

2015 Citizen Satisfaction Survey

March 23, 2015

Banister Research & Consulting Inc.



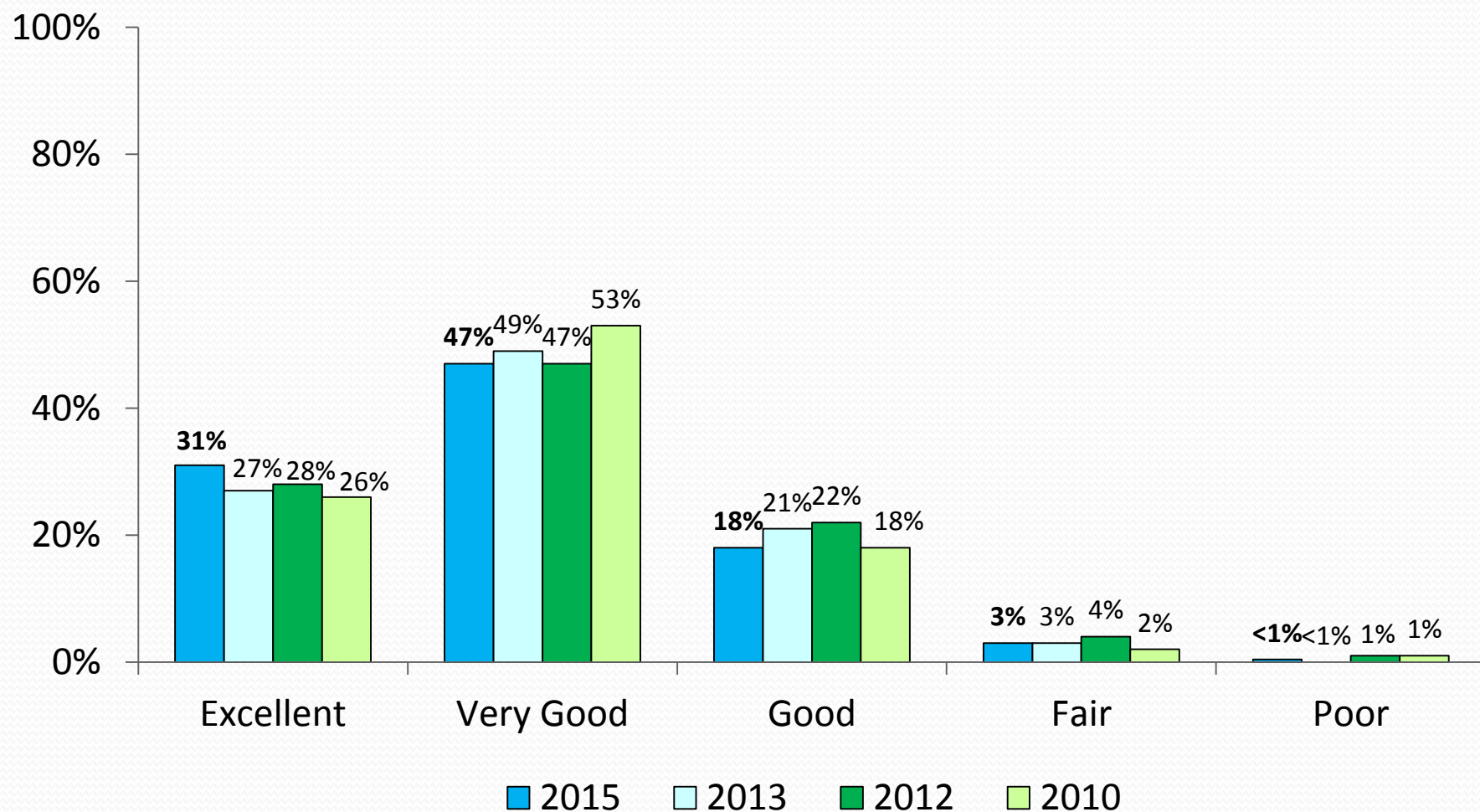


Study Background

- 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;
 - City communications; and
 - The proposed annexation.
- The following outlines the findings for the 2015 City of Leduc Citizen Satisfaction Survey.



Quality of Life in the City of Leduc



n=400 (2015, 2013, 2012; 2010 n=412)



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)**			
	2015	2013	2012	2010
Recreation facilities/Leduc Recreation Centre	32	34	34	36
Location /close to Edmonton/airport/Nisku	27	22	25	21
Size/is small	25↑	18	18	19
Parks/multi-way path system	20	22	25	17
Leduc has everything you need/all the amenities	17	12	8	18
Good shopping	15	21	16	20
Good services	11	14	12	12

↑Indicate a significant increase from the previous survey year

*Multiple responses

**n=400 (2015, 2013, 2012; 2010 n=412)



Factors Contributing to a **Low** Quality of Life

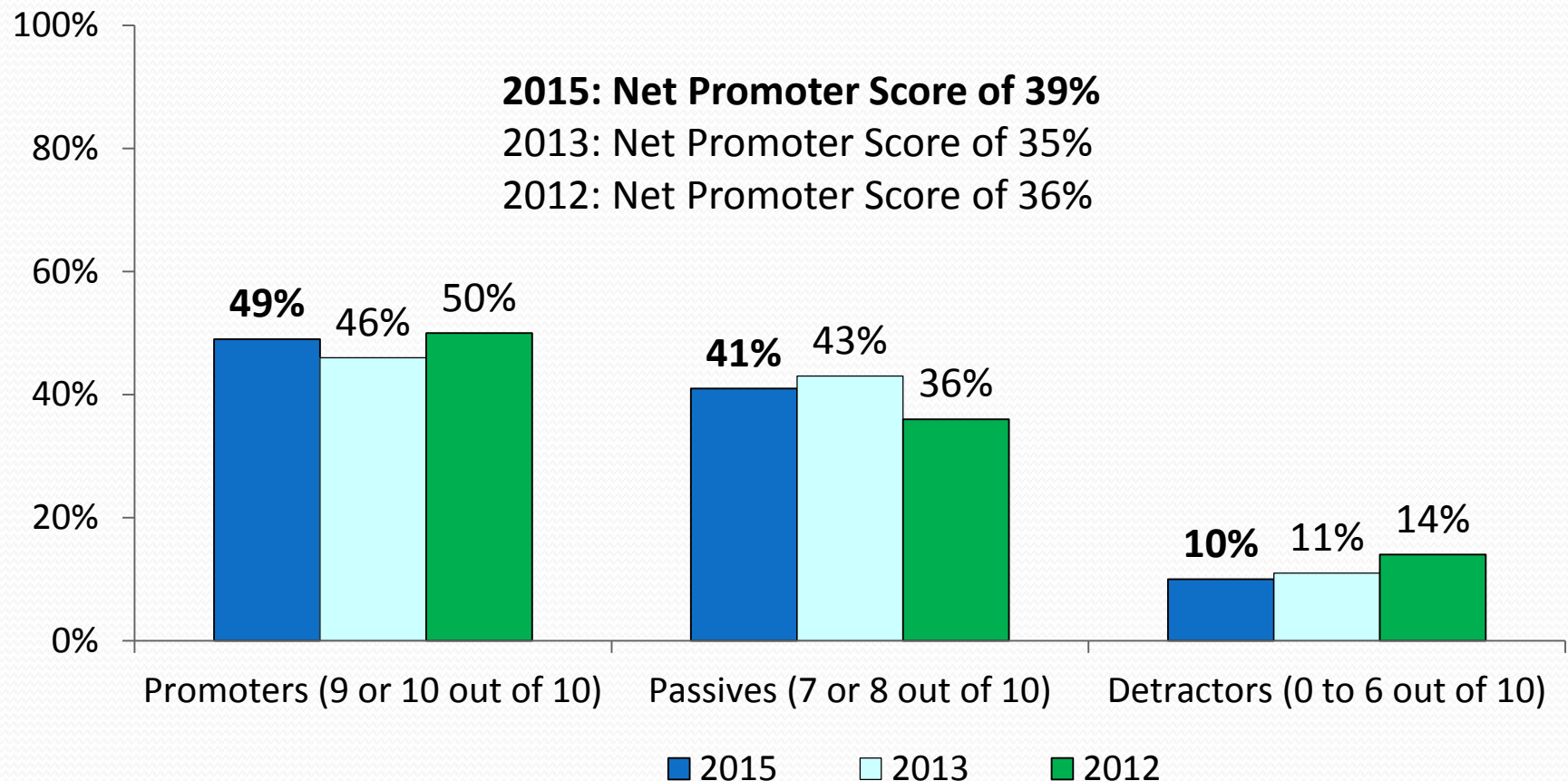
What are the **THREE** most significant factors contributing to a **LOW** quality of life in the City of Leduc?
TOP MENTIONS

	Percent of Respondents* (n=400)**			
	2015	2013	2012	2010
Traffic congestion/speeding	24	22	16	13
Lack of variety of businesses/shopping/ restaurants	11	10	11	8
Crime/drugs/vandalism	11	7	7	9
High taxes	11	6	6	9
Noisy/airplane noise/traffic noise	10	8	8	5
Snow removal/street cleaning	10	7	6	16

*Multiple responses

**n=400 (2015, 2013, 2012; 2010 n=412)

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





Leduc's Strengths and Unique Features

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

TOP MENTIONS

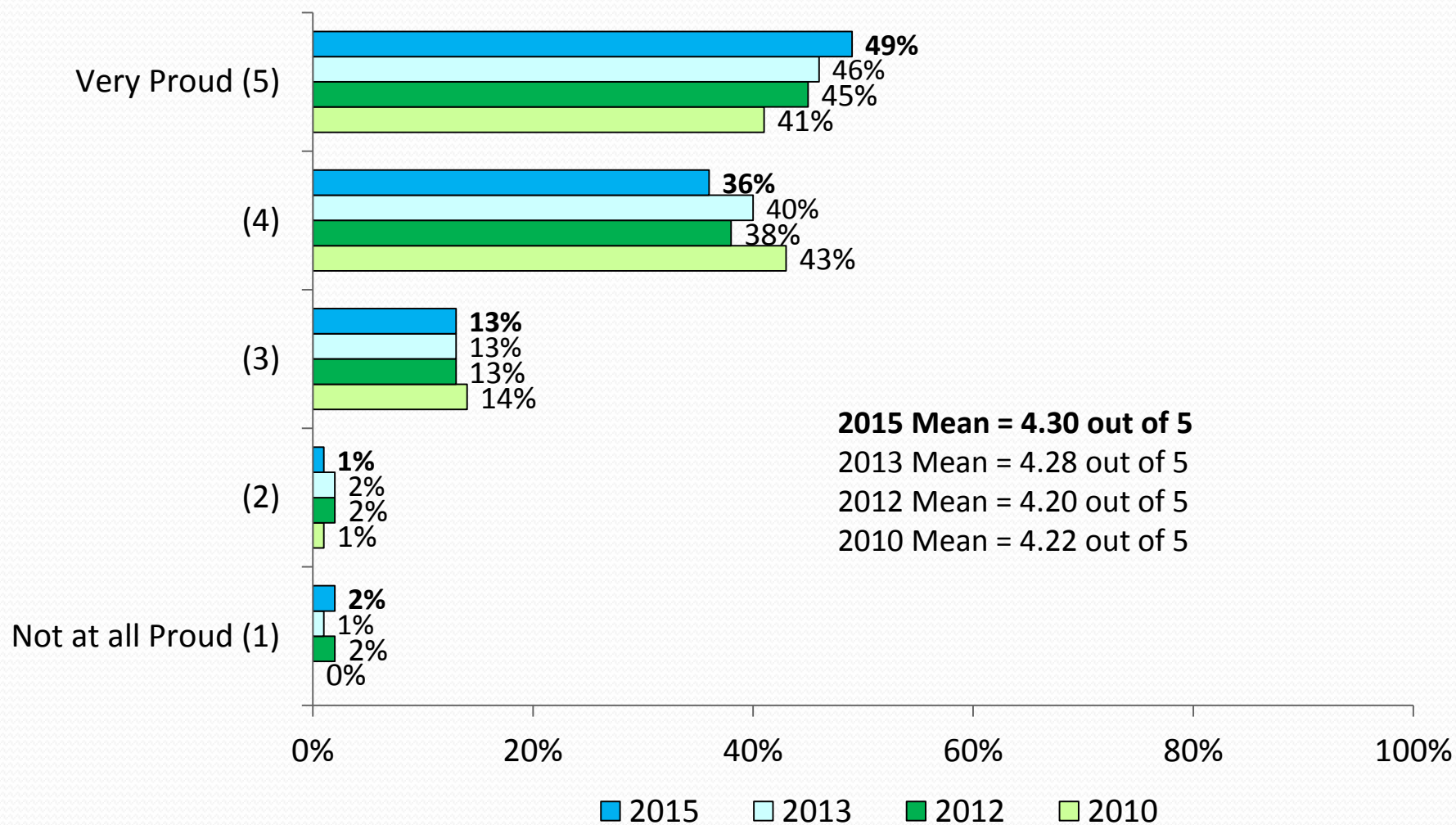
	Percent of Respondents* (n=400)**			
	2015	2013	2012	2010
Location/close to Edmonton/airport/Nisku	34	31	34	35
Lots of recreation/good recreation facilities	25	24	27	24
Nice parks/pathways/multi-ways	19	15	15	16
Small town atmosphere	16	13	11	16
Is a small town	11	13	10	12

*Multiple responses

n=400 (2015, 2013, 2012; 2010 n=412)



Pride in Being a Resident of Leduc



n=400 (2015, 2013, 2012; 2010 n=412)



Priorities Facing City Council

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

	Percent of Respondents* (n=400)		
	2015	2013	2012
City of Edmonton annexation proposal	21	-	-
Managing population growth/ development /maintaining small town atmosphere	14↓	26	23
Keeping taxes low	14	11	8
Keeping up/maintaining infrastructure	9	11	5
Road maintenance/services / development	6	11	7
Budget control/spending	6	9	8
Traffic control and improvement	5	7	6
Don't Know/No Response	16	20	28

