

# **2017 Strategic Directions Survey**

## **Research Results**

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## Strathcona County Directions, Strategic Plan and Priority Business Planning and Budgeting

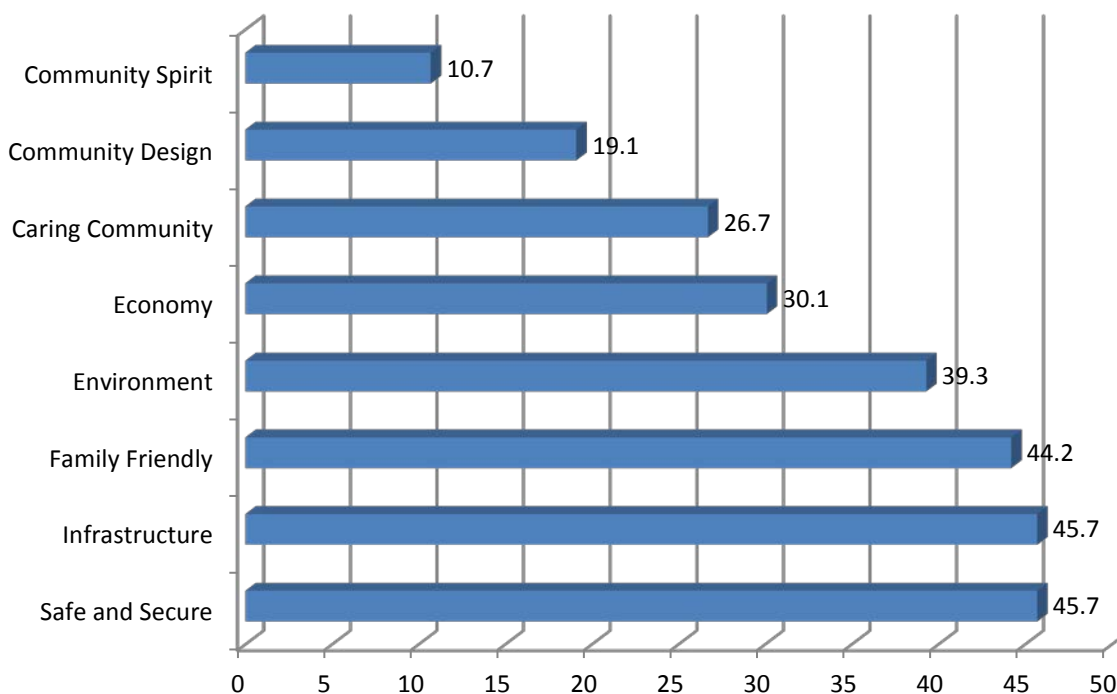
In the spring of 2017, Strathcona County citizens were asked to complete a very short, interactive survey to determine the respondents' awareness of the County's Strategic Plan, as well as priority based business planning and budgeting. Results will assist in education campaigns to increase awareness and better inform and engage citizens about the strategic plan and priority-based budgeting.

This was the third year that elements of this survey have been run. For the current survey, 652 people answered at least one question on the survey compared to 622 in 2016 and 1349 in 2015. As the original 2015 survey incorporated an educational component that provides a baseline for future surveys, this report builds on the foundation and includes comparisons from the previous two surveys.

### Part 1: Perceptions of What Constitutes a Livable Community

Residents were given the opportunity to pick up to 3 different categories out of eight possible choices that defines for them what makes a "livable community" to them. The percentages to the right of the bars indicate the preference of the respondents, with *safe and secure* being the most popular choice, followed closely by *infrastructure and family friendly*.

**Figure 1 - Question 1: Top three choices for what makes a 'livable community'**



### Comparison of 2017 survey with 2016 and 2015 Surveys

Figure 2 (below) depicts a comparison with the current survey and the 2016 and 2015 surveys as it pertains to people's choices.

*Safe and Secure* remains the most popular choice among respondents in all three years that the survey has been conducted, although it can be seen that its popularity has dropped considerably since 2016.

