

SCOOP September Mixed Topic Report Engagement Results

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Communications
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Introduction and Methodology

In September 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.

September’s survey included questions from two topic areas:

- Clean Energy Improvement Program (CEIP)
- Registration in Strathcona County Programs

Respondent Profile

We heard from 783 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

Clean Energy Improvement Program

We were interested in learning about respondent awareness and familiarity with the Clean Energy Improvement Program (CEIP). As this is a program only homeowners in Strathcona County are eligible for, we first asked participants whether they were residential property owners in the County. The vast majority of respondents – 94% or 738 respondents, indicated they were residential property owners.

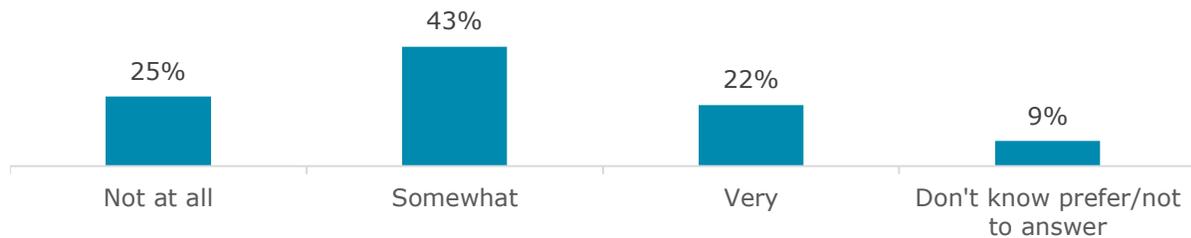


We asked those 738 respondents whether they were familiar with the CEIP. While most respondents indicated they were not at all familiar, 30% of respondents indicated some familiarity with the program. However, only 2% considered themselves very familiar.

Next, we asked respondents whether they were considering making energy efficiency and/or clean energy improvements to their home. One half of respondents indicated they were considering improvements, with the other half roughly split between not considering upgrades and not knowing.

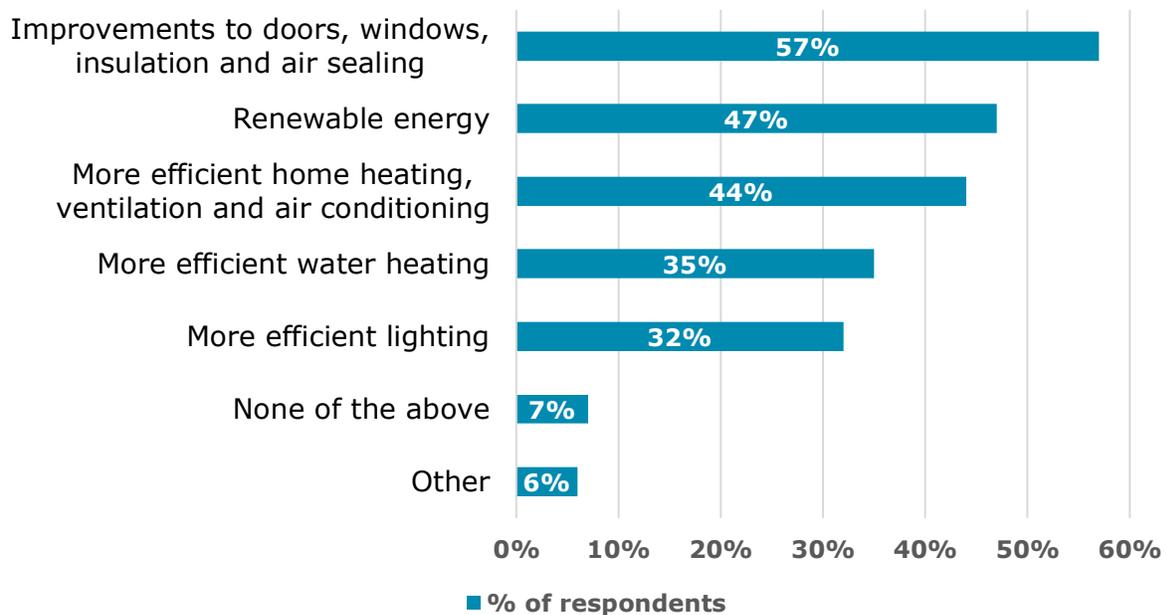


We then asked respondents how likely they were to make energy efficiency and/or clean energy improvements to their homes with the assistance of financing options such as personal loans or property-tied financing.



A quarter of respondents indicated they were not at all likely to consider upgrades at this time. 65% indicated they were at least somewhat likely – with 22% indicated being very likely to consider upgrades with the assistance of financing options.

Lastly, we asked respondents which types of energy efficiency and/or green energy improvements would be most appropriate for their home.



