



Public Safety SURVEY

March 2025



WHAT WE LEARNED



Background

Shaping our community's public safety priorities

The Public Safety Survey has been used historically to help the Royal Canadian Mounted Police (RCMP) determine their Annual Performance Plan (APP). The APP is a strategic blend of provincial and local priorities intended to reflect the public safety priorities in our community. In March 2024, the Public Safety Survey was updated to include a section for Okotoks Municipal Enforcement with questions relating to Town bylaws and enforcement. The inclusion of both Okotoks Municipal Enforcement and the RCMP helps to better capture the Town's overall safety concerns and policing needs.

2025 Public Safety Survey

The 2025 Public Safety Survey was an opportunity for Okotoks residents and business owners to provide their input on policing needs in our community, and the current state of safety in our Town.

Okotoks RCMP and Municipal Enforcement serve the Town of Okotoks as an integrated policing service. The RCMP is contracted to provide policing services and work alongside Municipal Enforcement, who administer community bylaws.

The survey has three sections including a section for people to provide their demographics and thoughts on general safety, a section with questions specific to the RCMP, and a section with questions specific to Municipal Enforcement.

Our Goal

To help inform Okotoks Municipal Enforcement and the RCMP's 2025 annual policing priorities.

2025

TIMELINE

FEB

18

TO

MAR

4

Seek input from residents and local business owners through online survey.

MAR

4

Public Safety Open House for community to connect with and provide feedback to members of the Okotoks RCMP and Municipal Enforcement.

APR

14

Present the 2025 Public Safety Survey What We Learned Report to Council.

Community Engagement

We are committed (through the Town’s Community Engagement Policy) to give the community an opportunity for input into decisions that will affect residents and businesses.

Who did we engage?

Okotoks residents and business owners, as well as our Citizen Panel consisting of individuals who voluntarily signed up to join this group of engaged citizens and want to be contacted for public consultation opportunities as they become available.

LEVEL OF COMMUNITY ENGAGEMENT

This project falls within the **CONSULT** level.



473

Resident and business owners provided feedback on the online survey.



55

Community members provided feedback at the Public Safety Open House.

**There was a slight increase in participation in the 2025 Public Safety Survey, up from 465 survey respondents in 2024 to 473 in 2025.*



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide balance and objective information in a timely manner.	To obtain feedback on analysis, issues, alternatives and decisions.	To work with public to make sure concerns and aspirations are considered and understood.	To partner with the public in each aspect of the decision-making.	To place final decision-making in the hands of the public.
PROMISE	"We will keep you informed."	"We will listen to and acknowledge your concerns."	"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made."	"We will look to you for advice and innovation and incorporate this in decisions as much as possible."	"We will implement what you decide."
	INPUT ZONE			ENGAGEMENT ZONE	

Overview & Highlights

A look at public safety in Okotoks

Here is what survey respondents told us about public safety and policing needs in Okotoks.



93%

Survey participants said they felt very safe (33%) or safe (60%) in 2024.



#1 & 2



Traffic safety remains a top priority in 2025 amongst survey participants. It ranks as the #1 priority for Municipal Enforcement and #2 for RCMP.



72%

Among respondents who interacted with Okotoks Municipal Enforcement and the RCMP, the majority reported satisfaction with the quality of service and responsiveness. 60% of respondents were satisfied with OME, and 72% of respondents were satisfied with the RCMP.



RCMP Highlights



Since 2020, there has been a dramatic decrease in % of respondents who reported being victims of property crime, down from 25% to 8%.



Crime reduction was a standout priority, with clear community support for elevating its importance.

Municipal Enforcement Highlights



#1



Traffic enforcement remains the top priority for Municipal Enforcement in 2025.



#2

Noise was a new ranking option in this year's survey, and was the second highest concern, followed by nuisance and unsightly premises.

Survey Demographics

Resident or Business Owner Demographics



94%

Survey participants identified as Okotoks Residents.



6%

Survey participants identified as Okotoks business owners

Age Demographics

	% of respondents
16 to 34 years	10%
35 to 44 years	28%
45 to 54 years	25%
55 to 64 years	20%
65 or older	16%
Prefer not to say	1%



83%

Of survey participants identified as adults (between ages 18 and 64). 16% of survey participants were seniors (65 and older), and 1% of survey participants were youth (17 and under).

Neighbourhood Demographics

	% of respondents
Cimarron areas	20%
Mountainview	20%
Crystalridge areas	13%
Other	12%
Drake Landing	7%
Westridge	6%
Sheep River areas	5%
Westmount areas	3%
D'Arcy	3%
Tower Hill	3%
Woodhaven	3%
Heritage Okotoks	2%
Downey Ridge	2%
Rosemont	2%



Top Neighbourhoods

The following three neighbourhoods were identified most commonly by survey respondents when asked where they live:

1. Cimarron (Cimarron Meadows, Cimarron Park, Cimarron Grove, Cimarron Vista, Cimarron Springs, Cimarron Estates).
2. Mountainview
3. Crystalridge (Crystal Green, Crystal Shores)

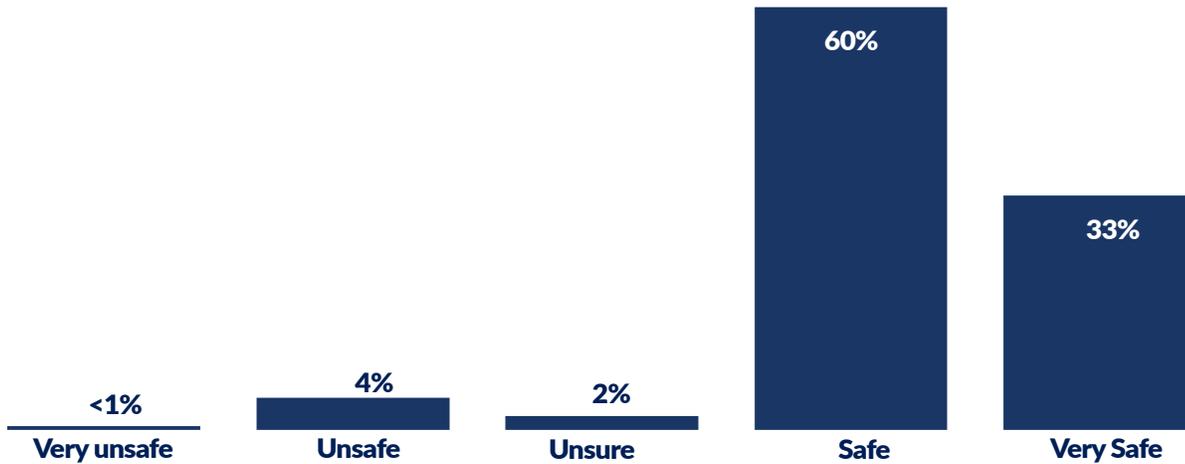
*Demographic categories with values of less than 2% are not included.

**For neighbourhood demographics, areas were combined to ensure a minimum sample size of 10.

***The age and neighbourhood categories provided to survey respondents were based on the categories provided in the Community Household Survey for consistency.

Neighbourhood Safety

Q5. How safe do you feel in Okotoks?



93%

Feel very safe (33%) or safe (60%) in Okotoks.

