



Strathcona County 2019 Diversity & Inclusion Survey Results

Report prepared by Phil Kreisel, Ph.D.
Communications

November 2019



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I. Introduction and Purpose of the Study

In October 2019, Strathcona County conducted a survey to see how diverse and inclusive Strathcona County is perceived to be by both residents and visitors. This is a topic that goes beyond the geographic borders of Strathcona County, though it is something that needs to be part of an ongoing conversation among residents and government officials alike. This is a topic area that will be revisited in future surveys.

An original questionnaire was created specifically for this survey and consisted of a combination of open-ended and close-ended questions designed to obtain perceptions on the subject. A copy of the questionnaire is in Appendix A.

The data for this survey was collected online through two platforms used by Strathcona County. The first was the online panel (SCOOP), which is comprised of over 1500 residents and others who live outside the County but work somewhere in Strathcona County. The second method was a general online survey aimed at residents who were not yet members of SCOOP and gathered online with Survey Gizmo. Both online surveys ran between October 7 and October 19, 2019, during which 464 people took part in the survey.¹ The sample for the survey provided overall results accurate to within $\pm 4.5\%$, 19 times out of 20.² The data was analyzed by Strathcona County's Communications using SPSS for Windows.

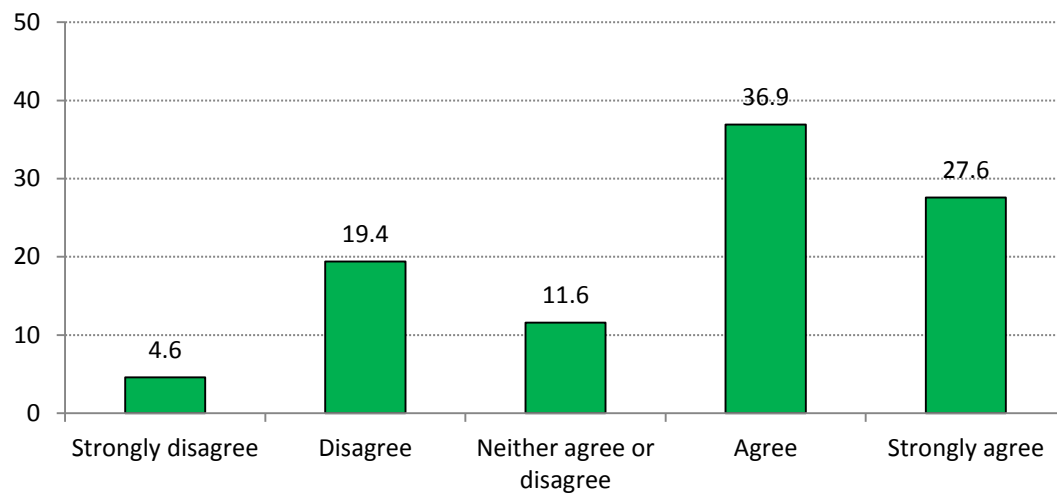
II. RESULTS

Respondents were asked to indicate **the extent to which they agreed** that people who were in some ways different from the majority (e.g. look, feel and/or think differently) have equal opportunities to thrive in Strathcona County. The results, as shown in Figure 1, show that the majority of respondents (65.5%) agree that those who may be different from the majority still have equal opportunities to thrive in Strathcona County. There are others, however, who disagree with this (24%), while 11.6% are in the middle on this statement.

¹ It should be noted that for open-ended questions, many respondents chose not to provide insight, even though everyone had an opportunity to do so.

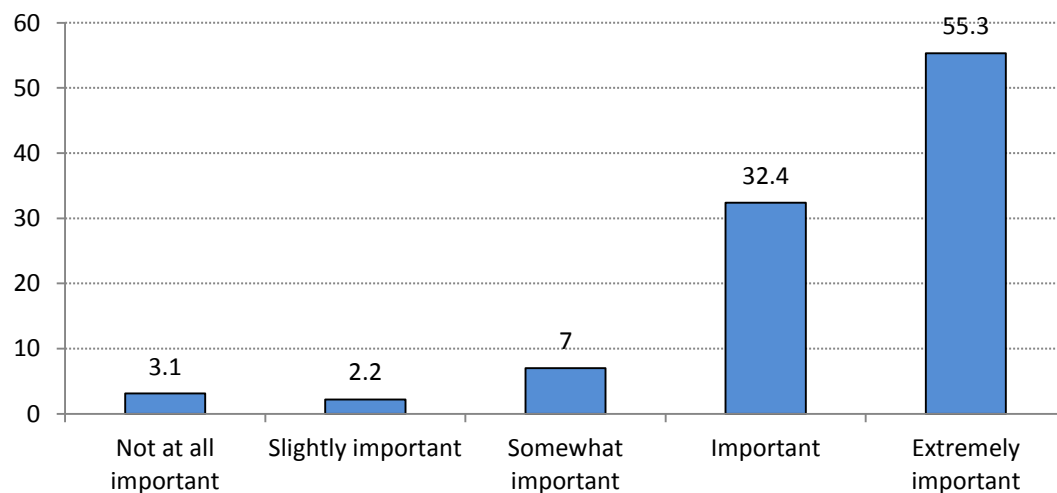
² The $\pm 4.5\%$ is the *margin of error* associated with this study and refers to the potential percentage spread that exists within answers to particular questions. This means that an answer could be up to 4.5% higher or lower than what is reported.

