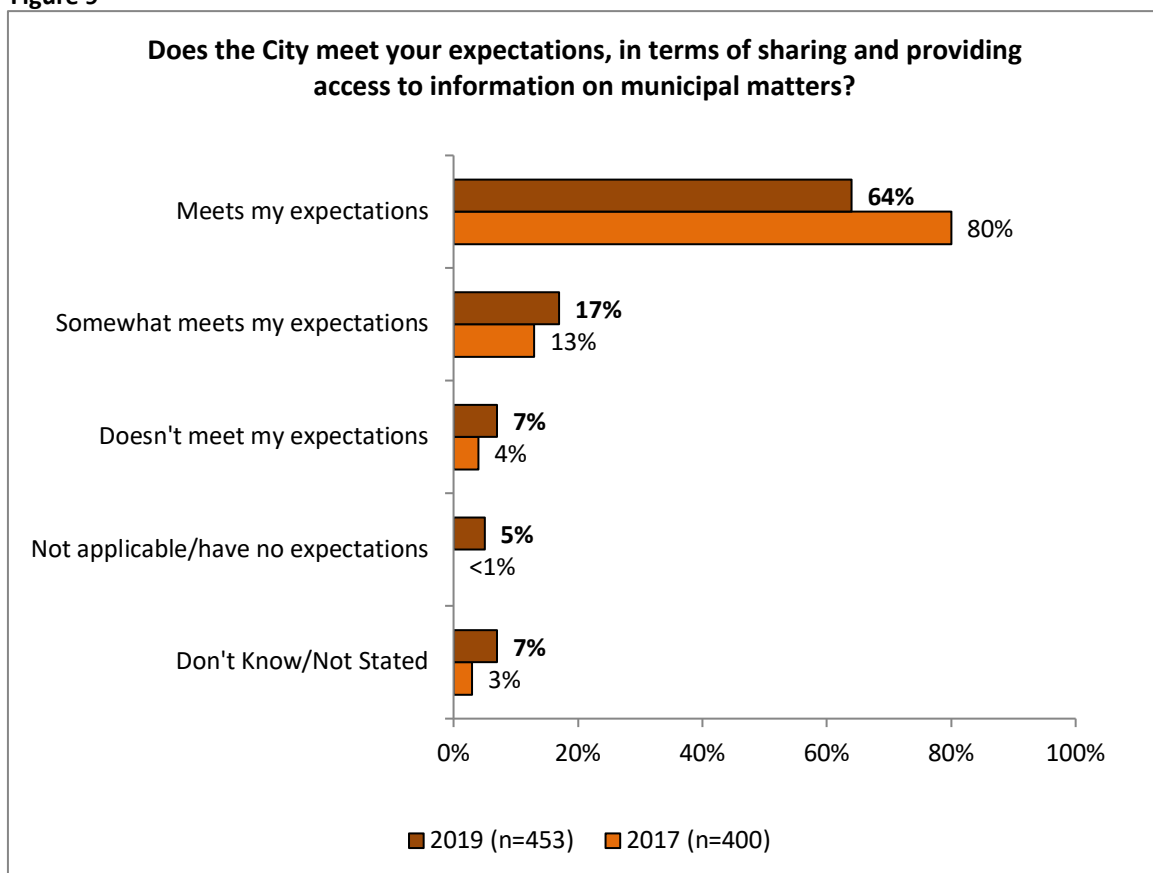
Does the City meet your expectations, in terms of sharing and providing access to information on municipal matters?

	2019 (n=453)	2017 (n=400)
Meets my expectations	64%	80%
Somewhat meets my expectations	17%	13%
Doesn't meet my expectations	7%	4%
Not applicable/have no expectations	5%	<1%
Don't Know/Not Stated	7%	3%

**Sub-Segment Findings**

Respondent subgroups significantly <u>more likely</u> to indicate that the City meets their expectations, **in terms of sharing and providing access to information on municipal matters that affect them and to keep them informed** included:

- _Those who felt they received "very good" or "excellent" value for their tax dollars (80%) or those who felt they received "good" value (67%), versus 55% of those who felt they received "fair" or "poor" value._

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When asked what **other methods the City could use to share information** that would better meet their expectations, respondents who did not have their expectations fully met (n=109) most often mentioned mail or mailouts (21%), or the newspaper (16%). It is important to note that about one third (32%) of respondents were unsure or did not provide a response. See Table 80, below.

Table 80

What other methods can the City use to share information that would better meet your expectations? 2019	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=109)**
Mail/mailouts	21
Newspaper	16
E-mails	10
St. Albert website	9
Social media (e.g. Facebook, Twitter)	7
Other (single mentions)	6
None/nothing	9
Don't Know/Not Stated	32

*Multiple responses

Table 81

What other methods can the City use to share information that would better meet your expectations? 2017	
Base: Respondents who indicated this service did not meet or somewhat met their expectations	**Percent of Respondents* (n=68)**
Online/internet	7
Social media (e.g., Facebook, Twitter)	7
Newspaper	6
Mail/mail-outs	4
Television (e.g., commercials, TV news, etc.)	4
Road signage/billboards	3
E-mails	3
In person/direct contact	3
Other (single mentions)	9
Don't Know/Not Stated	57

*Multiple responses

Yardstick Research

Next, respondents were asked about i**n-person services provided by the City at City Hall, recreational facilities, as well as online and over the phone**. The services provided include paying their bills, obtaining their license, registering for programs, etc. When asked if the methods to conduct these activities met their expectations, the majority (82%, significantly decreased from 94% in 2017) of respondents felt that these methods met their expectations. Six percent (6%, compared to 2% in 2017) of respondents felt these methods somewhat met their expectations, and 3% of respondents felt that these methods did not meet their expectations (compared to 1% in 2017). See Figure 10, below.

Figure 10
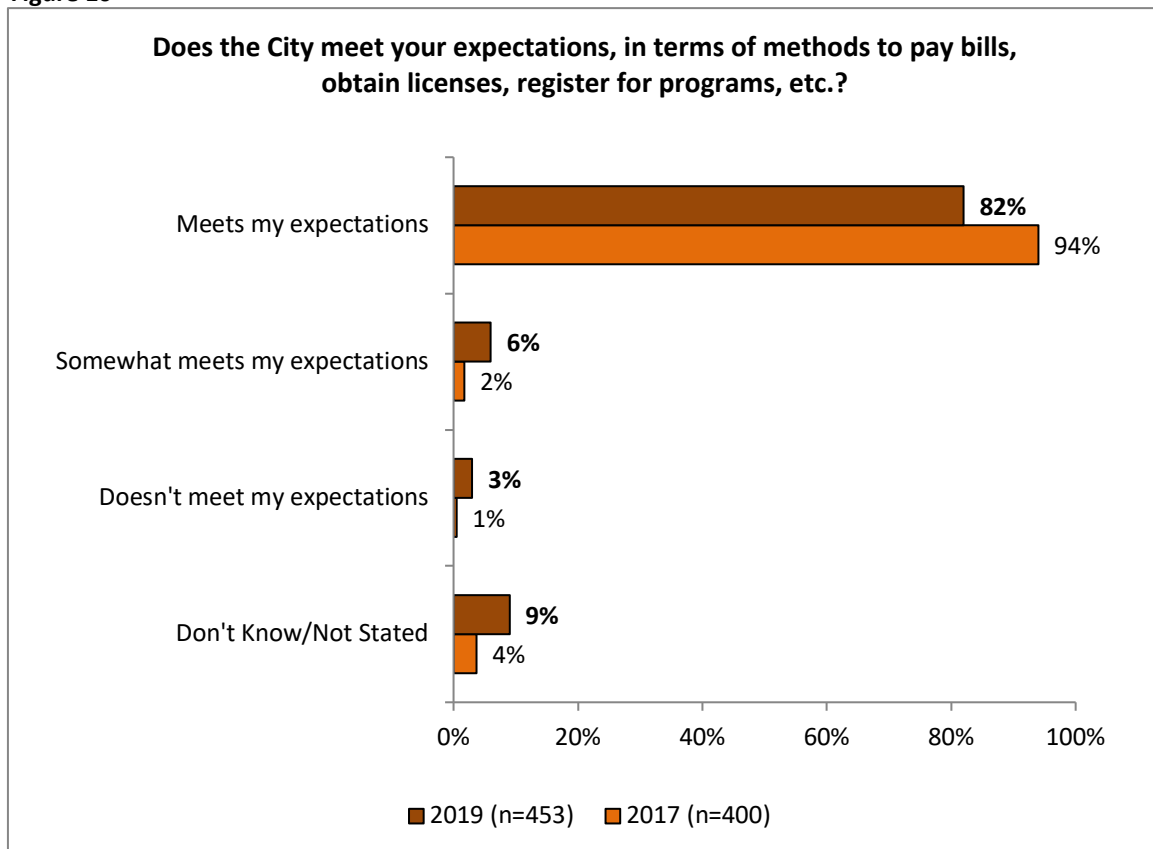
Does the City meet your expectations, in terms of methods to pay bills, obtain licenses, register for programs, etc.?

