

# SCOOP

## **Communication and Services during COVID and Allowing Alcohol Consumption in Municipal Parks**

DATE: **October 2021**



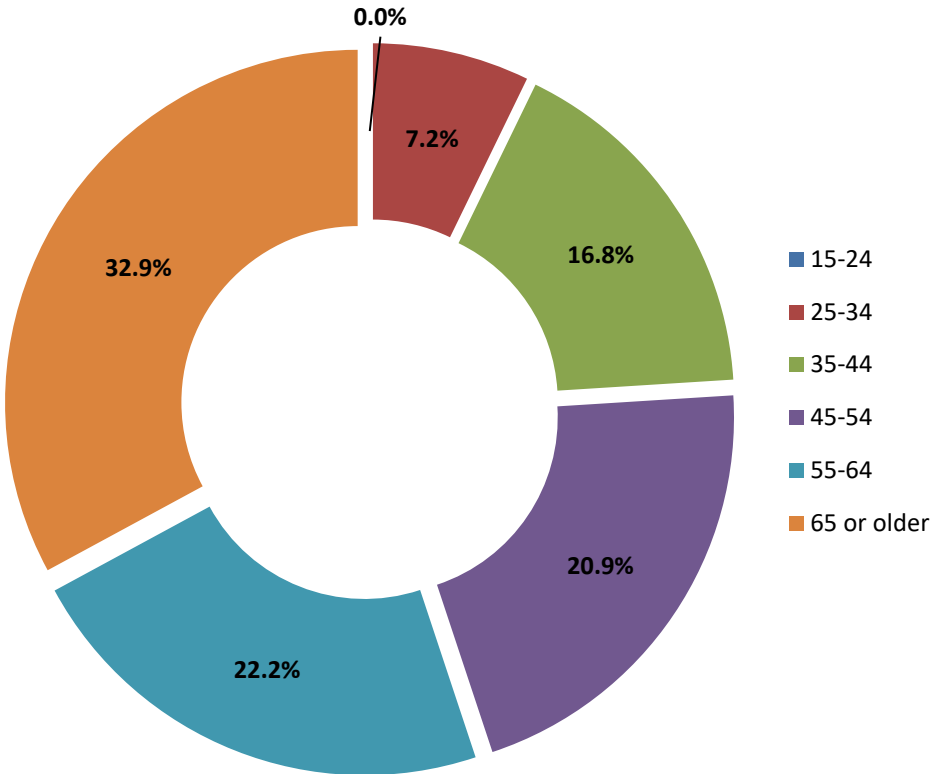
In October 2021, Strathcona County conducted a regular online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. This project consisted of different survey topics with a number of questions asked within each topic area. This survey was exclusive to residents who signed up to be part of SCOOP.

# Survey Highlights

The October mixed-topic survey consisted of questions on the alcohol in parks pilot program and communications and services during the COVID-19 pandemic. There were 502 responses to the mixed-topic survey.

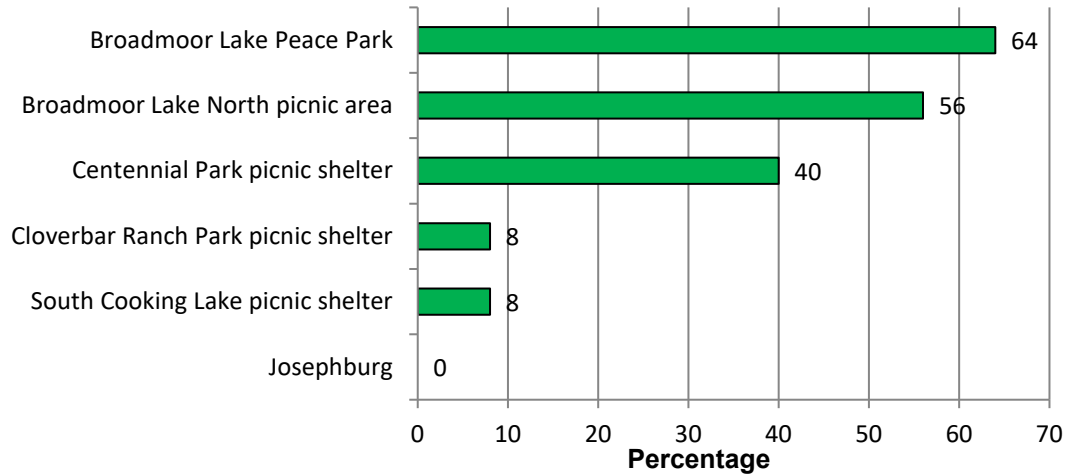
## WHO RESPONDED?

