

Priorities Committee Meeting_Oct22_2019

REPORT FOR INFORMATION**Strathcona County Online Opinion Panel update October 2019****Report Purpose**

To provide Priorities Committee with a one-year report 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.

SCOOP's progress in the last year as been significant. As of October 1, 2019, 1,483 SCOOP panellists have completed the profile survey. We are half way to our projected goal of 3,000 panellists. Additionally, panellists were invited to complete 51 surveys since SCOOP's inception, which resulted in 8,861 responses. There were another eight mixed topic surveys that resulted in 2,969 responses.

In September 2019, SCOOP members were asked to complete a survey about their experiences as panellists. There were 315 responses. Most respondents (72.1%) have been part of the panel for nine months or longer.

- 76% of the panellists agreed or strongly agreed that they felt more informed with what is going on with the County.
- 63% of the panellists agreed or strongly agreed that they felt more involved with what is going on with the County.
- 50% of the panellists agreed or strongly agreed that their voices were being heard as a result of participating in SCOOP.
- 87% felt that the topics covered in SCOOP were important to the community.

The final question invited respondents to provide feedback about SCOOP and to indicate any suggestions or improvements. Comments ranged from wanting more open-ended questions and knowing the actions the County takes as a result of the panellists' input, to expressing appreciation for the opportunity to provide input and that the tool is easy to use.

In 2020, we plan to launch a discussion board feature, which will provide panellists with the opportunity to engage online in real time regarding questions the County poses. This feature will allow for thoughtful, in-depth reflection from panellists.

Council and Committee History

January 29, 2019

Strathcona County Online Opinion Panel update presentation to
Priorities Committee

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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: N/A

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

Master Plan/Framework: N/A

Communication Plan

There is a comprehensive communication plan in place for recruiting new members on an ongoing basis, especially for those demographics currently underrepresented: men, rural residents, people under the age of 34 and over the age of 75.