

Public Engagement Mixed Topic Survey

September 2022

| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton



Thank you to Edmonton Insight Community members and other Edmontonians for providing their valuable feedback to help City Council and Administration make informed decisions.

-Corporate Research Unit

OVERVIEW

As of September 2022, more than 15,500 Edmontonians are part of the Insight Community who engage with the City of Edmonton through different survey formats. The Insight Community is managed by the Corporate Research Unit at the City of Edmonton. Corporate Research Unit advises on, plans, executes, and reports on research for almost every administrative area of the City.

From **September 13 to 20th, 2022**, 3,551 Insight Community members provided their input to the City of Edmonton by answering a survey that was sent to them via email. The following was communicated to participants:

The City of Edmonton is a relationship based city committed to involving Edmontonians in the decisions we make. Public Engagement is one of the ways the City listens and learns from Edmontonians. We seek diverse opinions and experiences in our public engagement to inform City decision-making. For the City to undertake meaningful public engagement, Edmontonians need the knowledge and tools to engage as well as easy access to engagement opportunities. Please tell us how we can better plan and implement public engagement activities for you by answering a few questions.

This document highlights what we heard from the Insight members in response to the September 2022 survey.

As it is a non-random online survey, a margin of error is not reported for these results. However, if a probability sample had been used, results for a random sample of 3,551 would be accurate to ± 1.4 percentage points, 19 times out of 20.

Note: A total of 3,551 respondents completed the survey: 3,536 Insight Community Members, 5 from the call to action button on our webpage, 8 from the City of Edmonton's social media channels (Facebook, Twitter, Instagram) and 5 using the anonymous link on Edmonton.ca/Surveys which did not include demographic data. This monthly report includes all of these responses..

**More than
15,500
Insight
Community
members**

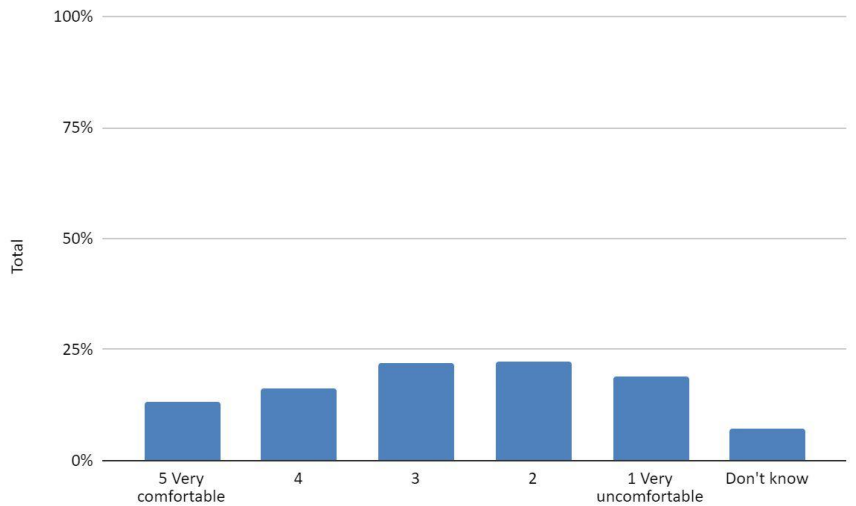
**3,551 survey
respondents**

COMFORT WITH IN-PERSON ENGAGEMENT OPPORTUNITIES

Q1. If you were to engage with the City, please rate your level of comfort in engaging with the City in the following ways:

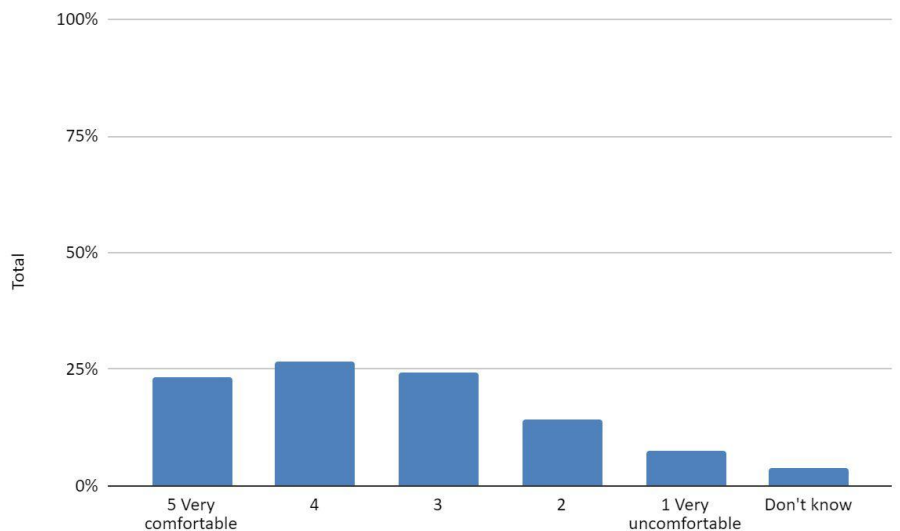
Participating in a City Council or a Council Committee meeting. (n = 3551).

