

SCOOP Mixed-Topic Survey Report

April 2019

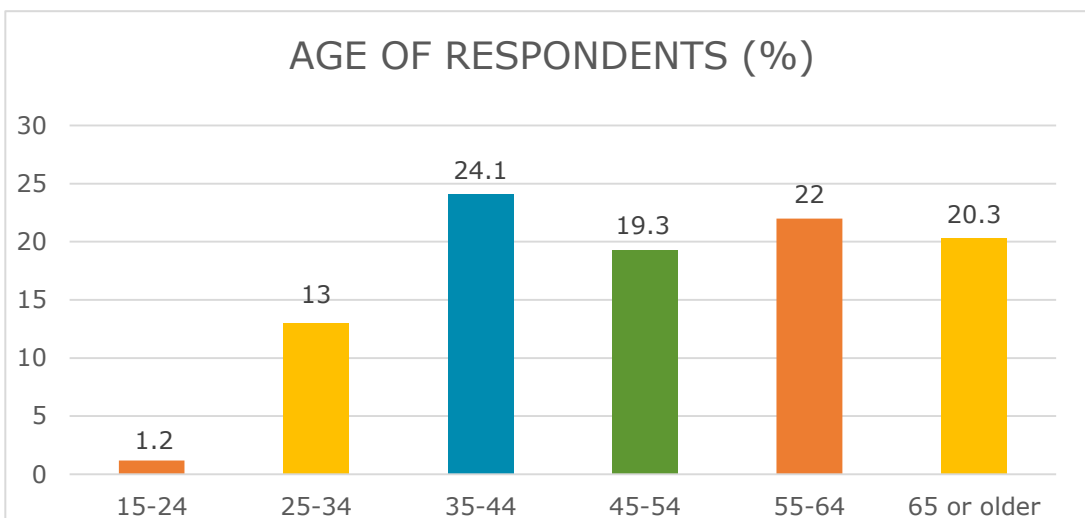


In April 2019, Strathcona County conducted an online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. This mixed-topic survey consists of questions asked within one or more topic areas and was exclusive to participants who signed up to be part of SCOOP. April's mixed-topic survey consisted of questions about recreation, textile recycling and the animal control bylaw. The results from this study were prepared by Phil Kreisel, Ph.D. (Communications) in May 2019; SPSS was used for the data analysis.

Survey Results

The sample used in this study consisted of 513 people who had previously signed up to be part of SCOOP, Strathcona County's online opinion panel.

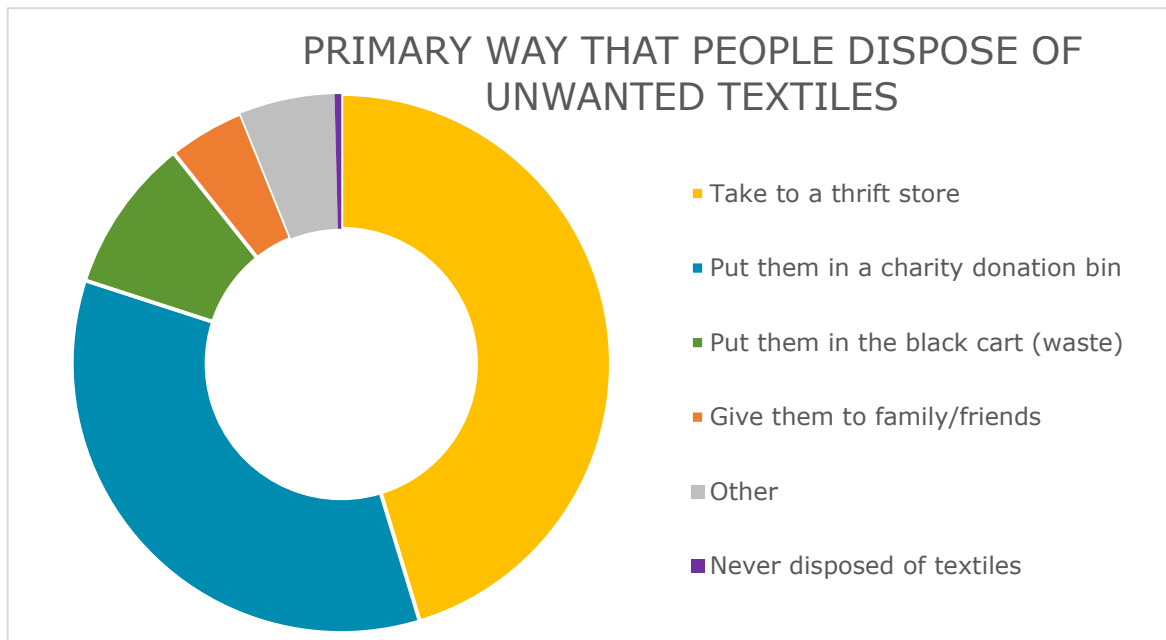
- 73.8% of the participants lived in the urban area,
- 20.9% came from rural parts of Strathcona County, and the remaining
- 5.3% worked in Strathcona County but did not live there.
- The majority of respondents are over the age of 44, with just over one third of the participants between the age of 25 and 44.
- Only a very small percentage of participants were under 25.
- 62.6% of participants were female while 34.7% were male.