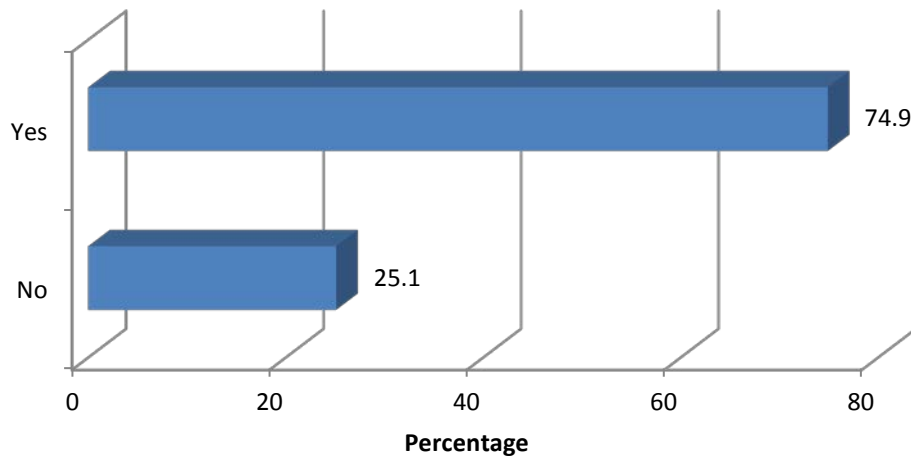
*Infrastructure* has become more important in 2017, rising to a tie for first overall. *Family Friendly* has dropped from the number two position of past years and now sits at 3<sup>rd</sup> overall. *Environment* remains at 4<sup>th</sup> overall.

**Figure 2 - Categories associated with Strathcona County as a “livable community”**

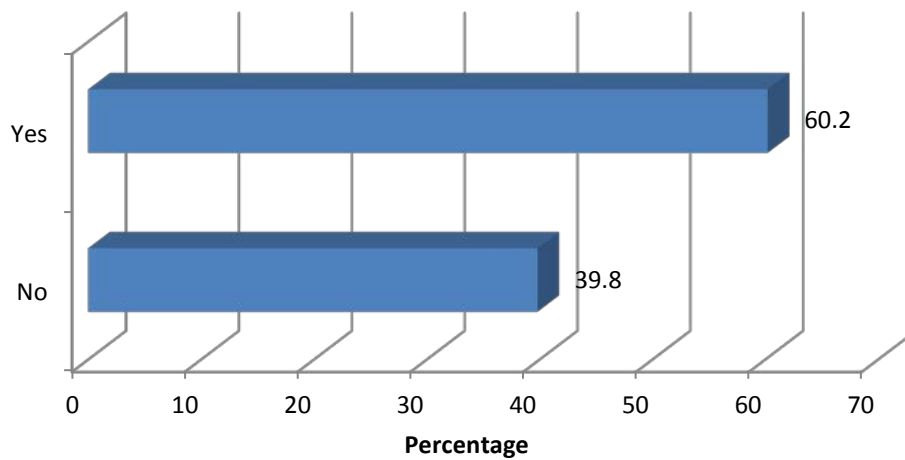
	2017	2016	2015
Safe & Secure	45.7%	65.1%	61.4%
Infrastructure	45.7%	37.3%	35.7%
Family Friendly	44.2%	44.5%	52.9%
Environment	39.3%	33.3%	30.8%
Economy	30.1%	31.2%	24.0%
Caring Community	26.7%	24.8%	25.1%
Community Design	19.1%	32.6%	30.7%
Community Spirit	10.7%	12.2%	17.8%

