

## 2021 Public Satisfaction Survey

Highlights

Report prepared by Communications April 2022



## Methodology

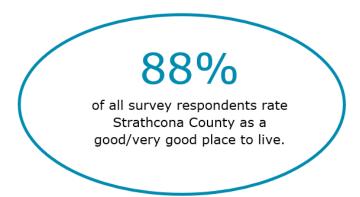
- The 2021 Public Satisfaction Survey was administered on three platforms the Strathcona County Online Opinion Panel (SCOOP), Alchemer (public/web survey) and Advanis (telephone survey), using the same questionnaire.
- Altogether, 1,862 surveys were completed across all three modes: 697 from SCOOP, 663 on the open online platform and 502 on the telephone survey.

#### Weighting

• Data from all the three surveys were weighted to reflect the region, age and gender distribution of Strathcona County based on 2018 census data. Results of respondents who live outside Strathcona County are excluded in the report.

### Takeaways

- Overall, residents rate Strathcona County very positively as a safe, welcoming place to live, raise children, and retire.
- Satisfaction with County services is strong across most areas.
- Opinions lean towards neutral in governance and public engagement areas.

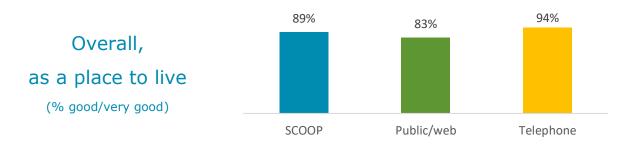


- In general, Sherwood Park residents rate services more favorably than rural residents. Rural residents also rate Strathcona County as a place to live and value for tax dollars significantly lower.
- On a broad scale comparison, SCOOP and telephone survey results tended to be quite similar. Public/web satisfaction rating were relatively lower.



## Survey results Quality of life

Overall, the vast majority consider the County as a good, safe community to live, raise children, and retire. Opinions are comparatively lower in terms of value of municipal services, community diversity, governance and engagement opportunities, and environmental performance of the County across all three surveys. Telephone survey responses tend to be most positive, and the online survey responses tend to be more negative.



### Quality of life – summary

	Acceptable	<ul> <li>Poor</li> <li>Very Poor</li> </ul>		■ Good ■ Very Go	od	
	10%	1%	Overall as a place to live	27%	62%	89%
	4%	1%	As a place to raise children	18%	78%	96%
•	9%	2% As a	safe community to live in or visit	31%	58%	89%
scoop	13%	6%	As a place to retire	30%	50%	81%
S	19%		or value received in municipal vices for your municipal tax dollar	33%	39% <b>72</b>	%
	27%	12% mea	For opportunities to provide ningful input into decision-making	38%	22% 60%	
	30%		strong community that supports the diverse needs of residents	41%	18% <b>59</b> %	



	13%	4%	Overall as a place to live	38%	45% <b>83</b> %	
	11%	<1%	As a place to raise children	26%	59% <b>85</b> %	
	15%	4%	As a safe community to live or visit	34%	46% 80%	
/wel	16%	11%	As a place to retire	33%	40% 73%	
Public/web	24%	<b>22%</b> 15%	For value received in municipal services for your municipal tax dollar	32%	22% 54%	
	31%	26% 17%	For opportunities to provide meaningful input into decision-making	28%	15% <b>43</b> %	
	32%	10%	As a strong community that supports the diverse needs of residents	37%	20% 57%	
	30%	17%	* For its actions and commitment to the environment	34%	19% 53%	

	5%	<1%	Overall as a place to live	35%	59%	94%
	4%	0%	As a place to raise children	31%	65%	96%
	7%	1%	As a safe community to live or visit	30%	61%	<b>92</b> %
hone	11%	4%	As a place to retire	43%	41%	85%
Telephone	21%	10% 9%	For value received in municipal services for your municipal tax dollar	44%	25% <b>69</b> %	
Ì	27%	14% 12% n	For opportunities to provide neaningful input into decision-making	45%	14% 60%	
	24%	8%	As a strong community that supports the diverse needs of residents	47%	20% <b>67</b> %	
	26%	8%	* For its actions and commitment to the environment	46%	20% 66%	