SURVEY RESULTS: TEXTILE/FABRIC RECYCLING

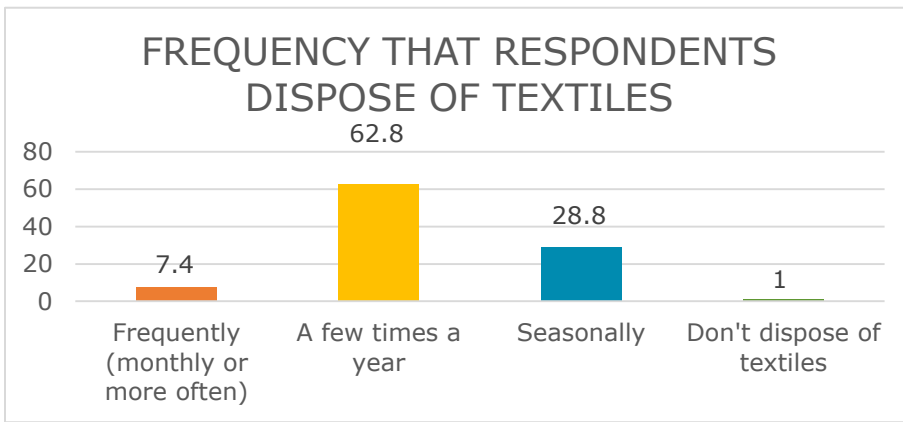
SCOOP participants who lived in or out of the County were asked to answer a series of questions about how they currently deal with recycling textile and fabrics. 87.1% of the 513 person sample opted to answer questions on this topic.

Initially, respondents were asked how they currently dispose of unwanted textiles. Just over 45% of respondents take them to a thrift store, while another 35% put them into a charity donation bin.



Comments made by residents describing what they meant by “other” included turning the material into rags; reusing bed sheets as drop cloths for painting projects or covers for plants in the fall.

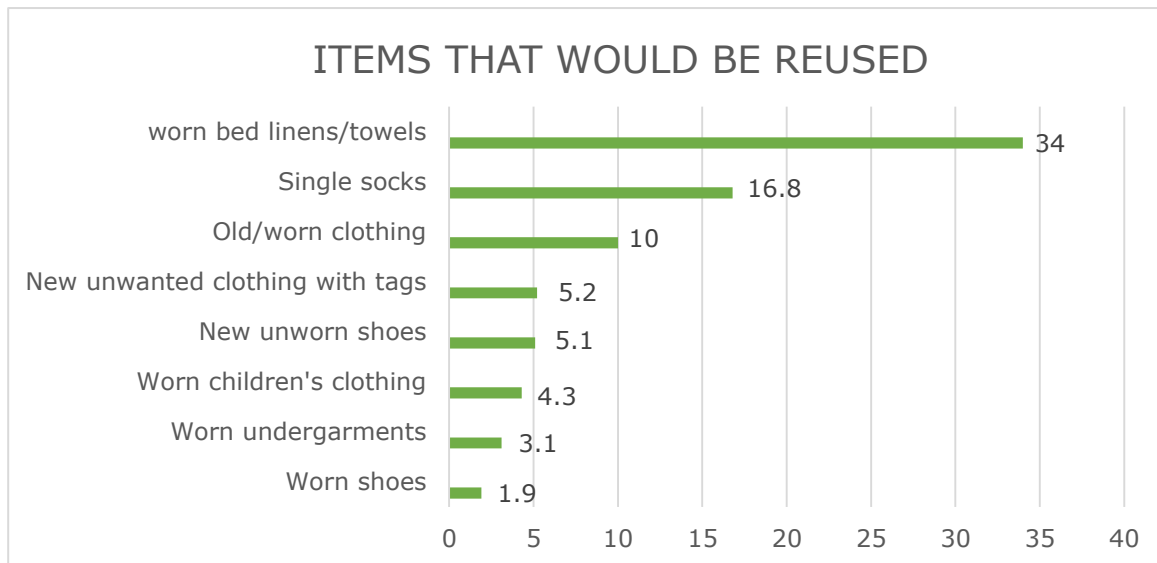
 Most respondents dispose of textiles a few times a year

