



FORUM
RESEARCH INC.



The Town of Sylvan Lake

2015 Community Satisfaction Survey

KEY FINDINGS REPORT



180 Bloor Street West
Suite 1400
Toronto, Ontario
M5S 2V6
Telephone (416) 960-3409
FAX (416) 960-6061
www.forumresearch.com



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Executive Summary

The results of the 2015 Community Satisfaction Survey for the Town of Sylvan Lake were very positive:

- ☐ The large majority of respondents said that quality of life in the Town of Sylvan Lake was either good or very good (92%);
- ☐ 84% of respondents said they were either satisfied or very satisfied with the Town's services overall; and,
- ☐ The majority (69%) said they receive fairly good or very good value for their tax dollars.

When it came to service delivery in the Town of Sylvan Lake, the highest satisfaction ratings were recorded for cemeteries, community special events, the public library, parks, trails and play grounds, as well as online services. Important to note is that there were significant differences in satisfaction levels by age and gender. Most notably, female respondents were significantly more satisfied than their male counterparts when it came to financial services as well as public consultation and municipal processes. Respondents aged 55+ were significantly more satisfied than respondents aged 35 to 54 when it came to waste collection services, financial services, and recreational programs; and younger respondents (aged 18 to 34) were significantly more satisfied with cemeteries as well as building and development permits than older respondents (55+).

The Town also performed well when it came to respondents' experience in dealing with municipal staff. Based on their most recent experience, the majority of respondents were either satisfied or very satisfied with the accessibility of the service / product (79%), the quality of the services provided by the service staff (75%) and the amount of time it took to get the service (72%).

Though close to half of respondents were not at all familiar with Family and Community Support Services (FCSS) as an organization, the majority of respondents were either satisfied or very satisfied with the particular services that it offers; this included Individual and Family Services, Senior Support Services, as well as Youth Services. This highlights an opportunity for increasing awareness of FCSS and its organizational mission within the community; this could significantly improve its outreach.

Looking toward the future, respondents said that the number one issue that should receive attention by Council was urgent care and/or access to improved healthcare services, including care for seniors (53%). Other top mentions included access to and/or construction of recreation and culture facilities (24%); as well as, water or access to long term water (15%). It followed that the majority of respondents said the most important projects for the Town of Sylvan Lake to focus on in the coming years are roads, sidewalks and traffic control, recreational facilities and water infrastructure and access.

In order to improve resident satisfaction with job the Town of Sylvan Lake moving forward, derived importance revealed top priorities moving forward. These are: Recreational programs, traffic flow and road design, municipal enforcement, general road condition and maintenance, building and development permits, public consultation and municipal processes, as well as snow removal.

Background and Methodology

Background and Objectives:

The Town of Sylvan Lake is a small town located in Central Alberta and rests on the Southeast bank of Sylvan Lake. Though its beautiful water and beaches make it one of the most popular tourist destinations in the province, the town is also home to a growing population of over 14,000 residents. Although previous community surveys have been conducted using online methods, the Town hired Forum Research to establish a sound and statistically valid Community Survey that could help inform the Town's strategic priorities moving forward. Specifically, the core objectives of the 2015 Community Survey were to:

- ✓ Measure public satisfaction with services offered by the Town;
- ✓ Measure perceived value for taxes and fees;
- ✓ Determine public awareness and satisfaction levels with the Town's long-term planning vision;
- ✓ Determine communication and information needs of the public;
- ✓ Identify spending priorities over the next few years; and,
- ✓ Measure general quality of life perceptions of residents.

Questions and Analysis:

Derived Analysis:

Forum Research introduced 'derived importance' to help determine strategic priorities for the Town of Sylvan Lake moving forward. Derived importance is a statistical calculation based on the correlation between the input variables (i.e. satisfaction with individual services and programs) and an outcome variable (i.e. satisfaction with services overall). Specifically for this study, the question trying to be answered was: How much impact does a change in satisfaction of a particular service/program have on satisfaction with the job the Town of Sylvan Lake is doing overall? This correlation reveals the extent to which various service items are related to or drive overall satisfaction.¹ Ultimately, driver analysis relies on a statistical predictive model to determine priorities for the Town of Sylvan Lake and can help inform the future allocation of municipal funding.

Treating "Don't know" / "No opinion" Responses

In instances where respondents were asked to rate their *satisfaction* with various Town services, facilities, or events, those who were unable to provide a response (i.e. answered "don't know" or "no opinion") were removed from the analysis.

¹ It is generally regarded in marketing research that stated importance- that is asking a respondent to state how important a service item is to them- is not a reliable measure of the degree to which any service impacts the outcome variable being measured (i.e. satisfaction with services overall, quality of life, etc.). This is because people tend to over- or under-state the importance of attributes for a variety of reasons.

Field Dates and Margin of Error

Phase One: Computer-Assisted-Telephone-Interviewing (CATI)

The first phase of research was conducted via live agent Computer-Assisted-Telephone-Interviewing (CATI) of randomly selected residents in the Town of Sylvan Lake. Respondents were called from August 31st to September 9th, 2015. A total of 404 interviews were completed, each approximately 12 minutes in length. The margin of error was +/-4.81, at the 95% confidence level; this is an acceptable margin of error for studies of this nature. Results from this phase inform the results of this report.

Phase Two: Online Survey

As a value added, and to ensure all residents of the Town of Sylvan Lake had an opportunity to take part in the study, the Community Satisfaction Survey was also available to be completed online. Results from the online survey method can be found in *Appendix 1.2*.²

² It is important to note that the online survey, in some cases, yielded significantly different results from the telephone survey. This can be largely attributed to the differing methodologies. Unlike the telephone survey, respondents completed the online questionnaire by going onto the Town of Sylvan Lake website. Typically, this type of set up attracts either respondents who are extremely satisfied and want to contribute positively to the overall results, or respondents who are extremely *dissatisfied* and want to take the opportunity to “vent”. In other words, this type of online methodology attracts respondents on the extreme sides of the spectrum, as opposed to a random inclusion of respondents whose participation is encouraged by a live representative and who might not have otherwise gone out of their way to complete the survey.

Statistics Simplified

How was sample size chosen?

Sample size is driven by the need to produce statistically accurate results that represent the population at large. Ultimately, larger sample sizes are necessary when a great deal of statistical analysis will be performed and cutting the data into smaller pieces is required. Smaller sample sizes are necessary when the data will be analyzed in aggregate; in other words, the data do not get segmented and cut into smaller pieces. In the case of the Town of Sylvan Lake, Forum focused on analyzing the data in aggregate as it reflects the total population at large. Given this requirement, the sample size of 404 was more than adequate and provided statistically representative survey results that accurately reflect the opinions of the total population.

Key Terms

Margin of error: Expressed as a plus or minus figure, and tells you the upper and lower boundaries of how “off” your results could be from the true population.

Confidence level: Set by the researcher and represents how often the true percentage of the population who gives a response, will fall within the margin of error (i.e. how confident you can be in your results). For example, at the 95% confidence level, responses would fall within the margin of error 19 times out of 20 if it were to be repeated over and over.

Population: The total number of people in the group being studied (i.e. total number of residents in the Town of Sylvan Lake that are 18+).

What is significance testing?

Forum research applied statistical significance testing to analyze survey results by certain demographics (i.e. age and gender). Statistical significance testing tells us whether or not differences between the observed percentages are reflective of real differences in the population, or are merely a chance occurrence. As well, it allows for deeper analysis of different segments among the population. Statistical significance takes into account difference in percentage points, sample size, distribution, etc. For this reason, it may be found given two sets of variables with the same percentage point difference that one reveals a statistically significant difference in the population, while the other does not.

What is a “Top Box” and “Bottom Box” Score?

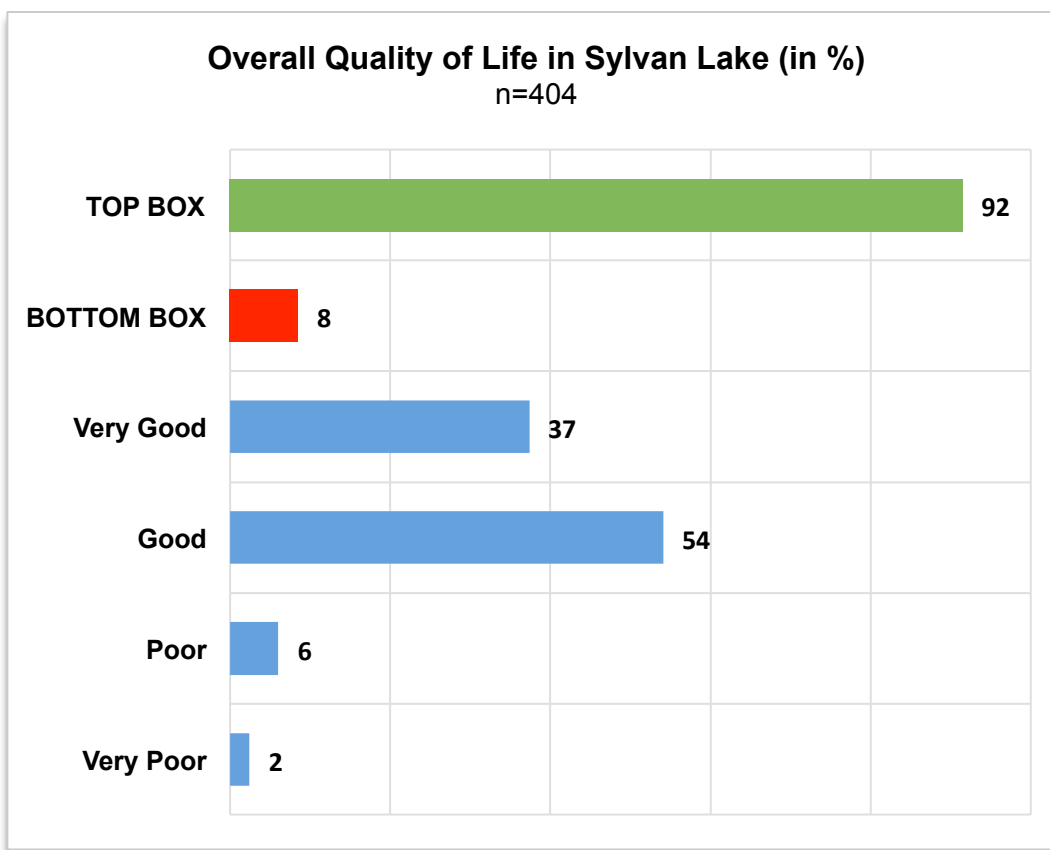
The top box score (also referred to as Top 2 box % / Top box %) is a research wide accepted practice and is the best way to understanding satisfaction when using a 4 or 5 point scale. It is simply the net percentage of the highest categories on the rating scale. For example, if the scale is: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, and Very Dissatisfied, then the combined number of respondents who answered either ‘Very Satisfied’ or ‘Somewhat Satisfied’ would be reported as the top 2 box score. Conversely, the bottom box score is the net percentage of respondents of the lowest categories of the rating scale. Using the same example, the combined number of respondents who answer ‘Somewhat Dissatisfied’ or ‘Very Dissatisfied’ would be grouped together to represent the bottom box score.



Quality of Life and Satisfaction with Services

Overall Quality of Life Rating

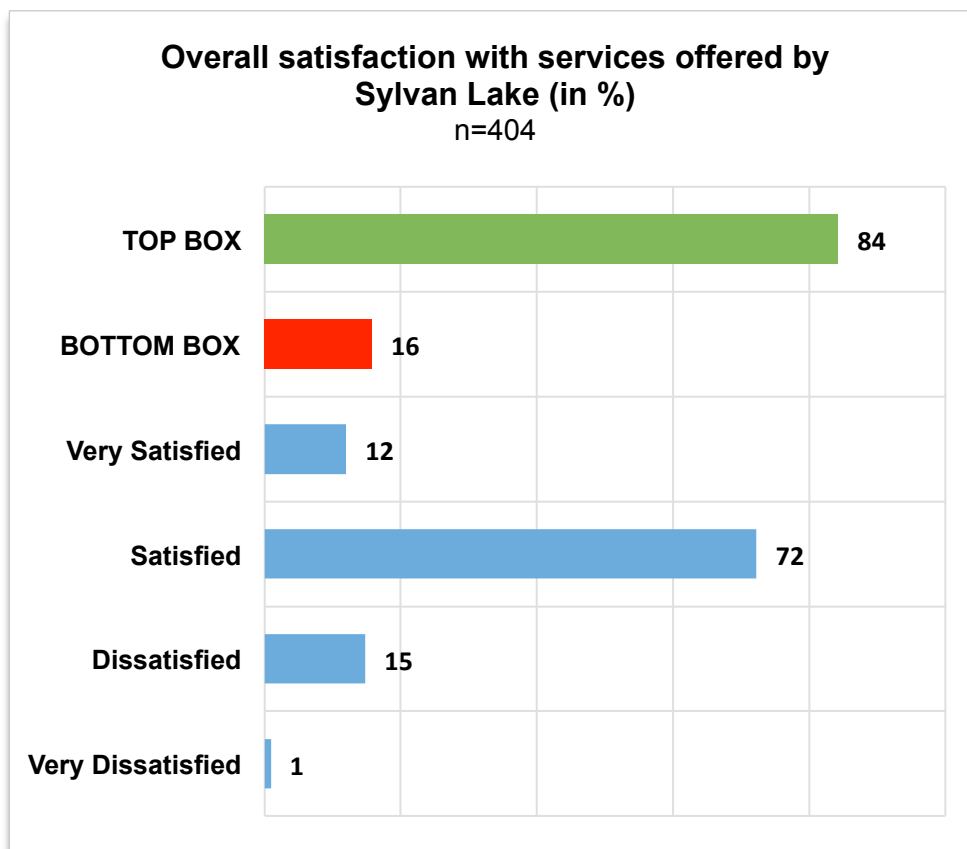
How did residents rate overall quality of life in the Town of Sylvan Lake? Overall, the majority of respondents (92%) said that quality of life in the Town of Sylvan Lake was either good or very good (54% and 37%, respectively). Only 8% of respondents said quality of life was poor or very poor (6% and 2%, respectively).



Q1. How would you rate the overall quality of life in the Town of Sylvan Lake today?

Overall Satisfaction with Services

When it comes to satisfaction with services offered by the Town of Sylvan Lake, the large majority of respondents said they were either satisfied (72%) or very satisfied (12%). Dissatisfaction ratings were low, with only 16% of respondents saying they were dissatisfied or very dissatisfied with services overall (15% and 1%, respectively).

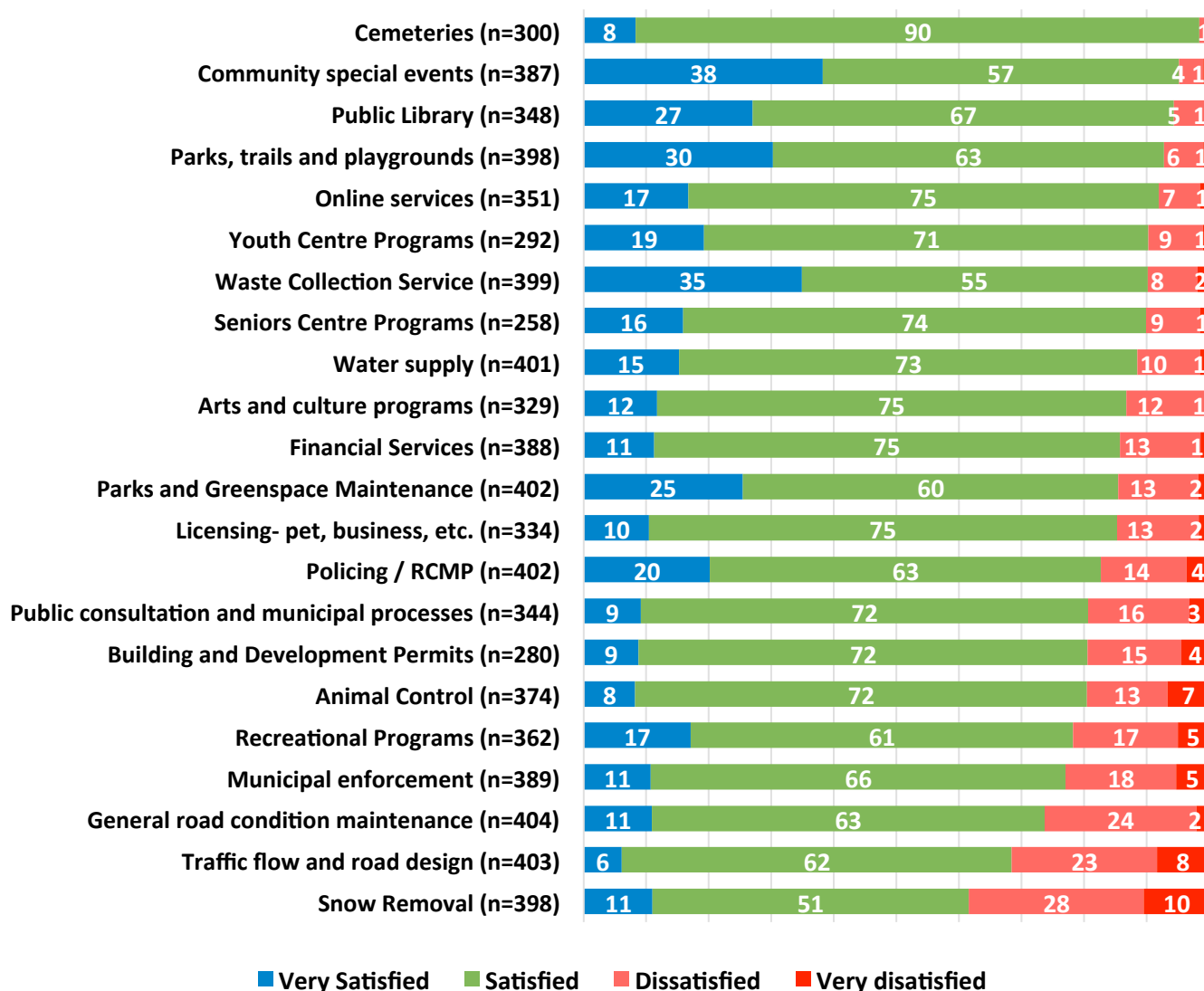


Q2. Thinking about all of the services offered by the Town of Sylvan Lake, would you say you are...?

