

2021 Public Satisfaction Survey Results

Report prepared by
Communications
April 2022



Methodology

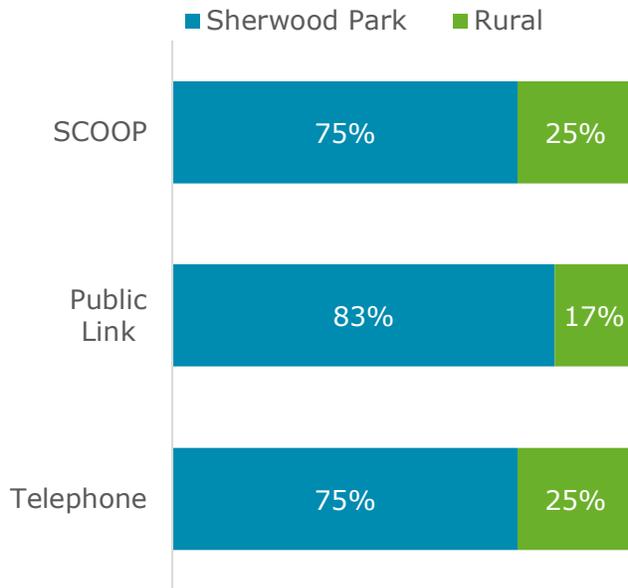
- The 2021 Public Satisfaction Survey was administered on three platforms - the Strathcona County Online Opinion Panel (SCOOP), Alchemer (public/web survey) and Advanis (telephone survey), using the same questionnaire.
- A total of 697 SCOOP members participated in the survey online from December 1 to December 14, 2021 (583 complete, 114 partial complete).
- An open online survey was administered using Alchemer and was available to residents and non-residents who were not SCOOP members from December 1 to December 19, 2021. To encourage participation, the survey was promoted through social media platforms, County website, eNewsletters, and posters at various facilities. A total of 663 qualified participants took part in the public/web survey (533 complete, 130 partial complete).
- A telephone survey was conducted with urban and rural residents aged 16 and older by Advanis. Residents were randomly recruited via landline and wireless telephone. Quotas were set to ensure representative sampling. A total of 502 participants completed the Advanis telephone survey from February 14 to February 28, 2022.
- Altogether, 1,862 surveys were completed across all three modes.

Weighting

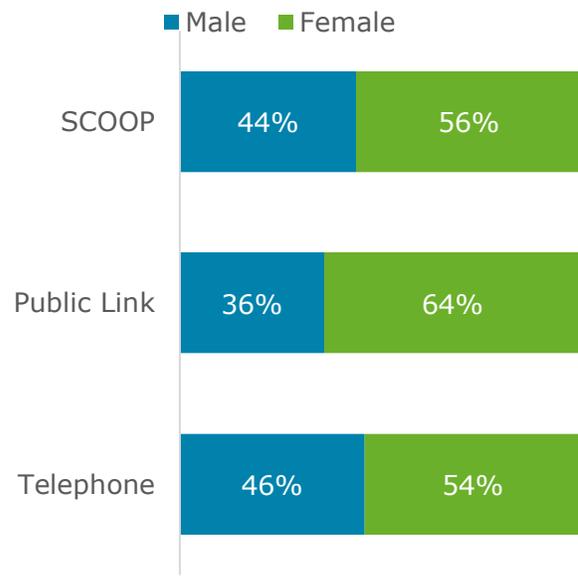
- Data from all the three surveys were weighted to reflect the region, age and gender distribution of Strathcona County based on 2018 census data. Weights were adjusted slightly in the SCOOP and Public/web surveys to include respondents not providing demographic data (i.e., "Prefer not to answer" selected or missing data). Results of respondents who live outside Strathcona County are excluded in the report.

Survey respondents

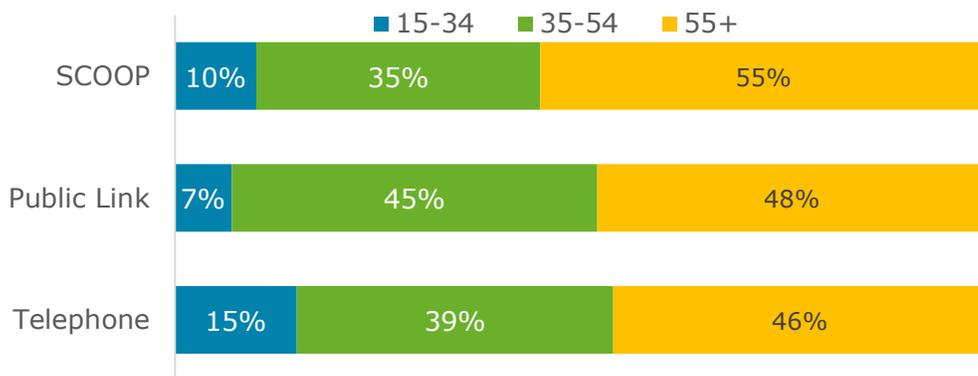
Location



Gender



Age

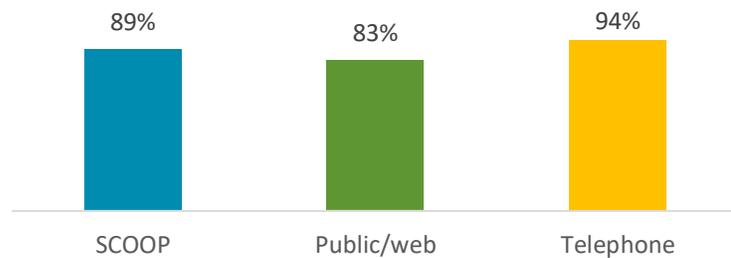


Survey results

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.

