ADMINISTRATIVE BACKGROUNDER

TITLE: Capital Project Prioritizing Survey Results

<u>(C400-2016) Moved by Mayor Crouse</u>
That up to $30,000 be funded from the Stabilization Reserve in 2016 to complete a residential owner/taxpayer survey (n=400) (determining only residential owners/taxpayers during the survey process) to rank, in order, the importance to construct and pay through a tax increase, an additional library or an additional arena or an additional lane aquatics facility, and that Council approve the survey questions prior to commencement targeted to be completed by October 24, 2016.

On August 22, Council approved a Capital Project Prioritizing Questionnaire.

BACKGROUND:

The City contracted Banister Research and Consulting Inc. through a competitive process to conduct the Capital Projects Prioritizing Survey.

The objective of the survey was to gather residents' opinions about three proposed facilities in the City of St. Albert consistent with the Council motion. A total of 466 surveys were completed from September 7 to 18, 2016 with Property Tax Payers (n=431; 92.5% of the final sample) and Renters (n=35; 7.5%) in the City of St. Albert. The telephone survey provides a margin of error no greater than ±4.5% at the 95% confidence level, or 19 times out of 20 for Property Tax Payers given the sample size. However, as renters were not the primary target of the survey but were included if they wished to participate when called, their results only provide an indication of preferences and can not be interpreted with the same confidence level.

The attached report outlines the findings from the 2016 Capital Projects Prioritizing Survey.

Attachment: St. Albert Capital Projects Final Report

Report Date: October 24, 2016
Author(s): Darija Slokar
Committee/Department: Corporate Strategic Services
General Manager: Maya Pungur-Buick
Interim City Manager: Chris Jardine

City of St.Albert
Cultivate Life

Capital Projects Prioritizing Survey

Final Report

October 18, 2016

Banister
Research & Consulting Inc.

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1.0   SUMMARY OF FINDINGS

The City of St. Albert contracted Banister Research to conduct research with City residents to ask their opinions about three (3) proposed facilities in the City of St. Albert: a new or expansion of the existing aquatic facility with lane swimming; an indoor ice arena; and a library branch.

The survey was conducted via telephone from September 7th to 18th, 2016, over which time a total of 466 interviews were completed with Homeowners (n=431) and Renters (n=35)[1]. The intent of the survey was to capture homeowners viewpoints; however, renters were not excluded from the survey if they wished to participate.

Renters results provide an indication of preference and cannot be interpreted with the same confidence level due to limited sample size, reflected in the margin of error of ±16.6% at the 95% confidence level, or 19 times out of 20. The following is a summary of the key findings from the 2016 City of St. Albert Capital Projects Prioritizing Survey.

Importance of City Facilities

Respondents were asked to rate the importance for the City to prioritize each of the three proposed facilities, using a scale of 1 to 10 where 1 meant "not at all important" and 10 meant "very important".

- Thirty-nine percent (39%) of respondents (n=466) rated a **library branch** as highly important (ratings of 8 to 10 out of 10);

- Thirty-four percent (34%) of respondents (n=466) rated an **aquatic facility** as highly important; and

- Twenty-nine percent (29%) of respondents (n=466) rated **an indoor ice arena** as highly important.

Facility Ranking

Respondents were asked to personally prioritize each of the proposed facilities. They were asked twice, once before tax information was revealed and then once again after tax information was revealed.

The tax information that was revealed was as follows:

- An aquatic facility with lane swimming at about a 2.5% increase.
- An indoor ice arena at almost a 2% increase
- A public library at about a 2.5% increase

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[1] **Caution must be exercised in the interpretation of the results from the renters sample due to limited sample size (n=35).**

Initially, both Homeowners (41%) and Renters (50%) had stated the library branch was their top priority.

In consideration of tax information, both Homeowners (43%) and Renters (54%) still rated the library branch as their top priority.

Support for Tax Increase

Respondents were informed that each facility is anticipated to cost around $17 to $20 million to build and operate.

- Homeowners (n=431) were then asked to rate their support for a property tax increase in order to build the three proposed facilities using a scale of 1 to 5 where 1 meant "not at all supportive" and 5 meant "very supportive". The mean support varied amongst each facility: 1.93 out of 5 for an **indoor ice arena**, 2.16 for an **aquatic facility**, and 2.38 for a **library branch**.

- Renters (n=35) were asked to rate their support for a property tax increase if it had a related effect to their rent cost. The mean support for a property tax increase was higher than with Homeowners: 2.15 out of 5 for an **indoor ice arena**, 2.55 for an **aquatic facility**, and 3.13 for a **library branch**.

2.0   PROJECT BACKGROUND

The City of St. Albert ("the City"; "the Client") contracted Banister Research and Consulting Inc. ("Banister Research") to conduct the Capital Projects Prioritizing Survey. The objective of the survey was to gather residents' opinions about three (3) proposed facilities in the City of St. Albert: a new or expansion of the existing aquatic facility with lane swimming; an indoor ice arena; and a library branch. The results from the survey will be used by City Council to help prioritize the future development of the three (3) potential facilities.

A total of 466 surveys were completed from September 7th to 18th, 2016 with Homeowners (n=431; 92.5% of the final sample) and Renters (n=35; 7.5%) in the City of St. Albert.

This report outlines the findings from the 2016 Capital Projects Prioritizing Survey.

3.0   METHODOLOGY

All components of the project were designed and executed in close consultation with the City of St. Albert. A detailed description of each task of the project is outlined in the remainder of this section.

3.1   Project Initiation and Questionnaire Design

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team familiarized itself with the objectives of the Client, ensuring a full understanding of the issues and concerns to be addressed in the project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation. The 2016 survey instrument was designed in consultation with the City. A copy of the final questionnaire is provided in Appendix A.

3.2   Survey Population and Data Collection

Telephone interviews were conducted from September 7th to 18th, 2016. Banister Research completed a total of 466 interviews with residents of the City of St. Albert who identified as Homeowners (n=431) or Renters (n=35). To ensure that the survey sample was representative of the City's population, quotas were established to ensure that a minimum of 100 interviews each were completed in each of the four (4) City quadrants. Geographic segments 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 and Erin Ridge North) – n=118 (25.3%)

- **North West**, or west of St. Albert Road and north of the Sturgeon River (communities: Lacombe Park, Mission, North Ridge, Deer Ridge, Riverside) – n=132 (28.4%)

- **South West**, or south of the Sturgeon River and west of St. Albert Road (communities: Riel, Grandin, Heritage Lakes, Downtown) – n=100 (21.4%)

- **South East**, or south of the Sturgeon River and east of St. Albert Road (communities: Braeside, Woodlands, Kingswood, Pineview, Campbell Park, Akinsdale, Forest Lawn, Sturgeon Heights) – n=116 (24.9%)

Overall results of the telephone survey provide a margin of error no greater than ±4.5% at the 95% confidence level, or 19 times out of 20. The intent of the survey was to capture homeowners viewpoints; however, renters were not excluded from the survey if they wished to participate.

Renters results provide an indication of preference and can not be interpreted with the same confidence level due to the limited sample, as these results, on their own, reflect a margin of error of ±16.6% at the 95% confidence level, or 19 times out of 20. The renters sample data was collected only in instances where no home owners were available to complete the survey, and do not adequately represent the true renters population.

To maximize the sample, up to five (5) 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 (15) minutes. Where there was an answering machine, fax, or no answer, the call back was scheduled for a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends.

The following table presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was a 10% response rate and a 64% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification:	**Number of Records:**
Completed Interviews	466
Busy/No Answer/Answering Machine	3330
Respondents Unavailable/Appointments set	80
Refusals	850
Fax/Modem/Business/Not-In-Service/Wrong Number	2243
Communication problem/Language barrier	25
Disqualified	6
Total	**7000**

At the outset of the fieldwork, all interviewers and supervisors were given a thorough step-by-step briefing to ensure the successful completion of telephone interviews. To ensure quality, at least 20% of each interviewer's work was monitored by a supervisor on an on-going basis.

The questionnaire was programmed into Banister Research's Computer Assisted Telephone Interviewing (CATI) system. Using this system, data collection and data entry were simultaneous, as data was entered into a computer file while the interview was being conducted. Furthermore, the CATI system allowed interviewers to directly enter verbatim responses to open-ended questions.

3.3   Data Analysis

While data was being collected, Banister Research provided weekly progress reports to the Client. After the questionnaires were completed and verified, all survey data was compiled into a computerized database for 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., home owner versus Renter; quadrant). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results are reported as statistically significant at the 95% confidence level.

A list of responses to each open-ended question were generated by Banister Research. The lead consultant reviewed the list of different responses to the open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the questionnaires were fully coded, computer programs were written to check the data for quality and consistency. All survey data was compiled into a computerized database for analysis. Utilizing SPSS analysis software, the survey data was reviewed to guarantee quality and consistency (e.g., proper range values and skip patterns).

During analysis, the data was weighted by gender and age, as per the City of St. Albert's most recent census data. Tabulations of the detailed data tables have been provided under a separate cover, including weighting factors and tabulations of the weighted results. The reader should note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

4.0   STUDY FINDINGS

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. The reader should also note, when reading the report that the term *significant* refers to "statistical significance." Only those respondent subgroups which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been included. Respondent subgroups that are statistically similar have been omitted from the presentation of findings. Caution should be exercised in the interpretation of the renters sample results, due to limited sample size (n=35), reflecting a margin of error of ±16.6% at the 95% confidence level, or 19 times out of 20.

4.1   Importance of City Facilities

To begin the survey, respondents were asked to rate the importance for the City to construct each of the three proposed facilities, using a scale of 1 to 10 where 1 meant "not at all important" and 10 meant "very important".

- Thirty-nine percent (39%) of respondents (n=466) rated a **library branch** as highly important (ratings of 8 to 10 out of 10);

- Thirty-four percent (34%) of respondents (n=466) rated an **aquatic facility** as highly important; and

- Twenty-nine percent (29%) of respondents (n=466) rated an **indoor ice arena** as highly important.

For a detailed breakdown of responses, see Figures 1, 2, 3 and Table 1 on the following pages.

Figure 1

How important do you think it is for the City to construct an <u>Aquatic Facility with Lane Swimming</u>?

High Importance (8-10)
- Homeowners: 34%
- Renters: 35%

Moderate Importance (4-7)
- Homeowners: 45%
- Renters: 51%

Low Importance (1-3)
- Homeowners: 20%
- Renters: 15%

■ Homeowners (n=431)   ■ Renters (n=35)

Figure 2

How important do you think it is for the City to construct an <u>Indoor Ice Arena</u>?

