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**File #:** AR-20-382, **Version:** 1

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**TAMRMS#:** B06

## **2020 Community Satisfaction Survey-Presentation on Findings**

Presented by: Cindy de Bruijn, Senior Manager, Community Relations

### **RECOMMENDED MOTION**

That the Community Living Standing Committee recommends that Council receive the presentation made by Y Station at the November 9 CLSC meeting, for information.

### **PURPOSE OF REPORT**

Tracy With, Chief Operating Officer and Partner with YStation (a local communications and research firm), will share context surrounding the findings of the abbreviated Community Satisfaction Survey that was completed with St Albert residents between October 16 and 25, 2020.

### **ALIGNMENT TO PRIORITIES IN COUNCIL'S STRATEGIC PLAN**

N/A

### **ALIGNMENT TO LEVELS OF SERVICE DELIVERY**

N/A

### **ALIGNMENT TO COUNCIL DIRECTION OR MANDATORY STATUTORY PROVISION**

On October 5, 2020 Council passed the following motions:

(AR-20-346)

That Council approve the proposed change in scope to the Y-Station contract, described in the report dated October 5, 2020 entitled "Engagement Contract -- Scope Change".

### **BACKGROUND AND DISCUSSION**

This survey was intended to review the impacts that the COVID-19 pandemic may have had on the data from the Fall 2019 Community Satisfaction Survey and further asked residents about the level of impact that the pandemic has had on their households.

The presentation will enable Council to better interpret and understand the data and will also allow Council the opportunity to ask questions regarding the results.

The two attachments highlight the results obtained from both the demographically represented *City of St Albert General Population* survey (green colouring) and the findings that were from the *City of St Albert's Public Link* to the survey (blue colouring).

## **STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT**

YStation conducted a demographically representative survey of over 400 residents to gauge the impacts of COVID-19 so that there was comparative data from our Community Satisfaction Survey from the fall of 2019.

Additionally, a public link was shared by the City of St Albert for the same survey where 119 residents responded.

## **IMPLICATIONS OF RECOMMENDATION(S)**

Financial: N/A

Legal / Risk: N/A

Report Date: November 9, 2020

Author: Cindy de Bruijn

Department: Office of the Deputy Chief Administrative Officer

Deputy Chief Administrative Officer: Kerry Hilts

Chief Administrative Officer: Kevin Scoble



## 2020 Community Engagement General Population Survey

October 30, 2020

Previously Distributed



# ystation

## 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.

## Research Methodology

Surveys were conducted from October 16 to 25<sup>th</sup>, 2020:

### 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).

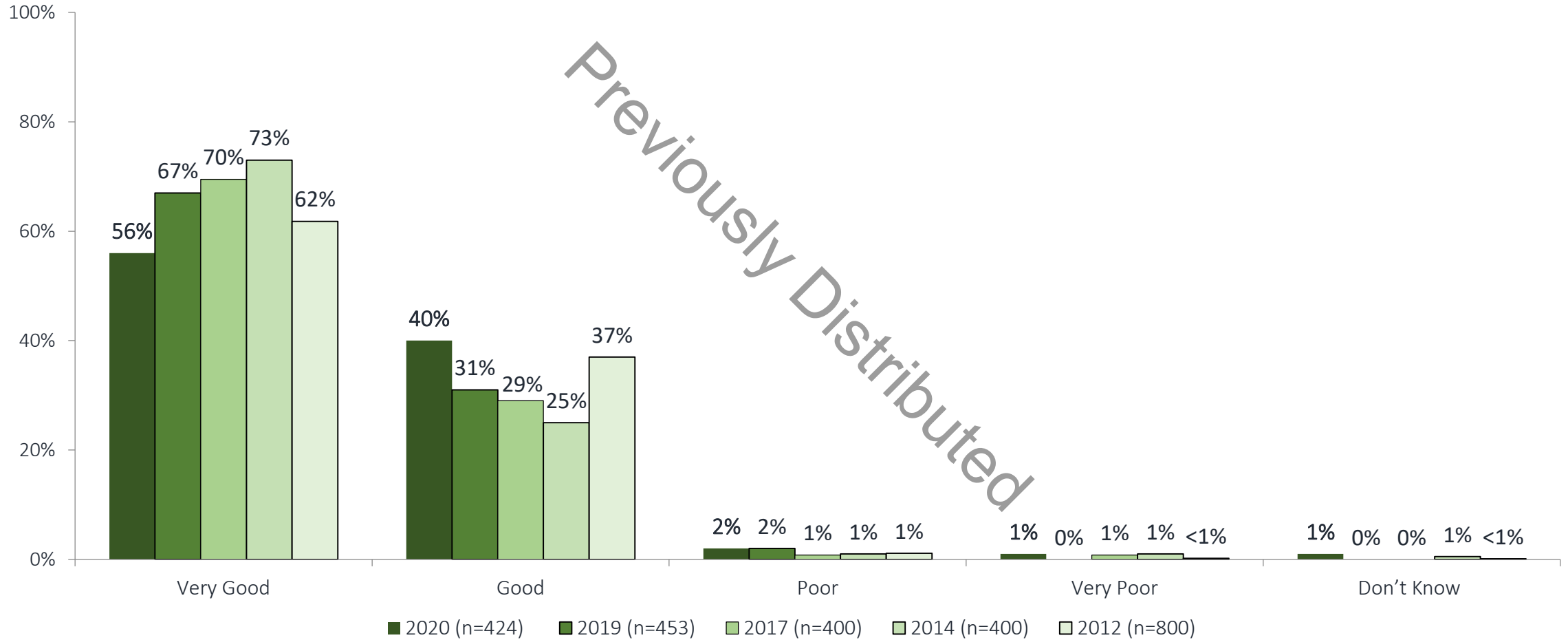
### Public Web-Based Survey (n=119)

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.

