



Town of Black Diamond  
2015 Citizen Satisfaction Survey  
Final Report

February 8, 2016

## TABLE OF CONTENTS

<b>SUMMARY OF FINDINGS</b> .....	<b>3</b>
<b>1.0 STUDY BACKGROUND</b> .....	<b>7</b>
<b>2.0 METHODOLOGY</b> .....	<b>8</b>
2.1 PROJECT INITIATION AND QUESTIONNAIRE REVIEW .....	8
2.2 SURVEY POPULATION AND DATA COLLECTION .....	8
2.3 DATA ANALYSIS AND PROJECT DOCUMENTATION .....	9
<b>3.0 STUDY FINDINGS</b> .....	<b>10</b>
<b>3.1 HOW ARE WE DOING?</b> .....	<b>10</b>
3.1.1 Overall Importance and Satisfaction of Town Services .....	26
<b>3.2 RECREATION AND FACILITIES</b> .....	<b>30</b>
<b>3.3 TAX DOLLAR SPENDING</b> .....	<b>33</b>
<b>3.4 COMMUNICATIONS</b> .....	<b>34</b>
<b>3.5 FCSS SERVICES</b> .....	<b>42</b>
<b>3.6 TRANSPORTATION</b> .....	<b>47</b>
<b>3.7 THE FUTURE OF BLACK DIAMOND</b> .....	<b>49</b>
<b>APPENDIX A – SURVEY INSTRUMENT</b> .....	<b>50</b>
<b>APPENDIX B: COMMUNICATIONS</b> .....	<b>65</b>

## SUMMARY OF FINDINGS

In February 2015, Banister Research and Consulting Inc. (Banister Research) was retained by the Town of Black Diamond to conduct a satisfaction survey with Town of Black Diamond residents. The objective of the survey was to gather input from citizens regarding a variety of subjects, so as to develop and maintain Black Diamond as a flourishing community within southern Alberta. In consultation with the Town of Black Diamond, Banister Research reviewed and modified the survey instrument to incorporate the goals of the 2015 study. A total of 311 residents participated in the research project; results provide a margin of error no greater than  $\pm 5.2\%$  at the 95% confidence level, or 19 times out of 20. The key findings were as follows:

### How Are We Doing?

- The vast majority of respondents (96% each) rated the overall safety of their neighborhoods and the overall quality of life in Black Diamond as either “good” or “excellent.”
- When asked if they would recommend Black Diamond to others as a place to live, over nine in ten respondents (91%) said that they would recommend it.
- Over half of the respondents each reported that they were either “satisfied” or “very satisfied” with the overall direction that the Town is taking (58%), and the availability of Councilors and the Mayor to the public (55%).
- Nearly one-third of respondents (32%) reported that they had contacted a member of Council within the past two (2) years. Twenty-five percent (25%) of respondents reported having attended Council meetings in the past two (2) years.
- When asked to rate their level of agreement with three (3) statements regarding the management of the Town of Black Diamond, nearly three-quarters of respondents (71%) reported that they either “agreed” “or strongly agreed” with the statement “in general, I believe that the Town of Black Diamond is doing a good job”. Nearly two-thirds of respondents (64%) agreed that “[they] are pleased with the overall direction that the Town is taking”. Only 47% of respondents agreed that “[they] receive good value for the municipal taxes [that they] pay”.
- Nearly three-quarters of respondents (71%) reported having attended the Diamond Valley Parade, followed by 53% who attended Light-Up Black Diamond. Conversely, less than half of the respondents attended Marv’s Rock and Roll Classic (39%) and the Canada Day event (38%).
  - Eighty-four percent (84%) of respondents who attended the Diamond Valley Parade (n=220) felt that it was either “good” or “excellent,” followed by 79% of those who attended Marv’s Rock and Roll Classic (n=121). Similarly, 74% of those who attended the Light-up Black Diamond event (n=164) felt that it was either “good” or “excellent,” and 67% (n=119) enjoyed the Canada Day event, rating it as “good” or “excellent”.
- Services in Black Diamond that were rated highest in terms of satisfaction were garbage collection services (90%), fire services (86%), and water and sewer services (75%).
- Services that respondents most frequently considered important were water and sewer services (90%) and fire services (88%).

## Recreation and Facilities

- When residents were asked whether they felt that the recreation facilities in Black Diamond are meeting the current needs of the community; 78% felt that they were, while 17% believed they were not.
- Respondents were asked if the following were “very important”, “somewhat important”, or “not important” to them. The responses were as follows:
  - Pathways – 59% of respondents indicated these were very important;
  - Playgrounds/Greenspaces – 57% of respondents indicated these were very important;
  - Upgrading or expanding existing facilities – 34% of respondents indicated this was very important; and
  - The building of new facilities – 27% of respondents indicated this was very important.
- Activities that had the highest rates of participation (i.e., more than once a month) included using a pathway in town (39%), learning about something from the Community Entrance Signs (33%), and use of the Recycling Depot in Turner Valley (32%).

## Tax Dollar Spending

- When asked to consider which of four (4) priorities would be the most important to fund if Council were to increase taxes to improve services and/or infrastructure, respondents most often rated economic development, which includes supporting and promoting local business, branding and tourism, as the most important (35%).

## Communications

- Thirty-eight percent (38%) of respondents reported having visited the Town website ([www.town.blackdiamond.ab.ca](http://www.town.blackdiamond.ab.ca)) between one (1) and two (2) times, overall (comparable to 42% in 2012), while 19% have never visited the website.
- When asked if they participate in social media, 55% of the respondents reported that they do, while 43% did not.
  - Respondents who reported using social media (n=172) were asked which online spaces they use. The vast majority (97%) reported using Facebook, while 14% used Twitter; and
  - Nearly half of the respondents (44%) who use social media (n=172) indicated that they either “like” the Town of Black Diamond on Facebook, or “follow” the Town of Black Diamond on Social Media.
    - Those who “Like” or “Follow” the Town on Social Media (n=76) were asked if they were satisfied with the information being shared using that Social Media outlet. Over three-quarters of respondents (76%) were satisfied.
- Respondents were then asked if they regularly read the Okotoks Western Wheel now that it is free and easily available to read in print form. Over two-thirds of respondents (68%) read the Okotoks Western Wheel, while 31% do not.

- Respondents were asked how engaged they were with a variety of media sources in the Town of Black Diamond. One-fifth (20%) of respondents regularly read the “Council Connection” article in the Wheels West section of the Okotoks Western Wheel, followed by 7% who regularly subscribe to or read the Digital Gateway Gazette and 5% who regularly read the Okotoks Western Wheel online.

### FCSS Services

- Respondents were asked if they were familiar with Family and Community Support Services (FCSS) and the role it plays in the community. Roughly one-third of respondents were either familiar with some aspects of FCSS (37%) or have heard of it, but did not know what it does (31%).
- Most commonly, respondents were aware that FCSS has supported or sponsored the Boys and Girls Club (44%), the Sheep River Library (40%), and the Community Garden (36%).
- Most commonly, respondents had accessed, or knew someone who accessed the Sheep River Library (39%), the Community Garden (25%), and the Boys and Girls Club (24%).
- Most commonly, respondents were aware of the Subsidized Taxi Program for Seniors and those with special needs (30%), the Annual Seniors Tea/Luncheon held during Seniors Week at the Griffith Centre (26%), and the Volunteer Appreciation Event during Volunteer Appreciation Week (24%).
- Most commonly, respondents had accessed, or knew someone who accessed the Annual Seniors Tea/Luncheon held during Seniors Week at the Griffith Centre (16%) and the Babysitter Training Course (16%).
- When asked to what degree they felt that community and social services were accessible to various groups within the community, 25% felt that these services were very accessible to **senior citizens**. Eighteen percent (18%) of respondents felt that community and social services were very accessible to **families**. Sixteen percent (16%) of respondents felt that community and social services were very accessible to **adults**, while 15% believed that community and social services were very accessible to the **general community**, and 13% believed that community and social services were very accessible to **youth**.
- Respondents were asked how they felt about visiting High River and/or Okotoks to access services, educational opportunities, and supports. The majority of respondents stated that they accept that it is a part of living in a smaller community (70%) followed by 32% who stated that they would prefer to have access within the Town.
- Respondents were asked what other types of preventive social services they would like to see or think are important for creating a strong and well-connected community. Nearly two-thirds of respondents (64%) would like to see subsidized home support services to help seniors remain in their homes longer, followed by block parties and other relationship building activities (32%).

### Transportation

- Respondents were then asked how many people live in their household. Most commonly, respondents indicated that 2 people live in their household (53%).
- Respondents were asked how many people in their household commute out of town to work or school. Most commonly, respondents indicated that nobody in their household commute out of town to work or school (42%) followed by one-third of respondents (33%) who indicated that 1 person in their household commutes out of town to work or school.
- Those who have at least one member of their household who commutes out of town to work or school (n=168) were asked where they are commuting to. Nearly two-thirds of respondents (61%) indicated that someone in their household travels to Calgary, while 36% have someone in their household who travels to Okotoks, and 40% have someone in their household travels to another location.
- Respondents were asked if they would use a public transit option available to travel to Okotoks or Calgary if it was available to them. Just over half of the respondents (51%) indicated that they would use this option, if available.

### The Future of Black Diamond

- Respondents were asked to determine which three (3) of ten (10) issues facing Black Diamond were the most important, when considering the next five (5) years for the Town. Challenges and/or opportunities that were most often rated as most important included keeping within moderate tax increases (26%), maintaining the water quality and supply (22%), and keeping Black Diamond affordable and viable (16%).

## 1.0 STUDY BACKGROUND

Over the past few years, the Town of Black Diamond has continued to maintain a Strategic Plan which encompasses the Town's Corporate Vision, Mission, and Values. The Strategic Plan is a living document and is considered to be a work in progress; the Town Council consistently strives to provide its citizens with the best governance possible.

In February 2015, Banister Research and Consulting Inc. (Banister Research) was retained by the Town of Black Diamond to conduct a satisfaction survey of Town of Black Diamond residents. The objective of the survey was to gather input from citizens regarding a variety of subjects, so as to develop and maintain Black Diamond as a flourishing community within southern Alberta.

This report summarizes the results for the 2015 Town of Black Diamond Citizen Satisfaction Survey.

## 2.0 METHODOLOGY

The survey instrument was reviewed and modified by Banister Research, in close consultation with the Town of Black Diamond. A detailed description of each task of the project is outlined in the remainder of this section.

### 2.1 Project Initiation and Questionnaire Review

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team familiarized itself with the objectives of the client, ensuring a full understanding of the issues and concerns to be addressed in the project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

Banister Research assisted in the design of the questionnaire, based on the 2012 survey and overall objectives of the research, which the client subsequently review, modified and approved. The questionnaire was finalized in consultation with the client. A copy of the final questionnaire is provided in the Appendix.

### 2.2 Survey Population and Data Collection

Surveys were mailed out to all 905 households within the Town of Black Diamond, of which 311 were completed resulting in a response rate of 34% (compared to 28% in 2012). In addition to providing a hard-copy of the survey to each household, a web-based survey option was provided at no additional cost, programmed and hosted on Banister's confidential web server. This approach allowed for flexibility that would lead to an increase in the response rate. The link for the online survey was provided in the hard-copy package mailed out to all households. As an incentive to complete the survey, citizens who participated were provided the opportunity to enter their name in a draw for a \$150 credit towards their utility or tax bill.

Respondents were given approximately three weeks to complete the survey by mail or online. The web-based questionnaire was available for completion online from October 26<sup>th</sup> to November 20<sup>th</sup> 2015; respondents who chose to mail back the hard-copy form were asked to return their completed questionnaire by November 13<sup>th</sup>, 2015. A total of 311 citizens completed the survey. Based on a total population of 2,373 residents, results provide a margin of error no greater than  $\pm 5.2\%$  at the 95% confidence level, or 19 times out of 20.

### 2.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the Client. After the questionnaires were completed and verified, all survey data was compiled and into a computerized database for analysis.

A list of responses to each open-ended question were generated by Banister Research. The lead consultant reviewed the list of different responses to the open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the questionnaires were fully coded, computer programs were written to check the data for quality and consistency. All survey data was compiled into a computerized database for analysis. Utilizing SPSS analysis software, the survey data was reviewed to guarantee quality and consistency (e.g., proper range values and skip patterns).

The detailed data tables have been provided under a separate cover. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

### 3.0 STUDY FINDINGS

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. It is important to note that the data tables, under a separate cover, provide a detailed analysis of all closed-ended survey findings. The reader should also note, when reading the report that the term *significant* refers to “statistical significance.” Only those respondent subgroups which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been reported on. Respondent subgroups that are statistically similar have been omitted from the presentation of findings.

#### 3.1 How Are We Doing?

To begin, respondents were asked to rate various statements regarding the quality of life in Black Diamond. The vast majority of respondents (96% each) rated the overall safety of their neighborhoods and the overall quality of life in Black Diamond as either “good” or “excellent.” (Consistent with 2012 findings). Conversely, 79% of respondents rated Black Diamond as a “good” or “excellent” place to raise children (comparable to 77% in 2012). See Figure 1, below, and Table 1, on the following page.

Figure 1

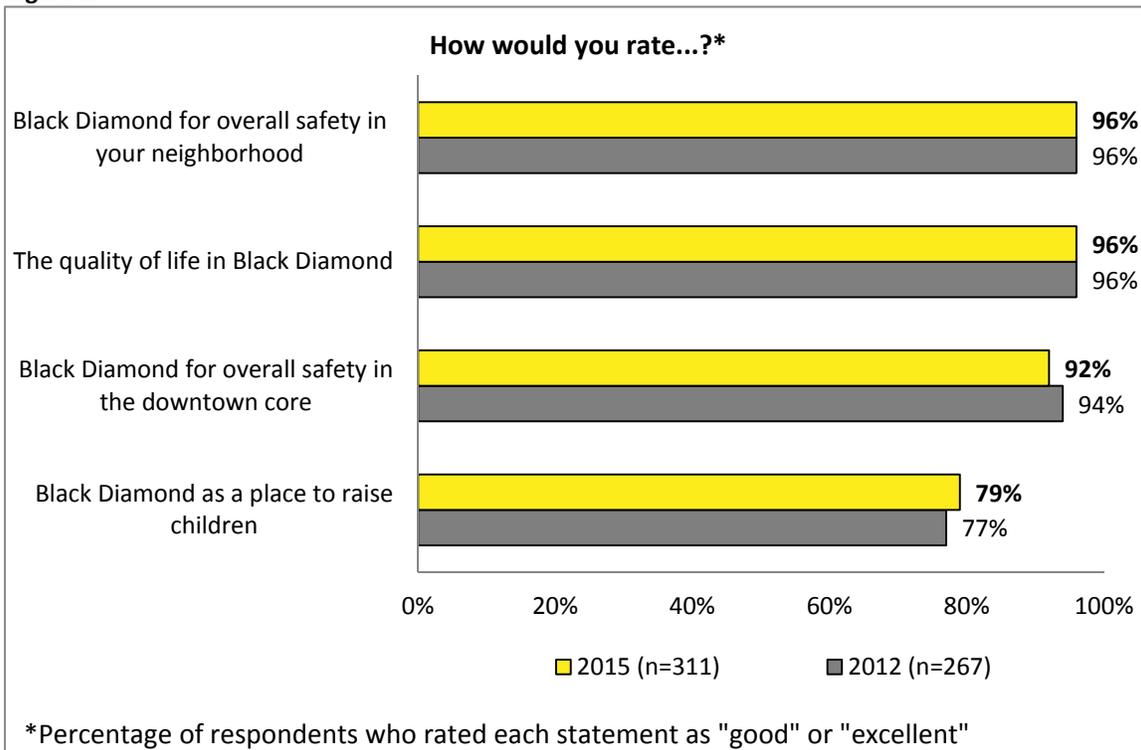
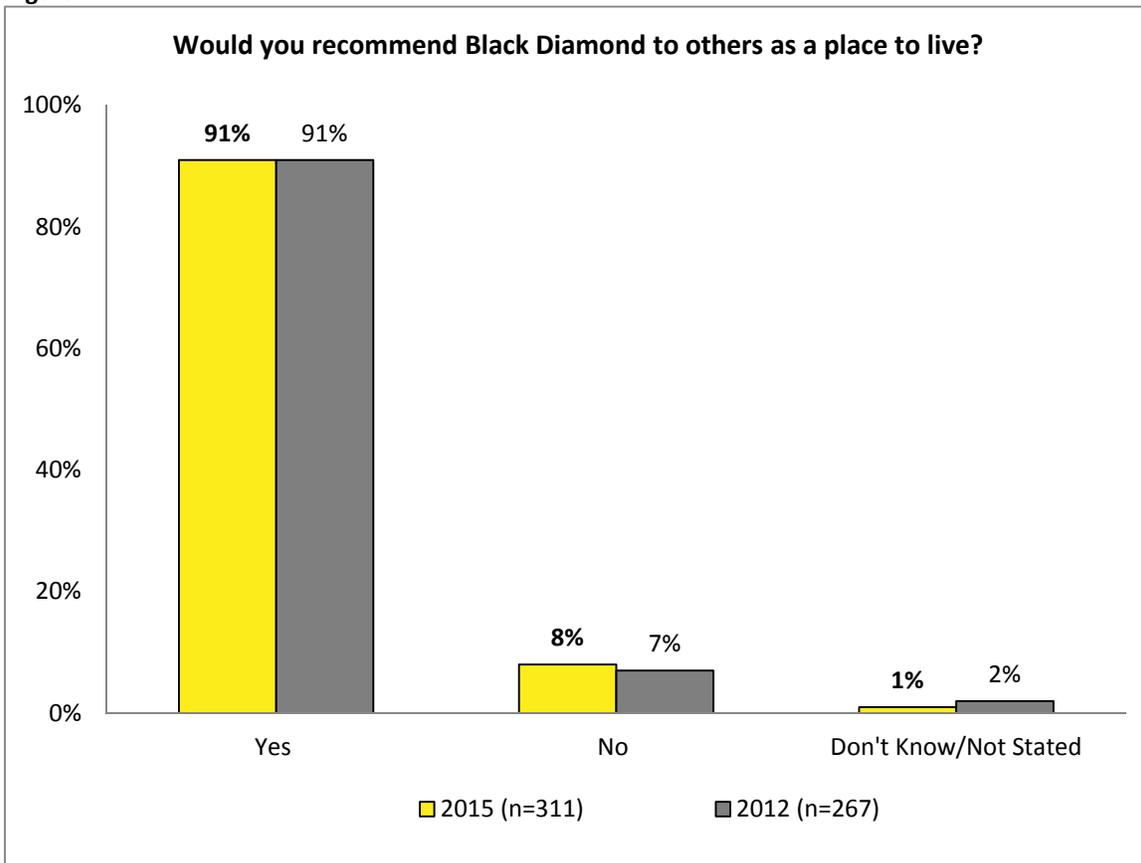


