



2013 Citizen Satisfaction Survey

February 11, 2013

Banister Research & Consulting Inc.



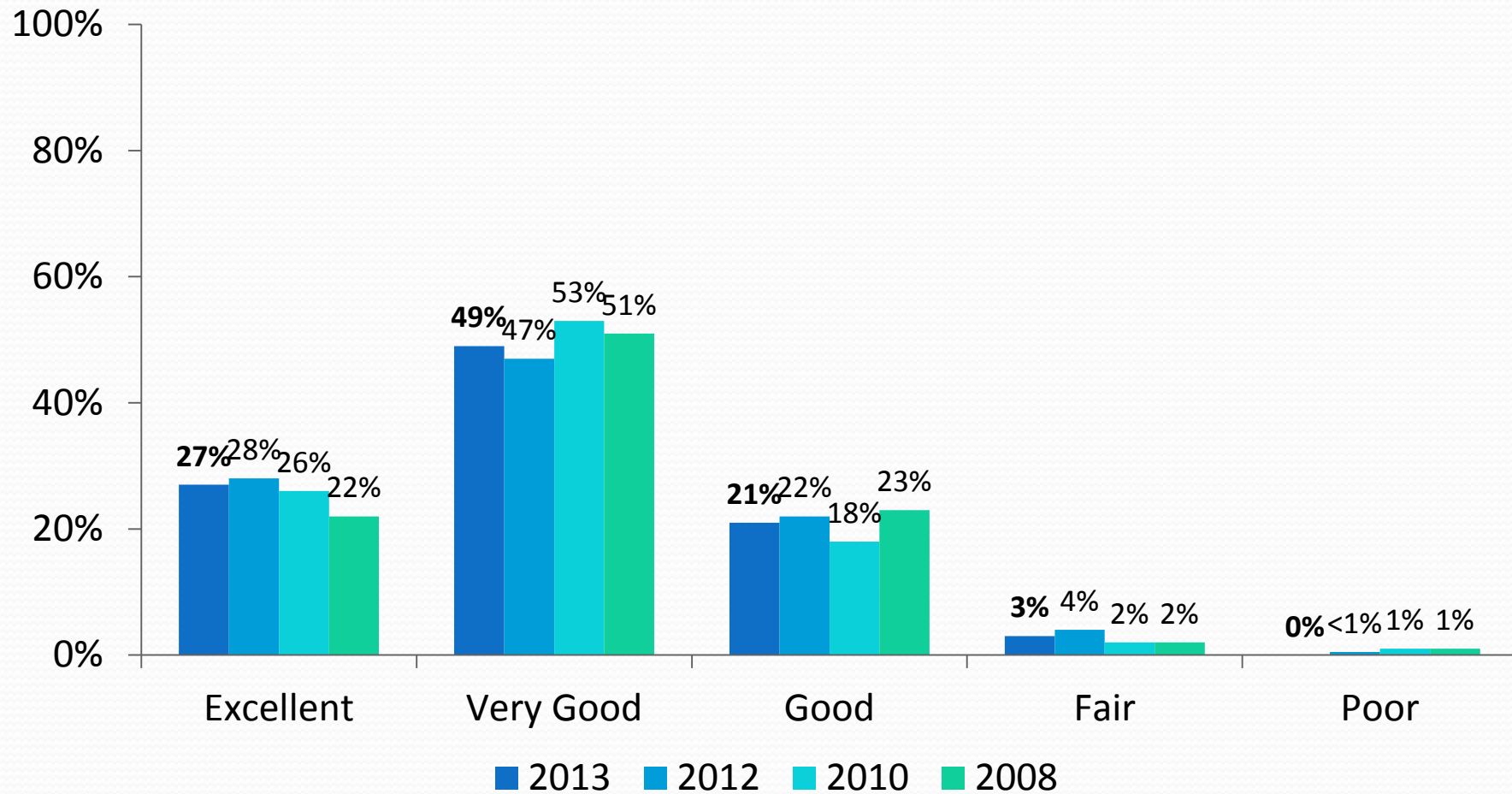


Study Background

- The findings from this survey will provide insight to the City of Leduc into the perceptions and opinions of residents across a number of issues including:
 - Overall quality of life in the City including an assessment of how well the City is managed;
 - Issues of importance facing the City;
 - Satisfaction with, and importance of, various services and facilities offered;
 - Value of property taxes, including perceptions on quality of service received; and
 - City communications.
- The following outlines the findings for the 2013 City of Leduc Citizen Satisfaction Survey.



Quality of Life in the City of Leduc



n=400



Factors Contributing to a High Quality of Life

What are the **THREE** most significant factors contributing to a **HIGH** quality of life in the City of Leduc?
TOP MENTIONS

	Percent of Respondents* (n=400)			
	2013	2012	2010	2008
Recreation facilities / Leduc Recreation Centre	34	34	36	20
Location / close to Edmonton / airport / Nisku	22	25	21	23
Parks / multi-way path system	22	25	17	12
Good shopping	21	16	20	14
Size / is small	18	18	19	23
Good services	14	12	12	10
Small town atmosphere	13	11	10	12

*Multiple mentions



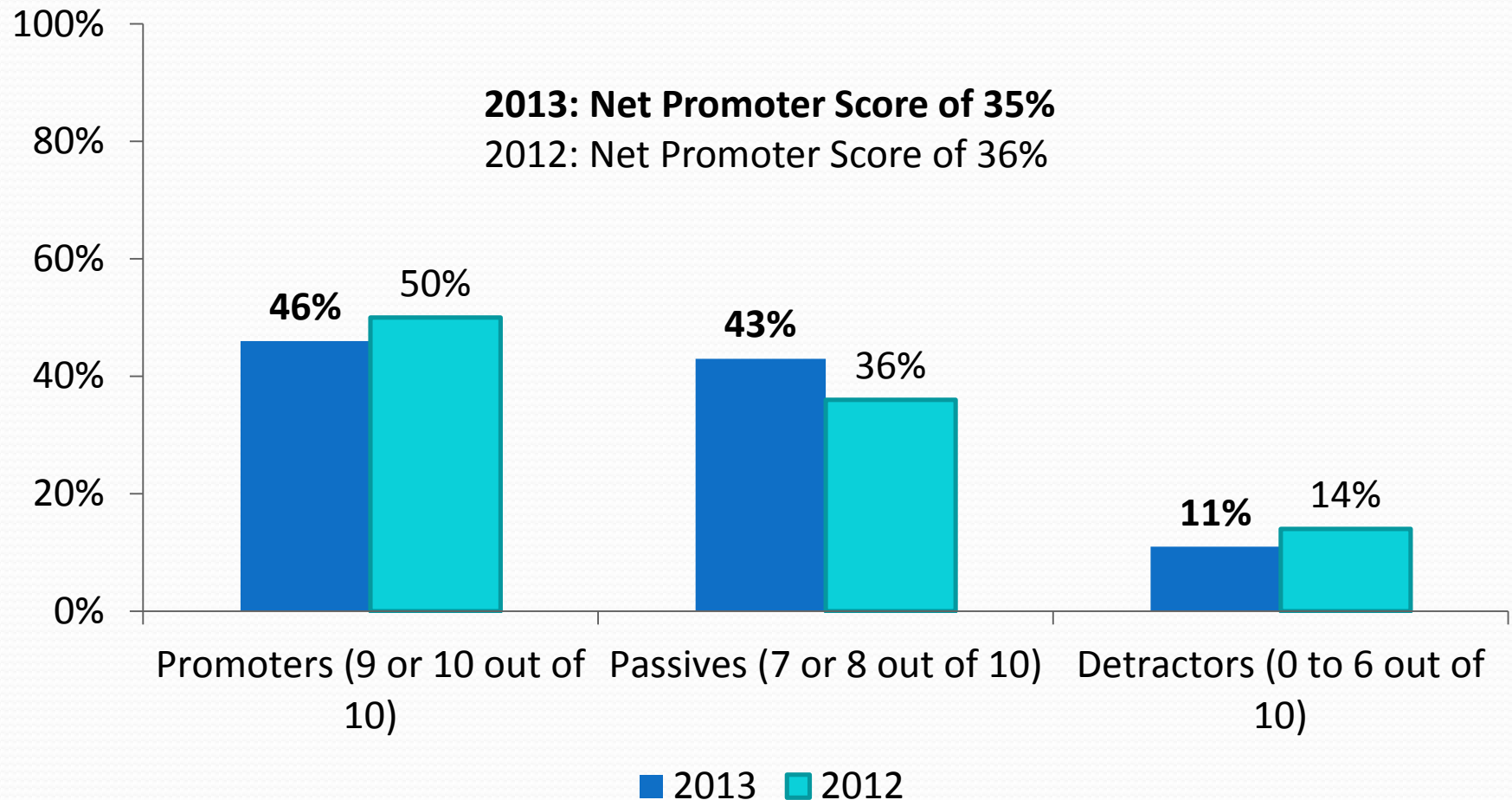
Factors Contributing to a Low Quality of Life

What are the **THREE** most significant factors contributing to a **LOW** quality of life in the City of Leduc?
TOP MENTIONS

	Percent of Respondents* (n=400)			
	2013	2012	2010	2008
Traffic congestion / speeding	22	16	13	6
Lack of variety of businesses / shopping / restaurants	10	11	8	6
Lack of public transportation / bus system	10	11	15	12
Noisy / airplane noise / traffic noise	8	8	5	7
Crime / drugs / vandalism	7	7	9	11
Snow removal / street cleaning	7	6	16	5
High taxes	6	6	9	10

*Multiple mentions

Would you recommend the City of Leduc to others as a place to live?



n=400



Leduc's Strengths and Unique Features

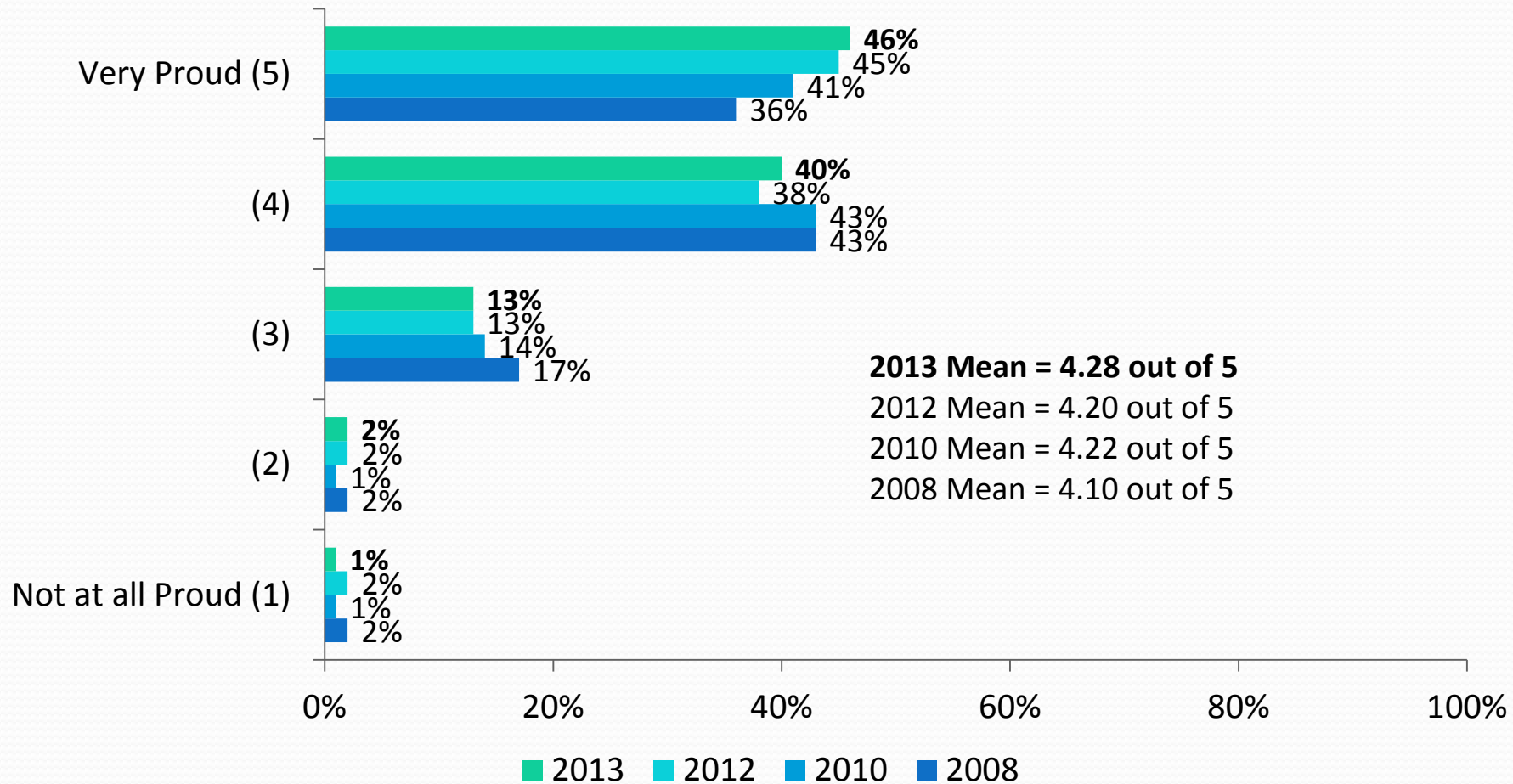
What do you consider Leduc's strengths and unique features? TOP MENTIONS

