

# Strathcona County

**2006**

## **Public Satisfaction Survey**



## **Research Results**

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June 2007

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## EXECUTIVE SUMMARY

The 2006 Public Opinion Survey on Services and Life in Strathcona County was undertaken in December 2006 to obtain perceptions on the quality of life of residents living in Sherwood Park and rural parts of Strathcona County. This is the ninth year that a formal satisfaction study of residents has been conducted. Overall, the following information was extracted from the data:

1. Residents of Strathcona County continue to have very positive perceptions toward the quality of life that they have for themselves and for their families, particularly since almost all of the people interviewed would recommend Strathcona County as a place to live. With respect to four broad aspects of life in Strathcona County, *a place to raise children* was the highest overall (85.1% rated very high or high). This was followed by *a safe community* (74.3% rated very high or high), *the quality of the natural environment* (65% rated very high or high) and *balancing needs and interests of people living throughout the County* (63% rated very fair or fair).
2. The positive views that people had toward the living in the County as a whole extended to the general satisfaction level for 19 specific services offered by County staff. The overall results, sorted by mean score, are shown in Table A on the next page. Services that residents were particularly rated highly included *fire & ambulance services*, *the indoor recreation facilities*, *the County Library and Parks*, *green spaces and sports fields*. The services that received lower satisfaction ratings were *permit & inspection services*, *winter road maintenance*, and *land use planning*. Even here, it was determined via the mean score that residents were still giving these services an “average” rating.
3. It should be noted that in this survey, as in previous years, residents rated all 19 services as a whole. There were no additional questions asked about other aspects of these County services. Individual departments can utilize the results from this survey as an overall perceptual measurement. However, individual departments may wish to consider customized detailed surveys in order to get feedback from the users and/or

residents in the County on specific aspects of their departments, and many departments are doing this now as the need arises.

**Table A**  
**Overall Satisfaction Levels with Municipal Services by County Residents<sup>1</sup>**

	Mean Score <sup>2</sup>	Level of Satisfaction				
		Very High	High	Average	Low	Very Low
Fire and ambulance services	1.80	34.9%	51.4%	12.6%	0.9%	0.2%
Indoor recreation facilities (arenas and pool)	1.91	32.4%	48.9%	15.0%	2.5%	1.3%
Strathcona County Library	2.04	22.2%	53.7%	22.5%	1.7%	0.0%
Parks, green spaces and sports fields	2.05	26.3%	47.7%	21.8%	3.4%	0.8%
RCMP services	2.12	25.1%	43.8%	26.4%	3.0%	1.7%
Garbage collection	2.12	24.6%	49.1%	18.7%	5.2%	2.4%
Information and Volunteer Centre	2.23	16.4%	45.7%	37.3%	0.3%	0.3%
Family support services	2.28	16.7%	43.8%	34.8%	4.2%	0.6%
Water and sewer services	2.29	15.9%	48.3%	29.0%	4.1%	2.6%
Economic development	2.35	12.2%	46.3%	36.2%	4.6%	0.7%
Urban street maintenance in summer	2.39	9.5%	49.4%	35.3%	3.9%	1.9%
Waste recycling services	2.41	16.8%	42.8%	27.0%	9.4%	3.9%
Rural road maintenance in summer	2.48	9.6%	43.0%	38.7%	7.4%	1.3%
Bylaw enforcement	2.58	8.5%	39.7%	40.1%	8.7%	3.1%
Public transit services	2.60	11.4%	39.1%	30.9%	15.1%	3.5%
Agricultural services (weed control and wildlife mgmt)	2.64	7.6%	37.4%	41.4%	10.5%	3.1%
Permit and inspection services	2.73	7.9%	33.3%	42.7%	10.5%	5.6%
Winter road maintenance, snow clearing and ice control	2.86	8.2%	28.9%	39.0%	16.7%	7.2%
Land use planning	2.90	5.9%	24.5%	48.8%	15.7%	5.0%

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

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

4. Residents were generally satisfied with the quality of new residential, commercial and industrial developments in the County, with the highest level of satisfaction resting with residential developments (49.8% *very high/high* ratings), followed closely by commercial developments (48% *very high/high* ratings), while 41.7% of residents gave industrial developments a positive rating in 2006. 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 (42.1%) felt that there may be too many residential developments occurring within the County as of 2006. These findings have been similar to those found in previous satisfaction surveys conducted by the County since 1999, though the percentage of people giving very high/high ratings for the quality of development has dipped in comparison to findings from the previous three satisfaction studies (conducted in 2003 - 2005).
5. In terms of perceived value of services for the tax dollars paid, it was found that the perception that one is getting *good* or *very good* value for the tax dollars is holding steady among urban residents compared to previous years. The percentage of residents who felt this way was 52.6% in 2006, which was slightly lower than how residents felt in 2005 (55.2%), but similar to how urban residents felt in 2004 (53.2%).
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 4 years of tracking this item. For rural residents, the perception that one is getting *good* or *very good* value for the tax dollars was 29.9%, which is considerably lower than what was reported for urban residents. From a tracking perspective, this finding for 2006 is lower than the level of satisfaction reported in 2004 and 2005. However, the percentage of rural residents who believe they are getting *poor* or *very poor* value for their tax dollars was 24.6%, which is virtually unchanged from 2005's findings of 24.2% dissatisfaction.

7. It can be seen in Table B below that ratings of County staff on the provision of services to the public were favorable on all methods of service delivery, particularly *courtesy*. However, the positive ratings for each of these were slightly lower (by about 5%) for each of the ratings found in the previous 2005 survey. It should be noted that even with this dip, the approval ratings still range between 70% and 75% for each type of interaction that occur between staff and the public (with the exception of *courtesy*, which is still over 82%).

**Table B**  
**Overall Satisfaction Levels with Municipal Services by County Residents<sup>1</sup>**

	Mean Score <sup>2</sup>	Level of Satisfaction				
		Very High	High	Average	Low	Very Low
Courtesy of County staff	1.87	33.0%	49.3%	15.6%	1.9%	0.2%
Ability of County staff to help you	2.04	25.4%	50.4%	19.4%	3.8%	0.9%
Knowledge of County staff	2.05	24.2%	49.5%	23.3%	2.8%	0.2%
Promptness of County staff	2.06	25.3%	48.5%	22.1%	2.6%	1.5%
Accessibility of County staff	2.08	24.5%	46.3%	26.0%	2.7%	0.4%
Ability of County staff to provide clear information and explanations	2.08	23.7%	50.5%	21.5%	3.0%	1.3%

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

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

## **I. INTRODUCTION AND PURPOSE OF THE STUDY**

In December 2006, Strathcona County conducted a satisfaction survey of its residents in order to obtain perceptions on the quality of life of residents living in Sherwood Park and rural parts of Strathcona County. This is the ninth year that a formal satisfaction study of residents has been conducted. The main purpose of this research was to identify and measure a series of factors (or impact of County services) that contribute to a person's satisfaction with the quality of life in Strathcona County.

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

## **II. METHODOLOGY**

### **A. The Questionnaire**

The questionnaire used in this study was the same instrument used in 2000 and subsequent years. The questions in the survey were retained in order to make valid comparisons with the previous year (see Appendix A for a copy of the questionnaire).

### **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 urban<sup>1</sup> 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, 66% of the sample was drawn from the urban area, while 34% came from rural parts of Strathcona County. The sample frame provided overall results<sup>2</sup> 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 1<sup>st</sup> and December 8<sup>th</sup>, 2006. 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 10 minutes to complete. The data was analyzed by Strathcona County's Corporate Planning Secretariat using SPSS for Windows.

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<sup>1</sup> In this report, the urban component of Strathcona County is Sherwood Park.

<sup>2</sup> 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

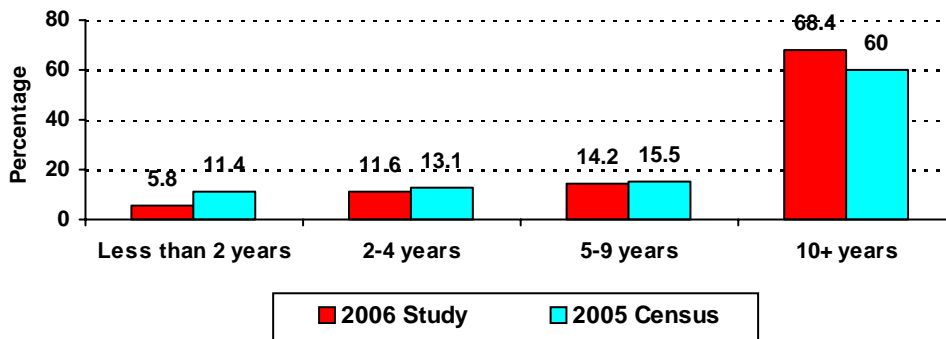
This section of the report presents a summary of the results associated with the perceptions and awareness of residents. Socio-demographic comparisons, where significant, are also highlighted. Comparisons will also be made with data collected from 2003 through 2005 when significant differences occur.<sup>3</sup>

#### A. Demographic Overview

This section of the report presents an overview of the type of residents who were surveyed in the year 2006. As indicated in the previous section of this report, part of the sampling criteria was to survey the County by population density. The other sampling criteria was to obtain answers from equal numbers of males and females. Almost all of the people interviewed were homeowners (91%), while the remaining residents were renters.

The majority of people who took part in the survey indicated that they were long term residents in the County. Figure 1 presents a breakdown of length of residence. It can be seen the majority of respondents have lived in the County for more than 10 years, much like the findings from the 2005 municipal census. The average number of years that people lived in Strathcona County was 19.4 years.

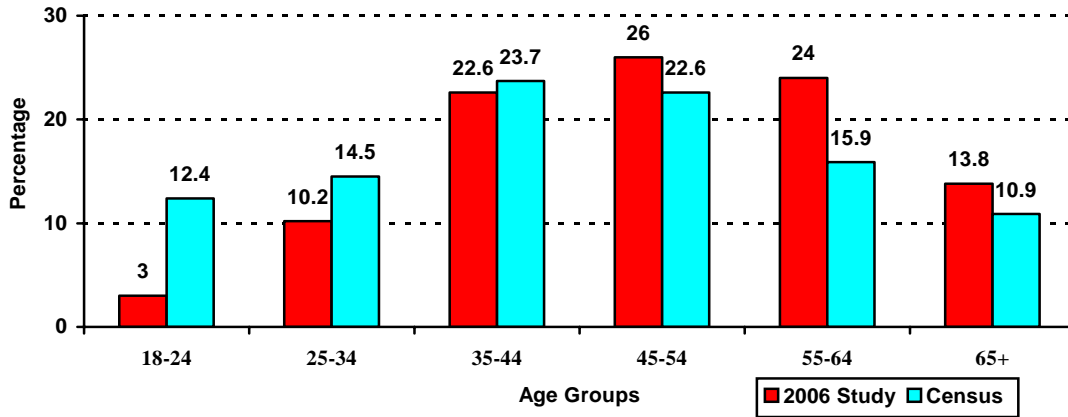
**Figure 1**  
**Length of Time Living in the County (Current 2006 Study & 2005 Census)**



<sup>3</sup> It should be noted that no satisfaction study was conducted in 2002, as this was the year that the county-wide Community Consultation project was done.

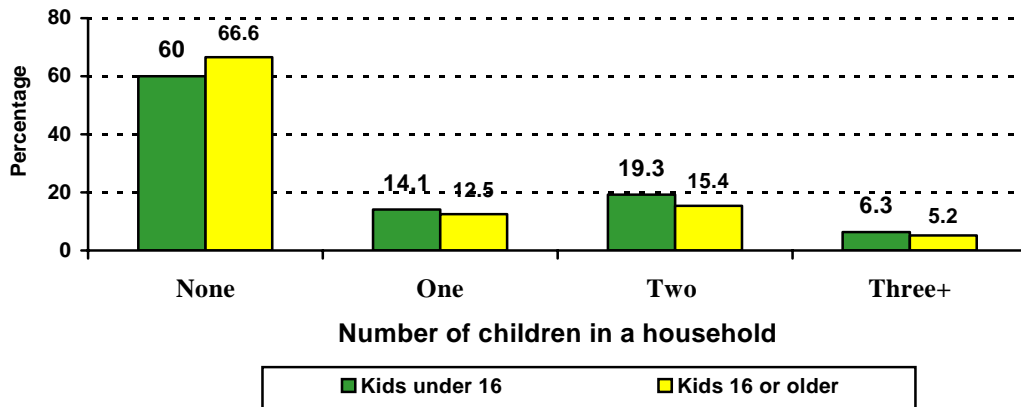
A breakdown of the age of the respondents is shown in Figure 2. There was a relatively good representation from all age groups, though in comparison to the 2005 census, the 18-24 year age group was under-represented.

**FIGURE 2**  
**Age of Respondents**  
**(Current 2006 Study and 2005 Census Comparison)**



A breakdown of children in the household from the current study is shown in Figure 3.

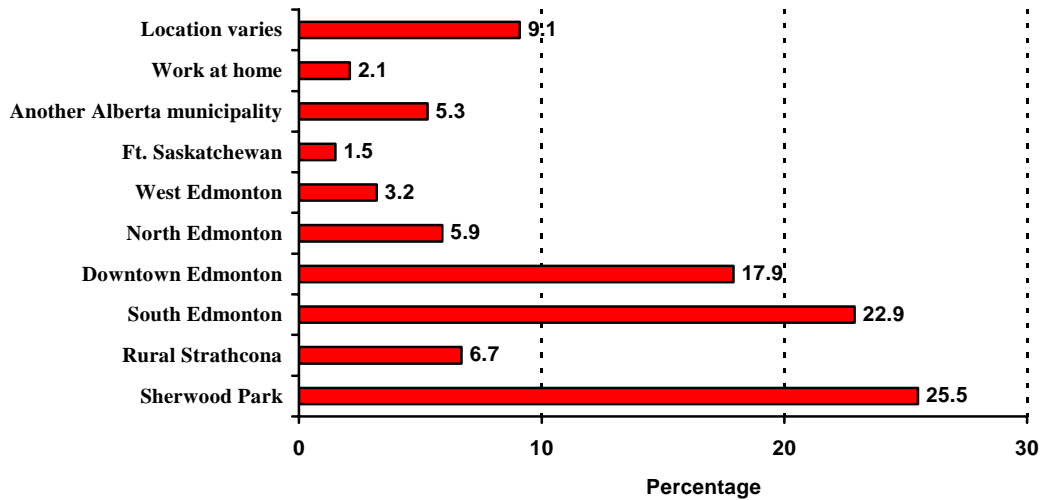
**FIGURE 3**  
**Number of Children in Household**



A new demographic question added to the satisfaction survey this year queried respondents on whether they were employed or attending a post-secondary education institution, and if so, where this was located. The reason for this question was to

determine the extent of residents who went elsewhere for work or school during a typical work day.<sup>4</sup> Overall, 68.5% were working or attending school. It can be seen from Figure 4 that over 33% of respondents are working within the County itself. Various Edmonton locations (especially the downtown and south portions of the city) accounted for most of the remaining residents.

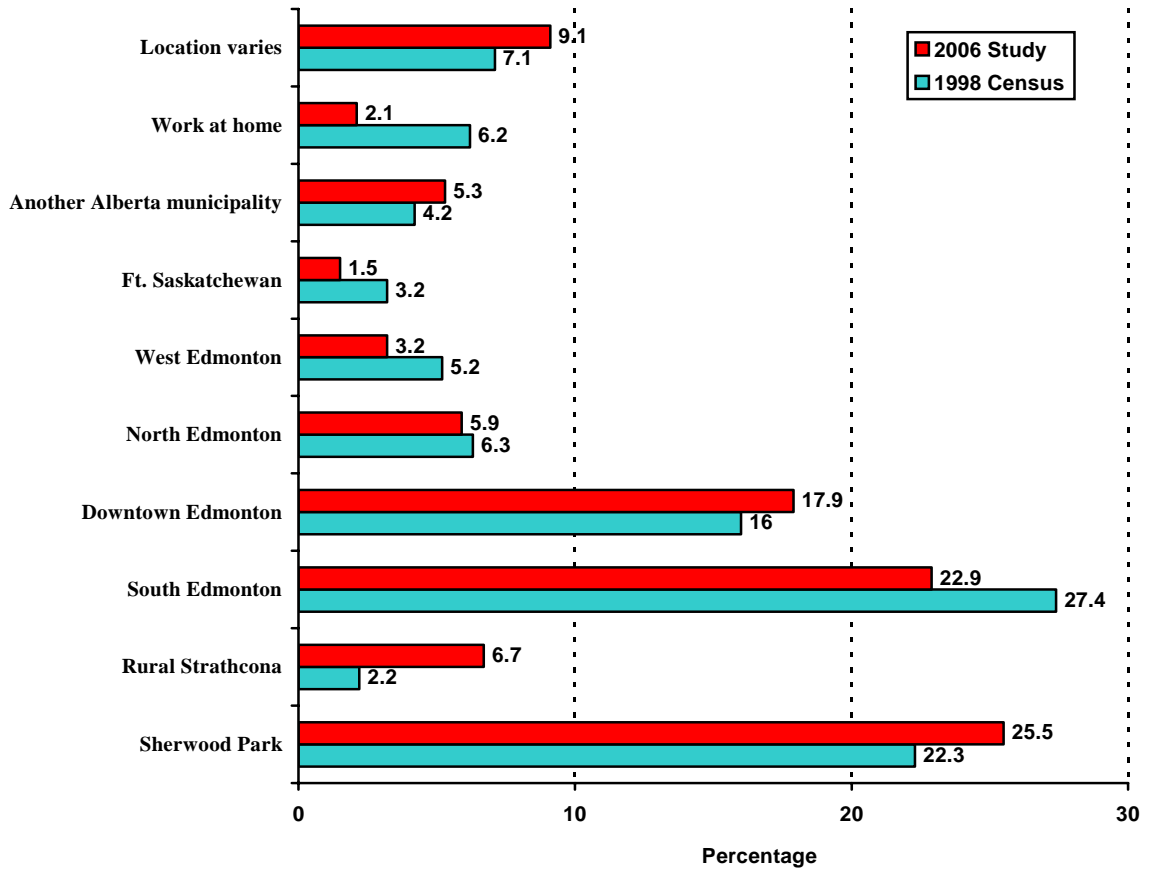
**FIGURE 4**  
**Where do Respondents Travel to Work or School (Current 2006 Study)**



A comparison between this study and the 1998 census with respect to location of work/school is shown in Figure 5. There is some variation, most notably the increase in residents who are working in the County and downtown Edmonton. There are also fewer residents who are now working at home compared to 1998.

<sup>4</sup> The last time a question like this was asked was in the 1998 Municipal Census.

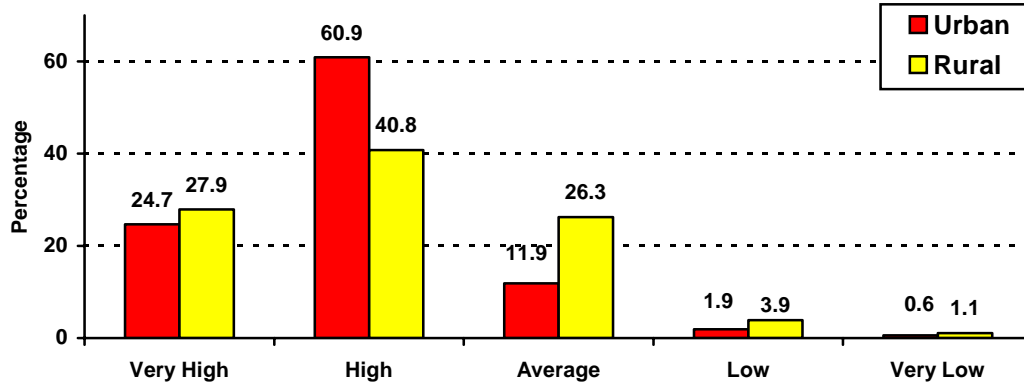
**FIGURE 5**  
**Where do Respondents Travel to Work or School**  
**(Current 2006 Study and 1998 Census Comparison)**



## B. Quality of Life in Strathcona County

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

**FIGURE 6**  
**Quality of Life in Strathcona County**  
**Urban & Rural Comparisons - Year 2006**



### Highlights from Figure 6

- Although 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 *high* quality of life ratings were higher for urban residents than rural residents.<sup>5</sup>
- A further analysis revealed that no significant differences were found among gender or age for this item.
- A further analysis revealed that the level of satisfaction with the quality of life in Strathcona County for all residents was similar to past surveys conducted from 2000-2005.
- 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, the 17 residents (3.4% of the sample) who did had the following comments:
  - Transportation concerns was a big issue among these residents and came up in several ways, from the lack of bus service in the rural areas, to the

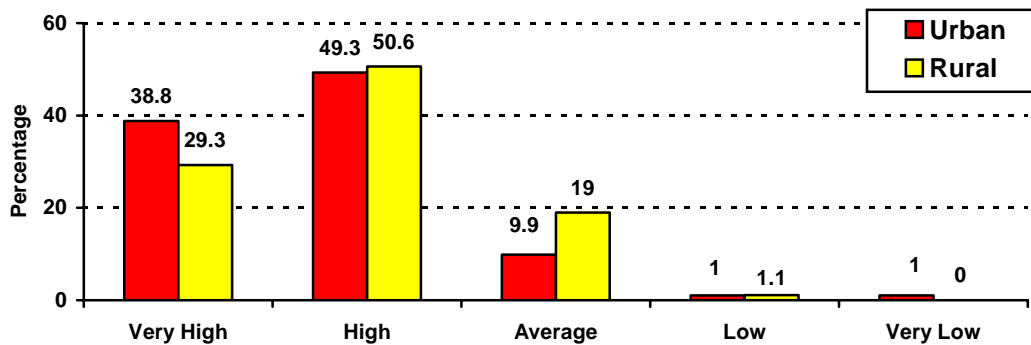
<sup>5</sup> A chi-square procedure determined that there is a relationship between perception of how satisfied residents with life in the County on the basis of where they live in Strathcona County ( $\chi^2 = 25.26$ , 4 df,  $p=.000$ ).

quality of the roads and the volume of traffic on the roads at certain times of the day; and

- A quicker response from the RCMP, especially in the rural areas;

Figure 7 presents a breakdown of people's ratings of Strathcona County as a place to raise children by region.

