



**STURGEON COUNTY**

**2017 Resident Satisfaction Survey**

**Final Report**

**August 25<sup>th</sup>, 2017**

**Banister**  
Research & Consulting Inc.

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## EXECUTIVE SUMMARY

### Quality of Life in Sturgeon County

- When asked to rate the overall quality of life in Sturgeon County, the majority (90%) of respondents rated quality of life as excellent, very good, or good.

### Overall Perceptions

- Over three-quarters of respondents (77%) would recommend Sturgeon County to others as a place to live, while 9% of respondents would not.
- When asked to rate their level of personal safety using a 1 to 5 scale where 1 meant “not at all safe” and 5 meant “very safe”, the majority (67%) of respondents felt safe (a rating of 4 or 5 out of 5).
- Just over half (53%) of respondents felt their property was secure.

### Satisfaction with County Services<sup>1</sup>

- Over half (53%) of respondents indicated they were satisfied with Sturgeon County Bylaw enforcement (n=1,311).
- Sixty-four percent (64%) were satisfied with animal control (n=1,080).
- With respect to weed control, 40% were satisfied (n=1,476).
- Forty-seven percent (47%) of respondents were satisfied with regards to the mowing in ditches and municipal reserve (n=1,625).
- Seventy-one percent (71%) of respondents were satisfied with community events (n=1,020).

- Sixty-three percent (63%) of respondents were satisfied with community programs including seniors, youth, preschool and fitness programs (n=852).
- When asked to rate satisfaction with land drainage and storm water management, 49% of respondents indicated that they were satisfied (n=1,371).
- Sixty-one percent (61%) indicated they were satisfied with water and wastewater services (n=1,074).
- Over one-third of respondents (43%) were satisfied with land use planning and zoning (n=1,268).
- With respect to building permits and inspection services, half of respondents (50%) indicated they were satisfied (n=1,193).
- Respondents were asked how satisfied they were with Police Services in Sturgeon County. Over half of respondents (62%) were satisfied (n=1,466).
- The majority of respondents (74%) were satisfied overall with emergency and fire services (n=1,349).
- When asked to rate their satisfaction with solid waste disposal management, 78% of respondents indicated satisfaction with this service (n=1,455).
- With regards to maintenance of walking trails, 64% indicated satisfaction with this service (n=764).
- Just over one-quarter (28%) of all respondents were satisfied with asphalt road repair (n=1,566).
- Just under one-quarter (24%) of all respondents were satisfied with gravel road repair (n=1,553).

<sup>1</sup> “Don’t Know/Not Response” responses have been removed from this section

- With regards to winter road maintenance, 56% of respondents were satisfied (n=1,685)
- With regards to the Family School Liaison Counselling program, 62% of respondents were satisfied (n=396).

#### Overall Service Satisfaction

- Forty-two percent (42%) of respondents were satisfied overall with services and programs offered in the County. Fourteen percent (14%) of respondents were dissatisfied overall.

#### Importance of County Services

- The services that garnered the highest mean importance ratings were:
  - Emergency and fire services (4.73 out of 5)<sup>2</sup>;
  - Winter Road Maintenance (4.68 out of 5); and
  - Police Services (RCMP) (4.63 out of 5).
- The services that garnered the lowest mean importance ratings were:
  - Community Programs (3.23 out of 5);
  - Community Events (3.08 out of 5); and
  - Family School Liaison Counselling Program (2.88 out of 5).

- Services where ratings of overall importance are considerably greater than overall performance ratings are viewed as primary areas of improvement and included:
  - Weed control;
  - Mowing in ditches and municipal reserve;
  - Land use planning and zoning;
  - Land drainage and storm water management;
  - Asphalt road repair;
  - Gravel road repair; and
  - Winter road maintenance.
- Improvements to these services would do most to increase residents' satisfaction with overall services provided by Sturgeon County.
- When assessing the County services investigated, the following areas were calculated as key strengths or successes. In other words, services in which respondents reported higher than average importance and higher than average performance included:
  - Water and Wastewater Services;
  - Police Services (RCMP);
  - Emergency and Fire Services; and
  - Solid Waste Management (Landfill).
- Maintaining a high level of satisfaction with these services is important, as these areas are viewed as highly important or critical to residents.

#### Contact with Sturgeon County Employees

- In the last 12 months, nearly two-thirds of respondents (63%) have been in contact with an employee of Sturgeon County.

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<sup>2</sup> 1= not at all important, 5= very important

- Sixty-one percent (61%, a significant increase from 55% in 2015) of respondents who were in contact with the County (n=1,075) were satisfied overall with County employees
- Most commonly, respondents who contacted Sturgeon County employees (n=1,075) contacted them by phone (56%) or in person (30%).
- When asked to rate their level of agreement regarding a variety of statements about County staff, respondents most frequently agreed with the following (n=1,075; ratings of 4 or 5 out of 5):
  - County staff are courteous (78%, a significant increase from 67% in 2015);
  - County staff are helpful (65%, a significant increase from 54% in 2015); and
  - County staff are knowledgeable (61%, a significant increase from 52% in 2015).

#### Communication with the County

- When asked to rate their satisfaction with communication from the County, over half of respondents (56%, a significant increase from 51% in 2015) indicated they were satisfied.
- Respondents stated their main source of information regarding County services was the County website (21%), phone (18%), and the internet (17%).
- Respondents were asked to indicate the type of information they wanted to receive from the County. Respondents most commonly indicated they would like to be notified of road closures and detours (17%) followed by taxation and County finances (6%).

#### Taxation Issues

- The vast majority of respondents (96%) owned their home in Sturgeon County.
- When asked to rate the value for tax dollars paid, home owners (n=1,654) reported receiving either fair or poor value over half the time (51%). Forty-four percent (44%) indicated excellent, very good value, or good value.
- When asked about possible taxation strategies, 33% of respondents (n=1,654) were in support of an inflationary tax or cost of living tax increase to maintain the current level of services, a significant decrease from 40% in 2015.

## 1.0 STUDY BACKGROUND

In support of Sturgeon County's values of open dialogue and collaborative relationships, Sturgeon County is dedicated to listening to the opinions and perceptions of residents to ensure that satisfaction with various aspects of living in the community are maintained or increased. Consequently, Sturgeon County commissioned Banister Research & Consulting Inc. (Banister Research) to conduct the 2017 Resident Satisfaction Research Project.

Similar to surveys in the past, the findings from this year's survey would provide Sturgeon County with insight into the perceptions and opinions of residents across a number of issues including:

- Overall quality of life in the County including an assessment on how well the County is managed;
- Issues of importance facing the County;
- Satisfaction with, and importance of, various services and facilities offered;
- Value of property taxes, including perceptions on quality of service received;
- Sturgeon County municipal staff and the service they provide; and
- County communications.

This report outlines the results for the 2017 Survey of Sturgeon County residents.

## 2.0 METHODOLOGY

The survey instrument was reviewed and modified by Banister Research, in close consultation with Sturgeon County. A detailed description of each task of the project is outlined in the remainder of this section.

### 2.1 Project Initiation and Questionnaire Review

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team familiarized itself with the objectives of the client, ensuring a full understanding of the issues and concerns to be addressed in the project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

Banister Research assisted in the design of the questionnaire, based on the 2015 survey and overall objectives of the research, which the client subsequently review, modified and approved. The questionnaire was finalized in consultation with the client. A copy of the final questionnaire is provided in the Appendix.

## 2.2 Survey Population and Data Collection

Surveys were mailed out to 6,000 households within Sturgeon County. In addition to providing a hard-copy of the survey to each household, a web-based survey option was provided, programmed and hosted on Banister's confidential web server. This approach allowed for flexibility that would lead to an increase in the response rate. The link for the online survey was provided in the hard-copy package mailed out to all households.

Respondents were given approximately four weeks to complete the survey by mail or online. The web-based questionnaire was available for completion online from May 22<sup>nd</sup> to July 14<sup>th</sup> 2017; respondents who chose to mail back the hard-copy form were asked to return their completed questionnaire by June 30<sup>th</sup>, 2017. A total of 1,715 citizens completed the survey, providing a margin of error no greater than  $\pm 2.0\%$  at the 95% confidence level, or 19 times out of 20.

## 2.3 Data Analysis

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g., overall quality of service, contact with County employee, demographics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level. The "Selected Sub-Segment Findings" portions of the report present selected findings from the cross tabulation analysis.

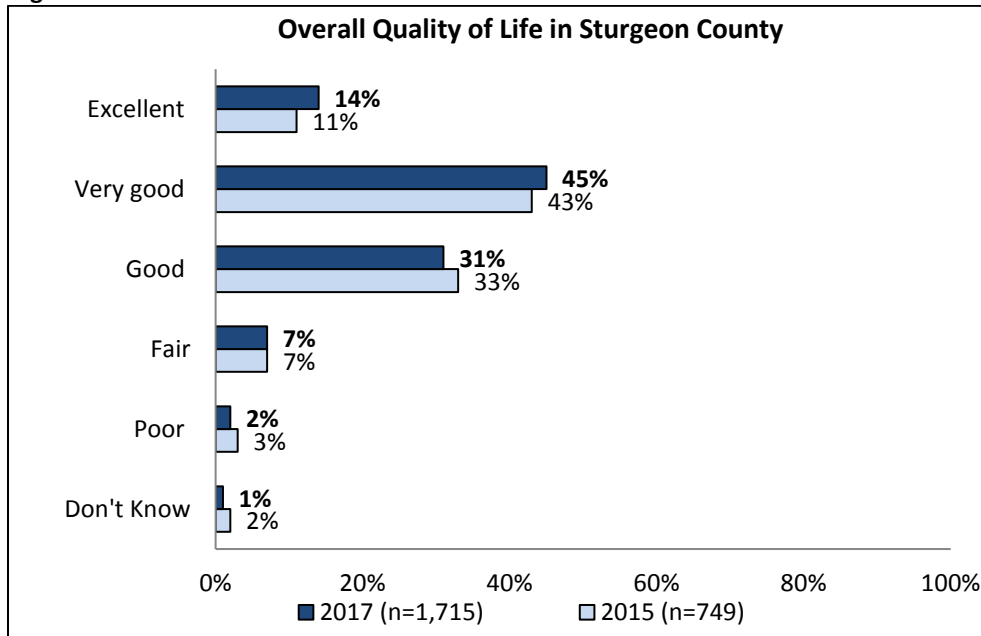
### 3.0 STUDY FINDINGS

Results of the study are presented as they relate to the specific topic areas addressed by the survey. The reader should note, when reading the report that the term significant refers to “statistical significance”. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

#### 3.1 Quality of Life in Sturgeon County

When asked to rate the overall quality of life in Sturgeon County, the majority (90%) of respondents rated quality of life as excellent, very good, or good, comparable to 88% in 2015. See Figure 1, below.

Figure 1



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have rated the **overall quality of life in Sturgeon County as “good” “very good” or “excellent”** included:

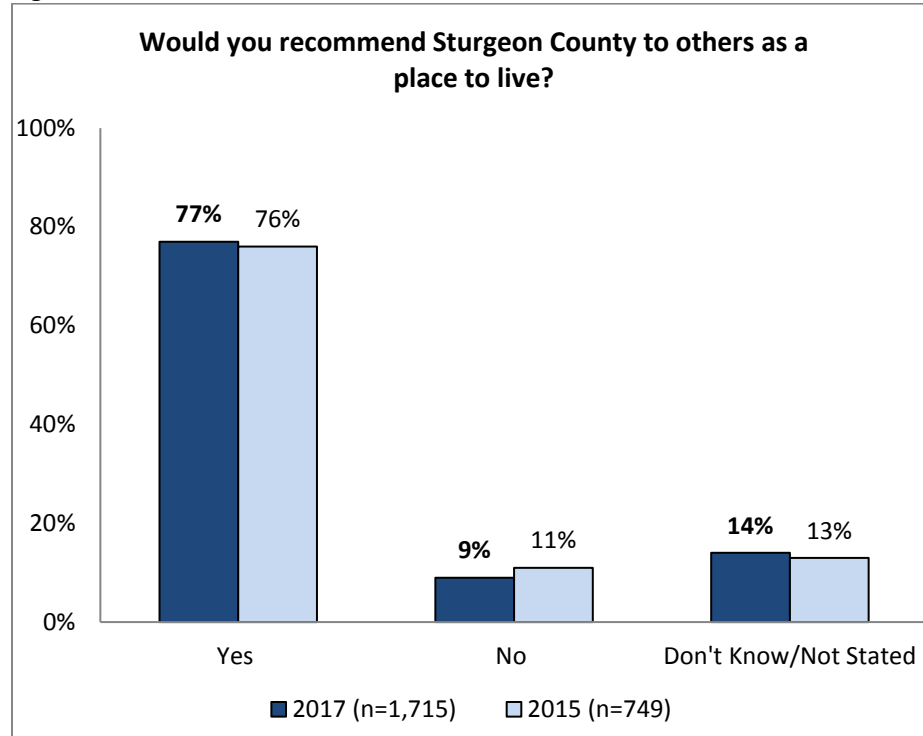
- Those who have lived in Sturgeon County for 10 years or less (93%) versus those who have lived in Sturgeon County for more than 25 years (88%);
- Those who recommend Sturgeon County as a place to live (98%) versus those who do not (40%);
- Those who feel safe, in terms of personal safety (96%) versus those who feel unsafe (77%);
- Those who were satisfied, overall, with the services and programs (98%) versus those who were not (81%);
- Those who were satisfied with County communications (96%) versus those who were not (81%);
- Those who felt that the value they receive for taxes is “excellent” or “very good” (100%) or “good” (97%) versus those who felt that the value is “fair” or “poor” (82%);
- Those who supported an inflationary tax increase to maintain services (97%) or a tax increase above inflation to increase services (93%) versus those who supported a tax decrease (79%);
- Those who live in a multi-lot subdivision (94%) versus those who live on a farm (87%); and
- Those whose household income in 2016 was \$50,000 or greater (92% to 94%) versus those whose income was less than \$50,000 (85%); and
- Those who live near Bon Accord, Calahoo, Cardiff, Namao, St. Albert, or Villeneuve (90% to 93%) versus those who live near Morinville (80%).



### 3.2 Overall Perceptions

Over three-quarters of respondents (77%) would recommend Sturgeon County to others as a place to live, while 9% of respondents would not. See Figure 2, below.

Figure 2



#### Selected Sub-Segment Findings

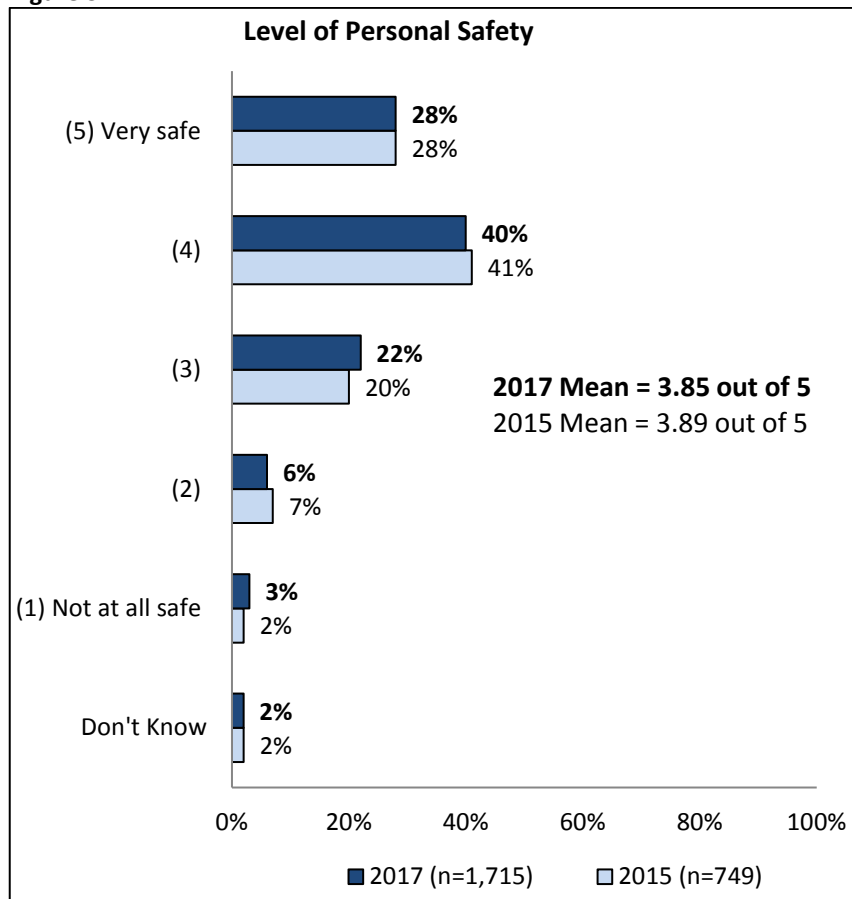
Respondent subgroups significantly more likely to recommend Sturgeon County to others as a place to live included:

- Those who have lived in Sturgeon County for 25 years or less (79% to 82%) versus those who have lived in Sturgeon County for more than 25 years (73%);
- Those who felt that their quality of life is "excellent," "very good," or "good" (84%) versus those who felt that it is "fair" or "poor" (15%);
- Those who feel safe, in terms of personal safety (88%) versus those who feel unsafe (53%);
- Those who were satisfied, overall, with the services and programs (92%) versus those who were not (62%);
- Those who did not have contact with a County employee (80%) versus those who did (75%);
- Those who were satisfied with County employees (87%) versus those who were not (56%);
- Those who were satisfied with County communications (87%) versus those who were not (61%);
- Those who felt that the value they receive for taxes is "excellent"/"very good" (96%) or "good" (91%) versus those who felt that the value is "fair"/"poor" (64%);
- Those who supported an inflationary tax increase to maintain services (92%) or a tax increase above inflation to increase services (82%) versus those who supported a tax decrease (61%);
- Those who are employed part-time (81%) versus those who are not employed (66%);
- Those who live in a multi-lot subdivision (84%) or hamlet (78%) versus those who live on a farm (68%);
- Those aged 18 to 34 (88%) versus those aged 35 and older (77%);
- Those whose household income in 2016 was \$100,000 or greater (84% to 85%) versus those whose income was less than \$100,000 (74% to 78%); and
- Those who live near Bon Accord, Cardiff, Namao, and St. Albert (78% to 84%) versus those who live near Calahoo, Lamoureux, Morinville, or Redwater (62% to 74%).

### 3.2.1 Safety in Sturgeon County

When asked to rate their level of personal safety using a 1 to 5 scale where 1 meant “not at all safe” and 5 meant “very safe”, the majority (67%) of respondents felt safe (a rating of 4 or 5 out of 5). Nine percent (9%) of respondents gave a rating of 1 or 2 out of 5. See Figure 3, below.

Figure 3



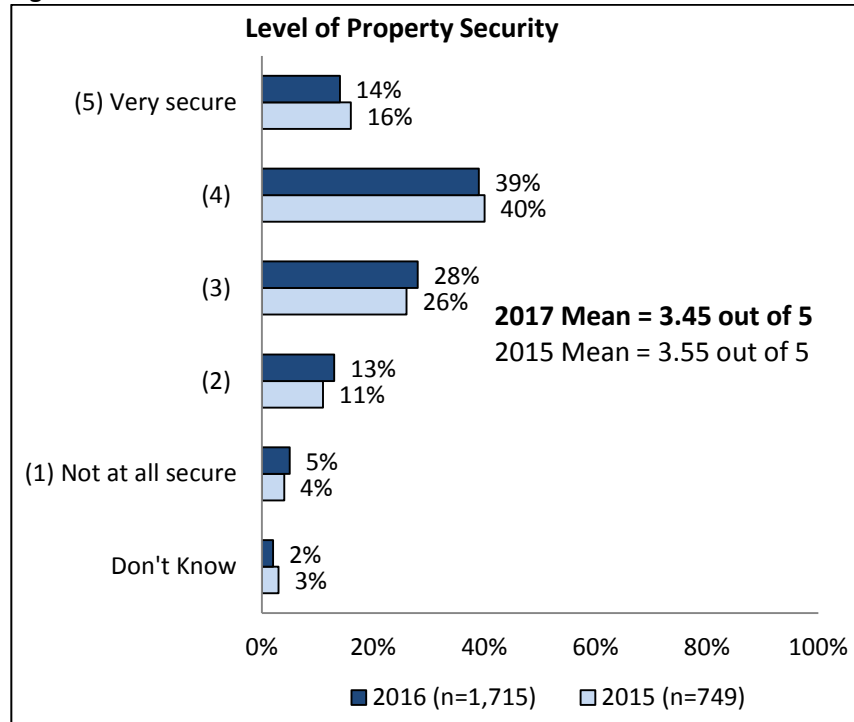
#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **have reported feeling safe, in terms of personal safety** included:

- Those who have lived in Sturgeon County for 25 years or less (68% to 76%) versus those who have lived in Sturgeon County for more than 25 years (62%);
- Those who felt that their quality of life is “excellent,” “very good,” or “good” (72%) versus those who felt that it is “fair” or “poor” (22%);
- Those who would recommend Sturgeon County as a place to live (77%) versus those who would not (27%);
- Those who were satisfied, overall, with the services and programs (84%) versus those who were not (50%);
- Those who had contact with County employees (71%) versus those who did not (66%);
- Those who were satisfied with County employees (77%) versus those who were not (48%);
- Those who were satisfied with County communications (79%) versus those who were not (50%);
- Those who felt that the value they receive for taxes is “excellent”/“very good” (92%) or “good” (79%) versus those who felt that the value is “fair”/“poor” (55%);
- Those who supported an inflationary tax increase to maintain services (80%) versus those who supported a tax decrease (57%) or a tax increase above inflation to increase services (69%);
- Those who do not volunteer within the region (70%) versus those who do (64%);
- Those who live in a multi-lot subdivision (74%) or a hamlet (72%) versus those who live on a farm (60%);
- Those whose household income in 2016 was \$50,000 or greater (72% to 80%) versus those whose income was less than \$50,000 (63%); and
- Those who live near Bon Accord, Calahoo, Cardiff, Legal, Namao, St. Albert, and Villeneuve (63% to 75%) versus those who live near Alcomdale or Redwater (46% to 57%).