	Percent of Respondents* (n=400)			
	2013	2012	2010	2008
Location / close to Edmonton / airport / Nisku	31	34	35	30
Lots of recreation / good recreation facilities	24	27	24	14
Leduc has everything you need / all the amenities / are close	16	9	16	8
Nice parks / pathways / multi-ways	15	15	16	18
Small town atmosphere	13	11	16	14
Is a small town	13	10	12	10
Community togetherness / spirit / events	11	12	8	9

*Multiple mentions



Pride in Being a Resident of Leduc



n=400

Priorities Facing City Council

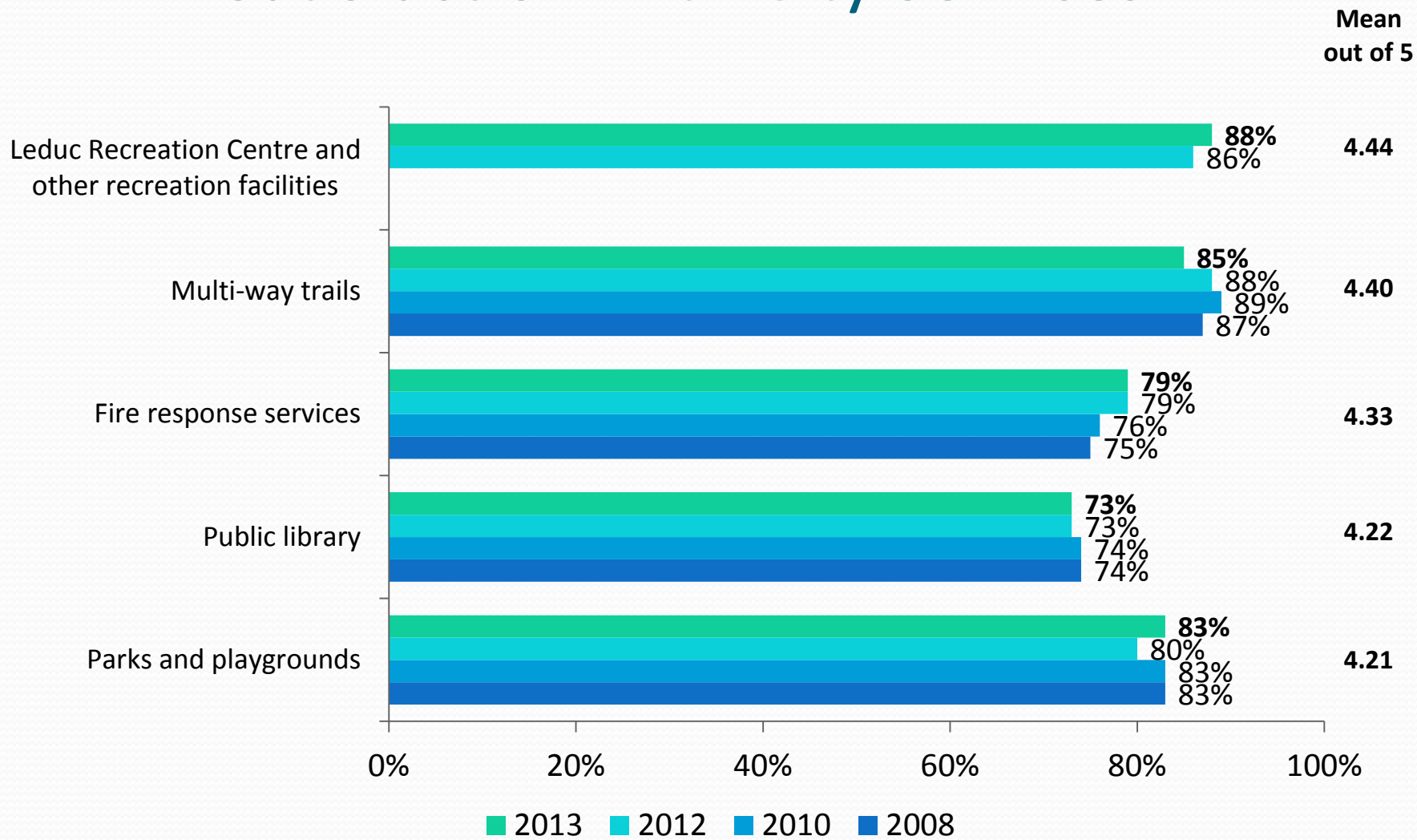
What are the most important priorities facing the City of Leduc Council today? TOP MENTIONS

	Percent of Respondents* (n=400)	
	2013	2012
Managing population growth / development / maintaining small town atmosphere	26	23
Keeping taxes low	11	8
Road maintenance / services / development	11	7
Keeping up / maintaining infrastructure	11	5
Budget control / spending	9	8
Traffic control and improvement	7	6
Emergency services	5	3
Education / more schools	4	5
Lack of public transportation (local and commuter)	3	3
Maintaining services / amenities	3	-
Don't Know/No Response	20	28

*Multiple mentions

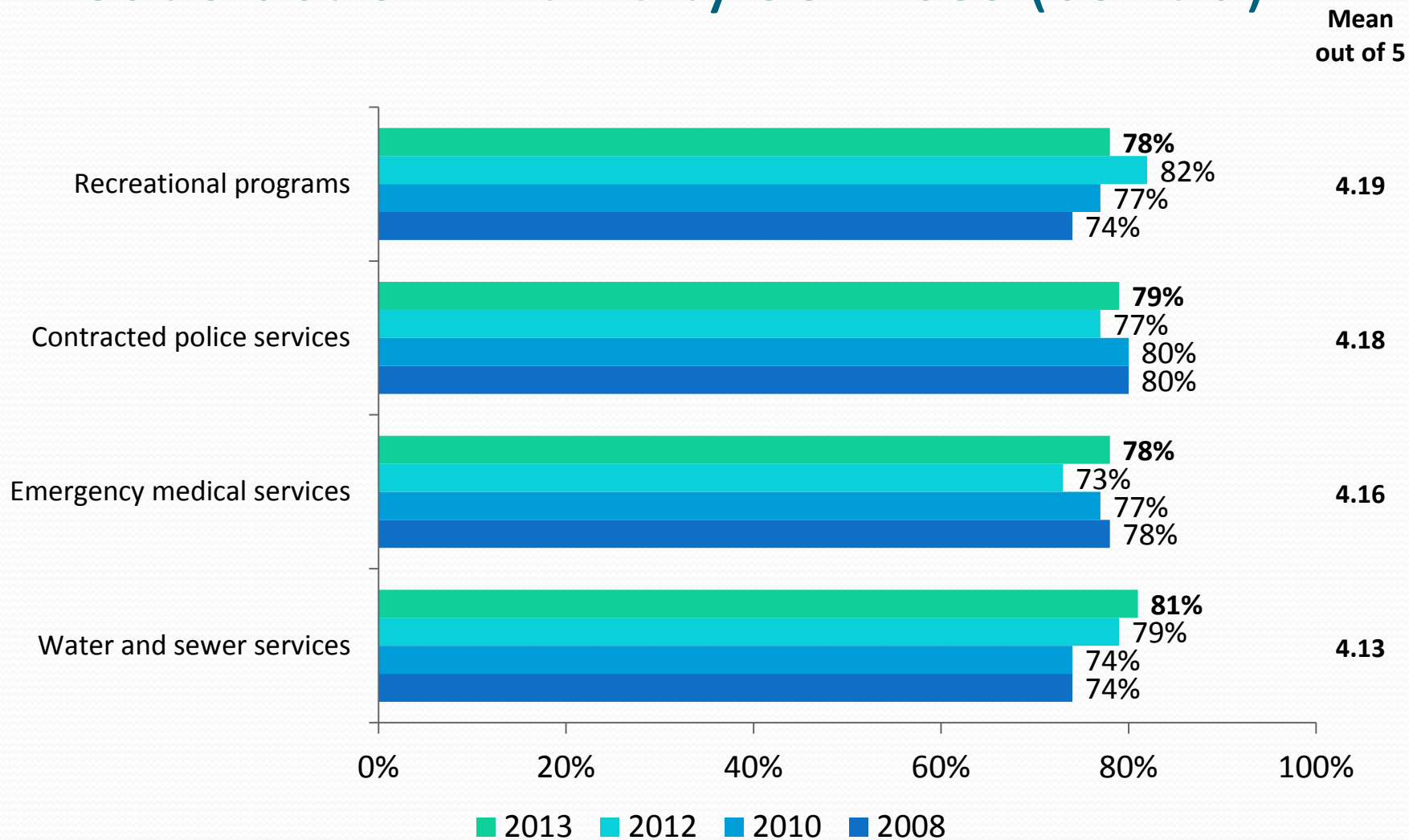


Satisfaction with City Services

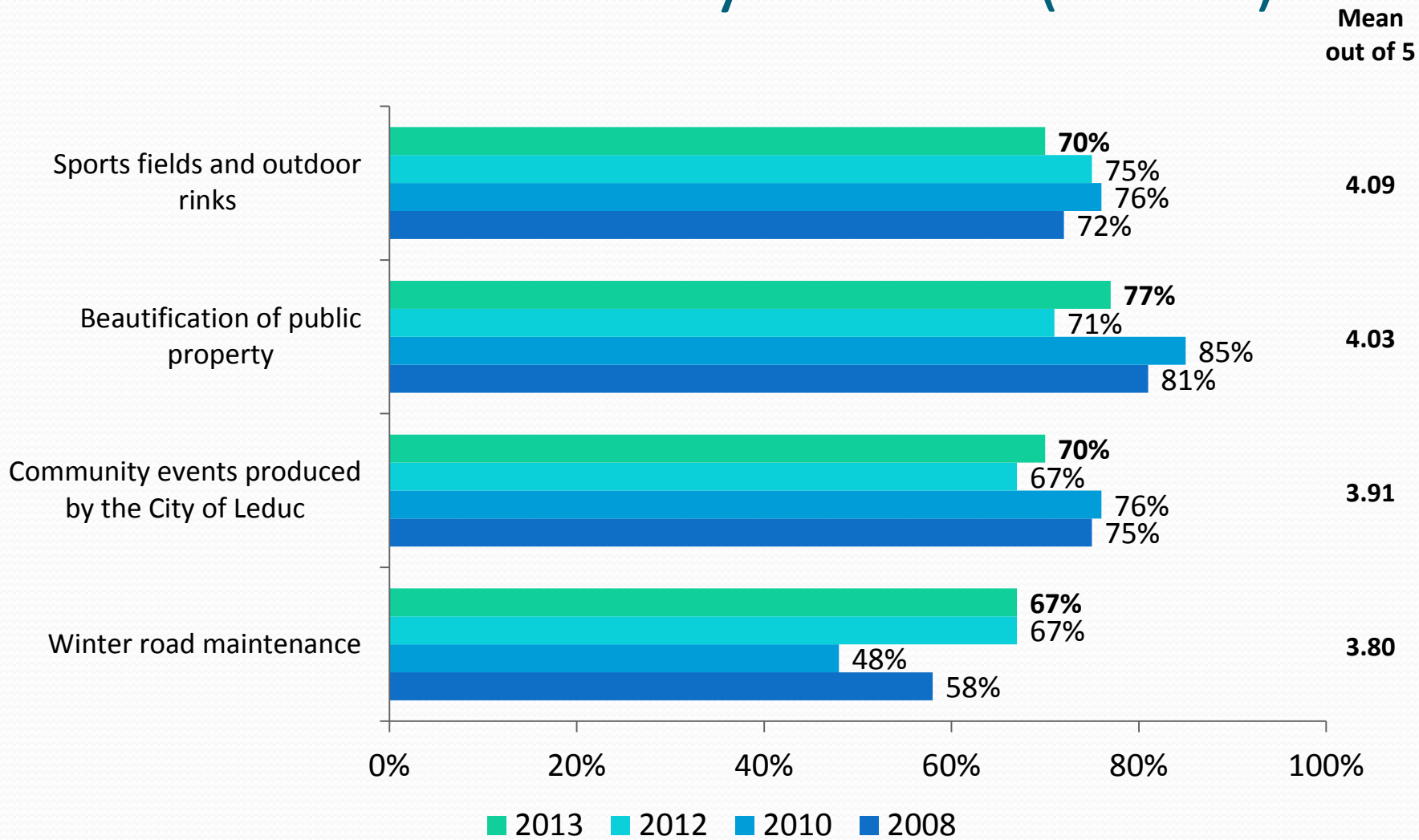


n=400

Satisfaction with City Services (cont'd)

