



**2004
Public
Satisfaction
Survey**

Research Results

Report Prepared by Phil Kreisel, Ph.D.
Corporate Planning & Intergovernmental Affairs

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EXECUTIVE SUMMARY

The 2004 Public Opinion Survey on Services and Life in Strathcona County was undertaken in December 2004 to obtain perceptions on the quality of life of residents living in Sherwood Park and rural parts of Strathcona County. This is the seventh year that a formal satisfaction study of residents has been conducted. Overall, the following information was extracted from the data:

1. Residents of Strathcona County continue to have very positive perceptions toward the quality of life that they have for themselves and for their families, particularly since almost all of the people interviewed would recommend Strathcona County as a place to live. With respect to four broad aspects of life in Strathcona County, *a place to raise children* was the highest overall (86.9% rated very high or high). This was followed by *a safe community* (76.4% rated very high or high), *balancing needs and interests of people living throughout the County* (61.5% rated very high or high) and *the quality of the natural environment* (58.5% rated very high or high).
2. The positive views that people had toward the living in the County as a whole extended to the general satisfaction level for 19 specific services offered by County staff. The overall results, sorted by mean score, are shown in Table A on the next page. Services that residents were particularly rated highly included the *indoor recreation facilities, fire & ambulance services* and *the County Library*. It should also be noted that *garbage collection* was ranked much higher in this year's survey based on the mean score (4th overall) compared to an 8th overall rank in 2003. The services that received lower satisfaction ratings were *land use planning, building permit & inspection services, weed control & other agricultural services* and *bylaw enforcement*. *Winter road maintenance* was another service that had a lower rating among residents.
3. It should be noted that in this survey, as in previous years, residents rated all 19 services as a whole. There were no additional questions asked about other aspects of these county services. Individual departments can utilize the results from this survey

as an overall perceptual measurement. However, individual departments may wish to consider customized detailed surveys in order to get feedback from the users and/or residents in the County on specific aspects of their departments, and many departments are doing this now as the need arises.

Table A
Overall Satisfaction Levels with Municipal Services by County Residents¹

	Mean Score ²	Level of Satisfaction				
		Very High	High	Average	Low	Very Low
Indoor recreation facilities (arenas and pool)	4.33	48.6%	40.4%	7.6%	2.1%	1.3%
Fire and ambulance services	4.26	43.1%	44.1%	9.2%	3.2%	0.5%
Strathcona County Library	4.14	34.7%	47.0%	15.4%	2.8%	0.0%
Garbage collection	4.02	34.6%	43.5%	13.4%	5.9%	2.5%
Parks, green spaces and sports fields	3.99	29.8%	45.8%	19.3%	4.0%	1.1%
Information and Volunteer Centre	3.99	30.6%	41.6%	24.7%	2.7%	0.4%
RCMP services	3.89	28.4%	41.8%	22.1%	6.3%	1.5%
Family support services	3.86	23.7%	45.7%	24.1%	5.4%	1.1%
Urban street maintenance in summer	3.71	15.3%	48.1%	30.7%	4.3%	1.6%
Water and sewer services	3.69	24.0%	41.1%	21.0%	8.2%	5.7%
Economic development	3.68	14.8%	46.8%	32.3%	4.1%	2.0%
Waste recycling services	3.58	25.2%	34.3%	20.4%	14.1%	6.0%
Rural road maintenance in summer	3.53	11.6%	41.8%	36.5%	7.7%	2.4%
Public transit services	3.50	15.9%	42.2%	22.2%	14.8%	4.8%
Bylaw enforcement	3.46	13.6%	37.0%	35.0%	10.5%	3.9%
Winter road maintenance, snow removal and ice control	3.38	14.3%	36.0%	30.1%	13.1%	6.5%
Agricultural services (weed control and wildlife mgmt)	3.38	9.3%	41.1%	32.8%	12.1%	4.8%
Permit and inspection services	3.31	10.8%	35.9%	33.8%	12.9%	6.6%
Land use planning	3.08	5.5%	28.3%	42.7%	15.7%	7.7%

¹ Please note that in this table, percentages add up to 100% for each item (by rows).

² The mean score is based on a five point scale, where the higher the mean score, the higher the satisfaction level with the particular service.

4. Residents were generally satisfied with the quality of new residential, commercial and industrial developments in the County, with the highest level of satisfaction resting with commercial developments (58.6% very high/high ratings), followed closely by residential developments (57% very high/high ratings). Just under half of the residents gave industrial developments a positive rating in 2004 (47.5% very high/high ratings). The majority of people felt that the number of commercial and industrial developments in the County was about right at the present time. However, a large percentage of residents (42.9%) felt that there may be too many residential developments occurring within the County as of 2004.
5. In terms of perceived value of services for the tax dollars paid, it was found that the perception that one is getting very good or good value for the tax dollars is holding steady among urban residents compared to previous years. The percentage of residents who felt this way was 53.3% in 2004, which was relatively close to the 56.2% of residents who felt this way in the 2003 survey (56.2%). 2001 (56.3%) and higher than the way residents felt in 2000 (48.1%).
6. In terms of perceived value of services for the tax dollars paid, there was much greater dissatisfaction among rural residents, and this pattern has not changed over the past 3 years of tracking this item. For rural residents, the perception that one is getting very good or good value for the tax dollars has fluctuated from 21.3% in 2000, bounced up to 28.4% in 2001 and increased slightly to 29.4% in 2003 and now registered at 30.7% in 2004. However, the percentage of rural residents who believe they are getting poor or very poor value for their tax dollars was 31.7% in 2004, which is higher than what was seen in 2003 (when 26.4% of rural residents were very dissatisfied).
7. Ratings of County staff on the provision of services to the public were favorable on all methods of service delivery, particularly *courtesy*. Moreover, the positive ratings for each of these came close to the ratings found in the 2003 survey.

8. There were many residents who made reference to the lack of a hospital or medical facilities in the County in this year's survey. While this has been mentioned in previous years, it seemed to be more of an issue this year compared to previous years. Furthermore, there are many residents who are not aware that the municipality cannot independently build a hospital (this is under provincial jurisdiction, though Capital Health). Nevertheless, it falls upon the municipality to consider being an advocate for the residents on this issue, and lobby other levels of government for action on this when necessary.

I. INTRODUCTION AND PURPOSE OF THE STUDY

In December 2004, Strathcona County conducted a satisfaction survey of its residents in order to obtain perceptions on the quality of life of residents living in Sherwood Park and rural parts of Strathcona County. This is the seventh year that a formal satisfaction study of residents has been conducted. The main purpose of this research was to identify and measure a series of factors (or impact of County services) that contribute to a person's satisfaction with the quality of life in Strathcona County.

As such, obtaining primary data from the residents themselves will provide Strathcona County departments with information that will enable County officials to make decisions that accurately reflect the perspectives and attitudes of residents. This report will provide a comprehensive review of all steps undertaken in the development and implementation of the survey, as well as a detailed summary of the results. A review of the methodology associated in the development and implementation of the survey can be found in the next section of this report.

II. METHODOLOGY

A. The Questionnaire

The questionnaire used in this study was a modification of the same instrument used in 2000 and 2001. The questions in the survey were retained in order to make valid comparisons with the previous year. One additional questions were added to this year's survey, this being a measurement of the extent that residents read one or both of the local newspapers. A copy of the questionnaire is located in Appendix A and as a separate electronic attachment.¹

B. Sampling Design and Data Collection Procedure

The sample frame used in this study were residents of Strathcona County who were 18 years of age or older. The sample frame incorporated a statistical proportion estimate of 0.5, which assumes that there is a homogeneous mixture of attitudes and opinions about the quality of life in Strathcona County. A 95% confidence interval was established for this study, which is standard for any public opinion study that utilizes a random sample of residents.

The sample frame consisted of 511 people living in urban² and rural parts of Strathcona County. The number of urban and rural residents was reflective of the proportionate distribution of residents living in Strathcona County. As such, 60.1% of the sample was drawn from the urban area, while 39.9% came from rural parts of Strathcona County. The sample frame provided overall results³ accurate to within $\pm 4.32\%$, 19 times out of 20.

A telephone survey research design was used to collect the data for this study. Respondents were contacted by telephone between December 4th and December 10th,

¹ The questionnaire can be found in the Corporate Planning library, document #5051.

² In this report, the urban component of Strathcona County is Sherwood Park.

³ The $\pm 4.35\%$ is the *margin of error* associated with this study and refers to the potential percentage spread that exists within answers to particular questions. This means that an answer could be up to 4.35% higher or lower than what is reported.

2004. Strathcona County derived telephone numbers from the Select Phone Canadian Edition database and randomized them for this study. Trained interviewers from Banister Research & Consulting Inc. made all telephone calls under supervised conditions. Each questionnaire took an average of 10 minutes to complete. The data was analyzed by Strathcona County's Corporate Planning Secretariat using SPSS for Windows.

III. RESULTS

This section of the report presents a summary of the results associated with the perceptions and awareness of residents. Socio-demographic comparisons, where significant, are also highlighted. Comparisons will also be made with data collected from 2000 through 2003 when significant differences occur.⁴

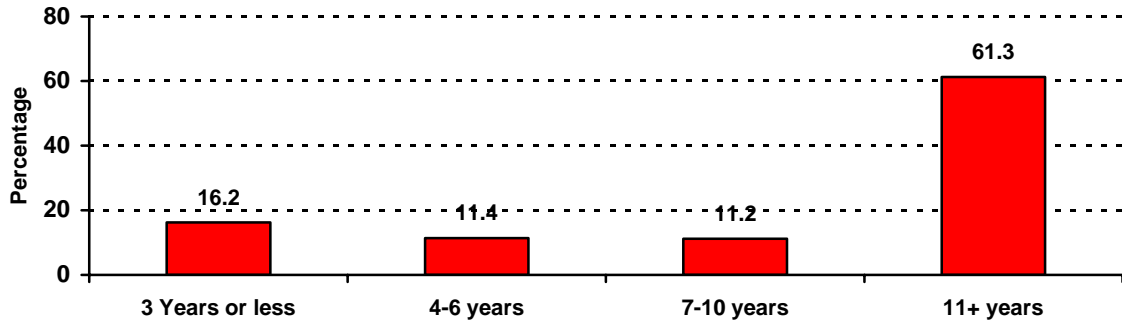
A. Demographic Overview

This section of the report presents an overview of the type of residents who were surveyed in the year 2004. As indicated in the previous section of this report, part of the sampling criteria was to survey the county by population density. The other sampling criteria was to obtain answers from approximately equal numbers of males and females. As such, in the sample, responses to the survey came from 45% of males and 55% of females. Almost all of the people interviewed were homeowners (91.6%), while the remaining residents were renters.

The majority of people who took part in the survey indicated that they were long term residents in the County. Figure 1 presents a breakdown of length of residence. It can be seen the majority of residents have lived in the county for more than 10 years. The average number of years that people lived in Strathcona County was 17.7 years.

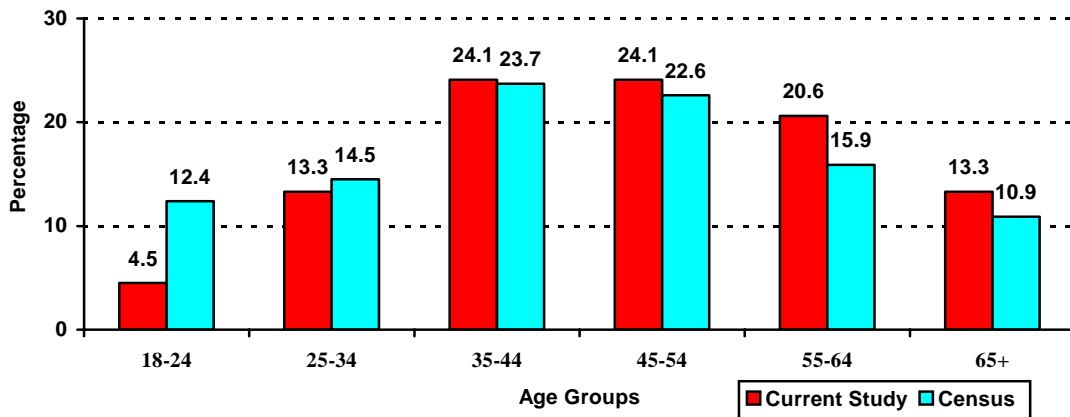
⁴ It should be noted that no satisfaction study was conducted in 2002, as this was the year that the county-wide Community Consultation project was done.

Figure 1
Length of Time in the County (2004 Respondents)



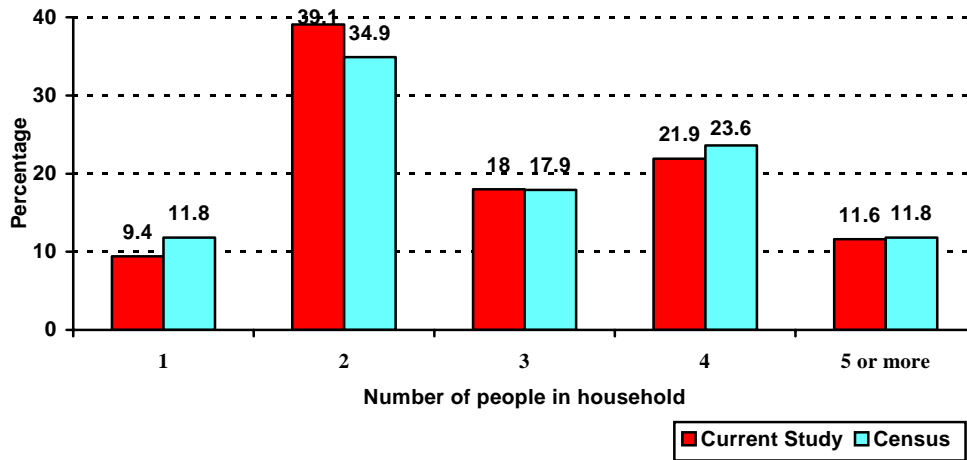
A breakdown of the age of the respondents by location in the County is shown in Figure 2. There was a relatively good representation from all age groups, though in comparison to the 2003 census, the 18-24 year age group was under-represented.

FIGURE 2
Age of Respondents
(Current 2004 Study and 2003 Census Comparison)



The household size of the respondents is shown in Figure 3. It can be seen that the household size in the sample frame corresponds very closely to the findings from the 2003 census.

FIGURE 3
Household Size
(Current 2003 Study and 2003 Census Comparison)



A breakdown of children in the household from the current study is shown in Figure 4.

FIGURE 4
Number of Children in Household (2004)

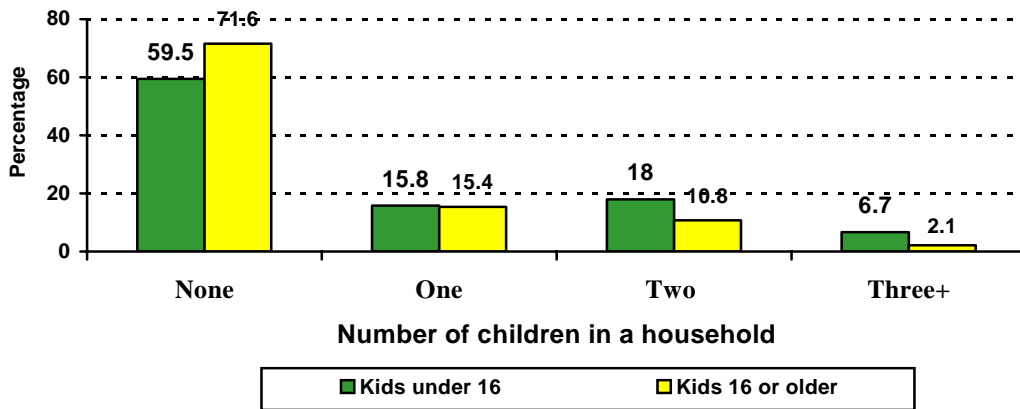
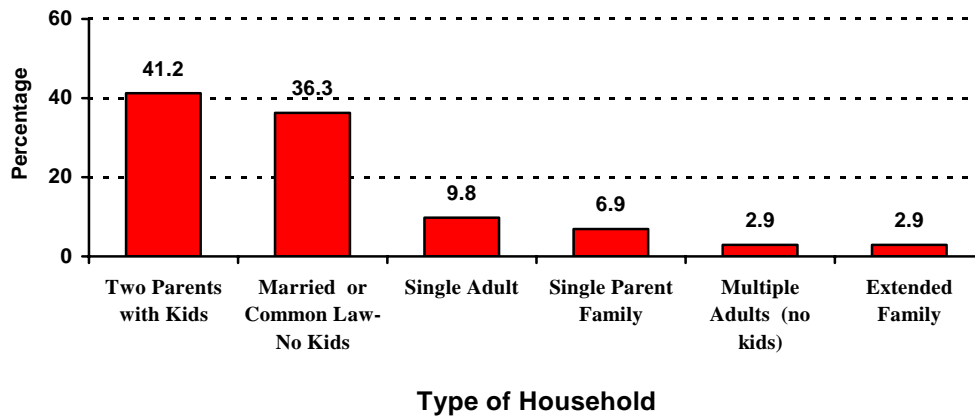


Figure 5 presents a breakdown of the family status of households. It can be seen that the majority of households can be classified as *parents with children living in the household*. The second most common category was people who were *married or*

common law but had no children living at home. This latter type of household were either young couples or older couples who no longer had children living at home (or who never had children).

FIGURE 5
Family Status (2004 Study)



In this year's survey, respondents were again asked if they presently did any volunteer work in Strathcona County. Overall, it was found that 31.8% of residents are volunteers, which is a drop of almost 7% from 2003. A further analysis revealed the following:

- On the basis of geographic location, in 2004, 26.1% of Sherwood Park residents volunteer compared with 23% of rural residents. There were 5.1% fewer rural residents and 7.7% fewer urban residents doing volunteer work in the community compared to 2003);
- Of the basis of gender, 24.9% of females said they volunteered, while 24.8% of males volunteered; and
- Volunteers came from all age groups.

In the latest study, it was found that 83.4% of Strathcona County residents had one or more members of the household who had access to the Internet in 2004. Figure 6 shows the internet access trends from 2000 to 2004, where it can be seen that internet access has increased steadily from 2000 to 2003, and maintained the present level among both Sherwood Park and Rural Strathcona residents since 2003.

