



# Town of Okotoks 2018 Community Household Survey

## Final Report



## TABLE OF CONTENTS

<b>1.0</b>	<b>Summary of Findings</b>	<b>3</b>
<b>2.0</b>	<b>Project Background</b>	<b>5</b>
<b>3.0</b>	<b>Methodology</b>	<b>6</b>
3.1	Project Initiation and Design	6
3.2	Survey Population and Data Collection	6
3.3	Data Coding and Analysis	8
<b>4.0</b>	<b>Study Findings</b>	<b>9</b>
4.1	Quality of Life	10
4.2	Safety	16
4.3	Satisfaction with Town Staff and Council	20
4.4	Programs, Services, and Facilities	24
4.4.1	Public Works	28
4.4.2	Waste services	30
4.4.3	Parks and Pathways	31
4.4.4	Recreation Facilities	32
4.4.5	Cultural and Historical Services	34
4.4.6	Community Programming	36
4.4.7	Social Services	38
4.4.8	Protective Services	39
4.4.9	Water and Sewer Services	40
4.4.10	Public Library	41
4.4.11	Community Events	43
4.4.12	Online Services	44
4.5	Importance vs. Satisfaction	45
4.6	Municipal Taxation	49
4.7	Town Communication	54
4.8	Respondent Profile	58
<b>APPENDIX A: SURVEY INSTRUMENT</b>		<b>59</b>

## 1.0 Summary of Findings

Residents of Okotoks were surveyed as a means for the Town to measure citizen satisfaction with Town-operated services and facilities, and to gain insight into community issues. In conjunction with the Town of Okotoks, Banister Research Limited conducted a survey with 4,247 Town residents. Key findings of the 2018 Community Household survey were as follows:

### Quality of Life

- Virtually all of the respondents (98%) rated quality of life in Okotoks as either “good” (33%) or “very good” (65%).
- Over a third of the respondents (38%) felt that the small-town atmosphere of Okotoks, including the friendly people and the family-oriented lifestyle, makes it a good place to live.
- Nearly one-fifth of respondents (18%) responded that lower taxes would make Okotoks a better place to live (18%). Eighteen percent (18%) also suggested that the Town should restrict further development and remain small (17%), and that the Town should ensure a water supply and better quality water (17%).
- The majority of respondents (59%) felt that their quality of life remained the same over the last three years.
- The vast majority of the respondents (92%, a significant decrease from 97% in 2013) rated the overall safety of the community as either “good” (61%) or “very good” (30%).
- The majority of respondents (70%) felt that theft and burglary were their greatest safety and crime issue in the Town.
- Over half of respondents (51%) were very likely to, or were already making changes that would lessen their environmental footprint.

### Satisfaction with Town Employees, Council, and Services

- Nearly three-quarters of the respondents (72%) reported that they were satisfied with the degree to which employees were helpful and courteous. Sixty-nine percent (69%) were satisfied with Town employees, in terms of their level of knowledge about the services provided, while 64% were satisfied with the timeliness of employee responses to inquiries and requests.
- Half of the respondents indicated that they were satisfied with the overall performance of Council (51%, a significant decrease from 65% in 2013 and 62% in 2009). Two-fifths of respondents stated that they were satisfied with the responsiveness of the Council to Town issues (40%), and decisions made by Council (42%).

- More than 8 in 10 respondents (86%) indicated that they were either “somewhat” (70%) or “very” (16%) satisfied, overall, with Town services, a significant decrease from 92% in 2013.
- Nearly five-eighths of the respondents (68%, a significant decrease from 74% in 2013) felt that the quality of service provided by the Town has remained unchanged in the last twelve months.

### Overall Importance and Satisfaction Ratings

- Services viewed as primary areas of improvement included: Public Works; Protective Services; and Water and Sewer Services.
- The following areas were determined to be key strengths or successes: Waste Services; Parks and Pathways; and Indoor Recreation Facilities.

### Municipal Taxation

- The majority (61%) were not willing to pay for a tax increase in snow clearing in residential areas, while nearly one-third (31%) would be willing to pay fifty dollars (\$50) or more.
- Just under half of the respondents (46%) reported that they received “good” (37%) or “very good” (9%) value for their tax dollars, a significant decrease from 64% in 2013.
- More than half of the respondents (52%) supported maintaining the current level of services, which may require a tax increase to *offset inflation*.

### Town Communication

- The majority of respondents (81%) were satisfied, with 15% “very satisfied” and 66% “satisfied” with the level of communication they received from the Town.
- The majority of respondents (72%) reported using the Western Wheel as a major source of Town information. Respondents who use the Western Wheel and Town publications for their information show a significant decrease from 2013, while virtual communication shows a significant increase.
- The majority (63%) stated that they would be likely to participate in future public engagement and consultation activities, with 19% responding “very likely” and 44% responding that they would be “somewhat likely.” Less than one in ten (8%) stated that they would be likely to participate, but only on specific topics.



## 2.0 Project Background

The Town of Okotoks is committed to listening to the opinions and perceptions of citizens to ensure that the satisfaction with various aspects of community living are maintained or increased. As such, the Town of Okotoks has periodically conducted surveys of the community to measure citizen satisfaction with Town-operated services and facilities, as well as gain insight into community issues.

With this in mind, The Town felt that it was timely to conduct another survey. Banister Research Limited was commissioned by the Town to conduct the 2018 Community Household Survey. Specific project objectives included:

- To assess citizens' perceptions regarding the overall quality of life in the Town of Okotoks, including community safety, and attributes that contribute to the quality of life.
- To gauge citizens' perception of the Town's ability to facilitate and support the community's character and spirit.
- To measure overall satisfaction with Town of Okotoks services, facilities, and programs, as well as satisfaction with, and the level of importance of, specific Town services.
- To assess the perceptions of citizens regarding changes in the quality of service over the previous year.
- To measure property owners' perceived value of property taxes, as well as gauge citizens support for a five-year tax strategy.

This report outlines the results for the 2018 survey of Okotoks' residents, and includes an interpretative comparison of the 2009 and 2013 survey results to determine, where appropriate, if there have been shifts in the perceptions and opinions of the Town of Okotoks residents over the past nine (9) years.

## 3.0 Methodology

All components of the project were designed and executed in close consultation with the Town of Okotoks (the Client). A detailed description of each task of the project is outlined in the remainder of this section.

### 3.1 Project Initiation and Design

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.

The survey instrument utilized in the 2013 study was reviewed, and modifications were incorporated into the 2018 survey design. The process to design the 2018 questionnaire was iterative, with the Client and Banister Research working cooperatively. The Client approved all revisions made by Banister Research and, ultimately, the final research instrument. A copy of the final questionnaire is provided in Appendix A.

### 3.2 Survey Population and Data Collection

The Town of Okotoks distributed the questionnaires to each household via the census enumerations. The survey was available online for completion via the web or by hard copy; the Town was responsible for collecting all hard copy submissions and entering the data collected via the provided web link.

The questionnaire was available for completion from May 1<sup>st</sup> until June 15<sup>th</sup>, 2018. A total of 4,267 completed questionnaires have been included in the analysis. Instructions accompanying the questionnaire asked that an adult member of the household complete the questionnaire.

Town-wide results provide a margin of error no greater than  $\pm 1.1\%$  at the 95% confidence level, or 19 times out of 20, based on a population of 9,815 households<sup>1</sup> (compared to  $\pm 1.3\%$  in 2013<sup>2,3</sup>). A typical

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<sup>1</sup> Statistics Canada. "Population and dwelling counts, for Canada, provinces and territories, and census subdivisions (municipalities), 2016 and 2011 censuses." *Census of Canada*. N.p., 11 Apr. 2012.

<sup>2</sup> Based on a population of 7,600 households, as per the 2009 Community Household Survey.

<sup>3</sup> A total of 2,976 surveys were completed with residents in 2009.

randomly-sampled general population survey is based on a minimum of 400 completed interviews and provides a level of accuracy or margin of error  $\pm 4.9\%$  at the 95% confidence level.

A survey is a valuable assessment tool in which a sample is selected and information from the sample can then be generalized to a larger population. The key to the validity of any survey is randomness. It is critical that respondents be chosen randomly so that the survey results can be generalized to the whole population. The results of this survey are based on the census approach, as the opportunity to participate in the survey was provided to all residents of Okotoks. This approach, combined with the high response rate, provides data with a much higher level of accuracy.

It is important to note that, when using a census methodology, as was the case with the 2018 Community Household Survey, errors are attributed to non-sampling error. Non-sampling error is a bias in survey estimates, not traceable to features of the resulting data that affect the validity of the data collected. Non-sample error is very difficult to measure, and can only be minimized by paying close attention to every step in the process, from survey development, question design, data collection, and processing.

It is also important to note that this survey, as all surveys, are subject to self-selection bias. Self-selection bias is possible whenever the group of people being studied have any form of control over whether to participate. Participants' decisions to participate may be correlated with traits that affect the study, making the participants a non-representative sample. For example, people who have strong opinions or substantial knowledge may be more willing to spend time answering a survey than those who do not.



### 3.3 Data Coding and Analysis

While data was being collected, Banister Research provided regular written progress reports to the Client. Once all questionnaires were entered, the lead consultant reviewed the list of different responses to each open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the responses were fully coded and entered onto the data file, computer programs were written to check the data for quality and consistency. All 4,267 responses were coded and included in the report.

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. length of residence, neighborhood of residence, 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.

Tabulations of the detailed data tables have been provided under separate cover. The reader should note that any discrepancies between charts, graphs or tables are due to rounding of the numbers. A profile of the characteristics of respondents is provided in [Section 4.8](#) of this report.

This report provides a detailed description of the 2018 survey findings, as well as a comparison of results reported in the 2009 and 2013 Community Household Surveys.



## 4.0 Study Findings

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. While respondents may not have completed the questionnaire in a linear fashion, the findings are presented in that manner. It is important to note that respondent satisfaction with specific Town services may take into consideration not only their own experiences, but also their perceptions or what they may have seen, heard, or read about in terms of the service investigated. Respondents may or may not have had any direct experience with the Town services examined; therefore, this survey not only provides a measurement of satisfaction, but also the perceived “image” of the quality of service provided by the Town of Okotoks.

The reader should note, when reading the report, that the term *significant* refers to “**statistical significance**.” Where appropriate, comparisons with the 2009 and 2013 Okotoks Community Surveys are included. Not all the questions used in the 2009 and 2013 surveys were identical to those used in the 2018 survey. However, for the purposes of comparison, where strong similarities exist, the findings from previous surveys are addressed. It is important to note that any comparisons between the 2009, 2013, and 2018 surveys be interpreted with caution.

**Please note:** Any discrepancies between individual and combined percentages, as presented in charts, tables, graphs, and/or text are due to rounding of the numbers.

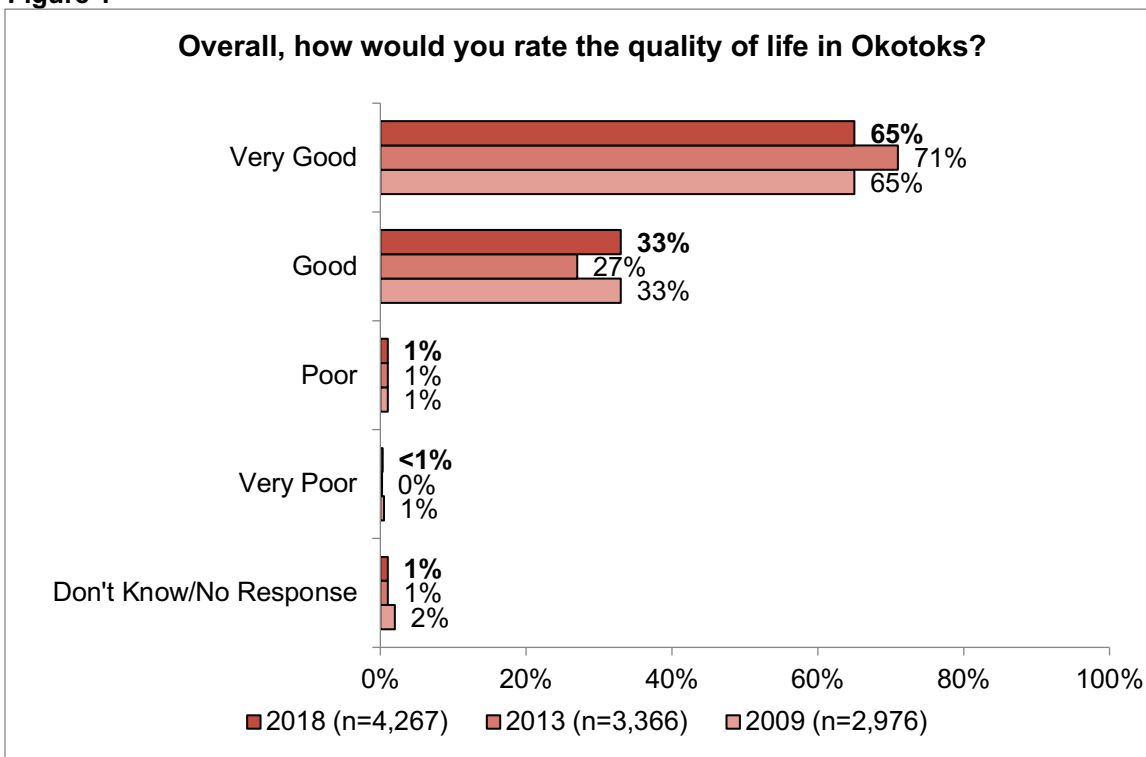


## 4.1 Quality of Life

To begin, respondents were asked a series of questions concerning their perceptions of the quality of life in the Town of Okotoks, including residents' perceptions of safety, environmental initiatives, and the transportation network.

When asked how they would rate the overall quality of life in Okotoks, virtually all of the respondents (98%) rated it as either "good" (33%) or "very good" (65%); results are comparable to 2013. See Figure 1, below.

**Figure 1**



## SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to have rated the quality of life in Okotoks as either “very good” or “good” included:

- Those who were satisfied, overall, with the Town’s services (99%) versus those who were dissatisfied (91%);
- Those who felt that the quality of service provided by the Town has increased or remained the same (99%) over the past 12 months versus those who felt that quality of service has decreased (94%);
- Those who felt that they received “good” or “very good” value for their tax dollars (99%) versus those who felt that they received “fair” or “poor” value (97%);
- Those who have lived in Okotoks for 10 or less years (98% to 99%) versus those who have lived in Okotoks for 21 years or more (97%); and
- Those who were likely to make changes to lessen their environmental footprint (99%) versus those who were unlikely to make those changes (96%).



When asked what three (3) things make Okotoks a good place to live, over a third of the respondents (38%) mentioned the small-town atmosphere of Okotoks, in addition to the friendly people and the family-oriented lifestyle. About one-third of the respondents (32%) mentioned parks, pathways, and green spaces, followed by 26% who reported that the Town's services, amenities, and facilities made Okotoks a good place to live. See Table 1, below.

**Table 1**

<b>What three things make Okotoks a good place to live? (Total Mentions)</b>	
	<b>Percent of Respondents* (n=4,267)</b>
Small town atmosphere – e.g., friendly people, family oriented, lifestyle	<b>38</b>
Parks / Green space / River valley / Pathways	<b>32</b>
Amenities / Services / Facilities	<b>26</b>
Shops/Restaurants – availability / Convenience, friendly service	<b>25</b>
Location – near big city, mountains and countryside	<b>22</b>
Size / Easy to get around / Controlled growth	<b>20</b>
Recreation / Sports facilities / Wellness centre / Gyms	<b>11</b>
School – quality / Number / Nearness / Good student – teacher ratio	<b>10</b>
Safe / low crime rate / less violence	<b>10</b>
Cleanliness including air / water	<b>9</b>
Public / Community activities / Programs and their volunteers	<b>9</b>
Quiet / Less hectic / Busy / Slower paced / Less congested	<b>9</b>
Community pride / Spirit / Sense	<b>8</b>
Beautiful town – visual appeal, view of mountains / Natural settings / wildlife	<b>7</b>
Other (4% of responses or less)	<b>35</b>
Don't know/Not stated	<b>4</b>

**\*Multiple Responses**



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Participants were then asked what three (3) things would make Okotoks a better place to live. Nearly one-fifth of responded that they would like taxes reduced, including property and business taxes (18%), for the Town to restrict further development and keep the Town small (17%), and that the Town should ensure a water supply and better quality water (17%). See Table 2, below.

In 2013, the top responses included: restrict growth development and keep the Town small (19%); that the water is too expensive and a better supply and quality of water should be obtained (13%); that the Town should reduce taxes (13%); and that there should be more shopping and restaurants available (13%).

