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CITY OF LEDUC

2021

**ANNUAL  
REPORT**





# CITY OF LEDUC 2021 ANNUAL REPORT



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# CITY COUNCIL

The City of Leduc is governed by an elected council of a mayor and six councillors.

Leduc City Council is committed to responsible, visionary leadership and developing a long-term strategic plan for the City.

[www.Leduc.ca/Council](http://www.Leduc.ca/Council)

@LeducCityCouncil

[council@Leduc.ca](mailto:council@Leduc.ca)

The City of Leduc acknowledges that the land we now know as Canada is the traditional territory of many First Nations, Inuit and Métis. Leduc is located on Treaty 6 land, the traditional territory to the Cree, Dene, Blackfoot, Saulteaux, and Nakota Sioux. We recognize and pay homage to these and all Indigenous peoples - past, present and future - that continue to support, educate and contribute to the strength of our region and country. As a Council, we are committed to listening and building our understanding of the sovereignty, lands, histories, languages, knowledge systems, and cultures of First Nations, Métis and Inuit nations.

## 2021 MUNICIPAL ELECTION

A municipal election took place on Oct. 18 and the newly elected Council was sworn in for the 2021-2025 council term at the inaugural meeting of council on Nov. 1. In total, 6,931 voters came out to cast a ballot in the election, representing 27 per cent voter turnout. Leading up the election, the City launched its Election Hub, a new, interactive website as a one-stop-shop with information and key dates for candidates and voters alike.

 **Left to right (top):** Coun. Ryan Pollard, Mayor Bob Young, Coun. Lars Hansen  
**Left to right (bottom):** Coun. Bill Hamilton, Coun. Beverly Beckett, Coun. Laura Tillack, Coun. Glen Finstad





**Bob Young, Mayor**

## MAYOR'S MESSAGE

2021 was certainly a very busy year. Our City faced new challenges because of COVID-19, but we pushed onward in delivering on our commitments and continuing to provide high-quality services to those who call Leduc home.

In looking back, I couldn't be more grateful for our residents. You drew together with kindness, compassion and a collective resilience that showcased the inspiring community spirit that is alive and well in Leduc. We have emerged strengthened, optimistic for our future and proud of all that we have accomplished.

We are pleased to share our achievements and milestones in the City of Leduc's 2021 Annual Report. For more information on City initiatives, please connect with us:

 [www.leduc.ca](http://www.leduc.ca)

 [@CityofLeduc](https://www.facebook.com/CityofLeduc)

 [@CityofLeduc](https://twitter.com/CityofLeduc)

 [theCityofLeduc](https://www.instagram.com/theCityofLeduc)

 **780 980 7177**





## CITY MANAGER'S MESSAGE

Like many other communities in Alberta and across the country, 2021 was filled with challenges that required innovative solutions and resilience. Now, as we look back on all that was accomplished, I am especially proud of City Administration's continued ability to work in lockstep with City Council to provide high quality services to residents while also safeguarding our future.

Guiding our work were the four key areas of the 2019-2022 Leduc Strategic Plan, which outline Leduc as a City where people want to live, work and play; a City with a plan for the future; an economically prosperous City and region; and, a collaborative community-builder and regional partner.

Overall, it was a year focused on "cautious maintenance" vs "unrestricted growth," which meant deferring certain discretionary capital projects, streamlining contracted services and identifying and implementing operational efficiencies. As a result, we were more agile and responsive in maintaining our infrastructure assets and deferring growth-related projects to future years.

Although we faced a number of unknowns entering 2021, we remained vigilant and steadfast in our approach to keep the City in a positive financial position, and above all, offer value to the residents of the City of Leduc.

The work continues, but the future of our city is as bright as ever. Under the thoughtful guidance of Council, we are poised for continued growth and prosperity, and I am confident that the best days of our community lie ahead.



**Derek Prohar, City Manager**

# COMMUNITY PROFILE



## Population growth

**2022: 34,094**

(per 2021 federal census data)

...