FIGURE 6
Internet Access Trends (2000-2004)

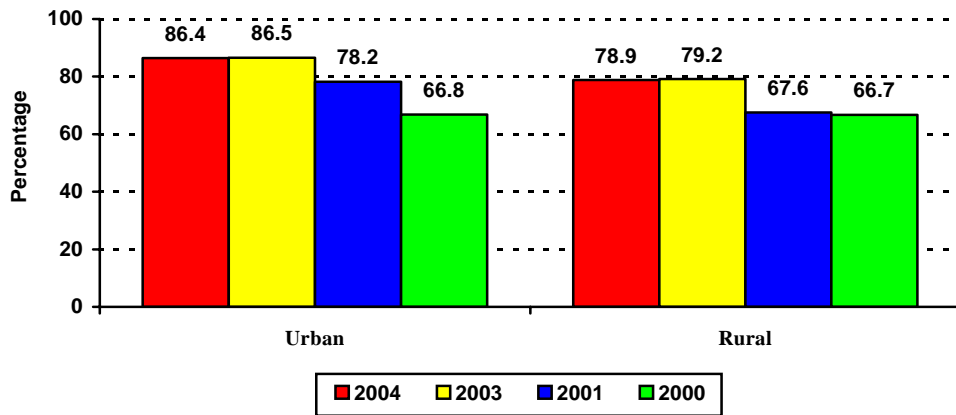
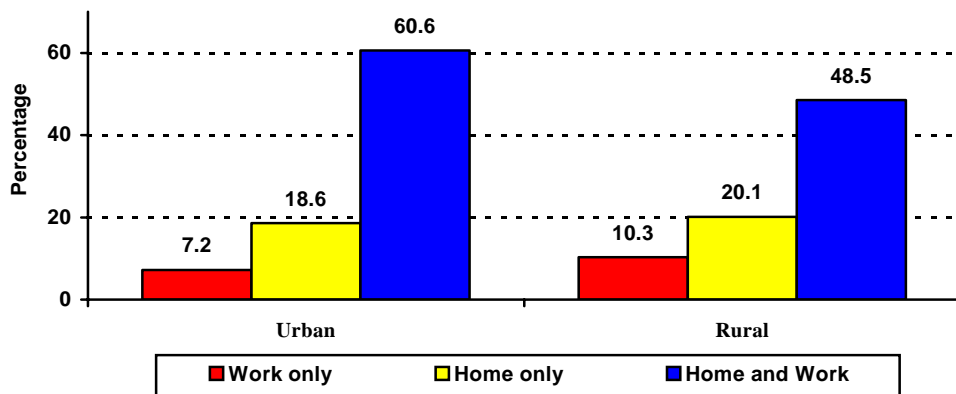


Figure 7 shows where residents are accessing the internet. It can be seen that most residents access the internet from both work and home settings, regardless of where they live within the County.

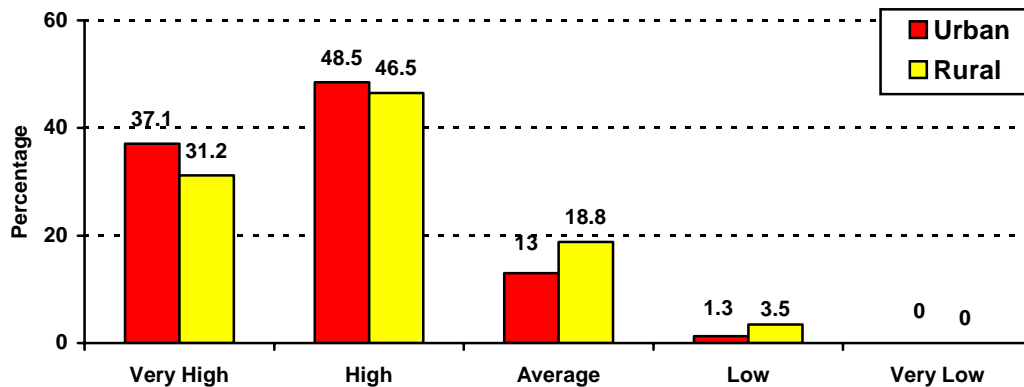
FIGURE 7
Where are Residents Using the Internet (2004)



B. Quality of Life in Strathcona County

Respondents were initially asked to indicate the extent that they were satisfied with life in Strathcona County. A breakdown by region is shown in Figure 8.

FIGURE 8
Quality of Life in Strathcona County
Urban & Rural Comparisons - Year 2004



Highlights from Figure 8

- Although the overall rating of Strathcona County was very positive regardless of where one lived in the County, it can be seen in Figure 8 that the “very high” and “high” quality of life ratings were slightly higher for urban residents than rural residents.
- A further analysis revealed that no significant differences were found among gender or family status for this item, with only a minor significant difference seen among age.
- A further analysis revealed that the level of satisfaction with the quality of life in Strathcona County for all residents was similar to past surveys conducted from 2000-2004.
- Respondents who rated the quality of life as low or very low were asked to indicate how the quality of life in Strathcona County could be improved. Although most people did not rate life in the County in this manner, the eleven residents (2.2% of the sample) who did made the following comments:
 - election concern...lives on acreage...no info received regarding voting process's for both elections⁵

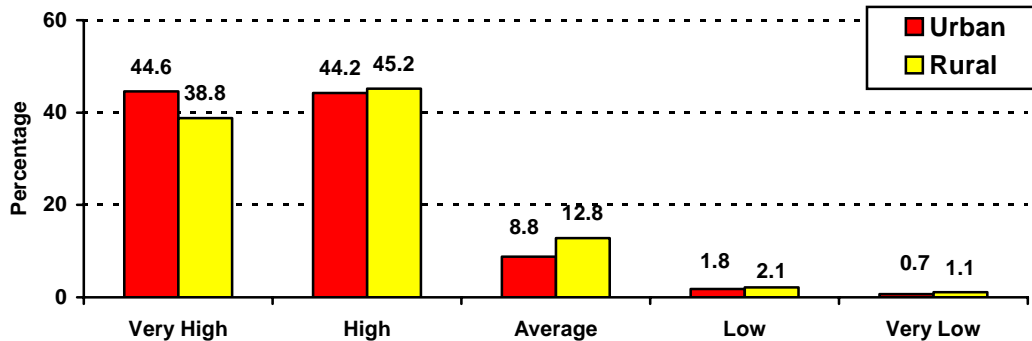
⁵ It appears that this resident is referring to the provincial and federal elections (which are not the County's direct responsibility), though it is possible that this could also refer to the 2004 municipal election as well.

- the county can be more helpful and give out more info when required, paving isn't very good (has phoned about it in July and hasn't been looked into)
- less County staff driving new vehicles and stop telling residents what needs to be done
- Farming - want US border open⁶
- Better snow removal services, a hospital, and senior care facilities. As well as more rec. facilities.
- The county doesn't respond to complaints, they don't seem to care.
- Build a Hospital.
- aldermen are not concerned with rural areas
- Weed control program goes on to acreages and tells people to control weeds. Lose birds due to herbicides. Areas on county property and business that are not weed controlled. Also a charge is given to the little guy.
- More detail to infrastructure.
- Don't allow so much industrial Slow response rates from county, they need to be quicker;

⁶ This is actually a federal government issue and is beyond the control of the County.

Figure 9 presents a breakdown of people's ratings of Strathcona County as a place to raise children by region.

FIGURE 9
Strathcona County as a Place to Raise Children
Urban & Rural Comparisons - Year 2004



Highlights from Figure 9

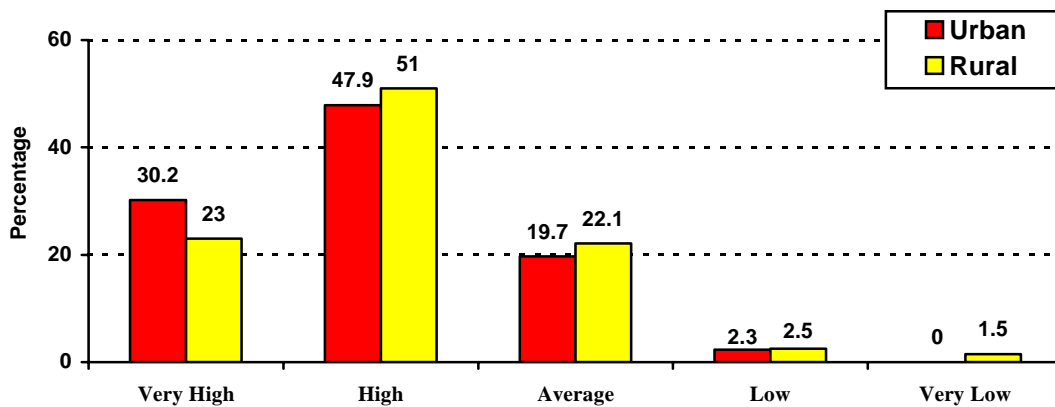
- The majority of people, regardless of where they live, perceive that Strathcona County was an excellent place to raise children, as the majority felt it was “high” or “very high.”
- Even though the ratings are high for this item, it can be seen in Figure 9 that slightly more Sherwood Park residents give a “very high” rating for this item compared to those living in rural Strathcona.
- No significant differences were seen within age groups or between gender groups for this item. Furthermore, no significant differences were seen on the basis of family status. Regardless of whether or not they have children in their household, adults perceive Strathcona County to be a very positive, family oriented community. This has been a consistent pattern over the past four years that this survey has been conducted in Strathcona County.
- Respondents who rated this item as low or very low were asked to indicate what improvements could be considered. The eleven residents⁷ (2.7% of the sample) who did made the following comments:
 - Five of the residents were concerned about pollution and air quality in the County and the effect on children – one of these residents mentioned a high asthma rate among children.

⁷ One of the comments referred to a perceived lack of action by the County on responding to survey results – this had nothing to do with raising children in the County.

- Three other residents were concerned with a perceived growing drug problem in the school system, with another two residents perceiving that there were more kids in the County who seemingly had “nothing to do” when school was not in session.

Figure 10 presents a breakdown by region pertaining to people’s ratings of Strathcona County as safe community to live in.

FIGURE 10
Strathcona County as Safe Place to Live
Urban & Rural Comparisons - Year 2004



Highlights from Figure 10

- The majority of people felt that Strathcona County was a safe community to live in. However, it can be seen that people living in the urban center were more inclined to give this a “very high” rating compared to those living in rural regions. Conversely, slightly more people living in the rural area gave this an “average” rating than those living in the urban center did. This year’s findings for the rural area are very similar to results found in previous satisfaction surveys, while there was a minor drop in “very high” satisfaction with safety among those living in Sherwood Park compared to previous surveys. Nevertheless, the majority of residents, regardless of gender or age, felt quite safe living in Strathcona County.
- The main suggestion on how to make the County safer (noted from most of the fifteen people or 3% of the sample who gave safety in Strathcona County a “low” rating) was for an increased number of RCMP to be visible in the County, particularly with respect to petty crime and vandalism.

It can be seen from Figure 11 that there has been a small drop in perceptions of safety in Strathcona County being “very high” or “high” between 2003 and 2004.

FIGURE 11
Strathcona County as Safe Place to Live
Study Comparisons (1999-2004)

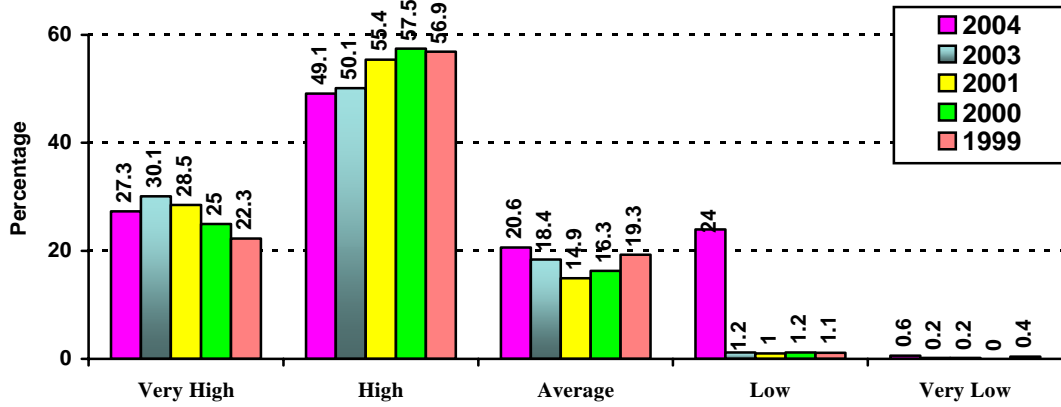
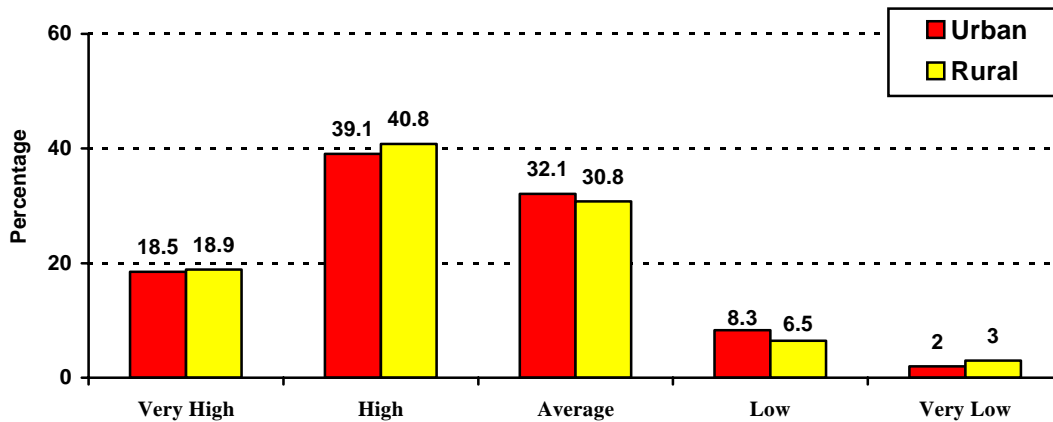


Figure 12 presents a breakdown by region pertaining to people's ratings of the quality of Strathcona County's natural environment.

FIGURE 12
Rating Strathcona County's Natural Environment
Urban & Rural Comparisons - Year 2004

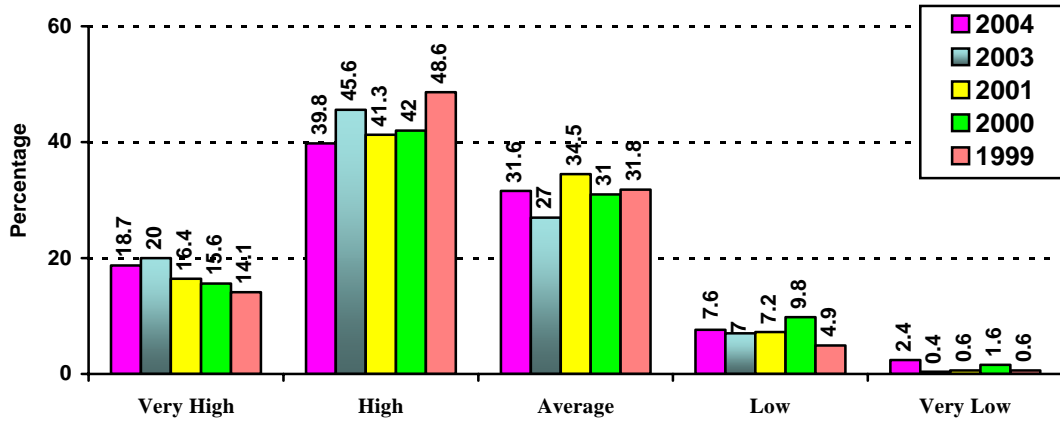


Highlights from Figure 12

- It can be seen that close to 60% of the population gave “very high” or “high” ratings for the quality of the County’s environment, regardless of where they lived. This pattern was similar to what was seen in the 2001 satisfaction survey.
- None of the demographic characteristics were factors in influencing how people rated the quality of the natural environment in Strathcona County.
- The 10% (or 50 residents) who gave “low” or “very low” ratings were asked to indicate their reasons for the rating. The most common concern conveyed by these residents was the quality of the air, especially around the industrial developments (particularly the refineries). Another comment echoed by a number of these residents was the loss of natural areas as a result of residential and commercial growth throughout the County, particularly in Sherwood Park.

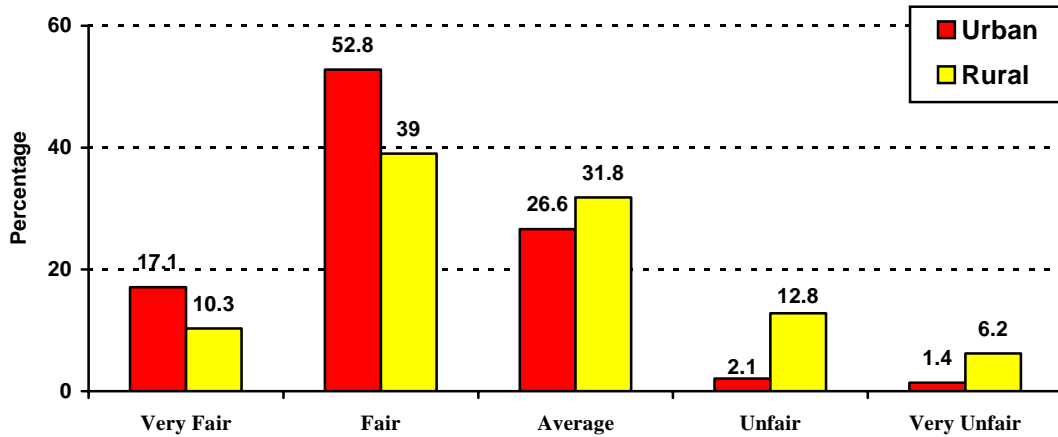
It can be seen from Figure 13 that “very high” and “high” ratings that people gave to the quality of Strathcona County’s natural environment dropped a small amount between 2003 and 2004.

FIGURE 13
Rating the Quality of Strathcona County’s Natural Environment
Study Comparisons (1999-2004)



Respondents were asked to rate how well the County Council and staff balanced the needs and interests of people living in different areas of the County. The results are shown in Figure 14.

FIGURE 14
Balancing the Needs and Interests of People Living in Strathcona County
Urban & Rural Comparisons - Year 2004



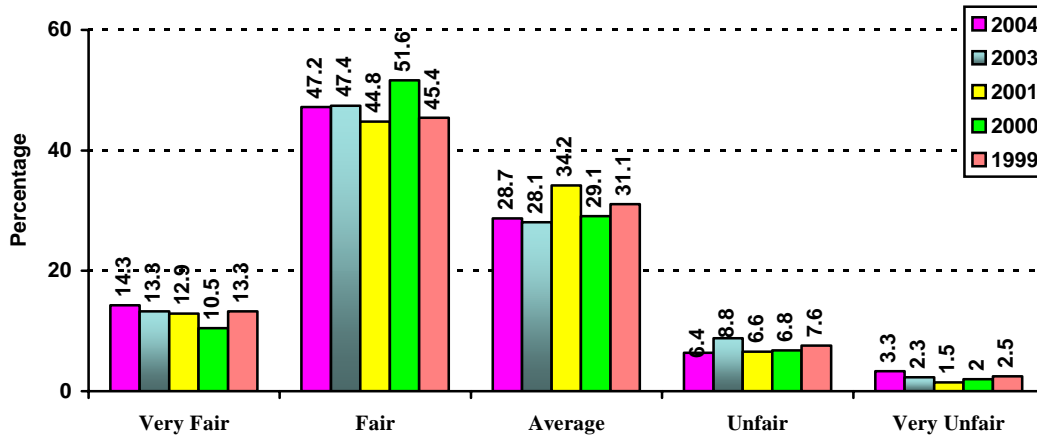
Highlights from Figure 14

- There was a difference in perception between rural and urban residents as to how fairly they believe people are treated in the County. It can be seen that considerably more people living in the urban area believe that they are treated fairly by County Council and staff compared to those living in rural regions.⁸
- Outside of residence location, the other demographic characteristics were not factors in influencing how people perceived the fairness of County Council and staff toward people living in different parts of Strathcona County.
- Residents who felt the County was unfair on this issue were asked to comment on why they felt that way. A variety of reasons were put forward by the 57 residents (9.7% of the sample), including a recurring perception that rural residents are not getting the same value for the tax dollars compared to urban residents. In particular, some rural residents were upset that they had to pay for services (such as waste removal) that were not actually provided to them by the County. However, there were also some concerns about maintaining

⁸ A chi-square procedure determined that there is a relationship between perception of balancing needs and interests of people within the County on the basis of where they live in Strathcona County ($\chi^2 = 38.18, 4 \text{ df}, p=.000$).

the streets and roads (e.g. paving, street lights, road signage, etc.) in both rural and urban areas of the County.