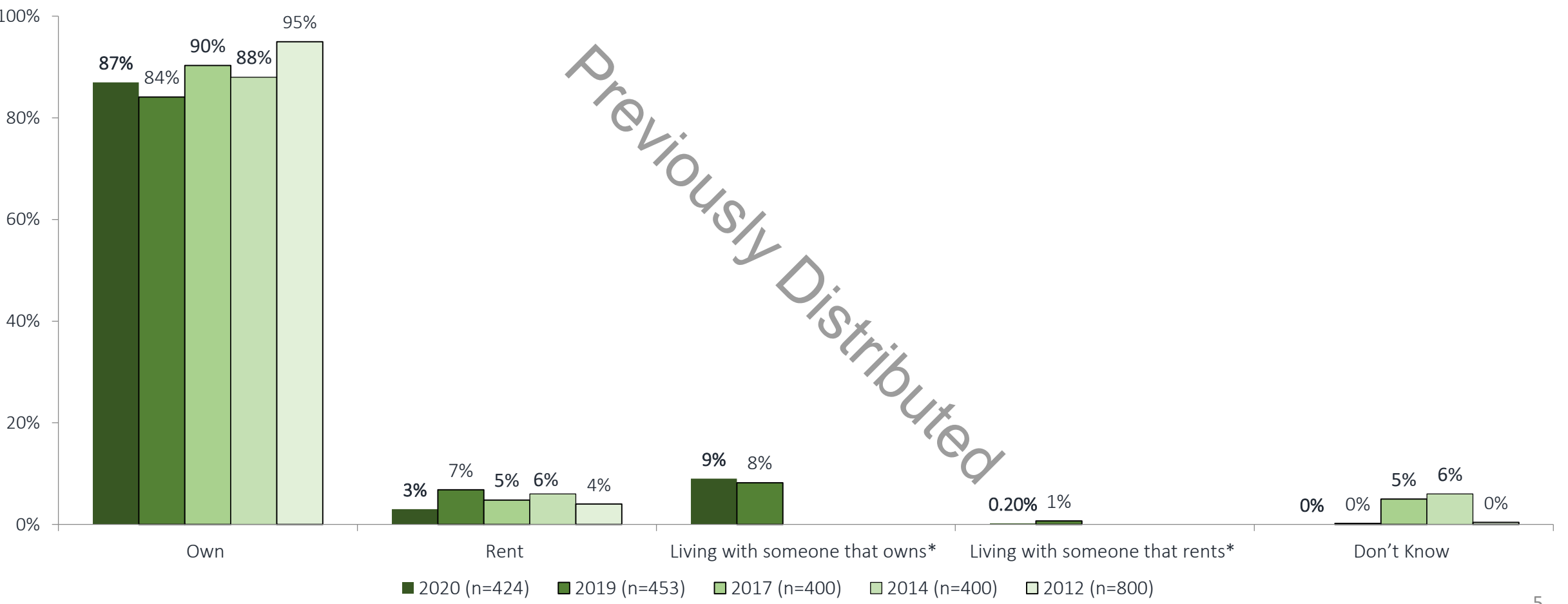
This report documents the results of the **General Population survey (n=424)**. Comparisons to previous results have been shown where applicable.

## Overall Quality of Life

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

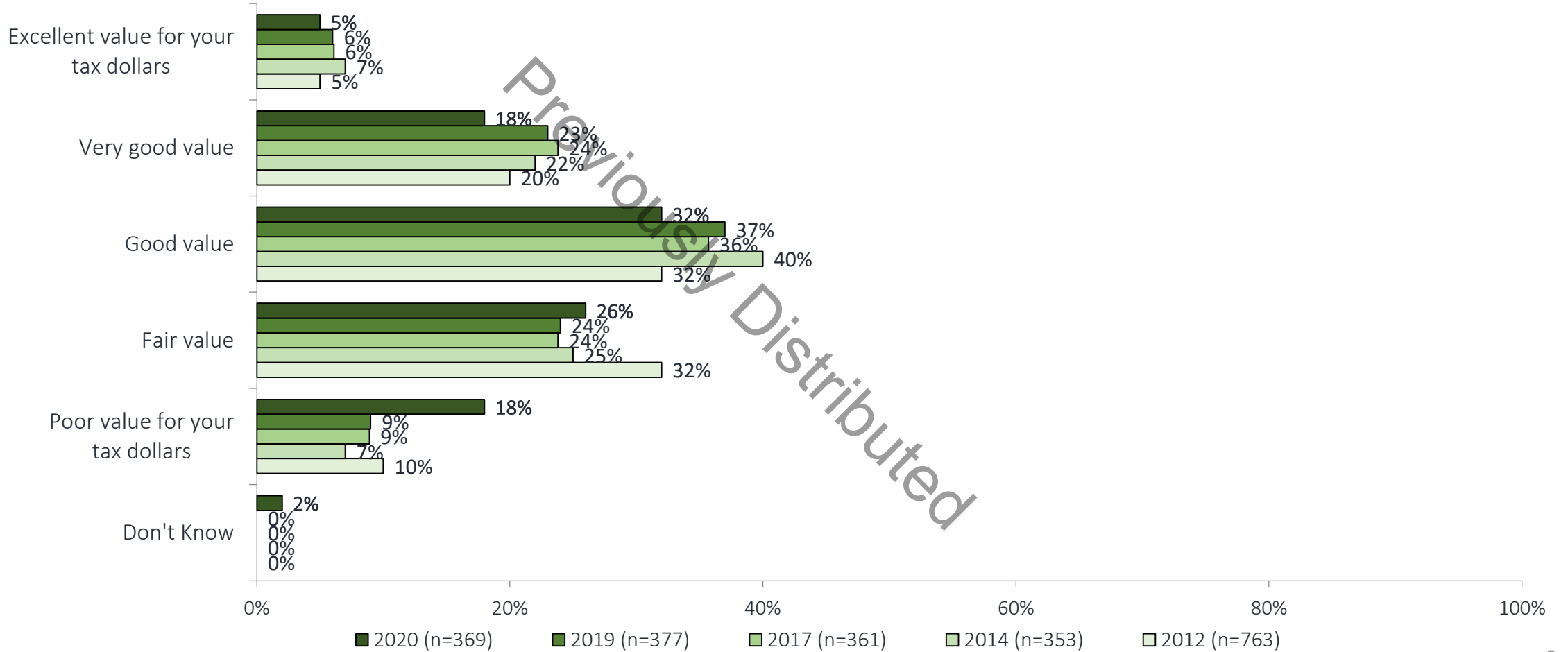


Do you own or rent a home in the City of St. Albert?



