

### Community Insight

#### Public Survey

Recognizing that public perception takes a long time to build and even longer to rebuild, Administration started to monitor public perceptions in the Centre City area in 2023. In March 2023, Administration conducted a survey to understand Edmontonians' experiences of visiting or living in the Centre City area. The survey was distributed to the Edmonton Insight Community through a mixed-topic survey<sup>1</sup>, as well as via an open link on the City's website. A total of 2,871 respondents completed the survey, among which 2,323 were area users. In September 2023, the same survey was conducted again, to monitor possible changes and improve experiences within the Centre City Area. A total of 4,764 respondents completed the survey, among which 4,164 were area users. It is unknown how many of these respondents took both surveys.

Despite increased service, the perception of safety was lower in September 2023, while the perception of cleanliness remained relatively stable.

- 28 per cent of area users agreed they feel safe in the Centre City area in March 2023 compared to 21 per cent in September 2023.
- 23 per cent of area users agreed that the Centre City area is clean and well maintained in March 2023 compared to 20 per cent in September 2023.

The lower perceived safety may be influenced by a number of outside factors, including the time of year impacting the visibility of litter and the habits of outdoor-space users and several high profile news stories highlighting ongoing social disorder and crime in the downtown core. However, it is important to note that results from the September 2023 survey continue to indicate that cleanliness is a critical factor in determining perceptions of safety and willingness to spend time in the area.

- 78 per cent of area users agree that cleanliness affects their feelings of safety.
- 62 per cent of area users are willing to spend more time in the Centre City area if it were cleaner.

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<sup>1</sup> March 2023 and September 2023 Mixed Topic survey results are available at [edmonton.ca/programs\\_services/public\\_engagement/results-reports](https://edmonton.ca/programs_services/public_engagement/results-reports)

### Business Improvement Area Survey

In November and December 2023, Administration conducted two Business Improvement Area surveys - a Patron Survey and a Business Survey. The Patron Survey was distributed to the Edmonton Insight Community, and to the broader public via an open survey link on the City's website. A total of 2,862 respondents completed the Patron Survey. The Business Survey was distributed to the Edmonton Insight Community members who identified as business owners in Edmonton, as well as the broader business community via an open survey link. A total of 150 respondents completed the Business Survey. While the full survey results are still being finalized, the following are highlights specific to the three Business Improvement Areas in the Centre City Pilot area geography:

#### Business Survey - Downtown (55 completed)

- 11 respondents (20 per cent) agreed that the area was safe. In 2022, three out of 25 (13 per cent) agreed that this area was safe.

#### Patron Survey - Downtown (1,168 completed)

- 10 per cent increase in agreement that the area is aesthetically pleasing in 2023 compared with 2022 (33 per cent in agreement in 2023, compared to 23 per cent in 2022).
- Six per cent increase in agreement that the area was safe in 2023 compared with 2022 (21 per cent in agreement in 2023 compared to 15 per cent in 2022).

#### Patron Survey - Chinatown (349 completed)

- Six per cent increase in agreement that the area is aesthetically pleasing in 2023 compared with 2022 (17 per cent in agreement in 2023, compared to 11 per cent in 2022).
- The agreement that the area was safe remained steady between 2022 (11 per cent) and 2023 (13 per cent).

#### Patron Survey - North Edge (197 completed)

- Six per cent increase in agreement that the area is aesthetically pleasing in 2023 compared with 2022 (21 per cent in agreement in 2023, compared to 15 per cent in 2022).
- The agreement that the area was safe remained relatively steady between 2022 (34 per cent) and 2023 (31 per cent).