

CITY OF ST. ALBERT

**2009 Community Satisfaction Survey
Final Report**

May 21, 2009



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SUMMARY OF FINDINGS

In support of its values of open dialogue and collaborative relationships, the City of St. Albert is committed to conducting an annual citizen survey, to ensure that satisfaction with various aspects of living in the community are maintained or increased. Overall, results of the 2009 survey showed that satisfaction levels for all measures were generally high, including the overall quality of life and the services provided by City employees. However, the results also showed there were shifts in the level of positive satisfaction for many St. Albert services, facilities and programs, however, these lower satisfaction ratings were not significant compared to 2008 results. Significant increases were seen in areas such as satisfaction with Servus Place, perceived value for residents' tax dollars and Council planning for the future. Specific findings include:

Quality of Life

- Ninety-seven percent (97%) of respondents rated the overall quality of life in St. Albert as positive. More specifically, respondents rated the quality of life as excellent (26%), very good (52%) or good (19%).
- Respondents indicated the most significant factor contributing to a high quality of life in St. Albert was parkland, green spaces, or the river trail system (40%).
- The factor most frequently indicated as contributing to a low quality of life in St. Albert was high taxes, or tax increases (37%).
- Approximately three-quarters (72%) of respondents agreed the City of St. Albert is committed to preserving the environment.

Overall Satisfaction with City Services, Facilities and Programs

- The majority of respondents (87%) indicated they were satisfied overall with the services provided by the City of St. Albert.
- Satisfaction levels were highest for the parks and trail system (93%), emergency medical and fire services (89%), and RCMP Police services (84%).

Satisfaction with St. Albert Operated Facilities

- Satisfaction levels with facilities were generally high, including the Arden Theatre (90%), the Fountain Park Recreation Centre (88%), the St. Albert Public Library (87%), and the Woodlands Water Play Park (79%).
- Satisfaction levels for other St. Albert operated facilities, including heritage sites (72%), outdoor rinks (65%), the Grosvenor Outdoor Pool (65%) and the Akinsdale¹ or Kinex Arena (62%) slightly decreased in 2009, however these lower satisfaction ratings were not significant compared to 2008 results.
- Satisfaction with Servus Credit Union Place increased by 15% in 2009, a significant improvement from 2008 (55% from 40% in 2008).

¹ It should be noted that in 2009, the Kinex Area became known as the Akinsdale/Kinex Arena, and the Campbell Arena site is now home to Servus Credit Union Place. Therefore, the 2009 survey only measured respondent satisfaction with the Akinsdale/Kinex Arena.

Satisfaction with St. Albert Programs

- Respondents were generally satisfied (77%) with St. Albert cultural programs, 37% being very satisfied and 40% being somewhat satisfied.
- The majority (85%) of respondents were satisfied overall with recreational programs and activities in St. Albert.
- Satisfaction with family and community support services experienced a decrease of 6% this year and, therefore, the satisfaction ratings were comparably lower (59%) when compared to other St. Albert programs.

Overall Importance and Service Improvements

- Areas identified as key strengths of St. Albert included:
 - Parks and trail system;
 - Recreational programs and activities;
 - Garbage collection services;
 - RCMP Police Services;
 - Emergency Medical and Fire Services; and
 - St. Albert Public Library.
- Primary areas of improvement included:
 - Recycling and composting depots;
 - St. Albert Public Transit;
 - Winter road maintenance;
 - Summer road maintenance;
 - Sewer services; and
 - Family and community support services.
- Respondents indicated that better recycling options (13%) and not increasing taxes or raising taxes for Servus Place (9%) would do most to better meet their needs.

Contact with City of St. Albert Employees

- Nearly sixty percent (59%) of respondents had been in contact with a City employee over the past year.
- City employees were contacted in person (48%), by phone (45%), via email (4%) and by mail or fax (3%).
- Respondents that contacted City employees were generally satisfied with the service they received (88%), 61% being very satisfied and 27% being somewhat satisfied.

Perceptions of Safety in St. Albert

- Most respondents (90%) agreed St. Albert is a safe place to live, 44% strongly agreeing and 46% somewhat agreeing.
- Issues identified as the greatest safety concerns included drugs in the community (44%), youth vandalism (37%), and theft or burglary (27%).

Neighbourhood Development

- New in 2009, respondents were asked a series of questions regarding neighbourhood development.
- When asked if there were any issues or areas of improvement within their neighbourhood that they felt residents could work on together in order to help strengthen their neighbourhood, almost a quarter of respondents (22%) suggested developing a neighbourhood watch program such as crime watch, citizen patrol or partners in the park.
- Over seventy percent (71%) of respondents indicated their neighbourhood would be willing to work together on local issues or projects that would help improve their neighbourhood.
- The majority (82%) of respondents indicated they personally would be willing to participate in the process of resolving key neighbourhood issues or work cooperatively with their neighbours on a local development project.

Views Towards Property Taxes

- Nearly all respondents (94%) owned their home in St. Albert versus renting (6%).
- Of these homeowners (n=750), almost half (49%) believed they received good or very good value for their tax dollar, while 37% believed they received fair value, and 13% believed they received poor value for their tax dollar.
- When asked why they felt they received very good or good value for their tax dollar, respondents most frequently mentioned St. Albert has good or great services (22%).
- Respondents that believed their tax dollar represents fair or poor value indicated taxes were high in comparison to services received (20%) and taxes were too high or continue to rise (15%).
- The tax strategy supported by the greatest proportion of respondents was an inflationary tax increase to maintain services (62%), followed by a tax decrease (15%).

Municipal Leadership

- Respondents identified balancing the City budget or keeping expenses down as the most important issue facing St. Albert City Council today (14%).
- Fifty-eight percent (58%) of respondents agreed that City Council is planning for the future of the community, with another 26% neither agreeing nor disagreeing with the statement.

City News and Promotions

- The St. Albert Gazette was the communications medium that respondents most frequently relied on as their primary source of information and news about City Hall and City services, programs and initiatives (79%).
- The majority (85%) of respondents indicated they read the Citylights advertising feature at some frequency, 30% always, 39% sometimes, and 16% rarely.

- Of the respondents that read the Citylights feature (n=689), the majority (86%) believed the feature was valuable to some degree, with 26% indicating it was very valuable and 59% indicating it was somewhat valuable.

1.0 STUDY BACKGROUND

In support of its values of open dialogue and collaborative relationships, the City of St. Albert is committed to conducting an annual citizen survey. The survey enables the City to listen to the opinions and perceptions of citizens to ensure that satisfaction with various aspects of living in the community are maintained or increased. Banister Research & Consulting Inc. was commissioned to conduct the 2009 community satisfaction survey.

Similar to surveys in the past, the findings from this year's survey provide the City of St. Albert with insight into the perceptions and opinions of residents across a number of issues including:

- ◆ Overall quality of life in the City;
- ◆ Factors contributing to the City's quality of life;
- ◆ Satisfaction with various services, facilities, and programs;
- ◆ Overall importance of City services;
- ◆ Contact and satisfaction with City of St. Albert municipal staff;
- ◆ Safety issues;
- ◆ Value received for tax dollar;
- ◆ Satisfaction with municipal leadership; and
- ◆ City news and promotions.

New in 2009, respondents were asked a series of questions regarding neighbourhood development in order to identify community issues, and gauge respondent willingness to work cooperatively with their neighbours to strengthen neighbourhoods across St. Albert.

This report outlines the results for the 2009 survey of St. Albert residents, and includes a comparison of the 2006 to 2008 survey results to determine, where appropriate, if there have been shifts in the perceptions and opinions of City of St. Albert residents over the past four years.

2.0 METHODOLOGY

The survey instrument utilized in the 2008 survey formed the basis for the instrument utilized in this survey with some modifications made to update the study.

The questionnaire was finalized based upon a pretest of 10 interviews with a random sample of respondents. The pretest assessed interview length and flow patterns and identified any problem questions or difficulties in comprehension or wording as well as areas of respondent resistance. A copy of the final questionnaire is provided in Appendix A.

2.1 Survey Population and Data Collection

Telephone interviews were conducted from April 3 to April 25, 2009. Banister Research completed a total of 800 telephone interviews with St. Albert citizens 18 years of age or older. To ensure the survey sample provided sufficient accuracy within each quadrant of the City, 200 interviews were conducted within the northwest, northeast, southwest and southeast areas of St. Albert. In consultation with the client, City quadrants were established based on the following parameters:

- **North East**, or east of St. Albert Road and north of the Sturgeon River (communities: Erin Ridge, Oakmont, Inglewood);
- **North West**, or west of St. Albert Road and north of the Sturgeon River (communities: Lacombe Park, Mission, Northridge, Deer Ridge);
- **South West**, or south of the Sturgeon River and west of St. Albert Road (communities: Riel, Grandin, Heritage Lakes, Downtown);
- **South East**, or south of the Sturgeon River and east of St. Albert Road (communities: Braeside, Woodlands, Kingswood, Pineview, Campbell, Akinsdale, Forest Lawn, Sturgeon).

City-wide results provide a margin of error no greater than $\pm 3.3\%$ at the 95% confidence level or 19 times out of 20.

The sampling strategy involved randomly dialing phone numbers from the most recent telephone directory for the City of St. Albert. Quotas were established to ensure equal proportions of male and female

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

The table below presents the results of the final call attempts. Using the call summary standard established by the Marketing Research and Intelligence Association, there was a 23% response rate and a 64% refusal rate. These figures do not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification:	Number of Calls:
Completed Interviews	800
Busy/No answer/Answering machine/Respondents unavailable	1,479
Refusals	1,612
Fax/Modem/Business	140
Not-In-Service/Wrong number	150
Terminated/Language barrier	22
Disqualified/quota full	108
Total	4,311

2.2 Data Analysis

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g., overall satisfaction with services, contact with City employees, demographics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level. The “Selected Sub-Segment Findings” portions of the report present selected findings from the cross tabulation analysis.

Identical to previous survey years, for the analysis, weights were assigned to the specific quadrant data to ensure that their representation in the City-wide sample was proportionate to their representation in the City of St. Albert 2006 population. The following outlines the weighting factors utilized in this research.

It is important to note that this report provides a detailed description of the survey findings based on City-wide *weighted* results, or all respondents. Residential, quadrant-specific results have been presented based on unweighted results.

City Quadrant & Population	% of Total Population	# of Interviews Completed	Weighting Factor	Representative # of Interviews
North East: 8,658	15%	200	0.6000	120
North West: 17,316	30%	200	1.2000	240
South West: 11,544	20%	200	0.8000	160
South East: 20,202	35%	200	1.4000	280

3.0 STUDY FINDINGS

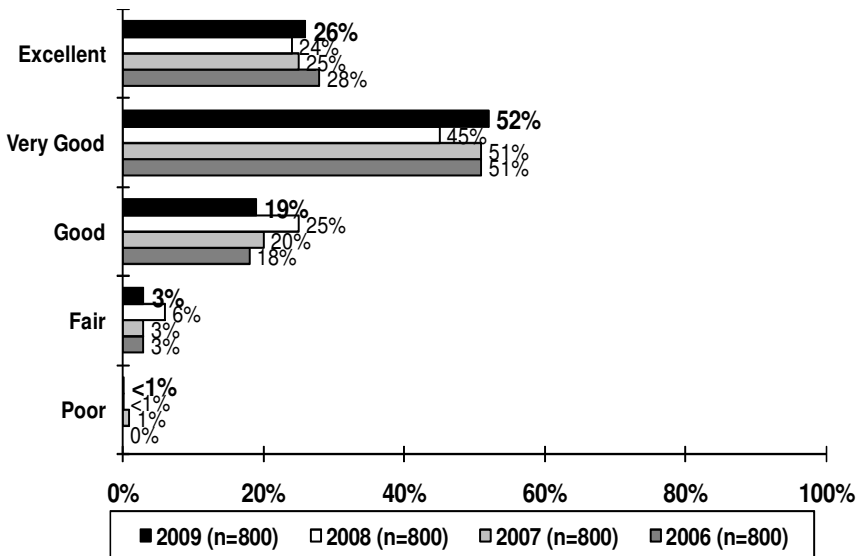
Results of the study are presented as they relate to the specific topic areas addressed by the survey. The reader should note, when reading the report that the term significant refers to “statistical significance”.

3.1 Residents Perceived Quality of Life in St. Albert

The majority of respondents (97%) provided a positive rating for the quality of life in St. Albert, 19% rating it good, 52% very good, and 26% rating it excellent. There was a significant increase (7%) in respondents providing a rating of ‘very good’ and a proportionate decrease (6%) in those using the rating ‘good’.

Figure 1

Overall Quality of Life in St. Albert



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to rate the quality of life in St. Albert as **good, very good, or excellent** included:

- Those that believed they receive good or very good value for their tax dollar (100% versus 93% that believed they receive fair or poor value); and
- Respondents that were satisfied or neutral towards their contact with a City employee (97% versus 90% of respondents that were dissatisfied).

When asked to name the most significant factors contributing to a high quality of life in St. Albert, respondents most frequently mentioned the parkland, green spaces, or river trail system (40%), St. Albert being a safe place to live, the low crime or good police presence (25%) and the community atmosphere or friendly people (24%). See Table 1.

Table 1

In your opinion, what would you say are the three most significant factors contributing to a <u>high</u> quality of life in the City of St. Albert?	Percent of Respondents*	
	2009 (n=800)	2008 (n=800)
	Parkland / green spaces / river trail system / park system / wildlife	40
Safe place to live / low crime rate / good policing	25	22
Residential community atmosphere / friendly people / community spirit / small town feel	24	22
Availability of services / community services / public facilities	21	14
Availability of shopping / amenities / entertainment / restaurants / quality of business	20	26
Size – not too big, good layout, easy to get around	19	7
Availability of recreation / sports facilities and programs	18	14
Schools/educational opportunities / extra curricular activities	17	16
Clean city / clean streets / well maintained	12	11
Beautiful city / nice view / good scenery	9	8
Location / proximity to Edmonton	9	8
Good road maintenance and snow removal	8	9

*Multiple mentions.

High taxes or tax increases was named as the most significant factor contributing to a low quality of life in St. Albert (37%), followed by crime and criminal activity (13%) and St. Albert having a poor transit system or needing more transit services including an LRT (8%). See Table 2.

Table 2

In your opinion, what would you say are the three most significant factors contributing to a <u>low</u> quality of life in the City of St. Albert?	Percent of Respondents (n=800)*	
	2009	2008
	High taxes (tax increase)	37
Crime / vandalism / youth crime / drugs / drunk driving	13	16
Poor transit system / need more service / high fares / want LRT	8	7
Recycling program / no pick-up / composting program	7	6
Too much traffic / traffic congestion / too many trucks / noise / speeding	7	9
City Council (poor management / not accountable / lack direction / need more community input / excessive bylaws / planning (incl. of strip malls and signage))	7	6
Poor maintenance of existing facilities and infrastructure	5	4
Lack of industrial and commercial tax base / need more business diversity / downtown development / accessible land / poor location of businesses	5	6
High housing prices / need more affordable housing (including housing for seniors)	5	5

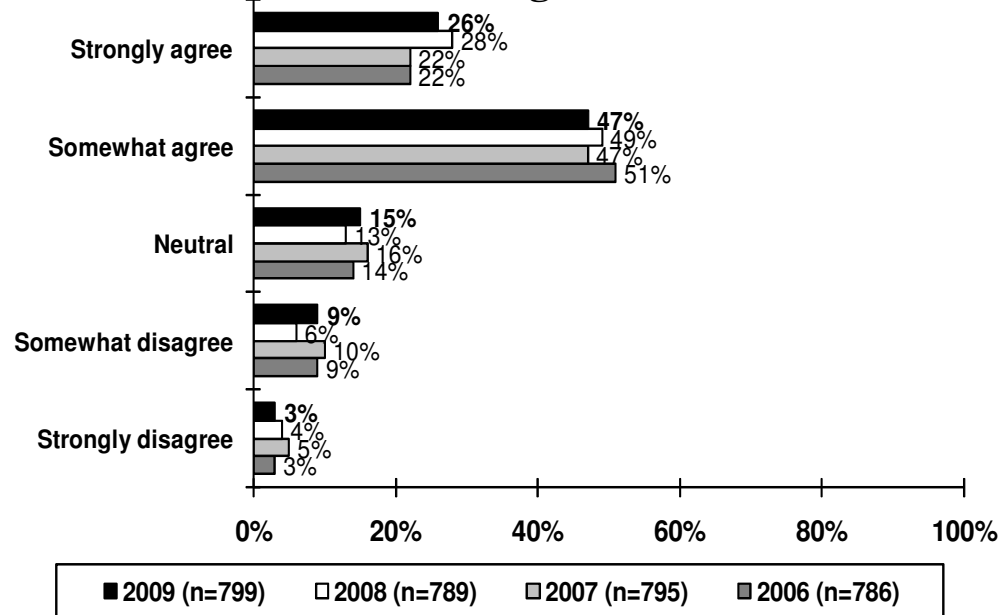
*Multiple mentions.

n/a - verbatim responses not available from previous survey years.

Seventy-three percent (73%) of respondents agreed overall that the City of St. Albert is committed to preserving the environment, 47% somewhat agreeing and 26% strongly agreeing. Results were comparable to those found in 2008. See Figure 2, below.

Figure 2

Level of Agreement that the City of St. Albert is Committed to Preserving the Environment*



*This figure displays the ratings of respondents who indicated their level of agreement. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **agree** the City is committed to preserving the environment included:

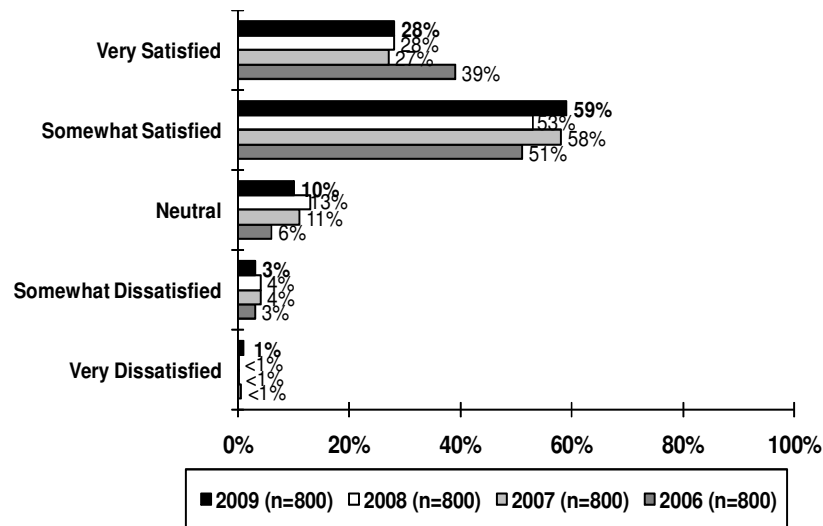
- Those that believed they receive good or very good value for their tax dollar (79% versus 64% that believed they receive fair or poor value);
- Respondents that had contact with a City employee (77% versus 69% of those that did not have contact with a City employee);
- Respondents that were satisfied or neutral towards their contact with a City employee (71% versus 51% of respondents that were dissatisfied); and
- Those that rent their homes (90% versus 71% of those that own their homes).

3.2 Overall Satisfaction with City of St. Albert Services, Facilities and Programs

As illustrated in Figure 3, the majority (87%) of respondents expressed satisfaction with the services provided by the City of St. Albert, 59% being somewhat satisfied and 28% being very satisfied. Only 3% indicated some level of dissatisfaction with City services overall. In 2009, respondents were significantly more likely to be satisfied overall² with City services than respondents in 2008 (6% increase).

