

SURVEY SAYS ...



Strathcona County 2018 Public Satisfaction Survey

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Communications

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I. Introduction and Purpose of the Study

In December 2018, Strathcona County conducted a survey of its residents to obtain perceptions on the quality of life of residents living in Sherwood Park and rural areas of Strathcona County. This survey has been done annually since 1998 as the annual satisfaction survey. The main purpose of this research is 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. The survey also includes resident ratings pertaining to their satisfaction with the use of selected County services.

Obtaining primary data directly from residents provides Strathcona County departments with information, and enables County officials to make decisions that accurately reflect the perspectives and attitudes of residents. This report provides 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 modified from the one used in the previous year. Most of the questions from last year's survey were retained to allow valid comparisons with the previous year, particularly in measuring satisfaction that residents had with particular services. A list of the questions asked in this year's satisfaction survey can be found in Appendix A.

B. Sampling design and data collection procedure

The survey was made available online on two platforms. The first was through the Strathcona County Online Opinion Panel (SCOOP). The other was an open online survey where information was gathered with Survey Gizmo. This was open to residents and non-residents who were not members of SCOOP. The online survey ran between December 3 and December 21, 2018, during which 815 people took part in the survey.¹

The sample for the survey provided overall results accurate to within $\pm 3.4\%$, 19 times out of 20.² The data was analyzed by Strathcona County's Communications using SPSS for Windows.

¹ It should be noted that for open-ended questions, many respondents chose not to provide insight into County issues, even though everyone had an opportunity to do so.

² The $\pm 3.4\%$ 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 3.4% higher or lower than what is reported.

III. RESULTS

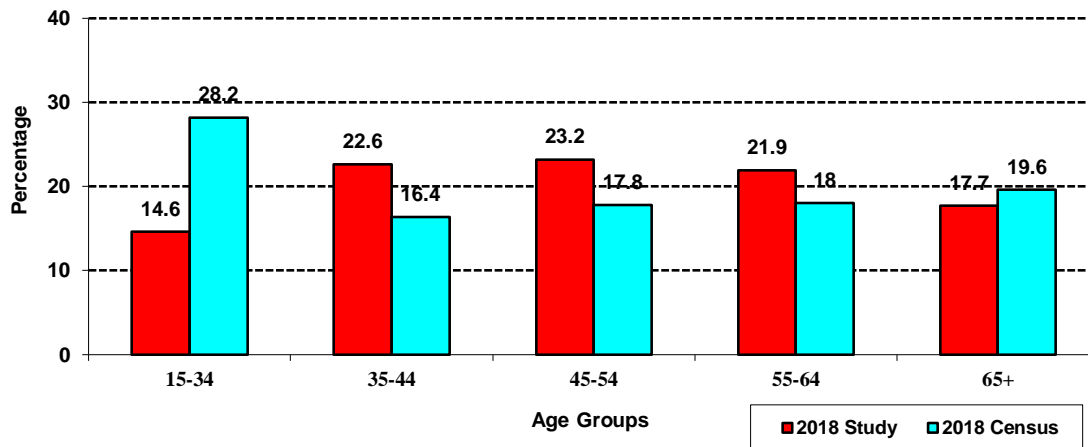
This section of the report presents a summary of the results associated with the perceptions and awareness of residents. Socio-demographic comparisons, where significant, are also highlighted. Comparisons will also be made with data collected from the previous year's survey, when significant differences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

A. Demographic overview

This section of the report presents an overview of the type of people who completed the online survey in 2018. Although sampling criteria for obtaining an appropriate split between urban and rural residents was applied for the current study, the final urban/rural split was fairly close to the actual proportions,³ with 75.2% of the respondents being from Sherwood Park, 20.6% living in rural Strathcona County and the remaining 4.2% residing outside of the County.

A breakdown of the age of respondents⁴ is shown in Figure 1. There was a relatively good representation from most age groups, though in comparison to the 2018 municipal census, the study data for the 18-34 age groups was under-represented.

FIGURE 1
Age of County respondents



Approximately 60% of survey respondents did not have any children under the age of 18 living at home, while the remaining 39.6% had at least one child living at home.

³ Based on the 2018 municipal census, residents living in Sherwood Park constitute 72.5% of the County's population, with the remaining 27.5% living in rural areas.

⁴ In order to do an accurate comparison to the County census, those respondents who lived outside of Strathcona County were not included in these calculations

B. Quality of life in Strathcona County

A series of questions pertaining to the quality of life in Strathcona County were asked in this year's survey.

Table 1
Rating the quality of life in Strathcona County (2018 Results)

| | Excellent | Very Good | Good | Fair | Poor |
|---|------------------|------------------|-------------|-------------|-------------|
| Rating Strathcona County: | % | % | % | % | % |
| As a place to raise children | 34.9% | 43.8% | 18.0% | 2.9% | 0.4% |
| As a place to retire | 18.9% | 34.0% | 29.6% | 14.2% | 3.4% |
| Overall as a place to live | 27.5% | 43.4% | 23.6% | 5.0% | 0.5% |
| As a safe community to live in | 24.2% | 41.9% | 25.8% | 6.8% | 1.4% |
| Value received in municipal services for the tax dollar | 14.5% | 33.1% | 31.8% | 14.6% | 6.0% |

Overall, the majority of respondents gave Strathcona County solid positive ratings all of the items:

- *Being a place to raise children* (93.7% \geq Good) \rightarrow 3% higher than 2017.
- *Overall, as a place to live* (94.5% \geq Good) \rightarrow 15.8% higher than 2017.
- *Being a safe community to live in* received (90.8% \geq Good) \rightarrow 3% higher than 2017.
- *Being a place to retire* (82.4% \geq Good) \rightarrow 3.7% higher than 2017.
- The lowest overall ratings came with perceptions as to the *value received in municipal services for the tax dollar spent* (79.4% \geq Good) \rightarrow 8.5% higher than 2017.

All of the items had higher summarized good or better perceptions among respondents in 2018 compared to the previous year. In particular, Strathcona County as a place to live was perceived to be 15.8% higher in 2018 compared to 2017.