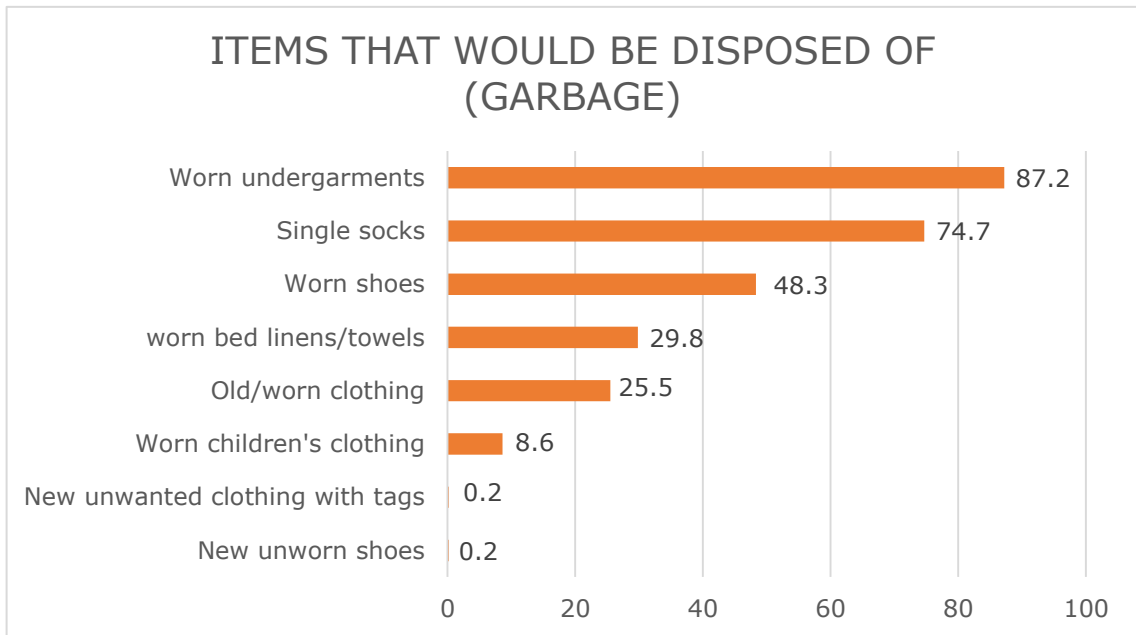
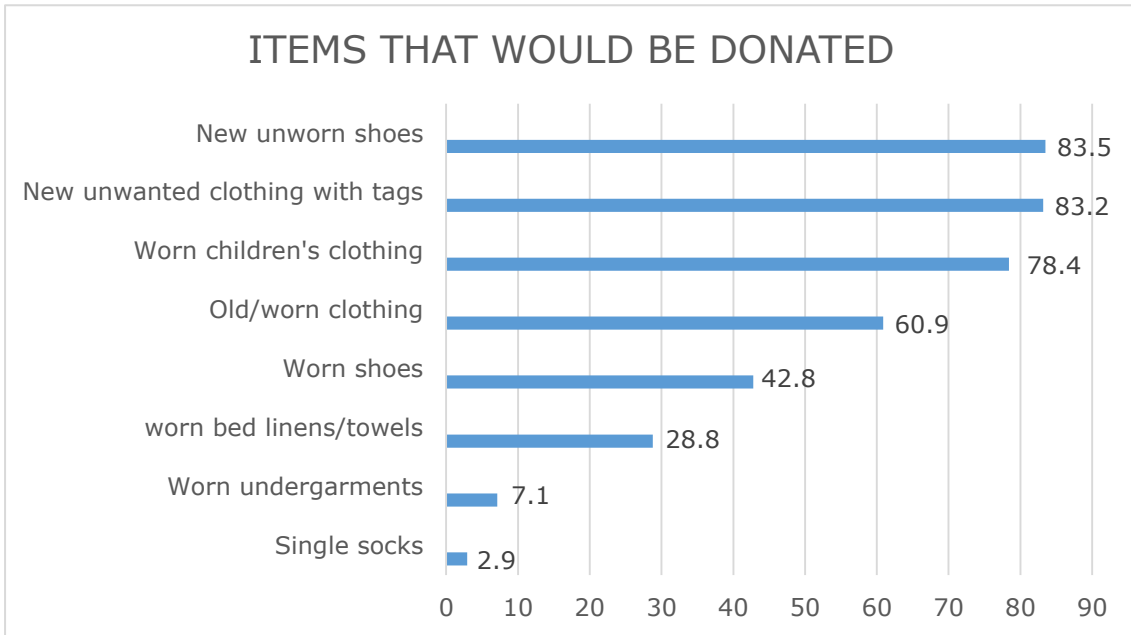