## 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=203
Satisfied with/good services provided (general)	29%
Good snow removal services	14%
Good road maintenance/repairs/upgrades	12%
Good parks/trails/green spaces	8%
Overspending/wasting money/lack of fiscal responsibility	8%
Good recreation programs/facilities	6%
Good garbage collection services	6%
City is clean/tidy	6%
Services could be improved/more services (unspecified)	6%
Taxes are high/continue to rise	5%
Taxes are high, but services are good	5%
Good library system	5%
Lack of/poor snow removal services	3%
Don't Know/Not Stated	6%

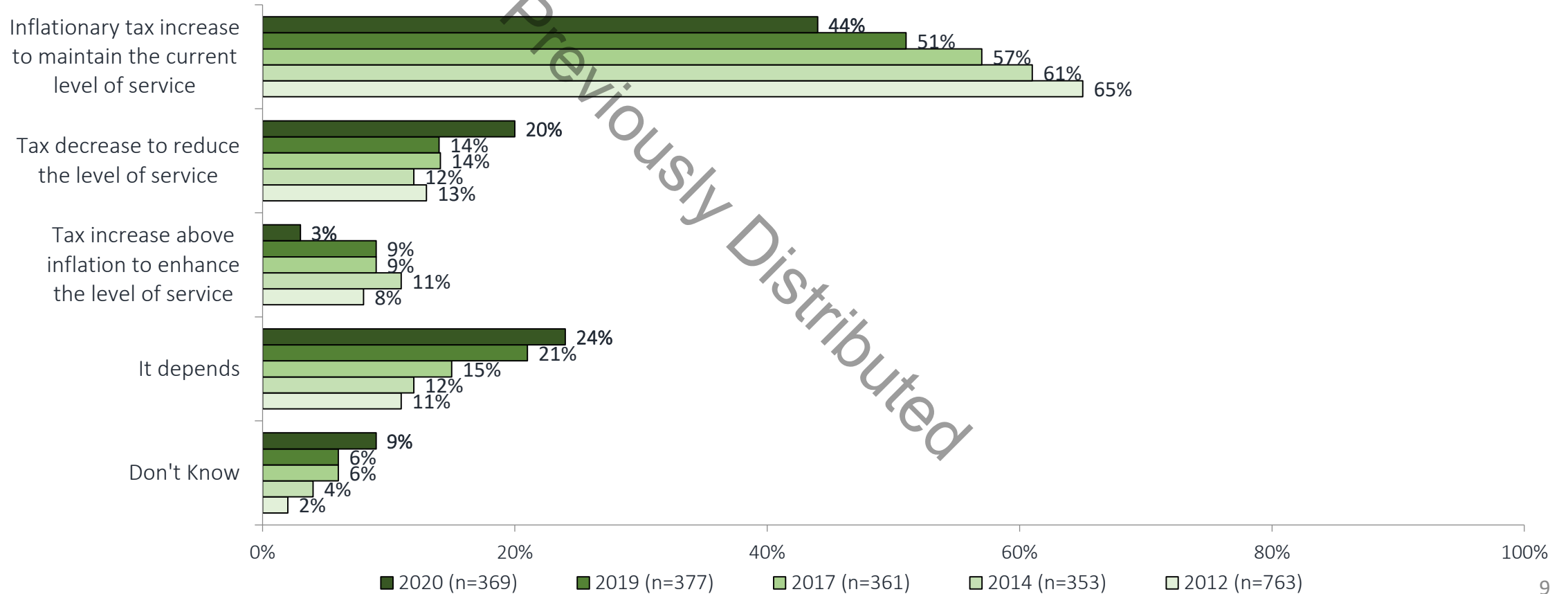
## Perceived Value for Tax Dollars

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=160
Overspending/wasting money/lack of fiscal responsibility	28%
Taxes are high/continue to rise	27%
Lack of/poor snow removal services	16%
Taxes are high in comparison to services received/not good value	9%
Taxes are high compared to other cities/communities with the same facilities/services	8%
Services could be improved/more services (unspecified)	8%
High traffic volume/congestion/poor traffic control	6%
Council doesn't listen/action/poor leadership/lack of transparency	4%
Poor garbage/waste collection services	3%
Lack of park/green space/trail maintenance	3%
Don't Know/Not Stated	3%