**13.7%** increase from 2016-2021



## New residences built

**366**

(including multifamily units)



## Amount of snow removed

**5,812** loads of snow removed from city streets (approx. 58,120 cubic metres) which is roughly equal to **23** Olympic-size swimming pools



## Distance of multiway trails maintained

**86** kms of trail, sidewalk and multiway trails



## Staff positions reallocated in response to pandemic

**30+** redeployments



## Fire Services response calls

**2,450** fire response calls  
**5,261** EMS response calls

**1,676** fire inspections

**33** fire investigations

**198** construction fire safety plans reviewed

**23** public safety and education programs delivered



## Enforcement Services response calls

**2,060** calls (including 934 vehicle offences; 446 property complaints; 666 animal complaints)

## Park spaces and outdoor recreational areas maintained



**60** parks maintained



**40** playgrounds maintained



**864** acres of turf and grassed areas mowed



## Athletic facilities maintained

**15** baseball/softball diamonds

**4** beach volleyball courts (one location)

**2** football fields

**17** multi-use fields (soccer, rugby, etc.)

**4** tennis courts

**1** skate park

**12** outdoor ice surfaces

**16** basketball hoops and backboards (five neighbourhoods)

**2** running tracks

**1** archery range



## Leduc City Council

**27** virtual regular Council meetings (not including Committee-of-the-Whole)

**33** public commentaries/presentations delivered

**6** Mock Council sessions

**4** Facebook Live events and virtual town halls hosted

# FOCUS AREA 1

## A City Where People Want to Live, Work and Play

The City of Leduc is recognized as a great place to live as it is a safe, healthy, active, creative and caring community. It has a solid reputation for active citizen engagement and inclusivity, as well as respect for diversity. Its infrastructure efficiently and effectively meets the needs of a growing community and community organizations. Residents have access to recreation, arts and culture, housing and employment. The business community is strong and is the backbone of our economy.



To commemorate the first National Day for Truth and Reconciliation, the City held a flag raising ceremony at the Leduc Civic Centre on Sept. 30. In recognition of the tragic and ongoing legacy of residential schools in Canada, and to honour survivors, their families, and communities, the ceremony included raising the Treaty 6 and Métis flags as well as a moment of silence led by a residential school survivor.

Results from the 2021 Citizen Satisfaction Survey showed that 95 per cent of residents are pleased with the quality of life in Leduc and consider maintaining infrastructure and managing growth to be the top civic priorities for the year ahead. The most significant factors contributing to a high quality of life in the community are its size, parks and trail network, municipal services, and community spirit. These top-rated services were also identified as providing the highest value for tax dollars.



A two-year speed reduction pilot took effect in Leduc's Southfork neighbourhood, lowering the speed limit from 50 to 40 km per hour. This decision was made after a public survey and live questions and answer sessions were held where input was gathered from citizens. In addition to being selected because of its density and resident concerns, the Southfork neighbourhood is also the most cost-effective neighbourhood for the pilot with only two entry/exit points requiring new signage.

In April 2021, three community parks were named in recognition of long-serving community members who have made significant contributions to Leduc: John Jackie Park, Roesch Park and Dennis Nosyk Park. These municipal green spaces are located in the Blackstone and Meadowview neighbourhoods.



Go Leduc, a local awareness campaign, was launched to encourage residents to get outside and enjoy the many beautiful amenities available year-round in Leduc. On social media alone, the campaign reached more than 25,000 people between March and December.

## KEY PERFORMANCE INDICATORS



**Citizen Satisfaction on Quality of Life**  
as good, very good, excellent (2021)



**Citizen Satisfaction on City Programs and Services**  
(2021)

### FOCUS ON TRUTH AND RECONCILIATION

As a community, it so important that we gather in somber reflection of National Day for Truth and Reconciliation Day – to visibly recognize and grieve the horrific tragedies and ongoing legacy of residential schools in Canada. The interconnectedness of the past, present and future are foundational to the success, health and sustainability of our city and region. It is our responsibility to create and encourage awareness so that we can build a safer, more inclusive environment for generations to come.