Legend: ■ 2019 (n=453) ■ 2017 (n=400)

Meets my expectations: 82% / 94%
Somewhat meets my expectations: 6% / 2%
Doesn't meet my expectations: 3% / 1%
Don't Know/Not Stated: 9% / 4%

Sub-Segment Findings

*Respondent subgroups significantly <u>more likely</u> to indicate that the City meets their expectations, **in terms of in person services at City Hall and at some recreational facilities, as well as online and over the phone** included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (90%) versus 77% of those who felt they received "fair" or "poor" value.*

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- *Those who have lived in St. Albert for 11 to 20 years (89%, versus 76% of those who have lived in St. Albert for 10 years or less).*

Those who thought that the **methods available did not meet their expectations or only somewhat met their expectations** (n=41) were asked which methods did not meet their expectations. Twenty-two percent (22%) each mentioned the bill payment methods and the online/website services. See Table 82, below.

Table 82

Which methods do not/somewhat meet your expectations? 2019	
Base: Respondents who indicated the methods available did not meet or somewhat met their expectations	**Number of Respondents (n=41)***
Bill payment methods	22
Online/website services	22
In person services	7
Service/facility hours of operation	7
Services over the telephone	5
General inquiries/questions/requests (general)	2
Don't Know/Not Stated	34

*Multiple responses

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Those who thought that the **methods available did not meet their expectation or only somewhat met their expectations** (n=41) were asked how the City could optimize the options available to conduct these activities (paying your bills, obtaining your licence, or registering for a program). One out of five (22%) respondents reported that the methods could be improved if more services were available online. See Table 83, below.

Table 83

How could the City optimize the options available and the experience while to conducting activities such as paying your bills, obtaining your licence, or registering for a program? 2019	
Base: Respondents who indicated the methods available did not meet or somewhat met their expectations	**Number of Respondents (n=41)***
More services available online	22
Longer hours at the City Hall Customer Centre	7
Ability to pay for all at one location	5
Ability to pay for bills at other City facilities, other than City Hall	5
Ability to log into one portal and pay for all City bills there	2
Other (single mentions)	7
Don't Know/Not Stated	54

*Multiple responses

Table 84

How could the City improve options to conduct activities such as paying your bills, obtaining your license, or registering for a program? 2017	
Base: Respondents who indicated the methods available did not meet or somewhat met their expectations	**Number of Respondents* (n=9)****
Provide more information about City services	2
Ability to pay for bills at other City facilities, other than City Hall	1
Improve online services (unspecified)	1
Ability to obtain pet license	1
Don't Know/Not Stated	4

*Multiple responses
**Use caution interpreting results when n<30

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3.8   Property Taxes and Financial Planning

The next section of the survey included questions for St. Albert homeowners regarding **value for taxes and support for various tax strategies**. As shown in Figure 10, below, 84% of the respondents surveyed were homeowners, while 7% were renters; 11% did not provide a response or had another type of arrangement (compared to 90%, 5%, 5% respectively in 2017).

Figure 10

Do you own or rent a home in the City of St. Albert?

Legend: ■ 2019 (n=453) ■ 2017 (n=400) □ 2014 (n=400) □ 2012 (n=800) □ 2010 (n=800)

*New to 2019 survey
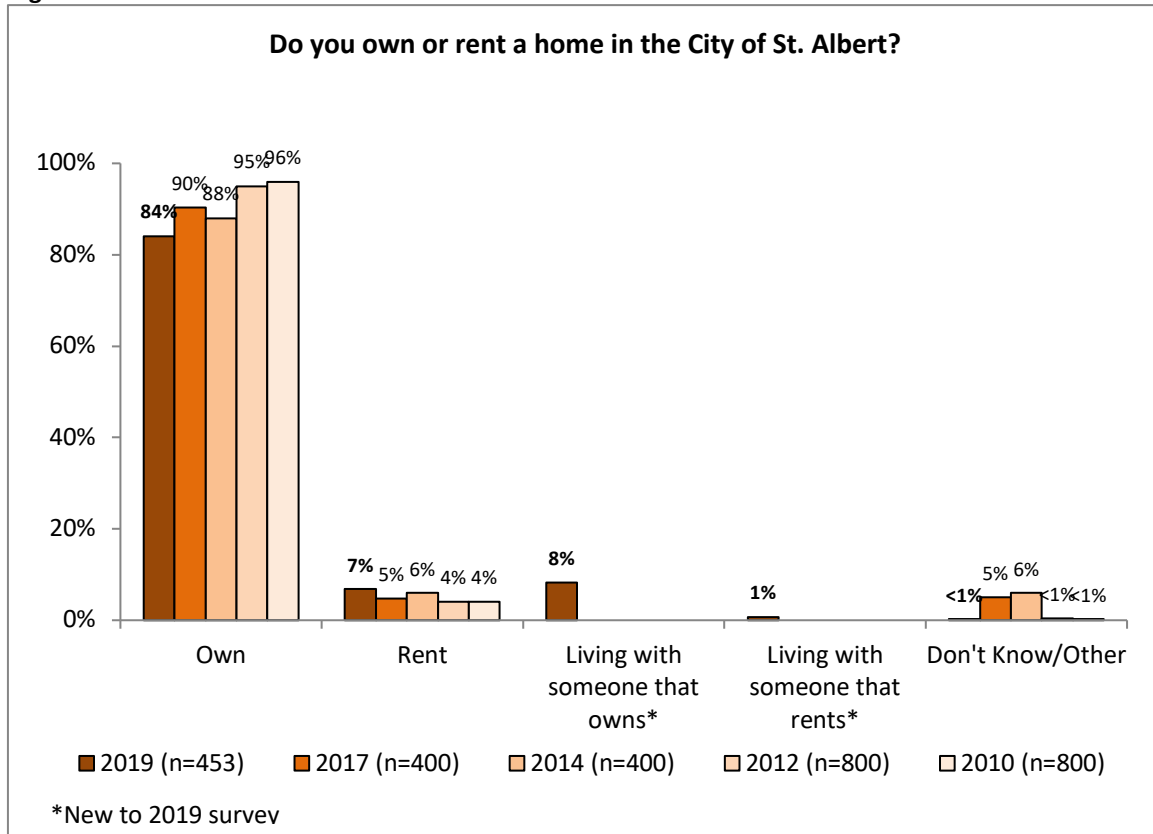
Sub-Segment Findings

*Respondent subgroups significantly <u>more likely</u> to have supported **a tax increase, above inflation, to enhance or expand the current level of services from the City** included:*

- *Those without children in their household (15%) versus those with children (7%).*

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Homeowners (n=377) were then provided with the following information concerning the distribution of their tax bill:

> *"Property taxes in the City of St. Albert are related to the value of your property. About one-quarter of your property tax bill is controlled by the Province to pay for education and schools. This means that about three-quarters of your property tax bill goes to the City to fund services provided to the community."*

Thinking about the amount of their tax bill that pays for City services, then, more than one-quarter of the respondents (29%, compared to 30% in 2017) felt they received "very good" (23%, compared to 24% in 2017) or "excellent" (6%, consistent with 2017) value for their tax dollars, while 37% reported receiving "good" value, and 33% reported receiving "fair" (24%) or "poor" (9%) value. See Figure 11, below.

Please Note: In the 2012 and 2010 survey years, respondents answered this question under the assumption that approximately *one-third* of their property tax bill was controlled by the Province to pay for education and schools, while approximately *two-thirds* was used to fund municipal services.

