



2020 Community Engagement Open Public Survey

October 30, 2020



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Study Background

Y Station conducted the 2020 Community Engagement Survey for the City of St. Albert. The objective of the survey is to provide the City of St. Albert with insights into the perceptions and opinions of residents across a number of subjects, including:

- Overall quality of life in the City of St. Albert;
- Property taxes and financial planning;
- Top priorities for the City of St. Albert; and
- The impacts of COVID-19 on households within the City of St. Albert.

Surveys were conducted from October 16 to 25th, 2020:

Public Web-Based Survey (n=119)

An open web link was created by Y Station; the City promoted the link on the City website and in the local newspaper to provide all residents the opportunity to complete the survey.

General Population Survey (n=424)

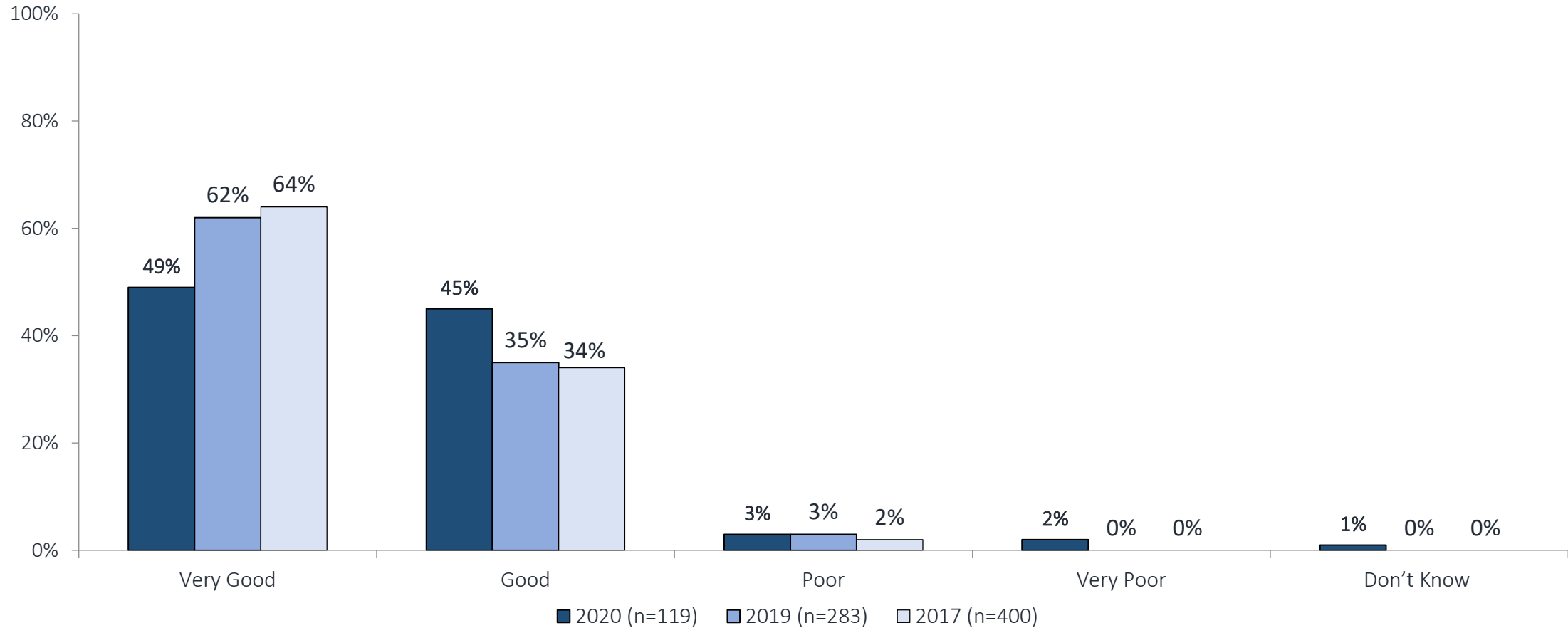
Telephone interviews and web-based surveys through targeted social media ads were conducted, with established age and gender quotas to ensure proper demographic representation of the City of St. Albert. Identical to previous survey years, for the analysis, the data was weighted by gender and age, as per the City of St. Albert's most recent census.