**Councillor Beverly Beckett**

-  **2,240** newsletters for seniors
-  **14** '#influencers' awards handed out to young leaders
-  **5** signature events hosted
-  **1** Leduc Achievement Award handed out
-  **42** FCSS webinars and virtual events hosted

-  **310** families visited Santa at the 'Santa Claus Drive-thru' event in December
-  **86** houses decorated for second annual 'Light-Up Leduc' holiday light contest
-  **8,333** FCSS total supports administered for individuals and families
-  **2,002** FCSS total referrals

### FOCUS ON SERVICES AND COMMUNITY SPIRIT

While delivering high quality programs and services that improve quality of life in Leduc, we've had an exciting year with activities that have strengthened our neighbourhoods and supported a vibrant and connected volunteer sector. The year concluded with our second annual Light-Up Leduc event and as thousands in Leduc came together to enjoy the beautiful lights we were joined together in a moment of joy and immense community spirit.

**Councillor Ryan Pollard**

## FOCUS AREA 2

### A City With a Plan for the Future

The City of Leduc is recognized for its capacity to meet the current needs of its residents and businesses today and into the future through creative and innovative approaches. It ensures that sustainability is integrated into its economic development, community development and environmental protection initiatives. It consistently delivers excellent municipal programs, services and infrastructure without compromising its long-term financial sustainability. Residents and business owners and operators are satisfied with the value they receive for their tax dollars and the quality of its municipal infrastructure.



Significant road upgrades were made during the construction season, including the widening of Grant MacEwan Boulevard, full-depth rehabilitation of a sizable portion of the Corinthia neighborhood and 4 kms of other arterial and collector roads in the community. In total, these projects cost roughly \$14 million and were mostly paid for through offsite levies and grants. This investment in our community sets Leduc up to safely accommodate current and future traffic levels, improve traffic flow and ease traffic congestion, while still supporting the continuous growth of our community.

Enhancements were made to Leduc Transit's local service when On-Demand Transit rolled out in August. The service, which replaced Routes 2, 3, 4 and 5, allows local riders to choose their pick-up/destination locations and times by booking their trip through an app, online or call centre. Between August and December 2021, local ridership doubled to 6,043 users and the service received an average rating of 4.84 stars out of 5.



Seeking innovative ways to give local businesses a competitive edge in the local, regional and global economy, the City partnered with TELUS to bring broadband internet service to the community. Installation of PureFibre services began in mid-2021 and is being funded and overseen by TELUS. Once complete, it will cover almost all of the city, including the downtown area, business parks and Leduc Common.

Public education took flight in 2021 around the Edmonton Airport Vicinity Protection Area with a goal that was two-fold: to help inform residents about the depth of impact the regulations had on our community, and continued advocacy for amendments that will help Leduc to grow sustainably. Between March and December, nearly 30,000 were reached through the City's website, social media, media coverage, stakeholder engagement and more.



Installation of an electric vehicle charging station and solar carport located at the corner of 49th Street and 49th Avenue began in the fall of 2021 with the intention of bringing people into Leduc's downtown core. The carport is also expected to reduce the city's carbon dioxide emissions by approximately 15 tonnes annually, which is equivalent to planting 200 trees each year. Revenue generated from the solar carport will pay back the City's capital cost in roughly 15 years and projects to generate more power than what will be used by car chargers. Motorists will be able to use these stations to charge their vehicles at no cost, encouraging them to stop in Leduc's downtown core over other charging locations.

## KEY PERFORMANCE INDICATORS



**Citizen Satisfaction on Value for Municipal Tax Dollars (2021)**



**Debt Ratio and Percentage of Capital Plan Implemented Annually**

The City of Leduc borrowed **\$70M** of the available **\$150M** leaving us with a debt limit of **53%**. We borrowed more money in 2021 than in 2020.