Overall,
as a place to live
(% good/very good)



Quality of life – summary

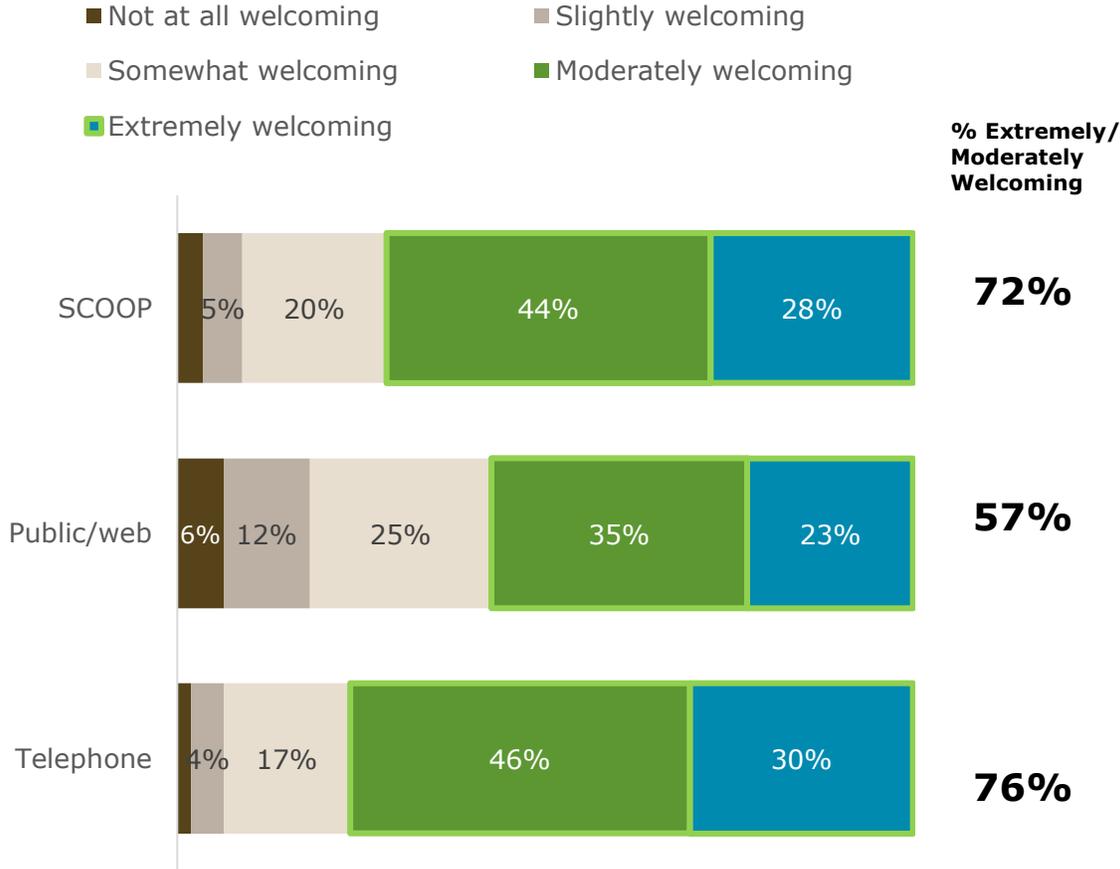




*new statement in public/web and telephone surveys

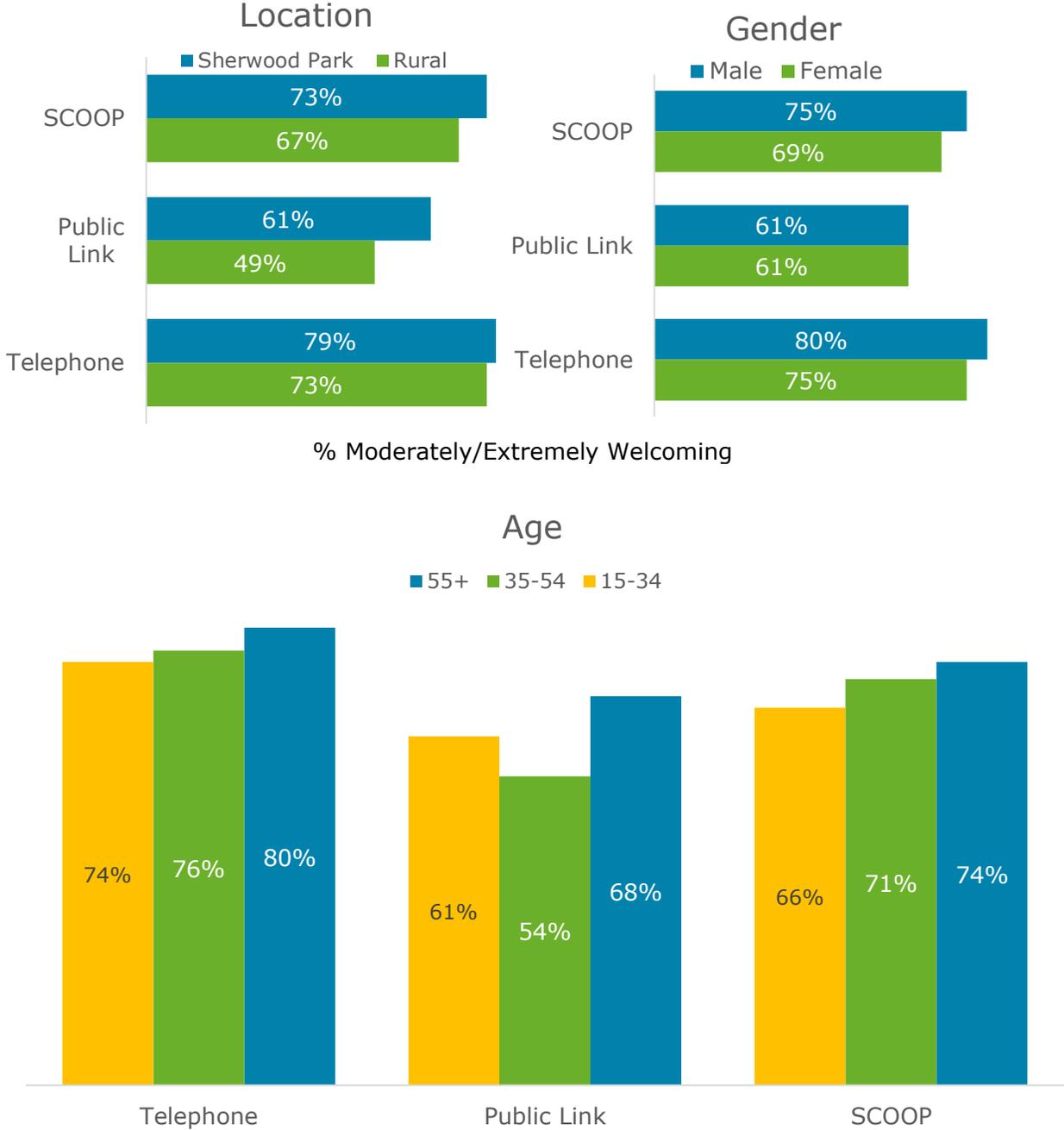
Broadly speaking, Sherwood Park residents are more satisfied with all quality of life indicators in Strathcona County than rural residents. Females tend to give higher ratings for opportunities to provide meaningful input into decision-making than their counterpart, while males rate higher on the County’s 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

