

TOWN OF OKOTOKS

2009 Community Household Survey Report

May 2009



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Appendix A – Survey Instrument

SUMMARY OF FINDINGS

Residents of Okotoks were surveyed as a means for the Town to measure citizen satisfaction with Town operated services and facilities, and to gain insight into community issues. In concert with the Town of Okotoks, Banister Research & Consulting Inc. conducted a survey in which residents were invited to complete a questionnaire and submit it to Banister Research for analysis. Banister Research received 2,976 questionnaires for analysis. Respondent opinions may take into consideration not only their own experiences, but also their perceptions or what they may have seen, heard or read about in terms of the services investigated. Respondents may or may not have had any direct experience with the Town services examined, therefore, this study not only provides a measurement of satisfaction, but also the perceived image of the quality of service provided by the Town of Okotoks. Key findings of the 2009 Community Satisfaction Survey were as follows:

Community Issues

First, respondents were informed that in 1998, Okotoks had decided to cap its population at approximately 30,000 in order to meet the licensed limits of the Sheep River aquifer; however the population in the Calgary region is projected to increase by 1.6 million over the next 60-70 years, with some of that growth potentially occurring in and around Okotoks boundaries. Respondents also informed that in the absence of a regional plan, it is expected that by the year 2030, 60,000 people will live in and around Okotoks; with 30,000 people living within our current boundaries and an additional 30,000 living adjacent to the current Town boundaries. Based off this information were asked to choose between three options pertaining to Okotoks future. Fifty-six percent (56%) of respondents indicated that they would prefer to maintain the status quo, capping growth at 30,000 people; while one-quarter (25%) indicated that Okotoks should sit somewhere between the status quo and the plan developed by the Calgary Regional Partnership (CRP). Only 16% of respondents indicated that Okotoks should adopt the plan developed by the CRP, with 60,000 people living within the Town of Okotoks.

- ◆ When asked to provide comments regarding options for Okotoks future, 73% of respondents did not provide any comments. Of those respondents that did provide a response the most frequent responses included:
 - Live here because of the small town feel, supports a population cap or wanting to slow down growth (9%);
 - Need to address the water or sewer issues first (8%);
 - That the population cap will not be effective or that the cap will be uncontrolled or unethical (2%); and
 - Unable to control the growth of the surrounding area (2%).

Quality of Life

- ◆ The vast majority of respondents (97%) felt that the quality of life in Okotoks is good or very good, while less than 2% of respondents indicated a rating of poor or very poor.
- ◆ When asked what three things make Okotoks a good place to live, frequent responses included:
 - The small Town atmosphere (friendly people, family orientated lifestyle) (47%);
 - Parks, green spaces, river valleys or pathways (27%);
 - The location of Okotoks (near a big city/close to the mountains and countryside) (26%);
 - The size (easy to get around/controlled growth) (25%); and
 - The amenities and services (21%).
- ◆ Twenty-eight percent (28%) of respondents mentioned traffic issues when asked what three things could make Okotoks a better place to live. Other mentions included:
 - Water is too expensive/protect water supply/better quality water/less restrictions (14%);
 - Restricting the development/keeping the Town small/slowing growth (13%); and
 - Having a transit/C-train link to Calgary (10%).

- ◆ Ninety-four percent (94%) of respondents rated the overall safety in Okotoks as good or very good, while less than 4% provided a rating of poor or very poor.
- ◆ The majority (95%) of respondents stated that it was very (73%) or somewhat (22%) important for Okotoks to continue to adopt “green” practices.
- ◆ Half (50%) of respondents indicated that their household would not access transit if it was made available within Okotoks, while 44% reported that their household would take between 1 to 10 trips per week.
- ◆ When asked to rate their preference for recycling, 56% indicated that they would rather personally deliver recyclables to the recycling depot, while 42% stated that they would prefer a weekly curbside pickup at a potential cost of \$8 to \$12 per month.

Overall Satisfaction

- ◆ Eighty-seven percent (87%) of respondents said the Town was doing a good or very good job of **facilitating and supporting the character and spirit** of the community.

Satisfaction with Town Employees

- ◆ Seventy-nine percent (79%) of all respondents were satisfied or very satisfied with the **helpfulness and courtesy of employees** considering the interactions they had with employees over the previous year, however 17% of respondents were unable to provide a rating. **Of those respondents that did provide a rating (n=2487), 95% stated that they were satisfied.**
- ◆ Three quarters (76%) of all respondents were satisfied or very satisfied with the **employees’ knowledge** about the services they provided; however 20% of respondents were unable to provide a rating. **Of those respondents that did provide a rating (n=2389), 94% stated that they were satisfied.**
- ◆ Seventy-one percent (71%) of all respondents were satisfied or very satisfied with the **employees’ speed of response** to inquiries and requests, however 21% of respondents were unable to provide a rating. **Of those respondents that did provide a rating (n=2389), 90% stated that they were satisfied.**

Satisfaction with Town Council

- ◆ Sixty-two percent (62%) of all respondents were satisfied or very satisfied with the **overall performance** of Town Council, while 27% were unable to provide a response. **Of those respondents that did provide a rating (n=2187), 84% stated that they were satisfied.**
- ◆ Fifty-five percent (55%) of all respondents were satisfied or very satisfied with the **decisions made** by Council, with 28% of respondents not providing a response. **Of those respondents that did provide a rating (n=2143), 75% stated that they were satisfied.**
- ◆ Fifty-five percent (55%) of all respondents were satisfied or very satisfied with the **responsiveness of Council** to Town issues, while 30% of respondents were unable to provide a response. **Of those respondents that did provide a rating (n=2083), 78% stated that they were satisfied.**

Satisfaction with Town of Okotoks Services

- ◆ The majority (88%) of respondents were **satisfied overall** with the services provided by the Town of Okotoks.
- ◆ Seventy percent (70%) of respondents indicated that the **quality of service** provided by the Town **remained the same** over the previous 12 months.
- ◆ Eighty-six percent (86%) of respondents were satisfied or very satisfied with **parks and pathways**.
- ◆ Sixty-three percent (63%) of respondents were satisfied or very satisfied with **bylaw enforcement**.
- ◆ Sixty-nine percent (69%) of respondents were satisfied or very satisfied with **public works** (road maintenance and snow removal).
- ◆ Three-quarters (75%) of respondents were satisfied or very satisfied with **water and sewer services**.
- ◆ The majority (90%) of respondents were satisfied or very satisfied with **garbage collection**.
- ◆ Eighty-six percent (86%) of respondents were satisfied or very satisfied with the **recycling depot**.

- ◆ Sixty-three percent (63%) of all respondents were satisfied or very satisfied with the **Town website** (29% stated they didn't use these services and couldn't comment). **Of those respondents that did provide a rating (n=2007), 94% stated that they were satisfied.**
- ◆ Thirty-three percent (33%) of all respondents were satisfied or very satisfied with **development services** (57% didn't use these services and were unable to comment). **Of those respondents that did provide a rating (n=1161), 84% stated that they were satisfied.**
- ◆ Seventy-three percent (73%) of all respondents were satisfied or very satisfied with **community programming** (19% didn't use these services and were unable to comment). **Of those respondents that did provide a rating (n=2329), 94% stated that they were satisfied.**
- ◆ Forty-three percent (43%) of all respondents were satisfied or very satisfied with **Family and Community Support Services** (52% stated they didn't use these services and couldn't comment). **Of those respondents that did provide a rating (n=1373), 95% stated that they were satisfied.**
- ◆ Two-thirds (67%) of all respondents were satisfied or very satisfied with **outdoor recreation facilities** (20% stated they didn't use these services and were unable to comment). **Of those respondents that did provide a rating (n=2222), 91% stated that they were satisfied.**
- ◆ Seventy-three percent (73%) of all respondents were satisfied or very satisfied with the **indoor recreation facilities** (17% stated they didn't use these services and were unable to comment). **Of those respondents that did provide a rating (n=2362), 92% stated that they were satisfied.**
- ◆ Fifty-three percent (53%) of all respondents were satisfied or very satisfied with **cultural and historical services** (40% indicated they didn't use these services and couldn't comment). **Of those respondents that did provide a rating (n=1695), 93% stated that they were satisfied.**
- ◆ Seventy-two percent (72%) of all respondents were satisfied or very satisfied with the **Public Library** (23% reported that they did not use this service). **Of those respondents that did provide a rating (n=2199), 98% stated that they were satisfied.**

- ◆ Seventy-four percent (74%) of all respondents were satisfied or very satisfied with **RCMP** services (14% stated they didn't use these services and were unable to comment). **Of those respondents that did provide a rating (n=2481), 89% stated that they were satisfied.**
- ◆ Seventy percent (70%) of all respondents were satisfied or very satisfied with **fire** services (27% indicated they didn't use these services and couldn't comment). **Of those respondents that did provide a rating (n=2093), 99% stated that they were satisfied.**
- ◆ Two-thirds (66%) of all respondents were satisfied or very satisfied with **ambulance** services (30% said they didn't use these services and couldn't comment). **Of those respondents that did provide a rating (n=1996), 98% stated that they were satisfied.**

Overall Importance and Service Improvements

In order to better assess services, respondents were questioned as to the level of importance they place on each of the 17 Town services investigated. Perceptual mapping was conducted to determine priority areas. This was accomplished by mapping the average importance and satisfaction scores of each of the 17 areas in relation to the average importance and satisfaction score across all services.

- ◆ The Town services perceived by respondents as above average in importance, but below average in satisfaction (or primary areas of improvement) were:
 - RCMP services;
 - Water and sewer services; and
 - Public works.
- ◆ Services viewed as secondary areas of improvement or consideration fell within the lower right quadrant. In comparison to all services, these particular services and their level of importance were rated below average:
 - Bylaw enforcement;
 - Development services; and
 - Cultural and historical services.

The Town website and outdoor recreation facilities sit on the border of this quadrant, meaning respondents are moderately satisfied with this service but view this as below average in importance.

- ◆ Town services that fell into the lower right quadrant scored lower than average importance and higher than average satisfaction. In other words, while respondents are generally satisfied with these services, the importance placed on the services is low in comparison to other Town services evaluated. Services within this area include:
 - Community programming;
 - Social services; and
 - The public library.

- ◆ Services perceived as strengths of the Town, or areas in which respondents reported that they were of higher than average importance and higher than average satisfaction included:
 - Parks and pathways
 - Garbage collection;
 - Recycling depot;
 - Okotoks Recreation Centre;
 - Fire services; and
 - Ambulance services.

Municipal Taxation

- ◆ Sixty-two percent (62%) of respondents said they received **good or very good value for their tax dollar**.
- ◆ Sixty percent (60%) of respondents **favoured maintaining the current level of services** which may require a tax increase to offset inflation.

Sources of Municipal Information

- ◆ The majority (89%) of respondents said the **Western Wheel was a major source** of information for them about the Town, followed by community signs (44%), direct mail (41%) and word of mouth (40%),

1.0 STUDY BACKGROUND

The Town of Okotoks has periodically conducted surveys of the community to measure citizen satisfaction with Town operated services and facilities, as well as gain insight into community issues. The Town of Okotoks is committed to listening to the opinions and perceptions of citizens to ensure that satisfaction with various aspects of community living are maintained or increased. The most recent community survey took place in 2006. With this in mind, the Town felt it was timely to conduct another community survey. Banister Research & Consulting Inc. was commissioned by the Town to conduct the 2009 Community Household Survey.

Specific project objectives included:

1. To measure the support for options for the growth of the Town of Okotoks, including the Calgary Regional Partnership (CRP)
2. To determine the level of support for Okotoks initiatives such as “green” practices and the potential use of a Okotoks transit system
3. 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.
4. To measure satisfaction with Town employees and Town Council.
5. To gauge citizens’ perception of the Town’s ability to facilitate and support the community’s character and spirit.
6. To measure overall satisfaction with Town of Okotoks services, facilities and programs, as well as satisfaction with, and level of importance of, specific Town services.
7. To assess the perceptions of citizens regarding changes in the quality of service over the previous year.
8. To measure property owners’ perceived value of property taxes, as well as gauge citizen support for a five-year tax strategy.

This report outlines the results for the 2009 survey of Okotoks residents, and includes an interpretive comparison of the 2003 and 2006 survey results to determine, where appropriate, if there have been shifts in the perceptions and opinions of the Town of Okotoks residents over the past six years.

2.0 METHODOLOGY

All components of the project were designed and executed in close consultation with the Town of Okotoks (the client). A detailed description of each task of the project is outlined in the remainder of this section.

2.1 Project Initiation and Questionnaire Design

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research, including the results of the 2003 and 2006 Community Survey. The consulting team familiarized itself with the objectives of the client ensuring a full understanding of the issues and concerns to be addressed in the 2009 project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

The survey instrument utilized in the 2006 study was reviewed and modifications were incorporated into the 2009 survey design. The process to design the 2009 questionnaire was iterative with the client and Banister Research working cooperatively. As the survey was a self-complete, formatting assumed an important part of the questionnaire's development. The client approved all revisions made by Banister Research and ultimately the final instrument. A copy of the final questionnaire is provided in Appendix A.

2.2 Survey Population and Data Collection

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. The questionnaire was available for completion from April 1st until April 30th, 2009. A total of 2,976 completed questionnaires have been included in the analysis. Instructions accompanying the questionnaire asked that an adult member of the household complete the questionnaire.

Town-wide results provide a margin of error no greater than $\pm 1.4\%$ at the 95% confidence level or 19 times out of 20, based on a population of 7,600 households (compared to $\pm 2.4\%$ in 2006). A typical randomly sampled general population survey is based on a minimum of 400 completed interviews and provides a level of accuracy or margin of error $\pm 4.9\%$, at a 95% level of confidence (or 19 times out of 20).

A survey is a valuable assessment tool in which a sample is selected and information from the sample can then be generalized to a larger population. Surveying has been likened to taste-testing soup – a few spoonfuls tell what the whole pot tastes like. The key to the validity of any survey is randomness. It is critical that respondents be chosen randomly so that the survey results can be generalized to the whole population. The results of this survey are based on the census approach, as the opportunity to participate in the survey was provided to all residents of Okotoks. This approach, combined with the high response rate, provide data with a much higher level of accuracy.

It is important to note that when using a census methodology, as was the case with the 2009 Town of Okotoks Resident Survey, errors are attributed to non-sampling error. Non-sampling error is a bias in survey estimates, not traceable to features of the resulting data that affect the validity of the data collected. Non-sample error is very difficult to measure, and can only be minimized by paying close attention to every step in the process, from survey development, question design, data collection and processing.

It is also important to note that this survey, as all surveys are subject to self-selection bias. Self-selection bias is possible whenever the group of people being studied has any form of control over whether to participate. Participants' decision to participate may be correlated with traits that affect the study, making the participants a non-representative sample. For example, people who have strong opinions or substantial knowledge may be more willing to spend time answering a survey than those who do not.

The potential impact of self selection bias can be mitigated by comparing and subsequently weighting the data when population benchmarks are available (i.e. 2006 Statistics Canada Data for the Town of Okotoks).

2.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the client. Banister Research began the data entry upon receipt of the first set of completed questionnaires. Once all questionnaires were entered, the lead consultant reviewed the list of different responses to each open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the responses were fully coded and entered onto the data file, computer programs were written to check the data for quality and consistency.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g., length of residence, neighbourhood of residence, demographics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level.

Tabulations of the detailed data tables have been provided under separate cover. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers. A profile of the characteristics of respondents is provided in Section 3.10 of this report.

This report provides a detailed description of the 2009 survey findings as well as a comparison of results reported in the 2003 and 2006 Community Surveys.

3.0 STUDY FINDINGS

Results of the study are presented as they relate to the specific topic areas addressed by the survey. While respondents may not have completed the questionnaire in a linear fashion, the findings are presented in that manner. It is important to note that respondent satisfaction with specific Town services may take into consideration not only their own experiences, but also their perceptions or what they may have seen, heard or read about in terms of the service investigated. Respondents may or may not have had any direct experience with the Town services examined, therefore, this survey not only provides a measurement of satisfaction, but also the perceived “image” of the quality of service provided by the Town of Okotoks.

