

WOODCROFT COMMUNITY LEAGUE

Community Survey Final Report

October 9, 2008



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Appendix A – Survey Instrument

EXECUTIVE SUMMARY

In 2008, Banister Research and Consulting Inc. was commissioned by the Woodcroft Community League to conduct a community survey to gather residents' thoughts and opinions regarding different aspects of the neighborhood, and the impact of these features on the quality of life in the Woodcroft community. The purpose of the survey was to gain a clear understanding of the community's perceptions, and to better inform the members of the Community League as they continue working to make Woodcroft a great place to live. The Woodcroft Community League received grant funding from the Alberta Traffic Safety Fund to complete the survey. Overall, 31 surveys were completed online and 147 surveys were completed via hard copy self-complete, for a grand total of 178 completed surveys. Results provide a margin of error no greater than $\pm 7.1\%$ at the 95% confidence level or 19 times out of 20. The numbers at the beginning of each section correspond to the question numbers in the community survey.

Key Findings

Quality of Life

- ◆ (1) When asked to rate the overall quality of life in the Woodcroft community, the majority of respondents (87%) provided a positive rating, with 31% rating it good, 47% rating it very good, and 10% rating it excellent.
- ◆ (2) When asked to identify the most significant factors contributing to a high quality of life in the Woodcroft community, respondents most frequently mentioned the good location and close proximity to amenities and services (58%), followed by the community atmosphere or friendly people (36%), the quiet or peaceful nature of the community (21%) and the nicely treed neighborhoods, boulevards or green spaces (19%).
- ◆ (3) A number of traffic issues were mentioned by two-thirds (66%) of respondents as the most significant factor contributing to a low quality of life in the Woodcroft community. Sidewalks and streets being in poor condition (26%), the closure of the Woodcroft Elementary School (26%) and increased crime and violence (23%) were also mentioned.
- ◆ (4) Respondents most frequently indicated the quality of life in the Woodcroft community had remained the same over the past 12 months (50%), while close to one-third (31%) believed the quality of life had worsened and 11% believed the overall quality of life had improved.

Community Issues

- ◆ (5) When asked what they considered to be the biggest issues facing the community of Woodcroft today, over forty percent of respondents mentioned a number of traffic issues including increased volume, short-cutting through neighborhoods and lack of traffic enforcement (43%), while 42% commented on the closure of the Woodcroft Elementary School.



- ◆ (6 a) Respondents were then asked to rate the importance of addressing a number of issues faced by the Woodcroft community.
 - The majority of respondents found the following important (4 or 5 out of 5) issues that should be addressed in the community:
 - Traffic safety (83%);
 - Crime (82%);
 - Traffic volume (79%);
 - Woodcroft Elementary School closure (77%);
 - Drugs (72%); and
 - Cost of living (72%).
 - Respondents provided moderate importance ratings for the following:
 - Playground replacement at the Community Hall (66%),
 - Recreation facility development proposals for Coronation Park, including a new recreational facility with twin areas, gymnasium and running track (66%); and
 - Property taxes (65%).
 - The following were deemed the least important issues to be addressed in the community:
 - Affordable housing (59%);
 - Pollution (51%); and
 - Homelessness (48%).
- ◆ (6 b) When asked why they felt traffic safety or traffic volume were important (4 or 5 out of 5) issues that should be addressed in the community (n=132), over one-third (37%) of respondents commented that speeding traffic or racing through community streets was dangerous, followed by concern over the high volume of traffic in the area, in general (32%) and concern over children's safety (24%).

Household Transportation

- ◆ (7) When asked to identify their household's main way of traveling within Edmonton, over three-quarters (76%) of respondents mentioned traveling by personal vehicle, followed by Edmonton Transit Service (ETS) or transit (13%).

Personal Vehicle Ownership

- ◆ (8 a) The majority (81%) of respondents (n=171) indicated they owned a personal vehicle such as a car, truck or company vehicle that they were able to take home every day, while 17% did not.
- ◆ (8 b) Of the respondents that indicated they, or members of their household, owned a personal vehicle (n=136), forty-three percent (43%) reported having one vehicle in their household, followed by two vehicles (40%) and three vehicles (11%).
- ◆ (8 c) The vast majority (96%) of respondents that indicated their household owned a personal vehicle (n=136), reported at least one vehicle is available to them on a daily basis.
- ◆ (8 d) Respondents that owned a personal vehicle or had household members that owned a personal vehicle (n=132) were asked, on average, how many one way trips began at their house on weekdays from Monday to Friday (the total number of trips for the weekday period as opposed to the number of daily trips). Close to one-quarter of respondents mentioned 2 trips (26%) or more than 5 trips (24%) began at their home on weekdays, while 21% indicated 5 trips originated from their home.



- ◆ (8 e) Regarding weekend trips from Saturday to Sunday with their vehicle (the total number of trips for the weekend period as opposed to the number of daily trips), similar proportions of respondents (n=131) noted 2 trips (26%) or 3 trips (22%) originated from their home on weekends, while 1 trip or 4 trips were each mentioned by 15% of respondents.

Edmonton Transit Service (ETS) Usage

- ◆ (9 a) Although 78% of respondents stated that the car was their primary mode of transportation, half (50%) of respondents indicated they, or members of their household, used ETS at varying frequencies, while 48% did not use it at all.
- ◆ (9 b) Respondents that indicated they, or members of their household, used ETS (n=81), were asked, on average, how many one way trips beginning at their household does their family take on ETS during weekdays from Monday to Friday (the total number of trips for the weekday period as opposed to the number of daily trips). Close to one-quarter (24%) of respondents indicated 5 trips were taken by them, or members of their household on weekdays, followed by 2 trips (16%), more than 5 trips (12%), 1 trip (14%), and zero trips (10%).
- ◆ (9 c) Over one-third (35%) of respondents that indicated they, or members of their household, used ETS (n=79) reported their household did not take any one way trips on ETS during weekends from Saturday to Sunday (the total number of trips for the weekend period as opposed to the number of daily trips). However, similar proportions of respondents mentioned 1 (23%) or 2 trips (24%) were taken on ETS by their household on weekends.

Community Traffic Volume and Walking Conditions

- ◆ (10 a) When asked if the traffic volume in the Woodcroft community had increased, decreased or remained about the same over the past 5 years, over two-thirds (69%) of respondents felt that the traffic volume had increased, while 18% believed traffic volume remained about the same and 1% of respondents felt that the volume of traffic in the community decreased.
- ◆ (10 b) Respondents that indicated the traffic volume had increased in the Woodcroft community over the past 5 years were asked why they felt that way. Sixty-five percent (65%) of respondents commented on the increased traffic in the community or the increase in traffic cutting through the neighbourhood, followed by increased noise caused by traffic (10%), the growing population in Edmonton (9%) and the increased bus and transit service in the area (8%).
- ◆ (11 a) When asked to rate the walking conditions for people in the Woodcroft community, forty-three percent (43%) respondents provided a positive rating for the walking conditions, with 29% rating it good, 11% rating it very good, and 3% rating it excellent. In contrast, fifty four percent (54%) of respondents provided a negative rating for the walking conditions in the Woodcroft community, with 27% rating the walking conditions fair and an additional 27% providing a poor rating.
 - (11 b) Of the respondents that mentioned the walking conditions in the community were good, very good or excellent (n=69), over one-third (35%) noted the good condition of the sidewalks, the adequate amount of sidewalks or noticed that the condition of sidewalks had improved.



- (11 b) Three-quarters (75%) of respondents that indicated the walking conditions in the community were fair or poor (n=92), mentioned that the sidewalk curbs were in bad condition and were in need of repair and upgrading or needed to be cleared of snow during the winter months.

Community Safety

- ◆ (12 a) In the area of community safety, respondents were asked to rate their level of safety concern with a number of aspects within the Woodcroft community.
 - Most respondents were very concerned (4 or 5 out of 5) with the following:
 - ◆ Traffic safety (71%);
 - ◆ Traffic volume (66%);
 - ◆ Residential streets (61%);
 - ◆ Sidewalks (60%); and
 - ◆ Alleys (60%).
 - Respondents were less concerned with safety in regards to:
 - ◆ Pedestrian crosswalks (55%);
 - ◆ Arterial roadways (51%)
 - ◆ Parking lots (40%);
 - ◆ Bus stops or terminals (34%); and
 - ◆ Park trails (31%).
- ◆ (12 b) For a listing of the comments respondents made regarding each of these concerns please see Section 3, pages 31-40.

Priorities in the Woodcroft Community

- ◆ (13) In the area of traffic volume and safety, respondents were asked to indicate how much of a priority a number of different aspects were to them as residents of the Woodcroft community.
 - (13 a) Regarding infrastructure and maintenance, the following were deemed priority areas (4 or 5 out of 5):
 - ◆ Sidewalk repair or replacement (79%);
 - ◆ Improved street lighting (51%);
 - ◆ Adding new trails or sidewalks where there are currently none (46%);
 - ◆ Improved signage (42%); and
 - ◆ Adding new benches or water fountains (31%)
 - (13 b) When asked to rate the priority areas (4 or 5 out of 5) in regards to education and community programs:
 - ◆ Education in schools around traffic safety (68%);
 - ◆ Community newsletter (58%);
 - ◆ Bike safety training (51%);
 - ◆ Special events including 'Walk to School Day' (46%); and
 - ◆ Walking clubs (44%).

- (13 c) In regards to traffic enforcement and regulation, the following were identified as priority areas (4 or 5 out of 5):
 - ◆ Speed enforcement in the community (80%);
 - ◆ Lower speed limits (71%);
 - ◆ Reducing the volume of traffic (64%);
 - ◆ Increased parking enforcement (51%); and
 - ◆ Reducing the volume of bus traffic (41%).
- ◆ (13 d) When asked in an open ended question if there were any additional priorities, in the area of traffic volume and safety that should be addressed in the Woodcroft community, nine percent (9%) of respondents could not identify any additional priorities or were currently satisfied with the state of the community.
 - However 14% of respondents suggested adding more traffic signs, stops signs, speed bumps or closing some alleys, followed by reducing the number of vehicles that use the neighbourhood as a shortcut (9%), reducing speeding or racing traffic (8%) and reducing the speed limit to 30km on non-arterial roadways to increase safety (6%).



1.0 STUDY BACKGROUND

In 2008, Banister Research and Consulting Inc. was commissioned by the Woodcroft Community League to conduct a community survey with the intent of gathering residents' thoughts and opinions relating to different aspects of the neighborhood, and the impact of these features on the quality of life in the Woodcroft community. The purpose of the survey was to gain a clear understanding of the community's perceptions, and to better inform the members of the Community League as they continue to work to make Woodcroft a great place to live. The Woodcroft Community League received grant funding from the Alberta Traffic Safety Fund to complete the survey.

The survey specifically addressed the following objectives:

- ◆ Overall quality of life in the Woodcroft community;
- ◆ Factors contributing to resident's overall quality of life;
- ◆ Importance of various issues within the Woodcroft community;
- ◆ Discover resident's main modes of transportation and frequency of use;
- ◆ Determine the level of safety concern with regards to various aspects of the community;
- ◆ Identify priority areas in the Woodcroft community in terms of traffic volume and safety;
and
- ◆ Identify respondent profiles.

2.0 METHODOLOGY

All components of the project were designed and executed in close consultation with the Woodcroft Community League (the client). A detailed description of each task of the project is outlined in the remainder of this section.

2.1 Project Initiations and Questionnaire Design

The survey instrument was designed by Banister Research in close cooperation with the client. It included a mixture of qualitative and quantitative questions to elicit a more in-depth investigation of the issues and concerns pertinent to the Woodcroft Community League. Once the Client reviewed the draft survey instrument, revisions were made and the surveys were distributed to all residents residing the Woodcroft community and the on-line version of the survey was activated. A copy of the final questionnaire is provided in Appendix A.

2.2 Survey Populations and Data Collection

Respondents were given the option of completing the survey via hard copy self-complete or web-based version. The self-complete surveys were distributed to each household in the Woodcroft community via Canada Post. Residents were then given the chance to complete the hard-copy version and leave it at a drop off location, or complete the web-based version by following the links on the Woodcroft Community League website. Data collection began May 2, 2008 and continued until June 27, 2008. Data entry was completed by Banister Research, and each survey was given a unique ID to avoid any duplication. In addition to the 31 surveys completed online, 147 hard copies were completed and submitted to Banister Research for a total of 178 completed surveys.

Results provide a margin of error no greater than $\pm 7.1\%$ at the 95% confidence level or 19 times out of 20. It is important that when considering the survey findings, the reader should note that the sample error tolerances associated with the size of sample sub-groups vary. Due to the self-complete format of the survey, not all respondents answered each question. Variations in the 'n' have been noted throughout the report.

Respondents to the survey were asked to complete the survey on behalf of all the members in their household. To maximize the response rate, a team of Woodcroft community volunteers

went door-to-door encouraging residents to complete the survey. As an added incentive for completing the survey, respondents were given a chance to be entered into draw for one of ten free family passes to eleven of the City of Edmonton's recreational facilities.

2.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided progress reports to the client. After all the data was collected, the lead consultant reviewed the list of different responses to each 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 responses were fully coded and entered onto the data file, computer programs were written to check the data for quality and consistency.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each closed question were broken down based on respondent characteristics and responses. Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level.

