



Sylvan Lake

2018 Community Satisfaction Report KEY FINDINGS REPORT

*Results weighted to ensure statistical
validity to the Sylvan Lake Population*

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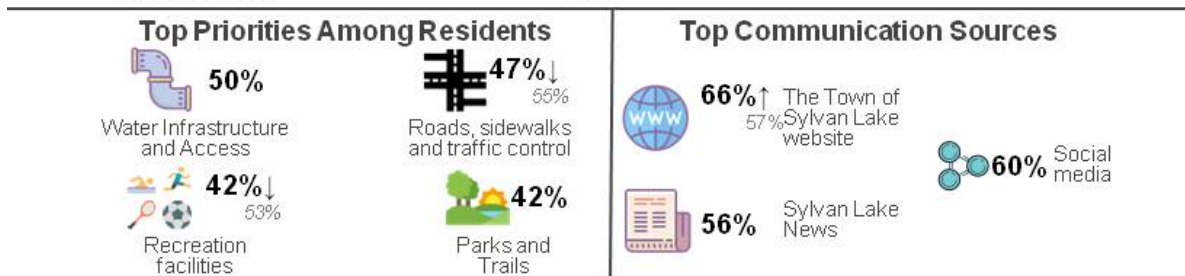
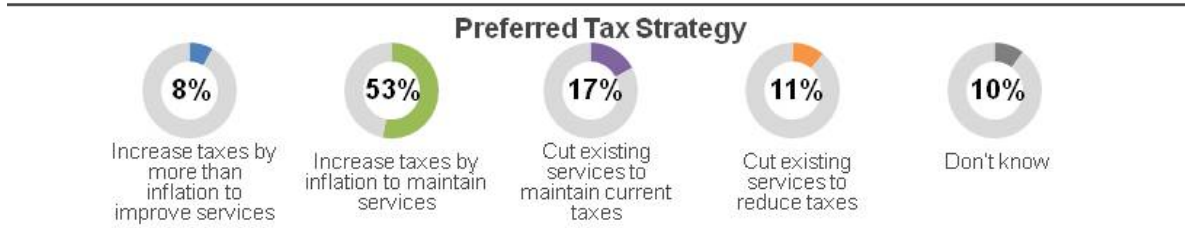
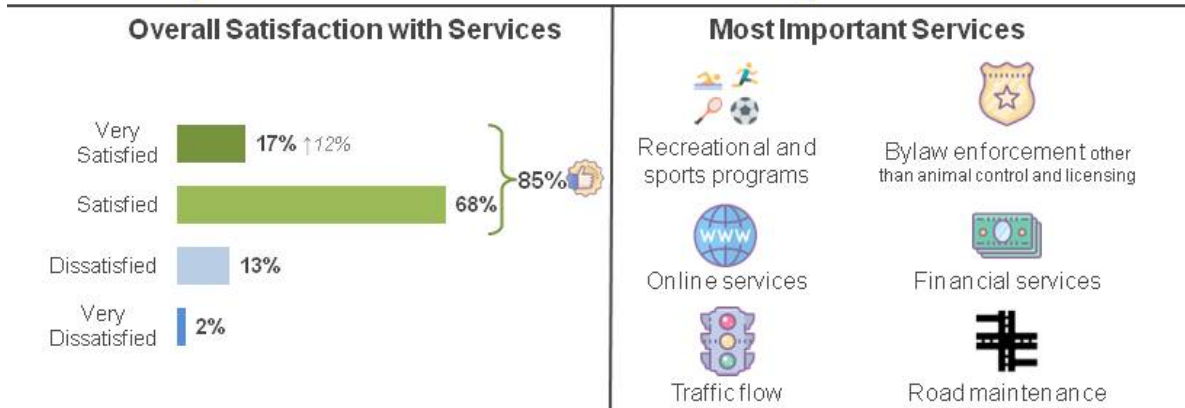
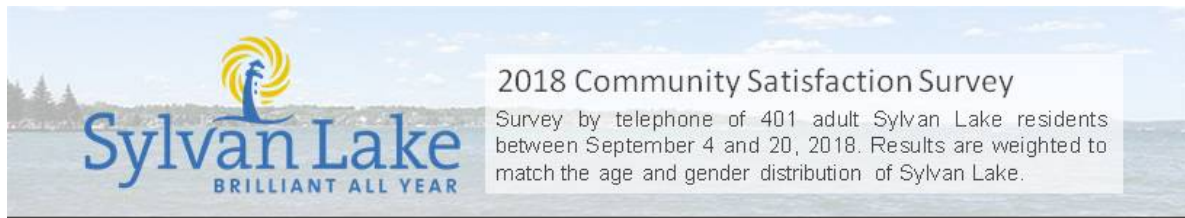
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1 Community Satisfaction Survey Highlights



Icon source: icons8.com/

2 Detailed Project Description

2.1 Project Background

In spring 2018, the Town of Sylvan Lake (“the Town”) contracted Advanis to conduct the 2018 Town of Sylvan Lake Community Satisfaction Survey. The primary purpose of this study is to measure public satisfaction with quality of life and services, interaction with municipal staff, financial and long term planning, and communication with the Town. In total, 401 randomly selected residents of the Town of Sylvan Lake completed the survey between September 4th and September 20th, 2018.

This report outlines the results of the 2018 Community Satisfaction Survey. Comparisons to the 2015 survey data are included where appropriate to determine any shifts in the perceptions and opinions of Town of Sylvan Lake residents.

2.2 Methodology

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

2.2.1 Project Planning

Advanis team members reviewed background documents and met with Town employees charged with leading this research to ensure total understanding of the purpose and needs of this study. Both the Town and Advanis agreed upon a research methodology and detailed work plan. A few changes were made to the Community Satisfaction survey fielded previously as detailed in the following sections.

2.2.2 Survey Design

The 2018 Community Satisfaction Survey was based on the 2015 Community Satisfaction Survey, conducted in summer 2015. The Town wished to add some new questions, alter some existing questions, and remove some older questions. Advanis updated the survey to reflect those changes and provided the Town with a draft survey, which the Town provided feedback on. Advanis incorporated this feedback and the survey was programmed and tested. The Town had the opportunity to review the survey online and provided additional feedback, which Advanis incorporated. A text version of the final questionnaire is provided in the Appendix (section 4.4).

2.2.3 Survey Population and Data Collection

Advanis purchased a random set of landline telephone numbers and generated some wireless numbers that could be associated with residents of the Town of Sylvan Lake. Potential participants were

contacted to do the survey over the phone. This methodology is consistent with previous survey completed in 2015¹.

A soft-launch of the survey was conducted on September 4th, 2018. The purpose of the soft-launch was to ensure the survey was functioning as intended on the survey platform, by collecting a limited number of completed surveys and reviewing the results. Since data checks did not flag any concerns, these results were included and the full survey was launched. The primary fielding dates for the remainder of residents who completed the survey was from September 5th to September 20th, 2018. In total, 401 residents completed the survey which implies a margin of error no greater than $\pm 4.9\%$ at 95% confidence. Further details on the margin of error and significance testing can be found in the Appendix (section 4.3). The average response rate on this study was 19% which is slightly higher than we see in studies of similar scope to this.

2.2.4 Weighting














For this analysis, weights were assigned based on the ages and gender of residents to ensure that their representation in the Town-wide sample was proportionate to the Town of Sylvan Lake population as determined by the 2016 Census. Specific details of the weighting scheme used can be found in the Appendix (section 4.2).

¹ In 2015, there was also an open web link that anyone could use to answer the survey online. The Town decided that this was not needed in 2018.

3 Study Findings

This section details the results of each specific topic in the survey. In this section, there are a few things to note:

- The term “significant” means “statistically significant at 95% confidence”.
- The analysis checked for statistical differences between the following groups:

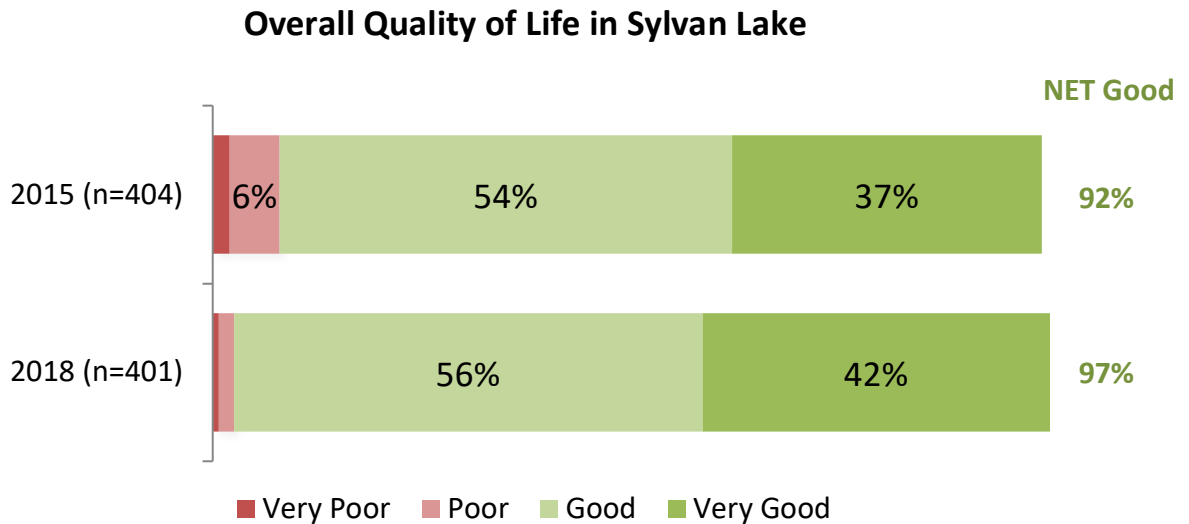
Age	Gender	Income	Years living in Sylvan Lake	Has had contact with a town department
 18 to 54	 Male	 Under \$60,000	 10 or less	 Yes
 55 or older	 Female	 \$60,000 to \$99,999	 11 to 20	 No
		 \$100,000 to \$149,000	 More than 20	
		 \$150,000 or more		

- The subgroup differences mentioned above are statistically tested in mutually exclusive groupings. For example, if a result says that it is statistically higher for those with an income of \$60,000 to \$99,999, this means that the result among those with an income of \$60,000 to \$99,999 is statistically higher than those who with an income other than \$60,000 to \$99,999.
- To improve readability, bars with values less than 5% may not have the value shown. Actual percents are available in separate tables.
- Results have been rounded to remove decimal places. As a result, adding up values may not exactly equal the total expected.
- Arrows may appear on graphs that compare results to the 2015 survey results. These indicate if the results are statistically (at 95% confidence) higher or lower than the 2015 results.
- The term “(VOL)” at the start of labels indicate that this level was volunteered by residents and not provided by the interviewer. These results are likely lower than they would have been had the interviewer mentioned this level specifically.
- For results with a base size of fewer than 30 residents, percents are shown. However, results should be interpreted with caution due to the small base sizes. Additionally, statistical differences are not shown if a respondent subgroup has a base size of fewer than 30 residents.