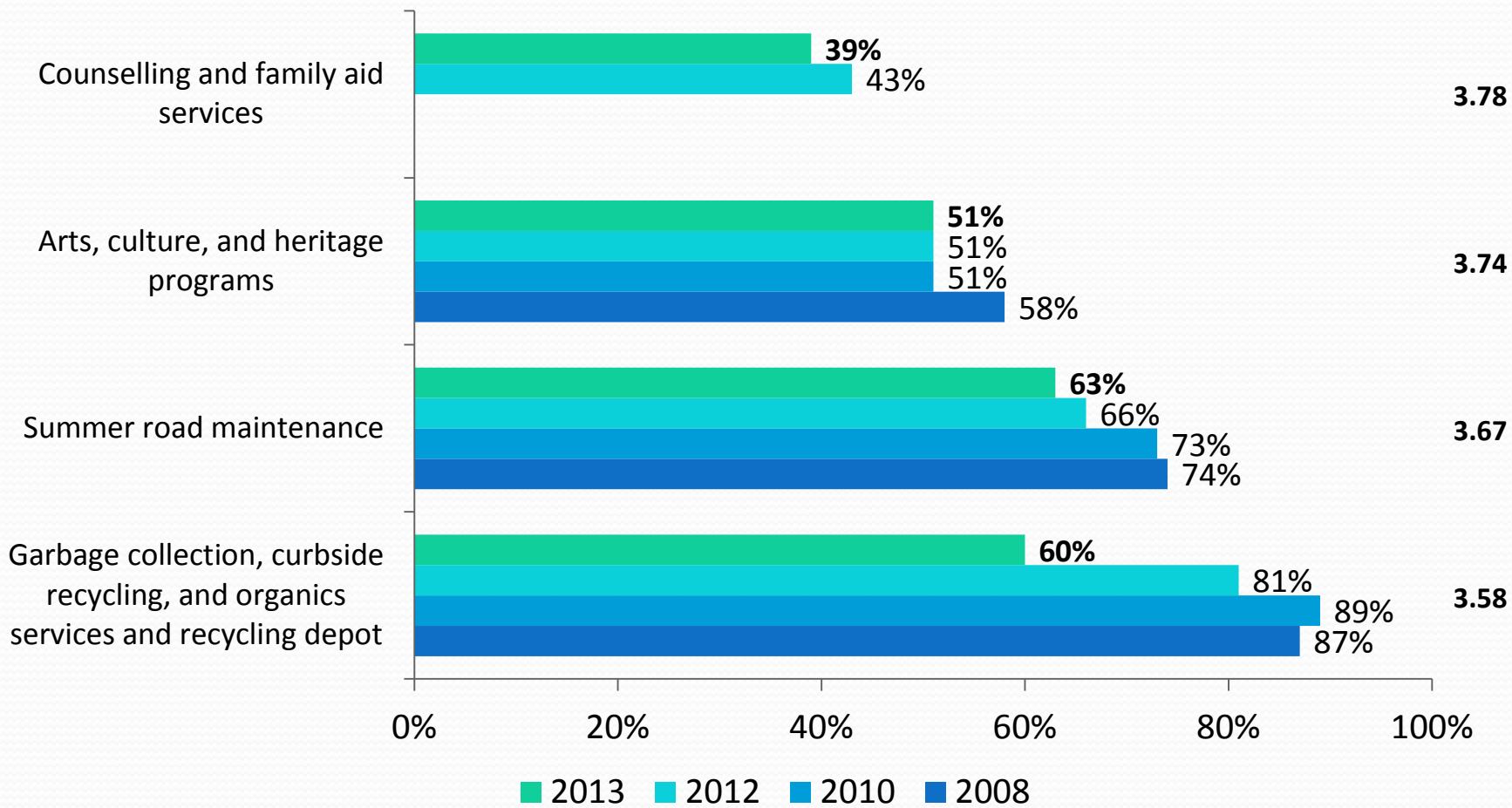


Satisfaction with City Services (cont'd)



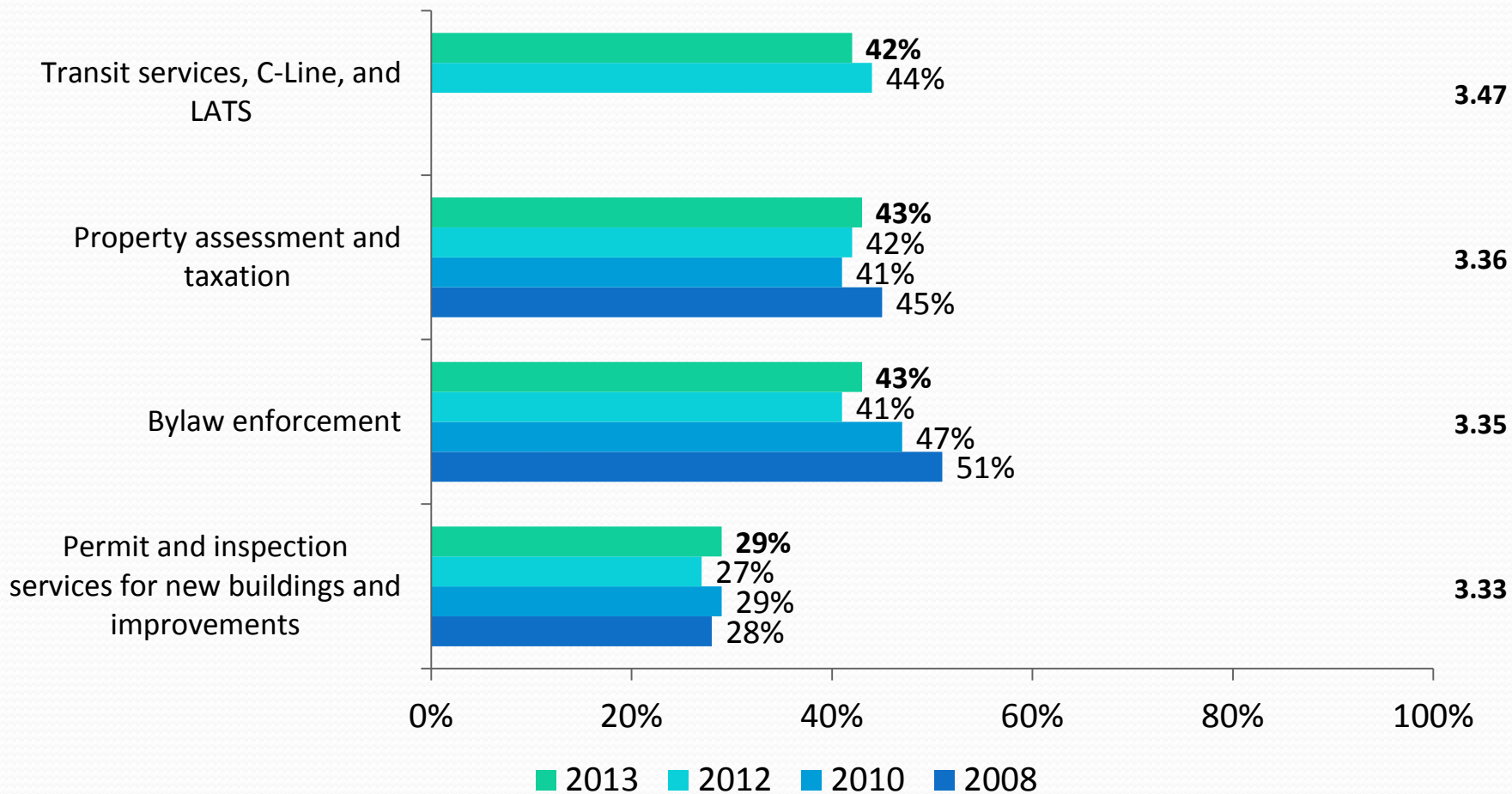
Satisfaction with City Services (cont'd)

Mean
out of 5



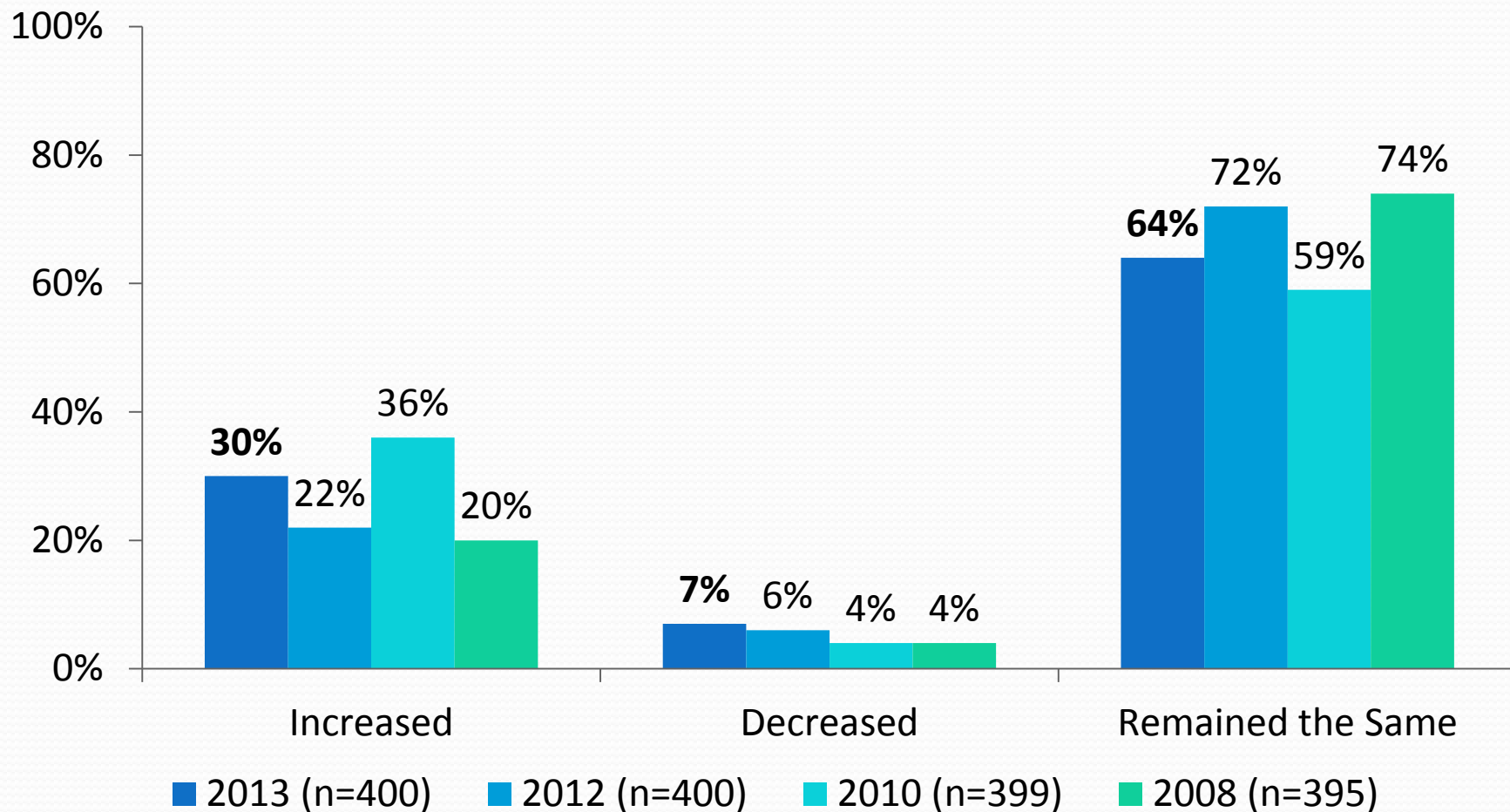
Satisfaction with City Services (cont'd)

