



2025 Community Priorities Survey Results

Conducted by:



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1 Executive Summary

Methodology

In spring 2025, the Town of Okotoks conducted a statistically valid household survey to better understand community priorities, satisfaction with municipal services, and how residents want to be engaged. The survey received 1,213 responses, a 72.6% increase over 2022, reflecting strong public interest in shaping Okotoks' future. This report summarizes what we learned and provides insights and recommendations to guide Council and Administration in decision-making, planning, and resource allocation.

All households in Okotoks received a postcard inviting them to participate by texting a passcode to receive a survey link. In addition, a random sample of residents was contacted by telephone and invited to complete the survey online.

Residents aged 18 and older completed the survey between March 25 and April 25, 2025. To ensure results accurately reflect the broader population of Okotoks, data was weighted by age and gender based on the 2021 Canadian Census. About four out of five respondents completed the survey on a mobile device (as opposed to on a computer).

The final sample size yields a margin of error of no more than $\pm 2.8\%$ at the 95% confidence level, providing a strong baseline for future comparisons. The Town also promoted awareness of the survey through social media, the Town website, digital signs, the local newspaper, and radio stations.

Quality of Life in Okotoks

Residents of Okotoks express a high level of satisfaction with their overall quality of life, with 99% rating it as very good, good, or acceptable, significantly surpassing the provincial municipal benchmark of 82%. The most commonly identified areas for improvement were reducing population growth, improving traffic and road infrastructure, and providing more amenities, especially a new rec centre or pool.

Suggestions for future Council priorities closely mirrored these themes, with top mentions including traffic and road infrastructure, expansion of recreation facilities, additional green spaces and pathways or enhancing the existing ones and improving the reliability of their water supply infrastructure. A maximum difference scaling exercise was provided as a way to find out which services matter most to people by asking them to pick the most and least important from small groups of options. It helps us understand real priorities, because instead of rating everything high, people have to make choices. This survey methodology reinforced the importance of road and traffic infrastructure, recreation facilities, and greenspaces as top factors improving quality of life, while also indicating that transit services have less broad impact, though it may be highly valued by certain groups.

A combined analysis of service impact and performance revealed that Okotoks can take pride in the strong performance of Parks, Pathways and Cemetery, Waste Services, Water, Storm and Wastewater Services, and RCMP, all of which are high-impact services that are meeting the needs of most residents. Conversely, Road, Sidewalk and Traffic Infrastructure, Recreation Facilities, and Economic Development stand out as higher-impact areas where unmet needs remain, suggesting that targeted investment or service improvements could have a meaningful effect on quality of life. Meanwhile, services such as Planning and Permitting, Community Social Support, Engineering, and Transit are underrecognized by many residents and are not meeting the needs of some others, pointing to an opportunity to improve awareness and understanding of these offerings before pursuing additional investment. Other service

areas are performing moderately well and should continue to be monitored to ensure they remain aligned with resident needs.

Overall, residents generally perceive good value from Town services, with nearly two-thirds (63%) reporting they receive good or very good value. Positive perceptions were linked to satisfaction with the Town's overall beauty, particularly appreciation for its pathways, green spaces, and programs offered. In contrast, those who reported poor value most often cited high taxes and a lack of adequate services, especially in light of the growing population.

Interacting with the Town

Two thirds of respondents (64%) reported having interacted with Town employees. This was more common in households without regular commuters to locations outside of Okotoks. These interactions are viewed very positively, with over four out of five agreeing that employees were professional, respectful, responsive, and provided clear information. However, there is a strong correlation between those dissatisfied with services and those reporting a less positive experiences with staff. This suggests that improving service delivery may also enhance perceptions of employee interactions. Continued investment in staff training and service consistency could help strengthen public trust and satisfaction.

Over two out of five residents have accessed the Town's website or Active Okotoks and at least three-quarters of users are satisfied with these online platforms. Virtual Town Hall and the Town Engagement Platform are less often used but more than two-thirds of users reported being satisfied.

Town Communications

Residents rely on a variety of channels to stay informed about Town news and services. The Okotoks Western Wheel came out on top as the most used and preferred information source, especially among older residents. Additionally, social media platforms are also widely used and preferred, particularly among younger residents, emphasizing the need for a multi-channel communications strategy. Around three out of five residents are satisfied with the quality and/or frequency of communication from the Town while only 9% of residents reported dissatisfaction with the quality and/or frequency of communication. Among those, nearly all express a strong desire for more frequent communication. Retired individuals were more likely to be satisfied with the quality and frequency of communication. These findings suggest that continued emphasis on timely communication, particularly through targeted use of social media during high-engagement times like evenings, may help maintain satisfaction and further extend reach among working-age residents.

Community Engagement

While over half of residents (57%) indicated they would likely participate in online engagement activities, less than half were satisfied with the number of engagement opportunities available (44%), or felt they had adequate chances to provide input into Town decisions (43%). This suggests a gap between willingness to engage and the perceived availability or accessibility of meaningful opportunities. As such, the Town has an opportunity to expand and promote its engagement efforts, both in-person and through their new engagement online website, to ensure residents feel heard and involved in shaping their community. For Council, the most preferred method of communication with residents is via email and on the web, including social media.

Recommendations

Based on the study findings, several strategic actions are recommended for the Town of Okotoks:

- **Continue improving traffic and road infrastructure**, as it remains a top concern for residents and has a strong impact on quality of life.
- **Manage growth responsibly** by clearly communicating how infrastructure and services are keeping pace with development.
- **Continue to invest in recreation infrastructure**, as this is an important quality-of-life driver.
- **Enhance and protect green spaces and pathways**, which are widely used and well-rated. Future improvements should focus on accessibility, connectivity, and added amenities.
- **Secure and communicate progress on water infrastructure projects**, reinforcing public confidence in long-term water availability and responsible management.
- **Showcase high-performing services**, such as Parks, Pathways and Cemetery, Waste Services, Water, Storm and Wastewater Services, and the RCMP. These important services are meeting most residents' needs and should be maintained and publicly celebrated.
- **Prioritize investment in high-impact services that need improvement**, such as Road, Sidewalk and Traffic Infrastructure, Recreation Facilities, and Economic Development. These services are valued but currently underperforming for a notable share of residents.
- **Monitor and maintain moderate-impact services**, including Arts and Culture, Municipal Enforcement, Fire and Rescue, and Environmental Services. Most of these are performing adequately and service performance should continue to be tracked and adjusted as needed.
- **Improve awareness of lower-visibility services**, including Planning and Permitting, Community Social Support, Engineering, and Transit. Many residents are unsure whether these services meet their needs and they may benefit from outreach and education into their benefits to the Town.
- **Strengthen connections between taxes and services** by improving communication about how tax dollars are used and demonstrating their impact through clear, visual storytelling.
- **Expand access to digital tools and online services**, particularly for residents with lower digital literacy. Improving platform usability and supporting inclusive access will help meet evolving community needs.
- **Enhance communications and tailor outreach** by age and audience preferences. Continue to time content delivery and diversify communication channels to maximize reach and engagement.
- **Broaden public engagement opportunities** by offering a mix of low-barrier, accessible online and in-person opportunities and by clearly demonstrating how resident feedback informs decisions.

2 Detailed Project Description

2.1 Project Background

In spring 2025, the Town of Okotoks (“the Town”) contracted Advanis to conduct the Town of Okotoks Community Priorities Survey. The primary purpose of this study is to assess the views of residents regarding quality of life, overall satisfaction with services, and communication preferences to help shape the Town’s planning process for the next Council term. This report outlines the results of the 2025 Community Priorities Survey. As this is the first iteration conducted with Advanis, some results will serve as a new baseline, allowing for trend analysis over time in future surveys. Other findings will continue to be benchmarked against the 2022 Citizen Satisfaction Survey and comparable municipalities. In total, 1213 Town of Okotoks residents aged 18 and older completed the survey between March 25th and April 25th, 2025.

2.2 Methodology

All components of the project were designed and executed in close consultation with the Town of Okotoks. 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 documents provided by the Town 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. It was agreed that eligible respondents to this survey would include anyone who lives in the Town of Okotoks and is 16 years old or older. However, no one aged 16 or 17 completed the survey so all results assume the population were aged 18 or older.

2.2.2 Survey Design

The Town of Okotoks has a history of conducting household surveys every four years to better understand resident priorities and satisfaction levels. While past surveys have carried different titles, such as the 2018 Community Household Survey and the 2022 Citizen Satisfaction Survey, this 2025 edition marks the first conducted in partnership with Advanis and represents a refreshed approach to gathering community insights.

Advanis worked closely with the Town to design a survey that would capture resident feedback and support municipal planning efforts. The Town provided an initial list of questions, and Advanis collaborated with Town staff to refine the content and structure of the survey. This ensured that the final survey aligned with the Town’s business objectives and addressed key areas of interest while ensuring the survey was as simple as possible for residents to complete. Once the draft was complete, Advanis programmed and tested the survey, then shared a test link with the Town for review. 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 section 10.5.

2.2.3 Survey Population and Data Collection

The survey population was all of Town of Okotoks residents ages 16 or older. They were contacted one of two ways. First, Advanis purchased a random set of landline telephone numbers and used Advanis' proprietary General Population Random Sample¹ wireless numbers for the Town of Okotoks. Potential participants were contacted by telephone and recruited to complete the online survey. A unique link to the online survey was provided either by email or text message.

Secondly, the Town also sent a postcard to every household in Okotoks. The postcard included a passcode that residents could send to a phone number via text message to receive a link to the survey. In total, 1084 residents completed the Community Priorities Survey through this recruiting approach.

Although survey respondents were recruited two different ways (i.e., telephone and postcard), both methodologies are considered statistically representative. Indeed, the telephone recruitment is considered a random sample, while providing a postcard to every household is considered conducting a census (albeit with a less than perfect completion rate).

The Town is cognizant of the increased use of mobile devices within the community and recognized the importance of creating a mobile friendly platform for the Community Priorities Survey in order to engage all Okotoks residents most effectively. As mentioned, the survey platform used allowed for a mobile-optimized experience ensuring that those who chose to complete the survey on a smartphone or tablet could do so with ease. In total, 79% of surveys collected for this report completed the survey on a mobile device. Additionally, 4 surveys were completed on paper and manually entered by Advanis.

A soft launch of the survey was conducted on March 25th, 2025. 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 in the final report. Fielding dates for the remainder of respondents who completed the survey continued until April 25th, 2025. In total, 1213 respondents completed the survey which implies a margin of error no greater than $\pm 2.8\%$ at 95% confidence.

Weights were assigned based on the genders and ages of residents to ensure that their representation in the Town-wide sample was proportionate to the Town of Okotoks population as determined by the 2021 Canadian Census. Specific details of the weighting scheme used can be found in the section 10.3.

¹ For more information, visit <https://www.advanis.net/general-population-random-sample-gprs>.



Take the Community Priorities Survey!

This is your chance to tell us how Town programs, services and amenities shape your quality of life in Okotoks. As one of the Town's most important surveys, your participation is essential.

Complete by **April 25th** to enter to win a gift certificate to a local Okotoks business of your choice (**valued at \$150**)*.

To receive a link to the survey:

Text "okotoks" to 587-412-2994

or

Scan the QR code to the right



Questions? Email: communications@okotoks.ca

*ODDS OF WINNING DEPENDENT ON THE NUMBER OF COMPLETED SURVEYS

Survey Hosted by: 

2.2.4 How the Survey was Promoted

To ensure broad community awareness and participation, the Town of Okotoks promoted the 2025 Community Priorities Survey using a multi-channel approach that prioritized equity, diversity, and inclusivity. In addition to mailing a postcard to every household, outreach efforts included:

- Regular posts and stories on social media
- News releases featured on the Town's website homepage
- Press releases distributed to local media
- Multiple ads in the *Okotoks Western Wheel*
- Information on Town-owned LED screens
- On-air promotions through Eagle 100.9 and Sun Country 99.7 radio stations
- In-person engagement at the Chamber Trade Show
- Targeted outreach to seniors through presentations and printed handouts at the Okotoks & District Seniors' Club and local seniors' residences
- Paper copies available for those without internet access

These efforts supported accessibility and inclusion by offering both online and paper formats, and by reaching residents without internet access through print handouts and in-person presentations.

3 Interpreting Study Findings

This section details the results of each specific topic in the survey. In this section, please note:

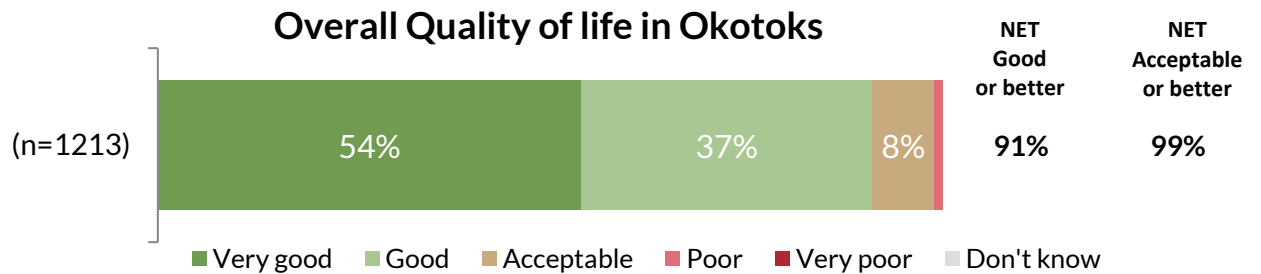
- The term “significant” means “statistically significant at 95% confidence”.
- The analysis checked for statistical differences between the following groups:
 - Age (18 to 34, 35 to 54, 55 or older);
 - Again, although those aged 16 or 17 were able to complete the survey, we did not obtain any completed surveys from these age groups.
 - Gender (male, female);
 - Years living in Okotoks (10 years or less, 11 to 20 years, 21 years or more);
 - Employment status (employed (full-time, part-time, or self employed), retired, other not employed individuals (full-time stay-at-home caregiver, self-employed, student, not employed, but not looking for work, unable to work));
 - Someone in the household regularly commutes outside of Okotoks for work or school vs. No one in the household regularly commute outside of Okotoks;
 - Income (under \$100k, \$100k to under \$200k, \$200k or more);
 - Children in household (children, no children);
 - Number of people who live in household (those who live alone, those who live with one other member, two other members, three or more other members).
 - Perceived quality of life (very good/good, acceptable/poor/very poor);
 - Perceived value of town programs, services, or amenities (very good/good value, acceptable/poor/very poor value).
- 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 aged 18 to 34, this means that the result among those aged 18 to 34 is statistically higher than those who are not aged 18 to 34.
- To improve readability, bars with values less than 5% may not have the value shown. Actual percentages 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 (e.g., stacked bar charts may not add up to exactly 100%).

Note: While the Town has conducted previous survey research, changes to the 2025 survey methodology, including question wording, structure, and response options, make direct comparisons inappropriate. As such, trending results are not included in the main body of this report. However, select comparisons are provided in Appendix Section 10.1 for those interested in exploring how results may have changed over time. Any such comparisons should be interpreted with caution.

4 Quality of Life in Okotoks

4.1 Quality of Life

The main section of the survey asked respondents about their overall quality of life in the Town of Okotoks. Nearly all (99%) respondents rated their quality of life as either very good, good, or acceptable while 1% felt it was poor or very poor. These results are much higher than Advanis' 2025 Alberta municipal benchmark of only 82% indicating residents of Okotoks hold a strong sense of satisfaction with their community. The Town should be proud of this result which reflects positively on efforts to support a high quality of life for its residents.



Values may not sum to 100% due to rounding and/or missing labels due to small sizes.

In particular, subgroups significantly more likely to rate their quality of life as **very good or good** include those who:

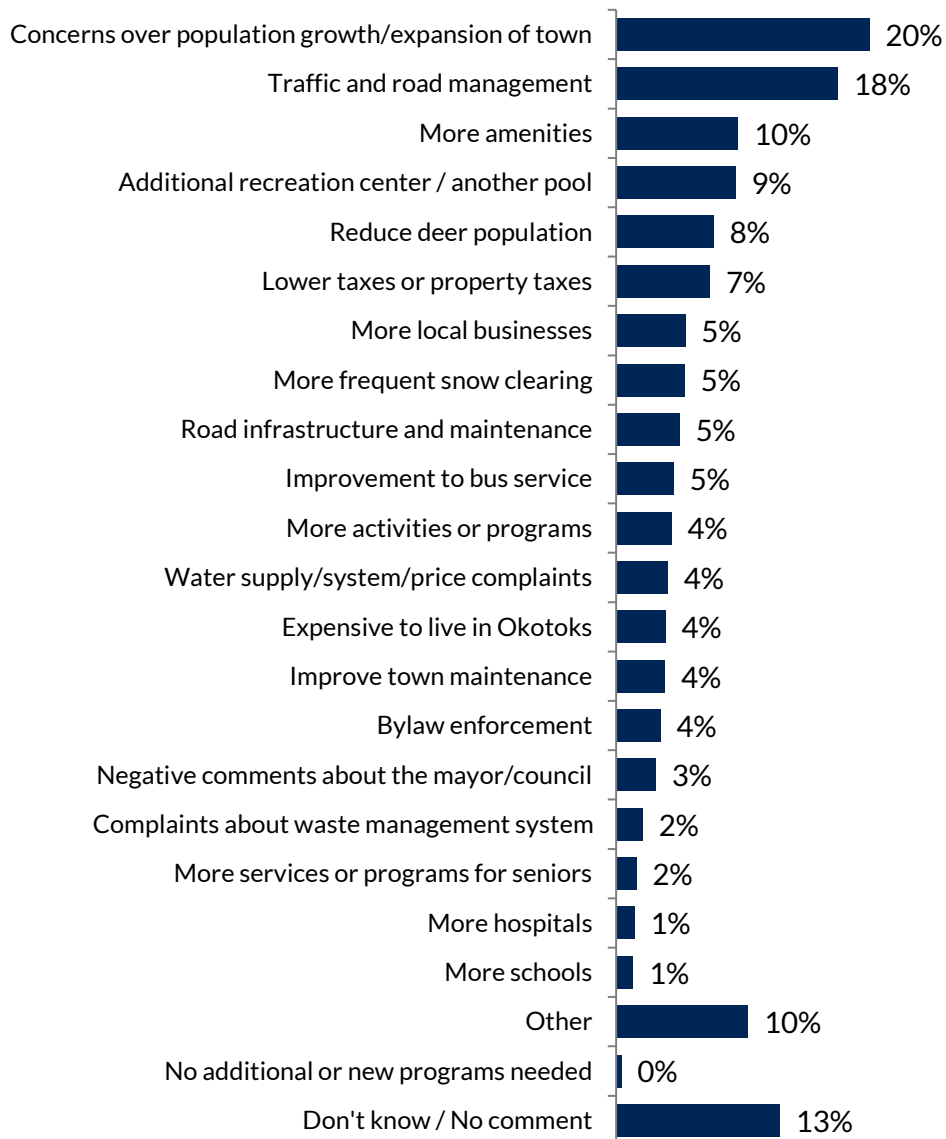
- 99%: perceive value of town programs, services and amenities as very good / good;
- 96%: are retired;
- 96%: have a household income of \$200k or more;
- 94%: no one in household regularly commutes outside of Okotoks;
- 93%: have lived in Okotoks for 10 years or less; and
- 93%: are women.