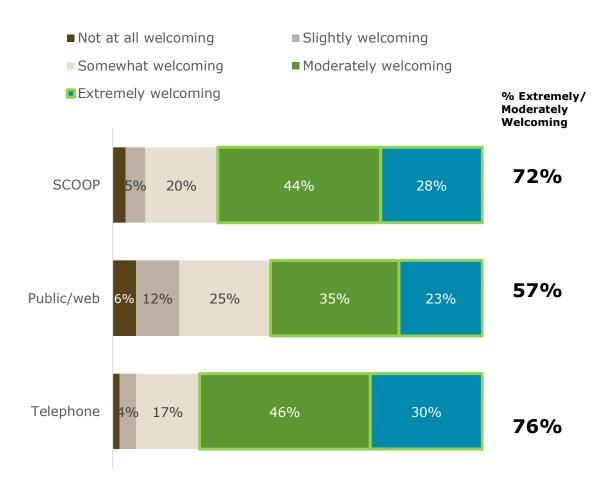
\*new statement in public/web and telephone surveys

Broadly speaking, Sherwood Park residents are more satisfied with all quality of life indicators in Strathcona than rural residents. Females tend to give higher ratings for opportunities to provide meaningful input into decision-making than their counterpart, while males rate higher on the County's support for diverse needs. Elder residents are most likely to give high ratings of Strathcona County as a place to retire.



# Strathcona County as a welcoming community

Most respondents consider Strathcona County to be welcoming. Residents of Sherwood Park, males and elder residents give the strongest ratings in this area. Assessments are comparatively weaker in the Public/web.





## Satisfaction with road maintenance, affordable housing and environmental action

	Neutral	<ul> <li>Dissatisfied</li> <li>Very dissatis</li> </ul>	sfied	<ul> <li>Satisfied</li> <li>Very satisfi</li> </ul>	ed	
SCOOP	16%	10%	Urban street maintenance this past summer (potholes filled, streets in good repair)	46%	28%	74%
	22%	15%	Rural roadside mowing completed in the spring and summer	43%	20% 6	3%
	18%	25% 16%	Rural road maintenance this past summer (potholes filled, grading, dust control)	41%	16% <b>57</b> %	b
	35%	13%	Opportunities for residents to take environmental action	36% 1	5% <b>52</b> %	
	33%	<b>29%</b> 20%	Availability of affordable housing options in Strathcona County	24% <mark>14%</mark>	38%	
	18%	<b>20%</b> 16%	Urban street maintenance this past summer	43%	19% 62	:%
veb	21%	20% 14%	Rural roadside mowing completed in the spring and summer	44%	15% <b>59</b> 9	%
Public/web	28%	<b>30%</b> 11% 20%	Rural road maintenance this past summer	27% <mark>15%</mark>	42%	
Put	40%	<b>15%</b> 11%	Opportunities for residents to take environmental action	35% 11	<mark>% 46</mark> %	
	33%	27% 20%	Availability of affordable housing options in Strathcona County	29% <mark>11%</mark>	40%	
	17%	<b>17%</b> 14%	Urban street maintenance this past summer	46%	21%	<b>67</b> %
Telephone	18%	11%	Rural roadside mowing completed in the spring and summer	53%	18%	71%
	25%	18%	Rural road maintenance this past summer	43%	14% 57	%
	35%	10%	Opportunities for residents to take environmental action	44%	55%	6
	30%	<b>24%</b> 20%	Availability of affordable housing options in Strathcona County	37%	45%	

Higher satisfaction with almost all services is noted among Sherwood Park residents. Males tend to report higher satisfaction with affordable housing opportunities than females. Residents aged 18-34 express lower satisfaction with opportunities for environmental action.