**FIGURE 7**  
**Strathcona County as a Place to Raise Children**  
**Urban & Rural Comparisons - Year 2006**



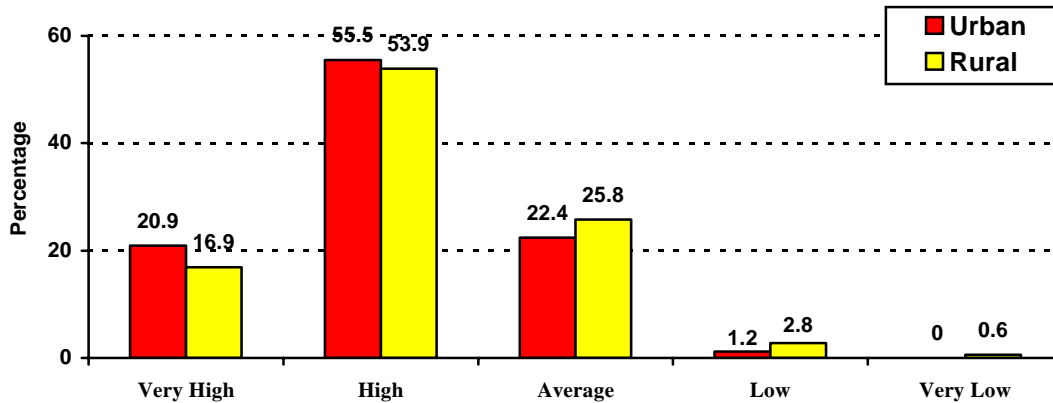
#### Highlights from Figure 7

- The majority of people, regardless of where they live, perceive that Strathcona County was an excellent place to raise children, as the majority felt it was high or *very high*.
- Even though the ratings are high for this item, it can be seen in Figure 7 that more Sherwood Park residents give a very high rating for this item compared to those living in rural Strathcona.<sup>6</sup>
- No significant differences were seen within age groups or between genders for this item.
- Respondents who rated this item as low or very low were asked to indicate what improvements could be considered. Residents (1.6% of the sample) who did were primarily concerned with drugs in the schools.

<sup>6</sup> This is further substantiated by a chi-square procedure, which determined that there is a relationship between perception of raising children within the County with where they live in Strathcona County ( $\chi^2 = 11.56, 4 \text{ df}, p=.021$ ).

Figure 8 presents a breakdown by region pertaining to people's ratings of Strathcona County as safe community to live in.

**FIGURE 8**  
**Strathcona County as Safe Place to Live**  
**Urban & Rural Comparisons - Year 2006**



#### Highlights from Figure 8

- The majority of people felt that Strathcona County was a safe community to live in. The percentage of residents who gave a *very high* rating for this question has dropped compared to previous years. Nevertheless, the majority of residents, regardless of age, felt quite safe living in Strathcona County.
- Although overly positive, fewer females in the community (70%) rated the County as very high or high compared to males (78.7%).
- There were different suggestions on how to make the County safer (noted from the ten people or 2% of the sample who gave safety in Strathcona County a low rating). One common concern was a perception that the RCMP and judges were too lenient in cases associated with youth crime. There were a couple of concerns associated with traffic laws – one being that there was too much emphasis on speed traps, while the other felt that there needed to be better traffic monitoring.

It can be seen from Figure 9 that there has been a small drop in perceptions of safety in Strathcona County as being very high between 1999 and 2006. However, there has been an increase in resident perceptions of safety in the County being high in 2006 compared to the last few years.

**FIGURE 9**  
**Strathcona County as Safe Place to Live**  
**Study Comparisons (1999-2006)**

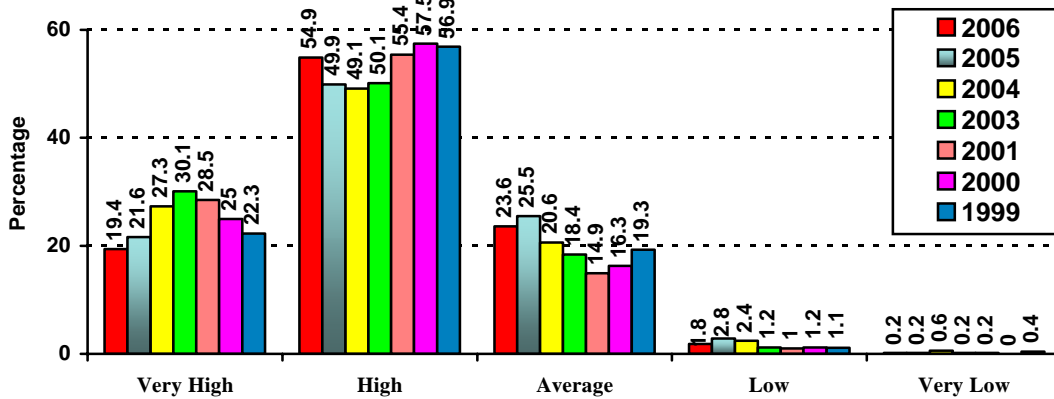
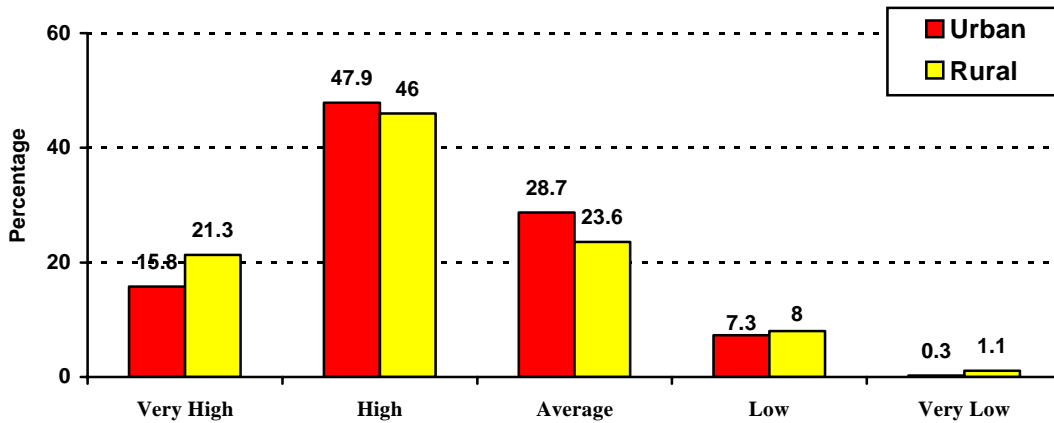


Figure 10 presents a breakdown by region pertaining to people’s ratings of the quality of Strathcona County’s natural environment.

**FIGURE 10**  
**Rating the Quality of Strathcona County’s Natural Environment**  
**Urban & Rural Comparisons - Year 2006**

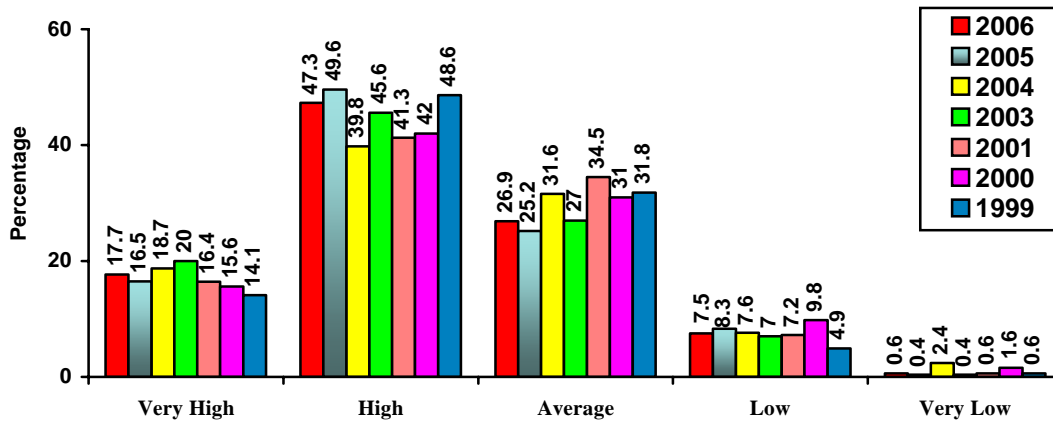




**Highlights from Figure 10**

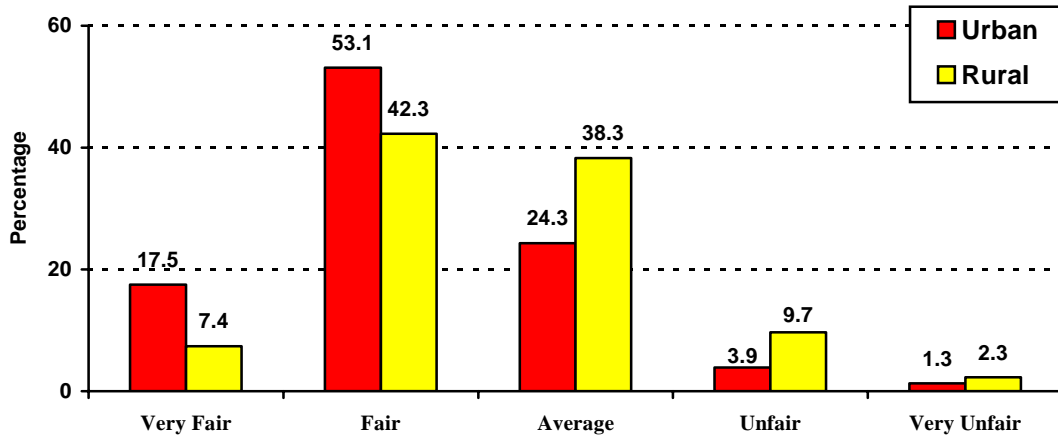
- It can be seen that almost 64% of the urban and just over 67% of the rural population gave *very high* or *high* ratings for the quality of the County’s environment. This pattern is about the same as last year’s satisfaction survey.
- Overall results (depicted in Figure 11 below) show that the combined very high and high ratings that people gave to the quality of Strathcona County’s natural environment is almost at its highest peak since tracking of this issue began back in 1999 (last year’s results are slightly higher).
- None of the demographic characteristics were factors in influencing how people rated the quality of the natural environment in Strathcona County.
- The 8.3% (or 40 residents) who gave *low* or *very low* ratings were asked to indicate their reasons for the rating. The most common concern conveyed by these residents was the loss of natural areas and minimal or no replacement of trees as a result of residential and commercial growth throughout the County, both in Sherwood Park and in the rural areas. Another aspect of the environment echoed by a number of residents was the quality of the air, especially around the industrial developments (particularly the refineries).

**FIGURE 11**  
**Rating the Quality of Strathcona County’s Natural Environment**  
**Study Comparisons (1999-2006)**



Respondents were asked to rate how well the County Council and staff balanced the needs and interests of people living in different areas of the County. The results are shown in Figure 12.

**FIGURE 12**  
**Balancing the Needs and Interests of People Living in Strathcona County**  
**Urban & Rural Comparisons - Year 2006**



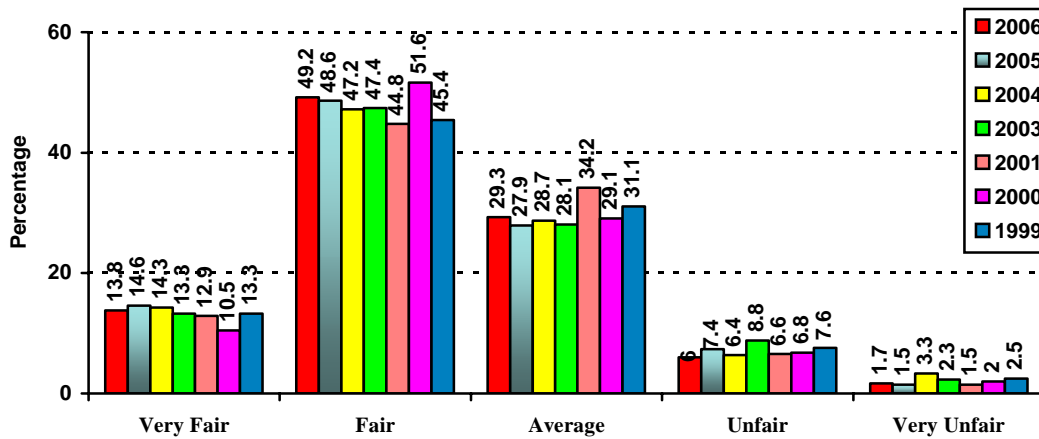
#### Highlights from Figure 12

- There was a difference in perception between rural and urban residents as to how fairly they believe people are treated in the County. It can be seen that considerably more people living in the urban area believe that they are treated fairly by County Council and staff compared to those living in rural regions.<sup>7</sup>
- Outside of residence location, the other demographic characteristics were not factors in influencing how people perceived the fairness of County Council and staff toward people living in different parts of Strathcona County.
- The 38 residents (7.7% of the sample) who felt the County was unfair on this issue were asked to comment on why they felt that way. The primary reasons were put forward by rural residents who felt they were not getting the same value for the tax dollars compared to urban residents, even though they were paying the same rate (or perceived that they were paying the same rate) as those living in Sherwood Park. However, there were also complaints from Sherwood Park residents that they were not receiving adequate services for the tax dollars they pay, particularly with respect to snow removal and general

<sup>7</sup> A chi-square procedure determined that there is a relationship between perception of balancing needs and interests of people within the County on the basis of where they live in Strathcona County ( $\chi^2 = 25.27, 4 \text{ df}, p=.000$ ).

road maintenance. There is also a perception that Council representation of rural residents is less than for those living in Sherwood Park.

**FIGURE 13**  
**Balancing the Needs and Interests of People Living in Strathcona County**  
**(1999-2006 Comparisons)**

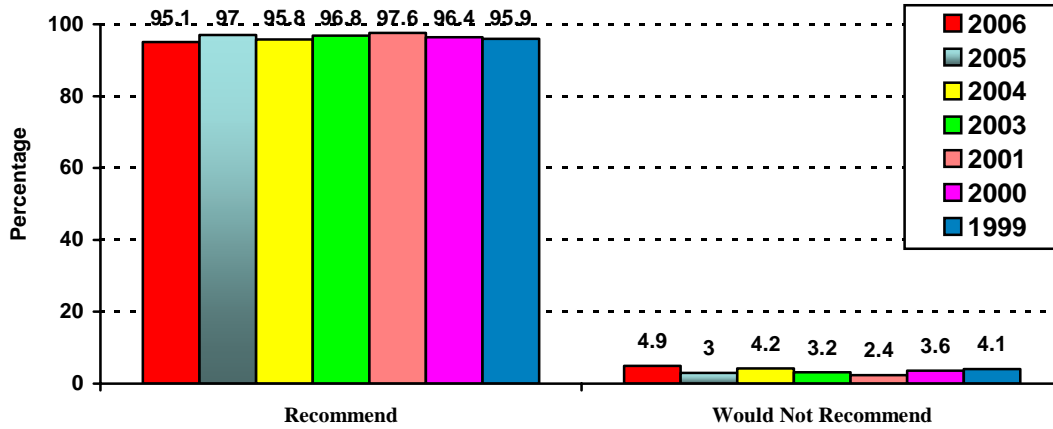


**Highlights from Figure 13**

- There has been an increase in positive perception among County residents as a whole between 1999 and 2006 on the issue of balancing the needs and interests of people living in Strathcona County. It can be seen that the overall ratings have maintained a similar pattern since 2003.

It can be seen in Figure 14 that almost all of the respondents would recommend Strathcona County to others as a place to live. This was virtually identical to the satisfaction surveys done in previous years. The small percentage of people (4.9% or 24 residents) who would not recommend the County as a place to live were asked to indicate why they felt that way. Some residents who were dissatisfied had a perception that there was too much amount of growth occurring throughout the County, or that the taxes were too high. There were also some residents who felt that the County was over-regulated, especially with respect to the procedures associated with requiring (and receiving) permits.

**FIGURE 14**  
**Recommendation of Strathcona County as a Place to Live**  
**Study Comparisons (1999-2006)**



**C. Quality of Services Provided by Strathcona County**

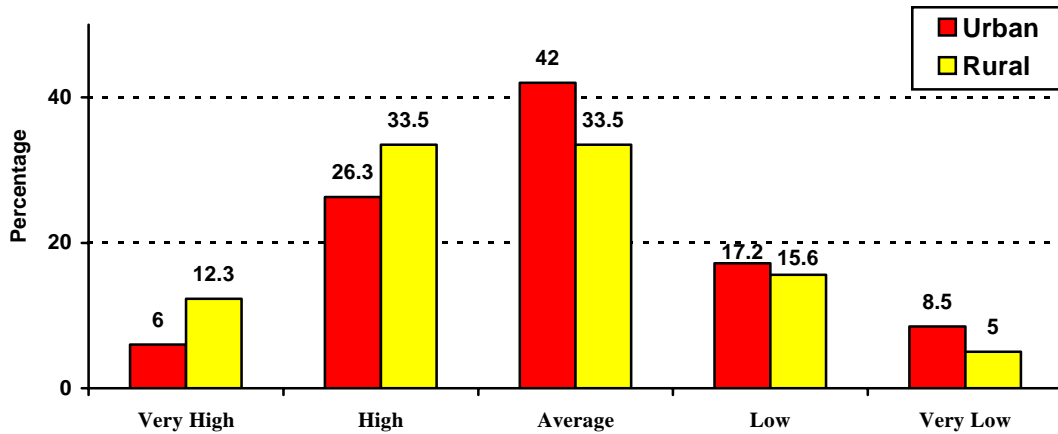
Residents of Strathcona County were asked a series of questions about what they thought of various services provided to them. Overall, respondents were asked to rate 19 different services. For each question, respondents rated the service using a 5 point Likert Scale, where a score of 1 was designated as very high and a score of 5 was designated as “very low.” Unless otherwise noted, the level of satisfaction that was found in 2006 for these services was similar to the data collected in 2005.

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

## Road Maintenance in Strathcona County

People were first asked to rate the quality of winter road maintenance. Comparative results by geographic location of residence are depicted in Figure 15. There was a statistical difference in perception between rural and urban residents on winter road maintenance<sup>8</sup> as it can be seen that more people living in the rural areas felt the quality of winter road maintenance was higher than those living in the urban area.

