



WHAT WE HEARD **REPORT**

Budget Engagement 2025

PUBLIC PARTICIPATION

Through opportunities like budget engagement, Rocky View County is listening to residents who have shared their top priorities, concerns, and ideas on Budget 2025.

Public engagement for the project started on July 30 and ended on September 16, 2024. Feedback focused on the following areas:

Priority issues and general services for residents:

- Strategy & Vision
- Growth & Development

Service improvements for:

- Public Engagement
- Economic Development
- Permits & Inspections

Engagement was widely promoted through County communication channels and received a total of 1,365 comments from participants — including 507 completed surveys and many comments shared at County Open Houses.

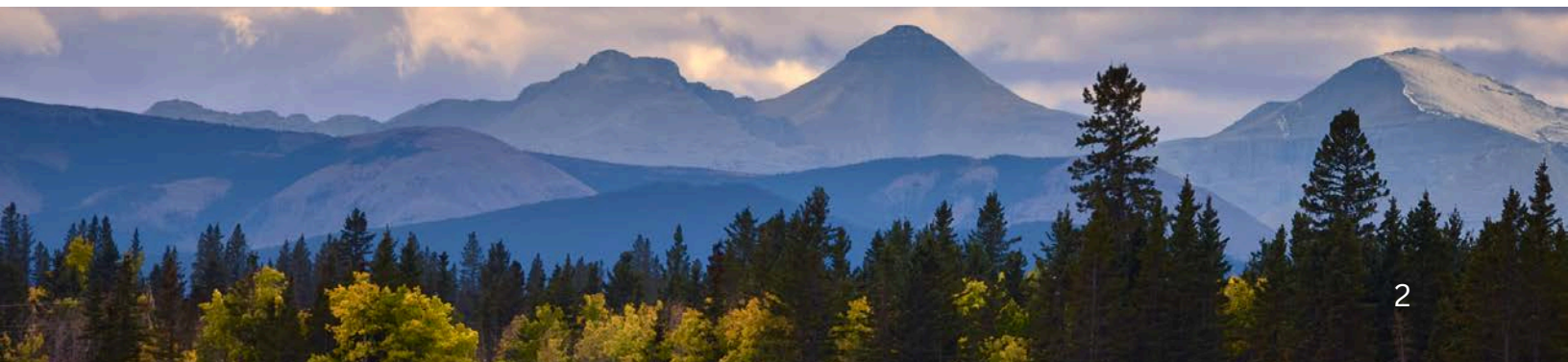
Thank you to all residents who participated in this engagement. All feedback gathered will be shared alongside the draft 2025 Base Budget and used to help inform services.

For more information on public engagement opportunities please visit engage.rockyview.ca.

7
Open Houses

1,365
Comments

507
Surveys



EXECUTIVE SUMMARY

Issues:

We asked residents to share the top issues and services they would like the County to focus on.

Participants requested more frequent grading and pothole repair on County roads and shared concerns about hazardous intersections and traffic congestion.

There were also calls for more affordable senior housing and local healthcare facilities. Participants shared concerns about speeding and reckless driving.

They also expressed a need for more recreational amenities and trails and general opposition to excessive commercial development near residential areas — with requests for stricter development permit processes and more robust infrastructure planning.

Service Improvements:

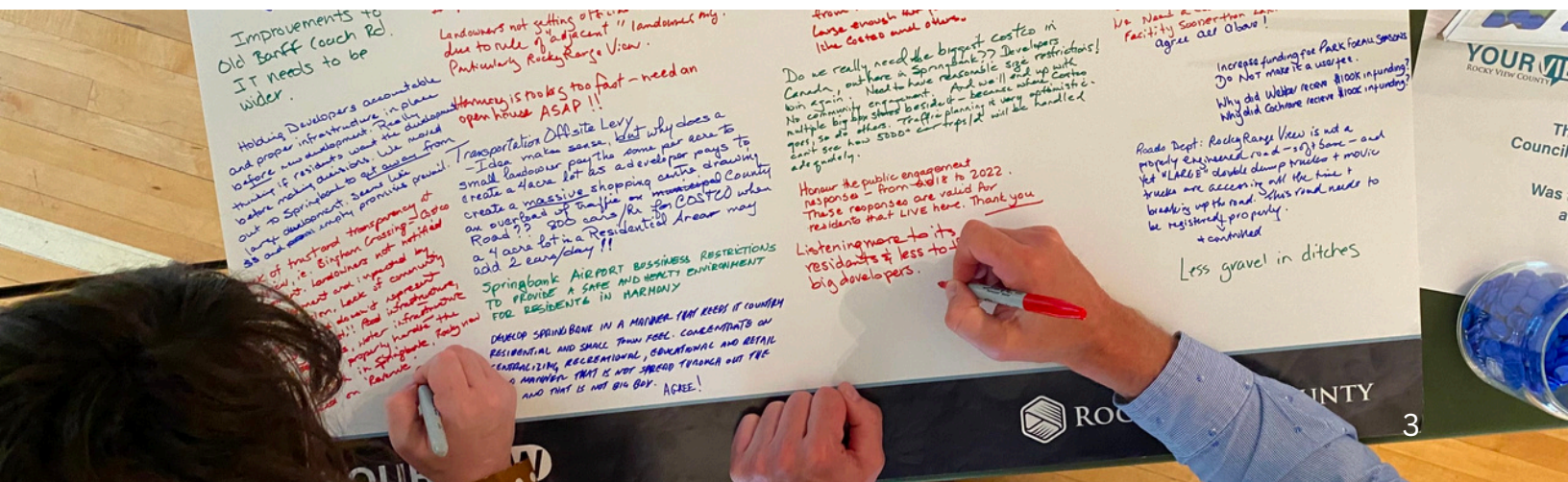
We asked residents for more information on service areas identified as requiring attention in the County's Citizen Satisfaction Survey.

