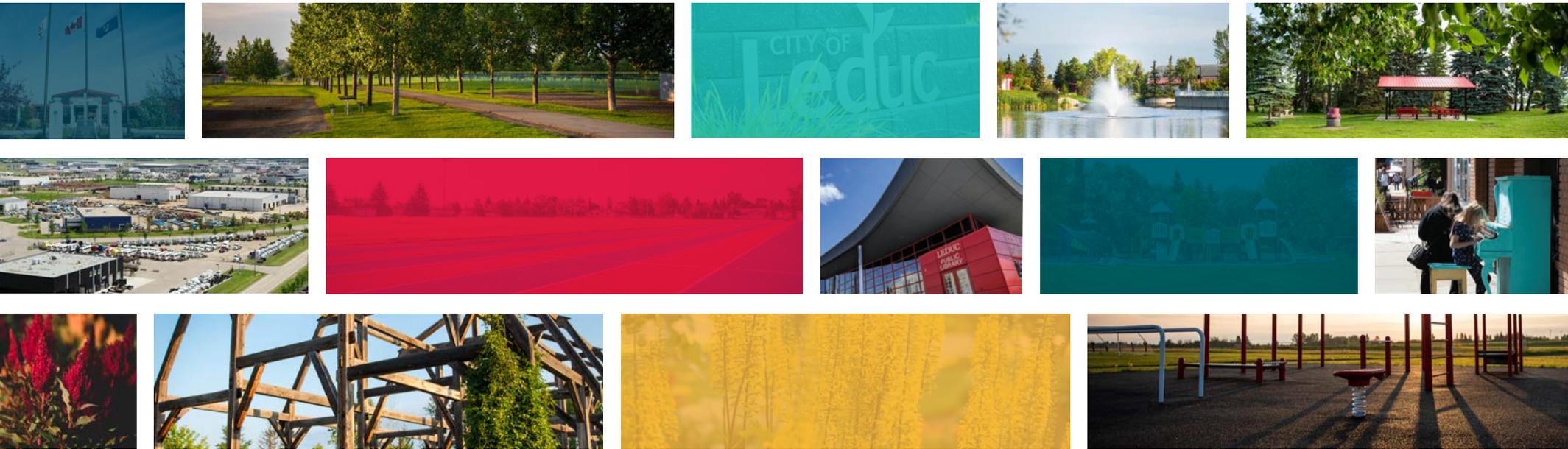




---

CITY OF LEDUC  
**2020  
ANNUAL  
REPORT**





# CITY OF LEDUC 2020 ANNUAL REPORT



Introduction	02
Mayor's Message	03
City Manager's Message	04
Community Profile	05
Focus Area 1: A City Where People Want to Live, Work and Play	07
Focus Area 2: A City With a Plan For the Future	11
Focus Area 3: An Economically Prosperous City and Region	15
Focus Area 4: A Collaborative Community- Builder and Regional Partner	19
Financials	23



## INTRODUCTION

2020 was a year unlike any other in our city's history.

And yet, even amidst the unpredictability of a global pandemic, there are two things that remained constant: the kindness and compassion of our community, and our collective ability to adapt and succeed in spite of challenges.

We are pleased to share our achievements and milestones in the City of Leduc's 2020 Annual Report.

For more information on past, present and future 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





---

## MAYOR'S MESSAGE

I have been a resident of Leduc for most of my life and have spent over a decade on City Council advocating for the strong, thriving, connected and caring community we share. I have always been proud to call Leduc my home, but I have truly never been prouder of our city than I am right now.

In 2020, we faced a challenge unlike any that we had seen before—the COVID-19 pandemic tested us all.

And yet, as a community, we persevered. We adjusted. We banded together.

We made tough decisions and sacrifices in service of the greater good, and it is because of these choices that we are now able to see a light at the end of the tunnel.

2020 was certainly a difficult year, but we achieved so much in spite of the trials we faced. I am pleased to share some of these successes with you in the coming pages, and I hope that in reading about all that we accomplished together, you will share in the pride I have for our remarkable community.

Leduc is what we make it, and I thank you for making it such an outstanding place to live, work and play.

---

**Mayor Bob Young**

---

## CITY MANAGER'S MESSAGE

I've heard it said that the character of a community is defined by the way its members meet challenges. I joined City of Leduc Administration in September of last year in the thick of the pandemic and it was immediately evident that Leduc's character was that of a caring, resilient, pragmatic, and industrious community.

