



2017 Resident Priorities Survey

Introduction

Hello, my name is _____. I am calling on behalf of Parkland County. I work for Banister Research, a professional market research firm that has been contracted to conduct a survey on behalf of the County to ask residents for their thoughts on long-term priorities and a long-term vision for the Community. Your household has been randomly selected to participate in this study. I would like to assure you that we are not selling or promoting anything and that all your responses will be kept completely anonymous. Your views are very important to the successful completion of this study.

A. For this study, I need to speak to the head of household who is 18 years of age or older. Is that person available?

1. Yes, speaking **Continue**
2. Yes, I'll get him/her **Repeat introduction and continue**
3. Not now **Arrange callback and record first name of selected respondent**

B. To ensure that we have proper geographic representation from across all of Parkland County could you please tell me your six-digit postal code?

1. _ _ _ _ _ _ **RECORD SIX DIGITS**
- F5. Don't Know

C. Just to confirm, are you a resident of Parkland County?

1. Yes
2. No → **Thank and Terminate**

IF NO: "Thank you for your time today, but we only need to speak with people who are residents of Parkland County"

D. Are you a resident of any of the following communities **[READ LIST]**

1. Yes to any → **Thank and Terminate**
2. No → **GO TO QE**
- F5. Don't Know → **Thank and Terminate**

- a) City of Spruce Grove
- b) Town of Stony Plain
- c) Villages of Wabamun or Village of Spring Lake
- d) Summer Villages of Betula Beach, Kapasiwin, Lakeview, Point Alison or Seba Beach

E. To ensure that we have proper geographic representation from across all of the Parkland County could you please tell me on which Range Road you live on or area you are closest to?

_____ **RECORD RANGE ROAD NUMBER**

1. East of Highway 770 and West of Edmonton
2. Between Highway 770 and 759
3. Between Pembina River and Highway 759
- F5. Don't Know

F. **RECORD GENDER: WATCH QUOTAS**

1. Male
2. Female

G. This interview will take a few minutes. Is this a convenient time for us to talk, or should we call you back?

1. Convenient time **CONTINUE**
2. Not convenient time **ARRANGE CALLBACK**

H. About how long have you lived in Parkland County? **[SOFT QUOTA TRACKING ONLY – Min 20% > 5 years]**

1. Less than six months → **GO TO QM**
2. More than six months; specify: _____ **RECORD NUMBER OF YEARS → GO TO Q1**

I. **[If less than six months]** Why did you move to Parkland County?

1. _____ **RECORD VERBATIM → Thank and Terminate**

Web Introduction

Banister Research & Consulting Inc. has been retained by Parkland County to survey residents on their thoughts on long-term priorities and a long-term vision for the Community. Results from the survey will be used to help develop a long-term strategic direction for the County and evaluate the progress of its current goals. The survey will take **approximately 12 to 15 minutes** to complete.

Your participation in the survey is entirely voluntary; you may withdraw your participation at any time. All information you provide will be kept in strictest confidence and will be used only for the purposes of Parkland County. All responses will be reported in aggregate. The Freedom of Information and Protection of Privacy Act s.33 © governs Alberta Advanced Education's collection of this information.

If you have any questions about the validity of this survey, or the collection or use of information, you may contact Sarah Mate at smate@parklandcounty.com.

If you have any **technical issues** while accessing the survey, please contact Banister Research at survey@banister.ab.ca or by phone at 780-451-4444.

I agree with the terms and conditions of data collection and data use, as detailed above [**MANDATORY**]

1. Yes
2. No [**TERMINATE**]

[**WEB ONLY**] Please try to answer all of the questions. However, if you do not have enough information or feel that you can't respond to a question, you may select "don't know" or skip it and continue to the next question. A variety of headings and scales appear throughout the questionnaire; read each question/statement carefully and select the response that **best** represents your point of view.

If you are a resident of Parkland County (i.e. you pay your property taxes to Parkland County) please select 'No' to move past this question.

A. Do you reside in any of the following communities: Betula Beach, Enoch Cree Nation, Paul First Nation, Seba Beach, Spring Lake, Spruce Grove, Stony Plain, or Wabamun? **Please note this refers to the physical location of your home, and not the mailing address (e.g. if you pick up your mail at a P.O. Box).**

1. Yes [**THANK AND TERMINATE**]
2. No

- B. Please review the map and confirm in which Division you reside or own property within. If you do not reside in a specific division, please select number 7. **[MANDATORY]**
1. Division 1
 2. Division 2
 3. Division 3
 4. Division 4
 5. Division 5
 6. Division 6
 7. I don't reside in any of these Divisions **[THANK AND TERMINATE: "Thank you for agreeing to participate in the survey, but we are only looking to survey residents of Parkland County"]**
- C. What community do you live in or closest to? **[SINGLE RESPONSE]**
1. Carvel
 2. Duffield
 3. Entwistle
 4. Fallis
 5. Gainford
 6. Keephills
 7. Tomahawk
 8. Parkland Village
 9. Town of Devon
 10. Town of Drayton Valley
 11. City of Spruce Grove
 12. Town of Stony Plain
 13. Village of Wabamun
 14. Other _____ (i.e. Spring Lake, Seba Beach, Lake Isle, etc.) **[RECORD VERBATIM]**
 - F5. Don't Know

PROGRAMMING NOTE: TRACK RESPONSES BY DIVISION

Section 1: Quality of Life

1) What are the three (3) things that make Parkland County a good place to live?