Participants requested more information on County services and advocated for strong financial management and well-managed growth strategies.

They supported more online and in-person engagement opportunities, requesting a more transparent public engagement process.

Participants, primarily in hamlets, advocated for more retail and service-related businesses.

Residents also provided feedback on building permits and inspections, with a focus on processes and timelines.



RESIDENT PRIORITIES

We asked residents, “*What issue would you like the County to focus on?*” 280 participants responded, with the top areas of focus summarized below.

Road Maintenance & Infrastructure:

25% of comments requested more frequent grading and paving of gravel roads and more frequent pothole repair. Participants shared concerns about hazardous intersections and traffic congestion and suggested more overpasses, better signage, and improved line painting.

Traffic Safety & Speeding: 12% of comments included reports of speeding and reckless driving on highways and residential zones — specifically in Langdon. There were suggestions for additional traffic control measures such as roundabouts, rumble strips, and reduced speed limits in high-risk areas.

Public Amenities & Services: 12% of feedback centred around improvements in recreational amenities, specifically in developing more biking and walking trails to connect communities.

Senior Housing & Healthcare: 11% of feedback shared the need for affordable senior housing, local healthcare facilities, and more support services, such as transportation options, for seniors.

Development & Zoning Concerns:

8% of feedback expressed general concerns about development and zoning. This included opposition to excessive commercial development near residential areas and a strong desire to maintain rural life. There was also a request for more transparency, with residents wanting more information on development plans.

Emergency Services: 8% of comments focused on concerns regarding emergency service response times.

Additional comments included opposition to the Glenbow East Dam, management of thistle and foxtail, and the need for improved infrastructure and community amenities, particularly in Langdon.

Residents also expressed a desire for more involvement in County decisions, increased transparency, and education on land use.

Keeping taxes low and promoting community among residents were also noted.

SERVICE AREA IMPROVEMENTS

Public Engagement: Participants shared their interest in engaging and urged the County to be more transparent about how public feedback affects project outcomes and decisions. Participants shared they valued in-person and online engagement opportunities and asked for more workshops, meeting-style engagements, and County presence at community events.

Economic Development: In hamlets, specifically Langdon and Bragg Creek, many participants advocated for more retail and service-related businesses, with a home improvement store being the number one ask. Alternative to this view, many participants advocated for no economic development in their area.

Growth & Development: When asked how growth and development affect their lives, traffic was the leading concern among half of the respondents. There was also a request for more information about County development plans.

Building Permits & Inspections: Participants shared challenges with Rocky View County's building permit and inspection processes. Key issues include complexity, customer service gaps, lengthy processing times, and costs.

Strategy & Vision: Approximately half of participants agreed or somewhat agreed with the County's current goals.

Participants requested more information on services and advocated for strong financial management and well-managed growth strategies.



STRATEGY & VISION



48 surveys
completed



139 comments
shared

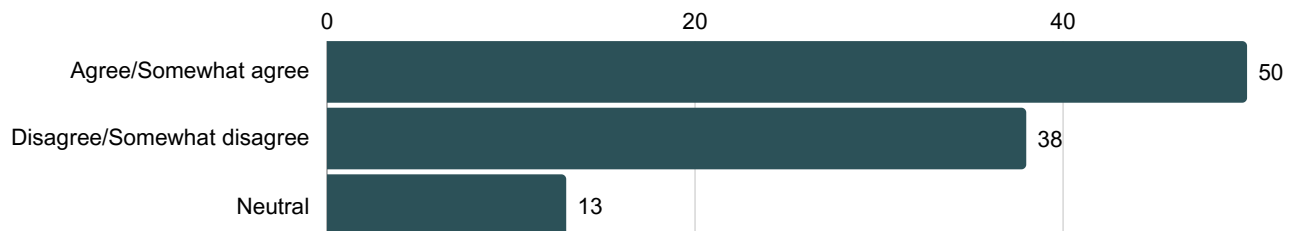
The survey included seven questions, combining multiple-choice and open-ended responses, allowing residents to express their opinions on service delivery, financial management, thoughtful growth, and what the County lifestyle means to them.

Goal One: Effective Service Delivery

The County's service delivery model is designed to support the residential and non-residential experience our communities desire.

- Service levels are clearly defined, communicated and transparent to citizens.
- Services are resourced and delivered to specific groups as intended, and citizens are satisfied with the outcomes.
- Residents are satisfied with public engagement opportunities and availability of information.
- Services are continually assessed for improvements in cost efficiency, effectiveness, and customer experience.