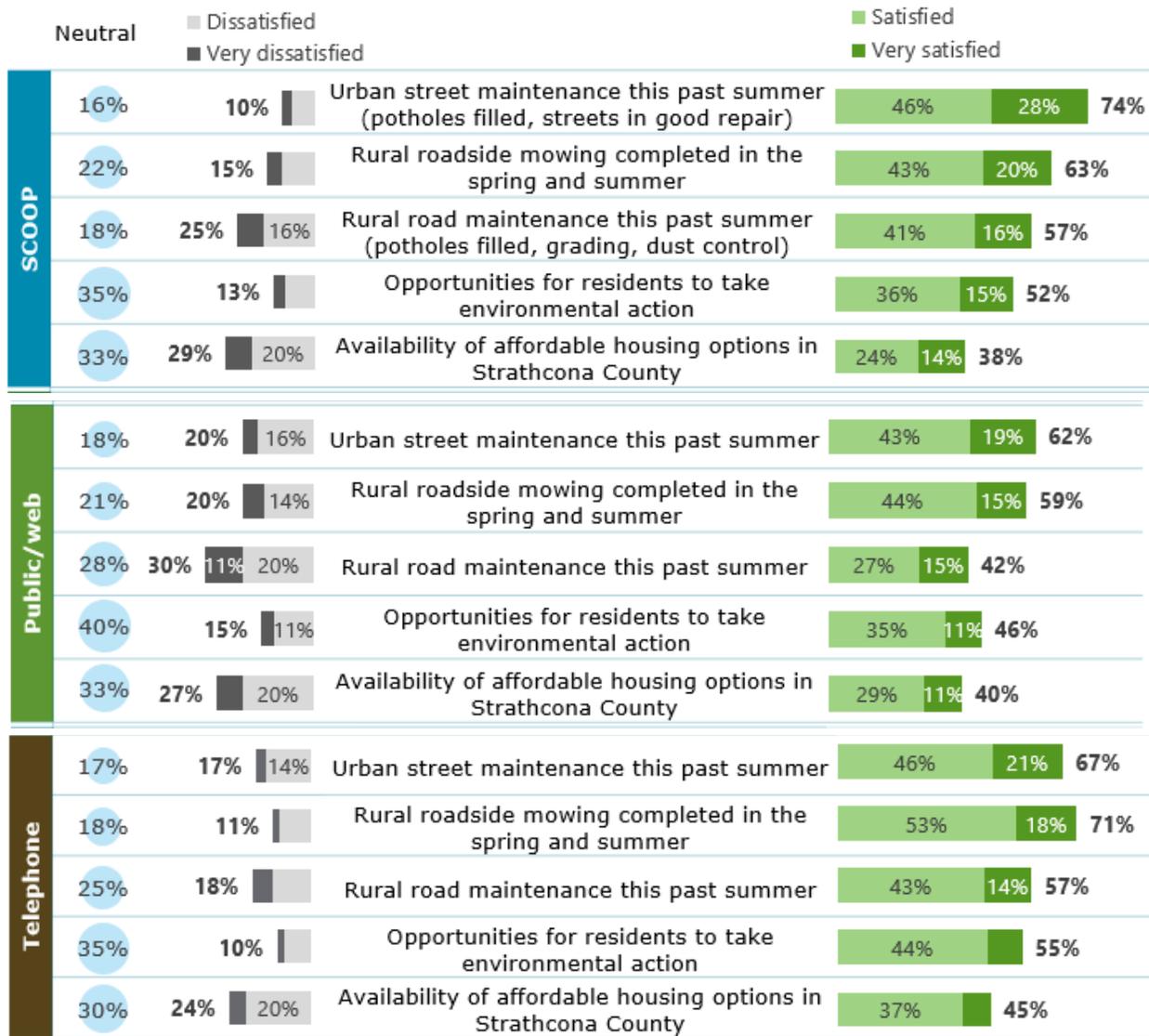


Most respondents consider Strathcona County to be welcoming. Residents of Sherwood Park, males and elder residents give the strongest ratings in this area. Assessments are comparatively weaker in the Public/web.

Strathcona County as a welcoming community – demographic breakdown



Satisfaction with road maintenance, affordable housing and environmental action



Higher satisfaction with almost all services is noted among Sherwood Park residents compared to rural 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.

Reasons for dissatisfaction

Affordable Housing



*Housing prices are higher than some of the surrounding communities making it difficult for **single parent families** to find affordable housing.*

We need more. Most rentals are not affordable.