This spirit is reflected as much in Leduc's residents as it is within its public servants, and we saw it manifest in different ways last year. When we responded to province-wide restrictions by introducing innovative approaches to

our service delivery, for example, and later when we reopened facilities in a matter of days as health orders were eased.

Truly, I could not be more proud of all that Leduc City Council and Administration has accomplished over the past year. No matter the challenge, we responded with equal measures of prudence and agility, all the while prioritizing the health and safety of our community.

The work continues, but the future of our city is as bright as ever. Under the astute and 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 of us.

---

**Derek Prohar, City Manager**



# COMMUNITY PROFILE



**Population growth over the last decade**

**2021: 33,032**

(per 2019 Census data)

...

**29.62%** increase from 2012-2019



**New residences built**

**407**

(including multifamily units)



**Amount of snow removed**

**7,725** loads of snow removed from city streets (approx. 77,250 cubic metres) which is roughly equal to **31** Olympic-size swimming pools



**Distance of multiway trails maintained**

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



**Fire Services response calls**

**1,743** fire events  
...  
**4,001** EMS events



**Enforcement Services response calls**

**2,578** calls (including 998 vehicle offences; 463 property complaints; 665 animal complaints)



**Staff positions reallocated in response to pandemic**

**30+** redeployments

## PARK SPACES & OUTDOOR RECREATIONAL AREAS MAINTAINED



**58** parks maintained



**41** playgrounds maintained



**Athletic facilities maintained:**

**15** baseball/softball diamonds

**1** beach volleyball court

**2** football fields

**15** multi-use fields (soccer, lacrosse, etc.)

**4** tennis courts



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



**Public presentations/ commentaries delivered at Leduc City Council meetings**

**17** public commentaries/ presentations



**Virtual Leduc City Council meetings hosted**

**40** virtual Council meetings



**Live public engagement sessions hosted by Mayor Young**

**9** Facebook Q&As and virtual town halls

# 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.



Leduc Fire Services Pipes & Drums, joined by members of Leduc RCMP, staged a series of 'Community Give Back' performances outside local grocery stores and seniors residences throughout April 2020 to lift people's spirits and to express support and appreciation for essential workers in Leduc during the COVID-19 pandemic.

In March 2020, Family and Community Support Services (FCSS) launched the Family Resource Network (FRN)—a service that supports parents and caregivers with newborns to children up to the age of 18 years old. FRN provides free programs and workshops to all families, as well as home visitation for those in need.



Facility upgrades were completed at the Maclab Centre for the Performing Arts in 2020 to allow for a new virtual event experience through in-house recording and live streaming.

In response to pandemic school closures, the City moved seamlessly to a virtual format for our Mock Council sessions. We hosted a total of 17 classes virtually, reaching approximately 450 Grade 6 students in local schools.



The City found new ways to foster community connection in 2020 while remaining socially distanced. Under the Good Neighbours Initiative, residents celebrated the closeness of our community through the 'Be a Snow Angel' campaign, virtual block parties, and Good Neighbour Day where 45 neighbours were nominated for acts of kindness.

## KEY PERFORMANCE INDICATORS



**Citizen Satisfaction on Quality of Life**  
as good, very good, excellent (2019)



**Citizen Satisfaction on City Programs and Services**  
(2019)



**Citizen Satisfaction on City Engagement**  
2020 pending

### FOCUS ON COMMUNITY & CULTURE

The one thing that has stood out the most over the last year, is that our community is resilient. Our community's culture is defined by our kindness to one another, and our willingness to support each other and hold each other up.