Q1: The goals listed above for effective service delivery serve my needs.



When asked what specific changes residents would like to see in how services were delivered, participants said:

- Improve Communication: 26% say they would like more information and improved communication from the County regarding services and service levels.
- Improve Services: 18% say they would like improved service delivery.
- Emergency Services: 12% say they would like improved emergency services response times.

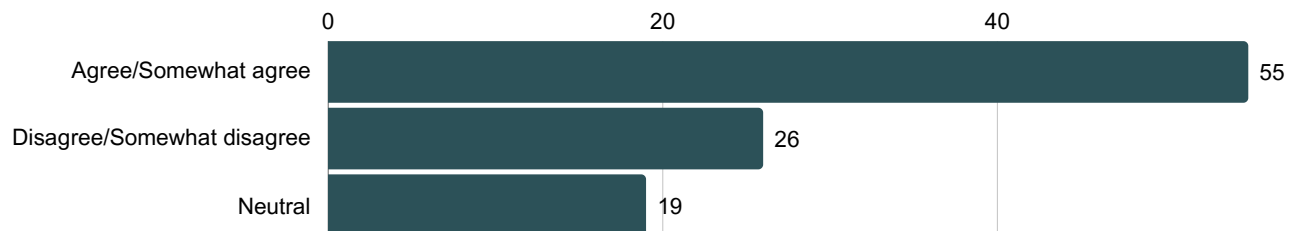
STRATEGY & VISION

Goal Two: Financial Prosperity

The County's strong financial position is an important strategic asset, enhancing our ability to attract diverse opportunities.

- Successfully planning and managing tax revenues between residential and non-residential landowners.
- Ensuring the County remains financially sustainable for future generations.

Q2: The goals listed above for financial prosperity reflect my own vision for the County's future.



When asked what their top priorities were regarding financial prosperity, participants said:

- Fiscal Responsibility and Efficient Spending: 35% stress the importance of prudent financial practices. They advocated for sensible spending to ensure taxpayer money is used efficiently.
- Infrastructure Investment and Maintenance: 25% say investing in and maintaining essential infrastructure is a priority.
- Fair Taxation and Management: 20% call for maintaining fair or lower tax rates, emphasizing equitable tax distribution between residential and business and suggested tax relief for seniors or areas with fewer services.

“Remaining financially sustainable; tax rate remains low; keep asking for feedback, so the county knows where residents want their tax money spent.”



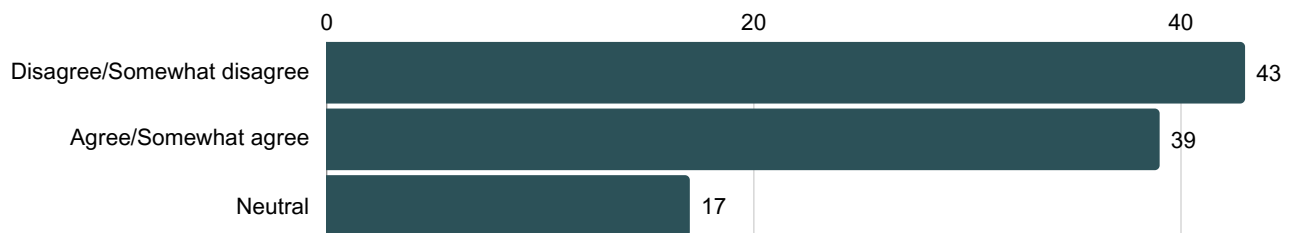
STRATEGY & VISION

Goal Three: Thoughtful Growth

The County's approach to growth aligns with our vision and reflects our desire to support investment and development.

- Clearly defining land use policies and objectives for the County.
- Defined land use policies and objectives are being met and communicated.
- Demonstrating leadership within the Calgary Metropolitan Region Board (CMRB) and leveraging the County's strategy for growth within the regional growth plan.

Q3: The goals listed above for thoughtful growth reflect my own vision for our community's future.



When asked what the County should consider when striving to achieve thoughtful growth, participants said:

- Keep Rural Lifestyle: 24% say they want Rocky View County to preserve its rural character and lifestyle.
- Development: 17% call for careful planning and control over development projects.
- Invest in Infrastructure: 13% want the County to improve existing infrastructure, such as roads and utilities, before allowing further development.

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“There is better communication and public engagement recently. This needs to continue. Ensuring services are continually assessed for improvements in cost efficiency, effectiveness and customer experience are imperative.”

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STRATEGY & VISION

The Rocky View County Lifestyle

Life is different in Rocky View County, and we have a responsibility to preserve the unique lifestyle our residents enjoy while attracting newcomers. Our residents come from all walks of life, yet are bound by a shared desire to engage in what we call a ‘country lifestyle.’ We are responsible for preserving that lifestyle and managing how it evolves. This includes:

- Providing programs and services that make Rocky View County a safe and attractive place to live for existing and potential residents.
- Planning for and responding to the needs of the population’s demographics to maximize the quality of life for those who choose to live in Rocky View County.