Tabulations of the detailed data tables have been provided separately. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

A profile of the characteristics of participants is provided in Section 3.7 of this report.

This report provides detailed findings for the Woodcroft Community League Community Survey.

3.0 STUDY FINDINGS

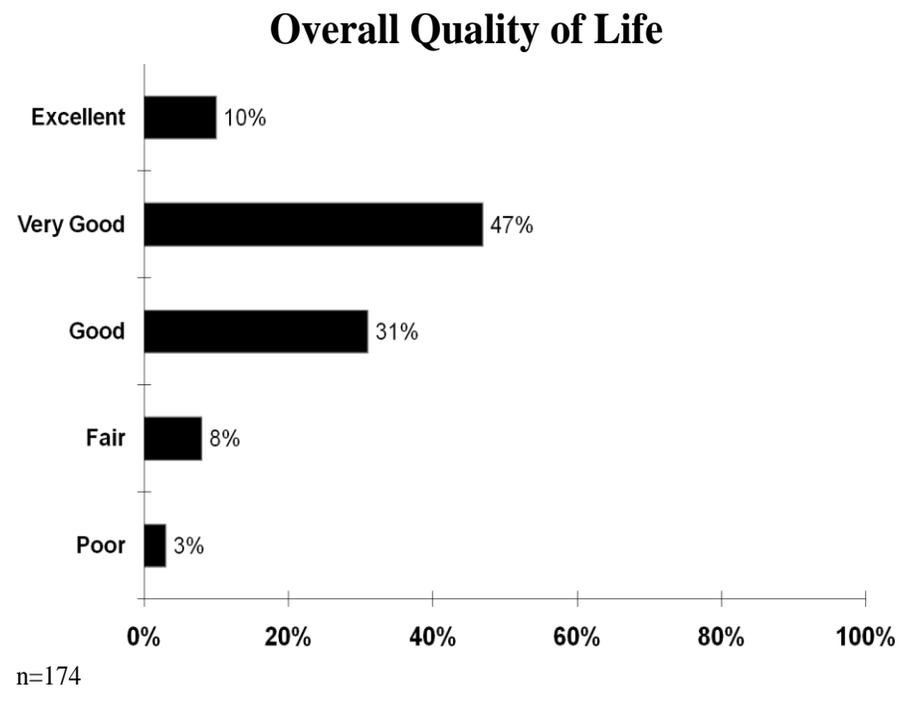
Results of the study are presented as they relate to the specific topic areas addressed by the survey. The reader should note, when reading the report that the term significant refers to “statistical significance”. Due to the self-complete format of the survey, not all respondents answered each question. Variations in the ‘n’ have been noted throughout the report.

3.1 Quality of Life

(Survey Questions 1 to 5)

To begin the survey, respondents were asked to rate the overall quality of life in the Woodcroft community. The majority of respondents (88%) provided a positive rating for the quality of life in Woodcroft, with 31% rating it good, 47% rating it very good, and 10% rating it excellent. In contrast, eleven percent (11%) of respondents rated the quality of life in the Woodcroft Community either fair (8%) or poor (3%). See Figure 1, below.

Figure 1



Respondent subgroups significantly more likely to indicate **the overall quality of life in the Woodcroft community was good, very good or excellent** included:

- ◆ Respondents that felt the overall quality of life in the Woodcroft community had remained the same or improved over the past 5 years (95% versus 73% of those that felt the overall quality of life worsened);
- ◆ Respondents between the ages of 18 and 49 (93% versus 83% of those aged 50 and older);
- ◆ Those with children in their household (94% versus 83% of those without children in their household);
- ◆ Respondents that reside elsewhere¹ in the Woodcroft community (91% versus 79% of those that reside on 115th or 114th Avenue); and
- ◆ Those that own their residence (92% versus 77% of those that rent their residence).

¹ Anywhere in the Woodcroft community besides 115th or 114th Avenue.

When asked to identify the most significant factors contributing to a high quality of life in the Woodcroft community, respondents most frequently mentioned the good location and close proximity to amenities and services (58%), followed by the community atmosphere or friendly people (36%), the quiet or peaceful nature of the community (21%) and the nicely treed neighborhoods, boulevards or green spaces (19%). In addition, having police presence or crime prevention in the community resulting in safe and crime free neighbourhoods (17%) and having large recreational parks and facilities nearby (15%) were also mentioned by respondents as significant factors contributing to a high quality of life in the Woodcroft community. See Table 1, below, for factors mentioned by at least 2% of respondents. For all mentions, see detailed data tables under separate cover.

Table 1

In your opinion, what would you say are the three most significant factors contributing to a high quality of life in the Woodcroft Community?	
	Percent of Respondents* (n=170)
Close to amenities / services / good location	58
Friendly neighbors / neighbors that know each other / care	36
Quiet / privacy / peaceful	21
Nicely treed neighborhoods / boulevards / large trees / green spaces	19
Safe / no crime / police presence / crime prevention	17
Close to large recreational parks / recreational facilities (excluding Coronation Park)	15
Stability of residents / established community / mature community	9
Clean community / clean / streets / nice community	8
Good bus services	8
Pride in surroundings / community / well maintained housing	6
Coronation park	5
Low volume of traffic on residential streets / controlled traffic	4
Increased community league interest / community involvement	4
Good schools / close to schools	4
Affordable housing / good place for young families	3
Family orientated	3
Great traffic connection to Yellowhead Trail / major roadways	3
Long time residents / seniors (senior friendly)	2
Safe place for kids	2
Other (Less than 2% of respondents)	17
Don't know	5

*Multiple mentions.

A number of traffic issues were mentioned by two-thirds (66%) of respondents as the most significant factor contributing to a low quality of life in the Woodcroft community. Specific traffic issues mentioned by respondents included:

- ◆ Too much traffic including big trucks, delivery trucks and buses (30%);
- ◆ Speeding traffic (14%);
- ◆ Noise from traffic (11%);
- ◆ Traffic using streets and back alleys as short cuts (4%);
- ◆ Pedestrian traffic from non-residents / non-residents walking through area / people walking through alleys (3%);
- ◆ Bus traffic that does not service community, routed through community (1%);
- ◆ Pollution (1%);
- ◆ Traffic flow through low income housing (1%); and
- ◆ Lack of turning light at 114 Avenue and St. Albert Trail (1%).

Furthermore, sidewalks and streets being in poor condition and the closure of the Woodcroft Elementary School were each mentioned by over one-quarter (26%) of respondents as significant factors contributing to a low quality of life in Woodcroft. Other significant factors included increased crime and violence (23%) and the large number of bars and liquor stores surrounding the community (5%). See Table 2, on the following page, for factors mentioned by at least 3% of respondents. For all mentions, see detailed data tables under separate cover.

Table 2

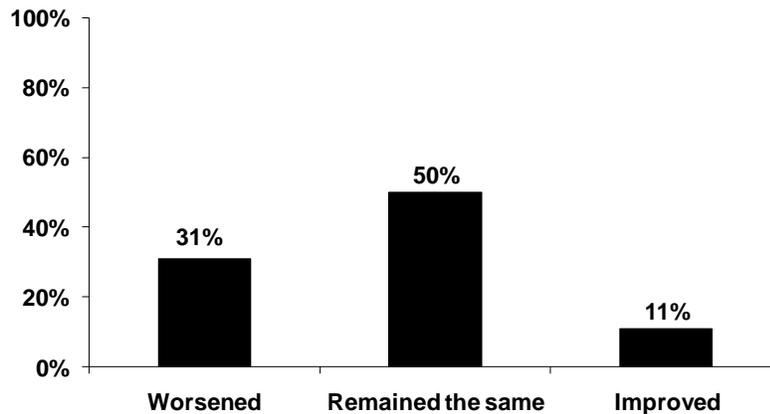
In your opinion, what would you say are the three most significant factors contributing to a <u>low quality of life</u> in the Woodcroft Community?	
	Percent of Respondents (n=161)*
Too much traffic (e.g. big trucks, delivery trucks, buses, motorcycles)	30
Sidewalks and streets are in poor condition / potholes	26
Closure of the Woodcroft school / lack of community school	26
High crime / increased crime / violence	23
Speeding traffic	14
Noise from traffic	11
Dislike liquor stores and bars surrounding community / worried about alcohol abuse	5
Transients in area cause problems / homelessness	4
Littering / garbage / unclean	4
Drugs	4
Theft / break and enter	4
Traffic using streets and back alleys as shortcuts	4
Neglect of individual property / irresponsible home owners	4
Lack of city maintenance / facilities / infrastructure / repairs	4
Increased number of rental properties	4
Vandalism (in general)	4
Pedestrian traffic from non-residents / non-residents walking through area / people walking through alleys	3
Worried about low income housing	3
Lack of interest or involvement in social and political issues	3
Little interaction with neighbours / do not know neighbours	3
Lack of quality recreation facilities / parks	3
Feel unsafe / lack of police presence	3
Other (less than 3% of respondents)	33
Don't know	9

*Multiple mentions.

Respondents most frequently indicated the quality of life in the Woodcroft community had remained the same over the past 12 months (50%), while close to one-third (31%) believed the quality of life had worsened and 11% believed the overall quality of life had improved over the past year. See Figure 2, below.

Figure 2

Over the last 12 months, would you say the Quality of Life in the Woodcroft Community has...?



n=173

Respondent subgroups significantly more likely to indicate **the overall quality of life in the Woodcroft community had improved over the past 5 years** included:

- ◆ Respondents that use Edmonton Transit Services (ETS) (16% versus 6% of those that do not use ETS);
- ◆ Those that have lived in the Woodcroft community for 21 years or more (21% versus 7% of those that have lived in the Community between 6 and 20 years); and
- ◆ Respondents that have lived at their current address in the Community for 21 years or more (21% versus 7% of those that have lived at their current address between 6 and 20 years).

3.2 Community Issues

(Survey Question 6)

When asked what they considered to be the biggest issues facing the community of Woodcroft today, over forty percent of respondents mentioned a number of traffic issues including increased volume, short-cutting through neighborhoods and lack of traffic enforcement (43%), while 42% commented on the closure of the Woodcroft Elementary School. Nineteen percent (19%) of respondents reported drugs, crime, vandalism and lack of crime prevention as the biggest issue, while 18% felt sidewalk, road and alley repair was the biggest issue facing the community today. See Table 3, below, for issues mentioned by at least 3% of respondents. For all mentions, see detailed data tables under separate cover

Table 3

What would you say are the biggest issues facing the Community of Woodcroft today?	
	Percent of Respondents (n=160)*
Dealing with traffic / volume / short cutting through community / lack of traffic enforcement	43
Woodcroft School closure	42
Drugs / crime / vandalism / lack of crime prevention	19
Sidewalk repairs / road repairs / back alleys	18
Participation in community events / volunteering / community membership	8
Renovating and maintaining older buildings / crumbling infrastructure	8
Amount of buses running through community / bus traffic / ETS speeding	6
Upgrading community park	6
Increasing property taxes / cost of living	6
Maintaining reputation as a good place to live	5
Maintenance of closing school / playgrounds	5
Need more family focus / attract new families	4
Dislike big business moving in / construction	4
Closed pool	3
Messy yards / alleys / littering	3
Poor state of mall / mall is growing too big	3
Other (less than 3% of respondents)	38
Don't know	10

*Multiple mentions.

Respondents were then asked to rate the importance of addressing a number of issues faced in the Woodcroft community. The majority of respondents identified traffic safety (83%), crime (82%), traffic volume (79%) and the Woodcroft Elementary School closure (77%) as important (4 or 5 out of 5) issues the community should address, while drugs and the cost of living were each mentioned by 72% of respondents as important community issues. Two-thirds of respondents believed playground replacement at the Community Hall (66%), recreation facility development proposals for Coronation Park, including a new recreational facility with twin areas, gymnasium and running track (66%) and property taxes (65%) were prominent issues in Woodcroft. Affordable housing (59%), pollution (51%) and homelessness (48%) were deemed by respondents as the least important issues to be addressed in the community. See Table 3, below, and Table 4, on the following page.

