

## Landmark Public Participation Survey Summary

The 2023-2026 Strategic Plan identified *Building our Tourism Sector* as one of Council's four main priorities. Council indicated it would like to see a notable downtown landmark or attraction developed in support of this goal.

Public Participation leads to better decisions, and is a shared responsibility of Council, Administration and the community at large.

A landmark has the potential to be highly visible within the community, so Council can expect sensitivities around cost and cultural considerations. With these two points at the forefront, Council directed Administration to conduct a public engagement plan between June and August 2024.

At Council's direction, members of the public were consulted over the summer months.

While the Town has an obligation to inform and invite community members for feedback, members of the public also have a responsibility to receive and understand information and participate in public engagement opportunities.

By that measure the public input survey was a success, tallying 617 responses in two months with a high completion rate (meaning those who started the survey tended to answer all questions).

The survey was available in digital and paper formats, and widely circulated via the utilities newsletter, email to subscribers, social media and Coffee with a Councillor sessions.

The vast majority of the 617 respondents were overwhelmingly opposed to the construction and expense of a new landmark.

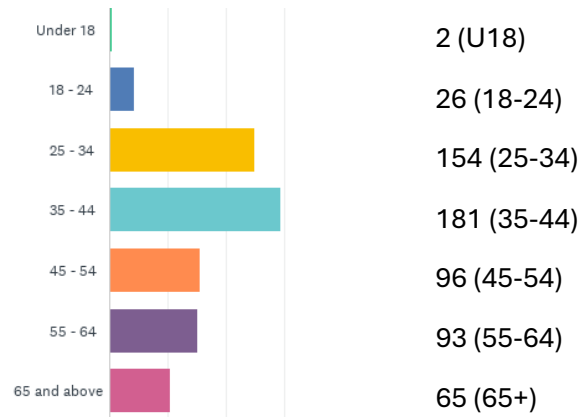
Following cost, the most frequent reason for opposition was that respondents felt the Town already has a landmark (or several). They identified the Helen Hunley Memorial Park and David Thompon canoe sculpture, Big Rock, National Historic Site and the fort-themed entrance signs as existing landmarks for the Town.

Council must weigh the input received along with other factors relevant to the decision to develop a landmark attraction.

*The survey responses have been anonymized and aggregated by the Town of Rocky Mountain House Communications Department.*

---

**Q1 What is your age group?**



---

**Q2 Where do you live?**

88 per cent of respondents live in Town.

---

**Q3 How long have you lived in Town?**

66 per cent of respondents have lived in Rocky Mountain House more than 10 years.

---

**Q4 In your own words, how would you describe the identity of the Town of Rocky Mountain House?**

opportunities first say want Small amenities last current adventure enough expensive  
think identity already Last stop building home go offer lacks Stagnant spent areas  
Gateway west residents think driving lot wonderful growth close  
Gateway tourists roads fur trade things natural  
Gateway west country really history strong  
businesses one small town country Rocky nothing  
beautiful don t need gateway mountains town  
adventure begins community stay people historical  
landmark along great well identity heading mountains  
Main Street good dying town west country tax money cities  
Rocky Mountain House families focused dying place friendly S years  
live quiet something facilities know town council potential oil town also attraction  
SEE maintained tourism wasted Waste money new promote work way Nice back  
Gateway Rockies

