

**City of Edmonton**

**Edmonton Federation of Community Leagues  
2008 Executive Survey**

**December 12, 2008**



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## APPENDIX A - SURVEY INSTRUMENT

## SUMMARY OF FINDINGS

In October and November 2008, Banister Research & Consulting Inc. (Banister Research) conducted surveys with executive members of Edmonton Community League. Respondents were asked about their current and past positions with their community leagues, about their perception of their own community league and their perceptions regarding the Edmonton Federation of Community Leagues (EFCL), as well as how well they felt the EFCL communicated and engaged with their community league. A total of 496 surveys were completed.

### Experience

Respondents were asked about their current or past position with community leagues.

- ◆ Ninety-three (93%) of respondents were a current or past member.
- ◆ Three percent (3%) have been community league members for less than 1 year, 54% for 1 to 5 years, 19% for 6 to 10 years, 15% for 11 to 20 years, and 6% for more than 20 years; and
- ◆ Fourteen percent (14%) have been or currently are the President of their community league, 8% the Vice President, 3% the Director of Civics, Planning, or Transportation, and 18% the Secretary or Treasurer.

### Community League Roles

Respondents were asked what the role of their community league is in their community and neighbourhood.

- ◆ Forty-nine percent (49%) of respondents indicated their community league provided low cost activities and events; and
- ◆ Thirty-two percent indicated their community league organizes sports and recreation

Respondents were asked to state their level of agreement for a series of statements regarding the role of community leagues.

- ◆ Seventy-two percent (72%) of respondents agreed that community leagues focus on issues that directly impact the community league's specified geographical area;
- ◆ Forty-nine percent (49%) of respondents agreed that community leagues focus on issues outside the community league's specified geographical area that affect the community league either directly or indirectly;
- ◆ Fifty-two percent (52%) of respondents agreed that community leagues represent every person and group within the community league's boundary; and
- ◆ Seventeen percent (17%) of respondents agreed that community leagues represent only their members.

## Community League Issues

Respondents were asked to indicate what they feel are the most important issues currently facing their community league.

- ◆ One-quarter (24%) indicated they need more volunteers; and
- ◆ Twenty percent (20%) indicated that crime prevention is currently the most important issue.

Respondents were also asked to indicate what they feel will be the most important issues facing their community league in the future.

- ◆ Sixteen percent (16%) felt recruiting volunteers will be the most important issue; and
- ◆ Twelve percent (12%) felt that increasing memberships and building/maintaining facilities will be the most important issues, respectively.

Respondents were asked a series of statements regarding issues that are important to community leagues.

- ◆ Ninety-one percent (91%) of respondents indicated that getting and keeping volunteers is important;
- ◆ Eighty-eight percent (88%) of respondents indicated that community safety is important;
- ◆ Eighty-six percent (86%) of respondents indicated that getting and keeping members is important;
- ◆ Eighty-four percent (84%) of respondents indicated that managing community buildings such as halls, rink shacks and playgrounds is important;
- ◆ Eighty-three percent (83%) of respondents indicated that recreation and sports are important;
- ◆ Seventy-one percent (71%) of respondents indicated that local planning and land development is important;
- ◆ Seventy percent (70%) of respondents indicated that neighbourhood schools are important; and
- ◆ Sixty-four percent (64%) of respondents indicated that local traffic or bus services are important;

## Community League Communication

- ◆ One-third (33%) of respondents indicated their community league communicates differently with members than with the community as a whole.
- ◆ Fifty-six percent (56%) of respondents were satisfied with the current level of communication with their community league members.

Respondents were asked about the methods their community league uses to inform its members.

- ◆ Ninety-two percent (92%) of respondents indicated their community league uses newsletters to inform its members;
- ◆ Ninety-one percent (91%) of respondents indicated their community league uses league meetings to inform its members;
- ◆ Eighty-eight percent (88%) of respondents indicate their community leagues uses general meetings to inform its members;
- ◆ Seventy-two percent (72%) of respondents indicated their community league uses the community website to inform its members;
- ◆ Fifty-eight percent (58%) of respondents indicated their community league uses open house events to inform its members; and
- ◆ Fifty-four percent (54%) of respondents indicated their community league uses email to inform its members.

### **Role of the EFCL**

Respondents were asked how they feel the EFCL related to their community league.

- ◆ Thirty-six percent (36%) of respondents indicated the EFCL provided them with support and guidance; and
- ◆ Nineteen percent (19%) indicated the EFCL shares information with their league.

Respondents were asked what they felt is the role of the EFCL.

- ◆ Seventy-five percent (75%) of respondents agreed that the role of the EFCL is to provide support to the community league movement in Edmonton

### **EFCL Support**

- ◆ Nine percent (9%) of respondents felt the EFCL could better support their community league by helping to recruit more volunteers.

Respondents were then asked a series of statements regarding the support provided by the EFCL on a scale of 1 to 5, where 1 means “strongly disagree” and 5 means “strongly agree”.

- ◆ Sixty-two percent (62%) of respondents agreed that the focus of the EFCL includes issues that have a city wide implication for community leagues;
- ◆ Fifty-nine percent (59%) of respondents agreed that the focus of the EFCL includes issues that affect a majority of community leagues either directly or indirectly;
- ◆ Forty-six percent (46%) of respondents agreed that the focus of the EFCL included issues that will affect future community leagues where there currently are none; and
- ◆ Thirty-three percent (33%) of respondents were satisfied with the EFCL’s current level of involvement in supporting their community league.

## Feedback

Respondents were asked a series of questions regarding gathering feedback from their community league members and from the community.

- ◆ Seventy-three percent (73%) of respondents indicated they would gather feedback from their community league members regarding an urgent issue; and
- ◆ Fifty-nine percent (59%) of respondents indicate they would gather feedback from the community regarding an urgent issue.

## EFCL and Community League Engagement

Respondents were asked their opinions regarding the information they receive from the EFCL, on a scale of 1 to 5, where 1 means “not at all effective” and 5 means “very effective”.

- ◆ Sixty-four percent (64%) of respondents felt information emailed would be an effective method to stay informed;
- ◆ Forty-one percent (41%) of respondents felt information received through a bi-monthly newsletter would be an effective method to stay informed;
- ◆ Thirty-six percent (36%) of respondents felt information mailed by post would be an effective method to stay informed; and
- ◆ Twenty-nine percent (29%) of respondents felt information received through the EFCL website would be an effective method to stay informed.

Respondents provided suggestions for ways the EFCL could better engage their league, on a scale of 1 to 5, where 1 means “not at all effective” and 5 means “very effective”.

- ◆ Fifty-eight percent (58%) of respondents felt that meetings of league executives in their area would be an effective method to engage their community league;
- ◆ Fifty-three percent (53%) of respondents felt that special issue meetings for league executive would be an effective method to engage their community league;
- ◆ Forty-seven percent (47%) of respondent felt that general meetings for league presidents would be an effective method to engage their community league;
- ◆ Forty-one percent (41%) of respondents felt that website surveys would be an effective method to engage their community league; and
- ◆ Twenty-six percent (26%) of respondents felt that committees would be an effective method to engage their community league.

Respondents were asked if they felt they received enough information from the EFCL.

- ◆ Forty-five percent (45%) of respondents felt that the amount of information received from the EFCL was about right; and
- ◆ Forty-three percent (43%) of respondents felt that the amount of involvement and engagement asked of their league by the EFCL was about right.

## 1.0 STUDY BACKGROUND

In August, 2008 the Office of Public Involvement of the City of Edmonton in partnership with the EFCL contracted Banister Research to conduct a survey of community league executives to gather information regarding executive member perceptions of their own community leagues and the EFCL. Objectives of this research included:

- ◆ Determining the role of the EFCL in supporting community leagues;
- ◆ Determining the perceptions of executive members regarding the role of their community leagues in the community;
- ◆ Determining pertinent issues regarding communication and information sharing between the EFCL and community leagues
- ◆ Level of satisfaction with the EFCL; and
- ◆ Updating the overall database of executive member roles.

## 2.0 METHODOLOGY

All components of the project were designed and executed in close consultation with the City of Edmonton's Office of Public Involvement, and the Edmonton Federation of Community Leagues (the client). A detailed description of each task of the project is outlined in the remainder of this section.

### 2.1 Project Initiation and Questionnaire Review

The survey instrument was designed by Banister Research in close cooperation with the EFCL. It included a mixture of qualitative and quantitative questions to elicit a more in-depth investigation of the issues and concerns pertinent to the research assignment. A copy of the final questionnaire is provided in Appendix A.

### 2.2 Survey Population and Data Collection

Banister Research completed a total of 496 surveys. Respondents were contacted via phone or were sent an email notice containing the link to the web-based survey. Surveys were also distributed throughout the Edmonton Community Leagues by community recreation coordinators. The web-based questionnaire was available for completion online from October 9 to December 1, 2008. The survey was hosted on the Banister web server to ensure confidentiality of responses. Data collection for the telephone survey was conducted between November 10 and November 28, 2008. 149 surveys were completed online, while 98 were

completed over the telephone. The remaining completed surveys were hardcopies completed by the executive members and returned to Banister Research.

The final results provide a margin of error no greater than  $\pm 3.2\%$  at the 95% confidence level or 19 times out of 20. It is important when considering the survey findings, that the reader note that the sample error tolerances associated with the size of sample sub-groups vary.

Respondents to the survey were executive members of their respective community leagues. To maximize the web-based survey size, respondents were sent an e-mail notice informing them of the project and stressing the importance of their participation. To maximize participation, two rounds of reminder e-mails were sent out. To maximize the telephone-based survey size, five call back attempts were scheduled for each listing. The questionnaire was programmed into Banister Research's Computer Assisted Telephone Interviewing System (CATI). Using this system, data collection and data entry were simultaneous, as data were entered into a computer file while the interview was being conducted. Furthermore, the CATI system allowed interviewers to directly enter verbatim responses to open-ended questions. Throughout the process, Banister Research maintained respondent confidentiality.

## 2.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the client. After the interviews were completed and verified, 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 into 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 question were broken down based on respondent characteristics and responses (e.g., tenure as community league member, etc.). 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 under separate cover. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

This report provides a detailed description of the findings from the Edmonton Federation of Community Leagues 2008 Executive Member 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”, and is not to be interpreted as an indicator of order or magnitude.

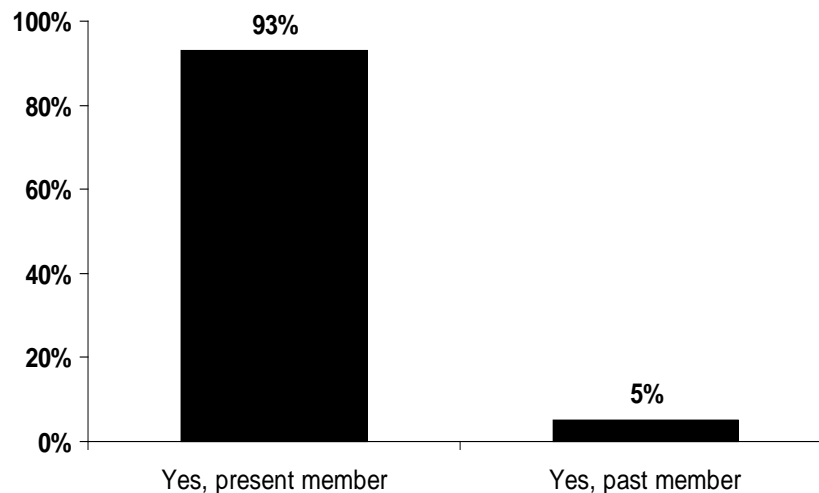
#### 3.1 Introduction

Respondents were first asked if they were ever a past executive member of one of the community leagues in Edmonton, or if they are presently on the executive. The majority (93%) indicated they are currently members of a community league, while 5% were a past member. See Figure 1, below.

