



City of St. Albert 2021 Community Satisfaction Survey

Results Report



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Chapter 1

Introduction and Research Methodology



Introduction

Pivotal Research Inc. (Pivotal Research) was commissioned by the City of St. Albert to conduct the 2021 St. Albert Community Satisfaction Survey. This report details the findings of the survey and provides a comprehensive overview of the steps taken in the development, methodology, and implementation of the survey. Where significant differences occur, socio-demographic comparisons are highlighted. Additionally, this report summarizes the community satisfaction research being conducted in comparable municipalities and draws comparisons, where appropriate.

Research Goals and Scope

The goal of this study is to gauge general attitudes towards living in St. Albert and resident quality of life. The opinions and perceptions of St. Albert residents were ascertained across a number of issues, including:

- Overall quality of life
- Satisfaction with City services and programs
- Feelings of safety and security
- Value for property tax dollars, including preferred municipal tax strategy
- Experience with City communications and preferred information channels
- Priorities for the new City Council

By collecting this important feedback from St. Albert residents, Pivotal Research offers some conclusions about what municipal programs and services the City administration should prioritize to enhance citizen satisfaction, quality of life, and value for taxes.

Research Methodology

The research project entailed fielding a statistically-valid survey that relied on a multi-pronged recruitment approach alongside an open link survey to expand the City's engagement reach. This report details key findings from the statistically-valid survey.

Statistically-Valid Survey

For the statistically-valid survey, data collection took place between November 4, 2021 and December 12, 2021. Respondents were recruited using a mail-to-web survey that was sent to 10,000 St. Albert residences via Canada Post and supplemented with data from respondents recruited through an online panel and targeted social media advertisements.

The purpose of using a variety of recruitment methods is to provide all residents the opportunity to complete the survey and therefore ensure a representative and diverse sample of St. Albert residents. All surveys will mirror the mail-to-web survey. Regardless of the recruitment channel, each survey invitation had a unique access code enabling St. Albert residents to log into an online survey programmed and hosted by Pivotal Research. In total, 682 responses were collected. The survey has a margin of error of ± 3.7 percent, 19 times out of 20.

Open-link Survey

By reaching an engaged population, the City can increase the amount of feedback and engagement among residents. The content of the mail-to-web survey was provided via open link to the City of St. Albert, which was deployed as a public engagement tool on the City's website. In total, 447 responses were collected. Results from the open-link survey are featured in the appendix.

Analytical Approach

Age and gender weights were applied to the survey data collected in alignment with 2016 Census data. Data analysis included applying tabulations and cross-tabulations comparing responses by various demographic factors using appropriate statistical tests.

Analysis was conducted to determine service levels that are core strengths and critical weaknesses for the City of St. Albert. The driver analysis is derived by running a regression analysis of all service levels against overall satisfaction and quality of life indicators, extrapolating the impact scores, and ranking performance based on top two-box score corresponding to each service level. Top two-box scores are calculated by adding the percentages of "satisfied" and "very satisfied" responses corresponding to each service levels.

Additional analysis was conducted to identify services provided by the City which receive the most or highest value to residents. A value was assigned to each of the poor (0), fair (25), good (50) very good (75), excellent (100) value of tax ratings. A weighted score was calculated for each service selected to determine perceived value.

Chapter 2: Respondent Profile

Overall, 682 St. Albert residents over the age of 18 completed the statistically-valid survey. A majority (53%) of respondents indicated that they have lived in the City of St. Albert for over 20 years, and most (54%) reported having children younger than 18 in their household currently.

GENDER

n=679



52%
Woman/girl



48%
Man/boy

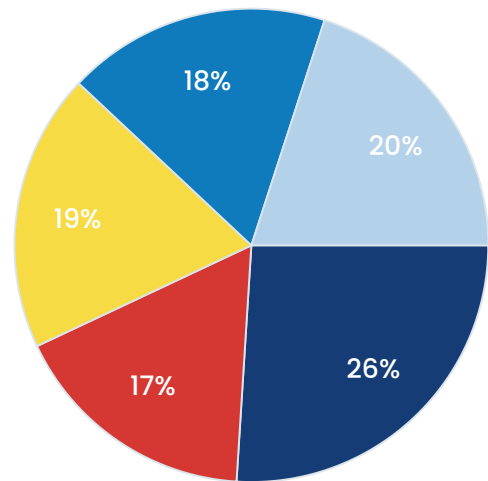


<2%
Other

- 18-34 Years 26%
- 35-44 Years 17%
- 45-54 Years 19%
- 55-64 Years 18%
- 65+ Years 20%

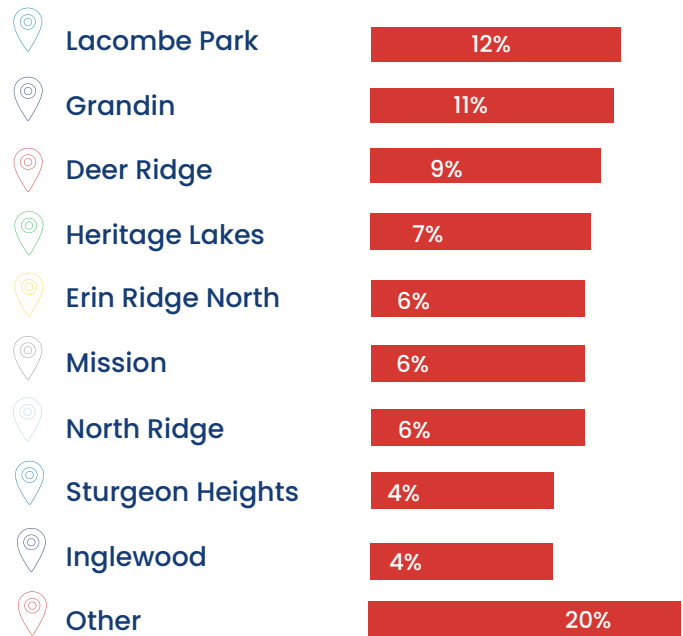
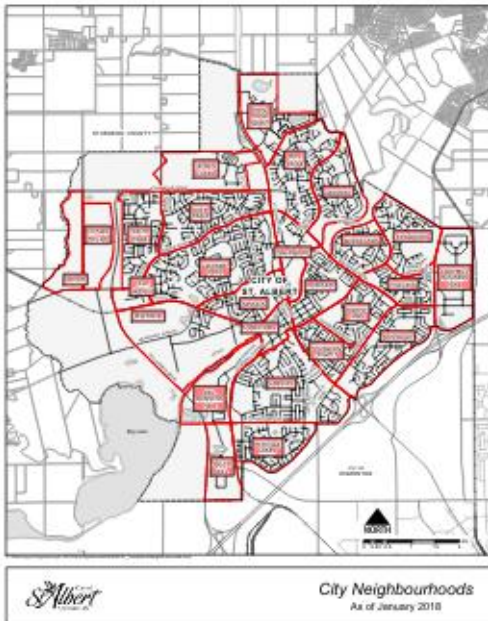
AGE

n=682



NEIGHBOURHOODS

N=682



Chapter 3: Quality of Life

Respondents were asked to rate their perceived quality of life in St. Albert. Quality of life is defined as the degree to which an individual's needs are satisfied in all aspects of life, such as health; comfort; safety; social, spiritual, and ecological needs; as well as the need for intellectual, cultural, and physical development.



Overall Quality of Life in St. Albert

Nearly all respondents (96%) reported that their overall quality of life in St. Albert is either "good" or "very good."



Rate quality of life as good or very good



High Quality of Life Factors

St. Albert's parks, trails, and natural areas are cited by 60 percent of respondents as a top factor *contributing* to a high quality of life. Recreation, such as access to fitness facilities and youth/family programming, came in second at 44 percent.



Cite environment as top high quality of life factor

Respondents provided comments regarding what contributes to their high quality of life in St. Albert:

"Safe and well-maintained."

"Access to quality education."

"Feeling safe within the community."

"Proximity to stores and medical/dental services."

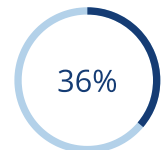
"Educational opportunities."

"Low crime, good road access, developments done for future population increases."



Low Quality of Life Factors

Top factors that *reduce* quality of life include traffic and public transit (36%) roadway repair & maintenance (33%), and planning & land development (24%).



Cite traffic and transit as top factor reducing quality of life

Additional comments from respondents about factors detracting from a high quality of life include:

"Lack of bylaw enforcement. Not cracking down further on speeding, noisy vehicles, and petty crime."

"Construction taking too long! Everywhere!"

"Late reaction to snowfall."

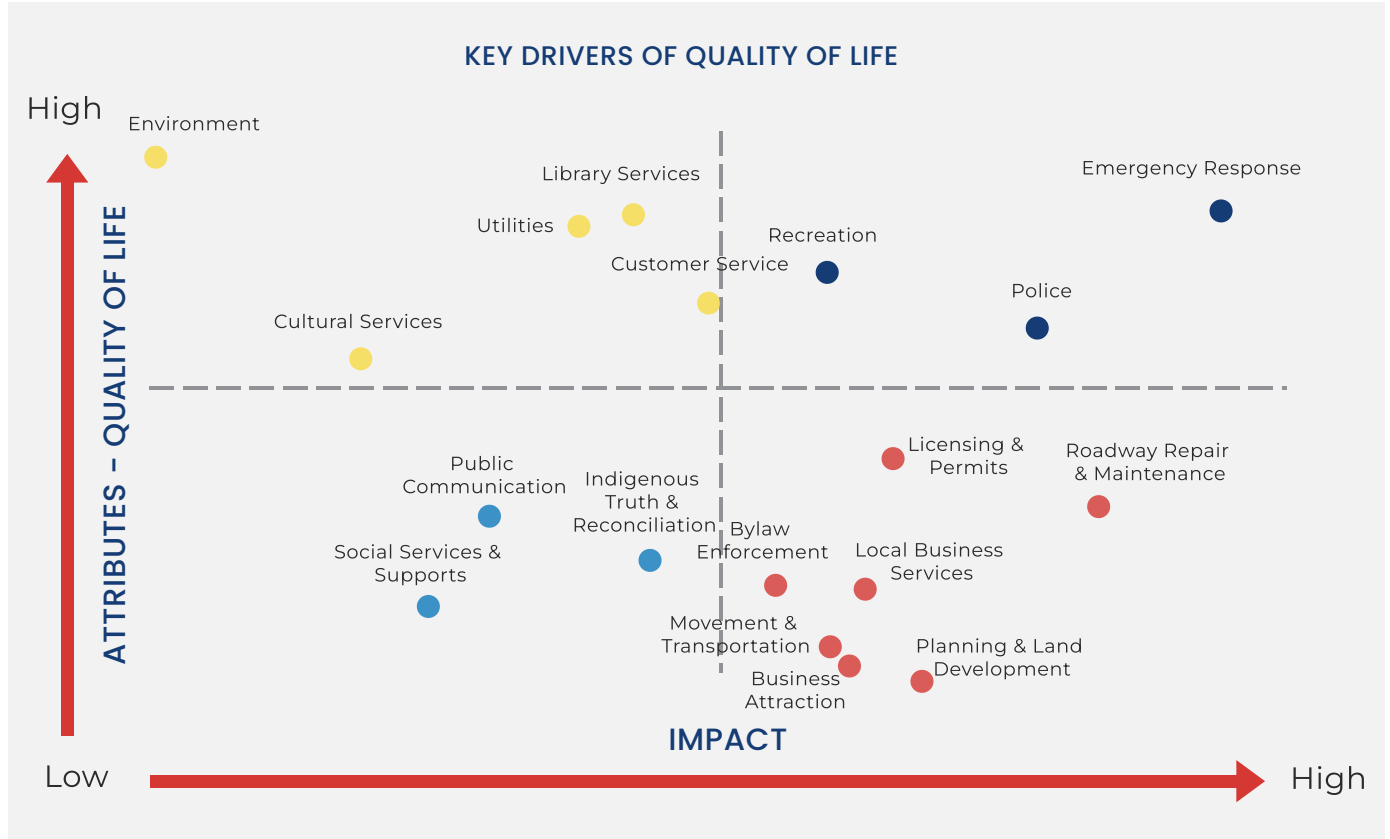
"Congested."

"Why is our drinking water so bad?"

"Unreasonably high property tax and constant tax hikes."

"Litter everywhere - plastic bags, vaping and smoking garbage, liquor and food trash."