FIGURE 1
Agreement that there are equal opportunities for people to thrive in Strathcona County



The next question in the survey asked respondents to indicate **how important** it was for people who were in some ways different from the majority (e.g. look, feel and/or think differently) to have equal opportunities to thrive in Strathcona County. Here, it can be seen that a strong majority believe it is important or extremely important for people who may be different to have equal opportunities to thrive in Strathcona County.

FIGURE 2
Importance for equal opportunities for people to thrive in Strathcona County



Comparing the results in Figure 1 and Figure 2, it can be concluded that respondents feel that it is very important for people who are in some ways different from the majority (e.g. look, feel and/or think differently) to have equal opportunities to thrive in Strathcona County, but at the same time, considerably fewer agree that this is occurring.

The next set of questions asked respondents to indicate the extent to which they agreed that Strathcona County as a community values the differences of individuals, and to then indicate how important it is for this to occur. As seen in Figures 3 and 4, agreement that Strathcona County values the differences of individuals is far lower than the emphasis placed on the importance that this occur.

FIGURE 3
Agreement that Strathcona County values the differences of individuals

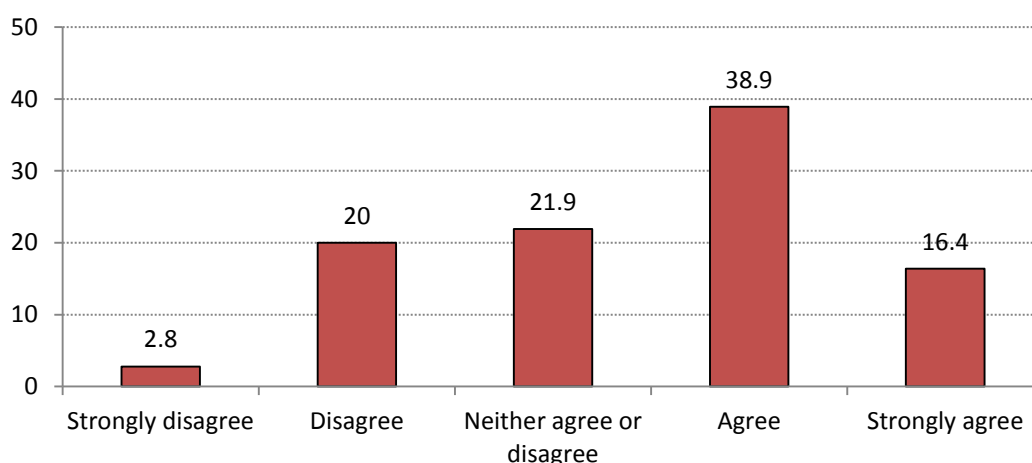
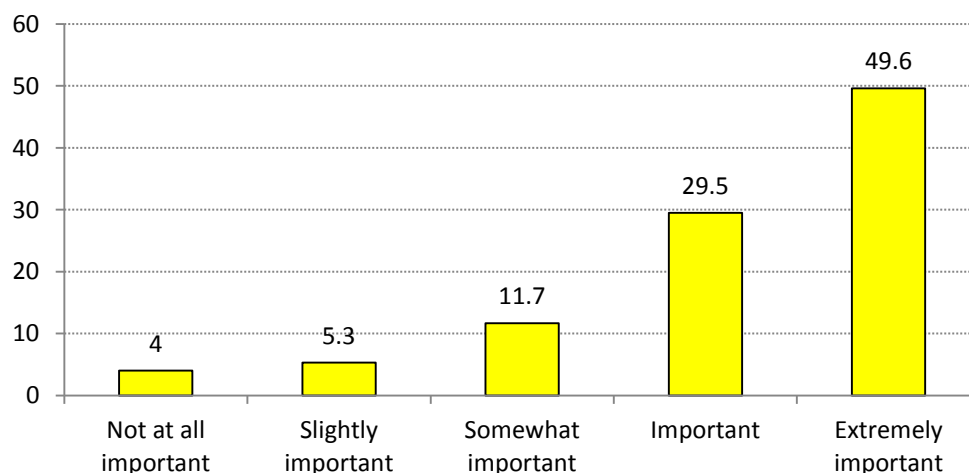


FIGURE 4
Importance that Strathcona County values the differences of individuals



The third set of questions asked respondents to indicate how diverse they thought Strathcona County was as a community, and to then indicate how important they thought it was to be a diverse community. As seen in Figures 5 and 6, respondents are clearly undecided as to how diverse they believed Strathcona County is. Overall, 45.3% believe that Strathcona County is either slightly diverse or not at all, while 54.7% think its somewhat diverse or more. Very few would classify Strathcona County as *extremely diverse*. As seen in Figure 6, the majority feel that it is important or extremely important for Strathcona County to be diverse.

