

# SCOOP Update

Strathcona County Online Opinion Panel

# How does SCOOP work?

- Panellists:
  - can be residents, work or own businesses in the County
  - fill out a demographic profile, before responding to surveys and polls
- To date, panellists have shared their thoughts online regarding topics such as:
  - County communication about winter maintenance
  - census participation
  - Transit Master Plan recommendations
  - annual public satisfaction survey

# SCOOP by the numbers

- As of January 14, 2019 we have:
  - 910 panellists
  - 20 completed surveys
  - 3,179 survey responses
  - 5,568 poll responses
  - 654 mixed topic responses (two surveys)
- Several surveys had a 50 per cent response rate!
- First targeted demographic survey completed for Range Roads 231/232:
  - 87 surveys sent
  - 30 responded (34 per cent response rate)

# Panellists by the numbers

Location	Age	Gender
699 (76.8%) live in Sherwood Park	134 (14.7%) are 15 to 34	301 (33.1%) are males
159 (17.5%) live in rural Strathcona	229 (25.2%) are 35 to 44	585 (64.3%) are females
52 (5.7%) live outside of Strathcona County	191 (21%) are 45 to 54	3 (0.3%) self identify
	175 (19.2%) are 55 to 64	21 (2.3%) preferred not to answer
	167 (18.3%) are 65 or older	
	13 (1.4%) preferred not to answer	

# Advantages of SCOOP

- Allows us to direct questions to panellists affected by a particular issue
- Supports iterative surveys (drill down based on previous answers)
- Facilitates reminding panellists who haven't completed a certain survey before the closing date
- Provides panellists with timely results of surveys and any resulting County actions

# Panellists' thoughts about SCOOP

- About nine out of 10 panellists surveyed joined in September (65 per cent) and October (24 per cent).
- 76 per cent of panellists surveyed felt they are more **informed** about the County as a result of completing SCOOP surveys.
- 60 per cent of panellists surveyed said they felt more **involved** with what is going on in the County as a result of completing SCOOP surveys.

# How is SCOOP working for you so far?

## **SCOOP is working well**

Love the system overall / It's working pretty good /  
Quick and easy / SCOOP is a great idea  
(29 mentions)

## **SCOOP gives residents a voice**

I like being involved / I feel like I have a voice /  
It's great to provide feedback to help shape our direction /  
It's great to participate  
(24 mentions)

# How is SCOOP working for you so far?

## **SCOOP helps residents with keeping informed**

It's allowing our family to be aware of what is happening /  
SCOOP is improving my knowledge of County services /  
Made me aware of opportunities I've missed

(19 mentions)

## **Greater need for sharing of the results**

I like to know the survey results / More sharing of the results /  
I want to be aware of what is being done with my feedback

(6 mentions)



# Next steps

- Working to grow SCOOP community and to have it represent Strathcona County's population:
  - Efforts under way to recruit more men, rural residents, as well as people under the age of 34 and over the age of 75
- Rolling out more profile surveys to enable departments to connect with their target audiences
- Participating in the Sherwood Park and District Chamber of Commerce trade fair and sale in April for in-person recruitment
- Working on improved processes for reporting results of SCOOP surveys

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