**Percentage Increase in New Infill Housing**

**22** Secondary Suites  
**103** new units (single detached, duplex and townhouse)



**71%** of the capital plan was completed in 2021.

### FOCUS ON GROWTH & FUTURE PLANNING

The City's ability to grow and plan for its future was at the heart of all the public education and advocacy work that was completed this year related to the Airport Vicinity Protection Area. As part of the Edmonton Metropolitan Region, we are committed to and encourage growth that will benefit the city and the region, and our proud of our efforts to see the AVPA regulations amended in a way that will allow us to grow in a more sustainable and cost-effective way.

**Councillor Bill Hamilton**



**Recycle Coach app:**  
**3,672** subscribers  
**19,679** items searched



**1,959** birds & **126** species identified during Spring and Christmas Bird Count combined



**661** trees planted

**54,472** visits to the Eco Station ...  
**76.7%** City of Leduc residents  
**21.6%** Leduc County residents  
**1.7%** City of Beaumont residents



**39,457** litres of hazardous household waste



**72** tonnes of electronic waste (4,144 unites)



**7,472** dry cell batteries



**23,400** litres of flammable liquids



**1,938** kg of crushed glass



**71,400** litres of paint



**1,650** tires

### FOCUS ON ENVIRONMENT & SUSTAINABILITY

We've seen some great successes in our environmentally focused initiatives this year. Tree planting, On-Demand Transit, the electric vehicle charging stations and solar carport are just a few examples of how we are taking intentional steps towards becoming a more sustainable city. There is still lots of work to do in this area, but I am grateful that we are a community that strives to balance growth and development with our care and respect for the Earth.

**Councillor Lars Hansen**

## FOCUS AREA 3

### An Economically Prosperous City and Region

The City of Leduc is open for business. It successfully leverages its proximity to the Edmonton International Airport and its access to road and rail infrastructure to attract and retain top commercial and industrial businesses, known as Alberta Aerotropolis. The local and regional economies are diversified and provide a wide range of employment opportunities. The City of Leduc is a regional employment centre with a thriving small business sector.



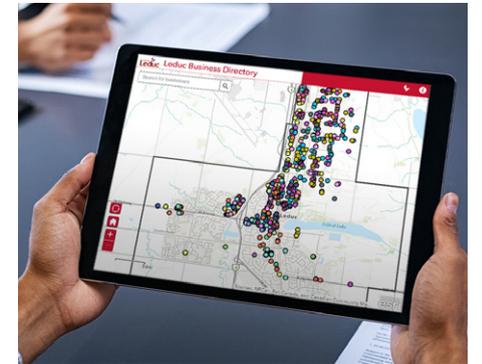
To help support local restaurants and eateries, the City updated its seasonal outdoor patio program to allow businesses to open seasonal patios between April 15 and Oct. 15 using city property. This includes sidewalks, parking stalls and boulevards. Previously offered in the downtown core only, the patio program was broadened to allow businesses anywhere in Leduc to participate and will be offered on an annual basis moving forward.

Similar to countless other municipalities in Alberta and across the country, the City of Leduc continued to face economic challenges in 2021 due to COVID-19. However, efforts to support recovery in the community and region were significant. In fact, the City was especially proud to have broken previous business licence records with 1,019 general business licences issued in 2021. Additionally, the City approved 489 home-based business licences.



The City partnered with the Leduc, Nisku and Wetaskiwin Regional Chamber of Commerce; Downtown Business Association; and the University of Alberta to launch a Get Digital program intended to help local business owners establish or expand their online presence. In 2021, the program connected 58 small business owners with consulting services ranging from an online audit and recommendations for enhancements to referrals to additional supports.

Recognizing the investment that sport tourism brings to the community, the City was pleased that more than \$387,000 was generated in overall economic activity during the 2021 Canadian Junior Girls Golf Championship, which was held in July at the Leduc Golf and Country Club. The event drew 400 visitors to the city, the majority of whom stayed overnight with an average stay being 4.7 nights. In total, the event supported close to \$100,000 in local salaries and wages.