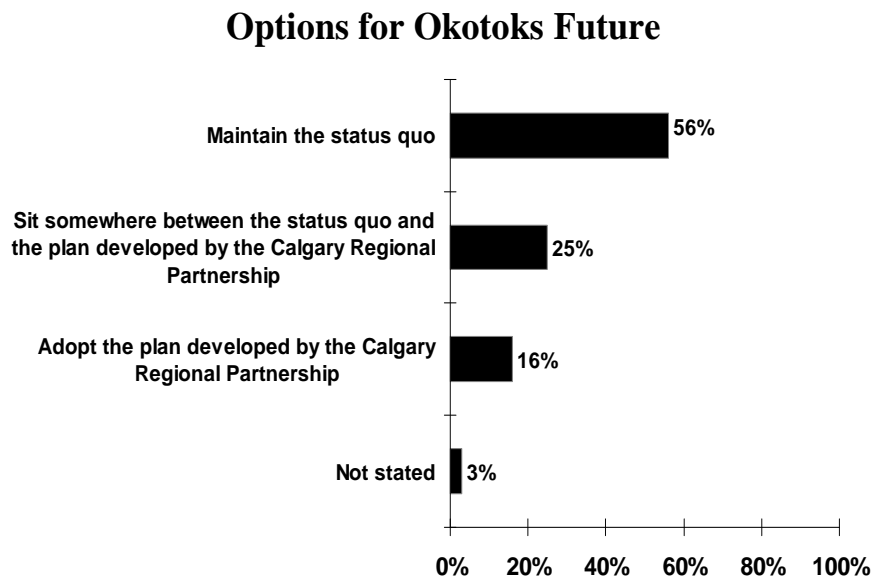
The reader should note, when reading the report that the term significant refers to “statistical significance”. Where appropriate, comparisons with the 2003 and 2006 Okotoks Community Surveys are included. Not all the questions used in the 2003 and 2006 survey were identical to those used in the 2009 survey. However for the purposes of comparison, where strong similarities exist, the findings from both surveys are addressed. It is important to note that any comparisons between the 2003, 2006 and 2009 surveys be interpreted with caution

3.1 Community Issues

To begin the survey, respondents were informed that in 1998, Okotoks had decided to cap its population at approximately 30,000 in order to meet the licensed limits of the Sheep River aquifer; however the population in the Calgary region is projected to increase by 1.6 million over the next 60-70 years, with some of that growth potentially occurring in and around Okotoks boundaries. Respondents also informed that in the absence of a regional plan, it is expected that by the year 2030, 60,000 people will live in and around Okotoks; with 30,000 people living within our current boundaries and an additional 30,000 living adjacent to the current Town boundaries.

Based on this information, respondents were asked to choose between three options pertaining to Okotoks future. Fifty-six percent (56%) of respondents indicated that they would prefer to maintain the status quo, while one-quarter (25%) indicated that Okotoks should sit somewhere between the status quo and the plan developed by the Calgary Regional Partnership (CRP). Only 16% of respondents indicated that Okotoks should adopt the plan developed by the CRP.

Figure 1



n=2976

Respondent subgroups significantly more likely to indicate they want to **maintain the status quo** included:

- ◆ Respondents between the ages 18 to 34 (67% versus 44% to 60% of those over the age of 34);
- ◆ Respondents with children in their household (61% versus 52% of those without children); and
- ◆ Respondents that have resided in Okotoks 10 years or less (56% to 59% versus 48% of those that have resided in Okotoks 21 years or more).

Respondent subgroups significantly more likely to indicate they want to **sit somewhere between the status quo and the CRP** included:

- ◆ Respondents between the ages 55 to 64 (30% versus 23% of those between the ages of 18 to 34 and 45 to 54);
- ◆ Respondents that reside North of the river (27% versus 23% of those that live South of the river);
- ◆ Respondents with no children in their household (27% versus 23% of those with children);
- ◆ Respondents that have resided in Okotoks 5 years or less (26% to 27% versus 21% of those that have resided in Okotoks between 6 to 10 years); and
- ◆ Respondents were satisfied or very satisfied with Town services (26% versus 19% of those were dissatisfied or very dissatisfied).

Respondent subgroups significantly more likely to indicate they want to **adopt the plan developed by the CRP** included:

- ◆ Respondents between the ages 55 to 64 (24% versus 9% to 17% of those between the ages of 18 and 54);
- ◆ Respondents that have resided in Okotoks 6 years or more (17% to 22% versus 12% of those that have resided in Okotoks 2 years or less); and
- ◆ Respondents with no children in their household (18% versus 14% of those with children).

Almost three-quarters (73%) of respondents chose not to comment after selecting one of the three options, while 9% stated that they like the small Town feel and support the cap while 8% indicated that the water and sewer issues need to be addressed. See Table 1, below.

Table 1

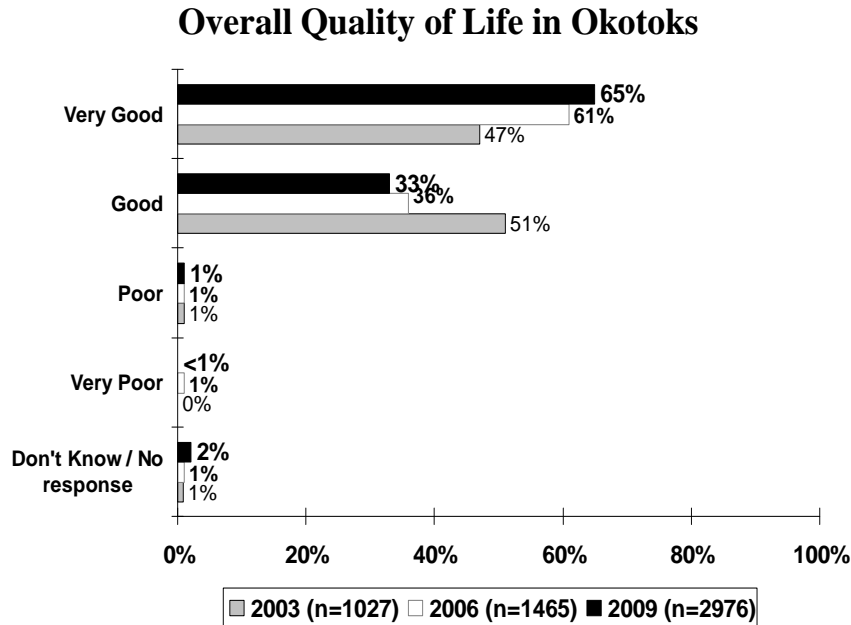
Comments Regarding Options for Okotoks Future	
	Percent of Respondents * (n=2976)
Live here because of small Town feel/supports cap/slow down growth	9
Water/sewer issues will worsen/need to fix the water issues first	8
Population cap not effective/can't control growth/cap is unethical	2
Can't control surrounding growth	2
Adjacent areas use services/should pay for them/annex so can tax them	1
Council needs to be accountable/stick to plan/listen to residents	1
Against Calgary Regional Partnership/Calgary should fix own problems	1
Some growth needed/more development welcome/planned growth is good	1
Concerned about Calgary veto/too much control/Okotoks will lose say	1
Concerns about increased crime/decreased safety	1
Need co-operation with Calgary to improve water issues	1
Being sustainable is important/need to make sure plan is sustainable	1
Infrastructure can't keep up with growth/can't sustain current levels	1
Need a well developed, progressive plan to be part of the CRP plan	1
Better roads/sidewalks/bridges	1
Concerned about not having resources/services/Too much growth for current resources	1
Ensure value for taxes/spent on needed services/don't raise taxes	1
Other (less than 1% of mentions)	5
Don't know/No Comments	73

* Multiple mentions

3.2 Quality of Life

Next, respondents were asked to rate the quality of life in Okotoks. The vast majority of respondents (97%) felt the quality of life is good or very good, which was consistent with results from 2006 (97%). See Figure 2, below.

Figure 2



Respondent subgroups significantly more likely to indicate the quality of life was **good or very good** included:

- ◆ Respondents between the ages 18 to 34 (98% versus 96% of those between the ages of 45 to 54 and 65 and older);
- ◆ Respondents with children in their household (98% versus 97% of those without children);
- ◆ Respondents that have resided in Okotoks between 3 and 5 years (98% versus 95% of those that have resided in Okotoks 21 years or more);
- ◆ Respondents were satisfied or very satisfied with Town services (98% versus 93% of those were dissatisfied or very dissatisfied); and
- ◆ Respondents that prefer to sit in between the status quo and the CRP (98% versus 97% of those that prefer to maintain the status quo).

Next, respondents were asked to state three things that make Okotoks a good place to live. As detailed in Table 2, the most commonly cited response that makes Okotoks a good place to live was the friendly small town atmosphere (47%). Parks and green spaces were cited by one-quarter (27%) of respondents as something that contributes to making Okotoks a good place to live. Other mentions included: location near a big city while close to the country and near the mountains (26%), the size of Okotoks (25%) and the available amenities and services (21%). Table 2 includes mentions by at least 5% of respondents; all other mentions are included in the detailed data tables provided under a separate cover.

For comparison, the top 3 mentions in 2006 were the friendly small town atmosphere (48%), location near a big city while close to the country and near the mountains (33%) and the parks and green spaces (32%).

Table 2

In your opinion, what three things make Okotoks a good place to live?	
	Percent of Respondents * (n=2976)
Small town atmosphere-friendly people, family oriented lifestyle	47
Parks/ Green spaces/ River valley/ Pathways	27
Location-near big city, mountains and countryside	26
Size/ Easy to get around/ controlled growth	25
Amenities/ Services/ facilities (unspecified)	21
Shops/ Restaurants –availability, convenience friendly service	17
Safe / low crime rate/less violence	13
Schools-Quality/ Number/ Nearness	10
Recreation/sport facilities/wellness centre/gyms	10
Quite/ less hectic/ less busy	9
Cleanliness incl. air/ water	8
Beautiful town-visual appeal view of mountains	6
Less population/small town population/adequate population density	5
Other (less than 5% of mentions)	50
Don't know	9

* Multiple mentions

Respondents then identified a number of things that would make Okotoks a better place to live. The most frequently mentioned response was traffic issues (28%), followed by water supply, restrictions and cost (14%), restricting development (13%) and developing transit to Calgary (10%). Table 3 includes responses made by at least 6% of respondents; all other mentions are located in the detailed data tables.

The top 3 mentions in 2006 were traffic issues (26%), more police enforcement (22%) and restricting development or keeping the Town small (20%).

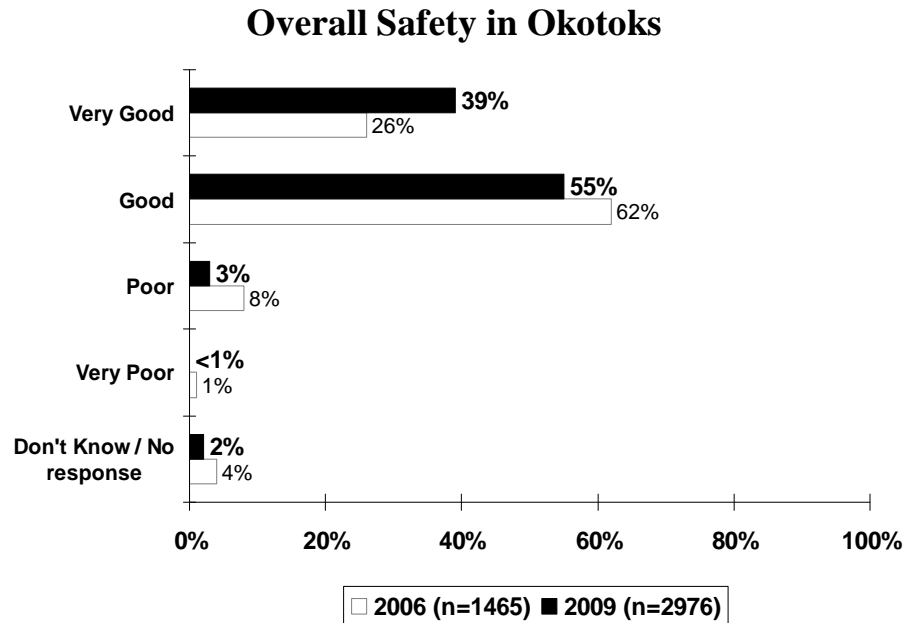
Table 3

In your opinion, what 3 things would make Okotoks a better place to live?	
	Percent of Respondents* (n=2976)
Traffic issues - build another bridge/fewer lights, synchronize traffic lights, fewer trucks	28
Water is too expensive/protect water supply/better quality water/less restrictions	14
Restrict development/Keep Town small /stop big box stores/Slow down growth	13
Transit/C-train link to Calgary/regional transit	10
More shopping/restaurants(incl. longer hours)/friendlier service	8
More bike/walking paths/ bridges, more green spaces (incl. lights benches, flowers), more/better playgrounds	8
More police enforcement/presence (incl. vandalism)/Keep it safe	7
Local bus service/Disabled Adult Transit Service	7
Extra recreation facilities-indoor field house, gyms, indoor track, rodeo, rinks (both outdoor and indoor)	7
Better snow removal/sanding/street cleaning (including pathways)	6
Road completion/extensions/additions/adjustments	6
Other (less than 6% of mentions)	93
Don't know	15

*Multiple mentions

As illustrated in Figure 3, respondents were asked how they would rate the overall safety in the community. Ninety-four percent (94%) of respondents rated safety in the community as good or very good, a significant increase from 2006 (88%). Less than 4% of respondents stated that they were dissatisfied.

Figure 3



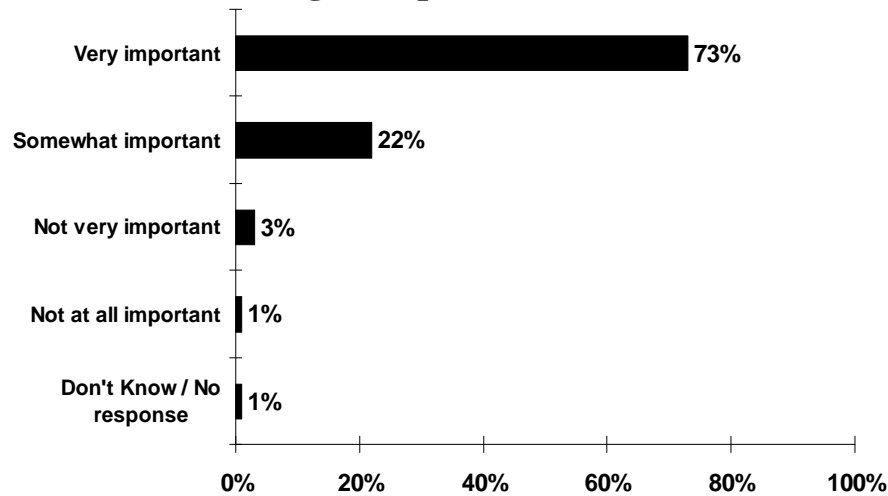
Respondent subgroups significantly more likely to rate the safety in the community as **very good or good** included:

- ◆ Respondents between the ages 18 to 44 (96% versus 92% to 93% of those over the age of 54);
- ◆ Respondents with children in their household (96% versus 94% of those without children);
- ◆ Respondents that have resided in Okotoks for 3 to 5 years (96% versus 92% to 93% of those that have resided in Okotoks 11 years or more); and
- ◆ Respondents were satisfied or very satisfied with Town services (95% versus 89% of those were dissatisfied or very dissatisfied).

New to 2009, respondents were asked how important it was for Okotoks to continue to adopt “green” practices. The majority (95%) of respondents stated that it was either very (73%) or somewhat (22%) important to do so. See Figure 4, below.

