

2023 Budget Planning Survey **General Population Survey Results**

*Results weighted to ensure statistical
validity to the Leduc Population*

Conducted by:



ADVANIS











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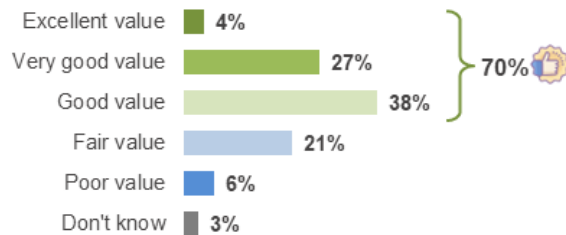
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1 Budget Planning Survey Highlights

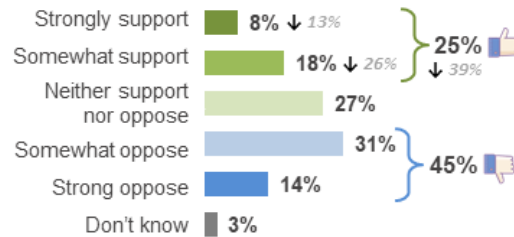
2023 Budget Planning Survey Highlights

Survey of **475** adult Leduc residents contacted by phone and postcard from May 2nd to May 31st, 2022, and completed the survey. Results are weighted by age. Results below may not add up exactly due to rounding.

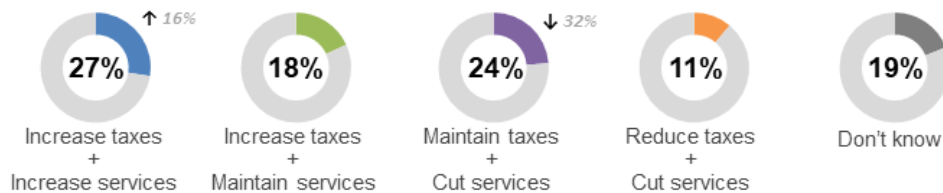
City Service Value for Taxes (no changes)



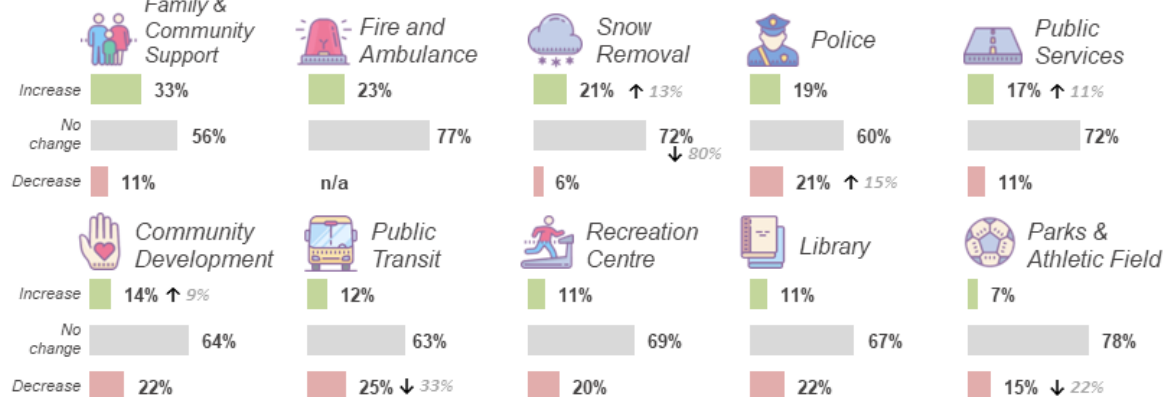
Decrease Service Levels to Minimize Tax Increase?



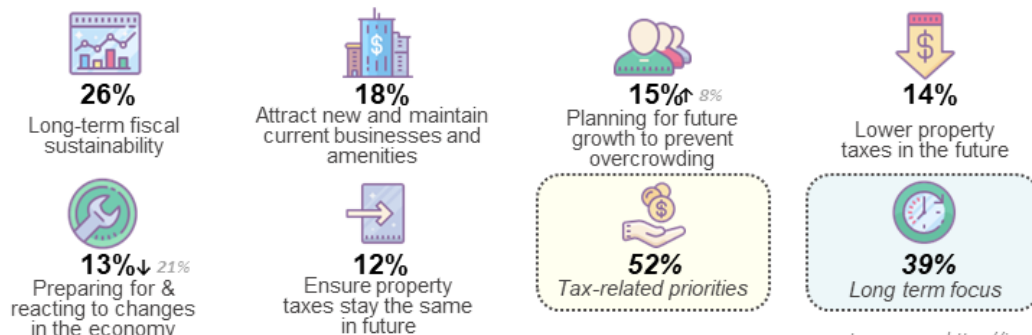
Preferred Tax Strategy



Desired Change to Variable Spending



Most Important Priority Facing Leduc (no changes)

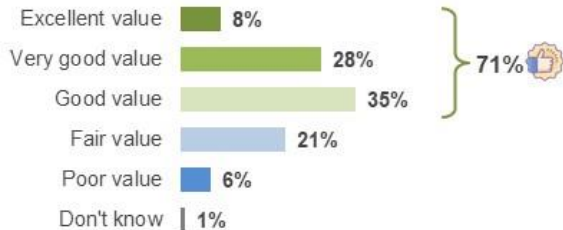


Icon source: <https://icons8.com/>

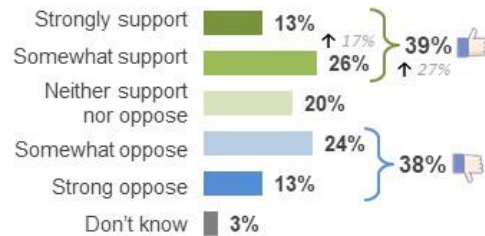
2022 Budget Planning Survey Highlights

Survey of **485** adult Leduc residents contacted by phone, May 3rd to May 31st, 2021, and completed the survey. Results are weighted by age. Results below may not add up exactly due to rounding.

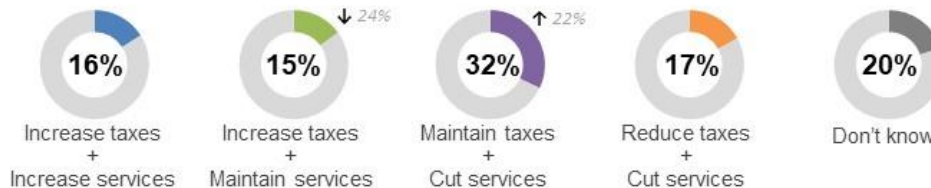
City Service Value for Taxes (no changes)



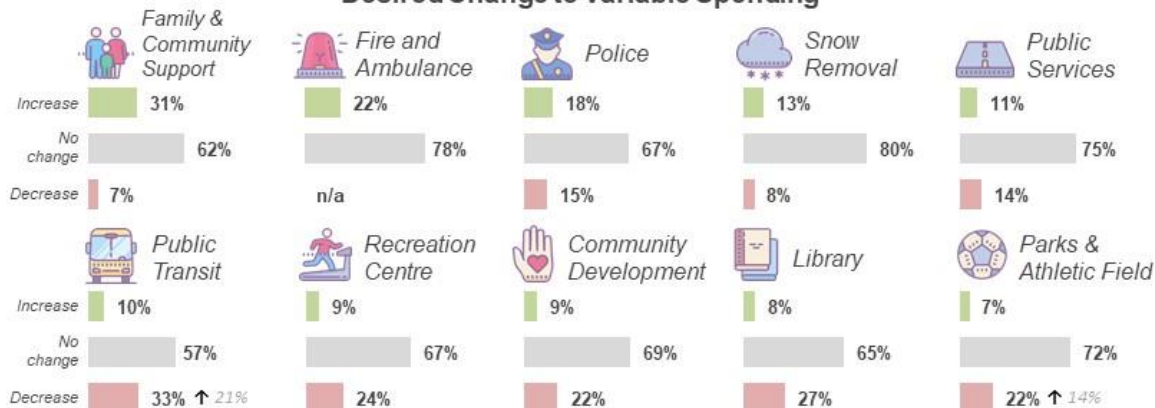
Decrease Service Levels to Minimize Tax Increase?



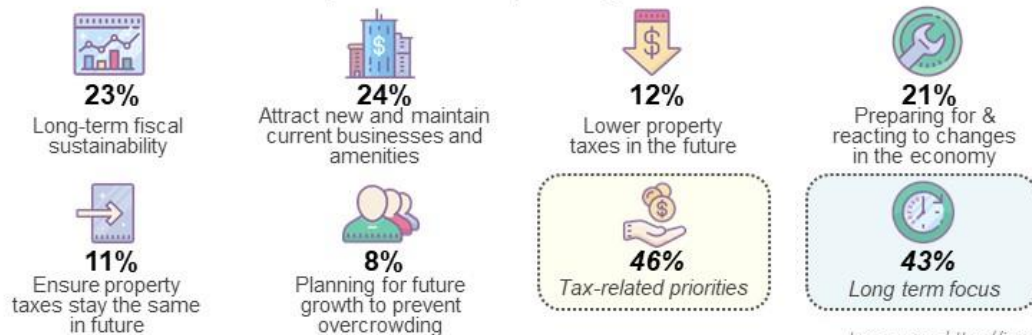
Preferred Tax Strategy



Desired Change to Variable Spending



Most Important Priority Facing Leduc (no changes)



Icon source: <https://icons8.com/>

2 Detailed Project Description

2.1 Project Background

In spring 2022, the City of Leduc (“the City”) contracted Advanis to conduct the 2023 City of Leduc General Population Budget Planning Survey. The primary purpose of this study is to assess the views of City of Leduc residents concerning the budgetary planning process for the 2023 budget. In total, 475 randomly selected City of Leduc residents aged 18 and older completed the survey between May 2nd and May 31st, 2022.

This report outlines the results of the 2023 General Population Budget Planning Survey. Comparisons to previous years’ survey data are included where appropriate to determine any shifts in the perceptions and opinions of Leduc residents. Note that results are not available for the year of 2020, as the survey was not administered that year due the Covid-19 pandemic.

