

Topic: Parkland County Resident Priorities Survey

#### Introduction:

***Parkland County Council directed administration to conduct a resident survey in the 2015 strategic plan. Funding for this survey is included in the 2016 budget. The RFP Deliverables for this survey is included for presentation to Committee of the Whole.***

#### Background Information:

Parkland County is facing a unique, but challenging economic environment. The Climate Leadership Plan, released in 2015 by the Government of Alberta, outlined the province's plan to phase out all pollution created by burning coal and to transition to more renewable energy and natural gas generation by 2030. This has further emphasized the need for Parkland County to focus on one of its key strategic priorities of economic diversification, as Parkland County's current economic base is largely made up of coal-related industry.

Parkland County is currently working toward setting a long-term strategic vision for the community. The County wants to ensure the priorities it is developing are in line with the future vision, perceived opportunities, and potential challenges, as understood by its residents. In addition, the County wants to ensure it understands the priorities that matter to its residents. This will allow the County's long-term strategic plan, which will focus on Parkland County 2030, to be more comprehensive, more diverse, and better focused on resident's priorities.

This survey and the research it will provide are crucial for generating important insights related to the long-term strategic direction of the County and for evaluating progress related to its current goals. Survey results can also serve as a benchmark for future surveys. Additionally, it is important that the successful consultant understand Parkland County's history, demographics, and economic drivers.

#### Summary:

***The Resident Priorities survey will begin in November, 2016 and will be completed by the end of the first quarter in 2017.***

#### ***Project timeline:***

***Project start meeting with consultant: November 9, 2016***

***Questions to Committee of the Whole for input: December 6, 2016***

***Survey dates: January 16 – 31, 2017***

***Report to administration: February 28, 2017***

**AUTHOR: Sarah Mate**

Department: Communications Services

Date written: September 21, 2016