Figure 4

How important is it to you that we continue to adopt ‘green’ practices?*



n=2976

* New to 2009

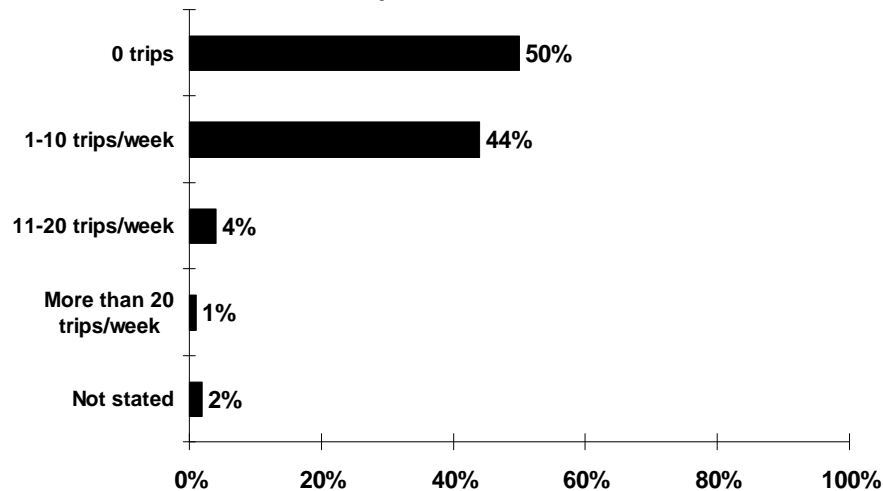
Respondent subgroups significantly more likely to indicate **it is important to continue to adopt “green” practices** included:

- ◆ Respondents that spend 3 or more hours per week being physically active (96% versus 93% of those that are active less than 3 hours per week);
- ◆ Respondents were satisfied or very satisfied with Town services (96% versus 87% of those were dissatisfied or very dissatisfied); and
- ◆ Respondents prefer to sit in between the status quo and the CRP or those that prefer to maintain the status quo (96% versus 92% of those that prefer to develop according to the CRP).

Next, respondents were asked to rate the likelihood of someone in their household using transit within Okotoks if it was made available. Half of the respondents (50%) stated that they would take 0 trips, followed by 44% who indicated their household would take 1 to 10 trips per week. See Figure 5, below.

Figure 5

If local transit was made available within Okotoks, how often would your household access it?



n=2976
*New to 2009

Respondent subgroups significantly more likely to indicate **that their household would take 0 trips** included:

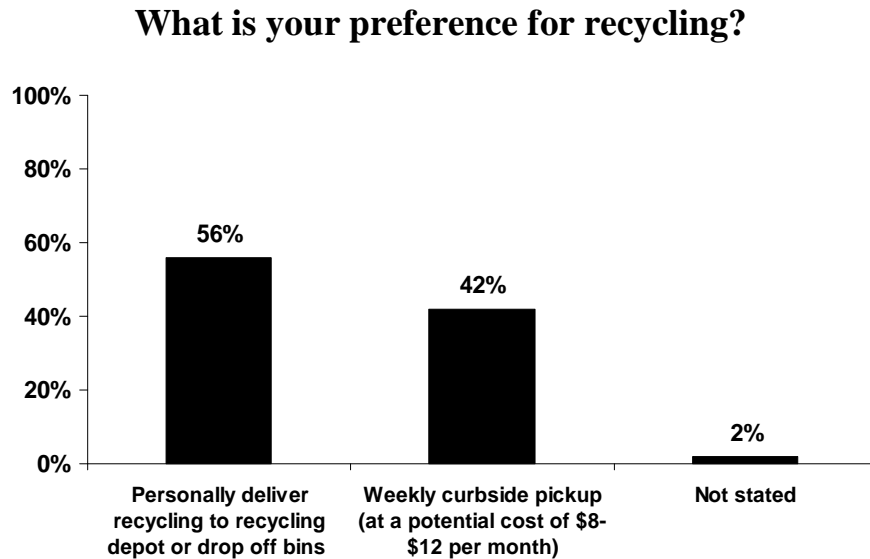
- ◆ Respondents that have resided in Okotoks 21 years or more (58% versus 46% to 51% of those that have resided in Okotoks 20 years or less);
- ◆ Respondents between the ages of 55 to 64 (55% versus 46% to 49% of those that are between the ages of 35 to 54 and 65 and older); and
- ◆ Respondents that prefer to maintain the status quo (52% versus 46% to 47% of those that prefer to sit in between the status quo and the CRP or to develop according to the CRP).

Respondent subgroups significantly more likely to indicate **that their household would take more than 20 trips per week** included:

- ◆ Respondents that prefer to develop according to the CRP (3% versus 1% of those that prefer to maintain the status quo); and
- ◆ Respondents with children in their household (2% versus 1% of those without children).

Fifty-six percent (56%) of respondents indicated that they prefer delivering recycling to the depot or drop off bins, while 42% reported they prefer weekly curbside pickup at a potential cost of \$8 to \$12 per month. See Figure 6, below.

Figure 6



n=2976
*New to 2009

Respondent subgroups significantly more likely to indicated that they prefer **weekly curbside pickup** included:

- ◆ Respondents between the ages 18 to 34 (60% versus 17% to 54% of those over the age of 34);
- ◆ Respondents with children in their household (56% versus 31% of those without children);
- ◆ Respondents that have resided in Okotoks 20 years or less (42% to 44% versus 33% of those that have resided in Okotoks 21 years or more); and
- ◆ Respondents that prefer to maintain the status quo (44% versus 37% of those that prefer to sit in between the status quo and the CRP).

When asked to provide comments regarding recycling, 5% mentioned that a private company does or can handle recycling. Four percent (4%) of respondents reported that they are satisfied with the current recycling services while another 4% stated they would prefer curbside recycling. See Table 4, below.

Table 4

Comments Regarding Recycling	
	Percent of Respondents * (n=2976)
Private company handles recycling/can get a private company	5
Satisfied with current recycling services/depots/curbside recycling	4
Would be satisfied with curbside recycling/curbside is most efficient	4
Curbside recycling expensive/inconvenient/not needed	3
Keeps taxes/costs down	2
Other (less than 2% of mentions)	17
Don't know	71

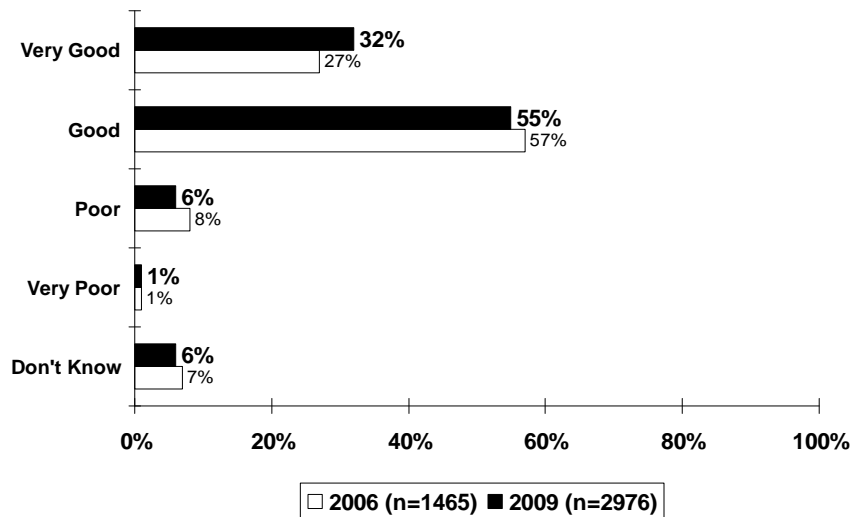
* Multiple mentions

3.3 Overall Satisfaction

Respondents were asked to rate the Town overall on facilitating and supporting the character and spirit of the community. Eighty-seven percent (87%) of respondents indicated the Town is good in these areas (32% very good and 55% good), a significant increase from 2006 (84%). Seven percent (7%) of respondents rated the Town as poor or very poor on facilitating and supporting the character and spirit of the community. See Figure 7, below.

Figure 7

Overall Rating of the Town on Facilitating and Supporting the Character and Spirit of the Community



Respondent subgroups significantly more likely to indicate that **the Town was very good or good in terms of facilitating and supporting the character and spirit of the community** included:

- ◆ Respondents with children in their household (90% versus 85% of those without children);
- ◆ Respondents prefer to sit in between the status quo and the CRP (90% versus 86% of those that prefer to maintain the status quo or those that prefer to develop according to the CRP);
- ◆ Respondents were satisfied or very satisfied with Town services (90% versus 63% of those were dissatisfied or very dissatisfied); and
- ◆ Respondents that have resided in Okotoks 10 years or less (87% to 89% versus 81% of those that have resided in Okotoks 21 years or more).

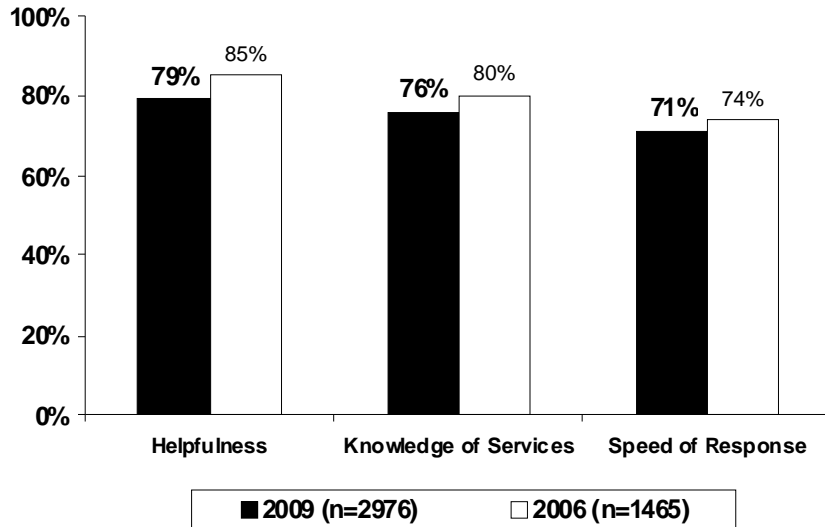
Next, respondents were asked to rate their satisfaction with Town employees. Seventy-nine percent of respondents reported they were satisfied with the helpfulness of Town employees (i.e. either somewhat or very satisfied). Three-quarters were satisfied with the employee’s knowledge while 71% were satisfied with the speed of response. **When only accounting for respondents that provided a rating** (i.e. excluding “don’t know’ or “no response” as a response), the vast majority **(95%) of respondents indicated that they were satisfied with the helpfulness** of Okotoks Town employees (n=2487), while **94% reported that they were satisfied with the knowledge of service** by Town employees (n=2389). Of those respondents that provided a rating for the speed of response (n=2343), **90% stated that they were satisfied**. See Table 5, below, and Figure 8, on the following page.

Table 5

Considering the interactions you have had over the past year with Town of Okotoks employees, please rate your levels of satisfaction in the following areas.						
	Percent of Respondents (n=2976)					
	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Interaction	Don't Know/ No Response
Helpfulness and courtesy	37	42	3	1	14	3
Knowledgeable about the services provided	32	44	3	1	15	5
Speed of response to inquiries and requests	30	41	6	3	16	5

Figure 8

Satisfaction with Town Employees*



*Base: Respondents that indicated satisfied or very satisfied

Note: When excluding respondents that did not provide a rating, the satisfaction ratings were as follows: helpfulness (95%), knowledge (94%) and speed of response (90%).

Respondent subgroups significantly more likely to be satisfied or very satisfied with **helpfulness and courtesy of employees** included:

- ◆ Respondents between the ages 55 to 64 (82% versus 75% of those aged 18 and 34);
- ◆ Respondents were satisfied or very satisfied with Town services (82% versus 69% of those were dissatisfied or very dissatisfied);
- ◆ Respondents that spend 3 or more hours per week being physically active (81% versus 74% of those that are active less than 3 hours per week); and
- ◆ Respondents that reside North of the river (81% versus 78% of those that live South of the river).

Respondent subgroups significantly more likely to be satisfied or very satisfied with **the knowledge of services** included:

- ◆ Respondents between the ages 55 to 64 (79% versus 73% to 74% of those between the ages of 18 and 34 or aged 65 and older);
- ◆ Respondents were satisfied or very satisfied with Town services (78% versus 68% of those were dissatisfied or very dissatisfied);
- ◆ Respondents that spend 3 or more hours per week being physically active (77% to 79% versus 71% of those that are active less than 3 hours per week); and
- ◆ Respondents with children in their household (78% versus 75% of those without children).

Respondent subgroups significantly more likely to be satisfied or very satisfied with **speed of response to inquiries and requests** included:

- ◆ Respondents between the ages 35 to 44 (74% versus 67% of those between the ages of 18 and 34 or aged 65 and older);
- ◆ Respondents with children in their household (74% versus 69% of those without children);
- ◆ Respondents were satisfied or very satisfied with Town services (73% versus 58% of those were dissatisfied or very dissatisfied);
- ◆ Respondents that have resided in Okotoks between 6 to 10 years (72% versus 65% of those that have resided in Okotoks 21 years or more); and
- ◆ Respondents that spend 3 or more hours per week being physically active (72% to 73% versus 66% of those that are active less than 3 hours per week).

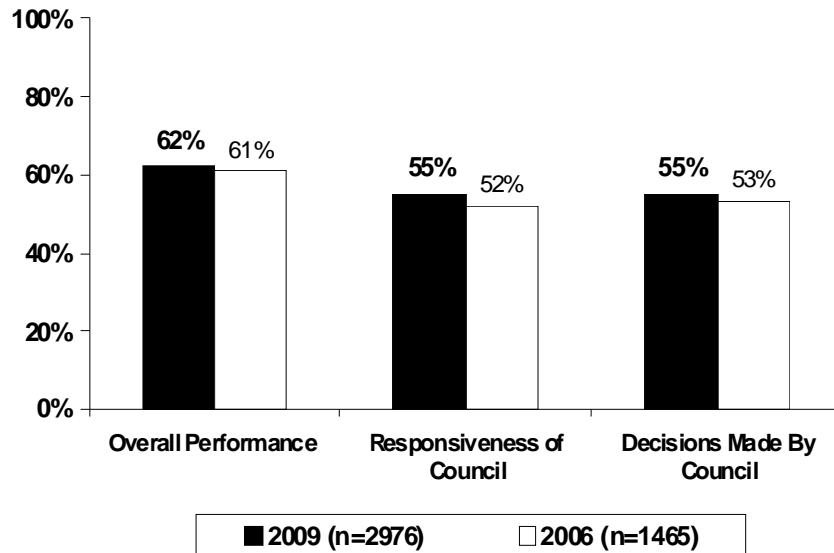
Respondents were asked to rate their satisfaction with Town Council across three areas: overall performance, decisions, and responsiveness to Town issues. More than one-quarter (27%-30%) of respondents were unsure and did not provide a rating. **For those who were able to provide a rating, 84% were satisfied with the overall performance** of Town Council (n=2187), a significant decrease from 2006 (87%). Of those respondents that provided a rating, **over three-quarters (78%) were satisfied with responsiveness** of Council to Town issues (n=2083) while **75% were satisfied with the decisions** made by Council (n=2143). From the 2006 survey, the overall satisfaction ratings were 75% and 77% respectively. See Table 6, and Figure 9, on the following page.

Table 6

Thinking about Town Council, how satisfied are you with each of the following areas?					
	Percent of Respondents (n=2976)				
	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/ No Response
Overall performance	7	55	10	2	27
Decisions made by council	6	49	14	4	28
Responsiveness of council to Town issues	7	48	12	3	30

Figure 9

Satisfaction with Town Council*



*Base: Respondents that indicated satisfied or very satisfied

Note: When excluding respondents that did not provide a rating, the satisfaction ratings were as follows: performance (84%), responsiveness (78%) and decisions made (75%).

Respondent subgroups significantly more likely to be satisfied or very satisfied with **the overall performance of Council** included:

- ◆ Respondents that have resided in Okotoks more than 2 years (63% to 68% versus 53% of those that have resided in Okotoks 2 years or less);
- ◆ Respondents that would prefer to sit in between the status quo and the CRP (66% versus 59% of those that would prefer to maintain the status quo);
- ◆ Respondents aged 35 and older (61% to 66% versus 55% of those between the ages of 18 to 34); and
- ◆ Respondents satisfied or very satisfied with Town services (65% versus 38% of those dissatisfied or very dissatisfied).

Respondent subgroups significantly more likely to be satisfied or very satisfied with **decisions made by Council** included:

- ◆ Respondents that would prefer to sit in between the status quo and the CRP or those that prefer to develop according to the CRP (57% to 61% versus 51% of those that would prefer to maintain the status quo);
- ◆ Respondents satisfied or very satisfied with Town services (58% versus 31% of those dissatisfied or very dissatisfied);
- ◆ Respondents 35 years and older (55% to 58% versus 48% of those between the ages of 18 to 34); and
- ◆ Respondents that have resided in Okotoks more than 2 years (56% to 58% versus 48% of those that have resided in Okotoks 2 years or less).

