



**STRATHCONA
COUNTY**

2019 SCOOP First Anniversary Survey



Research Results

Report Prepared by Phil Kreisel, Ph.D.
Communications

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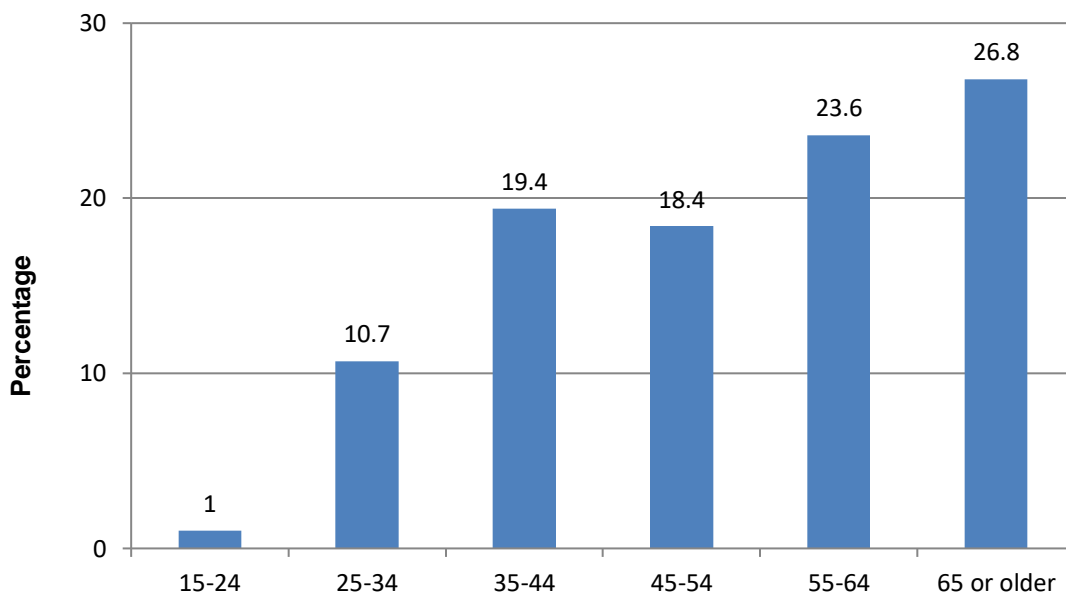
I. INTRODUCTION AND PURPOSE OF THE STUDY

In September 2019, Strathcona County conducted an online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. This project asked users of SCOOP a series of questions about the panel itself.

The sample frame used in this study consisted of 315 people who had previously signed up to be part of SCOOP, Strathcona County’s online opinion panel. Overall, 77.1% of the participants lived in the urban area, 17.6% came from rural parts of Strathcona County, and the remaining 5.4% worked in Strathcona County but did not live there.

As seen in Figure 1, the majority of respondents who participated in the survey are over the age of 44, with 38.5% of the participants between the age of 25 and 44. Only a very small percentage of participants were under 25. Overall, 61% of participants were female while 34.9% were male. The remainder either chose not to answer or preferred to self-identify

FIGURE 1
Age of Respondents



The sample frame provided overall results¹ accurate to within $\pm 5.5\%$, 19 times out of 20. The data was gathered via the online SCOOP platform in mid-September 2019.

