

Strathcona County

2010 Public Satisfaction Survey



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TABLE OF CONTENTS

EXECUTIVE SUMMARY	i
I. INTRODUCTION AND PURPOSE OF THE STUDY	1
II. METHODOLOGY	1
A. The Questionnaire.....	1
B. Sampling Design and Data Collection Procedure.....	2
III.RESULTS	3
A. Demographic Overview	3
B. Quality of Life in Strathcona County	6
C. Quality of Services Provided by Strathcona County	15
Road Maintenance in Strathcona County	16
Helping Services in Strathcona County	20
Water and Waste Management Services in Strathcona County	25
Transit Services in Strathcona County.....	28
Library Services in Strathcona County	31
Information and Volunteer Centre Services in Strathcona County	33
Land Use Planning & Economic Development Services in Strathcona County ...	36
Permit & Inspection Services in Strathcona County	39
Bylaw Enforcement Services in Strathcona County.....	41
Agricultural Services in Strathcona County	43
Indoor and Outdoor Recreation Services in Strathcona County.....	45
D. Perceptions of New Residential, Commercial and Industrial Developments in Strathcona County.....	49
E. Question on Quality of Services Now Compared to Two Years Ago	52
F. Question on Taxes within Strathcona County	54
F. Services Provided by Strathcona County Employees.....	57
G. Assessment of County Communication and Information Services	62
H. Relationship with Other Municipalities.....	67
I. Awareness of the Strategic Plan	68
J. Public Engagement Opportunities	69
K. Final Thoughts	69
APPENDIX A: THE QUESTIONNAIRE	71

EXECUTIVE SUMMARY

The 2010 public opinion survey on services and life in Strathcona County was undertaken in December 2010 to obtain perceptions on the quality of life of residents living in Sherwood Park and rural parts of Strathcona County. This is the 13th annual formal resident satisfaction study. Overall, the following information was extracted from the data:

1. Residents of Strathcona County continue to have very positive perceptions of the quality of life for them and for their families; almost all of the people interviewed would recommend Strathcona County as a place to live. With respect to five broad aspects of life in Strathcona County measured, *a place to raise children* was rated highest overall (85.8% rated very high or high), followed by *a safe community* (75.2% rated very high or high), *the quality of the natural environment* (61.6% rated very high or high), *County staff balancing needs and interests of people living throughout the County* (61.3% rated very fair or fair) and *Mayor and Council balancing needs and interests of people living throughout the County* (51.9% rated very fair or fair).
2. The positive views that people had of living in the County as a whole extended to the general satisfaction level for 18 specific services offered by County staff. The overall results are shown in Figures A through E. Services that residents rated particularly high included *fire & ambulance services* (Figure A), *indoor recreation facilities, parks, green spaces and sports fields* and *the County Library* (Figure B). The services that received lower satisfaction ratings were *permit & inspection services, land use planning* and *agricultural services* (Figure D), and *winter road maintenance* (Figure E). Even here, residents still tended to rate these services as “average” rather than “low.” Overall, the rating of services by residents this year is very similar to findings from 2009. Please note that the ratings of some services may be dependent on whether residents lived in urban or rural Strathcona County and/or whether residents actually used a particular service. Details of these types of breakdowns can be found in the main body of the report.

FIGURE A
Overall Ratings of Different County Services – Helping Services

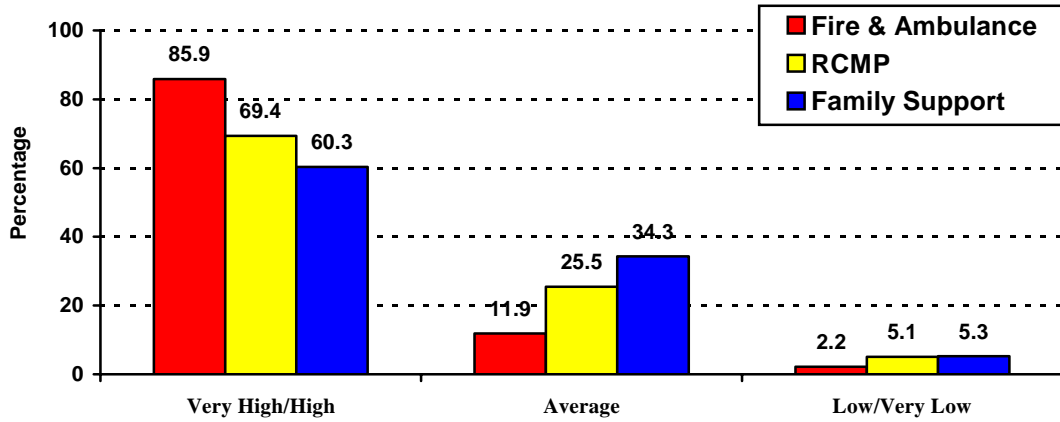


FIGURE B
Overall Ratings of Different County Services – Recreation, Library & Volunteer Information Services

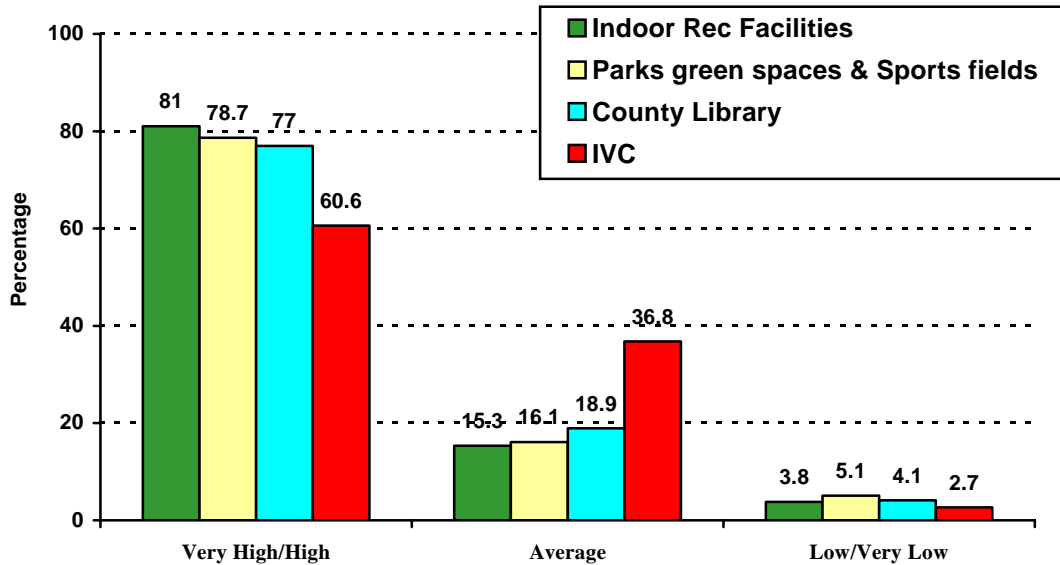


FIGURE C
Overall Ratings of Different County Services – Waste & Water Services

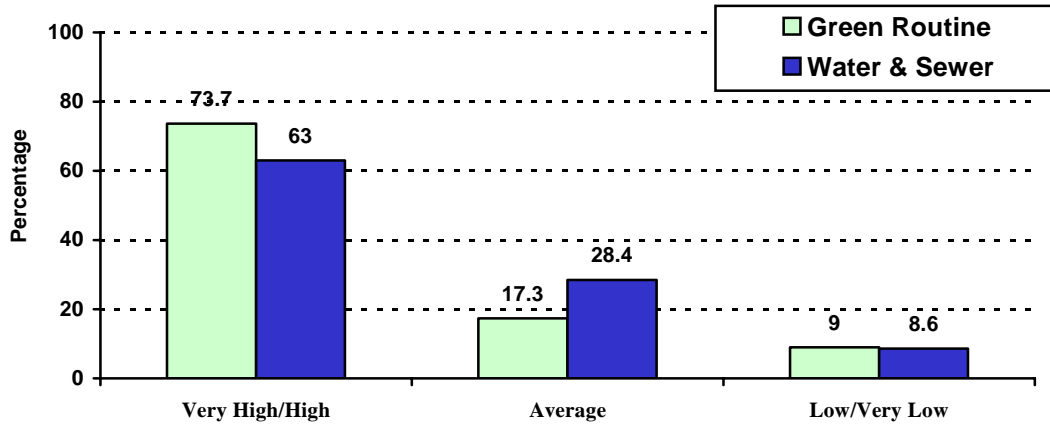


FIGURE D
Overall Ratings of Different County Services – Different Inspection, Planning and Land Related Services

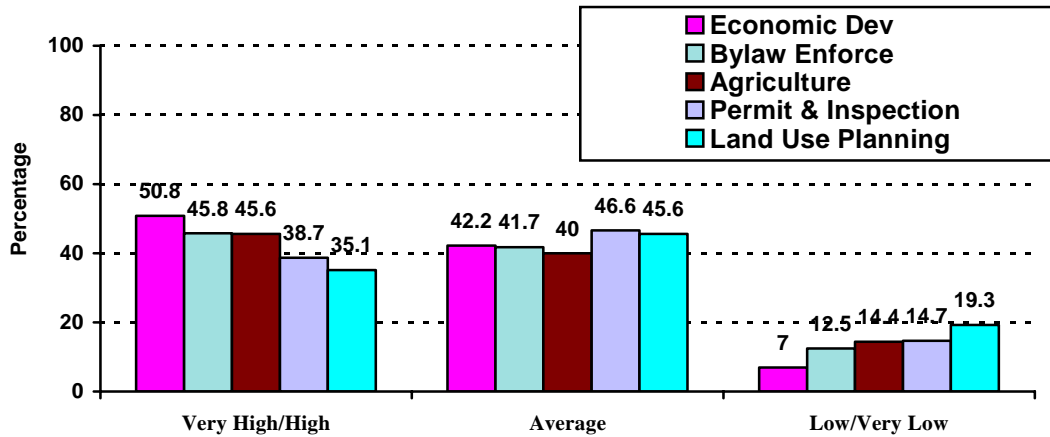
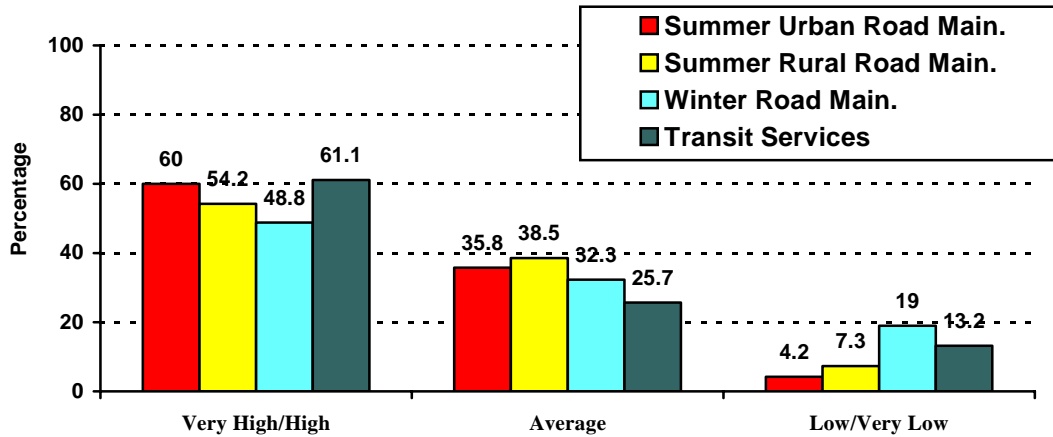


FIGURE E
Overall Ratings of Different County Services – Roadwork and Transit Services

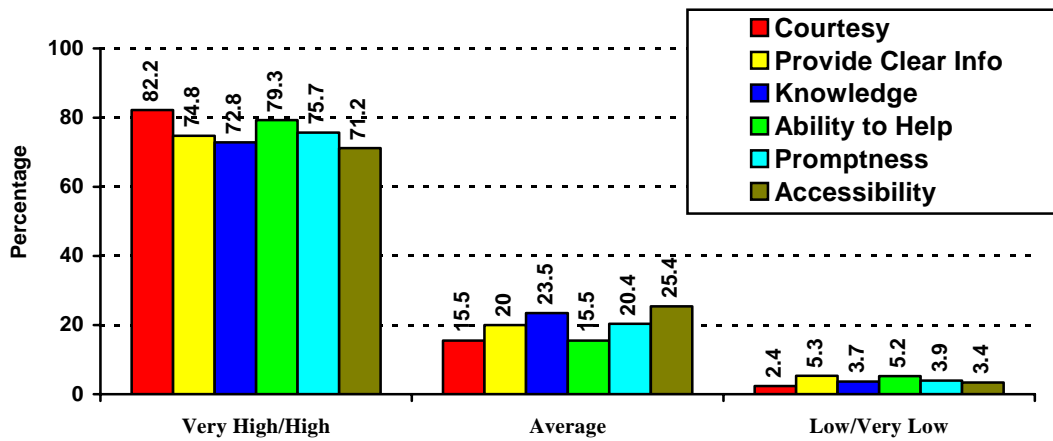


3. In this survey, as in previous years, residents rated all 18 services, but no additional questions were asked about other aspects of these County services. Individual departments can utilize the results from this survey as an overall perceptual measurement. Individual departments may also wish to consider customized detailed surveys to get feedback from County users and/or residents on specific aspects of their departments. Many departments are now doing this as the need arises.

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 evenly between residential developments (51.7% *very high/high* ratings) and commercial developments (46.3% *very high/high* ratings), while 38.5% of residents gave industrial developments a positive rating in 2010. The majority of people felt that the quantity of commercial and industrial developments in the County was about right at the present time. However, a large percentage of residents (35.2%) felt that there may be too many residential developments occurring within the County as of 2010, though it should be noted that this perception was lower this year compared to 2009. The other findings with respect to quality and quantity have been similar to those found in previous satisfaction surveys.

5. In terms of perceived value of services for the tax dollars paid, the perception that one is getting *good* or *very good* value for the tax dollars is holding steady among urban residents when compared to previous years. The percentage of residents who felt this way was 49.3% in 2010, which was higher than what was uncovered in 2009 (47.6%) and 2008 (47.8%). However, it should be noted that this perception is still lower than how people felt in 2007 (50.3%), 2006 (52.6%) and 2005 (55.2%).
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 6 years. For rural residents, the perception that one is getting *good* or *very good* value for the tax dollars was 18.1%. From a tracking perspective, the finding for 2010 is much lower than what was reported in 2009 (29.2%), 2008 (24.2%) and 2007 (29.2%). The percentage of rural residents who believe they are getting *poor* or *very poor* value for their tax dollars, however, was 28.5% in 2010, which is lower than the level of dissatisfaction reported in 2009 (34.8%), 2008 (30.9%) and 2007 (29.2%).
7. It can be seen in Figure F that ratings of County staff on the provision of services to the public were favorable on all aspects of service delivery, particularly *courtesy*. The positive ratings for each of these were about the same or slightly higher than what was found in 2009 and 2008. Approval ratings are ranging between 70% and 76% for each type of interaction that occurs between staff and the public (with the exception of *courtesy*, which increased to 83% in this year's survey).

FIGURE F
Quality of Services provided by County Staff -2010 Results



8. Residents were asked to rate some existing sources of information about Strathcona County. In 2010, most of the methods received positive ratings from residents (*County website, newspapers, info via the utility bill, and newsletters or brochures*). *Open houses* were less popular and *pre-recorded telephone messages* only received minimal ratings. This was also the pattern found in 2009, 2008 and 2007.
9. Overall, 75% of residents took the time to visit the County website, which is 4% higher than what was recorded in 2009 and 14% higher than 2008. Of those who visited the site, 59.7% of residents gave the website *very high or high* ratings, which is 4.3% higher than what was found in 2009.
10. Residents were also asked to indicate what online methods they may have used to get information about Strathcona County. Overall, 58.4% of Internet users had used various online methods, with the most prominent methods being *online forums* or *Facebook*.
11. Overall, 60.4% of residents gave Strathcona County a positive rating on its communication with residents in 2010 (which was higher than the 57.5% reported in 2009 but still lower than the 64% reported in 2008), while 47.7% were satisfied with

having opportunities to express opinions about municipal issues, which was on par with the 2009 and 2008 findings.

12. In 2010, outside of the satisfaction survey, 24% of residents took the time to give the County feedback on a municipal initiative or issue, either through a telephone or online survey, a discussion group or at an open house. This is slightly lower than the 26.6% participation rate found in 2009.
13. The majority of residents (53.6%) were satisfied with how well Strathcona County works with other municipalities in the Capital Region. This is a drop from 2009, where 63.7% of County residents were satisfied with this.
14. Overall, 27.6% of residents were aware of Strathcona County's Strategic Plan. This is about 5% lower than the awareness levels reported in 2009.

I. INTRODUCTION AND PURPOSE OF THE STUDY

In December 2010, Strathcona County conducted a satisfaction survey of its residents to obtain perceptions on the quality of life of residents living in Sherwood Park and rural parts of Strathcona County. This is the 13th annual satisfaction study of residents.¹ 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.

Obtaining primary data from residents directly will provide Strathcona County departments with information, and 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 similar instrument to that used in 2000 and subsequent years. Most of the questions from previous surveys were retained to allow valid comparisons with the previous year. Since 2008, a variety of questions have been incorporated into the survey pertaining to how well the County conveys information to its residents (see Appendix A for a copy of the full questionnaire).

¹ There was no satisfaction study conducted in 2002 due to a county-wide Community Consultation project.

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 500 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, 65% of the sample was drawn from the urban area, while 35% 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 3rd and December 10th, 2010. Strathcona County derived telephone numbers from the Select Phone Canadian Edition database along with the *Telus Telephone Directory* 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 12 minutes to complete. The data was analyzed by Strathcona County's Corporate Planning and Intergovernmental Affairs using SPSS for Windows.

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.

III. RESULTS

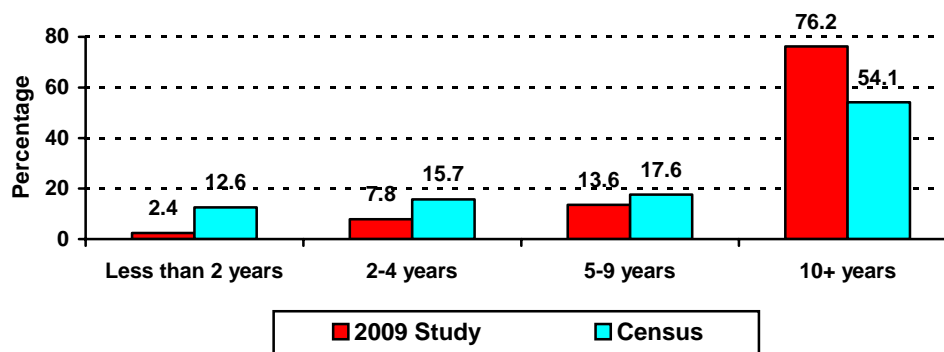
This section of the report presents a summary of the results associated with the perceptions and awareness of residents. Socio-demographic comparisons, where significant, are also highlighted. Comparisons will also be made with data collected from the previous year's survey, when significant differences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

A. Demographic Overview

This section of the report presents an overview of the type of residents who were surveyed in 2010. As indicated in the previous section of this report, part of the sampling criteria was to survey County residents, based on the percentage of people living in rural and urban areas. The other sampling criteria was to obtain answers from equal numbers of males and females. Almost all of the people interviewed were homeowners (92.8%), while the remaining residents were renters.

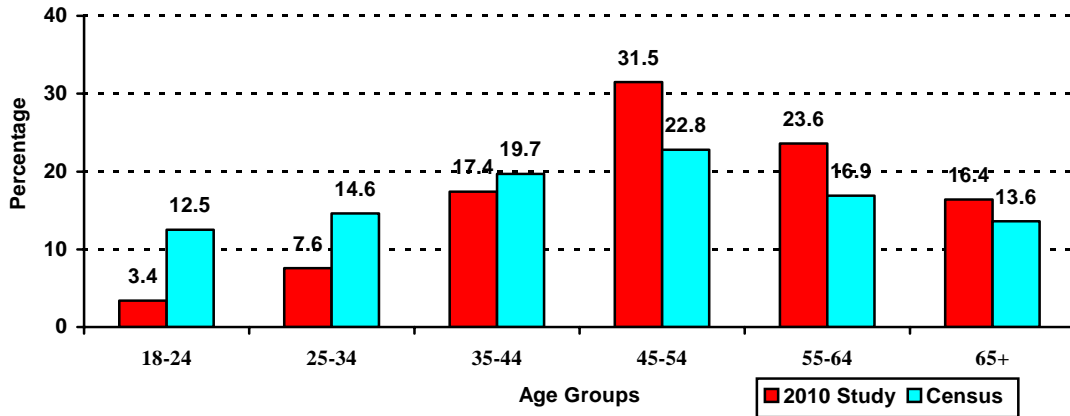
The majority of people who took part in the survey indicated they were long-term residents in the County. Figure 1 presents a breakdown of length of residence. It can be seen the majority of respondents have lived in the County for more than 10 years. The average number of years that people lived in Strathcona County was 21.4 years. In terms of sampling, it can be seen that relative to the Municipal Census, fewer newer residents to the County were interviewed compared to longer term residents.

Figure 1
Length of Time Living in the County



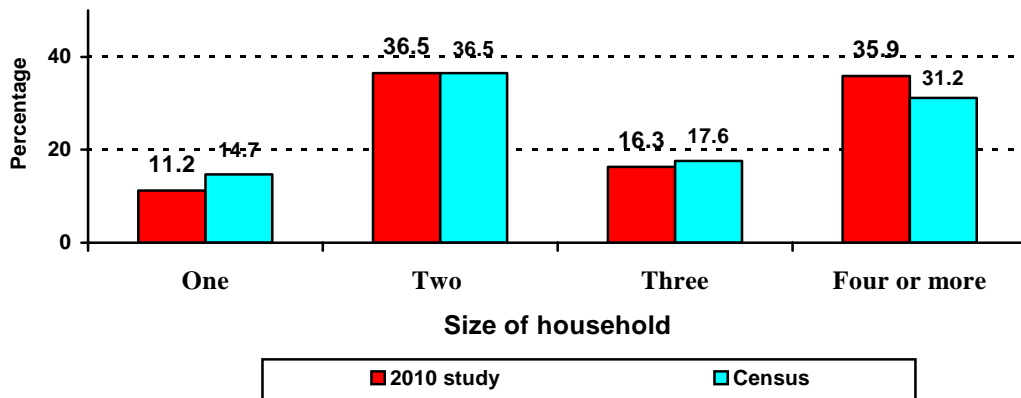
A breakdown of the age of the respondents is shown in Figure 2. There was a relatively good representation from most age groups, though in comparison to the 2009 census⁴, the 18-24 and 25-34 year age groups were under-represented.

FIGURE 2
Age of Respondents



A breakdown of household size is shown in Figure 3. The sample frame for this study was comparable with the 2009 census. The average household size was 2.9 people

FIGURE 3
Size of Household



⁴ These percentages are adjusted to reflect a 100% total of those residents 18 and older (excluding younger residents).

Household composition is shown in Figure 4 and a breakdown of the number of children in the household is shown in Figure 5. These findings have been consistent over the past few years when conducting the satisfaction survey.