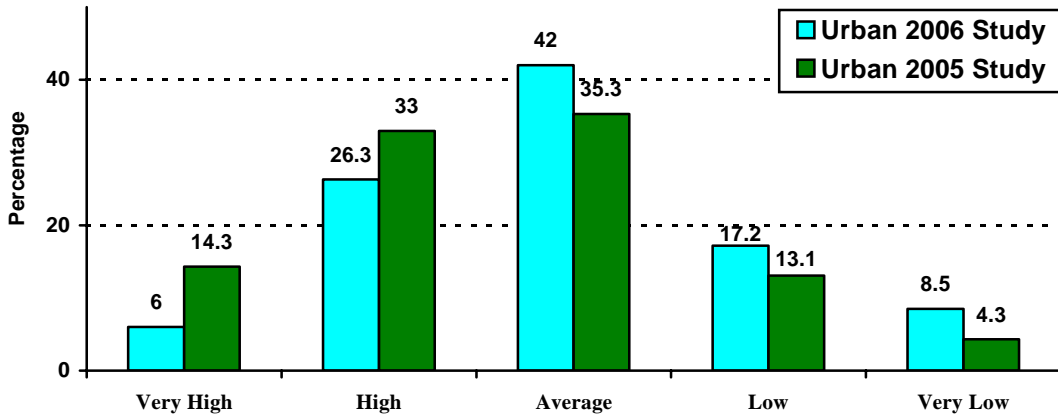
**FIGURE 15**  
**Quality of Winter Road Maintenance**  
**Urban & Rural Comparisons - Year 2006**



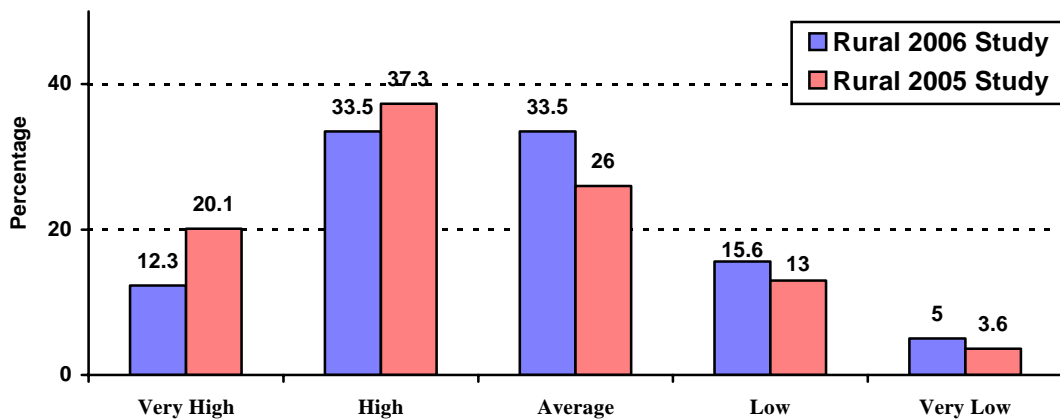
A further analysis revealed that positive perceptions of winter road maintenance among residents decreased between 2005 and 2006. It can be seen in Figure 16 that just over 32% of urban residents felt the winter road maintenance work was “very high or high” in 2006 compared with just over 47% in 2005 who felt this way. Among rural residents, the decrease between 2005 and 2006 was not quite as sharp. It can be seen in Figure 17 that close to 46% gave this service a “very high or high” rating in 2006 compared with just over 57% in 2005 who felt this way.

<sup>8</sup> A chi-square procedure determined that there is a relationship between perception of winter road maintenance on the basis of where they live in Strathcona County ( $\chi^2 = 11.81, 4 \text{ df}, p=.019$ ).

**FIGURE 16**  
**Quality of Winter Road Maintenance as noted by Sherwood Park Residents**  
**2006 and 2005 Study Comparisons**



**FIGURE 17**  
**Quality of Winter Road Maintenance as noted by Rural Strathcona Residents**  
**2006 and 2005 Study Comparisons**

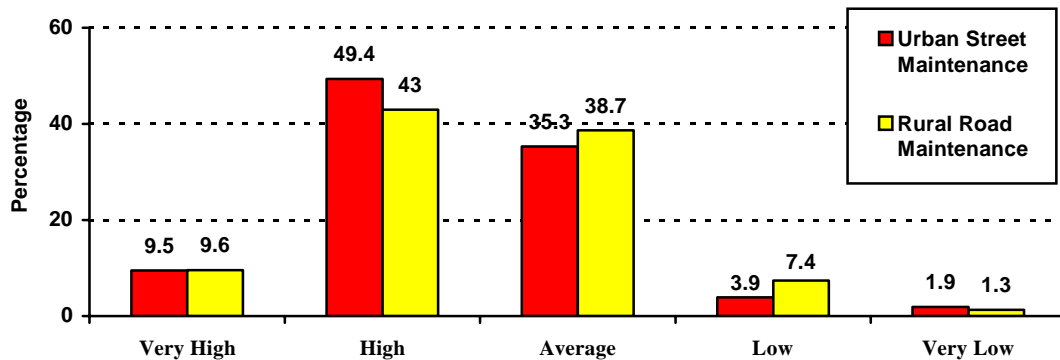


No differences for this service were seen among age groups or gender and a further analysis of the data revealed that length of residency did not have a measurable effect on perceptions toward the quality of winter maintenance.

Overall, 119 residents (23.9% of the sample) were not happy with the winter road maintenance, and were asked to suggest ways on how this could be improved. The three main complaints were for snow removal should be done more quickly, for residential side streets in Sherwood Park to be cleared of snow, and for secondary roads in rural areas to also be cleared. In this regard, a common complaint among many residents was that all winter road maintenance was limited to the main roadways. Many people also felt that there was more of an ice buildup on the roads, with less sanding done compared to previous years. There were also some residents who were not happy with the grading on bus routes.

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 18.

**FIGURE 18**  
**Quality of Summer Road Maintenance of Urban and Rural Roads**  
**in the Year 2006 – All Residents**

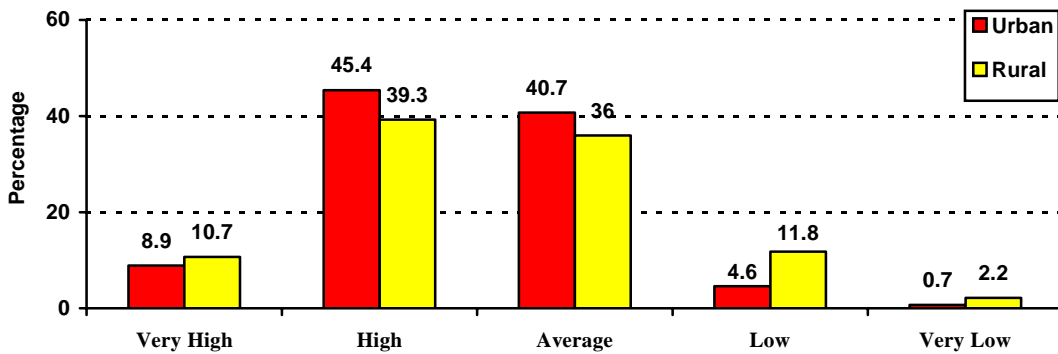


#### Highlights from Figure 18

- Overall, people living throughout Strathcona County feel that summer road maintenance is slightly better in the urban area than in the rural area. This was a similar pattern seen in findings from previous studies dating back to 2001.
- It should also be noted that satisfaction ratings with summer maintenance among residents were *lower* in 2006 compared to 2005. In 2006, the combined *very high/high* ratings were 58.9% for urban streets and 52.6% for rural roads. In 2005, the combined *very high/high* ratings were 66.8% for urban streets and 56.6% for rural roads.

- None of the demographic characteristics were factors in influencing how people felt about summer urban and rural road maintenance. However, there was a statistical difference in perception between rural and urban residents on summer road maintenance on rural roads.<sup>9</sup> It can be seen in Figure 19 that more people living in the rural areas felt the quality of summer rural road maintenance was lower than those living in the urban area.

**FIGURE 19**  
**Quality of Summer Road Maintenance of Rural Roads**  
**Urban & Rural Comparisons - Year 2006**



- Overall, 5.8% of residents (N=28) were unhappy with the summer maintenance of urban roads. Almost all the residents reflected on an increased number of potholes in the roads and a perceived lack of action on the part of the County to do necessary repairs in what they considered to be a timely fashion. A few people also felt that some sidewalks were in need of repair.
- Overall, 8.7% of residents (N=40) were unhappy with the summer maintenance of rural roads. As with the urban roads, a frequent complaint focused on the increased number of potholes encountered on these roads. In 2006, Range Roads 520, 215, 510, and 232 were specifically mentioned by residents as roads in need of major repair.

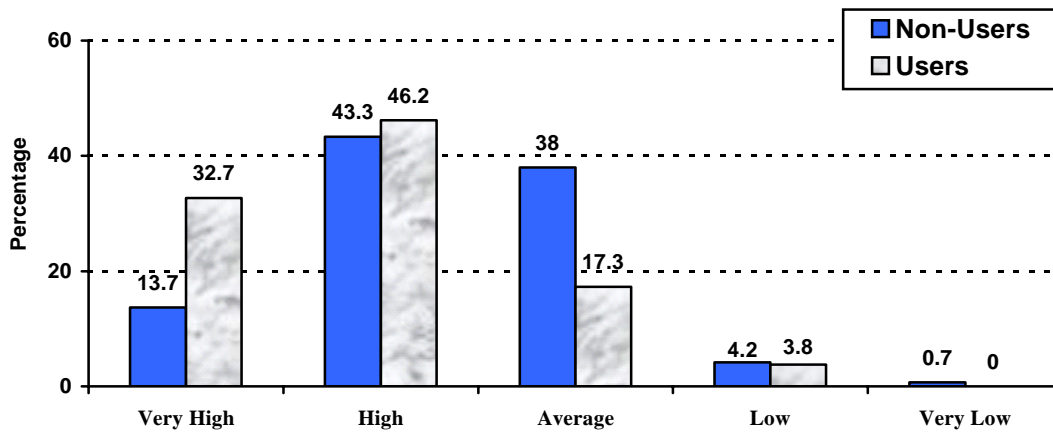
<sup>9</sup> A chi-square procedure determined that there is a relationship between perception of summer rural road maintenance on the basis of where they live in Strathcona County ( $\chi^2 = 11.48, 4 \text{ df}, p=.022$ ).



## 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 20 presents the satisfaction level that people have for family support services, based on the perspectives of the portion of the sample that utilized these services<sup>10</sup> in the past 12 months and those who did not. It should be noted that 164 respondents (32.8% of the sample) did not comment on the quality of the family support services because they did not know anything about them.

**FIGURE 20**  
**Quality of Family Support Services – 2006 Results**



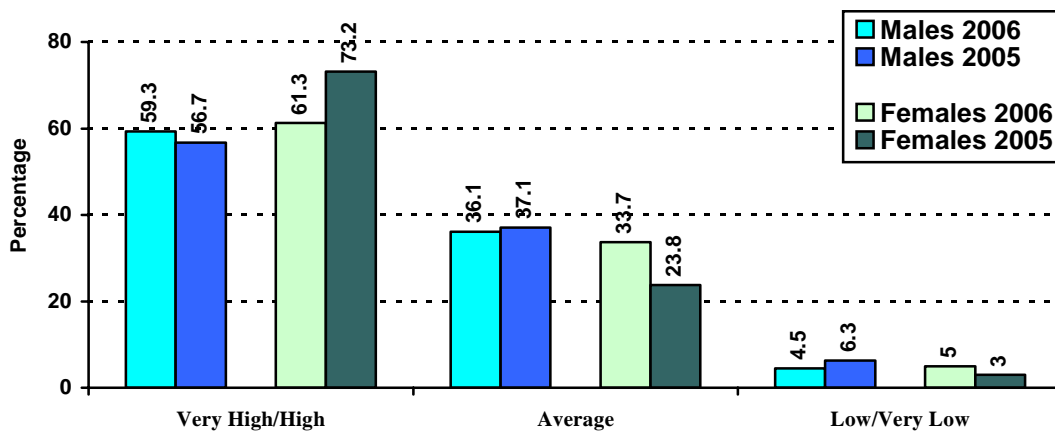
### Highlights from Figure 20

- It can be seen from Figure 20 that the residents (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 County ( $\chi^2 = 15.72$ , 4 df,  $p = .003$ ). A *t-test* measurement for mean score differences ( $t = -3.49$ , 334 df,  $p < .001$ ) confirms that users of family support services rated these services higher than non-users.
- Although the actual number of residents who used (and rated) the services in the past 12 months was low (N=52), it can be seen that among these people, close to 79% gave *high* or *very high* satisfaction ratings with the services.

<sup>10</sup> Overall, 11% of respondents to the survey indicated that they had used family support services within the past 12 months. This is 2.4% higher than 2005, 3.7% higher than 2004 and 7% higher than the user rates found in 2003.

- As in previous surveys, the percentage of users rating the service as *low or very low* is small. However, in 2006, 4.9% were dissatisfied, which was a slightly higher percentage of residents who were dissatisfied, compared to what was reported in 2003 to 2005). It should be noted, however, that the 4.9% of residents who were dissatisfied with family support services in 2006 is considerably smaller than the dissatisfaction level found in the 2000 survey.<sup>11</sup>
- It can be seen from Figure 21 that based on gender (regardless of use), in 2006, there were no differences between ratings of family support services based on gender. This is different from previous years where considerably more females rated family support services as *very high* or *high* compared to males.
- In terms of study year comparisons, it can be seen in Figure 21 that the percentage of females who rated family support services as *very high* or *high* has decreased between 2005 and 2006 (while male ratings increased slightly).
- No differences were found for any other socio-demographic characteristics for this item.
- The 16 people (4.8% of the sample) who gave family support services a low rating in 2006 were asked to suggest ways on how this could be improved. A variety of suggestions were put forward, including extending hours of service, having more programs for teenagers, more after-school programs, more homecare services, and programs for people with mental health problems.

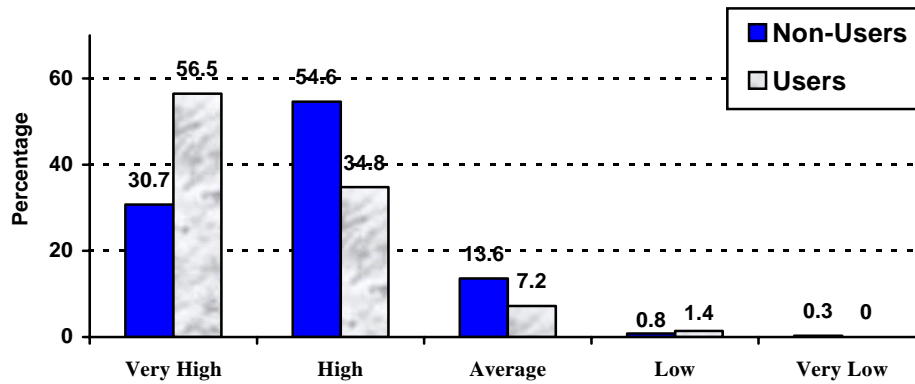
**FIGURE 21**  
**Quality of Family Support Services**  
**Gender Comparisons for 2006 and 2005 Studies**



<sup>11</sup> In 2005, 2.6% were dissatisfied, compared to 3.1% in 2004, 3.8% in 2003, 4.8% in 2001 and 16.1% in 2000.

Figure 22 presents the satisfaction level that people have for fire and ambulance services, based on the perspective of the portion of the sample that utilized these services<sup>12</sup> in the past 12 months, and those who did not use these services. It should be noted that 70 respondents (14% of the sample) indicated that they “did not know” enough about these services to rate them.

**FIGURE 22**  
**Quality of Fire and Ambulance Services – 2006 Results**



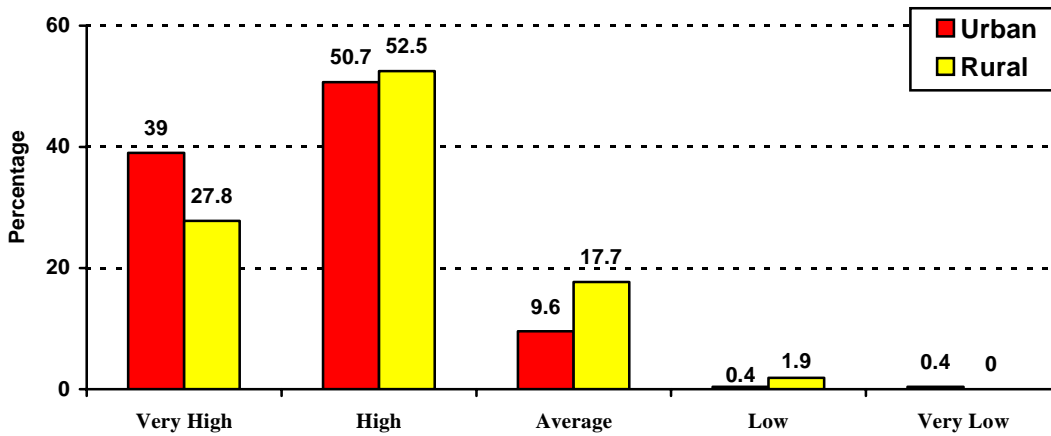
#### Highlights from Figure 22

- It can be seen from Figure 22 that most residents (regardless of use) have a positive view toward the fire and ambulance services in Strathcona County. However, the strong positive feelings were more prevalent among users than non-users. This demonstrates that recipients were pleased with the quality of the services that they received when these services were needed. A chi-square procedure determined that there is a relationship between one's use and how satisfied one is with County fire and ambulance services ( $\chi^2 = 17.72$ , 4 *df*,  $p = .001$ ). A *t-test* measurement for mean score differences ( $t = -3.48$ , 428 *df*,  $p = .001$ ) confirms that users of fire and ambulance services rated these services higher than non-users.
- Overall, 5 people (1.1% of the sample) were not satisfied with the services. The common theme among most of these people was that response time needs improving; there was also a perception among rural residents that existing fire halls are too far away to be effective.

<sup>12</sup> Overall, 14% of respondents in 2006 indicated that they had used the fire and ambulance services within the past 12 months. This reported usage is slightly lower than results previously seen in the 2005 survey, but higher than what was reported in the 2004, 2003, 2001 and 2000 surveys.

As seen in Figure 23, a further analysis of this service revealed that more Sherwood Park residents (regardless of use) were satisfied with the service (89.7% *very high or high*) compared with those living in rural areas (80.3% *very high or high*).<sup>13</sup> As indicated above, 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. It should be noted, however, that the gap between rural and urban residents is considerably lower than what was noted in previous years.

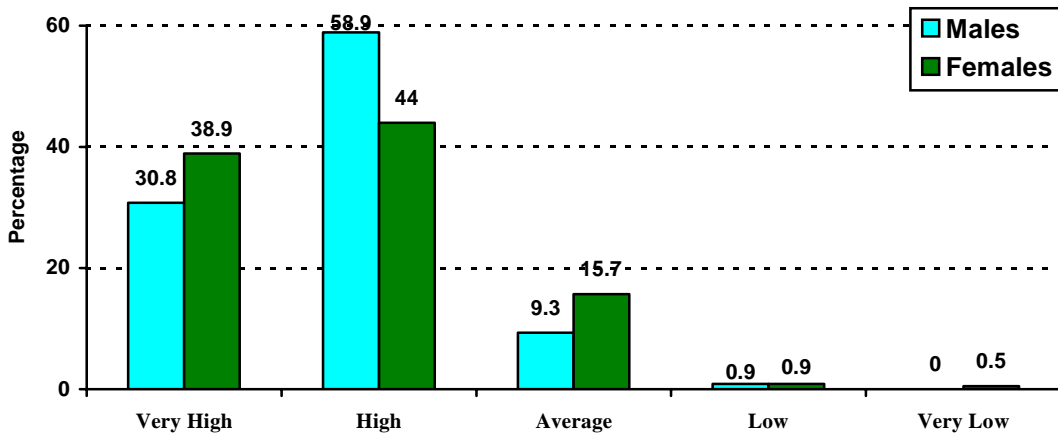
**FIGURE 23**  
**Quality of Fire and Ambulance Services**  
**Urban & Rural Comparisons - Year 2006**



<sup>13</sup> 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 ( $\chi^2 = 12.01, 4 \text{ df}, p=.017$ ).

There was also a difference in perception noted on the basis of gender. As seen in Figure 24, a further analysis of this service revealed that male residents (regardless of use) were satisfied with the service (89.7% *very high or high*) compared with females (82.9% *very high or high*).<sup>14</sup>

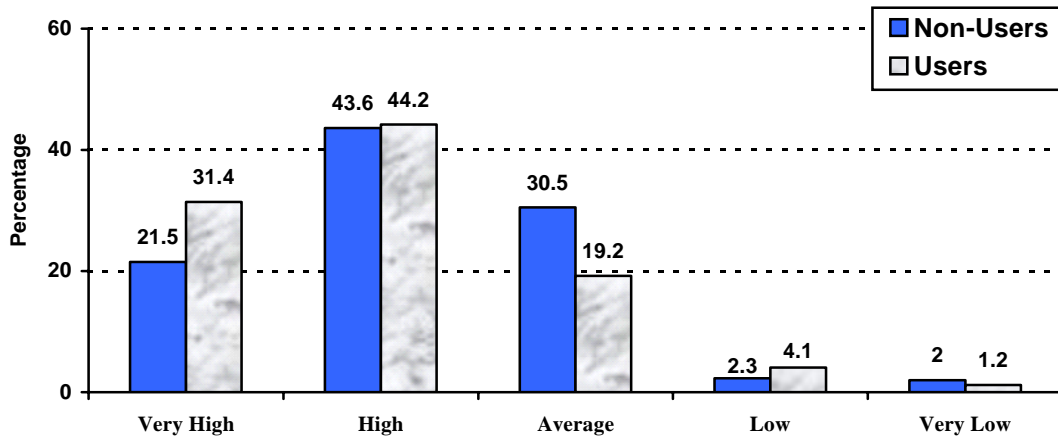
**FIGURE 24**  
**Quality of Fire and Ambulance Services**  
**Gender Comparisons - Year 2006**



<sup>14</sup> A chi-square procedure determined that there is a relationship between perception of fire and ambulance services and gender ( $\chi^2 = 11.13, 4 \text{ df}, p=.025$ ).