Table 1

	How would you rate...?				
	Percent of Respondents (n=311)				
	Excellent	Good	Poor	Very Poor	Don't Know/ Refuse
Black Diamond for overall safety in your neighborhood	37	59	2	<1	2
The quality of life in Black Diamond	35	61	3	-	1
Black Diamond for overall safety in the downtown core	30	62	5	<1	3
Black Diamond as a place to raise children	29	50	3	<1	18

When asked if they would recommend Black Diamond to others as a place to live, more than nine in ten respondents (91%, consistent with 2012) said that they would recommend it. Eight percent (8%) would not recommend Black Diamond as a place of residence, while 1% were unable to say. See Figure 2, below.

Figure 2



Respondents were provided with the following information:

*“Council is comprised of one (1) Mayor and six (6) Councilors who meet to review issues, consider policies and bylaws, and oversee the general direction of the Town. The regular Council meetings occur the 1<sup>st</sup> and 3<sup>rd</sup> Wednesday of every month.”*

Respondents were then asked to rate their level of satisfaction with various aspects of Council. More than half of the respondents each reported that they were either “satisfied” or “very satisfied” with the overall direction that the Town is taking (58%), and the availability of Councilors and the Mayor to the public (55%), comparable to 59% and 54% in 2012, respectively. Only 33% of respondents were either “satisfied” or “very satisfied” with the conduct of Council meetings (comparable to 30% in 2012). It is important to note that for all (5) aspects considered, between 18% and 60% either could not indicate their level of satisfaction, or had no opinion on the matter. See Figure 3, below, and Table 2, on the following page.

Figure 3

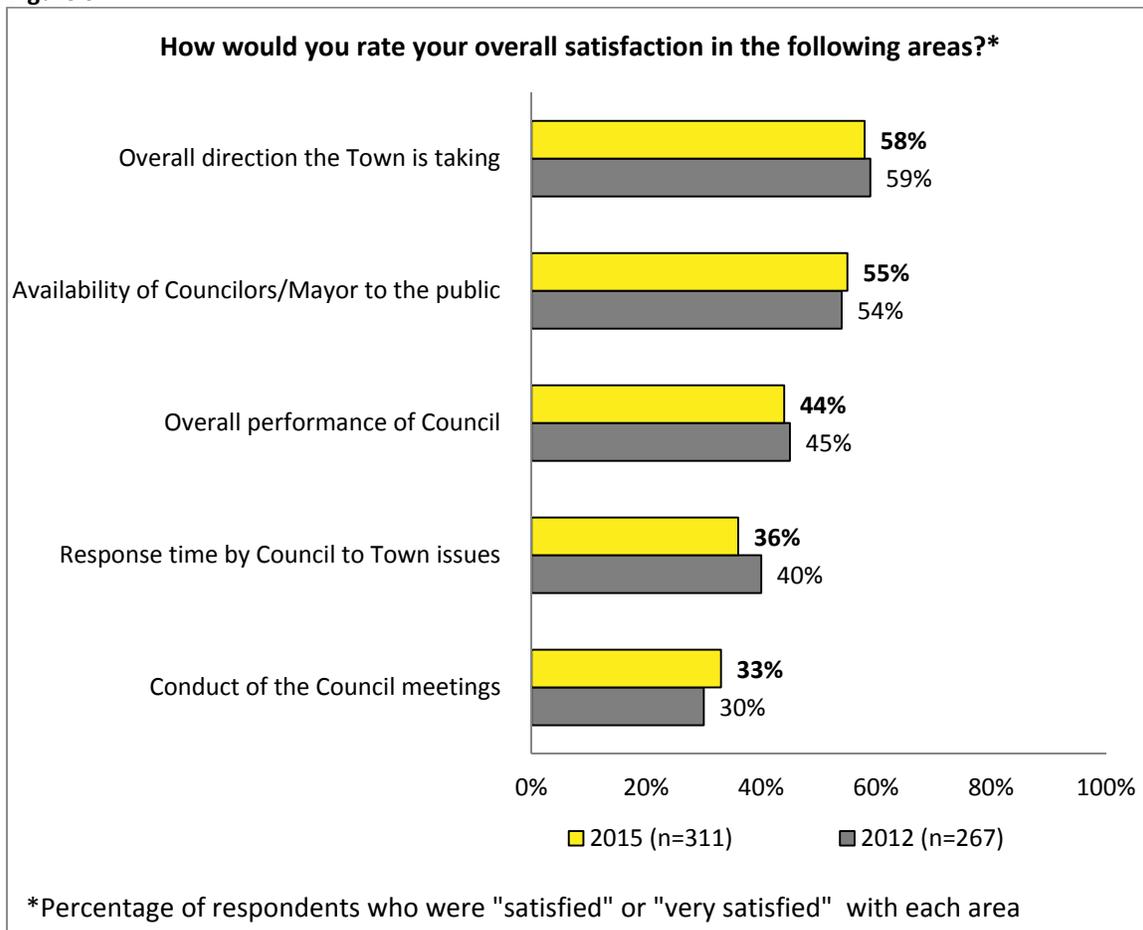
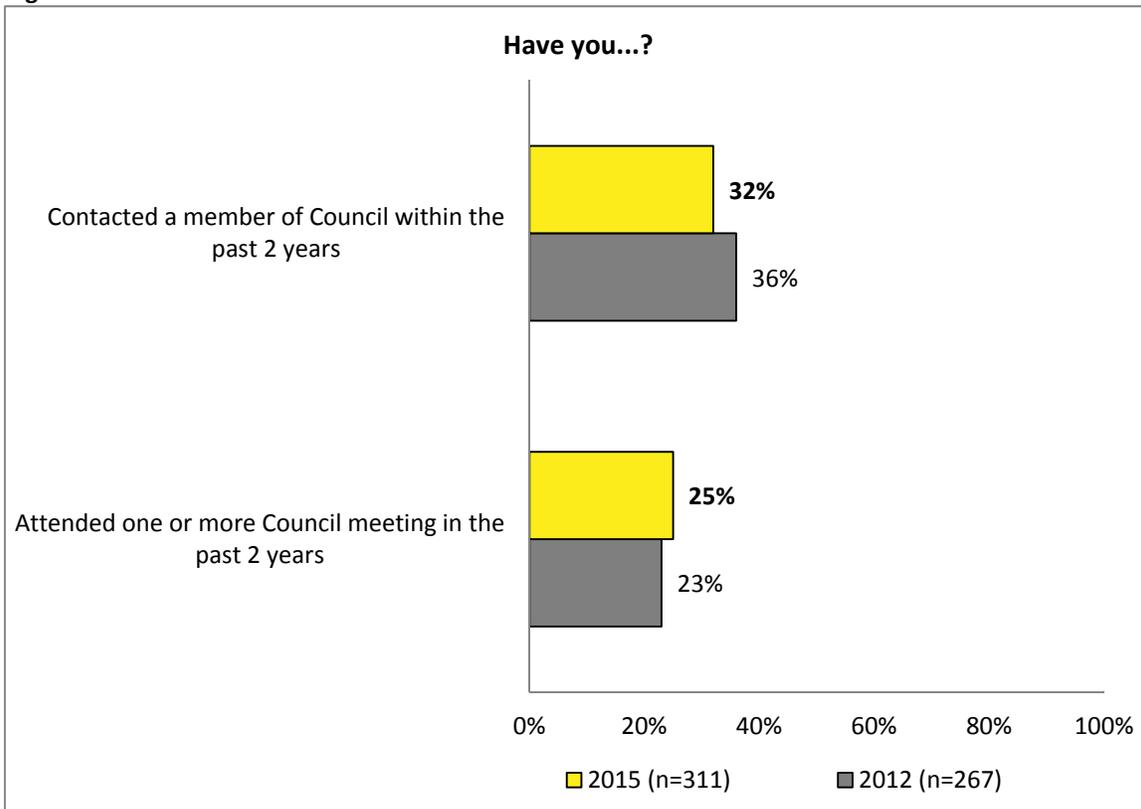


Table 2

How would you rate your overall satisfaction in the following areas?					
	Percent of Respondents (n=311)				
	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/ Refuse
Availability of Councilors/Mayor to the public	12	43	6	2	37
Overall direction the Town is taking	7	51	16	7	18
Response time by Council to Town issues	6	29	13	6	45
Conduct of the Council meetings	6	27	4	4	60
Overall performance of Council	5	39	12	5	39

When asked if they had contacted a member of Council within the past two (2) years, nearly one-third of respondents (32%) reported that they had (comparable to 2012). Twenty-five percent (25%) of respondents reported having attended Council meetings in the past two (2) years (comparable to 2012). See Figure 4, below.

Figure 4



Those who indicated they have not attended one or more Council meetings in the past two years (n=229) were asked why. Most commonly, respondents indicated that they did not wish to attend (44%). See Table 3, below.

**Table 3**

<b>Why have you not attended one or more Council meeting in the past two years?</b>	
<b>Base: Respondents who have not attended one or more Council meetings in the past 2 years</b>	<b>Percent of Respondents* (n=229)</b>
I do not wish to attend	44
My work hours conflict with the times of the Council meetings	22
Recently moved to Black Diamond	6
No need/has no issue with Council (in general)	6
Has other commitments/is too busy (in general)	5
I cannot make the proper childcare arrangements	4
Unaware of meeting times/schedule	4
Illness/poor health/medical condition	2
Never thought about it/considered attending meetings (in general)	1
Old age/is a senior	1
Was not aware that meetings were open to the public	1
Physical disability/limitations	1
Other (single mentions)	4
Don't Know/Not Stated	6

\*Multiple responses

When asked to rate their level of agreement with three (3) statements regarding the management of the Town of Black Diamond, nearly three-quarters of respondents (71%) reported that they either “agreed” “or strongly agreed” with the statement “in general, I believe that the Town of Black Diamond is doing a good job” (comparable to 75% in 2012). Nearly two-thirds (64%) agreed that “[they] are pleased with the overall direction that the Town is taking,” (comparable to 66% in 2012). Only 47% agreed that “[they] receive good value for the municipal taxes [that they] pay” (comparable to 45% in 2012). See Figure 5 and Table 4, below.

Figure 5

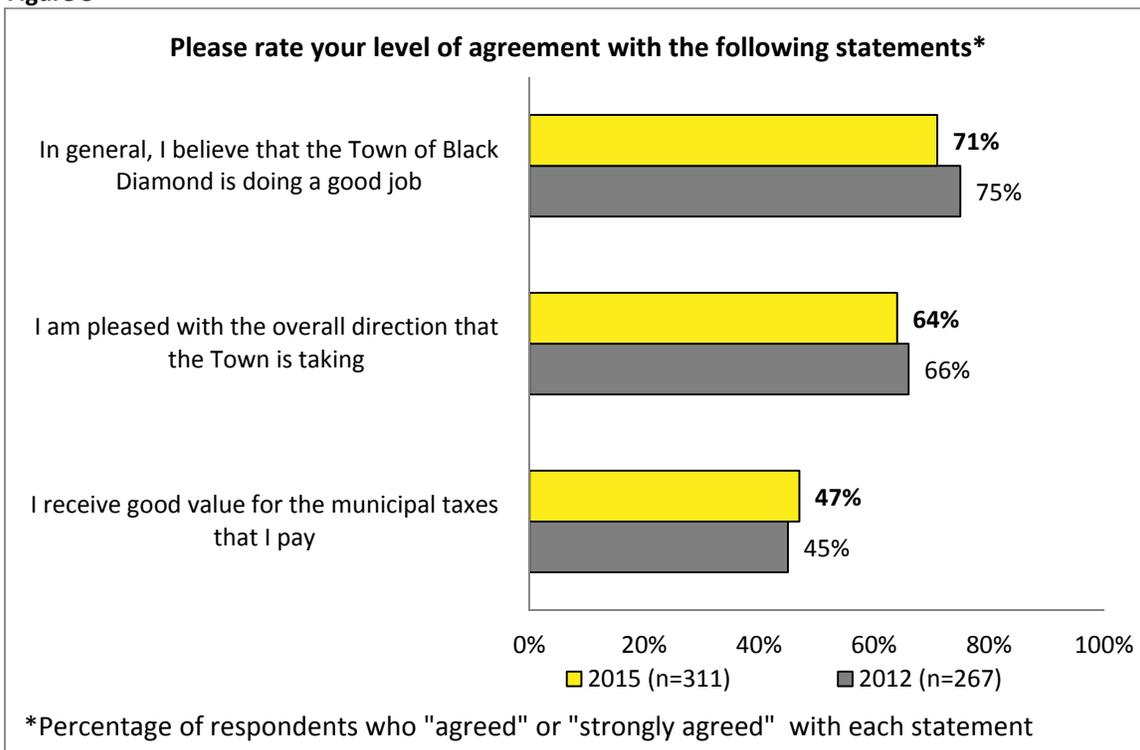
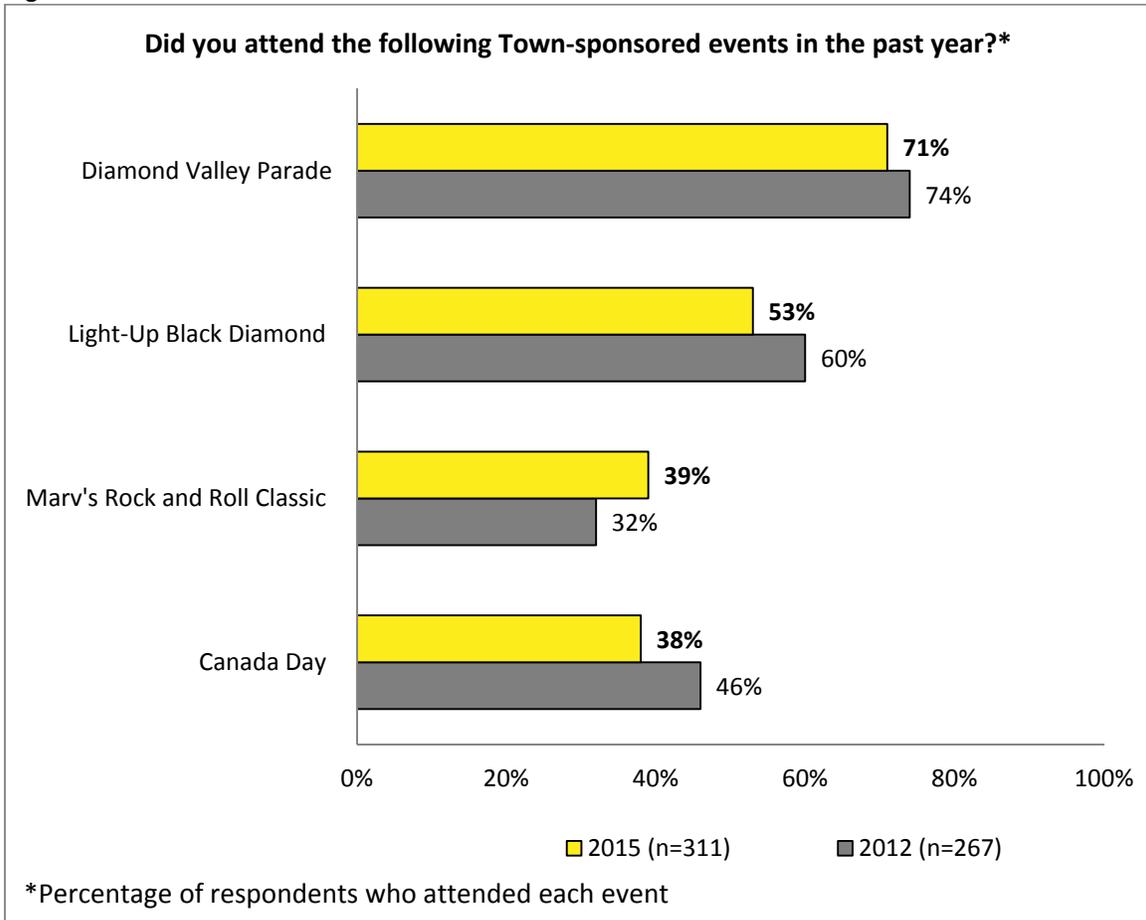


Table 4

Please rate your level of agreement with the following statements					
	Percent of Respondents (n=311)				
	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know/ Refuse
In general, I believe that the Town of Black Diamond is doing a good job	7	64	17	5	7
I am pleased with the overall direction that the Town is taking	6	58	18	6	12
I receive good value for the municipal taxes that I pay	4	42	30	18	6

Respondents were provided with a list of four (4) events that took place within Black Diamond in the past year. Nearly three-quarters of respondents (71%) reported having attended the Diamond Valley Parade (comparable to 74% in 2012), followed by 53% who attended Light-Up Black Diamond (comparable to 60% in 2012). Conversely, less than half of the respondents attended Marv’s Rock and Roll Classic (39%) and the Canada Day event (38%), comparable to 2012 (32% and 46%, respectively). See Figure 6, below.