FIGURE 4
Household Composition

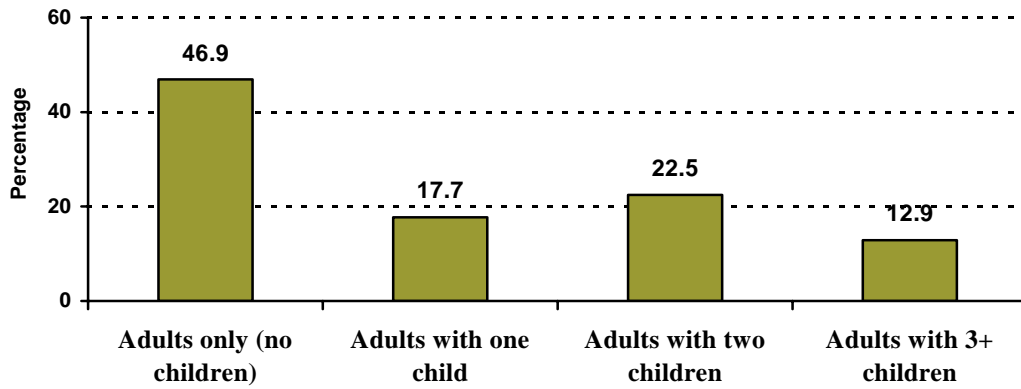
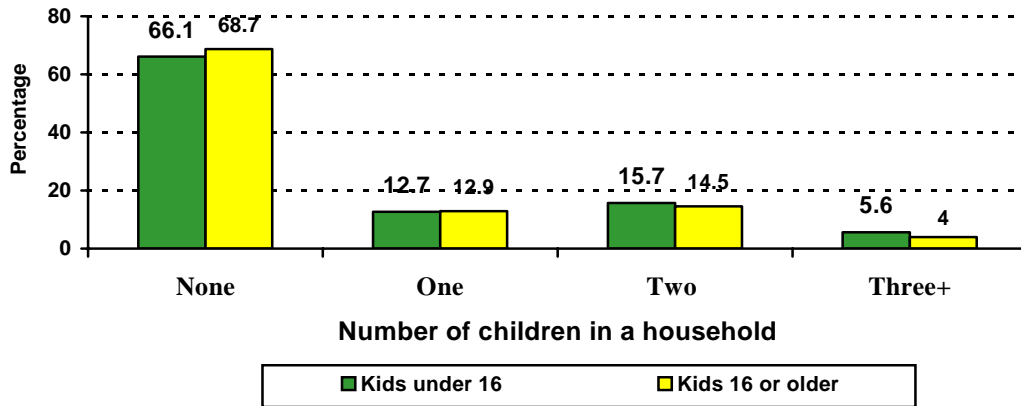


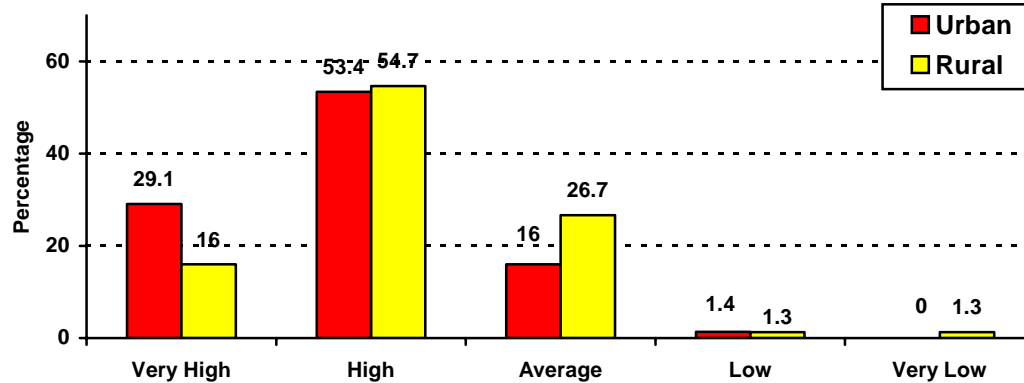
FIGURE 5
Number of Children in Household (based on ages of children)



B. Quality of Life in Strathcona County

Respondents were initially asked to indicate the extent to which they were satisfied with life in Strathcona County. A breakdown by region is shown in Figure 6.

FIGURE 6
Quality of Life in Strathcona County
Urban & Rural Comparisons



Highlights from Figure 6

- The overall rating of Strathcona County was very positive regardless of where one lived in the County. It can be seen in Figure 6 that the combined *very high and high* quality of life ratings are considerably higher for urban residents compared to rural residents. In previous years, the spread has not been as large as it was in 2010.
- A further analysis revealed that no significant differences were found based on gender or age for this item.
- 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 the quality of life in the County in this manner, a variety of reasons were given from the 13 residents (2.6% of the sample) who did. Ideas put forward ranged from items that are out of the municipality's control (get a hospital, have federal offices and provincial services) to wishes for a greater variety of stores, a better transportation system and bylaws changes pertaining to speed bikes, snow mobiles, ATVs and sledding.

Figure 7 presents a breakdown of urban and rural residents' ratings of Strathcona County as a place to raise children. Gender comparisons are depicted in Figure 8.

FIGURE 7
Strathcona County as a Place to Raise Children
Urban & Rural Comparisons

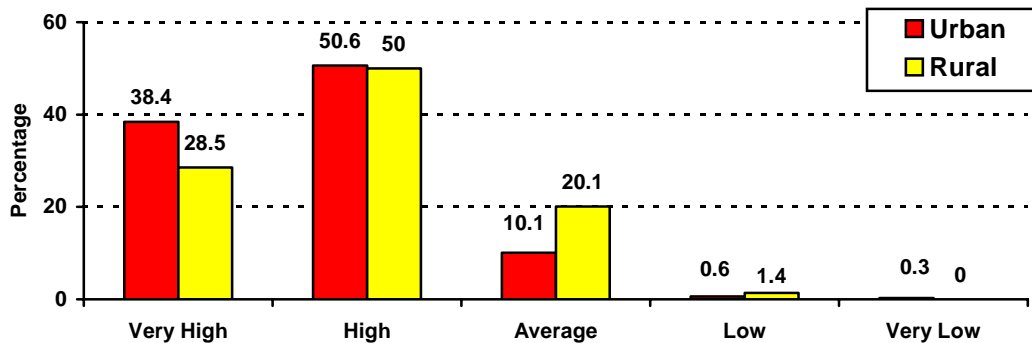
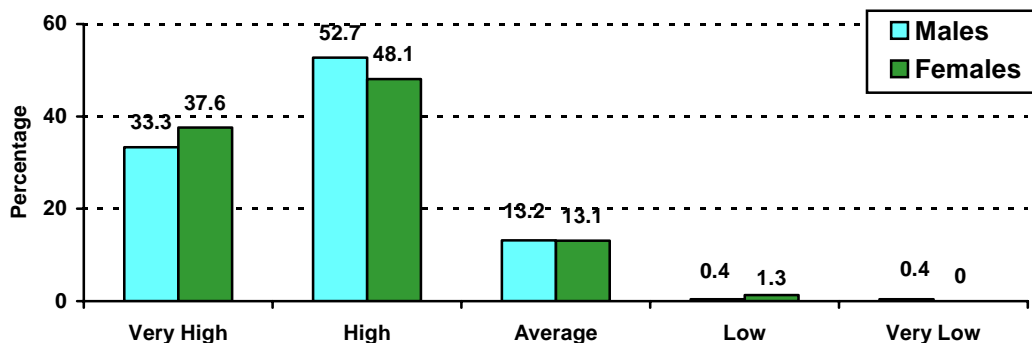


FIGURE 8
Strathcona County as a Place to Raise Children
Gender Comparisons



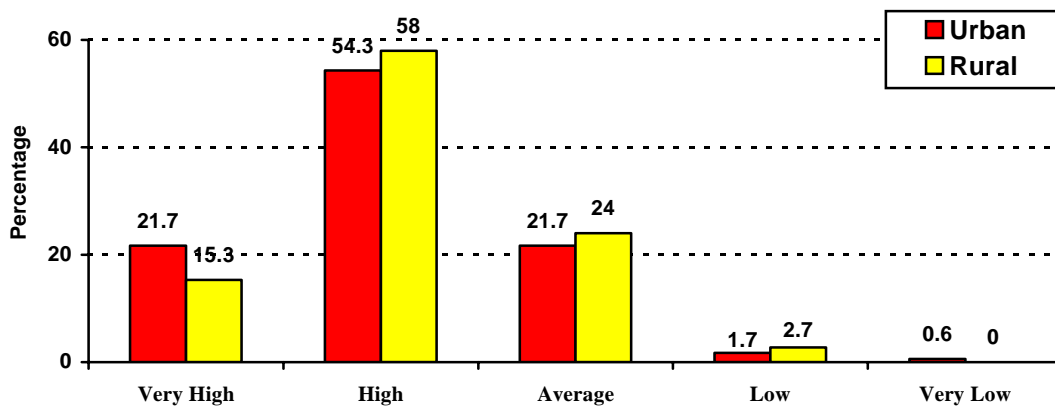
Highlights from Figure 7 & Figure 8

- The majority of people, regardless of where they live, rate Strathcona County as an excellent place to raise children. Those living in Sherwood Park have a stronger perception of this than those living in rural Strathcona County.
- In this year's survey, there was no difference seen between males and females on this aspect of life in Strathcona County. In last year's results, a slightly higher proportion of females felt the County was a safe place to raise children (87.2% *very high/high*) compared to males (81.8% *very high/high*).
- There were no differences among age groups for this item in 2010.

- Respondents who rated this item as low or very low were asked to indicate what improvements could be considered. Only 1.5% of the sample (7 respondents) felt this way based on perceptions that there were drugs tempting teens in the community, and that there were a lack of after-school programs to occupy teens' time.

Figure 9 presents a breakdown by region pertaining to ratings of Strathcona County as safe community.

FIGURE 9
Strathcona County as Safe Place to Live
Urban & Rural Comparisons

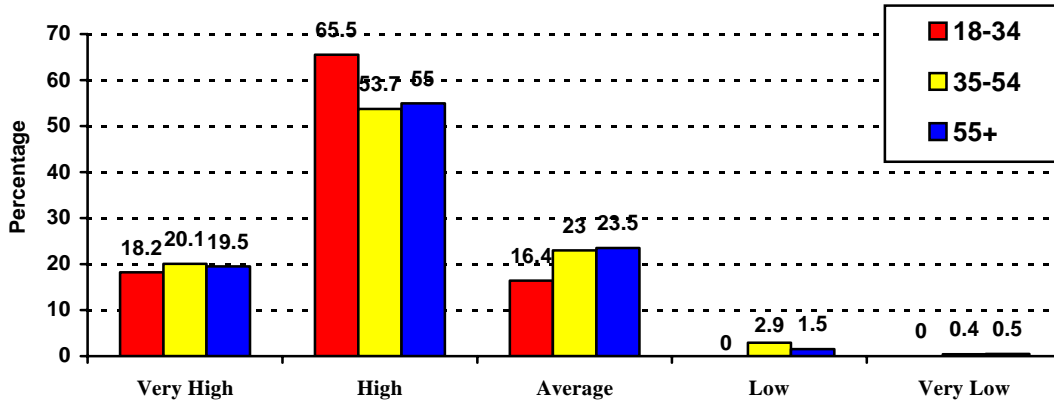


Highlights from Figure 9

- The majority of people felt that Strathcona County was a safe community in which to live. The percentage of residents who gave this question a *very high* rating has stayed the same since 2007.

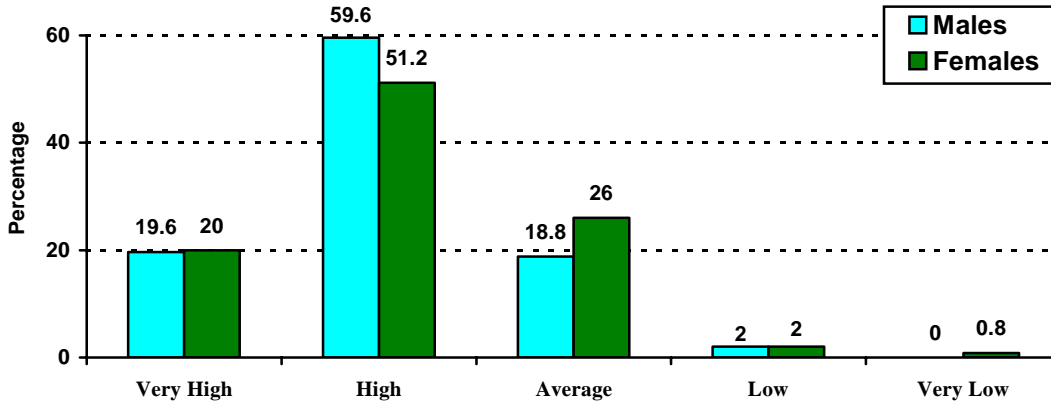
- The majority of residents, regardless of age, felt quite safe living in Strathcona County in 2010 (see Figure 10 below).

FIGURE 10
Strathcona County as Safe Place to Live
Age Group Comparisons – Year 2010



- In 2009, the overall percentage of residents who rated safety in the County as *very high or high* (75.2%) was higher than results posted in 2009 (69.4%) and 2008 (74.4%). Females had a slightly lower perception of this compared to males, but the difference was not statistically significant.

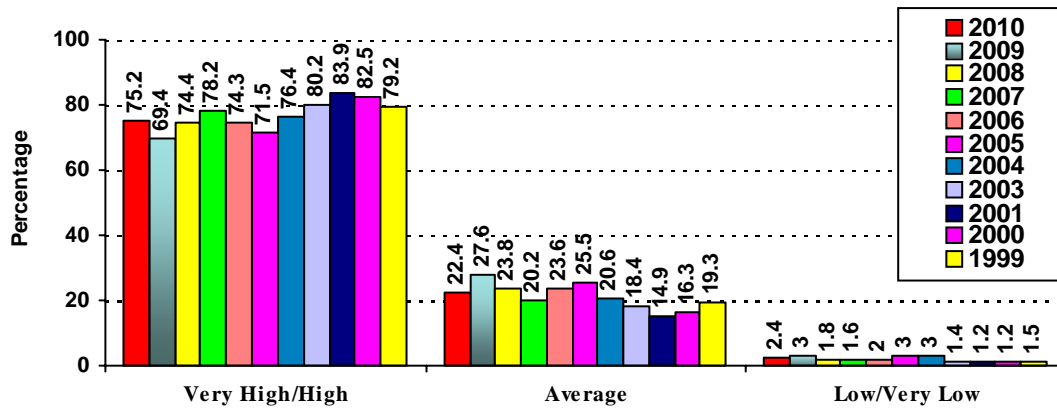
FIGURE 11
Strathcona County as Safe Place to Live
Gender Comparisons



- Overall, only 3% of residents (i.e. 15 respondents) gave safety in Strathcona County a low rating based on perceptions of vandalism, breaking and entering. A couple of residents thought that the RCMP should have a greater presence in the community. One resident cited the power line issue as the source for the low rating given.

It can be seen from Figure 12 that perceptions of safety in Strathcona County being “high or very high” have rebounded to its highest level in three years (with the highest safety ranking occurring in 2001). Nevertheless, it can be seen that the percentage of people who gave safety in the community a low rating has been very small in every year where this has been monitored.

FIGURE 12
Strathcona County as Safe Place to Live
Study Comparisons (1999-2010)⁵



In Figure 13, the majority of residents indicated that they knew up to five other adults in their neighborhood. A larger percentage of residents living in rural Strathcona, however, knew more than 20 adults compared to those living in Sherwood Park.⁶ This is consistent with the findings from satisfaction surveys conducted in the previous two years as well.

⁵ There was no satisfaction study conducted in 2002.

⁶ A chi-square procedure determined that there is a relationship between the number of neighbors one knows on the basis of where one lives in Strathcona County ($\chi^2 = 14.4, 4 \text{ df}, p=.006$).

FIGURE 13
Number of Adults Known by Name within One’s Neighborhood
Urban & Rural Comparisons

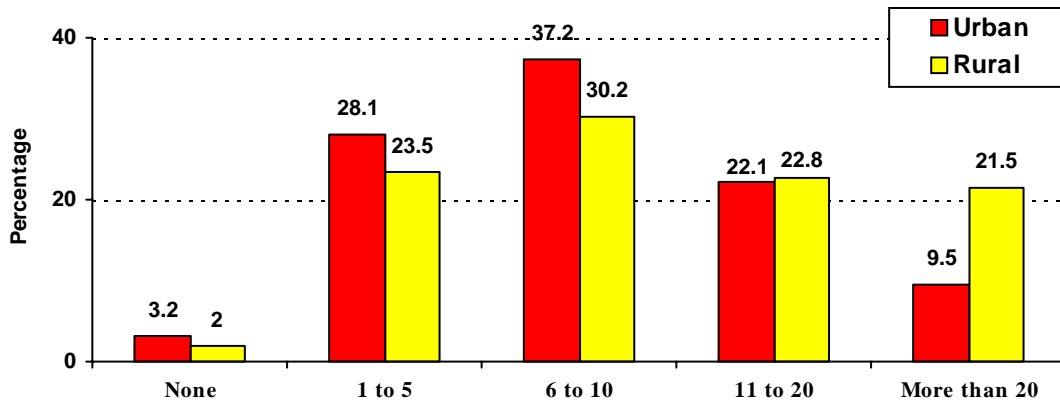
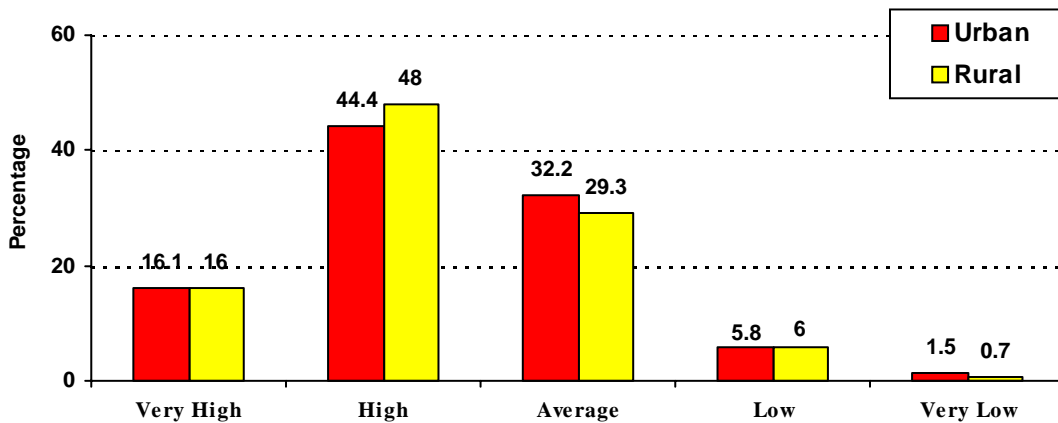


Figure 14 presents a breakdown by region of people’s ratings of the quality of Strathcona County’s natural environment.

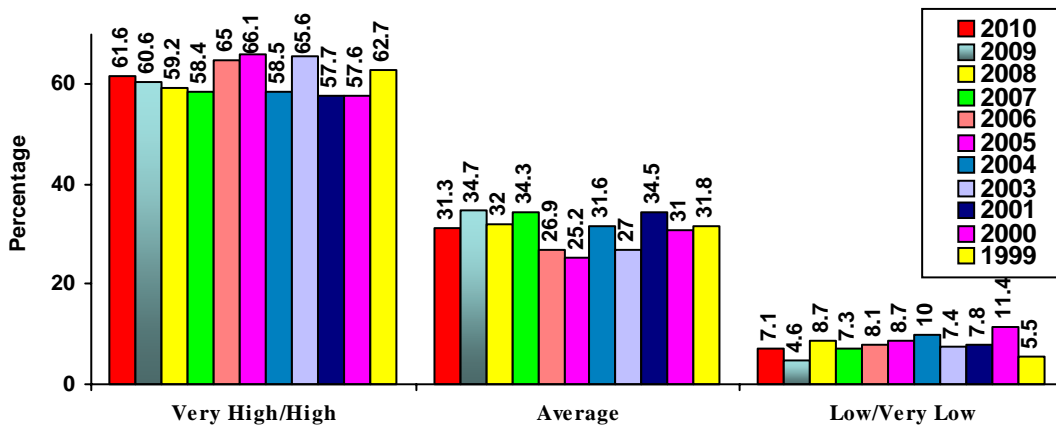
FIGURE 14
Rating the Quality of Strathcona County’s Natural Environment
Urban & Rural Comparisons



Highlights from Figure 14

- It can be seen that 60.5% of the urban and 64% of the rural population gave *very high* or *high* ratings for the quality of the County’s environment. This year’s ratings are 4% higher in the rural area compared to 2009 ratings (and the same as last year for urban residents).
- None of the demographic characteristics influenced how people rated the quality of the natural environment in Strathcona County.
- Overall results (depicted in Figure 15 below) show that the combined *very high* and *high* ratings that people gave to the quality of Strathcona County’s natural environment have continued to increase since 2007, but generally have not matched ratings noted in 2005 and 2006.
- The 4.6% (or 23 residents) who gave *low* or *very low* ratings were asked to indicate their reasons for the rating. The major concern raised by several residents targeted the presence and expansion of the refineries in the County. There were also some comments pertaining to the loss of natural areas as a result of residential, commercial and industrial growth throughout the County. Comments associated with refineries and the loss of natural areas have been consistent since 1999.

FIGURE 15
Rating the Quality of Strathcona County’s Natural Environment
Study Comparisons (1999-2010)



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 associated with the Mayor and Council are shown in Figure 16; County staff findings are depicted in Figure 17.

FIGURE 16
Balancing the Needs and Interests of People Living in Strathcona County
by the Mayor and County Council
Urban & Rural Comparisons

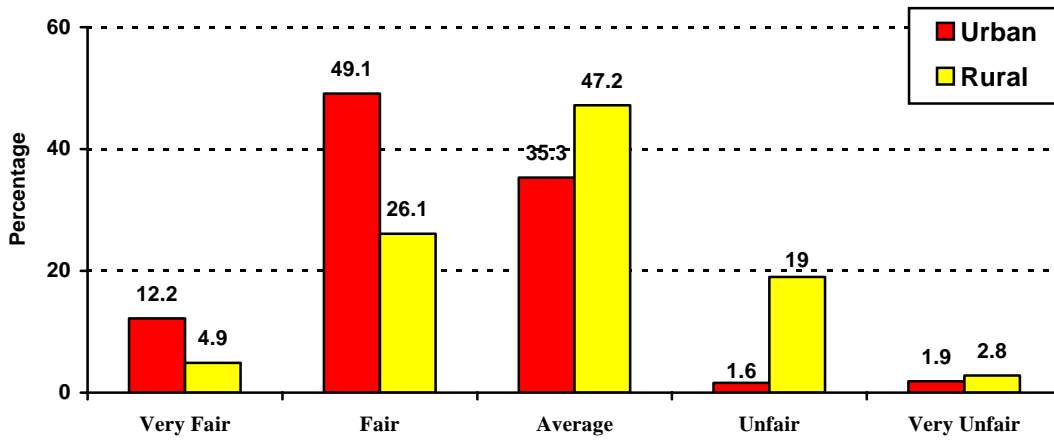
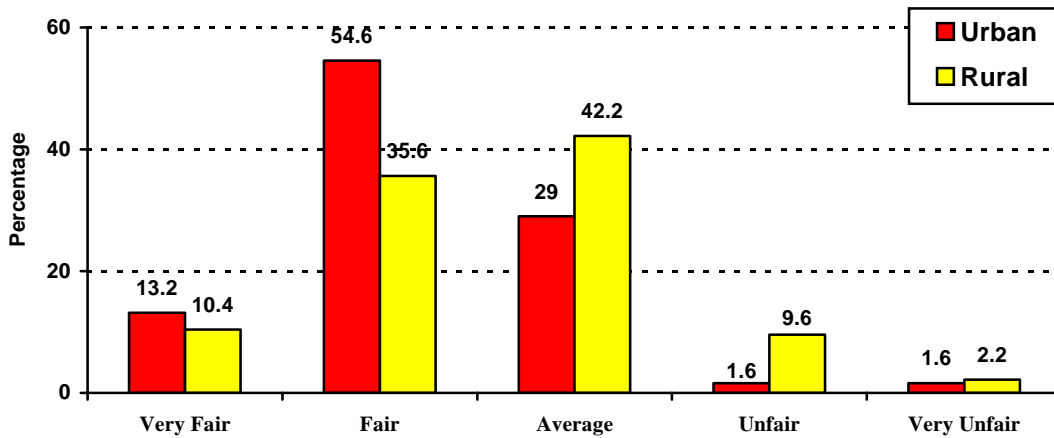


FIGURE 17
Balancing the Needs and Interests of People Living in Strathcona County
by County Staff
Urban & Rural Comparisons



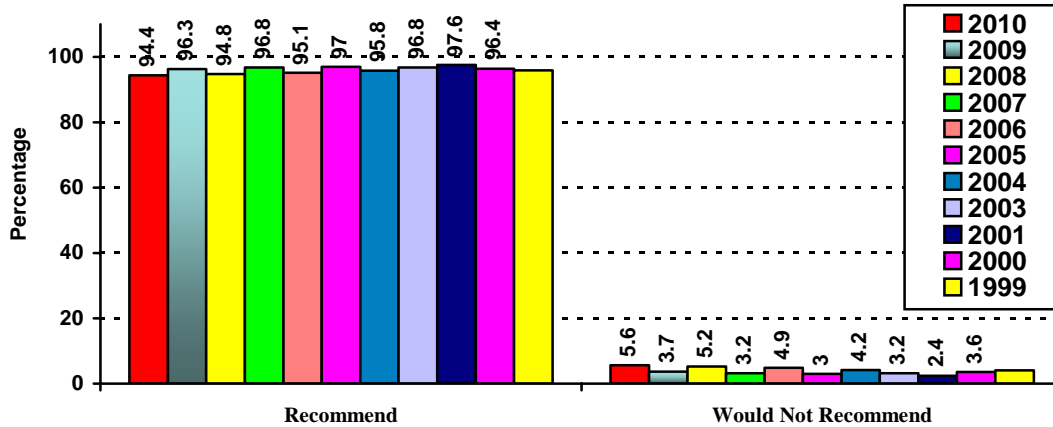
Highlights from Figure 16 & Figure 17

- This was the first year that this question was asked in two parts to separate the Mayor/Council from County staff.
- There was a difference in perception between rural and urban residents as to how fairly they believe people are treated in the County by the Mayor, Council and staff. Considerably more people living in the urban area believe they are treated fairly by County Mayor /Council and staff, compared to those living in rural parts of the County.⁷
- Outside of residence location, none of the other demographic characteristics influenced how people perceived the fairness of County Council and staff toward people living in different parts of Strathcona County.
- Overall, 42 residents (9.1% of the sample) felt that the Mayor and Council were unfair, and 26 residents (9.1% of the sample) felt that County staff were unfair. These individuals were asked to comment on why they felt that way. Many of the comments came from rural residents, who felt they were not getting the same level of services as urban residents. This has been a consistent negative comment for a number of years. There were also some frustrations noted about staff not returning calls made by residents.