Figure 3

Overall Satisfaction with the Services Provided by the City of St. Albert



² Satisfied or very satisfied

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with St. Albert services** included:

- Those that believed they receive good or very good value for their tax dollar (94% versus 79% that believed they receive fair or poor value);
- Respondents that were satisfied or neutral towards their contact with a City employee (90% versus 73% of respondents that were dissatisfied);
- Respondents with a university education (90% versus 84% of those with a college education);
- Those living in the South East (90%) and North West (89%) quadrant of St. Albert (versus 81% of those living in the North East); and
- Female respondents (91% versus 83% of male respondents).

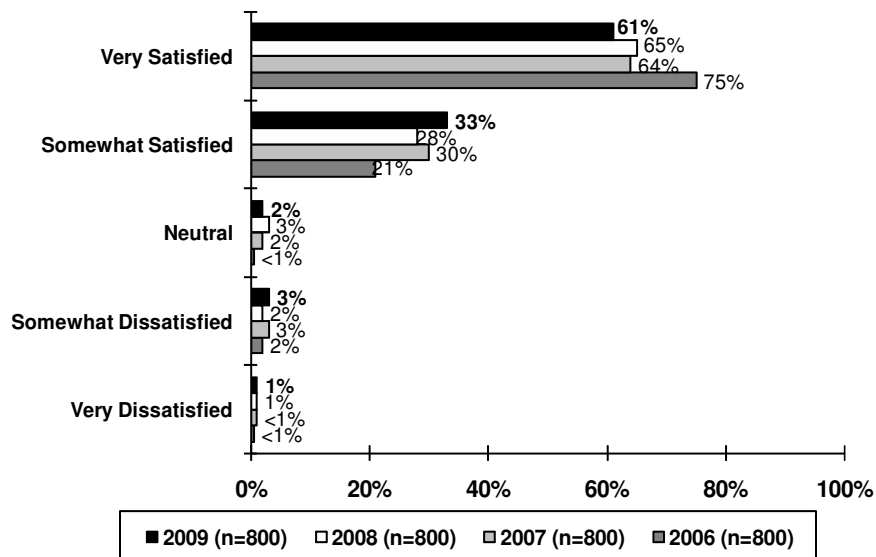
3.3 Satisfaction with St. Albert Services

3.3.1 Parks and Trail System

The vast majority (94%) of respondents were satisfied overall with the parks and trail system in St. Albert, with one third (33%) being somewhat satisfied and 61% being very satisfied. Although overall satisfaction ratings remained comparable to those of 2008, more respondents provided a 'somewhat satisfied' rating in 2009 (5% increase).

Figure 4

Satisfaction with Parks and Trail System



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the parks and trail system** included:

- Those that believed they receive good or very good value for their tax dollar (97% versus 90% that believed they receive fair or poor value); and
- Respondents with a university education (96% versus 91% versus those with a high school education).

Reasons for Dissatisfaction (n=25)

Top reasons for dissatisfaction with the parks and trail system included:

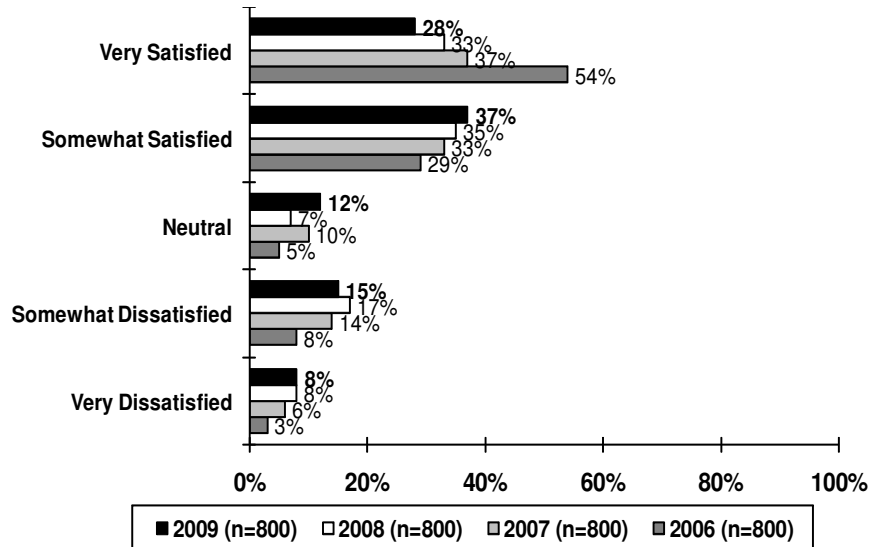
- Maintenance not completed (7 respondents);
- Trails not cleaned often enough (2 respondents); and
- Parks being reduced to make room for highways and sewers (2 respondents).

3.3.2 Disposal Services

About two-thirds (65%) of respondents expressed some level of satisfaction with recycling and composting depots in St. Albert, while 22% of respondents were dissatisfied overall with recycling and composting depots. Respondents providing a 'very satisfied' rating significantly decreased in 2009 (5% decrease), with a proportionate increase in those providing a neutral rating (5% increase).

Figure 5

Satisfaction with Recycling and Composting Depots



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with recycling and composting depots** included:

- Respondents aged 45 years and older (67% to 71% versus 53% of those aged 25 to 44 years);
- Respondents with a high school education (70% versus 61% of those with a university education);
- Respondents with incomes of less than \$40,000 per year (76% versus 60% of those with incomes of more than \$100,000 per year); and
- Respondents that had lived in St. Albert for 10 years or less (69% versus 53% that had lived in the city for longer than 10 years).

Reasons for Dissatisfaction (n=186)

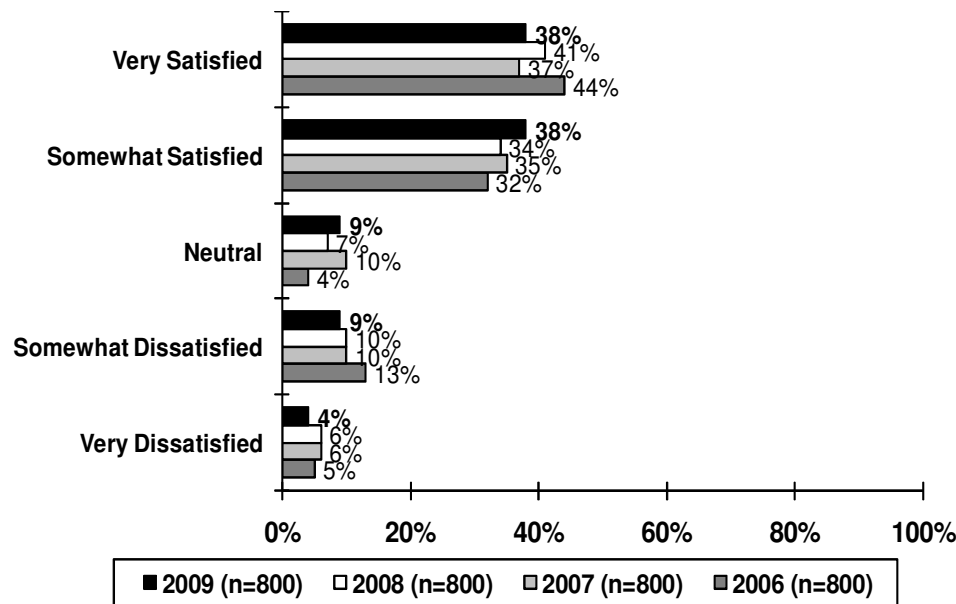
Top reasons for dissatisfaction with recycling and composting depots included:

- No pick-up service (26%);
- Unable to take all items there (e.g. plastics) / variety of recycling (23%);
- Distance to site is too far (10%);
- Should have one on each end of the City / more depots (10%);
- Having to pack and deliver personal recyclables / do it themselves (8%); and
- It is not free / too expensive (6%).

As illustrated in Figure 6, approximately three quarters (76%) of respondents were satisfied overall with garbage collection services in St. Albert, 38% being satisfied and 38% being very satisfied. The percentage of respondents that were satisfied overall was comparable to 2008, however a 4% increase was experienced in those respondents providing a 'somewhat satisfied' rating.

Figure 6

Satisfaction with Garbage Collection Services



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with garbage collection** included:

- Those that believed they receive good or very good value for their tax dollar (84% versus 68% that believed they receive fair or poor value);
- Those living in the South East (79%) and North West (81%) quadrant of St. Albert (versus 70% of those living in the South West);
- Those living in the North West quadrant of St. Albert (81% versus 71% of those living in the North East); and
- Respondents that were satisfied or neutral towards their contact with a City employee (78% versus 61% of respondents that were dissatisfied); and
- Respondents that had lived in St. Albert for 10 years or less (79% versus 71% that had lived in the city for longer than 10 years).

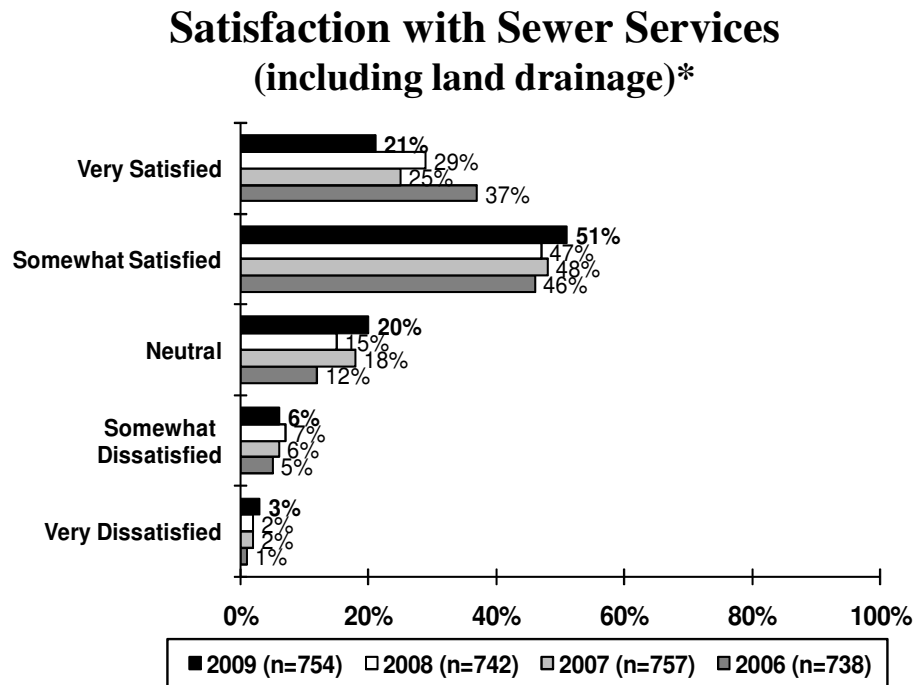
Reasons for Dissatisfaction (n=106)

Top reasons for dissatisfaction with garbage collection services included:

- Too expensive / shouldn't have to pay for it (30%);
- Dislike tag system in general (20%);
- There is no good recycling program (6%);
- There is no condo pick up / have to pay for it / hire it out (6%);
- Tags expire and unable to use them the next year / penalized for minimizing garbage (5%); and
- Need curbside recycling (5%).

Respondents were generally satisfied (72%) with sewer services, including land drainage, with 51% being somewhat satisfied and 21% being very satisfied. However, there was an 8% decrease in the percentage of respondents that were 'very satisfied', causing a significant decrease in overall satisfaction in 2009 (5% decrease).

Figure 7



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with sewer services** included:

- Those that believed they receive good or very good value for their tax dollar (79% versus 64% that believed they receive fair or poor value);
- Respondents with a university education (75% versus 65% of those with a college education); and
- Those living in the North East quadrant of St. Albert (76% versus 64% of those living in the South West).

Reasons for Dissatisfaction (n=63)

Top reasons for dissatisfaction with sewer services included:

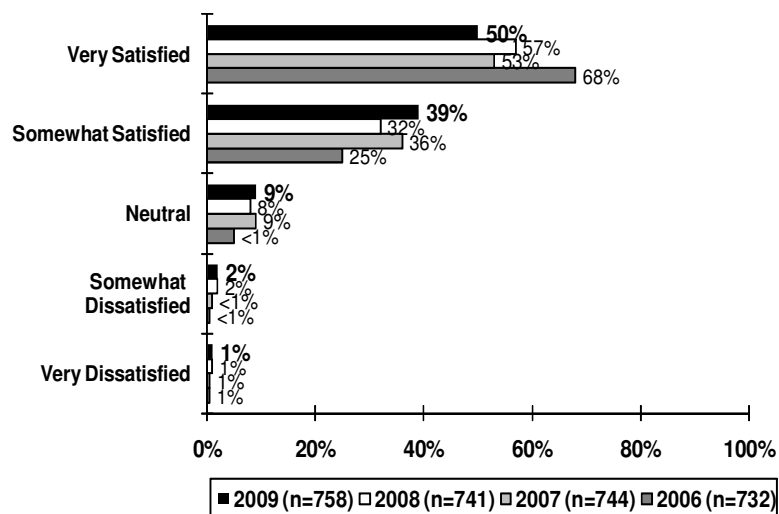
- Flooding in some areas (9 respondents);
- In some places water is not draining properly (9 respondents);
- Extra cost (8 respondents);
- Damage caused by tree roots / City will not cover the cost / pipes collapsed (7 respondents);
- Continuing problems with sewer backups (5 respondents); and
- Lack of maintenance / check-ups (4 respondents).

3.3.3 Protective Services

The majority of respondents (89%) were satisfied with emergency medical and fire services, with 39% being somewhat satisfied and 50% being very satisfied. Compared to 2008, respondents were significantly more likely to be somewhat satisfied (7% increase) and significantly less likely to be very satisfied (7% decrease) with these services, however, overall satisfaction remained comparable between survey years.

Figure 8

Satisfaction with Emergency Medical & Fire Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with emergency medical & fire services** included:

- Respondents without children in their household (91% versus 85% with children);
- Respondents with incomes between \$40,000 and \$100,000 per year (92% versus 86% of those with incomes of \$100,000 or more per year).
- Respondents that had lived in St. Albert for 10 years or less (91% versus 83% that had lived in the City for longer than 10 years).
- Respondents with a high school education (93% versus 86% of those with a university education); and
- Respondents aged 65 years and older (95% versus 86% to 88% of those between the ages of 25 and 64).

Reasons for Dissatisfaction (n=18)

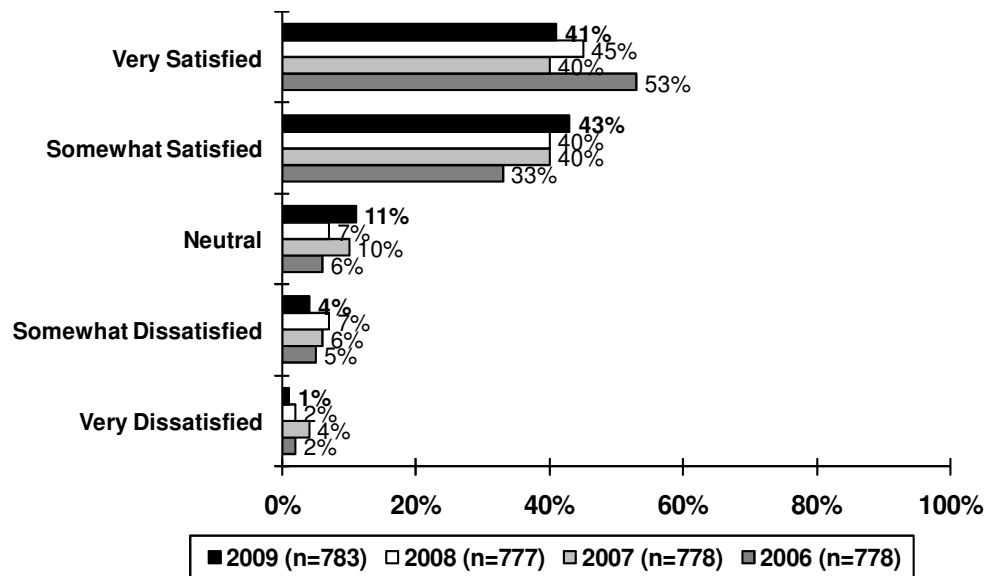
Top reasons for dissatisfaction with emergency medical and fire services included:

- Hospital waiting time / too long (4 respondents);
- Confusion on what will happen when fire and medical are separated (1 respondent); and
- Service hasn't grown as much as population has grown (1 respondent).

As illustrated in Figure 9, respondents were generally satisfied (84%) with RCMP services in St. Albert, 43% being somewhat satisfied and 41% being very satisfied. Overall satisfaction remained comparable to the previous survey year, while a 4% increase was experienced in those respondents providing a 'neutral' rating.

Figure 9

Satisfaction with RCMP Police Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with RCMP Police services** included:

- Those that believed they receive good or very good value for their tax dollar (89% versus 78% that believed they receive fair or poor value).

Reasons for Dissatisfaction (n=46)

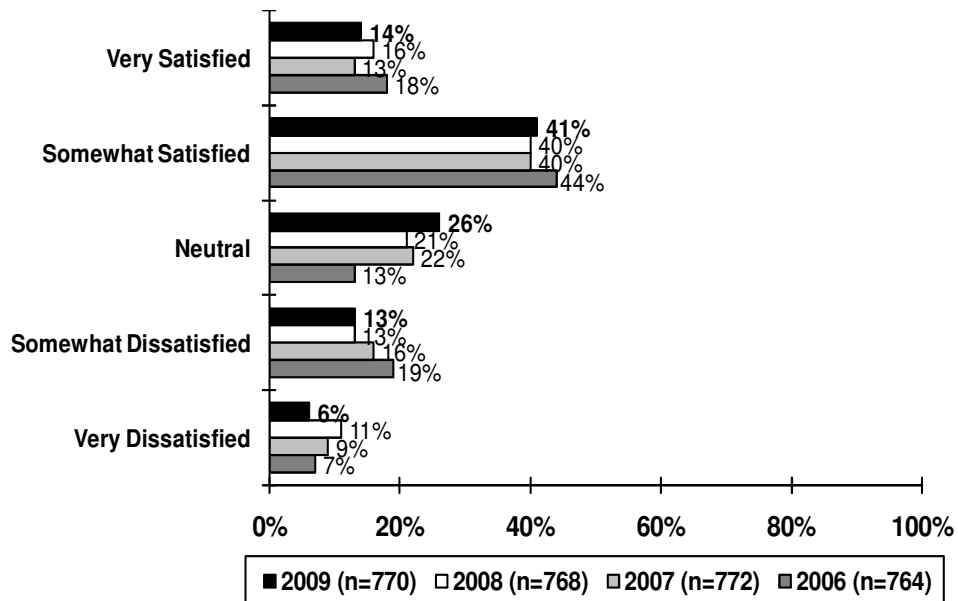
Top reasons for dissatisfaction with RCMP Police services included:

- Do not look after needs of citizens / are not helpful (5 respondents);
- Lack of visibility (5 respondents);
- Slow response times (3 respondents);
- Manpower wasted on trivial matters (3 respondents);
- Not taking care of drug problem (3 respondents);
- Spend too much time on speed traps and radar (3 respondents); and
- Not enough police officers (3 respondents).

Satisfaction levels for bylaw enforcement services was low in comparison with other services, with slightly more than half (55%) of respondents being satisfied overall. While overall satisfaction ratings were comparable to those of 2008, a significant decrease was experienced in the proportion of respondents that were 'very dissatisfied' with bylaw enforcement services (5% decrease).