4 Quality of Life in Okotoks

4.2 Suggestions to Improve Quality of Life in Okotoks

As a follow-up, respondents were asked what one thing the Town could focus on to improve quality of life in the Town of Okotoks. The top suggestions included slowing the rate of population growth in the Town (20%), improvements to traffic and road management or infrastructure (18%), and providing more amenities (10%) with an additional recreation centre or pool being mentioned by 9% of respondents. Some other statements revolve around the potential for the Town to provide more programs and amenities, improvements to services like water and waste, or concerns regarding cost of living and taxes in Okotoks.

Suggestions to Improve Quality of Life in Okotoks



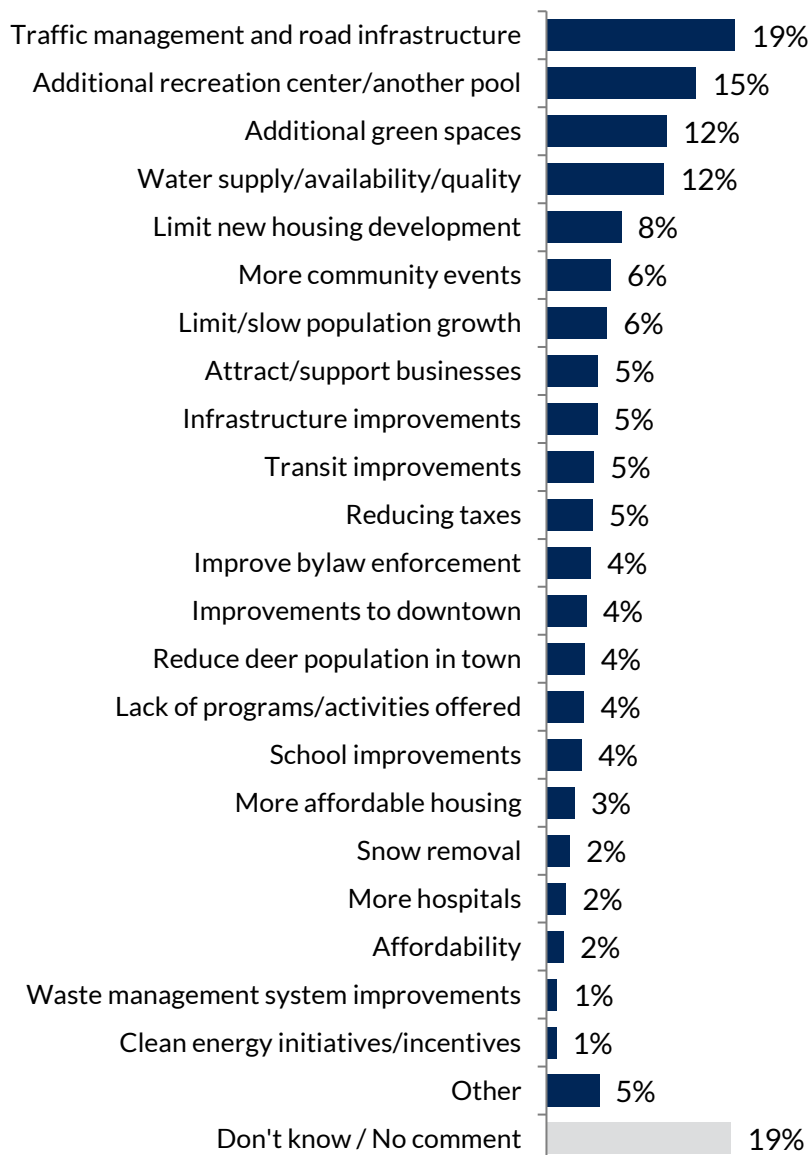
n=1213. Values may sum to more than 100% as multiple mentions were allowed.

4 Quality of Life in Okotoks

4.3 Projects and Initiatives to Prioritize

Respondents were asked to identify specific projects or initiatives Council should prioritize over the next four years to enhance community well-being and quality of life. Among the top priorities, 19% highlighted the need for improvements to traffic management systems and road infrastructure, particularly noting its importance due to the town's growing population. The second most mentioned priority (15%) was the development of an additional recreation facility or another pool. Expanding and enhancing green spaces, including dog parks, playgrounds, recreational areas, and trails, as well as improving existing green spaces by adding amenities like picnic tables and addressing concerns related to the water supply (including availability and quality) around out the top projects and initiatives suggested to improve overall quality of life in the community.

Projects or Initiatives for Council to Prioritize

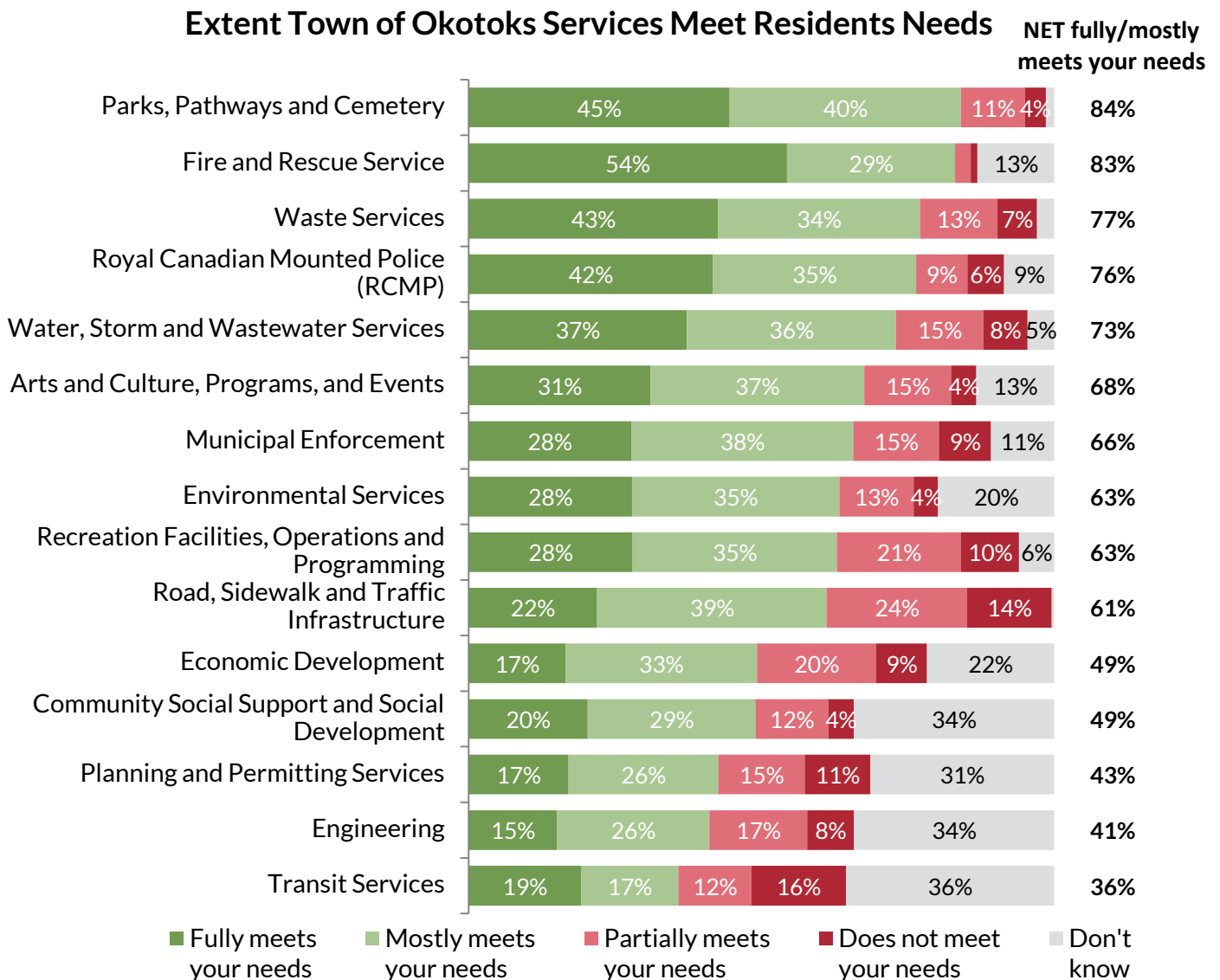


n=1213. Values may sum to more than 100% as multiple mentions were allowed.

Quality of Life in Okotoks

4.4 Extent Town of Okotoks Services Meet Residents Needs

Residents were asked to rate how well various services meet their needs. Parks, pathways, and cemeteries received high satisfaction ratings, with 84% of respondents indicating these services fully or mostly meet their needs. More than three-quarters of residents also expressed satisfaction with fire and rescue services, waste services, and the RCMP. While there were frequent requests for improvements to recreation facilities, programs, and road, sidewalk, and traffic infrastructure, approximately 3-in-5 of residents feel these services meet their needs. For services where less than half of respondents indicated their needs are being met, many stated they were unsure. This suggests that the low ratings may stem from either a lack of use, or a lack of understanding around in what the services are, rather than dissatisfaction with the services themselves.



n=1213. Values may not sum to 100% or the net shown due to rounding. Missing labels due to small sizes.

For transit services in particular, retired (46%) and those aged 55 and older (43%) are most likely to not know if this service is meeting their needs. It is possible that this is due to a lack of understanding or use of these services.

Subgroups that are significantly more likely to say that transit services **fully/mostly meets** their needs include those who:

- 41%: perceive value of town programs, services and amenities as very good / good; and
- 38%: perceive quality of life in Okotoks as very good / good.

Subgroups that are significantly more likely to say that transit services **partially/does not meet** their needs include those who:

- 60%: perceive quality of life in Okotoks as acceptable / poor / very poor;
- 39%: perceive value of town programs, services and amenities as acceptable / poor / very poor;
- 35%: have three or more members living with them in their household;
- 32%: are aged 35 to 54 years old; and
- 31%: are employed.

4 Quality of Life in Okotoks

4.5 Service Impact on Quality of Life

To better understand which Town services have the greatest impact on residents' quality of life, the survey included a maximum difference scaling (or MaxDiff) exercise. In this section, respondents were shown a series of three services at a time and asked to select the one that has the **largest impact** on their quality of life and the one that has the **least impact**. This approach forces trade-offs and helps reveal the relative impact of each service on overall quality of life by analyzing choices across all combinations, providing more reliable prioritization than traditional rating scales. Results from this question provide a "stated" preference for which services residents suggest are the most important to them personally.

Consistent with other survey responses, road, sidewalk, and traffic infrastructure, recreation facilities, and greenspaces all emerged as having the **largest impacts** on residents' quality of life. Conversely, community social support and social development, environmental services, engineering, and transit services were perceived as having the **least impact** on resident's quality of life. These services have some of the highest proportion of residents who indicated that they don't know if the service is meeting their needs, indicating they likely have a limited understanding of these services and/or the benefits they provide to them personally, and the community as a whole. By contrasting the **largest impact** to **least impact** for each service yields the following ranking of most impactful to least impactful.

Rank	Service	Seen as most impactful (%)	Seen as least impactful (%)
1	Road, Sidewalk and Traffic Infrastructure	67%	10%
2	Recreation Facilities, Operations and Programming	58%	15%
3	Parks, Pathways and Cemetery	59%	16%
4	Water, Storm and Wastewater Services	48%	20%
5	Waste Services	36%	24%
6	Fire and Rescue Service	35%	24%
7	Economic Development	32%	29%
8	Royal Canadian Mounted Police (RCMP)	27%	30%
9	Arts and Culture, Programs, and Events	27%	39%
10	Municipal Enforcement	19%	37%
11	Planning and Permitting Services	25%	46%
12	Community Social Support and Social Development	21%	50%
13	Environmental Services	16%	46%
14	Engineering	19%	51%
15	Transit Services	12%	63%

n=1212. Values may not sum exactly due to rounding.

While “stated” preference methods like MaxDiff offer useful insights into what residents believe has the most impact on their quality of life, “derived” impact modeling, also known as a Key Driver Analysis (KDA), can provide a more objective measure of what actually influences overall perceptions. This approach examines the statistical relationship between how well each service meets residents’ needs and their overall quality of life. Because respondents may consciously or unconsciously misjudge the impact of services when asked directly, derived impact offers a complementary perspective that reflects actual patterns in the data rather than using self-reported opinions.

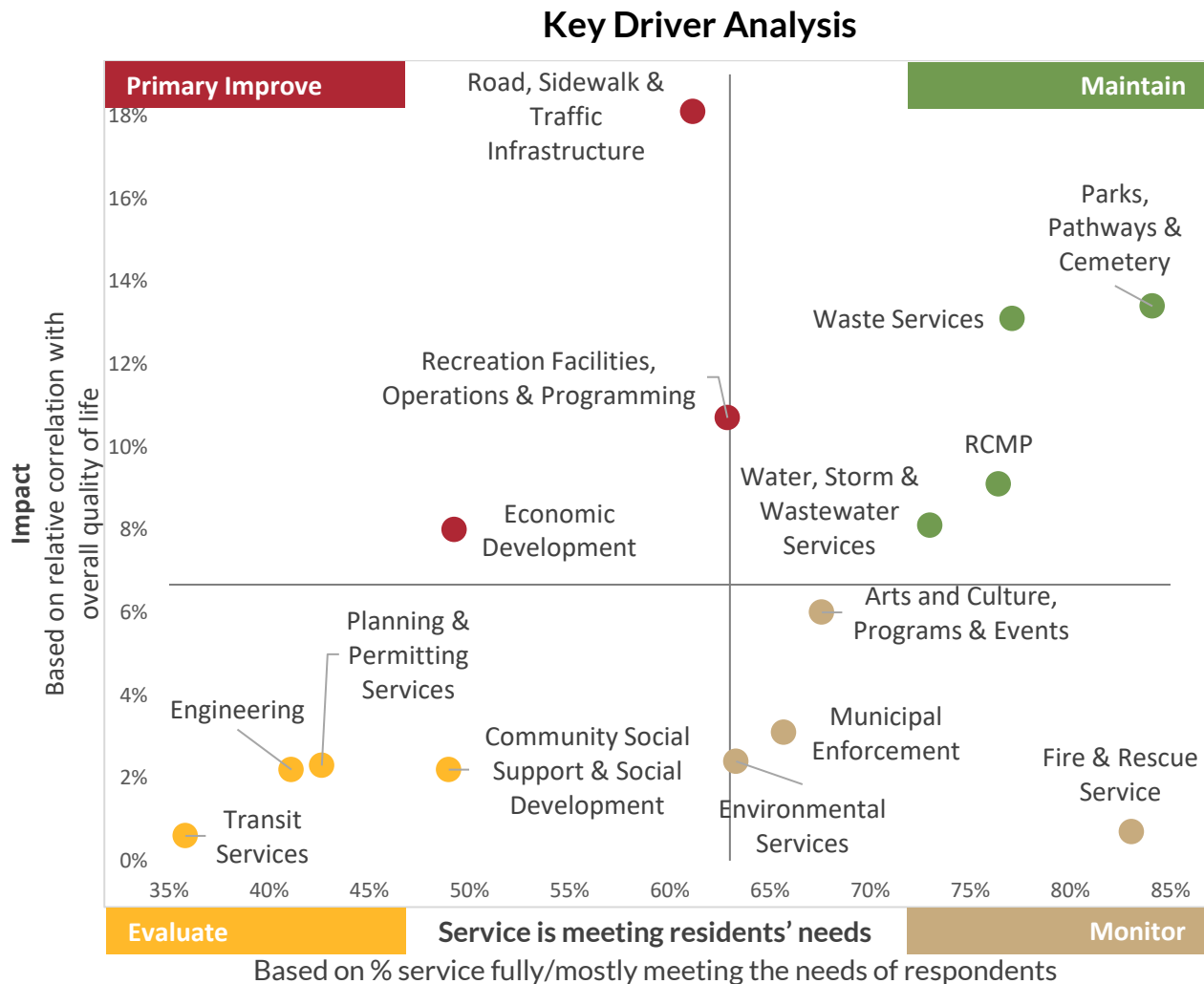
To conduct the KDA, we examined how well each of the various Town services (such as roads, parks, or recreation facilities) is meeting the needs of residents and how those ratings relate to their overall quality of life. For the purposes of this analysis, those who stated they don’t know if a service is meeting their needs are treated as though the service is not meeting their needs. Using a statistical model, we calculated how much each service contributes to that overall quality of life which are called “relative impact scores”.