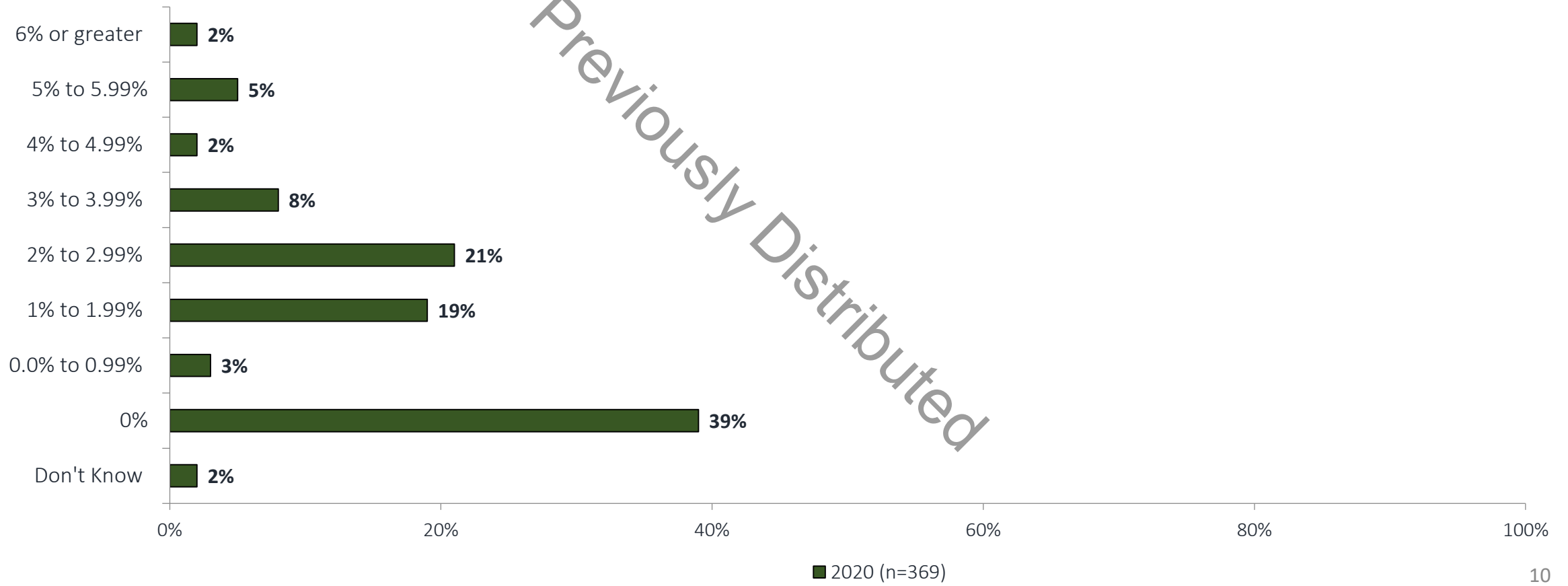
## Support for Tax Strategies

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=424
Improving traffic flow/congestion	19%
Road repairs/maintenance	17%
More roads/improved road/infrastructure system	16%
Budget/fiscal responsibility	15%
Attracting more businesses/stores/shopping options	14%
Recreation facilities/programs/services	13%
Snow removal/street cleaning	9%
Reducing taxes	9%
Park/green space maintenance/upkeep	8%
More parks/green spaces/trails	7%
Crime reduction/more police enforcement	7%
Improved education facilities	6%
Public transit	5%
Garbage/recycling pick-up service	4%
Environmental related priorities	4%
COVID-19 pandemic related priorities (general)	4%
City growth/expansion/controlling growth	4%
More social services/programs	4%
New library	4%
Don't Know/Not Stated	10%

## Program Prioritization

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

	Percentage of respondents n=424
Recreational facilities/programs/services	14%
Health care/medical services	9%
Public library services	8%
Programs/services for seniors	5%
Social support services/programs	5%
Road maintenance/repairs/upgrades	4%
Bylaw enforcement services	4%
None/No programs and/or service levels	4%
Snow removal services	4%
Public transit services	4%
Schools/educational services	4%
Increased public awareness/communication about COVID-19	3%
Garbage/recycling/waste removal services	3%
Mental health services/programs	3%
City park/green space/playground maintenance	3%
Don't Know	33%

Responses below 3% not shown

Base: All Respondents

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

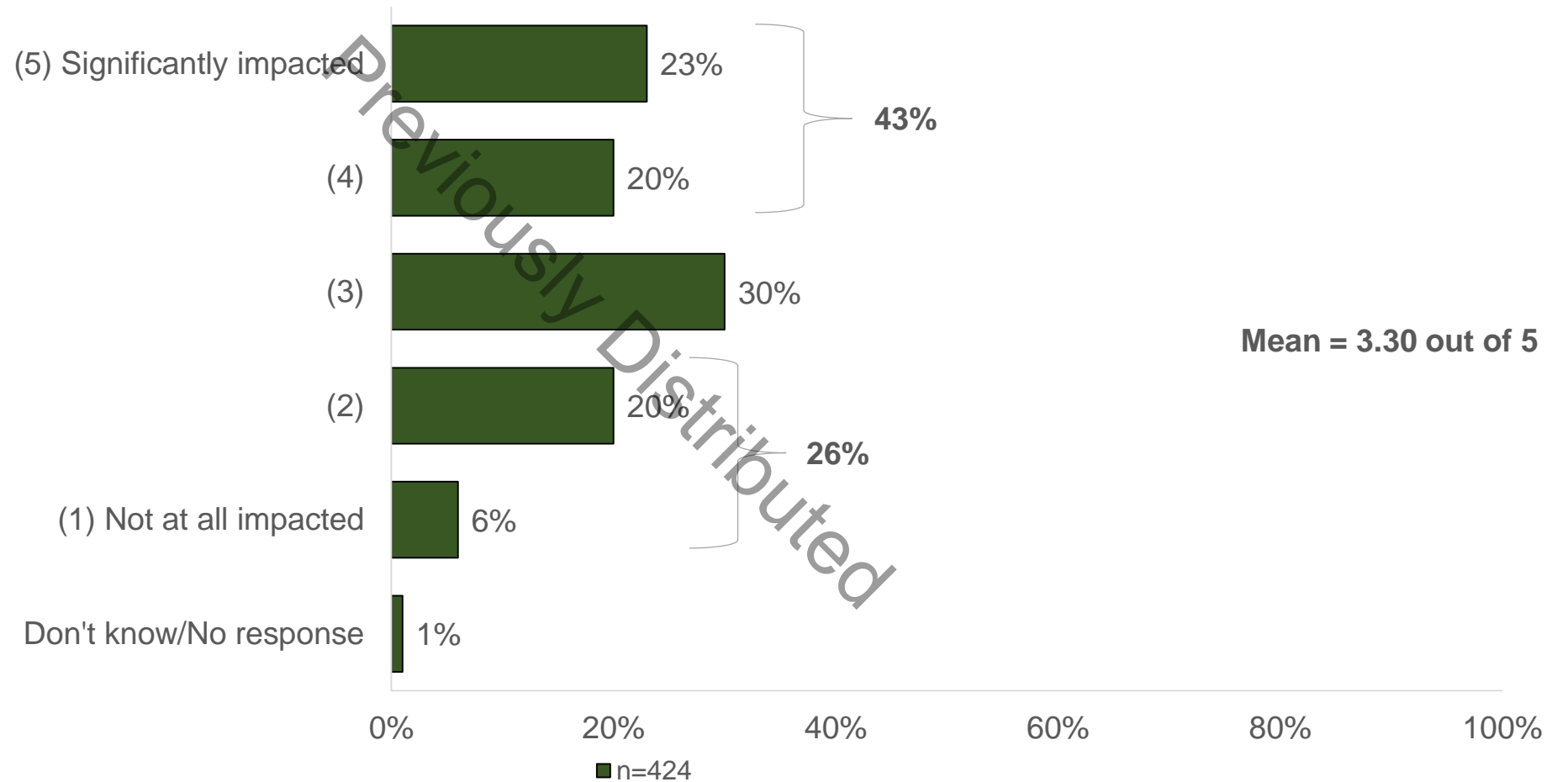
	Percentage of respondents n=424
City decorative art/statues/landscaping projects	10%
Recreational facilities/programs/services	8%
None/No programs and/or service levels	8%
Arts and cultural related services/programs	6%
Public transit services	6%
Public library services	5%
Reduce wages/salaries of City staff	3%
Road infrastructure related projects/expansions	3%
Reduce City staffing levels	3%
Photo radar services	2%
City park/green space/playground maintenance	2%
Police/RCMP services	2%
Garbage/recycling/waste removal services	2%
Don't Know	44%