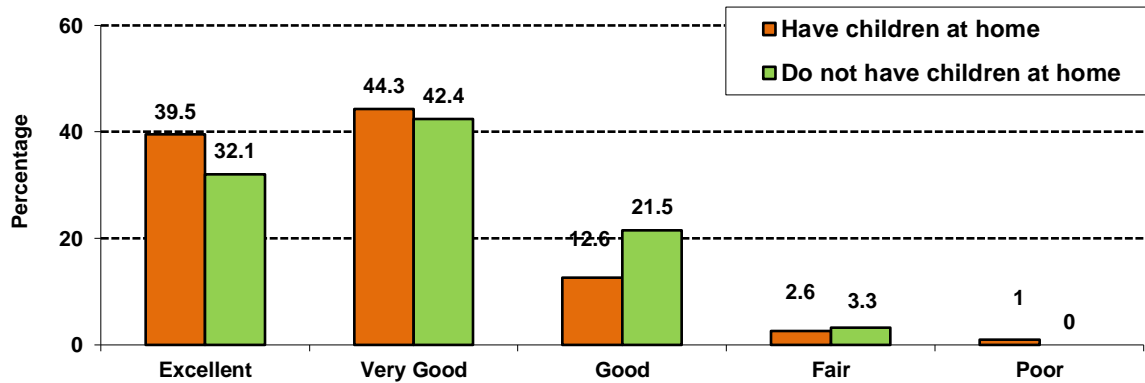
Through statistical analysis, it was determined that people living in the rural portion of Strathcona County gave each item lower ratings compared to those living in Sherwood Park. Furthermore, statistically significant differences occurred with all five items, with the largest spread occurring for perceptions toward the *value received in municipal services for the tax dollar spent*. These were confirmed through a series of t-tests and chi-square analysis.⁵

⁵ Graphs depicting statistically significant differences between urban and rural respondents are available upon request.

A comparison of the age group and the gender of respondents were done for each item; however, no significant differences were found.

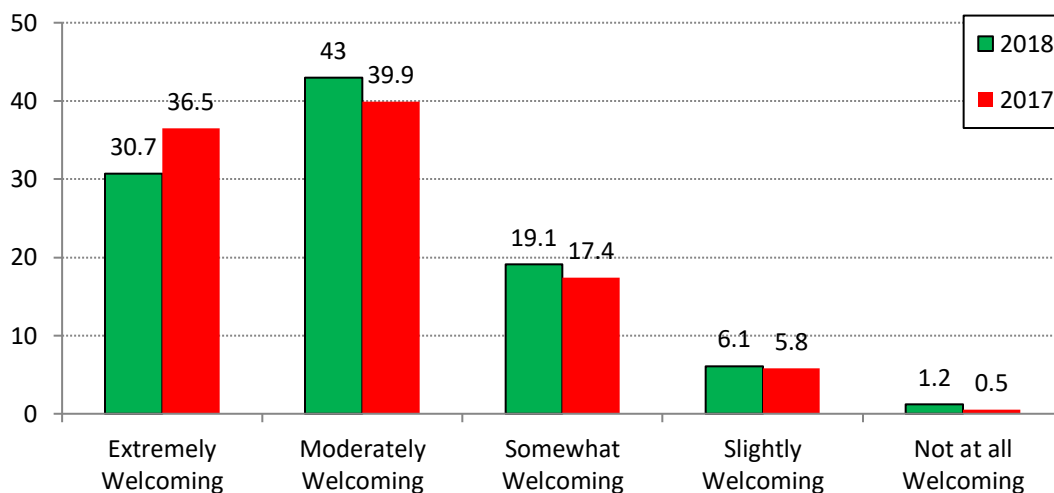
A comparison between those with children in the household was done for the question pertaining to how residents perceived Strathcona County as a place to raise children. It can be seen from Figure 2 that those who had children in the household had a slightly higher positive attitude toward this attribute than those without children living at home.

FIGURE 2
Strathcona County as a place to raise children



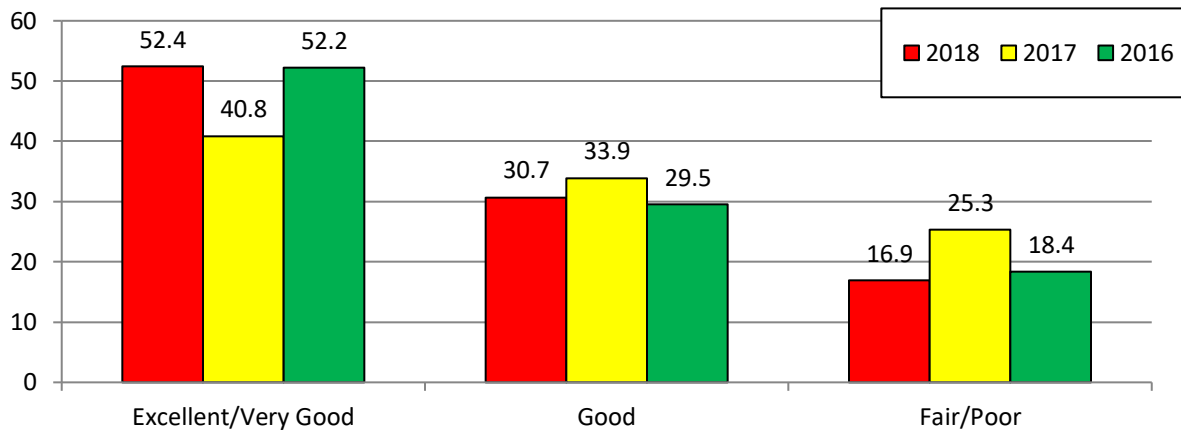
Residents were asked about the extent to which they perceived Strathcona County to be a *welcoming community*. A welcoming community was defined as one where all citizens can have equal opportunities to participate in all aspects of community life regardless of socio-economic status, age, gender, ethnicity, religion, language, politics, marital status or sexual orientation. It can be seen from Figure 3 that the majority of residents in both 2018 and 2017 felt that the County was either extremely welcoming or moderately welcoming.