High Importance (8-10)
- Homeowners: 29%
- Renters: 27%

Moderate Importance (4-7)
- Homeowners: 40%
- Renters: 47%

Low Importance (1-3)
- Homeowners: 31%
- Renters: 27%

■ Homeowners (n=431)   ■ Renters (n=35)

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Figure 3

How important do you think it is for the City to construct a <u>Library Branch</u>?

Table 1

How important do you think it is for the City to construct each of the following additional facilities?												
	Percent of Respondents											
	(10) Very Important	(9)	(8)	(7)	(6)	(5)	(4)	(3)	(2)	(1) Not at all Important	Don't Know	Mean (out of 10)
An Aquatic Facility with Lane Swimming												
Homeowners (n=431)	**13%**	8%	14%	13%	14%	12%	6%	6%	5%	10%	<1%	6.06
Renters (n=35)	**10%**	6%	19%	11%	20%	15%	4%	7%	7%	1%	0%	6.29
An Indoor Ice Arena												
Homeowners (n=431)	**16%**	3%	11%	9%	9%	15%	6%	8%	8%	15%	1%	5.45
Renters (n=35)	**7%**	1%	19%	12%	6%	19%	10%	14%	4%	9%	0%	5.39
A Library Branch												
Homeowners (n=431)	**17%**	5%	17%	10%	12%	13%	5%	6%	6%	9%	<1%	6.14
Renters (n=35)	**34%**	4%	6%	11%	7%	25%	3%	5%	0%	5%	0%	7.02

Sub-Segment Analysis:

*Respondents with children in their household (45%) were significantly <u>more likely</u> than respondents without children (29%) to have felt that an **aquatic facility** was very important (ratings of 8 to 10 out of 10).*

*Respondent subgroups significantly <u>more likely</u> to have felt that an **indoor ice arena** was very important (ratings of 8 to 10 out of 10) included:*

- *Respondents living in the North East (37%) or North West (33%), versus those living in the South West (17%);*

- *Males (34%) versus females (25%);*

- *Those aged 35 to 54 (37%) versus those aged 55 and older (24%); and*

- *Respondents with children in their household (40%) versus those without children (23%).*

*Females (48%) were significantly <u>more likely</u> than males (30%) to have felt that a **library branch** was very important (ratings of 8 to 10 out of 10).*

4.2   Facility Ranking

Respondents were then asked to personally prioritize the three proposed facilities. The consensus amongst both Homeowners (41%) and Renters (50%) was that a **library branch** should be the top priority. See the results in Figure 4 below.

Figure 4

Which facility would be your top priority?

Sub-Segment Analysis:

*Respondent subgroups that were significantly more likely to have an **aquatic facility** as their top priority included:*

- *Respondents with children in their household (42%) versus those without children (31%); and*

- *Respondents living in the South West (41%) versus those living in the North West (28%).*

*Respondent subgroups that were significantly <u>more likely</u> to have an **indoor ice arena** as their top priority included:*
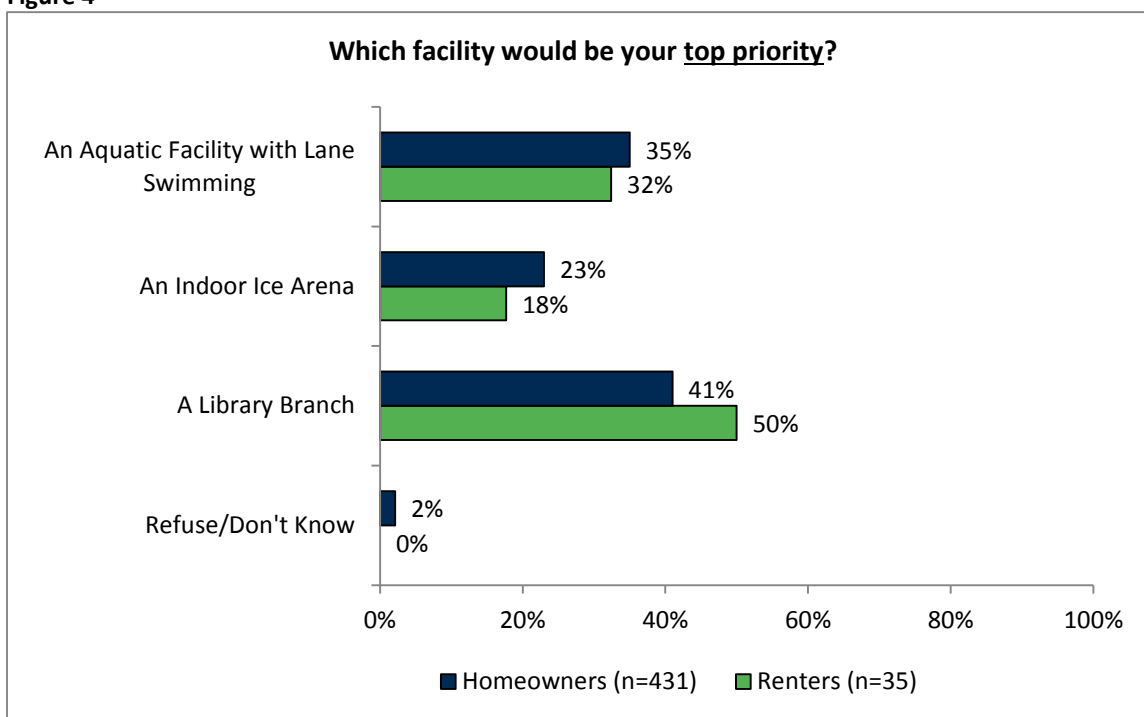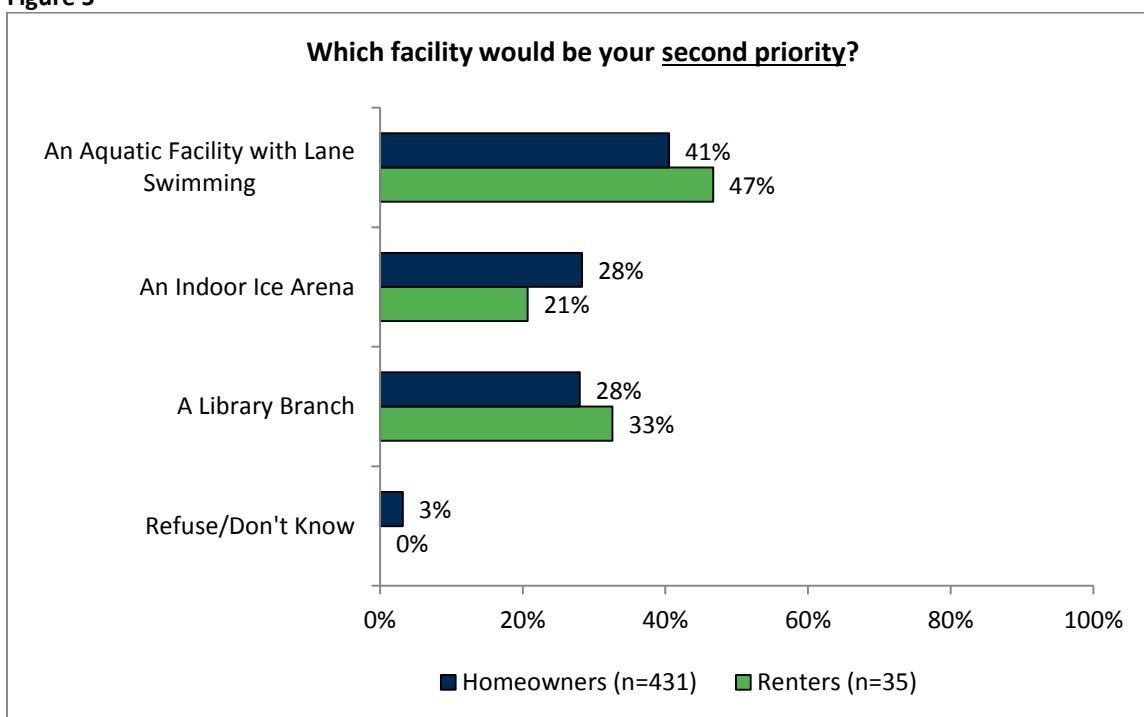
- *Respondents living in the North East (29%) versus those living in the South West (14%);*

- *Males (28%) versus females (17%); and*

- *Those aged 35 to 54 (28%) versus those aged 55 and older (16%).*

*Respondent subgroups that were significantly <u>more likely</u> to have a **library branch** as their top priority included:*

- *Respondents with children in their household (47%) versus those without children (32%); and*

- *Females (49%) versus males (34%).*

Both Homeowners (41%) and Renters (47%) also agreed that an **Aquatic Facility** was the second priority. See Figure 5 below.

Figure 5

Which facility would be your <u>second priority</u>?

An Aquatic Facility with Lane Swimming — Homeowners 41%, Renters 47%
An Indoor Ice Arena — Homeowners 28%, Renters 21%
A Library Branch — Homeowners 28%, Renters 33%
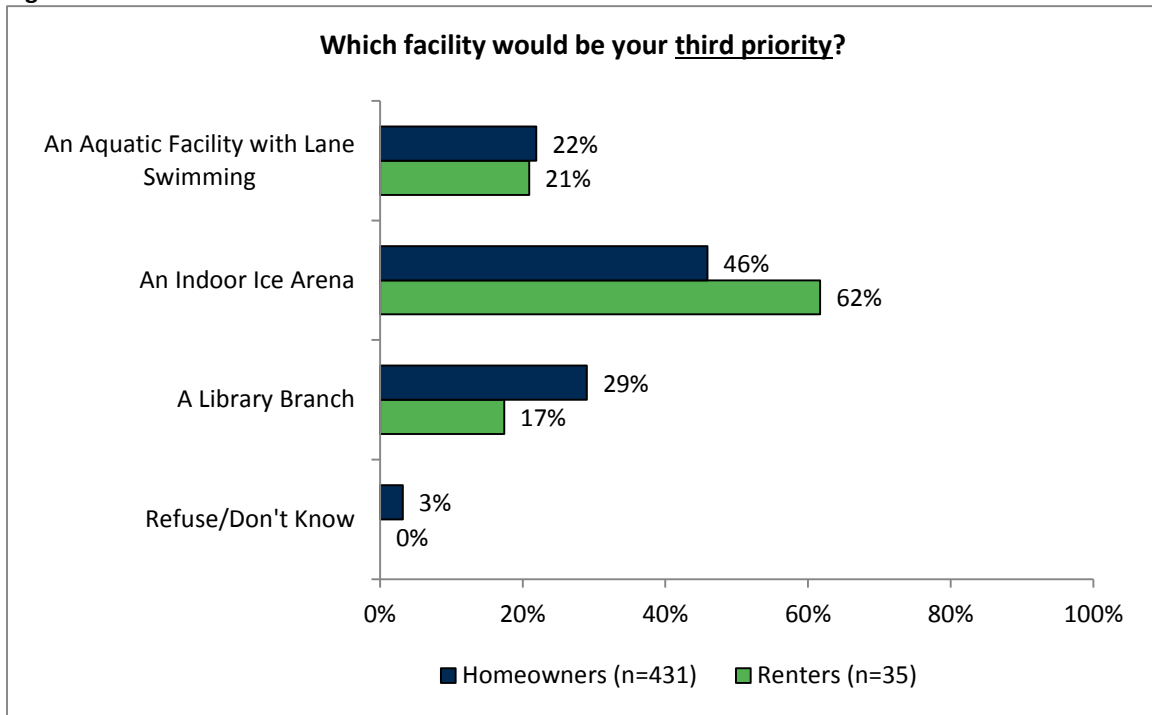Refuse/Don't Know — Homeowners 3%, Renters 0%

■ Homeowners (n=431) ■ Renters (n=35)

As shown in Figure 6 below, the indoor ice arena was **the third priority** for both Homeowners (46%) and Renters (62%).