Figure 6



Respondents who reported having attended each event were asked to rate those events that they attended. Eighty-four percent (84%) of respondents who attended the Diamond Valley Parade (n=220) felt that it was either “good” or “excellent,” (consistent with 84% in 2012) followed by 79% of those who attended Marv’s Rock and Roll Classic (n=121; comparable to 71% in 2012). Similarly, 74% of those who attended the Light-up Black Diamond event (n=164) felt that it was either “good” or “excellent,” (comparable to 76% in 2012) and 67% (n=119) enjoyed the Canada Day event, rating it as “good” or “excellent” (comparable to 75% in 2012). See Figure 7 and Table 5, below.

Figure 7

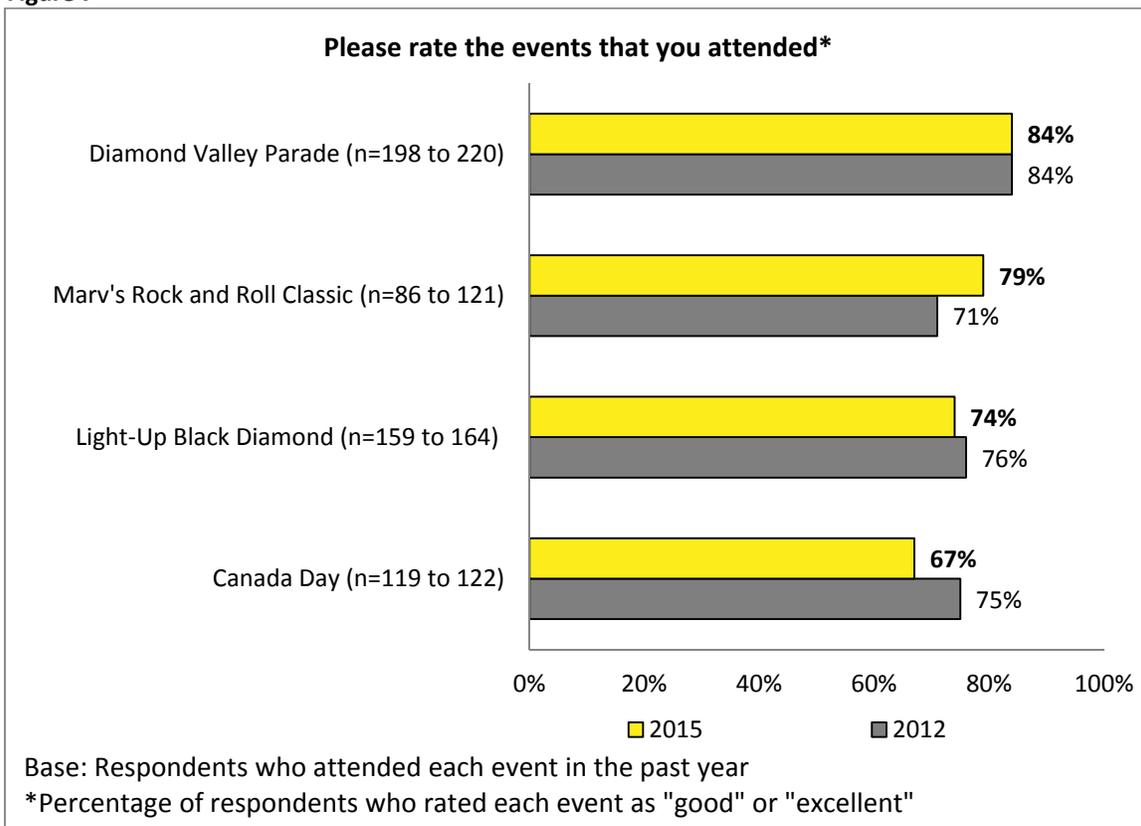


Table 5

Please rate the events that you attended					
Base: Respondents that attended this event in the past year	Percent of Respondents				
	Excellent	Good	Average	Poor	Don't Know/ Refuse
Diamond Valley Parade (n=220)	41	43	13	1	3
Canada Day (n=119)	29	38	26	4	3
Light-Up Black Diamond (n=164)	25	49	21	2	2
Marv's Rock and Roll Classic (n=121)	41	38	15	3	4

Respondents were provided with a list of various services provided by the Town of Black Diamond, from which they were asked to specify the services they were satisfied with, and the services they were not. The services that received the highest satisfaction ratings included:

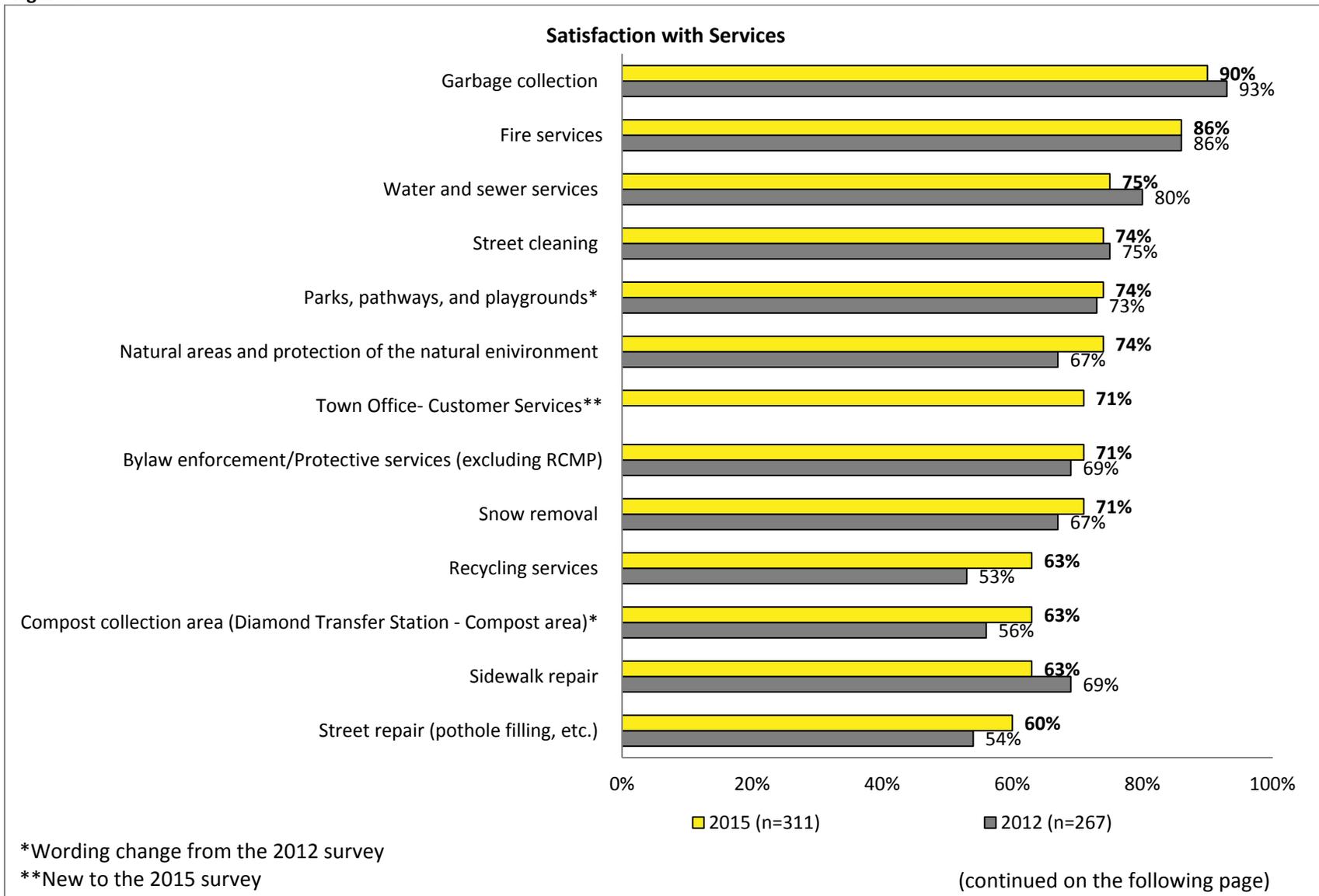
- Garbage collection services (90%, comparable to 93% in 2012);
- Fire services (86%, consistent with 86% in 2012); and
- Water and sewer services (75%, comparable to 80% in 2012).

Conversely, services that respondents most often reported being dissatisfied with included the following:

- Economic development (42%, consistent with 41% in 2012);
- Family and community services (41%, comparable to 45% in 2012);
- Planning and development/Land use planning (41%, comparable to 38% in 2012);
- Town Office – Agendas/Meetings (35%); and
- Business licensing (28%, comparable to 35% in 2012).

See Figure 8, and Table 6, on the following pages.

Figure 8



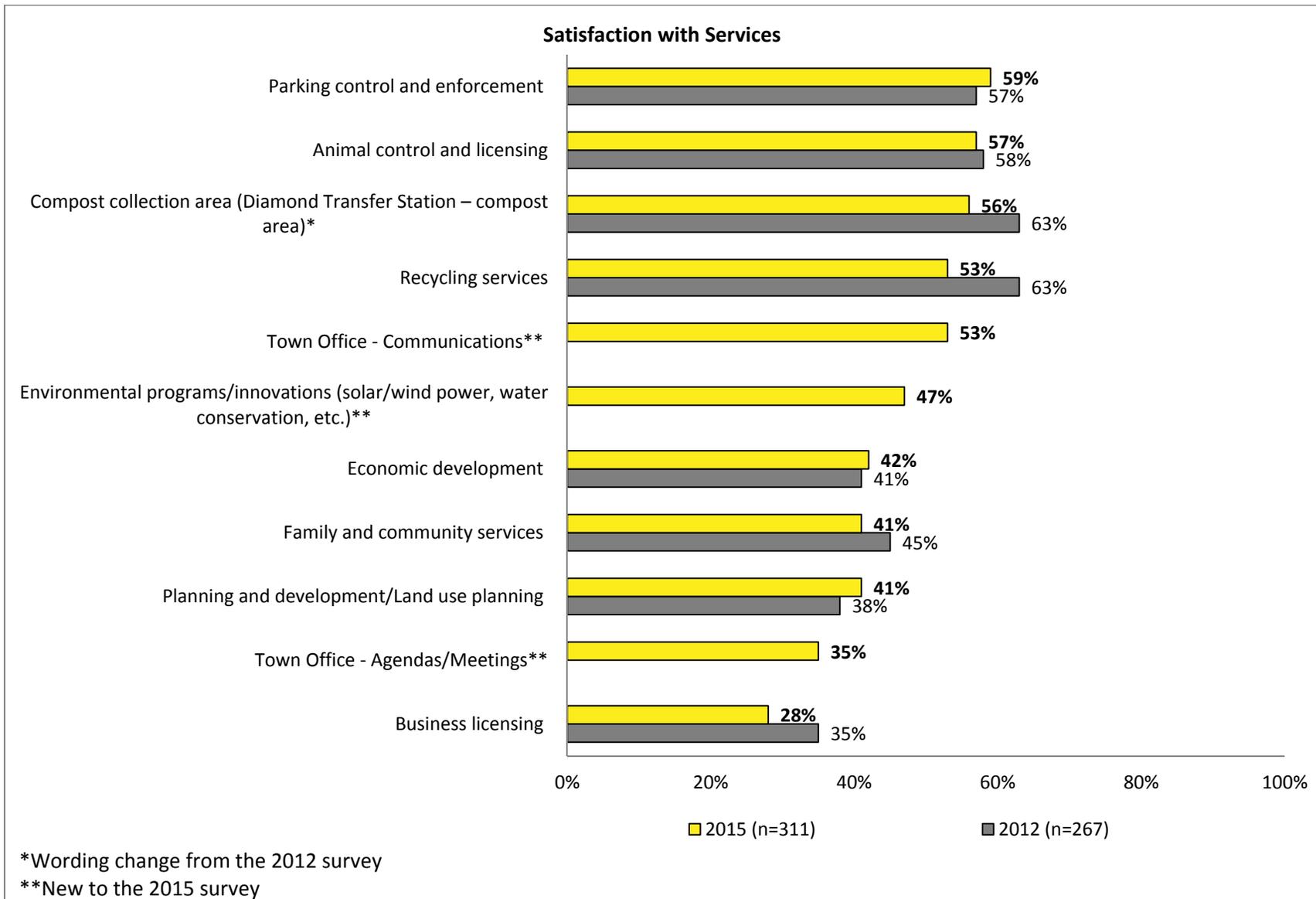


Table 6

Please indicate your overall satisfaction with the following services			
	Percent of Respondents (n=311)		
	Satisfied	Not Satisfied	Don't Know/ Refuse
Garbage collection	90	6	4
Fire services	86	1	13
Water and sewer services	75	18	7
Street cleaning	74	18	7
Parks, pathways, and playgrounds	74	16	10
Natural areas and protection of the natural environment	74	10	17
Bylaw enforcement/Protective services (excluding RCMP)	71	18	10
Snow removal	71	21	8
Town Office – Customer Services	71	8	21
Sidewalk repair	63	17	20
Street repair (pothole filling, etc.)	60	33	8
Parking control and enforcement	59	13	28
Animal control and licensing	57	18	25
Compost collection area (Diamond Transfer Station – compost area)	56	11	33
Recycling services	53	33	13
Town Office – Communications	53	16	31
Environmental programs/innovations (solar/wind power, water conservation, etc.)	47	13	40
Economic development	42	28	30
Family and community services	41	5	54
Planning and development/Land use planning	41	29	31
Town Office – Agendas/Meetings	35	9	56
Business licensing	28	6	65

Next, respondents were asked to rate which services they considered to be either important or not important. Services that respondents most frequently considered important included:

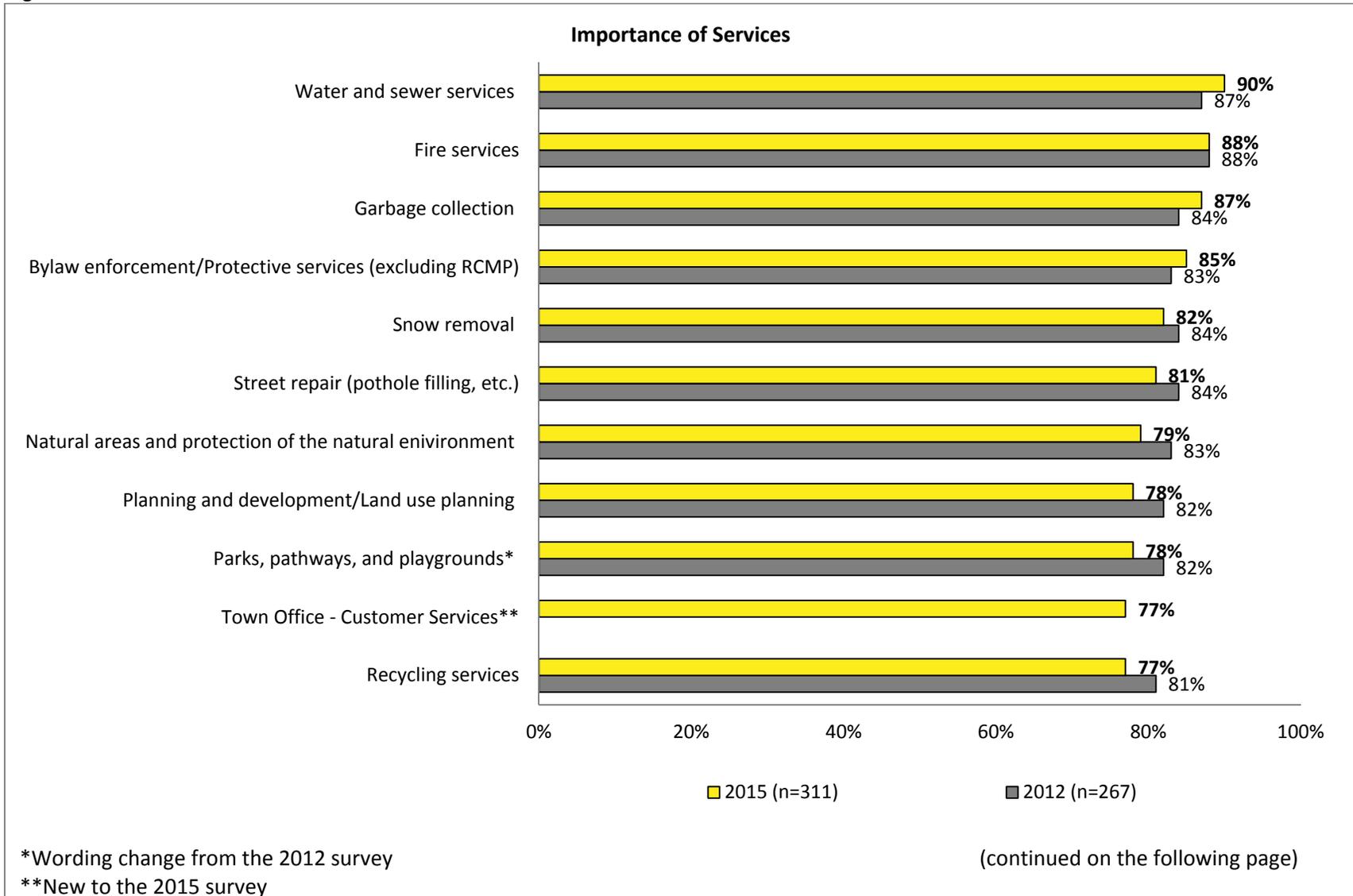
- Water and sewer services (90%; comparable to 87% in 2012);
- Fire services (88%; consistent with 88% in 2012);
- Garbage collection (87%; comparable to 84% in 2012); and
- Bylaw enforcement/Protective services (excluding RCMP) (85%, comparable to 83% in 2012).

Services that respondents most frequently considered to *not* be important included:

- Parking control and enforcement (52%); and
- Business licensing (51%).

See Figure 9, and Table 7, on the following pages.

Figure 9



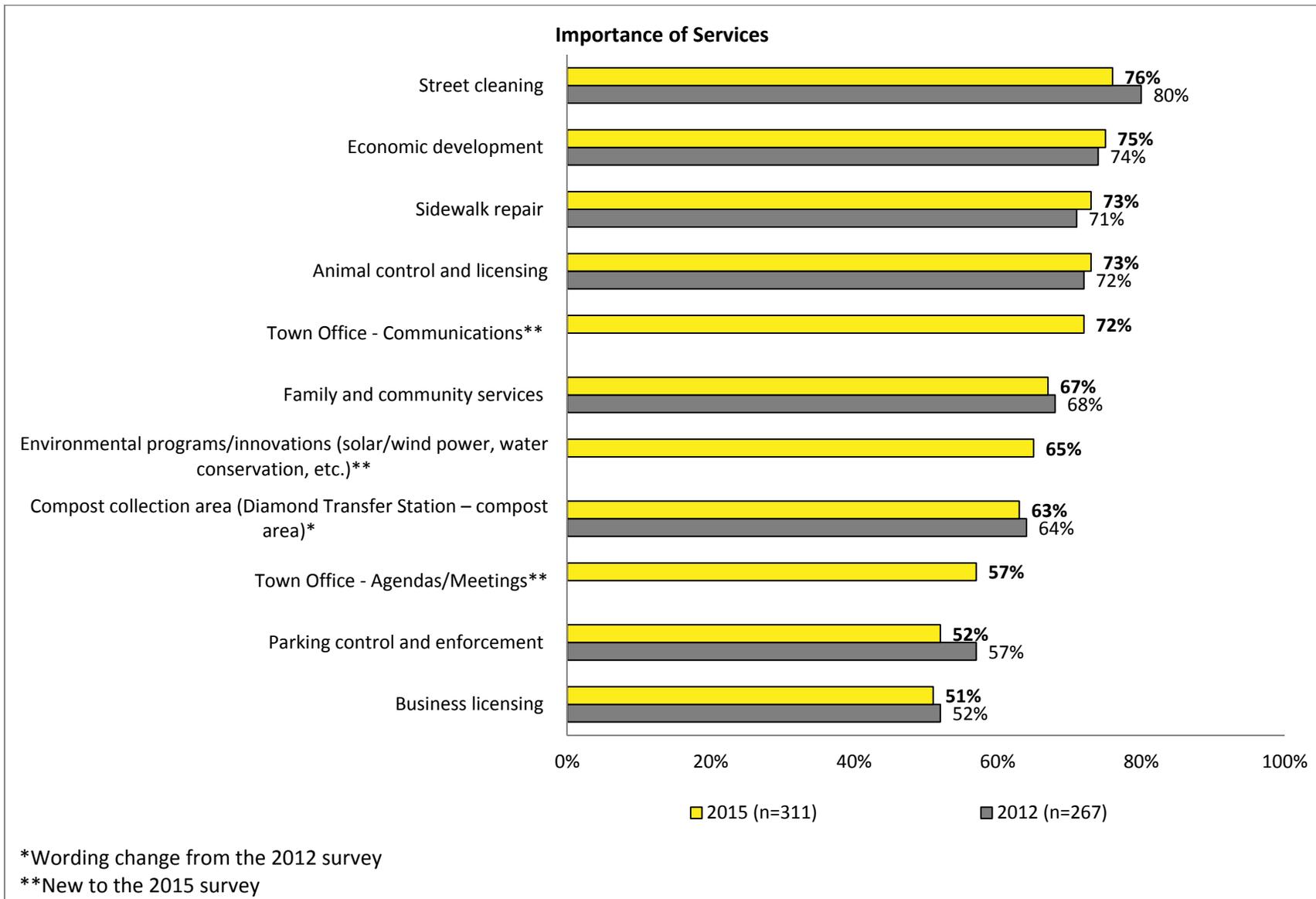


Table 7

Please indicate how important the following services are to you			
	Percent of Respondents (n=311)		
	Important	Not Important	Don't Know/ Refuse
Water and sewer services	90	1	10
Fire services	88	<1	12
Garbage collection	87	4	10
Bylaw enforcement/Protective services (excluding RCMP)	85	8	7
Snow removal	82	8	10
Street repair (pothole filling, etc.)	81	7	11
Natural areas and protection of the natural environment	79	8	13
Parks, pathways, and playgrounds	78	11	12
Planning and development/Land use planning	78	6	16
Recycling services	77	12	11
Town Office – Customer Services	77	8	15
Street cleaning	76	12	12
Economic development	75	7	18
Sidewalk repair	73	14	14
Animal control and licensing	73	13	14
Town Office – Communications	72	12	16
Family and community services	67	13	20
Environmental programs/innovations (solar/wind power, water conservation, etc.)	65	20	15
Compost collection area (Diamond Transfer Station – compost area)	63	19	18
Town Office – Agendas/Meetings	57	20	23
Parking control and enforcement	52	33	16
Business licensing	51	23	26

### 3.1.1 Overall Importance and Satisfaction of Town Services

In conducting satisfaction and importance assessments, services with the lowest levels of satisfaction ratings or lowest importance ratings may not necessarily be the areas where improvement is most desired or needed. By mapping the following areas, it identifies priority areas in terms of the areas of improvement for the Town of Black Diamond:

- Higher importance and lower satisfaction, or **areas primarily perceived as needing improvements**;
- Higher importance and higher satisfaction, or **strengths**;
- Lower importance and higher satisfaction; and
- Lower importance and lower satisfaction.

All respondents were questioned as to the level of importance they placed on each of the twenty-two (22) services identified by the Town of Black Diamond (either identifying the service as “important” or “not important”); additionally, they rated each service in terms of their level of satisfaction (by indicated if they were “satisfied” or “not satisfied”). Respondents’ importance and satisfaction ratings were plotted on grids whereby the axes intercepted at the **average importance** rating (mean=74%) and the **average satisfaction** rating (mean=60%) across all twenty-two (22) services measured. Figure 10, on page 28, maps the average importance and satisfaction ratings for each of the twenty-two (22) services.

Elements in the upper left quadrant are of **higher than average importance, but lower than average satisfaction**, or where ratings of overall importance are considerably greater than overall satisfaction ratings. These elements are viewed as the **primary areas of improvement** and include:

- (8) Planning development/land use planning;
- (9) Economic development; and
- (16) Recycling services.

Improvements to these areas would do most to increase residents’ satisfaction with the services provided by the Town. It is important to note that street repair had a higher than average importance rating, yet was equal to the overall mean in terms of satisfaction. Therefore, the Town should focus on this service to ensure it becomes an area of success.

Services which fall into the lower left quadrant are considered **of lower than average importance and lower than average satisfaction**. These services include:

- (2) Business licensing;
- (3) Animal control and licensing;
- (4) Parking control and enforcement;
- (17) Compost collection area (Diamond Transfer Station – compost area);
- (18) Family and community services;
- (19) Town Office – Agendas/Meetings;
- (20) Town Office – Communications; and
- (22) Environmental programs/innovations (solar/wind power, water conservation, etc.).

While at this time, satisfaction with these services is lower, they are also not considered as important as other services investigated and, consequently, should be considered secondary areas of improvement.

Services which fall into the lower right quadrant are currently viewed as **lower than average importance** and as **higher than average satisfaction**. In other words, while respondents are generally satisfied with these services, the importance placed on these services is lower in comparison to other services evaluated. One service, (15) sidewalk repair, occupied this quadrant.

When assessing the services, the areas in the upper right quadrant were calculated as **key strengths or successes**. In other words, these services garnered ratings of **higher than average importance and higher than average satisfaction**:

- (1) Bylaw enforcement/Protective services (excluding RCMP);
- (5) Fire services;
- (6) Parks, pathways and playgrounds;
- (7) Natural areas and protection of the natural environment;
- (10) Water and sewer services;
- (11) Garbage collection;
- (12) Street cleaning;
- (13) Snow removal; and
- (21) Town Office – Customer Services.

Maintaining a high level of satisfaction with these services is important, as these areas are viewed as highly important or critical to residents.

Figure 10

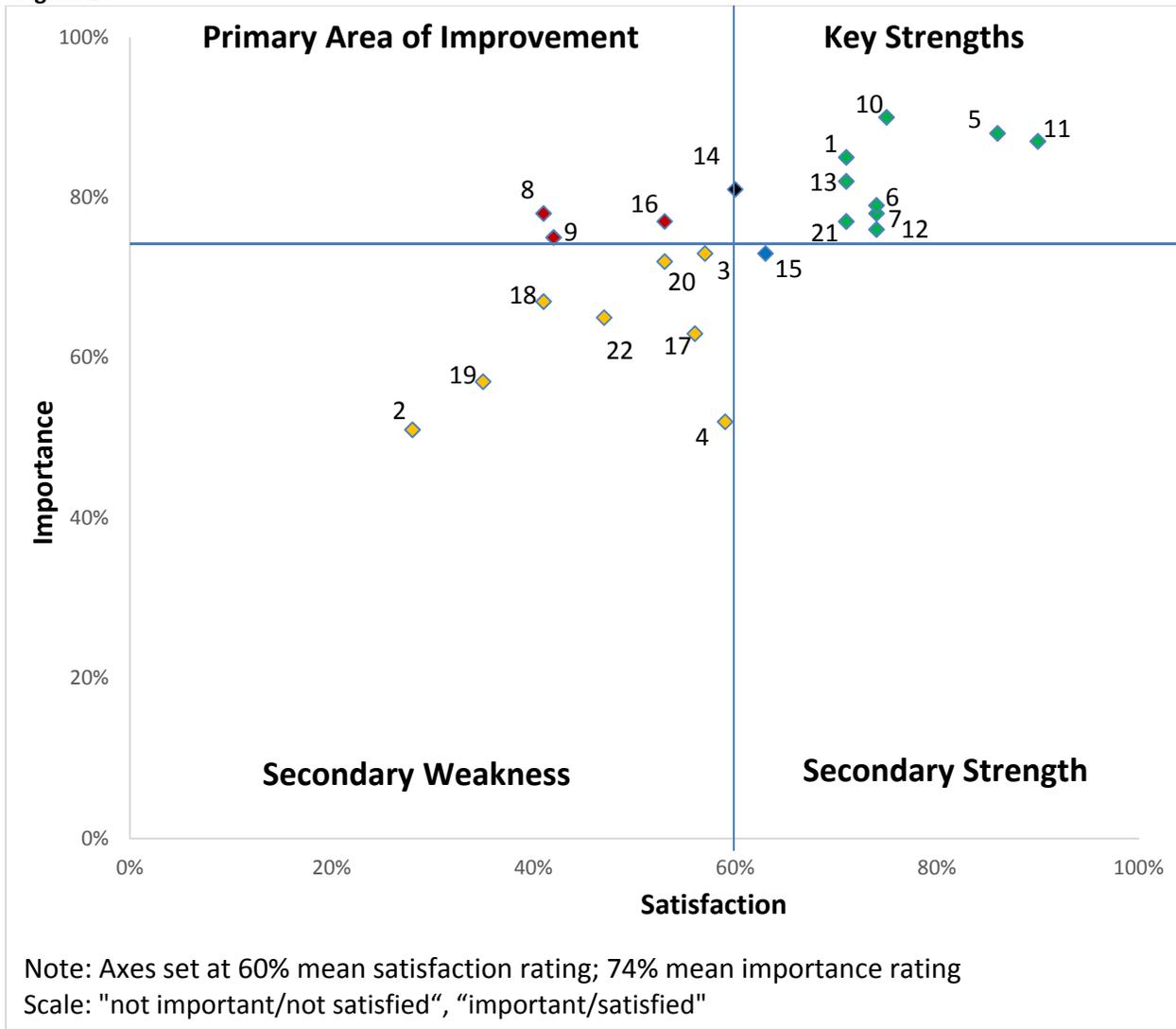


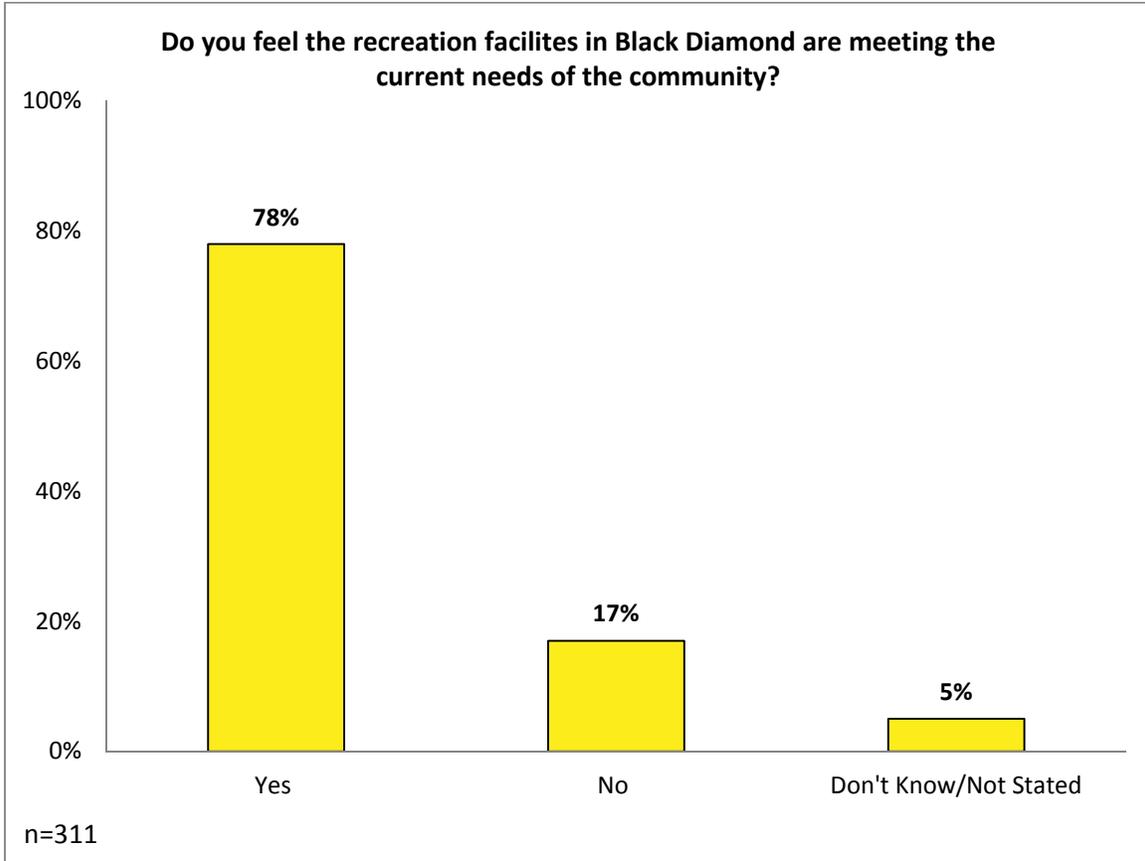
Table 8

Mean Satisfaction and Importance Ratings		
	Percent of Respondents (n=311)	
	Satisfaction	Importance
1. Bylaw enforcement/Protective services (excluding RCMP)	71	85
2. Business licensing	28	51
3. Animal control and licensing	57	73
4. Parking control and enforcement	59	52
5. Fire services	86	88
6. Parks, pathways and playgrounds	74	78
7. Natural areas and protection of the natural environment	74	79
8. Planning development/land use planning	41	78
9. Economic development	42	75
10. Water and sewer services	75	90
11. Garbage collection	90	87
12. Street cleaning	74	76
13. Snow removal	71	82
14. Street repair	60	81
15. Sidewalk repair	63	73
16. Recycling services	53	77
17. Compost collection area (Diamond Transfer Station – compost area)	56	63
18. Family and community services	41	67
19. Town Office – Agendas/Meetings	35	57
20. Town Office – Communications	53	72
21. Town Office – Customer Services	71	77
22. Environmental programs/innovations (solar/wind power, water conservation, etc.)	47	65
<b>Mean</b>	<b>60</b>	<b>74</b>

### 3.2 Recreation and Facilities

Respondents were next asked a series of questions regarding recreation and facilities within the Town of Black Diamond. To begin, respondents were asked whether they felt that the recreation facilities in Black Diamond are meeting the current needs of the community; 78% felt that they were, while 17% believed they were not. See Figure 11, below.