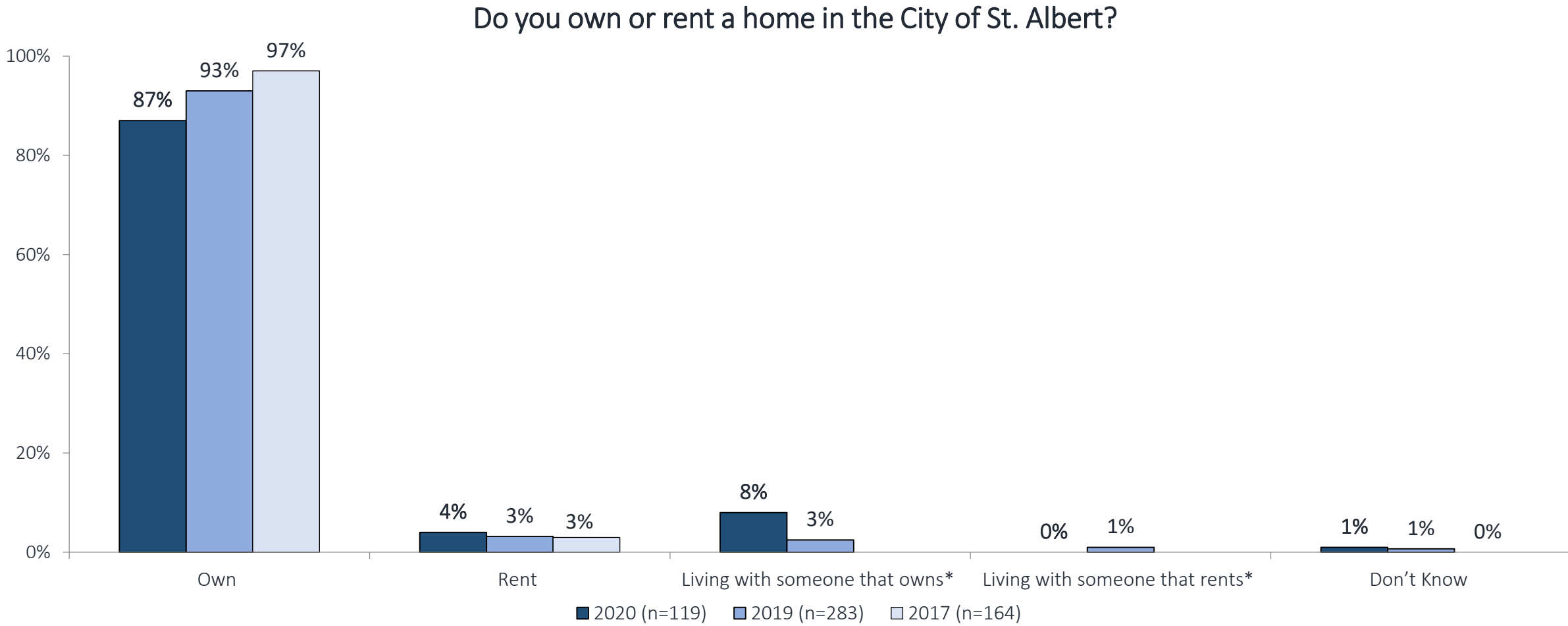
The general population survey results alone give a margin of error no greater than $\pm 4.7\%$ at the 95% confidence level (or 19 times out of 20).

This report documents the results of the **Public Web-Based Survey (n=119)**. Comparisons to previous results have been shown where applicable.