Figure 11

Thinking about the amount of your tax bill that pays for City services, would you say you receive...?*

Base: Respondents who own a home in St. Albert
*Missing values to 100%: don't know/not stated

Yardstick Research
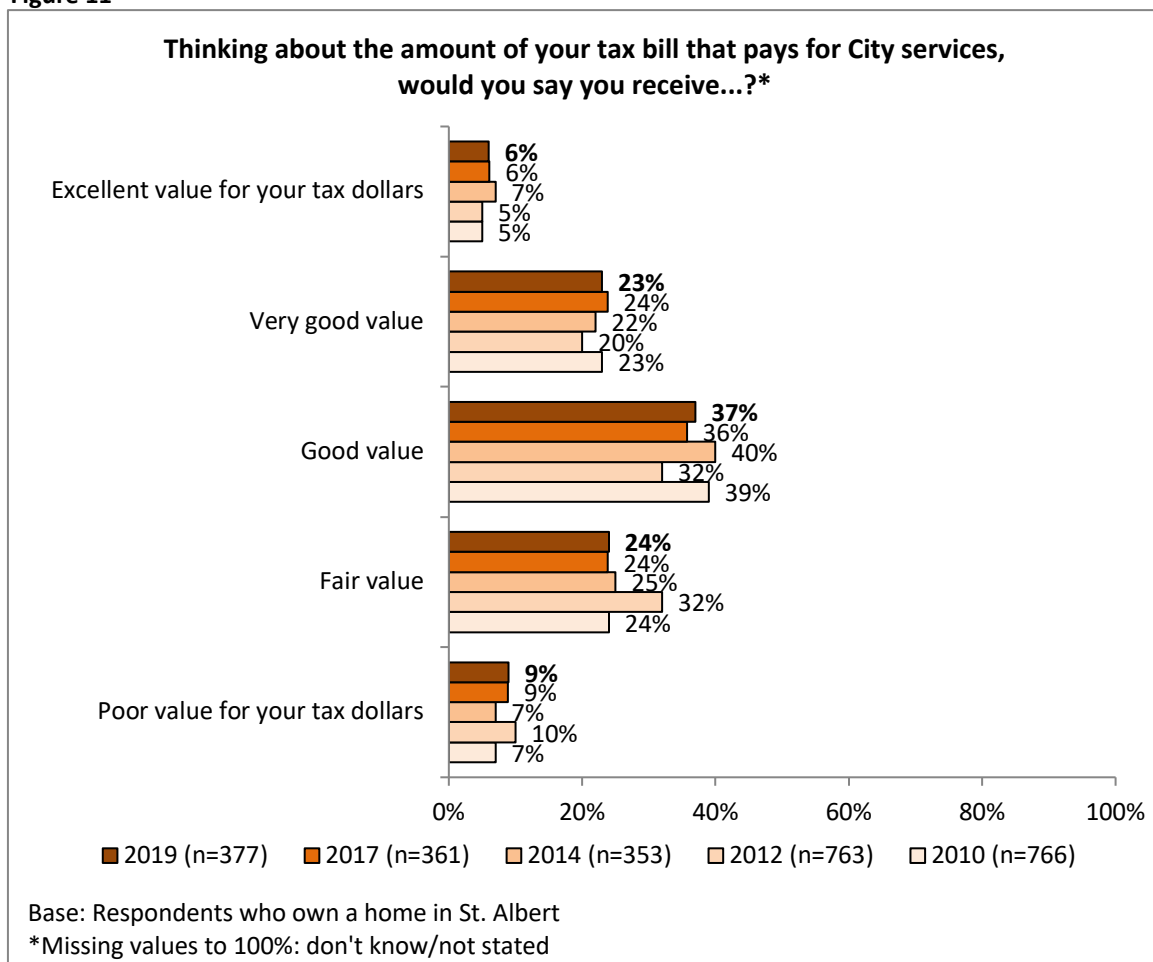
Respondents who felt they received "poor" or "fair" value for their tax dollars (n=127) most often explained that there is an overspending, wasting money or lack of fiscal responsibility (25%) and that taxes are high or continue to rise (24%. See Table 85, below.

Table 85

What is the main reason you feel that way? 2019	
Base: Respondents who felt they receive poor/fair value for their tax dollars	Percent of Respondents* (n=127)
Overspending/wasting money/lack of fiscal responsibility	25
Taxes are high/continue to rise	24
Taxes are high compared to other cities/communities with the same facilities/services	12
Taxes are high in comparison to services received/not good value	9
Lack of/poor snow removal services	7
Poor school system/lack of schools	4
Lack of/poor road maintenance/repairs/upgrades	3
Poor garbage/waste collection services	3
Satisfied with/good services provided (general)	3
I don't use/access some services/should implement user fee system	2
Older areas are neglected/shouldn't have to pay as much as new areas	2
Services/value has decreased	2
There is room for improvement (general)	2
Utilities are too high	2
Council doesn't listen/action/poor leadership/lack of transparency	2
Lack of services provided to condo owners	2
Taxes are high, but services are good	2
Transit system needs improvement (general)	2
Other (single mentions)	2
Don't Know/Not Stated	6

*Multiple responses

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Table 86

What is the main reason you feel that way? 2017	
Base: Respondents who felt they receive poor/fair value for their tax dollars	**Percent of Respondents* (n=118)**
Taxes are high/continue to rise	37
Taxes are high compared to other cities/communities with the same facilities/services	9
Taxes are high in comparison to services received/not good value	9
Overspending/wasting money/lack of fiscal responsibility	9
Lack of/poor snow removal services	8
Good value for tax dollars/budget is allocated well	5
Services/value has decreased	4
Utilities are too high	4
Satisfied with/good services provided (in general)	3
Do not use/access some services/should implement user fee system	3
Lack of an industrial tax base/need to attract businesses	3
Taxes are high, but services are good	3
Poor garbage/waste collection services	2
Lack of services provided to condo owners	2
Other (single mentions)	8
Don't Know/Not Stated	1

*Multiple responses

Yardstick Research

Thirty percent (30%, compared to 25% in 2017) of respondents who felt they received "good", "very good" or "excellent" value for their tax dollars (n=247) were satisfied with the services provided. See Table 87, below.

Table 87

What is the main reason you feel that way? 2019	
Base: Respondents who felt they receive good/very good/excellent value for their tax dollars	**Percent of Respondents* (n=247)**
Satisfied with/good services provided (general)	30
Taxes are high/continue to rise	12
Good snow removal services	9
Good road maintenance/repairs/upgrades	7
Overspending/wasting money/lack of fiscal responsibility	6
There is room for improvement (general)	6
Good parks/trails/green spaces	5
Services are better/superior to other communities/areas	4
City is clean/tidy	4
Good garbage collection services	3
Good park/green space/trail maintenance	3
I don't use/access some services/should implement user fee system	3
City looks nice/is visually appealing	3
Good place to live/high standard of living	2
Lack of/poor snow removal services	2
Good recreation programs/facilities	2
Taxes are high, but services are good	2
No crime/low crime/safe place to live	2
Lack of/poor road maintenance/repairs/upgrades	2
Good arts/cultural programs/services/activities	2
Other (1% of respondents or less)	8
Don't Know/Not Stated	5

*Multiple responses

Yardstick Research

Table 88

What is the main reason you feel that way? 2017	
Base: Respondents who felt they receive good/very good/excellent value for their tax dollars	**Percent of Respondents* (n=237)**
Satisfied with/good services provided (in general)	25
Taxes are high/continue to rise	16
Good value for tax dollars/budget is allocated well	11
Good snow removal services	8
Taxes are high, but services are good	6
City is well maintained (in general)	5
Good road maintenance/repairs/upgrades	4
Taxes are high compared to other cities/communities with the same facilities/services	3
Good parks/trails/green spaces	3
Good garbage collection services	3
Services/value has decreased	3
Good park/green space/trail maintenance	3
Good place to live/high standard of living	2
Overspending/wasting money/lack of fiscal responsibility	2
Other (1% of respondents or less)	20
Don't Know/Not Stated	7

*Multiple responses

Yardstick Research

In terms of an **overall tax strategy**, 51% (compared to 57% in 2017) of the homeowners surveyed (n=377) supported an inflationary tax increase to maintain the current level of services from the City, while 14% (identical to 2017) supported a tax decrease to reduce the level of services. Nine percent (9%, identical to 2017) supported a tax increase above inflation to enhance or expand the level of services from the City. See Figure 12, below.

Top responses amongst those who responded, "it depends" (16% of homeowners, n=63) included:

- Services maintained without a tax increase/no increase (42%);
- It would depend on the services that would be improved/changed (24%);
- Need to be more fiscally responsible/reduce spending levels/stay within budget (18%); and
- A tax decrease with better management of the taxes/services (10%).

Figure 12

Which of the following tax strategies would you support the most for St. Albert over the next 5 years?

	2019 (n=377)	2017 (n=361)	2014 (n=353)	2012 (n=763)	2010 (n=766)
An inflationary tax increase to maintain services	51%	57%	61%	65%	63%
A tax decrease to reduce services	14%	14%	12%	13%	13%
A tax increase above inflation to enhance services	9%	9%	11%	8%	9%
It depends	16%	15%	12%	11%	10%
Don't know/not stated	10%	6%	4%	2%	5%

Base: Respondents who own a home in St. Albert

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3.9   Municipal Leadership

When asked what they considered the **most important issue facing the St. Albert City Council today**, 14% of respondents felt that there is a misallocation of budget/how tax dollars are spent/overspending/fiscal responsibility (increased from 10% in 2017), while another 8% mentioned high or rising taxes. Seven percent (7%) reported that funding or interaction with the provincial government were the most important issue. It is important to note that almost a quarter (23%, comparable to 22% in 2017) of the respondents were unsure or did not provide a response. See Table 89, below.