↓ Indicate a significant decrease from the previous survey year

*Multiple responses

Advice to City Council

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

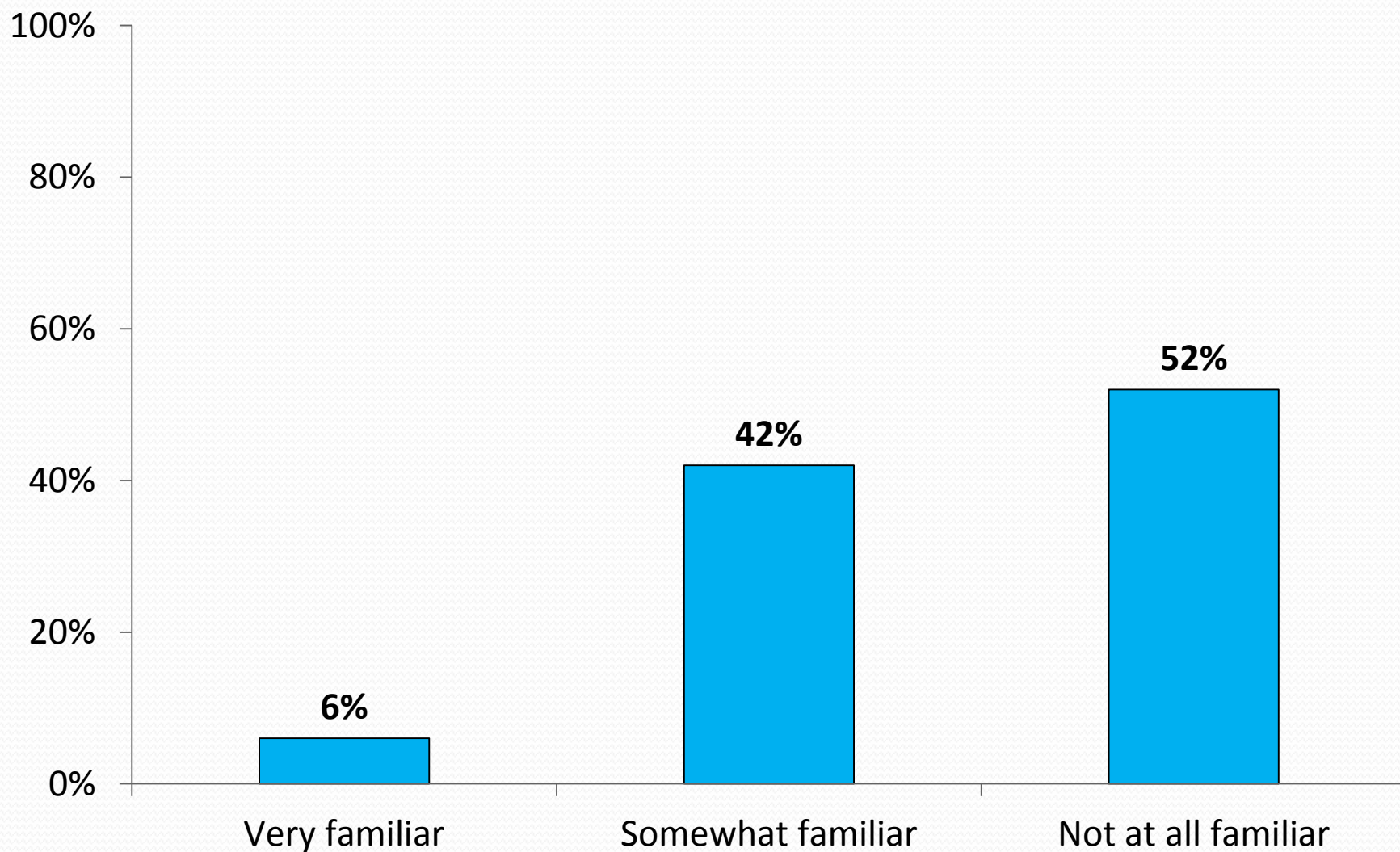
TOP MENTIONS

	Percent of Respondents* (n=400)
Listen more to resident concerns/feedback/input	9
Be more fiscally responsible with budget/control unnecessary spending	7
Lower taxes/keep taxes low	7
Improve road infrastructure	6
Improve City planning/project development/need a better long-term vision	4
Maintainer/manage/keep up with City population growth/development	4
Improve level of communication with residents/provide more information	4
Nothing	6
Don't Know/No Response	26

*Multiple responses

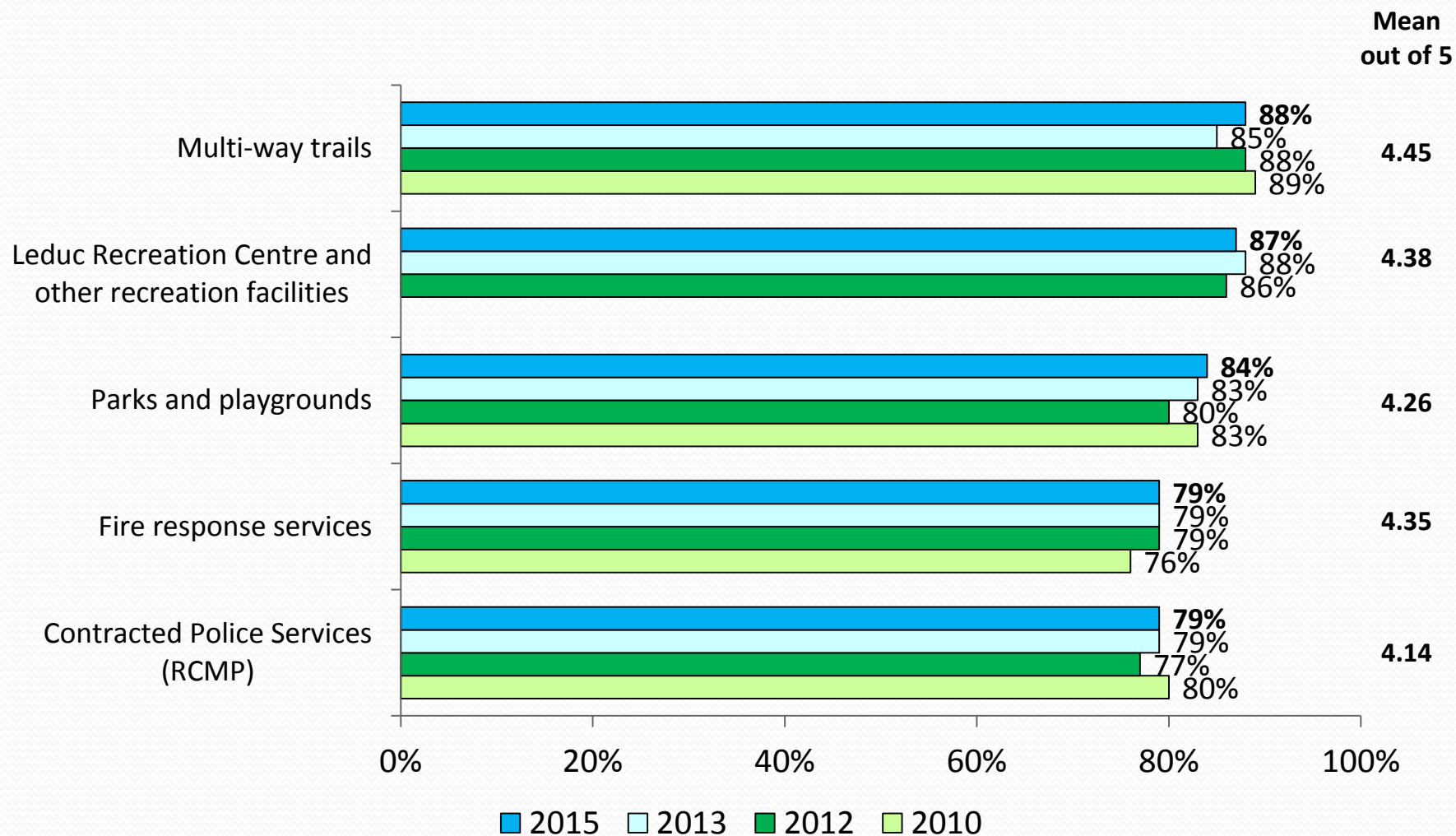


Familiarity with the City of Leduc's Strategic Plan





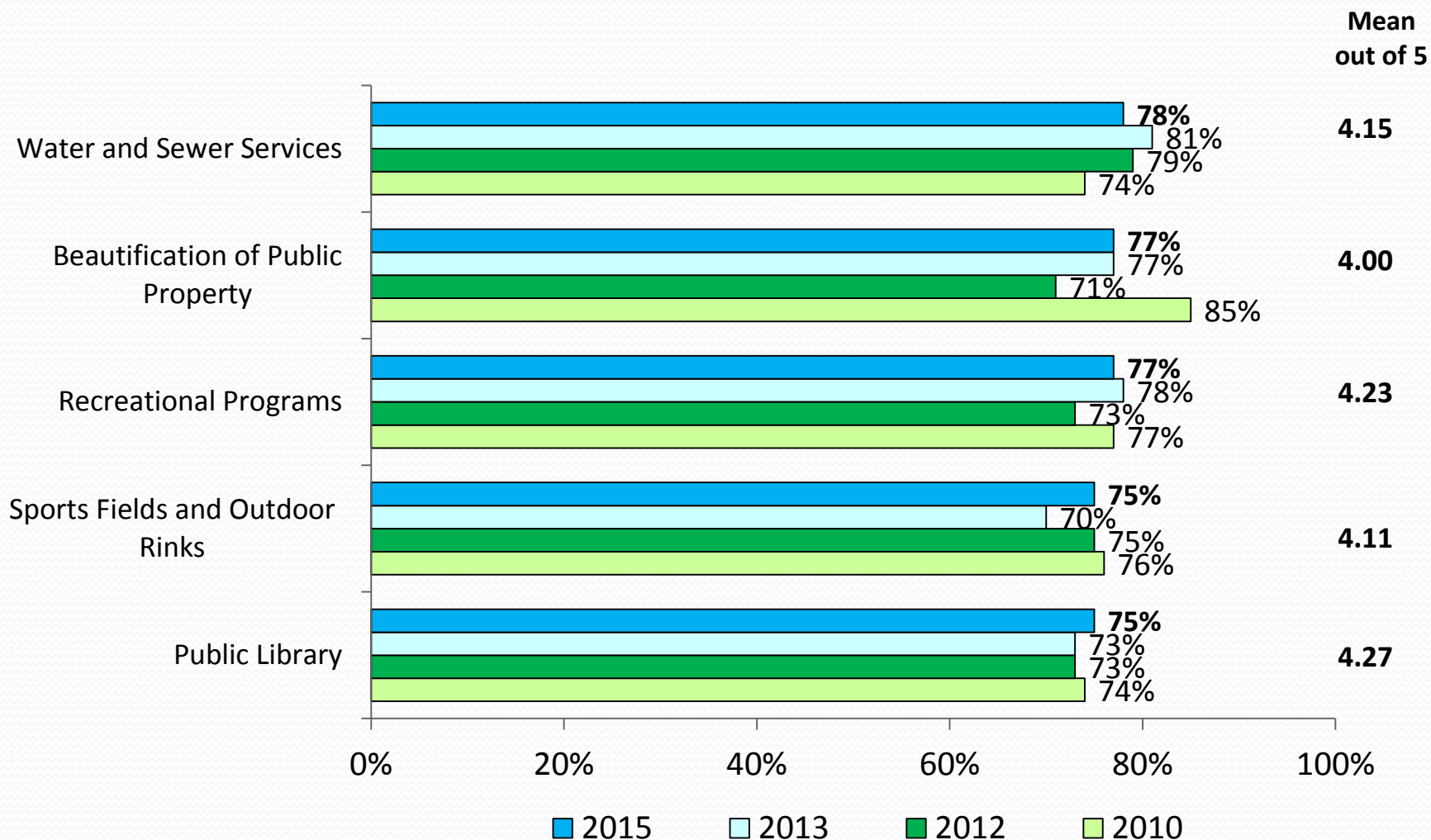
Satisfaction with City Services



n=400 (2015, 2013, 2012; 2010 n=412)