FIGURE 5
How diverse is Strathcona County as a community

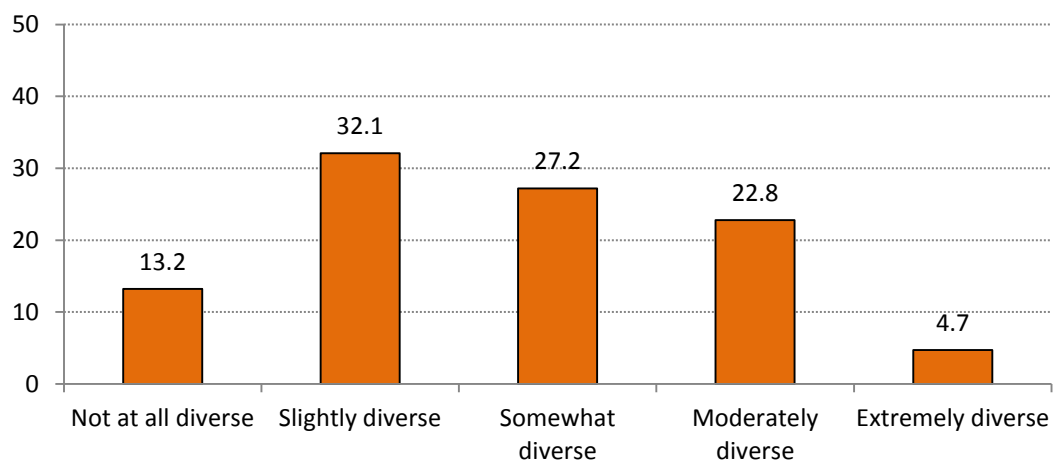
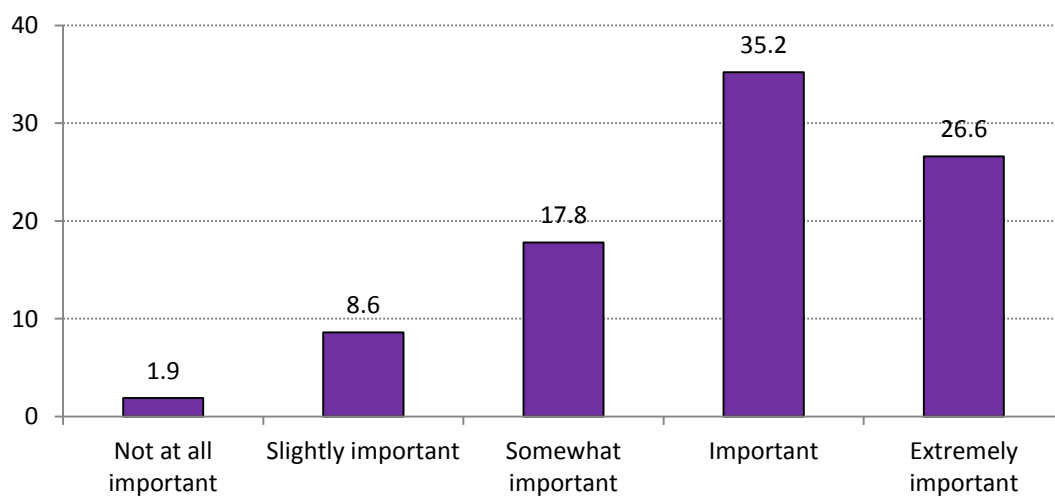


FIGURE 6
Importance of Strathcona County being a diverse community



The last question in the survey asked respondents to indicate in their own words what they thought about diversity in Strathcona County. A wide variety of opinions were put forward with some common themes emerging, including:

- Prevailing perceptions referring to Sherwood Park as “Sher-white” Park;
- Varying perceptions of racism and/or discrimination in Strathcona County;
- Opinions pertaining to where Strathcona County is in terms of diversity;
- General pros and cons for diversity;
- Whether respondents felt there was any evidence of racism and/or discrimination in Strathcona County;
- What the perspective of the County should be (as expected by taxpayers);
- Are there other types of diversity beyond race, and if so, what are examples of this?

**APPENDIX A: QUESTIONS ASKED IN THE DIVERSITY & INCLUSION
SURVEY**

In May and June 2019, Strathcona County reached out to key stakeholder groups and members of the public to better understand needs related to the creation of a diversity and inclusion policy. We would now like to get a broader perspective from our citizens. During this survey, please keep in mind that Strathcona County defines diversity as the variety of unique dimensions, qualities, and characteristics possessed by all people. This survey should take about 3 minutes to complete.