Key Drivers of Quality of Life



There are various City services considered highly important to citizens that are either positively impacting or detracting from perceived quality of life in St. Albert:

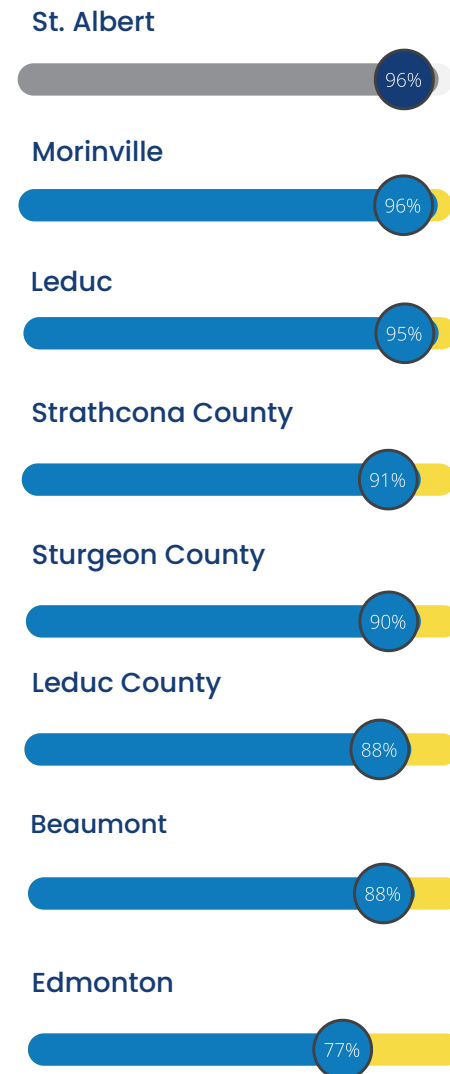
↑ Impact ↑ Quality of Life

Emergency response, recreation and police services are core strength services considered high impact to residents of St. Albert and contributing to a high level of perceived quality of life.

↑ Impact ↓ Quality of Life

Planning & land development, business attraction and local business services, movement & transportation, bylaw enforcement, licensing & permits, and roadway repair & maintenance are high-importance service areas impacting residents' perceived quality of life.

Quality of Life Regional Comparisons



Beaumont conducted a *Satisfaction Survey* in 2021 to track resident perceptions across a number of different issues. Overall, 88 percent of Beaumont residents are satisfied with the services provided by the municipality (893 responses).

Morinville conducted resident surveys in 2017 and 2018. The 2018 survey found that 96 percent of residents have a positive view of the overall quality of life in Morinville (978 responses).

Municipalities in Edmonton Metropolitan Region

Several municipalities in the Edmonton Region periodically conduct research to gain insight into residents' quality of life.

Strathcona County has conducted an annual *Satisfaction Survey* since 1998, which identifies and measures factors that contribute to resident satisfaction and quality of life. Per the 2021 survey report, 91 percent of residents indicated that Strathcona County is, overall, a "very good" or "good" place to live (2,192 responses).

The City of **Edmonton** has not conducted a *Citizen Perception* survey since 2017. The quality of life scoring in 2017 was 77 percent (400 responses). In 2021, Explore **Edmonton** published a *Resident Survey*, which captures resident satisfaction topping out at around 79 percent.

Sturgeon County conducted its most recent round of resident satisfaction research in 2017 (1,715 responses). When asked to rate the overall quality of life in Sturgeon County, 90 percent of respondents indicated that their quality of life was "good," "very good," or "excellent."

The **City of Leduc** collects, compiles, and shares resident feedback in an annual *Citizen Satisfaction Survey*. The 2021 survey edition found that 95 percent of residents are happy with the quality of life in Leduc (401 responses).

Leduc County conducted its first-ever *Citizen Satisfaction Survey* in 2021 to collect feedback on the municipal services they provide. The survey found that 88 percent of Leduc County residents have a "positive" quality of life (882 responses).

Other Municipalities in Rest of Alberta

The Regional Municipality of **Wood Buffalo** conducted a *Citizen Satisfaction Survey* in 2018. While the survey does not measure overall quality of life, resident satisfaction with various aspects of life in Wood Buffalo reached highs of 93 percent (800 responses).

The City of **Red Deer**'s most recent *Citizen Satisfaction Survey* was conducted in 2019. Overall, 93 percent of Red Deer residents said that their quality of life was either "good" or "very good" (300 responses).

The City of **Airdrie** conducted its most recent *Citizen Satisfaction Survey* in 2021. The survey found that 93 percent of Airdrie residents rated their overall quality of life as either "good" or "very good" (400 responses).

Grande Prairie conducted its third *Citizen Satisfaction Survey* in 2021, following similar surveys in 2011 and 2014. Overall, 96 percent of Grande Prairie residents said that their quality of life was either "good" or "very good" (320 responses).

St. Albert



Grande Prairie



Red Deer



Airdrie



Wood Buffalo



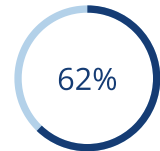
Chapter 4: Citizen Satisfaction and Experience

Respondents were asked to rate their level of satisfaction with the City of St. Albert services, facilities, and programs, in addition to selecting services and methods and channels to conduct business with the City that contribute to their satisfaction and meet their needs.



Overall Citizen Satisfaction

Overall, a majority (62%) of respondents are either “satisfied” or “very satisfied” with services, facilities, and programs provided by the City of St. Albert.

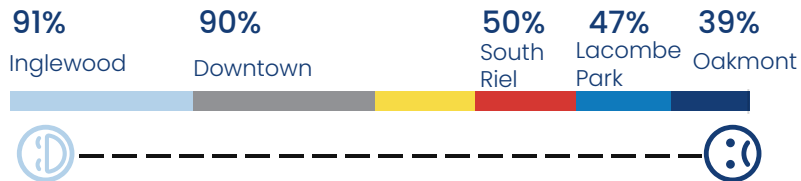


Are satisfied or very satisfied with City services



Satisfaction Levels by Neighbourhood

Satisfaction levels varied by neighbourhood. Residents in Downtown (90%) and Inglewood (91%) are relatively more satisfied with overall City services than residents in Oakmont (39%).



*Note: The n is small for some neighbourhoods, as such satisfaction by neighbourhood could only be used for directional purposes.

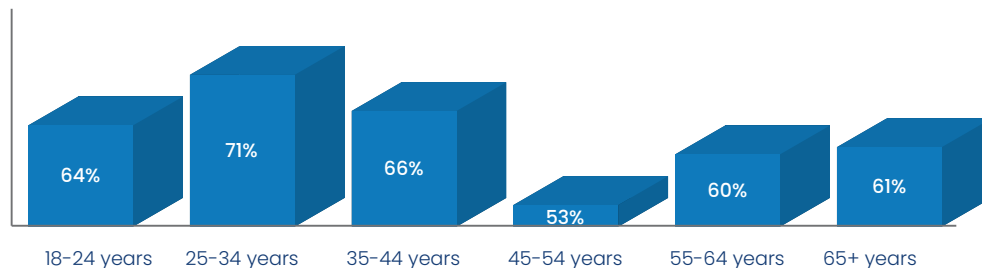


Satisfaction Levels by Age Group

Residents of St. Albert between the ages of 25 to 34 years have the highest level of satisfaction with the City service experience at 71 percent, compared to residents ages 45 to 54 years who are the least satisfied with the service experience at 53 percent.

SATISFACTION BY AGE GROUP

n=679



■ Satisfied or Very Satisfied - Top two box score

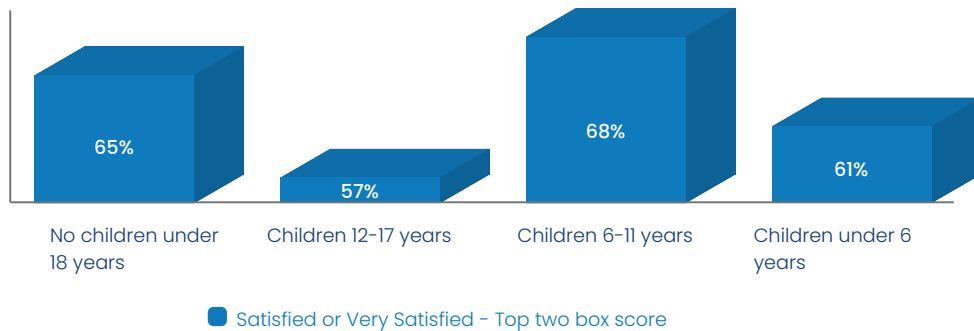


Satisfaction Levels by Household Composition

Households in St. Albert with children between 6 and 11 years old are the household type most satisfied/very satisfied with overall City services and programs (68%) followed by households with no children under 18 years (65%). Households with children between ages 12 and 17 years are the least satisfied/very satisfied with City services (57%).

SATISFACTION BY HOUSEHOLD COMPOSITION

n=679

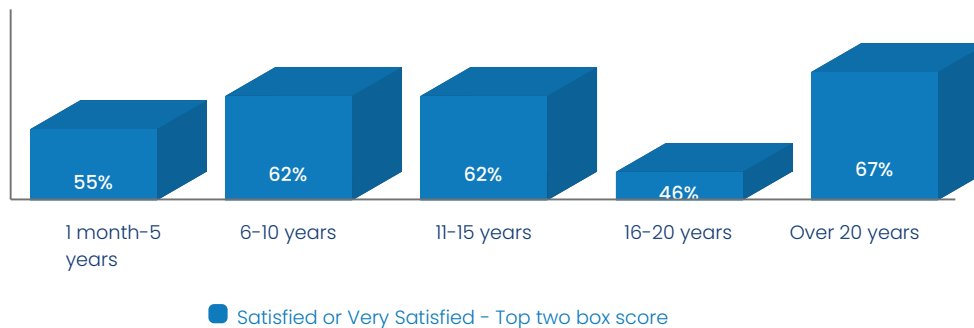


Satisfaction Levels by Length of Residence

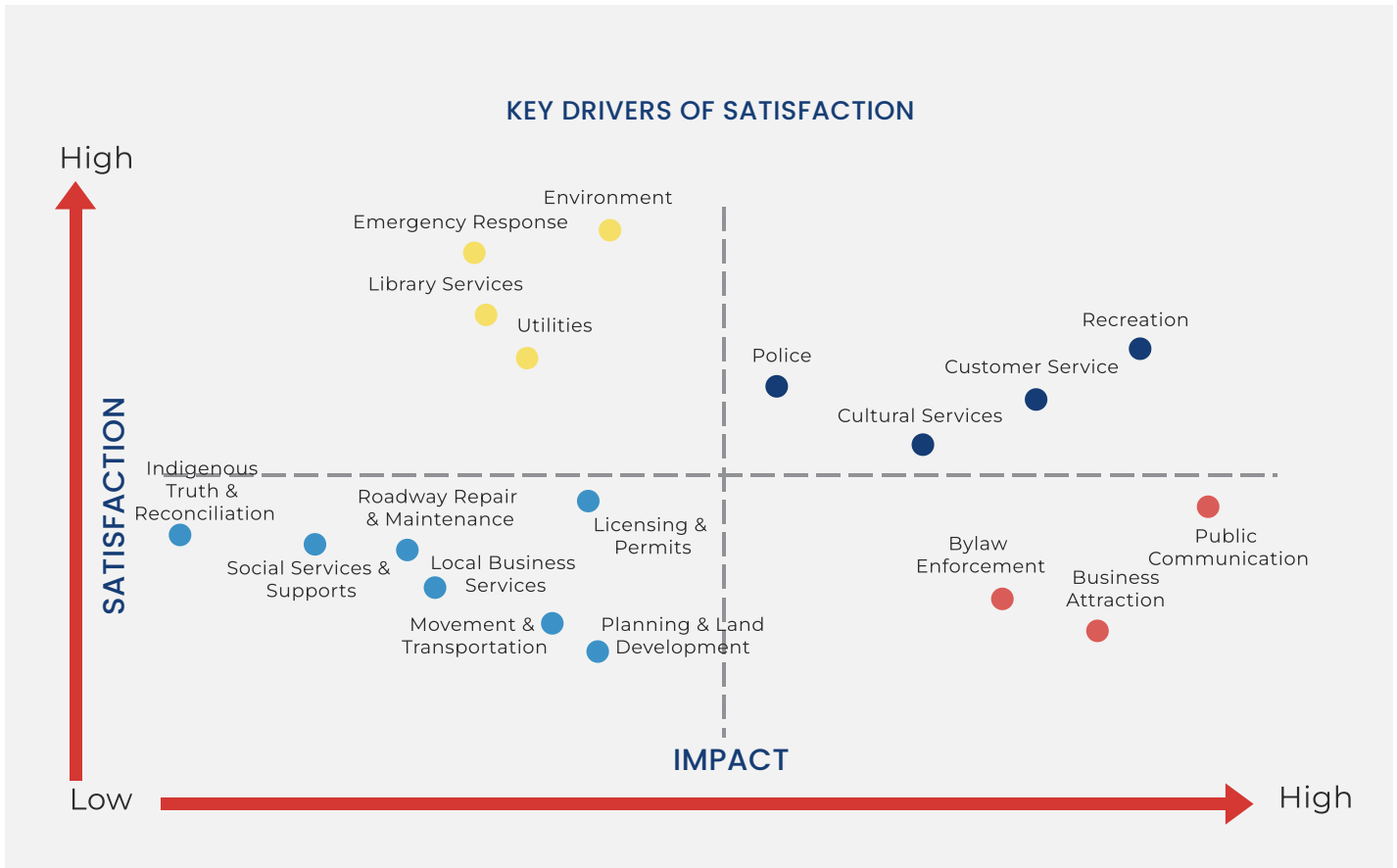
Long-time St. Albert residents of over 20 years express highest levels of satisfaction with the City experience (67%). Residents who have lived in St. Albert in the past 5 years are less satisfied with City services and programs (55%).