**Table 2**

<b>What three things would make Okotoks a better place to live? (Total Mentions)</b>	
	<b>Percent of Respondents* (n=4,267)</b>
Reduce taxes including business / property taxes	<b>18</b>
Restrict development / Keep town small / Stop big box stores / Slow down growth / Keep population cap	<b>17</b>
Water is too expensive, ensure water supply, better quality water, less watering restrictions	<b>17</b>
More shopping / restaurants (including longer hours) / Friendlier service / Shopping mall	<b>16</b>
Better snow removal / Sanding / Street cleaning (including pathways)	<b>12</b>
Traffic issues – build another bridge / Fewer lights, light synchronization, fewer trucks	<b>11</b>
Extra recreational facilities – indoor field house, gyms, indoor racquet, indoor track, rodeo, outdoor rinks, indoor rinks	<b>10</b>
More bike / Walking paths / Bridges, more green spaces (including lights, benches, flowers), more / Better playgrounds	<b>9</b>
More police enforcement / Presences (including vandalism) / Keep it safe / Better response time	<b>7</b>
Local bus service / DATS	<b>7</b>
Better local government including better community development / Planning, financial management and replace Town Council	<b>5</b>
More affordable for low income residents (e.g., housing, school fees)	<b>5</b>
Other (4% of responses or less)	<b>72</b>

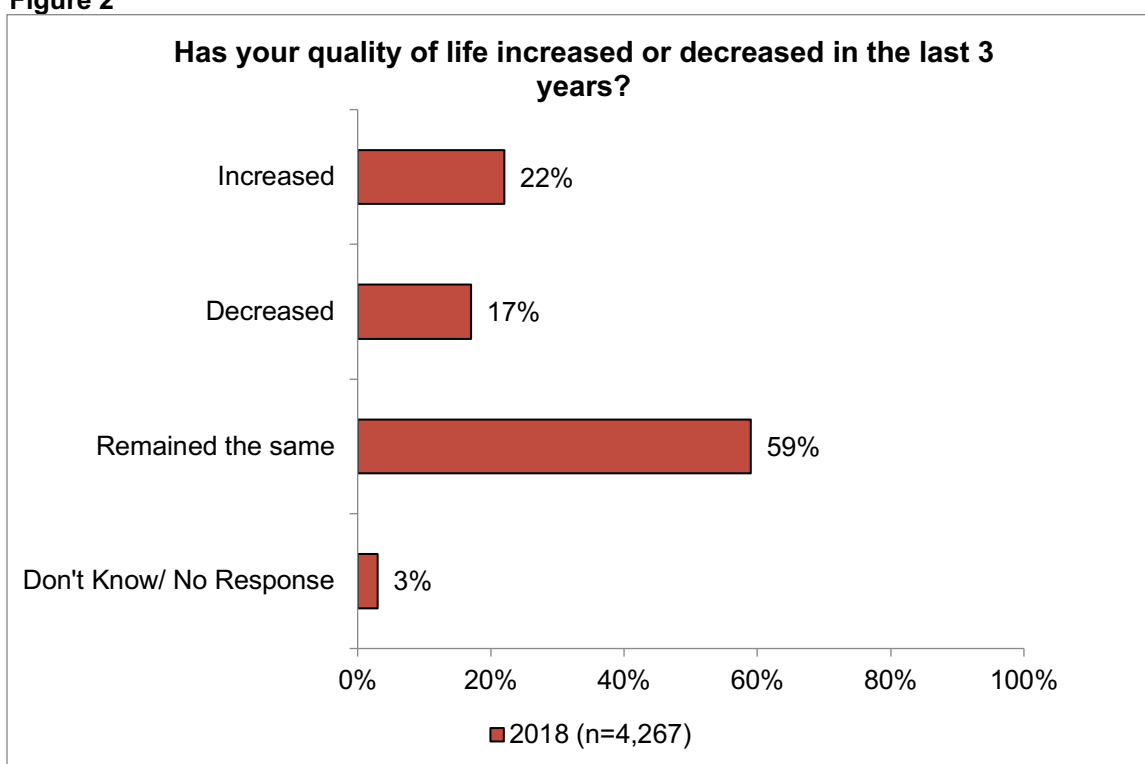
Don't know / Not stated	14
Nothing else / Satisfied	1

**\*Multiple Responses**

When asked if they felt their quality of life had increased or decreased in the last 3 years, the majority of respondents (59%) felt that their quality of life remained the same. Over one-fifth (22%) felt that their quality of life had increased, while less than one-fifth (17%) felt that it had decreased. See Figure 2, below.

**Please note:** This question was not asked prior to 2018.

**Figure 2**



## SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to have responded that their quality of life in Okotoks had **increased** in the last 3 years included:

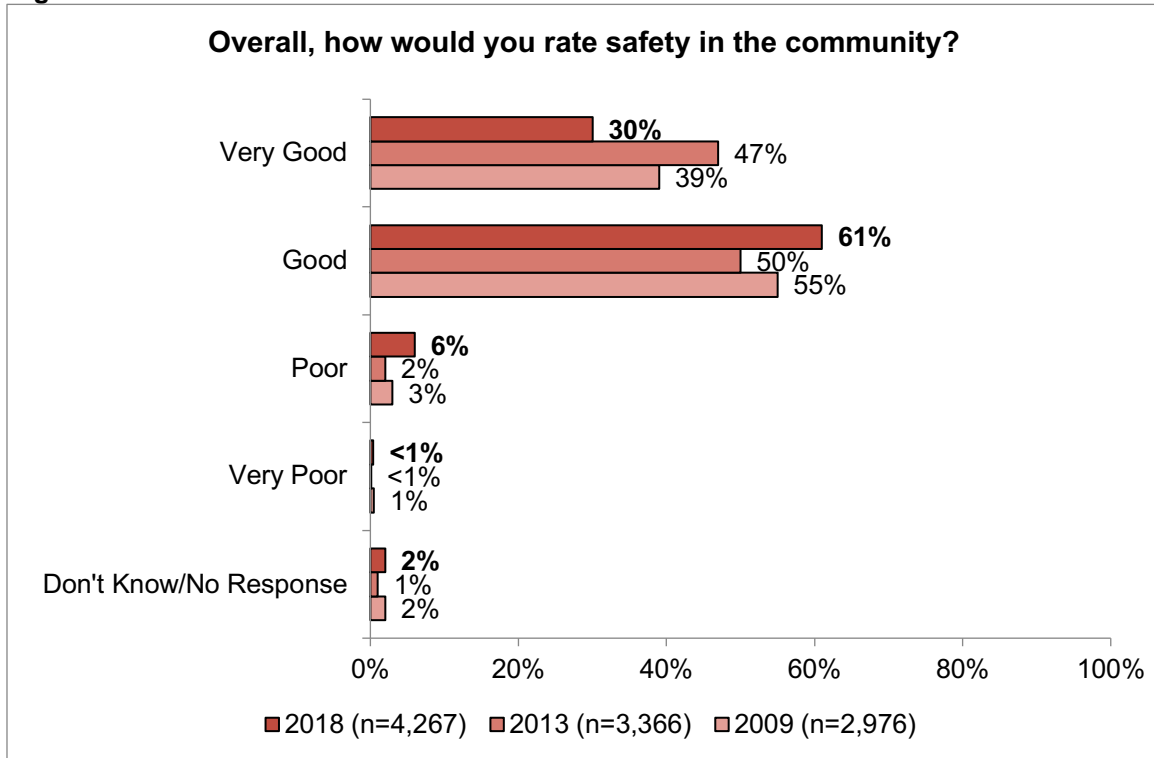
- Those who felt that their quality of life in Okotoks was “very good” or “good” (22%) versus those who felt that their quality of life was “very poor” or “poor” (5%);
- Those who were satisfied, overall, with the Town’s services (24%) versus those who were dissatisfied (6%);
- Those who felt that the quality of service provided by the Town has increased (44%) over the past 12 months versus those who felt that quality of service has remained the same (20%) or has decreased (6%);
- Those who felt that they received “good” or “very good” value for their tax dollars (29%) versus those who felt that they received “fair” or “poor” value (14%);
- Those who have lived in Okotoks for 5 or less years (38%) versus those who have lived in Okotoks for 6 years or more (13% to 19%);
- Those who were likely to make changes to lessen their environmental footprint (24%) versus those who were unlikely to make those changes (13%);
- Those who were likely to participate in public consultation (23%) versus those who were unlikely to participate (18%); and
- Those between the ages of 18 and 30 (39%) versus those between the ages of 31 to 45 (28%) and those 46 and older (17 to 18%).



## 4.2 Safety

The vast majority of the respondents (92%, a significant decrease from 97% in 2013) rated the overall safety of the community as either “good” (61%) or “very good” (30%). See Figure 3, below.

**Figure 3**





## SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to have responded that Okotoks is a **safe** community included:

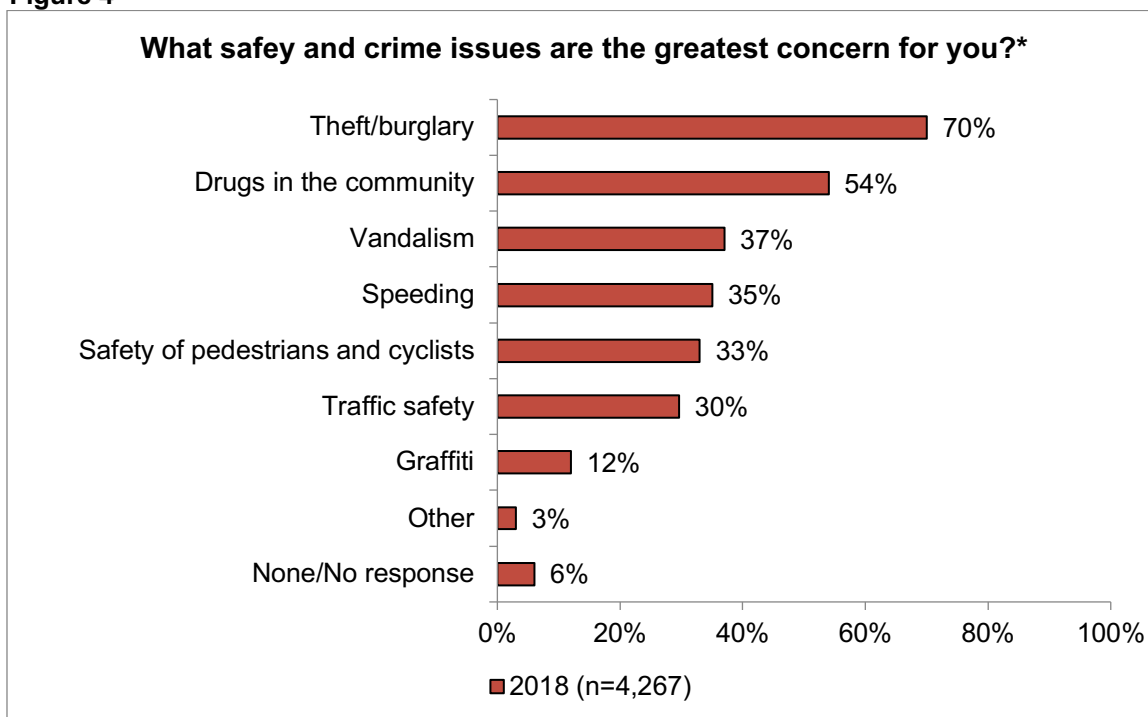
- Those who were satisfied, overall, with the Town's services (94%) versus those who were dissatisfied (73%);
- Those who felt that the quality of service provided by the Town has increased or remained the same (94% to 95%) over the past 12 months versus those who felt that quality of service has decreased (78%);
- Those who felt that they received "good" or "very good" value for their tax dollars (96%) versus those who felt that they received "fair" or "poor" value (88%);
- Those who have lived in Okotoks for 20 or less years (91% to 94%) versus those who have lived in Okotoks for 21 years or more (89%); and
- Those who were likely to make changes to lessen their environmental footprint (93%) versus those who were unlikely to make those changes (88%).



The majority of respondents (70%) felt that theft and burglary were the greatest safety and crime issues in the Town. Approximately half (54%) were concerned about drugs in the community. See Figure 4 and Table 3, below.

**Please note:** This question was not asked prior to 2018.

**Figure 4**



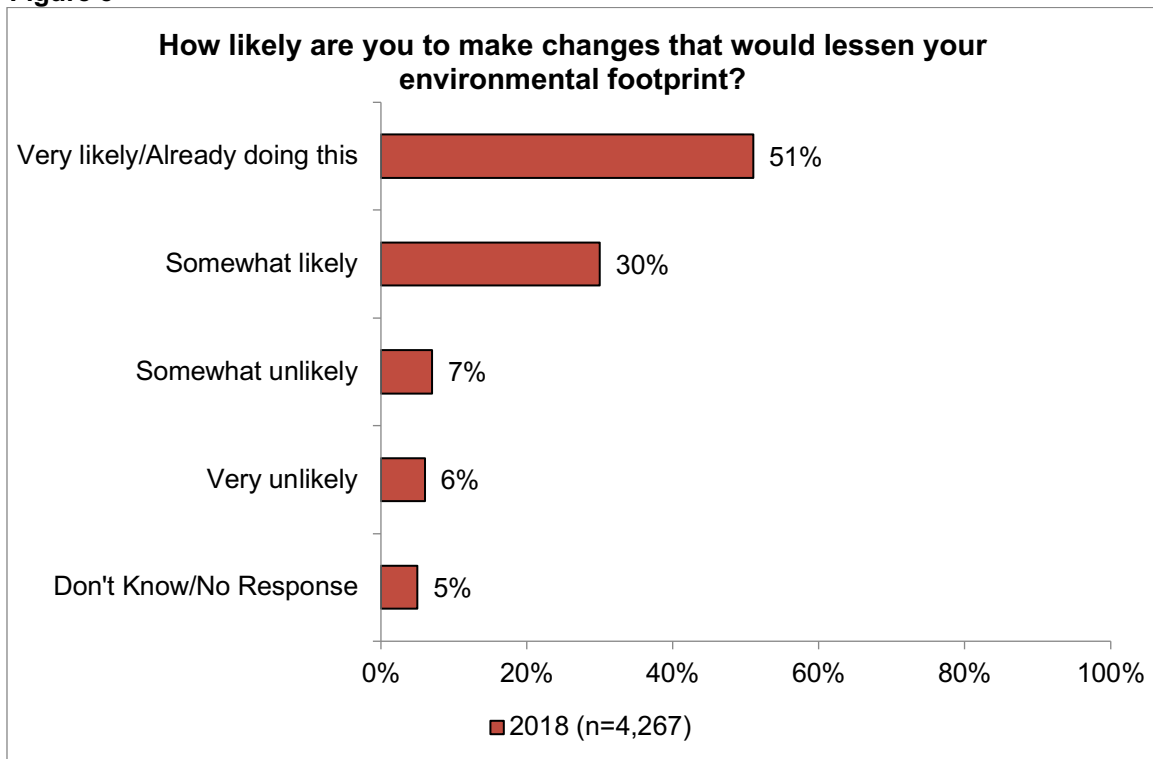
\*Multiple Responses

**Table 3**

What other safety and crime issues are of the greatest concern for you?	
	Percent of Respondents (n=4,267)
Wildlife / Roaming animal related issues	1
Other (Less than 1% of responses)	2

Over half of respondents (51%) were very likely to, or were already, making changes that would lessen their environmental footprint, with another third (30%) being somewhat likely to make those same changes. In total, the majority of respondents (82%) responded that they were likely to make changes that would lessen their environmental footprint. See Figure 5, below.