Table 89

What would you say is the most important issue facing St. Albert City Council today? 2019	
	Percent of Respondents* (n=453)
Misallocation of budget/how tax dollars are spent/overspending/fiscal responsibility	14
High/rising taxes	8
Funding/interaction with provincial government	7
Managing City growth/sprawl/expansion/maintaining services with growth	6
Poor City Council/Mayor/decision making/lacking vision/division/infighting amongst Council	6
Poor road system/infrastructure/lack of roads/road expansions	5
Lack of public consultation/gathering resident input/council doesn't listen	4
Traffic volume/congestion/noise/traffic control	3
Lack of a strong business/commercial tax base/business attraction	3
Maintaining current services/service levels (in general)	2
Poor economy/economic recession/maintaining services during recession	2
Crime/drug use/youth crime	2
Lack of recreational facilities/arenas/pools	2
Other (1% of respondents or less)	15
Don't Know/Not Stated	23

*Multiple responses

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Table 90

What would you say is the most important issue facing St. Albert City Council today? 2017	Percent of Respondents* (n=400)
Poor City Council/Mayor/decision making/lacking vision/division/infighting amongst Council	18
High/rising taxes	12
Misallocation of budget/how tax dollars are spent/overspending	10
Managing City growth/sprawl/expansion/maintain services with growth	10
Land development/management/planning/balance development	4
Lack of a strong business/commercial tax base/business attraction	4
Upcoming election/new Council and Mayor/re-election/better leadership	2
Poor transit system/should expand/transportation	2
Poor road system/infrastructure/lack of roads/road expansions	2
Lack of industrial development/attract more industry/economic development	2
Other (1% of respondents or less)	18
Don't Know/Not Stated	22

*Multiple responses

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Respondents were then asked to rate their level of agreement with three (3) statements concerning the effectiveness of City Council[8]:

- **"Council is acting in the best interests of the community, as a whole"** – 48% of the respondents agreed (ratings of 4 or 5 out of 5; compared to 57% in 2017);

  - 33% neither agreed nor disagreed (3 out of 5, compared to 27% in 2017); and
  - The mean rating was 3.34 out of 5 (compared to 3.54 in 2017).

- **"St. Albert City Council effectively plans for the future of the community"** – 45% agreed; (ratings of 4 or 5 out of 5; compared to 54% in 2017);

  - 27% neither agreed nor disagreed (compared to 32% in 2017); and
  - The mean rating was 3.32 (compared to 3.53 in 2017).

- **"My personal interests are being served by the City Council"** – 46% agreed; (ratings of 4 or 5 out of 5; compared to 53% in 2017);

  - 27% neither agreed nor disagreed (compared to 27% in 2017); and
  - The mean rating was 3.22 (compared to 3.54 in 2017).

See Figure 13, below, and Table 91, on the following page.

Figure 13

Percent of Respondents Who Agreed with Each Statement (ratings of 4 or 5 out of 5)

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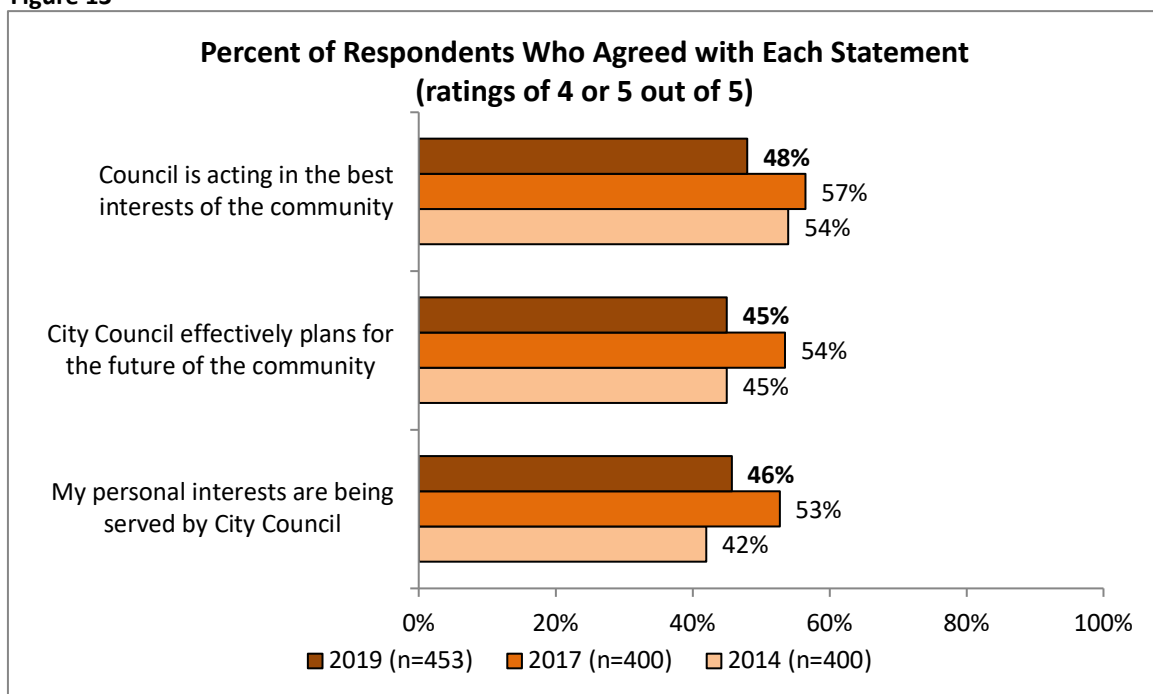
[8] Excludes "Don't Know" or "Not Stated" responses.

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Table 91

To what extent do you agree or disagree with the following statements? 2019							
	Percent of Respondents (n=453)						
	(5) Strongly Agree	**(4)**	**(3)**	**(2)**	**(1) Strongly Disagree**	**Don't Know**	**Mean (out of 5)**
Council is acting in the best interests of the community, as a whole	14	34	27	10	10	5	**3.34**
St. Albert City Council effectively plans for the future of the community	12	33	33	8	10	6	**3.32**
My personal interests are being served by the City Council	12	30	27	12	11	9	**3.22**

Table 92

To what extent do you agree or disagree with the following statements? 2017							
	Percent of Respondents (n=400)						
	(5) Strongly Agree	**(4)**	**(3)**	**(2)**	**(1) Strongly Disagree**	**Don't Know**	**Mean (out of 5)**
Council is acting in the best interests of the community, as a whole	18	38	27	10	6	1	**3.54**
My personal interests are being served by the City Council	17	36	30	9	4	4	**3.54**
St. Albert City Council effectively plans for the future of the community	14	40	34	8	4	1	**3.53**

Sub-Segment Findings

*Respondent subgroups significantly <u>more likely</u> to agree that **St. Albert City Council effectively plans for the future of the community** (ratings of 4 or 5 out of 5) included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (71%) versus 41% of those who felt they received "good" value or 27% of those who felt they received "fair" or "poor" value;*

- *Those who have lived in St. Albert for 10 years or less (57%, versus 41% of those who have lived in St. Albert for more than 20 years).*

Yardstick Research

*Respondent subgroups significantly <u>more likely</u> to agree that **Council is acting in the best interests of the community, as a whole** (ratings of 4 or 5 out of 5) included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (74%) versus 49% of those who felt they received "good" value or 26% of those who felt they received "fair" or "poor" value;*

*Respondent subgroups significantly <u>more likely</u> to agree that **their personal interests are being serviced by the City Council** (ratings of 4 or 5 out of 5) included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (74%) versus 38% of those who felt they received "good" value or 22% of those who felt they received "fair" or "poor" value;*

Yardstick Research

When asked to rate their **overall level of satisfaction with the way the City of St. Albert is currently being run**, 56% (a significant decrease from 65% in 2017) of the respondents were satisfied or provided ratings of 4 (42%) or 5 (14%) out of 5. Twenty-seven percent (27%, compared to 23% in 2017) were neither satisfied nor dissatisfied (3 out of 5), while 15% provided ratings of 1 (6%) or 2 (9%). See Figure 14, below.

Please Note: A different scale was used in the 2012 St. Albert Community Satisfaction Survey.[9] Due to the use of word-anchored responses in 2012 (versus number-anchored in 2014, 2017 and 2019), a mean cannot be calculated for the 2012 results. Caution should therefore be used when comparing 2014, 2017 and 2019 with 2012 survey results.

Figure 14

Overall, how satisfied are you with the way St. Albert is currently being run?*

2019 Mean = 3.50 out of 5
2017 Mean = 3.67 out of 5
2014 Mean = 3.65 out of 5

■ 2019 (n=453) ■ 2017 (n=400) □ 2014 (n=400) □ 2012 (n=800)

*Missing values to 100%: Don't know/not stated

---

[9] 2012 scale: "Very dissatisfied"; "somewhat dissatisfied"; "neither satisfied nor dissatisfied"; "somewhat satisfied"; "very satisfied."

