

2024 Budget Survey Council Presentation

Research Conducted by



ADVANIS

July 23, 2024

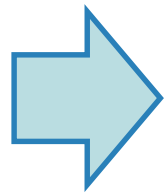
Background and methodology



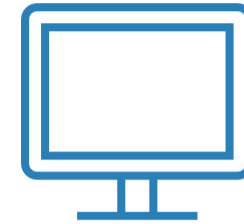
Statistically valid



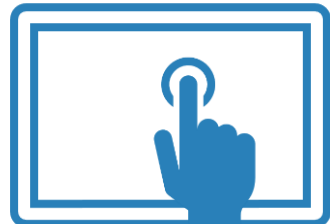
or



or



or



n=532

MoE $\pm 4.2\%$

95% confidence

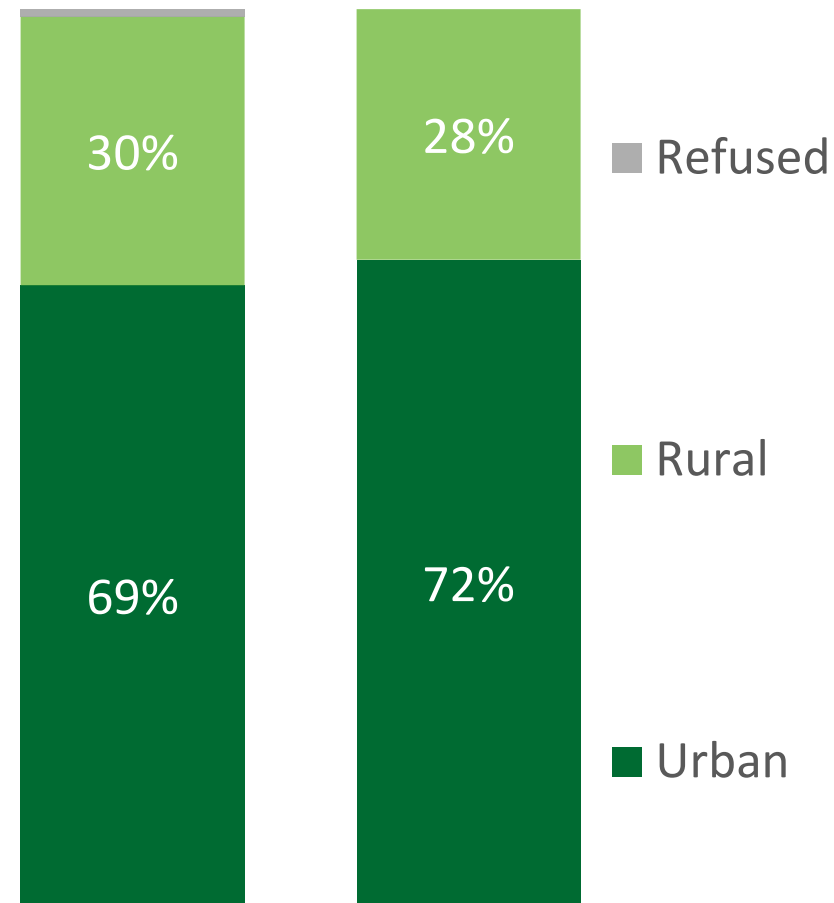


Open web link

n=845

Data representativeness

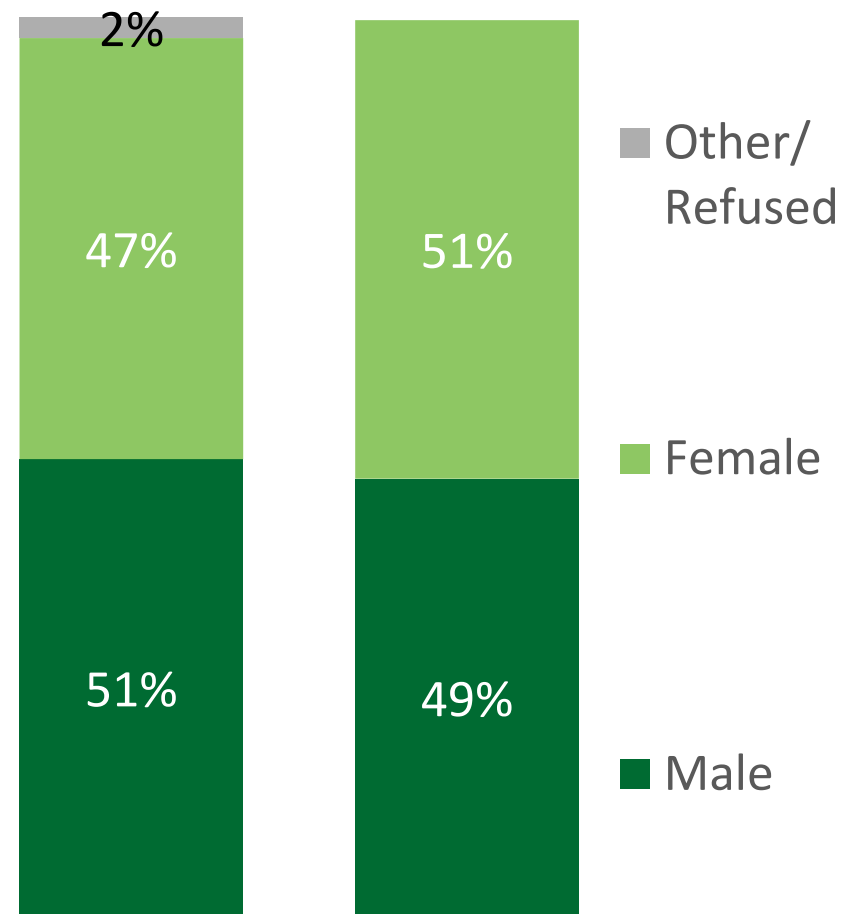
Region



Unweighted
Sample %

Population %

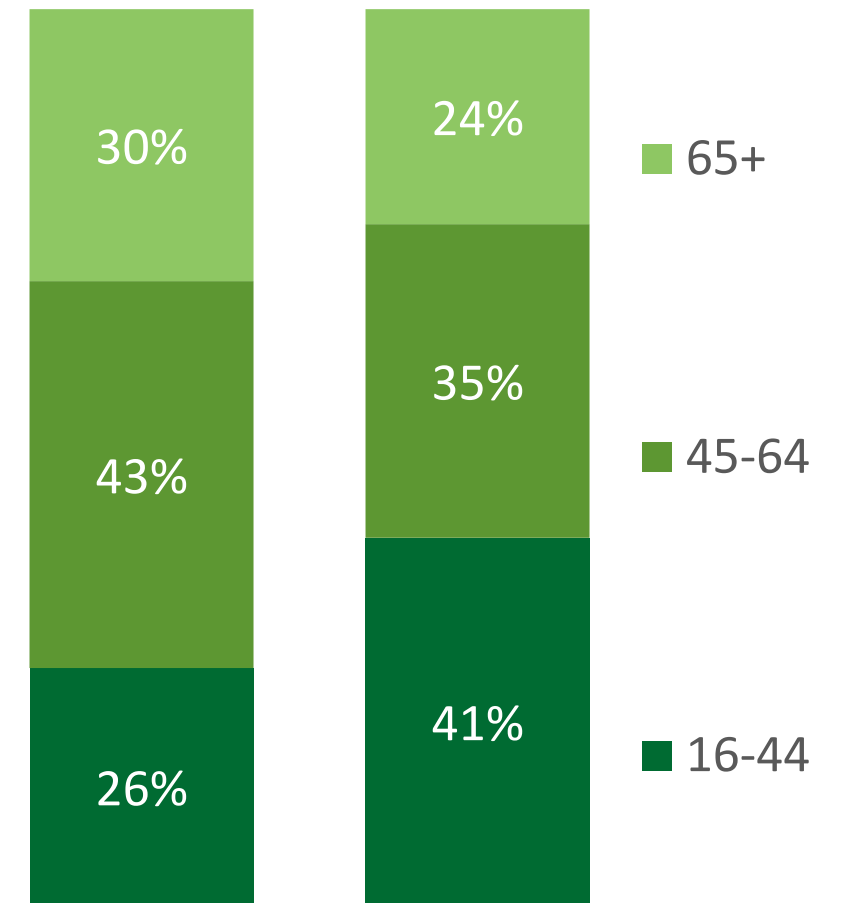
Gender



Unweighted
Sample %

Population %