**Councillor Beverly Beckett**

 **86** public event sites booked (includes picnic sites, Stone Barn Garden, and city-owned event spaces)

 **30** '#influencers' awards handed out to young leaders

 **5** signature events hosted

 **400+** pancakes served at 'Pancake Breakfast Drive-thru' event in October

 **66** houses decorated for 'Light Up Leduc' holiday light contest

 **472** children visited Santa at the 'Santa Claus Drive-thru' event in December

 **186** birthday drive-bys made by Fire Services

 **2** Leduc Achievement Awards handed out

 **27** FCSS webinars and virtual events hosted

 **2,832** FCSS total supports administered for individuals and families

 **2096** FCSS total referrals

### FOCUS ON YOUTH ENGAGEMENT

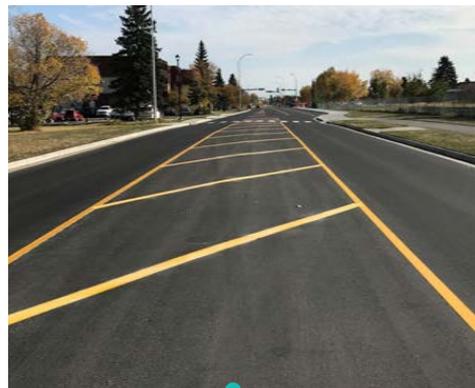
We've seen some great successes in youth engagement over the last year. Through forming our first Youth Council, delivering our Mock Councils virtually, and recognizing over 30 young leaders with our '#influencers' program, we've found innovative ways to connect with young people in our community and to get them involved in municipal government.

**Councillor Laura Tillack**

# 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.



The Municipal Development Plan (MDP) was revised in 2020 through virtual public engagement—a first for the City of Leduc! The MDP is a high-level, long-range planning document that guides land-use, community service priorities, and infrastructure investment, so gathering public opinion was vital. The plan was officially adopted by Council in December.



Last fall, the Eco Station, which is operated in partnership with Leduc County and the City of Beaumont, received the 2020 Collection Site Award of Excellence in the large category from the Alberta Recycling Management Authority (ARMA). The Eco Station was recognized for safe and proper handling of material, proper and secure storage of materials and accessibility to the public.



The reconstruction of Black Gold Drive—a two-year project that saw nearly 2.5 kms of the road excavated and rebuilt—was completed in 2020. The project included the addition of a middle section to create left turning lanes and additional lanes at major intersections to improve traffic flow and alleviate congestion.



The City's Enterprise Systems & Analytics team—who source organization-wide technology solutions and apply City data to customized tools such as maps and online dashboards—was ranked 3rd in Geographic Information System maturity in all of North America and placed 1st in the single-tier municipality category, as ranked by PSD Research Consulting Software. The ranking was awarded for 2019 but handed out in 2020.



Solar power was installed at two City facilities last year, with 44 panels put in place at the Eco Station (enough to power the entire facility) and 222 panels installed at the Leduc Protective Services building. These and other upgrades—including a complete LED lighting retrofit at the Leduc Recreation Centre—were made through funding support from the Municipal Climate Change Action Centre.

## KEY PERFORMANCE INDICATORS



**Citizen Satisfaction on Value for Municipal Tax Dollars (2019)**

The 2020 budget survey was not completed due to COVID-19.



**Percentage Increase in New Infill Housing**

**24** Secondary Suites  
**161** Multifamily units  
**50** Single-family units



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

The City of Leduc borrowed **\$67M** of the available **\$150M** leaving us with a debt limit of **56%**. We borrowed more money in 2020 than in 2019.



**61%** of the capital plan was completed in 2020. COVID-19 played a significant role in the completion of projects.

### FOCUS ON GROWTH & FUTURE PLANNING

Growth and future planning is all about creating balance. It's meeting the needs of our existing residents and finding ways to keep our young people here, while also encouraging new residents to come to our community. It's all part of our mission: People. Building. Community.

**Councillor Bill Hamilton**



**1.2 KM** of multiway trail installed in Windrose and Simpson Park



**3,254** birds & **135** species identified during Spring Bird Count 2020

**1,255** birds & **32** species identified during Christmas Bird Count 2020



**Number of downloads** of Recycle Coach app (launched in February 2020):  
**2,000+** subscribers  
**16,000+** items searched

**Quantity of materials accepted at Eco Station** (diverted from landfill):  
**44,767** visits in 2020

**77.6%** city residents  
**20.6%** county residents  
**1.7%** Beaumont residents

**20** tonnes of Blue Bag recyclables

**99,610** litres of hazardous household waste

**51.3** tonnes of electronic waste (3,893 units)

**1,662** kg of glass

**2,910** litres of used oil

**37** tires

### FOCUS ON ENVIRONMENT & SUSTAINABILITY

We've taken the values that our residents have shared with us about the environment, and we're taking concrete action in response to those values to build a more sustainable community for residents to live, work and play in right here in Leduc.