## Part 2: Survey Questions

**Figure 3 - Question 2: Did you know that Strathcona County has a strategic plan?**



**Figure 4 - Question 3: Did you know that Strathcona County uses priority based budgeting?**



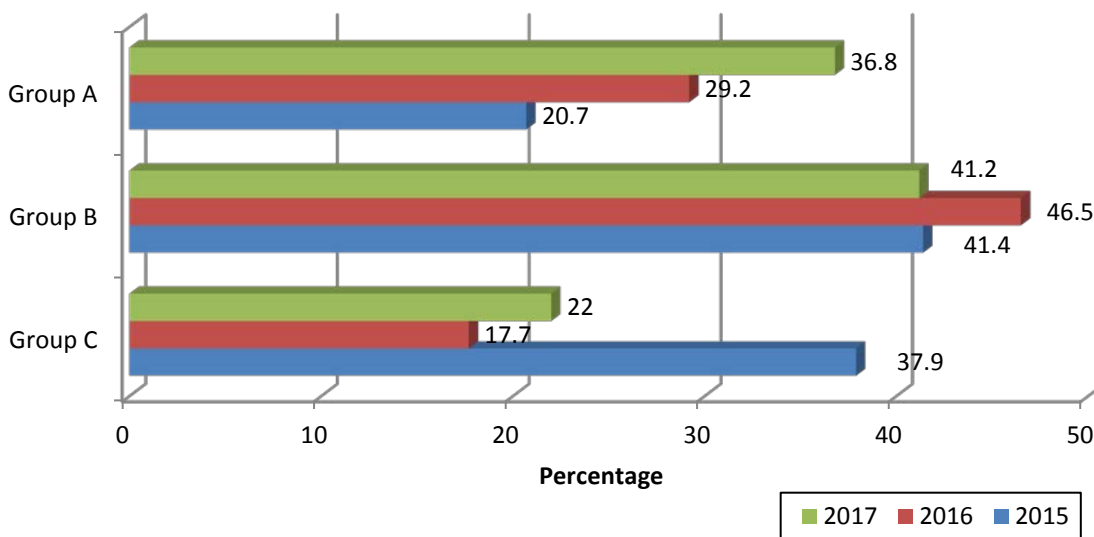
It can be seen from Figures 3 and 4 that the majority of respondents are aware that the County has a strategic plan, though less of them are aware that the County uses priority based budgeting.

Question 4: Council has prioritized 12 goals in the strategic plan. Can you indicate which of these 3 groups (Group A, B, or C) contains the top four prioritized goals for the next two years? The percentages in Figure 5 below are based on 89.1% of residents who answered the question, and excluded 9.9% who didn't answer the question.

**Figure 5 - Council Goals**

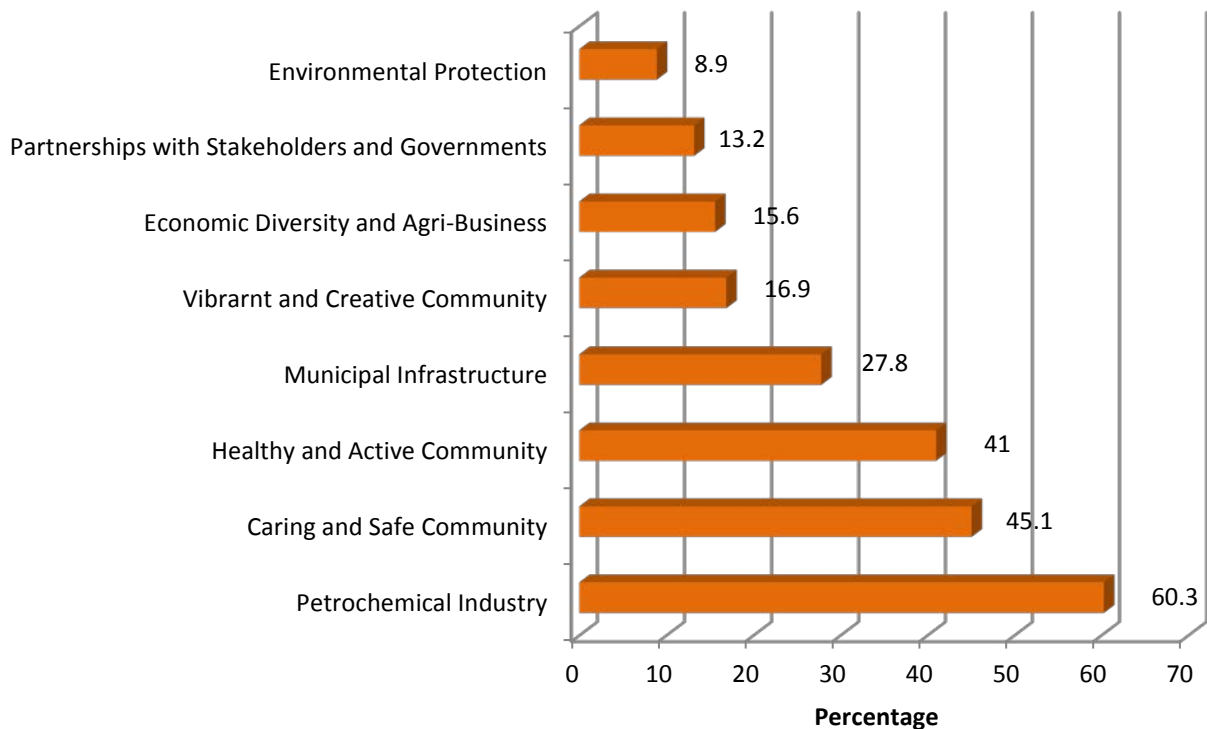
<p><b>Group A</b> Correct Response</p>	<p><b>36.8%</b></p>	<p><b>Diversify the petrochemical industry</b> <b>Increase public involvement</b> <b>Maintain strong relationships with neighbouring communities</b> <b>Plan for and manage municipal infrastructure</b></p>
<p>Group B Incorrect Response</p>	<p>41.2%</p>	<p>Build strong communities Increase safety of residents Promote the County as “open for business” Increase business in the agricultural sector</p>
<p>Group C Incorrect Response</p>	<p>22.0%</p>	<p>Provide accessible activities and facilities Minimize waste and improve energy efficiency Strengthen community identity and heritage Protect our environment</p>