Satisfaction with Discrete Services

Respondents were asked to rate their satisfaction with various discrete services offered by the Town of Sylvan Lake. When looking at top 2 box responses (satisfied/very satisfied), the highest satisfaction scores were recorded for: Cemeteries (98%); community special events (95%); public library (94%); parks, trails and playgrounds (93%); and online services (92%). Contrastingly, lowest satisfaction scores were recorded for: Snow removal (62%); Traffic flow and road design (68%); as well as general road condition maintenance (74%).

Satisfaction with Discrete Services (in %)



Q3. We would like your opinion on various services offered by the Town of Sylvan Lake. Thinking about your satisfaction with <service>, would you say you are...?

Service Satisfaction by Age and Gender

The following table presents top 2 box scores (satisfied / very satisfied) for services offered by the Town of Sylvan Lake by age and gender. This comparison highlights the extent to which differences amongst age groups, as well as differences by gender are statistically higher or lower than each other, i.e. outside the margin of error (blue=significantly higher and gray=significantly lower).

For example, when looking at results by age, satisfaction with waste collection service was significantly higher amongst respondents aged 55+ than respondents aged 35 to 54 (97% vs. 91%, respectively). Similarly, when looking at results by gender, females were significantly more satisfied with financial services than were their male counterparts (94% vs. 78%, respectively).

Service / Program	Top 2 Box %	AGE			GENDER	
		18 to 34	35 to 54	55+	Male	Female
Cemeteries	98	100	98	95	99	98
Community special events	95	95	96	95	92	98
Public Library	94	90	98	97	92	96
Parks, trails and playgrounds	93	95	91	92	89	96
Online services (Municipal website, social media use, etc.)	92	91	91	96	90	94
Youth Centre Programs	90	93	88	89	86	94
Waste Collection Service	90	85	91	97	90	90
Seniors Centre Programs	90	92	89	88	83	96
Water supply	89	87	89	91	84	93
Arts and culture programs	87	83	89	90	88	85
Parks and Greenspace Maintenance	86	84	85	89	82	89
Financial Services (i.e. taxes, preauthorized payments, etc.)	86	80	87	94	78	94
Licensing (i.e. pet, business, etc.)	85	77	91	87	82	89
Policing / RCMP	83	75	87	90	77	89
Public consultation and municipal processes	81	84	81	74	73	89
Building and Development Permits	81	88	79	70	74	88
Animal Control	80	85	78	76	77	84
Recreational Programs	78	79	74	86	78	79
Municipal enforcement	77	74	79	79	71	84
General road condition maintenance	74	69	76	79	75	72
Traffic flow and road design	68	73	67	61	71	66
Snow Removal (this includes only roads, trails and paths)	62	53	61	80	65	59
<i>Significant differences at the 95% confidence level</i>						

Strategic Priorities using Derived Importance

The priority items displayed in the table below take into account two important pieces of information. First, derived importance, which is the correlation of each discrete service with overall satisfaction (*refer back to page 5 for full description of derived importance*); and second, room for improvement in satisfaction scores (i.e. percentage of respondents who did not give a top 2 box score for that particular service). By focusing on the services that are the most important *and* have the most room for improvement, the Town can be most productive with its resources.

The priority table below reveals that top priorities to improve overall satisfaction with the services provided by the Town of Sylvan Lake moving forward are: Recreational programs, traffic flow and road design, municipal enforcement, general road condition and maintenance, building and development permits, public consultation and municipal processes, as well as snow removal.

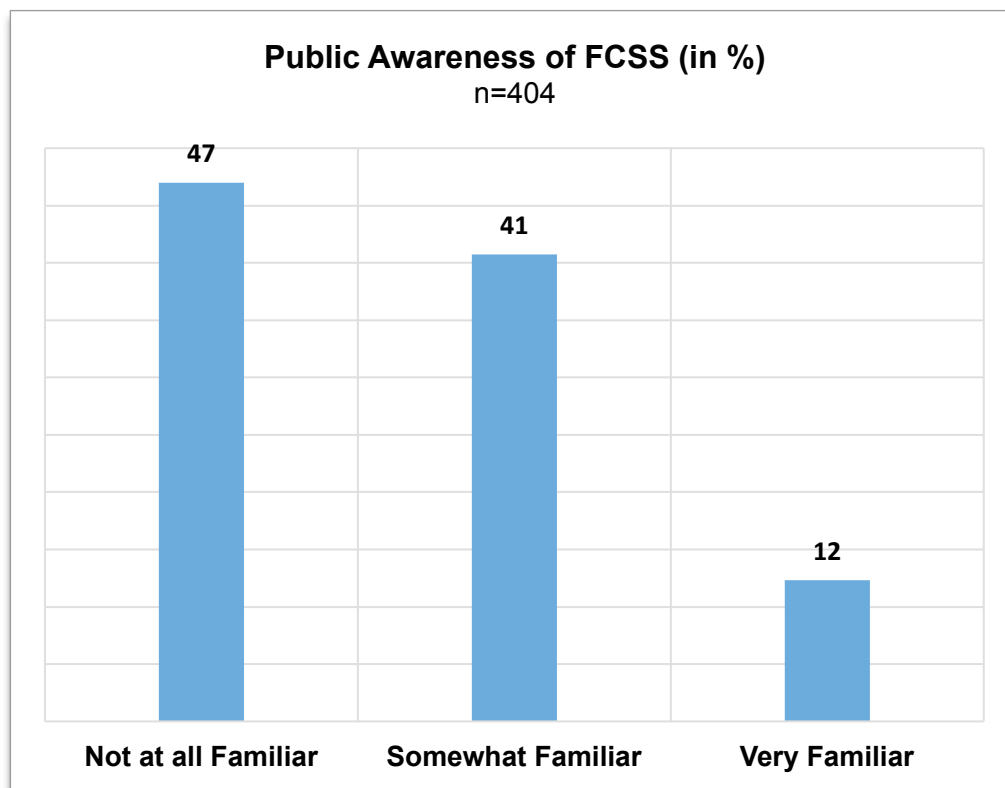
Priority	Program / Service Area	Derived Importance	Satisfaction (%)
1	Recreational programs	0.48	78
2	Traffic flow and road design	0.30	68
3	Municipal enforcement	0.33	77
4	General road condition maintenance	0.24	74
5	Building and Development Permits	0.32	81
6	Public consultation and municipal processes	0.31	81
7	Snow Removal (this includes only roads, trails and paths)	0.13	62
8	Policing / RCMP	0.23	83
9	Licensing (i.e. pet, business, etc.)	0.26	85
10	Arts and culture programs	0.27	87
11	Parks and Greenspace Maintenance	0.22	86
12	Animal Control	0.15	80
13	Financial services (i.e. taxes, pre-authorized payments, etc.)	0.20	86
14	Waste Collection Service	0.24	90
15	Youth Centre Programs	0.22	90
16	Parks, trails and playgrounds	0.27	93
17	Seniors Centre Programs	0.19	90
18	Online services (Municipal website, social media use, etc.)	0.24	92
19	Community special events	0.33	95
20	Water supply	0.11	89
21	Public Library	0.19	94

High Priority
Medium Priority
Low Priority

Family and Community Support Services

Public Awareness of FCSS

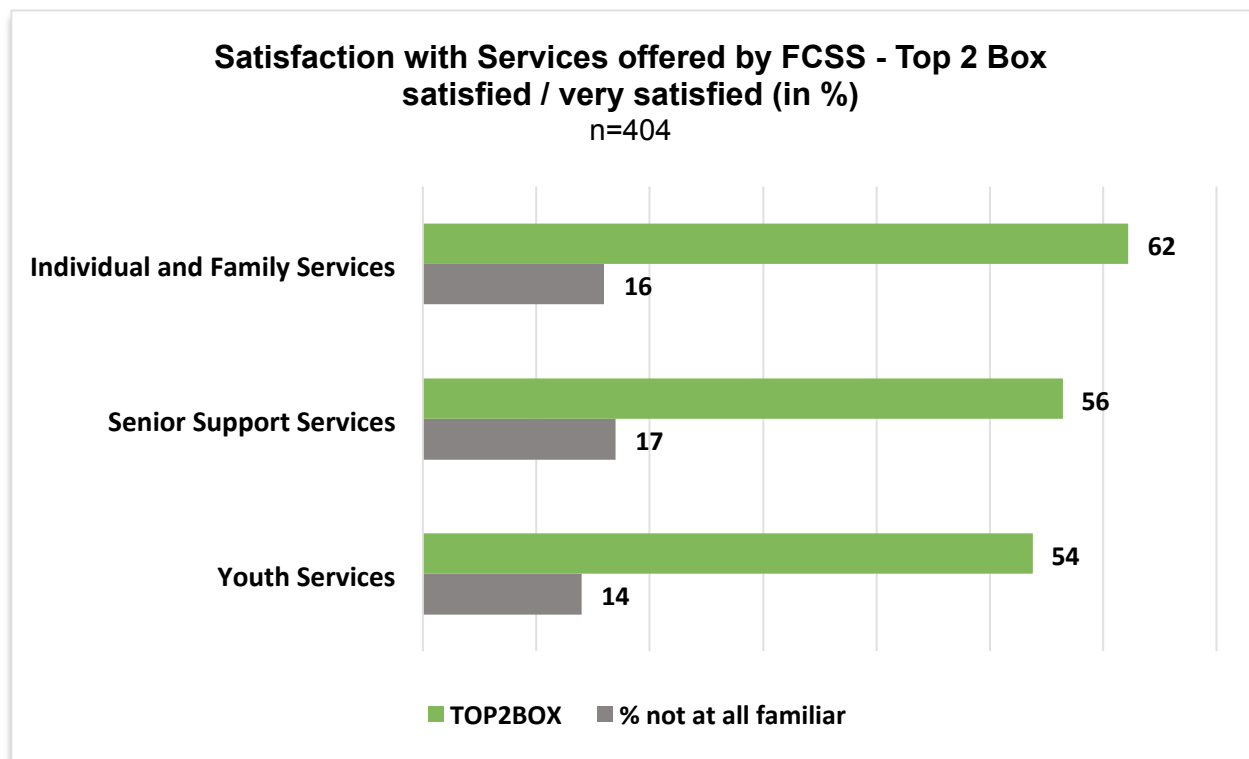
Family and Community Support Services (FCSS) is an organization within the municipal government that works co-operatively with social serving agencies in the community; it supports the development of networks, programs and processes that promotes social well-being. In a focused, coordinated and productive manner, it looks to address social development and service delivery issues within the community. Ultimately, its capacity to make a difference in the community rests (on some level) on resident awareness and perceptions of the organization and its role. For this reason, respondents were asked how familiar they were with FCSS and the range of services that it offers. Interestingly, nearly half of respondents (47%) said they were 'not at all familiar' with FCSS. Only 12% of respondents said they were 'very familiar', and the remaining 41% said they were 'somewhat familiar'.



Q4. How familiar are you with Family and Community Support Services (FCSS) and the range of services that it offers?

Satisfaction with Services offered by FCSS

Respondents were asked to rate their satisfaction with specific services offered by FCSS. The majority of respondents said they were either satisfied / very satisfied with Individual and Family Services (62%), Senior Support Services (56%) as well as Youth Services (54%). Important to note is that a small proportion of respondents were aware of the specific services offered by FCSS (i.e. gave a satisfaction score), even though they were not at all familiar with FCSS. For example, 16% of respondents who said they were either satisfied or very satisfied with individual and family services, also said they were not at all familiar with FCSS. Ultimately, these results not only offer a measure of service performance, but also highlight a gap between awareness levels of FCSS as an organization and awareness with the services that it offers.

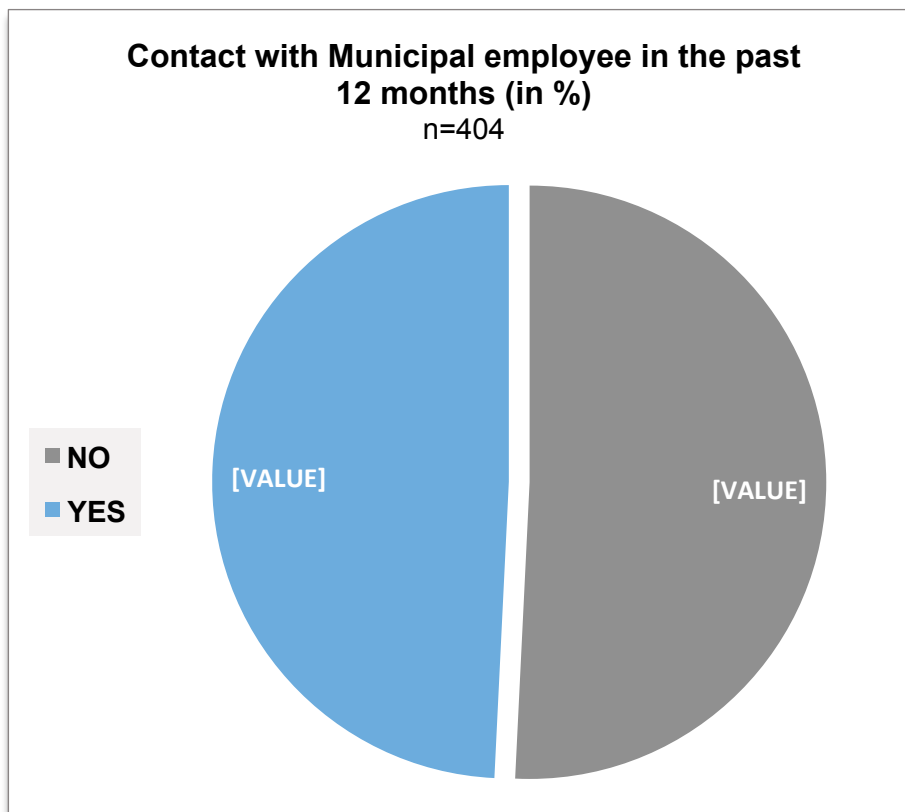


Q5. Please indicate how satisfied you are with each of the following types of services offered by the FCSS. Starting with <service>. Would you say you are...?

Interaction with Municipal Personnel

Personal Contact with Municipal Personnel

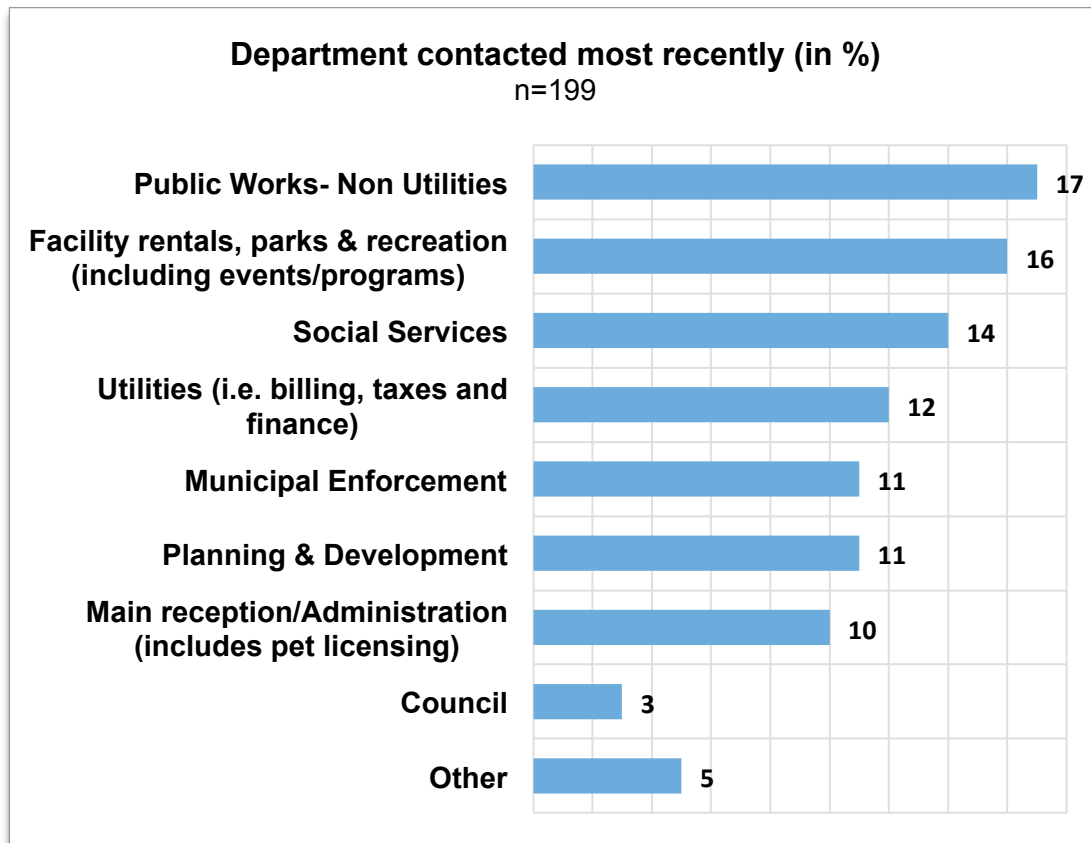
When respondents were asked whether or not they have had contact (via in-person, email, etc.) with a municipal employee in the past 12 months, nearly half (49%) said that they had.