Just over half (53%) of respondents felt their property was secure (4 or 5 out of 5). Seventeen percent (17%) of respondents felt their property was not secure (a rating of 1 or 2 out of 5). See Figure 4, below.

Figure 4



#### Selected Sub-Segment Findings

Respondent subgroups significantly *more likely to have reported feeling secure, in terms of property security* included:

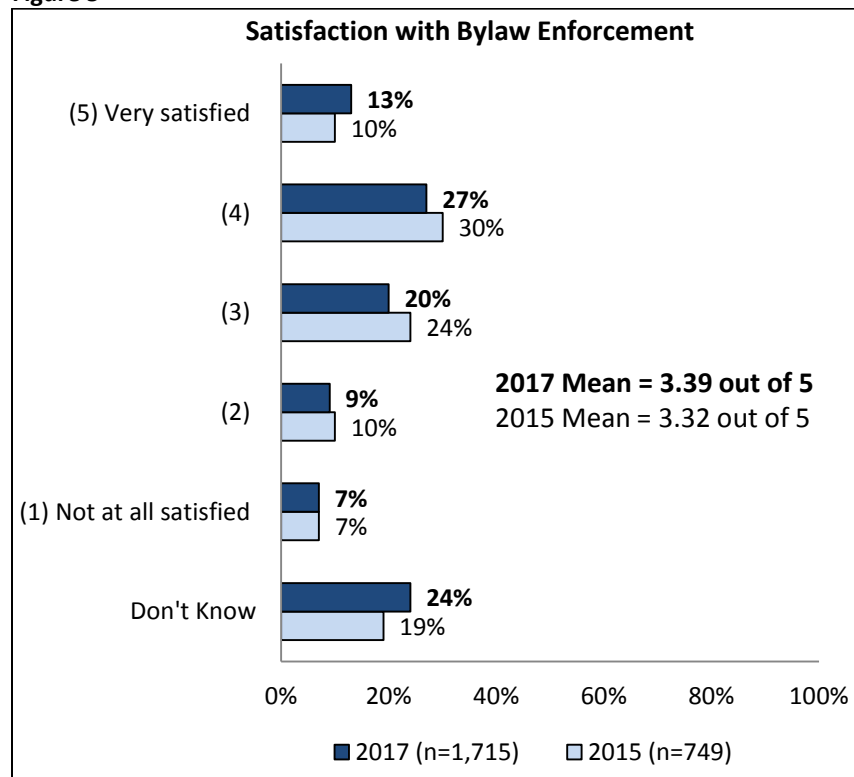
- Those who have lived in Sturgeon County for 10 years or less (56%) versus those who have lived in Sturgeon County for more than 25 years (49%);
- Those who felt that their quality of life is “excellent,” “very good,” or “good” (57%) versus those who felt that it is “fair” or “poor” (17%);
- Those who would recommend Sturgeon County as a place to live (61%) versus those who would not (20%);
- Those who felt safe, in terms of personal safety (73%) versus those who did not (10%);
- Those who were satisfied, overall, with the services and programs (68%) versus those who were not (34%);
- Those who did not have contact with a County employee (57%) versus those who did (50%);
- Those who were satisfied with County employees (59%) versus those who were not (33%);
- Those who were satisfied with County communications (64%) versus those who were not (36%);
- Those who felt that the value they receive for taxes is “excellent”/“very good” (77%) or “good” (63%) versus those who felt that the value is “fair”/“poor” (40%);
- Those who supported an inflationary tax increase to maintain services (63%) versus those who supported a tax decrease (45%);
- Those who are retired (59%) versus those who are employed full-time (50%), homemakers (44%) or who are not employed (40%);
- Those who do not volunteer within the region (56%) versus those who do (47%);
- Those who live in a multi-lot subdivision (62%) or hamlet (52%) versus those who live on a farm (42%); and
- Those who live near Bon Accord, Calahoo, Cardiff, Gibbons, Namao, St. Albert, and Villeneuve (50% to 61%) versus those who live near Alcomdale or Lamoureux (32% to 38%).

### 3.3 Satisfaction with County Services

#### 3.3.1 Sturgeon County Bylaw Enforcement

Forty percent (40%) of respondents indicated they were satisfied with Sturgeon County bylaw enforcement (a rating of 4 or 5 out of 5). See Figure 5, below for a detailed illustration of responses.

Figure 5



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have been satisfied with **all 18 services** included:

- Those who felt that their quality of life is “excellent,” “very good,” or “good” versus those who felt that it is “fair” or “poor”;
- Those who would recommend Sturgeon County as a place to live versus those who would not;
- Those who felt safe, in terms of personal safety versus those who did not ;
- Those who were satisfied, overall, with the services and programs versus those who were not;
- Those who were satisfied with County employees versus those who were not;
- Those who were satisfied with County communications versus those who were not; and
- Those who felt that the value they receive for taxes is “excellent”/“very good” or “good” versus those who felt that the value is “fair”/“poor”;

#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have been satisfied with **bylaw enforcement** included:

- Those who supported an inflationary tax increase to maintain services (50%) versus those who supported a tax decrease (30%);
- Those who are retired (43%) versus those who are employed full-time (37%);
- Those who live in a multi-lot subdivision (45%) versus those who live on a farm (38%); and
- Those who live near Bon Accord, Calahoo, Carbondale, Cardiff, Gibbons, Legal, Morinville, Namao, Riviere Qui Barre, St. Albert, and Villeneuve (36% to 61%) versus those who live near Alcomdale, Lamoureaux, or Redwater (19% to 35%).

### Improvements to Bylaw Enforcement (Top Responses)

Those who were dissatisfied with bylaw enforcement (ratings of 1 to 3 out of 5; n=619)\* most frequently stated the following ways to improve this area:

- Increase bylaw patrols/presence/be more visible in the County (11%);
- Improve bylaw enforcement, in general (8%);
- Increase/improve speeding/traffic safety/control (7%); and
- Increase/improve residential property/land use related bylaw enforcement (7%).

\*Multiple Responses

### Selected Sub-Segment Findings

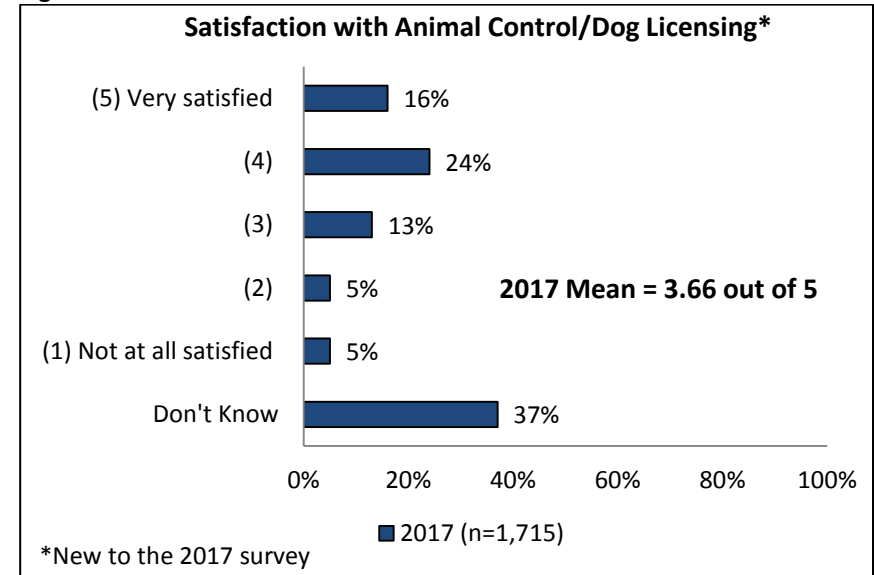
Respondent subgroups significantly more likely to **have been satisfied with animal control** included:

- Those who have lived in Sturgeon County for 10 years or less (46%) versus those who have lived in Sturgeon County for more than 25 years (36%); and
- Those who did not have contact with a County employee (43%) versus those who did (38%);
- Those who supported an inflationary tax increase to maintain services (47%) or a tax increase above inflation to increase services (42%) versus those who supported a tax decrease (29%);
- Those who live in a multi-lot subdivision (49%) versus those who live on a farm (31%); and
- Those who live near a community other than Lamoureux (26% to 50%) versus those who live near Lamoureux (11%).

### 3.3.2 Animal Control/Dog Licensing

With respect to animal control, 40% were satisfied (a rating of 4 or 5 out of 5). See Figure 6, below.

Figure 6



### Improvements to Animal Control/Dog Licensing (Top Responses)

Those who were dissatisfied with animal control (ratings of 1 to 3 out of 5; n=393)\* most frequently stated the following ways to improve this area:

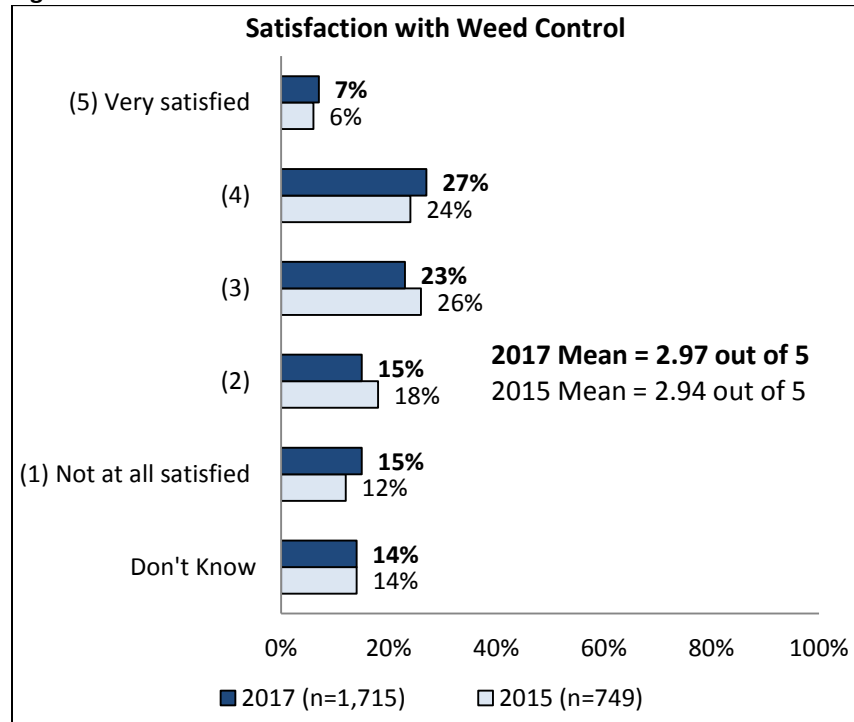
- Reduce amount of stray/roaming pets/animals (14%);
- Increase/improve animal control, in general (4%);
- Increase animal control patrols/presence (4%);
- Improve response time to calls/complaints (2%);
- Reduce animal control services/is not a needed service (2%);
- Enforce animal noise bylaw (2%); and
- Send reminder notifications for pet license renewals (2%).

\*Multiple Responses

### 3.3.3 Weed Control

With respect to weed control, 34% were satisfied (a rating of 4 or 5 out of 5). See Figure 7, below.

Figure 7



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have been satisfied with weed control included:

- Those who supported an inflationary tax increase to maintain services (44%) or a tax increase above inflation to increase services (42%) versus those who supported a tax decrease (28%);
- Those who are retired (38%) versus those who are employed full-time (31%);
- Those aged 55 or older (37%) versus those aged 35 to 54 (30%); and
- Those whose household income in 2016 was between \$50,000 and less than \$200,000 (39% to 40%) versus those whose income was \$200,000 or greater (29%).

#### Improvements to Weed Control (Top Responses)

Those who were dissatisfied with weed control (ratings of 1 to 3 out of 5; n=891)\* most frequently stated the following ways to improve this area:

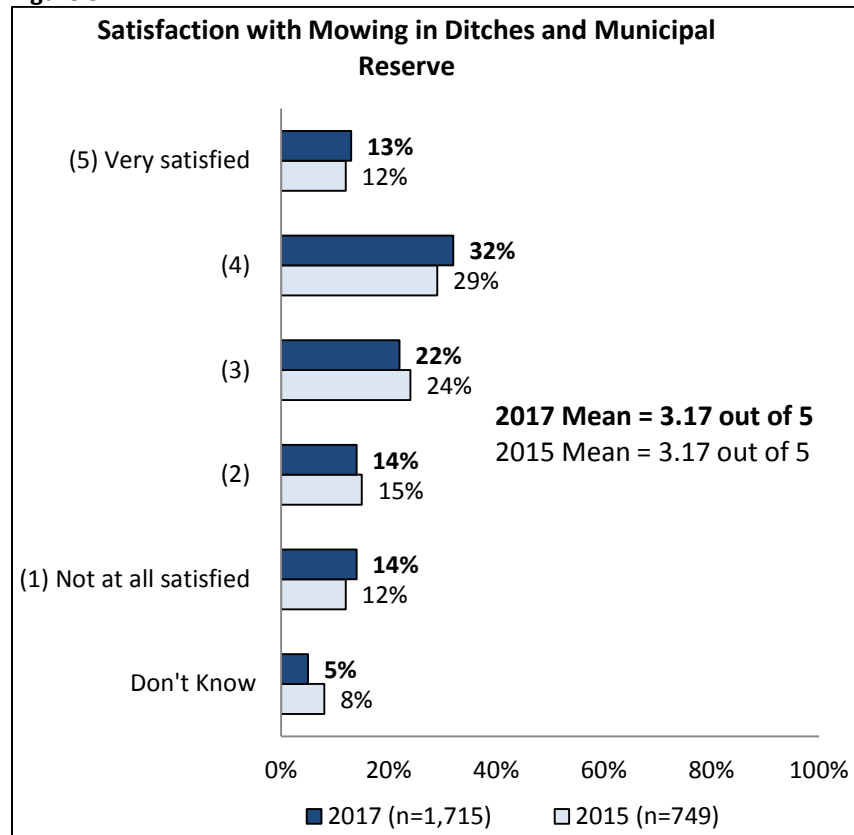
- Improve/increase weed control services, in general (20%);
- More frequent weed control/get rid of weeds more often (10%);
- Improve/increase ditch weed control/removal (7%); and
- Ensure that County residents/landowners do weed control/removal (4%).

\*Multiple Responses

### 3.3.4 Mowing in Ditches and Municipal Reserve

With regards to the mowing in ditches and municipal reserve, 45% of respondents were satisfied (a rating of 4 or 5 out of 5). Over one-quarter of respondents (28%) were dissatisfied with this County service (a rating of 1 or 2 out of 5). See Figure 8, below.

Figure 8



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **have been satisfied with mowing in ditches and municipal reserve** included:

- Those who supported an inflationary tax increase to maintain services (57%) versus those who supported a tax decrease (39%) or a tax increase above inflation to increase services (41%);
- Those who are retired (48%) versus those who are employed full-time (41%); and
- Those aged 18 to 34 (53%) or 55 or older (48%) versus those aged 35 to 54 (40%).

#### Improvements to Mowing in Ditches and Municipal Reserve (Top Responses)

Those who were dissatisfied with mowing in ditches and municipal reserve (ratings of 1 to 3 out of 5; n=858)\* most frequently stated the following ways to improve this area:

- More frequent ditch mowing (25%); and
- Improve/increase mowing in ditches (17%).

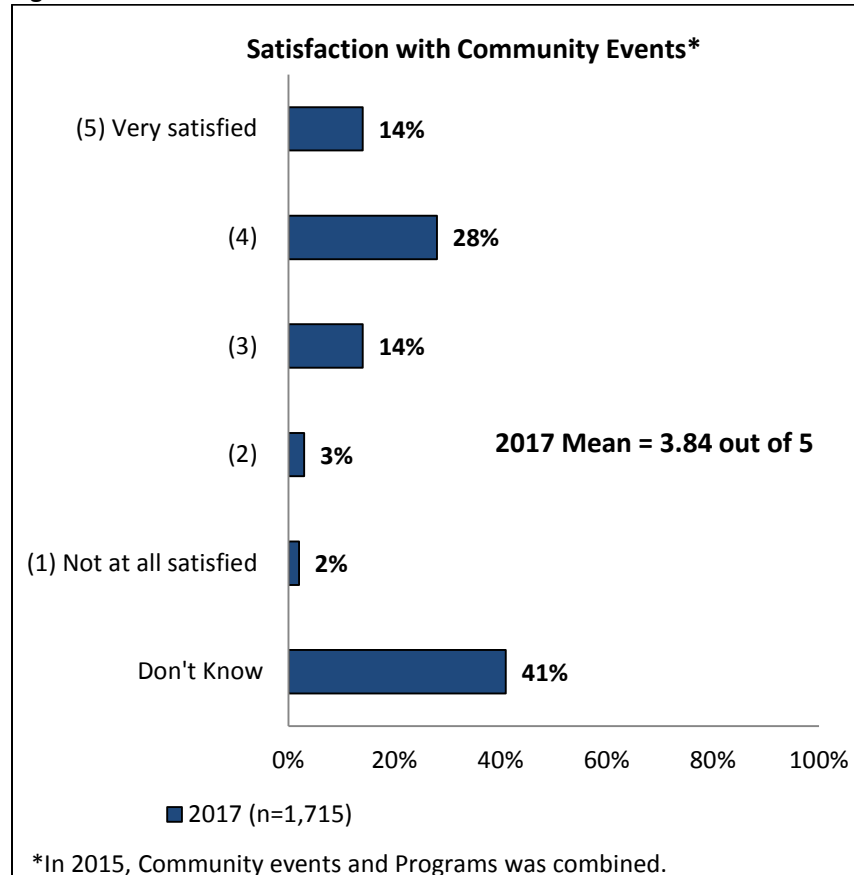
\*Multiple Response



### 3.3.5 Community Events

Forty-two percent (42%) of all respondents were satisfied (a rating of 4 or 5) with community events. Only four percent (4%) were dissatisfied (a rating of 1 or 2 out of 5) with these events. Refer to Figure 9, below.

Figure 9



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **have been satisfied with community events** included:

- Those who had contact with County employees (44%) versus those who did not (38%);
- Those who supported an inflationary tax increase to maintain services (49%) or a tax increase above inflation to increase services (55%) versus those who supported a tax decrease (30%);
- Those with children in their household (47%) versus those without children (41%);
- Those who have volunteered within the region (53%) versus those who have not (37%);
- Those whose household income in 2016 was between \$100,000 and less than \$200,000 (50%) versus those whose income was \$200,000 or greater (35%); and
- Those who live near Calahoo, Cardiff, Legal, Morinville, and Namao, (45% to 55%) versus those who live near Bon Accord, Carbondale, Lamoureaux, and St. Albert, (30% to 40%).

#### Improvements to Community Events (Top Responses)

Those who were dissatisfied with community events (ratings of 1 to 3 out of 5; n=304)\* most frequently stated the following ways to improve this area:

- Offer more community events/activities, in general (8%);
- Increase advertising/public awareness of community events (6%); and
- More events in different areas of the County (3%).