Responses below 2% not shown

# ystation

## COVID-19 Impact

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



# ystation

## COVID-19 Impact

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

	Percentage of respondents n=424
Isolated from friends/family/limited social interaction	34%
Job loss/laid off/unemployment related impacts	20%
Closures/restrictions of City businesses/services/programs/amenities (general)	17%
Pay cut/reduced income related impacts	11%
Mental health related impacts (general)	9%
Working from home	9%
Children doing online school/learning from home	7%
International travel related restrictions	5%
None/has not been impacted	4%
Dislikes wearing mask in public buildings/spaces	3%
Personal health/medical related issues (general)	2%
High cost of goods/services	1%
Don't Know/Not Stated	7%



## Respondent Demographics

Percentage of respondents n=424	
Gender	
Woman/Girl	51%
Man/Boy	47%
Non-binary	1%
Two-Spirit	<1%
Prefer not to say	1%
Age	
18 to 24	12%
25 to 64	69%
65 and older	19%
<b>Mean</b>	<b>51.0 years</b>

## Respondent Demographics

	Percentage of respondents n=424
How long have you lived in the City of St. Albert?	
10 years or less	19%
11 to 20 years	26%
21 years or more	55%
<b>Mean</b>	<b>24.4 years</b>
Percent of Households with at Least One (1) Person in Each Age Group	
Under 6 years of age	10%
6 to 11 years of age	14%
12 to 17 years of age	18%
18 or older	42%
Do you work for the City of St. Albert?	
Yes	2%
No	98%

Percentage of respondents n=424	
Which neighbourhood do you live in?	
Akinsdale	5%
Braeside	2%
Deer Ridge	11%
Downtown	1%
Erin Ridge	9%
Erin Ridge North	2%
Forest Lawn	4%
Grandin	12%
Heritage Lakes	5%
Inglewood	1%
Jensen Lakes	1%
Kingswood	5%
Lacombe Park	12%
Mission	3%
North Ridge	9%
Oakmont	9%
Pineview	3%
Riverside	1%
Sturgeon Heights	2%
Woodlands	4%



## 2020 Community Engagement Open Public Survey

October 30, 2020

Previously Distributed



# ystation

## 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:

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- Top priorities for the City of St. Albert; and
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## Research Methodology

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### **General Population Survey (n=424)**