This method helps isolate the impact of each service, even when some are closely related, to show which areas have the most influence on residents' quality of life. Results of the analysis are plotted on a quadrant chart and grouping each driver by the quadrant they appear in. The mid-lines used to define the quadrants are determined by using the average rate that a service is mostly or fully meeting the needs of residents and impact across all services. This analysis both highlights the ranking of each service by the impact it has on quality of life and provides insight into which services may benefit from improvement in service delivery and/or resident awareness of the benefits of each service.

Impact Based on relative correlation with overall quality of life	Primary Improve The “ Primary Improve ” quadrant includes drivers that have below average rate of meeting needs but a high impact on quality of life. In other words, small improvements in these drivers will yield large improvements in quality of life relative to other services.	Maintain Drivers in the “ Maintain ” quadrant are meeting needs better than average and have a high impact on quality of life. In other words, it is important to maintain high scores for these drivers as a small decrease will yield a large decrease in quality of life relative to other services.
	Evaluate The “ Evaluate ” quadrant includes drivers that have lower than average values in both meeting needs and impact on quality of life. In other words, small improvements in these drivers will yield small improvements in quality of life relative to other services.	Monitor The “ Monitor ” quadrant includes drivers that are meeting needs better than average but have lower impact on quality of life. In other words, it is important to monitor these drivers because a small decrease will yield a small decrease in quality of life relative to other services.

Service is meeting residents’ needs
 Based on % service fully/mostly meeting the needs of respondents

From the derived impact calculated through the KDA, we find:



The chart reveals the following insights:

The following service areas may benefit from investments to improve these services:

- Road, Sidewalk & Traffic Infrastructure,
- Recreation Facilities, Operations & Programming, and
- Economic Development.

The following service areas should continue to be supported to ensure they maintain their strong performance and continue meeting the needs of residents:

- Parks, Pathways & Cemetery,
- Waste Services,
- RCMP, and
- Water, Storm & Wastewater Services.

The following service areas should be monitored to ensure they continue to meet residents' needs, but do not currently appear to require additional investment.

- Arts and Culture, Programs & Events,
- Municipal Enforcement,
- Environmental Services, and
- Fire & Rescue.

The following services areas may benefit from increased investment or efforts to raise awareness about their value to residents:

- Planning & Permitting Services,
- Community Social Support & Social Development,
- Engineering, and
- Transit Services.

However, any improvements in these areas are likely to have a more modest impact on overall quality of life.

Combining the results of how well each service is meeting residents' needs with their "stated" impact (from the MaxDiff) on how each services affect their overall quality of life and the "derived" priority (from the KDA), we get the following summary table:

Service	How well service is meeting residents' needs			Impact rank from MaxDiff	KDA Priority
	Fully or mostly	Partially or not at all	Unsure		
Parks, Pathways and Cemetery	84%	14%	1%	3	Maintain
Waste Services	77%	20%	3%	5	Maintain
Water, Storm and Wastewater Services	73%	22%	5%	4	Maintain
Royal Canadian Mounted Police (RCMP)	76%	15%	9%	8	Maintain
Road, Sidewalk and Traffic Infrastructure	61%	38%	0%	1	Primary Improve
Recreation Facilities, Operations and Programming	63%	31%	6%	2	Primary Improve
Economic Development	49%	29%	22%	7	Primary Improve
Fire and Rescue Service	83%	4%	13%	6	Monitor
Arts and Culture, Programs, and Events	68%	19%	13%	9	Monitor
Municipal Enforcement	66%	23%	11%	10	Monitor
Environmental Services	63%	17%	20%	13	Monitor
Planning and Permitting Services	43%	26%	31%	11	Evaluate
Community Social Support and Social Development	49%	17%	34%	12	Evaluate
Engineering	41%	25%	34%	14	Evaluate
Transit Services	36%	29%	36%	15	Evaluate

Greener cells show results that are better than average

Tan cells show results that are average

Redder cells show results that are worse than average

Averages: 62% Fully or mostly, 22% Partially or not at all, 16% Unsure.

This table helps identify the appropriate action for each service area including celebrating strong performance, prioritizing investment, improving resident awareness, or simply continuing to monitor service delivery. Key insights include:

The following are services that have a high impact on quality of life and meet most residents needs:

- Parks, Pathways and Cemetery,
- Waste Services,
- Water, Storm and Wastewater Services, and
- Royal Canadian Mounted Police (RCMP).

These services are strong performers that Okotoks can be proud of and continue to build upon.

The following are services that have a high impact on quality of life, but over one-quarter of residents do not feel these services are meeting their needs:

- Road, Sidewalk and Traffic Infrastructure,
- Recreation Facilities, Operations and Programming, and
- Economic Development

Enhancing these services through strategic investment or service improvements could help better meet resident needs.

The following are services that have a moderate impact on quality of life and, with the exception of Fire and Rescue (which is meeting most residents' needs), are only moderately meeting the needs of residents: Fire and Rescue Service,

- Arts and Culture, Programs, and Events,
- Municipal Enforcement, and
- Environmental Services

Continued monitoring and incremental improvements in these areas may help better meet residents' needs and ensure they continue to support residents' quality of life.

The following are services that have a lower impact on quality of life, but relatively few residents feel these services are meeting their needs and approximately one-third of residents are unsure if these services are meeting their needs:

- Planning and Permitting Services,
- Community Social Support and Social Development,
- Engineering, and
- Transit Services

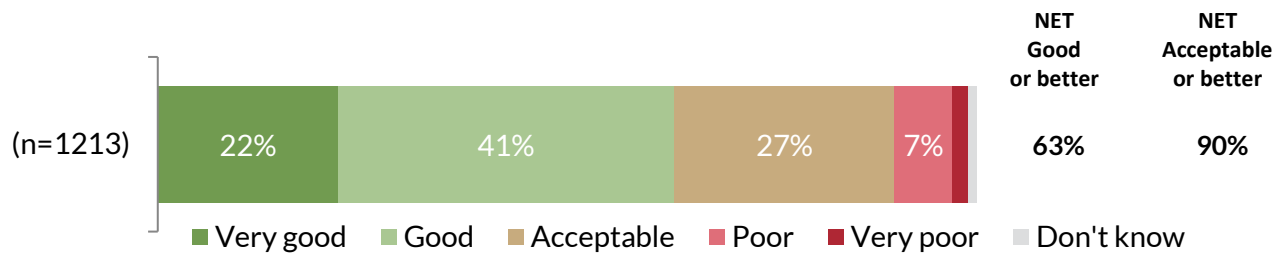
This suggests that many residents may be unaware of the role or benefits these services provide to the Town. Before considering further investment, the Town may wish to focus on improving public awareness and understanding through targeted education or outreach efforts.

4 Quality of Life in Okotoks

4.6 Overall Value Received From Town Programs, Services, and Amenities

All respondents were then asked to reflect on the overall value they receive from Town programs, services, and amenities. Nearly two-thirds (63%) said they receive very good or good value, 27% said they receive acceptable value, and only 9% said they receive poor or very poor value. This result compares favourably to Advanis' 2025 Alberta municipal benchmark of 45% rating their value as very good or fairly good (on a four-point scale), indicating that Okotoks is performing well above the provincial average in residents' perceptions of value from municipal programs, services, and amenities.

Overall Value Received From Town Programs, Services, and Amenities



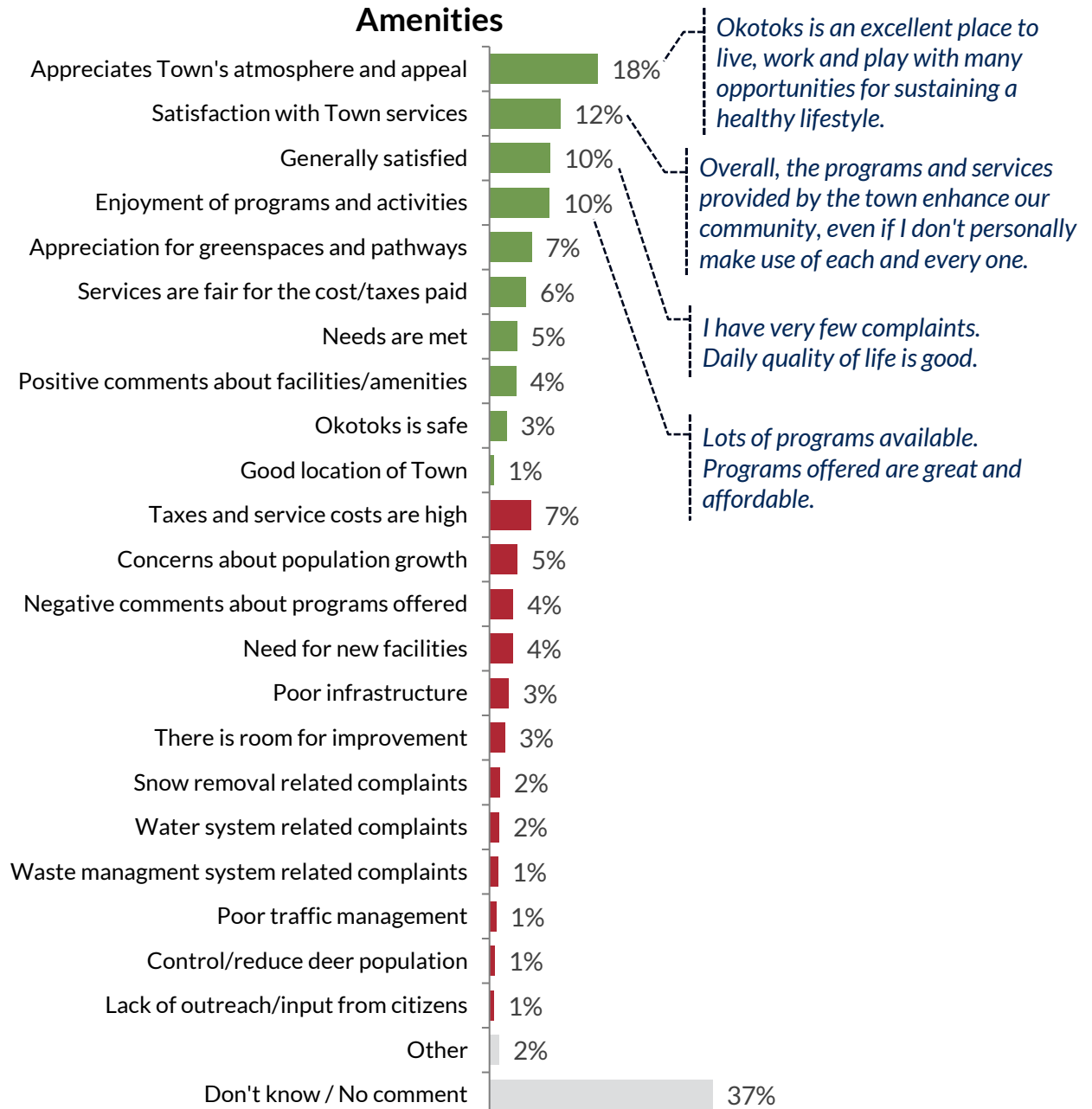
Values may not sum to 100% due to rounding and/or missing labels due to small sizes.

Subgroups that are significantly more likely to feel overall **very good or good value** include those who:

- 76%: live alone;
- 72%: are aged 18 to 34 years;
- 70%: have lived in Okotoks for 10 years or less;
- 68%: perceive quality of life as very good / good;
- 68%: have one other member living with them in their household;
- 68%: have a household income between \$100k to under \$200k; and
- 67%: are women.

As a follow up question, respondents had the opportunity to let the Town know why they receive their selected value from Town programs, services, and amenities in an open-ended response style question. Among those receiving very good, good, or acceptable value, approximately two-thirds (63%) provided a reason with most providing generally positive comments about the Town, services, programs, or just generally positive comments. Some examples include, “I feel we enjoy good municipal infrastructure and day-to-day services that contribute to a very good quality of life”, “On a day-to-day basis things operate fairly smoothly”, and “We feel well looked after and secure in Okotoks.”

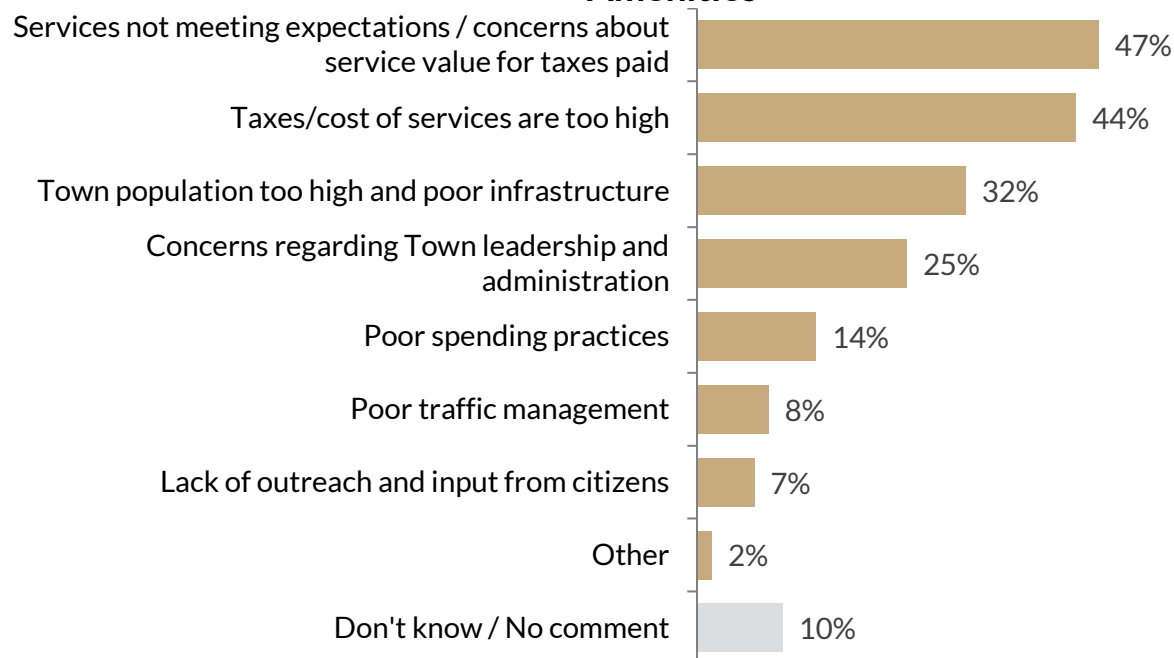
Main Reasons Residents Receive Good Value from Town Programs, Services, and Amenities



n=1091. Values may sum to more than 100% as multiple mentions were allowed.

In contrast, 90% of those who receive poor or very poor value from Town programs, services, and amenities provided a reason why. Nearly half attributed it to services not meeting expectations (47%), high taxes paid for services (44%), or a combination of the two, indicating that they feel the cost of services outweighs their value. Additionally, one-third (32%) raised concerns about traffic and road infrastructure, particularly in light of the town's growing population. They noted that the infrastructure is not keeping pace, leading to increased traffic congestion. Some example comments include, "Taxes increase every year but services are reduced", "Prices keep going up and no real improvement in services", and "[the] Town has grown too quickly and services have not kept up but taxes keep rising for no additional services".

Main Reasons Residents Receive Poor Value from Town Programs, Services, and Amenities



n=107. Values may sum to more than 100% as multiple mentions were allowed.

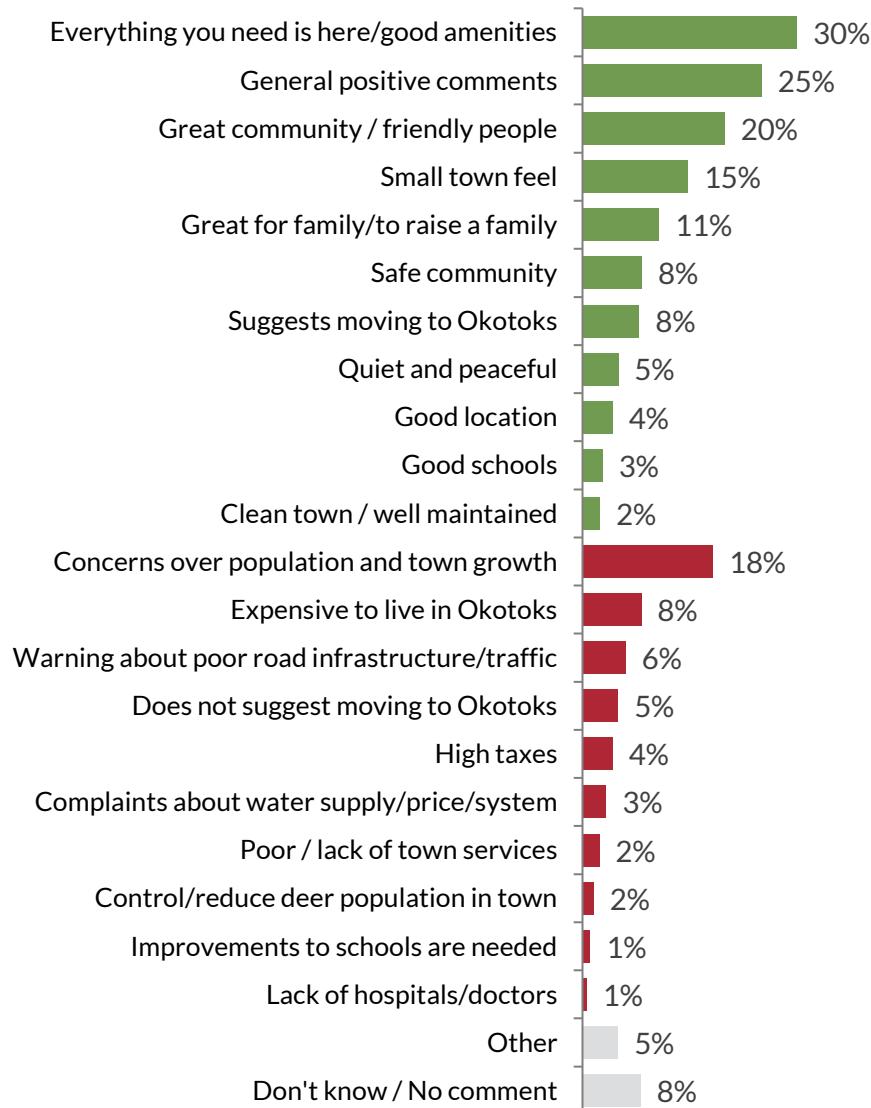
4 Quality of Life in Okotoks

4.7 Living in Okotoks: What To Tell Others

Residents were asked what they would share with friends or family considering moving to Okotoks. Three-in-ten highlighted the Town's excellent amenities, particularly its parks, pathways, and green spaces, with many stating that "everything you need is here". Additionally, many respondents shared positive remarks about Okotoks overall, emphasizing the friendliness of its residents and the strong sense of community. About 15% mentioned the Town's charming small-town vibe, while approximately one-in-ten noted that it is a great place to raise a family and praised its safe atmosphere.