**Figure 5**



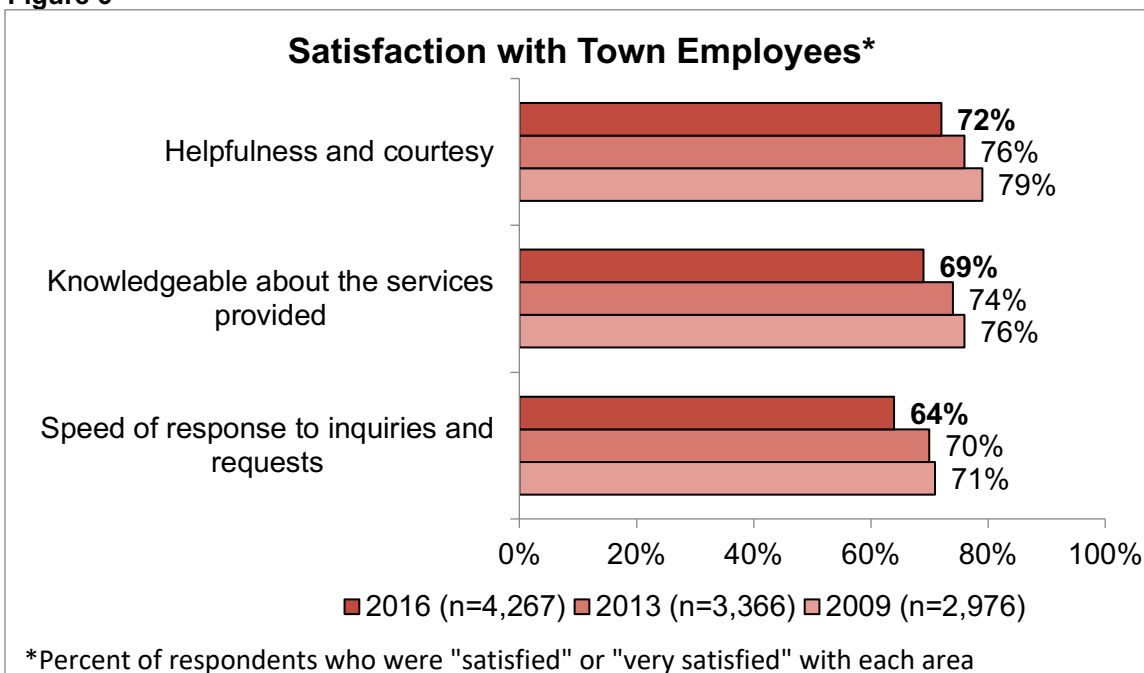
## 4.3 Satisfaction with Town Staff and Council

With regards to respondent interactions over the past year with Town of Okotoks' employees, less than three-quarters of the respondents (72%) reported that they were satisfied with the degree to which employees were *helpful and courteous*. Sixty-nine percent (69%) were satisfied with Town employees, in terms of their *level of knowledge about the services provided*, while 64% were satisfied with the *timeliness of employee responses to inquiries and requests*. See Figure 6, below, and Table 4 on the following page.

**Please Note:** When excluding "don't know" responses, or respondents who did not provide a response, each aspect of Town Council garnered the following ratings:

- Helpfulness and courtesy (74% were satisfied, overall; n=4,152);
- Knowledge about the services they provide (72%; n=4,075); and
- Speed of response to inquiries and requests (67%; n=4,081).

**Figure 6**



**Table 4**

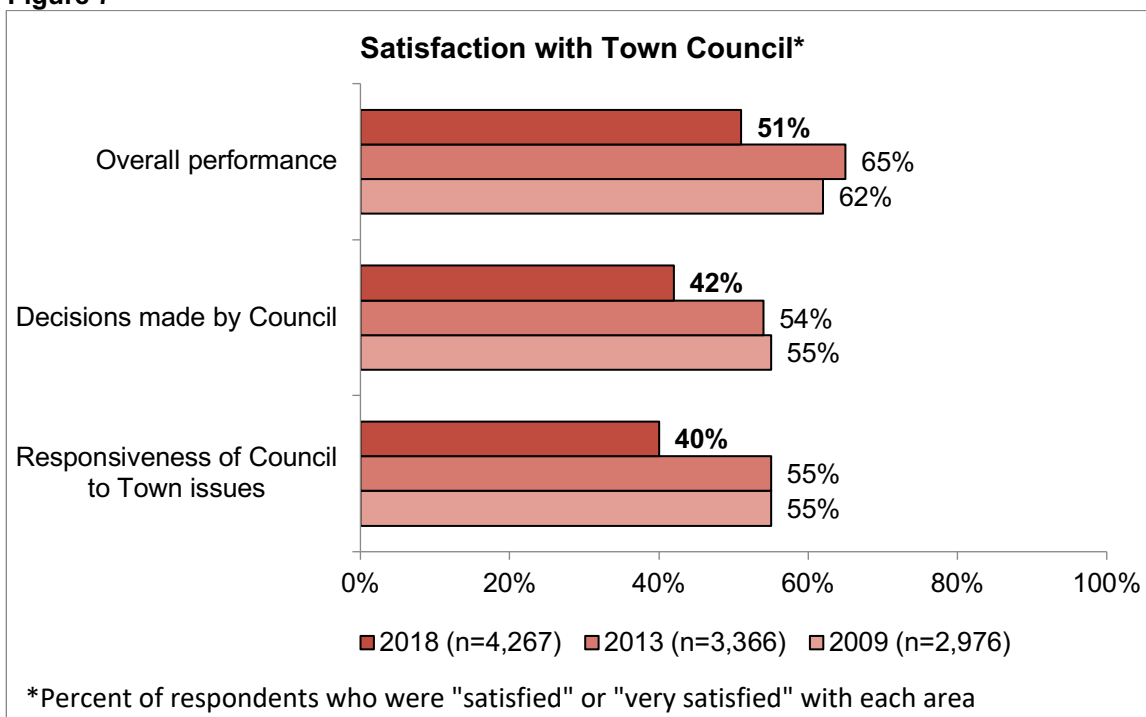
Satisfaction with Town Employees						
	Percent of Respondents (n=4,267)					
	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Interaction	Don't know/ Unsure
Helpfulness and courtesy	29	43	3	2	20	3
Knowledgeable about the services provided	24	45	4	2	21	5
Speed of response to inquiries and requests	22	42	6	3	23	4

When asked to rate their level of satisfaction with the Town Council, half of the respondents indicated that they were satisfied with the overall performance of Council (51%). Two-fifths of respondents stated that they were satisfied with decisions made by Council (42%) and the responsiveness of the Council to Town issues (40%). When the results from 2018 are compared to the results in 2013 and 2009, satisfaction with the Town Council shows a significant decrease. See Figure 7 below and Table 5 on the next page.

**Please Note:** When excluding “don’t know” responses, or respondents who did not provide a response, each aspect of Town Council garnered the following ratings:

- Overall performance (60% were satisfied, overall; n=3,650);
- Decisions made by Council (51%; n=3,565); and
- Responsiveness of Council to Town issues (49%; n=3,449).

**Figure 7**



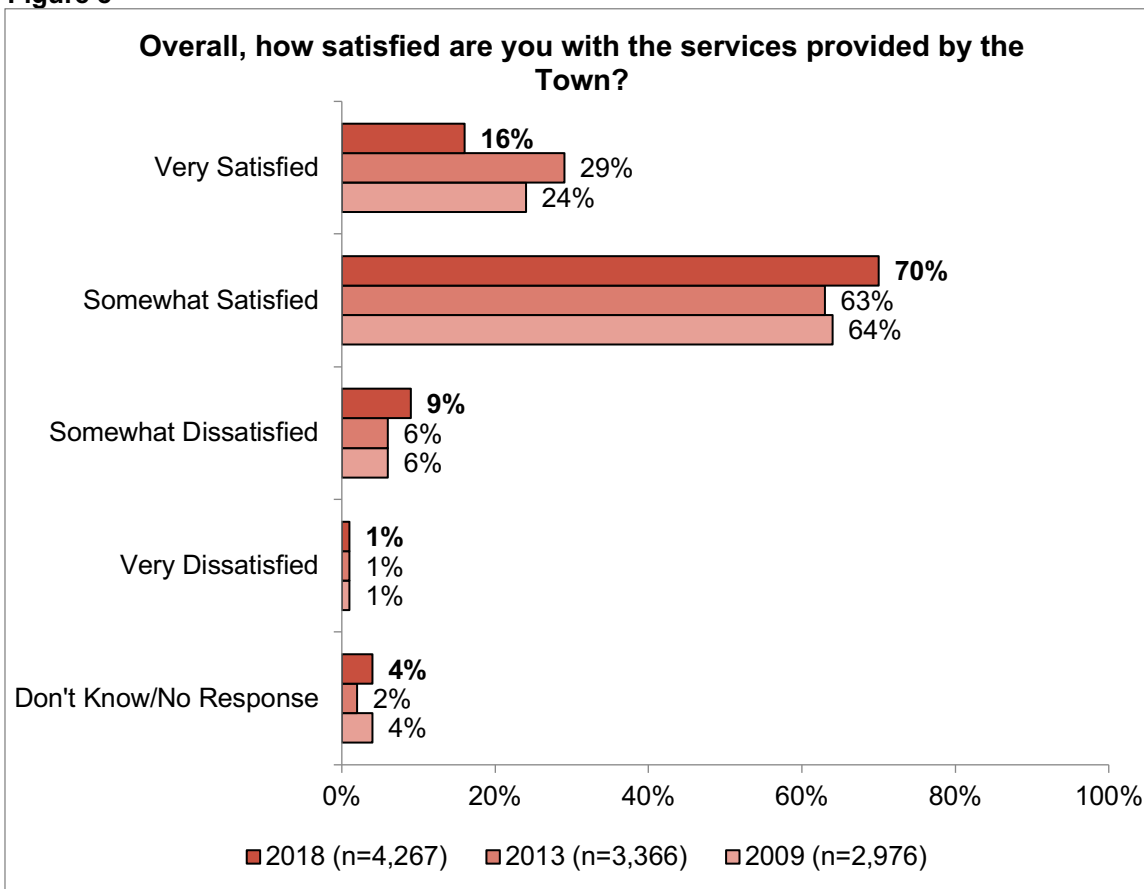
**Table 5**

Satisfaction with Town Council						
	Percent of Respondents (n=4,267)					
	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Interaction	Don't know/Unsure
Overall performance	5	46	12	4	19	15
Decisions made by Council	4	38	18	6	18	17
Responsiveness of Council to Town issues	4	36	15	5	21	19

## 4.4 Programs, Services, and Facilities

Next, respondents were asked to rate their level of satisfaction Town programs, services, and facilities. When asked how they would rate their overall level of satisfaction with the services provided by the Town, 86% of the respondents indicated that they were either “somewhat” (70%) or “very” (16%) satisfied, a significant decrease from 92% in 2013. See Figure 8, below.

**Figure 8**





## SUBSEGMENT FINDINGS

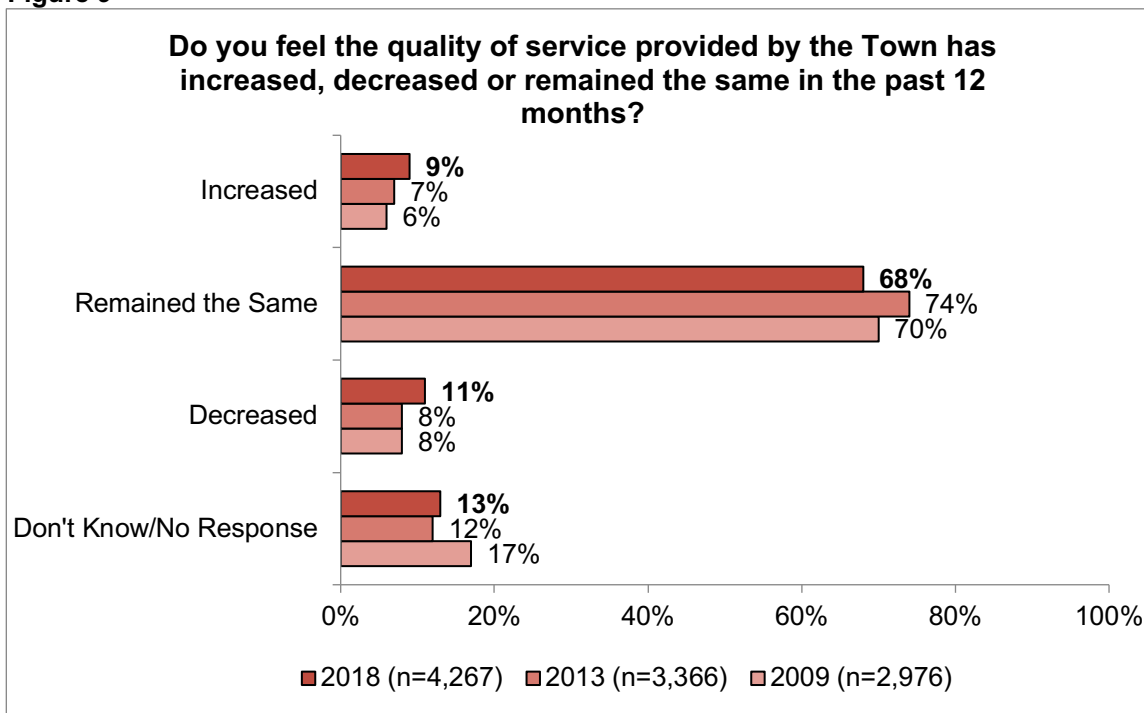
Respondent subgroups significantly more likely to be satisfied, overall, with the **services provided by the Town** were:

- Those who felt that their quality of life in Okotoks was “very good” or “good” (87%) versus those who felt that their quality of life was “very poor” or “poor” (31%);
- Those who felt that the quality of service provided by the Town has increased or remained the same (91% to 97%) over the past 12 months versus those who felt that quality of service has decreased (50%);
- Those who felt that they received “good” or “very good” value for their tax dollars (96%) versus those who felt that they received “fair” or “poor” value (77%);
- Those who have lived in Okotoks for 5 or less years (88%) versus those who have lived in Okotoks for 11 years or more (84% to 85%); and
- Those who were likely to make changes to lessen their environmental footprint (89%) versus those who were unlikely to make those changes (73%).



Thinking back over the past 12 months, respondents were next asked if they felt that the quality of service provided by the Town had increased, decreased, or remained the same. As shown in Figure 9, below, over two-thirds of the respondents (68%, a significant decrease from 74% in 2013) felt that the quality of service had remained unchanged, while 11% felt that the level of service had decreased. Nine percent (9%) felt that the level of service had increased. It is important to note that 13% of the respondents were unsure or did not provide a response.

**Figure 9**

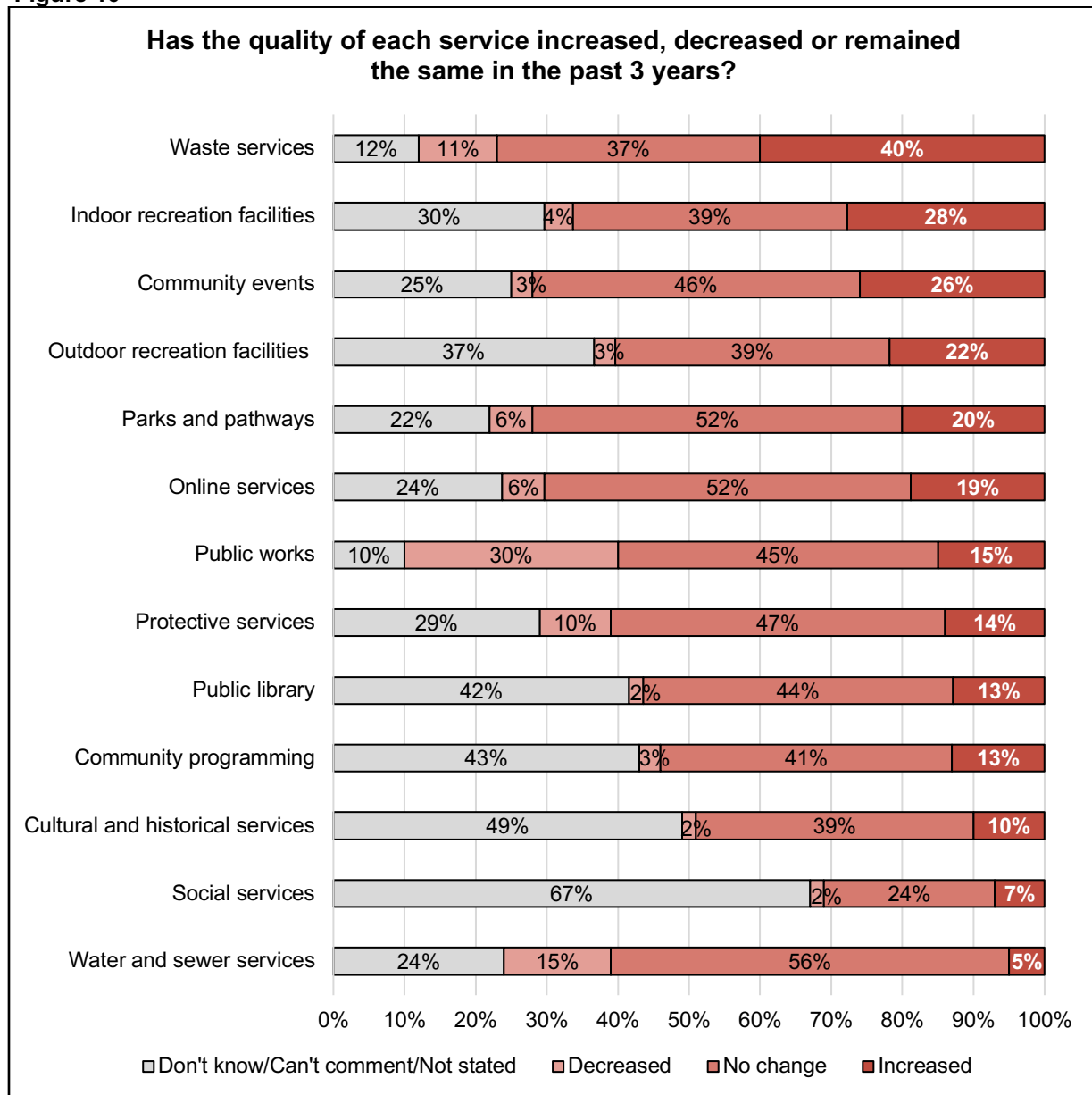


Respondents were then asked to state whether they felt that the quality of each service that the Town provided had increased, decreased or remained the same for the past 3 years. Two-fifths (40%) felt that the quality of waste services had increased in that time period, while almost one-third (30%) felt that the quality of public works had decreased in the same three-year period.