SATISFACTION BY LENGTH OF RESIDENCE

n=679



Key Drivers of Satisfaction



There are various City services considered highly important to citizens that are either positively impacting or reducing perceived citizen satisfaction:

↑ Impact ↑ Satisfaction

Recreation and police services are core quality of life strengths that also generate high satisfaction levels for citizens. Cultural services and customer service are important to the residents of St. Albert and are also sources of high satisfaction.

↑ Impact ↓ Satisfaction

Bylaw enforcement and business attraction services were again selected as critical service areas that are important to residents, but are negatively impacting perceived citizen satisfaction. Public communication is another high-impact service area that sits low on perceived satisfaction.

Drivers of Satisfaction – Regional Comparisons

The relative importance/impact and satisfaction of St. Albert's various service areas are remarkably similar when compared to other municipalities in Alberta, with a few differences.

↑ Impact ↑ Satisfaction

Service areas that score high marks for satisfaction and are of high importance/impact to St. Albert residents (core strengths) tended to receive similar scores in other municipalities.

- **Customer service** received relatively high satisfaction scores in virtually all municipalities examined.
- **Police services** are a high-satisfaction, high-impact service area in Morinville, Leduc, Sturgeon County, and Beaumont; however, this service area received relatively low satisfaction scores in a single comparator municipality: Grande Prairie.
- **Recreation services** are an area where St. Albert outperforms the pack, compared to Morinville and Grande Prairie residents who rank recreation services as low-satisfaction.
- **Cultural Services** received relatively high satisfaction scores in St. Albert and Grande Prairie.

Secondary service areas that generate high satisfaction for St. Albert residents are similar in other municipalities.

- **Emergency response services** generates high satisfaction across municipalities examined.
- **Parks and outdoor spaces** received relatively high satisfaction in Morinville, Leduc, Grande Prairie, and Wood Buffalo.
- **Library Services** received top marks in Beaumont and Grande Prairie.
- **Utilities** earned relatively high satisfaction scores in Sturgeon County, Beaumont, and Wood Buffalo.

↑ Impact ↓ Satisfaction

Areas that St. Albert residents feel are of relatively high importance/impact but which received relatively low satisfaction scores (i.e. "targets" or "areas for improvement") are generally in the same category as other municipalities.

- **Public communication** is high-impact, low-satisfaction across the region and province.
- **Business attraction** is also high impact in Beaumont and received relatively low satisfaction scores.
- While **bylaw enforcement** is a high-impact, low-satisfaction service area in both St. Albert and Morinville, it received relatively high satisfaction scores in Sturgeon County.

Secondary service areas that generate low satisfaction for St. Albert residents are similar to other municipalities.

- **Road repair & maintenance, movement & transportation, local business services, and planning & land development** received relatively low satisfaction scores across Alberta municipalities.
- While **social services** received relatively low satisfaction scores from St. Albert residents, in Grande Prairie this service area received relatively a high satisfaction score.



Satisfaction with Service Experience

More than one third (32%) of residents had contacted a City of St. Albert employee in the past 24 months. Of those respondents, nearly 80 percent are “satisfied” or “very satisfied” with the service experience provided by City employees.

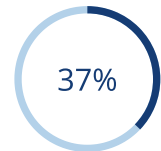


Are satisfied or very satisfied with service experience



Experience Conducting Business with the City

Respondents were asked about the methods and channels they use to conduct business with the City, such as paying bills or obtaining permits, online, in-person, and over the phone in the past 24 months. Close to four in ten St. Albertans (37%) indicate that City Hall “fully meets” or “exceeds” their needs. One third (31%) of residents feel that the methods and channels to conduct business with the City meets their needs.

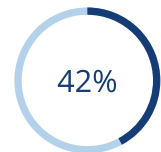


Feel City Hall fully meets or exceeds their needs



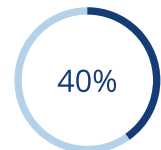
Strategies to Optimize Service Experience

Around four-in-ten respondents (42%) recommend the City should make more services available online. Approximately the same number (40%) indicate that a single portal to make bill payments and obtain licenses and permits would improve the experience of doing business with City Hall.



Recommend more services available online

Other suggested strategies include providing public wi-fi (21%), ability to pay for all bills at one location (20%), ability to pay for bills at other facilities than City Hall (16%), extending hours at the City Hall Customer Centre (12%), and e-permitting (12%).



Recommend central portal to pay all City bills

Respondents provided additional comments on how the City can optimize the options available and the experience, while conducting business with the City:

“More time options to contest traffic/speeding tickets.”

“Automatic withdrawal for utility bill.”

“I want to pay for utility and taxes by credit card.”

“Do not combine tax bills from multiple properties.”

“Allow trades from outside city when applying for permits.”

“Accepting cryptocurrency as payment.”



Suggestions to Improve Experience

When asked to provide suggestions on how the City of St Albert can improve their experience, respondents noted that improving customer service and enhancing communication with residents will be helpful in improving citizen experience.

Suggestions to Improve Experience	Sample Comments
Customer Service	<ul style="list-style-type: none"> • <i>"Stop with the answering machines and on line forms. I want to talk to someone when I phone."</i> • <i>"By being more prompt in replying to phone requests."</i> • <i>"Calling back to follow up on complaints"</i> • <i>"Return calls left on voice mail...In-person service has been professional and helpful."</i>
Communication	<ul style="list-style-type: none"> • <i>"Better communication"</i> • <i>"Improve communication. Residents shouldn't have to solely rely on social media to find out about changes."</i> • <i>"One portal of entry troubleshooting line that's open / available & responsive - immediately - to answer queries or to direct queries ASAP."</i>
Sewage & Waste Services /Landscaping	<ul style="list-style-type: none"> • <i>"City requires adequate landscape maintenance budget including knowledgeable and passionate staff to provide proper horticultural services."</i> • <i>"The city was providing: Annual Sewer Maintenance Program and have discontinued it due to "Covid"."</i> • <i>"When phoning to complain about garbage pick up to the City of St. Albert - I would like to be responded to."</i>
Other	<ul style="list-style-type: none"> • <i>"Realize that some services are severely underutilized and can no longer be justified at the current service levels or at all (ie transit)."</i> • <i>"We need more swimming lanes during the day.. Get rid of extended crossings they pose a hazard."</i>



Chapter 5: Safety and Security

Respondents were asked to rate their sense of safety living in St. Albert, including noting safety and crime issues of greatest concern to the community.



Feelings of Safety

When residents were asked to indicate the extent to which they feel safe and secure in their community, More than 90 percent (91%) of St. Albert residents feel "safe" or "very safe" and secure in their community.

For those who indicate they do not feel as safe in their community, "criminal activity" is their main cause of concern followed by "physical environment", like having icy sidewalks.



Feel "safe" or "very safe" in St. Albert

One-in-five respondents selected "other" reasons for not feeling as safe. Some of their comments include:

"The Walmart parking lot is a danger. Street racing and burnouts at all times of the day and night."

"Police have been in my area frequently due to domestic situation in another home."

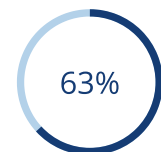
"Coyote problem. Do not feel safe to walk outside."

"Speeding--Wakefield Blvd--have requested a speed camera to be set up -- no response"



Safety and Crime Issues of Concern

Theft and burglary (63%) are the most frequently selected concern for safety and security for St. Albertans. This is followed by vandalism (42%) and drugs in the community (41%). St. Albertans are also concerned with overall road safety, including traffic safety (29%), speeding (25%), and safety of cyclists and pedestrians (24%).



Are most concerned with theft and burglary

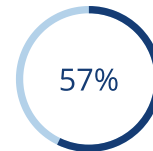
Chapter 6: Communication

Respondents were asked to identify effective ways for the City to communicate with residents and to understand the methods and channels residents use to receive information about the City.



Making Information Accessible

More than half (57%) of respondents either “agree” or “strongly agree” that the City of St. Albert makes information available through a wide variety of communication channels and methods.



Agree or strongly agree the City makes information accessible



Current Information Channels

A majority (68%) of respondents rely on the St. Albert Gazette to receive information about the City. Four-in-ten (44%) receive information via the City’s website. Less frequently selected methods of receiving information about the City are the City’s social media channels, such as Facebook, Instagram, and/or Twitter (39%) and “word of mouth” (38%).



68%

St. Albert Gazette



44%

City website



39%

Social media



38%

Word of mouth



32%

T8N Magazine



30%

Community online chat group



20%

Mail/flyers



Preferred Information Channels

Residents’ top *preferred* methods of receiving information are similar to their actual habits, with two thirds (67%) indicating that the St. Albert Gazette is their preferred communication medium. Half (50%) prefer to receive information from the City’s website. Four-in-ten residents (38%) prefer to receive information via Facebook.



67%

St. Albert Gazette



50%

City website



38%

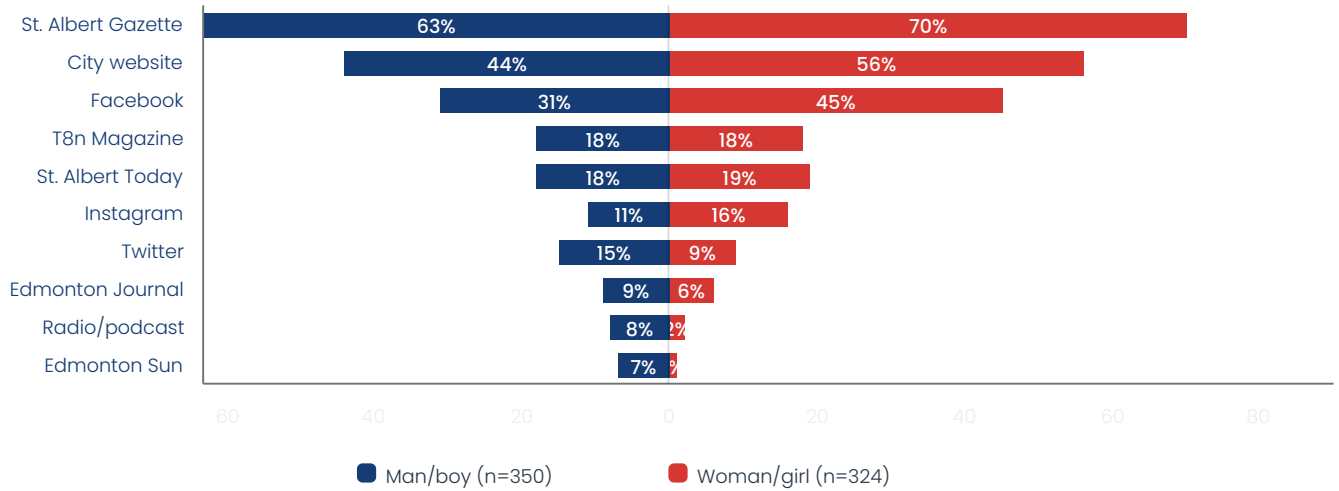
Facebook



Preferred Information Channels by Gender

In addition to the top three preferred methods of communication: the St. Albert Gazette, City's website, and Facebook, respondents who identify as woman/girl and man/boy have almost equal preference for receiving information about the City through the T8n Magazine and St. Albert Today. Those who identify as woman/girl also have a high preference for receiving information from the City through Instagram (16%), while those identifying as male/boy have a greater liking for receiving information through Twitter, the Edmonton Journal, Edmonton Sun, and radio/podcast.

