

2016 County of Grande Prairie Communications Audit

Appendix IV (a) Resident and Business Survey Results

Methodology

- On-line survey with paper option
- Data collection period: Jan. 18-31, 2016
- Promoted using: News Release, Facebook, Twitter, County Page in GP Herald Tribune

Respondents

Total 2016 Survey Respondents

445*
•5 paper

Type of Respondent	
Farm Resident	17%
Acreage/Hamlet Resident	83%
Business Operators	17%

Summary of Key Findings

- Overall, the majority of respondents feel that the County is doing a good job communicating to residents and businesses particularly with respect the programs and services available
- Of the 10 key statements about the County’s effectiveness on communications, there are three statements where farm residents and/or business operators differ significantly from the total respondents in levels of agreement:

Statement	All	Farm	Business
I have a good understanding of the issues and challenges facing the County	58%	n/a	50% (↓8%)
Overall, the County does a good job of communicating with residents	56%	47% (↓9%)	43% (↓13%)
Overall, I support the long-term directions being pursued by the County	55%	45% (↓10%)	46% (↓9%)

Summary of Key Findings

- The information topic ranked most important by all respondents is:
 - How tax dollars are spent
- There were a significant number of areas where residents feel under informed and would like more information.
- The two topics respondents most frequently indicated they do not get enough information on are:
 - How tax dollars are spent
 - New services being offered
- Top five useful communication tools rated by residents and businesses are:
 1. County Website
 2. TV, radio or newspaper news coverage
 3. County pamphlets, brochures, reports, etc.
 4. County Connections
 5. Newspaper or radio advertising

Overall Effectiveness of Communications (sorted by % Total Agree)

Statement	Don't Know	Strongly Disagree	Somewhat Disagree	Total Disagree	Somewhat Agree	Strongly Agree	Total Agree	
I have a good understanding of the range of municipal services and programs provided by the County for its residents	2%	5%	25%	30%	52%	16%	68%	
I have a good understanding of the issues and challenges facing the County	3%	10%	29%	39%	44%	14%	58%	Bus 50%
Overall, the County does a good job of communicating with residents	2%	13%	29%	42%	44%	12%	56%	Farm 47% Bus 43%
Overall, I support the long-term directions being pursued by the County	15%	8%	21%	29%	42%	13%	55%	Farm 45% Bus 46%
I have a good understanding of how my tax dollars are spent	2%	12%	32%	44%	41%	13%	54%	
The County does a good job in seeking input from residents and businesses about the services and programs it delivers	6%	14%	30%	44%	36%	14%	50%	
The County does a good job of communicating to residents and local businesses about County programs, services and taxes	5%	13%	32%	45%	37%	13%	50%	
I have a good understanding of the long-term vision and direction of the County	6%	15%	30%	45%	41%	8%	49%	
I have a good understanding of the County's planning and budgeting process	3%	14%	38%	52%	37%	8%	45%	
The County does a good job of seeking input from residents about budgets and tax rates	5%	21%	38%	59%	29%	7%	36%	

Importance of Information (sorted by % important)

Statement	Not Important	Somewhat Important	Important	Don't Know
#1 How tax dollars are spent	1%	9%	87% (Farm 94%; Bus 96%)	3%
New services and programs being considered, planned or introduced	1%	13%	82%	4%
Policing/bylaw enforcement	2%	15%	81%	2%
Decisions made by County Council	1%	17%	80%	2%
Issues and challenges facing the County	1%	17%	80%	2%
Fire protection services	2%	15%	79%	4%
Vision and direction of the County	1%	18%	79%	2%
Road construction and maintenance	1%	17%	79% (Farm 85%; Bus 86%)	3%
Issues and activities affecting the entire Grande Prairie Region	1%	19%	78%	2%
Tax assessment	3%	17%	77% (Farm 84%; Bus 90%)	3%

Importance of Information (continued...)

Statement	Not Important	Somewhat Important	Important	Don't Know
Economic development initiatives	3%	21%	73% (Farm 87%; Bus 85%)	3%
The County's budget and planning process	2%	23%	72% (Bus 80%)	3%
Recreation facilities and programs	2%	27%	68% (Farm 56%)	3%
Waste management	3%	33%	62%	2%
Parks	2%	34%	61% (Farm 53%)	3%
Family and community support services	4%	32%	61% (Farm 71%)	3%
County achievements and performance against goals	4%	33%	61%	3%
Water and sewer services	9%	28%	60% (Farm 52%; Bus 54%)	3%
Environmental protection and conservation programs	4%	33%	60%	3%
Animal and weed control	6%	34%	59%	2%
Agricultural services	10%	33%	54% (Farm 71%)	4%

Amount of Information (sorted by % not enough)

#1 and #2 importance

Statement	Not Enough	Enough	Too Much	Don't Know
How tax dollars are spent	66%	27%	2%	5%
New services and programs being considered, planned or introduced	66%	26%	2%	6%
Issues and challenges facing the County	60%	32%	2%	6%
The County's budget and planning process	58%	33%	2%	7%
Decisions made by County Council	57%	34%	3%	6%
Vision and direction of the County	55%	34%	2%	9%
Economic development initiatives	54%	38%	2%	6%
Tax assessment	52% (Farm 59%)	39%	3%	6%
Issues and activities affecting the entire Grande Prairie Region	51%	38%	3%	9%
Road construction and maintenance	50%	42%	2%	6%
Policing/bylaw enforcement	49%	41%	4%	6%

Amount of Information (continued...)