2024 Comparison

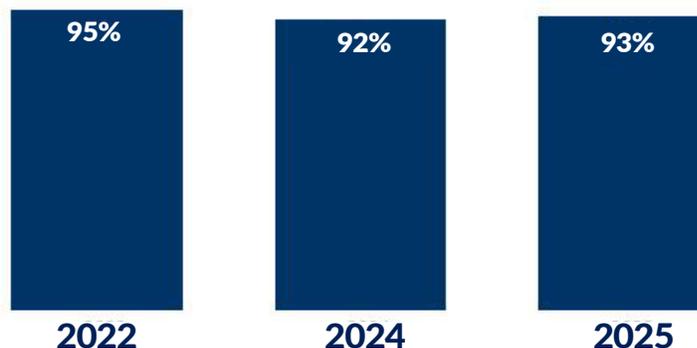
In our 2024 Public Safety Survey, 92% of survey respondents said they either felt very safe (37%) or safe (55%) in their neighbourhood.



Open House Comparisons

The data from the Public Safety Open House for the same question reinforces these results with all participants either responding that they felt very safe (32) or safe (22). None reported feeling unsafe, very unsafe, or unsure.

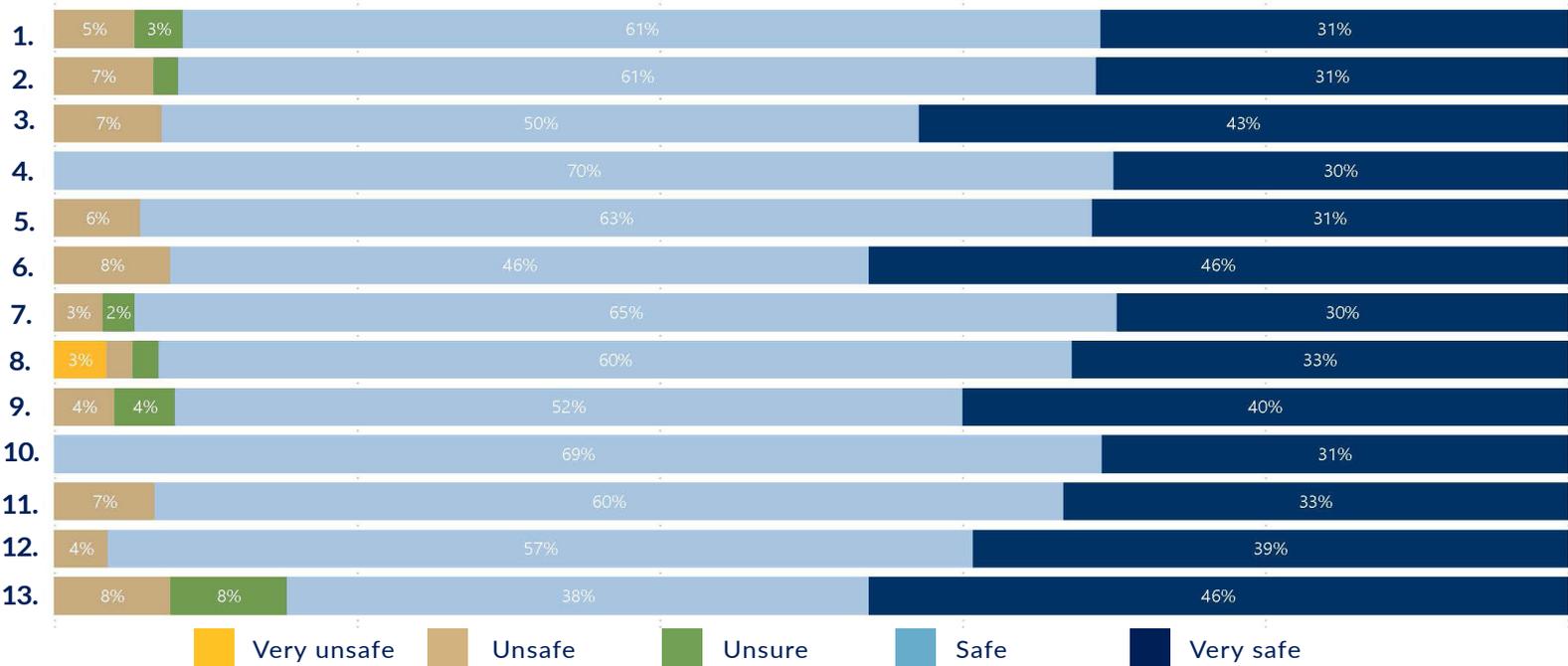
Percentage of Feeling of Safety by Survey Year



*There was no Public Safety Survey in 2023.

Neighbourhood Safety

Feelings of Safety in Okotoks by Neighbourhood



	# Respondents	Avg. safety score	Margin of error	CI lower	CI upper
1. Cimarron areas	94	4.17	0.15	4.02	4.32
2. Mountainview	94	4.21	0.13	4.08	4.34
3. Crystalridge areas	61	4.16	0.19	3.97	4.35
4. Other	58	4.17	0.22	3.96	4.39
5. Drake Landing	35	4.20	0.25	3.95	4.45
6. Westridge	28	4.32	0.25	4.07	4.57
7. Sheep River Areas	25	4.28	0.29	3.99	4.57
8. Westmount areas	15	4.20	0.39	3.81	4.59
9. D'Arcy	14	4.29	0.43	3.85	4.72
10. Heritage Okotoks	13	4.31	0.46	3.84	4.77
11. Tower Hill	13	4.31	0.26	4.05	4.57
12. Wood Haven	13	4.23	0.50	3.73	4.73
13. Downey Ridge	10	4.30	0.35	3.95	4.64



