

Town of Okotoks

2013 Community Household Survey
Final Report

July 9, 2013



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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 conjunction 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. 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 2013 Community Household survey were as follows:

Quality of Life

- ◆ When asked how they would rate the overall quality of life in Okotoks, virtually all of the respondents (99%) rated it as either “good” (27%) or “very good” (71%)¹, a significant increase from 97% in 2009;
- ◆ When asked what three (3) things make Okotoks a good place to live, nearly half of the respondents (47%) mentioned the small-town atmosphere of Okotoks, in addition to the friendly people and the family-oriented lifestyle. Over one-third of the respondents (35%) mentioned parks, pathways, and green spaces;
- ◆ Respondents were asked what three (3) things would make Okotoks a better place to live. Nearly one-fifth of the respondents (19%) indicated that the Town is getting too big and that development should be more restricted;
- ◆ The vast majority of the respondents (96%) rated the overall safety of the community as either “good” (50%) or “very good” (47%)², a significant increase from 94% in 2009;
- ◆ Respondents were asked how important it is to them that the Town of Okotoks continues to adopt “green” practices (e.g., waste and water management, energy reduction, etc.). Ninety-five percent (95%) of the respondents reported that adopting green practices is either “somewhat” (28%, a significant increase from 22% in 2009) or “very” (67%) important, while only 5% felt that it is “not very” (4%) or “not at all” (1%) important;
- ◆ Forty percent (40%) of the respondents indicated that they, or someone in their household, would use local transit for between one (1) and ten (10) times per week, a significant decrease from 44% in 2009. Conversely, more than half of the respondents (53%) indicated that they would not use the system at all, a significant increase from 50%; and
- ◆ When asked to provide comments, 8% of the respondents mentioned that local transit would be beneficial to the Town of Okotoks; 4% of the respondents reported that they would like a rail or commuter transit system to and from Calgary and/or other communities.

¹ Please note: Any discrepancies between individual and combined percentages, as presented in charts, tables, graphs, and/or text are due to rounding of the numbers.

² See above.

Overall Satisfaction

- ◆ When asked how they would rate the Town of Okotoks, overall, with regards to the facilitation and support of the character and spirit of the community, 91% of the respondents reported that the Town does a “good” (49%) or “very good” (43%) job³, a significant increase from 87% in 2009;
- ◆ With regards to respondent interactions over the past year with Town of Okotoks’ employees, more than three-quarters of the respondents (76%, a significant decrease from 79% in 2009) reported that they were satisfied with the degree to which employees were *helpful and courteous*. Seventy-four percent (74%) were satisfied with Town employees, in terms of their *level of knowledge about the services provided*, while 70% were satisfied with the *timeliness of employee responses to inquiries and requests*;
- ◆ When asked to rate their level of satisfaction with the Town Council, more than half of the respondents each indicated that they were satisfied with the following: the overall performance of Council (65% were satisfied, a significant increase from 62% in 2009), the responsiveness of the Council to Town issues (55%), and Council decisions (54%); and
- ◆ When asked to provide additional comments, 5% of the respondents reported that the Town is getting too big and that population growth and development should slow down or stop.

Satisfaction with Town Programs, Services, and Facilities

- ◆ When asked how they would rate their overall level of satisfaction with the services provided by the Town, 92% of the respondents indicated that they were either “somewhat” (63%) or “very” (29%) satisfied, a significant increase from 88% in 2009;
- ◆ Nearly three-quarters of the respondents (74%, a significant increase from 70% in 2009) felt that the quality of service provided by the Town had remained unchanged over the past 12 months, while 8% felt that the level of service had decreased. Seven percent (7%) felt that the level of service had increased;
 - When excluding “don’t know” responses, or respondents who did not provide a response (n=2,976), the distribution of percentages were as follows:
 - The quality of service has remained the same (84%);
 - The quality of service has decreased (9%); and
 - The quality of service has increased (7%).
- ◆ Respondents were provided the opportunity to write in additional comments; 5% of the respondents reported dissatisfaction with the garbage service and/or garbage regulations, while 4% of the respondents indicated that they are satisfied with programs and services, in general;
- ◆ With regards to parks and pathways in the Town of Okotoks, 92% of the respondents reported that they were either “satisfied” (47%) or “very satisfied” (46%), a significant increase from 85% in 2009. Only 5% were dissatisfied, overall;

³ Please note: Any discrepancies between individual and combined percentages, as presented in charts, tables, graphs, and/or text are due to rounding of the numbers.

- ◆ More than three-quarters of the respondents (78%) indicated that they were either “satisfied” (57%) or “very satisfied” (20%)⁴ with public works in the Town of Okotoks, including road maintenance and snow removal, a significant increase from 68% in 2009. Just over one-fifth of the respondents (21%) indicated that they were either “dissatisfied” (17%) or “very dissatisfied” (4%);
- ◆ Eighty-seven percent (87%) of the respondents were either “satisfied” (63%) or “very satisfied” (24%) with water and sewer services in Okotoks, a significant increase from 74%, as reported in 2009. Nine percent (9%) were either “dissatisfied” (7%) or “very dissatisfied” (2%);
- ◆ More than three-quarters of the respondents (78%) indicated that they were either “satisfied” (46%) or “very satisfied” (32%) with resource recovery in Okotoks, including garbage collection and recycling services. Eighteen percent (18%) were either “dissatisfied” (13%) or “very dissatisfied” (4%);
- ◆ More than two-fifths of the respondents (42%) were either “satisfied” (34%) or “very satisfied” (8%) with development services, such as building permits, in the Town of Okotoks, a significant increase from 33% in 2009. Eight percent (8%) were dissatisfied, overall, while half of the respondents (50%) were unable to rate their level of satisfaction with development services;
 - When excluding respondents for whom the question was not applicable, or who were unsure, 85% of the respondents (n=1,664) were either “satisfied” (69%) or “very satisfied” (15%);
- ◆ With regards to community programming (i.e., recreation and leisure learning), nearly three-quarters of the respondents (73%) were either “satisfied” (49%) or “very satisfied” (24%), comparable to 2009 survey results. Five percent (5%) were dissatisfied, overall, while 22% were unable to provide a rating, as they were not familiar with the service;
 - When excluding respondents for whom the question was not applicable, or who were unsure, 94% of the respondents (n=2,607) were either “satisfied” (64%) or “very satisfied” (30%);
- ◆ With regards to social services in Okotoks (i.e., Family & Community Support Services and the Healthy Family Resource Centre), just over half of the respondents (51%) were either “satisfied” (35%) or “very satisfied” (16%), a significant increase from 44% in 2009. Only 2% of the respondents were dissatisfied, overall, while nearly half of the residents (46%) were unable to rate social services, as they were not personally familiar with them;
 - When excluding respondents for whom the question was not applicable, or who were unsure, 96% of the respondents (n=1,805) were either “satisfied” (66%) or “very satisfied” (30%);
- ◆ More than three-quarters of the respondents (76%) were either “satisfied” (42%) or “very satisfied” (34%) with Okotoks’ outdoor recreation facilities, including ball diamonds, soccer fields, and playgrounds, a significant increase from 68% in 2009. Only 4% of the respondents indicated that they were dissatisfied, overall. It is important to note that nearly one-fifth of the respondents (19%) were unable to rate outdoor facilities, as they had not used the service;

⁴ Please note: Any discrepancies between individual and combined percentages, as presented in charts, tables, graphs, and/or text are due to rounding of the numbers.

- When excluding respondents for whom the question was not applicable, or who were unsure, 95% of the respondents (n=2,720) were either “satisfied” (52%) or “very satisfied” (42%);
- ◆ With regards to indoor recreation facilities, including pools, arenas, the gym, and the fitness centre, nearly four-fifths of the respondents (79%) reported that they were either “satisfied” (46%) or “very satisfied” (33%), a significant increase from 73% in 2006. Six percent (6%) were dissatisfied, overall, while 14% were unable to rate indoor facilities, as they had not personally used them;
 - When excluding respondents for whom the question was not applicable, or who were unsure, 93% of the respondents (n=2,869) were either “satisfied” (53%) or “very satisfied” (39%);
- ◆ Approximately two-thirds of the respondents (66%) indicated that they were either “satisfied” (46%) or “very satisfied” (21%) with the cultural and historical services in the Town of Okotoks, including the Art Gallery, the Museum, and the Performing Arts Centre; results demonstrate a significant increase from 53% in 2009. Three percent (3%) were dissatisfied, overall, while nearly one-third (30%) were unable to rate cultural and historical services;
 - When excluding respondents for whom the question was not applicable, or who were unsure, 95% of the respondents (n=2,348) were either “satisfied” (66%) or “very satisfied” (30%);
- ◆ More than three-quarters of the respondents (77%) were either “satisfied” (39%) or “very satisfied” (37%) with the public library, a significant increase from 72% in 2009. Only 1% of the respondents were dissatisfied, overall, while more than one-fifth (22%) were unable to rate the library, as they were unfamiliar with it; and
 - When excluding respondents for whom the question was not applicable, or who were unsure, 98% of the respondents (n=2,620) were either “satisfied” (50%) or “very satisfied” (48%);
- ◆ With regards to protective services, including that of the RCMP, fire services, and municipal enforcement, more than four-fifths of the respondents (83%) indicated that they were either “satisfied” (53%) or “very satisfied” (31%). Nine percent (9%) were dissatisfied overall.

Overall Importance and Satisfaction Ratings

Services viewed as **primary areas of improvement** by respondents (i.e., services that garnered ratings of higher than average importance, but lower than average satisfaction) included:

- ◆ Public works;
- ◆ Resource recovery;
- ◆ Protective services; and
- ◆ Water and sewer services.

The following areas were determined to be **key strengths or successes** by respondents (i.e., services that garnered ratings of higher than average importance and satisfaction):

- ◆ Parks and pathways; and
- ◆ Indoor recreation facilities.

Sources of Municipal Information

- ◆ When asked about their major sources of information, more than four-fifths of the respondents (88%) reported using the *Western Wheel*, comparable to 2009 survey results. More than half of the respondents each reported using word-of-mouth (52%, a significant increase from 40% in 2009), Town publications (e.g., the Community Guide, brochures, posters, utility bill inserts, the Community Report, etc.) (52%, a significant increase from 36% in 2009), and community signs (51%, a significant increase from 44% in 2009); and
- ◆ When asked if there were any other methods that residents use as major sources of information, 29% of the respondents (n=59) cited the radio station Sun Country 99.7. Seventeen percent (17%) indicated that they use the internet, in general, while 10% each reported referring to the Town office or Council, and community or local groups.

Transportation Network

- ◆ The vast majority of the respondents (91%) were either “satisfied” (57%) or “very satisfied” (35%) with transportation infrastructure, when thinking about traveling by vehicle, while only 8% of the respondents were “dissatisfied” (6%) or “very dissatisfied” (1%);
- ◆ With regards to traveling by physical movement (i.e., traveling by bicycle, walking, running, etc.), 91% of the respondents reported that they were either “satisfied” (47%) or “very satisfied” (44%) with the transportation network, while 5% were “dissatisfied” (4%) or “very dissatisfied” (1%); and
- ◆ Respondents were next asked what would encourage them or their family to walk or cycle more in the community. Sixteen percent (16%) of the respondents mentioned that improving or expanding pathways and sidewalks would encourage them to walk outside more, while 13% indicated that improving or increasing the amount of lighting in the area would encourage them.

Municipal Taxation

- ◆ Just under two-thirds of the respondents (64%) reported that they received “good” (47%) or “very good” (17%) value for their tax dollars, while 29% of the respondents reported receiving “fair” (23%) or “poor” (6%) value;
- ◆ More than half of the respondents (58%, comparable to 2009 survey results) supported **maintaining the current level of services** as a tax strategy, when thinking about the next five (5) years, which may require a tax increase to *offset inflation*, while 14% supported **enhancing the level of services**, which may require a tax increase *above inflation* (a significant decrease from 16% in 2009); and
- ◆ Respondents were asked if they had any additional comments regarding this section of the survey; 5% of the respondents reported that they would like to see an improved budget and/or a better use of resources and funds.

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 the satisfaction with various aspects of community living are maintained or increased. The most recent community survey took place in 2009. With this in mind, The Town felt that it was timely to conduct another survey. Banister Research & Consulting Inc. was commissioned by the Town to conduct the 2013 Community Household Survey.

Specific project objectives included:

1. 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.
2. To gauge citizens' perception of the Town's ability to facilitate and support the community's character and spirit.
3. To measure overall satisfaction with Town of Okotoks with Town of Okotoks services, facilities, and programs, as well as satisfaction with, and the level of importance of, specific Town services.
4. To assess the perceptions of citizens regarding changes in the quality of service over the previous year.
5. To measure property owners' perceived value of property taxes, as well as gauge citizens support for a five-year tax strategy.

This report outlines the results for the 2013 survey of Okotoks' residents, and includes an interpretative comparison of the 2006 and 2009 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 seven (7) 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. 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 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 2009 study was reviewed, and modifications were incorporated into the 2013 survey design. The process to design the 2013 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 research 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. The survey was available online for completion via the web or by hard copy.

The questionnaire was available for completion from May 8th until June 10th, 2013. A total of 3,366 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 $\pm 1.3\%$ at the 95% confidence level, or 19 times out of 20, based on a population of 8,500 households⁵ (compared to $\pm 1.4\%$ in 2009^{6,7}). 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 the 95% confidence level.

⁵ Statistics Canada. "Population and dwelling counts, for Canada, provinces and territories, and census subdivisions (municipalities), 2011 and 2006 censuses." *Census of Canada*. N.p., 11 Apr. 2012.

⁶ Based on a population of 7,600 households, as per the 2009 Community Household Survey.

⁷ A total of 2,976 surveys were completed with residents in 2009.

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 2013 Community Household 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 have any form of control over whether to participate. Participants' decisions 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., 2011 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, neighborhood 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. The reader should 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 3.8 of this report.

This report provides a detailed description of the 2013 survey findings, as well as a comparison of results reported in the 2006 and 2009 Community Household Surveys.

3.0 STUDY FINDINGS

Results of the survey 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.

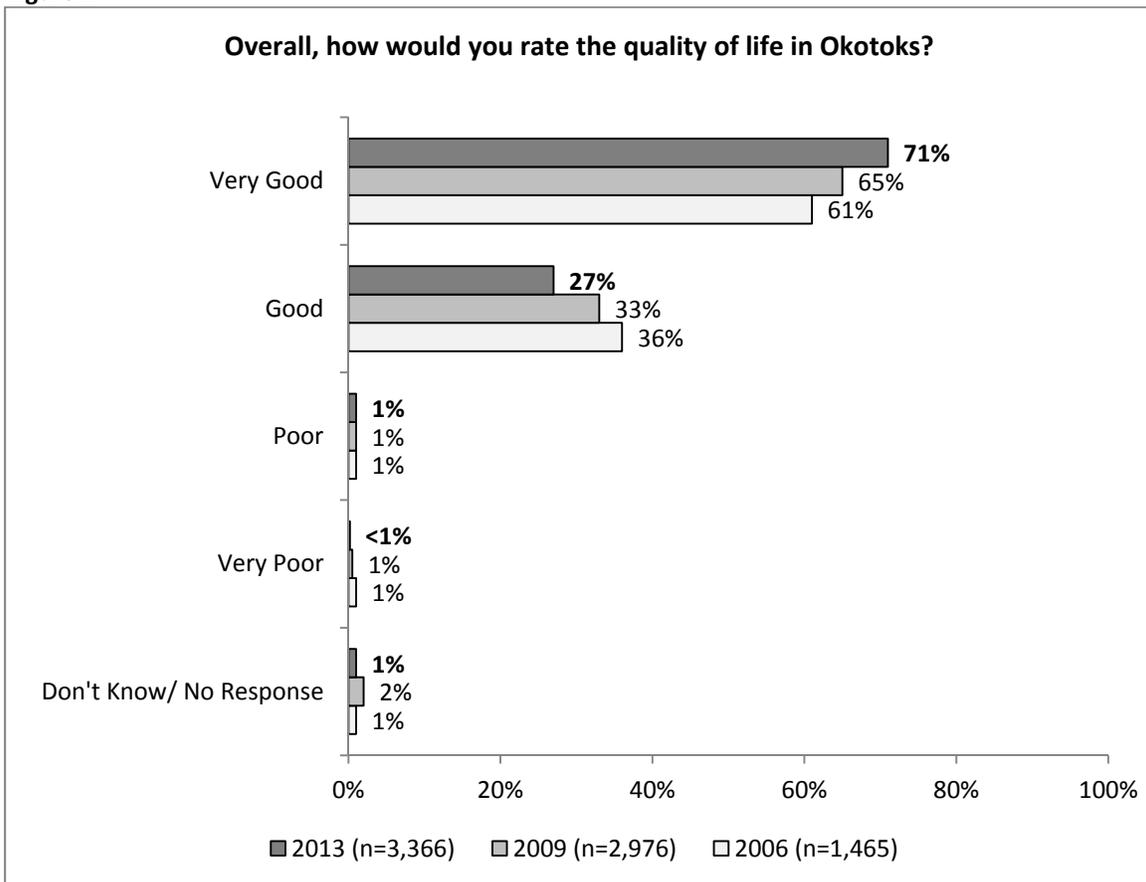
The reader should note, when reading the report, that the term *significant* refers to “statistical significance.” Where appropriate, comparisons with the 2006 and 2009 Okotoks Community Surveys are included. Not all the questions used in the 2006 and 2009 surveys were identical to those used in the 2009 survey. However, for the purposes of comparison, where strong similarities exist, the findings from previous surveys are addressed. It is important to note that any comparisons between the 2006, 2009, and 2013 surveys be interpreted with caution.

3.1 Quality of Life

To begin, respondents were asked a series of questions concerning their perceptions of the quality of life in the Town of Okotoks, including residents' perceptions of safety, environmental initiatives, and the transportation network.

When asked how they would rate the overall quality of life in Okotoks, virtually all of the respondents (99%) rated it as either "good" (27%) or "very good" (71%, a significant increase from 65% in 2009)⁸; overall results demonstrate a significant increase from 97% in 2009. See Figure 1, below.

Figure 1



⁸ Please note: Any discrepancies between individual and combined percentages, as presented in charts, tables, graphs, and/or text are due to rounding of the numbers.

Respondent subgroups significantly more likely to have **rated the quality of life in Okotoks as either “very good” or “good”** included:

- ◆ Those who were satisfied, overall, with the Town’s services (99%) versus those who were dissatisfied (93%);
- ◆ Those who felt that the quality of service provided by the Town has increased (99%) or remained the same (99%) over the past 12 months versus those who felt that the quality of service has decreased (95%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (100%) versus those who felt that they received “fair” or “poor” value (98%);
- ◆ Those who have lived in Okotoks for 6 to 10 years (99%) versus those who have lived in Okotoks for 3 to 5 years (98%); and
- ◆ Those aged 18 to 34 (100%) versus those aged 55 to 64 (98%) or 65 and older (98%).

When asked what three (3) things make Okotoks a good place to live, nearly half of the respondents (47%) mentioned the small-town atmosphere of Okotoks, in addition to the friendly people and the family-oriented lifestyle. Over one-third of the respondents (35%) mentioned parks, pathways, and green spaces, followed by 29% who reported shopping and amenities, such as restaurants. More than one-quarter of the respondents (27%) mentioned the location of the Town, and its proximity to a big city as well as to the mountains and country-side). See Table 1, below.

