

Priorities Committee Meeting_Sep18_2018

STRATEGIC INITIATIVE AND UPDATE**Strathcona County Online Opinion Panel (SCOOP) launch****Report Purpose**

To inform Council about the County's new online opinion panel called SCOOP that is being launched today.

Our Prioritized Strategic Goals

Goal 7 - Provide opportunities for public engagement and communication

Report

SCOOP is an exciting new survey platform Strathcona County is launching to increase our profile with residents, create a sense of community among panel members and provide information with which Council and Administration can make informed, or evidence-based decisions.

Strathcona County employs public engagement to inform the community and its decisions. Surveys are one means by which we gather the opinions of residents on a variety of topics. Use of an online research panel, comprised of a group of self-selected community members, will enhance these efforts, improving both the quality and frequency of resident input impacting County decisions.

Other Impacts

Policy: Supports the County's Public Engagement Policy GOV-002-025

Legislative/Legal: Supports the County's Public Engagement policy GOV-002-025

Interdepartmental: Expected to enhance the efforts of all departments' public engagement efforts, including surveys for staff

Master Plan/Framework: N/A

Communication Plan

A comprehensive communication plan has been developed including a video explaining how SCOOP works, flyers, posters, e-newsletters, social and digital media, etc. Steps are being taken to explain how SCOOP is different than other survey tools and to encourage community members to become panelists.

Enclosure(s)

- 1 SCOOP launch presentation