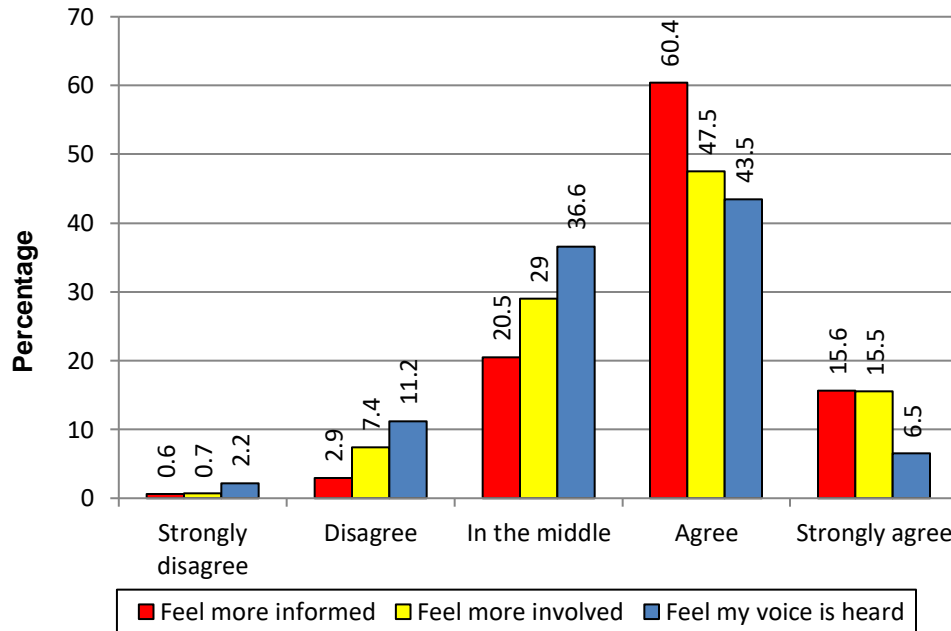
II. 2019 SURVEY RESULTS

The majority of respondents (72.1%) have been part of the panelist group for 9 months or longer. The remainder:

- Between 6 to less than 9 months – 18.1%
- Between 3 to less than 6 months – 8.3%
- Less than 3 months – 1.8%

Figure 2 presents a comparison of how people felt about whether they felt more informed, involved and that their voice was heard though being part of SCOOP

FIGURE 2
Though SCOOP, I feel...

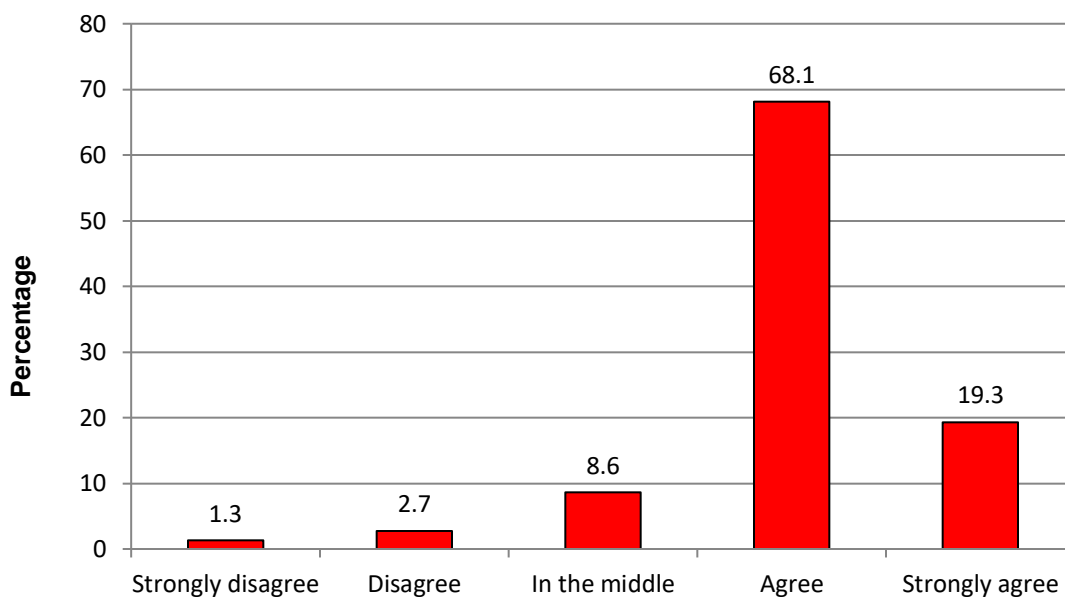


¹ The $\pm 5.5\%$ is the *margin of error* associated with this study and refers to the potential percentage spread that exists within answers to particular questions. This means that an answer could be up to 5.5% higher or lower than what is reported. Please note, however, that the data was gathered though an online survey and no controls were undertaken to make this a random sample.

It can be seen from Figure 2 that the majority of respondents agree that they feel more informed by being part of SCOOP. This was higher than those who felt more involved and felt that their voice was being heard (even though the majority did agree with all three of these viewpoints).