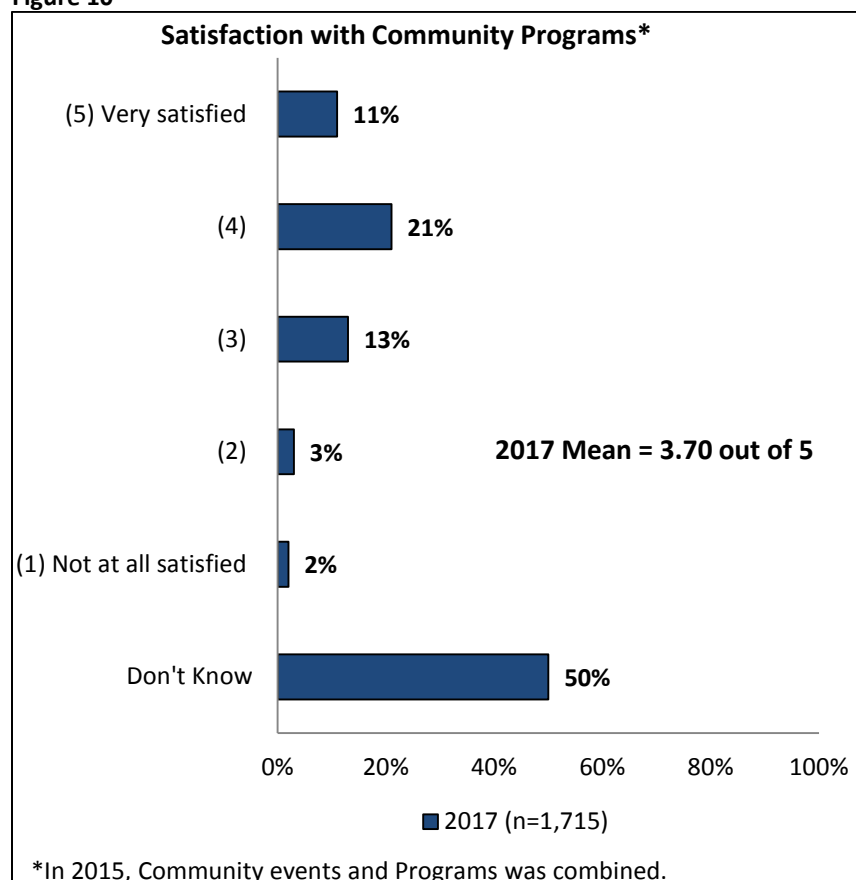
\*Multiple Responses



### 3.3.6 Community Programs

Thirty-one percent (31%) of all respondents were satisfied (a rating of 4 or 5) with community programs including seniors, youth, preschool and fitness programs. Only six percent (6%) were dissatisfied (a rating of 1 or 2 out of 5) with these programs. Refer to Figure 10, below.

Figure 10



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **have been satisfied with community programs** included:

- Those who supported an inflationary tax increase to maintain services (39%) or a tax increase above inflation to increase services (41%) versus those who supported a tax decrease (22%);
- Those with children in their household (39%) versus those without children (28%);
- Those who are employed part-time (40%) versus those who are employed full-time (30%) or who are retired (31%);
- Those who have volunteered within the region (42%) versus those who have not (27%);
- Those who live on a farm (35%) or hamlet (37%) versus those who live in a multi-lot subdivision (28%);
- Those aged 18 to 34 (44%) versus those aged 35 and older (30% to 32%);
- Those whose household income in 2016 was less than \$200,000 (36%) versus those whose income was \$200,000 or greater (25%); and
- Those who live near Alcomdale, Bon Accord, Calahoo, Cardiff, Legal, Morinville, Namao, Redwater, and Riviere Qui Barre (31% to 47%) versus those who live near Lamoureaux and St. Albert (14% to 24%).

#### Improvements to Community Programs (Top Responses)

Those who were dissatisfied with community programs (ratings of 1 to 3 out of 5; n=314)\* most frequently stated the following ways to improve this area:

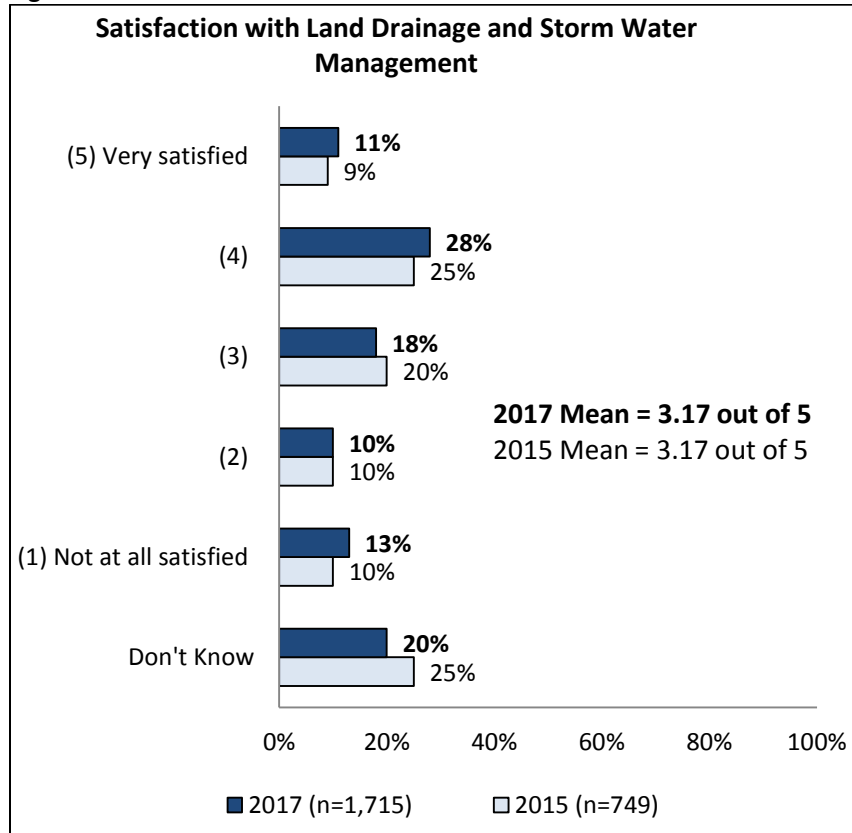
- More programs in different areas of the County (5%);
- Need more fitness/recreational facilities/programs (5%);
- Increase advertising/public awareness of community programs (4%); and
- Offer more community programs, in general (4%).

\*Multiple Responses

### 3.3.7 Land Drainage & Storm Water Management

When asked to rate satisfaction with land drainage and storm water management, 39% of respondents indicated that they were satisfied (a rating of 4 or 5 out of 5). Twenty-three percent (23%) of respondents indicated that they were dissatisfied with this service (a rating of 1 or 2 out of 5). See Figure 11, below.

Figure 11



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **have been satisfied with land drainage and storm water management** included:

- Those who have lived in Sturgeon County for 10 years or less (45%) versus those who have lived in Sturgeon County for 11 years or more (35% to 38%);
- Those who did not contact a County employee (42%) versus those who did (37%);
- Those who supported an inflationary tax increase to maintain services (52%) versus those who supported a tax decrease (32%) or a tax increase above inflation to increase services (39%);
- Those who live in a multi-lot subdivision (46%) versus those who live on a farm (32%) or hamlet (31%);
- Those aged 18 to 34 (48%) versus those aged 35 to 54 (38%);
- Those whose household income in 2016 was \$100,000 or greater (45% to 48%) versus those whose income was less than \$50,000 (34%); and
- Those who live near a community other than Riviere Qui Barre (31% to 48%) versus those who live near Riviere Qui Barre (16%).

#### Improvements to Land Drainage & Storm Water Management (Top Responses)

Those who were dissatisfied with land drainage and storm water management (ratings of 1 to 3 out of 5; n=704)\* most frequently stated the following ways to improve this area:

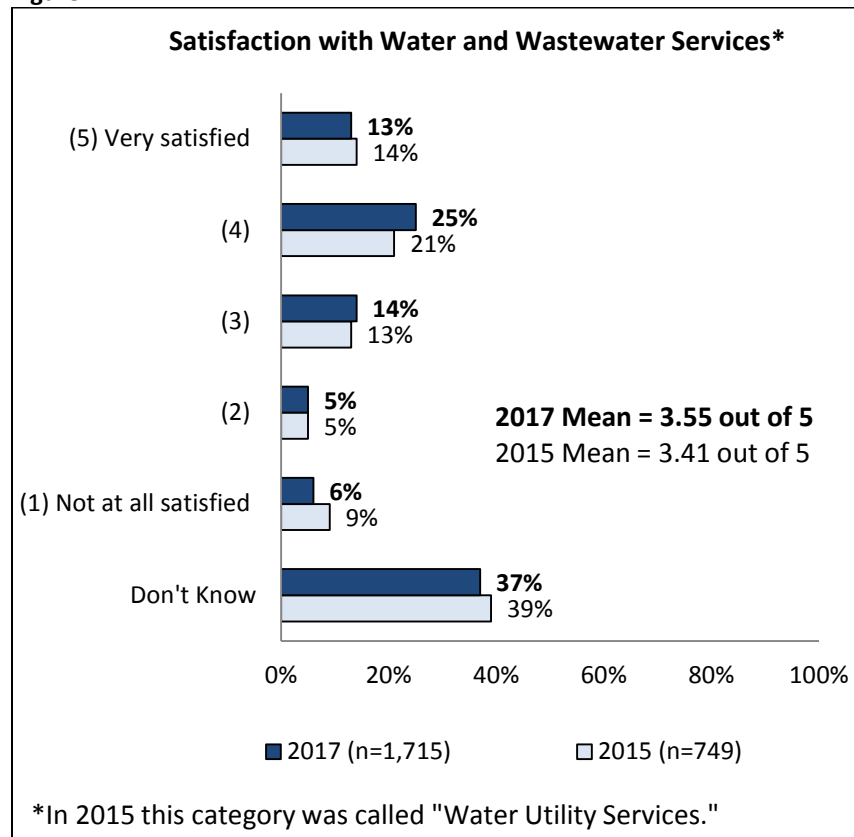
- Need better road/ditch drainage system/address areas prone to flooding (26%);
- Maintain ditches/culverts more often (8%);
- Improve response time to calls/complaints (3%); and
- Need to build more ditches/culverts along County Roads (2%).

\*Multiple Responses

### 3.3.8 Water and Wastewater Services

A large portion of respondents (37%) were unaware or did not provide a satisfaction rating for water and wastewater services. Thirty-eight percent (38%) indicated they were satisfied (a rating of 4 or 5 out of 5). See Figure 12, below.

Figure 12



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have been satisfied with water and wastewater services included:

- Those who have lived in Sturgeon County for 25 years or less (38% to 47%) versus those who have lived in Sturgeon for more than 25 years (32%);
- Those who have not had contact with County employees in the past 12 months (42%) versus those who have (36%);
- Those who supported an inflationary tax increase to maintain services (52%) or a tax increase above inflation to increase services (48%) versus those who supported a tax decrease (23%);
- Those who live in a multi-lot subdivision (48%) or a hamlet (46%) versus those who live on a farm (25%);
- Those aged 18 to 34 (49%) versus those aged 35 or older (37% to 39%);
- Those whose household income in 2016 was \$100,000 or greater (42% to 43%) versus those whose income was less than \$50,000 (32%); and
- Those who live near Bon Accord, Cardiff, Lamoureaux, Morinville, Namao, St. Albert, and Villeneuve (37% to 52%) versus those who live near Calahoo, Redwater, and Riviere Qui Barre (19% to 23%).

#### Improvements to Water and Wastewater Services (Top Responses)

Those who were dissatisfied with water and wastewater services (ratings of 1 to 3 out of 5; n=418)\* most frequently stated the following ways to improve this area:

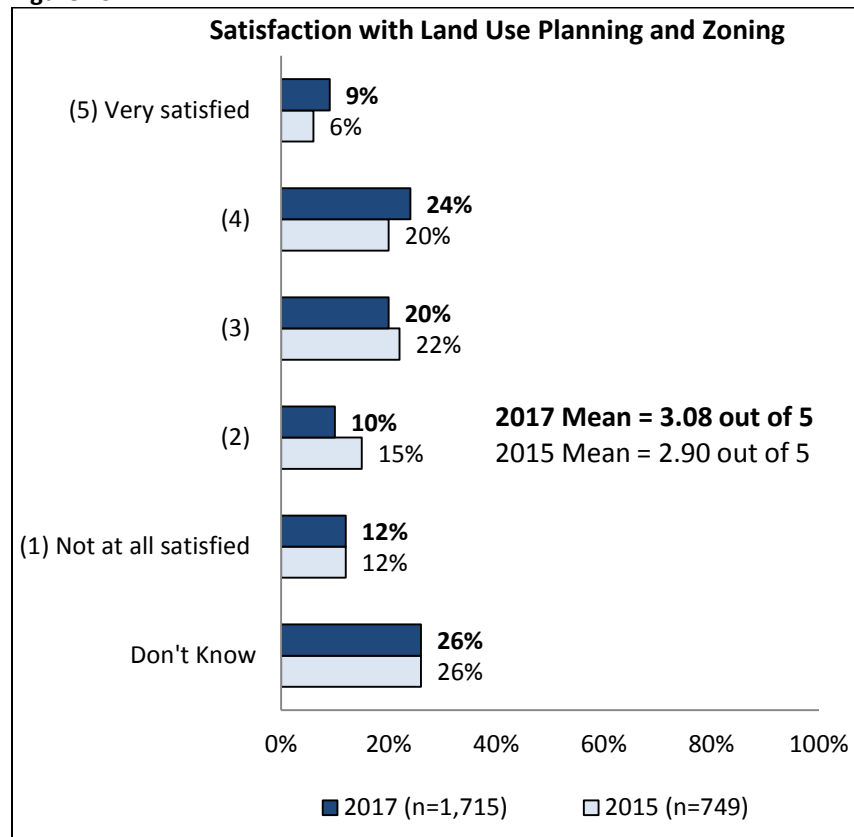
- Access to water services in all areas of the County (14%); and
- Less costly water and wastewater services (10%).

\*Multiple Responses

### 3.3.9 Land Use Planning and Zoning

Nearly one-third of respondents (32%, a significant increase from 25% in 2015) were satisfied with land use planning and zoning (ratings of 4 or 5 out of 5). Twenty-two percent (22%) of respondents were dissatisfied (ratings of 1 or 2 out of 5). See Figure 13, below.

Figure 13



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have been satisfied with land use planning and zoning included:

- Those who have lived in Sturgeon County for 25 years or less (34% to 40%) versus those who have lived in Sturgeon for more than 25 years (26%);
- Those who supported an inflationary tax increase to maintain services (44%) or a tax increase above inflation to increase services (38%) versus those who supported a tax decrease (20%);
- Those who live in a multi-lot subdivision (39%) or a hamlet (38%) versus those who live on a farm (24%);
- Those whose household income in 2016 was between \$100,000 and less than \$200,000 (40%) versus those whose income was less than \$100,000 (31% to 32%); and
- Those who live near Cardiff, Namao, and St. Albert (34% to 45%) versus those who live near Alcomdale, Bon Accord, Calahoo, and Riviere Qui Barre (18% to 26%).

#### Improvements to Land Use Planning and Zoning (Top Responses)

Those who were dissatisfied with land use planning and zoning (ratings of 1 to 3 out of 5; n=720)\* most frequently stated the following ways to improve this area:

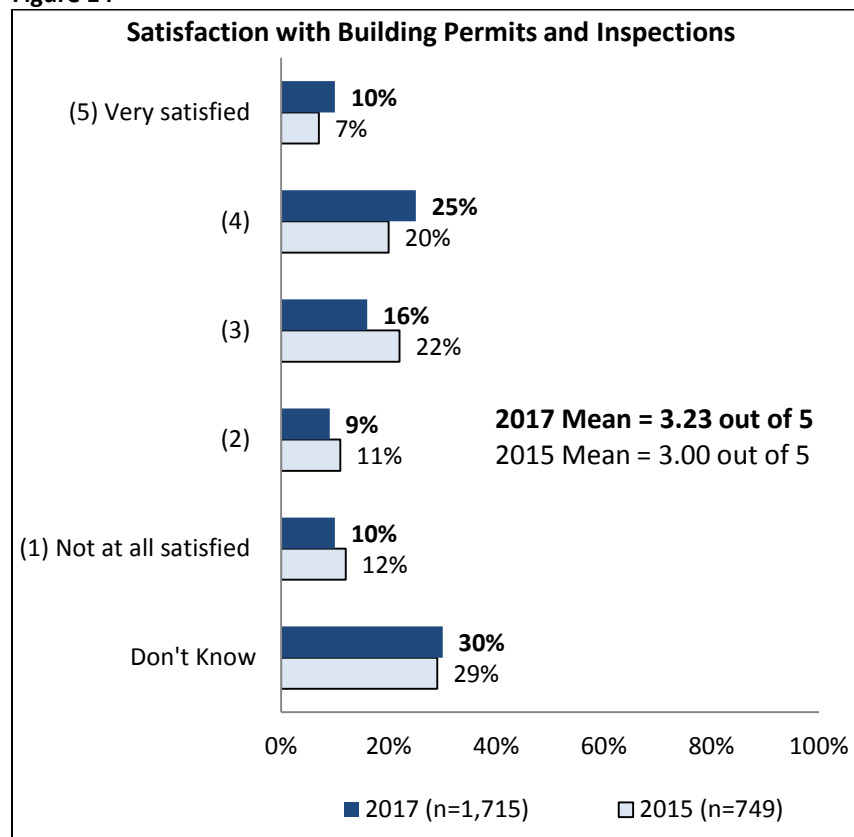
- Less land use rules/be more lenient (7%);
- Improve County development land use planning/zoning, in general (5%);
- Increase/improve land use by-law enforcement (4%); and
- Increase level of communication with residents (3%).

\*Multiple Responses

### 3.3.10 Building Permits and Inspection

With respect to building permits and inspection services, just over one-third (35%, a significant increase from 27% in 2015) indicated they were satisfied (a rating of 4 or 5 out of 5). Over one-quarter of respondents (30%) were unsure or did not provide a response. See Figure 14, below.

Figure 14



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **have been satisfied with building permits and inspections** included:

- Those who supported an inflationary tax increase to maintain services (43%) versus those who supported a tax decrease (29%);
- Those with children in their household (39%) versus those without children (33%);
- Those who live in a multi-lot subdivision (37%) versus those who live on a farm (31%);
- Those whose household income in 2016 was between \$100,000 and \$200,000 (41%) versus those whose income was less than \$50,000 (32%); and
- Those who live near St. Albert (44%) versus those who live near Alcomdale, Bon Accord, or Calahoo (28% to 32%).

#### Improvements to Building Permits and Inspections (Top Responses)

Those who were dissatisfied with building permits and inspections (ratings of 1 to 3 out of 5; n=597)\* most frequently stated the following ways to improve this area:

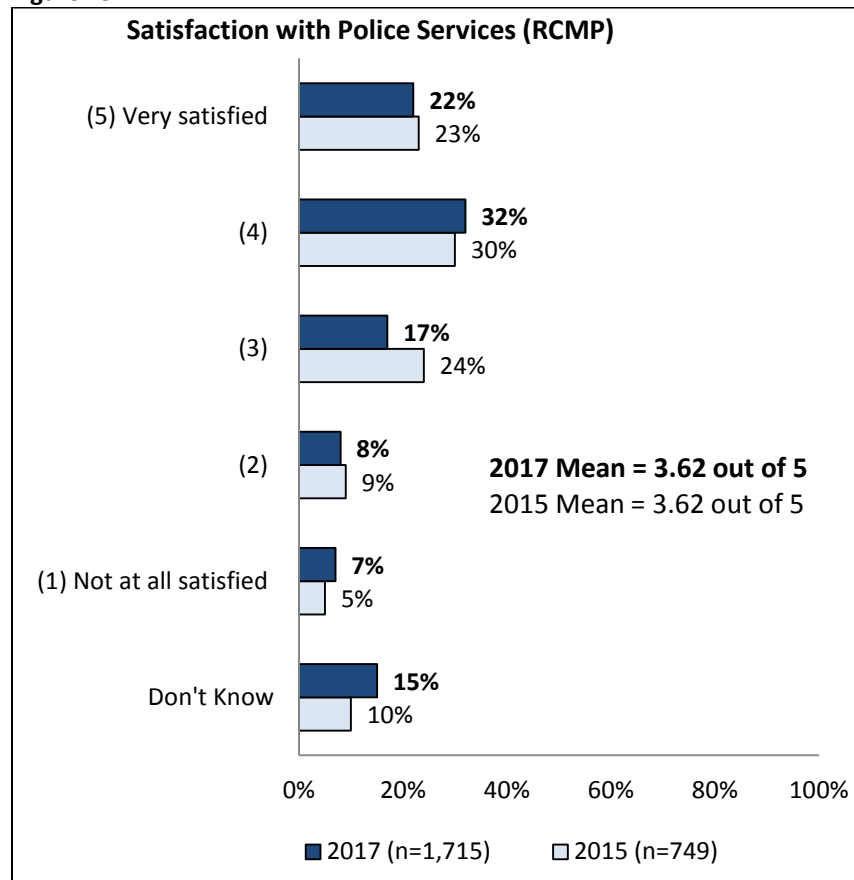
- Make permit process easier/less difficult (8%);
- Less costly building permit services (7%); and
- Reduce the number of permits (6%).