TOP 10 PREFERRED INFORMATION CHANNELS BY GENDER



Most Preferred Information Channels by Age Group

While those 55+ years indicate a preference for the St. Albert Gazette, those in the age group 18–34 years have a higher preference for receiving information from the City through social media. Ten (10) percent of respondents in the 35–44 age group show keenness for receiving information from the City through radio/podcast.



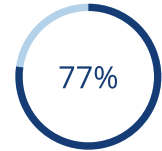
Chapter 7: Value for Tax Dollars

St. Albert homeowners were asked about the value they receive for their municipal property taxes, including what City services contributed to St. Albert residents receiving value for their money. Respondents also weighed in on the City's municipal tax strategy for the next five years.



Value for Property Tax Dollars

Eight-in-ten respondents (83%) indicated that they own, rather than rent, a home within the city. When asked about the value they receive for their municipal property taxes, 77 percent of St. Albert homeowners think that the value of their taxes are "fair" or better. Close to a quarter (22%) feel they receive "poor" value for their tax dollars.



Think value for tax dollars is fair or better



Perceived Value of Services

The top three services that homeowners in St. Albert perceive as high value for their tax dollars are:

- Social services and supports
- Emergency response services
- Local business services

On the other hand, the services that homeowners perceive as low value for their tax dollars are:

- Planning and land development
- Movement and transportation
- Indigenous Truth and Reconciliation



Services with Perceived High Value

- Social services & supports
- Emergency response services
- Local business services



Services with Perceived Low Value

- Planning & land development
- Movement & transportation
- Indigenous Truth & Reconciliation



Preferred Municipal Tax Strategy

When asked about their preference for the next five years, just over half (51%) of homeowners say they would prefer to keep their tax bill at the current level even if it results in some services being reduced. Close to a third would prefer to maintain service levels and pay more taxes (29%). Only 1 percent of homeowners prefer enhancing service levels resulting in a significant tax increase.



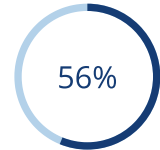
Prefer to keep tax bill at current level



Service Reductions

Those who opt for a tax freeze strategy for the next five years are willing to accept a reduction in the following services:

- Cultural services (56%)
- Indigenous Truth & Reconciliation (50%)
- Library services (39%)

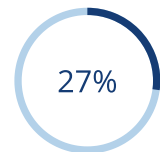


Of tax freeze advocates are willing to accept reductions in cultural services



Tax Increase Strategy

For those who opt for a tax increase strategy for the next five years, a little more than a quarter (27%) would prefer a 5 percent increase.

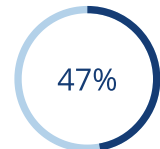


Of tax increase advocates are willing to accept a 5% tax increase



Services Protected from Reduced Levels of Service

Close to half (47%) of respondents believe that police services should be protected from any reduced levels of service. This is followed closely by maintenance of parks, trails, and natural areas; tree planting; pest control; and horticulture services (46%) and emergency response services (46%).



Believe police services should be protected from reduced service levels

Chapter 8: Priorities for City Council

Respondents were asked to provide their opinions on what they think should be the top priorities for the term of St. Albert's new City Council. This chapter also compares these citizen-voiced priorities against regional municipal priorities.



Priorities for Council

Respondents expect the municipal budget and tax strategy to be the new City Council's top strategy, followed by movement and transportation, road repair and maintenance, business attraction services and small business supports, and community health.

Municipal Budget & Tax Strategy - St. Albertan respondents primarily are interested in the new City Council maintaining or reducing their property taxes, diversifying the tax base, including offsetting demand on residential taxes through commercial, industrial development, and balancing the municipal budget, by optimizing services to reduce spending.

Movement & Transportation - Respondents look to Council to improve traffic flow, especially synchronizing traffic lights and reducing traffic. Other priorities include creating a more efficient transit system.

Road Repair & Maintenance - St. Albertans are concerned with road maintenance and development, including completing road construction on a timely basis. They also want to see a focus on infrastructure maintenance and better road planning.

Business Attraction Services & Small Business Supports - Another key priority voiced by St. Albertans relates to City Council establishing and implementing strategies to attract new investments and business, especially in the downtown core and other areas that are not adjacent to the St. Albert Trail. Other business-related priorities include managing the City's reputation to attract investments, revitalize the downtown core, and provide supports to local businesses.

Community Health - St. Albertans voiced interest in the new City Council focusing on expanding community mental health initiatives, including safety of residents and protecting environmental health.

Below are direct comments from respondents on priorities they think the new City Council should focus on for the term.

Suggested Priorities	Sample Comments
Municipal Budget & Tax Strategy	<ul style="list-style-type: none"> • "Don't raise taxes." • "Keeping Taxes Sustainable" • "Diversify tax base." • "Value for spending"
Movement & Transportation	<ul style="list-style-type: none"> • "Improvement of traffic flow in new neighbourhoods like Jensen Lakes which are locked to one entrance" • "Reducing traffic through Erin Ridge" • "More efficient transit system with less empty buses in operation."
Road Repair & Maintenance	<ul style="list-style-type: none"> • "Complete Neil Ross Road to Edmonton." • "Finish the road construction on St. Albert Trail, way too long of a disruption" • "Less road construction at once."
Business Attraction Services & Small Business Support	<ul style="list-style-type: none"> • "Bring a variety of businesses downtown." • "Supporting current local businesses" • "Spread business across St Albert and do not focus on St Albert Trail and the north end" • "Make the city attractive to new business investment"
Community Health	<ul style="list-style-type: none"> • "Mental health help." • "Expanded mental health options."





Priorities for City Council by Age Group

Priorities generated by survey respondents were analyzed by age group. The top two priorities of St. Albertans between the ages of 35 and 65+ years are the City’s tax strategy and movement and transportation, specifically traffic flow and control. St. Albertans between the ages of 18 and 34 years tend to prioritize business and economic development and environmental protection.

	18–24 Years
	<ul style="list-style-type: none"> ◦ Business and economic development ◦ Environmental protection
	25–34 Years
	<ul style="list-style-type: none"> ◦ Traffic flow/control ◦ Business and economic development
	35+ Years
	<ul style="list-style-type: none"> ◦ Taxation ◦ Traffic flow/control



Alignment with Regional Priorities

Priorities to new City Council voiced by St. Albertans align on many fronts with priorities from City Council election platforms in other municipal governments in the Edmonton metropolitan region. Below is a comparative analysis across the region.

Some City Council election platform priorities from other municipalities in the region are not heavily mentioned in the survey respondent generated priorities. They include: Safety & Policing; Affordable Housing; Parks & Recreation; Racism & Inclusion; Environment & Climate; Regional Cooperation; and Customer Service.

City Council Election Platform Priorities of Regional Municipalities

Budget & Tax

Six Regional Mayors ran on election platforms focused on budget and tax priorities.

Edmonton: Grow industrial tax base; maintain 0% change in property taxes

Morinville: Encourage commercial, industrial, and recreational assets

Strathcona County: Financial responsibility, low taxes

Fort Saskatchewan: Keep taxes affordable

Leduc: Maintain lower taxes and fees

Devon: External review of Town debt limit/reserves

Movement & Transportation

Only two Regional Mayors committed in their election platforms to develop concrete strategies related to movement and transportation.

Edmonton: Require EV-ready infrastructure in new buildings; re-evaluate transit network with equity lens; reduce transit costs for those in need

Leduc: Implement regional transit

Business Attraction Services & Small Business

Business attraction services and small business supports are critical priorities for five Regional Mayors.

Edmonton: Business Advocate Office; Development Services Liaison; Edmonton Innovation Fund; report annually on permitting timelines

Parkland County: Streamline business and residential development approvals to be primary choice for new investments

Spruce Grove: Streamline development and permit approvals

Fort Saskatchewan: Attract industry and business

Road Repair & Maintenance

Road repair and maintenance was a common campaign promise for a number of Regional Mayors.

Parkland County: Ensure highway projects are prioritized by other orders of Government

Stony Plain: 16A Improvements by Alberta Transportation

Leduc: Complete 65th Ave Interchange

Devon: Review infrastructure projects, including HWY 60

Community Health Supports

Community health supports are another priority where the Regional Mayors are aligned.

Edmonton: Create Edmonton Mental Health Action Plan

Stony Plain: Advocate for expansion of Westview Health Services

Beaumont: Advocate to AHS to establish healthcare facility

Leduc: Increase community safety, mental health supports

Chapter 9: Key Considerations

In 2021, the City of St. Albert's quality of life indicator, satisfaction score, and service experience levels have continued to perform at a high level. Survey results also show that St. Albertans think they are receiving fair or better value for their property tax dollars.

Where the City Council and administration would want to focus on for the new term are the service areas that are reducing residents' perceived quality of life and citizen satisfaction, along with those services that residents note are not bringing them good value for their tax dollars. Some of those same service areas are ones that are also high on St. Albertans' strategic priorities for the new City Council.

In addition to a cogent municipal budget and tax strategy, the City of St. Albert should consider evaluating, implementing improvement areas, and promulgating new initiatives in several key municipal services:



Movement, Transportation, and Road Planning

Movement and transportation-related services are a critical focus area that the City of St. Albert should prioritize for improvement. These services are currently weighing down quality of life and perceptions of value for service and traffic safety. This service area is also a priority that residents want to see the new City Council focusing on in the new term.

Roadway repair and maintenance are service areas closely aligned with movement and transportation and are strategic areas that are weighing down perceived quality of life in the city. They are one of the top priorities for residents as seen through the survey results.



Business Attraction Services

Business attraction services is another high-importance service area that is currently impacting the City's perceived quality of life indicator and citizen satisfaction score and has a relatively low perceived value. Additionally, strategies focused on attracting more businesses and investments into the city are a high priority for City Council according to survey respondents. The City might want to consider elevating this strategic priority and revising its current tactics to meet pressing needs for increasing revenues through business development.

Business attraction services would need to be further assessed within the context of facilitating permitting and licenses, a service area currently impacting quality of life, in order to unleash a vibrant business environment in the city.



Public Communication and Customer Care

Public communication is one of the high-impact, but low satisfaction, and perceived low value services that the City might want to improve upon by diversifying channels of communication and information to meet diverse generational needs. Currently, only a little more than half of St. Albertans feel that the City is making information accessible. Prioritizing transparency and communication and increasing information access would help shore up citizen satisfaction scores.

Closely aligned with public communication is customer service, which is another service area that survey respondents want improved to enhance citizen satisfaction. Specifically, the City should consider improving customer service by optimizing the inquiry response time.



Planning and Land Development

Planning and land development is a strategic service area that goes hand in hand with allowing the City to effectively achieve some of its desired business attraction strategies and spurring business development and economic revitalization, while diversifying living options for a growing city population. Currently, planning and land development is impacting the City's quality of life indicator and residents feel that this particular line of municipal services has perceived low value for taxpayer dollars. The City might want to consider evaluating this service area and improving key performance indicators.

Land development permit and license services could also be re-evaluated to align with improvements to land planning and development services.



Bylaw Enforcement

Bylaw enforcement is an area of high importance for residents of St. Albert; however, it is not driving citizen satisfaction and perceived quality of life. The City might want to consider investing more resources in this area to ensure that citizen complaints are responded to in a timely manner and addressed swiftly.



Glossary of Terms

Mail-to-Web Survey: This research method involves contacting the study population via post and encouraging them to complete a survey questionnaire via an online platform.

Open-link Survey: A URL-link survey that is open to any member of the public to access and complete, wherein the same individual may be able to complete the survey more than once. As such, this data collection method is not statistically-valid; however, is utilized as a public engagement tool.

Statistically-Valid Survey: A survey methodology that relies on probability sampling, which generates responses from the study population that are generalizable across the total population.

Appendix



COMMUNITY ENGAGEMENT SURVEY - CITY OF ST. ALBERT



DECEMBER 2021 (TOPLINE REPORT)

PREPARED BY
PIVOTAL RESEARCH, INC.