Statement	Not Enough	Enough	Too Much	Don't Know
Recreation facilities and programs	44%	45%	3% (Farm 15%)	8%
County achievements and performance against goals	41%	46%	3%	10%
Parks	38%	48%	4% (Farm 20%)	10%
Fire protection services	37%	53%	3%	7%
Family and community support services	36%	48%	4% (Farm 17%)	12%
Water and sewer services	34%	48%	4% (Farm 26%)	14%
Environmental protection and conservation programs	33%	49%	5% (Farm 30%)	13%
Waste management	33%	53%	3% (Farm 18%)	11%
Agricultural services	32%	49%	5%	13%
Animal and weed control	32%	52%	4% (Farm 15%)	12%

Usefulness of Methods (sorted by % very useful)

Statement	Not Useful	Somewhat Useful	Very Useful	Total Useful	No Access	Not Aware of
website www.countygp.ab.ca	3%	51%	38%	89%	2%	5%
TV, radio or newspaper news coverage	8%	39%	47%	86%	1%	5%
County pamphlets, brochures, reports, etc.	8%	35%	48%	83%	2%	7%
County Connections	3%	40%	43%	83%	4%	9%
Newspaper or radio advertising	11%	39%	43%	82%	2%	5%
Letters/telephone conversations with staff	14%	36%	36%	72%	2%	12%
Public meetings/open houses	9%	40%	31%	71%	4%	16%
Word of mouth from other County residents	22%	45%	27%	67%	2%	4%
In-person meetings with County staff	11%	36%	29%	65%	5%	19%
Facebook	17%	32%	31%	63%	5%	15%
Meetings with individual Councilors	15%	32%	26%	58%	5%	20%
Attending County Council meetings	17%	36%	18%	53%	10%	18%
Twitter January 2016	39%	11%	7%	18%	22%	20%

Communications Vehicle Use

County Connections Newsletter

In the Past 12 months have you read "County Connections"	Yes	No	Don't know
All Respondents	65%	28%	7%
Farm Respondents	75%	23%	2%

County Website

In the Past 12 months have you visited the County of Grande Prairie Website?	Yes	No	Don't know
All Respondents	69%	28%	3%
Business Respondents	76%	23%	1%

County Facebook

In the Past 12 months have you visited the County of Grande Prairie Facebook Site?	Yes	No	Don't know
All Respondents	30%	67%	3%
Farm	21%	79%	0%

County Twitter

In the Past 12 months have you visited the County of Grande Prairie Twitter Feed?	Yes	No	Don't know
All Respondents	8%	91%	1%

County Connections Content Recall (104 respondents listed one or more)

Topic	Mentions
Roads (construction, maintenance, repair)	33
Annexation/Amalgamation	23
Skimmed/I don't recall anything specific	20
Reeve Message	10
Budget/Spending information	10
Dinosaur Museum	9
Councillor Information/Names	9
Weed Control	9
Waste Management/Recycling	9
Photo Contest	5
Park information	4
Construction/Infrastructure Projects	4
Sports Complex	4
Land Use Bylaw	4
Fire Services/Fire Hall	4
Crime Watch	4
Recreation	3

Topic	Mentions
Off highway vehicle information	2
Agriculture / Farm information	2
Tax Information	2
Staff information	2
Events	2
Health Meeting	2
Deadlines	1
Emergency numbers	1
Tourism	1
Plans for Seniors Home	1
Food Bank	1
Clairmont 100th anniversary	1
Safely Tips	1
Lawn Care	1
Community Programs	1

County Website Information Accessed

Type of Content Accessed	Mentions
Permits/Licenses	6
Annexation Information	4
Address/Contact Information	3
Hours of operation for facilities	3
County Maps	3
Tax Information	3
Council Highlights/news	3
Fire bans	3
Subdivision Information	2
Photo Contest	2
Landfill hours/info	2
Bylaws	1
Open House information	1
Can't recall	1
Road Information	1
Transit	1

Type of Content Accessed	Mentions
Fire information	1
Agriculture services	1
Community events	1
Transit	1
Bike race information	1
Access this survey	1
Dinosaur Museum (why it was funded)	1

County Facebook Page

Content	Mentions
Don't use it/can't recall	2
Didn't know it was there but will use it now that I know	1
This survey	1
Photo contest	1