



Town of Okotoks

2013 Community Household Survey
July 15, 2013

Banister
Research & Consulting Inc.



Study Background

The findings from the 2013 Town of Okotoks Community Household Survey provide the Town with insight into the perceptions and opinions of residents. Specific project objectives included:

- To assess citizens' perceptions regarding the overall quality of life in the Town of Okotoks, including community safety and attributes that contribute to the quality of life;
- To gauge citizens' perception of the Town's ability to facilitate and support the community's character and spirit;
- To measure overall satisfaction with Town of Okotoks with Town of Okotoks' services, facilities, and programs, as well as satisfaction with, and the level of importance of, specific Town services;
- To assess the perceptions of citizens regarding changes in the quality of service over the previous year; and
- To measure property owners' perceived value of property taxes, as well as gauge citizens' support for a five-year tax strategy.



Methodology

- The Town of Okotoks distributed the questionnaires to each household via the census enumerations. As an alternative, the survey was available online for completion via the web.
- Surveys were available for completion from May 8th to June 10th, 2013, during which time a total of 3,366 surveys were completed.
 - Results provide a margin of error no greater than $\pm 1.3\%$ at the 95% confidence level, or 19 times out of 20.

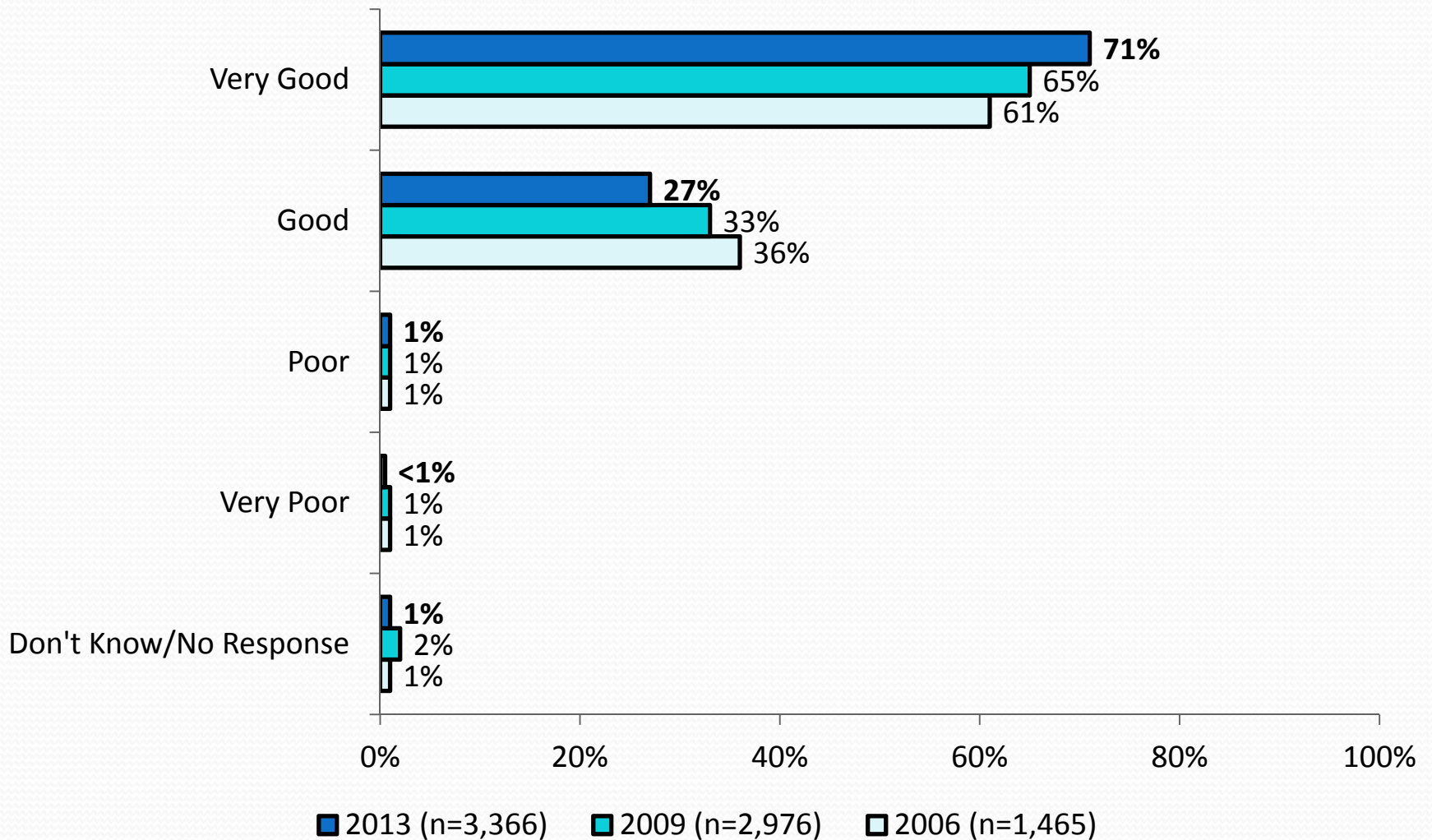


Analysis Notes

- The survey results are a tool.
- Non-Sampling Error
- Self-Selection Bias



Quality of Life in the Town of Okotoks





Quality of Life in the Town of Okotoks

- What three (3) things make Okotoks a good place to live?*
- Small town atmosphere/friendly people/family-oriented lifestyle (47%);
- Parks/green spaces/River Valley/pathways (35%);
- Shops/restaurants (i.e., availability, convenience, friendly service) (29%);
- Location (i.e., near a big city, mountains, and the country-side (27%); and
- Amenities/services/facilities (22%).
- What three (3) things would make Okotoks a better place to live?*
- Restrict development/keep the Town small/stop big-box stores/slow down growth/population cap (19%);
- Water is too expensive/ensure water supply/better quality of water/fewer water restrictions (13%);
- Reduce taxes/reduce business taxes/property taxes (13%); and
- More shopping/restaurants/longer shopping hours/friendlier service/shopping mall (13%).

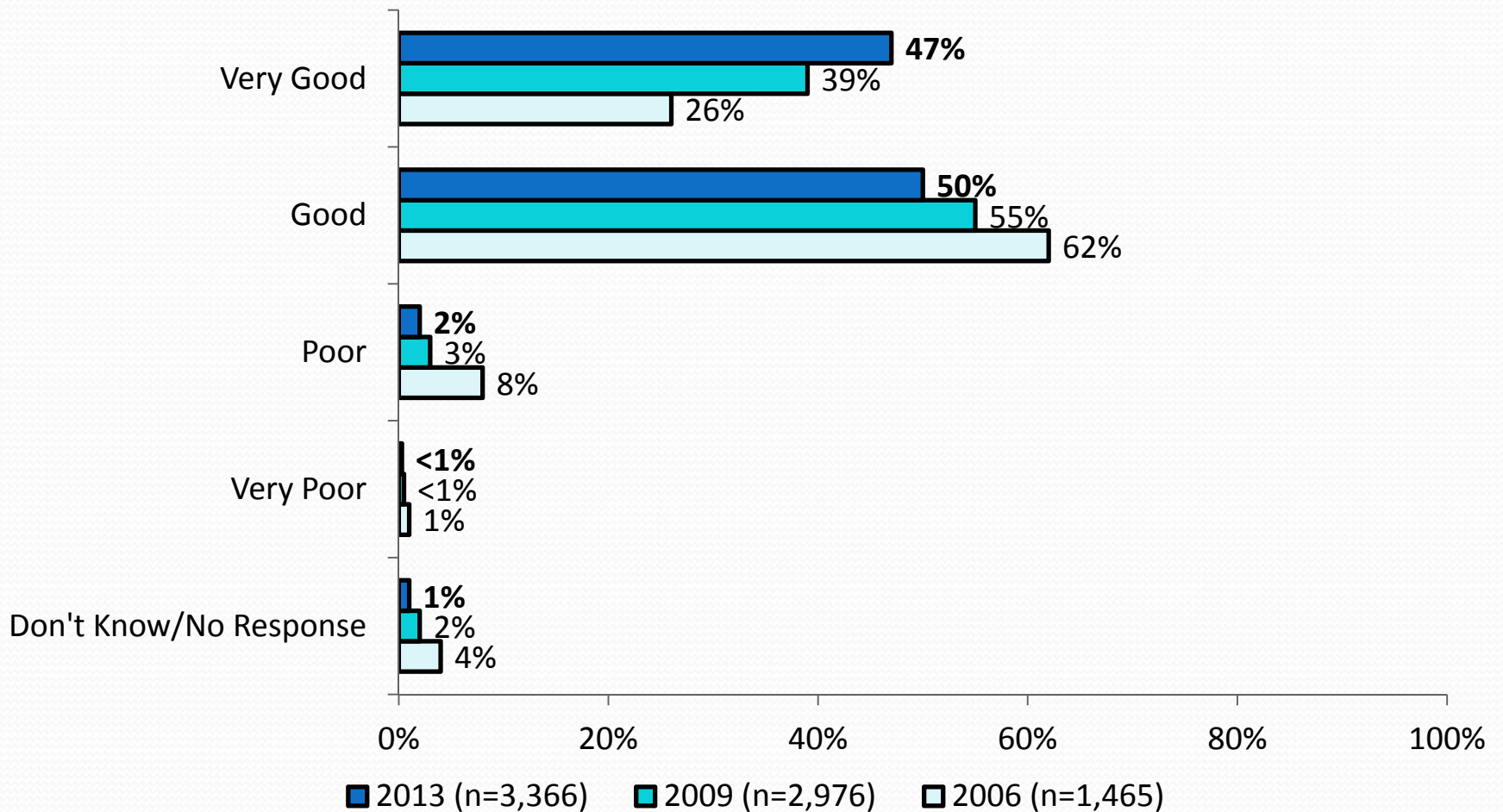
n=3,366

*Multiple responses



Safety in the Town of Okotoks

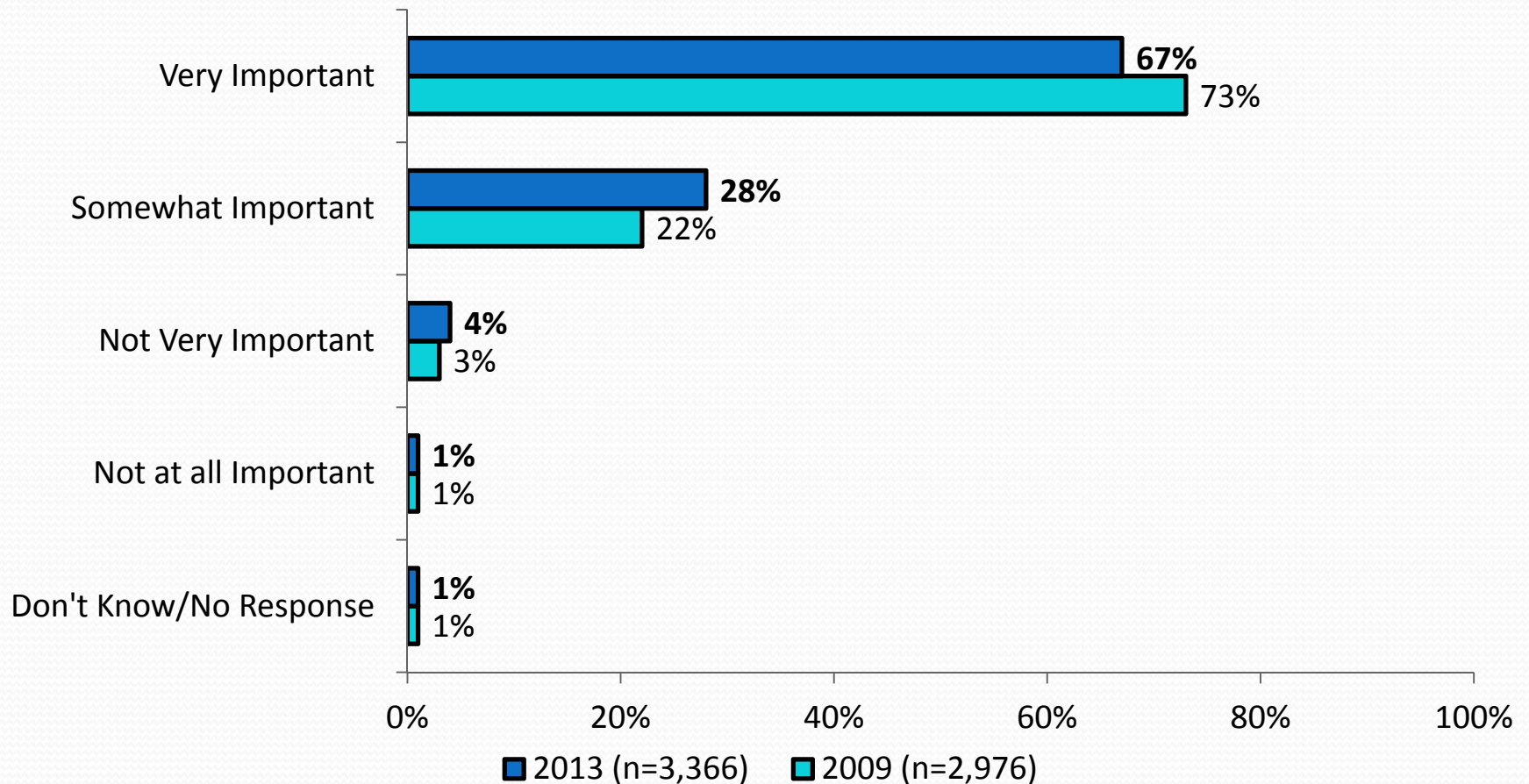
Overall, how would you rate safety in the community?





