

SCOOP Evaluation 2022

DATE: November 24, 2022



As of September 2022, the Strathcona County Online Opinion Panel (SCOOP) is four years old. We want to know how SCOOP members are feeling about the platform.

Introduction and Methodology

In October 2022 Strathcona County conducted an online survey through SCOOP to gauge panelists viewpoints about the panel itself. SCOOP has proven to be a useful tool for gaining insight into our community, however we are cognizant that improvement is always welcome. The results of this survey will be used by County administration to inform SCOOP survey design, the style and frequency of SCOOP communications, and reporting standards for County public engagement. The survey ran from October 17-31.

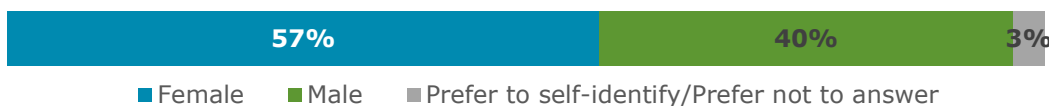
Respondent Profile

We heard from 434 respondents. A brief breakdown of their demographic profile can be seen below. Please note that with rounding percentages may not exactly total 100%. As questions are not mandatory, the number respondents to each questions varies.

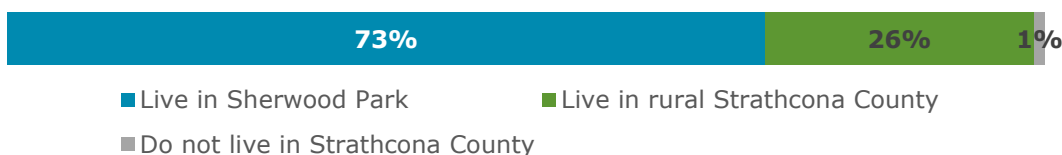
Age



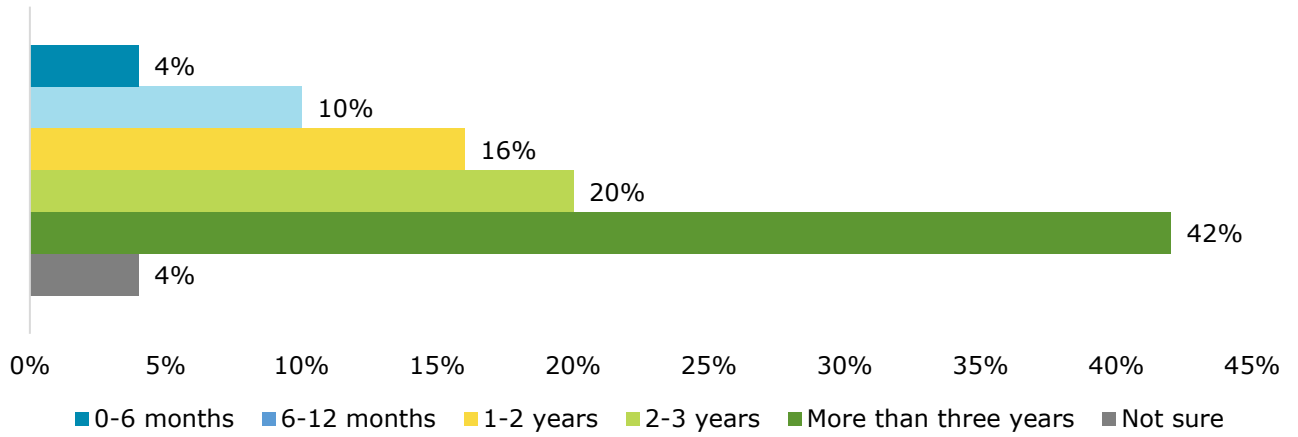
Gender



Location



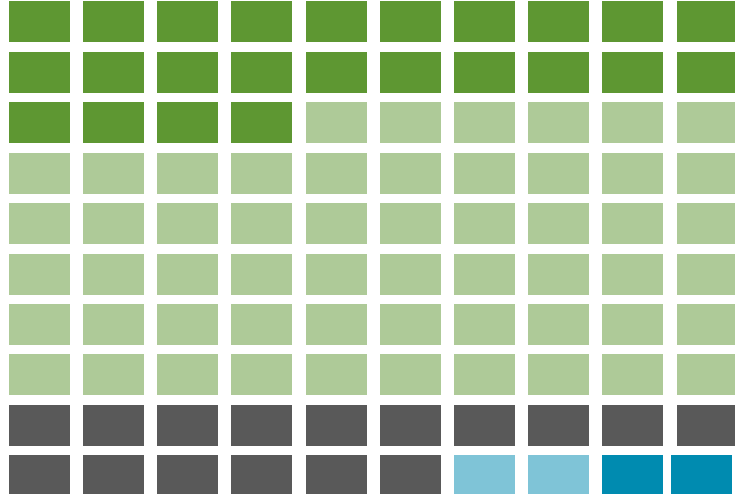
Length of time on SCOOP



We presented respondents with a series of statements about their participation in SCOOP and asked to what extent respondents agreed with them.

I feel more INFORMED

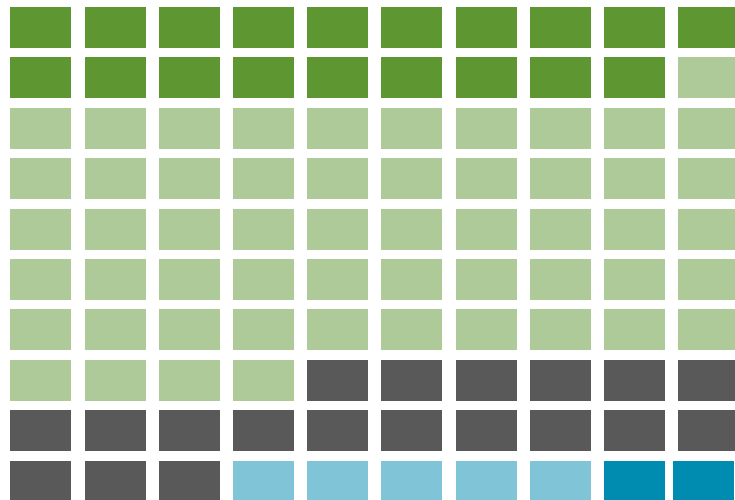
- **24% Strongly Agree**
- **56% Agree**
- 16% Neutral/Don't Know
- **2% Disagree**
- **2% Strongly Disagree**



Eighty percent of respondents agreed that SCOOP participation makes them feel more informed – indicating this as a key strength of the panel.

I feel more INVOLVED

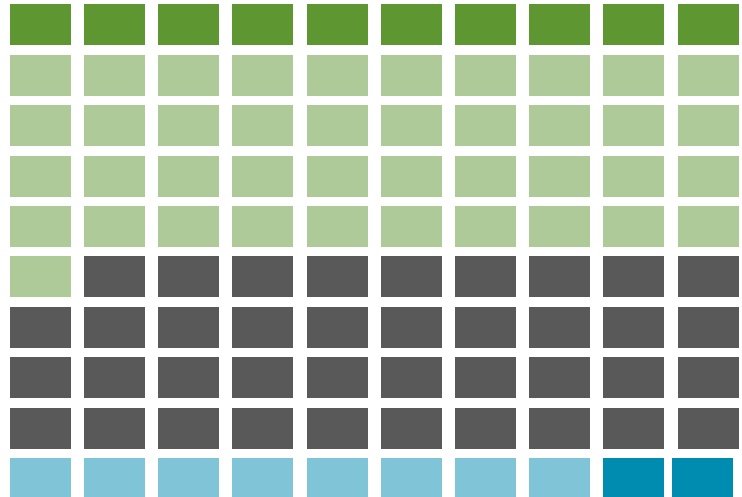
- **19% Strongly Agree**
- **55% Agree**
- 19% Neutral
- **5% Disagree**
- **2% Strongly Disagree**



Respondents felt that SCOOP was a strong way to feel involved in the community, but with less conviction than the previous feeling of being informed.

