

# Saddle Hills County

2018 Resident Survey  
Presentation

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November 13, 2018



## Study Background

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The Saddle Hills County Community Satisfaction Survey results provide Saddle Hills with insight into the perceptions and opinions of residents across a number of areas, including:

- Overall quality of life in Saddle Hills County;
- Factors contributing to the County's quality of life;
- Community identity;
- Satisfaction with various programs, services, and facilities;
- The importance of County services;
- The County's communication with residents; and
- Perceived value for tax dollars.

## Methodology

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A total of 195 surveys were completed with Saddle Hills County:

- 39 surveys via PIN web-link;
- 144 surveys via telephone; and
- 12 surveys via hard copy.

Margin of error no greater than +/- 6.6% at the 95% confidence level, or 19 times out of 20.

## Quality of Life\*

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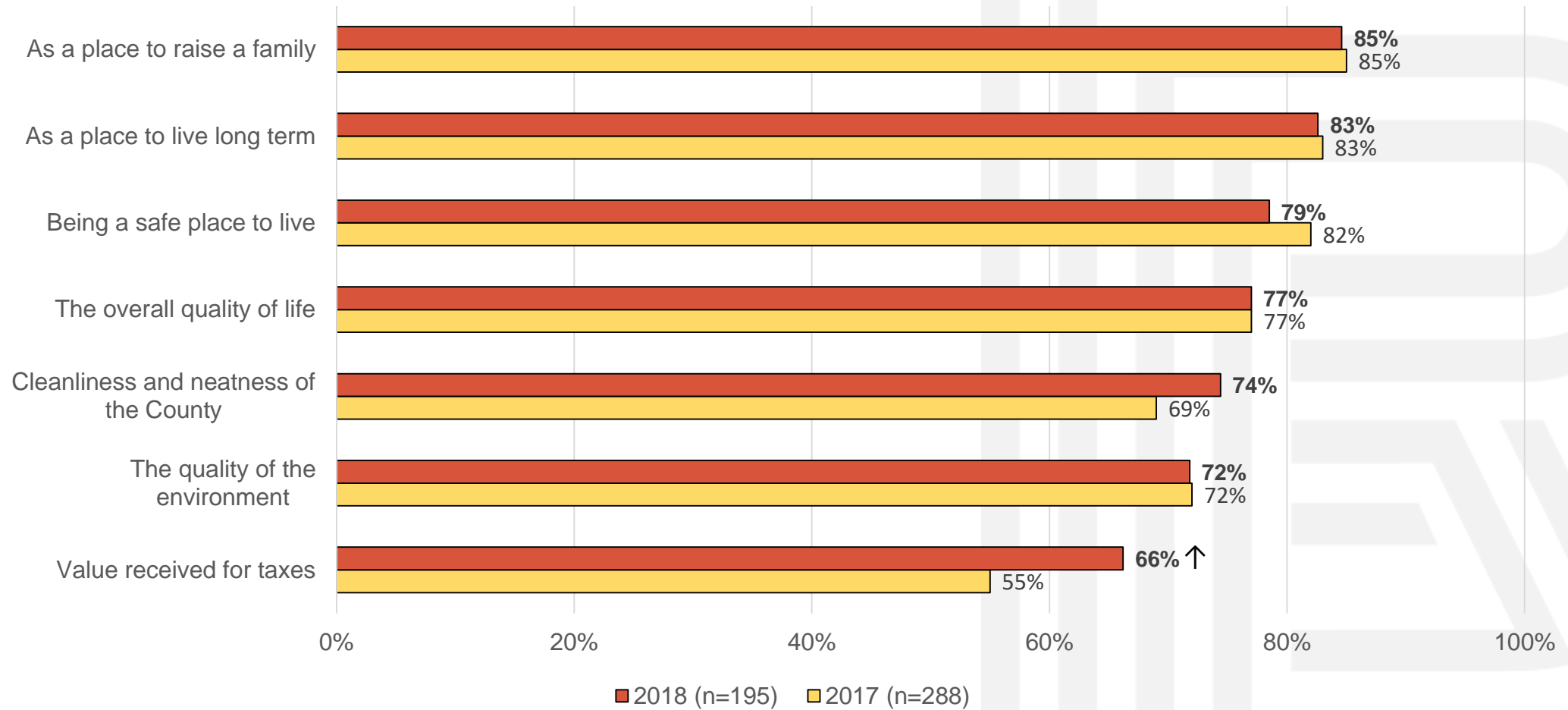
When asked what the three most significant factors were that contributed positively to their quality of life, road maintenance (28%), rural atmosphere (17%) and friendly residents (14%) were the top responses, followed by peaceful atmosphere (13%) and reasonable taxes (12%).

When asked what contributed to a lower quality of life, poor road maintenance (28%), long distance to access services (14%) and lack of cell phone service (8%) were the top responses, followed by poor internet services (6%) and lack of shopping options (6%).



# Quality of Life

How would you rate Saddle Hills, in terms of...?\*



\*Percent of respondents who were satisfied with each (ratings of 4 or 5 out of 5)

↑ indicates a significant increase from the previous survey year



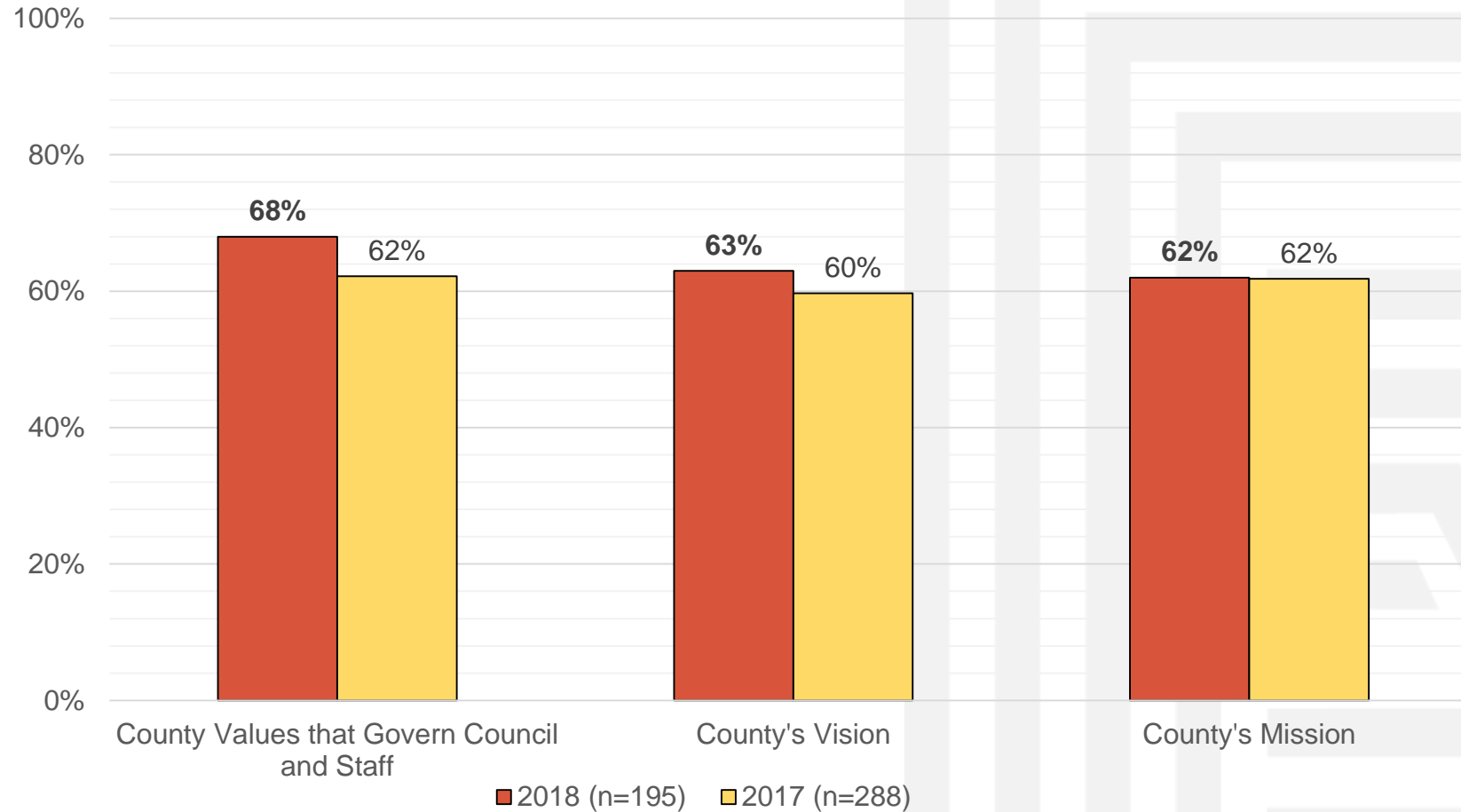
## Community Identity

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When asked what comes to mind when thinking of Saddle Hills County, the top responses were farming (7%) spacious area (6%), and scenic (6%). The County's resources (14%), the oil and gas industry (8%), friendly residents, and natural surroundings (7%) were considered the County's strengths and unique features.