*Not enough "**low-income**" senior options.*

*there is almost no availability for low-income housing. because of **the demographics the housing is more for moderately high-income level.***

*Cost to purchase housing is high, especially for **first time homeowners**. Lots in new developments are extremely small and new neighbourhoods are congested.*

Opportunities for Environmental Action

I don't even know where I would go.

I am waiting for the County to take action on an Energy Efficiency Program. It was discussed at the February 2021 meeting and still no program nor information about action being taken.

*Would love for more options for **EV home charging incentives.***

I would like to get involved more but I haven't found any opportunities.

*There is **lack of incentive programs or rebate programs** around energy efficiency that is available in other Counties, for example home energy or climate adaptation preparation.*

Road Maintenance

*There is so much **inconsistency between Urban and Sherwood Park** - one has it all - the other is non-existent. As soon as Sherwood Park runs into any problems - the planning and development is right there to help out in the Urban - you can call and call and call and receive minimal service - very disappointed with the country development.*

Only happens once a year. Obstructs vision, animals etc.

Didn't mow the green areas and it caused coyotes to live in the tall grass.

*I don't think they are looking after **rural areas** at all.*

***Damage to sidewalks** during snow removal.*

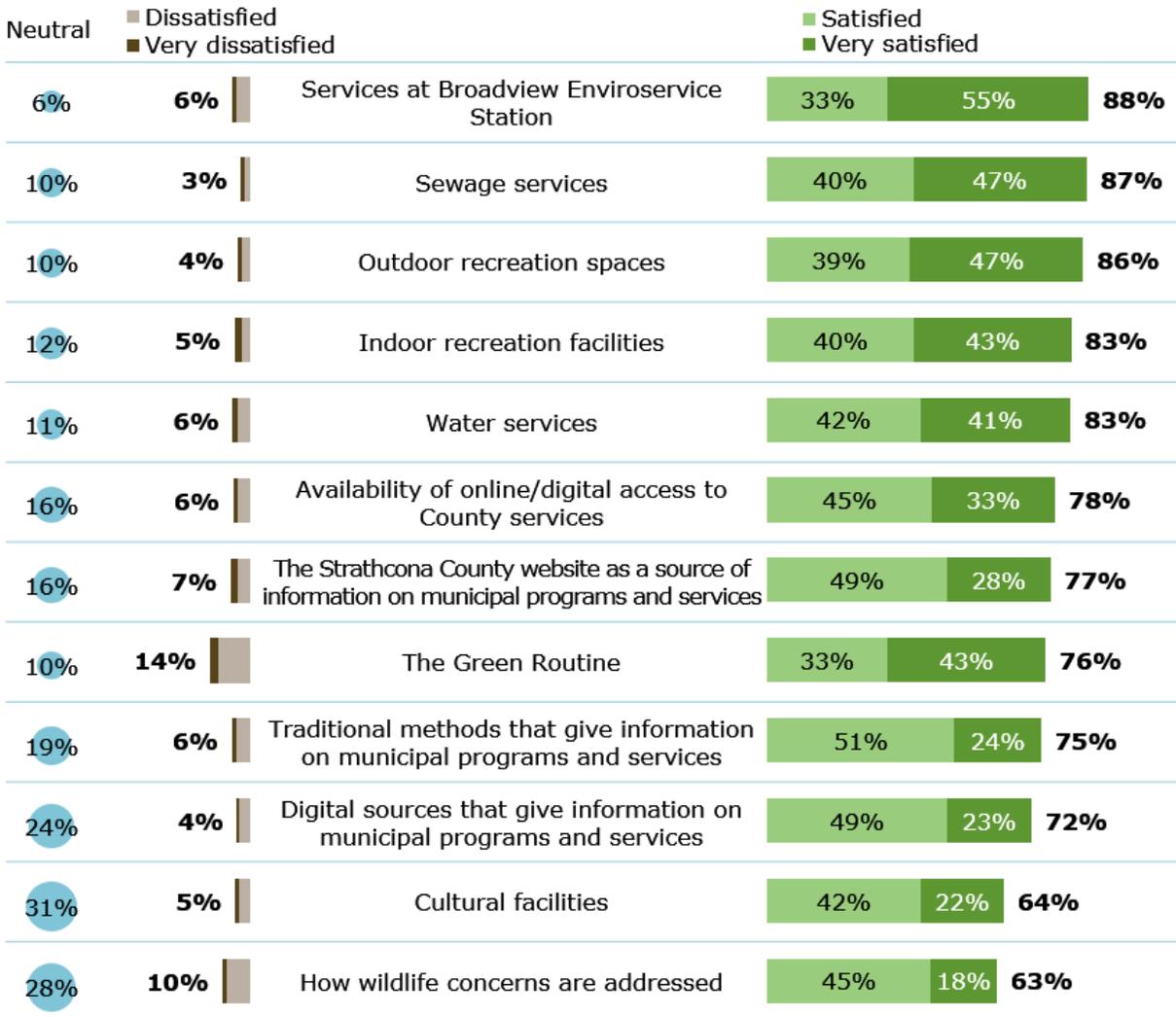
*They don't look after **weed control** and long grass growing in ditches and sidewalk area of the community.*

*I live rural and the potholes are awful here. The roads are **extremely dusty which causes additional maintenance on a vehicle.***