Figure 3 shows the results for the question “I feel the topics covered in SCOOP surveys are important for the community.” It can be seen that a strong majority agreed with this.

FIGURE 3
Are topics covered through SCOOP surveys important to the community?



The last question on the survey asked respondents to provide feedback about their feelings about SCOOP so far and to indicate any suggestions or improvements about SCOOP in the future. Many of the SCOOP respondents had positive things to say about the options to provide feedback on a variety of issues. There were, however, some members who were perplexed by technical glitches or not being about to see results from the surveys they have

completed. The various comments that were made and are noted on the next few pages.

Positive comments

- Works well. Creates a stronger sense of community engagement
- Working great. Broad range of topics.
- Undecided, but appreciate the opportunity to give input
- Topics can be interesting. Things I didn't know the County was providing. I like the surveys.
- The topics are of value and timely in nature to the community
- The surveys are short enough and easy to do when I have time. I find out about things in our community through this so I like that too.
- The surveys are easy to understand and complete. Perspectives from the rural community should be considered when providing options to select our answers.
- The survey questions seem to be extremely general and I wonder how useful is the information you gain.
- The survey questions are posed in such a way that it predetermines the outcome the county wants.
- The answers r already arranged so u don't get a chance to say how u personally feel
- Thank you!
- SCOOP is covering lots of topics/issues so far and being able to opt-out of the survey portion is a benefit if that portion does not affect you or concern you. Great so far.
- really good not too many and not too long
- Overall it works very well. The best survey tool I've used as it is very user friendly with the email notification and auto links. Please don't change that. The questions are relevant and important to our community.
- OK. getting to put my 2 cents in.
- None. I'm a male 72 years old so that should help. Well done
- No issues
- No idea at this time
- Most of the subject are not something we are familiar with I am 82 live on a acreage.
- More informed about what is going on in the county from a young family perspective.
- Love that you ask!

- Like to see what Strathcona county is focusing on.
- Like to feel that I can make a difference by participating.
- Keep up the great work. You are covering a lot of important topics!
- Keep it up. Expand the types of issues and topics. Use the info to provide feedback to council on important issues
- just great news
- It's working pretty well, but sometimes I think that the info I provide should help it narrow down what surveys would be applicable to me better.
- It's pretty easy and simple. I don't feel like it's a tax on my time since it is usually only a few questions at a time. Once signed up, I think people are more willing to participate in small, frequent surveys than few, large surveys that take 20 minutes they are just less daunting.
- It's going well, nice to feel like resident's input is being sourced.
- It's fine. Good idea to get feedback as long as it isn't costing too much and as long as the info is actually considered.
- It's been great. I love getting the surveys and find them interesting to fill out.
- It seems to be working just fine for me.
- It makes me more aware of some things I feel. I don't know how these surveys affect any decision making within the County.
- It makes me feel good to voice my opinions on SCOOP topics that are applicable to me.
- It keeps me up to date on things that are happening around Sherwood Park.
- It is working great for me.
- It is great to be able to provide some feedback, even if it is minimal...
- It is an alternate way to communicate because it asks questions that forces me to think about the issues. Doing the survey today is a good example of the value of such questions.
- It has been good. I feel I have input to issues in the County.
- It has been a basis of discussion with my neighbors and friends.
- It gives me an idea of what the county is trying to do.
- I appreciate the surveys are short. This could be a means for the police department to be involved as well.
- I appreciate the opportunity to respond to survey questions on a variety of issues. At times the response options are inadequate or too restrictive. Traffic and by laws, the expansion of Sherwood Park are issues affecting us yet there are few, if any, surveys on those issues. Specific programs impacting single parents, recreation events and gardens are of little consequence to many.

