

SCOOP May Mixed Topic Report

Engagement Results

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Communications
May 31, 2022



Introduction and Methodology

In May 2022 Strathcona County conducted a regular mixed-topic online survey as part of our Strathcona County Online Opinion Panel (SCOOP). These surveys are intended as an opportunity for County residents to provide feedback and input on various topics and issues being worked on by the County.

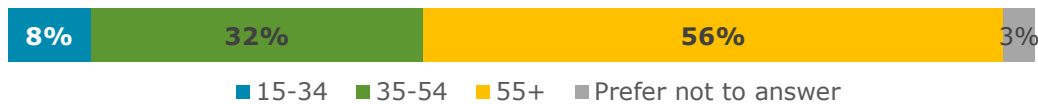
May's survey included questions from three topic areas:

- Birds
- Strathcona County Alerts
- Weed Inspection Program

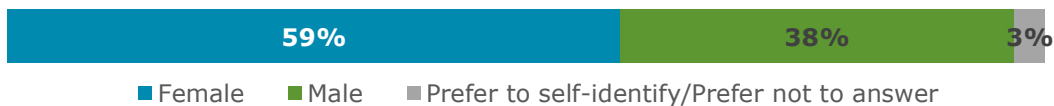
Respondent Profile

We heard from 747 respondents. A brief breakdown of their demographic profile can be seen below. Please note that with rounding percentages may not exactly total 100%.

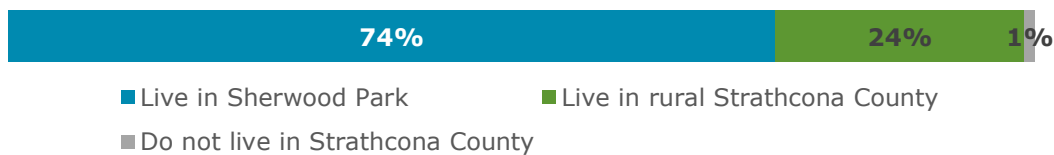
Age



Gender



Location



What we heard

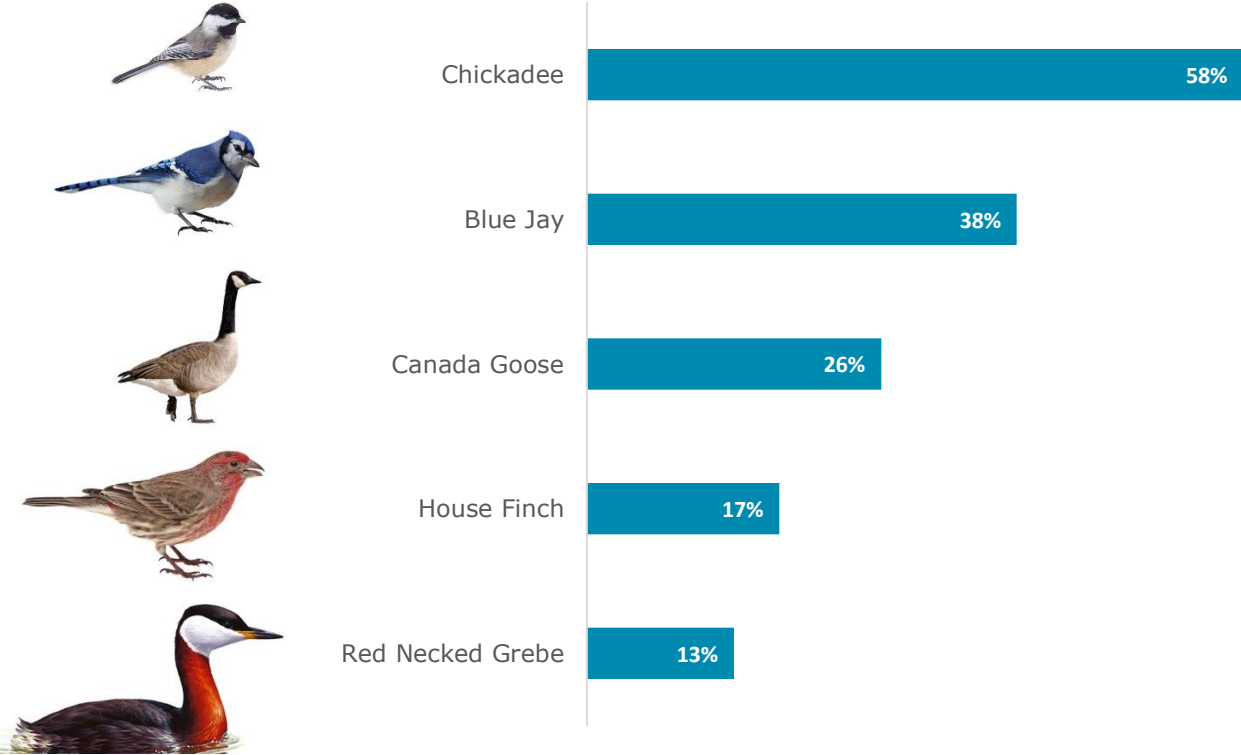
Bird friendly community

As part of becoming a bird friendly community, cities around Canada have adopted birds to represent their communities. London, Ontario’s designated bird is the Northern Cardinal and Vancouver is represented by Anna’s Hummingbird. Strathcona County is also considering having a designated bird. We asked respondents whether the County should have a designated bird.