**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.



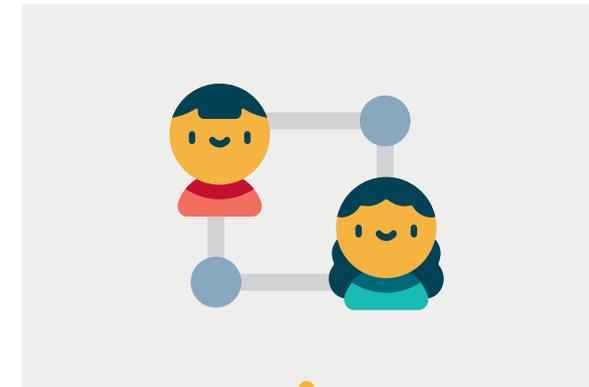
In response to the impacts of ongoing pandemic closures on our local business community, the City's Economic Support and Recovery Task Force was formed in April. Throughout the year, the task force:

- » published a COVID-19 Re-opening Business Guide to assist local businesses with maintaining compliance to provincial guidelines while re-opening, as well as accessing locally-sourced personal protective equipment.

- » hosted the first in a series of virtual town halls, gathering a panel of industry and government representatives in order to connect directly with local businesses and provide them with relevant information and supports, as well as to hear their concerns and help them get answers to their questions; and

- » launched a region-wide 'support local' campaign to promote Leduc businesses, including an influencer campaign and a video featuring stories from 13 local business owners who shared the impacts of the pandemic on their businesses, as well as their stories of hope and optimism regarding all the ways that the community had rallied around them.

In the fall, the City was awarded the Economic Developers Alberta Award for Business and Investment Attraction for a mid-size community for the "Opportunity/Growth/Innovation Lives Here" campaign. The campaign showcased stories from six local businesses and promoted opportunity, innovation and growth for economic development within the Leduc region, and highlighted the benefits of relocating and operating within the City of Leduc.



In December, the Economic Support and Recovery Task Force developed the COVID Recovery Grant – the first program of its kind which connected local business owners with accountants and bookkeepers, and paid for up to 5 hours of professional services allowing them to apply for provincial and federal grants which would help them stay afloat amid government restrictions and closures. Upon its conclusion, the grant had provided much-needed support to 88 local businesses, some of whom received up to \$15,000 in government funding assistance.

## KEY PERFORMANCE INDICATORS



### Business License Growth

Loss of **16** business licenses over 2019



### Residential and Non-residential Assessment Split

**65%** Secondary Suites  
**35%** Non-residential (unchanged from 2019)



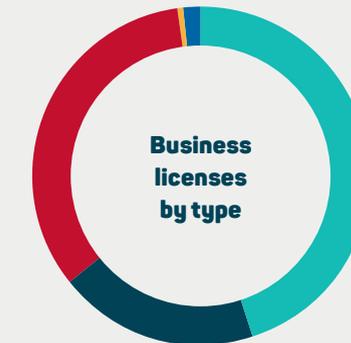
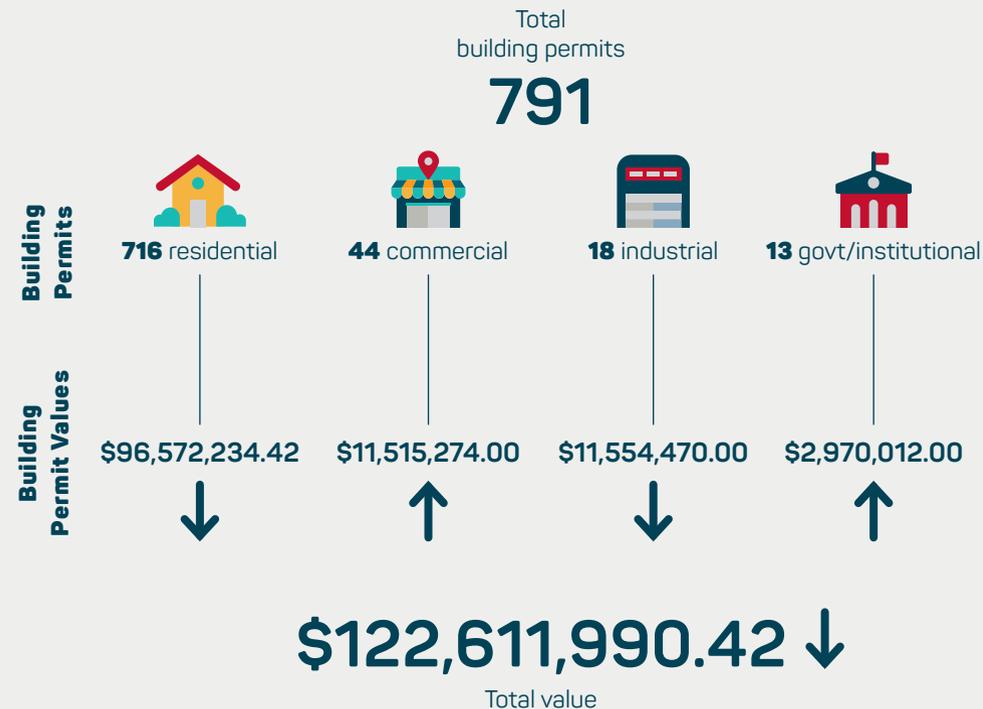
### Leduc Employment Numbers by Sector