FIGURE 3
Strathcona County as a welcoming community



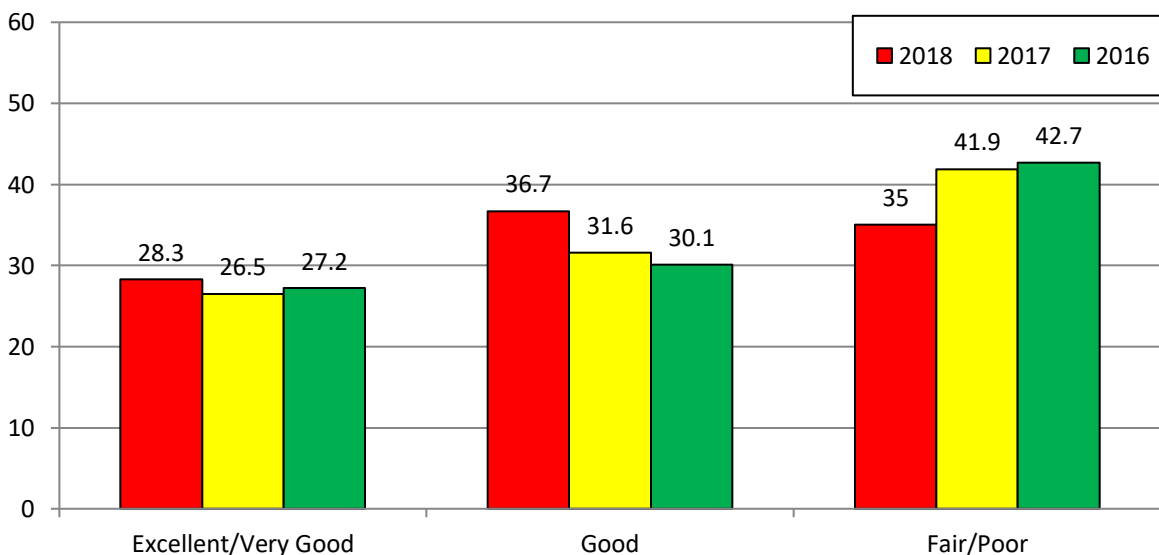
A more detailed breakdown of the perceived value of tax dollars spent in Strathcona County over the past three years is shown in Figure 4 (for urban residents) and Figure 5 (for rural residents). It can be seen from Figure 4 that urban residents have varied in their perceptions toward the value they get for their tax dollars over the past three years.

FIGURE 4
Value of tax dollars spent in Strathcona County – urban residents (2016-2018)



Rural residents have consistently had a much higher negative perception of the value they get for their tax dollars compared to urban residents each year this has been measured. It can be seen from Figure 5 over the past three years, while perceptions have improved, anywhere from 35 to 42% of rural residents are dissatisfied with the value they get for the tax dollars spent.

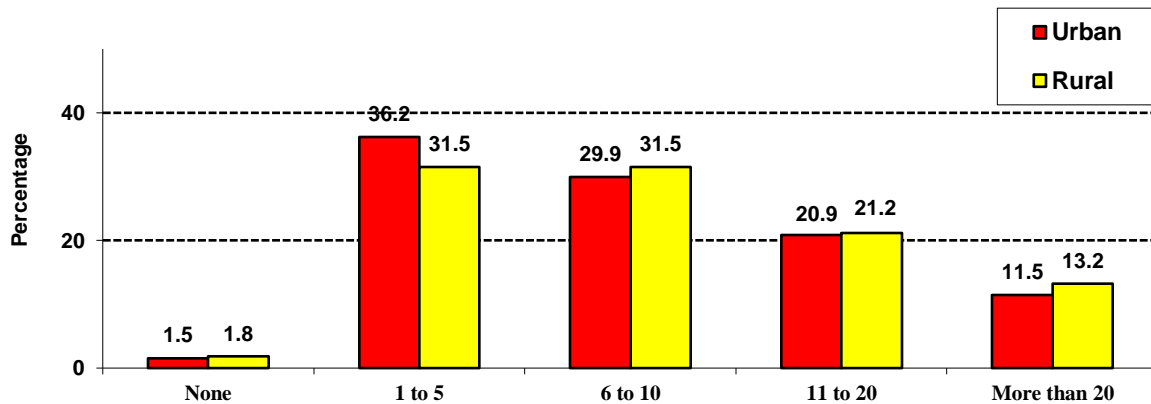
FIGURE 5
Value of tax dollars spent in Strathcona County – rural residents (2016-2018)



C. Adults in neighbourhood known by respondents

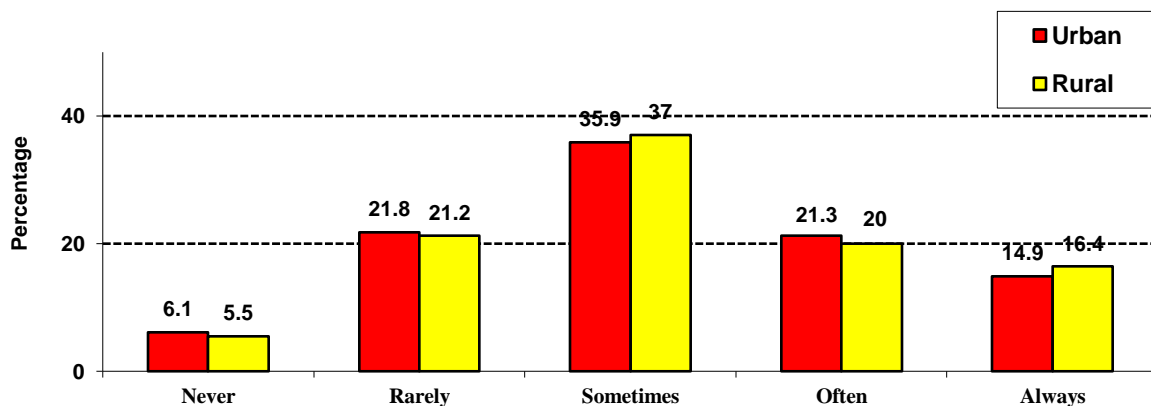
Respondents to the survey were asked to indicate the number of adults they know by name in their neighbourhood. The results are shown in Figure 6 by urban and rural splits for 2018. From a statistical standpoint, it was found that rural residents tended to know more of their neighbours compared to those living in Sherwood Park.

FIGURE 6
Number of adults known by name within one’s neighbourhood
Urban and rural comparisons



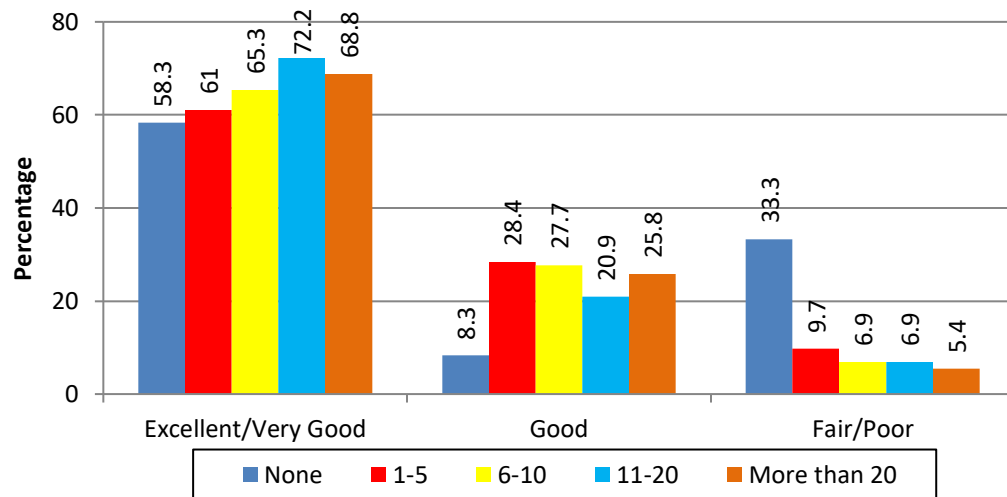
It can be seen from Figure 7 that there was virtually no difference between urban and rural residents with respect to perceptions for being able to count on their neighbors for help.