2.2 Methodology

All components of the project were designed and executed in close consultation with the City of Leduc. A detailed description of each task of the project is outlined in the remainder of this section.

2.2.1 Project Planning

Advanis team members reviewed the documents and met with City employees charged with leading this research to ensure total understanding of the purpose and needs of this study. Both the City and Advanis agreed upon a research methodology and detailed work plan. As with previous years, few changes were made to the Budget Planning surveys as detailed in the following sections.

As with previous years, the City wanted to attempt to capture responses from younger (16 or 17-year-old) residents of Leduc. While these younger residents were not a part of this General Population study, they were allowed to complete the Stakeholder study’s survey. Although not reported here, one 16 or 17-year-old completed the Stakeholder version of the survey in 2022.

2.2.2 Survey Design

The 2023 Budget Planning Survey was based on the 2022 Budget Planning Survey, which was conducted in spring 2021. As with previous years, the survey was administered online to allow graphics to be shown in the survey to residents. This maintained consistency between years and allowed many results to be compared between years. Specific changes made to the survey included:

- To accommodate for the new recruitment channel, adding a “postcard” answer level to the question asking where respondents learned about the survey.
- Updating all dates in the survey to reflect 2022 dates and all budget percentages to reflect what was actually budgeted for in 2022.

Advanis provided the City with a draft of the survey which the City provided feedback on. Advanis incorporated this feedback and the survey was programmed and tested. The City had the opportunity to

review the survey online and provided additional feedback, which Advanis incorporated. A text version of the final questionnaire is provided in the Appendix (section 4.4).

2.2.3 Survey Population and Data Collection

Advanis purchased a random set of landline telephone numbers and used Advanis' proprietary General Population Random Sample¹ wireless numbers for the City of Leduc. Potential participants were contacted by telephone and recruited to complete the online survey. A link to the online survey was provided either by email or text message.

New this year, the City sent a postcard to every household in Leduc that included a passcode that residents could send to a shortcode via text message to receive a link to the survey. In total, 136 residents completed the survey through this recruiting approach.

Although survey respondents were recruited two different ways (i.e., telephone and postcard), both methodologies are considered statistically representative. Indeed, the telephone recruitment is considered a random sample, while providing a postcard to every household is considered conducting a census. Furthermore, since all respondents completed the survey online, we can be confident that the methodology is sufficiently consistent with previous years.

The City remains cognizant of the increased use of mobile devices within our community and recognized the importance of creating a mobile friendly platform for the 2023 Budget Planning Survey in order to engage all Leduc residents most effectively. As mentioned, the survey platform used in 2022 allowed for a mobile-optimized experience ensuring that those who chose to complete the survey on a smartphone or tablet could do so with ease. **In total, 63% of surveys collected for this report completed the survey on a mobile device** (compared to 58% in 2021).

A soft launch of the survey was conducted on May 2nd, 2022. The purpose of the soft launch was to ensure the survey was functioning as intended on the survey platform, by collecting a limited number of completed surveys and reviewing the results. Since data checks did not flag any concerns, these results were included in the final report and the survey was fully launched. The primary fielding dates for the remainder of residents who completed the survey was from May 2nd to May 31st, 2022. In total, 475

Have your say in your city's budget planning process!

1
Text "budget"
to 13333


➔

2
Receive a link to
the survey

Complete by **May 31** to enter to win a **gift certificate** to a local **Leduc business of your choice (valued at \$150)***.

Questions? Contact lpadgham@leduc.ca

**Odds of winning dependent on the number of completed surveys.*

Survey hosted by:  **ADVANIS**

Sponsored by:  **Leduc**

¹ For more information, visit <https://www.advanis.net/general-population-random-sample-gprs>.

residents completed the survey which implies a margin of error no greater than $\pm 4.5\%$ at 95% confidence.

Similar to previous years, for this analysis, weights were assigned based on the ages of residents to ensure that their representation in the City-wide sample was proportionate to the City of Leduc population as determined by the 2019 City of Leduc Census. Specific details of the weighting scheme used can be found in the Appendix (section 4.2).

2.2.4 Survey Awareness

Survey participants were asked if they recalled seeing or hearing an advertisement for the survey. In total, 41% mentioned that they learned about the survey from the postcard they received in the mail, 11% from social media, 10% from the City of Leduc website, 9% from billboard signs and 10% saw or heard an advertisement for the survey somewhere else. Compared to 2021, channels that were down significantly were billboards (from 28%) and other sources (from 20%). However, 35% did not recall seeing or hearing an advertisement for the survey (compared to 43% in 2021).

3 Study Findings

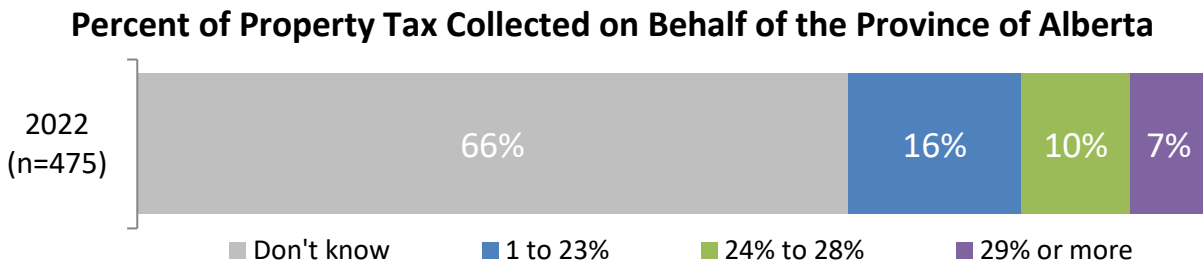
This section details the results of each specific topic in the survey. In this section, there are a few things to note:

- The term “significant” means “statistically significant at 95% confidence”. Prior to 2021, statistical testing used the unweighted base in calculations. Beginning in 2021, the effective base is used in statistical testing to better control for the effects of weighting the data.
- The analysis checked for statistical differences between the following groups:
 - Age (18 to 44, 45 to 54, 55 to 64, 65 or older);
 - Children in household (children, no children);
 - Income (under \$60,000, \$60,000 to \$99,999, \$100,000 to \$149,999, \$150,000 or more);
 - Employment status (employed full/part time, on leave/homemaker/student/not employed/retired);
 - Home ownership (owning, renting);
 - Perceived value from taxes (good/very good/excellent, fair/poor);
 - Preference regarding decreasing services to limit tax increases (support, neutral, oppose); and
 - Preferred tax strategy (prefer to increase taxes, prefer to cut services).
- The subgroup differences mentioned above are statistically tested in mutually exclusive groupings. For example, if a result says that it is statistically higher for those aged 18 to 44, this means that the result among those aged 18 to 44 is statistically higher than those who are not aged 18 to 44.
- To improve readability, bars with values less than 5% may not have the value shown. Actual percentages are available in separate tables.
- Results have been rounded to remove decimal places. As a result, adding up values may not exactly equal the total expected.
- Arrows may appear on graphs that compare results over time. These indicate if the results are statistically (at 95% confidence) higher or lower than the previous year’s results.
- The term “(VOL)” at the start of labels indicate that this level was volunteered by residents who put text into the “other specify” level. These results are likely lower than they would have been had all residents seen these as levels. Since these levels are volunteered by respondents each year, they are not trended year-to-year.
- For results with a base size of fewer than 30 residents, percentages are shown. However, results should be interpreted with caution due to the small base sizes. Additionally, statistical differences are not shown if a respondent subgroup has a base size of fewer than 30 residents.
- Note that icons used in this report are from icons8.com.

3.1 Property Tax Value


Residents were informed that a portion of property tax is collected on behalf of the Province of Alberta and goes to pay for education. The percent of property tax that paid for education in 2021 was 26%.

When asked what percent of property tax goes to the province, nearly seven-in-ten (66%, compared to 69% in 2021) did not know. 10% of residents came close to the correct answer (compared to 6% in 2021), mentioning between '24% and 28%', while only 1% of residents correctly identified that '26%' of property tax pays for education.

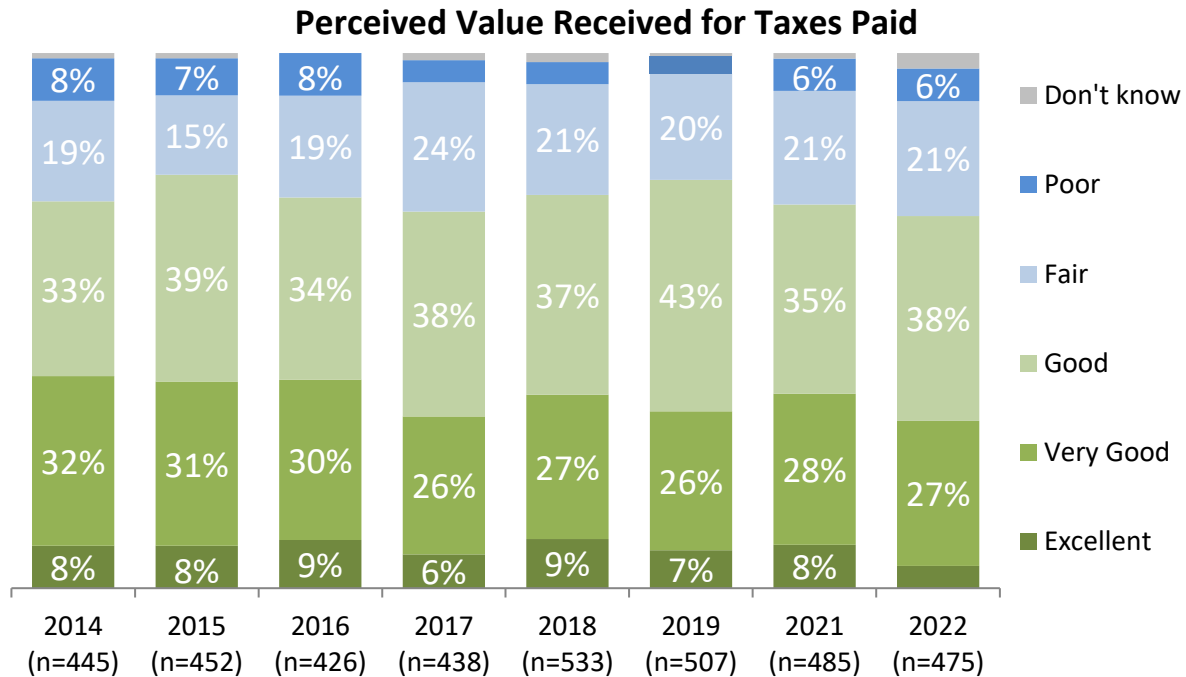


Values may not sum to 100% due to rounding. Trending is not shown as the true percent (26%) has decreased from previous year (27%).