Top Safety Score by Neighbourhood

1. Westridge
2. Heritage Okotoks
3. Tower Hill
4. Downey Ridge
5. D'Arcy

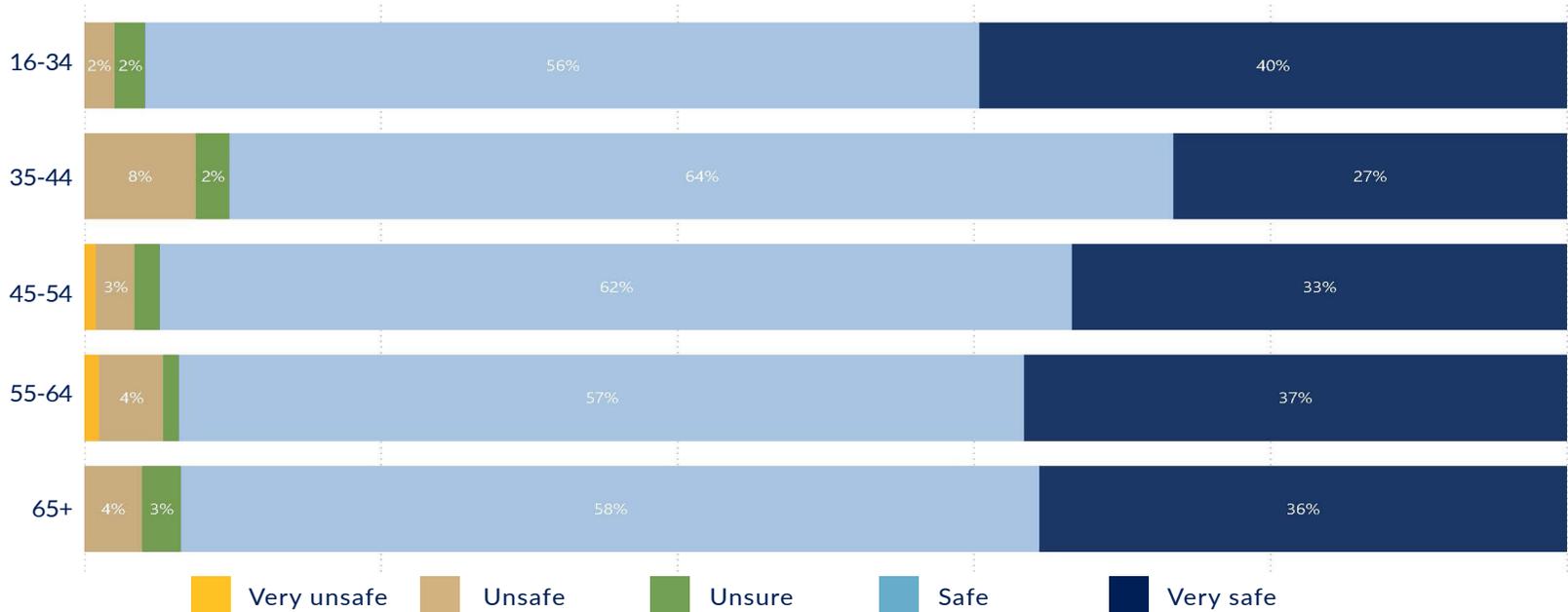
*CI = Confidence Interval. Confidence Interval used + 95%

**Higher margin of error is based on mean and sample size of neighbourhood area

***Safety score rating: 5 - very safe, 4 - safe, 3 - unsure, 2 - unsafe, 1 - very unsafe

Neighbourhood Safety

Feelings of Safety in Okotoks by Age



Ages 35 to 44

Was the age group of survey respondents who reported the highest percentage of feeling unsafe (8% unsafe, 2% very unsafe). The age group who reported the lowest percentage of feeling unsafe was ages 16 to 34 (2% unsafe, 2% very unsafe).

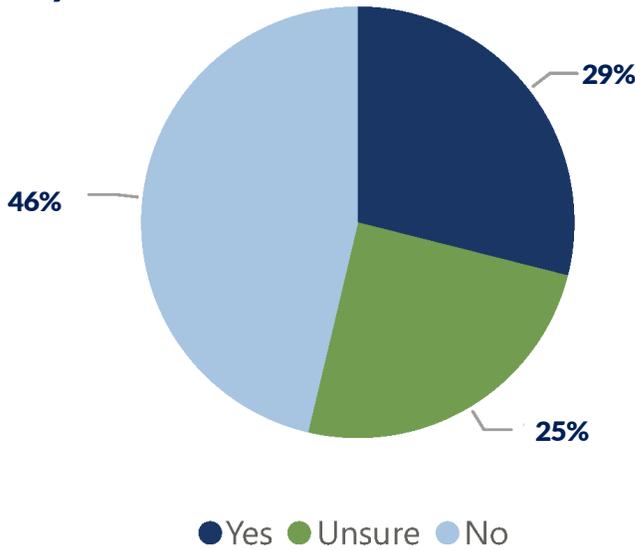
*Values of less than 2% not labeled

**Age groups are not proportional to each other

***Age groups have been combined to ensure a minimum sample size of 30

Public Safety Survey Participation

Q6. Did you participate in the 2024 Public Safety Survey?



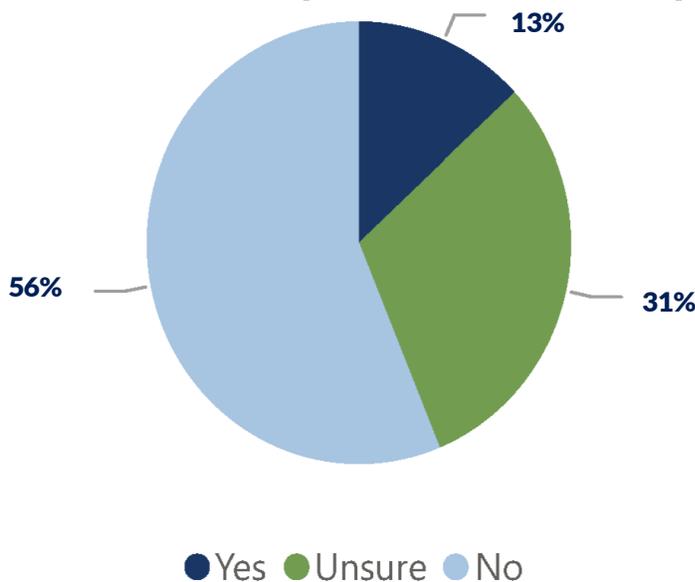
46%

Of survey respondents said they did not participate in the 2024 public safety survey.

13%

Of the 29% that did participate, only 13% reported an improvement in public safety since then.

Q7. Since the 2024 Public Safety Survey, have you noticed an improvement in public safety?



Open House Comparisons

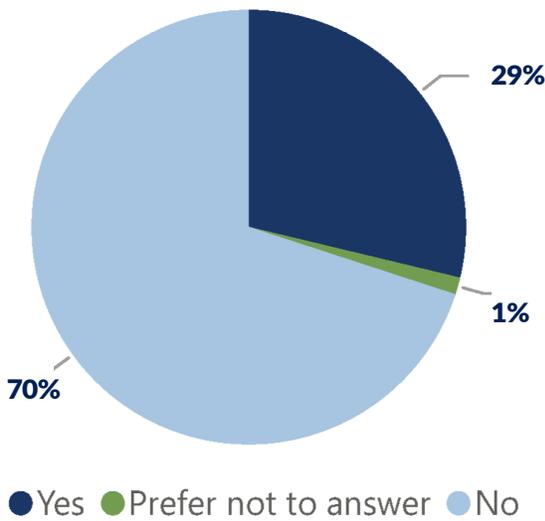
The data from the Public Safety Open House for question 6 reinforces these results. Out of 47 people who answered Q6, 37 did not take the survey. Question 7 saw slightly different results, with majority of people saying they were unsure if they noticed improvements.

*Question 7 was only available to survey respondents who answered yes to Question 6 'Did you participate in the 2024 Public Safety Survey?'

**Only 29% of survey participants said that they took the 2024 Public Safety Survey, so the audience for the 2025 Public Safety Survey is significantly different.

RCMP Interactions

Q8. Have you had any interactions with the Okotoks RCMP in the last 12 months?