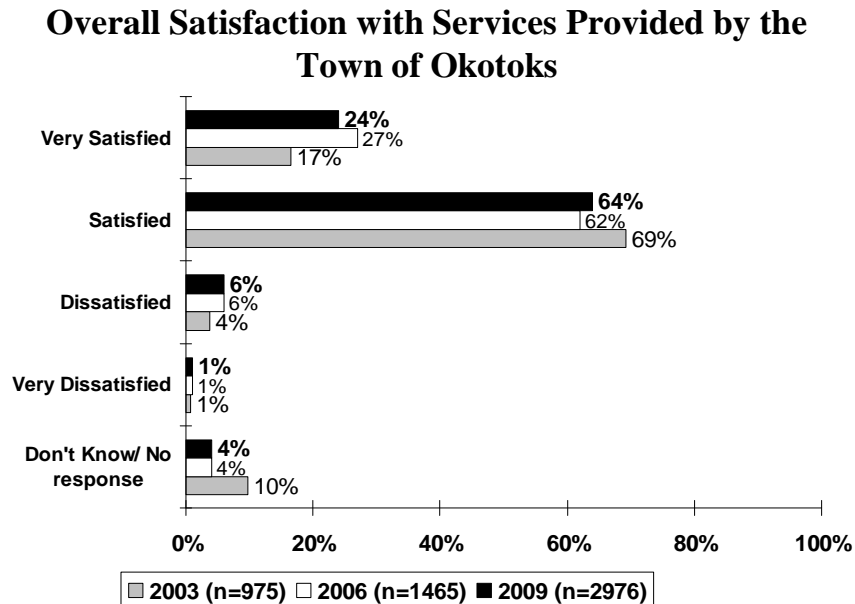
Respondent subgroups significantly more likely to be satisfied or very satisfied with **the responsiveness of Council to Town issues** included:

- ◆ Respondents that prefer to sit in between the status quo and the CRP or those that prefer to develop according to the CRP (58% to 60% versus 51% of those that would prefer to maintain the status quo);
- ◆ Respondents satisfied or very satisfied with Town services (58% versus 33% of those dissatisfied or very dissatisfied);
- ◆ Respondents 45 years and older (56% to 58% versus 48% of those between the ages of 18 to 34); and
- ◆ Respondents that have resided in Okotoks more than 2 years (56% to 58% versus 47% of those that have resided in Okotoks 2 years or less).

3.4 Satisfaction with Town Services & Facilities

To begin this section, respondents were asked for their overall level of satisfaction with the services provided by the Town of Okotoks. As illustrated in Figure 10, 88% of respondents are satisfied overall with Town services. (64% satisfied, 24% very satisfied), comparable to results from 2006 (89%).

Figure 10



Respondents between the ages of 18 to 34 were significantly more likely to indicate **they were satisfied with the services provided by the Town of Okotoks** (92% versus 88% to 89% of respondents aged 35 and older).

The majority of respondents did not provide any comments regarding the services provided by the Town. Respondents that did provide comments however most frequently mentioned the need for better snow removal (4%), the removal of ice and snow from side streets (3%) and expressed a concern about water rationing. See Table 7, below.

Table 7

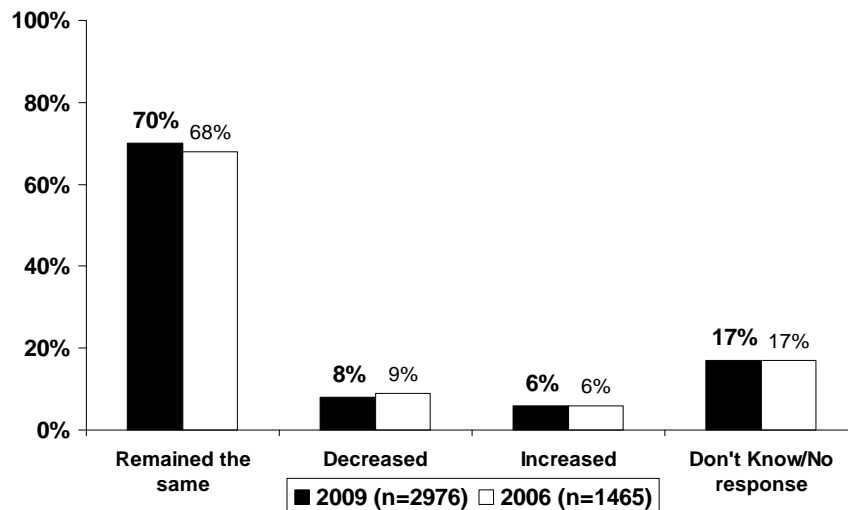
Comments Regarding Services Provided by the Town	
	Percent of Respondents * (n=2976)
Need better snow removal/control	4
Better removal of snow on side streets/clear the more side streets	3
Concerned that water rationing is permanent/dislikes water restrictions	2
Snow removal is done consistently/timely/Impressed with snow removal	1
Poor bylaw enforcement/dissatisfied with bylaw officers	1
Park areas or green spaces not maintained properly	1
Satisfied with Town services/facilities/programs	1
Garbage removed consistently	1
Public works is doing a great job	1
Great parks and tree care/pathway care	1
Water service needs improvement (unspecified)	1
Other (less than 1% of mentions)	14
No comments	80

* Multiple mentions

Respondents were then asked for their opinions about the change in the quality of service provided by the Town over the previous 12 months. Seventy percent (70%) of respondents felt the quality of service remained the same over the past year while 6% indicated it had increased and 8% reported it had declined. Seventeen percent (17%) of respondents were unsure or did not provide a response. See Figure 11, below.

Figure 11

Perceived Change in Quality of Service Over the Previous 12 Months



Respondent subgroups significantly more likely to say the quality of service provided by the Town of Okotoks **increased over the past 12 months** included:

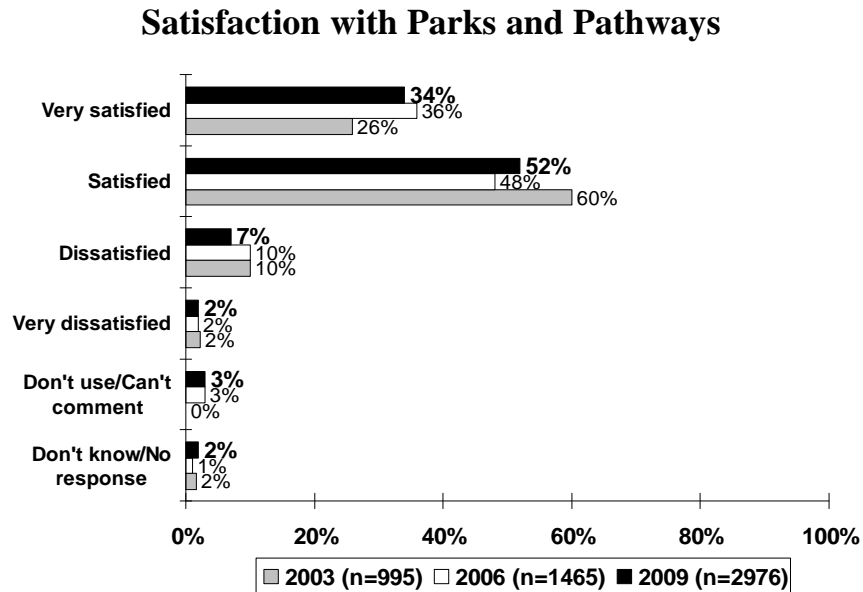
- ◆ Respondents that have resided in Okotoks between 6 to 20 years (6% to 8% versus 4% of those that have resided in Okotoks 2 years or less);
- ◆ Respondents that spend 5 or more hours per week being physically active (7% versus 5% of those that are active less than 5 hours per week); and
- ◆ Respondents satisfied or very satisfied with Town services (6% versus 2% of those dissatisfied or very dissatisfied).

The vast majority (91%) of respondents did not provide any comments pertaining to the perceived change in quality of life. The most common responses included a need for better, faster or more frequent snow removal (n=31) and a need to address the issue of water management or the water ban (n=20).

3.4.1 Parks and Pathways

When asked to rate their satisfaction with the Town of Okotoks parks and pathways, 86% of respondents indicated they were either satisfied (52%) or very satisfied (34%). Dissatisfaction with parkways and pathways significantly decreased compared to previous years (9% in 2009 versus 12% in 2003 and 2006). See Figure 12, below.

Figure 12



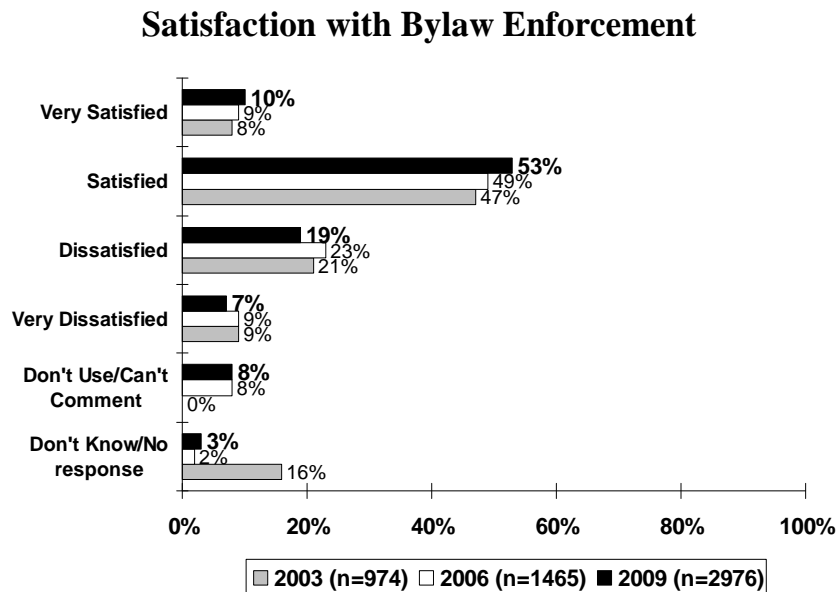
Respondent subgroups significantly more likely to be satisfied or very satisfied with **parks and pathways** included:

- ◆ Respondents who have lived in Okotoks for 5 years or less and between 11 to 20 years (86% to 89% versus 81% of respondents who have lived in Okotoks 21 years or more);
- ◆ Respondents that spend between 3 to 4 hours per week being physically active per week (88% versus 85% of those that spend more than 4 hours per week);
- ◆ Respondents satisfied or very satisfied with Town services (88% versus 69% of those dissatisfied or very dissatisfied);
- ◆ Respondents between the ages of 35 to 44 (88% versus 83% of those over the age of 64); and
- ◆ Respondents with children in their household (88% versus 84% of those without children).

3.4.2 Bylaw Enforcement

As indicated in Figure 13, sixty-three percent (63%) of respondents expressed satisfaction with bylaw enforcement (53% satisfied and 10% very satisfied), a significant increase from 2006 (58%). One-quarter (26%) of respondents indicated that they were dissatisfied to some degree (19% dissatisfied and 7% very dissatisfied).

Figure 13



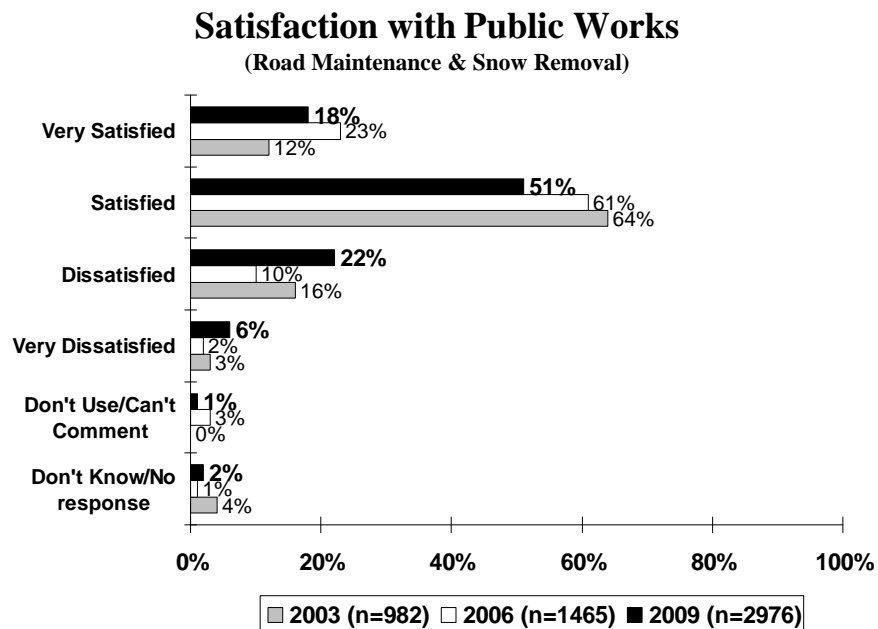
Respondent subgroups significantly more likely to be satisfied or very satisfied with **bylaw enforcement** included:

- ◆ Respondents who have lived in Okotoks for 5 years or less (66% to 67% versus 59% to 61% of respondents who have lived in Okotoks between 6 to 10 years or 21 years or more);
- ◆ Respondents that spend between 3 to 4 hours per week being physically active (66% versus 62% of those that spend more than 4 hours per week); and
- ◆ Respondents satisfied or very satisfied with Town services (66% versus 46% of those dissatisfied or very dissatisfied).

3.4.3 Infrastructure

More than two-thirds (69%) of respondents reported that they were satisfied (18% very satisfied and 51% satisfied) with **public works** (road maintenance & snow removal), a significant decrease from 2003 (76%) and a substantial decrease from 2006 (84%). Twenty-two percent (22%) of respondents stated they were dissatisfied and 6% reported they were very dissatisfied with the Town of Okotoks' public works. See Figure 14, below.

Figure 14



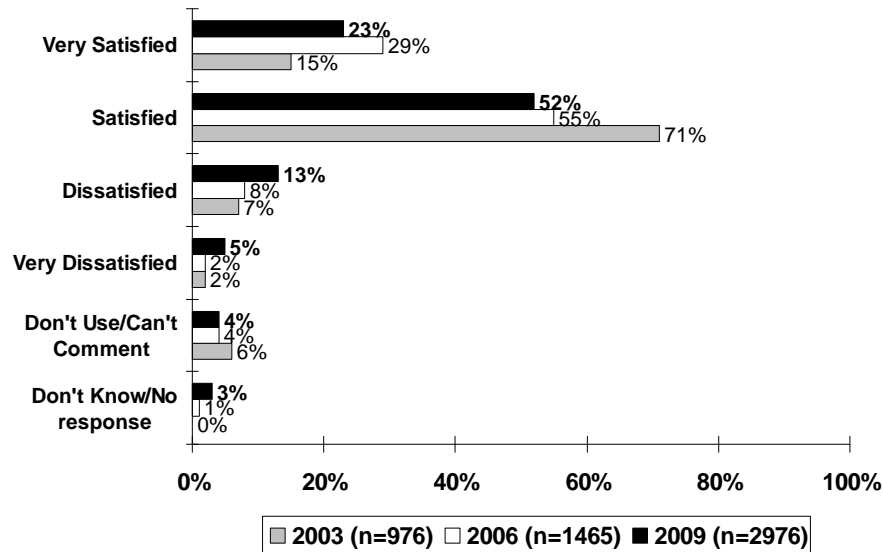
Respondent subgroups significantly more likely to be satisfied or very satisfied with **public works** included:

- ◆ Respondents who have lived in Okotoks for 21 years or more (74% versus 68% of respondents who have lived in Okotoks between 3 and 5 years);
- ◆ Respondents satisfied or very satisfied with Town services (72% versus 35% of those dissatisfied or very dissatisfied);
- ◆ Respondents that prefer to sit in between the status quo and the CRP (71% versus 67% of those that would prefer to maintain the status quo); and
- ◆ Respondents between the ages of 35 to 44 and 55 to 64 (70% to 71% versus 65% of those between the ages of 18 and 34).

In terms of **water and sewer services**, 75% of respondents were satisfied (52% satisfied and 23% very satisfied) a significant and substantial decrease from 2006 (84%), while eighteen percent (18%) of respondents indicated that they were dissatisfied in some way. See Figure 15, below.