Subgroups that are significantly more likely to answer in the 24% to 28% range include:

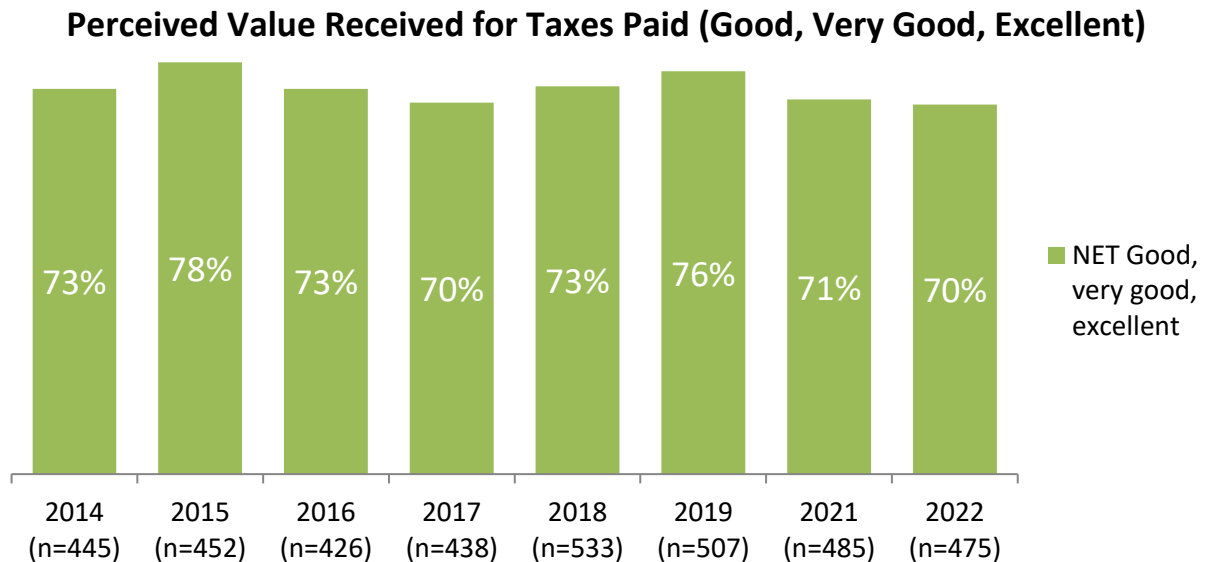
 12%: Those who own their primary residence.

Residents were then made aware that 26% of property taxes are collected on behalf of the province to pay for education. They were then asked what level of value they felt they received from the remaining 74% used to fund city services. Consistent with 2021 results, sentiment continues to be quite positive.




Values may not sum to 100% due to rounding. Bars missing values are less than 5%.

The percent of residents that feel they received “good”, “very good”, or “excellent” value for their taxes (70%) continues to remain high in 2022.



Subgroups that are significantly more likely to feel they receive “good”, “very good”, or “excellent” value include:

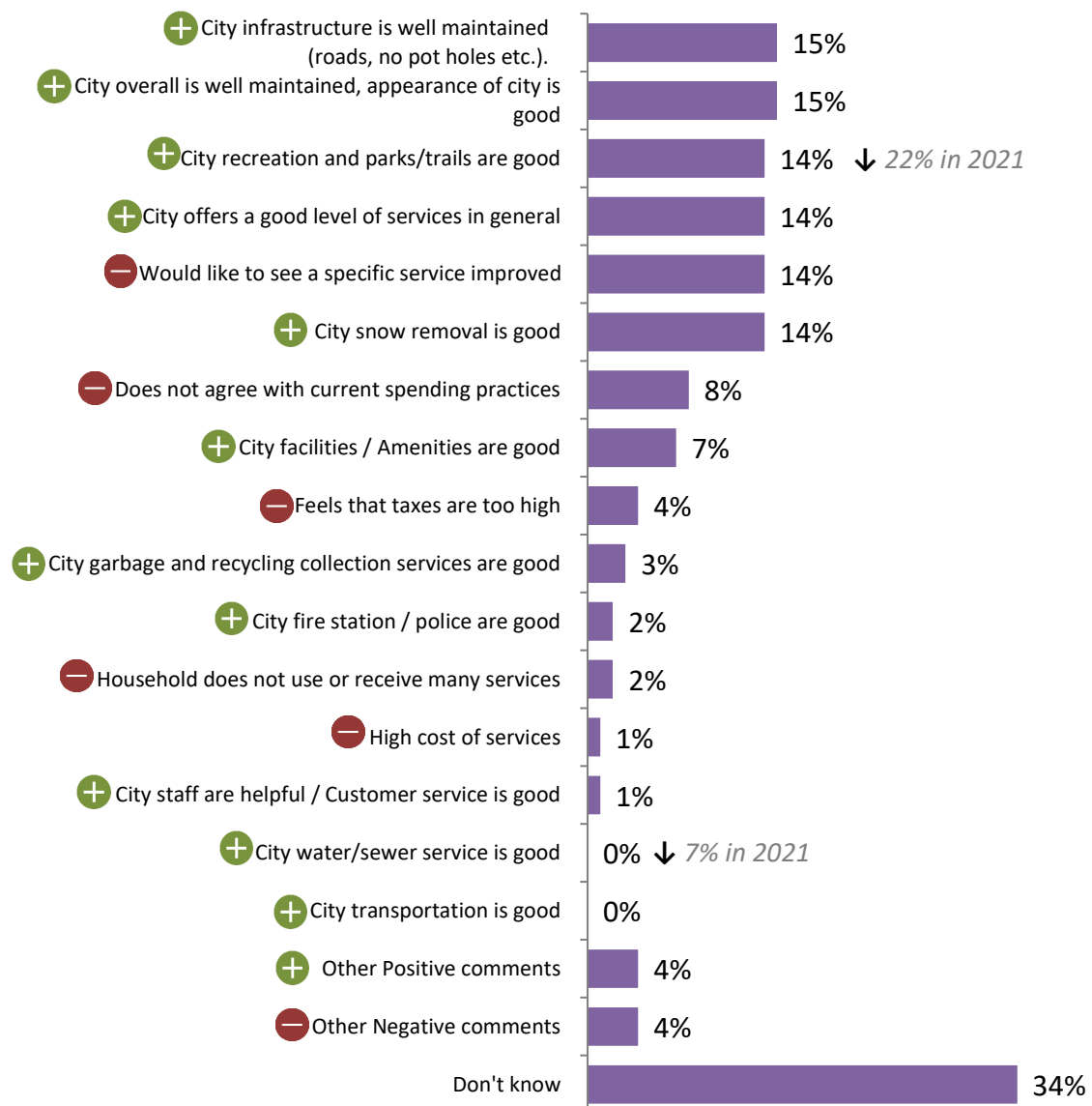
 79%: Those who prefer to increase taxes.

All residents were asked the reason why they felt that way. Given that most residents feel that they have received “good” or better value, it is not surprising that most reasons provided are positive.

Although there were a number of different reasons mentioned, the top **+positive** reasons are that City infrastructure is well maintained (15%), the City overall is well maintained (15%), City recreation, parks, and trails are good (14%, a significant decrease from 22% in 2021), residents feel that the level of services is good (14%), and snow removal is good (14%).

The top **-negative** reason provided by 14% of residents is the desire to see a specific service improved (top services include snow removal and road maintenance). Note that nearly one-third (34%) of residents were unable to provide a reason for the value they receive. Overall, 46% of residents have provided positive reasons for receiving good value (a significant decrease from 55% in 2021).