Figure 10

Satisfaction with Bylaw Enforcement Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with bylaw enforcement** included:

- Respondents that were satisfied or neutral towards their contact with a City employee (58% versus 31% of respondents that were dissatisfied);
- Female respondents (60% versus 50% of males);
- Respondents without children in their household (60% versus 52% with children);
- Respondents with a high school education (62% versus 51% of those with a university education); and
- Respondents with incomes between \$40,000 and \$100,000 per year (59% versus 50% of those with incomes of \$100,000 or more per year);

Reasons for Dissatisfaction (n=154)

Top reasons for dissatisfaction with bylaw enforcement included:

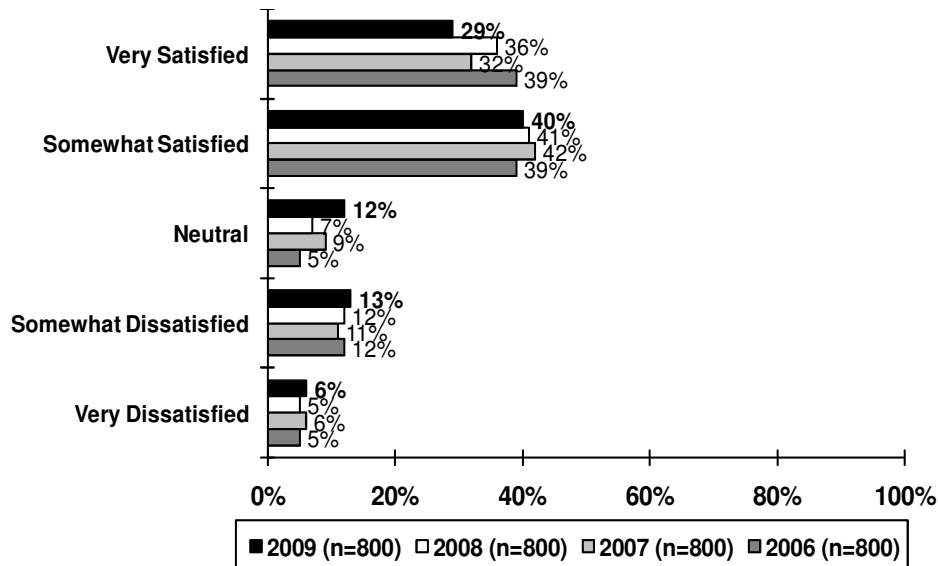
- No weed control (14%);
- Too much photo radar / just a "cash cow" / speed traps (11%);
- Lack of pet enforcement / animal control (10%);
- Officers not polite / rude / not properly trained / doing a poor job (10%);
- Lack of enforcement for dog leashes / dog bylaws (9%); and
- Lack of enforcement for pet waste (7%).

3.3.4 Road Maintenance Services

Regarding road maintenance services, more than two-thirds (69%) of respondents were satisfied to some degree with services provided in the winter. Compared to 2008, respondents were significantly less likely to be satisfied overall with winter road maintenance in St. Albert (8% decrease), which was primarily caused by a 7% decreased in the proportion of respondents being 'very satisfied'.

Figure 11

Satisfaction with Winter Road Maintenance (including snow removal and ice management)



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with winter road maintenance** included:

- Respondents that were satisfied or neutral towards their contact with a City employee (73% versus 56% of respondents that were dissatisfied);
- Those aged 65 years and older (75% versus 67% of those between the ages of 45 and 64);
- Those living in the South West (74%) and South East (73%) quadrant of St. Albert (versus 64% of those living in the North West); and
- Respondents that had lived in St. Albert for 10 years or less (72% versus 62% that had lived in the City for longer than 10 years).

Reasons for Dissatisfaction (n=150)

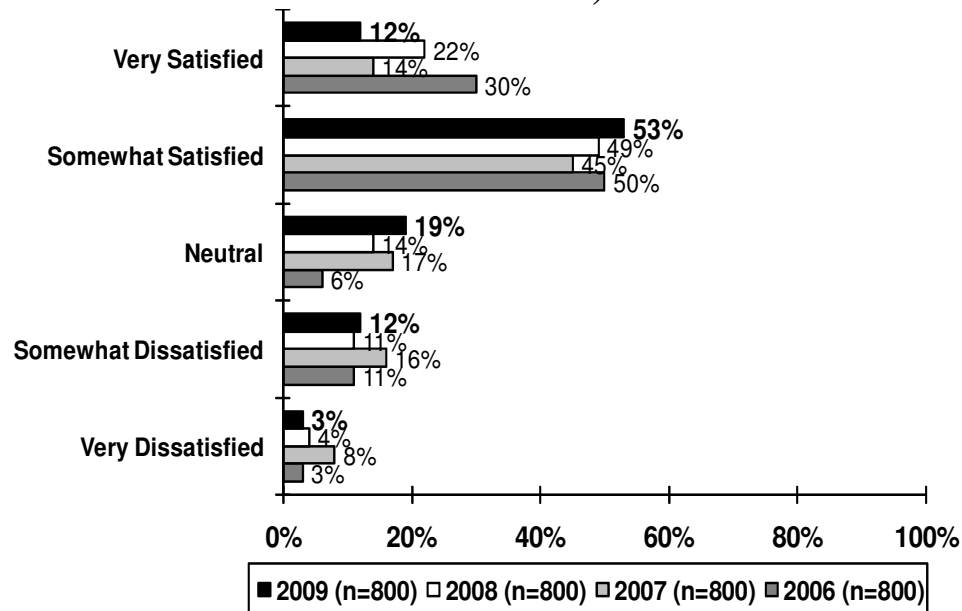
Top reasons for dissatisfaction with winter road maintenance included:

- Do not do it often enough (26%);
- Lack of snow removal in residential areas (19%);
- Time it takes to get done (11%);
- Lack of attention to access streets/side streets (7%);
- Less service this year compared to other years (5%); and
- Plowing not done until spring (5%).

As shown in Figure 12, about two-thirds (65%) of respondents were satisfied with summer road maintenance to some degree, with 53% being somewhat satisfied and 12% being very satisfied. Respondents were significantly less likely to be satisfied overall with summer road maintenance in 2009 than in 2008 (6% decrease), resulting in a 10% decrease in the percentage of respondents providing a 'very satisfied' rating.

Figure 12

Satisfaction with Summer Road Maintenance (including paving, pothole repair and sidewalk maintenance)



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with summer road maintenance** included:

- Those that believed they receive good or very good value for their tax dollar (71% versus 58% that believed they receive fair or poor value).

Reasons for Dissatisfaction (n=117)

Top reasons for dissatisfaction with summer road maintenance included:

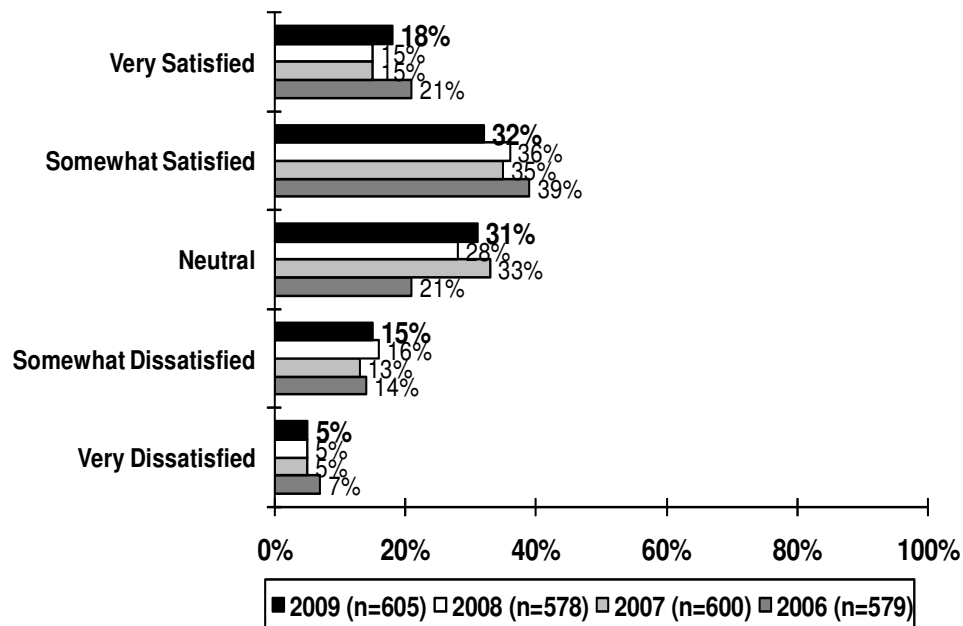
- Potholes not being repaired / repaired poorly (53%);
- Sidewalks in need of repair (13%);
- Lack of road maintenance (11%);
- Time it takes to do repairs (10%);
- Poor condition in general (7%);
- Lack of cleaning (5%); and
- Lack of maintenance on residential streets / need to request it (5%).

3.3.5 Public Transit Services

Satisfaction levels with public transit services were low compared to other services investigated (50%), 18% being very satisfied and 32% being somewhat satisfied. Overall satisfaction ratings for 2009 remained comparable to previous survey years, with the exception of a 4% decrease in respondents being ‘somewhat satisfied.’

Figure 13

Satisfaction with St. Albert Public Transit*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, “Don’t Know”.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with St. Albert Public Transit** included:

- Those that believed they receive good or very good value for their tax dollar (55% versus 44% that believed they receive fair or poor value); and
- Respondents with a high school education (55%) and university education (54% versus 39% of those with a college education).

Reasons for Dissatisfaction (n=118)

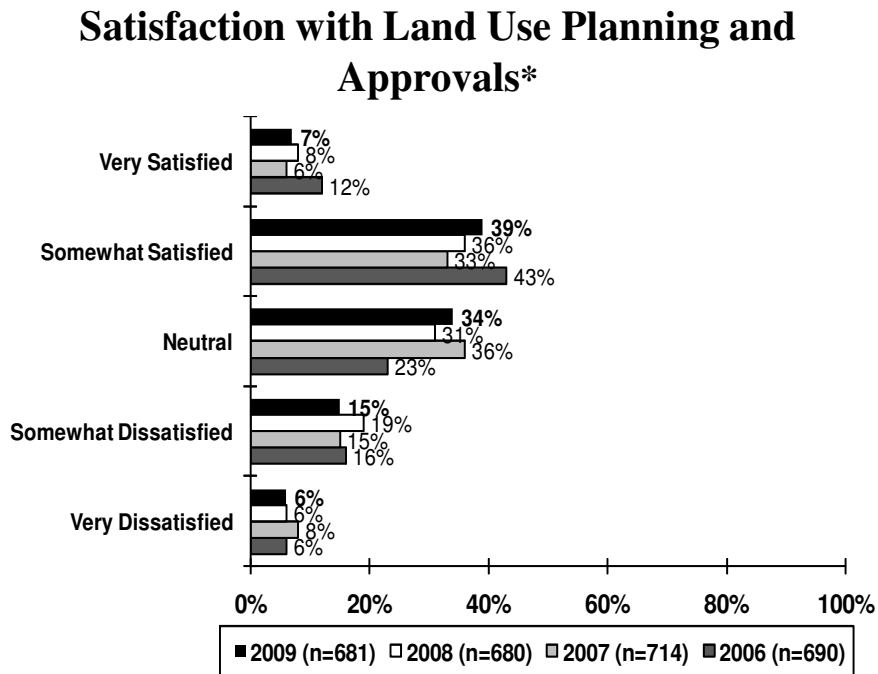
Top reasons for dissatisfaction with St. Albert Public Transit included:

- Not enough service into Edmonton (16%);
- Poor weekend service / holiday service (9%);
- Price for passes / fares are too high (9%);
- Frequency of buses (9%);
- Poor scheduling (8%); and
- Lack of parking at / near transport hubs (8%).

3.3.6 Planning and Development

Overall satisfaction levels regarding land use planning and approvals were comparable to 2008 (46%), with 39% being somewhat satisfied and 7% being very satisfied. In addition, the proportion of respondents that were dissatisfied overall decreased 4% in 2009.

Figure 14



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with land use planning and approvals** included:

- Those that believed they receive good or very good value for their tax dollar (54% versus 36% that believed they receive fair or poor value);
- Respondents that rent their home (64% versus 45% of those that own their home);
- Respondents between the ages of 25 and 44 (53% versus 43% of respondents between the ages of 45 and 64); and
- Respondents in the South East City quadrant (52% versus 40% of those in the South West).

Reasons for Dissatisfaction (n=141)

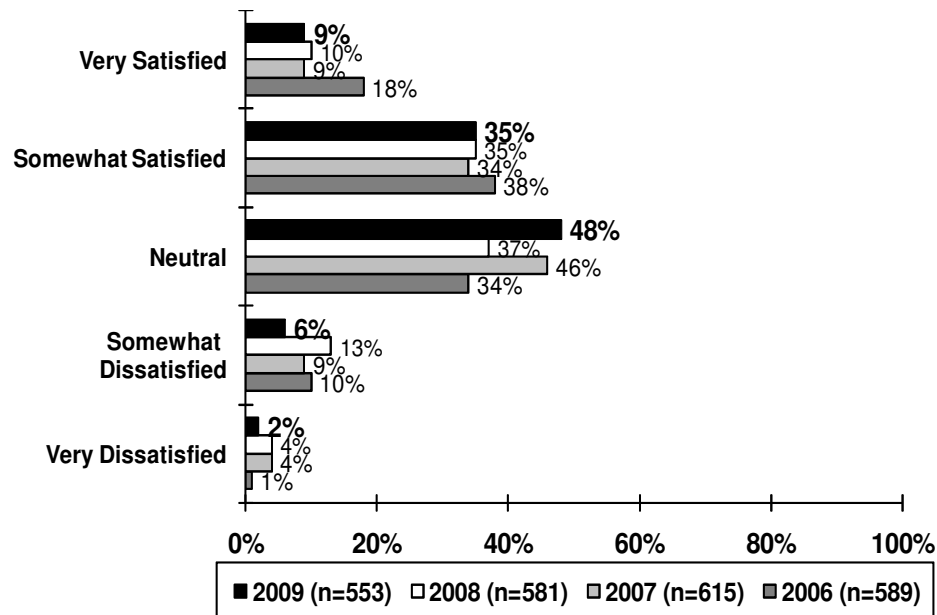
Top reasons for dissatisfaction with land use planning and approvals included:

- Lack of future planning / foresight / inconsistency (10%);
- City doesn't listen to residents / communication (8%);
- More low-cost / diversity of housing needed / lack of low income housing rebates (7%);
- Too much urban sprawl / residential (7%);
- Displeased with commercial planning and use of land (6%); and
- Destruction of farm / park / green areas (6%);

Regarding satisfaction with building and development permits, the percentage of respondents that were satisfied overall remained consistent to results reported in 2008 and 2007 (44%). In 2009, respondents were significantly less likely to be dissatisfied overall (9% decrease) and significantly more likely to provide a neutral rating (11% increase).

Figure 15

Satisfaction with Building & Development Permits*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with building and development permits** included:

- Those that believed they receive good or very good value for their tax dollar (51% versus 39% that believed they receive fair or poor value); and
- Respondents that were satisfied or neutral towards their contact with a City employee (45% versus 23% of respondents that were dissatisfied).

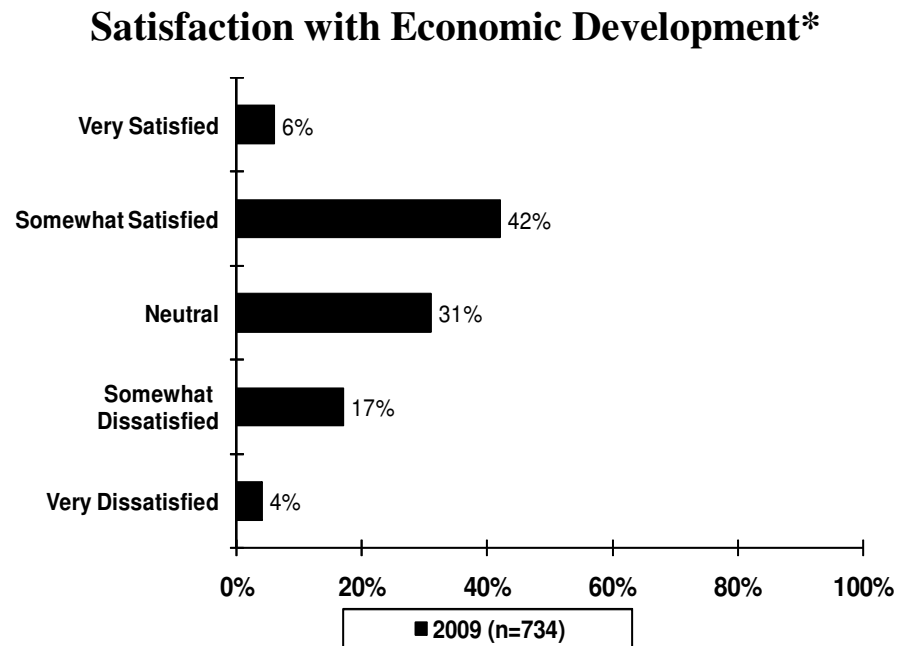
Reasons for Dissatisfaction (n=43)

Top reasons for dissatisfaction with building and development permits included:

- Too many restrictions / too much red tape / too picky / hard to get approval (9 respondents);
- Unfair costs (6 respondents);
- Not everyone is held to specifications / regulations change (4 respondents); and
- No consequences for those not complying to specifications (3 respondents).

New in 2009, respondents were asked to rate their level of satisfaction with the economic development in St. Albert. Almost half (48%) of respondents were either somewhat (42%) or very (6%) satisfied with economic development in St. Albert, while 31% were neutral in this regard. Twenty-one percent (21%) of respondents indicated they were dissatisfied overall with the economic development in the City.

Figure 16



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with economic development** included:

- Those that believed they receive good or very good value for their tax dollar (56% versus 37% that believed they receive fair or poor value);
- Respondents with a high school education (55% versus 46% of those with a university education);
- Female respondents (53% versus 43% of males);
- Respondents residing in the South East City quadrant (54% versus 40% of those in the North East);
- Respondents between the ages of 25 and 44 (53% versus 40% of respondents between the ages of 45 and 64); and
- Respondents that rent their home (70% versus 47% of those that own their home).

Reasons for Dissatisfaction (n=155)

Top reasons for dissatisfaction with economic development in St. Albert included:

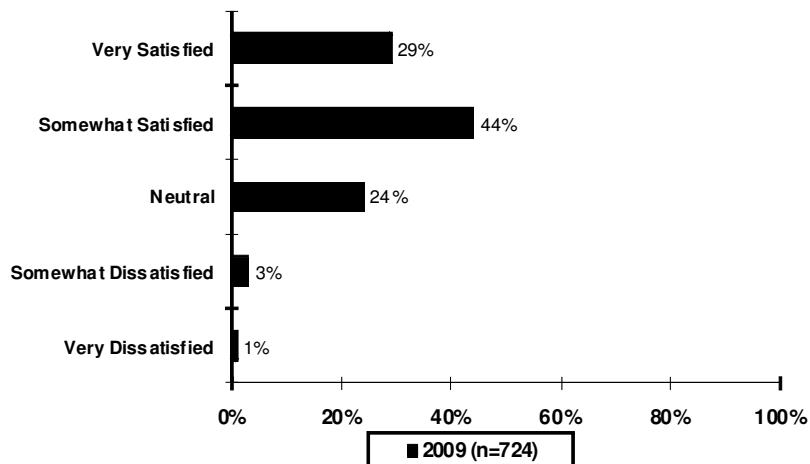
- No economic development in the City / development too slow / lack of variety (24%);
- City could attract more businesses / not encouraging business to come to St. Albert (24%);
- Increase in commercial tax base / improper tax allocation (22%); and
- Not supporting industrial developments / not selling land to industries (7%).