Figure 6

Figure 6 — Which facility would be your third priority?

- An Aquatic Facility with Lane Swimming: Homeowners 22%, Renters 21%
- An Indoor Ice Arena: Homeowners 46%, Renters 62%
- A Library Branch: Homeowners 29%, Renters 17%
- Refuse/Don't Know: Homeowners 3%, Renters 0%

Homeowners (n=431)   Renters (n=35)

4.3   Support for Tax Increase

Respondents were notified that each facility is anticipated to cost around $17 to $20 million to build and operate and this includes all currently anticipated costs to build each facility.

Homeowners were then asked to rate their support for a property tax increase in order to build each of the three proposed facilities using a scale of 1 to 5 where 1 meant "not supportive at all" and 5 meant "very supportive". The mean support varied amongst each facility: 1.93 out of 5 for an **indoor ice arena**, 2.16 for an **aquatic facility** and 2.38 for a **library branch**. See Figure 7 on next page.

Renters were asked to rate their support for a property tax increase if it had a related effect to their rent cost due to an increase in property taxes paid by their landlord. The mean support for a property tax increase was higher than with Homeowners: 2.15 out of 5 for an **indoor ice arena**, 2.55 for an **aquatic facility** and 3.13 for a **library branch**. See Figure 8 on page 17.

Figure 7

Homeowners: How supportive would you be of an increase in property taxes to have each of the following proposed facilities built?

Library Mean = 2.38 out of 5
Ice Arena Mean = 1.93 out of 5
Aquatic Facility Mean = 2.16 out of 5

- (5) Very Supportive: 7%, 6%, 11%
- (4): 8%, 9%, 12%
- (3): 22%, 12%, 21%
- (2): 18%, 19%, 15%
- (1) Not at all Supportive: 43%, 53%, 40%
- Refuse/Don't Know: 2%, 2%, 1%

■ An Aquatic Facility with Lane Swimming   ■ An Indoor Ice Arena   ▢ A Library Branch

Base: Homeowners
n=431

Figure 8

Renters: How supportive would you be of an increase in your rent related to an increase in the property taxes paid by your landlord to have each of the following proposed facilities built?

Library Mean = 3.13 out of 5
Ice Arena Mean = 2.15 out of 5
Aquatic Facility Mean = 2.55 out of 5

- An Aquatic Facility with Lane Swimming
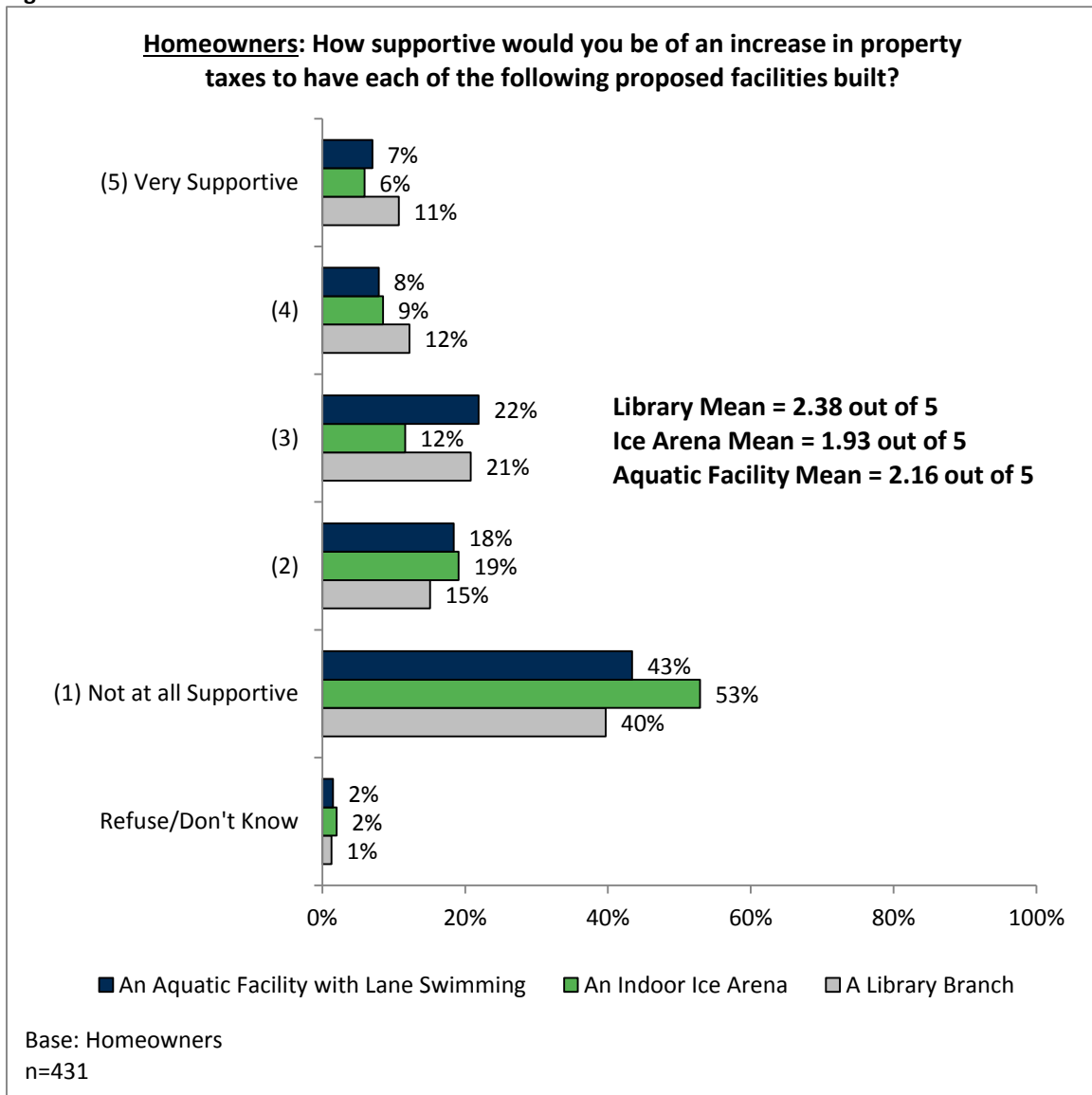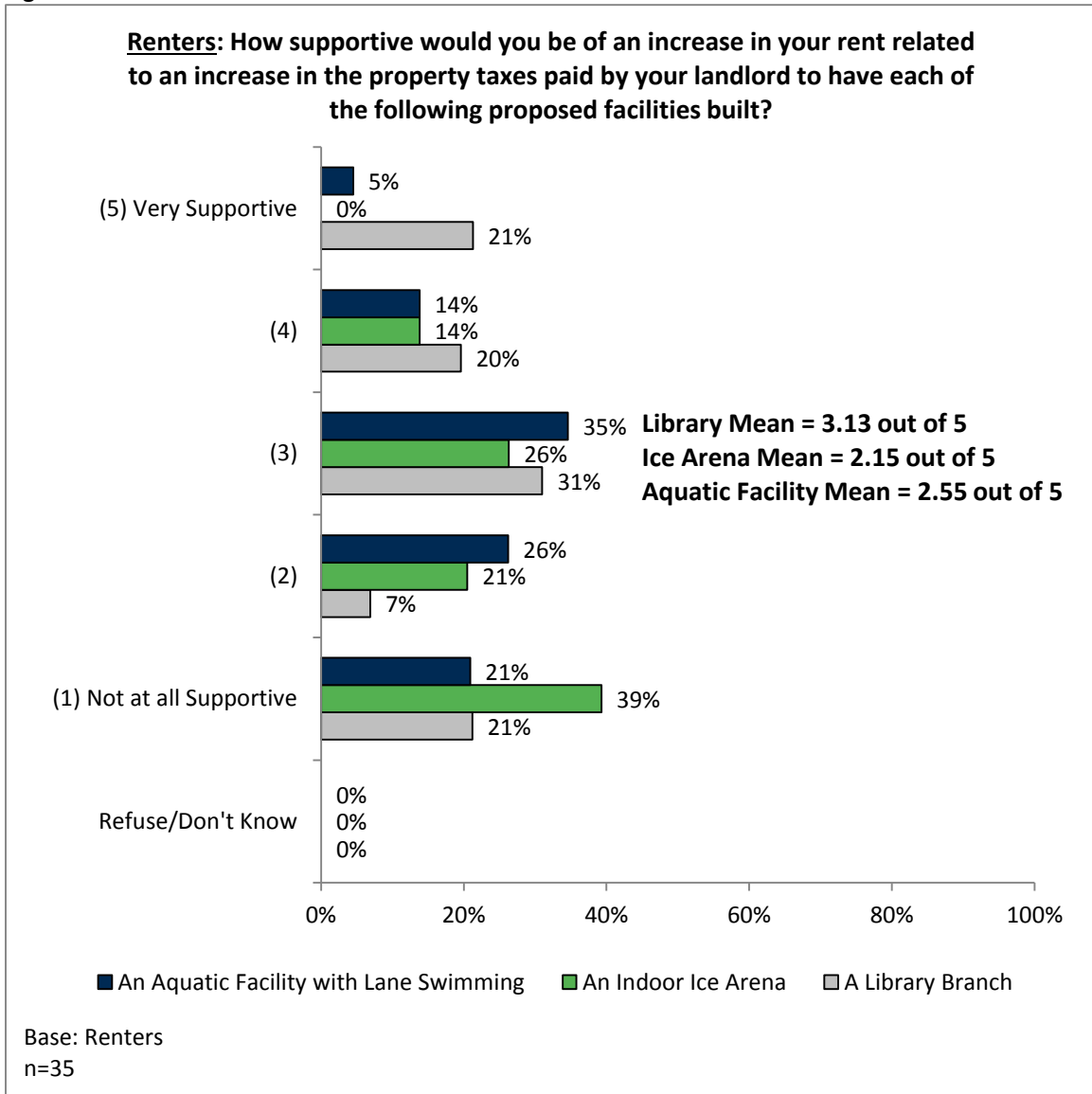- An Indoor Ice Arena
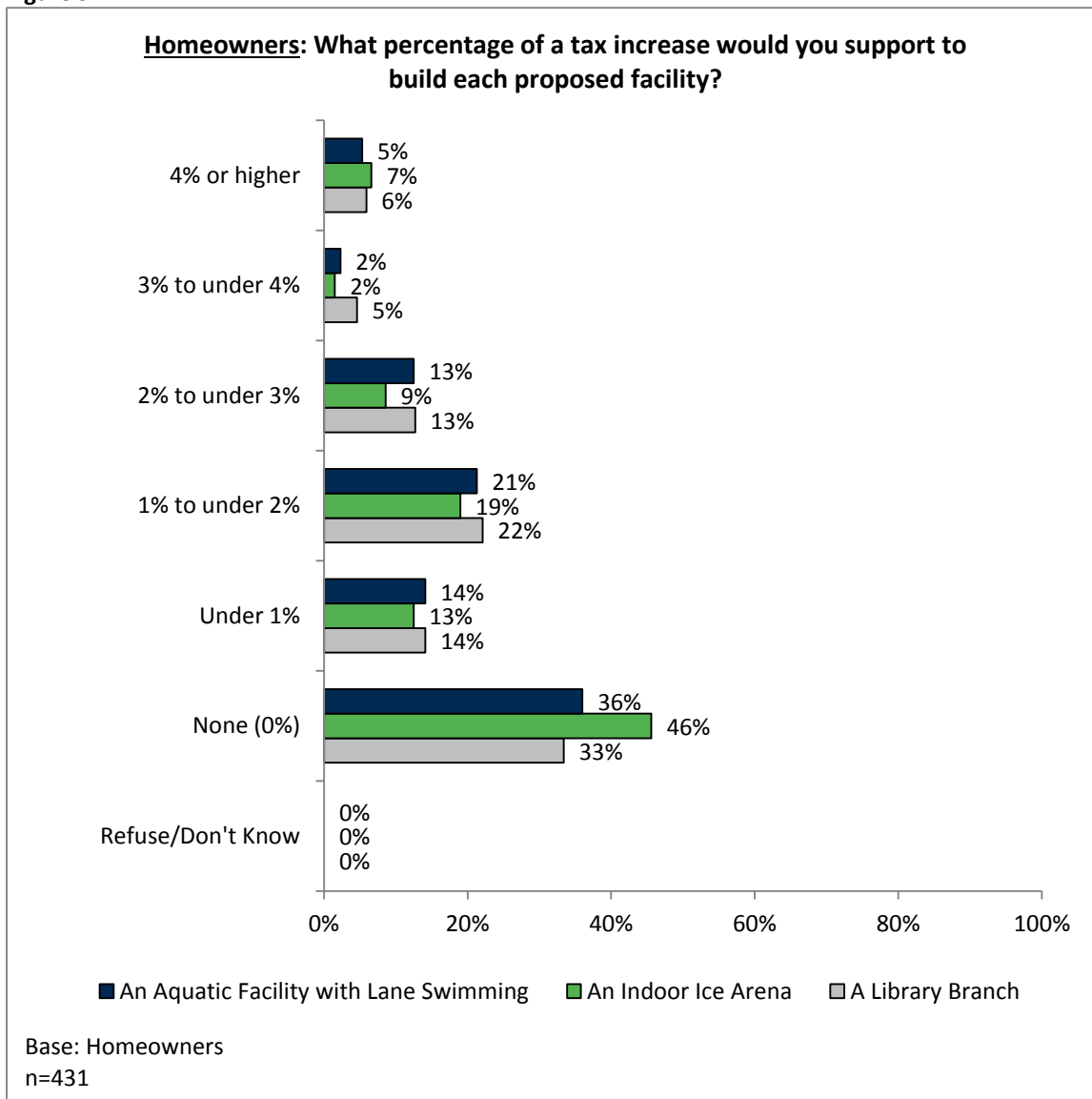- A Library Branch