See Figure 10 on the following page.



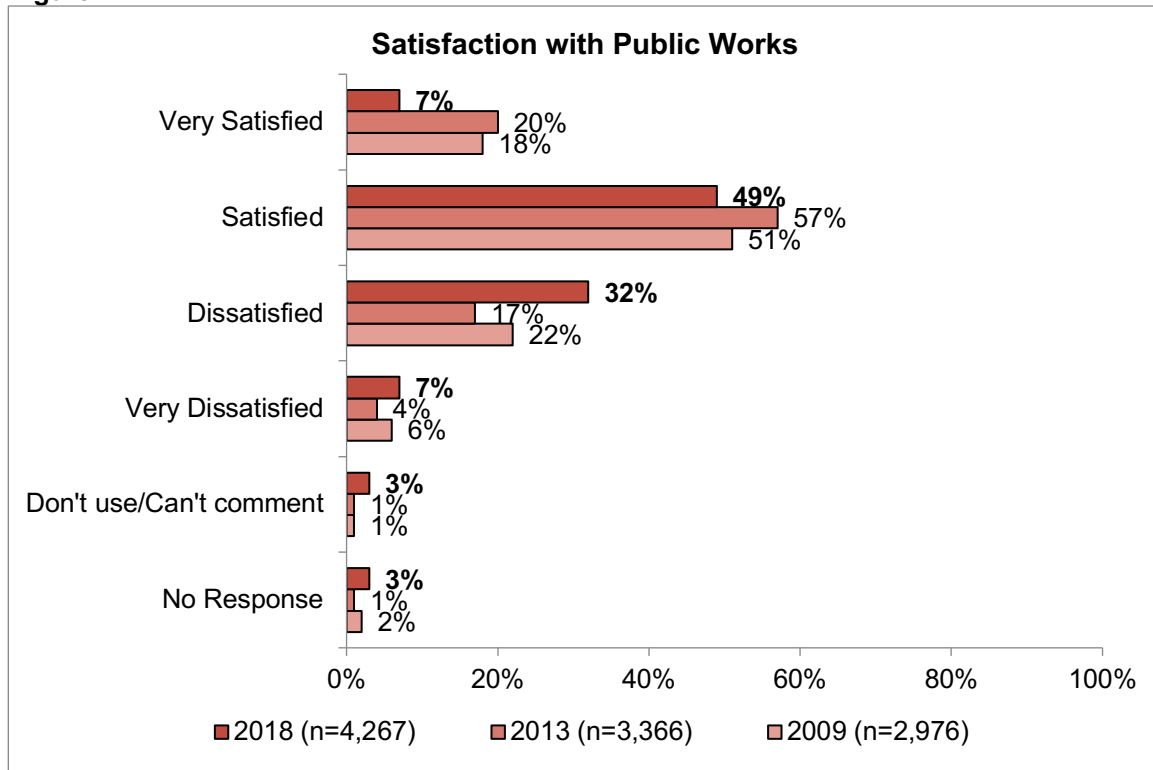
**Figure 10**



#### 4.4.1 PUBLIC WORKS

More than half of the respondents (56%) indicated that they were either “satisfied” (49%) or “very satisfied” (7%) with public works in the Town of Okotoks, including road maintenance and snow removal, a significant decrease from 78% in 2013. See Figure 11, below.

**Figure 11**



**Please note:** In this section, respondents were asked to rate their level of satisfaction on each of the Town's services. It should be noted that only the subsegment findings that are unique to each service were reported on. Several respondents were shared by respondents who were significantly more likely to be **satisfied** with **each service individually**, which were:

- Those who felt that their quality of life in Okotoks was "very good" or "good" versus those who felt that their quality of life was "very poor" or "poor";
- Those who were satisfied, overall, with the Town's services versus those who were dissatisfied;
- Those who felt that the quality of service provided by the Town has increased or remained the same over the past 12 months versus those who felt that quality of service has decreased;
- Those who felt that they received "good" or "very good" value for their tax dollars versus those who felt that they received "fair" or "poor" value; and
- Those who were likely to make changes to lessen their environmental footprint versus those who were unlikely to make those changes.

## SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to be satisfied with **public works** were:

- Those who have lived in Okotoks between 6 and 10 years (59%) versus those who have lived in Okotoks between 11 and 20 years (53%); and
- Those 61 years or older (59%) or between the ages of 31 to 45 (57%) versus those between the ages of 18 and 30 (51%) or the ages of 46 and 60 (53%).

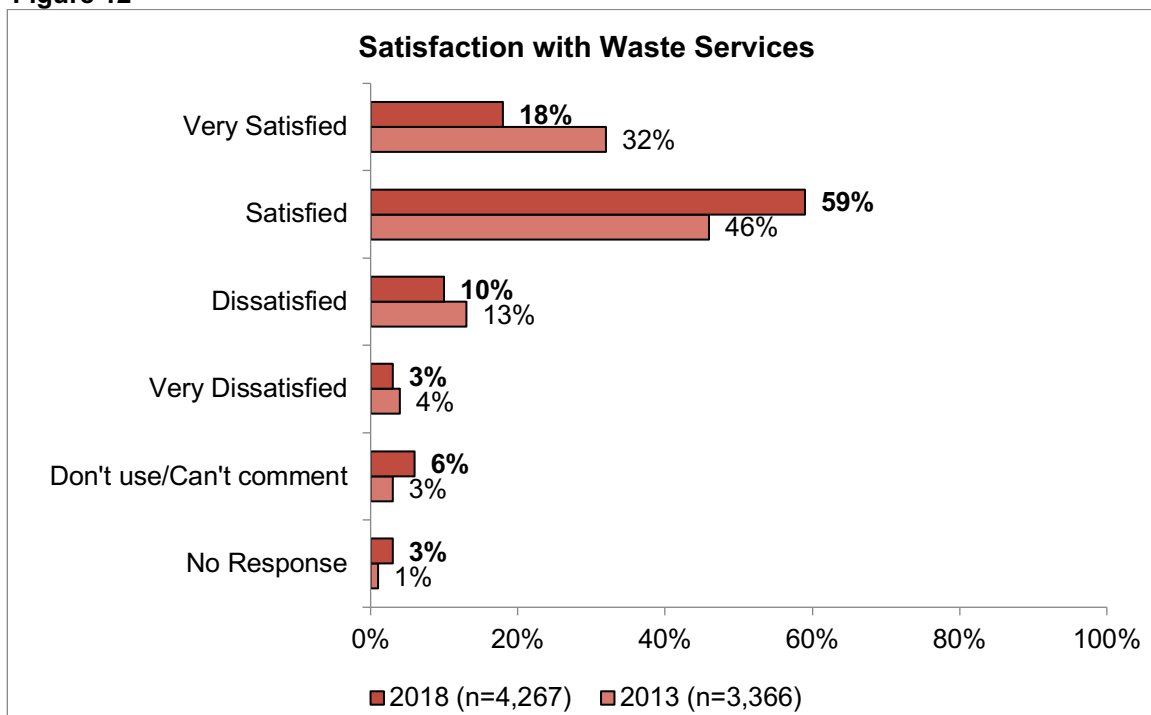


#### 4.4.2 WASTE SERVICES

More than three-quarters of the respondents (78%) indicated that they were either “satisfied” (59%) or “very satisfied” (18%) with the waste services in Okotoks, including garbage collection and recycling services. See Figure 12, below.

**Please Note:** In the 2009 survey year, respondents rated garbage collection and the recycling depot separately. As a result, the 2013 and 2018 survey data is not comparable to the 2009 survey data.

Figure 12



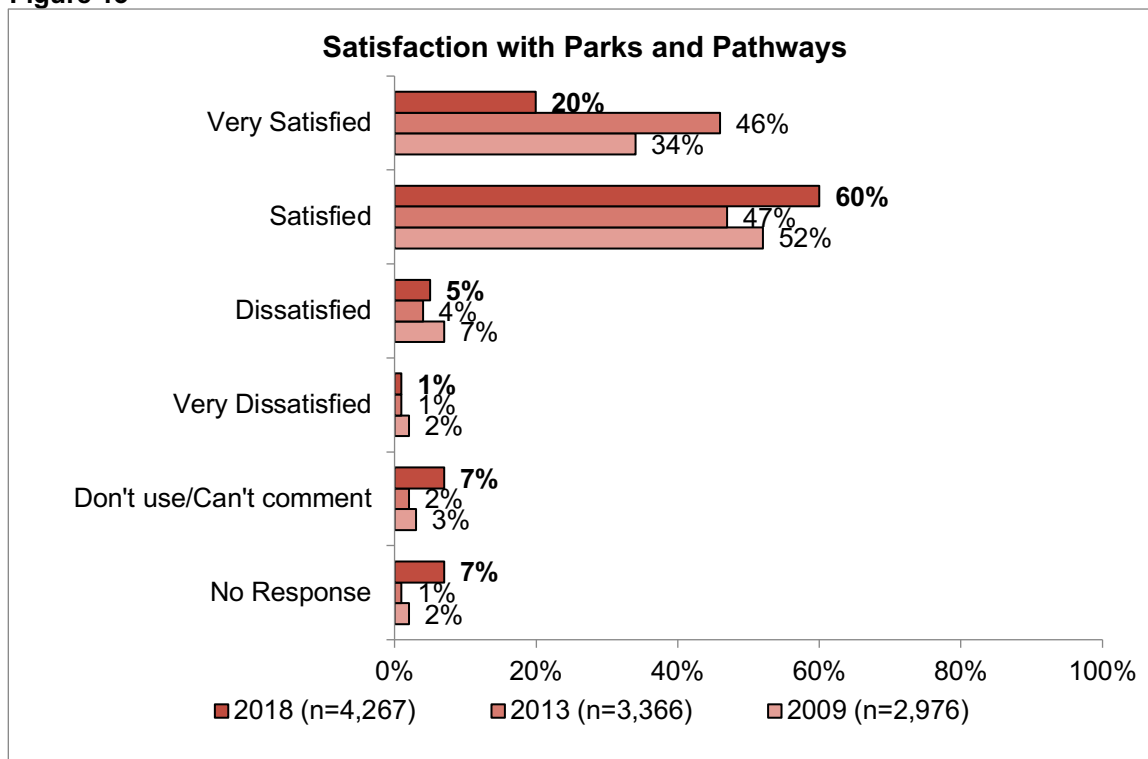
#### SUBSEGMENT FINDINGS

Respondents between the ages of 31 and 60 (80%) were significantly more likely to be satisfied with **waste services** in the Town of Okotoks versus those 61 years or older (74%).

### 4.4.3 PARKS AND PATHWAYS

With regards to parks and pathways in the Town of Okotoks, 79% of the respondents reported that they were either “satisfied” (60%) or “very satisfied” (20%), a significant decrease from 92% in 2013. See Figure 13, below.

Figure 13



### SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to be satisfied with **parks and pathways** were:

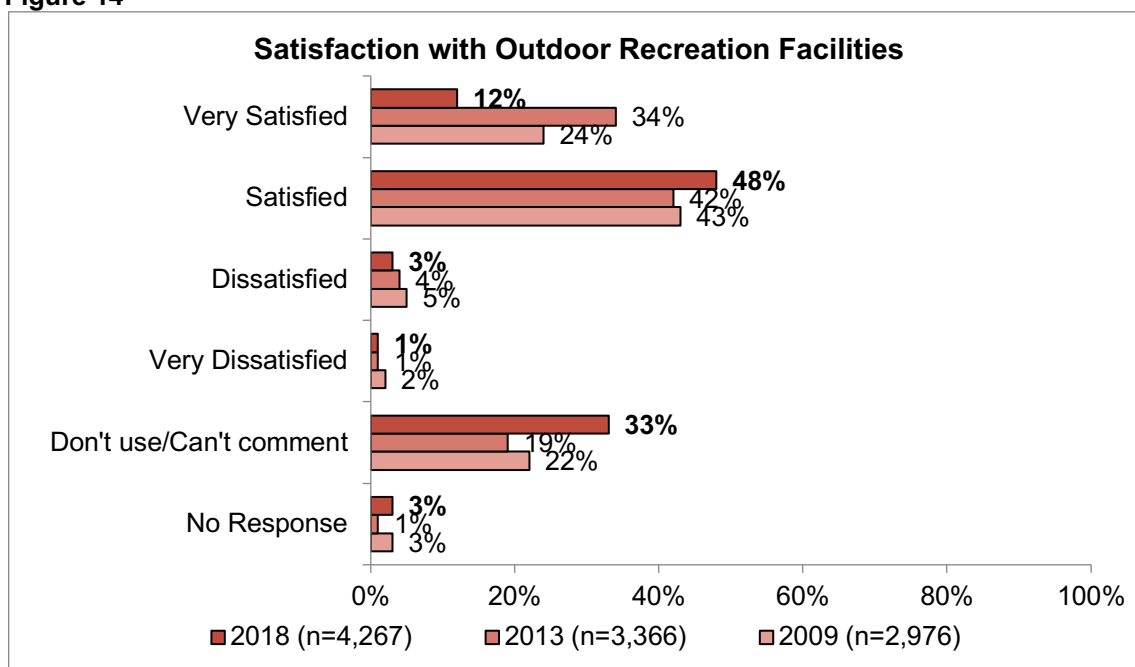
- Those who have lived in Okotoks for 10 or less years (81% to 83%) versus those who have lived in Okotoks for 11 or more years (76% to 78%); and
- Those between the ages of 18 and 45 (85% to 86%) versus those between the ages of 46 and 60 (80%) and those 61 or older (73%).

#### 4.4.4 RECREATION FACILITIES

Three-fifths of the respondents (60%) were either “satisfied” (48%) or “very satisfied” (12%, a significant decrease from 34% in 2013) with Okotoks’ outdoor recreation facilities, including ball diamonds, soccer fields, and playgrounds, a significant decrease from 78% in 2013. It is important to note that one-third of the respondents (33%) were unable to rate outdoor facilities, as they had not used the service.

Excluding respondents who did not use the service (n=2,862), 18% were “very satisfied” and 71% were “satisfied” with the Town’s outdoor recreation facilities. See Figure 14, below.

**Figure 14**



#### SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to be satisfied with **outdoor recreation facilities** were:

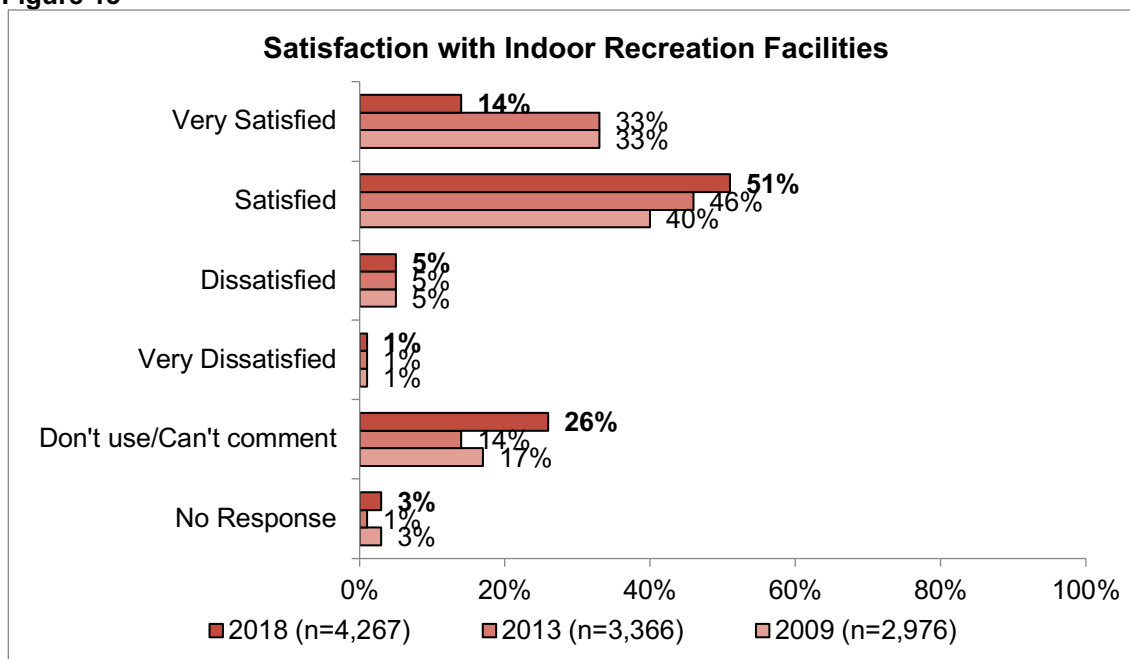
- Those who were likely to make participate in public consultation (62%) versus those who were unlikely to participate (59%); and
- Those between the ages of 31 and 45 (74%) versus those between the ages of 18 and 30 (66%), those between the ages of 45 and 60 (55%), and those 61 years and older (50%).