Yardstick Research

Sub-Segment Findings

*Respondent subgroups significantly <u>more likely</u> to be satisfied, overall with **the way the City of St. Albert is currently being run (ratings of 4 or 5 out of 5)** included:*

- *Those who felt they received "very good" or "excellent" value for their tax dollars (81%) versus 58% of those who felt they received "good" value or 30% of those who felt they received "fair" or "poor" value.*
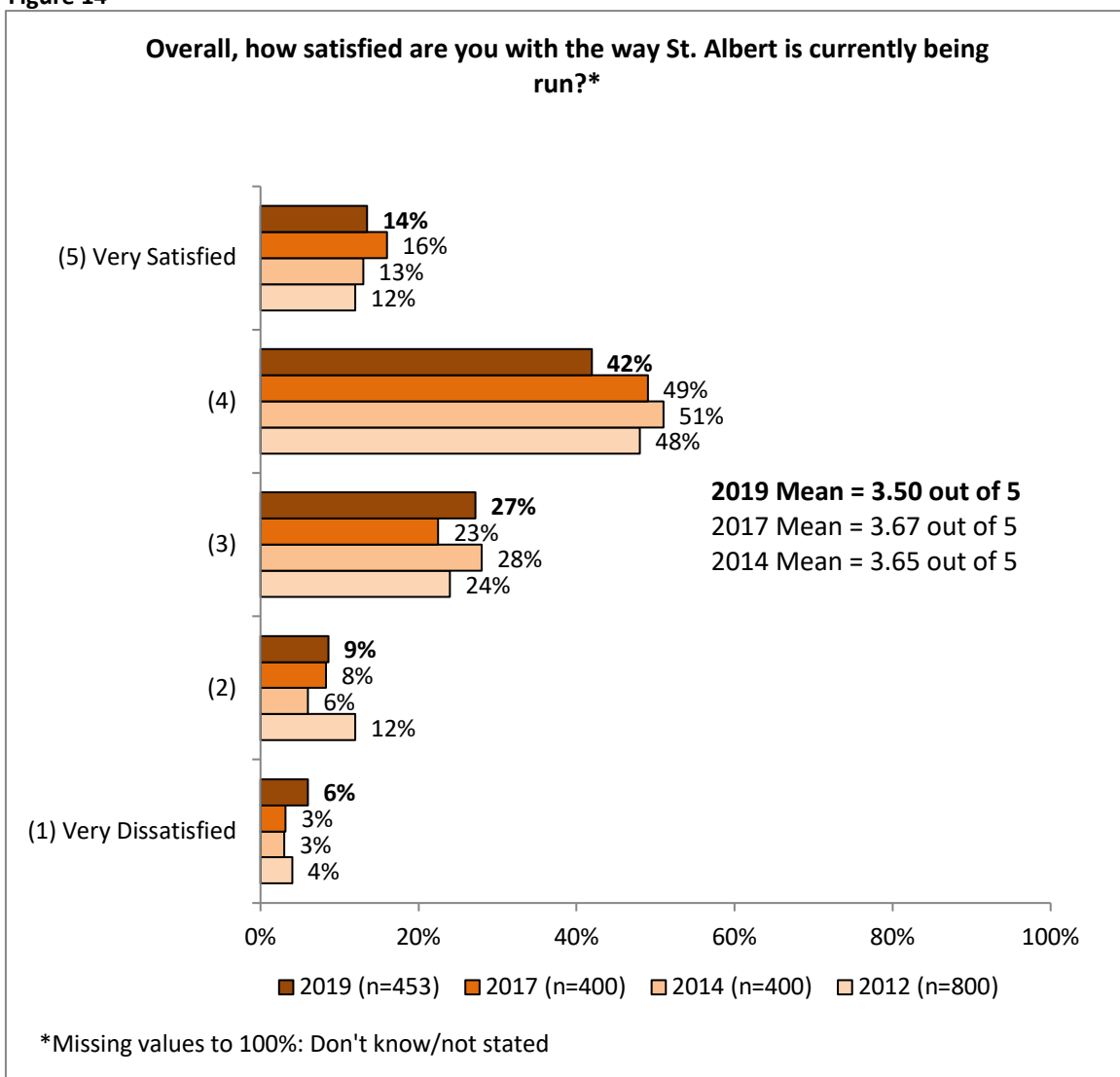
Yardstick Research

Respondents who were dissatisfied with how the City is currently being run (ratings of 1 or 2 out of 5; n=66) most often explained that there is poor budgeting, wasting of tax dollars or spending on unnecessary projects (38%), followed by 21% who reported that the City does not listen to its residents. See Table 93, below.

Table 93

Why do you feel that way? 2019	
Base: Respondents who were dissatisfied with how the City is currently being run (ratings of 1 or 2 out of 5)	**Percent of Respondents* (n=66)**
Poor budgeting/wasting tax dollars/spending on unnecessary projects	38
City does not listen to residents	21
Mayor/council not managing city well/lack of planning	17
Taxes are too high/keep increasing	10
Council does not have community/resident interests at heart	9
Too much high density housing development	4
Need to improve garbage collection services	3
Need to improve road infrastructure/maintenance	3
Other (single mentions)	9

*Multiple responses

Table 94

Why do you feel that way? 2017	
Base: Respondents who were dissatisfied with how the City is currently being run (ratings of 1 or 2 out of 5)	**Percent of Respondents* (n=46)**
Poor budgeting/wasting tax dollars	28
Too much dissension between Councillors/Mayor	15
Council does not have community/resident interests at heart	13
Mayor/Council not managing City well/lack of planning	9
Poor traffic flow/control	7
City needs to be more transparent in decision making/planning	4
Need to improve road infrastructure/maintenance	4
Not receiving service value equivalent to tax costs	4
Other (single mentions)	22
Don't Know/Not Stated	4

*Multiple responses

Yardstick Research

Those who were neither satisfied nor dissatisfied (3 out of 5; n=123) also felt that the Mayor or Council are not managing the City well or that there is a lack of planning (20%), and that there is poor budgeting, wasting tax dollars or spending on unnecessary projects (11%). See Table 95, below.

Table 95

Why do you feel that way? 2019	
Base: Respondents who were neither satisfied nor dissatisfied with how the City is currently being run (rating of 3 out of 5)	Percent of Respondents* (n=123)
Mayor/council not managing city well/lack of planning	20
Poor budgeting/wasting tax dollars/spending on unnecessary projects	11
City does not listen to residents	8
Room for improvement (unspecified)	8
Lack of information/communication provided to residents	6
Taxes are too high/keep increasing	6
Council does not have community/resident interests at heart	5
Feels the city is growing too fast	5
Need to improve road infrastructure/maintenance	4
City is well run/good planning/good Mayor/Council	3
Need to improve garbage collection services	3
Need to improve transit service	3
Need more library facilities	2
Not doing enough to attract business/industry	2
Too much high density housing development	2
Other (single mentions)	7
Don't Know/Not Stated	13

*Multiple responses

Yardstick Research

Table 96

Why do you feel that way? 2017	
Base: Respondents who were neither satisfied nor dissatisfied with how the City is currently being run (rating of 3 out of 5)	**Percent of Respondents* (n=90)**
Too much dissension between Councillors/Mayor	24
Poor budgeting/wasting tax dollars	14
Council does not have community/resident interests at heart	12
Room for improvement (unspecified)	6
Taxes are too high/keep increasing	6
Mayor/Council not managing City well/lack of planning	6
Is satisfied/no issues	3
City is well run/good planning/good Mayor/Council	3
Feels the City is growing too fast	2
Not doing enough to attract business/industry	2
Poor traffic flow/control	2
Receives good value for tax dollars/good budgeting	2
Not receiving service value equivalent to tax costs	2
Other (single mentions)	10
Don't Know/Not Stated	11

*Multiple responses

Yardstick Research

Respondents who were satisfied with how the City is being run (4 or 5 out of 5; n=251) most often reported that the City is well run, that there is good planning or that there is a good Mayor/Council (26%), but also that there are no issues (22%). See Table 97, below.

Table 97

Why do you feel that way? 2019	
Base: Respondents who were satisfied with how the City is currently being run (ratings of 4 or 5 out of 5)	Percent of Respondents* (n=251)
City is well run/good planning/good Mayor/Council	26
Is satisfied/no issues (general)	22
Good place to live/high quality of life	10
Room for improvement (unspecified)	9
Good services/programs (general)	6
City is safe	4
Likes green spaces in the city/good parks/trail system	3
Other (2% of respondents or less)	22
Don't Know/Not Stated	11

*Multiple responses

Table 98

Why do you feel that way? 2017	
Base: Respondents who were satisfied with how the City is currently being run (ratings of 4 or 5 out of 5)	Percent of Respondents* (n=260)
City is well run/good planning/good Mayor/Council	17
Room for improvement (unspecified)	16
Is satisfied/no issues (in general)	15
Good place to live/high quality of life	9
Too much dissension between Councillors/Mayor	9
Good services/programs (in general)	4
Taxes are too high/keep increasing	4
Mayor/Council not managing City well/lack of planning	3
City is safe	3
Poor budgeting/wasting tax dollars/spending on unnecessary projects	3
Other (2% of respondents or less)	15
Don't Know/Not Stated	8

*Multiple responses

Yardstick Research

3.10 Top Priorities for the City of St. Albert

Finally, respondents were asked their opinions regarding **top priorities for City Council**. When asked what they thought should be Council's top priorities, respondents most often mentioned ensuring budget or fiscal responsibility (20%) and reducing taxes (20%), followed by more roads or improved road/infrastructure system (17%). See Table 99, below.