3.4 Satisfaction with St. Albert Operated Facilities

Respondents were asked to provide satisfaction ratings for facilities operated by the City of St. Albert. New this survey year, respondents were asked to rate their level of satisfaction with arts facilities in St. Albert, including the Profiles Art Gallery, art in public places such as murals, statues and sculptures and the Visual Arts Studio in St. Albert Place. As illustrated in Figure 17, almost three-quarters of respondents (73%) were satisfied overall with St. Albert arts facilities, while 24% were neutral and 4% were dissatisfied overall.

Figure 17

Satisfaction with Arts Facilities (including Profiles Art Gallery, Art in Public Places and the Visual Arts Studio in St. Albert Place)*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with arts facilities** included:

- Those that believed they receive good or very good value for their tax dollar (80% versus 64% that believed they receive fair or poor value);
- Female respondents (79% versus 65% of males); and
- Respondents that were satisfied or neutral towards their contact with a City employee (74% versus 56% of respondents that were dissatisfied).

Reasons for Dissatisfaction (n=26)

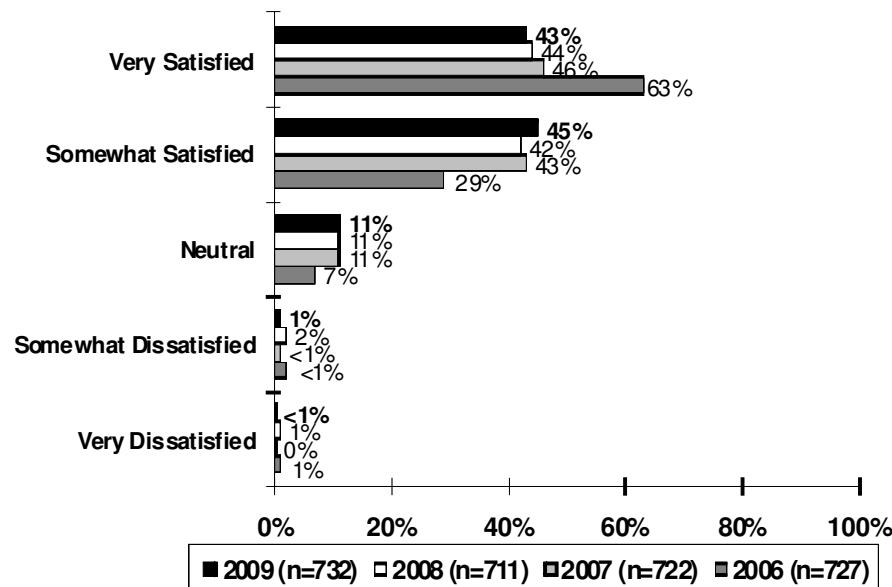
Top reasons for dissatisfaction with arts facilities included:

- Money could be spent elsewhere (6 respondents);
- Facilities should have their own building (4 respondents);
- Arts facilities should not be publicly funded (4 respondents); and
- Don't need them (2 respondents);

The majority (88%) of respondents were satisfied with the Fountain Park Recreation Centre, 43% being very satisfied and 45% being somewhat satisfied. Only one percent (1%) of respondents were dissatisfied overall, and 11% were neutral in this regard. Results were comparable to previous survey years, with the exception of 2006.

Figure 18

Satisfaction with Fountain Park Recreation Centre*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Fountain Park Recreation Centre** included:

- Those that believed they receive good or very good value for their tax dollar (91% versus 84% that believed they receive fair or poor value);
- Those with children in the household (92% versus 85% of those without children in the household);
- Those living in the South East quadrant of St. Albert (91% versus 85% of those living in the North West); and
- Respondents between the ages of 22 and 44 (93% versus 85% to 87% of those aged 45 years or older)

Reasons for Dissatisfaction (n=11)

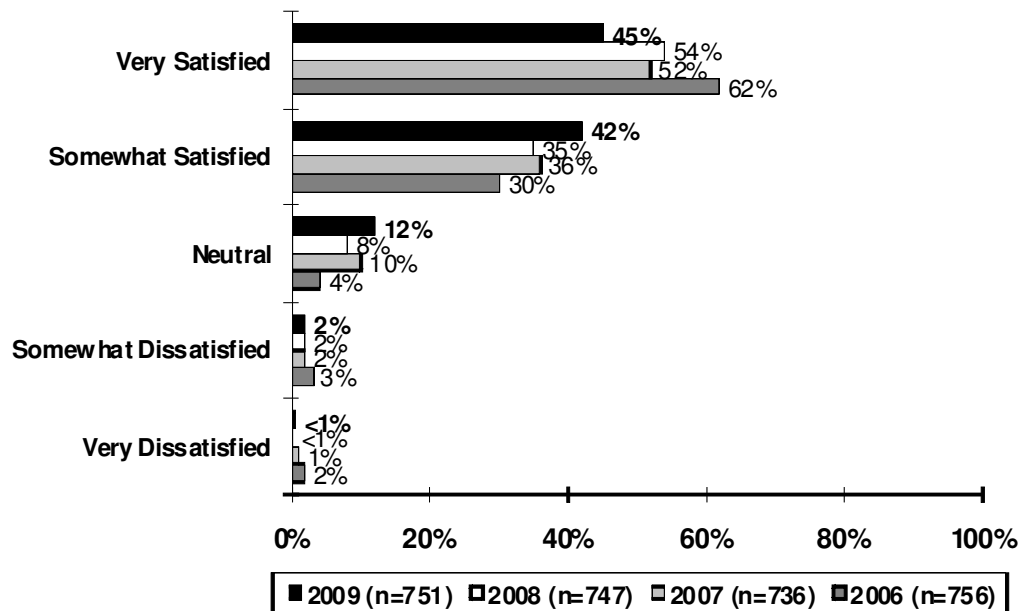
Top reasons for dissatisfaction with Fountain Park Recreation Centre included:

- It is small / needs to be bigger (2 respondents); and
- Need better maintenance / dirty change rooms (2 respondents).

The majority of respondents (87%) expressed satisfaction with the St. Albert Public Library with 42% being somewhat satisfied and 45% being very satisfied. Respondents in 2009 were significantly less likely to be 'very satisfied' with the public library (9% decrease), however, overall satisfaction levels were comparable to 2007 and 2008. See Figure 19, below.

Figure 19

Satisfaction with the St. Albert Public Library*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

There were no significant differences between respondent subgroups with respect to satisfaction with the St. Albert Public Library.

Reasons for Dissatisfaction (n=12)

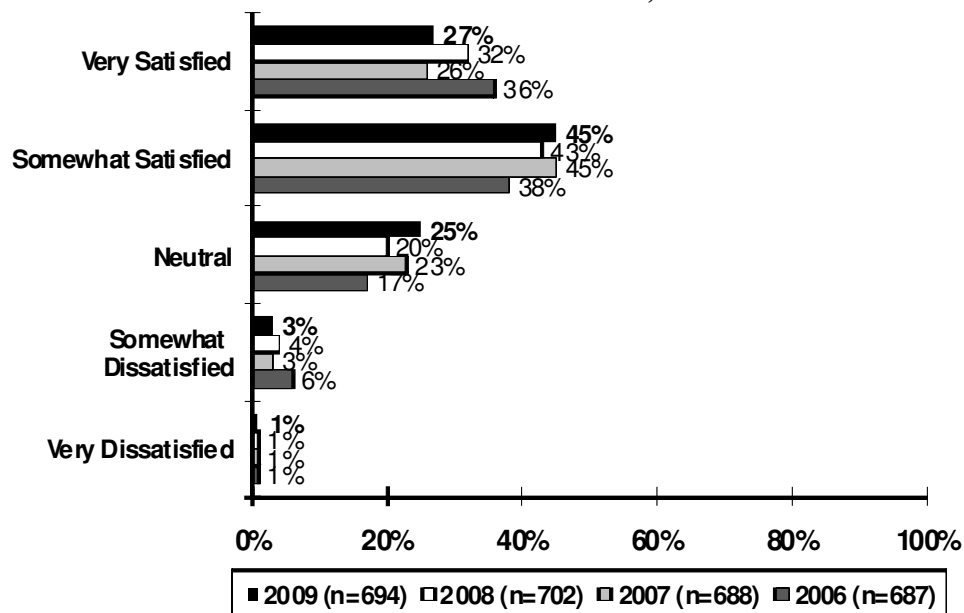
Top reasons for dissatisfaction with the St. Albert Public Library included:

- It is too small (6 respondents);
- Do not use it often (3 respondents); and
- User fees too high / should be free (2 respondents).

As illustrated in Figure 20, approximately three-quarters (72%) of respondents were satisfied with the heritage sites, while 25% of respondents were neutral, a significant increase compared to 2008 (5% increase). While overall satisfaction ratings remained comparable to 2008, respondents in 2009 were significantly less likely to provide a 'very satisfied' rating (5% decrease).

Figure 20

Satisfaction with the Heritage Sites* (including the Musée Heritage Museum, Little White School and Grain Elevator Park)



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with heritage sites** included:

- Those that believed they receive good or very good value for their tax dollar (77% versus 68% that believed they receive fair or poor value);
- Respondents with incomes of \$40,000 or less per year (83% versus 67% of those with incomes between \$40,000 and \$100,000 per year); and
- Respondents aged 65 years and older (84% versus 69% to 70% of those aged 25 to 64 years).

Reasons for Dissatisfaction (n=25)

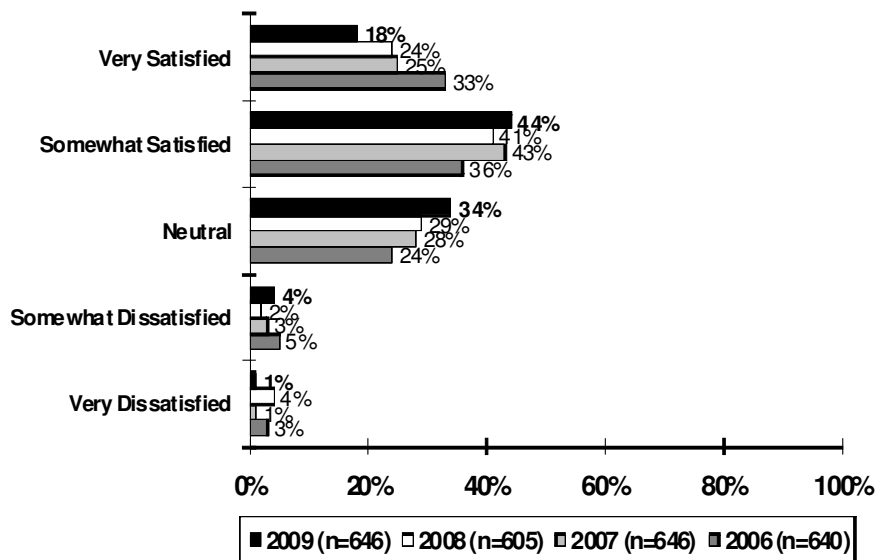
Top reasons for dissatisfaction with heritage sites included:

- Waste of money / is useless (7 respondents);
- Poor usage of funds / cost too much (4 respondents);
- Lack of promotion / more public awareness needed (3 respondents);
- Lack of interest / not community related (3 respondents);
- In need of repair / better maintenance (3 respondents); and
- Not used often (3 respondents).

More than sixty percent (62%) of respondents were satisfied with the Akinsdale or Kinex Arena³, 44% being somewhat satisfied and 18% being very satisfied. A 6% decrease was experienced in the proportion of respondents that were 'very satisfied', while significantly more respondents provided a neutral rating in regards to the Akinsdale or Kinex Arena (5% increase).

Figure 21

Satisfaction with Akinsdale or Kinex Arena*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

³ It should be noted that in previous years, this question measured respondent satisfaction with the Campbell or Kinex Arenas. However, in 2009, the Kinex Area became known as the Akinsdale/Kinex Arena, and the Campbell Arena site is now home to Servus Credit Union Place. Therefore, the 2009 survey only measured respondent satisfaction with the Akinsdale/Kinex Arena.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Akinsdale or Kinex Arena** included:

- Those living in the South East quadrant of St. Albert (69% versus 57% to 59% of those living in the North East, North West or South West); and
- Respondents with a high school education (69% versus 58% of those with a college education).

Reasons for Dissatisfaction (n=29)

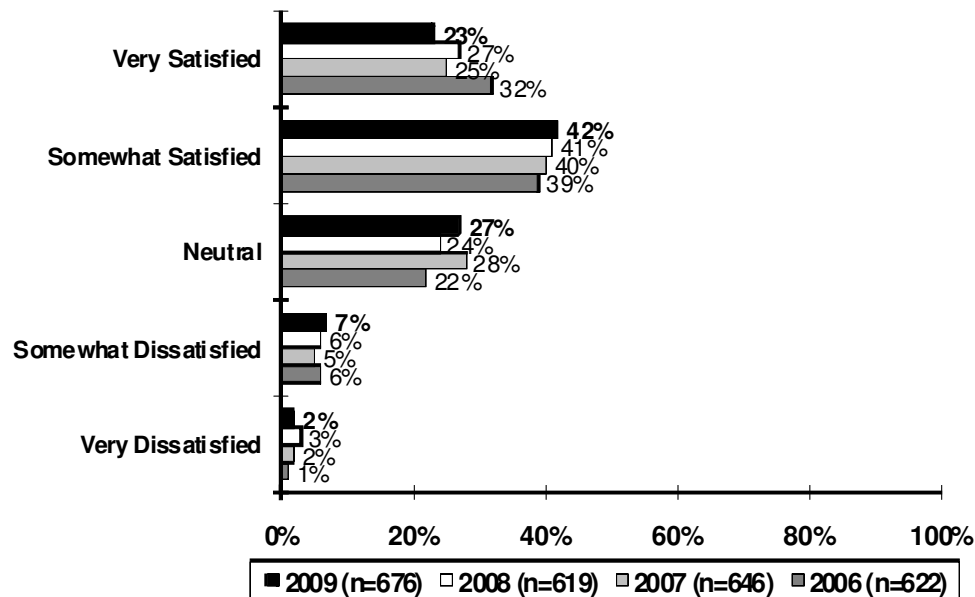
Top reasons for dissatisfaction with the Akinsdale or Kinex Arena included:

- Outdated and in need of upgrading (11 respondents);
- Poor maintenance (8 respondents);
- Building is cold / cold locker rooms (4 respondents);
- Change rooms are too small (3 respondents); and
- Bad concession service / quality (3 respondents).

As illustrated in Figure 22, about two-thirds (65%) of respondents were satisfied to some degree with outdoor rinks in St. Albert, 23% being very satisfied and 42% being somewhat satisfied. More than one-quarter (27%) of respondents were neither satisfied nor dissatisfied. Overall satisfaction ratings were comparable to 2008, with the exception of a 4% decrease in the percentage of respondents that were 'very satisfied'.

Figure 22

Satisfaction with Outdoor Rinks*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with outdoor rinks** included:

- Those that believed they receive good or very good value for their tax dollar (69% versus 59% that believed they receive fair or poor value);
- Respondents with children in their household (71% versus 60% without children in their household); and
- Respondents that rent their home (80% versus 64% of those that own their home).

Reasons for Dissatisfaction (n=51)

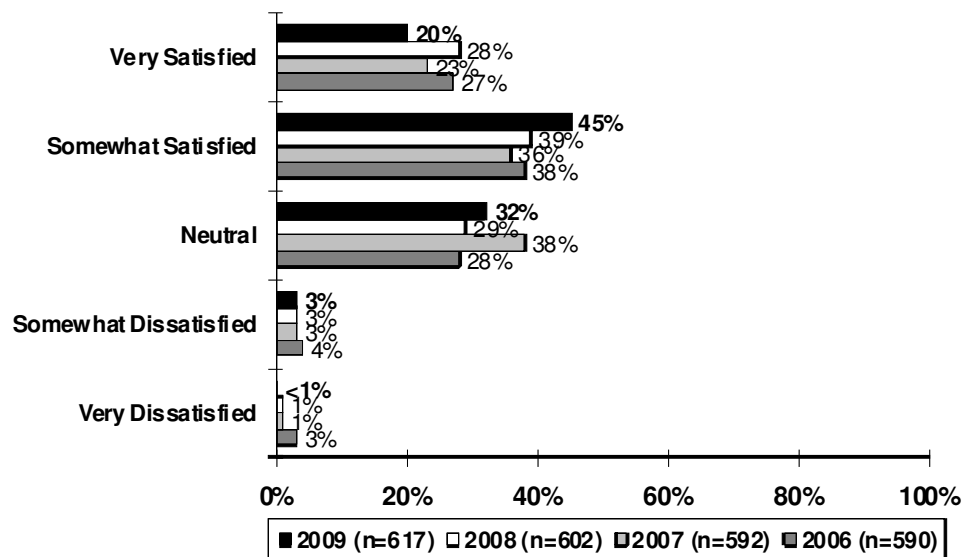
Top reasons for dissatisfaction with outdoor rinks included:

- Poorly maintained / need repairs (13 respondents);
- Lack of shacks to warm up in / shacks are not open (10 respondents);
- Never shoveled / ice not cleaned (8 respondents);
- Lack of change rooms / not left open (6 respondents);
- Lack of staff available / poor services / not supervised (5 respondents);
- Facilities underutilized (4 respondents); and
- Poor ice surface (3 respondents).

A high proportion of respondents were neutral regarding their satisfaction with the Grosvenor Outdoor Pool (32%). Overall, satisfaction levels remained comparable to 2008 (65%), however there was a significant decrease (8%) in respondents that were 'very satisfied.'

Figure 23

Satisfaction with the Grosvenor Outdoor Pool*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with Grosvenor Outdoor Pool** included:

- Those residing in the South West City quadrant (73% versus 59% in the North West); and
- Those that believed they receive good or very good value for their tax dollar (70% versus 60% that believed they receive fair or poor value).

Reasons for Dissatisfaction (n=15)

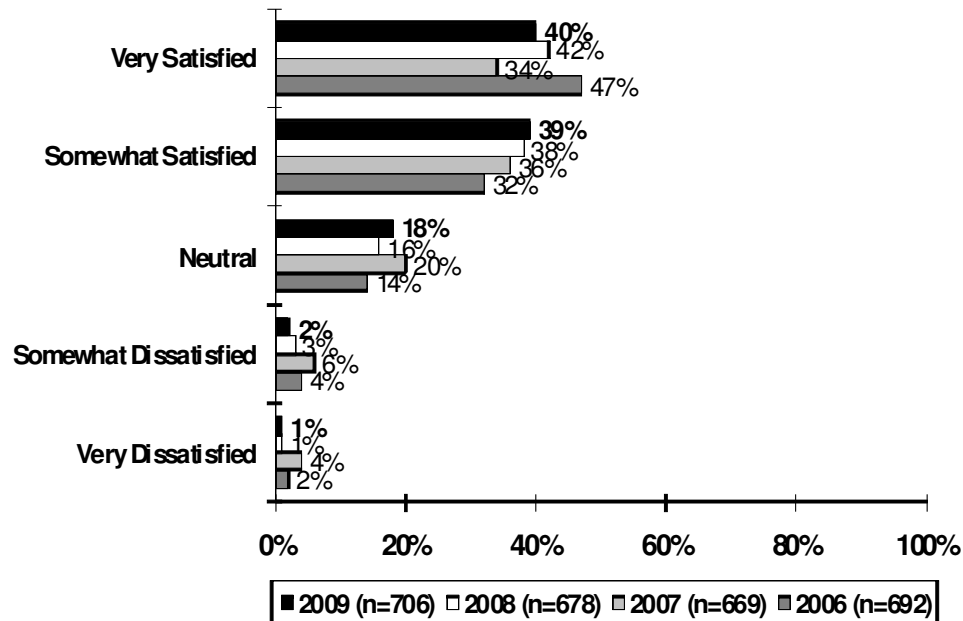
Top reasons for dissatisfaction with the Grosvenor Outdoor Pool included:

- Poorly maintained (3 respondents);
- Facility in need of upgrading / need renovations (3 respondents);
- Waste of money (3 respondents);
- Dirty / lack of quality dressing rooms and showers (2 respondents);
- Not suitable for climate / summer is too short (2 respondents); and
- Is small / should expand / too crowded (2 respondents).