Q6. Have you had any personal contact (via in-person, telephone, email etc.) with the Town of Sylvan Lake over the past 12 months?

Department Most Recently Contacted

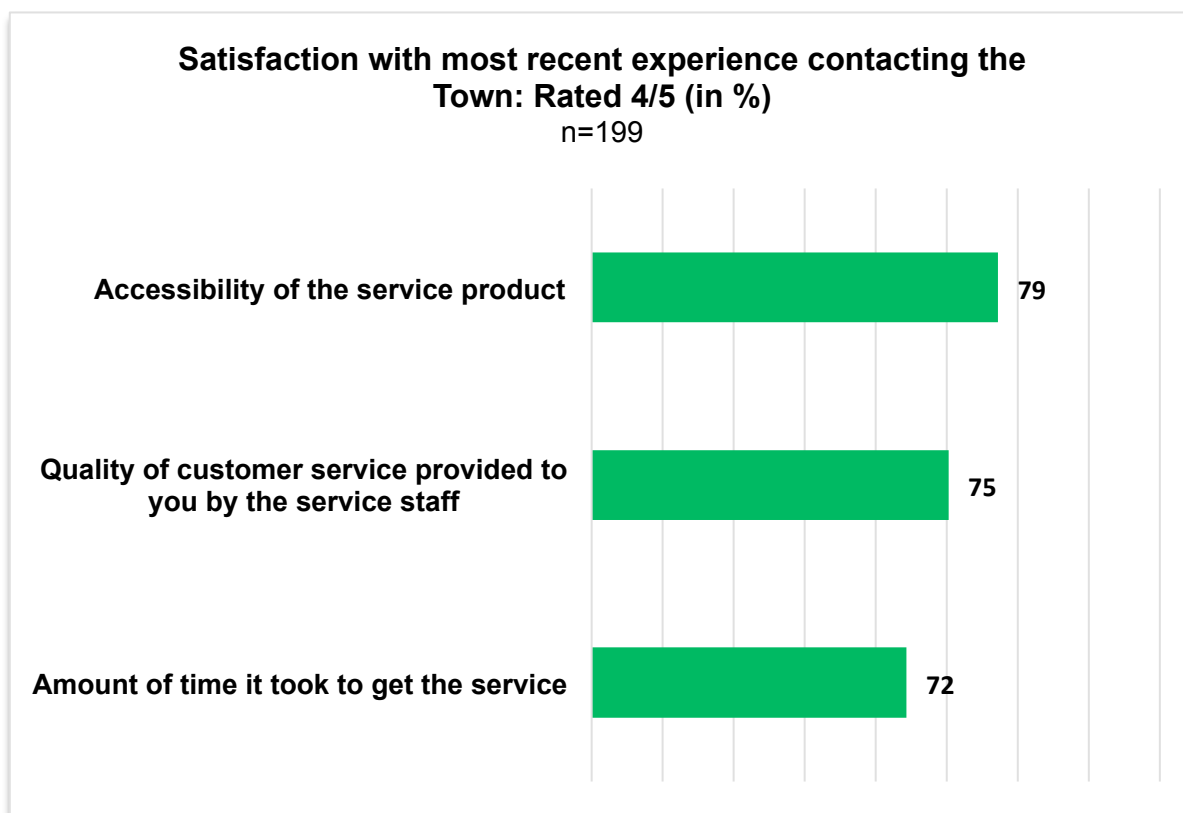
Respondents who said they have had contact with a municipal employee in the past 12 months, were then asked which department they had contacted most recently. The largest proportion of respondents said they had contacted Public Works (17%), as well as facility rentals, parks and recreation (16%).



Q7. What department have you had contact with most recently?

Satisfaction with various aspects of service provided by staff

Again, respondents who said they have had personal contact with a municipal employee in the past 12 months were also asked to rate their satisfaction with various aspects of the service provided, where 1 meant very dissatisfied, and 5 meant very satisfied. Satisfaction scores (rated 4/5) ranged from 72% to 79% where accessibility of the service or product was rated highest (79%) and the amount of time that it took to get the services was rated lowest (72%).

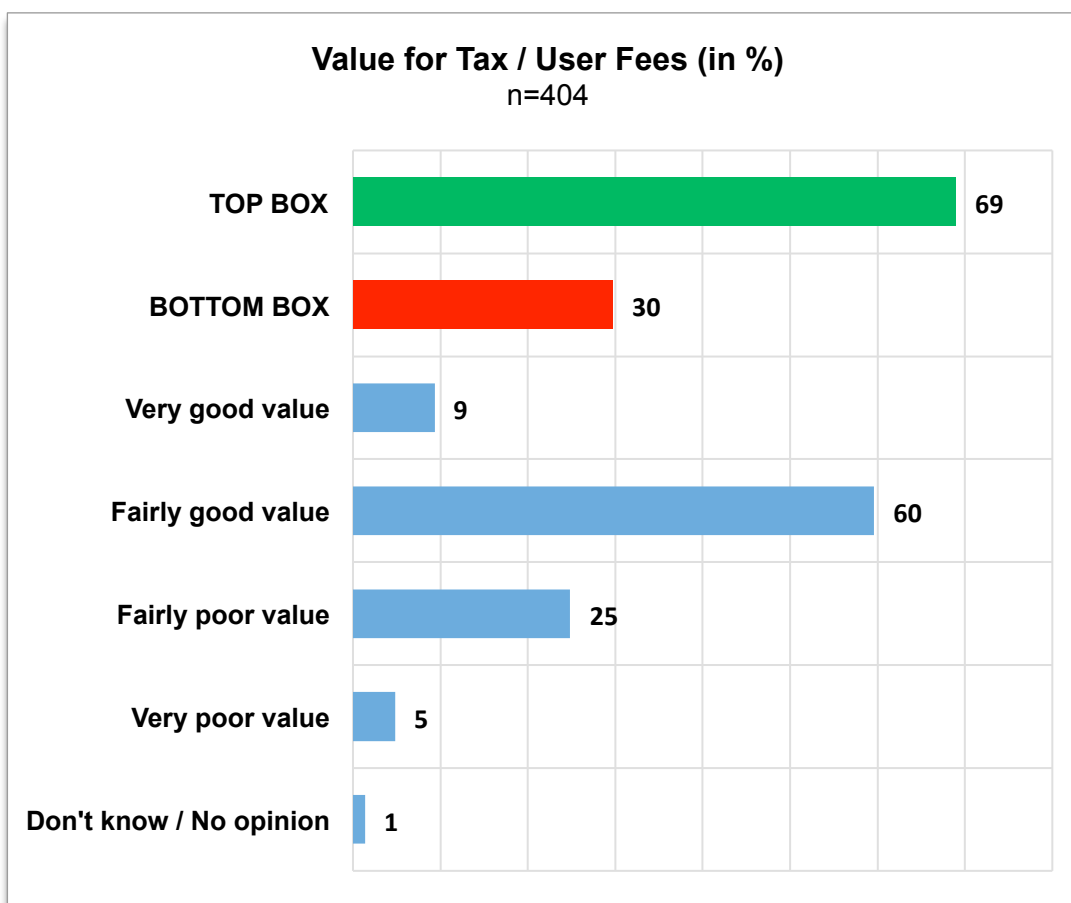


Q8. Based on your most recent experience and contact with the Town, please rate your satisfaction for each of the following statements on a 5-point scale, where 1 means “very dissatisfied” and 5 means “very satisfied”.

Financial and Long-term Planning

Value for Tax / User Fees

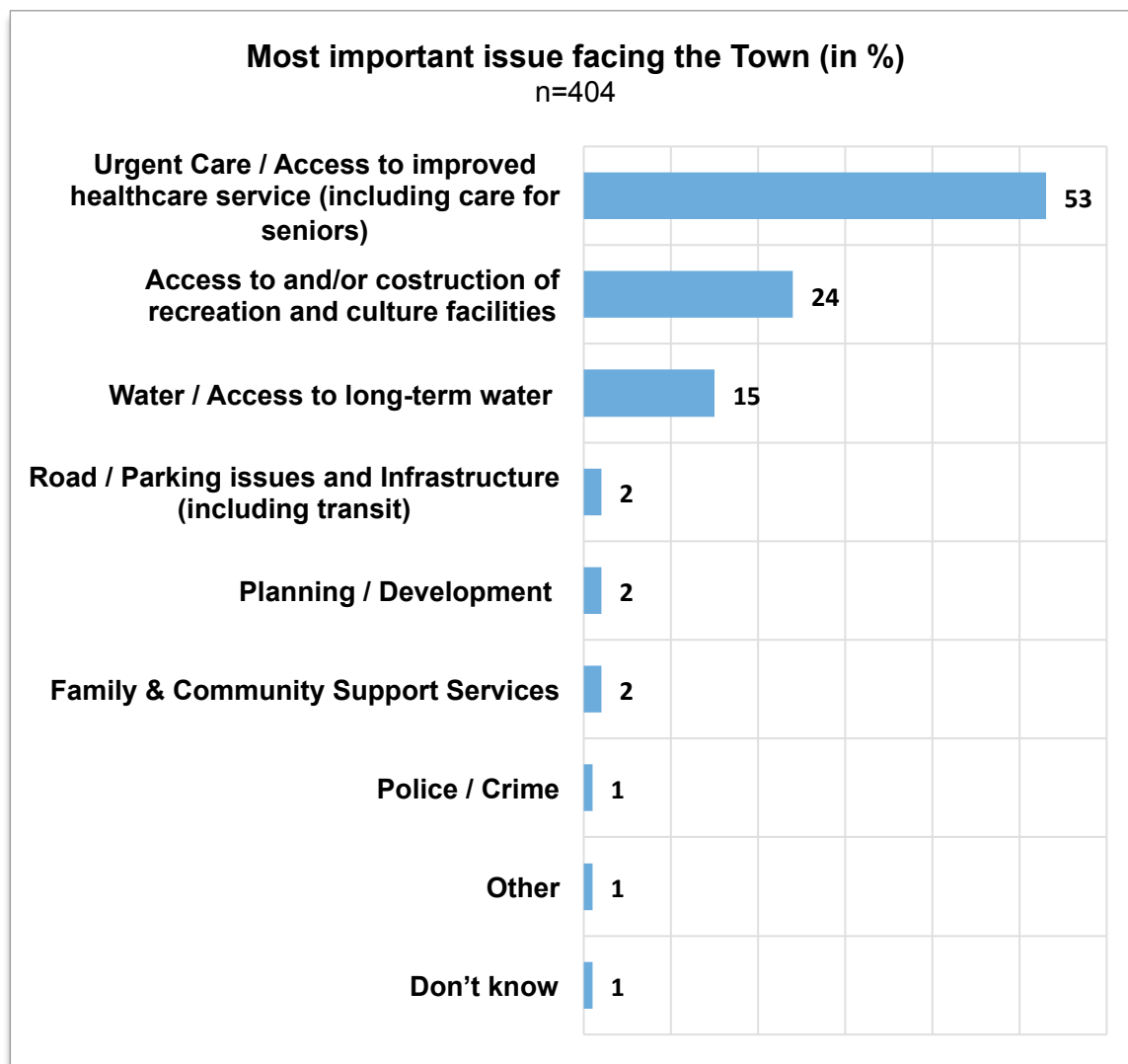
How much value do residents feel they get for their tax dollars / user fees? The majority of respondents (69%) said they receive either very good or fairly good value for their tax dollars (9% and 60%, respectively). Contrastingly, a quarter of respondents said they receive fairly poor value and 5% said they receive very poor value.



Q9. Thinking about all of the programs and services you receive from the Town of Sylvan Lake, how much value do you feel you get for your tax dollars and or user fees? Would you say...?

Most important issue

Respondents were asked what they believed to be the number one issue that should receive the most attention by Council. The top mentions were: Urgent care / access to improved healthcare service, including care for seniors (53%); access to and/or construction of recreation and culture facilities (24%); as well as, water or access to long term water (15%).

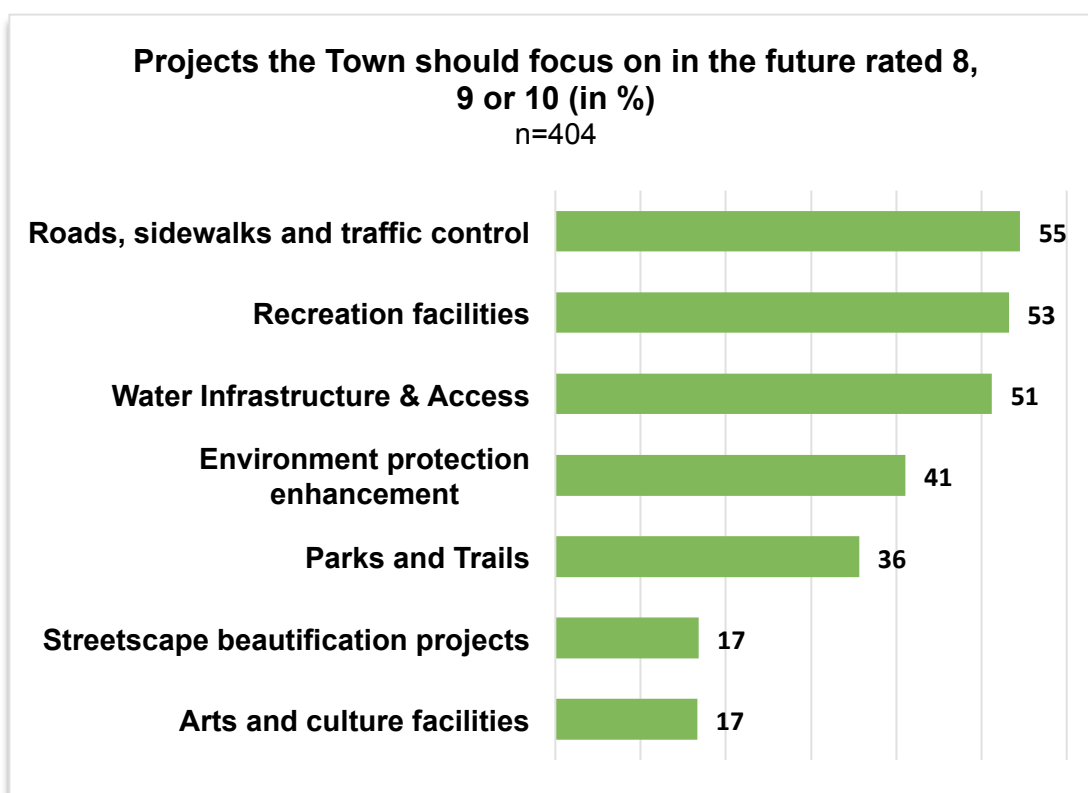


Q10. What would you say is the most important issue facing the Town of Sylvan Lake today that should receive attention by Council?

Projects to focus on in the Future

In order to help guide which projects the Town of Sylvan Lake should focus on in the next few years, on a scale of 1 to 10 where 1 is the lowest priority and 10 is a very high priority, respondents were asked to give a priority rating for various projects. The majority of respondents rated the following projects as the highest priority for the future (Top box: rated 8/9/10): Road, sidewalks and traffic control (55%), recreational facilities (53%) and water infrastructure and access (51%).

Respondents were also asked if there were any other priority issues that perhaps had been overlooked. Though the majority of respondents have nothing to add, a small proportion of respondents mentioned Town maintenance (more generally), beach and lake development, as well as healthcare.



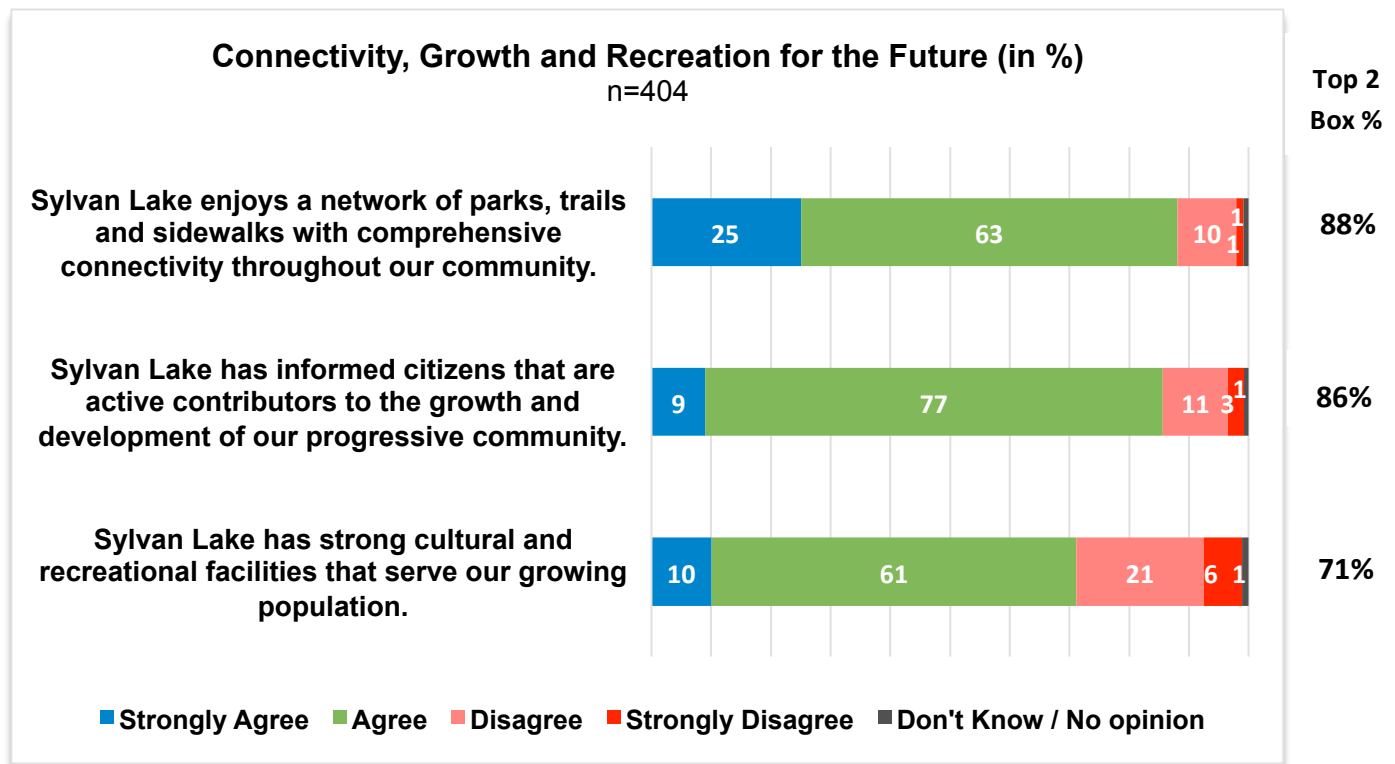
Q11. In order to help guide what projects the Town of Sylvan Lake should focus on in the next few years, on a scale of 1 to 10 where 1 is the lowest priority and 10 is a very high priority, please rate how much of a priority each of the following are for you?