\*Multiple Responses

### 3.3.11 Police Services (RCMP)

Respondents were asked how satisfied they were with police services (RCMP) in Sturgeon County. Over half of respondents (53%) were satisfied (ratings of 4 or 5 out of 5) while 15% were dissatisfied (ratings of 1 or 2 out of 5). See Figure 15, below.

Figure 15



#### ***Selected Sub-Segment Findings***

*Respondent subgroups significantly more likely to **have been satisfied with police services (RCMP)** included:*

- Those who supported an inflationary tax increase to maintain services (64%) versus those who supported a tax decrease (48%) or a tax increase above inflation to increase services (48%);
- Homemakers (62%) and those who are not employed (68%) versus those who are employed full-time (50%); and
- Those who live near Cardiff, Morinville, Namao, and Riviere Qui Barre (58% to 60%) versus those who live near Calahoo or Gibbons (46%).

#### ***Improvements to Police Services (RCMP) (Top Responses)***

*Those who were dissatisfied with police services (RCMP) (ratings of 1 to 3 out of 5; n=552)\* most frequently stated the following ways to improve this area:*

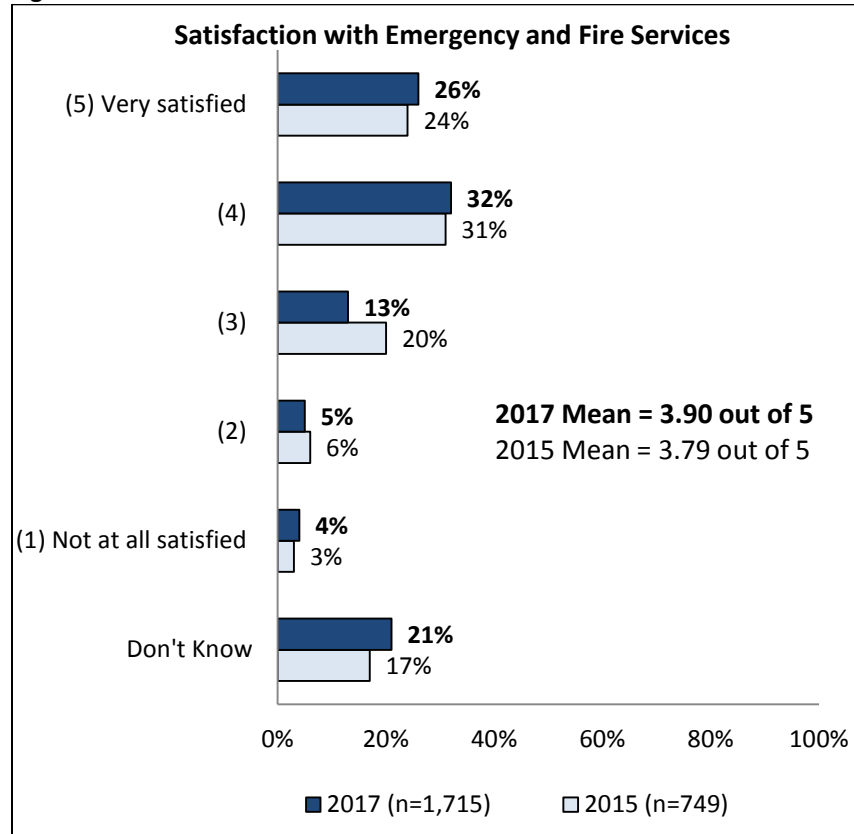
- Increase police patrols (21%);
- Improve response time to calls (12%); and
- Hire more police officers (6%).

**\*Multiple Responses**

### 3.3.12 Emergency and Fire Services

The majority of respondents (58%) were satisfied overall with emergency and fire services (a rating of 4 or 5 out of 5). Only 9% indicated they were dissatisfied (a rating of 1 or 2 out of 5) with this service. Refer to Figure 16, below.

Figure 16



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **have been satisfied with emergency and fire services** included:

- Those who have lived in the County for more than 11 years (60% to 63%) versus those who have lived in the County for 10 years or less (50%);
- Those who supported an inflationary tax increase to maintain services (65%) versus those who supported a tax decrease (49%);
- Those who are employed part-time (64%) or who are not employed (76%) versus those who are retired (59%) or are employed full-time (54%);
- Those who live on a farm (61%) or a hamlet (63%) versus those who live in a multi-lot subdivision (54%);
- Those whose household income in 2016 was less than \$200,000 (58% to 65%) versus those whose income was \$200,000 or greater (48%); and
- Those who live near Bon Accord, Calahoo, Carbondale, Cardiff, Gibbons, Legal, Namao, Redwater, and Riviere Qui Barre (57% to 70%) versus those who live near Alcomdale, Lamoureaux, or St. Albert (43% to 45%).

#### Improvements to Emergency and Fire Services (Top Responses)

Those who were dissatisfied with emergency and fire services (ratings of 1 to 3 out of 5; n=363)\* most frequently stated the following ways to improve this area:

- Expand fire services/build more fire stations (10%);
- Improve response times to calls (9%); and
- Better fire hydrants (5%).

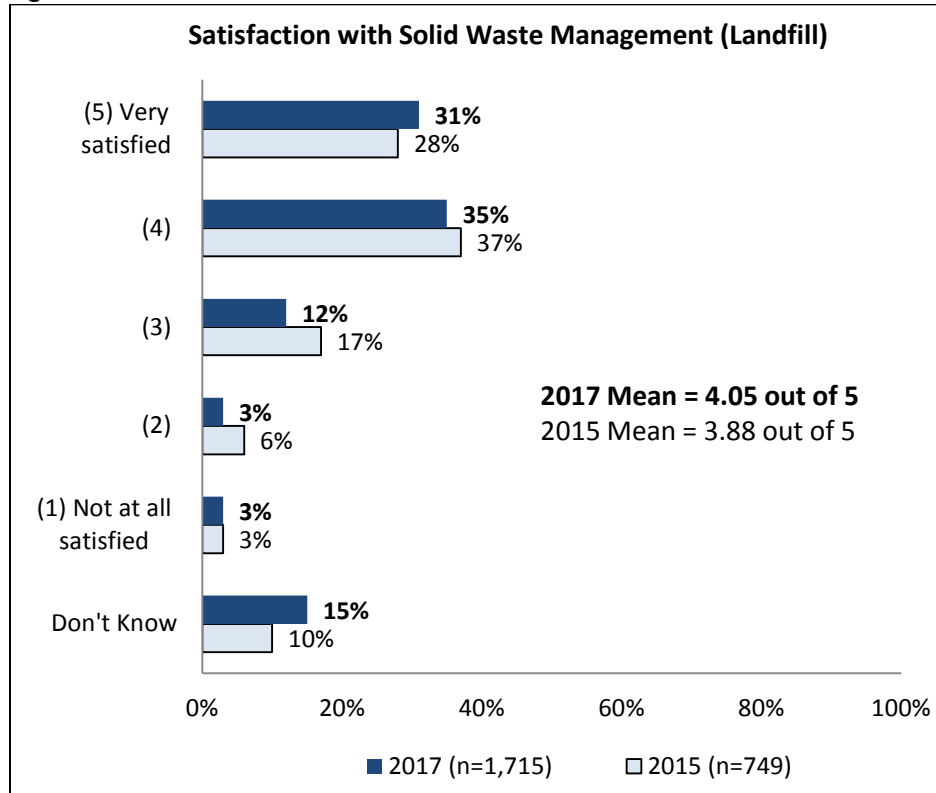
\*Multiple Responses



### 3.3.13 Solid Waste Management (Landfill)

When asked to rate their satisfaction with solid waste disposal management, 66% of respondents indicated satisfaction with this service (a rating of 4 or 5 out of 5). See Figure 17, below.

Figure 17



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have been satisfied with solid waste management (landfill) included:

- Those who have lived in the County for 11 to 25 years (72%) versus those who have lived in the County for 10 years or less (63%) or 25 years or more (66%);
- Those who supported an inflationary tax increase to maintain services (76%) or a tax increase above inflation to increase services (67%) versus those who supported a tax decrease (54%);
- Those who are employed part-time (74%) versus those who are employed full-time (65%) or homemakers (58%);
- Those who have volunteered within the region (70%) versus those who have not (65%);
- Those whose household income in 2016 was between \$100,000 and less than \$200,000 (72%) versus those whose income was \$200,000 or greater (62%); and
- Those who live near Bon Accord, Carbondale, Cardiff, Morinville, Namao, Riviere Qui Barre, St. Albert, or Villeneuve (65% to 77%) versus those who live near Calahoo or Lamoureux (46% to 56%).

#### Improvements to Solid Waste Management (Top Responses)

Those who were dissatisfied with solid waste management (ratings of 1 to 3 out of 5; n=318)\* most frequently stated the following ways to improve this area:

- Add more landfill sites in County (12%);
- More convenient hours of landfill operation (8%);
- Improve/expand recycling program/accept more items (7%);
- Provide garbage collection services/curb side collection (5%); and
- Improve accessibility to landfill/easier to get around (4%).

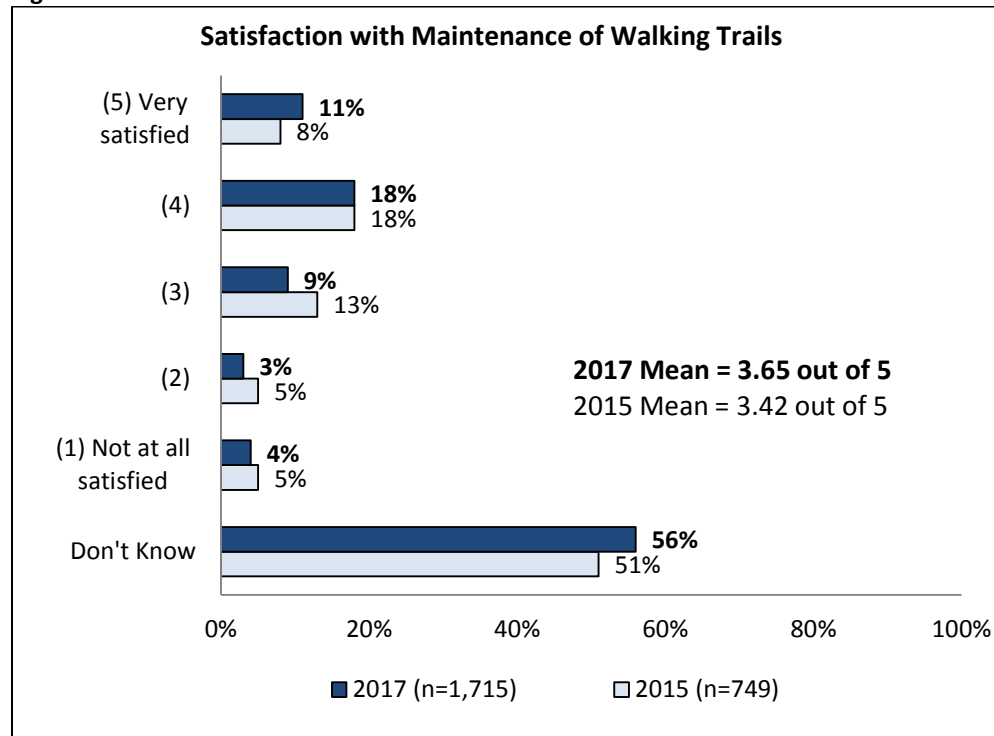
\*Multiple Responses



### 3.3.14 Maintenance of Walking Trails

With regards to maintenance of walking trails, over half of respondents (56%) did not provide a rating or did not know. Twenty-nine percent (29%) indicated satisfaction with this service (a rating of 4 or 5 out of 5). Refer to Figure 18, below.

Figure 18



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have been satisfied with the maintenance of walking trails included:

- Those who have lived in the County for 25 years or less (31% to 36%) versus those who have lived in the County for more than 25 years (23%);
- Those who supported an inflationary tax increase to maintain services (40%) versus those who supported a tax decrease (21%);
- Homemakers (38%) versus those who are employed part-time (26%) or those who were retired (26%);
- Those who live in a multi-lot subdivision (37%) or a hamlet (36%) versus those who live on a farm (20%);
- Those aged 35 to 54 (32%) versus those aged 55 or older (27%);
- Those whose household income in 2016 was \$50,000 or greater (30% to 40%) versus those whose income was less than \$50,000 (21%); and
- Those who live near Alcomdale, Cardiff, Gibbons, Morinville, Namao, or St. Albert (21% to 51%) versus those who live near Lamoureux or Redwater (8% to 10%).

#### Improvements to Maintenance of Walking Trails (Top Responses)

Those who were dissatisfied with maintenance of walking trails (ratings of 1 to 3 out of 5; n=270)\* most frequently stated the following ways to improve this area:

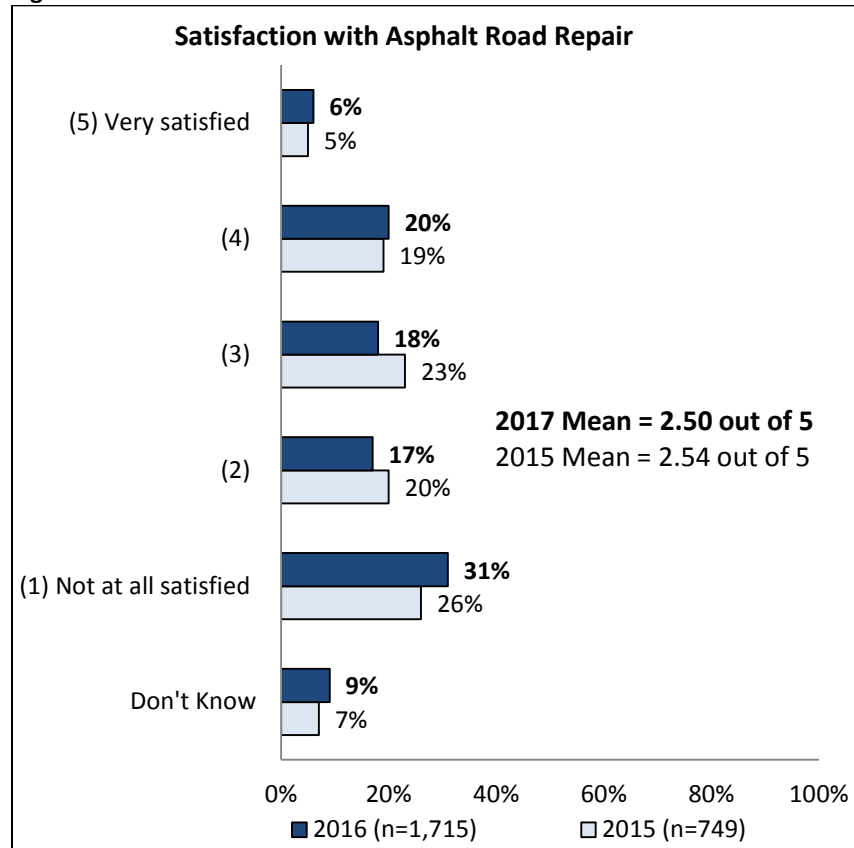
- Add more walking trails (22%); and
- Improve/increase trail cleanliness/snow removal (16%).

\*Multiple Responses

### 3.3.15 Asphalt Road Repair

Just over one-quarter (26%) of all respondents were satisfied (a rating of 4 or 5) with asphalt road repair, while 47% were dissatisfied (a rating of 1 or 2 out of 5). Refer to Figure 19, below.

Figure 19



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have been satisfied with asphalt road repair included:

- Those who have lived in the County for 10 years or less (29%) versus those who have lived in the County for more than 25 years (22%);
- Those who have not had contact with County employees in the past 12 months (29%) versus those who have (24%);
- Those who supported an inflationary tax increase to maintain services (34%) versus those who supported a tax decrease (22%);
- Those who live in a multi-lot subdivision (28%) versus those who live in a hamlet (18%);
- Those aged 18 to 34 (35%) versus those aged 35 or older (25% to 26%); and
- Those who live near Alcomdale, Bon Accord, Cardiff, Namao, or St. Albert (27% to 38%) versus those who live near Calahoo, Gibbons, or Lamoureaux (16% to 17%).

#### Improvements to Asphalt Road Repair (Top Responses)

Those who were dissatisfied with asphalt road repair (ratings of 1 to 3 out of 5; n=1,124)\* most frequently stated the following ways to improve this area:

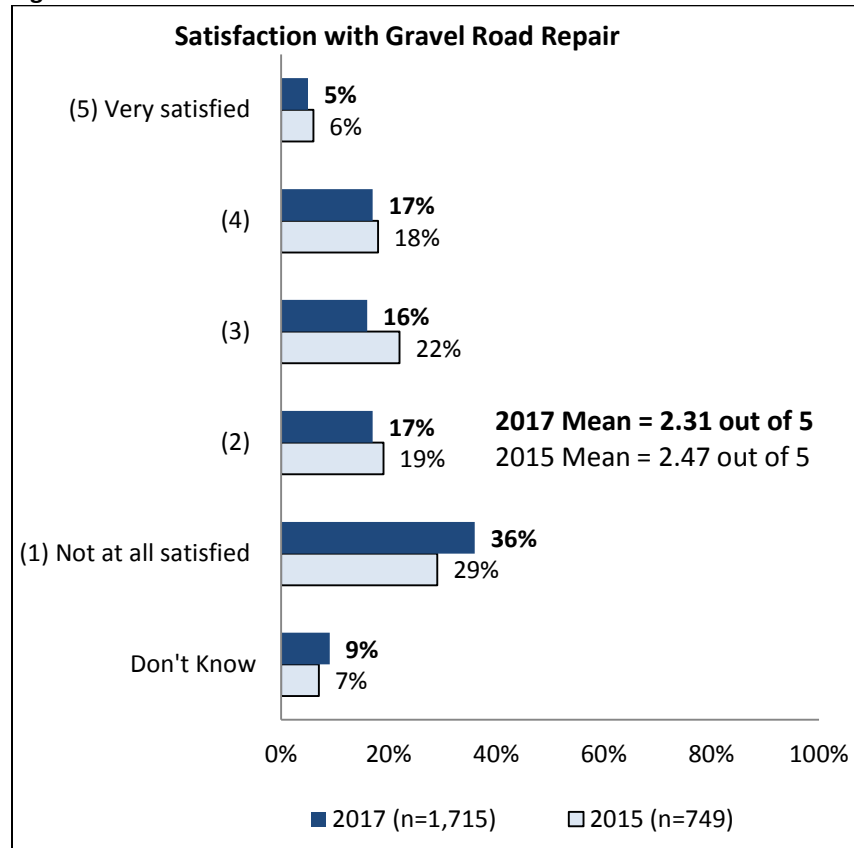
- Improve/increase asphalt road repair, in general (22%);
- Repair/fill potholes on roads (15%); and
- Do a better/more efficient job of road maintenance (11%).

\*Multiple Responses

### 3.3.16 Gravel Road Repair

Just under one-quarter (22%) of all respondents were satisfied (a rating of 4 or 5) with gravel road repair, while 53% were dissatisfied (a rating of 1 or 2 out of 5). Refer to Figure 20, below.

Figure 20



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have been satisfied with gravel road repair included:

- Those who have lived in the County for 10 years or less (27%) versus those who have lived in the County for more than 10 years (19% to 20%);
- Those who have not had contact with County employees in the past 12 months (25%) versus those who have (19%);
- Those who supported an inflationary tax increase to maintain services (31%) versus those who supported a tax decrease (16%);
- Those who live in a multi-lot subdivision (25%) versus those who live on a farm (19%);
- Those aged 18 to 34 (32%) versus those aged 35 or older (21%);
- Those whose household income in 2016 was between \$50,000 and less than \$100,000 (27%) versus those whose income was \$200,000 or greater (17%); and
- Those who live near Bon Accord, Carbondale, Cardiff, Namao, Redwater, St. Albert, or Villeneuve (21% to 30%) versus those who live near Alcomdale, Calahoo, or Lamoureaux (5% to 15%).