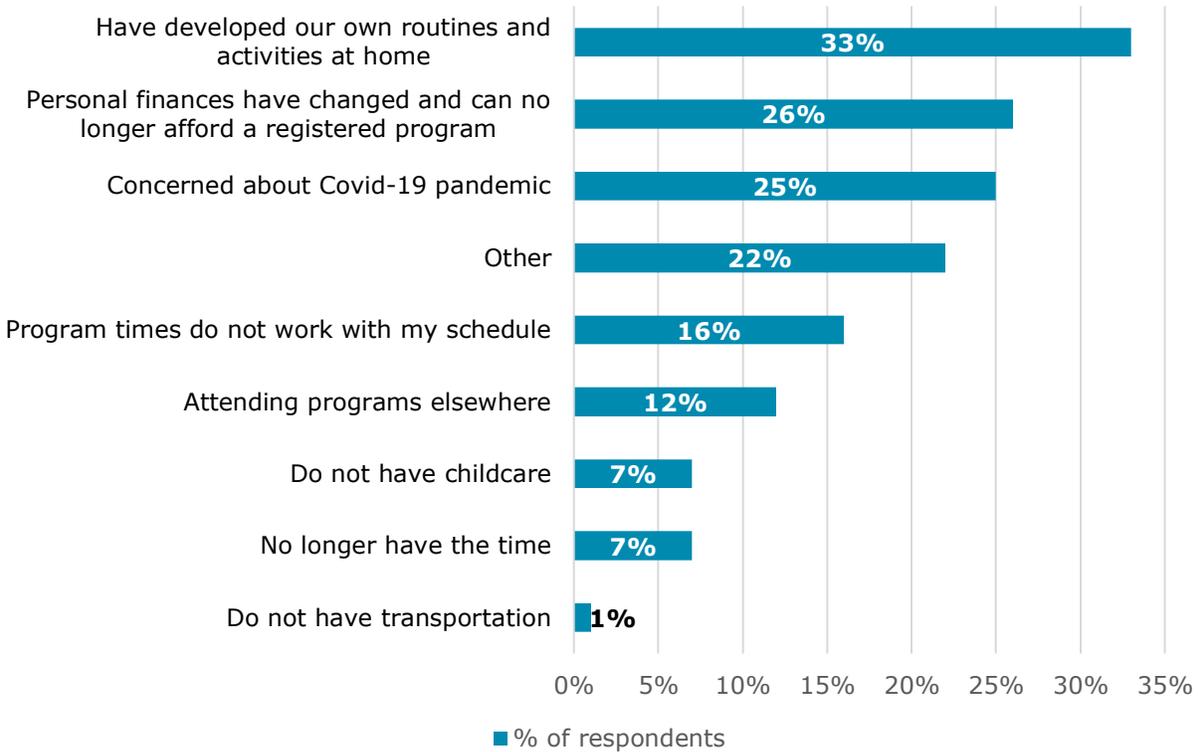
Improvements to doors, windows, insulation and air sealing was the most popular choice – with most respondents selecting that option. Renewable energy was also popular, selected by 47% of respondents. More efficient water heating and lighting were less popular, but still chosen by approximately one third of respondents.

6% of respondents opted to provide their own examples of appropriate home improvements. Just under half of the comments were respondents who shared that they had already completed or were in the process of doing many of these renovations, or that they lived in a very new house that is already energy efficient. Two respondents also shared feedback to this effect in emails to the public engagement team. We also heard from a number of respondents that insulation upgrades were an appropriate improvement, along with new or improved roofing/shingles, and more efficient home appliances. Single mentions included green septic tanks and micro-CHP.

Registration in County Programs

Strathcona County offers many programs such as preschool, outdoors, youth, adult, visual arts and performing arts. The pandemic limited or changed access to many of these programs. We were interested in learning from residents who once registered for County programs before the pandemic why they were no longer registering for programming. We received 378 eligible responses to this question.

The most popular response, chosen by one third of respondents, was that they had developed alternate routines and activities at home. The second and third most popular responses, chosen by approximately one quarter of respondents were concerns about program affordability and Covid-19, respectively. Issues with program timing were less popular, with only 16% indicating that as an issue. 12% of respondents indicated they were attending programs elsewhere. No longer having the time, not having access to childcare and not having transportation were the least popular choices.



Almost a quarter of respondents also indicated an 'other' response. We heard many mentions that limited availability or full spaces had frustrated attempts to register for programming.

Difficulty in registering – programs fill up too fast.

Some noted that programs they used to participate in were either more limited in availability or no longer offered. Others also noted difficulties navigating the County’s website and digital tools for program registration.

Child aged out of programing. Not enough teen options.

A subset of respondents also noted that while they were avid users when their children were younger, they found less need when their children became teenagers or became adults. Health issues were also mentioned as a barrier, as some respondents noted being no longer able to participate in the same programs they had prior to Covid-19.

I would likely participate in senior activities but only daytime slots

Health concerns around Covid-19 were also mentioned by some respondents, with some also noting that they had simply not yet be able to return to their normal pre-Covid routines. Lastly, we heard some concerns that seniors' programming was offered at inconvenient times and lacked imagination.