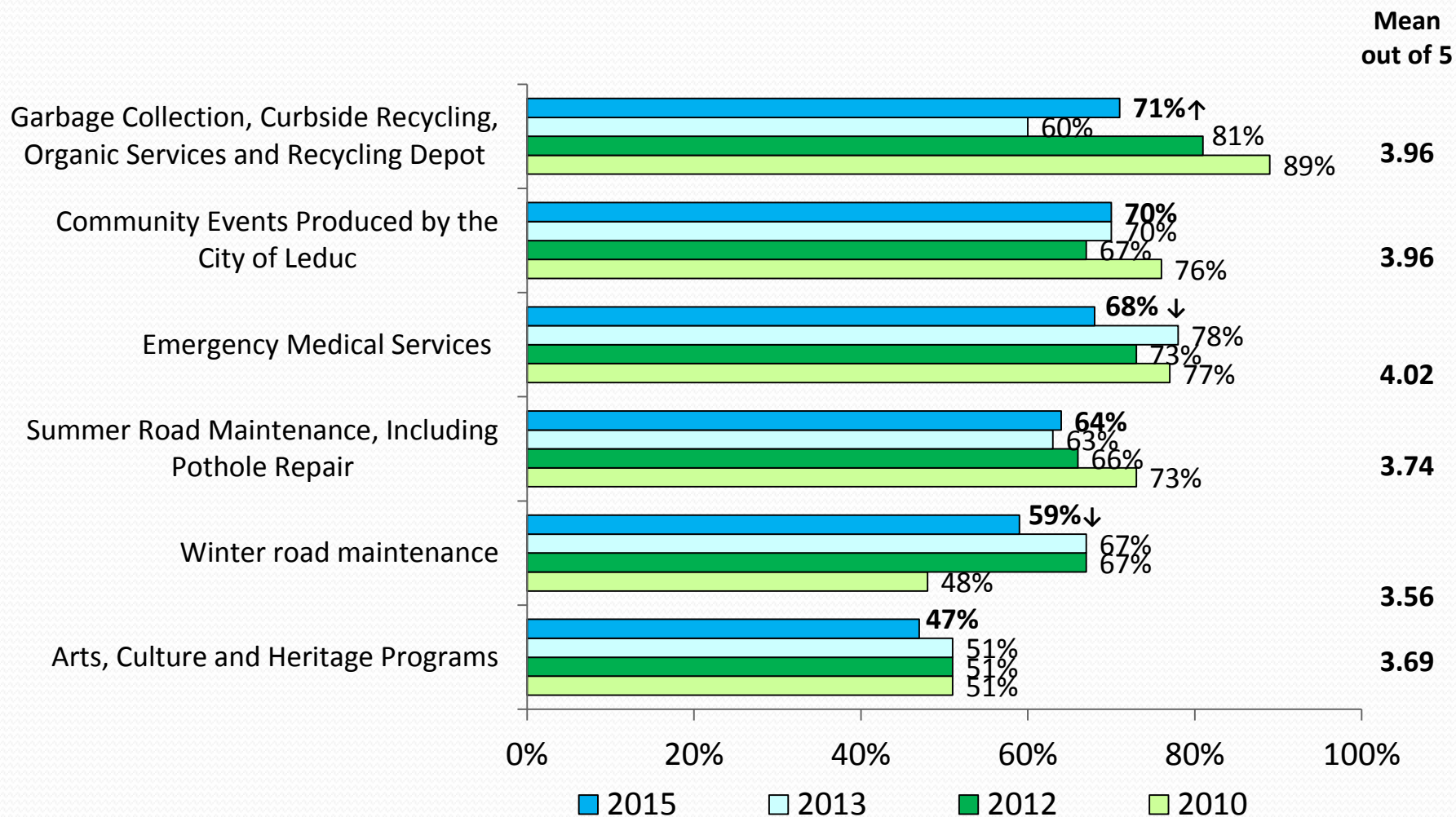
Satisfaction with City Services (cont'd)



n=400 (2015, 2013, 2012; 2010 n=412)



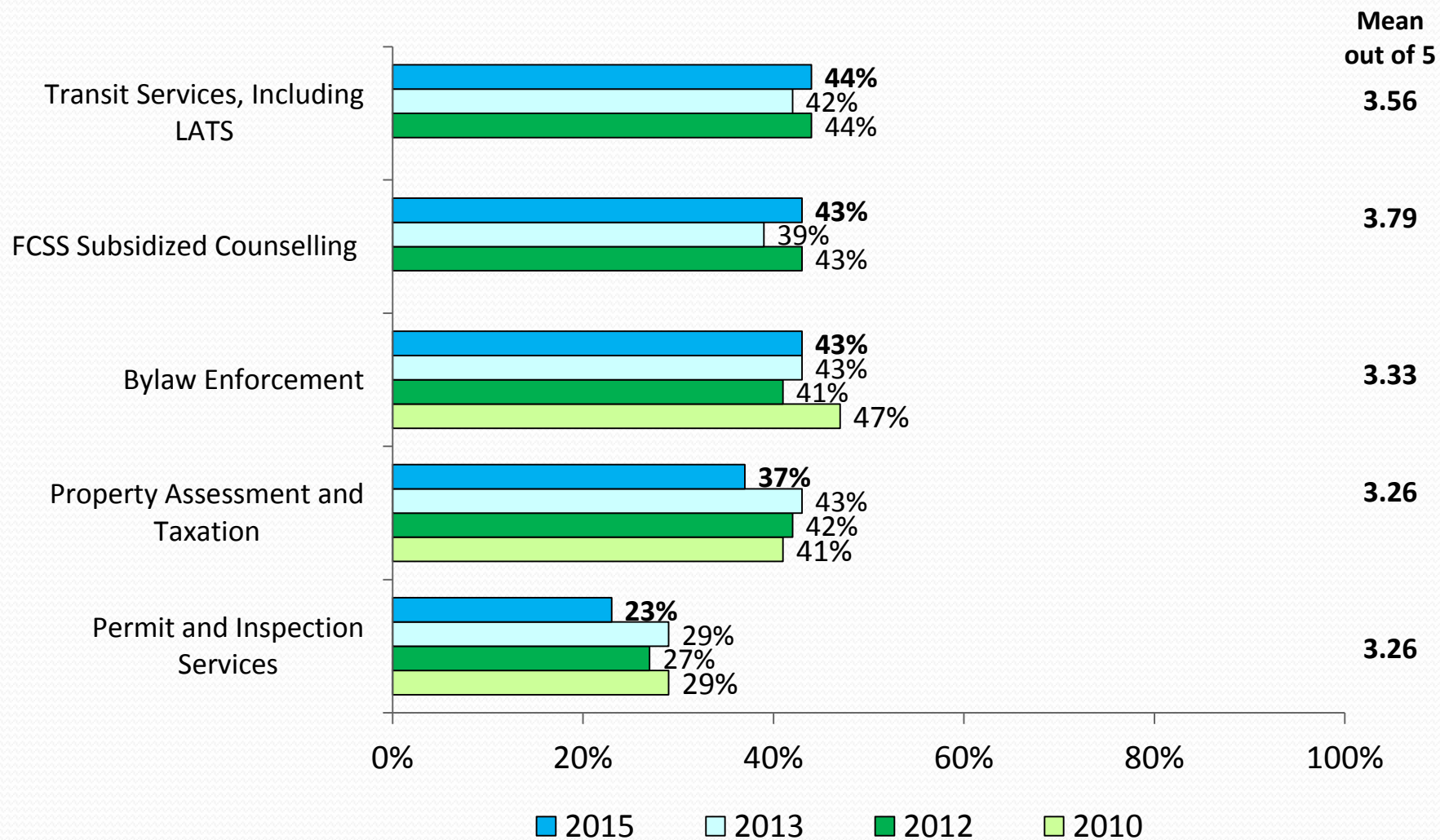
Satisfaction with City Services (cont'd)



↑↓ Indicate a significant increase or decrease from the previous survey year
n=400 (2015, 2013, 2012; 2010 n=412)

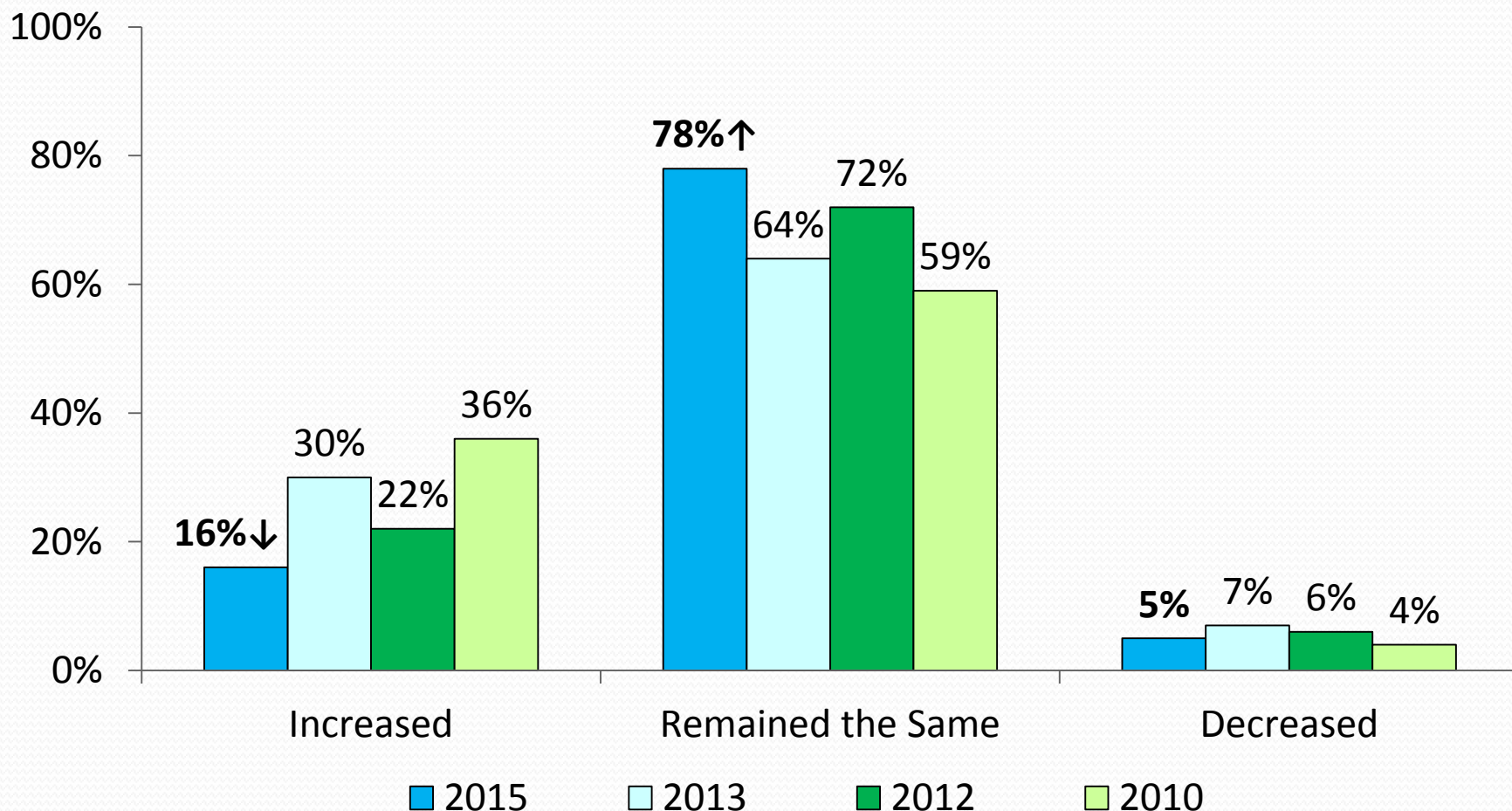


Satisfaction with City Services (cont'd)



n=400 (2015, 2013, 2012; 2010 n=412)

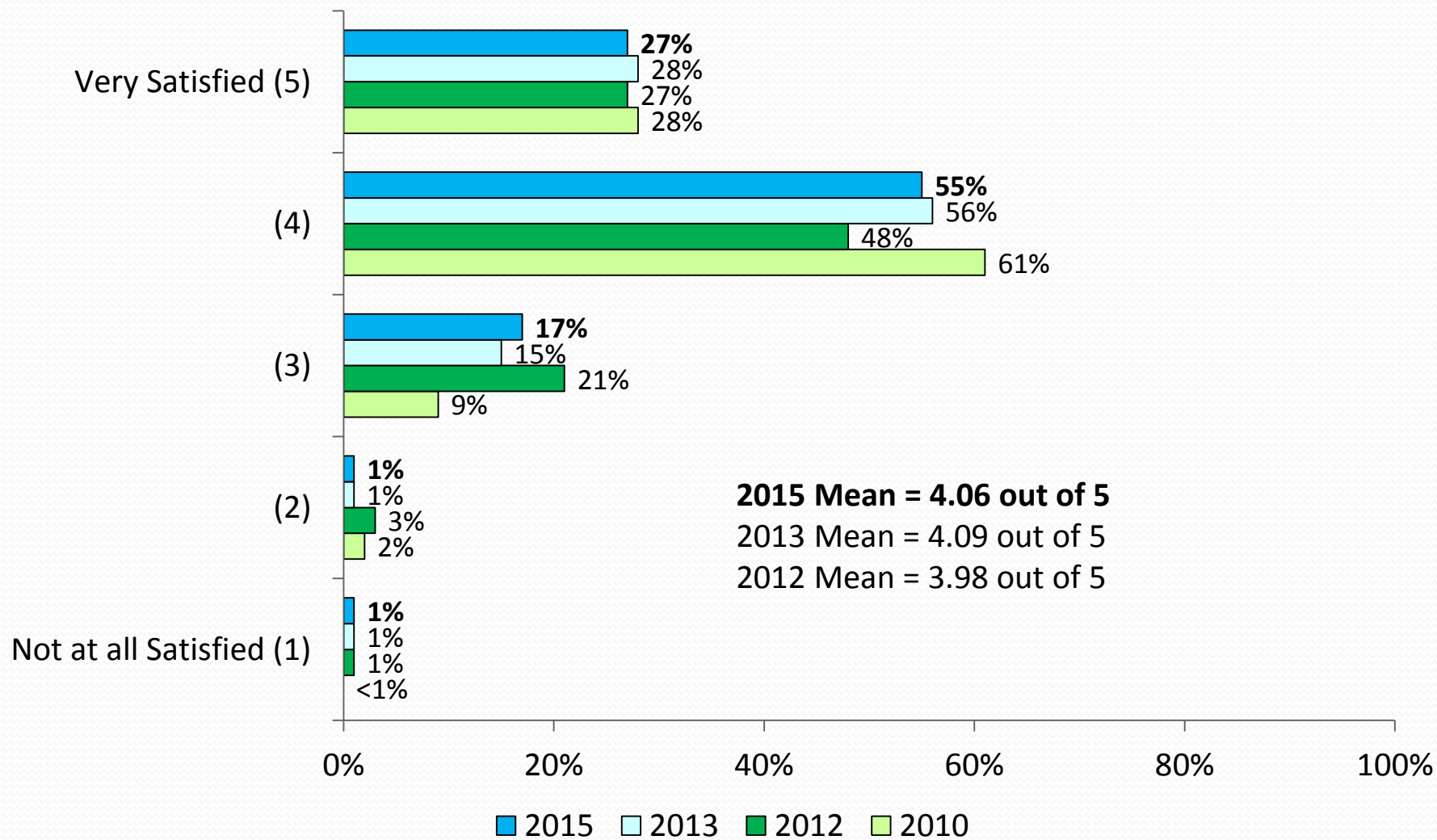
Over the past 12 months, has the quality of services provided by Leduc...?