Compared to 2024

2%

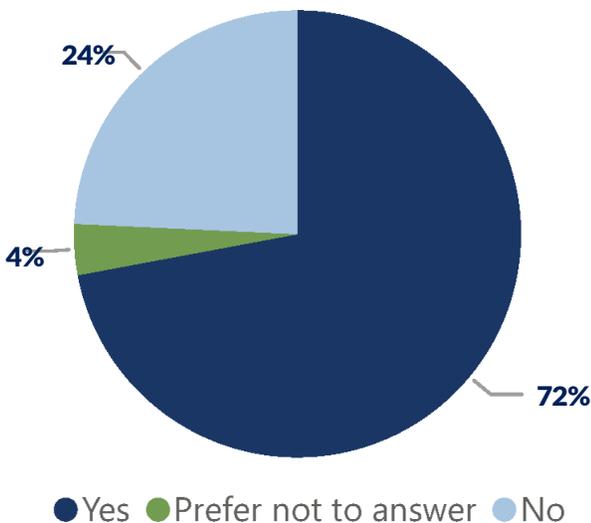
29% of survey participants said they interacted with Okotoks RCMP in 2025, compared to 31% in 2024.



72% Satisfaction

72% of survey respondents who interacted with Okotoks RCMP said they were satisfied with the responsiveness and quality of service.

Q9. During this interaction, were you satisfied with the responsiveness & quality of service?



Q 10. Top 3 reasons why respondents were unsatisfied with the RCMP:

1. Perceived lack of concern
2. Unprofessional conduct
3. Unresolved issue

*Question 10 was only available to survey respondents who answered 'Yes' to Question 8 'Have you had any interactions with the Okotoks RCMP in the last 12 months,' and 'No' to Question 9 'During this interaction, were you satisfied with the responsiveness and the quality of service provided by the Okotoks RCMP?'

**This is the first year we asked survey respondents why they were unsatisfied with the RCMP.

***A summary comparing RCMP and Municipal Enforcement interactions can be found on page 17.

Neighbourhood Concerns

Q11. Please rank the following concerns from the most important to the least important in your neighbourhood.

RCMP Community Priority Rankings by Survey Year

	2025	2024	2022	2021
Property Crime	 1	2	1	1
Traffic Safety	 2	1	2	3
Police Presence	 3	3	4	5
Persons Crime	 4	5	3	2
Illicit drug use/activity	 5	4	5	4

Legend

-  Increase in priority
-  Decrease in priority
-  No change in priority

2025 Top Concerns

1. Property crime
2. Traffic safety
3. Police presence

2024 Top Concerns

1. Traffic safety
2. Property crimes
3. Lack of police presence

2022 Top Concerns

1. Property crimes
2. Traffic safety
3. No concerns

*Each option's corresponding number represents its score, which is based on its ranked position multiplied by the response count and divided by the total number of contributions.

** There was no Public Safety Survey in 2023.

Neighbourhood Concerns

RCMP Community Priority Rankings by Neighbourhood

Area	No concerns	Illicit drug use/ activity	Persons crimes	Police presence	Property crime	Traffic safety
1.	1.90	3.31	3.76	4.13	5.37	5.43
2.	1.71	3.52	4.14	3.57	5.91	5.61
3.	1.50	3.08	4.83	4.17	5.17	6.00
4.	1.88	4.63	4.13	4.50	4.75	4.88
5.	1.80	3.63	3.69	4.00	5.57	5.51
6.	1.91	5.00	4.27	2.64	5.45	4.91
7.	1.30	2.55	3.19	3.76	5.68	5.89
8.	2.59	3.61	3.91	3.41	5.21	4.36
9.	2.28	2.83	3.28	4.11	4.17	4.67
10.	1.69	2.62	2.85	2.92	5.00	5.08
11.	2.40	2.93	3.67	3.27	5.27	5.00
12.	2.52	2.85	2.93	3.41	5.11	4.56
13.	2.42	2.33	3.08	3.50	4.42	4.75

*Higher values indicate a high score of concern for residents.



Neighbourhood Legend

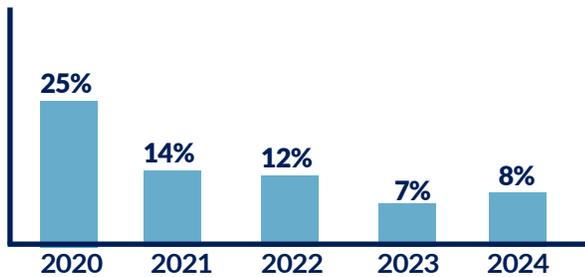
- | | |
|-----------------------|----------------------|
| 1. Cimarron areas | 8. Other |
| 2. Crystalridge areas | 9. Sheep River areas |
| 3. D'Arcy | 10. Tower Hill |
| 4. Downey Ridge | 11. Westmount areas |
| 5. Drake Landing | 12. Westridge |
| 6. Heritage Okotoks | 13. Woodhaven |
| 7. Mountainview | |

Property Crime

Q12. Were you a direct victim of property crime in Okotoks during 2024?



Respondents who were victims of property crime year over year



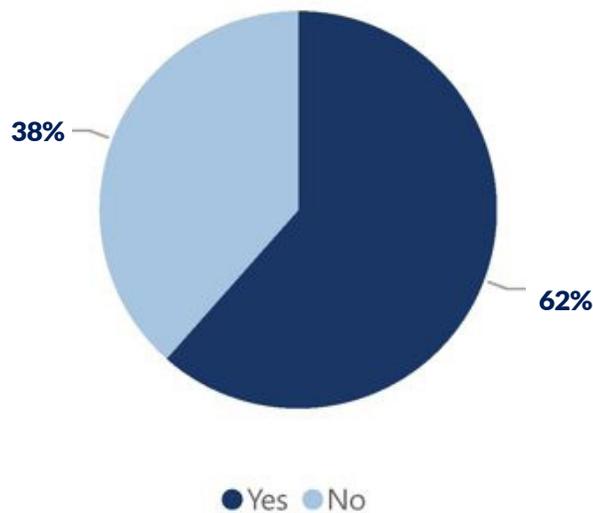
Year over Year Comparison

Respondents of property crime have dropped by more than half since 2020.



Property Crime Reporting

Q13. If you were a direct victim of property crime in 2024, did you report it to the RCMP?



**Question 13 was only available to survey respondents who answered 'Yes' to Question 12 'Were you a direct victim of property crime in Okotoks in 2024?'*



Q 14. Among respondents who chose not to report property crimes to the RCMP, the most frequently cited reasons were:

1. A belief that RCMP would not adequately respond to their concerns.
2. The perception that the incident was not significant enough to warrant reporting.

**Question 14 was only available to survey respondents who answered 'Yes' to Question 12 'Were you a direct victim of property crime in Okotoks in 2024?' and 'No' to Question 13 "Did you report this incident to the RCMP?"*

***This is the first year we have asked survey respondents why they did not report a property crime incident to the RCMP.*

Policing Priorities

Q15. Of the 2024 RCMP Policing Priorities, please list whether you feel these priorities are more important, remain the same or less important in 2025?

The 2024 priorities were Traffic Safety, Proactive Police Visibility and Crime Reduction.



● Remains the same ● More important ● Less important



Crime reduction was a standout priority, with clear community support for elevating its importance.



Thanks for your input! Survey participants help determine the Okotoks RCMP's 2025 policing priorities!