Age



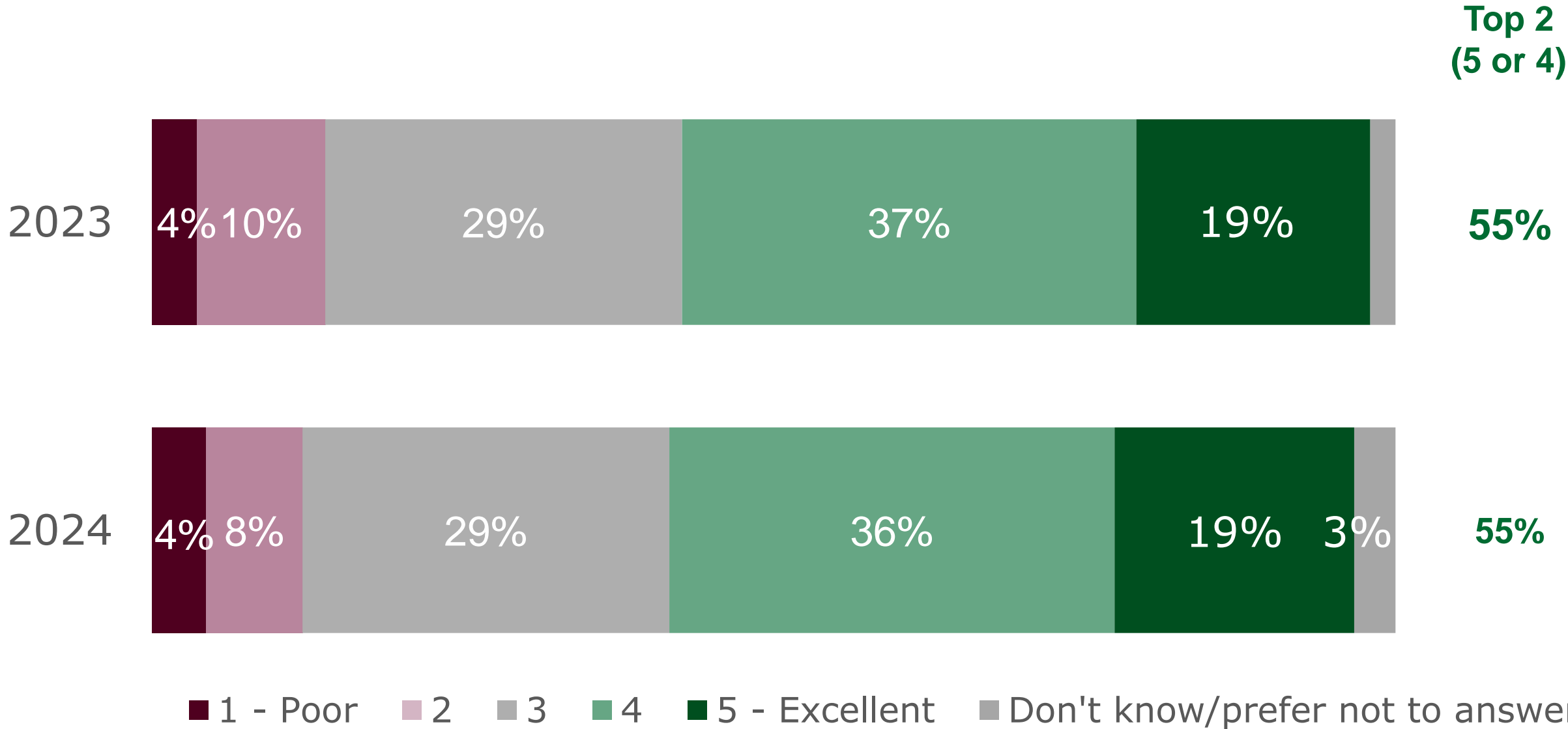
Unweighted
Sample %

Population %

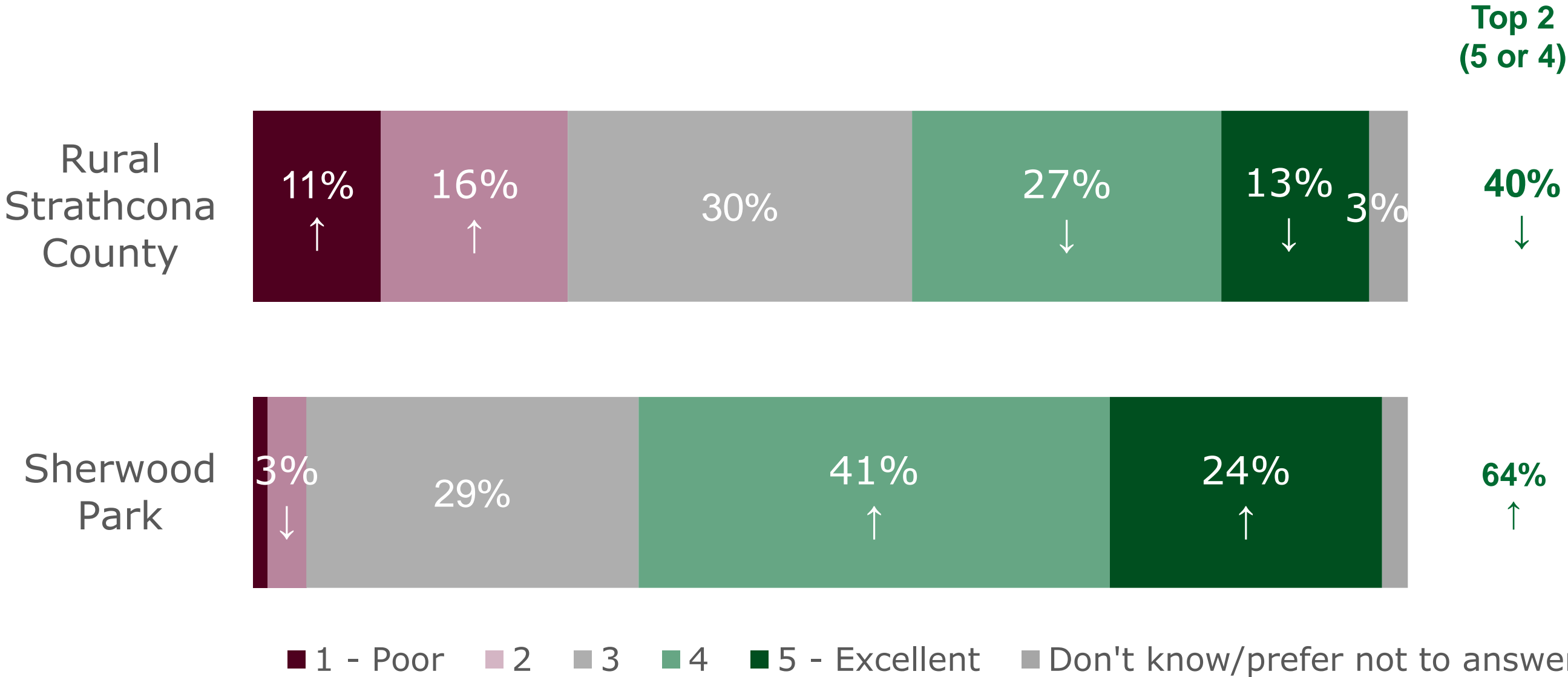


Main findings

Value from services



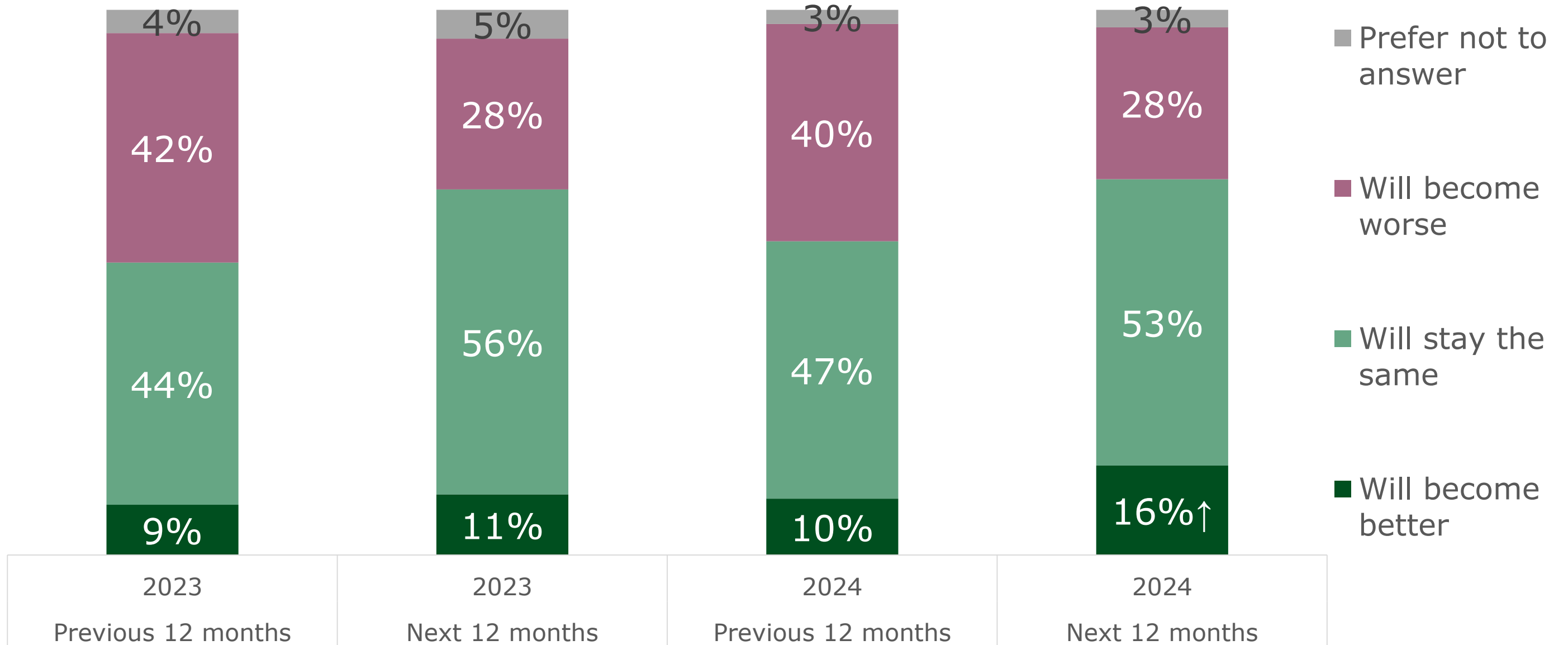
Value from services



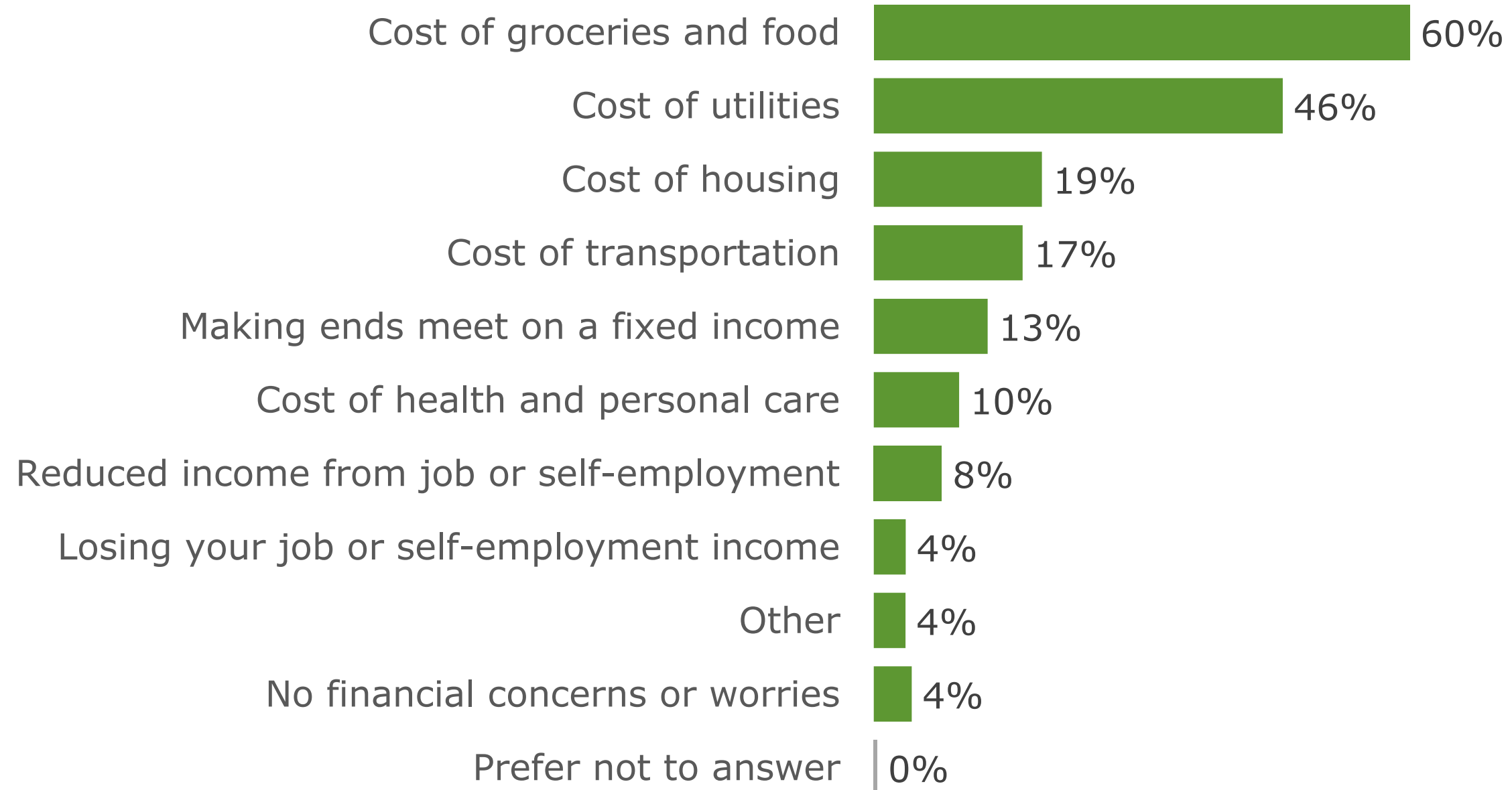
Change in financial situation

			Next 12 months			
			Will become better	Will stay the same	Will become worse	Prefer not to answer
			11%	53%	28%	3%
Previous 12 months	Has become better	10%	5%	5%	0%	0%
	Has stayed the same	47%	6%	32%	7%	1%
	Has become worse	40%	5%	14%	20%	1%
	Prefer not to answer	3%	0%	1%	0%	1%