Mean
out of 5



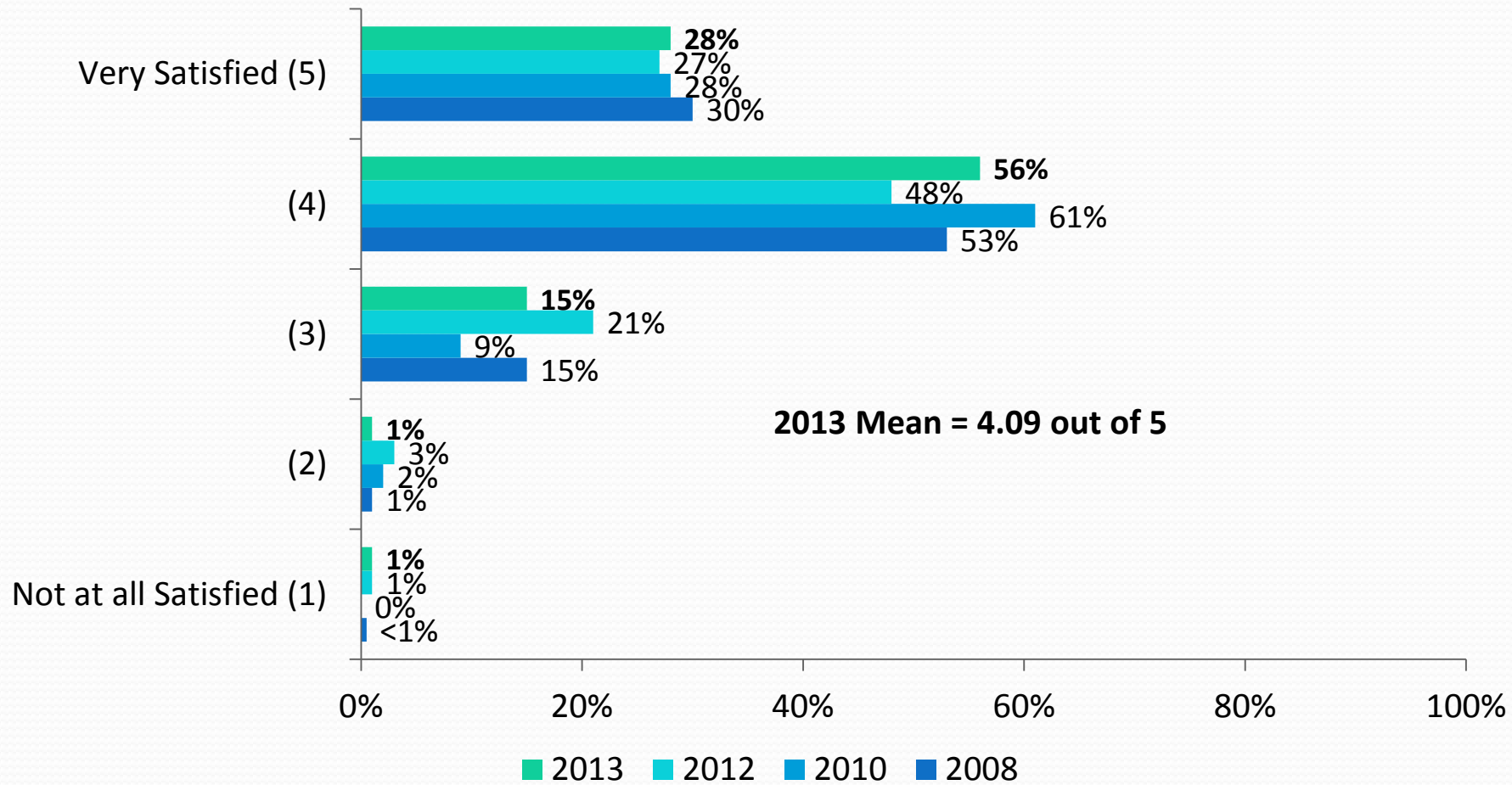
n=400

Over the past 12 months, has the quality of services provided by Leduc...?



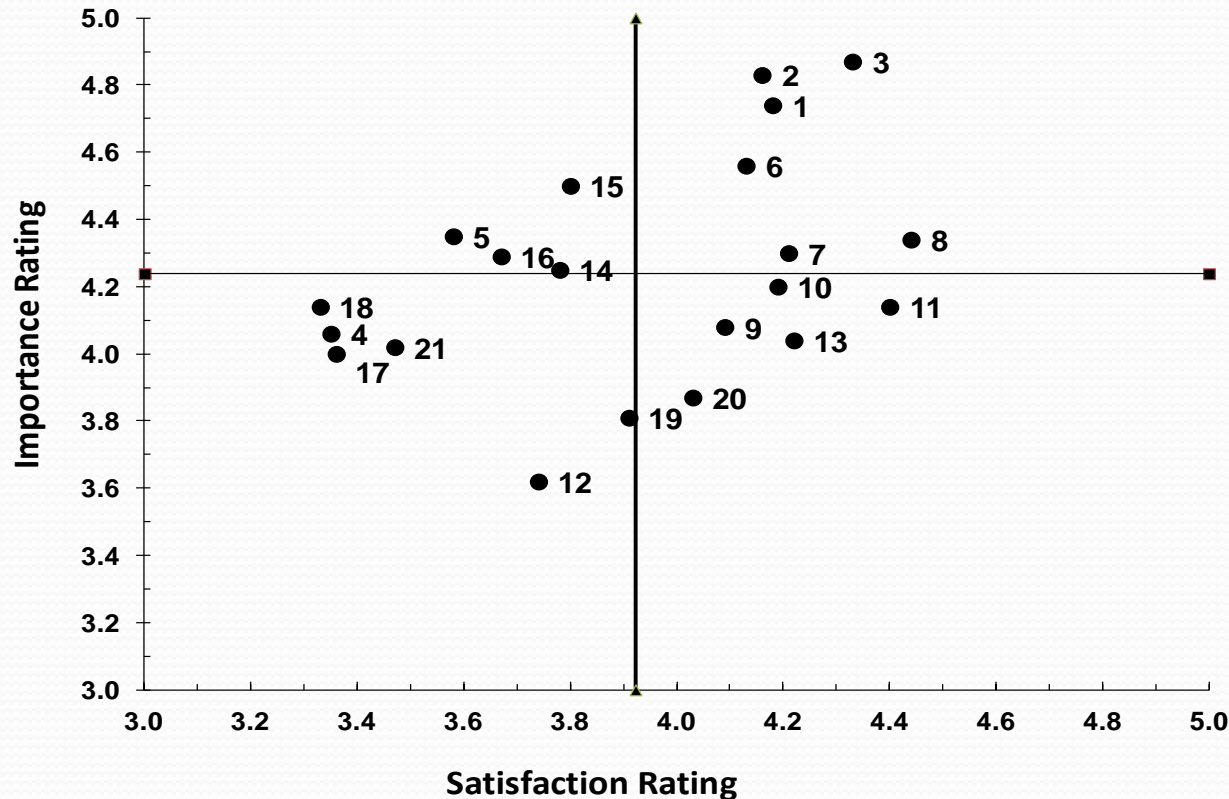


Satisfaction with Leduc Services and Programs





2013 Satisfaction versus Importance with City of Leduc Services



1. Contracted police services
2. Emergency medical services
3. Fire response services
4. Bylaw enforcement
5. Garbage collection, curbside recycling, and organics services and recycling depot
6. Water and sewer services
7. Parks and playgrounds
8. Leduc Recreation Centre and other facilities
9. Sports fields and outdoor rinks
10. Recreational programs
11. Multi-way trails
12. Arts, culture, and heritage programs
13. Public library
14. Counselling and family aid services
15. Winter road maintenance
16. Summer road maintenance
17. Property assessment/taxation
18. Permit/inspection services
19. Community events
20. Beautification of public property
21. Transit services/C-Line/LATS



Key Strengths

- When assessing the City services investigated, the following six (6) areas were calculated as **key strengths or successes**. In other words, services in which respondents reported that they were of higher than average importance and higher than average satisfaction:
 - Parks and playgrounds;
 - Leduc Recreation Centre and other recreation facilities;
 - Water and sewer services;
 - Contracted police services (RCMP);
 - Emergency medical services; and
 - Fire response services

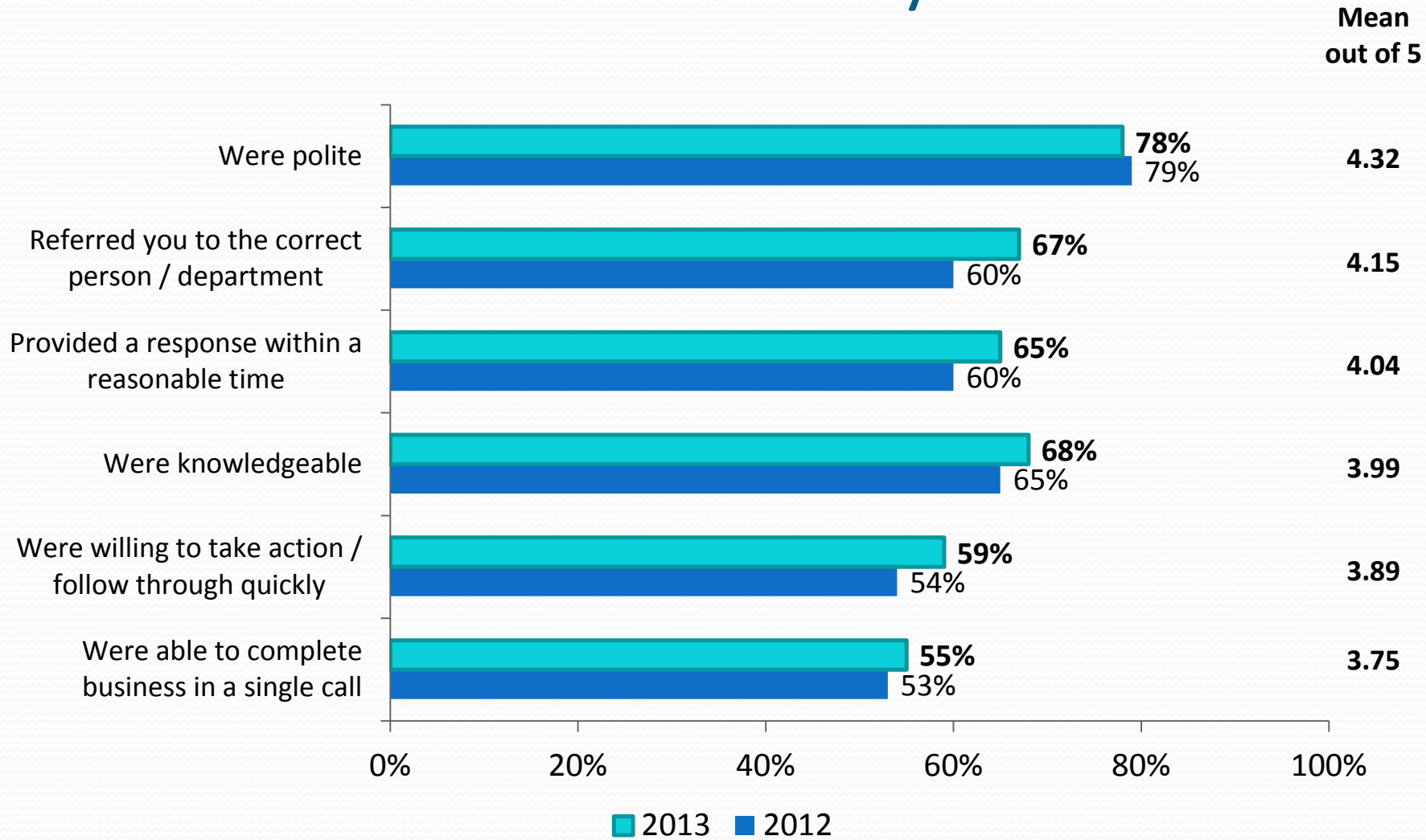


Primary Areas of Improvement

- Services in the upper left quadrant are of higher than average importance, but lower than average satisfaction. These services are viewed as **primary areas of improvement**. Improvements to this service would do most to increase residents' satisfaction with the overall services provided by the City of Leduc. As shown, services which fall within this quadrant include:
 - Winter road maintenance, including snow removal;
 - Garbage collection, curbside recycling, and organics services and recycling depot;
 - Summer road maintenance, including paving and pothole repair; and
 - Counselling and family aid services