2024 Policing Priorities

1. Traffic Safety
2. Crime Reduction
3. Proactive police visibility

2023 Policing Priorities

1. Crime reduction
2. Proactive police visibility
3. Community involvement and communication

2022 Policing Priorities

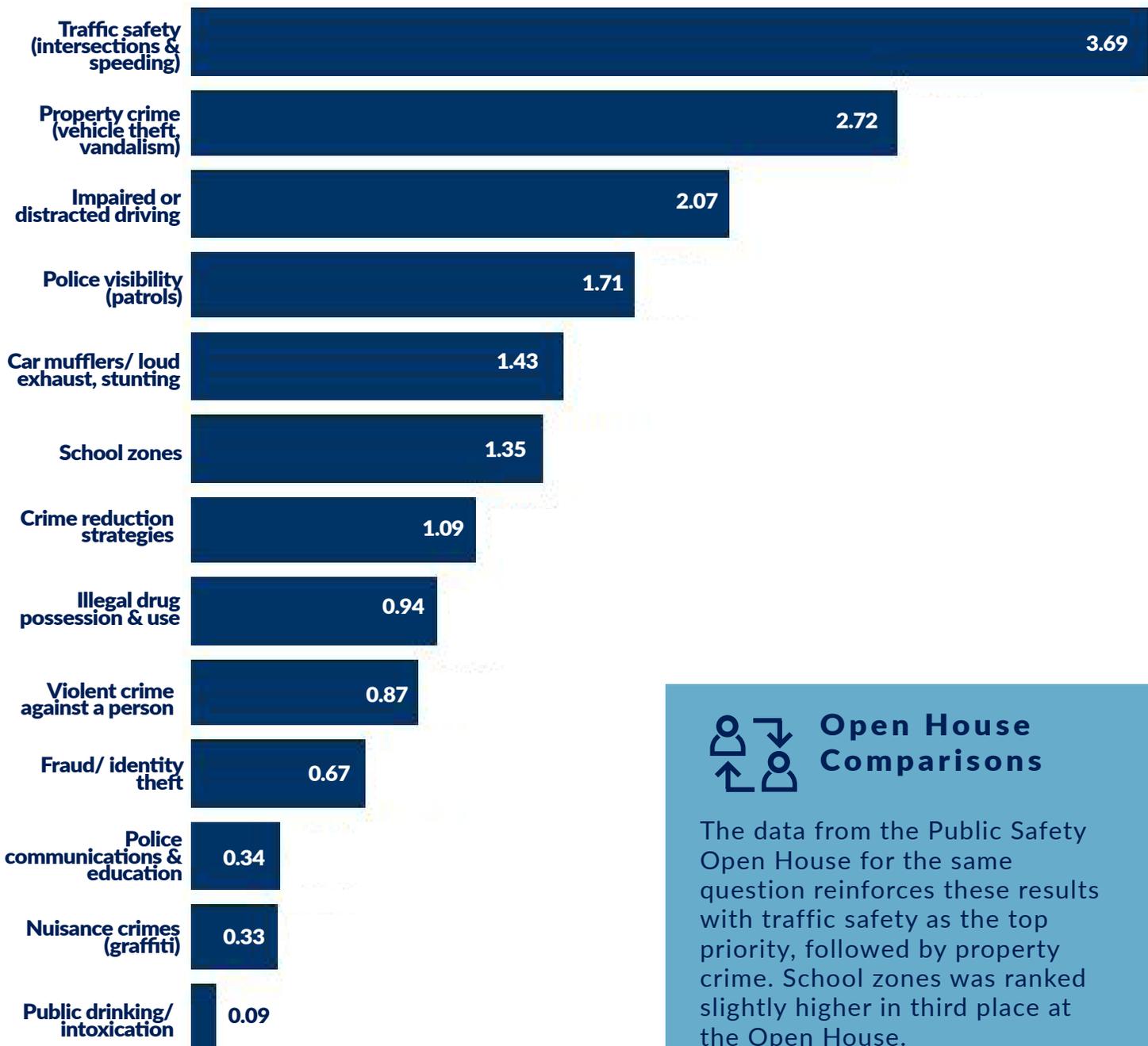
1. Crime reduction
2. Enhanced visibility
3. Enhanced public confidence and engagement

**In the 2024 Public Safety Survey, we asked respondents which of the 2023 Policing Priorities were still important (the 2023 RCMP Policing Priorities included Community Involvement and Communications, Crime Reduction, and Proactive Police Visibility (ranked in image 2, 2023 Policing Priorities). Based on additional feedback from the 2024 Public Safety Survey, the Okotoks RCMP determined their mandated priorities, which were amended to include traffic safety, followed by crime reduction and proactive police visibility.*

***There was no Public Safety Survey in 2023. The 2023 priorities were determined internally by the Okotoks RCMP.*

Prioritizing policing concerns

RCMP Public Safety Concerns for 2025 by Score



Open House Comparisons

The data from the Public Safety Open House for the same question reinforces these results with traffic safety as the top priority, followed by property crime. School zones was ranked slightly higher in third place at the Open House.

*Score is the product of each weight (inverse of rank) by the corresponding number of responses per position, summing those products for all ranks, and then dividing by the total response count.

Prioritizing policing concerns

RCMP Top Public Safety Concerns

	2025	2024
Traffic Safety	— 1	1
Property Crime	^ 2	3
Impaired or distracted driving	v 3	2
Police visibility	— 4	4
Car mufflers/loud exhaust, stunting	^ 5	9
School zones	— 6	6
Crime reduction strategies	v 7	5
Illegal drug possession and use	v 8	7
Violent crime against a person	v 9	8
Fraud/identity theft	* 10	
Police communications	— 11	11
Nuisance crimes	* 12	
Public drinking/intoxication	v 13	12

Legend

-  Increase in priority
-  Decrease in priority
-  No change in priority
-  New in ranking for survey year

2025 Top Priorities

1. Traffic safety
2. Property Crime
3. Impaired or distracted driving
4. Police visibility
5. Car mufflers/ loud exhaust

2024 Top Priorities

1. Traffic safety
2. Impaired or distracted driving
3. Property crime
4. Police visibility
5. Crime reduction strategies

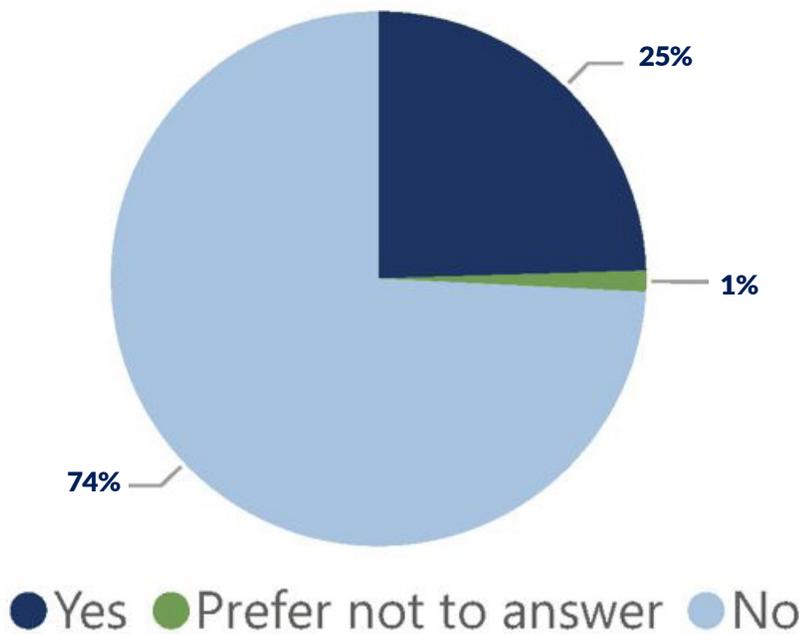
2022 Top Priorities

1. Property crime
2. Crime reduction strategies
3. School safety
4. Traffic safety/ intersections
5. Residential speeding