Q12. Is there anything else you feel should be a priority for the Town of Sylvan Lake that perhaps we've overlooked?

Attitudes toward the Town

Connectivity, Growth and Recreation for the Future

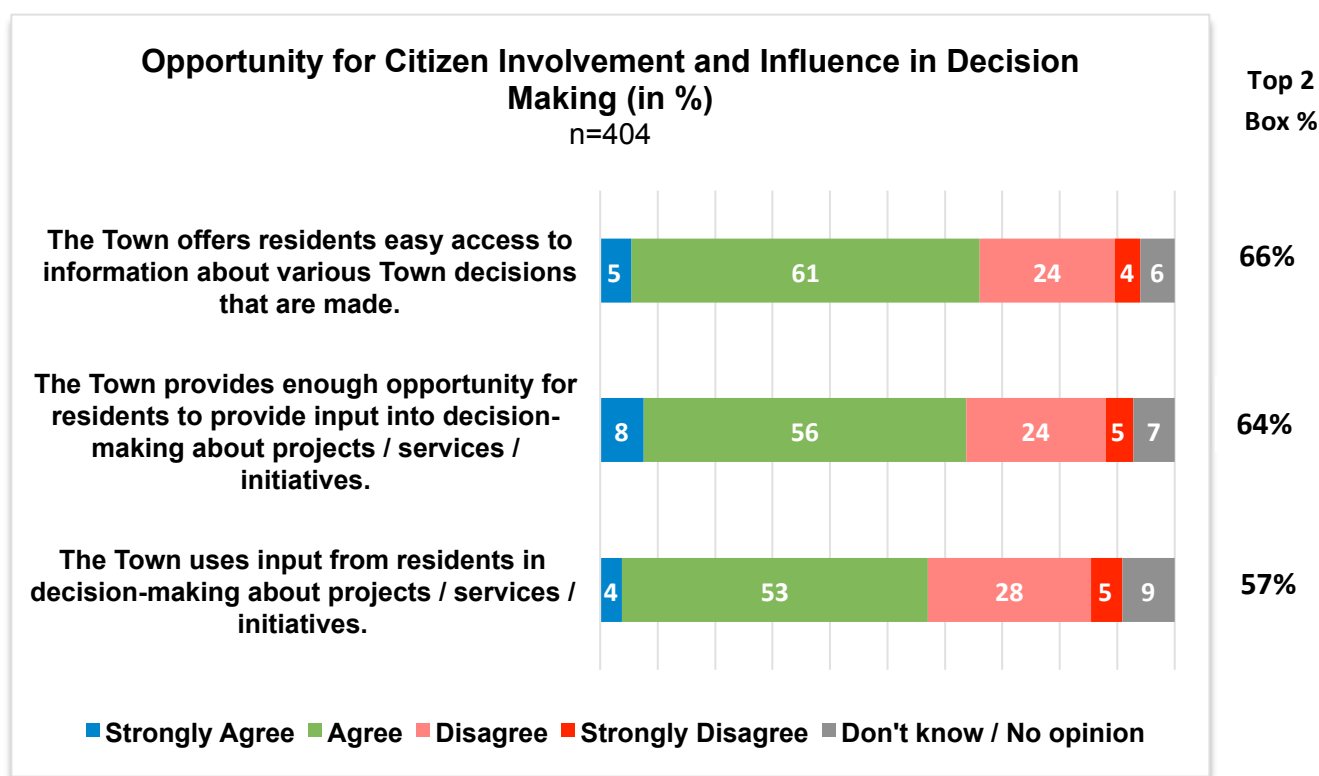
Respondents were asked to rate their level of agreement (or disagreement) with various statements as a reflection of what the Town of Sylvan Lake should be. The largest proportion of respondents either agreed or strongly agreed that Sylvan Lake enjoys a network of parks, trails and sidewalks with comprehensive connectivity throughout the community (88%). However, the majority of respondents also agreed that the Town has informed citizens that are active within the community (86%), as well as has strong cultural and recreational facilities that serve the growing population (71%).



Q13. Please state the level to which you would agree or disagree with each of the following vision statements as a reflection of what the Town of Sylvan Lake should be. <Read statement>. Would you say you...?

Opportunity for Citizen Involvement and Influence in Decision Making

Do residents feel they have a platform to provide input into decision making about projects, services, and/or initiatives which can ultimately influence the future of the Town? The majority of respondents agreed that the Town offers easy access to information about Town decisions being made (66%), that the Town provides opportunity for residents to provide input (64%), and that the Town uses resident input when making decisions (57%). Though it is also important to note that more than a quarter of respondents either disagreed or strongly disagreed with each of these statements; this indicates that there is a demand for more information to citizens about how they can get involved in Town affairs, as well as a demand for greater knowledge about how the Town uses resident input when making decisions.

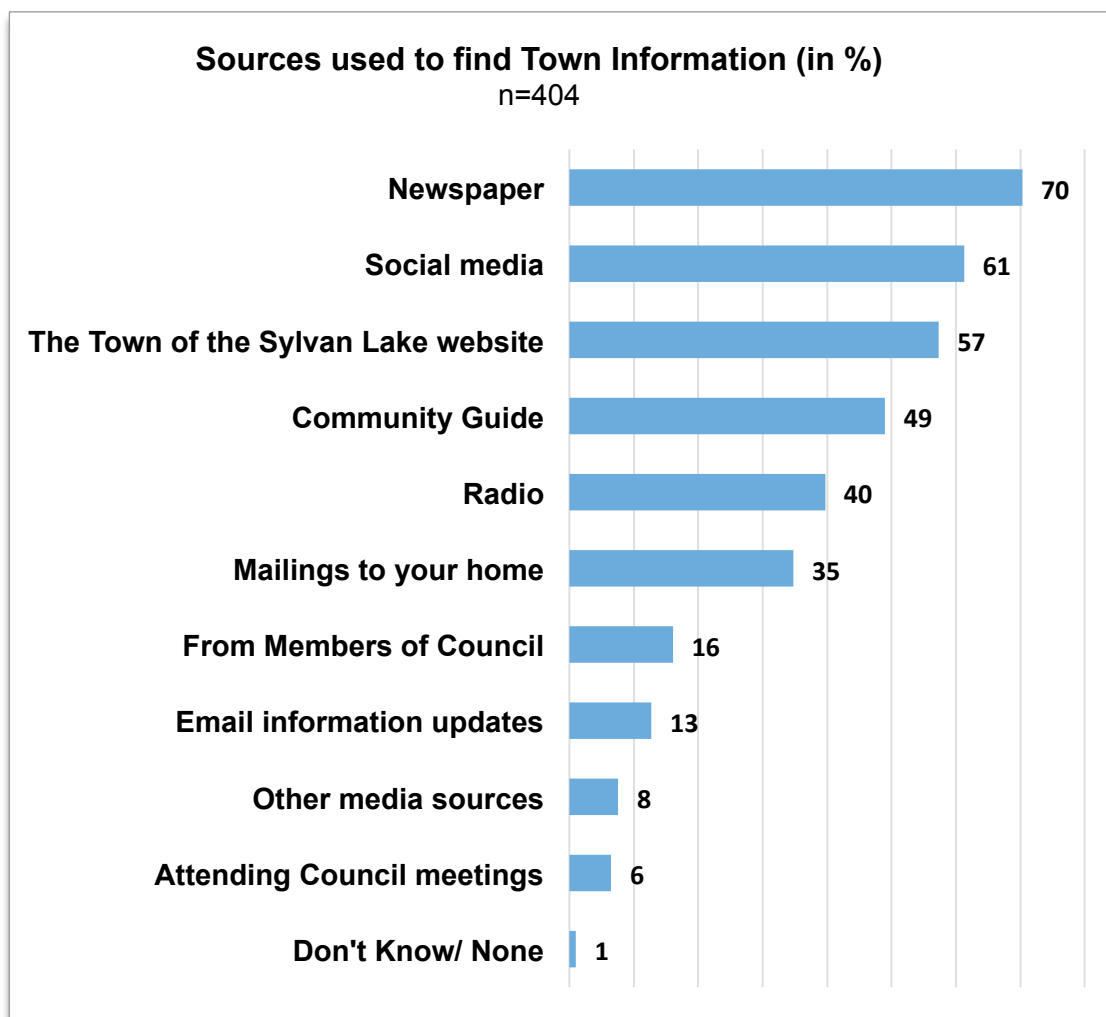


Q16. Please state the level to which you agree or disagree with each of the following statements when it comes to the way the Town makes decisions about projects services initiatives. <Read statement>. Would you say you..?

Town Communication

Most used sources for Town information

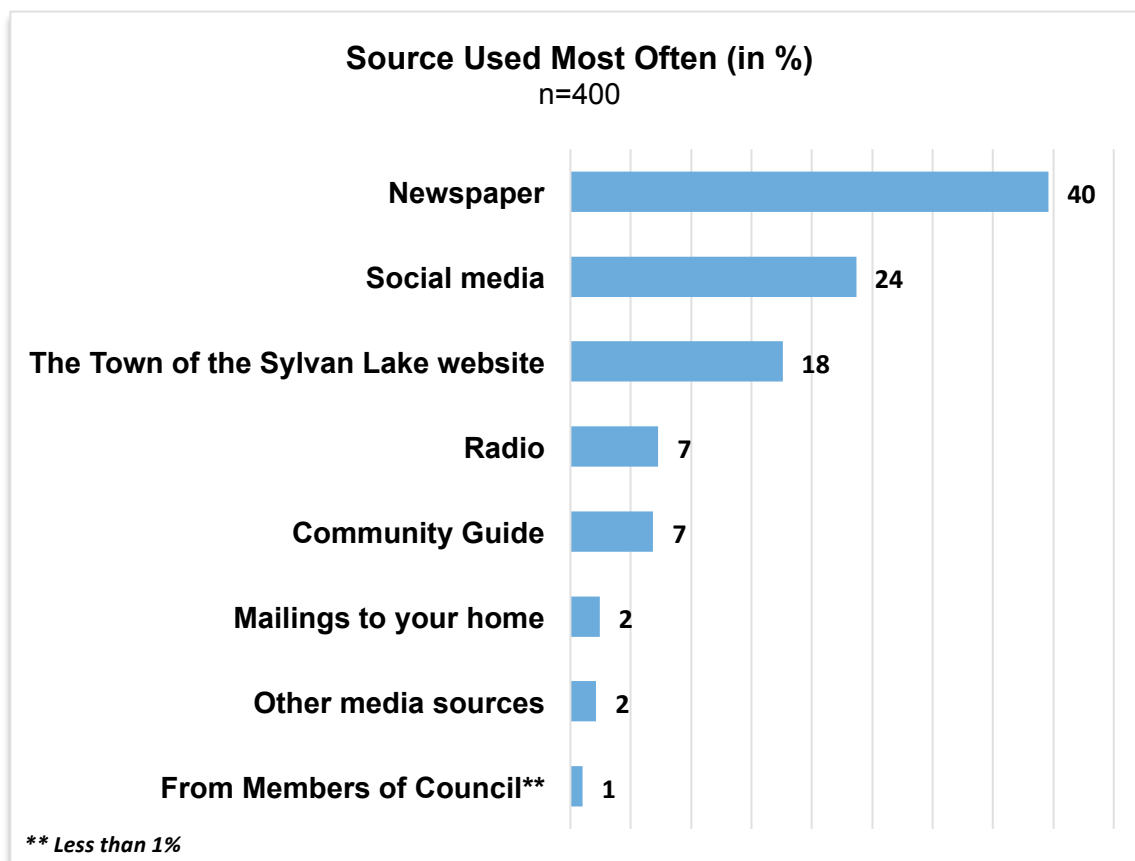
Given the many possible means of communicating information to residents, it was important to know what sources residents currently use to find information about programs, services, events and initiatives that are happening in the Town of Sylvan Lake. Despite new technology, the majority of respondents (70%) said they still use newspapers as a source of information about the Town. Other popular sources included: Social media (61%), the Town of Sylvan Lake website (57%), and the Community Guide (49%).



Q14. Which of the following sources do you currently use to find information about programs, services, events and initiatives in the Town of Sylvan Lake? (Record all that apply)

Source Used Most Often

Respondents were also asked what source of information they use most often. The largest proportion of respondents said newspaper (40%), social media (24%), and the Town of Sylvan Lake website (18%).

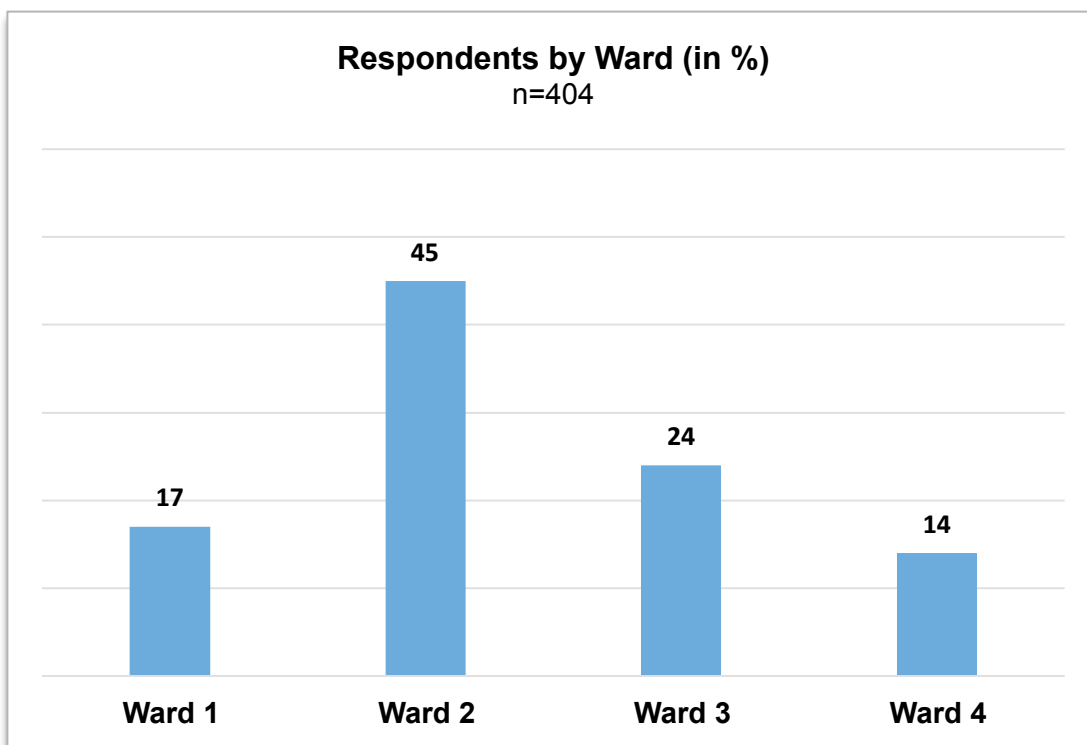


Q15. What of these sources would you say you use most often? (Record one response)