Just under half of respondents believed we should designate a bird – with a quarter of respondents indicating that we should not and 27% that they are not sure.

We asked those respondents who believed we should have a designated bird (342 respondents) which birds could be considered.

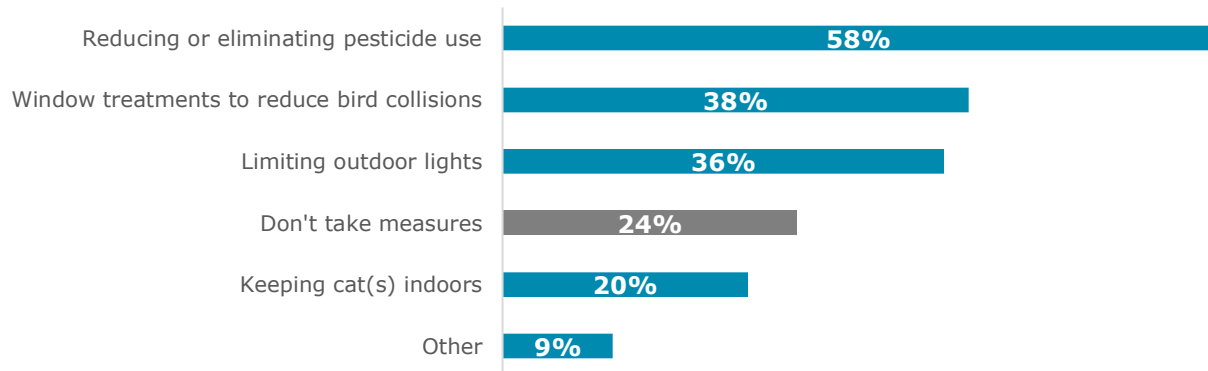


Of the five options we provided, the chickadee was the most popular, selected by 58% of respondents. The blue jay was selected by 38% of respondents, while the Canada goose was selected by 26% of respondents. The house finch and red necked grebe were less popular, selected by only 17% and 13% of respondents respectively.

20% of respondents selected another kind of bird, which included:

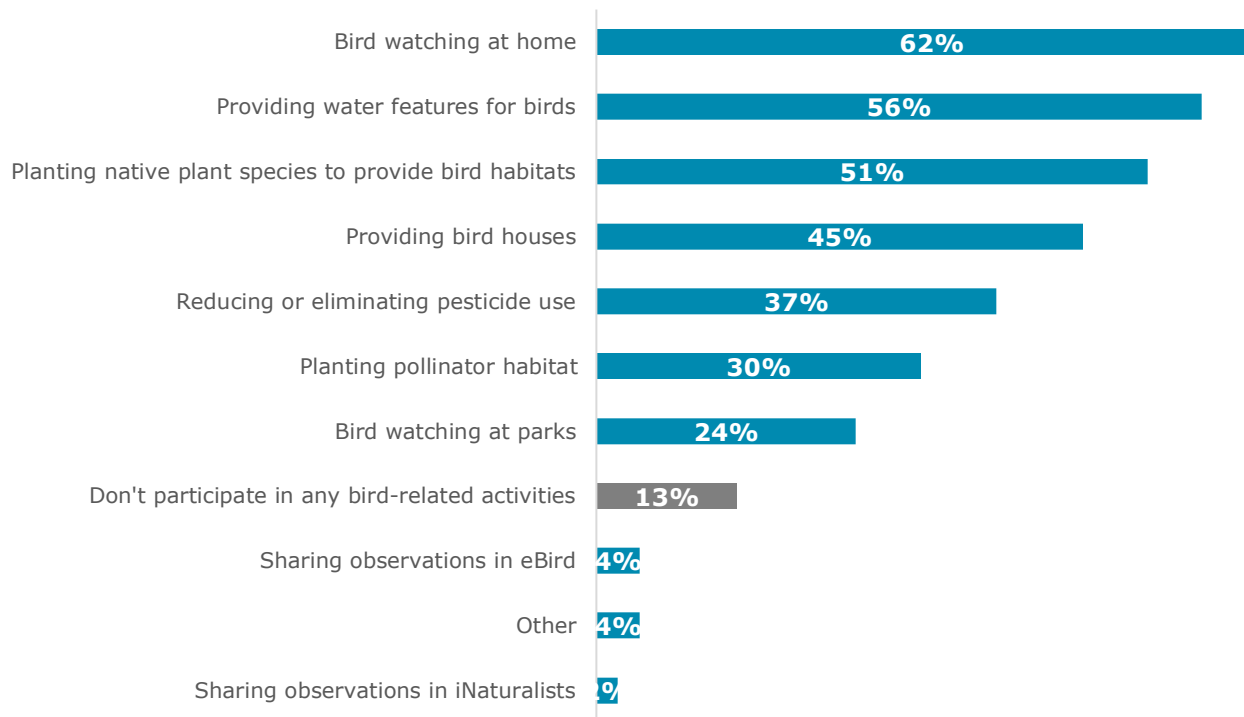
- American white pelican
- Bohemian waxwing
- Cedar waxwing
- Common goldeneye
- Crow
- Hairy, Pileated or Downey woodpecker
- Goldfinch
- Kestrel
- Magpie
- Mallard
- Purple finch
- Purple martin
- Raven
- Red tail hawk
- Red winged blackbird
- Robin
- Snowy owl
- Sparrow
- Wilson snipe
- Wren