Importance of Adopting Green Practices

How important is it that we continue to adopt “green” practices?*

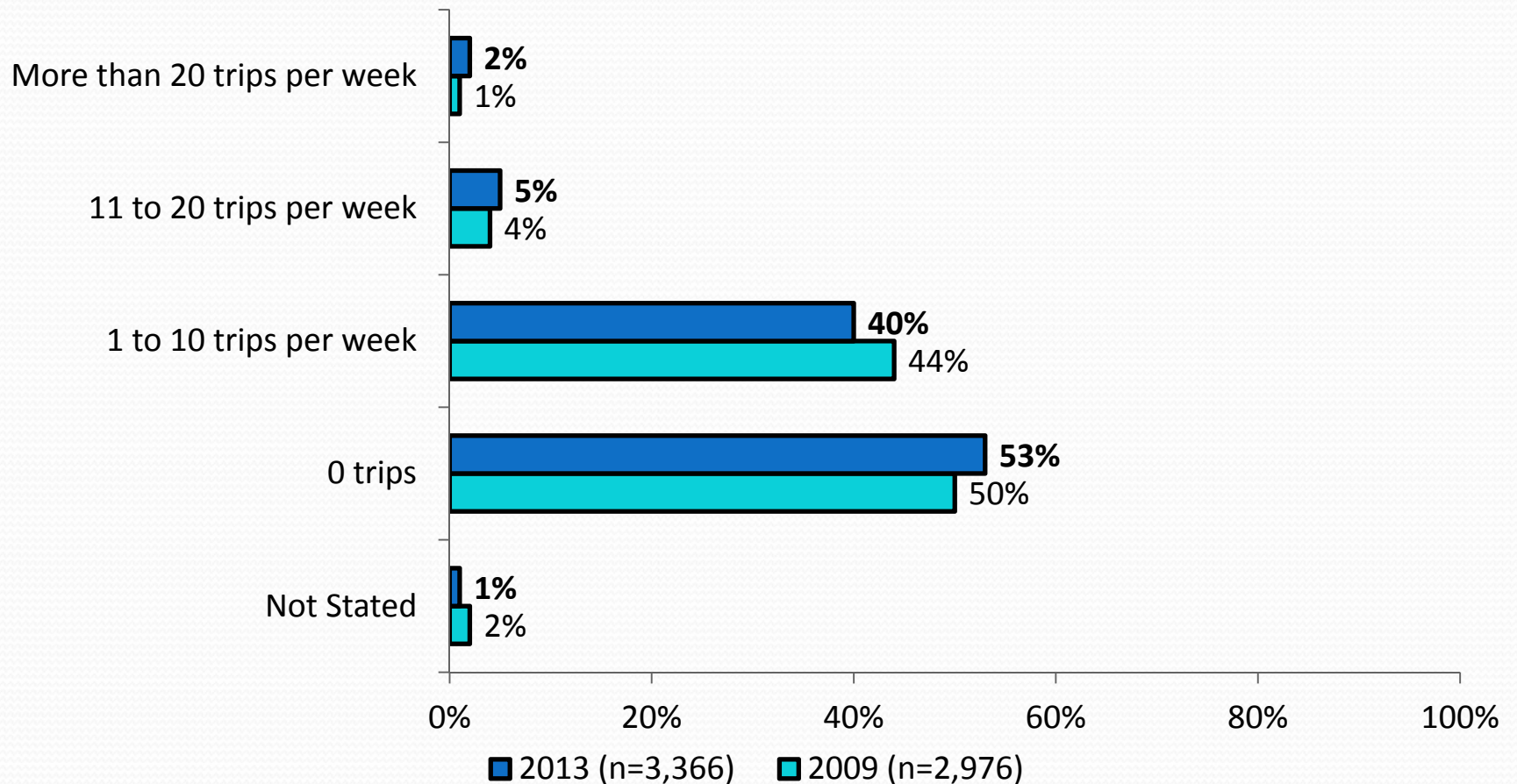


*Not asked prior to 2009



Local Transit

How frequently might your household utilize local transit within Okotoks?*



*Not asked prior to 2009



Local Transit: Additional Comments

- When asked to provide comments, 8% of the respondents mentioned that **local transit would be beneficial to the Town of Okotoks**. Other top responses included:*
 - Would like rail/commuter transit to/from Calgary/other communities (4%);
 - Local transit is not needed/lack of ridership/is not a priority (3%);
 - Uses/needs/prefers transportation other than public transit (3%);
 - Transit is expensive/waste of money/should not be publicly funded (2%);
 - Good place to live/good community (in general) (2%); and
 - Would not currently use transit/much/unsure about using it (2%).

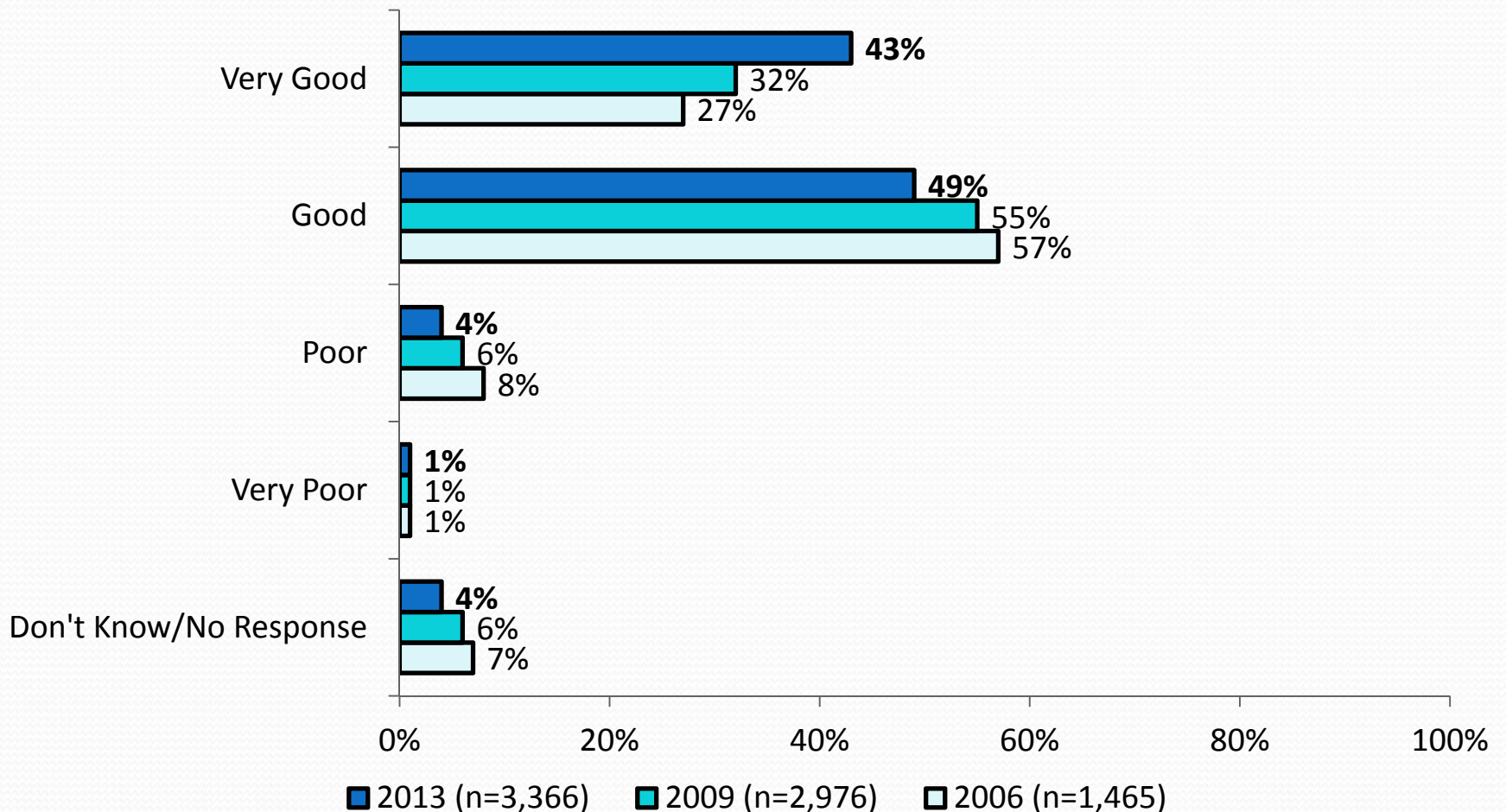
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*Multiple responses



Community Character and Spirit

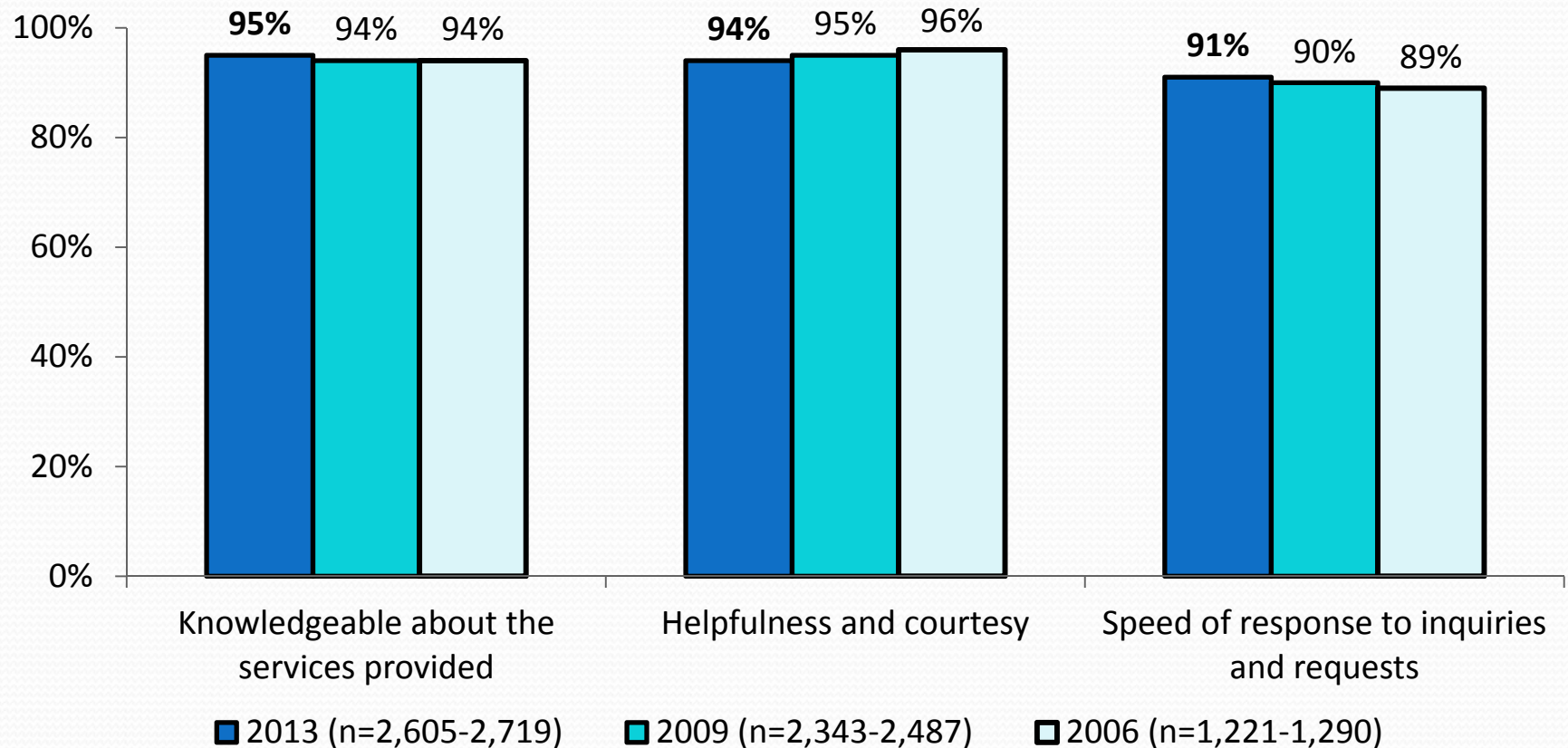
How would you rate the Town on facilitating and supporting the character and spirit of the community?





Town Employees

Satisfaction with Town Employees*



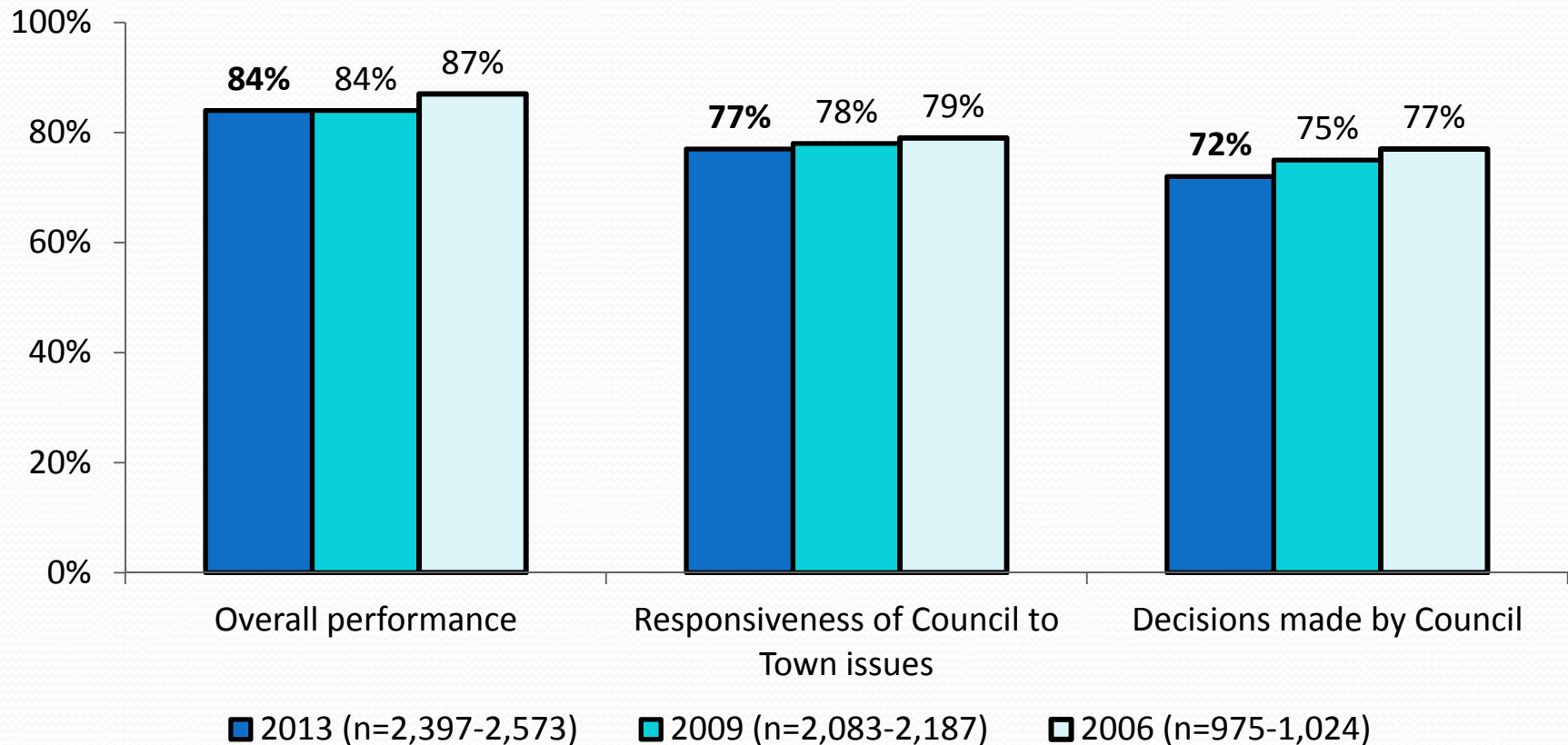
*Percent of respondents who were "satisfied" or "very satisfied" with each area