With regards to indoor recreation facilities, including pools, arenas, the gym, and the fitness centre, nearly two-thirds of the respondents (65%) reported that they were either “satisfied” (51%) or “very satisfied” (14%); overall results demonstrate a significant decrease from 79% in 2013. It is important to note that over a quarter of respondents (26%) were unable to rate indoor facilities, as they had not personally used them.

Excluding respondents who did not use the service (n=3,180), 19% were “very satisfied” and 68% were “satisfied” with the Town’s indoor recreation facilities. See Figure 15, below.

**Figure 15**



## SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to be satisfied with **indoor recreation facilities** were:

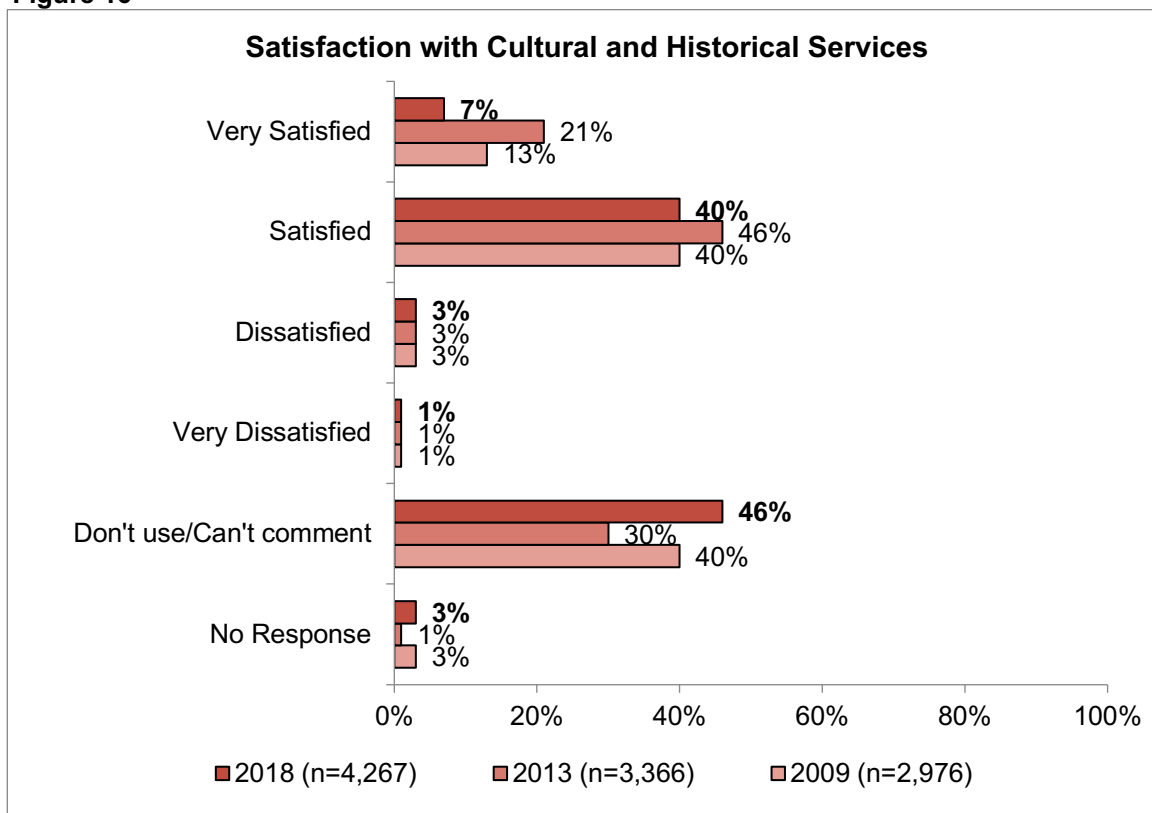
- Those who were likely participate in public consultation (68%) versus those who were unlikely to participate (62%); and
- Those between the ages of 31 and 45 (74%) versus those between the ages of 18 and 30 (66%), those between the ages of 45 and 60 (55%), and those 61 years and older (50%).

#### 4.4.5 CULTURAL AND HISTORICAL SERVICES

Nearly half of the respondents (48%) indicated that they were either “satisfied” (40%) or “very satisfied” (7%) with the cultural and historical services in the Town of Okotoks, including the Art Gallery, the Museum, and the Performing Arts Centre; results demonstrate a significant decrease from 67% in 2013. Nearly half of respondents (46%) were unable to rate cultural and historical services.

Excluding respondents who did not use the service (n=2,316), 14% were “very satisfied” and 74% were “satisfied” with the Town’s cultural and historical services. See Figure 16 below.

**Figure 16**



## SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to be satisfied with **cultural and historical services** were:

- Those who have lived in Okotoks between 6 and 10 years (51%) versus those who have lived in Okotoks for 5 years or less (44%) or 21 years or more (47%);
- Those who were likely to participate in public consultation (51%) versus those who were unlikely to participate (45%); and
- Those between the ages of 31 and 45 (53%) versus those between the ages of 18 and 30 (38%) or 46 years and older (46%).



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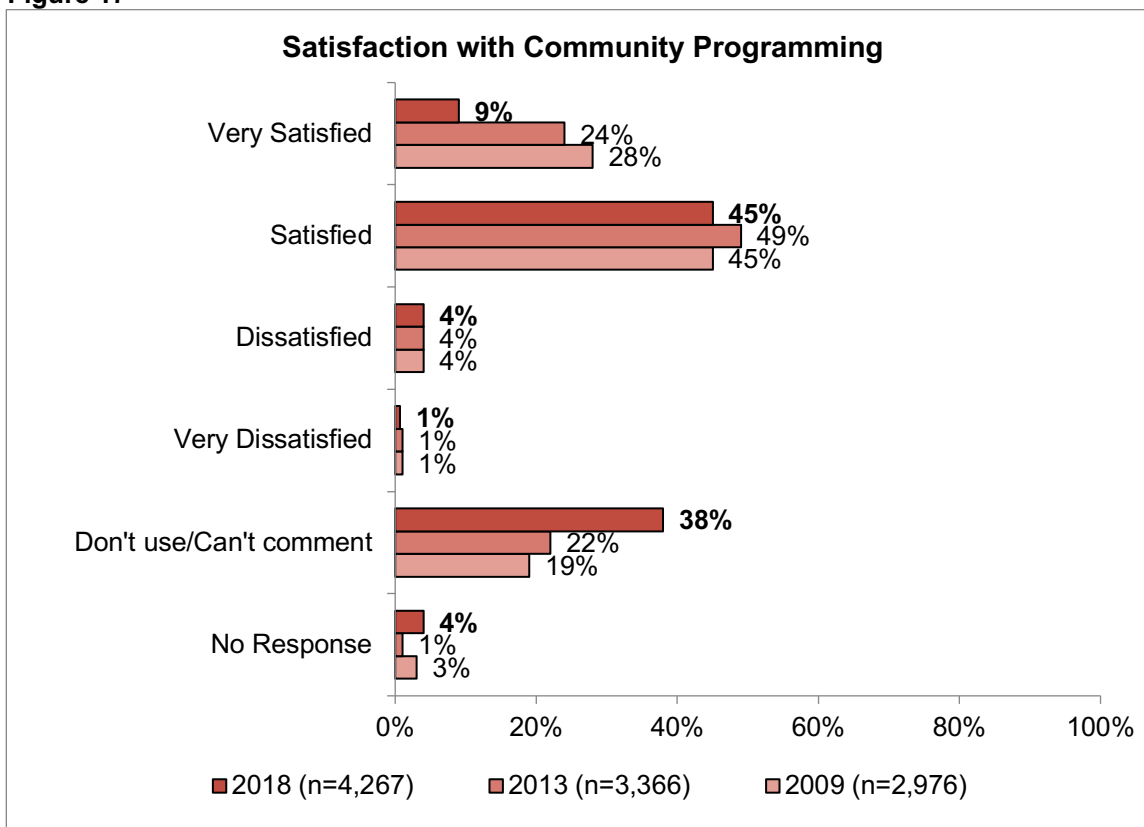


#### 4.4.6 COMMUNITY PROGRAMMING

With regards to community programming (i.e., recreation and leisure learning), over half of the respondents (53%) were either “satisfied” (45%) or “very satisfied” (9%). Overall results were a significantly decreased from 74% in 2013. More than one-third (38%) were unable to provide a rating, as they were not familiar with the service.

Excluding respondents who did not use the service (n=2,639), 14% were “very satisfied” and 72% were “satisfied” with the Town’s community programming. See Figure 17 below.

**Figure 17**



## SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to be satisfied with the **community programming** were:

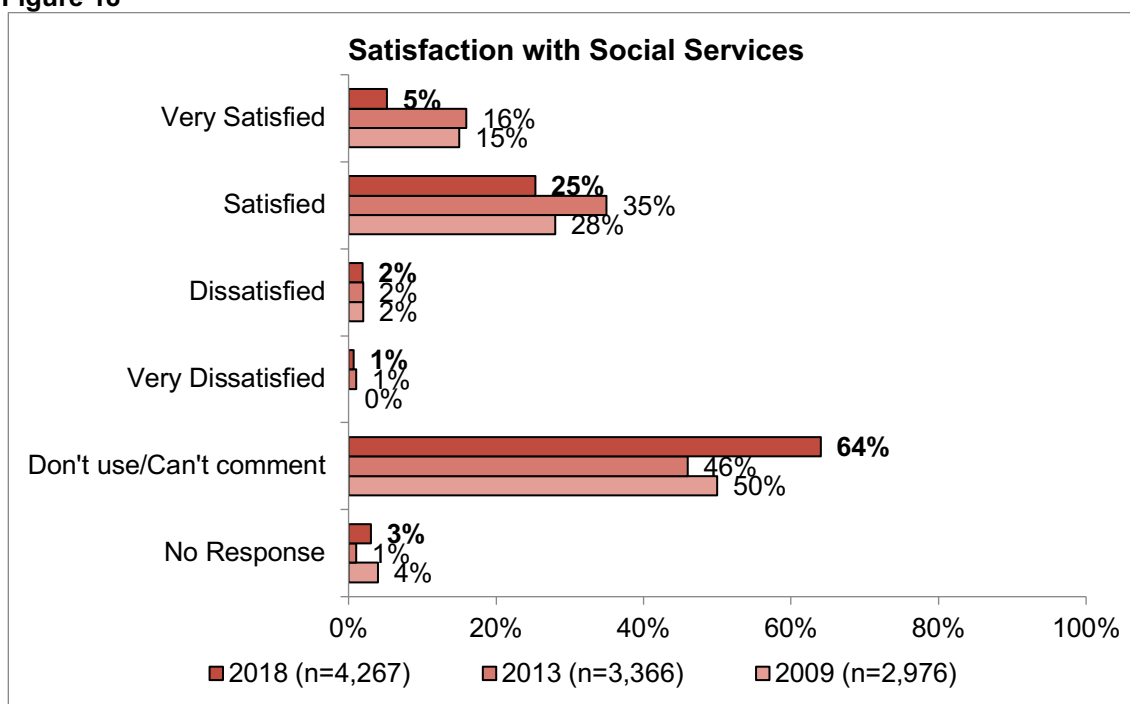
- Those who have lived in Okotoks for 20 years or less (53% to 57%) versus those who have lived in Okotoks for 21 years or more (48%);
- Those who were likely to participate in public consultation (57%) versus those who were unlikely to participate (49%); and
- Those between the ages of 31 and 45 (67%) versus those between the ages of 18 and 30 (47%) or those 46 years and older (46% to 48%).

#### 4.4.7 SOCIAL SERVICES

With regards to social services in Okotoks (i.e., Family & Community Support Services and the Healthy Family Resource Centre), nearly a third of the respondents (31%) were either “satisfied” (25%) or “very satisfied” (9%), a significant decrease from 51% in 2013. Nearly two-thirds of respondents (64%) were unable to provide a satisfaction rating this service as they were not personally familiar with it.

Excluding respondents who did not use the service (n=1,557), 14% were “very satisfied” and 69% were “satisfied” with the Town’s social services. See Figure 18 below.

**Figure 18**



#### SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to be satisfied with the Town’s **social services** were:

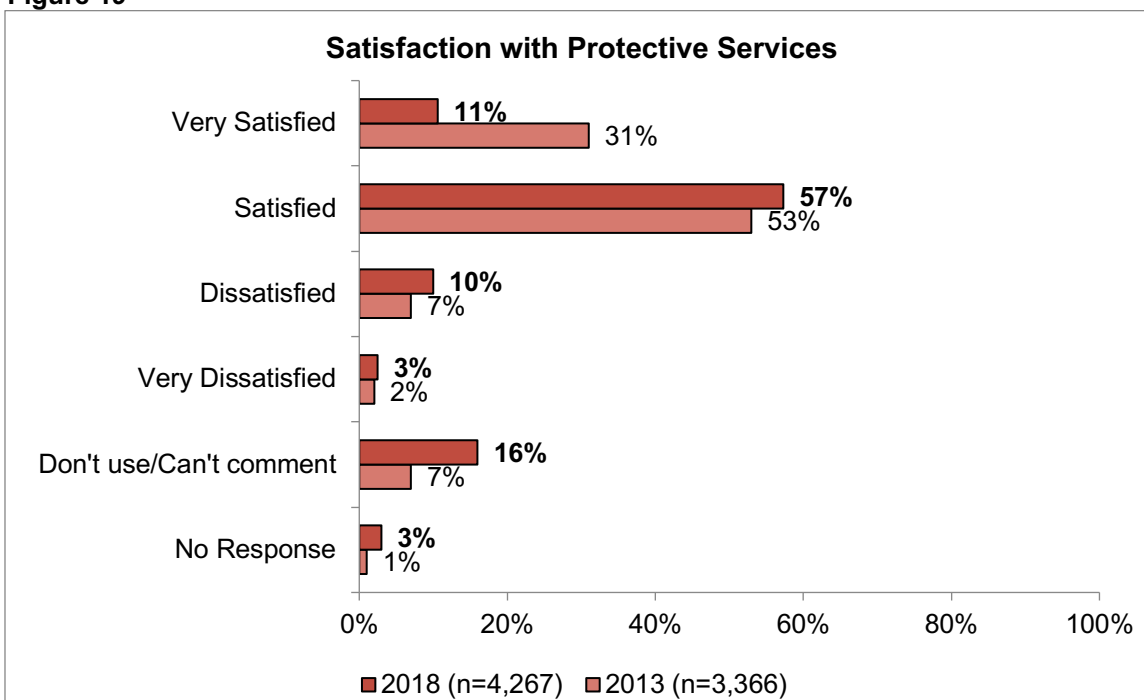
- Those who have lived in Okotoks for between 6 and 10 years (34%) versus those who have lived in Okotoks for 5 years or less (29%) or for between 11 and 20 years (29%); and
- Those between the ages of 31 and 45 (36%) versus those 46 years or older (28%).

#### 4.4.8 PROTECTIVE SERVICES

With regards to protective services, including that of the RCMP, fire services, and municipal enforcement, more than three-fifths of the respondents (68%) indicated that they were either “satisfied” (57%) or “very satisfied” (11%, a significant decrease from 31% in 2013). See Figure 19, below.

**Please Note:** Prior to 2013, respondents were asked to rate their satisfaction with RCMP services, fire services, ambulance services, and bylaw enforcement separately. As a result, the 2013 and 2018 survey data is not comparable to survey data from 2009.

