

SOCIAL WELL-BEING SURVEY

QUICK REFERENCE

Questions and Answers

- 1. What is the City's Role in Measuring Social Well-Being?**
 - a. Council's Social Policy (adopted April 2020) commits the City to strengthening social well-being in Airdrie. In order to do this the City needs to understand the current state of social well-being in the community.
- 2. What are we trying to achieve by measuring residents' social well-being?**
 - a. We are trying to ensure Airdrie is a diverse, inclusive, connected, equitable and proactive community for all residents.
- 3. How is this different than the Citizen Satisfaction Survey?**
 - a. The Citizen Satisfaction Survey asks respondents (primarily) how the City is doing. The Social Well-Being Survey will ask respondents how they are doing.
- 4. What other Canadian municipalities have done this? Is this a new initiative?**
 - a. Other Canadian municipalities have measured well-being (often more broadly than social well-being). Other Canadian municipalities have social well-being policies in place. While the specific approach being taken by Social Planning is a unique, Made-in-Airdrie approach, it is in line with work done by other municipalities.
- 5. When will this survey be administered, does it conflict with other surveys?**
 - a. The pilot survey will be launched in Spring 2022. The Social Well-Being Survey does not conflict with other municipal surveys. This will be followed by a full rollout in the fall.
- 6. What is the length of the survey?**
 - a. The Social Well-Being Survey is approximately 76 questions long.
- 7. How often will this survey be administered?**
 - a. In order to ensure that the City has up-to-date information about its residents and the social conditions in Airdrie, the Social Well-Being Survey will be administered every two years.

8. How will this information be collected?

- a. In line with Council's Strategic Priority to Expand and Diversify Citizen Engagement, Social Planning is employing a novel approach to sample selection and survey invitations. Social Planning will work with other municipal departments to obtain a list of all residential addresses in Airdrie, and will randomly select a number of households from this list. Letters will be mailed to the selected households outlining the purpose of the survey, instructions as to which member of the household should respond (the person, aged 15 or older, whose birthday comes up next), and will contain a link to the survey and a PIN tied to the household. This will help ensure that the sample is random, and the results of the survey are generalizable to the population as a whole.

9. Will there be mobile-friendly options?

- a. The online platform that will host the survey (Qualtrics CoreXM) is designed with mobile-friendly options in mind and allows the survey to be previewed in both desktop and mobile options while building the survey.

10. Will there be accessibility options?

- a. Social Planning is taking steps to address accessibility barriers for residents wanting to complete the survey and ensure residents are connected to the appropriate resources to support their individual needs.
 - i. The design of the survey will be tested for compliance with accessibility guidelines (e.g., compatibility with screen readers, ease of response for residents with mobility challenges) using tools included with the online platform.
 - ii. Social Planning will explore translating the survey into a number of additional languages based on available data about languages spoken most often at home for the full rollout.
 - iii. Social Planning will work with service providers in the community to explore options available for residents lacking access to a computer or compatible mobile device for the full rollout.

11. What is the Engagement Plan?

- a. For the pilot survey, the only engagement will be the letter inviting the respondent to participate and explaining the purpose of the study and the reasoning behind why the City is asking these questions.
- b. For the wider rollout, with guidance from Communications, Social Planning will identify ways to build awareness for the project and explore strategies to build excitement among residents with the goal of increasing residents' willingness to respond to the survey.

12. What is the budget?

- a. Social Planning is estimating a total cost of around \$10,000 for the pilot, and this is already included in the department's budget and workplan. The remainder of the already budgeted funds (approximately \$60,000) will be devoted to the larger rollout in the fall.

13. What are some examples of the questions that will be asked?

- a. Some example questions include the following:
 - i. Thinking about your day-to-day experiences over the past year, how often have you been called names, insulted, threatened, harassed because of such things as your race, ethnicity, gender, age, religion, physical appearance, sexual orientation, or other characteristics?
 - ii. Thinking about your day-to-day experiences over the past year, please indicate your level of agreement with the following statement: there are barriers preventing me from fully participating in my community.
 - iii. Thinking about your day-to-day experiences over the past year, please indicate your level of agreement with the following statement: I have friends or family who can provide practical assistance in my everyday life.
 - iv. Please indicate your level of agreement with the following statement: I believe that it is important to financially support charitable organizations.
 - v. Please indicate your level of agreement with the following statement: I am able to access the community resources I need.
- b. Detailed demographic questions will also be asked of all respondents, and will include details not typically collected in municipal surveys (e.g., Indigenous identity, Francophone identity, religion, gender (as opposed to sex at birth), immigrant status, and whether the respondent is living with a disability).