- I appreciate that SCOOP is an opportunity for residents to have input on municipal issues. I also feel the next step in the evolution of SCOOP would be to be included in focus groups whether on-line or in real time.
- I appreciate seeing feedback in Sherwood Park news
- I appreciate being asked if I would like to answer questions on a certain topic instead of just getting questions about a subject/issue which is not relevant to my situation
- I am a senior and involved in community gardening, last survey I completed showed you were interested in that feedback. And I like the range of subjects, like events which will be in Sherwood Park.
- Great thanks
- It is going well; there was cake to celebrate the one year but it was during the day on a Wednesday and many people have to work
- Great panel and topics. Thank you SCOOP for all your hard work.
- great info and hopefully our answers help with planning
- Good just the way it is. I feel above three questions didn't make sense.
- Gives me the choice of answering a survey. If not appropriate, I can choose to not answer it.
- gives me input on current issues
- Getting the pulse of the community it important to making decisions for that community. Thanks for doing this. I'm happy to offer my opinions to the collective :)
- General awareness of what county systems are being reviewed
- feel that we are more informed and if not can find out about items on website if wish to know more about
- Easy to use.
- Easy to use, not to frequent and not too long. Kudos! Convenient, quick, and not obtrusive.
- I think it is an excellent way to engage the community and gather public consultation data.
- Is any easy way to give input
- I really enjoy it! Great idea for community outreach!
- I like to give feedback on issues in my community and I feel SCOOP is a great tool for that
- I like the surveys are short and to the point. Well done.
- I like the format. Easy to use; doesn't consume an inordinate amount of time to contribute.

- I really like it! It's convenient to get links to them emailed to me and only have to fill in the general demographic questions just one time. I find the surveys kind of fun; they're like a sneak preview of what changes and improvements are being considered. I find the surveys are the right length to make me think without tedious to finish. Even for the longer surveys, I like how I can save my progress and come back later. I notice the surveys on traffic calming and traffic in general (I think there have been 1 or 2?) are only multiple choice with no text boxes for participants to enter their thoughts ;) I assume that's because historically, most of the responses could be summarized as ranting?
- I like seeing the results of the surveys I like having a place to voice my point of view.
- I haven't done many, I'm just too busy. But I like the idea and will try to do more going forward.
- I like being able to speak about specific topics that affect me like splash parks and public transit
- I know what is going on and I can think about my involvement in the community.
- I like getting regular updates and it highlights information that may be missed in the local paper
- I like doing the surveys. The format is simple to use and functional. I find that I feel better informed, but I'm unsure how the surveys extend beyond information, what is done with that information.
- I have had comments included in summaries, so I guess it's working as it should
- Scoop makes it easy to be updated on what's happening in the County and also to express an opinion.
- I feel that it is working well. Keep up the good work

Technical Glitches

- Sometimes the surveys don't make sense (e.g. options don't quite match the question given) and should be proofread and tested before sent out (the amount of times there's been a "whoops we messed up!" email is far too many).
- Some questionnaires aren't applicable to me because I only work in Strathcona County (I don't live here). In addition, there was a couple surveys that I couldn't answer even though they were applicable to me because of specific questions about where I live (and there wasn't an answer that I could give that would be applicable), so I couldn't move past that point in the questionnaire. One of these was specifically the winter road questions, so I would've liked to answer them.
- Only hitch has been the messed up links. It gets fixed quickly.

- Overall, okay. It's a good tool to keep people informed of what's happening in the County, more so for people who aren't engaged with events or services. Probably it's growing pains, but there have been a lot of computer glitches in the spring/summer. It's frustrating to get numerous SCOOP emails only to find the links didn't work. Finally, when SCOOP started, we did a personal profile which was to tailor SCOOP surveys which would be of interest to the participant. I'm finding that's not happening.
- It is frustrating when links don't work, and half an hour later a new email is sent with a new link. You lose respondents.
- I like giving feedback but when we get one email, we get multiple. We for 3 alone this week I like that some questions are worded to educate you and not just answer a question!
- I like doing the surveys - thanks for the opportunity.
- They don't take too much time. Hope you've been able to fix the issue where surveys were coming out as unavailable to open - that was kind of annoying. Perhaps give us a way to see what other responses were