Figure 25 presents the satisfaction level that people have for RCMP services, based on those who used these services<sup>15</sup> in the past 12 months and those who did not.

**FIGURE 25**  
**Quality of RCMP Services – 2006 Results**



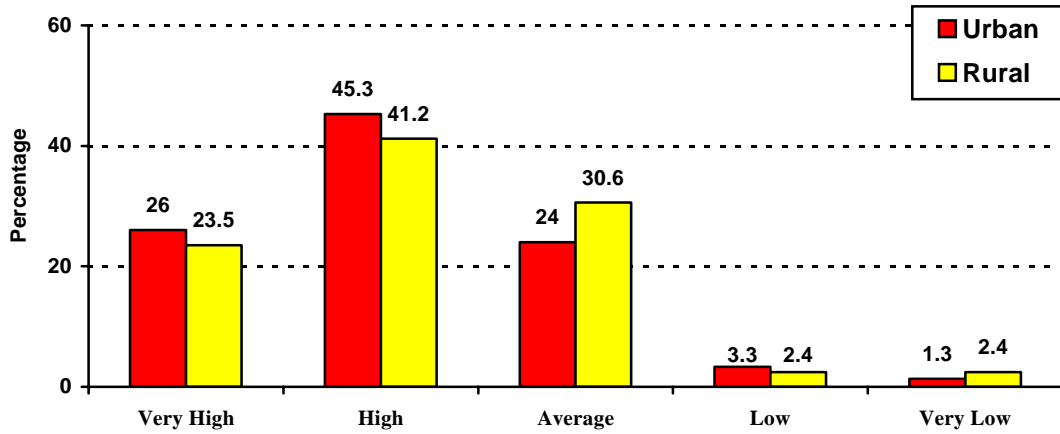
#### Highlights from Figure 25

- It can be seen from Figure 25 that most residents have a positive view toward the RCMP in Strathcona County, regardless of whether or not they used the service in the past 12 months. A *chi-square* measurement test between users and non-users suggested that there was a difference in perceptions on how users and non-users rated the service ( $\chi^2 = 11.16, 4 df, p = .025$ ). A *t-test* measurement for mean score differences ( $t = -2.43, 468 df, p = .015$ ) confirms that users of the RCMP services rated these services higher than non-users.
- The percentage of users who gave the service a *very high* rating was slightly lower in 2006 than it was in 2005 (35.6%).
- The 22 users and non-users who rated RCMP services as *low or very low* were asked to comment on ways that the service could be improved. A variety of reasons were put forward, with some people citing attitude problems among officers when they interacted with residents. There were several people who felt that the RCMP should be enforcing the curfew bylaw in the County. As in past surveys, there were several complaints about the use of photo radar, particularly if it is done in place of “actual police work.”

<sup>15</sup>Overall, 172 respondents (34.6% of the 2006 sample) indicated that they had used the RCMP within the past 12 months. This reported usage is slightly higher than the 2005 survey, and about 6% higher than what was found in 2004 and 2003, and almost 13% higher than the user rates noted in the 2001 survey. It should also be noted that 30 people (6%) did not rate the service in 2006 on the basis that they did not know enough about the RCMP to give a rating.

- A further analysis of this service revealed that residents were relatively happy with the RCMP services, regardless of where they live (Figure 26).

**FIGURE 26**  
**Quality of RCMP Services – Urban and Rural Comparisons (2006)**

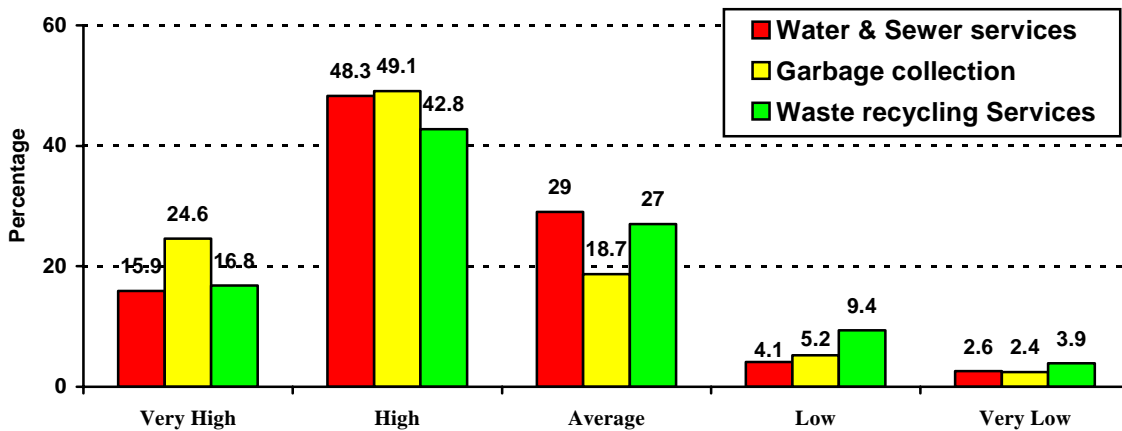


- No differences were seen with RCMP services with any demographic variable.

## Water and Waste Management Services in Strathcona County

People were asked to rate the quality of water, garbage and recycling services in Strathcona County. Figure 27 presents the satisfaction level that residents have for these services, regardless of where they live.<sup>16</sup>

**FIGURE 27**  
**Level of Satisfaction with Water and Waste Management Services – 2006 Results**



### Highlights from Figure 27

- It can be seen from Figure 27 that residents were generally satisfied with these services. A further examination of the *very high* and *high* ratings revealed that 76.6% gave these ratings for garbage collection (slightly lower than the 2005 ratings). The ratings for water & sewage services also remained similar to 2005 findings, with 64.2% giving this a *very high* or *high* rating. The combined *very high/high* ratings for waste recycling services were virtually the same as last year, at 59.6%.
- A further analysis by geographic area revealed that rural residents in the County were not as satisfied with their water service and garbage collection compared to those living in Sherwood Park. A chi-square test of association reveals that there is a relationship between where one lived and how one rated these services.<sup>17</sup> A depiction of the differences in perception is shown in

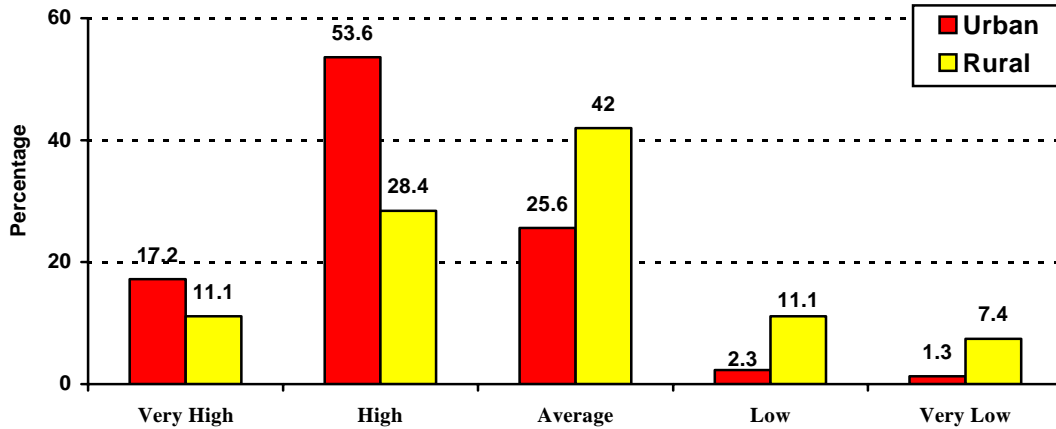
<sup>16</sup> Overall, 111 people (22.2%) did not rate water & sewer services, 40 people (8%) did not rate garbage collection and 12 people (2.4%) did not rate waste recycling services. These 2006 patterns are smaller compared to the number of residents who did not rate these services in the 2005 survey. It should also be noted that the majority of those who did not rate water & sewer and garbage collection services lived in rural parts of Strathcona County.

<sup>17</sup> For water and sewage services ( $\chi^2 = 37.28, 4 \text{ df}, p = .000$ ); garbage collection, ( $\chi^2 = 26.14, 4 \text{ df}, p = .000$ ).

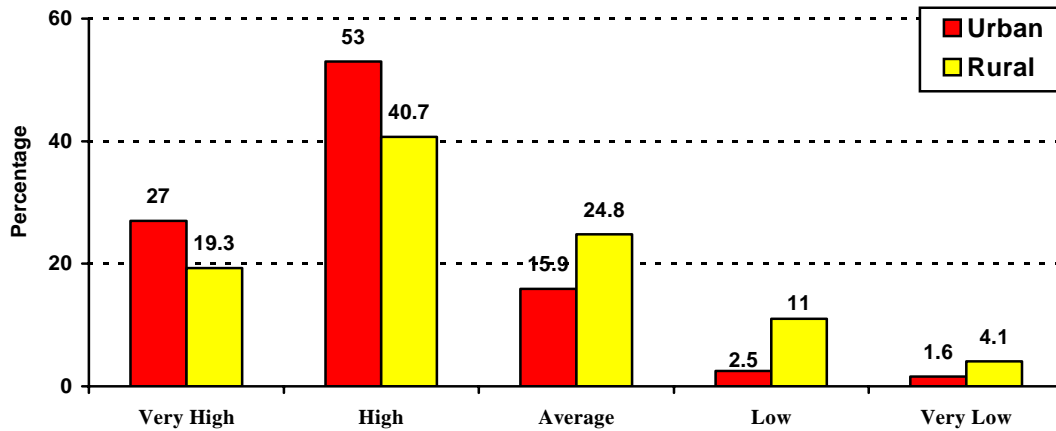


Figures 28 and 29. Perception toward waste recycling services was very similar in both urban and rural areas in 2006 and is shown in Figure 30.

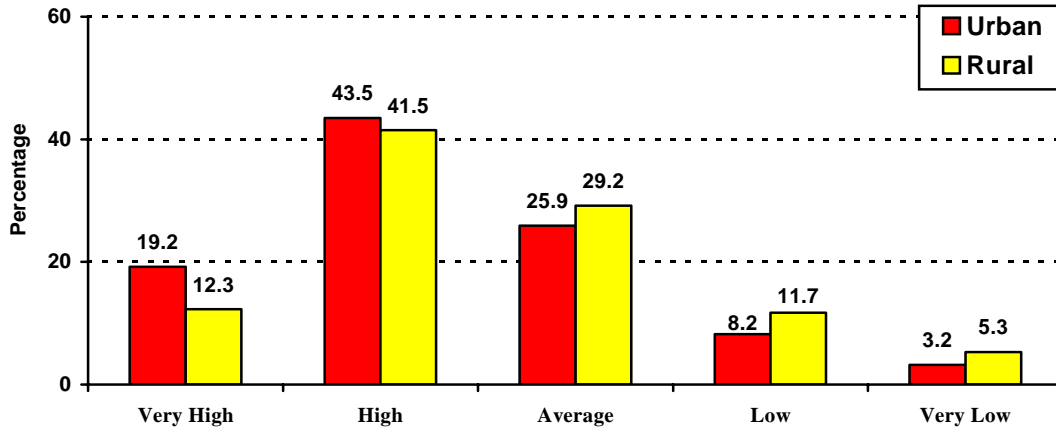
**FIGURE 28**  
**Level of Satisfaction with Water Services**  
**Urban & Rural Comparisons - 2006**



**FIGURE 29**  
**Level of Satisfaction with Garbage Collection Service**  
**Urban & Rural Comparisons - 2006**



**FIGURE 30**  
**Level of Satisfaction with Waste Recycling Service**  
**Urban & Rural Comparisons - 2006**

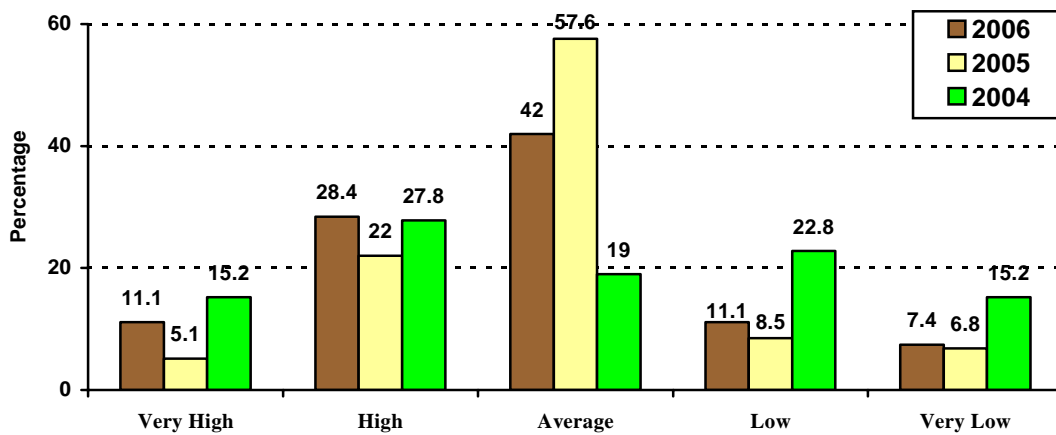


- The people who rated these services as *low* or *very low* were asked to comment on ways that the services could be improved. With respect to water services, 26 people (6.7% of the sample) made comments. A variety of thoughts were put forward, including several from people in rural areas who thought that the County should run sewer and water lines out to acreages. Some individual comments included: *why not set up our own treatment plant; adopt more water and land ecosystem support; and have a better system for notifying people when the water is shut off.*
- With respect to garbage collection services, 35 residents (9.6% of the sample) who rated the service as *low* or *very low* had comments. Many of the residents who commented here complained about having to pay a private contractor to pick up their garbage instead of being able to get this through the County, especially when a portion of their taxes goes toward this service. It should be noted that this is, however, a misconception on the part of residents with respect to waste collection services.
- With respect to recycling services, 65 residents (13.3% of the sample) who rated the service as *low* or *very low* had comments. As in previous years, the majority of the comments focused on getting the County to consider a blue box or blue bag curbside recycling service similar to what is done in Edmonton. A major complaint noted by many of these residents was not being able to recycle plastics (this was also mentioned by residents in the last two satisfaction surveys dating back to 2003). There were also residents who indicated that they did not like having to pay an extra fee for recycling. A couple of residents wondered whether the County would consider having an eco-station similar to Edmonton's. One resident wondered if the grass and brush recycling bin could be more user friendly. In this regard, it was

suggested that the level of the bin be dropped down so that one could just dump the material right off the back of one’s truck, rather than having to carry the material up a dozen steps.

- The trends (for garbage collection and waste recycling services) by region of the County were similar to what was seen in 2005. For water services, though, while the urban residents rated this similarly since 2004, there has been a shift in the “very high/high” ratings in the rural region in this same time span. It can be seen in Figure 31 in the current study that perceptions have increased to 39.4%, which is up from 2005’s 27.1% rating, but still lower than what was seen in 2004 (43%). The dissatisfaction with the service is similar to the ratings seen in 2005, and is lower than what rural residents reported in 2004.

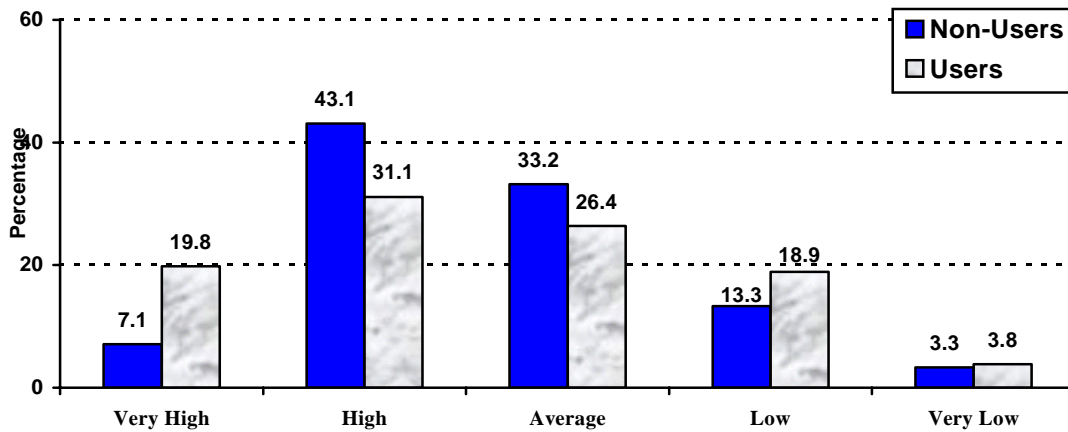
**FIGURE 31**  
**Level of Satisfaction with Water Services in Rural Strathcona County**  
**2006, 2005 & 2004 Comparisons**



## Transit Services in Strathcona County

People were asked to rate their satisfaction with transit services in the County. Figure 32 presents the satisfaction level that people have for transit services, based on the perspectives of the portion of the sample that utilized these services<sup>18</sup> in the past 12 months and those who did not. It should also be noted that 183 residents (36.6% of the sample) did not rate transit service on the basis that they did not know anything about the service.<sup>19</sup>

**FIGURE 32**  
**Satisfaction with Strathcona County Transit Service – 2006 Results**



### Highlights from Figure 32

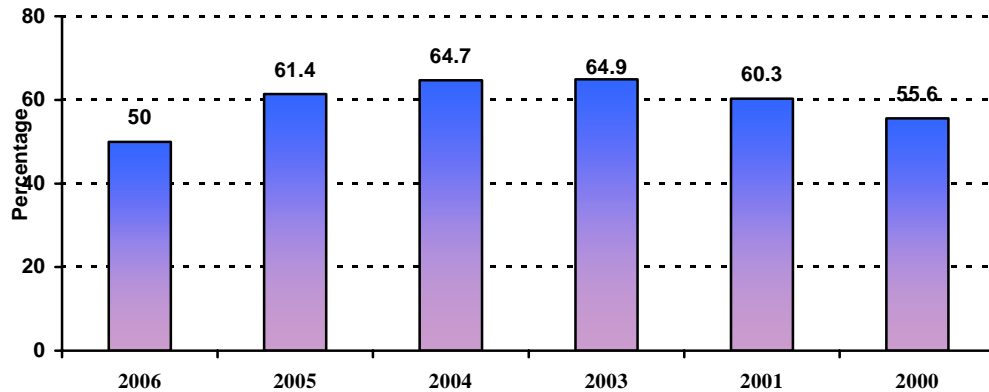
- It can be seen from Figure 32 that around 50% of residents (regardless of use) have a positive view toward transit services in Strathcona County. There were no statistically significant differences noted between any demographic items and how residents rated transit services.
- It can also be seen that 16.5% of users of the transit service have low or very low levels of satisfaction with the service (which is the same as last year's 2005 study).
- In comparison to previous surveys, it can be seen in Figure 33 that the percentage of users rating this service as *very high/high* has decreased in 2006

<sup>18</sup> Overall, 22.6% of respondents to the survey indicated that they had used transit services within the past 12 months. This is about 2% higher than what was seen in 2005.

<sup>19</sup> The percentage of those who said "don't know" was about the same as the 2005 survey.

to its lowest point in six years of measurement (50%) compared to 61.4% in 2005, 64.7% in 2004, 64.9% in 2003, 60.3% in 2001 and 55.6% in 2000.

