

2018 HOUSEHOLD SURVEY RESULTS

Issue

A summary report on the 2018 Community Household Survey is provided to Council for information.

Motion Proposed by Administration

That the 2018 Household Survey Results be accepted as information.

Report, Analysis and Financial Implications

The 2018 Household Survey was designed as an online survey. Census enumerators distributed door hangers with individual access codes to more than 10,000 households starting May 2. This is the first time the survey has been offered solely online, with approximately 300 paper copies printed for residents without computer access.

A total of 4,267 surveys were returned (approximately 40% response rate) – an exceptional response for our tri-annual household survey. In 2013 the response rate was 36%. A response of 400 or more is industry standard as a good response rate and measure of public opinion for surveys.

The survey included several questions that were the same as in the 2013 household survey for benchmarking purposes as well as a few budget specific questions and ones reflecting Council priorities. The attached report from Banister Research & Consulting makes a few notable highlights:

- 98% of respondents rate the quality of life in Okotoks as good or very good (no change from 2013).
- 86% of respondents indicated that they were satisfied or very satisfied with the services provided by the Town (compared to 92% in 2013).
- 81% of respondents were satisfied or very satisfied with the quality of communication/notification they receive from the Town of Okotoks.
- The majority of residents remain satisfied with services provided by Town employees and Town Council.

Banister Research was contracted to manage the survey and compile the results, and a representative will be in attendance to make the final presentation to Council.

Strategic Plan Goals

<input type="checkbox"/>	Manage Community Growth
<input type="checkbox"/>	Provide Quality Community Infrastructure
<input checked="" type="checkbox"/>	Enhance Organizational Excellence

<input type="checkbox"/>	Provide Strong Governance
<input type="checkbox"/>	Healthy and Safe Community
<input type="checkbox"/>	Foster Economic Vitality
<input type="checkbox"/>	Promote Environmental Excellence

Governing Policies/Bylaws/Legislation or Agreements

n/a

Public Engagement/Communication Strategy

Online survey distributed to over 10,000 households.

Alternatives for Consideration

n/a

Deputy CAO Comments

The household survey is an important tool in public participation as it provides feedback from many residents that we may not hear from on our overall services. Administration has reviewed the survey results and are developing action plans to address any areas that indicate a downward trend. Overall survey results show satisfaction is strong.

Attachment(s)**1. 2018 Household Survey Final Results**

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