Figure 1

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**Are you a current or past executive member of one of  
the community leagues in Edmonton?**



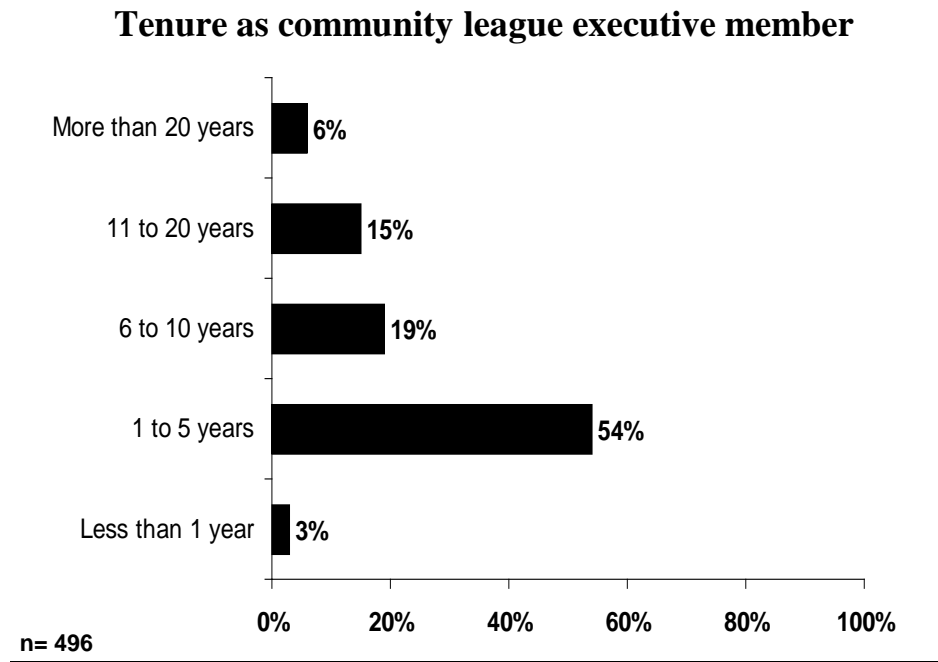
n= 496

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Respondents were then asked which community league they have been involved with most recently. Results are available in the full data tables, available upon request.

As seen in Figure 2 below, a higher proportion (54%) of respondents had been community league executive members for 1 to 5 years, followed by 6 to 10 years (19%). Three percent (3%) of respondents had been community league executive members for less than 1 year.

Figure 2



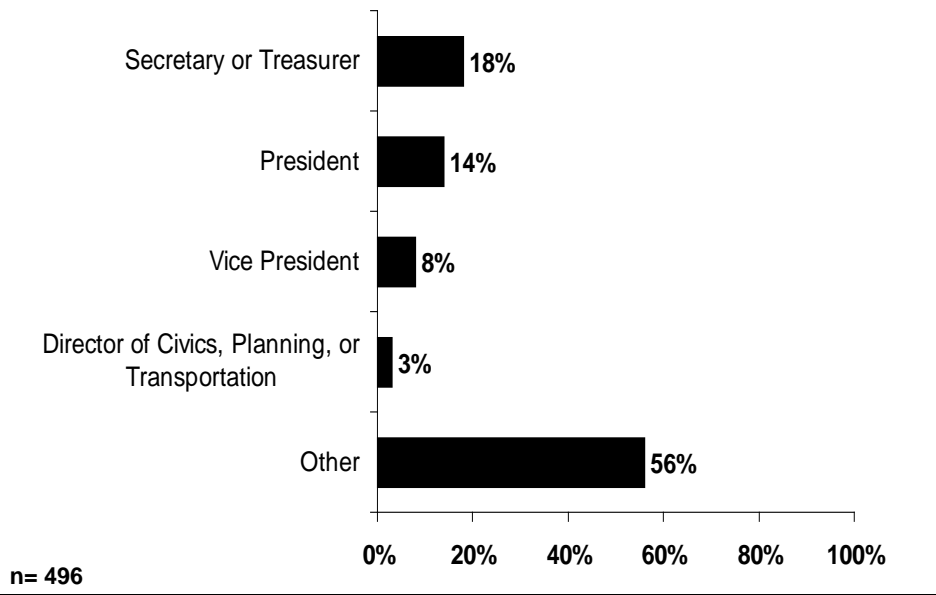
Respondent subgroups significantly more likely to have been community league executive members for between 11 to 20 years included:

- ◆ Respondents whose community league does not communicate differently with its members compared with the community as a whole (18% versus 10% of community leagues that have a communication difference).

Respondents were then asked what their current or most recent position was with their community league. Eighteen percent (18%) indicated their current or most recent position was Secretary of Treasurer, while 14% were or had been the President. Eight percent (8%) had been or were the Vice President of the community league, while 3% were or had been the Director of Civics, Planning, or Transportation. See Figure 3, below.

Figure 3

**What is your present (or most recent) position that you have held in your community league ?**



Respondent subgroups significantly more likely to indicate their current (or most recent) position with their community league was the Secretary of Treasurer included:

- ◆ Respondents whose community leagues communicate differently with their members compared with the community as a whole (24% versus 16% that have no differences in communication).

### 3.2 Community League Roles

Respondents were asked what the role of their community league is in their community and neighbourhood. Half (49%) of respondents indicated the role of their community league is to provide low cost activities and events to the community, while one-third (32%) indicated that organizing sports and recreational activities is the role of their community league. See Table 1, below, for a complete list of mentions.

Table 1

What is the role of your community league in your community/neighbourhood?	
	Percent of Respondents* (n=496)
Provides low cost cultural activities/event/programs/social events	49
Organizes sports/recreation	32
Provide/build facilities (parks, playgrounds, rinks)	21
Advocates for community/liaison with the city	16
Fosters community spirit	14
Provides information to residents	10
Provides services to the community	9
Provides a clean, safe neighbourhood	7
Place for the community to come together	7
Run a neighbourhood watch/cut down on crime	6
To keep the league functional	5
Educational programs/pre-school programs	5
Other (<5%)	27

\*Multiple mentions

Respondent subgroups significantly more likely to indicate the role of their community league is to organize sports and recreation included:

- ◆ Respondents that have been community league members for 6 years or more (40% versus 28% that have been community league members for 5 years or less).

Respondent subgroups significantly more likely to indicate the role of their community league is to provide and build facilities included:

- ◆ Respondents that have been community league members for 6 years or more (26% versus 17% that have been community league members for 5 years or less).

Respondent subgroups significantly more likely to indicate the role of their community league is to provide information to residents included:

- ◆ Respondents that have been community league members for 5 years or less (14% versus 6% that have been community league members for 6 years or more).

Respondents were asked to indicate their level of agreement with statements concerning their community leagues and community leagues as a whole, on a scale of 1 to 5, where 1 means “strongly disagree” and 5 means “strongly agree”. Refer to Table 2, below.

Table 2

Please rate your level of agreement with each of the following statements...						
	Percent of Respondents (n=496)					
	Strongly disagree (1)	(2)	(3)	(4)	Strongly agree (5)	Mean (out of 5)
Community leagues represent every person and group within the community league’s boundary	5	11	31	27	25	3.57
Community leagues represent only their members	33	22	27	12	5	2.34
Community leagues focus on issues that directly impact the community league’s specified geographical area	2	4	22	45	27	3.93
Community leagues focus on issues outside the community league’s specified geographical area that affect the community league either directly or indirectly	1	9	40	32	17	3.54

Respondent subgroups significantly more likely to agree (4 or 5 out of 5) that community leagues focus on issues that directly impact the community league’s specified geographical area included:

- ◆ Respondents that had been community league members for 5 years or less (76% versus 66% that have been community league members for 6 or more years).

Respondent subgroups significantly more likely to agree (4 or 5 out of 5) that community leagues focus on issues outside the community league’s specified geographical area that affect the community league either directly or indirectly included:

- ◆ Respondents that are or have been the President or Vice President of their community league (57% versus 46% that have currently or recently held another position).

Respondents that disagreed (1 or 2 out of 5) with the statement “community leagues represent every person and group within the community league’s boundary” were asked to elaborate. One-third (33%) indicated that most residents have little interest in community leagues, while 20% indicated that community leagues only represent their members. See Table 3, below.

Table 3

<b>Why do you disagree that community leagues represent every person and group within the community league’s boundary?</b>	
<b>Base: Respondents that disagreed with the statement “community leagues represent every person and group within the community league’s boundary”</b>	<b>Percent of Respondents* (n=79)</b>
Little interest by community residents	33
Only represent community league members	20
Impossible to represent everyone	19
Only represent board members	5
Renters are not represented	5
Other organizations can also represent the community	4
Only represent the majority	4
Not every group is represented	4
Other (<4%)	20
Don’t know	6

\*Multiple mentions

Respondents that disagreed (1 or 2 out of 5) with the statement “community leagues represent only their members” were asked why they provided this rating. The majority (64%) indicated that they believe that community leagues represent everyone. See Table 4, below.

Table 4

<b>Why do you disagree that community leagues represent only their members?</b>	
<b>Base: Respondents that disagreed with the statement “community leagues represent only their members”</b>	<b>Percent of Respondents* (n=271)</b>
Represent everyone	64
All residents benefit from community leagues	7
Work with surrounding communities	6
Non-members also become involved with projects	4
All residents can be members/have a say	3
Political voice for all residents	3
Other (<3%)	16
Don’t know	11

\*Multiple mentions

Respondents that disagreed (1 or 2 out of 5) with the statement “community leagues focus on issues that directly impact the community league’s specified geographical area” were asked to indicate why they provided this rating. Thirty-five percent (35%) indicated that community leagues should work with other community leagues, while 31% believe that community leagues see themselves as part of a larger city. See Table 5, below.

Table 5

<b>Why do you disagree that community leagues focus on issues that directly impact the community league’s specified geographical area?</b>	
<b>Base: Respondents that disagreed with the statement “community leagues focus on issues that directly impact the community league’s specified geographical area”</b>	<b>Percent of Respondents* (n=26)</b>
Should work with other community leagues	35
Are part of a larger city/province	31
Vision should be broader	12
Decisions affect more than just their residents	4
They actively reach out to other communities	4
Issues that indirectly affect the community should also be addressed	4
Don’t know	12

\*Multiple mentions

Respondents that disagreed (1 or 2 out of 5) with the statement “community leagues focus on issues outside the their specified geographical area that affect the community league either directly or indirectly” were asked to indicate why they provided this rating. The majority (59%) of respondents indicated that they focus solely on their own community, whole 6% indicate there is not enough funding or volunteers to be involved. See Table 6, below.