3.1 Quality of Life and Satisfaction with Services

3.1.1 Overall Quality of Life Rating

Overall, nearly all of the respondents (97%) said that quality of life in the Town of Sylvan Lake was either good or very good (56% and 42%, respectively). Only 3% of respondents said quality of life was poor or very poor (2% and 1%, respectively). These results are very similar to the results seen in 2015 when 92% of respondents said the quality of life was good or very good.



Values may not sum to 100% due to rounding.

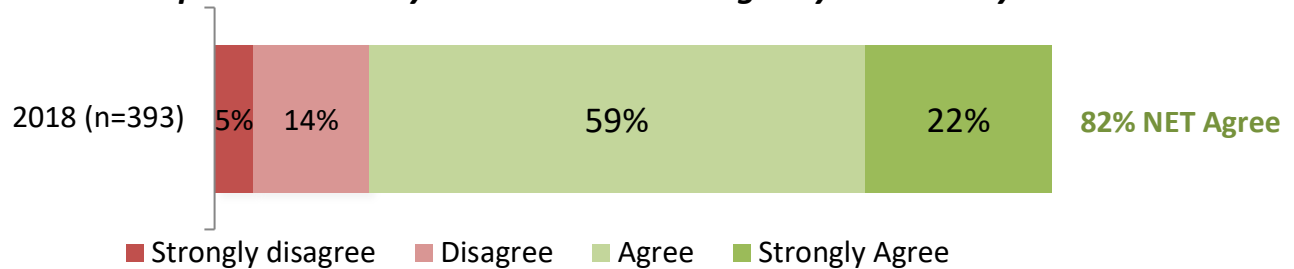
Subgroups that are significantly more likely to answer 'Good or Very Good' include:

- 💰 100%: Those with income over \$60,000;
- 👤 99%: Those who are 18 to 54 years old.

3.1.2 Connection to the community

Residents were also asked whether or not they have a sense of connection in the community. Over four-in-five respondents (82%) either agreed or strongly agreed that they feel a sense of connection in the community (59% and 22% respectively). Note that this question was new to the survey in 2018.

Agreement with “I have a sense of connection in the community, through my relationships with other Sylvan Lakers or through my community involvement.”



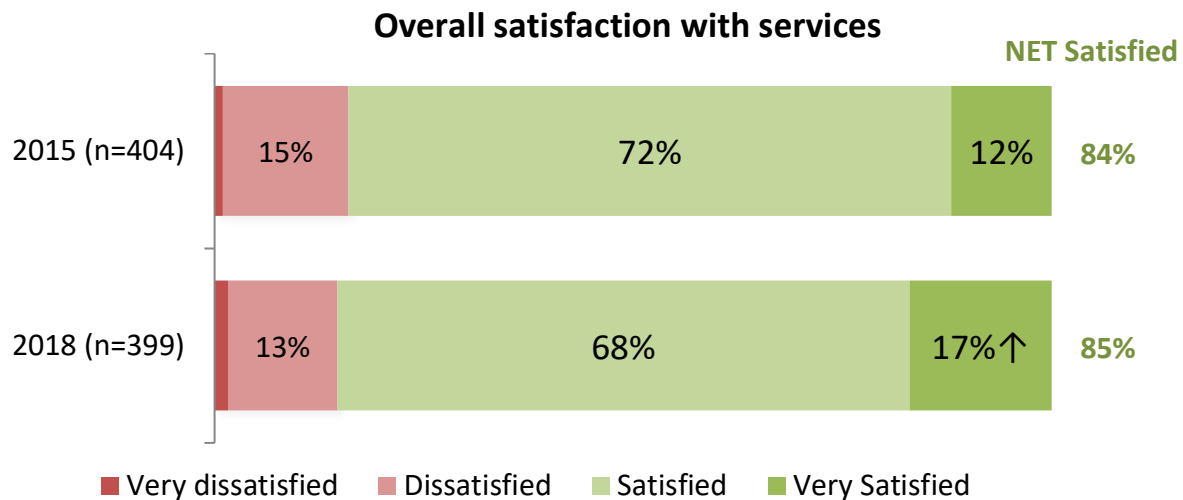
Values may not sum to 100% due to rounding. Excludes Don't know/No opinion.

Subgroups that are significantly more likely to 'Agree or Strongly Agree' with the statement include:

86%: Those who are 18 to 54.

3.1.3 Overall Satisfaction with Services

The majority of respondents said they were either satisfied (68%) or very satisfied (17%) with the services offered by the Town. Compared to 2015, significantly more respondents said that they were very satisfied (17% vs. 12%). Additionally, 13% of respondents said that they were dissatisfied with the services overall and only 2% said that they were very dissatisfied.



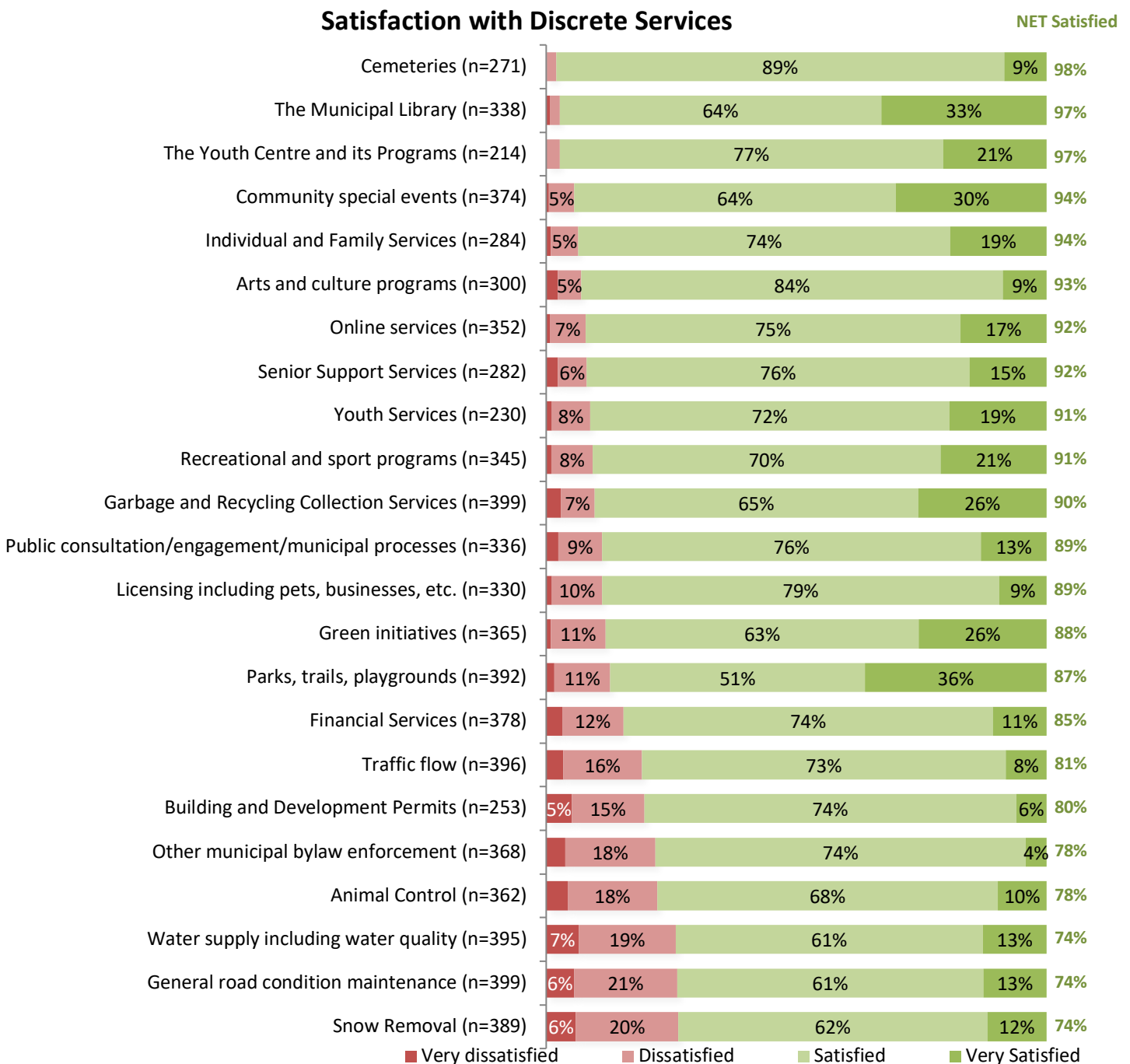
Values may not sum to 100% due to rounding. Excludes Don't know/No opinion.