1. To what extent do you agree that people who are in some ways different from the majority (i.e., look, feel and think differently) have equal opportunities to thrive in Strathcona County as a community?
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neither agree or disagree
 - ☐ Agree
 - ☐ Strongly agree
 - ☐ Don't know
2. In your opinion, how important is it that people who are in some ways different from the majority (i.e., look, feel and think differently) have equal opportunities to thrive in Strathcona County as a community?
 - ☐ Not at all important
 - ☐ Slightly important
 - ☐ Somewhat important
 - ☐ Important
 - ☐ Extremely important
 - ☐ Don't know
3. To what extent do you agree that Strathcona County as a community values the differences of individuals?
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neither agree or disagree
 - ☐ Agree
 - ☐ Strongly agree
 - ☐ Don't know
4. In your opinion, how important is it that Strathcona County as a community values the differences of individuals?
 - ☐ Not at all important
 - ☐ Slightly important
 - ☐ Somewhat important
 - ☐ Important
 - ☐ Extremely important
 - ☐ Don't know

5. In your opinion, how diverse do you think Strathcona County is as a community?
 - Not at all diverse
 - Slightly diverse
 - Somewhat diverse
 - Moderately Diverse
 - Extremely diverse
 - Don't know
6. In your opinion, how important is it that Strathcona County is a diverse community?
 - Not at all important
 - Slightly important
 - Somewhat important
 - Important
 - Extremely important
 - Don't know
7. Do you have anything you would like to say about diversity in Strathcona County? Please do not include any personally identifying information.

APPENDIX B: OPEN ENDED RESPONSES

Sherwhite Park / Community is predominately white

- Sherwood Park is commonly referred to as Sherwhite Park. This should not be a point of pride for the County
- Kids used to call this Sherwhite Park. But diversity goes way beyond race, religion, orientation, ability etc. The challenge really is to make inclusivity the norm. Need to take advantage of people like the Diversity Committee who are already working on the conversation around diversity. Need to consider how all boards the county appoints people to has diversity as an appointment consideration.
- It is important to encourage diversity through affordable housing and other positive actions that eliminate the perception of a Sherwhite Park.
- I know the anecdotes about "Sherwhite Park", but I really don't see them. My neighborhood of 100 houses is basically 45% Caucasian, 50% east Indian and 5% other. I see our neighborhood as a community and neighbors helping neighbors, and that is how I view Sherwood Park."
- I believe the only way we will open our minds is to have the opportunities to come together in a community. Sherwood Park is a bit more diverse now than 10 years ago but I think our reputation (sherwhite park) and the cost of housing may limit this.
- "There's a reason people call it Sher-White Park"
- "SureWhite Park" - long-time residents do not appear welcoming to visible minorities, from how I see people act when out and about. Non-visible minorities (LGBTQ, etc.) also seem to not be a priority for local government.
- Kudos to this survey to offer a format for some written feedback from the respondents. Sherwood Park has always been a very "white" community. I don't think that there is anything wrong with that. Being politically correct in regard to race has swung the pendulum too far. Governments and crown corporations having rules on having to hire a certain number of minorities etc. I think all people are equal regardless of race, and there should be no emphasis placed on race or sexual orientation for that matter.
- In terms of visible minorities, there is thankfully getting to be more variety! I look forward to the day that 'Sher-white Park' be an inaccurate nickname.
- I do not think Strathcona County is very diverse. There is a reason Sherwood Park is referred to as "Sherwhite" Park. Very few children at my daughters' school or daycare are of other nationalities or religions.
- Break the Sherwhite Park stigma
- This community is seen as being Privilege
- this is definitely a buttermilk pancake society -primarily white and middle class. There are some positive aspects to the community in its attempts to work with disabilities and supply housing needs to lower incomes. But I see little reach out to different racial and religious groups.

- Middle aged white female here...I find that by and large, Strathcona County is not particularly diverse, and I also find that the biases are very subtle. Most people here don't identify as racist (etc.) but their language and attitudes are telling on them. Racially, politically, and in almost every other way, Strathcona County reflects a very white UPPER middle class perspective. Do we have any homeless shelters here? Do we have subsidized rentals (for example) here? How many people are aware how difficult it is to live here unless you are of a certain income because it's just impossible. We are, as a community, so white we glow in the dark.
- It's almost all white people driving around in overpriced vehicles.
- it is very white and very affluent.
- It is probably hard to change from the white homogeneous community we have had but there has been some improvement in the past few years. More focus on tolerance and acceptance will go a long way.
- I'm glad that Strathcona County is tackling the issue of diversity, but the County is still overwhelmingly white, upper class and conservative. I think there's a long way to go.
- I would love to see more diverse communities in SP. It would be great if we could attract more indigenous Canadians by helping with finding job opportunities and affordable housing. I hate to see my kids grow up in such a white community and would love to expose them to more diversity
- I am impressed the County is working on this and excited every time I see people who are 'different' participating in an activity or joining in the community. My child is not yet of school age, and although he is 'passes-as-white', my intention is to have him understand and empathize with those of Métis descent who do not pass-as-white, and to understand his privilege as both male and white. I will be choosing his school based on the emphasis it puts on integrating Indigenous knowledges and teachings into its curriculum, as well as how it articulates and demonstrates its responses to the TRC's 94 Calls to Action. My hope is that I can find a school that has all of that, a solid French program, and teachers, students, and families from the Federally Designated Groups, including LGBTQ2S+ peoples and communities. I am hopeful that all the work the County is doing will be reflected in a more visible diverse community, where people feel safe, included, valued, and respected. Thank you for doing this work.
- All white councillors and administration
- There is no diversity whatsoever.
- There are only two genders, according to the Bible, which I believe.
- There are public recreation spaces in the County that do not know how to provide spaces for prayer. Loud and wet spaces are offered, which are not appropriate.