29% of respondents indicated that they were either comfortable or very comfortable with this option. 41% of respondents indicated that they were either very uncomfortable or uncomfortable participating in a City Council or a Committee meeting. 22% were neutral and a small number of respondents (7%) stated they didn't know.



Participating in an in-person drop-in session, pop-up, public meeting, focus groups or similar event. (n = 3551).

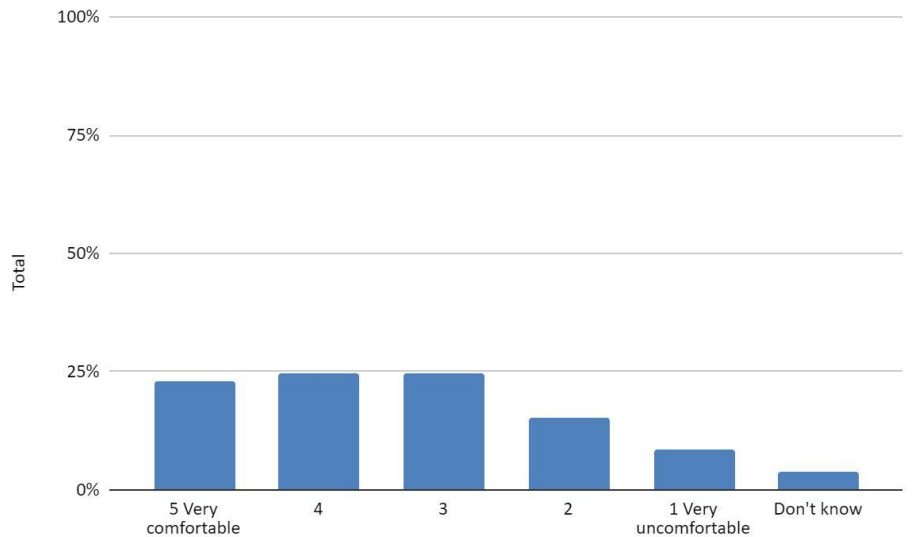
Half of all respondents (50%) stated that they were very comfortable or comfortable with in-person events. 24% were neutral and 22% were uncomfortable or very uncomfortable. A small number of respondents (4%) stated they didn't know.



COMFORT WITH ONLINE ENGAGEMENT OPPORTUNITIES

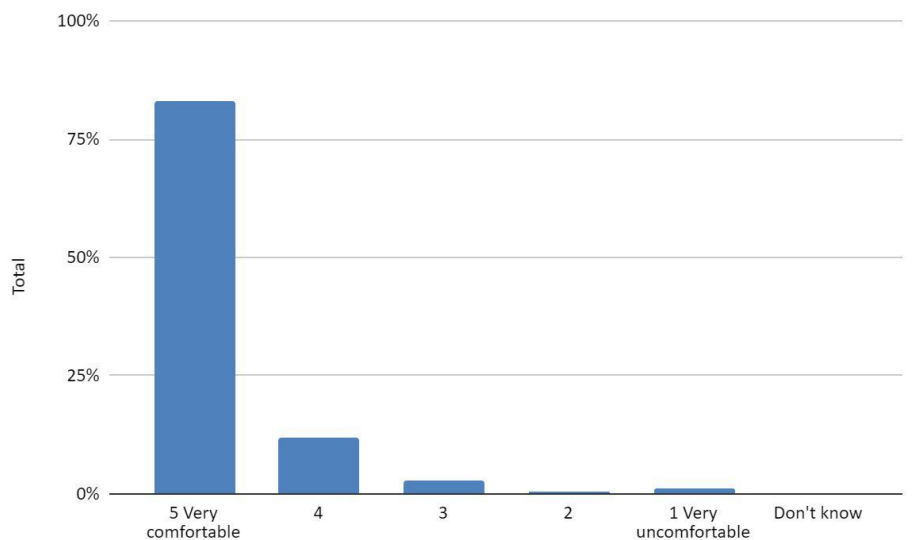
Please rate your level of comfort in participating in an online public meeting or similar event via Google or Zoom. (n = 3551).

