REPORT FOR INFORMATION

2022 Municipal Census

Report Purpose
To provide the Priorities Committee with a summary of the 2022 municipal census, the high-level results, and to highlight the new and innovative approaches to census collection.

Our Prioritized Strategic Goals
Goal 7 - Provide opportunities for public engagement and communication
Continuously improving the way we work, as one organization, in an agile and sustainable manner

Report
The 2022 municipal census was conducted on May 1, 2022. The Census Team collected information between May 1 and June 21 – all questions were asked "as of May 1" to give us an accurate snapshot in time.

Strathcona County's new population is 100,362. Enclosure 1 contains a table showing the 5 municipalities in Alberta with the highest populations based on federal census numbers and the most recent municipal census numbers.

Our 2022 municipal census had 18 questions. Enclosure 2 contains the 2022 municipal census results summary, including a list of our census questions. All departments had the opportunity to request to have a question added to the census. The census data will support the planning of programs and services, including election planning. It is also used by local businesses and organizations for planning purposes.

The Census Office sent each household in the County a unique PIN to complete their census online. Residents who chose not to complete online could complete their household's census over the phone with a member of our Call Centre team, at a kiosk at one of our County facilities, or they could wait to be visited by a door-to-door census enumerator. Residents of collective dwellings, which include facilities such as senior's residences and group homes were able to complete their censuses with the assistance of their group or facility's administrative staff.

As part of our census modernization, we transitioned from collecting census information on paper forms to collecting it on iPads. In this census we achieved our modernization goal of going paperless. This reduced the amount of time spent organizing, managing, scanning, and validating the paper forms.

Partnering with the GIS branch, we developed an ArcGIS Workforce application for census worker management which allowed us to more accurately track worker progress. Our new technology solution also meant we could leave the online resident survey open for the entire duration of the census rather than closing it prior to the start of enumeration. The application was updated twice a day to ensure that enumerators did not visit homes that completed the census online or over the phone. For future censuses we will continue to explore technology that allows for real-time completion data.

The Census Team worked with a plain language consultant to refresh the messaging on our communication products including PIN letters, door hangers, and road signs. We increased the number of road signs from 14 in 2018 to 25 in 2022 and used a more eye-catching design.

The goal of our communications strategy was to promote online participation as a way to avoid having a census worker knocking on the door. To achieve this goal we created new positions, called canvassers. Canvassers left reminder door hangers on people's homes between May 6 – 13, encouraging residents to complete the survey online. With our new technology, the canvassers were able to target only those houses which hadn't completed their census online.

We also reimagined the use of our door hangers. We increased the number and the types of door hangers used. In 2018 we ordered 15,000 door hangers – in 2022 we ordered 71,000. Census enumerators left a door hanger every time they visited a dwelling instead of every third visit. During the last week of the clean-up phase, the Census Team added neon green labels to the door hangers that read "Time is running out". Another label included the household's unique PIN. There was a significant spike in completion each time a door hanger was used (particularly the neon green version), and the Census Team credits the high overall online completion rate to the new door hanger strategy.

Communications recruited community ambassadors to film video advertisements encouraging residents to complete their census online and sharing their thoughts on why the census is important.

Census workers were provided with photo ID and reflective vests to make it easier for residents to verify their identity as a County census worker.

The Census Office was located in the East Flex space in the Community Centre. This space was ideal because it was accessible for the public, census workers, and large deliveries. We were able to conduct our training out of this space without impacting other areas of the Community Centre.

With the changes to the census process, we achieved the following:

- Reduced staffing levels through efficiencies:
  - The Census Team hired four Census Area Supervisors in 2022 compared to five in 2018.
  - The Census Team hired 116 census workers in 2018, compared to 74 in 2022, 36% fewer workers.
- Increased our online/over the phone response rate
  - In 2018, the response rate at the start of enumeration was 50%. In 2022 it was 63%.
  - The overall online/over the phone response rate was 76%. This higher rate is likely a result of both the online census remaining open throughout the entire collection period and encouragement provided through the increased use of door hangers.

We will be working closely with the GIS branch, our data stewards, to complete a detailed, downloadable report, which will be available in the coming weeks. GIS will then be creating

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interactive mapping applications to help those who are interested in our census data visualize it and customize their searches. The release dates are scheduled as follows:

Item	Where to find it	Date
High-level results summary	strathcona.ca/census	September 13, 2022
Detailed report (downloadable)	strathcona.ca/census	October 7, 2022
Mapping applications	strathcona.ca/census	October 31, 2022

Administration and the public are also now able to request data – including cross-tabulated geographic breakdowns – by emailing gismaps@strathcona.ca

Other Impacts
Interdepartmental: GIS Branch of Information Technology Services, Communications

Enclosure(s)

1	Population table of the five largest Alberta municipalities
2	2022 municipal census results summary
3	2022 municipal census PowerPoint presentation

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