Figure 11

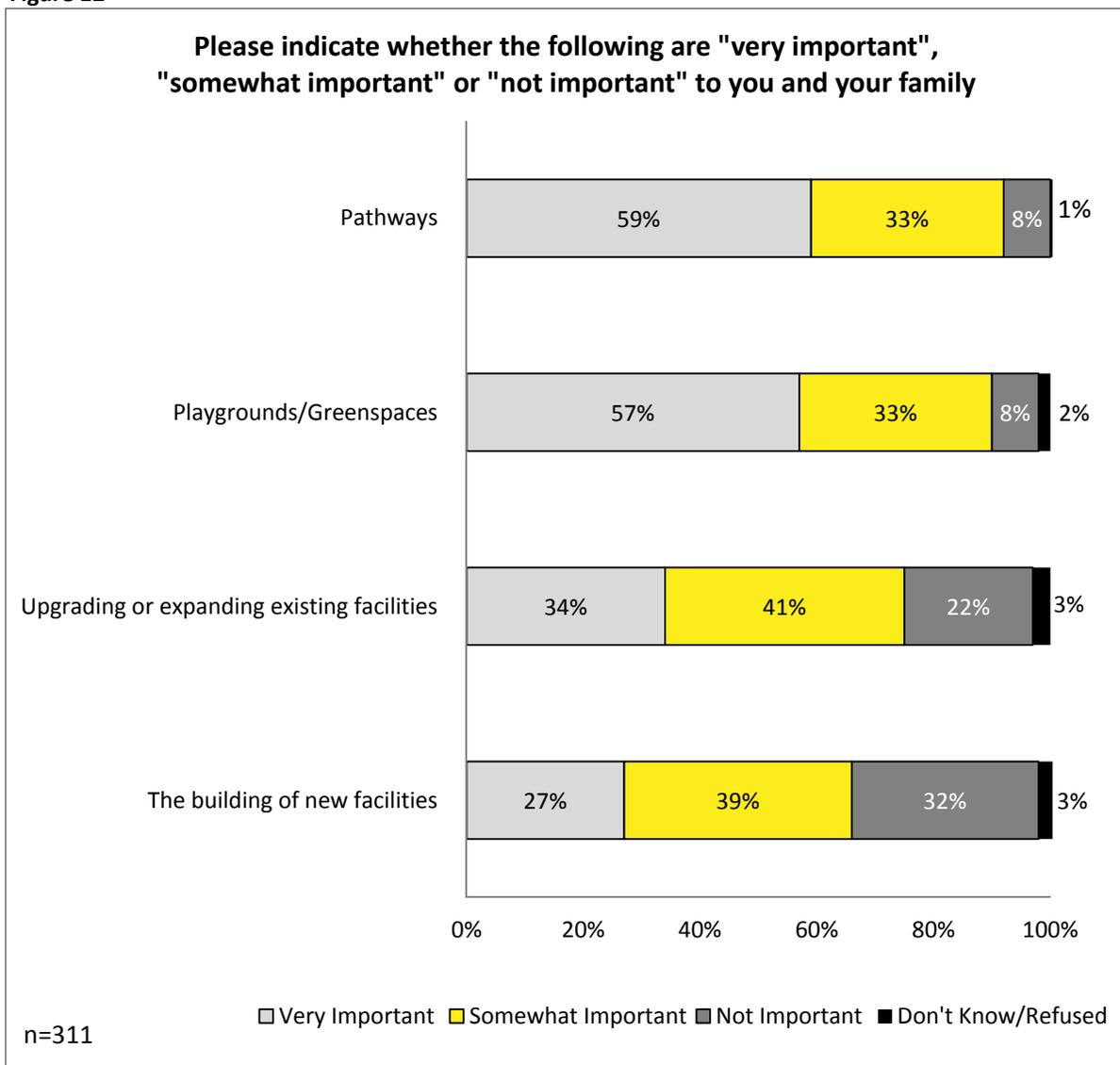


Next, respondents were asked if the following were “very important”, “somewhat important”, or “not important” to them. The responses were as follows:

- Pathways – 59% of respondents indicated these were very important;
- Playgrounds/Greenspaces – 57% of respondents indicated these were very important;
- Upgrading or expanding existing facilities – 34% of respondents indicated this was very important; and
- The building of new facilities – 27% of respondents indicated this was very important.

See Figure 12, below.

Figure 12



From a list of activities, respondents were asked to indicate how often they had participated in each one. Activities that had the highest rates of participation (i.e., more than once a month) included using a pathway in Town (39%), learning about something from the Community Entrance Signs (33%), and use of the Recycling Depot in Turner Valley (32%). See Table 9, below.

Table 9

In the past 12 months, how often did you participate in the following activities?						
	Percent of Respondents (n=311)					
	More than once a month	7 to 12 times	3 to 6 times	1 to 2 times	Never	Don't Know Refuse
Used a pathway in Town	39	18	14	12	17	<1
Learned about something from the Community Entrance Signs	33	18	22	17	10	1
Used the Recycling Depot in Turner Valley	32	27	15	11	15	<1
Used a playground or green space in Town	24	14	12	17	33	<1
Learned about something on the Town Office Sign	23	17	25	22	12	1
Used or visited the Sheep River Library, or used its services online	19	11	12	20	38	1
Used the Friendship Trail	19	19	13	21	29	<1
Used the off-leash area in Town	15	8	5	6	66	1
Used the Diamond Transfer Station – compost area	12	16	17	15	38	1
Used or visited the Oilfields Regional Arena	11	6	9	22	51	1
Visited the Town Office	7	13	22	43	15	<1
Used or visited the Scott Seaman Sports Rinks	6	4	5	20	64	1

### 3.3 Tax Dollar Spending

Respondents were next asked a few questions regarding tax dollar spending within the Town. First, they were asked to consider which of four (4) priorities would be the most important to fund if Council were to increase taxes to improve services and/or infrastructure. Respondents most often rated economic development, which includes supporting and promoting local business, branding and tourism, as the most important (35%). See Table 10, below.

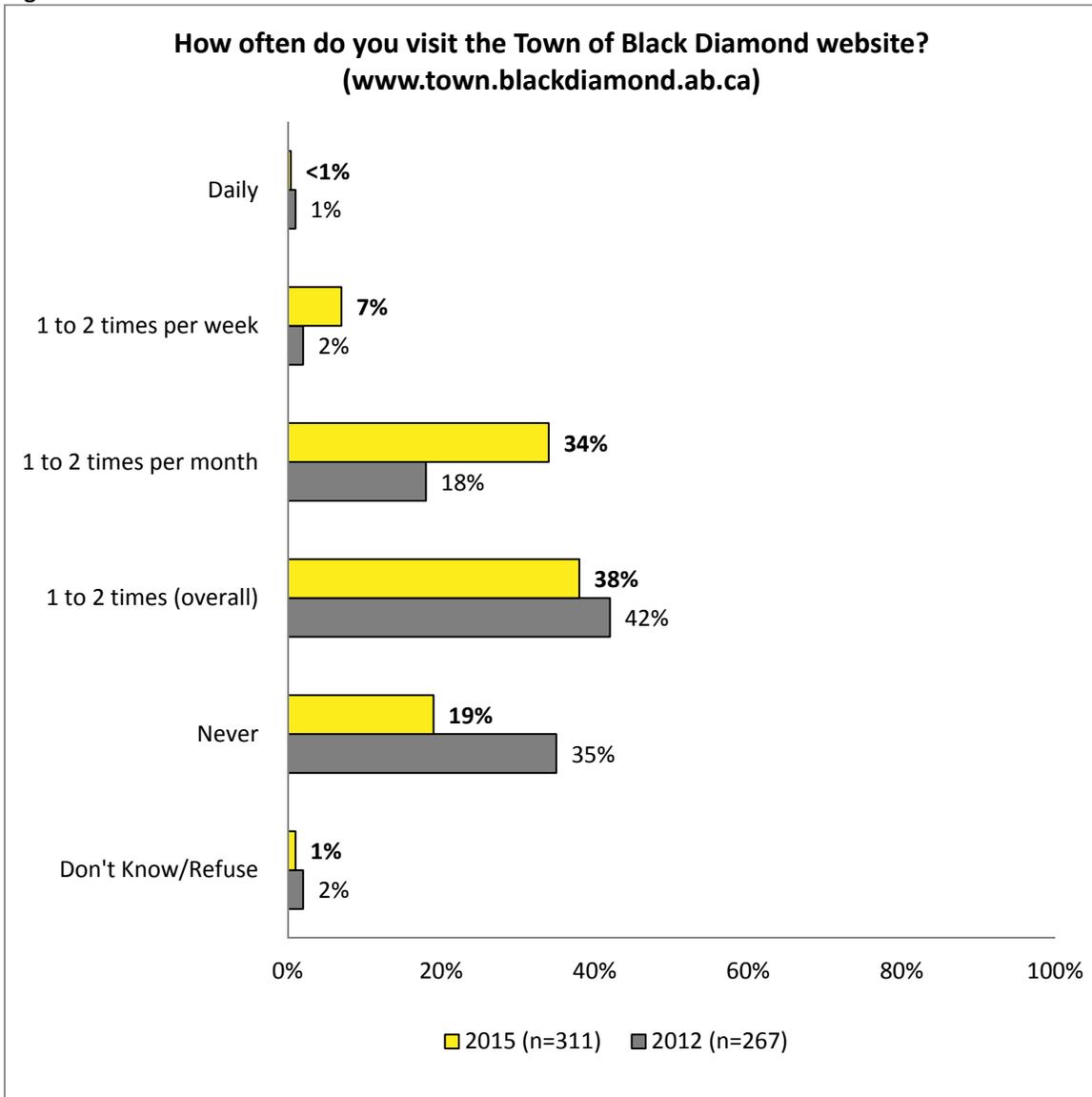
**Table 10**

<b>If Council were to increase taxes to improve services and/or infrastructure, where would you like to see the money spent?</b>			
	<b>Percent of Respondents</b>		
	<b>First in Importance (n=311)</b>	<b>Second in Importance (n=251)</b>	<b>Third in Importance (n=214)</b>
Economic development, which includes supporting and promoting local business, branding (recognition of our Town) and tourism (increasing visitors to Black Diamond).	35	29	16
Paving of all roads (including updating underground infrastructure)	33	24	21
Creation and maintenance of pathways	13	29	37
Acquire/develop more green spaces	9	18	26

### 3.4 Communications

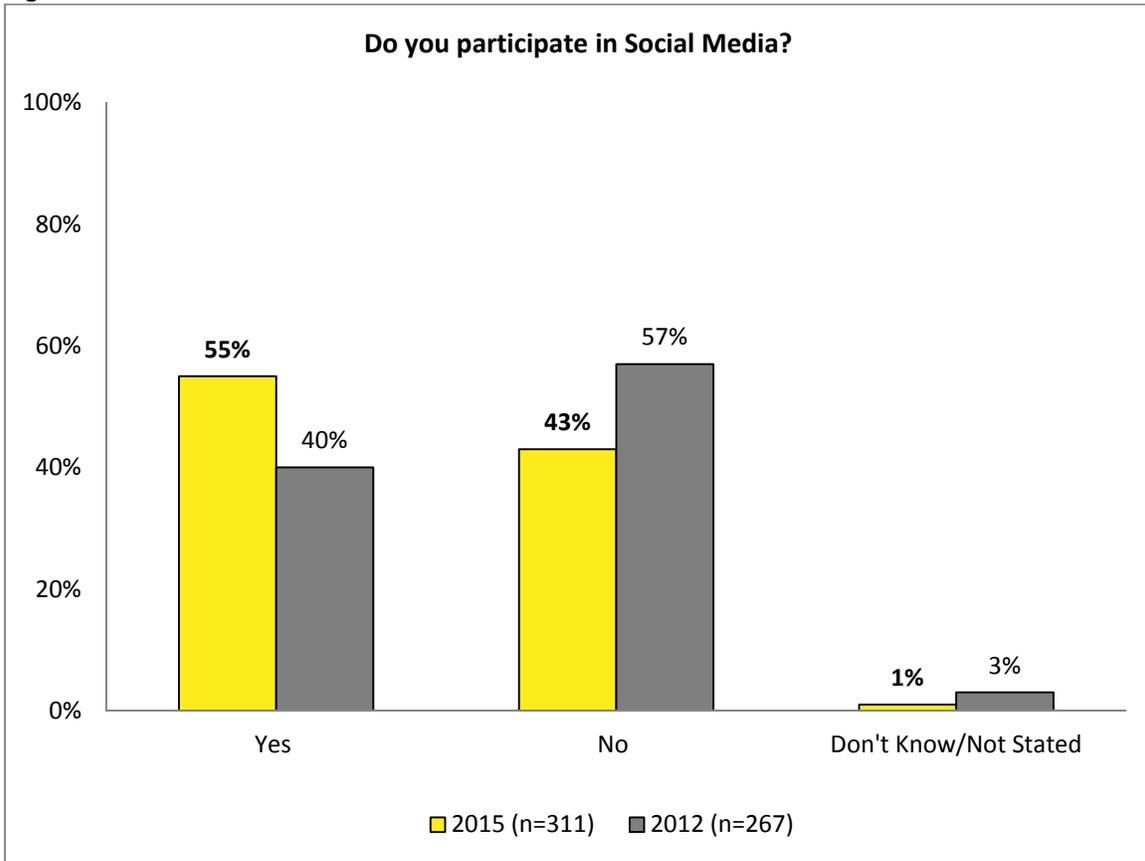
In the next section of the survey, respondents were asked a series of questions about the sources of information they use to obtain up-to-date information about the Town of Black Diamond. First, respondents were asked about their usage of the Black Diamond website ([www.town.blackdiamond.ab.ca](http://www.town.blackdiamond.ab.ca)). Thirty-eight percent (38%) of respondents reported having visited the website between one (1) and two (2) times, overall (comparable to 42% in 2012), while 19% have never visited the website (a significant decrease from 35% in 2012). See Figure 13, below.