Table 1

What three (3) things make Okotoks a good place to live?	
	Percent of Respondents* (n=3,366)
Small town atmosphere/friendly people/family-oriented lifestyle	47
Parks/green spaces/River Valley/pathways	35
Shops/restaurants (i.e., availability, convenience, friendly service)	29
Location (i.e., near a big city, mountains, and the country-side)	27
Amenities/services/facilities	22
Size/easy to get around/controlled growth	16
Safe/low crime rates/less violence	12
Recreation/sports facilities/Wellness Centre/gym	12
Cleanliness (e.g., air, water)	11
Schools (i.e., quality/number/proximity/good student-teacher ratio)	11
Public/community activities/programs and their volunteers	8
Quiet/less hectic/busy/slower-paced/less congested	8
Beautiful town/visual appeal/the mountain view/natural settings	7
Community pride/spirit/sense	6
Less population/small town population/density	5
Other (4% of respondents or less)	39
Don't Know/Not Stated	3

***Multiple responses**

Results were comparable to the 2006 and 2009 survey years. In previous years the top three (3) responses included: the small-town atmosphere and the family-oriented lifestyle (47% in 2009; 48% in 2006); parks, green spaces, the River Valley, and pathways (27% in 2009; 32% in 2006); and the location of Okotoks (i.e., proximity to the city, mountains, and the countryside) (26% in 2009; 32% in 2006).

Next, respondents were asked what three (3) things would make Okotoks a better place to live. Nearly one-fifth of the respondents (19%) indicated that the Town is getting too big and that development should be more restricted. Thirteen percent (13%) of the respondents each reported the following: that water is too expensive and the quality of water needs improvement; that taxes should be reduced; and that there is a need for more shopping and restaurants. See Table 2, below.

Table 2

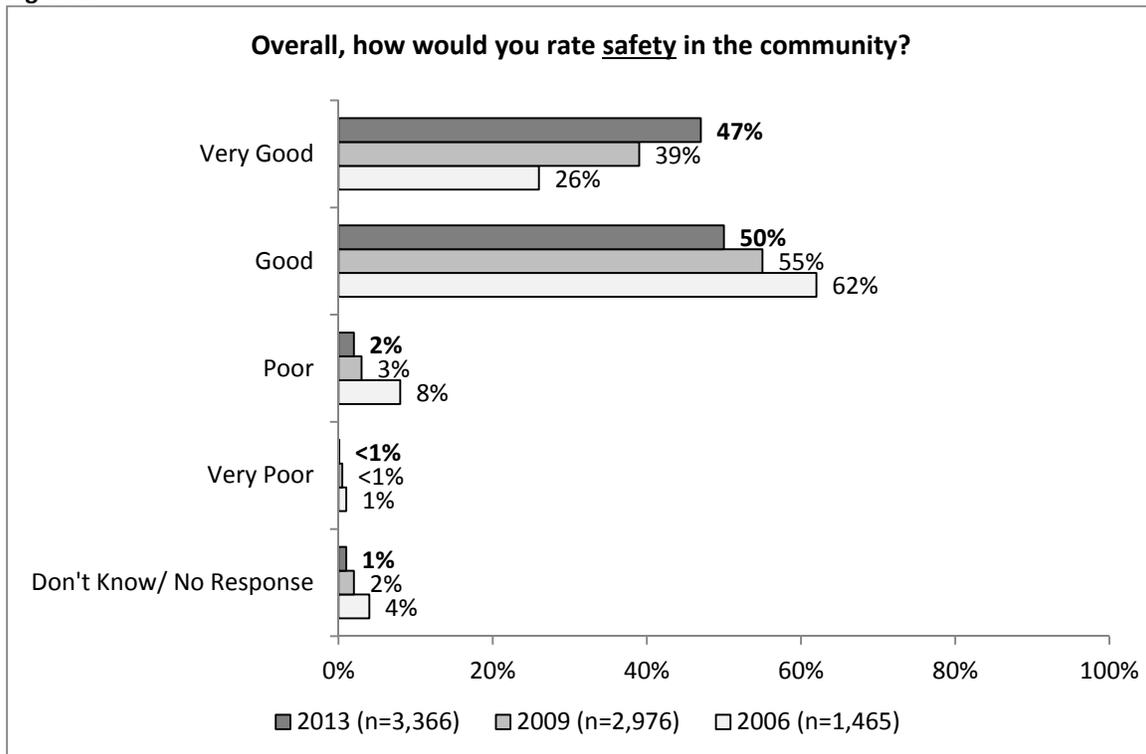
What three (3) things would make Okotoks a better place to live?	
	Percent of Respondents* (n=3,366)
Restrict development/keep the Town small/stop big-box stores/slow down growth/population cap	19
Water is too expensive/ensure water supply/better quality of water/fewer watering restrictions	13
Reduce taxes/reduce business taxes/property taxes	13
More shopping/restaurants/longer shopping hours/friendlier service/shopping mall	13
Local bus service/Disabled Adult Transit Service (DATS)	12
Traffic issues (e.g., build another bridge, fewer lights, light synchronization, fewer trucks)	11
Transit/link to the C-train in Calgary/regional transit	9
More bicycle/walking paths/bridges/more green spaces (including lights, benches, flowers, more and improved playgrounds)	9
Extra recreational facilities (e.g., indoor field house, gyms, indoor racquet, indoor track, rodeo, outdoor rinks, indoor rinks)	8
Better snow removal/sanding/street cleaning/clean pathways	7
More health facilities/a hospital/more EMS stations/more doctors/EMS coverage	6
More bylaw enforcement (e.g., dogs barking and not on leashes, RV parking and noise)	5
Allow more garbage bags/better garbage pick-up service/free dump access/more use of cans rather than bags/bigger bins	5
More police enforcement/presence (including vandalism)/keep it safe/better response times	5
More traffic law enforcement/reduce speed limits/universal speed limit	5
Other (4% of respondents or less) ⁹	96
Don't Know/Not Stated	8

***Multiple responses**

⁹ Please note: Respondents were able to provide multiple responses to this question. Responses that contained more than one (1) suggestion were analyzed for all different mentions; each mention counted as one (1) response toward its correlating 'code'. As a result, percentages may total more than 100% where multiple responses have been permitted. Coded responses that were mentioned by more than 4% of the respondents were reported on in Table 1, above. Coded responses that garnered 4% or less of total respondent mentions were included in the 'other' category.

The vast majority of the respondents (96%) rated the overall safety of the community as either “good” (50%) or “very good” (47%, a significant increase from 39% in 2009)¹⁰. Overall, results demonstrate a significant increase from 94% in 2009. Only 3% felt that safety in Okotoks was either “poor” (2%) or “very poor” (less than 1%). See Figure 2, below.

Figure 2



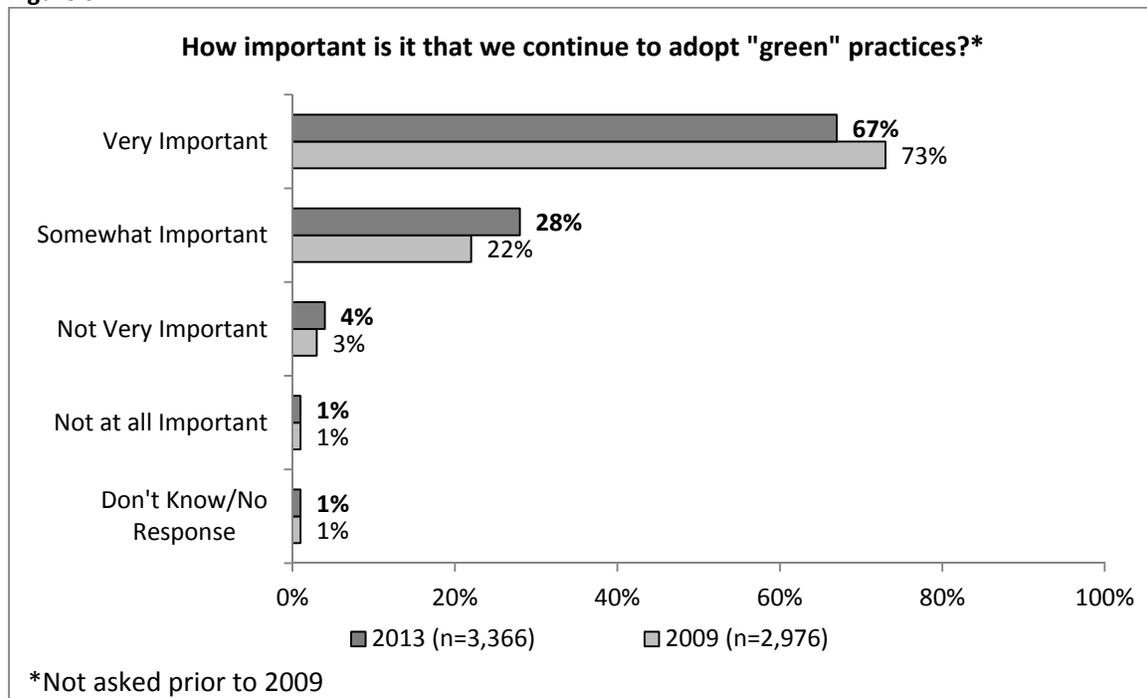
Respondent subgroups significantly more likely to have **rated safety in Okotoks as either “very good” or “good”** included:

- ◆ Those who were satisfied, overall, with the Town’s services (97%) versus those who were dissatisfied (88%);
- ◆ Those who felt that the quality of service provided by the Town has increased (98%) or remained the same (97%) over the past 12 months versus those who felt that the quality of service has decreased (91%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (98%) versus those who felt that they received “fair” or “poor” value (95%); and
- ◆ Those aged 35 to 44 (97%) versus those aged 65 and older (95%).

¹⁰ Please note: Any discrepancies between individual and combined percentages, as presented in charts, tables, graphs, and/or text are due to rounding of the numbers.

Respondents were provided with the following statement: “Okotoks is a recognized leader in environmental stewardship.” They were then asked how important it is to them that the Town of Okotoks continues to adopt “green” practices (e.g., waste and water management, energy reduction, etc.). Ninety-five percent (95%) of the respondents reported that adopting green practices is either “somewhat” (28%, a significant increase from 22% in 2009) or “very” (67%) important, while only 5% felt that it is “not very” (4%) or “not at all” (1%) important. See Figure 3, below.

Figure 3

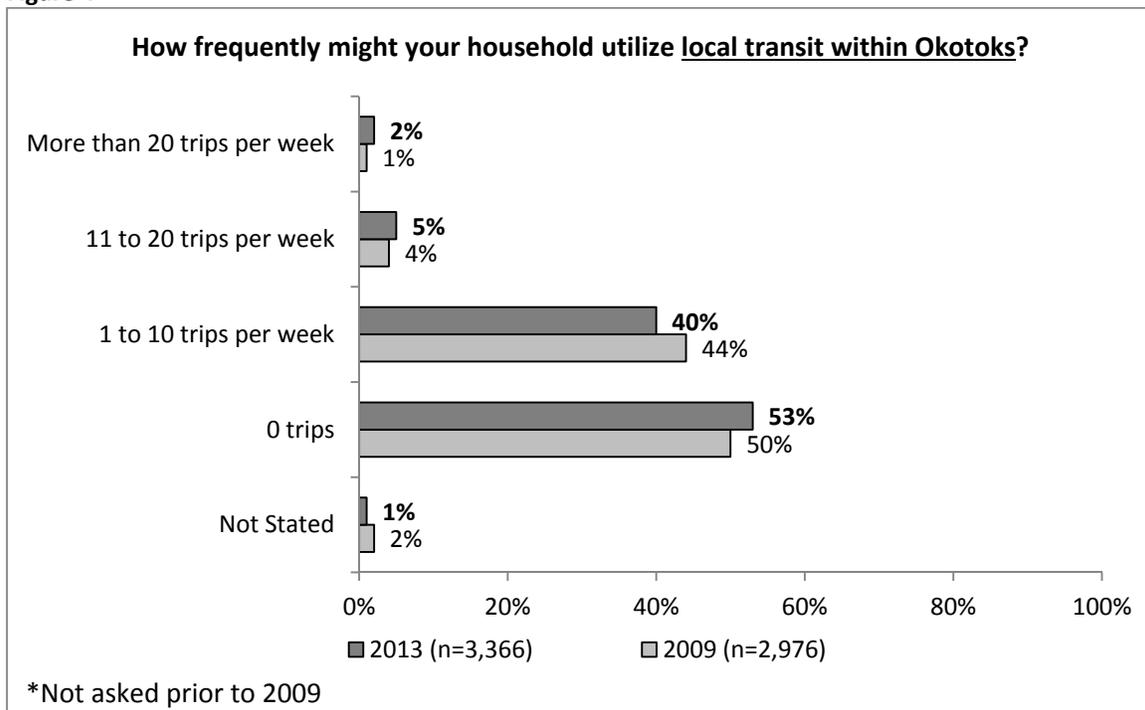


Respondent subgroups significantly more likely to have reported that **it is important to adopt “green” practices** included:

- ◆ Those who were satisfied, overall, with the Town’s services (96%) versus those who were dissatisfied (78%);
- ◆ Those who felt that the quality of service provided by the Town has increased (97%) or remained the same (96%) over the past 12 months versus those who felt that the quality of service has decreased (78%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (97%) versus those who felt that they received “fair” or “poor” value (89%);
- ◆ Those who have lived in Okotoks for 2 years or less (97%), 3 to 5 years (95%), or 6 to 10 years (95%) versus those who have lived in Okotoks for 11 to 20 years (92%); and
- ◆ Those aged 18 to 34 (96%), 35 to 44 (95%), or 65 and older (97%) versus those aged 45 to 54 (93%) or 55 to 64 (92%).

Next, respondents were asked to consider how often their household might utilize local transit within Okotoks, if the service was implemented. Forty percent (40%) of the respondents indicated that they would use local transit for between one (1) and ten (10) times per week, a significant decrease from 44% in 2009. Conversely, more than half of the respondents (53%) indicated that they would not use the system at all, a significant increase from 50%. See Figure 4, below.

Figure 4



Respondent subgroups significantly more likely to have reported that their **household would not utilize local transit, if it was available**, included:

- ◆ Those who felt that the quality of service provided by the Town has remained the same over the past 12 months (53%) versus those who felt that the quality of service has increased (45%);
- ◆ Those who have lived in Okotoks for 2 years or less (57%) or 3 to 5 years (56%) versus those who have lived in Okotoks for 6 to 10 years (50%) or 11 to 20 years (50%);
- ◆ Those who are physically active for 5 hours per week or more (55%) versus those who are active for 3 to 4 hours (51%); and
- ◆ Those aged 18 to 34 (61%) or 55 to 64 (57%) versus those aged 35 to 44 (50%) or 45 to 54 (48%).

Respondent subgroups significantly more likely to have reported that their **household might utilize local transit, if it was available, up to 10 times per week** included:

- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (42%) versus those who felt that they received “fair” or “poor” value (36%);
- ◆ Those who have lived in Okotoks for 6 to 10 years (42%) versus those who have lived in Okotoks for 3 to 5 years (37%);
- ◆ Those who are physically active for 3 to 4 hours per week (43%) versus those who are active for 5 hours or more (38%); and
- ◆ Those aged 35 to 44 (43%), 45 to 54 (42%), 55 to 64 (38%), or 65 and older (43%) versus those aged 18 to 34 (32%).

Respondent subgroups significantly more likely to have reported that their **household might utilize local transit, if it was available, between 11 and 20 times per week** included:

- ◆ Those who were dissatisfied, overall, with the Town’s services (8%) versus those who were satisfied (4%);
- ◆ Those who felt that they received “fair” or “poor” value for their tax dollars (6%) versus those who felt that they received “good” or “very good” value (4%);
- ◆ Those who have lived in Okotoks for 2 years or less (4%), 3 to 5 years (5%), 6 to 10 years (5%), or 11 to 20 years (6%) versus those who have lived in Okotoks for 21 years or more (2%); and
- ◆ Those aged 35 to 44 (6%) or 45 to 54 (7%) versus those aged 55 to 64 (3%) or 65 and older (3%).

Respondent subgroups significantly more likely to have reported that their **household might utilize local transit, if it was available, more than 20 times per week** included:

- ◆ Those who felt that the quality of service provided by the Town has either increased (4%) or decreased (3%) over the past 12 months versus those who felt that the quality of service has remained the same (2%);
- ◆ Those who felt that they received “fair” or “poor” value for their tax dollars (3%) versus those who felt that they received “good” or “very good” value (1%);
- ◆ Those who are physically active for less than 3 hours per week (2%) versus those who are active for 3 to 4 hours (1%); and
- ◆ Those aged 18 to 34 (2%), 45 to 54 (3%), or 55 to 64 (2%) versus those aged 65 and older (1%).

When asked to provide comments, 8% of the respondents mentioned that local transit would be beneficial to the Town of Okotoks; 4% of the respondents reported that they would like a rail or commuter transit system to and from Calgary and/or other communities. It is important to note that nearly three-quarters of the respondents (72%) did not provide any comments.

Table 3

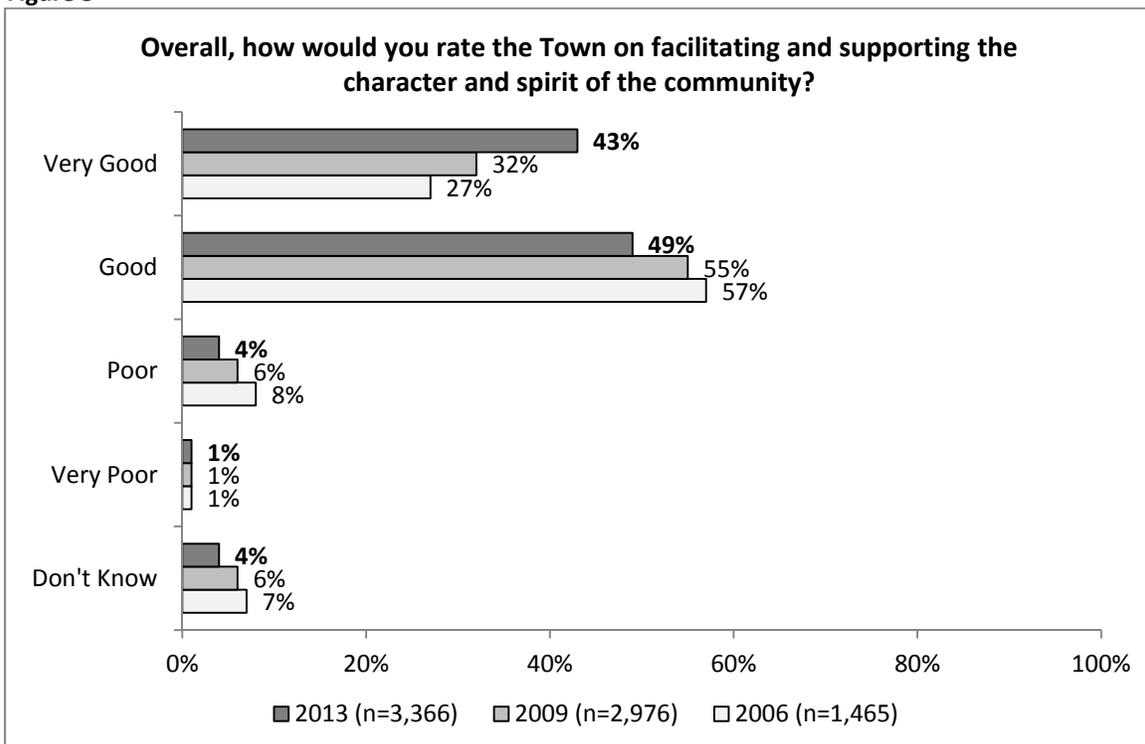
General Comments	
	Percent of Respondents* (n=3,366)
Would like local transit/would be beneficial/utilized by citizens	8
Would like rail/commuter transit to/from Calgary/other communities	4
Local transit is not needed/lack of ridership/is not a priority	3
Uses/needs/prefers transportation other than public transit	3
Transit is expensive/waste of money/should not be publicly funded	2
Good place to live/good community (in general)	2
Would not currently use transit/much/unsure about using it	2
Other (1% of respondents or less)	22
Don't Know/Not Stated	72

*Multiple responses

3.2 Overall Satisfaction

In the next section of the survey, respondents were asked about their overall satisfaction with the Town of Okotoks, in terms of community spirit, Town employees, and the Town Council. When asked how they would rate the Town of Okotoks, overall, with regards to the facilitation and support of the character and spirit of the community, 91% of the respondents reported that the Town does a “good” (49%) or “very good” (43%) job. Overall, results demonstrate a significant increase from 87% in 2009. See Figure 5, below.