Additional questions to consider

- Scoop celebrations with cake should be after 4pm so normal working people can go to it. I didn't like the celebration was in the morning when a normal working person couldn't go.
- You put too much emphasis in the community garden and families with children. I do not recall about trails, protecting more the environment. Also, you do not seem to have insights about middle age people and seniors that do not have kids. Nothing is being said about farmers.
- Well, you did ask!!!! First: I think that the majority of questions are aimed at the residents of Sherwood Park and seldom is there anything that is about rural living so . . . I would like to see that more issues addressing rural residents be asked. Second: REAL issues (as opposed to fluff and nonsense) are not addressed - things like the Bremner expansion of Sherwood Park on prime agricultural soils (one day we won't be able to feed the population of the earth because stupid decisions like this and Mills Haven were made and covered prime soils with concrete and can never be recovered - or the environment - although I doubt that the County could do much about that one but how we feel about it might be interesting to find out and perhaps there are things that could be done - or transportation for rural residents - or aging in place in rural Strathcona - and the list goes on. Third: you ask us to help broaden the demographics of the survey recipients - perhaps more thought provoking, intense, requiring time to reflect and research probably good answers would be in order. Forth: Perhaps connecting with people from each area (subdivision, community hall area, etc.) for in person discussions would be a MUCH better way to hear and see what residents are excited about. I think that is enough for this moment, but I want to leave you with one thought. There was a time in our not too distant past where members of the community actually gathered together to improve

something. That is not even possible these days in this county because YOU don't allow it. You have taken over so many of the community initiatives formed years ago and run them through various departments. You make soooooo many rules about what people can and can't do on their property or within their community you exhaust people with the regs before they can even begin. So . . . if you think you have an apathetic citizenship, take a look in the mirror and know that over the past 30 or 40 years you have made it so.

- Seems like nothing is getting accomplished. More follow up on what happens after a survey is done
- Often the surveys are very long.
- Often the response options seem skewed towards a desired outcome... for example, 3 positive response options, 1 neutral and 1 negative, or questions are worded to steer respondents towards a certain side of the issue
- not sure what the value of this is other than the County's ability to say they reached out and involved the residents. Typically the die has been cast long before the input is requested.
- Post actions taken or lack of actions taken by the County on issues covered in SCOOP.
- Too many surveys, many do not apply to me.
- These surveys really are done after the fact, for example traffic calming was done before the surveys. How is that being more involved or having your voice heard. I am wondering what is being done with all this data from these surveys? Is it sitting on someone's desk? If it is being used, then how? Is the data helpful to anyone? You need to be more transparent with what is happening with all the data.
- It would be nice to have an area where all comments can be viewed. Even a discussion on-line chat would be nice.
- It would be nice to be notified of how the information we share is impacting the decisions of the County. I know they are gathering information from SCOOP, but I don't really know who is listening to our input or how it is being used. Are there any examples of SCOOP influencing policy and/or decision making?
- Reporting back on what we heard and resulting actions needs to have a much larger presence.
- In my opinion the County is one entity. It seems to me that some of the surveys focus on the needs and wants of Sherwood Park instead of looking at the whole County.
- I'm hoping that the CLAC and or the seniors advisory committee have provided input to SCOOP, and that all three entities are working together to achieve the same goal. three cooks in the kitchen could be overwhelming and things may not be addressed properly, worse still - lost in the shuffle.

- I wonder how the data is being used and who uses it. Do the opinion expressed actually guide decisions?
- I think that SCOOP should also get feedback on major issues or projects going on in the County. How about a survey on the satisfaction of 'traffic calming' or how residents feel about Bremner? It may be nice to get feedback on whether we liked the July 1st or New Year's Eve celebrations, but these are fluffy questions that aren't likely to create any real debate on serious issues in the County. For example, I get the feeling that many residents are not fully supportive of the decision on Bremner, but I have never seen any sort of survey asking residents how they feel about it. So is SCOOP quietly prohibited (from the Administration or Council) from asking about contentious issues?
- I only contributed to a few surveys but didn't know what the outcome is. I only look when an email is sent.
- I like the platform and topics. It would be nice to always include a commentary box with each survey.
- I honestly haven't seen many topics discussed so haven't formed any opinion so far
- I have not seen any real improvements in the county from taxpayer's input! Is this a program of smoke and mirrors?
- I get too many emails from them. I haven't seen anything that has come back that says because of the scoop survey we are doing this... So i don't know if my voice is being heard at all.
- I get to hear about things I had no idea about but I seem to end up in the group whose opinions are not in the majority / none of my written comments have been addressed.
- I feel that when a survey is about a specific neighbourhood residents from the neighbourhood should be the ones surveyed.
- I feel that SCOOP provides an insight into what the administration is doing/planning and provides personal input to issues. Not all surveys are relevant to me but I accept that it would be difficult to filter issues and this would risk missing target population if implemented,
- I feel as though I am an important part of our community. I have a sat. And I hope SCOOP is listening. I would love to see more did you knows...then SC can expand on that. More info on bylaws....ignorance is no excuse!
- I enjoy that I find out about things faster. I would like to have a comment section after each SCOOP so if you feel like the survey missed something you can still let them know.
- I don't have an answer for this.
- Good. I like that it asks if I want to answer question on each topic then only displays the relevant questions. One thing for improvement is we get a few