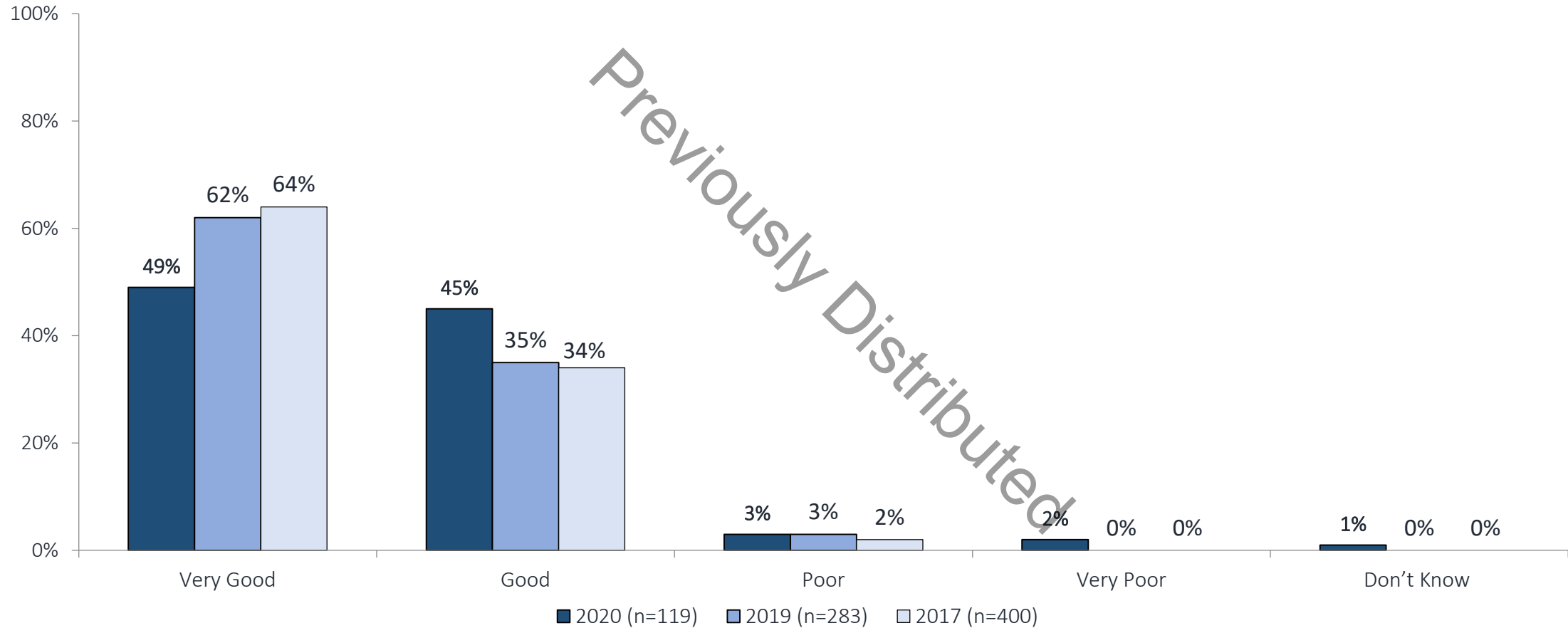
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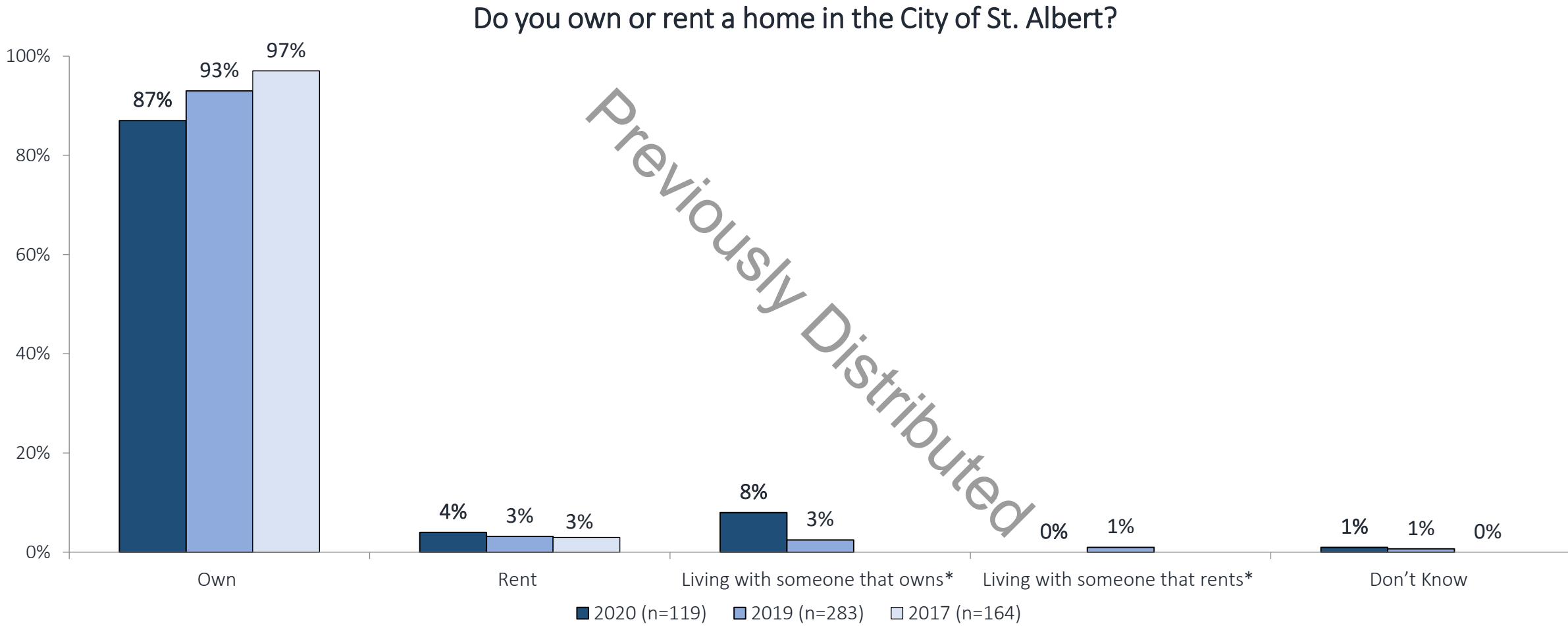
The general population survey results alone give a margin of error no greater than  $\pm 4.7\%$  at the 95% confidence level (or 19 times out of 20).

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?