Perceptions of racism/discrimination

- Since we came to Sherwood Park over 40 years ago, we were the first Spanish people here. And because at that time there were hardly any minorities in the Park, we were discriminated against. It was not common back then to have any diversity here. Even back in the day, my dad was a witness to an accident, and the police came, and the cop was racist. He said to my dad, that you can't speak English, so go away. You have nothing to say here. If we knew back then to report racism in the police, we would have, and then some. To me it's important to have an inclusion of all people, and that everyone is treated the same. No judgement and discrimination.
- I think some diversity is more accepted than others. It's difficult to think of concrete examples but there is a fair amount of nonacceptance, or racism, towards people from different cultures and how they live, such as living in larger family units that includes extended family. While I'm sure diverse thoughts and characteristics that are less noticeable are more acceptable to those less tolerant of diversity.
- I think discrimination is subtle and largely unintended but still there.
- While efforts are being made to include people with diverse backgrounds, it seems difficult for long-term County residents to accept that others exist in their community, and that they may have opinions of their own about how they would like, or not like to be included. Some suggestions might be to start with the younger generations - it is easier for students to meet each other and find common ground - and they are not as put off by each other's strangeness. Parents will then often come together to support their children's friendships and activities. I also see a lot of inter-faith based efforts, which is great, but these groups can also be quite insular, quite focused on their own context (e.g. please no more well-meaning but cringe-worthy "Christmas around the world" efforts - other faiths have very different major holidays that don't coincide conveniently with yours) and less accommodating for people who may not be religious, or not part of a mainstream religion.
- We need to create opportunities for people of different backgrounds and abilities to interact socially in order to reduce the prejudicial barriers.
- We have a moderate diversity in the makeup of people working in the county but many travel here to work? For some reason diverse groups do not make the County there home or at least are not obvious in the people I see living in the park. I hope this will change as diverse beliefs, cultures, languages and ideas make for a more dynamic community.
- We are all different in so many ways...why are we continually identifying and pointing out such. I am sick and tired of minorities trying to change the majority. Accept who you are and move on.
- Strathcona County has been specifically created to discourage diversity of our population. Historically, exclusionary zoning has ensured that those who don't fit the upper middle class demographic have no place in the community. We are getting better slowly, but we have a LONG way to go. We

are starting to have some different housing options, but in almost all cases, they are only provided to ensure lower income seniors have access. There is little to no opportunities for housing for low income individual or families, which effectively limits diversity. They call Sherwood Park the bubble for a reason.

- Strathcona County has a reputation of being a bubble. Conformity is perceived to be a value rather than diversity and inclusion.
- Residents are not open to diversity and different cultures. At every event I attend, I see people of diverse backgrounds/cultures volunteering (which I think is amazing) but the public they are trying to help or connect with are not open to or interested in receiving help from them. I also see certain volunteers not willing to help individuals with diverse backgrounds. As a County, we need to do a better job at supporting individuals and educating the community to help support these individuals who want to be part of our community and make a difference here, it is these individuals who I have found have the most pride in where they live and not the upper/middle class individuals who grew up in this privileged culture.
- Strathcona County is not as economically (i.e. lower income) and culturally diverse as it could be.
- Strathcona County has failed to attract a significant number of visible minorities. Not sure why they don't feel welcome or are not attracted to life in our community.
- The population of Strathcona County is not at all representative of Canada's diversity. I'm not sure what the reasons are, but I feel like us and our children are missing out on many different experiences.
- Diversity includes different religions. Strathcona County does not represent all religious orders or denominations
- Diversity helps build character to a community. But it seems like there still some fear and hesitation to accept those that are different.
- Staff in some of the public facilities have no idea where in their building they can offer public a place to pray.
- Question #1 is irrelevant unless you're asking it to someone who looks, feels or thinks differently from the majority. Otherwise you're asking the majority to speak for the minority. Sherwood Park is known to lack cultural diversity, and you can't change that, but I think there are great services for differently abled people here, and that's good."

Improving but need to try harder in terms of diversity

- The County is definitely more diverse than even a few years ago. It is important that all can live harmoniously in our community without hatred and dividing. People should be respected and respect others regardless of their diversity. We are all human beings.