**587** Oil and gas supply & services  
**51** Value-added agriculture/agri-business  
**320** Logistics, distribution and warehousing  
**435** Home-based business

### FOCUS ON BUSINESS & ECONOMIC RECOVERY

The partnership between the City; the Leduc, Nisku & Wetaskiwin Regional Chamber of Commerce; and the Downtown Business Association has been tremendous. The collaborative work on the task force has been outstanding, and it's wonderful to see everyone pull together to help local businesses at a time when they're hurting.

**Councillor Terry Lazowski**



**1013** General  
**435** Resident  
**752** Non-resident  
**15** Mobile  
**33** 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.



Throughout 2020, the City continued to be an active regional contributor and collaborator through our involvement in the following partnerships:

- » Edmonton Global
- » Edmonton Metropolitan Region Board (EMRB)
- » Edmonton Metropolitan Transit Services Commission (EMTSC)

Our participation on these regional projects ensures that Leduc has a voice on issues of regional focus and enables us to provide leadership in building a better, stronger and more sustainable future for our residents.

#### Notable regional successes in 2020 include:

- » The completion of the Edmonton Metropolitan Servicing Plan (through the EMRB) which outlines four key areas for future collaboration and possible service delivery: solid waste, storm water management, emergency management, and Fire and EMS services; and
- » The completion and submission of a joint application (in collaboration with eight other municipalities) to the Province of Alberta to formally seek the establishment of the Edmonton Metropolitan Transit Services Commission.



The City of Leduc partnered with the City of Beaumont, Town of Devon, Town of Fort Saskatchewan, City of Spruce Grove, City of St. Albert, Town of Stony Plain and Strathcona County to host a regional Canada Day celebration including an online concert series featuring performances by George Canyon, Dan Davidson, Nuela Charles, River Poets and Kym Simon.



To recognize the tremendous contributions that volunteers make to our community, the City of Leduc launched a virtual recognition campaign over

National Volunteer Week to celebrate some of the residents who were giving of their time, skills and creativity to support and lift others up during the pandemic.

Further, to help our local volunteer organizations continue with their important work of building and serving the community during the pandemic, the City created a newsletter to share information on grants and funding opportunities, formed a Community and Social Services Task Force which developed a toolkit and hosted a virtual town hall to connect non-profit organizations and provide support, promoted safe volunteer opportunities within the community, and connected interested residents with available volunteer board positions.

## KEY PERFORMANCE INDICATORS



**Community Volunteerism**  
2020 pending



**Community Stakeholder Satisfaction with the City**  
2020 pending

### FOCUS ON REGIONAL COLLABORATION



The City of Leduc is a key player in regionalism because we understand that we all achieve better goals by working together. Regional collaboration means being a willing and meaningful partner within the entire region, and it enables us to deal with challenges more effectively and efficiently, to the benefit of both current and future residents.

