

Attachment 5 – Resident Surveys or Focus Groups

What: Launch of resident surveys and/or focus groups to better understand specific sentiments.

How: Council could provide direction to conduct these activities via Council resolution.

Why: Assess and collect information from the public, potentially in a statistically significant manner (either through survey design, or balanced selection of focus group members).

Who: All County residents and businesses would be eligible to respond or participate.

When: Frequency at Council's discretion, but many municipalities conduct surveys and/or focus groups on a regular basis.

Example: Sturgeon County has conducted resident satisfaction surveys in previous years, to collect information from residents on various priorities, perceptions, and other inputs.

Advantages:

- Provides enhanced understanding of the needs and expectations of the community which is core to good governance.
- Opportunity to be part of a focus group can be motivating for residents.
- Results could help guide design of further engagement sessions, in a tailored manner. For example, a survey could be conducted, then focus groups to better quantify identified gaps, and then a Task Force to design specific recommendations to Council.
- Resource requirements are one time, unless held annually.

Limitations:

- Could create dissatisfaction amongst the community if participants believe survey results are not acted upon. The County would need to be very clear on questions and commitments.
- Surveys are often subject to low response rates and therefore requires careful design and communication.
- Could be costly and/or time-consuming to generate a statistically significant sample size in a survey, and a demographically representative membership in a focus group.