Figure 7
Extent that one can count on neighbours for help
Urban and rural comparisons



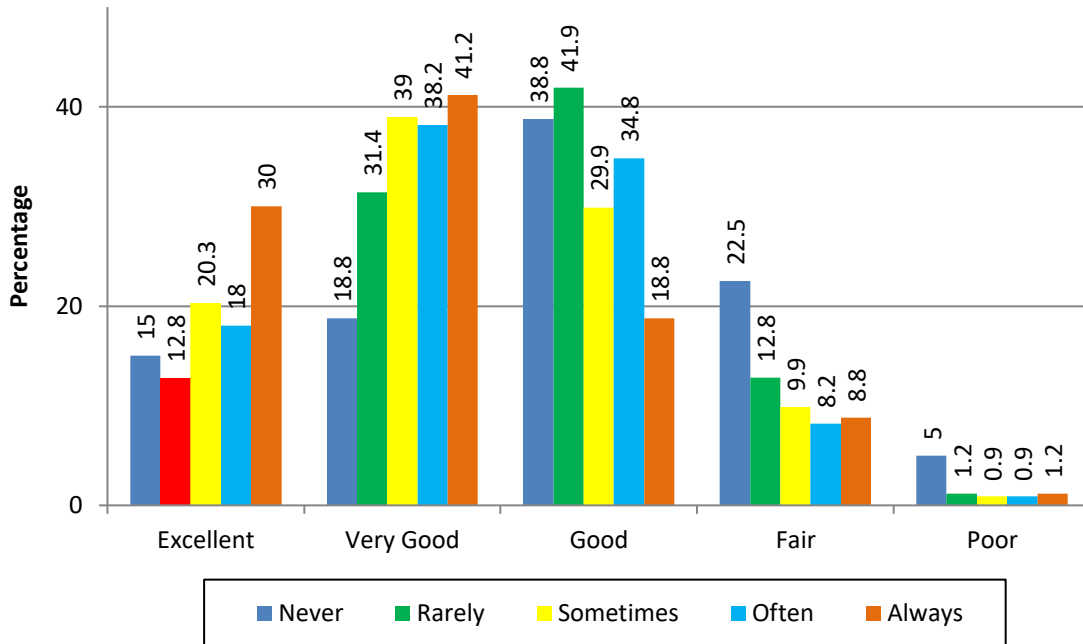
A comparison between how many neighbours residents knew by name with perceptions of safety is shown in Figure 8. It can be seen that the combined *excellent* and *very good* scores show that perceptions of personal safety was generally higher among people who knew more neighbours, though even here, people who didn't know their neighbors felt fairly safe. It can be seen, however, that there was a higher portion of people who did not know any of their neighbours who had *fair/poor* perceptions of safety compared to those who knew more neighbours.

FIGURE 8
Perceptions of personal safety based on how many neighbours are known by name
(combined results)



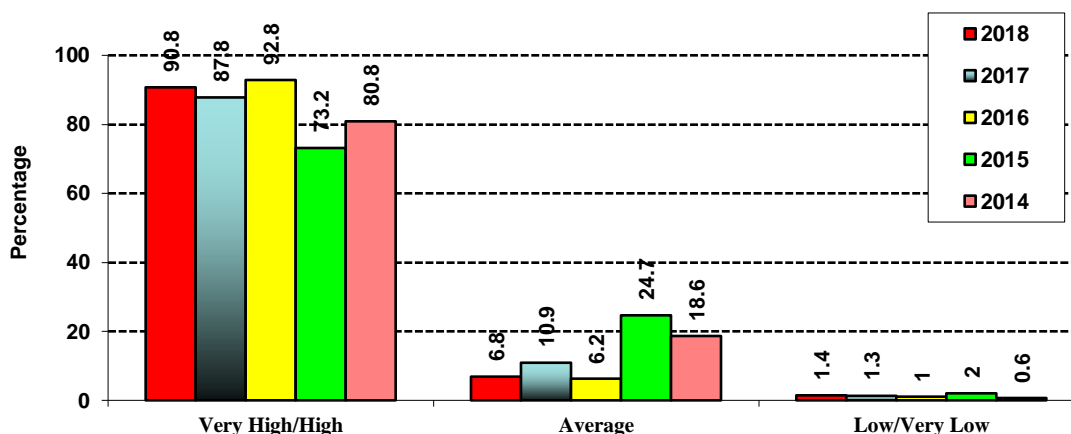
A comparison between the extent that residents could count on their neighbours for help and perceptions of safety is shown in Figure 9. It was found that positive perceptions of personal safety (*Excellent, Very Good*) were higher among residents who felt they could always count on their neighbours for help.

FIGURE 9
Perceptions of personal safety based on likelihood of turning to neighbours for help



An overview of trends toward the perception of safety over the past five years is shown in Figure 10. It can be seen that the 2016 through 2018 figures are considerably higher than the years prior to 2016, but it should be noted that there was a change in how people rated this item in those years. Even taking this into account, it can be seen that the majority of residents consider Strathcona County as a safe place to live over the past five years.

FIGURE 10
Strathcona County as a safe place to live
Study comparisons (2014-2018)



D. User rates for selected municipal services in Strathcona County

A series of questions pertaining to the use of particular Strathcona County municipal services were asked in this year’s study. A summary of the overall results to these questions is presented in Table 2, based on frequency of use.

Table 2
Ranking the use of selected Strathcona County municipal services

| | Frequently | Sometimes | Never |
|--|------------|-----------|-------|
| | % | % | % |
| Outdoor spaces in Strathcona County | 43.3% | 45.7% | 11.0% |
| Various indoor recreation facilities | 33.1% | 48.3% | 18.6% |
| Broadview Enviroservice Station | 28.9% | 56.1% | 15.1% |
| Various cultural facilities | 7.5% | 52.4% | 40.1% |
| Various Strathcona County transit services | 7.0% | 19.8% | 73.2% |

Overall, the majority of respondents made use of various indoor recreation facilities and various outdoor spaces throughout Strathcona County. Just over 85% of residents used the *Broadview Enviroservice Station* in 2018.

Services that were used less frequently by residents included various Strathcona County cultural facilities and transit.

The results pertaining to frequency of use found in 2018 were almost identical to last year's study.