To help make it easier for residents to find the companies, products, services and expertise they need, the City launched a new, online interactive business directory on its website in October 2021. Based off the information collected through the City's business licence program, the directory allows users to filter businesses by industry, search by name, zoom into the map and expand sections for more information. Since its launch, 1,000 local businesses are included in the interactive directory.

## KEY PERFORMANCE INDICATORS



### Business License Growth

Loss of **16** business licenses over 2019



### Residential and Non-residential Assessment Split

**64%** Residential  
**36%** Non-residential



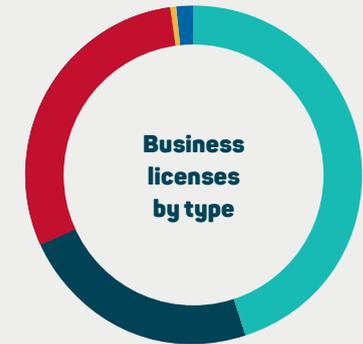
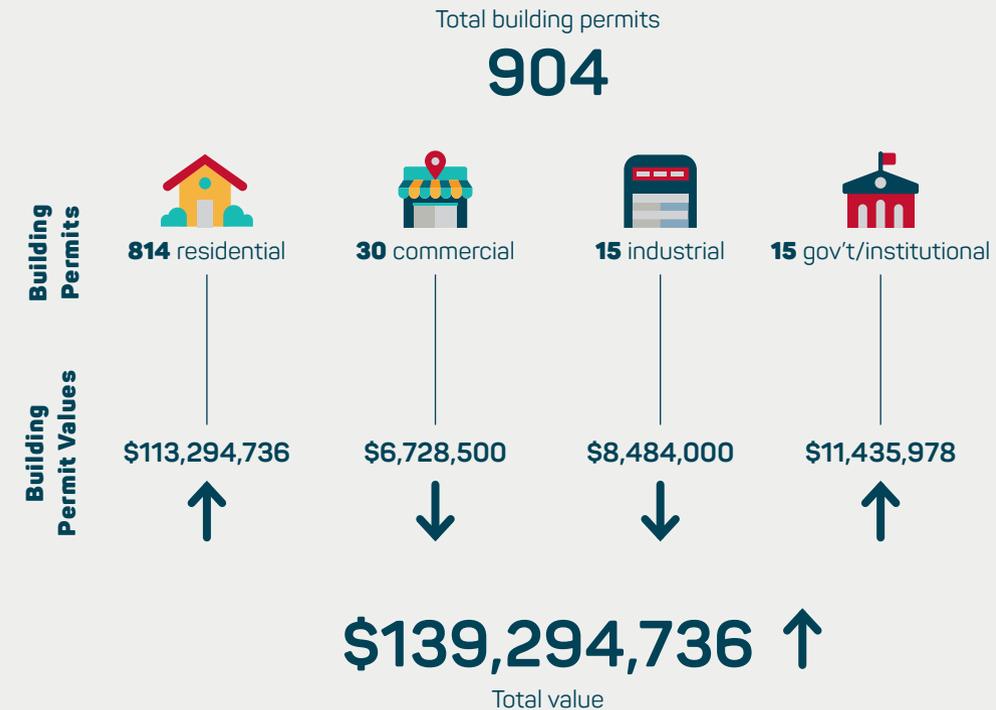
### Leduc Employment Numbers by Sector

- 650** Oil and gas supply & services
- 43** Value-added agriculture/agri-business
- 104** Logistics, distribution and warehousing
- 413** Home-based business

### FOCUS ON BUSINESS & ECONOMIC RECOVERY

In the second year of a global pandemic, our business community has been top of mind and one of our highest priorities. Between the City's initiatives, our collaborative efforts with the Nisku and Wetaskiwin Regional Chamber of Commerce, Downtown Business Association and other partners, we have provided a number of innovative supports and resources that have helped move the needle on our economic recovery.

