

SCOOP July Mixed Topic Report

Engagement Results

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Communications
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Introduction and Methodology

In July 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:

- Summer Camp Planning
- Canada Day Celebration

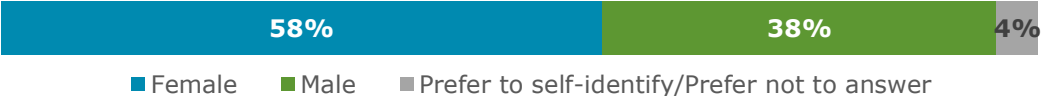
Respondent Profile

We heard from 342 respondents. A brief breakdown of their demographic profile can be seen below. Please note that with rounding percentages may not exactly total 100%.

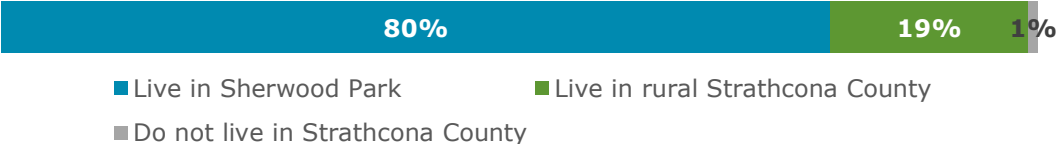
Age



Gender



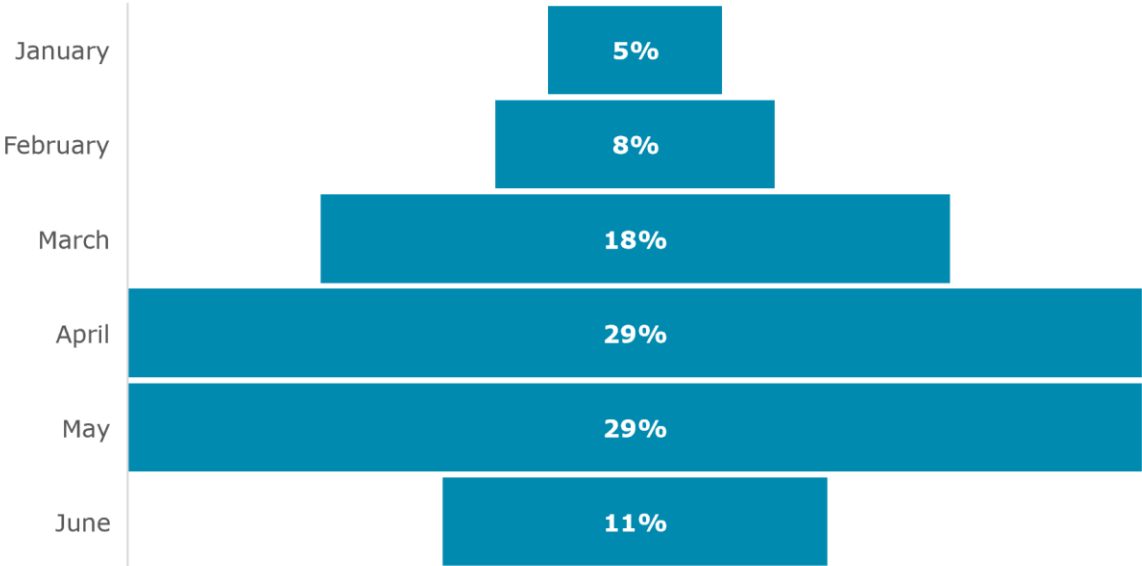
Location



What we heard

Summer Camp Registration

We were interested in knowing when Strathcona County residents are starting to plan their child’s summer camp activities. While 342 respondents answered the question, 245 chose “Not applicable” as were not planning summer camp activities. The following chart shows the breakdown of the 97 respondents who were planning summer camp activities.



April and May were the most popular months – with over half of relevant respondents selecting these two months. March was also popular – chosen by 18% of relevant respondents. Some parents were very proactive – with 13% beginning in January or February.