# Strategic Plan

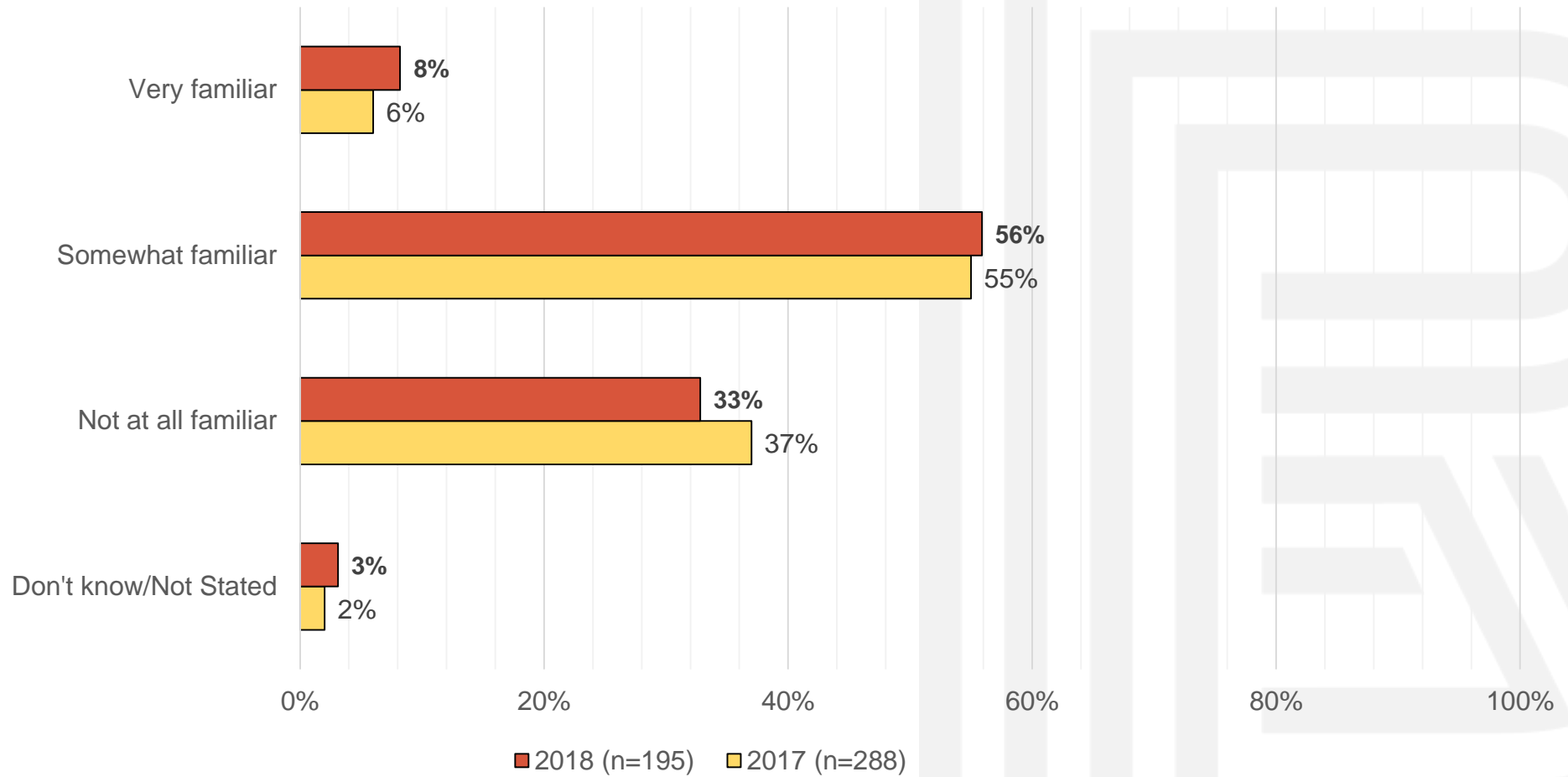
Level of Agreement with the County's Vision, Mission, and Values\*



\*Multiple Responses

# Strategic Plan

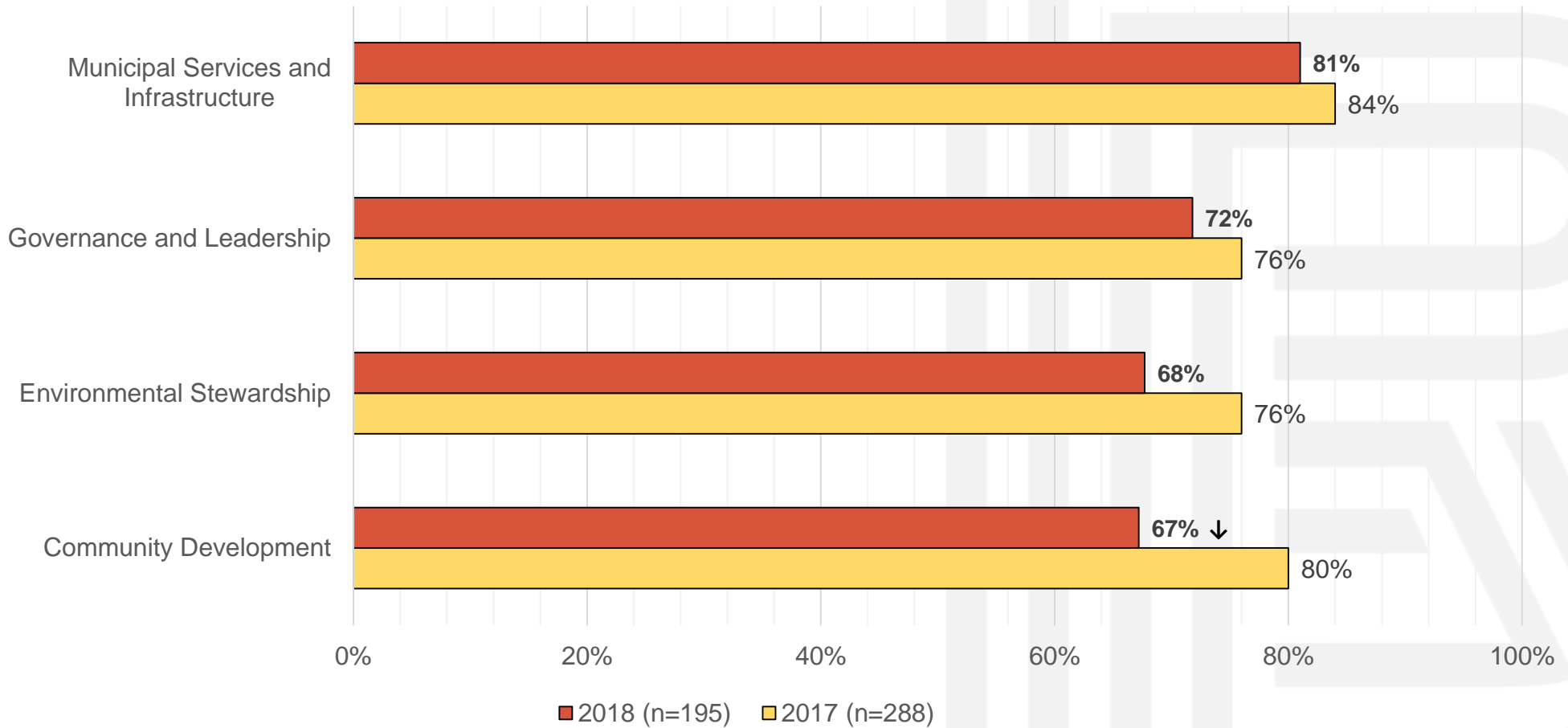
How familiar are you with the County's Strategic Plan?





# Strategic Plan

## Importance of Strategic Plan Elements



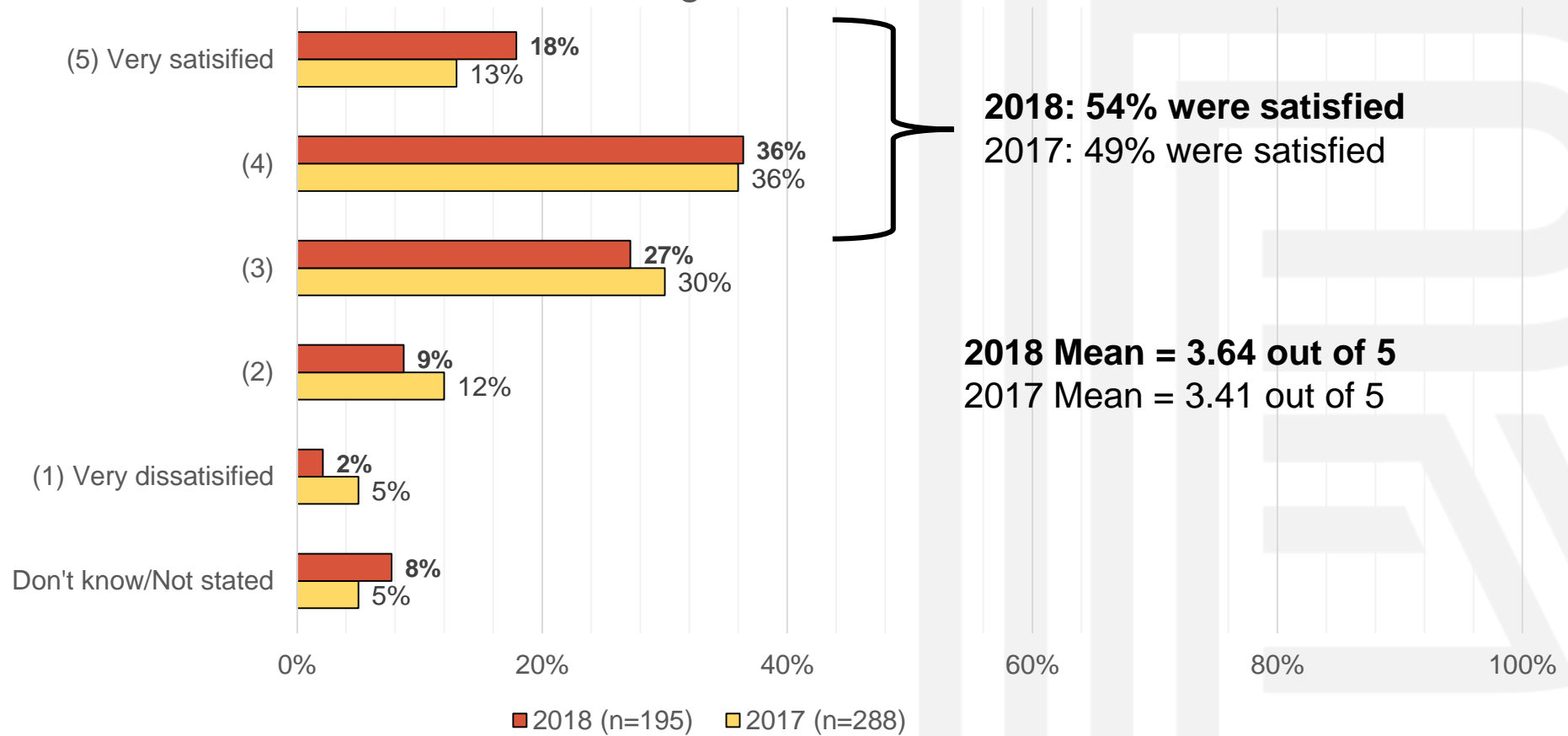
\*Percent of respondents who were rated each as important (ratings of 4 or 5 out of 5)

↓ indicates a significant decrease from the previous survey year



# Strategic Plan

How satisfied are you with the County's overall direction as outlined by the Strategic Plan?



## Issues

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Road maintenance (13%), budget misallocation (7%), and water quality (6%) were the most important issue facing Saddle Hills County Council, followed by infrastructure expansion (5%), growing the population base (4%), communication with residents (4%), and economic growth (4%).