- 73.9% of the participants lived in Sherwood Park, 24.5% came from rural parts of Strathcona County, and the remaining 1.6% worked in Strathcona County but did not live there.
- 59.2% of the participants were female while 40.8% were male.
- The age group breakdown of the survey respondents is shown below.

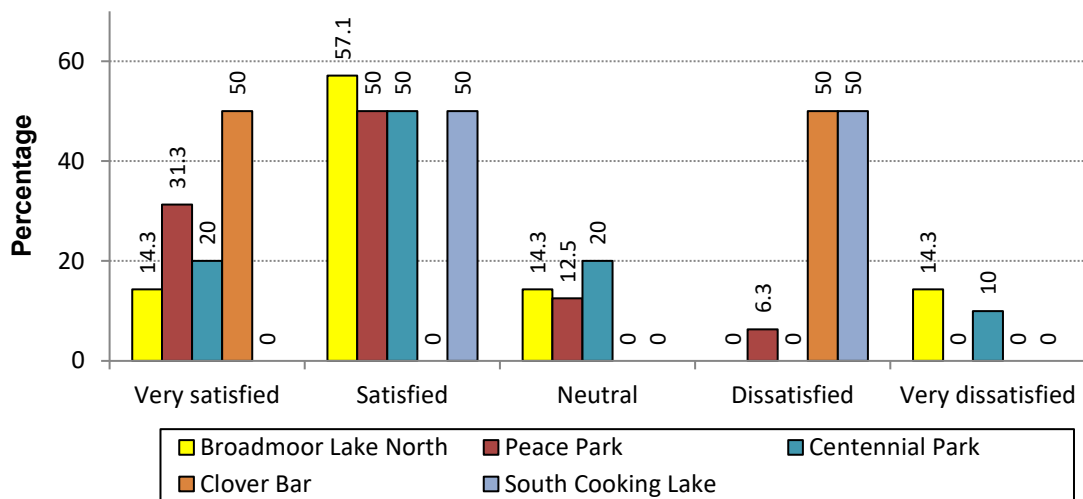


## Alcohol Consumption in Municipal Parks

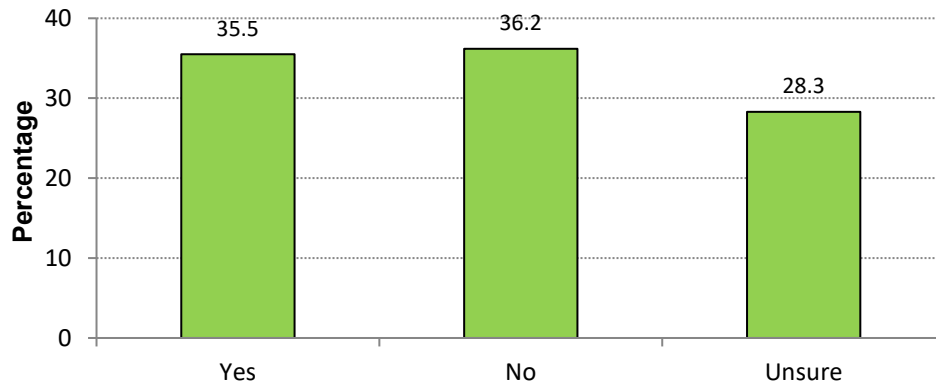
- All of the respondents were asked to indicate if they had visited any of the designed parks and consumed alcohol since July 1, 2021. The majority did not, though 25 respondents had done so. The percentage breakdown is shown below.



- Users were then asked to indicate their level of satisfaction expressed with the sites that they visited. It can be seen that the majority were fairly satisfied with the sites, although people going to the Cloverbar site or the South Cooking Lake site were split between being satisfied or dissatisfied with the areas.
- When asked if they would pay a return visit to the sites in the future, most indicated that they would do so, though there were those who would not return to the South Cooking Lake site, because one outhouse was out of order and the other was just disgusting, dirty, and smelly with no toilet paper.



- All respondents were asked if the pilot project should be expanded to other areas, and if so, which sites should be considered. It can be seen below that people were divided on the issue.