We were also interested in what actions our residents are taking to reduce the risks facing local and migratory birds.



Other responses included providing additional bird habitats by planting new/more trees, leaving dead trees up and maintaining ponds. Some respondents also noted they cleaned bird feeders regularly or placed them in places away from human or cat activity. We also heard several comments regarding limiting cats from bird habitats.

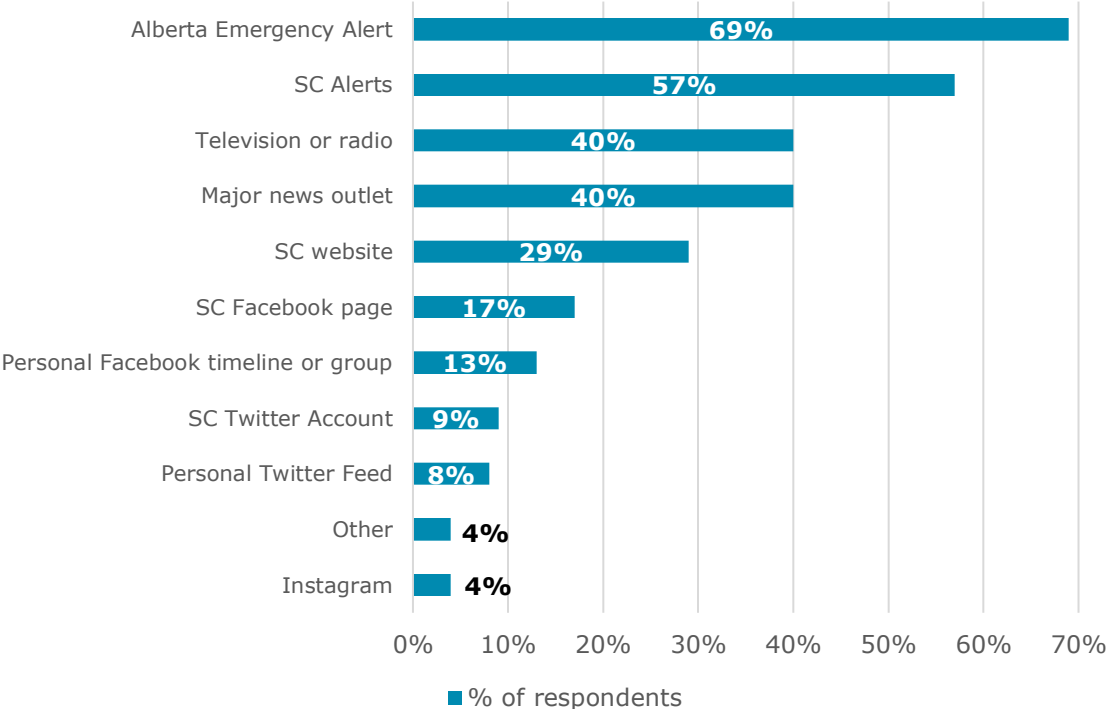
Lastly, we wanted to know what types of bird-related activities respondents were participating in.



Over half of respondents bird watch at home, provide water features for birds and plant native plant species to provide bird habitats. Just under half of respondents provide bird houses. Less popular activities include reducing or eliminating pesticide use, planting pollinator habitat and bird watching at parks. Sharing observations in bird or nature apps were selected by less than 5% of respondents.