Figure 5



Respondent subgroups significantly more likely to have **rated Okotoks as either “good” or “very good” with regards to the facilitation and support of the character and spirit of the community** included:

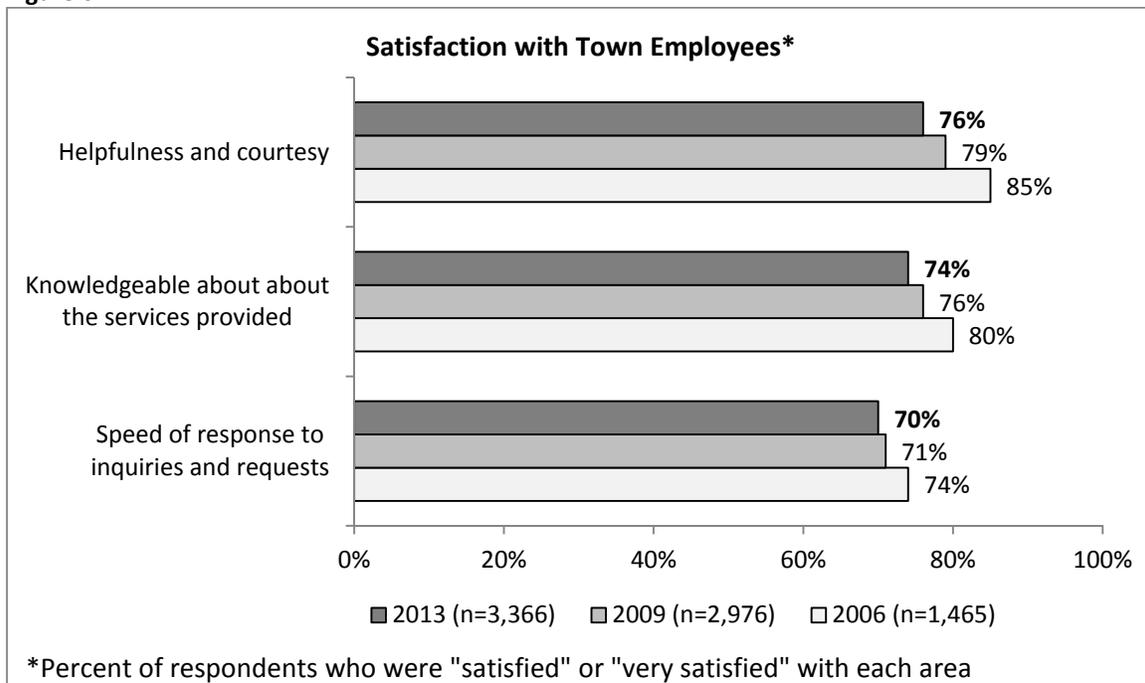
- ◆ Those who were satisfied, overall, with the Town’s services (93%) versus those who were dissatisfied (70%);
- ◆ Those who felt that the quality of service provided by the Town has increased (97%) or remained the same (94%) over the past 12 months versus those who felt that the quality of service has decreased (76%); and

¹¹ Please note: Any discrepancies between individual and combined percentages, as presented in charts, tables, graphs, and/or text are due to rounding of the numbers.

- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (95%) versus those who felt that they received “fair” or “poor” value (85%).

With regards to respondent interactions over the past year with Town of Okotoks' employees, more than three-quarters of the respondents (76%, a significant decrease from 79% in 2009) reported that they were satisfied with the degree to which employees were *helpful and courteous*. Seventy-four percent (74%) were satisfied with Town employees, in terms of their *level of knowledge about the services provided*, while 70% were satisfied with the *timeliness of employee responses to inquiries and requests*. See Figure 6 and Table 4, below.

Figure 6



Respondent subgroups significantly more likely to have been satisfied with Town employees, in terms of **helpfulness and courtesy of the employees**, included:

- ◆ Those who were satisfied, overall, with the Town's services (78%) versus those who were dissatisfied (58%);
- ◆ Those who felt that the quality of service provided by the Town has increased (83%) or remained the same (78%) over the past 12 months versus those who felt that the quality of service has decreased (68%);
- ◆ Those who felt that they received "good" or "very good" value for their tax dollars (79%) versus those who felt that they received "fair" or "poor" value (72%);
- ◆ Those who are physically active for 3 to 4 (77%) or 5 or more (77%) hours per week versus those who are active for less than 3 hours (73%); and
- ◆ Those aged 35 to 44 (79%) or 55 to 64 (77%) versus those aged 18 to 34 (72%).

Respondent subgroups significantly more likely to have been satisfied with Town employees, in terms of **being knowledgeable about the services they provide**, included:

- ◆ Those who were satisfied, overall, with the Town's services (76%) versus those who were dissatisfied (63%);
- ◆ Those who felt that the quality of service provided by the Town has increased over the past 12 months (84%) versus those who felt that the quality of service has decreased (71%) or remained the same (76%);
- ◆ Those who felt that they received "good" or "very good" value for their tax dollars (78%) versus those who felt that they received "fair" or "poor" value (70%);
- ◆ Those who are physically active for 3 to 4 (75%) or 5 or more (77%) hours per week versus those who are active for less than 3 hours (70%); and
- ◆ Those aged 35 to 44 (79%) versus those aged 18 to 34 (72%) or those 65 and older (72%).

Respondent subgroups significantly more likely to have been satisfied with Town employees, in terms of **speed of response and inquiries to requests**, included:

- ◆ Those who were satisfied, overall, with the Town’s services (72%) versus those who were dissatisfied (55%);
- ◆ Those who felt that the quality of service provided by the Town has increased (79%) or remained the same (72%) over the past 12 months versus those who felt that the quality of service has decreased (65%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (74%) versus those who felt that they received “fair” or “poor” value (65%);
- ◆ Those who have lived in Okotoks for 3 to 5 (71%) or 6 to 10 (72%) years versus those who have lived in Okotoks for 21 years or more (66%);
- ◆ Those who are physically active for 5 or more hours per week (72%) versus those who are active for less than 3 hours (67%); and
- ◆ Those aged 35 to 44 (75%) versus those aged 18 to 34 (68%), 45 to 65 (70%), 55 to 64 (71%) and those 65 and older (67%).

When asked to rate their level of satisfaction with the Town Council, more than half of the respondents each indicated that they were satisfied with the following: the overall performance of Council (65% were satisfied, a significant increase from 62% in 2009), the responsiveness of the Council to Town issues (55%), and Council decisions (54%). See Figure 7 and Table 5, below.

Please Note: When excluding “don’t know” responses, or respondents who did not provide a response, each aspect of Town Council garnered the following ratings:

- ◆ Overall performance (84% were satisfied, overall; n=2,573);
- ◆ Responsiveness of Council to Town issues (77%; n=2=397); and
- ◆ Decisions made by Council (72%; n=2,533).

Figure 7

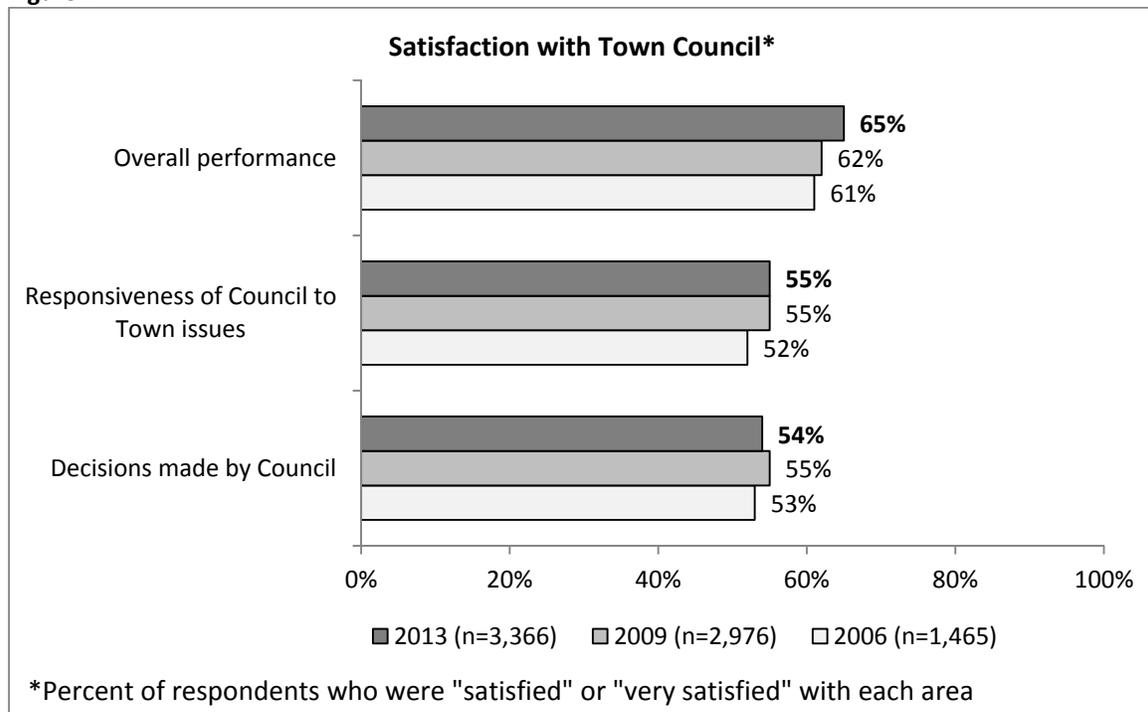


Table 4

When you think about Town Council, how satisfied are you with each of the following areas?						
	Percent of Respondents (n=3,366)					Mean (out of 4)
	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know/ No Response	
Overall performance	8	57	9	3	24	2.91
Decisions made by Council	6	48	16	5	25	2.74
Responsiveness of Council to Town issues	7	48	13	4	29	2.81

Respondent subgroups significantly more likely to have been satisfied with the Town Council, in terms of **overall performance**, included:

- ◆ Those who were satisfied, overall, with the Town's services (67%) versus those who were dissatisfied (38%);
- ◆ Those who felt that the quality of service provided by the Town has increased (82%) or remained the same (69%) over the past 12 months versus those who felt that the quality of service has decreased (49%);
- ◆ Those who felt that they received "good" or "very good" value for their tax dollars (73%) versus those who felt that they received "fair" or "poor" value (51%);
- ◆ Those who have lived in Okotoks for 3 to 5 (63%), 6 to 10 (66%), 11 to 20 (71%), or 21 years or more (71%) versus those who have lived in Okotoks for 2 years or less (49%); and
- ◆ Those aged 35 to 44 (63%), 45 to 54 (68%), 55 to 64 (66%), or 65 and older (70%) versus those aged 18 to 34 (57%).

Respondent subgroups significantly more likely to have been satisfied with the Town Council, in terms of **decisions made by Council**, included:

- ◆ Those who were satisfied, overall, with the Town's services (57%) versus those who were dissatisfied (22%);
- ◆ Those who felt that the quality of service provided by the Town has increased (69%) or remained the same (59%) over the past 12 months versus those who felt that the quality of service has decreased (33%);
- ◆ Those who felt that they received "good" or "very good" value for their tax dollars (64%) versus those who felt that they received "fair" or "poor" value (39%);
- ◆ Those who have lived in Okotoks for 3 to 5 (56%), 6 to 10 (55%), 11 to 20 (60%), or 21 years or more (59%) versus those who have lived in Okotoks for 2 years or less (40%); and
- ◆ Those aged 35 to 44 (53%), 45 to 54 (57%), 55 to 64 (56%), or 65 and older (60%) versus those aged 18 to 34 (47%).

Respondent subgroups significantly more likely to have been satisfied with the Town Council, in terms of **responsiveness of Council to Town issues**, included:

- ◆ Those who were satisfied, overall, with the Town's services (58%) versus those who were dissatisfied (26%);
- ◆ Those who felt that the quality of service provided by the Town has increased (72%) or remained the same (59%) over the past 12 months versus those who felt that the quality of service has decreased (36%);
- ◆ Those who felt that they received "good" or "very good" value for their tax dollars (64%) versus those who felt that they received "fair" or "poor" value (41%);
- ◆ Those who have lived in Okotoks for 3 to 5 (56%), 6 to 10 (57%), 11 to 20 (59%), or 21 years or more (60%) versus those who have lived in Okotoks for 2 years or less (42%); and

- ◆ Those aged 45 to 54 (56%), 55 to 64 (57%), or 65 and older (59%) versus those aged 18 to 34 (50%).

When asked to provide additional comments, 5% of the respondents reported that the Town is getting too big and that population growth and development should slow down or stop. Four percent (4%) of the respondents each mentioned the following: that they do not agree with some administration or Council decisions; that they are satisfied with Town services, facilities, and programs; and that they are concerned about the water shortage. It is important to note that 62% of the respondents did not provide any comments. See Table 6, below.

Table 5

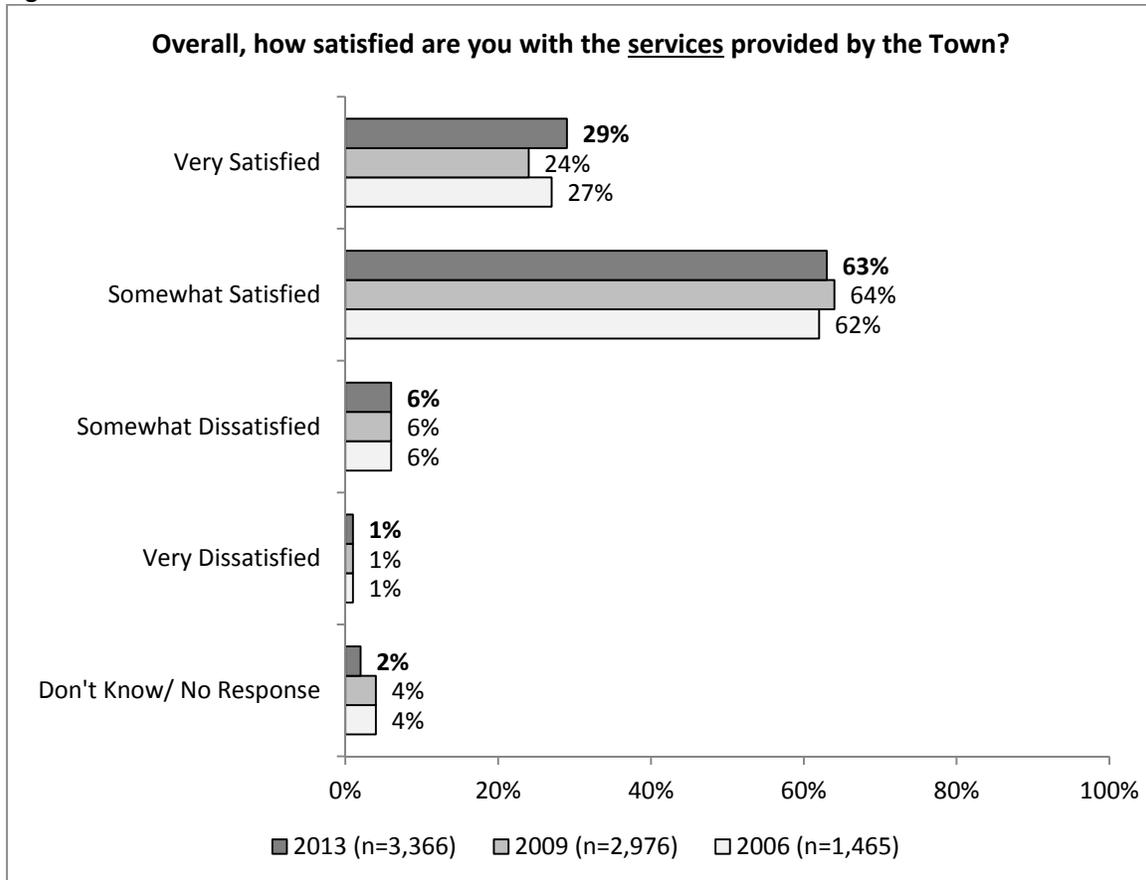
General Comments	
	Percent of Respondents* (n=3,366)
The Town is getting too big/should cap the population/stop development	5
Do not agree with some administration decisions/recommendations/too slow/dissatisfied with Council (in general)	4
Satisfied with Town services/facilities/programs	4
Concerned that water rationing is permanent/dislikes water restrictions/concerned about water shortage/should build a pipeline from Calgary	4
Feels the Town does not listen to them/does not respond to concerns/does not listen to input from citizens/slow to respond	3
Satisfied with Council/administration/staff	3
Taxes are too high/cost of living is too expensive	2
Does not pay attention to Council decisions/meetings/has little knowledge of Town Council/no interaction	2
Has not lived in the Town long enough to comment	2
Better/improved Town planning by Council/more focus on Town as a whole/more modern approach/more leadership	2
Other (1% of respondents or less)	19
Don't Know/Not Stated	62

*Multiple responses

3.3 Satisfaction with Town Programs, Services, and Facilities

Next, respondents were asked to rate their level of satisfaction Town programs, services, and facilities. When asked how they would rate their overall level of satisfaction with the services provided by the Town, 92% of the respondents indicated that they were either “somewhat” (63%) or “very” (29%) satisfied, a significant increase from 88% in 2009. See Figure 8, below.

Figure 8



Respondent subgroups significantly more likely to have **been satisfied, overall, with the services provided by the Town** included:

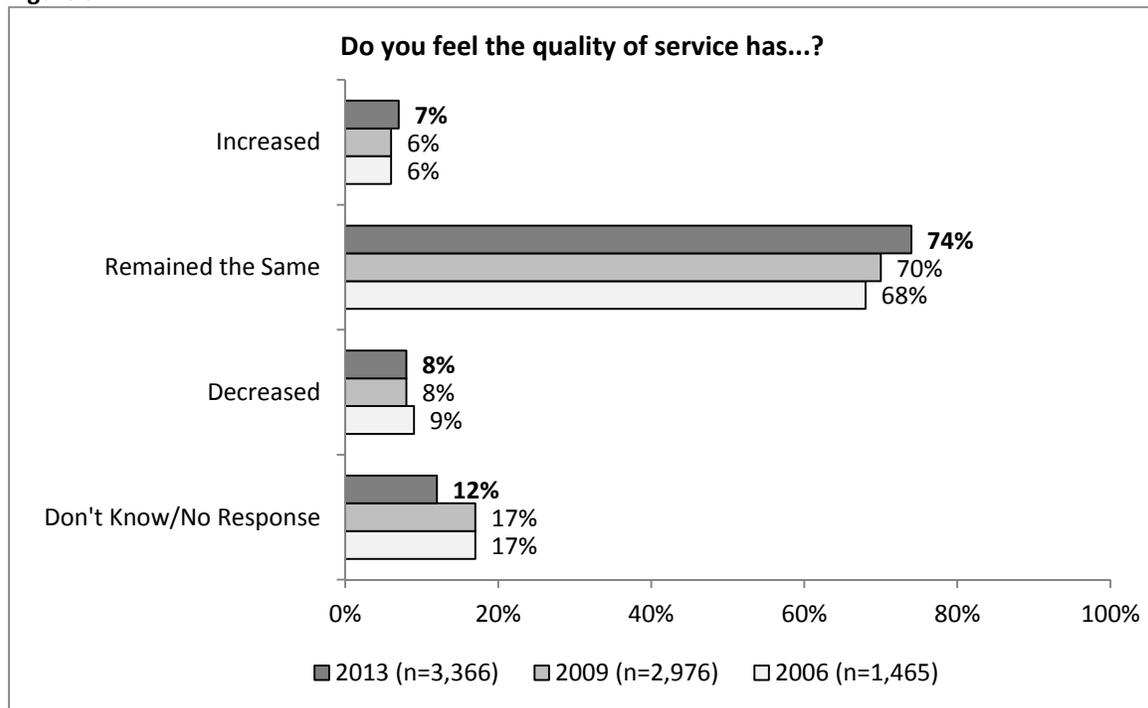
- ◆ Those who felt that the quality of service provided by the Town has increased (97%) or remained the same (95%) over the past 12 months versus those who felt that the quality of service has decreased (61%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (97%) versus those who felt that they received “fair” or “poor” value (81%); and
- ◆ Those who are physically active for 3 to 4 hours per week (93%) versus those who are active for 5 hours or more (90%).