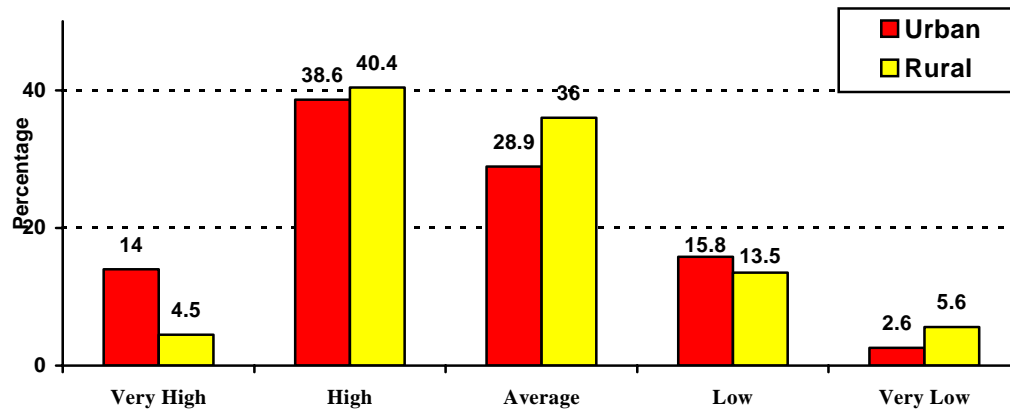
**FIGURE 33**  
**User “Very High/High” Combined Satisfaction Ratings with Strathcona County Transit Service 2000 – 2006 Comparisons<sup>20</sup>**



- The majority of transit users (81.4%) live in Sherwood Park.
- Although it can be seen in Figure 34 that the very high ratings with transit are higher among those living in Sherwood Park compared to those living in the rural area (regardless of use), there were no statistically significant differences based on region.

<sup>20</sup> There was no satisfaction survey conducted in 2002.

**FIGURE 34**  
**Satisfaction with Strathcona County Transit Service – 2006 Results**  
**Urban and Rural Comparisons**



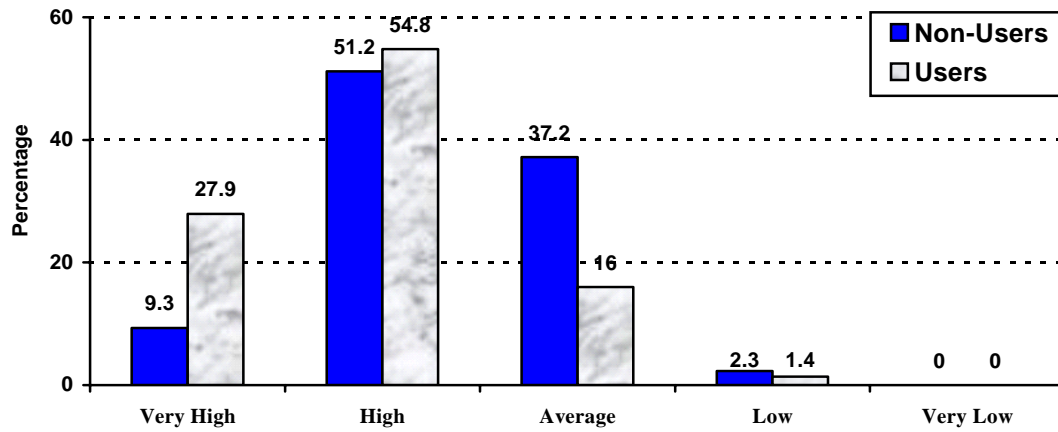
- The 59 people (18.6% of the sample) who gave transit services a low rating were asked to suggest ways on how this could be improved. A variety of ideas were put forward, though the majority of people wanted more buses at all times of the day, particularly during the morning and evening commutes with routes going between Sherwood Park and Edmonton. At least two residents queried about the potential for setting up an LRT system that worked in conjunction with Edmonton's system.
- There were many people who also wanted more routes running within Sherwood Park itself. There were a couple of people who thought there should be a bus route that circled Sherwood Park by going along Wye Road and Baseline Road. There were also residents who thought that the County should have regular bus service throughout the community to Millennium Place. Some residents thought there should be some buses connecting Sherwood Park to other hamlets (such as Ardrossan or South Cooking Lake).

### Library Services in Strathcona County

Figure 35 presents the satisfaction level that people have with the Strathcona Public Library, based on the perspectives of the portion of the sample that utilized these services<sup>21</sup> in the past 12 months and those who did not. It should also be noted that 77 people (15.4% of the sample) did not rate the library services on the basis that they did not know enough about the library to give it a rating.

<sup>21</sup> Overall, 59.2% of respondents to the survey indicated that they had used the library within the past 12 months. This is about the same as what was reported in 2005.

**FIGURE 35**  
**Satisfaction with the Strathcona County Library – 2006 Results**



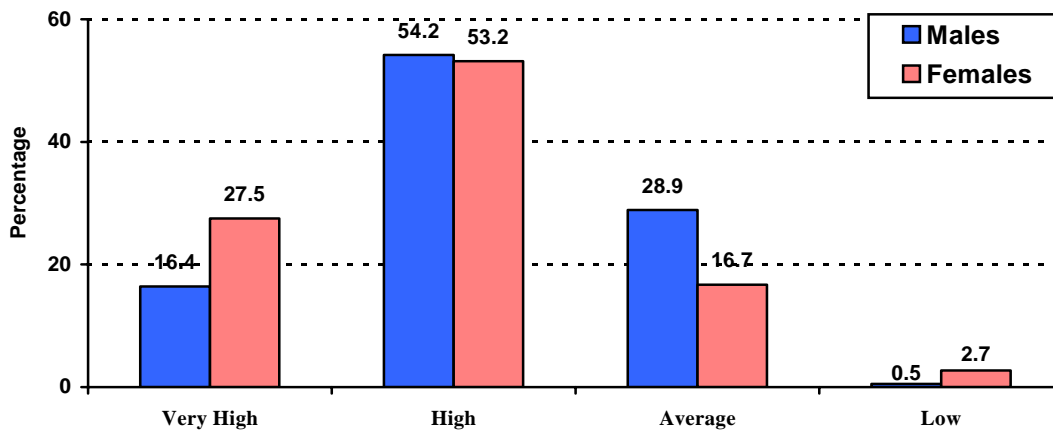
### Highlights from Figure 35

- It can be seen from Figure 35 that most residents have a positive view toward the library, regardless of whether they use it. Nevertheless, a chi-square test of association reveals that there is a relationship between use and how one rated library services.<sup>22</sup> A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between users and non-users ( $t = - 5.72, 421 \text{ df}, p < .001$ ), where users are more likely to give the library a higher rating than those who did not use it.
- It was also found that there was a perceptual difference noted for gender. As seen in Figure 36, a chi-square test of association reveals that there is a relationship between gender and how one rated library services.<sup>23</sup> A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between males and females ( $t = 2.72, 421 \text{ df}, p < .008$ ), where females are more likely to give the library a higher rating than males. In 2006, 63.2% of library users were females, while 55.2% were males.

<sup>22</sup> For library services, ( $\chi^2 = 32.64, 3 \text{ df}, p=.000$ ).

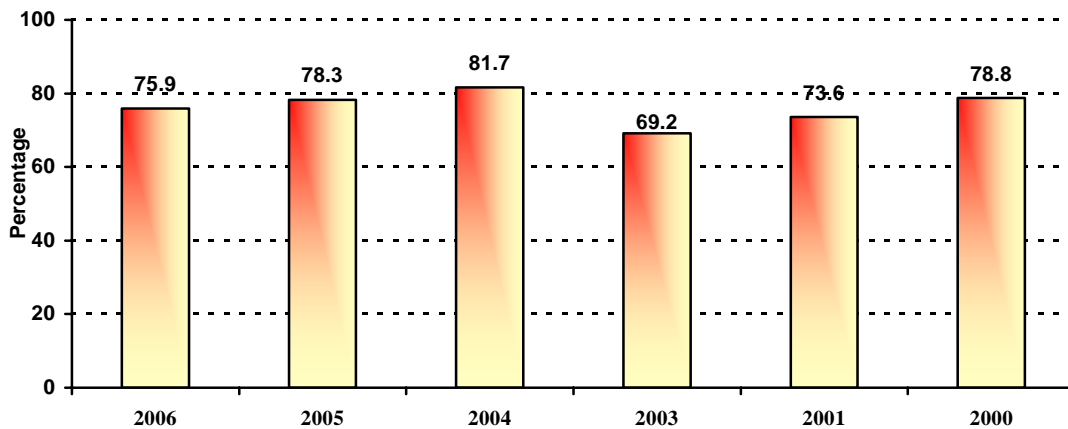
<sup>23</sup> For library services, ( $\chi^2 = 15.91, 3 \text{ df}, p=.001$ ).

**FIGURE 36**  
**Satisfaction with the Strathcona County Library based on Gender – 2006 Results**



- No differences were seen any of the other socio-demographic variables with respect to perceptions of satisfaction toward the library.
- A further investigation revealed that overall *very high/high* satisfaction level with the Strathcona Library (regardless of use) seems to be on a downward trend. In 2006, this combined rating was 75.9%, while it was 78.3% in 2005 and 81.7% in 2004. The *very high/high* rating for the library from previous years is shown in Figure 37.

**FIGURE 37**  
**Combined “Very High/High” Satisfaction Ratings with Strathcona County Library 2000 – 2006 Comparisons<sup>24</sup>**



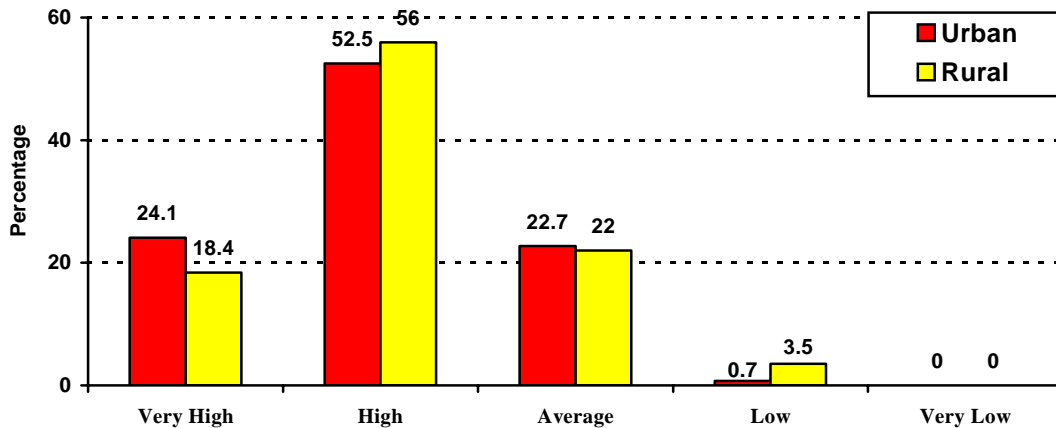
- The majority of library users surveyed live in Sherwood Park (67.9%), while the remaining 32.1% live in other parts of Strathcona County. A breakdown

<sup>24</sup> There was no satisfaction survey conducted in 2002.



of the satisfaction ratings of the library by all urban and rural residents (regardless of use) is shown in Figure 38, where it can be seen that the perceptions did not vary considerably between rural and urban area residents.

**FIGURE 38**  
**Satisfaction with the Strathcona County Library – 2006 Results**  
**Urban and Rural Comparisons**

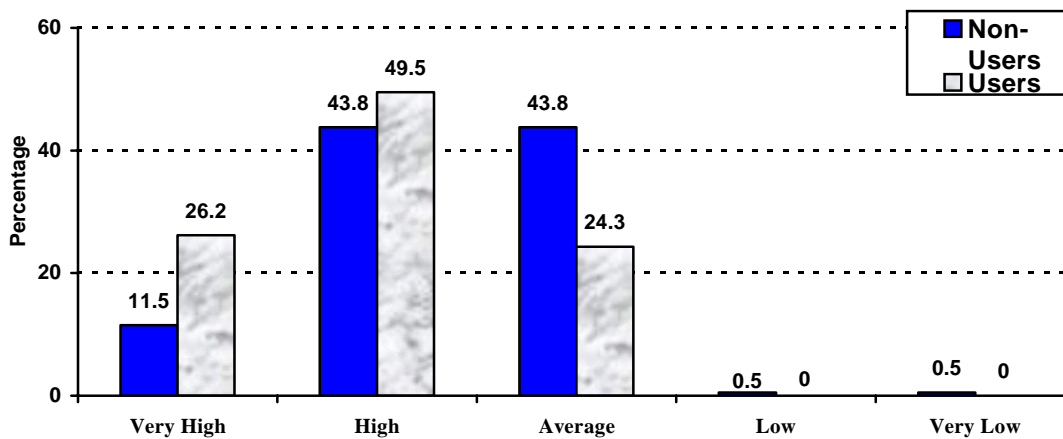


- There were 7 people (3% of the sample) who rated the library service as *low*. These residents were asked to suggest ways on how the library could be improved. Suggestions that were put forward were to increase the size of the library itself, consider having more classical literature to go along side the popular collection, and to have library programs involving parents and pre-school children. One person thought that it would be worthwhile to extend the hours of use.

## Volunteer Center Services in Strathcona County

Figure 39 presents the satisfaction level that people have with the Information and Volunteer Centre (IVC), based on the perspectives of the portion of the sample that utilized these services<sup>25</sup> in the past 12 months and those who did not. It should also be noted that 35.2% of residents (n=176) did not rate the Centre on the basis that they did not know anything about it.

**FIGURE 39**  
Satisfaction with the Information and Volunteer Centre – 2006 Results



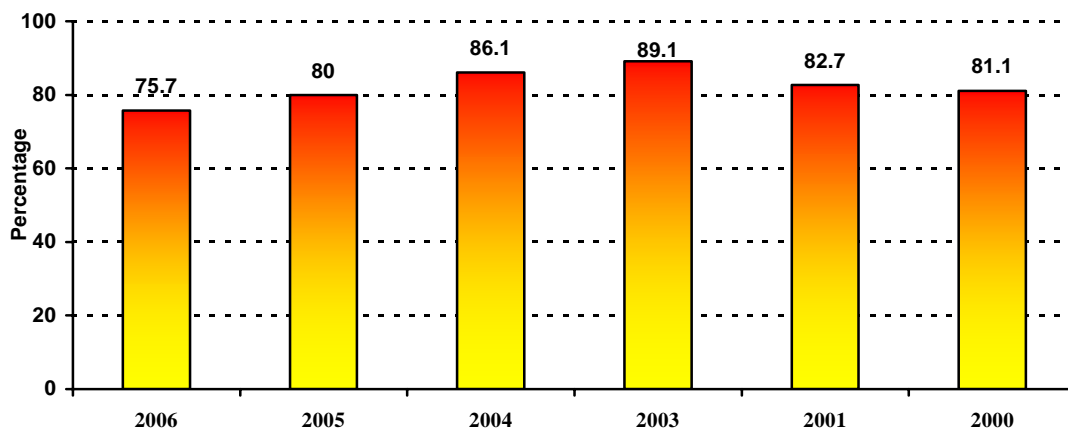
### Highlights from Figure 39

- It can be seen from Figure 39 that most residents have a positive view toward the Information and Volunteer Centre, regardless of whether they use it. A chi-square test of association reveals that there is a relationship between use and how one rated the IVC.<sup>26</sup> A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between users and non-users ( $t = -4.36, 322 \text{ df}, p < .001$ ), where users are more likely to give the IVC a higher rating than those who did not use it.
- A further investigation revealed that overall *very high/high* satisfaction levels with users of the IVC, while positive, seems to be slipping slightly downward in the past 2 years. In 2006, this combined rating was 75.7%, while it was 80% in 2005 and 86.1% in 2004. The *very high/high* rating provided by users of the IVC between 2000 and 2006 is shown in Figure 40.

<sup>25</sup> Overall, 22.8% of respondents to the survey indicated that they had used the Information and Volunteer Centre within the past 12 months. This is the same figure that was reported in the 2005 survey.

<sup>26</sup> For the IVC, ( $\chi^2 = 18.19, 4 \text{ df}, p = .001$ ).

**FIGURE 40**  
**User “Very High/High” Combined Satisfaction Ratings with the Information and Volunteer Centre 2000 – 2006 Comparisons<sup>27</sup>**



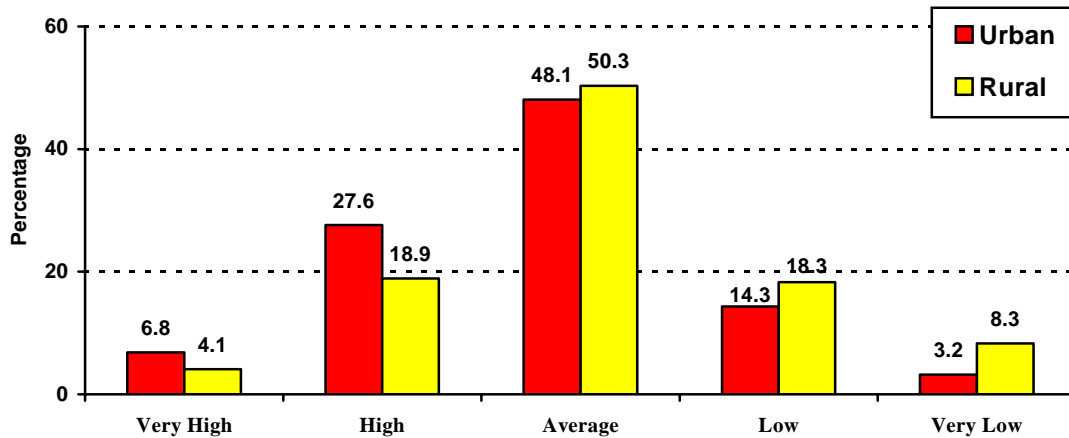
- Among users of the IVC, the majority live in Sherwood Park (65.8%) while the remaining 34.2% live in rural parts of Strathcona County. The satisfaction ratings for the IVC did not vary considerably between rural and urban area residents.
- A total of 176 people (35.2%) did not rate the Information and Volunteer Centre because they did not know enough about it to provide a rating. This finding, while high, continues to improve year by year, in that each year, more people in the County are aware of the IVC and are able to rate it. In 2005, 212 people (42.4%) did not rate the IVC and in 2004 256 people (50.1%) did not rate this. This implies that the Centre and its services have increased awareness among residents; it is recommended that the IVC continue its efforts to maintain awareness of its services among residents on a regular basis.
- No differences were seen among any socio-demographic variables with respect to perceptions of satisfaction toward the IVC.
- Only 2 people gave the Information and Volunteer Centre a *low* or *very low* rating. One person had never even heard of the IVC prior to the survey, while the other thought that the volunteer applications should only include incidents relevant to a person today.

<sup>27</sup> There was no satisfaction survey conducted in 2002.

## 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 41 presents the satisfaction level that people living in rural and urban parts of the County have for land use planning, which includes determining new residential, commercial and industrial development.<sup>28</sup>

**FIGURE 41**  
Satisfaction with Land Use Planning in Strathcona County – 2006 Results



### Highlights from Figure 41

- It can be seen from Figure 41 that the perception of residents toward land use planning by the County is very similar, regardless of where people live. The majority of residents were relatively satisfied with existing land use planning. A chi-square test of association reveals that there is a relationship between where one lived and how one rated land use planning.<sup>29</sup> A *t-test* measurement for mean score differences revealed a statistically significant difference in satisfaction levels between urban and rural residents ( $t = -3.26, 475 \text{ df}, p=.001$ ), where urban residents are more likely to give land use planning a higher rating than those who living in rural areas.
- The patterns found in this year's survey were almost identical to the results found in the previous satisfaction surveys. No differences were seen among any socio-demographic variables with respect to perceptions of satisfaction toward land use planning.

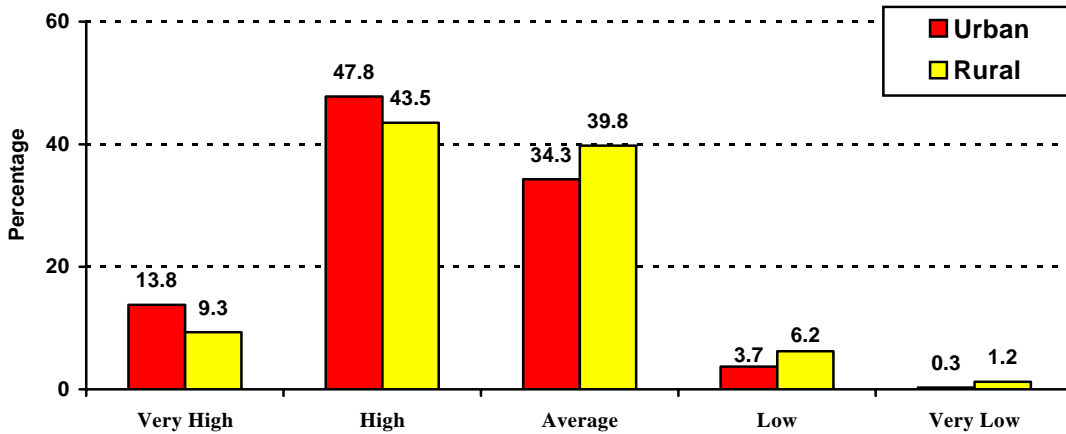
<sup>28</sup> Overall, 23 people (4.6% of the sample) did not rate this service. This was lower than the 2005 survey.