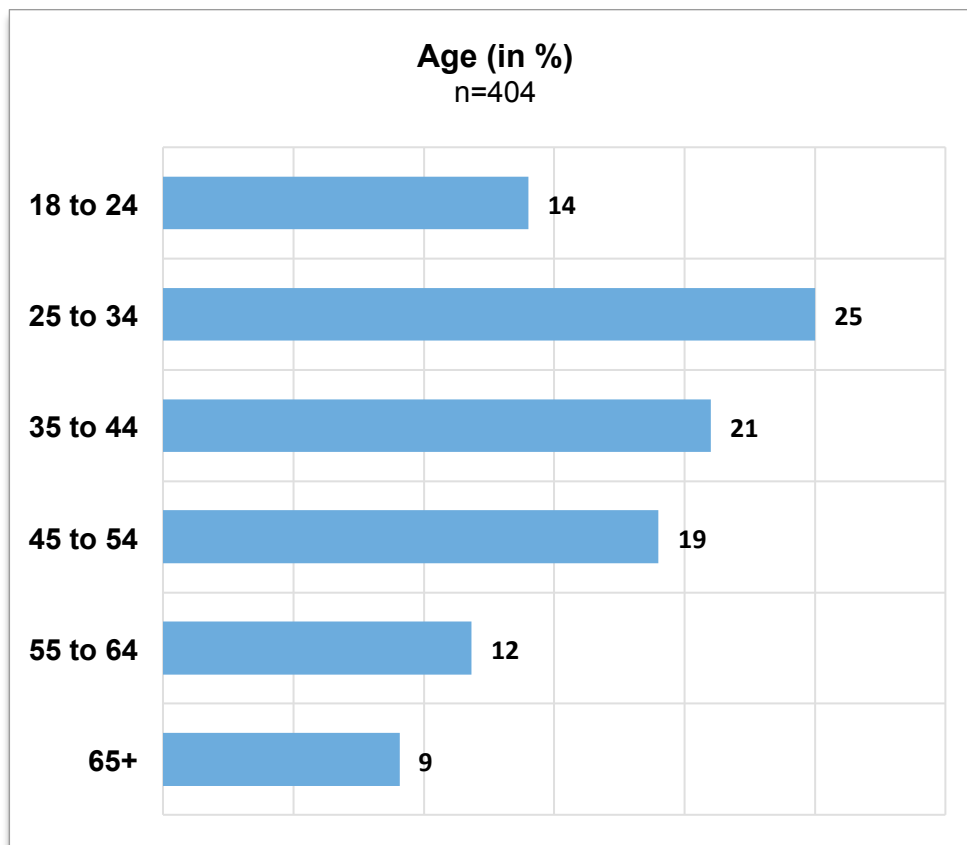
Appendix

1.1: Respondent Profile

Ward

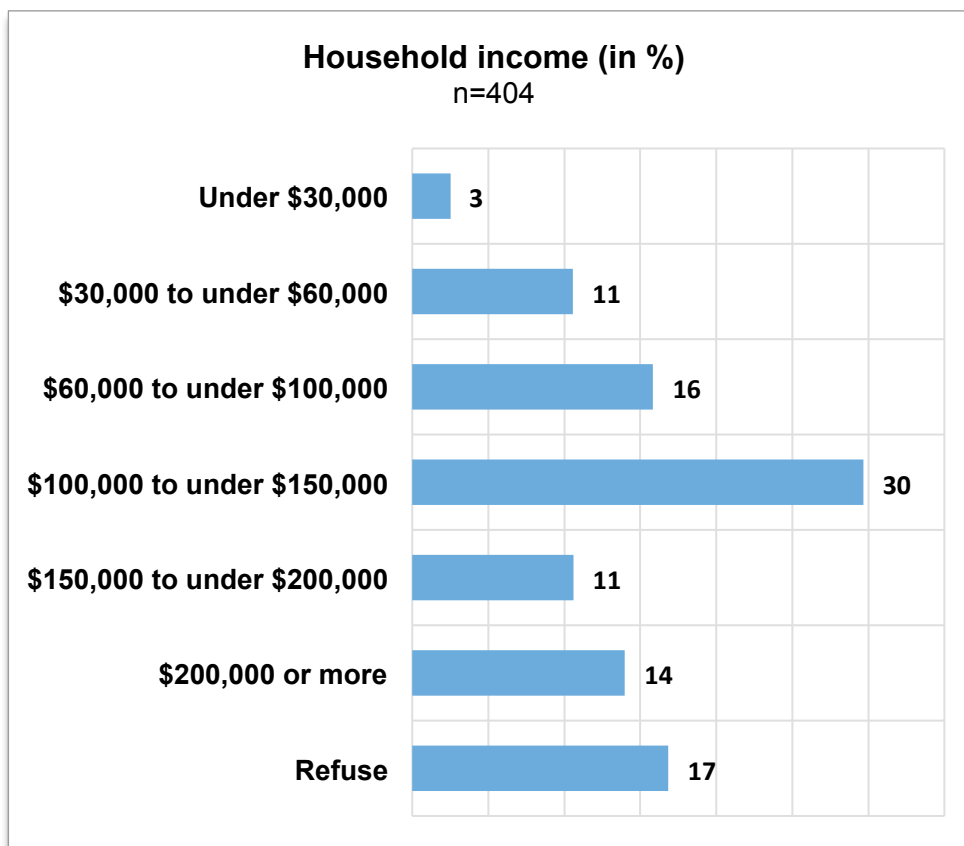


Age



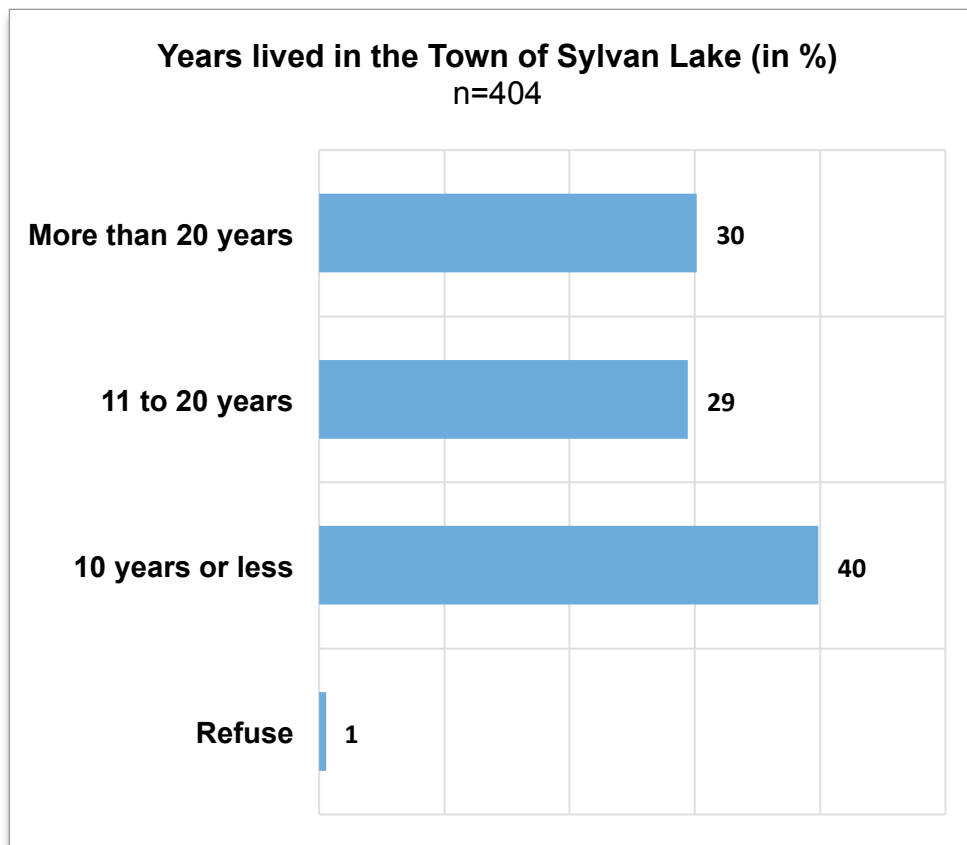
Q17. It is important to hear from a broad cross-section of the public, including representation from all age groups. Which of the following age categories do you fall into?

Household Income



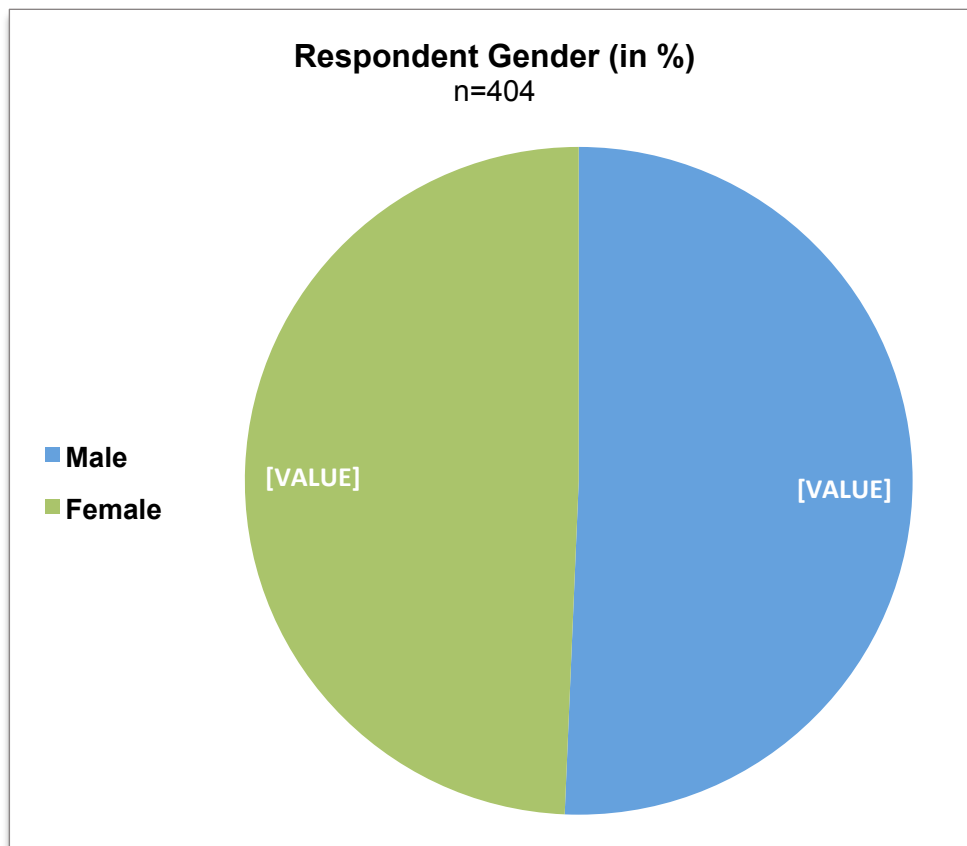
Q18. Which of the following categories represents your total HOUSEHOLD income before taxes for 2014? Was it?

Years Lived in the Town of Sylvan Lake



Q19. How long have you been a resident of the Town of Sylvan Lake?

Gender



Q20. RECORD GENDER

1.2:

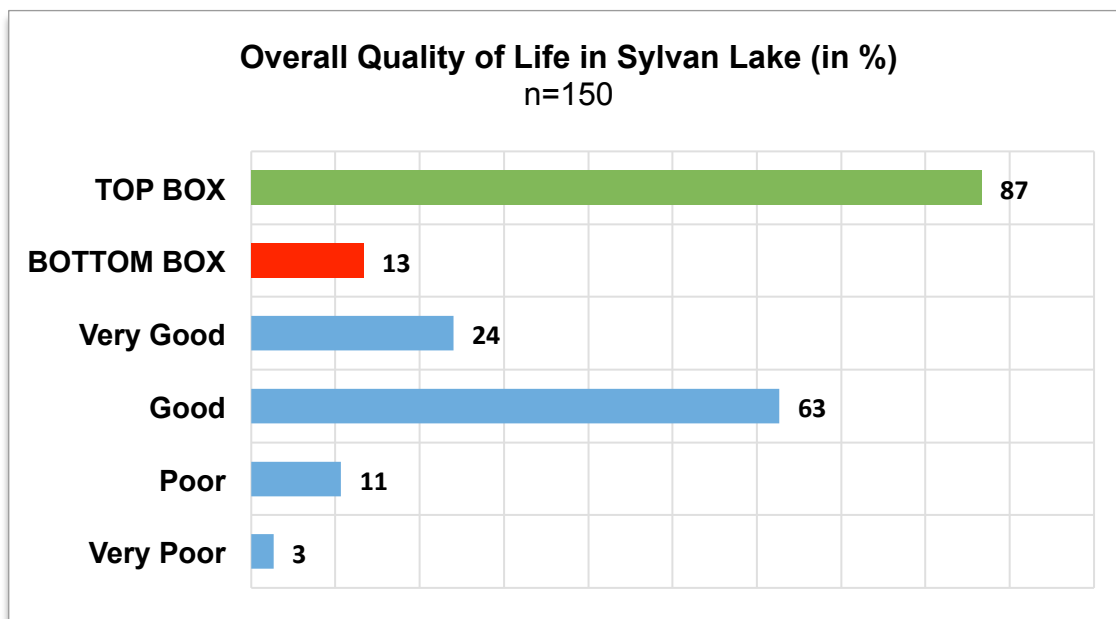
ONLINE RESULTS

-FOR INFORMATIONAL PURPOSES ONLY-

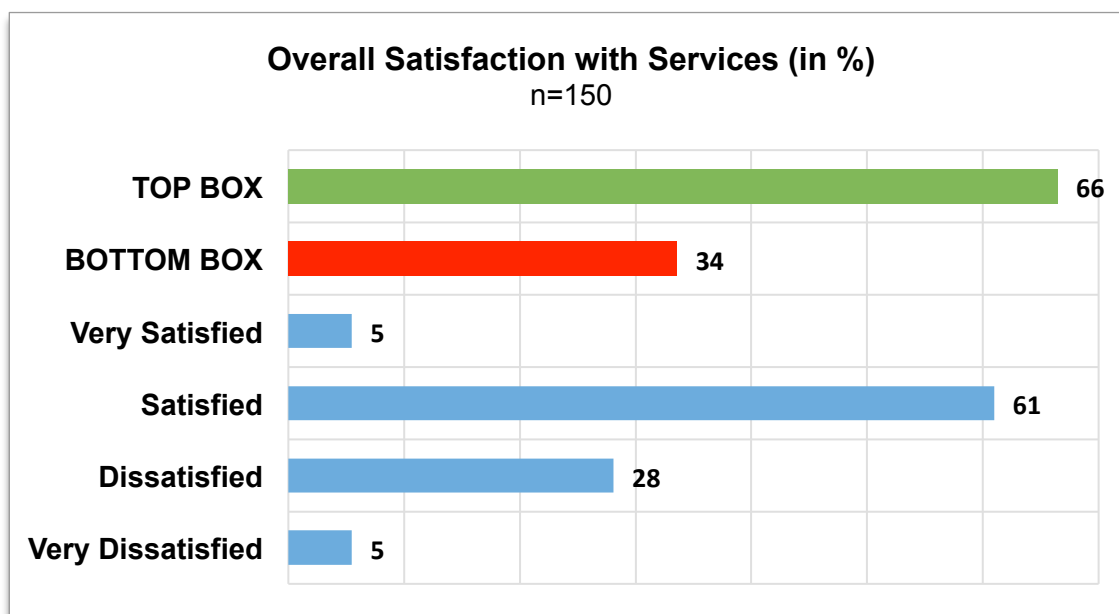


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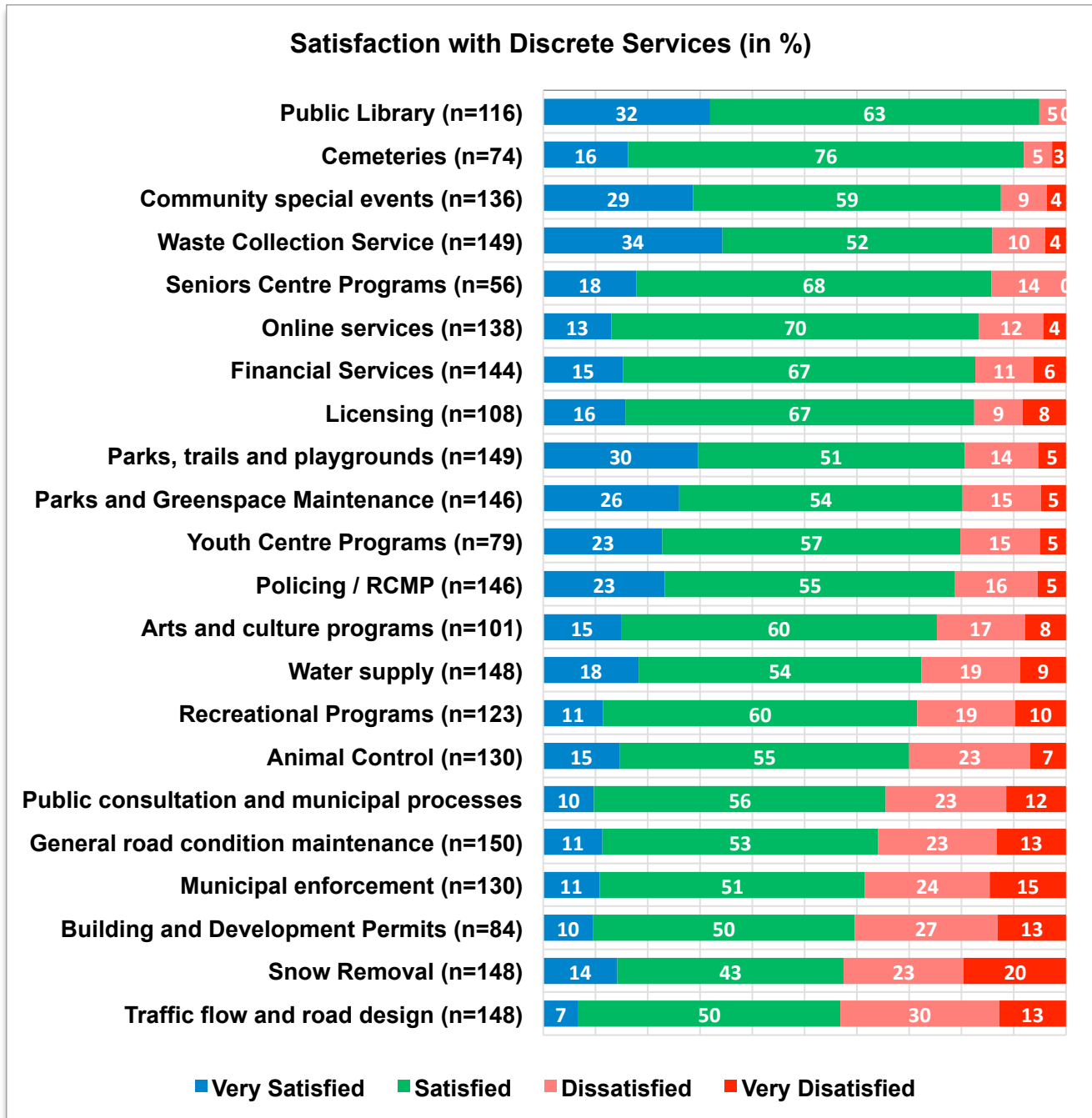
Overall Quality of Life Rating- **Online Results; For Information Only**