- Strathcona County is slowly having a more diverse population. Even 5+ years ago it was 99.9% visually Caucasian. Now different ethnicities are visible in our community and living here, not just commuting and working here.
- I think Sherwood Park should try harder to attract different cultures and become more reflective of the Edmonton region.
- I think people think of diversity as a different race only, which is a big misconception. Strathcona is quite diverse when you consider race, age, abilities or disabilities. They do however have some work to do.
- We spend so much time on trying to figure out what diversity is all about and how diverse we are as a community and an individual. We have lost sight of just treating others as we wish to be treated ourselves. We won't agree with everyone's ways or opinions, but we can still debate respectfully and be kind to everyone, no matter what.
- The social media reaction before the name of the individual who set the explosives off in the Community Centre Parkade last November speaks volumes about how much work there is to do towards inclusion.
- Before addressing race, religion etc., it's more important to address sexism. Women are still paid less than men and treated worse than men.
- Lots of churches, no mosques or synagogues. I know Muslims who were purposefully excluded from attending the Wye school replacement events and open houses and they were too polite to attend anyhow.
- Please do not join the snowflake/outrage culture bandwagon. Strathcona County is very inclusive the way it is. Let's not confuse (the current) equality for all, with equity for the perpetually offended vocal minority.
- It starts with the leaders in the community showing the importance of diversity and inclusion through actions. Holding the value of diversity and inclusion is not enough. Leaders, mayors, council, management need to be accountable for practicing, modelling, establishing inclusive/diverse work environments. It's difficult to implement a diverse/inclusive community if the County doesn't align and practice it.
- I think that Strathcona County has some work to do to become an even more diverse community of people. The diversity seen just to our west in Edmonton could be used as a model for inclusion in Strathcona County. In particular, I think Strathcona should find ways to include more recent immigrants in the population. This would lead naturally to a more inclusive environment.
- I love living in Strathcona County, but no matter how anyone tries to spin it, it is not a diverse place to live. Not only is it inaccessible to anyone that isn't upper middle class or above, but there are no initiatives to celebrate any other cultures or people (other than Canadian" or "Christian"). I appreciate all of the family initiatives, but they are definitely targeted towards the current demographic, which is not diverse at all.

- I believe that the Canadian culture including Strathcona County is fairly diverse when you take into consideration visible minorities from places such as Asia, Africa etc. However, there's a very notable absence of indigenous peoples in diversity programs in Strathcona County. We seem to pay more attention to immigrants from other countries, but our programs of inclusiveness don't seem to be inclusive of Indigenous people of Canada. Strathcona County cannot consider itself to be a diverse community by ignoring this segment of the population by excluding them from historical recognition, career opportunity programs, outreach, etc. Strathcona County should follow the lead of the Alberta government and its inclusiveness outward inclusion of indigenous peoples of Canada.
- I perceive that we have a good mix of housing options, which should reflect a diverse community of people, but I don't think we are where we should be. More cultural/community appreciation and awareness events would be welcomed. Events such as Pride, Indigenous appreciation, Heritage Days type of events.
- I feel that Strathcona County has been making progress regarding its attention to diversity and inclusion. Over the past few years I have personally noticed this; my observations have included an increase in ethnic background and spoken language diversity, improved access for people of varying abilities, and the inclusion of spaces for gender diverse individuals. Keep it up, Strathcona County! While there is still a lot more progress that can be made, we are headed in the right direction.

General Pros and Cons for Diversity

- The wording of these survey questions is very confusing... all too similar. I support diversity, but at the same time, I am very concerned that new Canadians want to take advantage of our democracy and freedom, but at the same time wrongfully force their legacy 'rule of law' on us. So long as everyone abides by the Canadian Constitution, Charter of Rights of Freedoms, and the laws and regulations of this country... I'm all for immigration and inclusion and diversity! I grew up in Winnipeg in the 70's, downtown, which was very multi-cultural. Loved it.
- Policy must be fair and respectful. Policy must not favor minorities (i.e., jobs).
- In today's world I believe it is imperative everyone should be given opportunities to thrive
- Ignorance and apathy: I don't know and I don't care.
- I'm glad that Strathcona County is taking steps in this direction.
- I do not believe any group should be given special privileges, everyone should abide by the same rules.
- I disagree with any policy that creates an advantage for any group. This includes County hiring policies that tries to meet some target number for a particular group, race, or religion.
- I believe this is a very important initiative for our community and hope that we can attract a more diverse population in the future
- I believe in respect for all. I do not believe in special treatment or extra attention given to people who are different. Straight people do not have "flags" or "parades" or "school groups". We simply just go about our business quietly and so should hey.
- Hey! we are Canadians, all of us. Diversity and immigration are what makes us different than say the Exited States next door. We are not racist.
- Diversity brings with it opportunities for people to learn about different cultures, perspectives and belief systems which hopefully will lead to more tolerance of differences.
- Diversity brings strength and culture to community.
- Diversity is a good thing IF the people who come to this county are willing to live and abide by the Canadian ways of life! We as a country should not be changing our ways of lifestyle and laws to accommodate their way of life in their country. I live by the rule: When in Rome, do as the Romans! Others assimilating into our culture would be awesome. When in Canada, do as the Canadians do. Don't make us change to different cultures.
- If Strathcona County defines diversity as the variety of unique dimensions, qualities, and characteristics possessed by all people" then everyone is diverse, and no one is diverse at the same time. That makes the discussion feel like an exercise in futility.