Subgroups that are significantly more likely to answer 'Very Satisfied' include:

25%: Those who are 55 or older.












3.1.4 Satisfaction with Discrete Services

Respondents were asked to rate their satisfaction with a variety of different services offered by the Town of Sylvan Lake. Over three-quarters of respondents were satisfied or very satisfied with all services except water supply (74%), general road condition maintenance (74%) and snow removal (74%). The services that respondents were most satisfied with were cemeteries (98%), the municipal library (97%), the Youth Centre and its programs (97%), community special events (94%), Individual and Family Services (94%) and arts and culture programs (93%).



Values may not sum to 100% due to rounding. Bars missing values are less than 5%. Excludes Don't know/No Opinion.

There are some differences in these results among the different segments:

Service/Program	Those significantly more likely to answer 'Satisfied or Very Satisfied'	
Senior Support Services	 	98%: Those with income \$100,000 to \$149,999; 95%: Those who have lived in Town for 10 years or less.
Garbage and Recycling Collection Services		99%: Those with income \$100,000 to \$149,999.
Green initiatives		98%: Those with income \$100,000 to \$149,999.
Parks, trails, playgrounds		95%: Those who are 55 or older.
Financial Services		92%: Have not had contact with a Town department
Traffic flow		87%: Those who are female.
Building and Development Permits		95%: Those who have lived in Town for 10 years or less
Animal Control		90%: Those with income \$100,000 to \$149,999.
Water supply including water quality		83%: Have not had contact with a Town department
Snow Removal		81%: Have not had contact with a Town department

Overall satisfaction with the following services has increased since 2015; Individual and Family Services, Senior Support Services, Youth Services, recreational and sport programs, public consultation and traffic flow. In contrast, satisfaction with water supply has decreased.

Service/Program	NET Satisfied	
	2018	2015
Cemeteries	98%	98%
The Municipal Library	97%	94%
The Youth Centre and its Programs	97%	90%
Community special events	94%	95%
Individual and Family Services	94% ↑	62%
Arts and culture programs	93%	87%
Online services	92%	92%
Senior Support Services	92% ↑	56%
Youth Services	91% ↑	54%
Recreational and sport programs	91% ↑	78%
Garbage and Recycling Collection Services	90%	90%
Public consultation, engagement, and municipal processes	89% ↑	81%
Licensing including pets, businesses, etc.	89%	85%
Green initiatives*	88%	n/a
Parks, trails, playgrounds*	87%	n/a
Financial Services	85%	86%
Traffic flow	81% ↑	68%
Building and Development Permits	80%	81%
Other municipal bylaw enforcement*	78%	n/a
Animal Control	78%	80%
Water supply including water quality	74% ↓	88%
General road condition maintenance	74%	74%
Snow Removal	74% ↑	62%

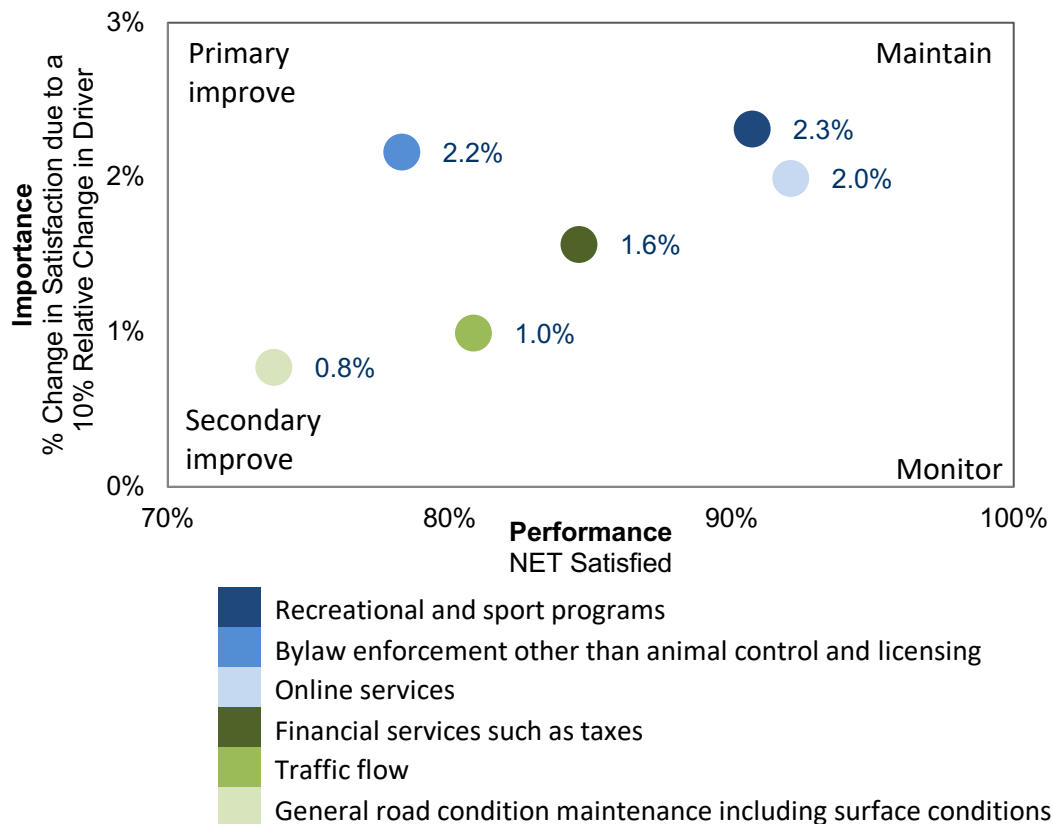
*Levels changed or added in 2018 so trending not shown.

3.1.5 Strategic Priorities using Derived Importance

Using the information obtained on both the overall satisfaction with Town services and the satisfaction with each individual service, we can infer which specific services have the most impact on overall satisfaction. This is done by doing a key driver analysis (KDA). A KDA technique involves obtaining the rating of a target metric (in this case, overall satisfaction with Town services) and ratings for all attributes that contribute to the rating of the target metric. A regression model is estimated in order to predict the impact of each factor to the overall rating. The regression model is then used to calculate “Importance” by shifting the rating that respondents give to each attribute by 10%, and then computing the percentage change in overall satisfaction. Most importantly, this analysis highlights which services should be improved (higher importance, lower performance) and which need to be maintained (higher importance and performance). This technique is often more accurate than simply asking respondents which services are most important to them as respondents tend to systematically overstate or understate the importance of services when asked directly.

The analysis showed that the six primary services of most importance to residents are recreational and sports programs (2.3% importance), bylaw enforcement other than animal control and licensing (2.2%), online services (2.0%), financial services (1.6%), traffic flow (1.0%), and general road condition maintenance (0.8%). To illustrate, if the proportion of residents who are satisfied with traffic flow increased from 81% to 89% (which is a 10% relative increase), we would expect overall satisfaction with Town services to increase from 85% to approximately 86% (a 1.0% relative increase).

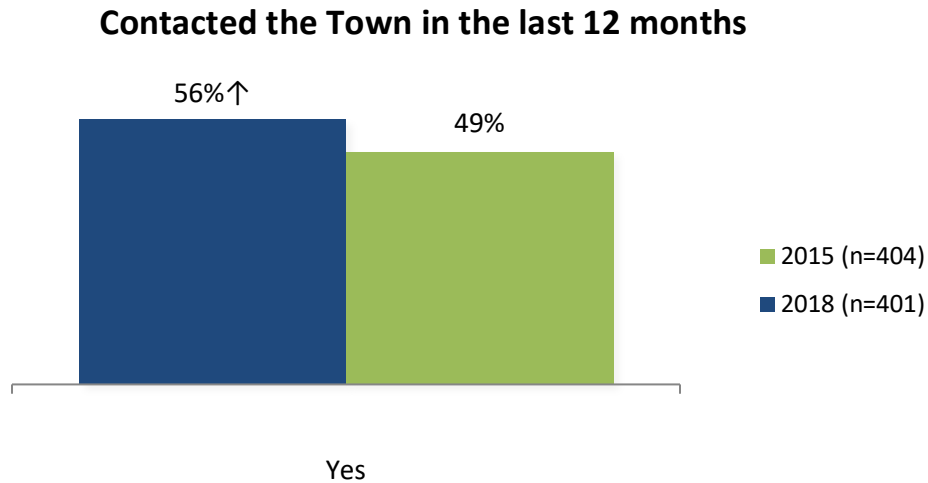
Key Drivers of Overall Satisfaction with Services



3.2 Interaction with Municipal Personnel

3.2.1 Personal Contact with Municipal Personnel

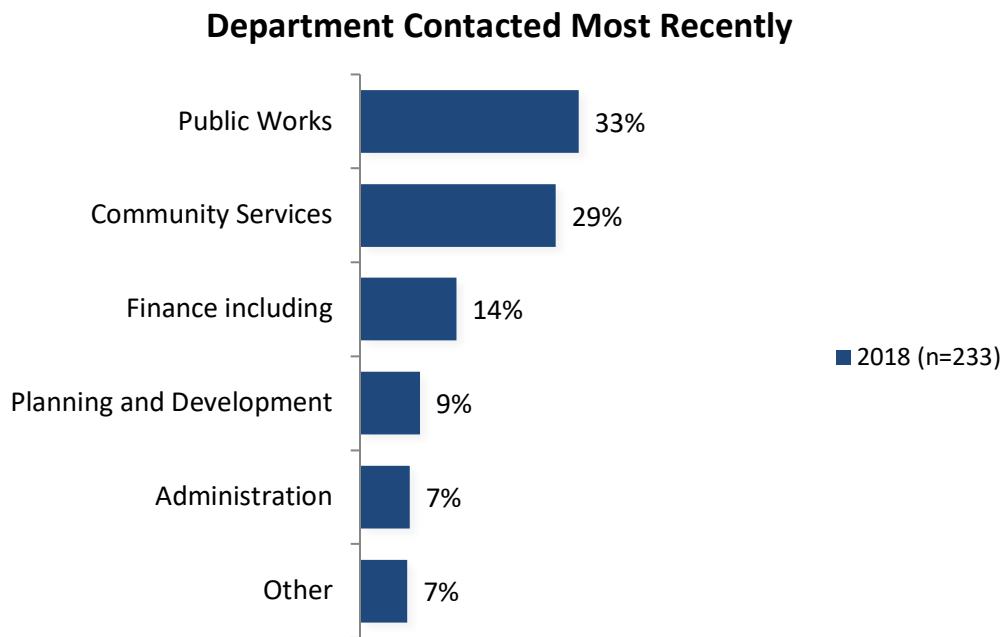
Over half of respondents (56%) said that they have contact with a Town department regarding an inquiry or had requested assistance with a service (in person, over the phone, or via email) in the past 12 months. This is an increase from 2015 when just under half had contacted the Town (49%).