Figure 13



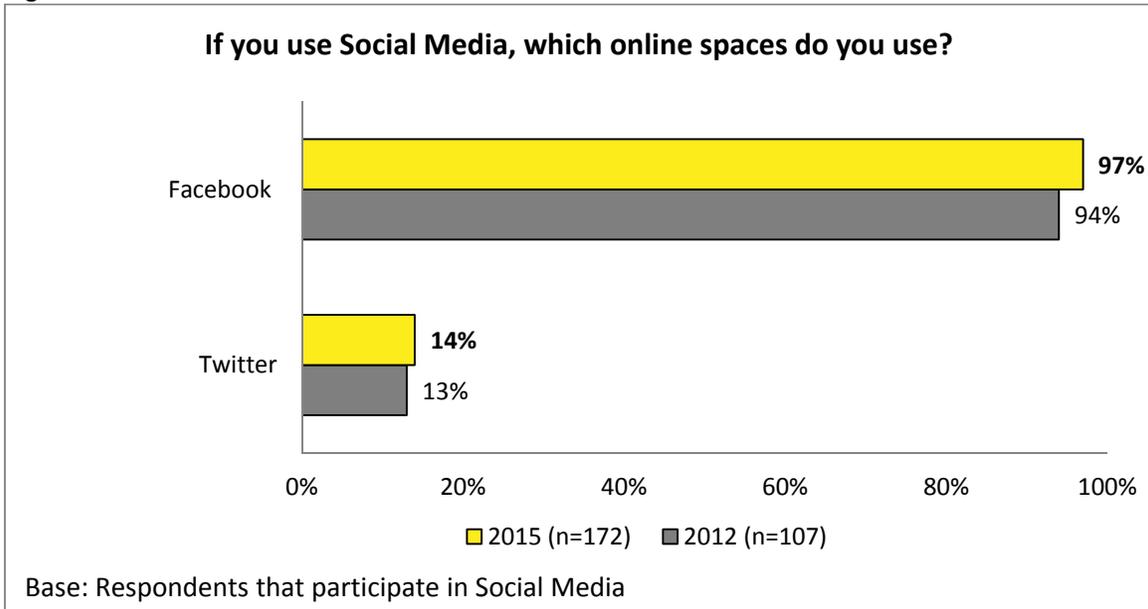
When asked if they participate in social media, 55% of the respondents reported that they do (a significant increase from 40% in 2012), while 43% did not (a significant decrease from 57% in 2012). See Figure 14, below.

Figure 14



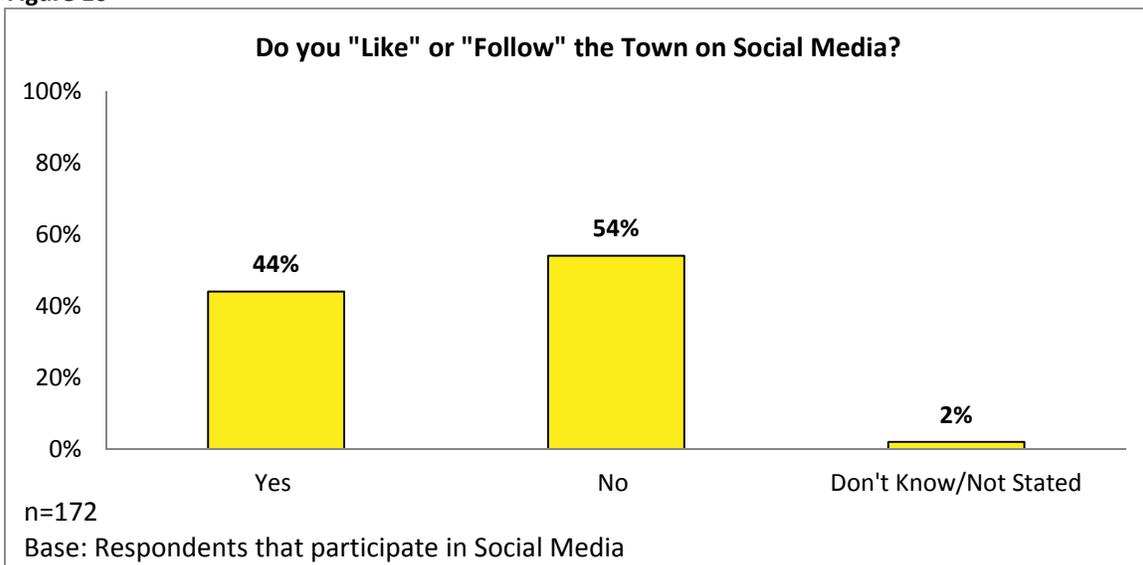
Respondents who reported using social media (n=172) were asked which online spaces they use. The vast majority (97%) reported using Facebook (comparable to 94% in 2012), while 14% use Twitter (comparable to 13% in 2012). See Figure 15, below.

Figure 15



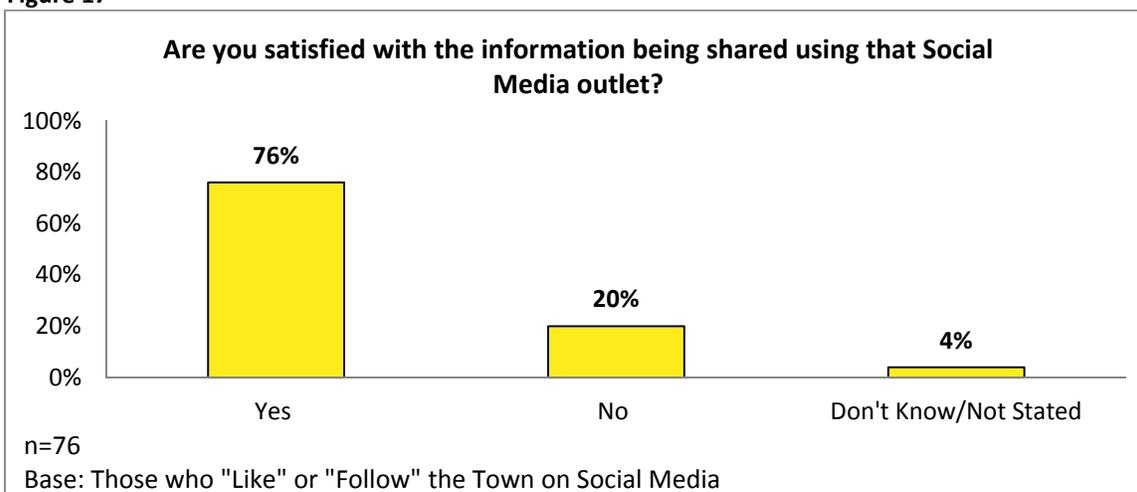
Nearly half of the respondents (44%) who use social media (n=172) indicated that they either “like” the Town of Black Diamond on Facebook, or “follow” the Town of Black Diamond on Social Media. See Figure 16, below.

Figure 16



Those who “Like” or “Follow” the Town on Social Media (n=76) were asked if they were satisfied with the information being shared. Over three-quarters of respondents (76%) were satisfied. See Figure 17, below.

Figure 17



Those who were not satisfied (n=15) were asked how the page could be improved. Five (5) respondents indicated they would like to see more frequent posts, followed by 4 respondents who would like more information about upcoming Town events and activities. See Table 11, below.

Table 11

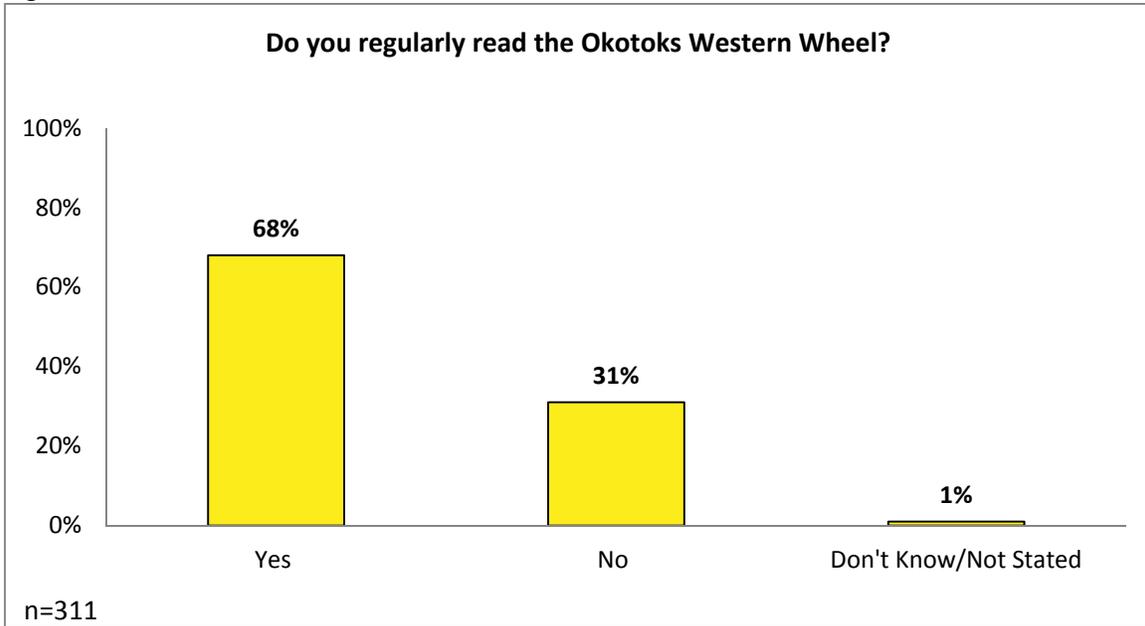
If you are not satisfied, what can we do to improve the page?	
Base: Respondents who were not satisfied with the information being shared using that Social Media outlet	Number of Respondents* (n=15)
More frequent posts/updates (in general)	5
Post information about upcoming Town events/activities	4
More public engagement/interaction (in general)	2
More public awareness/advertising of page	1
Attract more businesses to the Town	1
More resident polls/surveys on page	1
Inform residents of when Town services take place (e.g. garbage collection)	1
Provide follow-up information on Town issues	1
Make page easier to navigate/more user friendly	1
Delete negative comments	1
Provide links to other pages (e.g. local businesses, etc.)	1
Provide more information (in general)	1

Don't Know/Not Stated	2
-----------------------	---

\*Multiple responses

Respondents were then asked if they regularly read the Okotoks Western Wheel now that it is free and easily available to read in print form. Over two-thirds of respondents (68%) read the Okotoks Western Wheel, while 31% do not. See Figure 18, below.

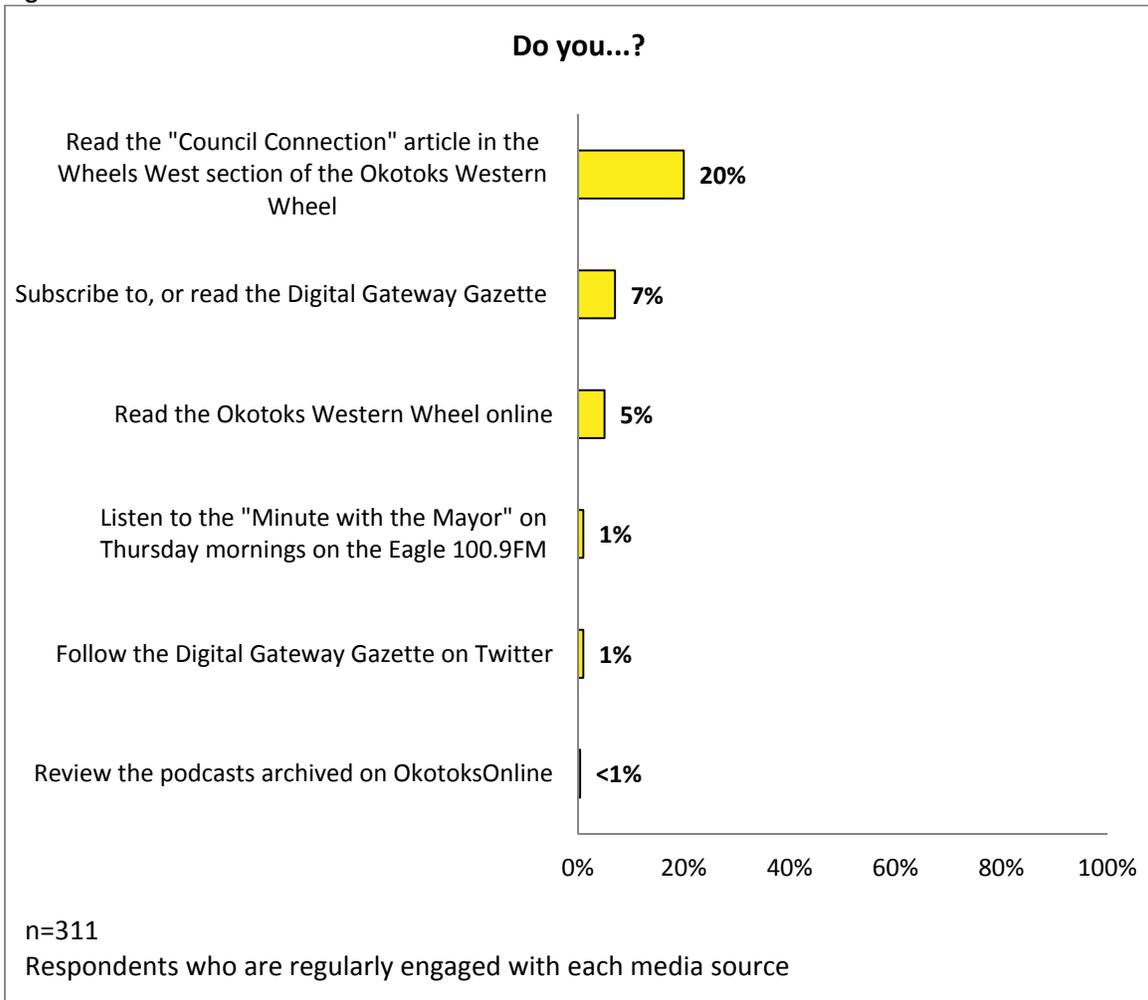
Figure 18



Next, respondents were asked how engaged they were with a variety of media sources in the Town of Black Diamond. Twenty percent (20%) of respondents regularly read the “Council Connection” article in the Wheels West section of the Okotoks Western Wheel, followed by 7% who regularly subscribe to or read the Digital Gateway Gazette and 5% who regularly read the Okotoks Western Wheel online.

See Figure 19 below, and Table 12 on the following page. For a comparison to the survey data collected in 2012, please refer to Figure I located in Appendix B.

Figure 19



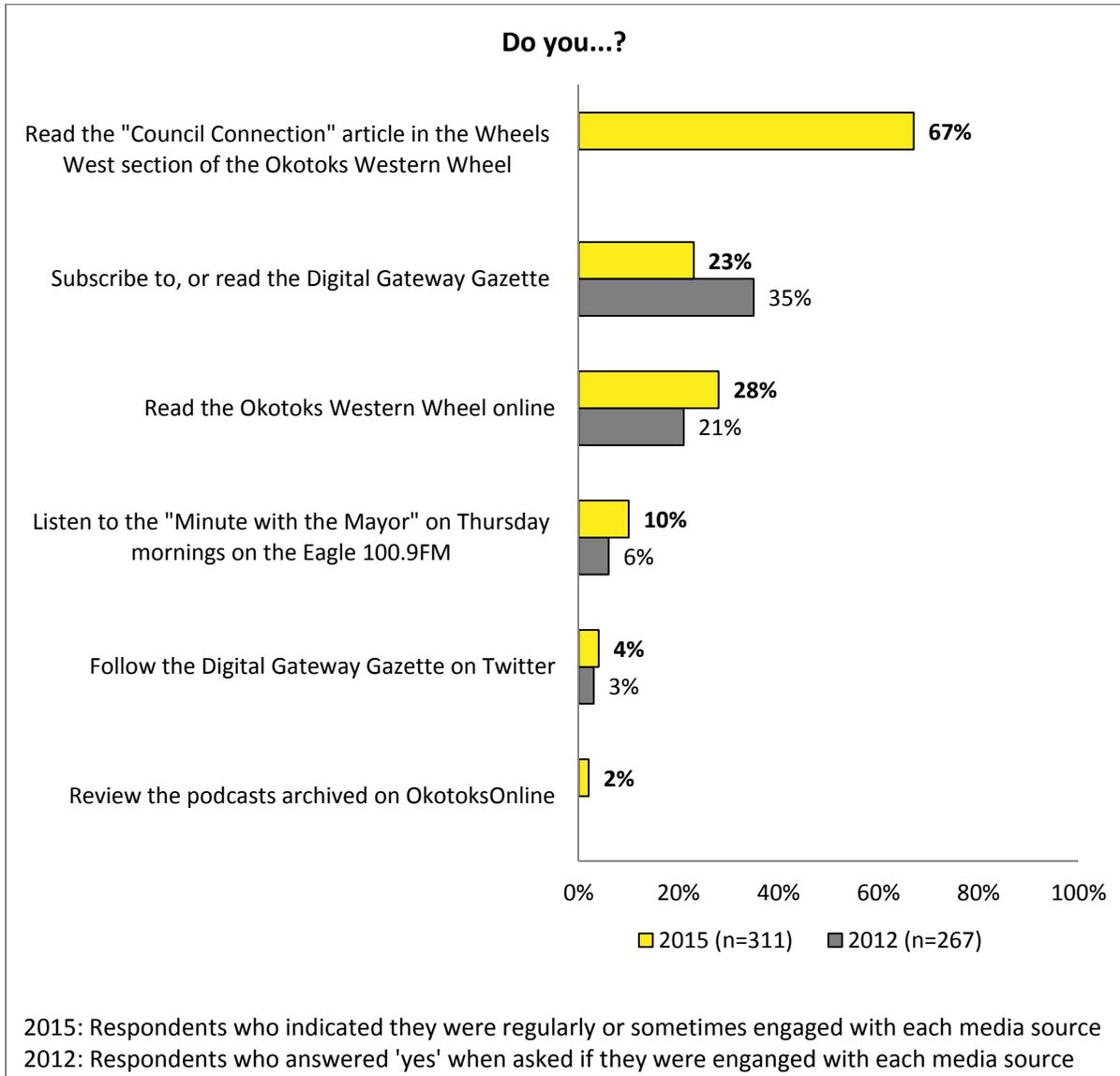


Table 12

	Do you...?			
	Percent of Respondents (n=311)			
	Regularly	Sometimes	Never	Don't Know
Read the "Council Connection" article in the Wheels West section of the Okotoks Western Wheel	20	47	30	3
Subscribe to, or read the Digital Gateway Gazette	7	15	77	1
Read the Okotoks Western Wheel online	5	23	71	1
Listen to the "Minute with the Mayor" on Thursday mornings on the Eagle 100.9FM	1	9	90	1
Follow the Digital Gateway Gazette on Twitter	1	3	95	2
Review the podcasts archived on OkotoksOnline	<1	2	97	1

### 3.5 FCSS Services

Next, respondents were asked if they were familiar with Family and Community Support Services (FCSS) and the role it plays in the community. Roughly one-third of respondents were either familiar with some aspects of FCSS (37%) or have heard of it, but did not know what it does (31%). See Table 13, below.