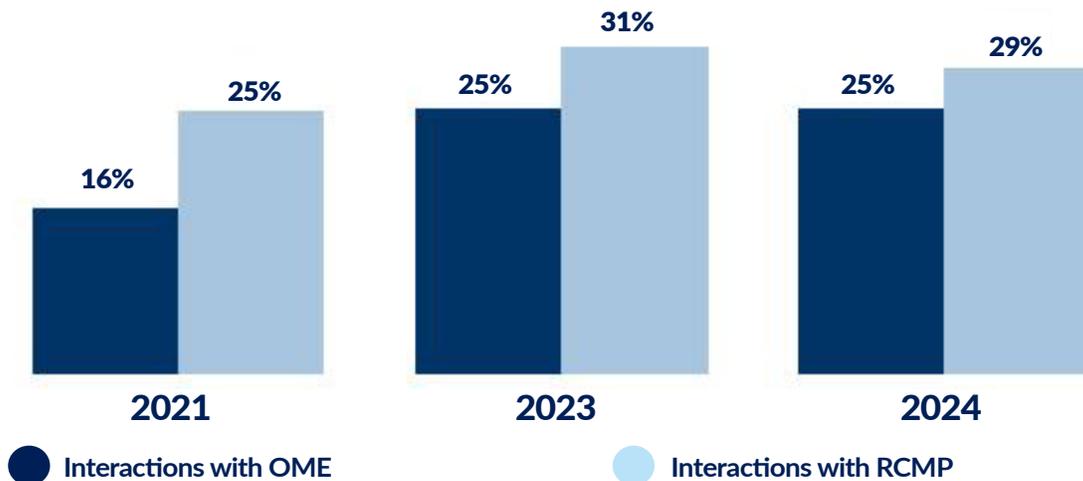
*There was no Public Safety Survey in 2023.

Municipal Enforcement Interactions

Q17. Have you had any interactions with Okotoks Municipal Enforcement in the last 12 months?



Percentage of Respondents Who've Had Interactions With Okotoks RCMP & Municipal Enforcement by Survey Year



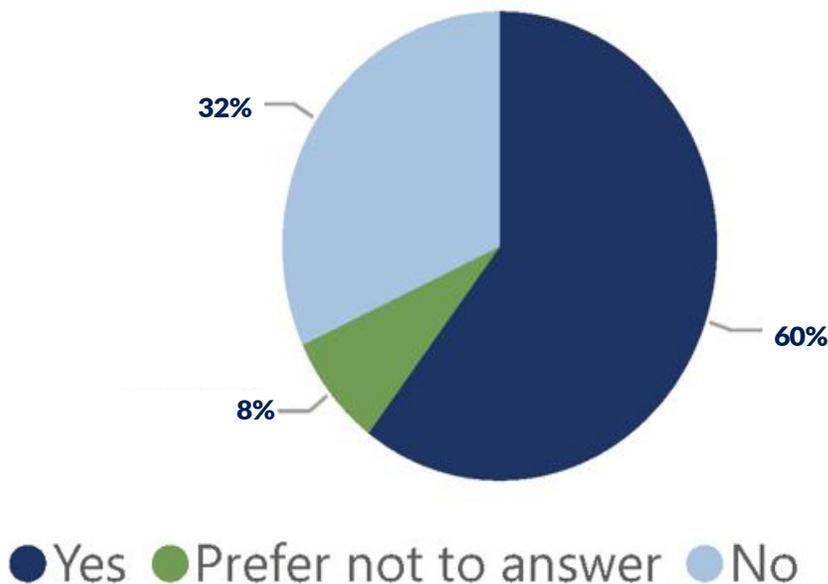
*There was no Public Safety Survey in 2023.

**Interactions with RCMP & Municipal Enforcement were collected in succeeding survey year.

***A summary of RCMP interactions can be found on page 10.

Municipal Enforcement Interactions

Q18. During this interaction, were you satisfied with Okotoks Municipal Enforcement's responsiveness?



11%

SATISFACTION INCREASE

60% of survey respondents who had an interaction with Okotoks Municipal Enforcement in 2024 said they were satisfied with the responsiveness. Only 49% of survey respondents who had an interaction with Municipal Enforcement in 2023 said they were satisfied with the interaction.

Top 3 reasons why respondents were unsatisfied with Municipal Enforcement:

1. Perceived lack of concern
2. Unresolved issue
3. Inconsistent service

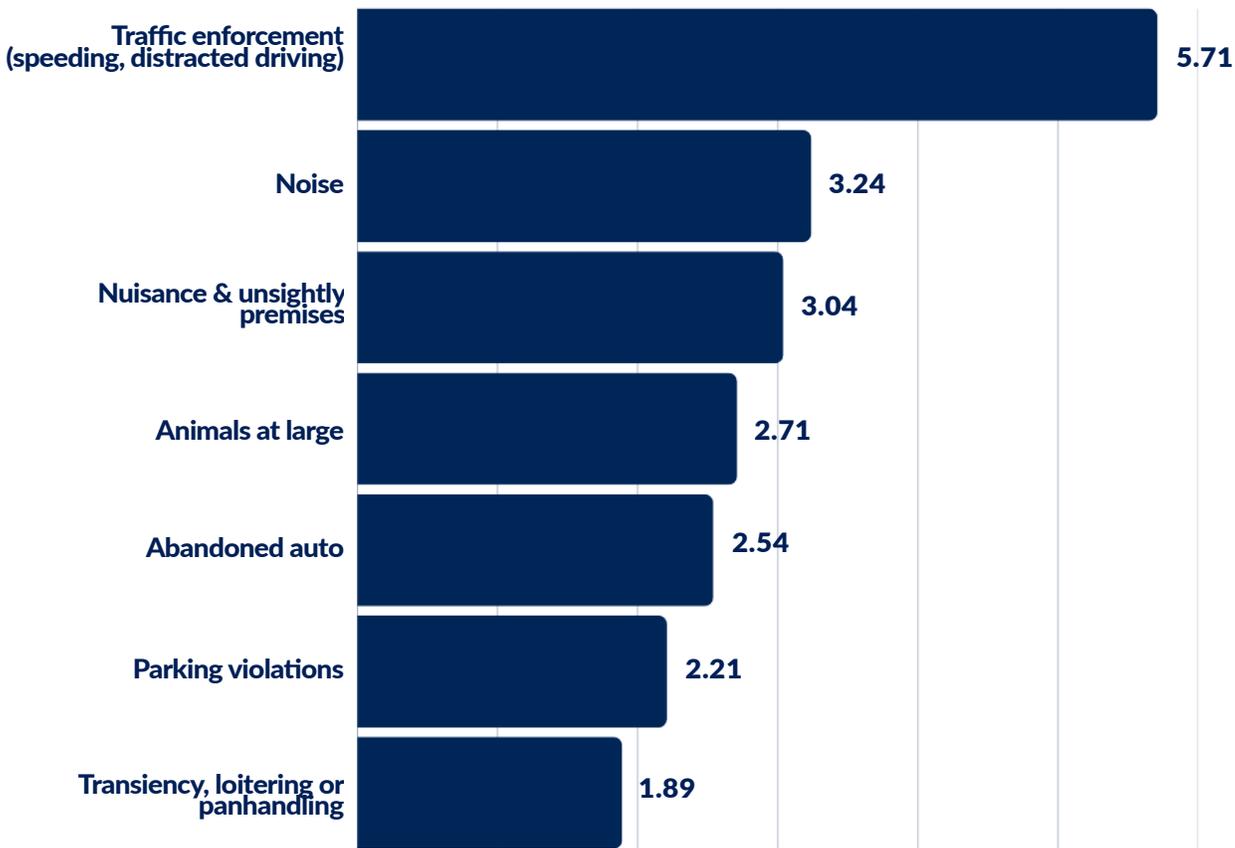
*Question 19 was only available to survey respondents who answered 'Yes' to Question 17 'Did you have an interaction with Okotoks Municipal Enforcement in 2024' and answered "No" to Question 18 "Were you satisfied with the responsiveness and quality of service from Okotoks Municipal Enforcement?"