FIGURE 15
Balancing the Needs and Interests of People Living in Strathcona County
(1999-2003 Comparisons)

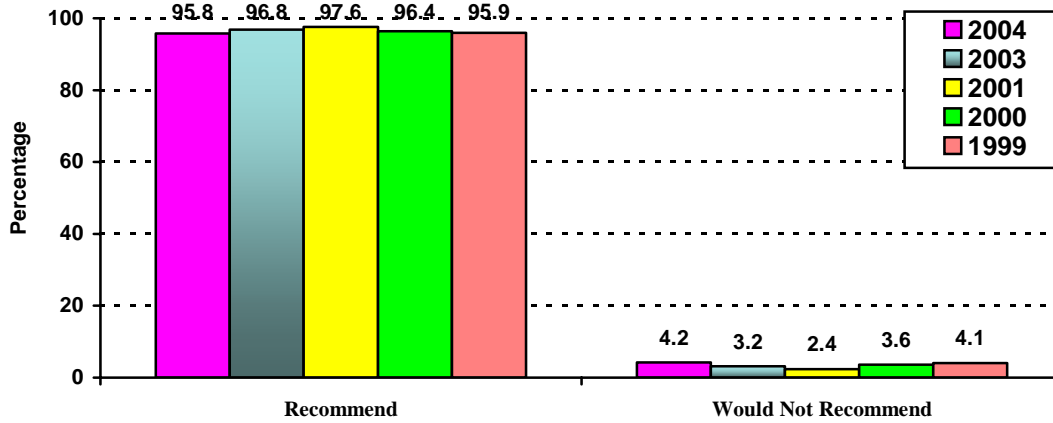


Highlights from Figure 15

- There has been an increase in positive perception among County residents as a whole between 1999 and 2004 on the issue of balancing the needs and interests of people living in Strathcona County. It can be seen that the overall ratings are very similar to 2004.

It can be seen in Figure 16 that almost all of the respondents would recommend Strathcona County to others as a place to live. This was almost identical to the satisfaction surveys done in previous years. The small percentage of people (4.2% or 21 residents) who would not recommend the County as a place to live were asked to indicate why they felt that way. Many residents who were dissatisfied had a perception that there was too much amount of growth occurring throughout the County, while others felt that the air quality had deteriorated to the point where they did not want to remain in the area. A couple of residents also wondered why, in the wake of fast growth, that there were no “essential” services such as a hospital in the County.

FIGURE 16
Recommendation of Strathcona County as a Place to Live
Study Comparisons (1999-2004)



C. Quality of Services Provided by Strathcona County

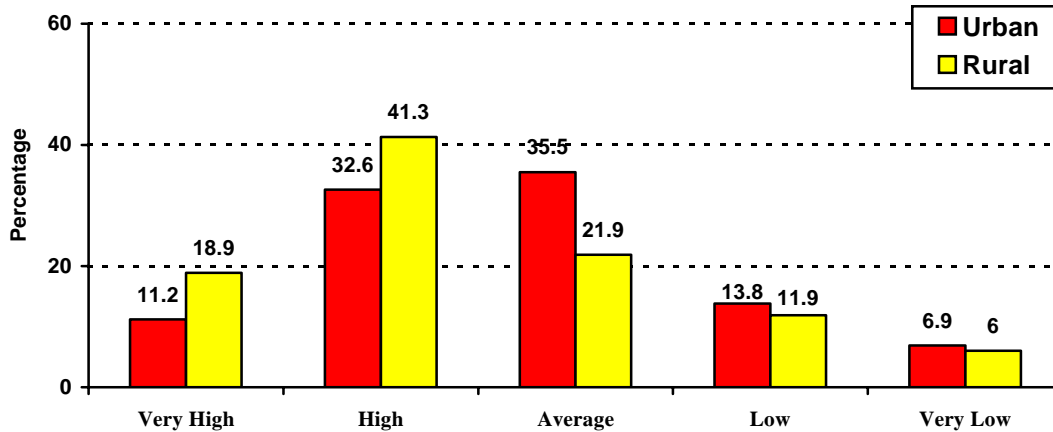
Residents of Strathcona County were asked a series of questions about what they thought of various services provided to them. Overall, respondents were asked to rate 19 different services. For each question, respondents rated the service using a 5 point Likert Scale, where a score of 1 was designated as “very high” and a score of 5 was designated as “very low.” Unless otherwise noted, the level of satisfaction that was found in 2004 for these services was similar to the data collected in 2003.

It should be noted that for all of these services, the percentages noted in the report are based on those people who expressed an opinion. People who stated that they “did not know” enough to provide a rating were removed from the percentage calculations.

Road Maintenance in Strathcona County

People were first asked to rate the quality of winter road maintenance. The overall results are depicted in Figure 17.

FIGURE 17
Quality of Winter Road Maintenance
Urban & Rural Comparisons - Year 2004



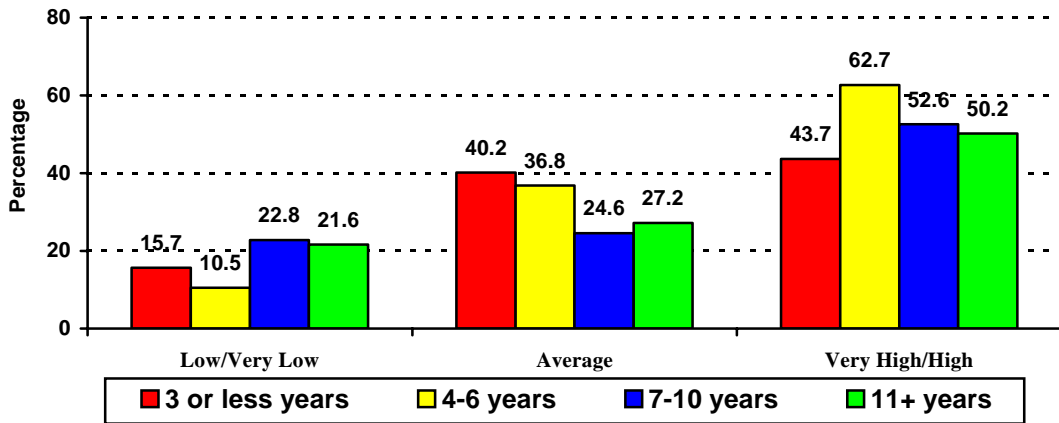
Highlights from Figure 17

- There was a difference in perception between rural and urban residents on winter road maintenance.⁹ People living in rural Strathcona County were more satisfied with the service than those living in the urban area.
- Outside of residence location, none of the other demographic characteristics influenced how people felt about winter road maintenance.
- Overall, 20.7% of urban residents (N=63) and 19.9% of rural residents (N=36) were not happy with the winter road maintenance, and were asked to suggest ways on how this could be improved. The main complaint was that the residential side streets in Sherwood Park should be done more frequently, particularly after a heavy snowfall. Many people had a perception that their streets were never done during the past year. A few people living in the rural areas also felt that the further one lived from Sherwood Park, the less likely it was that snow removal was done. Icy spots on many of the roads, particularly side streets was also an issue for many residents.

⁹ A chi-square procedure determined that there is a relationship between where one lived and how satisfied one is with the winter road maintenance in Strathcona County ($\chi^2 = 15.88, 4 \text{ df}$).

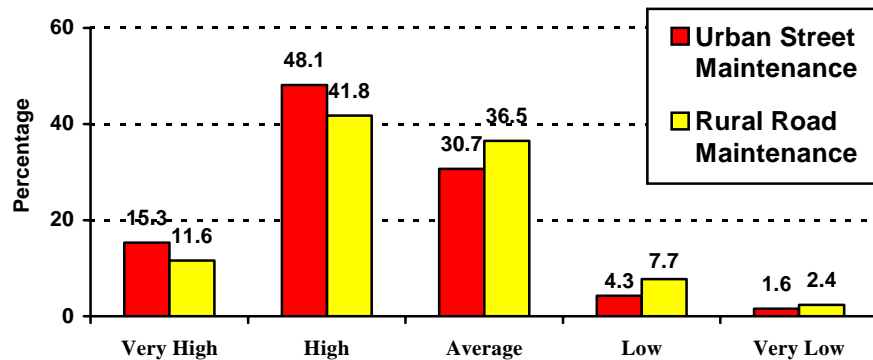
A further analysis of the data revealed that length of residency did not have a measurable effect on perceptions toward the quality of winter maintenance. It can be seen that residents who had lived in the County for 4-6 years had a higher level of satisfaction with winter road maintenance than those who had lived in the County for shorter or longer periods of time.

FIGURE 18
Quality of Winter Road Maintenance
Comparisons by Length of Residence - Year 2004



People were then asked to rate the quality of summer road maintenance in the urban area (Sherwood Park) and for rural areas.¹⁰ The overall results are depicted in Figure 19.

FIGURE 19
Quality of Summer Road Maintenance of Urban and Rural Roads
in the Year 2004 – All Residents



Highlights from Figure 19

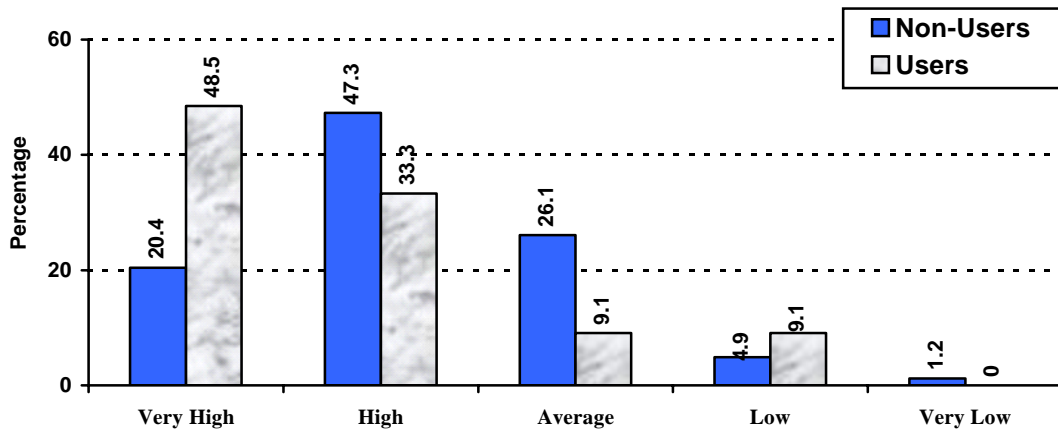
- Overall, people living throughout Strathcona County feel that summer road maintenance is slightly better in the urban area than in the rural area. This is similar to last year's findings.
- It should also be noted that satisfaction ratings with summer maintenance among residents were slightly lower in 2004 compared to 2003. The combined "very high/high" ratings were 63.4% for urban streets and 53.4% for rural roads. In 2003, the combined "very high/high" ratings were 66.1% for urban streets and 58.6% for rural roads.
- None of the demographic characteristics were factors in influencing how people felt about summer urban and rural road maintenance.
- Overall, 5.4% of residents (N=29) were unhappy with the summer maintenance of urban roads. Almost all the residents reflected on an increased number of potholes in the roads and a perceived lack of action on the part of the County to do necessary repairs. A few people also felt that some sidewalks were in need of repair.
- Overall, 10.1% of residents (N=46) were unhappy with the summer maintenance of rural roads. As with the urban roads, a frequent complaint focused on the increased number of potholes encountered on these roads. Specific roads mentioned by residents included RR 213, Baseline from 210 to 212, and east of RR 222.

¹⁰ Overall, 24 people (4.8%) did not provide a rating for the urban summer road maintenance and 77 people (15.3%) did not provide a rating for the rural summer road maintenance.

Helping Services in Strathcona County

People were also asked to rate the quality of family and emergency services in Strathcona County, including family support services, fire and ambulance services and the RCMP. Figure 20 presents the satisfaction level that people have for family support services, based on the perspectives of the portion of the sample that utilized these services¹¹ in the past 12 months and those who did not. It should be noted that 233 respondents (45.6% of the sample) did not comment on the quality of the family support services because they did not know anything about them.

FIGURE 20
Quality of Family Support Services – 2004 Results



Highlights from Figure 20

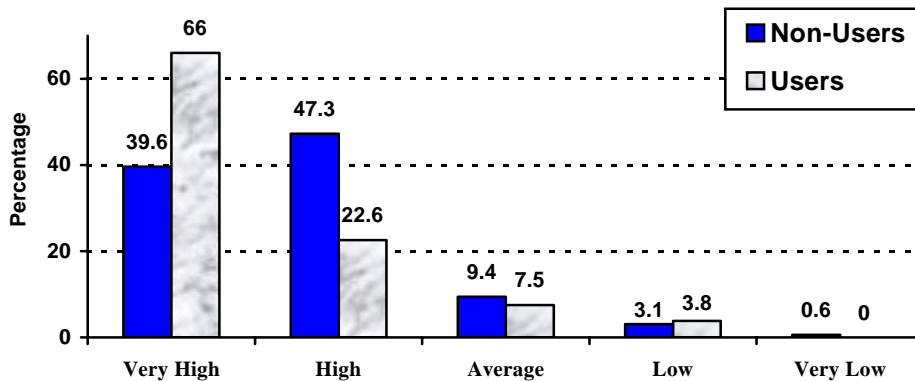
- It can be seen from Figure 20 that most residents (users and non-users) have a positive view toward family support services in Strathcona County. A chi-square procedure determined that there is a relationship between one's use and how satisfied one is with family services County ($\chi^2 = 15.76, 4 \text{ df}$). A *t-test* measurement for mean score differences ($t = -2.50, 276 \text{ df}, p < .02$) confirms that users of family support services rated these services higher than non-users.
- Although the actual number of residents who used the services in the past 12 months was low ($N=37$), it can be seen that among these people, almost 89% of them gave high or very high satisfaction ratings with the services.

¹¹ Overall, 7.3% of respondents to the survey indicated that they had used family support services within the past 12 months. This is about 2% higher than the user rates found in 2003.

- In comparison to last year’s survey, the percentage of users rating the service as *low or very low* continues to drop. In 2003, 3.1% were dissatisfied, compared to 3.8% in 2003, 4.8% in 2001 and 16.1% in 2000.
- No differences were found for any socio-demographic characteristics for this item.
- The 15 people (3.7% of the sample) who gave family support services a low rating were asked to suggest ways on how this could be improved. A variety of suggestions were put forward, including a perception that more resources were needed for youth and seniors. One person felt that more help needs to be directed toward single parents.

Figure 21 presents the satisfaction level that people have for fire and ambulance services, based on the perspective of the portion of the sample that utilized these services¹² in the past 12 months, and those who did not use these services. It should be noted that 107 respondents (20.9% of the sample) indicated that they “did not know” enough about these services to rate them.

FIGURE 21
Quality of Fire and Ambulance Services – 2004 Results



Highlights from Figure 21

- It can be seen from Figure 21 that most residents (regardless of use) have a positive view toward the fire and ambulance services in Strathcona County. However, the strong positive feelings were more prevalent among users than non-users. This demonstrates that recipients were pleased with the quality of the services that they received when these services were needed. A chi-square

¹² Overall, 10.6% of respondents to the survey indicated that they had used the fire and ambulance services within the past 12 months. This reported usage is almost the same as patterns reported in the 2003, 2001 and 2000 surveys.

procedure determined that there is a relationship between one's use and how satisfied one is with family services County ($\chi^2 = 14.36, 4 \text{ df}$). A *t-test* measurement for mean score differences ($t = -2.47, 402 \text{ df}, p < .02$) confirms that users of fire and ambulance services rated these services higher than non-users.

- In comparison to last year's survey, the percentage of users rating this service as *very high* was higher than the previous two years (61.9% in 2003 and 61.4% in 2001).
- Overall, 15 people (2.9% of the sample) were not satisfied with the services. Many of these people felt that response time needs improving, and there was a perception among residents that the County is understaffed with respect to firefighters and ambulance workers.

As seen in Figure 22, a further analysis of this service revealed that slightly Sherwood Park residents (regardless of use) were satisfied with the service (89.7% *very high or high*) compared with those living in rural areas (83.4% *very high or high*). This is a positive finding, as satisfaction studies conducted in previous years showed a wider gap in satisfaction with this service between urban and rural residents.

FIGURE 22
Quality of Fire and Ambulance Services
Urban & Rural Comparisons - Year 2004

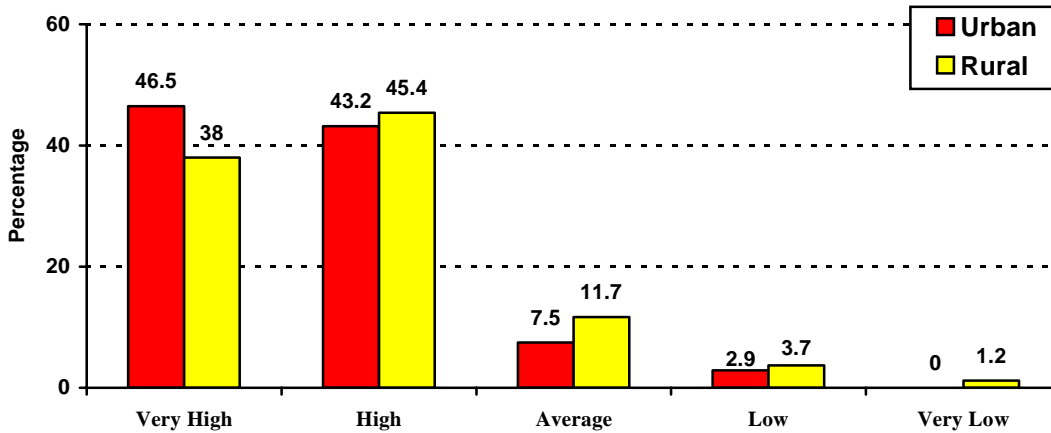
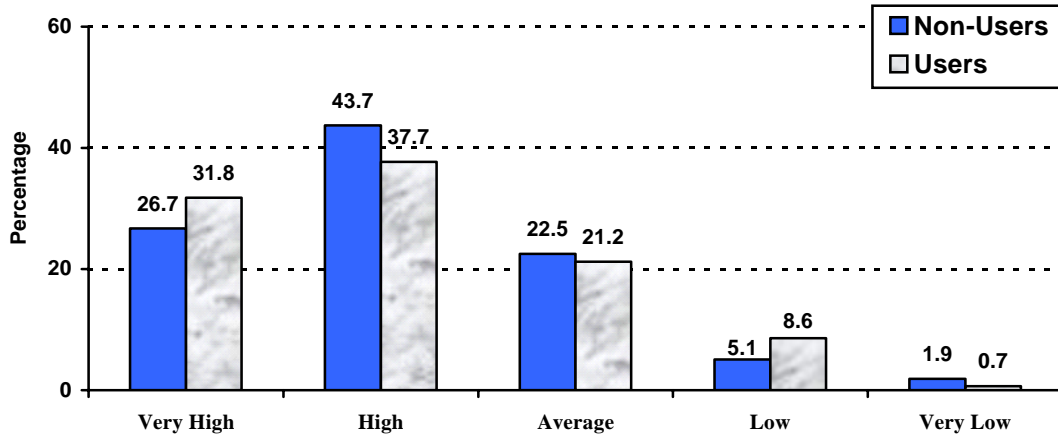


Figure 23 presents the satisfaction level that people have RCMP services, based on those who used these services¹³ in the past 12 months and those who did not.