Most respondents were either very comfortable (23%) or comfortable (25%) participating in an online public meeting. A quarter of the respondents were neutral and a small number (9%) were very uncomfortable. 4% stated they didn't know.



Please rate your level of comfort in completing a City of Edmonton online survey or questionnaire. (n = 3551).

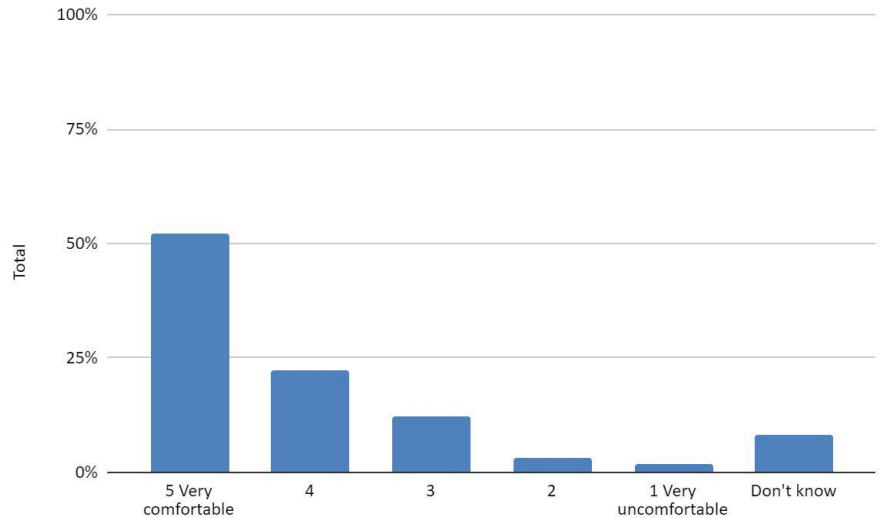
Almost all of the respondents were very comfortable (83%) or comfortable (12%) with an online survey or questionnaire. A very small number (2%) stated they were uncomfortable or very uncomfortable with these options. No one indicated that they didn't know.



COMFORT WITH ONLINE ENGAGEMENT OPPORTUNITIES

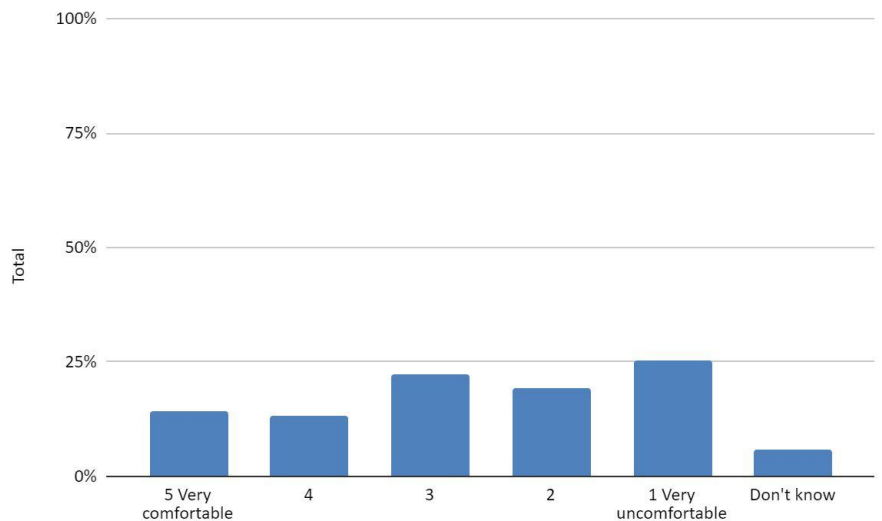
Please rate your level of comfort in providing feedback online through Engaged Edmonton, the City of Edmonton's digital engagement platform.

Most respondents felt very comfortable (52%) or comfortable (22%) providing feedback online through Engaged Edmonton. Very few respondents (2%) indicated they were very uncomfortable providing feedback in this manner and 8% stated they didn't know.