Overall Satisfaction with Services- **Online Results; For Information Only**

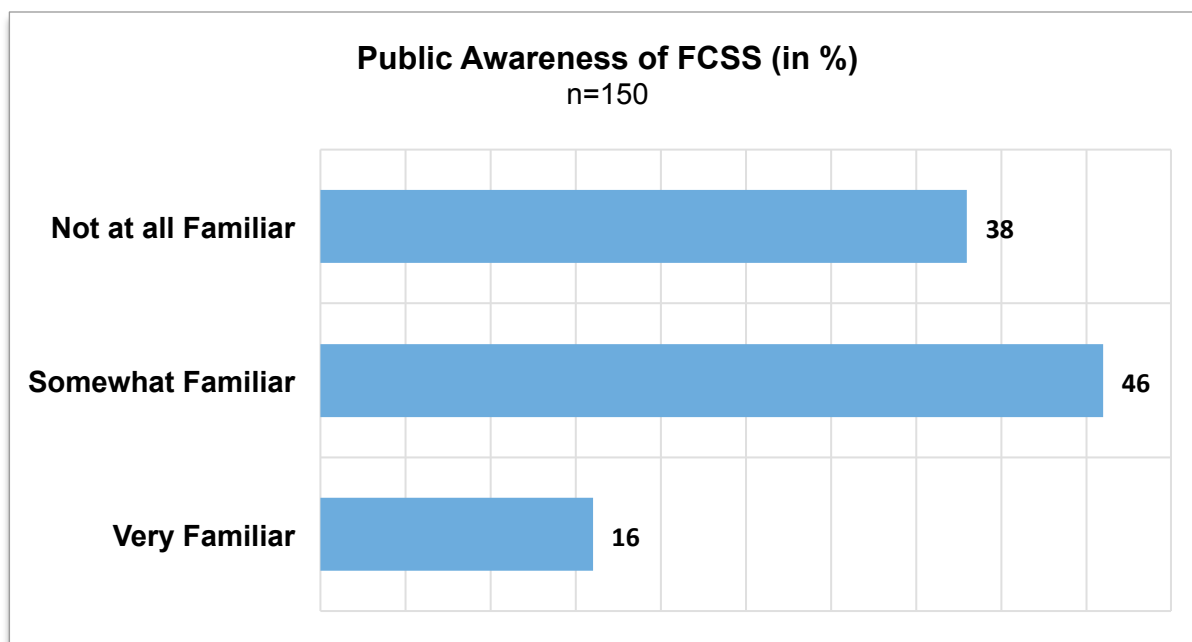


Satisfaction with Discrete Service- **Online Results; For Information Only**

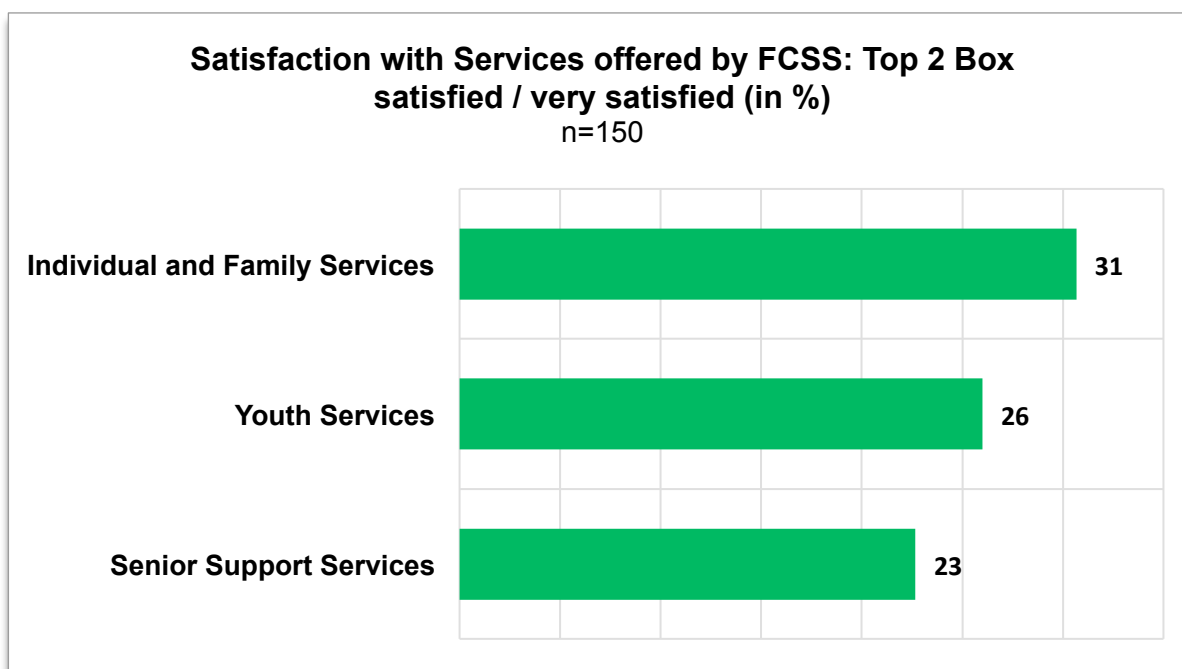




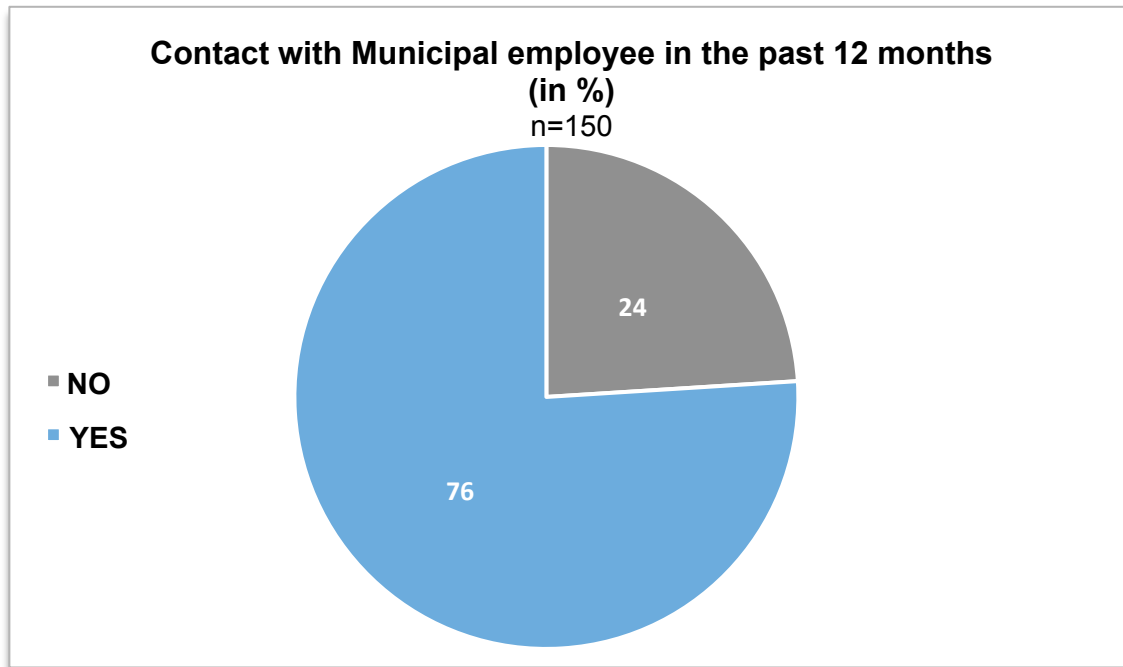
Public Awareness of FCSS- **Online Results; For Information Only**



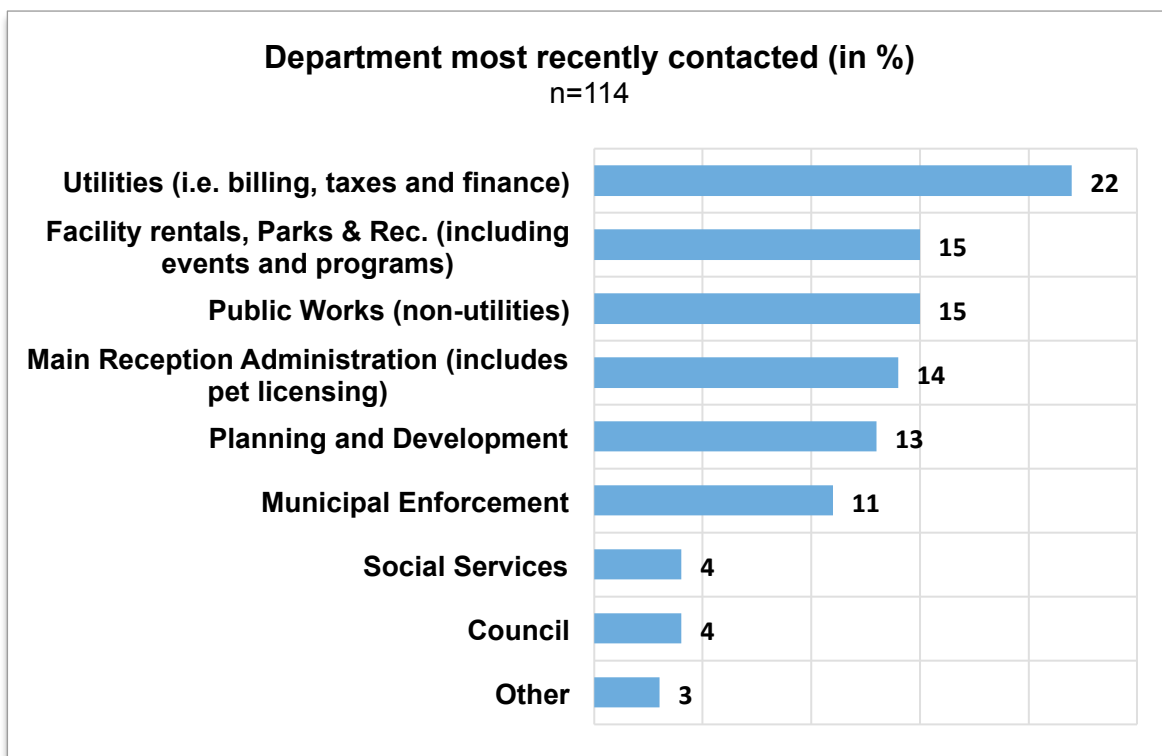
Satisfaction with Services offered by FCSS- **Online Results; For Information Only**



Personal Contact with Municipal Personnel- **Online Results; For Information Only**



Department Most Recently Contacted- **Online Results; For Information Only**

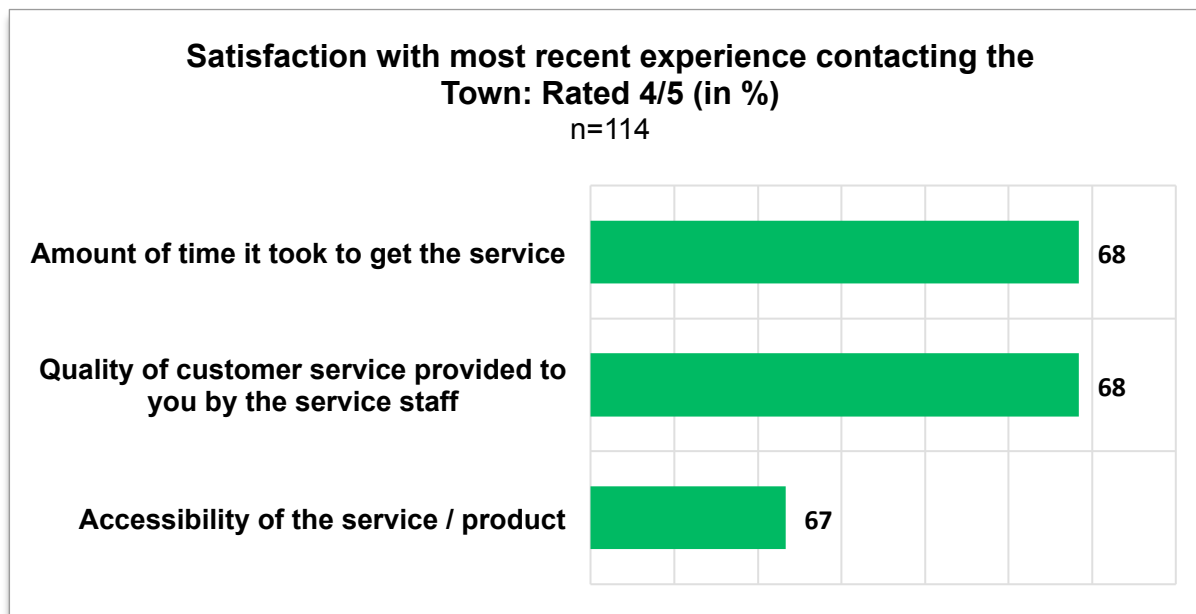




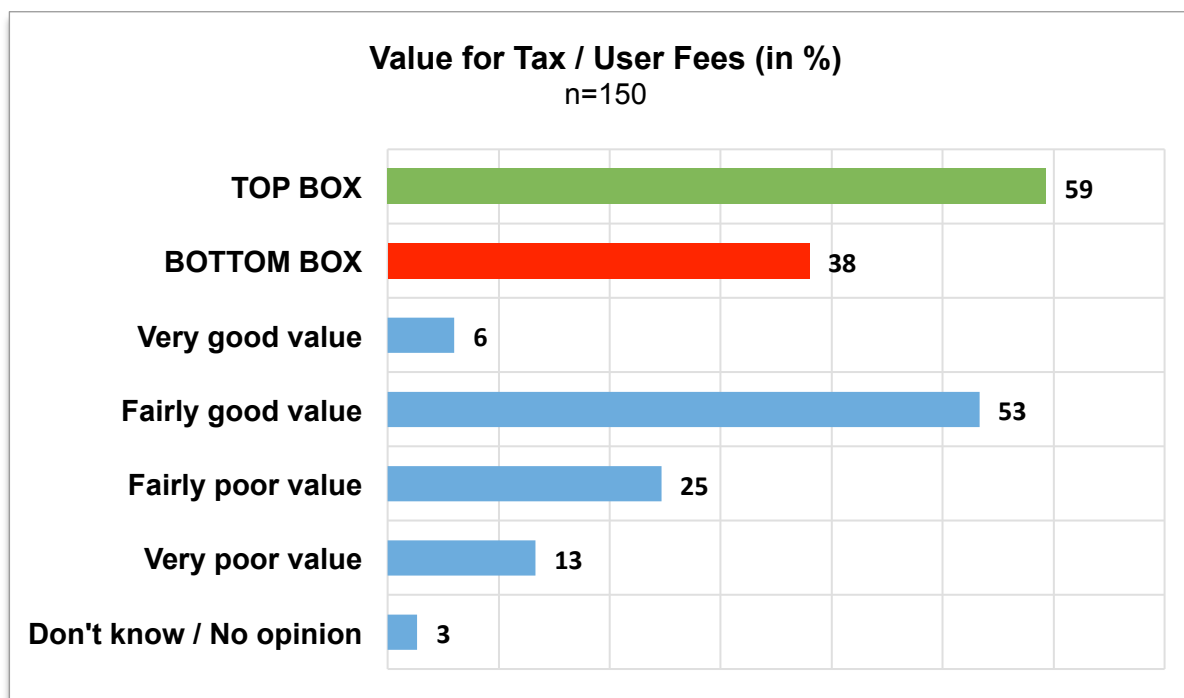
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Satisfaction with various aspects of services provided by staff-