FIGURE 23
Quality of RCMP Services – 2004 Results



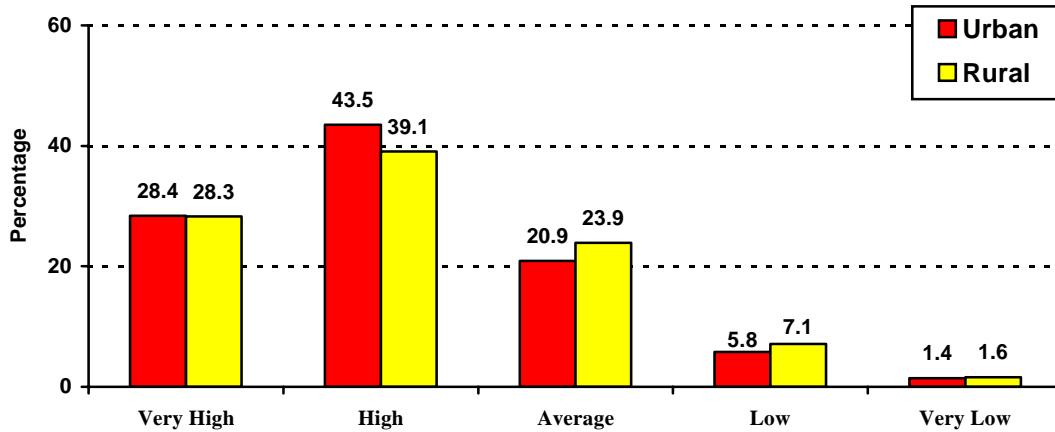
Highlights from Figure 23

- It can be seen from Figure 23 that most residents have a positive view toward the RCMP in Strathcona County, regardless of whether or not they used the service in the past 12 months. A *chi-square* measurement test between users and non-users revealed no differences in perceptions on how users and non-users rated the service.
- The percentage of users who gave the service a *very high* rating is about the same as previous years (39.2% in 2003 and 31.9% in 2001).
- The 36 users and non-users (or 7.8% of the sample) who rated RCMP services as *low or very low* were asked to comment on ways that the service could be improved. A variety of reasons were put forward, with some people citing a discontent toward the continued use of photo radar and issuing speeding tickets in the community. Some people felt that more RCMP officers are needed in the community and that they should be more visible and respond quicker to crimes in both the urban and rural areas.

¹³Overall, 29.7% of respondents to the survey indicated that they had used RCMP within the past 12 months. This reported usage is about the same as the 2003 survey and almost 7% higher than the user rates noted in the 2001 survey. It should also be noted that 49 people (9.6%) did not rate the service on the basis that they did not know enough about the RCMP to give a rating.

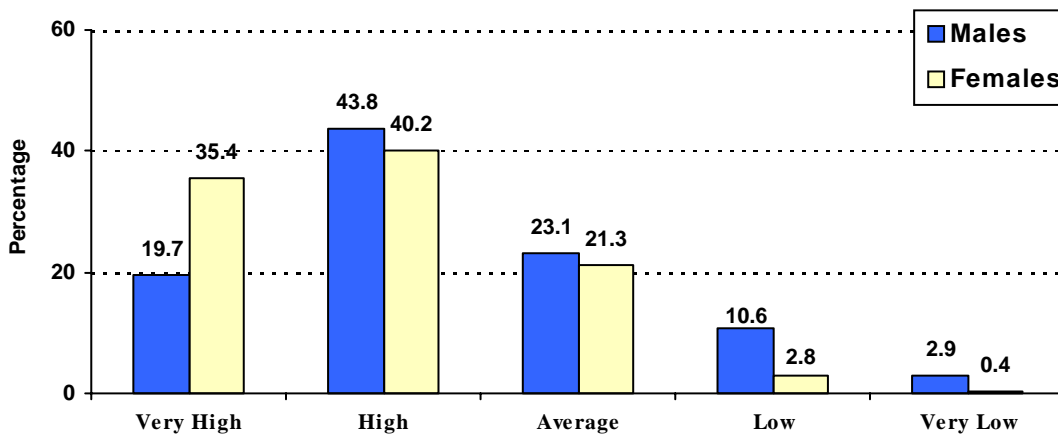
- A further analysis of this service revealed that residents were relatively happy with the RCMP services, regardless of where they live (Figure 24).

FIGURE 24
Quality of RCMP Services – Urban and Rural Comparisons (2004)



- It can be seen from Figure 25 that considerably more females are rating the RCMP as *very high* or *high* (75.6%) compared to males in the community (63.5%). A chi-square procedure determined that there is a relationship between gender and how satisfied one is with RCMP services County ($\chi^2 = 26.32, 4 \text{ df}$). A *t-test* measurement for mean score differences ($t = 4.74, 460 \text{ df}, p < .001$) further confirmed that females rated these services higher than males.
- No differences were seen with RCMP services with any of the other demographic variables.

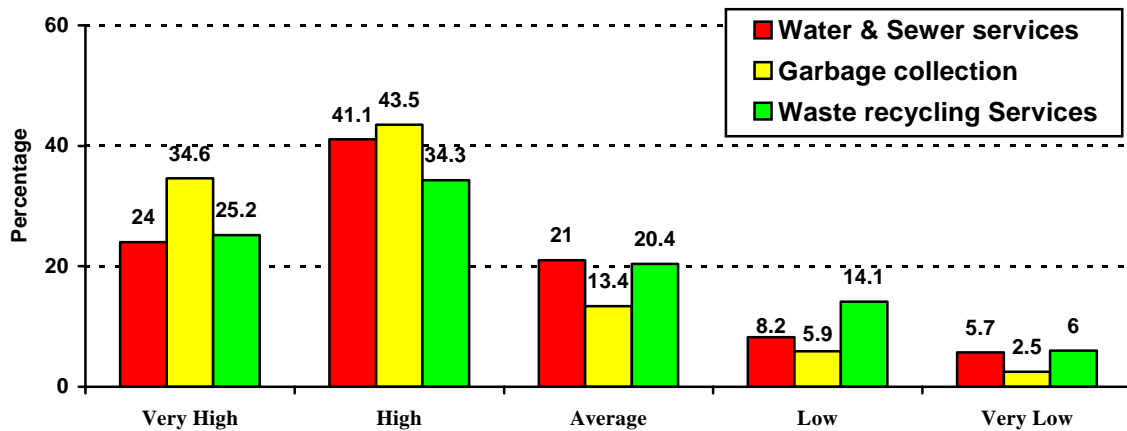
FIGURE 25
Quality of RCMP Services – Gender Comparisons (2004)



Water and Waste Management Services in Strathcona County

People were asked to rate the quality of water, garbage and recycling services in Strathcona County. Figure 26 presents the satisfaction level that residents have for these services, regardless of where they live.¹⁴

FIGURE 26
Level of Satisfaction with Water and Waste Management Services – 2004 Results



Highlights from Figure 26

- It can be seen from Figure 26 that residents were generally satisfied with these services. A further examination of the “very high” and “high” ratings revealed that 78.1% gave these ratings for garbage collection (which was almost 8% higher than the 2003 ratings). The ratings for water & sewage services also increased, though less dramatically (65.1%, up 3.8% from 2003).
- In a comparison with the last survey conducted in 2003 (based on the combination of “very high” and “high” ratings), it was found that the positive ratings for waste recycling services dropped considerably to 59.5%, down 9.4% from 2003.
- A further analysis by geographic area revealed that rural residents in the County were not as satisfied with their water service and garbage collection compared to those living in Sherwood Park. A chi-square test of association reveals that there is a relationship between where one lived and how one rated

¹⁴ Overall, 144 people (28.2%) did not rate water & sewer services, 72 people (14.1%) did not rate garbage collection and 30 people (5.9%) did not rate waste recycling services. These 2004 patterns are similar to the number of residents who did not rate these services in the 2003 survey. It should also be noted that the majority of those who did not rate water & sewer and garbage collection services lived in rural parts of Strathcona County.

these services.¹⁵ A depiction of the differences in perception is shown in Figures 27 and 28. Perception toward waste recycling services was very similar in both urban and rural areas in 2004 and is shown in Figure 29. These trends (for all three services) by region of the county were similar to what was seen in 2003.

FIGURE 27
Level of Satisfaction with Water Services
Urban & Rural Comparisons - 2004

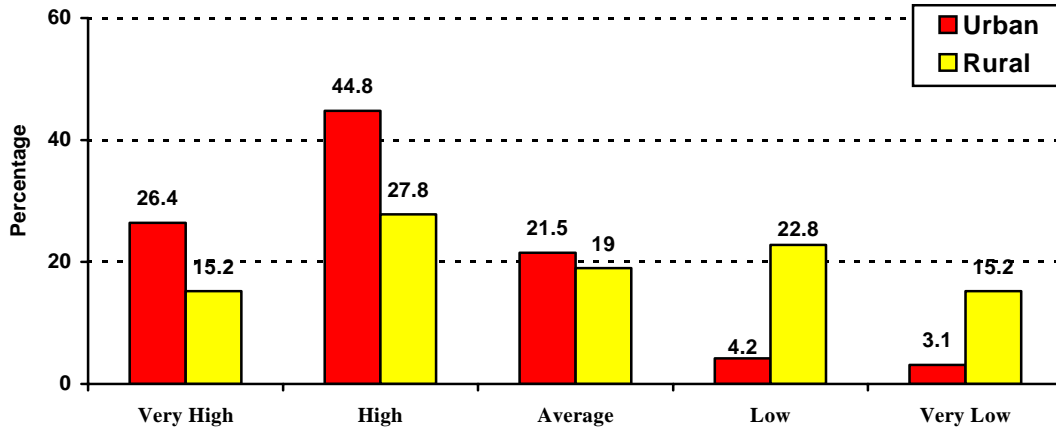
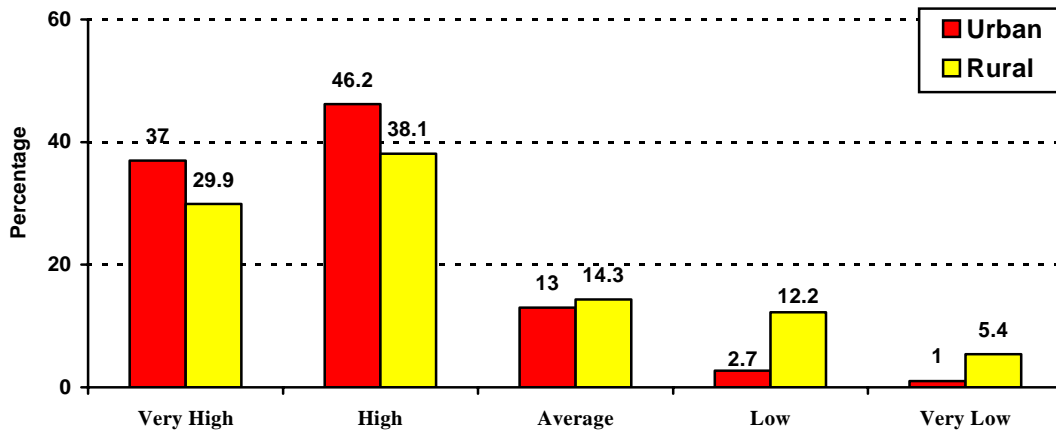
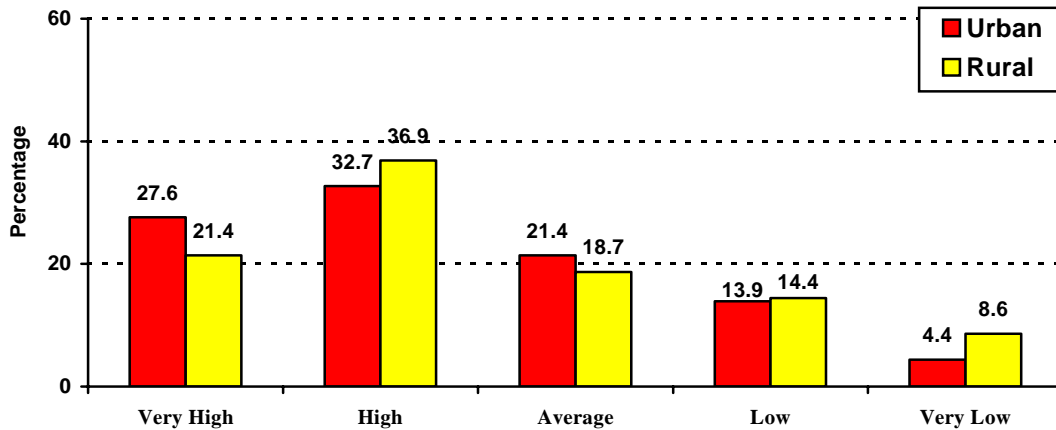


FIGURE 28
Level of Satisfaction with Garbage Collection Service
Urban & Rural Comparisons - 2004



¹⁵ For water and sewage services ($\chi^2 = 49.82, 4 \text{ df}$); for garbage collection, ($\chi^2 = 25.53, 4 \text{ df}$).

FIGURE 29
Level of Satisfaction with Waste Recycling Service
Urban & Rural Comparisons - 2004

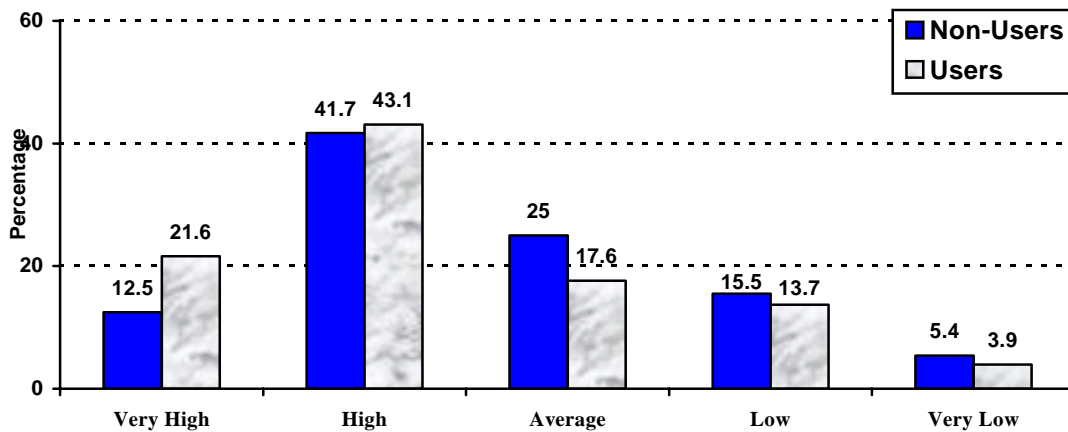


- The people who rated these services as “low” or “very low” were asked to comment on ways that the services could be improved. With respect to water services, 51 people (13.9% of the sample) made comments. Many of the concerns centered on the lack of water service in some rural areas and the cost for sewage hookups. Some residents were concerned about rising costs for water. There were also a few residents who felt that the water pressure was too low, particularly in the summer months. A couple of residents also wondered when the County was going to expedite the *water trickle system*.
- With respect to garbage collection services, 37 residents (8.4% of the sample) who rated the service as “low” or “very low” had comments. Many of residents were upset with having to paying extra for this service and either not having garbage pickup in their part of the county or having to pay a private contractor to haul it away. A few of the residents were upset with what they perceived as some sloppiness and poor attitude displayed by those doing the garbage collection.
- With respect to recycling services, 97 residents (20.1% of the sample) who rated the service as “low” or “very low” had comments. One major complaint noted by many of these residents is the County dropping plastics from the items that are able to be recycled (this was also cited as a major concern in last year’s 2003 survey). Many of the residents would like the County to consider a blue box or blue bag curbside recycling service similar to what is done in Edmonton. A couple of people wanted the recycling depot on Wye Road to be restored, or to establish additional recycling locations within Sherwood Park. A couple of residents thought it would be beneficial to have a regular depot in the County for disposing items such as batteries, old paint, oil, and old appliances.

Transit Services in Strathcona County

People were asked to rate their satisfaction with transit services in the County. Figure 30 presents the satisfaction level that people have for transit services, based on the perspectives of the portion of the sample that utilized these services¹⁶ in the past 12 months and those who did not. It should also be noted that 241 residents (47.2% the sample) did not rate transit service on the basis that they did not know anything about the service.¹⁷

FIGURE 30
Satisfaction with Strathcona County Transit Service – 2004 Results



Highlights from Figure 30

- It can be seen from Figure 30 that a large number of residents (regardless of use) have a positive view toward transit services in Strathcona County. A chi-square test of association revealed no statistically significant relationship between transit use and how one rated transit services. There were no statistically significant differences noted between any demographic items and how residents rated transit services.
- The majority of transit users (73.3%) live in Sherwood Park.
- In comparison to last year's survey, the percentage of users rating this service as *very high* decreased in 2004 to 21.6% compared to 34.2% in 2003, 22.8% in 2001 and 16.7% in 2000.

¹⁶ Overall, 20.5% of respondents to the survey indicated that they had used transit services within the past 12 months. This is about 3% lower than the 2003 survey.

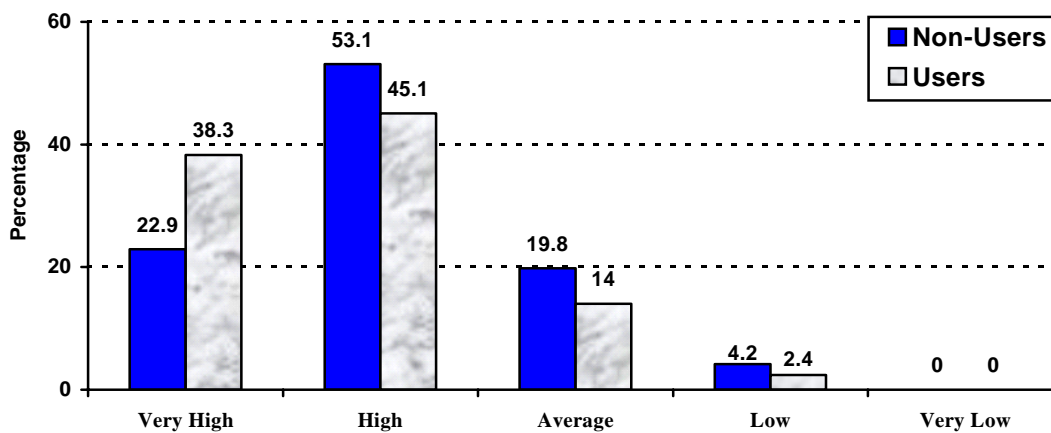
¹⁷ The percentage of those who said "don't know" was about 10% lower than the 2003 survey.

- It can also be seen that almost 21% of users of the transit service have low or very low levels of satisfaction with the service (which is about 5% higher than the 2003 study).
- The 53 people (19.6% of the sample) who gave transit services a low rating were asked to suggest ways on how this could be improved. A variety of ideas were put forward, though the majority of people wanted more buses at all times of the day. Many residents thought that it might be more efficient to have shorter routes, which could reduce waiting times. A few of the residents thought that the County should have regular bus service throughout the community to Millennium Place. Some residents thought there should be some buses connecting Sherwood Park to other hamlets (such as Ardrossan or South Cooking Lake) or to Fort Saskatchewan. Some residents also thought that there should be more direct routes to other Edmonton destinations in addition to the ones currently available.