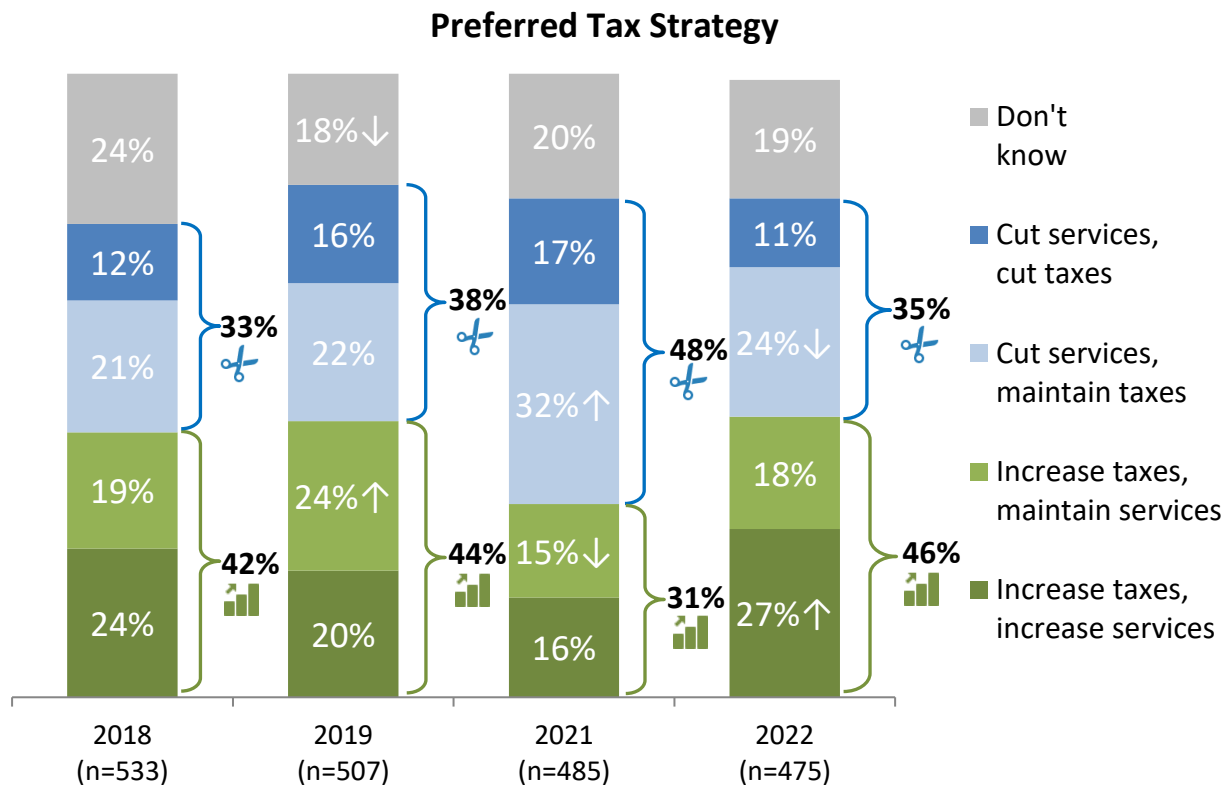
Why Residents Feel this Way



n=475. Values may sum to more than 100% as multiple mentions were allowed.

3.2 Overall Property Tax Preference

Next, residents were shown four different tax strategies and asked for their preference. 35% of residents prefer ✂ cutting services to maintain or reduce taxes, and 46% prefer an 📈 increase to taxes to maintain or increase services. A further 20% did not provide an opinion. These results were significantly different compared to 2021, with a larger proportion preferring an increase in taxes. Note that these results are more inline with the results from 2019 and 2021 may have been an outlier in response to the economic pressures of COVID-related restrictions and/or the resulting inaccessibility of some services.



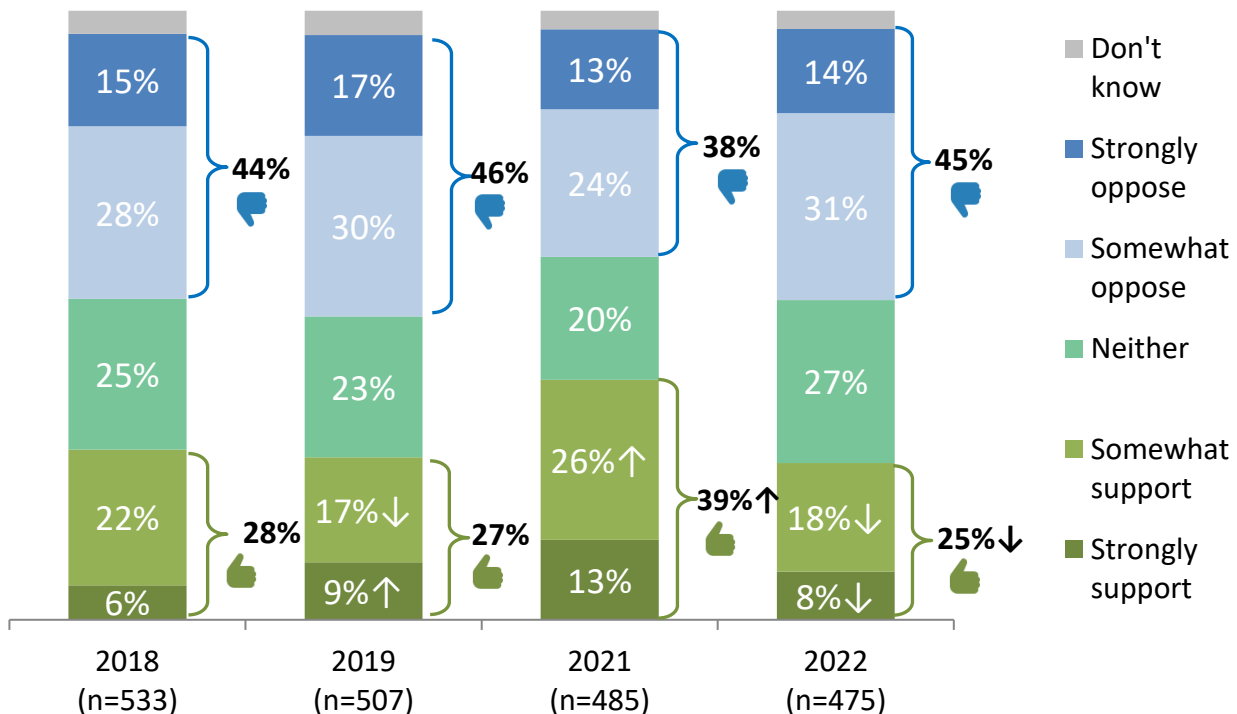
Significant subgroup differences include those who:

Increase taxes, increase services	Increase taxes, maintain services	Cut services, maintain taxes	Cut services, cut taxes
<p>🗣️ 42%: Oppose a decrease in service levels to minimize tax;</p> <p>👤 33%: Those aged 18-44;</p> <p>😊 32%: Receive good / very good/excellent value from taxes.</p>	<p>👤 29%: Aged 65 or older;</p> <p>🗣️ 45%: Those who oppose a decrease in service levels to minimize tax increases;</p> <p>👤 23% Do not have children under 18</p>	<p>👍 47%: Support a decrease in service levels to minimize tax increases;</p> <p>🏠 26%: Own their primary residence.</p>	<p>👍 27%: Support a decrease in service levels to minimize tax increases.</p>

The City is sensitive to the economic climate and residents' desire to keep tax increases to a minimum. As such, residents were asked for their level of support or opposition for decreasing service levels to minimize tax increases.

In 2022 residents returned to the trend seen in years prior to 2021 where more were opposed (45%) to a decrease in service level compared to supported it (25%, down from 39% in 2021). A little over one-quarter (27%) did not feel strongly either way, while 3% did not have an opinion.

Support/Opposition for a Decrease in Service Levels to Maintain Taxes



Values may not sum to 100% due to rounding.

Subgroups that are significantly more likely to **support** decreasing service levels to maintain taxes include:

- ✂ 54%: Those who prefer to cut services.

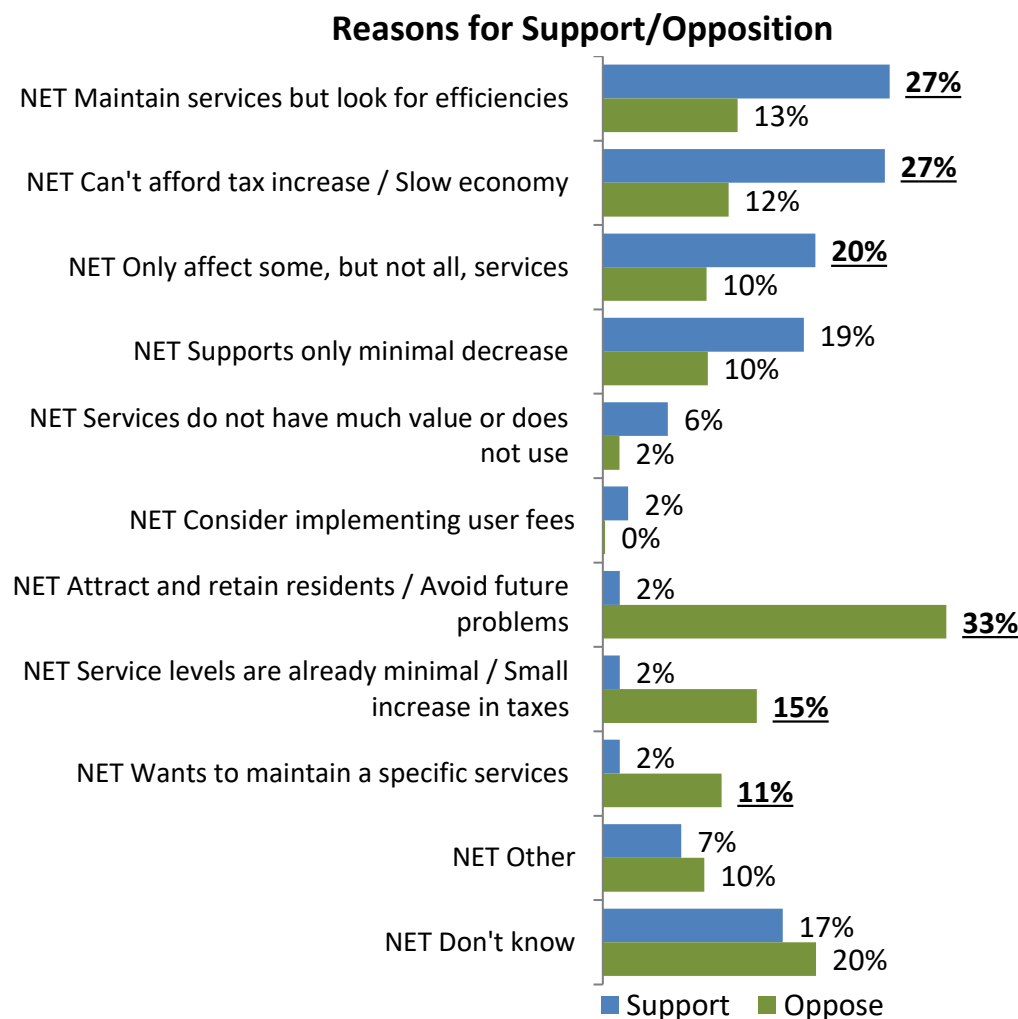
Subgroups that are significantly more likely to **oppose** decreasing service levels to maintain taxes include:

- 📊 68%: Those who prefer to increase taxes.

In terms of why residents support or oppose decreasing service levels to minimize tax increases, about one-quarter of those who support decreasing service levels would maintain services but look for efficiencies (27%), can't afford tax increase (27%), or would suggest only decreasing some services but not other (20%).