When asked what The Rocky View County Lifestyle means to them, participants responded:

- A Rural Lifestyle: 56% say they view the County lifestyle as rooted in rural living, valuing open spaces and a close connection to nature.
- Quiet and Tranquility: 26% say they see life in Rocky View County as peaceful and calm, citing the natural spaces in the County they want to be protected.
- Concerns about Development: 13% are worried that increasing development may erode the qualities that define their lifestyle.

“Rural living, quiet life, walkways and rich animal life. Not found in a city.”



GROWTH & DEVELOPMENT



69 surveys
completed



285 comments
shared

The survey included seven questions, combining multiple-choice and open-ended responses, allowing residents to express their views on overdevelopment, its impact on daily life, and desired improvements in how the County manages growth.

Overdevelopment

Q1: Overdevelopment was a raised as a concern in the recent County survey. If you agree, what are the indicators or signs of overdevelopment in your community?

- Traffic: 33% see an increased traffic volume as a leading indicator of development affecting their lives.
- Housing: 25% see more housing, resulting in an increased population, as an indicator of development affecting their lives.
- Roads: 21% view the increased strain on existing road infrastructure and a perceived decline in maintenance as a pressing issue.

When residents were asked how overdevelopment affected their daily life they said:

- Traffic: 35% say increased traffic on the road is the most significant impact of development.
- Rural Life: 16% are worried the rural life they value is diminishing.
- Noise and Dust: 8% say with population increase, the noise of the area has increased, in addition to dust on the roads due to increases in the number of vehicles.

Q2. What community do you live in or live closest to?

While the survey was conducted County-wide, the highest participation came from:

- Langdon: 26%
- Cochrane: 12%
- Springbank: 9%

“Constant traffic, garbage in ditches, excessive speed, dust, constant noise day and night. When you smell an asphalt plant you truly can’t enjoy the outdoors.”

GROWTH & DEVELOPMENT

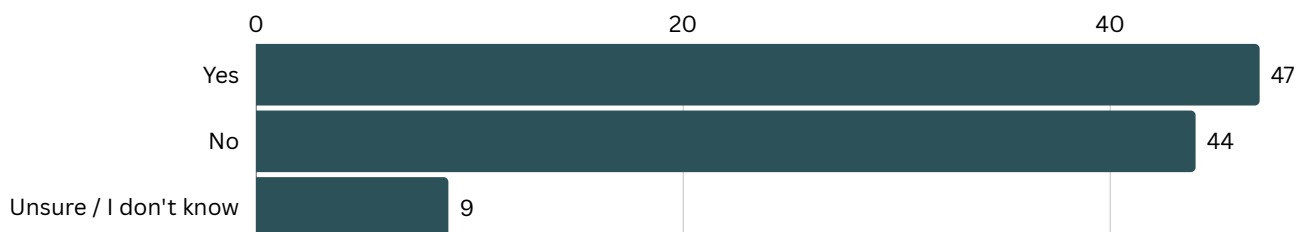
Q3. What specific changes or improvements would you like to see in how the County manages growth and development?

- Road Infrastructure: 32% prioritize improvements to road infrastructure prior to development in order to accommodate increased traffic.
- Limit High-Density Developments and Preserve Rural Character: 16% wish to maintain the rural essence by limiting high-density housing and preserving open spaces.
- Better Communication and Engagement with Residents: 15% say transparency and engagement regarding development plans is paramount.

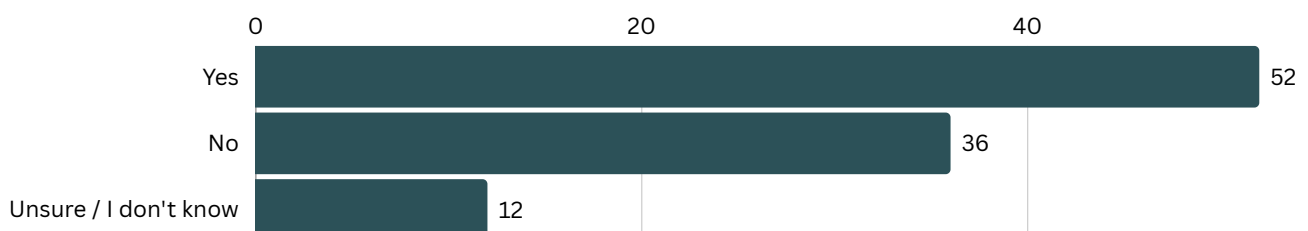
“We would like the infrastructure to be there before building. In the 2 new communities there are only 2 parks, so they are so overcrowded.”

Calgary Municipal Development Plan (CMRB)

Q4: Are you aware of the Calgary Metropolitan Region Board (CMRB) Growth Plan and how it guides growth and development within the County?



Q5: Would you like more information on the growth plan or other County plans that guide growth and development?



GROWTH & DEVELOPMENT

When asked what kind of information and updates they would find the most helpful, and how they would like to receive this information, participants said:

- Development Plans: 45% want detailed updates on the County's current and future development projects.
- More Information: 28% have a general desire for increased transparency and data.
- Mail: 21% prefer receiving information via postal mail.
- Email: 17% value email for its convenience and immediacy.
- Website and Paper Materials: 10% want these additional channels for accessing information.