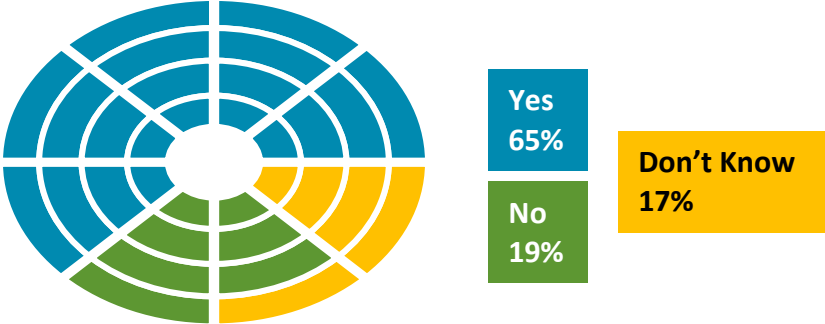
Strathcona County Alerts

We were interested in learning more about where County residents get information when there is an emergency.



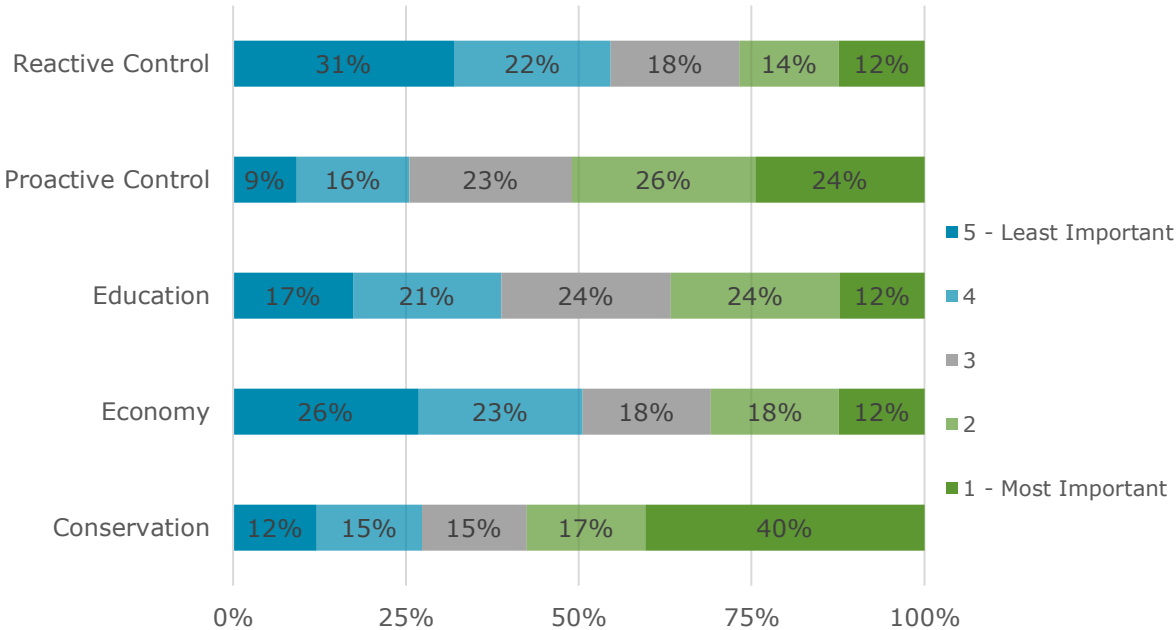
Alberta Emergency Alert and Strathcona County Alerts were chosen by the majority of respondents, with 69% and 57% respectively. Television or radio and major news outlets were both selected by 40% of respondents. The Strathcona County website was selected by more than a quarter of respondents. Social media options were not as popular as a source of information about an emergency, but generally Facebook was selected more than Twitter or Instagram.

We also asked whether respondents were signed up to receive SC Alerts.



Weed control program

As a municipality, Strathcona County is required to enforce the provincial Weed Control Act, which requires all landowners to stop the growth and spread of noxious weeds on their property. The County carries out this responsibility through an annual Weed Inspection program. We asked SCOOP respondents to rank which aspects of the program are the most important to help us determine where to focus program resources. Respondents ranked each aspect from 1 to 5, with 1 being a respondents top choice and 5 being their least preferred choice.



*Due to rounding percentages may not exactly equal 100%. Base 695

Conservation was the most popular number one choice, with 40% of respondents having selected it as the number one priority and 17% picking Conservation as their second choice. Proactive control was also popular, with 24% selecting it as their first choice and 26% as their second choice. Education was generally the third most popular priority, followed by economy. Reactive control was the least popular priority, with 31% choosing it as the lowest important priority and 22% ranking it fourth in terms of importance.