In contrast, approximately one-third (33%) oppose decreasing service levels because they feel that services are important to prevent future problems and 15% say services are already minimal while 13% suggest maintaining services but looking for efficiencies.

It should be noted that about one-fifth (17% of those who support and 20% of those who oppose) did not provide any reasons for supporting or opposing a decrease to service levels.



n=121 (Support), 212 (Oppose). Values may sum to more than 100% as multiple mentions were allowed. Bars with values that are **bold and underlined** are statistically higher than the other bar above/below it.

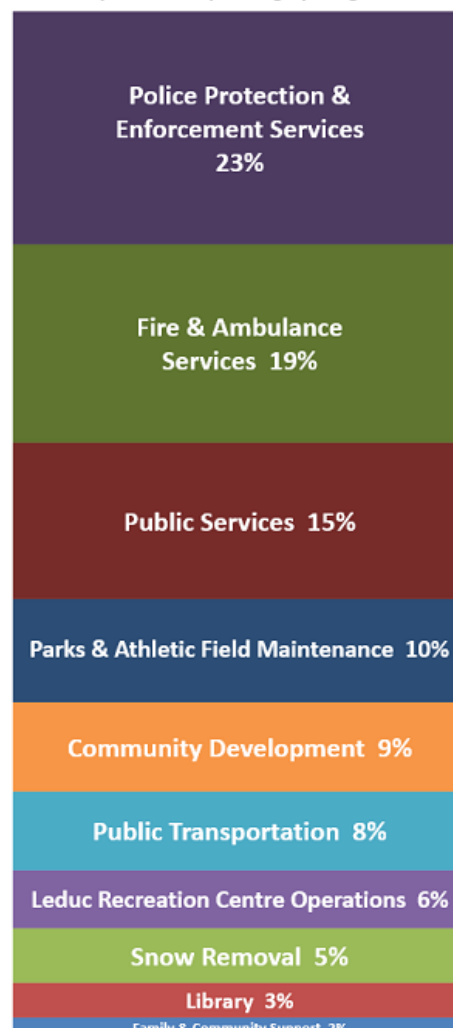
3.3 Adjustments to Variable Spending

The City of Leduc budget includes two spending categories:




- Fixed Spending (54%) includes items that are necessary to govern, operate and maintain the City of Leduc and do not vary based on the level of service provided, including:
 - Mayor and City Council;
 - Corporate and Legislative Services;
 - Engineering Services;
 - Planning Services;
 - Facility Services;
 - Debt Repayment; and
 - Capital Transfer.
- Variable Spending (46%) includes categories where spending can be increased or decreased depending on the level of service provided.

The proposed City of Leduc 2023 variable budget is split between the following services:




City of Leduc 2023 Variable Budget
Proposed Net Spending by Program



Residents were asked to rate their preference for how the City should allocate funds (increase, decrease, or remain the same) for each of the services. **Overall, this year's results show most residents want spending for most services to remain the same.** That said, the following services had the highest percentage of residents requesting an **increase** in spending:

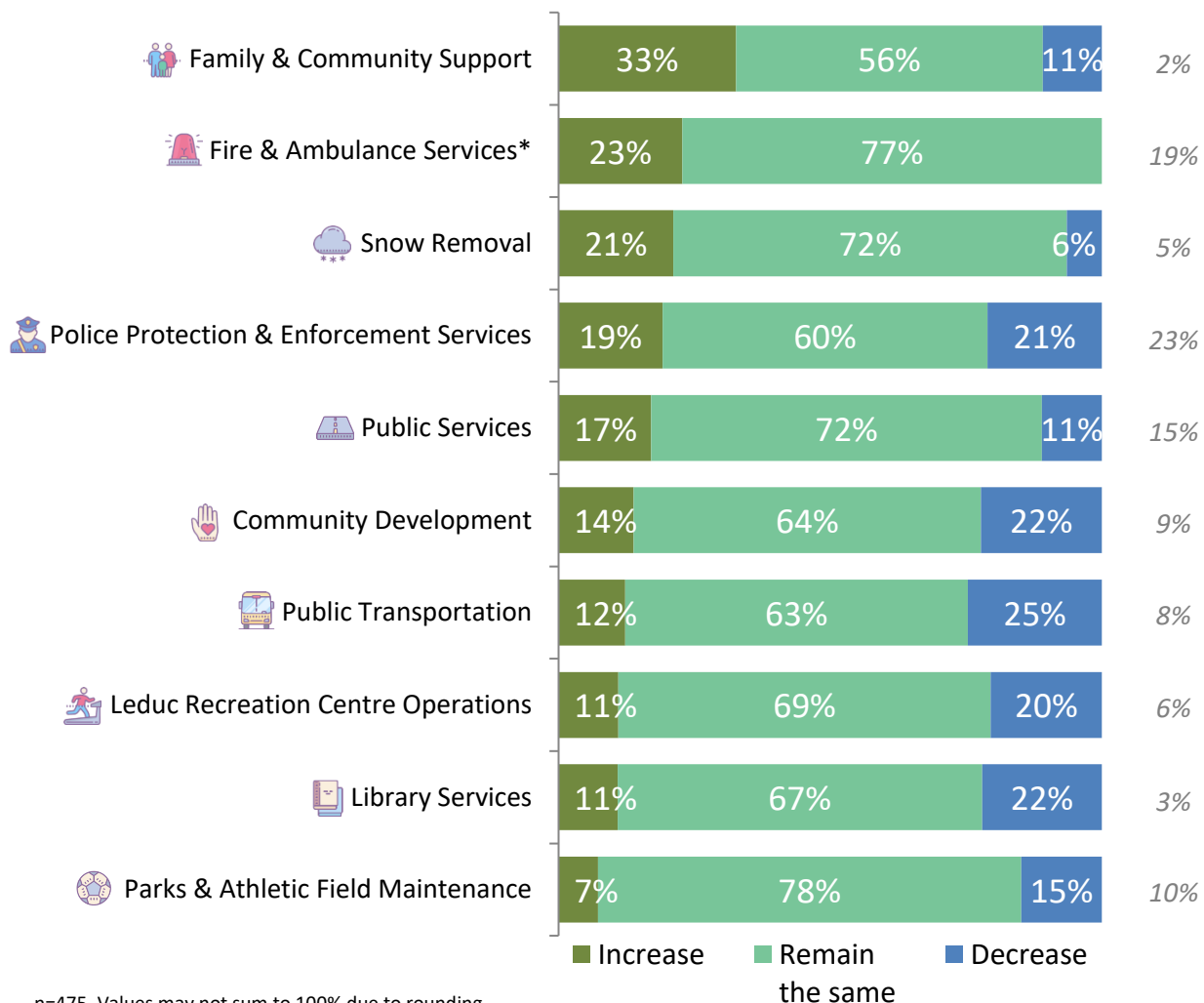
-  33%: Family and Community Support Services;
-  23%: Fire & Ambulance Services; and
-  21%: Snow removal.

Services that had the highest percentage of residents requesting a **decrease** in spending include:

-  25%: Public Transportation;
-  22%: Community Development; and
-  22%: Library Services.

Comparison of Preferred Budget Adjustments for all Services

*Proposed %
of budget*



n=475. Values may not sum to 100% due to rounding.

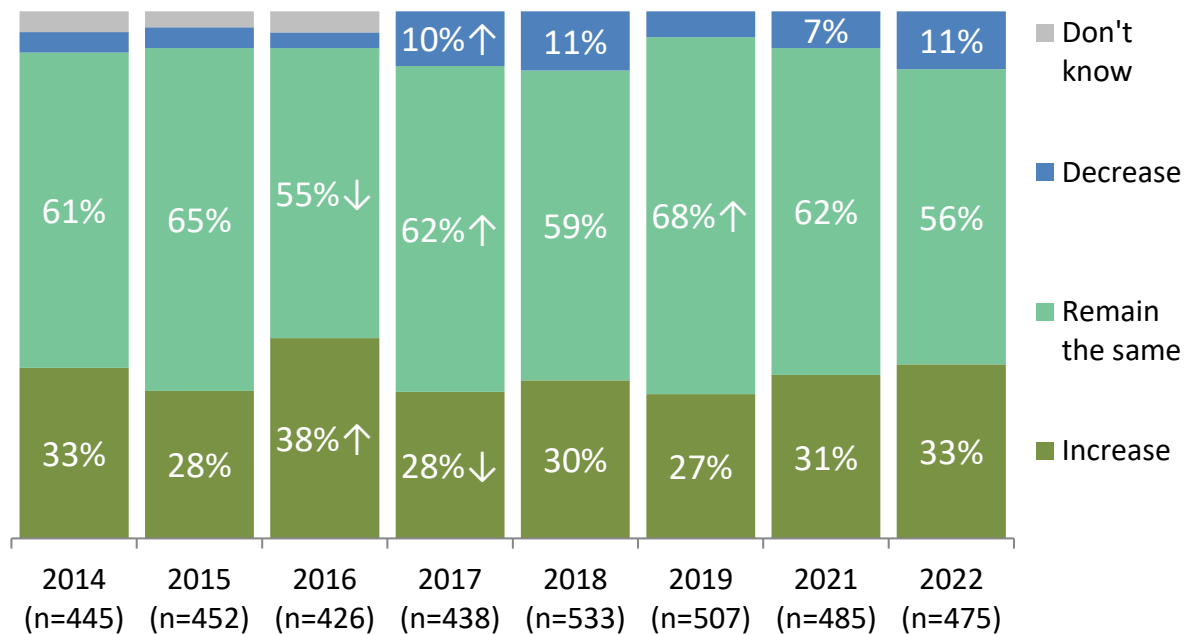
* Fire and ambulance services are contracted services provided by the City on behalf of the Province of Alberta and cannot be reduced.

The remainder of this section of the report explores each of these services in more detail.

3.3.1 Family & Community Support (Proposed 2%)






About three out of five (56%) residents prefer to see *Family and Community Support Services* funding remain the same. However, one-third (33%) would like funding to be increased, while 11% would prefer to see funding decrease. These results are similar to those in 2021.