- Acceptance of all people.
- I don't mind diversity. I just wish it was not always being pushed on us.
- I agree with diversity but I don't agree that diversity is shown by preferential treatment. That we are not showing inclusion by actually excluding others.
- Everyone should have an equal opportunity. There should not be special concessions made for people that are different from the majority.
- Everyone in the community should feel safe, secure and welcomed regardless of their ethnicity, sexual orientation, religion, or disability.
- Each person on earth is unique - the goal of diversity should be to teach that simple basic fact. I hope to see the day when we understand our uniqueness and ask what we have in common rather than looking for differences.
- Diversity makes groups better, but equality does not. eg: Give opportunities and be inclusive but don't settle for lesser quality of work/teams for the sake of diversity.
- Diversity is not strength. It erodes community trust and overall well-being. Go push this crap in Mill Woods. [Article here](#)
- Diversity is not an issue and there is little a community can do be more or less visibly diverse, nor should the community try to change the natural makeup of the community. It is however critical that everyone is treated with acceptance and respect. Regardless of our ethnic background or visible differences, there are assholes and gems of every kind. We are all human.
- Diversity is important, ensure tools are in place to support those that require them. What is the diversity and inclusion policy going to pertain to?
- Diversity is growing each year. Don't think you can force it, but it does seem to be happening organically and based on what I see/read, the community seems accepting of that.
- Diversity is a weakness. Catering to the whims of vocal minorities isn't a good thing. I am concerned that equal treatment is actually code for special treatment. If you have one set of rules for everyone, that's fine. But if some people receive preferential treatment because of historical facts, that's wrong."

No evidence of racism/discrimination in Strathcona County

- I have not seen anything to indicate that Strathcona County is anything but a welcoming community to all who work, play and live here
- I have not seen any problems in Strathcona County and wonder if this is trying to create an issue when there is none.
- I have lived in the County for 35+ years and have raised my children here. They were educated when integration of challenged children were entering the same schools. This was the start of inclusion and taught our children that everyone should have equal opportunity and I have witnessed the growth in

the community. As we see more minorities make Sherwood park their home we will see tolerance and respect grow.

- As long as everyone is welcome and respected, it's all good! I feel Strathcona County is very welcoming to all.
- I am not sure what information you are seeking. The opposite of diversity is racial intolerance, nationalism, anti-immigration, racism and so on. I do not believe that the County reflects attitudes or behaviors consistent with the opposite of diversity therefore I believe we have a diverse community that appreciates different cultures and lifestyles. I do not believe this is an area where we have to 'prove' we are diverse and efforts to show 'diversity' are a form of discrimination and suggest a community is then by definition the opposite of diverse. I believe such surveys are little more than an opportunity to pacify those who are overly concerned with 'diversity' and proving 'diversity'.
- I am an immigrant women and slightly brown. I do not feel as a minority or diverse. I would not like being labelled. I do not agree when hiring you have to fill a quota to look good in the books. People should be hired for their skills not for diversity for example if I need to go the hospital I want to be treated by the best nurse practitioner or physician. Diversity is in the eyes of the beholder. When you see me different you treat me different
- We are an Aboriginal family and have lived in Sherwood Park for 16 years and have never experienced any racism.
- It's important as a community to value all individuals regardless of social, economic, racial or religious differences not just to recognize and place importance on specific groups. I really don't see why a policy is needed. This should just be a way of community. You can't force people to change through policy. you can help them to change through education.
- I may have lost the information I put in, so I will try again. It is extremely important that everyone is listened to, even if they have different opinions than us. Asking questions or expressing an opinion should be accepted in a tolerant manner. Too often today, those who have different views are labelled as bigots, phobic, or racist. Tolerance goes both ways and all people should have an opportunity to express those views and be heard. This survey mentions ALL people who are different, and this must include those who disagree with popular trends. Thanks
- What a totally ridiculous survey...Treat us all as Canadians not some different types of aliens. Remember Martin Luther King's Statement "Judge a man on the content of his character not the color of his skin."
- We're fine and always have been ... equality before the law ... innocent until proven guilty
- We treat everyone equal. No one is more important.
- We are all different from other people in one way or the other, either by thoughts, words or deeds.

- This last question is ridiculous. Diversity is not something to be sought or discouraged; it is something to be accepted and dealt with. Also, please use verbs correctly. The subjunctive mood is required: ...be a diverse community.
- This current mayor seems to be bringing diversity and its importance for the County forward.
- Peoples with diversity should be included and treated just like any other individual... no more or less. They should not be treated as special but rather equal & included.
- People indicated that they are unaware of any diversity issues (5)

Perspective of the County expected by taxpayers

- It's not up to the county to promote diversity! No one deserves special attention or opportunities over another person. Let people in the county deal with diversity and inclusion and the county can focus on the real problems we face such as poor traffic low, high taxes and limited activity opportunities in the county!
- I would expect that as a taxpayer my tax dollars are spent by the County to hire the most qualified people regardless of any diversity/inclusiveness nonsense.
- Equality, yes, but not exclusivity as some groups are demanding. Giving priority to and spending our tax dollars on specialized groups and their desired publicity should not be happening.
- It is not the government's place to impose a social view on their people. Change will happen as it happens, I would strongly prefer the government not manipulate society for questionable reasons. Public money should certainly not be used to promote or encourage diversity.
- Special interest groups need to appreciate the County's obligation to all residents.