**Councillor Laura Tillack**



- 1019** General
- 489** Resident
- 715** Non-resident
- 12** Mobile
- 32** Non-profit

# FOCUS AREA 4

## A Collaborative Community-Builder and Regional Partner

The City of Leduc is widely recognized as a trusted and effective partner in and around Leduc and is a leader at the Edmonton Metropolitan Region Board and Edmonton Global. It is cited as a leader in regional and inter-municipal collaboration. The City and Leduc County collaborate to identify and implement initiatives to improve services, share costs and drive economic outcomes.



In a partnership with the City of Beaumont, the City of Leduc signed a Mutual Aid Agreement that allows each municipality to request fire assistance from the other when needed. By adopting this regional approach, which came into effect in March 2021, both communities can provide an enhanced fire service to a fast-growing region that is fiscally prudent in the eyes of residents.

Alongside its regional partners, Leduc City Council approved a \$373,439 contribution to the Regional Air Service Opportunity Fund in June 2021. The City's contribution to the fund, governed by Edmonton Global, will be paid out over a three-year period and will reduce the resumption risks for airlines at the Edmonton International Airport. As Alberta, and much of the world began to reopen amid COVID-19, this was a proactive, positive and strategic move to support and attract airlines who were planning routes that will be in place for the next three to five years.



Taking steps to work together on aligned economic goals, the City signed a Collaborative Economic Development memorandum of understanding with 12 other area municipalities aimed at supporting coordinated, integrated transformational economic development across the region. While this initiative is still in its initial stages, partners will jointly create a plan for municipalities to increase investment; leverage existing resources and knowledge in new ways; and apply a model to directly share in the financial benefits.

In January 2021, the provincial government approved the Regional Transit Service Commission's legal formation and mandate to improve transit services/mobility in the region. As one of eight partner municipalities that has made up the commission since 2017, the City of Leduc is proud of what has been accomplished through these collaborative efforts and looks forward to the work ahead. The RTSC has since updated its name and is now called the Edmonton Metropolitan Services Transit Commission (EMTSC).



The City donated four lots in a partnership with Habitat for Humanity, Qualico and Pacesetter Homes on the construction of two duplex homes built in the Meadowview community. In December, two new families in need of affordable home ownership were welcomed home for the holidays. Each family will help make their own distinct mark on our community and we are grateful for the time, effort and collaboration that has gone into the construction of these new homes.

## KEY PERFORMANCE INDICATORS



**Community Stakeholder Satisfaction with the City**  
2021 pending



**57** volunteer opportunities promoted to assist local organizations  
...  
**71** new volunteers added to the database

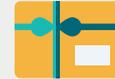
### FOCUS ON REGIONAL COLLABORATION

The City of Leduc is a trusted leader in the region and is pleased to partner with other municipalities and community groups in the area on projects that allow us to provide cost effective and efficient services. In doing so, we are positioned to serve our residents' needs today and tomorrow, while making responsible, financially prudent decisions that set us up for long-term success.

**Councillor Glen Finstad**



**21** Community groups supported (including board development sessions, organizational review, town hall, newsletters, virtual meeting software licenses provided)