Budget Adjustment for Family & Community Support (Proposed 2%)






Values may not add to 100% due to rounding. Bars missing values are less than 5%.



Subgroups that are significantly more likely to want an **increase** in funding include:

-  53%: Those who rent their primary residence;
-  44%: Those who oppose a decrease in service levels to minimize tax increases;
-  43%: Those who prefer to increase taxes;
-  40%: Those aged 18-44;
-  37%: Those employed full- or part-time.

Subgroups that are significantly more likely to want funding to **remain the same** include:

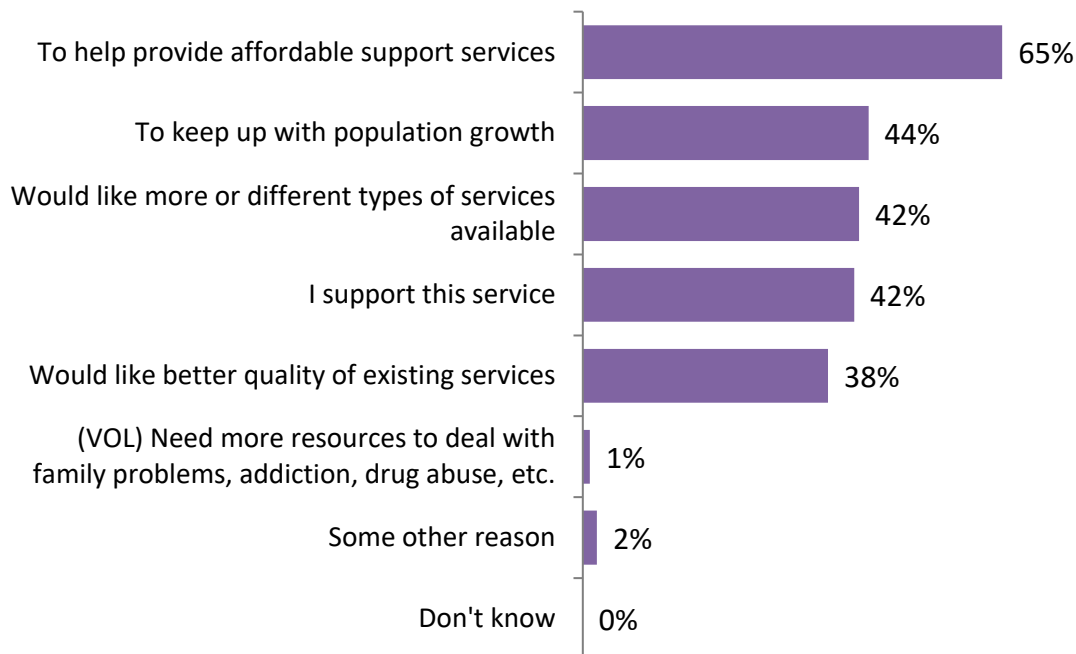
-  70%: Those aged 65 or older;
-  67%: Those who are not employed (on leave/homemaker/student/not employed/retired); and
-  60%: Those who own their primary residence.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  19%: Those who support a decrease in service levels to minimize tax increases; and
-  17%: Those who prefer to cut services.

Most of the residents who would **increase** spending on *Family and Community Support Services* felt that funding helps provide affordable support services (65%). Just over four out of five think that additional funding is needed to keep up with population growth (44%); they would like more or different types of services available (42%); or they support this service (42%).

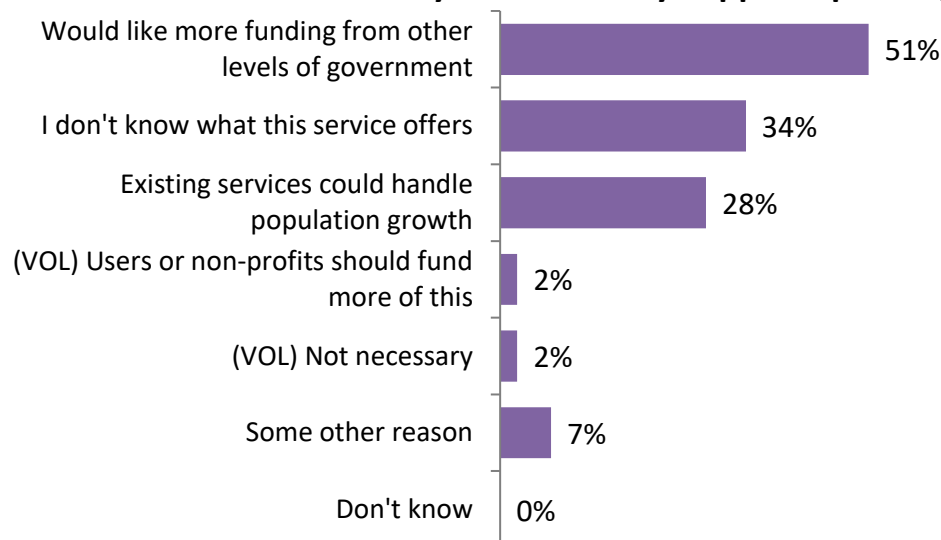
Reasons to Increase Family & Community Support Spending



n=130. Values may sum to more than 100% as multiple mentions were allowed.

Nearly half (51%) of residents would like funding of *Family and Community Support Services* to **decrease** because would like more funding from other levels of government. In addition, 34% don't know what this service offers and 28% believe existing services could handle population growth.

Reasons to Decrease Family & Community Support Spending

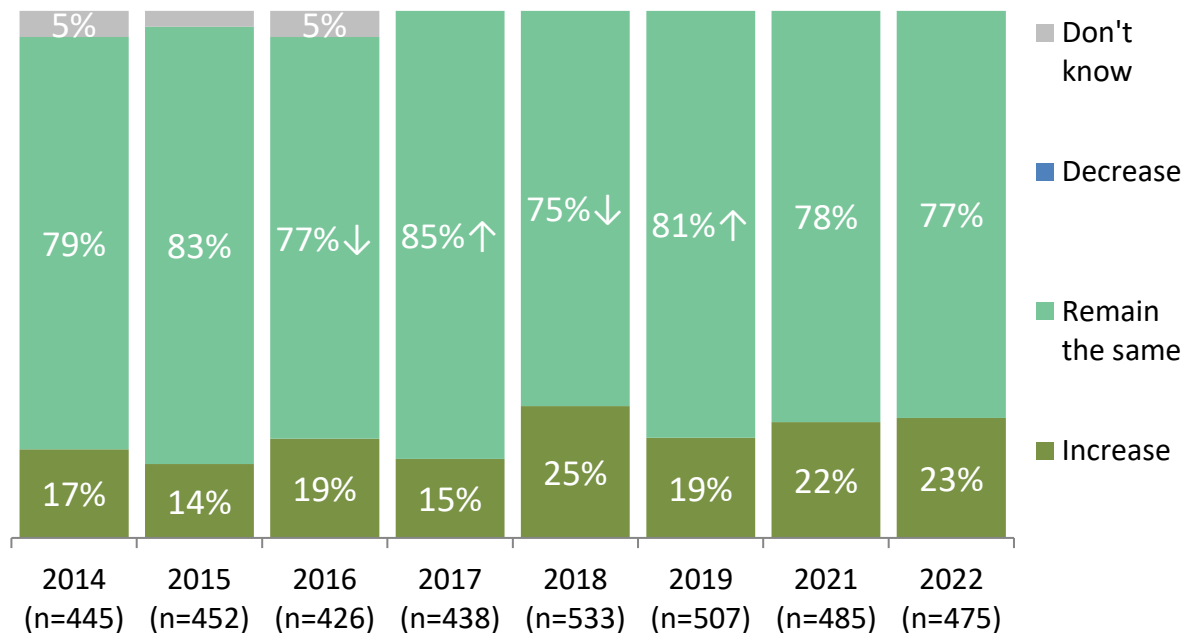


n=50. Values may sum to more than 100% as multiple mentions were allowed.

3.3.2 Fire & Ambulance Services (Proposed 19%)





Fire and Ambulance Services are contracted services provided by the City on behalf of the Province of Alberta and cannot be reduced. Similar to 2021, approximately three-quarters (77%) of residents would like the budget for fire and ambulance services to remain the same, while one-quarter (23%) would like to see an increase in services. These results are statistically consistent with the 2021 results.

Budget Adjustment for Fire & Ambulance Services (Proposed 19%)







Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want an **increase** in funding include:

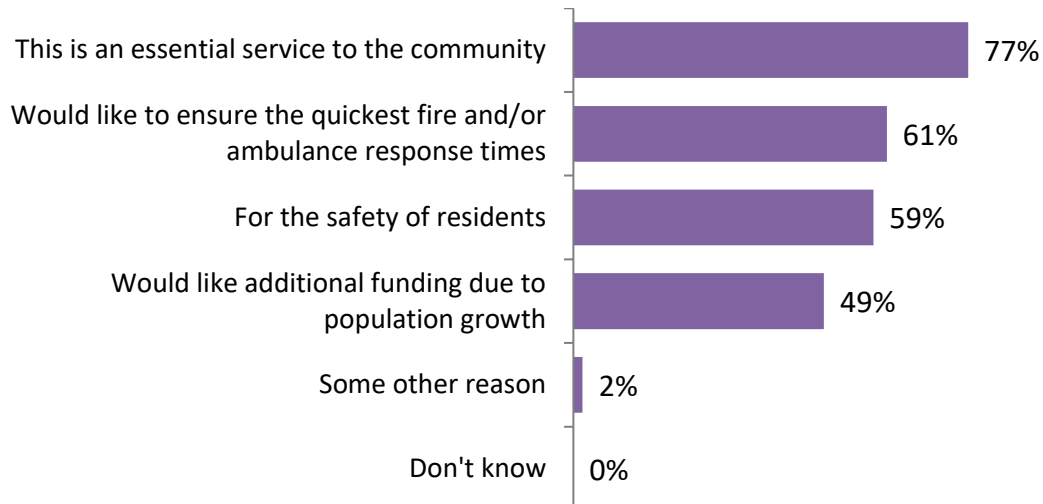
-  32%: Those who prefer to increase taxes;
-  30%: Those who oppose a decrease in service levels to minimize tax increases;
-  30%: Those aged 65 or older; and
-  30%: Those who are not employed (on leave/homemaker/student/not employed/retired).