↑↓ Indicate a significant increase or decrease from the previous survey year
n=400 (2015, 2013, 2012; 2010 n=412)



Satisfaction with Leduc Services and Programs

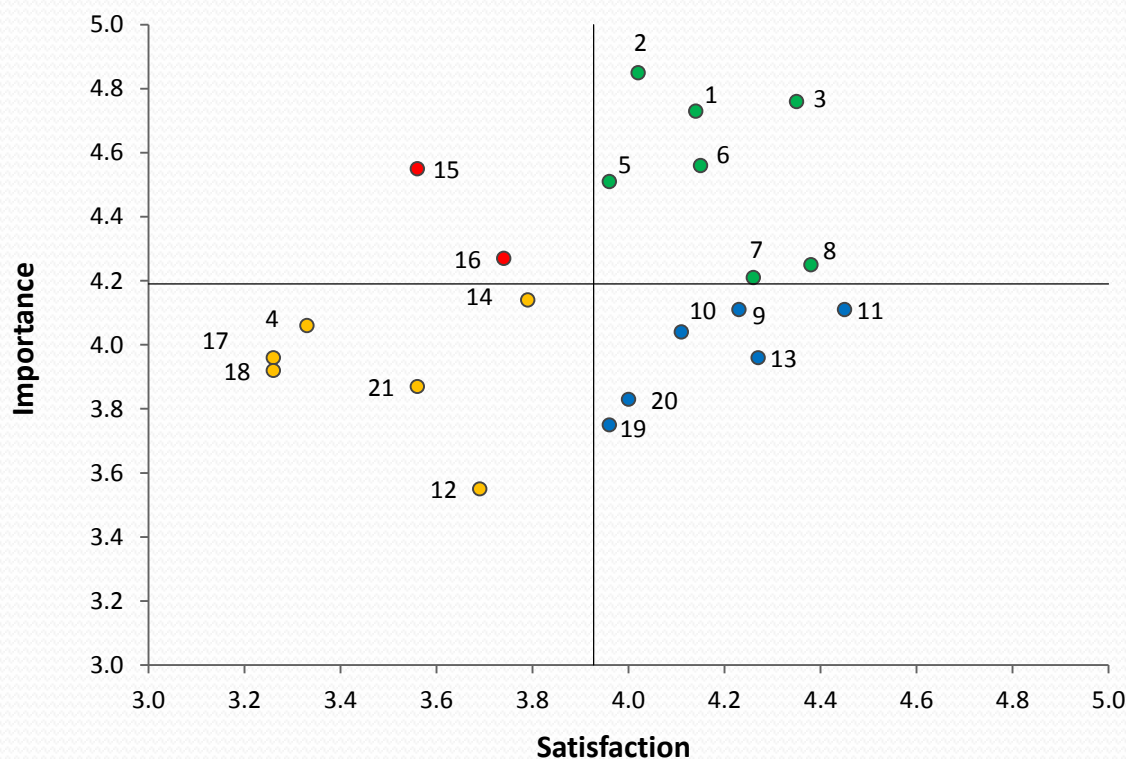


n=400 (2015, 2013, 2012; 2010 n=412)



2015 Satisfaction versus Importance with City of Leduc Services

2015 Importance versus Satisfaction with
City of Leduc Services



Note: Axes set at 3.93 mean satisfaction rating; 4.19 mean importance rating
Scale: 1="not at all important/very dissatisfied"; 5="very important/satisfied"

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. FCSS Subsidized Counseling
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 and Leduc Assisted Transportation Service (LATS)



Key Strengths

- When assessing the City services investigated, the following seven (7) 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;
 - Garbage collection, curbside recycling and organics services, and the recycling depot;
 - Leduc Recreation Centre and other recreation facilities;
 - Water and sewer services;
 - Contracted police services (RCMP);
 - Emergency medical services; and
 - Fire response services.

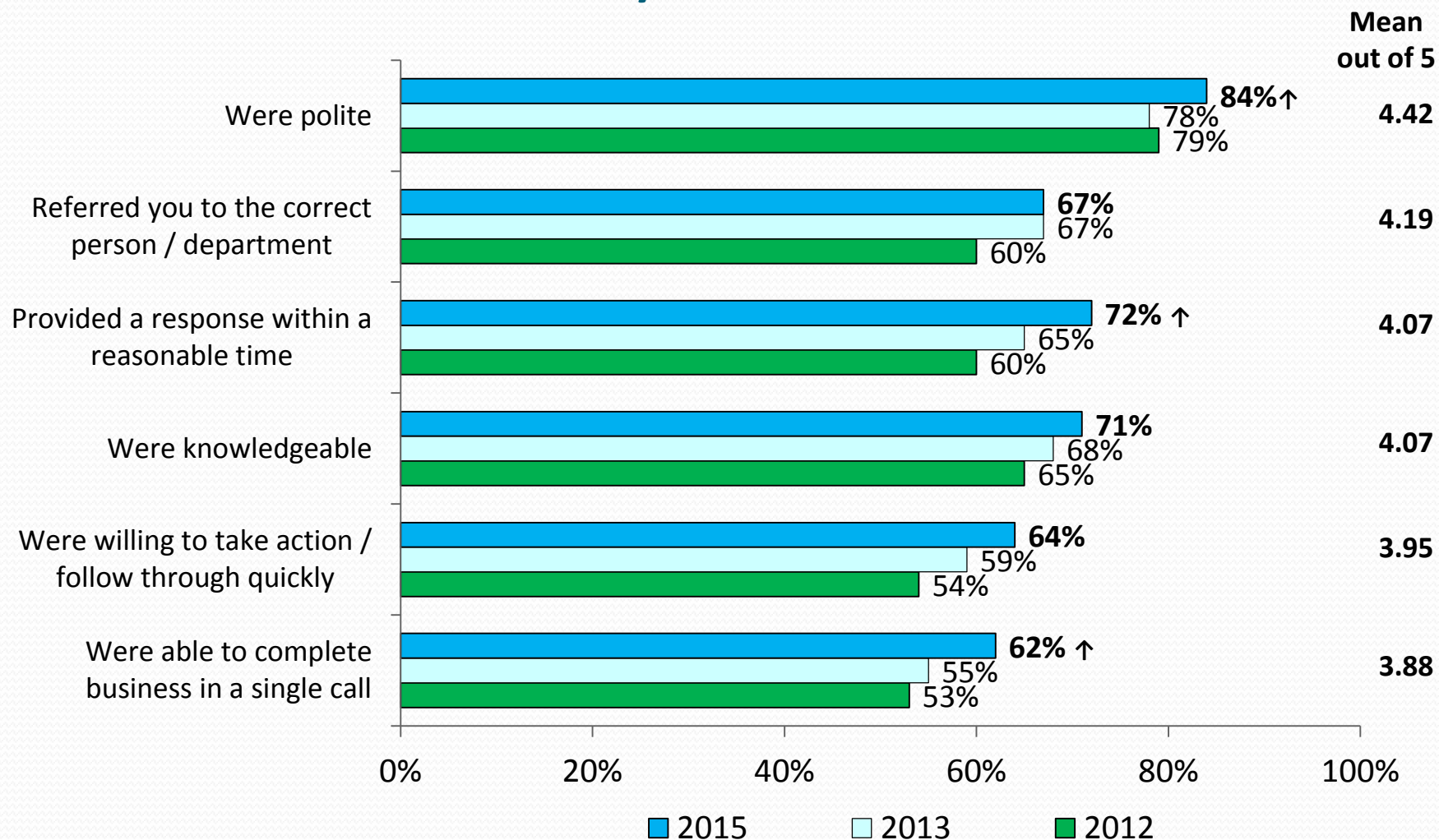


Primary Areas of Improvement

- 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; and
 - Summer road maintenance, including paving and pothole repair.



Satisfaction with City Staff



↑ Indicate a significant increase from the previous survey year
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)**			
	2015	2013	2012	2010
City planning	14↑	8	9	8
Budget/tax spending	12	9	10	11
Leisure/recreation	10↓	17	20	10
Services/programs (unspecified)	9↓	15	14	11
Garbage pickup/recycling depot	9↓	14	7	3
Infrastructure repairs	8	8	5	1
Land usage/development	7	7	10	6
Cultural activities	6	8	14	10
Residential development	5	5	5	4
None/nothing	27	24	11	30

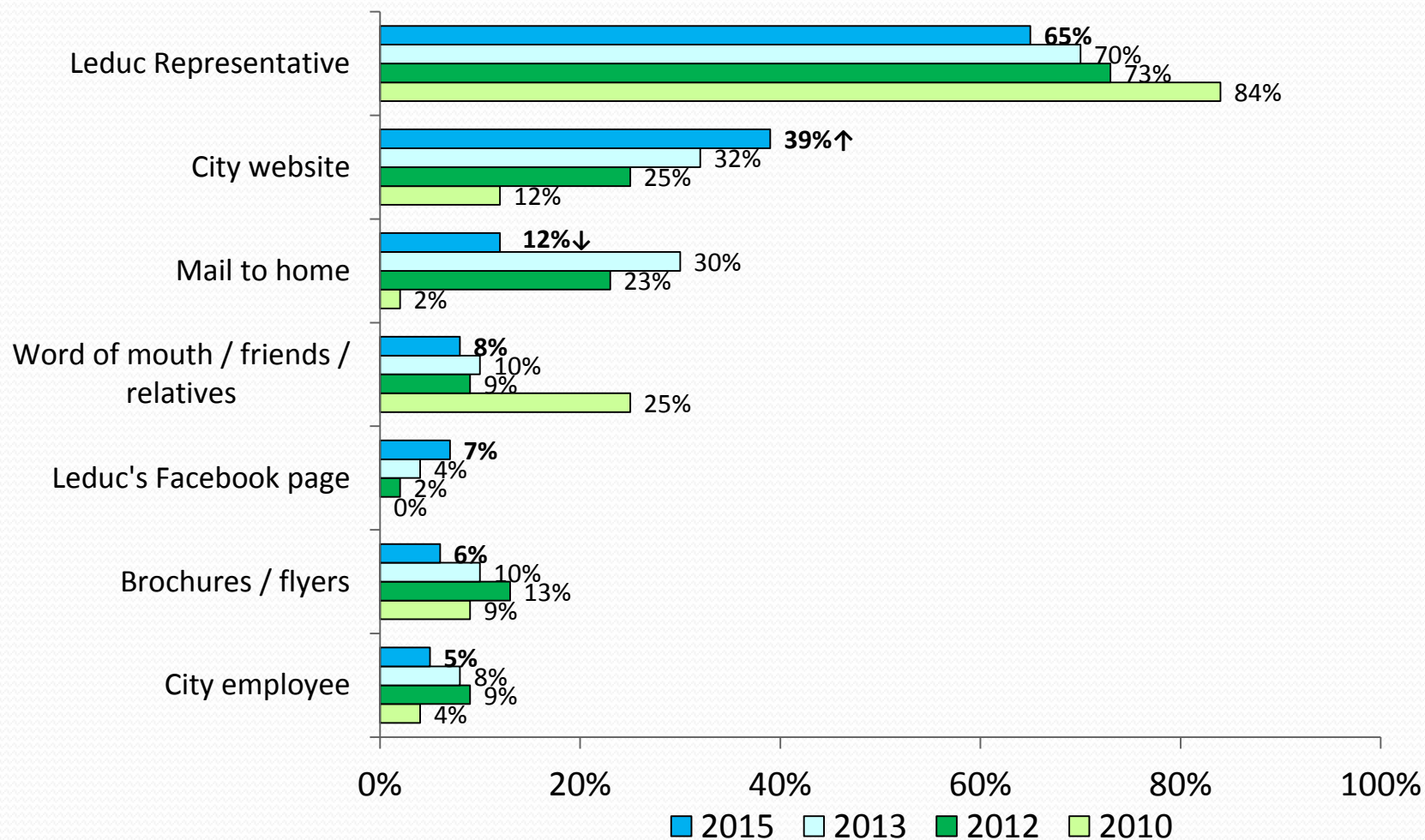
↑↓ Indicate a significant increase or decrease from the previous survey year