As shown in Figure 24, 79% of respondents expressed some level of satisfaction with the Woodlands Water Play Park. Eighteen percent (18%) of respondents were neutral, while 3% were dissatisfied overall. Results were comparable to the previous survey year.

Figure 24

Satisfaction with the Woodlands Water Play Park*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Water Play Park** included:

- Those that believed they receive good or very good value for their tax dollar (83% versus 72% that believed they receive fair or poor value);
- Respondents with incomes between \$40,000 and \$100,000 per year (84% versus 71% of those with incomes of less than \$40,000 per year); and
- Respondents that rent their home (97% versus 78% of respondent that own their home).

Reasons for Dissatisfaction (n=20)

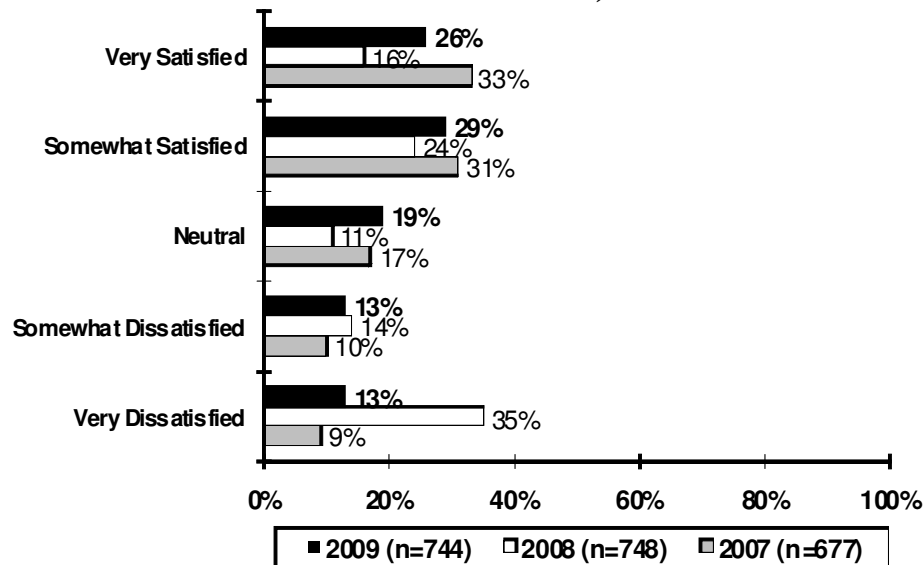
Top reasons for dissatisfaction with the Woodlands Water Play Park included:

- Less fun since renovations (4 respondents);
- Unclean / litter (3 respondents); and
- Needs to be more controlled / more policing / better supervision (2 respondents).

When asked to indicate their satisfaction with Servus Credit Union Place, also known as Servus Place or the Multipurpose Recreation Centre, over half (55%) of respondents were satisfied overall, with 29% being somewhat satisfied and 26% being very satisfied. Overall satisfaction significantly increased (15%) over the past year, attributable to a 10% increase in those being very satisfied and a 5% increase in those being somewhat satisfied. This is the result of a significant decrease in dissatisfaction (from 49% in 2008 down to 26% in 2009).

Figure 25

Satisfaction with Servus Credit Union Place (also known as Servus Place or the Multipurpose Recreation Center)*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with Servus Credit Union Place** included:

- Those that believed they receive good or very good value for their tax dollar (63% versus 44% that believed they receive fair or poor value);
- Respondents with children in the household (62% versus 50% of those without children);
- Respondents with a high school (60%) or university (57%) education (versus 47% of those with a college education);
- Respondents that rent their home (70% versus 54% of respondent that own their home); and
- Respondents aged 25 to 44 years old (62% versus 52% between the ages of 45 and 64).

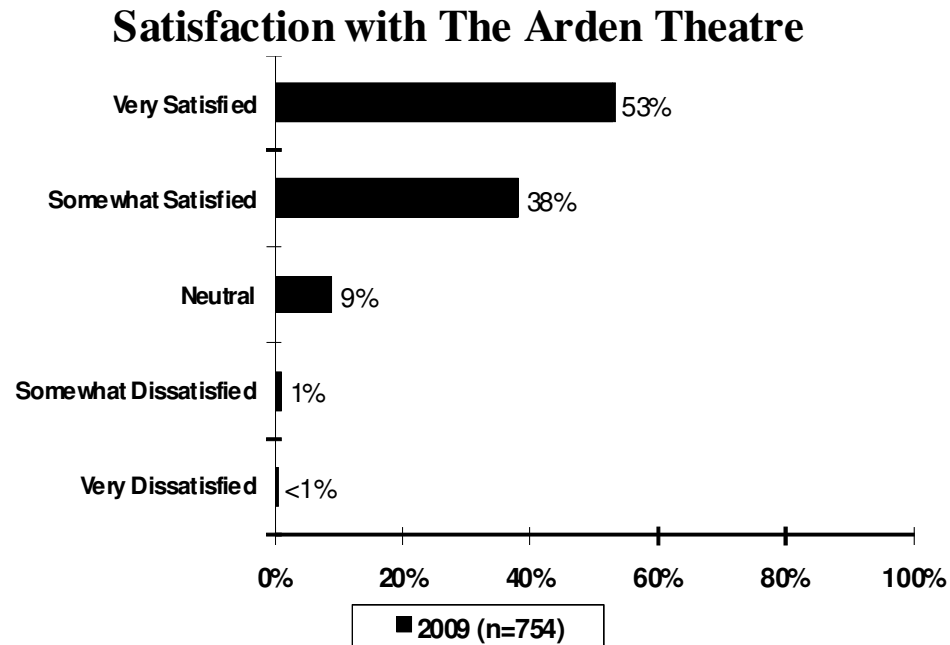
Reasons for Dissatisfaction (n=202)

Top reasons for dissatisfaction with Servus Credit Union Place included:

- Taxpayers have taken on the burden / taxes have risen (22%);
- Costs are too high / user fees / high membership fees (22%);
- Poor forecasting of cost for building / poor fiscal management / are in a deficit (21%);
- Should not have been built / did not want / need it / is not used (13%);
- Poor location (12%); and
- Waste of space / poor design / layout / ugly (9%).

New in 2009, respondents were asked to rate their level of satisfaction with the Arden Theatre. As illustrated in Figure 25, the majority (91%) of respondents were satisfied to some extent with the theatre, with 38% being somewhat satisfied and 53% being very satisfied. Nine percent (9%) of respondents were neutral in this regard, while only 1% were dissatisfied overall with the Arden Theatre.

Figure 26



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Arden Theatre** included:

- Those living in the South East quadrant of St. Albert (96% versus 84% to 90% of those in the South West, North West or North East);
- Female respondents (93% versus 88% of male respondents);
- Those that believed they receive good or very good value for their tax dollar (94% versus 87% that believed they receive fair or poor value); and
- Respondents that had lived in St. Albert for 10 years or less (93% versus 85% that had lived in the City for longer than 10 years).

Reasons for Dissatisfaction (n=7)

Top reasons for dissatisfaction with the Arden Theatre included:

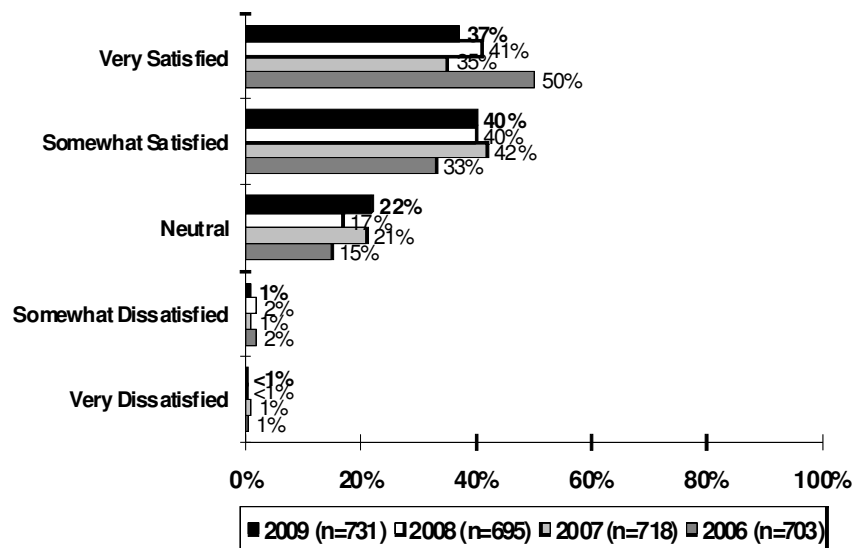
- Arden Theatre needs an upgrade / renovations (3 respondents);
- Limited access for certain people to attend the Theatre / only for elite (1 respondent);
- Events are too costly (1 respondent);
- The Arden Theatre is too small (1 respondent); and
- Theatre tickets sell out too fast (1 respondent).

3.5 Satisfaction with St. Albert Programs

Respondents were then asked to indicate their satisfaction levels with programs operated by the City of St. Albert. Regarding cultural programs, over three-quarters (77%) of respondents were either somewhat (40%) or very (37%) satisfied, while 22% were neutral in this regard. 2009 saw a 4% decrease in the number of respondents that were 'very satisfied', while there was a significant increase (5%) in respondents that were neither satisfied nor dissatisfied.

Figure 27

Satisfaction with Cultural Programs*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with cultural programs** included:

- Those living in the South West quadrant of St. Albert (83% versus 68% of those North East);
- Those that believed they receive good or very good value for their tax dollar (81% versus 74% that believed they receive fair or poor value);
- Respondents with incomes of less than \$100,000 per year (81% to 85% versus 71% of those with incomes of \$100,000 or more per year);
- Respondents aged 45 years or older (79% to 87% versus 67% between the ages of 25 and 44); and
- Respondents that had lived in St. Albert for 10 years or less (81% versus 67% that had lived in the city for longer than 10 years).

Reasons for Dissatisfaction (n=8)

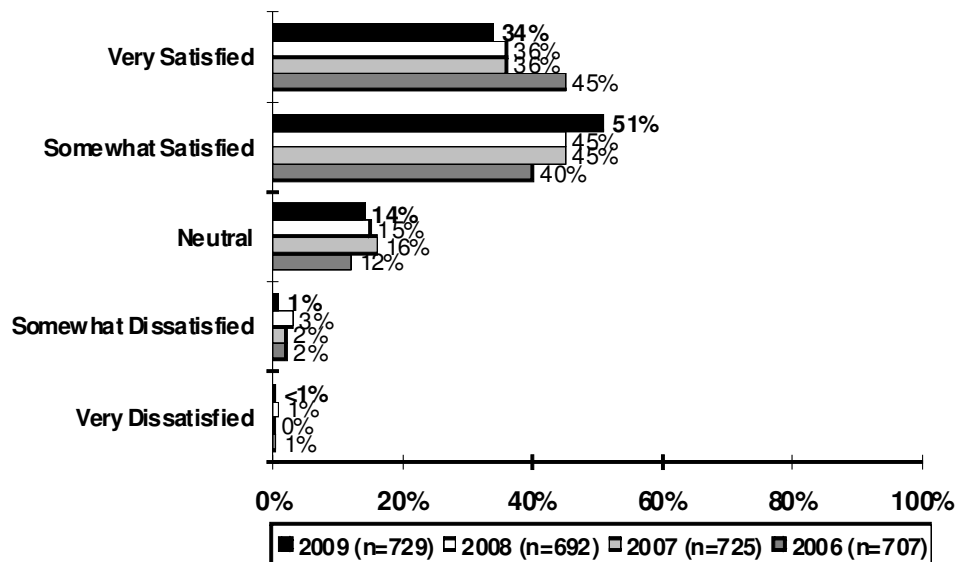
Top reasons for dissatisfaction with cultural programs included:

- Need more funding / not enough programs (2 respondents);
- Was not aware of them / lack knowledge (2 respondents);
- Expectations too high in the community (1 respondent);
- Programs do not accommodate all demographics including seniors (1 respondent); and
- Dislike arts in the City (1 respondent).

The majority of respondents (85%) were satisfied with recreation programs and activities in St. Albert, 51% being somewhat satisfied and 34% being very satisfied. Fourteen percent (14%) of respondents were neutral in this regard and only 2% were dissatisfied to some extent with the recreational programs and activities in St. Albert. Overall, satisfaction ratings in 2009 increased 4%, due to a 6% increase in respondents that were 'somewhat satisfied'.

Figure 28

Satisfaction with Recreational Programs and Activities*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with recreational programs and activities** included:

- Those that believed they receive good or very good value for their tax dollar (89% versus 81% that believed they receive fair or poor value);
- Those living in the South East (88%) or South West (89%) quadrant of St. Albert (versus 81% of those in the North East);
- Female respondents (89% versus 81% of male respondents); and
- Respondents that have had contact with a City employee (88% versus 81% of those that have not had contact with a City employee).

Reasons for Dissatisfaction (n=12)

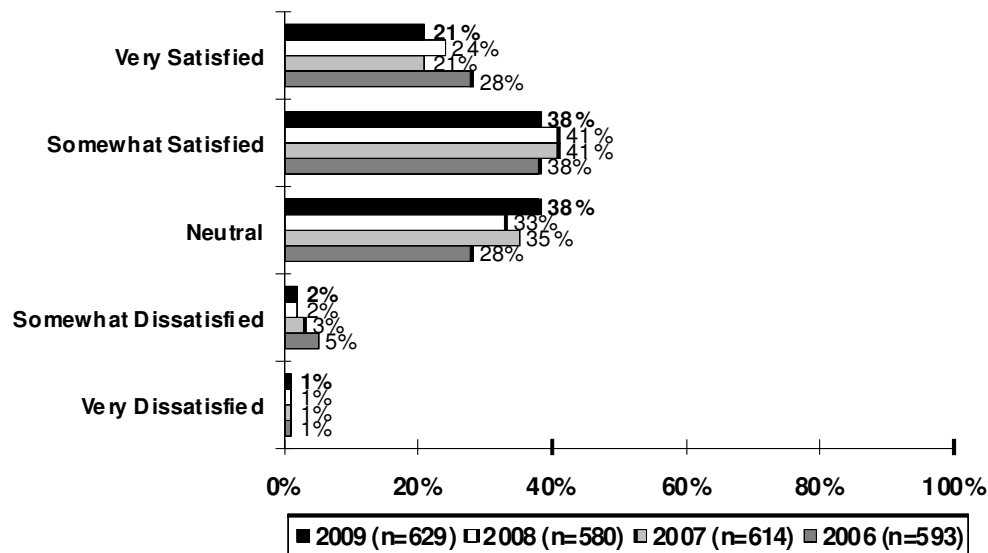
Top reasons for dissatisfaction with recreational programs and activities included:

- Expensive / use taxpayer money (5 respondents);
- Dissatisfaction with soccer program (1 respondent); and
- Not enough programs / programs always full / need summer programs (1 respondent).

As illustrated in Figure 29, nearly sixty percent (59%) of respondents were satisfied overall with family and community support services, while over one-third (38%) of respondents were neither satisfied nor dissatisfied. Only 3% of respondents indicated they were dissatisfied overall with family and community support services. Compared to 2008, overall satisfaction ratings decreased significantly (6% decrease), while those providing a neutral rating increased 5%.

Figure 29

Satisfaction with Family and Community Support Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with support services** included:

- Those that believed they receive good or very good value for their tax dollar (65% versus 51% that believed they receive fair or poor value);
- Respondents that rent their home (77% versus 58% of those that own their home);
- Respondents with an income of less than \$100,000 per year (67% to 73% versus 56% of those with incomes of \$100,000 or more per year); and
- Female respondents (65% versus 53% of males).

Reasons for Dissatisfaction (n=14)

Top reasons for dissatisfaction with family and community support services included:

- Need more facilities / programs for teenagers / kids (5 respondents); and
- Services did not help / no help when required (2 respondents).

3.6 Overall Importance and Service Improvements

In conducting satisfaction and importance assessments, factors or services with the lowest levels of satisfaction ratings or lowest importance ratings may not necessarily be the areas where improvement is most desired or needed. By mapping the following areas, it identifies priority areas in terms of City of St. Albert service improvements:

- higher importance and lower satisfaction or areas primarily perceived as needing improvements;
- higher importance and higher satisfaction or service strengths;
- lower importance and higher satisfaction; and
- lower importance and lower satisfaction.

All respondents (regardless of contact) were questioned as to the level of importance they placed on each of the 26 City of St. Albert services investigated (using a scale of 1 to 5, where 1 meant not at all important and 5 meant very important). Respondents' importance and satisfaction ratings were plotted on grids whereby the axes intercepted at the **average importance** rating (mean=4.1) and the **average satisfaction** rating (mean=3.9) across all 26 services measured. Figure 30, on page 36, maps the average importance and performance ratings for each of the 26 City services measured.

Services in the upper left quadrant are of higher than average importance, but lower than average satisfaction, or where ratings of overall importance are considerably greater than overall satisfaction ratings. These services are viewed as primary areas of improvement. As shown, the following services clearly fall within this quadrant:

- Recycling and composting depots;
- St. Albert Public Transit;
- Winter road maintenance;
- Summer road maintenance;
- Sewer services; and
- Family and community support services.

Improvements to these services would do most to increase residents' satisfaction with the overall services provided by the City of St. Albert.

Economic development falls upon the border of this quadrant. It will be important to monitor satisfaction with this specific area, especially if importance placed upon it increases.

City of St. Albert services which fall into the lower left quadrant are considered of lower than average importance and lower than average performance. Services include:

- Bylaw enforcement;
- Land use planning and approvals;
- Building and development permits;
- Akinsdale or Kinex Arena;
- Outdoor rinks;
- Grosvenor Outdoor Pool; and
- Servus Credit Union Place.

While, at this time, satisfaction with these services is lower, they are also not considered as important as other services investigated and consequently should be considered as secondary areas of improvement.

City services which fall into the lower right quadrant are currently viewed as lower than average importance and as higher than average performance. In other words, while respondents are generally satisfied with these services, the importance placed on the services is lower in comparison to other City services evaluated. As shown, the following services fall into this quadrant:

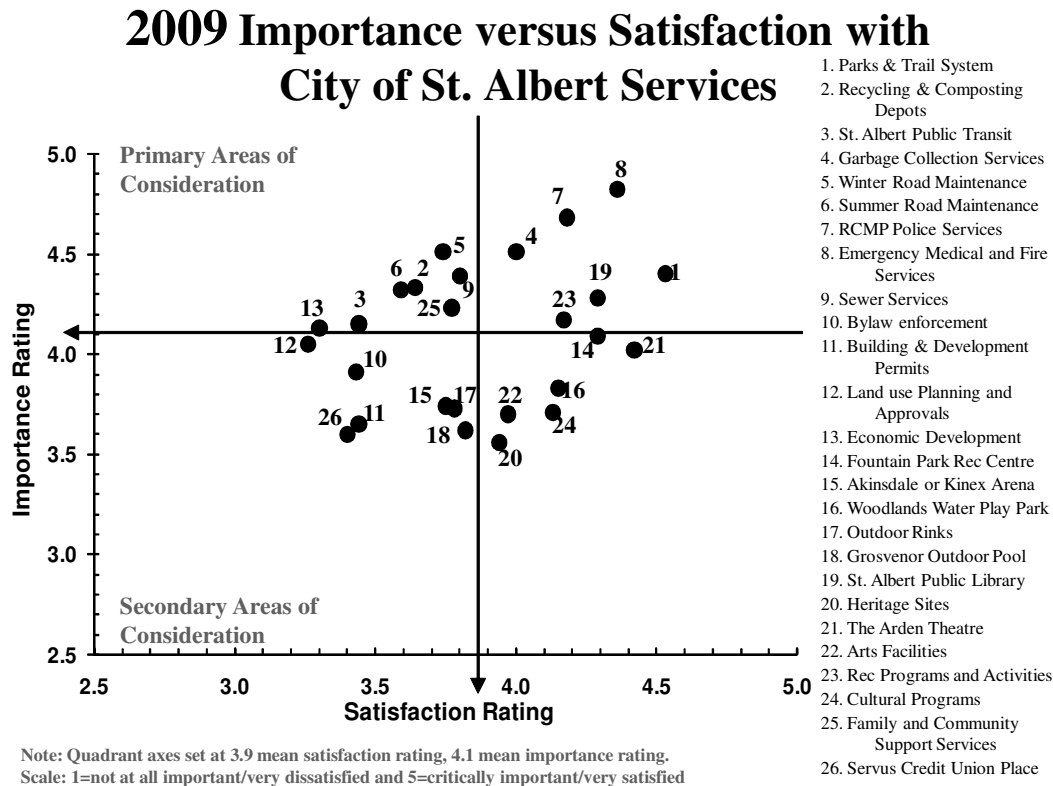
- Woodlands Water Play Park;
- Heritage Sites;
- The Fountain Park Recreational Centre;
- The Arden Theatre;
- Arts facilities; and
- Cultural programs.