Consider other types of diversity outside of race

- Please consider persons living with obesity in your promotional material for diversity. Almost 60% of Albertans are living with overweight or obesity (HQCA 2015). It would be great if promotional material featured individuals with various body types. The picture featured with this survey had different ethnicities and abilities but all similar heights and body shapes.
- People with visible disabilities are constantly up against barriers to enter numerous establishments predominantly in older areas and some new
- Not sure how you determine what's the norm to decide who is different. We're all unique in our own way. By society standards I'd be considered in the majority yet I would hope the services and programs offered by the

County for people "like me" would be open to anyone and that I would never be branded as "not different" enough and be excluded from some programs and services.

- More job opportunities and special housing for the moderately handicapped.
- More inclusion and benefits for people on limited disability incomes, and those with limited mobility or invisible disabilities.
- Let's start with linguistic diversity: Does the County even have a language policy? Note that this survey is only in English, to start with. Now religious diversity: are non-Christian (or even minority Christian, e.g. Ukrainian Orthodox) holidays recognized by the County in any way?
- In the Sherwood Park News a few months ago, there was an article of a man who had lost a limb. He would go to Broadmoor Lake Park and other places and people tended to shy away from him. He felt that our Community was cold. I don't know anything more than what the article read but I felt sad for this individual.
- I think it's important for residents to understand the challenges facing women and minorities.
- As recent as Oct.8 2019, Mayor Rod Frank proclaimed October as National Disability Employment Month in Strathcona County. 'The cause raises awareness of the employment needs and contribution of individuals with all types of disabilities'. This proclamation was clearly a commitment by the mayor and council to ensure equal opportunities to individuals with disabilities to thrive in Strathcona County and be valued in a diverse community. For decades Strathcona County has been stigmatized by a highly visible however voiceless population of individuals with disabilities. For decades this stigmatization has devalued people in Strathcona County even though they reside and are consumers but are not known as 'employees'. I hope to see two policies 1) Diversity Inclusion and 2) Employment- Inclusive Hiring Policy to quickly follow the proclamation.
- I wonder if seniors feel included in much of Strathcona County values and activities?
- I think we need to be more aware of policies and behaviors that promote religious exclusion. An example is municipal 'Christmas' decorations.
- I feel the County is very diverse as far as individuals who are different from the majority according to your definition; however, I feel diversity as far as income level is tending too much towards the elite.
- Having more programs for those who aren't just intellectually disabled but also taking into consideration those who are on the side line or margins of being disabled.

More clarification needed on this issue

- Define feel and think??? It makes a difference to this survey. This is a difficult survey, hard to answer questions without those defined.
- By diversity in how humans think - I'm concerned about serious and possibly harmful, violent or sexual predators, etc. I don't want people like that to have equal opportunities here or anywhere. This maybe clear to whoever designed this survey. But I don't feel comfortable with your definition.
- The wording of your first question is very odd.
- I struggle with general questions like this where one could have a fairly lengthy debate on the merits of governmental involvement in issues such as this at all.
- Diversity is a very tricky subject. I believe providing an environment where everyone (regardless of anything) has the equal opportunity to thrive is very important. However mandating diversity would negate the previous statement as a favored opportunity to a minority is not an equal opportunity. This would be appealing to an equal outcome not opportunity, which is something I cannot support. Everyone should be judged on their individual merits and not the merits of their group (race, sex, gender etc.). I do not believe that an organization should manufacture diversity as it ignores the individual merits of a person, only focusing on the group they belong to, which is stereotyping. Any existing diversity should be fully allowed to thrive as equally as the majority so long as the fundamental values of an organization are not compromised.

Don't overlook the majority in favor of special interest groups

- Meeting the needs of a smaller diverse population should never outweigh the needs of the majority
- It's fine for people to look however they choose, however thinking differently should not always be accepted. For example, common courtesy should be an expectation whether someone thinks it should be or not. Rude or abusive language and behavior is never acceptable, regardless of someone's diverse thinking.
- It seems that more attention is paid to certain groups that makes them seem more important than the rest of us. Rainbows are everywhere!
- It is good to have diversity but done in the right way. Some neighborhoods in Edmonton have a too high concentration of one specific group of immigrants and that creates a lot of tension between citizens due to the culture and language differences. I think a thoughtful and respectful integration of diversity is the best way. I speak both official languages of Canada but was born in a French speaking family, went to high school and university in French. During the last federal election, I was living in Mill Woods and at my voting centre signs on the all regarding voting instructions were in English and Hindi. Not being able to vote in my main language and an official

language of Canada is where diversity crossed the line of being disrespectful to Canadians that were born here. Thank you for reading my comments.