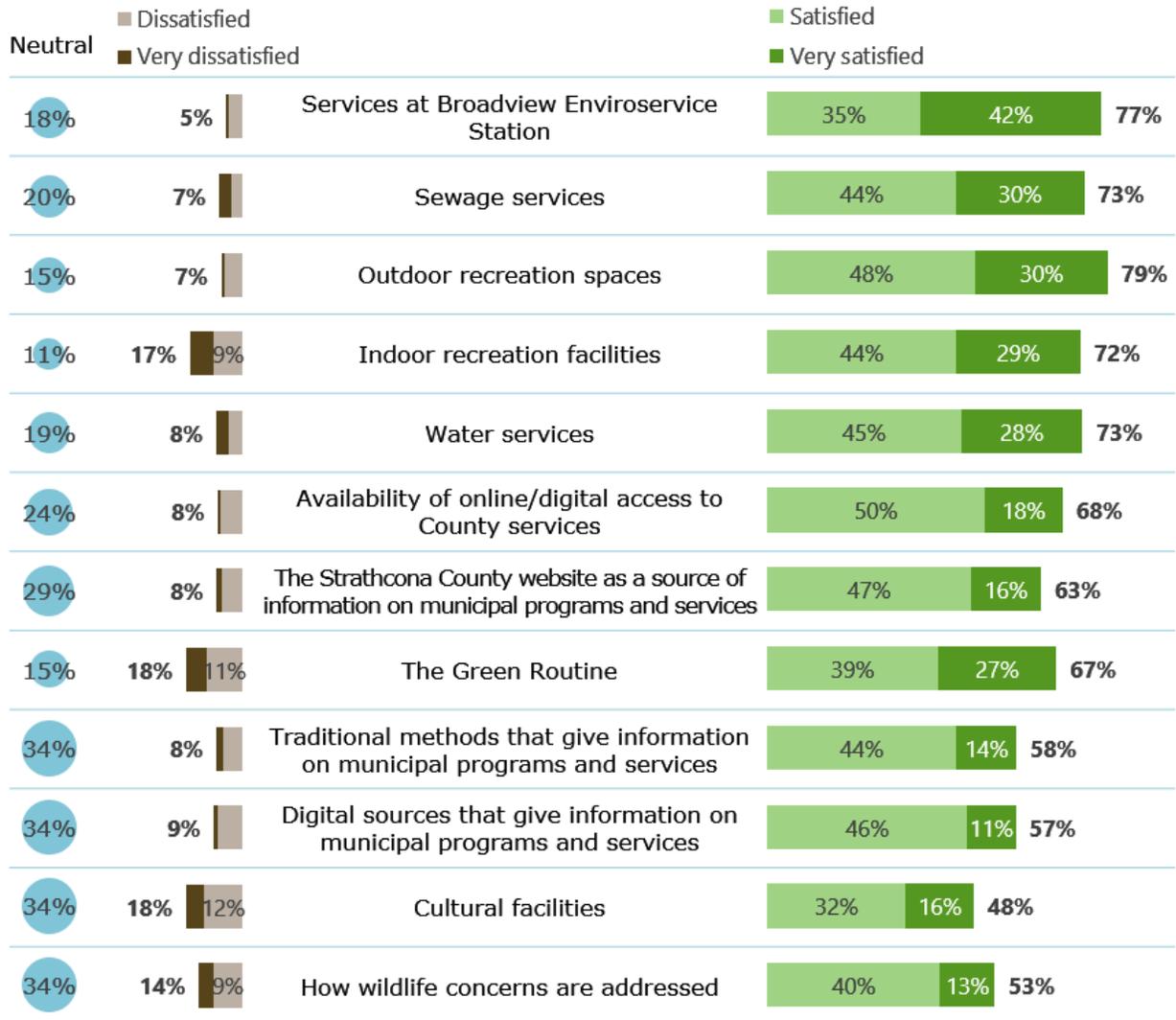
Satisfaction with recreation, culture, utilities, website and information services