STATISTICALLY SIGNIFICANT SURVEY RESULTS

Table 1. (n=682)

To ensure that we get proper representation from all age groups, in which of the following age brackets do you fall?	#	%
18 – 34 years	176	26%
35 – 44 years	118	17%
45 – 54 years	130	19%
55 – 64 years	122	18%
65+ years	135	20%
Total	682	100%

Table 2. (n=679)

To which gender identity do you most identify as?	#	%
Woman/Girl	324	48%
Man/Boy	350	52%
TransWoman – Male to Female (MtF)	2	<1%
TransMan – Female to Male (FtM)	-	-
Non-binary	-	-
Two-spirit	-	-
Another gender not listed above	3	<1%
Not answered	3	
Total	682	100%

*Totals may not add up to 100% due to rounding.

Table 3. (n=682)

In which neighbourhood do you live?	#	%
Akinsdale	67	10%
Braeside	14	2%
Deer Ridge	58	9%
Downtown	11	2%
Erin Ridge	18	3%
Erin Ridge North	42	6%
Forest Lawn	14	2%
Grandin	73	11%

Heritage Lakes	50	7%
Inglewood	24	4%
Jensen Lakes	21	3%
Kingswood	4	1%
Lacombe Park	82	12%
Mission	38	6%
North Ridge	41	6%
Oakmont	23	3%
Pineview	4	1%
Riverside	42	6%
South Riel	2	<1%
Sturgeon Heights	27	4%
Woodlands	18	3%
Other	8	1%
Total	682	100%

*Totals may not add up to 100% due to rounding.

Table 4. (n=681)

Do you work for the City of St. Albert?	#	%
Yes	27	4%
No	650	95%
Prefer not to answer	4	1%
Not answered	1	
Total	682	100%

Table 5. (n=682)

Quality of life is defined as a degree to which an individual's needs are satisfied in all aspects of life such as health; comfort; safety; social, spiritual and ecological needs; as well as the need for intellectual, cultural, and physical development. How would you rate the overall quality of life in the City of St. Albert today?	#	%
Very poor	4	1%
Poor	23	3%
Good	305	45%
Very Good	347	51%
Don't know/not sure	3	1%
Total	682	100%

*Totals may not add up to 100% due to rounding.

Table 6. (n=682)

In your opinion, what would you say are the three top factors contributing to a high quality of life in the City of St. Albert?	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	47	7%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	64	9%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	98	14%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	303	44%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	406	60%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	110	16%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	64	9%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	53	8%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	73	11%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	54	8%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	145	21%
Emergency response. Fire, ambulance, rescue, road accident services.	136	20%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	21	3%
Police. RCMP services, crime prevention, answering calls for service.	136	20%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	38	6%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	9	1%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	16	2%
Library Services. Programming and funding to support library services.	102	15%
Other	23	3%
Do not know/not sure	28	4%

Table 7. (n=682)

What would you say are the top three factors reducing quality of life in the City of St. Albert, if any?	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	41	6%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	40	6%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	46	7%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	64	9%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	36	5%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	77	11%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	160	24%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	127	19%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	45	7%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	248	36%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	223	33%
Emergency response. Fire, ambulance, rescue, road accident services.	21	3%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	88	13%
Police. RCMP services, crime prevention, answering calls for service.	54	8%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	75	11%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	53	8%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	95	14%
Library Services. Programming and funding to support library services.	40	6%
Other	56	8%
Do not know/not sure	99	15%

Table 8. (n=682)

Please rate the extent to which you feel safe and secure in your community. Please use a scale of 1 to 5, where 1 means not at all safe and 5 means very safe?	#	%
Not at all safe (1)	1	<1%
Not safe (2)	11	2%
Neither unsafe nor safe (3)	46	7%
Safe (4)	336	49%
Very Safe (5)	288	42%
Total	682	100%

*Totals may not add up to 100% due to rounding.

Table 9. (n=58)

Please tell us the reasons why you don't feel safe and secure in your community. Select all that apply.	#	%
Feeling alone or isolated	2	3%
Feeling abused by others (e.g. financial, physical or emotional abuse)	4	7%
Criminal activity	43	74%
Physical environment is unsafe (e.g icy sidewalk)	16	28%
Discrimination	3	5%
Mobility limitations or health concerns	4	7%
Other	12	21%
Do not know/not sure	4	7%

Table 10. (n=682)

What would you say are the safety and crime issues of greatest concern to you, if any? Select all that apply.	#	%
Vandalism	287	42%
Traffic safety	199	29%
Speeding	169	25%
Safety of cyclists and pedestrians	164	24%
Drugs in the community	277	41%
Theft/burglary	429	63%
Graffiti	77	11%
Personal safety	105	15%
Family violence	89	13%
None/No safety concerns	50	7%

Other	18	3%
Do not know/not sure	12	2%

Table 11. (n=679)

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 in the last 24 months, using a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied?	#	%
Very Satisfied (5)	115	17%
Satisfied (4)	306	45%
Neither Satisfied nor dissatisfied (3)	156	23%
Dissatisfied (2)	57	8%
Very dissatisfied (1)	22	3%
Do not know/not sure	23	3%
Not answered	3	
Total	682	100%

*Totals may not add up to 100% due to rounding.

Table 12..

How satisfied are you with the following list of services provided to you as a resident in the last 24 months, using a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied?	Very Satisfied		Satisfied		Top Two Box Score	
	#	%	#	%	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings. (n=512)	127	25%	213	42%	340	66%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects. (n=374)	55	15%	132	35%	187	50%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art. (n=481)	96	20%	193	40%	289	60%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations. (n=578)	136	24%	280	48%	416	72%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards. (n=663)	252	38%	294	44%	546	82%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection. (n=667)	196	29%	296	44%	492	74%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth. (n=545)	51	9%	158	29%	209	38%

Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert. (n=522)	67	13%	137	26%	204	39%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses. (n=440)	68	15%	138	31%	206	47%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings. (n=612)	70	11%	178	29%	248	41%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal. (n=669)	99	15%	232	35%	331	49%
Emergency response. Fire, ambulance, rescue, road accident services. (n=446)	153	34%	200	45%	353	79%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control. (n=498)	60	12%	174	35%	234	47%
Police. RCMP services, crime prevention, answering calls for service. (n=498)	135	27%	215	43%	350	70%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input. (n=604)	92	15%	231	38%	323	53%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints. (n=400)	60	15%	161	40%	221	55%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action. (n=436)	66	15%	156	36%	222	51%
Library Services. Programming and funding to support library services. (n=503)	161	32%	218	43%	379	75%

Table 13. (n=681)

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.	#	%
To what extent do the methods/channels to conduct these types of activities with the City meet your needs, on a scale of 1 to 5, where 1 is does not meet and 5 is exceeds?		
Does not meet my needs (1)	14	2%
Somewhat meets my needs (2)	42	6%
Meets my needs (3)	213	31%
Fully meets my needs (4)	224	33%
Exceeds my needs (5)	24	4%
I have not accessed these services in the last 24 months	164	24%
Not answered	1	
Total	682	100%

Table 14. (n=682)

How could the City optimize the options available and the experience while conducting activities such as paying your bills, obtaining your license, permit or registering for a program? Select all that apply.	#	%
More services available online	285	42%
Ability to log into one portal and pay for all City bills there	275	40%
Ability to pay for bills at other City facilities, other than City Hall	109	16%
Longer hours at the City Hall Customer Centre	89	13%
Ability to pay for all at one location	133	20%
Public WIFI	142	21%
E-permitting	82	12%
Other	15	2%
Do not know/not sure	196	29%

Table 15. (n=682)

In the past 24 months, have you been in contact with any City of St. Albert employees?	#	%
Yes	221	32%
No	423	62%
Do not know/not sure	38	6%
Total	682	100%

Table 16. (n=421)

Overall, how satisfied are you with your service experience provided by City employees, using a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied?	#	%
Very Satisfied (5)	159	38%
Satisfied (4)	172	41%
Neither Satisfied nor dissatisfied (3)	38	9%
Dissatisfied (2)	27	6%
Very dissatisfied (1)	25	6%
Not answered	2	
Total	423	100%

Table 17. (n=682)

Please tell us how you currently get your information about the City of St. Albert. Select all that apply	#	%
From Council, inclusive of meetings, meeting minutes, and Council's individual media platforms	41	6%
City of St. Albert website/website contact form	303	44%
City of St. Albert social media channels (Facebook, Instagram, Twitter)	269	39%
St. Albert Gazette	462	68%
St. Albert Today (online newspaper)	146	21%
T8n Magazine	221	32%
Citylights	39	6%
City Highlights	52	8%
Word of mouth	257	38%
Community online chat groups (e.g. Facebook chat group)	205	30%
211	2	<1%
City of St. Albert switchboard	26	4%
Mail/flyers	133	20%
Advertisements (radio/print/online/podcast)	106	16%
Other	8	1%

Table 18. (n=682)

Select your most preferred three channels/methods to receive information from the City of St. Albert.	#	%
St. Albert Gazette	455	67%
T8n magazine	123	18%
St. Albert Today	127	19%
Citylights	22	3%
City Highlights	37	5%
Edmonton Journal	50	7%
Edmonton Sun	27	4%
Radio/podcast	36	5%
Facebook	256	38%
Instagram	93	14%
Twitter	83	12%
Reddit	17	3%
Snapchat	30	4%
Blogs	6	1%
Vlogs	13	2%
Livestreaming events	21	3%
City of St. Albert Website	338	50%
City of St. Albert switchboard	26	4%
Other	20	3%

Table 19. (n=681)

To what extent do you agree with the following statement, using a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree? The City makes information and updates available through a wide variety of communication channels and methods.	#	%
Strongly disagree (1)	14	2%
Disagree (2)	53	8%
Neither agree nor disagree (3)	163	24%
Agree (4)	297	44%
Strongly agree (5)	86	13%
Do not know/not sure	68	10%
Not answered	1	
Total	682	100%

*Totals may not add up to 100% due to rounding.

Table 20. (n=680)

Do you own or rent a home in the City of St. Albert?	#	%
Own	563	83%
Rent	72	11%
Living with someone who owns	43	6%
Living with someone who rents	1	<1%
Do not know/not sure	1	<1%
Not answered	2	
Total	682	100%

*Totals may not add up to 100% due to rounding.

Table 21. (n=563)

<p>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.</p> <p>Thinking about the amount of your tax bill that pays for City services, to what extent do you think you are receiving value for your tax dollars, using a scale of 1 to 5, where 1 is poor value and 5 is excellent value?</p>	#	%
Poor value for your tax dollars (1)	123	22%
Fair value for your tax dollars (2)	164	29%
Good value for your tax dollars (3)	154	27%
Very good value for your tax dollars (4)	99	18%
Excellent value for your tax dollars (5)	16	3%
Do not know/not sure	7	1%
Total	682	100%

Table 22. (n=16)

Identify five of the following City services that contribute to you receiving excellent value for your tax dollars	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	1	6%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	4	25%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	2	13%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	9	56%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	10	63%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	6	38%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	6	38%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	-	-
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	4	25%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	4	25%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	8	50%
Emergency response. Fire, ambulance, rescue, road accident services.	5	31%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	1	6%
Police. RCMP services, crime prevention, answering calls for service.	3	19%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	3	19%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	2	13%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	-	-
Library Services. Programming and funding to support library services.	10	63%
Other	-	-
Do not know/not sure	-	-

Table 23. (n=99)

Identify five of the following City services that contribute to you receiving very good value for your tax dollars	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	26	26%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	29	29%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	10	10%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	35	35%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	56	57%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	35	35%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	12	12%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	24	24%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	9	9%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	9	9%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	49	50%
Emergency response. Fire, ambulance, rescue, road accident services.	33	33.3%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	8	8%
Police. RCMP services, crime prevention, answering calls for service.	33	33.3%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	7	7%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	7	7%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	3	3.0%
Library Services. Programming and funding to support library services.	32	32%
Other	-	-
Do not know/not sure	-	-

Table 24. (n=154)

Identify five of the following City services that contribute to you receiving good value for your tax dollars	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	25	16%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	13	8%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	27	18%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	78	51%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	89	58%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	59	38%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	14	9%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	12	8%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	7	5%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	22	14%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	68	44%
Emergency response. Fire, ambulance, rescue, road accident services.	54	35%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	17	11%
Police. RCMP services, crime prevention, answering calls for service.	46	30%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	9	6%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	11	7%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	7	5%
Library Services. Programming and funding to support library services.	48	31%
Other	-	-
Do not know/not sure	3	2%

Table 25. (n=164)

Identify five of the following City services that contribute to you receiving fair value for your tax dollars	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	23	14%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	7	4%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	8	5%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	73	45%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	98	60%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	64	39%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	16	10%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	13	8%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	5	3%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	27	17%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	88	54%
Emergency response. Fire, ambulance, rescue, road accident services.	65	40%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	23	14%
Police. RCMP services, crime prevention, answering calls for service.	66	40%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	8	5%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	8	5%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	4	2%
Library Services. Programming and funding to support library services.	46	28%
Other	1	1%
Do not know/not sure	7	4%

Table 26. (n=123)

Identify five of the following City services that contribute to you receiving poor value for your tax dollars	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	13	11%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	10	8%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	19	15%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	26	21%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	19	15%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	42	34%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	43	35%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	30	24%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	9	7%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	55	45%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	66	54%
Emergency response. Fire, ambulance, rescue, road accident services.	2	2%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	21	17%
Police. RCMP services, crime prevention, answering calls for service.	12	10%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	16	13%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	8	7%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	17	14%
Library Services. Programming and funding to support library services.	21	17%
Other	24	20%
Do not know/not sure	2	2%

Table 27. (n=561)

Of the following property tax strategies, which one would you support the most for the City of St. Albert over the next 5 years?	#	%
Significant reductions in service levels, resulting in a tax decrease	63	11%
Some reduction in service levels, resulting in keeping taxes at the current level	288	51%
Maintain service levels, resulting in a tax increase	161	29%
Enhance service levels, resulting in a significant tax increase	8	1%
Do not know/not sure	41	7%
Not answered	2	
Total	563	100%

*Totals may not add up to 100% due to rounding.