*Multiple responses

**n=400 (2015, 2013, 2012; 2010 n=412)



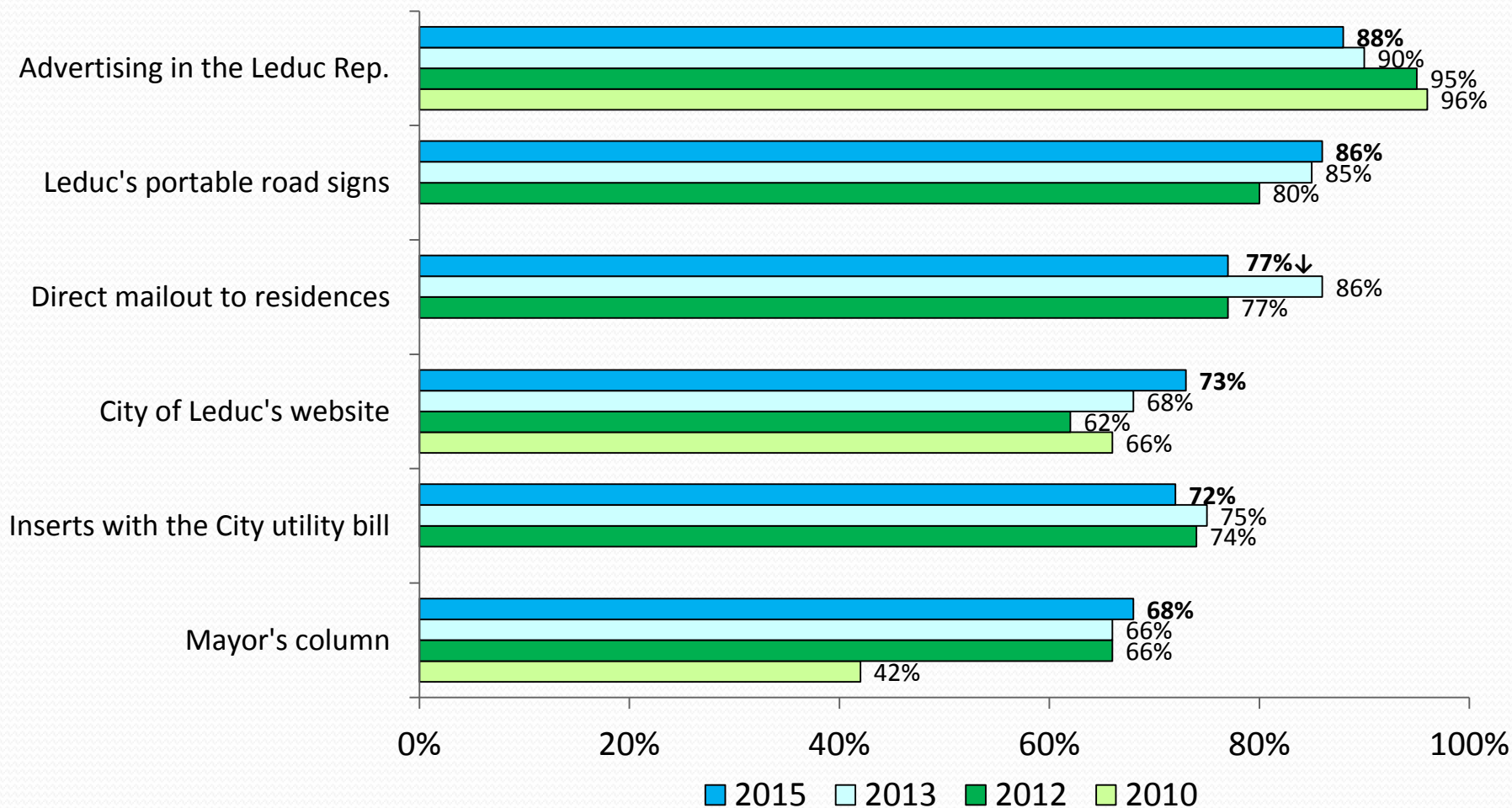
Sources Used for City Information (TOP MENTIONS)



↑↓ Indicate a significant increase or decrease from the previous survey year
n=400 (2015, 2013, 2012; 2010 n=412)



Most Effective Communication Methods*



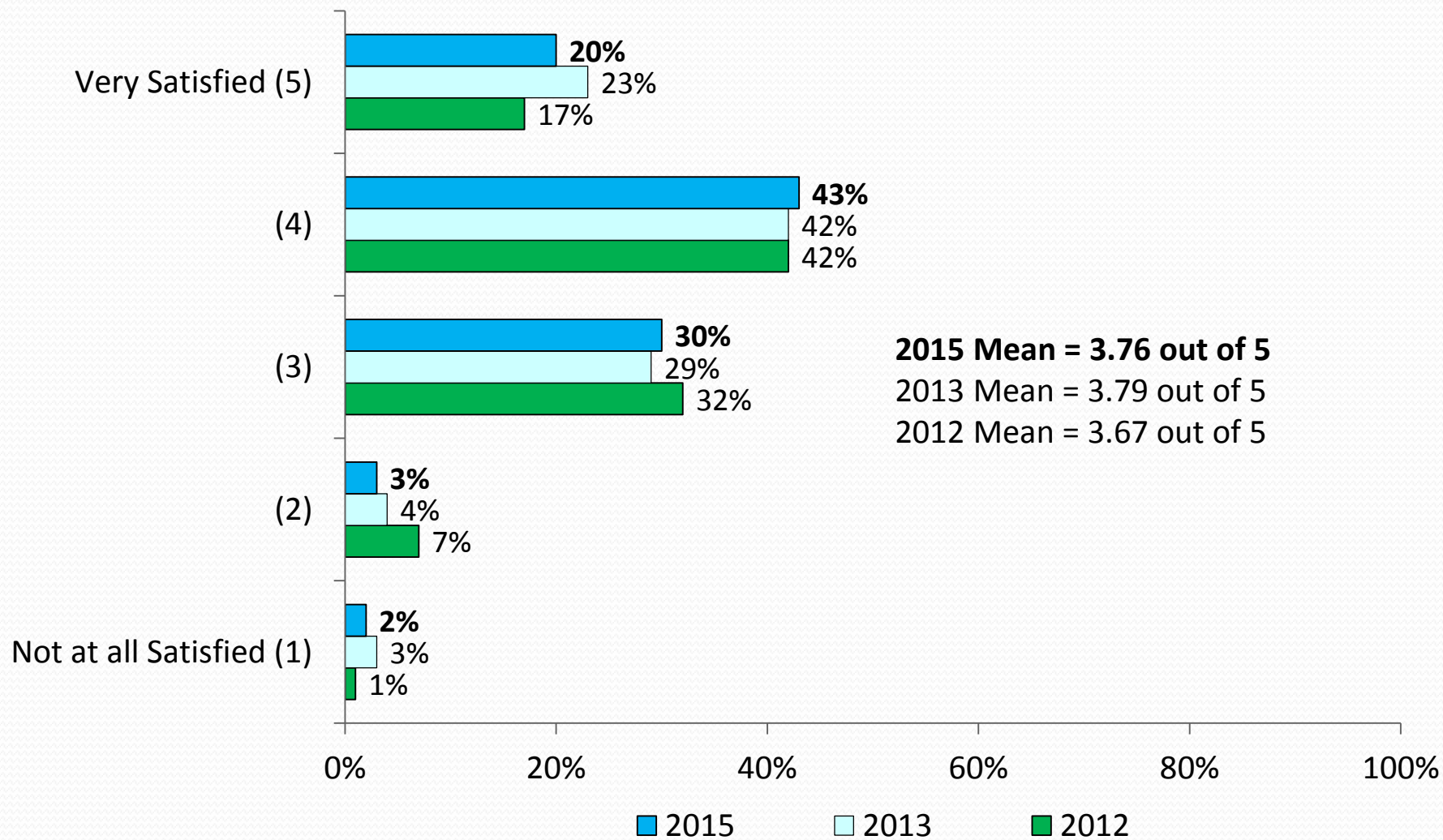
↓ Indicate a significant decrease from the previous survey year

n=400 (2015, 2013, 2012; 2010 n=412)