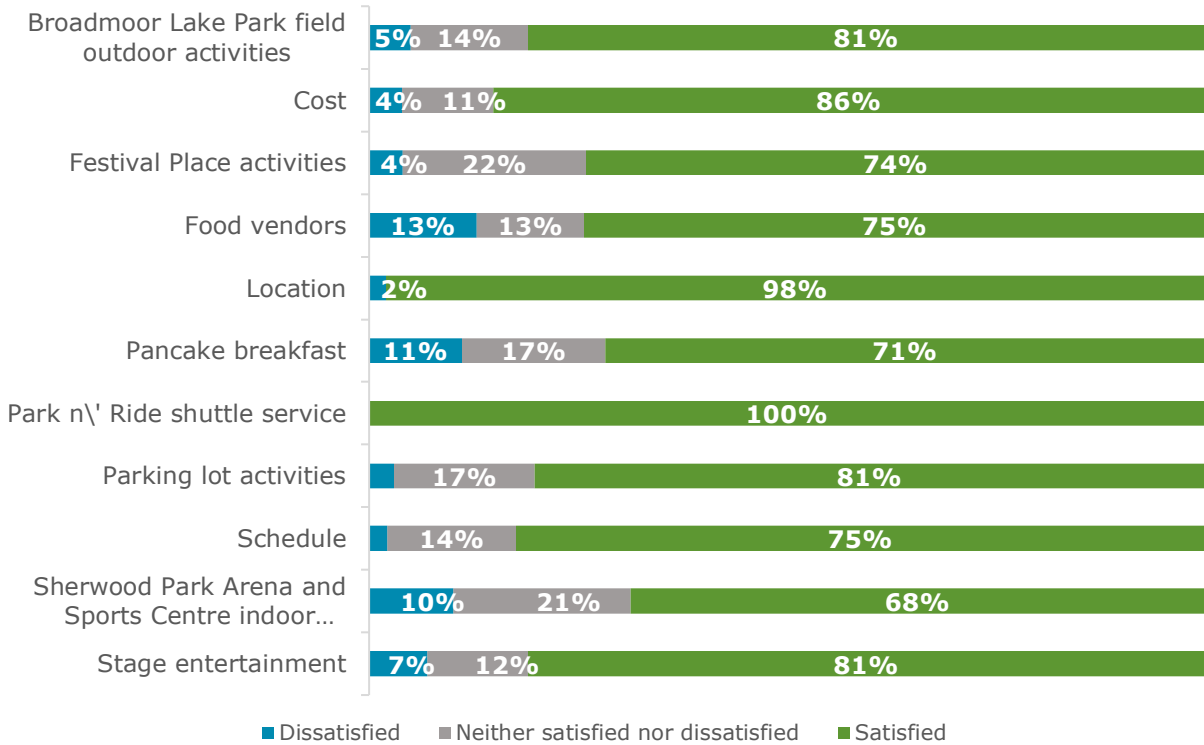
Canada Day Celebration

With Canada Day celebrations returning to the Broadmoor Park, we were interested in learning more about how County residents felt about the celebration. Of 344 respondents, 108 attended the Canada Day Celebrations at Broadmoor. We asked these respondents a series of question to gauge their enjoyment of the activities and their suggestions for improvements.

The majority of attendees had a favourable overall opinion of the celebration – with 79% indicating the celebration was either very good or excellent. With 10% of respondents having a neutral assessment and 10% having a more negative assessment of the festival.