**Base: Excluding respondents who said "no interaction," "don't know" or who did not provide a response



Town Council

Satisfaction with Town Council* **



*Percent of respondents who were "satisfied" or "very satisfied" with each area

**Base: Excluding respondents who said "don't know" or who did not provide a response



Town Employees and Council: Additional Comments

- When asked to provide comments, 5% of the respondents reported that **the Town is getting too big and that population growth and development should slow down or stop**. Other top responses included:*
 - Do not agree with some administration decisions/recommendations/too slow/dissatisfied with Council (in general) (4%);
 - Satisfied with Town services/facilities/programs (4%);
 - Concerned that water rationing is permanent/dislikes water restrictions/concerned about water shortage/should build a pipeline from Calgary (4%);
 - Feels the Town does not listen to them/does not respond to concerns/does not listen to input from citizens/slow to respond (3%); and
 - Satisfied with Council/administration/staff (3%).

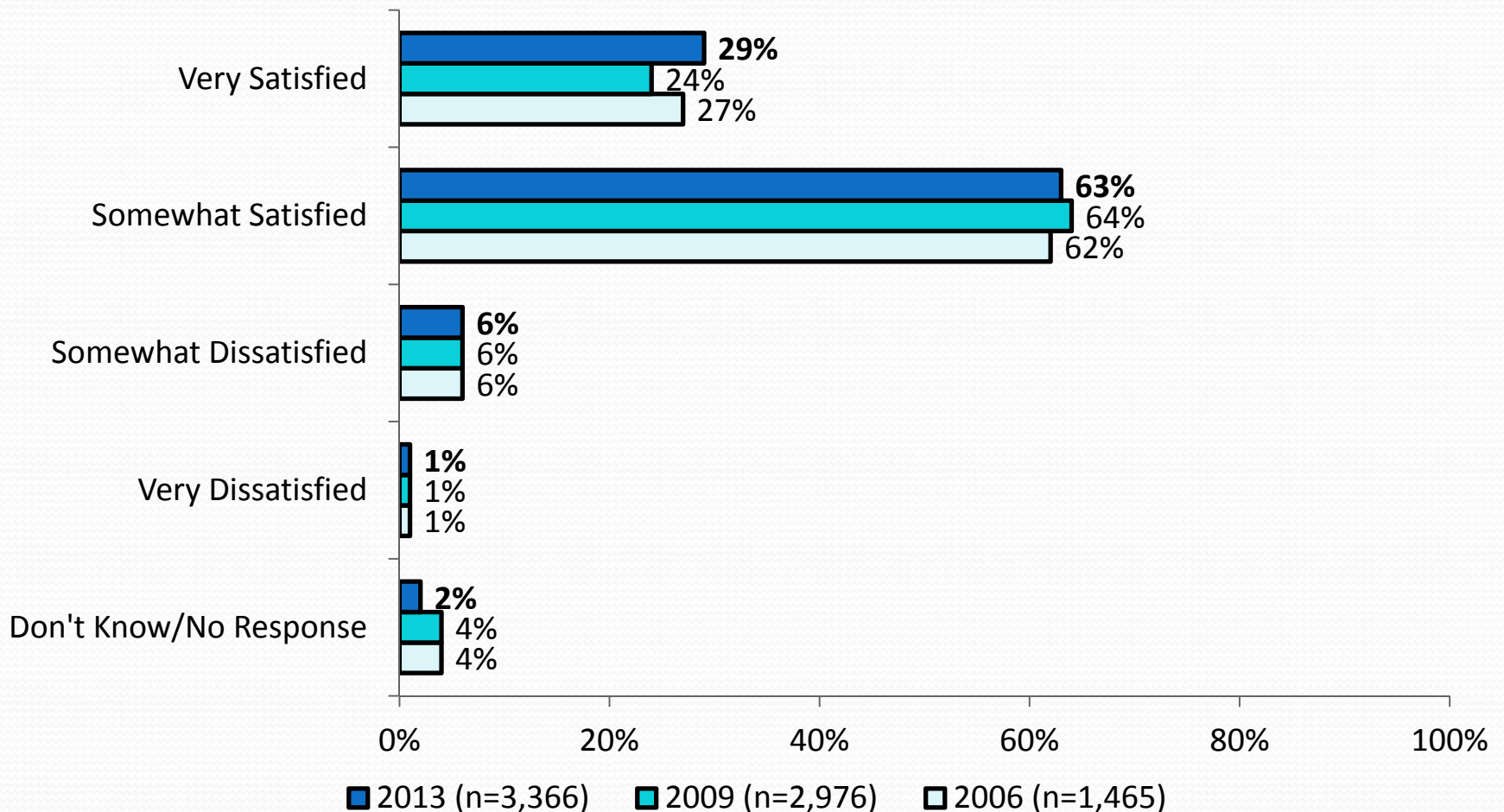
n=3,366

*Multiple responses



Town Programs, Services, and Facilities

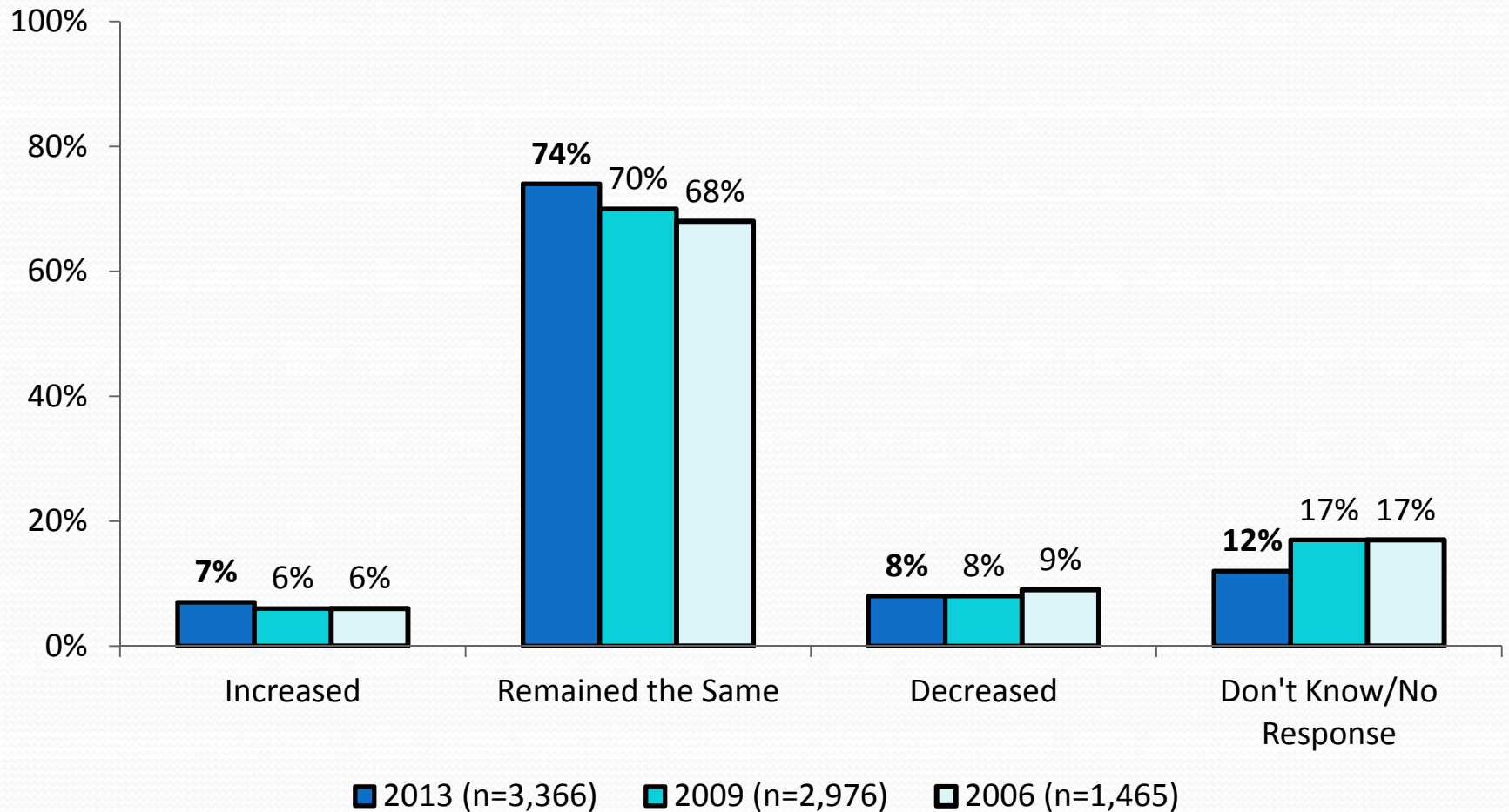
Overall, how satisfied are you with the services provided by the Town?





Town Programs, Services, and Facilities

Over the past 12 months, do you feel the quality of service has...?





Town Programs, Services, and Facilities: Additional Comments

- When asked to provide comments, 5% of the respondents reported **dissatisfaction with the garbage service and/or garbage regulations.** Other top responses included:*
 - Satisfied with services/programs/good in general/services meet needs (4%);
 - Need better snow removal service/faster/more frequent snow removal/side streets (3%);
 - Recycling pick-up adds to garbage fee/need to improve recycling services/bins (2%);
 - Have not lived here long enough to comment (2%);
 - Good place to live/Town is well-maintained/does a good job/good community/Council/Town involvement (2%);
 - Too expensive for services provided/dissatisfied with cost of services/facilities/does not want costs to increase (2%); and
 - Little to no change in services (2%).

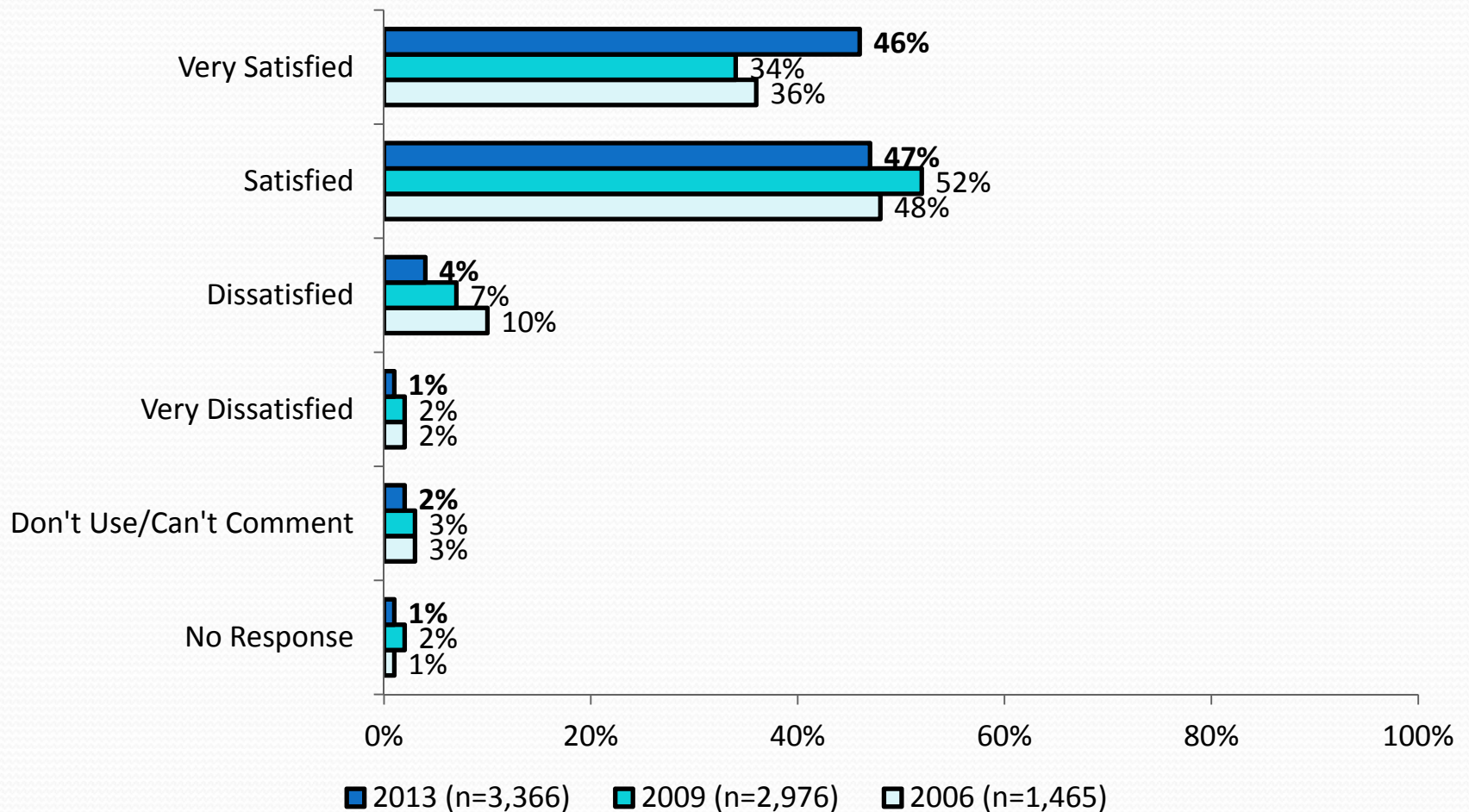
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Town Programs, Services, and Facilities