Overall Quality of Life

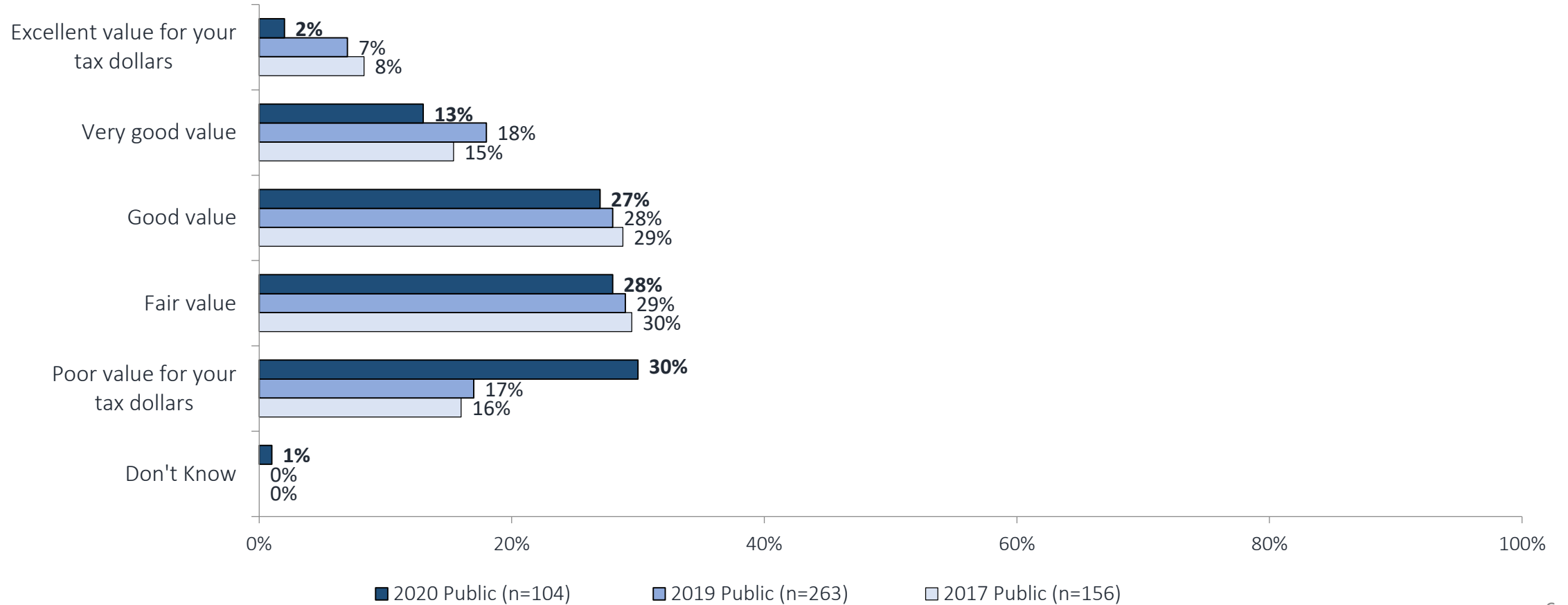
How would you rate the overall quality of life in St. Albert?





Perceived Value for Tax Dollars

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



Perceived Value for Tax Dollars

What is the main reason you feel that way?

(Respondents who felt they receive **good/very good/excellent** value for their tax dollars)

	Percentage of respondents n=43
Satisfied with/good services provided (general)	23%
Good parks/trails/green spaces	19%
Good snow removal services	19%
Good road maintenance/repairs/upgrades	14%
Overspending/wasting money/lack of fiscal responsibility	14%
Good park/green space/trail maintenance	9%
Good garbage collection services	7%
Taxes are high/continue to rise	7%
Don't Know/Not Stated	7%