Library Services in Strathcona County

Figure 31 presents the satisfaction level that people have with the Strathcona Public Library, based on the perspectives of the portion of the sample that utilized these services¹⁸ in the past 12 months and those who did not. It should also be noted that 122 people (23.9% of the sample) did not rate the library services on the basis that they did not know enough about the library to give it a rating.

FIGURE 31
Satisfaction with the Strathcona County Library – 2004 Results



Highlights from Figure 31

- It can be seen from Figure 31 that most residents have a positive view toward the library, regardless of whether they use it. A chi-square test of association reveals that there is a relationship between use and how one rated library services.¹⁹ A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between users and non-users ($t = - 2.78, 387 \text{ df}, p < .01$), where users are more likely to give the library a higher rating than those who did not use it.
- No other differences were seen with respect to any of the socio-demographic variables and perceptions of satisfaction toward the library.
- A further investigation revealed that overall “very high/high” satisfaction levels with the Strathcona Library (regardless of use) of 81.7% decreased

¹⁸ Overall, 58.7% of respondents to the survey indicated that they had used the library within the past 12 months. This is about the same user rate as 2003.

¹⁹ For library services, ($\chi^2 = 8.89, 3 \text{ df}, p < .04$).

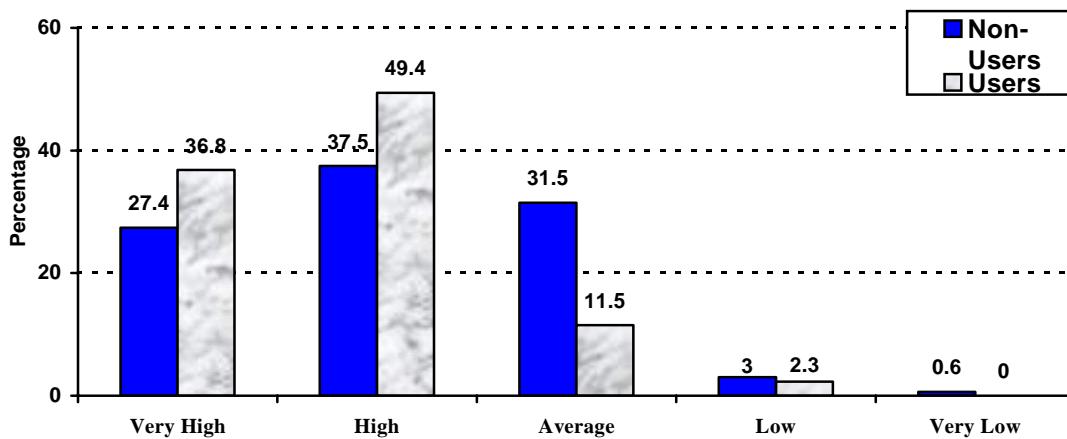
slightly compared to 2003 (88.5%), though the 2004 results were still considerably higher than results obtained in 2001 (73.6%).

- The majority of library users live in Sherwood Park (65%), while the remaining 35% live in other parts of Strathcona County. It should be noted that there was an increase in the proportion of rural residents using the library in this year's survey compared to 2003 (when 29.7% library users resided in rural areas). The satisfaction ratings of the library did not vary considerably between rural and urban area residents in 2004.
- There were 11 people (2.8% of the sample) who rated the library service as "low." These residents were asked to suggest ways on how the library could be improved. The main suggestion was to increase the size of the library – this came forward despite the recent renovation. One resident also thought that the library should revisit the fees charged to seniors.

Volunteer Center Services in Strathcona County

Figure 32 presents the satisfaction level that people have with the Information and Volunteer Centre (IVC), based on the perspectives of the portion of the sample that utilized these services²⁰ in the past 12 months and those who did not. It should also be noted that 50.1% of residents (n=256) did not rate the Centre on the basis that they did not know anything about it.

FIGURE 32
Satisfaction with the Information and Volunteer Centre – 2004 Results



Highlights from Figure 32

- It can be seen from Figure 31 that most residents have a positive view toward the Information and Volunteer Centre, regardless of whether they use it. A chi-square test of association reveals that there is a relationship between use and how one rated the IVC.²¹ A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between users and non-users ($t = -2.99, 253 \text{ df}, p < .01$), where users are more likely to give the IVC a higher rating than those who did not use it.
- A further investigation revealed that overall “very high/high” satisfaction levels with users of the IVC was slightly lower in 2004 (86.2%) compared with results obtained in 2003 (89.1%). It was still considerably higher than results obtained in 2001 (81.7%).

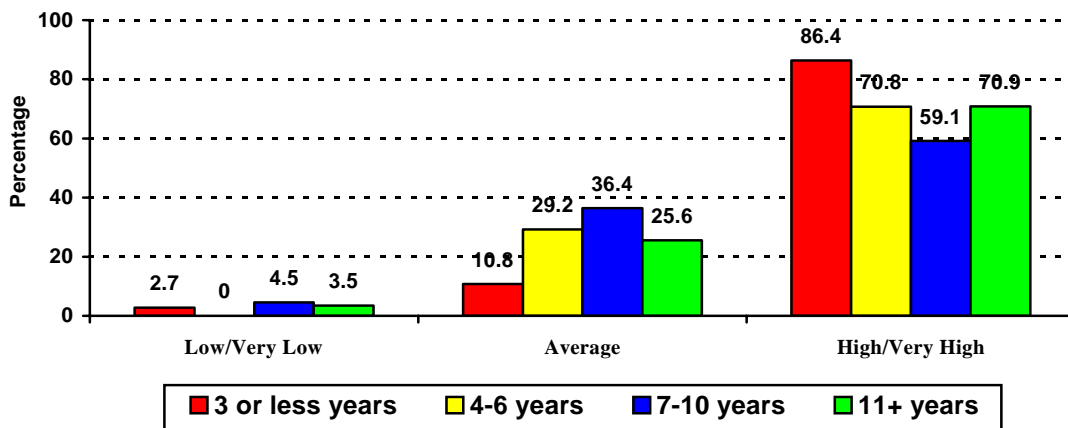
²⁰ Overall, 18.4% of respondents to the survey indicated that they had used the Information and Volunteer Centre within the past 12 months. This is about 5% lower than what was reported in the 2003 survey.

²¹ For the IVC, ($\chi^2 = 13.56, 3 \text{ df}, p < .01$).

- Among users of the IVC, the majority live in Sherwood Park (67%) while the remaining 33% live in rural parts of Strathcona County. The satisfaction ratings for the service did not vary considerably between rural and urban area residents.
- A total of 256 people (50.1%) did not rate the Information and Volunteer Centre because they did not know enough about it to provide a rating. This finding is disappointing, as it is considerably higher than what was reported in 2003, when 194 people (38.6%) did not rate the IVC. This implies that the Centre and its services are should be profiled to residents on a periodic basis.
- With respect to socio-demographic variables, a chi-square test of association reveals that there is a relationship between gender and how one rated the IVC ($\chi^2 = 16.23$, 3 df, $p < .01$). A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between males and females ($t = 3.48$, 253 df, $p < .001$), where females are more likely to give the IVC a higher rating than males.
- Only 8 people gave the Information and Volunteer Centre a “low” or “very low” rating. Many of these residents were simply not aware of the services at IVC; one individual felt there was a shortage of volunteers in the County.

A further analysis of the data revealed some differences in perception of the IVC on the basis of length of time people lived in the County. The results are shown in Figure 33. It can be seen that residents who had lived in the County for a short time (3 or less years) or for a long period of time (11+ years) has a higher level of satisfaction with the IVC than those who had lived in the County between 4 and 10 years.

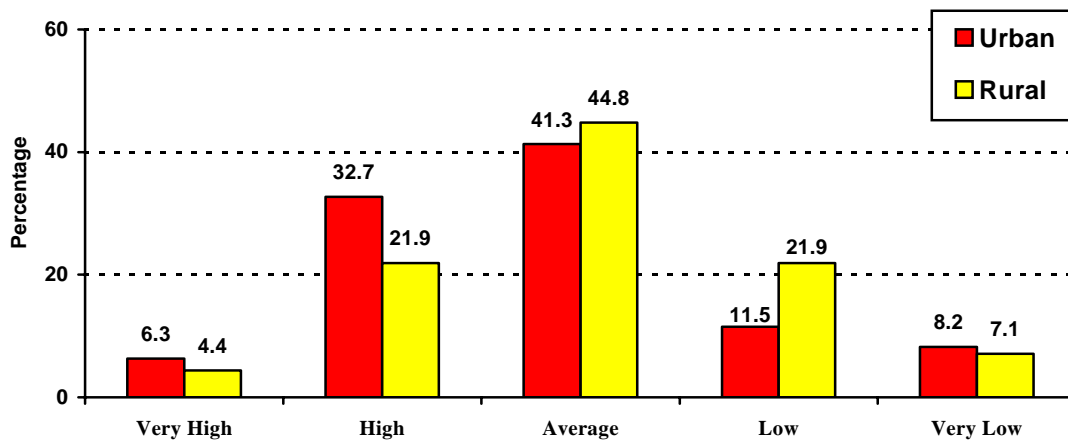
FIGURE 33
Satisfaction with the Information and Volunteer Centre
Comparisons by Length of Residence - Year 2004



Land Use Planning & Economic Development Services in Strathcona County

People were asked to rate their satisfaction with various planning services performed by the County. Figure 34 presents the satisfaction level that people living in rural and urban parts of the County have for land use planning, which includes determining new residential, commercial and industrial development.²²

FIGURE 34
Satisfaction with Land Use Planning in Strathcona County – 2004 Results



Highlights from Figure 34

- It can be seen from Figure 34 that the perception of residents toward land use planning by the County is very similar, regardless of where people live. The majority of residents were relatively satisfied with existing land use planning. A chi-square test of association reveals that there is a relationship between where one lived and how one rated land use planning.²³ A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between urban and rural residents ($t = -2.45$, 450 *df*, $p < .02$), where urban residents are more likely to give land use planning a higher rating than those who living in rural areas.
- The patterns found in this year's survey were almost identical to the results found in 2003, 2001 and 2000.
- Overall, 106 people (23.4% of the sample) gave a "low or very low" rating of the land use planning service and were asked to suggest ways on how this

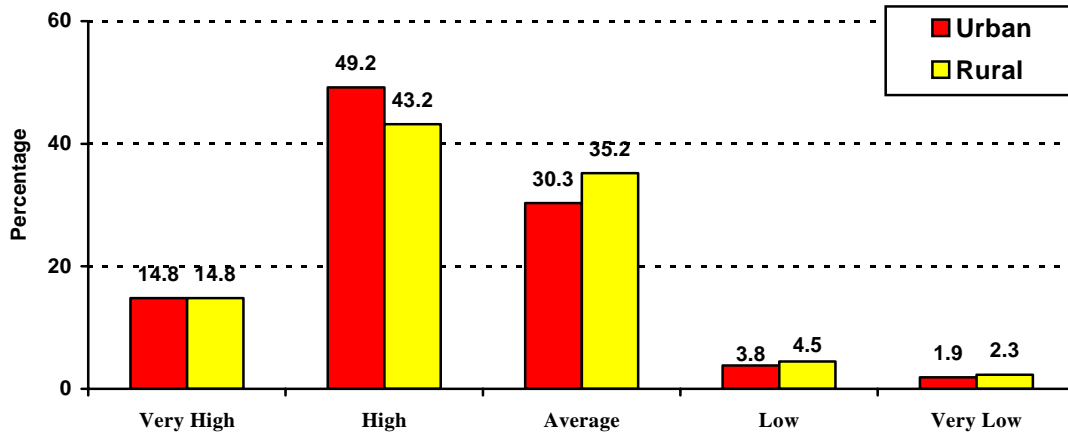
²² Overall, 59 people (11.5% of the sample) did not rate this service. This was about the same number of people as in the 2003 survey.

²³ For land use planning, ($\chi^2 = 13.17$, 4 *df*, $p < .01$).

could be improved. As in previous years, the most common complaint echoed by residents was that there was “too much development / slow down development” with residential, commercial and industrial areas. Associated with this, some people expressed concerns about increasing density in some urban neighborhoods. There are also continued fears that the County is decreasing the amount of green space or natural environments in both Sherwood Park and in the rural areas.

Figure 35 presents the satisfaction level that people living in rural and urban parts of the County have for economic development, which includes attracting new businesses into the County.²⁴

FIGURE 35
Satisfaction with Economic Development in Strathcona County – 2004 Results



Highlights from Figure 35

- It can be seen from Figure 35 that the perception of residents toward economic development by the County is very similar, regardless of where people live. The majority of residents were relatively satisfied with economic development that is being done at the present time. There was no statistically significant difference in satisfaction levels between urban and rural residents for this service, or for any other demographic variables.
- Twenty-seven residents throughout the county (6.1% of the sample) expressed a low or very low level of satisfaction with economic development in the County. There were a variety of suggestions put forward, many of which contradict one another – for example, a few people thought there were too many “big box” stores in the County, while other people felt there were not

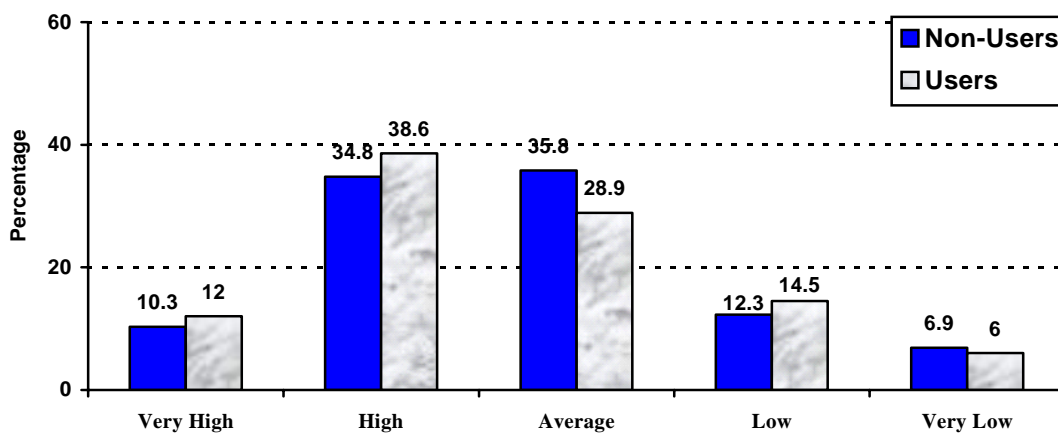
²⁴ Overall, 71 people (13.9% of the sample) did not rate this service, which is slightly higher than the 2003 survey.

enough. A couple of people who were small business owners felt they did not receive adequate support from the County, but did not elaborate on what support they wanted.

Permit & Inspection Services in Strathcona County

Figure 36 presents the satisfaction level that people have with building permit and inspection services, based on the perspectives of the portion of the sample that utilized these services²⁵ in the past 12 months and those who did not. It should also be noted that 224 people (43.8% of the sample) did not rate this service on the basis that they did not know enough about it, which is about 6% higher than last year's survey.

FIGURE 36
Satisfaction with Building Permit and Inspections Services in Strathcona County – 2004 Results



Highlights from Figure 36

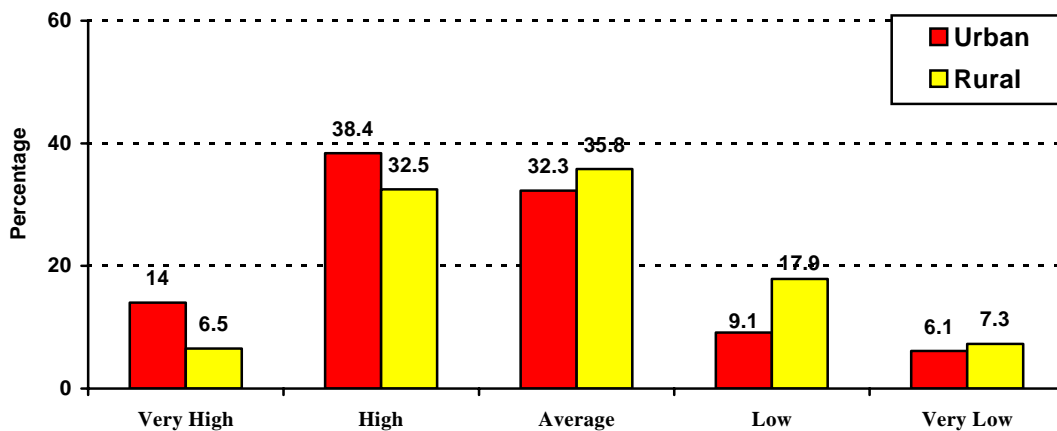
- It can be seen from Figure 36 that the perception of residents toward building permit and inspection services was relatively similar, regardless of whether or not people used the services. Slightly more people who had used these services in the past 12 months gave the services high ratings compared to those who did not, but the difference was not statistically significant.
- A comparison of trends between the 2004 and 2003 surveys revealed a decrease in the percentage of users who gave the service “very high or high”

²⁵ Overall, 18.4% of respondents to the survey indicated that they had used the building permit and inspection services within the past 12 months. This is about 3% higher than the 2003 survey and 7% higher than the 2001 survey.

ratings (45.1% in 2004 compared to 53.6% in 2003; however, the satisfaction level in 2004 was higher than what was recorded in 38.7% in 2001).

A comparison of perceptions by location (regardless of use/non-use of the service) is shown in Figure 37. A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between urban and rural residents ($t = - 2.61, 285 df, p < .01$), where urban residents are more likely to give building permit and inspections services a higher rating than those living in rural Strathcona.

FIGURE 37
Satisfaction with Building Permit and Inspections Services in Strathcona County –
Urban & Rural Comparisons - 2004

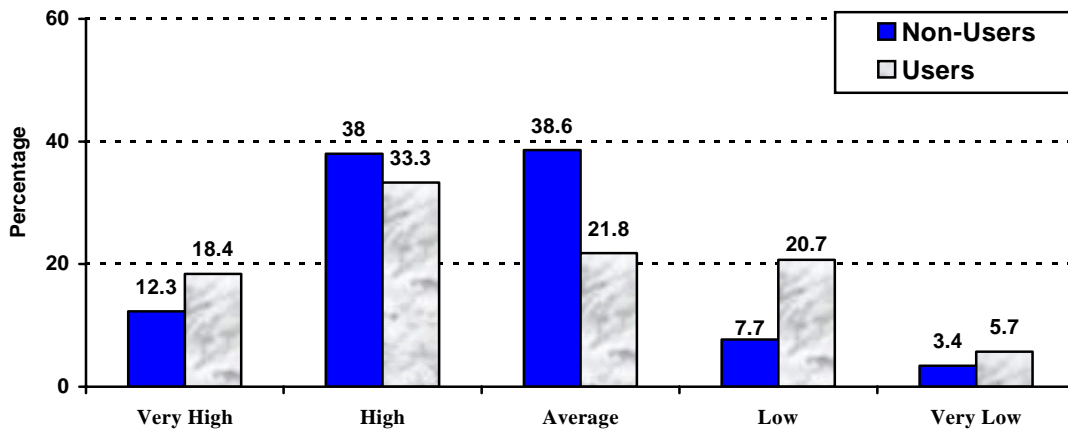


- The 56 people (19.5% of the sample) who rated this service as “low” or “very low” were asked to suggest ways on how this could be improved. Many people felt that there was too much “red tape” associated with getting permits and inspections, while others had gotten frustrated with the length of time it took to get inspections into place. A few residents were upset with the costs associated with permits and inspections.

Bylaw Enforcement Services in Strathcona County

Figure 38 presents the satisfaction level that people have with bylaw enforcement, based on the perspectives of the portion of the sample that utilized these services²⁶ in the past 12 months and those who did not. It should also be noted that 100 people (19.6% of the sample) did not rate this service on the basis that they did not know enough about it.