Almost all respondents would recommend Strathcona County to others as a place to live (Figure 18), which was virtually identical to the previous satisfaction surveys. The small percentage of people (5.6% or 28 residents) who would not recommend the County as a place to live were asked to indicate why they felt that way. There were a variety of reasons put forward, with the most common reasons centering on perceptions of high taxes and the notion that there were too many people living in the County. Other individual critiques revolved around inconsistencies with traffic lights, the power line issue, and a perceived lack of amenities in the rural area.

⁷ 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 – Mayor/Council ($\chi^2 = 64.81$, 4 df, $p=.000$) and staff ($\chi^2 = 28.28$, 4 df, $p=.000$).

FIGURE 18
Recommendation of Strathcona County as a Place to Live
Study Comparisons (1999-2010)



C. Quality of Services Provided by Strathcona County

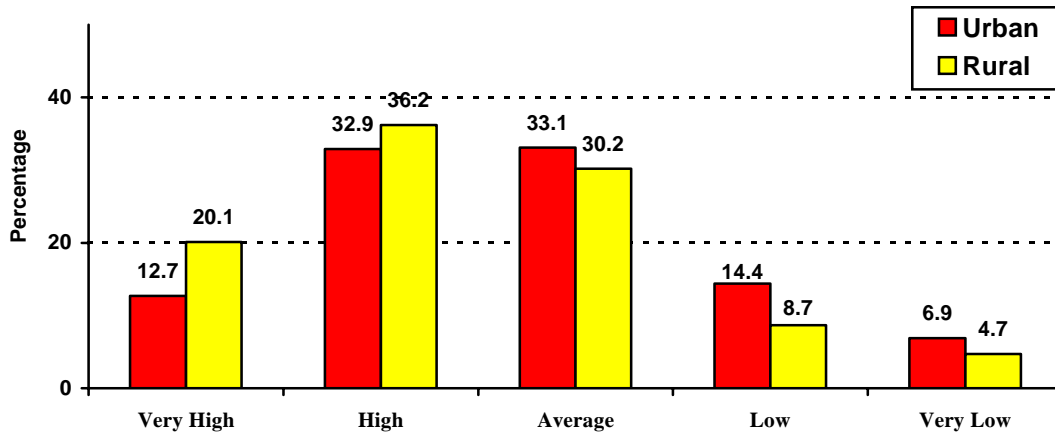
Residents of Strathcona County were asked a series of questions about what they thought of various services provided to them. Overall, respondents were asked to rate 18 different services. For each question, respondents rated the service using a 5 point Likert Scale, where a score of 1 was designated as *very high* and a score of 5 was designated as *very low*. Unless otherwise noted, the level of satisfaction in 2010 for these services was similar to the data collected in 2009.

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. Comparative results by geographic location of residence are depicted in Figure 19. Although more people living in the rural areas felt the quality of winter road maintenance was higher than those living in the urban area, the difference was not statistically significant.

FIGURE 19
Quality of Winter Road Maintenance
Urban & Rural Comparisons



Perceptions of winter road maintenance among residents varied slightly between 2008 and 2009. Figure 20 shows that the percentage of urban residents who felt the winter road maintenance work was *very high* or *high* increased to 45.7% in 2010 compared to 38% in 2009 and 33.5% in 2008. The combined *very high/high* score is the highest percentage noted since 2005. Among rural residents, a small increase was also seen between 2009 and 2010; as seen in Figure 21, 56.3% gave this service a *very high* or *high* rating in 2010 compared with 53.1% in 2009.

FIGURE 20
Quality of Winter Road Maintenance as noted by Sherwood Park Residents
2007-2010 Study Comparisons

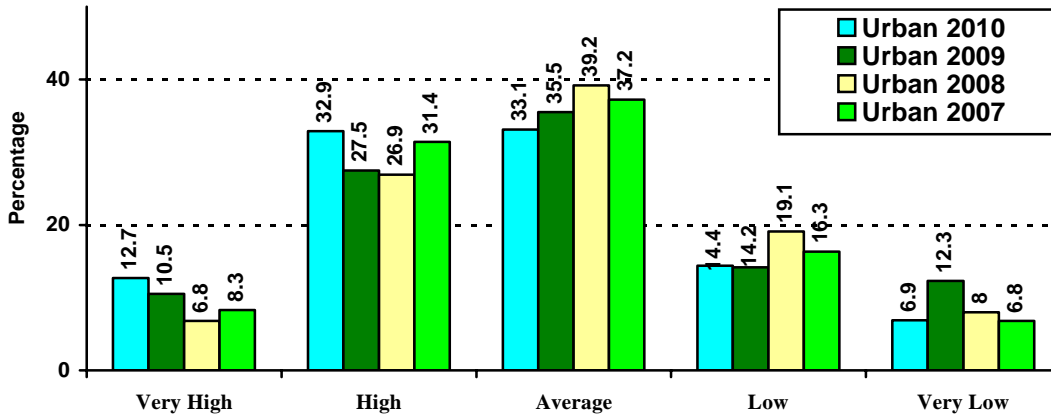
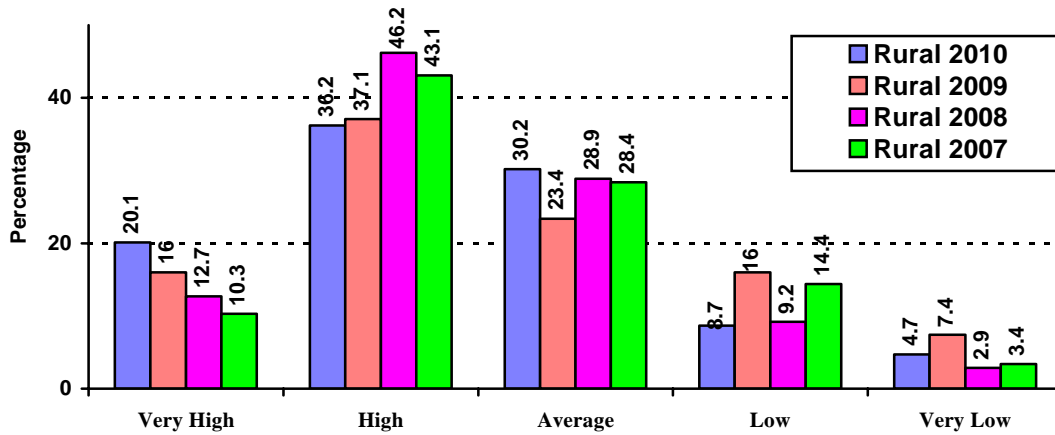


FIGURE 21
Quality of Winter Road Maintenance as noted by Rural Strathcona Residents
2007-2010 Study Comparisons

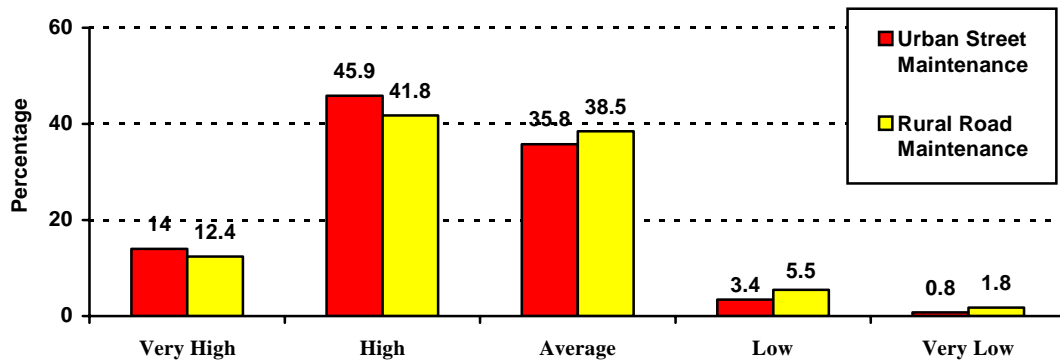


No differences for this service were seen between age groups or gender and a further analysis of the data revealed that length of residency did not have a measurable effect on perceptions of the quality of winter maintenance.

Overall, 94 residents (19% of the sample) were not happy with winter road maintenance, and were asked to suggest ways this could be improved. The main criticism among residents was for residential side streets in Sherwood Park to be cleared and sanded, and for snow to be cleared off of roads on multiple occasions, not just once.

People were then asked to rate the quality of summer road maintenance in the urban area (Sherwood Park) and for rural areas. The overall results for both types of roads are depicted in Figure 22.

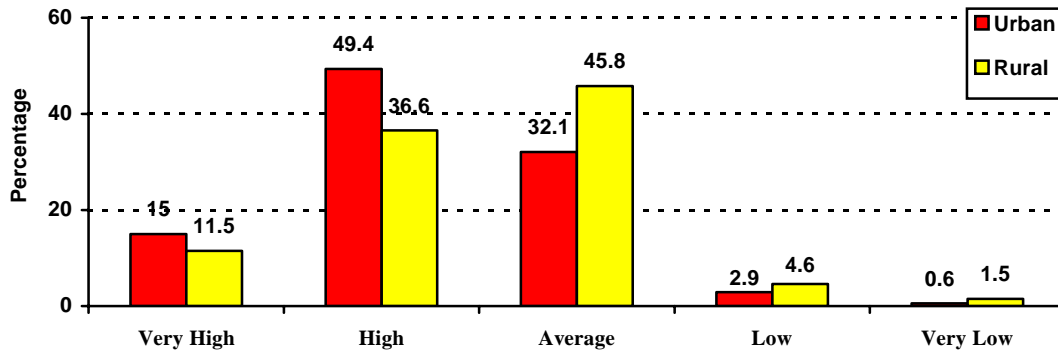
FIGURE 22
Quality of Summer Road Maintenance of Urban and Rural Roads:
All Residents



When each type of summer road maintenance is examined separately, however, there were statistical differences in perception between rural and urban residents on summer road maintenance on urban roads. Urban residents valued the summer road maintenance done on roads in Sherwood Park more than rural residents.⁸ Overall, 4.6% of residents (N=23) were unhappy with the summer maintenance of urban roads. Almost all of these residents reflected on the need to fill in the potholes in the roads; there were also some who felt that attention should be placed on sidewalk repair. These comments were also echoed in last year's survey.

⁸ A chi-square procedure determined that there is a relationship between where a resident lives and their perception of summer urban road maintenance ($\chi^2 = 14.6$, 4 df, $p = .006$).

FIGURE 23
Quality of Summer Road Maintenance of Roads in Sherwood Park
Urban & Rural Comparisons

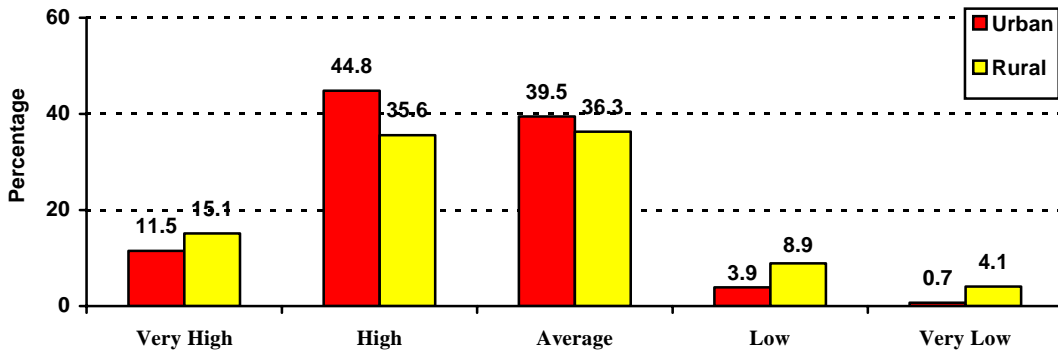


It can be seen in Figure 24 that there was a higher percentage of people living in the rural areas who indicated that summer rural road maintenance was *low* compared to those living in the urban area who felt that way.⁹ Overall, 9.6% of residents (N=48) were unhappy with the summer maintenance of rural roads. As with the urban roads, a frequent complaint focused on the increased number of potholes on rural roads. There were some residents who wondered why an entire section of a road full of potholes wasn't repaved instead of filling in potholes. Specific roads mentioned by residents included:

- RR 225 south from 512 south;
- RR 220 is oiled every year but should be repaved;
- Shoulders on both sides of Baseline road should be widened for cyclists and pedestrians walking here;
- Replace the bridge north of Baseline Road RR 223 because every year the County puts asphalt patches which disappear in 2 weeks.

⁹ A chi-square procedure determined that there is a relationship between where a resident lives and their perception of summer rural road maintenance ($\chi^2 = 11.1$, 4 df, $p=.026$).

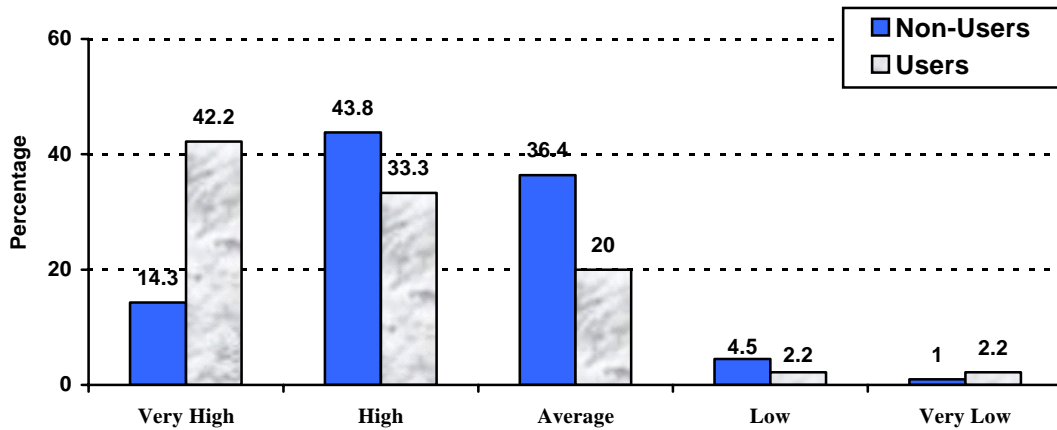
FIGURE 24
Quality of Summer Road Maintenance of Rural Roads
Urban & Rural Comparisons



Helping Services in Strathcona County

People were also asked to rate the quality of family support services, fire and ambulance services and the RCMP. Figure 25 presents the satisfaction level for family support services, based on the perspectives of the portion of the sample who utilized these services¹⁰ in the past 12 months and those who did not. It should be noted that 147 respondents (29.4% of the sample) did not comment on the quality of family support services because they did not know anything about them.

FIGURE 25
Quality of Family Support Services

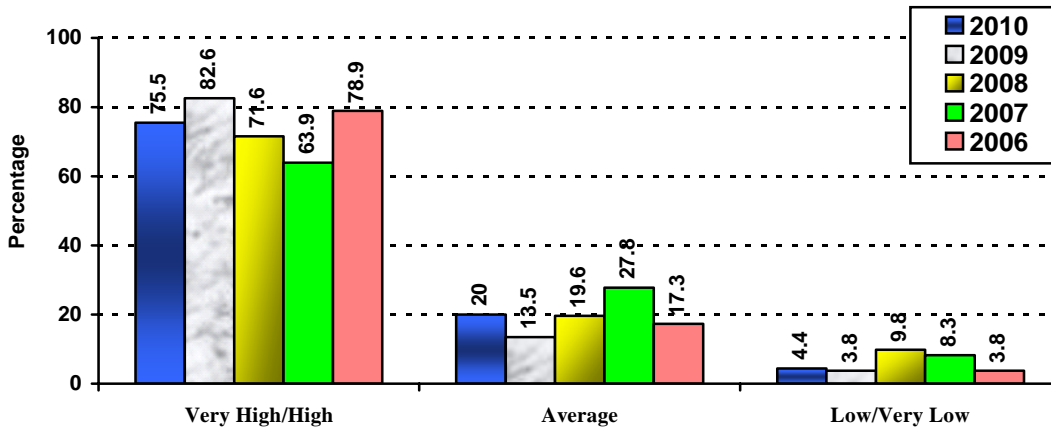


¹⁰ Overall, 11.8% of respondents indicated they had used family support services within the past 12 months. This is almost identical to the percentage of 2008 users and about 4% higher than what was reported in 2007.

Highlights from Figure 25

- Figure 25 shows that both resident users and non-users have a positive view toward family support services in Strathcona County. However, a chi-square procedure determined that there is a relationship between one’s use and how satisfied one is with family services ($\chi^2 = 22.29, 4 \text{ df}, p=.000$). A *t-test* measurement for mean score differences ($t = - 3.40, 351 \text{ df}, p = .001$) confirms that users of family support services rated these services higher than non-users.
- The actual number of residents who used (and rated) the services in the past 12 months was low (N=45). It can be seen that close to 76% of the people who used Family & Community Services (FCS) gave the department *high* or *very high* satisfaction ratings. While not as high as 2009, the combined *very high/high* ratings of FCS is stronger than the ratings reported in 2007 and 2008 (Figure 26).

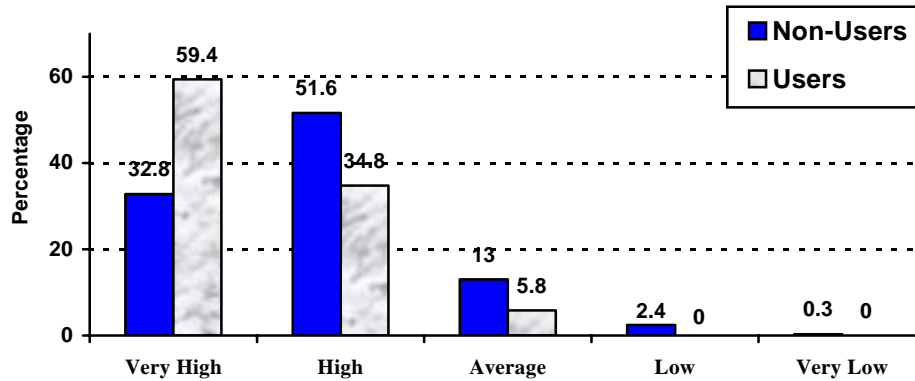
FIGURE 26
Quality of Family Support Services
User Trends 2006 - 2010



- As in previous surveys, the percentage of users rating the service as *low* or *very low* is small. In 2010, only 4.4% were dissatisfied.
- The 33 people who gave family support services a low rating in 2010 (5.3% of the sample) were asked to suggest how this could be improved. Almost all of the suggestions focused on additional programs for seniors and youth.
- There were no differences found for any socio-demographic characteristic for this item in 2010.

Figure 27 presents the satisfaction level people have for fire and ambulance services, based on the portion of the sample who utilized these services¹¹ in the past 12 months, and those who did not use these services. It should be noted that 53 respondents (10.6% of the sample) indicated that they “did not know” enough about these services to rate them.

FIGURE 27
Quality of Fire and Ambulance Services



Highlights from Figure 27

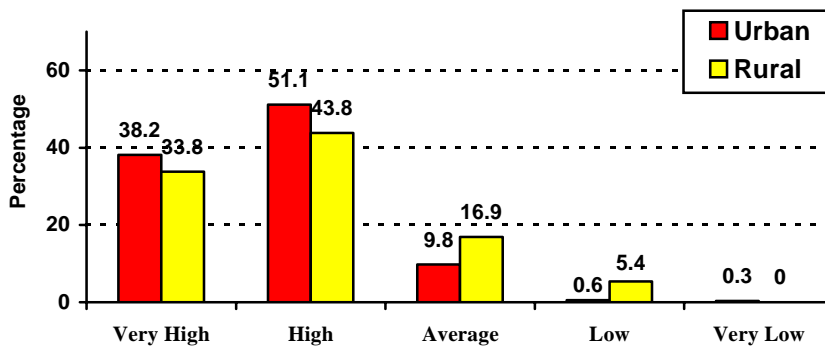
- It can be seen from Figure 27 that most residents (regardless of use) have a positive view of fire and ambulance services in Strathcona County, with strong positive feelings more prevalent among users than non-users.¹² This demonstrates that recipients were pleased with the quality of services received when these services were needed.
- Overall, 10 people, all non-users (2.2% of the sample) were not satisfied with the services. The most frequent idea put forward was to have the County improve response times to emergencies, especially in the rural areas, which was the main concern noted in last year’s survey as well.
- Apart from location (see Figure 28 - next page) there were no differences found for any other socio-demographic characteristic for this item in 2010.

¹¹ Overall, 15.1% of respondents in 2009 indicated that they had used the fire and ambulance services within the past 12 months. This reported usage is about the same as 2007 and 2008.

¹² A chi-square procedure determined that there is a relationship between one’s use and how satisfied one is with County fire and ambulance services ($\chi^2 = 18.91$, 4 df, $p = .001$). A *t-test* measurement for mean score differences ($t = -4.13$, 445 df, $p = .000$) statistically confirms that users of fire and ambulance services rated these services higher than non-users.

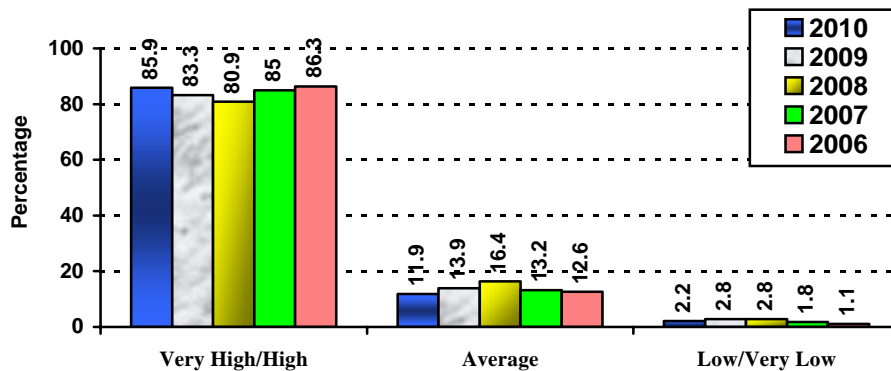
As seen in Figure 28, a further analysis of this service revealed that more Sherwood Park residents (regardless of use) were satisfied with the service (89.3% *very high or high*) compared with those living in rural areas (77.6% *very high or high*).¹³ As indicated earlier, part of the reason for the gap in satisfaction with this service between urban and rural residents has to do with response time and availability of this service for rural residents.

FIGURE 28
Quality of Fire and Ambulance Services
Urban & Rural Comparisons



A further comparison with past satisfaction studies on this service revealed that the difference in the combined *very high/high* satisfaction scores noted for all residents is the highest it has been since 2006.

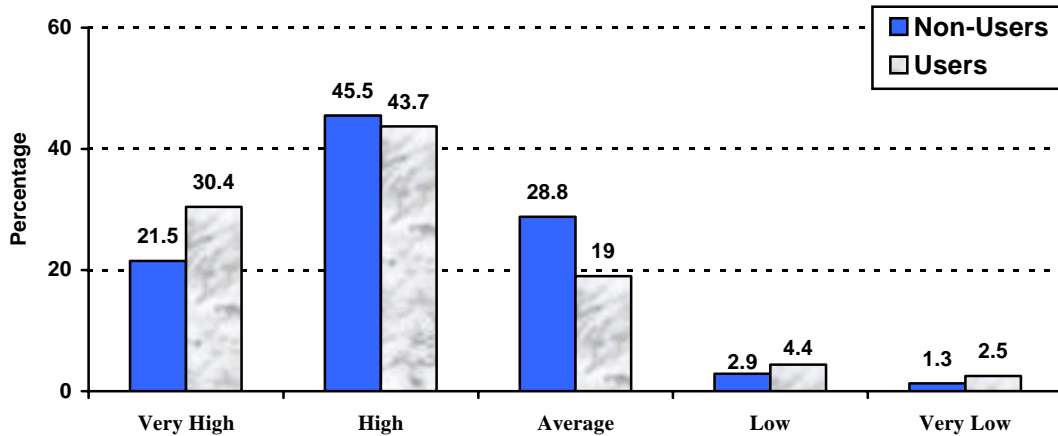
FIGURE 29
Quality of Fire and Ambulance Services User Trends 2006 - 2010



¹³ A chi-square procedure determined that there is a relationship between perception of fire and ambulance services on the basis of where they live in Strathcona County ($\chi^2 = 16.18, 4 \text{ df}, p=.003$).