“All updates. What your plans are going ahead. Mail or Rocky View times for the seniors who are not tech savvy and Rocky View County website.”



PUBLIC ENGAGEMENT



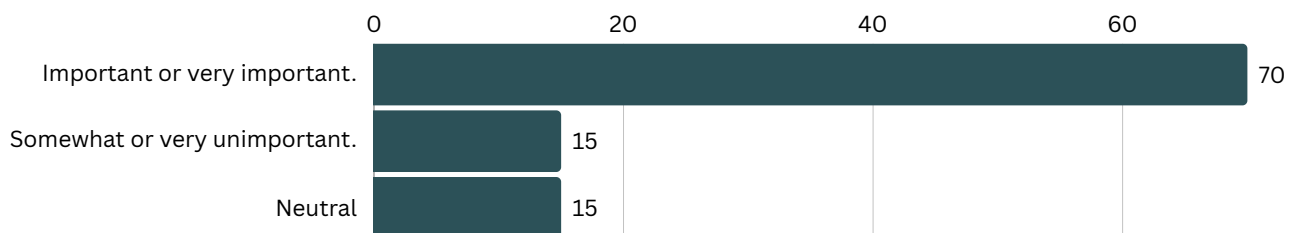
110 surveys
completed



134 comments
shared

The survey included 11 questions, combining multiple-choice and open-ended responses, allowing residents to express their views on engagement within the County and sharing how they would like to participate in engagements in the future.

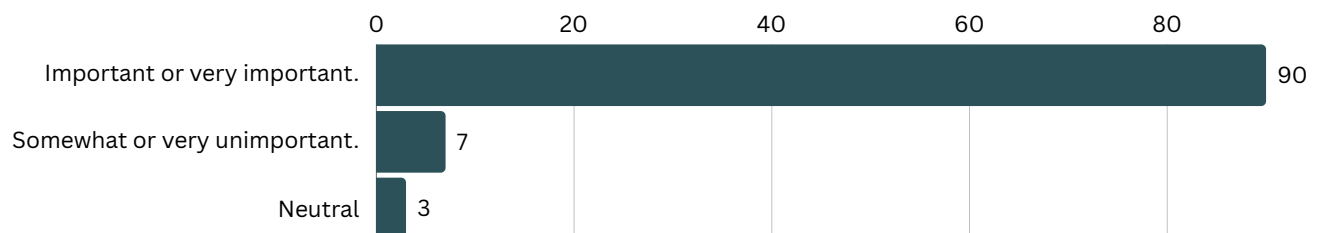
Q1: How important are in-person engagement opportunities (such as locally held open houses or meetings) to you?



When asked their preferred in-person engagement opportunities, participants said:

- Open houses: 60%
- Meetings or workshops: 46%
- County attendance at community events: 41%
- County engagement opportunities with multiple engagement options: 42%

Q2: How important are online engagement opportunities (such as digital surveys, open forum discussions, or quick polls on social media) to you?

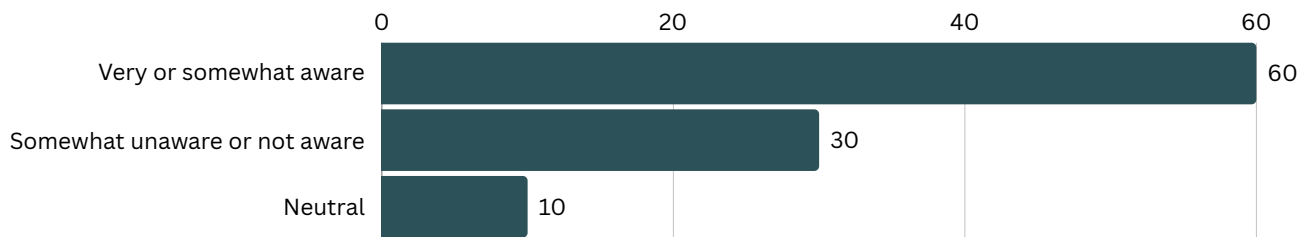


When asked their preferred online engagement opportunities, participants said:

- Online surveys: 85%
- Quick polls on social media: 41%
- Online discussion forums: 37%
- Online meetings or workshops: 26%

PUBLIC ENGAGEMENT

Q3: Are you aware of the engagement opportunities that are important to you?



When asked about their preferred methods for learning about engagement opportunities residents said:

- Social media: 35%
- Email: 31%
- Mail: 23%
- Road signs: 19%

Q4: Did you find the engagement process clear and understandable?