Figure 3

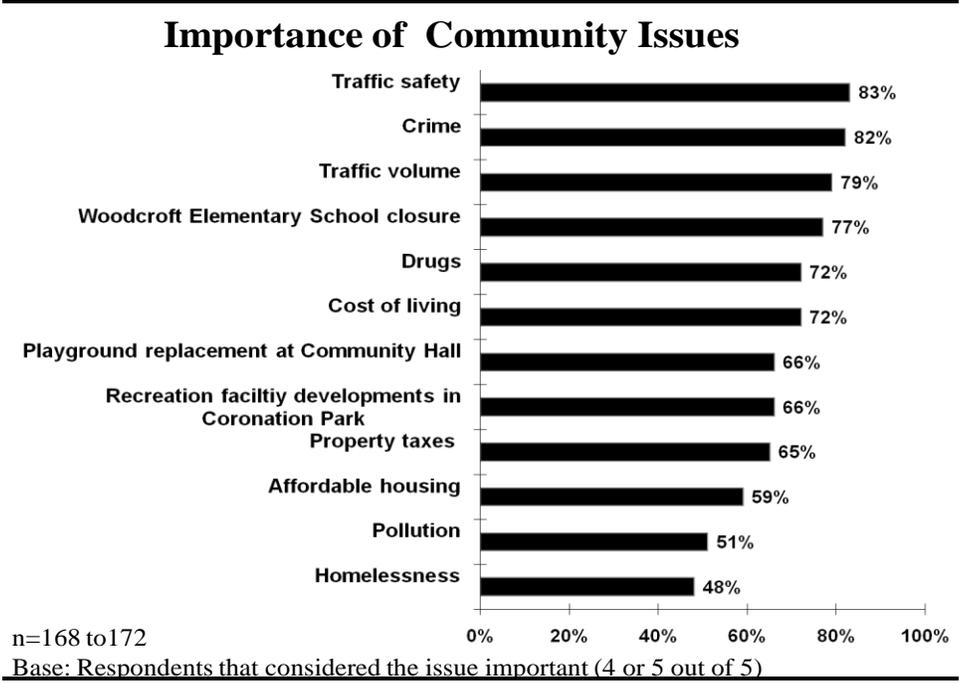


Table 4

Importance of Issues in the Woodcroft Community				
	Percent of Respondents (n=168 to 172)			
	Low Importance (1,2)	Moderate Importance (3)	High Importance (4,5)	MEAN*
Traffic safety	3	11	83	4.52
Crime	2	12	82	4.51
Traffic volume	2	15	79	4.46
Woodcroft Elementary School closure	6	9	77	4.42
Drugs	5	14	72	4.36
Cost of living	4	20	72	4.22
Property taxes	9	18	65	4.10
Recreational facility developments proposed for Coronation Park (e.g. new recreational facility including twin areas, gymnasium, running track)	8	17	66	4.04
Playground replacement at Community Hall	11	14	66	3.94
Affordable housing	17	15	59	3.81
Pollution	17	23	51	3.76
Homelessness	20	18	48	3.64

*Excludes “Don’t know” responses

Respondent subgroups significantly more likely to indicate **affordable housing** was an **important (4 or 5 out of 5) issue** that should be addressed in the Woodcroft community included:

- ◆ Respondents that use Edmonton Transit Service (ETS) (67% versus 51% of those that do not use ETS);
- ◆ Female respondents (66% versus 38% of male respondents);
- ◆ Those that rent their residence (75% versus 51% of those that own their residence); and
- ◆ Respondents with annual incomes of less than \$60,000 per year (74% versus 41% of those with annual incomes of more than \$60,000 per year).

Female respondents were significantly more likely to indicate **crime** was an **important (4 or 5 out of 5) issue** that should be addressed in the Woodcroft community (87% versus 74% of male respondents).

Respondent subgroups significantly more likely to indicate **cost of living was an important (4 or 5 out of 5) issue that should be addressed in the Woodcroft community** included:

- ◆ Female respondents (78% versus 51% of male respondents);
- ◆ Those that rent their residence (82% versus 66% of those that own their residence); and
- ◆ Respondents with annual incomes of less than \$60,000 per year (87% versus 58% of those with annual incomes of more than \$60,000 per year).

Respondent subgroups significantly more likely to indicate **recreational facility developments proposed for Coronation Park including a new facility with twin arenas, a gymnasium and running track was an important (4 or 5 out of 5) issue that should be addressed in the Woodcroft community** included:

- ◆ Those that felt the quality of life in the Woodcroft community is very good or excellent (75% versus 56% of those that felt the quality of life was good, fair or poor);
- ◆ Respondents between the ages of 18 and 49 (81% versus 53% of those aged 50 years and older);
- ◆ Those with children in their household (77% versus 57% of those without children in their household);
- ◆ Respondents with annual incomes of more than \$60,000 per year (79% versus 59% of those with annual incomes of less than \$60,000 per year);
- ◆ Those that have lived in the Woodcroft community for less than 5 years (75% versus 58% of those that have lived in the Community between 6 and 20 years); and
- ◆ Respondents that have lived at their current address in the Community for less than 5 years (75% versus 56% of those that have lived at their current address between 6 and 20 years).

Respondents that reside on 115th Avenue or 114th Avenue were significantly more likely to indicate **drugs were an important (4 or 5 out of 5) issue** that should be addressed in the Woodcroft community (86% versus 67% of those that live elsewhere in the community).

Respondent subgroups significantly more likely to indicate **homelessness was an important (4 or 5 out of 5) issue that should be addressed in the Woodcroft community** included:

- ◆ Female respondents (57% versus 31% of male respondents);
- ◆ Respondents that reside on 115th Avenue or 114th Avenue (63% versus 43% of those that live elsewhere in the community); and
- ◆ Those that rent their residence (70% versus 39% of those that own their residence).



Respondent subgroups significantly more likely to indicate **playground replacement at the Community Hall was an important (4 or 5 out of 5) issue that should be addressed in the Woodcroft community** included:

- ◆ Respondents between the ages of 18 and 49 (76% versus 59% of those aged 50 years and older); and
- ◆ Those with children in their household (80% versus 57% of those without children in their household).

Respondents that own their residence were significantly more likely to indicate **property taxes were an important (4 or 5 out of 5) issue** that should be addressed in the Woodcroft community (70% versus 50% of those that rent their residence).

Respondent subgroups significantly more likely to indicate **traffic volume was an important (4 or 5 out of 5) issue that should be addressed in the Woodcroft community** included:

- ◆ Respondents that felt the overall quality of life in the community had worsened over the past 5 years (90% versus 75% of those that felt the quality of life remained the same or improved); and
- ◆ Those that do not use Edmonton Transit Service (ETS) (86% versus 71% of those that use ETS).

Respondent subgroups significantly more likely to indicate **the Woodcroft Elementary School Closure was an important (4 or 5 out of 5) issue that should be addressed in the Woodcroft community** included:

- ◆ Respondents aged 50 years and older (84% versus 71% of those between the ages of 18 and 49);
- ◆ Those that have lived in the Woodcroft community for 21 or more years (90% versus 71% to 74% of those that have lived in the community for 20 years or less); and
- ◆ Respondents that have lived at their current address in the community for 21 or more years (91% versus 68% to 75% of those that have lived at their current address for 20 years or less).

Although the highest proportion of respondents indicated that **traffic safety was an important (4 or 5 out of 5) issue that should be addressed in the Woodcroft community**, there were no statistical significances singling out any particular respondent subgroups.

Respondents that indicated traffic safety or traffic volume were important (4 or 5 out of 5) issues that should be addressed in the community (n=132), were asked why they felt that way. Over one-third (37%) of respondents commented that speeding traffic or racing through community streets was dangerous, followed by concern over the high volume of traffic in the area, in general (32%) and concern over children’s safety (24%). Twenty-one percent (21%) of respondents felt unsafe and were concerned about all areas of safety including traffic, pedestrian and animal safety, while an additional 21% mentioned many of the community’s residential streets and back alleys being used as short-cuts by motorists. See Table 5, below, for responses given by at least 2% of respondents.

Table 5

Why do you Feel Traffic Safety or Traffic Volume Should be Addressed?	
Base: Respondents that indicated traffic safety or traffic volume should be addressed by the community	Percent of Respondents (n=132)*
Speeding traffic / racing through streets is dangerous	37
Concerned about high traffic volume / very busy (in general)	32
Not safe for children to play due to traffic	24
Safety / feel unsafe / concerned about all areas of safety (e.g. traffic / pedestrian / animal)	21
Residential streets / back alleys used as short cuts	21
Buses cutting through area / Buses cause noise / pollution / speeding	14
Too much noise from traffic	8
Drivers breaking the law / do not stop at flashing pedestrian lights	5
Difficult to make left turn onto 142 Street / dangerous intersections	4
Lots of traffic on 115 Avenue / speeding through area	4
Decrease in traffic volume / volume is not the issue, safety is	3
Stunting in community parking lots	2
Potential for accidents / lots of accidents	2
Need for more traffic lights	2
Other (Mentions by 2% respondents or less)	19
Don't know	6

*Multiple mentions.

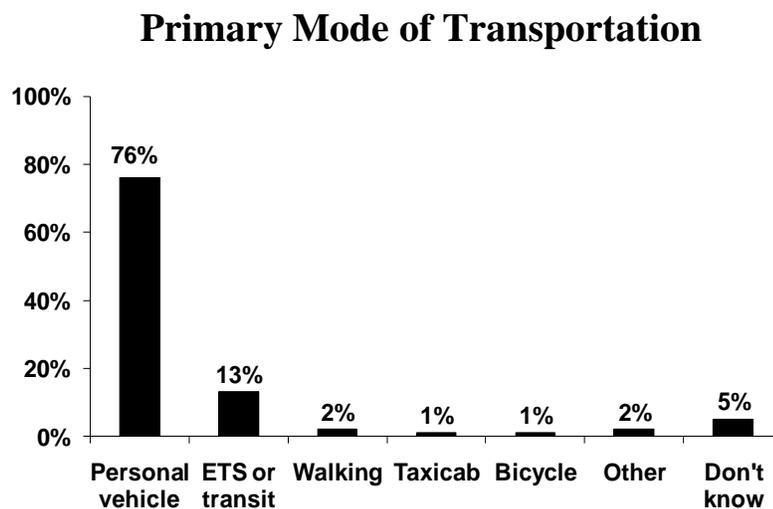
3.3 Household Transportation

(Survey Question 7)

Respondents were then asked a series of questions regarding the modes of transportation utilized by their household.

First, respondents were asked to identify their household's main way of traveling within Edmonton. Over three-quarters (76%) of respondents mentioned a personal vehicle was their primary mode of transportation, followed by Edmonton Transit Service (ETS) or transit (13%). Smaller proportions of respondents identified walking (2%), taxicab (1%) or bicycle (1%) as their household's main way of traveling within Edmonton. See Figure 4, below.

Figure 4



n=173

Other primary modes of transportation mentioned by respondents included:

- ◆ Combination of personal vehicle and ETS / bus (1%);
- ◆ Combination of all modes (1%); and
- ◆ Get rides from family / friends (1%).

Respondent subgroups significantly more likely to **indicate their household's primary mode of transportation within Edmonton was a personal vehicle** included:

- ◆ Respondents between the ages of 18 and 49 (85% versus 68% of those aged 50 years and older);
- ◆ Those with children in their household (90% versus 64% of those without children in their household);
- ◆ Respondents that reside elsewhere in the Woodcroft community (83% versus 60% of those that reside on 115th or 114th Avenue);
- ◆ Respondents that own their residence (87% versus 52% of those that rent their residence); and
- ◆ Respondents with annual incomes of more than \$60,000 per year (89% versus 70% of those with annual incomes of less than \$60,000 per year).

Respondent subgroups significantly more likely to **indicate their household's primary mode of transportation within Edmonton was ETS or Transit** included:

- ◆ Respondents that rated the overall quality of life in the community as poor to good (18% versus 8% of those that provided a rating of very good or excellent);
- ◆ Female respondents (15% versus 2% of male respondents);
- ◆ Respondents aged 50 years or older (19% versus 4% of those 18 to 49 years old);
- ◆ Respondents that rent their residence (29% versus 4% of those that own their residence); and
- ◆ Respondents that reside on collector roads² (19% versus 7% of respondents that reside elsewhere).

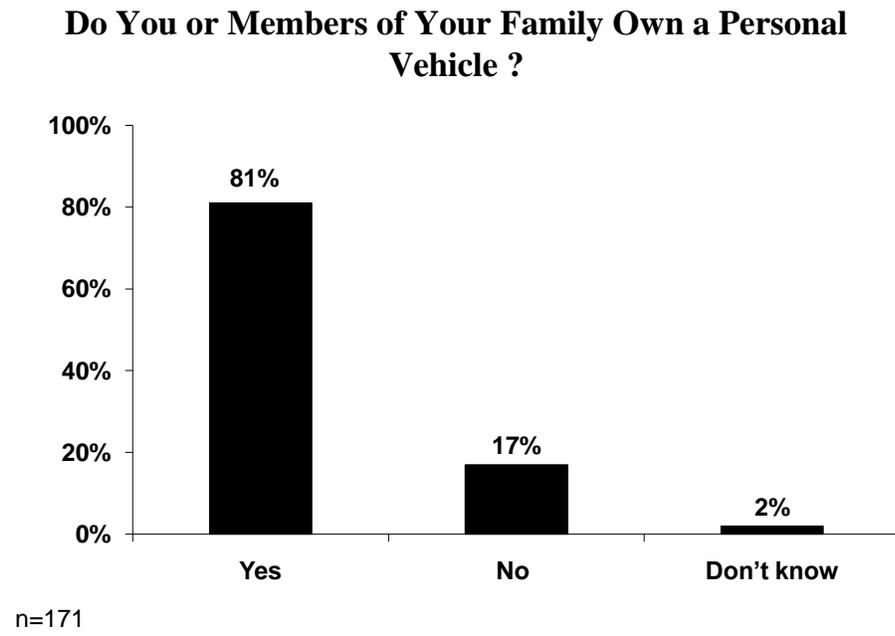
² Collector roads include 114th and 115th Avenue and 139th Street

3.3.1 Personal Vehicle Ownership

(Survey Question 8)

When asked if they, or members of their household, owned a personal vehicle such as a car, truck or company vehicle that they were able to take home every day, the majority (81%) of respondents indicated they owned a personal vehicle, while 17% did not. See Figure 5, below.