Table 99

What do you think should be the top priorities for City Council? 2019	
	Percent of Respondents* (n=453)
Budget/fiscal responsibility	20
Reducing taxes	20
More roads/improved road/infrastructure system	17
Improving traffic flow/congestion	11
Affordable housing (including senior housing)	10
City growth/expansion/controlling growth	9
Public transit	8
Recreation facilities/programs/services	8
Better city planning/decision making	8
Road repairs/maintenance	7
Attracting more businesses/stores/shopping options	7
More schools	6
Maintaining current level of services	6
Economic development	5
Environmental related priorities	4
Listening/responding to the needs of residents	4
Better/improved services	4
Crime reduction/more police enforcement	4
Safety (general)	4
Other (3% of respondents or less)	48
Don't Know/Not Stated	12

*Multiple responses

Yardstick Research

Table 100

What do you think should be the top priorities for City Council? 2017	
	Percent of Respondents* (n=400)
Reducing taxes	21
Attracting more businesses/stores/shopping options	17
Budget/fiscal responsibility	17
Maintaining current level of services	11
City growth/expansion/controlling growth	10
More roads/improved road/infrastructure system	9
Public transit	8
Better City planning/decision making	8
Improving leadership of City Council/Mayor	7
Recreation facilities/programs/services	6
Improving traffic flow/congestion	6
Environmental related priorities	6
More schools	6
Crime reduction/more police enforcement	5
Safety (in general)	5
Affordable housing (including senior housing)	5
Other (4% of respondents or less)	49
Don't Know/Not Stated	9

*Multiple responses

Yardstick Research

3.11   Respondent Profile

Tables 101 and 103, below and on the following page, demonstrate the demographic breakdown of the residents surveyed in 2019.

Table 101

2019	Percent of Respondents (n=453)
Gender	
Woman/Girl	52
Man/Boy	48
Trans Woman – Male to Female (MtF)	0
Trans Man – Female to Male (FtM)	<1%
Non-binary	<1%
Two-spirit	0
Another gender not listed above	0
Prefer not to say	0
Age	
18 to 24	11
25 to 34	6
35 to 44	11
45 to 54	16
55 to 64	36
65 and older	20
Mean	**52.36 years of age**
How long have you lived in the City of St. Albert?	
Less than 1 year	<1
1 to 5 years	8
6 to 10 years	10
11 to 20 years	27
More than 20 years	55
Mean	**24.30 years**
Percent of Households with at Least One (1) Person in Each Age Group	
Under 6 years of age	7
6 to 11 years of age	10
12 to 17 years of age	15
18 or older	46

Yardstick Research

Table 102

2017	Percent of Respondents (n=400)
Gender	
Male	48
Female	52
Age	
18 to 24	11
25 to 34	2
35 to 44	8
45 to 54	17
55 to 64	42
65 and older	21
Mean	**54.8 years of age**
How long have you lived in the City of St. Albert?	
1 to 5 years	4
6 to 10 years	7
11 to 20 years	33
More than 20 years	57
Mean	**24.8 years**
Percent of Households with at Least One (1) Person in Each Age Group	
Under 6 years of age	4
6 to 11 years of age	9
12 to 17 years of age	12
18 or older	52

Yardstick Research

Table 103

Which neighbourhood do you live in? 2019	
Akinsdale	7
Braeside	5
Deer Ridge	12
Downtown	<1%
Erin Ridge	10
Erin Ridge North	1
Forest Lawn	4
Grandin	12
Heritage Lakes	8
Inglewood	1
Jensen Lakes	0
Kingswood	5
Lacombe Park	13
Mission	2
North Ridge	4
Oakmont	4
Pineview	3
Riverside	0
South Riel	0
Sturgeon Heights	4
Woodlands	5
Other	1
Do you work for the City of St. Albert?	
Yes	2
No	98

Yardstick Research

Table 104

Which neighbourhood do you live in? 2017	
Akinsdale	7
Braeside	2
Deer Ridge	12
Downtown	1
Erin Ridge	7
Erin Ridge North	1
Forest Lawn	5
Grandin	14
Heritage Lakes	6
Inglewood	2
Kingswood	4
Lacombe Park	14
Mission	2
North Ridge	5
Oakmont	6
Pineview	4
Sturgeon Heights	2
Woodlands	4
Other	4
Do you work for the City of St. Albert?	
Yes	1
No	99

Yardstick Research

APPENDIX A – SURVEY INSTRUMENT

Yardstick Research

Introduction

Hello, my name is _____ with Yardstick Research, a professional research company. We have been contracted to conduct a survey on behalf of the City of St. Albert to ask your opinions about services provided to residents by the City. Your household has been randomly dialed to participate in this study. I would like to assure you that we are not selling or promoting anything and that all your responses will be kept completely anonymous. Your views are very important to the successful completion of this study and will be used to evaluate and improve City of St. Albert services.

[**Interviewer Note**: If residents have questions about the study, they can be referred to the Information Desk at the City of St. Albert at 459-1500.]

A. This interview will take about 12 to 15 minutes. Is this a convenient time for us to talk, or should we call you back?

1. Convenient time **Continue**
2. Not convenient time **Arrange Call-Back**

B. To ensure that we get proper representation from all age groups, could you please tell me in what year you were born? **[WEB: "To ensure that we get proper representation from all age groups, could you please select what year you were born?"]**

[**WATCH QUOTAS; Screen for 18-24 category first**] **[Stakeholder Web = mandatory, exclude DK/NR: Telephone exclude DK/NR]**

_____ **RECORD YEAR OF BIRTH – CONVERT TO AGE**

QUOTAS:

- 18 to 24 (n=46; Male=24, Female=22)
- 25 to 64 (n=271; Male=131; Female=140)
- 65+ (n=83; Male = 37, Female=46)

C. Do you live within St. Albert City limits? **[Phone only: Mandatory]**

1. Yes
2. No **Thank and end interview**
F5 (Don't Know) **Thank and end interview**

Yardstick Research

D. **To which gender identity do you most identify?** – **WATCH QUOTAS** – Equal distribution for male/female, the remaining as selected by respondents. [Web: Mandatory, allow DK/NR]

1. Woman/Girl
2. Man/Boy
3. Trans Woman - Male to Female (MtF)
4. Trans Man - Female to Male (FtM)
5. Non-binary
6. Two-spirit
7. Another gender not listed above, namely:_____
8. Prefer not to answer

E. Which neighbourhood do you live in? [**WATCH QUOTAS**] [**Web: Mandatory, exclude DK/NR**]

1. Akinsdale
2. Braeside
3. Deer Ridge
4. Downtown
5. Erin Ridge
6. Erin Ridge North
7. Forest Lawn
8. Grandin
9. Heritage Lakes
10. Inglewood
11. Jensen Lakes
12. Kingswood
13. Lacombe Park
14. Mission
15. North Ridge
16. Oakmont
17. Pineview
18. Riverside
19. South Riel
20. Sturgeon Heights
21. Woodlands
22. Other; specify: _____

F. Do you work for the City of St. Albert? [**NOTE: MAXIMUM OF 8 CITY EMPLOYEES – THANK AND TERMINATE IF QUOTA IS REACHED**] [**Web: Mandatory, exclude DK/NR**]

1. Yes
2. No
F5. (Not stated)

Section 1: Quality of Life

1) How would you rate the overall quality of life in the City of St. Albert today**? [Web: Mandatory]**

    1. Very poor
    2. Poor
    3. Good
    4. Very good
    F5. Don't Know/Unable to Rate

2) In your opinion, what would you say are the top factors **contributing** to a high quality of life in the City of St. Albert? [**RECORD UP TO 3 MENTIONS**]

    1. _____
    2. _____
    3. _____
    F5. (Don't Know/Not Stated)

3) And, what would you say are top factors **detracting** from a high quality of life in the City of St. Albert, if any? [**RECORD UP TO 3 MENTIONS**]

    1. _____
    2. _____
    3. _____
    F5. (Don't Know/Not Stated)

Section 2: Safety in St. Albert

4) Next, I would like you to think about safety in St. Albert. Using a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree," how strongly do you agree that "St. Albert is a safe community to live in"?