Figure 30 presents the satisfaction level for RCMP services, based on those who used these services¹⁴ in the past 12 months and those who did not.

FIGURE 30
Quality of RCMP Services



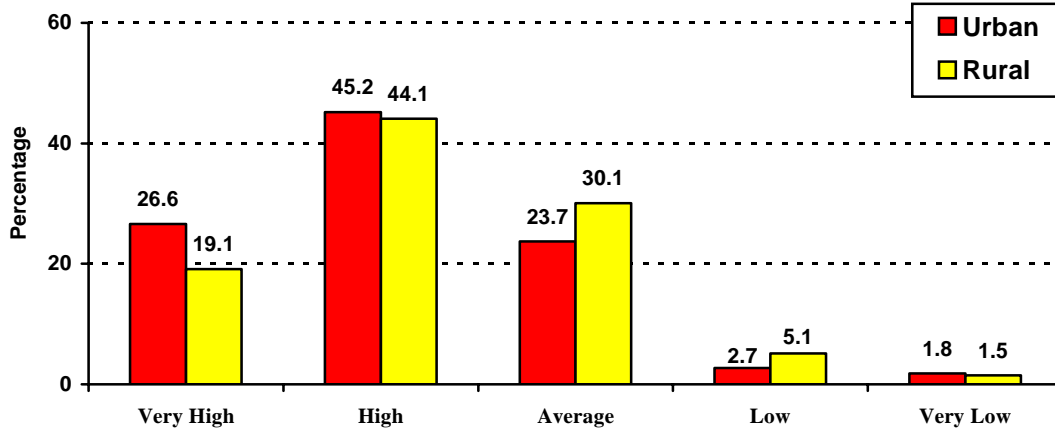
Highlights from Figure 30

- As seen in Figure 30, most residents have a positive view of RCMP in Strathcona County, regardless of whether or not they used the service in the past 12 months. No differences in perceptions were found between users and non-users, and no differences were seen with RCMP services with any demographic variable.
- Ratings provided by both users and non-users in 2010 were very similar to trends found in 2006 - 2009.
- Users and non-users (24 in all) who rated RCMP services as *low or very low* were asked to comment on ways that the service could be improved. On the one hand, many thought that the RCMP should be more visible, particularly in the rural parts of the County. On the other hand, there were other residents who felt that the County had too many police officers and should consider reducing the size of the RCMP in Strathcona County.
- A further analysis of this service revealed that residents were relatively happy with the RCMP services, regardless of where they live (Figure 31). The 2010

¹⁴Overall, 158 respondents (31.6% of the 2010 sample) indicated that they had used the RCMP within the past 12 months. This reported usage is almost identical to last year's 2009 satisfaction survey. It should also be noted that 30 people (6%) did not rate the service in 2010 on the basis that they did not know enough about the RCMP to give a rating.

trends were very similar to what was found in the last four satisfaction surveys with respect to urban/rural location.

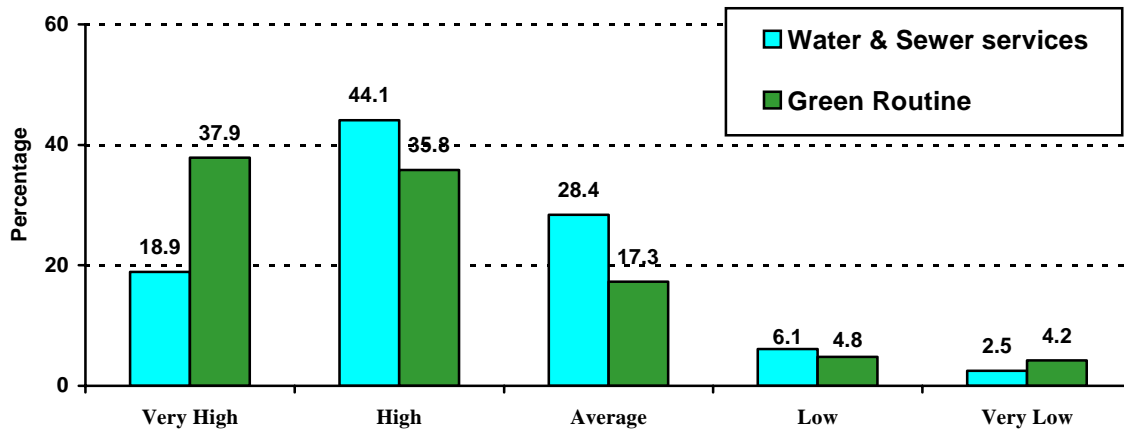
FIGURE 31
Quality of RCMP Services – Urban and Rural Comparisons



Water and Waste Management Services in Strathcona County

People were asked to rate the quality of the water and Green Routine system (waste collection and recycling program) in Strathcona County. Figure 32 presents the satisfaction level of residents for these services, regardless of where they live.¹⁵

FIGURE 32
Level of Satisfaction with Water and Waste Management Services



Highlights from Figure 32

¹⁵ Overall, 92 people (18.4%) did not rate water & sewer services and 25 people (5%) did not rate the green routine services in 2010. These patterns are about the same as number of residents who did not rate these services in the 2009 survey. It should also be noted that the majority of those who did not rate water & sewer and green routine services live in rural parts of Strathcona County.

- It can be seen from Figure 32 that residents were generally satisfied with these services. A further examination of the ratings revealed that 73.7% gave *very high/high* ratings for the Green Routine (which was considerably higher than the 64.7% noted in 2009 and 63% found in 2008). The *very high/high* ratings for water and sewage services were also higher in 2010 (63%) than in 2009 (58%).

A further analysis by geographic area revealed that rural residents in the County were not as satisfied with either utility service compared to those living in Sherwood Park (Figures 33 and 34).

FIGURE 33
Level of Satisfaction with Water Services
Urban & Rural Comparisons

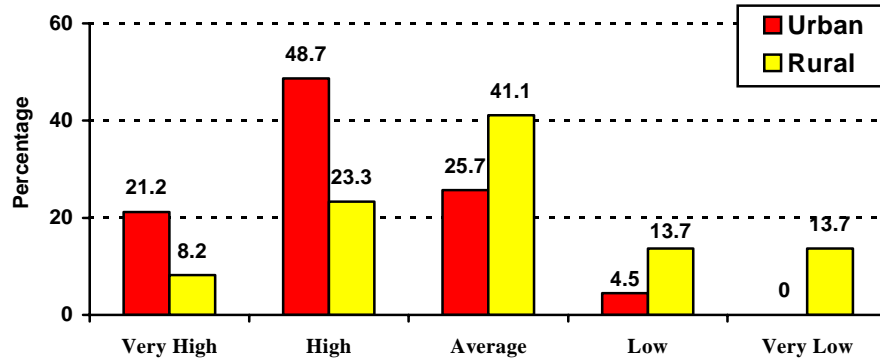
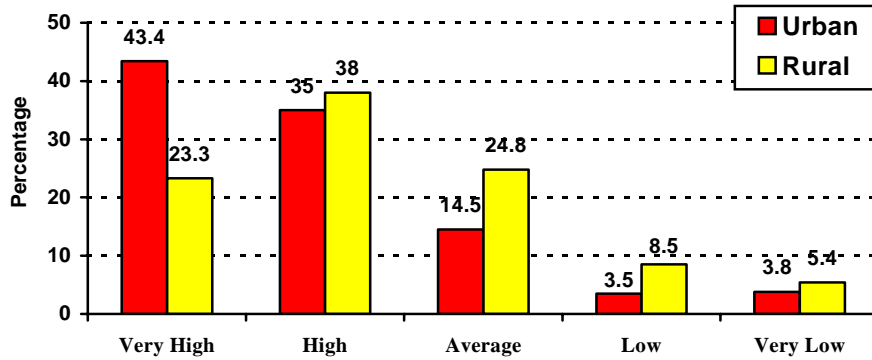


FIGURE 34
Level of Satisfaction with Green Routine Service
Urban & Rural Comparisons



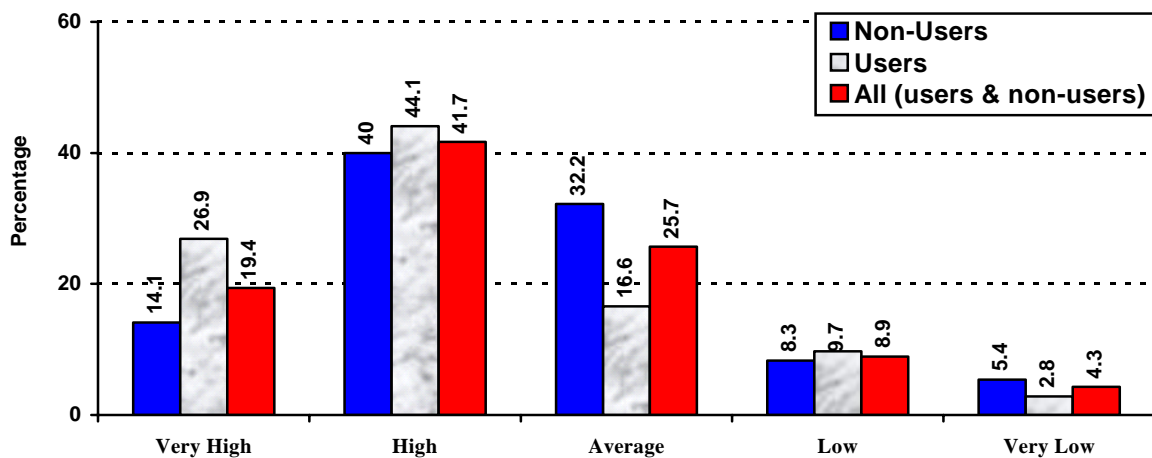
Highlights from Figures 33 & 34

- A chi-square test of association reveals that there is a relationship between where one lives and how one rated *water and sewage* ($\chi^2 = 73.31$, 4 df, $p = .000$) and the *Green Routine* ($\chi^2 = 21.68$, 4 df, $p = .000$).
- 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, 35 people (8.6% of the sample) commented. Many of the comments focused on the existing sewage system, with some people feeling that it should be upgraded or replaced, particularly in neighborhoods that were at least 35 years old. There were also several people who were concerned about the quality of the water (e.g. fluoride level, hardness level) and water pressure.
- With respect to the Green Routine, 43 residents (9% of the sample) who rated the service as *low* or *very low* had comments. Numerous residents shared dissatisfaction with having the garbage pickup limited to once every two weeks. There were also a few residents who complained about the mess left after a garbage/blue bag pick-up. Other complaints from some residents had to do upset with the sorting of organics and other waste.
- It should be noted that the percentage of residents who were unhappy with the Green Routine service dropped to 9% in 2010 compared to the 17% reported in 2009.

Transit Services in Strathcona County

People were asked to rate their satisfaction with transit services in the County. Figure 35 presents the satisfaction level for transit services, based on the perspectives of the portion of the sample who utilized these services¹⁶ in the past 12 months and those who did not. It should also be noted that 150 residents (30.5% of the sample) did not rate transit service on the basis that they did not know anything about the service.

FIGURE 35
Satisfaction with Strathcona County Transit Service

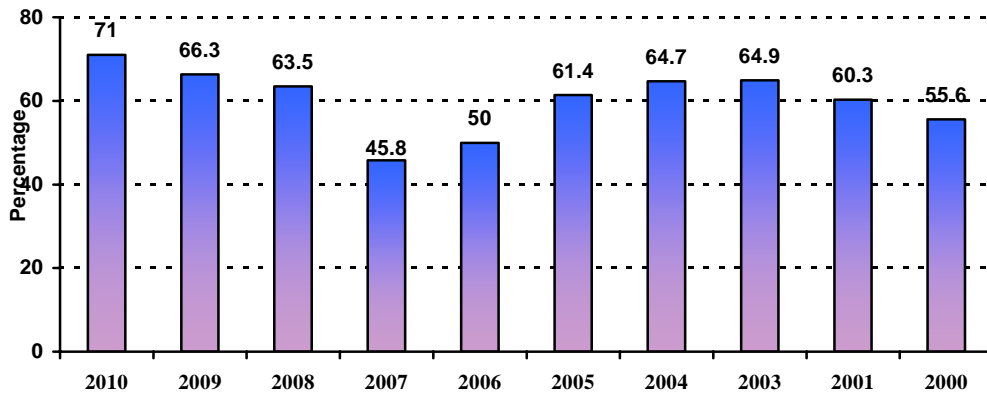


Highlights from Figure 35

- Figure 35 shows that 61.1% of residents (regardless of use) have a positive view of transit services in Strathcona County. This is approximately 7% higher than what was found in 2009.
- It can also be seen that 12.5% of users of the transit service have low or very low levels of satisfaction with the service, which is about 3% lower than 2009.
- In comparison to previous surveys, it can be seen in Figure 36 that the percentage of users rating this service as *very high/high* has continually increased since 2007, and is at its highest level since annual measurement began in 2000.

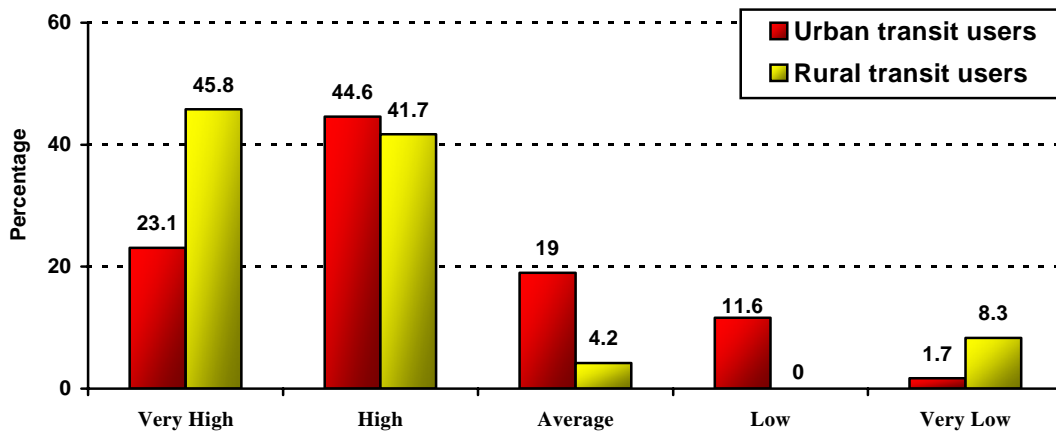
¹⁶ Overall, 29.6% of respondents indicated they had used transit services within the past 12 months. This is almost 7% higher than what was seen in 2009.

FIGURE 36
“Very High/High” Combined Satisfaction Ratings with Strathcona County Transit Service by Transit Users 2000 – 2010 Comparisons¹⁷



- A further analysis found that majority of transit users (83.1%) live in Sherwood Park, while the remaining 16.9% lived in rural Strathcona County.
- It can be seen that the perceptions of **users of public transit** varied depending on where the resident lived (Figure 37). Overall, residents who lived in rural Strathcona County looked more favorably on the service than those who lived in Sherwood Park. A look at the combined *very high/high* ratings shows increased favorability noted by rural resident users (87.5%) compared to urban resident users (67.7%).

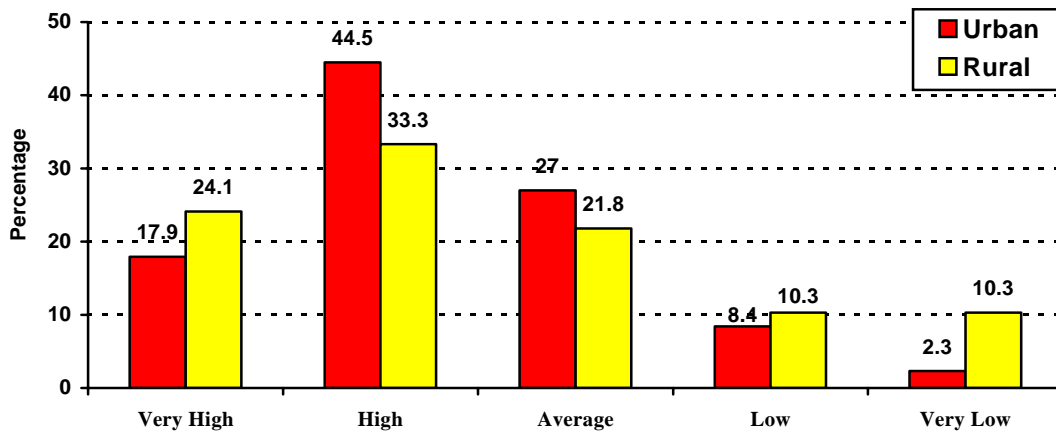
FIGURE 37
Satisfaction with Strathcona County Transit Service by users
Urban and Rural Comparisons



¹⁷ There was no satisfaction survey conducted in 2002.

The satisfaction rating of transit services from the total sample (including the combined ratings from both users and non-users) on the basis of where people lived in the County is shown in Figure 38.¹⁸

FIGURE 38
Satisfaction with Strathcona County Transit Service
Urban and Rural Comparisons



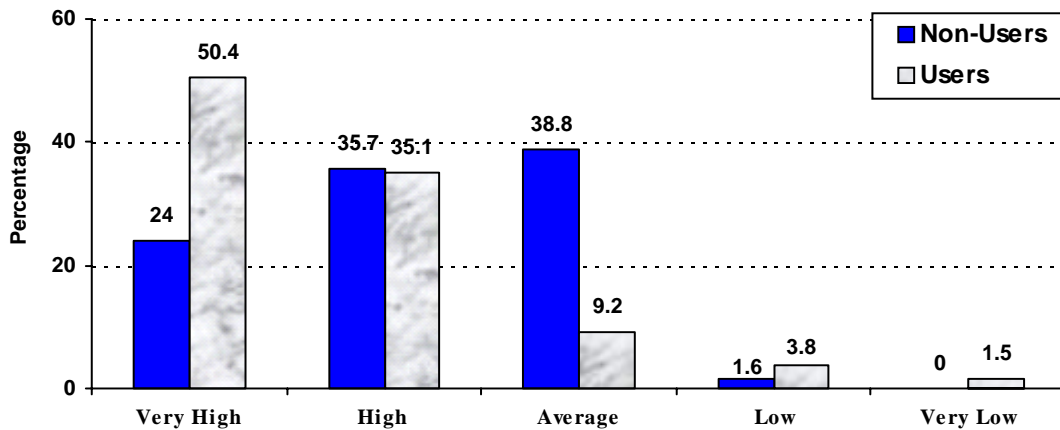
- There were no statistically significant differences noted between any other demographic items and how residents rated transit services.
- The 46 people (13.2% of the sample) who gave transit services a *low/very low* rating were asked to suggest ways this could be improved. A variety of ideas were put forward, including increasing the number of buses running throughout Sherwood Park and into Edmonton (especially to NAIT). There were also a number of rural residents who would like to see some transit in rural Strathcona County. A few residents were concerned with the number of transfers required to get from one's house to work.

¹⁸ A chi-square procedure determined that there is a relationship between one's perceived satisfaction with public transit on the basis of where one lived in the County ($\chi^2 = 14.16, 4 df, p = .007$).

Library Services in Strathcona County

Figure 39 presents the satisfaction level with the Strathcona County Library, based on the perspectives of the portion of the sample who utilized these services¹⁹ in the past 12 months and those who did not. It should also be noted that 109 people (21.8% of the sample) did not rate library services on the basis that they did not know enough about the library to give it a rating.

FIGURE 39
Satisfaction with the Strathcona County Library by Use



Highlights from Figure 39

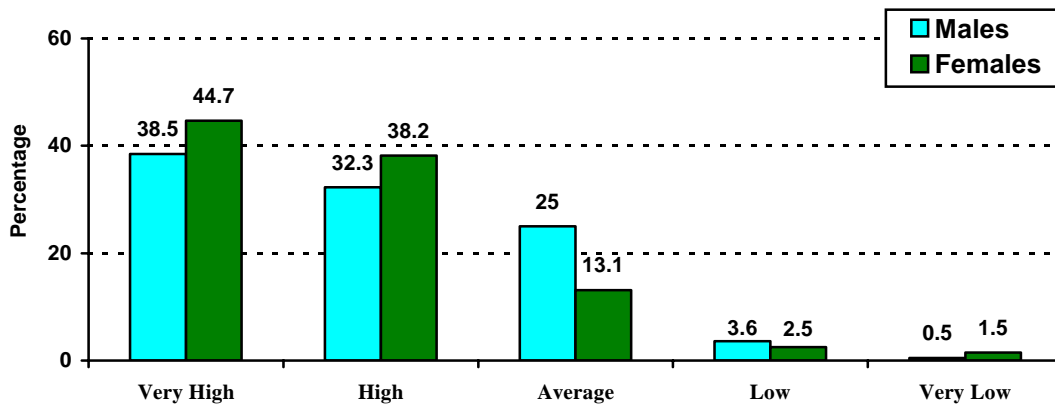
- Most residents (Figure 39) have a positive view of the library, regardless of whether they use it. A chi-square test of association reveals that there is a relationship between use and how one rated library services.²⁰ A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between users and non-users ($t = -5.00$, 389 *df*, $p < .001$), where users are more likely to give the library a higher rating than those who did not use it.
- There were 16 people (4.1% of the sample) who rated the library service as *low* or *very low*. Almost all of the complaints focused on the lack of parking and/or having to pay for parking to use the library in its new location.

¹⁹ Overall, 54.4% of respondents indicated they had used the library within the past 12 months. This is about 5% lower than what was reported in 2009.

²⁰ For library services, ($\chi^2 = 57.84$, 4 *df*, $p = .000$).

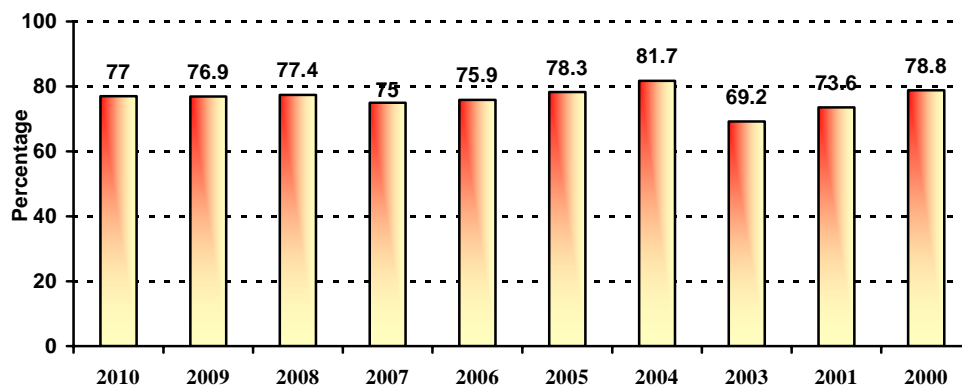
In terms of demographics, it can be seen in Figure 40 that females gave the library slightly higher ratings in 2010 compared to males ($\chi^2 = 10.55, 4 \text{ df}, p=.03$). No differences were seen with the other demographic variables.

FIGURE 40
Satisfaction with the Strathcona County Library
Gender Comparisons



A further investigation revealed that an overall *very high/high* satisfaction level with the Strathcona Library (regardless of use) remains solid. The *very high/high* rating for the library from this and previous years is shown in Figure 41.

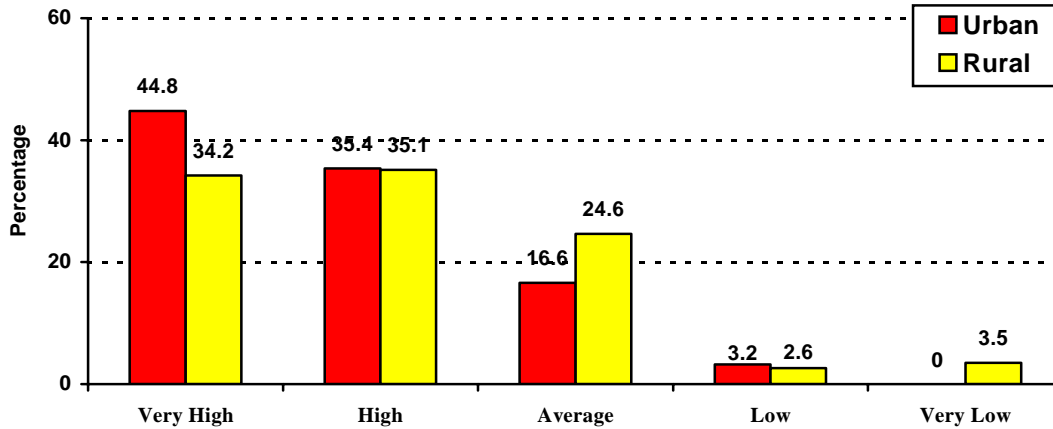
FIGURE 41
Combined “Very High/High” Satisfaction Ratings with Strathcona County Library
2000 – 2010 Comparisons²¹



²¹ There was no satisfaction survey conducted in 2002.