Figure 5

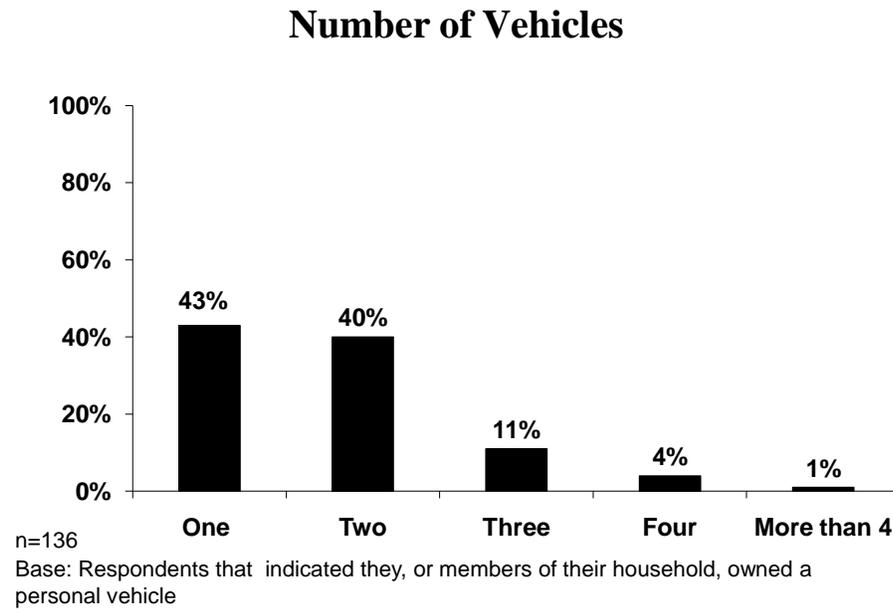


Respondent subgroups significantly more likely to **indicate they, or members of their household, own a personal vehicle (car, truck or company vehicle) that they are able to take home everyday** included:

- ◆ Respondents that do not use Edmonton Transit Service (ETS) (96% versus 69% of those that do use ETS);
- ◆ Male respondents (93% versus 79% of female respondents);
- ◆ Respondents between the ages of 18 and 49 (91% versus 74% of those aged 50 years and older);
- ◆ Those with children in their household (94% versus 72% of those without children in their household);
- ◆ Respondents that reside elsewhere in the Woodcroft community (85% versus 72% of those that reside on 115th or 114th Avenue);
- ◆ Respondents that own their residence (92% versus 60% of those that rent their residence); and
- ◆ Respondents with annual incomes of more than \$60,000 per year (96% versus 75% of those with annual incomes of less than \$60,000 per year).

Of the respondents that indicated they, or members of their household, owned a personal vehicle (n=136), forty-three percent (43%) reported there was one vehicle in their household, followed by two vehicles (40%), three vehicles (11%) and four vehicles (4%). Only one percent (1%) of respondents indicated there were more than 4 vehicles in their household. See Figure 6, below.

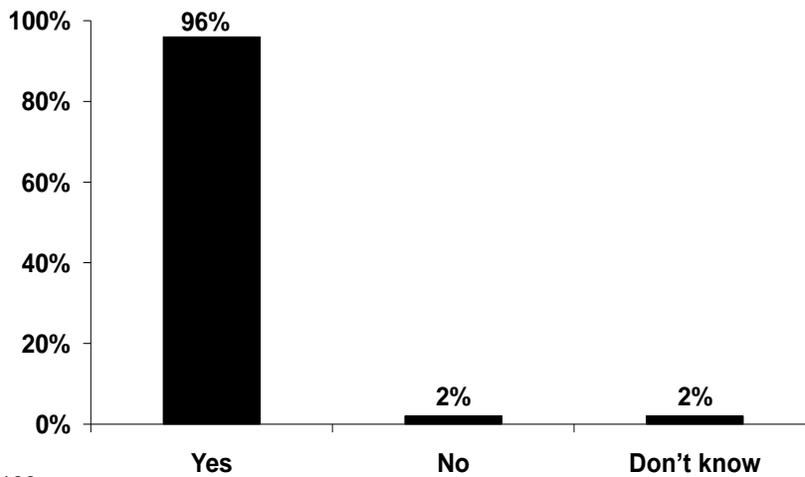
Figure 6



As illustrated in Figure 7, below, the vast majority (96%) of respondents that indicated they, or members of their household, owned a personal vehicle (n=136), reported at least one vehicle is available to them on a daily basis.

Figure 7

Is a Vehicle Available to You on a Daily Basis?



n=136

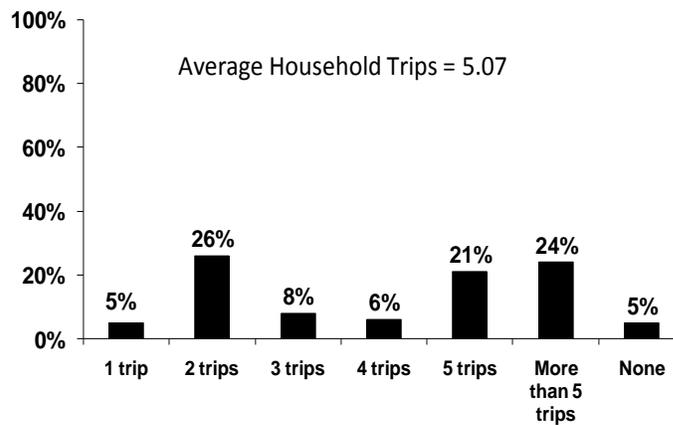
Base: Respondents that indicated they, or members of their household, owned a personal vehicle



Respondents that owned a personal vehicle or had household members that owned a personal vehicle (n=132) were asked, on average, how many one way trips began at their house on weekdays from Monday to Friday. Close to one-quarter of respondents mentioned 2 trips (26%) or more than 5 trips (24%) began at their home on weekdays, while 21% indicated 5 trips originated from their home. Smaller proportions of respondents reported 3 trips (8%), 4 trips (6%) or 1 trip (5%) begin at their home, while 5% of respondents indicated zero trips originated from their home on weekdays. The average number of total household trips for the entire weekday period was 5.07. See Figure 8, below.

Figure 8

Average One Way Trips with Vehicle on Weekdays (from Monday to Friday)



n=132

Base: Respondents that indicated they, or members of their household, owned a personal vehicle

Respondent subgroups significantly more likely to **take 5 or more one-way trips with their vehicle on weekdays from Monday to Friday** included:

- ◆ Respondents between the ages of 18 and 49 (34% versus 14% of those aged 50 years and older); and
- ◆ Those with children in their household (38% versus 11% of those without children in their household).

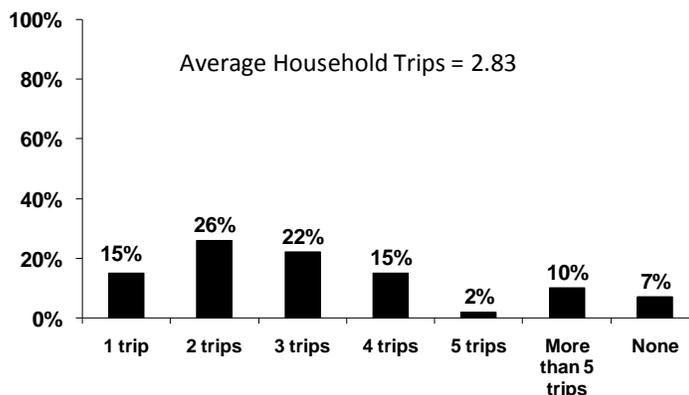
Respondents that felt the overall quality of life worsened in the community were significantly more likely to **take 2 one-way trips with their vehicle on weekdays from Monday to Friday** (37% versus 20% of respondents that felt the overall quality of life remained the same or improved).

Respondents that have lived at their current address in the community for 21 or more years were significantly more likely to **take 1 one-way trip with their vehicle on weekdays from Monday to Friday** (14% versus 2% of those that have lived at their current address less than 5 years).

Regarding weekend trips (from Saturday to Sunday) with their vehicle, similar proportions of respondents that indicated they, or members of their household, owned a personal vehicle (n=131) noted 2 trips (26%) or 3 trips (22%) originated from their home on weekends, while 1 trip or 4 trips were each mentioned by 15% of respondents. Ten percent (10%) of respondents took more than 5 trips during weekends, while 2% indicated 5 trips originated from their household. Seven percent (7%) of respondents reported zero trips originated from their household on weekends. The average number of total household trips for the entire weekend period was 2.83. See Figure 9, below.

Figure 9

Average One Way Trips with Vehicle on Weekends (from Saturday to Sunday)



n=131

Base: Respondents that indicated they, or members of their household, owned a personal vehicle

Respondent subgroups significantly more likely to **take 1 trip with their vehicle on weekends (from Saturday to Sunday)** included:

- ◆ Male respondents (30% versus 9% of female respondents);
- ◆ Respondents aged 50 years and older (23% versus 6% of those between the ages of 18 and 49);
- ◆ Those without children in their household (24% versus 5% of those with children in their household);
- ◆ Those that have lived in the Woodcroft community for 6 or more years (18% to 24% versus 4% of those that have lived in the community less than 5 years); and
- ◆ Respondents that have lived at their current address in the community for 6 or more years (22% versus 4% of those that have lived at their current address less than 5 years).



Respondent subgroups significantly more likely to **take 2 trips with their vehicle on weekends (from Saturday to Sunday)** included:

- ◆ Female respondents (33% versus 11% of male respondents); and
- ◆ Those that have lived in the Woodcroft community for 5 years or less (36% versus 16% of those that have lived in the community for 6 to 20 years).

Respondents with children in their household were significantly more likely to **take 3 trips with their vehicle on weekends from Saturday to Sunday** (32% versus 11% of those without children in their household).

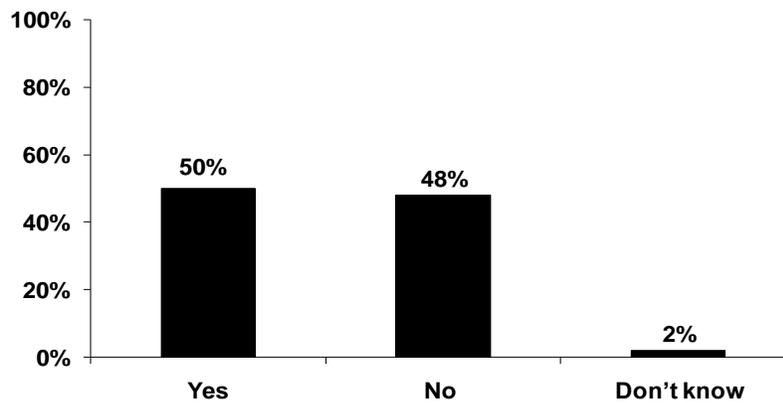
3.3.2 Edmonton Transit Service (ETS) Usage

(Survey Question 9)

Next, all respondents were asked if they, or members of their household currently used any services offered by Edmonton Transit (ETS). Half (50%) of respondents indicated someone in their household used ETS at varying levels, while 48% did not use it at all. See Figure 10, below.

Figure 10

Do You, or Members of Your Household, use Edmonton's Public Transit Service (ETS)?



n=173

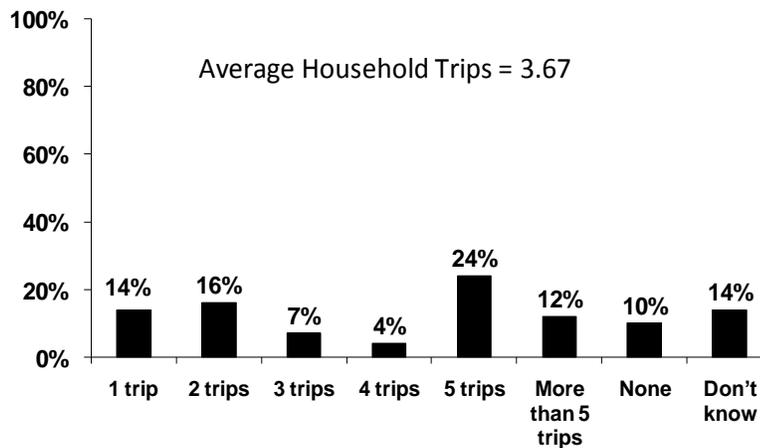
Respondent subgroups significantly more likely to indicate **they used Edmonton's Public Transit Service (ETS)** included:

- ◆ Respondents that reside on 115th or 114th Avenue in the Woodcroft community (66% versus 41% of those that reside elsewhere);
- ◆ Respondents that rent their residence (77% versus 37% of those that own their residence);
- ◆ Respondents with annual incomes of less than \$60,000 per year (60% versus 36% of those with annual incomes of more than \$60,000 per year);
- ◆ Those that have lived in the Woodcroft community for 20 or less years (57% versus 37% of those that have lived in the community 21 or more years);
- ◆ Respondents that have lived at their current address in the community for 20 or less years (57% to 59% versus 34% of those that have lived at their current address 21 or more years); and
- ◆ Respondents that reside on collector roads (58% versus 40% of those that reside elsewhere);

Respondents that indicated they, or members of their household, used ETS (n=81), were asked, on average, how many one way trips beginning at their household does their household take on ETS during weekdays from Monday to Friday. Close to one-quarter (24%) of respondents indicated 5 trips were taken by them, or members of their household on weekdays, followed by 2 trips (16%), more than 5 trips (12%), 1 trip (14%), 3 trips (7%) and 4 trips (4%). Ten percent (10%) of respondents indicated that their household does not take any trips on ETS on weekdays and 14% were unsure. The average number of total household trips on ETS for the entire weekday period was 3.67. See Figure 11, below.