**This is the first year we asked survey respondents why they were unsatisfied with the responsiveness and quality of service provided by Okotoks Municipal Enforcement.

*** There was no Public Safety Survey in 2023. 2023 satisfaction rates were collected as a part of the 2024 Public Safety Survey.

Bylaw Concerns

Q20. Please rank the following concerns from the most important to least important in your neighbourhood.



Open House Comparisons

The data from the Public Safety Open House for the same question reinforces these results with traffic enforcement as the top priority. Animals at large ranked higher at second place, followed by noise. Comments accompanied by votes for animals at large address deer in Town as an issue.

2025 Neighbourhood concerns

1. Traffic enforcement
2. Noise
3. Nuisance and unsightly premises
4. Parking violation
5. Animals at large

2024 Neighbourhood concerns

1. Traffic enforcement
2. Nuisance and unsightly premises
3. Parking violation
4. Animals at large
5. Abandoned auto

*Score is the product of each weight (inverse of rank) by the corresponding number of responses per position, summing those products for all ranks, and then dividing by the total response count.

Bylaw and Safety Violations

Top Municipal Enforcement Concerns by Rank in Survey Years

	2025	2024
Provincial traffic enforcement	— 1	1
Noise	* 2	
Bylaw enforcement (nuisance & unsightly premises)	∨ 3	2
Parking violation	∨ 4	3
Animals at large	∨ 5	4
Transiency, loitering, panhandling	* 6	
Abandoned auto	∨ 7	5

Legend

- ▲ Increase in priority
- ∨ Decrease in priority
- No change in priority
- * New in ranking for survey year



*2024 was the first year that Okotoks Municipal Enforcement was included in the Public Safety Survey.

Bylaw Concerns

Municipal
Enforcement

Bylaw concerns by neighbourhood

	Abandoned auto	Animals at large	Noise	Nuisance & unsightly premises	Parking violations	Traffic enforcement	Transiency, loitering or panhandling
1.	1.77	2.16	3.40	3.07	2.88	5.64	2.48
2.	1.75	2.75	3.91	3.07	2.74	5.75	2.04
3.	2.58	2.50	3.67	3.42	4.17	5.17	1.92
4.	0.25	3.50	3.75	3.75	0.63	6.13	1.88
5.	2.18	2.53	3.65	3.59	2.71	5.44	2.09
6.	2.45	3.09	3.82	1.64	2.18	4.36	2.18
7.	1.90	2.09	2.62	2.58	2.43	6.58	1.70
8.	1.85	2.49	2.98	3.36	2.70	5.32	2.57
9.	2.16	4.21	3.89	3.16	2.63	5.68	2.26
10.	2.33	2.83	3.67	2.58	3.00	5.92	3.42
11.	1.07	2.60	3.13	3.33	2.73	4.80	1.53
12.	2.18	2.93	2.32	3.71	3.43	5.29	2.36
13.	1.54	2.38	2.77	1.85	2.15	5.62	3.00

*Higher values indicate a high score of concern for residents.



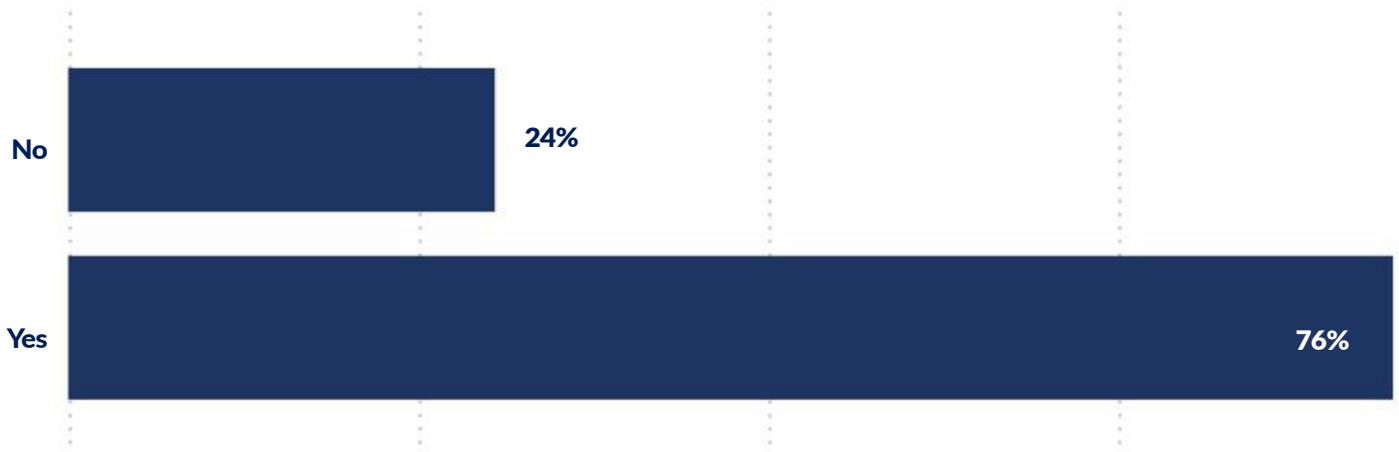
Neighbourhood Legend

- | | |
|-----------------------|----------------------|
| 1. Cimarron areas | 8. Other |
| 2. Crystalridge areas | 9. Sheep River areas |
| 3. D'Arcy | 10. Tower Hill |
| 4. Downey Ridge | 11. Westmount areas |
| 5. Drake Landing | 12. Westridge |
| 6. Heritage Okotoks | 13. Woodhaven |
| 7. Mountainview | |

*Each option's corresponding number represent its score, which is based on its ranked position multiplied by the response count and divided by the total number of contributions.

Bylaw and Safety Violations

Q21. Did you witness a safety or bylaw violation in Okotoks during 2024?