Satisfaction with City Staff



n=400

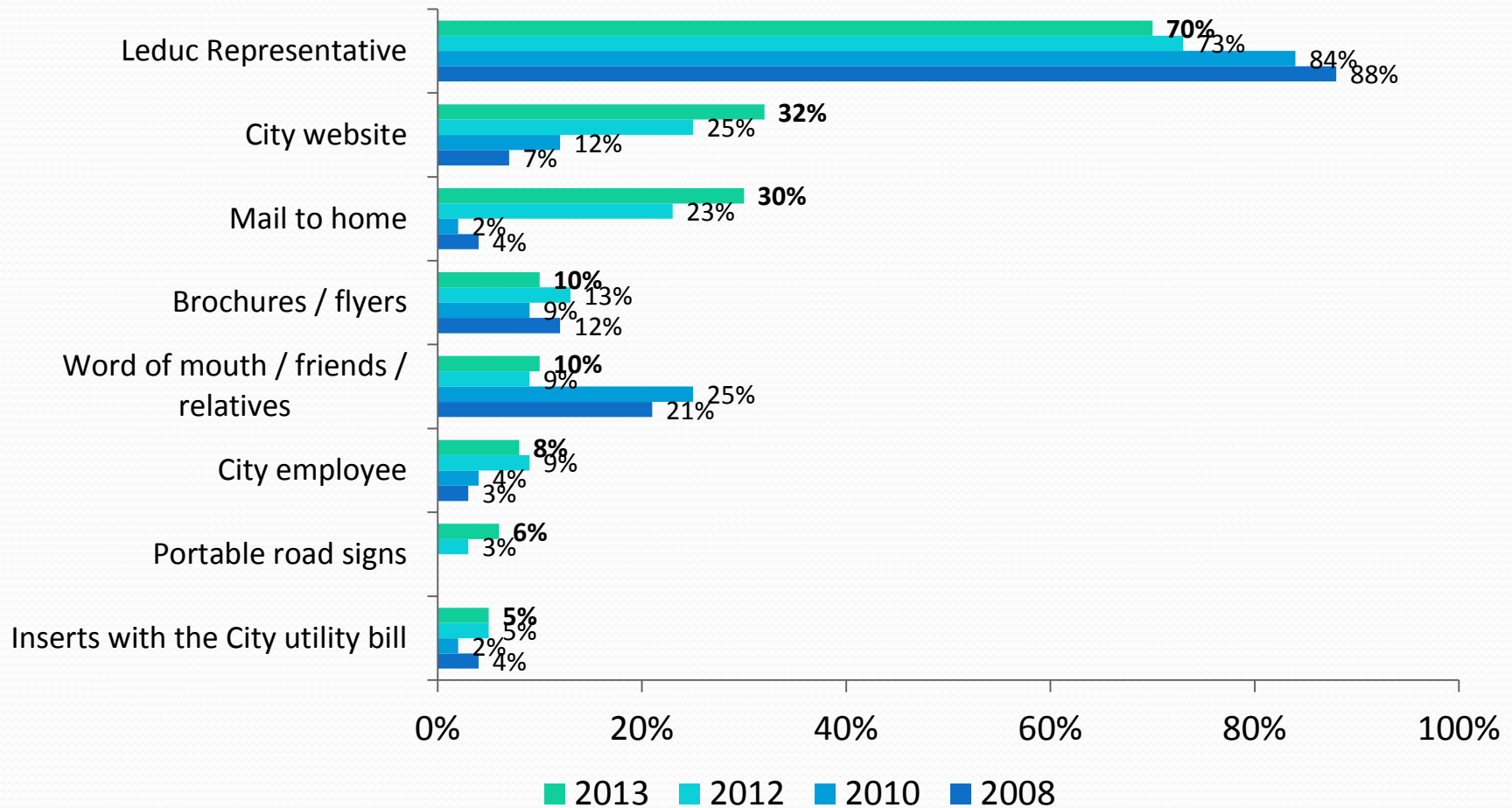
Desired Information from the City

What kinds of information do you want the City of Leduc to provide to you? TOP MENTIONS

	Percent of Respondents* (n=400)			
	2013	2012	2010	2008
Leisure / recreation	17	20	10	12
Services / programs (unspecified)	15	14	11	12
Garbage pickup / recycling depot	14	7	3	6
Budget / tax spending	9	10	11	11
Cultural activities	8	14	10	10
City planning	8	9	8	9
Infrastructure repairs	8	5	1	2
Land usage / development	7	10	6	3