The majority of library users surveyed live in Sherwood Park (73.9%), while the remaining 26.1% live in other parts of Strathcona County. A breakdown of the satisfaction ratings of the library by all urban and rural residents (regardless of use) is shown in Figure 42.

FIGURE 42
Satisfaction with the Strathcona County Library Regardless of Use
Urban and Rural Comparisons

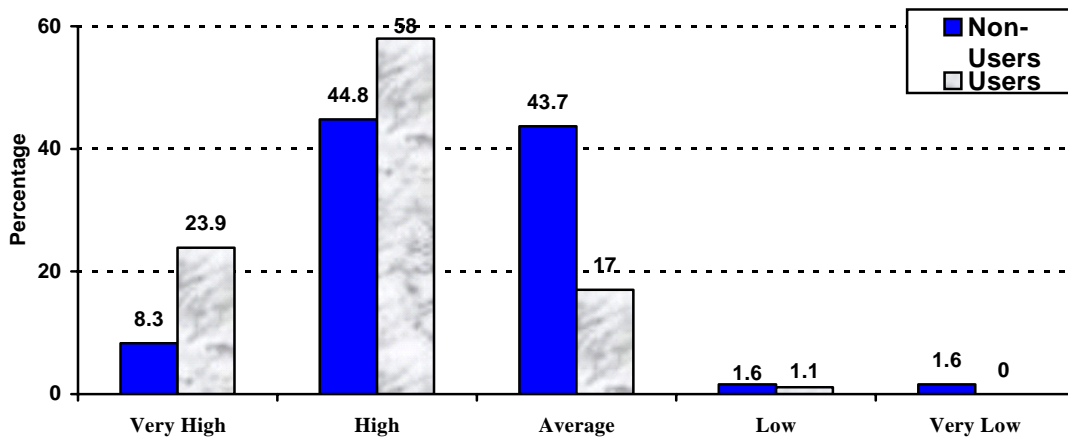


A chi-square test of association reveals that there is a relationship between where one lived and how one rated library services ($\chi^2 = 14.68$, 4 df, $p = .005$), with urban residents having a slightly higher positive perception of the library compared to rural residents. A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between urban and rural residents ($t = -2.81$, 389 df, $p = .005$), where those living in Sherwood Park are more likely to give the library a higher rating than those who lived in other parts of Strathcona County.

Information and Volunteer Centre Services in Strathcona County

Figure 43 presents the satisfaction level with the Information and Volunteer Centre (IVC), based on the perspectives of the portion of the sample who utilized these services²² in the past 12 months and those who did not. It should also be noted that 32% of residents (n=160) did not rate the Centre on the basis that they did not know anything about it.

FIGURE 43
Satisfaction with the Information and Volunteer Centre



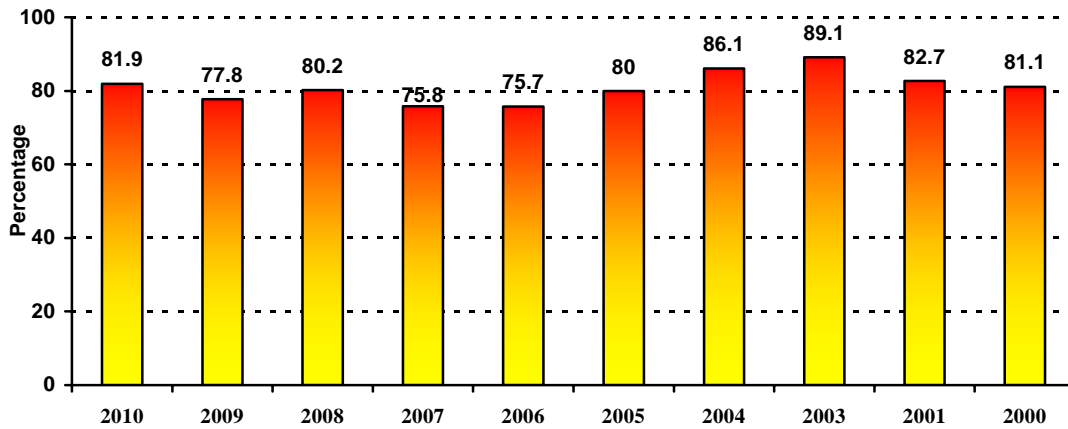
Highlights from Figure 43

- It can be seen from Figure 43 that most residents have a positive view of 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.²³ A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between users and non-users ($t = - 5.36, 338 \text{ df}, p = .000$), where users are more likely to give the IVC a higher rating than those who did not use it.
- A further investigation revealed that the combined *very high/high* satisfaction levels with users of the IVC was 81.9% in 2010, which is the highest recorded level since 2004. The *very high/high* rating provided by users of the IVC between 2000 and 2010 is shown in Figure 44.

²² Overall, 18.4% of respondents indicated that they had used the Information and Volunteer Centre within the past 12 months. This is about the same as 2009

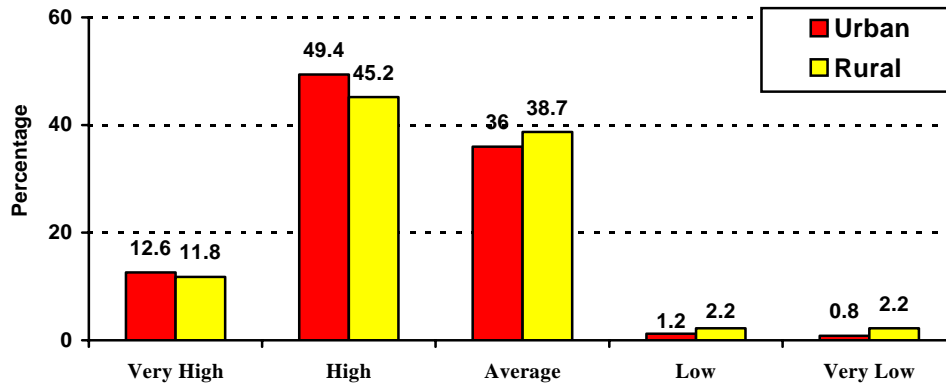
²³ For the IVC, ($\chi^2 = 29.11, 4 \text{ df}, p=.000$).

FIGURE 44
Combined “Very High/High” Satisfaction Ratings for the Information and Volunteer Centre by Users 2000 – 2010 Comparisons²⁴



- The majority of IVC users live in Sherwood Park (67.4%) while the remaining 32.6% live in rural parts of Strathcona County. The satisfaction ratings for the IVC were about the same for both urban and rural area residents (Figure 45).

FIGURE 45
Satisfaction with the Information and Volunteer Centre Urban and Rural Comparisons



- A total of 160 people (32%) did not rate the Information and Volunteer Centre because they did not know enough about it to provide a rating. This finding is slightly lower than what was found in 2009.
- No differences were seen among any socio-demographic variables with respect to perceptions of satisfaction of IVC.

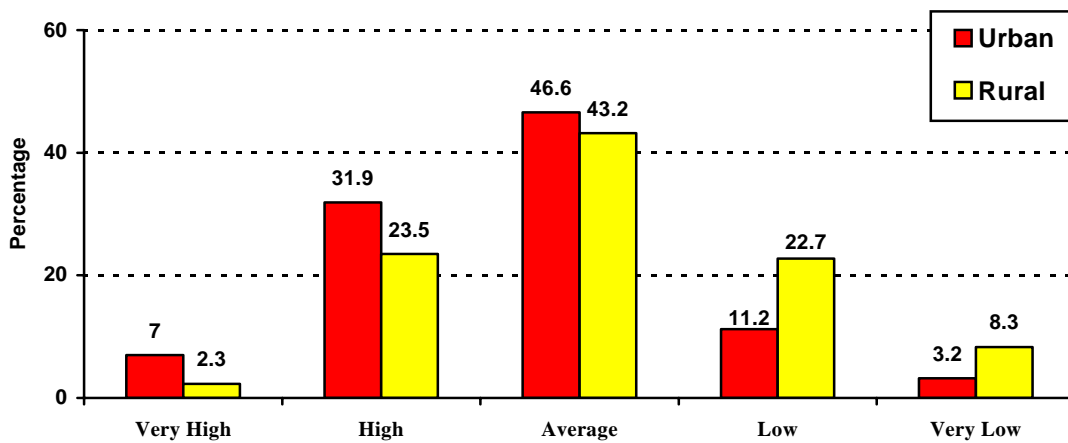
²⁴ There was no satisfaction survey conducted in 2002.

- Only 9 people gave the Information and Volunteer Centre a *low* or *very low* rating. Almost all of the comments focused on the need for the IVC to improve its profile. There was one resident who noticed that the majority of volunteers were older residents, with very few young people volunteering.

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 46 presents the satisfaction level of people living in rural and urban parts of the County for land use planning, which includes determining new residential, commercial and industrial development.²⁵

FIGURE 46
Satisfaction with Land Use Planning in Strathcona County



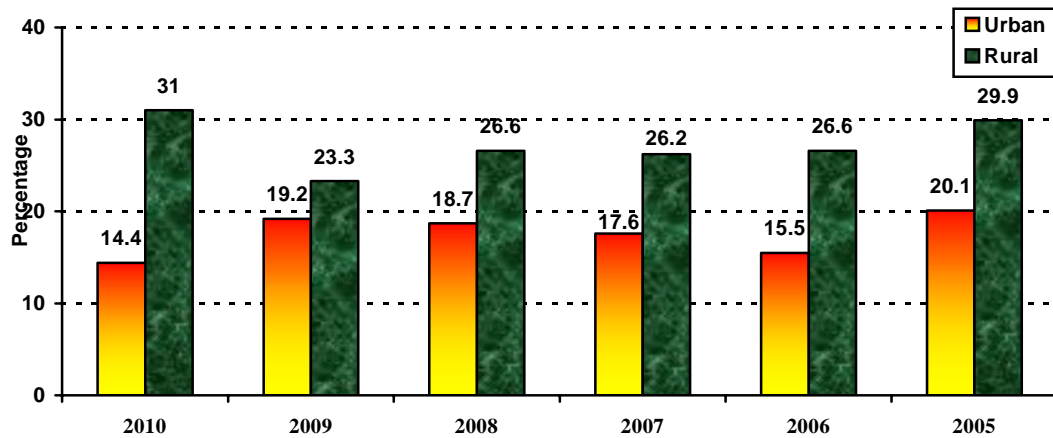
Highlights from Figure 46

- Figure 46 shows that the perception of residents toward land use planning by the County was more negative among rural residents compared to urban residents. A chi-square test of association reveals that there is a relationship between where one lived and how one rated this service ($\chi^2 = 19.91$, 4 df, $p = .001$), with rural residents having a higher negative perception toward land use planning compared to urban residents. A *t-test* measurement for mean score differences confirmed a statistically significant difference in satisfaction levels between urban and rural residents ($t = -4.30$, 443 df, $p = .000$).

²⁵ Overall, 55 people (11% of the sample) did not rate this service. This was almost the same as 2009.

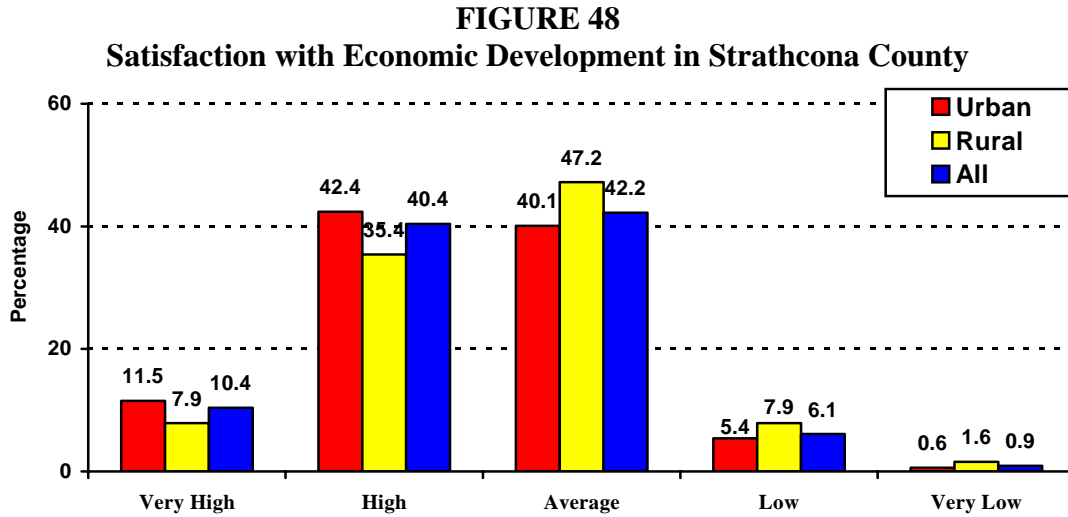
- The patterns found in this year’s survey were different than what was seen in previous satisfaction surveys. As shown in Figure 47, dissatisfaction was considerably higher among rural residents this year compared to the last 5 years.

FIGURE 47
Combined “Very Low/Low” Satisfaction Ratings for Land Use Planning
2005 – 2010 Comparisons



- Outside of residence location, no differences were seen among any socio-demographic variables with respect to perceptions of satisfaction toward land use planning.
- Overall, 86 people (19.3% of the sample) gave a *low* or *very low* rating of the land use planning service. Many of the comments centered on the County’s approach to development in the rural areas, particularly with respect to farmland (and a perception that non-agricultural development was occurring here). As in recent years, many questioned why there were very few department stores such as the Bay or Sears in the County and concerns with housing density in some parts of the County (including an increased perception that houses are being built too close together). Others thought that Sherwood Park was growing too fast. There were also some residents who felt that the County was not listening to opinions that residents had about the County’s planning strategies.

Figure 48 presents the satisfaction level of people living in rural and urban parts of the County with economic development, which includes attracting new businesses into the County.²⁶



Highlights from Figure 48

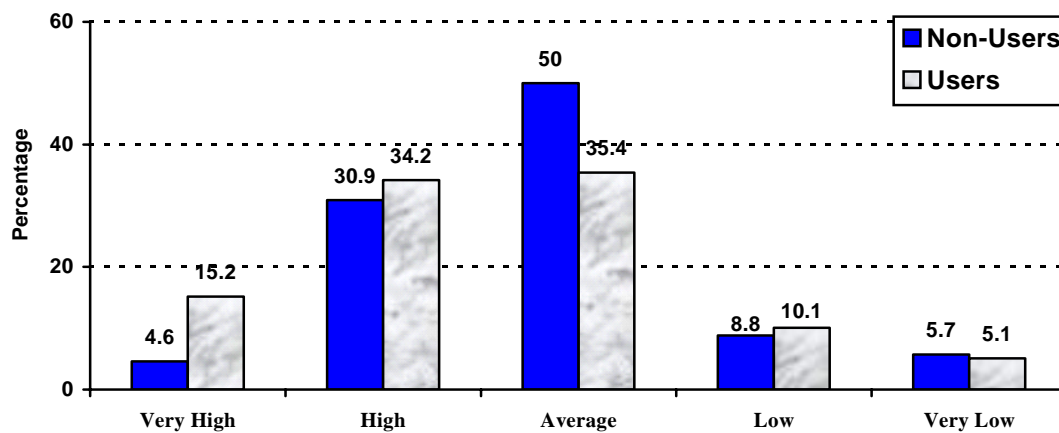
- As can be seen in Figure 48, the perception of residents toward economic development by the County was generally positive, regardless of where people live. Overall, 50.8% of all residents gave *very high/high* ratings for the economic development being done at the present time. This combined rating is about 4% lower than what was posted in 2009.
- No differences were seen among any socio-demographic variables with one's satisfaction of economic development.
- Thirty-one residents throughout the County (7% of the sample) expressed a low or very low level of satisfaction with economic development in the County. Similar to last year's study, repeated suggestions from residents were the perceived need to have more original restaurants, department stores, and an electronics store such as Future Shop in Sherwood Park. One resident thought there should be more commercial development in the northern portion of Sherwood Park.

²⁶ Overall, 59 people (11.8% of the sample) did not rate this service, which is about 3% lower than the 2009 survey.

Permit & Inspection Services in Strathcona County

Figure 49 presents the satisfaction level for building permit and inspection services, based on the perspectives of the portion of the sample who utilized these services²⁷ in the past 12 months and those who did not. It should also be noted that 159 people (31.8% of the sample) did not rate this service on the basis that they did not know enough about it, which is about 3% lower than last year's survey.

FIGURE 49
Satisfaction with Building Permit and Inspections Services in Strathcona County



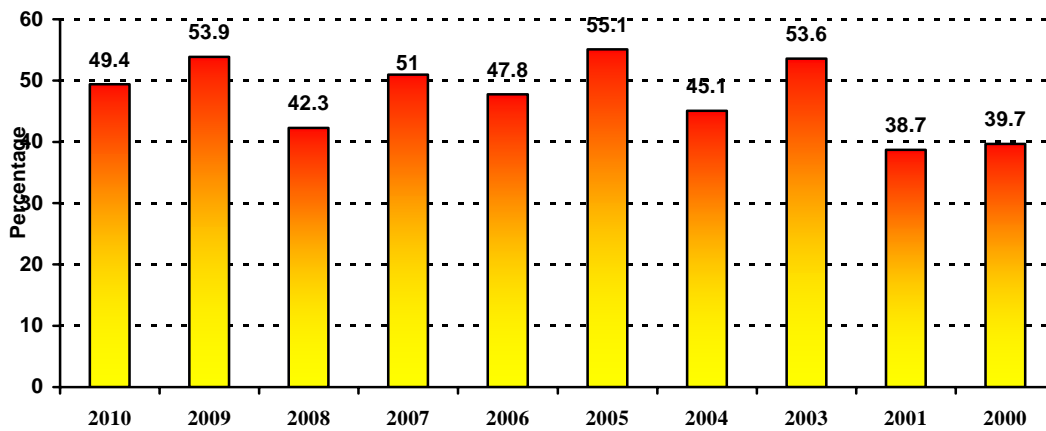
A chi-square test of association reveals that there is a relationship between one's use of building permit & inspection services and the rating that one gave to the service,²⁸ with a *t*-test ($t = -2.08, 312 \text{ df}, p = .012$), confirming that users gave higher ratings than non users.

From a trending perspective, users who give this service a *very high/high* rating fluctuate over the years. It can be seen in Figure 50 that the summed rating is lower in 2010 than it was in 2009, but higher than 2008. This up and down pattern among users is something that seems to occur with this service from one year to the next.

²⁷ Overall, 17.2% of respondents indicated that they had used the building permit and inspection services within the past 12 months. This is slightly higher than last year's survey.

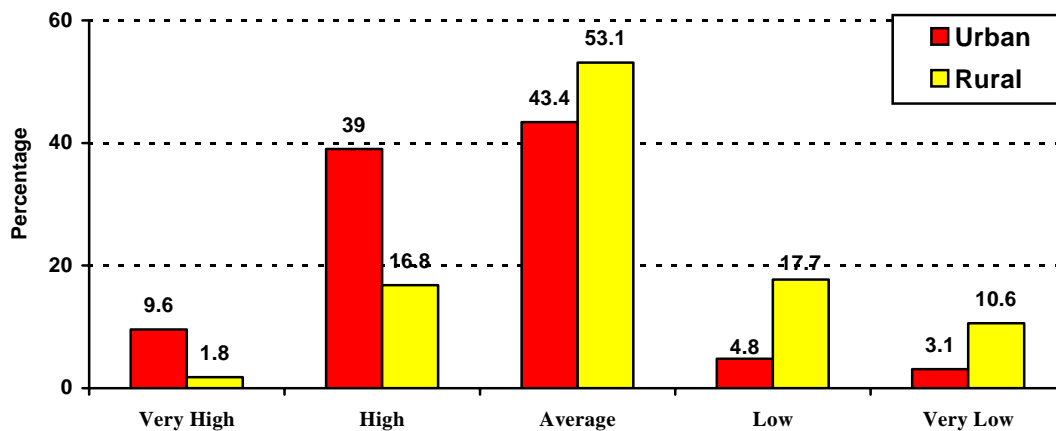
²⁸ $\chi^2 = 12.84, 4 \text{ df}, p = .012$.

FIGURE 50
Combined “Very High/High” Satisfaction Ratings for Building Permit and Inspections Services among Users: 2000 – 2010 Comparisons



A comparison of perceptions by location (regardless of use/non-use of the service) is shown in Figure 51. A chi-square test of association reveals that there is a relationship between where one lived and how one rated these services.²⁹

FIGURE 51
Satisfaction with Building Permit and Inspections Services in Strathcona County – Urban & Rural Comparisons



A *t-test* measurement for mean score differences confirmed a statistically significant difference in satisfaction levels between urban and rural residents ($t = - 6.60$,

²⁹ For building and inspection services, ($\chi^2 = 21.50, 4 \text{ df}, p < .001$).

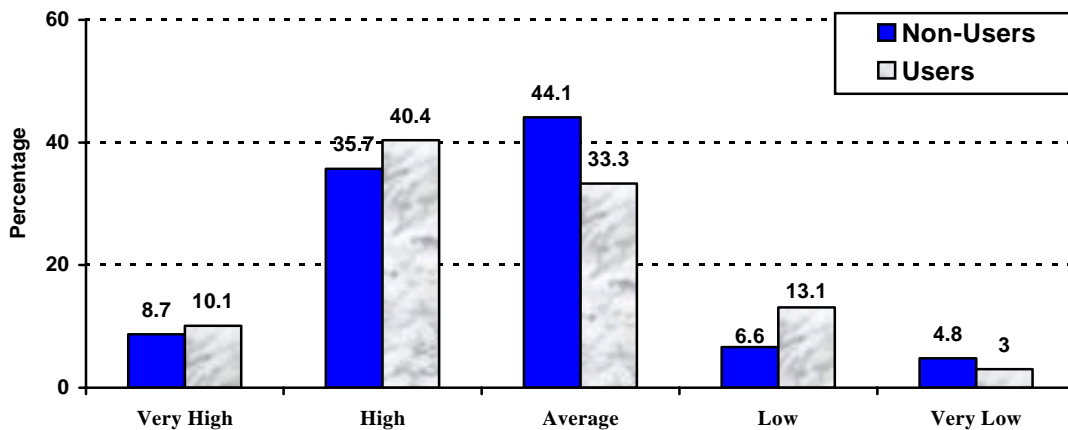
339 *df*, $p = .000$), where urban residents are more likely to give building permit and inspections services a higher rating than those living in rural Strathcona.

The 50 people (14.7% of the sample) who rated this service as *low* or *very low* were asked to suggest ways this could be improved. Repeated concerns voiced by residents called for faster times on issuing permits along with lower costs. Some residents also felt that the department could be more customer service oriented. For the most part, the comments noted in this year's survey mirrored concerns raised by residents in previous years.

Bylaw Enforcement Services in Strathcona County

Figure 52 presents the satisfaction level with bylaw enforcement, based on the perspectives of the portion of the sample who utilized these services³⁰ in the past 12 months and those who did not. It should also be noted that 68 people (13.6% of the sample) did not rate this service on the basis that they did not know enough about it.

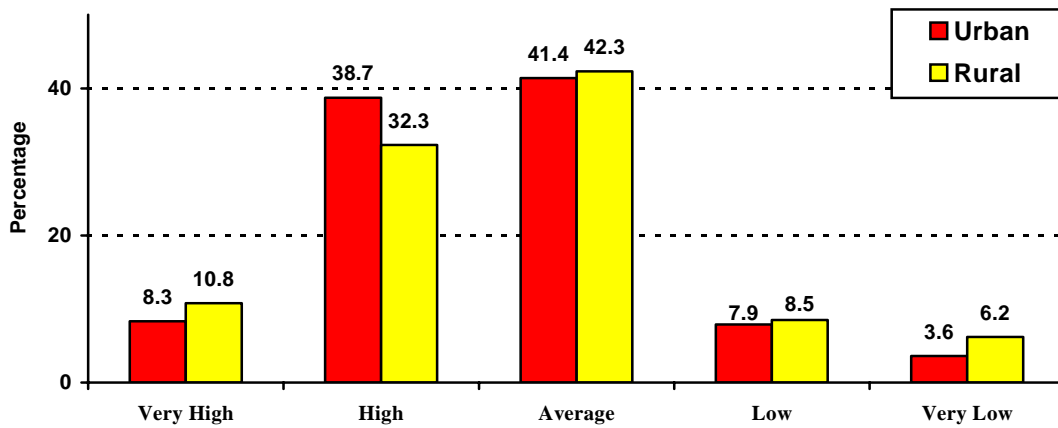
FIGURE 52
Satisfaction with Bylaw Enforcement Services in Strathcona County



³⁰ Overall, 20% of respondents indicated they had utilized bylaw enforcement services within the past 12 months. This is 3% higher than what was reported in the 2009 survey.