*Note: responses have been anonymized and aggregated*

---

**Q5** What aspects of the Town's identity should a potential landmark represent?

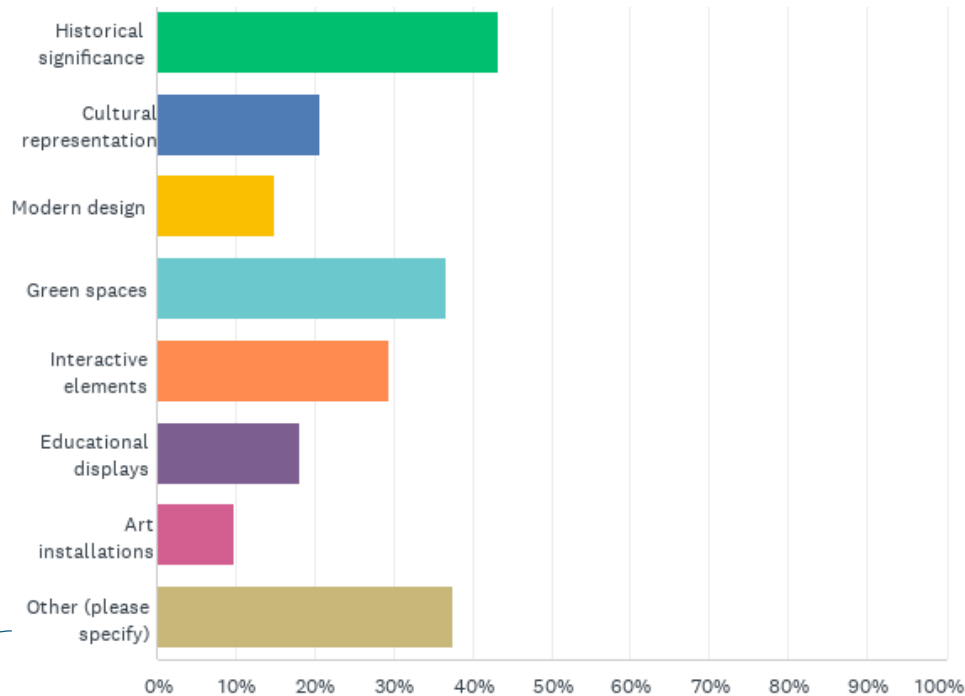
need one bring people town necessary waste tax payer Nothing National Historic Site Streets  
 business town S new landmark t need one first big rock plan don t dont roads use  
 fix lots spend money build waste money enough money  
 Something needs instead don t need recreation town  
 People landmark need new landmark None community  
 spent please already going better facilities think landmark will  
 need landmark taxpayers t need landmark statue museum agree  
 one even Fix roads area Bigger land mark need another landmark landmark canoe  
 things Put money dollars t need another Want tax payer dollars tax dollars

*Note: responses have been anonymized and aggregated*

**Q6** Would you like to be involved in further consultation processes about the development of a landmark?

213 respondents answered yes and were invited to answer Q7 through Q14.

**Q7** What features do you think are most important for a potential landmark?

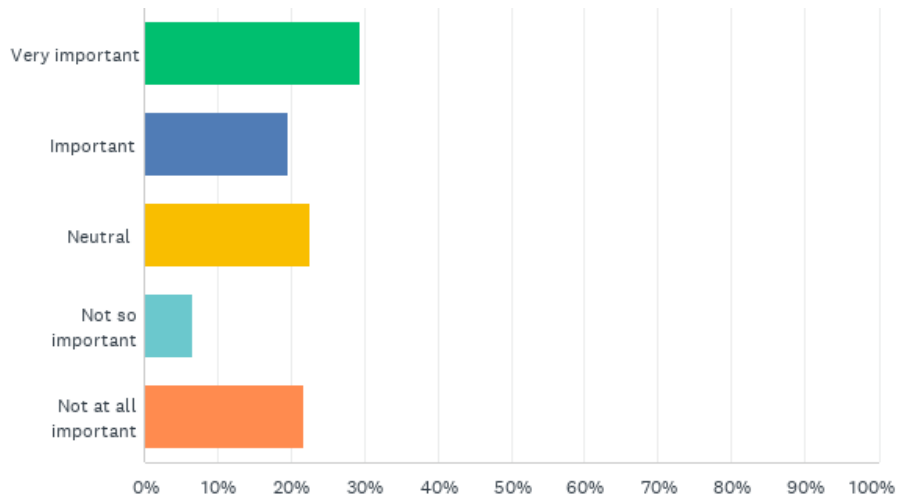


tax don t think waste money think don t businesses None building  
 landmark Don t waste need spend money town  
 t waste money people best money new landmark one necessary already

*Note: responses have been anonymized and aggregated*

---

**Q8** How important is it for a landmark to reflect the Town's heritage and history?



---

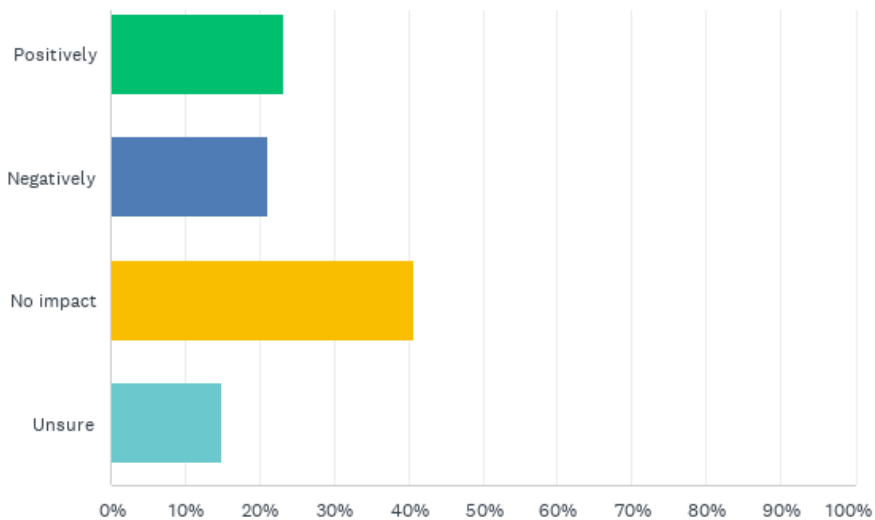
**Q9** Are there any specific historical events or figures you believe should be commemorated by a landmark?