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

Overall Ratings - SCOOP

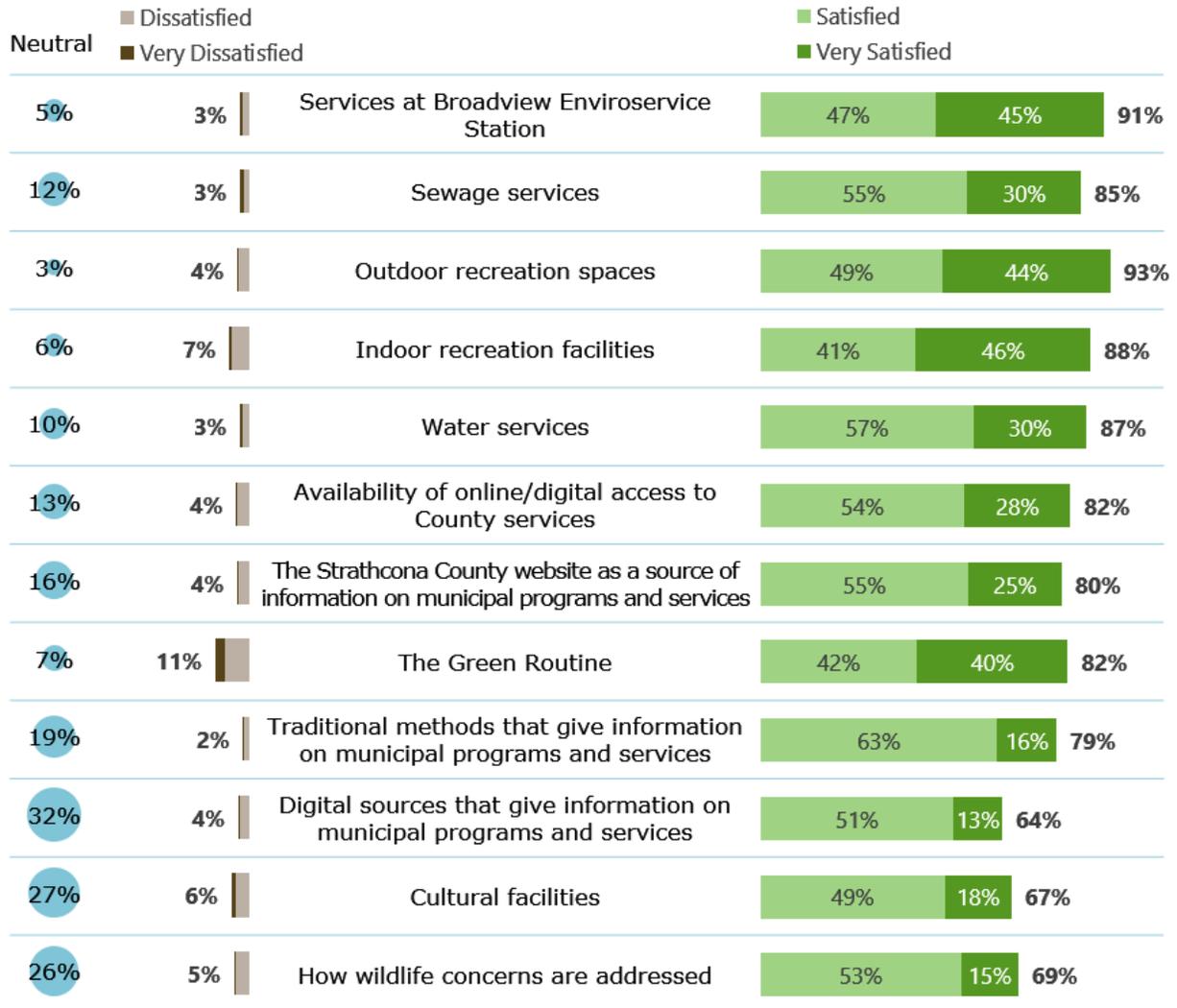


Overall Ratings – Public/web



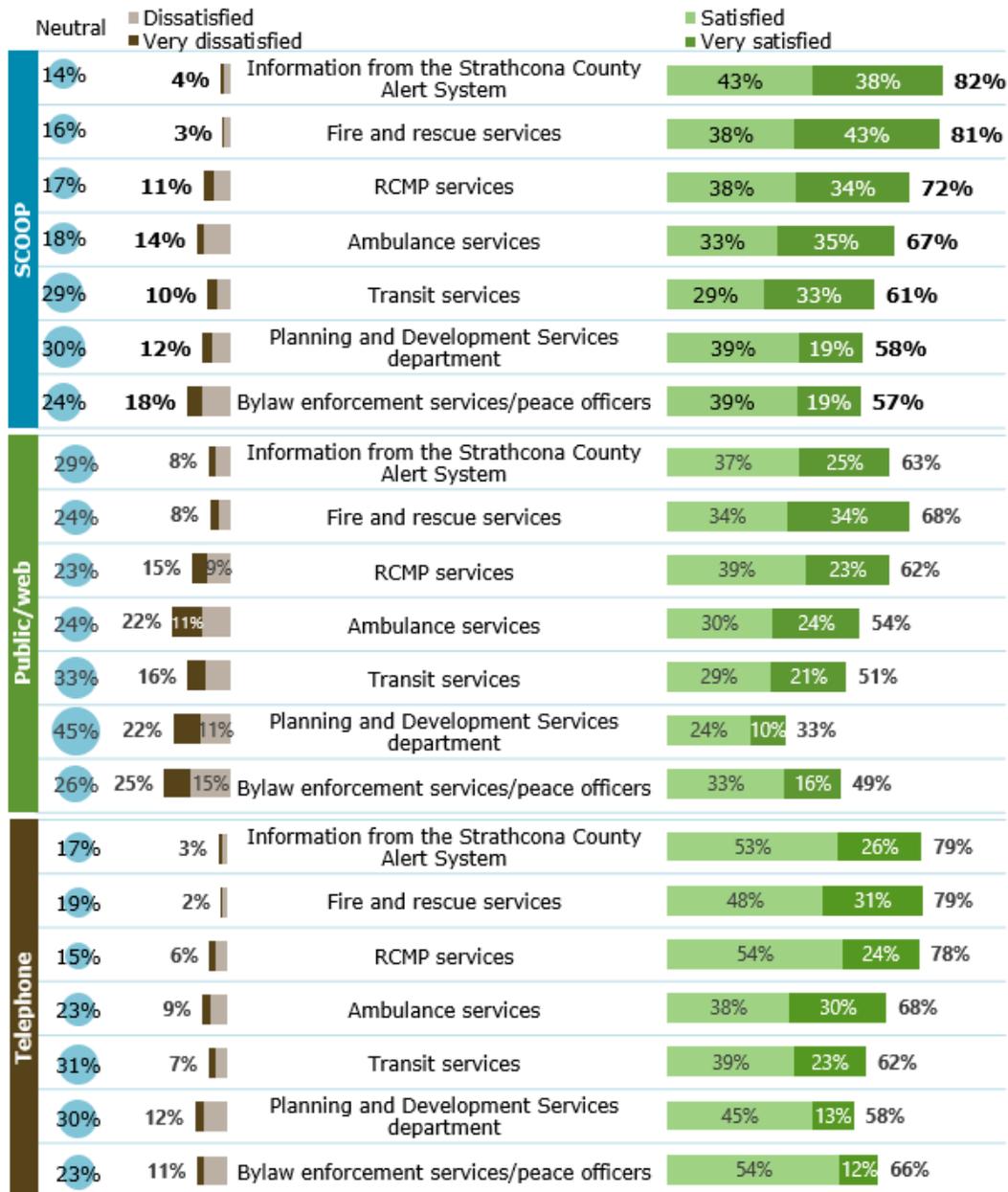
Public/web online survey results show lower satisfaction ratings compared with SCOOP and the telephone survey, particularly with indoor recreation and cultural facilities. Comments suggest those rating these services lower were dissatisfied with the County decision to implement the provincial COVID-19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



Reasons for dissatisfaction

SCOOP
Public/web
Telephone

- **RCMP / Bylaw Enforcement Services**

The RCMP has stopped doing traffic enforcement with those duties moving solely to the Enforcement Services peace officers, who don't work past 11pm. This community goes crazy after that time and it's lawless as a result. **Fund the RCM more to have a traffic unit!**

When you call in a complaint **the call taker makes you feel like I'm wasting their time.**

We **spend too much money on policing issues** and that could be money that is much better spent on other County services.

