

Priorities Committee Meeting_Jun17_2025

STRATEGIC INITIATIVE AND UPDATE

2024 Public Satisfaction Survey results

Report Purpose

To provide Priorities Committee with the results of the 2024 Public Satisfaction Survey.

Our Strategic Goals

Goal 4 - Municipal Excellence

Goal 2 - Healthy and Safe Community

Goal 2 Priority - A diverse, welcoming, inclusive, and an accessible community for all

Goal 4 Priority - Optimal use of resources that meets the community's needs

Report

Every year, Strathcona County conducts a Public Satisfaction Survey. The purpose of this survey is two-fold: to gauge public satisfaction with life in the County and to understand public satisfaction with various services provided by the County. The data is used by Strathcona County administration to understand public perception of strategic plan progress and service delivery standards.

The 2024 Public Satisfaction Survey was fielded between January 20 to February 14, 2025. The survey was conducted via telephone recruitment through a market research vendor. These results come from a survey sample that was randomly selected and are representative of the County demographics. They are statistically valid and are a reliable source of data that can be used to inform decision-making and can be accurately compared to the previous year's results. Strathcona County also collected feedback through a non-random method via an online link hosted on County Voice, Strathcona County's online engagement platform.

Across both methods, Strathcona County received 1,346 responses – more than double what other comparable municipalities receive.

The following are key takeaways on the quality of life in Strathcona County. The percentage shown is the proportion of respondents that rated Strathcona County either good or very good.

Strathcona County continues to be recognized as a great place to live, with 91% of respondents rating it as a good or very good place to live overall. While this is a decrease from 95% last year, the vast majority of residents continue to express a high level of satisfaction. Perceptions of safety also remain strong, with 88% rating the County as a safe community and 92% agreeing it is a safe place to raise children.

Results indicate 80% overall satisfaction with infrastructure and 79% overall satisfaction with County services. The percentage indicates the proportion of respondents that were either satisfied or very satisfied. These percentages indicate a strong level of satisfaction for both services and infrastructure in the County.

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Overall, the percentage decreases are within the statistical margin of error and broadly consistent with the results over the last four years.

The following frequently mentioned topics carried over from last year: population growth and development, recreation infrastructure and County fiscal health. Based on responses, overall factors contributing to dissatisfaction are urban/rural division, growth, services not meeting expectations and costs of services, taxes. Overall factors contributing to satisfaction include community safety, urban amenities, responsive services and service quality relative to neighbouring municipalities.

The full engagement results reports is included as enclosure 1, and a summarized version in enclosure 2.

Council and Committee History

May 14, 2024 2023 Public Satisfaction Survey results presented to Priorities Committee

Other Impacts

Policy: n/a
Financial/Budget: n/a
Legislative/Legal: n/a
Interdepartmental: yes
Master Plan/Framework: n/a

Communication Plan

The 2024 Public Satisfaction Survey report will be posted to Strathcona County's public website. A media release and social media posts will communicate the results.

Enclosures

1	2024 Public Satisfaction Survey full engagement results
2	2024 Public Satisfaction Survey summary results
3	2024 Public Satisfaction Survey results presentation