Insight Community

2019 Member Experience Survey Results

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

Thank you to all the Edmonton Insight Community members for engaging with us and providing your feedback to help City of Edmonton Council and administration make decisions.

-Corporate Research Team

11,463 members

As of October 2019, 11,463 Edmontonians were 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. The Corporate Research Team advises on, plans, executes, and reports on research for almost every administrative area of the City.

From **October 8th to October 15th 2019**, 2,486 Insight Community members engaged with The City of Edmonton by answering a survey that was sent to them via email. The survey was designed to gather members' opinions on their experience with the Edmonton Insight Community.

2,486 respondents

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 2,486 would be accurate to ± 1.7 percentage points, 19 times out of 20.

How is this feedback going to be used?

The City of Edmonton research team, including all research advisors, have reviewed every comment provided and believe this member feedback is incredibly important. This report and data has also been shared with the engagement leadership team to develop further learning and understanding of areas that could be improved upon. We strive to provide a rich member experience and will share this with other internal departments to improve areas that may currently be a challenge. Our research team will use this feedback to further improve the member experience in 2020. Your feedback has been incredibly valuable.

Note: 24 anonymous individuals accessed the survey link through the City website. While reporting back to the Insight Community members through this report, we only include the survey results for the members.

WHAT WE HEARD

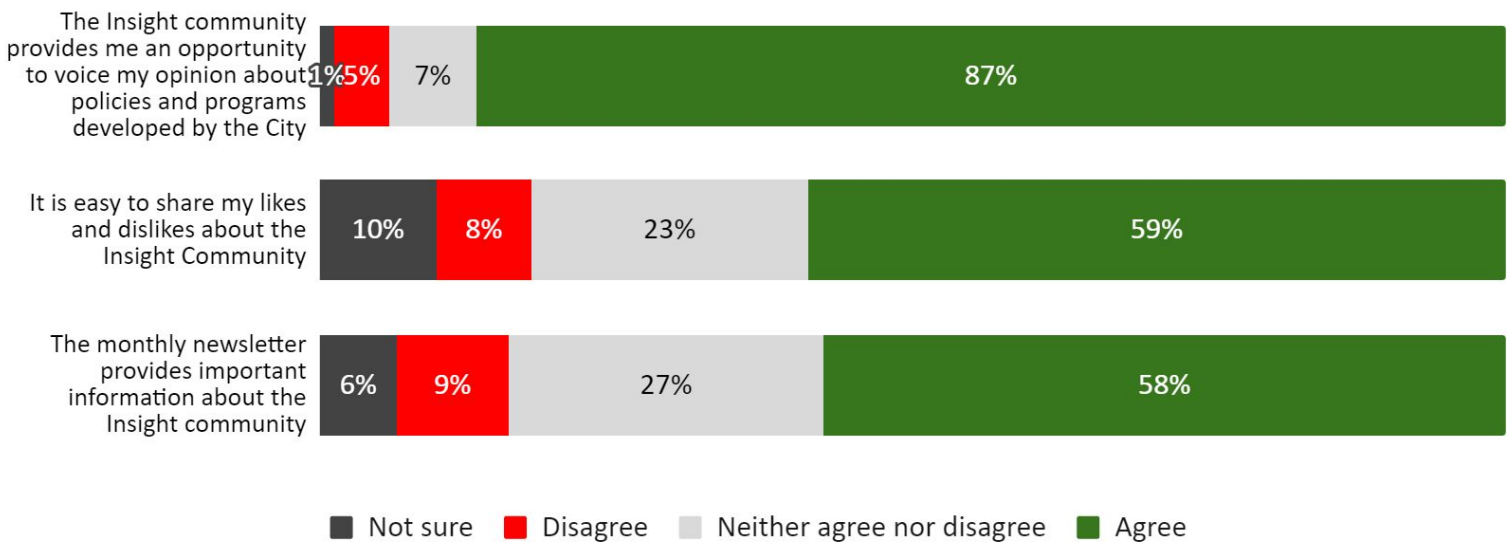## MEMBER EXPERIENCE SURVEY

INSIGHT COMMUNITY FEATURES
The majority (87%) of respondents agree that the Insight Community provides them an opportunity to voice their opinion about policies and programs developed by the City.

Respondents also agree that it is easy for them to share their likes and dislikes about the Insight Community (59% agreement) and that the monthly newsletter provides important information (58% agreement). Close to one-quarter respondents have a neutral opinion on both the statements.

"I don't read the monthly newsletter. I am always confident that it is there if I want to read it and that survey results are available if I wish to find them. I have always had the opportunity to point out what I perceived to be problematic about some of the surveys but have not had cause to do so for some time now."
-Insight Community member

Figure 1: Agreement with Insight Community Features
Respondents=2486

Statement	Not sure	Disagree	Neither agree nor disagree	Agree
The Insight community provides me an opportunity to voice my opinion about policies and programs developed by the City	1%	5%	7%	87%
It is easy to share my likes and dislikes about the Insight Community	10%	8%	23%	59%
The monthly newsletter provides important information about the Insight community	6%	9%	27%	58%

■ Not sure ■ Disagree ■ Neither agree nor disagree ■ Agree

While 31% have a neutral opinion, the majority (62%) respondents disagree that they get too many emails from the Insight Community.