# Attracting and Retaining New Residents

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## What is Saddle Hills County's greatest barrier to attracting new residents? (Top Answers)

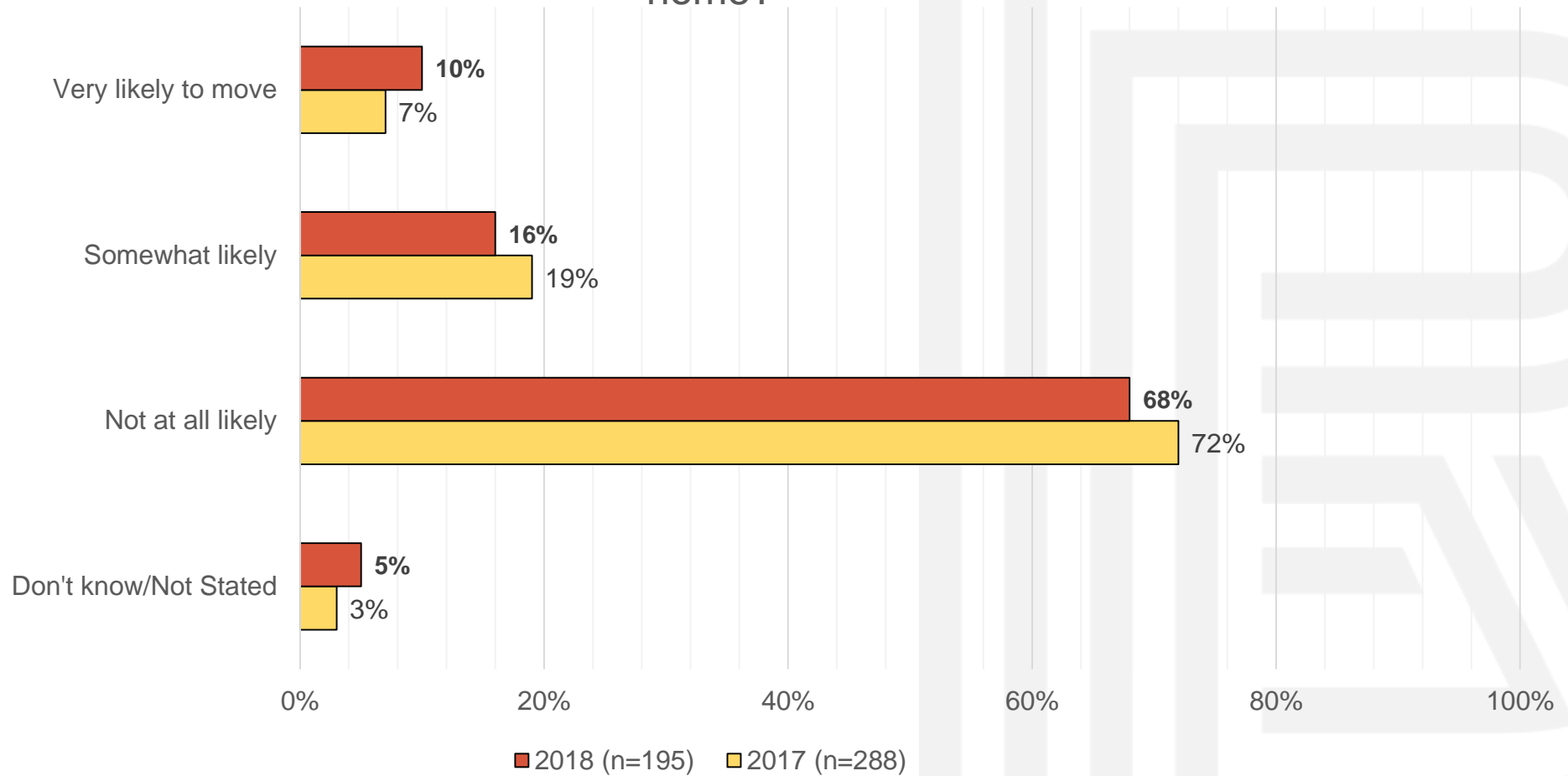
- Long distance to other towns / cities (14%)
- Lack of employment opportunities (11%)
- Location is poor / inconvenient (7%)
- Lack of shopping (5%)

## What is Saddle Hills County's greatest barrier to retaining current residents? (Top Answers)

- Lack of employment opportunities (21%)
- Lack of healthcare options (5%)
- High cost of living (4%)
- Lack of County services / amenities (4%)
- Lack of programs / services / facilities for seniors (4%)
- Poor / lack of road maintenance / repairs / upgrades (4%)

## Other Communities

In the next 2 years, how likely is it that you will move from your current home?



# Other Communities

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## What community or city would consider moving to? (Top Answers)

- Other province (33%)
- Grande Prairie (15%)
- Spirit River (8%)
- Edmonton (4%)
- Calgary (2%)
- Refuse / don't know / not stated (33%)

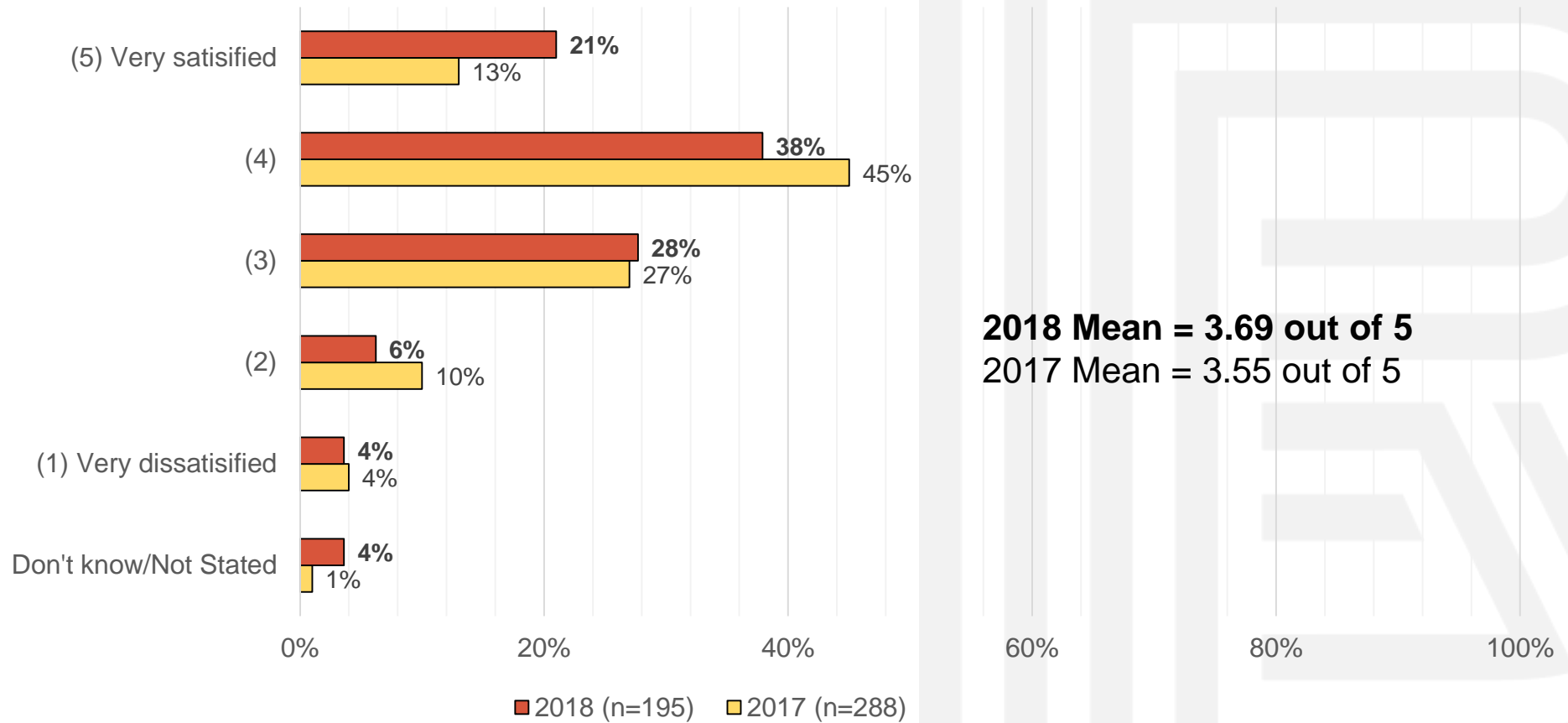
## What is the main reason you would move to that community? (Top Answers)

- Closer to friends and family (37%)
- Close proximity to hospitals or health care facilities such as seniors centres (15%)
- Better quality of life (12%)
- Closer to work (8%)
- Green space or parks and recreation (6%)
- Wide variety of shopping or retailers (6%)
- Access to recreational and cultural facilities (6%)
- Refuse / don't know / not stated (10%)



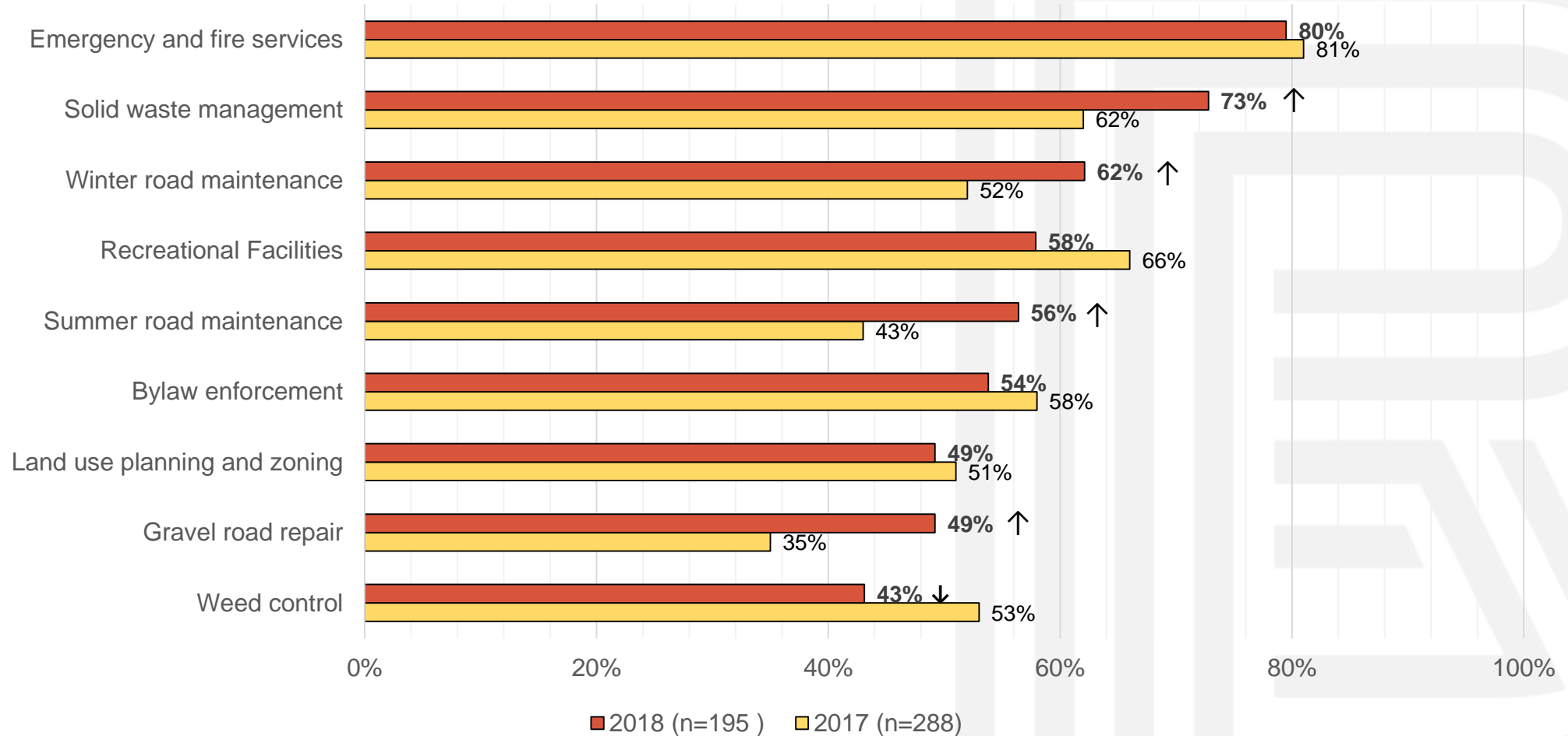
# County Services

Overall, how satisfied are you with the services provided by the County to residents?