Figure 11

**Average One Way Trips Taken on ETS on Weekdays
(from Monday to Friday)**



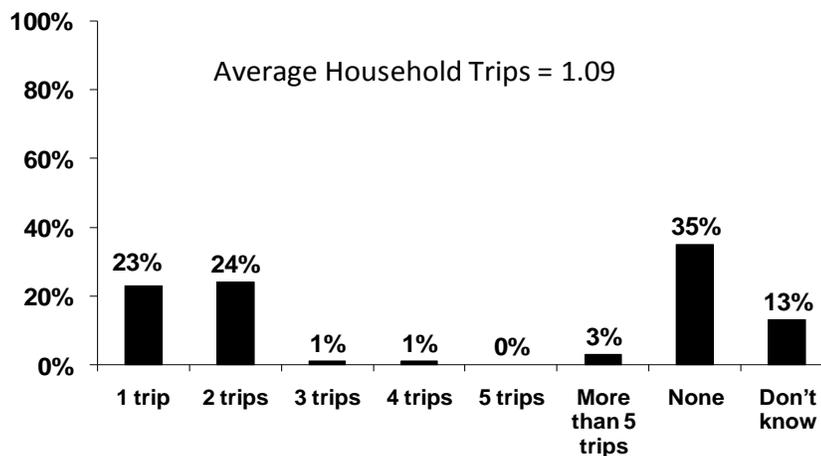
n=81

Base: Respondents that indicated they, or members of their household, used ETS

Over one-third (35%) of respondents that indicated they, or members of their household, used ETS (n=79) reported their household did not take any one way trips on ETS during weekends from Saturday to Sunday. However, similar proportions of respondents mentioned 1 (23%) or 2 trips (24%) were taken on ETS by their household on weekends, while 3% of respondents mentioned their household took more than 5 trips on ETS on these days. Only 1% of respondents each mentioned their household took 3 or 4 ETS trips on weekends. It should be noted that 13% of respondents were unsure on this matter and therefore, were unable to provide a response. The average total number of household trips on ETS for the entire weekend period was 1.09. See Figure 12, below.

Figure 12

**Average One Way Trips Taken on ETS on Weekends
(from Saturday to Sunday)**



n=79

Base: Respondents that indicated they, or members of their household, used ETS

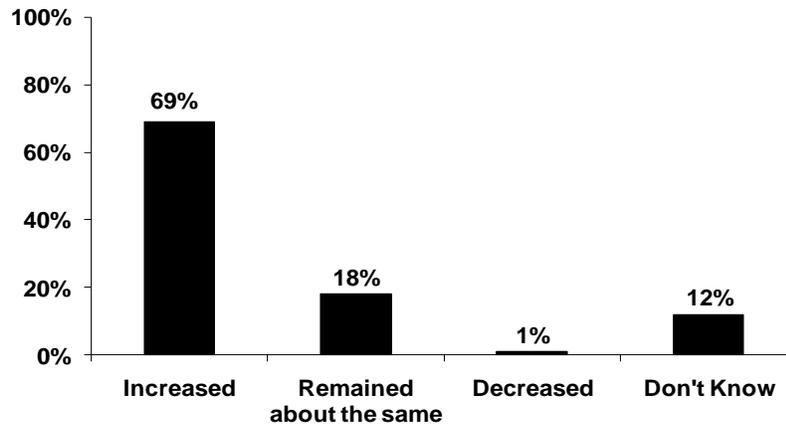
3.4 Community Traffic Volume and Walking Conditions

(Survey Questions 10 and 11)

When asked if the traffic volume in the Woodcroft community had increased, decreased or remained about the same over the past 5 years, over two-thirds (69%) of respondents felt that the traffic volume had increased, while 18% believed traffic volume remained about the same. Only 1% of respondents felt that the volume of traffic in the community decreased over the past 5 years. It should be noted that 12% of respondents were unsure on this matter and therefore, were unable to provide a response. See Figure 13, below.

Figure 13

Over the Past 5 Years, has the Traffic Volume in the Woodcroft Community...?



n=172

Respondent subgroups significantly more likely to indicate **the traffic volume in the Woodcroft community had increased over the past 5 years** included:

- ◆ Respondents that felt the overall quality of life in the community had worsened over the past 5 years (87% versus 63% of those that felt the overall quality of life remained the same or increased);
- ◆ Respondents aged 50 years and older (77% versus 60% of those between the ages of 18 and 49);
- ◆ Those without children in their household (74% versus 59% of those with children in their household);
- ◆ Those that have lived in the Woodcroft community for 21 or more years (80% versus 56% of those that have lived in the community for less than 5 years);
- ◆ Respondents that have lived at their current address in the community for 6 or more years (72% to 82% versus 55% of those that have lived at their current address for less than 5 years); and
- ◆ Respondents that do not reside on collector roads with bus service³ (74% versus 59% of those that do).

³ Collector roads with bus service include 115th Avenue and 139th Street.

Respondents that indicated the traffic volume had increased in the Woodcroft community over the past 5 years (n=117), were asked why they felt that way. Sixty-five percent (65%) of respondents commented on the increased traffic in the community or the increase in traffic cutting through the neighbourhood, followed by increased noise caused by traffic (10%), the growing population in Edmonton (9%) and the increased bus and transit service in the area (8%). See Table 6, below, for comments provided by at least 2% of respondents. For all mentions, see detailed data tables under separate cover.

Table 6

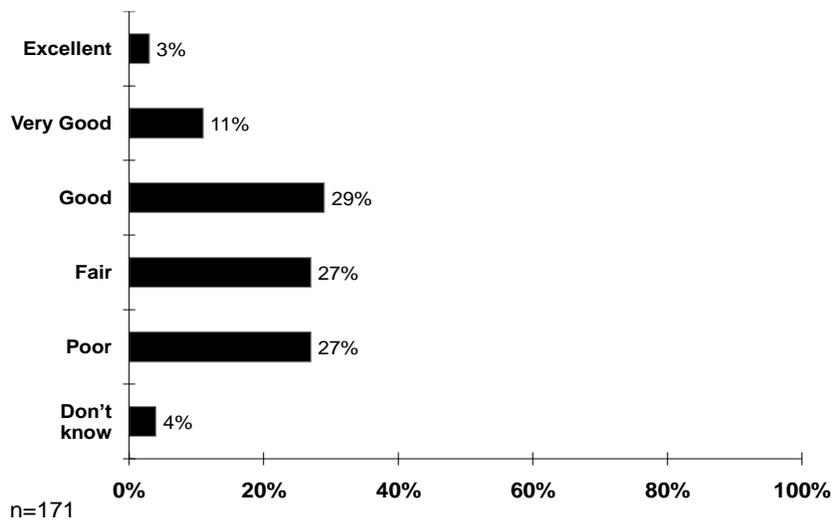
Why do you Feel the Traffic Volume has <u>Increased</u> Over the Past 5 Years?	
Base: Respondents that indicated the traffic volume had increased in the Woodcroft Community over the past 5 years	Percent of Respondents (n=117)*
Increased traffic / traffic cutting through neighbourhood	65
Increased noise	10
City growing / pollution increasing	9
More buses / more active service in area / shortcutting	8
Speeding traffic	6
Multiple vehicle homes	5
Increased cars parked on streets	4
Observation / general feeling / opinion	3
Increased accidents / more accidents	3
Reduced access to amenities	2
Construction / addition of new amenities increases traffic	2
Other (Less than 2% of respondents)	12
Don't know	7

*Multiple mentions.

When asked to rate the walking conditions for people in the Woodcroft community, forty-three percent (43%) respondents provided a positive rating for the walking conditions, with 29% rating it good, 11% rating it very good, and 3% rating it excellent. In contrast, fifty four percent (54%) of respondents provided a negative rating for the walking conditions in the Woodcroft community, with 27% rating the walking conditions fair and an additional 27% providing a poor rating. See Figure 14, below

Figure 14

Walking Conditions in the Woodcroft Community



Respondents that felt the overall quality of life in the community had remained the same or increased over the past 5 years were significantly more likely to **indicate the walking conditions in Woodcroft were good, very good or excellent** (52% versus 27% of those that felt the overall quality of life had worsened).

Of the respondents that mentioned the walking conditions in the community were good, very good or excellent (n=69), over one-third (35%) noted the good condition of the sidewalks, the adequate amount of sidewalks or noticed that the condition of sidewalks had improved, while 16% reported the large number of walkers and the nice walking areas. In addition, Woodcroft being a safe community and having parks located close by were each mentioned by 10% of respondents. While still providing a positive rating for the community's walking conditions, 26% of respondents felt that the sidewalk curbs were in need of repair and upgrading or needed to be cleared of snow during the winter months. See Table 7, below, for comments provided by at least 3% of respondents. For all mentions, see detailed data tables under separate cover.

Table 7

Why Do you Feel the Walking Conditions are Good, Very Good or Excellent?	
Base: Respondents that indicated the walking conditions in the Woodcroft Community were good, very good or excellent	Percent of Respondents (n=69)*
Good sidewalks / fair amount of sidewalks / sidewalks have improved	35
Sidewalk curbs need repair / in bad condition / need upgrading / need clearing in winter	26
Lots of people walking / nice area to walk	16
Trails available in Coronation Park / good trails	10
Parks close by	10
Safe community	6
Generally good / friendly	6
Lack of ramps / poor wheelchair access	6
Unsafe areas	6
Speeding traffic in areas	3
High volume of traffic / on streets / alleys	3
Moderate traffic in area / not excessive	3
Good off-leash area available	3
Intersections controlled / safe	3
Other (Less than 3% of respondents)	10
Don't know	3

*Multiple mentions.

Respondents that indicated the walking conditions in the community were fair or poor (n=92), were asked why they provided that rating. Three-quarters (75%) of respondents mentioned that the sidewalk curbs were in bad condition and were in need of repair and upgrading or needed to be cleared of snow during the winter months. In addition, the high volume of traffic on residential streets and alleys and the need for roads to be repaired or replaced were each mentioned by 7% of respondents. See Table 8, below, for comments provided by at least 2% of respondents. For single mentions, see detailed data tables under separate cover.

Table 8

Why Do you Feel the Walking Conditions are Fair or Poor?	
Base: Respondents that indicated the walking conditions in the Woodcroft Community were fair or poor	Percent of Respondents (n=92)*
Sidewalk curbs need repair / in bad condition / need upgrading / need clearing in winter	75
High volume of traffic / on streets / alleys	7
Streets in need of repair / roads need repair / replacement	7
Concerned about pedestrian safety	4
Lack of ramps / wheelchair access	4
Need more sidewalks / walking trails	4
Speeding traffic in area	3
Dislike conditions of back alleys	2
Poor lighting on streets	2
Unsafe areas	2
Good sidewalks / fair amount of sidewalks / sidewalks improved	2
Other (Less than 2% of respondents)	11
Don't know	7

*Multiple mentions.

3.5 Community Safety

(Survey Question 12)

In the area of traffic volume and safety, respondents were then asked to rate their level of safety concern with a number of aspects within the Woodcroft community. As depicted in Figure 15, below, most respondents were very concerned (4 or 5 out of 5) about traffic safety (71%) and traffic volume (66%), while approximately sixty percent of respondents were concerned about residential streets (61%), sidewalks (60%) and alley (60%) safety. Pedestrian crosswalks (55%) and arterial roadways (51%) were areas of safety concern mentioned by over half of respondents, while 40% of respondents were concerned about parking lot safety. Respondents were least concerned about safety related to bus stops or terminals (34%) and park trails (31%). See Table 9, on the following page.

