



2017 Strathcona County Alert System
feedback report

Background

Strathcona County has a public alerting system called SC Alerts. Residents are encouraged to sign up for this free service to receive emergent, significant and time sensitive emergency alerts affecting Strathcona County. The system has been in place since 2014. Annual tests are conducted to ensure the system is performing as it should and to get feedback on resident satisfaction with the survey.

Methodology

On October 11, 2017, the annual test Strathcona County Alert was sent out. In the alert was a link to a short survey about the SC Alert system.

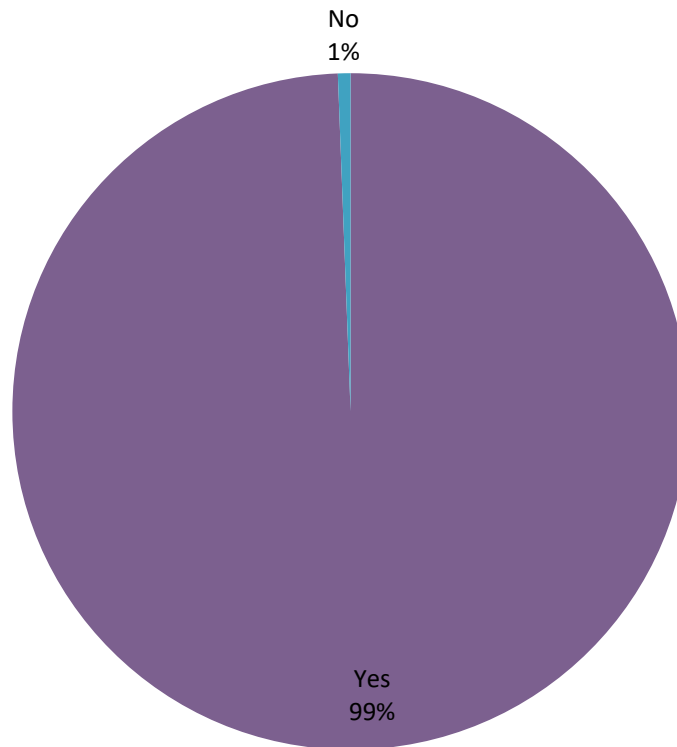
Social media posts and a newspaper ad were also used to let residents know about the survey.

The survey was available to residents from October 11, 2017 to November 6, 2017. It was posted on the Strathcona County website. Paper versions of the survey were mailed out if requested. Returned surveys were entered verbatim to be included with the online results.

A total of 494 residents responded to the survey. This was an increase of 210 per cent (n=159) over 2016.

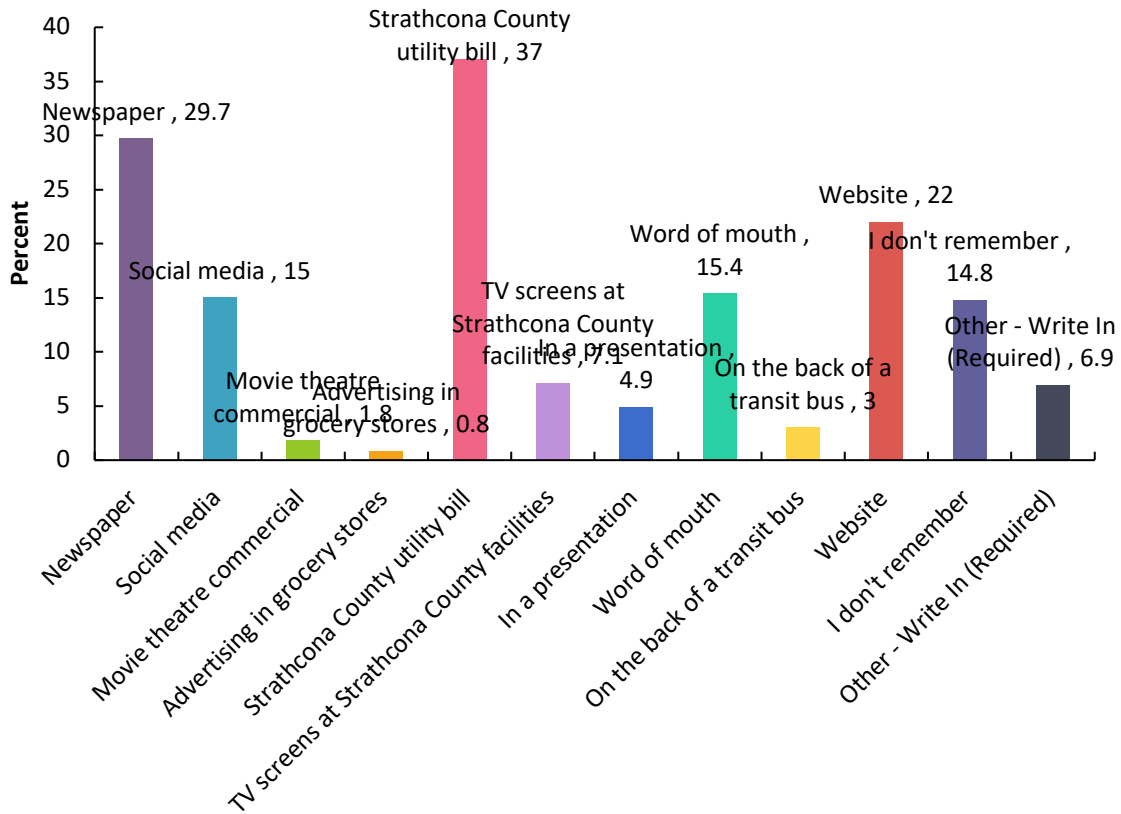
Almost all respondents (99 per cent, n=487) indicated that they had received an alert, compared to 2016 when 89.9% of respondents indicated that they had received an alert.