However, 18% of respondents mentioned concerns about the growing population, with some feeling that the road infrastructure and water supply system require significant improvements to meet future needs. A few respondents also mentioned it being expensive to live in Okotoks with high taxes being a significant associated with this. A smaller portion of respondents highlighted the negative aspects of the Town, with some explicitly suggesting they would not promote friends and family moving to Okotoks.

Thoughts on Living in Okotoks



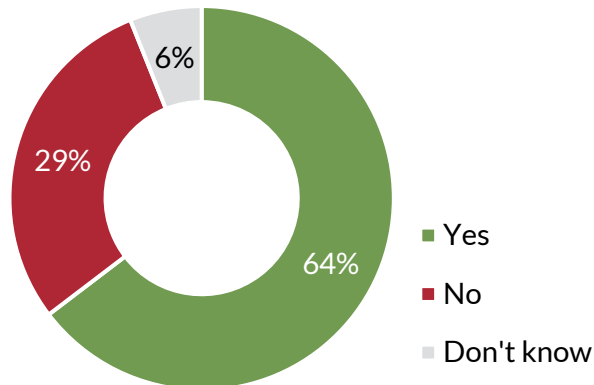
n=1213. Values may sum to more than 100% as multiple mentions were allowed.

5 Interacting with the Town

5.1 Interactions with Town Employees

Residents were asked if they have ever interacted with Town employees when accessing services in the Town of Okotoks. Nearly two-thirds (64%) of respondents indicated they have interacted with Town employees at some point. Notably, those with no one in the household who regularly commutes outside of the Town for school or work (70%) are statistically more likely to have engaged with Town employees. This may suggest that residents who spend more time in Okotoks may have greater opportunities or reasons to interact with municipal services.

Has Interacted with Town Employees

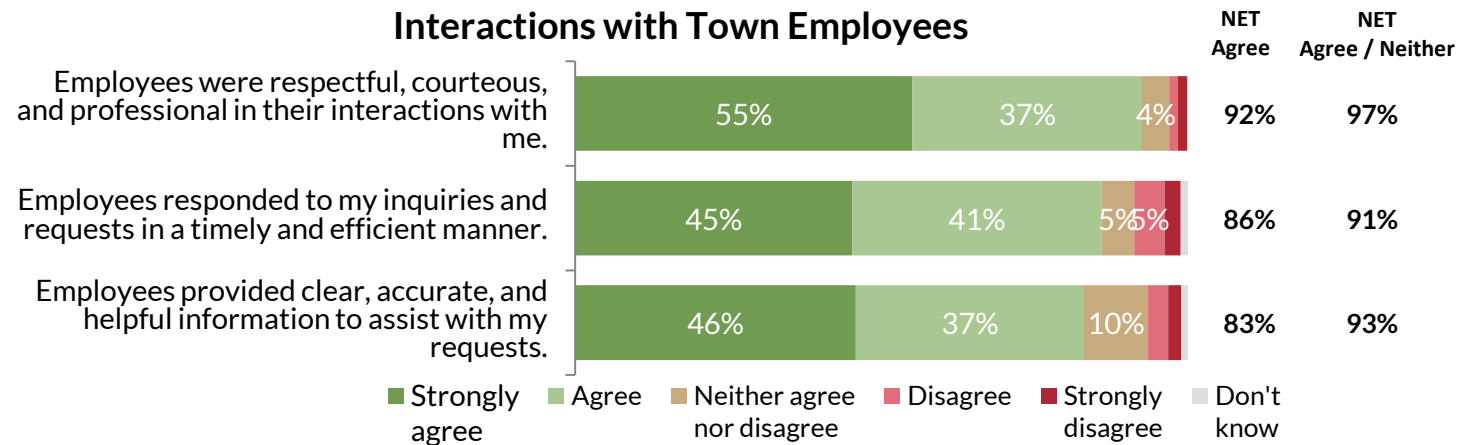


n=1213. Values may not sum exactly due to rounding.

As a follow-up, respondents who had interacted with Town employees were asked to evaluate these interactions and rate their agreement on various aspects of the experience. More than 8-in-10 agree that their interactions with Town employees were positive across all measures, including being professional and respectful (92%), responsive to requests in a timely and efficient manner (86%), and provided clear, accurate, and helpful information (83%).

Among those who disagree with having positive interactions with employees, many belong to the subgroup that perceives the value received from Town programs, services, and amenities as poor or very poor. This suggests a potential link between dissatisfaction with services and negative perceptions of employee interactions. Focusing on improving both service delivery and the quality of employee interactions may be the most effective approach to building satisfaction and trust among residents.

Interactions with Town Employees



n=797. Values may not sum to 100% due to rounding and/or missing labels due to small sizes.

Subgroups significantly more likely to disagree / strongly disagree that employees were respectful, courteous, and professional in their interactions with them include those who:

- 6%: perceive value of town programs, services and amenities as acceptable / poor / very poor; and
- 4%: are employed.

Subgroups significantly more likely to disagree / strongly disagree that employees responded to their inquiries and requests in a timely and efficient manner include those who:

- 23%: perceive quality of life in Okotoks as acceptable / poor / very poor;
- 15%: perceive value of town programs, services and amenities as acceptable / poor / very poor;
- 14%: have lived in Okotoks for 11 to 20 years;
- 14%: have two other members living with them in their household.

Subgroups significantly more likely to disagree / strongly disagree that employees provided clear, accurate, and helpful information to assist with their requests include those who:

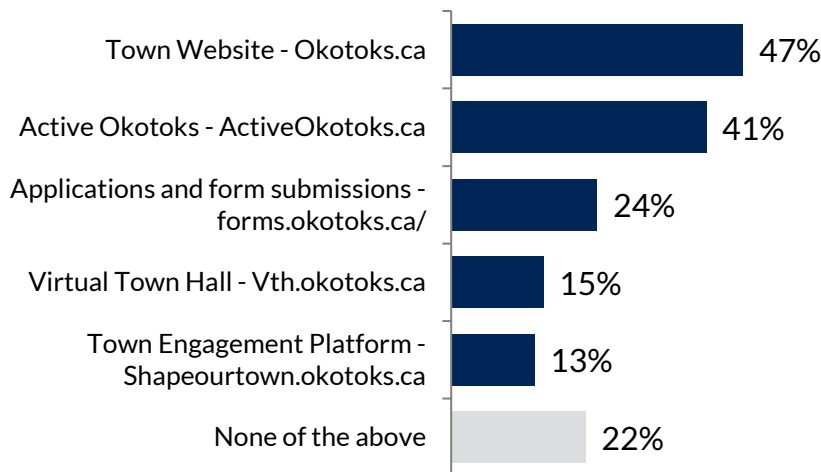
- 11%: perceive value of town programs, services and amenities as acceptable / poor / very poor.

5 Interacting with the Town

5.2 Online Platform Usage Experience

Respondents were also asked to indicate which of the Town's online platforms they had accessed in the past 12 months. Only about 1-in-5 (22%) indicated they had not used any of the Town's online services with nearly half (47%) reported using the Town website. Active Okotoks was also commonly used by 41% of respondents. While there were no significant differences among subgroups likely to access Okotoks.ca, some groups were more likely to report not using any online platforms. These include individuals who live alone without children, those aged 55 and older, retirees, and those with a household income below \$100k. This may suggest that certain groups, such as seniors, could benefit from additional support or outreach to help them engage with the Town's online platforms.

Town of Okotoks Online Platforms Accessed



n=1213. Values may sum to more than 100% as multiple mentions were allowed.

There are no Subgroups significantly more likely to use the Town Website. Subgroups significantly more likely to use the Active Okotoks platform include those who:

- 61%: are not employed (excluding being retired);
- 59%: have children in their household;
- 55%: have three or more members living with them in their household;
- 52%: are women;
- 50%: have a household income of \$200k or more;
- 48%: are aged 35 to 54 years old;
- 46%: someone in the household regularly commutes outside of Okotoks;
- 45%: have lived in Okotoks for 10 years or less;
- 44%: perceive value of town programs, services and amenities as very good / good;

Subgroups significantly more likely to use the applications and form submissions platform include those who:

- 28%: have children in their household.

Subgroups significantly more likely to use the Virtual Town Hall platform include those who:

- 21%: have a household income of \$200k or more; and
- 18%: are employed.

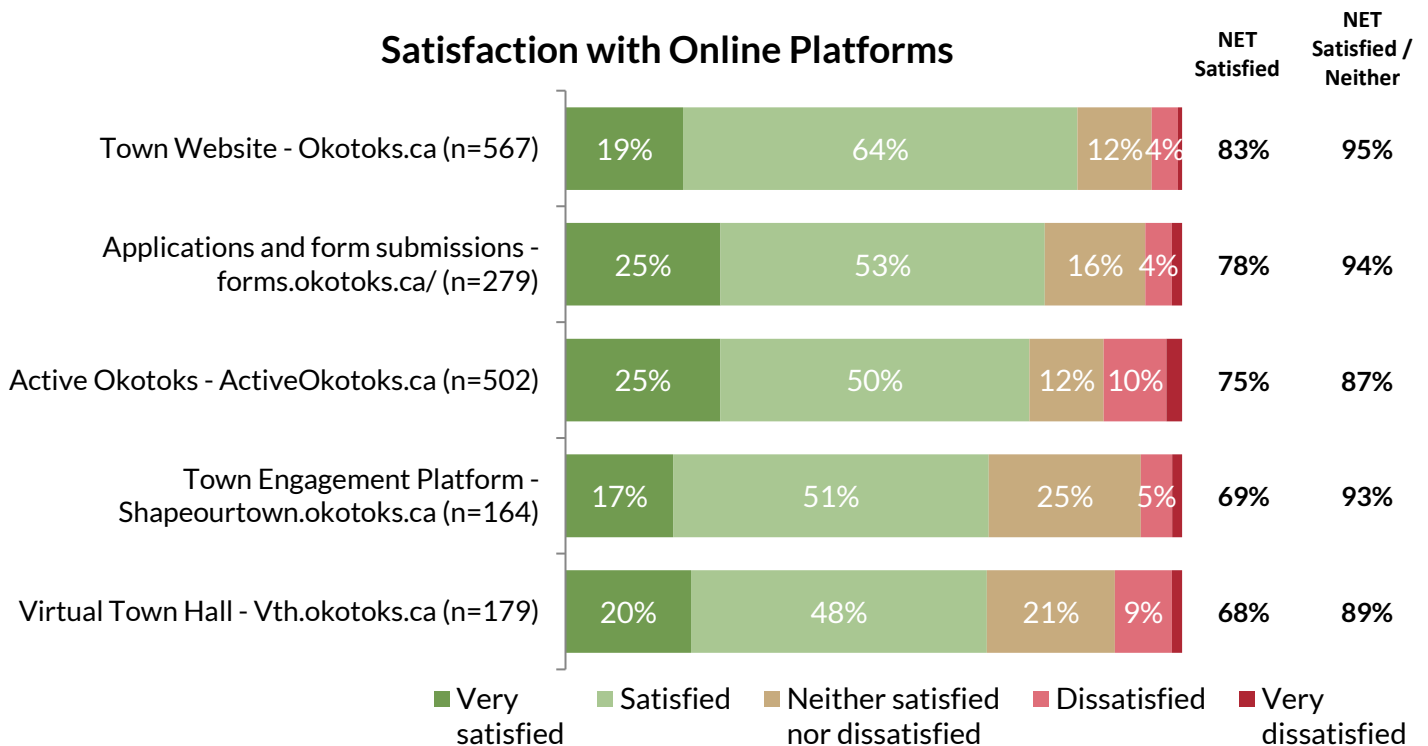
Subgroups significantly more likely to use the Town Engagement Platform include those who:

- 18%: have lived in Okotoks for 11 to 20 years; and
- 17%: have three or more members living with them in their household.

Subgroups significantly more likely to not have accessed any online platform include those who:

- 33%: live alone;
- 29%: have a household income under \$100k;
- 29%: are retired;
- 29%: do not have children in their household; and
- 28%: are aged 55 years or older.

After selecting the sites they had accessed, respondents were asked to rate their satisfaction with each platform. The Town of Okotoks website stood out as the most used and most highly rated, with an 83% of respondents being satisfied. Overall, at least two-thirds of respondents expressed satisfaction with each website, while a significant portion (12-25%) remained neutral, indicating they felt neither satisfied nor dissatisfied. Notably, about 1-in-10 respondents reported dissatisfaction with the Active Okotoks site and Virtual Town Hall platform. This may suggest there is an opportunity to enhance the user experience on these sites to better meet the needs of regular users.



Values may not sum to 100% due to rounding and/or missing labels due to small sizes.

Subgroups significantly more likely to be satisfied with the Town website service include those who:

- 94%: are not employed (excluding being retired);
- 92%: have lived in Okotoks for 10 years or less;
- 92%: are aged 18 to 34 years old;
- 92%: perceive value of town programs, services and amenities as very good / good; and
- 86%: perceive quality of life as very good / good.

Subgroups significantly more likely to be satisfied with the Applications and form submissions platform include those who:

- 90%: perceive value of town programs, services and amenities as very good / good;
- 89%: no one in the household regularly commutes outside of Okotoks; and
- 85%: have lived in Okotoks for 10 years or less.

Subgroups significantly more likely to be satisfied with the Active Okotoks platform include those who:

- 86%: have one other member living with them in their household;
- 86%: are retired;
- 85%: no one in the household regularly commutes outside of Okotoks;
- 85%: are aged 55 years or older;
- 85%: perceive value of town programs, services and amenities as very good / good;
- 81%: do not have children in their household; and
- 79%: perceive quality of life as very good / good.

Subgroups significantly more likely to be satisfied with the Town Engagement Platform include those who:

- 86%: perceive value of town programs, services and amenities as very good / good.

Subgroups significantly more likely to be satisfied with the Virtual Town Hall platform include those who:

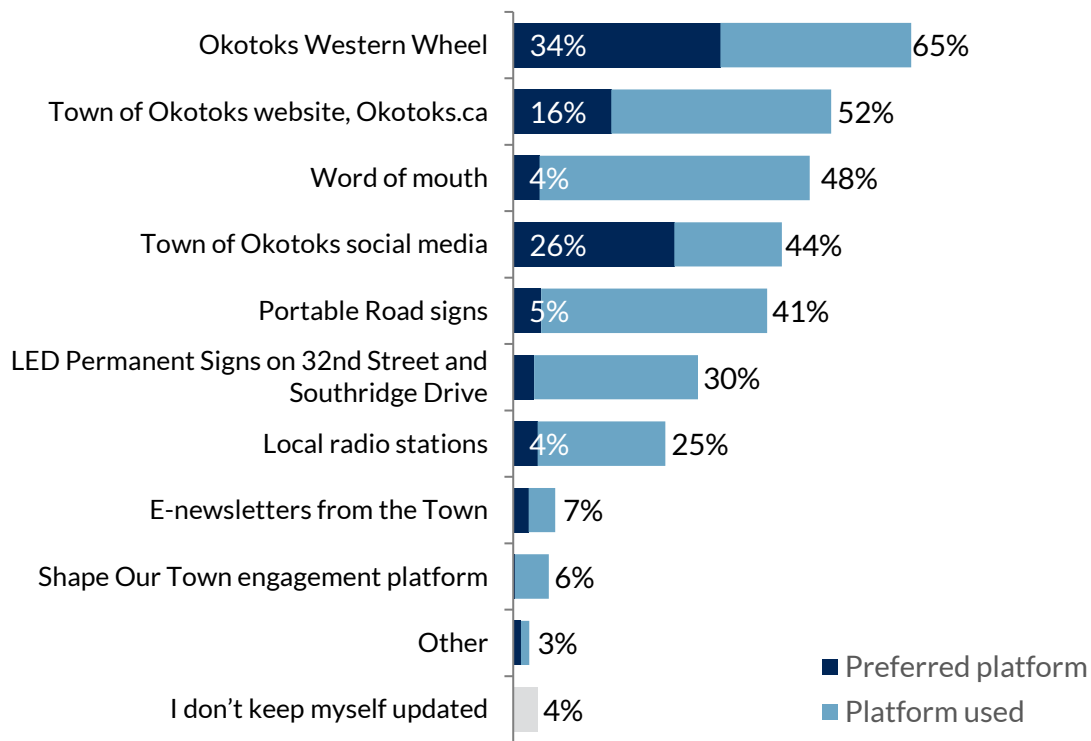
- 79%: do not have children in their household;
- 77%: are aged 35 to 54 years old; and
- 76%: perceive value of town programs, services and amenities as very good / good.