Subgroups that are significantly more likely to want funding to **remain the same** include:

-  89%: Those who support a decrease in service levels to minimize tax increases;
-  88%: Those in households earning between \$60 and \$100k;
-  86%: Those who prefer to cut services; and
-  82%: Those employed full- or part-time.

Residents who would **increase** spending on *Fire and Ambulance Services* most often explained that this is an essential service to the community (77%). Over half said they would like to ensure the quickest response times (61%) or to increase funding for the safety of residents (59%). These results are statistically consistent with the comments provided in 2021.

Reasons to Increase Fire & Ambulance Services Spending

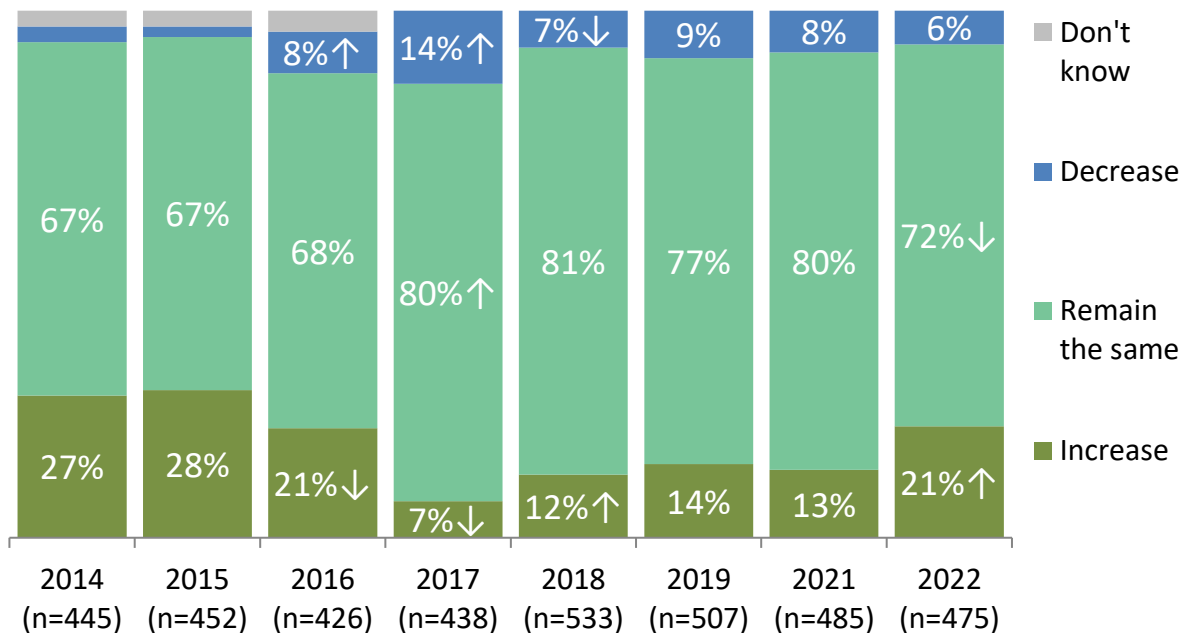


n=120. Values may sum to more than 100% as multiple mentions were allowed.

3.3.3 Snow Removal (Proposed 5%)





About seven-in-ten (72%) residents want spending on *Snow Removal* to stay the same, while 21% want spending to increase and 6% want spending to decrease. Significantly more residents want an increase in funding and significantly less residents want funding to remain the same compared to 2021.

Budget Adjustment for Snow Removal (Proposed 5%)






Values may not add to 100% due to rounding. Bars missing values are less than 5%.




Subgroups that are significantly more likely to want an **increase** in funding include:

-  33%: Those who oppose a decrease in service levels to minimize tax increases;
-  31%: Those in households earning more than \$150k;
-  27%: Those aged 18 to 44; and
-  27%: Those who prefer to increase taxes.

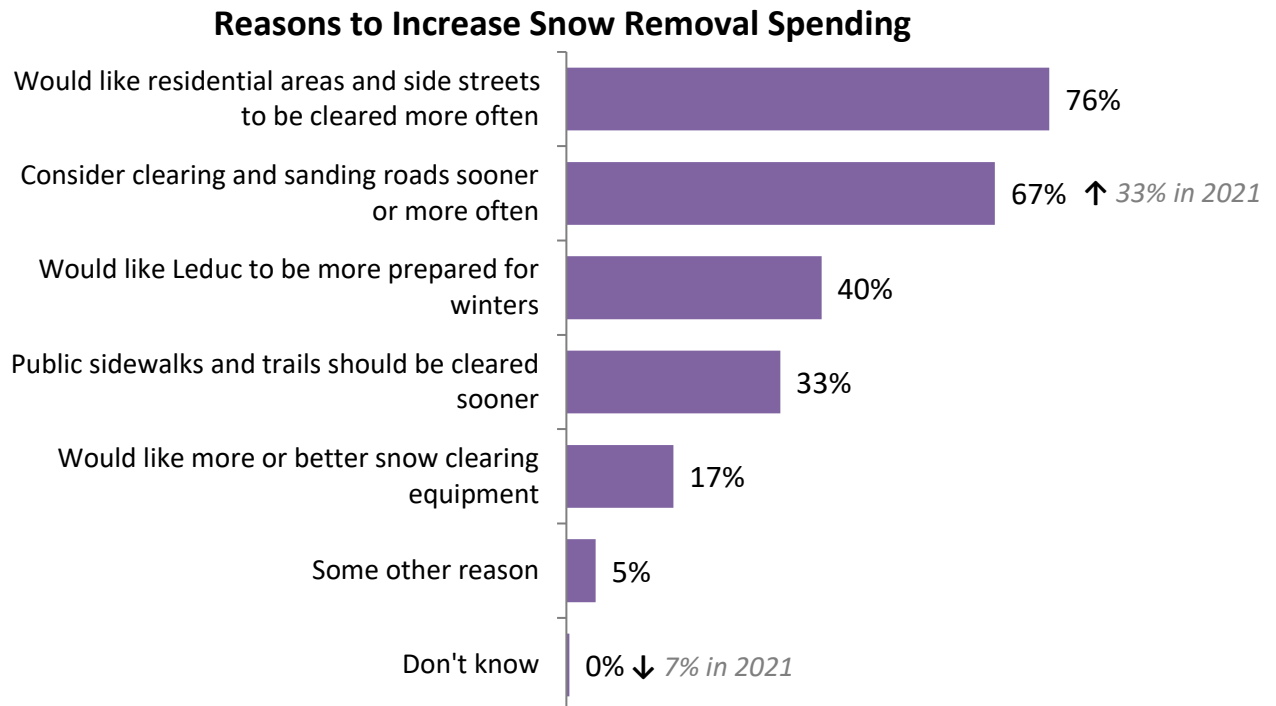
Subgroups that are significantly more likely to want the funding to **remain the same** include:

-  84%: Those in households earning \$60 to \$100k;
-  84%: Those who are neutral toward a decrease in service levels to minimize tax increases; and
-  81%: Those aged 65 or older.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  17%: Those who support a decrease in service levels to minimize tax increases;
-  12%: Those who prefer to cut services; and
-  7%: Those who own their primary residence.

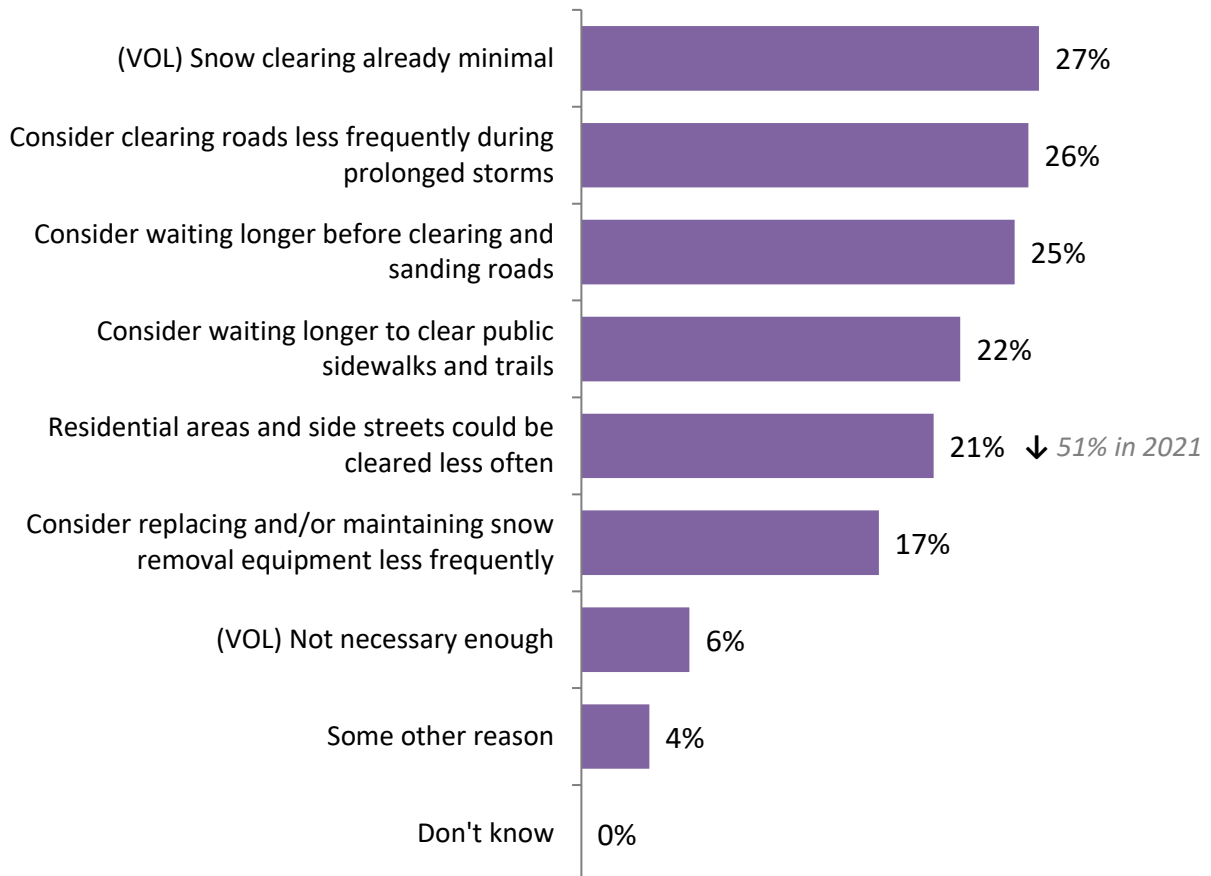
The most common reasons mentioned by residents who would **increase** funding for *Snow Removal* are that they would like residential areas and side streets to be cleared more often (76%), roads cleared and sanded sooner or more often (67%), and for Leduc to be more prepared for winter (43%). Significantly more residents would like clearing and sanding roads sooner and more often compared to 2021.



n=83. Values may sum to more than 100% as multiple mentions were allowed.