**Councillor Glen Finstad**



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



**45** 'thank you' gifts presented to volunteers in the community (e.g. rain jackets, ball caps, toques)



**40** volunteer opportunities promoted to assist local organizations ...

**92** new volunteers added to the database



**\$421,135** in funding provided through Grants to Organizations



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



**\$5,700** in Municipal Grant funding provided ...

**\$500** in Travel Grant funding provided



## FINANCIALS

**Federal / Provincial Grants**  
\$15,136,232

**Capital Contributions**  
\$502,891

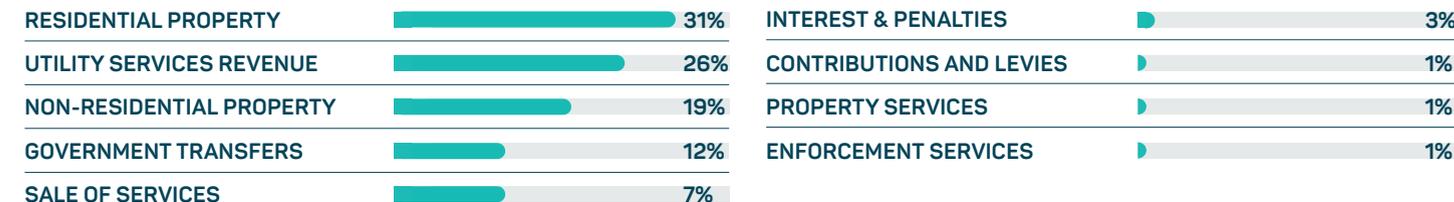
## PROPERTY TAXES

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 funds other agencies over which the City has no direct control or management (Provincial School Taxes and Leduc Foundation).

CATEGORY	RESIDENTIAL		NON-RESIDENTIAL		TOTAL	
	Amount	Percentage	Amount	Percentage	Amount	Percentage
MUNICIPAL TAXES	\$30,424,846	74.52%	\$18,698,817	69.96%	\$49,123,662	72.72%
PROVINCIAL SCHOOL TAXES	\$10,298,136	25.22%	\$7,972,064	29.83%	\$18,270,200	27.05%
LEDUC FOUNDATION TAXES	\$105,186	0.26%	\$55,497	0.21%	\$160,683	0.24%
<b>TOTAL</b>	<b>\$40,828,167</b>	<b>100%</b>	<b>\$26,726,378</b>	<b>100%</b>	<b>\$67,554,545</b>	<b>100%</b>

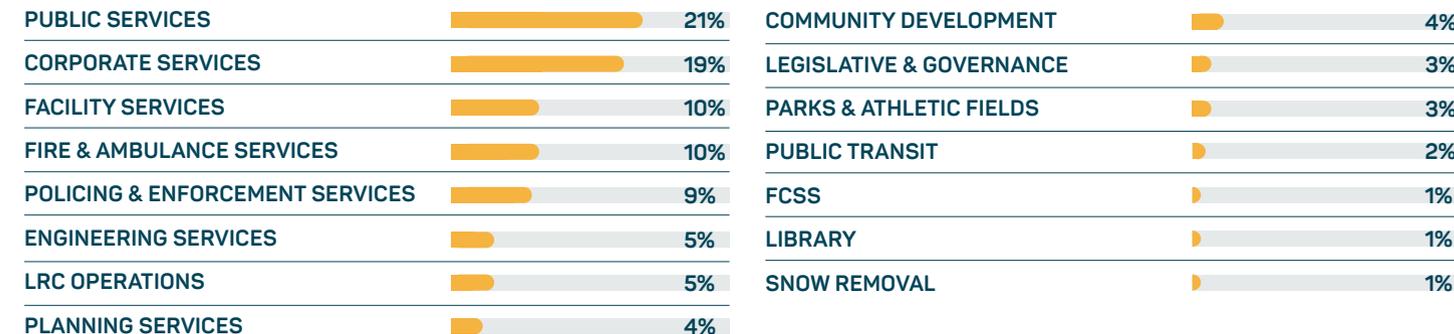
## REVENUES

In 2020, the City of Leduc had the following revenues. These do not include interfund transfers.



## EXPENDITURES

In 2020, the City of Leduc had the following expenditures as indicated by department. These do not include interfund transfers.





CITY OF  
**Leduc**

---

2020

**ANNUAL REPORT**

CITY OF LEDUC • CIVIC CENTRE #1 ALEXANDRA PARK • LEDUC, AB • T9E 4C4

 780 980 7177

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

 @cityofleduc

 @CityofLeduc

 thecityofleduc