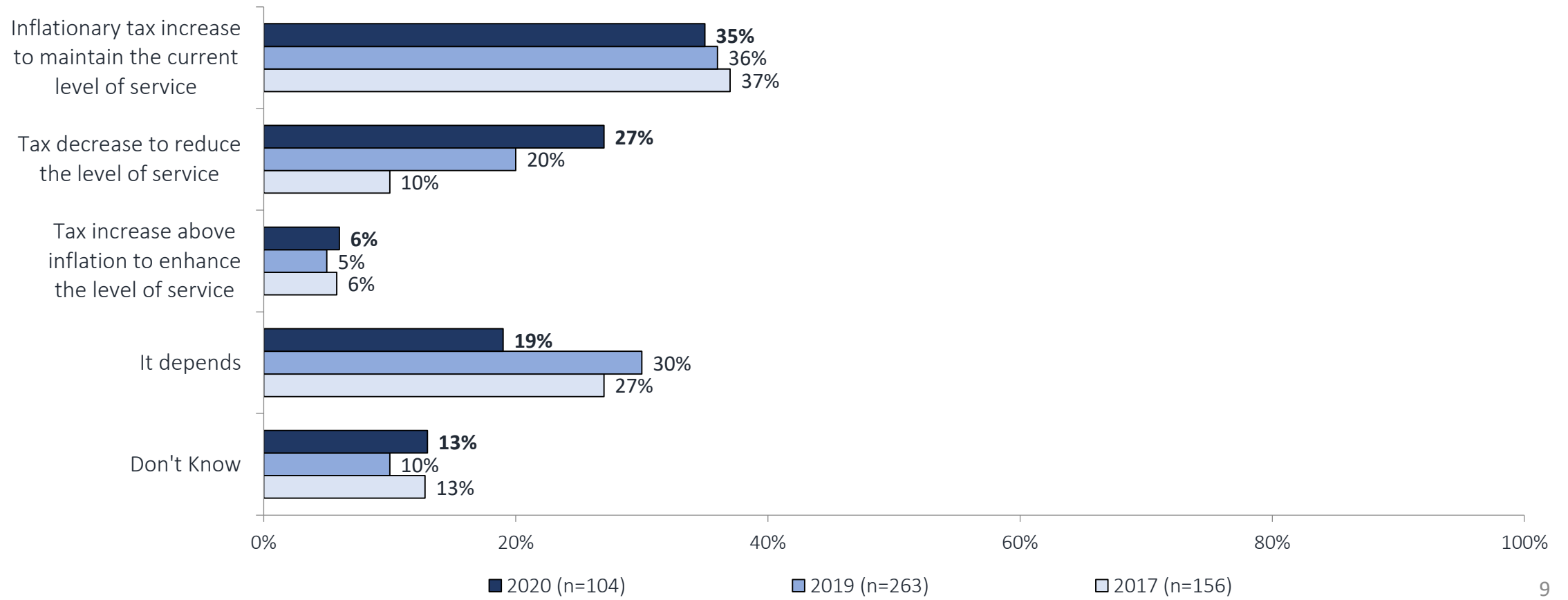
Perceived Value for Tax Dollars

What is the main reason you feel that way?
(Respondents who felt they receive **fair/poor** value for their tax dollars)

	Percentage of respondents n=60
Overspending/wasting money/lack of fiscal responsibility	25%
Lack of/poor snow removal services	23%
Taxes are high/continue to rise	17%
Lack of/poor road maintenance/repairs/upgrades	15%
Taxes are high in comparison to services received/not good value	8%
High traffic volume/congestion/poor traffic control	7%
Poor garbage/waste collection services	7%
Lack of park/green space/trail maintenance	5%
Taxes are high compared to other cities/communities with the same facilities/services	5%
Council doesn't listen/action/poor leadership/lack of transparency	3%
Lack of services provided to condo owners	3%
Services could be improved/more services (unspecified)	3%
Don't Know/Not Stated	5%