# Satisfaction with County Services and Programs

How satisfied are you with the following services?\*



\*Percent of respondents who were satisfied with each (ratings of 4 or 5 out of 5)

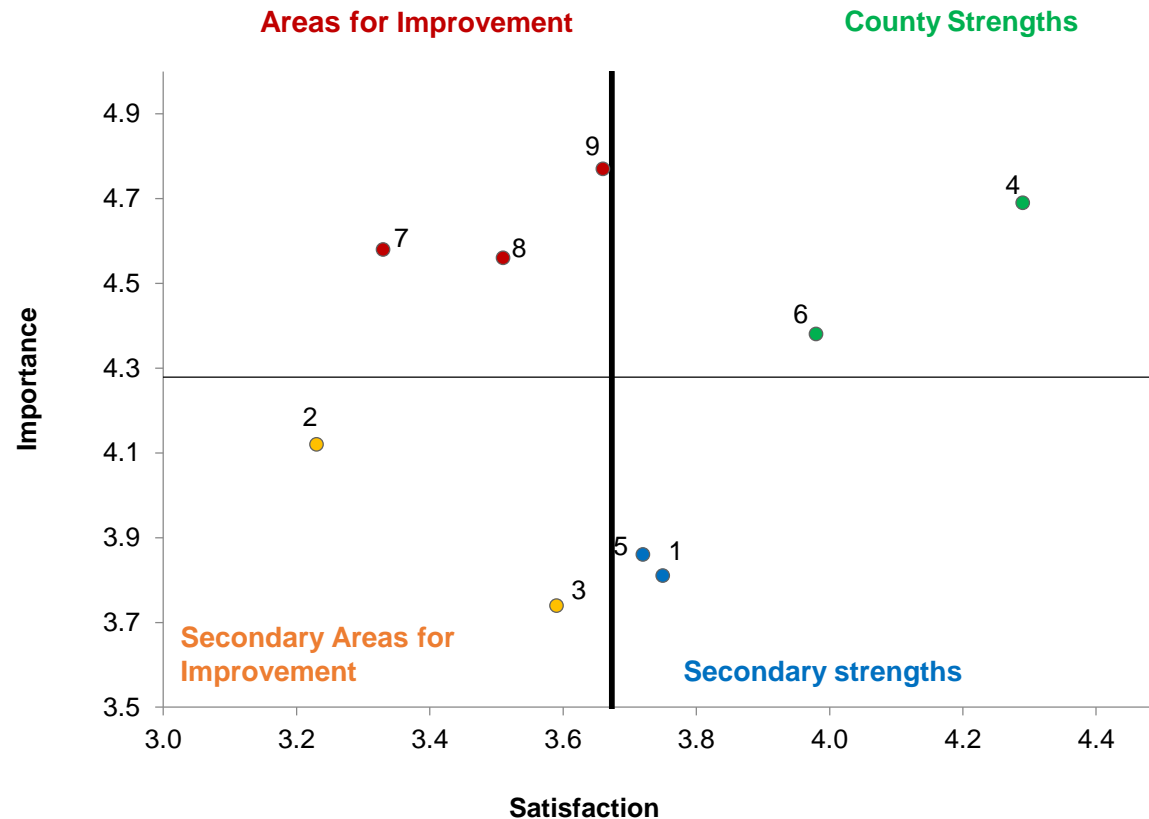
↑↓ indicates a significant increase or decrease from the previous survey year





# Satisfaction vs. Importance of County Services and Programs

2018 Importance versus Satisfaction with County Services and Programs



1. Bylaw Enforcement	6. Solid Waste Management
2. Weed Control	7. Gravel Road Repair
3. Land Use Planning and Zoning	8. Summer Road Repair
4. Emergency and Fire Services	9. Winter Road Repair
5. Recreational Services	

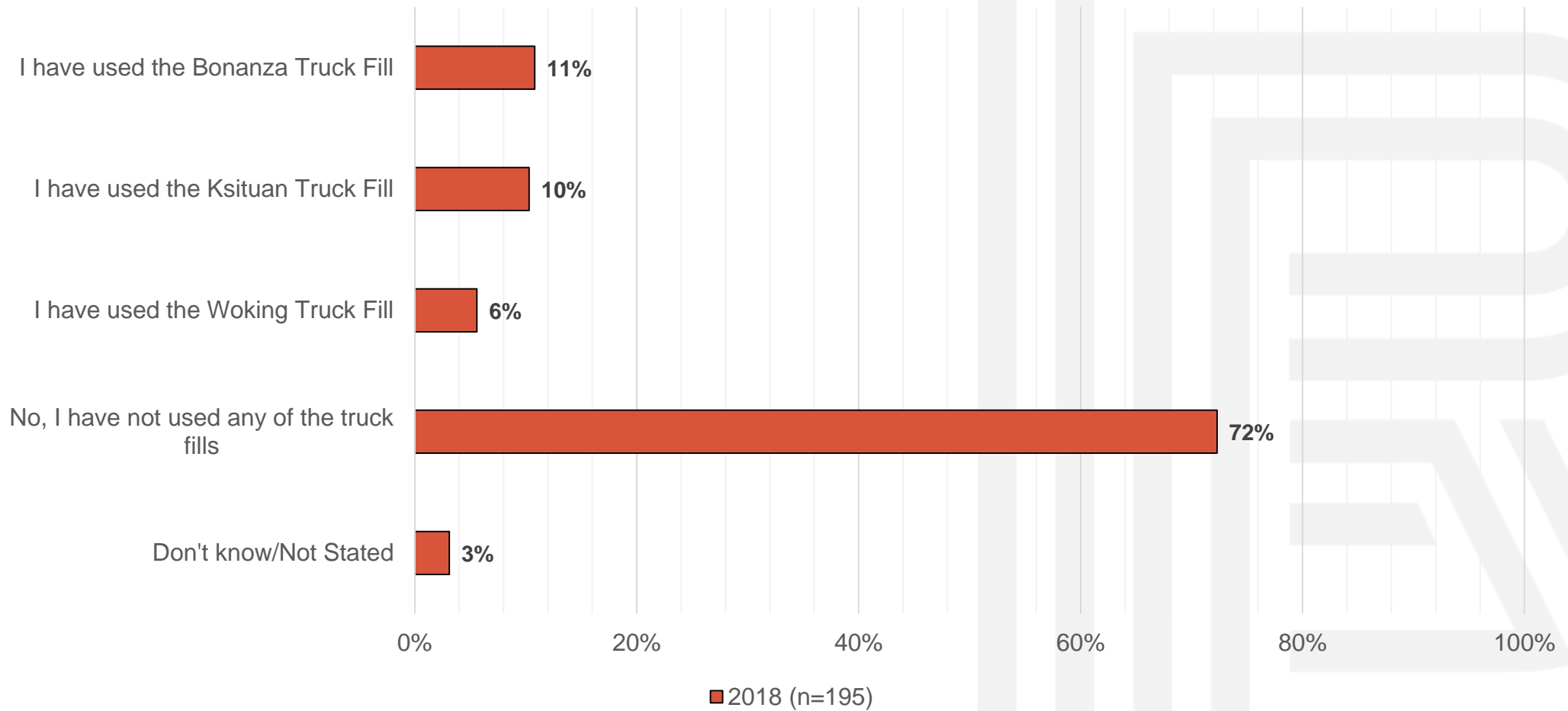
Note: Axes set at 3.67 mean satisfaction rating; 4.28 mean importance rating  
Scale: 1="not at all important/very dissatisfied"; 5="very important/satisfied"



(n=195)