Thinking back over the past 12 months, respondents were next asked if they felt that the quality of service provided by the Town had increased, decreased, or remained the same. As shown in Figure 9, below, nearly three-quarters of the respondents (74%, a significant increase from 70% in 2009) felt that the quality of service had remained unchanged, while 8% felt that the level of service had decreased. Seven percent (7%) felt that the level of service had increased. It is important to note that 12% of the respondents were unsure or did not provide a response. See Figure 9, below.

Please Note: When excluding “don’t know” responses, or respondents who did not provide a response (n=2,976), the distribution of percentages were as follows:

- ◆ The quality of service has remained the same (84%);
- ◆ The quality of service has decreased (9%); and
- ◆ The quality of service has increased (7%).

Figure 9



Respondent subgroups significantly more likely to have **felt that the quality of service provided by the Town has increased over the past year** included:

- ◆ Those who were satisfied, overall, with the Town's services (7%) versus those who were dissatisfied (3%);
- ◆ Those who felt that they received "good" or "very good" value for their tax dollars (8%) versus those who felt that they received "fair" or "poor" value (4%);
- ◆ Those who have lived in Okotoks for 6 to 10 (8%) or 11 to 20 (7%) years versus those who have lived in Okotoks for 2 years or less (5%); and
- ◆ Those aged 45 to 54 (8%) versus those aged 55 to 64 (5%).

Respondent subgroups significantly more likely to have **felt that the quality of service provided by the Town has decreased over the past year** included:

- ◆ Those who were dissatisfied, overall, with the Town's services (47%) versus those who were satisfied (5%);
- ◆ Those who felt that they received "fair" or "poor" value for their tax dollars (17%) versus those who felt that they received "good" or "very good" value (4%);
- ◆ Those who have lived in Okotoks for 3 to 5 (8%), 6 to 10 (9%), 11 to 20 (10%), or 21 years or more (9%) versus those who have lived in Okotoks for 2 years or less (2%);
- ◆ Those who are physically active for 5 or more hours per week (9%) versus those who are active for either less than 3 (7%) or 3 to 4 (7%) hours; and
- ◆ Those aged 35 to 44 (9%), 45 to 54 (10%), or 55 to 64 (9%) versus those 65 and older (4%).

Respondent subgroups significantly more likely to have **felt that the quality of service provided by the Town has remained the same over the past year** included:

- ◆ Those who were satisfied, overall, with the Town's services (77%) versus those who were dissatisfied (47%);
- ◆ Those who felt that they received "good" or "very good" value for their tax dollars (78%) versus those who felt that they received "fair" or "poor" value (72%);
- ◆ Those who have lived in Okotoks for 3 to 5 (79%), 6 to 10 (78%), 11 to 20 (75%), or 21 years or more (78%) versus those who have lived in Okotoks for 2 years or less (58%); and
- ◆ Those who are physically active for 3 to 4 hours per week (77%) versus those who are active for either less than 3 (72%) or 5 or more (74%) hours.

Respondents were provided the opportunity to write in additional comments; 5% of the respondents reported dissatisfaction with the garbage service and/or garbage regulations, while 4% of the respondents indicated that they are satisfied with programs and services, in general. Three percent (3%) reported that the Town needs to improve its snow removal service. It is important to note that 68% of the respondents did not provide any comments. See Table 7, below.

Table 6

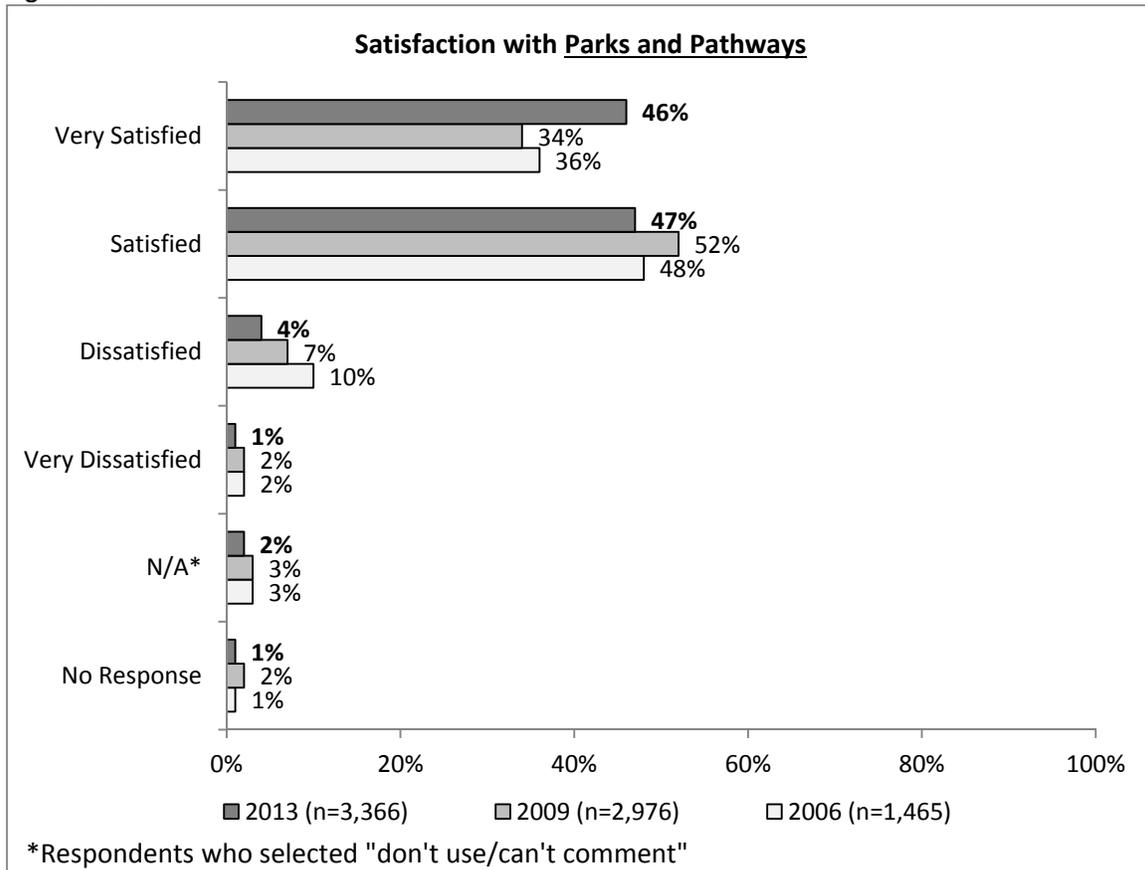
General Comments	
	Percent of Respondents* (n=3,366)
Poor garbage service/need to clean up more/keep the city clean/litter control/dissatisfied with garbage bins/regulations	5
Satisfied with services/programs/good in general/services meet needs	4
Need better snow removal service/faster/more frequent snow removal/side streets	3
Recycling pick-up adds to garbage fee/need to improve recycling services/bins	2
Have not lived here long enough to comment	2
Good place to live/Town is well-maintained/does a good job/good community/Council/Town involvement	2
Too expensive for services provided/dissatisfied with cost of services/facilities/does not want costs to increase	2
Little to no change in services	2
Other (1% of respondents or less)	27
Refuse/Don't Know	68

*Multiple responses

3.3.1 Parks and Pathways

With regards to parks and pathways in the Town of Okotoks, 92% of the respondents reported that they were either “satisfied” (47%) or “very satisfied” (46%), a significant increase from 85% in 2009. Only 5% were dissatisfied, overall.

Figure 10



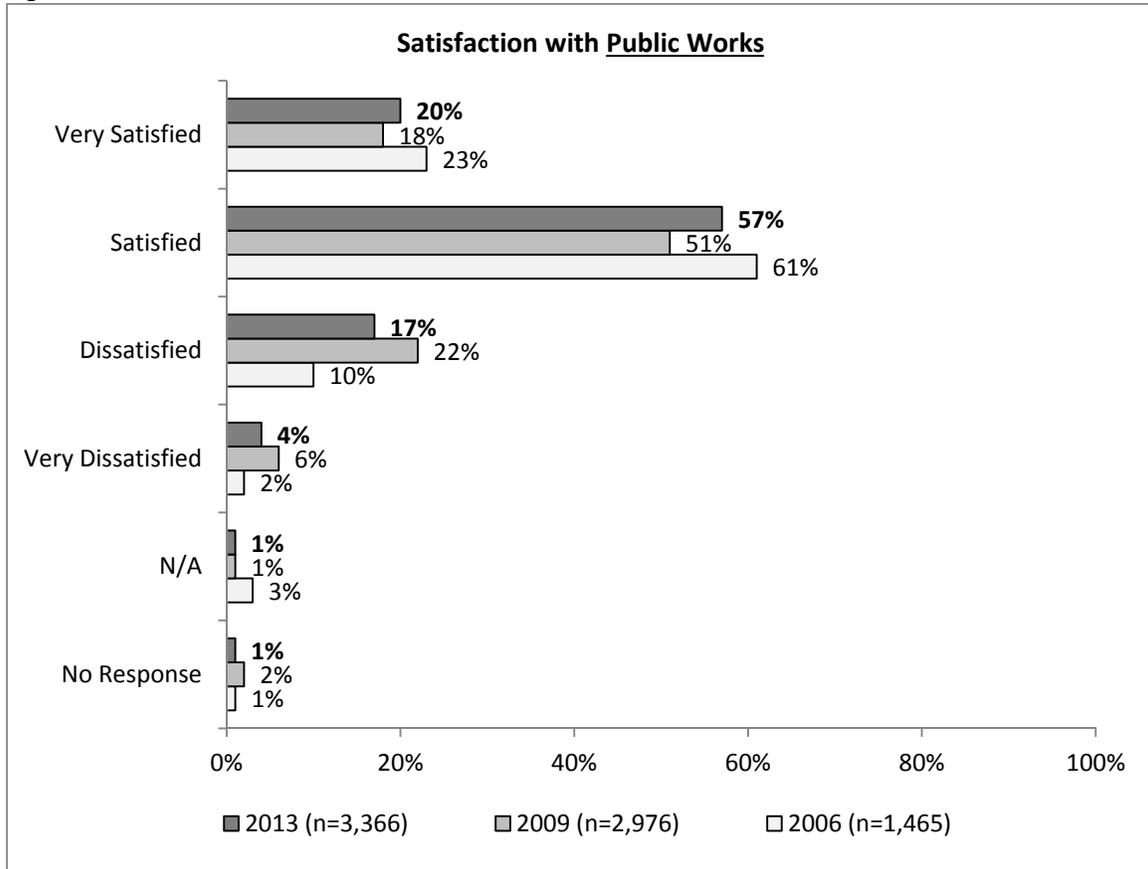
Respondent subgroups significantly more likely to have been satisfied with **parks and pathways** included:

- ◆ Those who were satisfied, overall, with the Town’s services (93%) versus those who were dissatisfied (82%);
- ◆ Those who felt that the quality of service provided by the Town has increased (95%) or remained the same (93%) over the past 12 months versus those who felt that the quality of service has decreased (84%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (94%) versus those who felt that they received “fair” or “poor” value (90%); and
- ◆ Those aged 18 to 34 (95%) versus those aged 45 to 54 (92%), 55 to 64 (91%), or 65 and older (91%).

3.3.2 Infrastructure

More than three-quarters of the respondents (78%) indicated that they were either “satisfied” (57%) or “very satisfied” (20%) with public works in the Town of Okotoks, including road maintenance and snow removal, a significant increase from 68% in 2009. Just over one-fifth of the respondents (21%) indicated that they were either “dissatisfied” (17%) or “very dissatisfied” (4%). See Figure 11, below.

Figure 11

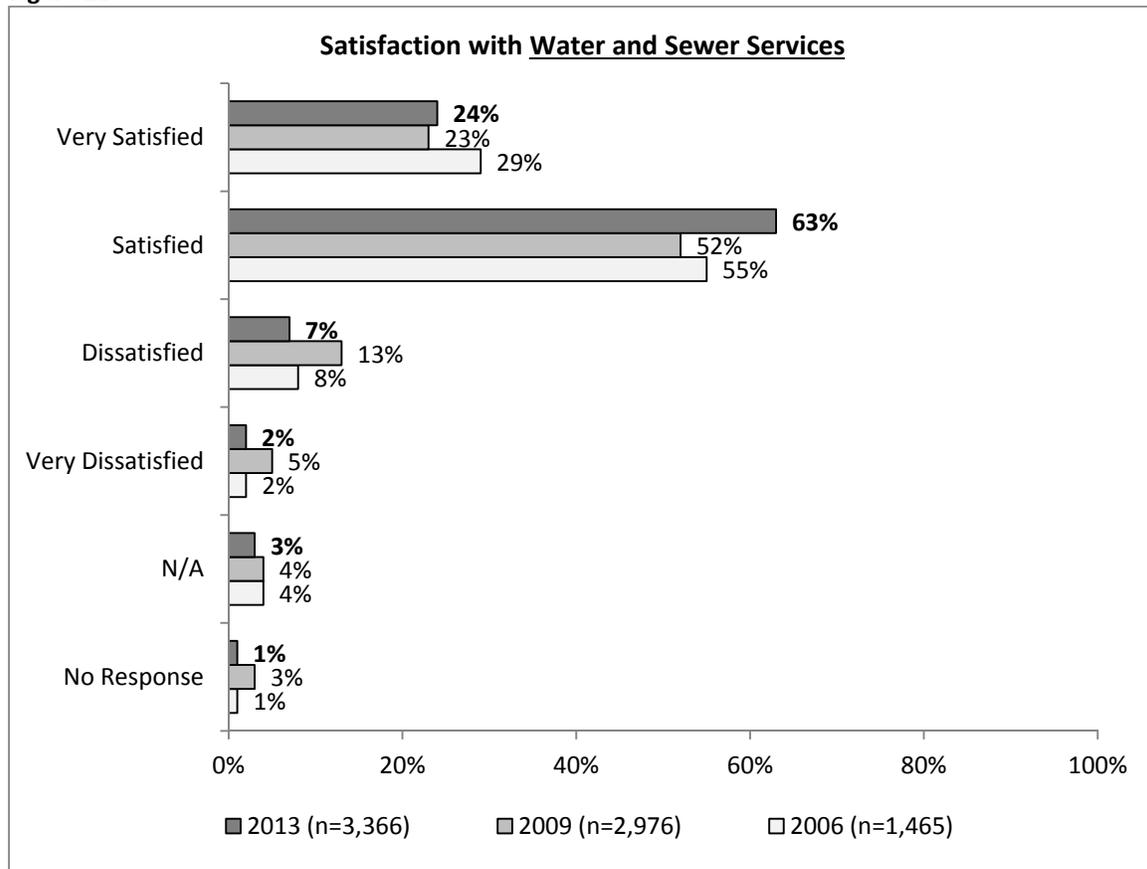


Respondent subgroups significantly more likely to have been satisfied with **public works** included:

- ◆ Those who were satisfied, overall, with the Town's services (81%) versus those who were dissatisfied (36%);
- ◆ Those who felt that the quality of service provided by the Town has increased (84%) or remained the same (80%) over the past 12 months versus those who felt that the quality of service has decreased (51%);
- ◆ Those who felt that they received "good" or "very good" value for their tax dollars (85%) versus those who felt that they received "fair" or "poor" value (63%);
- ◆ Those who have lived in Okotoks for 2 years or less (82%) versus those who have lived in Okotoks for 11 to 20 years (74%);
- ◆ Those who are physically active for either less than 3 (80%) or 3 to 4 (80%) hours per week versus those who are active for 5 hours or more (75%); and
- ◆ Those aged 65 and older (84%) versus those aged 18 to 34 (77%), 35 to 44 (79%), 45 to 54 (75%), or 55 to 64 (77%).

Eighty-seven percent (87%) of the respondents were either “satisfied” (63%) or “very satisfied” (24%) with water and sewer services in Okotoks, a significant increase from 74%, as reported in 2009. Nine percent (9%) were either “dissatisfied” (7%) or “very dissatisfied” (2%). See Figure 12, below.

Figure 12



Respondent subgroups significantly more likely to have been satisfied with **water and sewer services** included:

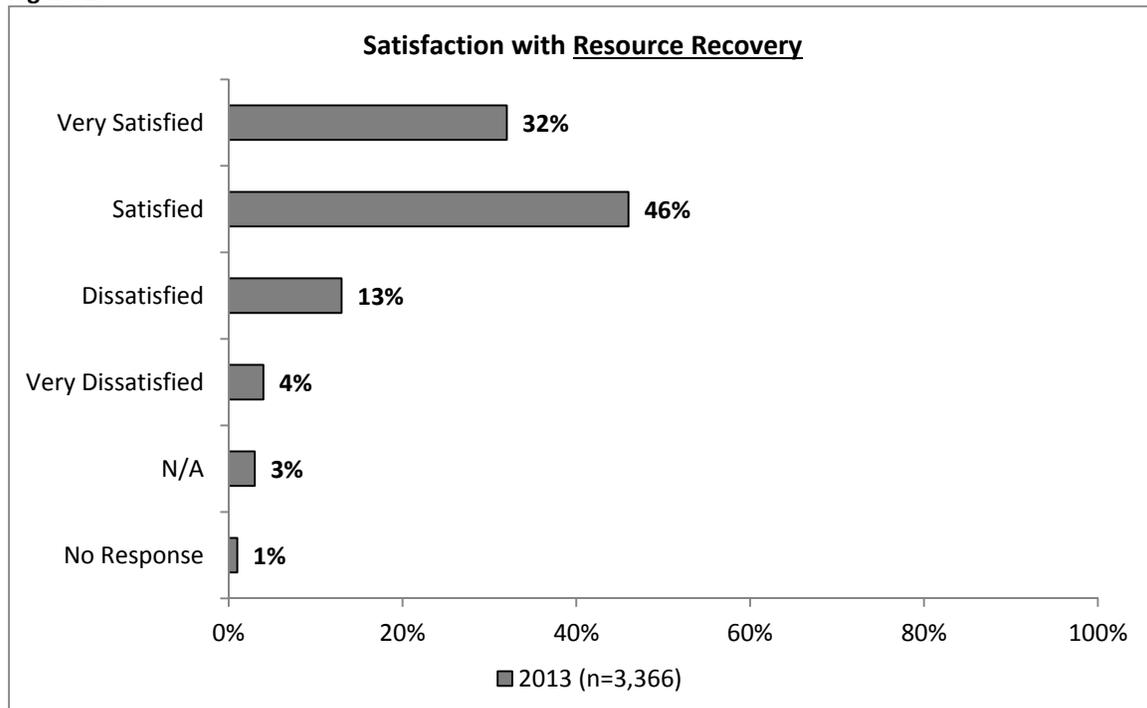
- ◆ Those who were satisfied, overall, with the Town’s services (89%) versus those who were dissatisfied (60%);
- ◆ Those who felt that the quality of service provided by the Town has increased (93%) or remained the same (89%) over the past 12 months versus those who felt that the quality of service has decreased (70%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (91%) versus those who felt that they received “fair” or “poor” value (80%);
- ◆ Those who have lived in Okotoks for 3 to 5 years (90%) versus those who have lived in Okotoks for 2 years or less (85%), 6 to 10 (86%), or 21 years or more (86%); and
- ◆ Those aged 18 to 34 (91%) versus those aged 55 to 64 (84%) or 65 and older (85%).