I feel my VOICE is heard

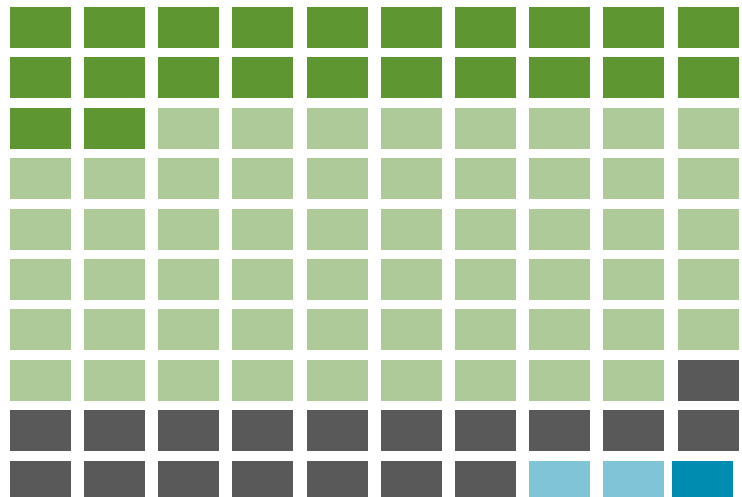
- **10% Strongly Agree**
- **40% Agree**
- 39% Neutral/Don't Know
- **8% Disagree**
- **2% Strongly Disagree**



Half of respondents felt that their voice is being heard through their participation in SCOOP. However, nearly 40% were neutral. This volume of neutral responses indicates we have some work to do in ensuring panelist voice is communicated and that we more clearly communicate how the results of SCOOP surveys are used to inform decision-making in Strathcona County.

Results from SCOOP surveys are communicated back in a timely manner

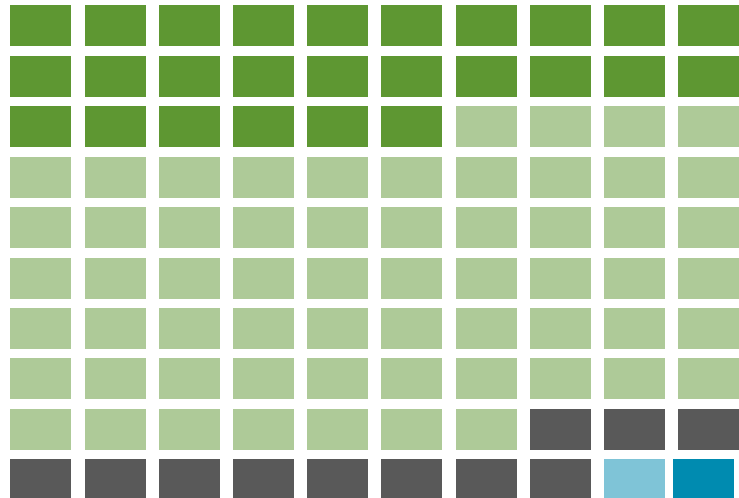
- **22% Strongly Agree**
- **57% Agree**
- 18% Neutral/Don't Know
- **2% Disagree**
- **1% Strongly Disagree**



Nearly 80% of respondents agreed that survey results were communicated back in a timely manner.

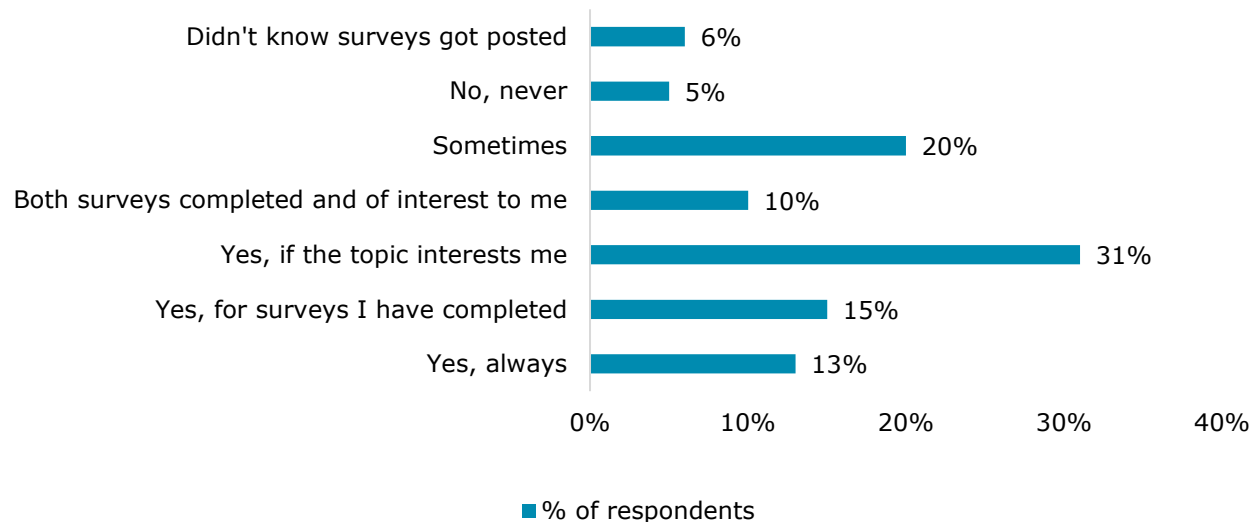
Topics covered in SCOOP surveys are important to our community