There are no subgroups significantly more likely to have contacted the town in the last 12 months.

3.2.2 Department Most Recently Contacted

Respondents who said they have had contacted with Town were asked which department they contacted most recently. Public Works (33%) and Community Services (28%) were contacted recently most frequently.



Trending not shown due to change in departments asked about in 2018. Values may not sum to 100% due to rounding.

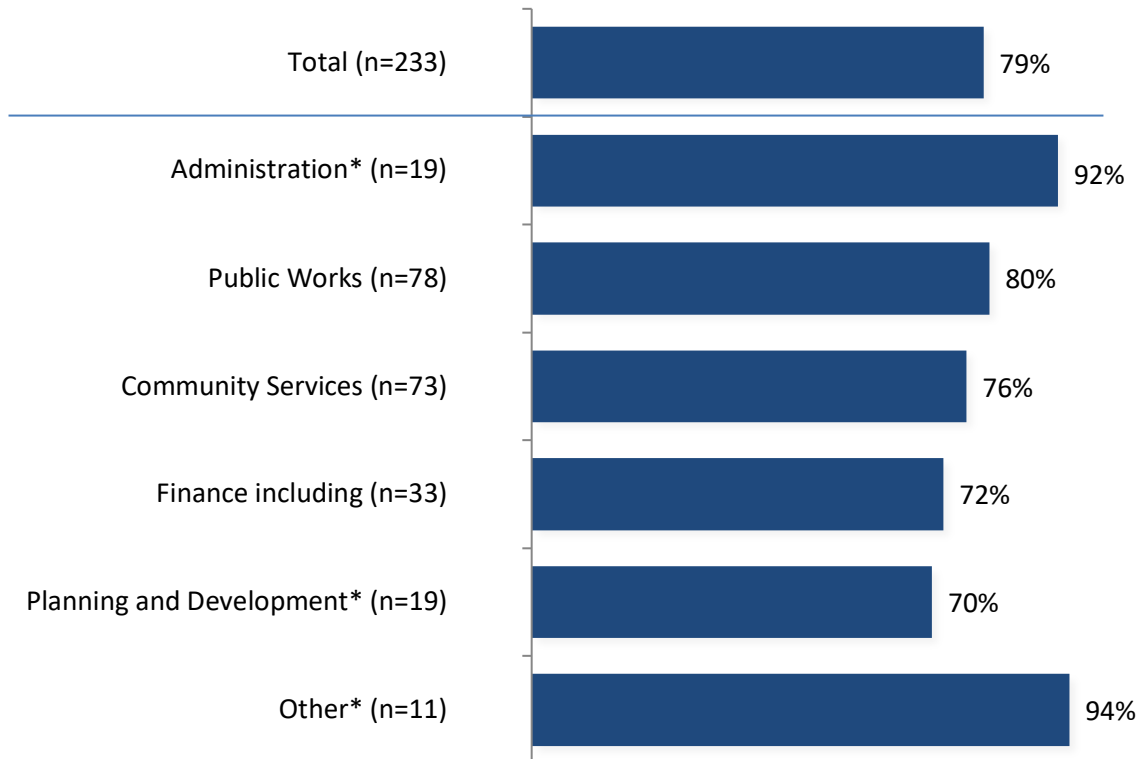
There are some differences in these results among the different segments:

- ♀ 37%: Females were more likely to contact Community Services;
- 💰 18%: Those with an income of under \$60,000 were more likely to have contacted some other department;
- ♂ 14%: Males were more likely to have contacted some other department; and
- 🏠 14%; Those who have lived in Town for 10 years or less were more likely to have contacted some other department.

3.2.3 Issue resolved

Over three-quarters (79%) of the respondents who had contacted the Town the past 12 months said that their issue, question, or concern was resolved or addressed. Respondents who had contacted the Administration department were the most likely to have had their issue resolved (92%).

Issue, Question, or Concern Resolved or Addressed



Base: Respondents who contacted the town in the last 12 months. New question in 2018, Trending not shown.

*Base <30, Interpret with caution.

Subgroups that are significantly more likely to answer ‘Yes’ for any department include:

- 💰 92%: Those with income between \$100,000 and \$149,000.

Some example of comments coded as “Other” includes “Town services”, “Contacted City Hall”, “Street light outage”, “Error in phone book listing”, and “Don’t know”.

3.2.4 Satisfaction with various aspects of service provided by staff

Respondents who said they had contacted the Town were also asked to rate their satisfaction with various aspects of the service provided. Satisfaction levels were highest with the length of time it took to receive the service or resolve the issue (91%), followed by the quality of customer service (85%) and the accessibility of the service or product (82%). These are improvement from 2015; respondents this year were more satisfied with the length of time to receive the service (91% vs. 72%) and the quality of customer service (85% vs. 75%) received.



Base: Respondents who contacted the town in the last 12 months. *Base: Contacted the town and issue was resolved. Values may not sum to 100% due to rounding. Bars missing values are less than 5%. Excludes Don't know/No Opinion. 2015 results only shown as new satisfied as this is all the information provided in the 2015 report.

There are some differences in these results among the different segments:

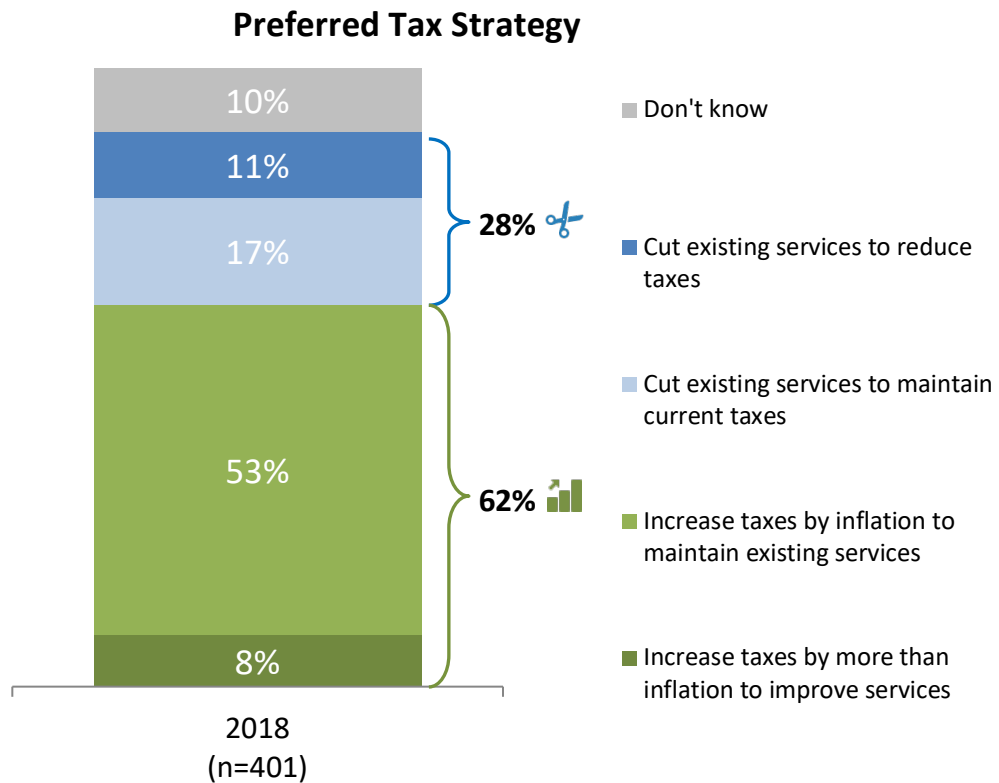
- 💰 95%: Those with income between \$60,000 and \$99,999 were more likely to be satisfied with the accessibility of the service or product they received.

3.3 Financial and Long-term Planning

3.3.1 Preferred Tax Strategy

In 2015, respondents were asked how much value they get for their tax dollars / user fees. In order to obtain results that can be acted upon, the format of this question was changed in 2018 to ask instead for their preferred tax strategy.

Over half of the respondents (53%) would prefer if taxes were increased by inflation to maintain existing services and a further 8% would prefer if taxes were increased by more than inflation to improve services. Just over one-quarter (28%) would prefer cutting services to either maintain or reduce taxes. Note that one-in-ten (10%) respondents were unsure of their opinion.



Values may not sum to 100% due to rounding. Question text and answer levels changed from 2015. Trending not shown.

