

**2015 Strathcona County
Directions Survey
Report**



**STRATHCONA
COUNTY**

Strathcona County Survey Council Priorities, Programs, and Services

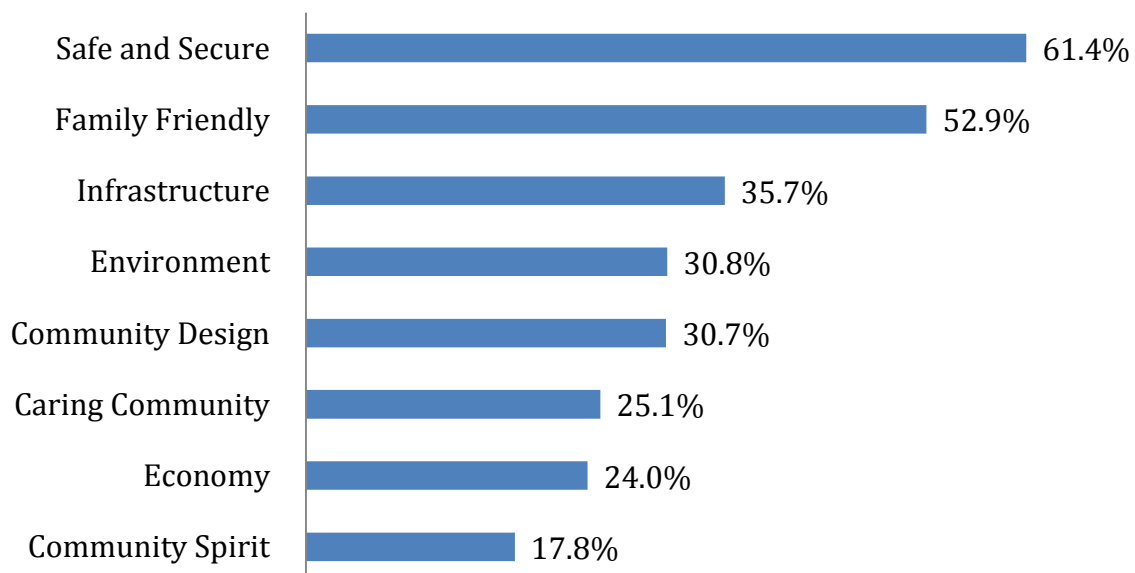
In the spring of 2015, Strathcona County citizens were asked to complete a very short, interactive survey regarding awareness of Council’s strategic plan and priorities. The survey, called SC Directions, provides a baseline of awareness of residents on the County’s Strategic Plan, as well as priority-based business planning and budgeting. The survey also had an educational component in informing citizens on the items the survey asked.

Surveys were complete either online through the Strathcona County website, or through iPads at various events and County locations. It was deemed a very successful survey, with 1,349 people answering at least one question.

Part 1: Perceptions of What Constitutes a Livable Community

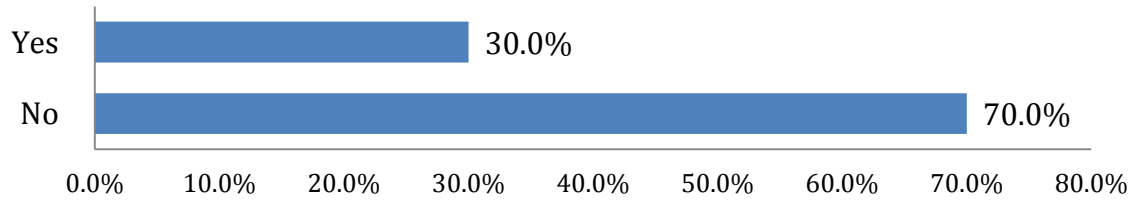
Residents were given the opportunity to pick up to 3 different categories out of eight possible choices that defines for them what makes a “livable community” to them.

Question 1: Top three choices for what makes a 'livable community'



Part 2: Survey Questions on Council Priorities, Programs, and Services

Question 2: Did you know that Strathcona County has a strategic plan called “Strathcona County 2030: Powering our New Tomorrow”?



Question 3: Did you know that Strathcona County is implementing a new way of planning and budgeting based on priorities?

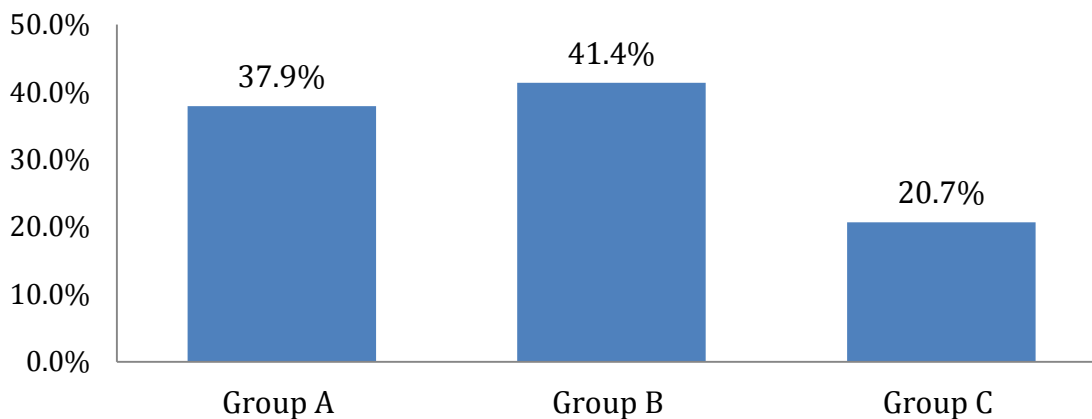


Question 4: Council has prioritized 12 goals in the strategic plan. Can you indicate which of these 3 groups (Group A, B, or C) contains the top four prioritized goals for the next three years?

