

SCOOP Mixed-Topic Survey

CANADA DAY FESTIVAL AND WINTER
SNOW CLEARING

DATE: May 2019



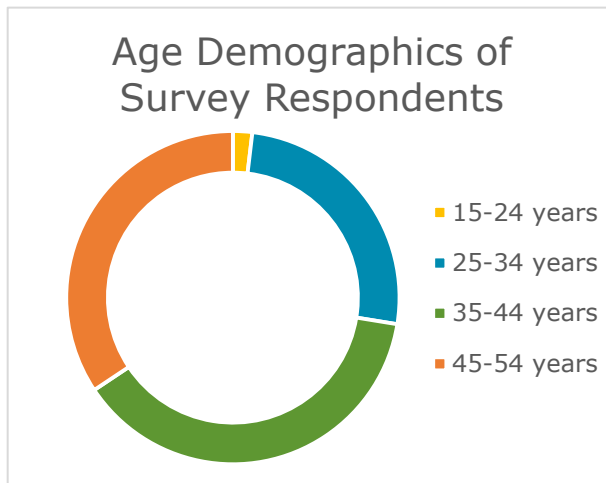
In May, 2019, Strathcona County conducted another online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. This project consisted of different survey topics with a number of questions asked within each topic area. This survey was exclusive to residents who signed up to be part of SCOOP.

Engagement / Survey Results

May's mixed-topic survey consisted of questions on winter snow clearing and Strathcona County's Canada Day Festival. There were 472 responses to the mixed-topic survey.

WHO RESPONDED?

- 75.8% of the participants lived in Sherwood Park, 19.3% came from rural parts of Strathcona County, and the remaining 4.9% worked in Strathcona County but did not live there.

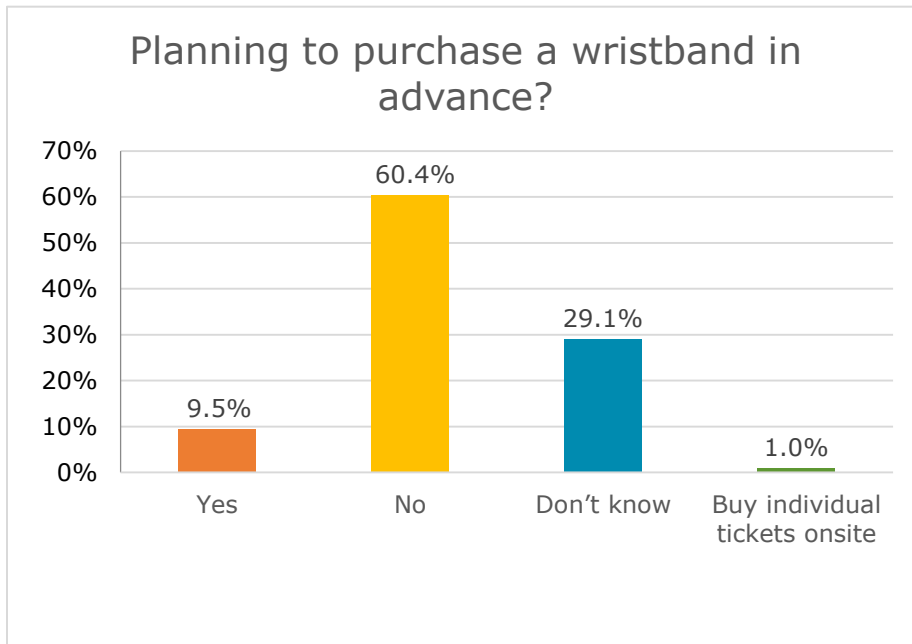


CANADA DAY FESTIVAL

- 36.8% of the respondents were planning on attending the Canada Day Festival at Broadmoor Lake Park this year. There were an additional 29.8% who were not sure at the time of the survey, and 33.4% who were not planning to attend.
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- Regardless of whether or not they were attending, 64.4% of respondents to the survey were aware that the County offers free transit shuttle service to and from the festival site via the Bethel Transit Terminal.
- With respect to respondents who indicated that they were planning on going, 69.9% knew about the shuttle, while 30.1% did not.