Table 6

<b>Why do you disagree that community leagues focus on issues outside theirspecified geographical area that affect the community league either directly or indirectly?</b>	
<b>Base: Respondents that disagreed with the statement “community leagues focus on issues outside the community league’s specified geographical area that affect the community league either directly or indirectly”</b>	<b>Percent of Respondents* (n=51)</b>
We focus on our community	59
Not enough funding/volunteers to be more involved	6
Don’t focus on other areas but do keep track of them	6
Area councils should focus on wider issues	4
Hard enough to represent their area, let alone outside	4
There are common city issues	4
Other (<3%)	6
Don’t know	18

\*Multiple mentions

### 3.3 Community League Issues

Next, respondents were asked to indicate what they felt were the most important issues or topics currently facing their community leagues. One-quarter (24%) of respondents felt that recruiting more volunteers and executive volunteers was the most important issue; while 20% felt reducing crime in the community was the most important issue. Eighteen percent (18%) felt that increasing membership numbers was the most important issue, while 14% felt that renovating and maintaining facilities and development and rezoning were the most important issues, respectively. See Table 7, below.

Table 7

What do you feel are the most important issues or topics currently facing your community league?	
	Percent of Respondents* (n=496)
More volunteers/executive volunteers	24
Crime prevention/reduction	20
Increasing membership numbers	18
New facilities/maintenance of facilities	14
Development/rezoning/planning issues	14
Transportation/transit/LRT expansion	10
Traffic congestion/noise	9
Obtaining funding for programs/facilities	8
Safety in community	7
Need more programs/activities	6
Lack of green spaces/parks	5
Building community spirit	4
More sports programs	4
Redevelopment/revitalization of infrastructure	4
Other (<4%)	43

\*Multiple mentions

Respondent subgroups significantly more likely to indicate the most important issues are development and planning issues included:

- ◆ Respondents that had been or currently were the President or Vice President of their community league (20% versus 12% that had been or currently were in another position).

Respondent subgroups significantly more likely to indicate the most important issue was obtaining funding included:

- ◆ Respondents that had been or currently were the President or Vice President of their community league (13% versus 7% that had been or currently were in another position).

Respondent subgroups significantly more likely to indicate the most important issue was lack of green space and parks included:

- ◆ Respondents that had been or currently were the President or Vice President of their community league (8% versus 4% that had been or currently were in another position).

Respondents were then asked to indicate what they felt were the most important issues or topics their community leagues will face in the future. Sixteen percent (16%) felt that the most important issue will be recruiting volunteers, will 12% felt that building and maintaining facilities and increasing membership, respectively, will be the most important issues. See Table 8, below.

Table 8

<b>What do you feel are the most important issues or topics your community league will face in the future?</b>	
	<b>Percent of Respondents* (n=496)</b>
Recruiting volunteers	16
Building new/maintaining facilities	12
Increasing membership/participation	12
Development issues/zoning	9
Crime prevention/reduction	9
Transit/LRT expansion	8
Obtaining funding	8
More programs/activities	7
Developing communication/spirit among neighbours	5
Traffic problems	4
Sustainable growth/keeping area vibrant	4
Sustaining role in the community	4
Other (<4%)	37

\*Multiple mentions

Respondent subgroups significantly more likely to indicate the most important issue will be crime included:

- ◆ Respondents that had been or currently were in a position other than the President or Vice President of their community league (10% versus 3% that had been or currently were the President or Vice President).

Respondent subgroups significantly more likely to indicate the most important issue will be traffic problems included:

- ◆ Respondents that had been or currently were the President or Vice President of their community league (7% versus 3% that had been or currently were in another position).

Respondent subgroups significantly more likely to indicate the most important issue will be developing green spaces and parks included:

- ◆ Respondents that had been or currently were the President or Vice President of their community league (6% versus 2% that had been or currently were in another position).

Respondents were asked how important they felt certain items are for their community league. See Table 9, below, for further details.

**Table 9**

<b>How important are the following items for your community league...</b>						
	<b>Percent of Respondents (n=496)</b>					
	<b>Not at all important (1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>Extremely important (5)</b>	<b>Mean (out of 5)</b>
Recreation and sports	<1	3	12	37	46	4.29
Getting and keeping volunteers	-	1	5	23	68	4.63
Managing community buildings such as halls, rink shacks and playgrounds	2	1	10	30	54	4.38
Getting and keeping members	1	1	10	34	52	4.38
Local planning and land development	2	5	20	34	37	4.02
Local traffic or bus service	3	8	24	31	33	3.85
Neighbourhood school	3	6	19	30	40	4.01
Community Safety	1	2	7	23	65	4.53

Respondent subgroups significantly more likely to feel that getting and keeping volunteers is of high importance (4 or 5 out of 5) included:

- ◆ Respondents whose community leagues communicate with their members and with the community as a whole in the same way (94% versus 89% whose community leagues communicate differently with their members compared with the community).

Respondent subgroups significantly more likely to feel that managing community buildings is of high importance (4 or 5 out of 5) included:

- ◆ Respondents whose community leagues communicate with their members and with the community as a whole in the same way (88% versus 79% whose community leagues communicate differently with their members compared with the community).

Respondents were then asked if there were any other issues they felt are important to their community league. See Table 10, below, for further details.

**Table 10**

<b>Are there any other issues that you feel are important to your community league?</b>	
	<b>Percent of Respondents* (n=496)</b>
No/none	11
Crime/vandalism/help from police	10
Finding new/easier funding	3
More park space/fields/facilities	3
More membership involvement	3
Finding volunteers	3
Other (<3%)	25
Refuse, Don't Know	54

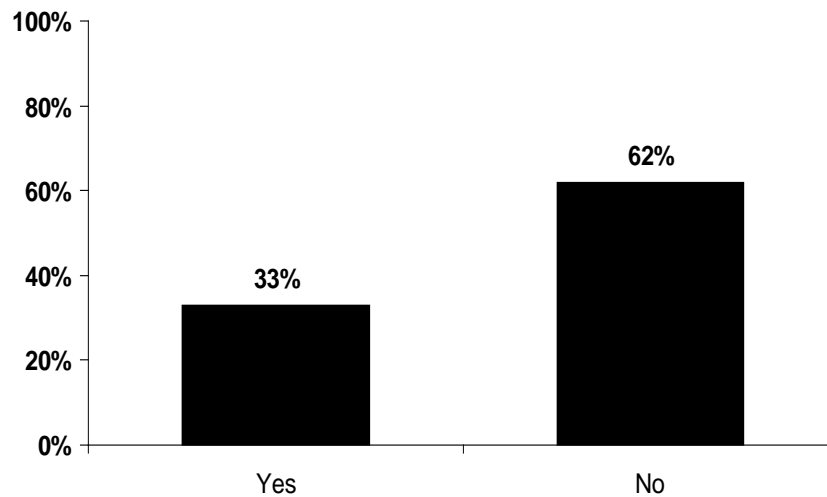
\*Multiple mentions

### 3.4 Community League Communication

Respondents were asked if there are any differences in the way their community league communicates with its members compared to the community as a whole. Two-thirds (62%) of respondents indicated that their community league communicates with its members in the same way as with the community, while one-third (33%) indicated that their community league communicates with its members differently than with the community. See Figure 4, below.

**Figure 4**

**Does your community league communicate differently with members than with the community?**



n= 496

Respondents that indicated their community league communicates differently with its members compared to the community (n=161) were asked to elaborate regarding the differences. Forty-three percent (43%) indicated that members receive email updates, while 32% indicated that they send a newsletter to the public. Sixteen percent (16%) indicated that community league meetings are for members only, while 14% indicated their community league uses its website to communicate with the public. See Table 11, on the next page.

Table 11

<b>Which methods of communication does your community league use differently with its members than with the community?</b>	
<b>Base: Respondents that indicate their community league communicates differently with their members than with the community</b>	<b>Percent of Respondents* (n=161)</b>
Email updates for member	43
Public gets newsletters	32
Meetings for members	16
Website for the public	14
Mail out for members	13
Communication to public with billboards/signs	9
Community newspaper for public	6
Members communicate via phone	6
Members get more information in general	6
Other (<5%)	15
Don't know	4

\*Multiple mentions

Respondent subgroups significantly more likely to indicate they send email update to members but not the public included:

- ◆ Respondents that have been community league executive members for 5 years or less (50% versus 31% that have been executive members for 6 years or more).

Respondent subgroups significantly more likely to indicate they send a newsletter to the public but not to their members included:

- ◆ Respondents that have been community league executive members for 6 years or more (42% versus 25% that have been executive members for 5 years or less).

Respondent subgroups significantly more likely to indicate their community league members communicate via phone included:

- ◆ Respondents that have been or currently are the President or Vice President of their community league (14% versus 3% that have or currently do hold a different position).

Respondents were then asked what communication methods their community league uses to inform its members. Newsletters (92%), community league meetings (91%), general meetings (88%) and the community website (72%) were mentioned most frequently by respondents. See Table 12, below.

Table 12

Which of the following methods of communication does your community league use to communicate with its members?		
	Percent of Respondents* (n=496)	
	Yes	No
Newsletters	92	5
Community league meetings	91	4
General meetings	88	6
Community websites	72	18
Open house events	58	28
Email	54	34

\*Multiple mentions

Respondent subgroups significantly more likely to indicate their community league uses email to communicate with its members included:

- ◆ Respondents whose community leagues communicate differently with their members than with the community as a whole (73% versus 44% that have no differences in communication).

Respondent subgroups significantly more likely to indicate their community league uses newsletters to communicate with its members included:

- ◆ Respondents whose community leagues do not communicate differently with their members than with the community as a whole (95% versus 89% that do communicate differently).

Respondent subgroups significantly more likely to indicate their community league uses the community website to communicate with its members included:

- ◆ Respondents whose community leagues communicate differently with their members than with the community as a whole (79% versus 70% that do not communicate differently).

Respondents were then asked to indicate the frequency with which each method of communication was used to communicate with community league members. See Table 13, below.

**Table 13**

<b>Frequency of communication methods</b>	
<b>Email (n=268)</b>	
Once a month	18
When necessary	15
Weekly	8
Often for board members	6
Frequently	4
Every 2-3 months	4
Rarely	3
Other (<3%)	8
Refuse, don't know	35
<b>Newsletters (n=454)</b>	
Once a month	33
Quarterly	15
Every 2-3 months	12
8-10 times per year	6
Other (<3%)	7
Refuse, don't know	28
<b>Community League Meetings (n=452)</b>	
Once a month	49
8-10 times per year	10
Once per year	4
Other (<4%)	9
Refuse, don't know	29
<b>Open House Events (n=289)</b>	
2-3 times per year	24
When necessary	18
Annually	14
Quarterly	7
Other (<3%)	7
Refuse, don't know	31
<b>Community Website (n=358)</b>	
Frequently	31
Once a month	10
Rarely	7
Daily	3

Other (<3%)	5
Refuse, don't know	44
<b>General Meetings (n=436)</b>	
Once per year	42
Once a month	12
2-3 times per year	7
When necessary	5
Other (<3%)	5
Refuse, don't know	32

Respondents were then asked if there were any other methods their community league used to communicate with its members. Forty-six percent (46%) indicated that billboards and signs are used to communicate with their members, while 17% used pamphlets and flyers. See Table 14, below.