How would you dispose of these textile items?

A comparison of the percentage of items that people would *reuse*, *donate* or *toss into the garbage* is shown below. For the *reuse* scenario, worn bed linens/towels, single socks and old/worn clothing were items most likely to be reused in some way.

For the *donation* scenario, considerably more textile items would be donated, especially new unused items (shoes/clothing), worn clothing or worn shoes, and to a lesser extent, worn bed linens/towels.





- As far as the textile items that would likely be *tossed in the garbage*, worn undergarments or single socks were the most likely to be tossed.
- Worn shoes also fell into this scenario, though about the same percentage of worn shoes could also be donated

- Donating or discarding would be dependent on how worn the shoes actually were. This would also be the case with worn bed linens/towels and old/worn clothing.

The last set of questions in the survey asked respondents to indicate the extent that they agreed or disagreed with a series of statements about textile recycling.

- The majority of respondents understood what items were acceptable for donations, and similarly, that items that are worn out or stained should not be donated.
- There was very strong agreement that unwanted textiles would be donated to a charity.
- Areas of recycling textiles where people were less in agreement were those who would donate unwanted textiles to friends, as well as donating unwanted textiles to a for-profit organization.

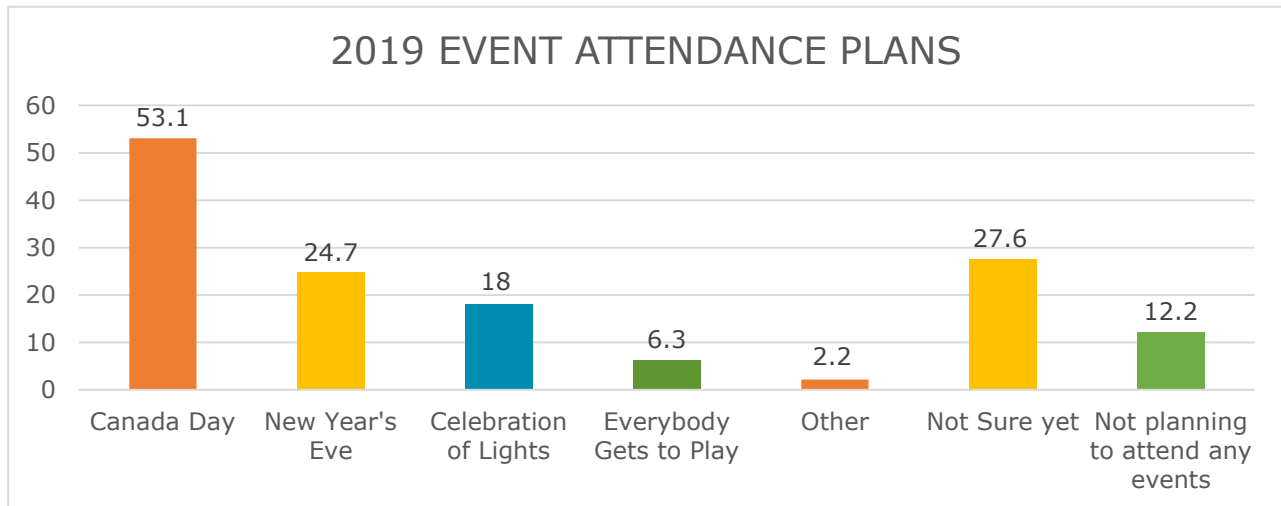
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	%	%	%	%	%
I understand what items are acceptable for donating	27.8%	53.9%	10.6%	5.3%	2.4%
Items that are worn out or stained <u>should not</u> be donated	41.6%	39.5%	8.5%	7.7%	7.7%
I would donate my unwanted textiles to friends	13.1%	42.9%	19.0%	17.6%	7.4%
I would donate my unwanted textiles to a charity	49.0%	43.9%	4.3%	0.8%	2.0%
I would donate my unwanted textiles to a for-profit organization	19.5%	36.1%	16.0%	16.2%	12.2%