Please rate your level of comfort in contributing through social media (i.e. Twitter, Facebook) i.e. follow campaigns, contribute in discussions, spread the word. (n = 3551).

14% of the respondents were very comfortable contributing in this way and 13% were comfortable. 22% were neutral however, a quarter of respondents were very uncomfortable contributing through social media, following campaigns, contributing to discussions and/or spreading the word. A small number of respondents (6%) stated that they didn't know.

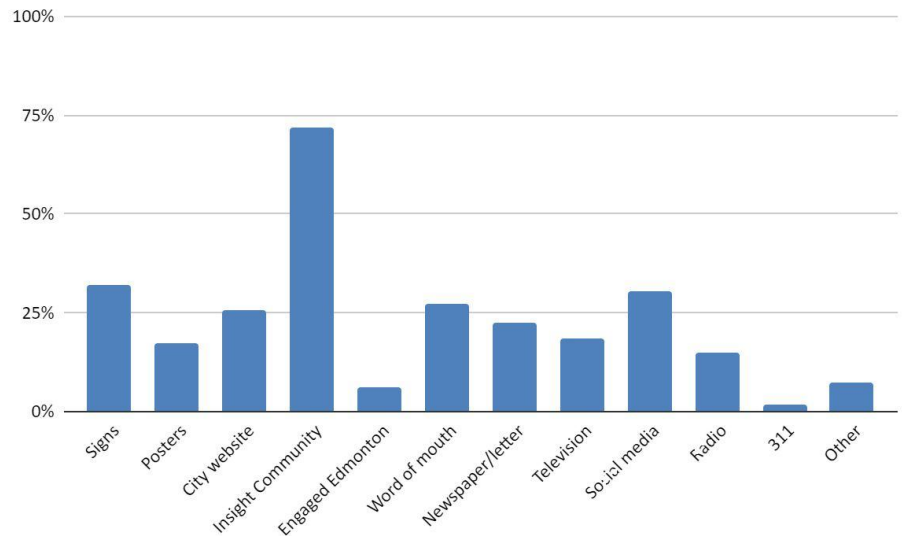


AWARENESS OF OPPORTUNITIES

Q2. How do you find out about opportunities to become involved in the City's public engagement processes? (Multiple Choice, n = 3551).

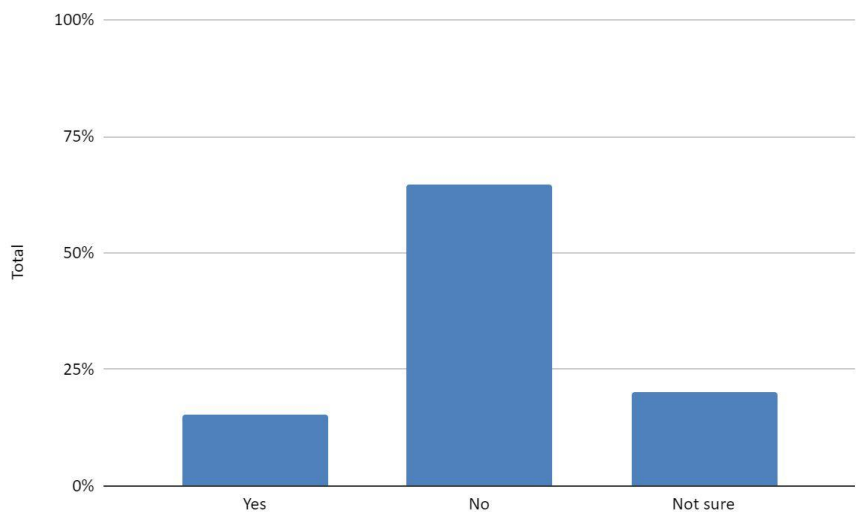
The most common ways that respondents reported finding out about opportunities to become involved were through the Edmonton Insight Community (72%), followed by signs in the community (32%) and social media (30%).

Note: where respondents answered "Other" the most common ways they found out about opportunities to become involved included through email, from a City Councillor or people stated they don't hear about opportunities.



Q3. Have you used Engaged Edmonton, the City of Edmonton's digital engagement platform, before? (n = 3551)

The majority of respondents (65%) indicated that they had not used Engaged Edmonton before, some (20%) weren't sure and some (15%) indicated they had used Engaged Edmonton before.



BARRIERS TO ENGAGEMENT

Q4. What are your current barriers to participate in the City's public engagement opportunities (online and in-person)? (Open Ended, n = 2672).