**Table 14**

<b>What other methods does your community league use to communicate with its members?</b>	
<b>Base: Respondents whose community league use a different method of communication with its members</b>	<b>Percent of Respondents* (n=190)</b>
Billboards	46
Pamphlets/flyers	17
Phone	14
Programs	10
Bulletin board	8
Posters	8
Newspapers	6
Through schools	6
Word of mouth	5
Door to door canvassing	4
Other (<3%)	10

\*Multiple mentions

Respondent subgroups significantly more likely to indicate their community league uses pamphlets to communicate with its members included:

- ◆ Respondents that have been community league members for 6 years or more (23% versus 12% that have been community league members for 5 years or less).

Respondent subgroups significantly more likely to indicate their community league uses programs, activities and social events to communicate with its members included:

- ◆ Respondents whose community leagues communicate differently with their members than with the community (17% versus 7% whose community leagues do not communicate differently).

Respondent subgroups significantly more likely to indicate their community league uses bulletin boards to communicate with its members included:

- ◆ Respondents whose community leagues do not communicate differently with their members than with the community (12% versus 2% whose community leagues do communicate differently).

Respondent subgroups significantly more likely to indicate their community league uses posters to communicate with its members included:

- ◆ Respondents whose community leagues communicate differently with their members than with the community (14% versus 5% whose community leagues do not communicate differently).

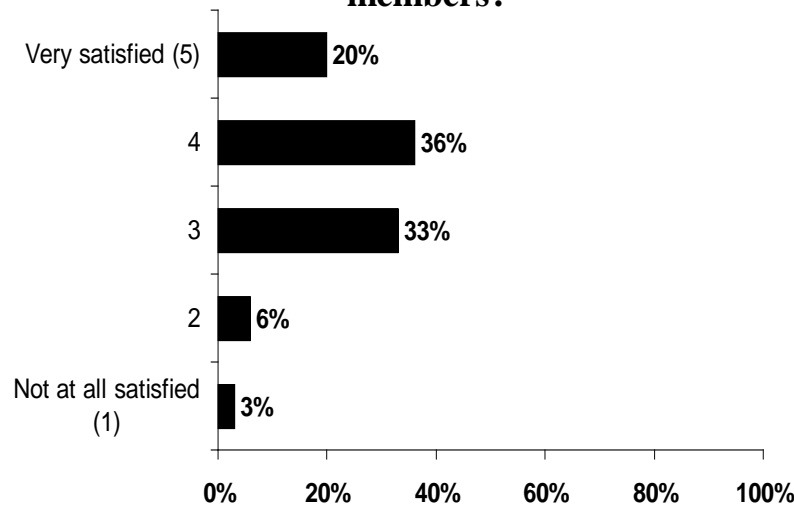
Respondent subgroups significantly more likely to indicate their community league uses newspapers to communicate with its members included:

- ◆ Respondents that have been community league members for 5 years or less (10% versus 2% that have been community league members for 6 years or more).

Respondents were asked how satisfied they are with their current level of communication with their community league members. Fifty-six percent (56%) were satisfied (4 or 5 out of 5) with their current level of communication with community league members, 33% were moderately satisfied (3 out of 5), while 9% were dissatisfied (1 or 2 out of 5). See Figure 5, on the next page.

Figure 5

**How satisfied are you with your current level of communication with your community league members?**



n= 496

Respondent subgroups significantly more likely to be satisfied with their current level of communication with their community league members included:

- ◆ Respondents that held a position in their community league other than President or Vice President (58% versus 48% that are or were President or Vice President).

Respondents that were not satisfied with their current level of communication with community league members were asked why they provided this rating. The most common response was that communication amongst league members is poor (30%), while 14% indicated they would rather use email. See Table 15, on the following page.

Table 15

<b>If you indicated you are not satisfied, why did you provide this rating?</b>	
<b>Base: Respondents not satisfied with current level of communication with community league members</b>	<b>Percent of Respondents* (n=44)</b>
Poor communication	30
Would rather use email	14
Newsletter is poor	9
People don't read newsletter	9
Lack of new volunteers	9
Mail delivery is unreliable	7
Poor attendance at meetings	7
Lack of website	7
Website not current	7
Lack of reminders for meetings	5
Other (<3%)	23

\*Multiple mentions

Respondents were asked if they had any suggestions about how their community league could improve communication with its members. Of those that provided a suggestion (n=168), 42% indicated that improving the community league website should be a priority, while 20% thought the newsletters and flyers should be improved. See Table 16, below.

Table 16

<b>Suggestions to improve communication with members</b>	
<b>Base: Respondents that provided a suggestion for improving communication with community league members</b>	<b>Percent of Respondents* (n=168)</b>
Improve website	42
Improve newsletter	20
Email all members	19
Billboards/signs	8
Use media/advertising	7
More volunteers	7
Canvassing for memberships	5
Have membership feedback questionnaires	4
More social activities	4
Hire a communication specialist	3
Other (<3%)	19

\*Multiple mentions

### 3.5 Role of the EFCL

Respondents were asked in an open-ended question what they felt is the role of the EFCL as it relates to their community league. Thirty-six percent (36%) of respondents felt that the EFCL's role is to provide support and guidance to the community leagues throughout Edmonton, while 19% felt the EFCL's role is to share information with the community leagues. Fourteen percent (14%) of respondents felt that coordinating issues of common interest was the role of the EFCL, while 11% felt that the EFCL's role is to oversee the community leagues within Edmonton. See Table 17, below.

Table 17

What do you feel is the role of the EFCL as it relates to your community league?	
	Percent of Respondents* (n=496)
Organization that provides support/guidance	36
To share information with community leagues	19
To coordinate issues of common interest	14
Oversees community leagues	11
Governing body to the city/liaison with the city	9
No idea what the EFCL's role is	9
To share programs/ideas with other community leagues	7
Provide training for administration	5
To promote the importance of community leagues	4
Support on city guidelines	4
Other (<4%)	14

\*Multiple mentions

Respondent subgroups significantly more likely to feel the role of the EFCL is to provide support and guidance to community leagues included:

- ◆ Respondents whose community leagues communicate differently with their members compared to the community (44% versus 34% that do not communicate differently).

Respondent subgroups significantly more likely to feel the role of the EFCL is as a liaison between the community leagues and the city included:

- ◆ Respondents who have been or currently are the President or the Vice President of their community league (19% versus 6% that are or have been in another position).

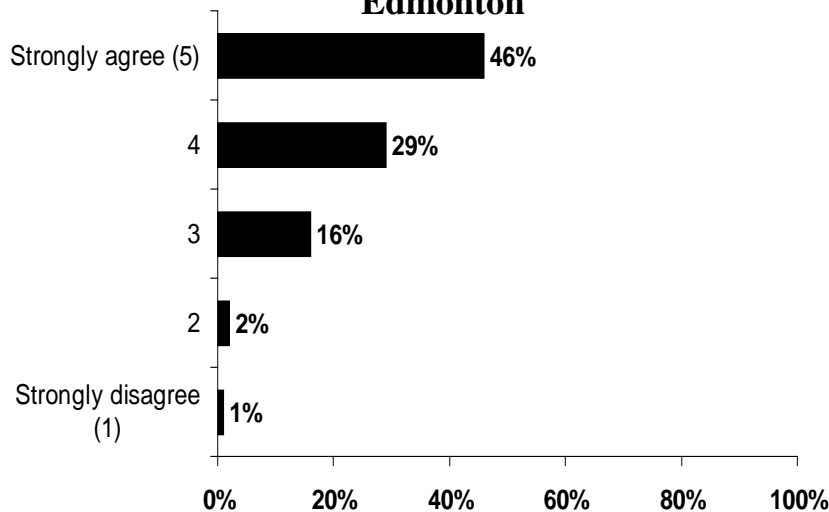
Respondent subgroups significantly more likely to feel that the role of the EFCL is to provide support on city policies and guidelines included:

- ◆ Respondents who have been or currently are the President or the Vice President of their community league (7% versus 3% that are or have been in another position).

Of respondents surveyed, 75% agreed (4 or 5 out of 5) with the statement that the role of the EFCL is to foster healthy neighbourhoods and sustainable community leagues in Edmonton by providing advice, support and coordination of the community league movement in Edmonton. See Figure 6, below.

Figure 6

**The role of the EFCL is to provide advice, support and coordination of the community league movement in Edmonton**



n= 496

Respondent subgroups significantly more likely to agree that the role of the EFCL is to provide advice, support and coordination of the community league movement in Edmonton included:

- ◆ Respondents who have been or currently are the President or the Vice President of their community league (84% versus 73% that are or have been in another position).

Respondent that had indicated they did not agree that the role of the EFCL is to provide advice, support and coordination of the community league movement in Edmonton (n=16) were asked why. Five respondents (n=5) indicated they had a lack of information regarding the EFCL's role, while a further five indicated they have never received help from the EFCL. See Table 18, below.

Table 18

<b>Why do you disagree that the role of the EFCL is to provide advice, support and coordination of the community league movement in Edmonton?</b>	
<b>Base: Respondent that disagree the role of the EFCL is to provide advice, support and coordination of the community league movement in Edmonton</b>	<b>Number of Respondents* (n=16)</b>
Lack of information about EFCL's role	5
Have never received help from EFCL	5
EFCL isn't involved enough in daily community league activities	1
It is their role to foster healthy communities, not the EFCL's	1
Lack of cross programming across the city	1
Community is part of a larger community	1
Refuse, Don't know	2

\*Multiple mentions

Respondents were asked which of the EFCL's current roles best support their community league. The most common response was the information provided by the EFCL (22%), followed by 10% that indicated the best support was in program planning and coordination. Eight percent (8%) indicated that all support, in general, was the best support from the EFCL. See Table 19, on the next page.

Table 19

Which of the EFCL's current roles best support your community league?	
	Percent of Respondents* (n=496)
Information (newsletters, consultations)	22
Support in program developing and coordination	10
Support in general	8
Not much contact with EFCL	5
Financial support	5
Bring leagues together	4
Advocacy	4
Supplies (membership card, forms)	3
Other (<3%)	5
Refuse, Don't know	53

\*Multiple mentions

Respondent subgroups significantly more likely to feel that support in general is the best support received by the EFCL included:

- ◆ Respondents who have been or currently are the President or the Vice President of their community league (14% versus 7% that are or have been in another position).

Respondent subgroups significantly more likely to indicated that they have not had much contact with the EFCL included:

- ◆ Respondents who have been or currently are the President or the Vice President of their community league (11% versus 3% that are or have been in another position).

Respondent subgroups significantly more likely to feel that advocacy is the best support received by the EFCL included:

- ◆ Respondents who have been or currently are the President or the Vice President of their community league (8% versus 2% that are or have been in another position).

Respondent subgroups significantly more likely to feel that the supplies received from the EFCL are the best support received included:

- ◆ Respondents who have been community league members for 6 years or more (6% versus 1% that have been community league members for 5 years or less).

Respondents were then asked which roles of the EFCL will best support their community league in the future. Information (9%) and general support (7%) were the top two mentions. See Table 20, below.

Table 20

<b>Which roles of the EFCL will best support your community league in the future?</b>	
	<b>Percent of Respondents* (n=496)</b>
Information (newsletters, consultations)	9
Support in general	7
Support in program developing and planning	5
Bring leagues together	5
Same roles as now	4
Financial support	3
Advocacy	3
Other (<3%)	13
Refuse, Don't know	65

\*Multiple mentions

Respondent subgroups significantly more likely to indicate that the same roles that are effective now will be the best support in the future included:

- ◆ Respondents who have been or currently are the President or the Vice President of their community league (9% versus 2% that are or have been in another position); and
- ◆ Respondents whose community leagues communicate differently with their members compared to the community (7% versus 3% that communicate in the same manner).