In all but one service,⁶ the selected municipal services were used more frequently by those living in Sherwood Park than those living in rural parts of Strathcona County.

There were no significant differences in terms of age for the use of *indoor recreation facilities*. With respect to the other services:

- The use of *transit services* and the *various outdoor spaces* in Strathcona County decreases as the age of the resident increases;
- The use of the *Broadview Enviroservice Station* and the *various cultural facilities* in Strathcona County increases as the age of residents increases.

A summary of the percentage change between 2017 and 2018 for three of the Strathcona County municipal services measured in both years is shown in Table 3. The changes seen were as follows:

- *Various indoor recreation facilities*, where those who frequently used these decreased by 11.8% between 2017 and 2018, though this is countered by a 10.8% increase of those who sometimes made use of these. Taking both of these perspectives into account, between the two years, slightly more residents (1.0%) indicated that they were not making use of the facilities;
- *Broadview Enviroservice Station*, where those who sometimes used it increased by 9.5% between 2017 and 2018; and
- *Outdoor spaces in Strathcona County*, where those who frequently used these increased by 4.2% between 2017 and 2018, which came about primarily as a result of a drop in the percentage of residents who previously never made use of them.

Table 3
Ranking the use of selected Strathcona County municipal services
(Percentage Change between 2017 & 2018)

| | Frequently use it | Sometimes use it | Never used it |
|--------------------------------------|-------------------|------------------|---------------|
| | % | % | % |
| Various indoor recreation facilities | -11.8% | 10.8% | 1.0% |
| Broadview Enviroservice Station | -5.1% | 9.5% | -4.3% |
| Outdoor spaces in Strathcona County | 4.2% | 0.2% | -4.3% |

⁶ No relationship between urban and rural residents was seen for the use of the *various cultural facilities*.

E. Level of satisfaction for selected municipal services in Strathcona County

A series of questions pertaining to residents' level of satisfaction with Strathcona County municipal services is presented in Table 4.

Table 4
Level of satisfaction for selected Strathcona County municipal services

| | Very Satisfied | Satisfied | Slightly Satisfied | Slightly Dissatisfied | Dissatisfied | Very Dissatisfied |
|---|-----------------------|------------------|---------------------------|------------------------------|---------------------|--------------------------|
| Urban street maintenance the past summer | 26.6% | 46.8% | 13.0% | 6.6% | 4.6% | 2.4% |
| Rural street maintenance the past summer | 15.3% | 47.5% | 16.0% | 6.8% | 7.7% | 6.8% |
| Weed control the past spring and summer | 10.9% | 49.2% | 19.6% | 8.1% | 6.0% | 6.3% |
| Rural roadside mowing and brushing | 18.0% | 58.0% | 12.5% | 6.8% | 3.4% | 1.3% |
| Soil and crop management | 17.0% | 61.7% | 12.3% | 3.2% | 2.4% | 3.6% |
| Agriculture education and extension programs offered by Strathcona County | 13.3% | 52.3% | 19.9% | 5.8% | 4.6% | 4.1% |
| Wildlife and pest problems handled by Strathcona County | 11.4% | 52.0% | 16.7% | 8.1% | 5.7% | 6.1% |
| Various Strathcona County water services | 38.2% | 54.5% | 4.7% | 1.4% | 0.4% | 0.9% |
| Strathcona County sewage services | 40.3% | 54.5% | 2.8% | 0.6% | 0.9% | 0.9% |
| Strathcona County Green Routine | 21.8% | 30.6% | 14.7% | 10.4% | 11.0% | 11.6% |
| Broadview Enviroservice Station | 46.1% | 41.0% | 7.9% | 2.5% | 1.1% | 1.4% |
| Strathcona County outdoor spaces | 39.0% | 49.3% | 8.9% | 1.5% | 0.9% | 0.4% |
| Strathcona County indoor recreation facilities | 39.9% | 48.6% | 7.5% | 2.7% | 1.0% | 0.3% |
| Strathcona County cultural facilities | 14.6% | 45.9% | 35.7% | 2.8% | 0.7% | 0.4% |
| Strathcona County Transit Services | 20.2% | 46.8 | 13.8% | 5.5% | 11.0% | 2.8% |

Overall, residents were generally satisfied with the listed municipal services provided.⁷

Satisfaction with both *urban and rural road maintenance in the summer, water services, sewage services and the green routine, agriculture education and extension programs offered by Strathcona County, sewage services, various outdoor spaces and being informed about County services and activities* was higher among urban residents compared to rural ones.

The only item that was influenced by the age of the respondent occurred with the level of satisfaction with *The Green Routine*. Those who were 65 or older were more satisfied with *the Green Routine* than those aged 54 years or younger.

A summary of the percentage change between 2017 and 2018 for nine of the Strathcona County municipal services measured in both years is shown in Table 5. The three biggest changes between the two years occurred for the satisfaction with the Green Routine, water services and sewage services. In the case of the perception of water and sewage services, satisfaction with both from users of the services increased between 2017 and 2018. Overall satisfaction with the Green Routine, however, decreased sharply between 2017 and 2018.

Table 5
Level of satisfaction for selected Strathcona County municipal services
(Percentage Change between 2017 & 2018)

| | Satisfied | Dissatisfied |
|--|------------------|---------------------|
| Urban street maintenance the past summer | 2.4% | - 2.4% |
| Rural street maintenance the past summer | -0.1% | 0.1% |
| Various Strathcona County water services | 9.5% | -9.3% |
| Strathcona County sewage services | 7.2% | -7.2% |
| Strathcona County Green Routine | -20.0% | 20.0% |
| Strathcona County outdoor spaces | 3.2% | -3.2% |
| Strathcona County indoor recreation facilities | 2.2% | -2.2% |
| Strathcona County cultural facilities | 2.1% | -2.0% |
| Strathcona County Transit Services | -3.2% | 3.3% |

⁷ Please note that in this year's survey, people who did not use one or more of the following County services (water and sewage, the Green Routine, transit, or the various recreation options) did not provide a satisfaction rating for that service.

F. Assessment of County communication and information services

Residents were also asked about how the County communicates with its residents. The overall results are shown in Table 6. It can be seen that the majority of respondents are satisfied with the County website as a source of information (89.7% combined satisfaction scores). The combined satisfaction scores for the remaining two aspects of communication were lower: *being informed about County services and activities* had a combined score 89.2%., while having *opportunities to express opinions about municipal services and/or issues* was 81.2%.