#### Improvements to Gravel Road Repair (Top Responses)

Those who were dissatisfied with gravel road repair (ratings of 1 to 3 out of 5; n=1,184) most frequently stated the following ways to improve this area:

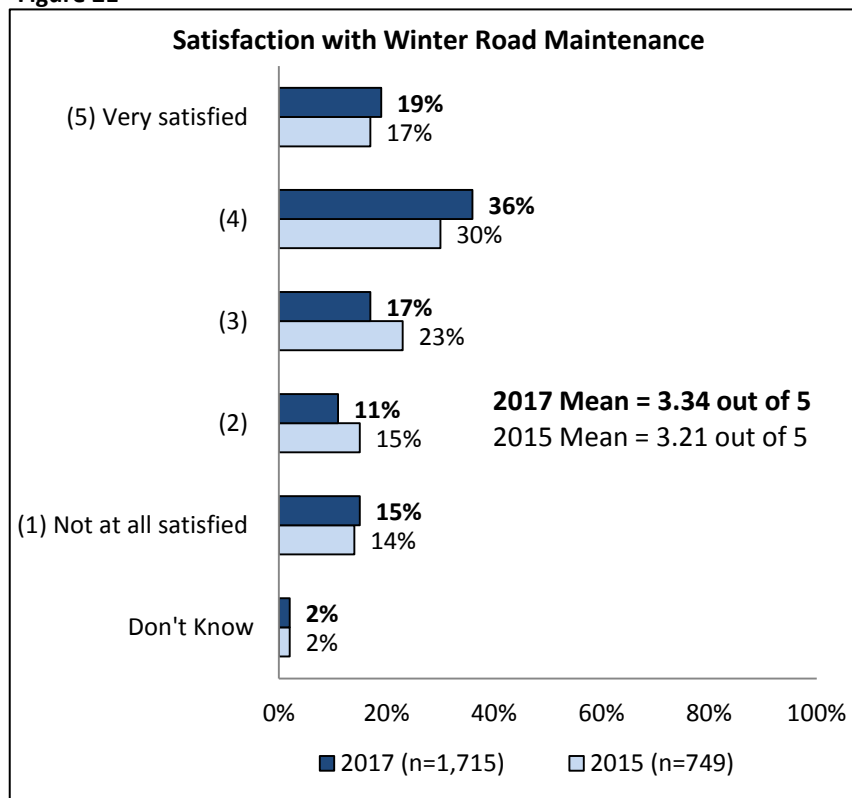
- Improve/increase gravel road repairs/grading/increase frequency (22%);
- Repair/fill potholes on roads (7%);
- Improve/increase gravel road dust control (7%); and
- Need better trained road grader operators (6%).

\*Multiple Responses

### 3.3.17 Winter Road Maintenance

With regards to winter road maintenance, 55% of all respondents were satisfied (a rating of 4 or 5, a significant increase from 47% in 2015). Twenty-six percent (26%) of respondents were dissatisfied (a rating of 1 or 2 out of 5). Refer to Figure 21, below.

Figure 21



#### Selected Sub-Segment Findings

Respondent subgroups significantly *more likely to have been satisfied with winter road maintenance* included:

- Those who have lived in Sturgeon County for 10 years or less (59%) versus those who have lived in Sturgeon County for more than 25 years (52%);
- Those who supported an inflationary tax increase to maintain services (71%) or a tax increase above inflation to increase services (60%) versus those who supported a tax decrease (40%);
- Those who live in a multi-lot subdivision (60%) versus those who live on a farm (50%); and
- Those who live near Cardiff, Gibbons, Nampa, St. Albert, or Villeneuve (54% to 66%) versus those who live near Alcomdale, Bon Accord, Calahoo, Lamoureaux, Legal, Morinville, Redwater, or Riviere Qui Barre (38% to 49%).

#### Improvements to Winter Road Maintenance (Top Responses)

Those who were dissatisfied with winter road maintenance (ratings of 1 to 3 out of 5; n=745)\* most frequently stated the following ways to improve this area:

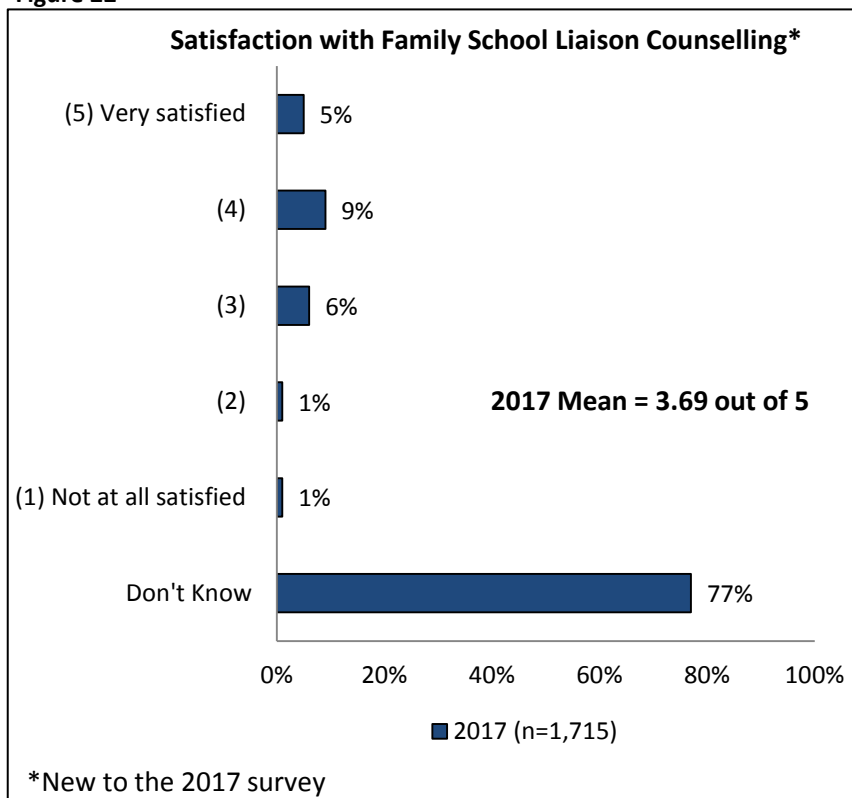
- Improve/increase snow removal (21%);
- Remove snow from roads in a more timely manner (9%); and
- Remove windrows from roads/driveways (5%).

\*Multiple Responses

### 3.3.18 Family School Liaison Counselling

With regards to the Family School Liaison Counselling program, 14% of all respondents were satisfied. Three percent (3%) of respondents were dissatisfied (a rating of 1 or 2 out of 5). Seventy-seven percent (77%) did not provide a response. Refer to Figure 22, below.

Figure 22



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to have been satisfied with the family school liaison counselling program included:

- Those with children in their household (20%) versus those without children (12%);
- Homemakers (22%) versus those who are retired (12%);
- Those who have volunteered within the region (20%) versus those who have not (12%); and
- Those who live near Cardiff or Riviere Qui Barre (18% to 19%) versus those who live near Carbondale (3%).

#### Improvements to Family School Liaison Counselling (Top Responses)

Those who were dissatisfied with family school liaison counselling (ratings of 1 to 3 out of 5; n=150)\* most frequently stated the following ways to improve this area:

- Increase advertising (3%);
- More helpful counselors, in general (2%); and
- More focus on bullying in schools (2%).

\*Multiple Responses

Table 1

Summary of County Service Satisfaction Ratings						
	Percent of Respondents					Mean (out of 5)
	5	4	3	2	1	
Solid Waste Management (Landfill) (n=1,455)	37	41	15	4	3	<b>4.05</b>
Emergency and Fire Services (n=1,349)	33	41	16	6	5	<b>3.90</b>
Community Events (n=1,020)	24	47	23	4	3	<b>3.84</b>
Community Programs (n=852)	22	41	26	7	4	<b>3.70</b>
Family School Liaison Counselling Program (n=396)	23	39	27	6	5	<b>3.69</b>
Animal Control/Dog Licensing (n=1,080)	26	38	21	8	8	<b>3.66</b>
Maintenance of Walking Trails (n=764)	24	40	20	7	8	<b>3.65</b>
Police Services (RCMP) (n=1,466)	25	37	20	10	8	<b>3.62</b>
Water and Wastewater Services (n=1,074)	21	40	22	8	9	<b>3.55</b>
Bylaw Enforcement (n=1,311)	17	36	26	11	10	<b>3.39</b>
Winter Road Maintenance (n=1,685)	20	36	18	11	15	<b>3.34</b>
Building Permits and Inspections (n=1,193)	14	36	23	13	14	<b>3.23</b>
Mowing in Ditches and Municipal Reserve (n=1,625)	13	34	24	14	15	<b>3.17</b>
Land Drainage and Storm Water Management (n=1,371)	14	35	22	12	17	<b>3.17</b>
Land Use Planning and Zoning (n=1,268)	11	32	27	14	16	<b>3.08</b>
Weed Control (n=1,476)	9	31	26	17	17	<b>2.97</b>
Asphalt Road Repair (n=1,566)	6	22	20	18	33	<b>2.50</b>
Gravel Road Repair (n=1,553)	5	18	18	19	39	<b>2.31</b>

### 3.3.19 Summary of Satisfaction Ratings

Table 1 displays a summary of County service satisfaction ratings with the “don’t know/not stated” responses removed. As shown in Table 1 to the left, the services that garnered the highest mean satisfaction ratings were:

- Solid Waste Management (4.05 out of 5);
- Emergency and Fire Services (3.90 out of 5); and
- Community Events (3.84 out of 5).

The services that garnered the lowest mean ratings were:

- Weed Control (2.97 out of 5);
- Asphalt Road Repair (2.50 out of 5); and
- Gravel Road Repair (2.31 out of 5).

### 3.3.20 Overall Service Satisfaction

Forty-two percent (42%) of respondents were satisfied overall with services and programs offered in the County (a rating of 4 or 5 out of 5). Fourteen percent (14%) of respondents were dissatisfied overall (a rating of 1 or 2 out of 5). See Figure 23, below.

Figure 23

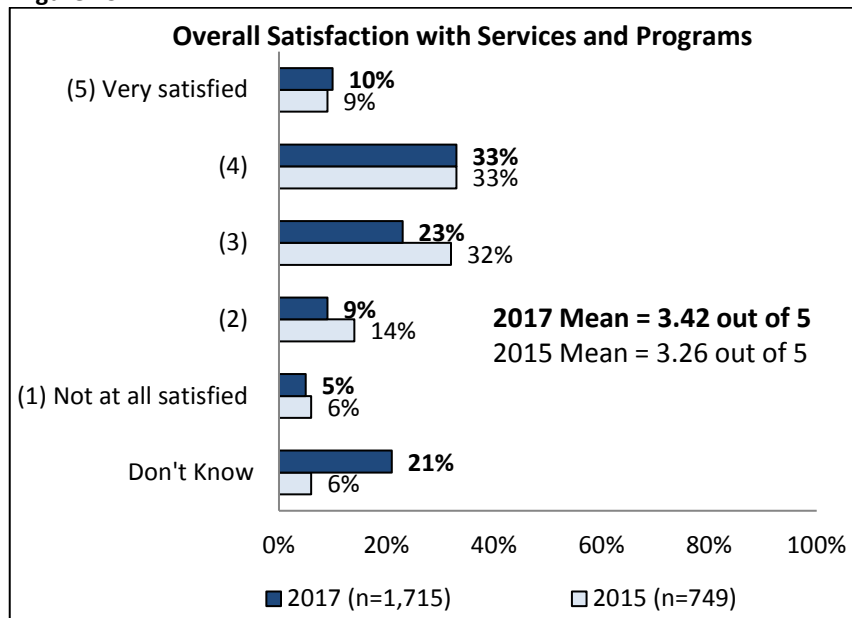
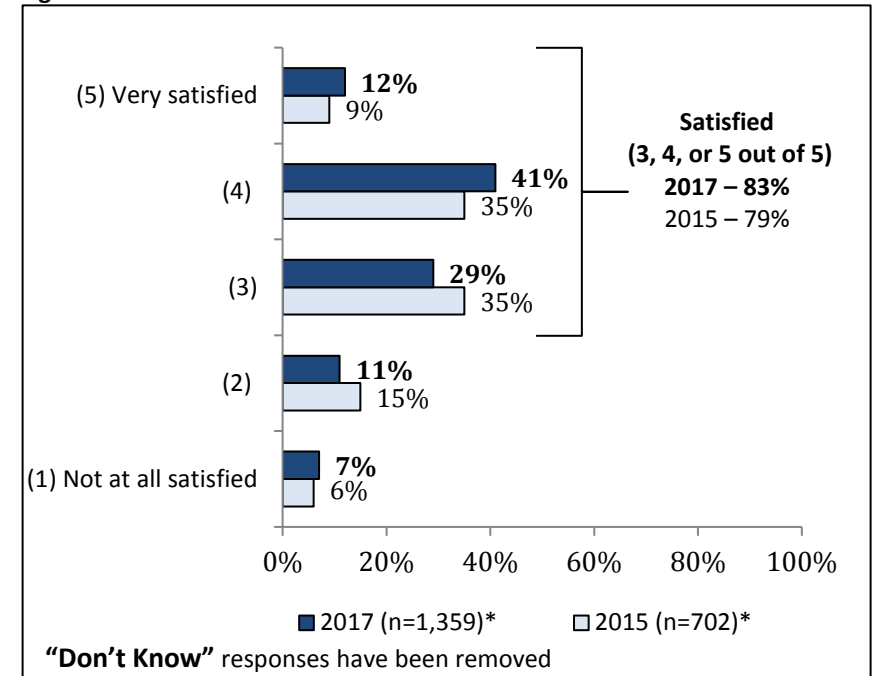


Figure 23a demonstrates the overall satisfaction ratings in which only valid response options were provided. In other words, those who did not provide a response, or replied “don’t know” have been removed from the Figure below.

Figure 23a



### ***Selected Sub-Segment Findings***

*Respondent subgroups significantly more likely to **have been satisfied with services and programs, overall**, included:*

- *Those who have lived in Sturgeon County for 25 years or less (43% to 51%) versus those who have lived in Sturgeon County for more than 25 years (37%);*
- *Those who felt that their quality of life is “excellent,” “very good,” or “good” (46%) versus those who felt that it is “fair” or “poor” (8%);*
- *Those who would recommend Sturgeon County as a place to live (51%) versus those who would not (6%);*
- *Those who felt safe, in terms of personal safety (53%) versus those who did not (21%);*
- *Those who were satisfied with County employees (55%) versus those who were not (20%);*
- *Those who were satisfied with County communications (60%) versus those who were not (19%);*
- *Those who felt that the value they receive for taxes is “excellent”/“very good” (81%) or “good” (56%) versus those who felt that the value is “fair”/“poor” (25%);*
- *Those who supported an inflationary tax increase to maintain services (60%) or a tax increase above inflation to increase services (51%) versus those who supported a tax decrease (25%);*
- *Those with children in their household (47%) versus those without children (41%);*
- *Those who live in a multi-lot subdivision (48%) or a hamlet (48%) versus those who live on a farm (38%);*
- *Those aged 18 to 34 (57%) versus those aged 35 or older (42% to 43%); and*
- *Those who live near Bon Accord, Cardiff, Namao, or St. Albert (45% to 59%) versus those who live near Alcomdale, Gibbons, Lamoureaux (24% to 35%).*



### 3.4 Importance of County Services

As shown in Table 2 to the right, the services that garnered the highest mean importance ratings were:

- Emergency and fire services (4.73 out of 5)<sup>3</sup>;
- Winter Road Maintenance (4.68 out of 5); and
- Police Services (RCMP) (4.63 out of 5).

The services that garnered the lowest mean importance ratings were:

- Community Programs (3.23 out of 5);
- Community Events (3.08 out of 5); and
- Family School Liaison Counselling Program (2.88 out of 5).

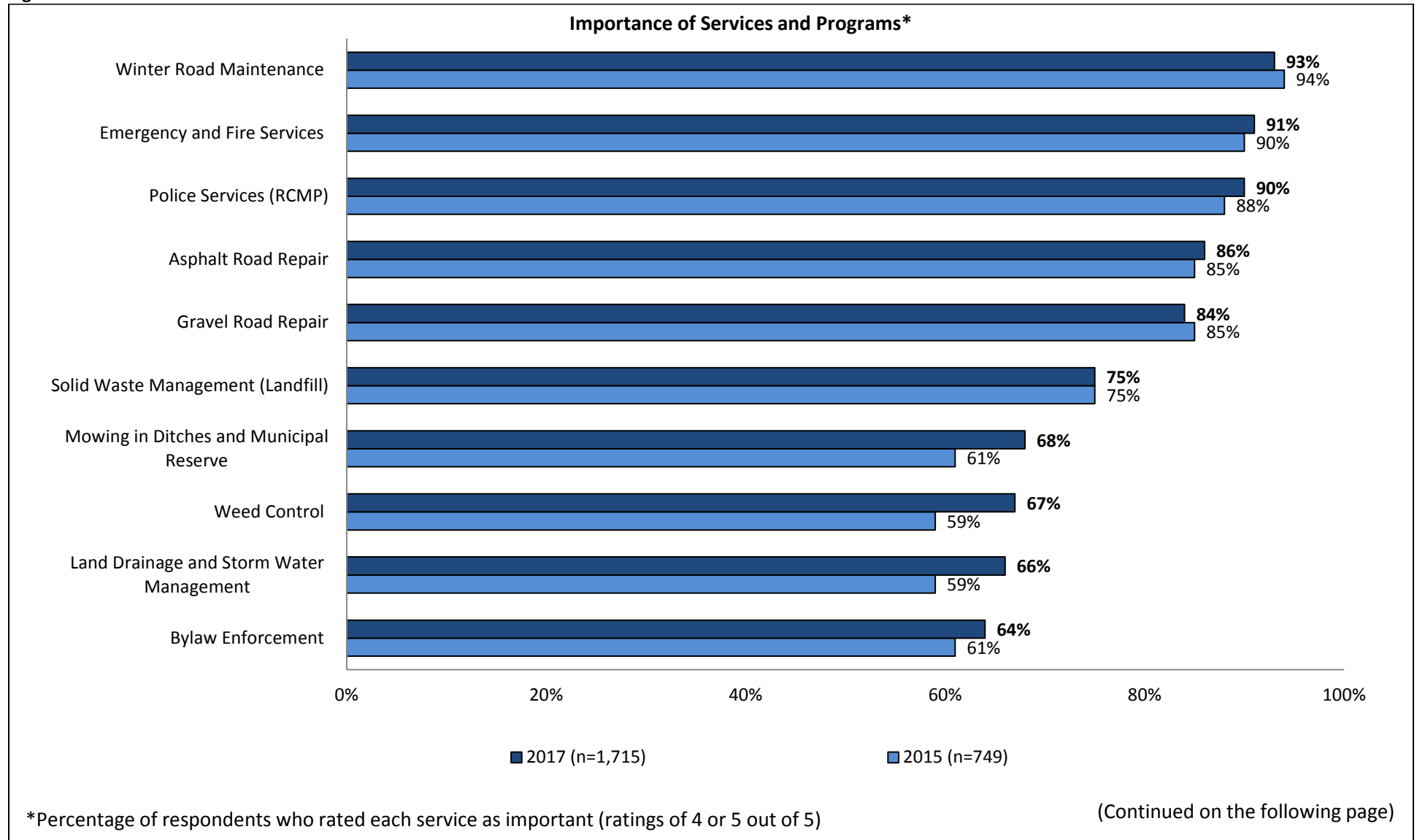
See Figure 24, on the following pages.