FIGURE 38
Satisfaction with Bylaw Enforcement Services in Strathcona County – 2004 Results



Highlights from Figure 38

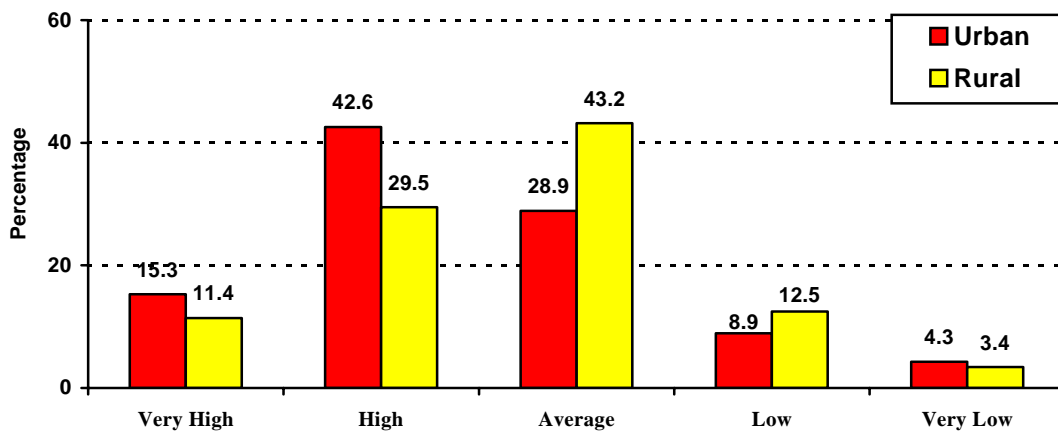
- It can be seen from Figure 38 that the perception of residents toward bylaw enforcement services was somewhat dependent on past user patterns. It can be seen that on a proportionate basis, a higher percentage of people who used the service **gave bylaw enforcement services a very low rating** more often than those who had not used the service. However, the spread was not statistically significant.
- The patterns shown in this figure were very similar to patterns found in the 2003 survey.

A comparison of perceptions by location (regardless of use/non-use of the service) is shown in Figure 39. It can be seen that a higher percentage of people living in the rural part of Strathcona County gave this service somewhat lower ratings than those living in Sherwood Park. A chi-square test of association reveals that there is a

²⁶ Overall, 18.4% of respondents to the survey indicated that they had utilized bylaw enforcement services within the past 12 months. This is about the same percentage as what was reported in the 2003 survey.

relationship between where residence and how one rated bylaw enforcement.²⁷ A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between urban and rural residents ($t = - 2.34, 409 \text{ df}, p < .02$), where urban residents are more likely to give bylaw enforcement a higher rating than those who living in rural areas.

FIGURE 39
Satisfaction with Bylaw Enforcement Services in Strathcona County – Urban & Rural Comparisons – 2004 Results

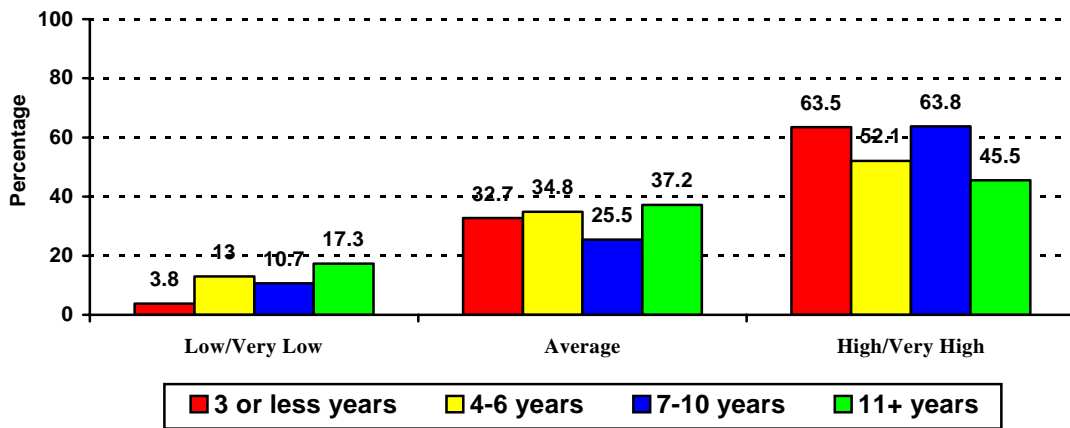


- The 59 residents (14.4% of the sample) who had a low level of satisfaction with this service were asked to suggest ways on how this could be improved. Many of these residents claim that the bylaws that are in place are not actively enforced by the County, particularly loose dogs, noise violations, and a perceived lack of action by bylaw officers in rural parts of the County. A few residents thought that there should be a cat bylaw established in Strathcona County. However, there were also some residents who felt that there were too many bylaws in the County, and ideally, there should be fewer bylaws implemented.

²⁷ For bylaw enforcement, ($\chi^2 = 19.37, 4 \text{ df}, p < .001$).

A further analysis of the data revealed some differences in perception of bylaw enforcement on the basis of length of time people lived in the County. The results are shown in Figure 40. It can be seen that residents who had lived in the County for less than 10 years have higher levels of satisfaction with bylaw enforcement services than those who had lived in the County for 11 years or longer, though the differences are not statistically significant.

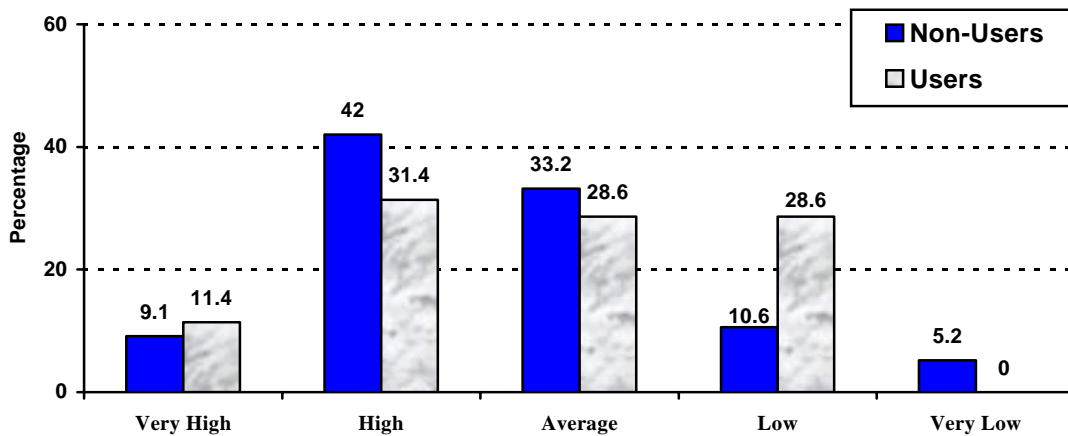
FIGURE 40
Satisfaction with Bylaw Enforcement Services in Strathcona County
Comparisons by Length of Residence - Year 2004



Agricultural Services in Strathcona County

Figure 41 presents the satisfaction level that people have with weed control and other agricultural services, based on the perspectives of the portion of the sample that utilized these services²⁸ in the past 12 months and those who did not. It should also be noted that 90 people (17.6% of the sample) did not rate this service on the basis that they did not know enough about it.

FIGURE 41
Satisfaction with Weed Control, Soil Management, Wildlife Problems
and other Agricultural Services in Strathcona County – 2004 Results



Highlights from Figure 41

- It can be seen from Figure 41 that the users of agricultural enforcement services were less satisfied with this service compared to those who did not use the service. A chi-square test of association reveals that there is a relationship between where the use of the service and how one rated this Strathcona County service.²⁹ However, it should be kept in mind that very few people within the sample indicated that they had made use of the service within the past 12 months.
- A comparison of this year's results with the 2003 study revealed that the percentage of users who gave the service a "very high" or "very high" rating was 51.9% in 2004, which is considerably lower than 2003's 71% approval

²⁸ Overall, 7% of respondents to the survey indicated that they had utilized agricultural services within the past 12 months. This is a similar percentage of users that was seen in the 2003 survey.

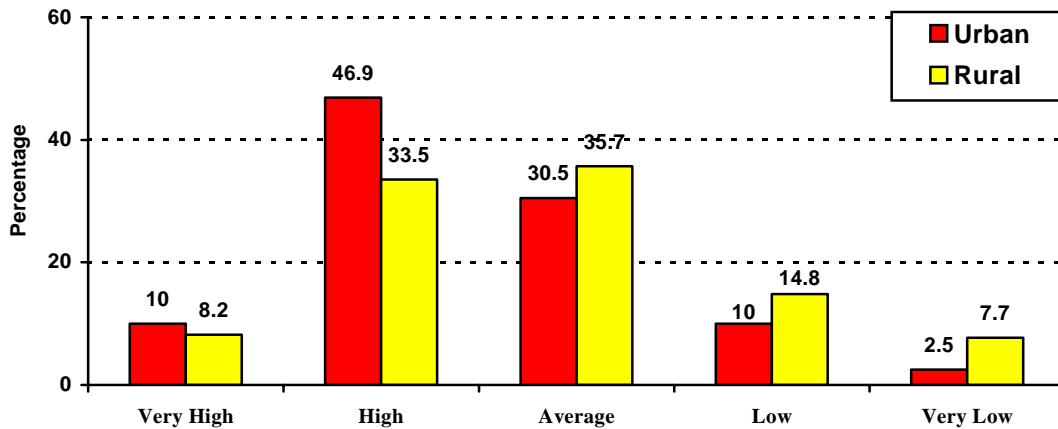
²⁹ For this service, ($\chi^2 = 11.62, 4 \text{ df}, p < .03$).

rating. The approval rate in 2004 was still higher than 2001’s rate, when 40% of users in that year approved of the service.

- A chi-square test of association reveals that there was a relationship between how one rated this Strathcona County service and one’s age ($\chi^2 = 39.22$, 20 df, $p < .01$). With respect to age, a one-way analysis of variance procedure ($F[5,414] = 5.16$, $p < .001$) determined that those aged 55 to 64 or older gave agricultural services a lower rating than those residents aged 34 or younger.

A comparison of perceptions by location (regardless of use/non-use of the service) is shown in Figure 42. A chi-square test of association reveals that there is a relationship between where the respondent lived in the County and how one rated this Strathcona County service.³⁰ It can be seen that a higher percentage of people living in the rural part of Strathcona County gave this service somewhat lower ratings than those living in Sherwood Park. This is confirmed through the *t-test* measurement for mean score differences ($t = - 3.39$, 419 df, $p < .002$).

FIGURE 42
Satisfaction with Weed Control, Soil Management, Wildlife Problems and other Agricultural Services – Urban & Rural Comparisons 2004



- Overall, the 59 residents (14.4% of the sample) who had a low level of satisfaction with this service were asked to suggest ways on how this could be improved. The majority of the comments came from people who feel that the County needs to do more with respect to weed control, particularly within ditches. Some residents were concerned with the type of herbicides and

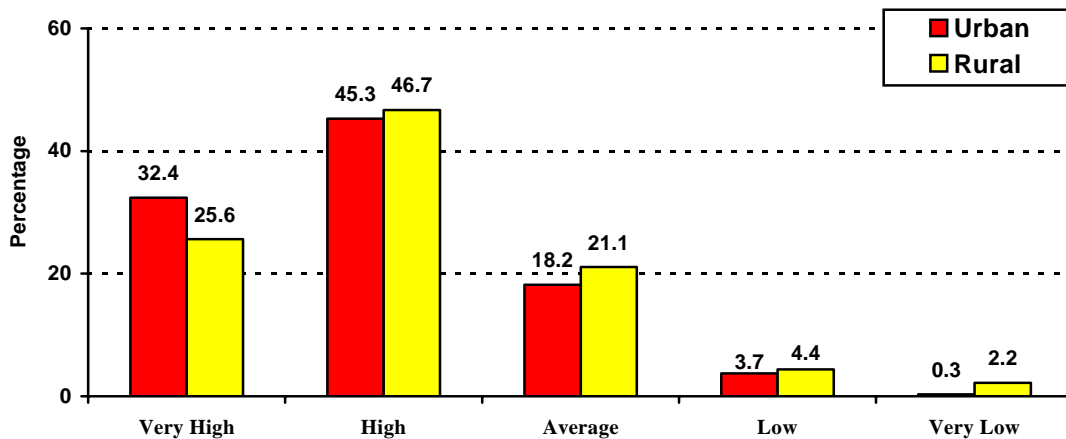
³⁰ For this service, ($\chi^2 = 13.48$, 4 df, $p < .01$).

pesticides that the County was using with respect to the weed control that was done. Another issue that was raised by a few people was with respect controlling deer and other wildlife from becoming potential road hazards within the County.

Indoor and Outdoor Recreation Services in Strathcona County

People were asked to rate their satisfaction with the various outdoor and indoor recreation opportunities offered by the County. Figure 43 presents the satisfaction level that people have with the various parks, green spaces and sports fields. Only a small handful of residents (6.8%) did not rate this item

FIGURE 43
Satisfaction with Parks, Green Spaces and Sports Fields in Strathcona County – 2004 Results

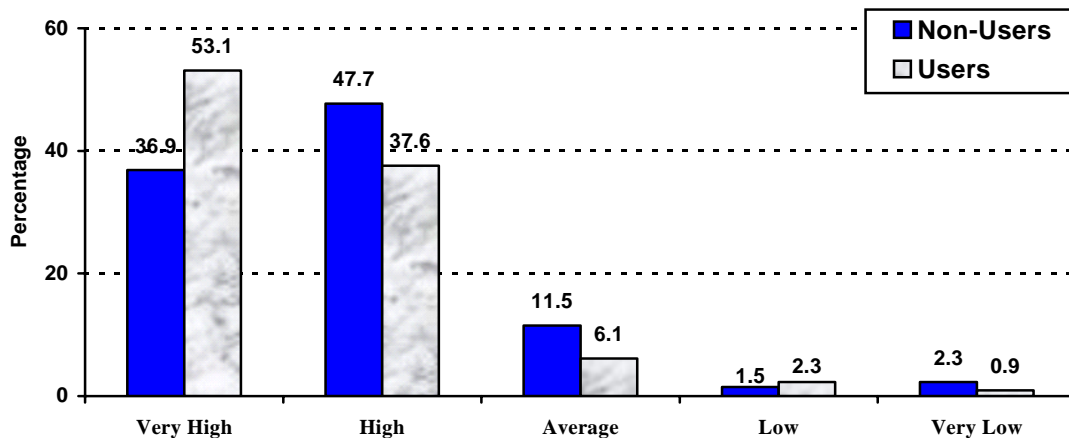


Highlights from Figure 43

- It can be seen from Figure 43 that the perception of residents toward various outdoor green spaces was similar, though urban residents had slightly higher favorable ratings compared to rural residents.
- A comparison of this year's results with the 2003 study showed a slight decrease in the percentage of residents who gave the service a "very high" or "very high" rating (77.9% urban and 72.3% rural) compared to 2003 (85.7% urban and 78% rural).
- The 24 people (5.1% of the sample) who gave the parks, green spaces and sport fields a low rating were asked to suggest ways on how this could be improved. Comments that occurred included a need for more green spaces and more features on the existing sports fields, such as lights and rest rooms.

Figure 44 presents the satisfaction level that people have with indoor recreation facilities in the County, based on the perspectives of the portion of the sample that utilized these facilities³¹ in the past 12 months and those who did not. It should also be noted that 38 people (7.4% of the sample) did not rate these facilities on the basis that they did not know enough about it.

FIGURE 44
Satisfaction with Indoor Recreation Facilities in Strathcona County – 2004 Results



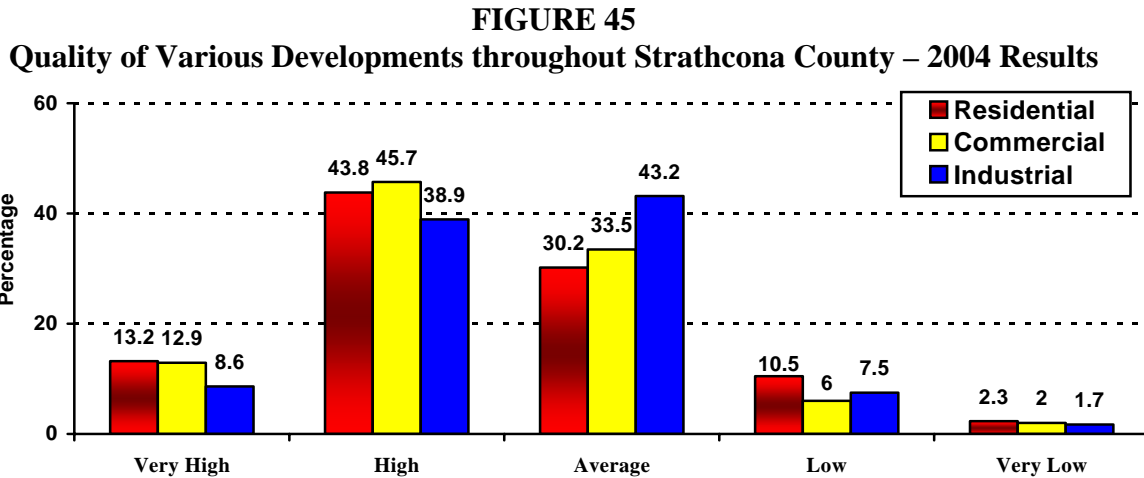
Highlights from Figure 44

- It can be seen from Figure 44 that the perception of residents toward indoor recreation facilities was somewhat dependent on past user patterns. Overall, people who used indoor recreation facilities were more satisfied than those who had not used these facilities. This was confirmed by a chi-square procedure ($\chi^2 = 12.86$, 4 df, $p < .01$) and a *t-test* measurement for mean score differences ($t = -2.97$, 471 df, $p < .003$).
- A further analysis revealed that 75.2% of Sherwood Park residents used the indoor recreation facilities at least once in the past 12 months, while 56.9% of rural residents made use of these facilities.
- The 16 people (3.4% of the sample) who had a low level of satisfaction with the facilities were asked to suggest ways on how these could be improved. Some of the complaints focused on the increased costs for use of the facilities, with other complaints focusing on the lack of recreation facilities in rural areas.

³¹ Overall, 67.9% of respondents to the survey indicated that they had been to an indoor recreation facility in the County of Strathcona within the past 12 months. This is a 6% decrease from the 2003 findings.

D. Perceptions toward New Residential, Commercial and Industrial Developments in Strathcona County

Residents of Strathcona County were asked a series of questions about their perceptions of residential, commercial and industrial developments in the County. A comparative rating of the quality of all three types of developments is shown in Figure 45 below.



