

**2016 Strathcona County
Directions Survey
Report**



Strathcona County Directions, Strategic Plan and Priority Business

Planning and Budgeting

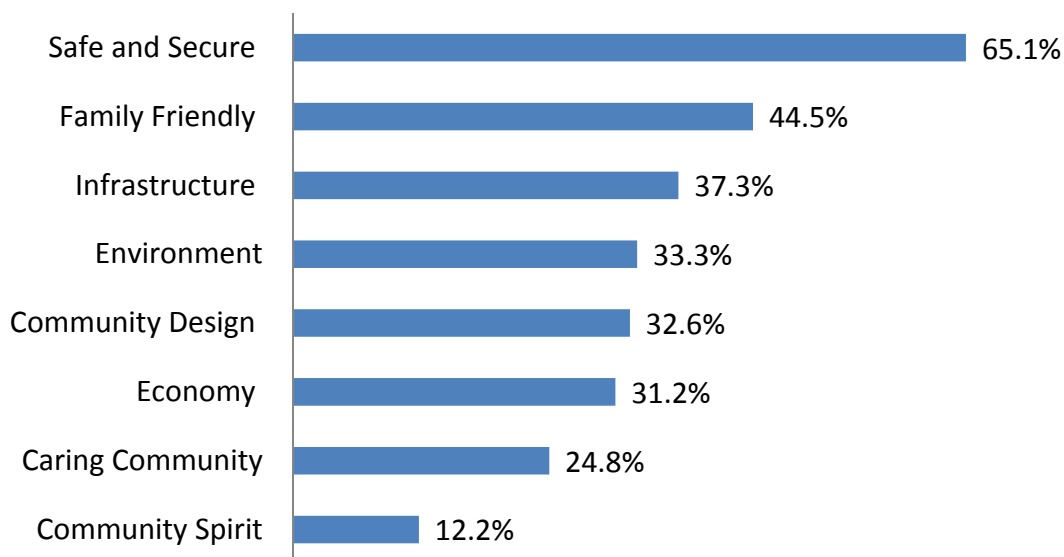
In the spring of 2016, Strathcona County citizens were asked to complete a very short, interactive survey with an educational component that provides a baseline to determine the respondents' awareness of the County's Strategic Plan, as well as priority based business planning and budgeting. Results will assist in education campaigns to increase awareness and better inform and engage citizens about the strategic plan and priority-based budgeting.

This was a replication of the survey that was run in 2015. 622 people answered at least one question on the survey in 2016 in comparison to 1349 in 2015.

Part 1: Perceptions of What Constitutes a Livable Community

Residents were given the opportunity to pick up to 3 different categories out of eight possible choices that defines for them what makes a "livable community" to them.

Question 1: Top three choices for what makes a 'livable community'



Comparison to 2015

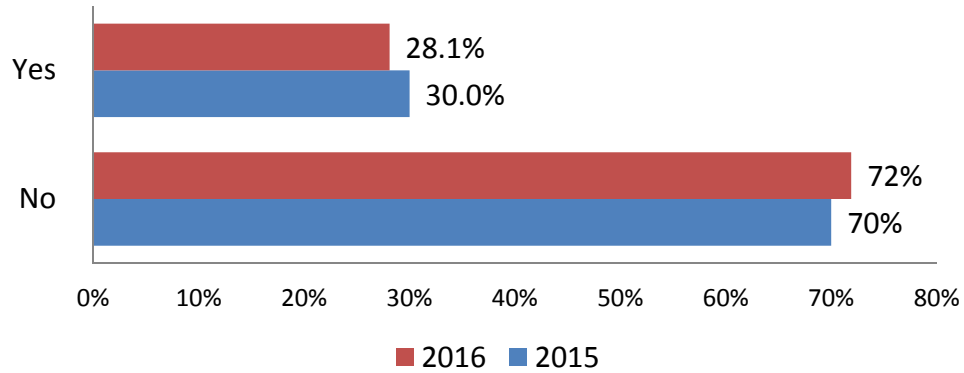
Below is a comparison between 2016 and 2015 for people's choices. The two items, *economy* and *caring community* switched rankings between 2015 and 2016 (with *economy* rising to 6th overall from 7th in 2015).