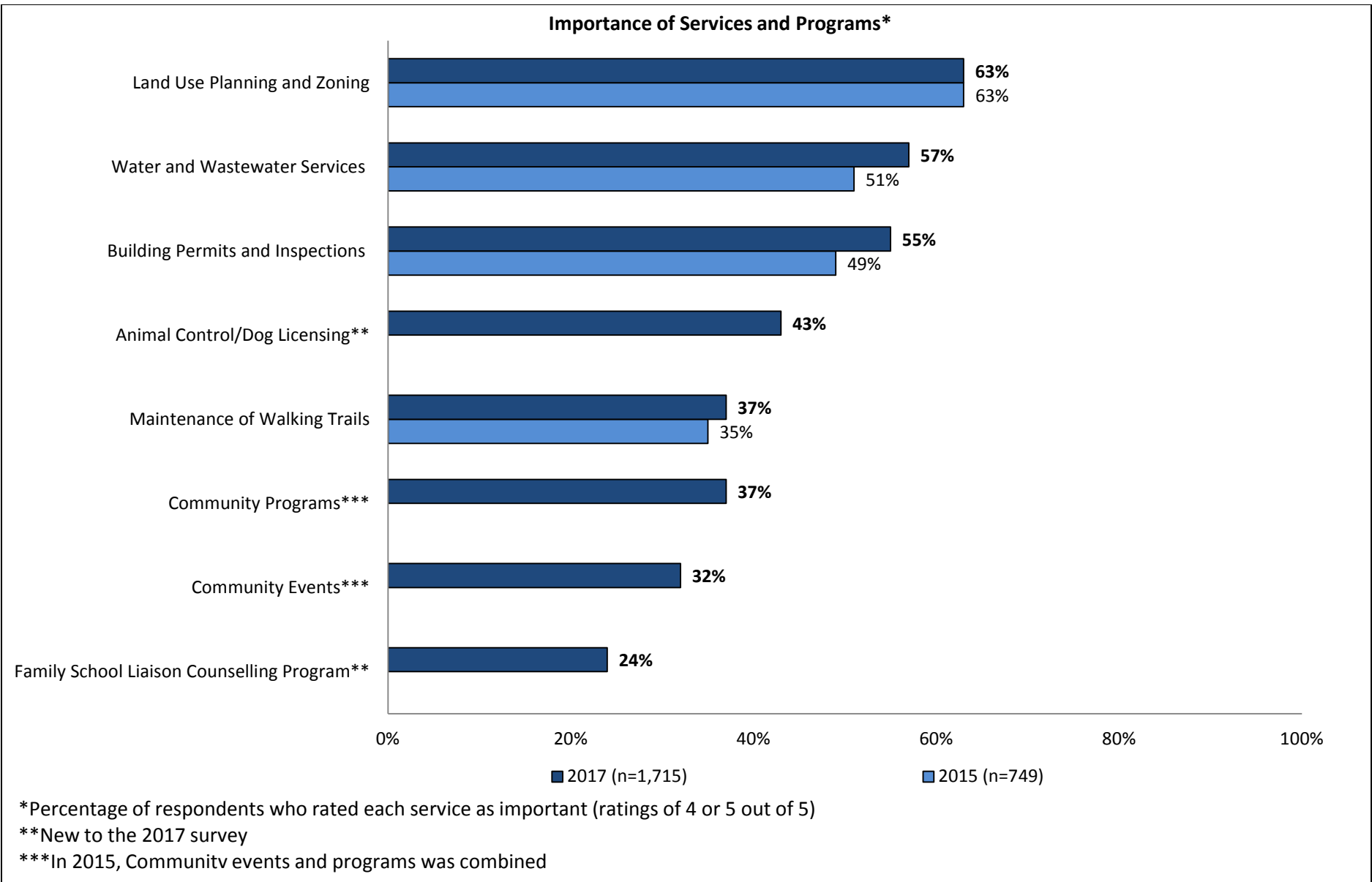
Table 2

Summary of County Service Importance Ratings							
	Percent of Respondents (n=1,715)						Mean (out of 5)
	5	4	3	2	1	Don't Know/Not Stated	
Emergency and Fire Services	76	16	4	1	<1	4	<b>4.73</b>
Winter Road Maintenance	74	19	3	1	1	2	<b>4.68</b>
Police Services (RCMP)	69	20	5	1	<1	4	<b>4.63</b>
Asphalt Road Repair	62	24	7	2	1	4	<b>4.50</b>
Gravel Road Repair	63	21	8	3	2	4	<b>4.48</b>
Solid Waste Management (Landfill)	41	35	14	2	1	8	<b>4.21</b>
Land Drainage and Storm Water Management	37	29	15	4	3	12	<b>4.04</b>
Land Use Planning and Zoning	34	30	17	4	3	13	<b>4.01</b>
Mowing in Ditches and Municipal Reserve	34	35	21	5	2	5	<b>3.98</b>
Weed Control	33	33	20	5	2	5	<b>3.96</b>
Water and Wastewater Services	33	23	12	4	6	21	<b>3.93</b>
Bylaw Enforcement	35	29	18	7	4	6	<b>3.89</b>
Building Permits and Inspections	25	30	22	7	4	12	<b>3.74</b>
Animal Control/Dog Licensing	20	24	21	13	11	12	<b>3.32</b>
Maintenance of Walking Trails	15	21	19	10	12	23	<b>3.25</b>
Community Programs	13	25	24	12	10	18	<b>3.23</b>
Community Events	8	23	27	14	9	18	<b>3.08</b>
Family School Liaison Counselling Program	9	15	17	10	15	34	<b>2.88</b>

<sup>3</sup> 1= not at all important, 5 = very important

Figure 24





### 3.5 Overall Importance and Service Satisfaction

In conducting satisfaction and importance assessments, programs or services with the lowest satisfaction ratings may not necessarily be the areas where improvement is most desired or needed. By mapping the following areas, it identifies priority areas in terms of Sturgeon County service improvements:

- higher importance and lower satisfaction or areas primarily perceived as needing improvements;
- higher importance and higher satisfaction areas, or service strengths;
- lower importance and higher satisfaction; and
- lower importance and lower satisfaction.

All respondents were questioned as to the level of importance they placed on each of the 18 Sturgeon County services investigated (using a scale of 1 to 5, where 1 meant not at all important and 5 meant critically important). Respondents' importance and performance ratings were plotted on grids whereby the axes intercepted at the **average importance** rating (mean=3.92) and the **average satisfaction** rating (mean=3.38) across all 18 services measured. Figure 25, on page 35, maps the average importance and satisfaction ratings for each of the 18 County services measured.

Services in the upper left quadrant are of higher than average importance, but lower than average satisfaction, or where ratings of overall importance are considerably greater than overall satisfaction ratings. These services are viewed as **primary areas of improvement** and include:

- Weed control;
- Mowing in ditches and municipal reserve;
- Land drainage and storm water management;
- Land use planning and zoning;
- Asphalt road repair;
- Gravel road repair; and
- Winter road maintenance.

Improvements to these services would do most to increase residents' satisfaction with overall services provided by Sturgeon County.

Sturgeon County services which fall into the lower left quadrant are considered of lower than average importance and lower than average performance. Services include:

- Building permits and inspections.

While, at this time, satisfaction with this service is lower they are also not considered as important as other services investigated and consequently should be considered **secondary areas of improvement**. It will be important to monitor the satisfaction of this service to ensure that resident satisfaction is increased.

County services which fall into the lower right quadrant are currently viewed as lower than average importance and as higher than average satisfaction. In other words, while respondents are generally satisfied with these services, the importance placed on these services is lower in comparison to other County services evaluate. These services include:

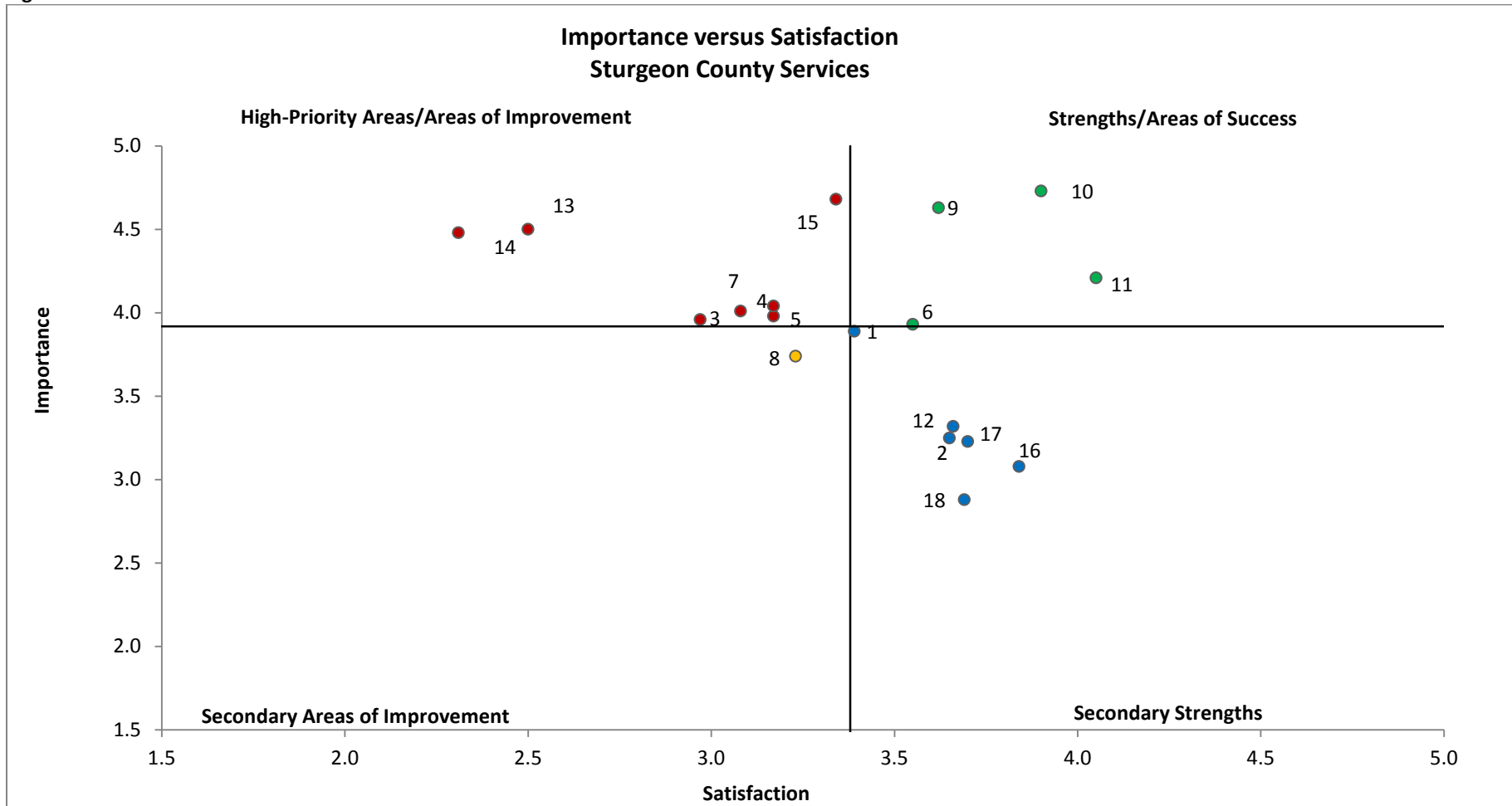
- Bylaw enforcement;
- Animal Control/Dog Licensing;
- Maintenance of walking trails;
- Community Events;
- Community Programs; and
- Family School Liaison Counselling Program.

When assessing the County services investigated, the following areas were calculated as **key strengths or successes**. In other words, services in which respondents reported higher than average importance and higher than average satisfaction:

- Water and Wastewater Services;
- Police Services (RCMP);
- Emergency and Fire Services; and
- Solid Waste Management (Landfill).

Maintaining a high level of satisfaction with these services is important, as these areas are viewed as highly important or critical to residents.

Figure 25



Note: Axes set at 3.38 mean satisfaction rating and 3.92 mean importance rating  
 Scale: 1="very unimportant/not at all satisfied"; 5="very important/very satisfied"

Table 3

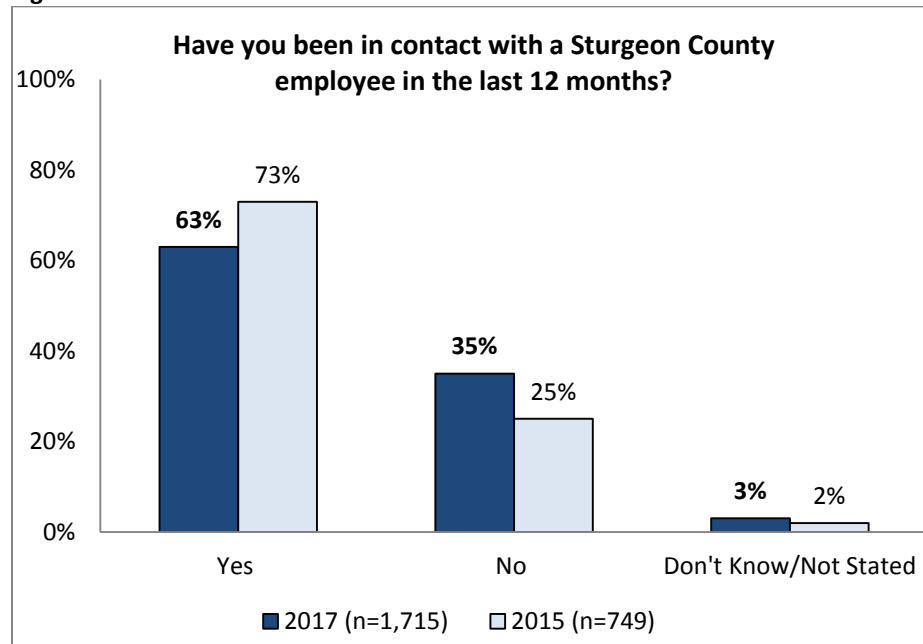
Average Satisfaction and Importance Ratings		
County Service:	2017 Mean Ratings*	
	Satisfaction	Importance
1. Bylaw Enforcement	3.39	3.89
2. Animal Control/Dog Licensing	3.66	3.32
3. Weed Control	2.97	3.96
4. Mowing in Ditches and Municipal Reserve	3.17	3.98
5. Land Drainage and Storm Water Management	3.17	4.04
6. Water and Wastewater Services	3.55	3.93
7. Land Use Planning and Zoning	3.08	4.01
8. Building Permits and Inspections	3.23	3.74
9. Police Services (RCMP)	3.62	4.63
10. Emergency and Fire Services	3.90	4.73
11. Solid Waste Management (Landfill)	4.05	4.21
12. Maintenance of Walking Trails	3.65	3.25
13. Asphalt Road Repair	2.50	4.50
14. Gravel Road Repair	2.31	4.48
15. Winter Road Maintenance	3.34	4.68
16. Community Events	3.84	3.08
17. Community Programs	3.70	3.23
18. Family School Liaison Counselling Program	3.69	2.88
<b>Overall Mean</b>	<b>3.38</b>	<b>3.92</b>

\* Scale: 1=not at all satisfied/not at all important and 5=very satisfied/very important

### 3.6 Contact with Sturgeon County Employees

In the last 12 months, nearly two-thirds of respondents (63%) have been in contact with an employee of Sturgeon County. See Figure 26, below.

Figure 26



#### ***Selected Sub-Segment Findings***

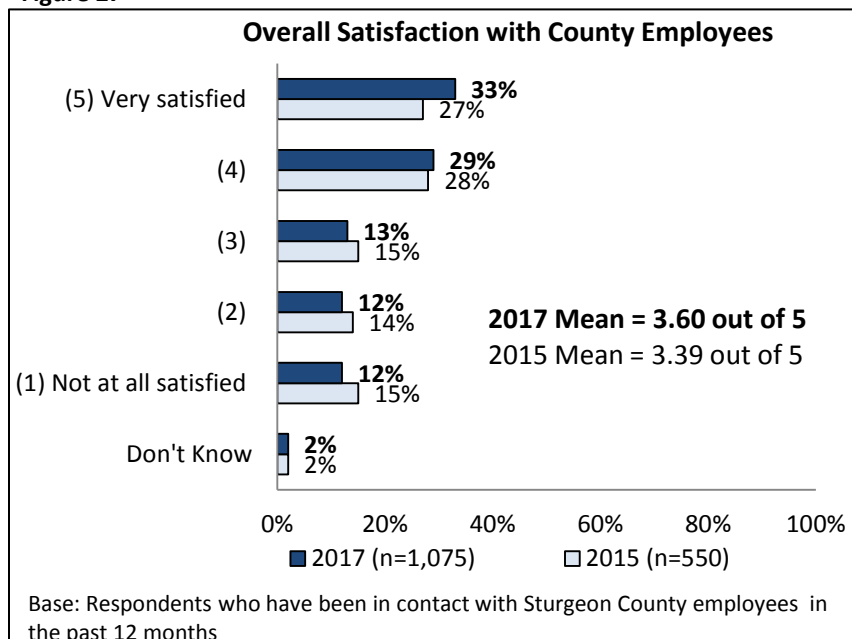
*Respondent subgroups significantly **more likely** to **have had contact with a County employee in the last 12 months** included:*

- *Those who have lived in Sturgeon County for more than 25 years (65%) versus those who have lived in Sturgeon County for 10 years or less (59%);*
- *Those who feel unsafe, in terms of personal safety (66%) versus those who feel safe (61%);*
- *Those who were satisfied with County communications (70%) versus those who were not (62%);*
- *Those who felt that the value they receive for taxes is "fair"/"poor" (66%) versus those who felt that the value is "good" (60%);*
- *Those who are employed full-time (65%) or part-time (68%) versus those who are retired (59%);*
- *Those who have volunteered within the region (72%) versus those who have not (58%); and*
- *Those who live on a farm (72%) versus those who live in a multi-lot subdivision (57%) or a hamlet (62%);*
- *Those aged 35 to 54 (64%) versus those aged 18 to 34 (54%);*
- *Those whose household income in 2016 was \$200,000 or greater (68%) versus those whose income was between \$50,000 and less than \$100,000 (59%); and*
- *Those who live near Lamoureaux (81%) versus those who live near Bon Accord or Cardiff (62% to 63%).*



Sixty-one percent (61%, a significant increase from 55% in 2015) of respondents who were in contact with the County (n=1,075) were satisfied overall with County employees (a rating of 4 or 5 out of 5). Twenty-three percent (23%) of respondents indicated that they were not satisfied (a rating of 1 or 2 out of 5). See Figure 27, below.

Figure 27



Respondents who gave overall satisfaction with County employees a rating of 1 or 2 (n=252) most commonly provided the following reasons of dissatisfaction\*:

- Lack of response (19%);
- Poor/lack of road maintenance (12%);
- Slow response time (8%); and
- No results, in general (8%).

\*Multiple responses

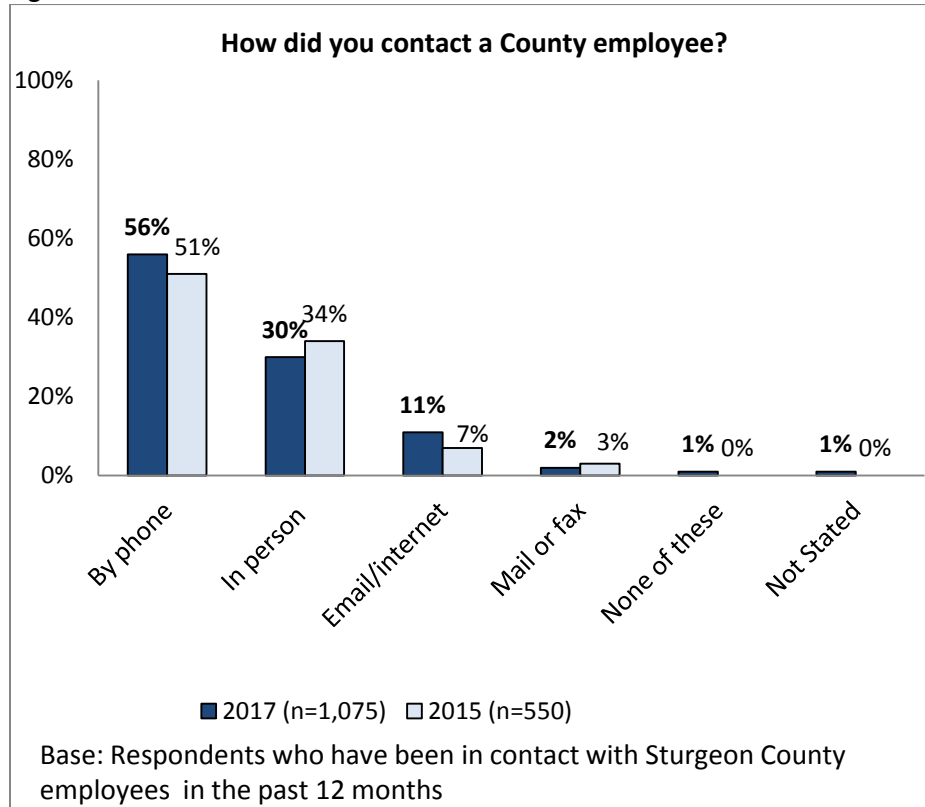
### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **have been satisfied with County employees, overall**, included:

- Those who have lived in Sturgeon County for 25 years or less (63% to 69%) versus those who have lived in Sturgeon County for more than 25 years (55%);
- Those who felt that their quality of life is “excellent,” “very good,” or “good” (66%) versus those who felt that it is “fair” or “poor” (20%);
- Those who would recommend Sturgeon County as a place to live (71%) versus those who would not (20%);
- Those who felt safe, in terms of personal safety (72%) versus those who did not (41%);
- Those who were satisfied, overall, with the services and programs (81%) versus those who were not (38%);
- Those who were satisfied with County communications (84%) versus those who were not (22%);
- Those who felt that the value they receive for taxes is “excellent”/“very good” (93%) or “good” (78%) versus those who felt that the value is “fair”/“poor” (43%);
- Those who supported an inflationary tax increase to maintain services (79%) or a tax increase above inflation to increase services (79%) versus those who supported a tax decrease (48%);
- Those who did not volunteer within the region (65%) versus those who did (58%);
- Those who live in a multi-lot subdivision (69%) or a hamlet (65%) versus those who live on a farm (51%);
- Those whose household income in 2016 was between \$50,000 and less than \$100,000 (70%) versus those whose income was less than \$50,000 (58%); and
- Those who live near Cardiff, Namao, or St. Albert (67% to 68%) versus those who live near Gibbons or Morinville (52% to 55%).