Figure 15

Satisfaction with Water and Sewer Services



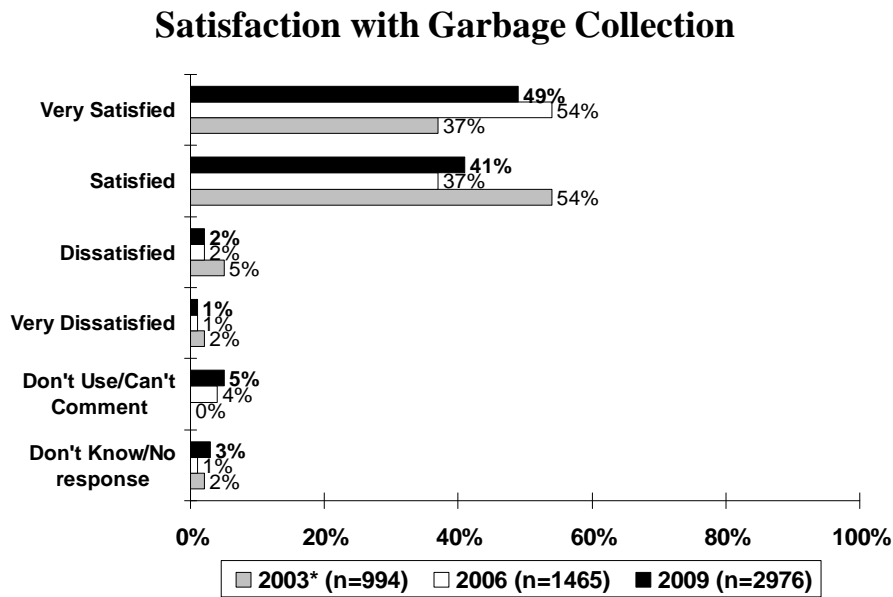
Respondent subgroups significantly more likely to be satisfied or very satisfied with **water and sewer services** included:

- ◆ Respondents over the age of 54 (78% versus 71% to 72% of those under the age of 45);
- ◆ Respondents that have resided in Okotoks for 3 to 5 years or 11 years or more (76% to 77% versus 70% of those that have resided in Okotoks 2 years or less);
- ◆ Respondents that prefer to sit in between the status quo and the CRP (77% versus 72% of those that would prefer to develop according to the CRP); and
- ◆ Respondents were satisfied or very satisfied with Town services (77% versus 51% of those were dissatisfied or very dissatisfied).

3.4.4 Disposal Services

The majority (90%) of respondents stated they were satisfied with **garbage collection** to some degree (49% very satisfied, 41% satisfied), comparable to 2006. Only 3% of respondents reported that they were dissatisfied in some way. See Figure 16, below.

Figure 16



*In 2003 survey respondents responded to a question that combined garbage collection and recycling

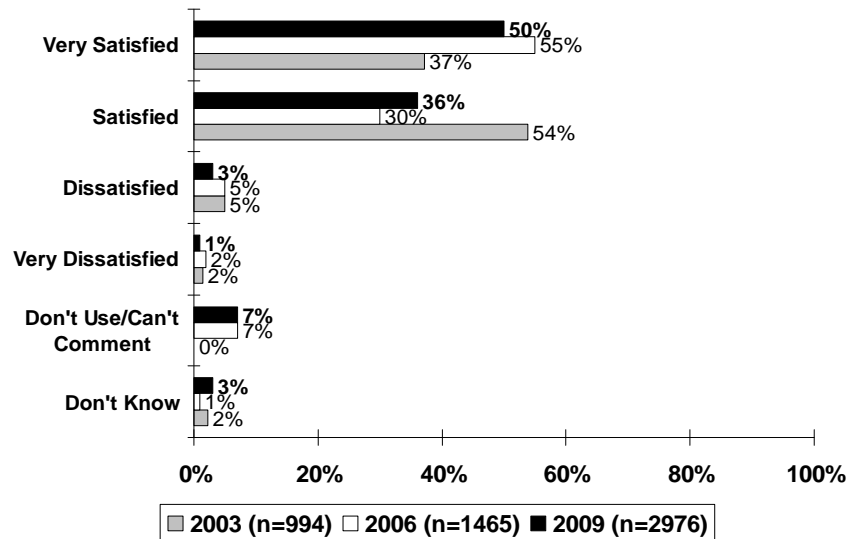
Respondent subgroups significantly more likely to be satisfied or very satisfied with **garbage collection** included:

- ◆ Respondents with children in their household (95% versus 86% of those without children);
- ◆ Respondents between the ages 18 to 64 (89% to 93% versus 80% of those over the age of 64);
- ◆ Respondents who have lived in Okotoks between 6 and 20 years (91% to 92% versus 88% of respondents who have lived in Okotoks less than 2 years); and
- ◆ Respondents satisfied or very satisfied with Town services (91% versus 87% of those dissatisfied or very dissatisfied).

As shown in Figure 17, 86% of respondents were satisfied in some way with the **recycling depot** (50% very satisfied and 36% satisfied), similar to results from 2006 (85%). Only four percent (4%) of respondents reported that they were dissatisfied.

Figure 17

Satisfaction with Recycling Depot



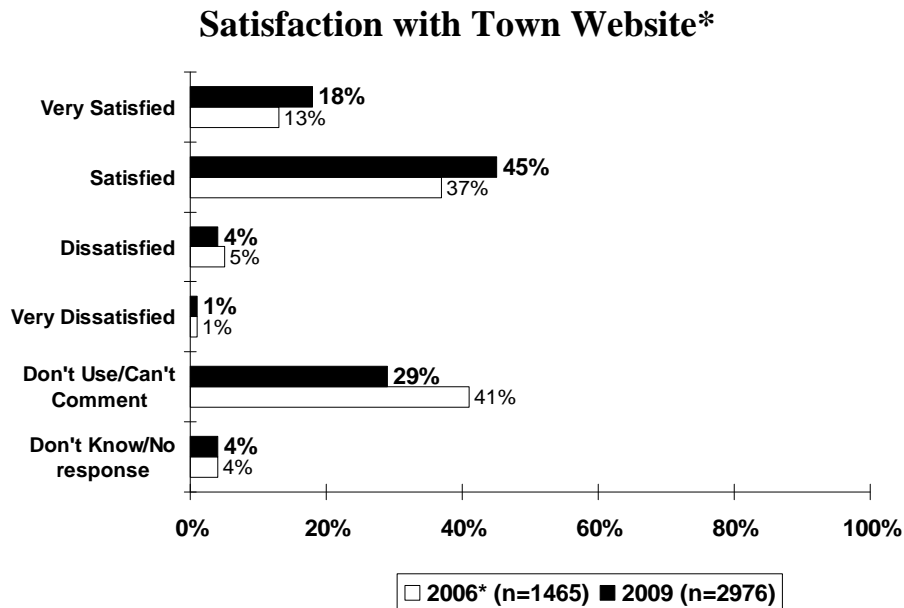
Respondent subgroups significantly more likely to be satisfied or very satisfied with **the recycling depot** included:

- ◆ Respondents over the age of 34 (86% to 91% versus 79% of those between the ages of 18 to 34);
- ◆ Respondents who have lived in Okotoks between 3 to 5 years and 11 years or more (88% to 90% versus 84% of respondents with a residency of 2 years or less); and
- ◆ Respondents that reside North of the river (89% versus 85% of those that live South of the river).

3.4.5 Town Website

Sixty-three percent (63%) of respondents indicated they were satisfied to some degree with the Town website (45% satisfied and 18% very satisfied), a significant increase from 2006 (50%). There were however, twenty-nine percent (29%) of respondents who indicated that they were not familiar enough with this service to provide a satisfaction rating. **When examining the responses from only those people who provided a satisfaction rating (n=2,007), ninety-four percent (94%) were satisfied with the Town website.** See Figure 18, below.

Figure 18



* In 2006, respondents were asked to rate the website and the virtual town hall

Note: When excluding respondents that did not provide a rating, satisfaction with this service was 94%.

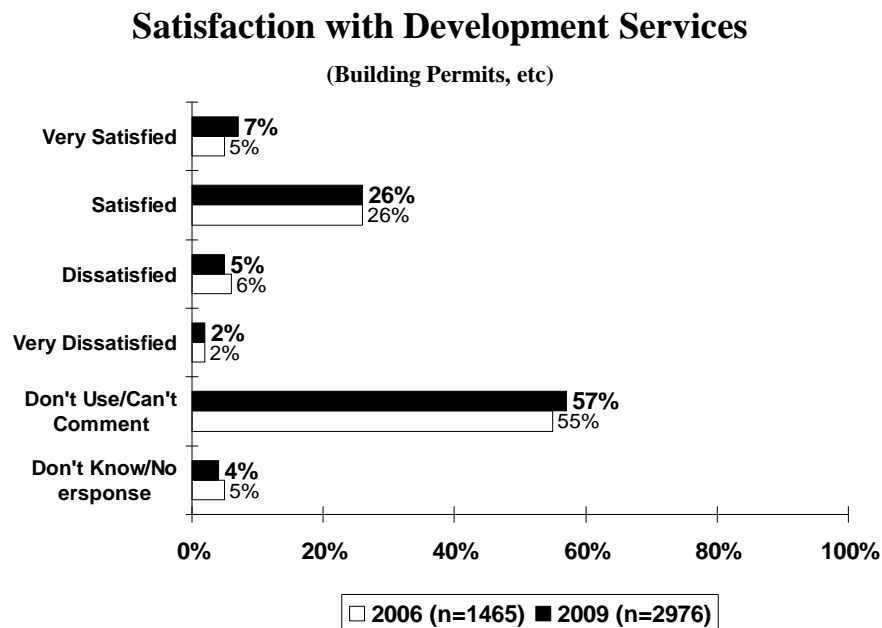
Respondent subgroups significantly more likely to be satisfied or very satisfied with **the Town website** included:

- ◆ Respondents between the ages 18 to 44 (76% versus 34% to 65% of those over the age of 44);
- ◆ Respondents with children in the household (75% versus 55% of respondents without children in the household);
- ◆ Respondents that have resided in Okotoks 10 years or less (68% to 72% versus 48% to 62% of those that have resided in Okotoks 11 years or more);
- ◆ Respondents that spend 3 or more hours per week being physically active (65% to 67% versus 58% of those that are active less than 3 hours per week); and
- ◆ Respondents satisfied or very satisfied with Town services (65% versus 55% of those dissatisfied or very dissatisfied).

3.4.6 Development Services

One-third (33%) of all respondents expressed satisfaction with development services (e.g. building permits), comparable to 2006 (31%), however more than half (57%) of the respondents indicated that they were unable to comment on this service. See Figure 19. **When considering only those respondents who provided a satisfaction rating (n=1,161), 84% expressed satisfaction with development services.**

Figure 19



Note: When excluding respondents that did not provide a rating, satisfaction with this service was 84%.

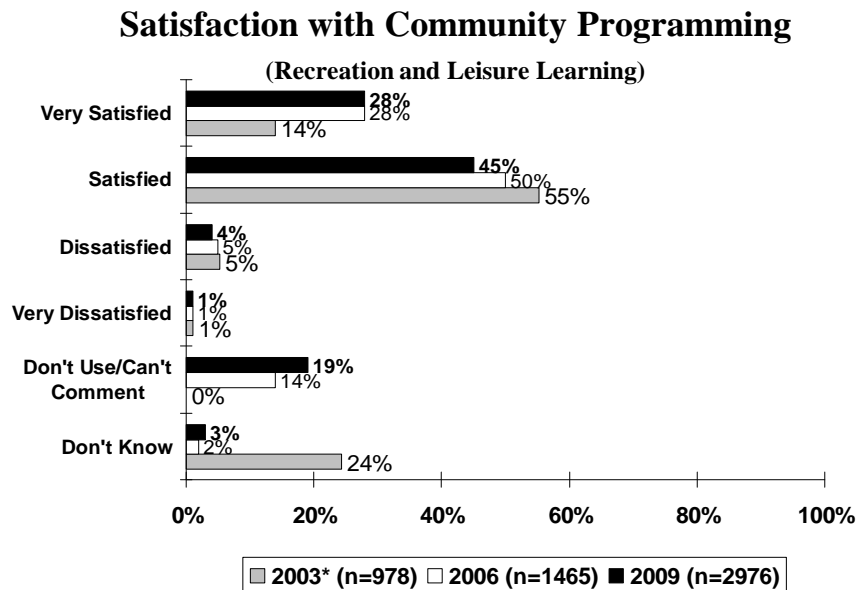
Respondent subgroups significantly more likely to be satisfied or very satisfied with **development services** included:

- ◆ Respondents that have resided in Okotoks for 3 to 5 years (38% versus 27% to 32% of those that have resided in Okotoks 2 years or less or those that have resided 6 years or more);
- ◆ Respondents with children in their household (38% versus 29% of those without children); and
- ◆ Respondents between the ages 18 to 34 (37% versus 22% to 31% of those over the age of 54).

3.4.7 Community Programming

Almost three-quarters (73%) of respondents were satisfied with community programming, (45% satisfied and 28% very satisfied), a significant decrease from 2006 (78%). Five percent (5%) of respondents expressed some level of dissatisfaction with community programming. Taking into account only **those respondents who provided a satisfaction rating (n=2,329)**, 94% expressed satisfaction with community programming. See Figure 20, below.

Figure 20



*In 2003, respondents were asked about Program Services (Leisure, Adult/Youth & Family Education Programming)

Note: When excluding respondents that did not provide a rating, satisfaction with this service was 94%.

Respondent subgroups significantly more likely to be satisfied or very satisfied with **community programming** included:

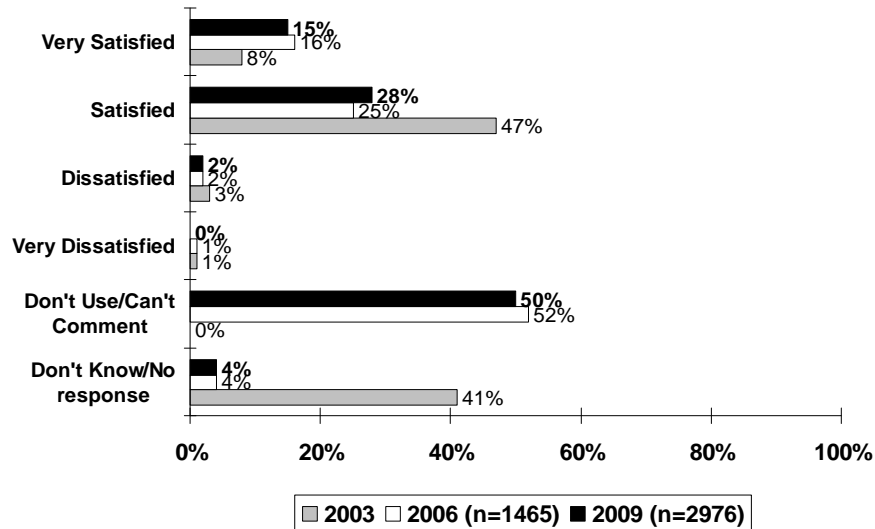
- ◆ Respondents with children in the household (83% versus 67% of those without children in the household);
- ◆ Respondents between the ages 35 to 44 (80% versus 63% to 75% of those over the age of aged 18 to 34 or aged 45 and older);
- ◆ Respondents that have resided in Okotoks for 3 to 5 years or 11 to 20 years (76% versus 71% of those that have resided in Okotoks 2 years or less); and
- ◆ Respondents satisfied or very satisfied with Town services (76% versus 62% of those dissatisfied or very dissatisfied).

3.4.8 Social Services

As illustrated in Figure 21, 43% percent of respondents stated that they were satisfied to some degree (28% satisfied and 15% very satisfied) with social services in Okotoks. Fifty percent (50%) of respondents indicated that they were unable to comment. Taking into account only **those respondents who provided a satisfaction rating (n=1,373)**, the vast majority (95%) expressed satisfaction with social services. See Figure 21, below.

Figure 21

Satisfaction with Family and Community Support Services & Healthy Family Resource Centre



Note: When excluding respondents that did not provide a rating, satisfaction with this service was 95%.