Figure 19



#### SUBSEGMENT FINDINGS

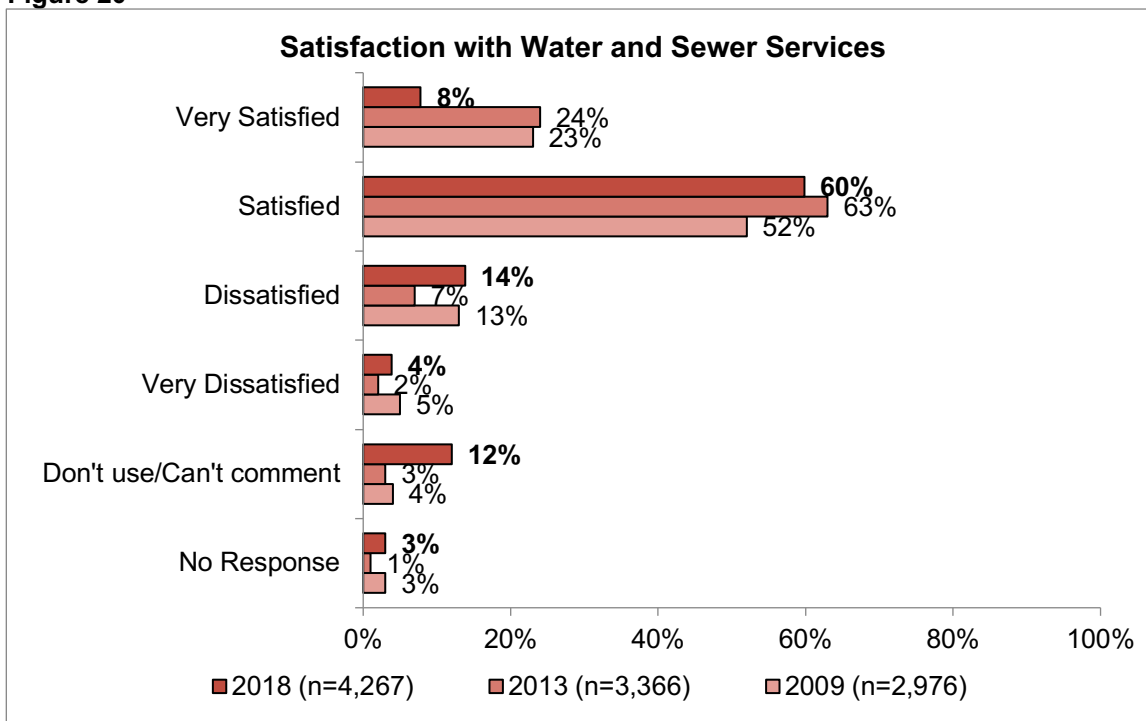
Respondent subgroups significantly more likely to be satisfied with the Town’s **protective services** were:

- Those who have lived in Okotoks for between 6 and 10 years (74%) versus those who have lived in Okotoks for 5 years or less (64%) or for years or more (67% to 68%); and
- Those between the ages of 31 and 45 (70%) versus those between the ages of 46 and 60 (67%).

#### 4.4.9 WATER AND SEWER SERVICES

Sixty-eight percent (68%) of the respondents were either “satisfied” (60%) or “very satisfied” (8%) with water and sewer services in Okotoks, a significant decrease from 87%, as reported in 2013. Eighteen percent (18%) were either “dissatisfied” (14%) or “very dissatisfied” (4%). See Figure 20, below.

Figure 20



#### SUBSEGMENT FINDINGS

Respondents who have lived in Okotoks for 6 years or more (68% to 71%) were significantly more likely to be satisfied with the **water and sewer services** versus those who have lived in Okotoks for 5 years or less (63%).

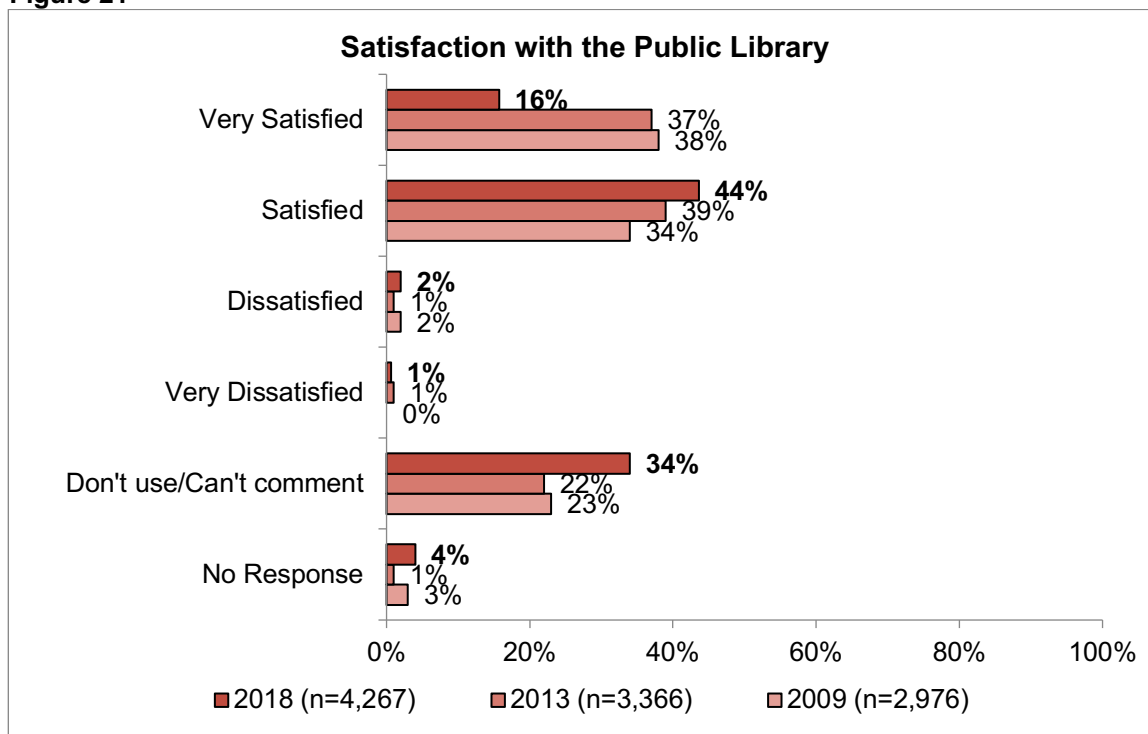


#### 4.4.10 PUBLIC LIBRARY

Nearly three-fifths of the respondents (59%) were either “satisfied” (44%) or “very satisfied” (16%) with the public library, a significant decrease from 77% in 2013. More than one-third (34%) were unable to rate the library, as they were not familiar with it.

Excluding respondents who did not use the service (n=2,808), 24% were “very satisfied” and 66% were “satisfied” with the public library. See Figure 21 below.

**Figure 21**



## SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to be satisfied with the **public library** were:

- Those who have lived in Okotoks for between 6 and 20 years (61% to 64%) versus those who have lived in Okotoks for 5 years or less (55%) or for 21 years or more (55%);
- Those who were likely to participate in public consultation (62%) versus those who were unlikely to participate (57%); and
- Those between the ages of 31 and 45 (71%) versus those between the ages of 18 and 30 (49%) or those 46 years and older (54% to 55%).



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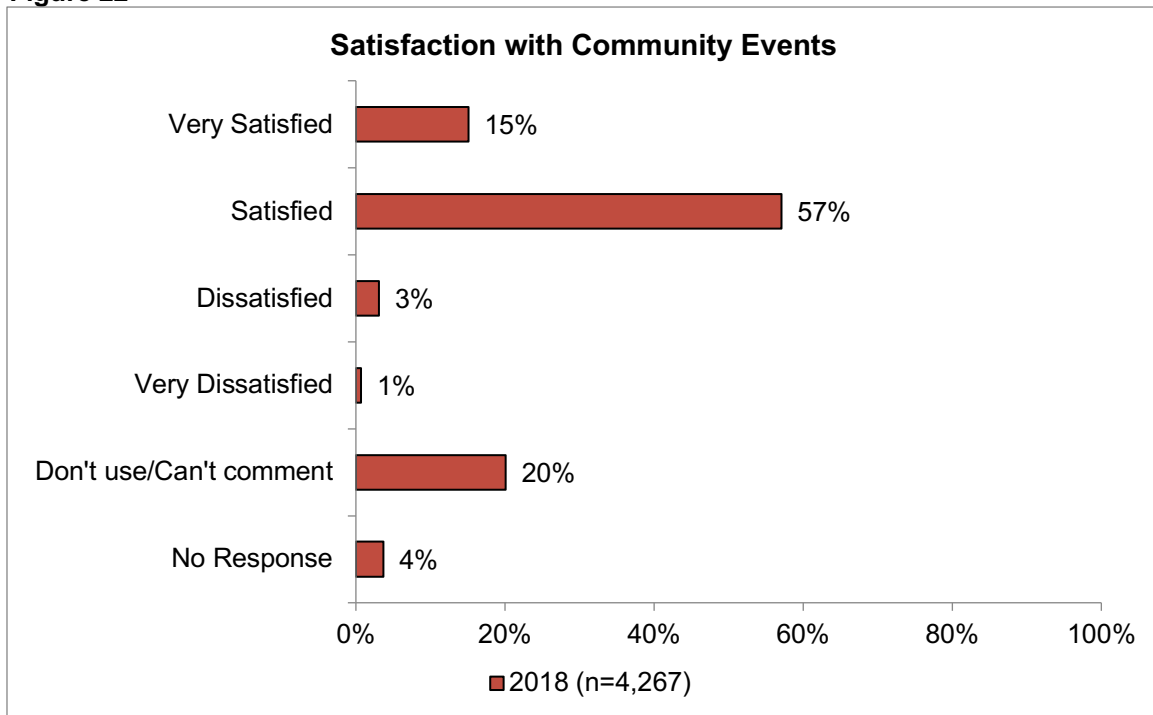
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#### 4.4.11 COMMUNITY EVENTS

New to the 2018 survey, respondents were asked to rate their level of satisfaction with the Town of Okotoks' community events. Nearly three-quarters of respondents (72%) were satisfied, with 15% stating that were "very satisfied" and 57% stating they were "satisfied". See Figure 22, below.

**Figure 22**



#### SUBSEGMENT FINDINGS

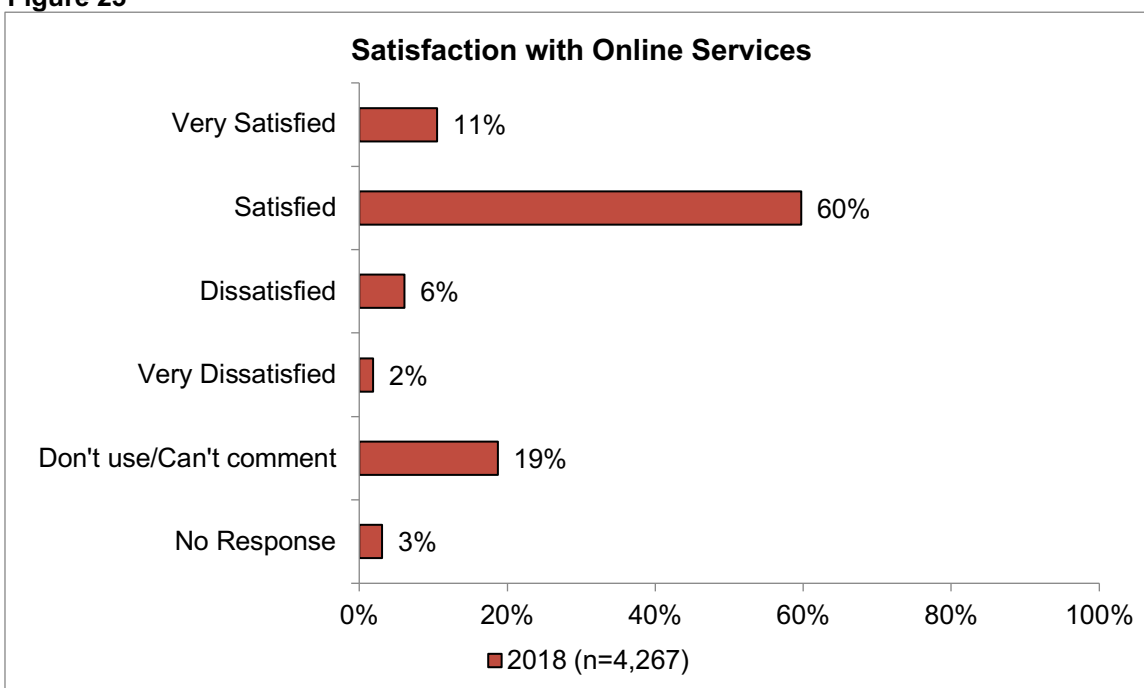
Respondent subgroups significantly more likely to be satisfied with **community events** were:

- Those who have lived in Okotoks for between 6 and 10 years (76%) versus those who have lived in Okotoks for 5 years or less (70%) or for 11 years or more (71% to 73%);
- Those who were likely to participate in public consultation (76%) versus those who were unlikely to participate (68%); and
- Those between the ages of 31 and 60 (71% to 81%) versus those 61 years or older (66%).

#### 4.4.12 ONLINE SERVICES

Finally, also new to the 2018, respondents were asked to rate their level of satisfaction with the online services provided by the Town, which includes online utility billing and online property taxes. Seventy percent of respondents (70%) were satisfied, with 11% stating that were “very satisfied” and 60% stating they were “satisfied”. See Figure 23, below.

**Figure 23**



#### SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to be satisfied with **online services** were:

- Those who have lived in Okotoks for between 6 and 20 years (71 to 73%) versus those who have lived in Okotoks for 21 years or more (66%);
- Those who were likely to participate in public consultation (73%) versus those who were unlikely to participate (68%); and
- Those between the ages of 31 and 60 (71% to 74%) versus those 61 years or older (66%).

## 4.5 Importance vs. Satisfaction

In addition to providing satisfaction ratings for the thirteen (13) Town programs, services, and facilities, respondents were asked to provide a rating of importance for each. Through an analysis of these dual ratings for each service, areas of priority emerge.

When conducting satisfaction and importance assessments, services with the lowest levels of satisfaction ratings or lowest importance ratings may not necessarily be the areas where improvement is most desired or needed. For example, if residents are dissatisfied with a service and rate it as relatively unimportant, focusing improvements on this service may not be the most effective use of resources. By mapping the service areas, priority areas in terms of the Town of Okotoks service improvements emerge. **Higher importance and lower satisfaction services are considered priority areas.**

Also illustrated on the perceptual map are areas of:

- Higher importance and higher satisfaction, or service strengths;
- Lower importance and higher satisfaction; and
- Lower importance and lower satisfaction.

Respondents provided satisfaction and importance ratings of the thirteen (13) programs, services, and facilities using a word-anchored scale. For ratings of importance, respondents were asked to rate the importance of each service using a scale of 1 to 4, where 1 meant “not at all important,” 2 meant “not very important,” 3 meant “somewhat important,” and 4 meant “very important.” With regards to ratings of satisfaction, respondents were asked to rate their level of satisfaction with each service using a scale of 1 to 4, where 1 meant “very dissatisfied,” 2 meant “dissatisfied,” 3 meant “satisfied,” and 4 meant “very satisfied.” Average scores for each service were determined.

Respondents’ importance and satisfaction ratings were plotted on the grid, whereby the axes intercepted at the average importance rating (mean=3.54) and the average satisfaction rating (mean=3.02), across all thirteen (13) services. Figure 24, on page 47, demonstrates the perceptual map for each of the Town programs, services, and facilities measured. Table 6, on page 48, details the mean importance and satisfaction ratings for each program, service, or facility investigated.

Services in the **upper left quadrant** are of higher than average importance, but lower than average satisfaction, or where ratings of overall importance are greater than overall satisfaction ratings. These services are viewed as **primary areas of improvement** and, therefore, should be considered as the main focus of future improvement. Services falling within this quadrant include:

- (1) Public Works
- (9) Protective Services
- (10) Water and Sewer Services



It will be important to monitor the satisfaction of these services, to ensure that resident satisfaction increases, and that these services become perceived as strengths of the Town in the future.

Town of Okotoks services which fall into the **lower left quadrant** are considered of lower than average importance and lower than average satisfaction. These services include:

- (13) Online Services

While at this time satisfaction with these services is lower, they are also not considered as important as other services investigated and, consequently, should be considered as secondary areas of improvement.