<sup>29</sup> For land use planning, ( $\chi^2 = 11.43, 4 \text{ df}, p<.03$ ).

- Overall, 99 people (17.2% of the sample) who gave a *low* or *very low* rating of the land use planning service were asked to suggest ways on how this could be improved. A number of different ideas were put forward, though a common theme was that there were too many subdivisions being built without proper retention of green space retained for parks or playgrounds. Some people expressed concerns about subdividing farmland, or turning farmland over for commercial and/or non-farming industrial development. Several people also commented on the negative effect that infrastructure has on roadway development (and the inability of the roads to handle traffic flow). Another common theme was that development was occurring too rapidly for some residents. Other concerns in this regard were a perceived increase in traffic flow problems resulting from increased development.

Figure 42 presents the satisfaction level that people living in rural and urban parts of the County have for economic development, which includes attracting new businesses into the County.<sup>30</sup>

**FIGURE 42**  
**Satisfaction with Economic Development in Strathcona County – 2006 Results**



<sup>30</sup> Overall, 42 people (8.4% of the sample) did not rate this service, which is lower than the 2005 survey.

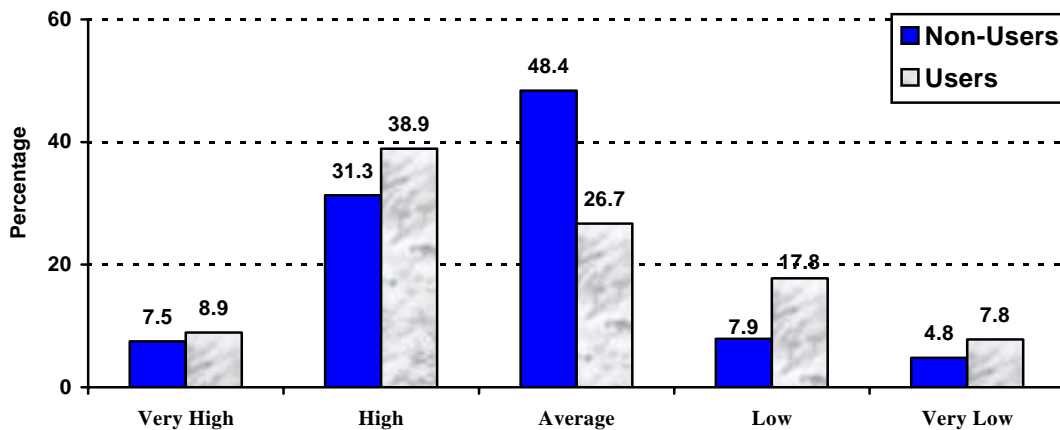
**Highlights from Figure 42**

- It can be seen from Figure 42 that the perception of residents toward economic development by the County is very similar, regardless of where people live. A slight majority of residents were relatively satisfied with economic development that is being done at the present time.
- Twenty-four residents throughout the County (5.3% of the sample) expressed a low or very low level of satisfaction with economic development in the County. In this year’s study (as in the previous two years), the complaints or concerns stemmed around new businesses and were equally divided in terms of pro-business development or slow down/ stop any new commercial developments.

**Permit & Inspection Services in Strathcona County**

Figure 43 presents the satisfaction level that people have with building permit and inspection services, based on the perspectives of the portion of the sample that utilized these services<sup>31</sup> in the past 12 months and those who did not. It should also be noted that 158 people (58.8% of the sample) did not rate this service on the basis that they did not know enough about it, which is about 25% lower than last year’s survey.

**FIGURE 43**  
**Satisfaction with Building Permit and Inspections Services in Strathcona County – 2006 Results**



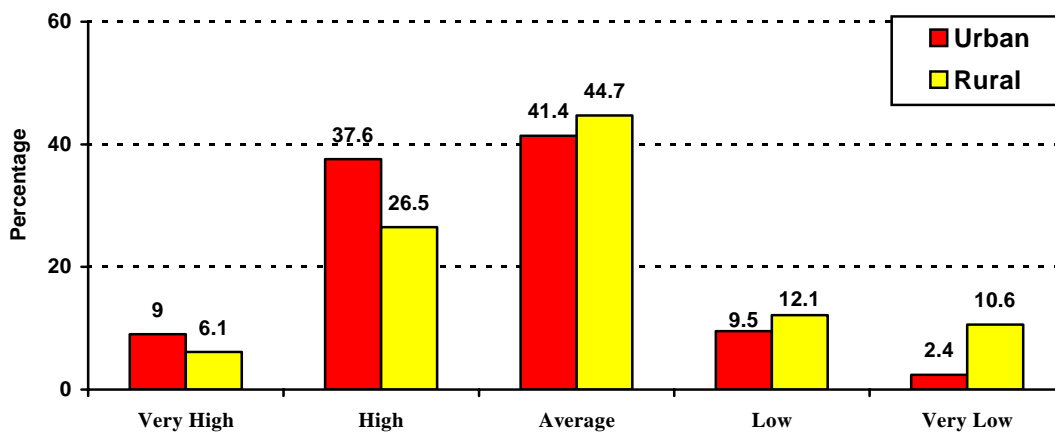
<sup>31</sup> Overall, 19.2% of respondents to the survey indicated that they had used the building permit and inspection services within the past 12 months. This is about 2% higher than the 2005 survey results.

**Highlights from Figure 43**

- It can be seen from Figure 43 that the perception of residents toward building permit and inspection services was relatively similar, regardless of whether or not people used the services. Although users had stronger *high* ratings for the services, there was not a statistically significant difference between users and non-users in the overall evaluation of this service.
- A comparison of trends between the 2006 and 2005 surveys revealed a decrease in the percentage of users who gave the service a *very high* or *high* rating (47.8% in 2006 compared to 55.1% in 2005).

A comparison of perceptions by location (regardless of use/non-use of the service) is shown in Figure 44. A chi-square test of association reveals that there is a relationship between where one lived and how one rated these services.<sup>32</sup> A *t-test* measurement for mean score differences confirmed a statistically significant difference in satisfaction levels between urban and rural residents ( $t = - 3.48, 340 \text{ df}, p = .001$ ), where urban residents are more likely to give building permit and inspections services a higher rating than those living in rural Strathcona.

**FIGURE 44**  
**Satisfaction with Building Permit and Inspections Services in Strathcona County – Urban & Rural Comparisons - 2006**



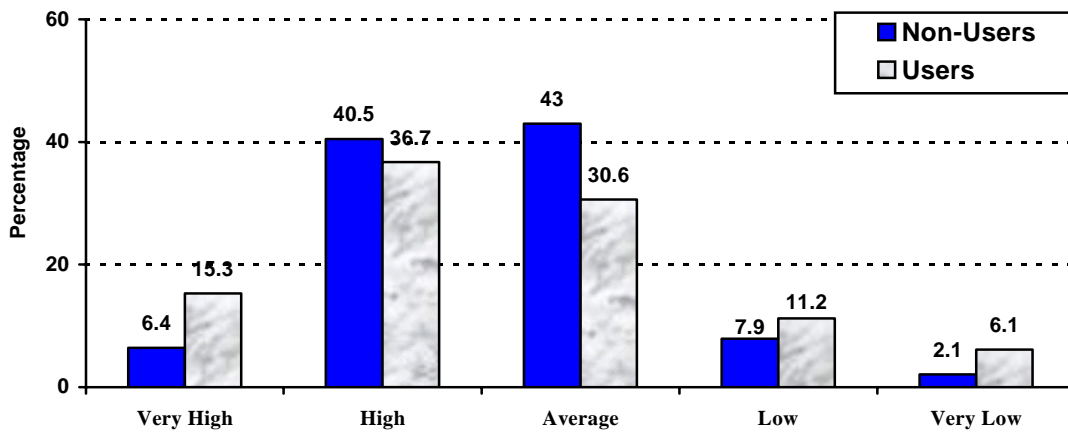
<sup>32</sup> For building and inspection services, ( $\chi^2 = 14.51, 4 \text{ df}, p=.006$ ).

- The 55 people (16.1% of the sample) who rated this service as *low* or *very low* were asked to suggest ways on how this could be improved. Many people felt that there was too much “red tape” associated with getting permits and inspections. Some residents were upset with the costs associated with permits and inspections and the length of time it took to get inspections into place.

**Bylaw Enforcement Services in Strathcona County**

Figure 45 presents the satisfaction level that people have with bylaw enforcement, based on the perspectives of the portion of the sample that utilized these services<sup>33</sup> in the past 12 months and those who did not. It should also be noted that 74 people (14.8% of the sample) did not rate this service on the basis that they did not know enough about it.

**FIGURE 45**  
**Satisfaction with Bylaw Enforcement Services in Strathcona County – 2006 Results**



**Highlights from Figure 45**

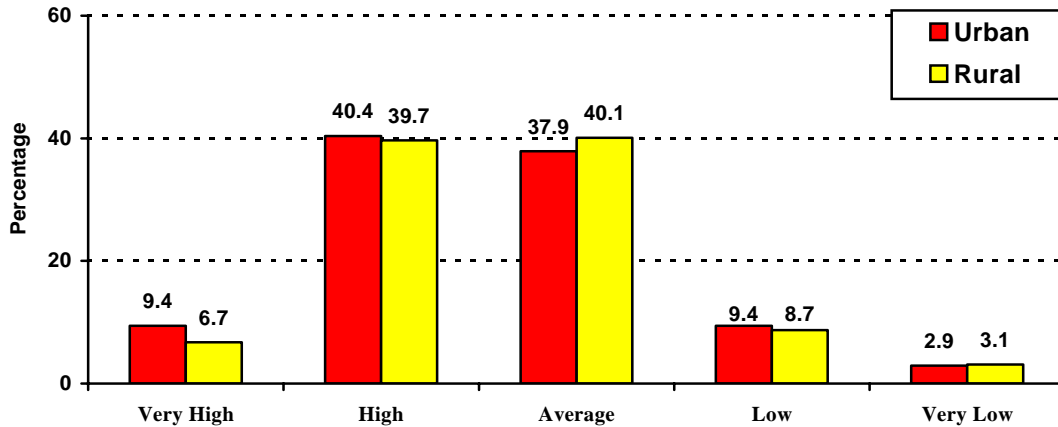
- It can be seen from Figure 38 that the perception of residents toward bylaw enforcement services was somewhat dependent on past user patterns. It can be seen that on a proportionate basis, a higher percentage of people who used the service **gave bylaw enforcement services slightly higher ratings** than those who had not used the service. However, the spread was not statistically significant.
- The patterns shown in this figure were similar to patterns found in the 2005 survey.

<sup>33</sup> Overall, 19.8% of respondents to the survey indicated that they had utilized bylaw enforcement services within the past 12 months. This is about the same percentage as what was reported in the 2005 survey.



A comparison of perceptions by location (regardless of use/non-use of the service) is shown in Figure 46. There was no difference in perceptions between those living rural part of Strathcona County and those living in Sherwood Park.

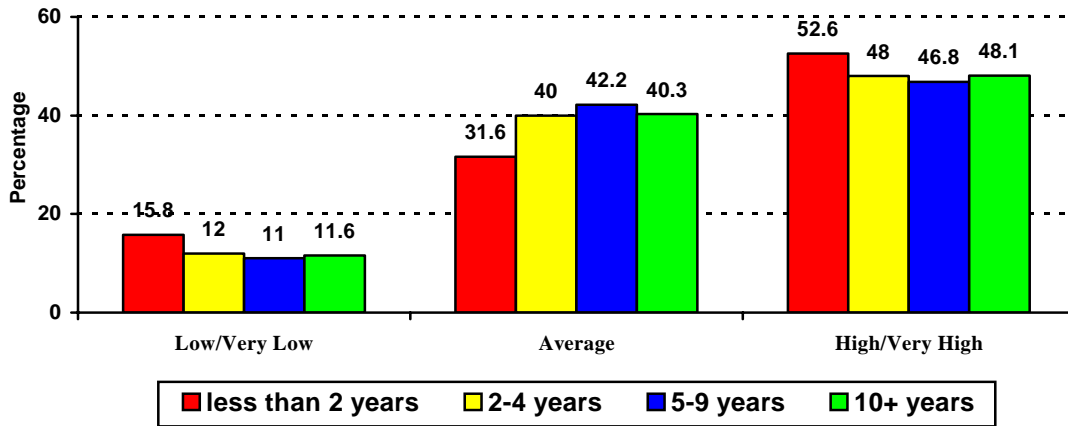
**FIGURE 46**  
**Satisfaction with Bylaw Enforcement Services in Strathcona County – Urban & Rural Comparisons – 2006 Results**



- A comparison between 2005 and 2006 showed that those living in rural areas are more satisfied with bylaw services in 2006 compared to 2005 (46.4% *very high/high* ratings in 2006 compared with 39.7% in 2005). However, Sherwood Park residents are less satisfied with the bylaw services now compared to 2005 (49.8% *very high/high* ratings in 2006 compared with 57.7% in 2005).
- The 50 residents (11.8% of the sample) who had a low level of satisfaction with this service were asked to suggest ways on how this could be improved. Many of these residents claim that the bylaws that are in place are not actively enforced by the County, particularly loose dogs, noise violations, illegal posting of signs, and the curfew.

- Unlike previous years, where there were differences in perception of bylaw enforcement on the basis of length of time people lived in the County, it can be seen in Figure 47 that in 2006, there were very few differences in the level of satisfaction with bylaw enforcement services in this regard. In previous surveys, it was found that the satisfaction with bylaw enforcement decreased as the length of residence in the County increased.

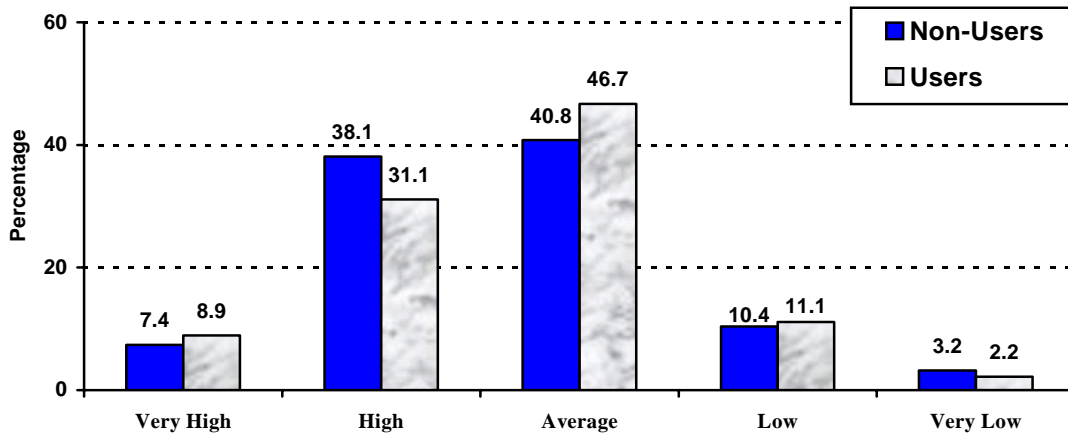
**FIGURE 47**  
**Satisfaction with Bylaw Enforcement Services in Strathcona County**  
**Comparisons by Length of Residence - Year 2006**



## Agricultural Services in Strathcona County

Figure 48 presents the satisfaction level that people have with weed control and other agricultural services, based on the perspectives of the portion of the sample that utilized these services<sup>34</sup> in the past 12 months and those who did not. It should also be noted that 51 people (10.2% of the sample) did not rate this service on the basis that they did not know enough about it.

**FIGURE 48**  
**Satisfaction with Weed Control, Soil Management, Wildlife Problems**  
**and other Agricultural Services in Strathcona County – 2006 Results**



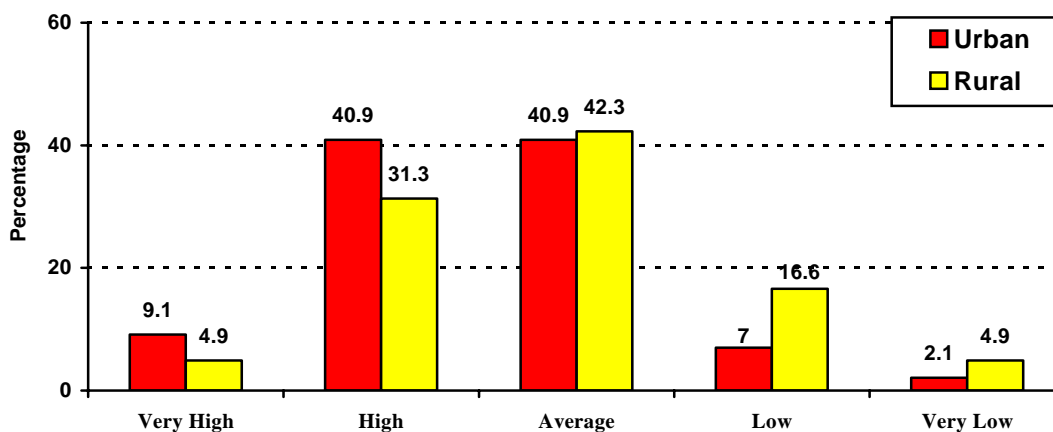
### Highlights from Figure 48

- It can be seen from Figure 48 that the perception toward agricultural services was similar among residents, regardless of whether or not they actually used them.
- A comparison of this year's results with the 2005 study revealed that the percentage of users who gave the service a *very high* or *high* rating was 40% in 2006, which was considerably lower than the 51.4% rating given by users of the service in 2005.

A comparison of perceptions by location (regardless of use/non-use of the service) is shown in Figure 49. A chi-square test of association reveals that there is a

relationship between where the respondent lived in the County and how one rated this Strathcona County service.<sup>35</sup> It can be seen that a higher percentage of people living in the rural part of Strathcona County gave this service somewhat lower ratings than those living in Sherwood Park. This is confirmed through the *t-test* measurement for mean score differences ( $t = - 3.89, 447 \text{ df}, p < .001$ ).

**FIGURE 49**  
**Satisfaction with Weed Control, Soil Management, Wildlife Problems and other Agricultural Services – Urban & Rural Comparisons 2006**



- Overall, the 61 residents (19.5% of the sample) who had a *low/very low* level of satisfaction with this service were asked to suggest ways on how this could be improved. The majority of the comments came from people who feel that the County needs to do more with respect to weed control, particularly within ditches. Many residents were also concerned with the increasing problems caused by an overpopulation of deer and moose within the County.

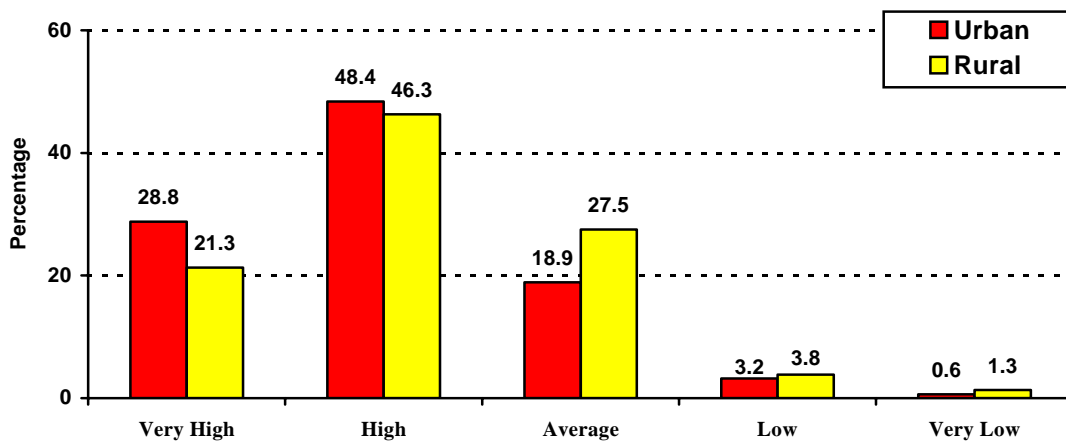
<sup>34</sup> Overall, 9% of respondents to the survey indicated that they had utilized agricultural services within the past 12 months. Although this is a small percentage of users, this is almost double to what was reported in 2005.

<sup>35</sup> For this service, ( $\chi^2 = 16.73, 4 \text{ df}, p=.002$ ).

## 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 50 presents the satisfaction level that people have with the various parks, green spaces and sports fields. Only a small handful of residents (5.8%) did not rate this item.