Figure 15

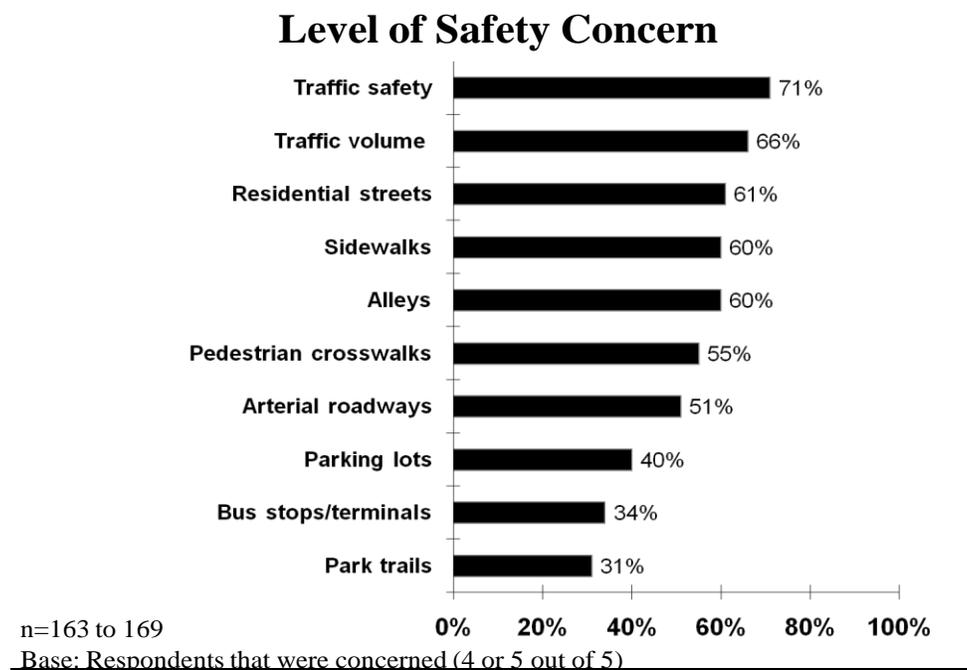


Table 9

Safety Concern with Aspects of the Woodcroft Community				
	Percent of Respondents (n=163 to 169)			
	Low Concern (1,2)	Moderate Concern (3)	High Concern (4,5)	MEAN*
Traffic safety	8	11	71	4.24
Traffic volume	13	10	66	4.08
Residential streets	15	14	61	3.95
Alleys	17	15	60	3.86
Sidewalks	19	16	60	3.84
Pedestrian crosswalks	19	18	55	3.65
Arterial Roadways	19	18	51	3.65
Parking lots	27	21	40	3.29
Bus stops / terminals	31	21	34	3.07
Park trails	34	18	31	2.94

*Excludes “Don’t know” responses

Respondents that felt the quality of life in the Woodcroft community had worsened over the past 5 years were significantly more likely to be **highly concerned (4 or 5 out of 5) with the following aspects of community safety** compared to respondents that felt the overall quality of life had remained the same or improved:

- ◆ Parking lots (54% versus 34%);
- ◆ Sidewalks (75% versus 54%);
- ◆ Traffic safety (88% versus 66%);
- ◆ Traffic volume (84% versus 59%); and
- ◆ Residential streets (78% versus 55%);
- ◆ Pedestrian crosswalks (69% versus 49%).

Respondents between the ages of 18 and 49 were significantly more likely to be **highly concerned (4 or 5 out of 5) with the following aspects of community safety** compared to respondents aged 50 years and older:

- ◆ Arterial roadways (64% versus 40%);
- ◆ Traffic safety (80% versus 64%); and
- ◆ Traffic volume (74% versus 58%).

Respondents that rent their residence were significantly more likely to be **highly concerned (4 or 5 out of 5) about bus stop or terminal safety** compared to respondents that own their residence (44% versus 28%).

Female respondents were significantly more likely to be **highly concerned (4 or 5 out of 5) with the following aspects of community safety** compared to male respondents:

- ◆ Bus stops or terminals (42% versus 14%);
- ◆ Park trails (41% versus 7%); and
- ◆ Parking lots (46% versus 24%).

Respondents with annual incomes of less than \$60,000 per year were significantly more likely to be **highly concerned (4 or 5 out of 5) with the following aspects of community safety** compared to respondents with annual incomes of more than \$60,000 per year:

- ◆ Bus stops or terminals (47% versus 25%); and
- ◆ Parking lots (51% versus 27%).

Respondents that have lived in the Woodcroft community for 21 or more years were significantly more likely to be **highly concerned (4 or 5 out of 5) with the following aspects of community safety** compared to respondents that have lived in the community for less than 5 years:

- ◆ Parking lots (52% versus 33%);
- ◆ Sidewalks (72% versus 52%); and
- ◆ Pedestrian crosswalks (63% versus 42%).

Respondents that have lived at their current address in the Woodcroft community for 21 or more years were significantly more likely to be **highly concerned (4 or 5 out of 5) about sidewalk safety** compared to respondents that have lived at their current address for less than 5 years (71% versus 51%).

Respondents that do not reside on collector roads with bus service were significantly more likely to be **highly concerned (4 or 5 out of 5) about residential streets** compared to respondents that resided on collector roads with bus service (70% versus 47%).

Respondents that do not reside on collector roads were significantly more likely to be **highly concerned (4 or 5 out of 5) with the following aspects of community safety** compared to respondents that reside on collector roads:

- ◆ Traffic Safety (80% versus 63%); and
- ◆ Residential Streets (73% versus 49%).

Respondents that were concerned (3, 4 or 5 out of 5) and provided a comment regarding their level of safety concern with alleys (n=100), were asked to provide reasons as to why they were concerned. Sixteen percent (16%) of respondents were concerned about the speeding traffic in alleys or streets, 15% expressed concern in relation to crime, theft, vandalism, littering and car break-ins in alleys, 7% mentioned concern regarding potholes and 6% were concerned about traffic using alleys as shortcuts. It should be noted that although 74% of respondents were able to provide a reason for their safety concern, 26% were not. See Table 10, below, for reasons provided by at least 3% of respondents. For all mentions, see detailed data tables under separate cover.

Table 10

Reasons for Safety Concern - Alleys	
Base: Respondents that indicated they were concerned (3, 4, or 5 out of 5) about alley safety and provided a comment	Percent of Respondents (n=100)*
Speeding traffic in area / on streets / alleys	16
Crime / theft / vandalism / littering / breaking into cars	15
Problem with potholes	7
Traffic cutting through alleys	6
Alleys are in bad condition / unclean	5
High volume of traffic in area	5
Poor lighting	5
Concerned about children's safety	4
Unfamiliar people walking down alleys / strangers	4
Dislike alleys / won't use them at night	4
Unsafe to walk / unsafe	4
Never had trouble in certain back alleys	3
Blind corners	3
Other (Less than 3% of respondents)	17
Don't know	26

*Multiple mentions.

Speeding traffic (20%) was the most frequently mentioned reason as to why respondents were concerned (3, 4 or 5 out of 5) about arterial roadway safety (n=85). Respondents also expressed concern over the high volume of traffic (11%) and traffic using the areas as shortcuts (8%). It should be noted that although 66% of respondents were sure on this matter 34% were unable to provide a response. See Table 11, below, for reasons provided by at least 2% of respondents. For all mentions, see detailed data tables under separate cover.

Table 11

Reasons for Safety Concern – Arterial Roadways	
Base: Respondents that indicated they were concerned (3, 4, or 5 out of 5) about arterial roadway safety and provided a comment	Percent of Respondents (n=85)*
Speeding traffic	20
High traffic volume	11
Traffic cutting through area / taking short cuts	8
No concerns / no problems / same as rest of Edmonton / roads / lighting are good	7
Arterial roadways are busy	5
Potholes / roads need upgrading	4
Concerned about pedestrian safety / children safety	4
Poor conditions (unspecified)	2
Other (Less than 2% of respondents)	19
Don't know	34

*Multiple mentions.

Although 61% of respondents were able to provide a reason as to why they were concerned (3,4 or 5 out of 5) about bus stop or terminal safety (n=60), 39% did not provide a reason. Lack of policing, or security and ease of access for all people were each mentioned by 7% of those who did provide a reason for their concern. See Table 12, below, for reasons provided by at least 2% of respondents. For all mentions, see detailed data tables under separate cover.

Table 12

Reasons for Safety Concern – Bus Stops / Terminals	
Base: Respondents that indicated they were concerned (3, 4, or 5 out of 5) about bus stop / terminal safety and provided a comment	Percent of Respondents (n=60)*
Lack of policing / security	7
Easy to access / convenient for anyone	7
Concerned about personal safety / seem unsafe	5
Seems fine / seems safe / bus stops are fine	5
Dislike street people / panhandlers / transients	3
Heavy bus traffic	3
Speeding traffic	3
Shelters are messy	3
Lots of people / crowded	3
Crime / drug activity / vandalism	3
Other (Less than 3% of respondents)	34
Don't know	39

*Multiple mentions.

Although fifty two percent (52%) of respondents were unable to provide a reason as to why they were concerned (3, 4 or 5 out of 5) about park trail safety (n=50), the responses of 48% of respondents are listed below. Sixteen (16%) of respondents expressed concern over visiting the areas alone or at night. See Table 13, below, for reasons provided by at least 2% of respondents. For all mentions, see detailed data tables under separate cover.

Table 13

Reasons for Safety Concern – Park trails	
Base: Respondents that indicated they were concerned (3, 4, or 5 out of 5) about park trail safety and provided a comment	Percent of Respondents (n=50)*
Dislike going at night / alone	16
Seems safe but still concerned	6
Crime / drug activity	6
Enjoy quiet walks / Coronation park / quiet in park	4
Other (single mentions)	18
Don't know	52

*Multiple mentions.

Illegal activity such as drinking and drugs in the Coronation Park area (6%), increased traffic in the Westmount Mall parking lot (6%), and street people, panhandlers or drug dealers (6%) were the top reasons as to why respondents were concerned (3,4 or 5 out of 5) about parking lot safety (n=72). See Table 14, below, for reasons provided by at least 3% of respondents. For all mentions, see detailed data tables under separate cover.

Table 14

Reasons for Safety Concern – Parking lots	
Base: Respondents that indicated they were concerned (3, 4, or 5 out of 5) about parking lot safety and provided a comment	Percent of Respondents (n=72)*
Coronation park area used for illegal activities (e.g. drinking / drugs)	6
Parking lot of Westmount Mall has increased traffic / busy / disorganized	6
Street people / panhandlers / drug dealers	6
Good lighting / well lit	4
Poor monitoring / lack of police	4
Concerned about speeding / driving unsafe	4
Crime / theft	4
Parking issues (specified)	4
No problem / concern	3
Traffic cutting through areas	3
Heavy traffic / increased traffic	3
Other (Less than 3% of respondents)	20

*Multiple mentions.

Respondents that were concerned (3, 4 or 5 out of 5) and provided a comment regarding their level of safety concern with pedestrian crosswalks (n=95) were asked to provide reasons as to why they were concerned. Eleven percent (11%) of respondents expressed concern about traffic speeding through crosswalks, 8% were concerned about motorists failing to yield to pedestrians and 7% of respondents were concerned about the increased volume of traffic in the Woodcroft community. It should be noted that 67% of respondents were sure on this matter however 33% were not and therefore were unable to provide a response. See Table 15, below, for reasons provided by at least 2% of respondents. For single mentions, see detailed data tables under separate cover.

Table 15

Reasons for Safety Concern – Pedestrian Crosswalks	
Base: Respondents that indicated they were concerned (3, 4, or 5 out of 5) about pedestrian crosswalk safety and provided a comment	Percent of Respondents (n=95)*
Speeding traffic	11
Motorists fail to yield to pedestrians	8
Increased community traffic / high volume of traffic	7
Have not experienced problems / good at this point	5
Dangerous to cross / must use caution	5
Concerned about children safety	4
Drivers are distracted by cell phone	3
Poorly marked / need traffic or crosswalk lights	3
No respect between drivers and pedestrians / considerations	3
Well marked / well lit	3
Traffic taking shortcuts through area / cut through traffic	2
Some crosswalks unsafe	2
Home Depot needs improved crosswalks	2
ETS buses speed through area to meet schedule requirements	2
Some crosswalks don't last long enough / too short	2
Other (Single mentions)	15
Don't know	33

*Multiple mentions.

Sidewalks being in poor condition and needing repair (51%) was the most frequently mentioned reason as to why respondents were concerned (3, 4 or 5 out of 5) about sidewalk safety (n=107). Respondents also mentioned that the current state of sidewalks were hazards that could cause injuries (9%) and that they were a hazard to seniors (5%). In addition, 3% of respondents reported that the lack of curbs in Woodcroft made it difficult for seniors, people with strollers and bikers to navigate the area. Although 78% of respondents were able to provide a reason for their concern regarding sidewalk safety, 22% were not. See Table 16, below, for reasons provided by at least 2% of respondents. For single mentions, see detailed data tables under separate cover.

Table 16

Reasons for Safety Concern – Sidewalks	
Base: Respondents that indicated they were concerned (3, 4, or 5 out of 5) about sidewalk safety and provided a comment	Percent of Respondents (n=107)*
Poor conditions / in great disrepair / uneven / bumpy / need repair	51
Trip hazard / twist ankles	9
Hazard to seniors	5
Lack of curbs / difficult for seniors / strollers / bikers	3
Need ramps / wheelchair access	2
Need to be shoveled in winter months	2
Increased traffic	2
Seems to be fine / not concerned	2
Other (Single mentions)	11
Don't know	22

*Multiple mentions.

When asked why they were concerned (3, 4 or 5 out of 5) about traffic safety (n=106), over one-third (34%) of respondents commented on the speeding traffic, followed by traffic cutting through the Woodcroft neighbourhood (11%), the increase in traffic volume in the community (10%) and concern regarding children’s safety (5%). It should be noted that although 71% of respondents were sure on this matter, 29% were not and therefore were unable to provide a response. See Table 17, below, for reasons provided by at least 2% of respondents. For single mentions, see detailed data tables under separate cover.

Table 17

Reasons for Safety Concern – Traffic Safety	
Base: Respondents that indicated they were concerned (3, 4, or 5 out of 5) about traffic safety and provided a comment	Percent of Respondents (n=106)*
Speeding traffic	34
Traffic cutting through neighbourhood	11
Increase in traffic volume	10
Concerned about children’s safety	5
Concerned about seniors	4
People not aware / observant	4
Concerned about the potential for an accident	3
Concerned about 142 Street and 115 Avenue (unspecified)	2
ETS buses speeding / cutting through area	2
Concerned about non-resident traffic	2
Increased car parking (unspecified)	2
114 Avenue between 135 Street and 139 Street is dangerous	2
Other (Single mentions)	16
Don’t know	29

*Multiple mentions.