Significant subgroup differences include:

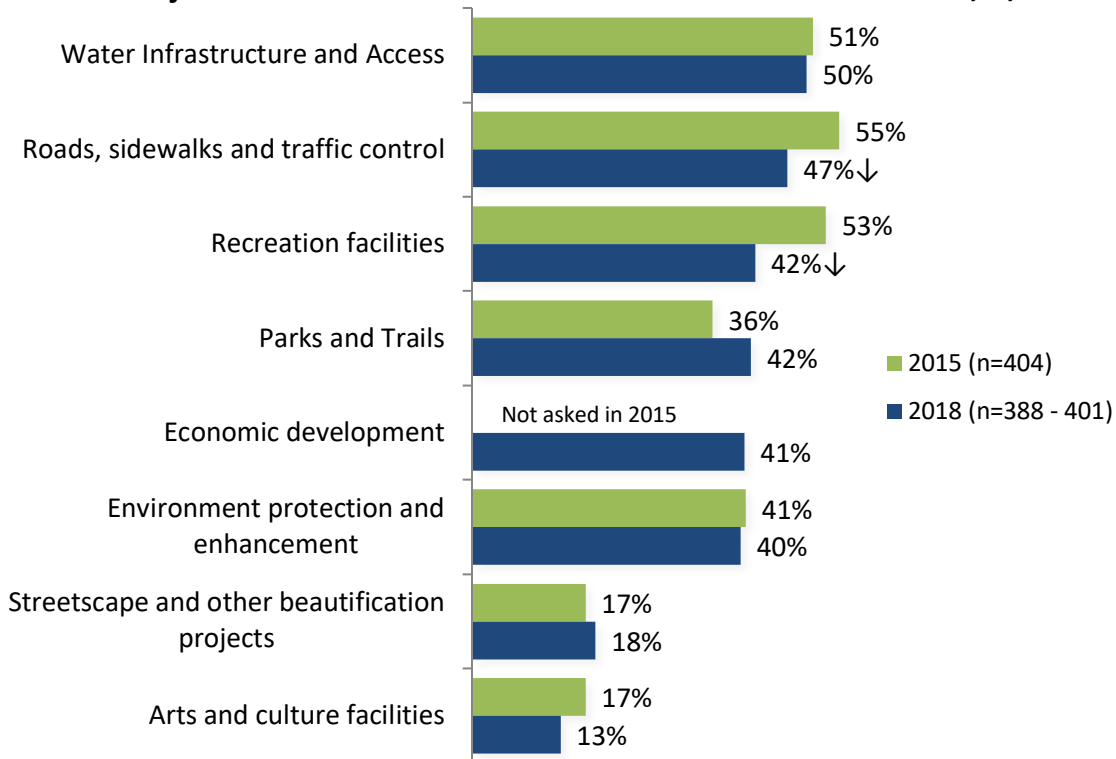
Preferred Strategy	Those significantly more likely to mention
Increase taxes by more than inflation to improve services	🏠 16%: Those who have lived in Town for more than 20 years; 💰 10%: Those with income of more than \$60,000
Increase taxes by inflation to maintain existing services	✅ 23%: Those who had contact with the Town.

3.3.2 Projects to focus on in the Future

In order to help determine which projects the Town of Sylvan Lake should focus on in the next few years, respondents were asked to give a priority rating for various projects (where 1 is the lowest priority and 10 is a very high priority). The projects that were rated as the highest priority included: water infrastructure and access (50% rated an 8, 9 or 10), roads, sidewalks, and traffic control (47%), recreation facilities (42%), and park and trails (42%).

Compared to 2015, fewer respondents rated roads, sidewalks and traffic control and recreation facilities as a high priority in 2018.

Projects the Town should focus on in the future rated 8, 9, or 10



Excludes Don't know/No Opinion.

Significant subgroup differences include:

Priority	Those significantly more likely to answer 8, 9, or 10
Water Infrastructure and Access	🏠 67%: Those who have lived in Town for more than 20 years; 56%: Those who have lived in Town for 11-20 years.
Recreation facilities	✅ 52%: Those who had contact with the Town.
Parks and trails	🏠 53%: Those who have lived in Town for more than 20 years.
Environment protection and enhancement	🏠 54%: Those who have lived in Town for more than 20 years; ♀ 48%: Those who are female.
Arts and culture facilities	♀ 20%: Those who are female.

Respondents were also asked if there were any other priority issues that perhaps had been overlooked. Approximately half of the respondents provided comments. The most common comments were related to crime prevention (including more policing and more by-law enforcement), better or more recreation facilities, better infrastructure, and lower taxes and utility costs. Here are some actual comments of other priorities the Town should focus on:

“Law enforcement needs to be a better priority. There is a lot of theft, crimes, drugs, texting and driving. Better neighbourhood watch/patrol for children and teens.”

“If we have bylaws, they should be enforced. The cat bylaw and noise bylaw with respect to barking dogs needs to be enforced.”

“I think the only thing would be the rec centre; more services there making it more robust.”

“Really like to see an art centre here, where people can put on plays and music festivals; auditorium.”

“General infrastructure seems to be lagging behind all the arts and culture projects and stuff. They need to focus more on bringing roads, infrastructure, water, [and] sewage back to an appropriate level.”

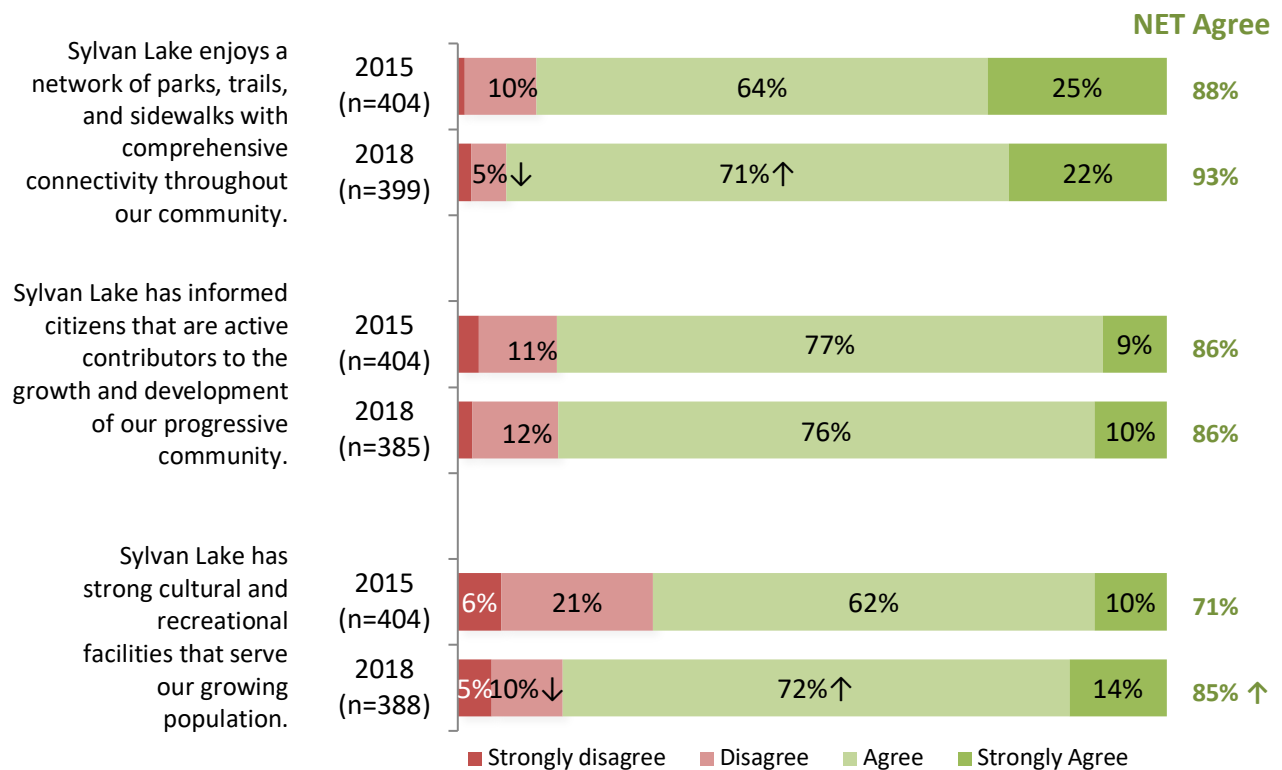
“Snow removal on residential streets is lacking I think; they often do the main streets but if the side streets could get done more than once or twice a year it would be helpful.”

3.4 Attitudes towards the Town

3.4.1 Connectivity, Growth and Recreation for the Future



Respondents were asked to rate their level of agreement with vision statements reflecting what the Town should be. The majority of respondents agreed with all of the statements, with the most respondents agreeing or strongly agreeing that Sylvan Lake enjoys a network of parks, trails, and sidewalks with comprehensive connectivity throughout the community (93%). Compared to 2015, more respondents agreed (71% vs. 64%) with this statement in 2018 while fewer (5% vs. 10%) disagreed. More respondents agreed or strongly agreed with the statement that Sylvan Lake has strong cultural and recreational facilities that serve their growing population (85%) than they did in 2015 (71%) while fewer disagreed (10% vs. 21%).