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

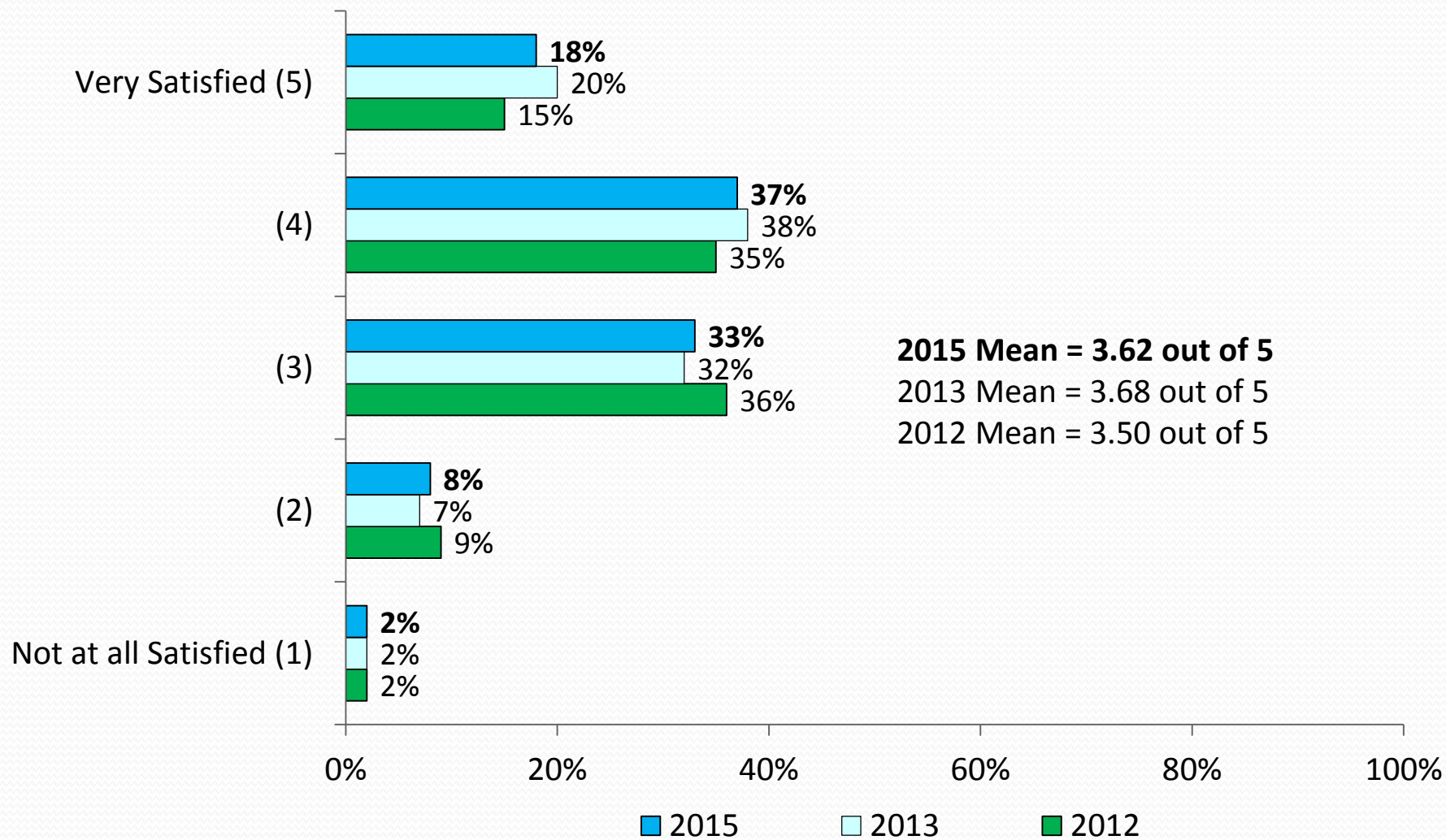


Overall Satisfaction with Leduc's Quality of Communication



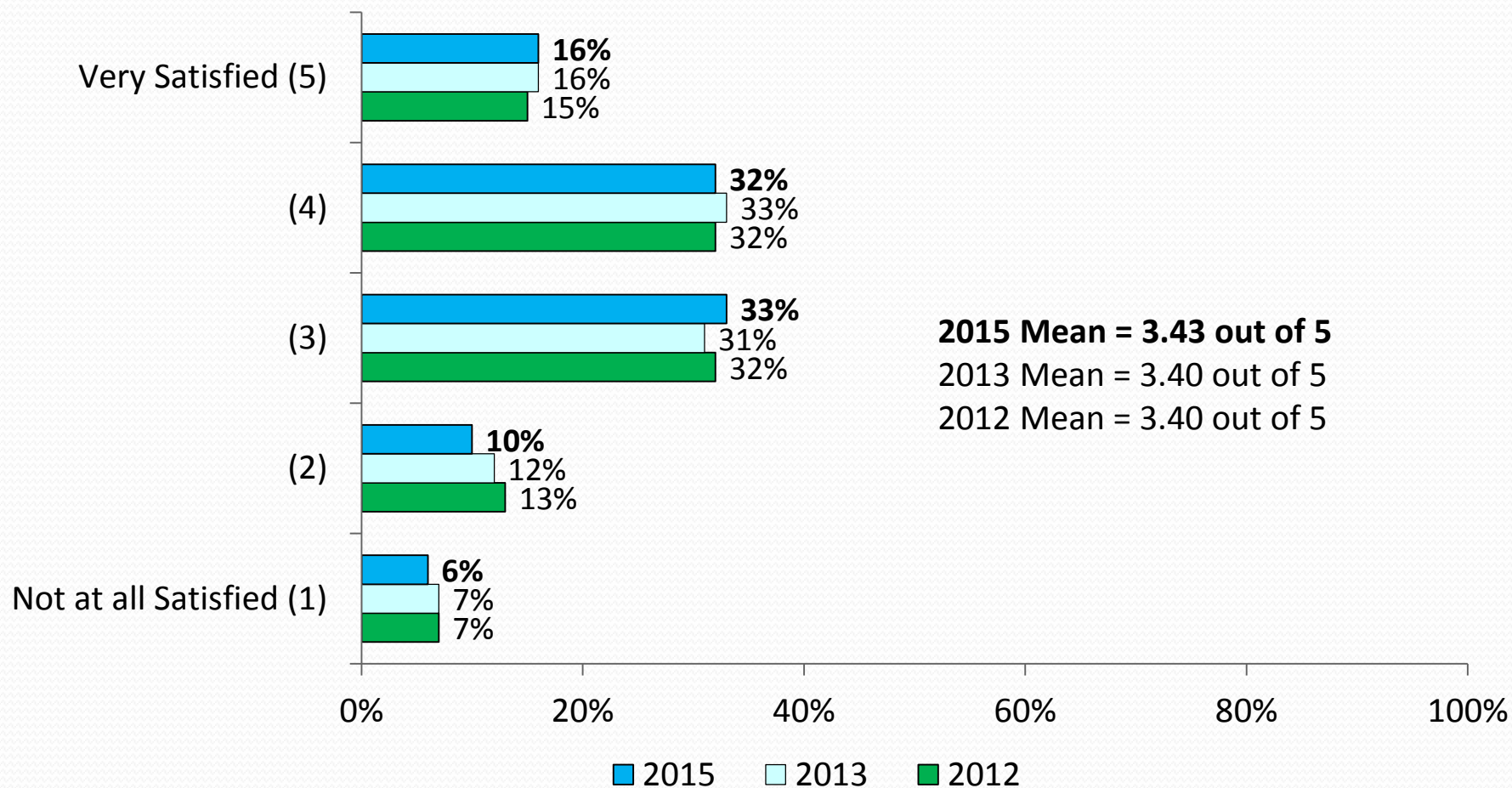


Overall Satisfaction with Leduc's Frequency of Communication



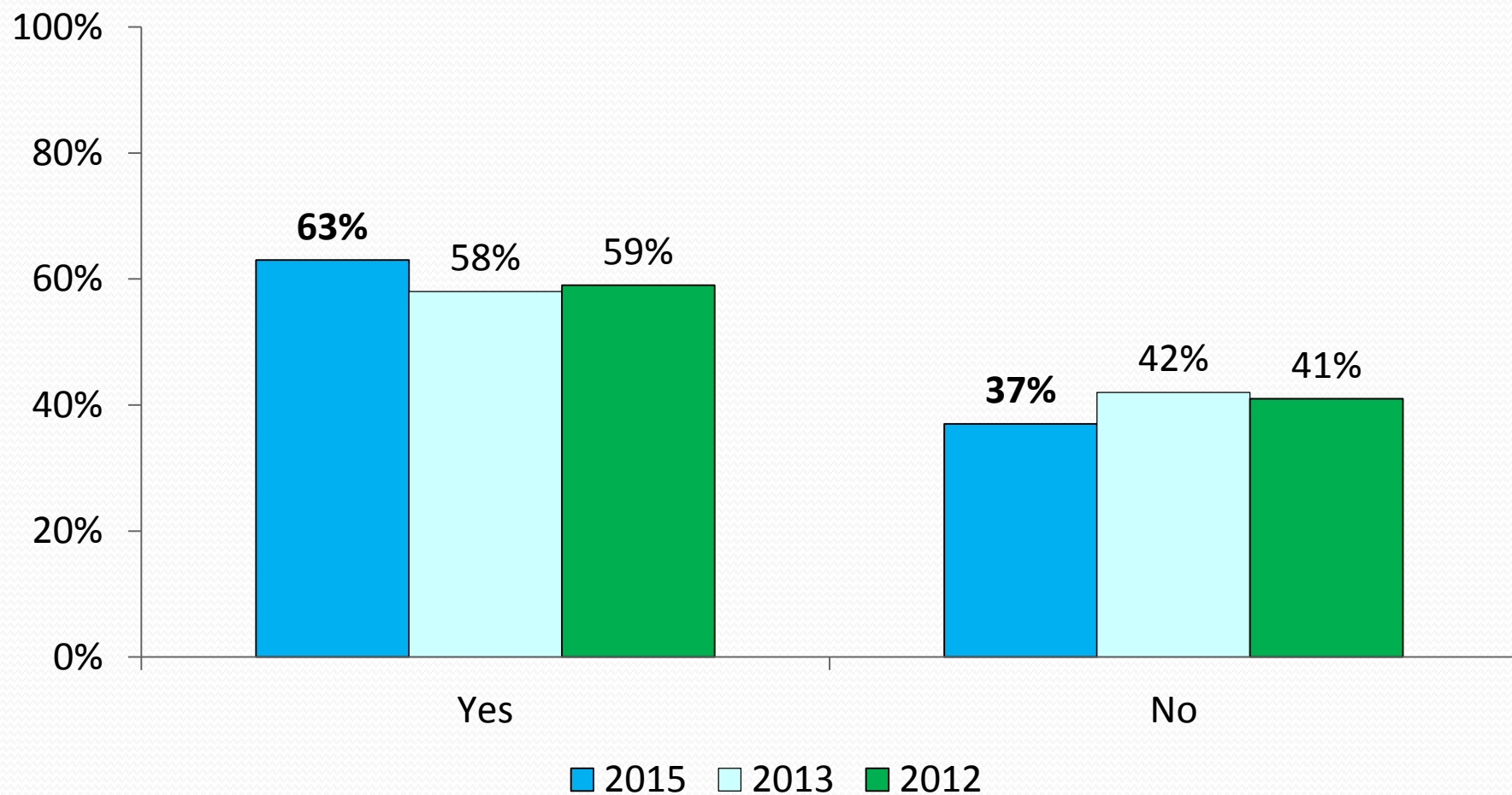


How satisfied are you with the City's efforts to consult with citizens regarding important issues in Leduc?



n=400

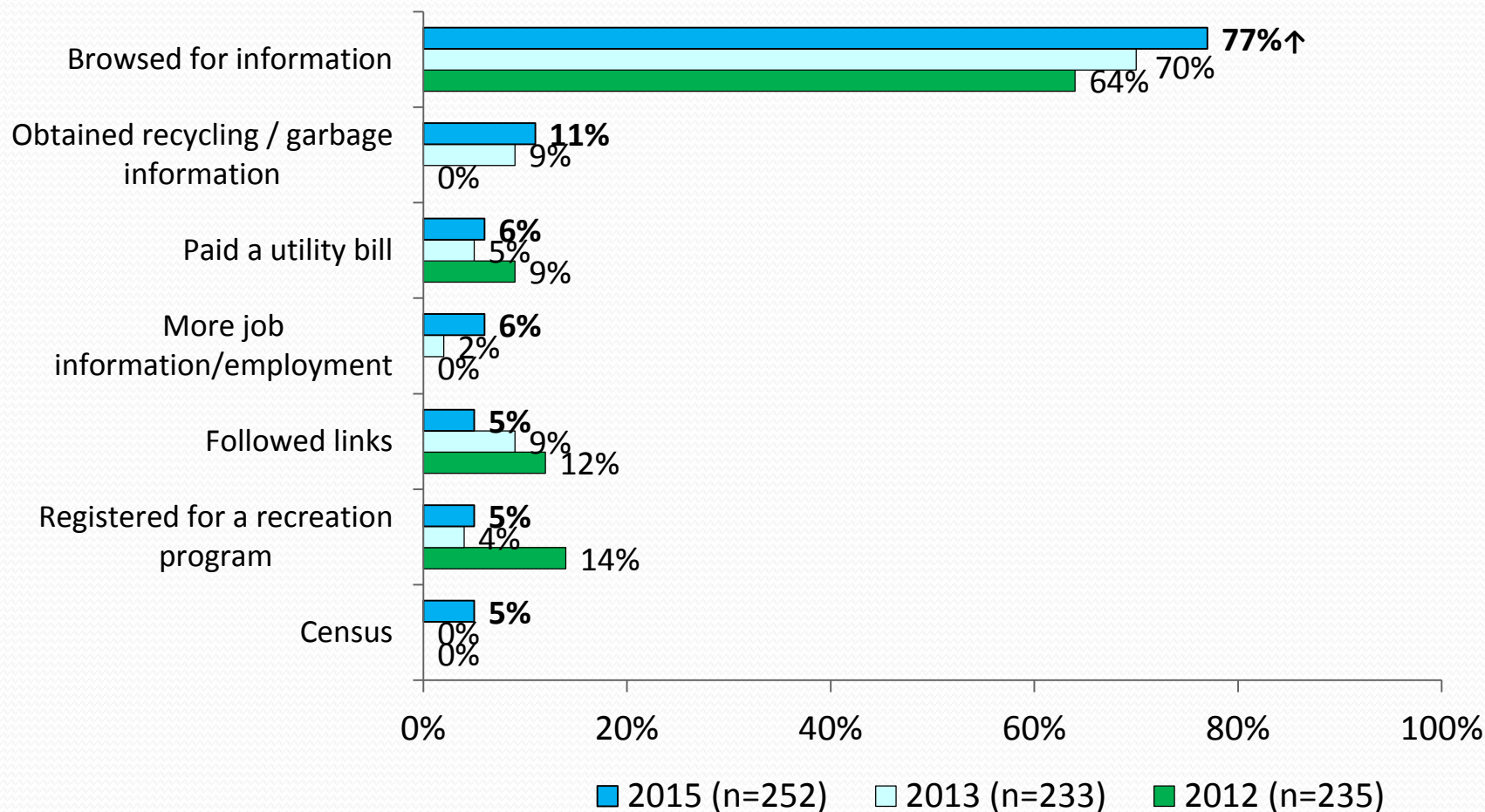
Have you visited the City of Leduc website (leduc.ca) in the past 6 months?