Base: Renters
n=35

Sub-Segment Analysis:

*Respondents with children in their household (19%) were significantly <u>more likely</u> than respondents without children (12%) to support a property tax increase to construct an **indoor ice arena** (ratings of 4 or 5 out of 5).*

*Renters (41%) were significantly <u>more likely</u> than Homeowners (23%) to support a property tax increase to construct a **library branch** (ratings of 4 or 5 out of 5).*

Homeowners were then asked what percentage of tax increase they would support in order to build each proposed facility. If a range was given, the upper limit was recorded. At least one-third (33%) of Homeowners said they would not want an increase in property tax to build each proposed facility. See Figure 9 below for detailed results.

Figure 9

Homeowners: What percentage of a tax increase would you support to build each proposed facility?

- An Aquatic Facility with Lane Swimming
- An Indoor Ice Arena
- A Library Branch

Base: Homeowners
n=431

Homeowners who specified a percentage higher than 4% indicated that they would support a tax increase of (See Table 2 below):

Table 2

Base: Homeowners	Percent of Respondents (n=431)		
What percentage of tax increase would you support to build each proposed facility? (4% or more)			
	Aquatic Facility	**Indoor Ice Arena**	**Library Branch**
4% Increase	1%	1%	1%
5% Increase	3%	3%	2%
6% Increase	-	1%	<1%
7% Increase	<1%	1%	<1%
8% Increase	-	<1%	<1%
10% Increase	1%	1%	2%
15% Increase	<1%	<1%	<1%
20% Increase	1%	1%	1%
30% Increase	-	<1%	<1%
50% Increase	-	-	<1%
54% Increase	-	<1%	-
80% Increase	-	<1%	-
100% Increase	<1%	<1%	-

Renters were also asked for a specific rental percentage increase they would support in order to build each proposed facility. If a range was given, the upper limit was recorded. Renters were more likely than Homeowners to support a rent increase, with only 20% to 31% saying no tax increase was preferred, depending on the facility. See Figure 10 below.

Figure 10

Renters: What percentage of rent increase would you support to build each proposed facility?
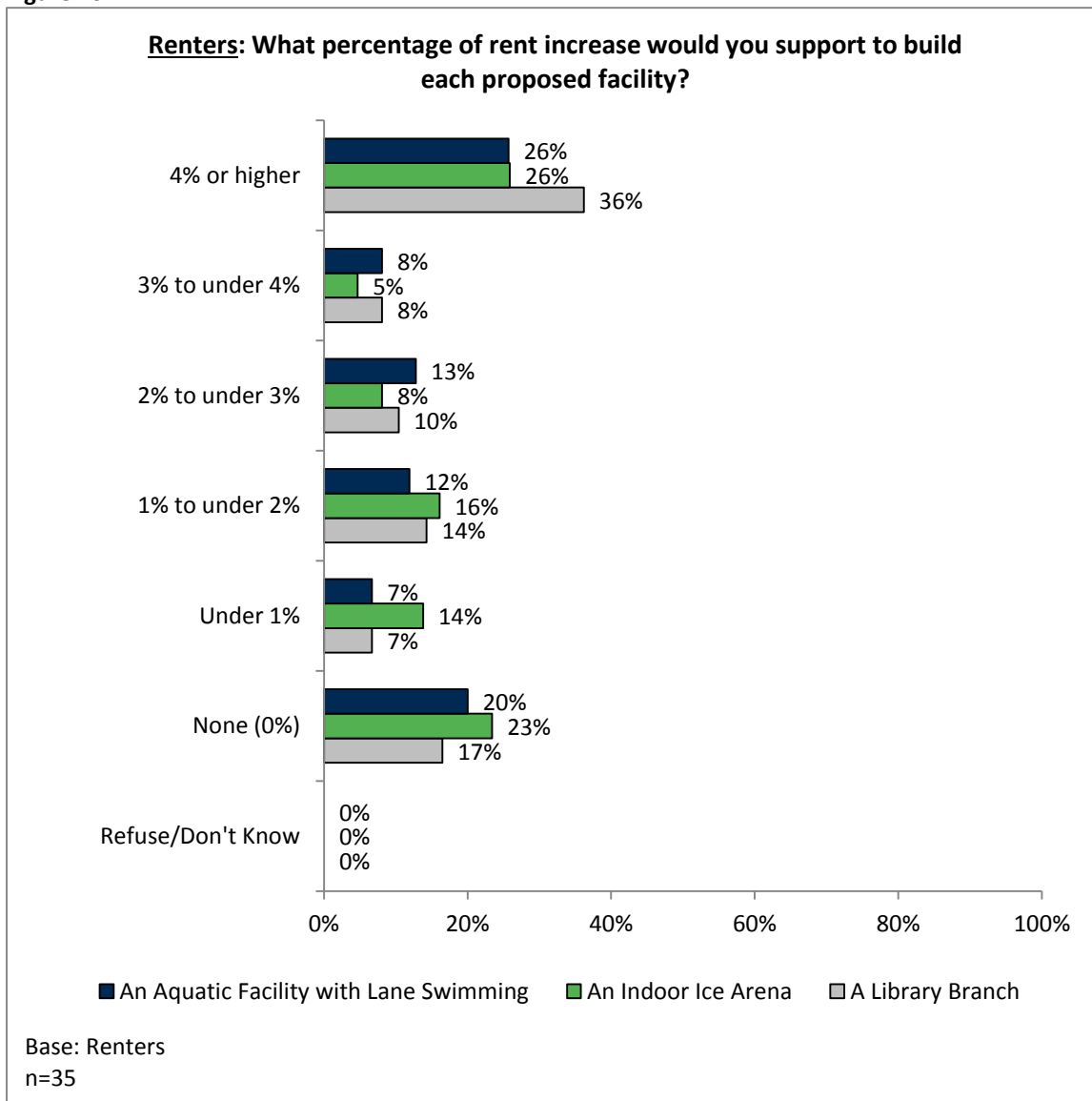
Base: Renters
n=35