**Figure 6 - Survey Responses to Council-Prioritized Goals in 2015, 2016 and 2017 (Note: Group A is the correct response)**



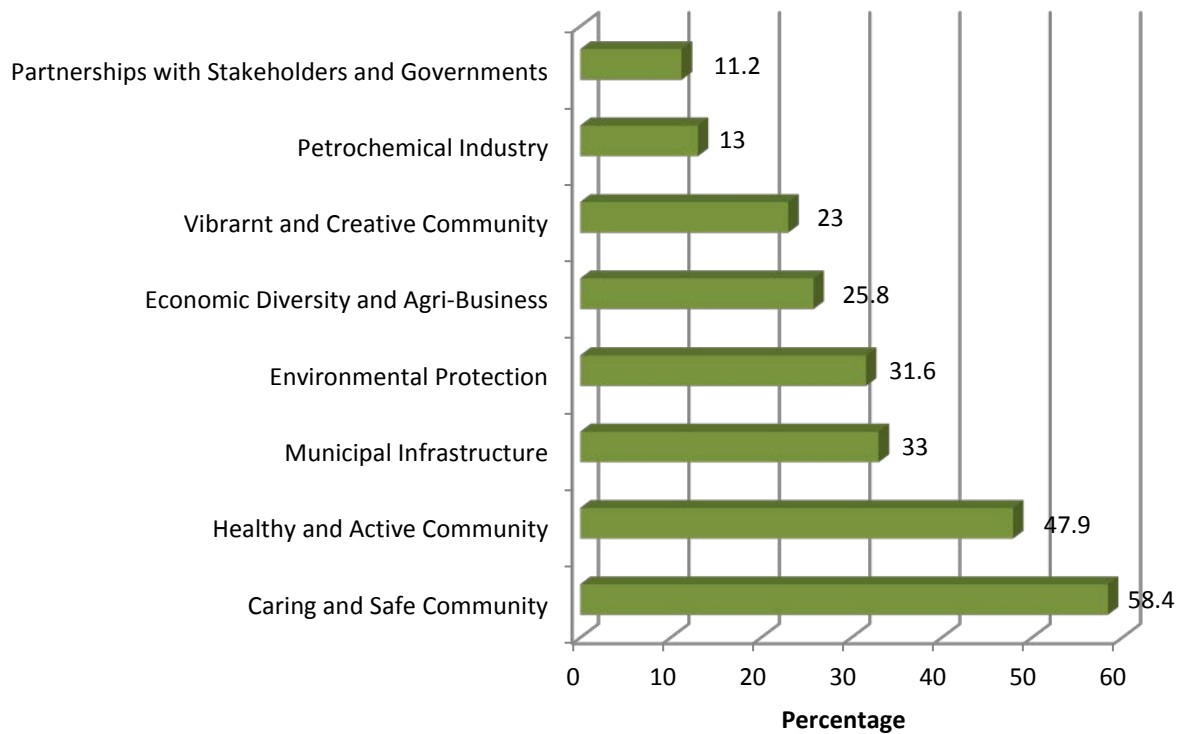
A comparison of the different Council Prioritized Goals options provided to respondents by year is shown in Figure 6 (previous page). It can be seen that the percentage of people selecting the items associated with “Group A” has risen substantially since the goal question was first asked in 2015. However, it can be seen that more people are still leaning toward the items associated with “Group B” (with this option being the most popular among respondents each year since the inception of this survey).