Respondent subgroups significantly more likely to be satisfied or very satisfied with **social services** included:

- ◆ Respondents with children in the household (50% versus 38% of those without children in the household);
- ◆ Respondents between the ages 35 to 44 (48% versus 39% to 42% of those between the ages of 45 to 64);
- ◆ Respondents that have resided in Okotoks for 11 to 20 years (47% versus 41% of those that have resided in Okotoks 2 years or less); and
- ◆ Respondents that would prefer to maintain the status quo (45% versus 38% of those that would prefer to develop according to the CRP).

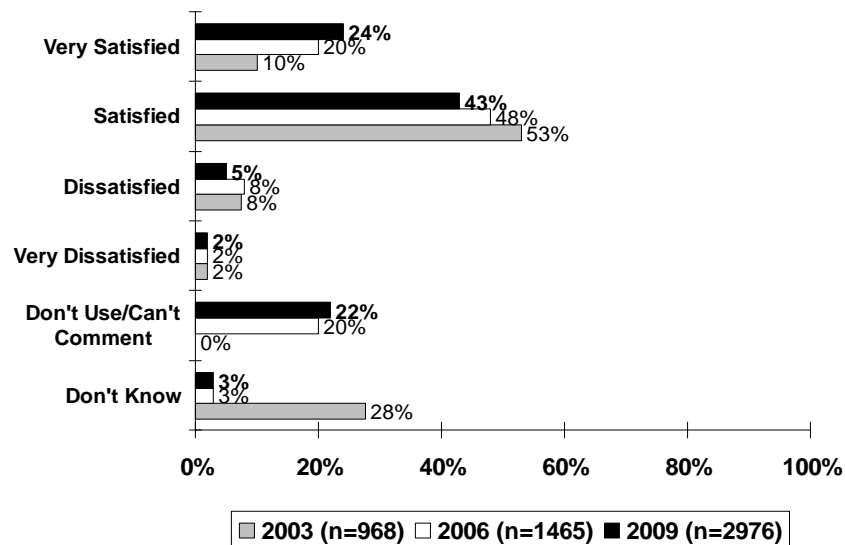
3.4.9 Recreation Facilities

Considering the Town's **outdoor recreation facilities** (ball diamonds, soccer fields, playgrounds), over two-thirds (67%) of all respondents were either satisfied (43%) or very satisfied (24%). Seven percent (7%) were dissatisfied, while twenty-two percent (22%) of respondents were unable to comment. When considering only **those respondents that were able to comment (n=2,222)**, 91% were satisfied or very satisfied. The proportion of respondents able to provide a rating that were satisfied or very satisfied is much higher in 2009 than in 2006 (84%). In the 2003 Community Survey, respondents were asked about sports fields. For comparison purposes, these findings have been presented in Figure 22.

Figure 22

Satisfaction with Outdoor Recreation Facilities

(Ball Diamonds, Soccer Fields, Playgrounds)



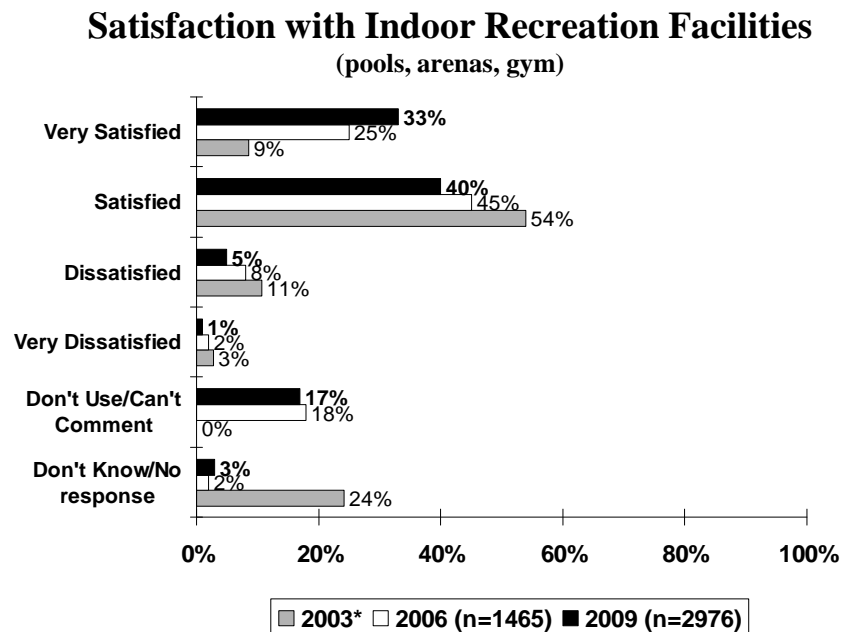
Note: When excluding respondents that did not provide a rating, satisfaction with this service was 91%.

Respondent subgroups significantly more likely to be satisfied or very satisfied with **outdoor recreation facilities** included:

- ◆ Respondents with children in the household (79% versus 60% of respondents without children in the household).
- ◆ Respondents 18 to 44 (74% to 77% versus 53% to 66% of respondents aged 45 years and older);
- ◆ Respondents living in Town for 3 to 5 years (73% versus 65% to 67% of those with a residency of 6 to 10 years, 21 years or more or less than 2 years);
- ◆ Respondents that spend 3 or more hours per week being physically active (69% to 70% versus 65% of those that are active less than 3 hours per week); and
- ◆ Respondents satisfied or very satisfied with Town services (70% versus 61% of those dissatisfied or very dissatisfied).

Seventy-three percent (73%) of respondents indicated that they were satisfied to some extent with the **indoor recreation facilities**, a significant increase from 2006 (70%). As illustrated in Figure 23, 6% were dissatisfied and 17% of all respondents were unable to comment. Considering **only those respondents who provided a rating (n=2,362)**, **92% of respondents were either satisfied or very satisfied**. In the 2003 Community Survey, respondents were questioned about the pool and arena infrastructure separately. For comparison purposes, these findings were combined and presented in Figure 23¹. In the 2006 survey, respondents were asked to rate satisfaction with the Okotoks Recreation Centre.

Figure 23



In the 2003 Community Survey, respondents were questioned about the pool and arena infrastructure separately, while in 2006 respondents were asked to rate satisfaction with the Okotoks Rec Centre

Note: When excluding respondents that did not provide a rating, satisfaction with this service was 92%.

¹ Each question had a different sample size. The sample size therefore has been omitted from the combined rating.

Respondent subgroups significantly more likely to be satisfied or very satisfied with **indoor recreation facilities** included:

- ◆ Respondents with children in the household (83% versus 67% of respondents without children in the household);
- ◆ Respondents between the ages 35 to 44 (78% versus 68% to 74% of those between the ages of 18 to 34 and those over the age of 44);
- ◆ Respondents that spend between 3 to 4 hours per week being physically active (53% versus 43% to 48% of those that spend less than 3 hours or more than 4 hours per week);
- ◆ Respondents that have resided in Okotoks for 3 to 5 years (76% versus 71% of those that have lived in Okotoks 2 years or less);
- ◆ Respondents that reside North of the river (76% versus 71% of those that live South of the river); and
- ◆ Respondents satisfied or very satisfied with Town services (75% versus 64% of those dissatisfied or very dissatisfied).

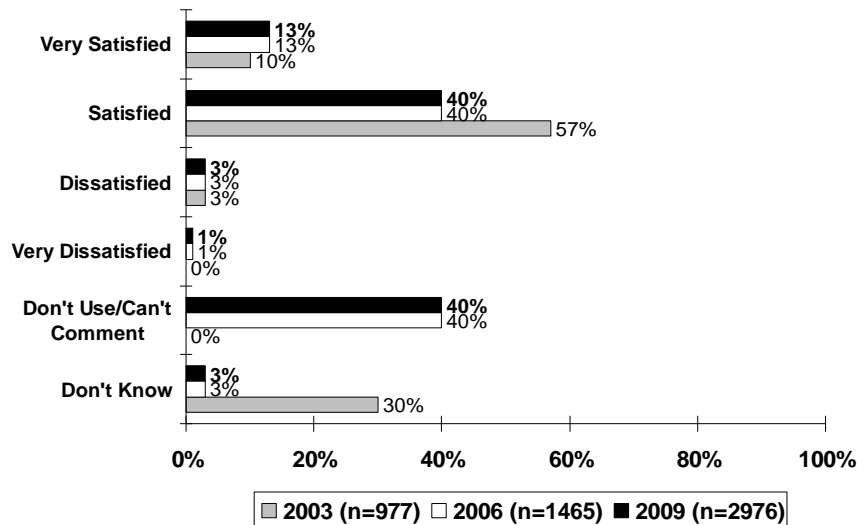
3.4.10 Culture & Leisure Services

As seen in Figure 24, over half (53%) of all respondents expressed satisfaction with the Town’s **cultural and historical services** (Cultural Centre, Heritage House Museum). Only 4% were dissatisfied or very dissatisfied. However, 40% of respondents indicated that they were not in a position to comment, as they do not use the service. Satisfaction results in 2009 were of the same proportion for those found in 2006. Considering only **those respondents able to comment in 2009 (n=1,695)**, 93% were satisfied or very satisfied, increasing by a large margin from 2006 (89%).

Figure 24

Satisfaction with Cultural and Historical Services

(Cultural Centre, Heritage House Museum)



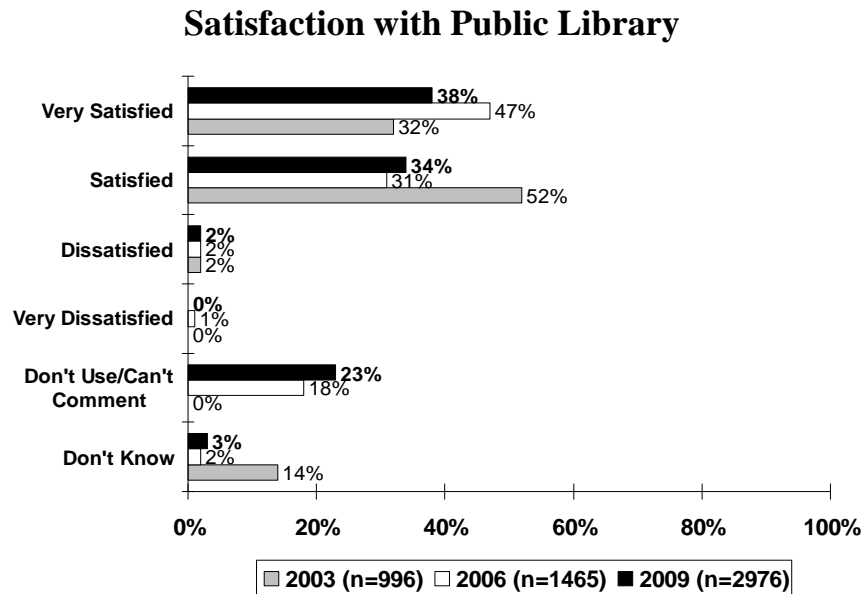
Note: When excluding respondents that did not provide a rating, satisfaction with this service was 93%.

Respondent subgroups significantly more likely to be satisfied or very satisfied with **cultural and historical services** included:

- ◆ Respondents 35 years and older (51% to 61% versus 40% of respondents aged 18 to 34);
- ◆ Respondents that have resided in Okotoks 3 years or more (55% to 60% versus 44% of those that have resided in Okotoks 2 years or less); and
- ◆ Respondents satisfied or very satisfied with Town services (55% versus 47% of those dissatisfied or very dissatisfied).

Seventy-two percent (72%) of respondents indicated that they were satisfied to some degree with the **Okotoks public library**, a significant decrease from 2006 (78%). Only 2% were dissatisfied as shown in Figure 25. Twenty-three percent (23%) of respondents were unable to comment; therefore when **considering those who have used the service (n=2199)**, **98% of respondents were satisfied**, a 3% increase compared to 2006.

Figure 25



Note: When excluding respondents that did not provide a rating, satisfaction with this service was 98%.

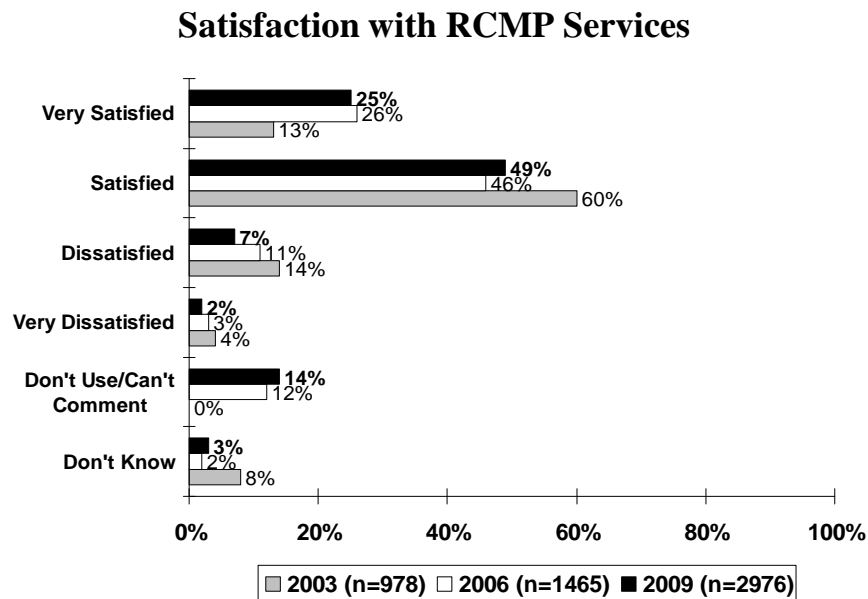
Respondent subgroups significantly more likely to be satisfied or very satisfied with the **Public Library** included:

- ◆ Respondents with children in their household (82% versus 66% of those without children);
- ◆ Respondents that have resided in Okotoks for 3 to 20 years (76% to 79% versus 65% to 69% of those that have resided in Okotoks less than 2 years or 21 years or more);
- ◆ Respondents between the ages of 35 to 64 (72% to 77% versus 67% of those aged 18 to 34); and
- ◆ Respondents that spend 3 or more hours per week being physically active (74% versus 69% of those that are active less than 3 hours per week).

3.4.11 Protective Services

Three-quarters (74%) of respondents expressed satisfaction with the **R.C.M.P.**, while 9% were dissatisfied, a significant decrease from 2006 (14%). Fourteen percent (14%) of respondents did not feel as though they could comment. **Eighty-nine percent (89%) of respondents able to provide a rating (n=2,481) indicated that they were either satisfied or very satisfied.** See Figure 26.

Figure 26



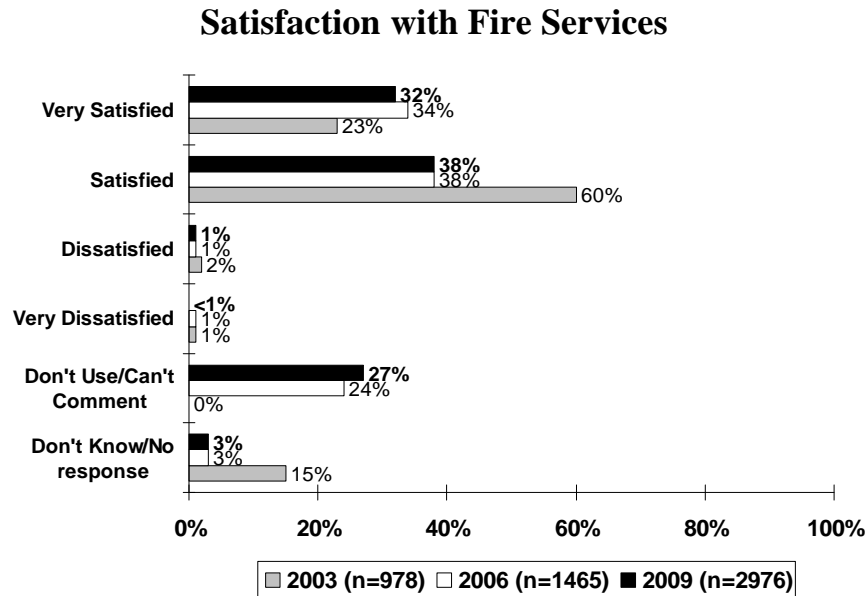
Note: When excluding respondents that did not provide a rating, satisfaction with this service was 89%.

Respondent subgroups significantly more likely to be satisfied or very satisfied with the **R.C.M.P.** included:

- ◆ Respondents that have resided in Okotoks 3 years or more (75% to 80% versus 68% of those that have resided in Okotoks 2 years or less); and
- ◆ Respondents satisfied or very satisfied with Town services (76% versus 68% of those dissatisfied or very dissatisfied).