### 3.6 EFCL Support

Respondents were asked what issues currently facing their community leagues could be better supported by the EFCL, to which 9% indicated that their community league could be better supported by the EFCL by helping them to recruit members and volunteers. Six percent (6%) indicated that they have no issues at the present, while 4% indicated that financial issues and crime prevention issues, respectively, could be better supported by the EFCL. See Table 21, below.

Table 21

Which issues facing your community league could currently be better supported by the EFCL?	
	Percent of Respondents* (n=496)
Recruiting members and volunteers	9
No issues at present	6
Financial	4
Crime prevention	4
Community development	3
LRT expansion issues	3
Strategic planning	3
Other (<3%)	31
Refuse, Don't know	52

\*Multiple mentions

Respondent subgroups significantly more likely to indicate that their community league currently has no issues included:

- ◆ Respondents whose community league communicates in the same manner with their members and with the community (8% versus 2% whose community leagues communicate in a different manner).

Respondent subgroups significantly more likely to indicate that financial issues could be better supported by the EFCL included:

- ◆ Respondents who have been or currently are the President or the Vice President of their community league (9% versus 3% that are or have been in another position).

Respondent subgroups significantly more likely to indicate that crime prevention issues could be better supported by the EFCL included:

- ◆ Respondents that have been community league members for 5 years or less (6% versus 2% that have been community league members for 6 years or more).

Respondent subgroups significantly more likely to indicate that strategic planning issues could be better supported by the EFCL included:

- ◆ Respondents who have been or currently are the President or the Vice President of their community league (6% versus 2% that are or have been in another position).

Respondent subgroups significantly more likely to indicate that issues communication between leagues could be better supported by the EFCL included:

- ◆ Respondents who have been or currently are the President or the Vice President of their community league (6% versus 1% that are or have been in another position).

Respondents were then asked which issues their community leagues will face in the future that could be better supported by the EFCL. Recruiting members and volunteers (5%), financial issues (4%), community development issues (3%), crime prevention issues (2%) and issues liaising with city departments (2%) were the top mentions. It is important to note that 70% of respondents provided no response. See Table 22, below.

Table 22

<b>Which issues facing your community league could be better supported by the EFCL in the future?</b>	
	<b>Percent of Respondents* (n=496)</b>
Recruiting members and volunteers	5
Financial	4
Community development	3
Crime prevention	2
Liaison with city departments	2
Other (<3%)	21
Refuse, Don't know	70

\*Multiple mentions

Respondents were asked to indicate their level of agreement with a series of statements regarding the focus of the EFCL. Sixty-two percent (62%) of respondents agreed (4 or 5 out of 5) that the focus of the EFCL includes issues that have city wide implications for community leagues, while fifty-nine percent (59%) agreed (4 or 5 out of 5) that the focus of the EFCL includes issues that affect a majority of community leagues either directly or indirectly. Forty-six percent (46%) agreed (4 or 5 out of 5) that the focus of the EFCL includes issues that will affect future community leagues where there are currently none. See Table 23, below.

Table 23

<b>Please rate your level of agreement with each of the following statements...</b>						
	<b>Percent of Respondents (n=496)</b>					
	<b>Strongly disagree (1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>Strongly agree (5)</b>	<b>Mean (out of 5)</b>
The focus of the EFCL includes issues that have a city wide implication for community leagues	1	1	26	32	30	4.01
The focus of the EFCL includes issues that affect a majority of community leagues either directly or indirectly	1	2	26	33	26	3.93
The focus of the EFCL included issues that will affect future community leagues where there are currently none, in order to support their long term interests	2	3	34	26	20	3.70

Respondents that disagreed that the focus of the EFCL includes issues that have a city wide implication for community leagues (n=8) were asked why they provided that rating. See Table 24, below.

Table 24

<b>Why do you disagree that the focus of the EFCL includes issues that have a city wide implication for community leagues?</b>	
<b>Base: Respondents that disagreed with the statement “the focus of the EFCL includes issues that have a city wide implication for community leagues”</b>	<b>Number of Respondents (n=8)</b>
EFCL only involved if more than 30% of leagues are affected	1
Have not seen any involvement on their league	1
EFCL should support all aspects of community leagues	1
Don't know much about the EFCL	1
EFCL should treat each community league uniquely	1
Refuse, Don't Know	2

Respondents that disagreed that the focus of the EFCL includes issues that affect a majority of community leagues directly or indirectly were asked to elaborate. See Table 25, below.

Table 25

<b>Why do you disagree that the focus of the EFCL includes issues that affect a majority of community leagues either directly or indirectly?</b>	
<b>Base: Respondents that disagreed with the statement “the focus of the EFCL includes issues that affect a majority of community leagues either directly or indirectly”</b>	<b>Number of Respondents* (n=14)</b>
Have not seen any support from the EFCL	2
EFCL only focuses on specific issues	1
EFCL does not advocate for all leagues	1
Unclear about EFCL focus	1
Treat each league separately	1
EFCL covers all communities	1
Should help on issues that covers few	1
Refuse, Don't know	6

\*Multiple mentions

Respondents that disagreed that the focus of the EFCL included issues that will affect future community leagues where there are currently none, in order to support their long term interests, were asked why they provided that rating. See Table 26, below.

Table 26

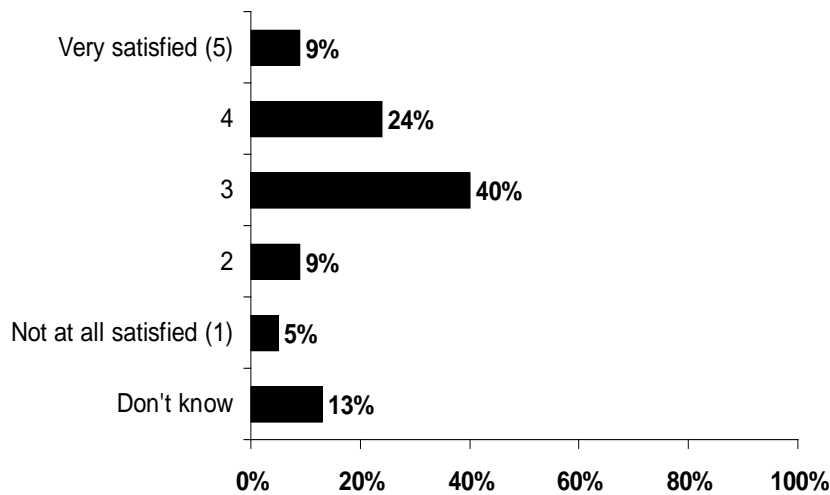
<b>Why do you disagree that the focus of the EFCL includes issues that will affect future community leagues where there are currently none, in order to support their long term interests?</b>	
<b>Base: Respondents that disagreed with the statement “the focus of the EFCL includes issues that will affect future community leagues where there are currently none, in order to support their long term interests”</b>	<b>Number of Respondents* (n=24)</b>
Should focus on existing leagues first	6
Don't make more communities	2
Focus on existing issues	2
Don't know what the issues are	1
Older communities require more focus than new ones	1
Federation should help new leagues	1
New leagues currently being left out	1
Uncertain of long term goals	1
Refuse, Don't Know	9

\*Multiple mentions

Respondents were asked how satisfied they were with the EFCL's current level of involvement in supporting and representing their community league. Thirty-three percent (33%) of respondents were satisfied (4 or 5 out of 5) with the EFCL's current level of involvement, while 14% were dissatisfied (1 or 2 out of 5). Forty-percent (40%) of respondents were moderately satisfied with the EFCL's current level of involvement. See Figure 7, below.

Figure 7

**How satisfied are you with the EFCL's current level of involvement in supporting and representing your community league?**



n= 496

Respondent subgroups significantly more likely to be dissatisfied with the EFCL's current level of involvement included:

- ◆ Respondents that have been or currently are the President or Vice President of their community league (22% versus 13% that have been or currently are in a different position with their community league).

Respondents that were dissatisfied with the EFCL's current level of involvement in supporting and representing their community league were asked why they provided that rating. Twenty-six percent (26%) indicated that they have no idea what the EFCL can do for their community, while 25% indicated that they have had no contact with the EFCL. See Table 27, on the next page.

Table 27

<b>Why dissatisfied with the EFCL's current level of involvement in supporting and representing your community league?</b>	
<b>Base: Respondents dissatisfied with the EFCL's current level of involvement with their community league</b>	<b>Percent of Respondents* (n=73)</b>
Don't know what EFCL can do for our community	26
No contact with EFCL	25
No support from EFCL	15
Only hear from them via newsletter	8
EFCL is outdated	3
New league, not a priority for EFCL	3
Dislike methods used by EFCL	3
Other (<2%)	14
Refuse, Don't know	18

\*Multiple mentions

Respondents were asked if they had any suggestions for the EFCL about how they could better support or represent community leagues. Respondents that had a suggestion (n=152) were asked to specify how they felt the EFCL could better support community leagues. See Table 28, below.

Table 28

<b>Suggestions for how EFCL could improve support for community leagues</b>	
<b>Base: Respondents that provided as suggestion for the EFCL to improve its support of community leagues</b>	<b>Percent of Respondents* (n=152)</b>
Send representative to local meetings	32
Better communication	16
Define the role of the EFCL	9
Provide training, workshops	9
Assign a rep to each community/develop a more personal relationship	7
Provide more support	5
Provide a database of contractors, past problems, developments	3
Assist in getting grants/funding	3
Have more paid staff/better staff	3
Other (<3%)	24
Refuse, Don't know	8

\*Multiple mentions

Respondent subgroups significantly more likely to suggest that sending a representative to local meetings would improve EFCL support of community leagues included:

- ◆ Respondents that currently hold or have held a position in their community league other than the President or the Vice President (39% versus 19% that have been or currently are the President or Vice President of their community league).

Respondent subgroups significantly more likely to suggest that the EFCL needs to better define its role in order to improve the support of community leagues included:

- ◆ Respondents that have been community league members for 5 years or less (15% versus 3% that have been community league members for 6 years or more).

Respondent subgroups significantly more likely to suggest that providing a database of contractors, past problems and developments would improve EFCL support of community leagues included:

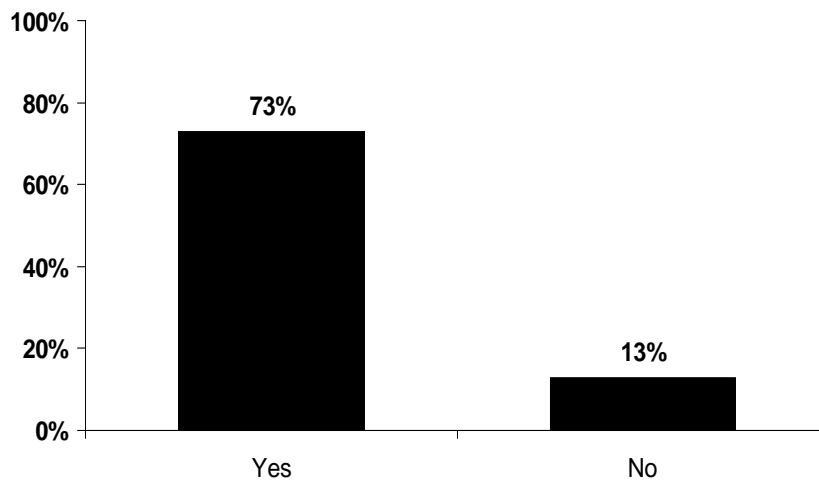
- ◆ Respondents that have been or currently are the President or Vice President of their community league (7% versus 1% that have been or currently are in a different position).