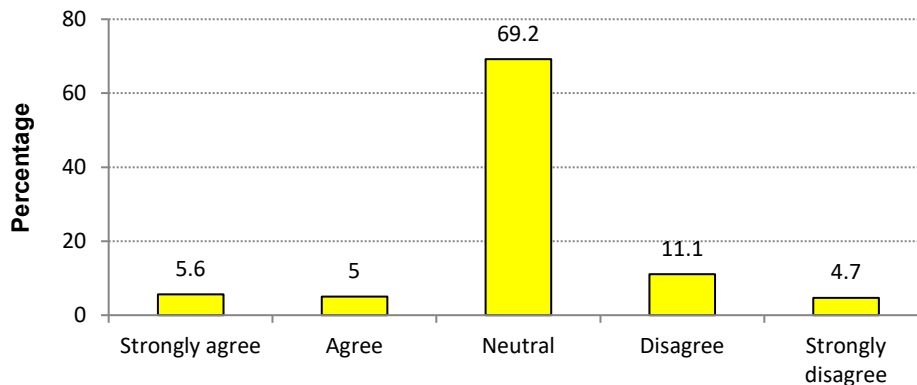
- Most of respondents who answered “yes” thought that this should be opened to all park areas managed by the County, though there were some who specifically mentioned Ardrossan for having one, as well as Summerwood and the Strathcona Wilderness Centre. There were those who felt that consumption should be reasonable.
- Those opposed to the concept felt that that alcohol should not be allowed in parks that were adjacent or connected to schools. There were also those who felt that allowing alcohol in parks might undermine the message of “if you drink, don’t drive” as many people who would consume alcohol would be driving to park sites from their home.

## Communication Services during COVID

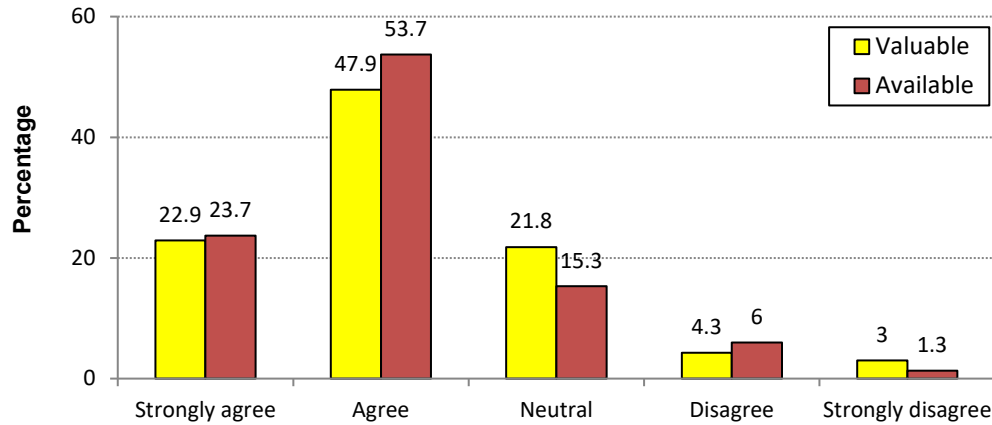
- Initially, respondents were asked to indicate where (if any) places that they saw or heard COVID-19 information provided by Strathcona County, as well as which were preferred. The preferred sources for information are shown below.

	%
<b>Local newspaper (Sherwood Park News)</b>	<b>57.8%</b>
<b>Strathcona County Alerts (SC Alerts)</b>	<b>54.3%</b>
<b>Strathcona County website</b>	<b>53.9%</b>
<b>Road signs</b>	<b>47.2%</b>
<b>Directly via emailed e-newsletter from Strathcona County</b>	<b>32.6%</b>
Strathcona County's main Facebook page	22.3%
Strathcona County facility posters	20.9%
Strathcona County facility digital signs	15.4%
Local businesses	12.7%
Strathcona County's Twitter	12.3%
Strathcona County's Instagram	7.3%
Word of mouth	7.1%
Strathcona County presentations to Council or Emergency Advisory Committee	2.9%
Facebook group not managed by Strathcona County	2.5%
Directly from long-term living facility	2.5%
Other	5.2%

- Respondents were also asked to indicate the extent of feeling overwhelmed with information about COVID-19. It can be seen that the majority are in the middle on this one, where the messaging about COVID-19 seemed about right, though there were just over 15% who felt that the County could have done more messaging.



- Perceptions about information shared by Strathcona County on COVID-19 being valuable and being available when it was needed is shown below. It can be seen that in both instances, the majority either strongly agree or agree with these. Very few disagreed.



- Respondents were also asked to indicate in their own words what specific COVID-19 safety measures does the County use that make them feel safe in County facilities and programs. The following categories emerged:
  - Vaccine – this category includes proof of the vaccine, the actual passport system that is in place, mandates, status, exemptions;
  - Masks – items in this category include face masks, wearing masks, where to get them/make them, mandating/requiring their use; bylaws associated with masks;
  - Plexiglass – all things associated with plexiglass, including useful barriers, signs, and instructions for use;
  - Sanitizing – this includes hand sanitization, sanitization stations, and availability of products.

## 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 our November/December 2021 release.