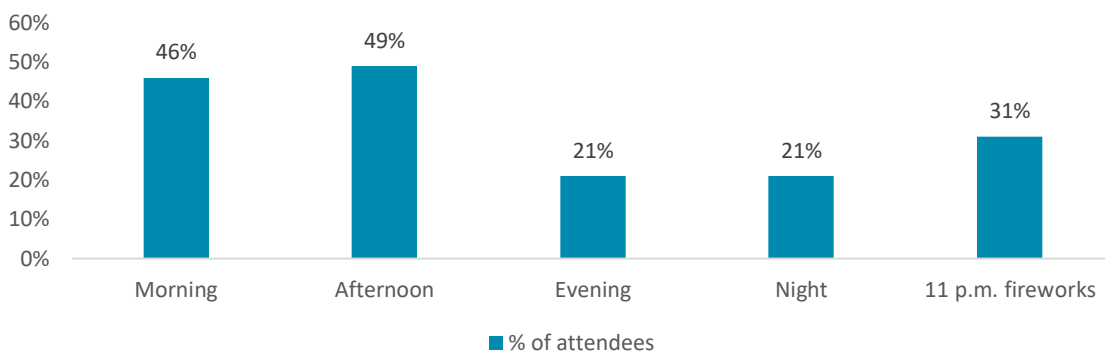
To better understand this overall assessment, we asked attendees to rate their satisfaction with 11 aspects of the celebration. The following is a satisfaction breakdown for attendees who **participated** in each of the following aspects.



The above chart does not include those who selected “non-applicable.” Park n’Ride and the Pancake breakfast were not used or attended by the majority of respondents – so care should be taken in looking at the satisfaction results of those activities.

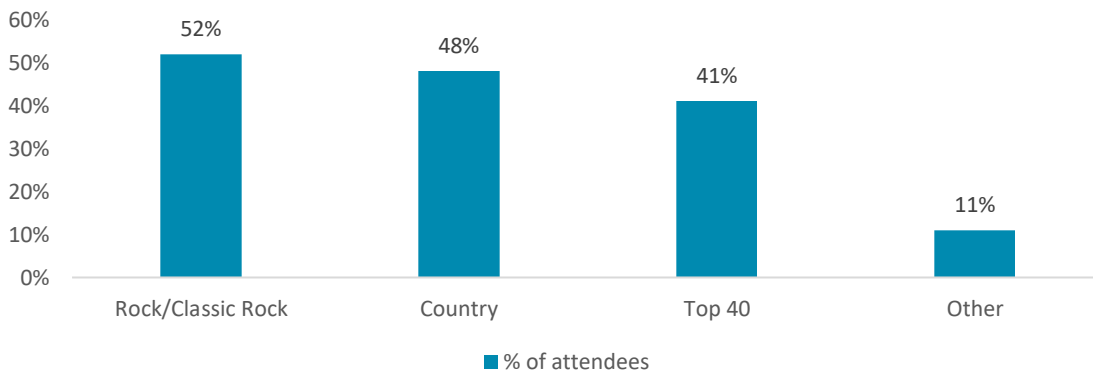
Most activities were within a similar range of satisfaction, between 75% - 85%. However, Sherwood Park Arena activities, the pancake breakfast and festival place activities fell short of 75% satisfaction. Food vendors had the highest percentage of dissatisfied respondents.

We were also interested in what times respondents attended Canada Day celebrations.



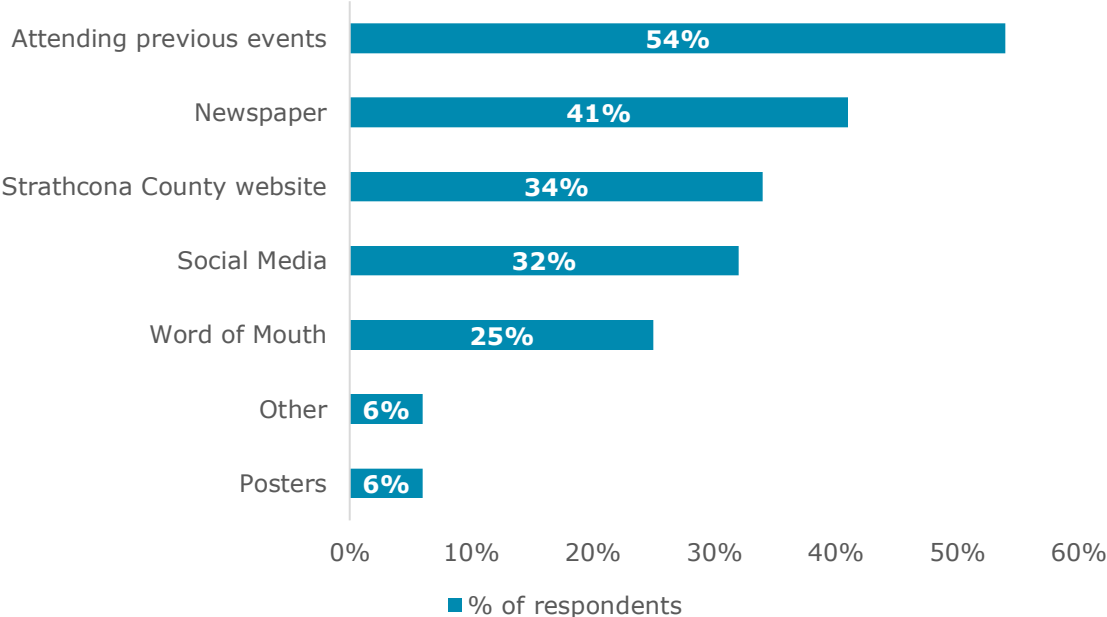
Most respondents attended in the morning and afternoon, with fewer attending in the evening and nighttime – however with an uptick to attend the 11 p.m. fireworks.