Perceived **lack of enforcement and public education**. E.g., improper fire pits or lack thereof in urban settings, shoveling of snow and/or debris onto public roadways, discharging of fireworks in urban settings without proper permits.

There is a clear **lack of any community policing** and no emphasis on providing any mental health services in conjunction with trained professionals, the AHS rPACT model is outdated and pointless.

There are a couple drug houses in the neighborhood, when we call (gunshots heard) the **response is slow and they say there is nothing they can do.**

- **Ambulance Services**

I was told by EMS / Fireman that they are always called to Edmonton and **our residents wait longer that is unfair, disappointing AND tax misuse!!!**

Personal experience was excellent, but we are concerned about our ambulances being taken away from our community to serve elsewhere. **This leaves us vulnerable.**

My husband needed an ambulance a few weeks ago but decided that by the time they came after addressing city and surrounding area concerns, he might be dead.

Multiple "red alerts" declared **due to a lack of ambulances**

- **Planning and Development Services**

I have **not seen any communication** on this item until now.

Difficult to get information, delays in obtaining permits, out of date and inaccurate records.

I don't feel that they do a good job listening to input. When they do studies, they should use a lot more accurate methods for **getting feedback from the residents who are going to be impacted by the study they are doing**. The **leadership in the planning and development** needs to be looked at and perhaps replaced by people who have a much better understanding of how to communicate and of how to engage with residents.

They don't listen.

Terrible planning by Summerwood shopping area. No sidewalks for seniors only one way in.

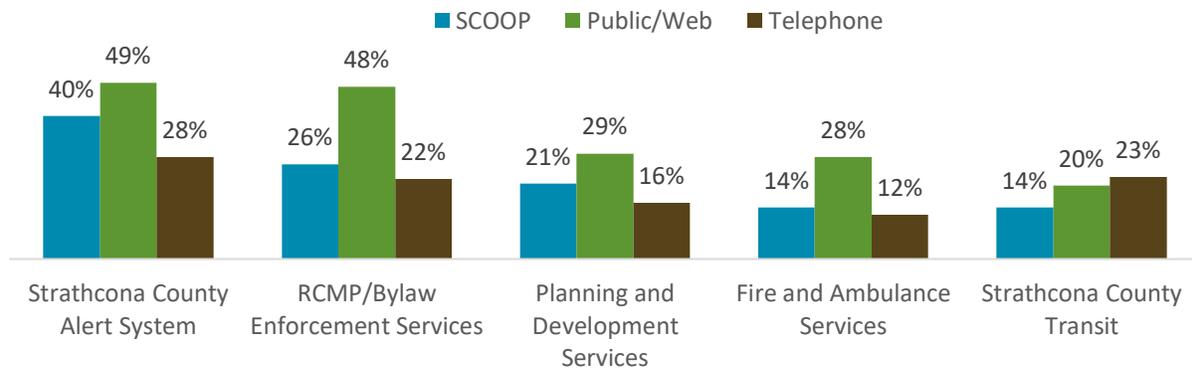
Satisfaction among service users

Service usage was explored for five specific County Services: Strathcona County Alert System, RCMP/Bylaw Enforcement Services, Planning and Development Services, Fire and Ambulance Services and Strathcona County Transit.

Consistent across survey platforms, the Strathcona County Alert System, RCMP and Enforcement are the topmost used services reported by residents. Significantly higher service utilization was reported in the Public/web survey version, particularly of RCMP/Bylaw Enforcement Services and Fire and Ambulance Services.

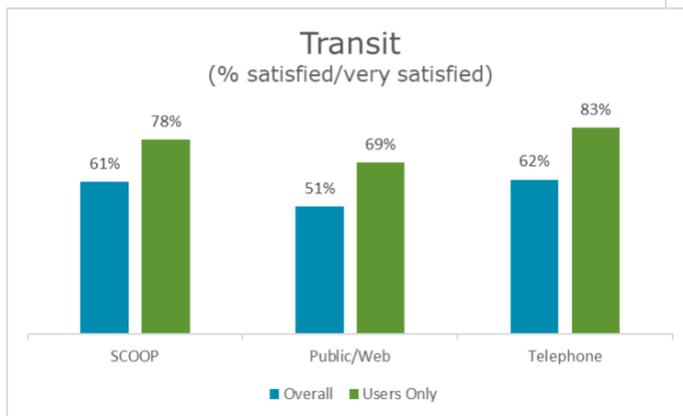
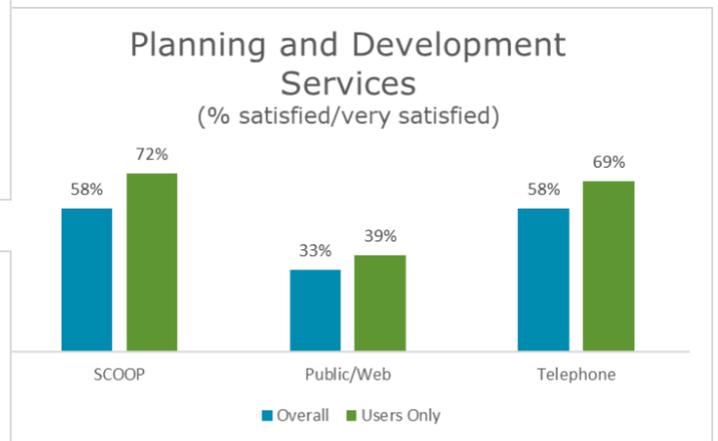
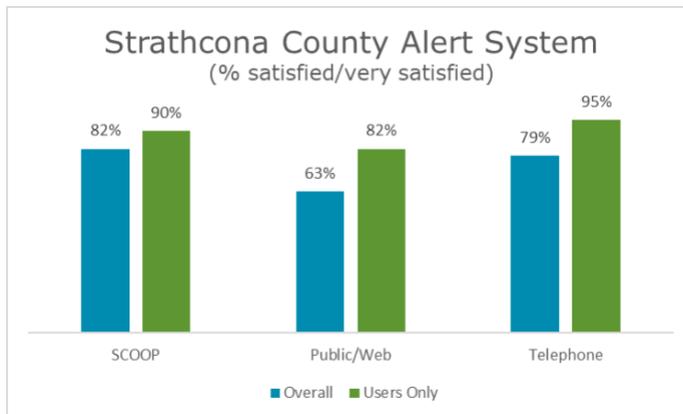
Upon detailed demographic review, 65% of those 15-34 years who responded through the public/web survey reported usage of RCMP/Bylaw Enforcement Services. Transit services are most used in Sherwood Park and among those aged 15-34 years.