6 Town Communications

6.1 Communication Channels

The Town values clear, concise, and timely communications be delivered to their residents. As such, the Town is interested in knowing how residents keep updated on Town news, programs, and services. Respondents asked to select as many platforms as they use to stay informed. The Okotoks Western Wheel emerged as the most used platform (65%) and the most preferred (35%), particularly among older residents of Okotoks. Interestingly, while the Town of Okotoks' social media is the fourth most used platform (44%), it ranks as the second most preferred way for residents to stay informed about Town news, programs, and services (26%), particularly among younger residents. These results highlight the importance of using a multi-channel communication strategy that reflects residents' diverse preferences. They also suggest that the Town can maximize its reach and effectiveness by tailoring messaging to the platforms preferred by different age (and other demographic) groups.

Channels Used to Stay Updated on Town News, Programs, and Services



n=1212-1213. Values may sum to more than 100% as multiple mentions were allowed.

Subgroups significantly more likely to prefer to use the Okotoks Western Wheel to stay updated include those who:

- 59%: are retired;
- 51%: are aged 55 years or older;
- 45%: have lived in Okotoks for 21 years or more;
- 45%: no one in the household regularly commutes outside of Okotoks;
- 43%: have one other person living with them in their household;
- 39%: do not have children in their household; and
- 35%: perceive quality of life as very good / good.

Subgroups significantly more likely to prefer to use the Town of Okotoks website to stay updated include those who:

- 19%: are men.

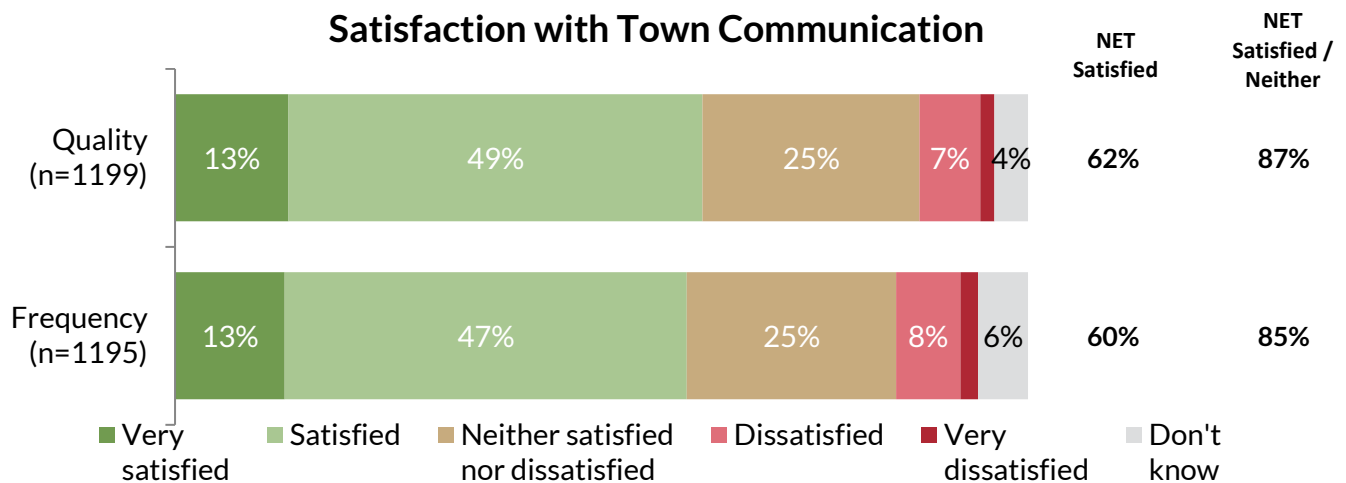
Subgroups significantly more likely to prefer Town of Okotoks social media to stay updated include those who:

- 37%: are aged 18 to 34 years old;
- 36%: have three or more members living with them in their household;
- 36%: have children in their household;
- 33%: are aged 35 to 54 years old;
- 33%: are women;
- 33%: have a household income between \$100k to under \$200k;
- 32%: someone in the household regularly commutes outside of Okotoks;
- 31%: are employed; and
- 30%: have lived in Okotoks for 10 years or less;

6 Town Communications

6.2 Satisfaction with Town Communication

Residents were asked to rate their satisfaction with the frequency and overall quality of communication from the Town. Approximately 3-in-5 stated they were satisfied or very satisfied with the quality (61%) and/or frequency (59%) of communication. However, 9% reported dissatisfaction with the quality and/or frequency of communication. Interestingly, those who are retired are more likely to be satisfied with the quality and frequency of Town communication indicating there may be an opportunity to better engage with non-retired residents. Additionally, as a follow-up, those who were dissatisfied or very dissatisfied were asked whether the Town should communicate more or less frequently. The response was nearly unanimous indicating that the Town should communicate more often. As such, continue leveraging social media as a key communication channel, with an emphasis on maintaining high-engagement time slots (such as evenings). Consider supplementing this with posts during other peak periods like early mornings or weekends to further reach non-retirees and working-age residents.



Bases exclude those not using Town communication. Values may not sum to 100% due to rounding and/or missing labels due to small sizes.

Subgroups significantly more likely to be **very satisfied or satisfied** with the **quality** of town communication include those who:

- 76%: perceive value of town programs, services and amenities as very good / good;
- 66%: are retired;
- 66%: have one other member living with them in their household;
- 66%: no one in the household regularly commutes outside of Okotoks; and
- 65%: perceive quality of life as very good / good.

Subgroups significantly more likely to be **very satisfied or satisfied** with the **frequency** of town communication include those who:

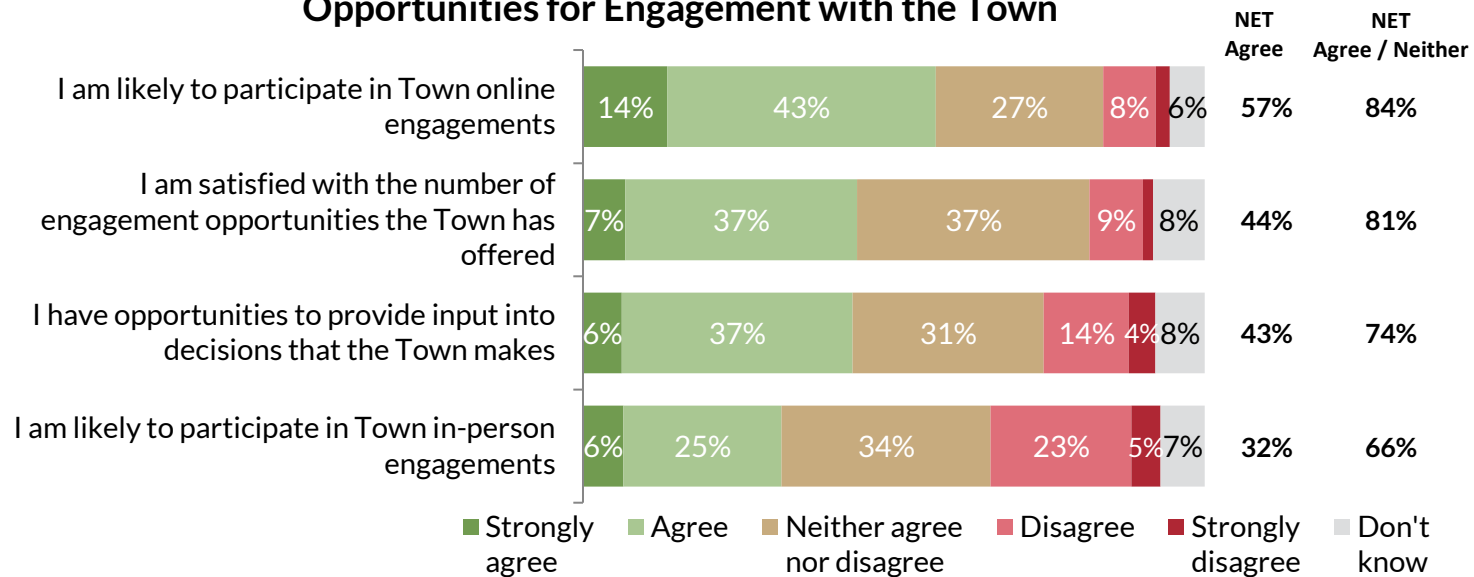
- 73%: perceive value of town programs, services and amenities as very good / good;
- 67%: no one in the household regularly commutes outside of Okotoks;
- 66%: are retired;
- 66%: have one other member living with them in their household;
- 63%: do not have children in their household.
- 63%: are aged 55 years or older; and
- 63%: have a household income between \$100k to under \$200k; and
- 63%: perceive quality of life as very good / good.

7 Community Engagement

7.1 Opportunities for Engagement with the Town

The Town is also committed to increasing meaningful community engagement and creating opportunities to provide input on Town programs, projects, and initiatives. To better understand residents' perspectives, they were asked to rate their agreement with several statements. The highest level of agreement (57%) was with their likelihood to participate in online engagement activities. Fewer than half of respondents expressed satisfaction with the number of engagement opportunities available (44%) or felt they had adequate opportunities to provide input on the Town's decisions (43%). Additionally, only one-third (32%) indicated they would be likely to participate in in-person engagement activities. This suggests that while maintaining in-person options for certain groups is important, expanding online engagement opportunities could help more residents feel that their input is valued and being considered.

Opportunities for Engagement with the Town



n=1213. Values may not sum to 100% due to rounding and/or missing labels due to small sizes.

Subgroups significantly more likely to **strongly agree or agree** that they are likely to participate in Town online engagements include those who:

- 65%: have a household income of \$200k or more;
- 64%: are aged 35 to 54 years old;
- 62%: have three or more members living with them in their household; and
- 60%: are employed.

Subgroups significantly more likely to **strongly agree or agree** that they are satisfied with the number of engagement opportunities offered include those who:

- 57%: perceived value of town programs, services and amenities as very good / good;
- 50%: no one in the household regularly commutes outside of Okotoks;
- 50%: are retired; and
- 47%: perceive quality of life as very good / good.

Subgroups significantly more likely to **strongly agree or agree** that they have opportunities to provide input include those who:

52%: perceive value of town programs, services and amenities as very good / good;

49%: no one in the household regularly commutes outside of Okotoks; and

45%: perceive quality of life as very good / good.

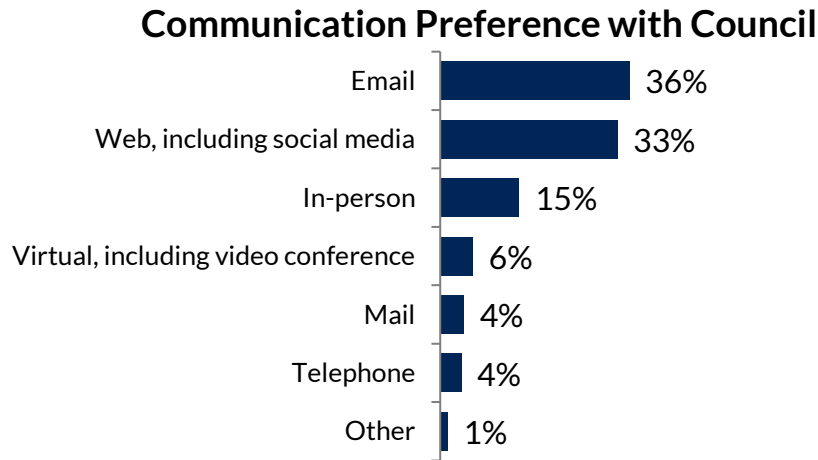
Subgroups significantly more likely to **strongly agree or agree** that they are likely to participate in Town in-person engagements include those who:

34%: perceive value of town programs, services and amenities as very good / good.

7 Community Engagement

7.2 Communication Preference with Council

One of Town Council's goals is to increase the frequency of engagement opportunities with residents. With this in mind, residents were asked how they prefer to interact with Council. Email emerged as the preferred communication method (36%), closely followed by web-based options, including social media (33%). This highlights the growing importance of online engagement methods in facilitating broader citizen input, particularly as only 15% of respondents indicated a preference for in-person communication and very few preferring mail or phone.



n=1211. Values may not sum exactly due to rounding.

Subgroups significantly more likely to prefer to communicate via Email include those who:

- 42%: are aged 55 years or older;
- 42%: are retired; and
- 40%: no one in the household regularly commutes outside of Okotoks.

Subgroups significantly more likely to prefer to communicate via Web (including social media) often include those who:

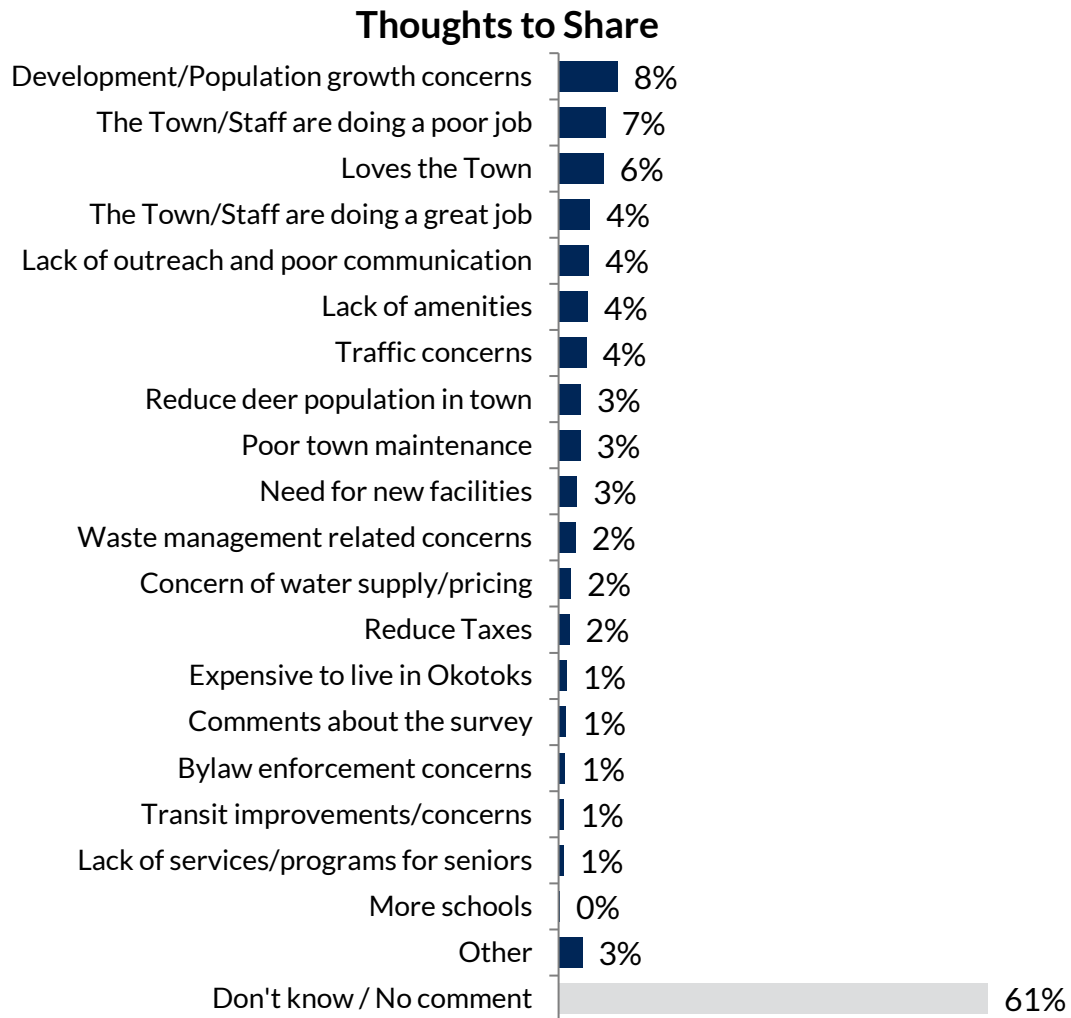
- 39%: have three or more members living with them in their household;
- 39%: someone in the household regularly commutes outside of Okotoks;
- 38%: are women;
- 37%: are aged 35 to 54 years old; and
- 36%: are employed.

8 Residents Turn to Share With The Town

8.1 Residents Feedback

Lastly, respondents were provided the opportunity to share additional thoughts with the Town. Most (61%) did not provide any additional feedback. Those that did provided varying feedback with concerns about population growth and development (8%), and concerns regarding Town employees (7%) being mentioned most often. Some examples include, “Stop the expansion, we don’t have the water”, “The community events planned in town are my favourite, they are just getting so crowded and less manageable”, and “Do their job and listen to the constituents and stop favoring personal agendas making this town into another Calgary”.

In contrast, 6% provide comments that they love the Town and 4% feel Town employees are doing a good job. Some example comments include, “We are extremely happy that we moved to Okotoks”, “The town has a lot to offer us, and being here for only a year, we are looking forward to seeing and enjoying more”, and “Thank you for all the services and programs provided by the Town, very well done”.



n=1213. Values may not sum exactly due to rounding.

9 Next Steps: Recommendations

Based on the results of this survey, the following strategic recommendations are offered to align future planning, service delivery, and communications with community priorities (in no particular order):

Continue to Improve Traffic and Road Infrastructure

Why it matters: Traffic and road concerns ranked highest in open-ended responses (18%) and were confirmed as top-impact services through MaxDiff and KDA analysis.

Recommendation: Continue investing in traffic management and road upgrades to meet the needs of a growing population. Prioritize flow improvements and future-proof planning as part of capital investments.

Responsibly Manage Growth

Why it matters: Many residents expressed concerns about rapid population growth, ongoing housing development, and its impact on infrastructure and services.