While users had a stronger rating of bylaw services than non users, there was no statistically significant difference found. This was also the case when comparisons were done between those living in Sherwood Park and those living in rural Strathcona County (Figure 53).

FIGURE 53
Satisfaction with Bylaw Enforcement Services in Strathcona County – Urban & Rural Comparisons

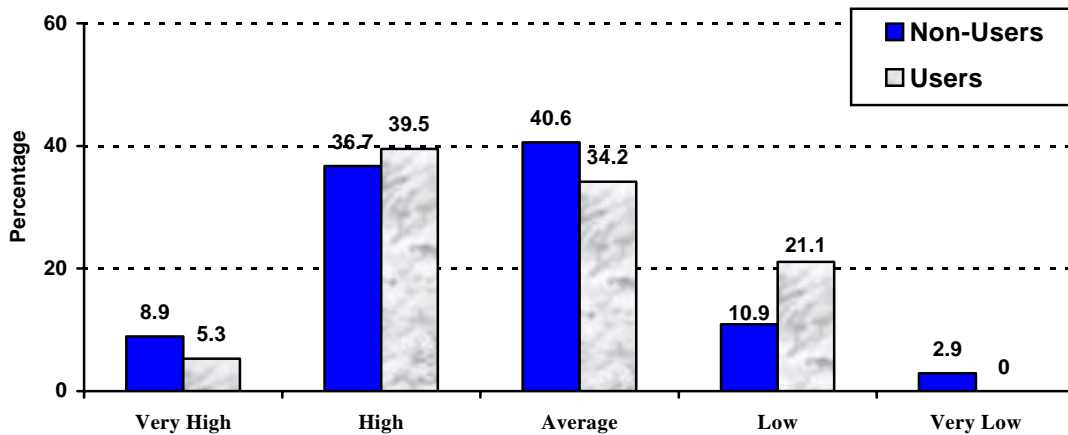


The 65 residents (14.4% of the sample) who had a low level of satisfaction with this service were asked to suggest ways this could be improved. There were some who felt that more bylaw officers were needed and that the response time for some complaints needed to be faster. Others felt that existing bylaws were not being enforced (such as animal control, smoking, and not removing snow from sidewalks within 72 hours). Many residents were unhappy with the amount of photo radar in the County.

Agricultural Services in Strathcona County

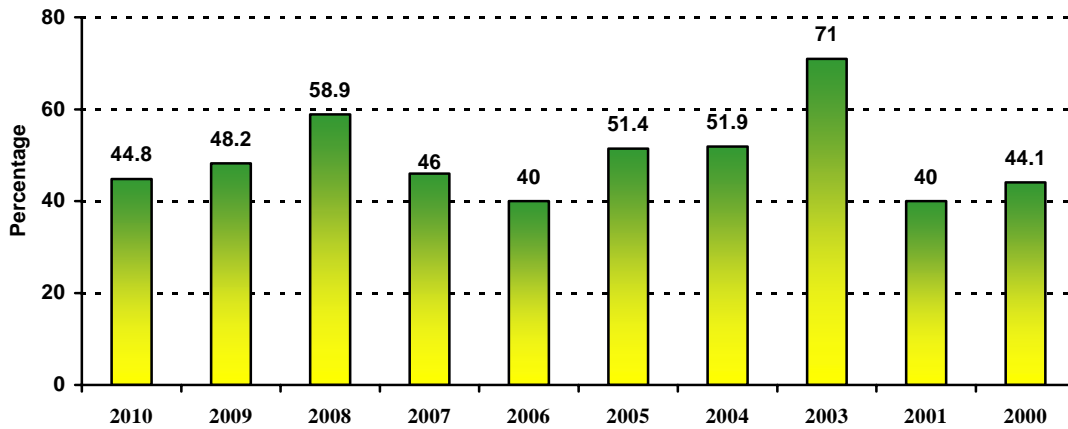
Figure 54 presents the satisfaction level with weed control and other agricultural services, based on the perspectives of the portion of the sample who utilized these services in the past 12 months and those who did not. It should also be noted that 48 people (9.6% of the sample) did not rate this service on the basis that they did not know enough about it. There were no statistically significant differences with respect to users and non users with respect to perceptions toward agricultural services.

FIGURE 54
Satisfaction with Weed Control, Soil Management, Wildlife Problems
and other Agricultural Services in Strathcona County



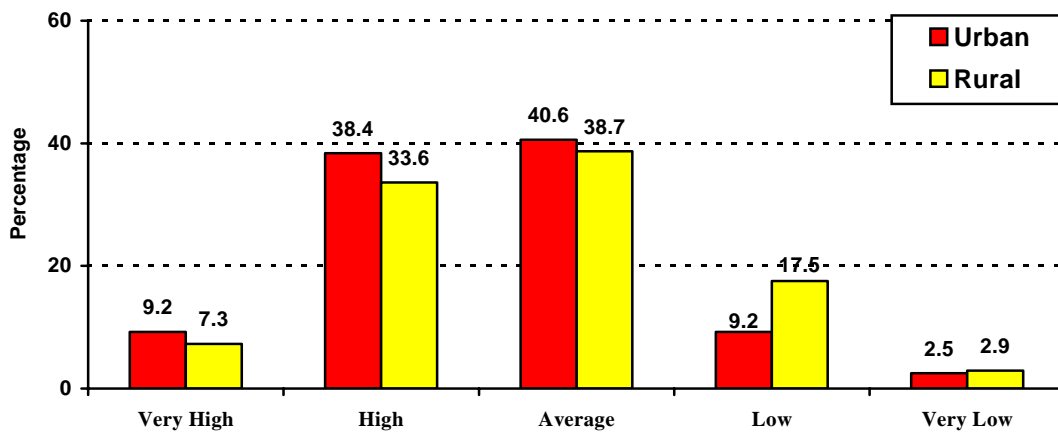
A comparison of this year’s results with past satisfaction studies (Figure 55) revealed that the percentage of users who gave the service a *very high* or *high* rating this year was at its lowest since 2006.

FIGURE 55
“Very High/High” Combined Satisfaction Ratings with the Different Agricultural Services by Users of the Service-- 2000 – 2010 Comparisons³¹



A comparison of perceptions by location (regardless of use/non-use of the service) is shown in Figure 56. There were no differences seen based on where people lived. This has been the case now for several years.

FIGURE 56
Satisfaction with Weed Control, Soil Management, Wildlife Problems and other Agricultural Services – Urban & Rural Comparisons



Overall, the 65 residents (14.4% of the sample) who had a *low/very low* level of satisfaction with this service were asked to suggest ways this could be improved. As in previous years, the majority of the comments focused on weed control, especially thistles

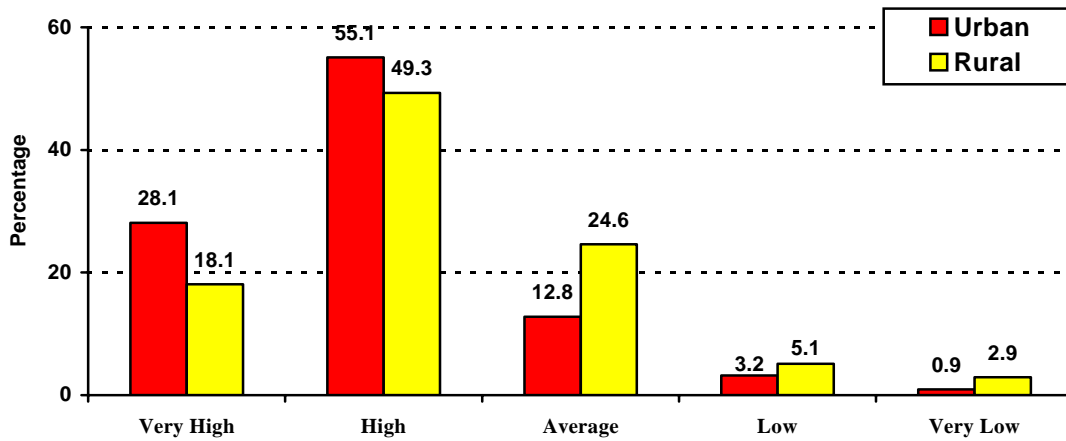
³¹ There was no satisfaction survey conducted in 2002.

and dandelions. Several residents commented on the lack of weed control on County land itself. As in 2009, animal control concerns were mentioned by only a few residents.

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 57 presents the satisfaction level with the various parks, green spaces and sports fields. Only a small handful of residents (17 people, or 3.4% of the sample) did not rate this item.

FIGURE 57
Satisfaction with Parks, Green Spaces and Sports Fields in Strathcona County



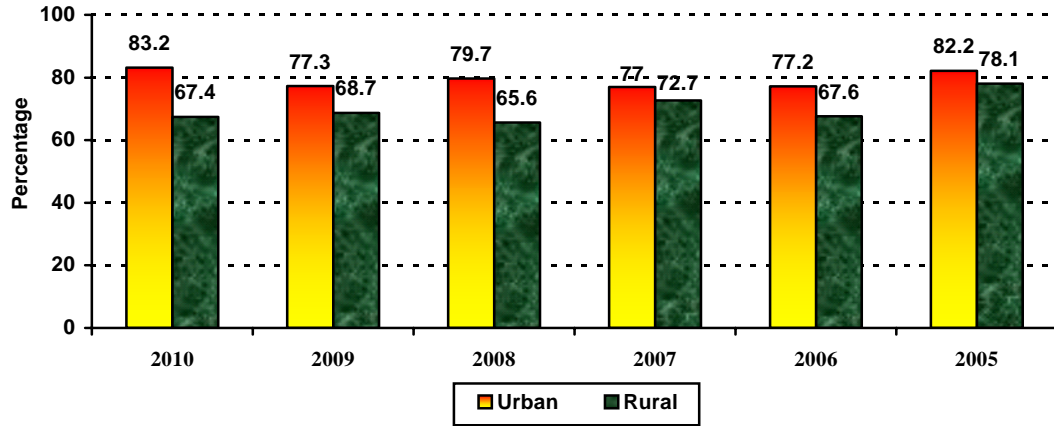
Highlights from Figure 57

- As per Figure 57, residents living in Sherwood Park had a higher positive perception toward various outdoor green spaces than those living in rural Strathcona. A chi-square test of association reveals that there is a relationship between where one lived and how one rated this.³² A *t-test* measurement for mean score differences confirmed a statistically significant difference in satisfaction levels between urban and rural residents ($t = -3.84, 481 \text{ df}, p = .000$).
- As seen in Figure 58, this year's combined *very high/high* rating for the urban area (83.2%) is at its highest point in the last 6 years. For rural residents, their combined *very high/high* ratings this year (67.4%) is slightly lower than 2009.

FIGURE 58

³² ($\chi^2 = 16.88, 4 \text{ df}, p=.002$).

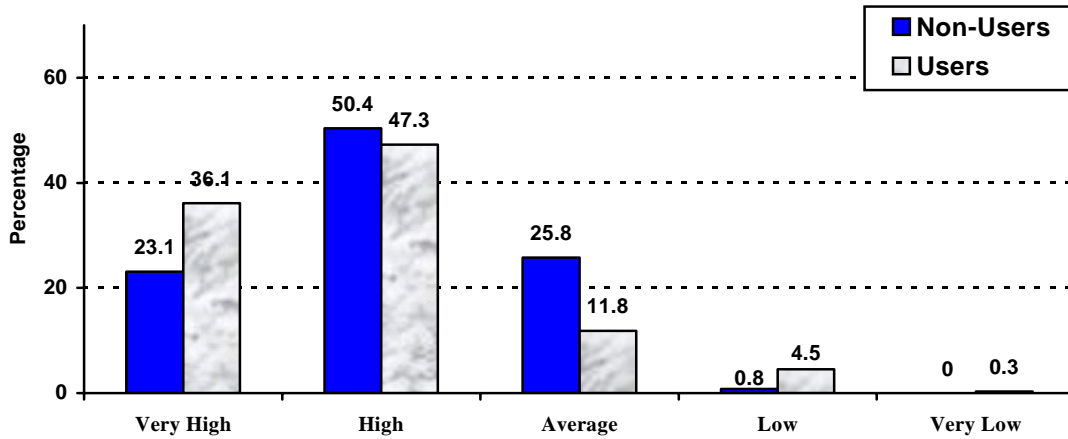
Combined “Very High/High” Satisfaction Ratings for Parks, Green Spaces and Sport Fields: 2005 – 2010 Comparisons



- The 25 people (5.1% of the sample) who gave the parks, green spaces and sport fields a low rating were asked to suggest ways this could be improved. Comments included a need for better maintenance of the existing green spaces and (especially) sports fields. There were a few residents who thought that the County should build more hockey rinks and/or arenas, particularly in Sherwood Park.

Figure 59 presents the satisfaction level with indoor recreation facilities in the County, based on the perspectives of the portion of the sample who utilized these facilities³³ in the past 12 months and those who did not. It should also be noted that 22 people (4.4% of the sample) did not rate these facilities on the basis that they did not know enough about them.

FIGURE 59
Satisfaction with Indoor Recreation Facilities in Strathcona County

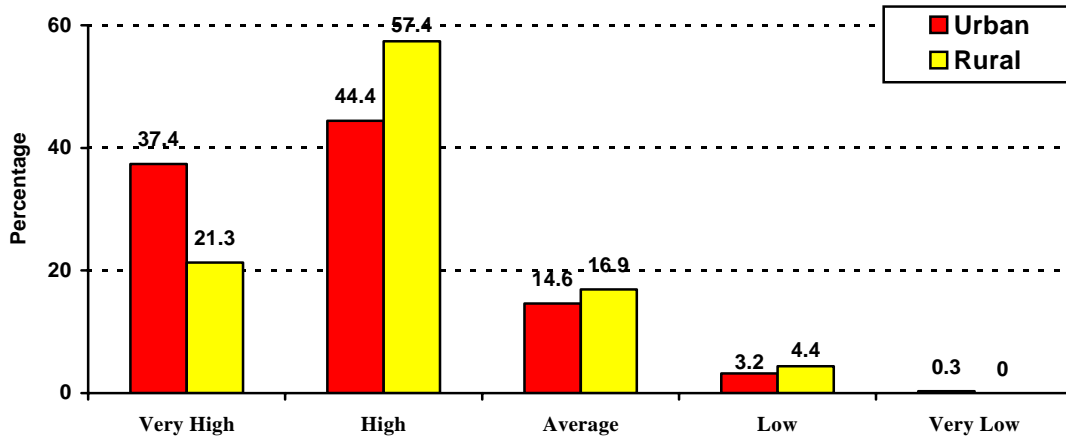


Highlights from Figure 59

- It can be seen from Figure 59 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 ($\chi^2 = 19.92$, 4 df, $p = .001$) and a *t-test* measurement for mean score differences ($t = -2.24$, 476 df, $p = .025$).
- A further analysis revealed that 75.7% of Sherwood Park residents used the indoor recreation facilities at least once in the past 12 months, while 62.7% of rural residents made use of these facilities.
- It can be seen in Figure 60 that, regardless of use, the combined *very high/high* satisfaction levels for urban residents (81.8%) was slightly higher than it was for rural residents (78.3%).

³³ Overall, 71.8% of respondents indicated that they had been to an indoor recreation facility in the County of Strathcona within the past 12 months. This is almost identical to the 2009 survey results.

FIGURE 60
Satisfaction with Indoor Recreation Facilities in Strathcona County

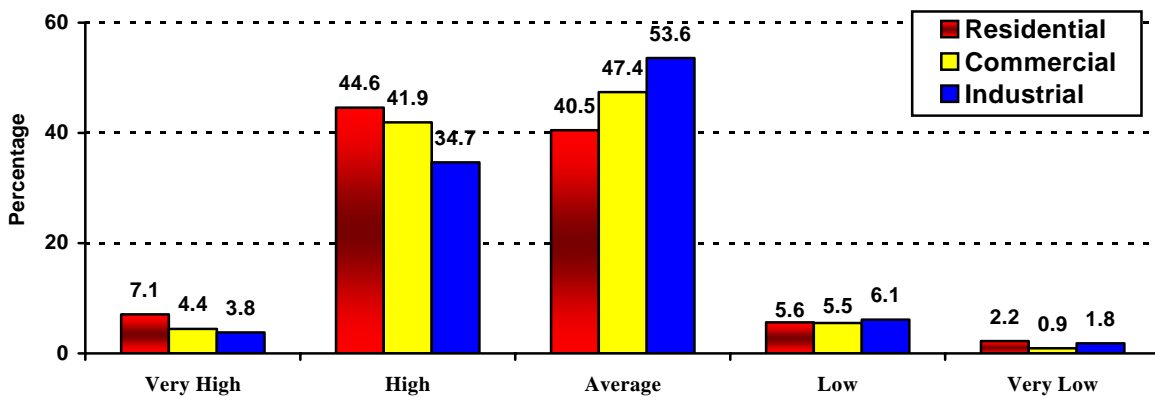


- The 22 people (4.4% of the sample) who had a low level of satisfaction with the facilities were asked to suggest ways these could be improved. Most of the concerns focused on the need for more ice arenas. A few residents felt that the existing indoor facilities were too crowded.

D. Perceptions of 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 61 below.

FIGURE 61
Quality of Various Developments throughout Strathcona County



Highlights from Figure 61

- Overall, respondents who rated the different types of developments were slightly more satisfied with the quality of residential and commercial development than industrial developments. It should be noted, however, that a considerable number of residents (n=108 or 21.6% of the sample) did not rate the quality of industrial developments.³⁴
- The trends noted in this figure are very similar to trends found in both 2009 and 2008's studies.
- 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. Many residents used this

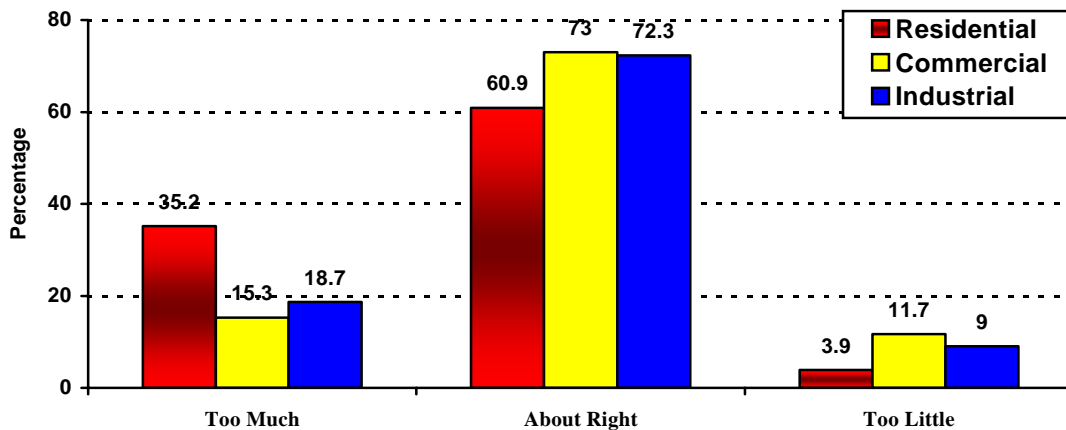
³⁴ Overall, 36 residents (7.2% of the sample) did not rate the quality of residential developments and 42 residents (8.4% of the sample) did not rate the quality of commercial developments.

section to comment on increased traffic problems in all parts of the County. Comments specific to each type of development are noted below:

- A variety of concerns were expressed among the 36 people (7.8% of the sample) who rated the quality of residential developments as low. A common concern was that the houses seemed crammed too close together with a lack of green space and trees in new neighborhoods. Related to this were comments by several residents that new homes were being built too fast, with no consideration given to how residents were able to travel in and out of these neighborhoods.
- Overall, 29 people (8.4% of the sample) who rated the quality of commercial development as low commented on the perceived repetition of businesses that were already available in other parts of Sherwood Park, and that the design for many of these new strip-malls was bland.
- For industrial developments, among the 31 people (7.9% of the sample) who rated the quality of development as low, most of the comments centered on safety and pollution concerns for residents, particularly with respect to air quality.

A comparative rating on the perception of the quantity (i.e. amount) of new types of developments is shown in Figure 62.

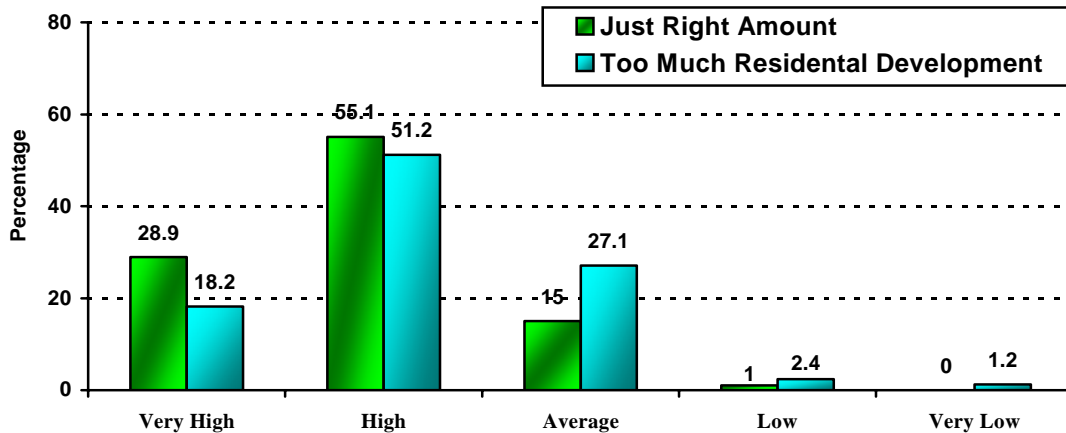
FIGURE 62
Quantity of Various Developments throughout Strathcona County



Highlights from Figure 62

- 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 2010 was almost identical to results found in studies dating back to 2003.
- 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, 35.2% of residents believe there is too much residential development. A further analysis (as seen in Figure 63) revealed that those who felt there was too much residential development **still had a strong positive rating** on the quality of life in Strathcona County as a whole (69.4% *very high/high*) compared to those who felt that the amount of residential development was about right (84% *very high/high*).³⁵ As such, while concerns about continued development remain, it has not adversely affected the perceived quality of one’s life in Strathcona County.

FIGURE 63
Perception of the Quality of Life in Strathcona County as a Whole – Comparisons Based on Perceptions of Amount of Residential Growth



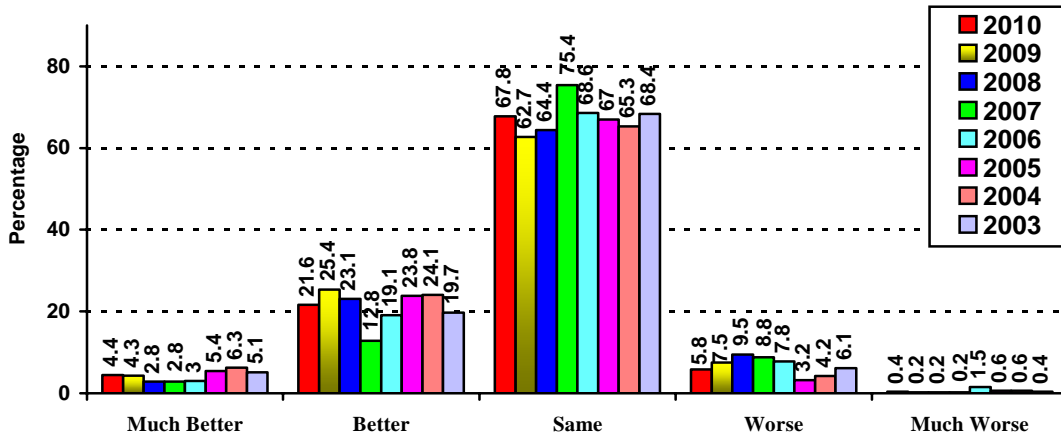
- No differences in perceptions were seen between those living in Sherwood Park and those living in other parts of Strathcona County with respect to amount of industrial development, residential or commercial development.