Table 6
Level of satisfaction with Strathcona County information services

| | Very Satisfied | Satisfied | Slightly Satisfied | Slightly Dissatisfied | Dissatisfied | Very Dissatisfied |
|--|-----------------------|------------------|---------------------------|------------------------------|---------------------|--------------------------|
| Strathcona County website as a source of information | 18.2% | 54.4% | 17.1% | 6.5% | 2.4% | 1.5% |
| Being informed about County services and activities | 17.1% | 50.1% | 22.0% | 6.3% | 2.9% | 1.6% |
| Opportunities to express opinions about municipal services and/or issues | 14.6% | 47.8% | 18.8% | 9.1% | 6.4% | 3.3% |

When looking at these factors based on where residents live, there were no significant differences for one's satisfaction with the County website as a source of information, nor were there any differences with having *opportunities to express opinions about municipal services*. However, *being informed about County services and activities* was something that urban residents were satisfied with to a greater degree than from rural residents. This was confirmed through a chi-square analysis.

The age of the resident was not a factor for any of these aspects of communication.

A summary of the percentage change between 2017 and 2018 for the Strathcona County information services is shown in Table 7. There were no major changes were seen for any of these services.

Table 7
Level of satisfaction with Strathcona County information services
(Percentage Change between 2017 & 2018)

| | Satisfied | Dissatisfied |
|---|------------------|---------------------|
| Strathcona County website as a source of information | - 0.5% | 0.7% |
| Being informed about County services and activities | 6.1% | -6.1% |
| Opportunities to express options about municipal services | 2.2% | -2.2% |

G. Assessment of County communication and information services

Residents were asked to rank the different ways that the County provides information to its residents. Table 8 presents the ratings for each type of media source, on the basis of how each source was ranked by respondents from one to eight. Based on how this question was asked, every source would be a “first choice” for somebody.

For example, 29.3% of respondents picked the *social media* as their first choice, while 15.1% picked it as their eighth (or last choice). For *brochures or marketing materials*, the majority of residents picked this as either their fourth, fifth or sixth choice.

Table 8
Ranking of the ways that Strathcona County provides information to residents*

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|--------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Social media | 29.3% | 17.4% | 12.2% | 6.1% | 7.1% | 5.5% | 7.3% | 15.1% |
| Strathcona County website | 27.8% | 24.4% | 16.6% | 11.9% | 6.3% | 6.9% | 5.2% | 0.8% |
| The Sherwood Park News | 22.4% | 20.9% | 18.1% | 12.7% | 8.5% | 6.3% | 5.7% | 5.4% |
| Digital signs on facility TV screens | 16.2% | 18.7% | 21.5% | 14.3% | 9.8% | 8.9% | 5.6% | 5.0% |
| Utility bill inserts | 4.7% | 8.7% | 10.2% | 14.8% | 15.7% | 14.4% | 14.4% | 17.0% |
| SC Living/other newsletters | 2.1% | 5.2% | 10.9% | 11.2% | 15.2% | 20.3% | 20.3% | 14.8% |
| Brochures or marketing materials | 1.0% | 7.0% | 11.4% | 21.0% | 23.9% | 19.5% | 13.0% | 3.1% |
| Open houses / public meetings | 0.1% | 1.6% | 2.2% | 7.9% | 15.1% | 19.7% | 24.6% | 28.8% |

*Percentages in this table add up to 100 by rows.

Although residents all have various preferences as to where they will turn for information, it can be gleaned from Table 8 that the most popular sources were as follows:

- *Social media* was an option that was popular among residents as a first choice, with almost the same percentage preferring the *Strathcona County Website*. It can be seen from Table 8 that these two options, along with *The Sherwood Park News*, were the first choices among the majority of residents.
- *The Sherwood Park News* was the first or second choice for the majority of respondents, though there was a portion of the population who also looked favorably toward digital options. This was also the case in 2017.
- The three sources noted above were also favored by many residents as their second choice, along with *digital signs on facility TV screens*.
- It can be seen from Table 8 that *digital signs on facility TV screens* was the definitive third choice that rose from the various sources of information.
- *Brochures* were a possible fourth or fifth choice among residents.
- *SC Living/other newsletters* were most prominent as either a sixth or seventh choice among residents, compared to the other six options noted previously.

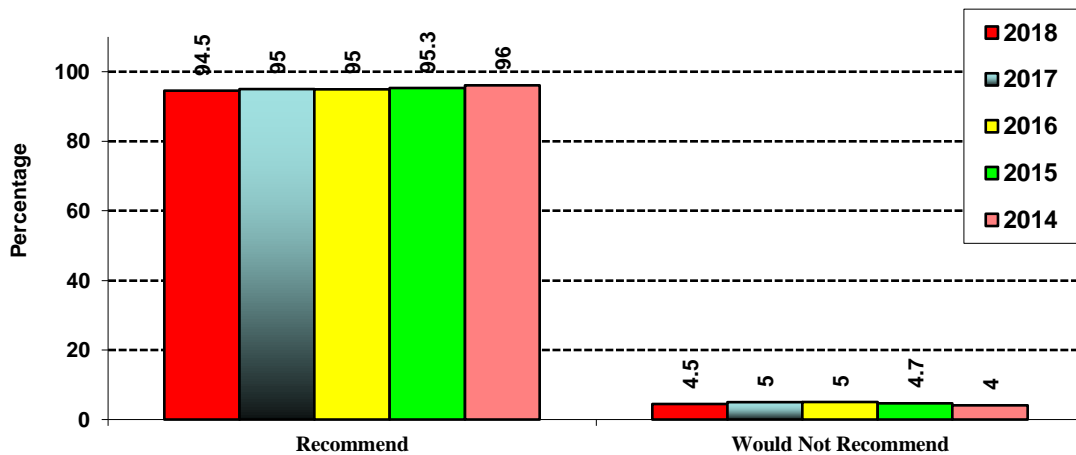
- *Open houses/public meetings* were something that most people would turn to after the other options had been exhausted, and as such were seen at the bottom of the list.

H. Strathcona County as a place to live

Almost all respondents (94.5%) would recommend Strathcona County to others as a place to live. From a geographic perspective, a higher percentage of urban residents (96.2%) felt this way compared to rural residents (88.6%).

Overall trending on this item from 2014 through 2018 for all County residents, regardless of where they lived is depicted in Figure 11. It can be seen that positive perceptions have not changed over the past five years.