3.3.3 Resource Recovery

More than three-quarters of the respondents (78%) indicated that they were either “satisfied” (46%) or “very satisfied” (32%) with resource recovery in Okotoks, including garbage collection and recycling services. Eighteen percent (18%) were either “dissatisfied” (13%) or “very dissatisfied” (4%). See Figure 13, below.

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

Figure 13



Respondent subgroups significantly more likely to have been satisfied with **resource recovery** included:

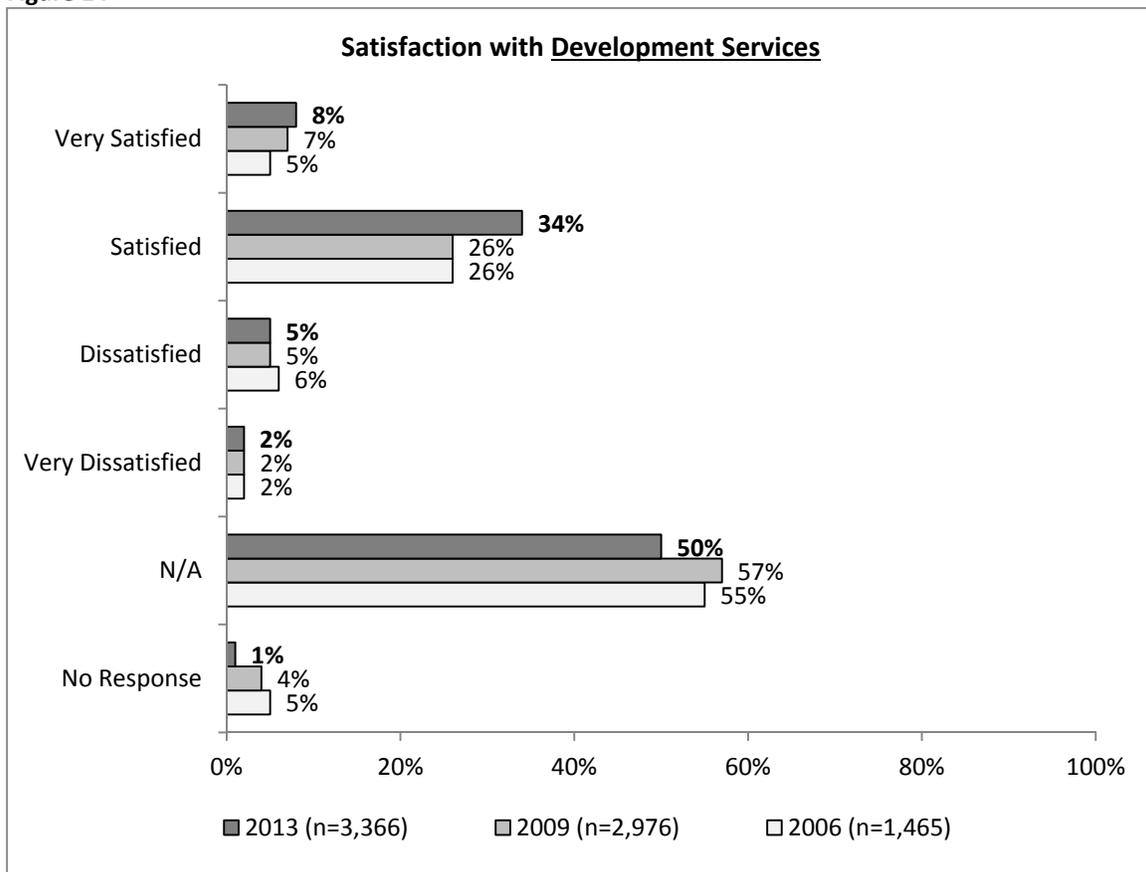
- ◆ Those who were satisfied, overall, with the Town’s services (82%) versus those who were dissatisfied (37%);
- ◆ Those who felt that the quality of service provided by the Town has increased (88%) or remained the same (81%) over the past 12 months versus those who felt that the quality of service has decreased (49%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (84%) versus those who felt that they received “fair” or “poor” value (67%); and
- ◆ Those aged 45 to 54 (81%), 55 to 64 (81%), or 65 and older (84%) versus those aged 18 to 34 (71%) or 35 to 44 (75%).

3.3.4 Development Services

More than two-fifths of the respondents (42%) were either “satisfied” (34%) or “very satisfied” (8%) with development services, such as building permits, in the Town of Okotoks, a significant increase from 33% in 2009. Eight percent (8%) were dissatisfied, overall, while half of the respondents (50%) were unable to rate their level of satisfaction with development services. See Figure 14, below.

Please Note: When excluding respondents for whom the question was not applicable, or who were unsure, 85% of the respondents (n=1,664) were either “satisfied” (69%) or “very satisfied” (15%). Fifteen percent (15%) were either “dissatisfied” (10%) or “very dissatisfied” (5%).

Figure 14



Respondent subgroups significantly more likely to have been satisfied with **development services** included:

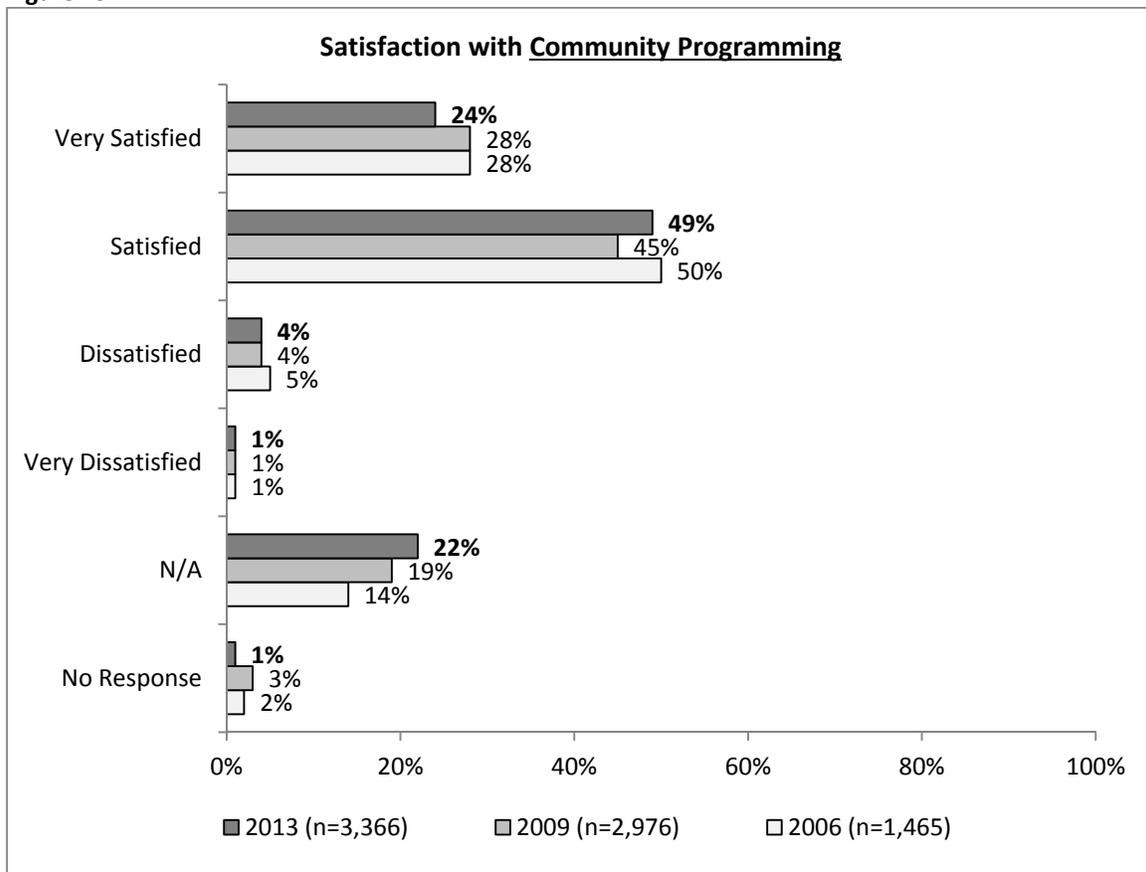
- ◆ Those who were satisfied, overall, with the Town's services (43%) versus those who were dissatisfied (31%);
- ◆ Those who felt that the quality of service provided by the Town has increased (53%) or remained the same (44%) over the past 12 months versus those who felt that the quality of service has decreased (33%); and
- ◆ Those aged 18 to 34 (47%), 35 to 44 (46%), or 45 to 54 (43%) versus those aged 55 to 64 (37%) or 65 and older (36%).

3.3.5 Community Programming

With regards to community programming (i.e., recreation and leisure learning), nearly three-quarters of the respondents (73%) were either “satisfied” (49%, a significant increase from 45% in 2009) or “very satisfied” (24%, a significant decrease from 2009).. Overall results were comparable to 2009 survey results. Five percent (5%) were dissatisfied, overall, while 22% were unable to provide a rating, as they were not familiar with the service. See Figure 15, below.

Please Note: When excluding respondents for whom the question was not applicable, or who were unsure, 94% of the respondents (n=2,607) were either “satisfied” (64%) or “very satisfied” (30%). Six percent (6%) were either “dissatisfied” (5%) or “very dissatisfied” (1%).

Figure 15



Respondent subgroups significantly more likely to have been satisfied with **community programming** included:

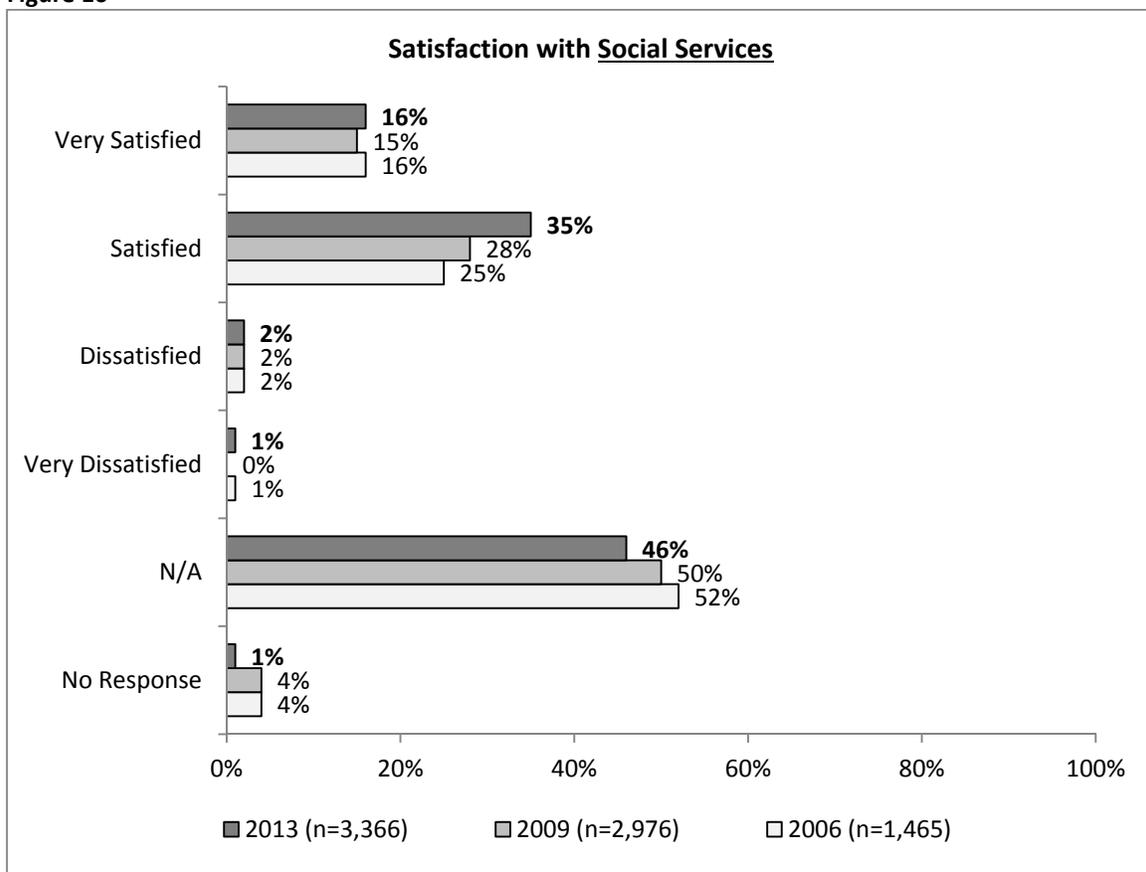
- ◆ Those who were satisfied, overall, with the Town’s services (75%) versus those who were dissatisfied (56%);
- ◆ Those who felt that the quality of service provided by the Town has increased (80%) or remained the same (74%) over the past 12 months versus those who felt that the quality of service has decreased (64%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (77%) versus those who felt that they received “fair” or “poor” value (67%);
- ◆ Those who have lived in Okotoks for 6 to 10 years (76%) or 21 years or more (75%) versus those who have lived in Okotoks for 2 years or less (69%) or 3 to 5 years (71%);
- ◆ Those who are physically active for 3 to 4 hours per week (75%) versus those who are active for less than 3 hours (70%); and
- ◆ Those aged 18 to 34 (75%) or 35 to 44 (77%) versus those aged 55 to 64 (70%) or 65 and older (70%).

3.3.6 Social Services

With regards to social services in Okotoks (i.e., Family & Community Support Services and the Healthy Family Resource Centre), just over half of the respondents (51%) were either “satisfied” (35%) or “very satisfied” (16%), a significant increase from 44% in 2009. Only 2% of the respondents were dissatisfied, overall, while nearly half of the residents (46%) were unable to rate social services, as they were not personally familiar with them. See Figure 16, below.

Please Note: When excluding respondents for whom the question was not applicable, or who were unsure, 96% of the respondents (n=1,805) were either “satisfied” (66%) or “very satisfied” (30%). Four percent (4%) were either “dissatisfied” (3%) or “very dissatisfied” (1%).

Figure 16



Respondent subgroups significantly more likely to have been satisfied with **social services** included:

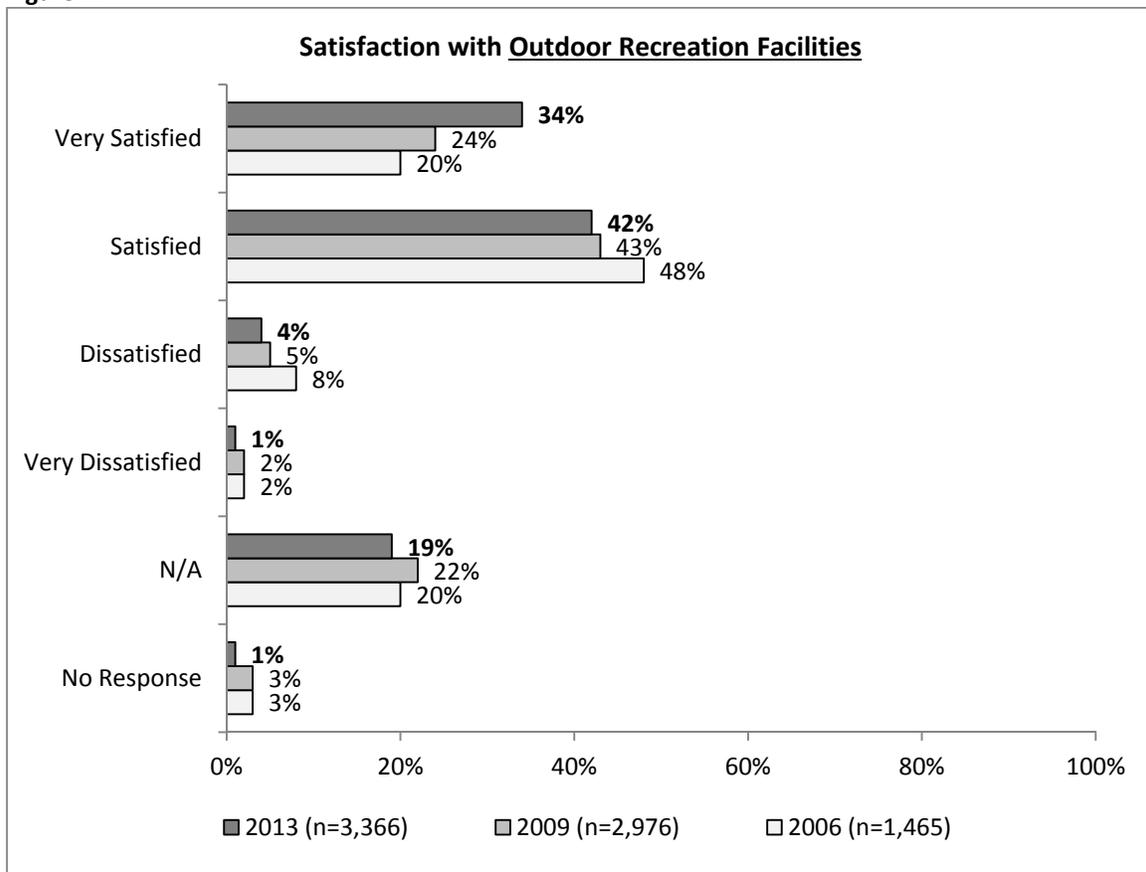
- ◆ Those who were satisfied, overall, with the Town's services (52%) versus those who were dissatisfied (44%);
- ◆ Those who felt that the quality of service provided by the Town has increased over the past 12 months (65%) versus those who felt that the quality of service has decreased (48%) or remained the same (52%); and
- ◆ Those aged 18 to 34 (57%), 35 to 44 (53%), or 65 and older (56%) versus those aged 45 to 54 (48%) or 55 to 64 (46%).

3.3.7 Recreation Facilities

More than three-quarters of the respondents (76%) were either “satisfied” (42%) or “very satisfied” (34%, a significant increase from 24% in 2009) with Okotoks’ outdoor recreation facilities, including ball diamonds, soccer fields, and playgrounds, a significant increase from 68% in 2009. Only 4% of the respondents indicated that they were dissatisfied, overall. It is important to note that nearly one-fifth of the respondents (19%) were unable to rate outdoor facilities, as they had not used the service.

Please Note: When excluding respondents for whom the question was not applicable, or who were unsure, 95% of the respondents (n=2,720) were either “satisfied” (52%) or “very satisfied” (42%). Six percent (6%) were either “dissatisfied” (4%) or “very dissatisfied” (1%).