Table 28. (n=7)

Please indicate which percentage of tax increase you would be willing to accept	#	%
1	1	14%
3	1	12%
5	2	27%
10	1	12%
15	1	19%
25	1	12%
Not answered	1	
Total	8	100%

*Totals may not add up to 100% due to rounding.

Table 29. (n=351)

Which of the following groups of services are you are willing to accept reduced levels of service? Select up to six	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	89	25%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	100	29%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	196	56%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	72	21%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	31	9%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	12	3%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	102	29%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	79	23%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	99	28%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	72	21%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	29	8%
Emergency response. Fire, ambulance, rescue, road accident services.	7	2%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	72	21%
Police. RCMP services, crime prevention, answering calls for service.	15	4%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	107	31%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	62	18%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	175	50%
Library Services. Programming and funding to support library services.	135	39%
Other	14	4%
Do not know/not sure	14	4%

Table 30. (n=682)

Which of the following services or group of services should be protected from any reduced levels of service? Select up to six.	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	77	11%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	157	23%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	49	7%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	253	37%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	316	46%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	296	43%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	48	7%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	74	11%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	53	8%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	139	20%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	296	43%
Emergency response. Fire, ambulance, rescue, road accident services.	316	46%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	117	17%
Police. RCMP services, crime prevention, answering calls for service.	320	47%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	21	3%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	29	4%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	71	10%
Library Services. Programming and funding to support library services.	136	20%
Other	3	<1%
Do not know/not sure	11	2%

Table 31. (n=681)

How long have you lived in the City of St. Albert?	#	%
1 month – 5 years	110	16%
6 – 10 years	92	14%
11 – 15 years	51	8%
16 – 20 years	68	10%
Over 20 years	360	53%
Not answered	1	
Total	682	100%

*Totals may not add up to 100% due to rounding.

Table 32. (n=681)

Are there children (under 18 years) living in your household currently?	#	%
Yes	299	44%
No	370	54%
Prefer not to answer	12	2%
Not answered	1	
Total	682	100%

Table 33. (n=283)

How old is/are your child/ren? Select all that apply.	#	%
Under 6 years old	56	20%
6 to 11 years old	74	26%
12 to 17 years old	82	29%
Prefer not to answer	71	25%
Not answered	16	
Total	299	100%

Table 34. (n=682)

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.	#	%
Yes	275	40%
No	407	60%
Total	682	100%

Table 35. (n=273)

Do we have your permission to collect and use your contact information for future public engagement or research opportunities?	#	%
Yes, I agree	229	84%
No, I do not agree	44	16%
Not answered	2	
Total	275	100%



COMMUNITY ENGAGEMENT SURVEY - CITY OF ST. ALBERT
DECEMBER 2021 [OPEN LINK SURVEY RESULTS]

PREPARED BY
PIVOTAL RESEARCH, INC.



OPEN LINK SURVEY RESULTS

Table 1. (n=446)

To ensure that we get proper representation from all age groups, in which of the following age brackets do you fall?	#	%
18 to 24 years	9	2%
25 to 34 years	39	9%
35 to 44 years	92	21%
45 to 54 years	80	18%
55 to 64 years	113	25%
65+ years	113	25%
Not answered	1	
Total	447	100%

Table 2. (n=444)

To which gender identity do you most identify as?	#	%
Woman/Girl	302	68%
Man/Boy	141	32%
TransWoman – Male to Female (MtF)	-	-
TransMan – Female to Male (FtM)	-	-
Non-binary	-	-
Two-spirit	-	-
Another gender not listed above	1	<1%
Not answered	3	
Total	447	100%

*Totals may not add up to 100% due to rounding.

Table 3. (n=446)

In which neighbourhood do you live?	#	%
Akinsdale	39	9%
Braeside	16	4%
Deer Ridge	40	9%
Downtown	6	1%
Erin Ridge	42	9%
Erin Ridge North	13	3%

Forest Lawn	16	4%
Grandin	45	10%
Heritage Lakes	26	6%
Inglewood	2	<1%
Jensen Lakes	1	<1%
Kingswood	18	4%
Lacombe Park	65	15%
Mission	13	3%
North Ridge	33	7%
Oakmont	25	6%
Pineview	8	2%
Riverside	7	2%
South Riel	-	-
Sturgeon Heights	10	2%
Woodlands	21	5%
Other	-	-
Not answered	1	
Total	447	100%

*Totals may not add up to 100% due to rounding.

Table 4. (n=447)

Do you work for the City of St. Albert?	#	%
Yes	25	6%
No	415	93%
Prefer not to answer	7	2%
Total	447	100%

*Totals may not add up to 100% due to rounding.

Table 5. (n=447)

Quality of life is defined as a degree to which an individual's needs are satisfied in all aspects of life such as health; comfort; safety; social, spiritual and ecological needs; as well as the need for intellectual, cultural, and physical development.	#	%
How would you rate the overall quality of life in the City of St. Albert today?		
Very poor	7	2%
Poor	29	7%
Good	205	46%
Very Good	205	46%
Don't know/not sure	1	<1%
Total	447	100%

*Totals may not add up to 100% due to rounding.

Table 6. (n=447)

In your opinion, what would you say are the three top factors contributing to a high quality of life in the City of St. Albert?	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	18	4%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	38	9%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	65	15%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	215	48%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	258	58%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	59	13%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	25	6%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	31	7%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	32	7%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	16	4%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	85	19%
Emergency response. Fire, ambulance, rescue, road accident services.	99	22%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	21	5%

Police. RCMP services, crime prevention, answering calls for service.	91	205
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	23	5%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	4	1%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	11	35
Library Services. Programming and funding to support library services.	91	20%
Other	14	3%
Do not know/not sure	17	4%

Table 7. (n=447)

What would you say are the top three factors reducing quality of life in the City of St. Albert, if any?	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	34	8%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	30	7%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	17	4%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	25	6%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	17	4%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	42	9%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	119	27%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	84	19%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	24	5%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	192	43%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	169	38%
Emergency response. Fire, ambulance, rescue, road accident services.	9	2%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	48	11%
Police. RCMP services, crime prevention, answering calls for service.	39	9%

Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	70	16%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	27	6%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	38	9%
Library Services. Programming and funding to support library services.	14	3%
Other	31	7%
Do not know/not sure	54	12%

Table 8. (n=447)

Please rate the extent to which you feel safe and secure in your community. Please use a scale of 1 to 5, where 1 means not at all safe and 5 means very safe?	#	%
Not at all safe (1)	2	<1%
Not safe (2)	13	3%
Neither unsafe nor safe (3)	60	13%
Safe (4)	215	48%
Very Safe (5)	154	35%
Do not know/not sure	3	1%
Total	447	100%

*Totals may not add up to 100% due to rounding.

Table 9. (n=78)

Please tell us the reasons why you don't feel safe and secure in your community. Select all that apply.	#	%
Feeling alone or isolated	10	13%
Feeling abused by others (e.g. financial, physical or emotional abuse)	6	8%
Criminal activity	60	77%
Physical environment is unsafe (e.g icy sidewalk)	31	40%
Discrimination	12	15%
Mobility limitations or health concerns	11	14%
Other	6	8%
Do not know/not sure	3	4%

Table 10. (n=447)

What would you say are the safety and crime issues of greatest concern to you, if any? Select all that apply.	#	%
Vandalism	213	48%
Traffic safety	132	30%
Speeding	109	24%
Safety of cyclists and pedestrians	85	19%
Drugs in the community	201	45%
Theft/burglary	299	67%
Graffiti	48	11%
Personal safety	54	12%
Family violence	61	14%
None/No safety concerns	21	5%
Other	11	3%
Do not know/not sure	8	2%

Table 11. (n=447)

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 in the last 24 months, using a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied?	#	%
Very Satisfied (5)	60	13%
Satisfied (4)	174	39%
Neither Satisfied nor dissatisfied (3)	114	26%
Dissatisfied (2)	59	13%
Very dissatisfied (1)	22	5%
Do not know/not sure	18	4%
Total	447	100%

Table 12..

How satisfied are you with the following list of services provided to you as a resident in the last 24 months, using a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied?	Very Satisfied		Satisfied		Top Two Box Score	
	#	%	#	%	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings. (n=346)	46	13%	127	37%	173	50%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects. (n=259)	20	8%	71	27%	91	35%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art. (n=343)	51	15%	124	36%	175	51%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations. (n=373)	84	23%	155	42%	239	64%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards. (n=433)	136	31%	189	44%	325	75%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection. (n=438)	93	21%	188	43%	281	64%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth. (n=365)	17	5%	64	18%	81	22%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert. (n=334)	15	5%	64	19%	79	24%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses. (n=277)	12	4%	54	20%	66	24%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings. (n=410)	25	6%	79	19%	104	25%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal. (n=437)	43	10%	119	27%	162	37%
Emergency response. Fire, ambulance, rescue, road accident services. (n=286)	89	31%	128	45%	217	76%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control. (n=328)	21	6%	108	33%	129	39%
Police. RCMP services, crime prevention, answering calls for service. (n=316)	71	23%	118	37%	189	60%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input. (n=415)	38	9%	154	37%	192	46%

Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints. (n=263)	25	10%	86	33%	111	42%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action. (n=319)	28	9%	91	29%	119	37%
Library Services. Programming and funding to support library services. (n=341)	97	28%	117	34%	214	63%

Table 13. (n=447)

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.	#	%
To what extent do the methods/channels to conduct these types of activities with the City meet your needs, on a scale of 1 to 5, where 1 is does not meet and 5 is exceeds?		
Does not meet my needs (1)	20	5%
Somewhat meets my needs (2)	43	10%
Meets my needs (3)	175	39%
Fully meets my needs (4)	104	23%
Exceeds my needs (5)	14	3%
I have not accessed these services in the last 24 months	91	20%
Total	447	100%

Table 14. (n=681)

How could the City optimize the options available and the experience while conducting activities such as paying your bills, obtaining your license, permit or registering for a program? Select all that apply.	#	%
More services available online	187	42%
Ability to log into one portal and pay for all City bills there	167	37%
Ability to pay for bills at other City facilities, other than City Hall	68	15%
Longer hours at the City Hall Customer Centre	48	11%
Ability to pay for all at one location	74	17%
Public WIFI	116	26%
E-permitting	53	12%
Other	18	4%
Do not know/not sure	125	28%

Table 15. (n=447)

In the past 24 months, have you been in contact with any City of St. Albert employees?	#	%
Yes	295	66%
No	131	29%
Do not know/not sure	21	5%
Total	447	100%

Table 16. (n=295)

Overall, how satisfied are you with your service experience provided by City employees, using a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied?	#	%
Very Satisfied (5)	109	37%
Satisfied (4)	95	32%
Neither Satisfied nor dissatisfied (3)	31	11%
Dissatisfied (2)	33	11%
Very dissatisfied (1)	26	9%
Not answered	1	<1%
Total	295	100%

*Totals may not add up to 100% due to rounding.