When assessing the City services investigated, the following six areas were calculated as key strengths or successes. In other words, services in which respondents reported that they were of higher than average importance and higher than average satisfaction include:

- Parks and trail system;
- Recreational programs and activities;
- Garbage collection services;
- RCMP Police Services;
- Emergency Medical and Fire Services; and
- St. Albert Public Library.

Maintaining a high level of satisfaction with these services is important, as these areas are viewed as highly important or critical to citizens. It will be important to monitor the satisfaction of these services to ensure that resident satisfaction is maintained or increased and that these services continue to be perceived as a strength.

Figure 30



Compared with 2008, there was a significant amount of change across the 26 City services measured. Winter road maintenance and sewer services moved from being on the border of primary strengths to being full inside the primary improvements quadrant, and recreational programs and activities moved from the secondary strength border to fully inside the key strength quadrant. In addition, land use planning and approvals moved from a primary improvement to a secondary improvement, and the Grosvenor Outdoor Pool moved from the border of the secondary strength

Selected Sub-Segment Findings

Respondents that believed they received good or very good value for their tax dollar were significantly more likely to rate the following services as **important**, versus those that believed they received fair or poor value:

- Parks and trail system (94% versus 85%);
- Recycling and composting depots (90% versus 85%);
- St. Albert public transit (79% versus 70%);
- Emergency medical and fire services (99% versus 97%);
- Sewer services (91% versus 82%);
- Bylaw enforcement (79% versus 67%);
- Economic development (83% versus 73%);
- Fountain Park Recreation Centre (88% versus 74%);
- Akinsdale or Kinex Arena (64% versus 56%);
- Woodlands Water Play Park (70% versus 59%);
- Outdoor rinks (65% versus 56%);
- St. Albert Public Library (88% versus 81%);
- Heritage sites (60% versus 48%);
- Arts facilities (68% versus 52%);
- The Arden Theatre (72% versus 63%);
- Recreational programs and activities (89% versus 77%);
- Cultural programs (68% versus 53%);
- Family and community support services (82% versus 75%); and
- Servus Credit Union Place (68% versus 51%).

Respondents aged 65 years or older were significantly more likely to rate the following services **important**, versus respondents between the ages of 25 and 44:

- Bylaw enforcement (79% versus 68%);
- Building permits (63% versus 49%);
- Woodlands Water Play Park (78% versus 65%);
- Grosvenor outdoor pool (69% versus 49%);
- Heritage sites (69% versus 50%);
- Arts facilities (71% versus 54%);
- The Arden Theatre (78% versus 62%);
- Cultural programs (72% versus 58%); and
- Family and community support services (85% versus 76%).

For ease of reference, the following table outlines the mean importance and satisfaction ratings for each of the 26 St. Albert services investigated.

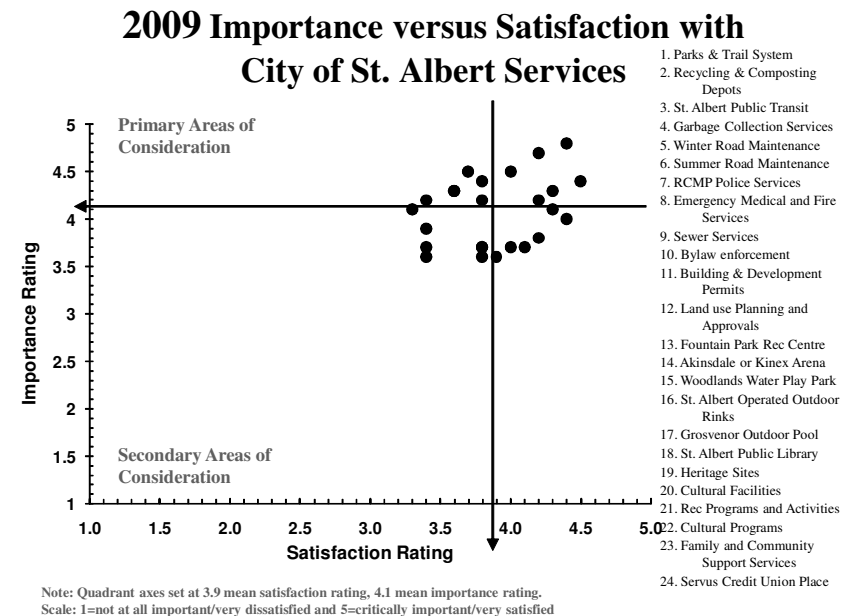
Table 3

Average Satisfaction and Importance Ratings		
City Service:	Mean Ratings*	
	Satisfaction	Importance
(1) Parks & trail system	4.53	4.40
(2) Recycling & composting depots	3.64	4.33
(3) St. Albert public transit	3.44	4.15
(4) Garbage collection services	4.00	4.51
(5) Winter road maintenance	3.74	4.51
(6) Summer road maintenance	3.59	4.32
(7) RCMP police services	4.18	4.68
(8) Emergency medical and fire services	4.36	4.82
(9) Sewer services including land drainage	3.80	4.39
(10) Bylaw enforcement	3.43	3.91
(11) Building and development permits	3.44	3.65
(12) Land use planning and approvals	3.26	4.05
(13) Economic development	3.30	4.13
(14) Fountain Park Recreation Centre	4.29	4.09
(15) Akinsdale or Kinex Arena	3.75	3.74
(16) Woodlands Water Play Park	4.15	3.83
(17) Outdoor rinks	3.78	3.73
(18) Grosvenor Outdoor Pool	3.82	3.62
(19) St. Albert Public Library	4.29	4.28
(20) Heritage sites	3.94	3.56
(21) The Arden Theatre	4.42	4.02
(22) Arts facilities	3.97	3.70
(23) Recreational programs and activities	4.17	4.17
(24) Cultural programs	4.13	3.71
(25) Family and community support services	3.77	4.23
(26) Servus Credit Union Place	3.40	3.60

* Scale: 1=very dissatisfied/not at all important and 5=very satisfied/critically important

It is important to note that, when considering the placement of the services on the map, nearly all services fall in the upper right portion. This means, on average, all services were rated favorably. See Figure 30a.

Figure 30a



3.6.1 Suggested Changes or Improvements to City Services

Better recycling options, depots, pickups or allowing bigger items (13%) were most frequently mentioned as the changes or improvements that would do most to better meet respondents' needs. Other suggested improvements included not increasing taxes for Servus Place (9%), improving transit services, including more direct routes, a better information line and lower fees (6%) and improving road maintenance, including pothole repair and cleaning up litter on roadways and sidewalks (6%). See Table 4, below, for responses provided by at least 3% of respondents.

Table 4

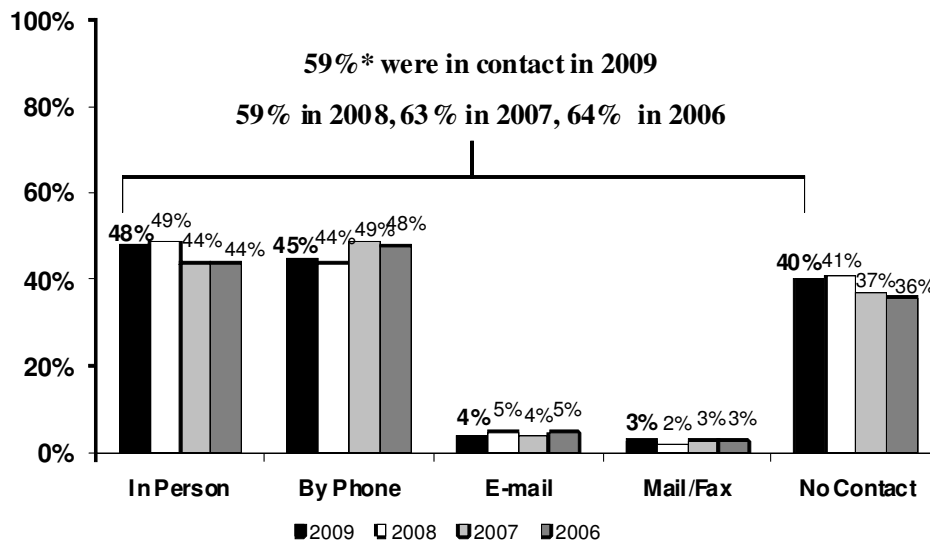
What one change or improvement in the service provided by the City of St. Albert would do most to better meet your needs?				
	Percent of Respondents			
	2009 (n=800)	2008 (n=800)	2007 (n=800)	2006 (n=800)
Better recycling options / allow bigger items / more recycling depots / more pick up / curb side recycling	13	9	10	8
Do not raise taxes / reduce taxes / don't raise taxes for Servus Place	9	13	5	7
Improved transit services / more direct routes / better information line / add bike racks to busses / lower fees	6	5	5	5
Repair potholes / improved road maintenance / clean litter on roadways / sidewalks	6	3	9	5
Improve garbage collection / should allow tags to be used in multiple years / more public garbage cans / need garbage dump	5	2	5	5
Better snow removal / particularly in residential areas	5	2	6	5
Improve programs and services/management / decrease fees at Servus Place /	5	5	1	--
None – no areas of improvement	3	3	4	3

3.7 Contact with City of St. Albert Employees

Respondents were next asked questions regarding the service they received from St. Albert employees. Fifty-nine percent (59%) of respondents had been in contact with a City employee in 2009, while 40% had not. The proportions of respondents that had contacted employees in person or via telephone were comparable to results reported in 2008.

Figure 31

Contact with City of St. Albert Employee



*Method of contact was based upon the 59% of respondents (n=470) that had contact with a City employee

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have **had contact with City of St. Albert employees** included:

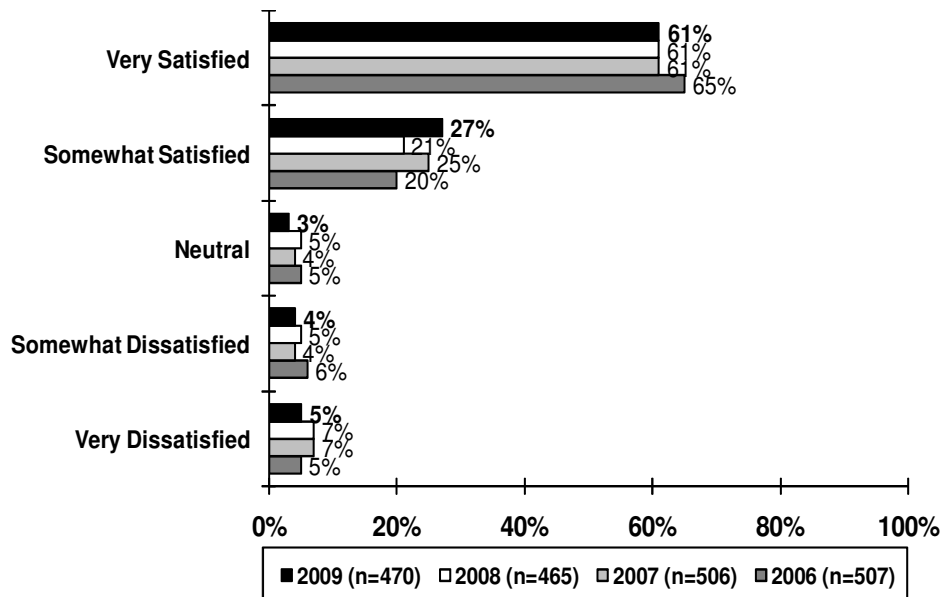
- Those that owned their homes (61% versus 39% of those that rented their homes);
- Those with a university education (68% versus 47% of those with a high school education and 55% of those with a college education); and
- Those living in the South East quadrant of St. Albert (64% versus 54% of those in the North West).

3.7.1 Satisfaction with City Employees

The majority of respondents (88%) expressed satisfaction regarding the service provided by City employees, 27% being somewhat satisfied and 61% being very satisfied. Overall satisfaction ratings rose 6% from 2008 levels, due to a 6% increase in the percentage of respondents that were 'somewhat satisfied'.

Figure 32

Satisfaction with Service Provided by City Employees



Selected Sub-Segment Findings

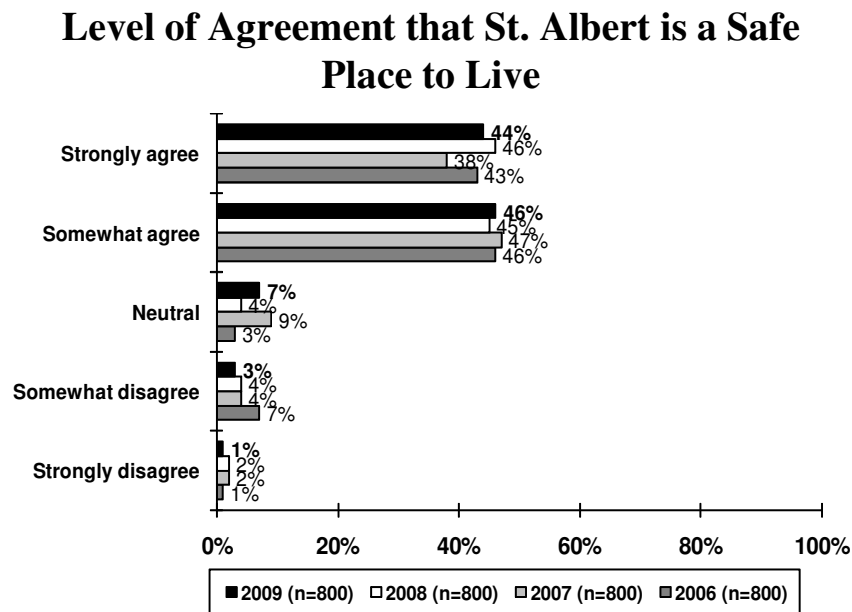
Respondent subgroups significantly more likely to be **satisfied with the service of City employees** included:

- Those that believed they receive good or very good value for their tax dollar (92% versus 84% that believed they receive fair or poor value); and
- Female respondents (95% versus 81% of males).

3.8 Perceptions of Safety in St. Albert

As shown in Figure 33, 90% of respondents either somewhat (46%) or strongly (44%) agreed that St. Albert is a safe place to live, while 7% were neutral in this regard. Only 3% of respondents disagreed overall⁴ that St. Albert is a safe place to live. Results were comparable to the previous survey year.

Figure 33



⁴ Somewhat or strongly disagree

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to agree St. Albert is a safe place to live included:

- Those that believed they receive good or very good value for their tax dollar (95% versus 85% that believed they receive fair or poor value);
- Respondents with a university education (93% versus 85% of those with a high school education);
- Those residing in the South East (92%) or the North East (94%) City quadrant (versus 86% in the North West); and
- Respondents aged 45 to 64 years (92% versus 86% of those 65 years and older).

Drugs in the community and youth vandalism continue to be the greatest concern to respondents in terms of safety and crime (44% and 37%, respectively). Theft or burglary (27%), youth crime (11%), and crime in general (9%) were also frequently mentioned by respondents. As with previous survey years, traffic concerns, including traffic safety in general (7%) and speeding (7%), continued to be popular issues. See Table 5, below, for issues mentioned by at least 2% of respondents. For all mentions, refer to detailed data tables.

Table 5

What would you say are the safety and crime issues of greatest concern to you, if any?				
	Percent of Respondents *			
	2009 (n=800)	2008 (n=800)	2007 (n=800)	2006 (n=800)
Drugs in the community	44	39	33	34
Youth vandalism	37	36	42	56
Theft/burglary	27	22	29	18
Youth crime in general	11	9	12	10
Crime in general	9	9	9	9
Traffic safety in general	7	7	5	6
Speeding	7	6	5	4
None – no safety concerns	7	11	8	5
Don't know	3	3	3	4

*Multiple mentions

3.9 Neighbourhood Development

New this survey year, respondents were asked to answer a series of questions regarding neighbourhood development in St. Albert. First, respondents were asked if there were any issues or areas of improvement within their neighbourhood that they felt residents could work together on in order to help strengthen their neighbourhood. Of the respondents that identified an issue or an area of improvement (n=315), developing a neighbourhood watch program such as crime watch, citizen patrol or partners in the park was mentioned by almost a quarter of respondents (22%), followed by a cooperative effort to watch out for their neighbours and their property (13%), cleaning up the look of the neighbourhood (11%) and picking up litter, garbage or pet waste (10%). See Table 6.

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **identify an issue or area of improvement** included:

- Respondents with children (45% versus 36% respondents without children);
- Respondents with a university education (43% versus 33% of those with a high school education); and
- Respondents between the ages of 25 and 44 (45% versus 31% of those aged 65 or older).

Table 6

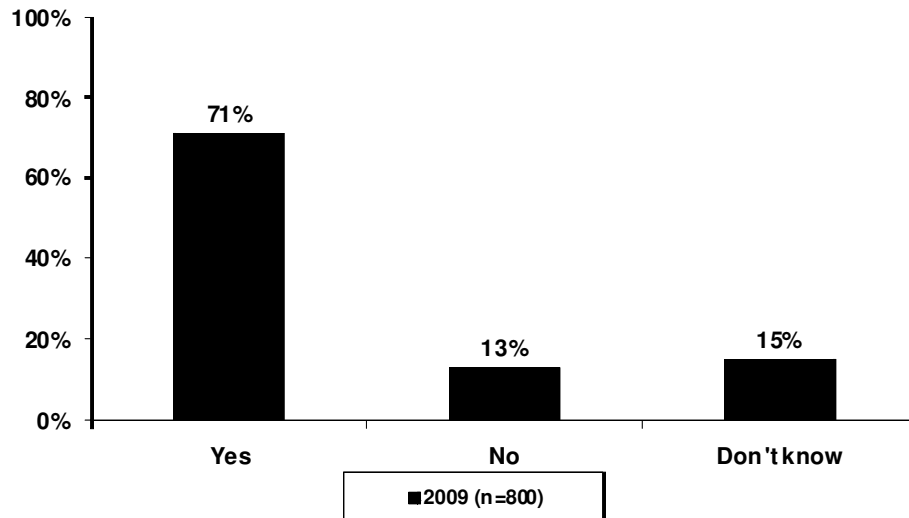
Issues or Areas of Improvement that Residents Could Work Together to Resolve or to Help Strengthen the Neighbourhood	
Base: Respondents that indicated there are issues or areas of improvement in their neighbourhood that residents could work together to resolve or to help strengthen the neighbourhood	Percent of Respondents* (n=315)
Neighbourhood watch / crime watch / citizen patrol / partners in the park	22
Watching out for neighbours / getting to know neighbours	13
Clean up the look of the neighbourhood	11
Pick up garbage / litter / clean up after pets / litter education	10
Speeding / traffic concerns	6
Protecting trees / parks / community gardens	5
Maintenance of walking trails / roads / potholes / sidewalks / parks / snow removal	5
Keeping community drug free / drug related issues / drug houses	4
Collaborate on bringing park to neighbourhood / upgrade park	4

*Multiple mentions.