*Multiple mentions

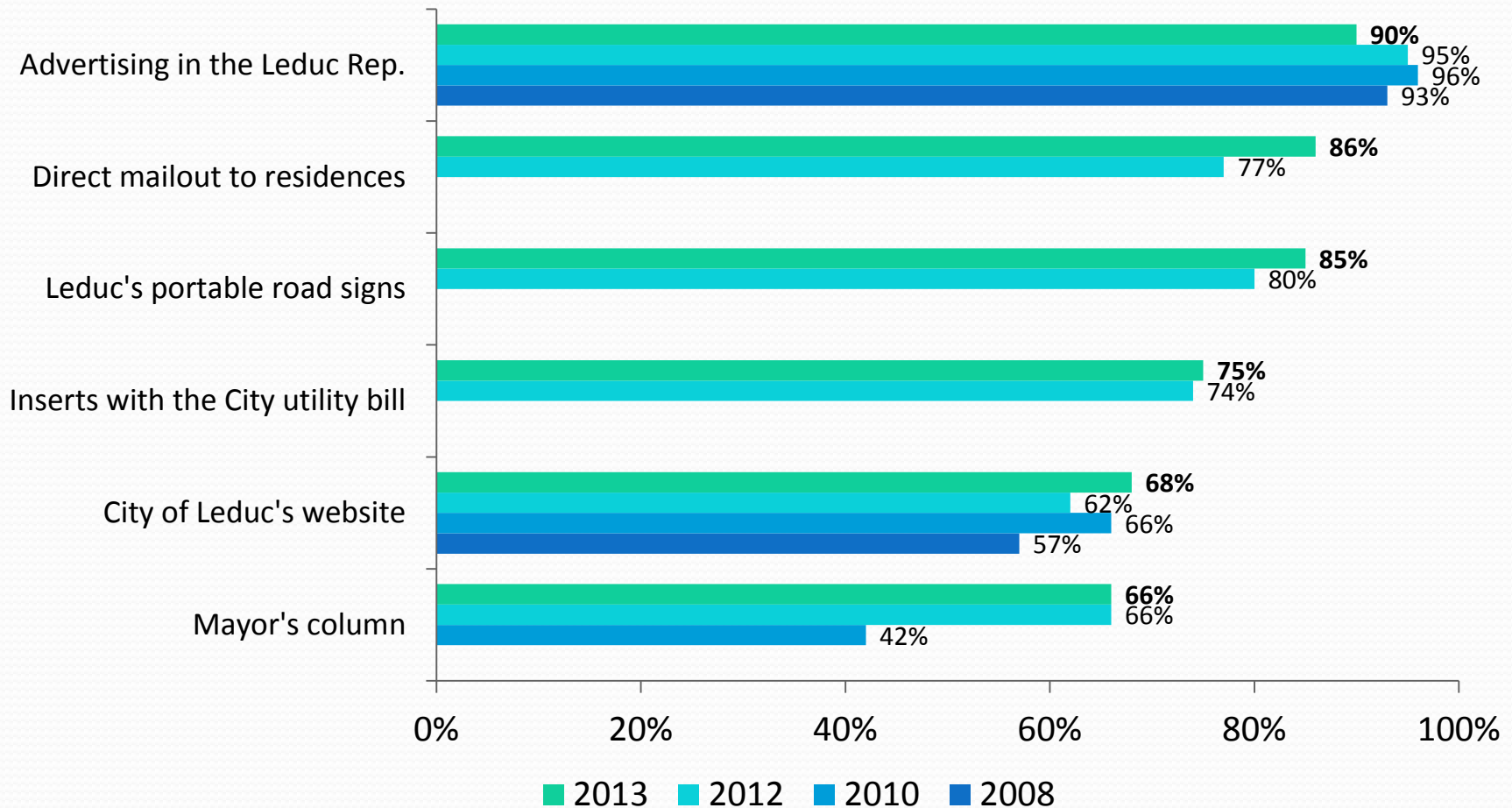
Sources Used for City Information



n=400

Effectiveness of Communication Modes*

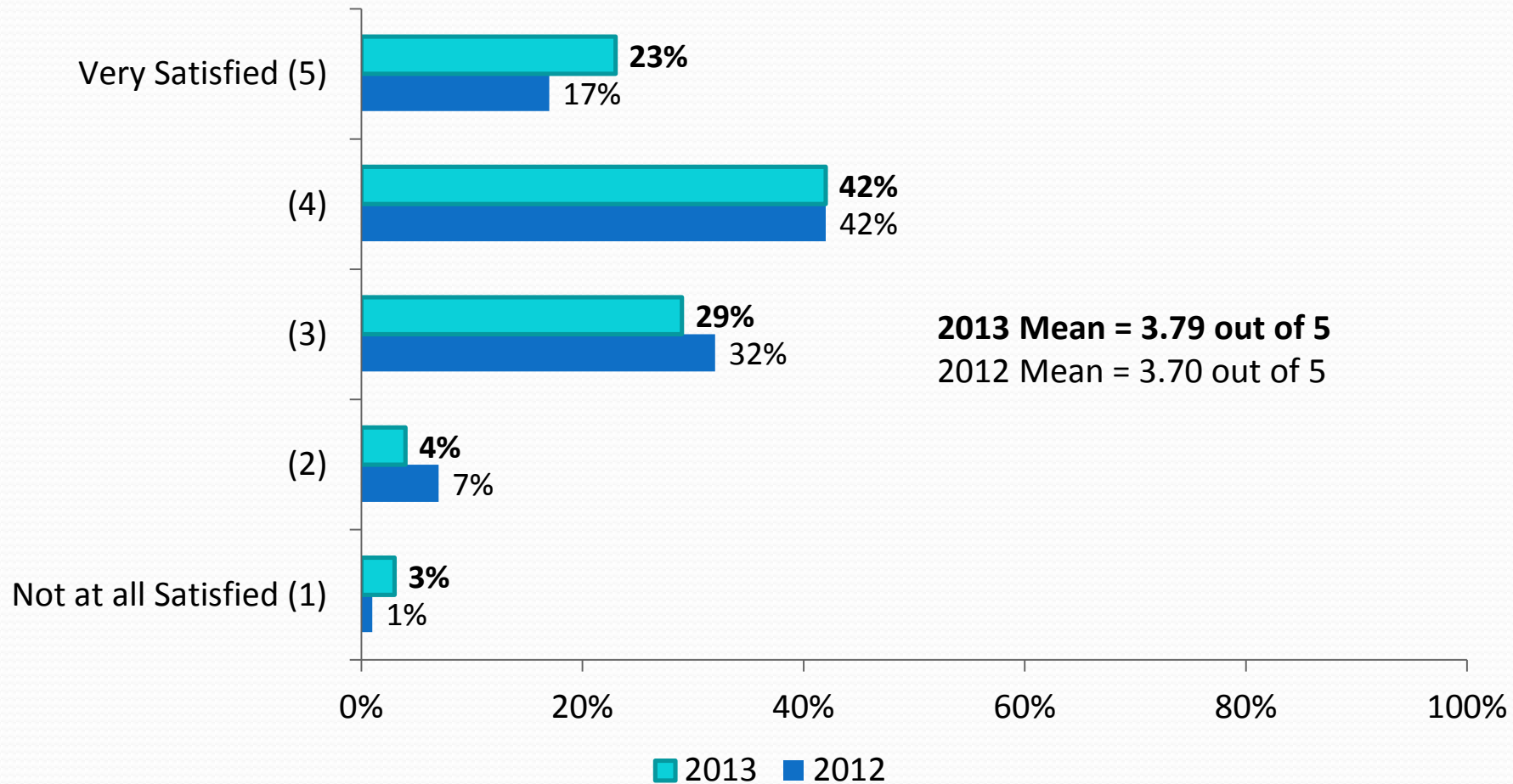
TOP MENTIONS



n=400

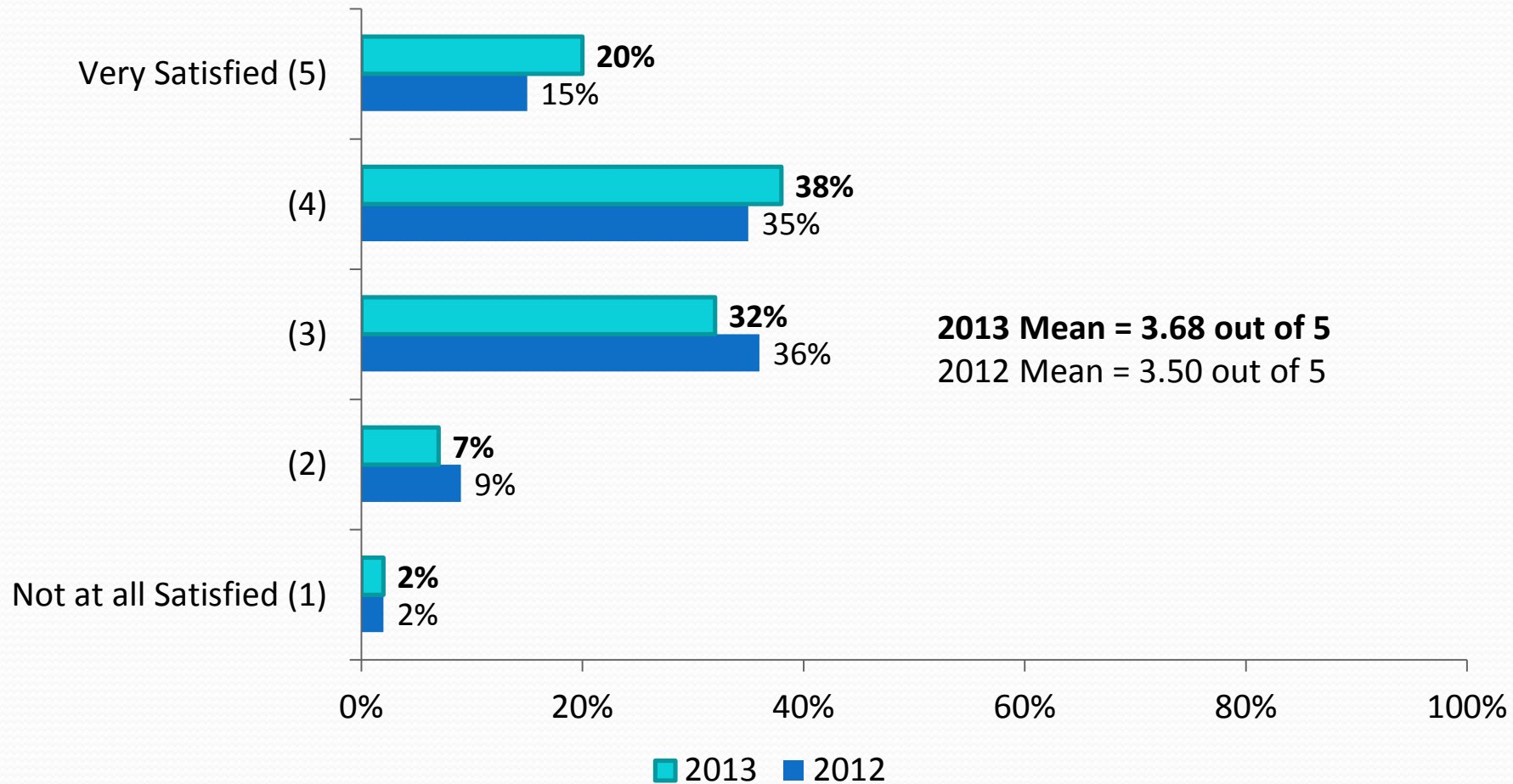
*Percent of respondents who rated that method as "effective"

Overall Satisfaction with Leduc's Quality of Communication



n=400

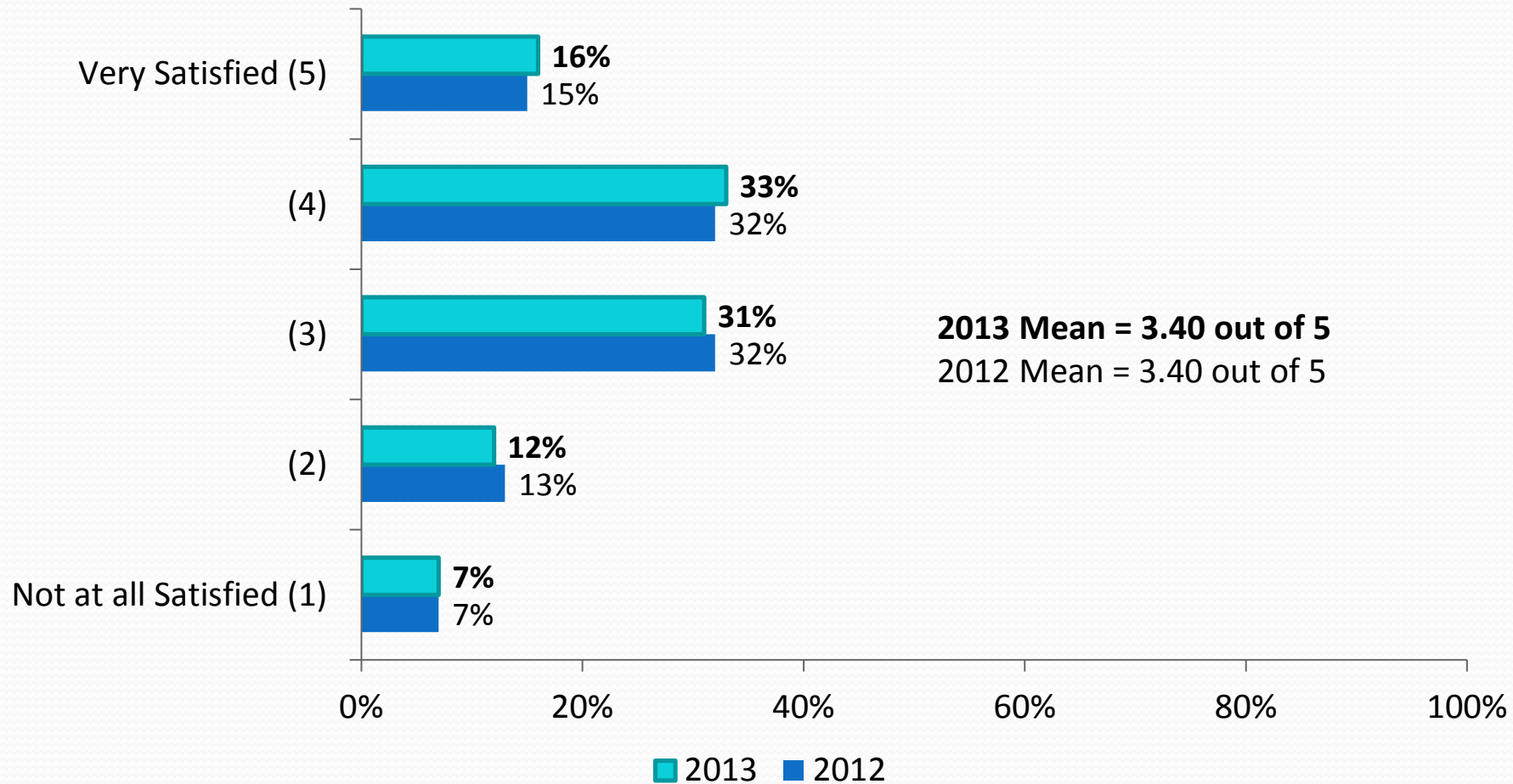
Overall Satisfaction with Leduc's Frequency of Communication



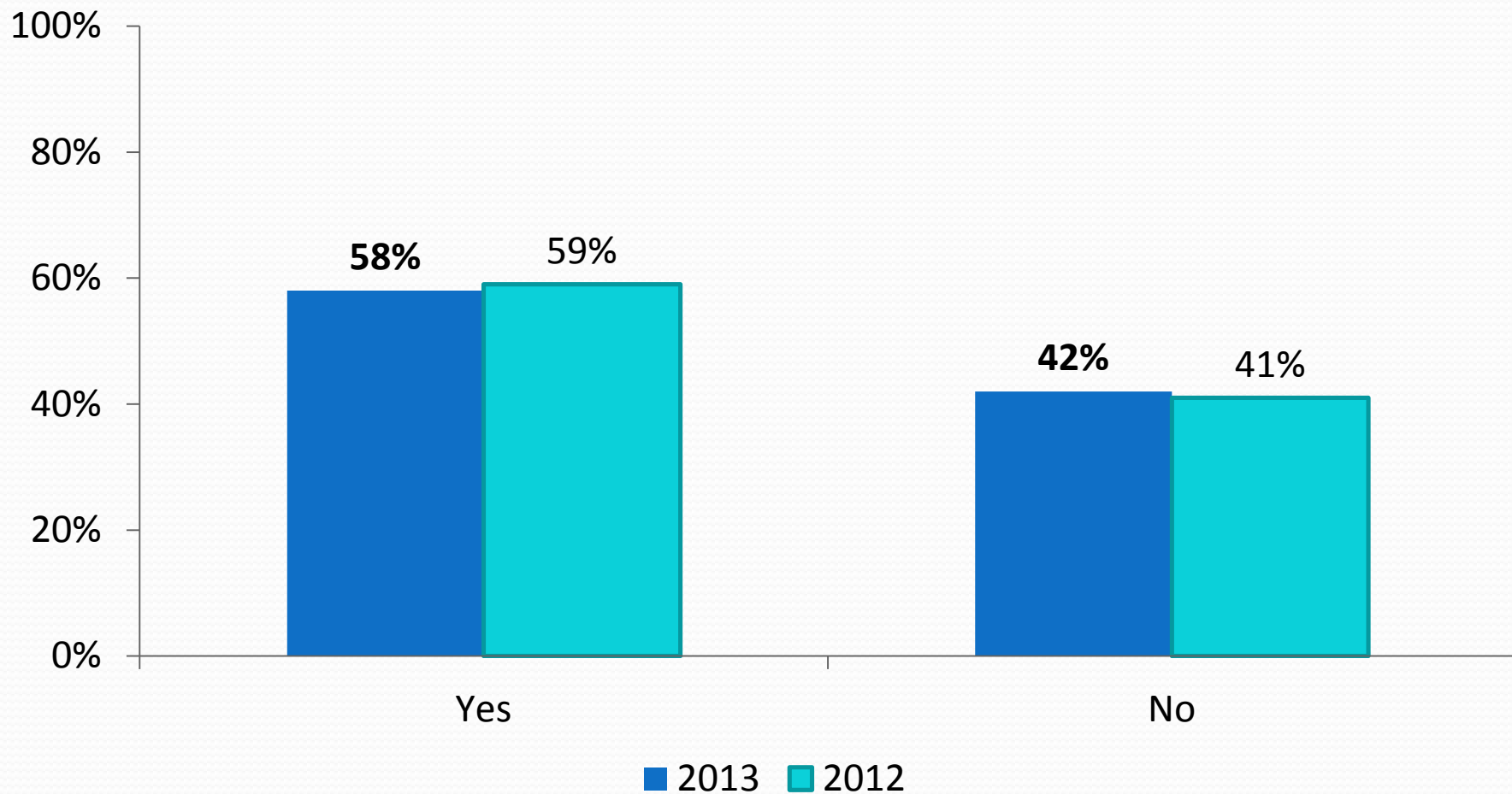
n=400



How satisfied are you with the City's efforts to consult with citizens regarding important issues in Leduc?