Recommendation: It is important to continue communicating how growth is being managed and to make planning efforts more visible as infrastructure and services keep pace with population increases.

Continue to Invest in Recreation Facilities and Amenities

Why it matters: Recreation ranked as among the top impactful services and was the second most common project area in open-ended responses (15%).

Recommendation: Consider continuing advance planning for additional recreation spaces and expansions of current recreation infrastructure.

Continue Enhancing Green Spaces and Pathways

Why it matters: Frequently mentioned in open-ended responses; parks, pathways, and green spaces are meeting many residents' needs (84%) and high impact on quality of life.

Recommendation: Protect and expand green spaces where feasible. Prioritize pathway connectivity, accessibility, and amenities such as picnic areas and shade structures.

Secure Water Supply Infrastructure and Communicate Progress

Why it matters: Concerns about water availability, quality, and pricing were mentioned in open-ended responses.

Recommendation: Continue sharing water infrastructure construction progress proactively.

Showcase Strong Performance in High-Impact Areas

Why it matters: Parks, Pathways and Cemetery, Waste Services, Water, Storm and Wastewater Services, and RCMP are all high-impact services that are meeting the needs of most residents.

Recommendation: Celebrate these successes and continue to invest in maintaining high service levels. Consider sharing these wins with the public to build trust and reinforce the value of municipal services.

Prioritize Investment in High-Impact Services Needing Improvement

Why it matters: Residents rated Road, Sidewalk and Traffic Infrastructure, Recreation Facilities, and, to a lesser extent, Economic Development as having a high-impact on their quality of life, but more than one-quarter of residents feel these services are not meeting their needs.

Recommendation: Review the service areas which residents feel are not meeting their needs and explore ways to improve service quality and/or infrastructure in these areas.

Monitor and Maintain Moderate-Impact Services

Why it matters: Arts and Culture, Municipal Enforcement, Fire and Rescue, and Environmental Services play a moderate role in residents' quality of life. While Fire and Rescue is meeting most residents' needs, the others are only moderately meeting expectations.

Recommendation: These services do not require additional investment to improve service quality but should continue to be monitored. Where and when needed, consider targeted improvements to ensure they remain aligned with evolving resident expectations.

Improve Service Awareness and Understanding of Lower-Impact, Lower-Visibility Services

Why it matters: Planning and Permitting, Community Social Support, Engineering, and Transit have a lower-impact on residents' quality of life but are also less well understood by residents with roughly one-third unsure if their needs are being met.

Recommendation: Although investment could improve these services, it is likely more beneficial to first focus on raising awareness of these services and their community benefits through communication and outreach. Clarifying their value may help improve perceptions and inform future service planning.

Connecting Taxes to Services

Why it matters: Dissatisfaction with taxes often stems from unclear links between costs and service outcomes.

Recommendation: Improve transparency around municipal budgeting. Use visual storytelling to show how tax dollars are reinvested in community priorities.

Improve Access to Digital Tools and Online Services

Why it matters: Some users (especially seniors and lower-income residents) are less engaged with online platforms; 1-in-10 are dissatisfied with digital tools like Active Okotoks and Virtual Town Hall.

Recommendation: Enhance usability of Town websites and engagement platform. Provide support to help underrepresented groups access and navigate digital services.

Enhance Communication Frequency and Tailor by Audience

Why it matters: Communication preferences vary by age. Older adults rely on local newspaper; younger residents use social media.

Recommendation: Increase communication frequency and align channels with audience preferences. Continue to use data to time content delivery for optimal reach.

Expand and Promote Engagement Opportunities

Why it matters: Less than half feel they have adequate opportunities to provide input through engagement opportunities.

Recommendation: Broaden engagement beyond one-time events by offering a mix of traditional and digital opportunities that meet residents where they are, in both life stage and communication preference. Incorporate low-barrier tools like polls, idea walls, and interactive maps to increase accessibility and inclusivity. Prioritize equity by reaching underrepresented voices through tailored outreach. Most critically, commit to closing the loop: transparently communicate how public input informs decisions, reinforcing trust and demonstrating the Town's commitment to accountable governance.

Next Steps

A new Town Council will be elected in October 2025. This report provides both the current and incoming Council with a clear understanding of what residents' value, which services contribute most to quality of life, and how the community wants to be engaged. Community feedback doesn't just highlight priorities like traffic, recreation, water, and growth, it also influences how services are delivered and how the Town communicates with residents.

These insights will directly inform:

- The development of Council's 2026–2029 Strategic Plan
- Capital and infrastructure planning
- Budget and service level discussions

Thank you for being part of this important, community-wide conversation about Okotoks' future and community identity.

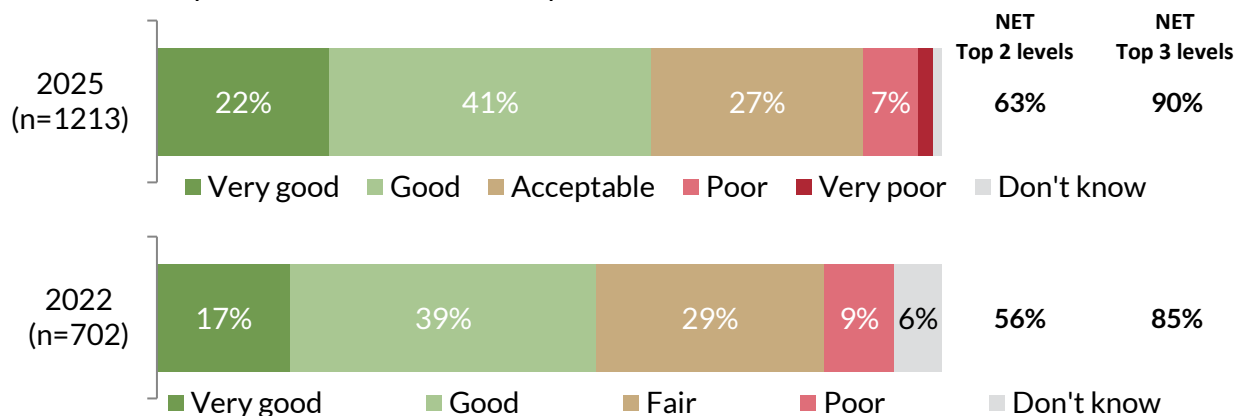
10 Appendices

10.1 Comparing to 2022 Results

The Town of Okotoks has conducted resident surveys in the past, with the most recent being the 2022 Citizen Satisfaction Survey. However, as outlined in Section 2.2.2 on survey design, the 2025 survey underwent a significant redesign. This included changes to the recruitment method (shifting from letters with passcodes to postcards requiring a phone number), the survey questions themselves (including names of services), the order in which questions were asked, the response scales provided, and/or the number of response options available. Additionally, the analysis itself can be different (e.g., including or excluding those who “don’t know” their answer to questions). Each of these changes can influence how participants respond. As such, comparisons to past survey results is not advisable and should be interpreted with caution.

Value Received from Town Programs, Services, and Amenities vs. Value for Property Tax Dollars

In 2022, respondents were asked to rate the value they receive for the tax dollars the Town spends on municipal services. In 2025, the question was broadened to ask about the value received from all Town programs, services, and amenities. In both cases, all respondents were included in the results. However, the response scale changed from a 4-point scale (plus and don’t know option) to a 5-point scale (plus a don’t know option). This change in scale may affect how respondents answered so comparisons should be made with caution. Indeed, although results look similar, it is curious that only 1% of respondents did not know in 2025 while 6% did not know in 2022. Results indicate an increase of 7% point increase for the net top two result and 5% point increase for the net top three result from 2022.



Values may not sum to 100% due to rounding and/or missing labels due to small sizes.

Services Meeting Residents’ Needs vs. Satisfaction

In 2022, respondents were asked to **rate their satisfaction** with the different services. However, it appears that **only those that have accessed these services** were asked for their satisfaction. In 2025, **all respondents** were asked to indicate **how well each service meets their needs** and results are shown among all respondents, not just those who have used the services. Given these differences, the 2022 results appear much higher than those obtained in 2025. However, these differences are a result of methodological changes and not due to sentiment changes. As such, we do not recommend directly comparing these results.

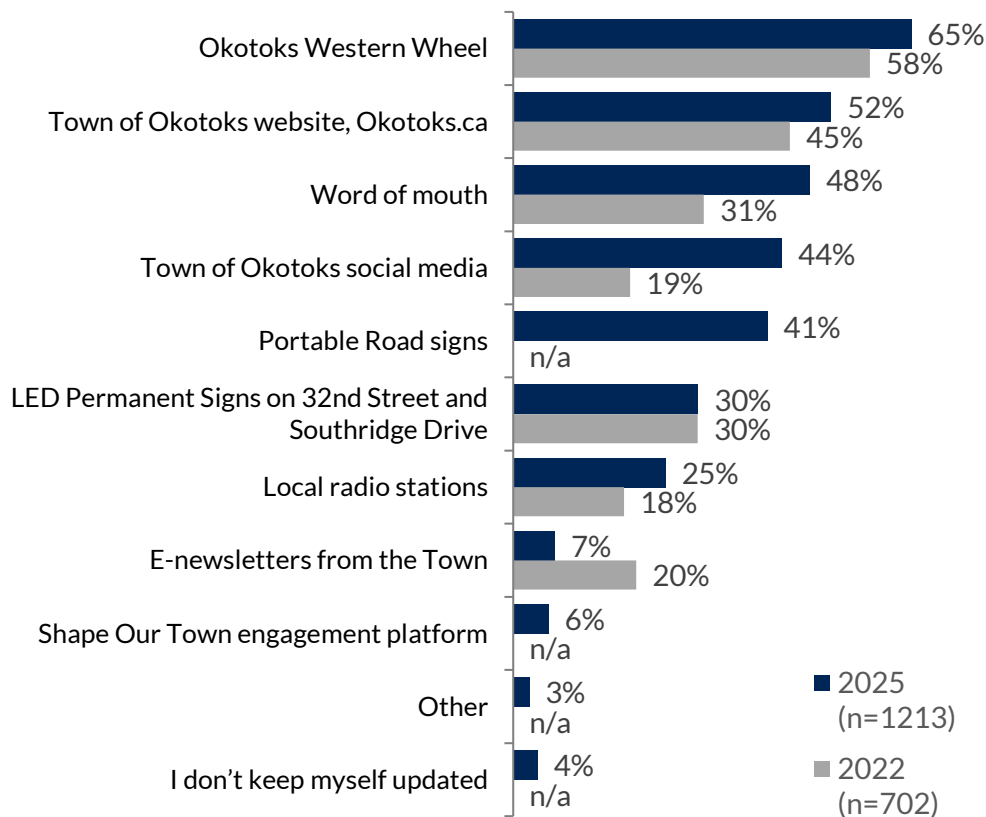
2022 Service	Base size	Percent of total	Very satisfied or satisfied with service
Affordable Housing	14	2%	57%
Business Services	251	36%	81%
Community Events	493	70%	94%
Community Programming	342	49%	94%
Culture & Historical Services	307	44%	93%
Fire Services	83	12%	93%
Indoor Recreation Facilities	503	72%	90%
In-person Services	273	39%	89%
Municipal Enforcement	182	26%	76%
Online Services	503	72%	94%
Outdoor Recreation Facilities	394	56%	96%
Parks & Pathways	647	92%	96%
Public Library	429	61%	91%
RCMP	228	32%	88%
Social Services	55	8%	88%
Subsidized Taxi Service	41	6%	82%
Transit	114	16%	94%
Transportation	261	37%	79%
Waste Services	610	87%	93%
Water & Sewer Services	535	76%	87%

2025 Service	Base size	Percent of total	Service is fully or mostly meeting needs
Arts and Culture, Programs, and Events	1213	100%	68%
Community Social Support and Social Development	1213	100%	49%
Economic Development	1213	100%	49%
Engineering	1213	100%	41%
Environmental Services	1213	100%	63%
Fire and Rescue Service	1213	100%	83%
Municipal Enforcement	1213	100%	66%
Parks, Pathways and Cemetery	1213	100%	84%
Planning and Permitting Services	1213	100%	43%
Recreation Facilities, Operations and Programming	1213	100%	63%
Road, Sidewalk and Traffic Infrastructure	1213	100%	61%
Royal Canadian Mounted Police (RCMP)	1213	100%	76%
Transit Services	1213	100%	36%
Waste Services	1213	100%	77%
Water, Storm and Wastewater Services	1213	100%	73%

Communication Preferences

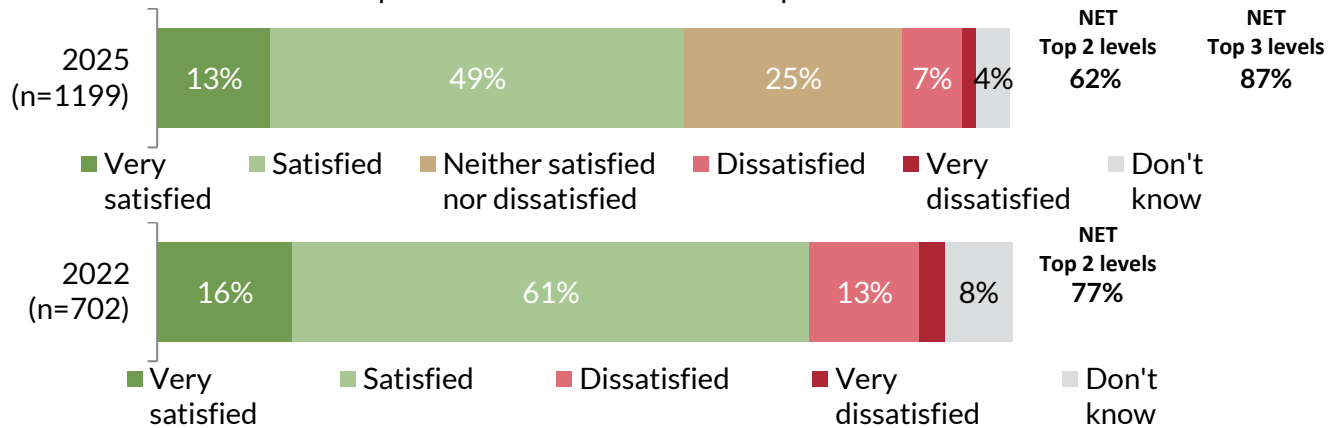
In 2022, respondents were asked to select up to five methods they used to receive information from or about the Town and were then asked to rank their selections. In contrast, the 2025 survey asked residents how they keep updated on Town news, programs, and services, allowing them to select as many channels as applied, followed by a separate question on their preferred method. The list of options also differed, with more channels provided in 2022 than in 2025.

While results from the 2022 survey are included in that year's report, the raw data was not available during the preparation of this year's analysis. Additionally, the 2022 report only includes rankings among respondents who selected a given method as one of their top five, making it impossible to determine the overall most preferred communication channel. As a result, the most appropriate point of comparison between 2022 and 2025 is the overall usage of communication channels, rather than preference. Keep in mind that since a maximum of 5 channels were allowed to be selected in 2022, we may expect results to be lower from 2022 to 2025 where all channels could have been selected.



Satisfaction with Town Communications

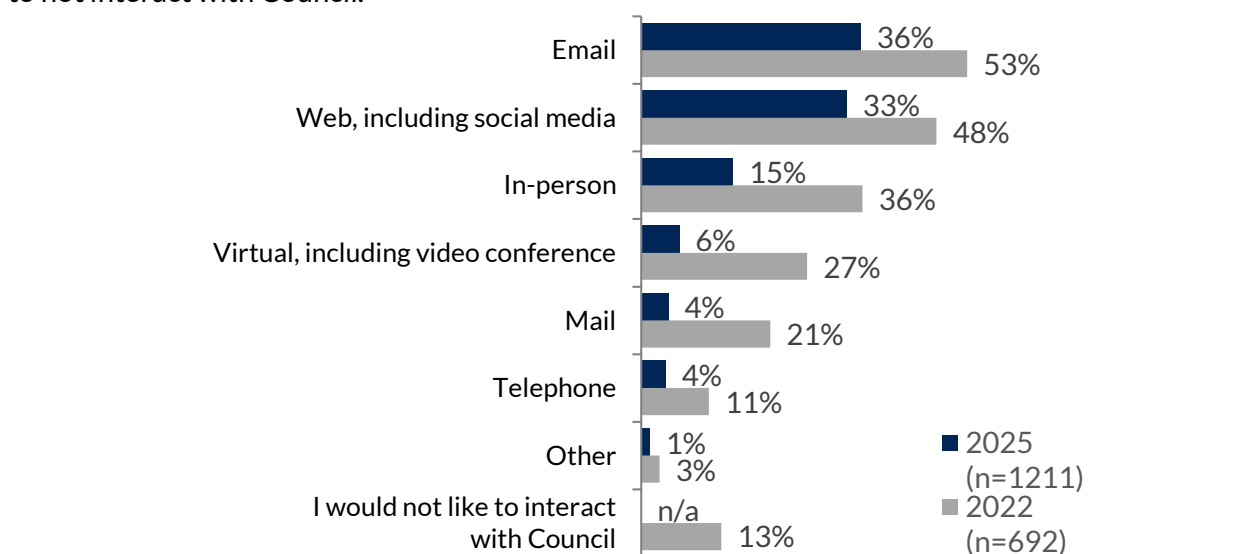
In 2022, respondents were asked how satisfied they were with the quality of communication/notification that they receive from the Town and provided with a 4-point (plus don't know) satisfaction scale. In 2025, respondents were asked how satisfied they are with the overall quality of communication from the Town and provided with a 5-point (plus don't know and do not use) satisfaction scale. Those who said "do not use" were also excluded in the 2025 results. These changes may affect responses, particularly those who would have answered "neither" in 2022, so comparisons should be made with caution. Comparing the net top 3 result in 2025 to the net top 2 result in 2022 shows a 10%-point increase.