### 3.7 Feedback

Respondents were asked if they would gather feedback from their community league members if the EFCL needed feedback from their community league regarding an urgent issue. Seventy-three percent (73%) responded that they would gather feedback from community league members on an important issue, while 13% would not. See Figure 8, below.

Figure 8

#### Would you gather feedback from your community league members?



n= 496

Respondent subgroups significantly more likely to indicate that they would gather feedback from their community league members included:

- ◆ Respondents that currently are or have been the President or Vice President of their community league (84% versus 72% that currently are or have been in a different position).

Respondents that indicated they would gather feedback from their community league members regarding an urgent issue most commonly mentioned they would use email (31%), call a meeting (30%), or distribute a newsletter (28%). See Table 29, on the next page.

Table 29

<b>How would you gather feedback from your community league members?</b>	
<b>Base: Respondents that indicated they would gather feedback from their community league members</b>	<b>Percent of Respondents* (n=364)</b>
By email	31
Call a meeting	30
Through the newsletter	28
Surveys	17
Post on the website	14
By phone	11
Word of mouth	5
Through a mail out/flyer	4
Other (<4%)	16
Refuse, Don't know	10

\*Multiple mentions

Respondent subgroups significantly more likely to indicate they would gather feedback by email included:

- ◆ Respondents that have been community league member for 5 years or less (35% versus 25% that have been community league members for 6 years or more); and
- ◆ Respondents whose community league communicates with their members in a different manner than with the community (43% versus 25% whose community leagues do not communicate differently).

Respondent subgroups significantly more likely to indicate they would gather feedback through the newsletter included:

- ◆ Respondents that currently are or have been the President or the Vice President of their community league (37% versus 25% that currently are or have been in a different position).

Respondent subgroups significantly more likely to indicate they would gather feedback by phone included:

- ◆ Respondents that have been community league members for 6 years or more (16% versus 7% that have been community league members for 5 years or less); and
- ◆ Respondents that currently are or have been the President or the Vice President of their community league (19% versus 8% that currently are or have been in a different position).

Respondent subgroups significantly more likely to indicate they would gather feedback by word of mouth included:

- ◆ Respondents whose community leagues communicate with their members and the community in the same manner (7% versus 2% that communicate differently with their members than with the community).

Respondents were then asked what would be the biggest challenge in gathering feedback from their community league members. The most frequently mentioned challenge was getting people to respond (29%), followed by a lack of time (12%), lack of volunteers (11%), and lack of attendance (10%). See Table 30, below.

**Table 30**

<b>Biggest challenges in gathering feedback from members</b>	
	<b>Percent of Respondents* (n=496)</b>
Getting people to respond	29
Lack of time	12
Volunteers/manpower	11
Lack of attendance at meetings	10
Lack of interest	9
Contacting members	8
Apathy	5
People only respond to issues that directly affect them	3
None/no challenge	3
Resources/budget	3
Other (<3%)	12
Refuse, Don't know	17

\*Multiple mentions

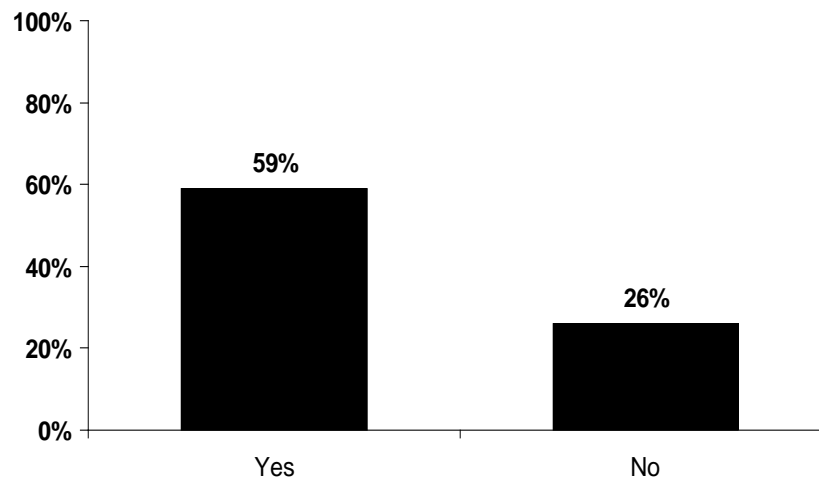
Respondent subgroups significantly more likely to indicate that getting people to respond would be the biggest challenge in gathering feedback included:

- ◆ Respondents that currently are or have been the President or the Vice President of their community league (8% versus 2% that currently are or have been in a different position).

Respondents were also asked if they would gather feedback from the community at large if the EFCL needed feedback from their community league regarding an urgent issue. Fifty-nine percent (59%) responded that they would gather feedback on an important issue from the community at large, while 26% would not. See Figure 9, below.

**Figure 9**

**Would you gather feedback from the community?**



n= 496

Respondents that indicated they would gather feedback from the community regarding an urgent issue (n=290) most commonly mentioned they would gather information through a newsletter (33%) or call a meeting (24%). See Table 31, on the next page.

Table 31

How would you gather feedback from the community?	
Base: Respondents that indicated they would gather feedback from the community regarding an urgent issue	Percent of Respondents* (n=290)
Through the newsletter	33
Call a meeting	24
Post on website	14
Surveys	14
By email	12
Door to door canvas	9
Through a mail out	8
By phone	6
Message display boards	6
Word of mouth	4
Other (<3%)	9
Refuse, Don't know	20

\*Multiple mentions

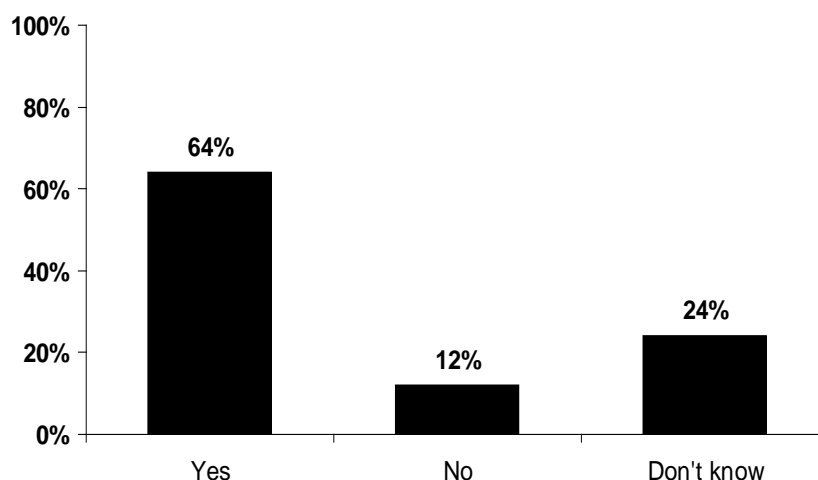
Respondent subgroups significantly **more likely** to indicate they would gather feedback by through a newsletter included:

- ◆ Respondents whose community leagues communicate with their members and the community in the same manner (38% versus 25% that communicate differently with their members than with the community).

Respondents were then asked if they thought it would be important to present all of the different viewpoints or the majority consensus of their members regarding an important issue. Sixty-four percent (64%) indicated they thought it was important to present different viewpoints or the majority consensus, while 12% thought it was not important. See Figure 10, on the next page.

Figure 10

**Important to present viewpoints or majority consensus of members?**



n= 496

Respondents that indicated they felt it would not be important to present different viewpoints or the majority consensus of their members were asked why they did not feel it was important. One-third (33%) of respondents stated that community leagues should stick to the main issues, while 18% stated they felt it would be too much work. See Table 32, below, for other mentions.

Table 32

<b>Why would it not be important to present all of the different viewpoints or the majority consensus of your members?</b>	
<b>Base: Respondents that feel it is not important to present the majority consensus of their community league's members</b>	<b>Percent of Respondents* (n=61)</b>
Stick to main issues/relevant issues	33
Too much work/too time consuming	18
Community do not care	16
All views are important	12
Opinions vary/issues differ	5
Viewpoints may not be valid	3
Depends on the question/issue	3
Issues should be dealt with by community league board	2
Refuse, Don't know	18

\*Multiple mentions

Respondents that indicated they felt it would be important to present the different viewpoints of their members were asked why they felt it was important. Fifty-two percent (52%) of respondents stated that all views are important, while 14% stated community leagues should stick to the relevant issues. See Table 33, below, for other mentions.

Table 33

<b>Why would it be important to present all of the different viewpoints or the majority consensus of your members?</b>	
<b>Base: Respondents that felt it is important to present all of the viewpoints of their community league members</b>	<b>Percent of Respondents* (n=317)</b>
All views are important	52
Stick to main issues/relevant issues	14
Increases level of awareness	6
Opinions vary/communities are diverse	4
Other (<3%)	10
Refuse, Don't know	16

\*Multiple mentions

### 3.8 EFCL and Community League Engagement

Respondents were asked to rate how effective they felt certain methods would be for the EFCL to keep them informed, using a scale of 1 to 5, where 1 means “not at all effective” and 5 means “very effective”. Sixty-four percent (64%) of respondents felt that email would be the most effective method for keeping them informed, followed by bi-monthly newsletters (40%). See Table 34, below.

Table 34

<b>How effective would each of the following methods be for the EFCL to keep you informed</b>						
	<b>Percent of Respondents (n=496)</b>					
	<b>Not at all effective (1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>Very effective (5)</b>	<b>Mean (out of 5)</b>
Information emailed to you	7	4	20	31	33	3.85
Through the bi-monthly newsletter	5	7	38	27	13	3.40
Information or letters mailed to you by post	11	13	34	22	14	3.17
Through the EFCL website	17	19	27	20	9	2.84

Respondents that felt information sent by mail would not be effective were asked why they provided that rating. See Table 35, below.

Table 35

<b>Why would information or letters mailed to you by post not be effective?</b>	
<b>Base: Respondents that felt information sent by mail would be ineffective</b>	<b>Percent of Respondents* (n=117)</b>
Email is better	19
Looks like junk mail	16
Don't read them	14
Too expensive	13
Receives too much already	11
Waste of paper	11
Too slow	10
Doesn't receive any information by this type of communication	8
Doesn't check mail often enough	5
Other (<5%)	9
Refuse, Don't know	12

\*Multiple mentions

Respondents that felt email was an ineffective way to keep them informed were asked why they provided that rating. See Table 36, below.

Table 36

<b>Why would information emailed to you not be effective?</b>	
<b>Base: Respondents that felt information sent by email would be ineffective</b>	<b>Percent of Respondents* (n=52)</b>
Doesn't have computer/email	31
Receives too much already	14
Doesn't check email often enough	12
Doesn't receive information by this type of communication	12
Doesn't read them	10
Looks like junk mail	8
Not everyone will read them/gets lost in spam	6
Would only skim the information then forget about it	4
Other (<3%)	4
Refuse, Don't know	8

\*Multiple mentions

Respondents that felt that bi-monthly newsletters would be an ineffective method for keeping them informed were asked why they provided that rating. See Table 37, below.