n=400



Tasks Completed on the City of Leduc Websites

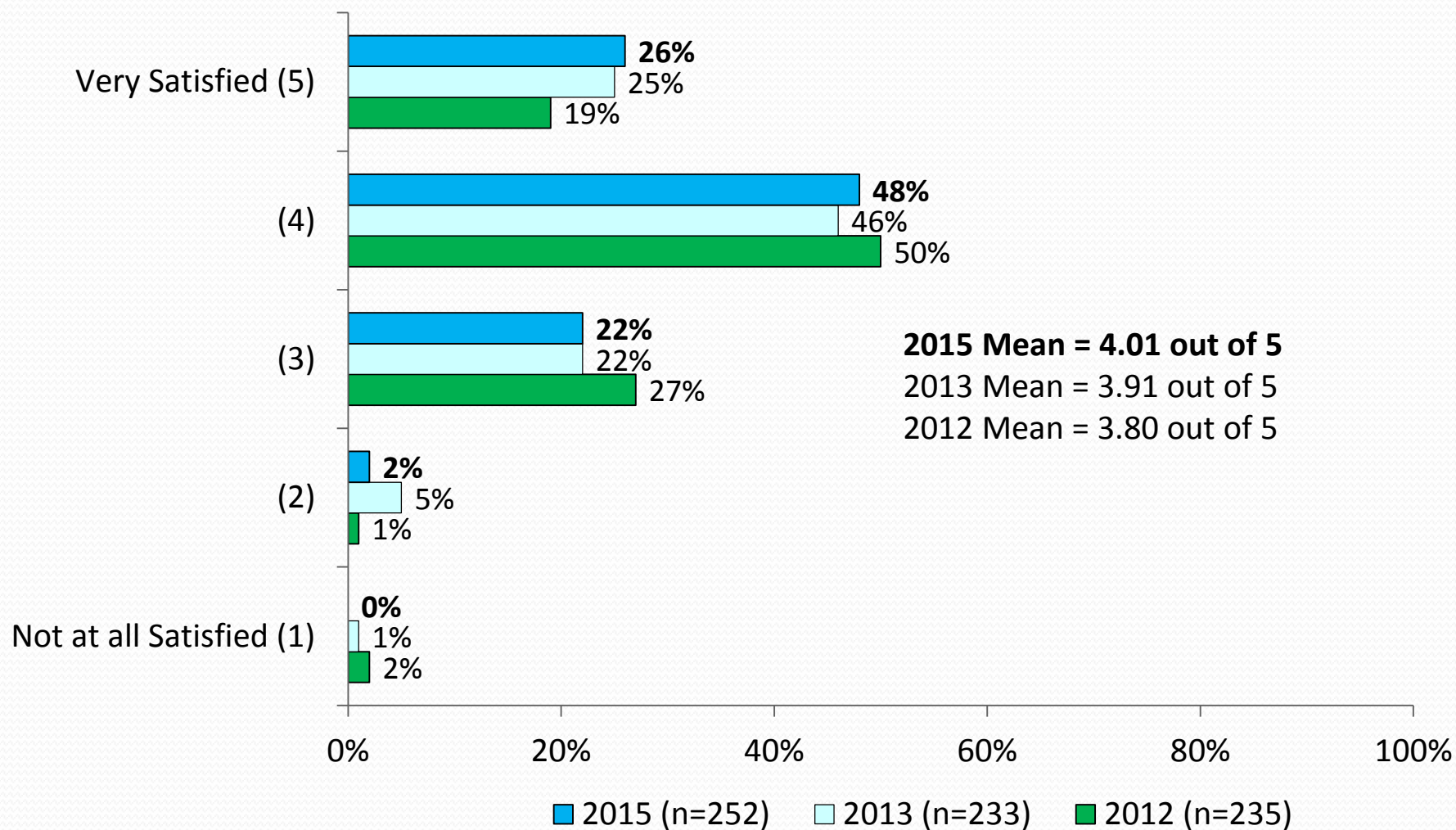


↑ Indicate a significant increase from the previous survey year

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

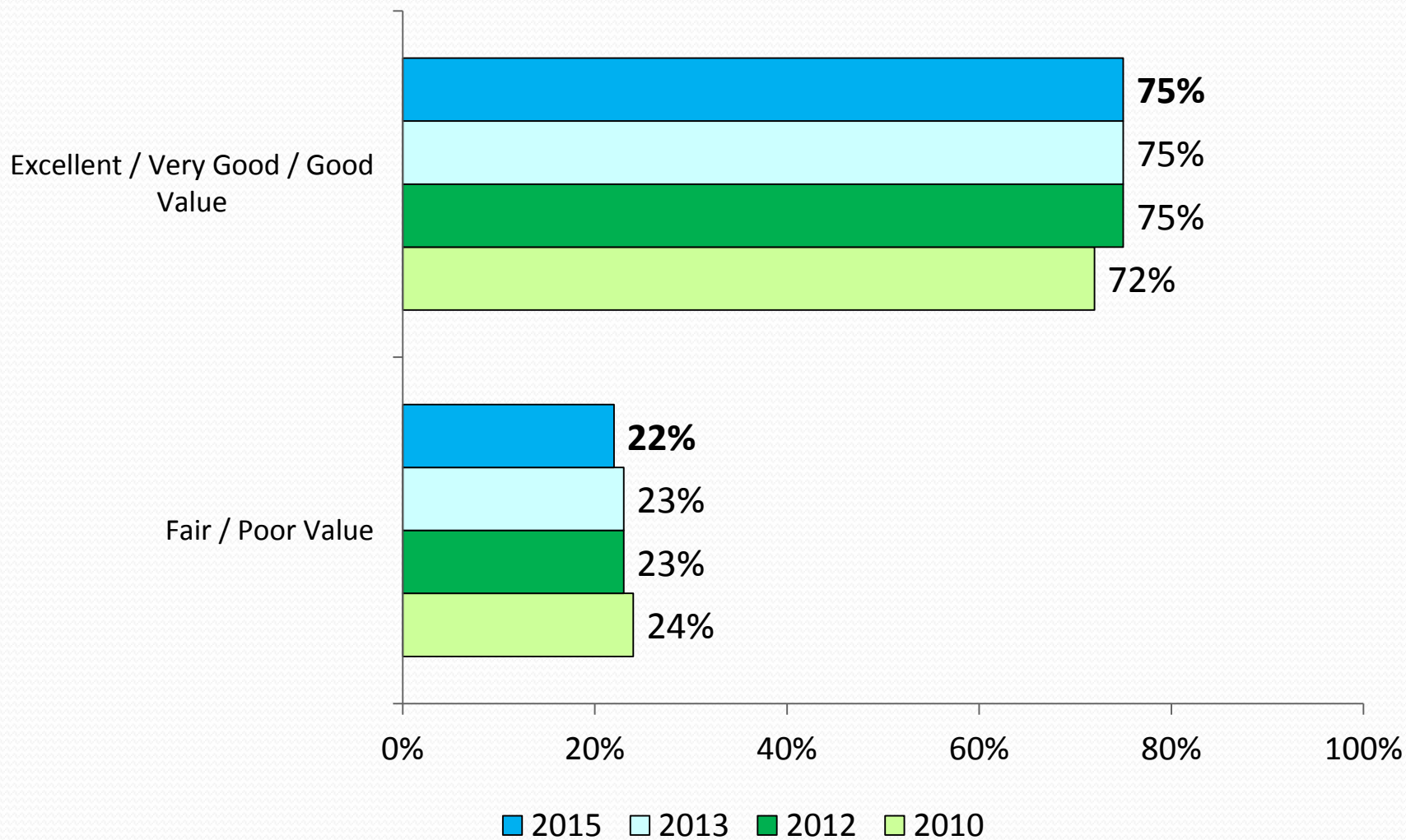


Overall Satisfaction with the City of Leduc Website





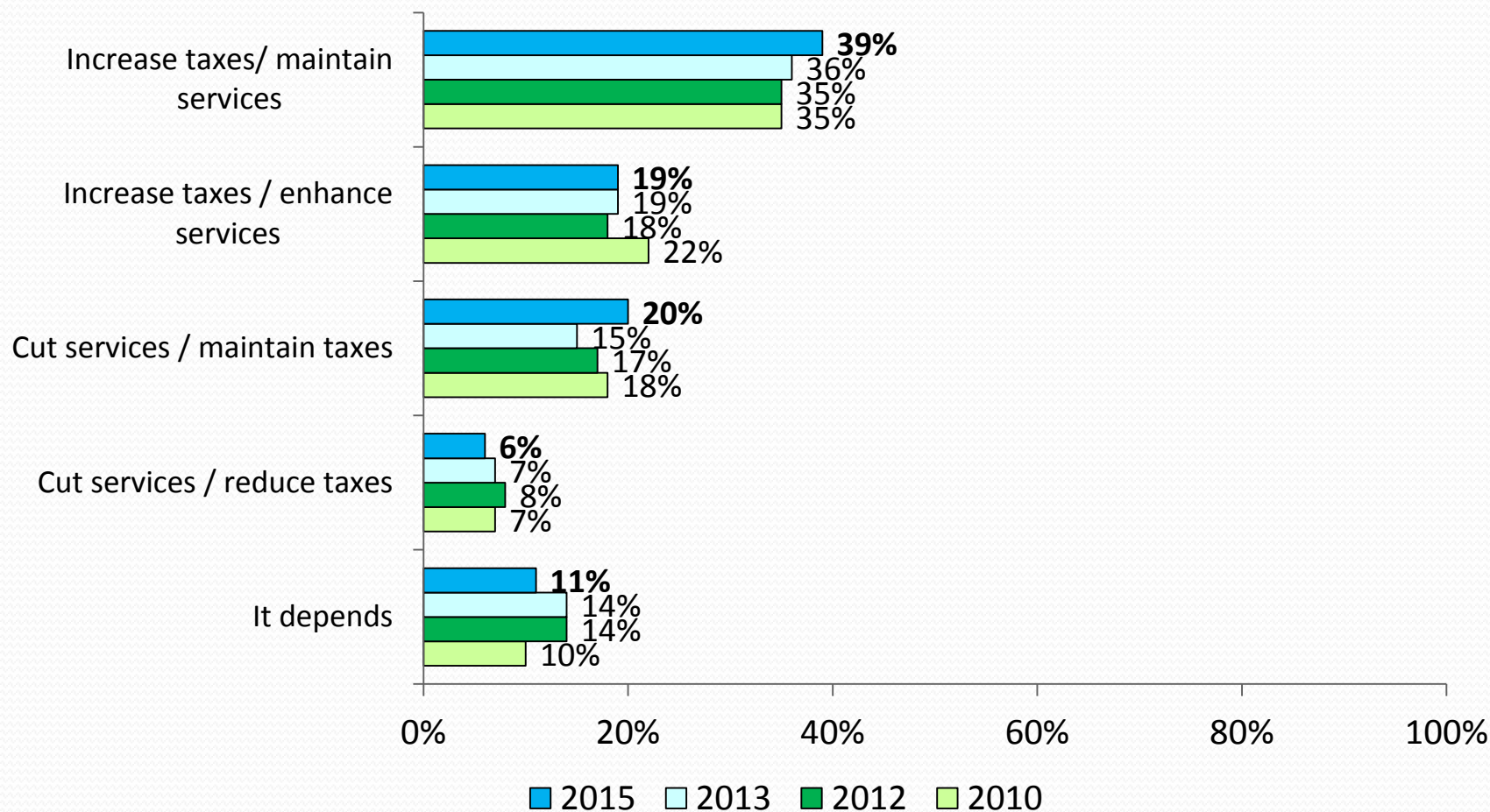
Thinking about the portion of your municipal property tax bill that pays for City services, would you say that you receive...?



n=400 (2015, 2013, 2012; 2010 n=412)



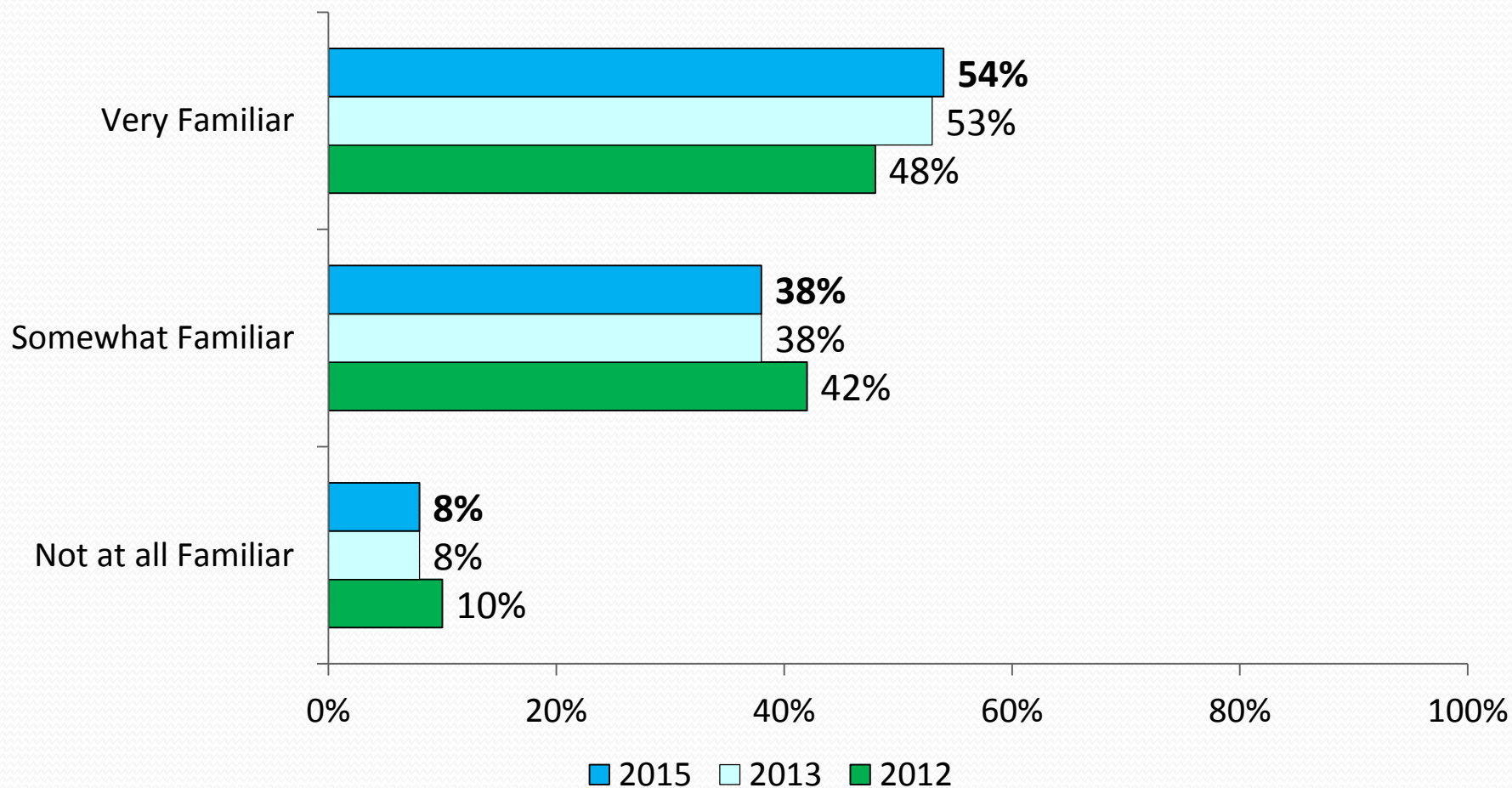
Which of the following tax strategies would you support?



n=400 (2015, 2013, 2012; 2010 n=412)

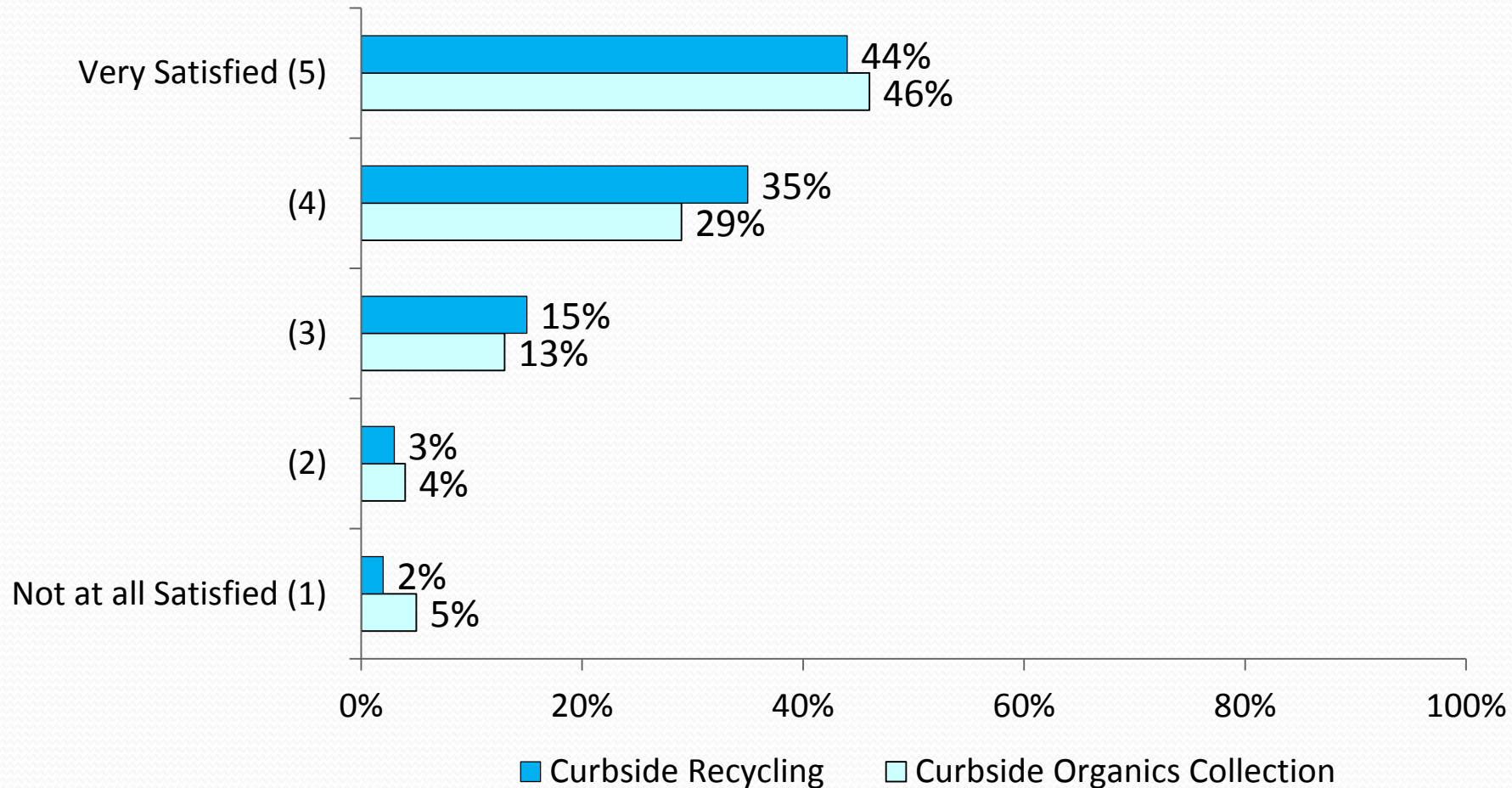


How familiar are you with Leduc's environment initiatives such as curbside recycling?