Several overarching themes emerged from the comments left by respondents when considering barriers to participating in engagement opportunities. These include, but are not limited to, the themes identified below.

Time (38%)

The most common barrier identified by respondents to participate in public engagement was related to time, which included:

- Respondents feeling that they did not have enough time to participate in engagement opportunities or read background documents to be able to participate.
- The timing of engagement opportunities, particularly if they are scheduled during the day or conflicted with other obligations such as work or childcare.
- Travel time to in-person events.
- Some respondents feeling that participating in in-person or virtual engagement opportunities wasn't the best use of their time as they didn't know how the feedback they provided was considered or mattered in decision making.

Communications and awareness (29%)

Participants frequently expressed a desire to be more involved in engagement opportunities. However, they identified gaps in how engagement opportunities are communicated or with their own awareness of what opportunities were available, which prevented them from participating. Many stated that:

- They did not know when engagement events are happening, where they are occurring or in what format they are available (online or in person).
- There is lack of communication and advertising about how to get involved.
- They don't know where to look to find out about opportunities.

No Barriers (14%)

Some respondents expressed that they didn't experience any barriers at all with the existing opportunities to engage, including online and in-person opportunities.

Note: Data collection for this survey was in English only. People with barriers to communicating in English may not have participated in this survey to provide their input on barriers to engagement.

Additional Themes

Other themes less commonly cited included not feeling comfortable providing feedback, which was more often identified where a person could not contribute anonymously. A lack of trust in the engagement process, including how feedback was used and considered in decision making, was also identified as a barrier to participation. Many barriers were identified around the format in which public engagement was provided; some found virtual formats to be a barrier due to a lack of comfort with technology or a lack of access to a computer and internet while others found in-person formats to be a barrier due to discomfort being in crowds or speaking publicly in person in front of others.

INCREASING DIVERSITY

Q5. The City seeks diverse opinions and experiences and feedback in our public engagement. How can the City reach and hear from more diverse people? (Open Ended, n = 2489).

Respondents had a wide variety of ideas for how the City can reach and hear from more diverse voices. Some of the most commonly cited themes are included below.

Advertising and General Outreach (16%)

Raising awareness through advertising and general outreach to the public was the most noted response in accessing diverse opinions and feedback. Many Edmontonians do not know about the engagement opportunities and need to be made aware so that they can decide whether or not to take part.

Community Centred Engagement and Communications (13%)

Community-tailored engagement and communications were viewed as ways to include more diverse voices. "Community" was broadly referenced, and could be on neighbourhood, regional, language-based, interest-based and cultural levels.

Organizational, Stakeholder or Agency Outreach (13%)

Ways of including more diverse voices in engagement included leveraging the pre-existing relationships that organizations, stakeholders and agencies have with their members, and using these groups to share engagement opportunities in their networks.

Online and Digital Tools, Platforms, and Communication (12%)

Using online and digital engagement tools, platforms and communication strategies for reaching diverse voices emerged as a key theme because it allows people to participate more conveniently and generally in the comfort of their personal spaces rather than in public venues.

Lower Tech Engagement and Communication (9%)

Some respondents noted that public engagement strategies that used lower forms of technology, or eliminated them altogether, could encourage a greater diversity of voices. Examples included using telephone and paper surveys. Communicating about engagement opportunities through television and radio ads were also thought to be ways of encouraging missing voices to participate.

In-Person Engagement and Communication (6%)

Fewer respondents identified that more voices could be reached through in-person engagement and communications. Where this was seen as a way to increase diverse voices, it was the personal aspect of face to face interactions that some felt could encourage the participation of more diverse people.

Other themes for encouraging broader and more diverse participation in public engagement included having a variety of ways to participate available and having processes in place to ensure feedback is genuinely heard.

How We Will Use Your Feedback

Thanks to your feedback, we have been able to discover key themes about what is working well with public engagement, and what can be improved to address the barriers experienced by Edmontonians to participate in engagement activities. Through these insights, the City of Edmonton will continue to deliver meaningful, inclusive and authentic public engagement opportunities.

Thank You for Sharing Your Thoughts!

Questions?

E-mail research@edmonton.ca for more information, or visit www.edmonton.ca/surveys

Interested in the Edmonton Insight Community?

Go to www.edmontoninsightcommunity.ca to join or learn more.

Looking for Data?

Visit data.edmonton.ca to find this and other City of Edmonton data on the Open Data Portal.

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