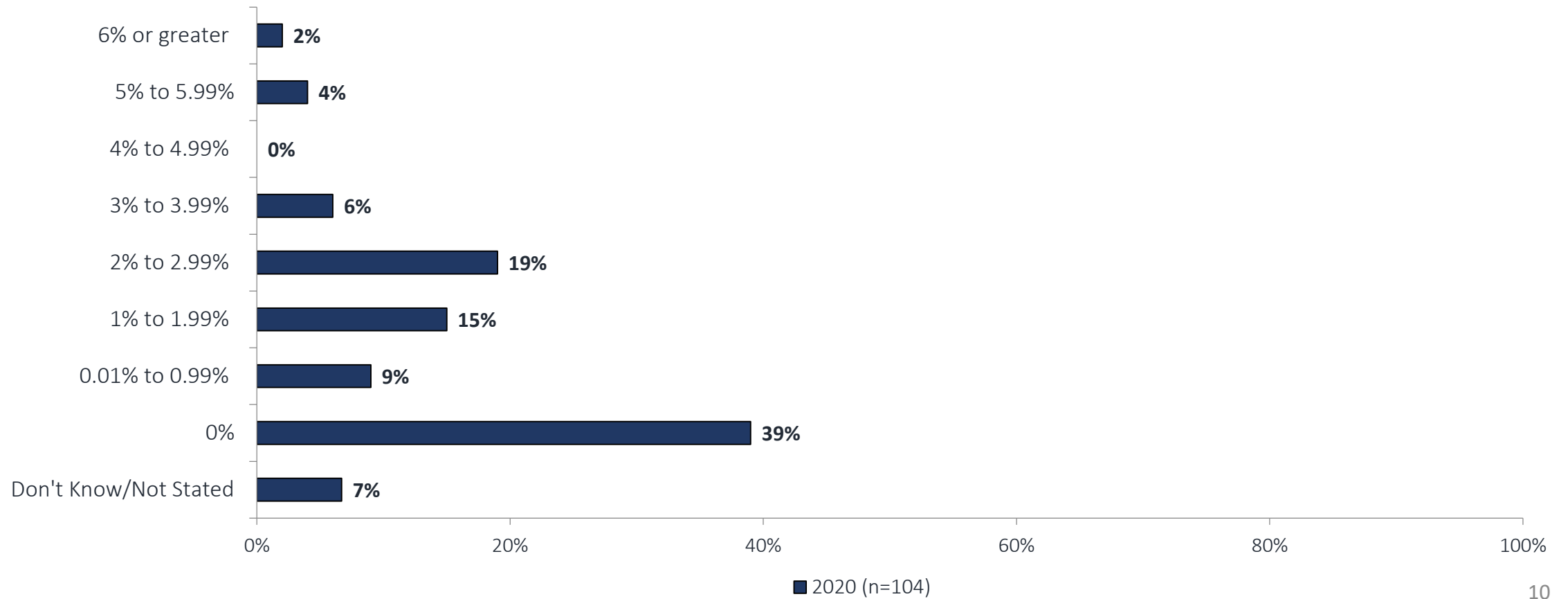
Support for Tax Strategies

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



Acceptable Tax Increase

Please indicate which percentage of tax increase you would be willing to accept:*



Top Priorities for the City

What do you think should be the top priorities for City Council?

	Percentage of respondents n=119
More roads/improved road/infrastructure system	21%
Improving traffic flow/congestion	19%
Budget/fiscal responsibility	17%
Recreation facilities/programs/services	13%
Road repairs/maintenance	13%
Attracting more businesses/stores/shopping options	12%
Reducing taxes	10%
Snow removal/street cleaning	9%
Crime reduction/more police enforcement	8%
Public transit	8%
More parks/green spaces/trails	8%
COVID-19 pandemic related priorities (general)	7%
Garbage/recycling pick-up service	6%
Support of small businesses	6%
Improve bylaw services/enforcement	5%
Improved education facilities	5%
Maintaining current level of services	5%
Don't Know/Not Stated	12%

Program Prioritization

During COVID-19, what City programs and/or service levels would you prioritize?

	Percentage of respondents n=119
Recreational facilities/programs/services	11%
Bylaw enforcement services	9%
Health care/medical services	8%
Mental health services/programs	7%
Road maintenance/repairs/upgrades	7%
Garbage/recycling/waste removal services	4%
City utilities/utility provider services	3%
Economic development programs/services	3%
Snow removal services	3%
Social support services/programs	3%
Community programs/services/activities	3%
Police/RCMP services	3%
Don't Know/Not Stated	38%

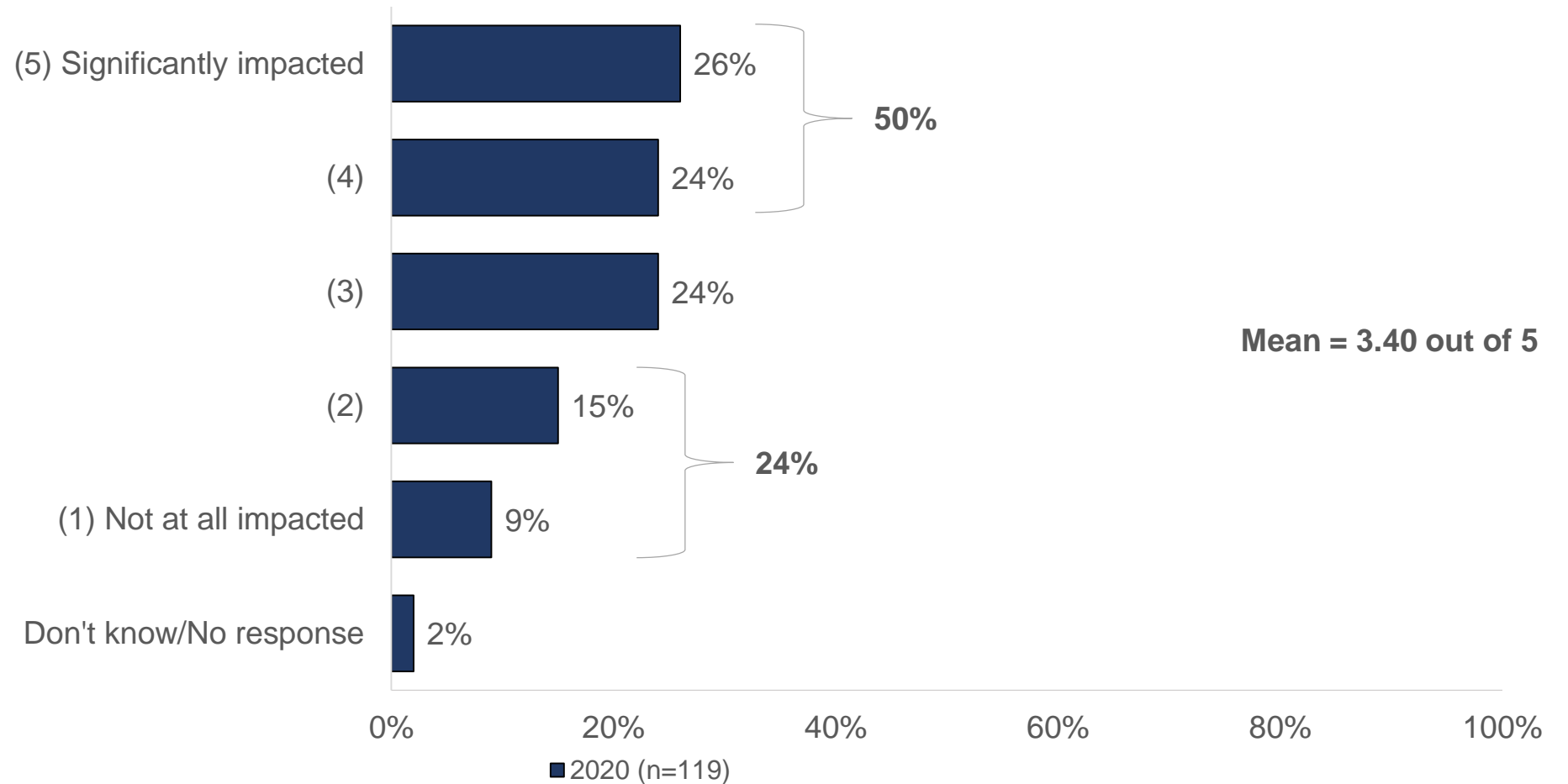
What programs and/or service levels would you decrease to reduce the City's overall operating budget in 2021?