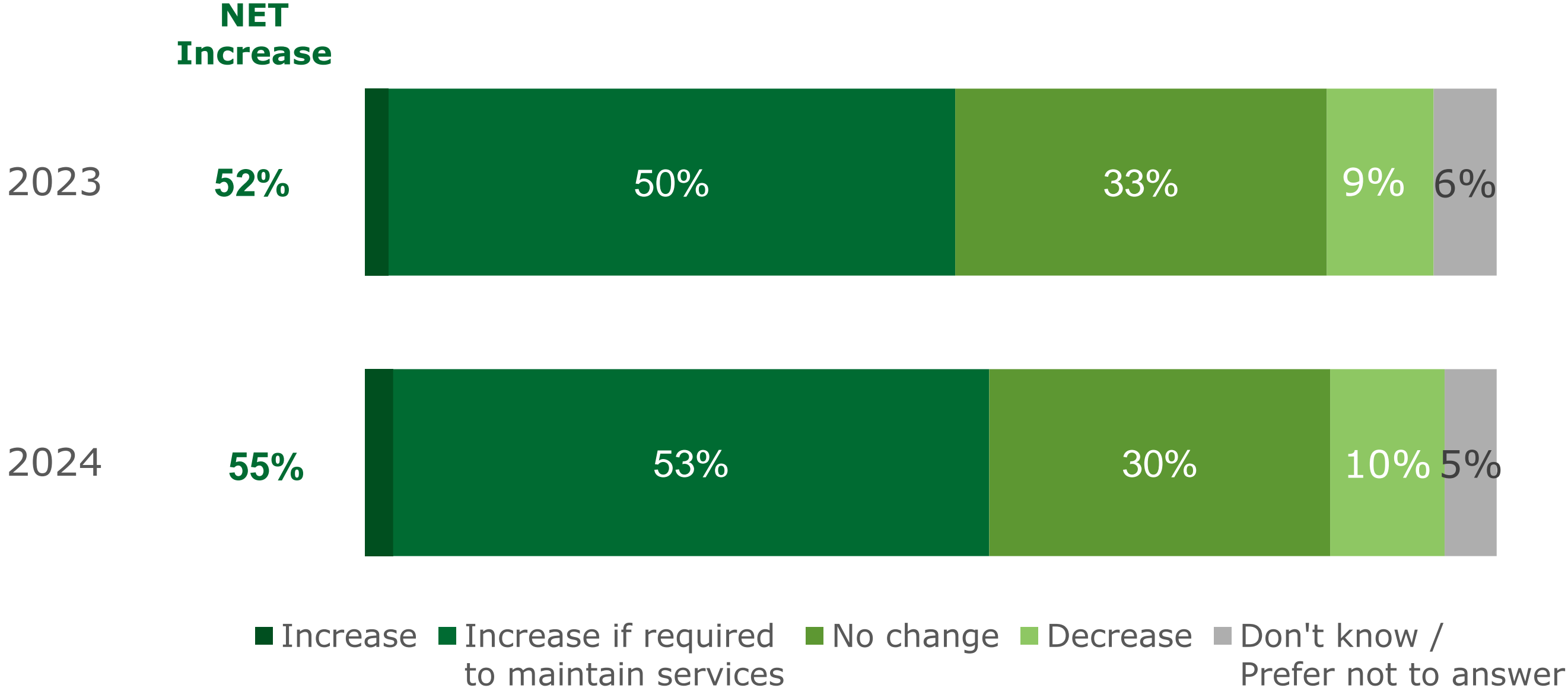
Change in financial situation (trending)