We also asked what types of music attendees would prefer at the celebration.



Rock/classic rock and Country were nearly even, selected by approximately half of respondents. Top 40 was still popular – selected by 41% of respondents. Other responses included: blues, golden oldies, 50-60s music and folk.

We also wanted to know how attendees heard about the Canada Day festival.



The majority of attendees heard about the festival by attending previous events, followed by the newspaper with 41% of respondents. The Strathcona County website and social media were also popular sources of info on the festival – with a third of respondents choosing that option. A quarter of respondents heard about the festival through word of mouth. Posters were only chosen by 6% of respondents along with Other responses, which included finding out through friends and volunteer services.

Open Ended Responses

We also wanted to hear from attendees in their own words what they thought of the Canada Day celebrations at Broadmoor Park.

First we asked, “What did you like most about the festival?” 69 respondents shared their views with us.

The majority of respondents were happy with the variety and composition of activities throughout the day. Respondents were also happy with the number of

activities for children and that most activities were free. A number of respondents also noted that they believed the festival was well-run and that the volunteers they encountered were helpful and knowledgeable. A smaller number of respondents noted that the fireworks were great this year.

We also heard from some respondents that they were just happy to see so many people out enjoying themselves and a sense of community that they hadn't seen since the COVID-19 pandemic began.

Next we asked, "Was there anything about the festival we could improve on?" 61 respondents shared their ideas with us.

The main concern shared by respondents who attended the festivities were the long lines and wait-times for activities, food trucks and vendors. Some respondents noted that some vendors and activities were unprepared for the volume of people and that young children were unable to wait in the long lines.

We also heard a number of comments lamenting the lack of a parade this year, with some stating that the County should assume operation of a parade if the Chamber is unable to. Other respondents noted that the market had fewer vendors than in the past. There were also concerns about a lack of diversity in activities and that there were few activities to attract teenagers or adults. Lastly, we heard concerns about unclear signage and communication on the festival grounds.

We were also interested in those who didn't attend the celebration at Broadmoor. We asked those respondents to explain their choice. 213 respondents shared their views with us.

The largest number of comments mentioned having alternate plans to celebrate the day, with many mentioning that they were outside of the County. A smaller subset of respondents were unable to attend as they had to work the next day or were otherwise busy. The poor and unpredictable weather was also a factor for a number of commenters. Some respondents were also uncomfortable with the hustle and bustle of the large crowds – with a subset of these respondents also feeling uncomfortable with the potential danger of COVID-19 in large crowds. We also heard several comments about the lack of a parade – with respondents noting attending Fort Saskatchewan's parade as an alternative.

Other themes mentioned by respondents included concerns over a lack of parking, which was especially felt by those with accessibility restrictions. We also heard some comments about how activities were not interesting or applicable to some respondents – as they were either geared towards children or young families.

Lastly, there were some respondents who did not attend due to ongoing concerns over the political climate surrounding Canada Day.