Table 13

Are you familiar with Family and Community Support Services (FCSS) and the role it plays in the community?	
	Percent of Respondents* (n=311)
Familiar with some aspects	37
Heard of it but do not know what it does	31
Never heard of it	20
Very aware of the program as a whole	10
Don't Know/Not Stated	2

\*Multiple responses

Respondents were then asked to identify the groups that they knew were sponsored or supported by FCSS. Most commonly, respondents were aware that FCSS has supported or sponsored the Boys and Girls Club (44%), the Sheep River Library (40%), and the Community Garden (36%). They were then asked to identify the groups that they or someone they know had accessed or utilized. Most commonly, respondents had accessed, or knew someone who accessed the Sheep River Library (39%), the Community Garden (25%), and the Boys and Girls Club (24%). See Table 14, below.

**Table 14**

	Percent of Respondents (n=311)	
	Aware that FCSS has supported/sponsored this service	You or someone you know had accessed or utilized this service
Boys and Girls Club	44	24
Sheep River Library	40	39
Community Garden	36	25
Foothills Country Hospice	28	18
Foothills Regional Victim Services	24	7
WHEN seniors program (Wellness/Health/Energy/Nutrition)	22	9
Special Needs Assistance for Parents and Siblings (SNAPS)	20	8
Literacy for Life	20	13
Family Programs at the Royal Canadian Legion	19	9
Foothills Fetal Alcohol Society (FFAS)	18	4
High Country Wellness Coalition (HCWC) for the Community Resource Guide	18	7
Rowan House's Branches Education Program (in high school)	17	4
Okotoks Healthy Family Resource Centre	15	4
Friday Night Fun Night (summer program for teens)	12	7
Oilfields Spiritual Care Society	9	6
Roots of Empathy (in elementary school)	8	3

Respondents were then asked to identify the FCSS Services that they were aware of. They were also asked to identify the groups that they or someone they know had accessed or utilized. Most commonly, respondents were aware of the Subsidized Taxi Program for Seniors and those with special needs (30%), the Annual Seniors Tea/Luncheon held during Seniors Week at the Griffith Centre (26%), and the Volunteer Appreciation Event during Volunteer Appreciation Week (24%). Most commonly, respondents had accessed, or knew someone who accessed the Annual Seniors Tea/Luncheon held during Seniors Week at the Griffith Centre (16%) and the Babysitter Training Course (16%). See Table 15, below.

**Table 15**

	Percent of Respondents (n=311)	
	Aware of FCSS Service	You or someone you know had accessed or utilized this service
Subsidized Taxi Program for Seniors and those with special needs	30	14
Annual Seniors Tea/Luncheon held during Seniors Week at the Griffith Centre	26	16
Volunteer Appreciation Event during Volunteer Appreciation Week	24	15
Babysitter Training Course	21	16
Volunteer income Tax Program	21	11
Information and Referral with regards to social needs or individuals in crisis	17	6
Availability of government forms and subsidized housing applications	16	6
Assistance with Volunteer Placement	13	4
Community Interagency Meetings	9	3

When asked to what degree they felt that community and social services were accessible to various groups within the community, 25% felt that these services were very accessible to **senior citizens**. Eighteen percent (18%) of respondents felt that community/social services were very accessible to **families**. Sixteen percent (16%) of respondents felt that community/social services were very accessible to **adults**, while 15% believed that community/social services were very accessible to the **general community**, and 13% believed that community/social services were very accessible to youth. It is important to note that between 45% and 63% of respondents could not indicate to what degree they felt that services have been accessible for those demographics. See Table 16, below.

Table 16

To what degree do you feel that community/social services are accessible to the following groups within this community?				
	Percent of Respondents (n=311)			
	Very Accessible	Somewhat Accessible	Not at all Accessible	Don't Know/ Refuse
Seniors	25	28	2	45
Families	18	23	1	58
Adults	16	28	2	54
Community	15	24	1	60
Youth/Teens	13	20	4	63

Next, respondents were asked how they felt about visiting High River and/or Okotoks to access services, educational opportunities, and supports. The majority of respondents accept that it is a part of living in a smaller community (70%) followed by 32% who would prefer to have access within the Town. See Table 17, below.

Table 17

How do you feel about visiting High River and/or Okotoks to access services, educational opportunities and/or support?	
	Percent of Respondents* (n=311)
I accept that it's a part of living in a smaller community	70
I would prefer to have access right here in Town	32
I prefer it for reasons of anonymity	7
Don't Know/Not Stated	4

\*Multiple responses

Respondents were asked what other types of preventive social services they would like to see or think are important for creating a strong and well-connected community. Nearly two-thirds of respondents (64%) would like to see subsidized home support services to help seniors remain in their homes longer, followed by block parties and other relationship building activities (32%). See Table 18, below.

**Table 18**

<b>What other types of preventive social services would you like to see or think are important for creating a strong and well-connected community?</b>	
	<b>Percent of Respondents* (n=311)</b>
Subsidized home support services to help seniors remain in their homes longer	64
Block parties and other relationship building activities	32
Community kitchen	20
Services for youth/teens (in general)	1
Other (single mentions)	2
Don't Know/Not Stated	20

**\*Multiple responses**

### 3.6 Transportation

Respondents were then asked how many people live in their household. Most commonly, respondents indicated that 2 people live in their household (53%). See Table 19, below.

Table 19

Including yourself, how many people live in your household?	
	Percent of Respondents (n=311)
1 person	23
2 people	53
3 people	9
4 people	8
5 people	4
6 people	1
9 people	<1
Don't Know/Not Stated	2
<b>Mean</b>	<b>2.19 people</b>

Next, respondents were asked how many people in their household commute out of town to work or school. Most commonly, respondents indicated that no one in their household commute out of town to work or school (42%) followed by one-third of respondents (33%) who indicated that 1 person in their household commutes out of town to work or school. See Table 20, below.

Table 20

Including yourself, how many people in your household commute out of town to work or school?	
	Percent of Respondents* (n=311)
None	42
1 person	33
2 people	17
3 people	2
4 people	1
5 people	1
6 people	<1
Don't Know/Not Stated	5
<b>Mean</b>	<b>0.87 people</b>

\*Multiple responses

Those who have at least one member of their household who commutes out of town to work or school (n=168) were asked where they are commuting to. Nearly two-thirds of respondents (61%) indicated that somebody in their household travels to Calgary, while 36% have somebody in their household who travels to Okotoks, and 40% have somebody in their household travels to another location. See Table 21, below.

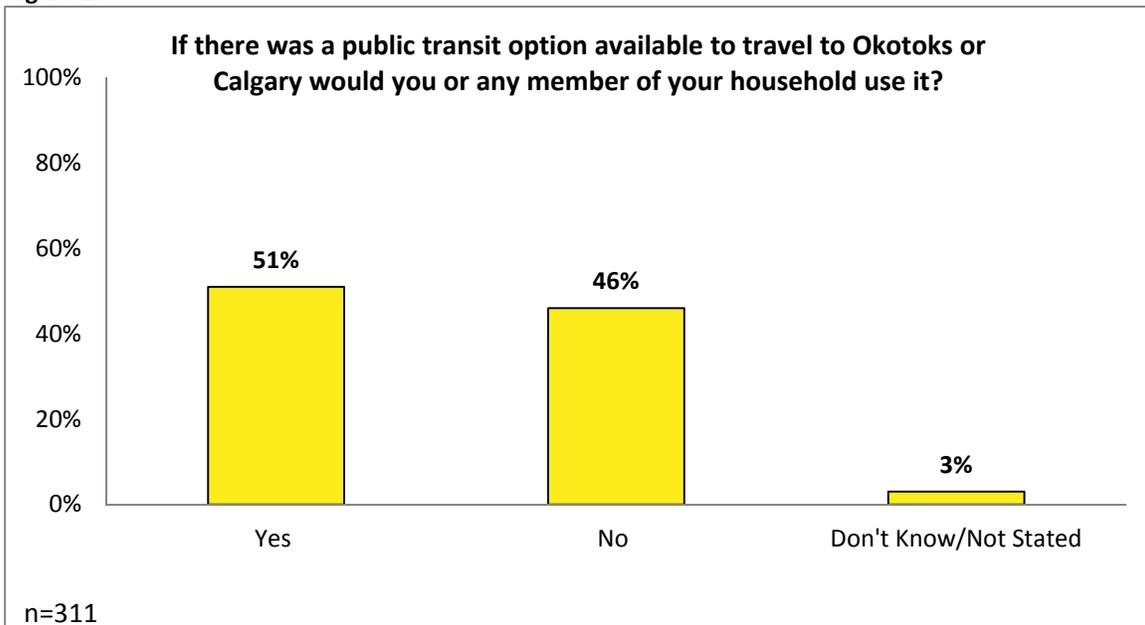
Table 21

If at least one member of your household commutes out of town to work or school, please identify where you or your family members are commuting to?	
Base: Respondents that have at least 1 household member that commutes out of town to work or school	Percent of Respondents* (n=168)
Calgary	61
Okotoks	36
Other	40

\*Multiple responses

Next, respondents were asked if they would use a public transit option available to travel to Okotoks or Calgary if it was available to them. Just over half of the respondents (51%) indicated that they would use this option. See Figure 20, below.

Figure 20



### 3.7 The Future of Black Diamond

In the final section of the survey, respondents were asked to determine which three (3) of ten (10) issues facing Black Diamond were the most important, when considering the next five (5) years for the Town. Challenges and/or opportunities that were most often rated as most important included keeping within moderate tax increases (26%), maintaining the water quality and supply (22%), and keeping Black Diamond affordable and viable (16%). See Table 22, below.

Table 22

Please identify what you think are the three (3) biggest challenges/opportunities facing Black Diamond in the next five (5) years			
	Percent of Respondents		
	Most Important (n=311)	Second in Importance (n=242)	Third in Importance (n=231)
Keeping within moderate tax increases	26	21	8
Water quality and supply	22	13	11
Keeping Black Diamond affordable and viable	16	25	19
Maintaining quality of life	6	8	17
Attracting business	6	16	21
Recreational opportunities	4	5	7
Managing Growth	4	9	7
Financial support or regional partnerships	1	2	3
Working with partnerships	1	1	4
Volunteer recruitment	1	1	2

## **APPENDIX A – SURVEY INSTRUMENT**



# **2015 Citizen Satisfaction Survey**

*Serving Our Community*



## *Serving Our Community*

Dear Citizens of Black Diamond:

Over the course of the past few years we have continued to maintain our Strategic Plan which encompasses our Corporate Vision, Mission and Values as follows:

### **Corporate Vision**

*We value sustainability and promote a safe, clean and healthy environment. We strive to develop and maintain effective partnerships within our organization, our community, and surrounding communities. We are open, effective and responsible to our citizens.*

*We encourage ongoing education for all members of our organization, and work together for a common goal. We value the diverse beliefs and opinions within our organization, our community and surrounding communities. Through active leadership, we constantly strive to improve service to our citizens.*

### **Corporate Mission**

*Serving our Community*

### **Corporate Values**

*Serving our Community*

*Honesty & Integrity, Excellent Service Delivery, Safety, Accountability, Teamwork, Communication and Creativity.*

This Strategic Plan is a living document and is considered to be a work in progress. We are a team that strives to provide you, our citizens, with the best governance possible. This survey is one method that we are using to try and gain your input. Your answers will help Council and Staff set budget priorities, evaluate Town of Black Diamond programs, make decisions about our strategic directions and help to shape the future of the Town of Black Diamond.

To show our appreciation, we are offering a chance to win a \$150.00 credit towards the utility or tax bill, of those who complete and return the survey by **November 13<sup>th</sup>** (see last page for the entry form). **Your participation in this survey is very important.** If you have any questions about the survey, please contact the Town Office at 403-933-4348 or email at us at [info@town.blackdiamond.ab.ca](mailto:info@town.blackdiamond.ab.ca)

On behalf of the Staff and Council for the Town of Black Diamond, thank you in advance for taking the time to complete and return the 2015 Citizen Satisfaction Survey. Together, we will continue to ensure that the Town of Black Diamond remains the caring and wonderful community that we are all proud to be a part of.

Yours truly,

*SHARLENE BROWN*

Sharlene Brown,  
Mayor



## Welcome to the 2015 Citizen Satisfaction Survey

Welcome to the Town of Black Diamond's Citizen Satisfaction Survey. Please have the adult member (age 18 or older) in the household whose birthday comes next, answer this survey.

We want to gather as much input as possible from the citizens regarding a variety of subjects, so that we can work together to develop and/or maintain the community that we live, work and play in. Your responses are very important in our attempt to achieve that goal. **Please be assured that all responses are confidential and the results will be compiled in group form only by Banister Research & Consulting Inc.**

There are two options to complete the survey:

- ◆ Fill out this hard copy version of the survey and mail it back to Banister Research using the postage-paid envelope included in the package, OR
- ◆ Fill out the survey online by accessing the web-based version at: <https://www.banister.ab.ca/blackdiamondcitizen> and enter the unique ID# located on the front page of this survey. This unique ID # allows you to fill out the survey at a time that is most convenient to you. You will be able to access, exit and re-access the survey where you left off should you be unable to complete the survey at one time. The survey should take 15 to 20 minutes to complete.

**Please choose one option or the other** – there is no need to complete the survey using both methods.

As an added incentive to complete and return this survey by (**November 13<sup>th</sup>**), we will randomly draw for a \$150.00 credit towards your water bill or property tax bill. Participation in the draw is optional, but even if you decide against participating, we hope that you will complete the survey and provide us with the much needed information. The opportunity to enter the draw is located on the last page of the survey.

*Note: The information collected in this survey is governed by the Freedom of Information and Protection of Privacy Act (FOIP). As such, the information collected will be compiled in **group form** and will be available to the Council and then to the public. Your name and phone number are being collected solely for the purposes of the incentive draw, and will **not** be included at any time in the survey results. Your name only may be disclosed, should you be the winner of the draw.*



Please answer the following questions by placing a  check mark in the box that best describes or expresses your feelings.

## Section 1: How Are We Doing?

1. The quality of life in Black Diamond is important to all of us. Please rate each of the following:

	Excellent	Good	Poor	Very Poor	Don't Know/ No Opinion
A. How would you describe the quality of life in Black Diamond?	<input type="checkbox"/>				
B. How would you rate Black Diamond as a place to raise children?	<input type="checkbox"/>				
C. How do you rate Black Diamond for overall safety in your neighbourhood?	<input type="checkbox"/>				
D. How do you rate Black Diamond for overall safety in the downtown core?	<input type="checkbox"/>				

E. Would you recommend Black Diamond to others as a place to live?

Yes:

No:

2. Council is comprised of 1 Mayor and 6 Councillors who meet to review issues, consider policies and bylaws, and oversee the general direction of the Town. The regular Council meetings occur the 1<sup>st</sup> and 3<sup>rd</sup> Wednesday of each month. How would you rate your overall satisfaction in the following areas:

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/ No Opinion
A. Availability of Councillors/Mayor to the Public	<input type="checkbox"/>				
B. Response time by Council to Town Issues	<input type="checkbox"/>				
C. Overall direction the Town is taking	<input type="checkbox"/>				
D. Conduct of the Council Meetings	<input type="checkbox"/>				
E. Overall performance of Council	<input type="checkbox"/>				

F. Have you contacted a member of Council within the past two years?

Yes:  No:

G. Have you attended one or more Council meeting in the past two years?

Yes:  No:



H. If you have not attended one or more Council meetings in the past two years, why not? Please check off all that apply:

- I do not wish to attend
- I cannot make the proper childcare arrangements
- My work hours conflict with the times of the council meetings
- Other – please specify \_\_\_\_\_

3. Please rate your agreement with the following statements:

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know/ No Opinion
A. I receive good value for the municipal taxes that I pay	<input type="checkbox"/>				
B. I am pleased with the overall direction that the Town is taking	<input type="checkbox"/>				
C. In general, I believe that the Town of Black Diamond is doing a good job	<input type="checkbox"/>				

4.