Table 37

<b>Why would bi-monthly newsletters not be effective?</b>	
<b>Base: Respondents that felt information sent by bi-monthly newsletters would be ineffective</b>	<b>Percent of Respondents* (n=62)</b>
Doesn't receive any information by this type of information	21
Doesn't read them	11
Looks like junk mail	10
Too expensive	10
Email is better	8
Waste of paper	8
Receives too much already	7
Faster through other means	5
Would only skim the information then forget about it	5
Other (<4%)	11
Refuse, Don't know	16

\*Multiple mentions

Respondents that felt that communication through the EFCL website would be an ineffective method to keep them informed were asked why they provided that rating. See Table 38, below.

Table 38

<b>Why would information on the EFCL website not be effective?</b>	
<b>Base: Respondents that felt information on the EFCL would be ineffective</b>	<b>Percent of Respondents* (n=176)</b>
Never gone to website	34
Doesn't check website often enough	17
Not enough time	14
Have to go to website on your own/not sent there	7
Doesn't have computer	7
Email is better	5
Website is poor/hard to navigate	5
Other (<3%)	8
Refuse, Don't know	13

\*Multiple mentions

Respondents were then asked to rate how effective they felt a number of different methods would be to involve and engage their community league in order to gather feedback, on a scale of 1 to 5, where 1 means "not at all effective" and 5 means "very effective". Fifty-eight percent (58%) of respondents felt that meetings of community league executives would be effective (4 or 5 out of 5), followed by 53% that felt that special issue meetings with community league executives would be effective (4 or 5 out of 5). See Table 39, below.

Table 39

<b>How effective would each of the following methods be for the EFCL involve and engage your community league in order to gather feedback?</b>						
	<b>Percent of Respondents (n=496)</b>					
	<b>Not at all effective (1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>Very effective (5)</b>	<b>Mean (out of 5)</b>
Meetings of community league executives in my area	1	6	28	39	19	3.73
Special issue meetings for community league executives	3	6	30	39	15	3.61
General meetings for community league presidents	4	8	33	30	17	3.52
Website surveys with community league executives	6	8	37	30	11	3.36
Committees	8	12	45	19	7	3.06

Respondents that felt that general meetings with community league Presidents would not be an effective method of engaging their community league were asked why they provided that rating. See Table 40, below.

Table 40

<b>Why would general meetings for community league Presidents not be effective?</b>	
<b>Base: Respondents that felt general meetings for community league Presidents would be ineffective</b>	<b>Percent of Respondents* (n=61)</b>
There are already too many meetings	23
No time for meetings	16
Meetings are not well attended	12
Only executives go	8
Our president doesn't go to meetings	8
Our president is not good at keeping us informed	7
Other (<4%)	16
Refuse, Don't know	13

\*Multiple mentions

Respondents that felt that special issue meetings for community league executives would not be an effective method of engaging their community league were asked why they provided that rating. See Table 41, below.

Table 41

<b>Why would special issue meetings for community league executives not be effective?</b>	
<b>Base: Respondents that felt special issue meetings for community league executives would be ineffective</b>	<b>Percent of Respondents* (n=43)</b>
There are too many meetings	28
No time for meetings	16
Meetings are not well attended	16
Community leagues have their own specific issues to deal with	5
Other (<3%)	14
Refuse, Don't know	23

\*Multiple mentions

Respondents that felt that meetings of community league executives would not be an effective method of engaging their community league were asked why they provided that rating. See Table 42, below.

Table 42

<b>Why would meetings of community league executives in your area not be effective?</b>	
<b>Base: Respondents that felt meetings of community league executive in there are would be ineffective</b>	<b>Percent of Respondents* (n=36)</b>
No time for meetings	19
Too many meetings	14
Meetings are not well attended	11
Not interested	8
EFCL should come to meetings	6
Area councils do a good job for larger areas/should be recognized	6
Other (<4%)	11
Refuse, Don't know	28

\*Multiple mentions

Respondents that felt that committees would not be an effective method of engaging their community league were asked why they provided that rating. See Table 43, below.

Table 43

<b>Why would committees not be effective?</b>	
<b>Base: Respondents that felt committees would be ineffective</b>	<b>Percent of Respondents* (n=97)</b>
Too many meetings	27
No time for meetings	25
Lack of volunteers	12
Meetings are not effective	6
Not interested	5
Meetings not well attended	3
Other (<3%)	8
Refuse, Don't know	20

\*Multiple mentions

Respondents that felt that website surveys with community league executives would not be an effective method of engaging their community league were asked why they provided that rating. See Table 44, below.

Table 44

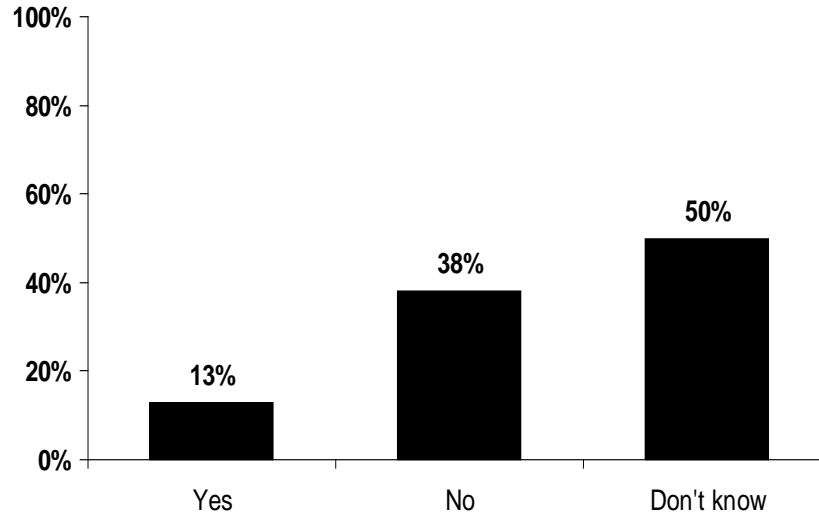
<b>Why would website surveys with community league executives not be effective?</b>	
<b>Base: Respondents that felt website surveys with community league executives would not be effective</b>	<b>Percent of Respondents* (n=67)</b>
Doesn't have a computer	19
Survey should be less time consuming	13
Meetings are better	12
Dislikes surveys	10
Results can be biased/not representative of community	8
No time	6
May not have enough information to give good responses	5
Web surveys have a poor response rate	5
Other (<4%)	12
Refuse, Don't know	22

\*Multiple mentions

Respondents were then asked if there were any other methods of getting information to them that would be effective. Thirty-eight percent (38%) stated that there were no other methods, while 13% had a suggestion. It is important to note that 50% of respondents provided no response. See Figure 11, on the next page.

Figure 11

**Are there any other ways of getting information to you that would be effective?**



n= 496

Respondents that had a suggestion (n=63) for other effective ways of receiving information were asked to elaborate. The two most common suggestions were that representatives of the EFCL should come to their meetings (40%) and that the EFCL should contact them via telephone (25%). See Table 45, below.

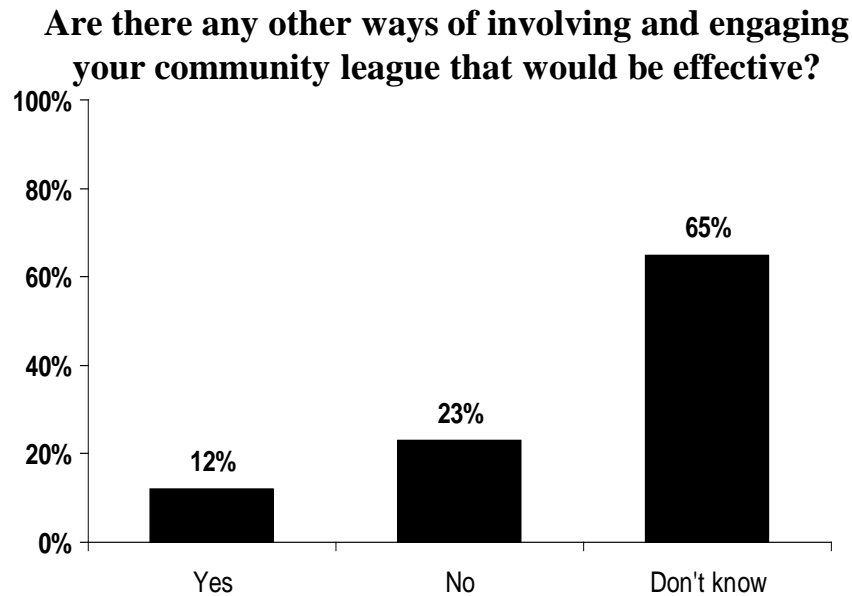
Table 45

<b>Are there any other ways of getting information to you that would be effective?</b>	
<b>Base: Respondents that provided a suggestion for other effective ways of receiving information</b>	<b>Percent of Respondents* (n=63)</b>
Personal contact/come to our meetings	40
Telephone	25
Other (<2%)	46

\*Multiple mentions

Next, respondents were asked if there were any other ways of involving and engaging their community league that would be effective. Twenty-three percent (23%) indicated that there were no other methods, while 12% had a suggestion. It is important to note that 65% of respondents provided no response. See Figure 12, on the next page.

Figure 12



n= 496

Respondents that indicated they had a suggestion for other methods of involving and engaging their community league (n=61) were asked to elaborate. The most common responses were that EFCL representatives should attend their meetings (46%) and the EFCL should send flyers to their residents (10%). See Table 46, below.

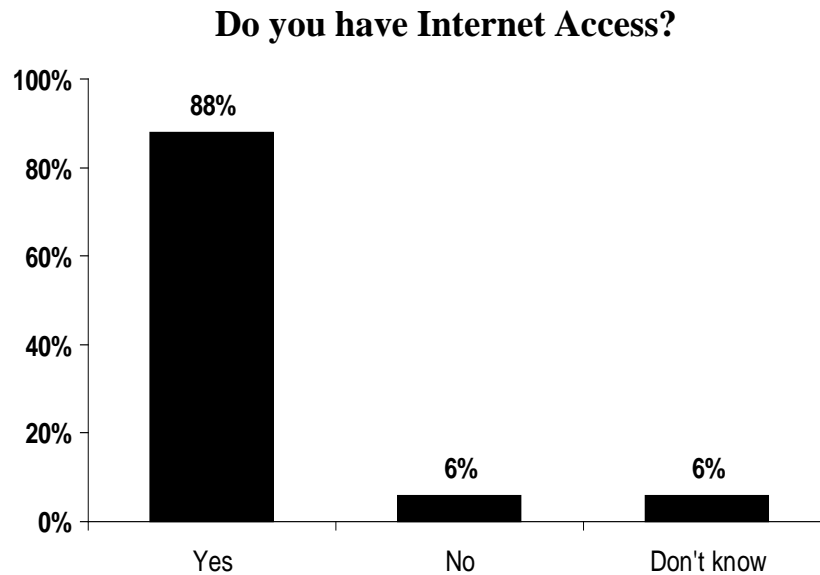
Table 46

<b>Are there any other ways of involving and engaging your community league that would be effective?</b>	
<b>Base: Respondents that provided a suggestion for other effective ways of involving and engaging their community league</b>	<b>Percent of Respondents* (n=61)</b>
Personal contact/come to our meetings	46
Send flyers to our residents	10
More relevant communication	8
Help with social events/activities	8
Leadership training/workshops	5
Get more youth involved	5
Other (<1%)	21

\*Multiple mentions

Respondents were then asked if they had access to the Internet. The majority (88%) indicated that they do have Internet access, while 6% did not. See Figure 13, below.