When respondents were asked if residents in their neighbourhood would be willing to work together on local issues or projects that would help improve their neighbourhood, over seventy percent (71%) of respondents indicated yes, while 13% indicated no. Fifteen percent (15%) of respondents were unsure on this matter.

Figure 34

Willingness of Residents to Work Together to Improve Neighbourhood



Selected Sub-Segment Findings

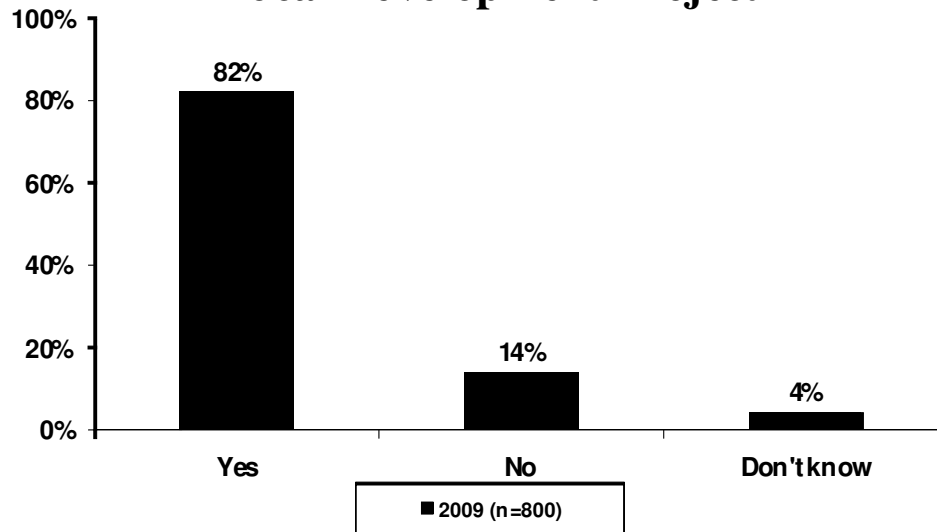
Respondent subgroups significantly more likely to indicate residents in their neighbourhood would be willing to work together on local issues or projects included:

- Those with incomes of \$40,000 per year or more (72% to 75% versus 56% of those with incomes less than \$40,000 per year).

As illustrated in Figure 35, the majority (82%) of respondents indicated they personally would be willing to participate in the process of resolving key neighbourhood issues or work cooperatively with their neighbours on a local development project. Fourteen percent (14%) of respondents reported they would not be willing to take part in such activities, while 4% were unsure on this matter.

Figure 35

Willingness To Take Part in Resolving Key Neighbourhood Issues or Be Involved in a Local Development Project



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to indicate they would be willing to participate in key neighbourhood issues or be involved in local development projects included:

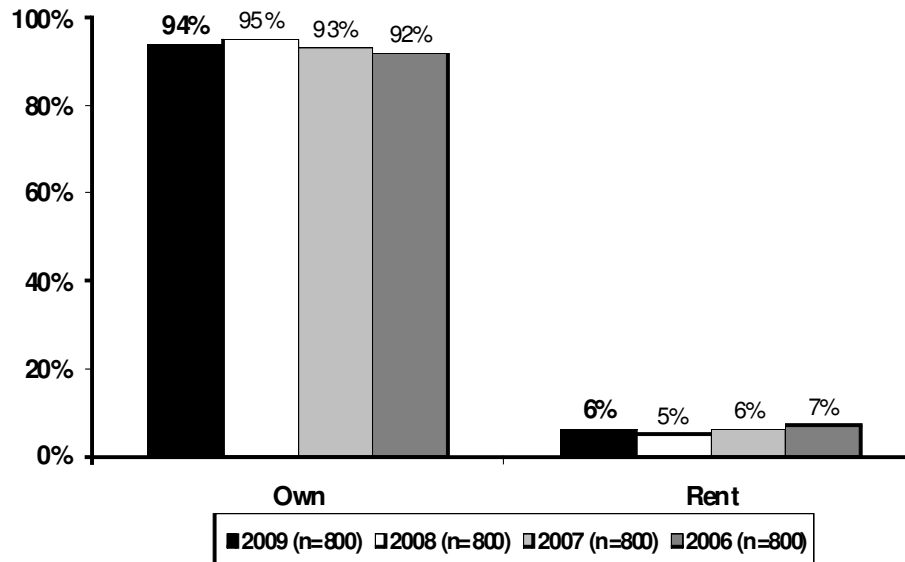
- Respondents with children (88% versus 78% respondents without children);
- Respondents with a university (88%) or college (80%) education (versus 70% of those with a high school education);
- Those with incomes of \$40,000 per year or more (82% to 87% versus 70% of those with incomes less than \$40,000 per year); and
- Respondents between the ages of 25 and 64 (85% to 88% versus 69% of those aged 65 or older).

3.10 Views Towards Property Taxes

As with previous survey years, the majority (94%) of respondents owned their home in St. Albert, while 6% indicated they rented. Only those respondents that owned their homes (n=750) were asked questions about property taxes.

Figure 36

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



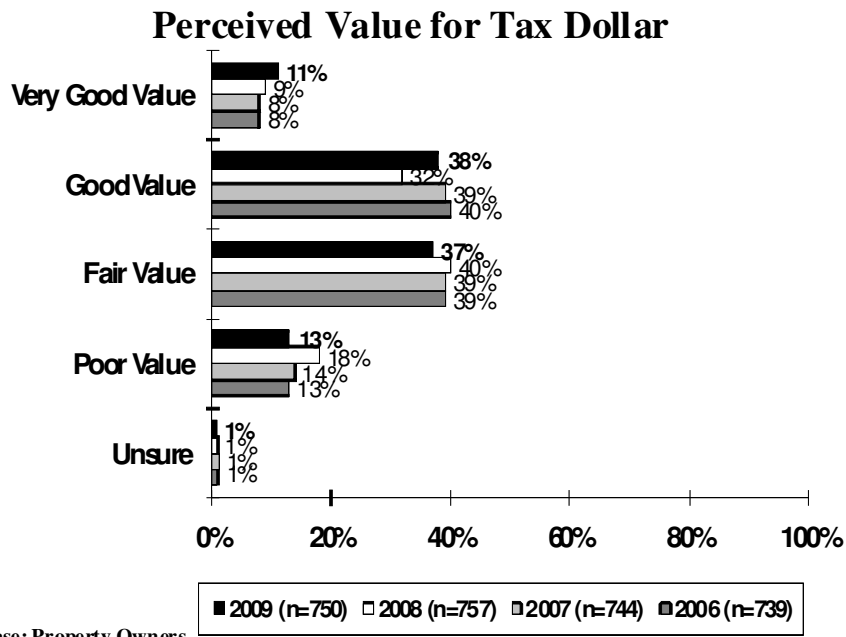
Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **own their home** included:

- Those that had been in contact with a City of St. Albert employee (96% versus 91% of those that had not);
- Respondents with a university education (96% versus 91% of those with a high school education);
- Respondents aged 45 years or older (95% to 97% versus 89% of those aged 25 to 44 years old);
- Those with incomes of \$40,000 per year or greater (92% to 97% versus 81% of those with incomes less than \$40,000 per year); and
- Respondents living in St. Albert for 10 years or less (95% versus 90% of those living there more than 10 years).

Property owners (n=750) were asked to indicate the value they received for their tax dollars. Eleven percent (11%) believed they received very good value, 38% believed they received good value, 37% believed they received a fair value, and 13% believed they received poor value for their tax dollars. Compared to 2008, significantly more respondents felt they received either very good or good value for their tax dollars in 2009 (8% increase).

Figure 37



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to believe they received **good or very good value for their tax dollar** included:

- Respondents with a university education (54% versus 43% of those with a high school education); and
- Male respondents (56% versus 43% of female respondents).

When asked why they felt they received very good or good value for their tax dollar, respondents most frequently mentioned St. Albert has good or great services (22%) and although they pay more taxes than other cities, they receive better services (10%). St. Albert being a good place to live or having a high standard of living (9%) and having a well-maintained city (9%) were also mentioned by respondents as reasons why they believe their tax dollar represents very good or good value. See Table 7.

Table 7

Reasons for Believing Tax Dollar Represents Very Good or Good Value		
	Percent of Respondents*	
	2009 (n=365)	2008 (n=305)
Good/great services	22	19
Need to pay for services / get what you pay for / charge more than other cities but get better services	10	5
Good place to live / high standard of living	9	9
City is well-maintained	9	4
Good maintenance on streets / roads	7	11
Good value for tax dollars	6	6
Satisfied with services provided	6	5
Nice parks and trees/trail system	6	10
Education system is good	5	4
High taxes	5	2

Taxes being high in comparison to services received (20%), as well as high taxes or tax increases (15%) were the top reasons for respondents believing their tax dollar represents fair or poor value. Ten percent (10%) of respondents also felt that their taxes were high compared to other cities or communities with the same facilities and services. See Table 8.

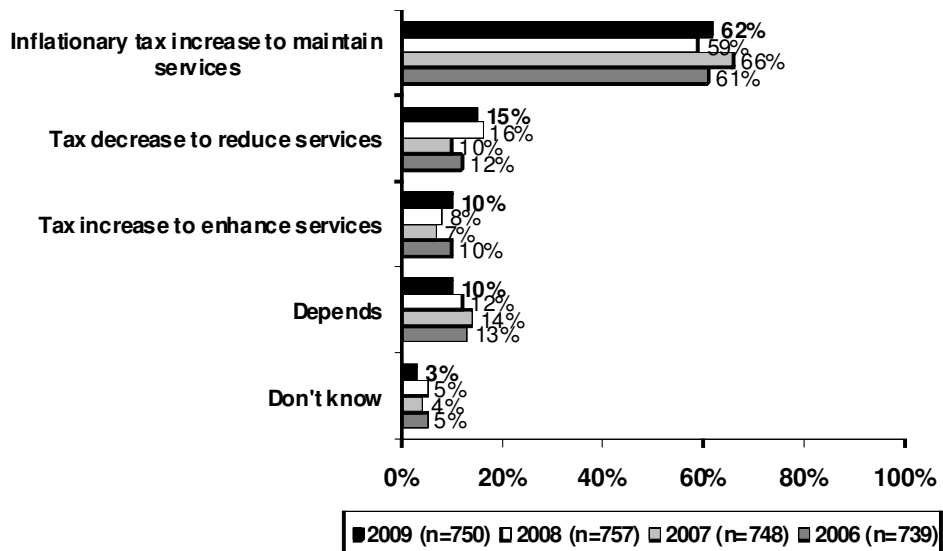
Table 8

Reasons for Believing Tax Dollar Represents Fair or Poor Value		
	Percent of Respondents*	
	2009 (n=382)	2008 (n=441)
Taxes are high in comparison to services received	20	15
Taxes are high/continue to raise	15	21
Taxes are high compared to other cities/communities with the same facilities and services	10	12
The City spends excessively / wastes money / fund too many projects	8	2
Taxes do not decrease when property value decreases / reassess property values	5	--
Lack of snow removal / poor quality snow removal	5	--
Servus Place issues / bypass issues	5	21
Lack winter and summer road maintenance/ repairs/condition / lack sidewalk maintenance	5	4

Property owners were then presented with three five-year tax strategies and asked to indicate which they supported. Supported by over sixty percent (62%) of respondents, the most popular tax strategy was an inflationary tax increase to maintain services, up 4% from 2008. Fifteen percent (15%) of respondents supported a tax decrease to reduce services from the City, while 10% supported a tax increase to enhance the level of service provided by the City.

Figure 38

Support for Five Year Tax Strategy



Base: Property Owners

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to support an inflationary increase included:

- Those that believed they receive good or very good value for their tax dollar (71% versus 53% that believed they receive fair or poor value);
- Respondents with a university education (68% versus 57% of those with a high school education and 56% of those with a college education); and
- Those with incomes \$40,000 per year or greater (64% to 65% versus 41% of those with incomes less than \$40,000 per year);
- Female respondents (65% versus 58% of males); and
- Respondents between the ages of 25 and 64 (64% to 70% versus 47% of respondents aged 65 years or older).

3.11 Municipal Leadership

Balancing the City budget or keeping expenses down (14%) was most frequently mentioned as the most important issue facing St. Albert Council today, followed by high taxes or tax increases (13%) and the need for economic development or industrial development (10%). Lack of a strong tax base or the need to attract industry (6%) was also mentioned by respondents as a prominent issue in St. Albert today. See Table 9, below.

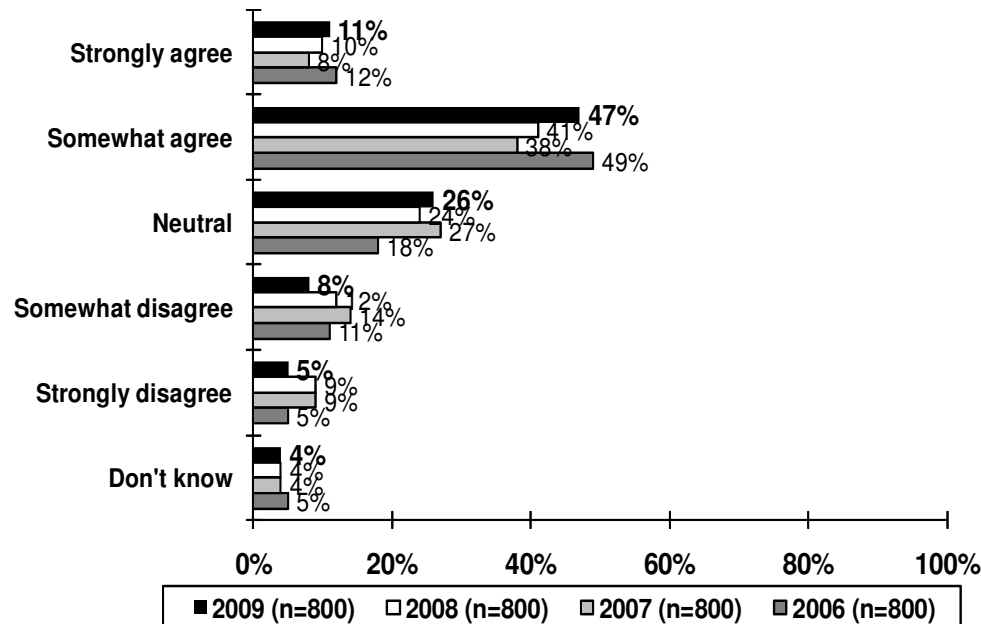
Table 9

	Percent of Respondents *			
	2009	2008	2007	2006
	(n=800)	(n=800)	(n=800)	(n=800)
The budget / balancing the City budget / keeping expenses down	14	8	7	6
Rising municipal taxes / high taxes	13	13	8	8
Industrial development / attract more businesses / economic development	10	2	1	1
Lack of a strong tax base / need to attract industry	6	7	6	3
Completion of the ring road / western by-pass issues	5	2	12	9
The economy / economic recession / maintaining services during recession	5	--	--	--
Land development / management / planning	5	5	9	6
Urban growth / managing the City growth without raising taxes / keeping up services with the growth	4	4	8	12
Affordable housing	3	3	9	3

In 2009, fifty-eight percent (58%) of respondents agreed overall with the statement, “St. Albert City Council is planning for the future of the community”, a significant increase (7%) compared to 2008 results. About one-quarter (26%) of respondents were neutral in this regard, and 13% disagreed overall with the statement. See Figure 39, below.

Figure 39

Level of Agreement that St. Albert City Council is Planning for the Future of the Community



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to agree City Council is planning for the future of the community included:

- Those that believed they receive good or very good value for their tax dollar (71% versus 43% that believed they receive fair or poor value);
- Respondents with children in their household (63% versus 55% of those without children in their household);
- Female respondents (62% versus 54% of males);
- Respondents between the ages of 25 and 44 (66% versus 53% to 56% of respondents aged 45 years or older); and
- Respondents that were satisfied or neutral towards their contact with a City employee (60% versus 39% of respondents that were dissatisfied).

3.12 City News and Promotions

The St. Albert Gazette was the newspaper respondents most frequently relied on as their primary source of information and news about City Hall and City services, programs and initiatives (79%). Other information sources mentioned by respondents included the City website (5%), the Saint City News (2%) and having conversations with others (2%). It is important to note that, in 2008, respondents were asked to indicate the newspaper that was their primary source of information, whereas in 2009 they provided multiple responses. Both the single and multiple responses from 2009 are shown in Table 10, below.

Table 10

What local newspaper do you rely on as your source of information and news about City Hall and City services, programs, and initiatives?			
	Percent of Respondents		
	2009 (n=800)*	2009 (n=793)**	2008* (n=800)
St. Albert Gazette	79	12	68
City Website	5	16	-
Saint City News	2	30	2
Conversations with others	2	18	-
Attend council meetings	<1	2	-
Watch council meetings on television	1	10	-
Don't follow issues at city hall	<1	-	6
Other	11	19	1
Refuse/Don't know	1	2	1

*Single responses

**Multiple responses

Selected Sub-Segment Findings

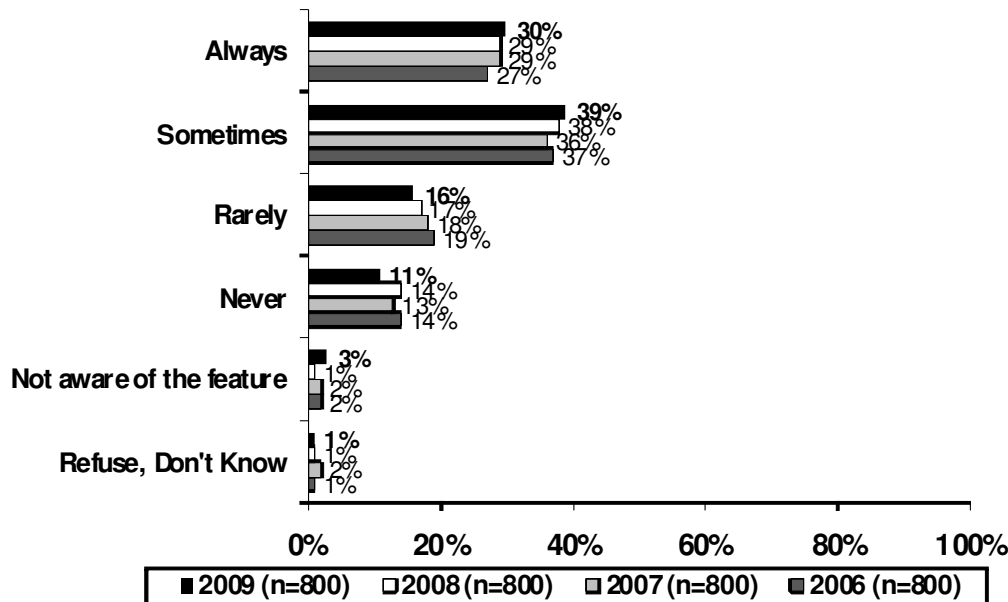
Respondent subgroups significantly more likely to indicate they read the **Saint Albert Gazette** for City news included:

- Respondents with a college education (83% versus 75% of those with a high school education);
- Female respondents (82% versus 75% of males); and
- Respondents aged 65 years or older (86% versus 75% of those between the ages of 25 and 44).