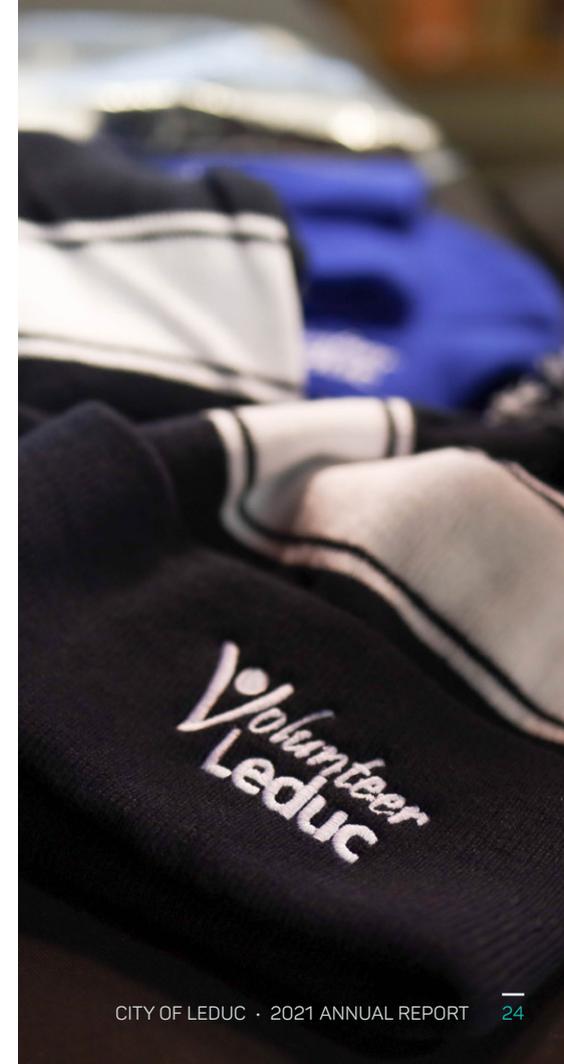
**15** RAVE (Random Acts of Volunteer Excellence) gift cards given out



**33** 'thank you' gifts presented to volunteers in the community



**\$773,396** in Municipal Grant funding provided (including grants to organizations, ongoing support and event hosting)





## FINANCIALS

**Federal / Provincial Grants**  
\$8,656,518

**Capital Contributions**  
\$194,198



## PROPERTY TAXES

Municipal tax revenues are comprised of a combination of residential and non-residential property taxes. The municipal portion of property taxes collected goes toward funding the services and amenities that make Leduc a great place to live, work and play. A portion of property taxes fund other agencies over which the City has no direct control or management (Provincial School Taxes and Leduc Foundation).

CATEGORY	RESIDENTIAL		NON-RESIDENTIAL		TOTAL	
MUNICIPAL TAXES	\$30,379,824	74.28%	\$17,361,416	67.78%	\$47,741,240	71.78%
PROVINCIAL SCHOOL TAXES	\$10,411,114	25.45%	\$8,196,129	32.00%	\$18,607,243	27.98%
LEDUC FOUNDATION TAXES	\$109,236	0.27%	\$55,436	0.22%	\$164,672	0.25%
<b>TOTAL</b>	<b>\$40,900,174</b>	<b>100%</b>	<b>\$25,612,981</b>	<b>100%</b>	<b>\$66,513,155</b>	<b>100%</b>



## REVENUES

In 2021, the City of Leduc had the following revenues. These do not include interfund transfers.

RESIDENTIAL PROPERTY		30%
UTILITY SERVICES REVENUE		27%
NON-RESIDENTIAL PROPERTY		17%
GOVERNMENT TRANSFERS		11%
SALE OF SERVICES		8%
CONTRIBUTIONS & LEVIES		3%
INTEREST & PENALTIES		2%
PROPERTY SERVICES		1%
ENFORCEMENT SERVICES		1%

## EXPENDITURES

In 2021, the City of Leduc had the following expenditures as indicated by department. These do not include interfund transfers.

PUBLIC SERVICES		22%
FINANCE		11%
FIRE & AMBULANCE SERVICES		10%
FACILITY SERVICES		9%
POLICING & ENFORCEMENT SERVICES		9%
CORPORATE SERVICES		8%
PLANNING SERVICES		6%
ENGINEERING SERVICES		5%
LRC OPERATIONS		5%
COMMUNITY DEVELOPMENT		3%
LEGISLATIVE & GOVERNANCE		3%
PARKS & ATHLETIC FIELDS		3%
PUBLIC TRANSIT		2%
FCSS		2%
LIBRARY		1%
SNOW REMOVAL		1%





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