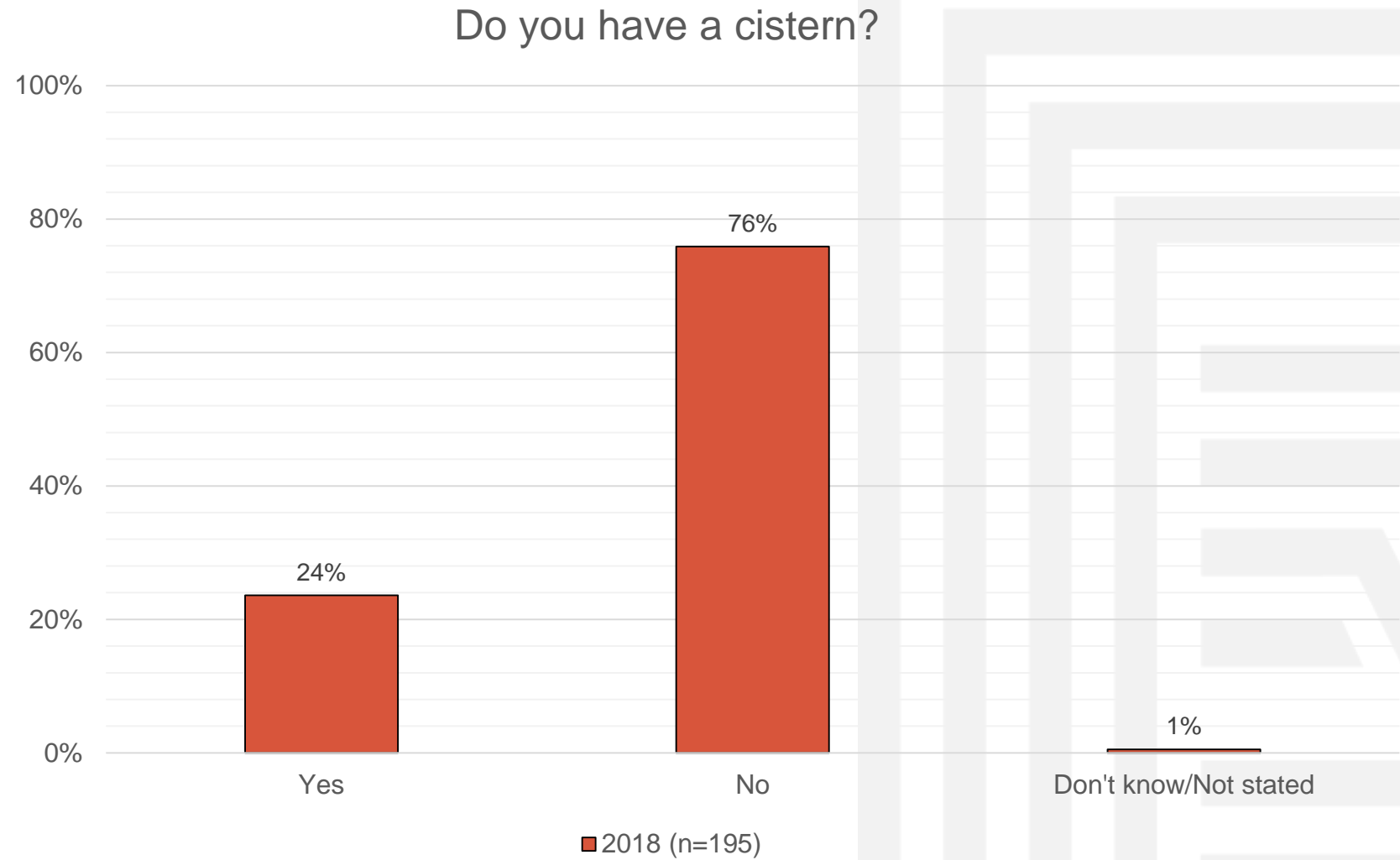
# Truck Fills

Have you used any of the three truck fills?\*



\*Multiple Responses

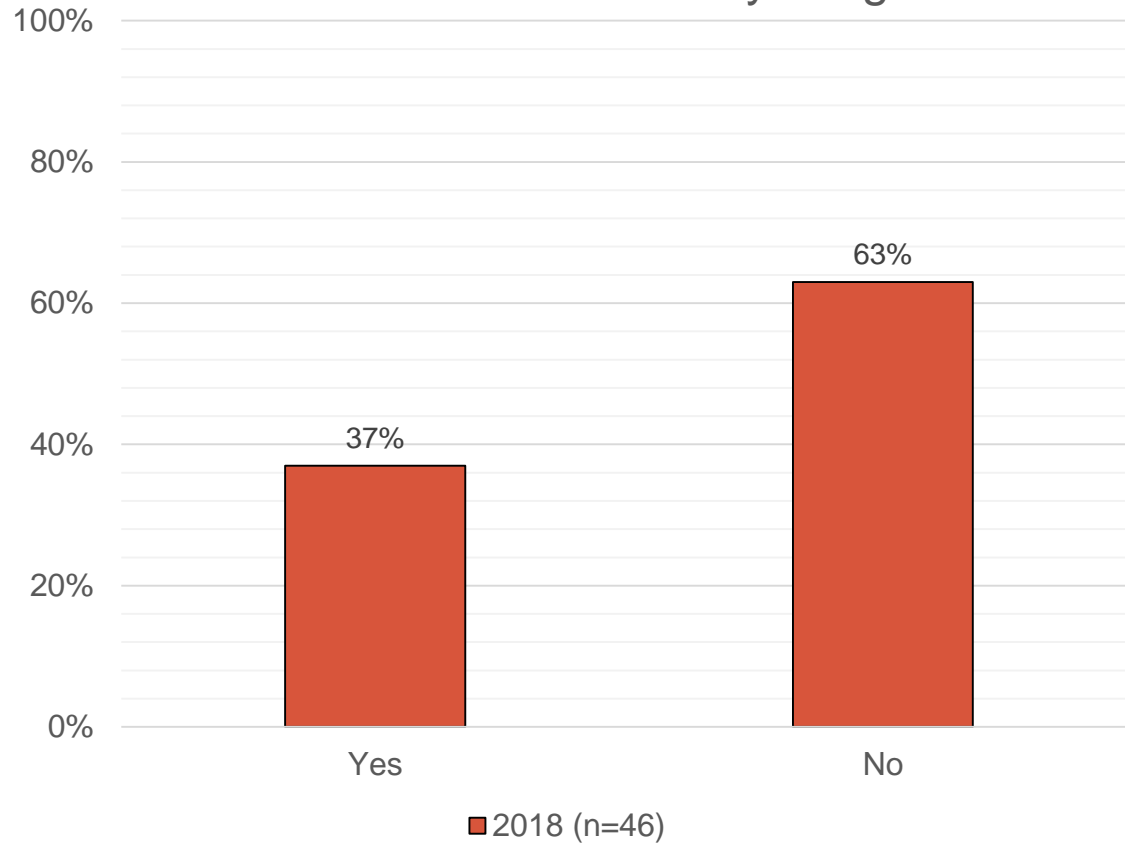
# Cistern



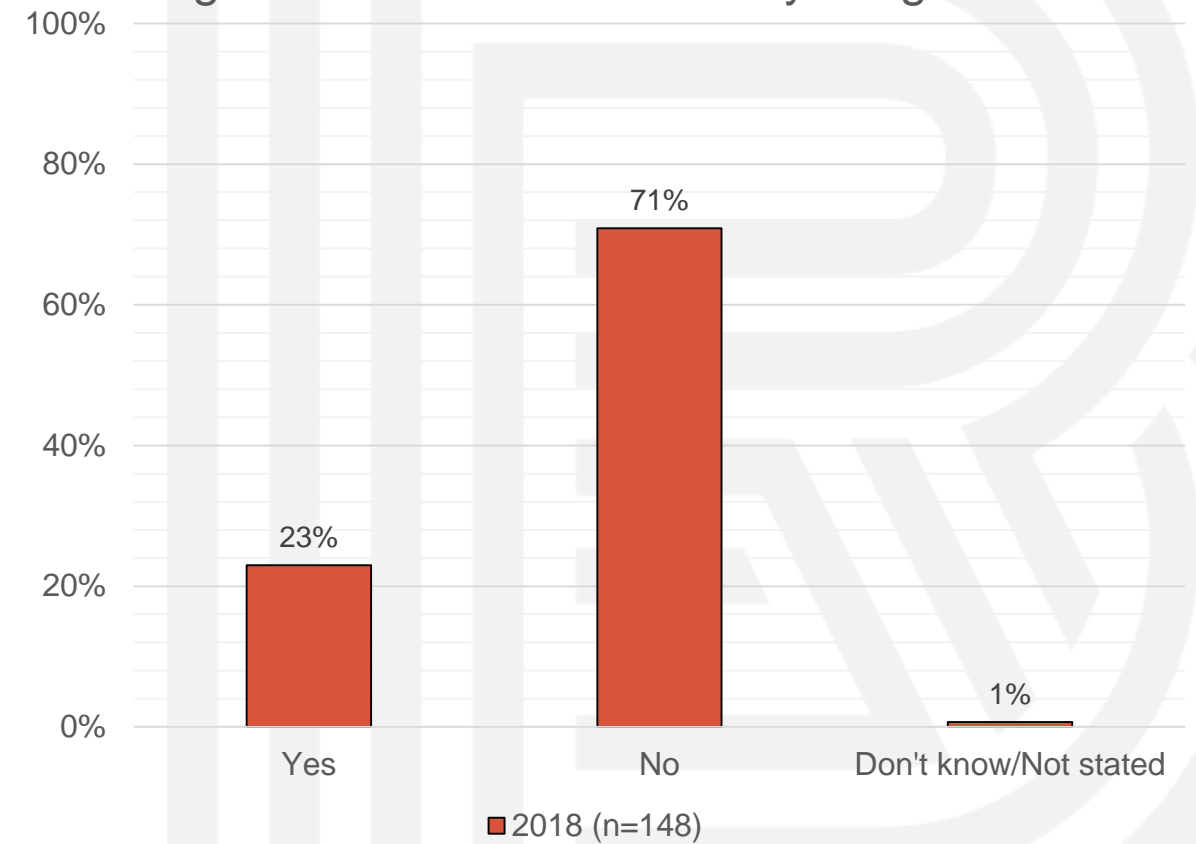
\*Multiple Responses

# Cistern

When you purchased your cistern, did you use the Water Cistern Subsidy Program?\*



Are you interested in purchasing a cistern using the Water Cistern Subsidy Program? \*\*