Values may not sum to 100% due to rounding and/or missing labels due to small sizes.

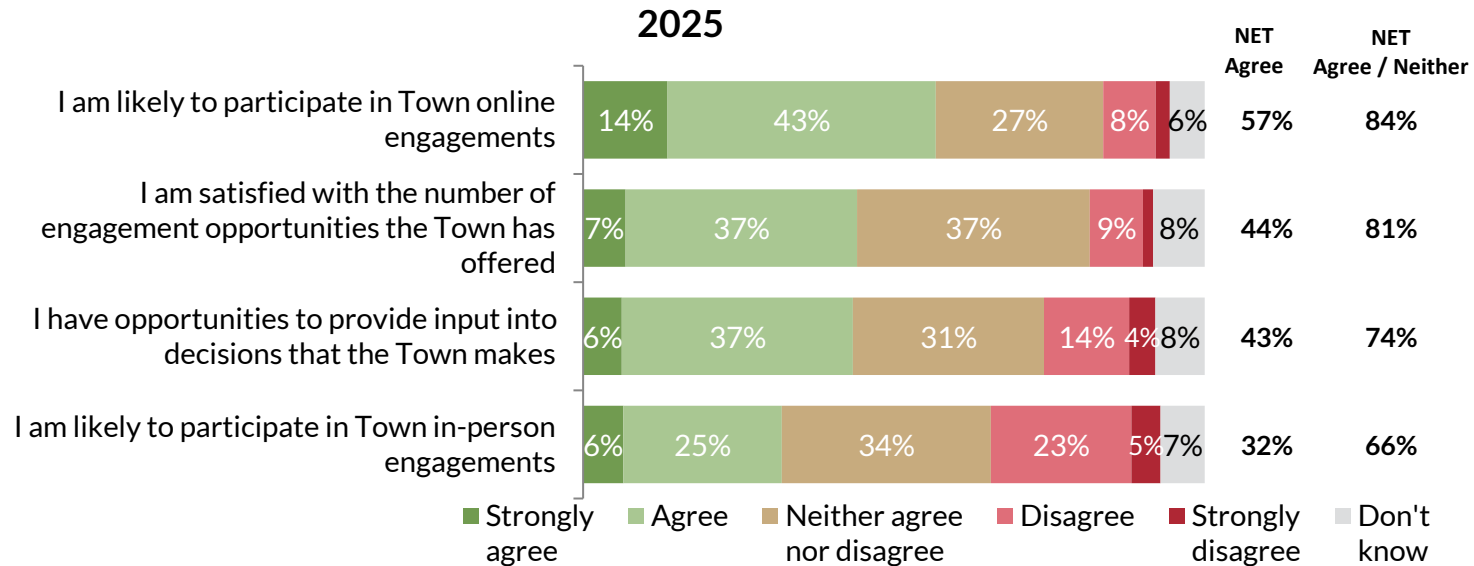
Interacting with Council

In both 2022 and 2025, respondents were told that Okotoks Town Council wants to increase the frequency of engagement opportunities between themselves and residents. In 2022, respondents were asked how they would like to interact with Council and the survey allowed respondents to select multiple options, including an option to not interact with Council. In 2025, respondents were asked how they would most prefer to interact with Council and only allowed respondents to select one option. In 2025, respondents were asked how they would like to interact with Council without offering an option to not interact with Council.

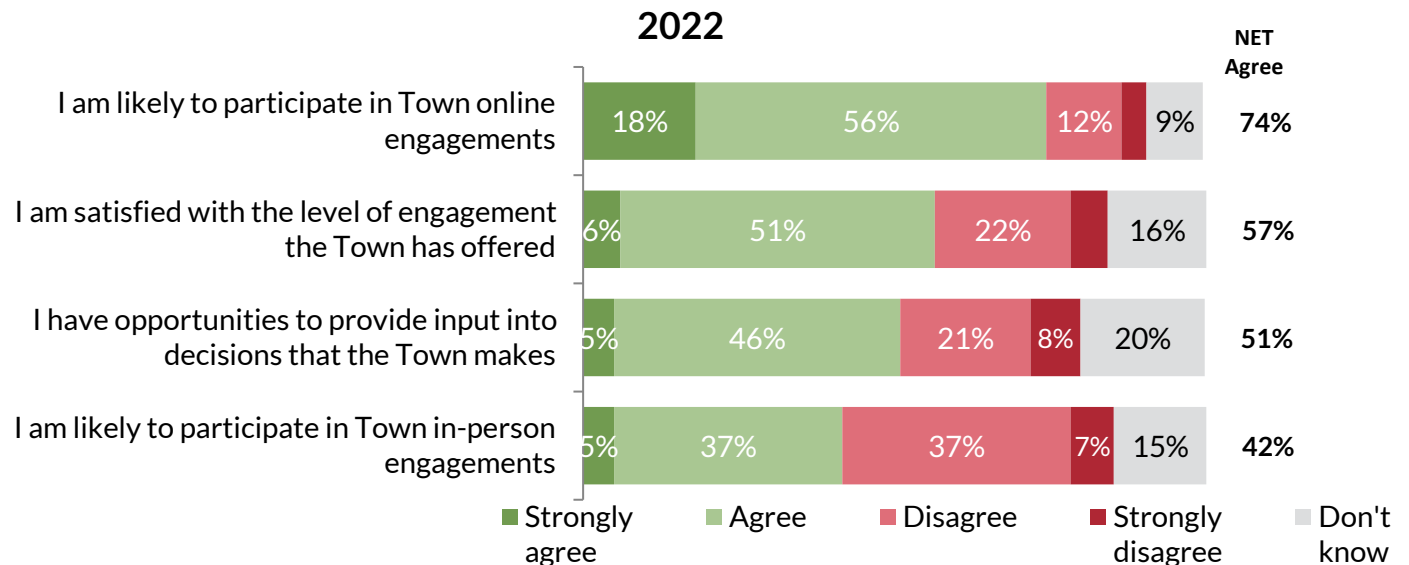


Opportunities for Engagement with the Town

In both 2022 and 2025, respondents were asked to state their level of agreement with four statements regarding Town engagement opportunities. Although the question asked each year was very similar, the 2022 survey used a 4-point scale (plus a don't know option) while the 2025 survey used a 5-point scale (plus a don't know option). Additionally, one of the items asked about changed as well. These changes may affect how respondents answered, particularly those who would have answered "neither" in 2022, so comparisons should be made with caution.



n=1213. Values may not sum to 100% due to rounding and/or missing labels due to small sizes.



n=695. Values may not sum to 100% due to rounding and/or missing labels due to small sizes.

10 Appendices

10.2 Weighted Respondent Demographics

Age	%
16 to 17 years old	0%
18 to 24 years old	3%
25 to 34 years old	21%
35 to 44 years old	20%
45 to 54 years old	20%
55 to 64 years old	16%
65 years old or older	20%
Prefer not to say	1%
Gender	
Male	47%
Female	50%
Another	0%
Prefer not to say	2%
Employment Status	
Working for an employer full-time (35+ hours per week)	44%
Working for an employer part-time (< 35 hours per week)	8%
Full-time stay-at-home caregiver	5%
Self-employed	11%
Student	2%
Not employed, but looking for work	1%
Retired	23%
Unable to work	1%
Other	1%
Prefer not to say	4%
Income	
Under \$50,000	4%
\$50,000 to \$99,999	16%
\$100,000 to \$149,999	21%
\$150,000 to \$199,999	16%
\$200,000 and above	19%
Prefer not to say	24%
<i>Base</i>	1213

Work From Home	%
Yes	35%
No	62%
Prefer not to say	3%
Language	
English	98%
French	0%
Tagalog	0%
German	0%
Other	1%
Prefer not to say	0%
Years Lived in Okotoks	
5 years or less	28%
6-10 years	16%
11-20 years	25%
21-40 years	19%
41+ years	11%
Prefer not to say	1%
Someone in Household Commutes Outside of Okotoks for Work/School	
Yes, to Calgary	50%
Yes, to Foothills	9%
Yes, to somewhere else	6%
No	38%
Prefer not to say	2%
# of People in Household	
1 member	6%
2 members	31%
3 members	17%
4 or more members	35%
Prefer not to say	10%
Children in Household	
0 to 11 years old	30%
12 to 17 years old	15%
No children under the age of 18	49%
Prefer not to say	12%
<i>Base</i>	1213

Neighbourhood	% of Respondents	Neighbourhood	% of Respondents
Air Ranch	3%	Hunters Glen	1%
Rancher's Rise	2%	Mountainview	5%
Central Heights	2%	Northgate Commercial Centre	0%
Cimarron	6%	Okotoks Country Residential	1%
Cimarron Estates	3%	Rosemont	2%
Cimarron Grove	3%	Sandstone	1%
Cimarron Meadows	2%	Sheep River	2%
Cimarron Park	1%	Sheep River Cove	1%
Cimarron Springs	2%	Sheep River Heights	1%
Cimarron Vista	2%	Sheep River Ridge	0%
Cornerstone	0%	Suntree	3%
Crystalridge	4%	Tower Hill	3%
Crystal Green	4%	Wedderburn	1%
Crystal Shores	6%	Westmount	5%
D'Arcy	8%	Westmount Estates	0%
Downey Ridge	3%	Westridge	2%
Drake Landing	10%	Woodhaven	4%
Downtown	1%	Other	2%
Downtown Business Park	0%	Don't know	1%
Lineham	0%	Prefer not to say	2%
South Railway	0%	I don't currently reside in Okotoks	1%

n=1213. Values may not add to 100% due to rounding.

10 Appendices

10.3 Data Weighting

The data was weighted to the gender and age characteristics of the residents of Okotoks as determined by the 2021 Federal Census. The weighting efficiency is 73%. The following outlines the weighting factors utilized in this research:

Gender	Age group	Number of completed surveys	Proportion of completed surveys	Census proportions*	Weight factor
Female	18 - 34	79	6.5%	11.5%	1.70
Female	35 - 44	158	13.0%	10.9%	0.81
Female	45 - 54	158	13.0%	10.1%	0.75
Female	55 - 64	144	11.9%	8.3%	0.67
Female	65+	127	10.5%	10.9%	1.01
Female	Refused	2	0.2%	-	3.53
Male	18 - 34	35	2.9%	12.1%	4.05
Male	35 - 44	103	8.5%	9.5%	1.08
Male	45 - 54	122	10.1%	9.8%	0.94
Male	55 - 64	101	8.3%	7.8%	0.90
Male	65+	148	12.2%	9.1%	0.72
Male	Refused	6	0.5%	-	1.10
Refused	18 - 34	2	0.2%	-	3.50
Refused	35 - 44	5	0.4%	-	1.21
Refused	45 - 54	6	0.5%	-	0.98
Refused	55 - 64	6	0.5%	-	0.79
Refused	65+	5	0.4%	-	1.19
Refused	Refused	6	0.5%	-	0.06

* Respondents 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.

10 Appendices

10.4 Survey Methodology Summary

Research sponsor (including all financial sponsors)	Town of Okotoks
Research/data collection supplier	Advanis
Population represented	Town of Okotoks Residents
Sample size	n=1213
Mode of data collection	Telephone recruitment to an online survey Postcard mail-out to households with a phone number to send an SMS to receive a link to the online survey (English only)
Source of sample	- Advanis General Population Random Sample, - ASDE Listed & Unlisted RDD landline numbers - Postcards to all households in Okotoks via Canada Post
Type of sample	Telephone numbers and postcards to every household
Sample design	All sample contacted
Start and end dates of data collection	March 25 th , 2025, to April 25 th , 2025
Strategies used to gain cooperation	Request permission on the phone, reminders to those who agreed to do the survey Sent postcard to every household Town advertised that the survey would occur Draw for a \$150 gift certificate
Margin of sampling error for total sample	±2.8 percentage points at the 95% confidence level
Is data weighted?	Yes, based on resident age to the 2021 Federal Census. See section 10.3 above for details.
Contact for more information	Patrick Kyba pkyba@advanis.net Advanis (780) 229-1135
Survey text	See section 10.5 below

10 Appendices

10.5 Survey

What follows is a draft of the web survey.

Community Priorities Survey 2025

Town of Okotoks



Intro1



At the heart of every great community is the quality of life its residents enjoy. This is your chance to tell us how Town programs, services and amenities—like roads, parks, recreation and events—shape your daily experience in Okotoks.

As one of the Town's most important surveys, your participation is essential. The more voices we hear, the better we can align decisions with the needs of residents. Take a few moments to share your thoughts and help shape Okotoks' future!

All feedback will remain anonymous, and only group results will be shared with Town Council. Your answers will not be connected back to you.

Throughout the survey, look for the ***?*** icon to access more details about specific services or questions.

The survey is open until April 25, 2025. Once completed, you'll have the chance to enter a draw for a **\$150 gift certificate** to a local Okotoks business of your choice.

We want to hear from you! Press the right arrow to continue. If you get interrupted while doing the survey, you **can click on the same link** to pick up right where you left off.

Please Note: The information collected in this survey is governed by the **Freedom of Information and Protection of Privacy Act (FOIP)**. It will be used to assess community issues, identify opportunities, and gather feedback on services provided by the Town of Okotoks. Survey results will be compiled by **Advanis Inc.** and presented in a report to Council, which will be made publicly available. For more details on this survey, visit: shapeourtown.okotoks.ca/community-survey.

© 2025 Privacy Policy (<https://advanis.net/privacy-policy/english/>) CRIC Pledge (<https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf>)

? More information will appear like this.

D1

To begin, how old are you?

- ☐ 0 15 years old or younger
- ☐ 1 16 or 17 years old
- ☐ 2 18 to 24 years old
- ☐ 3 25 to 34 years old
- ☐ 4 35 to 44 years old
- ☐ 5 45 to 54 years old
- ☐ 6 55 to 64 years old
- ☐ 7 65 years old or older
- ☐ 8 Prefer not to say

D1a *Show if Age Refused (D1 = 8)*

In order to be eligible for this survey, please confirm that you are over the age of 15.

- ☐ 1 You are 18 years old or older
- ☐ 2 You are 16 or 17 years old
- ☐ 3 You are 15 years old or younger
- ☐ 4 Prefer not to say

T1 *Show if Younger than 16 ((D1 = 0) OR (D1a = 3,4))*

Unfortunately, you do not meet the eligibility requirements to complete this survey. Thank you for your time.

Status Code: 503

Q1

We'd like to hear about your experience living in Okotoks.

How would you rate the overall quality of life in Okotoks?

- ☐ 1 Very good
- ☐ 2 Good
- ☐ 3 Acceptable
- ☐ 4 Poor
- ☐ 5 Very poor

Q2

What is one thing the Town could focus on to improve your quality of life in Okotoks?

Please do not enter personal identifying information (e.g., name, email address, phone number, mailing address), in open-ended questions as anything you enter will be shared with the Town.

☐ .9 Don't know / No comment

Q19

What specific projects or initiatives should Council prioritize over the next four years to improve overall community well-being and quality of life?

☐ .9 Don't know / No comment

ServiceInt

We'd love your feedback to help us understand how Town services contribute to your quality of life and where improvements may be needed. Your input will help us evaluate both the impact and effectiveness of these services to guide future improvements. First, we would like to understand how well (or not) each service is at meeting your needs.

Please press the right arrow to continue.

Q5

To what extent does this service meet your needs?

1. **Road, Sidewalk and Traffic Infrastructure *?* ***
? Maintenance of streets and traffic infrastructure to support safe and efficient transportation and to protect infrastructure.
2. **Economic Development *?* ***
? Support for business attraction, retention and growth to stimulate the local economy.
3. **Royal Canadian Mounted Police (RCMP) *?* ***
? Investigate crime and work with Municipal Enforcement to provide traffic safety compliance.
4. **Municipal Enforcement *?* ***
? educate, address concerns and enforce local bylaws such as nuisance and unsightly premises and certain provincial statutes as traffic safety.
5. **Recreation Facilities, Operations and Programming *?* ***
? Pools, arenas, fitness facilities, gymnasium and programming for registered and drop-in use of indoor and outdoor recreation facilities.
6. **Transit Services *?* ***
? Provide local public transportation.
7. **Community Social Support and Social Development *?* ***
? Support individual and family well-being through community partnerships, providing education, referrals and resources.
8. **Engineering *?* ***
? Planning and management of municipal infrastructure projects, traffic management and engineering reviews of development as required.
9. **Fire and Rescue Service *?* ***
? Fire prevention, fire suppression, medical first response, and specialized rescues.
10. **Parks, Pathways and Cemetery *?* ***
? Development and maintenance of parks, open spaces, pathways, sports fields, and cemetery services.
11. **Water, Storm and Wastewater Services *?* ***
? Provide safe and reliable potable water supply, water distribution and wastewater treatment.
12. **Waste Services *?* ***
? Collection distribution and disposal of waste including garbage, organics, and recyclables.
13. **Arts and Culture, Programs, and Events *?* ***
? Delivery of cultural programming, services, and community events.
14. **Environmental Services *?* ***
? Environmental stewardship, public education, and incentive programs for conservation.
15. **Planning and Permitting Services *?* ***
? Design new communities, review and processing of permits, conducting inspections and development planning services.

*Levels marked with * are randomized*

- ☐ 1 Fully meets your needs
- ☐ 2 Mostly meets your needs
- ☐ 3 Partially meets your needs
- ☐ 4 Does not meet your needs
- ☐ 5 Don't know / Unsure

BOSint

In the next section, you will be asked to compare different services provided by the Town. You will see three services at a time and will be asked to choose:

1. The service that has the largest impact on your quality of life.
2. The service that has the least impact on your quality of life.

This will repeat a few times until all services have been considered. There are no right or wrong answers - your opinions will help the Town understand which services matter most to residents like you.