Renters who specified a percentage higher than 4% indicated that they would support a rent increase of (See Table 3 below):
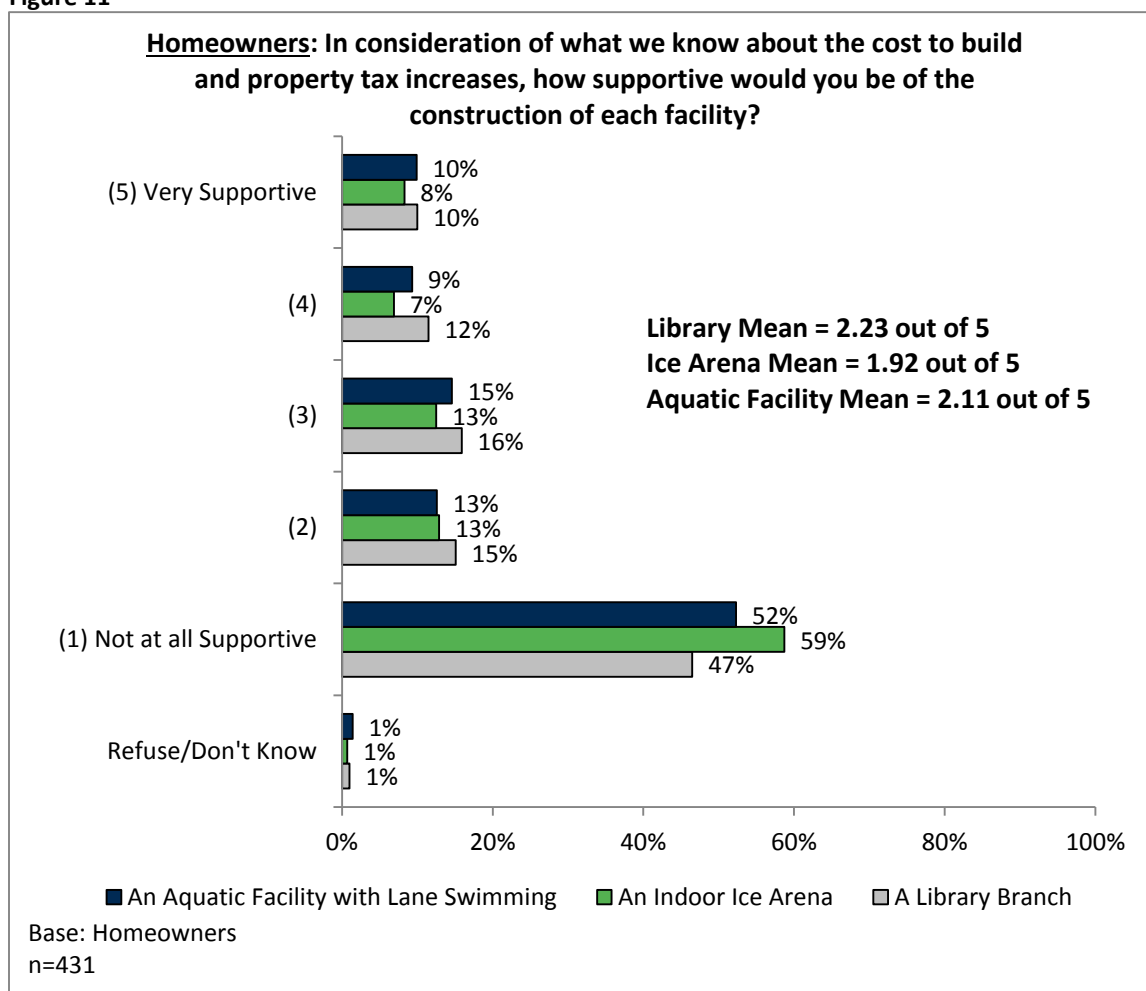
Table 3

Base: Renters	What percentage of rent increase would you support to build each proposed facility? (4% or more		
	Percent of Respondents (n=35)		
	Aquatic Facility	Indoor Ice Arena	Library Branch
4% Increase	-	-	3%
5% Increase	2%	4%	15%
6% Increase	-	1%	-
8% Increase	-	-	1%
10% Increase	13%	17%	14%
15% Increase	7%	-	-
50% Increase	4%	4%	4%

Respondents were then told that if the City is to borrow money to build each of the facilities and include the annual operating cost, the property tax increase for each of the facilities would be approximately as follows:

- About a 2.5% increase for an Aquatic Facility with Lane Swimming
- About a 2% increase for an Indoor Ice Arena
- About a 2.5% increase for a Public Library

Homeowners were asked to take this information into consideration, and then rate their support to construct each of the facilities on a scale of 1 to 5 (where 1 meant "not supportive at all" and 5 meant "very supportive"). The mean support for the construction of a **library branch** was 2.23 out of 5, an **aquatic facility** 2.11 out of 5, and an **indoor ice arena** 1.92 out of 5. See Figure 11 below.
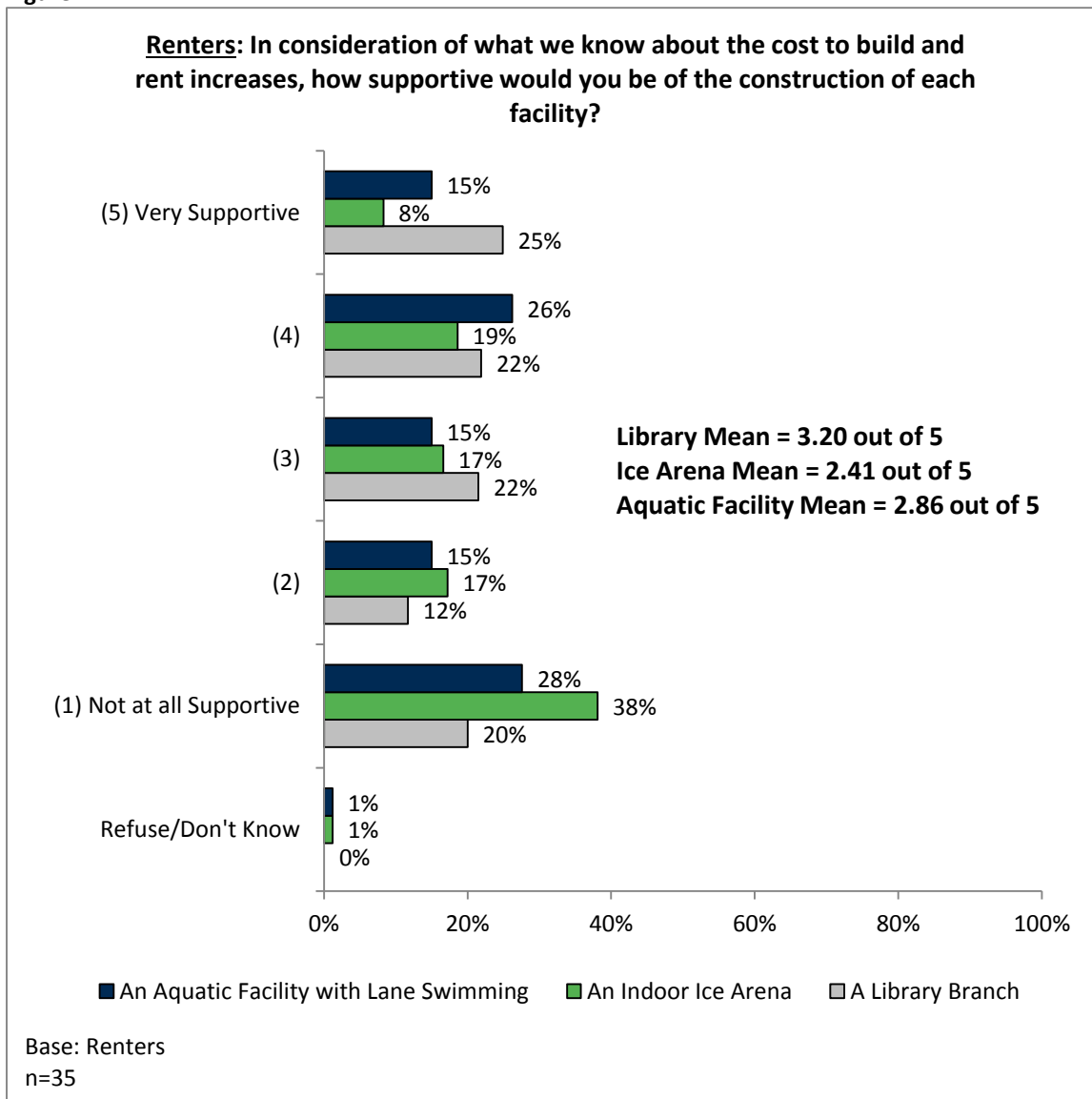
Figure 11

Homeowners: In consideration of what we know about the cost to build and property tax increases, how supportive would you be of the construction of each facility?

Library Mean = 2.23 out of 5
Ice Arena Mean = 1.92 out of 5
Aquatic Facility Mean = 2.11 out of 5

Base: Homeowners
n=431

Renters were also asked to take this information into consideration, and then rate their support to construct each of the facilities on a scale of 1 to 5 (where 1 meant "not supportive at all" and 5 meant "very supportive"). The mean support for the construction of a **library branch** was 3.20 out of 5, an **aquatic facility** 2.86 out of 5, and an **indoor ice arena** 2.41 out of 5. See Figure 12 below.

Figure 12

Renters: In consideration of what we know about the cost to build and rent increases, how supportive would you be of the construction of each facility?

