



News Release
August 30, 2019

Statistically Representative Citizen Satisfaction Survey Will Gather Public Input from Ponoka Citizens in September

(August 30, 2019 – Ponoka, Alberta) – As part of its annual public consultation and planning process for the 2020 Town Budget, the Town of Ponoka will be gathering public input through a statistically representative Citizen Satisfaction Survey in September.

The telephone survey will be an important part of the Town's public consultation process on the 2020 Town of Ponoka Budget. It will be conducted by a professional research firm, Ipsos, using random telephone dialling along with a careful survey design and methodology to achieve accurate and reliable results that represent the views of the community as a whole.

The telephone survey will begin on September 13 and continue for about two weeks. The survey will gather input from a representative sample of Ponoka citizens to determine their views on topics such as the quality of life in the community; satisfaction levels with municipal services; and priorities that citizens would like Council to consider as it begins the 2020 Budget deliberation and planning process.

Ponoka citizens will be randomly selected to participate in the survey. Citizens who receive a phone call from Ipsos are encouraged to participate in the survey to provide their input and add their voice to the Town's decision-making processes.

Previous Town Budget surveys have been based on a self-selection model that invites citizens to fill out the survey online or at a Budget Open House that they choose to attend. In order for the survey to be statistically valid and represent the views of the community as a whole, it must randomly invite citizens to complete the survey.

Mobile Budget Consultation Sessions

In addition to conducting the Citizen Satisfaction Survey, the Town is also inviting citizens to drop in at any of the following Mobile Budget Consultation Sessions being held at various public events and locations around Ponoka over the coming weeks:

- **Wednesday, September 11** at the curling rink in the Ponoka Arena Complex from 9 a.m. – 1 p.m. during the Ponoka Farmer's Market
- **Monday, September 16** at the old library (5110-48 Ave.) from 4 – 7 p.m. during the Ponoka Community Market
- **Thursday, October 10** at a Coffee with Council event being held in the main floor lobby of the Ponoka Civic Building (5604-50 St.) from 5 – 7 p.m.

The Budget Consultation Sessions will feature information displays about the budget planning process and will provide citizens with the opportunity to ask questions, share ideas and offer input on the upcoming budget. A few members of Town Council and Administrative staff will attend each session to answer citizens' questions. Citizens will also be invited to fill out a Citizen Feedback Form to share ideas and input that they would like Council to consider as it prepares to deliberate the 2020 Budget.



Public Consultation a Key Part of Budget Planning Process

“The statistically representative survey and the Mobile Budget Consultation Sessions are an essential part of the budget planning process,” says Ponoka Mayor Rick Bonnett. “Inviting public input and having survey results that reflect the views of the community as a whole helps Town Council to make more informed and thoughtful decisions that reflect what residents value most,” says Mayor Bonnett.

Citizen input gathered through the Citizen Satisfaction Survey and the Mobile Budget Consultation Sessions will be summarized and presented to Town Council for careful review and consideration as Council prepares to deliberate the annual Town Budget in November. A summary of the citizen input will also be shared with the public.

Citizens who cannot attend any of the Mobile Budget Consultation Sessions will be able to view the information displays and fill out a Feedback Form on the Town website at www.ponoka.ca in September and October. Paper copies of the information displays and Feedback Form will also be available at the Town Office (#200, 5604-50 St.) during the same timeframe.

Ponoka citizens are invited to attend Town Council budget deliberation meetings beginning at 9 a.m. on November 20 and 21 in Town Council Chambers on the third floor of the Ponoka Civic Building when Council meets to discuss and deliberate the details of the 2020 Budget.

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