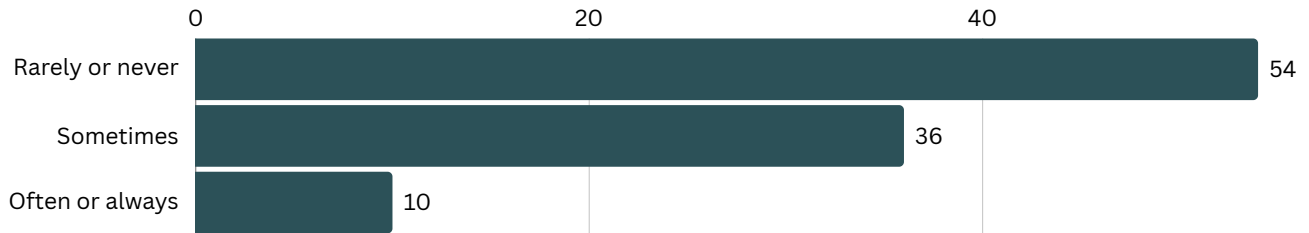
When asked what could improve clarity in the engagement process, participants said:

- Improved Communication: 17% want clearer and more regular communication about engagements from the County throughout the process.
- Communicate Results: request that engagement results be communicated with the public (e.g. "What We Heard" and "What We Decided" reports.).
- Simplify the Process: 13% suggest plainer language be used in engagements for clarity.
- Additional Requests included more time to participate and more information on projects.

“Explain to us in plain language what it is you plan, what feedback you need and the reasons why you suggest supporting a project.”

PUBLIC ENGAGEMENT

Q5: In your experience, does the County share the project outcomes, including how your feedback was used?



To improve reporting on engagement outcomes, participants suggested the County could:

- Provide Real Results: 30% would like the engagement results shared with the public.
- Increase Transparency: 23% would like to know more about how their feedback has affected outcomes and decisions.
- Use Social Media and Newspaper: 13% would like to be updated in the Rocky View Weekly or social media.

To improve the engagement process overall, participants indicated the County could:

- Provide Results: 29% want the County to report its findings and explain what is being done in response to public feedback.
- Provide Transparency: 29% believe the County needs to be more transparent with its engagement processes with more information on why they are conducting the engagement.
- Listen More: 10% would like the County to listen to residents and act on their recommendations.

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“I think if the public knew that they were being listened to and heard by way of seeing the results of their efforts, then more people would be interested in engaging. It just seems that we voice our concerns, ideas, and suggestions but they don’t seem to make an impact or create the desired change or effect.”

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ECONOMIC DEVELOPMENT



69 surveys
completed

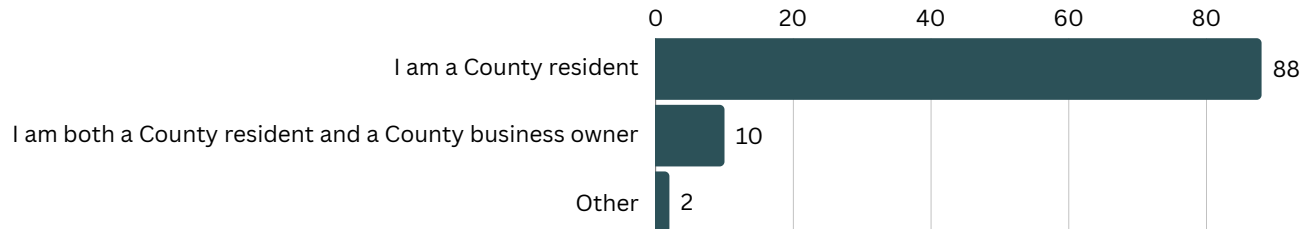


318 comments
shared

The survey included six questions, comprising multiple-choice and open-ended responses. The focus was on understanding residents' preferences and needs for economic growth, focusing on the types of businesses and services they would like to see in their communities.

Demographics

Q1: Which option best describes you?



Q2: What community are you a part of, or do you live closest to?

While the survey was conducted County-wide, the highest participation came from:

- Langdon: 33%
- Bragg Creek: 17%
- Springbank: 12%

Q3: Are there local businesses near your home that you support? If yes, what makes you support them?

- Location: 32% say they support local businesses due to their proximity and ease of access.
- Support Neighbors: 23% say they support local businesses to help support neighbours in their community.
- Food Establishments: 13% say local restaurants and food shops are the businesses they support the most.
- None: 13% say they do not support local businesses.

ECONOMIC DEVELOPMENT

Q4: What additional types of retail businesses would benefit your family and your community? (e.g., grocery stores, clothing stores, home improvement stores).

- Home Improvement Stores: 35% say they would like a hardware and building supply retailer in their community.
- None: 25% say they would prefer to keep the area rural without additional retail development.
- Grocery Stores: 22% say they would like more local options for food shopping.
- Clothing Stores: 19% say they have an interest in clothing retailers to meet local needs.

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“Yes! I try to support local where I can, as they contribute to the vibrancy of our community. I support local businesses because they are small, but their impact is big, they are conveniently located, they are business and therefore committed leaders.”

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ECONOMIC DEVELOPMENT

Q5: What additional types of service-related businesses would benefit your family and your community? (e.g., vet clinics, hair salons, car repair shops).

- None: 23% say they would prefer no further service-related development to maintain the rural atmosphere.
- Medical Services: 20% say they want more medical facilities and healthcare providers.
- Auto Repair Shops: 18% say they would like vehicle maintenance services within the community.
- Recreation: 12% say they are interested in facilities promoting fitness and recreation.

“None for me. I like the rural part of my life. And within 20 to 30 kilometres from our house we have those services.”