Categories associated with Strathcona County as a "livable community"

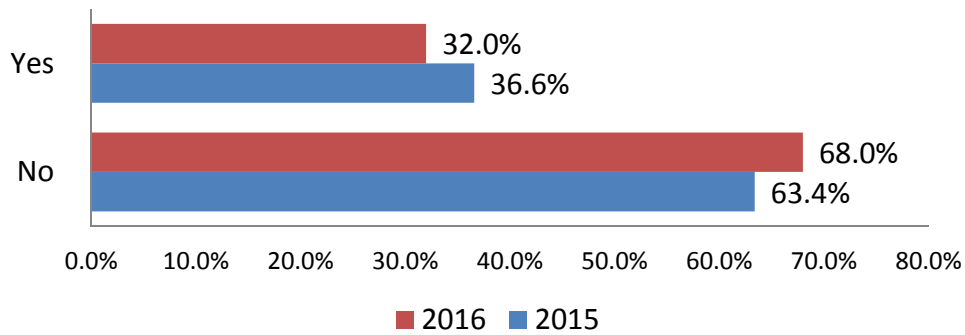
	2016	2015
Safe & Secure	65.1%	61.4%
Family Friendly	44.5%	52.9%
Infrastructure	37.3%	35.7%
Environment	33.3%	30.8%
Community Design	32.6%	30.7%
Economy	31.2%	24.0%
Caring Community	24.8%	25.1%
Community Spirit	12.2%	17.8%

Part 2: Survey Questions

Question 2: Did you know that Strathcona County has a strategic plan called “Strathcona County 2030: Powering our New Tomorrow”?



Question 3: Did you know that Strathcona County is implementing a new way of planning and budgeting based on priorities?



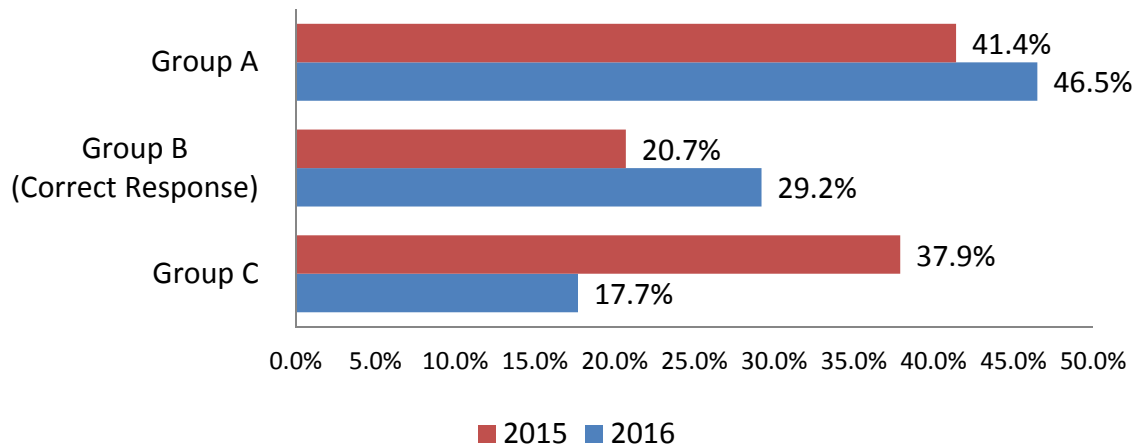
Question 4: Council has prioritized 12 goals in the strategic plan. Can you indicate which of these 3 groups (Group A, B, or C) contains the top four prioritized goals for the next two years?

The percentages noted below are based on 72.7% of residents who answered the question, and excluded 13.3% who were not sure and 14% who didn't answer the question.

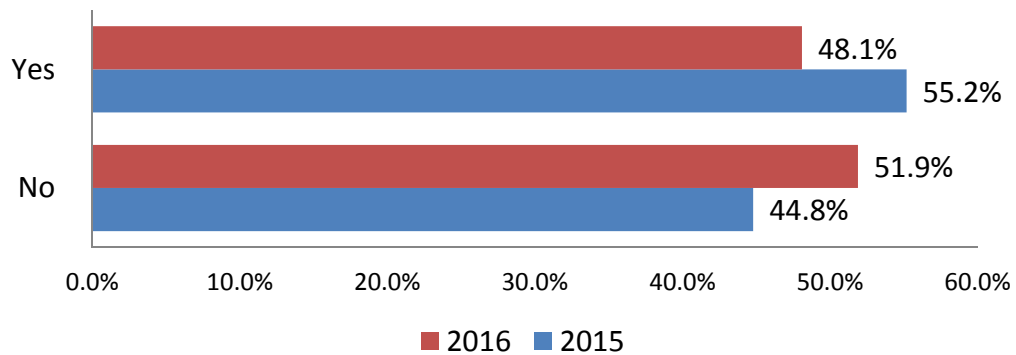
Council Goals

Group A: Incorrect Response	Build strong communities
	Increase safety of residents
	Promote the County as "open for business"
	Increase business in the agricultural sector
Group B: Correct Response	Diversity the petrochemical industry
	Increase public involvement
	Maintain strong relationships with neighbouring communities
	Plan for and manage municipal infrastructure
Group C: Incorrect Response	Provide accessible activities and facilities
	Minimize waste and improve energy efficiency
	Strengthen community identity and heritage
	Protect our environment