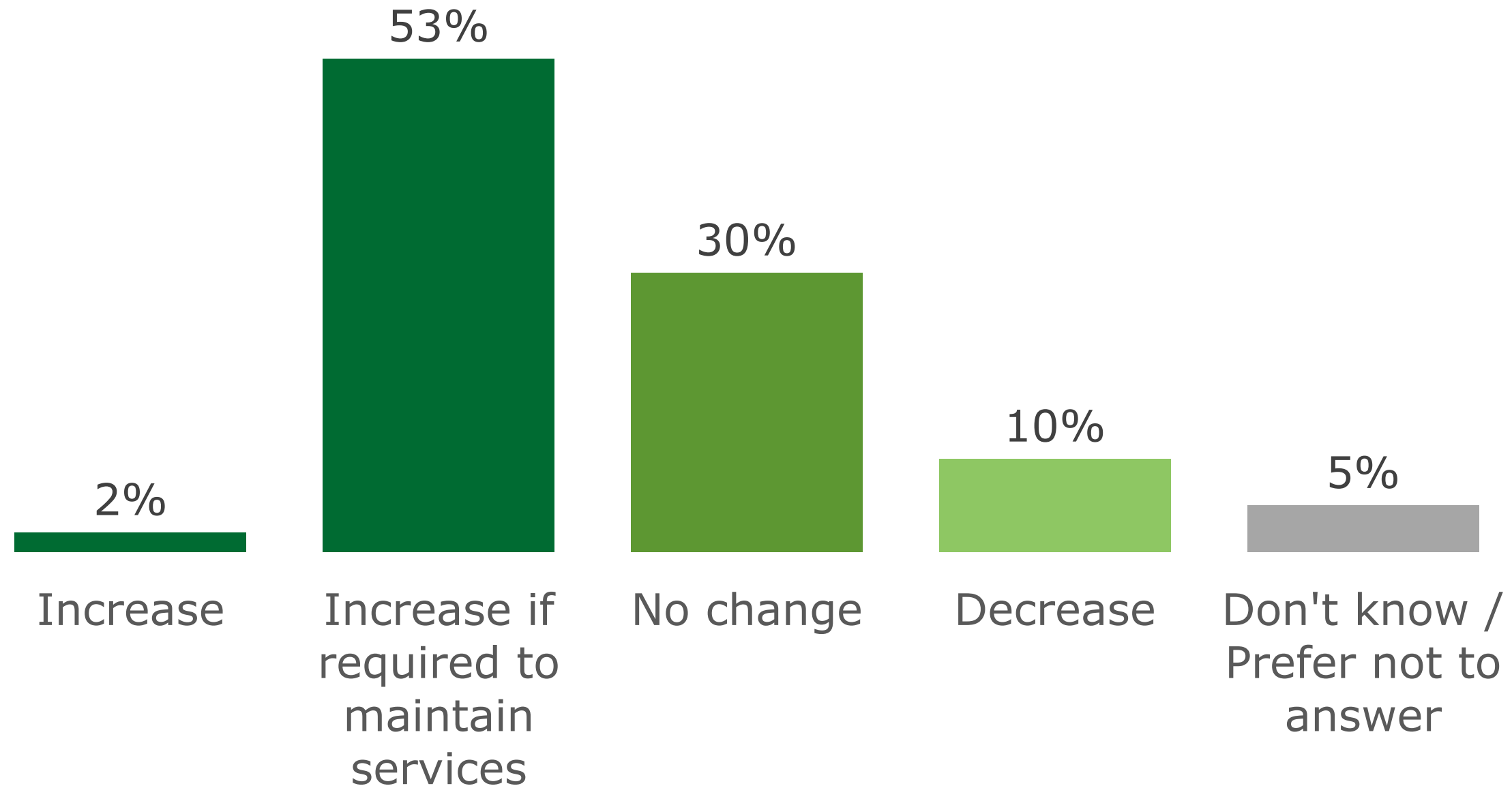
Financial concerns



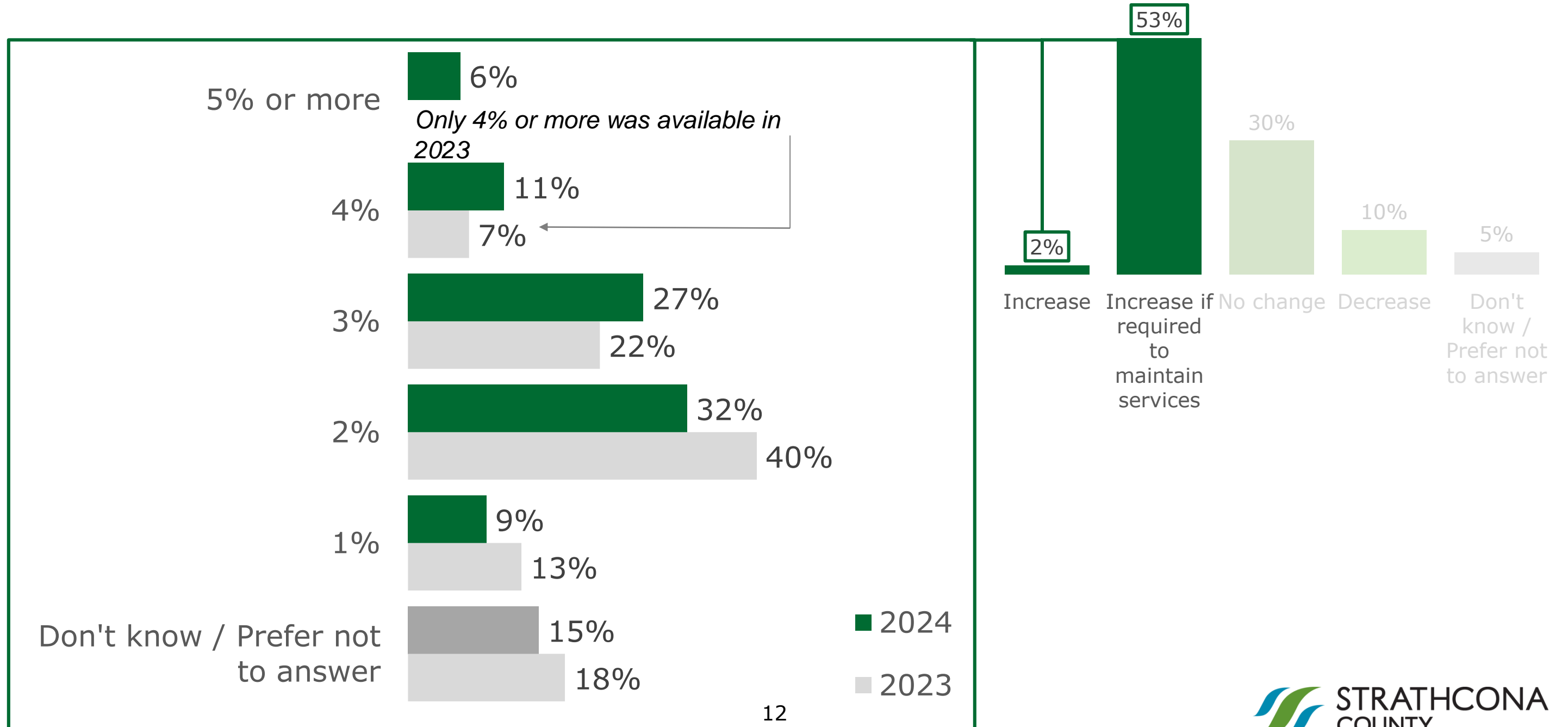