Q6: Creating local jobs, attracting visitors, and providing goods and services to residents and visitors are key components of economic growth and sustainability. What additional type of industry or businesses would you like to see in Rocky View County that would benefit the County as a whole?

- Recreation Facilities: 22% are interested in recreational amenities like sports complexes and gyms.
- None: 17% say they want to preserve the County's rural nature and are cautious about new developments.
- Tourism: 8% support industries that boost tourism while respecting the environment.

“Small to medium industries in various hamlets to bring jobs (not giant warehouses —keep those in designated industrial areas).”



BUILDING PERMITS & INSPECTIONS



80 surveys
completed



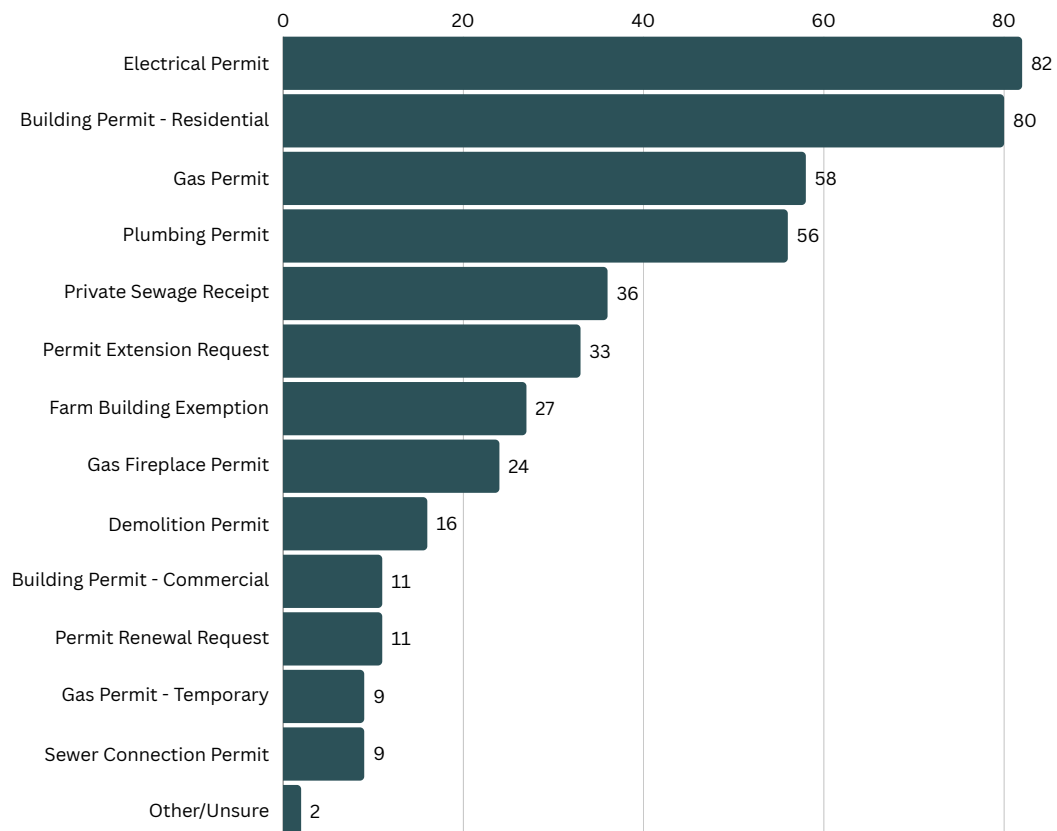
209 comments
shared

The survey included multiple-choice and open-ended questions, with the open-ended responses aimed to gather feedback on residents' experiences.

Q1: Have you obtained a building permit from the County in the last two years?



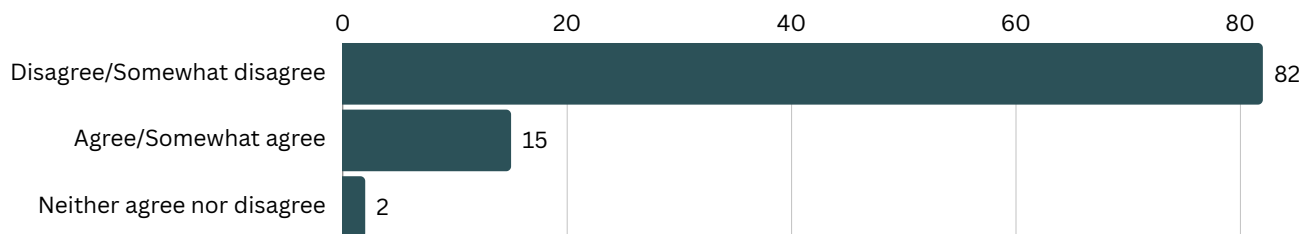
Q3: Permit Type:



BUILDING PERMITS & INSPECTIONS

Clarity and Simplicity of the Process

Q4: Please rate your level of agreement based on the following statement: My experience getting a building permit or a sub trade permit was clear and uncomplicated.

