

Priorities Committee Meeting_Jan29_2019

STRATEGIC INITIATIVE AND UPDATE

Strathcona County Online Opinion Panel update

Report Purpose

To provide Priorities Committee with an update on the Strathcona County Online Opinion Panel (SCOOP)

Our Prioritized Strategic Goals

Goal 1 - Build strong communities to support the diverse needs of residents

Goal 7 - Provide opportunities for public engagement and communication

Report

The Strathcona County Online Opinion Panel (SCOOP) was successfully launched on September 18, 2018 to increase the County's 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.

This presentation will provide an update on SCOOP's progress since its launch, the current status of the panel and what is planned for the future with respect to communication and sustainment.

Council and Committee History

September 18, 2018 – Strathcona County Online Opinion Panel launch presentation to Priorities Committee

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 was developed for both the launch and for recruiting members on an ongoing basis.

Enclosure

- 1 Strathcona County Online Opinion Panel (SCOOP) update