Figure 13



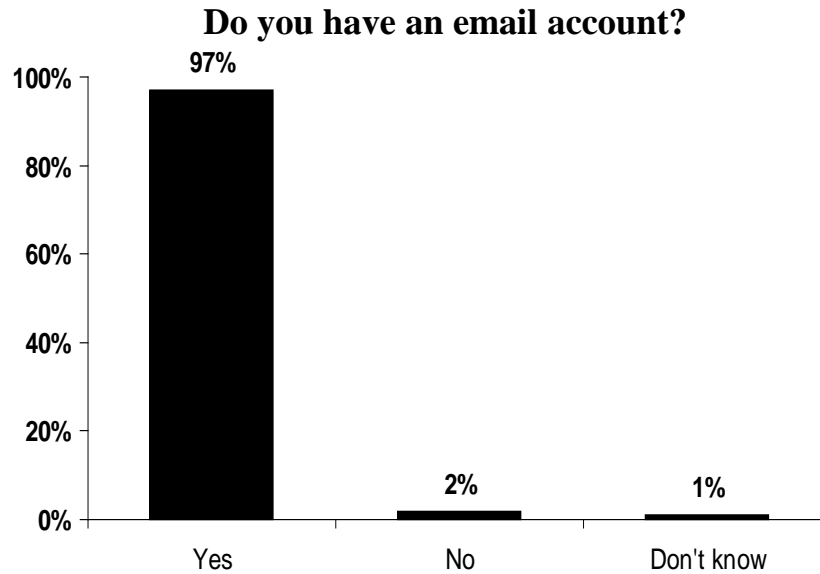
n= 496

Respondent subgroups significantly **more likely** to not have Internet access included:

- ◆ Respondents that have been community league members for 6 years or more (11% versus 3% that have been community league members for 5 years or less).

Respondents that had access to the Internet were then asked if they have an email account. The majority (97%) of respondents that have Internet access also have an email account, while only 2% indicated they do not have an email account. See Figure 14, below.

Figure 14



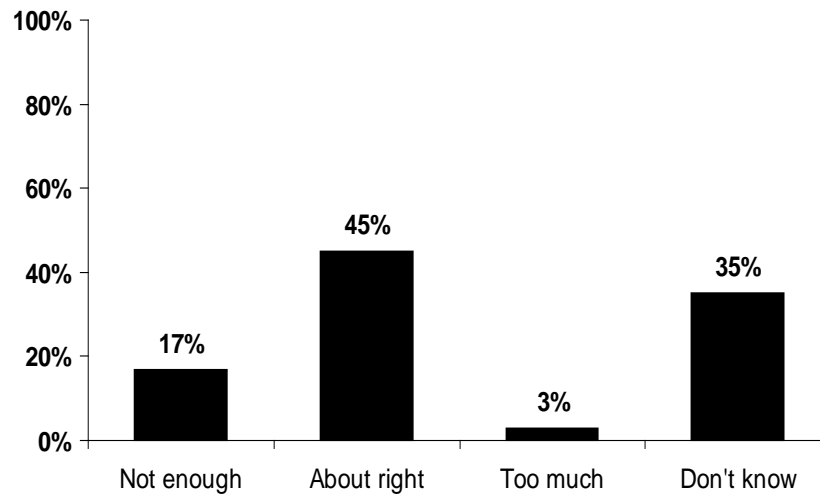
Base: Respondents that have access to the Internet

n= 435

Respondents were asked how they felt about the amount of information they received from the EFCL. Seventeen percent (17%) felt that they did not receive enough information, while 3% felt they received too much. Forty-five percent (45%) felt that they received the right amount of information. It is important to note that 35% of respondents provided no response. See Figure 15, below.

Figure 15

**How would you rate the amount of information provided to your community league by the EFCL?**



n= 496

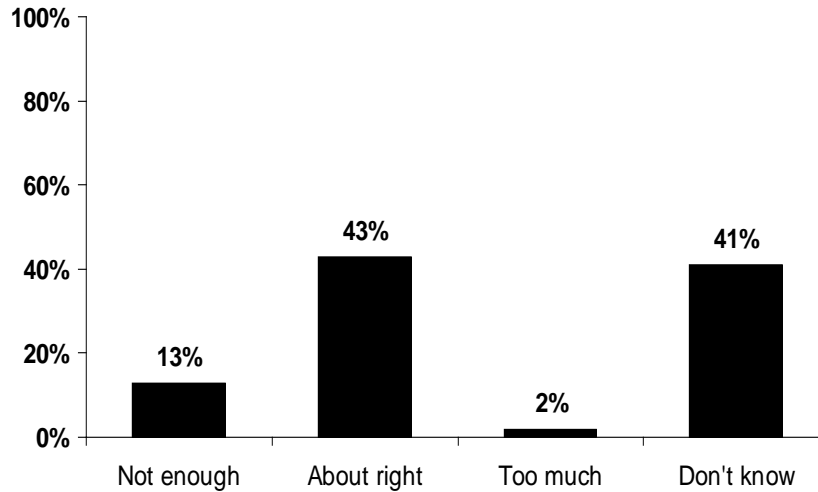
Respondent subgroups significantly **more likely** to feel that the amount of information they receive from the EFCL is about right included:

- ◆ Respondents that have been community league members for 6 years or more (54% versus 41% that have been community league members for 5 years or less).

Respondents were then asked how they felt about the amount of involvement and engagement asked of their community league by the EFCL. Thirteen percent (13%) felt that their community league was not asked to be involved enough, while 2% felt they were asked to be involved too much. Forty-three percent (43%) felt that the level of involvement asked of them by the EFCL was about right. It is important to note that 41% of respondents provided no response. See Figure 16, below.

Figure 16

**How would you rate the amount of involvement and engagement asked of your community league by the EFCL?**

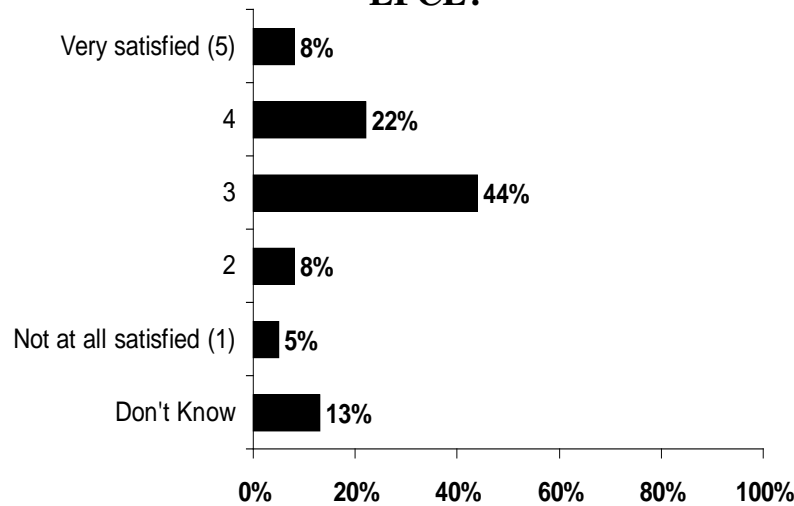


n= 496

Respondents were asked how satisfied they felt with the amount of information their community league received from the EFCL. Thirty percent (30%) of respondents were satisfied (4 or 5 out of 5) with the amount of information they received, while 13% were dissatisfied (1 or 2 out of 5) and 44% were moderately satisfied (3 out of 5). See Figure 17, below.

Figure 17

**How satisfied are you with the amount of information your community league currently receives from the EFCL?**



n= 496

Respondents that were dissatisfied (1 or 2 out of 5) with the amount of information their community league receives from the EFCL (n=64) were asked why they provided that rating. The most common response was that they simply don't receive any information from the EFCL (45%). See Table 47, below.

Table 47

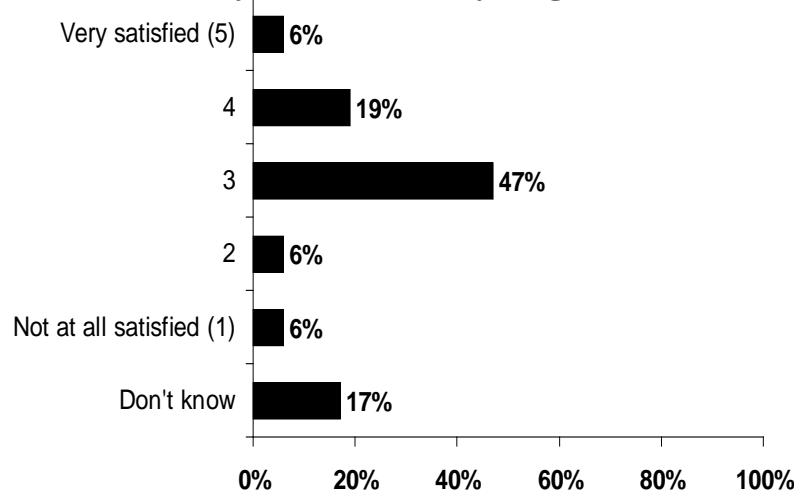
<b>If you indicated you are not satisfied, why did you provide this rating?</b>	
<b>Base: Respondents that were not satisfied with the amount of information received from the EFCL</b>	<b>Percent of Respondents* (n=64)</b>
Don't get information from EFCL	45
Communication hasn't been helpful	9
EFCL should have orientation for community leagues	3
EFCL doesn't send information to everyone in the community league	3
Never had any person to person contact with the EFCL	3
Other (<3%)	13
Refuse, Don't know	28

\*Multiple mentions

Finally, respondents were asked how satisfied they were with the level of involvement and engagement that the EFCL currently seeks from their community league. One-quarter (25%) of respondents were satisfied (4 or 5 out of 5) with the amount of involvement asked of their community league, while 12% were dissatisfied (1 or 2 out of 5). Forty-seven percent (47%) of respondents indicated they were moderately satisfied (3 out of 5) with the level of involvement asked of their community league. See Figure 18, below.

Figure 18

**How satisfied are you with the amount of involvement and engagement that the EFCL currently seeks from your community league?**



n= 496

Respondent subgroups significantly **more likely** to be dissatisfied with the level of involvement as of their community league included:

- ◆ Respondents that have been or currently are the President or Vice President of their community league (19% versus 11% that have been or currently are in a different position).

Respondents that indicated they were dissatisfied (1 or 2 out of 5) with the level of involvement asked of their community league by the EFCL (n=61) were asked why they provided that rating. Thirty-six percent (36%) of respondents indicated they had a lack of knowledge and communication with the EFCL, while 13% indicated they had never been asked for involvement. See Table 48, below.

Table 48

<b>If you indicated you are not satisfied, why did you provide this rating?</b>	
<b>Base: Respondents that were dissatisfied with the level of involvement asked of their community league</b>	<b>Percent of Respondents* (n=61)</b>
Lack of knowledge about EFCL/lack of communication	36
Haven't been asked for involvement	13
Never see members of EFCL	10
Need more support from EFCL	8
They add too much work	7
Only ask for yearly fees	3
Other (<3%)	6
Refuse, Don't know	26

\*Multiple mentions

## **APPENDIX A – SURVEY INSTRUMENT**