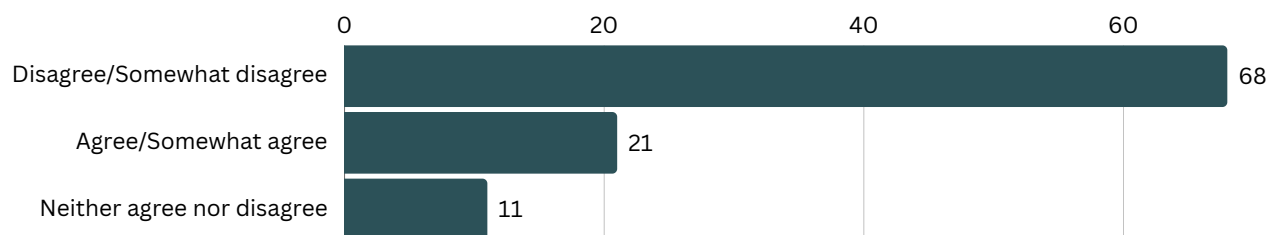


When asked if there was any more information on how they regarded their experience, residents said:

- Complexity and Delays: 25% describe the permitting process as lengthy and complex.
- Need for Clearer Information: 20% found they received varied information depending on the staff member who assisted them.
- Improving User Experience with MyBuild Portal: 15% noted the portal could be more intuitive, and they expressed a need for additional support and user guidance.

Responsiveness of the County

Q5: Please rate your level of agreement based on the following statement: While going through the process of getting a building permit or sub trade permit, I found the County responsive to my questions and needs.



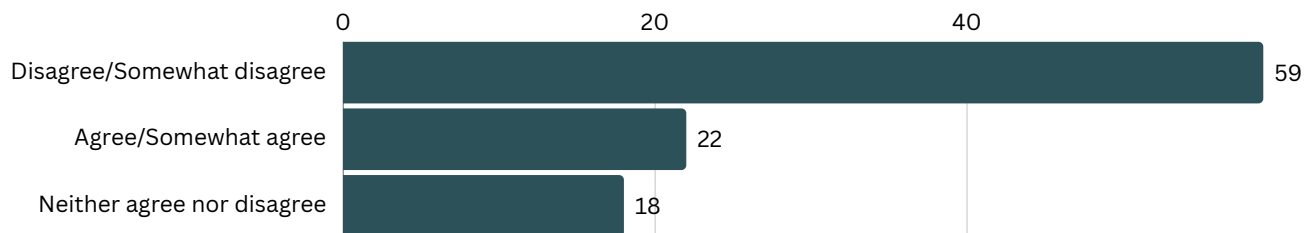
BUILDING PERMITS & INSPECTIONS

When asked to provide any additional information about how they rated their experience, residents said:

- Responsiveness: 30% say that response times and the quality of answers varied.
- Clarity in Communication: 20% feel that communications could sometimes be unclear or generic.
- Consistent Support: 15% say they had varied experiences depending on the staff member who assisted them.

County Website

Q6: Please rate your level of agreement based on the following statement: I was able to easily find the relevant information necessary for my application on the County website.



When asked to provide additional information on finding relevant information on the County website, residents said:

- User Experience: 40% found the website challenging to navigate.
- Accuracy of Information: 30% say that online resources could benefit from regular updates and clearer instructions, especially for non-professional users.
- Clearer and More Comprehensive Information: 15% say that more detailed, step-by-step instructions and linked forms would be helpful.

“Finding rules, and bylaws required extensive digging through long pdf documents online.”

BUILDING PERMITS & INSPECTIONS

MyBuild Portal

Q7: Building Services uses a portal called MyBuild for processes. Please rate your level of agreement based on the following statement: I found MyBuild made the application experience easy and transparent.



When asked to provide additional information about their experience with MyBuild, residents said:

- User-Friendliness of MyBuild: 30% say that while the portal has improved efficiency, navigation and ease of use could be improved.
- Support for Non-Digital Users: 25% prefer in-person support over an entirely online system, wanting alternative access options or additional guidance.
- Reliability of System: 20% experienced occasional issues with uploading documents, and accessing updates.

Q8: Rocky View County maintains provincial standards to keep permitting costs to 1% of total construction costs. Please share any additional costs — or concerns about costs — related to obtaining a Building Permit you would like the County to know about.

- Transparency in Fee Structure: 35% expressed concerns about perceived high costs, particularly for minor adjustments, wanting greater transparency in cost breakdowns.
- Unexpected Fees: 20% indicate that additional fees, particularly for engineering and planning, were sometimes unexpected, which impacted their budgeting.

BUILDING PERMITS & INSPECTIONS

Q9: What other information would you like Building Services to know about your experience?

- Simplified Processes: 25% say they want the permitting process to be simplified and made more accessible.
- Communication Improvements: 20% want enhanced customer service and more consistent communication.
- Flexibility for Different Project Types: 15% say requirements for their project sometimes felt rigid.

“It was very difficult to deal with a computer and not a human being. Especially if I had questions or was looking for "guidance.”





THANK YOU

Thank you to all residents who participated in public engagement on Budget 2025!

This report will be presented to the Rocky View County Council along with the draft base budget during a Special Council meeting in late November, 2024.

During the Special Council meeting on Budget 2025, members of the public can share their views directly with Council. Information on the date and time of this meeting will be available at www.rockyview.ca.