Connectivity, Growth and Recreation for the Future



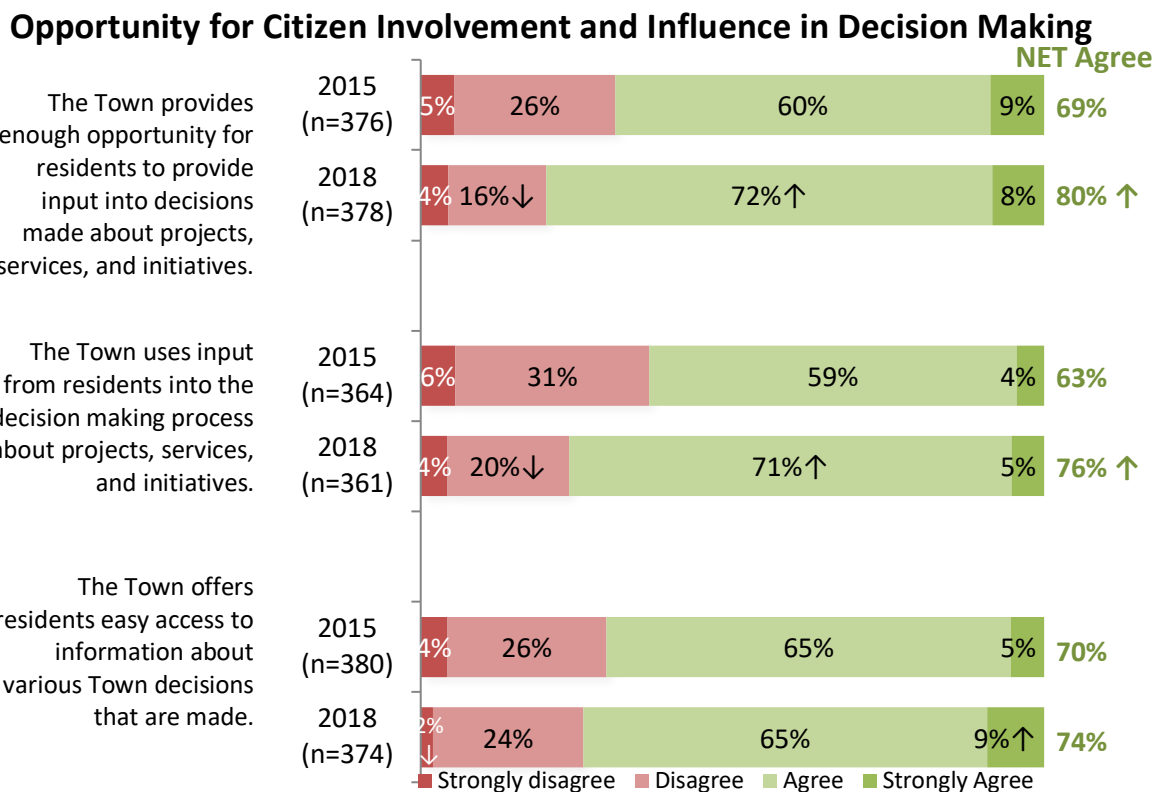
Excludes Don't know/No opinion. Values may not sum to 100% due to rounding.

Significant subgroup differences include:

Statement	Those significantly more likely to answer 'Agree or Strongly Agree'
Sylvan Lake enjoys a network of parks, trails and sidewalks with comprehensive connectivity throughout our community.	 96%: Those who have lived in Town for 10 years or less; 95%: Those who have lived in Town for 11-20 years.
Sylvan Lake has informed citizens that are active contributors to the growth and development of our progressive community.	 90%: Those who are 18-54 years old

3.4.2 Opportunity for Citizen Involvement and Influence in Decision Making

Respondents were asked to rate their level of agreement with statements about the way that the Town makes decisions about projects, services, and initiatives. The highest proportion of respondents (80%) agreed that the town provides enough opportunity for residents to provide input into decisions made about projects, services and initiatives. This is an increase from 69% in 2015. The majority of respondents also agreed that the Town uses input from residents (76%, up from 63% in 2015) and that the Town offers easy access to information about Town decisions (74%).



Excludes Don't know/No opinion. Values may not sum to 100% due to rounding.

Significant subgroup differences include:

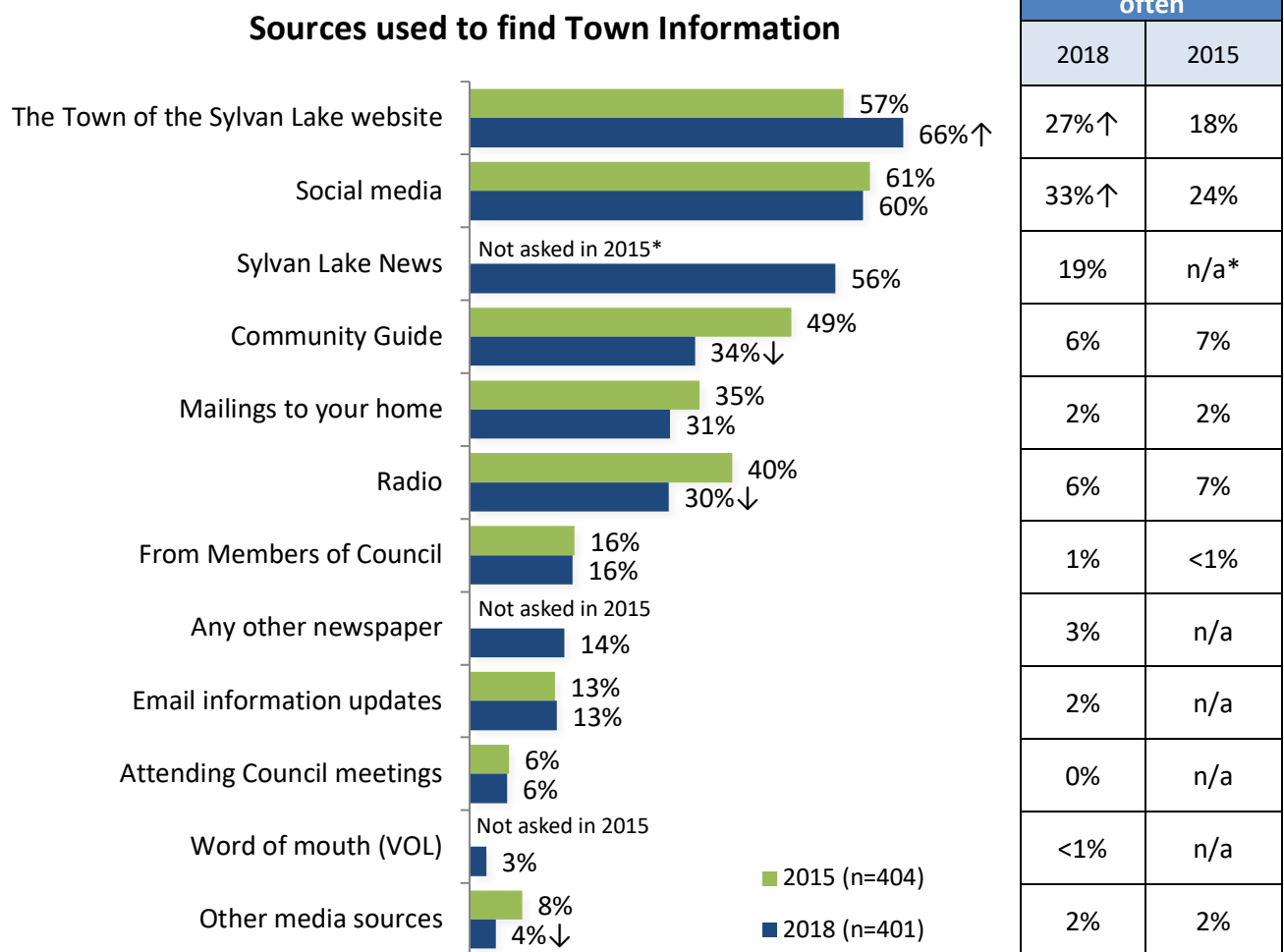
Statement	Those significantly more likely to answer 'Agree or Strongly Agree'
The Town uses input from residents into the decision making process about projects, services, and initiatives.	<ul style="list-style-type: none"> 95%: Those who have lived in Town for 11-20 years; 89%: Those whose income is between \$60,000 and \$99,999; 85%: Those who who are female.
The Town offers residents easy access to information about various Town decisions that are made.	<ul style="list-style-type: none"> 89%: Those whose income is between \$60,000 and \$99,999; 87%: Those whose income is less than \$60,000.

3.5 Town Communication

3.5.1 Most used sources for Town information

When asked what sources of information they use to find out information about the Town, over half of respondents said they use the Town of Sylvan Lake website (66%), social media (60%) and the Sylvan Lake News (56%). While more respondents used the Town of Sylvan Lake website than in 2015 (57%), fewer used the Community Guide (34%, down from 49%) and the radio (30%, down from 40%) to find out information.






















The sources used most often were Social media (33%) and the Town of Sylvan Lake website (27%). Both of these sources were used most often more in 2018 compared to 2015 (24% and 18% respectively).



Respondents could offer multiple responses. Values may not sum to 100% due to rounding.