	Percentage of respondents n=119
Arts and cultural related services/programs	15%
City decorative art/statues/landscaping projects	8%
Recreational facilities/programs/services	8%
Reduce City staffing levels	8%
Road infrastructure related projects/expansions	5%
City park/green space/playground maintenance	4%
Public transit services	3%
Reduce wages/salaries of City staff	3%
Community events/gatherings/festivals	3%
None/No programs and/or service levels	3%
Public library services	3%
Don't Know/Not Stated	43%

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COVID-19 Impact

How would you rate the level of impact that the COVID-19 pandemic has had on your household?



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COVID-19 Impact

In what ways has your household been impacted by the pandemic?

	Percentage of respondents n=119
Isolated from friends/family/limited social interaction	26%
Children doing online school/learning from home	15%
Mental health related impacts (general)	15%
Job loss/laid off/unemployment related impacts	14%
Working from home	12%
Closures/restrictions of City businesses/services/programs/amenities (general)	10%
Pay cut/reduced income related impacts	7%
High cost of goods/services	6%
Dislikes wearing mask in public buildings/spaces	5%
International travel related restrictions	3%
None/has not been impacted	3%
Personal health/medical related issues (general)	3%
Don't Know/Not Stated	16%

Respondent Demographics

	Percentage of respondents n=119
Gender	
Woman/Girl	67%
Man/Boy	30%
Prefer not to say	3%
Age	
18 to 24	3%
25 to 64	87%
65 and older	10%
Mean	47 years

Respondent Demographics

	Percentage of respondents n=119
How long have you lived in the City of St. Albert?	
10 years or less	35%
11 to 20 years	23%
21 years or more	43%
Mean	20 years
Percent of Households with at Least One (1) Person in Each Age Group	
Under 6 years of age	13%
6 to 11 years of age	19%
12 to 17 years of age	24%
18 or older	18%
None of the above	39%
Prefer not to say	4%
Do you work for the City of St. Albert?	
Yes	3%
No	98%

Respondent Demographics

	Percentage of respondents n=119
Which neighbourhood do you live in?	
Akinsdale	10%
Braeside	3%
Deer Ridge	11%
Downtown	1%
Erin Ridge	13%
Erin Ridge North	4%
Forest Lawn	3%
Grandin	8%
Heritage Lakes	2%
Kingswood	3%
Lacombe Park	13%
Mission	3%
North Ridge	13%
Oakmont	3%
Pineview	3%
Riverside	1%
Sturgeon Heights	3%
Woodlands	3%