MUSEUM Thompson Charlotte Small Big Rock Historic Park town Indigenous fort  
something David Thompson canoe already  
mountain Rocky need fur trade David Thompson Charlotte landmark use

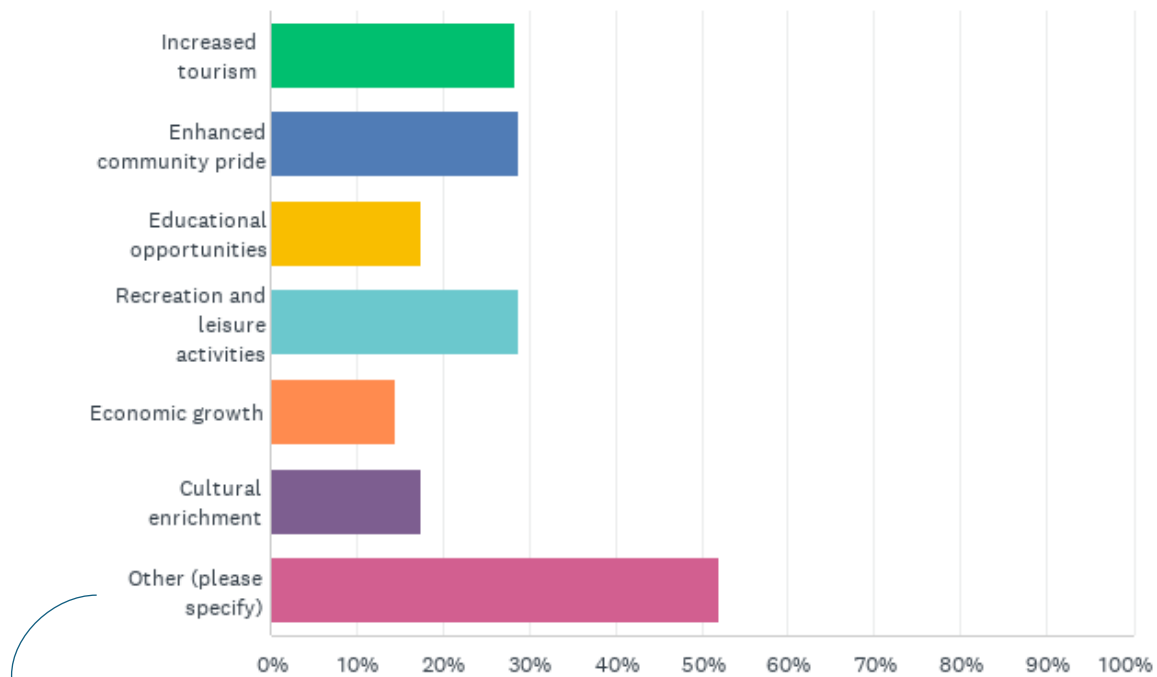
*Note: responses have been anonymized and aggregated*

---

**Q10** How do you think a new landmark will impact the Town's economy?



**Q11** What potential benefits do you foresee a new landmark bringing to the community?



help see benefit Absolutely actually waste money t things spend money  
 waste tax payers money one benefit see landmark  
 use None roads town don t need new landmark  
 Nothing zero benefit think people Will taxpayers already community

*Note: responses have been anonymized and aggregated*

**Q12** Do you have any specific suggestions for the design or features of a landmark?

want Don t waste Bigger Main Street Creating don t museum wall roads canoe one display  
 park historical better Use see money already attract people town  
 big rock landmark already exists need wasting money build  
 waste taxpayers money something tourism people history spend looking  
 Spend money unique trails think really s area Better road street green space  
 David Thompson

*Note: responses have been anonymized and aggregated*

---

**Q13** Are there any concerns or potential issues you foresee with the development of a landmark?

many tax payers money USED one will time tax dollars feel towards much develop roads even  
money spent put Vandalism natural people tourism Yes Parks see  
instead think taxes money want see community nothing cost  
unnecessary landmark areas town fixing need  
another landmark waste money waste tax payers something  
improve will work Rocky lot make allocated things residents spending  
new S want spend money actually first dying funds fix roads ONE don t need go  
money better used don t better

*Note: responses have been anonymized and aggregated*

---

**Q14** If you would like to receive emailed updates about this project, enter your email address here.

Fourteen per cent of submitted addresses were spam.

---