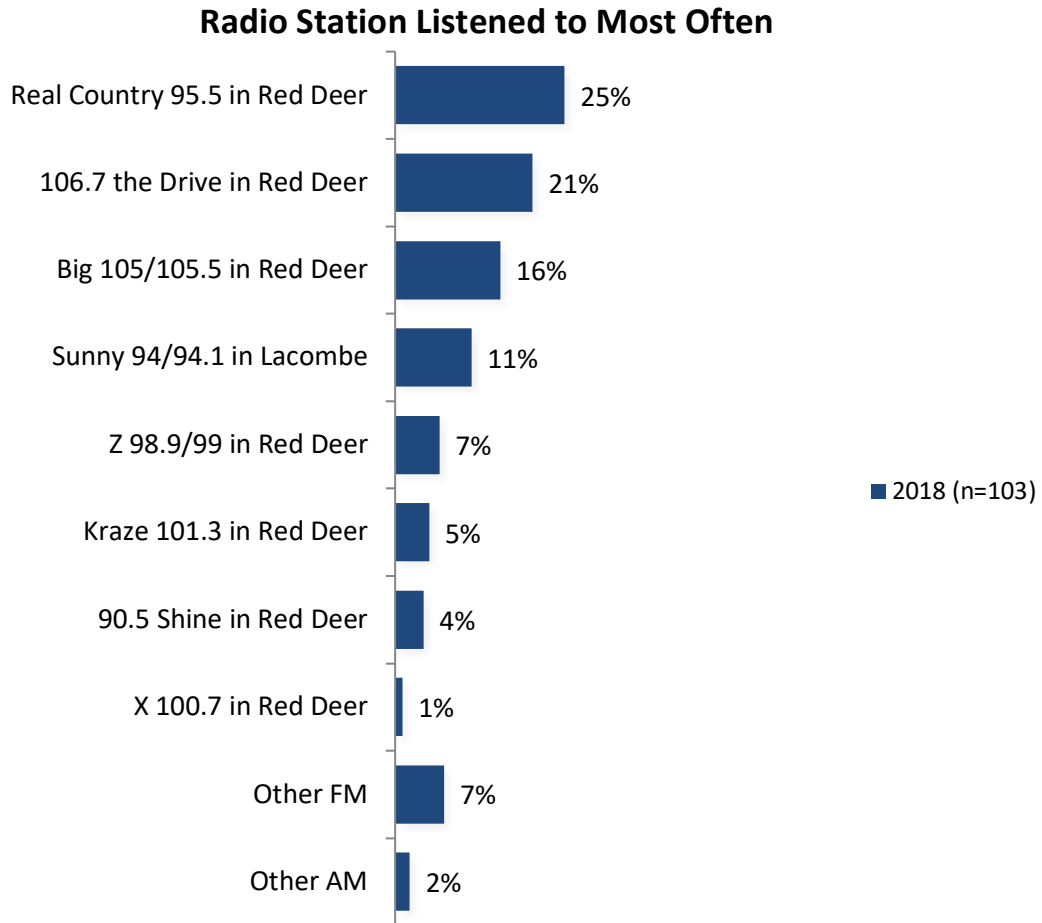
* In 2015, a generic “Newspaper” level was mentioned by 70% in general and 40% as used most often.

Significant subgroup differences include:

Media source	Those significantly more likely to use media source	Those significantly more likely to use media source <i>most often</i>
The Town of Sylvan Lake website		 32%: Those whose income is \$60,000 or more.
Social media	 95%: Those who are female;  69%: Those who are 18 to 54 years old;  65%: Those whose income is \$60,000 or more;  65%: Those who have lived in Sylvan Lake for 10 years or less,  64%: Those who have lived in Sylvan Lake for 11-20 years	 42%: Those who are 18 to 54 years old;  41%: Those who have lived in Sylvan Lake to 10 years or less.
Sylvan Lake News	 70%: Those who are 55 years or older.	 51%: Those who are 55 years or older;  35%: Those whose income is less than \$60,000.
Community Guide	 45%: Those who are female;  9%: Those who have lived in Sylvan Lake for 10 years or less.	 17%: Those whose income is between \$100,000 and \$149,999;  9%: Those who have lived in Sylvan Lake for 10 years or less.
Radio	 39%: Those who are male.	 10%: Those who are male;  10%: Those who have not contacted the Town
From Members of Council		 2%: Those who are female;  2%: Those who have lived in Sylvan Lake for 11-20 years.
Attending Council Meetings	 10%: Those who have contacted the Town .	





3.5.2 Radio Station Listened to Most Often

Respondents who indicated that they use the radio as a source for Information about the Town were asked which radio station they listen to most often. The radio stations listened to most often include Real Country 95.5 (25%), 106.7 the Drive (21%) and Big 105/105.5 (16%).



Base: Respondents who listen to the radio for information about the Town. Values may not sum to 100% due to rounding. New question in 2018, Trending not shown.

Significant subgroup differences include:

Radio Station	Those significantly more likely to use radio station
106.7 the Drive in Red Deer	 35%: Those who have lived in Sylvan Lake for 10 years or less;  29%: Those who are male;  26%: Those who are 18 to 54 years old.
Sunny 94/94.1 in Lacombe	 30%: Those who are 55 years or older.

4 Appendices

4.1 Respondent Demographics

	Respondent Profile	
	2018 (n=401)	2015 (n=404)
Age		
18 to 24 years	8%	14%
25 to 34 years	29%	25%
35 to 44 years	17%	21%
45 to 54 years	17%	19%
55 to 64 years	18%	12%
65 years or older	11%	9%
Not stated	0%	0%
Gender		
Male	50%	49%
Female	50%	51%
Household Income		
Under \$30,000	7%	3%
\$30,000 to \$59,999	14%	11%
\$60,000 to \$99,999	24%	16%
\$100,000 to \$149,999	23%	30%
\$150,000 to \$199,999	12%	11%
\$200,000 or more	6%	14%
Prefer not to answer	13%	17%
Years as a resident of Town of Sylvan Lake		
More than 20	22%	30%
11 to 20 years	31%	29%
10 years or less	47%	40%
Mean	14.2 years	-

Values may not add to 100% due to rounding.

4.2 Data Weighting

The data was weighted to the age and gender characteristics of the residents of the Town of Sylvan Lake as determined by the 2016 Town of Sylvan Lake Census. The following outlines the weighting factors utilized in this research:

Age group	Number of completed surveys	Proportion of completed surveys	Census proportions*	Weight factor
Male: 18 to 34	14	3%	19%	5.38
Male: 35 to 64	79	20%	26%	1.33
Male: 65 or older	54	14%	5%	0.38
Female: 18 to 34	23	6%	18%	3.12
Female: 35 to 64	140	35%	26%	0.74
Female: 65 or older	90	22%	6%	0.27
Unknown/Refused*	1	0.2%	0.2%	1.00

* Residents were allowed to refuse to answer their age as long as they confirmed that they are at least 18 years old. These cases are left unweighted (i.e. with a weight of 1) and the census proportions for this group are scaled to match accordingly.

4.3 Statistical Significance and Statistical Testing

This study has a margin of error no greater than $\pm 4.9\%$ at 95% confidence. This means that with 95% confidence, the true population result is no greater than 4.9% points higher or 4.9% points lower than the results shown in the report. The 95% confidence level 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. Although the confidence level can be chosen to be any percentage, it is standard in social research such as this study to use 95% confidence.

Statistical significance testing is used analyze survey results by certain demographics (i.e. age and gender). Statistical significance testing determines 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, and weighting. For this reason, it may be found that two sets of variables with the same percentage point difference are statistically significant difference between some groups but not others.

4.4 Survey

Community Satisfaction 2018

Town of Sylvan Lake

inbref1 *Show if inbound not 18*

I'm sorry, we need to speak to residents that are 18 years of age or older. Thank you for your time, goodbye.

Status Code: 502

inbref2 *Show if inbound refusal*

Thank you for your time, goodbye.

Status Code: 503

inbcb *Show if inbound callback*

Status Code: 1001

Show if is outbound

intA *Show if is landline*

Phone type: Landline

Hello, my name is _____ and I am calling from Advanis on behalf of the municipal government of the Town of Sylvan Lake. We are conducting a Community Survey that will provide the Council and staff with important resident feedback.

Is there a male in your household who is 18 to 34 years old that I may speak with?

Select one.)

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

If needed: Please be assured we are not calling to sell or solicit anything and your answers will be kept strictly confidential.

- 1 Yes, speaking
- 2 Yes, getting person
- 5 No male in that age group
- 3 Callback
- 4 Refused

int2 *Show if no 18 34*

May I please speak to the youngest person in your household who is 18 or older?

Select one.

- 1 Yes, speaking
- 2 Yes, getting person
- 3 Callback
- 4 Refused

intB *Show if int getting person*

(if inta getting person) Hello, my name is _____ and I am calling from Advanis on behalf of the municipal government of the Town of Sylvan Lake. We are conducting a Community Survey that will provide the Council and staff with important resident feedback.

Are you **between the ages of 18 and 34 years old** and willing to complete the survey with me now?

(if int2 getting person) Hello, my name is _____ and I am calling from Advanis on behalf of the municipal government of the Town of Sylvan Lake. We are conducting a Community Survey that will provide the Council and staff with important resident feedback.

Are you **at least 18 years old** and willing to complete the survey with me now?

If needed: Please be assured we are not calling to sell or solicit anything and your answers will be kept strictly confidential.

Select one.

- 1 Yes, continue
- 2 No, callback
- 3 No, refusal

intref *Show if int refusal*

Status Code: 1000

intcb *Show if int callback*

Status Code: 1001

Show if is wireless outbound

intW

Phone type: Wireless

Hello, my name is _____ and I am calling from Advanis on behalf of the municipal government of the Town of Sylvan Lake. We are conducting a Community Survey that will provide the Council and staff with important resident feedback.

Can you safely talk to me now?

Select one.

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

If needed: Please be assured we are not calling to sell or solicit anything and your answers will be kept strictly confidential.

- 1 Yes, continue
- 2 Callback
- 3 Refusal

wcb Show if wl callback

Status Code: 1001

wref Show if wl refusal

Status Code: 1000

q0

Please note that this call may be recorded for quality assurance purposes. Do you currently live in the Town of Sylvan Lake?

Select one.

If needed: ask if they would consider their home in Sylvan Lake to be their **primary** residence.

- 1 Yes
- 2 No

t0 Show if not sylvan lake resident

Thank you for your time. We're looking to speak with residents of the Town of Sylvan Lake. Those are all of my questions.

Status Code: 501

qA

As it is important to hear from a broad cross-section of the public, including representation from all age groups, can you please tell me which of the following age categories do you fall into?