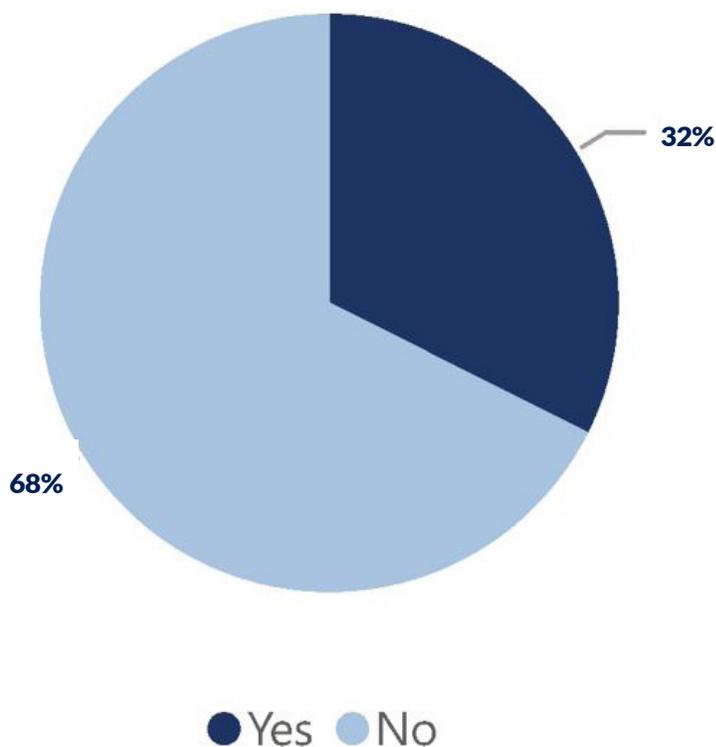


3 out of 4

Survey respondents witnessed a safety or bylaw violation in 2024.



Q22. If yes, did you report the incident to Okotoks Municipal Enforcement?



Bylaw Reporting

Out of the 76% of survey respondents who witnessed a safety or bylaw violation in 2024, only 1 in 3 reported it.

Q 23. Among respondents who witnessed a bylaw or safety concern, the top reasons for not reporting it are the following:

1. Not thinking the violation was important enough
2. Unsure about whether to involve Municipal Enforcement
3. Lack of confidence in enforcement

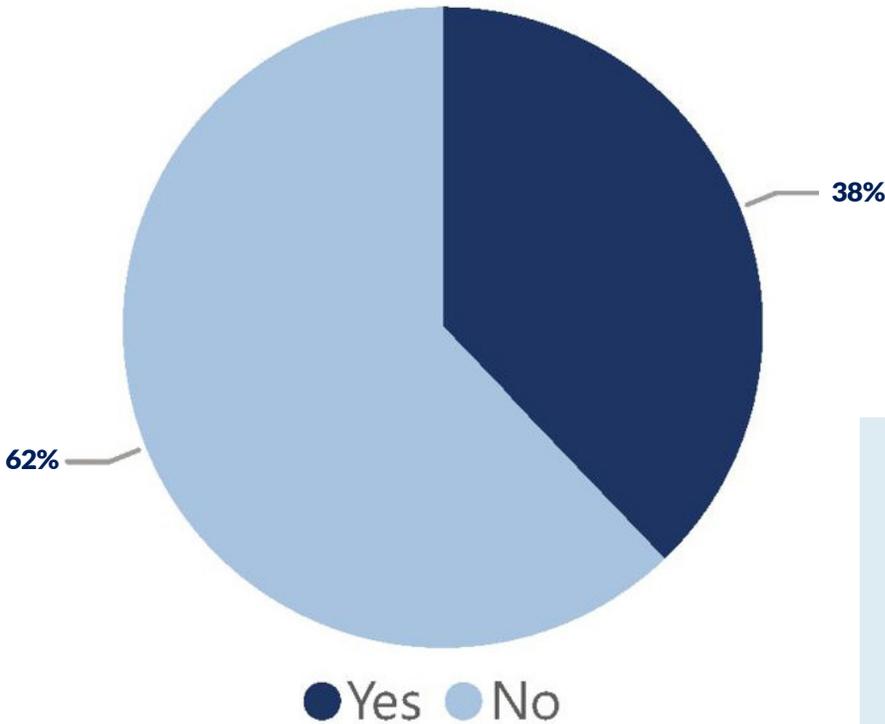
**Question 22 was only available to survey respondents who answered 'Yes' to Question 21 'Did you witness a bylaw or safety violation in 2024?'*

***Question 23 was only available to survey respondents who answered 'Yes' to Question 21 'Did you witness a bylaw or safety violation in 2024?' and 'No' to Question 22 'Did you report this incident to Okotoks Municipal Enforcement?'*

****This is the first year we have asked survey respondents why they did not report witnessing a bylaw or safety violation to Okotoks Municipal Enforcement.*

Traffic Enforcement

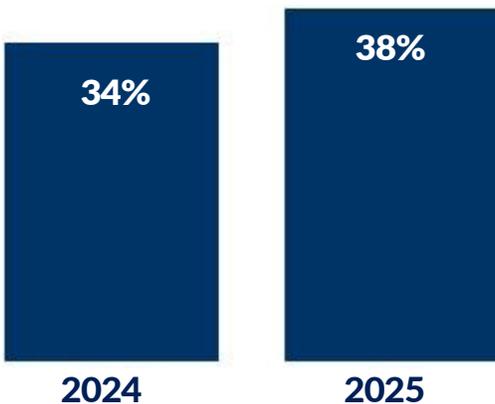
Q24. Do you believe there is adequate enforcement of traffic laws (e.g. speeding, reckless driving) in your neighbourhood?



4% INCREASE

38% of survey respondents believe there is adequate enforcement of traffic laws compared to 34% in the 2024 Public Safety Survey.

% of Respondents Who Feel There is Adequate Enforcement of Traffic Laws by Year



General Safety

Okotoks Top Safety Concerns

	2025	2024
Traffic safety	— 1	1
Property crime	^ 2	3
Impaired or distracted driving	v 3	2
Police visibility	— 4	4
Car mufflers/ loud exhaust/ stunting	^ 5	9
School zones	— 6	6
Crime reduction	v 7	5
Illegal drug possession and use	v 8	7
Violent crime against a person	v 9	8
Fraud/identity theft	* 10	
Police communications and education	— 11	11
Nuisance crimes	* 12	
Public drinking/intoxication	v 13	12

Legend

-  Increase in priority
-  Decrease in priority
-  No change in priority
-  New in ranking for survey year



Year over Year Comparison

- Car mufflers/loud exhaust and stunting has made the biggest jump in concerns amongst respondents, up from 9th place in the 2024 public survey to 5th place this year.
- Property crime has increased as a concern since the 2024 survey as well, up from 3rd place to 2nd place this year.
- Traffic safety remains the top concern amongst survey respondents in both the 2024 and 2025 surveys.

Next Steps

2025**Q2**

Present engagement findings to Council at the Regular Council Meeting on April 14.

2025**Q2**

Okotoks RCMP and Municipal Enforcement to use the findings from the Public Safety Survey to inform their policing priorities in 2025.

2024**Q3**

Okotoks RCMP and Municipal Enforcement to hold another in-person engagement opportunity to gather feedback on public safety from the community.

**Okotoks**