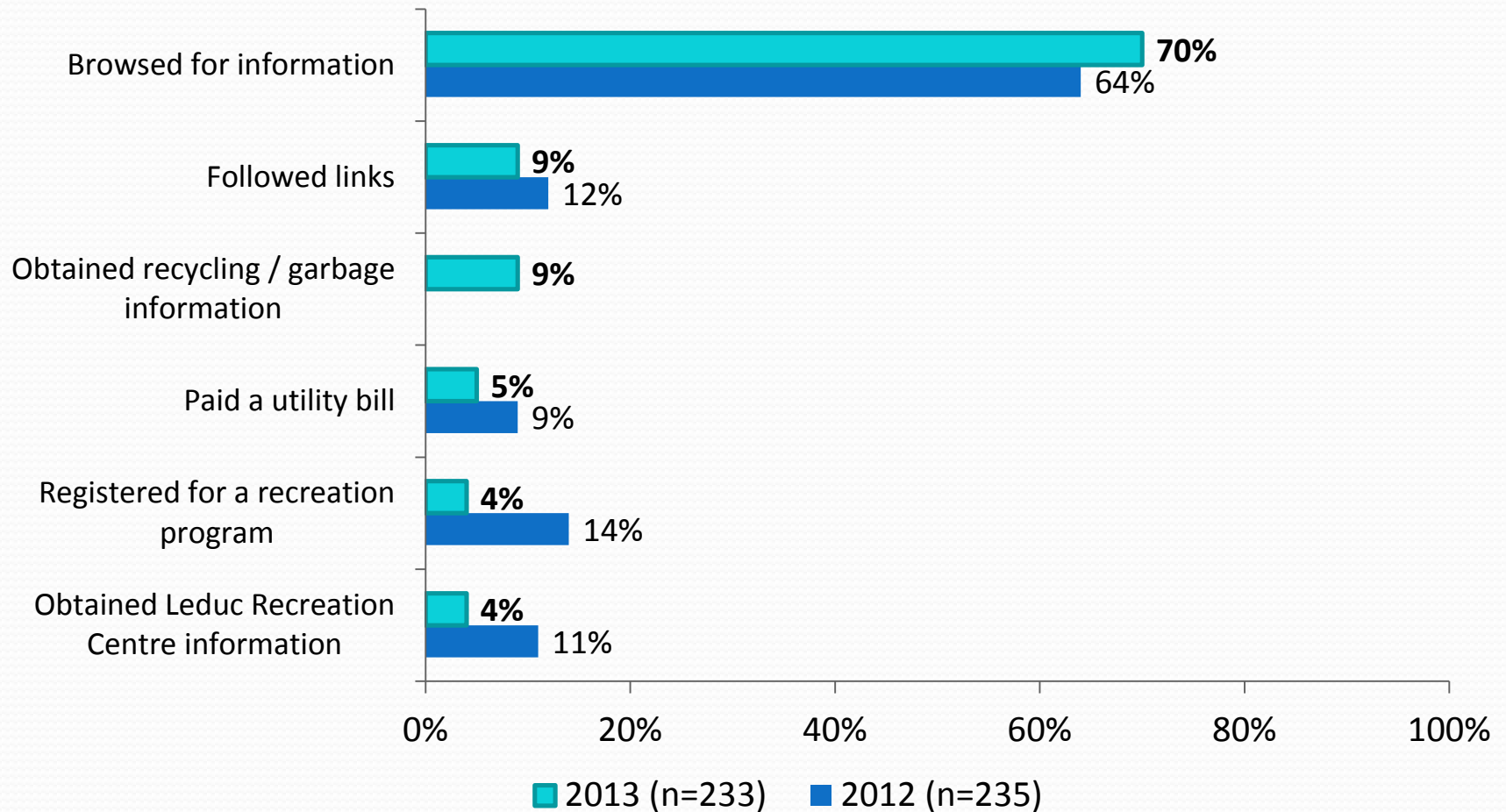
Have you visited either the City of Leduc or Leduc Recreation Centre website in the past 6 months?



n=400

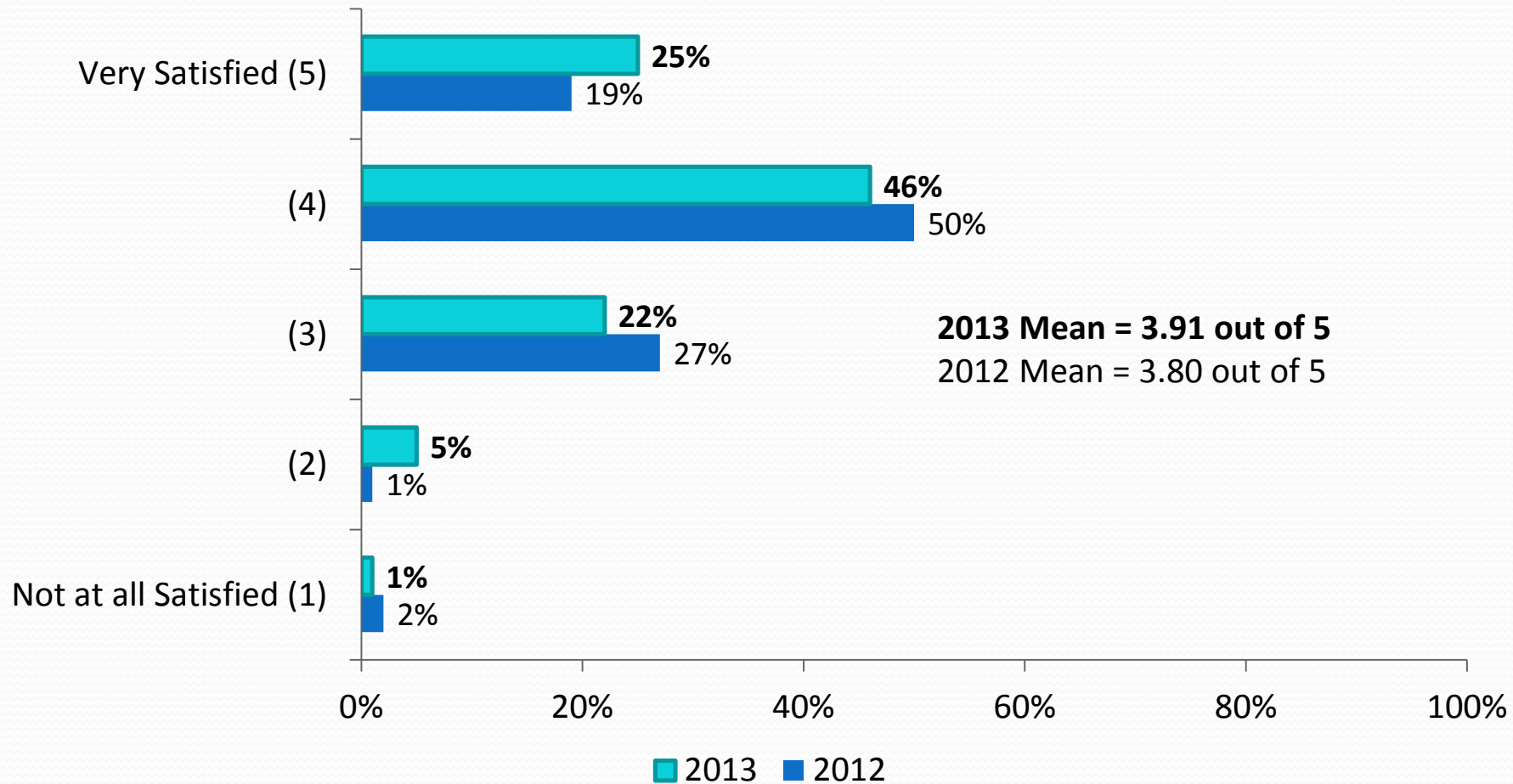


Tasks Completed on the City of Leduc Websites



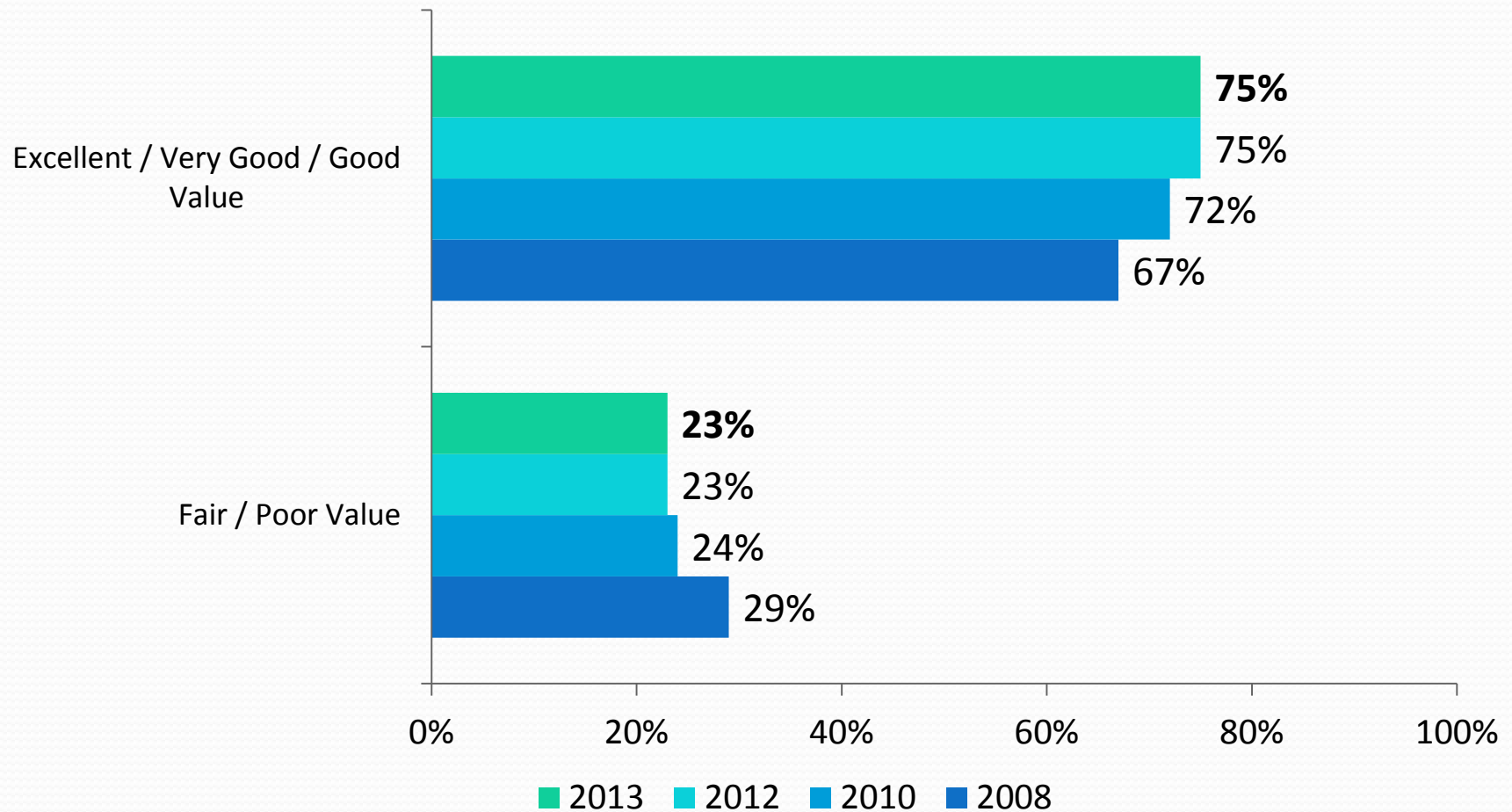
Base: Respondents that have visited at least one of the Leduc websites in past 6 months.