Figure 17



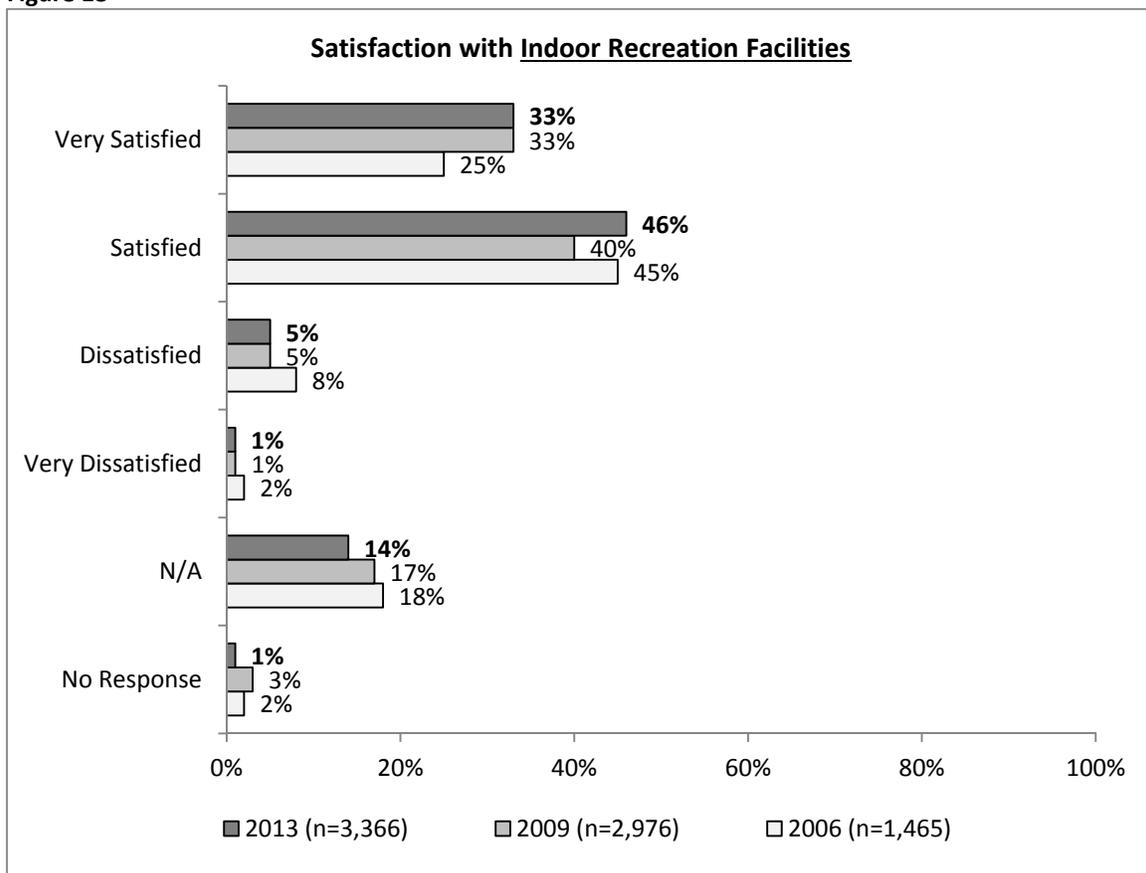
Respondent subgroups significantly more likely to have been satisfied with **outdoor recreation facilities** included:

- ◆ Those who were satisfied, overall, with the Town's services (78%) versus those who were dissatisfied (66%);
- ◆ Those who felt that they received "good" or "very good" value for their tax dollars (79%) versus those who felt that they received "fair" or "poor" value (74%);
- ◆ Those who have lived in Okotoks for 2 years or less (80%) versus those who have lived in Okotoks for 3 to 5 (76%), 11 to 20 (75%), or 21 years or more (75%);
- ◆ Those who are physically active for 3 to 4 (78%) or 5 or more (78%) hours per week versus those who are active for less than 3 hours (71%); and
- ◆ Those aged 18 to 34 (85%), 35 to 44 (85%), 45 to 54 (73%), or 55 to 64 (71%) versus those aged 65 and older (66%).

With regards to indoor recreation facilities, including pools, arenas, the gym, and the fitness centre, nearly four-fifths of the respondents (79%) reported that they were either “satisfied” (46%, a significant increase from 40% in 2009) or “very satisfied” (33%); overall results demonstrate a significant increase from 73% in 2006. Six percent (6%) were dissatisfied, overall, while 14% were unable to rate indoor facilities, as they had not personally used them. See Figure 18, below.

Please Note: When excluding respondents for whom the question was not applicable, or who were unsure, 93% of the respondents (n=2,869) were either “satisfied” (53%) or “very satisfied” (39%). Eight percent (8%) were either “dissatisfied” (6%) or “very dissatisfied” (2%).

Figure 18



Respondent subgroups significantly more likely to have been satisfied with **indoor recreation facilities** included:

- ◆ Those who were satisfied, overall, with the Town's services (81%) versus those who were dissatisfied (64%);
- ◆ Those who felt that the quality of service provided by the Town has increased (86%) or remained the same (80%) over the past 12 months versus those who felt that the quality of service has decreased (75%);
- ◆ Those who felt that they received "good" or "very good" value for their tax dollars (82%) versus those who felt that they received "fair" or "poor" value (75%);
- ◆ Those who have lived in Okotoks for 6 to 10 years (82%) versus those who have lived in Okotoks for 2 years or less (77%) or 3 to 5 years (77%);
- ◆ Those who are physically active for 3 to 4 (81%) or 5 hours or more (80%) per week versus those who are active for less than 3 hours (76%); and
- ◆ Those aged 18 to 34 (83%) or 35 to 44 (84%) versus those aged 45 to 54 (77%), 55 to 64 (75%), or 65 and older (76%).

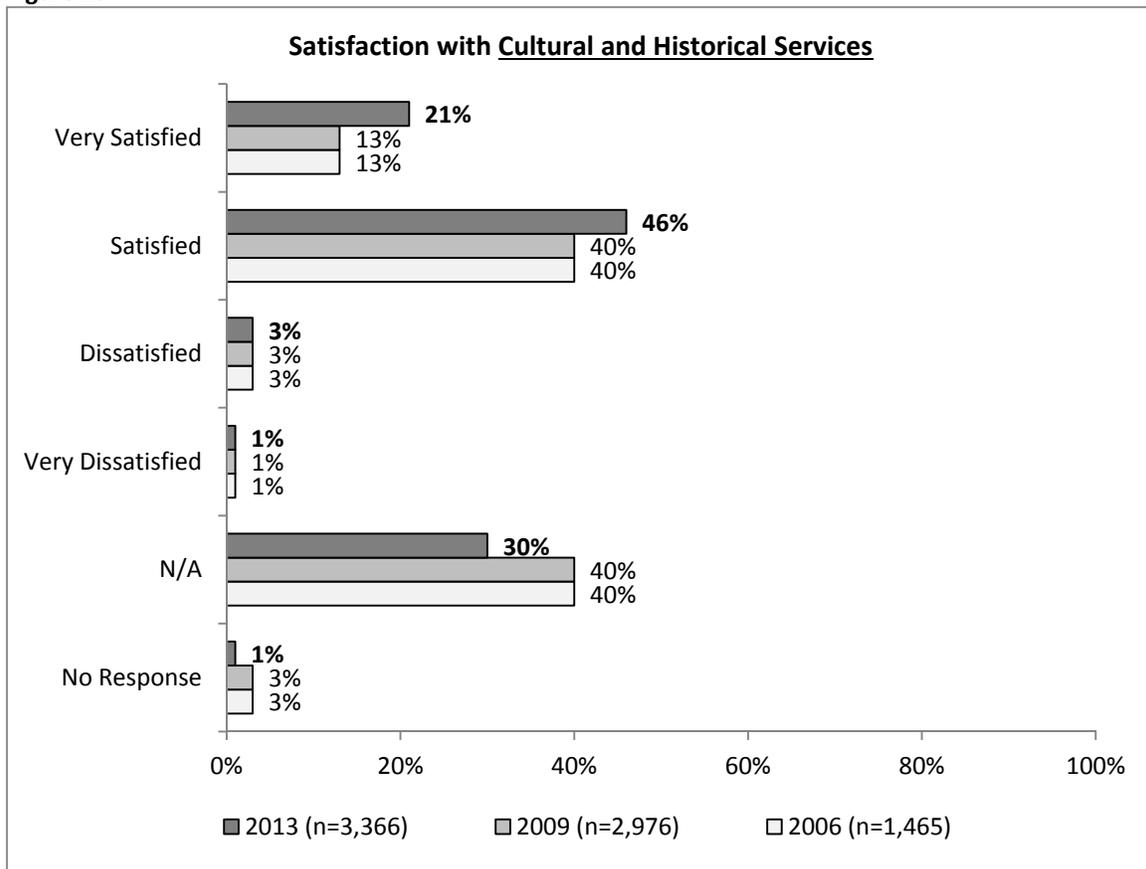
3.3.8 Cultural, Historical, and Leisure Services

Approximately two-thirds of the respondents (66%) indicated that they were either “satisfied” (46%) or “very satisfied” (21%) with the cultural and historical services in the Town of Okotoks, including the Art Gallery, the Museum, and the Performing Arts Centre; results demonstrate a significant increase from 53% in 2009. Three percent (3%) were dissatisfied, overall, while nearly one-third (30%) were unable to rate cultural and historical services.

Please Note: When excluding respondents for whom the question was not applicable, or who were unsure, 95% of the respondents (n=2,348) were either “satisfied” (66%) or “very satisfied” (30%). Five percent (5%) were either “dissatisfied” (4%) or “very dissatisfied” (1%).

Please Note: Prior to 2013, respondents were asked to rate their satisfaction with cultural and historical services (Cultural Centre, Heritage House Museum, and performing arts).

Figure 19



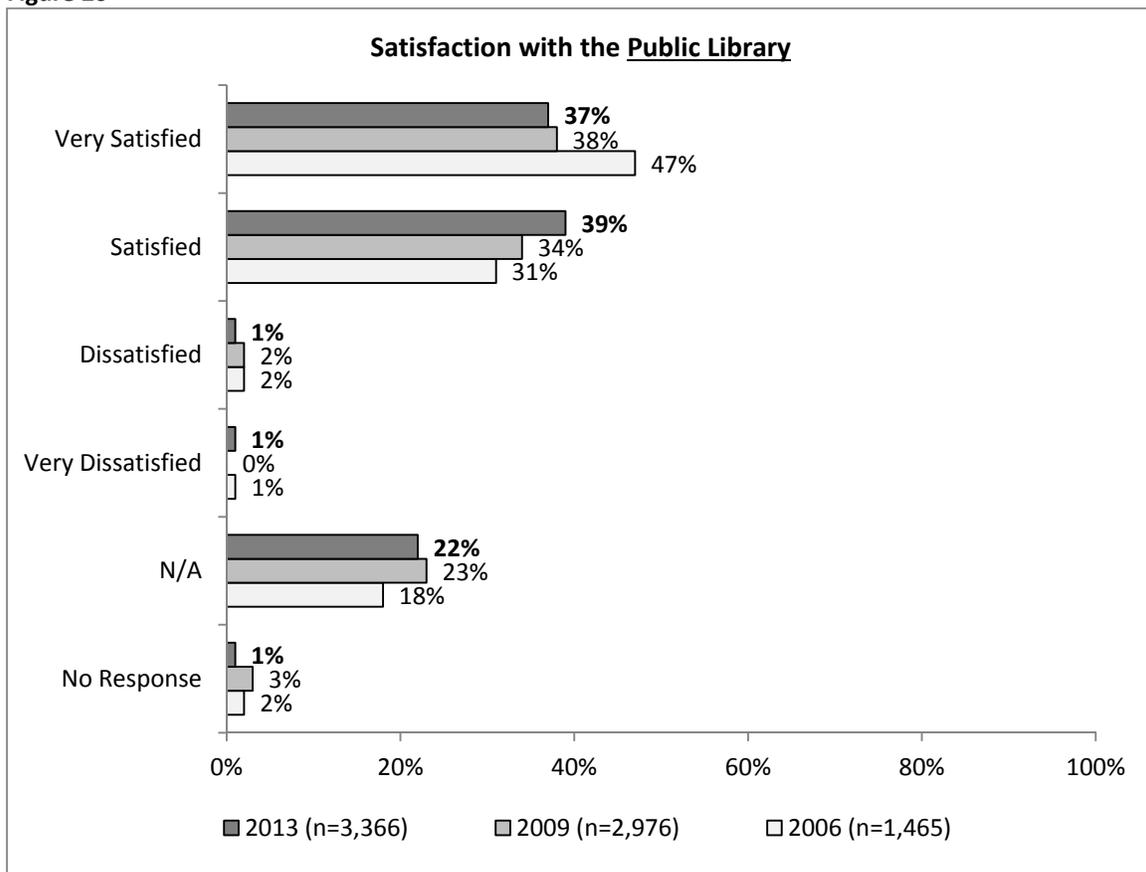
Respondent subgroups significantly more likely to have been satisfied with **cultural and historical services** included:

- ◆ Those who were satisfied, overall, with the Town’s services (68%) versus those who were dissatisfied (52%);
- ◆ Those who felt that the quality of service provided by the Town has increased (73%) or remained the same (68%) over the past 12 months versus those who felt that the quality of service has decreased (59%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (69%) versus those who felt that they received “fair” or “poor” value (63%);
- ◆ Those who have lived in Okotoks for 21 years or more (74%) versus those who have lived in Okotoks for 2 years or less (64%), 3 to 5 (65%), 6 to 10 (67%), or 11 to 20 (65%) years;
- ◆ Those who are physically active for 3 to 4 (68%) or 5 or more (68%) hours per week versus those who are active for less than 3 hours (62%); and
- ◆ Those aged 35 to 44 (66%), 45 to 54 (67%), 55 to 64 (71%), or 65 and older (72%) versus those aged 18 to 34 (57%).

More than three-quarters of the respondents (77%) were either “satisfied” (39%) or “very satisfied” (37%) with the public library, a significant increase from 72% in 2009. Only 1% of the respondents were dissatisfied, overall, while more than one-fifth (22%) were unable to rate the library, as they were unfamiliar with it. See Figure 20, on the following page.

Please Note: When excluding respondents for whom the question was not applicable, or who were unsure, 98% of the respondents (n=2,620) were either “satisfied” (50%) or “very satisfied” (48%). Two percent (2%) were either “dissatisfied” (1%) or “very dissatisfied” (1%).

Figure 20



Respondent subgroups significantly more likely to have been satisfied with the **public library** included:

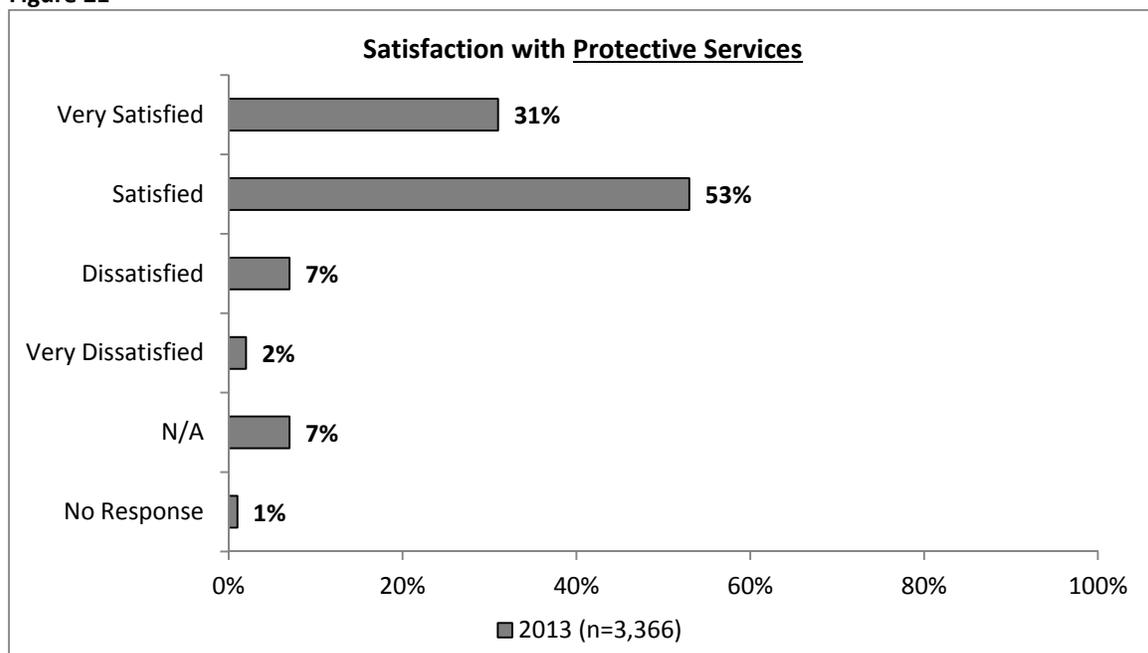
- ◆ Those who were satisfied, overall, with the Town's services (78%) versus those who were dissatisfied (66%);
- ◆ Those who felt that the quality of service provided by the Town has increased over the past 12 months (83%) versus those who felt that the quality of service has decreased (73%);
- ◆ Those who felt that they received "good" or "very good" value for their tax dollars (79%) versus those who felt that they received "fair" or "poor" value (75%);
- ◆ Those who have lived in Okotoks for 6 to 10 (81%) or 11 to 20 (79%) years versus those who have lived in Okotoks for 2 years or less (71%), 3 to 5 years (74%), or 21 years or more (76%);
- ◆ Those who are physically active for 3 to 4 (80%) or 5 or more (79%) hours per week versus those who are active for less than 3 hours (70%); and
- ◆ Those aged 18 to 34 (77%), 35 to 44 (84%), or 65 and older (76%) versus those aged 55 to 64 (71%).

3.3.9 Protective Services

With regards to protective services, including that of the RCMP, fire services, and municipal enforcement, more than four-fifths of the respondents (83%) indicated that they were either “satisfied” (53%) or “very satisfied” (31%). Nine percent (9%) were dissatisfied overall, while 7% were unable to say, as they were not personally familiar with protective services in Okotoks. See Figure 21, below.

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

Figure 21



Respondent subgroups significantly more likely to have been satisfied with **protective services** included:

- ◆ Those who were satisfied, overall, with the Town’s services (85%) versus those who were dissatisfied (61%);
- ◆ Those who felt that the quality of service provided by the Town has increased (90%) or remained the same (86%) over the past 12 months versus those who felt that the quality of service has decreased (66%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (87%) versus those who felt that they received “fair” or “poor” value (77%);
- ◆ Those who have lived in Okotoks for 3 to 5 (84%), 6 to 10 (85%), or 21 years or more (85%) versus those who have lived in Okotoks for 2 years or less (79%); and
- ◆ Those who are physically active for less than 3 hours per week (86%) versus those who are active for 5 hours or more (82%).

3.4 Overall Importance and Satisfaction Ratings

In addition to providing satisfaction ratings for the twelve (12) Town programs, services, and facilities, respondents were asked to provide a rating of importance for each. Through an analysis of these dual ratings for each service, areas of priority 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 the 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 twelve (12) programs, services, and facilities using a word-anchored scale. For ratings of importance, respondents were asked to rate the importance of each service using a scale of 1 to 4, where 1 meant “not at all important,” 2 meant “not very important,” 3 meant “somewhat important,” and 4 meant “very important.” With regards to ratings of satisfaction, respondents were asked to rate their level of satisfaction with each service using a scale of 1 to 4, where 1 meant “very dissatisfied,” 2 meant “dissatisfied,” 3 meant “satisfied,” and 4 meant “very satisfied.” Average scores for each service were determined.

Respondents’ importance and satisfaction ratings were plotted on the grid, whereby the axes intercepted at the average importance rating (mean=3.66) and the average satisfaction rating (mean=3.22), across all twelve (12) services. Figure 22, on page 55, demonstrates the perceptual map for each of the Town programs, services, and facilities measured. Table 8, on page 56, details the mean importance and satisfaction ratings for each program, services, or facility investigated.

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:

- ◆ (1) Public works;
- ◆ (2) Resource recovery;
- ◆ (10) Protective services; and
- ◆ (11) Water and sewer services.

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. These services include:

- ◆ (9) Development services.

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.

