

# 2019 Public Satisfaction Survey



## EXECUTIVE SUMMARY

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Communications

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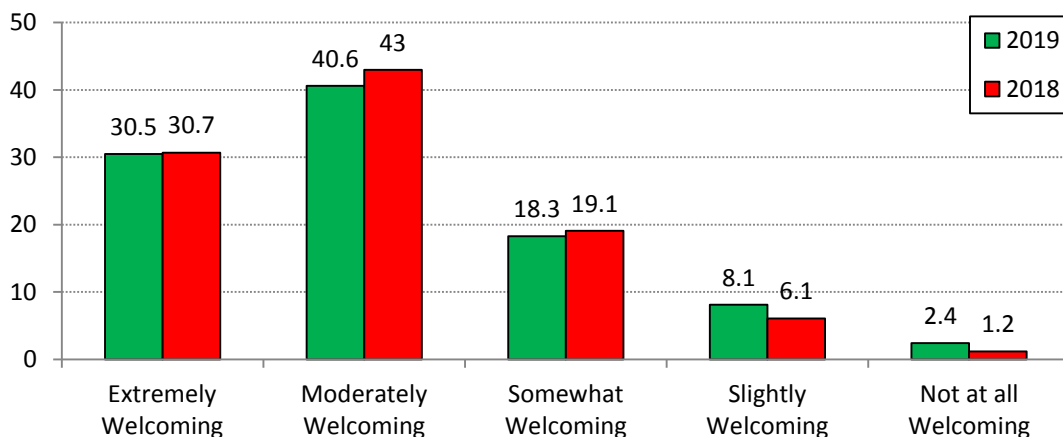
The 2019 public opinion survey on services and life in Strathcona County was undertaken in December 2019 to obtain perceptions on the quality of life of residents living in Sherwood Park and rural parts of Strathcona County.

Variations of this survey have been done annually since 1998. Overall, the following information was extracted from the 2019 data:

1. Residents of Strathcona County continue to have very positive perceptions of the quality of life for them and for their families; 87.5% would recommend Strathcona County as a place to live. With respect to 13 other broad aspects of life in Strathcona County that were measured, *a place to raise children* was rated highest overall (92.5% rated very good or good), followed by *a safe community to live or visit* (88.1% rated very good or good) and *providing facilities and services to residents* (79.1% rated very good or good). *Value received in municipal services for the tax dollar* had a 68.4% combined very good or good rating. Perceptions of the County as a strong community *that supports the diverse needs of residents* received a 67% combined very good or good rating.
2. In terms of perceived value of services for the tax dollars paid, the perception that one is getting *good* or *very good* value for the tax dollars was higher among urban residents (72.1%) compared to those living in rural parts of the County (52.5%).
3. On the flip side, the perception that one is getting *poor* or *very poor* value for the tax dollars was considerably higher among rural residents (29%) compared to those living in the urban setting (8.2%).
4. With respect to perceptions associated with the County's infrastructure, 72.6% felt that the County was doing a very good or good job of *maintaining the current infrastructure*, though perceptions dropped to 56.1% (those rating this as very good or good) for *planning for future infrastructure*.

5. With respect to perceptions associated supporting the local economy, 63.7% gave a combined very good/good rating for the County *having a business friendly environment*. Overall, 66.1% gave a combined very good/good rating *for building partnerships within the region, community and other levels of government*.
6. Other items measured for the first time in 2019 include *providing opportunities for public engagement and communication* (70.8% rated very good or good), *continually improving the way we operate as a community* (64.1% rated very good or good) and *protecting and preserving the natural environment* (61.4% rated very good or good).
7. Residents were asked about the extent to which they perceived Strathcona County to be a welcoming community, a question that was also asked in the previous year. It can be seen from Figure A that the majority of people in both 2019 and 2018 felt that the County was either extremely welcoming or moderately welcoming.

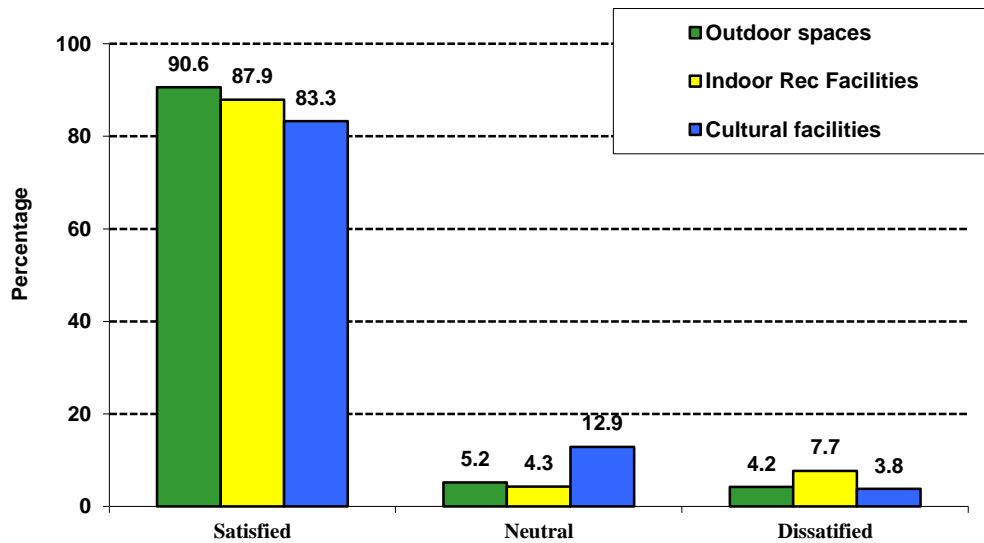
**FIGURE A**  
**Strathcona County as a welcoming community**