Table 17. (n=447)

Please tell us how you currently get your information about the City of St. Albert. Select all that apply	#	%
From Council, inclusive of meetings, meeting minutes, and Council's individual media platforms	34	8%
City of St. Albert website/website contact form	206	46%
City of St. Albert social media channels (Facebook, Instagram, Twitter)	247	55%
St. Albert Gazette	328	73%
St. Albert Today (online newspaper)	136	30%
T8n Magazine	129	29%
Citylights	23	5%
City Highlights	71	16%
Word of mouth	144	32%
Community online chat groups (e.g. Facebook chat group)	182	41%
211	-	-
City of St. Albert switchboard	5	1%

Mail/flyers	50	11%
Advertisements (radio/print/online/podcast)	41	9%
Other	8	2%

Table 18. (n=447)

Select your most preferred three channels/methods to receive information from the City of St. Albert.	#	%
St. Albert Gazette	313	70%
T8n magazine	65	15%
St. Albert Today	104	23%
Citylights	11	3%
City Highlights	35	8%
Edmonton Journal	22	5%
Edmonton Sun	4	1%
Radio/podcast	7	2%
Facebook	250	56%
Instagram	28	6%
Twitter	49	11%
Reddit	6	1%
Snapchat	2	<1%
Blogs	1	<1%
Vlogs	1	<1%
Livestreaming events	7	2%
City of St. Albert Website	233	52%
City of St. Albert switchboard	11	3%
Other	11	3%

Table 19. (n=447)

To what extent do you agree with the following statement, using a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree? The City makes information and updates available through a wide variety of communication channels and methods.	#	%
Strongly disagree (1)	14	3%
Disagree (2)	60	13%
Neither agree nor disagree (3)	123	28%
Agree (4)	176	39%

Strongly agree (5)	43	10%
Do not know/not sure	31	7%
Total	447	100%

Table 20. (n=447)

Do you own or rent a home in the City of St. Albert?	#	%
Own	406	91%
Rent	25	6%
Living with someone who owns	13	3%
Living with someone who rents	1	<1%
Do not know/not sure	2	<1%
Total	447	100%

*Totals may not add up to 100% due to rounding.

Table 21. (n=406)

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, to what extent do you think you are receiving value for your tax dollars, using a scale of 1 to 5, where 1 is poor value and 5 is excellent value?		
Poor value for your tax dollars (1)	128	32%
Fair value for your tax dollars (2)	114	28%
Good value for your tax dollars (3)	91	22%
Very good value for your tax dollars (4)	43	11%
Excellent value for your tax dollars (5)	27	7%
Do not know/not sure	3	1%
Total	406	100%

*Totals may not add up to 100% due to rounding.

Table 22. (n=27)

Identify five of the following City services that contribute to you receiving excellent value for your tax dollars	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	6	22%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	4	15%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	13	48%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	18	67%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	25	93%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	9	33%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	1	4%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	1	4%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	-	-
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	2	7%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	14	52%
Emergency response. Fire, ambulance, rescue, road accident services.	6	22%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	2	7%
Police. RCMP services, crime prevention, answering calls for service.	6	22%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	1	4%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	-	-
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	5	19%
Library Services. Programming and funding to support library services.	17	63%
Other	-	-
Do not know/not sure	-	-

Table 23. (n=43)

Identify five of the following City services that contribute to you receiving very good value for your tax dollars	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	3	7%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	4	9%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	12	28%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	26	60%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	30	70%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	12	28%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	2	5%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	5	12%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	1	2%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	6	14%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	22	51%
Emergency response. Fire, ambulance, rescue, road accident services.	20	47%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	2	5%
Police. RCMP services, crime prevention, answering calls for service.	19	44%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	6	14%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	-	-
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	-	-
Library Services. Programming and funding to support library services.	21	49%
Other	-	-
Do not know/not sure	-	-

Table 24. (n=91)

Identify five of the following City services that contribute to you receiving good value for your tax dollars	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	10	11%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	14	15%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	17	19%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	56	62%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	66	73%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	36	40%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	2	2%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	2	2%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	1	1%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	4	4%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	34	37%
Emergency response. Fire, ambulance, rescue, road accident services.	38	42%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	6	7%
Police. RCMP services, crime prevention, answering calls for service.	32	35%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	8	9%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	2	2%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	6	7%
Library Services. Programming and funding to support library services.	30	33%
Other	-	-
Do not know/not sure	3	3%

Table 25. (n=114)

Identify five of the following City services that contribute to you receiving fair value for your tax dollars	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	13	11%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	12	11%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	14	12%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	50	44%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	50	44%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	48	42%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	6	5%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	6	5%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	5	4%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	18	16%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	48	42%
Emergency response. Fire, ambulance, rescue, road accident services.	55	48%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	11	10%
Police. RCMP services, crime prevention, answering calls for service.	48	42%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	4	4%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	7	6%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	2	2%
Library Services. Programming and funding to support library services.	35	31%
Other	3	3%
Do not know/not sure	5	4%

Table 26. (n=128)

Identify five of the following City services that contribute to you receiving poor value for your tax dollars	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	19	15%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	14	11%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	12	9%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	32	25%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	24	19%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	41	32%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	52	41%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	35	27%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	10	8%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	75	59%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	85	66%
Emergency response. Fire, ambulance, rescue, road accident services.	4	3%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	23	18%
Police. RCMP services, crime prevention, answering calls for service.	18	14%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	17	13%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	15	12%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	18	14%
Library Services. Programming and funding to support library services.	17	13%
Other	11	9%
Do not know/not sure	1	1%

Table 27. (n=402)

Of the following property tax strategies, which one would you support the most for the City of St. Albert over the next 5 years?	#	%
Significant reductions in service levels, resulting in a tax decrease	54	13%
Some reduction in service levels, resulting in keeping taxes at the current level	188	47%
Maintain service levels, resulting in a tax increase	115	29%
Enhance service levels, resulting in a significant tax increase	8	2%
Do not know/not sure	37	9%
Not answered	4	
Total	406	100%

Table 28. (n=8)

Please indicate which percentage of tax increase you would be willing to accept	#	%
3	6	75%
5	2	25%
Total	8	100%

Table 29. (n=242)

Which of the following groups of services are you are willing to accept reduced levels of service? Select up to six	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	79	33%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	72	30%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	152	63%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	40	17%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	18	7%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	4	2%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	69	29%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	53	22%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	61	25%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	48	20%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	12	5%
Emergency response. Fire, ambulance, rescue, road accident services.	6	3%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	40	17%
Police. RCMP services, crime prevention, answering calls for service.	13	5%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	63	26%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	39	16%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	126	52%
Library Services. Programming and funding to support library services.	96	40%
Other	12	5%
Do not know/not sure	7	3%

Table 30. (n=447)

Which of the following services or group of services should be protected from any reduced levels of service? Select up to six.	#	%
Customer service. Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.	42	9%
Social services and supports. Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.	127	28%
Cultural services. Hosting performance/cultural events for the community; supporting local cultural organizations; public art.	42	9%
Recreation. Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.	180	40%
Environment. Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.	226	51%
Utilities. Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.	194	43%
Planning and land development. Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.	22	5%
Business attraction services. Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.	60	13%
Local business services. Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.	25	6%
Movement & transportation. Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.	101	23%
Roadway repair & maintenance. Sidewalk and roadway repairs; street cleaning; snow removal.	226	51%
Emergency response. Fire, ambulance, rescue, road accident services.	237	53%
Bylaw enforcement. Peace officers; making sure regulations are followed, responding to public complaints, animal control.	75	17%
Police. RCMP services, crime prevention, answering calls for service.	248	56%
Public communication. Information available on events, programs and services; opportunities for residents to participate and provide input.	13	3%
Licensing & permits. Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.	13	3%
Indigenous Truth and Reconciliation. Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.	44	10%
Library Services. Programming and funding to support library services.	112	25%
Other	2	<1%
Do not know/not sure	8	2%

Table 31. (n=445)

How long have you lived in the City of St. Albert?	#	%
1 month – 5 years	58	13%
6 – 10 years	65	15%
11 – 15 years	51	12%
16 – 20 years	44	10%
Over 20 years	227	51%
Not answered	2	
Total	447	100%

*Totals may not add up to 100% due to rounding.

Table 32. (n=446)

Are there children (under 18 years) living in your household currently?	#	%
Yes	170	38%
No	259	58%
Prefer not to answer	17	4%
Not answered	1	
Total	447	100%

Table 33. (n=167)

How old is/are your child/ren? Select all that apply.	#	%
Under 6 years old	39	23%
6 to 11 years old	45	27%
12 to 17 years old	47	28%
Prefer not to answer	36	22%
Not answered	3	
Total	170	100%

Table 34. (n=447)

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.	#	%
Yes	156	35%
No	291	65%
Total	447	100%

Table 35. (n=148)

Do we have your permission to collect and use your contact information for future public engagement or research opportunities?	#	%
Yes, I agree	128	87%
No, I do not agree	20	14%
Not answered	8	
Total	156	100%

*Totals may not add up to 100% due to rounding.

Introduction

City of St. Albert is conducting a survey to ask your opinions about services provided to residents by the City. The survey will take about 10 minutes to complete. 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.

If you have questions about the study, please contact the Information Desk at the City of St. Albert at 459-1500.

1) To ensure that we get proper representation from all age groups, in which of the following age brackets do you fall?

- a. 18 to 24 years
- b. 25 to 34 years
- c. 35 to 44 years
- d. 45 to 54 years
- e. 55 to 64 years
- f. 65+ years

2) Can you confirm that you live within St. Albert City limits?

- a. Yes
- b. No
- c. Do not know/Unsure

Thank and terminate
Thank and terminate

3) To which gender identity do you most identify as?

- a. Woman/Girl
- b. Man/Boy
- c. Trans Woman - Male to Female (MtF)
- d. Trans Man - Female to Male (FtM)
- e. Non-binary
- f. Two-spirit
- g. Another gender not listed above, namely:_____

4) In which neighbourhood do you live?

- a. Akinsdale
- b. Braeside
- c. Deer Ridge
- d. Downtown
- e. Erin Ridge
- f. Erin Ridge North
- g. Forest Lawn
- h. Grandin
- i. Heritage Lakes
- j. Inglewood
- k. Jensen Lakes
- l. Kingswood
- m. Lacombe Park
- n. Mission

- o. North Ridge
- p. Oakmont
- q. Pineview
- r. Riverside
- s. South Riel
- t. Sturgeon Heights
- u. Woodlands
- v. Other. Please specify: _____

5) Do you work for the City of St. Albert? **[Maximum of 8 City Employees – Thank and terminate if quota is reached]**

- a. Yes
- b. No
- c. Prefer not to answer

Section 1: Quality of Life

6) Quality of life is defined as a degree to which an individual's needs are satisfied in all aspects of life such as health; comfort; safety; social, spiritual and ecological needs; as well as the need for intellectual, cultural, and physical development. How would you rate the overall quality of life in the City of St. Albert today?

- a. Very poor
- b. Poor
- c. Good
- d. Very good
- e. Don't Know/Not sure

7) In your opinion, what would you say are the three top factors **contributing** to a high quality of life in the City of St. Albert? **[Randomize, limit selection to three]**

- a. **Customer service.** Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.
- b. **Social services and supports.** Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.
- c. **Cultural services.** Hosting performance/cultural events for the community; supporting local cultural organizations; public art.
- d. **Recreation.** Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.
- e. **Environment.** Maintenance of parks, trails, and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.
- f. **Utilities.** Distribution of drinking water; waste, recycling and compost collection; wastewater and storm water collection.
- g. **Planning and land development.** Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.

- h. **Business attraction services.** Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.
 - i. **Local business services.** Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.
 - j. **Movement & transportation.** Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.
 - k. **Roadway repair & maintenance.** Sidewalk and roadway repairs; street cleaning; snow removal.
 - l. **Emergency response.** Fire, ambulance, rescue, road accident services.
 - m. **Bylaw enforcement.** Peace officers; making sure regulations are followed, responding to public complaints, animal control.
 - n. **Police.** RCMP services, crime prevention, answering calls for service.
 - o. **Public communication.** Information available on events, programs and services; opportunities for residents to participate and provide input.
 - p. **Licensing & permits.** Processing business and vehicle for hire license applications, issuing a permit or license for City owned land, development and site-servicing permits, dog licensing, alarm permits, investigation of complaints.
 - q. **Indigenous Truth and Reconciliation.** Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.
 - r. **Library Services.** Programming and funding to support library services.
 - s. Other. Please specify: _____
 - t. Do not know/Not sure
- 8) What would you say are top factors **reducing** quality of life in the City of St. Albert, if any? [**Randomize, limit selection to three**]
- a. **Customer service.** Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.
 - b. **Social services and supports.** Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.
 - c. **Cultural services.** Hosting performance/cultural events for the community; supporting local cultural organizations; public art.
 - d. **Recreation.** Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.
 - e. **Environment.** Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.
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 - g. **Planning and land development.** Community offers a variety of housing types; quality-built environments that comply with safety codes and provincial regulations; identifies key locations and investments that supports development, redevelopment, and growth.
 - h. **Business attraction services.** Efforts to attract new business, development, and investment to the City of St. Albert; management of the City's reputation within the business community outside of St. Albert.