While 68% of respondents were able to provide a reason as to why they were concerned (3,4 or 5 out of 5) about traffic volume safety (n=92), 32% were not able to provide a reason. Of those that provided a reason, traffic and buses cutting through the Woodcroft community and the increased volume of traffic were each mentioned by 13% of respondents. In addition, eleven percent (11%) of respondents were concerned about the speeding traffic and 10% expressed concern regarding the number of vehicles on community roads. See Table 18, below, for reasons provided by at least 2% of respondents. For all mentions, see detailed data tables under separate cover

Table 18

Reasons for Safety Concern – Traffic Volume	
Base: Respondents that indicated they were concerned (3, 4, or 5 out of 5) about traffic volume safety and provided a comment	Percent of Respondents (n=92)*
Traffic is cutting through neighbourhood / buses	13
Increased traffic / busy streets / high volume	13
Speeding traffic	11
Lots of vehicles	10
Need to limit traffic before it gets worse	5
Noise caused by traffic	4
Concern for children	3
Increased buses / volume of buses	3
115 Avenue is busy	2
Volume has increased over last year	2
Too much non-residential traffic	2
Lots of traffic from high school	2
Other (Single mentions)	21
Don't know	32

*Multiple mentions.

Speeding traffic (19%) was the most frequently mentioned reason as to why respondents were concerned (3, 4 or 5 out of 5) about residential street safety (n=94). Respondents also expressed concern over issues regarding potholes (13%), vehicles and ETS cutting through the neighbourhood (12%), roads and side streets needing repair (12%) and the large amount of traffic in the community (9%). It should be noted that although 72% of respondents were sure on this matter, 28% were unable to provide a response. See Table 19, below, for reasons provided by at least 2% of respondents. For single mentions, see detailed data tables under separate cover.

Table 19

Reasons for Safety Concern – Residential Streets	
Base: Respondents that indicated they were concerned (3, 4, or 5 out of 5) about residential street safety and provided a comment	Percent of Respondents (n=94)*
Speeding traffic	19
Pothole issues	13
Vehicles cutting through neighbourhood / residential roads used as shortcuts for ETS	12
Side streets in need of repair / roads need repair	12
Lots of traffic	9
Great place / no concerns / satisfied with streets	5
Neglected by City maintenance schedule	4
Lack of room to maneuver because of parked cars	4
Safety (unspecified)	3
Noisy	2
Would feel safer for children with less traffic	2
Need more lighting in area	2
Broken / damaged cars	2
Other (Single mentions)	12
Don't know	28

*Multiple mentions.

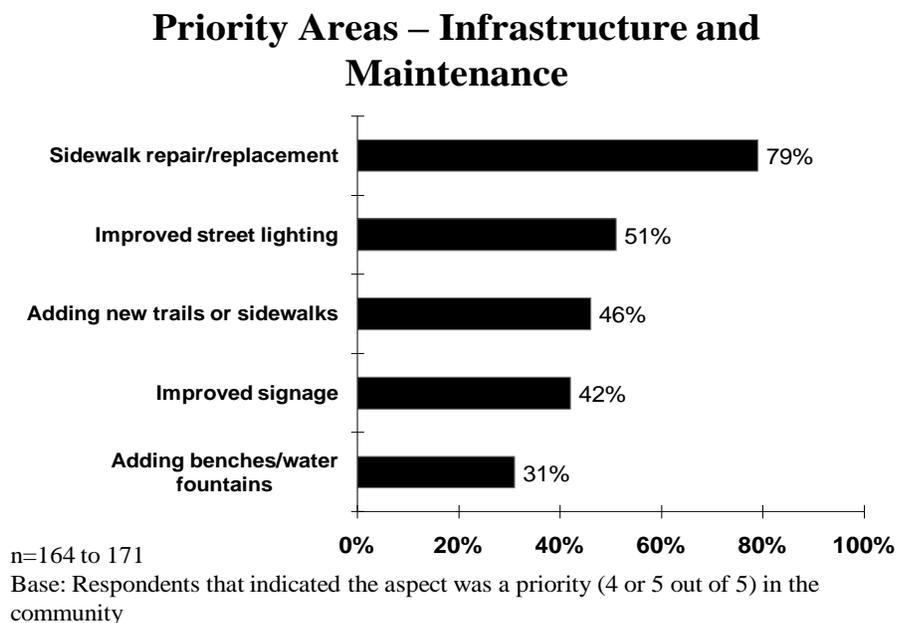
3.6 Priorities in the Woodcroft Community

(Survey Question 13)

In the area of traffic volume and safety, respondents were asked to indicate how much of a priority a number of different aspects were to them as residents of the Woodcroft community.

Regarding infrastructure and maintenance, the majority (79%) of respondents identified sidewalk repair or replacement as the highest priority (4 or 5 out of 5) for the community, followed by improved street lighting (51%), adding new trails or sidewalks where there are currently none (46%) and improved signage (42%). Adding new benches or water fountains was deemed the least important priority by 31% of respondents. See Figure 16, below.

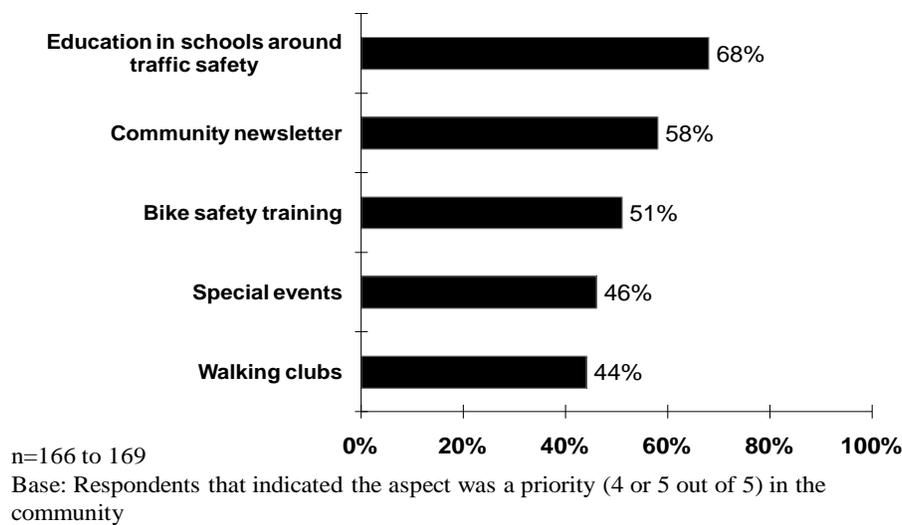
Figure 16



When asked to rate the priority areas (4 or 5 out of 5) in regards to education and community programs, over two-thirds (68%) of respondents considered education in schools around traffic safety as the highest priority area. Over half of respondents felt that the community newsletter (58%) and bike safety training (51%) were priority areas, while 46% considered special events including 'Walk to School Day' priority areas in the community. Walking clubs were identified by fewer respondents (44%) as a priority area for Woodcroft. See Figure 17, below.

Figure 17

Priority Areas – Education and Community Programs



As depicted in Figure 18, below, the majority of respondents indicated speed enforcement in the community (80%) and lower speed limits (71%) were priority areas for Woodcroft in regards to traffic enforcement and regulation. Sixty four percent (64%) of respondents felt reducing the volume of traffic (64%) was a priority area, followed by increased parking enforcement (51%) and reducing the volume of bus traffic (41%).

Figure 18

Priority Areas – Enforcement and Regulation

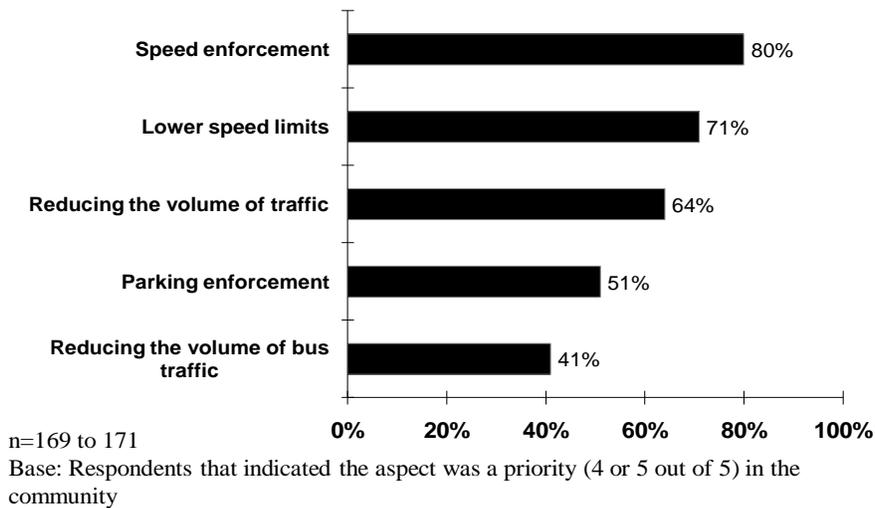


Table 20, below, provides the priority ratings for each of the fifteen (15) aspects measured.

Table 20

Priority Areas in Woodcroft Community				
	Percent of Respondents (n=161 to 171)			
	Low Priority (1,2)	Moderate Priority (3)	High Priority (4,5)	MEAN*
Speed enforcement in community	4	11	80	4.46
Sidewalk repair / replacement	6	11	79	4.31
Lower speed limits	9	12	71	4.24
Reducing the volume of traffic	8	21	64	4.10
Education in schools around traffic safety	11	15	68	4.02
Community newsletter	8	28	58	3.79
Improved street lighting	16	26	51	3.62
Parking enforcement	21	19	51	3.57
Bike safety training	19	20	51	3.55
Adding new trails or sidewalks where there are none	24	23	46	3.35
Special events including Walk to School Day	25	16	46	3.33
Reducing the volume of bus traffic	26	21	41	3.30
Walking clubs	29	19	44	3.21
Improved signage	32	18	42	3.20
Adding benches / water fountains	43	21	31	2.75

*Excludes “Don’t know” responses

Respondents felt the overall quality of life in the community had worsened over the past 5 years were significantly more likely to **indicate the following should be high priority areas (4 or 5 out of 5) for the Woodcroft community** as compared to respondents that felt the overall quality of life remained the same or improved:

- ◆ Reducing the volume of bus traffic (57% versus 35%); and
- ◆ Speed enforcement in the community (92% versus 75%).

Respondents that *rent* their residence were significantly more likely to **indicate the following should be high priority areas (4 or 5 out of 5) for the Woodcroft community** as compared to respondents that own their residence:

- ◆ Bike safety training (64% versus 45%);
- ◆ Adding benches / water fountains (51% versus 22%); and
- ◆ Improved street lighting (63% versus 46%).

Respondents that *own* their residence were significantly more likely to **indicate the following should be high priority areas (4 or 5 out of 5) for the Woodcroft community** as compared to respondents that rent their residence:

- ◆ Sidewalk repair / replacement (87% versus 60%); and
- ◆ Community newsletter (63% versus 46%).

Respondents *between the ages of 18 and 49* were significantly more likely to **indicate adding new trails or sidewalks where there are currently none should be a high priority area (4 or 5 out of 5) for the Woodcroft community** as compared to respondents aged 50 years and older (60% versus 37%).

Female respondents were significantly more likely to **indicate the following should be high priority areas (4 or 5 out of 5) for the Woodcroft community** as compared to male respondents:

- ◆ Improved signage (48% versus 29%);
- ◆ Improved street lighting (56% versus 36%);
- ◆ Special events including 'Walk to School Day' (52% versus 33%);
- ◆ Walking clubs (51% versus 29%); and
- ◆ Parking enforcement (57% versus 33%).

Respondents that *reside elsewhere* in the community were significantly more likely to **indicate sidewalk repair or replacement should be a high priority area (4 or 5 out of 5) for the Woodcroft community** as compared to respondents that reside on 115th or 114th Avenue (85% versus 67%).

Respondents that do not reside on collector roads were significantly more likely to **indicate sidewalk repair or replacement should be a high priority area (4 or 5 out of 5) for the Woodcroft community** as compared to respondents that reside on collector roads (85% versus 72%).

Respondents that *reside on 115th or 114th Avenue* in the community were significantly more likely to **indicate bike safety training should be a high priority area (4 or 5 out of 5) for the Woodcroft community** as compared respondents that reside elsewhere within Woodcroft (64% versus 45%) .

Respondents that have children in their household were significantly more likely to **indicate the community newsletter should be a high priority area (4 or 5 out of 5) for the Woodcroft community** as compared to respondents without children in their household (69% versus 51%).

Respondents that do not use ETS were significantly more likely to **indicate the following should be high priority areas (4 or 5 out of 5) for the Woodcroft community** as compared to respondents that use ETS:

- ◆ Sidewalk repair / replacement (88% versus 71%); and
- ◆ Education in schools around traffic safety (76% versus 61%).

Respondents that have *lived in the Woodcroft community for less than 5 years* and have *lived at their current address in the community for less than 5 years* were significantly more likely to **indicate adding benches or water fountains should be a high priority area (4 or 5 out of 5) for the Woodcroft community** as compared to respondents that have lived in the community for 21 or more years and those that have lived at their current address for 21 or more years (43% to 46% versus 19%).

Respondents that have *lived in the Woodcroft community 21 or more years* and have *lived at their current address in the community for 21 or more years* were significantly more likely to **indicate sidewalk repair or replacement should be a high priority area (4 or 5 out of 5) for the Woodcroft community** as compared to respondents that have lived in the community for less than 5 years and those that have lived at their current address for less than 5 years (90% to 91% versus 70%).