³⁵ The percentage breakdowns for perceptions of the quality of life in Strathcona County among those who thought there were just the right amount of residential development is very similar to what was found in the last four satisfaction surveys. Among those who thought there was too much residential development, the combined very high/high ratings (69.4%) were lower in 2010 compared to 2009 (76.2%).

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 2010 survey results are compared with the results found in the previous surveys dating back to 2003, as shown in Figure 64 below.

FIGURE 64
Quality of Services Now in Strathcona County Compared to 2 years ago 2003-2010

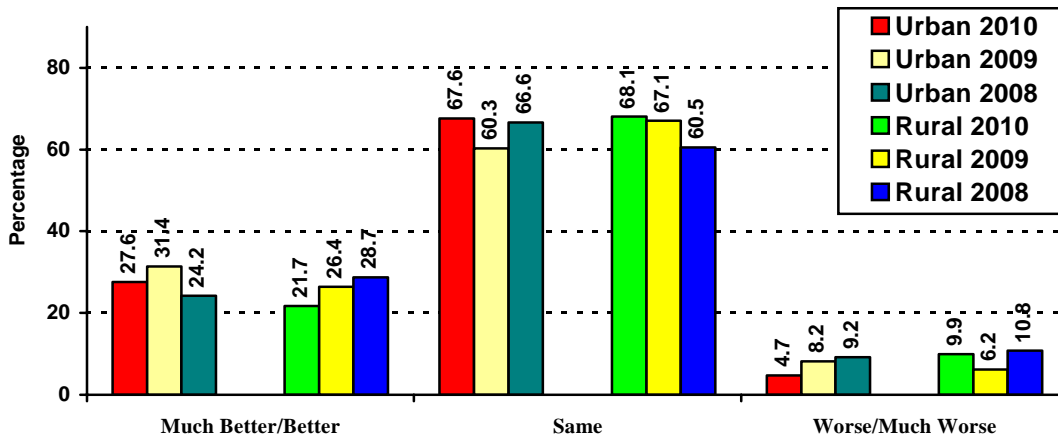


Highlights from Figure 64

- Overall, the majority of respondents were of the opinion that the quality of services offered by Strathcona County was the same as it was two years ago. It can be seen from Figure 64 that this percentage has been quite consistent over the past 8 years (with the exception of 2007).
- The 30 people (6.2% 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. Nothing in particular stood out, though there were some concerns about garbage pickup, road maintenance in the winter and the summer, as well as a perception that there were fewer County staff available to handle existing services.

A comparison of urban and rural residents with respect to perceptions of the quality of services is shown in Figure 65. There was no statistically significant difference between the urban and rural sectors in 2010. However, a comparison between 2010 and previous years shows a decrease in the *much better/better* ratings for urban residents compared to 2009, and a continual drop in *much better/better* ratings for rural residents over the last three years.

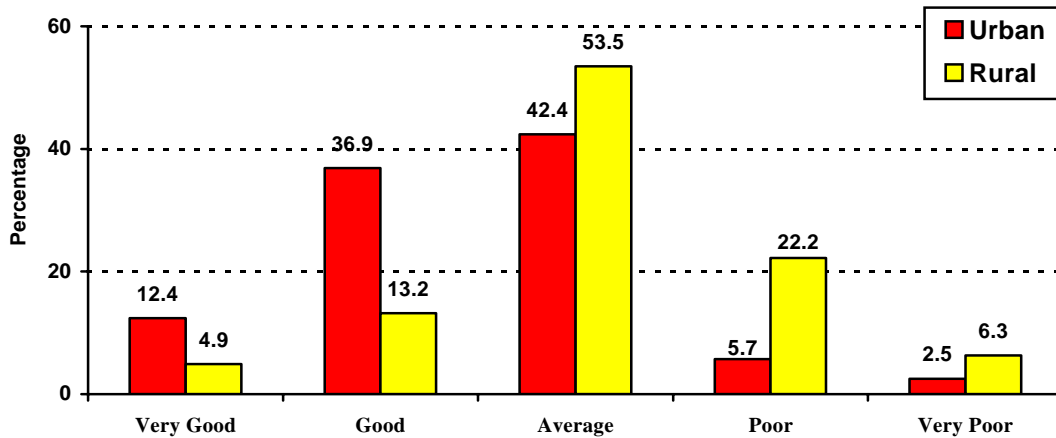
FIGURE 65
Quality of Services Now in Strathcona County Compared to 2 years ago
Urban and Rural Comparisons – 2010, 2009 & 2008 Results



F. Question on Taxes within Strathcona County

Strathcona County taxpayers³⁶ were asked to rate the value they receive for their tax dollars. Residents were told that 62% 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 66 below.

FIGURE 66
Value for Tax Dollars Spent in Strathcona County
- Urban and Rural Comparisons



Highlights from Figure 66

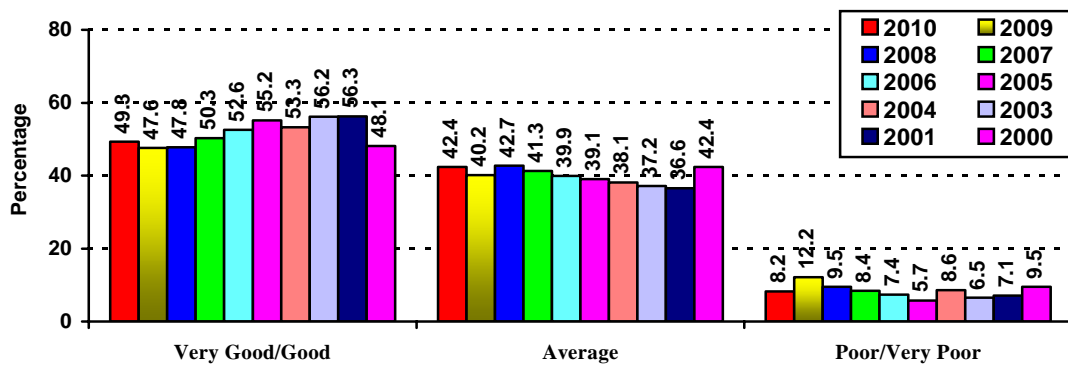
- Statistically, there was a difference between urban and rural residents with respect to how people felt about the value of tax dollars spent on municipal services. This was confirmed by a chi-square procedure ($\chi^2 = 55.40$, 4 df, $p = .000$) and a *t-test* measurement for mean score differences ($t = -7.08$, 456 df, $p = .000$). It can be seen that a higher percentage of 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 (14.6% of the sample, N=67) who felt that they received poor value for the taxes paid were asked to indicate why they felt that way. Many of these comments came from rural residents who felt that there was an inequity between the amount of money they paid in taxes and the amount of services they were receiving in return (especially no water, sewage service or sidewalks). Dissatisfied Sherwood Park residents cited a lack of snow

³⁶ In 2010, 92.8% of respondents owned property in Strathcona County and as such, were taxpayers.

removal. Overall, the comments put forward by residents here echo comments made by others in past satisfaction surveys with respect to taxes.

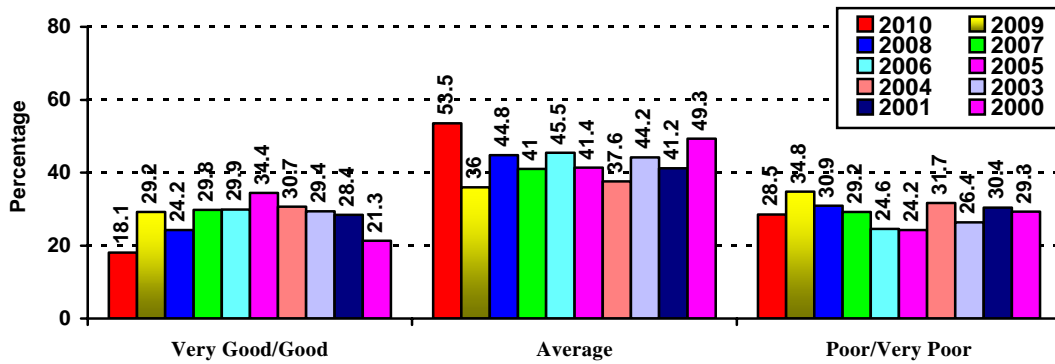
A comparison of trends from 2000 - 2010 with respect to perceptions of the value of services for tax dollars are shown in Figure 67 (urban) and Figure 68 (rural). One can see that for urban residents, the perception that residents were getting very good or good value for their tax dollars has rebounded slightly after being on a downswing since 2005.

FIGURE 67
Value of Tax Dollars Spent in Strathcona County – Urban Residents (2000-2010)



Rural residents have consistently had a much higher negative perception of the value they get for their tax dollars compared to urban residents each year this has been measured, with 2009 registering the highest level of dissatisfaction. There has been some shift in opinion toward taxes in 2010 among rural residents. Although the *very good/good* results are at their lowest since measurement began in 2000, the *average* scores are considerably higher in this year's study, with *poor/very poor* perceptions dropping to their lowest point since 2006.

FIGURE 68
Value of Tax Dollars Spent in Strathcona County – Rural Residents (2000-2010)



F. 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.³⁷ It can be seen in Table 1 that *recycling depots* were the most frequent service used in 2010 among those surveyed. Other services utilized by a number of County residents include *indoor recreation facilities*, the *County 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 – 2010 vs. 2007 to 2009

Type of Service	N of Users (2010)	% Use 2010	% Use 2009	% Use 2008	% Use 2007
Recycling Depots	425	85.0%	86.4%	86.8%	87.0%
Indoor Recreation Facilities	359	71.8%	71.5%	74.0%	72.4%
Strathcona County Library	272	54.4%	59.7%	63.0%	61.0%
RCMP	160	32.0%	33.3%	38.8%	30.0%
Public Transit Services	148	29.6%	22.9%	26.8%	24.2%
Bylaw Enforcement	100	20.0%	17.1%	19.6%	19.8%
Information & Volunteer Centre	92	17.6%	17.6%	21.0%	22.8%
Building Permit & Inspection Services	86	17.2%	16.7%	22.6%	17.0%
Fire & Ambulance Services	69	13.8%	15.1%	15.4%	15.4%
Family Support Services	49	9.8%	11.8%	11.4%	8.2%
Agriculture Services	43	8.6%	6.6%	7.0%	8.0%

Most of the municipal services noted above had minor decreases or remained constant with respect to use by residents in 2010 compared to previous years. The two exceptions were public transit, which had close to 7% increase in usage between 2009 and 2010 and the Strathcona County Library, which had a decrease in use of just over 5% in the same period.³⁸

³⁷ 25 respondents (5% of the sample) mentioned other municipal services they used (water & sewer, garbage, parks, planning, dog licensing, taxation), while another 11 residents (2.2% of the sample) indicated items that were not municipal services (e.g. health care, Chamber of commerce and education services).

³⁸ It must be noted that the Public Library was unavailable for patron use for two months in 2010, due to the shutdown of the old library in September and the opening of the new library in November.

A comparison of services used by urban and rural residents for 2010 and 2009 is shown in Table 2.³⁹ It can be seen that among residents who were surveyed in 2010, urban residents used *indoor recreation facilities*, the *County Library* and *public transit services* to a greater extent than rural residents. Rural residents, on the other hand, made greater use of *agricultural services* compared with urban residents.

Table 2
County Services in Strathcona County Reportedly Used by Urban and Rural Residents in the Past 12 Months – 2010 vs. 2009

Type of Service	2010		2009	
	Urban	Rural	Urban	Rural
Recycling Services	85.1%	84.7%	89.5%	80.5%
Indoor Recreation Facilities	75.7%	62.7%	76.5%	62.1%
Strathcona County Library	57.4%	47.3%	62.5%	54.4%
RCMP	33.1%	29.3%	36.8%	26.6%
Public Transit Services	35.1%	16.7%	28.6%	12.4%
Information & Volunteer Centre	17.7%	20.0%	18.7%	15.4%
Bylaw Enforcement	21.1%	17.2%	16.8%	17.8%
Planning, Building & Inspection Services	16.6%	18.7%	16.5%	17.2%
Fire & Ambulance Services	13.7%	14.0%	14.0%	17.2%
Family Support Services	10.3%	8.7%	12.1%	11.2%
Agriculture Services	5.7%	15.3%	3.8%	10.7%

In terms of changes between years for urban residents, there was a decrease in the use of *recycling services* in 2010 compared to 2009. There was an increase in the use of *bylaw enforcement services and transit*. Among rural residents, there was an increase in the use of the *recycling services, public transit services, the IVC and agriculture services* in 2010 compared to 2009.

Respondents were asked to think of the most recent contact they had with County staff⁴⁰ and to rate the service they received on the basis of six criteria. The services

³⁹ All respondents were read a list of municipal services and were asked to indicate which ones they had used within the past 12 months. This is question number 13 (the exact wording is found in the questionnaire located in Appendix A).

⁴⁰ In this year's study, only 11 respondents reported having no contact with any County staff in the past 12 months.

residents based their ratings on are shown in Table 3. The overall rating results for all six criteria (regardless of the service used) are shown in Figures 69 and 70.

Table 3
County Departments in Strathcona County Used as the Basis for Rating the Service of County Staff in 2010

Type of Service	N	%
Indoor Recreation Facilities	151	31.0%
Recycling Depot	100	20.5%
Strathcona County Library	85	17.5%
Public Transit Services	40	8.2%
RCMP	30	6.2%
Building, Permit & Inspection Services	24	4.9%
Fire & Ambulance Services	17	3.5%
Bylaw Enforcement	8	1.6%
Family Support Services	7	1.4%
Agriculture Services	4	0.8%
Information & Volunteer Centre	2	0.4%

FIGURE 69
Quality of Services provided by County Staff

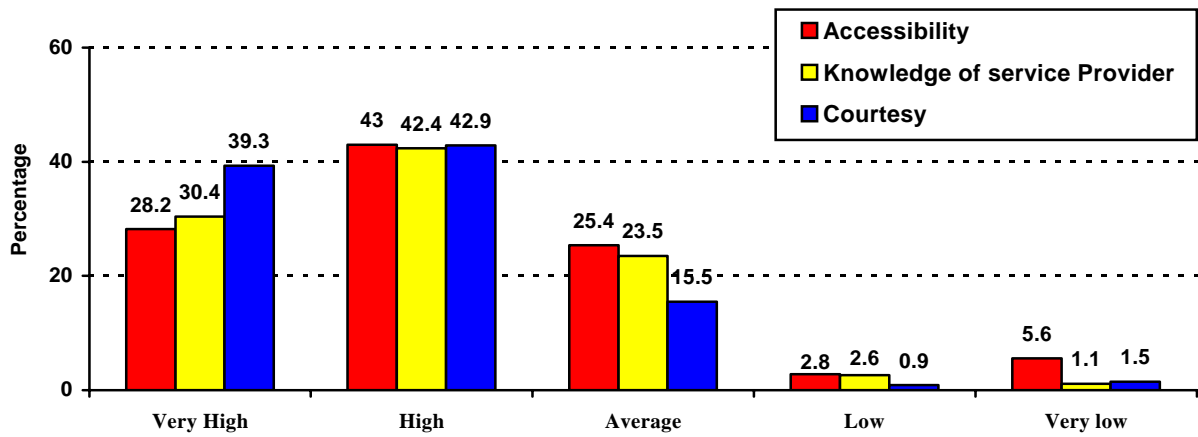
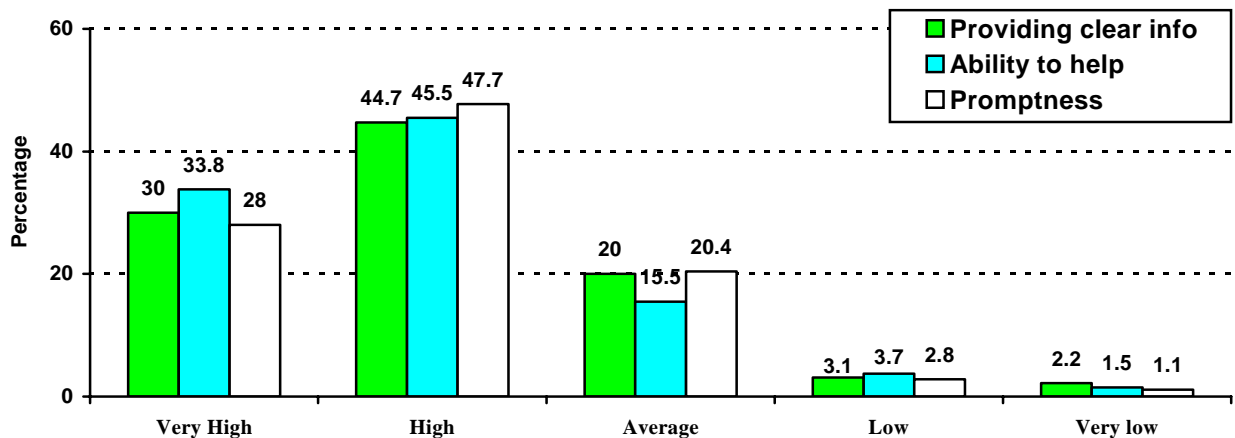


FIGURE 70
Quality of Services provided by County Staff



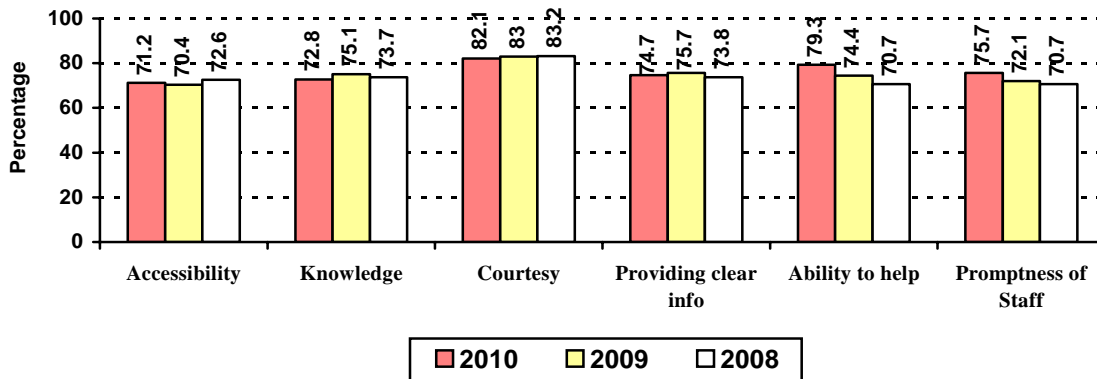
Highlights from Figure 69 and Figure 70

- Overall, residents had a very positive perception of County staff on the basis of all six criteria.
- Based on the combination of the *very high* and *high* scores, the strongest criterion was *courtesy* (82.1%). The remaining attributes of service were all rated relatively similar, with *ability of the staff to help you* the second highest at 79.3%, followed closely by *promptness of staff* (75.7%), *being able to provide clear information and explanations* (74.7%), *knowledge of the service provider* (72.8%) and *accessibility of staff* (71.2%).

- All respondents were given the opportunity to provide any comments about the service they had received from County staff. Overall, 33.8% of the respondents (N=169) provided additional comments. Of these 169 residents, the majority of comments (149 or 88.2% of the 169 residents) were positive descriptors, including *good and/or helpful, professional knowledgeable staff, efficient and friendly/courteous*. Many of these residents had additional positive perceptions toward departments that were particularly helpful to them. The County Library and transit workers were mentioned multiple times.
- Not everyone was pleased. Overall, 11.8% of the 169 residents were not happy with aspects of the service they received. The comments in this year’s survey were quite varied, and included:
 - Some encounters with staff that the resident felt were rude or not knowledgeable;
 - Residents who felt staff should have returned calls faster;
 - Residents who felt they were given incorrect information;
 - Insufficient staff available to help.

Figure 71 presents a comparison of overall results between this year’s survey and the 2009 and 2008 surveys for these six items. The combined *very high/high ratings for staff* were about same in 2010 compared to 2009 and 2008 for almost all of items, except for *ability to help* and *promptness of staff*, both of which have shown increases since 2008.

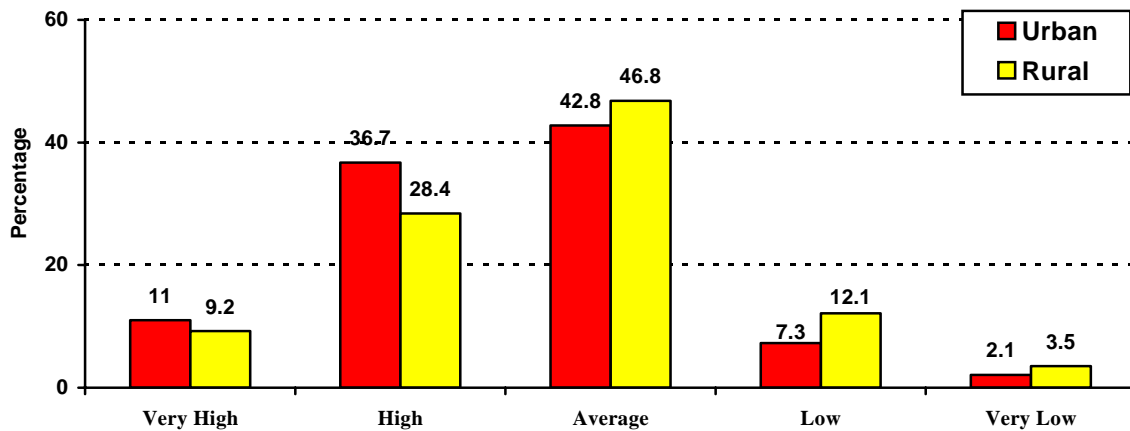
FIGURE 71
Quality of Services provided by County Staff - 2010 with 2009 & 2008 comparisons
on the combined *Very High/High* percentages



G. Assessment of County Communication and Information Services

Residents were asked a series of questions about how they get information from Strathcona County. Early in the survey, residents were asked to indicate how satisfied they were with opportunities to express opinions about municipal services or municipal issues in Strathcona County. A breakdown by residence is shown in Figure 72.

FIGURE 72
Rating Opportunities to Express Opinions

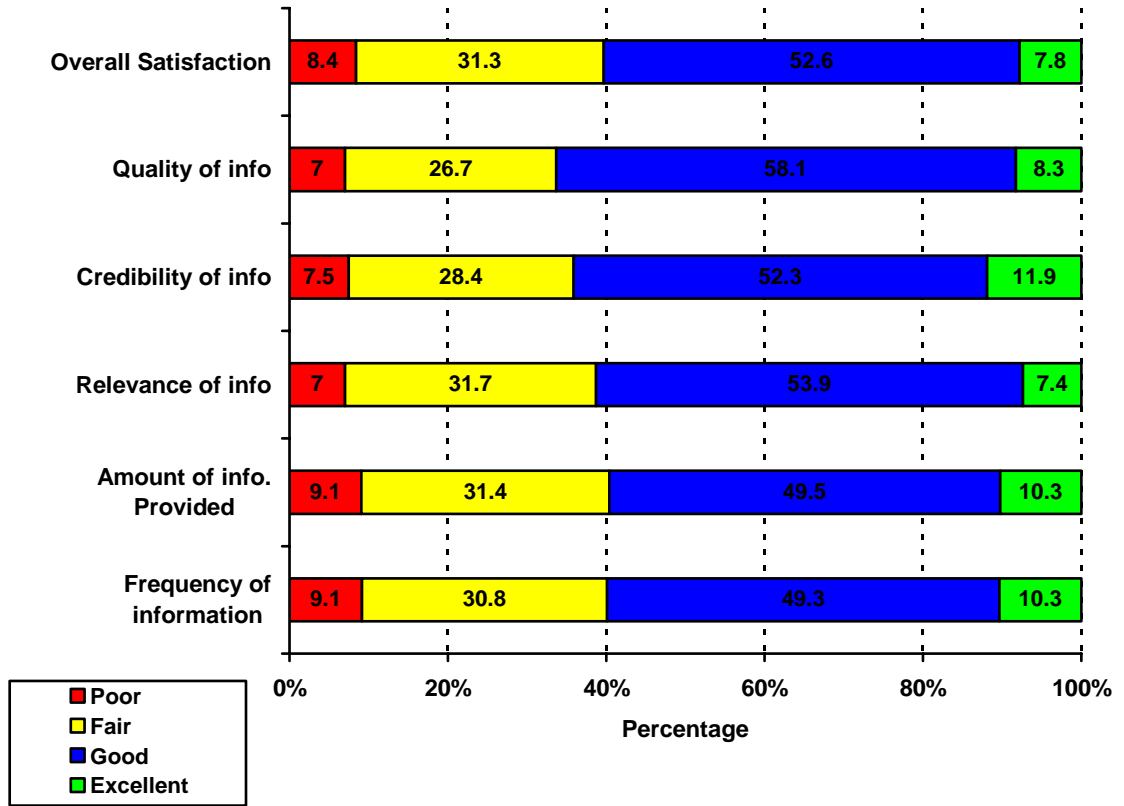


Highlights from Figure 72

- Those living in Sherwood Park were somewhat more satisfied with the opportunities to express opinions compared to those living in rural Strathcona. However, the difference was not statistically significant. There were no differences found with respect to any demographic characteristic for this item.
- The positive level of satisfaction among rural residents with respect to expressing opinions was slightly higher in 2010 compared to 2009, while satisfaction among urban residents was lower.
- Overall, 53 people (11.4% of the sample) were not satisfied with the opportunities for expressing opinions in Strathcona County. The most frequent reasons given by residents was a perception that elected officials and some County staff were not listening to the concerns raised, or had made up their mind about the issue before residents could question it (and were not about to change their minds). In this year's survey, as in last year's, many of the residents who had a low view on this focused on Council as the source of their frustration.