Overall Usage (% Required or Directly Encountered the Service)



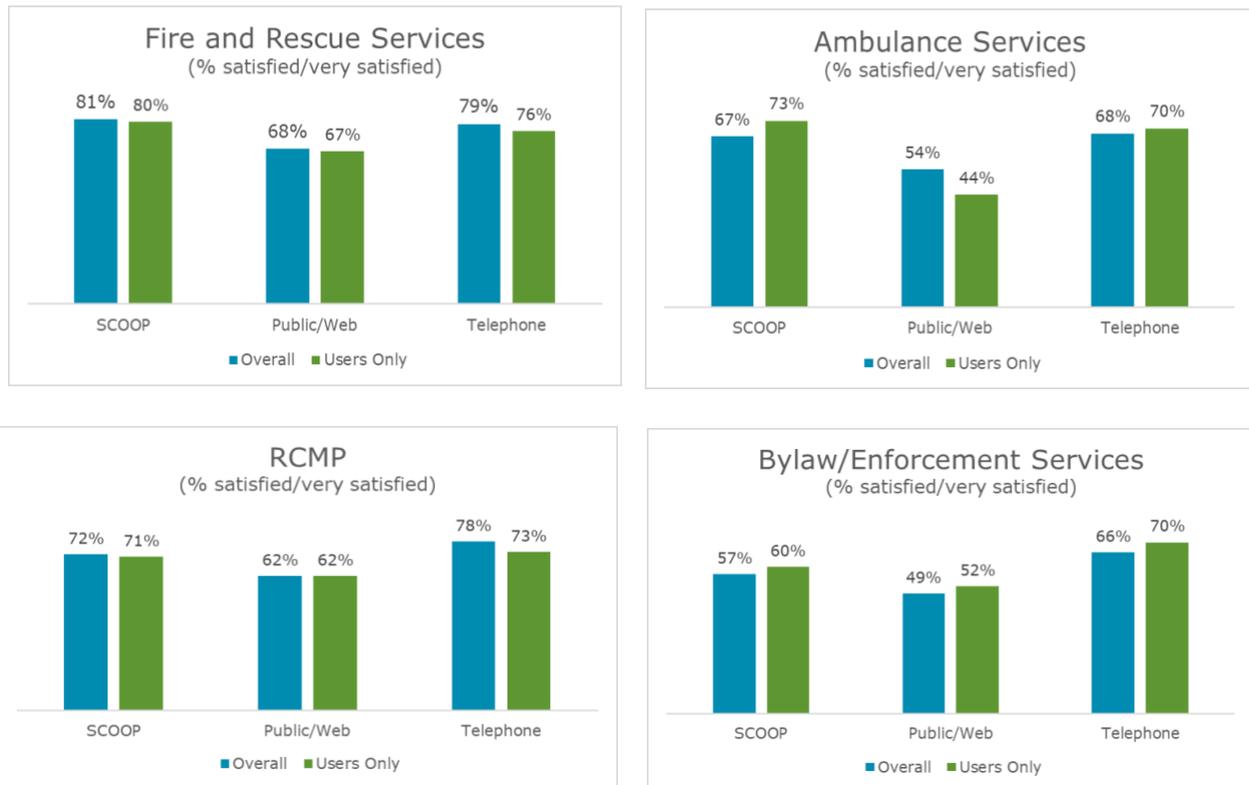
Satisfaction – users vs. overall ratings

For Transit, Planning and Development Services and the Strathcona County Alert System, those who report using selected public services show significantly higher satisfaction rate compared to the overall samples. This suggests perceived satisfaction with the service is lower than actual satisfaction.



For Fire and Rescue Services and Ambulance Services, very little difference is seen between satisfaction of users as compared to overall satisfaction ratings. Comments suggest low ratings are related to concerns about 'red alerts' and current model of ambulance dispatch.

For RCMP and Bylaw/Enforcement Services very little difference is seen between satisfaction of users as compared to overall satisfaction ratings. This may be because many encounters with police were related to traffic enforcement. Comments suggest traffic enforcement, whether too much or too little, is a significant source of dissatisfaction.



Note that for RCMP/Bylaw Enforcement Services and Fire and Ambulance Services, usage was reported on the combined service. Satisfaction with services was broken down into Fire and Rescue Services, RCMP, Ambulance Services and Bylaw Enforcement Services/Peace Officers. Thus, results which compare users to overall samples for these services may be less accurate.

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, particularly with SCOOP and telephone respondents.
- 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.
- For Transit, Planning and Development Services and the Strathcona County Alert System, those who report using selected public services show significantly higher satisfaction rate compared to the overall samples. This suggests perceived satisfaction with the service is lower than actual satisfaction.
- For RCMP, Bylaw/Enforcement Services, Fire and Rescue Services and Ambulance Services, very little difference is seen between satisfaction of users as compared to overall satisfaction.