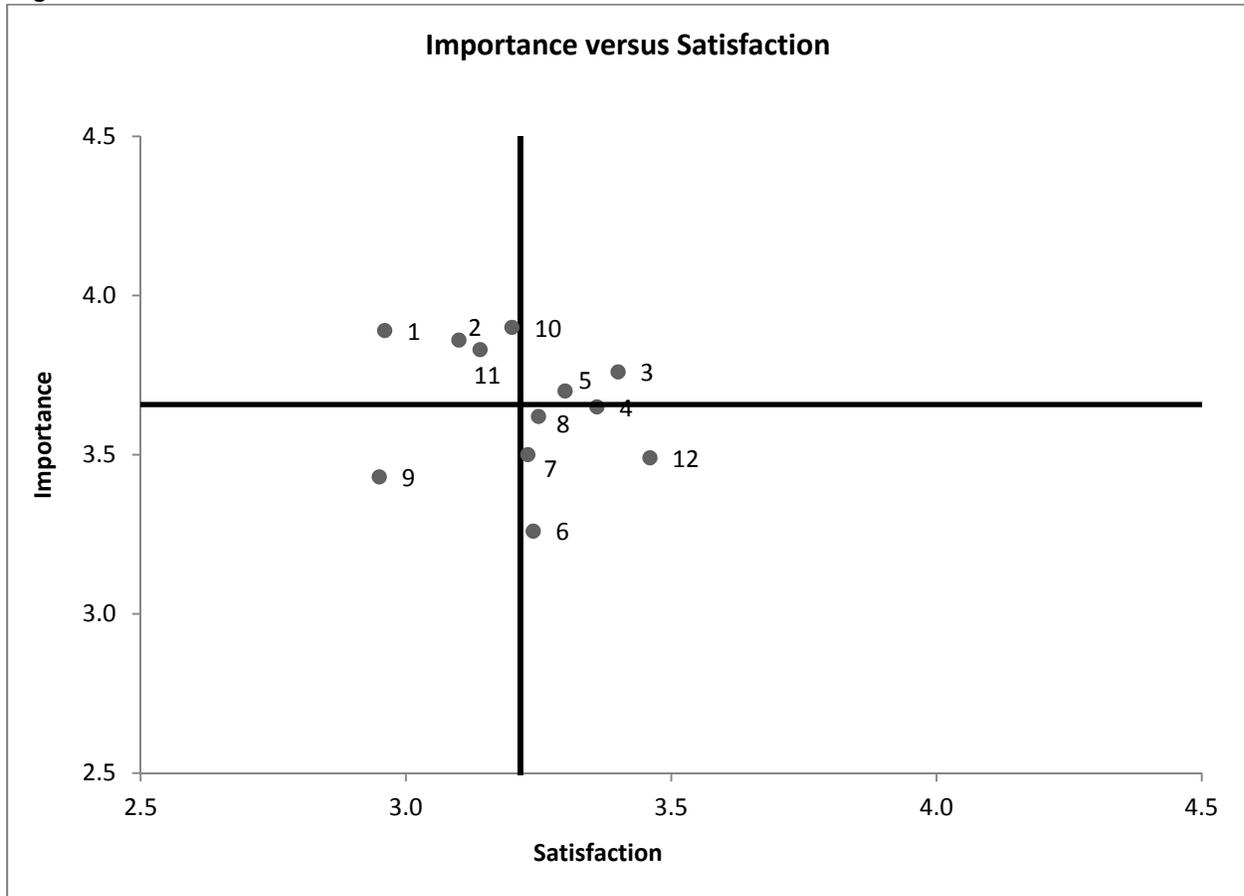
These services include:

- ◆ (4) Outdoor recreation facilities;
- ◆ (6) Cultural and Historical Services;
- ◆ (7) Community programming;
- ◆ (8) Social services; and
- ◆ (12) Public library.

When assessing the Town services included in the survey, services in the **upper right quadrant** were calculated as **key strengths or successes**, or services in which respondents reported higher than average importance and higher than average satisfaction. These services included:

- ◆ (3) Parks and pathways; and
- ◆ (5) Indoor recreation facilities.

Figure 22



Note: Axes set at 3.22 mean satisfaction rating and 3.66 mean importance rating
Scale: 1="not at all important"/"very dissatisfied"; 4="very important/satisfied"

1. Public Works (road maintenance and snow removal)
2. Resource Recovery (garbage and recycling)
3. Parks and Pathways
4. Outdoor Recreation Facilities (ball diamonds, soccer fields, playgrounds)
5. Indoor Recreation Facilities (pools, arenas, gym, fitness centre)
6. Cultural and Historical Services (Art Gallery, Museum, Performing Arts Centre)
7. Community Programming (recreation and leisure learning)
8. Social Services (Family & Community Support Services and Healthy Family Resource Centre)
9. Development Services (building permits, etc.)
10. Protective Services (RCMP, fire, municipal enforcement)
11. Water and Sewer Services
12. Public Library

Table 7

Average Satisfaction and Importance Ratings		
Town Program, Service, or Facility	Mean Ratings*	
	Satisfaction	Importance
1. Public Works (road maintenance and snow removal)	2.96	3.89
2. Resource Recovery (garbage and recycling)	3.10	3.86
3. Parks and Pathways	3.40	3.76
4. Outdoor Recreation Facilities (ball diamonds, soccer fields, playgrounds)	3.36	3.65
5. Indoor Recreation Facilities (pools, arenas, gym, fitness centre)	3.30	3.70
6. Cultural and Historical Services (Art Gallery, Museum, Performing Arts Centre)	3.24	3.26
7. Community Programming (recreation and leisure learning)	3.23	3.50
8. Social Services (Family & Community Support Services and Healthy Family Resource Centre)	3.25	3.62
9. Development Services (building permits, etc.)	2.95	3.43
10. Protective Services (RCMP, fire, municipal enforcement)	3.20	3.90
11. Water and Sewer Services	3.14	3.83
12. Public Library	3.46	3.49
Overall Mean (out of 4)	3.22	3.66

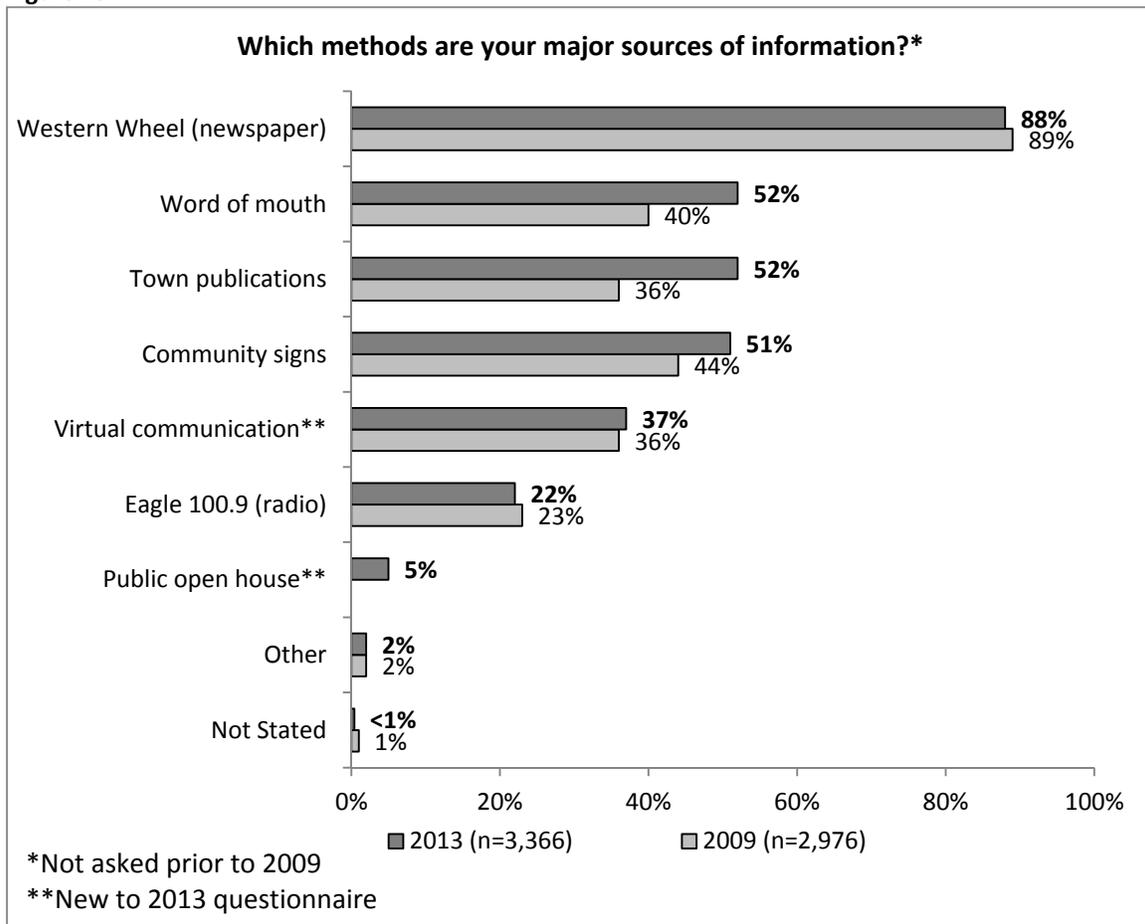
*Scale: 1="not at all important"/"very dissatisfied"; 4="very important/satisfied"

3.5 Sources of Municipal Information

The next section of the survey asked residents about the sources of information they use to stay informed about the Town of Okotoks. When asked what methods are their major sources of information, more than four-fifths of the respondents (88%) reported using the *Western Wheel*, comparable to 2009 survey results. More than half of the respondents each reported using word-of-mouth (52%, a significant increase from 40% in 2009), Town publications (e.g., the Community Guide, brochures, posters, utility bill inserts, the Community Report, etc.) (52%, a significant increase from 36% in 2009), and community signs (51%, a significant increase from 44% in 2009). See Figure 23, below.

Please Note: With regards to Town publications (Community Guide, brochures, posters, utility bill inserts, Community Report, etc.) in 2009, respondents were provided with the following wording: “Direct mail to home (brochures, flyers, utility bill inserts).”

Figure 23



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

- ◆ Those who felt that the quality of service provided by the Town has increased over the past 12 months (94%) versus those who felt that the quality of service has remained the same (89%);
- ◆ Those who have lived in Okotoks for 3 to 5 (85%), 6 to 10 (90%), 11 to 20 (93%), or 21 years or more (94%) versus those who have lived in Okotoks for 2 years or less (80%);
- ◆ Those who are physically active for 3 to 4 hours per week (90%) versus those who are active for less than 3 hours (86%); and
- ◆ Those aged 45 to 54 (91%), 55 to 64 (93%), and 65 and older (92%) versus those aged 18 to 34 (80%) or 35 to 44 (86%).

Respondent subgroups significantly more likely to use **Town publications** as a major source of information included:

- ◆ Those who were satisfied, overall, with the Town's services (53%) versus those who were dissatisfied (38%);
- ◆ Those who felt that the quality of service provided by the Town has increased (60%) or remained the same (52%) over the past 12 months versus those who felt that the quality of service has decreased (43%);
- ◆ Those who felt that they received "good" or "very good" value for their tax dollars (57%) versus those who felt that they received "fair" or "poor" value (44%); and
- ◆ Those aged 55 to 64 (55%) or 65 and older (61%) versus those aged 18 to 34 (46%) or 35 to 44 (49%).

Respondent subgroups significantly more likely to use the **Eagle 100.9 radio station** as a major source of information included:

- ◆ Those who have lived in Okotoks for 11 to 20 (27%) or 21 years or more (24%) versus those who have lived in Okotoks for 2 years or less (18%); and
- ◆ Those aged 35 to 44 (23%), 45 to 54 (32%), or 55 to 64 (27%) versus those aged 18 to 24 (12%) or those 65 and older (13%).

Respondent subgroups significantly more likely to use **word-of-mouth** as a major source of information included:

- ◆ Those who have lived in Okotoks for 3 to 5 (53%), 11 to 20 (54%), or 21 years or more (57%) versus those who have lived in Okotoks for 6 to 10 years (47%); and
- ◆ Those aged 18 to 34 (57%) or 65 and older (57%) versus those aged 35 to 44 (51%), 45 to 54 (47%), or 55 to 64 (50%).

Respondent subgroups significantly more likely to use **virtual communication** as a major source of information included:

- ◆ Those who felt that the quality of service provided by the Town has increased over the past 12 months (47%) versus those who felt that the quality of service has decreased (35%) or remained the same (37%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (39%) versus those who felt that they received “fair” or “poor” value (34%);
- ◆ Those who have lived in Okotoks for 2 years or less (44%), 3 to 5 (40%), 6 to 10 (36%), or 11 to 20 (36%) years versus those who have lived in Okotoks for 21 years or more (29%);
- ◆ Those who are physically active for 3 to 4 (38%), or 5 hours or more (40%) per week versus those who are active for less than 3 hours (32%); and
- ◆ Those aged 18 to 34 (47%), 35 to 44 (45%), 45 to 54 (35%), or 55 to 64 (33%) versus those 65 and older (24%).

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

- ◆ Those who were satisfied, overall, with the Town’s services (51%) versus those who were dissatisfied (42%);
- ◆ Those who felt that the quality of service provided by the Town has increased (57%) or remained the same (51%) over the past 12 months versus those who felt that the quality of service has decreased (44%); and
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (54%) versus those who felt that they received “fair” or “poor” value (44%).

Respondent subgroups significantly more likely to use **public open houses** as a major source of information included:

- ◆ Those who have lived in Okotoks for 6 to 10 (5%), 11 to 20 (7%), or 21 years or more (6%) versus those who have lived in Okotoks for 2 years or less (3%);
- ◆ Those who are physically active for 5 or more hours per week (6%) versus those who are active for less than 3 hours (4%); and
- ◆ Those aged 55 to 64 (6%) or those who are 65 and older (11%) versus those aged 18 to 34 (3%), 35 to 44 (3%), or 45 to 54 (4%).

When asked if there were any other methods that residents use as major sources of information, 29% of the respondents (n=59) cited the radio station Sun Country 99.7. Seventeen percent (17%) indicated that they use the internet, in general, while 10% each reported referring to the Town Office or Council, and community or local groups. See Table 9, below.

Table 8

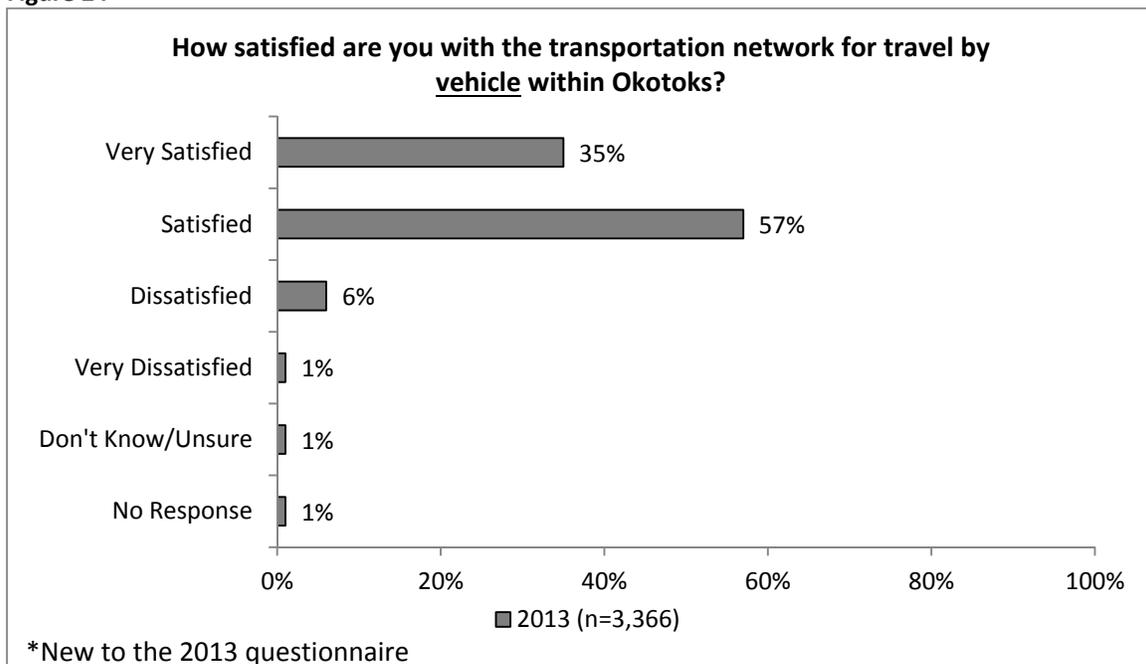
What <u>other</u> methods are your major sources of information regarding the Town of Okotoks?	
Base: Respondents who suggested other methods as major sources of information	Percent of Respondents* (n=59)
Sun Country 99.7 radio station	29
Internet (in general)	17
Town Office/Council/committee meetings/Chamber of Commerce	10
Community/local groups/committees	10
Community events/activities	5
Individual observation	3
Public library	3
Entertainment advertising/international/tourist advertising	3
Newcomers Club	3
97.9 FM radio station	3
Other (single mentions)	19

*Multiple responses

3.6 Transportation Network

New to the 2013 survey, residents were asked about their satisfaction with the transportation network within the Town of Okotoks, in terms of traveling both by vehicle and by physical movement. With regards to traveling by vehicle, respondents were first asked to rate their level of satisfaction with transportation infrastructure, such as bridges, roads, and streets. The vast majority of the respondents (91%) were either “satisfied” (57%) or “very satisfied” (35%)¹², while only 8% of the respondents were “dissatisfied” (6%) or “very dissatisfied” (1%). See Figure 24, below.

Figure 24



Respondent subgroups significantly more likely to be satisfied with the transportation network, in terms of **travel by vehicle**, included:

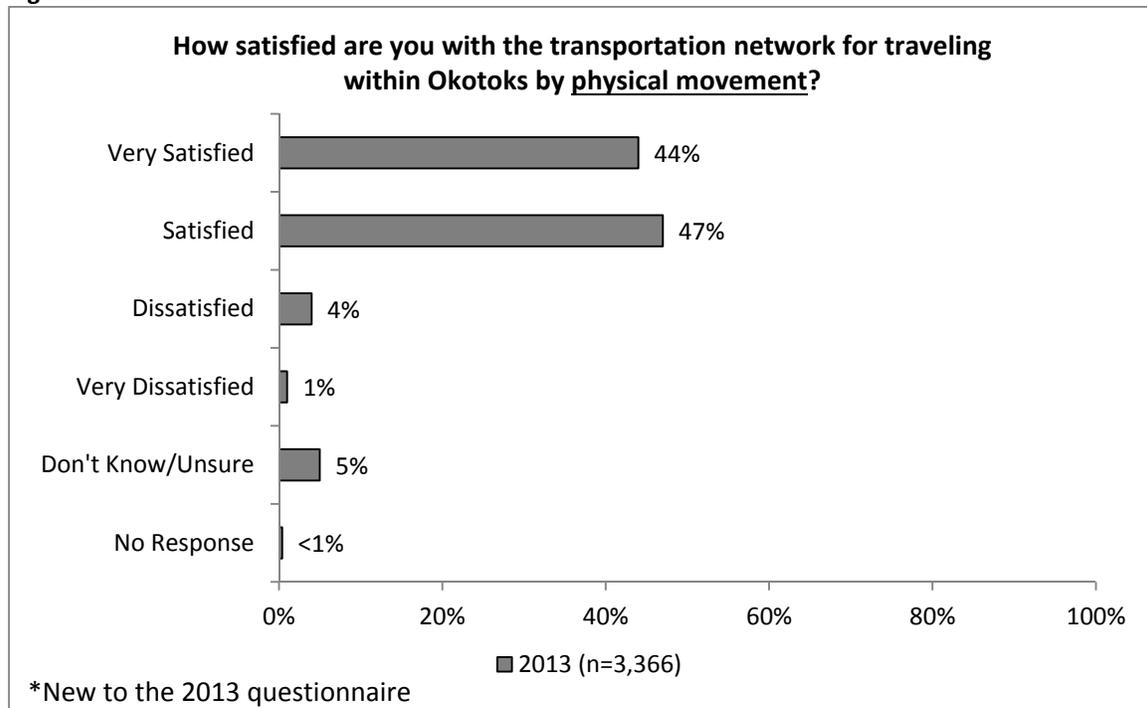
- ◆ Those who were satisfied, overall, with the Town’s services (93%) versus those who were dissatisfied (74%);
- ◆ Those who felt that the quality of service provided by the Town has increased (95%) or remained the same (93%) over the past 12 months versus those who felt that the quality of service has decreased (79%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (95%) versus those who felt that they received “fair” or “poor” value (85%);
- ◆ Those who have lived in Okotoks for 3 to 5 years (94%) versus those who have lived in Okotoks for 6 to 10 (90%), 11 to 20 (90%), or 21 years or more (90%); and

¹² Please note: Any discrepancies between individual and combined percentages, as presented in charts, tables, graphs, and/or text are due to rounding of the numbers.