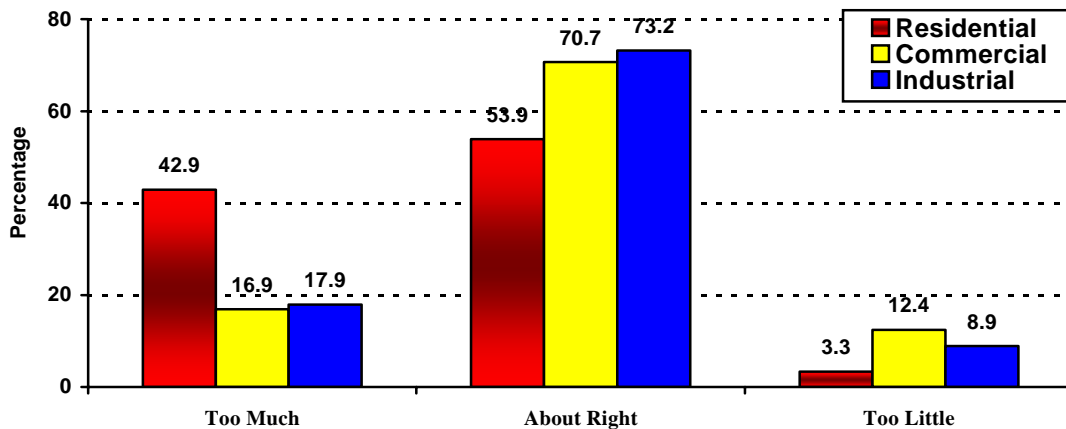
Highlights from Figure 45

- Overall, respondents were satisfied with the quality of residential and commercial development to a slightly larger extent than industrial developments.
- The trends noted in this figure are very similar to trends found in last year's study, though perceptions of residential and industrial development were slightly less favorable in 2004 compared to 2003.
- No differences in perceptions were seen between those living in Sherwood Park and those living in other parts of Strathcona County with respect to quality of residential, commercial or industrial development.
- Those who rated the quality of any of these developments as "low" or "very low" were asked to indicate why they felt that way. A common theme expressed among residents was that there was too much development of all three types. Other comments specific to each type of development are noted below:

- A variety of concerns were expressed among the 56 people (11% of the sample) who rated the quality of residential developments as low. Many of the concerns centered on the increased density in Sherwood Park with many of the new homes being “squished together” on small lots. Some people felt that Sherwood Park now looked like a “big city.” There were also some people who were concerned about the escalating costs for homes in Strathcona County.
- For commercial developments, a variety of concerns were put forward by the 30 people (5.9% of the sample) who rated the quality of development as low. Comments mentioned more often by residents who were dissatisfied included poor design of the new buildings, and the lack of department stores (such as The Bay). Some people wanted more big box stores (such as another Wal-Mart or Costco), while other people were against any more big box stores.
- For industrial developments, among the 29 people (5.7% of the sample) who rated the quality of development as low, many were divided as to the volume of industry currently in the County. There were some who felt there was too much industry here now, and that the existing plants were creating a variety of safety and pollution concerns for residents. There were others, however, who thought there needed to be more industrial development in order to generate a bigger tax base and create more jobs.

A comparative rating pertaining to the perception of the quantity (i.e. amount) of new types of developments is shown in Figure 46.

FIGURE 46
Quantity of Various Developments throughout Strathcona County



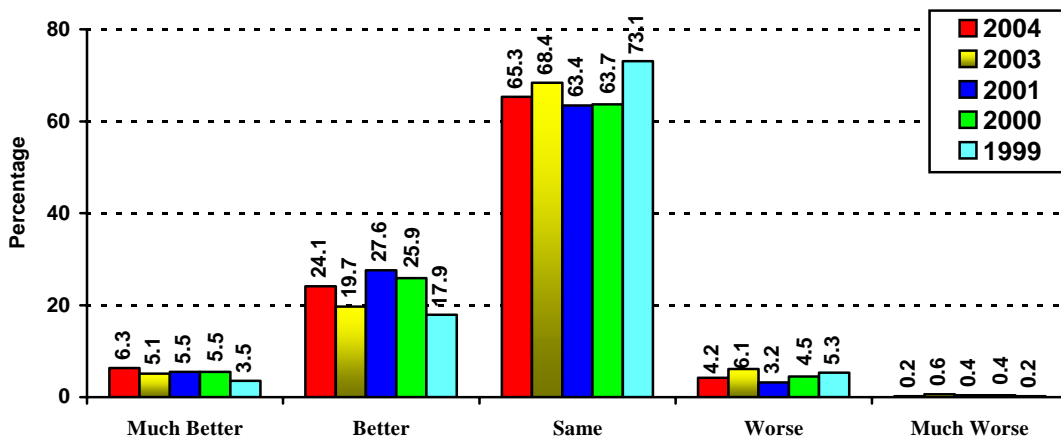
Highlights from Figure 46

- Overall, the majority of respondents were of the opinion that there were about the right amount of developments in the county at the present time. The percentage of people who felt this way in 2004 was almost identical to the 2003 results.
- No differences in perceptions were seen between those living in Sherwood Park and those living in other parts of Strathcona County with respect to amount of development.
- The findings with respect to quality and quantity of development suggest a perception in the County right now that there is a good balance of commercial and industrial developments. However, almost half of the residents have a perception that there is too much residential development, which is supported by many who have expressed a concern as to the loss of a “small town” atmosphere in the county. However, a further analysis revealed that these people **still gave similar high ratings** to the quality of life in Strathcona County as a whole. As such, while there continues to be some concerns about continued development, it still has not gotten to the point where the quality of one’s life in Strathcona County has been adversely affected.

E. Question on Quality of Services Now Compared to Two Years Ago

Respondents were asked to compare the current quality of services offered by Strathcona County with the quality of services offered two years ago. The 2004 survey results are compared with the results found in 2003, 2001, 2000 and 1999 when this same question was asked and are shown in Figure 47 below.

FIGURE 47
Quality of Services Now in Strathcona County Compared to 2 years ago – 2004 Results

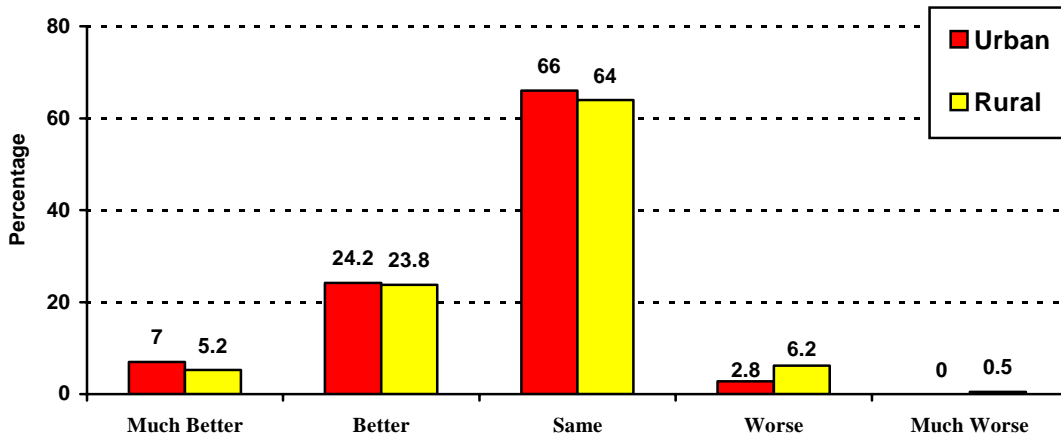


Highlights from Figure 47

- Overall, the majority of respondents were of the opinion that the quality of services offered by Strathcona County was the same as they were two years ago. However, it can be seen that there was **an increase** in the percentage of people in 2004 who felt that things were *getting much better/better* compared to the percentage of people who felt this way in 2003.
- The 21 people (4.4% of the sample) who felt that the quality of services had gotten worse or much worse were asked to indicate what changes they noticed about the quality of service. For the most part, dissatisfied residents either generalized an overall perceived reduction in services on the basis that municipal services are not keeping up with the increased growth in the County. A couple of residents targeted their dissatisfaction with particular services, including road maintenance, traffic congestion and weed control.

A comparison of urban and rural residents with respect to perceptions of the quality of services is shown in Figure 48. It can be seen that there is no difference in perceptions of quality of services now compared to two years ago on the basis of where people lived within the County. This is notable, as past satisfaction surveys have always seen differences between urban and rural residents with respect to this question.³²

FIGURE 48
Quality of Services Now in Strathcona County Compared to 2 years ago
Urban and Rural Comparisons – 2004 Results

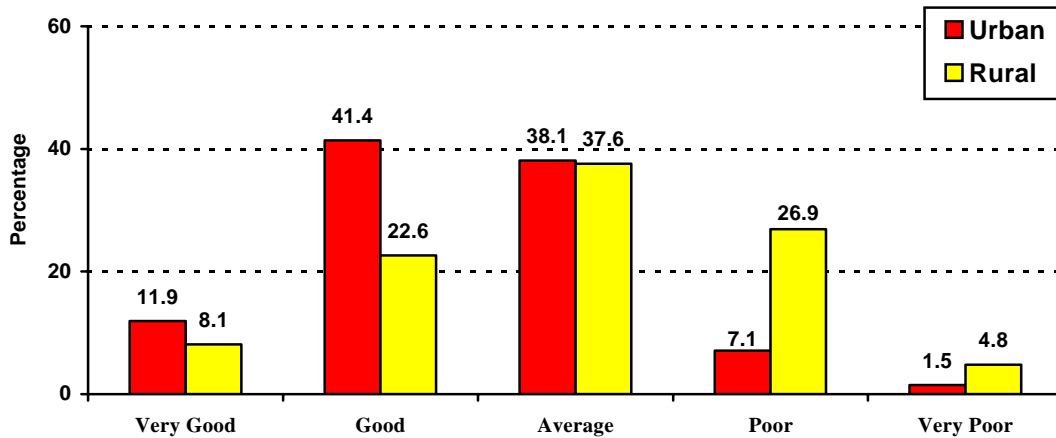


³² Comparative analysis for this question began satisfaction study conducted in 2000 and in subsequent years.

F. Question on Taxes within Strathcona County

Residents of Strathcona County who were taxpayers³³ were asked to rate the value of their tax dollars. Residents were told that 58% of their taxes were earmarked for municipal services. Knowing this, residents were asked to what extent they felt they were getting good value for their tax dollars. The results to this question are shown in Figure 49 below.

FIGURE 49
Value of Tax Dollars Spent in Strathcona County
- Urban and Rural Comparisons 2004



Highlights from Figure 49

- Statistically, there was a difference between urban and rural residents with respect to how people felt about the value of tax dollars that was spent on municipal services. This was confirmed by a chi-square procedure ($\chi^2 = 45.75$, 4 df, $p < .001$), and a *t-test* measurement for mean score differences ($t = -6.52$, 452 df, $p < .001$). It can be seen that considerably more people living in the urban area felt that they were getting very good or good value for their tax dollars compared to those living in rural areas.
- Those people (18.1% of the sample, N=82) who felt that they received poor value for the taxes that they paid were asked to indicate why they felt that way. A variety of reasons were given, with the most common answer being that they felt that there was an inequity between the amount of money they

³³ It was found that 91.6% of the respondents owned property in Strathcona County and as such, were taxpayers

paid in taxes and the amount of services they were receiving in return. People living in rural parts of the County particularly pointed this out and felt that the only service they received was with respect to road maintenance. There were a couple of complaints about the lack of services from residents living in condos.

A comparison of trends from 1999- 2004 with respect to perceptions of the value of services for tax dollars are shown in Figure 50 (Urban) and Figure 51 (Rural). One can see that for urban residents, the positive perceptions that residents were getting very good or good value for their tax dollars has remained constant since 2001. Rural residents, on the other hand, have a much higher negative perception of the value that they get for their tax dollars. Furthermore, it can be seen that there has been a slow but steady increase in this perception since 1999.

FIGURE 50
Value of Tax Dollars Spent in Strathcona County – Urban Residents (1999-2004)

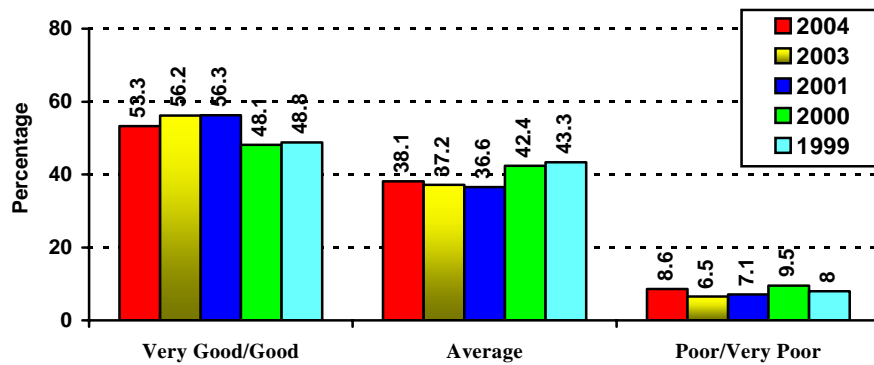
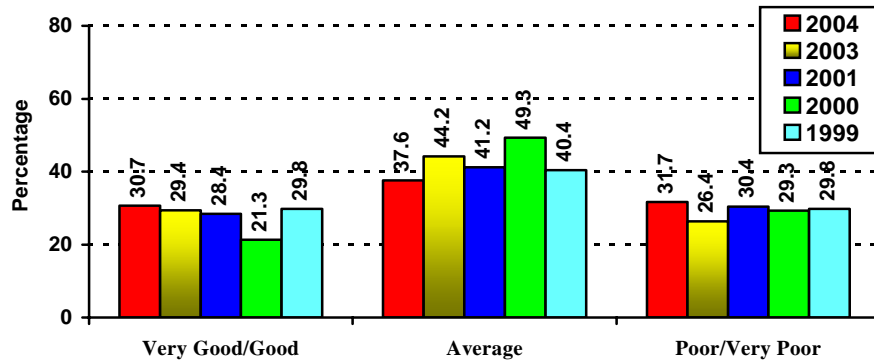


FIGURE 51
Value of Tax Dollars Spent in Strathcona County – Rural Residents (1999-2004)



G. Services Provided by Strathcona County Employees

Residents were asked to indicate which county services they had used in the past 12 months. Most survey respondents had used at least one county service during this time period.³⁴ It can be seen in Table 1 that *recycling services* were the most frequent service used in 2004, followed by *indoor recreation facilities*, the *public library*, *RCMP*, *public transit services* and the *Information and Volunteer Centre*.

Table 1
County Services in Strathcona County Used by Residents
in the Past 12 Months – 2004 vs. 2003 and 2001

Type of Service	N of Users (2004)	% Use 2004	% Use 2003	% Use 2001
Recycling Services	397	77.7%	80.7%	83.5%
Indoor Recreation Facilities	347	67.9%	71.3%	65.9%
Strathcona County Library	300	58.7%	61.0%	61.8%
RCMP	152	29.7%	31.9%	27.9%
Public Transit Services	105	20.5%	23.7%	25.1%
Information & Volunteer Centre	94	18.4%	23.5%	23.7%
Bylaw Enforcement	94	18.4%	17.3%	16.5%
Building Permit & Inspection Services	92	18.0%	15.1%	11.8%
Fire & Ambulance Services	54	10.6%	12.9%	11.8%
Family Support Services	37	7.2%	8.6%	9.2%
Agriculture Services	36	7.0%	6.2%	6.6%

³⁴ 23 respondents (4.5% of the sample) indicated that they had not used any county services in the past 12 months. This was about the same as last year’s survey.

Services in 2004 that showed a small increase in usage compared to 2003 were *bylaw enforcement* and *building permit & inspection services*. A slight increase was also seen for *agriculture services*. All of the other services had minor decreases in usage since 2003.

A comparison of services used between urban and rural residents for 2004 and 2003 is shown in Table 2. It can be seen that in 2004, urban residents used *recycling services, indoor recreation facilities, the public library, public transit services* and the *Information and Volunteer Centre* to a greater extent than rural residents. Rural residents, on the other hand, made greater use of *agricultural services* and *bylaw enforcement* services than urban residents. This was the same pattern found in 2003.

Table 2
County Services in Strathcona County Used by Urban and Rural Residents
in the Past 12 Months – 2004 vs. 2003

Type of Service	2004		2003	
	Urban	Rural	Urban	Rural
Recycling Services	82.5%	72.4%	86.8%	69.5%
Indoor Recreation Facilities	76.2%	57.1%	77.2%	60.5%
Strathcona County Library	64.4%	51.7%	66.2%	51.4%
RCMP	30.4%	29.1%	33.5%	28.8%
Public Transit Services	25.4%	13.8%	31.4%	9.6%
Information & Volunteer Centre	20.8%	15.3%	27.7%	15.8%
Building Permit & Inspection Services	17.8%	18.7%	13.2%	18.6%
Bylaw Enforcement	15.2%	23.6%	13.8%	23.7%
Fire & Ambulance Services	10.2%	11.3%	13.2%	12.4%
Family Support Services	7.3%	7.4%	8.3%	9.0%
Agriculture Services	3.3%	12.8%	4.0%	10.2%

Table 2 also shows a comparison of urban and rural resident use of services between 2004 and 2003. It can be seen that the use of *recycling services* and *transit services* by urban residents dropped slightly over the two year period, while rural residents increased their use of these services over the same two year period. There was also a considerable decrease in the use of the *Information and Volunteer Centre* by urban

residents in 2004 compared to 2003. No change among rural residents was seen over the two year period for this service.

It can also be seen that there was an increase in the use of *bylaw enforcement* services by urban residents in 2004 compared to 2003. No change among rural residents was seen over the two year period for this service.

Respondents were asked to think of their most recent contact that they had with County staff and to rate the service that they received on the basis of 6 criteria. The services that the residents based their ratings on are shown in Table 3. The overall rating results for all 6 criteria (regardless of the service used) are shown in Figures 52 and 53.