"Doing the surveys actually helps me learn about what the City is planning, and gives me a new appreciation for how hard they're trying to engage Edmontonians and incorporate their feedback. I've directly seen my feedback be considered in decision-making, and it makes me feel like I'm part of the policy-making process, which is great."
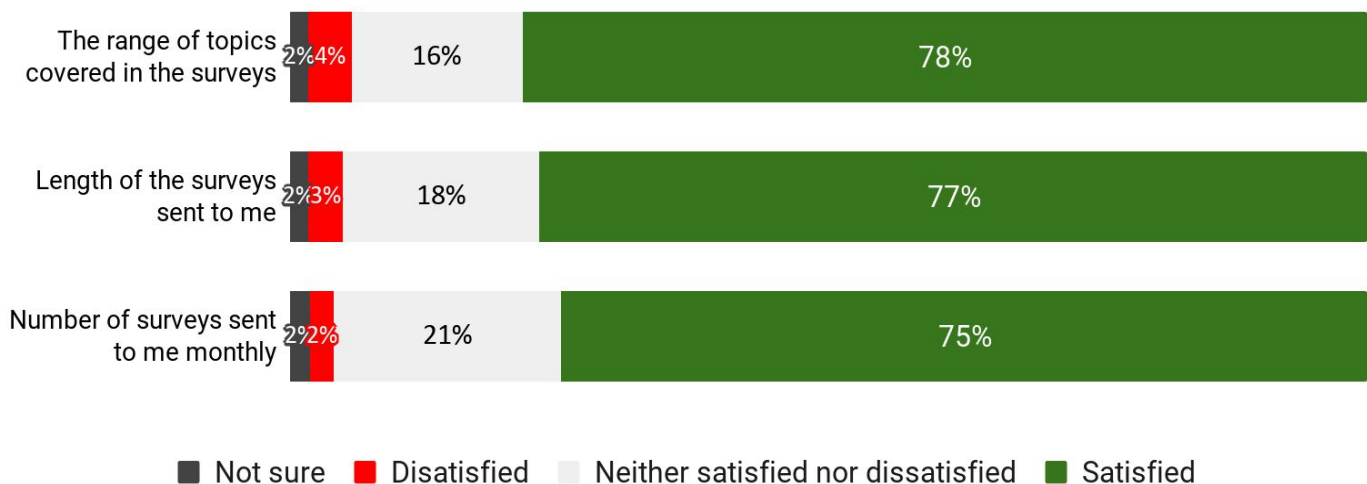**-Insight Community member**

3

WHAT WE HEARD

MEMBER EXPERIENCE SURVEY

SURVEYS
The majority of respondents are satisfied with the range of topics (78% satisfaction), length of surveys (77%), and number of surveys (75% satisfaction) sent to them monthly.

Figure 2: Satisfaction with Surveys
Respondents = 2,486

	Not sure	Disatisfied	Neither satisfied nor dissatisfied	Satisfied
The range of topics covered in the surveys	2%	4%	16%	78%
Length of the surveys sent to me	2%	3%	18%	77%
Number of surveys sent to me monthly	2%	2%	21%	75%

■ Not sure   ■ Disatisfied   ☐ Neither satisfied nor dissatisfied   ■ Satisfied

"I am able to understand and complete the surveys in a reasonable amount of time. The topics cover many issues current to life and government in Edmonton. I appreciate the opportunity to give my opinion about these aspects of life in Edmonton."

-Insight Community member

Satisfaction among respondents increases with their increasing tenure as an Insight Community member. Those who recently joined the Insight community indicate that they do not have enough experience with the surveys to provide a rating as yet.