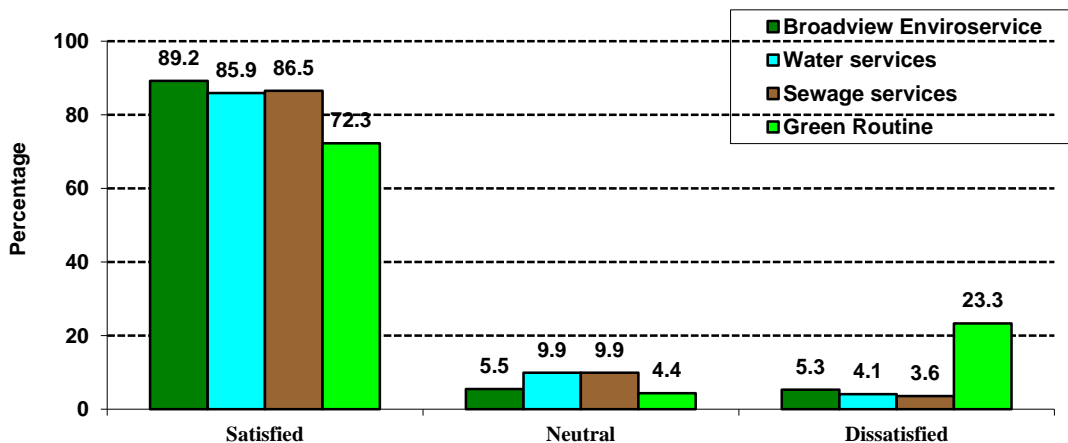
8. The positive views that people had of living in the County as a whole extended to the overall satisfaction levels for 15 specific services offered by County staff. The **overall results** (regardless of where people lived) are shown in Figures B through E which compares the combined satisfaction levels with combined dissatisfaction levels. Services that

residents rated particularly high included *recreation spaces and facilities* (Figure B) and *water and waste services* (Figure C). Roadwork services received lower, but still positive ratings (Figure D), while agriculture related services received mid-satisfaction ratings (Figure E). Additional details of these ratings can be found in the main body of the report.

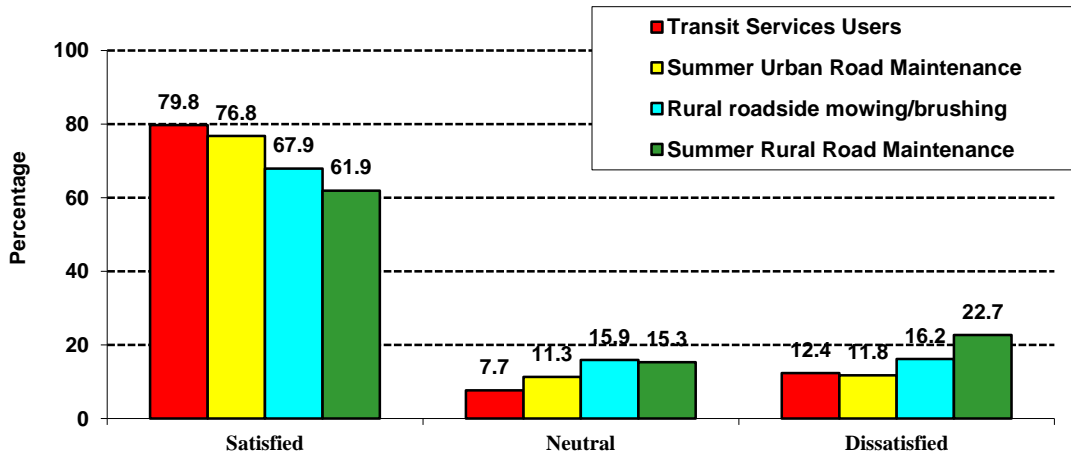
**FIGURE B**  
**Overall ratings of different County services – recreation spaces and facilities**