Figure 1. Do you receive SC Alerts?



Residents were asked about where they heard about SC Alerts. Most commonly, residents heard about the alerting system through the Strathcona County Utility bills (37%, n=181) followed by the Sherwood Park News (29.7%, n=145) and the website (22%, n=108).

Figure 2. How did you hear about the SC Alerts system? (check all that apply)



In 2016, the newspaper (35.8%, n=58) was the most common way residents heard about SC Alerts followed by the utility bill (32.1%, n=52) and website (21%, n=34).

Residents were then asked about their knowledge of emergency preparedness terminology. Two terms that are used often in emergencies are evacuate and shelter-in-place. The majority of residents understand these terms, however there is opportunity to increase the understanding of what residents are being asked to do.

Figure 3. Do you know what to do if asked to shelter-in-place?

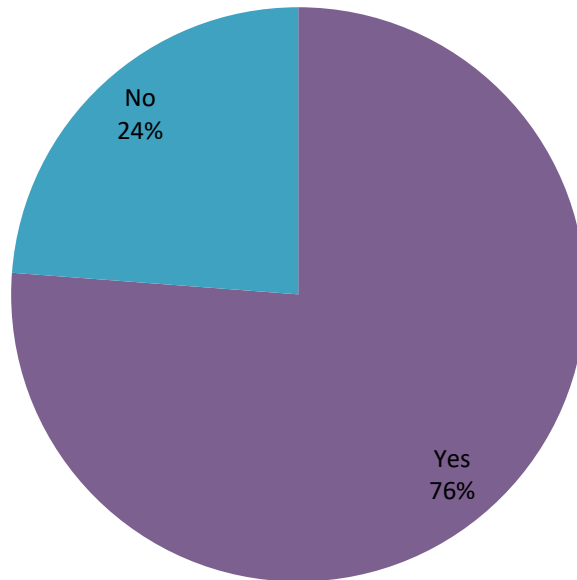
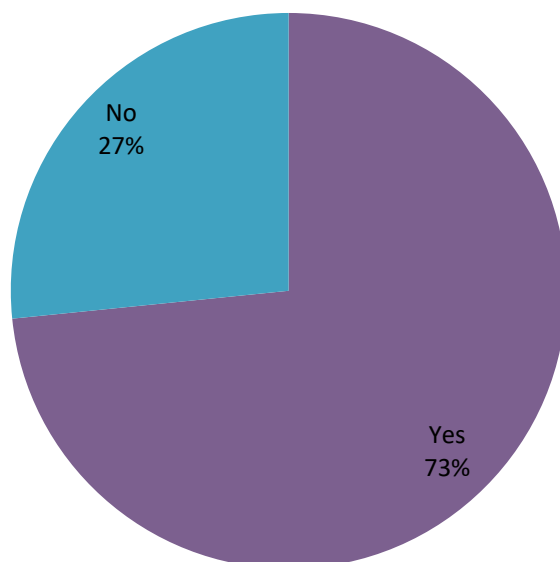


Figure 4. Do you know what to do if asked to evacuate?



Overall comments

When asked to provide feedback, the majority of comments were very positive toward the system. Residents were appreciative that they would be notified during emergency situations. Residents also mentioned overall satisfaction with water restriction/ban and parking ban alerts.