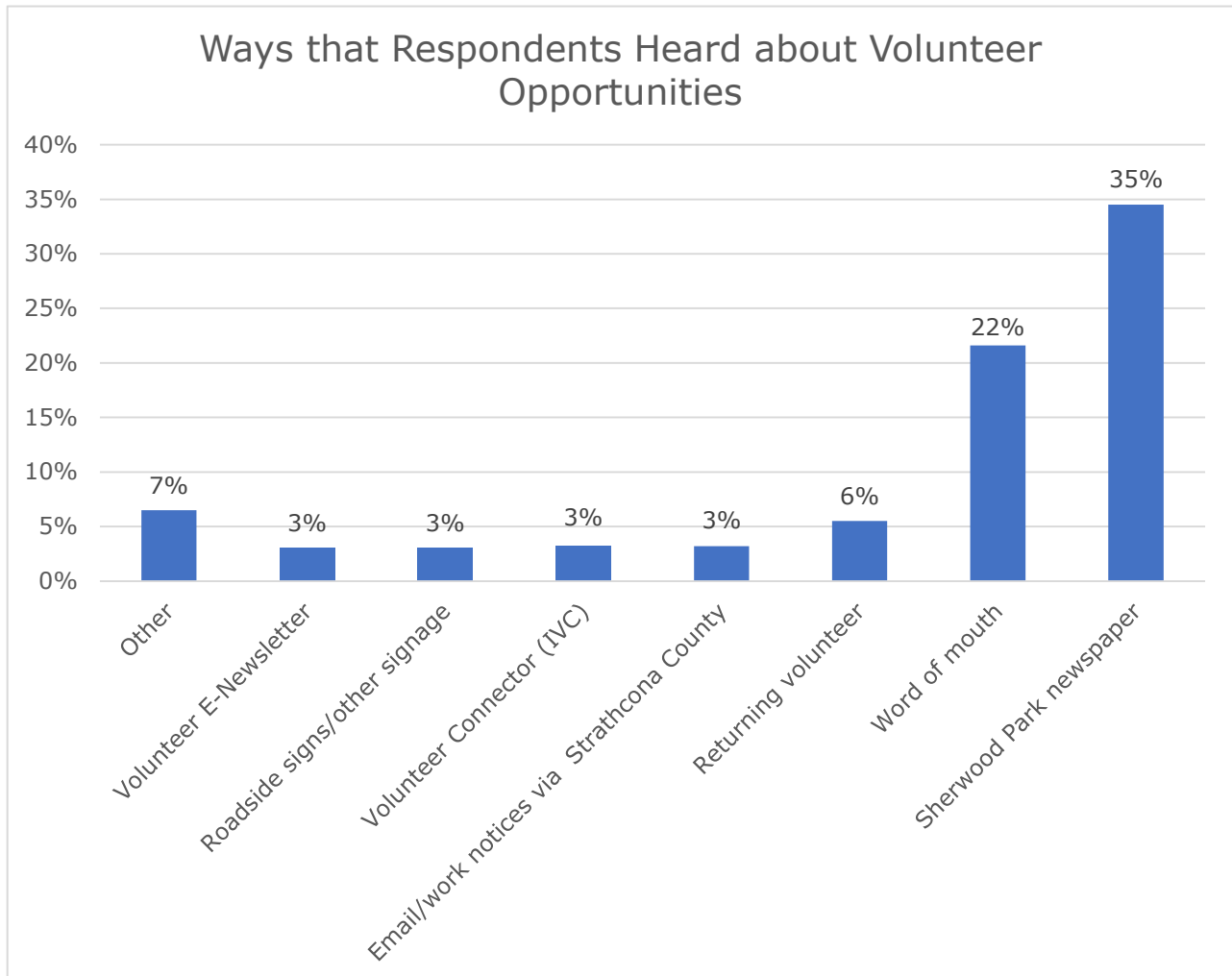
Respondents were asked whether they were planning on purchasing an unlimited activity wristband prior to Canada Day:



 **77.1%** OF RESPONDENTS WERE AWARE OF FESTIVAL VOLUNTEER OPPORTUNITIES

VOLUNTEER AWARENESS

- Those who were aware of the different Canada Day Festival volunteer opportunities were asked how they heard about the opportunities:

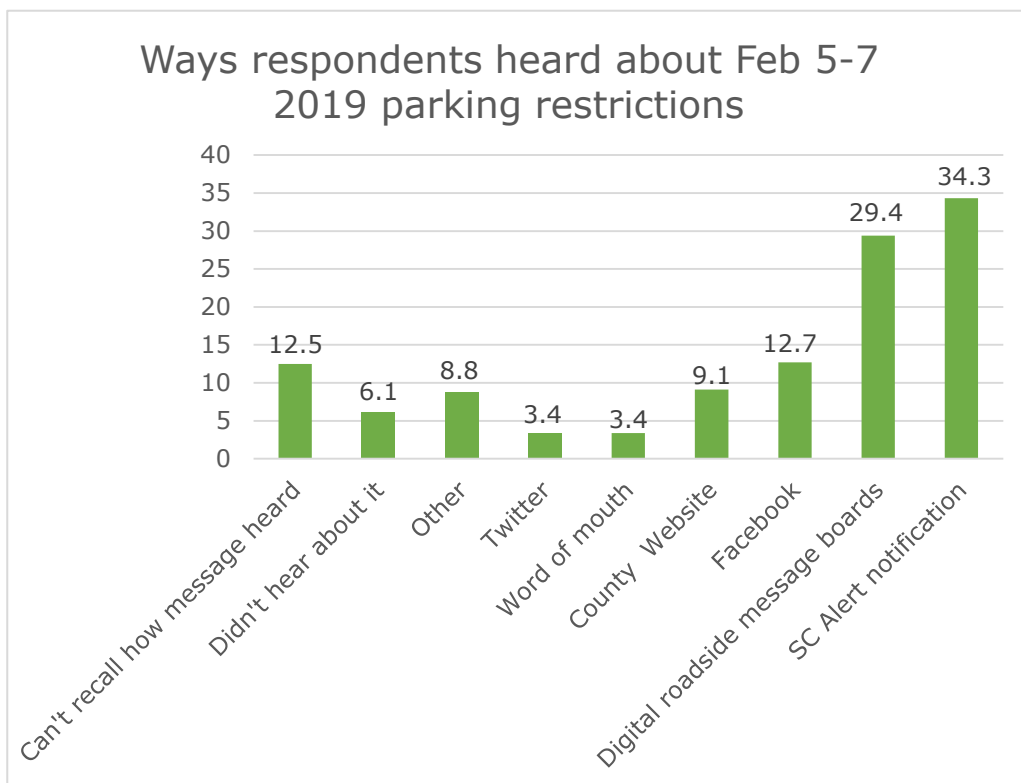


- Other ways that people heard about volunteer opportunities included:
 - Social media (e.g. Facebook)
 - Knowledge from previous years (or as a past volunteer)
 - Pamphlets at Millennium
 - Some respondents couldn't recall how they heard about it

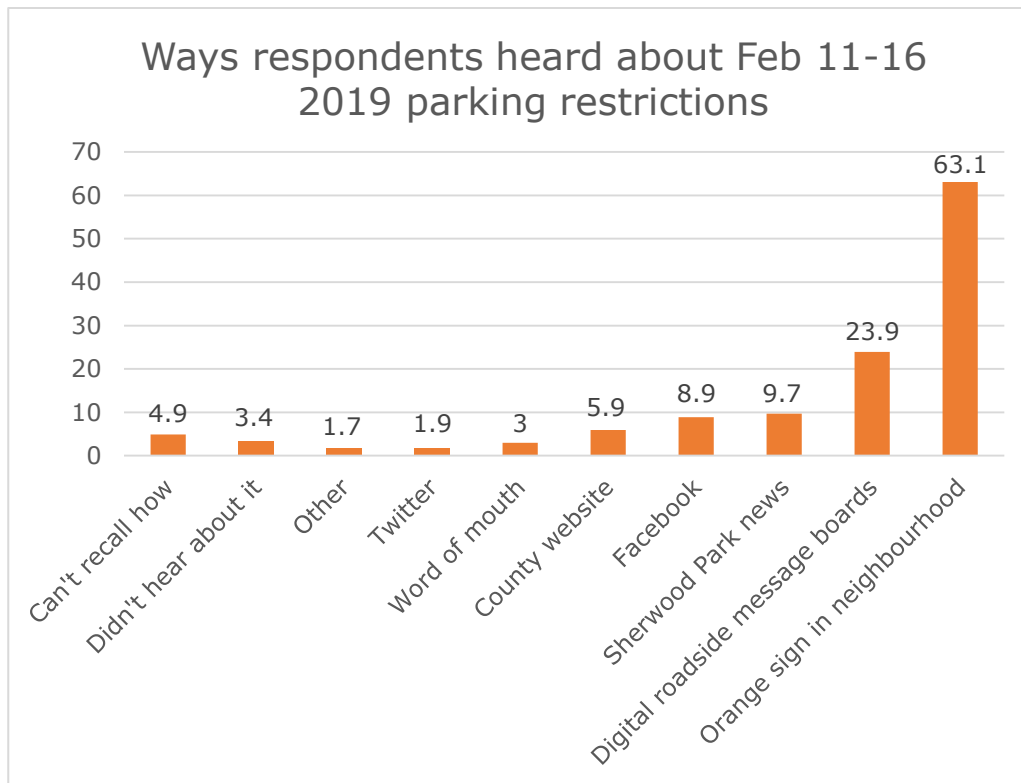
WINTER SNOW MAINTENANCE

SCOOP participants were asked to answer a series of questions about parking ban associated with snow removal from specific dates in 2019.

- Overall, 97% of the 472 survey participants for the May mixed-topic survey opted to answer questions on this topic.
- 81.3% of the respondents lived in Sherwood Park and were able to continue answering questions on this topic. When asked about the type of street they lived on, 81.2% lived on a residential street and 11.2% lived on a snow route street.
- Respondents from the survey were informed that there was a snow route parking ban put in place from February 5-7 of this year and were asked to indicate all the different ways that they might have heard about the parking ban.



Residents were also asked about their knowledge of residential parking restrictions which occurred February 11 - 16, 2019. The orange neighbourhood signs and digital roadside message boards were most commonly noticed by residents



What's Next?

The survey responses will be reviewed by the departments responsible, and will use that information in their operational planning to better serve residents.



DID YOU KNOW: FIND MORE INFORMATION ABOUT ENGAGEMENT OPPORTUNITIES AT STRATHCONA.CA