Most commonly, respondents contacted Sturgeon County employees by phone (56%) or in person (30%). See Figure 28, below.

Figure 28



### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **have contacted County employees by phone**, included:

- Those who felt that their quality of life is “fair” or “poor” (66%) versus those who felt that it is “excellent”, “very good,” or “good” (55%);
- Those who would not recommend Sturgeon County as a place to live (69%) versus those who would (55%);
- Those who felt unsafe, in terms of personal safety (62%) versus those who felt safe (53%);
- Those who were dissatisfied with County employees (62%) versus those who were satisfied (53%);
- Those who were dissatisfied with County communications (62%) versus those who were satisfied (53%);
- Those who felt that the value they receive for taxes is “fair/poor” (61%) versus those who felt that the value is “excellent”/“very good” (50%) or “good” (51%);
- Those who supported a tax decrease (65%) versus those who supported an inflationary tax increase to maintain services (53%);
- Those with children in their household (62%) versus those without children (54%);
- Those who are employed part-time (63%) versus those who are retired (51%);
- Those who have volunteered within the region (59%) versus those who did not (50%);
- Those who live on a farm (52%) or a multi-lot subdivision (62%) versus those who live in a hamlet (38%);
- Those aged 18 to 34 (69%) versus those aged 55 or older (53%);
- Those whose household income in 2016 was \$200,000 or greater (67%) versus those whose income was less than \$200,000 (48% to 56%); and
- Those who live near St. Albert (70%) versus those who live near Alcomdale or Bon Accord (51% to 53%).

### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **have contacted County employees in person** included:

- Those who have lived in Sturgeon County for more than 25 years (34%) versus those who have lived in Sturgeon County for 10 years or less (25%);
- Those who rated their overall quality of life as “excellent”, “good”, or “very good” (31%) versus those who rated it as “fair” or “poor” (20%);
- Those who would recommend Sturgeon County as a place to live (32%) versus those who would not (16%);
- Those who felt safe, in terms of personal safety (34%) versus those who felt unsafe (23%);
- Those who were satisfied overall with services and programs (31%) versus those who were not (26%);
- Those who were satisfied with County employees (34%) versus those who were dissatisfied (23%);
- Those who were satisfied with County communication (34%) versus those who were dissatisfied (22%);
- Those who felt that the value they receive for taxes is “excellent”/“very good” (38%) or “good” (37%) versus those who felt that the value is “fair”/“poor” (24%);
- Those who supported an inflationary tax increase to maintain services (35%) or a tax increase above inflation to increase services (34%) versus those who supported a tax decrease (17%);
- Those without children in their household (33%) versus those with children (23%);
- Those who are retired (38%) versus those who are employed full-time (27%) or part-time (24%);
- Those who volunteered within the region (34%) versus those who did not (28%);
- Those who live on a farm (34%) or a hamlet (46%) versus those who live in a multi-lot subdivision (23%);
- Those aged 55 and older (35%) versus those aged 35 to 54 (24%); and
- Those whose household income in 2016 was less than \$200,000 (29% to 42%) versus those whose income was greater than \$200,000 (19%); and
- Those who live near Alcomdale, Bon Accord, Cardiff, Legal, Morinville, or Riviere Qui Barre (35% to 43%) versus those who live near Calahoo, Gibbons, or St. Albert (19% to 25%).

### 3.6.1 Agreement with Statements Regarding Sturgeon County Employees

When asked to rate their level of agreement regarding a variety of statements about County staff, those who were in contact with staff (n=1,075) most frequently agreed with the following (ratings of 4 or 5 out of 5):

- “County staff are courteous” (78%, a significant increase from 67% in 2015);
- “County staff are helpful” (65%, a significant increase from 54% in 2015); and
- “County staff are knowledgeable” (61%, a significant increase from 52% in 2015).

See Figure 29, and Table 4, on the following pages.

Figure 29

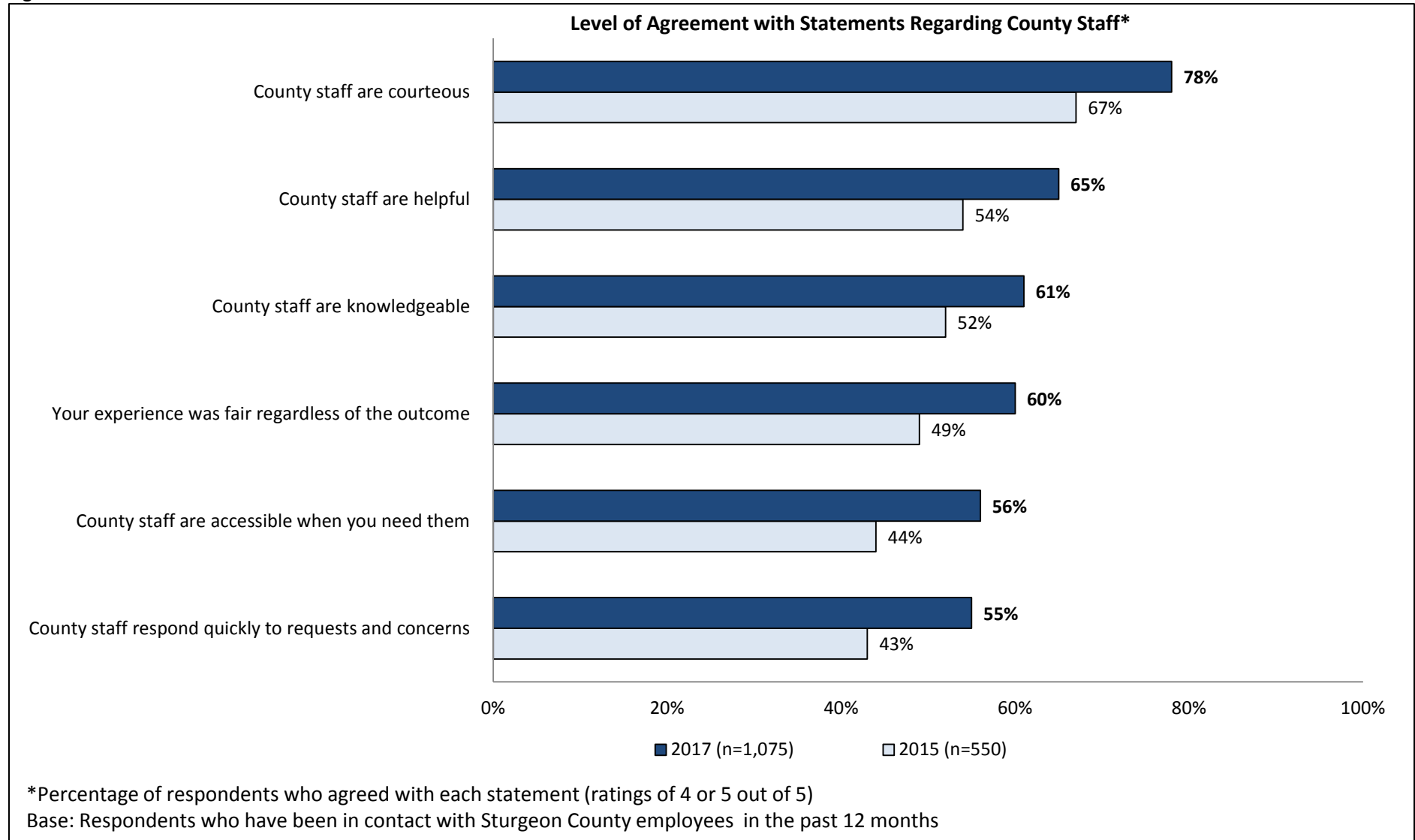


Table 4

Please rate your agreement with the following statements regarding County Staff							
Base: Respondents who have been in contact with Sturgeon County employees in the past 12 months	Percent of Respondents (n=1,075)						
	Strongly agree 5	4	3	2	Not at all agree 1	Don't Know/Not Stated	Mean (out of 5)
County staff are courteous	38	40	12	4	3	4	4.11
County staff are helpful	31	34	16	8	7	5	3.78
County staff are knowledgeable	27	34	17	8	6	8	3.75
Your experience was fair regardless of the outcome	28	32	15	7	10	8	3.66
County staff are accessible when you need them	22	34	18	10	10	7	3.52
County staff responds quickly to request and concerns	24	31	16	10	13	6	3.46

Respondents who gave a rating of 1 or 2 (n=417)\* for the statement "County staff responds quickly to request and concerns" most commonly provided the following reasons for disagreement:

- No services/response from employees (27%); and
- Employee response is slow, in general (23%).

\*Multiple responses

Respondents who gave a rating of 1 or 2 (n=330)\* for the statement "County staff are knowledgeable" most commonly provided the following reasons for disagreement:

- Staff are not knowledgeable, in general (29%); and
- Staff did not respond back (5%).

\*Multiple responses

Respondents who gave a rating of 1 or 2 (n=197) for the statement "County staff are courteous" provided the following reasons of disagreement:

- Lack of courtesy/professionalism (21%);
- Poor/lack of response to request (8%);
- Staff are not knowledgeable/helpful, in general (8%); and
- Employees showed lack of concern (8%).

\*Multiple responses

Respondents who gave a rating of 1 or 2 (n=404)\* for the statement "County Staff are accessible when you need them" most commonly provided the following reasons for disagreement:

- Transferred to voicemail when I called them (16%);
- Staff are slow to respond (9%); and
- Staff do not respond/call back (8%).

\*Multiple responses

Respondents who gave a rating of 1 or 2 (n=326)\* for the statement “County staff are helpful” most commonly provided the following reasons of disagreement:

- They did not resolve my issues (13%);
- Slow response time (11%);
- Employees were not helpful (unspecified) (10%); and
- Staff are not knowledgeable (9%).

\*Multiple responses

Respondents who gave a rating of 1 or 2 (n=345)\* for the statement “your experience was fair regardless of the outcome” most commonly provided the following reasons for disagreement:

- Nothing was done/no action taken/did not respond (23%); and
- Took too long to address issue/slow response (6%).

\*Multiple responses

### ***Selected Sub-Segment Findings***

Respondent subgroups significantly more likely to ***have agreed that County staff respond quickly to requests and concerns*** included:

- Those who live in a multi-lot subdivision (58%) versus those who live on a farm (51%); and
- Those aged 55 and older (59%) versus those aged 35 to 54 (52%); and
- Those whose household income in 2016 was between \$50,000 and less than \$100,000 (66%) versus those whose income was less than \$50,000 (50%).

### ***Selected Sub-Segment Findings***

Respondent subgroups significantly more likely to ***have agreed with all 6 statements*** included:

- Those who felt that their quality of life is “excellent,” “very good,” or “good” versus those who felt that it is “fair” or “poor”;
- Those who would recommend Sturgeon County as a place to live versus those who would not;
- Those who felt safe, in terms of personal safety versus those who did not;
- Those who were satisfied, overall, with the services and programs versus those who were not;
- Those who were satisfied with County employees versus those who were not;
- Those who were satisfied with County communications versus those who were not;
- Those who felt that the value they receive for taxes is “excellent”/very good” or “good” versus those who felt that the value is “fair”/“poor”; and
- Those who supported an inflationary tax increase to maintain services or a tax increase above inflation to increase services versus those who supported a tax decrease.

### ***Selected Sub-Segment Findings***

Respondent subgroups significantly more likely to **have agreed that County staff are knowledgeable** included:

- Those who have lived in Sturgeon County for 10 years or less (69%) versus those who have lived in Sturgeon County for more than 25 years (55%);
- Homemakers (75%) versus those who are employed full-time (59%);
- Those who have not volunteered within the region (65%) versus those who have (57%);
- Those who live in a multi-lot subdivision (66%) or a hamlet (68%) versus those who live on a farm (54%);
- Those whose household income in 2016 was between \$50,000 and less than \$100,000 (71%) versus those whose income was less than \$50,000 (59%); and
- Those who live near Cardiff (69%) versus those who live near Alcomdale (50%).

### ***Selected Sub-Segment Findings***

Respondent subgroups significantly more likely to **have agreed that County staff are accessible when you need them** included:

- Those who have lived in Sturgeon County for 10 years or less (63%) versus those who have lived in Sturgeon County for more than 25 years (50%);
- Those who live in a multi-lot subdivision (60%) versus those who live on a farm (51%);
- Those whose household income in 2016 was between \$50,000 and less than \$100,000 (65%) versus those whose income was less than \$50,000 (53%); and
- Those who live near Calahoo, Cardiff, Gibbons, Namao, or St. Albert (56% to 66%) versus those who live near Alcomdale, Bon Accord, or Legal (34% to 48%).

### ***Selected Sub-Segment Findings***

Respondent subgroups significantly more likely to **have agreed that County staff are courteous** included:

- Those who have lived in Sturgeon County for 10 years or less (82%) versus those who have lived in Sturgeon County for more than 25 years (76%);
- Homemakers (91%) versus those who are employed full-time (76%);
- Those whose household income in 2016 was between \$100,000 and less than \$200,000 (84%) versus those whose income was less than \$50,000 (75%); and
- Those who live near Cardiff or Namao (82% to 84%) versus those who live near Bon Accord or Riviere Qui Barre (67% to 69%).

**Selected Sub-Segment Findings**

Respondent subgroups significantly more likely to have agreed that *their experience was fair, regardless of the outcome*, included:

- Those who have lived in Sturgeon County for 25 years or less (63% to 67%) versus those who have lived in Sturgeon County for more than 25 years (54%);
- Those who live in a multi-lot subdivision (65%) versus those who live on a farm (54%);
- Those whose household income in 2016 was between \$50,000 and less than \$100,000 (68%) versus those whose income was less than \$50,000 (57%); and
- Those who live near Cardiff, Namao, or St. Albert (63% to 70%) versus those who live near Calahoo or Riviere Qui Barre (45% to 54%).

**Selected Sub-Segment Findings**

Respondent subgroups significantly more likely to have agreed that *County staff are helpful* included:

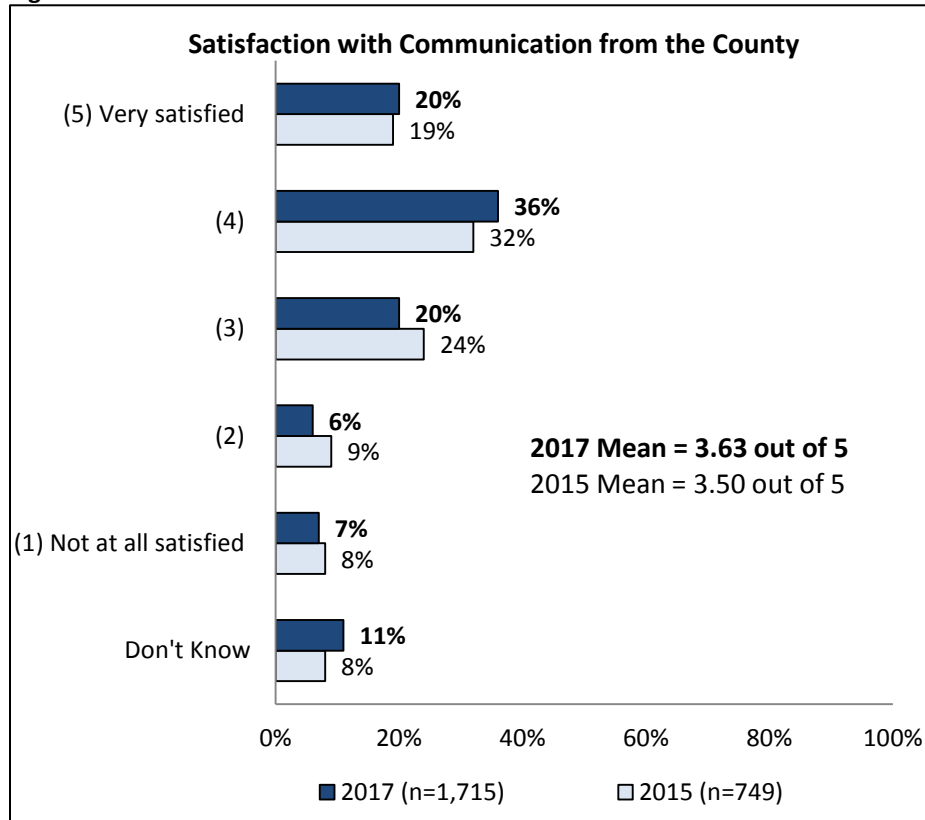
- Those who have lived in Sturgeon County for 10 years or less (72%) versus those who have lived in Sturgeon County for more than 25 years (59%);
- Those who are retired (69%) versus those who work full-time (61%);
- Those who have not volunteered within the region (69%) versus those who have (60%);
- Those who live in a multi-lot subdivision (70%) or a hamlet (71%) versus those who live on a farm (56%);
- Those aged 55 or older (68%) versus those aged 35 to 54 (60%);
- Those whose household income in 2016 was between \$50,000 and less than \$100,000 (75%) versus those whose income was less than \$50,000 (59%); and
- Those who live near Cardiff or Namao (73%) versus those who live near Alcomdale (50%).



### 3.7 Communication with the County

When asked to rate their satisfaction with communication from the County, over half of respondents (56%, a significant increase from 51% in 2015) indicated they were satisfied (a rating of 4 or 5 out of 5). Thirteen percent (13%) indicated they were dissatisfied. See Figure 30, below.

Figure 30



#### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **have been satisfied with their communication from the County** included:

- Those who felt that their quality of life is “excellent,” “very good,” or “good” (59%) versus those who felt that it is “fair” or “poor” (21%);
- Those who would recommend Sturgeon County as a place to live (63%) versus those who would not (22%);
- Those who felt safe, in terms of personal safety (65%) versus those who did not (37%);
- Those who were satisfied, overall, with the services and programs (79%) versus those who were not (33%);
- Those who had contacted a County employee (62%) versus those who did not (45%);
- Those who were satisfied with County employees (85%) versus those who were not (24%);
- Those who felt that the value they receive for taxes is “excellent”/“very good” (84%) or “good” (69%) versus those who felt that the value is “fair”/“poor” (40%);
- Those who supported an inflationary tax increase to maintain services (72%) or a tax increase above inflation to increase services (75%) versus those who supported a tax decrease (46%);
- Those who are retired (60%) or are employed part-time (62%) versus those who are employed full-time (53%);
- Those who live in a multi-lot subdivision (59%) versus those who live on a farm (52%);
- Those aged 55 or older (59%) versus those aged 35 to 54 (53%); and
- Those who live near Cardiff, Namao, or St. Albert (60% to 62%) versus those who live near Alcomdale, Gibbons, or Lamoureux (43% to 50%).

Respondents stated their main source of information regarding County services was the County website (21%), via phone (18%), and the internet (17%). See Table 5, below for a complete list of responses.

Table 5

Main source of information regarding County services		
	Percent of Respondents	
	2017 (n=1,715)	2015 (n=749)
County website	21	16
Phone	18	27
Internet	17	18
Local newspaper	9	10
Visit County offices or town halls	6	10
Direct mail to home	4	4
Other (Less than 2%)	5	4
Don't know/not stated	18	14

\*Multiple responses

Respondents were asked to indicate the type of information they wanted to receive from the County. Respondents most commonly indicated they would like to be notified of transportation information (17%) followed by taxation and County finances (6%). Refer to Table 6, below for a list of responses.