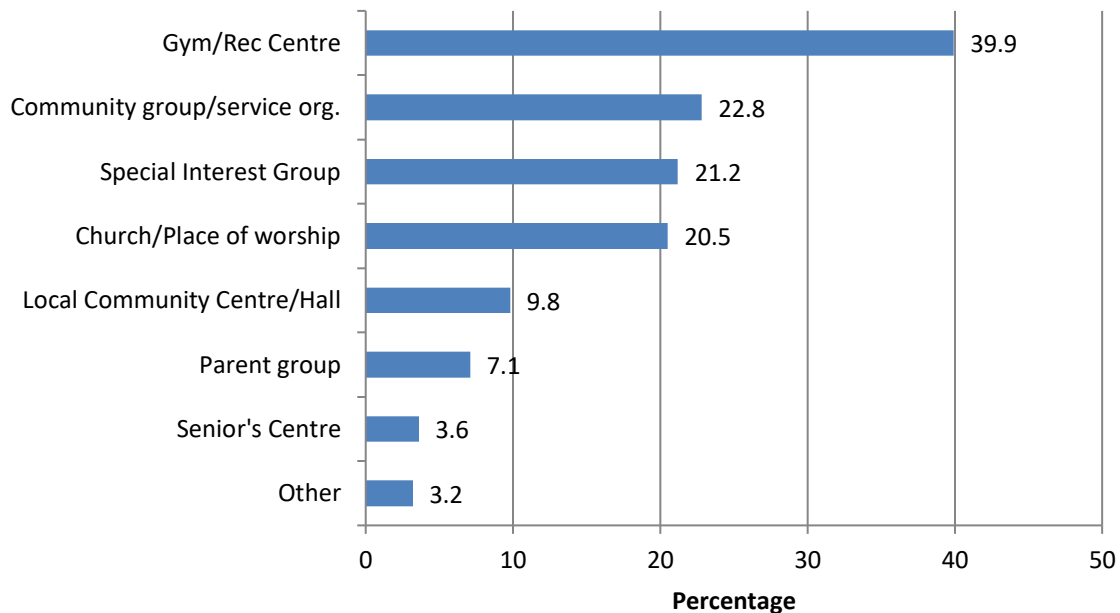
FIGURE 11
Recommendation of Strathcona County as a place to live
(2014-2018)



I. Volunteer participation trends

Respondents were given the opportunity to indicate the various groups or organizations in which they chose to be actively involved. The extent of one's involvement was left to an individual's discretion. It can be seen in Figure 12 that almost 40% got involved in their local gym or recreation center, while close to 23% were involved with a community group or service organization and just over 21% were involved with a special interest group. It can also be seen that 20.5% were involved with their local church, mosque, temple or other place of worship. Respondents could list their involvement in more than one type of organization or activity if they wished.

FIGURE 12
Type of Community Involvement in 2018



J. Open-ended questions

Respondents were asked to elaborate on how they felt about road and street maintenance, the Green Routine, the various recreation and cultural facilities and programming available to them and any other perceptions about Strathcona County.⁸

Road and street maintenance: Out of the 815 survey respondents, 325 provided feedback and comments. A breakdown of the broad topics for both the roads in Sherwood Park and Rural Strathcona included:

- Comments about specific roads in Sherwood Park (Wye Road, Baseline Road, various Range Roads and Township roads in rural Strathcona County)
- Many comments about construction delays on parts of Wye Road as well as on other roads throughout
- Complaints about traffic calming methods (e.g. roundabouts)
- Complaints about potholes on roads in both Sherwood Park and rural roads
- Various positive comments about the work Strathcona County does on its roads on behalf of the residents

The Green Routine: Out of the 815 survey respondents, 428 provided feedback and comments. Many of the comments centered on:

- Major concerns about the discontinuance of plastic collection
- In a related matter, many residents have expressed fears of too much going into the landfill
- Some concerns raised about the smell of waste between pickups during the summer – this was less of a problem in the winter months
- Despite the negative views, there were also various positive comments about the work Strathcona County does with waste and recycling management on behalf of the residents

Indoor recreation facilities, outdoor spaces/facilities and cultural facilities: Out of the 815 survey respondents, 311 provided feedback and comments. A breakdown of the broad topics is below:

- Many positive comments about the work Strathcona County does with their recreation facilities on behalf of the residents
- Many residents like the dog park and wish there was another one.
- Others felt that more recreation facilities are required to meet the demands of the growing population
- Some concerns raised that the costs for using the various facilities were becoming prohibitive for some people, such as seniors

⁸ A more detailed summary of each of the open-ended questions is available upon request.

Respondents were also given the opportunity to provide other comments or concerns about Strathcona County: Out of the 815 survey respondents, 151 provided feedback and comments: Highlights include:

- Considerations should be made for more affordable housing in the community
- Many residents used the space to provide positive comments about the work done by the County on behalf of the residents
- Some concerns were raised about the wildlife management in the County
- Some concerns were also raised about the County's transit system, including safety concerns and increased bussing to Edmonton on the weekends as examples raised
- Some concerns were also raised about the County website not being intuitive and being difficult to navigate

APPENDIX A: QUESTIONS ASKED IN THE PUBLIC SURVEY

Strathcona County 2018 online public survey

This survey asks for your opinions about what you like and don't like about living in Strathcona County. The County will use these results to evaluate its services and help make the best use of resources.

Where do you live? In Sherwood Park Elsewhere in Strathcona County
 I do not live in Strathcona County

A. About the community as a whole:

1. A welcoming community can be defined as one where all citizens have equal opportunities to participate in all aspects of community life regardless of socio-economic status, age, gender, ethnicity, religion, language, politics, marital status or sexual orientation. Given this definition. To what extent do you feel that Strathcona County is a welcoming community?
 - Not at all welcoming
 - Slightly welcoming
 - Somewhat welcoming
 - Moderately welcoming
 - Extremely welcoming

Please rate the quality of the following aspects of living in Strathcona County

| | Very | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Rating Strathcona County: | Poor | Fair | Good | Good | Excellent |
| 2. As a place to raise children? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. As a place to retire? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. As a safe community in which to live? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <i>If fair or poor, ask "Why do you feel this way? (Open-ended) _____</i> | | | | | |
| 5. For value received in municipal services for your municipal tax dollar? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. Overall as a place to live? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | 0 | 1-5 | 6-10 | 11-20 | 20+ |
| | Adults | Adults | Adults | Adults | Adults |
| 7. How many adults in your neighbourhood do you know by name? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | Never | Rarely | Sometimes | Often | Always |
| 8. To what extent can you ask for help from your neighbours? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

9. How satisfied were you with the urban street maintenance this past summer (potholes filled, streets in good repair)?

- Very dissatisfied
- Dissatisfied
- Slightly dissatisfied
- Slightly satisfied
- Satisfied
- Very satisfied
- Don't know

10. Please use the space below to indicate how Strathcona County could improve its urban road and street maintenance

11. How satisfied were you with the rural street maintenance this past summer (potholes filled, grading, dust control)?

- Very dissatisfied
- Dissatisfied
- Slightly dissatisfied
- Slightly satisfied
- Satisfied
- Very satisfied
- Don't know

12. Please use the space below to indicate how Strathcona County could improve its rural road and street maintenance

13. How satisfied were you with the weed control completed throughout Strathcona County this past spring and summer?

- Very dissatisfied
- Dissatisfied
- Slightly dissatisfied
- Slightly satisfied
- Satisfied
- Very satisfied

Don't know

14. How satisfied were you with the rural roadside mowing and brushing completed in the spring and summer by Strathcona County?

