

# Public Questionnaire Consolidated Results

## Recommendation:

That the September 20, 2012, Office of the City Manager report 2012CMC014, be received for information.

## Report Summary

**This report provides the consolidated results of the Public Questionnaire.**

## Previous Council/Committee Action

At the July 16, 2012, Independent Council Compensation Committee meeting, the following motion was passed:

1. That Administration direct Banister Research and Consulting Inc. to publish the public questionnaire until August 31, 2012.
2. That Administration proceed with the promotion of the public questionnaire as outlined in the July 16, 2012, Office of the City Manager report 2012CMC012.
3. That the consolidated results be provided to the next meeting of the Independent Council Compensation Committee.

At the June 25, 2012, Independent Council Compensation Committee meeting, the following motion was passed:

That Administration consult with Banister Research and distribute a final copy of the public questionnaire to the Independent Council Compensation Committee.

## Report

- At the direction of the Committee, Banister Research and Consulting Inc., was commissioned to publish the public questionnaire until August 30, 2012, and provide consolidated results thereafter.
- Methodology and study findings are outlined in attachment 1.
- The promotion of the questionnaire, as outlined in the July 16, 2012, Office of the City Manager report 2012CMC012 (Public Questionnaire Final Copy), included:
  - A public service announcement (PSA) titled *Independent Council Compensation Committee is Seeking Public Input* went out July 24, 2012.
  - The public service announcement was also posted as news on Edmonton.ca until August 31, 2012.
  - Feature boxes on Edmonton.ca home page and City Government page pointed people to the questionnaire until August 31, 2012.
  - Through Twitter, people were encouraged to participate. This was tweeted during the week following the public service announcement and during the last week before the questionnaire closed.
  - A message scrolled on Shaw digital news until August 16, 2012.
  - Other opportunities to promote the questionnaire included personal invitations and a news story that went to City of Edmonton employees on the internal website.

**Attachments**

1. Banister Research & Consulting Inc.  
2012 Council Compensation Web  
Questionnaire Final Report