

2025 COMMUNITY SURVEY PROPOSED QUESTIONS

Issue

The proposed 2025 Community Survey Questions are provided to Council for information.

Motion Proposed by Administration

That the 2025 Community Survey Proposed Questions be received as information.

Report, Analysis and Financial Implications

In 2021, Council passed a resolution directing Administration to use the Citizen Satisfaction Survey as a strategic planning tool, ensuring it informs both strategic and operational plans. Additionally, In September 2022 Council approved moving the survey to a four-year cycle, aligning with the final year of the election term, and synchronizing it with the municipal census to enhance response rates, improve service delivery insights, and reduce costs.

At the September 16, 2024 Governance and Priorities Committee meeting, Council recommended reallocating the 2025 municipal census budget to fund the 2025 municipal election, effectively postponing the next census to 2028. This decision was approved at the November 19, 2024 Budget Meeting.

Council is likely to note that the 2025 survey looks and feels different than surveys in the past. This is intentional as the Town moves towards priority-based budgeting. Questions from the 2022 Okotoks Citizen Satisfaction Survey that previously helped shape priorities are not included in this survey. Instead, they are now being collected through other community engagement initiatives; specifically:

- How safe residents feel will now be gathered through the annual Okotoks Public Safety Survey;
- Social Needs Assessment to Help Strengthen Community Well-Being is currently being conducted in the community;
- Economic Development questions were used to develop the Okotoks Business Survey.

The 2025 Community Survey will be facilitated by the third-party provider, Advanis, a highly reputable Canadian research firm specializing in municipal community engagement and survey administration. Their methodology follows industry best practices, delivering accurate and actionable insights that help local governments make unbiased and informed decisions. Advanis is currently reviewing the survey questions provided in this report and will be conducting tests to refine its timing, flow, and overall effectiveness.

The total cost for the 2025 Community Survey is approximately \$39,000. This amount has been allocated in the current budget and additional approval is not required. This includes survey design, programming, data collection from at least 500 respondents, and analysis. A postcard will be delivered to each household, inviting residents to complete the survey. Additionally, a random subset of Okotoks residents will be called by a live interviewer and invited to complete the online survey via a unique email or SMS link.

The survey results will be compiled into a final report, which includes a comprehensive analysis and municipal benchmarking, providing valuable insights for future planning. A formal presentation of the findings will be delivered to Council upon completion of the report.

Strategic Plan Goals

<input checked="" type="checkbox"/>	Responsibly Managed Growth	<input type="checkbox"/>	Demonstrated Environmental Leadership
<input type="checkbox"/>	Strong Local Economy	<input checked="" type="checkbox"/>	Enhanced Culture & Community Health
<input checked="" type="checkbox"/>	Organizational Excellence		

Equity/Diversity/Inclusivity Impacts and Strategy

The survey includes demographic questions to ensure representation across diverse community groups, including age, income levels, and employment status. This approach helps the Town assess whether services are equitably meeting the needs of all residents.

Environmental Impacts

n/a

Community Engagement Strategy

- The survey will be open to residents in April with more information available online via ShapeOurTown.okotoks.ca;
- A postcard will be sent out by Canada Post to all Okotoks postal addresses with a QR code that will provide access to the survey. More than one person per household may take the survey;
- A prize incentive (\$150 gift card) is recommended to encourage participation;
- Promotional efforts will include the Okotoks.ca website, radio and newspaper ads, social media campaigns, LED signs, etc.;
- Final survey results will be shared with Council and the public in May 2025.

Alternatives for Consideration

n/a

CAO Comments

This survey follows the direction of Council to realign the timing and will be a critical document for both Administration and Council. It will help inform the next Council in the creation of priority-based budgeting outcomes for the community and will form the basis of service level improvements for the organization. This is one of the most important surveys conducted by the Town and why Administration is aiming to achieve statistical significance with the results.

Attachment(s)

1. Town of Okotoks 2025 Community Survey DRAFT Questions
2. Town of Okotoks 2025 Budget Survey Final Report
3. Town of Okotoks 2022 Citizen Satisfaction Survey Final Report

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