Lastly, respondents were asked if there were any additional priorities, in the area of traffic volume and safety that should be addressed in the Woodcroft community. While nine percent (9%) of respondents could not identify any additional priorities or were currently satisfied with the state of the community, 14% of respondents suggested adding more traffic signs, stops signs, speed bumps or closing some alleys, followed by reducing the number of vehicles that use the neighbourhood as a shortcut (9%) and reducing speeding or racing traffic (8%). In addition, six percent (6%) respondents suggested reducing the speed limit to 30km on non-arterial roadways to increase safety and 5% mentioned the community should reduce the number of buses that use Woodcroft as a through route. See Table 21, below, for suggestions made by at least 3% of respondents. For all mentions, see detailed data tables under separate cover.

Table 21

Additional Priorities in the Woodcroft Community	
	Percent of Respondents (n=122)*
More traffic signs / stop signs /speed bumps / closed alleys	14
Reduce the number of vehicles using the neighbourhood as a shortcut	9
Reduce speeding through area / racing / speeding traffic	8
Reduce speed limit to 30km on non-arterial roads / increase safety	6
Reduce the number of buses using Woodcroft as a through route	5
Concerns about the high volume of traffic	4
More traffic police presence to enforce law	4
Re-route buses / re-design bus routes	3
Get students to respect traffic / crossing area at Ross Sheppard School	3
Put traffic lights at 142 Street and 115 Avenue / better access to 142 Street	3
Keep roads and sidewalks in better condition	3
Increase pedestrian awareness of crosswalks / pedestrians pay more attention	3
Concerned about children's safety	3
Parking on streets cause low visibility	3
None / satisfied	9
Other (Less than 3% of respondents)	26
Don't know	27

*Multiple mentions.

3.7 Respondent Profile

(Survey Questions 14 to 22)

The following table illustrates the demographic profile of respondents.

Table 16

Respondent Profile	
	Percent of Respondents (n=147)
Gender	
Male	25
Female	74
Age	
18 to 24 years	1
25 to 34 years	16
35 to 49 years	28
50 to 64 years	23
65 years or older	33
Own or Rent Residence	
Own	69
Rent	30
Household Composition	
Under 13 years old	31
Between 13 and 18 years old	16
Between 19 and 44 years old	37
Between 45 and 64 years old	33
65 years or older	33
Mean number of people in household	2.65 People
Median number of people in household	2.00 People

Type of Household	
Couple with one or more dependent children	34
Single adult	25
Couple with no dependent children	21
More than one single adult sharing a residence	8
Single parent with one or more dependent children	7
Extended family	3
Seniors home	1
Type of Residence	
Single family dwelling	70
Apartment / condo	14
Multi-family dwelling (townhouse or duplex)	11
Secondary suite in a single family residence	1
Location of Residence	
115 Ave	21
139 St.	15
114 Ave	14
133 St.	12
135 St.	10
134 St.	6
116 Ave	6
141 St.	3
137 St.	2
135A St.	2
117 Ave	2
Woodcroft Avenue	2
Other (Less than 2 respondents)	11
Not stated	2

Tenure as a Resident of Woodcroft	
Less than 1 year	4
1 to 5 years	30
6 to 10 years	18
11 to 20 years	18
More than 20 years	29
Mean number of years in the Woodcroft Community	16.4 Years
Median number of years in the Woodcroft Community	10.0 Years
Tenure at Present Address in the Woodcroft Community	
Less than 1 year	7
1 to 5 years	30
6 to 10 years	18
11 to 20 years	18
More than 20 years	27
Mean number of years in the Woodcroft Community	15.5 Years
Median number of years in the Woodcroft Community	9.0 Years
Income	
Less than \$30,000	14
\$30,000 to \$59,999	19
\$60,000 to \$99,999	13
\$100,000 to \$124,999	8
\$125,000 or more	5
Refuse, Don't know	42

Appendix A – SURVEY INSTRUMENT

WOODCROFT COMMUNITY LEAGUE

ONLINE COMMUNITY SURVEY

Final – April 29, 2008

Introduction

The Woodcroft Community League is interested in gathering your thoughts and opinions relating to different aspects of the neighborhood, and the impact of these features on the quality of life in the Woodcroft community. The intent of this survey is to gain a clear understanding of the community's perceptions, and to better inform the members of the Community League as they continue to work and make Woodcroft a great place to live.

The Woodcroft Community League has received grant funding from the Alberta Traffic Safety Fund to complete this survey. You were selected to participate in the survey as a resident in the Woodcroft community. **Please complete the survey on behalf of all the members in your household – please only one survey per household. All those surveys received by May 31, 2008 will be entered into a draw for one of 10 free family passes to 11 of the City of Edmonton's recreational facilities (a list of the facilities is provided at the end of this survey).** If you are completing a paper version of the survey, please drop off the completed survey in a sealed envelope at the Woodcroft Community League Hall at 13915-115 Ave. or call Patricia (the Woodcroft Community League President) at 454-8680 and she can arrange for it to be picked up. Otherwise, you may complete the survey on line by going to www.woodcroftcl.org and following the links.

All responses will be collected and analyzed by Banister Research to ensure the confidentiality of your feedback and the objectivity of the analysis. Responses will NOT be reported in a manner that identifies any individual.

Overall Perceptions

1. To begin, how would you rate the quality of life in the Woodcroft Community for you and your family? Would you say, overall, the quality of life is:
 1. Poor
 2. Fair
 3. Good
 4. Very good
 5. Excellent
 6. Don't know

2. In your opinion, what would you say are the three most significant factors contributing to a **high quality** of life in the Woodcroft Community?

Other – **Specify**

 2. Don't know/not stated

3. And, what would you say are the three most significant factors contributing to a **low quality** of life in the Woodcroft Community?

Other – **Specify**

Don't know/not stated

4. Thinking back over the last 12 months, would you say the Woodcroft community has improved, remained the same, or worsened with respect to the quality of life?

1. Worsened
2. Remained the same
3. Improved
4. Don't know

5. What would you say are the three biggest issues facing the community of Woodcroft today?

1. Other – **Specify**
2. Don't know

6. Please rate the importance of the following issues in the Woodcroft community using a scale of 1 to 5, where 1 means “not at all important” and 5 means “very important.”

1. Not at all important
2. .
3. .
4. .
5. Very Important
6. Don't know

- a) Affordable housing
- b) Crime
- c) Cost of living
- d) Recreation facility developments proposed for Coronation Park (i.e. new recreation facility including twin arenas, gymnasium, running track)
- e) Drugs
- f) Homelessness
- g) Playground replacement at the Community Hall
- h) Pollution
- i) Property taxes
- j) Traffic safety
- k) Traffic volume
- l) Woodcroft Elementary School closure

- 6b. If you rated traffic safety or traffic volume as important (4 or 5 out of 5) aspects in the Woodcroft community, please specify why you provided that rating? (**Specify**)

Next, please think about your household's form of transportation.

7. What is your household's main way of traveling within Edmonton? (**Choose one**)
1. Personal Vehicle
 2. ETS or Transit
 3. Walking
 4. Taxicab
 5. Bicycle
 6. Carpool
 7. Other (**Specify**)
- 8a. Do you or members of your household own a personal vehicle such as a car or truck or use a company vehicle that you are able to take home every day?
1. Yes
 2. No (**skip to 9a**)
- 8b. How many vehicles are there in your household?
1. One
 2. Two
 3. Three
 4. Four
 5. More than four
- 8c. Is a vehicle available to you on a daily basis?
1. Yes
 2. No
- 8d. On average, how many one way trips with your vehicle begin at your household on **weekdays** (Monday to Friday)?
- 8e. On average, how many one way trips with your vehicle begin at your household on **weekends** (Saturday and Sunday)?
- 9a. Do you, or members of your household use Edmonton's Public Transit Service (ETS)?
1. Yes
 2. No **GO TO Q10A**
- 9b. On average, how many one way trips beginning at your home do you, or members of your family take on Edmonton's Public Transit Service (ETS) on **weekdays** (Monday to Friday)?
- 9c. On average, how many one way trips beginning at your home do you, or members of your family take on Edmonton's Public Transit Service (ETS) on **weekends** (Saturday and Sunday)?

10a. In your opinion, over the past 5 years, has the traffic volume in the Woodcroft community:

1. Decreased
2. Remained about the same
3. Increased

10b. Why do you feel that way? **(Specify)**

11a. How are the walking conditions for people in the Woodcroft community?

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent
6. Don't know / not stated

11b. Why did you provide that rating? **(Specify)**

Now, please turn your attention to the issue of Community Safety.

12. Please rate your level of safety concern with each aspect of Woodcroft community safety, where 1= Not at all concerned and 5= Extremely concerned:

1. Not at all concerned
“ “
5. Extremely concerned
6. (Don't know/not stated)

- a) Alleys
- b) Arterial Roadways
- c) Bus Stops / Terminals
- d) Park Trails
- e) Parking Lots
- f) Pedestrian Crosswalks
- g) Sidewalks
- h) Traffic Safety
- i) Traffic Volume
- j) Residential Streets

12b. Why did you provide that rating? **(Specify)**

Priorities in the Woodcroft Community

13. In the area of traffic volume and safety, please indicate how much of a priority each of the following aspects in the Woodcroft Community are to you, using a scale of 1 to 5, where 1=Low priority and 5= High priority:

1. Low Priority

“

5. High Priority

13a. Infrastructure and Maintenance

1. Adding benches/ water fountains
2. Adding new trails or sidewalks where there are none
3. Improved signage
4. Improved street lighting
5. Sidewalk repair/ replacement

13b. Education and Community Programs

1. Bike safety training
2. Community newsletter
3. Education in schools around traffic safety
4. Special events including Walk to School Day
5. Walking clubs

13c. Enforcement / Regulation

1. Lower speed limits
2. Parking enforcement
3. Reducing the volume of traffic
4. Reducing the volume of bus traffic
5. Speed enforcement in community

13d. In the area of traffic volume and safety, are there any other priorities you think should be addressed in the Woodcroft community? **(Specify)**

Respondent Characteristics

14. Gender

1. Male
2. Female

15. Into which age category do you fall?

1. 18 to 24 years
2. 25 to 34 years
3. 35 to 49 years
4. 50 to 64 years
5. 65 years of age or older

16. Please indicate the type of residence you live in?

1. Single family dwelling
2. Multi-family dwelling (townhouse or duplex)
3. Secondary suite in a single family residence
4. Apartment/ condo
5. Other (**Specify**)

17. Please indicate the type of household in which you live?

1. Couple with no dependent children
2. Couple with one dependent child or more
3. Single parent with one dependent child or more
4. Single adult
5. More than 1 single adult sharing a residence
6. Extended family
7. Other; _____

18. Including yourself, how many people in each of the following age groups live in your household? How many are:

1. Under 13 years old
2. Between 13 and 18 years old
3. Between 19 and 44 years old
4. Between 45 and 64 years old
5. 65 years of age or older
6. (Not stated)

19. Where in the Woodcroft Community do you live?

1. 114 Ave.
2. 115 Ave.
3. 139 St.
4. 135 St.
5. 133 St.
6. Elsewhere (**Specify**)

20. What is your 6 digit postal code? (**Specify**)

21. Do you?

1. Own your residence
2. Rent your residence

21.a) How many years have you lived in the Woodcroft Community? [If less than 12 months, enter 0]

_____ RECORD NUMBER OF YEARS

21.b) How many years have you lived at your present address in the Woodcroft Community? [If less than 12 months, enter 0]

_____ RECORD NUMBER OF YEARS

22. What was your approximate total household income in 2007, before taxes? Your household includes all members of your family who are living with you.

1. Under \$30,000
2. \$30,000 to \$59,999
3. \$60,000 to \$99,999
4. \$100,000 to \$124,999
5. \$125,000 or more
6. Do not wish to disclose

23a. By completing this survey, your name will be included in the draw for 10 free family passes to 11 of the City's recreational facilities. Please provide your name, phone number and e-mail address so that we may contact you if you are the winner.

Name:

E-mail address:

Phone Number:

23b. May Banister Research and Consulting have permission to release your contact information if you are the winner of the draw?

1. Yes
2. No

This completes the survey. Thank you very much for taking the time to provide feedback.

If you return this survey to the community hall (13915-115 Ave.) or complete it on line by May 31, 2008 you will be entered into a draw for one of 10 free family passes to any of the following City of Edmonton's recreational facilities:

- Peter Hemingway Fitness and Leisure Centre 13808-111 Ave. (within Coronation Park)
- A.C.T. Aquatic and Recreation Centre 2909 - 113 Ave.
- Bonnie Doon Leisure Centre 8648 - 81 St.
- Confederation Leisure Centre 11204 - 43 Ave.
- Eastglen Leisure Centre 11410 - 68 St.
- Grand Trunk Fitness and Leisure Centre 13025 - 112 St.
- Hardisty Fitness and Leisure Centre 10535 - 65 St.
- Jasper Place Fitness and Leisure Centre 9200 - 163 St.
- Londonderry Fitness and Leisure Centre 14528 - 66 St.
- O'Leary Fitness and Leisure Centre 8804 - 132 Ave.
- Commonwealth Stadium Sports and Fitness Centre