    1. Strongly disagree
    2. …
    3. …
    4. …
    5. Strongly agree
    F5. (Don't Know/Not Stated)

5) What would you say are the safety and crime issues of greatest concern to you, if any? [**DO NOT READ – MULTIPLE RESPONSES PERMITTED**]

    1. None/No safety concerns
    2. Crime in general
    3. Vandalism
    4. Traffic safety in general

5. Speeding
6. Safety of cyclists and pedestrians
7. Drugs in the community
8. Theft/burglary
9. Graffiti
10. Personal safety
11. Family violence
12. Other; specify: _____
F5. (Don't Know)

Section 3: Overall Satisfaction with City Services, Facilities, and Programs

6) Taking into consideration all City of St. Albert services, facilities and programs, overall, how satisfied are you with the programs and services provided by the City of St. Albert to residents? Would you say you are…? [**READ LIST**]

    1. Very dissatisfied
    2. …
    3. …
    4. …
    5. Very satisfied
    F5. (Don't Know/Not Stated)

Section 4: Service Expectations

7) Next, I am going to read you a list of some of the services that are provided by the City to residents. I would like you to tell me whether you feel that the level of service provided to you as a resident meets, somewhat meets, or doesn't meet your expectations. If you have not personally used each service, please base your responses on what you have seen, heard, or read from other sources, such as friends, family, or media. [**READ LIST; RANDOMLY ROTATE**]

    1. Doesn't meet my expectations
    2. Somewhat meets my expectations
    3. Meets my expectations
    F5. (Don't Know/Not Stated)

    a) **Policing Services**
    b) **Bylaw Enforcement** includes enforcement of provincial bylaws, responding to public complaints, enforcing select municipal bylaws, animal control, and parking enforcement, and responding to public complaints.
    c) **Fire and Ambulance Services**
    d) **Public Works**, including: Maintenance of public infrastructure such as roads, sidewalks and trails, Snow removal, Parks, Playgrounds and buildings maintenance.
    e) **Utilities**, including: water supply and wastewater treatment, wastewater collection, storm water operation and maintenance, planning, design and engineering of utilities infrastructure, curbside waste management and utilities customer service and finance.

f) **Preserving and Celebrating Community Heritage,** including: celebrating and preserving our heritage properties and sites, Museum and archive services, A Founder's Walk interpretive features

g) **Acknowledging and Celebrating our Indigenous Cultural History and Stories,** including: indigenous cultural teaching opportunities and reconciliation initiatives.

h) **St. Albert Public Transit**, including: Conventional and Commuter Transit Routes and Handibus.

i) **Engineering**, including: road construction, planning and management of new construction, road network planning and maintenance.

j) **Individual and Family Support Services**, including:, youth support programs (BAM, family school liaison program, confidential counselling, subsidy support and referral services.

k) **Community and Neighbourhood Development:** including neighbourhood block parties, cultural kitchens, and assisted listening supports.

l) **Environmental Services**, including: stewardship of our natural areas, protecting Sturgeon River working with residents, schools and community groups on environmental initiatives and environmental regulatory compliance, and environmental programs such as toilet rebate, tree planting and environmental grants.

m) **Planning & Development**, including: land planning and development, development permits and building inspections.

n) **Economic Development**, including: business attraction, retention, expansion and tourism.

o) **Roadway Repair and Maintenance**, including: roadway surface repair and maintenance, street cleaning, traffic and street signs.

p) **Indoor recreation**, including scheduled and spontaneous (don't require planning or registration) recreation, fitness and aquatics programs, clubhouses, Fountain Park Recreation Centre, Servus Credit Union Place, and Jarome Iginla and Kinex Arenas.

q) **Outdoor recreation** including scheduled and spontaneous (don't require planning of registration) recreation, Woodlands Water Play Park, Grosvenor Outdoor Pool, parks, trails, sports fields, sport courts, skateboard park, and outdoor rinks.

r) **Cultural participation**, including: instructional class, workshops or summer camps, attending a festival, concert, performance, visiting a library, museum or public art.

8) [**ASK FOR EACH IF Q7=1-2 –Doesn't/somewhat meets expectations**] Why doesn't [**INSERT FROM Q7**] fully meet your expectations?

1. _____
F5. (Don't Know/Not Stated)

9) [**ASK FOR EACH IF Q7=Doesn't/somewhat meets expectations**] In your view, what is one improvement to [**INSERT FROM Q7**] that would better meet your needs? [**MANDATORY**]

1. _____
F5. (Don't Know/Not Stated)

Section 5: Specific Services

Now I'd like to ask you about **housing options.** The nationally accepted definition of housing affordability is that a household should not be spending more than 30% of their before tax income on housing related expenses, including utilities.

10) How important is to you that the City has a range of housing options and services to address the gap between rents, housing prices, and income levels?

    1.   Not at all important
    2.   …
    3.   …
    4.   …
    5.   Very important
    F5. Don't Know/Not Stated

11) To what degree do the following meet your expectations for **housing options** in St. Albert?

    1.   Doesn't meet my expectations
    2.   Somewhat meets my expectations
    3.   Meets my expectations
    F5. (Don't Know/Not Stated)

  a)   Availability of **rental housing options** for households of different income levels and stages of life.
  b)   Availability of **ownership housing options** for households of different income levels and stages of life.
  c)   Availability of programs and services to address **the gap between rents and income levels**.
  d)   Availability of **services for persons who are at risk of homelessness.**

12) [**ASK FOR EACH IF Q10=1-2 –Doesn't/somewhat meets expectations**] Why doesn't the [**INSERT FROM Q10**] fully meet your expectations?

    1.   _____
    F5. (Don't Know/Not Stated)

13) [**ASK FOR EACH IF Q10=1-2 –Doesn't/somewhat meets expectations**] Do you have any suggestions for how the [**INSERT FROM Q10**] could better meet your expectations?

    1.   _____
    F5. (Don't Know/Not Stated)

Section 6: Customer Experience

14) Next, we would like to talk to you about your contact with a City of St. Albert employee. In the past 12 months, have you been in contact, with any City of St. Albert employees?

    1.   Yes
    2.   No   **SKIP TO SECTION 7**
    F5. (Don't Know/Not Stated)   **SKIP TO SECTION 7**

15) Overall, how satisfied are you with your service experience provided by City employees?

    1.   Very dissatisfied
    2.   …
    3.   …
    4.   …
    5.   Very satisfied
    F5. (Don't Know/Not Stated)

16) [**ASK Q14=1-2/Dissatisfied**] How could your experiences with City of St. Albert employees be improved?

    1.   _____
    F5. (Don't Know/Not Stated)

Section 7: Communication and Public Participation

17) Does the City meet your expectations, in terms of sharing and providing access to information on municipal matters that affect you and to keep you informed?

    1.   Doesn't meet my expectations
    2.   Somewhat meets my expectations
    3.   Meets my expectations
    4.   Not applicable/have no expectations
    F5. (Don't Know/Not Stated)

18) [**ASK IF Q16=1-2 –Doesn't/somewhat meets expectations**] What other methods can the City use to share information with you that would better meet your expectations?

    1.   _____
    2.   None
    F5. (Don't Know/Not Stated)

19) The City currently offers in person services at City Hall and at some recreational facilities, as well as online and over the phone. These types of services include: paying your bills; obtaining your license; registering for a program; etc. Do current methods to conduct these types of activities with the City meet your expectations? [**READ LIST AS NECESSARY**]

   1. Doesn't meet my expectations
   2. Somewhat meets my expectations
   3. Meets my expectations
   F5. (Don't Know/Not Stated)

20) [**ASK IF Q30=1-2 –Doesn't/somewhat meets expectations**] Which methods do not/somewhat meet your expectations?

   1. _____

21) How could the City optimize the options available and the experience while to conducting activities such as paying your bills, obtaining your license, permit or registering for a program? [**DO NOT READ LIST**] [**Multiple Response, do not display list on web – single open end**]

   1. More services available online
   2. Ability to log into one portal and pay for all City bills there
   3. Ability to pay for bills at other City facilities, other than City Hall
   4. Longer hours at the City Hall Customer Centre
   5. Ability to pay for all at one location
   6. Public WIFI
   7. E-permitting
   8. Other; specify: _____
   F5. (Don't Know/Not Stated)

Section 8: Property Taxes and Financial Planning

22) Do you own or rent a home in the City of St. Albert?

