

SCOOP

Public Engagement Event Participation, Outdoor Recreation Opportunities and Feedback on the Annual Budget

DATE: March 2020



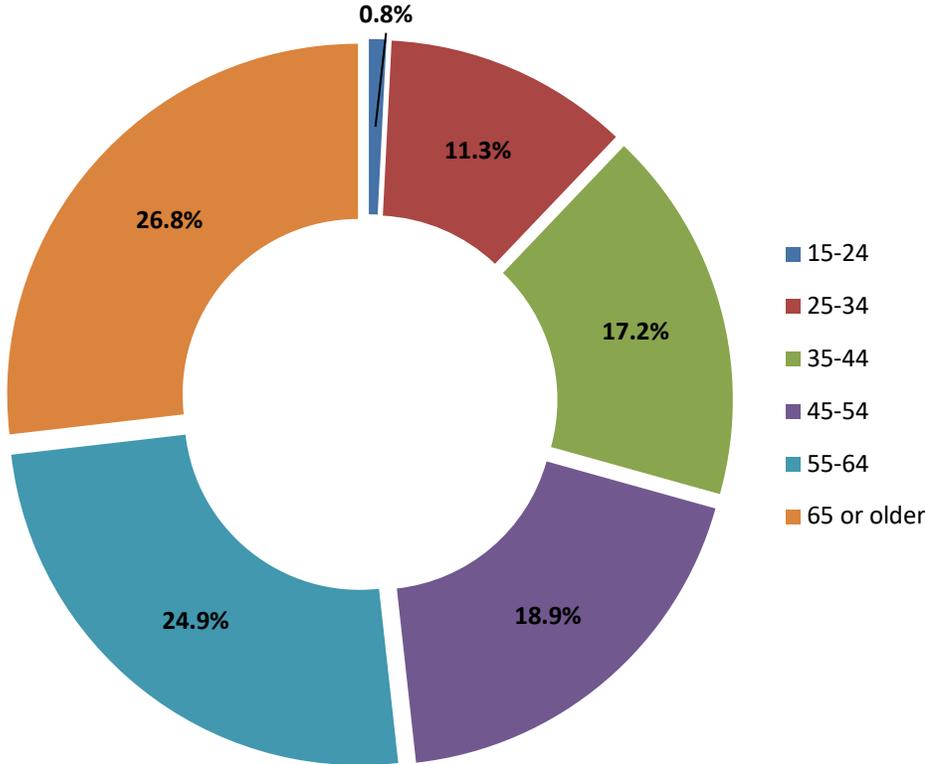
In March 2020, Strathcona County conducted a regular online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. This project consisted of different survey topics with a number of questions asked within each topic area. This survey was exclusive to residents who signed up to be part of SCOOP.

Survey Highlights

The March mixed-topic survey consisted of questions on Public Engagement Event Participation, Outdoor Recreation Opportunities and Feedback on the Annual Budget. There were 365 responses to the mixed-topic survey.

WHO RESPONDED?

- 73.4% of the participants lived in Sherwood Park, 23.8% came from rural parts of Strathcona County, and the remaining 2.7% worked in Strathcona County but did not live there.
- The age group breakdown of the survey respondents is shown below.