As shown in Figure 27, 70% of respondents were satisfied with **fire services** in Okotoks (38% satisfied and 32% very satisfied); however 27% of respondents had not used the service and therefore could not comment. Considering **those respondents who were able to comment (n=2,093)**, 99% were either satisfied or very satisfied, a 4% increase from 2006 (95%).

Figure 27



Note: When excluding respondents that did not provide a rating, satisfaction with this service was 99%.

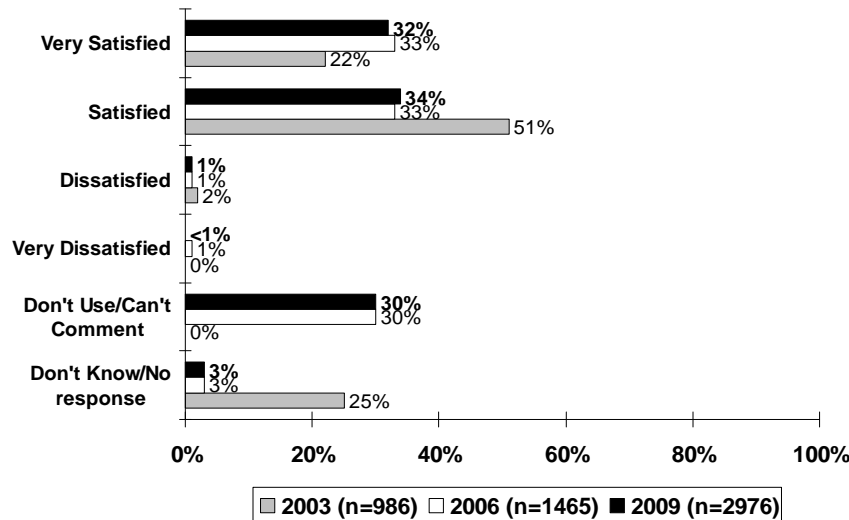
Respondent subgroups significantly more likely to be satisfied or very satisfied with **fire services** included:

- ◆ Respondents that have resided in Okotoks 3 years or more (71% to 78% versus 58% of those that have resided in Okotoks 2 years or less);
- ◆ Respondents aged 35 and older (68% to 76% versus 63% of those between the ages of 18 to 34); and
- ◆ Respondents that reside North of the river (72% versus 67% of those that live South of the river).

Two-thirds (66%) of respondents reported they were satisfied with the **ambulance service** as seen in Figure 28 (34% satisfied and 32% very satisfied). Thirty percent (30%) of respondents were unable to comment as they have not used the service. **Considering only those respondents who could comment (n=1,996), 98% were satisfied**, a 4% increase from 2006 (94%). As with previous year's findings, dissatisfaction with ambulance services remained very low in 2009.

Figure 28

Satisfaction with Ambulance Services



Note: When excluding respondents that did not provide a rating, satisfaction with this service was 98%.

Respondent subgroups significantly more likely to be satisfied or very satisfied with **ambulance services** included:

- ◆ Respondents that have resided in Okotoks 21 years or more (77% versus 55% to 68% of those that have resided in Okotoks 10 years or less); and
- ◆ Respondents over the age of 34 (66% to 71% versus 59% of those between the ages of 18 to 34).

3.5 Overall Importance and Service Improvements

In addition to providing satisfaction ratings for the 17 Town services, respondents were asked to provide a rating of importance for each. Through an analysis of these dual ratings for each service, presented on the following perceptual map, areas of priorities emerge.

When conducting satisfaction and importance assessments, factors or services with the lowest levels of satisfaction ratings or lowest importance ratings may not necessarily be the areas where improvement is most desired or needed. For example, if residents are dissatisfied with a service and rate it as relatively unimportant focusing improvements on this service may not be the most effective use of resources. By mapping the service areas, priority areas in terms of Town of Okotoks service improvements emerge. Higher importance and lower satisfaction services are considered priority areas.

Also illustrated on the perceptual map are areas of:

- ◆ higher importance and higher satisfaction or service strengths;
- ◆ lower importance and higher satisfaction; and
- ◆ lower importance and lower satisfaction.

Respondents provided satisfaction and importance ratings of the 17 services using a word scale. For the purposes of this analysis these word anchored scales were converted to a number scale². Upon conversion to number ratings, average scores for each service were determined. Respondents' importance and satisfaction ratings were plotted on grids whereby the cross-hairs intercepted at the **average importance** rating (mean=3.7) and the **average satisfaction** rating (mean=3.2) across all 17 services. Figure 29, on page 49, maps the average importance and satisfaction ratings for each of the Town services measured. Figure 30, also on page 50, illustrates the positioning of these 17 services on the full 4-point scale.

² Very Dissatisfied = 1, Dissatisfied = 2, Satisfied = 3, and Very Satisfied = 4.

Not at All Important = 1, Not Very Important = 2, Somewhat Important = 3, and Very Important = 4.

Services in the upper left quadrant are of higher than average importance, but lower than average satisfaction, or where ratings of overall importance are greater than overall satisfaction ratings. These services are viewed as primary areas of improvement and, therefore, should be considered as the main focus of future improvement. Services falling within this quadrant include:

- ◆ The RCMP;
- ◆ Water and sewer services; and
- ◆ Public works.

It will be important to monitor the satisfaction of these services to ensure that resident satisfaction increases and that these services become perceived as strengths of the Town in the future.

Town of Okotoks services which fall into the lower left quadrant are considered of lower than average importance and lower than average satisfaction. Services include:

- ◆ Bylaw enforcement
- ◆ Development services; and
- ◆ Cultural and historical services.

The Town website and outdoor recreation facilities sit on the border of this quadrant, meaning respondents are moderately satisfied with this service but view this as below average in importance.

While at this time satisfaction with these services is lower, they are also not considered as important as other services investigated and consequently should be considered as secondary areas of improvement.

Any Town services that fall into the lower right quadrant scored lower than average importance and higher than average satisfaction. In other words, while respondents are generally satisfied with these services, the importance placed on the services is low in comparison to other Town services evaluated. Services include:

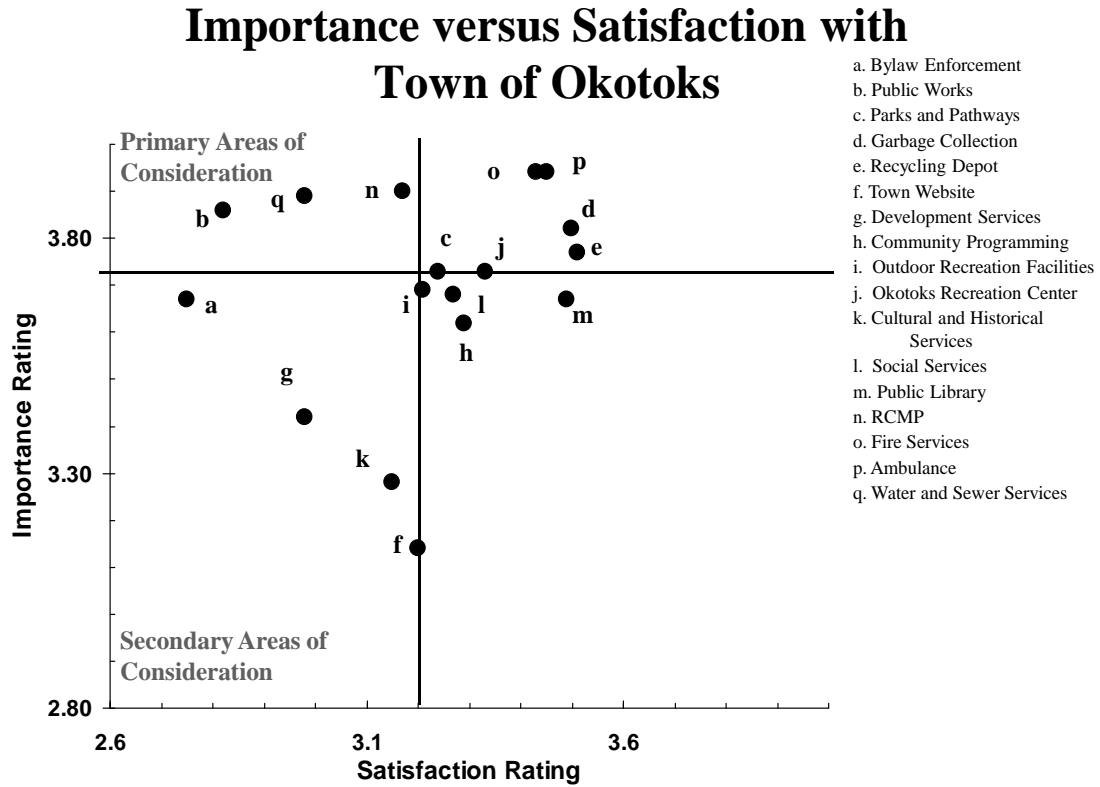
- ◆ Community programming
- ◆ Social services; and
- ◆ Public library.

When assessing the Town services included in the survey, the following areas were calculated as key strengths, or services in which respondents reported they were of higher than average importance and higher than average satisfaction:

- ◆ Parks and pathways
- ◆ Garbage collection;
- ◆ Recycling depot;
- ◆ Okotoks Recreation Centre;
- ◆ Fire services; and
- ◆ Ambulance services.

These areas fall into the upper right quadrant. Maintaining a high level of satisfaction with these services is important as these areas are viewed as highly important or critical to citizens.

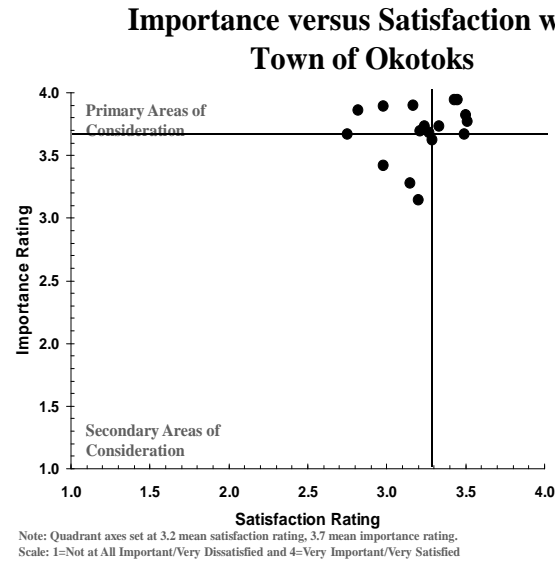
Figure 29



Note: Quadrant axes set at 3.2 mean satisfaction rating, 3.7 mean importance rating.
Scale: 1=Not at All Important/Very Dissatisfied and 4=Very Important/Very Satisfied

Figure 30, below, shows all 17 services on the 4-point scale. As shown, on the 4-point scale, all of the services are located within the upper-right of the graph.

Figure 30



For ease of reference the following table outlines the mean importance and satisfaction ratings for each of the Town of Okotoks services investigated.

Table 8

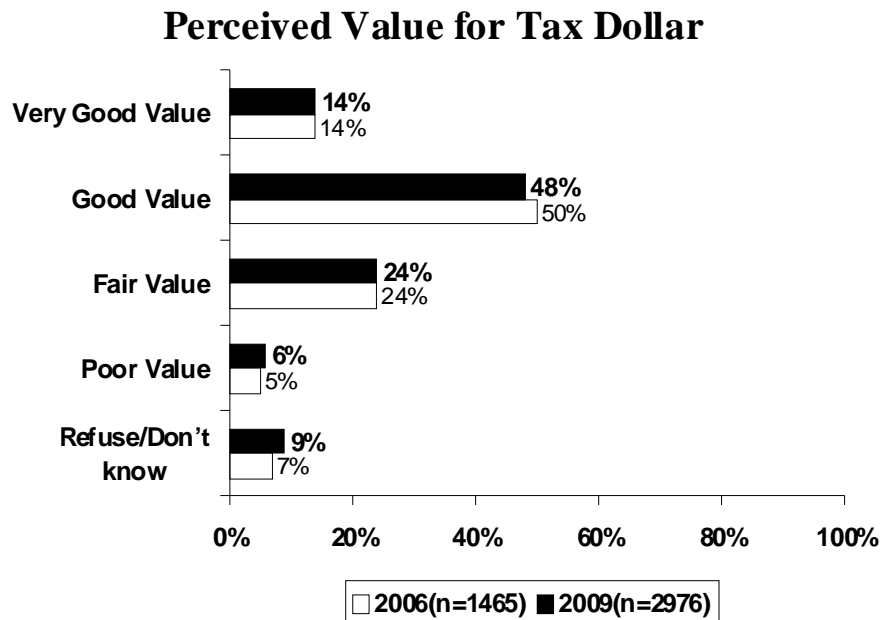
Average Satisfaction and Importance Ratings		
City Service	Mean Ratings*	
	Satisfaction	Importance
a. Bylaw Enforcement	2.75	3.67
b. Public Works	2.82	3.86
c. Parks and Pathways	3.24	3.73
d. Garbage Collection	3.50	3.82
e. Recycling Depot	3.51	3.77
f. Town Website	3.20	3.14
g. Development Services	2.98	3.42
h. Community Programming	3.29	3.62
i. Outdoor Recreation Facilities	3.21	3.69
j. Okotoks Recreation Center	3.33	3.73
k. Cultural Historical Services	3.15	3.28
l. Social Services	3.27	3.68
m. Public Library	3.49	3.67
n. RCMP	3.17	3.90
o. Fire Services	3.43	3.94
p. Ambulance	3.45	3.94
q. Water and Sewer Service	2.98	3.89
Average	3.22	3.69

* Scale: 1= Not at all Important/Very Dissatisfied and 4= Very Important/Very Satisfied

3.6 Municipal Taxation

Respondents were informed that approximately 70% of their property tax bill goes to the Town to fund municipal services while the remainder is used for education and schools. They were then asked in light of this information, how they would rate the value of their tax dollar they receive from the Town. As illustrated in Figure 31, sixty-two percent (62%) of respondents indicated that they receive good or very good value for their tax dollar, similar to the proportion of respondents in 2006 (64%). Approximately one-quarter (24%) said they received fair value while 6% said they received poor value. Results were similar to those found in 2006.

Figure 31



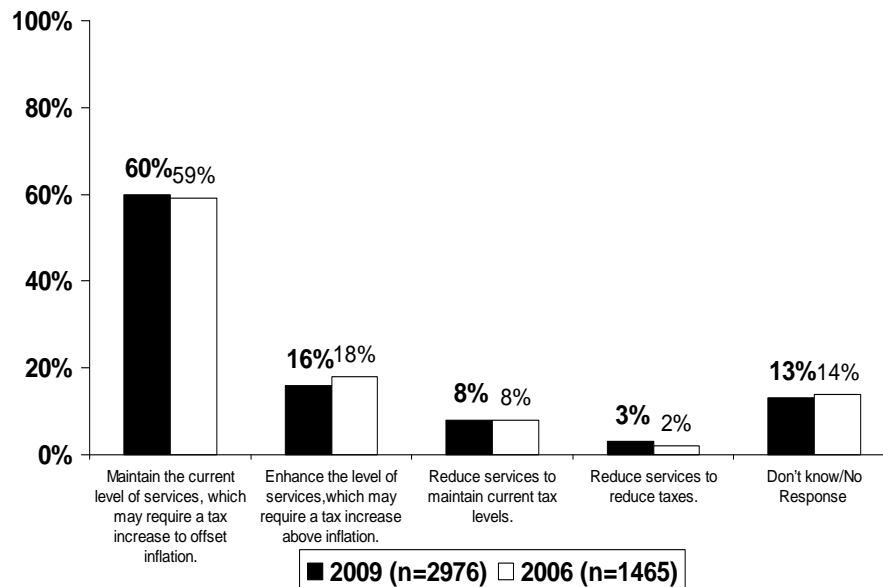
Respondent subgroups significantly more likely to be say they receive **good or very good value** for their tax dollars included:

- ◆ Respondents that would prefer to develop according to the CRP or to sit in between the status quo and the CRP (65% to 69% versus 58% of those that would prefer to maintain the status quo);
- ◆ Respondents over the age of 44 (63% to 68% versus 56% of those between the ages of 18 to 34);
- ◆ Respondents that spend between 3 to 4 hours per week being physically active (67% versus 59% to 62% of those that spend less than 3 hours or more than 4 hours per week); and
- ◆ Respondents satisfied or very satisfied with Town services (66% versus 28% of those dissatisfied or very dissatisfied).