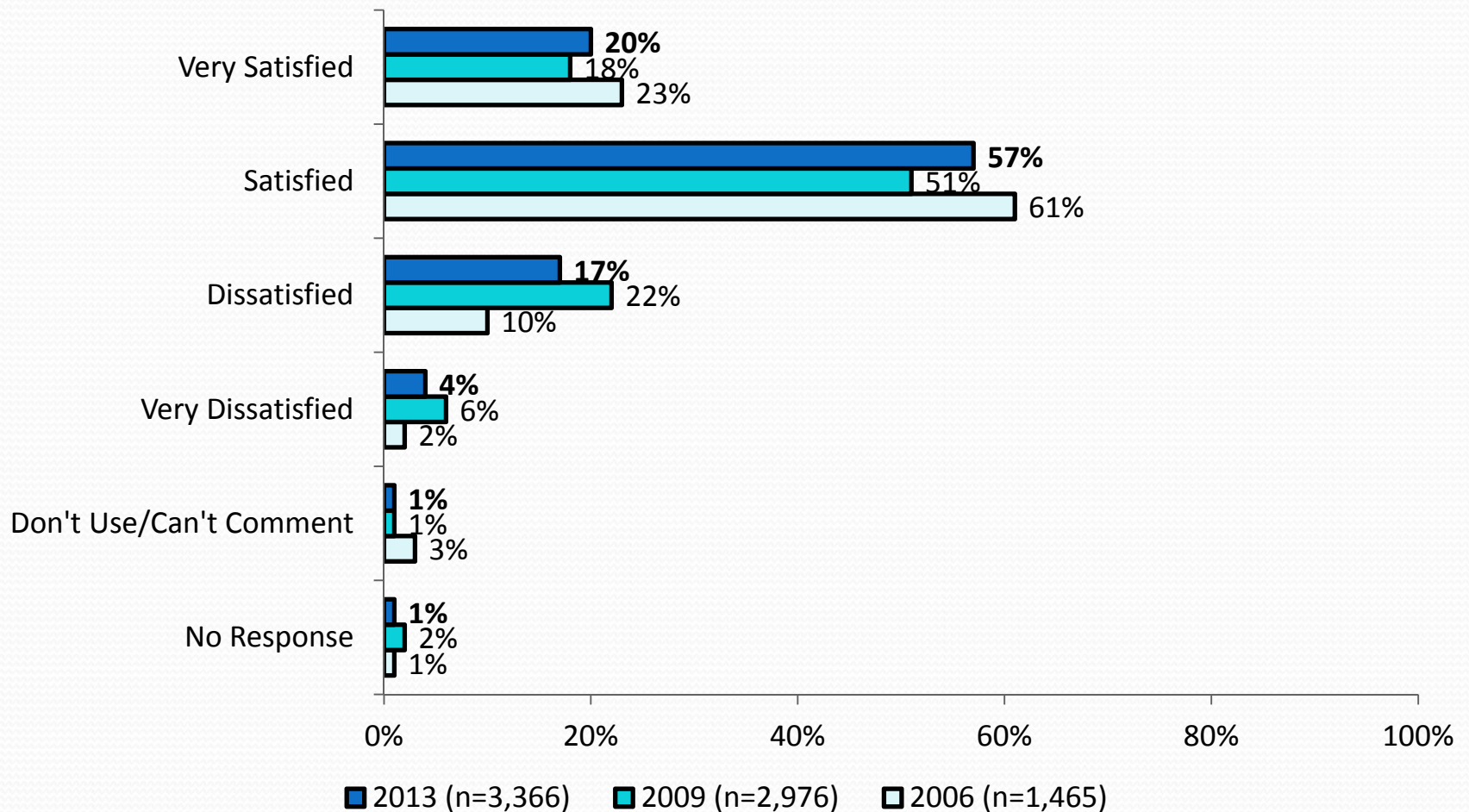
Satisfaction with Parks and Pathways





Town Programs, Services, and Facilities

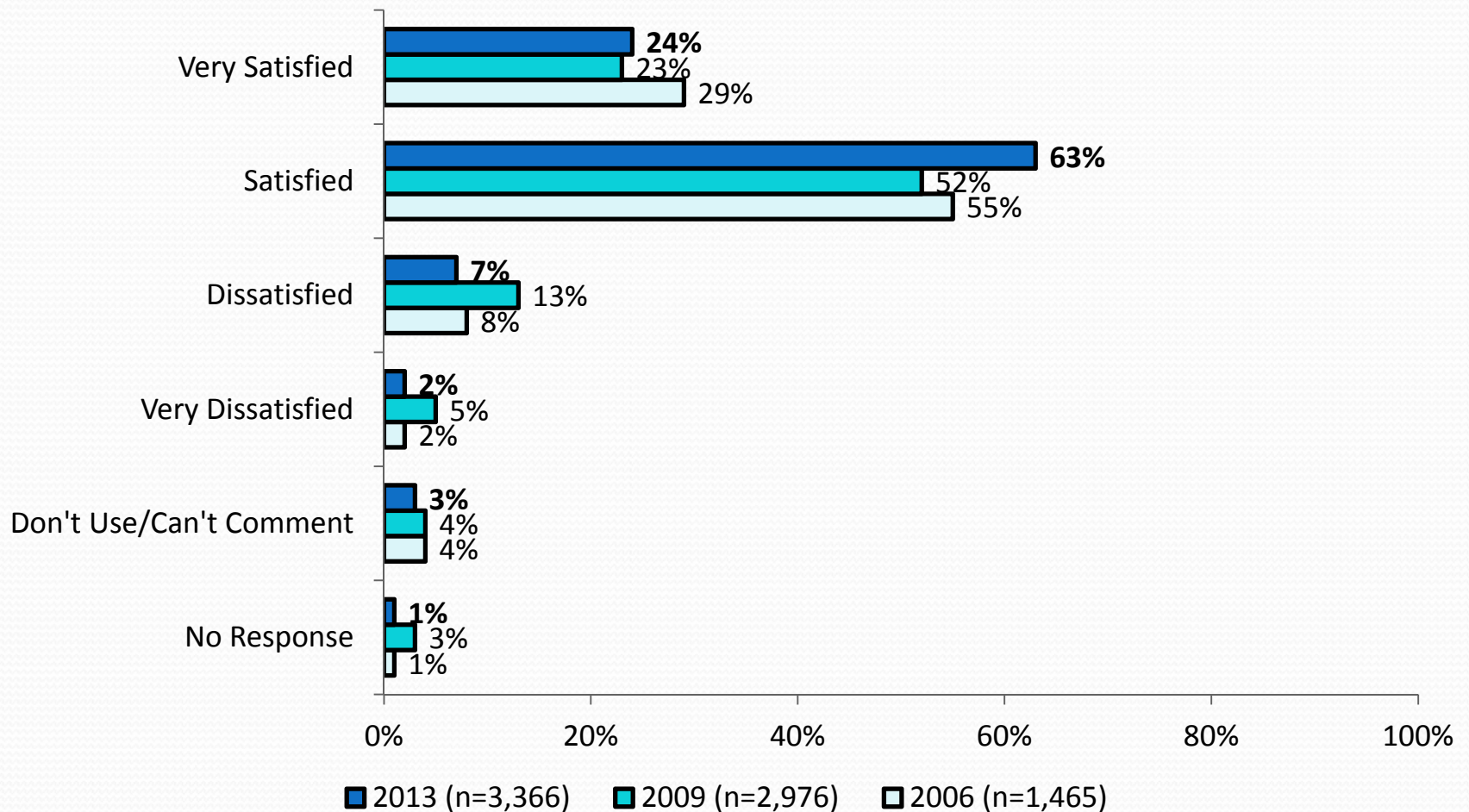
Satisfaction with Public Works





Town Programs, Services, and Facilities

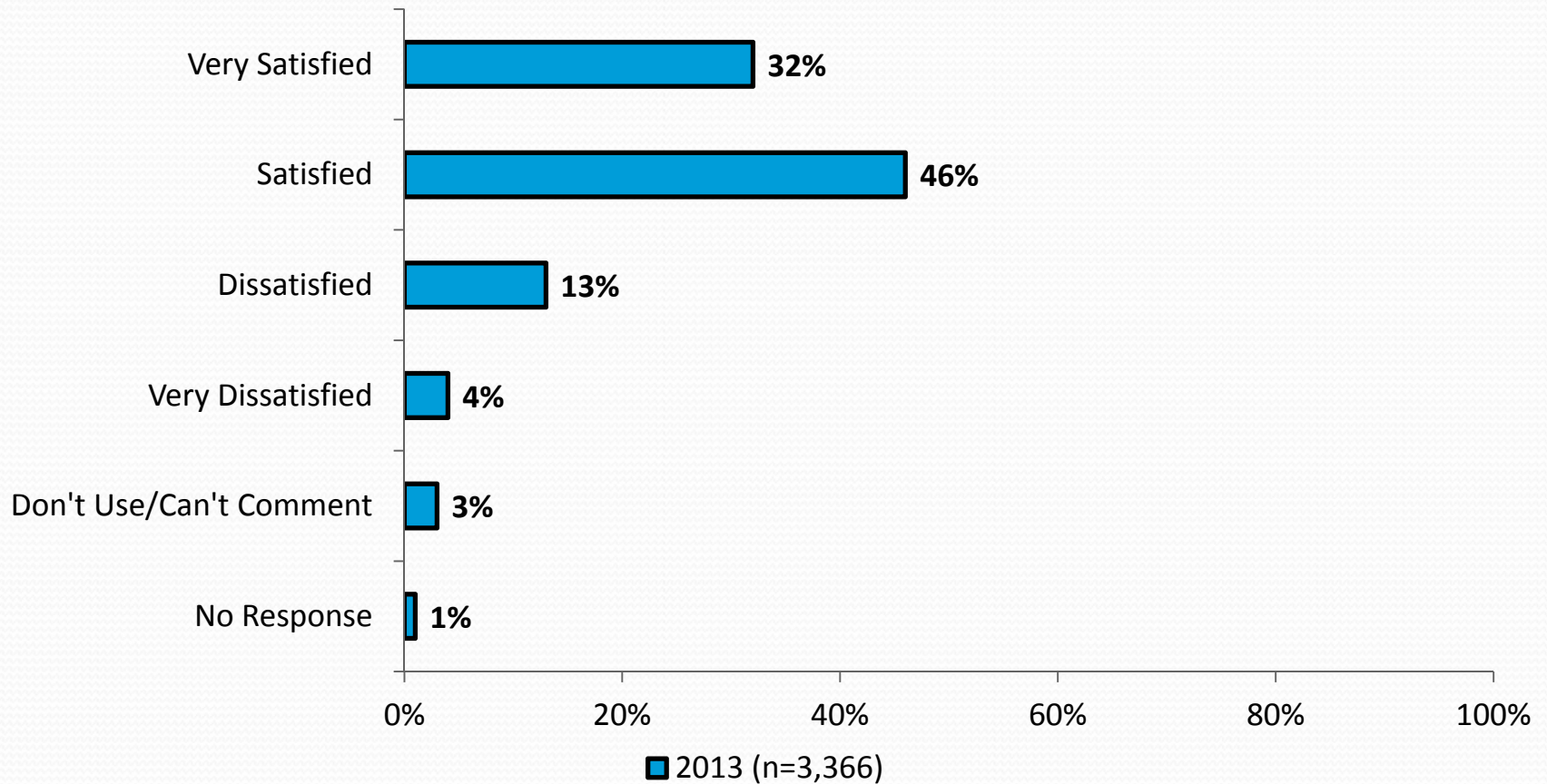
Satisfaction with Water and Sewer Services