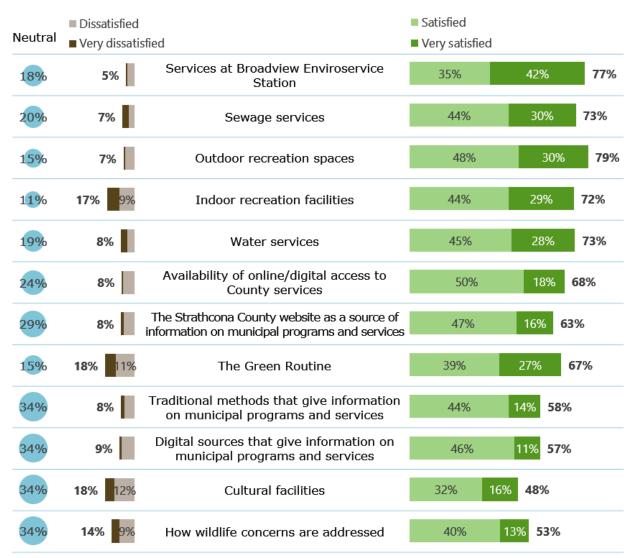
## Satisfaction with recreation, culture, utilities, website and information services

Satisfaction with County services is strong across most offerings, particularly with the SCOOP and telephone respondents.

		overall Katings - Scoor	_		
Neutral	■ Dissatisfie ■ Very dissa		■ Satisfie ■ Very sa		
6 <mark>%</mark>	6%	Services at Broadview Enviroservice Station	33%	55%	88%
10%	3%	Sewage services	40%	47%	87%
10%	4%	Outdoor recreation spaces	39%	47%	86%
12%	5%	Indoor recreation facilities	40%	43%	83%
11%	6%	Water services	42%	41%	83%
16%	6%	Availability of online/digital access to County services	45%	33%	78%
16%	7%	The Strathcona County website as a source of information on municipal programs and services	49%	28%	77%
10%	14%	The Green Routine	33%	43%	76%
19%	6%	Traditional methods that give information on municipal programs and services	51%	24%	75%
24%	4%	Digital sources that give information on municipal programs and services	49%	23%	72%
31%	5%	Cultural facilities	42%	22% 64	1%
28%	10%	How wildlife concerns are addressed	45%	18% <b>63</b>	%

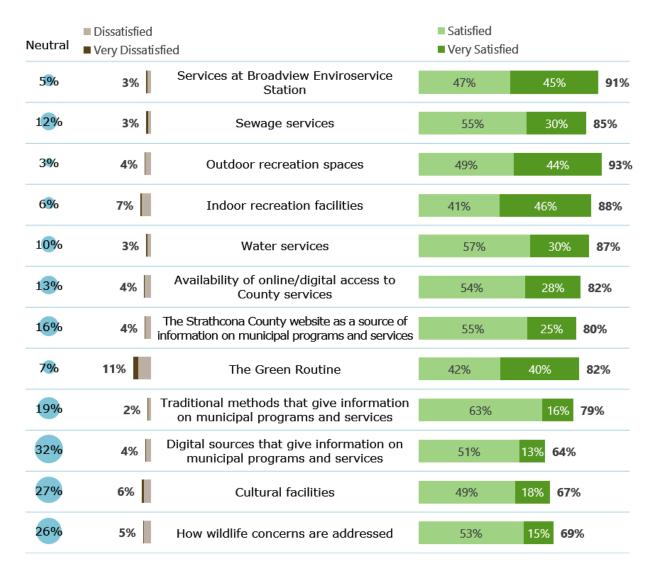
#### **Overall Ratings - SCOOP**





#### Overall Ratings – Public/web

Public/web online survey results show lower satisfaction ratings compared with SCOOP and the telephone survey, particularly with indoor recreation and cultural facilities. Comments suggest those rating these services lower were dissatisfied with the County decision to implement the provincial COVID-19 Restrictions Exemption Program.



#### **Overall Ratings – Telephone**

Regional variances in satisfaction exist in almost all service areas offered by Strathcona County. In general, Sherwood Park residents are more satisfied with Strathcona County services than rural residents. Satisfaction with cultural facilities is higher among middle aged to older adults.

### Satisfaction with police, emergency, planning and development and transit services