Budget preferences (trending)



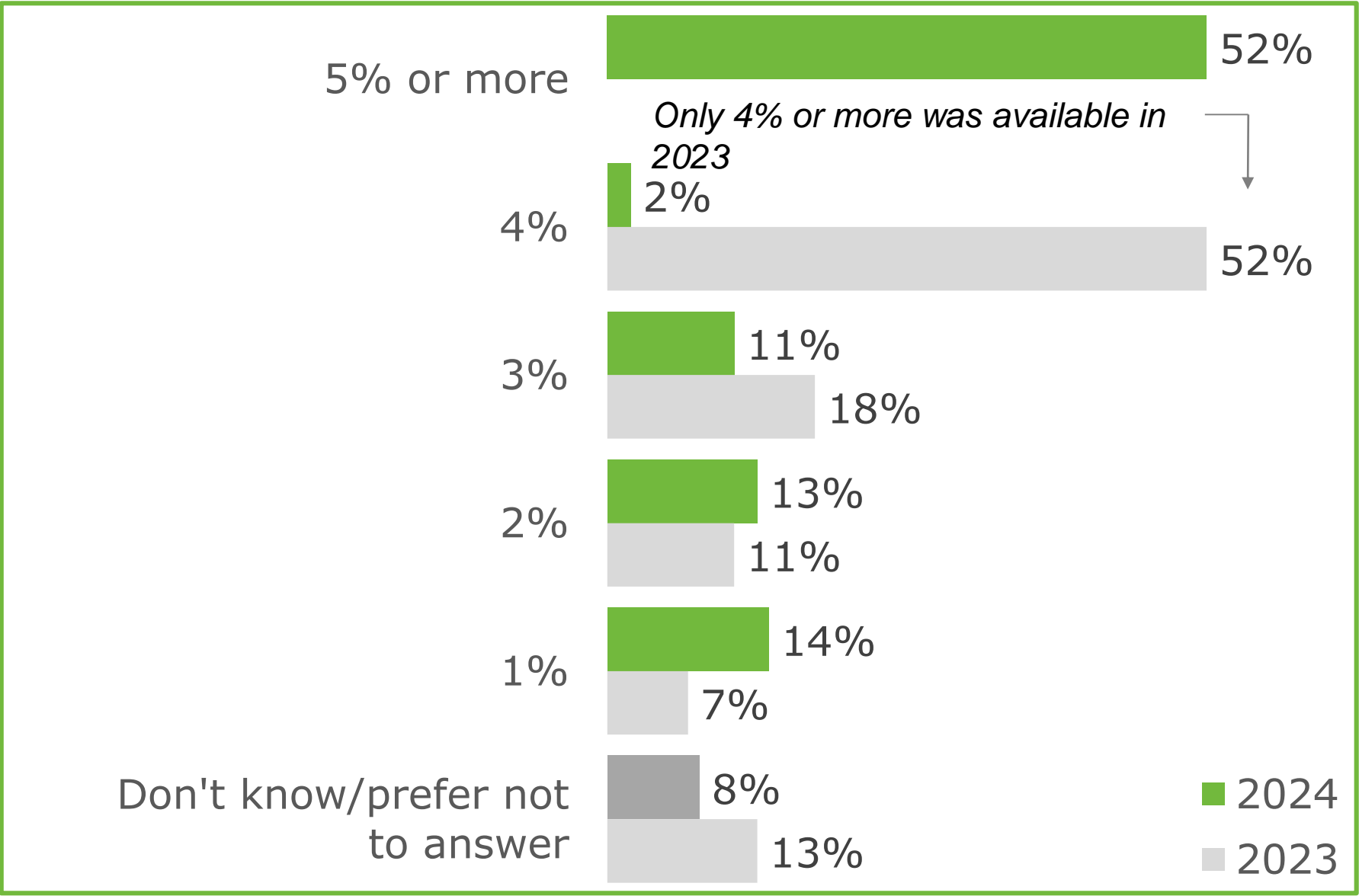
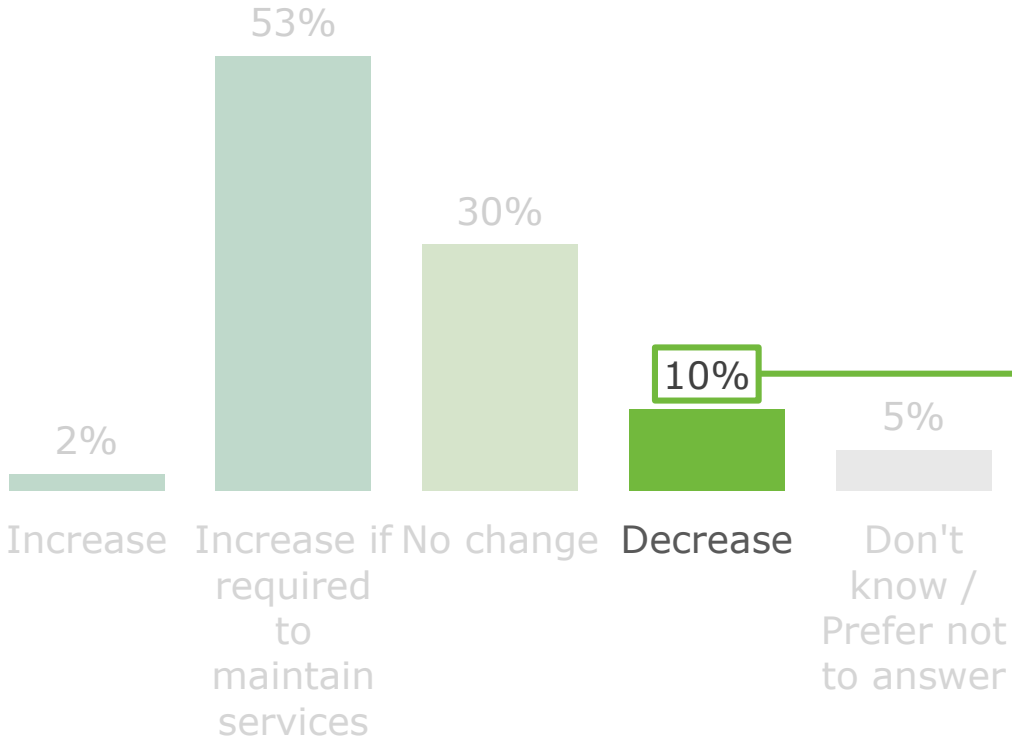
Budget preferences