Town Programs, Services, and Facilities

Satisfaction with Resource Recovery*

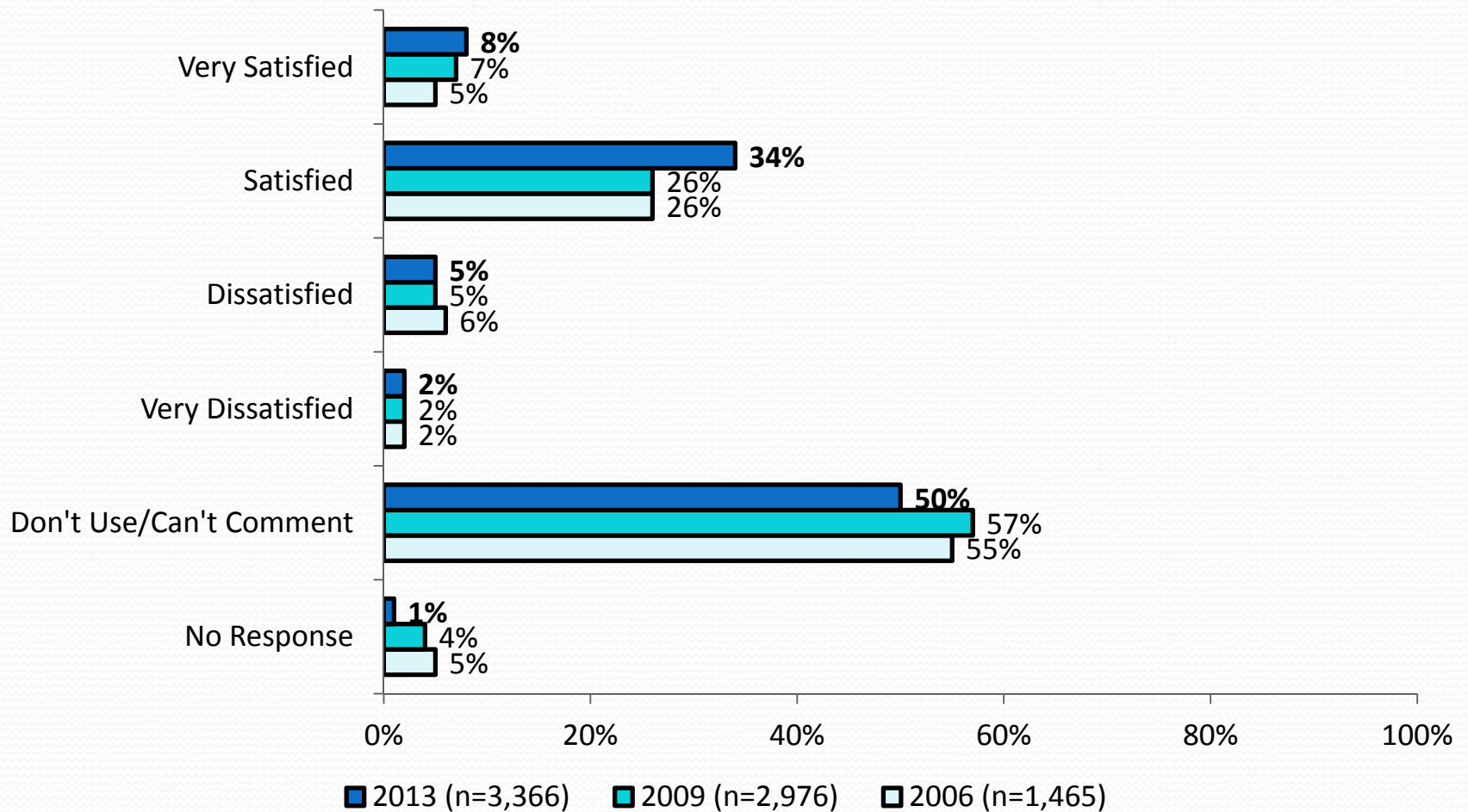


*In the 2006 and 2009 survey years, respondents rated garbage collection and the recycling depot separately. As a result, the 2013 survey data is not comparable to 2006 or 2009 survey data.