Any Town services that fall into the **lower right quadrant** scored lower than average importance and higher than average satisfaction. In other words, while respondents are generally satisfied with these services, the importance placed on the services is low in comparison to other Town services evaluated. These services include:

- (4) Outdoor Recreation Facilities
- (6) Cultural and Historical Services
- (7) Community Programming
- (8) Social Services
- (11) Public Library
- (12) Community Events

When assessing the Town services included in the survey, services in the **upper right quadrant** were calculated as **key strengths or successes**, or services in which respondents reported higher than average importance and higher than average satisfaction. These services included:

- (2) Waste Services
- (3) Parks and Pathways
- (5) Indoor Recreation Facilities

**Figure 24**



**Note:** Axes set at 3.01 mean satisfaction rating and 3.54 mean importance rating  
**Scale:** 1 = “not at all important”/“very dissatisfied”; 4 = “very important/satisfied”

- |                                     |                              |
|-------------------------------------|------------------------------|
| 1. Public Works                     | 8. Social Services           |
| 2. Waste Services                   | 9. Protective Services       |
| 3. Parks and Pathways               | 10. Water and Sewer Services |
| 4. Outdoor Recreation Facilities    | 11. Public Library           |
| 5. Indoor Recreation Facilities     | 12. Community Events         |
| 6. Cultural and Historical Services | 13. Online Services          |
| 7. Community Programming            |                              |

**Table 6**

Average Satisfaction and Importance Ratings		
Town Program, Services and Facilities	Mean Rating*	
	Satisfaction	Importance
1. Public Works (road maintenance and snow removal)	2.59	3.87
2. Waste Services (garbage and recycling)	3.03	3.76
3. Parks and Pathways	3.15	3.62
4. Outdoor Recreation Facilities (ball diamonds, soccer fields, playgrounds)	3.11	3.52
5. Indoor Recreation Facilities (pools, arenas, gym, fitness centre)	3.09	3.58
6. Cultural and Historical Services (Art Gallery, Museum, Performing Arts Centre)	3.06	3.10
7. Community Programming (recreation and leisure learning)	3.06	3.36
8. Social Services (Family & Community Support Services and Healthy Family Resource Centre)	3.06	3.50
9. Protective Services (RCMP, fire, municipal enforcement)	2.95	3.89
10. Water and Sewer Services	2.84	3.79
11. Public Library	3.20	3.28
12. Community Events	3.14	3.35
13. Online Services	3.01	3.34
<b>Overall Mean (out of 4)</b>	<b>3.02</b>	<b>3.54</b>

\*Scale: 1 = “not at all important”/“very dissatisfied”; 4 = “very important/satisfied”



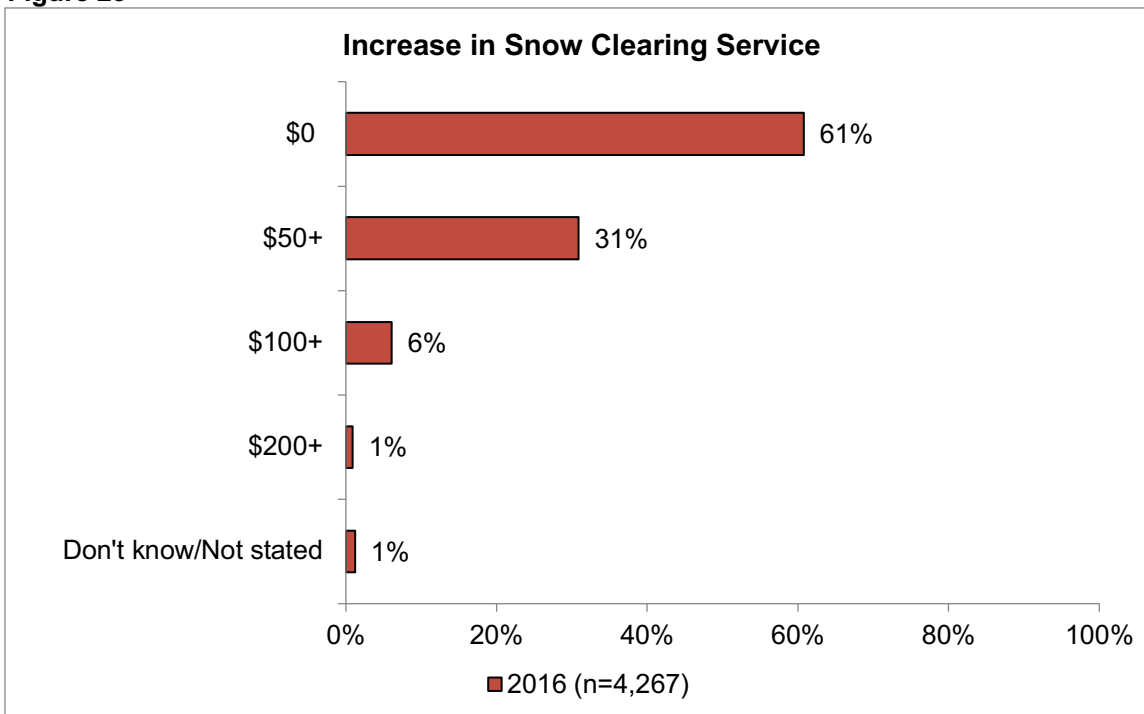
## 4.6 Municipal Taxation

Respondents were provided with the following information:

*“During the Winter of 2017 and 2018, the Town of Okotoks had a record amount of snowfall. Some residents indicated that they would like to see more snow clearing of the residential areas.”*

Respondents were then asked to indicate how much they would be willing to pay on their taxes to facilitate this service. The majority (61%) stated they would pay nothing (\$0) on their taxes for this service, while nearly one-third (31%) would be willing to pay fifty dollars (\$50) or more on their taxes. See Figure 25, below.

**Figure 25**



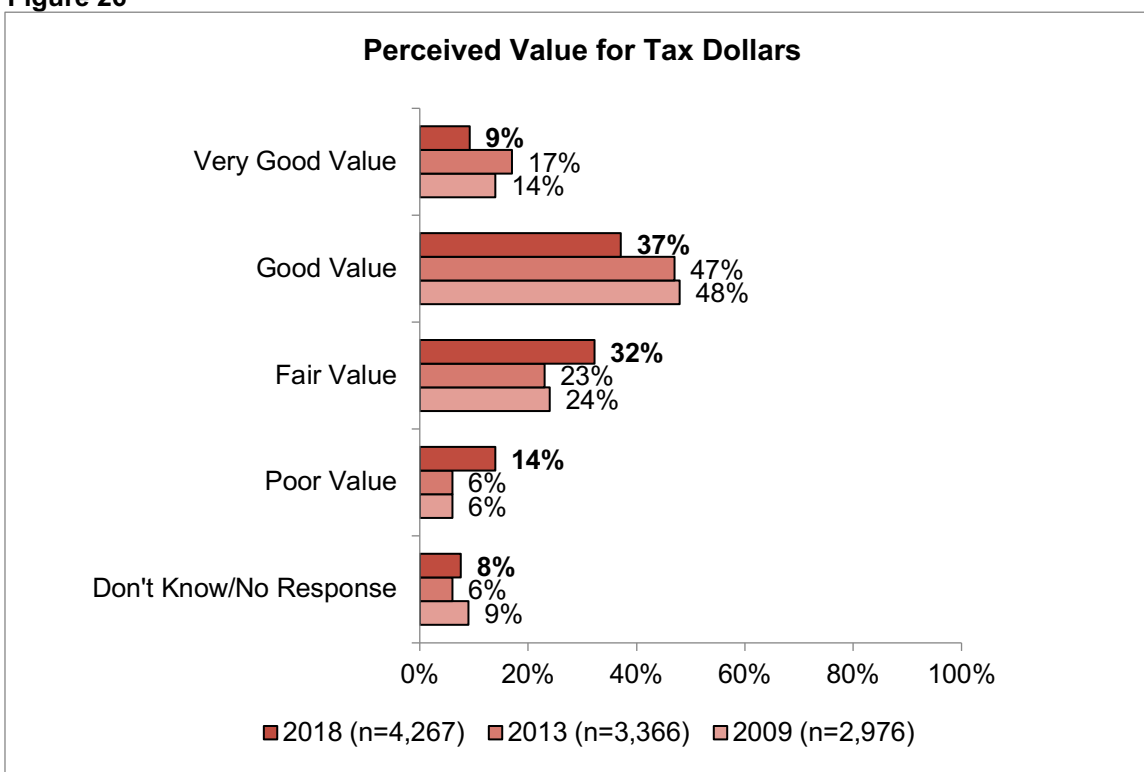
Respondents were also provided with the following information, concerning the distribution of tax dollars by the Town of Okotoks:

*“Approximately 66% of your property tax bill goes to the Town to fund municipal services (the remainder is collected on behalf of schools).”*

In consideration of this, respondents were asked to rate the value that they received for their tax dollars; just under half of the respondents (46%) reported that they received “good” (37%) or “very good” (9%) value. See Figure 26, below.

**Please Note:** In the 2009 survey year, respondents were informed that 70% of their property tax bill was used to fund municipal services, and in the 2013 survey year, respondents were informed that 63% of their tax bill was used for the same purpose.

**Figure 26**



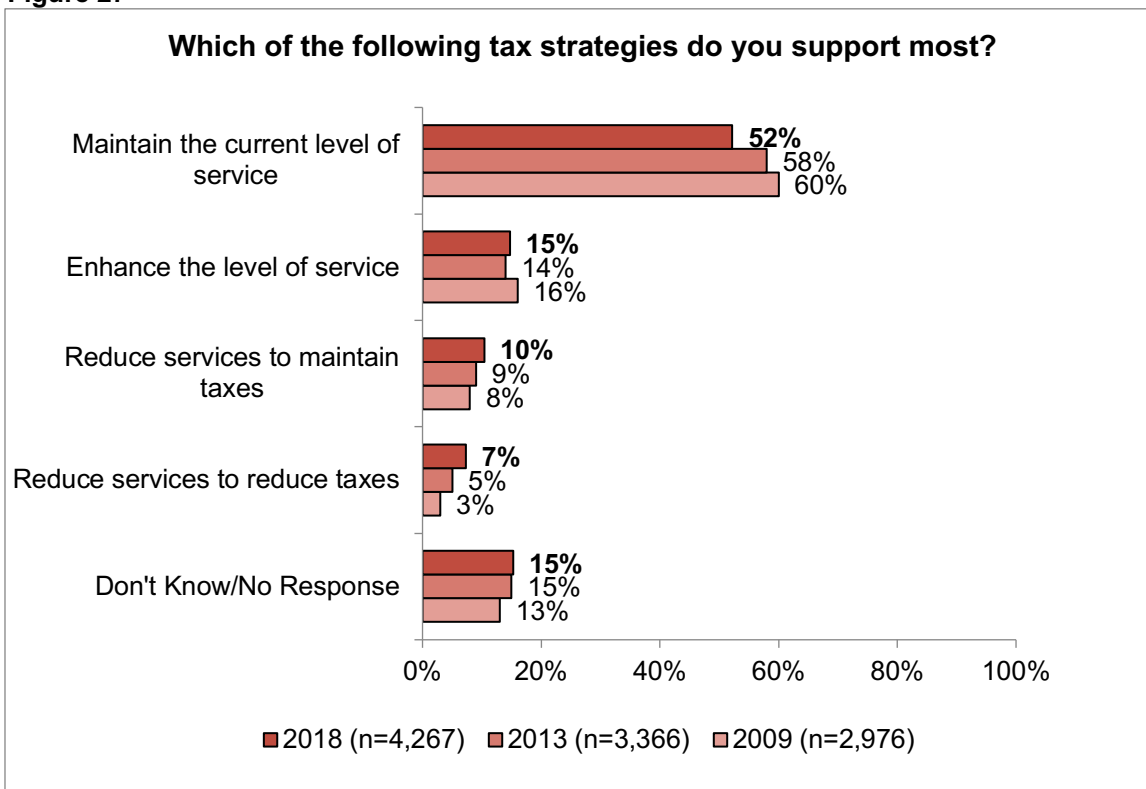
## SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to have responded that they received “**very good**” or “**good**” value for their tax dollars were:

- Those who felt that their quality of life in Okotoks was “very good” or “good” (47%) versus those who felt that their quality of life was “very poor” or “poor” (9%);
- Those who were satisfied, overall, with the Town’s services (52%) versus those who were dissatisfied (9%);
- Those who felt that the quality of service provided by the Town has increased (72%) over the past 12 months versus those who felt that quality has remained the same (49%) and those who felt that it has decreased (16%);
- Those who were likely to make changes to lessen their environmental footprint (50%) versus those who were unlikely to make those changes (29%); and
- Those 61 years or older (54%) versus those between the ages of 31 and 60 (43% to 45%) and those between the ages of 18 and 30 (33%).

Next, respondents were asked to think about the services in the Town of Okotoks and consider which tax strategy they would most likely support for the next five (5) years. As shown in Figure 27, below, more than half of the respondents (52%) supported **maintaining the current level of services**, which may require a tax increase to *offset inflation*, while 15% supported **enhancing the level of services**, which may require a tax increase *above inflation*. It is important to note that 15% of the respondents were unsure or did not provide a response. See Figure 27, below.

**Figure 27**



Respondents were then asked what the Town of Okotoks' next top priority should be, if there is room in the budget after obtaining a long-term water supply. The top response was that that Town should "improve snow removal services" (7%), followed by "slowing down Town growth" (6%) and "improving law enforcement services" (6%). Over two-fifths (43%) of respondents did not provide a response. See Table 7 below.

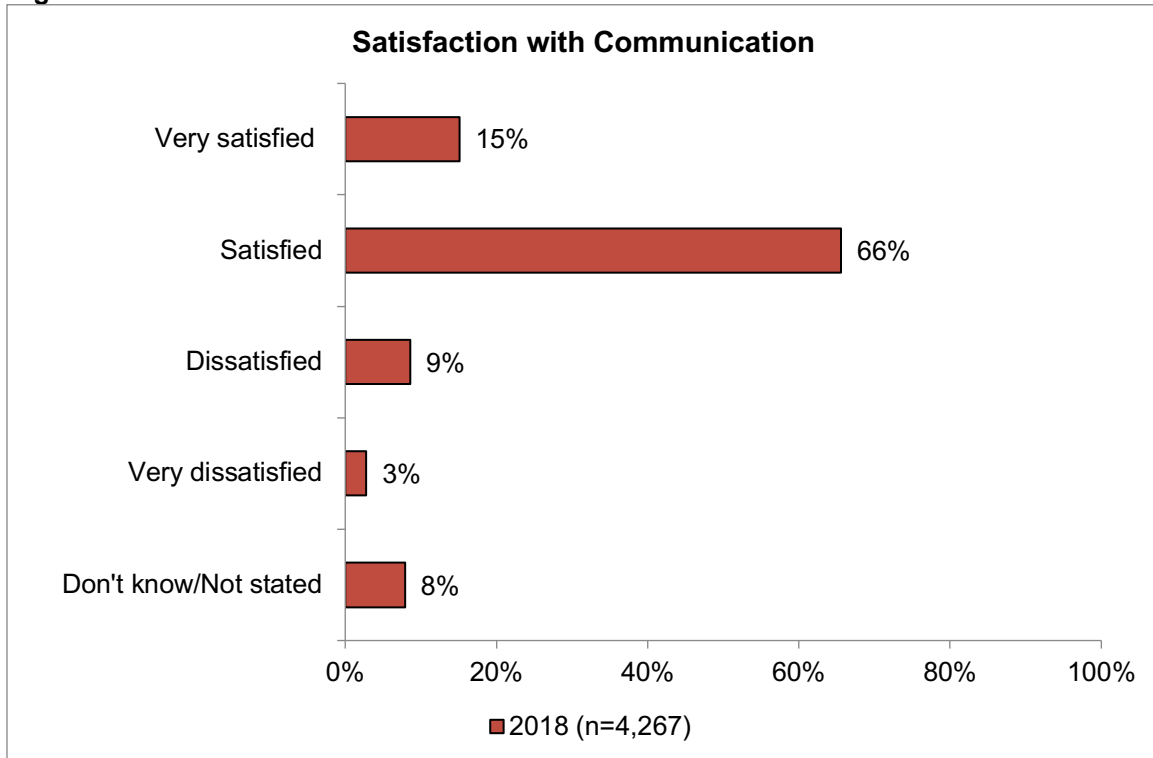
**Table 7**

What should the Town's next top priority be? (Top Mentions)	
	Percent of Respondents* (n=4,267)
Improve snow removal services	7
Restrict development / slow down Town growth / keep population cap	6
Improve police / law enforcement services/reduce crime rate	6
More recreational facilities / programs / activities	5
Improve road maintenance / repairs / upgrades	5
Reduced taxes / property taxes	4
Improve / expand public transportation services	3
More green spaces / parks / walking paths / playgrounds	3
Balancing the budget/pay off debt/be more fiscally responsible with spending	2
Road twinning / extensions / additions / build more roads	2
Improve traffic control / flow / management	2
Environmental related priorities / more focus on environmentally friendly practices	2
More schools / educational facilities	2
More affordable housing / reduced rent costs	2
Other (1% of responses or less)	15
None / Nothing	<1
Don't know / Not stated	43

## 4.7 Town Communication

The next section of the survey asked residents about the sources of information they use to stay informed about the Town of Okotoks. New to the 2018 survey, respondents were asked to rate their level of satisfaction with the communication they receive from the Town. The majority of respondents (81%) were satisfied, with 15% “very satisfied” and 66% “satisfied.” See Figure 28, below.