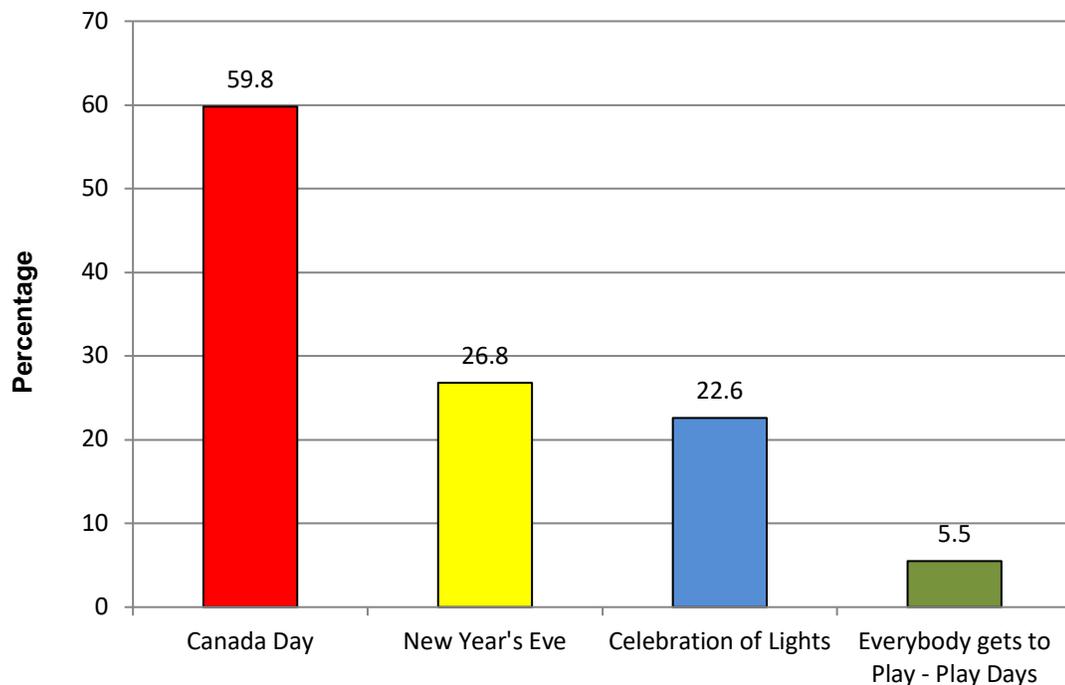


In-Person Public Engagement

- A series of questions were asked about Strathcona County attendance at in-person public engagement events. Overall, 27.7% gone to at least one within the past 12 months, while 69.1% had not. The remaining 3.2% couldn't remember if they had or not.
- Of the 27.7% people who had attended an event, the majority had participated in an information session and/or an open house. There were also some who participated in a focus group or a group meeting. None of the residents participated in a conversation café or in a workshop. Those who attended an in-person event were asked to give an overall satisfaction rating. Approximately 53% were either extremely satisfied or very satisfied, with an additional 30% being moderately satisfied. Just over 17% were dissatisfied with the event(s) they attended. When asked about the value of an event, approximately 77% felt the events were either very valuable or somewhat valuable experiences.
- Of those who had not attended a Strathcona County in-person event in the past 12 months, the main reasons for not doing so were either that the topics were not of interest to them or that they had not heard of any event.

Outdoor Recreation Opportunities

- People were initially asked to indicate which Strathcona County recreation events they would be interested in attending in 2020. Please keep in mind that these questions were answered prior to the COVID-19 pandemic. It can be seen below that Canada Day was the event respondents were most interested in, followed by New Year's Eve and the Celebration of Lights event.



- When asked how they found out about recreation parks and culture events, programs or volunteer opportunities, 55.2% indicated that they found out about these through the local newspaper, followed closely by the Strathcona County website (49.1%) and various types of social media (41.5%).
- Respondents were also asked to indicate their awareness of the Pitch and Dash spring cleanup program. Overall, 48.4% were aware that Strathcona County provides free garbage bags to individuals, groups and schools who register, while 51.6% were not.
- Prior to the COVID-19 pandemic, Strathcona County offered a bookable picnic shelters at both Broadmoor Lake Park and Centennial Park. When asked about booking these picnic shelters:
 - 11.6% had booked one (or both) of these spaces;
 - 5.5% had used one (or both) of these spaces without booking in advance;
 - 47% had not used either of the picnic spaces; and
 - 40.2% were not aware that picnic shelters could be booked.

Feedback on the Annual Budget via Public Engagement

- People were initially asked to indicate how they might be interested in providing input into the County's annual business planning and budget process. Of the four potential public input methods proposed:
 - Almost everyone (99.2%) would do it by completing an online survey. A further analysis found that 80.5% would be highly likely to do it this way.
 - 43.1% would consider participating in an online discussion group. A further analysis found that 61.4% would either be highly likely or somewhat likely to do this.
 - 41.6% would consider participating in an in-person open house or workshop. A further analysis found that 52.3% would either be highly likely or somewhat likely to do this.
 - 10.4% would consider presenting at a public meeting in front of Council. A further analysis found that 15.4% would either be highly likely or somewhat likely to do this.
- People were also asked to indicate other methods they might use to providing input into the County's annual business planning and budget process. Ideas put forward included *completing a SCOOP survey, a plebiscite for big budget topics such as Brenner or the Horse Palace, input via Facebook, doing this at kiosks during public events, and written comment boxes.*

What's Next?

The SCOOP Mixed Topic Surveys usually run monthly and cover a variety of topics. Our next Mixed Topic Survey results will feature topics covered in May 2020.