Town Programs, Services, and Facilities

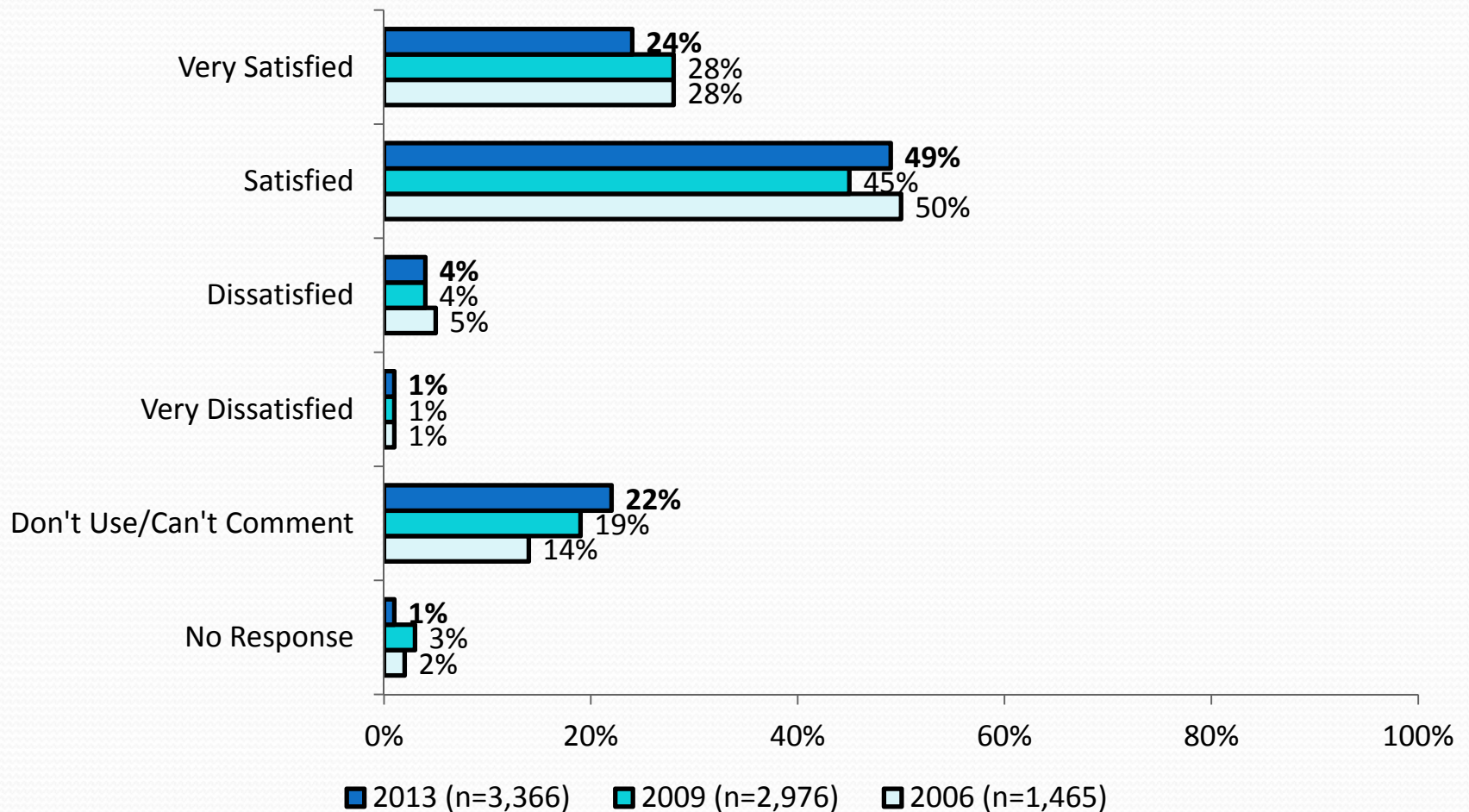
Satisfaction with Development Services





Town Programs, Services, and Facilities

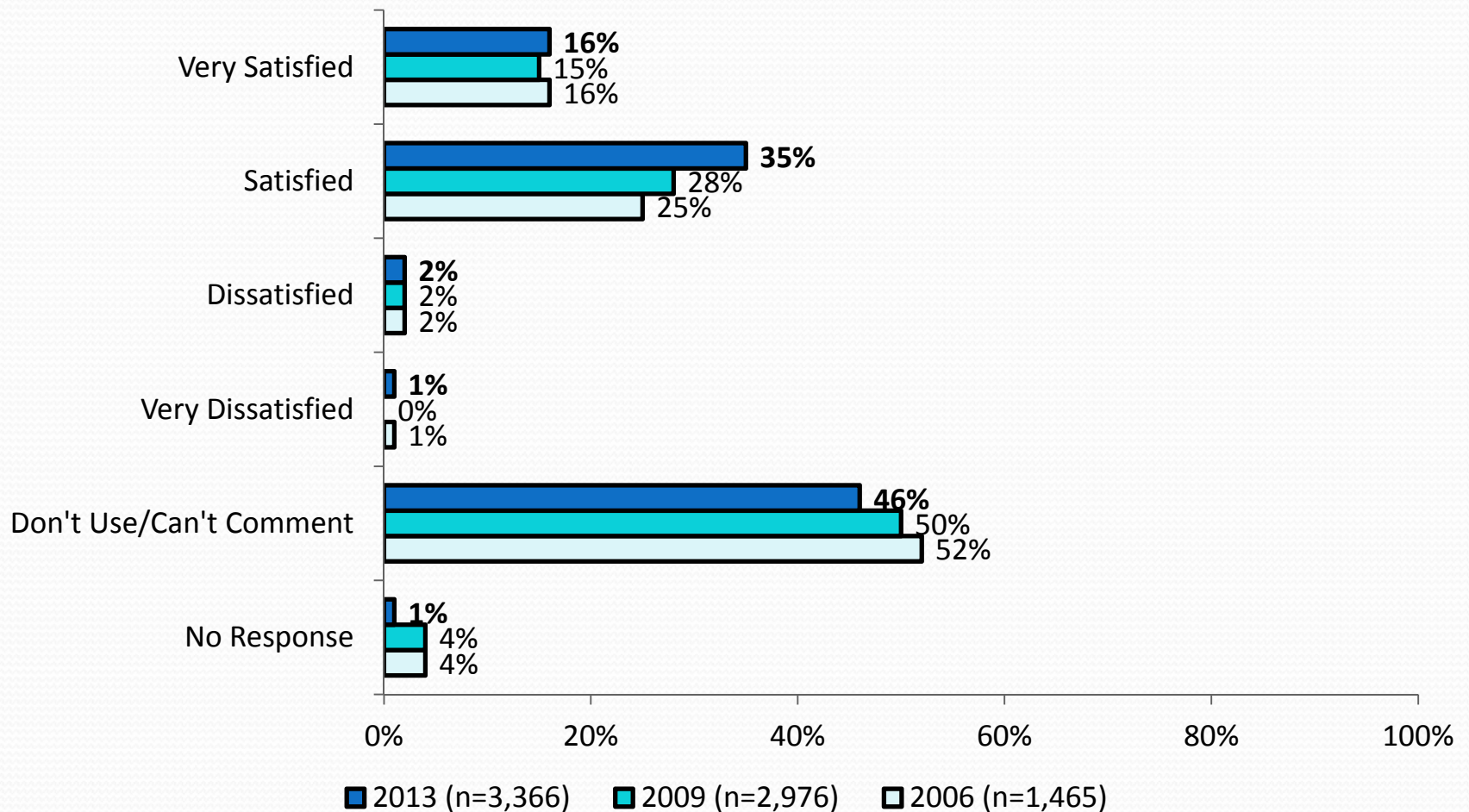
Satisfaction with Community Programming





Town Programs, Services, and Facilities

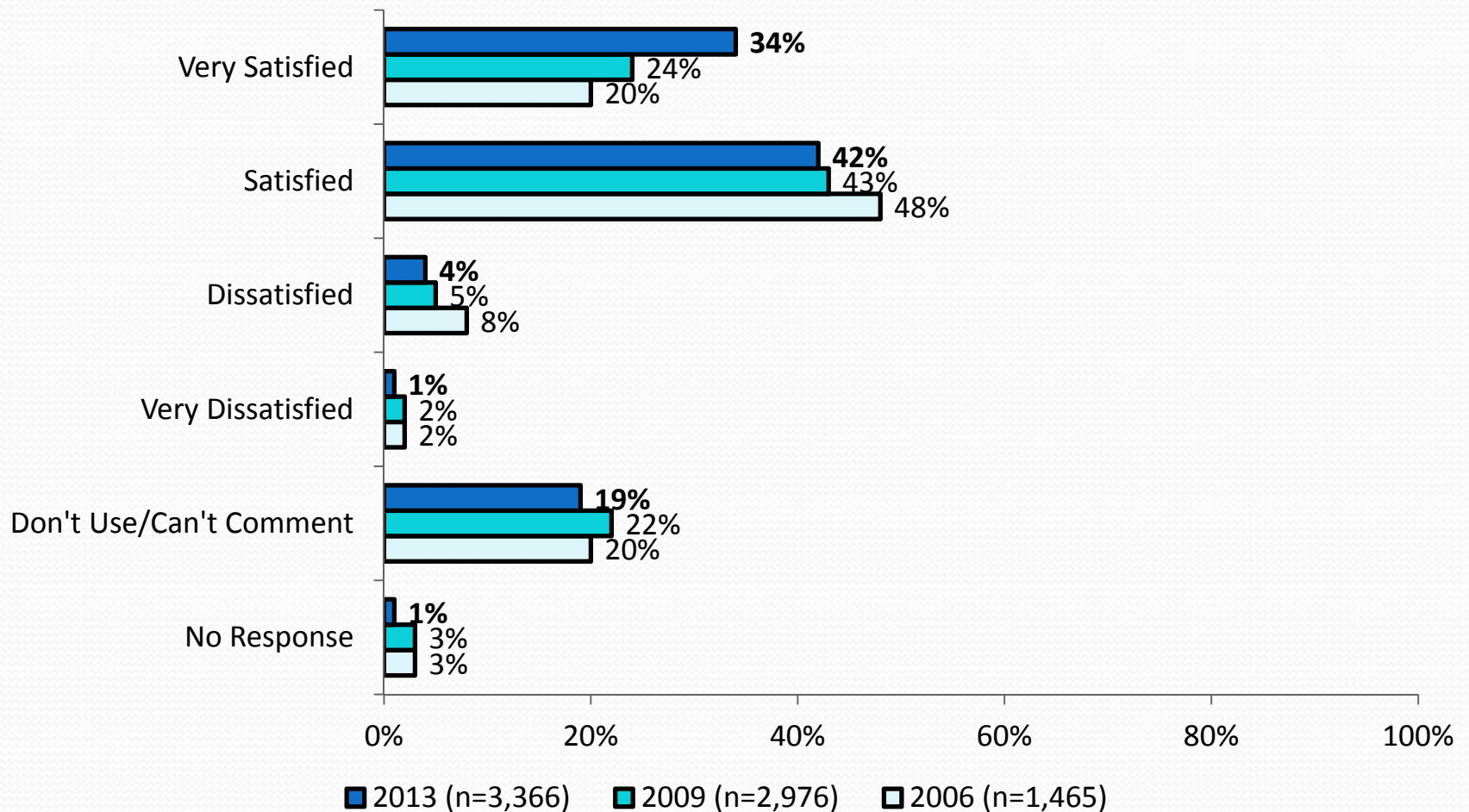
Satisfaction with Social Services





Town Programs, Services, and Facilities

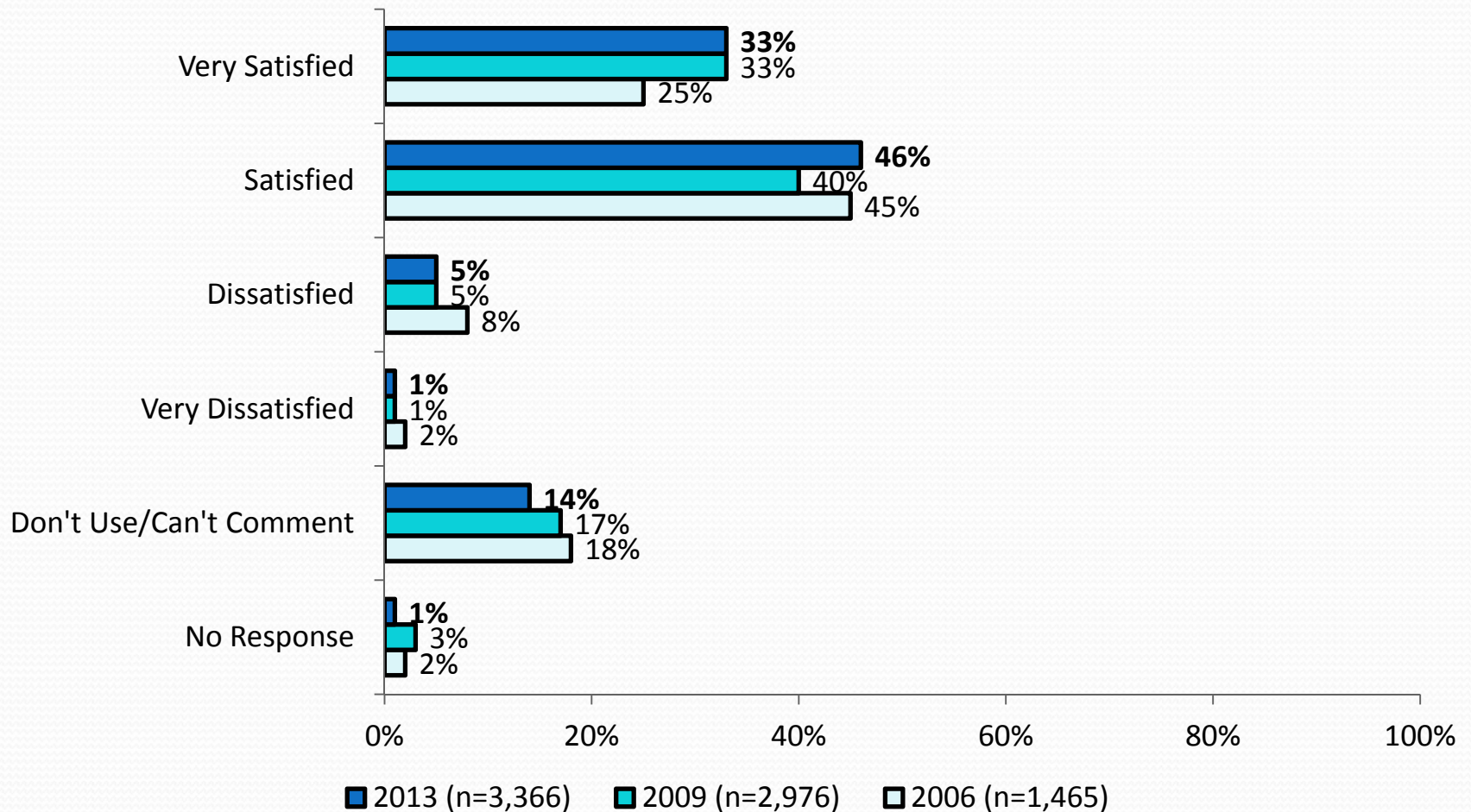
Satisfaction with Outdoor Recreation Facilities





Town Programs, Services, and Facilities

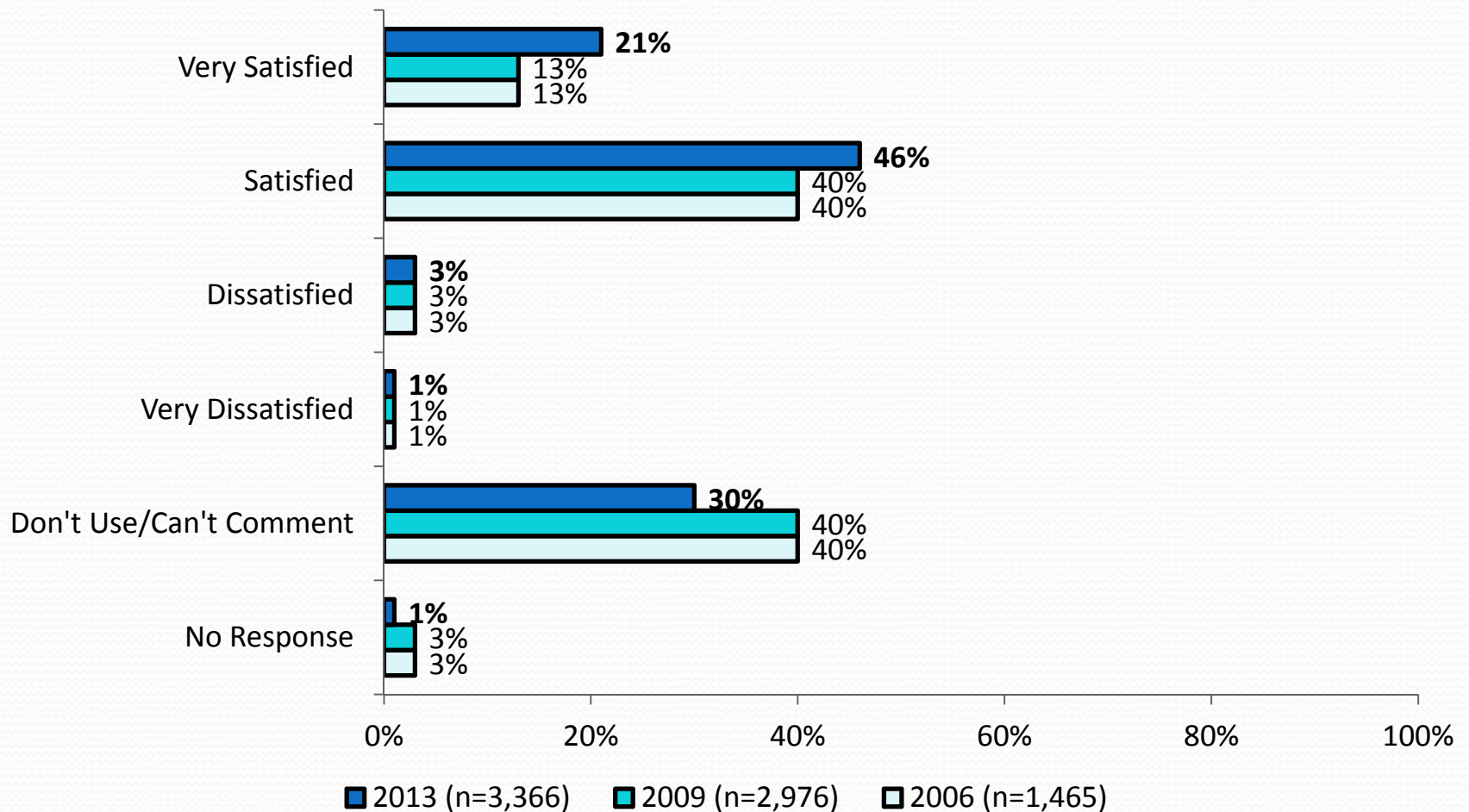
Satisfaction with Indoor Recreation Facilities





Town Programs, Services, and Facilities

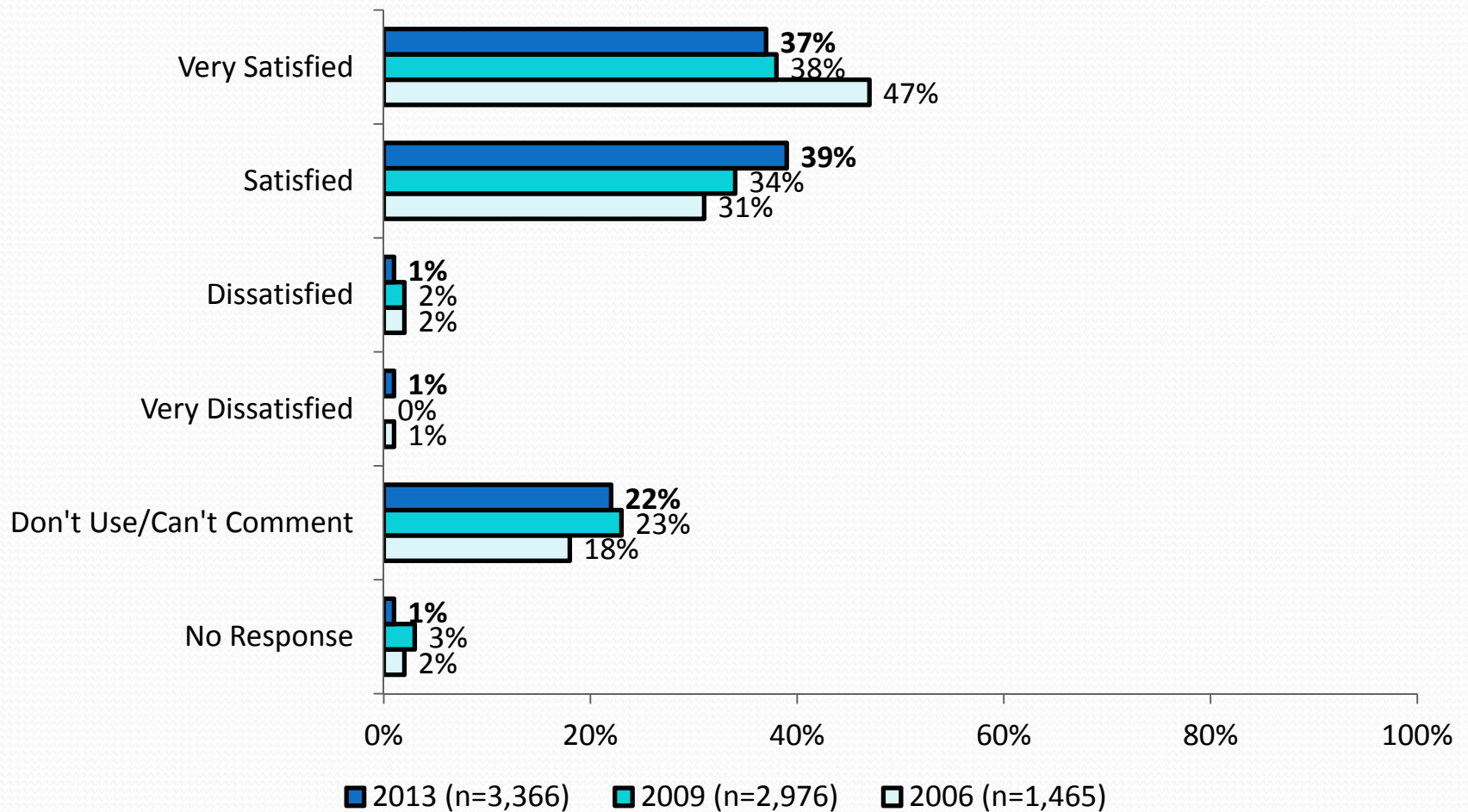
Satisfaction with Cultural and Historical Services