**Figure 7 - Question 5: What is Strathcona County known for? Respondents can select 3 out of 8 possible choices. The overall results are depicted below.**



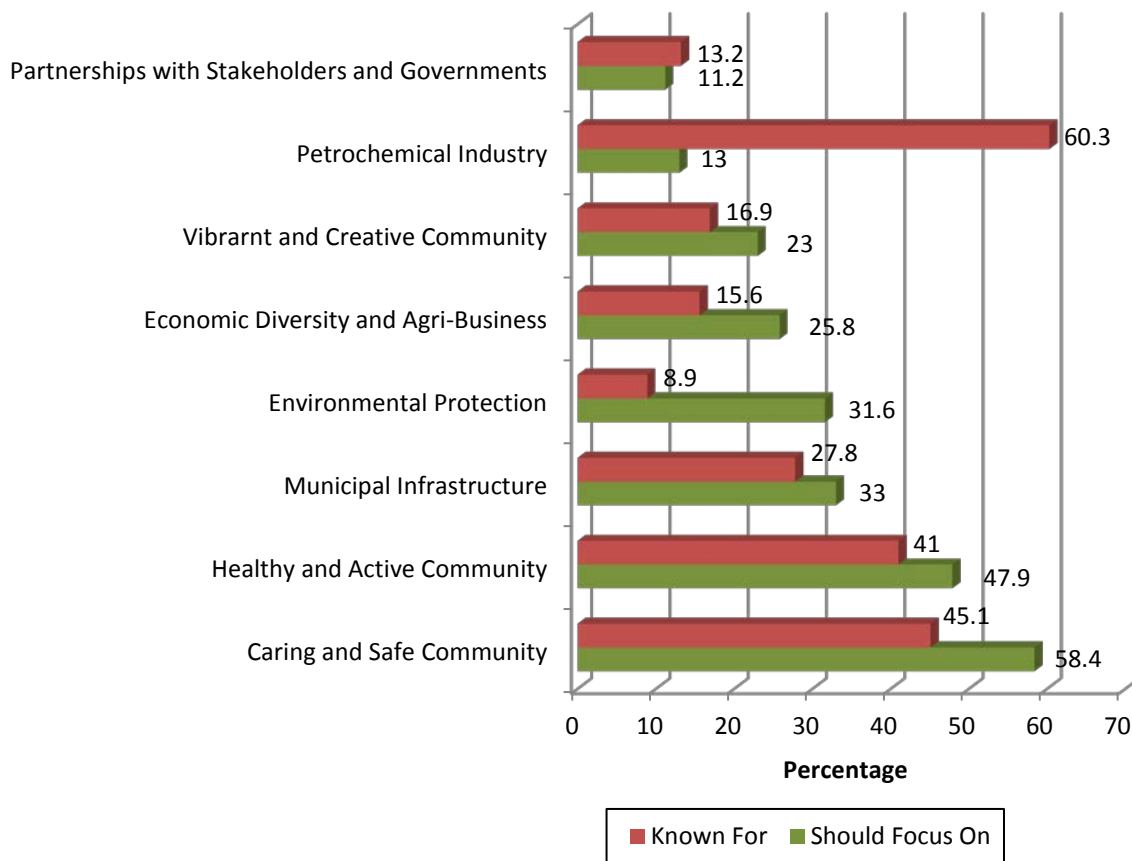
It can be seen from Figure 7 that the most popular choices of what respondents perceive that Strathcona County is best known for are *the petrochemical industry, being a caring and safe community, and being a healthy and active community.*

**Figure 8 - Question 6: What should Strathcona County focus on? Respondents can select 3 out of 8 possible choices. The overall results are depicted below.**



The list that was presented to respondents in the previous question (Q-5) was presented again with a different perspective, this being what respondents thought that the County should focus on. It can be seen from Figure 8 that the most popular choices of what the focus of the County should be were *being a caring and safe community*, *being a healthy and active community* and to a lesser extent, *municipal infrastructure*.

**Figure9 – Comparing what *Strathcona County* should focus on with what *Strathcona County* is known for**



The list that was presented to respondents in the previous question (Q-5) was presented again with a different perspective, this being what respondents thought that the County should focus on. It can be seen from Figure 9 that the largest contrast between the two perspectives is that while many respondents thought the County was known for the petrochemical industry (60.3%), considerably fewer of them felt that this was something that the County should focus on (13%).

Another large spread occurred with *Environmental Protection*, where considerably more respondents thought the County should focus on this (31.6%), compared to something that the County was known for (8.9%).