Public engagement readiness during COVID-19

Overall, 537 SCOOP members participated in the survey. If this were a random survey, the results would be accurate to within accurate to within ± 4.2%, 19 times out of 20.

1. Should Strathcona County engage its public on projects/initiatives <u>not related</u> to the current public health crisis at this time?

   - **84.5%** - Yes, we need to keep having conversations about the things that impact our County for the future.

   - **11.2%** - Not yet, focusing on the COVID-19 pandemic is more important

   - **4.3%** - I'm not sure

2. How interested would you be in participating in online (digital) face-to-face discussions on different topic areas important to Strathcona County residents? (With an understanding that participation would depend on the subject area)

   - **18.5%** - Very interested

   - **40.3%** -Somewhat interested

   - **32.0%** - Not interested

   - **9.2%** - I'm not sure

   By location:
   Based on where the resident lived, a further analysis found that 19.3% of Sherwood Park residents were very interested and 39.6% were somewhat interested in this, with 7.8% of them were not sure. 33.3% were not interested.

   Among rural residents, 17.3% were very interested and 43.6% were somewhat interested in this, while 12.8% of them were not sure. 26.3% were not interested.

   By Age Group:
   Based on one's age, a further analysis found that <u>among those aged 15-34</u>, 13.2% were very interested and 41.5% were somewhat interested. 11.3% of them were not sure. 33.3% were not interested.

   <u>Among those aged 35-64</u>, 18.3% were very interested and 40.2% were somewhat interested. 8.3% of them were not sure. 33.1% were not interested.

   <u>Among those aged 65 or older</u>, 20.6% were very interested and 40.4% were somewhat interested. 11.0% of them were not sure. 27.9% were not interested.

3. What challenges do you think might exist if the County decides to focus on digital public engagement during this period of social distancing?

314 out of the 537 people had comments.

By far, the most frequently mentioned theme focused on privacy concerns, such as preserving one's anonymity during a video-based discussion. Other comments frequently mentioned include:

- Those who wondered whether people who were less technologically inclined might either be too intimidated to participate or just didn't feel comfortable with the process.

- There may also be those who do not have access to the software that would be used in such discussions, or whether the software would be compatible with the computer platform the resident was using.

- The speed of one's internet could be a factor that might inhibit participation.

- Other potential stumbling blocks could include having time to participate, the lack of a good moderator to control participants who were disruptive or managing larger groups in general.