Did you attend the following Town-sponsored events in the past year?	Check if you attended this event	Please rate the events you attended (select one response per event)			
		Poor	Average	Good	Excellent
Light-Up Black Diamond	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diamond Valley Parade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canada Day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marv's Rock and Roll Classic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



5. Please indicate whether or not you are satisfied with the following present services AND tell us whether or not each service is important to you (please provide one rating for satisfaction and one rating for importance for each service):

	SATISFACTION			IMPORTANCE	
	Satisfied	Not Satisfied	Don't Know No Opinion	Important	Not Important
A. Bylaw Enforcement/Protective Services (excluding RCMP)	<input type="checkbox"/>				
B. Business Licensing	<input type="checkbox"/>				
C. Animal Control & Licensing	<input type="checkbox"/>				
D. Parking Control & Enforcement	<input type="checkbox"/>				
E. Fire Services	<input type="checkbox"/>				
F. Parks, Pathways, Playgrounds	<input type="checkbox"/>				
G. Natural Areas & Protection of the Natural Environment	<input type="checkbox"/>				
H. Planning & Development/Land Use Planning	<input type="checkbox"/>				
I. Economic Development	<input type="checkbox"/>				
J. Water & Sewer Services	<input type="checkbox"/>				
K. Garbage Collection	<input type="checkbox"/>				
L. Street Cleaning	<input type="checkbox"/>				
M. Snow Removal	<input type="checkbox"/>				
N. Street Repair (pot hole filling etc.)	<input type="checkbox"/>				
O. Sidewalk Repair	<input type="checkbox"/>				
P. Recycling Services	<input type="checkbox"/>				
Q. Compost Collection Area (Diamond Transfer Station- compost area)	<input type="checkbox"/>				
R. Family & Community Services	<input type="checkbox"/>				
S. Town Office – Agendas/Meetings	<input type="checkbox"/>				
T. Town Office – Communications	<input type="checkbox"/>				
U. Town Office – Customer Services	<input type="checkbox"/>				
V. Environmental programs/innovations (solar/wind power, water conservation, etc.)	<input type="checkbox"/>				



## Section 2: Recreation and Facilities

6. Do you feel the existing recreation facilities in Black Diamond (Arena, outdoor rinks, playgrounds, parks/green spaces, pathways) are meeting the current needs of the community?

Yes:  No:

7. Please indicate whether the following are “very important”, “somewhat important” or “not important to you and your family:

	Very Important	Somewhat Important	Not Important
A. Pathways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Playgrounds/Greenspaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Upgrading or expanding existing facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. The building of new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. In the past 12 months how often did you participate in the following activities:

	More than once a month	7-12 times	3-6 times	1-2 times	Never
A. Used or visited the Oilfields Regional Arena	<input type="checkbox"/>				
B. Used or visited the Scott Seaman Sports Rinks	<input type="checkbox"/>				
C. Used the Friendship Trail	<input type="checkbox"/>				
D. Used a Pathway in Town	<input type="checkbox"/>				
E. Used a Playground or Green Space in Town	<input type="checkbox"/>				
F. Used the Off-leash Area in town	<input type="checkbox"/>				

9. In the past 12 months how often did you participate in the following activities:

	More than once a month	7-12 times	3-6 times	1-2 times	Never
A. Used or visited the Sheep River Library, or used its services online	<input type="checkbox"/>				
B. Used the Recycling Depot in Turner Valley	<input type="checkbox"/>				
C. Used the Diamond Transfer Station – compost area	<input type="checkbox"/>				
D. Learned about something from the Community Entrance Signs	<input type="checkbox"/>				
E. Learned about something on the Town Office Sign	<input type="checkbox"/>				
F. Visited the Town Office	<input type="checkbox"/>				

## Section 3: Tax Dollar Spending



10. If Council were to increase taxes to improve services and/or infrastructure, where would you like to see the money spent? Please select the first, second and third most important (please select only one response per column)

	Most Important (select one)	Second in Importance (select one)	Third in Importance (select one)
Creation and maintenance of pathways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pave all roads (including updating underground infrastructure)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acquire/develop more green spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic Development, which includes supporting and promoting local business, branding (recognition of our Town) and tourism (increasing visitors to Black Diamond).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Section 4: Communications

11. How often do you visit the Town of Black Diamond website? ([www.town.blackdiamond.ab.ca](http://www.town.blackdiamond.ab.ca))

Daily	At least Weekly	1-2 times per Month	1-2 times Ever	Never
<input type="checkbox"/>				

12. Do you participate in Social Media?

Yes:  No:  **GO TO Q.17**

13. If so, which on-line spaces do you actively use? (Please check all that apply)

Facebook  Twitter

14. Do you “Like” or “Follow” the Town on Social Media?

Yes:  No:  **GO TO Q.17**

15. If so, are you satisfied with the information being shared using that Social Media outlet?

Yes:  **GO TO Q.17** No:

16. If you are not satisfied, what can we do to improve the page?

---



---



17. Now that the Okotoks Western Wheel is free and easily available to read in print format, do you read it regularly?

Yes:  No:

18. In July 2015, the Town began to publish “Council Connection” in the Wheels West section of the Okotoks Western Wheel, on the 2<sup>nd</sup> and 4<sup>th</sup> Wednesdays of each month. Do you read the article:

Regularly:  Sometimes:  Never:

19. Do you read the Okotoks Western Wheel online?

Regularly:  Sometimes:  Never:

20. Do you subscribe to, or read the Digital Gateway Gazette?

Regularly:  Sometimes:  Never:

21. Do you follow the Digital Gateway Gazette on Twitter?

Regularly:  Sometimes:  Never:

22. Do you listen to the “Minute with the Mayor”– live on Thursday mornings on the Eagle 100.9fm?

Regularly:  Sometimes:  Never:

23. Do you review the podcasts archived on OkotoksOnline?

Regularly:  Sometimes:  Never:

## Section 5: FCSS Services

24. Are you familiar with Family and Community Support Services (FCSS) and the role it plays in the community:

- Never heard of it
- Heard of it but don't know what it does
- Familiar with some aspects
- Very aware of the program as a whole



25. Please check off the groups/organizations that you know FCSS has supported/sponsored in the first column. Please check off the groups/organizations that you or someone you know has accessed or utilized in the second column:

	Check off if you were aware that FCSS has supported/sponsored this service	Check off if you or someone you know have accessed or utilized this service
A. Special Needs Assistance for Parents and Siblings (SNAPS)	<input type="checkbox"/>	<input type="checkbox"/>
B. Foothills Fetal Alcohol Society (FFAS)	<input type="checkbox"/>	<input type="checkbox"/>
C. Boys and Girls Club	<input type="checkbox"/>	<input type="checkbox"/>
D. Sheep River Library	<input type="checkbox"/>	<input type="checkbox"/>
E. Friday Night Fun Night (summer program for teens)	<input type="checkbox"/>	<input type="checkbox"/>
F. Foothills Country Hospice	<input type="checkbox"/>	<input type="checkbox"/>
G. Community Garden	<input type="checkbox"/>	<input type="checkbox"/>
H. Rowan House's Branches Education Program (in High School)	<input type="checkbox"/>	<input type="checkbox"/>
I. Foothills Regional Victim Services	<input type="checkbox"/>	<input type="checkbox"/>
J. Literacy for Life	<input type="checkbox"/>	<input type="checkbox"/>
K. Okotoks Healthy Family Resource Centre	<input type="checkbox"/>	<input type="checkbox"/>
L. Roots of Empathy (in elementary school)	<input type="checkbox"/>	<input type="checkbox"/>
M. Oilfields Spiritual Care Society	<input type="checkbox"/>	<input type="checkbox"/>
N. Family Programs at the Royal Canadian Legion	<input type="checkbox"/>	<input type="checkbox"/>
O. High Country Wellness Coalition (HCWC) for the Community Resource Guide	<input type="checkbox"/>	<input type="checkbox"/>
P. WHEN seniors program (Wellness/Health/Energy/Nutrition)	<input type="checkbox"/>	<input type="checkbox"/>



26. Please check off the FCSS supported services that you have been aware of in the first column. Please check off the groups/organizations that you or someone you know has accessed or utilized in the second column:

	Check off if you were aware that FCSS has supported/sponsored this service	Check off if you or someone you know have accessed or utilized this service
A. Babysitter Training Course	<input type="checkbox"/>	<input type="checkbox"/>
B. Volunteer Income Tax Program	<input type="checkbox"/>	<input type="checkbox"/>
C. Annual Seniors Tea/Luncheon held during Seniors Week at the Griffith Centre	<input type="checkbox"/>	<input type="checkbox"/>
D. Information and Referral with regards to social needs or individuals in crisis	<input type="checkbox"/>	<input type="checkbox"/>
E. Availability of government forms and subsidized housing applications	<input type="checkbox"/>	<input type="checkbox"/>
F. Assistance with Volunteer Placement	<input type="checkbox"/>	<input type="checkbox"/>
G. Community Interagency Meetings	<input type="checkbox"/>	<input type="checkbox"/>
H. Volunteer Appreciation Event during Volunteer Appreciation Week	<input type="checkbox"/>	<input type="checkbox"/>
I. Subsidized Taxi Program for Seniors and those with special needs	<input type="checkbox"/>	<input type="checkbox"/>

27. Please check the appropriate box for each category:  
To what degree do you feel that community social services/programs are accessible to the following demographics within this community?

	Very Accessible	Somewhat Accessible	Not at all Accessible	Don't Know
Seniors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adults	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth/Teens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



28. How do you feel about visiting High River and/or Okotoks to access services, educational opportunities, and/or supports? (Please select all that apply):

- I accept that it's a part of living in a smaller community
- I prefer it for reasons of anonymity
- I would prefer to have access right here in town

29. What other types of preventive social services would you like to see or think are important for creating a strong and well-connected community. Please select all that apply.

- Subsidized Home Support services to help seniors remain in their homes longer
- Block Parties and other relationship building activities
- Community Kitchen
- Other – please specify \_\_\_\_\_

## Section 6: Transportation

30. Including yourself, how many people live in your household? \_\_\_\_\_

31. Including yourself, how many people in your household commute out of town to work or school? \_\_\_\_\_

32. If at least one member of your household commutes out of town to work or school, please check off where you or your family members are commuting to. (Please select all that apply):

- Okotoks
- Calgary
- Other

33. If there was a public transit option available to travel to Okotoks or Calgary would you or any member of your household use it?

Yes:  No:



## Section 7: The Future of Black Diamond

34. Please identify what you think are the 3 biggest issues facing Black Diamond in the next 5 years. Please select the first, second and third most important (select only one response per column):

	Most Important (select one)	Second in Importance (select one)	Third in Importance (select one)
A. Water quality & supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Recreational opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Managing Growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Maintaining quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Financial support of regional partnerships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Working with partnerships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Keeping within moderate tax increases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Keeping Black Diamond affordable and viable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Volunteer recruitment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Attracting business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**Thank you for taking the time to complete the 2015 Citizen Satisfaction Survey.**

If the survey is returned by **(November 13<sup>th</sup>, 2015)**, the Town will randomly draw for a \$150.00 credit towards your water bill or property tax bill. Participation in the draw is optional. Banister Research will do the draw on behalf of the Town of Black Diamond. Survey results will not be linked to this personal information in any manner. All of your responses to this survey are completely anonymous. We will **not** use your personal information for any further purposes.

Council, employees and their immediate family members are not eligible for this draw.

Please enter your First and Last Name: \_\_\_\_\_

Telephone number: \_\_\_\_\_

I agree to the release of this personal information **for the purposes of entering the draw only.**

Yes:  No:

*Note: The information collected in this survey is governed by the Freedom of Information and Protection of Privacy Act (FOIP). As such, the information collected will be compiled in **group form** and will be available to the Council and then to the public. Your name and phone number are being collected solely for the purposes of the incentive draw, and will **not** be included at any time in the survey results. Your name only may be disclosed, should you be the winner of the draw.*

**Please return your completed survey in the postage paid envelope provided.**

If you have any questions about the 2015 Citizen Satisfaction Survey please contact the Town Office at 403-933-4348

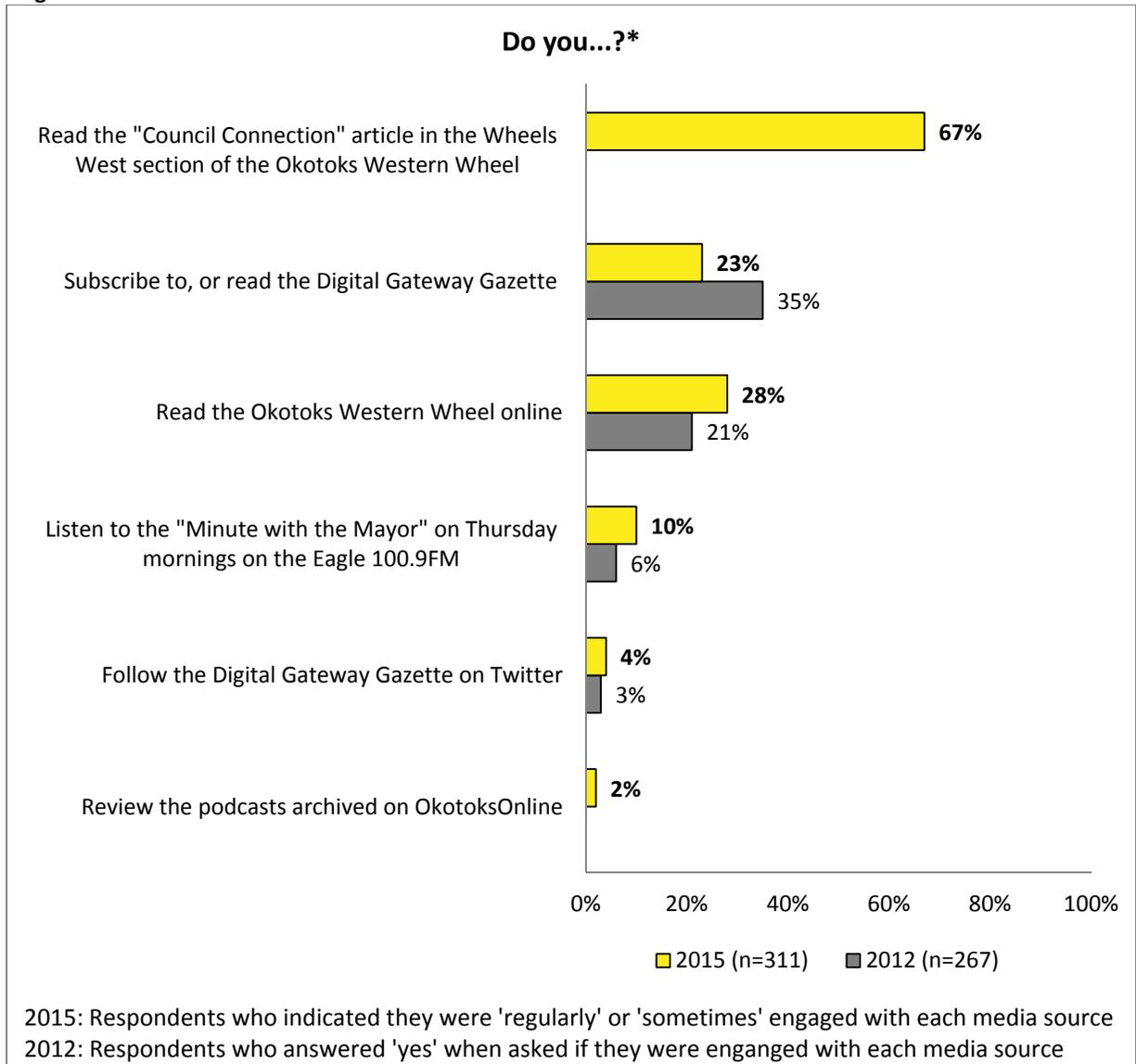


## **APPENDIX B: COMMUNICATIONS**



For the 2012 survey, respondents were asked which newsletters they have used to stay up-to-date with the Town of Black Diamond using a 'yes' or 'no' scale. The scale was changed in 2015, where respondents were asked to identify whether they 'regularly', 'sometimes', or 'never' use each method to stay up-to-date with the Town. Figure I, below represents those who 'regularly' or 'sometimes' used each method in 2015, and those who selected 'yes' to each method in 2012. Because of this change in scale, results are not directly comparable.

**Figure I**



**\*Due to the change in scale, please use caution when comparing the results**