Table 3
County Departments in Strathcona County Used as the Basis for Rating the Service of County Staff in 2004

Type of Service	N	%
Indoor Recreation Facilities	175	36.2%
Strathcona County Library	82	17.0%
Recycling Services	97	20.1%
RCMP	30	6.2%
Public Transit Services	27	5.6%
Building Permit & Inspection Services	24	5.0%
Bylaw Enforcement	14	2.9%
Family Support Services	9	1.9%
Fire & Ambulance Services	9	1.9%
Agriculture Services	4	0.8%
Information & Volunteer Centre	2	0.4%

FIGURE 52
Quality of Services provided by County Staff -2004 Results

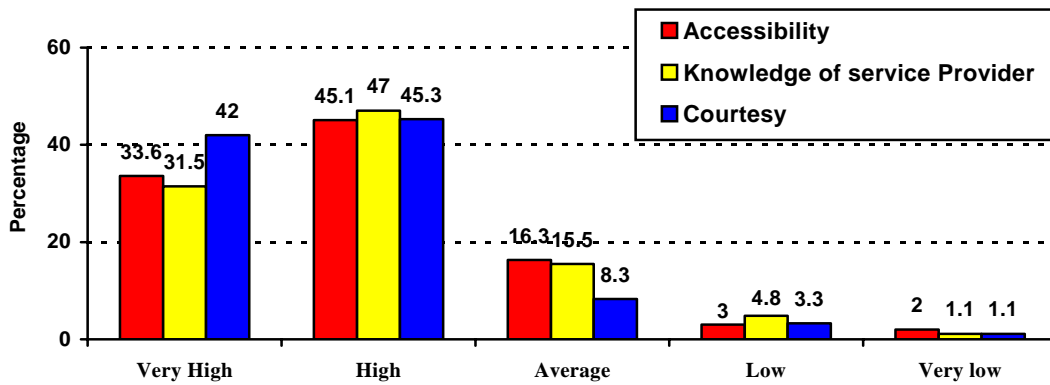
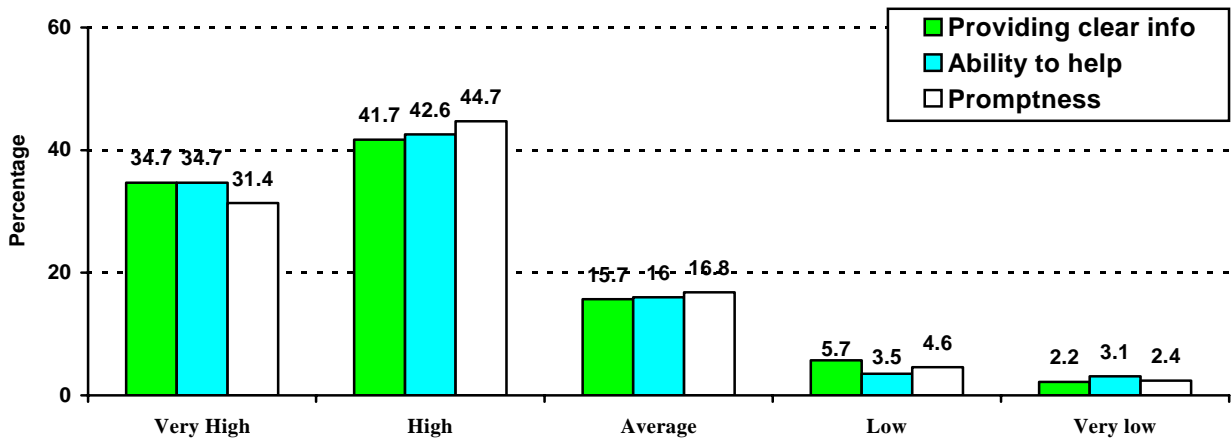


FIGURE 53
Quality of Services provided by County Staff – 2004 Results



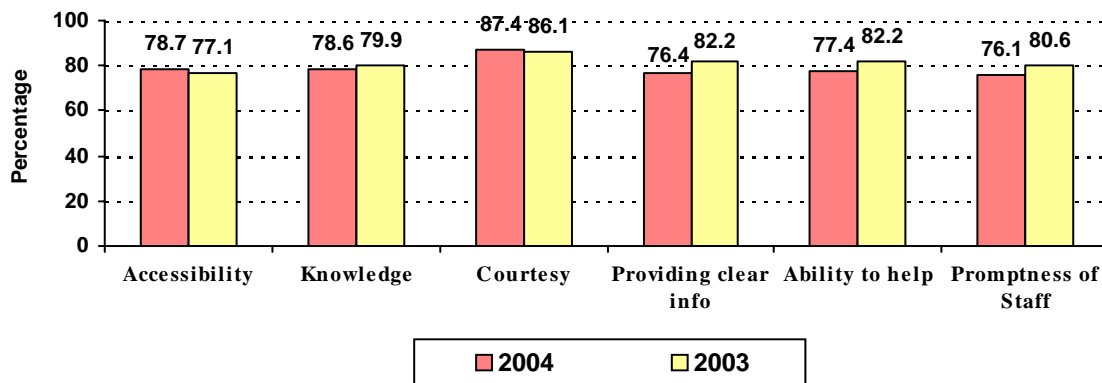
Highlights from Figure 52 and Figure 53

- Overall, residents had a very positive perception of county staff on the basis of all 6 criteria.
- Based on the combination of the “very high” and “high” scores, the strongest criteria was *courtesy* (87.1%). The remaining staff aspects were all rated relatively similar, with *knowledge of the service provider* being second highest at 78.5%, followed closely by *accessibility* (78.7%), the *ability of the staff to help you* (77.3%), *being able to provide clear information* (76.4%) and *promptness of staff* (76.1%).
- All respondents were given the opportunity to provide any comments about the service that they had received from County staff. Overall, 39.5% of the

respondents (N=202) provided additional comments. Of these 202 residents, the majority of the comments were positive descriptors, including *good and/or helpful, professional and knowledgeable staff* (52.5%) and *friendly/courteous* (9.4%). Almost 10% of these residents had positive perceptions toward particular departments that were helpful to them.

- Not everyone was pleased, however, as 28.7% of the 202 residents were not happy with aspects of the service that they received. While the comments did vary, some of the repeated concerns were:
 - Slow response times from the RCMP;
 - Problems with developers;
 - Problems with inspectors;
 - More staff needed, some staff hard to get in touch with; and existing staff need more training;
 - Improve communication skills of staff – i.e. doing follow-ups to resident concerns;
- Table 54 presents a comparison of overall results between this year’s survey and the 2003 survey for these 6 items. It was found that the combined *very high/high ratings for staff* were slightly lower in 2004 compared to 2003 for all items with the exception of *courtesy and accessibility of staff*, both of which were found to be slightly higher.

FIGURE 54
Quality of Services provided by County Staff - 2004 & 2003 comparisons on the combined Very High/High percentages



- The closing question directed to all residents was a general one that allowed people to provide comments about any Strathcona County service or the way that the County is managed. Overall, 41.5% of respondents provided

additional comments, of which many reiterated concerns they had with specific services. The services mentioned most often included:

- Lack of proper road maintenance (year round, though a perceived lack of snow removal was mentioned by many residents);
- Problems with traffic flow, including too many traffic lights, congestion, higher density problems, particular intersection problems (e.g. access onto Wye Road in general, Rge 222 & Wye Road);
- Perceived slow reactions by the RCMP to calls made by residents;
- Some bus service issues (e.g. fares too high, poor transportation to Millennium Place);
- More recycling depots and recycling initiatives;
- There were also many residents who felt that the County was in immediate need of a hospital or medical facility. One individual in particular was appalled that nothing was available, given the increased growth experienced in Sherwood Park and the County as a whole, particularly in the last 5 years.

APPENDIX A: THE QUESTIONNAIRE

Strathcona County Year 2003 Client Satisfaction Questionnaire

Hello. My name is _____ of *company name*. We are doing a survey of adult residents on behalf of Strathcona County to find out what people like and don't like about living in the community. Can you spare me about **10 minutes** of your time right now to take part in this important survey?

ONCE AN ADULT MEMBER OF THE HOUSEHOLD IS ON THE LINE, CONTINUE.

The survey will ask for your opinions about the quality of life in Strathcona County, the quality of municipal services, and the service provided by County staff. The County will use these results to evaluate its services, and help make the best use of its resources.

Great, but before we begin I need to know:

- Do you live: In Sherwood Park 1
- or elsewhere in Strathcona County? 2

 If not 1 or 2 – Thank and terminate

I'd like to begin by asking you some general questions about life in Strathcona County...

	very high	high	average	low, or	very low	DO NOT READ: DK
1. To what extent are you satisfied with the quality of life in Strathcona County at the present time? Would you rate your level of satisfaction as:	1	2	3	4	5	9

IF LOW OR VERY LOW, ASK: How could the quality of life be improved?

	very high	high	average	low, or	very low	DO NOT READ: DK
2. How would you rate Strathcona County as a place to raise children? Would you rate your level of satisfaction as:	1	2	3	4	5	9

IF LOW OR VERY LOW, ASK: Why do you feel that way?

	very high	high	average	low, or	very low	DO NOT READ: DK
3. How would you rate Strathcona County as a safe community to live in? Would you rate this as...	1	2	3	4	5	9

IF LOW OR VERY LOW, ASK: What could be done to make the community safer?

	very high	high	average	low, or	very low	DO NOT READ: DK
4. How would you rate the quality of Strathcona County's natural environment? Would this be...	1	2	3	4	5	9

IF LOW OR VERY LOW, ASK: Why do you feel that way?

	very fair	fair	average	unfair, or	very unfair	DO NOT READ: DK
5. In providing services, County Council and staff have to consider the needs and interests of people living in different areas of the County. In balancing these needs and interests, would you say that in general the County is:	1	2	3	4	5	9

DO NOT READ: IF UNFAIR OR VERY UNFAIR, ASK: Why do you feel that way?

6. Would you recommend Strathcona County to others as a place to live?	1. yes	2. no	9. Don't know
--	--------	-------	---------------

DO NOT READ: IF NO, ASK: Why do you say that?

7. I'd now like to know what you think of the quality of services provided by Strathcona County.

DO NOT READ: PLEASE ROTATE THE LIST, STARTING AT THE X.

- | | | | | | | | |
|----|---|-----------|------|---------|--------|----------|------------------------|
| a. | Thinking of winter road maintenance, snow removal and ice control ...is your satisfaction level very high, high, average, low or very low? | very high | high | average | low,or | very low | DO NOT READ: DK |
| | | 1 | 2 | 3 | 4 | 5 | 9 |

FOR WINTER SERVICE RATED LOW OR VERY LOW (4, 5), ASK:
What could Strathcona County do to improve in this area?

- | | | | | | | | |
|----|---|-----------|------|---------|--------|----------|------------------------|
| b. | Thinking of urban street maintenance in the summer (potholes filled, streets in good repair)...is your satisfaction level very high, high, average, low or very low? | very high | high | average | low,or | very low | DO NOT READ: DK |
| | | 1 | 2 | 3 | 4 | 5 | 9 |

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:
What could Strathcona County do to improve in this area?

- | | | | | | | | |
|----|--|-----------|------|---------|--------|----------|------------------------|
| c. | Thinking of rural road maintenance in summer (potholes, grading, dust control) ...is your satisfaction level very high, high, average, low or very low? | very high | high | average | low,or | very low | DO NOT READ: DK |
| | | 1 | 2 | 3 | 4 | 5 | 9 |

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:
What could Strathcona County do to improve in this area?

- | | | | | | | | |
|----|---|-----------|------|---------|--------|----------|------------------------|
| d. | Thinking of family support services, which include things such as home care, counseling, youth programs ...is your satisfaction level very high, high, average, low or very low? | very high | high | average | low,or | very low | DO NOT READ: DK |
| | | 1 | 2 | 3 | 4 | 5 | 9 |

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:
What could Strathcona County do to improve in this area?

- | | | | | | | | |
|----|---------------------------------------|------|--|--|--|------|---------------------|
| e. | Thinking of fire and ambulance | very | | | | very | DO NOT READ: |
|----|---------------------------------------|------|--|--|--|------|---------------------|
-

services... is your satisfaction level very high, high, average, low or very low?	high	high	average	low,or	low	DK
	1	2	3	4	5	9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:What could Strathcona County do to improve in this area?

f. Thinking of land use planning, which includes determining new residential, commercial and industrial development... is your satisfaction level very high, high, average, low or very low?	very high	high	average	low, or	very low	DO NOT READ: DK
	1	2	3	4	5	9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:What could Strathcona County do to improve in this area?

g. Thinking of economic development, which includes attracting new businesses... is your satisfaction level very high, high, average, low or very low?	very high	high	average	low,or	very low	DO NOT READ: DK
	1	2	3	4	5	9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:What could Strathcona County do to improve in this area?

h. Thinking of building permit and inspection services... is your satisfaction level very high, high, average, low or very low.	very high	high	average	low,or	very low	DO NOT READ: DK
	1	2	3	4	5	9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:What could Strathcona County do to improve in this area?

i. Thinking about water and sewer services... is your satisfaction level very high, high, average, low or very low?	very high	high	average	low, or	very low	DO NOT READ: DK
	1	2	3	4	5	9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:What could Strathcona County do to improve in this area?

j. Thinking about garbage collection... is your satisfaction	very high	high	average	low,or	very low	DO NOT READ: DK
---	-----------	------	---------	--------	----------	------------------------

level very high, high, average,
low or very low? 1 2 3 4 5 9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:

What could Strathcona County do to improve in this area?

k. Thinking about **waste recycling services**...is your satisfaction level very high, high, average, low or very low? very high high average low,or very low **DO NOT READ: DK**
1 2 3 4 5 9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:

What could Strathcona County do to improve in this area?

l. Thinking about the various **parks, green spaces and sports fields**...is your satisfaction level very high, high, average, low or very low? very high high average low,or very low **DO NOT READ: DK**
1 2 3 4 5 9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:

What could Strathcona County do to improve in this area?

m. Thinking about **indoor recreation facilities (arenas and pool)**...is your satisfaction level very high, high, average, low or very low? very high high average low,or very low **DO NOT READ: DK**
1 2 3 4 5 9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:

What could Strathcona County do to improve in this area?

n. Thinking of **public transit services here in the County**...is your satisfaction level very high, high, average, low or very low? very high high average low,or very low **DO NOT READ: DK**
1 2 3 4 5 9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:

What could Strathcona County do to improve in this area?

- o. Thinking of **bylaw enforcement** .. very high high average low,or low **DO NOT READ: DK**
 is your satisfaction level very high, high, average, low or very low?
 1 2 3 4 5 9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:

What could Strathcona County do to improve in this area?

- p. Thinking about **weed control, soil management, wildlife problems and other agricultural services**... is your satisfaction level very high, high, average, low or very low? very high high average low,or low **DO NOT READ: DK**
 1 2 3 4 5 9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:

What could Strathcona County do to improve in this area?

- q. Thinking of the **Information and Volunteer Centre**... is your satisfaction level very high, high, average, low or very low. very high high average low,or low **DO NOT READ: DK**
 1 2 3 4 5 9

FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:

What could Strathcona County do to improve in this area?

- r. Thinking of the **Strathcona County Library**... is your satisfaction level very high, high, average, low or very low? very high high average low,or low **DO NOT READ: DK**
 1 2 3 4 5 9

DO NOT READ: FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:

What could Strathcona County do to improve in this area?

- s. Thinking of **the services provided by the RCMP**... is your satisfaction level very high, high, average, low or very low? very high high average low,or low **DO NOT READ: DK**
 1 2 3 4 5 9

DO NOT READ: FOR SERVICE RATED LOW OR VERY LOW (4, 5), ASK:

What could Strathcona County do to improve in this area?

8. Now I'd like to know how you feel about new residential, commercial and industrial developments in

Strathcona County. To begin with...

How would you rate the <u>quality</u> of:	very high	high	average	low, or	very low	DO NOT READ DK
a. New residential developments throughout the County? Overall, would you say that the quality was:	1	2	3	4	5	9
b. New commercial developments throughout the County? Overall, would you say that the quality was:	1	2	3	4	5	9
c. New industrial developments throughout the County? Overall, would you say that the quality was:	1	2	3	4	5	9

IF LOW OR VERY LOW FOR ANY OF THE ABOVE, ASK: Why do you feel that way?
DO NOT READ: SPECIFY WHETHER RESIDENTIAL, COMMERCIAL OR INDUSTRIAL

I'd now like to find out how you feel about the amount of new developments in the County.

What about the amount of:	about right	too much, or	too little	DO NOT READ: DK
d. New residential developments in the County? Would you say the amount was:	1	2	3	9
e. New commercial developments in the County? Would you say the amount was:	1	2	3	9
f. New industrial developments in the County? Would you say the amount was:	1	2	3	9

9. I'd now like you to think back about the quality of services offered to residents in Strathcona County two years ago...

	much better	better	the same	worse, or	much worse	DO NOT READ: DK
To the best of your knowledge, compared to two years ago, would you say that the quality of services now is much better, better, the same, worse or much worse than it was two years ago?	1	2	3	4	5	9

IF WORSE OR MUCH WORSE, ASK:
 What changes have you noticed about the quality of service?

10. a. Do you presently own property in Strathcona County?

- 1 Yes – **Go to Q-10b**
 - 2 No
 - 9 Don't know
- skip to q-11**

b. Of the residential property tax you pay, about 58 per cent pays for municipal services. Knowing this, would you say you receive...

- 1. Very good value for your tax dollars
 - 2. Good value
 - 3. Average value
 - 4. Poor value, or
 - 5. Very poor value for your tax dollars
-
- 9. Don't Know

IF POOR OR VERY POOR VALUE, ASK:

Why do you believe you receive poor value for the taxes you pay?

Now I would like to know your opinion about the service provided by Strathcona County employees.

11. Which of the following County services have you used in the past 12 months? (**Read list and record all numbers that apply**)

- 1 Family Support Services
- 2 Fire and Ambulance Services
- 3 Building Permit and Inspection Services
- 4 Indoor recreation facilities
- 5 Public transit services
- 6 Bylaw enforcement
- 7 Recycling services
- 8 Agricultural services
- 9 Information and Volunteer Centre
- 10 Strathcona County Library
- 11 The RCMP
- 12 Any Others – Please indicate: _____

If one or more of these services are mentioned, please go to Question 12

98 None (**do not read**) - **Go to Question 13 on the next page**

99 Don't know (**do not Read**) – **Go to Question 13 on the next page**

12. Of the County services that you've used, which one did you use most recently? _____
Go To Question 15

13. Have you had contact with any County staff in the past year?

- 1 Yes **Skip to Q-15** 2 No 9 Don't know
Ask Q-14 below

14. Even though you have not had recent contact with County staff, what is your general impression of the quality of service that they provide? Would you say that it was:

- 1 Very good
 2 Good
 3 Average
 4 Poor, or
 5 Very Poor

Go to Question 16

9 Don't know

15. I'd like you to think about your most recent contact with County staff and the quality of service that you received.

	very high	high	average	low, or	very low	DO NOT READ: DK
a. What about the accessibility for the service? Would you rate this as:	1	2	3	4	5	9
b. What about the knowledge of the service provider? Would you rate this as:	1	2	3	4	5	9
c. What about courtesy? Would you rate this as:	1	2	3	4	5	9
d. What about the ability for providing clear information and explanations? Would you rate this as:	1	2	3	4	5	9
e. What about the ability to help you? Would you rate this as:	1	2	3	4	5	9
f. What about promptness? Would you rate this as:	1	2	3	4	5	9

Are there any comments you would like to make about the service provided by County staff? **DO NOT READ: PROBE AND CLARIFY**

16. Are there any comments you would like to make about any Strathcona County services or the way the County is managed?

In finishing up this survey, I'd like to get some basic information about your household so that we may better understand how your answers compare to others that we've talked to. This information will remain confidential. To begin with...

17. Which neighbourhood or subdivision do you live in? (eg, Nottingham, Sherwood Heights)

DO NOT READ: IF NOT KNOWN, ASK FOR STREET NAME OR CLOSEST RANGE ROAD AND TOWNSHIP ROAD.

19. Including yourself, how many people live in your household? ____ (*If "One" Go to Q-20*)

19a) How many of these people are children aged 15 or younger? _____

19b) How many are children aged 16 or older? _____

20. And as I read a list of age groups, please stop me when I mention the group that includes your age....

1. 18 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 years of age or older

21. **DO NOT READ. NOTE GENDER.** 1. Male 2. Female

22. Do you presently do any volunteer work in Strathcona County?

1. Yes 2. No | 9. Don't know

23. In order to assist Strathcona County in providing information to residents, can you tell me whether you or any members of your household presently have access to the Internet:

- | | | | |
|------------------|--------|-------|---------------|
| a) At your home? | 1. Yes | 2. No | 9. Don't know |
| b) At work? | 1. Yes | 2. No | 9. Don't know |

24. There are two weekly newspapers that may be read by County residents. I'm going to give you the name of each paper, and for each paper that you read, I'd like you rate how good the newspaper is as a source of information about Strathcona County. There are no right or wrong answers.

<i>Rotate list</i>							
Do you read: _____?	Excellent	Good	Fair	Poor			
<i>(If Read, ask... Is this an:</i>	Source	Source	Source, or	Source of	Don't	Don't	
				Information?	Know	Read	
a. Strathcona County This Week, which is published on Fridays	1	2	3	4	9	0	
b. The Sherwood Park News, which is published on Wednesdays	1	2	3	4	9	0	

25. Could I please get your first name or initials in case my supervisor wants to verify that we completed this survey? _____

Thank you for your help in completing this survey, and have a very pleasant evening.

DO NOT READ: Phone #: _____