- i. **Local business services.** Consultation support for local businesses; business event hosting; support for local tourism operators, funding to local businesses.
- j. **Movement & transportation.** Public Transit and handibus services, traffic control, maintenance of traffic control signals and pedestrian crossings.
- k. **Roadway repair & maintenance.** Sidewalk and roadway repairs; street cleaning; snow removal.
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- n. **Police.** RCMP services, crime prevention, answering calls for service.
- o. **Public communication.** Information available on events, programs and services; opportunities for residents to participate and provide input.
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- q. **Indigenous Truth and Reconciliation.** Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.
- r. **Library Services.** Programming and funding to support library services.
- s. Other. Please specify: _____
- t. Do not know/Unsure

Section 2: Safety in St. Albert

9) Please rate the extent to which you feel safe and secure in your community. Please use a scale of 1 to 5, where 1 means not at all safe and 5 means very safe?

- a. Not at all safe (1) **[Go to Q10]**
- b. ... (2) **[Go to Q10]**
- c. ... (3) **[Go to Q10]**
- d. (4) **[Skip to Q11]**
- e. Very safe (5) **[Skip to Q11]**
- f. Do not know/not sure **[Go to Q10]**

10) Please tell us the reasons why you don't feel safe and secure in your community. Select all that apply.

- a. Feeling alone or isolated
- b. Feeling abused by others (e.g. financial, physical or emotional abuse)
- c. Criminal activity
- d. Physical environment is unsafe (e.g icy sidewalk)
- e. Discrimination
- f. Mobility limitations or health concerns
- g. Other. Please specify: _____
- h. Do not know/not sure

11) What would you say are the safety and crime issues of greatest concern to you, if any? Select all that apply. **[Randomize list]**

- a. None/No safety concerns
- b. Vandalism
- c. Traffic safety

- d. Speeding
- e. Safety of cyclists and pedestrians
- f. Drugs in the community
- g. Theft/burglary
- h. Graffiti
- i. Personal safety
- j. Family violence
- k. Other. Please specify: _____
- l. Do not know/not sure

Section 3: Experience with City Services, Facilities, and Programs

12) 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 in the last 24 months, using a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied?

- a. Very dissatisfied (1)
- b. Satisfied (2)
- c. Neither satisfied not dissatisfied (3)
- d. Satisfied (4)
- e. Very satisfied (5)
- f. Do not know/not sure

13) How satisfied are you with the following list of services provided to you as a resident in the last 24 months, using a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied? **[Randomize list]**

- a. Very dissatisfied (1)
- b. Dissatisfied (2)
- c. Neither satisfied nor dissatisfied (3)
- d. Satisfied (4)
- e. Very satisfied (5)
- f. I have not accessed this service in the last 24 months

- **Customer service.** Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.
- **Social services and supports.** Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.
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- **Library Services.** Programming and funding to support library services.

14) 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.

To what extent do the methods/channels to conduct these types of activities with the City meet your needs, on a scale of 1 to 5, where 1 is does not meet and 5 is exceeds?

- a. Does not meet my needs (1)
- b. Somewhat meets my needs (2)
- c. Meets my needs (3)
- d. Fully meets my needs (4)
- e. Exceeds my needs (5)
- f. I have not accessed these services in the last 24 months

15) How could the City optimize the options available and the experience while conducting activities such as paying your bills, obtaining your license, permit or registering for a program? Select all that apply.

- a. More services available online
- b. Ability to log into one portal and pay for all City bills there
- c. Ability to pay for bills at other City facilities, other than City Hall
- d. Longer hours at the City Hall Customer Centre
- e. Ability to pay for all at one location
- f. Public WIFI
- g. E-permitting
- h. Other. Please specify: _____
- i. Do not know/not sure.

Section 4: Customer Experience

Next, we would like to talk to you about your contact with a City of St. Albert employee.

16) In the past 24 months, have you been in contact with any City of St. Albert employees?

- a. Yes **[Go to Q17]**
- b. No **[Skip to Section 5 (Q19)]**
- c. Do not know/not sure **[Skip to Section 5 (Q19)]**

17) Overall, how satisfied are you with your service experience provided by City employees, using a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied?

- a. Very dissatisfied (1) **[Go to Q18]**
- b. Dissatisfied (2) **[Go to Q18]**
- c. Neither satisfied nor dissatisfied (3) **[Go to Q18]**
- d. Satisfied (4) **[Skip to Section 5 (Q19)]**
- e. Very satisfied (5) **[Skip to Section 5 (Q19)]**
- f. Do not know/not sure **[Skip to Section 5 (Q19)]**

18) How could the City of St. Albert improve those experiences?

- a. _____
- b. Do not know/not sure

Section 5: Communication

19) Please tell us how you currently get your information about the City of St. Albert. Select all that apply **[Randomize list]**

- a. From Council, inclusive of meetings, meeting minutes, and Council's individual media platforms
- b. City of St. Albert website/website contact form
- c. City of St. Albert social media channels (Facebook, Instagram, Twitter)
- d. St. Albert Gazette
- e. St. Albert Today (online newspaper)
- f. T8n Magazine
- g. Citylights
- h. City Highlights
- i. Word of mouth
- j. Community online chat groups (e.g. Reddit)
- k. 211
- l. City of St. Albert switchboard
- m. Mail/flyers
- n. Advertisements (radio/print/online/podcast)
- o. Other. Please specify: _____

20) Select your most preferred three channels/methods to receive information from the City of St. Albert. **[Randomize list]**

- a. Print/online news
 - i. St. Albert Gazette

- ii. T8n magazine
- iii. St. Albert Today (online newspaper)
- iv. Citylights
- v. City Highlights
- vi. Edmonton Journal
- vii. Edmonton Sun
- b. Radio/podcast
- c. Social Media
 - i. Facebook
 - ii. Instagram
 - iii. Twitter
 - iv. Reddit
 - v. Snapchat
- d. Other Media
 - i. Blogs
 - ii. Vlogs
 - iii. Livestreaming events
- e. City Information Sources
 - i. City of St. Albert Website
 - ii. City of St. Albert switchboard
- f. Other. Please specify: _____

21) To what extent do you agree with the following statement, using a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree?

The City makes information and updates available through a wide variety of communication channels and methods.

- a. Strongly disagree (1)
- b. Disagree (2)
- c. Neither agree nor disagree (3)
- d. Agree (4)
- e. Strongly agree (5)
- f. Do not know/not sure

Section 6: Property Taxes and Financial Planning

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

- a. Own
- b. Rent **Skip to Section 7 (Q29)**
- c. Living with someone who owns **Skip to Section 7 (Q29)**
- d. Living with someone who rents **Skip to Section 7 (Q29)**
- e. Do not know/not sure **Skip to Section 7 (Q29)**

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, to what extent do you think you are receiving

value for your tax dollars, using a scale of 1 to 5, where 1 is poor value and 5 is excellent value?

- a. Poor value for your tax dollars (1) [Go to Q24]
- b. Fair value for your tax dollars (2) [Go to Q24]
- c. Good value for your tax dollars (3) [Go to Q24]
- d. Very good value for your tax dollars (4) [Go to Q24]
- e. Excellent value for your tax dollars (5) [Go to Q24]
- f. Do not know/not sure [Skip to Q25]

24) Identify five of the following City services that contribute to you receiving [insert response from Q23, such as poor value for your tax dollars]? [Randomize]

- a. **Customer service.** Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.
- b. **Social services and supports.** Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.
- c. **Cultural services.** Hosting performance/cultural events for the community; supporting local cultural organizations; public art.
- d. **Recreation.** Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.
- e. **Environment.** Maintenance of parks, trails and natural areas; tree planting; pest control; horticulture such as tree pruning and grass cutting; environmental standards.
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- q. **Indigenous Truth and Reconciliation.** Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.
 - r. **Library Services.** Programming and funding to support library services.
 - s. Other. Please specify: _____
 - t. Do not know/not sure
- 25) Of the following property tax strategies, which one would you support the most for the City of St. Albert over the next 5 years?
- a. Significant reductions in service levels, resulting in a tax decrease **[Skip to Q26]**
 - b. Some reduction in service levels, resulting in keeping taxes at the current level **[Skip to Q26]**
 - c. Maintain service levels, resulting in a tax increase **[Skip to Q27]**
 - d. Enhance service levels, resulting in a significant tax increase **[Go to Q25]**
 - e. Do not know/not sure **[Skip to Q28]**
- 26) Please indicate which percentage of tax increase you would be willing to accept: ___% [with one decimal allowed please] **[Mandatory] [Skip to Q27]**
- 27) Which of the following groups of services are you are willing to accept reduced levels of service? Select up to six. **[Skip to Q28]**
- a. **Customer service.** Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.
 - b. **Social services and supports.** Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.
 - c. **Cultural services.** Hosting performance/cultural events for the community; supporting local cultural organizations; public art.
 - d. **Recreation.** Indoor and outdoor fitness, swimming, youth, family, and summer programs; playgrounds, sport facility access; support to local sporting associations.
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- q. **Indigenous Truth and Reconciliation.** Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.
- r. **Library Services.** Programming and funding to support library services.
- s. Other. Please specify: _____
- t. Not sure/do not know

28) Which of the following services or group of services should be protected from any reduced levels of service? Select up to six.

- a. **Customer service.** Responding to general inquiries received through telephone line, social media accounts and walk-in customers; facility bookings.
- b. **Social services and supports.** Providing information to schools and organizations about available social service programs; individual counselling and family support services, financial support programs; funding non-profit projects.
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- q. **Indigenous Truth and Reconciliation.** Indigenous educational and ceremonial events; support to the Truth and Reconciliation Calls to Action.
- r. **Library Services.** Programming and funding to support library services.
- s. Other. Please specify: _____
- t. Not sure/do not know

Section 7: Top Priorities for the City of St. Albert

29) In your opinion, what do you think should be the top three (3) priorities for the term of this new City Council? [UP TO 3 MENTIONS]

- a. _____
- b. _____
- c. _____
- d. Do not know/not sure

Section 8: 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. Your answers will not be linked with you or your household.

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

- a. _____ **YEARS**
- b. Prefer not to answer

31) Do you have any children?

- a. Yes **[Go to Q32]**
- b. No **[Skip to Q33]**
- c. Prefer not to answer **[Skip to Q33]**

32) How old is/are your child/ren? Select all that apply.

- a. Under 6 years old
- b. 6 to 11 years old
- c. 12 to 17 years old
- d. Prefer not to answer

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.

- a. Yes **[Go to Q35]**
- b. No **Thank and terminate**

34) 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.

- a. First name: _____ **[Mandatory]**
- b. Last name: _____ **[Mandatory]**
- c. E-mail address: _____ **[Mandatory]**
- d. Telephone Number: _____ **[Mandatory]**

35) Do 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 Pivotal Research at info@pivotalresearch.ca or by phone at 1-877-421-1199. **[Mandatory]**

- a. Yes, I agree
- b. 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.

Web Landing Page



2021 Community Satisfaction Survey

On behalf of the City of St. Albert, you are invited to make your opinion heard by sharing your feedback and perspectives on the services the City provides to residents. Your participation in this community consultation is essential to help the City effectively evaluate and optimize its services and will be used to inform future decision-making.

Pivotal Research Inc., a third-party Canadian research consulting firm based in Edmonton, is conducting this survey on behalf of the City of St. Albert. Your responses are confidential and only group data will be reported. If you have any questions about the collection and use of this information and/or having technical difficulties accessing the survey, please contact Pivotal Research, toll-free, at 1-877-421-1199 or info@pivotalresearch.ca.

If you have questions about the survey program, please contact Cindy de Bruijn, Senior Manager Community Relations at 780-884-2295 or cdebruijn@stalbert.ca.

This survey can be completed in approximately 8 to 10 minutes, although individual times may vary.