n=400

Overall Satisfaction with Leduc's Efforts Regarding Environmental Initiative



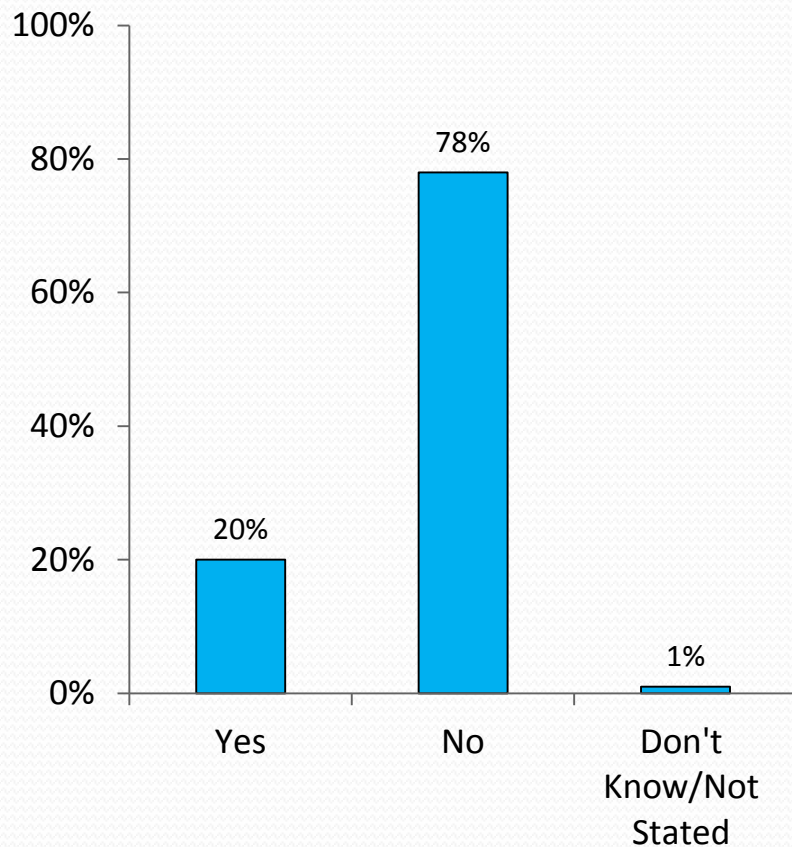
n=366

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

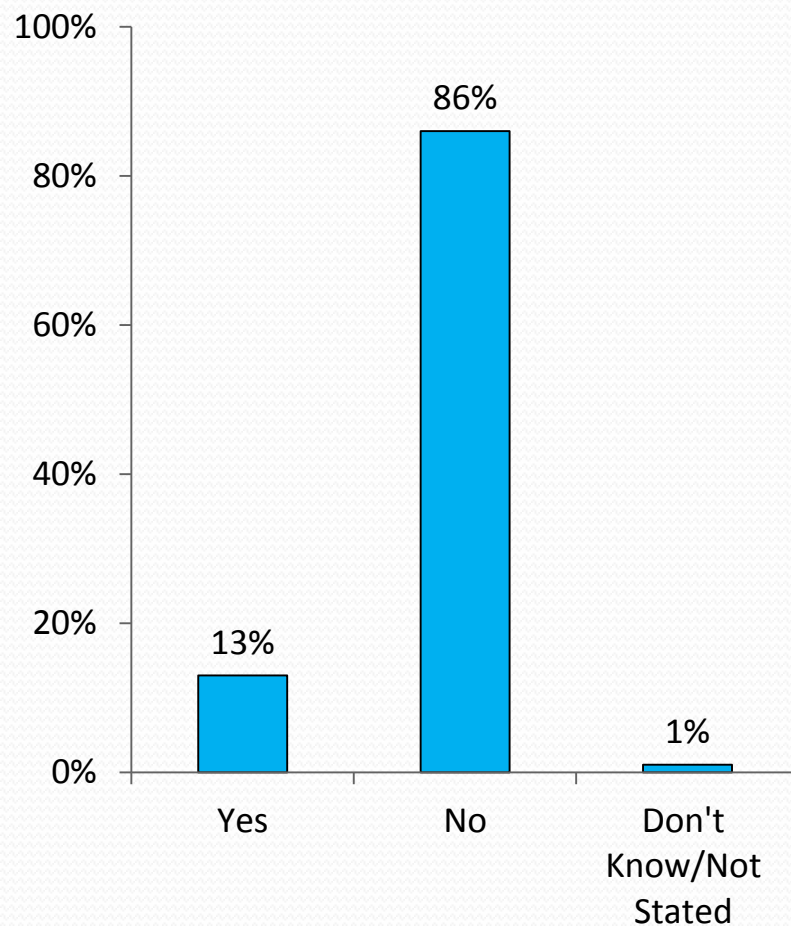


Public Involvement

Thinking back over the past 12 months,
are you aware of any public involvement
processes conducted by the City of
Leduc?



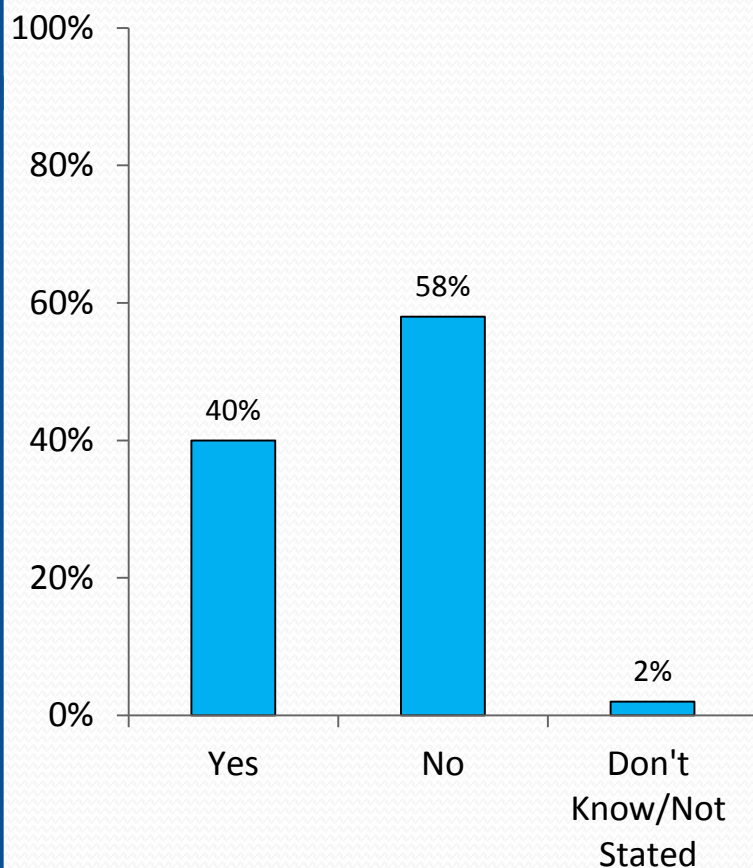
Thinking back over the past 12 months,
have you participated in any City of Leduc
public involvement processes?



n=400

Public Involvement Barriers

Is there anything preventing you from participating or participating more often in the public involvement opportunities offered by the City of Leduc?



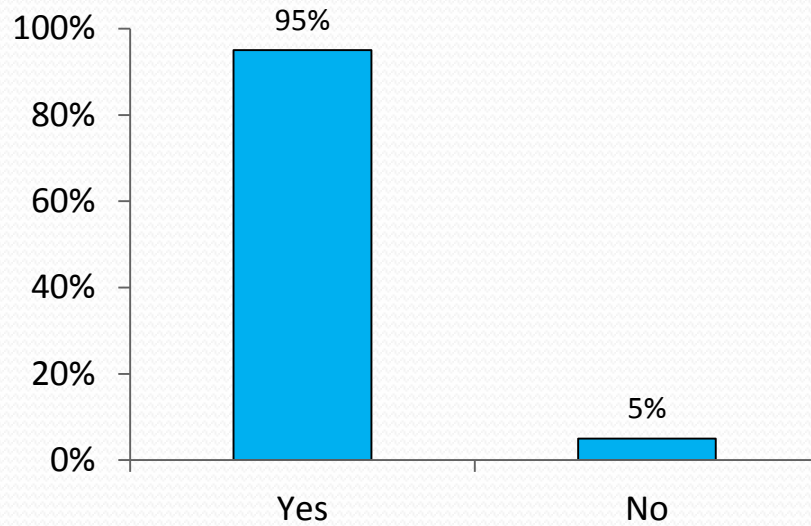
Is there anything preventing you from participating or participating more often in the public involvement opportunities offered by the City of Leduc?

	Percent of Respondents* (n=400)**
Lack of spare time/too busy	22
Unaware of/need more information on public involvement opportunities	7
Health issues/physical illness	2
Lack of interest in public involvement opportunities	2
Is disabled/handicapped	2
Works out of town	2
Is a senior/too old to participate	2
Does not drive/own a vehicle/lack of transportation	1
Council has own agenda/decisions are made before obtaining public input	1
Other (single mentions)	1
No barriers	58
Don't know/Not stated	2

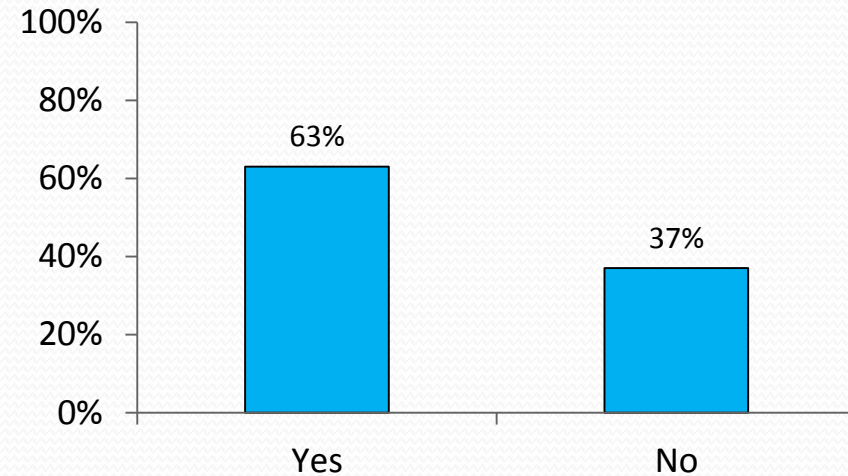
*Multiple responses

Proposed Annexation

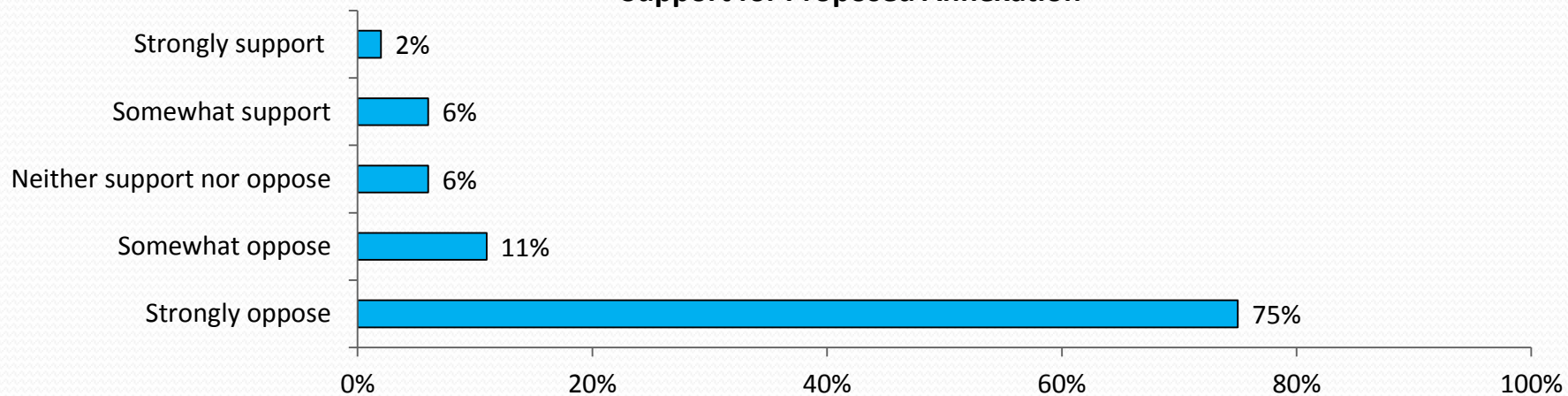
Proposed Annexation Awareness



Tax-sharing Agreement Awareness



Support for Proposed Annexation



n=400



Proposed Annexation: Support and Opposition

Why do you **support** the proposed annexation? (Ratings of 4 or 5 out of 5)
(Top responses)

No concerns (50%)

Taxes will increase/tax base will decrease, in general (18%)

Is against annexation proposal/keep Edmonton out of Leduc, in general (8%)

Feels that the decision has already been made/nothing residents can do about it (6%)

Why do you **oppose** the proposed annexation? (Ratings of 1 or 2 out of 5)
(Top responses)

Taxes will increase/tax base will decrease, in general (68%)

Is against annexation proposal/keep Edmonton out of Leduc, in general (15%)

City will lose/give up too much agricultural land (11%)

Quality of services will decrease, in general (8%)

n=32

n=349
38



Questions?