Library Mean = 3.20 out of 5
Ice Arena Mean = 2.41 out of 5
Aquatic Facility Mean = 2.86 out of 5

(5) Very Supportive: 15% / 8% / 25%
(4): 26% / 19% / 22%
(3): 15% / 17% / 22%
(2): 15% / 17% / 12%
(1) Not at all Supportive: 28% / 38% / 20%
Refuse/Don't Know: 1% / 1% / 0%

■ An Aquatic Facility with Lane Swimming ■ An Indoor Ice Arena ▢ A Library Branch

Base: Renters
n=35

Sub-Segment Analysis:

*Respondent subgroups that were significantly <u>more likely</u> to support the construction of an **aquatic facility** with a 2.5% increase in property tax include:*

- *Respondents with children in their household (27%) versus those without children (19%);*

- *Those aged 18 to 34 (29%) versus those aged 55 years and older (17%); and*

- *Renters (41%) versus Homeowners (19%).*

*Respondent subgroups that were significantly <u>more likely</u> to support the construction of an **indoor ice arena** with a 2.0% increase in property tax include:*
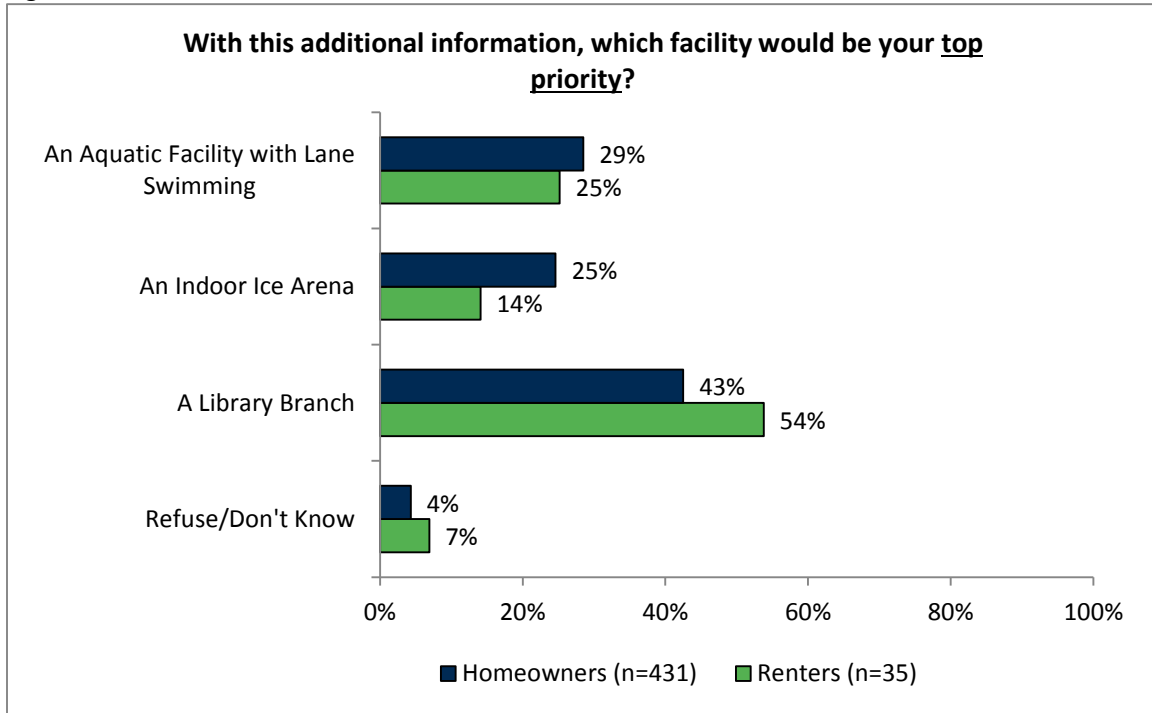
- *Respondents with children in their household (23%) versus those without children (13%);*

- *Males (21%) versus females (12%);*

- *Those aged 35 to 54 (21%) versus those aged 55 and older (12%); and*

- *Renters (27%) versus Homeowners (15%).*

*Respondent subgroups that were significantly <u>more likely</u> to support the construction of a **library branch** with a 2.5% increase in property tax include:*

- *Respondents aged 18 to 34 (40%) versus those aged 35 to 54 (20%) and those aged 55 and older (18%); and*

- *Renters (47%) versus Homeowners (22%).*

After revealing the cost information, respondents were then asked to rank the three proposed facilities again. A library branch remained the top priority amongst both Homeowners (43%) and Renters (54%). See Figure 13 below.

Figure 13

With this additional information, which facility would be your <u>top priority</u>?

- An Aquatic Facility with Lane Swimming: Homeowners 29%, Renters 25%
- An Indoor Ice Arena: Homeowners 25%, Renters 14%
- A Library Branch: Homeowners 43%, Renters 54%
- Refuse/Don't Know: Homeowners 4%, Renters 7%

■ Homeowners (n=431)   ■ Renters (n=35)

Sub-Segment Analysis:

*Respondent subgroups that were significantly <u>more likely</u> to have an **aquatic facility** as their top priority after costs were revealed include:*

- *Respondents aged 55 years and older (33%) versus those aged 18 to 34 (21%); and*

- *Those living in the South West (37%) versus those living in the North West (25%).*

*Respondent subgroups that were significantly <u>more likely</u> to have an **indoor ice arena** as their top priority after costs were revealed include:*

- *Males (30%) versus females (18%); and*

- *Those living in the North East (31%) versus those living in the South West (16%).*

*Respondent subgroups that were significantly <u>more likely</u> to have a **library branch** as their top priority after costs were revealed include:*

- *Respondents with children in their household (48%) versus those without children (37%);*

- *Those aged 18 to 34 (51%) versus those aged 35 to 54 (39%); and*

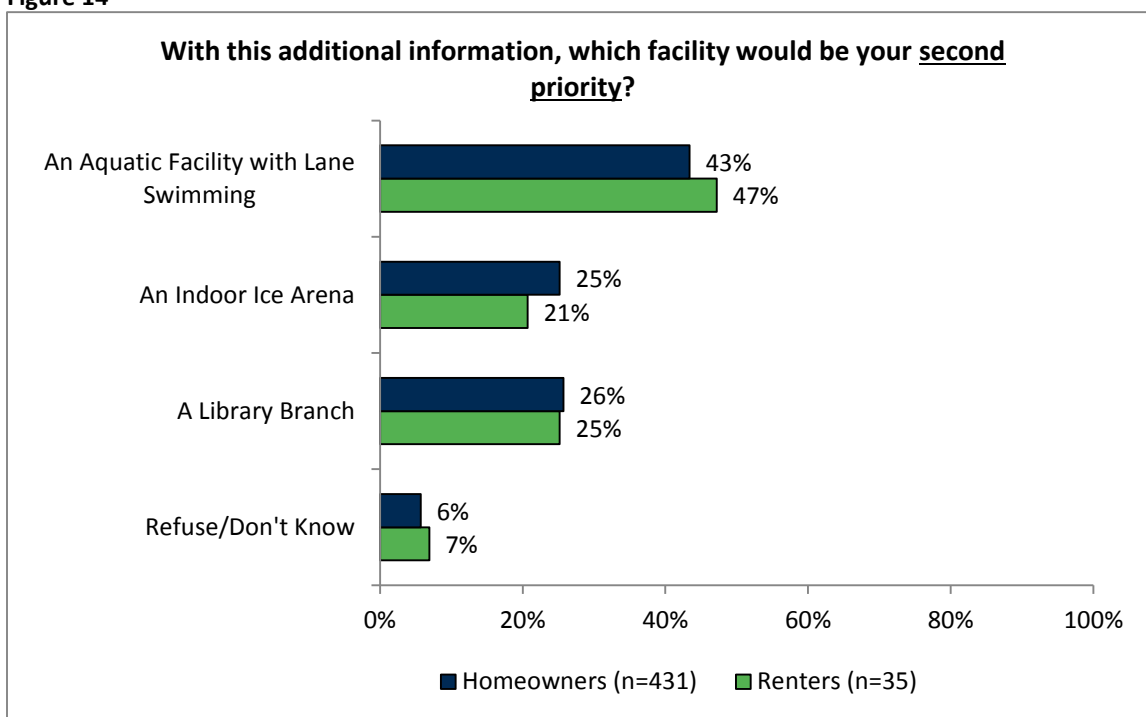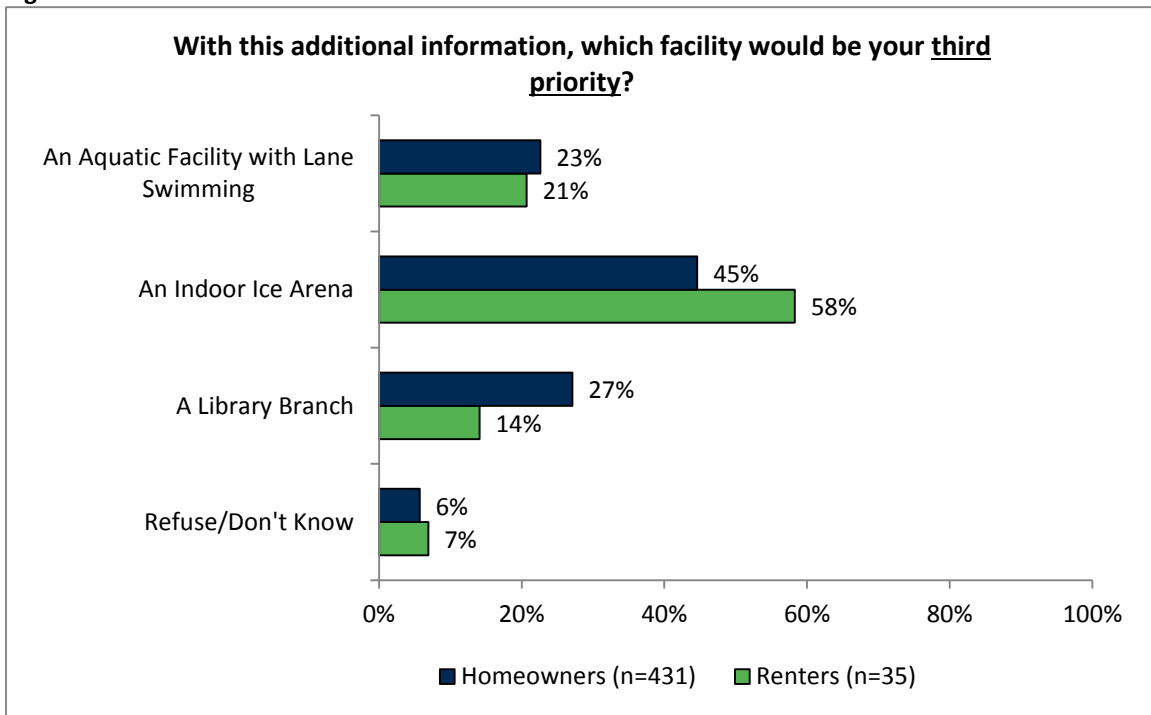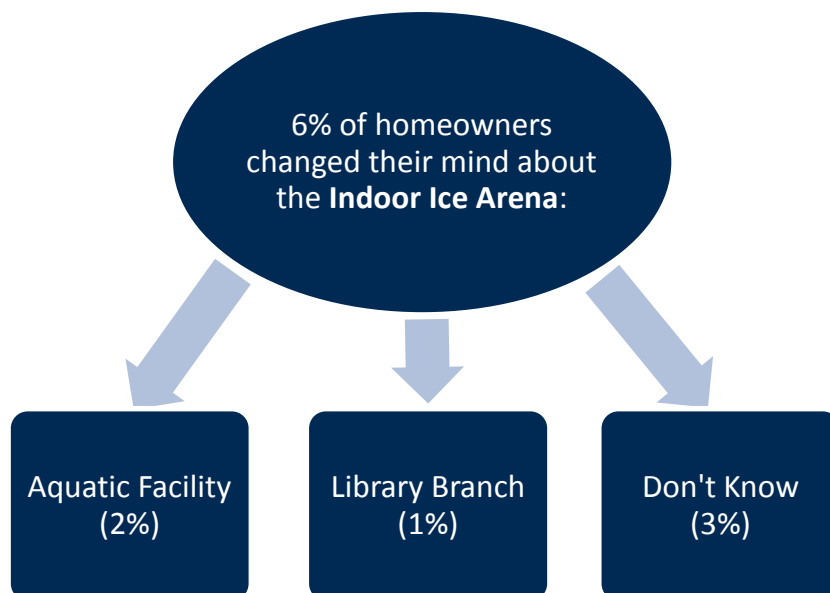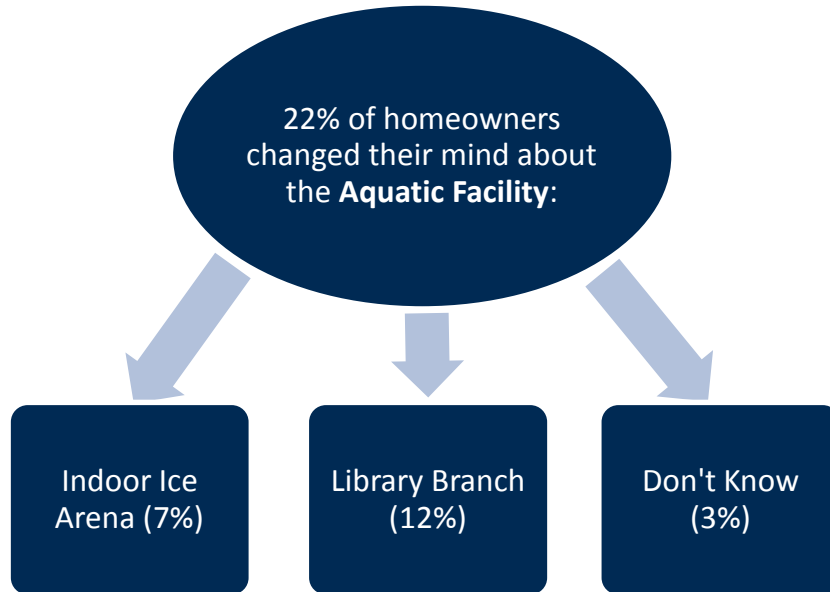- *Females (51%) versus males (36%).*