Select one.

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 or older
- 99 (DO NOT READ) Refused

Section Perceptions of Quality of Life and Services

q1

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

Select one.

- 1 Very Poor
- 2 Poor
- 3 Good
- 4 Very Good

q1a

Would you say you strongly disagree, disagree, agree, or strongly agree with the following statement? I have a sense of connection in the community, through my relationships with other Sylvan Lakers or through my community involvement.

Select one.

- 1 Strongly disagree
- 2 Disagree
- 3 Agree
- 4 Strongly Agree
- 5 (DO NOT READ) No opinion

q2

For the remainder of this survey, whenever I refer to “the Town”, I mean “the municipal government of the Town of Sylvan Lake”. Thinking about all of the services offered by the Town, would you say you are...?

Select one.

- 1 Very dissatisfied
- 2 Dissatisfied
- 3 Satisfied

- 4 Very Satisfied
- 9 (DO NOT READ) Don't know/ No opinion

q3

We would like to get your opinion on various services offered by the Town. Would you say you are very dissatisfied, dissatisfied, satisfied, or very satisfied with...?

1. Parks, trails, playgrounds, and other green spaces, including their maintenance *
2. Recreational and sport programs *
3. The Youth Centre and its Programs *
4. The Municipal Library *
5. Community special events *
6. Arts and culture programs *
7. Garbage and Recycling Collection Services *
8. Water supply including water quality *
9. Snow Removal along roads, trails and paths *
10. General road condition maintenance including surface conditions such as potholes, street sweeping, etc. *
11. Green initiatives such as rain barrel rebate programs, Drop N Swap, Yard and Kitchen Waste collection, etc. *
12. Animal Control *
13. Licensing including pets, businesses, etc. *
14. Other municipal bylaw enforcement
15. Online services including the Municipal website, social media use, online Program registration, contact and /concern reporting, and news subscription *
16. Building and Development Permits *
17. Traffic flow *
18. Financial Services such as taxes, preauthorized payments, etc. *
19. Public consultation, engagement, and municipal processes *
20. Cemeteries *
21. Youth Services such as afterschool and evening drop in program, camps, the Leaders in Training Program, Youth Employment Centre, etc. *
22. Senior Support Services such as friendly visitor program, Elder Abuse and Awareness program, home support, Life Line, etc. *
23. Individual and Family Services such as parent support and education, bullying prevention, healthy families etc. *

*Levels marked with * are randomized*

- 1 Very dissatisfied
- 2 Dissatisfied
- 3 Satisfied
- 4 Very Satisfied
- 9 (DO NOT READ) Don't know/ No opinion

Section Interaction with Municipal Staff

q6

In the past 12 months, have you contacted a Town department and spoken to a staff member regarding an inquiry, or requested assistance with a service? This could include contacting a department in person, over the phone, or through email.

Select one.

- 1 Yes
 0 No

q7 Show if contacted town

What department have you had contact with **most recently**?

Select one. DO NOT READ LIST.

If you are not sure, please put in other and we will code after the fact.

- 1 Administration including:
Office of the Chief Administrative Officer
Legislative Services
Economic Development
Communication
Human Resources
- 2 Community Services including:
Recreation, Arts, and Culture
Parks
Municipal Enforcement
Family and Community Support Services (FCSS)
Fire
- 3 Finance including:
Accounts Receivable
Accounts Payable
Animal Licensing
Freedom of Information (FOIP)
Information and Technology
Assessment and Taxation
Utility Billing
- 4 Planning and Development including:
Business Licensing
Planning
Development
Development and building permits
- 5 Public Works including:
Water and Sewer
Transportation
Asset and Project Management
Waste Management Services
- 6 Other (specify): _____

q8a *Show if contacted town*

Was your issue, question, or concern resolved or addressed?

Select one.

- 1 Yes
- 0 No

q8 *Show if contacted town*

Based on your most recent experience and contact with the Town, please rate your overall satisfaction with...

Repeat scale if needed.

1. The quality of customer service provided to you by the service staff?
2. The accessibility of the service or product you received?
3. The length of time it took to receive the service or resolve your issue, question, or concern?

(Show if q8a resolved)

- 1 Very dissatisfied
- 2 Dissatisfied
- 3 Satisfied
- 4 Very Satisfied
- 9 **(DO NOT READ)** Don't know/ No opinion

q1b

Thinking about all of the programs and services you receive from the Town, which of the following tax strategies best represents your preference?

Select one.

- 1 Increase taxes by more than inflation to improve services
- 2 Increase taxes by inflation to maintain existing services
- 3 Cut existing services to maintain current taxes
- 4 Cut existing services to reduce taxes
- 9 **(DO NOT READ)** Don't know/No opinion

q11

In order to help guide what projects the Town 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...

1. Arts and culture facilities *
2. Environment protection and enhancement *
3. Recreation facilities *
4. Roads, sidewalks and traffic control *
5. Streetscape and other beautification projects *
6. Water Infrastructure and Access *
7. Parks and Trails *
8. Economic development *

*Levels marked with * are randomized*

- 1 1 lowest priority
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 very high priority
- 11 (DO NOT READ) Don't know/No opinion

q12

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

- .8 No comment
- .9 Don't know

q13

Please tell me if you strongly disagree, disagree, agree, or strongly agree with each of the following vision statements as a reflection of what the Town **should be**.

Repeat scale if necessary

1. Sylvan Lake has informed citizens that are active contributors to the growth and development of our progressive community. *
2. Sylvan Lake has strong cultural and recreational facilities that serve our growing population. *
3. Sylvan Lake enjoys a network of parks, trails and sidewalks with comprehensive connectivity throughout our community. *

*Levels marked with * are randomized*

- 1 Strongly disagree
- 2 Disagree
- 3 Agree
- 4 Strongly Agree
- 5 **(DO NOT READ)** No opinion

Section Communication

q14

Which of the following sources do you currently use to find information about Municipal/Town programs, services, events and initiatives?

Read levels

Select all that apply.

- 1 The Town of the Sylvan Lake website
- 2 Mailings to your home
- 3 From Members of Council
- 4 Social media
- 5 Email information updates
- 6 Sylvan Lake News
- 7 Any other newspaper
- 8 Community Guide
- 9 Attending Council meetings
- 10 Radio
- 11 Any other media sources? (specify):

q15 Show if Multiple news sources

And which source do you use **most often**?

Only read answer levels if needed.

Select one.

- 1 The Town of the Sylvan Lake website (Show if q14 1 The Town of the)
- 2 Mailings to your home (Show if q14 2 Mailings to you)
- 3 From Members of Council (Show if q14 3 From Members of)
- 4 Social media (Show if q14 4 Social media)
- 5 Email information updates (Show if q14 5 Email informati)
- 6 Sylvan Lake News (Show if q14 6 Sylvan Lake New)
- 7 Any other newspaper (Show if q14 7 Any other newsp)
- 8 Community Guide (Show if q14 8 Community Guide)
- 9 Attending Council meetings (Show if q14 9 Attending Council)
- 10 Radio (Show if q14 10 Radio)
- 11 <<q14.specify(11)>> (Show if q14 11 <<q14.specify(1)

radio2 Show if Listens to radio for information

Which radio station do you listen to **most often** that provides you with information about Municipal or Town programs, services, events and initiatives?

Select one.

- 1 90.5 Shine in Red Deer
- 2 Sunny 94/94.1 in Lacombe
- 3 Real Country 95.5 in Red Deer
- 4 Z 98.9/99 in Red Deer
- 5 X 100.7 in Red Deer
- 6 Kraze 101.3 in Red Deer
- 7 Big 105/105.5 in Red Deer
- 8 106.7 the Drive in Red Deer
- 9 Other FM (specify): _____
- 10 Other AM (specify): _____
- 11 Other AM (specify): _____
- 12 Other AM (specify): _____

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, and initiatives.

- 1. The Town provides enough opportunity for residents to provide input into decisions made about projects, services, and initiatives. *
- 2. The Town uses input from residents into the decision making process about projects, services, and initiatives. *
- 3. The Town offers residents easy access to information about various Town decisions that are made. *

*Levels marked with * are randomized*

- 1 Strongly disagree
- 2 Disagree
- 3 Agree
- 4 Strongly Agree
- 5 (DO NOT READ) No opinion

Section Respondent Profile

q18

Finally, we have two more questions for classification purposes. Which of the following categories represents your total **household** income **before taxes** for 2017? Was it...

Select one.

- 1 Under \$30,000
- 2 \$30,000 to under \$60,000
- 3 \$60,000 to under \$100,000
- 4 \$100,000 to under \$150,000
- 5 \$150,000 to under \$200,000
- 6 \$200,000 or more
- 9 (DO NOT READ) Refused to answer

q19a

Approximately how many years have you been a resident of the Town of Sylvan Lake?

Select one.

Round half years down (so “five and a half”, “five and a bit”, “almost 6” would be 5). If less than one, enter 0. If left and returned, enter the total number of years they have lived.

Minimum: 0, Maximum: 100

_____ years

q20

(DO NOT READ) Record gender

Select one.

- ₁ Male
 ₂ Female

end

Those are all the questions I have for you today. On behalf of the municipal government of the Town of Sylvan Lake, I want to thank you for your time and valuable input. Have a nice evening.

Status Code: -1

Help Page

Client contact information:

Communications Assistant, Crystal Marini at 403 887 1185 Ext. 244

Length of survey : 10-15 minutes

Last day for callbacks : September 28

If you are having some stress/emotional difficulties at this time, it might help to talk to someone. I have a toll free number I could give you if you were interested in talking to someone.

Canada: 1-800-784-2433 or 1-800-273-TALK (1-800-273-8255)

US: 1-800-273-8255