Online Results; For Information Only



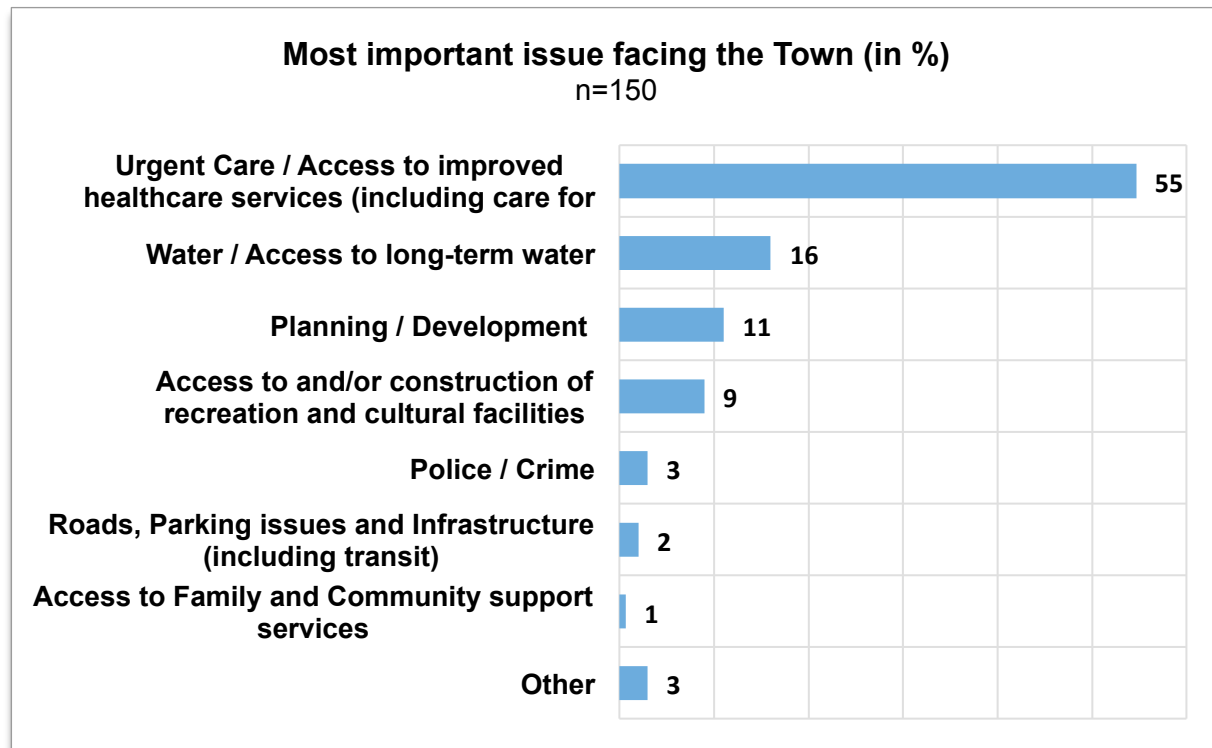
Value for Tax / User Fees- **Online Results; For Information Only**



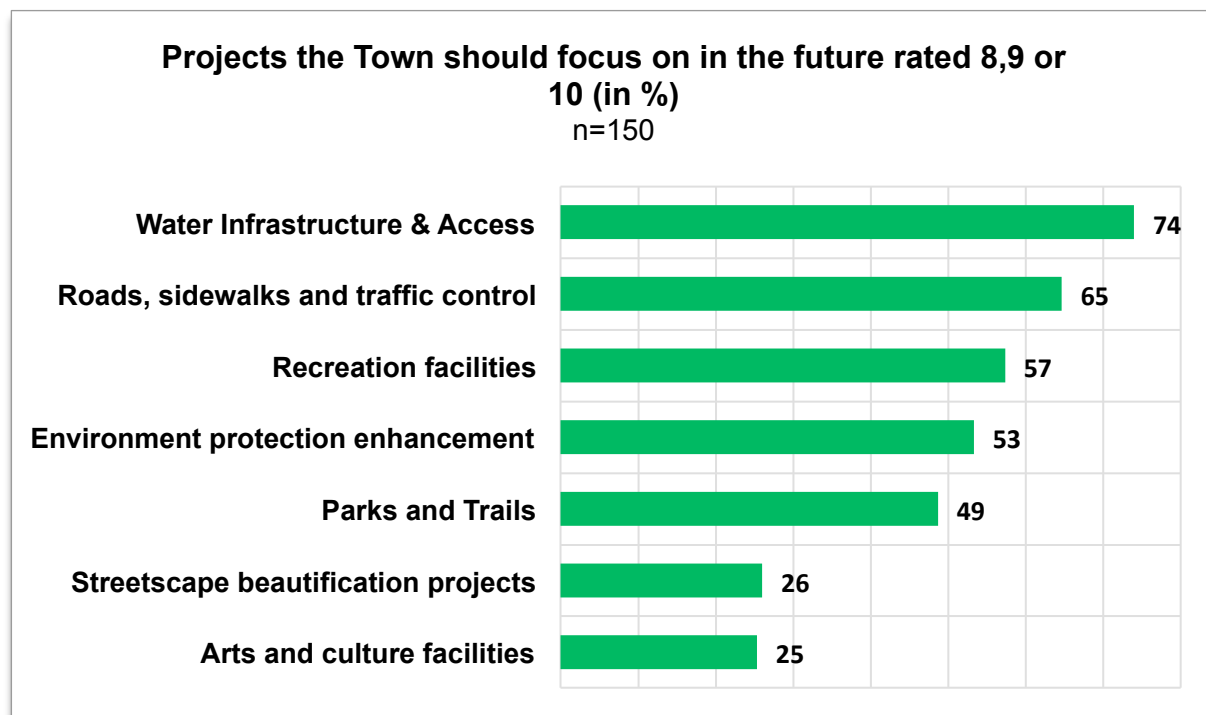


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Most important issue- **Online Results; For Information Only**



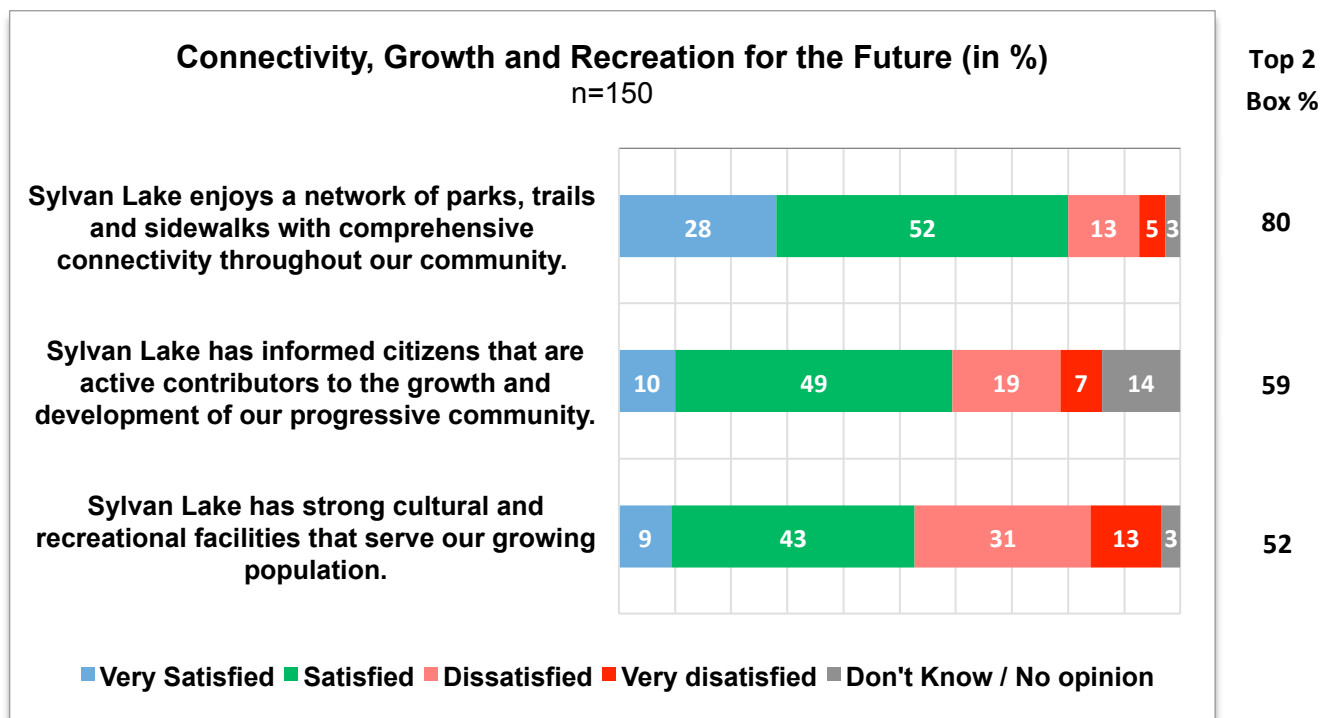
Projects to focus on in the future- **Online Results; For Information Only**



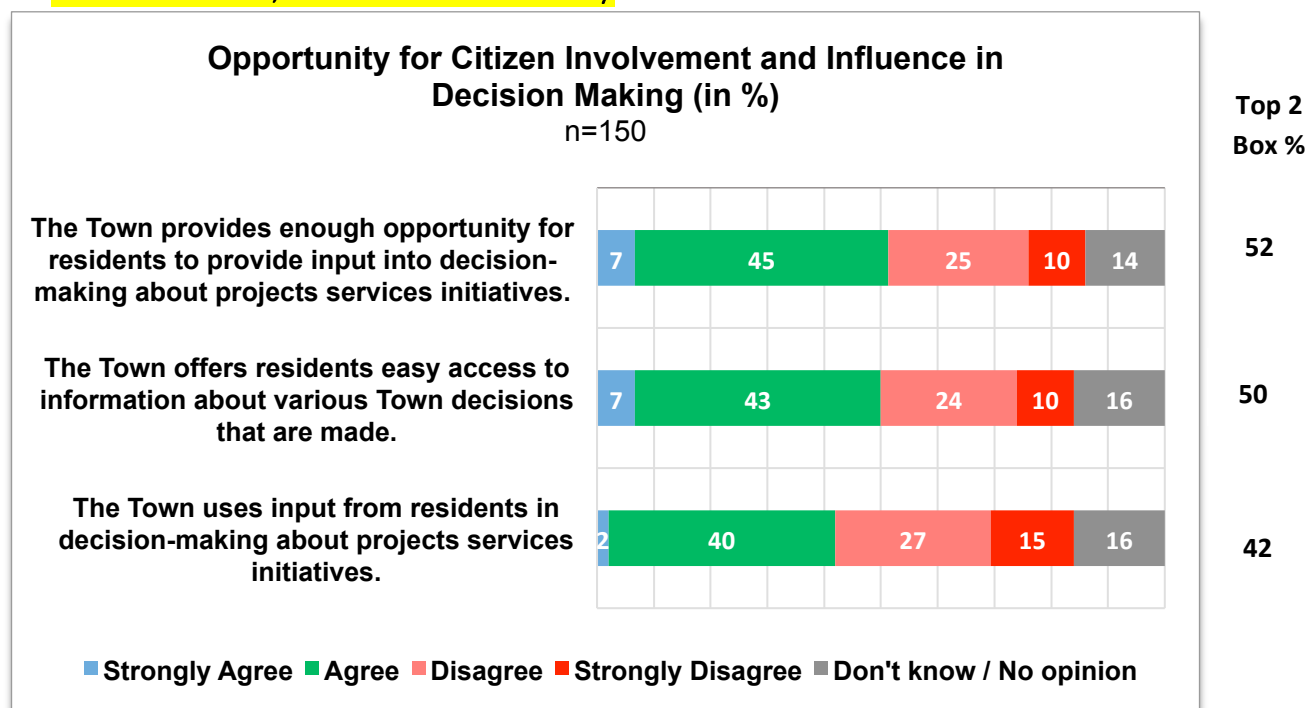


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**Connectivity, Growth and Recreation for the Future-
Online Results; For Information Only**