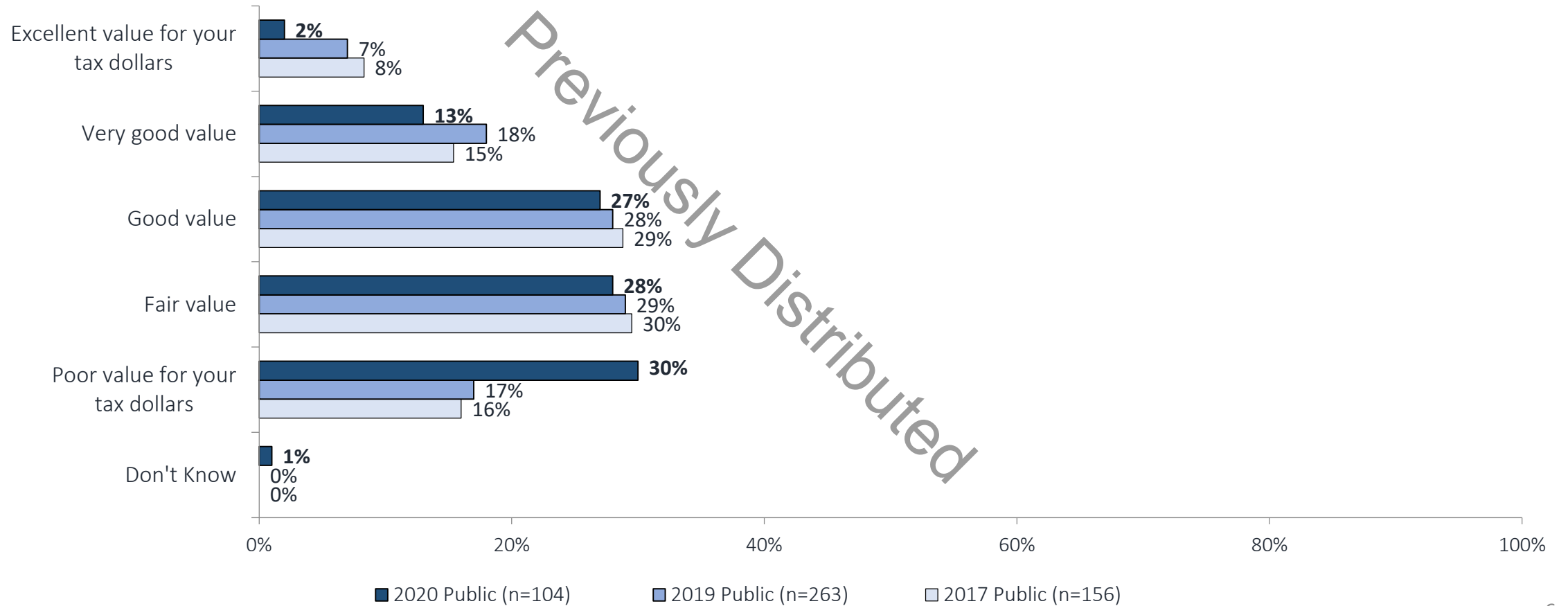






## Perceived Value for Tax Dollars

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%

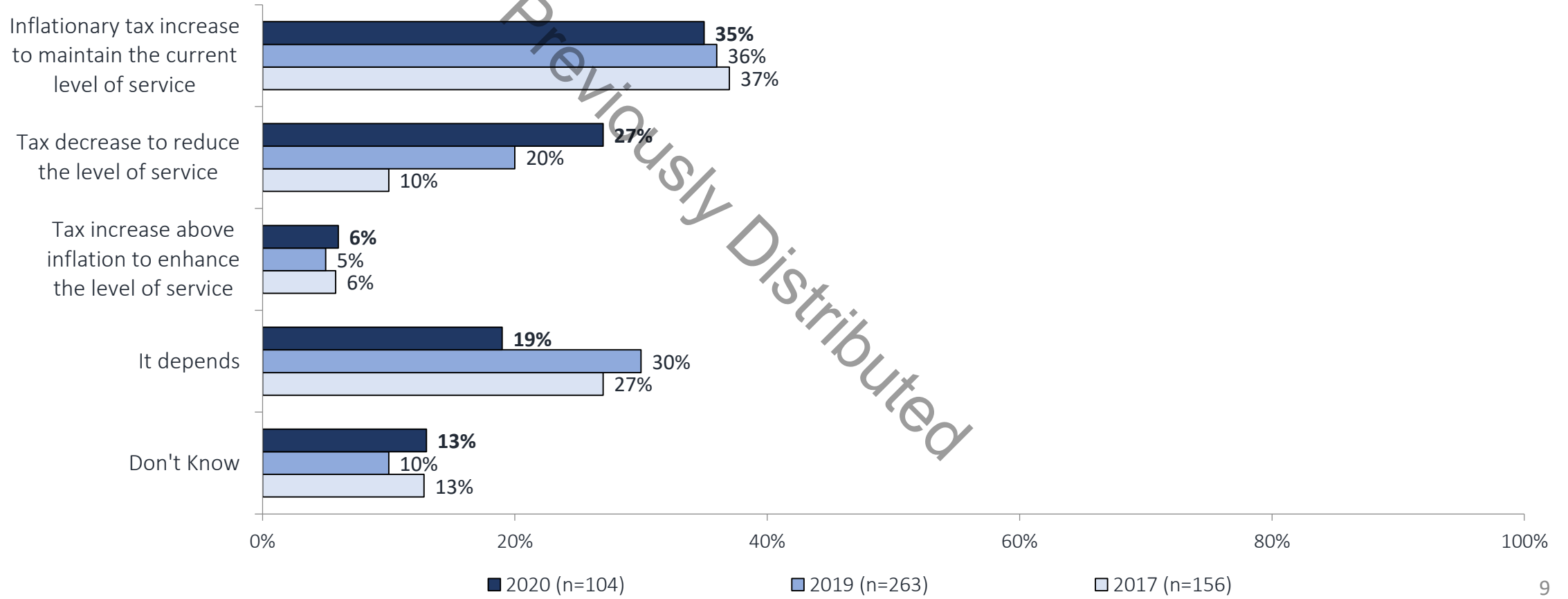
## Perceived Value for Tax Dollars

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%

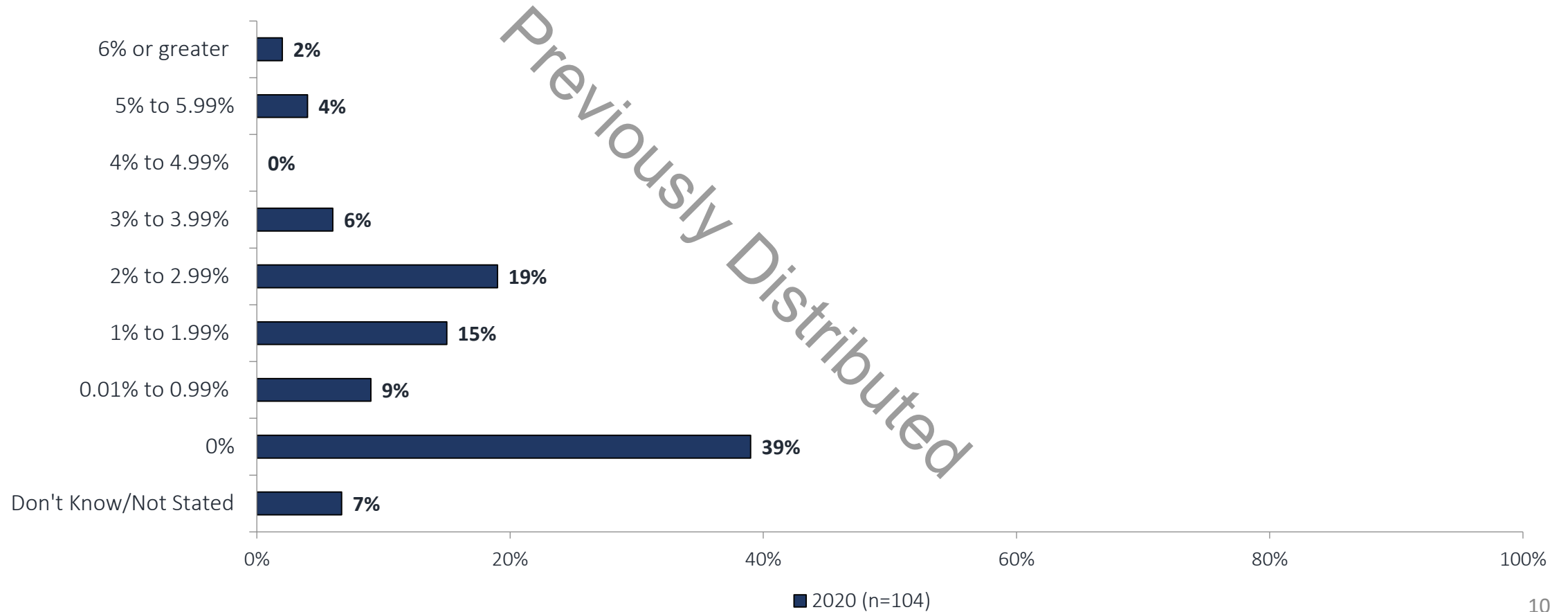
## Support for Tax Strategies

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%

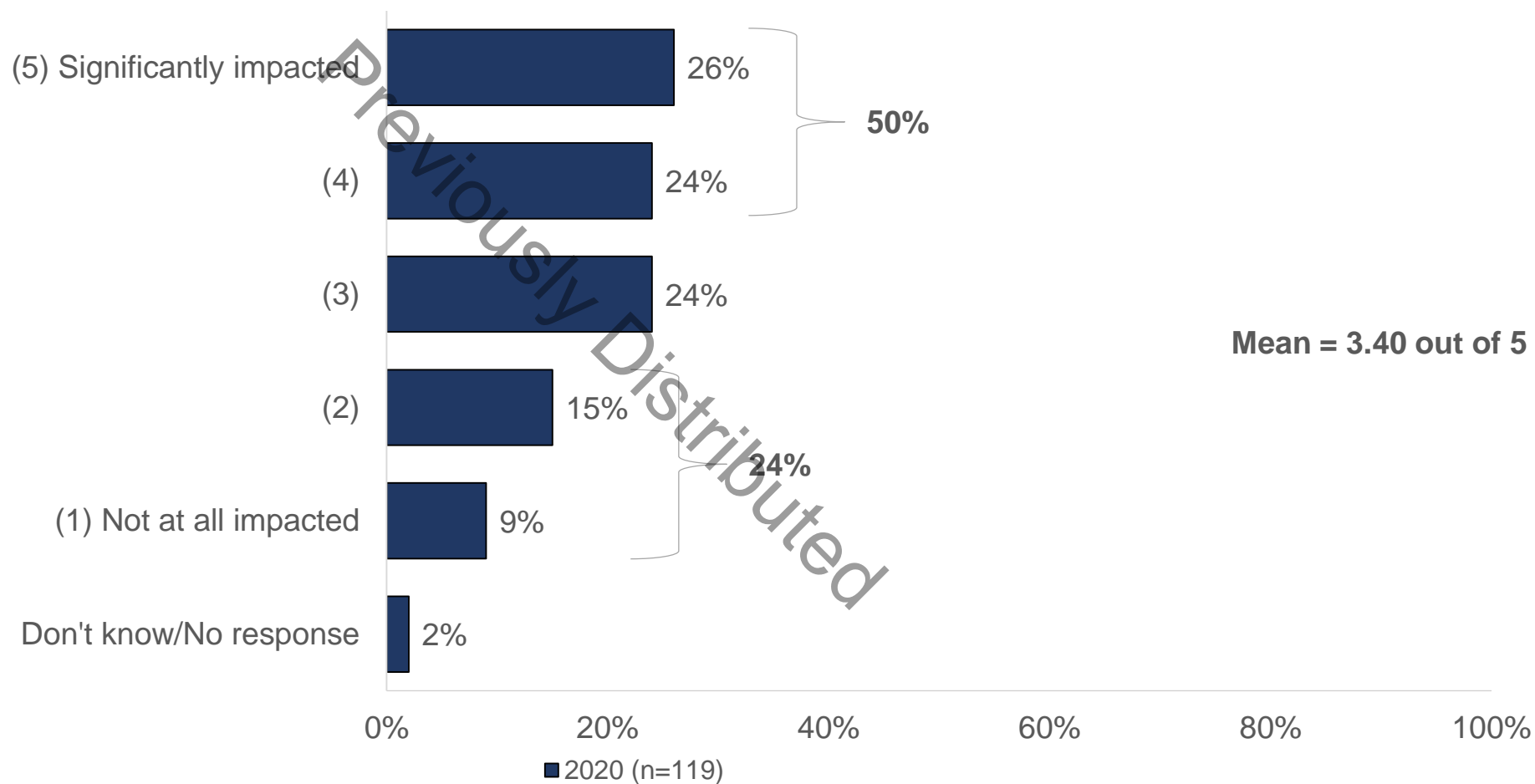
What programs and/or service levels would you decrease to reduce the City's overall operating budget in 2021?

	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%

# ystation

## COVID-19 Impact

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





# ystation

## 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%

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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	<b>47 years</b>

## 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%