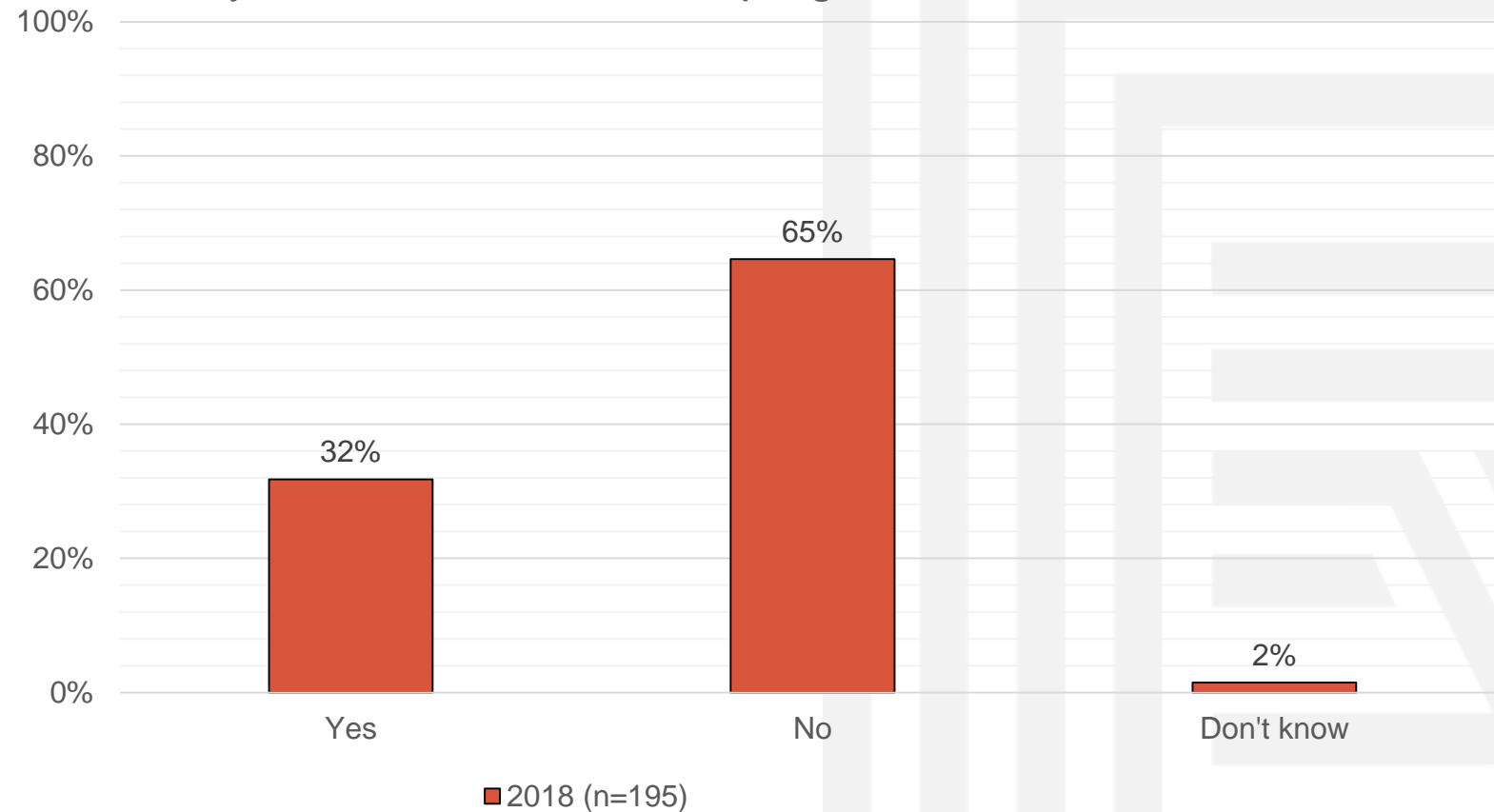
\*Base: Respondents who have a cistern

\*\*Base: Respondents who do not have a cistern



# Potable Water

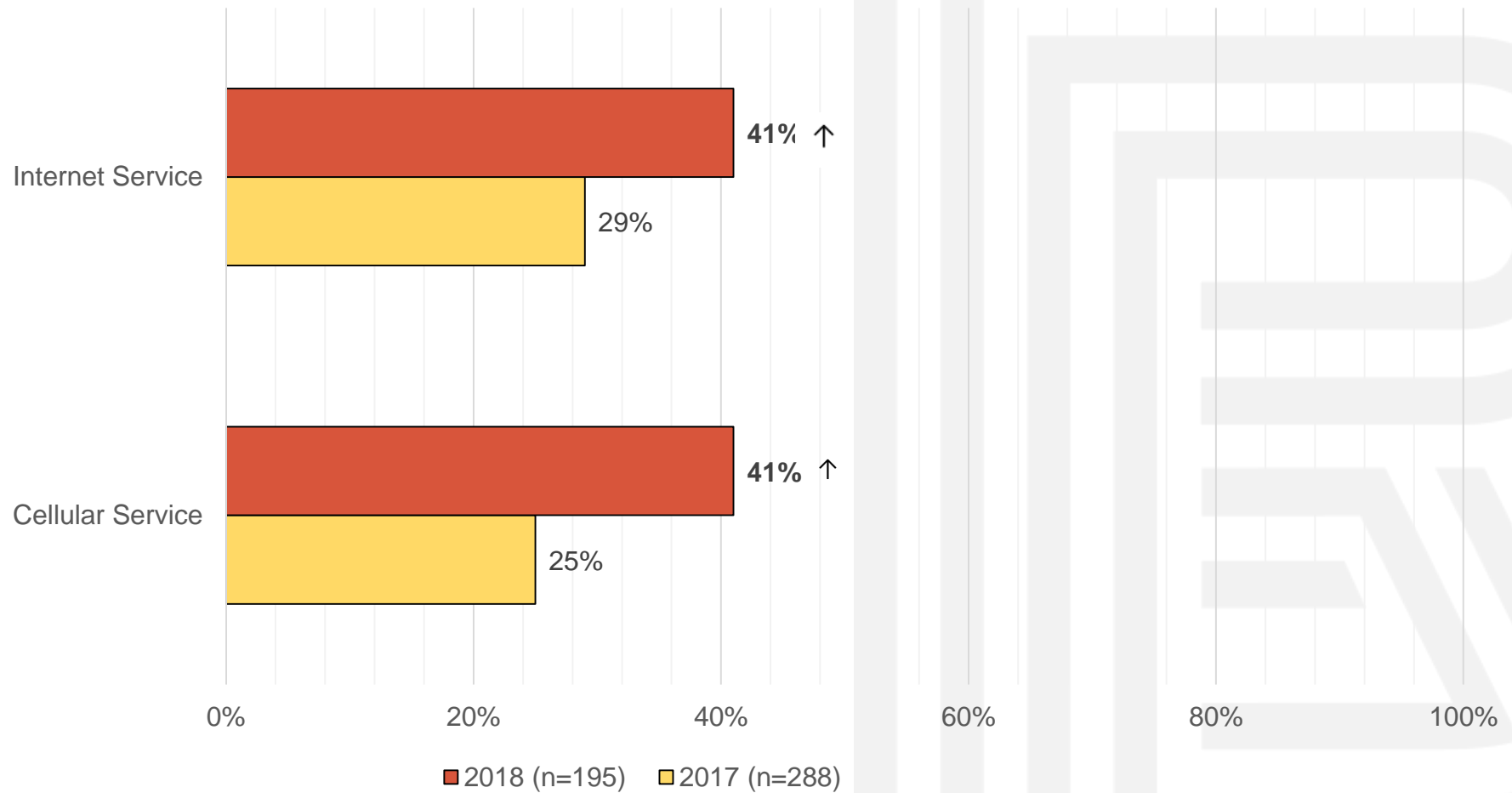
The County is considering expanding its rural potable water connections by constructing rural potable water distribution lines in the future. Would you be interested in this program?



\*Percentage of respondents who rated the services as “very good” or “excellent” (ratings of 4 or 5 out of 5)

# Cellular and Internet Service

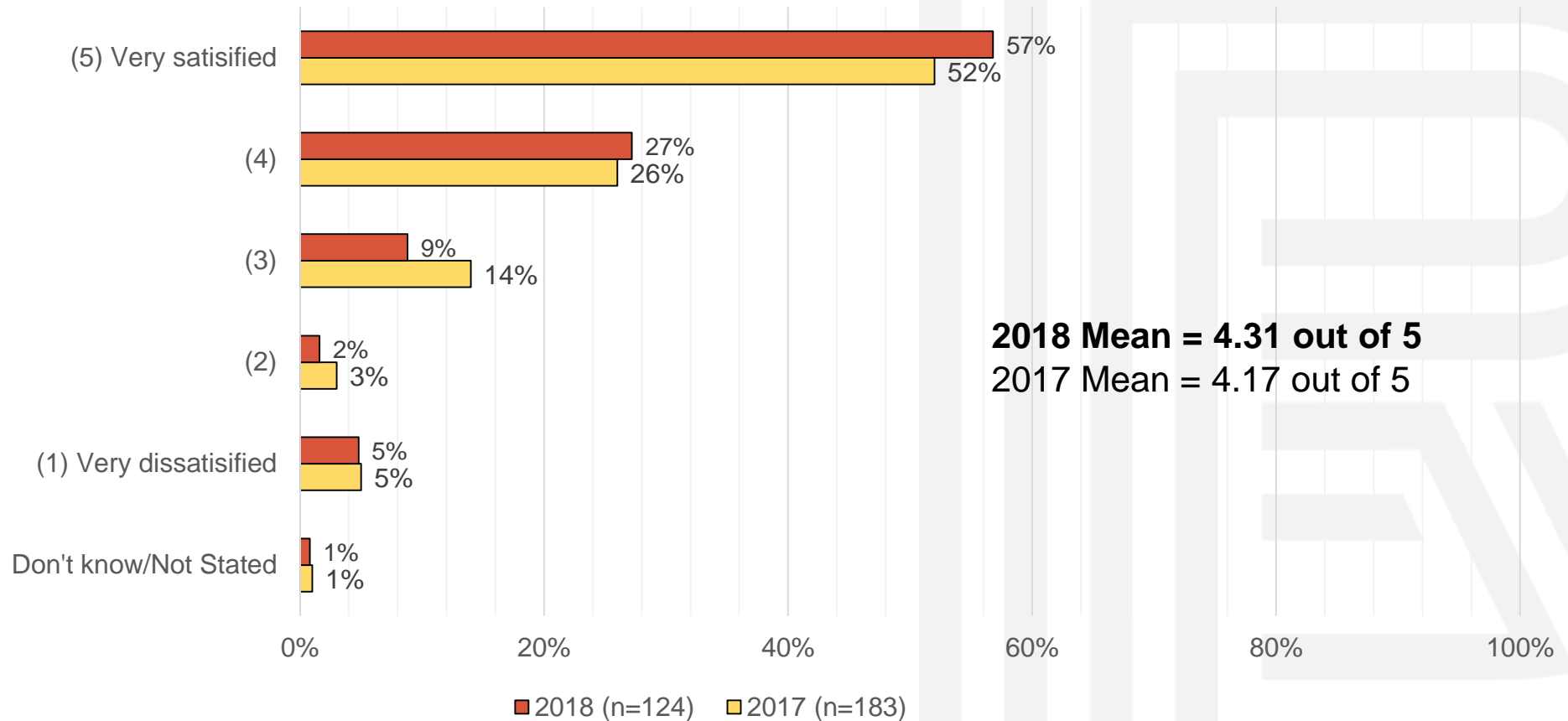
At home, how would you rate your service?\*



\*Percentage of respondents who rated the services as “very good” or “excellent” (ratings of 4 or 5 out of 5)  
↑ indicates a significant increase from the previous survey year

# County Employees

Overall, how satisfied were you with the service provided by the County employee that you last contacted?