Figure 73 presents the overall rating residents have tabled to how the County communicates with its citizens. Residents were asked to rate different components that go into conveying a message.

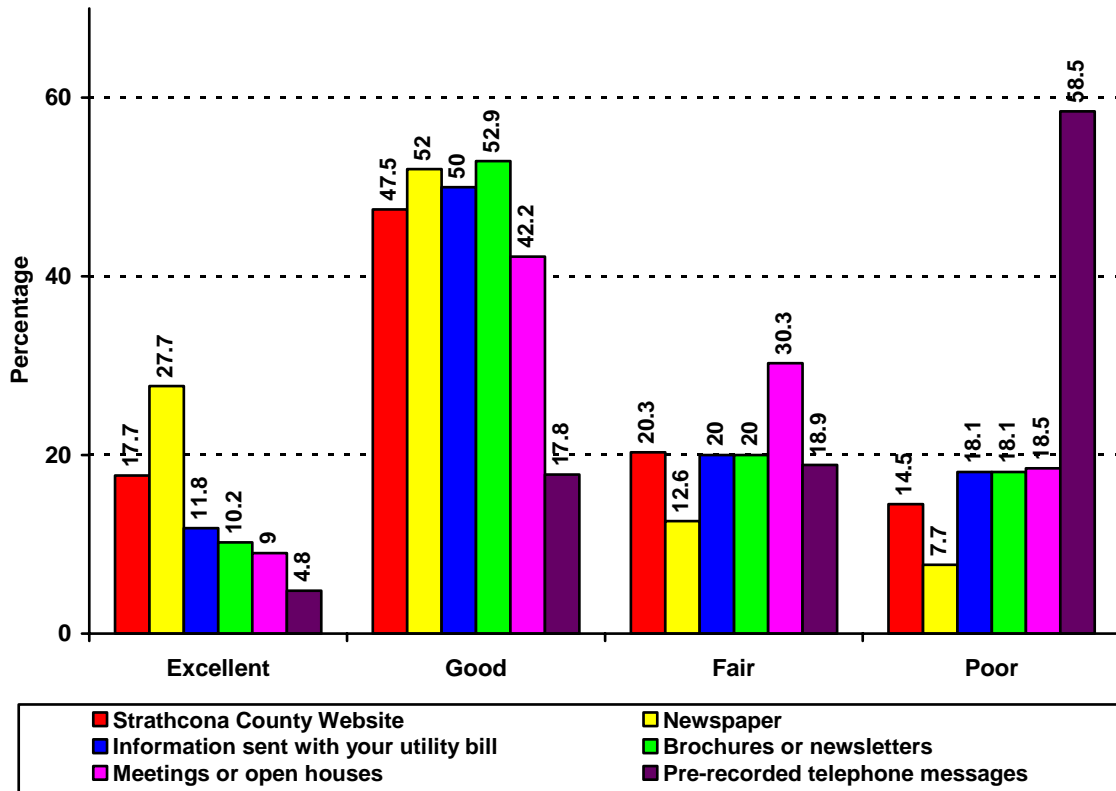
FIGURE 73
Rating of how well Strathcona County Communicates with Residents



It can be seen in Figure 73 that overall, the majority of residents are relatively satisfied with the information that they receive from the County. The highest level of satisfaction is with respect to the *credibility of information* associated with a message. For the most part, around 60% of residents give each communication aspect a combined good/excellent rating.

Residents were then read a list of different methods the County currently has in place for providing information about municipal services to its residents. For each method, respondents were asked to indicate whether they thought these were excellent, good, fair or poor methods. An overall rating of the methods is shown in Figure 74.

FIGURE 74
Rating Existing Methods Used to Inform the Public about Municipal Services

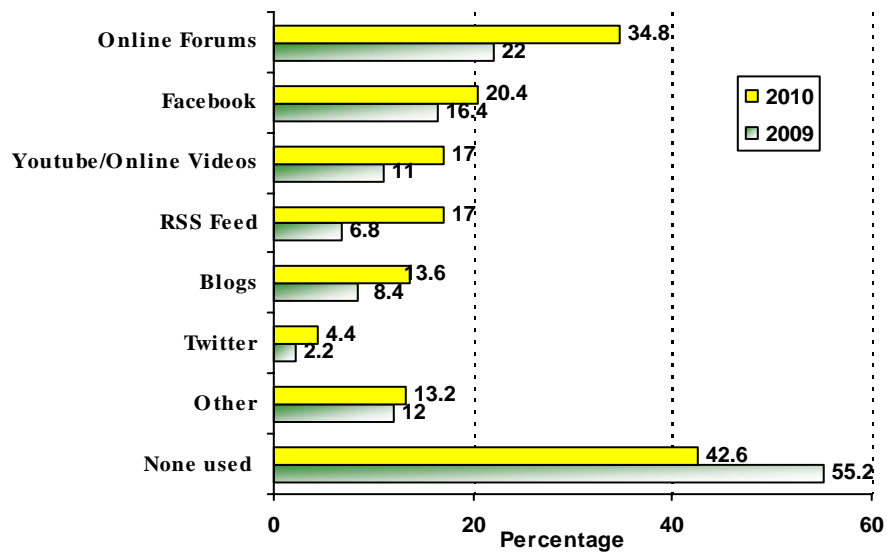


It can be seen in Figure 74 that the *County newspaper* and *newsletters and brochures* received solid ratings from residents. Overall, 79.7% of residents gave the *newspaper* an excellent or good rating, while 63.1% gave *newsletters and brochures* an excellent or good rating. *Information sent to residents through the utility bill* (61.8% excellent/good), and the *County website* also received acceptable ratings (65.2% excellent/good). All of the combined excellent/good ratings are lower than what was reported in 2009, particularly *newsletters and brochures* (8.9% lower). Compared to 2009, *information through utility bills* was 5.3% lower and *the County website* ratings were 4.3% lower.

Two methods that received considerably lower ratings from residents compared to other methods were *meetings/open houses* (51.2% excellent/good, almost the same as the 2009 ratings) and *pre-recorded telephone messages* (22.6% excellent/good, about 3% lower than the 2009 ratings).

In this year’s survey, Strathcona County also asked residents what sort of different online methods they would like to use to get information about people and events pertaining specifically to Strathcona County. Overall, it can be seen in Figure 75 that *online forums* were the most prevalent, followed by *Facebook*, *RSS Feed* and *Blogs*. Very few residents were making use of *Twitter*. Other methods mentioned by residents included using Google, email or visiting the County website. There was no difference seen in online usage of these methods based on where the resident lived.

FIGURE 75
Use of Different Online Methods by Strathcona County Residents in 2009 & 2010



Compared to 2009, there were increases in all uses of social media from County residents. The largest jumps occurred with *online forums* (up to 34.8% in 2010 compared to 22% in 2009) and *RSS Feed* (up to 17% in 2010 compared to 6.8% in 2009). *Blogs*, *online videos* and *Facebook* usage increased between 4 to 6% between 2009 and 2010. *Twitter* had a small increase of 2.2% between 2009 and 2010.

Figure 76 presents a comparison of urban and rural residents with respect to the percentage of residents who visited the Strathcona County website. It can be seen that a slightly larger percentage of residents living in Sherwood Park accessed the website compared to those living in rural areas, but the difference is minimal. The percentage of residents visiting the County website has increased by about 4% since the 2009 study.

FIGURE 76
Percentage of Residents who visited the County Website

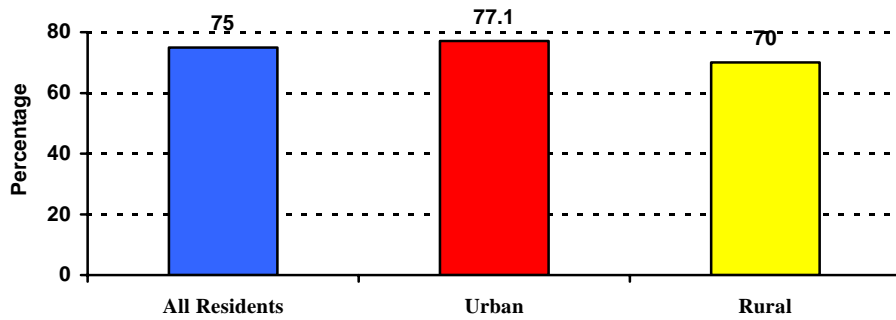
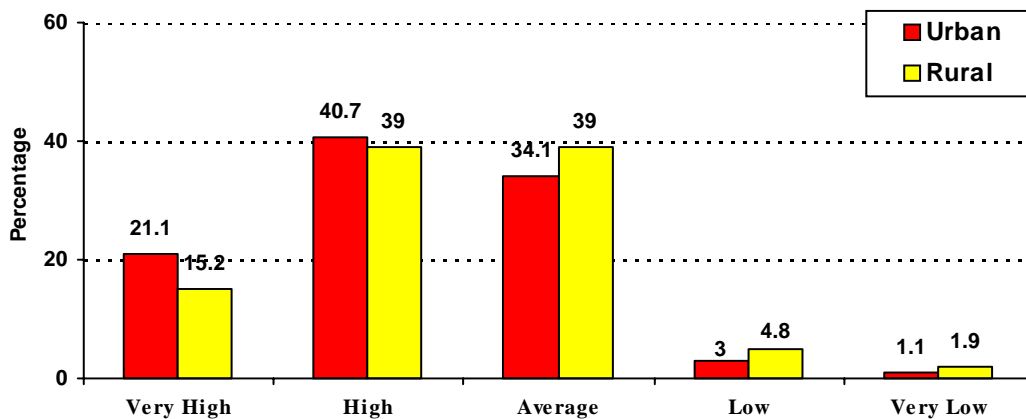


Figure 77 presents the satisfaction level with the Strathcona County website.⁴¹ It can be seen that the satisfaction level was slightly higher among urban residents compared to those living in rural Strathcona, but the spread was not statistically significant.

FIGURE 77
Satisfaction with the Strathcona County Website

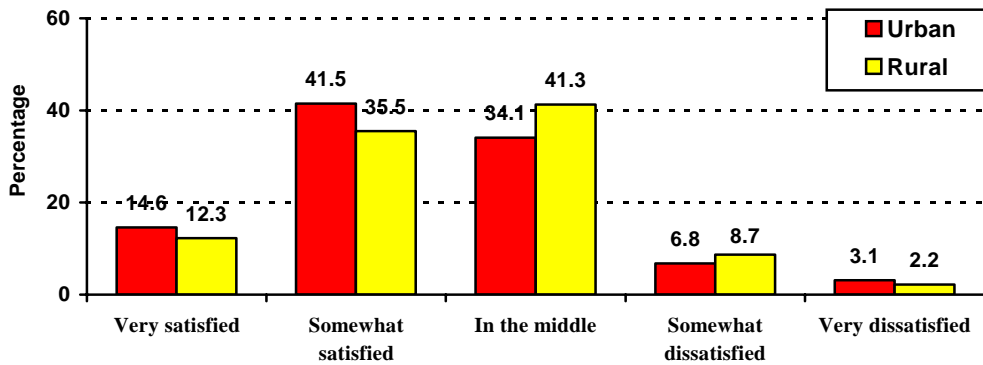


⁴¹ This figure excludes 25% of the residents who never went to the County website.

H. Relationship with Other Municipalities

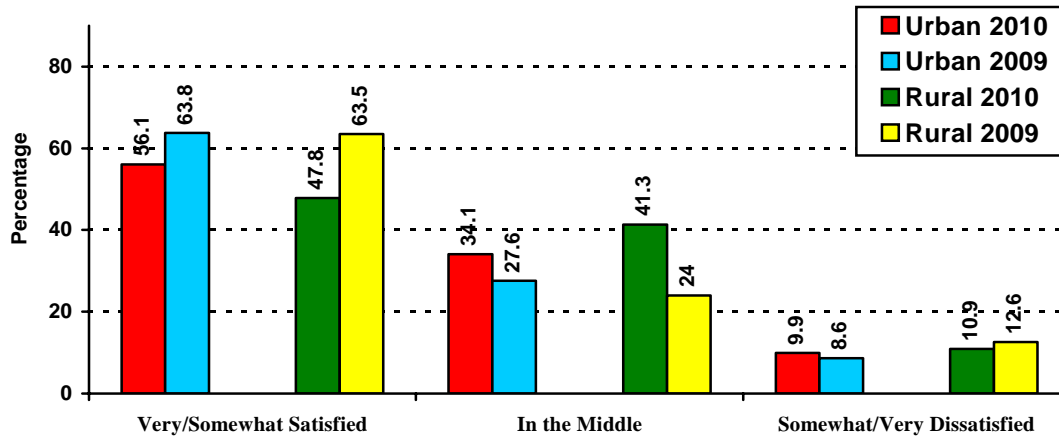
All respondents were asked to indicate how satisfied they were with the way Strathcona County worked with other municipalities in the Capital Region. It can be seen in Figure 78 that the combined *very/somewhat satisfied* ratings reveal that the majority of Sherwood Park (56.1%) and rural residents (47.8%) are satisfied with the County's efforts.

FIGURE 78
Satisfaction with Strathcona County working with other Municipalities
Urban & Rural Comparisons



This level of satisfaction has dropped in both the urban and rural parts of the County since last year. It can be seen in Figure 79 that the positive satisfaction level with the County working with other municipalities has dropped 7.7% among urban residents and has dropped 15.7% among rural residents between 2009 and 2010.

FIGURE 79
Satisfaction with Strathcona County working with other Municipalities
(Urban & Rural Comparisons: 2010 & 2009)



I. Awareness of the Strategic Plan

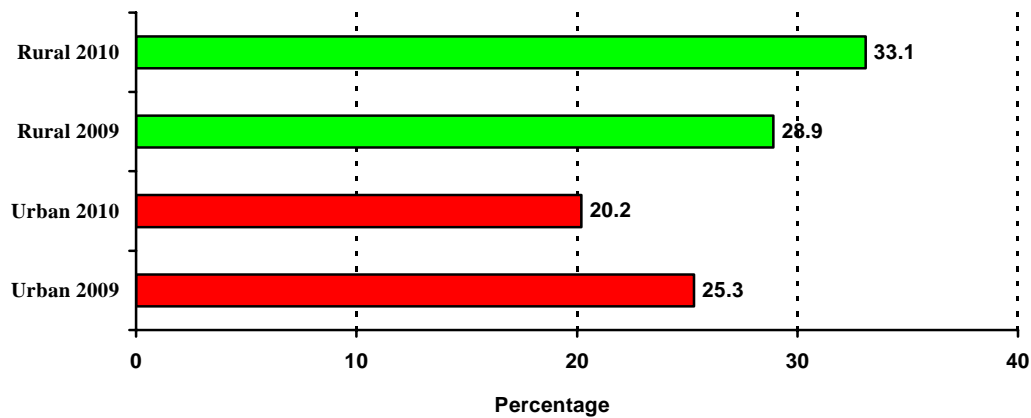
Overall, 136 residents (or 27.6% of the sample) were aware of Strathcona County's strategic plan, regardless of where they lived. This is about a 5% drop from 2009, when 32.7% of residents stated that they were aware of the plan. Those who knew of the existence of the strategic plan were asked to indicate what aspects of the plan they supported. Overall, it was found that:

- Just over 25% of the 136 residents did not know any details about the plan;
- A number of residents think the Strategic Plan is about acquiring a hospital in Sherwood Park;
- Some aspects mentioned by residents include supporting the sustainability component and the open space concepts of the plan. Other residents mention strategies such as recreation opportunity development, commercial and industrial development

J. Public Engagement Opportunities

Residents were also asked whether they had given feedback on a County initiative or issue anytime in the past 12 months, either through a telephone or online survey, a discussion group or at an open house, outside of the 2010 Satisfaction Survey. Overall, 20.2% of Sherwood Park residents and 33.1% of rural residents had done so. In comparison with 2009, the percentage of Sherwood Park residents dropped by 5.1% between 2009 and 2010, while participation by those in rural Strathcona County increased by 4.2%.

FIGURE 80
Public Engagement Participation
(Urban & Rural Comparisons: 2010 & 2009)



K. Final Thoughts

The closing question directed to all residents was a general one that allowed people to provide comments about any Strathcona County service or how the County is managed. Overall, 190 respondents (38% of the sample) provided additional comments. Of these, 22.6% of the 190 residents had positive things to say about the County. Although the majority of these did not elaborate, of those who did, most associated their satisfaction with how municipal services are managed. There were a few residents that gave examples where they had direct, positive interaction with staff from specific departments.

Of the remaining 77.4% of the residents who provided comments, a small percentage (7.9%) expressed disappointment that there was no hospital located in the County (even though this is actually a provincial issue). The remaining residents had a variety of comments which reiterated concerns already mentioned elsewhere in the survey, including a desire for more arenas, better road maintenance, improved garbage collection and a better management of existing services. There were a couple of residents who wanted a greater emphasis on arts and cultural projects

APPENDIX A: THE QUESTIONNAIRE

		None	1 to 5 Adults	6 to 10 Adults	11 to 20 Adults, or	More than 20 Adults	DO NOT READ DK
3.	How many adults in your neighborhood do you know by name? Would you say:	1	2	3	4	5	9

		very high	high	average	low, or	very low	DO NOT READ: DK
4.	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
5.	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?

6. In providing services, the Mayor, County Council and staff have to consider the needs and interest of people living in different areas of the County.

		very fair	fair	average	unfair	very unfair	DO NOT READ: DK
a)	In balancing these needs and interests, would you say that in general the Mayor and County Council are:	1	2	3	4	5	9

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

- | | | | | | | |
|--|--------------|------|---------|--------|----------------|----------------------------|
| b) In balancing these needs and interests, would you say that in general, County staff are | very
fair | fair | average | unfair | very
unfair | DO NOT READ:
DK |
| | 1 | 2 | 3 | 4 | 5 | 9 |

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

7. 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?

8. Overall, how satisfied are you with the opportunities for residents to express their opinions about municipal services or municipal issues in Strathcona County? Is your satisfaction level:

1. Very High	2. High	3. Average	4. Low	5. Very Low	9.DK
--------------	---------	------------	--------	-------------	------

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

9. 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 clearing 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 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?

- 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 **the green routine**, which includes the collection of waste, organic and recycling materials...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?

- k. Thinking about the various **parks, green spaces and sports**
- | | | | | | |
|-----------|------|---------|---------|----------|------------------------|
| very high | high | average | low, or | very low | DO NOT READ: DK |
|-----------|------|---------|---------|----------|------------------------|

fields...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?

l. 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 low
1 2 3 4 5 9 **DO NOT READ: DK**

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

What could Strathcona County do to improve in this area?

m. 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 low
1 2 3 4 5 9 **DO NOT READ: DK**

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

What could Strathcona County do to improve in this area?

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

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

What could Strathcona County do to improve in this area?

o. 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
1 2 3 4 5 9 **DO NOT READ: DK**

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

What could Strathcona County do to improve in this area?

p. 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
1 2 3 4 5 9 **DO NOT READ: DK**

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

What could Strathcona County do to improve in this area?

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

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

What could Strathcona County do to improve in this area?

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

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

What could Strathcona County do to improve in this area?

10. 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
1 | high
2 | average
3 | low,or
4 | very low
5 | DO NOT READ
DK
9 |
| a. | New residential developments throughout the County? Overall, would you say that the quality was: | | | | | | |
| 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:

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

County? Would you say the amount was:

- f. New industrial developments in the County? 1 2 3 9
 Would you say the amount was:

11. 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?

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

1 Yes – **Go to Q-12b**

2 No	9 Don't know
<i>skip to q-13</i>	

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.

13. 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

If one or more of these services are mentioned, please go to Question 14

- 5 Public transit services
- 6 Bylaw enforcement
- 7 Recycling depots
- 8 Enviroservice event
- 9 Agricultural services
- 10 Information and Volunteer Centre
- 11 Strathcona County Library
- 12 The RCMP
- 13 Any Others – Please indicate: _____

- 98 None (**do not read**) - **Go to Question 15**
- 99 Don't know (**do not Read**) – **Go to Question 15**

14. Of the County services that you've used, which one did you use most recently? _____
Go To Question 17

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

- 1 Yes **Skip to Q-17**
- 2 No 9 Don't know
Ask Q-16 below

16. Even though you have not had recent contact with County staff, what is your general impression of the quality of service based on what you've heard or seen? Would you say that it was:

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

 - 9 Don't know
- Go to Question 18**

17. 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	1	2	3	4	5	9

you rate this as:

- 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 |
|---|---|---|---|---|---|

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

19. In general, to what extent are you satisfied with the way your local government works with other municipalities in the Capital Region? Would you say that you are:

1. Very satisfied
 2. Somewhat satisfied
 3. Somewhat dissatisfied
 4. Very dissatisfied, or
 5. Somewhat in the middle
-
9. Don't know

20. Are you aware of Strathcona County’s Strategic plan?

1. Yes

2. No	Skip to Q-22
9. Don’t know	Skip to Q-22

21. What aspects of the County’s Strategic Plan do you support?

22. I’d now like you to rate how well the County communicates with its citizens:

Rotate items

What about _____? Would you say this was:	Excellent	Good	Fair, or	Poor	DO NOT READ: Don’t Know
a. The frequency of information about County news and events?	1	2	3	4	9
b. The amount of information provided?	1	2	3	4	9
c. The relevance of information provided?	1	2	3	4	9
d. The credibility of information provided?	1	2	3	4	9
e. The quality of information provided?	1	2	3	4	9
f. Your overall satisfaction with how the County communicates with its citizens?	1	2	3	4	9

23. There are different ways that Strathcona County provides information to its residents. I’d like to read a short list to you, and for each, please tell me if this is an excellent, good, fair or poor way of conveying information to you.

What about _____? Is this an:	Excellent	Good	Fair, or	Poor	Method	DO NOT READ: Don’t Know
a. The local newspaper?	1	2	3	4		9
b. Brochures or newsletters?	1	2	3	4		9
c. Information sent with your utility bill?	1	2	3	4		9
d. Pre-recorded telephone messages?	1	2	3	4		9
e. Public meetings or open houses?	1	2	3	4		9
f. Information on the Strathcona County website?	1	2	3	4		9

24. There are now a variety of social media tools that people can use. I’d like to read a short list to you, and for each, please tell me which ones you’d prefer Strathcona County to use for sharing information and engaging with you. What about: *(read list, circle all that apply)*

1. Twitter
 2. Facebook
 3. YouTube or other online video casts
 4. Blogs
 5. Online Forums
 6. RSS Feed
 7. Anything else? (*Please indicate _____*)
-
0. None of the above/Don't use online methods
 9. Don't know
25. Have you ever visited the Strathcona County website?
1. Yes
- | | |
|---------------|---------------------|
| 2. No | Skip to Q-27 |
| 9. Don't know | Skip to Q-27 |
26. Overall, how satisfied are you with the Strathcona County website? Is your satisfaction level:
1. Very high
 2. High
 3. Average
 4. Low, or
 5. Very Low
-
9. Don't know
27. Outside of today, have you given feedback on a County initiative or issue anytime within the past 12 months, either through a telephone or online survey, a discussion group or at an open house?
1. Yes
 2. No
-
9. Don't know

28. Are there any other comments you would like to make about any Strathcona County service 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...

29. How many years have you lived in Strathcona County? _____

DO NOT READ: IF LESS THAN ONE YEAR, ENTER 0.

30. Including yourself, how many people live in your household? ____ *(If "One" Go to Q-31)*

30a) How many of these people are children aged 15 or younger? _____

30b) How many are children aged 16 or older? _____

31. 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
-
9. Refused

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

This ends our survey, but Strathcona County may hold some group discussions to get more information from residents about different aspects about our community. These group discussions are a lot a fun and run no more than 2 hours long. Would you be interested in possibly participating in one of the discussion groups?

1. Yes Could I please get your first name so that we know how to ask for? _____
And can I get a phone number from you: _____
2. No I understand, but 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 #: _____