- ◆ Those who are physically active for 3 to 4 hours per week (93%) versus those who are active for 5 hours or more (90%).

With regards to traveling by physical movement (i.e., traveling by bicycle, walking, running, etc.), 91% of the respondents reported that they were either “satisfied” (47%) or “very satisfied” (44%) with the transportation network, while 5% were “dissatisfied” (4%) or “very dissatisfied” (1%). See Figure 25, below.

Figure 25



Respondent subgroups significantly more likely to be satisfied with the transportation network, in terms of **travel by physical movement**, included:

- ◆ Those who were satisfied, overall, with the Town’s services (92%) versus those who were dissatisfied (83%);
- ◆ Those who felt that the quality of service provided by the Town has remained the same over the past 12 months (92%) versus those who felt that the quality of service has decreased (85%); and
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (93%) versus those who felt that they received “fair” or “poor” value (89%);
- ◆ Those who are physically active to 3 to 4 (92%) or 5 or more (93%) hours per week versus those who are active for less than 3 hours (86%); and
- ◆ Those aged 18 to 34 (94%), 35 to 44 (94%), 45 to 54 (93%), or 55 to 64 (88%) versus those aged 65 and older (82%).

Respondents were next asked what would encourage them or their family to walk or cycle more in the community. Sixteen percent (16%) of the respondents mentioned that improving or expanding pathways and sidewalks would encourage them to walk outside more, while 13% indicated that improving or increasing the amount of lighting in the area would encourage them. It is important to note that nearly one-third of the respondents (31%) were unsure or did not provide a response. See Table 10, below.

Table 9

What would encourage you or your family to walk or cycle more in our community?*	
	Percent of Respondents** (n=3,366)
Improve/increase/expand paths/sidewalks/crosswalks/overpasses	16
Improve/increase lighting (in general)	13
Improve/increase/expand river access/crossings/bridges	7
Maintenance/cleaning/removal of snow/ice/gravel/litter	5
Increase safety/security (in general)	4
Improve/increase bicycle paths/crossings/fewer multi-use paths	4
Connect paths/sidewalks/crossings/areas to each other	4
Better marking/control of crossings/paths (lines/crossing lights/etc.)	3
Improve traffic/traffic lights/control/signage/improve roads	3
Other (2% of respondents or less)	25
Nothing/satisfied with transportation network/is physically active	14
Don't Know/Not Stated	31

*New to the 2013 questionnaire

**Multiple responses

3.7 Municipal Taxation

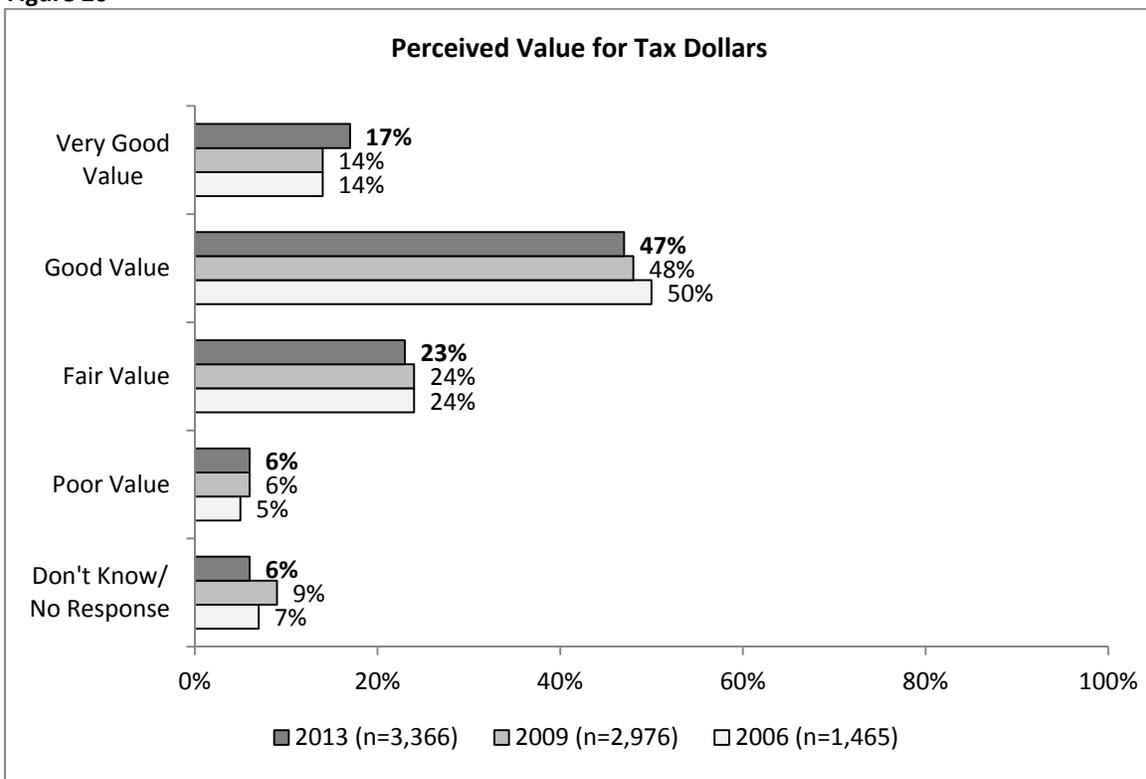
Respondents were provided with the following information, concerning the distribution of tax dollars by the Town of Okotoks:

“Approximately 63% of your property tax bill goes to the Town to fund municipal services (the remainder is collected on behalf of schools).”

In consideration of this, respondents were next asked to rate the value that they received for their tax dollars; just under two-thirds of the respondents (64%) reported that they received “good” (47%) or “very good” (17%) value, while 29% of the respondents reported receiving “fair” (23%) or “poor” (6%) value. See Figure 26, below.

Please Note: In the 2006 and 2009 survey years, respondents were informed that 70% of their property tax bill was used to fund municipal services, while the remaining 30% was for education and schools.

Figure 26



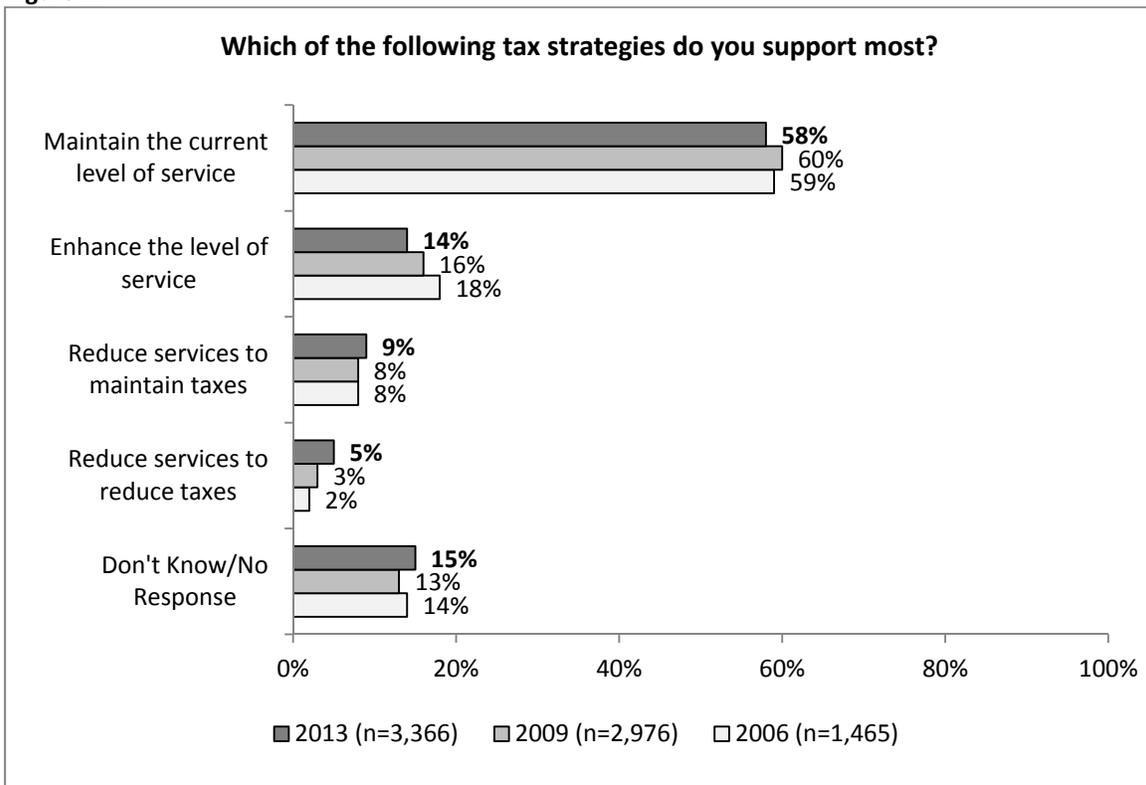
Respondent subgroups significantly more likely to have **felt that they received “good” or “very good” value for their tax dollars** included:

- ◆ Those who were satisfied, overall, with the Town’s services (68%) versus those who were dissatisfied (20%);
- ◆ Those who felt that the quality of service provided by the Town has increased (77%) or remained the same (67%) over the past 12 months versus those who felt that the quality of service has decreased (32%);
- ◆ Those who are physically active for 3 to 4 hours per week (68%) versus those who are active for less than 3 (63%) or 5 or more (63%) hours; and
- ◆ Those aged 45 to 54 (65%), 55 to 64 (68%), or 65 and older (70%) versus those aged 18 to 34 (59%).

Next, respondents were asked to think about the services in the Town of Okotoks, and consider which tax strategy they would most likely support for the next five (5) years. As shown in Figure 27, below, more than half of the respondents (58%, comparable to 2009 survey results) supported **maintaining the current level of services**, which may require a tax increase to *offset inflation*, while 14% supported **enhancing the level of services**, which may require a tax increase *above inflation* (a significant decrease from 16% in 2009). It is important to note that 15% of the respondents were unsure or did not provide a response.

Please Note: When excluding respondents who were unsure or did not provide a response, 68% of the respondents (n=2,876) supported maintaining the current level of services, while 16% supported enhancing the level of services. Ten percent (10%) supported reducing services to maintain current tax levels, and 6% supported reducing services to reduce taxes.

Figure 27



Respondent subgroups significantly more likely to support **enhancing the level of services** included:

- ◆ Those who felt that the quality of service provided by the Town has increased over the past 12 months (19%) versus those who felt that the quality of service has remained the same (14%);
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (16%) versus those who felt that they received “fair” or “poor” value (11%);
- ◆ Those who have lived in Okotoks for 2 years or less (16%), 6 to 10 years (15%), or 11 to 20 years (15%) versus those who have lived in Okotoks for 21 years or more (10%); and
- ◆ Those aged 18 to 34 (13%), 35 to 44 (17%), 45 to 54 (16%), or 55 to 64 (13%) versus those 65 and older (9%).

Respondent subgroups significantly more likely to support **maintaining the current level of services** included:

- ◆ Those who were satisfied, overall, with the Town’s services (60%) versus those who were dissatisfied (29%);
- ◆ Those who felt that the quality of service provided by the Town has increased (62%) or remained the same (61%) over the past 12 months versus those who felt that the quality of service has decreased (39%); and
- ◆ Those who felt that they received “good” or “very good” value for their tax dollars (68%) versus those who felt that they received “fair” or “poor” value (39%).

Respondent subgroups significantly more likely to support **reducing services to maintain current tax levels** included:

- ◆ Those who felt that the quality of service provided by the Town has decreased (12%) or remained the same (9%) over the past 12 months versus those who felt that the quality of service has increased (4%);
- ◆ Those who felt that they received “fair” or “poor” value for their tax dollars (16%) versus those who felt that they received “good” or “very good” value (6%); and
- ◆ Those who have lived in Okotoks for 21 years or more (11%) versus those who have lived in Okotoks for 2 years or less (7%).

Respondent subgroups significantly more likely to support **reducing services to reduce tax levels** included:

- ◆ Those who were dissatisfied, overall, with the Town’s services (17%) versus those who were satisfied (4%);
- ◆ Those who felt that the quality of service provided by the Town has decreased over the past 12 months (12%) versus those who felt that the quality of service has increased (3%) or remained the same (5%);
- ◆ Those who felt that they received “fair” or “poor” value for their tax dollars (14%) versus those who felt that they received “good” or “very good” value (1%); and
- ◆ Those who have lived in Okotoks for 3 to 5 (5%), 6 to 10 (5%), 11 to 20 (7%), or 21 years or more (5%) versus those who have lived in Okotoks for 2 years or less (2%).

Respondents were asked if they had any additional comments regarding this section of the survey; 5% of the respondents reported that they would like to see an improved budget and/or a better use of resources and funds. Three percent (3%) of the respondents each mentioned the following: maintain the current level of services; maintain the current level of taxes; were satisfied with current services and facilities, in general; and that taxes are too high. It is important to note that 62% of the respondents did not provide any comments. See Table 11, below.

Table 10

General Comments	
	Percent of Respondents* (n=3,366)
Better budgeting/use of resources/funds	5
Maintain current level of services/infrastructure/facilities/do not reduce/services are important	3
No tax increase/maintain current level of taxes/do not increase spending	3
Satisfied with current services/facilities (in general)	3
Taxes are too high/high enough	3
Would support an increase to enhance services/infrastructure/facilities/improve community/quality of life	2
Cost of living has increased/taxes have increased/dissatisfied with increases	2
Maintain current tax level and services provided	2
Need more responsible Council/better-running Town/unhappy with Council's commitment/fiscal management/decision	2
Depends on the amount of a tax increase/keep it under double-digits/within reason/only increase a little	2
Other (1% of respondents or less)	39
Don't Know/Not Stated	62

*Multiple responses

3.8 Respondent Profile

Table 12, below, demonstrates the demographic profile of the 2013 survey respondents.

Table 11

Demographic Profile of Survey Respondents	
	Percent of Respondents (n=3,366)
How long have you lived in the Town of Okotoks?	
Less than one (1) year	2
One (1) to five (5) years	37
Six (6) to ten (10) years	27
Eleven (11) to twenty (20) years	20
More than twenty (20) years	14
Mean	10.4 years
How much time do you spend being physically active (e.g., walking, playing sports, etc.)	
Less than one (1) hour/week	5
One (1) to two (2) hours/week	20
Three (3) to four (4) hours/week	30
More than four (4) hours/week	45
Not Stated	1
Which age group do you fit into?	
18 to 24 years old	2
25 to 34 years old	15
35 to 44 years old	25
45 to 54 years old	23
55 to 64 years old	19
65 or older	17
Not Stated	1

Finally, respondents were provided the opportunity to contribute any additional comments. Fifteen percent (15%) of the respondents reported that Okotoks is a great place to live and that they are satisfied with the people, environment, and the quality of life, overall. Three percent (3%) of the respondents each mentioned the following: that Okotoks is getting too big; that the Council and Town staff are doing a good job; and that the Town water supply should be improved, as residents are concerned about the water restrictions. It is important to note that 64% of the respondents did not provide any comments. See Table 13, below.

Table 12

Additional Comments	
	Percent of Respondents* (n=3,366)
Okotoks is a great place to live/raise a family/people are great/keep small town appeal/enjoy small town feel/good quality of life	15
Keep Okotoks small/getting too big/support sustainability/not being tied to Calgary/less retail expansion/current quality of life/no tax incentives to new businesses/do not lift population cap	3
Council/Mayor/Town staff are going a good job/keep up the good work/hope they can handle coming challenges	3
Ensure water supply/dislikes watering restrictions/better water sprinklers/preventing water crisis/no water park/more notice for boil water warnings/Town uses too much water on landscaping	3
Reduce taxes/more user-pay/cost is high/high cost of living/need better tax system	2
Good amenities/services available/accessibility	2
Traffic flow problems/need bridge/traffic lights/construction traffic is a problem/more connections/too much traffic	2
Satisfied with services/amenities/facilities/events	2
Dissatisfied with Town council/no focus/better planning/too focused on development and not enough quality of life/wasteful/need new people/ideas/some poor decisions/better communication/lack of accountability	2
People throw out too much/need more recycling/incentives/not enough people recycle/recycling centre needs improvement/more composting/better recycling bins/cost/service	2
Other (1% of respondents or less)	40
Don't Know/Not Stated	64

*Multiple responses

Appendix A
Survey Instrument



Town of Okotoks
2013 Community Household Survey

Online Authorization Code:

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 complete your survey online at www.banister.ab.ca/2013okotoks using the online authorization code above **by May 27, 2013**. If online survey participation is not possible, please complete this survey and drop off at the Municipal Centre or mail to the Town of Okotoks.

Please Note: The Freedom of Information and Protection of Privacy Act (FOIP) governs the information collected in this survey. Information collected will be used to determine community issues, concerns, and feedback on services provided by the Town of Okotoks. Banister Research will compile survey results and provide a report to Council that is available to the public.

Section I – Quality of Life

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, 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

General Comments:



Section II – Overall Satisfaction

7. 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

8. 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"/>					
B) Knowledge about the services they provide.	<input type="checkbox"/>					
C) Speed of response to inquiries & requests.	<input type="checkbox"/>					

9. 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"/>				
B) Decisions made by Council.	<input type="checkbox"/>				
C) Responsiveness of Council to Town issues.	<input type="checkbox"/>				

General Comments:

Section III – Satisfaction with Town Services & Facilities

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

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

11. 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

General Comments:



Town of Okotoks 2013 Community Household Survey

12. 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) Public Works (road maintenance & snow removal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
b) Resource Recovery (garbage and recycling)	<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"/>				
d) 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"/>				
e) Indoor recreation facilities (pools, arenas, gym, fitness centre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
f) Cultural and Historical Services (art gallery, museum, performing arts centre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
g) Community programming (recreation & leisure learning)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
h) 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"/>				
i) Development Services (building permits, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
j) Protective Services (RCMP, Fire, Municipal Enforcement)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
k) Water and Sewer Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
l) Public Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

13. 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"/> Town publications (Community Guide, brochures, posters, utility bill inserts, Community Report, etc.) |
| <input type="checkbox"/> Eagle 100.9 (radio) | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Virtual communication (i.e. Town website, social media, e-newsletters, etc.) | <input type="checkbox"/> Community signs |
| <input type="checkbox"/> Public open house | <input type="checkbox"/> Other [<i>Please Specify</i>]: |
-

14. How satisfied are you with the transportation network (bridges, roads, streets) for travel by vehicle within Okotoks?

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



15. How satisfied are you with the transportation network for traveling within Okotoks by physical movement (bicycle, walk, run, etc)?

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

16. What would encourage you or your family to walk or cycle more in our community? (please list items such as pathways, lighting, crosswalks, river crossings, etc.)

17. Approximately 63% of your property tax bill goes to the Town to fund municipal services (the remainder is collected on behalf of 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

18. 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: _____

Section IV – Information About You

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.

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

20. 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

21. Which age group do you fit into?

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

Additional comments may be provided below or use the back of this page:

Thank you for completing this survey.
If this survey was not completed online, please drop off at Town of Okotoks, 5 Elizabeth Street, in the 24 hour drop off box, or mail to PO Box 20, Okotoks, AB T1S 1K1 by June 7, 2013.