   1. Own
   2. Rent   **SKIP TO SECTION 9**
   3. Living with someone that owns **SKIP TO SECTION 9**
   4. Living with someone that rents **SKIP TO SECTION 9**
   F5. (Don't Know/Not Stated)   **SKIP TO SECTION 9**

23) Property taxes in the City of St. Albert are related to the value of your property. About one-quarter of your property tax bill is collected on behalf of the Province to pay for education and schools. This means that about **three-quarters of your property tax bill goes to the City to fund services provided to community**. Thinking about the amount of your tax bill that pays for City services, would you say you receive ….? [**READ LIST**]

   1. Poor value for your tax dollars

2. Fair value
3. Good value
4. Very good value
5. Excellent value for your tax dollars
F5. Don't Know/Unable to Rate [**SKIP TO Q24**]

24) What is the main reason you feel that way? [**MANDATORY**]

1. _____
F5. (Don't Know/Not Stated)

25) Of the following tax strategies, which one would you support the most for the City of St. Albert over the next 5 years? [**READ LIST**]

1. An inflationary tax increase to maintain the current level of services from the City
2. A tax increase, above inflation, to enhance or expand the level of services
3. A tax decrease to reduce the level of services from the City
4. It depends; specify: _____
F5. (Don't Know)

25b) Please indicate which percentage of tax increase you would be willing to accept: ___% [with one decimal allowed please]

Section 9: Municipal Leadership

26) What would you say is the most important issue facing St. Albert City Council today? [**DO NOT READ – MULTIPLE RESPONSES PERMITTED. PROBE FOR CLARIFICATION OF ISSUES**]

1. _____
F5. (Don't Know/Not Stated)

27) Using a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree," to what extent do you agree or disagree with the following statements. [**READ LIST**]

1. Strongly disagree
2. …
3. …
4. …
5. Strongly agree
F5. (Don't Know/Not Stated)

a) St. Albert City Council effectively plans for the future of the community
b) Council is acting in the best interests of the community, as a whole
c) My personal interests are being served by the City Council

28) How satisfied you are, overall, with the way the City of St. Albert is currently being run?

   1.   Very dissatisfied
   2.   …
   3.   …
   4.   …
   5.   Very satisfied
   F5. (Don't Know/Not Stated) [**SKIP TO SECTION 10**]

29) Why do you feel that way? [**MANDATORY**]

   1.   _____
   F5. (Don't Know/Not Stated)

Section 10: Top Priorities for the City of St. Albert

30) In your opinion, what do you think should be the top three (3) priorities for City Council? [**UP TO 3 MENTIONS**]

   1.   _____
   2.   _____
   3.   _____
   F5. (Don't Know/Not Stated)

Section 11: Respondent Profile

In order for us to better understand the different views and needs of residents, the next few questions allow us to analyze the data into sub-groups. I would like to assure you that nothing will be recorded to link your answers with you or your household.

31) How long have you lived in the City of St. Albert?

   1.   _____   **YEARS**

32) Do you have any children who are…? (select all that apply)

   1.   Yes
   2.   No
   3.   Prefer not to say
   F5. (Don't Know/Not Stated)

   a)   Under 6 years of age
   b)   6 to 11 years of age
   c)   12 to 17 years of age
   d)   18 or older

Yardstick Research

33) Are you interested in participating in future public engagement or research opportunities for the City of St. Albert? This could include future surveys, focus groups, and/or world café discussions.

1. Yes
2. No [**THANK & TERMINATE**]

34) [**IF 'YES'**:] Thank you for your interest – please confirm your name, e-mail address, and the best telephone number to reach you at, should any future public engagement or research opportunities arise.

1. First name: _____ [**MANDATORY**]
2. Last name: _____ [**MANDATORY**]
3. E-mail address: _____ [**MANDATORY**]
4. Telephone Number: _____ [**MANDATORY**]

May I confirm that [**WEB**: "Please confirm that…"] we have your permission to collect and use your contact information for future public engagement or research opportunities? Your contact information will not be released to any third parties without your consent, and your personal information will **NOT** be linked to your survey responses today. You may remove yourself from this list at any time by contacting Yardstick Research at research@yardstickresearch.com or by phone at (780) 451-4444. [**MANDATORY**]

1. Yes, I agree
2. No, I do not agree

On behalf of the City of St. Albert, thank you for taking the time to complete the survey – your feedback is greatly appreciated.

<u>**Web Landing Page**</u>

2019 Community Engagement Survey

On behalf of the City of St. Albert, you are invited to participate in a survey regarding your opinions about services provided to residents by the City. Your views are very important to the successful completion of this study and will be used to evaluate and optimize City of St. Albert services.

Please be assured that any information you provide will be held in strictest confidence by Yardstick Research. Your information will be used for research purposes only and your comments will be grouped with other participants from the survey. We will keep your individual responses strictly confidential.

Should you have any questions or concerns regarding access to the survey, please contact Yardstick Research, toll-free, at 1-833-527-0319. Alternatively, you may e-mail Melanie Mobius, Associate with Yardstick Research, at melanie.mobius@yardstickreserach.com.

If you have questions about the survey itself, please contact Darija Slokar City of St. Albert Corporate Initiatives, Strategic Services and IT, at 780-418-6608.

This survey can be completed in approximately 12 to 15 minutes, although individual times may vary.

APPENDIX B – SURVEY METHODOLOGY

Yardstick Research

All components of the project were designed and executed in close consultation with the City of St. Albert (the Client). A detailed description of each task of the project is outlined in the remainder of this section.

Project Initiation and Questionnaire Design

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Yardstick Research. The consulting team familiarized itself with the objectives of the Client, ensuring a full understanding of the issues and concerns to be addressed in the project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

Yardstick Research worked closely with the Client in designing the survey instrument.

Survey Population and Data Collection

Telephone interviews were conducted from November 14th to December 11th at the Yardstick Research Call Centre. During that time, web-based surveys through targeted social media ads were conducted. A total of 453 surveys (n=400 telephone surveys and n=53 web-based through social media) were completed with adult residents of the City of St. Albert; results provide a margin of error no greater than ±4.6% at the 95% confidence level, or 19 times out of 20.

To maximize the telephone sample, up to five (5) call back attempts were made to each listing, prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen (15) minutes. Where there was an answering machine, fax, or no answer, the call back was scheduled for a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.

The following table presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was a 26% response rate and a 54% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts

Call Classification:	Number of Calls:
Completed Interviews	400
Busy/No Answer/Answering Machine	3,171
Respondents Unavailable/Appointments Set	62
Refusals	1,737
Fax/Modem/Business/Not-In-Service/Wrong Number	959
Language Barrier/Communication Problem	69
Disqualified/Quota Full (Age and/or Gender)	1108
Total	**7,506**

At the outset of the fieldwork, all interviewers and supervisors were given a thorough step-by-step briefing to ensure the successful completion of telephone interviews. To ensure quality, at least 20% of each interviewer's work was monitored by a supervisor on an on-going basis.

The questionnaire was programmed into Yardstick Research's Computer Assisted Telephone Interviewing (CATI) system. Using this system, data collection and data entry were simultaneous, as data was entered into a computer file while the interview was being conducted. Furthermore, the CATI system allowed interviewers to directly enter verbatim responses to open-ended questions.

To capture younger demographics that are traditionally harder to reach via telephone, a web-based survey was promoted to residents of St. Albert with social media accounts via targeted social media advertising. These ads were targeting age groups up to the age of 55, with a specific focus on residents up to the age of 29.

For purposes of analysis, the responses of both telephone respondents and social media respondents from the targeted ads were combined into one set of general population representative data.

Data Analysis and Project Documentation

While data was being collected, Yardstick Research provided written progress reports to the Client. After the questionnaires were completed and verified, all survey data was compiled into a computerized database for analysis.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g., length of residency, demographics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level.

Yardstick Research

A list of responses to each open-ended question was generated by Yardstick Research. The lead consultant reviewed the list of different responses to each open-ended or verbatim question, after which a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the questionnaires were fully coded, computer programs were written to check the data for quality and consistency. All survey data was compiled into a computerized database for analysis. Utilizing SPSS analysis software, the survey data was reviewed to guarantee quality and consistency (e.g., proper range values and skip patterns).

Where applicable, 2019 survey data has been compared to data gathered in the 2017, 2014, 2012 and 2010 survey years (the Community Satisfaction Survey was not conducted in 2011, 2013, 2015 or 2016. The data for survey year 2009 was removed from this report but reported in the 2017 report). Caution should be used when comparing survey data, due to minor changes in scales, question wording, etc.

The detailed data tables have been provided under a separate cover. It is important to note that any discrepancies between charts, graphs, or tables are due to rounding of the numbers.

APPENDIX C – FUTURE SURVEY CONSIDERATIONS

Future Considerations to Reduce Survey Barriers

The single biggest barrier to potential respondents remains survey length. While the 2019 Community Satisfaction Survey was shorter than in previous years, averaging 32 to 40 minutes to complete, with the longest record taking 57 minutes to complete; as a result, the survey length continues to have a less-than-desired effect on the overall response rate. Yardstick Research recommends to further refine the survey by continuing to give consideration to "need-to-know" versus "nice-to-know" areas of investigation, and would work closely with the City to ensure that the integrity of the survey is maintained while at the same time maximizing the efficiency with which it is conducted.

New in 2019, strategic efforts to engage respondents aged 18 to 24 in St. Albert were extremely efficient and effective, when past attempts to reach this group via landline telephone sample proved inefficient in 2017. As a result, the methodology for reaching this target audience may be re-considered in future survey years, with the potential of avoiding telephone collection less and less in coming years. Yardstick Research recognizes the need to balance statistical reliability and representativeness with respondent accessibility, and would continue to work with the City to continue to refine the survey methodology to ensure these audiences are reached without compromising the quality of the results.

Yardstick Research