"Honestly, I have only done 1 or 2 surveys so I don't know much about the program, but so far so good!"
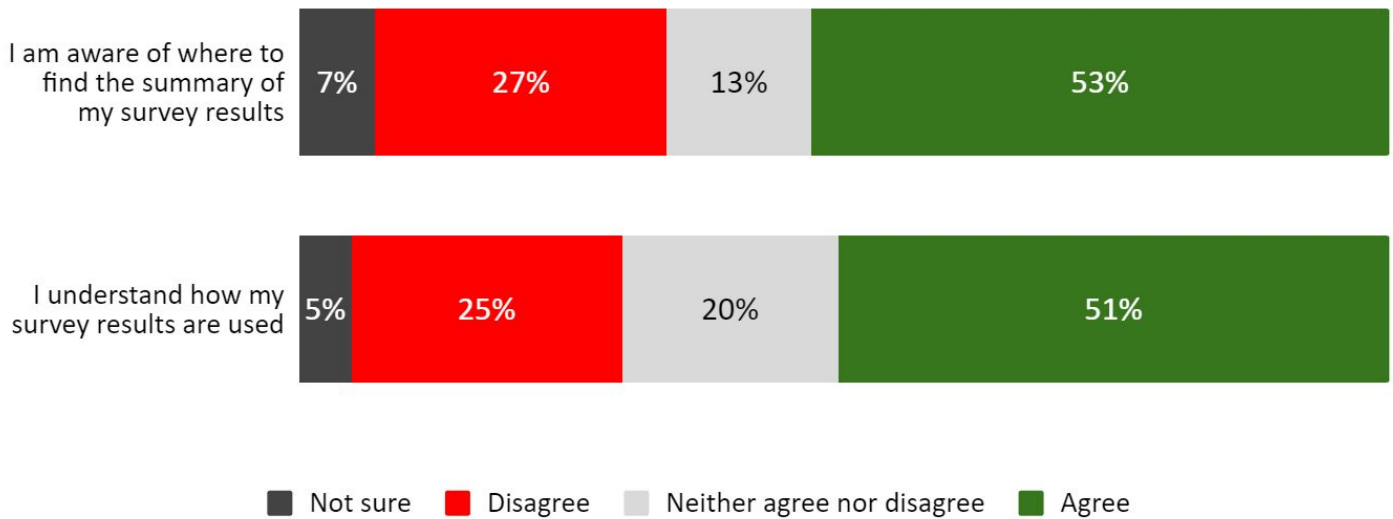
-Insight Community member

WHAT WE HEARD

MEMBER EXPERIENCE SURVEY

SURVEY RESULTS
About half of the respondents are aware of where to find the summary of their survey results (53% agreement) and understand how their survey results are used (51% agreement).

Figure 3: Awareness and Use of Survey Results
Respondents=2,486

	Not sure	Disagree	Neither agree nor disagree	Agree
I am aware of where to find the summary of my survey results	7%	27%	13%	53%
I understand how my survey results are used	5%	25%	20%	51%

■ Not sure ■ Disagree ■ Neither agree nor disagree ■ Agree

As evident from low awareness (about one-quarter respondents) of where to find the survey results, about half (53%) read the survey reports on edmonton.ca/surveys and 31% have viewed and used the survey data posed on Open City Portal at least occasionally.

> *"I like being asked for my opinion, but I really don't understand where it all goes. I also don't know if I am making a difference."*
>
> *-Insight Community member*

WHAT WE HEARD

MEMBER EXPERIENCE SURVEY

THINGS MEMBERS ENJOY THE MOST ABOUT INSIGHT COMMUNITY
In addition to providing a platform for members to have their voice heard, respondents mention that Insight Community is a source of building awareness for City's initiatives.

> *"The thing I love most is hearing about upcoming plans and getting detailed information, then providing feedback. It's a great source of info for me to keep up to date on what's happening in the city."*
>
> *-Insight Community member*

Though some respondents feel their voice do not influence decisions, they appreciate the opportunity to contribute in decision making and hope their feedback will help shaping their city.

> *"Understanding the direction the City is going on a variety of initiatives. I'd say I like having a voice, though without the City closing the feedback loop, I'm not actually sure how much my voice really mattered in guiding decisions and policy."*
>
> *-Insight Community member*

Respondents also like that the survey offers them an opportunity to get involved at a convenient time and place.

> *"As a person with health issues that keep me out of busy public places and gatherings, I feel this is a way that I can contribute to my community & its well-being."*
>
> *-Insight Community member*

> *"Having an opportunity to give my opinion on issues I know something about and care about, and to opt out of questionnaires that I don't feel competent or knowledgeable enough to contribute."*
>
> *-Insight Community member*

WHAT WE HEARD

MEMBER EXPERIENCE SURVEY

SUGGESTIONS FOR IMPROVEMENT

Insight community members seem quite happy overall, but respondents would like a variety of tools to provide feedback and input. Such as online forums, focus groups, face to face opportunities. Insight Community members would also like a way to provide suggestions on the topics they would like to see in upcoming surveys.

"I would like to see an open forum discussion on a regular basis"

"Perhaps a forum or board where members could post to actually feel more like a community"

-Insight Community member(s)

Insight Community members stated that they would be interested in seeing exactly how the results of their input and feedback is used to inform decisions on projects and City initiatives. Some suggestions include: Links to the data, project reports, council reports and meetings.

"I would like more insight into how city council as a whole uses the feedback gathered from insight community each month, the impacts of the feedback/data and what it means to them to have that kind of data from Edmontonians"

-Insight Community member

Respondents would like to see more regional surveys related directly to their local area or neighbourhood.

"I would like even more opportunities to participate. I tend to sign up for optional surveys that interest me or might affect my area of the city."

-Insight Community member

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.

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton