

# Introducing SCOOP

Strathcona County Online Opinion Panel

# Video

# SCOOP

## Strathcona County Online Opinion Panel

- An opt-in, online community of engaged citizens
- Being launched today to:
  - enhance public engagement
  - facilitate more frequent and targeted data collection
  - support evidence-based decisions

# How does SCOOP work?

- Panelists fill out a demographic profile
- Through online surveys, polls and discussions, Strathcona County residents, business owners and people who work in the County will be asked to share their thoughts on topics such as:
  - Strathcona County initiatives
  - neighbourhood development
  - social programs
  - the environment

# Advantages

- Profile data enables Strathcona County to direct surveys to the most relevant panelists (e.g., parents of preschoolers or transit users), resulting in higher response rates and more relevant data
- Facilitates regular input through an interested and engaged community of citizens
- Provides a mechanism for sharing survey results and follow-up actions more quickly with members

# Next steps

- Working to grow SCOOP community—aim to have it representative of Strathcona County's population
- In the interim, will be using SCOOP alongside more traditional methods to gather data
- The first survey goes out on Monday, September 24
- Tell your friends to join by clicking on [www.strathcona.ca/scoop](http://www.strathcona.ca/scoop)