Figure 14

With this additional information, which facility would be your <u>second priority</u>?

Facility	Homeowners (n=431)	Renters (n=35)
An Aquatic Facility with Lane Swimming	43%	47%
An Indoor Ice Arena	25%	21%
A Library Branch	26%	25%
Refuse/Don't Know	6%	7%

Figure 15

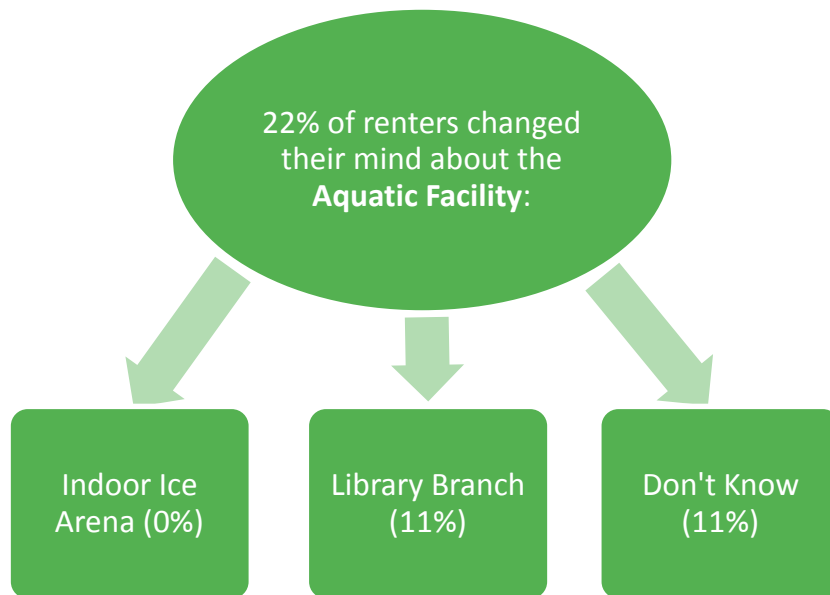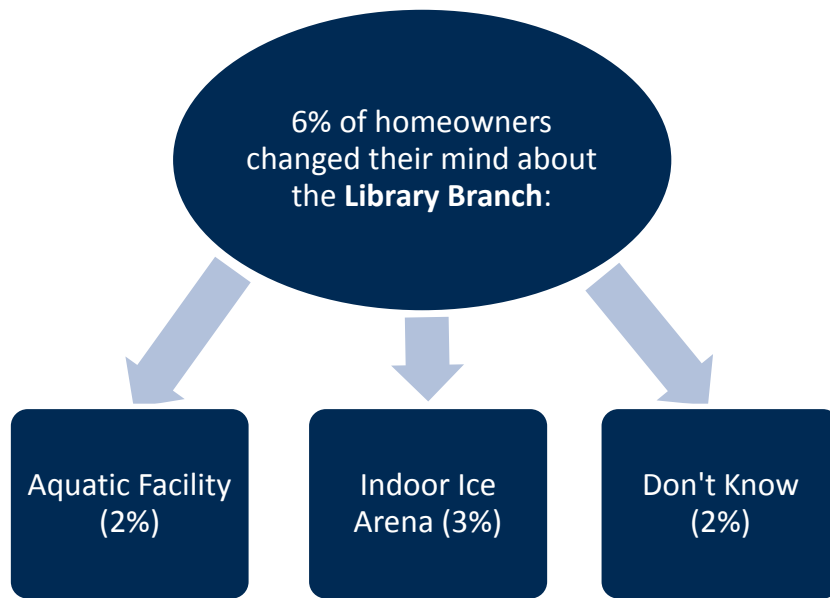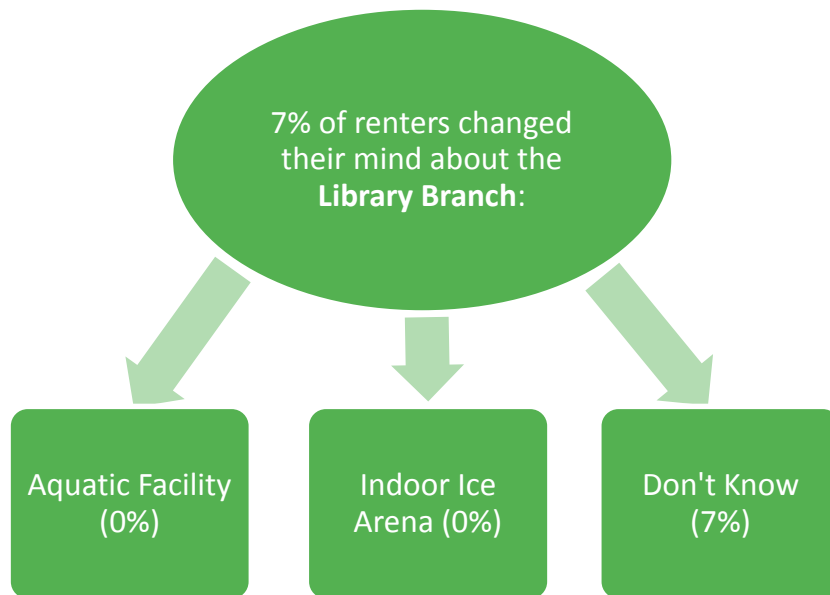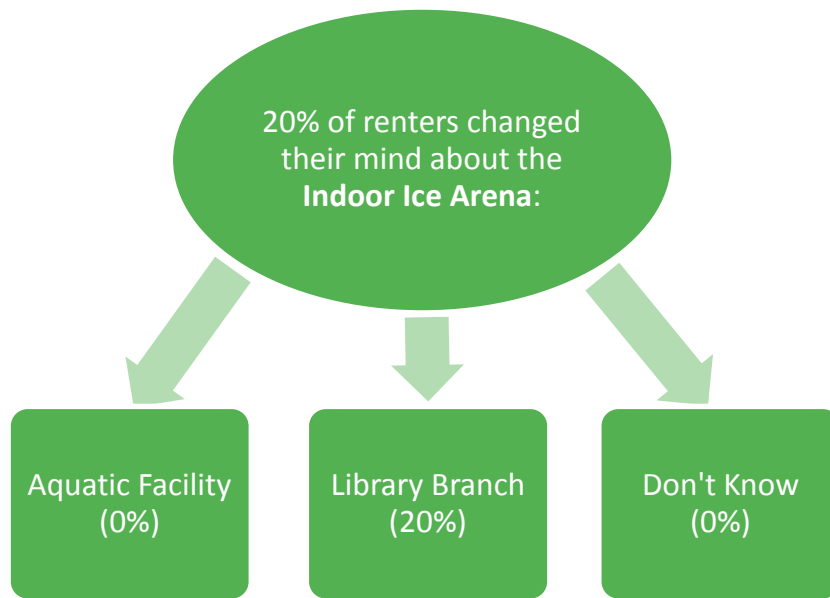**With this additional information, which facility would be your <u>third priority</u>?**

The following charts depict the percentage of respondents – homeowners and renters – who changed their mind about their top priority *after* hearing more information about the associated costs and tax increases for each proposed facility. For example, 22% of the homeowners who selected the Aquatic Facility as their top priority *prior* to knowing the costs changed their mind – 7% chose the Indoor Ice Arena as their new top priority, 12% chose the Library Branch instead, and 3% were unsure.