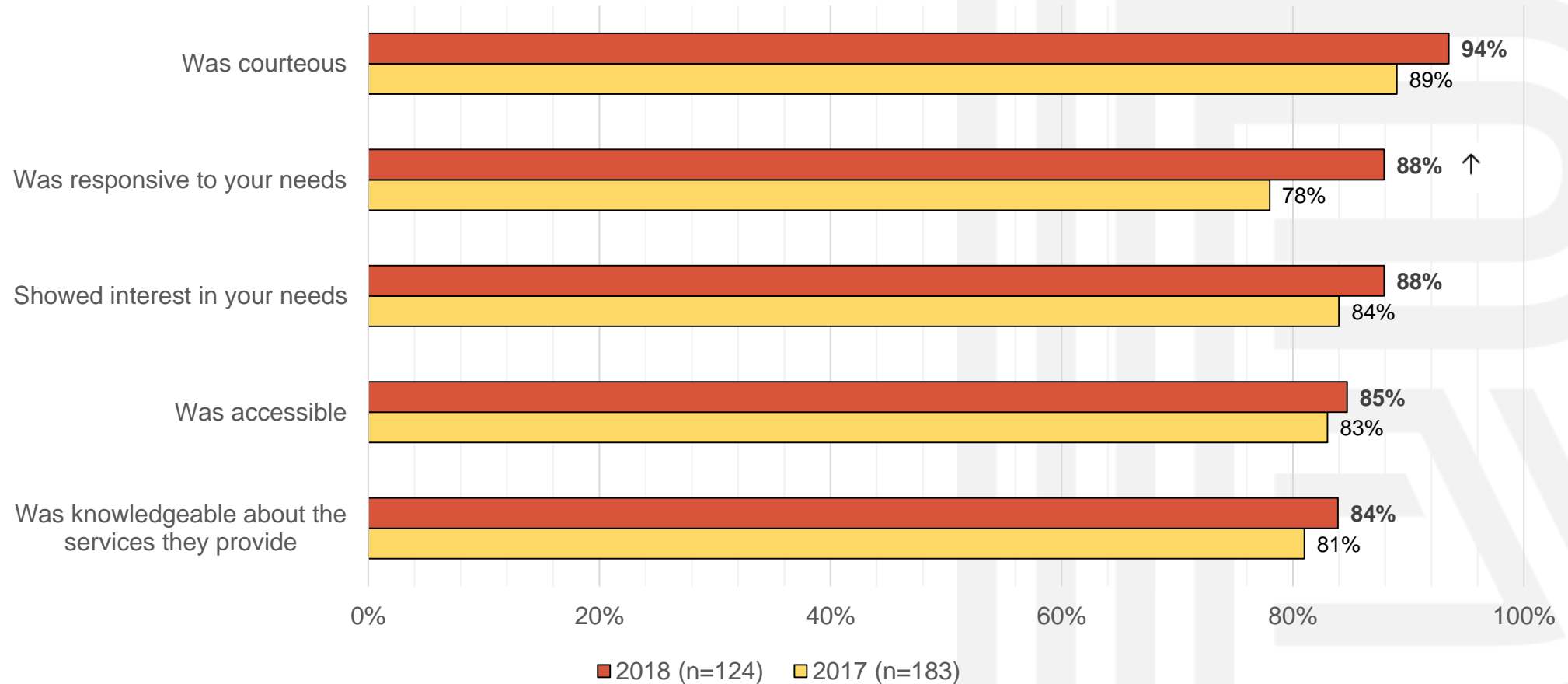


Base: Those who had been in contact with a county employee in the last 12 months

# County Employee



How strongly do you agree about each of the following that the County employee who last contacted was...



Base: Those who had been in contact with a county employee in the last 12 months

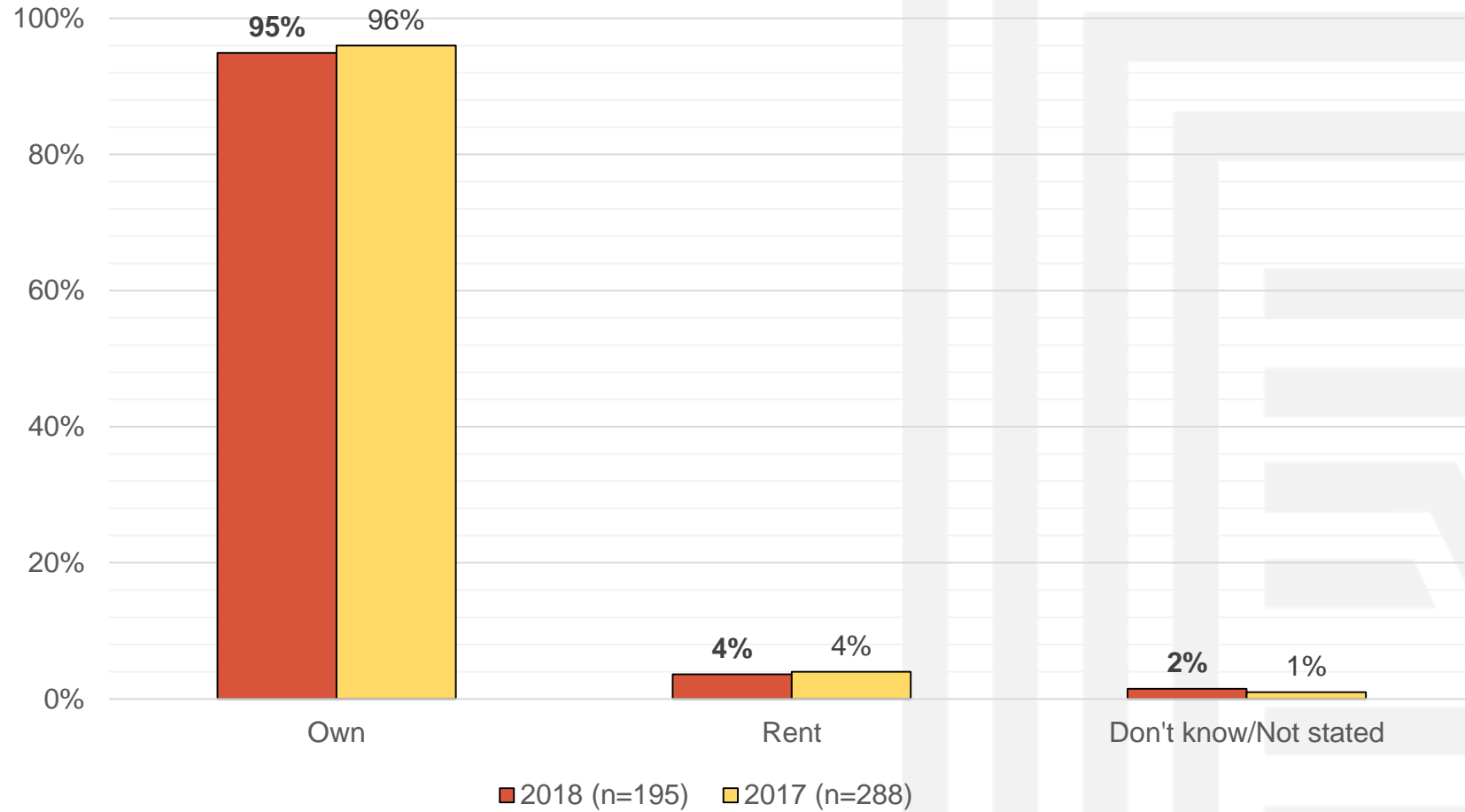
\*Percent of respondents who agreed with each (ratings of 4 or 5 out of 5)

↑ indicates a significant increase from the previous survey year



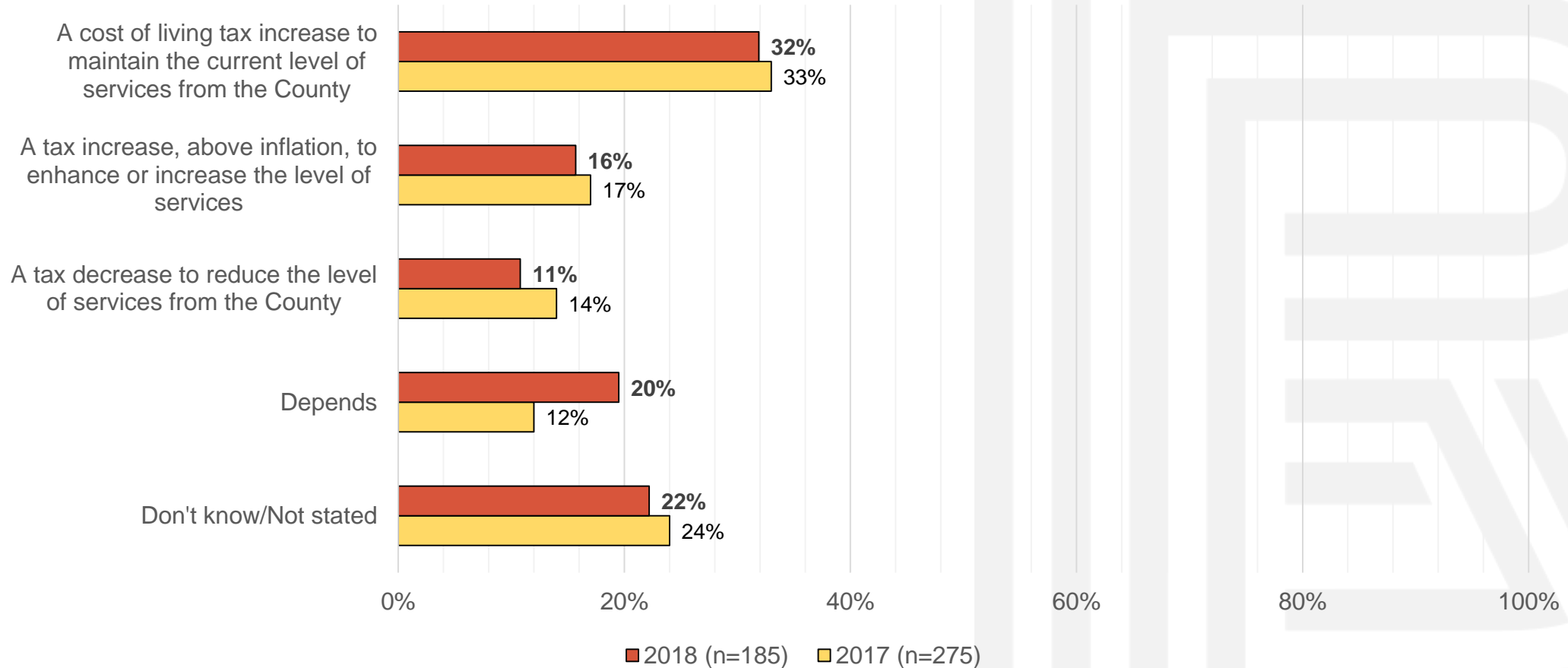
# Property

Do you own or rent a home in Saddle Hills County?