SURVEY RESULTS: RECREATION

SCOOP participants who lived in or out of the County were asked to answer a series of questions about Strathcona County recreation events and trail/cycle maps. 88.9% of the 513 people that responded opted to answer questions on this topic.

Which Recreation, Parks and Culture events are you planning on attending this year?

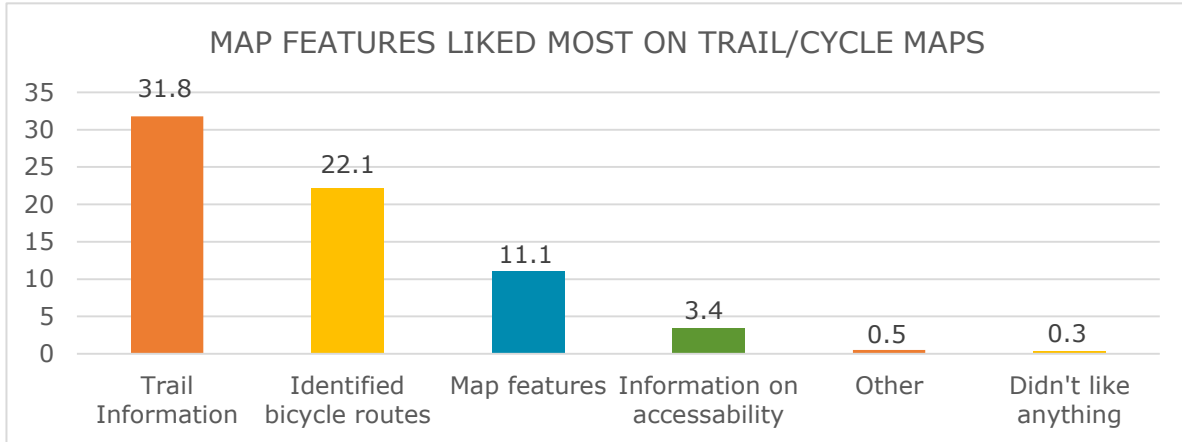
- just over 53% of respondents were planning to attend Canada Day events.
- Over 27% of respondents were not sure what events they might attend in 2019.
- Other events that people might consider included *Savor Strathcona*, a movie or music event (if offered), the *Patio series at Festival Place*, and the *Ardrossan Picnic and Parade*.



The next three questions asked respondents about the use of trail and/or cycle maps for enhancing their trail use experiences.

- 41.7% indicated that they had made use of maps, while 58.3% had not.
- Of the ones who had made use of maps, the two specific features that were liked most on the maps were trail information and identified bicycle routes.
- The other suggestions included:

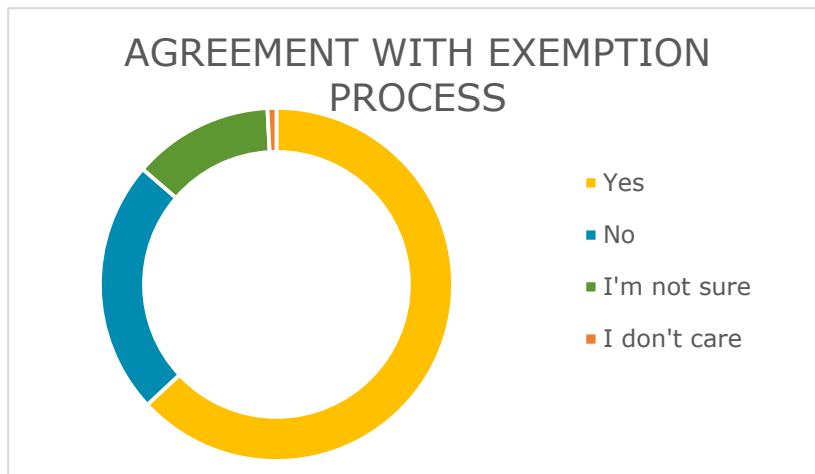
- nature, like to see expanded to include benefits of wellness (mental and physical)
- planning my route to make the most of trails (not roads/sidewalks)
- unique things you can do on the trails



Respondents who made use of the trail/cycle maps were asked to indicate aspects that they would like to see highlighted more. There were a wide variety of comments put forward. These are collected in **Appendix A** of this report.

SURVEY RESULTS: ANIMAL CONTROL BYLAW

490 of the 513 survey respondents agreed to answer questions for this section. Respondents were asked whether they agreed with including an Exemption Permit process into the Animal Control Bylaw.





63% OF RESPONDENTS APPROVE OF AN EXEMPTION PROCESS FOR THE ANIMAL CONTROL BYLAW

What's Next?

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



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

APPENDIX A

Aspects that they would like to see highlighted more within County trail/cycle maps:

Type of trails

- Bolder trails on the map
- Difficulty of trail
- How to get from one trail to another.
- New trails as they are completed; amenities available along the trails
- Suggested routes to connect the trails. I find the map to be very chunky, without much flow
- Trail conditions.
- Trails being opened in the next 1/2 years
- Type of trail (Paved, gravel, dirt).
- walking trails
- Terrain
- walking paths
- Wayfinding -- most of our trails are very discontinuous with large breaks. Someone should look at these and provide reasonable advice on way finding -- how best to connect the pieces. Note some of these discontinuities are

really NOT friendly to pedestrians' and cyclists -- requiring large detours. Is it reasonable to ask a pedestrian to undertake a 15 minute walk to the lights and back simply to safely cross a street???? I answer emphatically no. These discontinuities are actively encouraging people to make unsafe crossings.

- more trails (urban and rural) - would love to see more cycling friendly information / signage / road features in the county. share the road campaign etc.

Bicycle Routes

- Bicycle routes
- Bicycle routes and how to join one to another by streets
- Longer cycle routes (up to 20 km in length)
- Amenities for breaks. Coffee shops, ice cream stops, where you can get a slush, where there are public washrooms, where I can lock up my bike (bike stands). Online interactive version that I can use on my phone while I'm out cycling.
- Best routes to access county facilities
- Connections
- Safe crossing points for young cyclists and senior on a walker for busy roads
- I want to see more bike trails, specifically single track, and more bike skills parks and have them highlighted on the trail map.
- Show dead ends

Distances

- Having distances on certain routes is helpful (cycle map), it would be nice to have this on the trail map as well
- Distance on the map; not just listed below (2)
- Distances if you walk a certain path
- Distances when walking or biking
- DISTANCES, FOR RUNNING AND TRAINING

Other Features

- Any fruit trees
- I need to be able to expand the map online to see specific areas more easily. It's far too small.
- I want some additional information/more clear information about Strathcona County rec options i.e. natural areas.
- It was a long time ago a paper map. I'm sure it is available online now. If not, it should be.

- Need easier access in picking up these maps
- Not sure as I just picked the maps up last week and haven't spent time for a thorough review.
- Parking
- parking access at key points, I like to go somewhere else other than my neighborhood, for my walks.
- Perhaps work with nearby businesses to including advertising to identify ice cream shops, specialty retail stores or restaurants as places to stop nearby on bike or trail routes. Charge them a fee to be included which would offset printing and distribution costs. Suggest working with Economic Development & Tourism to communicate with businesses the opportunity.
- Rest areas
- sample routes from each quadrant to center, or to nearest quadrant, sample 1km, 3km 5 km and 10km routes
- Where applicable, local history (ex Herb Gray Trail bisects the Old Edmonton Trail" - what is this? Can we still walk to Edmonton that way?"