1. _____ [RECORD VERBATIM]

F5. Don't Know

2) And, what three (3) things would make Parkland County a better place to live?

1. _____ [RECORD VERBATIM]

F5. Don't Know

Section 2: Community Identity

3) What is the first thing that comes to mind when you think about Parkland County?

1. _____ [RECORD VERBATIM]

F5. Don't Know

4) Parkland County is considering a new community statement: *One Parkland: Powerfully Connected*. What does the term "One Parkland" mean to you?

1. _____ [RECORD VERBATIM]

F5. Don't Know

5) Using a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree," please indicate how much you agree with each statement.

1. Strongly disagree

2. ...

3. ...

4. ...

5. Strongly agree

F5. Don't Know

- a) Parkland County facilitates and supports community pride
- b) Parkland County facilitates and supports community engagement
- c) Parkland County demonstrates environmental responsibility
- d) Parkland County Council and staff are good stewards of tax dollars
- e) Parkland County operates in an open and transparent manner

6) In your opinion, is Parkland County one big community or is it made up of multiple communities with distinct identities

1. One big community

2. Multiple communities with distinct identities

F5. Don't Know

Section 3: Core Values & Priorities

7) Council and staff are committed to the following core values: **integrity, transparency, respect, and customer service**. How strongly do you agree or disagree with these?

1. Strongly disagree
2. ...
3. ...
4. ...
5. Strongly agree
- F5. Don't Know

- a) Integrity
- b) Transparency
- c) Respect
- d) Customer Service

8) Are there any other values you think are important for staff and elected officials to consider, outside of the 4 core values (integrity, transparency, respect, and customer service)?

1. _____ [RECORD VERBATIM]
2. No
- F5. Don't Know

9) Parkland County has 4 key themes that guide decision-making within their strategic plan, each of which includes a number of different areas of focus:

- Community and Quality of Life
- Economy
- Environment
- Leadership/Governance

For each of the following County areas of focus, please indicate how important it is to you, using a scale of 1 to 5, where 1 means "not at all important" and 5 means "very important."

1. Not at all important
2. ...
3. ...
4. ...
5. Very important
- F5. Don't Know

Community and Quality of Life

- a) Strengthening Parkland County's identity
- b) Developing a long-term plan for infrastructure and facilities
- c) Investing in Hamlets (i.e. Entwistle)
- d) Developing a long-term plan to support community groups

Economy

- e) Promoting Parkland County as a destination
- f) Bringing new businesses to Parkland County
- g) Supporting local business
- h) Strengthening agricultural business, including farms
- i) Supporting the longevity of non-renewable natural resource facilities (i.e. coal)
- j) Promoting a green economy

Environment

- k) Balancing industry with environmental responsibility
- l) Protecting the natural environment through conservation and sustainable practices
- m) Providing access to environmental programs for agricultural producers
- n) Protecting agricultural land through policies that support the producer
- o) Developing lake and watershed plans

Leadership/Governance

- p) Establishing Parkland County as being customer focused
- q) Ensuring effective resident input

10) Are there any areas of focus that you think are missing from this list?

- 1. _____ [RECORD VERBATIM]
- 2. No
- F5. Don't Know

Section 4: Coal-Fired Power Plants

Our next few questions are about the future of coal-fired power plants in Alberta and Parkland County.

As you may be aware, under the Government of Alberta's new Climate Leadership Plan and the recent Federal Government announcement, there will be no coal-fired electricity generation by 2030. Under this plan, all coal-fired plants will be shut down by 2030 and potentially replaced by other power generation, including renewables. In Parkland County, the plants that will be directly impacted by the Climate Leadership Plan include:

- Keephills 1
- Keephills 2
- Keephills 3

[PHONE: If respondent wants further information: <http://www.alberta.ca/climate-coal-electricity.aspx>]

<https://www.ec.gc.ca/default.asp?lang=en&n=FD9B0E51-1>

[WEB: For more information, please refer to <http://www.alberta.ca/climate-coal-electricity.aspx>]

11) Prior to completing this survey, were you aware of the Provincial and Federal plans to phase out coal-fired power plants by 2030?

1. Yes
2. No
- F5. Don't Know

12) Using a scale of 1 to 5, where 1 means "supportive of the plans" and 5 means "very concerned," how concerned are you about the Province's plans to eliminate coal-fired power plants?

1. Agree with the decision (not at all concerned)
2. ...
3. ...
4. ...
5. Very concerned
- F5. Don't Know

13) [ASK IF Q12=1-3/Concerned] Do you have any specific concerns about the Province's plans to eliminate coal-fired power plants?

1. _____ [RECORD VERBATIM]
2. No/none
- F5. Don't Know

Section 5: Customer Service

The next few sections focus on customer service and County communications with residents.

14) In the past 12 months, have you had any contact with Parkland County staff, including by phone, e-mail, online or in person?

1. Yes
2. No
- F5. Don't Know

15) [ASK IF Q15=Yes/1] When you last had contact with the County, was it by...?

1. Phone
2. E-mail
3. In-person
4. Website
5. Social media (i.e. Facebook)
- F5. Don't Know

16) [ASK IF Q15=Yes/1] Thinking about your last contact with Parkland County staff, how would you rate the service you received, overall?

6. Poor
7. Fair
8. Good
9. Very Good
10. Excellent
- F5. Don't Know

17) [ASK IF Q15=Yes/1] Thinking again of your most recent experience with Parkland County staff, please indicate whether or not you agree with each statement.

1. Yes, agree
2. No, do not agree
- F5. Don't Know/Not Applicable

- a) Staff provided a response within a reasonable time
- b) The staff were knowledgeable
- c) The staff were polite
- d) The staff were willing to take action or to follow through quickly
- e) You were able to complete your business in a single contact
- f) The staff were able to refer you to the correct person if they couldn't help you

18) [ASK IF Q18=1-2 ON ANY] How could Parkland County staff improve the customer service experience?

1. _____ [RECORD VERBATIM]
- F5. Don't Know

Section 6: Communications

19) For each of the following, please indicate whether or not you refer to it when you need to get information on Parkland County programs, services and initiatives.

1. Yes
2. No
- F5. Don't Know

- a) Stony Plain Reporter
- b) Spruce Grove Examiner
- c) Attending or watching Council meetings
- d) Parkland County website (<https://www.parklandcounty.com>)
- e) Parkland County social media accounts (e.g., Twitter, Facebook)
- f) Word-of-mouth
- g) E-mails from the Parkland County
- h) Quarterly Newsletter (Parkland Communicator)
- i) Roadside Signage

20) Are there any other sources of information or methods for communication that would be effective, in terms of informing you about County programs, services and initiatives?

1. Other; **specify:** _____ **[RECORD VERBATIM]**
2. No/None
- F5. Don't Know

Section 7: Public Engagement

21) Have you participated in any public engagement opportunities provided by Parkland County in the past 12 months?

1. Yes
2. No
- F5. Don't Know

22) **[ASK IF Q22=1/Yes]** How satisfied were you with the public engagement opportunities you participated in?

1. Very dissatisfied
2. ...
3. ...
4. ...
5. Very satisfied
- F5. Don't Know

23) **[ASK IF Q23=1-3/Dissatisfied]** Why did you provide that response?

1. _____ **[RECORD VERBATIM]**
- F5. Don't Know

Section 8: Issue Identification

24) Going forward, what do you think are the biggest issues facing Parkland County?

1. _____ [RECORD VERBATIM]

F5. Don't Know

25) If you were a Parkland County Councillor for one day, what is the single biggest priority you would address?

1. _____ [RECORD VERBATIM]

F5. Don't Know

Section 9: Final Comments

26) Do you have anything else you would like to add regarding the topics in this survey?

1. _____ [RECORD VERBATIM]

2. No additional comments

F5. Don't Know

Section 10: Demographics

The last few questions will help us group your answers with those of other residents of Parkland County.

27) Into which of the following age groups do you fall?

1. 18 to 24

2. 25 to 34

3. 35 to 44

4. 45 to 54

5. 55 to 64

6. 65 or over

F5. Don't Know/Refused

28) What is your employment status:

1. Full-time (excluding self-employment)
2. Part-time (excluding self-employment)
3. Self-employed
4. Retired
5. Student
6. Homemaker
7. Other

29) What best describes the industry in which you work?

30) Do you have any of the following in your home?

1. Yes
 2. No
 - F5. Don't Know/Refused
-
- a) Children ages 17 or younger
 - b) Seniors ages 65 or older

Section 11: Panel Recruitment

31) Are you interested in participating in future surveys or research opportunities for Parkland County?

1. Yes
2. No

32) [IF 'YES':] Thank you for your interest – please confirm your full name, e-mail address, and telephone number so we can reach you when other research opportunities come up:

First name: _____ [RESPONSE REQUIRED]

E-mail address: _____ [RESPONSE REQUIRED]

Telephone Number: _____ [RESPONSE REQUIRED]

33) May I confirm that we have your permission to collect and release your contact information to Parkland County for future research opportunities? Please be assured that only your contact information will be released to Parkland County, and your personal information will **NOT** be linked to your survey responses today.

Do you agree to be contacted future public engagement opportunities? [RESPONSE REQUIRED]

1. Yes
2. No

That concludes the survey. We thank you very much for your participation in our research.