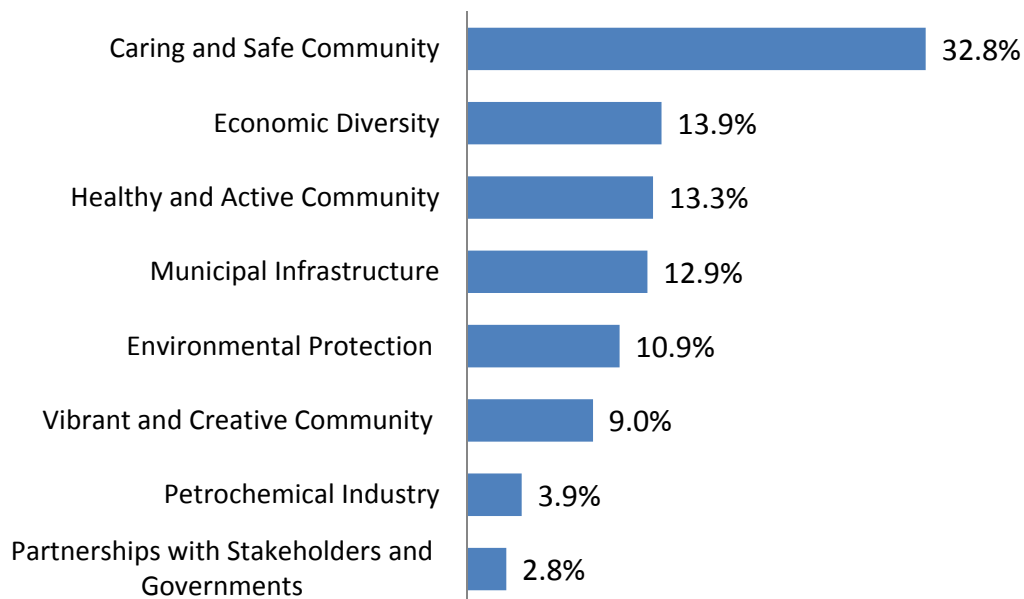
Survey Responses to Council-Prioritized Goals in 2015 and 2016



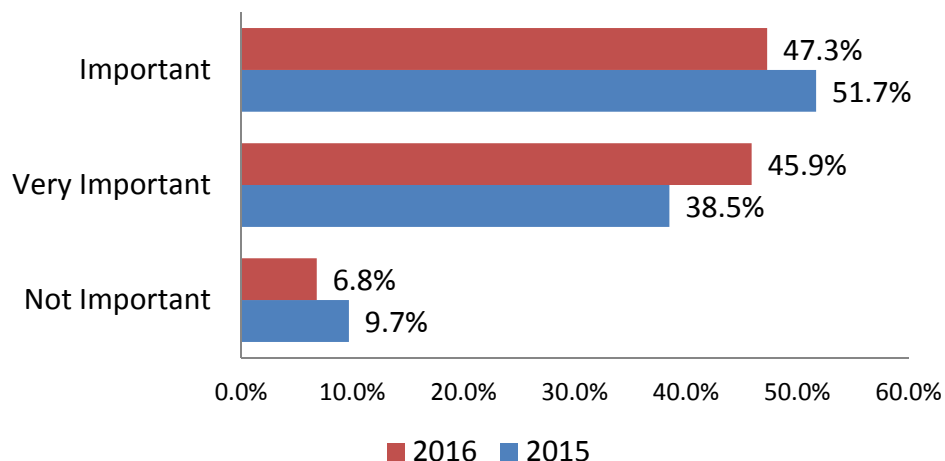
Question 5: Do you have the information you need on County priorities, programs, and services?



Question 6: Respondents were asked to choose one initiative that was most important as a focus for the County out of 8 potential choices.



Question 7: How important is it to you that Strathcona County keeps you informed about the progress on the County's strategic plan?



Next Steps

Results assist in the education campaigns to increase citizens' awareness of the County's strategic plan and priority based business planning and budgeting. Citizens will be asked to complete a similar survey in 2017 and more comprehensive public engagement will occur in 2018 to support council in reviewing the strategic goals for the 2019-2022 planning cycle.