Respondents were then presented with four tax strategies and asked to identify the one strategy they support most over the next 5 years. Sixty percent (60%) of respondents supported the maintenance of current service levels and the possible accompaniment of a tax increase to offset inflation, similar to results from 2006 (59%). Sixteen percent (16%) favoured an enhancement of services that may require a tax increase above inflation, while 8% preferred a reduction in services. See Figure 32, below.

Figure 32

Tax Strategies Supported Over the Next Five Years



Respondent subgroups significantly more likely to be indicate **they wish to enhance the level of service** included:

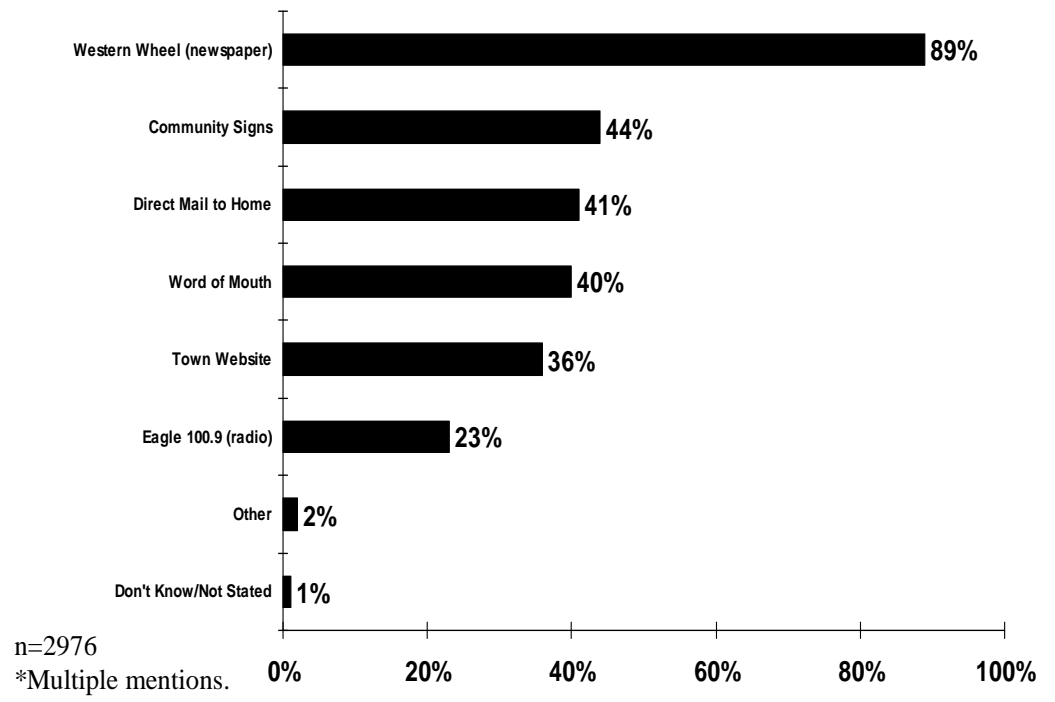
- ◆ Respondents were dissatisfied or very dissatisfied with Town services (22% versus 16% of those were satisfied or very satisfied);
- ◆ Respondents prefer to develop the CRP (22% versus 14% to 16% of those that prefer to sit in between the status quo and the CRP or those that prefer to maintain the status quo); and
- ◆ Respondents between the ages 35 to 54 (19% to 20% versus 9% to 14% of those between the ages of 18 to 34 and those over the age of 54).

3.7 Sources of Municipal Information

Survey participants were asked to identify their major sources of information regarding the Town. As illustrated in Figure 33, the Western Wheel newspaper was identified as a major source of information for 89% of respondents. Forty-four percent (44%) of respondents reported that community signs are a major source of information followed by direct mail to home (41%). More than one-third (36%) of respondents reported using the Town website while 23% reported using the Eagle radio station. See Figure 33, below.

Figure 33

Major Sources of Information Regarding the Town of Okotoks*



Respondent subgroups significantly more likely to identify **the Western Wheel** as a major source of information included:

- ◆ Respondents that have resided in Okotoks 3 years or more (90% to 94% versus 82 of those that have resided in Okotoks 2 years or less);
- ◆ Respondents over the age of 34 (90% to 93% versus 82% of those between the ages of 18 to 34); and
- ◆ Respondents that reside North of the river (91% versus 89% of those that live South of the river).

Respondent subgroups significantly more likely to identify **community signs** as a major source of information included:

- ◆ Respondents that have resided in Okotoks for 5 years or less (47% to 49% versus 40% of those that have resided in Okotoks 21 years or more);
- ◆ Respondents prefer to sit in between the status quo and the CRP (48% versus 43% of those that prefer to maintain the status quo); and
- ◆ Respondents with children in their household (47% versus 43% of those without children).

Respondent subgroups significantly more likely to identify **direct mail** as a major source of information included:

- ◆ Respondents over the age of 54 (51% versus 35% to 39% of those between the ages of 18 to 54); and
- ◆ Respondents with no children in their household (44% versus 39% of those with children).

Respondent subgroups significantly more likely to identify **Eagle 100.9 (radio)** as a major source of information included:

- ◆ Respondents between the ages 45 to 54 (33% versus 11% to 25% of those between the ages of 18 to 44 or aged 55 and older);
- ◆ Respondents that have resided in Okotoks 3 years or more (23% to 27% versus 16% of those that have resided in Okotoks 2 years or less); and
- ◆ Respondents that reside North of the river (25% versus 20% of those that live South of the river).

Respondent subgroups significantly more likely to identify **the Town website** as a major source of information included:

- ◆ Respondents between the ages 18 to 44 (48% to 51% versus 14% to 33% of those over the age of 44);
- ◆ Respondents that have resided in Okotoks 2 years or less (50% versus 18% to 40% of those that have resided in Okotoks 3 years or more); and
- ◆ Respondents with children in their household (46% versus 29% of those without children).

3.8 General Comments

Two-thirds of respondents didn't have any final comments to make, while 10% indicated that Okotoks is a great Town and wish to maintain the small Town feel. Five percent (5%) stated that Okotoks should be kept small while 4% expressed concern about the water supply. Other mentions included issues with traffic flow (3%), a need for increased bylaw enforcement (3%) and the need for Town council to listen to residents or make better decisions (3%). See Table 9, below.

Table 9

General Comments	
	Percent of Respondents * (n=2976)
Okotoks is a great place to live/raise a family/people are great/keep the small town appeal/enjoy small town feel	10
Keep Okotoks small/getting too big/support sustainability/not being tied to Calgary/less retail expansion/don't lift population cap	5
Protect water supply/dislikes watering restrictions/better water sprinklers needed/Town uses too much water on landscape	4
Traffic flow problems/need a bridge/traffic lights/too much traffic	3
Enforce bylaws (RV parking, weeds, noise, residential parking, etc.)	3
Unhappy with town council (no focus, better planning needed/don't listen/make poor decisions, etc.)	3
Other (less than 3% of mentions)	38
Don't know/No comment	73

* Multiple mentions

3.9 Respondent Profile

Table 10

Demographic Profile of Survey Respondents	
	Percent of Respondents
Number of Years Living in the Town of Okotoks (n=2,976)	
2 years or less	26
3 to 5 years	25
6 to 10 years	19
11 to 20 years	18
21 years or more	11
Not Stated	1
Mean Number of Years	9 years
Age (n=2,976)	
18 to 24 years	2
25 to 34 years	18
35 to 44 years	23
45 to 54 years	24
55 to 64 years	17
65 years and over	13
Refused	3
Location of Residence to Sheep River	
North of River	53
South of River	46
Don't Know/ Refuse	2
Composition of Age Groups within Household (n=2,976)	
Under 6 years of age and younger	20
6 to 12 years	19
13 to 17 years	17
18 to 44 years	54
45 to 64 years	45
65 years or over	16
Average household size	3 people
Households with children	56
Households without children	41
Don't Know/ Refuse	3
Time Spent Physically Active (n=2,976)	
Less than 1 hour / week	6
1 to 2 hours / week	18
3 to 4 hours / week	31
5 or more hours / week	43
Refused	2

Appendix A
Survey Instrument





Town of Okotoks 2009 Community Household Survey

Town of Okotoks Vision: In the year 2030, Okotoks is a leader in sustainability, driven by an involved, connected and creative community. Through visionary leadership, citizens are engaged in maintaining a safe, caring and vital community that honours our culture, heritage and environment.

Introduction

We would like an adult member (over the age of 18) of your household to answer this survey on behalf of your household.

All responses are confidential. Your input is important and will be used to assess the views of Okotoks' residents on issues that are important in maintaining and developing the kind of community you want to live, work and play in.

Please return or complete your survey by April 30, 2009. You may complete your survey by web at <http://www.banister.ab.ca/OkotoksResidentSurvey2009/> You may also send this questionnaire back in the postage paid envelope provided to: Banister Research & Consulting Inc. Having a third party receive and compile the survey results will provide independent analysis and preserve confidentiality. Survey results will be available for public viewing in May, 2009.

Section I – Community Issues

1. Sustainable Okotoks – Where to from here?

In 1998, Okotoks made a decision about its future – one that considered the licensed limits of the Sheep River aquifer and capped population (approx. 30,000) at that licensed limit. That decision was based on extensive public consultation, the cost of exceeding carrying capacity, and a preservation of small Town atmosphere expressed in a community survey.

The population in the Calgary region is projected to increase by 1.6 million over the next 60-70 years, with some of that growth potentially occurring in and around Okotoks boundaries. In the absence of a regional plan, it is expected that by the year 2030, 60,000 people will live in and around Okotoks; with 30,000 people living within our current boundaries and an additional 30,000 living adjacent to the current Town boundaries.

With this in mind, we are asking for your input on Okotoks' future.

*We have 3 choices. Please select the **one** that best describes your opinion about Okotoks' future.*

- We can maintain the status quo – continue with our planned boundaries and capping community growth at approx. 30,000 (the capacity of the Sheep River aquifer).
- We can sit somewhere between status quo (approx. 30,000) and the Plan developed by the Calgary Regional Partnership (approx. 60,000), resulting in a population of approximately 45,000. Modest boundary growth and sub-regional or local water solutions are potential options.
- We can adopt the Plan developed by the Calgary Regional Partnership that envisions growth to approximately 60,000 people living in Okotoks within the next 60-70 years. Large boundary growth around our existing boundaries with a regional water pipeline solution is a potential option.

Comments: _____

Section II – Quality of Life



Town of Okotoks
2009 Community Household Survey

1. Overall, how would you rate the quality of life in Okotoks?

- Very Poor
- Poor
- Good
- Very Good
- Don't Know/Unsure

2. What 3 things make Okotoks a good place to live?

1. _____
2. _____
3. _____

3. What 3 things would make Okotoks a better place to live?

1. _____
2. _____
3. _____

4. Overall, how would you rate safety in the community?

- Very Poor
- Poor
- Good
- Very Good
- Don't Know/Unsure

5. Okotoks is a recognized leader in environmental stewardship. How important is it to you that we continue to adopt 'green' practices (e.g. waste, water and energy reduction, etc.)

- Not at all important
- Not very important
- Somewhat important
- Very important
- Don't Know/Unsure

6. If local transit was made available within Okotoks how frequently might your household utilize this service?

- 0 trips
- 1-10 trips/week
- 11-20 trips/week
- More than 20 trips/week

7. What is your preference for recycling?

- personally deliver recycling to Recycling Depot or drop off bins
- weekly curbside pickup (at a potential cost of \$8 - \$12/month)

Comments: _____

Section III – Overall Satisfaction

1. Overall, how would you rate the Town of Okotoks on facilitating and supporting the character and spirit of the community?

- Very Poor
 Poor
 Good
 Very Good
 Don't Know/Unsure

2. Considering the interactions you have had over the past year with Town of Okotoks employees, please rate your levels of satisfaction in the following areas.

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Don't Know/Unsure	No Interaction
A) Helpfulness and courtesy of employees.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B) Knowledge about the services they provide.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C) Speed of response to inquiries & requests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. When you think about Town Council, how satisfied are you with each of the following areas?

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Don't Know/Unsure
A) Overall performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B) Decisions made by Council.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C) Responsiveness of Council to Town issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section IV – Satisfaction with Town Services & Facilities

1. Overall, how satisfied are you with the services provided by the Town of Okotoks?

- Very Dissatisfied
 Dissatisfied
 Satisfied
 Very Satisfied
 Don't Know/Unsure

Comments: _____

2. Thinking back over the past 12 months, do you feel the quality of service provided by the Town of Okotoks has increased, decreased, or remained the same?

- Increased
 Decreased
 Remained the Same
 Don't Know / Unsure

Comments: _____

3. In the table that follows, we are asking you to rate your satisfaction *and* the importance of a number of specific services provided by the Town of Okotoks.

Please indicate your level of satisfaction AND rate how important you feel each service is to the citizens of the Town of Okotoks. Put a check mark (✓) in the appropriate space that indicates your ratings for both Satisfaction and Importance for each specific service.

Service	Satisfaction					Importance				
	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Don't Use/ Can't Comment	Not At All Important	Not Very Important	Somewhat Important	Very Important	Don't Know/ Unsure
A) Bylaw enforcement (traffic safety, animal control, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B) Public Works (road maintenance & snow removal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C) Parks and pathways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D) Garbage collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E) Recycling Depot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F) Town Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G) Development services (building permits, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H) Community programming (recreation & leisure learning)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I) Outdoor recreation facilities (ball diamonds, soccer fields, playgrounds)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J) Indoor recreation facilities (pools, arenas, gym)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K) Cultural and historical services (Cultural Centre, Heritage House museum, Performing Arts)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L) Social services (Family & Community Support Services and Healthy Family Resource Centre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M) Public Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N) RCMP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O) Fire Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P) Ambulance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q) Water and sewer services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Town of Okotoks
2009 Community Household Survey

4. Which methods listed below, are your major sources of information regarding the Town of Okotoks? (Check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Western Wheel (newspaper) | <input type="checkbox"/> Direct mail to home (brochures, flyers, utility bill insert) |
| <input type="checkbox"/> Eagle 100.9 (radio) | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Town website (www.okotoks.ca) | <input type="checkbox"/> Community signs |
| | <input type="checkbox"/> Other [<i>Please Specify</i>]: |
-

5. Approximately 70% of your property tax bill goes to the Town to fund municipal services (the remainder is for education/schools). Considering this, how would you rate the value for tax dollar that you receive from the Town?

- Poor Fair Good Very Good Don't Know/Unsure

6. Thinking about the services provided by the Town of Okotoks, which of the following tax strategies do you support most over the next 5 years? (Select only one.)

- Enhance** the level of services, which may require a tax increase above inflation.
- Maintain** the current level of services, which may require a tax increase to offset inflation.
- Reduce** services to maintain current tax levels.
- Reduce** services to reduce taxes.
- Don't Know / Unsure.

Comments: _____



Town of Okotoks
2009 Community Household Survey

In order for us to better understand the different views and needs of citizens, this next set of questions will allow us to analyze the data into sub-groups. This provides insight about how to interpret results and take action on a specific issue. Please be assured that all of the information you provide here will be kept completely confidential.

1. How long have you lived in the Town of Okotoks? _____ ← # of years

2. Do you live north or south of the Sheep River? North of river South of river

3. How much time do you spend being physically active (e.g. walking, playing sports, etc.)?

- Less than 1 hour/week
- 1 - 2 hours/week
- 3 - 4 hours/week
- More than 4 hours/week

4. Which age group do you fit into?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

5. Please indicate how many people in each of the following age groups live in your household.

- _____ children *under* the age of 6
- _____ children between the ages of 6 and 12
- _____ children between the ages of 13 and 17
- _____ adults between the ages of 18 and 44
- _____ adults between the ages of 45 and 64
- _____ adults over the age of 65

6. General comments: _____

**Thank you for completing the questionnaire.
Please return in the envelope provided to Banister Research & Consulting Inc.
by April 30, 2009.**