

CITY OF EDMONTON SERVICE SATISFACTION SURVEY AND RESULTS

RECOMMENDATION

That the October 31, 2022, Financial and Corporate Services report FCS01414, be received for information.

Requested Council Action	Information only		
ConnectEdmonton's Guiding Principle	ConnectEdmonton Strategic Goals		
CONNECTED This unifies our work to achieve our strategic goals.	N/A		
City Plan Values	BELONG, LIVE		
City Plan Big City Move(s)	N/A	Relationship to Council's Strategic Priorities	Conditions for service success
Corporate Business Plan	Serving Edmontonians		
Council Policy, Program or Project Relationships	<ul style="list-style-type: none"> • C600 - Enterprise Performance Management Policy 		
Related Council Discussions	<ul style="list-style-type: none"> • FCS01465, City Council October 31, 2022 • October 31, 2022, Communications and Engagement report CE01489 - Budget 2023-2026 Community Insights 		

Executive Summary

- The 2022 Service Satisfaction Survey captures perceptions related to City of Edmonton services.
- Results provide insight into Edmontonians' perspectives and priorities and these complement other insights to inform both Administration and Council's decision-making in the 2023-2026 budget process.

REPORT

Overview

The Service Satisfaction Survey (the “Survey”) gathers Edmontonians' perceptions of overall service quality and the satisfaction and importance of highly visible City of Edmonton services. Between June 30 and July 17, 2022, an online survey panel collected 800 responses that reflect the age, gender and geographic distribution of Edmontonians and an additional survey of 4,306 respondents supplemented these results and included more representation from Edmontonians who are racialized, 2SLGBTQIA+, Indigenous, people with disabilities, people in low income households and people with children in the household. The results are summarized in this report in Attachment 1; subgroup results and GBA+ analysis included in Attachment 2.

Service Satisfaction Survey Results

The Survey results indicate the majority of Edmontonians are satisfied with the overall quality and ease of access to City services collectively.

For individual services, Edmontonians rated each one in terms of their satisfaction, importance and preferred level of investment. Based on these ratings, each City service was classified as a strength or an opportunity.

Parks, sports fields and green spaces; waste collection; fire rescue; traffic safety, flow and control; and infrastructure delivery are the City's top five primary strengths. Relative to other services, Edmontonians are more satisfied and consider them more important. While these services are diverse, they are some of the services traditionally provided by municipalities.

Winter road maintenance; spring and summer road maintenance; community safety; affordable housing for low-income families; and public transit are the City's top five primary opportunities. Relative to other services, Edmontonians are less satisfied and consider them more important. Many of these opportunities are related to transportation and community safety and well-being.

Edmontonians generally support increased investment in the services they see as primary opportunities.

Additional Perspectives

Edmontonians share many of these perceptions and priorities with people in other Canadian cities. In Calgary¹ and Winnipeg², similar to Edmonton, people identified affordable housing as an opportunity in recent surveys, and identified traditional municipal services, like fire, parks and waste, as strengths. Winter road maintenance was also a primary opportunity area for respondents from the City of Calgary Fall 2021 Quality of Life and Citizen Satisfaction Survey.

Perceptions about service strengths and opportunities are consistent across demographic groups, with a few notable differences. Edmontonians who are under 25 years of age tend to be more satisfied with each of the transportation and safety services that are deemed primary opportunities. Respondents from Central Edmonton are more satisfied than others with

¹ Fall 2021 Quality of Life and Citizen Satisfaction Survey, City of Calgary, October 2021

² Citizen Perspective 2020 Citizen Survey, City of Winnipeg, June 2020

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infrastructure delivery. When it comes to road maintenance, respondents from Southeast Edmonton are more satisfied with spring/summer service, while respondents from Southwest Edmonton are less satisfied in both spring/summer and winter.

The primary strengths and opportunities are also consistent for Edmontonians who identified as belonging to groups that are racialized, 2SLGBTQIA+, Indigenous, people with disabilities, people in low income households and who have children in the household.

Part of an Integrated Approach

The City has a comprehensive approach to gather insights about the many services provided to Edmontonians. The approach includes conducting surveys with individuals or groups directly interacting with a service that inform service delivery, improvement and communications. Understanding the experiences of Edmontonians during their whole service journey, along with perceptions from the community more broadly, fulfills the City's commitment to making decisions with and for Edmontonians. The City will complete the online survey on an annual basis to continue to incorporate these results with other information to make Edmontonian-informed decisions.

This report appears on the same agenda with two related reports: Communications and Engagement report CE01489 - Budget 2023-2026 Community Insights, which sought input on what Administration and Council should consider when making budget decisions; and, Financial and Corporate Services report FCS01465 - Performance Report, which indicates the progress made towards the City's corporate objectives, including serving Edmontonians. Together these three reports support the City's desire to both listen and learn from Edmontonians and they provide data and insights for informed decision making.

Budget/Financial Implications

Financial information is not included in this report, but the combination of the Survey and the other cross-referenced reports provide insights and information that can inform and supplement upcoming decisions related to the 2023-2026 business planning and budget cycle.

COMMUNITY INSIGHT

The purpose of this survey was to gain insight from the community. Attachment 1 and Attachment 2 detail the results of this research.

GBA+

The survey results reflect the perceptions of diverse Edmontonians, including the voices of those in marginalized and under-represented communities. Key elements of the GBA+ approach to the survey include:

- These survey results reflect the age, gender and regional composition of Edmontonians based on 2016 Census data. A weighting factor for income was also applied to ensure representation.
- The survey was also made available to the Edmonton Insight Community and community organizations that support those persons often under-represented. These methods collected

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an additional 4,306 responses to supplement the online survey. Subgroup results from these responses are captured in Attachment 2.

- These results captured many voices, including Edmontonians who may experience City services differently, including those who are racialized, 2SLGBTQIA+, Indigenous, people with disabilities, people in low income households and people with children in the household. These results will be used by service areas within the City to make decisions around continuous improvement of service delivery.

ATTACHMENTS

1. City of Edmonton Service Satisfaction Survey Results
2. City of Edmonton Service Satisfaction Survey Subgroup Analysis