

Public Questionnaire Draft Review

Recommendation:

That the June 25, 2012, Office of the City Manager report 2012CMC011, be received for information.

Report Summary

This report provides background information and questions for review by the committee.

Previous Council/Committee Action

At the June 11, 2012, Independent Council Compensation Committee meeting, the following motion was passed:

That the public survey and consultation plan in Option 3 in Attachment 1 of the June 11, 2012, Office of the City Manager report 2012CMC006, be approved, with the following additions:

- that the proposed survey questions be distributed to the Committee for their feedback by the end of June 2012.
- that the public survey be completed as early as possible before the end of September 2012.

Report

Option 3 of the public survey and consultation strategy, outlined in the June 11, 2012, Office of the City Manager report 2012CMC006 (Public Survey and Consultation Strategy), provides for a third-party research firm to set up an online survey, open to all Edmontonians.

A questionnaire to collect public input is attached for review by the committee. Use of a questionnaire provides a method of obtaining systematic public input, as opposed to a survey, which assumes a specific research methodology.

The questionnaire would provide the committee with more details on what those who are interested in the issues think.

Project costs by Banister Research and Consulting Inc. amount to approximately \$7,000 for questionnaire review, online data collection, data entry and coding (up to 800 responses), data analysis and reporting.

An alternative option is to post the questionnaire using a survey software tool such as Vovici at a cost of approximately \$75 per month, and present the printed results thereof to the committee.

The communications plan outlined in Option 1 of the June 11, 2012, Office of the City Manager report 2012CMC006, would be used to raise awareness of the questionnaire.

Attachment

1. Draft questionnaire

Draft Questionnaire

Background

An independent committee is currently reviewing the financial compensation for Edmonton's City Council. The goal is to ensure that people from all walks of life look at serving on Council as a viable option and to adequately compensate Council members for their time and level of responsibility.

Limiter

As this survey relates to the Edmonton municipal government, it is intended for people who live in the city of Edmonton. Please enter the first three numbers of your postal code (mandatory).

City Council

City Council consists of the Mayor and 12 Council members. Together they make decisions concerning the services provided to residents as well as overseeing the City of Edmonton's \$1.8 billion operating budget.

Mayor

The Mayor's workload averages at least 70 to 80 hours per week. The Mayor's time is spent working closely with Council, the City Manager and community representatives to develop plans and strategies, and policies important to the City's business.

In addition to performing these duties, the Mayor is the key public representative of the City and is called on to represent the City organization and the community at meetings, public functions, ceremonies and other events. These often occur during evening hours and on weekends. For example, in 2011, the Mayor received over 2,000 such invitations and was able to attend 570 of them.

The Mayor is the chief spokesperson for the City in discussions with elected officials in other municipalities and/or the provincial and federal governments. This often involves initiating and building important relationships with decision-makers outside of the community.

1. What do you consider to be a similar position to that of Mayor?

- CEO of a major corporation
- Cabinet minister
- Member of the Legislative Assembly (MLA)
- Chair of a Board of Directors of a corporation
- Manager of a company of 10,000 employees

**2. Below are some average annual salaries in Alberta. Which salary bracket do you think should be/is comparable to that of the Mayor?
(select only one)**

- Premier
- Cabinet minister
- Senior manager - Health, Education, Social Services
- Lawyer (large corporation)
- Drilling rig manager

OR

- \$100,000-\$125,000
- \$125,000-\$150,000
- \$150,000-\$175,000
- \$175,000-\$200,000
- \$200,000-\$250,000

Councillors

Each Councillor represents the approximately 60,000 people who live in their ward. A Councillor's workload averages 70 to 80 hours per week. A Councillor's time is spent working closely with the Mayor and other Councillors. Attendance at and participation in Council and Committee meetings is mandatory and is a requirement to fulfill the representative and legislative responsibilities of elected office.

Councillors are the key public representatives of the City and their ward, and are called on to represent the City organization and the community at meetings, public functions, ceremonies and other events. These often occur during evening hours and on weekends.

3. What do you consider to be a similar position to that of City Councillor?

- Cabinet minister
- Member of the Legislative Assembly (MLA)
- Executive of a major corporation
- Member of a Board of Directors
- Business advisor

4. Below are some average annual salaries in Alberta. Which salary bracket do you think should be/is comparable to that of a Councillor? (select only one)

- Member of the Legislative Assembly (MLA)
- Senior Managers - Health, Education, Social Services
- Lawyer
- Construction manager
- Welder

OR

- \$50,000-\$75,000
- \$75,000-\$100,000
- \$100,000-\$125,000
- \$125,000-\$150,000

5. The job of Mayor and Council of Edmonton is most similar to that of the Mayor and Council of:

- Calgary
- Toronto
- Regina
- Vancouver

Increases

For 2012, members of Council received an increase based on the average weekly earnings for Alberta as reported by Statistics Canada survey of employment payroll and hours for the preceding year's September to September information report.

6. This way of determining an increase is fair:
(scale: strongly agree to strongly disagree)

Comments

7. Below is an opportunity to make a comment concerning Council compensation:
(limit of ?? keystrokes)