Town Programs, Services, and Facilities

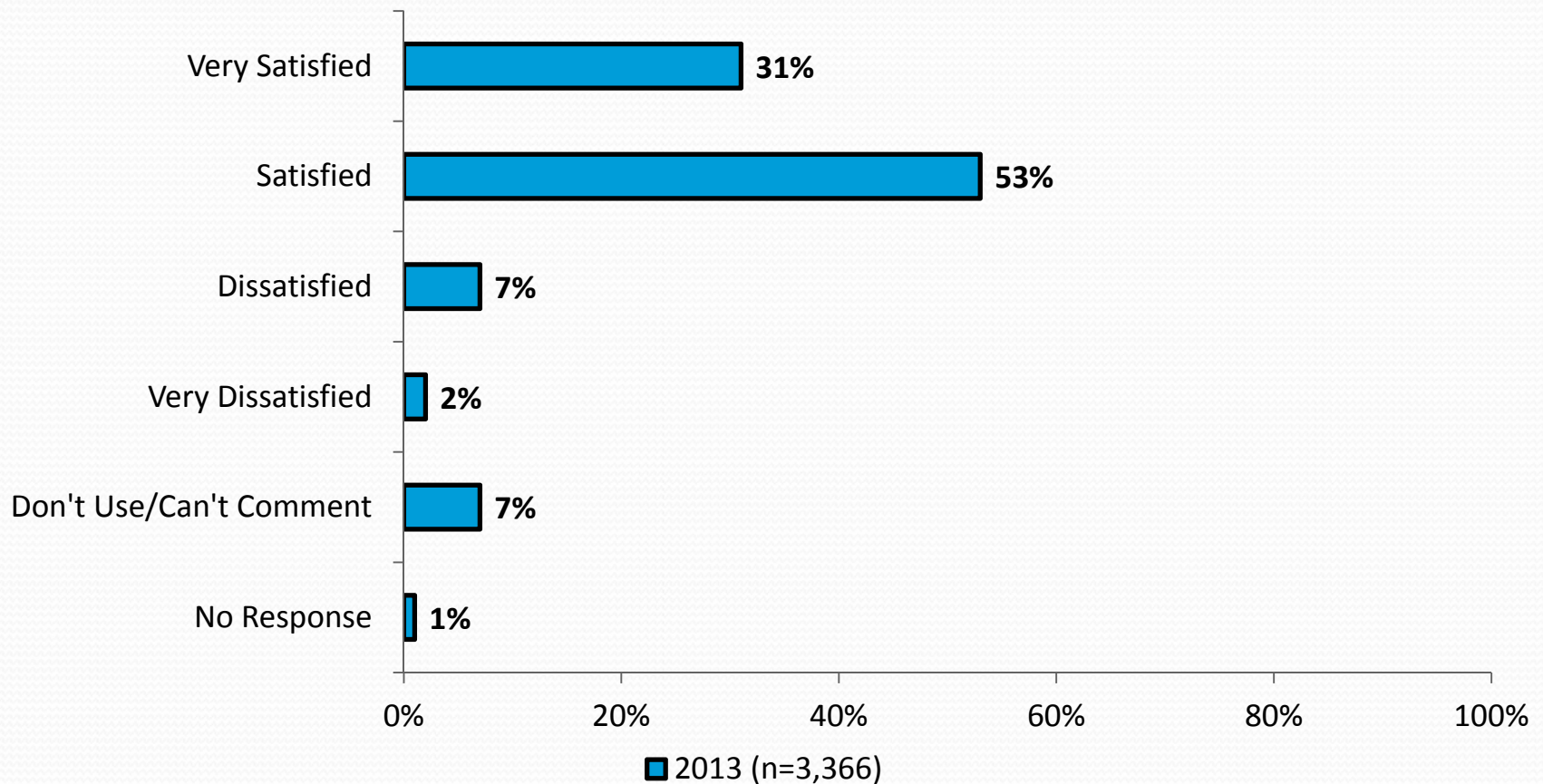
Satisfaction with the Public Library





Town Programs, Services, and Facilities

Satisfaction with Protective Services*

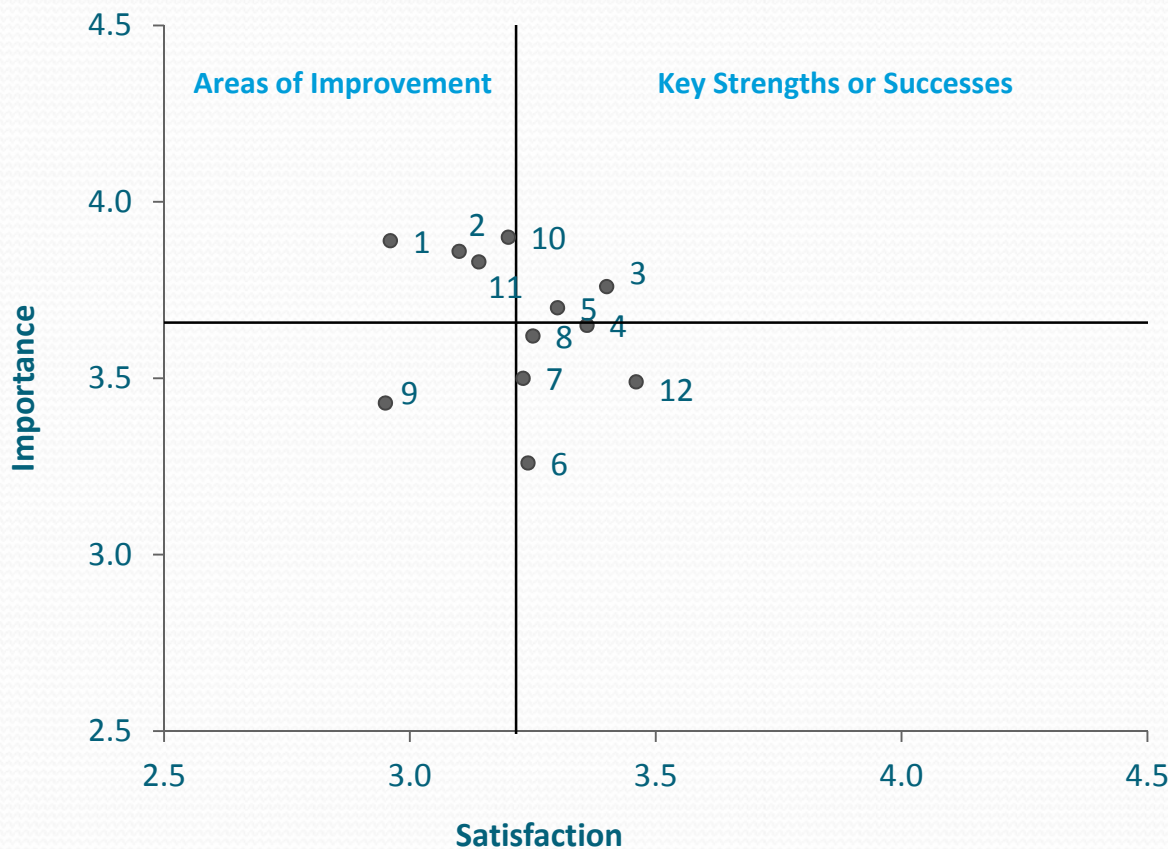


*Prior to 2013, respondents were asked to rate their satisfaction with RCMP services, fire services, ambulance services, and bylaw enforcement separately. As a result, the 2013 survey data is not comparable to survey data from 2006 or 2009.



Town Programs, Services, and Facilities

Importance versus Satisfaction with Town Programs, Services, and Facilities



1. Public Works
2. Resource Recovery
3. Parks and Pathways
4. Outdoor Recreation Facilities
5. Indoor Recreation Facilities
6. Cultural and Historical Services
7. Community Programming
8. Social Services
9. Development Services
10. Protective Services
11. Water and Sewer Services
12. Public Library

Key Strengths:

- (3) Parks and Pathways; and
- (5) Indoor Recreation Facilities

Primary Areas of Improvement:

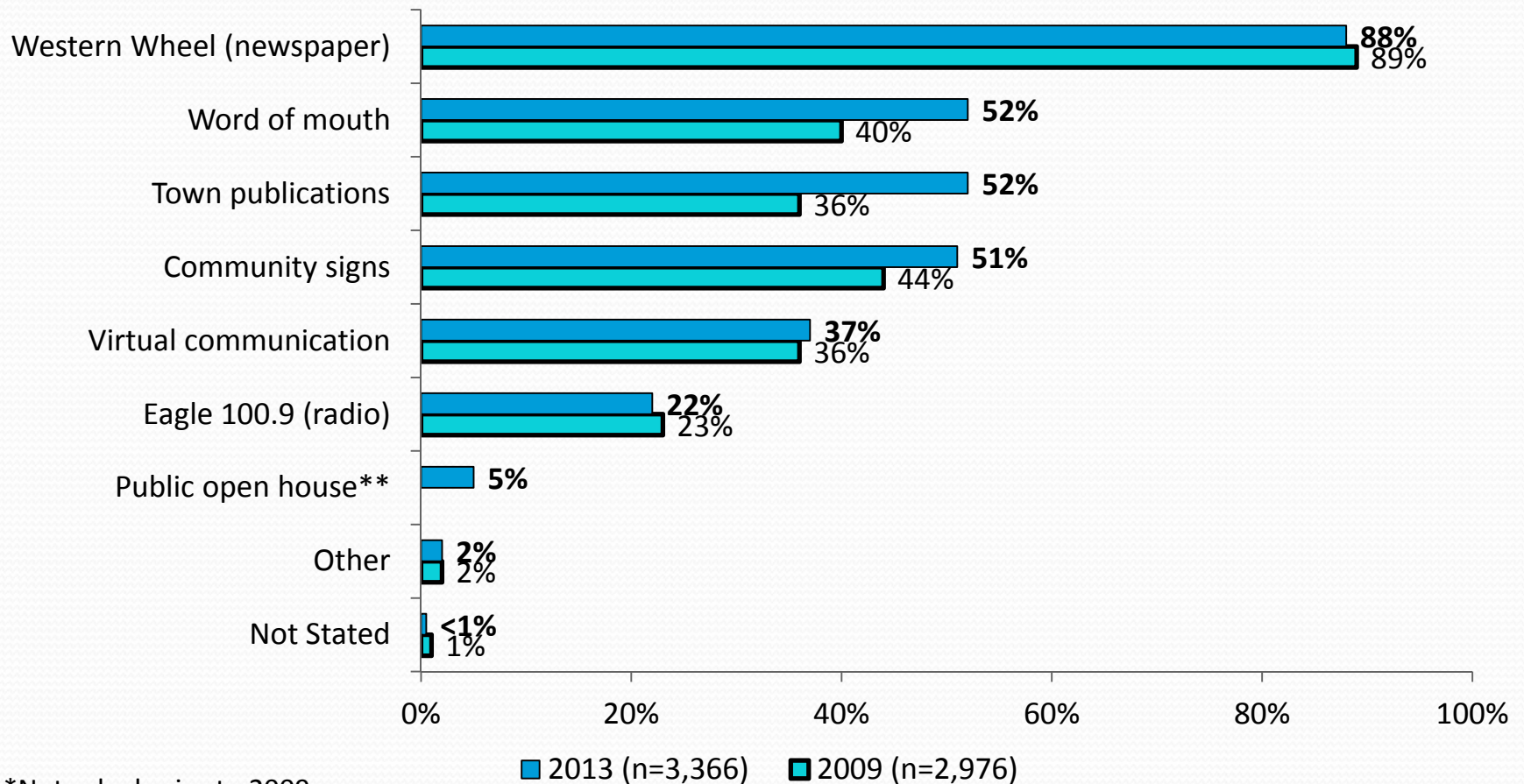
- (1) Public Works;
- (2) Resource Recovery;
- (10) Protective Services; and
- (11) Water and Sewer Services

Note: Axes set at 3.22 mean satisfaction rating and 3.66 mean importance rating
Scale: 1="not at all important"/"very dissatisfied"; 5="very important/satisfied"



Town Information

Which methods are your major sources of information?*



*Not asked prior to 2009

**New to 2013 questionnaire



Town Information

- Respondents who reported using other methods as major sources of information (n=59) most often mentioned referring to the **Sun Country 99.7 radio station (29%)**. Other top responses included:*
 - Internet (in general) (17%);
 - Town Office/Council/committee meetings/Chamber of Commerce (10%);
 - Community/local groups/committees (10%);
 - Community events/activities (5%);
 - Individual observation (3%);
 - Public library (3%);
 - Entertainment advertising/international/tourism advertising (3%);
 - Newcomers Club (3%); and
 - 97.9 FM radio station (3%).

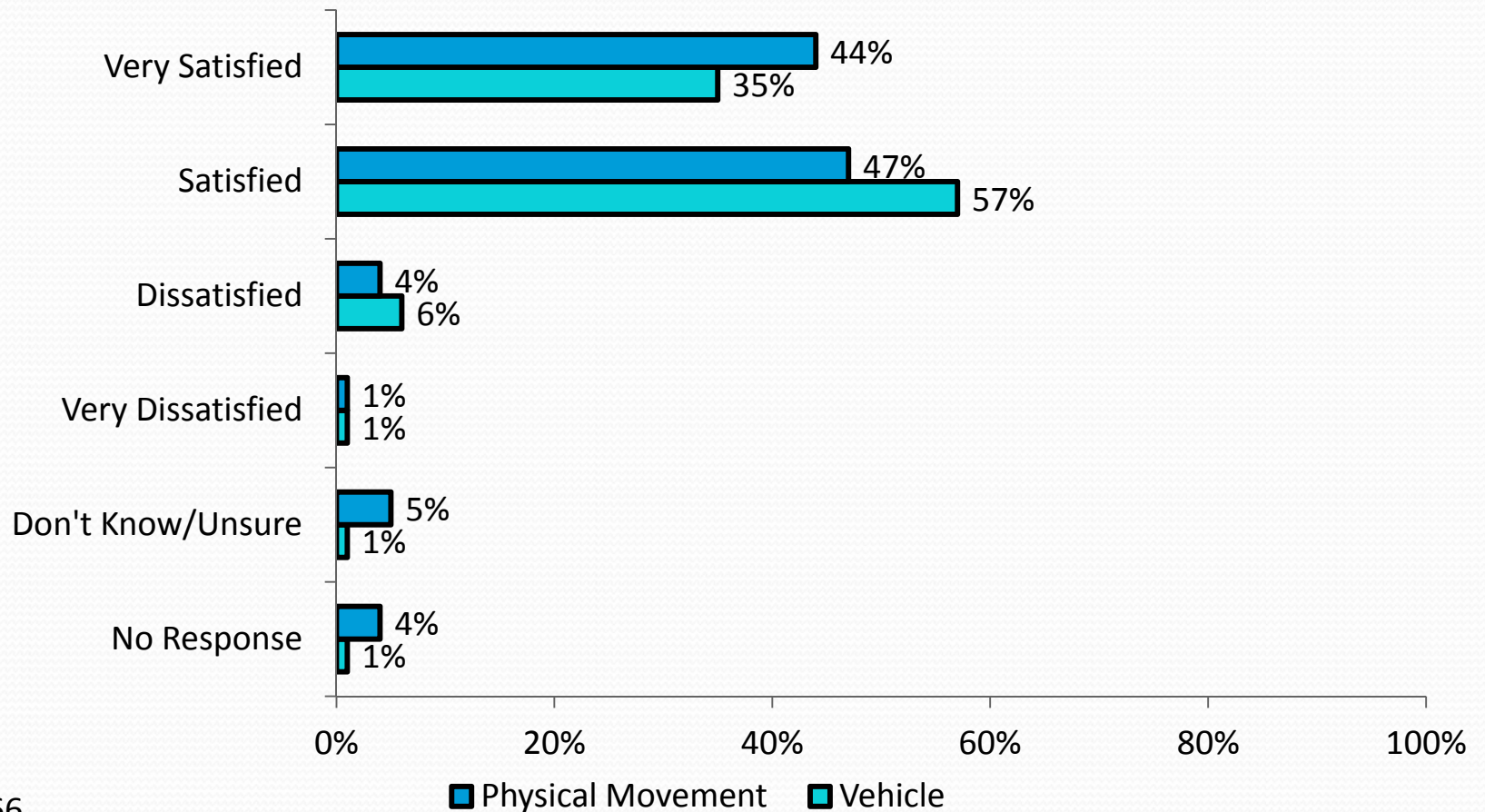
n=59

*Multiple responses



Transportation Network

How satisfied are you with the transportation network for travel by...?



n=3,366

*New to the 2013 questionnaire



Transportation Network

- When asked what would encourage them or their family to walk or cycle more in the community, 16% of the respondents reported that **improving or expanding paths, sidewalks, and overpasses** would encourage them to be more active. Other top responses included:*
 - Improve/increase lighting (in general) (13%);
 - Improve/increase/expand river access/crossings/bridges (7%);
 - Maintenance/cleaning/removal of snow/ice/gravel/litter (5%);
 - Increase safety/security (in general) (4%);
 - Improve/increase bicycle paths/crossings/fewer multi-use paths (4%);
 - Connect paths/sidewalks/crossings/areas to each other (4%);
 - Better marking/control of crossings/paths (lines, crossing lights, etc.) (3%); and
 - Improve traffic/traffic lights/control/signage/improve roads (3%).
- Fourteen percent (14%) of the respondents mentioned that they are already satisfied with the transportation network and/or are currently physically active in the community.