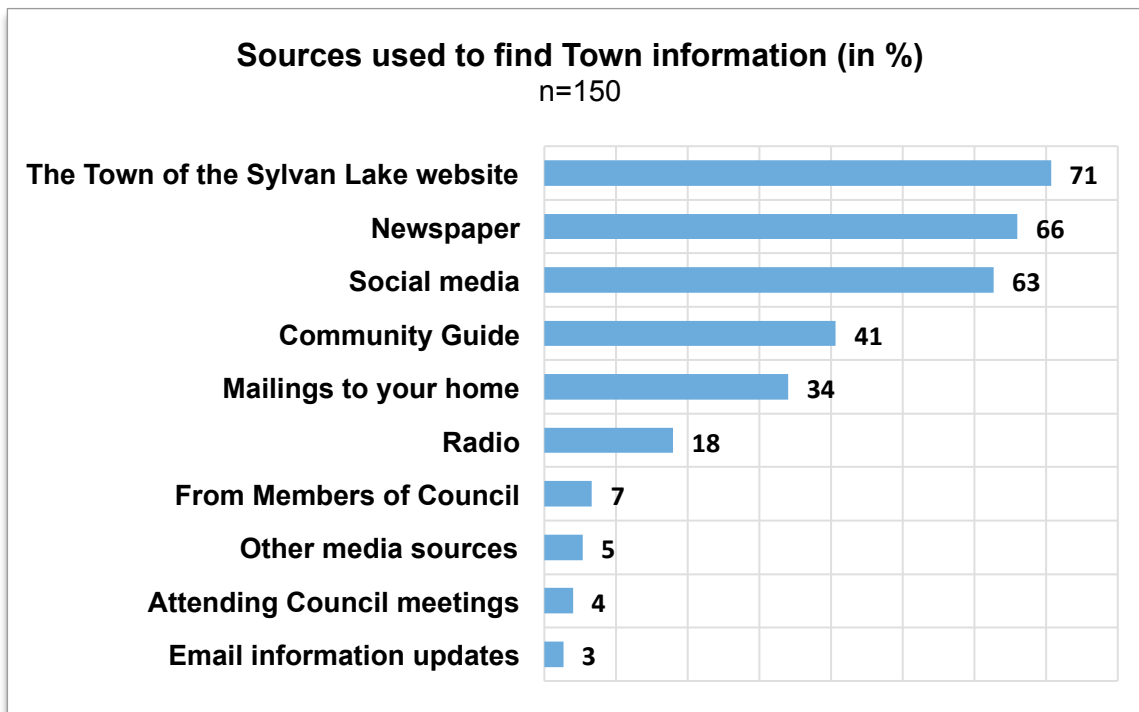


**Opportunity for Citizen Involvement and Influence in Decision Making-
Online Results; For Information Only**

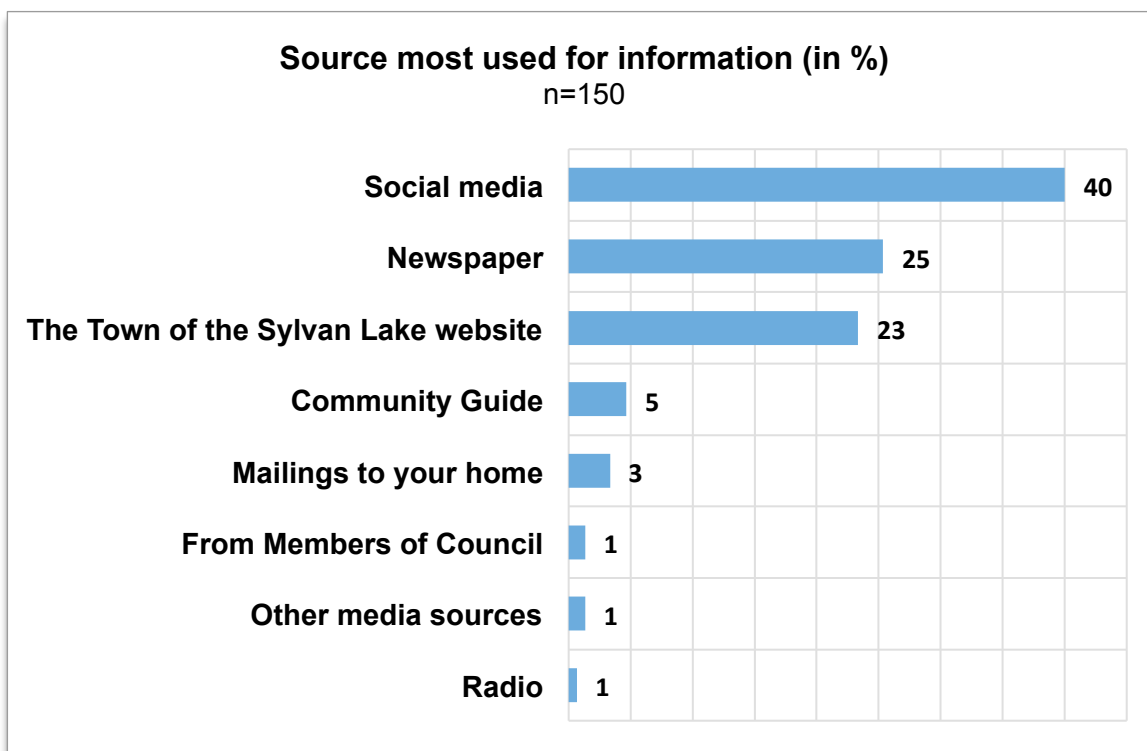




Most used sources for Information- **Online Results; For Information Only**

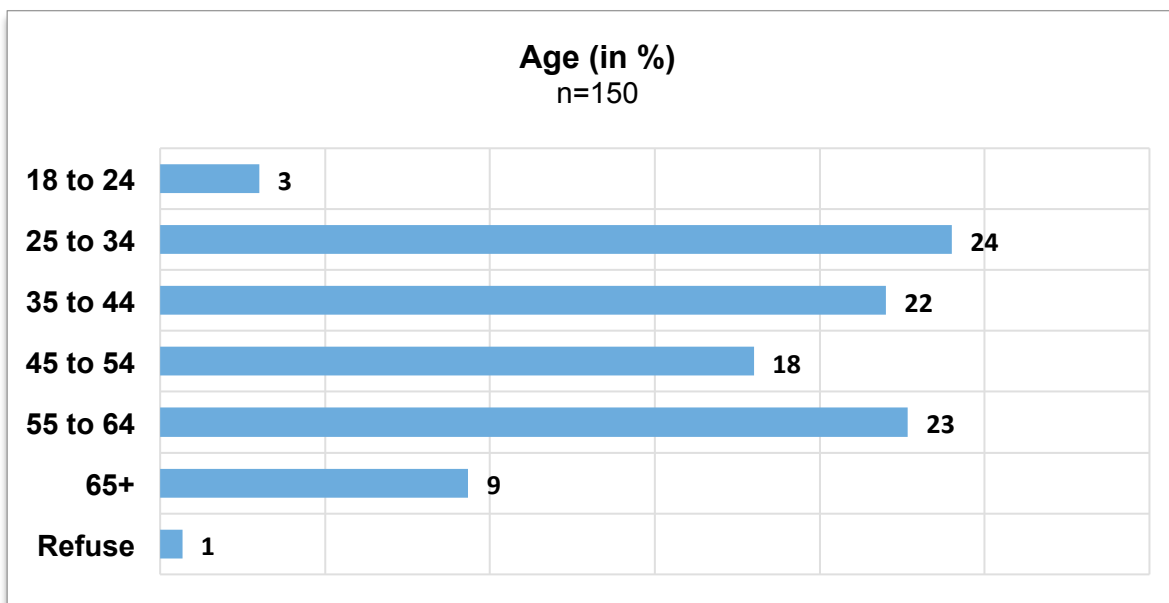


Sources Used Most Often- **Online Results; For Information Only**

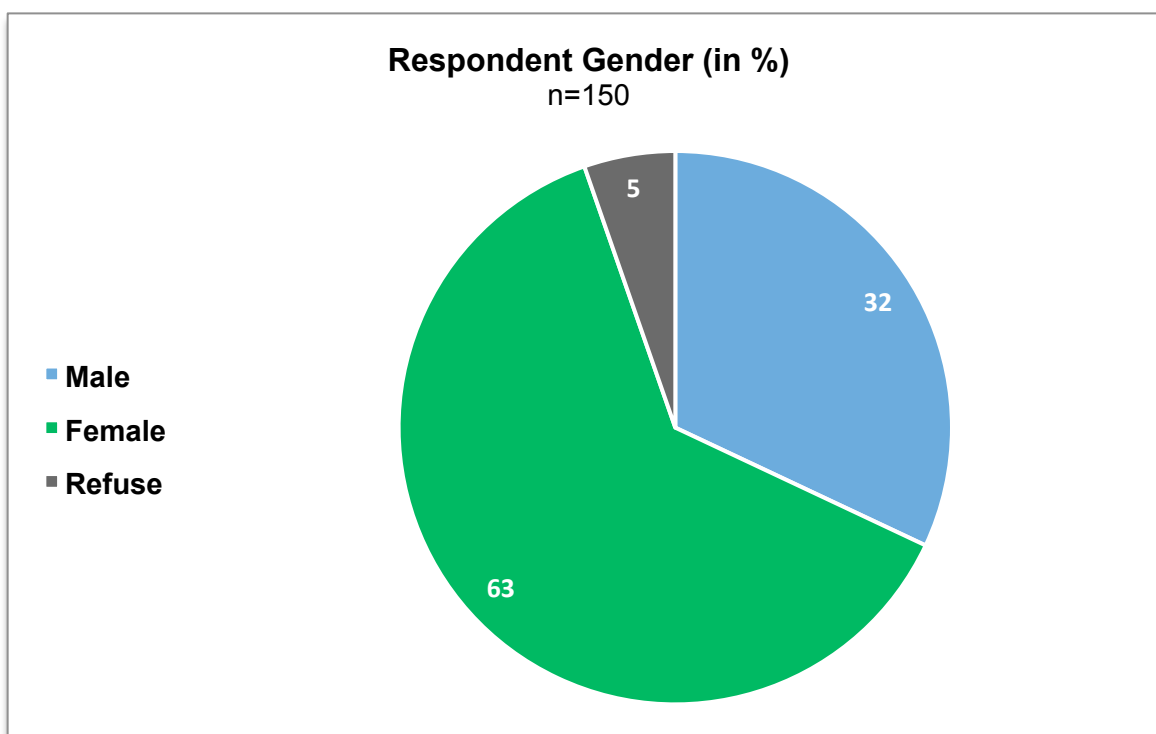


Online Respondent Profile- **Online Results; For Information Only**

Age



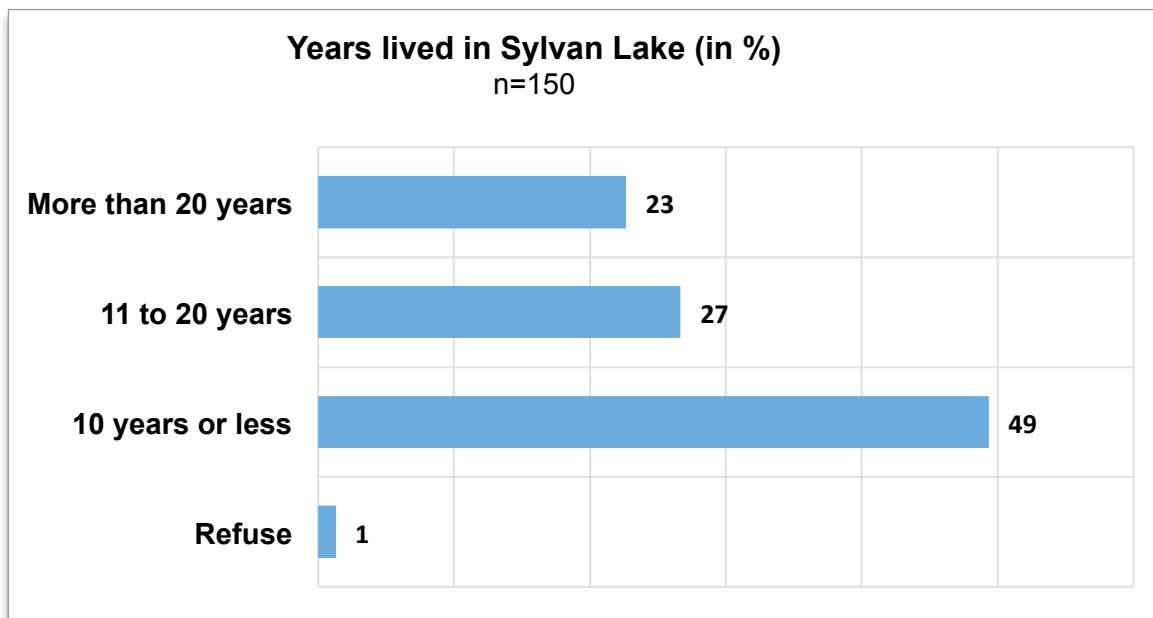
Gender



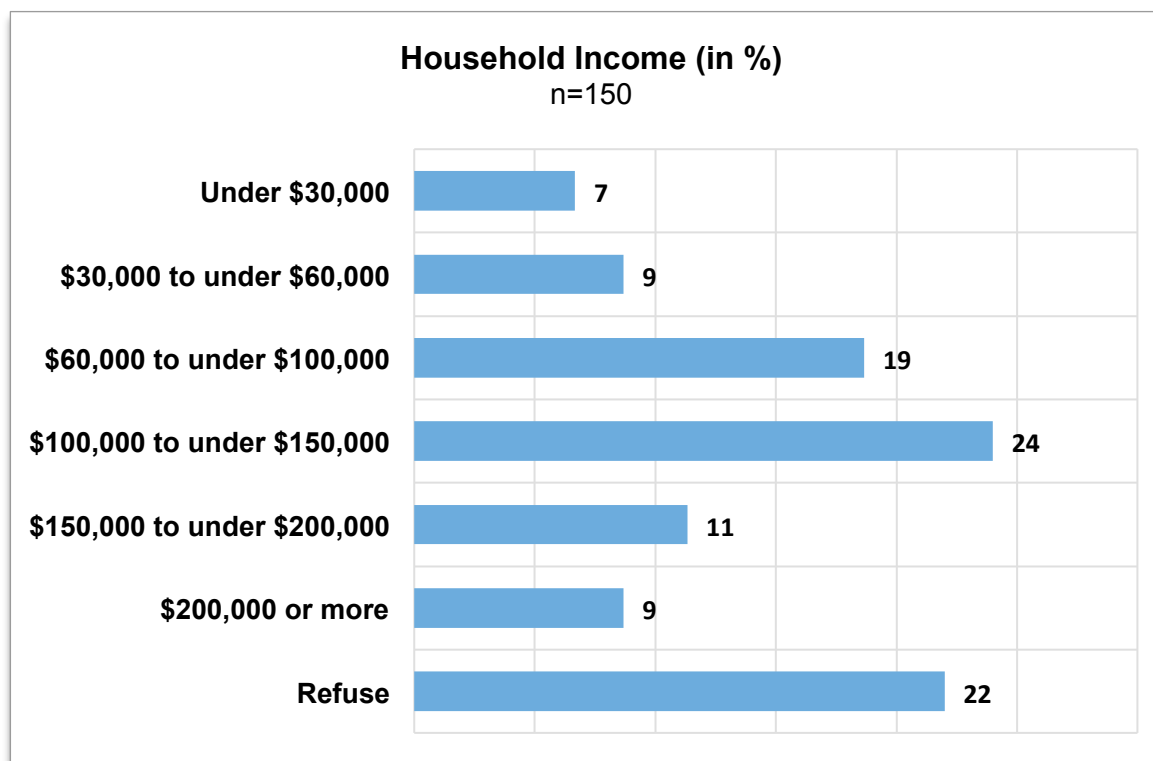


**Town of Sylvan Lake:
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Number of Years a Resident



Household Income



1.3: Community Satisfaction Survey (2015)

Introduction:

Hello, my name is _____ and I am calling from Forum Research on behalf of the Town of Sylvan Lake. We are conducting a Community Survey that will provide the Council and staff with important resident feedback. Please be assured we are not calling to sell or solicit anything and your answers will be kept strictly confidential.

Note to interviewer: If respondents ask, the survey will take approximately 10 to 15 minutes.

Screener:

A. May I please speak to the person in your household that is over the age of 18 and has had the most recent birthday? *(If not the same person, re-introduce yourself and proceed to Q1)*

Section One: Perceptions of Quality of Life and Services

Q1. How would you rate the overall quality of life in the Town of Sylvan Lake today?

Very Poor	Poor	Good	Very Good
1	2	3	4

Q2. Thinking about all of the services offered by the Town of Sylvan Lake, would you say you are...?

Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	Don't know / No opinion (Do not read out)
1	2	3	4	9

Section Two: Satisfaction with Municipal Services

Q3. We would like to get your opinion on various services offered by the Town. Thinking about your satisfaction with <insert service and randomize by category>, would you say you are...?

Item	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	DK / No Opinion (Do not read out)
Recreation and Culture					
Parks, trails and playgrounds	1	2	3	4	9
Recreational Programs	1	2	3	4	9
Youth Centre / Programs	1	2	3	4	9
Seniors Centre / Programs	1	2	3	4	9
Public Library	1	2	3	4	9
Community special events	1	2	3	4	9
Arts and culture programs	1	2	3	4	9



**Town of Sylvan Lake:
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Public Works Services					
Parks and Greenspace Maintenance	1	2	3	4	9
Waste Collection Service	1	2	3	4	9
Water supply	1	2	3	4	9
Snow Removal (this includes only roads, trails and paths)	1	2	3	4	9
General road condition maintenance (including surface conditions such as potholes, street sweeping, etc.)	1	2	3	4	9
Safety and Community Services					
Animal Control	1	2	3	4	9
Licensing (i.e. pet, business, etc.)	1	2	3	4	9
Municipal enforcement	1	2	3	4	9
Policing / RCMP					
Other					
Online services (Municipal website, social media use, etc.)	1	2	3	4	9
Building and Development Permits	1	2	3	4	9
Traffic flow and road design	1	2	3	4	9
Financial Services (i.e. taxes, preauthorized payments, etc.)	1	2	3	4	9
Public consultation and municipal processes	1	2	3	4	9
Cemeteries	1	2	3	4	9

Q4. How familiar are you with Family and Community Support Services (FCSS) and the range of services that it offers?

Not at all familiar	Somewhat familiar	Very familiar
1	2	3

Q5. Please indicate how satisfied you are with each of the following types of services offered by the FCSS. Starting with <insert item and randomize>. Would you say you are...

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	DK / Never Use
Youth Services (i.e. afterschool / evening drop in program, camps, Leaders in Training Program, Youth Employment Centre, etc.)	1	2	3	4	9
Senior Support Services (i.e. Friendly visitor program, Elder Abuse and Awareness program, home support, Life Line, etc.)	1	2	3	4	9
Individual and Family Services (i.e. Parent support / education, bullying prevention, healthy families etc.)	1	2	3	4	9

Town of Sylvan Lake:
2015 Community Satisfaction Survey

Section Three: Interaction with Municipal Staff

Q6. Have you had any personal contact (via in-person, telephone, email etc.) with the Town of Sylvan Lake over the past 12 months?

No	0	<i>Skip to Q9</i>
Yes	1	<i>Proceed to Q7</i>

Q7. What department have you had contact with most recently? (*Record one response*)

Q8. Based on your most recent experience and contact with the Town, please rate your satisfaction for each of the following statements on a 5-point scale, where 1 means “very dissatisfied” and 5 means “very satisfied”.

	Satisfaction					No opinion (do not read out)
Overall, how satisfied were you with the quality of customer service provided to you by the service staff?	1	2	3	4	5	9
Overall, how satisfied were you with the accessibility of the service/product?	1	2	3	4	5	9
Overall, how satisfied were you with the amount of time it took to get the service?	1	2	3	4	5	9

Section Four: Financial and Long-term Planning

Q9. Thinking about all of the programs and services you receive from the Town of Sylvan Lake, how much value do you feel you get for your tax dollars and/or user fees? Would you say...?

Very poor value	Fairly poor value	Fairly good value	Very good value	DK/ No opinion (Do not read out)
1	2	3	4	9

Q10. What would you say is the most important issue facing the Town of Sylvan Lake today that should receive attention by Council? (*Record 1 response*)

Urgent Care / Access to improved healthcare services	1
Water / Access to long-term water & infrastructure	2
Family & Community / Access to support services	3
Access to and/or construction of Recreation and Cultural facilities	4
Other: Please specify	9

Q11. In order to help guide what projects the Town of Sylvan Lake should focus on in the next few years, on a scale of 1 to 10 where 1 is the lowest priority and 10 is a very high priority, please rate how much of a priority each of the following are for you? Starting with...

Item	1-lowest priority	2	3	4	5	6	7	8	9	10-very high priority	DK / No opinion
Arts and culture facilities	1	2	3	4	5	6	7	8	9	10	9



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Environment protection / enhancement	1	2	3	4	5	6	7	8	9	10	9
Recreation facilities	1	2	3	4	5	6	7	8	9	10	9
Roads, sidewalks and traffic control	1	2	3	4	5	6	7	8	9	10	9
Streetscape / beautification projects	1	2	3	4	5	6	7	8	9	10	9
Water Infrastructure & Access	1	2	3	4	5	6	7	8	9	10	9
Parks and Trails	1	2	3	4	5	6	7	8	9	10	9

Q12. Is there anything else you feel should be a priority for the Town of Sylvan Lake that perhaps we've overlooked? (Record response)

Q13. Please state the level to which you would agree or disagree with each of the following vision statements as a reflection of what the Town of Sylvan Lake should be. *Read out each statement and ask: Would you say you...?*

	Strongly disagree	Disagree	Agree	Strongly Agree	No opinion (do not read out)
Sylvan Lake has informed citizens that are active contributors to the growth and development of our progressive community.	1	2	3	4	9
Sylvan Lake has strong cultural and recreational facilities that serve our growing population.	1	2	3	4	9
Sylvan Lake enjoys a network of parks, trails and sidewalks with comprehensive connectivity throughout our community.	1	2	3	4	9

Section Four: Communication

Q14. Which of the following sources do you currently use to find information about programs, services, events and initiatives in the Town of Sylvan Lake?

The Town of the Sylvan Lake website	1
Mailings to your home	2
From Members of Council	3
Social media	4
Email information updates	5
Newspaper	6
Community Guide	7
Attending Council meetings	8
Radio	9
Other media sources (please specify)	10

Q15. *List responses from Q14:* What of these sources would you say you use most often?

The Town of the Sylvan Lake website	1
Mailings to your home	2

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From Members of Council	3
Social media	4
Email information updates	5
Newspaper	6
Community Guide	7
Attending Council meetings	8
Radio	9
Other media sources (please specify)	10

Q16. Please state the level to which you agree or disagree with each of the following statements when it comes to the way the Town makes decisions about projects / services / initiatives.
<Read out statement and randomize>. Would you say you...?

	Strongly disagree	Disagree	Agree	Strongly Agree	No opinion (Do not read out)
The Town provides enough opportunity for residents to provide input into decision-making about projects / services / initiatives.	1	2	3	4	9
The Town uses input from residents in decision-making about projects / services / initiatives.	1	2	3	4	9
The Town offers residents easy access to information about various Town decisions that are made.	1	2	3	4	9



**Town of Sylvan Lake:
2015 Community Satisfaction Survey**

Section Five: Respondent Profile

Q17. It is important to hear from a broad cross-section of the public, including representation from all age groups. Which of the following age categories do you fall into?

18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Refuse
1	2	3	4	5	6	99

Q18. Which of the following categories represents your total HOUSEHOLD income *before taxes* for 2014? Was it...

Under 30,000	1
30,000 to under 60,000	2
60,000 to under 100,000	3
100,000 to under 150,000	4
150,000 to under 200,000	5
200,000 or more	6
Refuse	9

Q19. How long have you been a resident of the Town of Sylvan Lake?

10 years or less	11 to 20 years	More than 20 years
1	2	1

Q20. Record Gender (Do not ask)

Male	Female
1	2

Thank you for your time. Your participation is very important to us. Have a nice evening.