How satisfied were you with the City of Leduc websites?



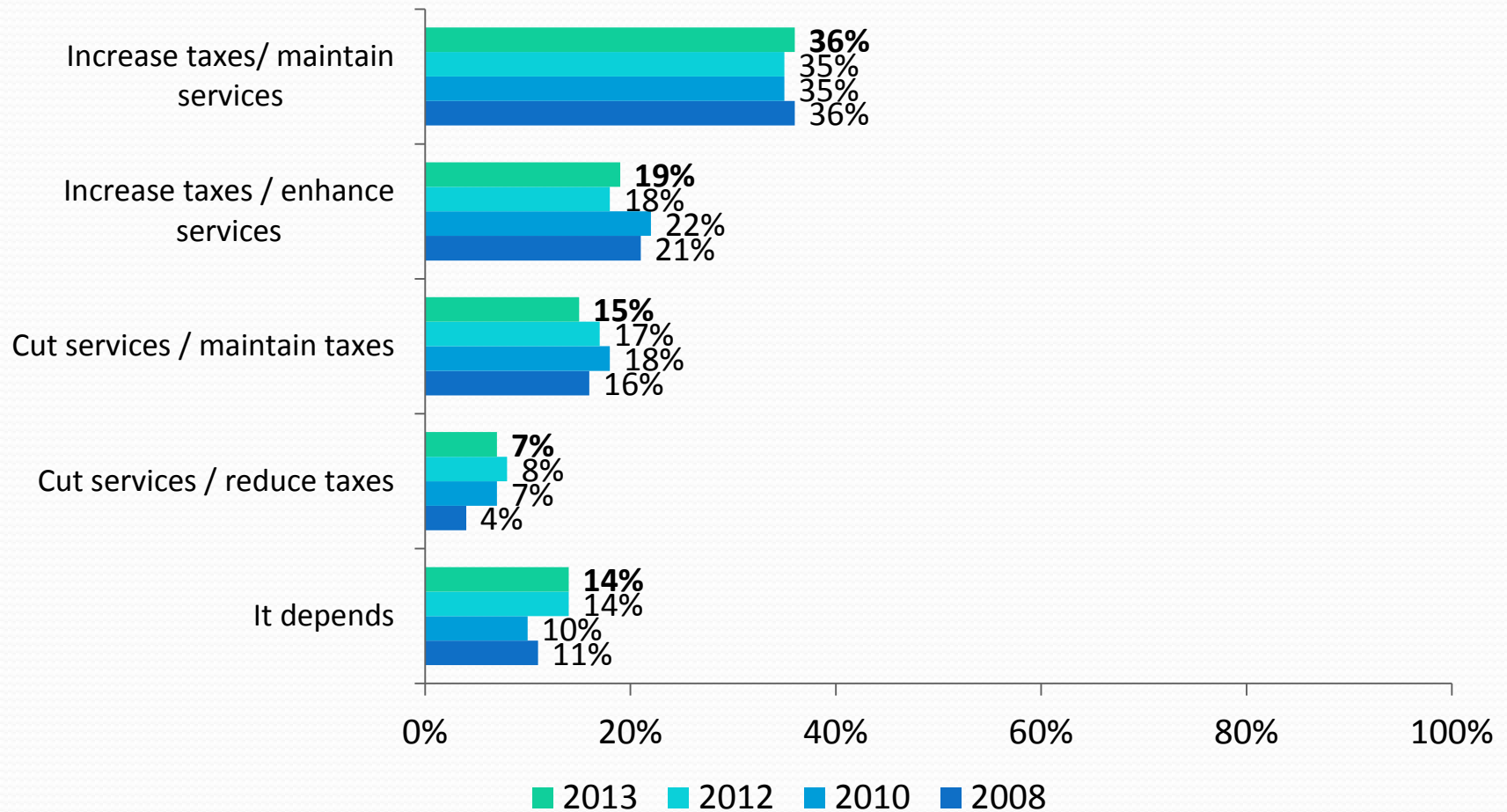


Thinking about the portion of your municipal property tax bill that pays for City services, would you say that you receive...?



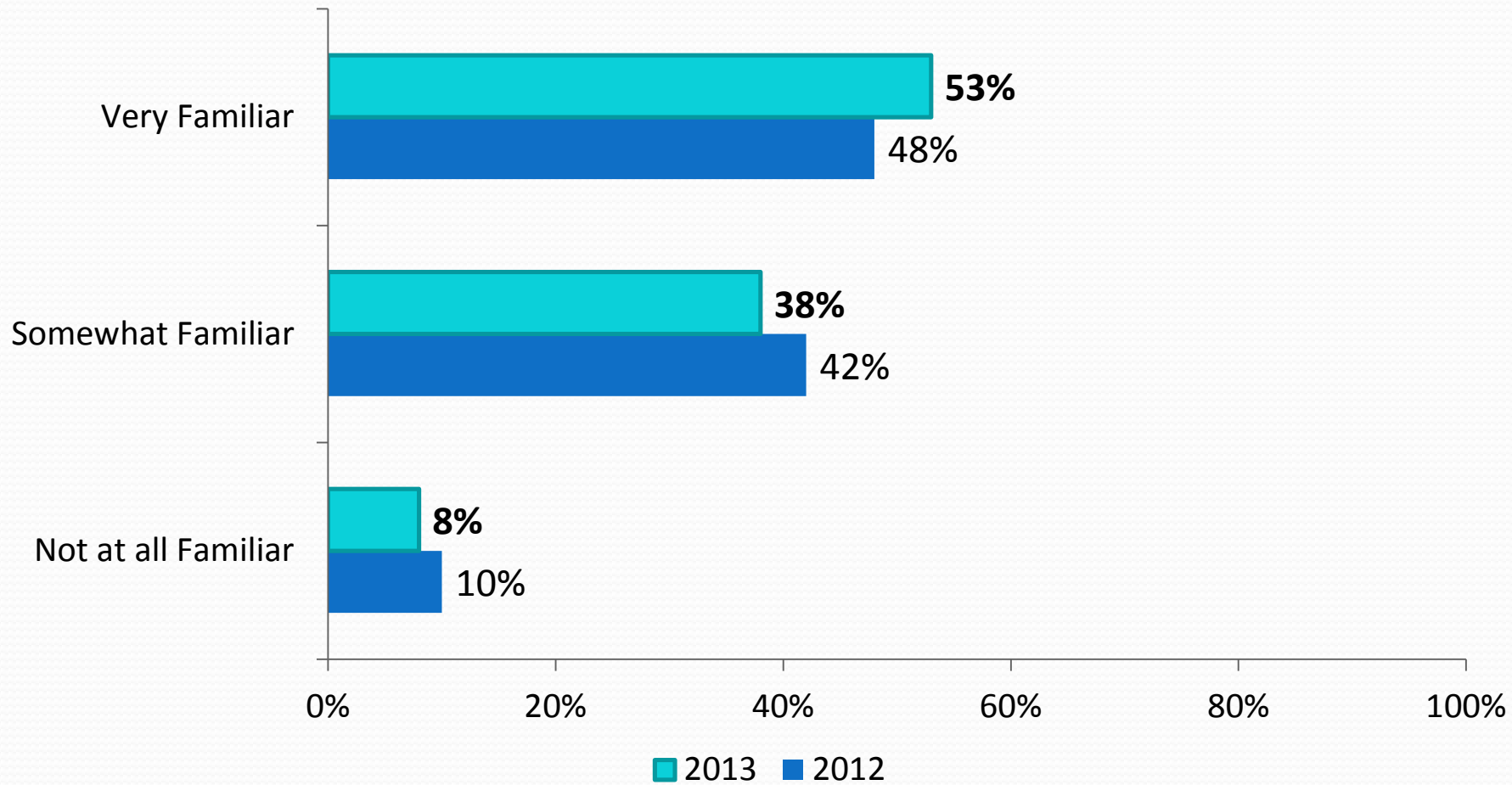
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Which of the following tax strategies would you support?



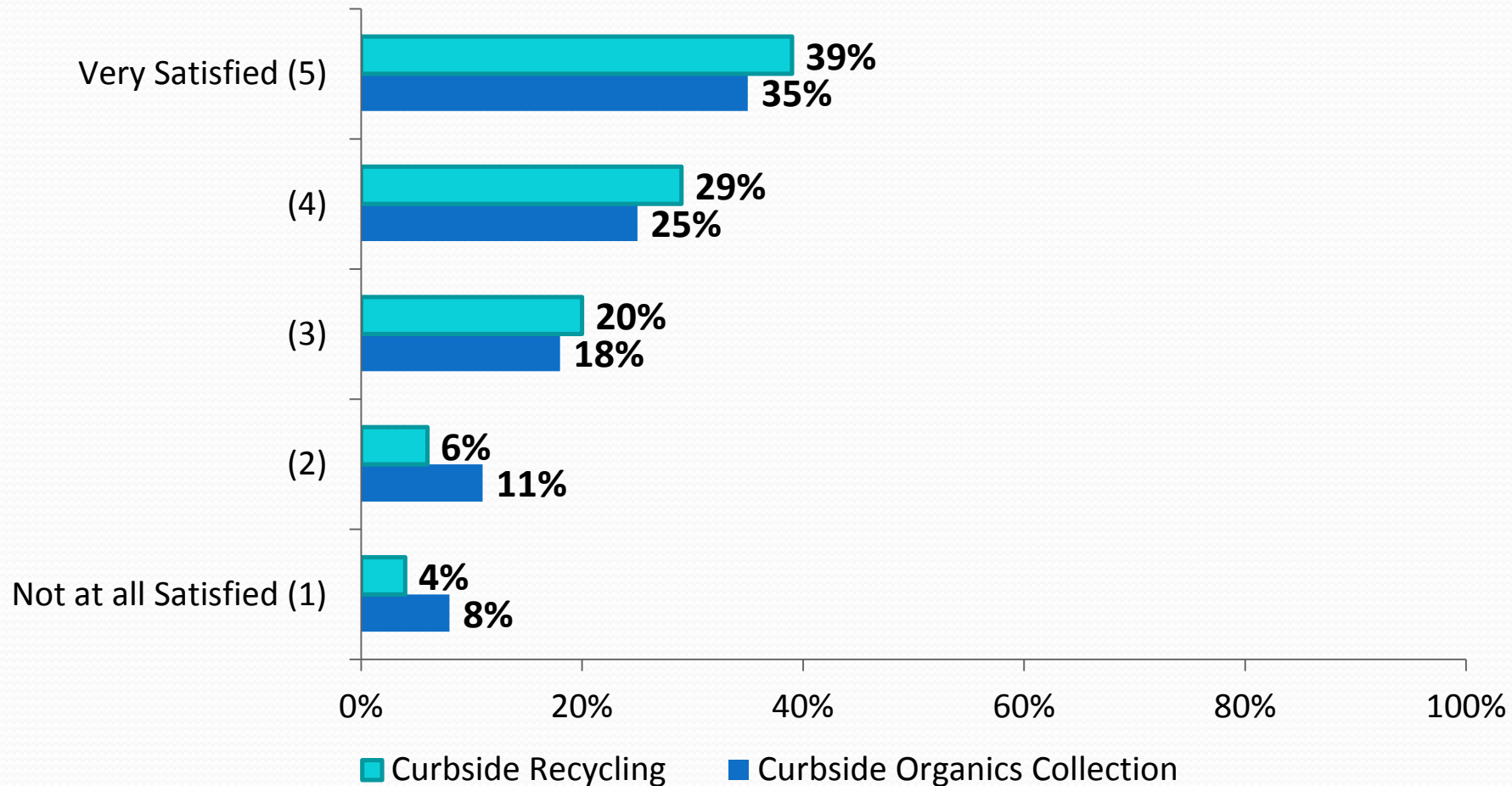
n=400

How familiar are you with Leduc's environment initiatives such as curbside recycling?



n=400

Overall Satisfaction with Leduc's Efforts Regarding Environmental Initiative



n=364

Base: Respondents that were "somewhat" or "very familiar" with Leduc's environmental initiatives



Questions?