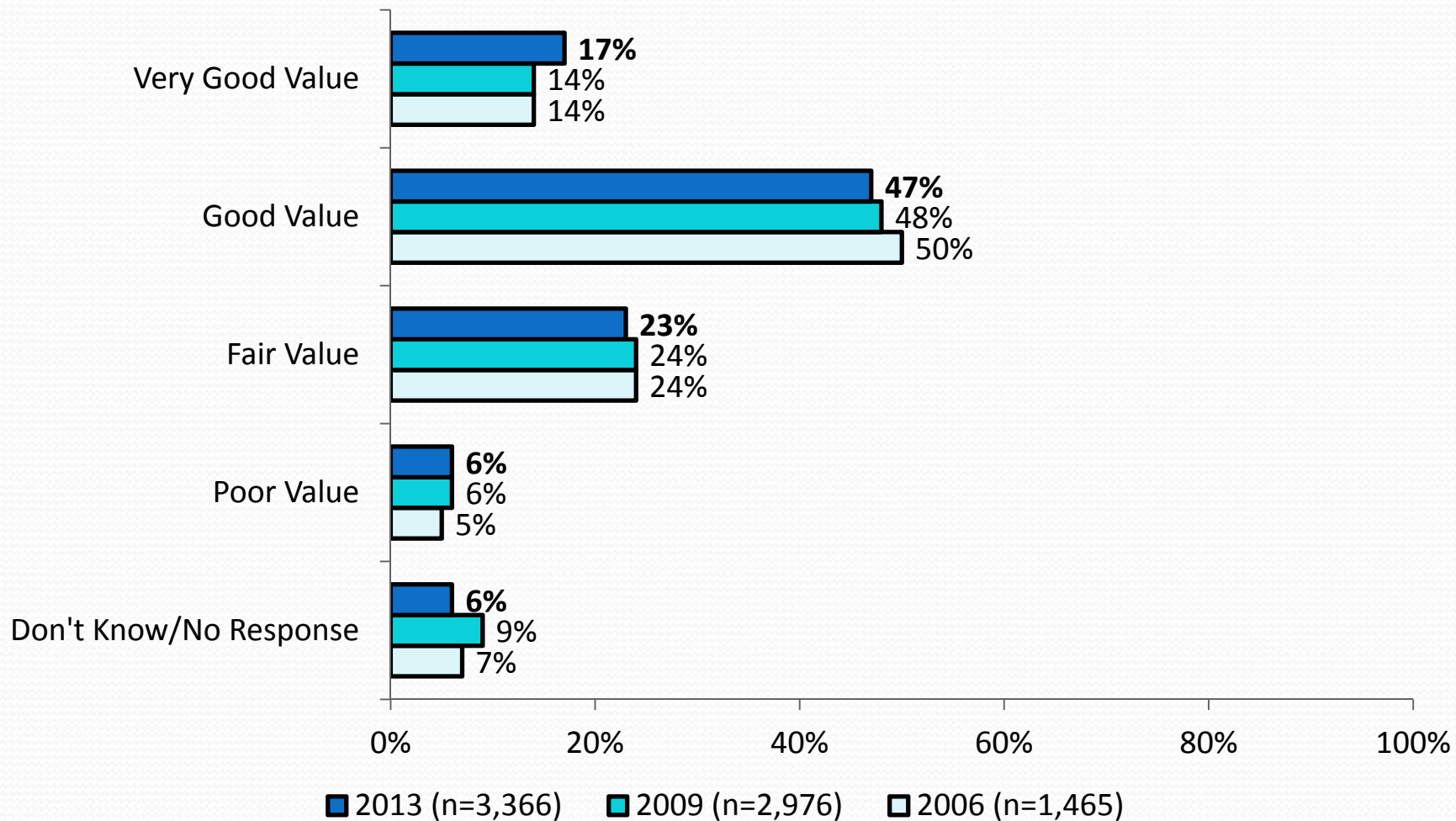
n=3,366

*Multiple responses



Municipal Taxation

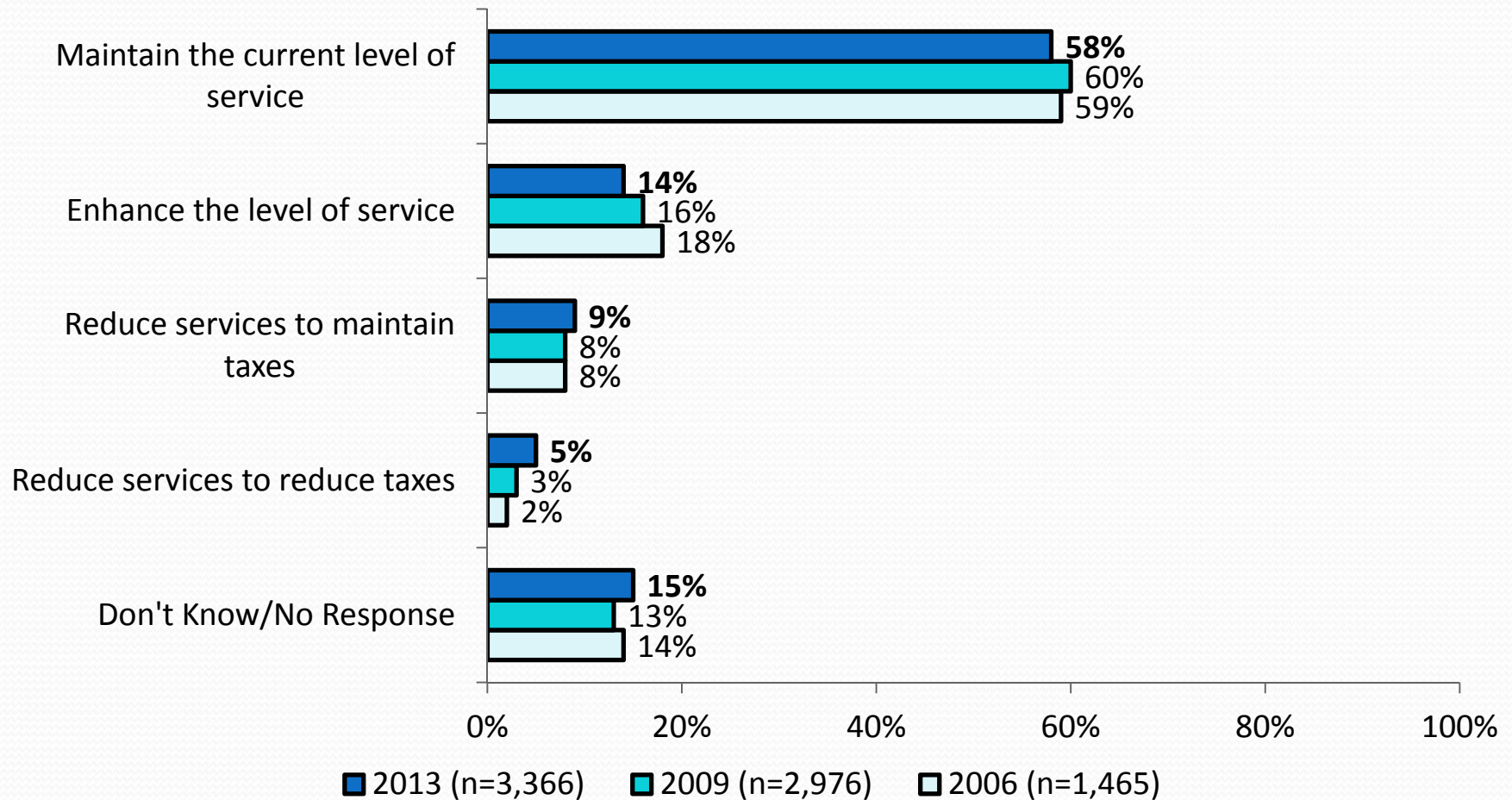
Perceived Value for Tax Dollars





Municipal Taxation

Which tax strategy do you support most for the next five (5) years?





Municipal Taxation: Additional Comments

- When asked to provide comments, 5% of the respondents reported that they would like to see an **improved budget and/or a better use of resources and funds**. Other top responses included:*
- Maintain current level of services/infrastructure/facilities/do not reduce/services are important (3%);
- No tax increase/maintain current level of taxes/do not increase spending (3%);
- Satisfied with current services/facilities (in general);
- Taxes are too high/high enough (3%);
- Would support an increase to enhance services/infrastructure/facilities/improve community/quality of life (2%);
- Cost of living has increased/taxes have increased/dissatisfied with increases (2%);
- Maintain current tax level and services provided (2%);
- Need more responsible Council/better-running Town/dissatisfied with Council's commitment/fiscal management/decision (2%); and
- Depends on the amount of a tax increase/keep it under double-digits/within reason/only increase a little (2%).

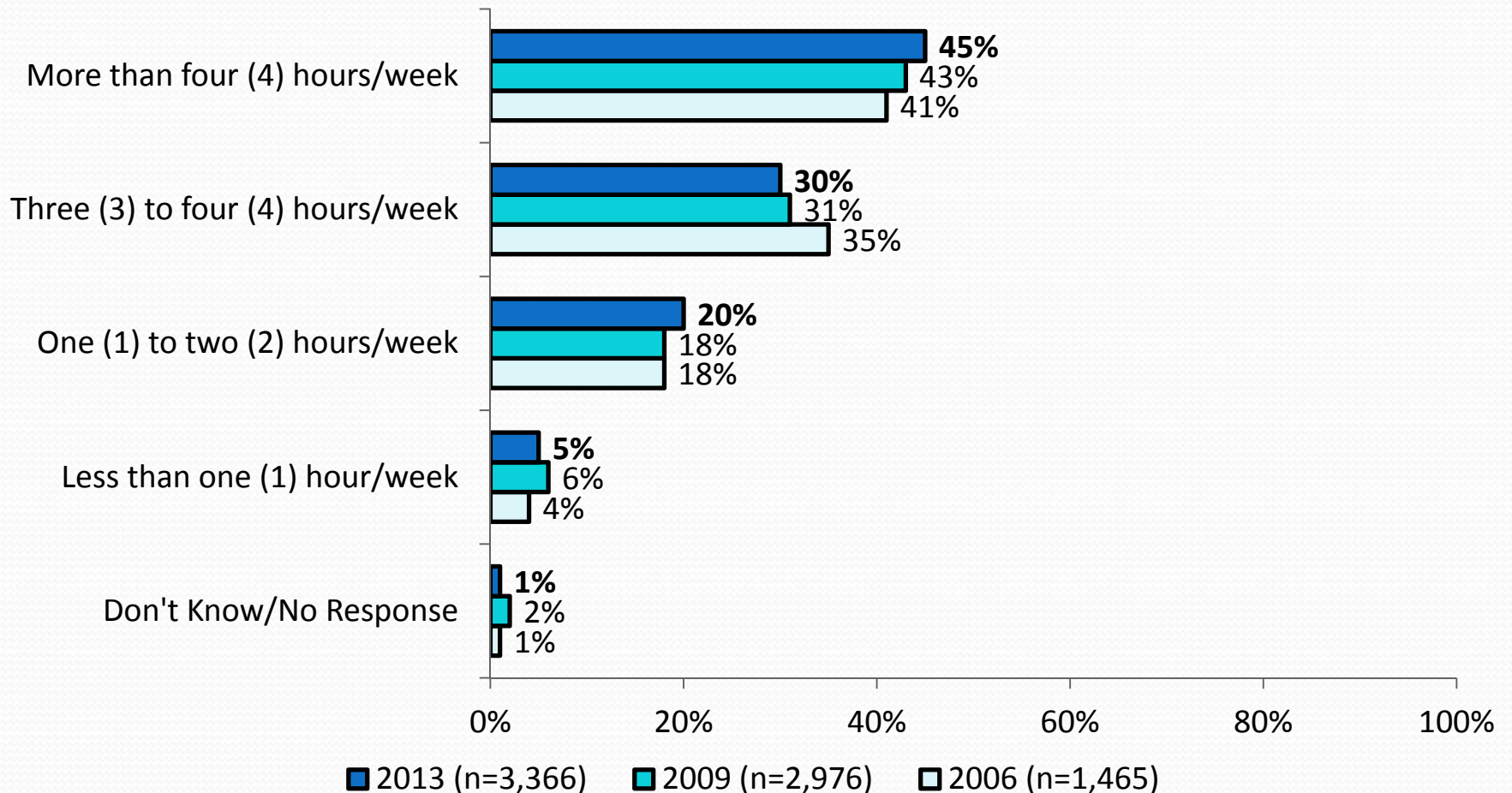
n=3,366

*Multiple responses



Demographics: Physical Activity

How much time do you spend being physically active?





Final Comments

- When asked to provide any final comments, 15% of the respondents mentioned that **Okotoks is a great place to live and raise a family.** Other top responses included:*
 - Keep Okotoks small/getting too big/support sustainability/not being tied to Calgary/less retail expansion/current quality of life/no tax incentives to new businesses/do not lift population cap (3%);
 - Council/Mayor/Town staff are doing a good job/keep up the good work/hope they can handle coming challenges (3%); and
 - Ensure water supply/dislikes watering restrictions/better water sprinklers/preventing water crisis/no water park/more notice for boil water warnings/Town uses too much water on landscaping (3%).

n=3,366

*Multiple responses



Questions?