**FIGURE 50**  
**Satisfaction with Parks, Green Spaces and Sports Fields in Strathcona County – 2006 Results**

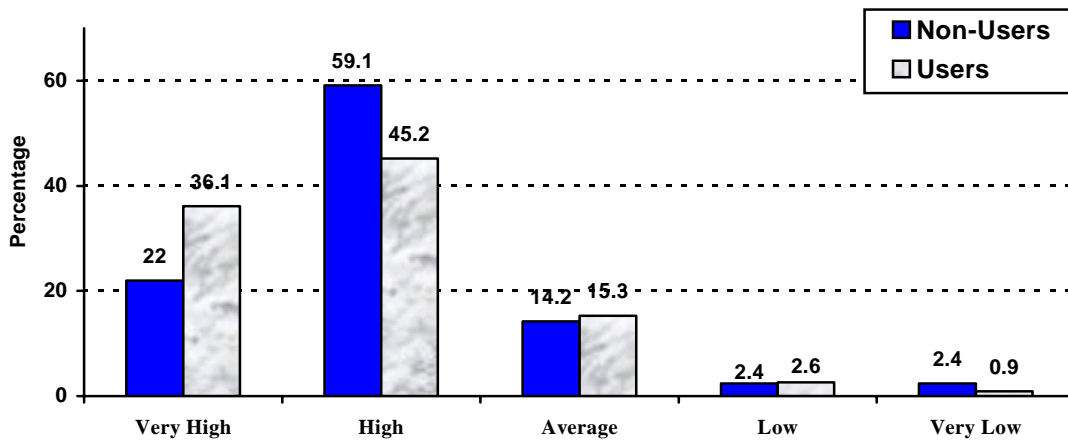


### Highlights from Figure 50

- It can be seen from Figure 50 that the perception of residents toward various outdoor green spaces was similar, regardless of where they lived.
- A comparison of this year's results with last year's study showed a decrease in the combined percentage of residents who gave the service a *very high/high* rating (77.2% urban and 67.6% rural) compared to 2005 (82.2% urban and 78.1% rural).
- The 20 people (4.2% of the sample) who gave the parks, green spaces and sport fields a low rating were asked to suggest ways on how this could be improved. Comments included a need for better maintenance of the existing green spaces and (especially) sports fields, to create sports fields in rural parts of the County and to plant more trees in the existing parkland. One person asked if bike paths could be developed to connect all areas within Sherwood Park.

Figure 51 presents the satisfaction level that people have with indoor recreation facilities in the County, based on the perspectives of the portion of the sample that utilized these facilities<sup>36</sup> in the past 12 months and those who did not. It should also be noted that 21 people (4.2% of the sample) did not rate these facilities on the basis that they did not know enough about them.

**FIGURE 51**  
**Satisfaction with Indoor Recreation Facilities in Strathcona County – 2006 Results**



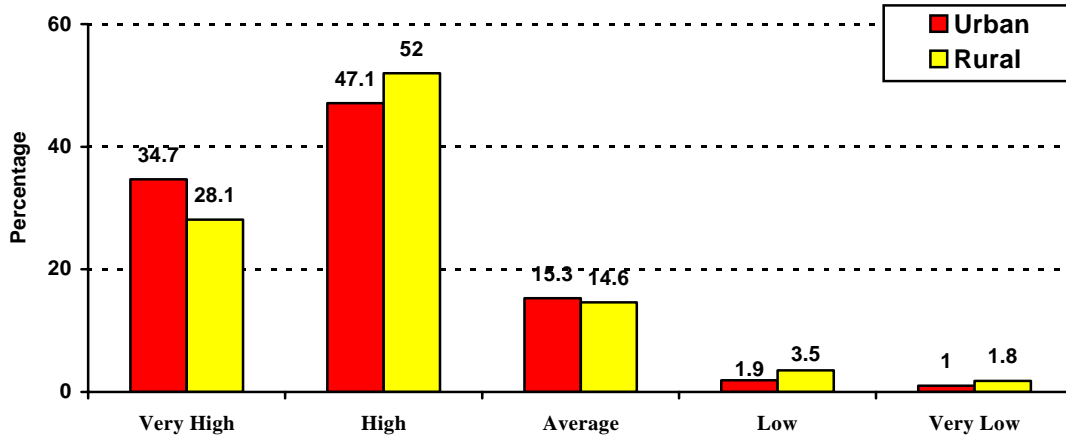
### Highlights from Figure 51

- It can be seen from Figure 51 that the perception of residents toward indoor recreation facilities was somewhat dependent on past user patterns. Overall, people who used indoor recreation facilities were slightly more satisfied than those who had not used these facilities. This was confirmed by a chi-square procedure ( $\chi^2 = 11.26$ , 4 df,  $p = .025$ ) and a *t-test* measurement for mean score differences ( $t = -2.00$ , 477 df,  $p < .05$ ).
- A further analysis revealed that 74.8% of Sherwood Park residents used the indoor recreation facilities at least once in the past 12 months, while 64.2% of rural residents made use of these facilities. Satisfaction levels between urban and rural residents of indoor facilities (regardless of use) were similar (and shown in Figure 52).
- The 18 people (3.8% of the sample) who had a low level of satisfaction with the facilities were asked to suggest ways on how these could be improved. Many of the complaints focused on the lack of recreation facilities

<sup>36</sup> Overall, 71% of respondents to the survey indicated that they had been to an indoor recreation facility in the County of Strathcona within the past 12 months. This is a 3% decrease from the 2005 findings.

(particularly arenas) in rural areas. Some of these complaints (especially with respect to pools) tied the lack of facilities into the limited availability of lessons.

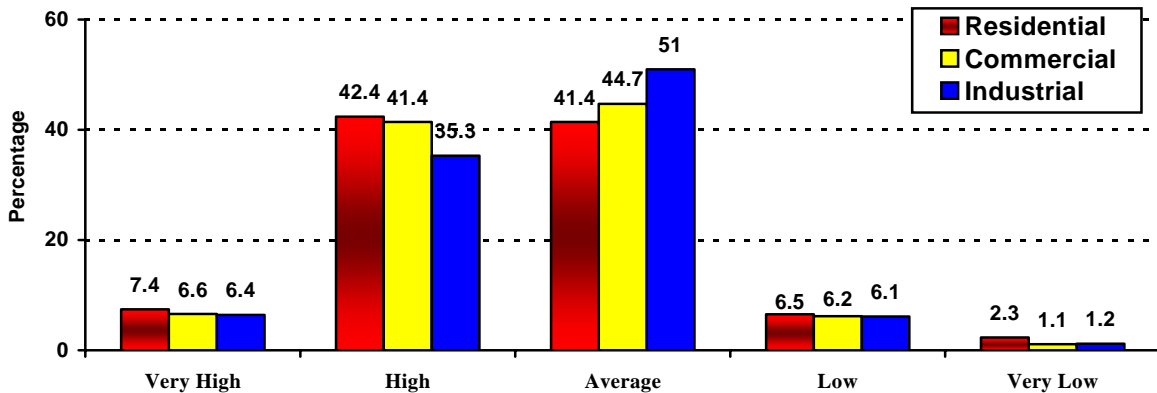
**FIGURE 54**  
**Satisfaction with Indoor Recreation Facilities in Strathcona County – 2006 Results**



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

Residents of Strathcona County were asked a series of questions about their perceptions of residential, commercial and industrial developments in the County. A comparative rating of the quality of all three types of developments is shown in Figure 55 below.

**FIGURE 55**  
**Quality of Various Developments throughout Strathcona County – 2006 Results**



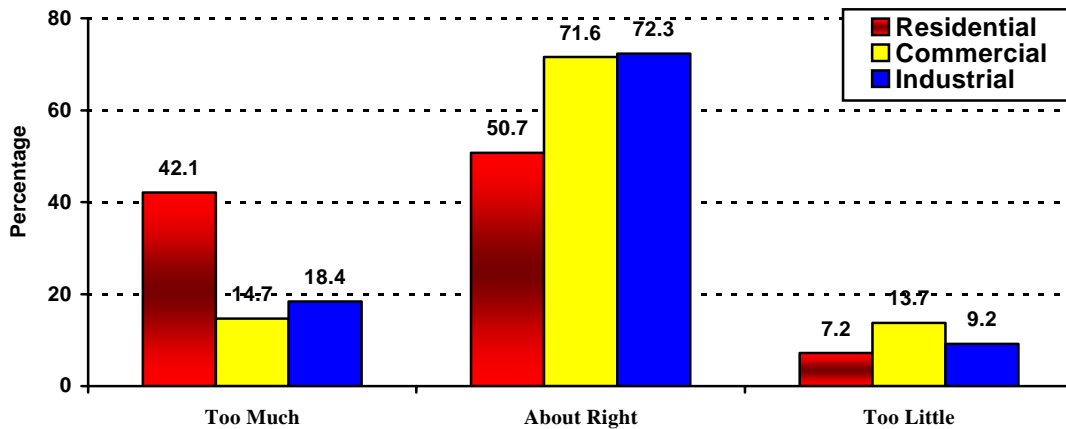
### Highlights from Figure 55

- Overall, respondents were satisfied with the quality of residential and commercial development to a slightly larger extent than industrial developments.
- The trends noted in this figure are very similar to trends found in last year's study, though the percentage who rated the quality of each type of development as *very high* is about half than what was reported in 2005.
- No differences in perceptions were seen between those living in Sherwood Park and those living in other parts of Strathcona County with respect to quality of residential, commercial or industrial development.
- Those who rated the quality of any of these developments as *low* or *very low* were asked to indicate why they felt that way. A common theme expressed among residents was that there was too much development of all three types. Other comments specific to each type of development are noted below:
  - A variety of concerns were expressed among the 42 people (8.8% of the sample) who rated the quality of residential developments as low. Several felt that the lot size was too small for the actual size of houses that are being built on them; there is a “crammed” look in neighborhoods, as many of the new homes are too close to one another; the roadways in new neighborhoods are too narrow to accommodate increased traffic. Others were concerned with the lack of green space in new neighborhoods at the expense of “cramming housing developments too close together.”
  - For commercial developments, a variety of concerns were put forward by the 33 people (7.3% of the sample) who rated the quality of development as low. Comments mentioned by residents who were dissatisfied were varied and included a perception that there were too many big box stores, yet also a lack of department stores (such as the Bay or Sears).
  - For industrial developments, among the 30 people (7.3% 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 pertaining to the perception of the quantity (i.e. amount) of new types of developments is shown in Figure 56.

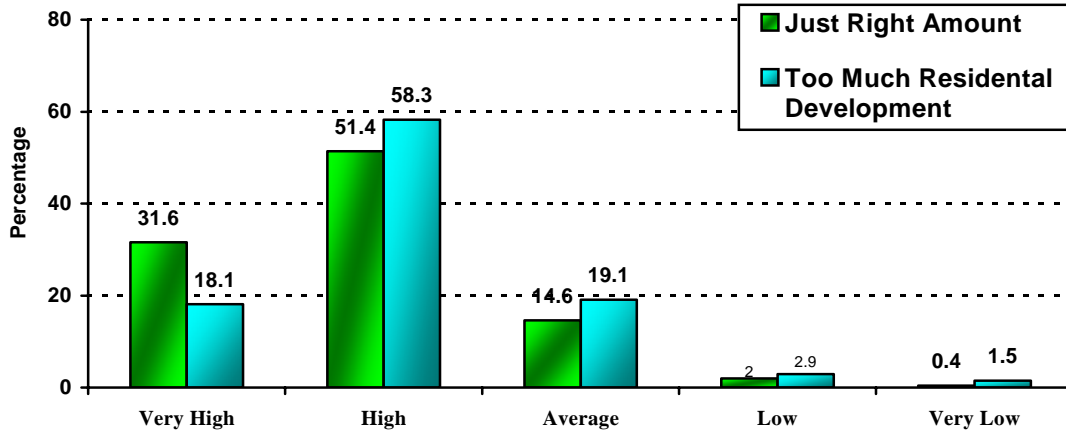
**FIGURE 56**  
**Quantity of Various Developments throughout Strathcona County – 2006 Results**



#### Highlights from Figure 56

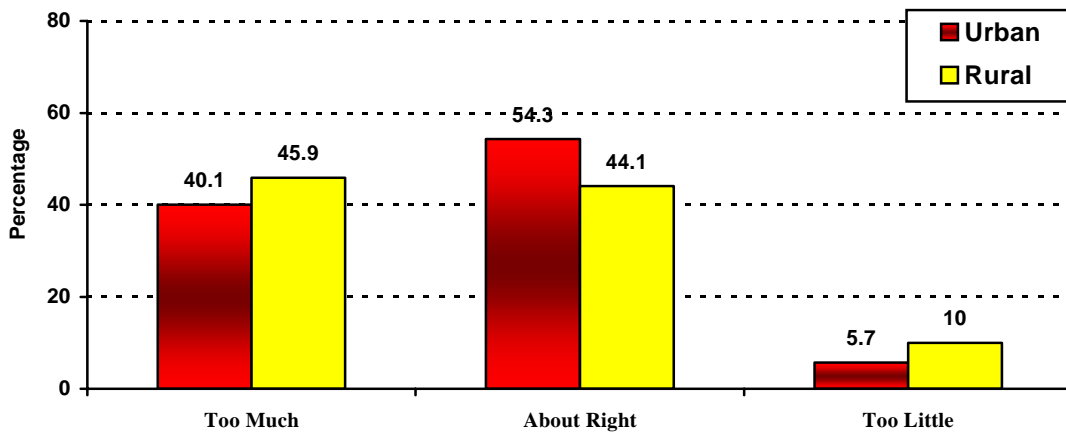
- Overall, the majority of respondents were of the opinion that there were about the right amount of developments in the County at the present time. The percentage of people who felt this way in 2006 was almost identical to results found in 2005, 2004 and 2003.
- The findings with respect to quality and quantity of development suggest a perception in the County right now that there is a good balance of commercial and industrial developments. However, almost half of the residents have a perception that there is too much residential development. However, a further analysis (as seen in Figure 57) revealed that these people **still had a high positive rating** on the quality of life in Strathcona County as a whole (76.5% *very high/high*) compared to those who felt that the amount of residential development was about right (83% *very high/high*). As such, while there continues to be some concerns about continued development, it still has not gotten to the point where the perceived quality of one's life in Strathcona County has been adversely affected.

**FIGURE 57**  
**Perception of the Quality of Life in Strathcona County as a Whole – Comparisons Based on Perceptions of Amount of Residential Growth - 2006 Results**



- No differences in perceptions were seen between those living in Sherwood Park and those living in other parts of Strathcona County with respect to amount of commercial or industrial development. However, it can be seen in Figure 58 that people living in rural Strathcona were less likely to feel that there was *the right amount of residential development* in the County compared to those living in Sherwood Park, with a greater proportion of rural residents feeling that there was too much residential development in the County compared to urban residents.

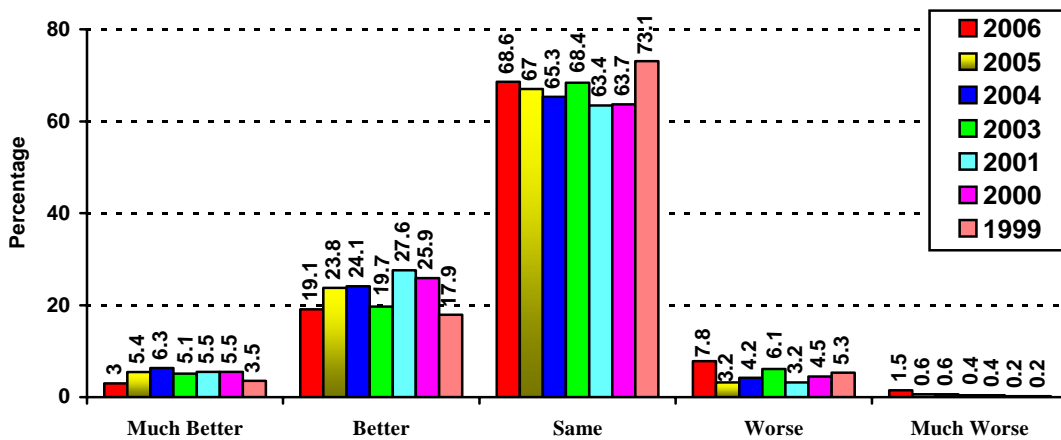
**FIGURE 58**  
**Quantity of Various Developments throughout Strathcona County – Urban and Rural Comparisons in 2006**



**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 2006 survey results are compared with the results found in 2005, 2004, 2003, 2001, 2000 and 1999 when this same question was asked and are shown in Figure 59 below.

**FIGURE 59**  
**Quality of Services Now in Strathcona County Compared to 2 years ago**  
**Trends from Previous Surveys**



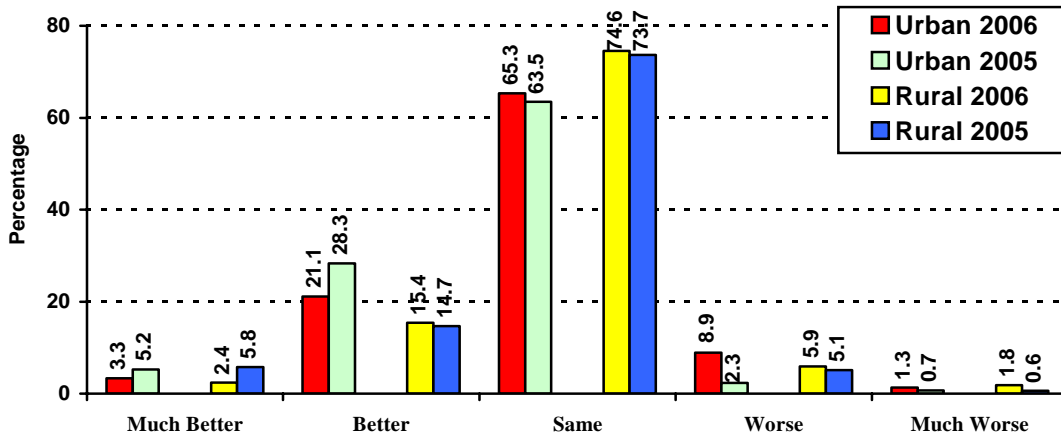
**Highlights from Figure 59**

- 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 59 that there has not been much variation in this opinion from residents for several years now.
- Although small, it can be seen that in 2006, there was a jump in the combined *worse/much worse* ratings, and a small, but lower combined *much better/better* rating compared to previous years.
- The 44 people (9.3% of the sample) who felt that the quality of services had gotten worse or much worse were asked to indicate what changes they noticed about the quality of service. For the most part, dissatisfied residents felt that County representatives are not reacting fast enough to reported problems, a perceived lack of available manpower within the County (due to increased growth within the County itself), and less attention paid to road maintenance and repair (winter and summer). There were also several references to

problems within the service industry at retail outlets within Sherwood Park; in this latter case, it appears that there are pockets of residents who are not distinguishing private businesses from government services.

A comparison of urban and rural residents with respect to perceptions of the quality of services is shown in Figure 60. There was no statistically significant difference between the urban and rural sectors in 2006. However, a comparison between 2005 and 2006 findings for the urban area reveals a drop in the *much better/better* ratings in 2006.

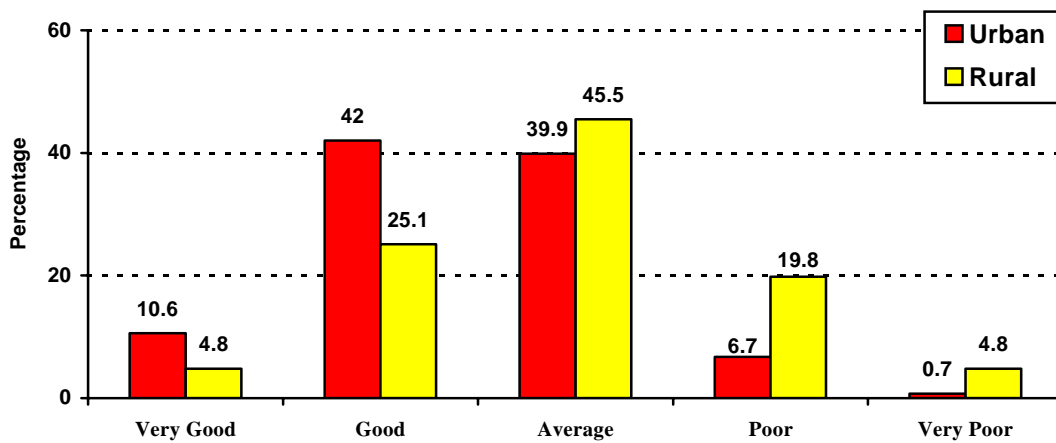
**FIGURE 60**  
**Quality of Services Now in Strathcona County Compared to 2 years ago**  
**Urban and Rural Comparisons – 2006 & 2005 Results**



## F. Question on Taxes within Strathcona County

Residents of Strathcona County who were taxpayers<sup>37</sup> were asked to rate the value they receive for their tax dollars. Residents were told that 59% 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 61 below.