# Property Taxes and Financial Planning

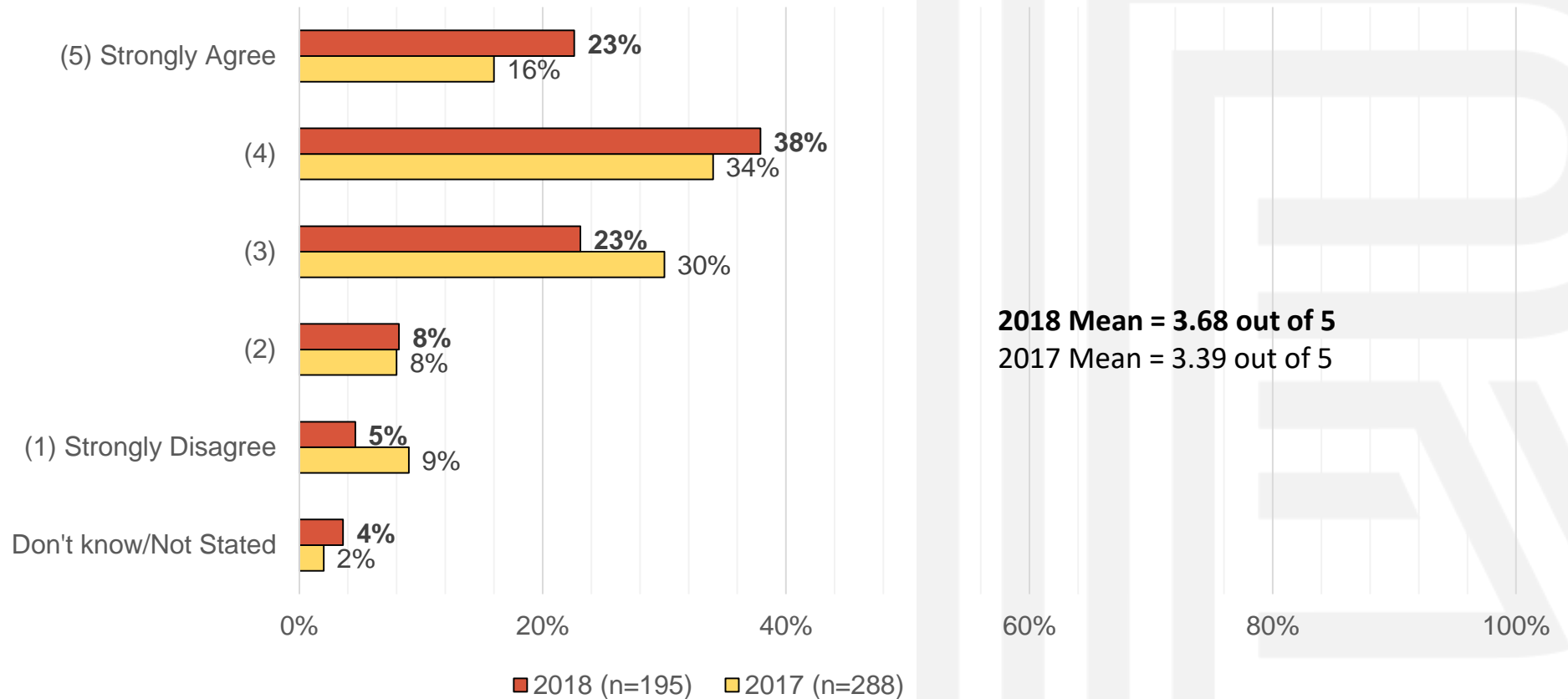
Which of the following tax strategies would you most likely support over the next five years?



Base: Those who had been in contact with a county employee in the last 12 months  
\*Percent of respondents who agreed with each (ratings of 4 or 5 out of 5)

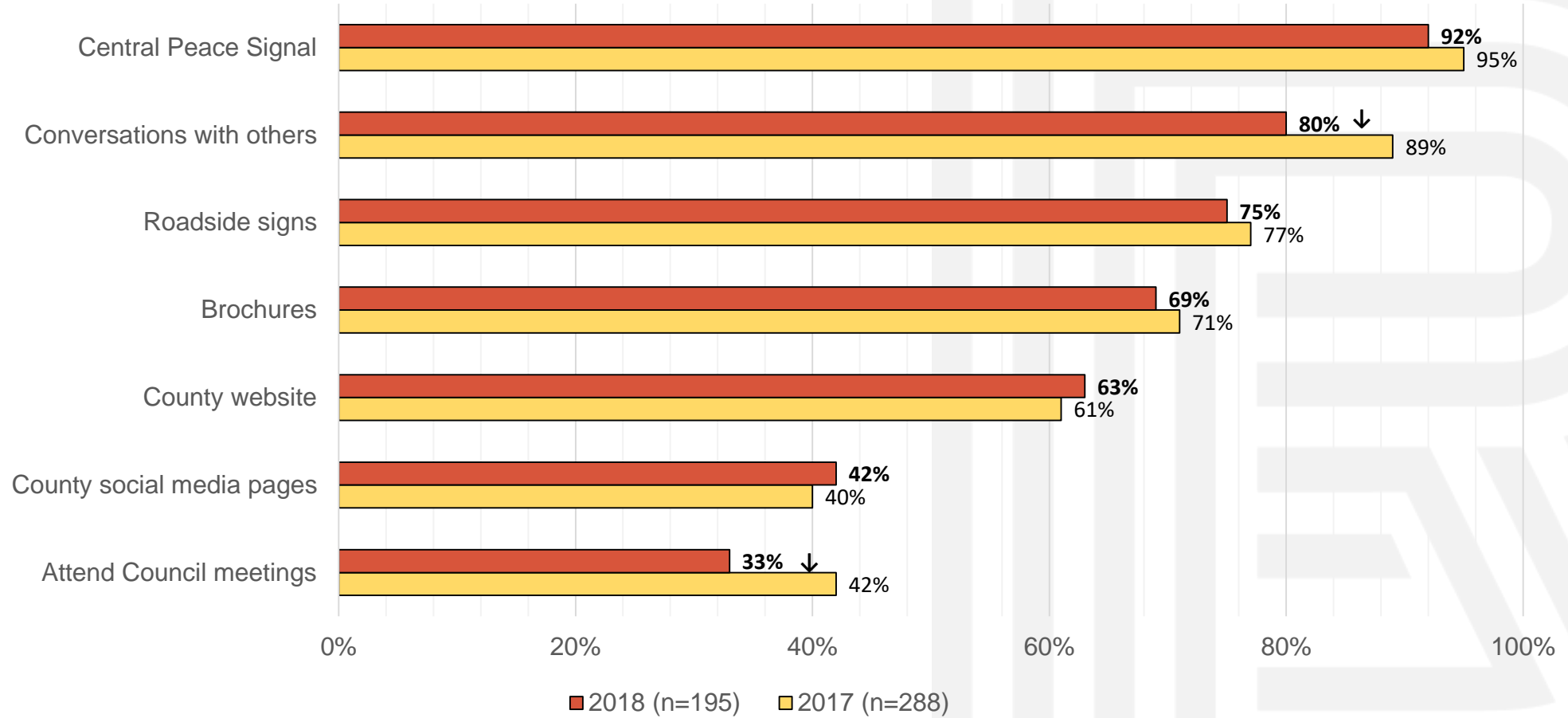
# County Communications

Please rate your level of agreement that the County's communication to residents provides you with a general awareness and understanding of priorities, projects and initiatives undertaken by the County.



# County Communications

## Effectiveness of Various County Communication Methods\*

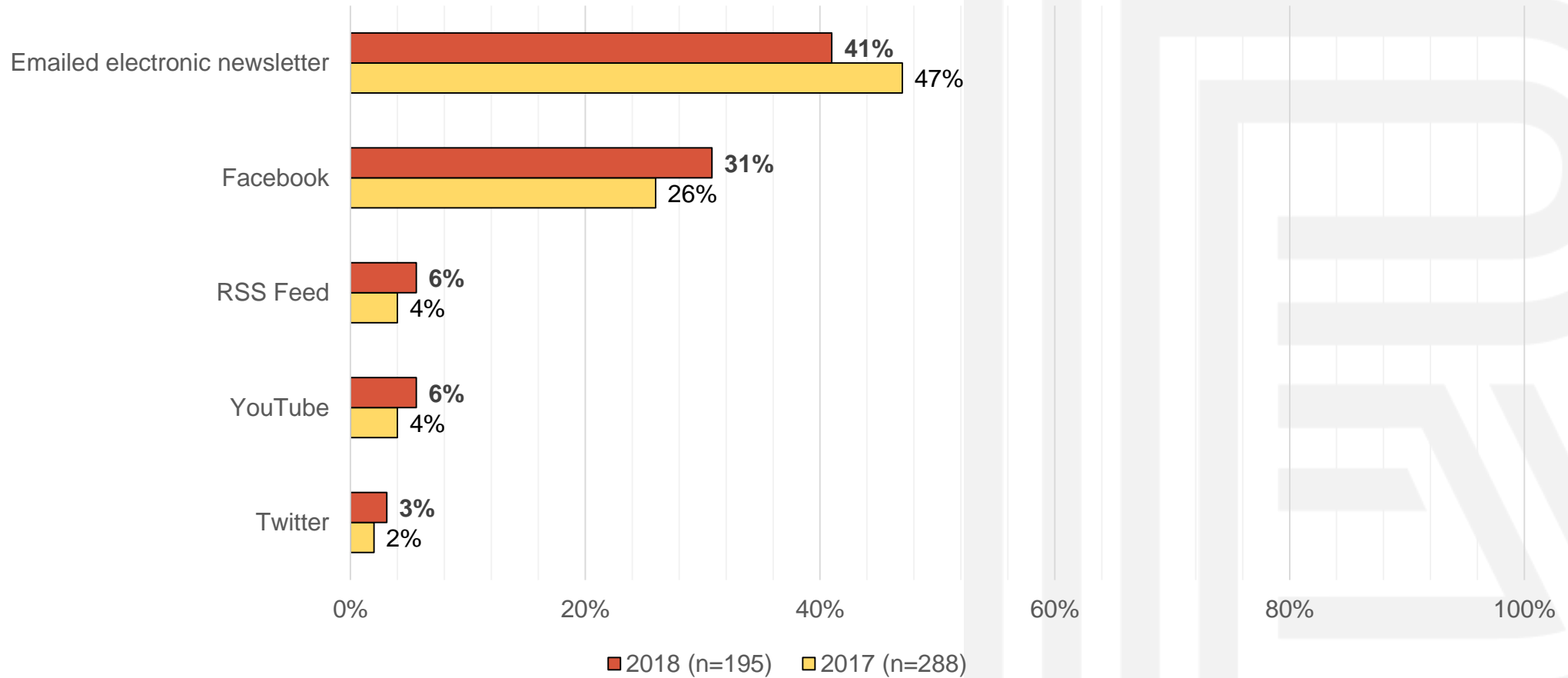


\*Percent of respondents who rated each method as either "somewhat" or "very" effective  
↓ indicates a significant decrease from the previous survey year



# County Communications

Please indicate the likelihood of you using on the following to obtain information about Saddle Hills County?\*



\*Percent of respondents who rate(d each method as likely (ratings of 4 or 5 out of 5)





**Questions?**