**Figure 28**



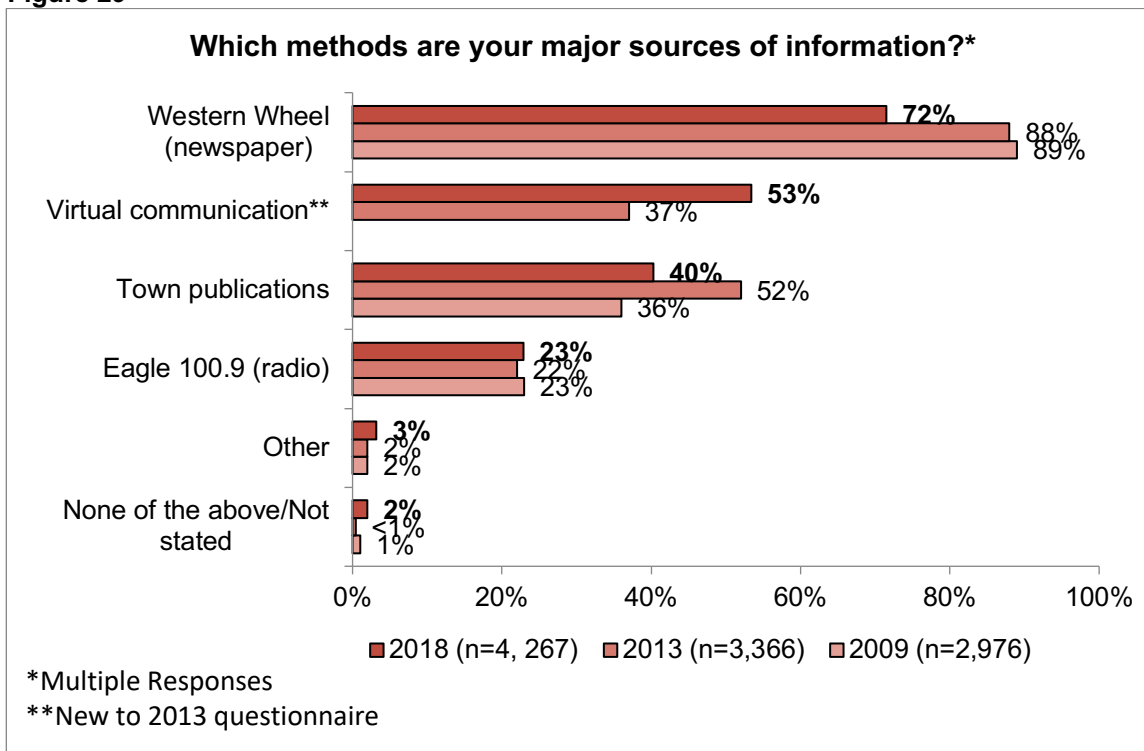
## SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to be **satisfied** with the communication they receive from the Town of Okotoks were:

- Those who felt that their quality of life in Okotoks was “very good” or “good” (82%) versus those who felt that their quality of life was “very poor” or “poor” (27%);
- Those who were satisfied, overall, with the Town’s services (86%) versus those who were dissatisfied (53%);
- Those who felt that the quality of service provided by the Town has increased (94%) over the past 12 months versus those who felt that quality has remained the same (84%) and those who felt that it has decreased (59%);
- Those who felt that they received “good” or “very good” value for their tax dollars (92%) versus those who felt that they received “fair” or “poor” value (72%);
- Those who were likely to make changes to lessen their environmental footprint (83%) versus those who were unlikely to make those changes (70%); and
- Those between the ages of 46 and 60 (82%) versus those between the ages of 18 and 30 (76%).

When asked what methods their major sources of information are, the majority of respondents (70%) reported using the *Western Wheel*. Respondents who use the *Western Wheel* and Town publications for their information show a significant decrease from 2013, while virtual communication shows a significant increase. See Figure 29 and Table 8, below.

**Figure 29**



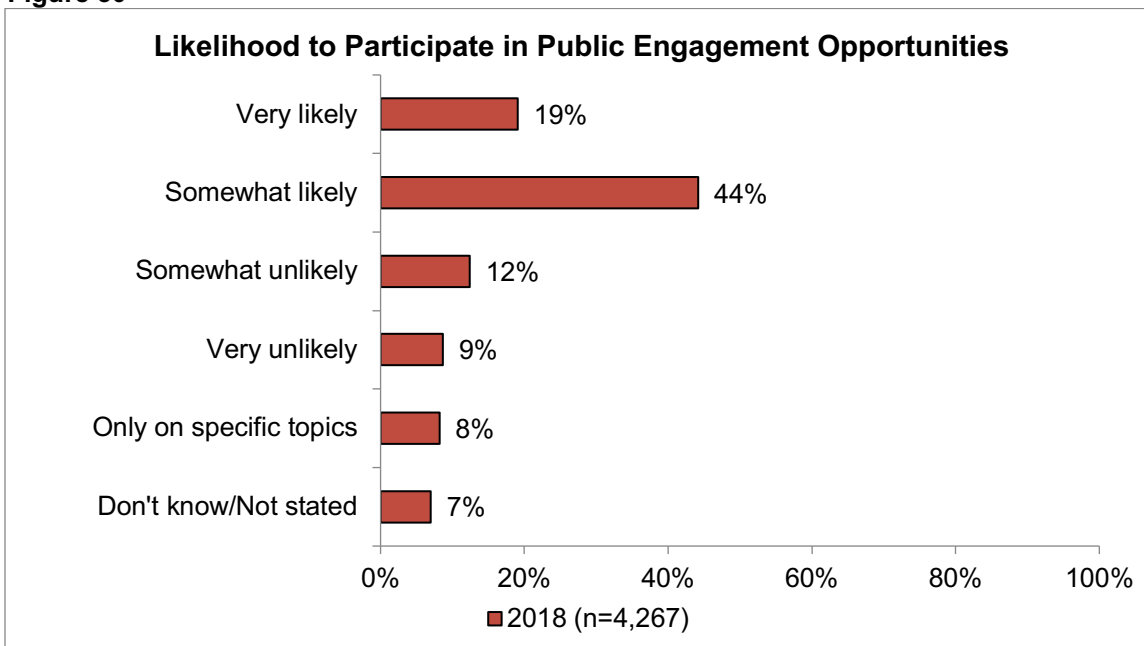
**Table 8**

Other sources of communication? (Top Mentions)	
	Percent of Respondents* (n=4,267)
Word of mouth (general)	2
Road/street signage	1
Other (Less than 1% of responses)	1



Finally, respondents were asked to rate their likelihood to participate in future public engagement and consultation opportunities. The majority (63%) stated that they would be likely to, with 19% responding “very likely” and 44% responding that they would be “somewhat likely.” Less than one in ten (8%) stated that they would be likely to participate, but only on specific topics. See Figure 30, below.

**Figure 30**



## SUBSEGMENT FINDINGS

Respondent subgroups significantly more likely to **participate in future public consultation** were

- Those who felt that the quality of service provided by the Town has increased or decreased (70% to 71%) over the past 12 months versus those who felt that the quality of service has remained the same (63%);
- Those who were likely to make changes to lessen their environmental footprint (65%) versus those who were unlikely to make those changes (59%); and
- Those between the ages of 31 to 60 (64% to 68%) versus those 61 years or older (58%).

## 4.8 Respondent Profile

Table 9, below, demonstrates the demographic profile of the 2018 survey respondents

**Table 9**

Demographic Profile of Survey Respondents	
	Percent of Respondents (n=4,267)
<b>How long have you lived in the Town of Okotoks?</b>	
5 years or less	26
6 to 10 years	24
11 to 20 years	29
More than 20 years	20
<b>Which age group do you fit into?</b>	
18 to 30	4
31 to 45	31
46 to 60	34
61 or older	30
<b>Average number of people in your household that commute for work on a regular basis to:</b>	<b>Mean (n=3,826)*</b>
Calgary	0.82
Foothills (Black Diamond, Turner Valley, High River)	0.19
Other	0.14

**\*Excludes Don't know/Not stated responses**

## APPENDIX A: SURVEY INSTRUMENT



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# Town of Okotoks

## 2018 Community Household Survey

Online Authorization Code:

*Town of Okotoks Vision: In the year 2030, Okotoks is a leader in sustainability, driven by an involved, connected and creative community. Through visionary leadership, citizens are engaged in maintaining a safe, caring and vital community that honours our culture, heritage and environment.*

## Introduction

We would like an adult (over the age of 18) to answer this survey on behalf of your household.

**All responses are confidential.** Your input is important and will be used to assess the views of Okotoks' residents on issues that are important in maintaining and developing the kind of community you want to live, work and play in.

**If you prefer, you can access the survey online at ([www.banisterresearch.com/2018okotoks/](http://www.banisterresearch.com/2018okotoks/))** using the online authorization code above by **June 10, 2018**.

**Please Note:** The Freedom of Information and Protection of Privacy Act (FOIP) governs the information collected in this survey. Information collected will be used to determine community issues, concerns, and feedback on services provided by the Town of Okotoks. Banister Research will compile survey results and provide a report to Council that will be available to the public.

## Section I – Quality of Life

### 1. Overall, how would you rate the quality of life in Okotoks?

☐ Very Poor    ☐ Poor    ☐ Good    ☐ Very Good    ☐ Don't Know/Unsure

### 2. What 3 things make Okotoks a good place to live (limit characters)?

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

### 3. What 3 things would make Okotoks a better place to live (limit characters)?

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

### 4. Has your quality of life improved or declined in the last 3 years?

☐ Increased    ☐ Decreased    ☐ Remained the Same    ☐ Don't Know/Unsure

### 5. Overall, how would you rate safety in the community?

☐ Very Poor    ☐ Poor    ☐ Good    ☐ Very Good    ☐ Don't Know/Unsure



## Town of Okotoks 2018 Community Household Survey

### 6. What safety and crime issues are the greatest concern for you?

- ☐ Drugs in the community
  - ☐ Graffiti
  - ☐ Safety of pedestrians and cyclists
  - ☐ Speeding
  - ☐ Theft/burglary
  - ☐ Traffic safety
  - ☐ Vandalism
  - ☐ Other: Specify: \_\_\_\_\_
- 
- ☐ None/No safety concerns

### 7. The Town of Okotoks is committed to becoming the leader in environmental protection and preservation in Alberta. This will distinguish Okotoks and help to foster economic growth. How likely are you to make changes that would lessen your environmental footprint?

- ☐ Very Likely/  
Already doing this      ☐ Somewhat Likely      ☐ Somewhat  
Unlikely      ☐ Very  
Unlikely      ☐ Don't Know/  
Unsure

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## Section II – Overall Satisfaction

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### 8. Considering the interactions you have had over the past year with Town of Okotoks employees, please rate your levels of satisfaction in the following areas.

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/ Unsure	No Interaction
A) Helpfulness and courtesy of employees.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B) Knowledge about the services they provide.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C) Speed of response to inquiries & requests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 9. When you think about Okotoks Town Council, how satisfied are you with each of the following areas?

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/ Unsure
A) Overall performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B) Decisions made by Council.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C) Responsiveness of Council to town issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## Town of Okotoks 2018 Community Household Survey

### Section III – Satisfaction with Town Services & Facilities

10. Overall, how satisfied are you with the services provided by the Town of Okotoks?

☐ Very Satisfied    ☐ Satisfied    ☐ Dissatisfied    ☐ Very Dissatisfied    ☐ Don't Know/Unsure

11. Thinking back over the past 12 months, do you feel the quality of service provided by the Town of Okotoks has increased, decreased, or remained the same?

☐ Increased    ☐ Decreased    ☐ Remained the Same    ☐ Don't Know/Unsure

12. For each service listed, please indicate whether you felt that the quality of service increased, decreased, or did not change over the past 3 years:

Service	Change in Quality of Service in Past 3 Years			
	Increased	Decreased	No change	Do not know/ Cannot comment
a) Public Works (road maintenance & snow removal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Waste Services (curbside collection and Eco Centre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Parks and Pathways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Outdoor Recreation Facilities (ball diamonds, soccer fields, playgrounds)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Indoor Recreation Facilities (pools, arenas, gym, fitness centre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Cultural and Historical Services (art gallery, museum, performing arts centre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Community Programming (recreation & leisure learning)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Social Services (Family & Community Support Services and Family Resource Centre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Protective Services (RCMP, Fire, Municipal Enforcement)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Water and Sewer Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Public Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Community Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





## Town of Okotoks 2018 Community Household Survey

14. Winter 2017/18 had a record amount of snowfall. Some residents have indicated they would like to see more snow clearing in residential areas. To facilitate an increase in this service, how much would you be willing to pay on your taxes?

- ☐ \$0
- ☐ \$50+
- ☐ \$100+
- ☐ \$200+

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### Section IV - Budget

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15. Approximately 66% of your property tax bill goes to the Town to fund municipal services (the remainder is collected on behalf of schools, library and senior's housing). Considering this, how would you rate the value for tax dollar that you receive from the Town?

- ☐ Very Good    ☐ Good    ☐ Fair    ☐ Poor    ☐ Don't Know/Unsure

16. Thinking about the services provided by the Town of Okotoks, which of the following tax strategies do you support most over the next 5 years?

(Select only one.)

- ☐ **Enhance** the level of services, which may require a tax increase above inflation.
- ☐ **Maintain** the current level of services, which may require a tax increase to offset inflation.
- ☐ **Reduce** services to maintain current tax levels.
- ☐ **Reduce** services to reduce taxes.
- ☐ **Don't Know/Unsure.**

17. Obtaining a long-term water supply is currently The Town's top priority. If there is budget remaining, what do you think the next most important priority should be?

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## Town of Okotoks 2018 Community Household Survey

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### Section V – Communication

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**18. How satisfied are you with the quality of communication/notification that you receive from the Town of Okotoks?**

- ☐ Very Satisfied    ☐ Satisfied    ☐ Dissatisfied    ☐ Very Dissatisfied    ☐ Don't Know/Unsure

**19. Which methods listed below do you use as your major source(s) of information regarding the Town of Okotoks?** (Check all that apply based on frequency of access).

<input type="checkbox"/>	Western Wheel (Town Pages, news stories, ads)
<input type="checkbox"/>	Town publications (Community Guide, Culture Guide, brochures, posters, utility bill inserts, Community Report, etc.)
<input type="checkbox"/>	Eagle 100.9 radio
<input type="checkbox"/>	Virtual communication (i.e. Town website, social media, e-newsletters, etc.)
<input type="checkbox"/>	Other: Specify _____ _____

**20. The Town is committed to increasing public participation opportunities for the public to provide input on municipal decisions. How likely are you to participate when these opportunities arise?**

- ☐ Very Likely    ☐ Somewhat Likely    ☐ Somewhat Unlikely    ☐ Very Unlikely    ☐ Only on specific topics    ☐ Don't Know/Unsure



## Town of Okotoks 2018 Community Household Survey

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### Section VI – Information About You

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In order for us to better understand the different views and needs of citizens, this next set of questions will allow us to analyze the data into sub-groups. This provides insight about how to interpret results and take action on a specific issue. Please be assured that all of the information you provide here will be kept completely confidential.

#### 21. How long have you lived in Okotoks?

- ☐ 5 years or less      ☐ 6 to 10 years      ☐ 11 to 20 years      ☐ More than 20 years

#### 22. Which age group do you fit into?

- ☐ 18-30      ☐ 31-45      ☐ 46-60      ☐ 61 or older

#### 23. Indicate the number of people in your household that commute for work on a regular basis to:

- a) Calgary: \_\_\_\_\_ people  
b) Foothills (Black Diamond, Turner Valley, High River) : \_\_\_\_\_ people  
c) Other: \_\_\_\_\_ people

**Thank you for completing this survey.**

If this survey was not completed online, please drop off at the Town of Okotoks Municipal Centre (5 Elizabeth St.) (24hr drop-box available) or at the Okotoks Public Library (7 Riverside Dr.) **by June 10, 2018.**