Council Goals

Group A: Incorrect Response	Provide accessible activities and facilities
	Minimize waste and improve energy efficiency
	Strengthen community identity and heritage
	Protect our environment
Group B: Incorrect Response	Build strong communities
	Increase safety of residents
	Promote the County as "open for business"
	Increase business in the agricultural sector
Group C: Correct Response	Diversity the petrochemical industry
	Increase public involvement
	Maintain strong relationships with neighbouring communities
	Plan for and manage municipal infrastructure

Survey Responses to Council-Prioritized Goals

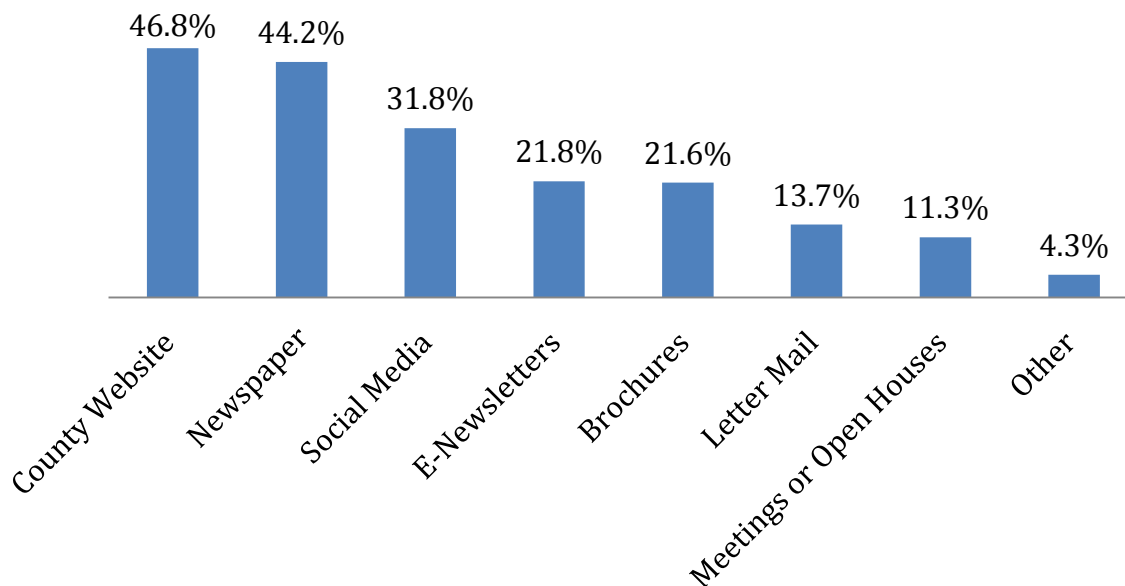


These results show that residents differ in their perceptions of what priorities should be tackled first, compared to what Council perceives to be the top of the list.

Question 5: Do you have the information you need on County priorities, programs, and services?

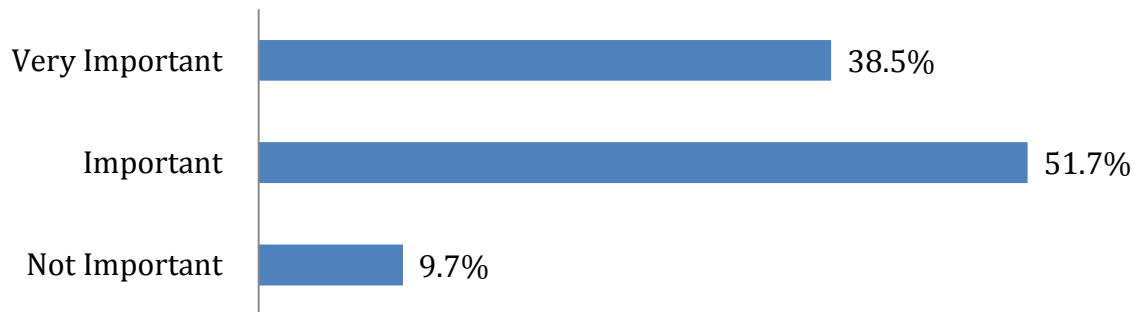


Question 6: Where do you like to get information on County priorities, programs and services? Select all that apply.



Residents were asked the level of importance that residents had for Strathcona County to keep people informed about the progress on the County's strategic plan.

Question 7: How important is it to you that Strathcona County keeps you informed about the progress on the County's strategic plan?



Please note that the above percentage excluded 210 residents who did not provide an opinion on this question.

Part 3: Conclusion

The 93.4 % of residents indicated that they preferred doing surveys online rather than telephone surveys.

42.9% of people, or 579 respondents, were willing to take part in future online surveys and provided their email addresses.

Next Steps

These results will be used to develop an education campaign to increase residents' awareness of the County's Strategic Plan and priority based business planning and budgeting. The education campaign will be launched in late 2015 and continue throughout 2016.

Citizens will be asked to complete a similar survey in 2016 which will help in the development of the 2017 and 2018 public engagement process. This process will support Council in reviewing the strategic goals for 2019 – 2022. Council's priorities will inform the second iteration of the Corporate Business Plan and Budget (2019-2022).