**FIGURE 61**  
**Value for Tax Dollars Spent in Strathcona County**  
**- Urban and Rural Comparisons 2006**



### Highlights from Figure 61

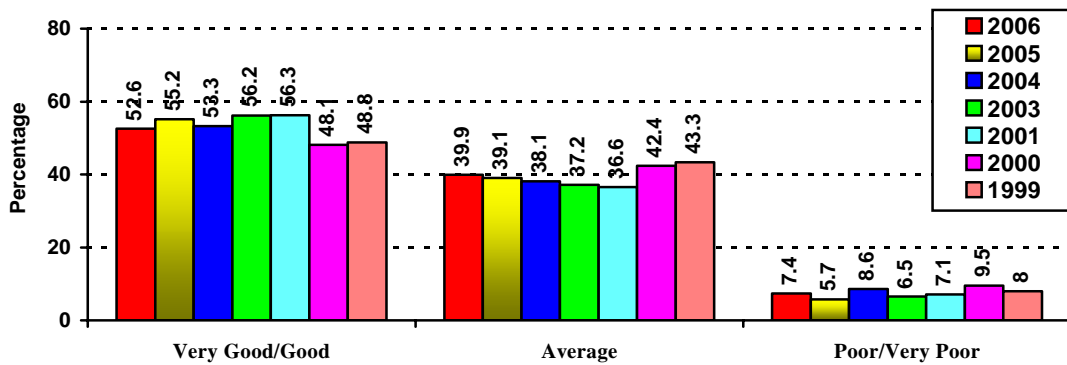
- Statistically, there was a difference between urban and rural residents with respect to how people felt about the value of tax dollars that was spent on municipal services. This was confirmed by a chi-square procedure ( $\chi^2 = 36.71$ , 4 df,  $p < .001$ ), and a *t-test* measurement for mean score differences ( $t = -6.01$ , 448 df,  $p < .001$ ). It can be seen that considerably more people living in the urban area felt that they were getting very good or good value for their tax dollars compared to those living in rural areas.
- Those people (13.8% of the sample, N=62) who felt that they received poor value for the taxes that they paid were asked to indicate why they felt that way. A variety of reasons were given, with the most common answer being that they felt that there was an inequity between the amount of money they paid in taxes and the amount of services they were receiving in return. People living in rural parts of the County particularly pointed this out, citing that they

<sup>37</sup> It was found that 91% of the respondents owned property in Strathcona County and as such, were taxpayers.

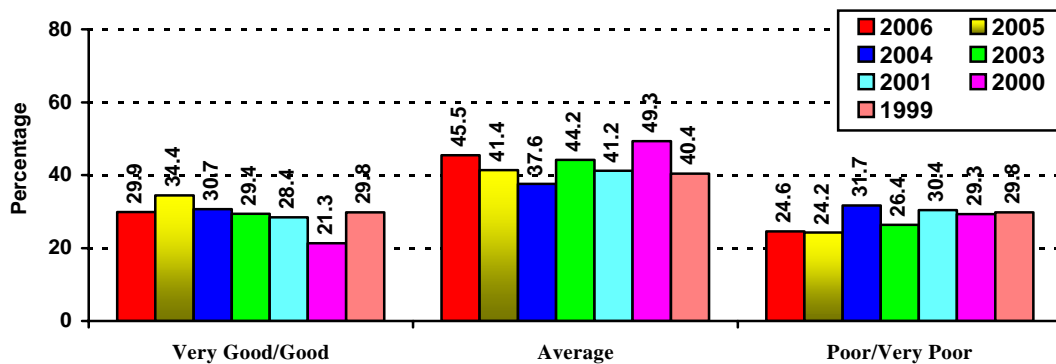
personally take responsibility for out many services that are directly provided to residents living in urban areas of the County. Residents living within Sherwood Park who were dissatisfied with the taxes spent and services received often used road maintenance as an example of why they were dissatisfied.

A comparison of trends from 1999- 2006 with respect to perceptions of the value of services for tax dollars are shown in Figure 62 (Urban) and Figure 63 (Rural). One can see that for urban residents, the positive perceptions that residents were getting very good or good value for their tax dollars has remained constant since 2001. Rural residents, on the other hand, have consistently had a much higher negative perception of the value that they get for their tax dollars compared to urban residents (each year that this has been measured).

**FIGURE 62**  
**Value of Tax Dollars Spent in Strathcona County – Urban Residents (1999-2006)**



**FIGURE 63**  
**Value of Tax Dollars Spent in Strathcona County – Rural Residents (1999-2006)**



## G. Services Provided by Strathcona County Employees

Residents were asked to indicate which County services they had used in the past 12 months. Most survey respondents had used at least one County service during this time period.<sup>38</sup> It can be seen in Table 1 that *recycling services* were the most frequent service used in 2006 among those surveyed, followed by *indoor recreation facilities*, the *public library*, *RCMP*, the *Information and Volunteer Centre* and *public transit services*.

**Table 1**  
**County Services in Strathcona County Used by Residents**  
**in the Past 12 Months – 2006 vs. 2003 to 2005**

Type of Service	N of Users (2006)	% Use 2006	% Use 2005	% Use 2004	% Use 2003
Recycling Services	408	81.6%	83.4%	77.7%	80.7%
Indoor Recreation Facilities	355	71.0%	74.0%	67.9%	71.3%
Strathcona County Library	296	59.2%	60.2%	58.7%	61.0%
RCMP	173	34.6%	33.2%	29.7%	31.9%
Information & Volunteer Centre	114	22.8%	22.0%	18.4%	23.5%
Public Transit Services	113	22.6%	28.6%	20.5%	23.7%
Bylaw Enforcement	99	19.8%	19.2%	18.4%	17.3%
Building Permit & Inspection Services	96	19.2%	17.0%	18.0%	15.1%
Fire & Ambulance Services	70	14.0%	16.4%	10.6%	12.9%
Family Support Services	55	11.0%	9.0%	7.2%	8.6%
Agriculture Services	45	9.0%	5.0%	7.0%	6.2%

With the exception of *agriculture services* (which had a large increase in 2006) and *public transit services* (which had fewer users surveyed in 2006 compared to 2005), all the other municipal services had minor increases or decreases in use in 2006 compared to previous years.

<sup>38</sup> 14 respondents (2.8% of the sample) indicated that they had not used any county services in the past 12 months. There were 19 residents (3.8% of the sample) who mentioned other municipal services that they used (water & sewer, garbage collection and outdoor recreation services), while another 14 residents (2.8% of the sample) indicated services that were not municipal services (e.g. health care, mail delivery and retail services).

A comparison of services used between urban and rural residents for 2006 and 2005 is shown in Table 2. It can be seen that in 2006, urban residents used *recycling services, indoor recreation facilities, the public 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. This was the same pattern found in 2003. In a comparison between years, it can be seen that use of *RCMP services* and *agriculture services* increased for rural residents in 2006 compared to 2005.

**Table 2**  
**County Services in Strathcona County Used by Urban and Rural Residents**  
**in the Past 12 Months – 2006 vs. 2005**

Type of Service	2006		2005	
	Urban	Rural	Urban	Rural
Recycling Services	87.5%	70.9%	88.5%	73.5%
Indoor Recreation Facilities	74.8%	64.2%	76.7%	68.8%
Strathcona County Library	62.6%	53.1%	64.5%	51.8%
RCMP	34.9%	<u>34.1%</u>	34.8%	<u>30.0%</u>
Public Transit Services	<u>28.7%</u>	<u>11.7%</u>	<u>34.5%</u>	<u>17.1%</u>
Information & Volunteer Centre	23.4%	21.8%	21.8%	22.4%
Building Permit & Inspection Services	19.3%	19.0%	17.6%	15.9%
Bylaw Enforcement	18.7%	21.8%	17.3%	22.9%
Fire & Ambulance Services	15.0%	12.3%	17.3%	14.7%
Family Support Services	11.5%	10.1%	9.7%	7.6%
Agriculture Services	4.4%	<u>17.3%</u>	2.1%	<u>10.6%</u>

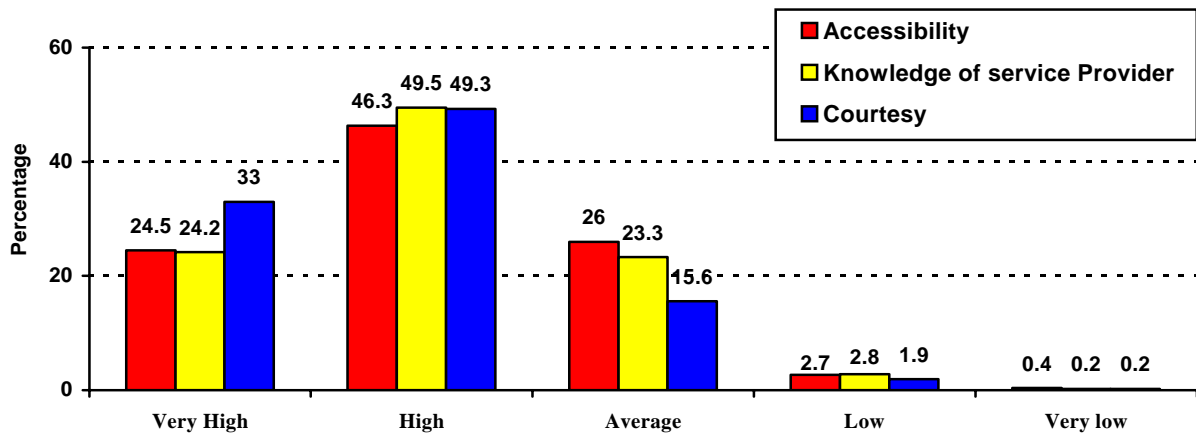


Respondents were asked to think of their most recent contact that they had with County staff and to rate the service that they received on the basis of 6 criteria. The services that the residents based their ratings on are shown in Table 3. The overall rating results for all 6 criteria (regardless of the service used) are shown in Figures 64 and 65.

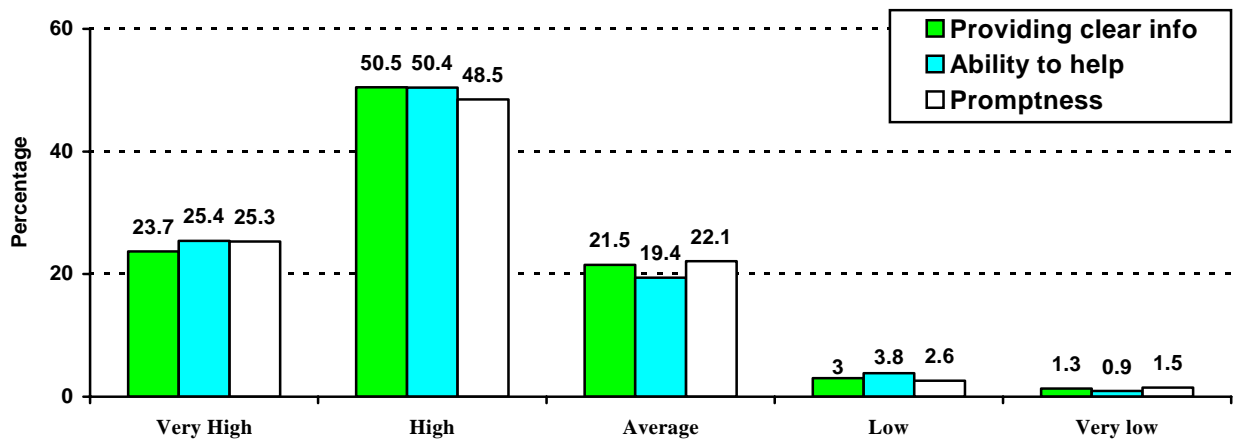
**Table 3**  
**County Departments in Strathcona County Used as the Basis for Rating the Service of County Staff in 2006**

Type of Service	N	%
Indoor Recreation Facilities	144	29.6%
Recycling Services	97	20.0%
Strathcona County Library	110	22.6%
Public Transit Services	21	4.3%
RCMP	33	6.8%
Fire & Ambulance Services	22	4.5%
Building Permit & Inspection Services	10	2.1%
Bylaw Enforcement	14	2.9%
Family Support Services	12	2.5%
Information & Volunteer Centre	4	0.8%
Agriculture Services	3	0.6%

**FIGURE 64**  
**Quality of Services provided by County Staff -2006 Results**



**FIGURE 65**  
**Quality of Services provided by County Staff – 2006 Results**



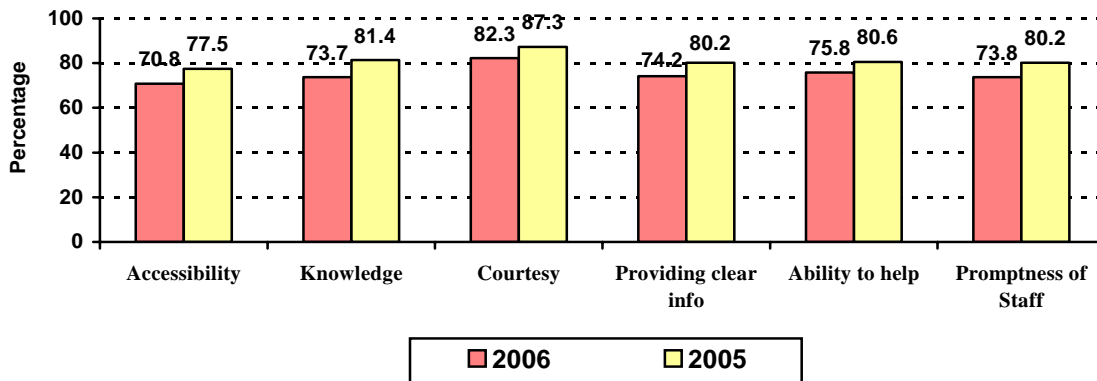
**Highlights from Figure 64 and Figure 65**

- Overall, residents had a very positive perception of County staff on the basis of all 6 criteria.
- Based on the combination of the *very high* and *high* scores, the strongest criteria was *courtesy* (82.3%). The remaining staff aspects were all rated relatively similar, with the *ability of the staff to help you* being second highest at 75.8%, followed closely by *being able to provide clear information* (74.2%), *promptness of staff* (73.8%), *knowledge of the service provider* (73.7%), and *accessibility of staff* (70.8%).

- All respondents were given the opportunity to provide any comments about the service that they had received from County staff. Overall, 39.6% of the respondents (N=198) provided additional comments. Of these 198 residents, the majority of the comments (161 or 81.3% of these 198 residents) were positive descriptors, including *good and/or helpful, professional knowledgeable staff, and friendly/courteous*. Just over 10% of these residents had additional positive perceptions toward departments that were particularly helpful to them.
- Not everyone was pleased, however, as 18.7% of the 198 residents were not happy with aspects of the service that they received. While the comments did vary, some of the repeated concerns were:
  - Calls made for required services were not followed up by County staff; a small number of residents encountered staff who, in their opinion, were not as friendly as they could be; and

Figure 66 presents a comparison of overall results between this year’s survey and the 2005 survey for these 6 items. It was found that the combined *very high/high ratings for staff* were lower in 2006 compared to 2005 for all items.

**FIGURE 66**  
**Quality of Services provided by County Staff - 2006 & 2005 comparisons on the combined *Very High/High* percentages**



The closing question directed to all residents was a general one that allowed people to provide comments about any Strathcona County service or the way that the County is managed. Overall, 44.2% of respondents provided additional comments. Just over 27% percent of these comments were positive, with most of these comments associated with the satisfaction of how municipal services are managed. The remaining comments primarily reiterated concerns residents had with growth and development

within the County as well as concerns with specific services. The services mentioned most often included:

- Problems with road maintenance (potholes in the summer, snow removal in the winter);
- Problems with traffic flow, including too many traffic lights, congestion, and higher density problems, particular intersection problems (e.g. “The access off highway 16 and Cloverbar Road needs improvement. It is very difficult to get from highway 16 south on Cloverbar Road [peak hours 4-6]”);
- Issues with what is not accepted at recycling depots (especially plastics);
- Some people would like the County to post signs prior to spraying in public park areas;
- A lack of high-speed internet services in rural areas;
- There were also other issues raised that were not municipal government related, including rules requiring seniors to pay school taxes (*a provincial issue*), or service in various retail industries (private businesses).

## APPENDIX A: THE QUESTIONNAIRE

**Strathcona County Year 2006 Client Satisfaction Questionnaire**

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

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

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

Great, but before we begin I need to know:

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

\_\_\_\_\_   
 If not 1 or 2 – Thank and terminate

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

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

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

\_\_\_\_\_

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

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

\_\_\_\_\_

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

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

---

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

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

---

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

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

---

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

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

---

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

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

- |    |  |           |      |         |        |          |                        |
|----|--|-----------|------|---------|--------|----------|------------------------|
| a. | Thinking of <b>winter road maintenance, snow clearing and ice control</b> ...is your satisfaction level very high, high, average, low or very low? | very high | high | average | low,or | very low | <b>DO NOT READ: DK</b> |
|    |  | 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 <b>urban street maintenance in the summer</b> (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 | <b>DO NOT READ: DK</b> |
|    |   | 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 <b>rural road maintenance in summer (potholes, grading, dust control)</b> ...is your satisfaction level very high, high, average, low or very low? | very high | high | average | low,or | very low | <b>DO NOT READ: DK</b> |
|    |  | 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 <b>family support services, which include things such as home care, counseling, youth programs</b> ...is your satisfaction level very high, high, average, low or very low? | very high | high | average | low,or | very low | <b>DO NOT READ: DK</b> |
|    |   | 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 <b>fire and ambulance</b> | very |  |  |  | very | <b>DO NOT READ:</b> |
|----|---------------------------------------|------|--|--|--|------|---------------------|
-



<b>services</b> ...is your satisfaction level very high, high, average, low or very low?	high	high	average	low,or	low	<b>DK</b>
	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 <b>land use planning, which includes determining new residential, commercial and industrial development</b> ...is your satisfaction level very high, high, average, low or very low?	very high	high	average	low, or	very low	<b>DO NOT READ: DK</b>
	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 <b>economic development, which includes attracting new businesses</b> ...is your satisfaction level very high, high, average, low or very low?	very high	high	average	low,or	very low	<b>DO NOT READ: DK</b>
	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 <b>building permit and inspection services</b> ...is your satisfaction level very high, high, average, low or very low.	very high	high	average	low,or	very low	<b>DO NOT READ: DK</b>
	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 <b>water and sewer services</b> ...is your satisfaction level very high, high, average, low or very low?	very high	high	average	low, or	very low	<b>DO NOT READ: DK</b>
	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 <b>garbage collection</b> ...is your satisfaction	very high	high	average	low,or	very low	<b>DO NOT READ: DK</b>
---	-----------	------	---------	--------	----------	------------------------

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

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

What could Strathcona County do to improve in this area?

---

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

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

What could Strathcona County do to improve in this area?

---

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

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

What could Strathcona County do to improve in this area?

---

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

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

What could Strathcona County do to improve in this area?

---

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

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

What could Strathcona County do to improve in this area?

---

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

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

What could Strathcona County do to improve in this area?

---

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

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

What could Strathcona County do to improve in this area?

---

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

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

What could Strathcona County do to improve in this area?

---

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

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

What could Strathcona County do to improve in this area?

---

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

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

What could Strathcona County do to improve in this area?

---

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

Strathcona County. To begin with...

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

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

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

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

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

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

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

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

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

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

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

**IF POOR OR VERY POOR VALUE, ASK:**

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

---

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

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

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

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

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

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

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

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

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

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

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

**Go to Question 16**

9 Don't know

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

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

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

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

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

18. How many years have you lived in Strathcona County? \_\_\_\_\_

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

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

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

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

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

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

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

22. Are you presently employed, or do you attend a post-secondary school?

1. Yes

2. No <i>Skip to Q-24</i> 9. Refused
--------------------------------------

23. Please stop me when I mention the location of your job or post-secondary school that you attend. Is this located in:
1. Sherwood Park
  2. Rural Strathcona County
  3. The south part of Edmonton
  4. Downtown Edmonton
  5. The north part of Edmonton
  6. The west part of Edmonton
  7. Fort Saskatchewan
  8. Another Alberta municipality
  9. Works at home
  10. Location varies
- 
99. Refused
25. Could I please get your first name or initials in case my supervisor wants to verify that we completed this survey? \_\_\_\_\_

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

**DO NOT READ:** Phone #: \_\_\_\_\_