Very dissatisfied

Dissatisfied

Slightly dissatisfied

Slightly satisfied

Satisfied

Very satisfied

Don't know

15. How satisfied are you with the soil and crop management completed by Strathcona County?

Very dissatisfied

Dissatisfied

Slightly dissatisfied

Slightly satisfied

Satisfied

Very satisfied

Don't know

16. How satisfied are you with the agriculture education and extension programs offered by Strathcona County?

Very dissatisfied

Dissatisfied

Slightly dissatisfied

Slightly satisfied

Satisfied

Very satisfied

Don't know

17. How satisfied are you with how wildlife and pest problems are handled by Strathcona County?
- Very dissatisfied
 - Dissatisfied
 - Slightly dissatisfied
 - Slightly satisfied
 - Satisfied
 - Very satisfied
 - Don't know
18. Do you receive water services (e.g. drinking water, water for showers, hoses, etc.) provided by Strathcona County?
- yes No (*skip to Q 21*)
19. How satisfied are you with the various water services provided by Strathcona County?
- Very dissatisfied
 - Dissatisfied
 - Slightly dissatisfied
 - Slightly satisfied
 - Satisfied
 - Very satisfied
 - Don't know
20. How satisfied are you with the sewage services (e.g. removal of liquid waste, toilet flushing, etc.) provided by Strathcona County?
- Very dissatisfied
 - Dissatisfied
 - Slightly dissatisfied
 - Slightly satisfied
 - Satisfied
 - Very satisfied
 - Don't know
21. Do you get your waste and recycling material collected by Strathcona County?
- yes No (*skip to Q 24*)

22. How satisfied are you with the Green Routine, which includes the collection of waste and recycling materials?

- Very dissatisfied
- Dissatisfied
- Slightly dissatisfied
- Slightly satisfied
- Satisfied
- Very satisfied
- Don't know

23. Please use the space below for any comments you have about the Green Routine.

24. To what extent do you make use of the Broadview Enviroservice Station?

- Never use it (*skip to Q 26*) Sometimes use it Frequently use it

25. How satisfied are you with the Broadview Enviroservice Station?

- Very dissatisfied
- Dissatisfied
- Slightly dissatisfied
- Slightly satisfied
- Satisfied
- Very satisfied
- Don't know

26. To what extent do you make use of the various outdoor spaces in Strathcona County, such as parks trails, playgrounds and sports fields?

- Never use them (*skip to Q 28*) Sometimes use them Frequently use them

27. How satisfied are you with the various outdoor spaces in Strathcona County?
- Very dissatisfied
 - Dissatisfied
 - Slightly dissatisfied
 - Slightly satisfied
 - Satisfied
 - Very satisfied
 - Don't know
28. To what extent do you make use of the various indoor recreation facilities in Strathcona County, such as pools and arenas?
- Never use them (*skip to Q 30*) Sometimes use them Frequently use them
29. How satisfied are you with the various indoor recreation facilities in Strathcona County?
- Very dissatisfied
 - Dissatisfied
 - Slightly dissatisfied
 - Slightly satisfied
 - Satisfied
 - Very satisfied
 - Don't know
30. To what extent do you make use of the different cultural facilities in Strathcona County, such as Festival Place, Gallery@501, Smeltzer House and the Clay Hut?
- Never use them (*skip to Q 32*) Sometimes use them Frequently use them
31. How satisfied are you with the various cultural facilities in Strathcona County?
- Very dissatisfied
 - Dissatisfied
 - Slightly dissatisfied
 - Slightly satisfied
 - Satisfied
 - Very satisfied
 - Don't know

32. Please use the space below for comments you have about the different indoor, outdoor recreation and cultural facilities in Strathcona County:

33. To what extent do you make use of the various transit services provided by Strathcona County?
 Never use them (*skip to Q 35*) Sometimes use them Frequently use them

34. How satisfied are you with the various transit services provided by Strathcona County?

- Very dissatisfied
- Dissatisfied
- Slightly dissatisfied
- Slightly satisfied
- Satisfied
- Very satisfied
- Don't know

35. Do you ever visit the Strathcona County website?

- yes No (*skip to Q 37*)

36. How satisfied are you with the Strathcona County website as a source of information?

- Very dissatisfied
- Dissatisfied
- Slightly dissatisfied
- Slightly satisfied
- Satisfied
- Very satisfied
- Don't know

37. How satisfied are you with opportunities to express opinions about municipal services or municipal issues in Strathcona County?

- Very dissatisfied
- Dissatisfied
- Slightly dissatisfied
- Slightly satisfied
- Satisfied
- Very satisfied
- Don't know

38. How satisfied are you with being informed about County services and activities provided by Strathcona County?

- Very dissatisfied
- Dissatisfied
- Slightly dissatisfied
- Slightly satisfied
- Satisfied
- Very satisfied
- Don't know

39. Strathcona County provides information to its residents in a variety of ways. Please rank these from 1 to 8, where 1 represents your first choice to go for information and 8 is your lowest choice. Only one rank per item (ties are not allowed).

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Digital signs (in County facilities) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The Sherwood Park News | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Brochures or marketing materials | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Utility bill inserts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Open houses or public meetings | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Strathcona County website | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Social media <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Strathcona County Living/other | | | | | | | | |
| Newsletters | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

40. Please use the space below to suggest additional ways from those listed above that Strathcona County might use to get information on the County to you.

41. Please note any additional comments and feedback about Strathcona County in the box below:

42. Please indicate which of the following you are actively involved in (choose all that apply)

- Local church/mosque/temple or other places of worship
- Local community centre /community hall
- Community group or service organization
- Special interest group (e.g. women's group, club, etc.)
- Parents' group
- Local gym or recreation centre
- Senior's centre
- Other – please indicate _____

E. Household Demographics (For Survey Gizmo)

43. Do you: Own your dwelling Rent your dwelling
44. Are there any children under 18 living in your household? Yes No
45. Your age group: **Same categories as SCOOP**
46. Strathcona County distributes a free e-newsletter that lets residents know about upcoming public engagement opportunities. Would you be interested in receiving this newsletter?
- Yes -- please click on the link here to sign up No
47. Would you be interested in joining SCOOP?
- Yes -- please click on the link here to sign up No

Thank you for your help in completing this survey.