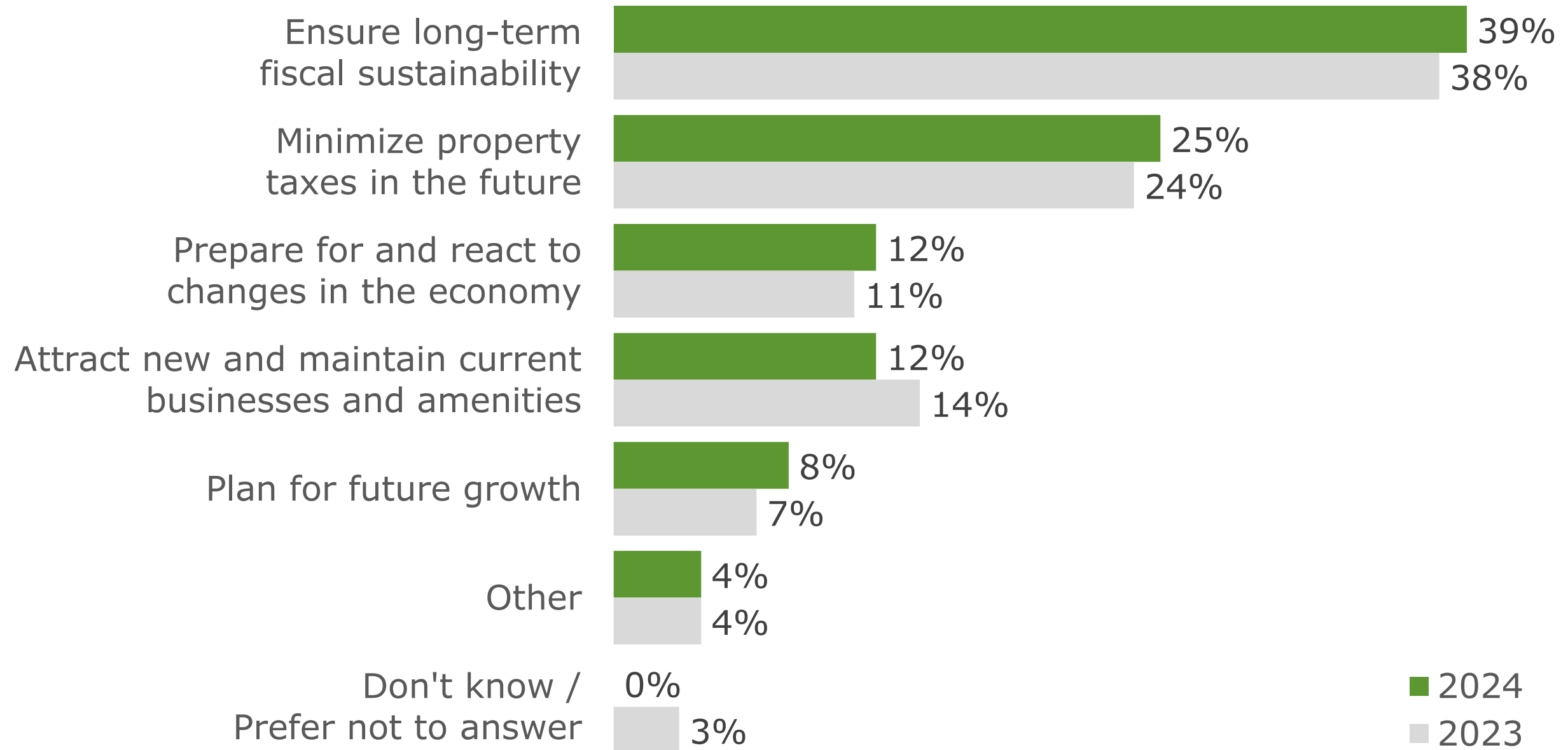
Preferred increase



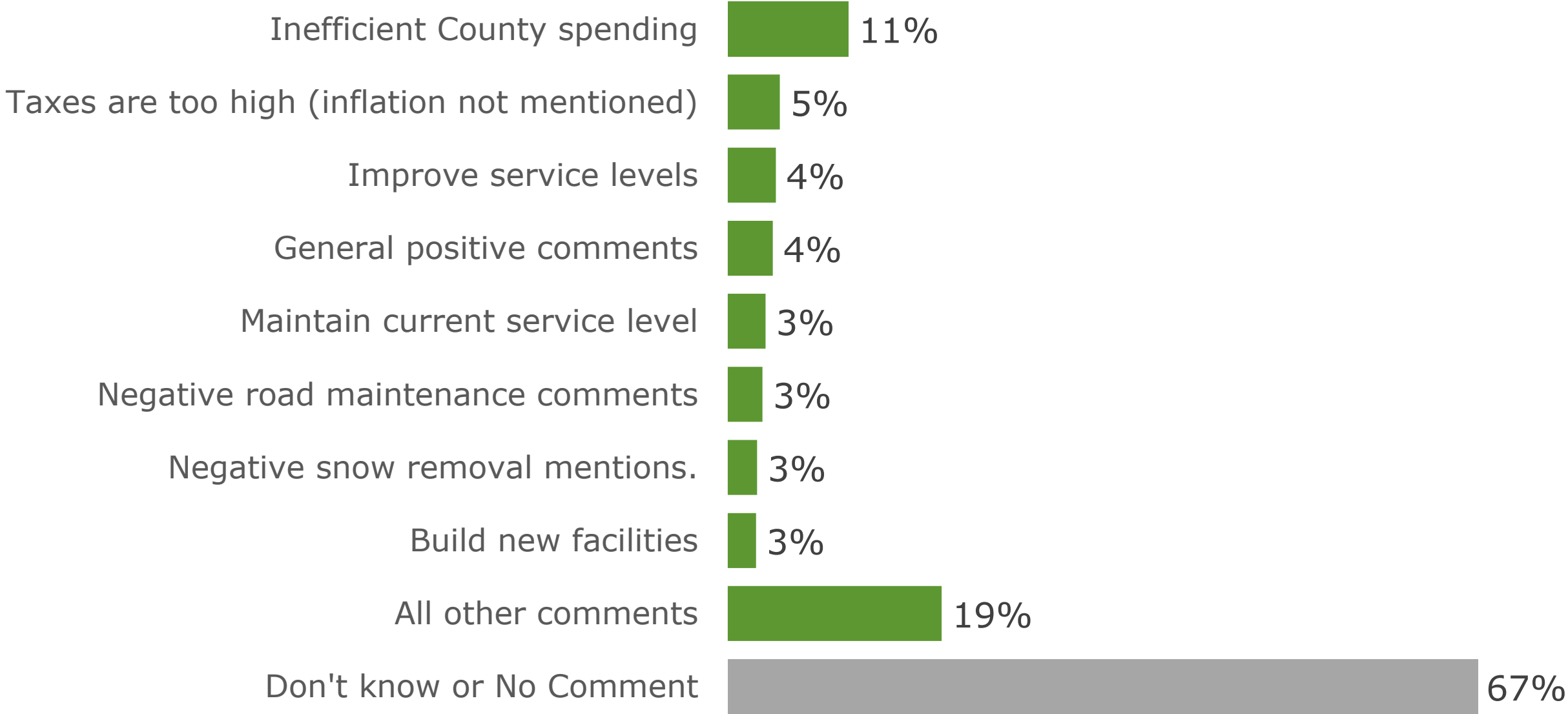
Preferred decrease



Budget priorities



Additional comments



Additional comments – other themes

- Multiple comments about healthcare and the hospital in Sherwood Park, seniors' housing and recreation, waste management, snow removal, transit under-utilization
- Comments/criticisms about the utility and/or timing of capital spending decisions, such as: the Pointe, Bremner, new Crusaders Arena, recreation facilities, Seniors' Centre
- Desire to re-prioritize spending on core functions and maximize efficiencies, multiple mentions of hard times/inflation/struggle with finances
- Rural frustrations with imbalance of services received versus urban residents
- Frustrations with new development and growth in the County

Comparisons to the online survey

- Online sample unbalanced in terms of demographics; included higher proportions of urban, female and older respondents
- Online survey broadly **validates** telephone survey results, no major differences divergences between samples
- Similar results for value for service (51% vs. 55%). Similar results on tax change preferences
- Online more pessimistic about next 12 months (32% vs. 27%, become worse)
- Online more concerned about cost of utilities (53% vs. 46%)
- Online more likely to support minimized tax increases (31% vs. 25%)

County Voice

- Money Matters project page brought in 1100 visitors to learn about our budget and engage via different tools beyond the survey
 - 879 became Aware (visited at least one page)
 - 201 were Informed (viewed a link, document etc.)
 - 26 chose to be Engaged (contributed to a discussion, poll, or submitted an idea)
- Highest voted “Key community issues to consider” ideas included
 - Support for residents experiencing affordability challenges
 - Preparedness for wildfires, grassfires, and natural disasters
 - Climate change preparation and response
- Key budget-related concerns from youth focused on overall affordability, and not feeling heard or included in County work

Next steps

- Phase 2 budget engagement
 - Deeper dive into areas where we have unanswered questions, or where there was conflicting feedback in the first survey
 - Follow-up survey and more interactive engagement options will take place on County Voice in September
- Reporting back on this phase, and added context from other related engagement processes will take place in October
- Opportunity for public to speak to Council on budget in November

Questions?





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