surveys with incorrect links. Maybe more quality checking before sending out the mass emails

- Don't overuse surveys. Focus on what's really important to get public feedback about.

Don't feel we're heard

- Although I like the idea of providing input, I don't feel it is being listened to. I think the County has a belief they need to slow people down and nothing is going to change that opinion! I've seen it in dealings with Mr. Tonita and in the continued changes the County continues to make. For example, let's put in a cat bylaw that can never be enforced just like the one for picking up dog feces that several people continue to ignore with no consequences!
- Don't feel our voices are being heard

Don't see the results

- Not sure I feel informed about the results of the various survey's, so perhaps a bit more emphasis on results and also the actions the County intends to take with the results.
- What's happening with the results?
- I have yet to witness or been informed of any SCOOP survey outcomes. So, I guess the jury is still out!
- It would be nice to be notified when the survey results are posted on the website. It is better now, but was a bit of survey overload there for a while.
- It would be beneficial to know the results of the surveys and to understand how the surveys are being used to make the community better.
- I'd like to see the results of surveys, and what if anything the county is doing based on the results.
- I would like to see the results of the surveys. The report does not need to be fancy; i.e. how many completed the survey? What were the responses to each question - no analysis of responses is required - just the numbers.
- I would like to have some feedback on how scoop data survey results and how they were used.
- I would like an email or something on the final verdicts of what I voted on. Don't get the end info.
- I like the idea of the surveys, but I would also like to know #'s or responses and the results of the surveys. Feedback is not as transparent as it could/should be.
- I like the format and the ability to have input whenever it works with my busy schedule. Being able to see the results after doing the survey might be nice, but not critical at all.

- I don't feel like I've seen any results from this. I've seen data results, but nothing actually tangible coming from it.
- I see no results from the surveys.
- Do not see the results of the surveys, perhaps email the results to members.
- At this moment, cannot see anything that is working for me. For improvements when asking questions sometimes it would be nice to add some feedback to the choice of answer.

Include additional questions/Suggestions for questions

- Scoop could be improved if there was an option to add a brief comment. For example; in the last survey there was a question related to lowering the speed limit to 40k/hr throughout the county. I answered NO BUT REALLY ADD JUST ENFORCE THE CURRENT SPEED LIMITS. Catch more of the dangerous speeders on county roads.
- Let us give ideas ... cat bylaw ... how is economic development working to lower business lease rates etc.
- This is the first survey that I have noticed where there is an option to free form an answer. You should always put a section for additional comments, rather than limiting the surveys to multiple choice or true and false. Sometimes the questions are worded in such a way that the choices don't always accurately represent the answer... an option to write the answer will give a more correct feedback. Also, still waiting for the Bremner survey. This topic has a much higher importance than whether I am attending a spray park.
- Most survey's do not include an area where you can include comments. If the questions asked don't specifically tie to concerns, then there is no opportunity to express how you feel. I live in a rural area and I feel that most of the surveys have been targeted to Sherwood Park residents.
- It would be better if there was an opportunity to answer in our own words rather than always selecting from specific answers.
- Ask more relevant questions, related to Traffic, garbage pickup, recycling, county supported gardens,
- Only one suggestion. At the end of a survey, you could ask a question such as, "Is there one other issue important to you that we have not surveyed?" Thanks and keep up the good work.
- More relevant topics for rural residence would be great more neighbourhood issues?
- It generally works well. Quite often I would love to provide more detailed feedback than the options provided by the department. It's frustrating to see that the only available responses can be slanted one way or the other. That said, I understand it's not possible to accept comments on every response.