22% of homeowners changed their mind about the **Aquatic Facility**:

Indoor Ice Arena (7%)

Library Branch (12%)

Don't Know (3%)

6% of homeowners changed their mind about the **Indoor Ice Arena**:

Aquatic Facility (2%)

Library Branch (1%)

Don't Know (3%)

6% of homeowners changed their mind about the **Library Branch**:

- Aquatic Facility (2%)
- Indoor Ice Arena (3%)
- Don't Know (2%)

22% of renters changed their mind about the **Aquatic Facility**:

- Indoor Ice Arena (0%)
- Library Branch (11%)
- Don't Know (11%)

4.4   Final Comments

All respondents were asked if they had any additional comments to share with City Council. Refer to Table 4 below for a comprehensive breakdown of responses. In general, Renters were pleased with the potential development of new facilities (10%) while homeowners were divided with 10% believing development of new facilities were needed and/or were considered a good idea and 10% of Homeowners believing existing facilities are sufficient.

Table 4

Do you have any additional comments about building new facilities in St. Albert to share with Council?		
	Percent of Respondents*	
	Homeowners (n=431)	**Renters (n=35)**
None/no additional comments	47%	72%
Yes; specify		
Development of new facilities are needed/a good idea	10%	10%
Proposed facilities are not needed/existing facilities are sufficient	10%	4%
Does not support a property tax increase to build new facilities	7%	-
Need to control unnecessary spending/be more fiscally responsible	6%	4%
Need to lower taxes/taxes are too high	5%	-
New facilities should be conveniently located throughout City	4%	3%
Need more information about development of new facilities	3%	3%
Should expand/upgrade Servus Place facility	2%	4%
Need to focus on other priorities first (e.g. Road Maintenance)	2%	-
Dissatisfied with City Council/Council is doing a poor job	2%	-
Is not a good time to build new facilities due to poor economy	2%	-
Should increase admission fee to facility users that do not live in city	2%	-
Want to ensure that facility admission fees are affordable	1%	3%
Should implement user pay system at facilities	1%	-
Need to improve/expand city public transit	1%	-
Would not use/access these facilities	1%	-
Other (single responses)	2%	-
Refuse/Don't Know	<1%	-

*Multiple responses

4.5   Respondent Profile

The demographic profile of the respondents surveyed as part of the 2016 Capital Projects Prioritizing Survey is captured in Tables 5 and 6, below and continued on the following page.

Table 5

Respondent Demographics		
	Percent of Respondents	
	Homeowners (n=431)	**Renters (n=35)**
Gender		
Male	48%	53%
Female	53%	47%
Age		
18 to 24	8%	55%
25 to 34	10%	28%
35 to 44	13%	4%
45 to 54	28%	4%
55 to 64	15%	1%
65 years and older	26%	9%
Mean Age	**51.9 years**	**30.8 years**
Percent of Respondents with Children:		
Under 6 years of age	8%	3%
6 to 11 years of age	18%	10%
12 to 17 years of age	23%	14%
18 or older	43%	9%
Percent with Children	**72%**	**33%**
Percent without Children	**27%**	**67%**
City Quadrant		
North East	28%	10%
North West	27%	41%
South West	22%	21%
South East	24%	29%

Table 6

Respondent Demographics (cont'd)		
	Percent of Respondents	
	Homeowners (n=431)	**Renters (n=35)**
Neighbourhood		
Akinsdale	5%	5%
Braeside	4%	7%
Deer Ridge	8%	24%
Downtown	<1%	-
Erin Ridge	14%	-
Erin Ridge North	1%	-
Forest Lawn	4%	10%
Grandin	13%	16%
Heritage Lakes	8%	1%
Inglewood	1%	1%
Kingswood	3%	5%
Lacombe Park	12%	17%
Mission	3%	2%
North Ridge	3%	-
Oakmont	10%	4%
Pineview/Parkwood	2%	3%
Sturgeon Heights	2%	-
Woodlands	6%	5%
Refuse/Don't Know	1%	-

APPENDIX A – FINAL QUESTIONNAIRE

2016 Capital Projects Prioritizing Survey
Version: Homeowners and Renters

Introduction

Hello, I am calling from Banister Research on behalf of the City of St. Albert Council to ask your opinions about three proposed facilities in the City of St. Albert. The three proposed facilities we will be discussing are a new or expansion of the existing aquatic facility with lane swimming, an indoor ice arena or a library branch. 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 help the City Council prioritize the future development of three potential facilities.

[**Interviewer Note**: If residents have questions about the study they can be referred to Darija Slokar, Lead, Corporate Business Planning and Special Projects, City of St. Albert at 780-418-6608 or dslokar@stalbert.ca, Monday to Friday between 8:00 am and 5:00 pm]

A. For this study, I need to speak to a decision maker in the household, 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. This interview will take about 5 to 7 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**

C. May I confirm you are at least 18 years old?

   1. Yes
   2. No   [**TERMINATE**]
   3. F5. Don't Know   [**TERMINATE**]

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

   1. Own   **GO TO Q.E**
   2. Rent   **GO TO Q.F**
   F5. Don't Know   **GO TO Q.E**

E. Are you one of the individuals in your household that is responsible for paying residential property taxes (e.g., house, duplex or condo) to the City of St. Albert?

1. Yes
2. No
F5. Don't Know

IF DK TO Q.D & "YES' TO Q.E – CODE AS HOMEOWNER
IF DK TO BOTH Q.D & Q.E - TERMINATE

F. 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: n=100 home owners per quadrant**]

1. **North East**, or east of St. Albert Road and north of the Sturgeon River (communities: Erin Ridge, Oakmont, Inglewood and Erin Ridge North)
2. **North West**, or west of St. Albert Road and north of the Sturgeon River (communities: Lacombe Park, Mission, North Ridge, Deer Ridge, Riverside)
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 Park, Akinsdale, Forest Lawn, Sturgeon Heights)
F5. Don't Know **– USE PRECODED QUADRANT**

G. **RECORD GENDER – WATCH QUOTAS – 50/50**

1. Male
2. Female

Importance of City Facilities

1) Using a scale of 1 to 10, where 1 means "not at all important" and 10 means "very important," how important do you think it is for the City to construct each of the following additional facilities?

[PROGRAMMING NOTE: RANDOMLY ROTATE 3 FACILITIES]

1. Not at all Important
2. …
3. …
4. …
5. …
6. …
7. …
8. …
9. …
10. Very Important

    a) An Aquatic Facility with Lane Swimming
    b) An Indoor Ice Arena
    c) A Library Branch

Facility Ranking

2) How would you rank the 3 proposed facilities, in order of priority for you personally, to be built next in St. Albert? Which facility would be your top priority, second and third priority?

    1. Top Priority
    2. Second Priority
    3. Third Priority

    a) An Aquatic Facility with Lane Swimming
    b) An Indoor Ice Arena
    c) A Library Branch

Support for Tax Increase

3) We would like to know your support for any property tax increases in order to build the three proposed facilities. Each facility is anticipated to cost around 17 to 20 million dollars to build and operate and this includes all currently anticipated costs to build each facility.

    [**FOR HOMEOWNERS ONLY:**]

    Using a scale of 1 to 5, where 1 means "not at all supportive" and 5 means "very supportive," how supportive would you be of an increase in property taxes to have each of the following proposed facilities built?
    [**FOR RENTERS ONLY:**]

    Using a scale of 1 to 5, where 1 means "not at all supportive" and 5 means "very supportive," how supportive would you be of an increase in your rent related to an increase in the property taxes paid by your landlord to have each of the following proposed facilities built?

    1. Not at all Supportive
    2. …
    3. …
    4. …
    5. Very Supportive
    F5. Don't Know

    a) An Aquatic Facility with Lane Swimming
    b) An Indoor Ice Arena
    c) A Library Branch

4) **[FOR HOMEOWNERS ONLY:]**

What percentage of tax increase would you support to build each proposed facility? [**DO NOT READ LIST – IF RANGE IS GIVEN, RECORD UPPER LIMIT**]
[FOR RENTERS ONLY:]

With the possibility that your landlord may pass on property tax increases they experience to you by way of a rent increase, what percentage of rent increase would you support to build each proposed facility? [**DO NOT READ LIST – IF RANGE IS GIVEN, RECORD UPPER LIMIT**]

1. None (0%)
2. Under 1%
3. 1% to under 2%
4. 2% to under 3%
5. 3% to under 4%
6. 4% or higher; specify amount: _____

a) An Aquatic Facility with Lane Swimming
b) An Indoor Ice Arena
c) A Library Branch

5) Based on what we know today, if the City is to borrow money to build each of the facilities and include the annual operating cost, the property tax increase for each of the facilities would be approximately as follows:

a) About a 2.5% increase for an Aquatic Facility with Lane Swimming
b) About a 2% increase for an Indoor Ice Arena
c) About a 2.5% increase for a Public Library

[**FOR HOMEOWNERS ONLY:**]
In consideration of this information, now how supportive would you be of the construction of…?

[**FOR RENTERS ONLY:**]
In consideration of this information, and that your landlord may pass on these costs to you in the form of a rent increase, now how supportive would you be of the construction of…?

1. Not at all Supportive
2. …
3. …
4. …
5. Very Supportive
F5. Don't Know

a) An Aquatic Facility with Lane Swimming at about a 2.5% increase
b) An Indoor Ice Arena at almost a 2% increase
c) A Public Library at about a 2.5% increase

6) And with this additional information, how would you now rank each facility, in order of priority? Which facility would be your top priority, second and third?

   1. Top priority
   2. Second Priority
   3. Third Priority

   a) An Aquatic Facility with Lane Swimming (about a 2.5% increase)
   b) An Indoor Ice Arena (almost a 2% increase)
   c) A Public Library (about a 2.5% increase)

Final Comments

7) Do you have any additional comments about building new facilities in St. Albert to share with Council?

   1. _____
   2. None/no additional comments

Respondent Characteristics

In order for the City of St. Albert to better understand the different views and needs of residents, the next few questions allow us to analyze the data into sub-groups. Please be assured that nothing will be recorded to link your answers with you or your household.

8) In what year were you born?

   1. _____

9) Do you have any children who are…? (select all that apply)

   1. Yes
   2. No
   3. Prefer not to say

   a) Under 6 years of age
   b) 6 to 11 years of age
   c) 12 to 17 years of age
   d) 18 or older

10) Which neighbourhood do you live in?

1. Akinsdale
2. Braeside
3. Deer Ridge
4. Downtown
5. Erin Ridge
6. Erin Ridge North
7. Forest Lawn
8. Grandin
9. Heritage Lakes
10. Inglewood
11. Jensen Lakes
12. Kingswood
13. Lacombe Park
14. Mission
15. North Ridge
16. Oakmont
17. Pineview/Parkwood
18. Riverside
19. Sturgeon Heights
20. Woodlands
21. Other; specify: _____

Those are all of the questions I have for you today. On behalf of the City of St. Albert, thank you very much for taking the time to participate in this survey!