Table 6

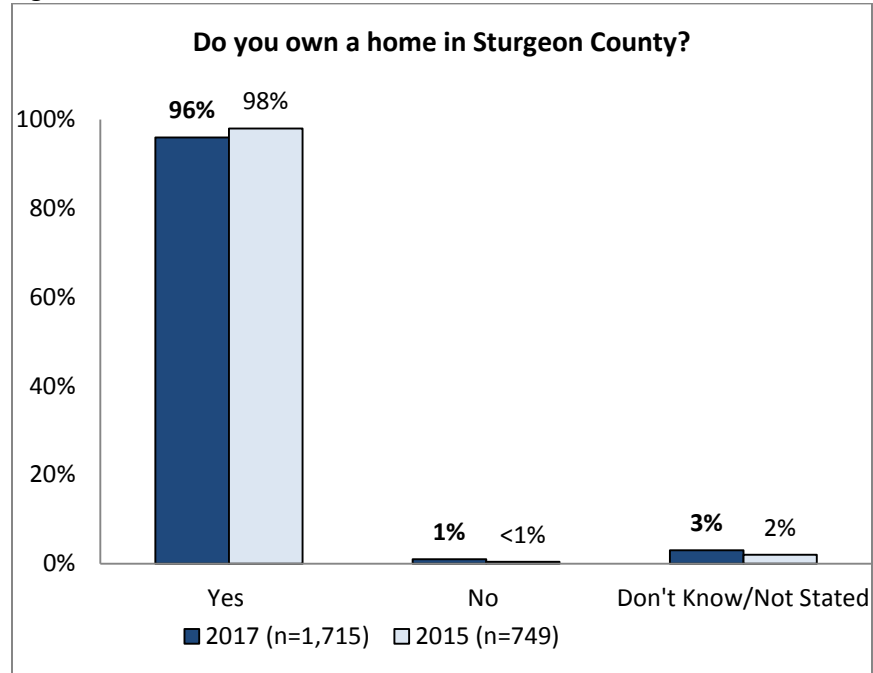
What kinds of information do you want Sturgeon County to provide?		
	Percent of Respondents*	
	2017 (n=1,715)	2015 (n=749)
Transportation information (road/bridge closures, repairs and detours)	17	14
Taxation and County finances	6	8
Changes in bylaw	5	<1
Fire and emergency services	3	-
Council decisions	3	1
Other (less than 3% of mentions)	14	25
Don't know/not stated	59	50

\*Multiple responses

### 3.8 Taxation Issues

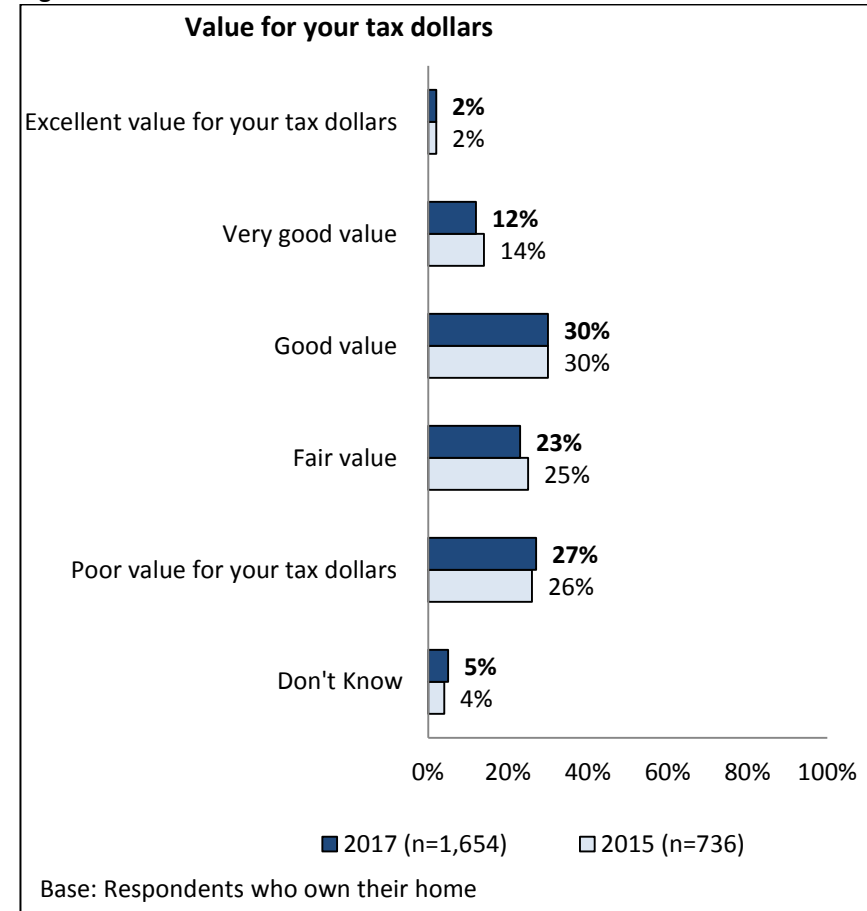
The vast majority of respondents (96%) owned their home in Sturgeon County. See Figure 31, below.

Figure 31



When asked to rate the value for tax dollars paid, home owners (n=1,654) reported receiving either fair or poor value over half the time (51%). Forty-four percent (44%) indicated excellent, very good value, or good value. See Figure 32, below.

Figure 32



### Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **have felt they received “excellent” “very good” or “good” value for their tax dollars** included:

- Those who have lived in Sturgeon County for 10 years or less (51%) versus those who have lived in Sturgeon County for more than 25 years (41%);
- Those who felt that their quality of life is “excellent,” “very good,” or “good” (48%) versus those who felt that it is “fair” or “poor” (7%);
- Those who would recommend Sturgeon County as a place to live (53%) versus those who would not (7%);
- Those who felt safe, in terms of personal safety (54%) versus those who did not (24%);
- Those who were satisfied, overall, with the services and programs (67%) versus those who were not (21%);
- Those who were satisfied with County employees (58%) versus those who were not (18%);
- Those who were satisfied with County communications (59%) versus those who were not (23%);
- Those who supported an inflationary tax increase to maintain services (75%) or a tax increase above inflation to increase services (60%) versus those who supported a tax decrease (19%);
- Homemakers (58%) or those who are retired (49%) versus those who are employed full-time (41%);
- Those who live in a multi-lot subdivision (52%) versus those who live on a farm (37%);
- Those aged 18 to 34 (57%) versus those aged 35 to 54 (39%);
- Those whose household income in 2016 was \$200,000 or greater (55%) versus those whose income was less than \$50,000 (44%); and
- Those who live near Cardiff, Gibbons, Namao, St. Albert, or Villeneuve (44% to 54%) versus those who live near Alcomdale, Bon Accord, Calahoo, Lamoureux or Morinville (27% to 40%).

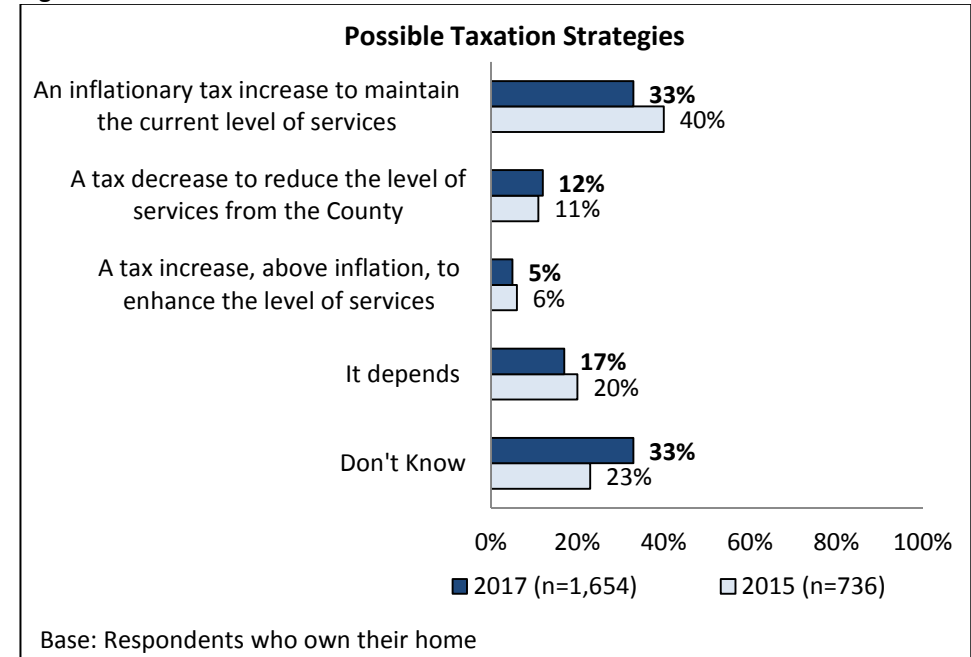
Respondents who felt the value they received for their tax dollars was fair or poor (n=835)\* most commonly stated:

- Lack of road maintenance (50%);
- Taxes are too high (13%);
- Not enough services (9%); and
- Lack of garbage/recycling services (6%).

\*Multiple responses

When asked about possible taxation strategies, 33% of respondents (n=1,654) were in support of an inflationary tax or cost of living tax increase to maintain the current level of services, a significant decrease from 40% in 2015. See Figure 33, below.

Figure 33



Respondents who stated their support would depend (n=279)\* most commonly stated the following:

- Depends on how the increase would be spent (28%);
- Need to spend more wisely (25%);
- No increase, no change to services (10%); and
- No tax increase (unspecified) (8%).

**\*Multiple responses**

## 4.0 DEMOGRAPHICS

Table 7, below and continued on the following pages provides a demographic profile of respondents surveyed in 2017.

**Table 7**

	Percent of Respondents (n=1,715)
<b>Age</b>	
18 to 24	<1
25 to 34	6
35 to 44	13
45 to 54	20
55 to 64	28
65 years and older	27
<b>Percent of Households Containing at Least one Person in the Respective Age Category</b> <b>Base: Respondents who provided a valid response</b>	<b>(n=1,479)</b>
7 years of age and under	14
8 - 12	12
13 -18	15
19 - 44	41
45 - 64	55
65 years and older	27
<b>Mean household size</b>	<b>2.36 people</b>
<b>Do you Work in Sturgeon County?</b>	
Yes	22
No	74
Don't Know/not stated	5

<b>Employment Status</b>	<b>(n=1,715)</b>
Working full-time (including self-employment)	50
Retired	29
Working part-time (including self-employment)	10
Homemaker	5
Not employed	2
Student	<1
Don't know/not stated	4
<b>What Type of Property is Your Home Located on?</b>	
Multi-lot subdivision	45
Farm	28
Acreage	16
Hamlet	7
Don't know/not stated	4
<b>Household Income</b>	
Less than \$50,000	12
\$50,000 to less than \$100,000	19
\$100,000 to less than \$150,000	15
\$150,000 to less than \$200,000	9
\$200,000 or more	9
Don't know/not stated	36
<b>Length of Time Residing in Sturgeon County</b>	
5 years or less	15
6 to 10 years	13
11 to 20 years	18
More than 20 years	43
<b>Mean number of years</b>	<b>24.50 years</b>
<b>Do you volunteer for organizations within the region?</b>	
Yes	32
No	63
Don't know/not stated	4

Reason for Moving to Sturgeon County* Base: Respondents who have lived in Sturgeon County for less than 6 Months *Multiple mentions	Percent of Respondents (n=41)
Lower taxes	2
For work	2
Close to the City	2
Found a new house/like the area	2
Rural/country setting	2
More land/large lot size	2
Don't Know/Not Stated	88
<b>Urban area or Hamlet of Residence</b>	<b>(n=1,715)</b>
St. Albert	17
Gibbons	11
Namoo	10
Calahoo	9
Bon Accord	8
Cardiff	8
Morinville	7
Legal	5
Redwater	4
Villeneuve	4
Riviere Qui Barre	4
Alcomdale	3
Lamoureaux	2
Carbondale	2
Other (1% of responses or less)	4
Don't know/not stated	3



**APPENDIX A**  
**STURGEON COUNTY**  
***2015 RESIDENT SATISFACTION SURVEY***



## **2017 Resident Satisfaction Survey**



## 2017 Sturgeon County Resident Satisfaction Survey

Dear Residents of Sturgeon County,

We invite you to participate in the Sturgeon County Resident Satisfaction Survey.  
Please have any adult member (age 18 or older) in the household answer this survey.

Banister Research & Consulting has been contracted to prepare and distribute this survey. The survey is intended to gather input from residents regarding a variety of topics to measure community satisfaction with the programs and services offered by Sturgeon County. The results are used along with other public input, such as public meetings, and direct communication with Mayor and Council to support the decision making and planning process. **Please be assured that all responses are confidential and the results will be compiled in group form only by Banister Research & Consulting Inc.**

There are **two options** to complete the survey:

- ◆ Fill out this hard copy version of the survey and mail it back to Sturgeon County c/o Banister Research using the postage-paid envelope included in the package **by June 30, 2017 OR**
- ◆ Fill out the survey **online** by accessing the web-based version **by June 30** at: **<https://www.banisterresearch/sturgeoncountysurvey/>** and enter the **unique ID#** located on the **front page of this survey**. This **unique ID #** allows you to fill out the survey at a time that is most convenient to you. You will be able to access, exit and re-access the survey where you left off should you be unable to complete the survey at one time.

**Please choose one option or the other** – there is no need to complete the survey using both methods.

*Note: The personal information you may provide is collected under the authority of Section 33(c) of the Freedom of Information and Protection of Privacy (FOIP) Act and will be used to gather input and feedback on resident satisfaction within Sturgeon County. The information collected will be compiled in **group form** and will be available to the Council and the public. If you have any questions about the collection and use of this information, please contact the Sturgeon County FOIP Coordinator at 9613 – 100 Street, Morinville, Alberta, T8R 1L9 (780) 939.4321.*



**5. How satisfied are you with each of the different services that Sturgeon County provides? Based on your own use or your general perceptions, please use a scale of 1 to 5, where 1 means “not at all satisfied” and 5 means “very satisfied”.**

	Not at all Satisfied (1)	(2)	(3)	(4)	Very Satisfied (5)	Don't know/ No Opinion	For each service, you provided a rating of 1, 2, or 3, what could Sturgeon County do to improve in this area?
By-law Enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Animal Control/Dog Licensing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Weed Control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Mowing in ditches and municipal reserve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Land drainage and storm water management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Water and wastewater services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Land use planning and zoning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Building permits and inspections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Police Services (RCMP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Emergency and Fire services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Solid Waste Management (Landfill)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Maintenance of walking trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Asphalt road maintenance, including line painting, pothole and crack repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Gravel road maintenance, including grading, dust suppression, potholes, ditch maintenance and right of ways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Winter road maintenance including snow removal (snow and ice control)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Community Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Community Programs including seniors, youth, preschool and fitness programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Family School Liaison Counselling program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6. Overall, how satisfied are you with the services and programs provided by Sturgeon County to residents? Please use a scale of 1 to 5, where 1 means “not at all satisfied” and 5 means “very satisfied”.

Not at all Satisfied (1)	(2)	(3)	(4)	Very Satisfied (5)	Don't Know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Thinking about the specific services provided by Sturgeon County, how important are each of the different services to you? Based on your own use or your general perceptions, please use a scale of 1 to 5, where 1 means “not at all important” and 5 means “very important”.

	Not at all important (1)	(2)	(3)	(4)	Very important (5)	Don't Know
A. By-law enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Weed control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Community events & programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Mowing in ditches and municipal reserve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Land drainage and storm water management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Water utility services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Land use planning and zoning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Building permits and inspections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Police services (RCMP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Emergency and fire services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K. Parks, playgrounds and open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L. Recreational facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M. Solid waste management (landfill)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N. Maintenance of walking trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O. Asphalt road repair, including line painting and pothole and crack repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P. Gravel road repair, including ditch maintenance and right of ways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q. Summer road maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
R. Winter road maintenance including snow removal (snow and ice control)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. In the past 12 months, have you been in contact, either by phone, in person, by e-mail or by letter or fax, with any employees who work for Sturgeon County?

Yes: ☐ No: ☐ (Go to question 13) Don't Know: ☐ (Go to question 12)

9. How would you rate your overall satisfaction level with the services provided by County employees? Please use a scale of 1 to 5 where 1 means “not at all satisfied” and 5 means “very satisfied”.

Not at all Satisfied (1)	(2)	(3)	(4)	Very Satisfied (5)	Don't Know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you checked 1 or 2, why did you provide this rating?

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10. During your last contact with a Sturgeon County employee, was this contact by phone, in person, by e-mail or by mail or fax? Please check only 1 box.

By phone: ☐ In person: ☐ E-mail/Interest: ☐ Mail or fax: ☐

None of the above: ☐ Don't Know: ☐

11. Please use a scale of 1 to 5, where 1 means "not at all agree" and 5 means "strongly agree" to rate the following.

	Not at all Agree (1)	(2)	(3)	(4)	Strongly agree (5)	Don't Know
A. County staff respond quickly to requests and concerns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. County staff are courteous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. County staff are helpful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. County staff are knowledgeable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. County staff are accessible when you need them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Your experience was fair regardless of the outcome	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- A. If you provided ratings of 1 or 2 for the statement "County staff respond quickly to requests and concerns" why did you provide this response?
- B. If you provided ratings of 1 or 2 for the statement "County staff are courteous" why did you provide this response?
- C. If you provided ratings of 1 or 2 for the statement "County staff are helpful" why did you provide this response?
- D. If you provided ratings of 1 or 2 for the statement "County staff are knowledgeable" why did you provide this response?
- E. If you provided ratings of 1 or 2 for the statement "County staff are accessible when you need them" why did you provide this response?
- F. If you provided ratings of 1 or 2 for the statement "your experience was fair regardless of the outcome" why did you provide this response?

#### Communications

12. How would you rate your overall satisfaction with the communication you have received from the County? Please use a scale of 1 to 5, where 1 means "not at all satisfied" and 5 means "very satisfied".

Not at all Satisfied (1)	(2)	(3)	(4)	Very Satisfied (5)	Don't Know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. In general, when you need to get information regarding County services, what is your main source of information? \_\_\_\_\_
14. Thinking about your information needs, what types of information do you want Sturgeon County to provide to you?  
\_\_\_\_\_

#### Property Taxes

15. Do you own a home in Sturgeon County?

Yes: ☐ No: ☐ (Go to D1 under the "Respondent Characteristics" heading)

16. Approximately 42% of your property tax bill is collected by the province to pay for education, schools and seniors. The remaining 58% of your property tax bill goes to the County to fund municipal services. Considering the portion of your municipal property tax bill that pays for Sturgeon County Services, how would you describe the value for your tax dollars?

Excellent value for your tax dollars	Very good value	Good value	Fair value	Poor value for your tax dollars	Don't Know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. If you selected "Fair value" or "Poor value" what is the main reason you feel that way?  
\_\_\_\_\_

18. Thinking about Sturgeon County services over the next five years, which of the following tax strategies do you most likely support? Please check only 1 box.

An inflationary, or cost of living tax increase to maintain the current level of services from the County: ☐

A tax increase, above inflation, to enhance the level of services: ☐

A tax decrease to reduce the level of services from the County: ☐

It depends: ☐ Specify; \_\_\_\_\_

Don't Know: ☐

#### Respondent Characteristics

- D1. Including yourself, how many people in each of the following age groups live in your household? How many are:

7 years of age and younger: \_\_\_\_\_  
 Between 8 and 12 years old: \_\_\_\_\_  
 Between 13 and 18 years old: \_\_\_\_\_  
 Between 19 and 44 years old: \_\_\_\_\_  
 Between 45 and 64 years old: \_\_\_\_\_  
 65 years of age or older: \_\_\_\_\_



**D2. What is your current employment status?**

Working full time, including self-employment (more than 30 hours per week): ☐

Working part time, including self-employment (30 hours per week or less): ☐

Homemaker: ☐

Student: ☐

Not employed: ☐

Retired: ☐

**D3. Do you work in Sturgeon County?**

Yes: ☐ No: ☐

**D4. Do you volunteer for organizations within the region (such as schools, teams, etc.)?**

Yes: ☐ No: ☐ Don't Know: ☐

**D5. What type of property is your home located on?**

Farm: ☐

Multi-lot subdivision: ☐

Hamlet: ☐

Something else: ☐ Specify; \_\_\_\_\_

**D7. What is your age?**

Between 18 and 24 years old: \_\_

Between 25 and 34 years old: \_\_

Between 35 and 44 years old: \_\_

Between 45 and 54 years old: \_\_

Between 55 and 64 years old: \_\_

Prefer not to say: \_\_

**D8. Into which of the following categories would you place your total household income before taxes for last year, 2016?**

Less than \$50,000: ☐

\$50,000 to less than \$100,000: ☐

\$100,000 to less than \$150,000: ☐

\$150,000 to less than \$200,000: ☐

\$200,000 or more: ☐

Prefer not to disclose: ☐

**Thank you for taking the time to complete the 2017 Resident Satisfaction Survey.**

**Please return your completed survey in the postage paid envelope provided c/o Banister Research.**