Respondents were asked to indicate how often they read the Citylights advertising feature, published by the City of St. Albert in the Saturday edition of the St. Albert Gazette. The majority (85%) of respondents read the feature at some frequency, 30% always, 39% sometimes, and 16% rarely. Results were comparable to previous survey years.

Figure 40

Citylights Readership



Selected Sub-Segment Findings

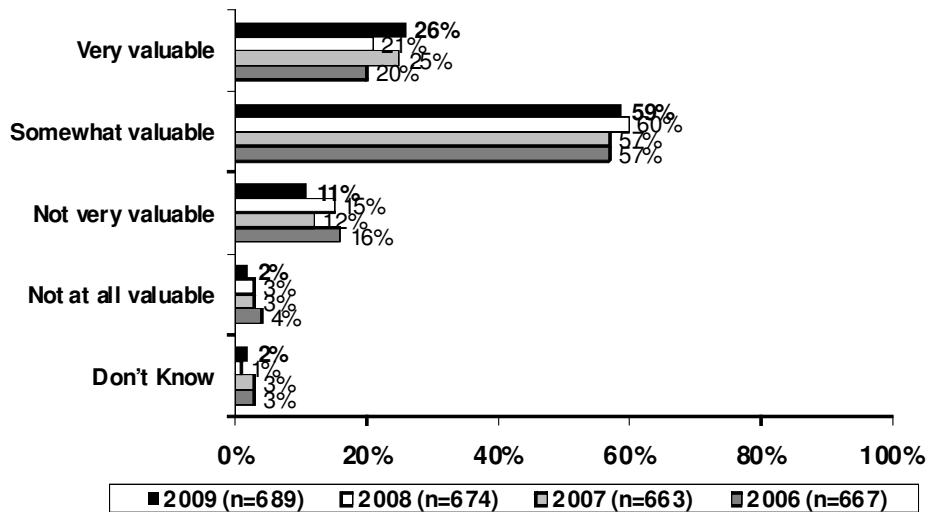
Respondent subgroups significantly more likely to **always read the Citylights feature** included:

- Respondents with a university education (35% versus 24% of those with a high school education); and
- Respondents that own their home (31% versus 15% of those that rent their home).

Respondents that read the Citylights feature (n=689) were asked how valuable the information in Citylights is to them as citizens of St. Albert. Comparable with results of previous years, the majority (86%) believed the feature was valuable to some degree, while 13% believed it was not valuable to them as citizens. 2009 saw a 5% increase in the percentage of respondents that felt the information provided in Citylights was 'very valuable' to them as citizens of the City.

Figure 41

How valuable do you feel the information in Citylights is to you as a citizen of St. Albert?



Base: Respondents that read the Citylights feature

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **rate the Citylights feature valuable** included:

- Respondents with a college (88%) or university (88%) education (versus 78% of those with a high school education);
- Respondents with incomes of more than \$40,000 per year (87% to 88% versus 75% of those with incomes of less than \$40,000); and
- Respondents aged 65 years or older (18% versus 9% to 12% of those between the ages of 25 and 64).

3.13 Respondent Characteristics

The following table provides a demographic profile of respondents surveyed in 2009.

Table 11

Demographic Profile							
	Percent (n=800)				Percent (n=800)		
	2009	2008	2007		2009	2008	2007
Gender :				Children in the Household:			
Male	49	49	50	Yes	44	41	39
Female	51	51	50	No	56	59	61
Household Income:				Age:			
Less than \$20,000	2	1	1	18 to 24 years	4	2	2
\$20,000 to less than \$30,000	3	3	3	25 to 34 years	7	6	9
\$30,000 to less than \$50,000	7	10	9	35 to 44 years	15	14	18
\$50,000 to less than \$75, 000	12	15	15	45 to 54 years	26	27	27
\$75,000 to less than \$100,000	17	15	16	55 to 64 years	26	24	22
\$100,000 to less than \$150,000	24	21	22	65 years and over	20	26	19
\$150,000 to less than \$200,000	11	10	8	Refused	3	3	3
\$200,000 or more	6	6	5	Mean age	53 years	55 years	52 years
Refused	21	19	21				
Employment Status				Composition of Age groups within household			
Working full-time, including self-employed	52	49	56	Under 13 years of age	22	21	27
Working part-time, including self-employed	14	13	11	13 to 18 years	22	20	22
Homemaker	5	5	5	19 to 44 years	50	46	55
Student	1	1	1	45 to 64 years	60	59	57
Not employed	4	2	2	65 years or over	23	28	22
Retired	24	30	24	Average Household size	3 people	3 people	3 people
Refused	1	1	1				
Level of Education:				Residence in St. Albert:			
Less than / graduated high school	22	24	22	1 to 5 years	14	20	16
Some / graduated tech or vocational school	6	10	8	6 to 10 years	15	15	18
Some / graduated college	22	19	20	11 to 20 years	28	23	27
Some / graduated university	36	31	30	Over 20 years	43	42	38
Post graduate	12	15	19				
Refused	2	1	1	Work for the City of St. Albert			
				Yes	3	3	3
				No	98	97	97

Appendix

Survey Instrument

2009 City of St. Albert

Community Satisfaction Survey

Introduction

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

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

A. For this study, I need to speak to the (**ALTERNATE:** male/female) in your household who is 18 years of age or older and who is having the next birthday. And is that person available?

- | | |
|--------------------------|--|
| 1. Yes, speaking | Continue |
| 2. Yes, I'll get him/her | Repeat introduction and continue |
| 3. Not now | Arrange callback and record first name of selected respondent |

B. Do you live within the St. Albert City limits?

- | | |
|-----------------|----------------------|
| 1. Yes | Thank and end |
| 2. No | Thank and end |
| F5 (Don't know) | Thank and end |
- Final April 13, 2009**
interview
interview

C. To ensure that we have proper geographic representation from across all of the City of St. Albert could you please tell me in which of the following areas of the City do you reside?
[Quotas = 200 per quadrant]

1. **North East**, or east of St. Albert Road and north of the Sturgeon River (communities: Erin Ridge, Oakmont, Inglewood)
 2. **North West**, or west of St. Albert Road and north of the Sturgeon River (communities: Lacombe Park, Mission, Northridge, Deer Ridge)
 3. **South West**, or south of the Sturgeon River and west of St. Albert Road (communities: Riel, Grandin, Heritage Lakes, Downtown)
 4. **South East**, or south of the Sturgeon River and east of St. Albert Road (communities: Braeside, Woodlands, Kingswood, Pineview, Campbell, Akinsdale, Forest Lawn, Sturgeon)
- F5 (Don't know)

D. **RECORD GENDER: WATCH QUOTAS**

1. Male
2. Female

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

- | | |
|------------------------|--------------------------|
| 1. Convenient time | Continue |
| 2. Not convenient time | Arrange call-back |

Quality of Life

1. Please think about the overall quality of life in St. Albert for you and your family in comparison to other communities where you could live. Would you say, overall, the quality of life is ...? (**Read list**)
 1. Excellent
 2. Very good
 3. Good
 4. Fair
 5. Poor
 - F5. (Don't know/not stated)
2. In your opinion, what would you say are the three most significant factors contributing to a **high quality** of life in the City of St. Albert? (**Probe**)
 1. Other - **Specify**
 - F5. (Don't know/not stated)
3. And, what would you say are the three most significant factors contributing to a **low quality** of life in the City of St. Albert? (**Probe**)
 1. Other - **Specify**
 - F5. (Don't know/not stated)
4. Next, please indicate the extent to which you agree or disagree with the statement that: "The City of St. Albert is committed to preserving the natural environment"? Would you say you...? (**Read list**)
 1. Strongly disagree
 2. Somewhat disagree
 3. Neither agree nor disagree
 4. Somewhat agree
 5. Strongly agree
 - F5. (Don't know/not stated)

Satisfaction with City Services

5. Next, I would like you to think about the specific **services** provided by the City of St. Albert and for each service rate your level of satisfaction. Regardless of your use, how satisfied are you personally with each of the following services. First, how satisfied are you with (**Read list. Randomly rotate**) ...?
 1. Very dissatisfied
 2. Somewhat dissatisfied
 3. Neither satisfied nor dissatisfied
 4. Somewhat satisfied
 5. Very satisfied
 - F5. (Don't know/not stated)
 - a) parks and trail system
 - b) recycling and composting depots
 - c) St. Albert public transit
 - d) garbage collection services
 - e) winter road maintenance including snow removal and ice management
 - f) summer road maintenance including paving, pothole repair and sidewalk maintenance
 - g) RCMP police services
 - h) emergency medical and fire services
 - i) sewer services including land drainage
 - j) bylaw enforcement such as animal or weed control and traffic infractions
 - k) building permits
 - l) land use planning and approvals (including development permits)
 - m) economic development

5b. (If somewhat or very dissatisfied in Q5, ask for each:)
What specific aspects of the (insert service from Q5)
dissatisfied you?

1. Other - **Specify**
F5 (Don't know)

6. Next, I would like you to rate your level of satisfaction with each of the following **facilities** operated or funded by the City of St. Albert. Again, based on your own use or your general perceptions of the facility, would you say you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied or very dissatisfied with? (**Read list. Randomly rotate.**)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
- F5 (Don't know)

- a) Fountain Park Recreation Centre
- b) Akinsdale or Kinex Arena
- c) Woodlands Water Play Park
- d) Outdoor rinks
- e) Grosvenor Outdoor Pool
- f) St. Albert Public Library
- g) Heritage sites including the Musée Héritage Museum, the Little White School and the Grain Elevator Park
- h) Arts facilities including Profiles Art Gallery, Art in Public Places (murals, statues, sculptures) and the Visual Arts Studio in St. Albert Place (includes pottery and painting studios, and is the location for adult and children's art classes)
- i) The Arden Theatre
- j) Servus Credit Union Place (also known as Servus Place, Multipurpose Recreation Centre)

6b. (If somewhat or very dissatisfied in Q6, ask for each:)
What specific aspects of the (insert service from Q6)
dissatisfied you?

1. Other - **Specify**
F5 (Don't know)

7. Next, how satisfied are you with each of the following **programs** offered by the City of St. Albert. Again, please rate your level of satisfaction based on your own experiences or your general perceptions of the programs offered. (**Read list. Randomly rotate.**)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
- F5 (Don't know)

- a) recreational programs and activities
(**Interviewer note:** If respondent is unsure explain this includes summer playground programs, youth and family leisure programs, fitness, wellness and sports programs, special events and celebrations)
- b) cultural programs
(**Interviewer note:** If respondent is unsure explain this includes the International Children's Festival, St. Albert Children's Theatre, and performing and visual arts classes)
- c) Family and Community Support Services including family and youth preventive social support services and programs
(**Interviewer note:** If respondent is unsure explain this includes short-term counseling, school presentations on suicide awareness, the P.A.R.T.Y. Program, the Leadership Experience and Awareness Program, and the St. Albert Youth Council)

7b. (If somewhat or very dissatisfied in Q7, ask for each:)
What specific aspects of the (insert service from Q7)
dissatisfied you?

1. Other - **Specify**
F5 (Don't know)

8. Taking into consideration all City of St. Albert services,
facilities and programs, overall, how satisfied are you with
the services provided by the City of St. Albert to residents?
Would you say you are ...? (**Read list**)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
F5. (Don't know/not stated)

9. In your view, what one change or improvement in the
service provided by the City of St. Albert would do most to
better meet your needs?

1. Other - specify
F5. (Don't know/not stated)

Overall Importance of City Services

10. Next, I am going to read you the same list of services that
are provided by the City and are available to residents. I
would like you to rate how important you feel each of the
services are to citizens of St. Albert. Please use a scale of 1
to 5, where 1 means "not at all important" and 5 means
"critically important". (**Read list. Randomly rotate**)

1. Not at all important
..
5. Critically important
F5. (Don't know/not stated)

- a) parks and trail system
- b) recycling and composting depots
- c) St. Albert public transit
- d) garbage collection services
- e) winter road maintenance including snow removal and ice management
- f) summer road maintenance including paving, pothole repair and sidewalk maintenance
- g) RCMP police services
- h) emergency medical and fire services
- i) sewer services including land drainage
- j) bylaw enforcement such as animal or weed control and traffic infractions
- k) building permits
- l) land use planning and approvals
- m) economic development
- n) Fountain Park Recreation Centre
- o) Akinsdale or Kinex Arena
- p) Woodlands Water Play Park
- q) outdoor rinks
- r) Grosvenor outdoor pool
- s) St. Albert Public Library
- t) heritage sites including the Musée Heritage Muséum, the Little White School and the Grain Elevator Park
- u) arts facilities including Profiles Art Gallery, Art in Public Places and the Visual Arts Studio in St. Albert Place
- v) the Arden Theatre
- w) recreational programs and activities
- x) cultural programs
- y) Family and Community Support Services including family and youth preventive social support services and programs
- z) Servus Credit Union Place (also known as Servus Place, Multipurpose Recreation Centre)

Contact with City of St. Albert Employee

11. Next, I would like to talk to you about your contact with a City of St. Albert employee. In the past 12 months, have you been in contact, either by phone, in person, by e-mail or by letter or fax, with any employees who work for the City of St. Albert?

- 1. Yes
- 2. No **Go to Question 14**
- F5. (Don't know/not stated) **Go to Question 14**

12. During your last contact with a City employee, was this contact by phone, in person, by e-mail or Internet or by mail or fax? **(One response only)**

- 1. By phone
- 2. In person
- 3. E-mail / Internet
- 4. Mail or fax
- F5. (Don't know/not stated)

13. Overall, how satisfied were you with the service provided by the City of St. Albert employee that you last contacted? Would you say you were **(Read list)**?

- 1. Very dissatisfied
- 2. Somewhat dissatisfied
- 3. Neither satisfied nor dissatisfied
- 4. Somewhat satisfied
- 5. Very satisfied
- F5. (Don't know/not stated)

Safety Issues in St. Albert

14. Next, I would like you to think about safety in St. Albert. I would like to know if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree with the statement that "St. Albert is a safe community to live in"?

- 1. Strongly disagree
- 2. Somewhat disagree
- 3. Neither agree nor disagree
- 4. Somewhat agree
- 5. Strongly agree
- F5. (Don't know/not stated)

15. What would you say are the safety and crime issues of greatest concern to you, if any? **(Do not read. Allow multiple response if necessary)**

- 1. None / no safety concerns
- 2. crime in general
- 3. youth vandalism
- 4. youth crime in general
- 5. traffic safety in general
- 6. speeding
- 7. safety of cyclists and pedestrians
- 8. drugs in the community
- 9. issues related to crystal meth specifically
- 10. theft/burglary
- 11. Other – **please specify**
- F5 (Don't know)

Neighbourhood Development

16. Are there issues or areas of improvement in your neighbourhood that residents could work on together to resolve or to help strengthen the neighbourhood (i.e. physical environment, amenities, atmosphere, collective neighbour relations)?

1. Yes
2. No
- F5. (Don't know/not stated)

16b. If yes, what would you like to see addressed in your neighbourhood?

1. Other - specify
- F5. (Don't know/not stated)

17. Would the residents of your neighbourhood work together on local issues or projects that would help improve the neighbourhood?

1. Yes
2. No
- F5. (Don't know/not stated)

18. Would you be willing to take part in the process to resolve key neighbourhood issues or work with neighbours on a local development project?

1. Yes
2. No
- F5. (Don't know/not stated)

Property Taxes and Financial Planning

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

1. Own
2. Rent **Go to Question 23**
- F5. (Not stated) **Go to Question 23**

20. Property taxes in the City of St. Albert are related to the value of your property. About one-third of your property tax bill is controlled by the Province to pay for education and schools. This means that about two-thirds of your property tax bill goes to the City to fund municipal services. Thinking about the amount of your tax bill that pays for City services, would you say you receive? (**Read list**)

1. Very good value for your tax dollars
2. Good value
3. Fair value
4. or, Poor value for your tax dollars
- F5. (Don't know/not stated)

21. What is the main reason you feel that way?

1. Other - **Specify**
- F5. (Don't know/not stated)

22. Next, thinking about City of St. Albert services over the next five years, which of the following tax strategies do you most likely support? Would you support ...? (**Read list**)

1. an inflationary, or cost of living, tax increase to maintain the current level of services from the City
2. a tax increase, above inflation, to enhance the level of services
3. or, a tax decrease to reduce the level of services from the City
4. (Depends – **Specify**)
- F5 (Don't know)

Municipal Leadership

23. What would you say is the most important issue facing St. Albert City Council today? **(Do not read. Allow multiple response if necessary. Probe for clarification of issues.)**

1. Other – **Specify**
F5 (Don't know)

24. To what extent do you agree or disagree with the following statement: "St. Albert City Council is planning for the future of the community"? Would you say you...? **(Read list)**

1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
- F5. (Don't know/not stated)

City News and Promotions

The next few questions focus on news and promotions about City of St. Albert programs, services and initiatives.

25a. What is your most preferred method of receiving news about City Hall and City services, programs, and initiatives? **(Note: single response first, to gather primary source; then multiple responses to gather broader range of sources used)**

25b. What other information sources do you rely on for news about City Hall and City services, programs, and initiatives? **(multiple response, as noted in comment above)**

1. St. Albert Gazette
2. Saint City News
3. Attend Council meetings
4. Watch Council meetings on TV
5. City website
6. Conversations with others
7. Other **(please specify)**
8. Don't follow issues at City Hall
- F5. (Don't know/not stated)

26. The City of St. Albert has a full-page advertising feature called Citylights that runs in the Saturday edition of the St. Albert Gazette. How often would you say you read the Citylights advertising feature?

1. Always
2. Sometimes
3. Rarely, or
4. Never **GO TO QUESTION 28**
5. (not aware of feature) **GO TO QUESTION 28**
- F5 (Don't know)

27. How valuable do you feel the information provided in Citylights is to you as a citizen of St. Albert?

1. Very valuable.
2. Somewhat valuable.
3. Not very valuable.
4. Not at all valuable.
- F5. (Don't know / not stated)

Respondent Profile

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

28. About how long have you lived in the City of St. Albert?

_____ **RECORD NUMBER OF YEARS**
F5. (Refused)

29. In what year were you born?

_____ **RECORD YEAR**
F5. (Refused)

30. Including yourself, how many people in each of the following age groups live in your household? How many are (Read list. Record actual number)

1. Under 13 years old
2. Between 13 and 18 years old
3. Between 19 and 44 years old
4. Between 45 and 64 years old
5. 65 years of age or older
- F5. (Not stated)

31. What is the highest level of education you have achieved to date? (**Read list if necessary**)

1. Less than high school
2. Graduated high school
3. Some or completed technical or vocational school
4. Some or completed college
5. Some or completed university
6. Post graduate
- F5. (Not stated)

32. Into which of the following categories would you place your total household income before taxes for last year that is for 2008? Would it be above or below \$50,000? (**If below read 1-6, if above read 7-13**)

1. Less than \$20,000
2. \$20,000 to less than \$25,000
3. \$25,000 to less than \$30,000
4. \$30,000 to less than \$35,000
5. \$35,000 to less than \$40,000
6. \$40,000 to less than \$50,000
7. \$50,000 to less than \$75,000
8. \$75,000 to less than \$100,000
9. \$100,000 to less than \$125,000
10. \$125,000 to less than \$150,000
11. \$150,000 to less than \$175,000
12. \$175,000 to less than \$200,000
13. \$200,000 or more
- F5 (Not stated)

33. What is your current employment status? (**Read list**)

1. Working full time, including self-employment
2. Working part time, including self-employment
3. Homemaker
4. Student
5. Not employed
6. Retired
- F5 (Not stated)

34. And finally, do you work **for** the City of St. Albert?

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