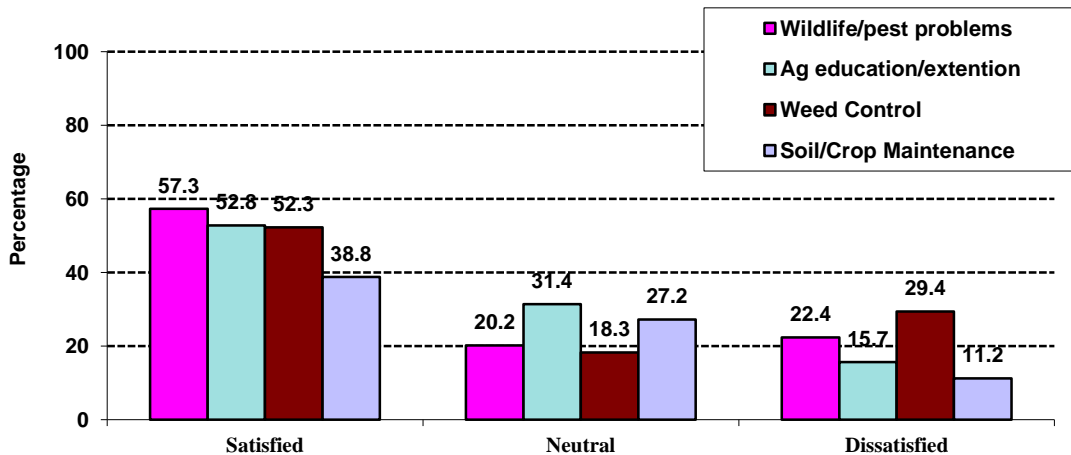
**FIGURE C**  
**Overall ratings of different County services – waste and water services**



**FIGURE D**  
**Overall Ratings of Different County Services – Roadwork and Transit Services**



**FIGURE E**  
**Overall ratings of different County services – various agricultural-related services**



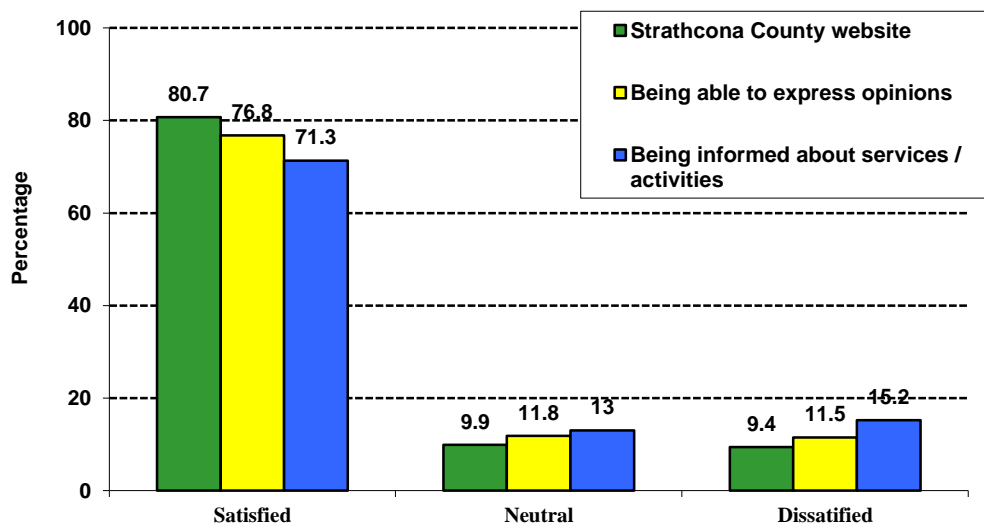
9. A summary of the percentage change between 2018 and 2019 for the Strathcona County municipal services is shown in Table 1. The three biggest changes between the two years occurred for the satisfaction with weed control, the Green Routine and transit services.

**Table 1**  
**Percentage Change between 2018 & 2019 for level of satisfaction**  
**of various Strathcona County municipal services**

	<b>Satisfied</b>	<b>Dissatisfied</b>
Urban street maintenance the past summer	1.0%	-2.2%
Rural street maintenance the past summer	-1.4%	1.2%
Weed control	-8.6%	8.4%
Rural roadside mowing and brushing	-4.1%	4.2%
Soil and crop management	-1.8%	1.5%
Agriculture education and extension programs	-0.5%	0.5%
Wildlife and pest problems handled by Strathcona County	-2.4%	2.5%
Various Strathcona County water services	-1.7%	1.6%
Strathcona County sewage services	-1.4%	1.4%
Strathcona County Green Routine	9.7%	-9.8%
Broadview Enviroservice Station	-0.3%	0.1%
Strathcona County outdoor spaces	-1.4%	1.4%
Strathcona County indoor recreation facilities	-3.4%	3.5%
Strathcona County cultural facilities	0.1%	-0.2%
Strathcona County transit services	6.0%	-6.2%

10. Residents were asked to indicate their level of satisfaction with how the County communicates with its residents. As seen in Figure F, all three services had positive ratings.

**FIGURE F**  
**Overall ratings of Strathcona County information services**



11. In terms of ranking different ways that Strathcona County provides information, the *Strathcona County website* was an option that was popular among residents as a first or second choice followed by *social media* as the first choice of residents. Next, *The Sherwood Park News editorial* was popular, followed closely by *The Sherwood Park News (County advertisements)*. *Digital signs at County facilities* were in the next tier, followed closely by *E-newsletters* and *utility bill inserts*. Finally, *brochures* and *open houses/public meetings* were things that most people would turn to after the other options had been exhausted.
12. In terms of community involvement as volunteers, County residents participate in a variety of settings. The overall findings are shown in Figure G below.

**FIGURE G**  
**Type of Community Involvement in 2019**