- **26% Strongly Agree**
- **61% Agree**
- 11% Neutral/Don't Know
- 1% Disagree
- **1% Strongly Disagree**



The vast majority of respondents felt the topics covered in SCOOP are important to the community.

We asked respondents how often they read reports



These results indicated that SCOOP panelists are very active in reviewing the results of surveys. However, it is clear that whether a topic is interesting to a respondent is the most important determinant to whether a report is read or not.

How can we improve?

To close the survey, we invited respondents to tell us their ideas of how to improve SCOOP in their own words.

Not feeling heard – How do SCOOP results influence decisions?

As indicated in a previous question, not all SCOOP panelists are sure their voice is heard through their participation in SCOOP. Some respondents noted they felt their voice is not heard in What We Heard reports, particularly in the reporting of open-ended responses. Others indicated that they were unsure how the results of SCOOP surveys were used to make decisions and expressed a desire to hear about not just the results of surveys but of the decision made as well.

I see three pieces in the puzzle. First, SCOOP seeks my input. Secondly, SCOOP shares the results. The final piece, which I realize isn't SCOOP's to solve, is what is done with the input. I would like to see a clearer connection between a survey's results and actions of Council.

We also heard doubts about whether SCOOP surveys were used at all for decision-making, with some respondents noting that it felt that surveys were designed to promote a pre-determined outcome or that questions were written to influence respondents to a certain outcome. Lastly, we heard comments that SCOOP was not representative of the community and was not accessible to those without access to digital resources. Some also noted that SCOOP participants represent a vocal minority of County residents.

I would like to know how the information from the surveys is utilized by council.

Suggestions for topics

Some respondents also used this opportunity to suggest topics for either future SCOOP surveys or for County decision-makers to focus on. This includes a wide range of issues – from road maintenance to Council performance. We also heard a desire to use SCOOP as a platform for panelists to suggest topics and issues to the County.

I think more topics could be considered. I think there could be some great ideas out in the community. Also try to get input from school age children by engaging schools

Reporting results

A number of respondents expressed a desire for reports to be shared back with the panel, with one respondent noting they would prefer not to be emailed reports. We also heard a desire for more digestible summary reports that utilize infographics or visuals to communicate results more quickly.

Give 1 pagers to read that represent the whole report - infographics maybe? a 3-5 minute read.

We also heard a desire for surveys to be more filtered based upon whether a respondent is an urban or rural resident.

It would be nice to see some "Rural only" related surveys.

Web and Platform Design Issue

Some respondents also highlighted issues with how SCOOP surveys look, with concerns about drop-down menus being hard to understand and the length of some surveys. There were also comments about difficult to understand formatting in SCOOP surveys and one comment expressing a distaste for word clouds in reporting.

Make this website more user friendly. It formats strangely on desktops.

We also heard a preference for open-ended questions over closed-ended questions from some respondents.

More open boxes like this to allow for suggestions and ideas.

Going well

We also heard from a number of respondents who were generally pleased with SCOOP, particularly noting that participation in the panel was a good way to stay informed about what's happening at the County.

What's Next?

The results of this survey will be used by County administration to inform SCOOP survey design, the style and frequency of SCOOP communications, and reporting standards for County public engagement.

Some steps we are looking at taking immediately based on this feedback include:

- More clearly stating which decision-makers at the County are going to be looking at survey results to make a decision – which could include administration, Council or a combination of both. We will also endeavor to use public engagement opportunities to communicate how data and survey results are used to support decision-making at Strathcona County.
- Making shorter more visually driven summary reports available for longer survey reports.
- Investigating issues with accessibility and ease of use issues with the SCOOP platform.

Strathcona County is dedicated to constant improvement and will continue to evaluate our public engagement methods and techniques.