Please press the right arrow to continue.

BOS

Of the following three services provided by the Town, which **one** do you feel **has the largest impact** on your quality of life?

And which of these services do you feel **has the least impact** on your quality of life?

Services below shown in groups of three

1. **Road, Sidewalk and Traffic Infrastructure** *?* *
? Maintenance of streets and traffic infrastructure to support safe and efficient transportation and to protect infrastructure.
2. **Economic Development** *?* *
? Support for business attraction, retention and growth to stimulate the local economy.
3. **Royal Canadian Mounted Police (RCMP)** *?* *
? Investigate crime and work with Municipal Enforcement to provide traffic safety compliance.
4. **Municipal Enforcement** *?* *
? educate, address concerns and enforce local bylaws such as nuisance and unsightly premises and certain provincial statutes as traffic safety.
5. **Recreation Facilities, Operations and Programming** *?* *
? Pools, arenas, fitness facilities, gymnasium and programming for registered and drop-in use of indoor and outdoor recreation facilities.
6. **Transit Services** *?* *
? Provide local public transportation.
7. **Community Social Support and Social Development** *?* *
? Support individual and family well-being through community partnerships, providing education, referrals and resources.
8. **Engineering** *?* *
? Planning and management of municipal infrastructure projects, traffic management and engineering reviews of development as required.
9. **Fire and Rescue Service** *?* *
? Fire prevention, fire suppression, medical first response, and specialized rescues.
10. **Parks, Pathways and Cemetery** *?* *
? Development and maintenance of parks, open spaces, pathways, sports fields, and cemetery services.
11. **Water, Storm and Wastewater Services** *?* *
? Provide safe and reliable potable water supply, water distribution and wastewater treatment.
12. **Waste Services** *?* *
? Collection distribution and disposal of waste including garbage, organics, and recyclables.
13. **Arts and Culture, Programs, and Events** *?* *
? Delivery of cultural programming, services, and community events.
14. **Environmental Services** *?* *
? Environmental stewardship, public education, and incentive programs for conservation.
15. **Planning and Permitting Services** *?* *
? Design new communities, review and processing of permits, conducting inspections and development planning services.

Q3

Thinking about all the Town programs, services, and amenities, please rate the value you feel you receive.

- ☐ 1 Very good value
- ☐ 2 Good value
- ☐ 3 Acceptable value
- ☐ 4 Poor value
- ☐ 5 Very poor value
- ☐ 6 Don't know / Unsure

Q4 *Show if Had reason for value (Q3 = 1,2,3,4,5)*

What is the main reason you feel that you receive <<Q3.text>>?

☐ -9 Don't know / No comment

Q6

If a friend or family member was thinking of moving to Okotoks, what would you tell them about living here?

☐ -9 Don't know / No comment

Q7

When you used or accessed services from the Town of Okotoks in the past 12 months, have you interacted with Town employees?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't know / Unsure

Q8 Show if Had interactions with Town staff (Q7 = 1)

Considering the interactions you have had with the Town of Okotoks employees (not including Council), to what extent do you agree or disagree with the following statements?

1. Employees were respectful, courteous, and professional in their interactions with me. *
2. Employees responded to my inquiries and requests in a timely and efficient manner. *
3. Employees provided clear, accurate, and helpful information to assist with my requests. *

Levels marked with * are randomized

- ☐ 1 Strongly agree
- ☐ 2 Agree
- ☐ 3 Neither agree nor disagree
- ☐ 4 Disagree
- ☐ 5 Strongly disagree
- ☐ 6 Don't know / Unsure

Q9

Which of the following, if any, have you accessed or used in the past 12 months?

Select all that apply, then press the right arrow to continue

- ☐ 1 Town Website - Okotoks.ca
- ☐ 2 Town Engagement Platform - Shapeourtown.okotoks.ca **
** This engagement platform is a one-stop shop for all Town engagements and includes all the information you need to know to actively participate or learn more about engagement opportunities.
- ☐ 3 Virtual Town Hall - Vth.okotoks.ca **
** Using Virtual Town Hall and registering for an account provides you with access to the following information online:
 - My Town – sign in to view all of your Town accounts, including your utility bill and property tax accounts.
 - Dog Search – locate the owner of a lost animal by tag or tattoo.
 - Business Directory – search for a business
 - Existing Business License – renew an existing license
 - Property Search – find a property
 - Access tax certificates
- ☐ 4 Applications and form submissions - forms.okotoks.ca/ **
** The Town of Okotoks uses online forms for things, such as Tax Installment Payment Plan (TIPP), permits and businesses licenses, etc.
- ☐ 5 Active Okotoks - ActiveOkotoks.ca **
** The Active Okotoks website helps you explore and register for drop-in activities at Town recreation facilities. You can also find schedules for swimming, skating, fitness classes, and other recreational programs, making it easy to plan your next visit.
- ☐ 6 None of the above (Exclusive)

Q10 Show if Accessed online (Q9_1 = 1 OR Q9_2 = 1 OR Q9_3 = 1 OR Q9_4 = 1 OR Q9_5 = 1)

(if Used multiple services (Q9 > 1)) Considering your online interaction(s), how satisfied or dissatisfied are you with your experiences using [these services](#)?

(if Default) Considering your online interaction(s), how satisfied or dissatisfied are you with your experiences using [this service](#)?

1. Town Website - Okotoks.ca (Show if Q9 1 Town Website (Q9_1 = 1))

2. Town Engagement Platform - Shapeourtown.okotoks.ca ****** (Show if Q9 2 Town Engagement Platform (Q9_2 = 1))

****** This engagement platform is a one-stop shop for all Town engagements and includes all the information you need to know to actively participate or learn more about engagement opportunities.

3. Virtual Town Hall - Vth.okotoks.ca ****** (Show if Q9 3 Virtual Town Hall (Q9_3 = 1))

****** Using Virtual Town Hall and registering for an account provides you with access to the following information online:

- My Town – sign in to view all of your Town accounts, including your utility bill and property tax accounts.
- Dog Search – locate the owner of a lost animal by tag or tattoo.
- Business Directory – search for a business
- Existing Business License – renew an existing license
- Property Search – find a property
- Access tax certificates

4. Applications and form submissions - forms.okotoks.ca/ ****** (Show if Q9 4 Applications and form submissions (Q9_4 = 1))

****** The Town of Okotoks uses online forms for things, such as Tax Installment Payment Plan (TIPP), permits and businesses licenses, etc.

5. Active Okotoks - ActiveOkotoks.ca ****** (Show if Q9 5 Active Okotoks (Q9_5 = 1))

****** The Active Okotoks website helps you explore and register for drop-in activities at Town recreation facilities. You can also find schedules for swimming, skating, fitness classes, and other recreational programs, making it easy to plan your next visit.

- ☐ 1 Very satisfied
- ☐ 2 Satisfied
- ☐ 3 Neither satisfied nor dissatisfied
- ☐ 4 Dissatisfied
- ☐ 5 Very dissatisfied

Q12

The Town of Okotoks strives to ensure clear, concise, and timely communications are delivered to our residents. Please let us know more about your thoughts on the communications the Town provides.

How do you keep updated on Town news, programs and services?

Select all that apply, then press the right arrow to continue

- ☐ 1 Town of Okotoks social media (Facebook, Instagram, X formerly Twitter, LinkedIn, YouTube)
- ☐ 2 Town of Okotoks website, Okotoks.ca
- ☐ 3 Shape Our Town engagement platform
- ☐ 4 Okotoks Western Wheel (local newspaper)
- ☐ 5 Local radio stations (Eagle 100.9 or Sun Country)
- ☐ 6 Word of mouth
- ☐ 7 E-newsletters from the Town
- ☐ 8 Portable Road signs
- ☐ 9 LED Permanent Signs on 32nd Street and Southridge Drive
- ☐ 10 Other (specify): _____
- ☐ 11 I don't keep myself updated (Exclusive)

Q13 Show if More than one communication selected (Q12 > 1)

And which of these do you **prefer** to get your news from?

- ☐ 1 Town of Okotoks social media (Facebook, Instagram, X formerly Twitter, LinkedIn, YouTube)
(Show if Q12 1 Town of Okotoks (Q12_1 = 1))
- ☐ 2 Town of Okotoks website, Okotoks.ca (Show if Q12 2 Town of Okotoks (Q12_2 = 1))
- ☐ 3 Shape Our Town engagement platform (Show if Q12 3 Shape Our Town (Q12_3 = 1))
- ☐ 4 Okotoks Western Wheel (local newspaper) (Show if Q12 4 Okotoks Western (Q12_4 = 1))
- ☐ 5 Local radio stations (Eagle 100.9 or Sun Country) (Show if Q12 5 Local radio sta (Q12_5 = 1))
- ☐ 6 Word of mouth (Show if Q12 6 Word of mouth (Q12_6 = 1))
- ☐ 7 E-newsletters from the Town (Show if Q12 7 E newsletters f (Q12_7 = 1))
- ☐ 8 Portable Road signs (Show if Q12 8 Portable Road s (Q12_8 = 1))
- ☐ 9 LED Permanent Signs on 32nd Street and Southridge Drive (Show if Q12 9 LED Permanent S (Q12_9 = 1))
- ☐ 10 <<Q12.specify(10)>> (Show if Q12 10 Other specify (Q12_10 = 1))

Q14

How satisfied are you with **how frequently** the Town communicates with citizens?

- ☐ 1 Very satisfied
- ☐ 2 Satisfied
- ☐ 3 Neither satisfied nor dissatisfied
- ☐ 4 Dissatisfied
- ☐ 5 Very dissatisfied
- ☐ 6 Don't know / Unsure
- ☐ 7 Don't use

Q15 *Show if dissatisfied with Town communication (Q14 = 4,5)*

Should the Town communicate more or less often?

- ☐ 1 More
- ☐ 2 Less

Q16

How satisfied are you with the **overall quality** of communication from the Town?

- ☐ 1 Very satisfied
- ☐ 2 Satisfied
- ☐ 3 Neither satisfied nor dissatisfied
- ☐ 4 Dissatisfied
- ☐ 5 Very dissatisfied
- ☐ 6 Don't know / Unsure
- ☐ 7 Don't use

Q17

The Town is committed to increasing meaningful community engagement and creating more opportunities for you to provide input on Town programs, projects and initiatives. This includes gathering your feedback through online surveys, open houses, Town Halls and other engagement opportunities.

Please indicate your level of agreement with the following statements:

1. I have **opportunities to provide input** into decisions that the Town makes *
2. I am likely to **participate** in Town **in-person engagements** *
3. I am likely to **participate** in Town **online engagements** *
4. I am satisfied with the **number of engagement opportunities** the Town has offered *

*Levels marked with * are randomized*

- ☐ 1 Strongly agree
- ☐ 2 Agree
- ☐ 3 Neither agree nor disagree
- ☐ 4 Disagree
- ☐ 5 Strongly disagree
- ☐ 6 Don't know / Unsure

Q18

Okotoks Town Council wants to increase the frequency of engagement opportunities between themselves and residents.

How would you **most prefer** to interact with Council?

- ☐ 1 In-person, e.g. Council Connect opportunities at community events, Town Halls, etc.
- ☐ 2 Web, including social media
- ☐ 3 Telephone
- ☐ 4 Email
- ☐ 5 Mail
- ☐ 6 Virtual, including video conference
- ☐ 7 Other, please specify _____

Q20

Is there anything else you would like to share with the Town of Okotoks?

- ☐ 9 Don't know / No comment

D Txt

For the Town to better understand the different views and needs of citizens, this final set of questions will allow us to analyze the data by sub-groups. Please be assured that nothing will be recorded to link your answers with you or your household.

Please press the right arrow to continue.

D2

What is the **primary** language spoken in your household?

- ☐ 1 English
- ☐ 2 French
- ☐ 3 Tagalog
- ☐ 4 German
- ☐ 5 Other (please specify): _____
- ☐ 6 Prefer not to say

D3

What is your gender?

- ☐ 1 Male
- ☐ 2 Female
- ☐ 3 Another (please specify): _____
- ☐ 4 Prefer not to say

D4

How long have you lived in Okotoks?

- ☐ 1 5 years or less
- ☐ 2 6-10 years
- ☐ 3 11-20 years
- ☐ 4 21-40 years
- ☐ 5 41+ years
- ☐ 6 Prefer not to say

D5

Which area of Okotoks do you live in?

- ☐ 1 Air Ranch
- ☐ 2 Rancher's Rise
- ☐ 3 Central Heights
- ☐ 4 Cimarron|Cimarron
- ☐ 5 Cimarron|Cimarron Estates
- ☐ 6 Cimarron|Cimarron Grove
- ☐ 7 Cimarron|Cimarron Meadows
- ☐ 8 Cimarron|Cimarron Park
- ☐ 9 Cimarron|Cimarron Springs
- ☐ 10 Cimarron|Cimarron Vista
- ☐ 11 Cornerstone
- ☐ 12 Crystalridge
- ☐ 13 Crystal Green
- ☐ 14 Crystal Shores
- ☐ 15 D'Arcy
- ☐ 16 Downey Ridge
- ☐ 17 Drake Landing
- ☐ 18 Downtown
- ☐ 19 Downtown Business Park
- ☐ 20 Lineham
- ☐ 21 South Railway
- ☐ 22 Hunters Glen
- ☐ 23 Mountainview
- ☐ 24 Northgate Commercial Centre
- ☐ 25 Okotoks Country Residential
- ☐ 26 Rosemont
- ☐ 27 Sandstone
- ☐ 28 Sheep River|Sheep River
- ☐ 29 Sheep River|Sheep River Cove
- ☐ 30 Sheep River|Sheep River Heights
- ☐ 31 Sheep River|Sheep River Ridge
- ☐ 32 Suntree
- ☐ 33 Tower Hill
- ☐ 34 Wedderburn
- ☐ 35 Westmount|Westmount
- ☐ 36 Westmount|Westmount Estates
- ☐ 37 Westridge
- ☐ 38 Woodhaven
- ☐ 39 Other (please specify): _____
- ☐ 40 I don't currently reside in Okotoks
- ☐ 41 Don't know/unsure
- ☐ 43 Prefer not to say

D6

What is your current employment status?

- ☐ 1 Working for an employer full-time, that is 35 or more hours per week
- ☐ 2 Working for an employer part-time, that is, less than 35 hours per week
- ☐ 3 Full-time stay-at-home caregiver
- ☐ 4 Self-employed
- ☐ 5 Student
- ☐ 6 Not employed, but looking for work
- ☐ 7 Retired
- ☐ 8 Unable to work
- ☐ 9 Other _____
- ☐ 10 Prefer not to say

D7

Does anyone in your household regularly commute outside of Okotoks for work or school?

Select all that apply, then press the right arrow to continue

- ☐ 1 Yes, to Calgary
- ☐ 2 Yes, to Foothills
- ☐ 3 Yes, to somewhere else (specify): _____
- ☐ 4 No (Exclusive)
- ☐ 5 Prefer not to say (Exclusive)

D8

Does anyone in your household work from home more than two days per week?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Prefer not to say

D9

What is your household's total annual income?

- ☐ 1 Under \$50,000
- ☐ 2 \$50,000 to \$99,999
- ☐ 3 \$100,000 to \$149,999
- ☐ 4 \$150,000 to \$199,999
- ☐ 5 \$200,000 and above
- ☐ 6 Prefer not to say

D10

Including yourself, how many people currently live in your household?

Minimum: 1, Maximum: 50

☐ ₋₈ Prefer not to say

D11 Show if At least 2 people in household (D10 > 1)

Are there any children under the age of 18 in your household who are:

Select all that apply, then press the right arrow to continue

- ☐ ₁ 0 to 11 years
☐ ₂ 12 to 17 years
☐ ₃ No children under the age of 18 (Exclusive)
☐ ₄ Prefer not to say (Exclusive)

CitPanel Show if Source NOT GPRS (phone_source != 3,4)

Thank you for sharing your thoughts! Your feedback is essential in helping us keep your quality of life at the forefront as we plan for Okotoks' future. We truly appreciate your time and input - it helps us see what's working and where we can improve.

Would you like to join the Citizen Panel? Signing up to be part of the Citizen Panel means you will be notified when different engagement opportunities open up for community consultation. You will be joining a group of engaged citizens who want to be contacted for future engagement opportunities.

- ☐ ₁ Yes
☐ ₂ No

I0

As a thank you, you may enter a draw for a chance to win a \$150 gift certificate to a local Okotoks business of your choice.

Do you wish to be entered into this draw?

Your contact information will only be used for the purposes of the draw and will not be tied to your survey responses.

- ☐ ₁ Yes, I allow Advanis to provide the Town of Okotoks with my contact information should I be the winner of this draw
☐ ₂ No, remove me from the draw

I1 Show if Interested in CitizenPanel OR Draw ((CitPanel = 1) OR (IO = 1))

Please provide your contact details so that we may contact you should you be [winner of the draw or invited to future research](#).

Personal information is being collected under the authority of Section 33(c) of the Freedom of Information and Protection of Privacy Act and will be used for [the administration of the Community Priorities Survey Draw process and/or invitation to future research](#).

Email: _____

Phone number: _____

☐ -8 Not interested anymore

End



Thank you for taking part in this important survey. The Town of Okotoks sincerely appreciates your time and feedback.

You will be redirected to the Town of Okotoks website shortly.

Advanis is a privately owned Canadian market and social research firm known for its innovation, technology leadership, and client responsiveness. Advanis staff are located across Canada in Edmonton (Alberta), Waterloo (Ontario), and Montreal (Quebec). Advanis is a member of The Canadian Research and Insights Council (CRIC), the industry association for the market / survey / insights research industry, and follows the ICC/ESOMAR International Code of Market, Opinion, and Social Research and Data Analytics.

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