Among residents who would like to **decrease** funding for *Snow Removal*, approximately one-quarter believe that snow clearing is already minimal (27%), they would consider clearing roads less frequently during prolonged storms (26%), and they would consider waiting longer before clearing and sanding roads (25%). In addition, significantly fewer residents responded that residential areas and side streets could be cleared less often in 2022 (21% compared to 51% in 2021).

Reasons to Decrease Snow Removal Spending

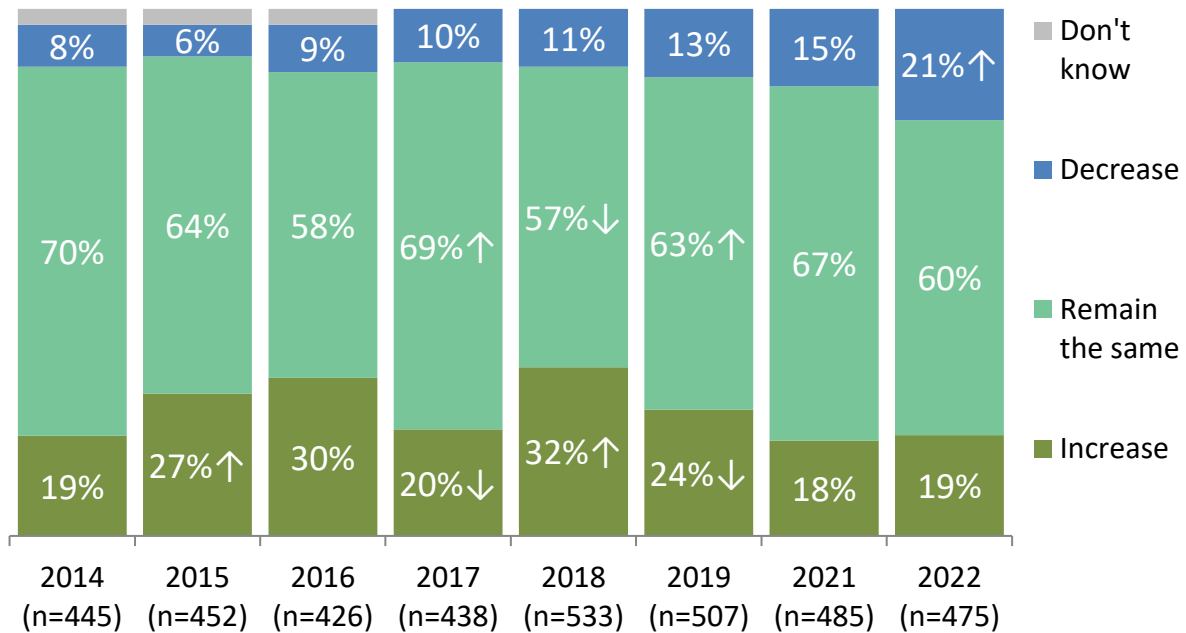


n=33. Values may sum to more than 100% as multiple mentions were allowed.

3.3.4 Police Protection & Enforcement Services (Proposed 23%)

About one-fifth (19%) of residents would like funding to increase for *Police Protection and Enforcement Services*. However, most residents continue to want funding to remain the same (60%), while 21% would like funding to decrease. Significantly more respondents support a decrease in funding compared to 2021.

Budget Adjustment for Police Protection & Enforcement Services (Proposed 23%)



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want an **increase** in funding include:



- 29%: Those aged 65 or older;
- 22%: Those who receive good/very good/excellent value from taxes.

There were no subgroups significantly more likely to want the funding to **remain the same**.

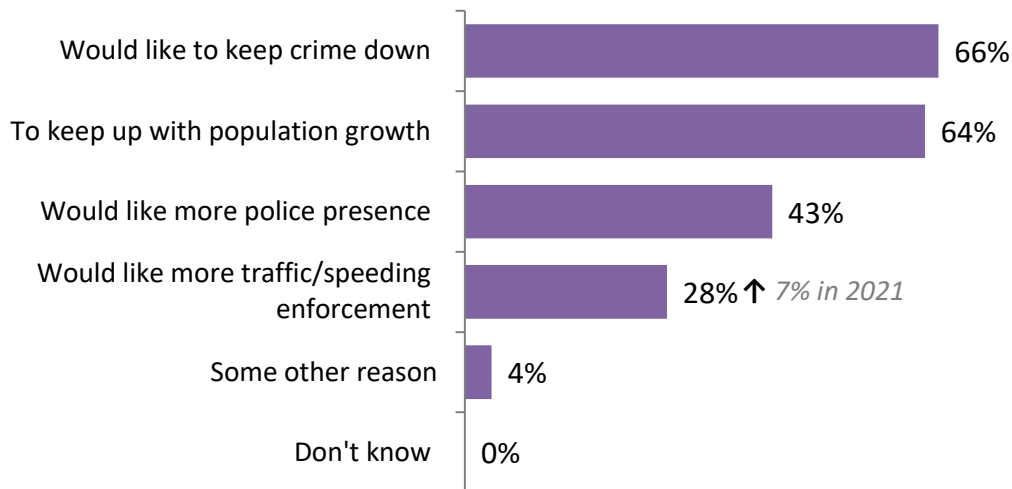
Subgroups that are significantly more likely to want a **decrease** in funding include:



- 31%: Those aged 18 to 44;
- 30%: Those who receive fair/poor value from taxes; and
- 29%: Those who prefer to cut services.

Residents who would **increase** spending on *Police Protection and Enforcement Services* most often explained that they would like to keep crime down (66%) and would like enforcement to keep up with population growth (64%). Although less of a reason, note that significantly more residents would like more traffic/speeding enforcement compared to 2021 (28% in 2022 compared to 7% in 2021).

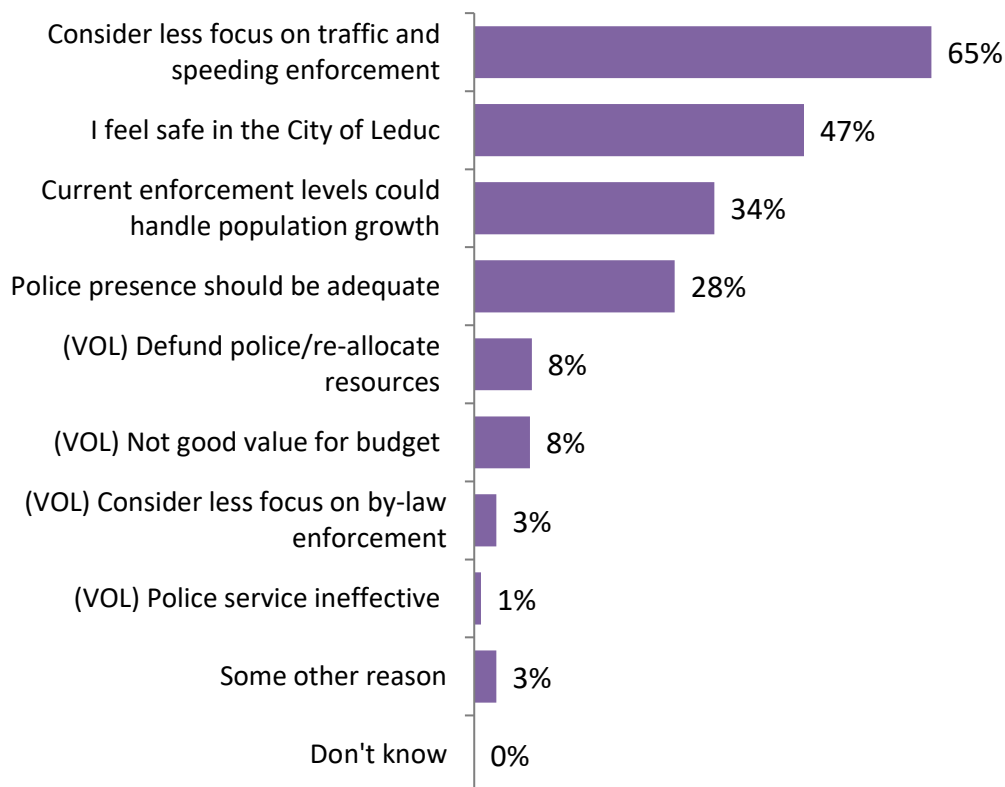
Reasons to Increase Police Protection & Enforcement Services Spending



n=114. Values may sum to more than 100% as multiple mentions were allowed.

Approximately two-thirds (65%) of residents who would **decrease** spending on *Police Protection and Enforcement Services* suggested less focus on traffic and speeding enforcement while nearly half (47%) said they feel safe in the City. In addition, about three out of ten said that current enforcement levels could handle population growth (34%) and that the current police presence should be adequate (28%).

Reasons to Decrease Police Protection & Enforcement Services Spending

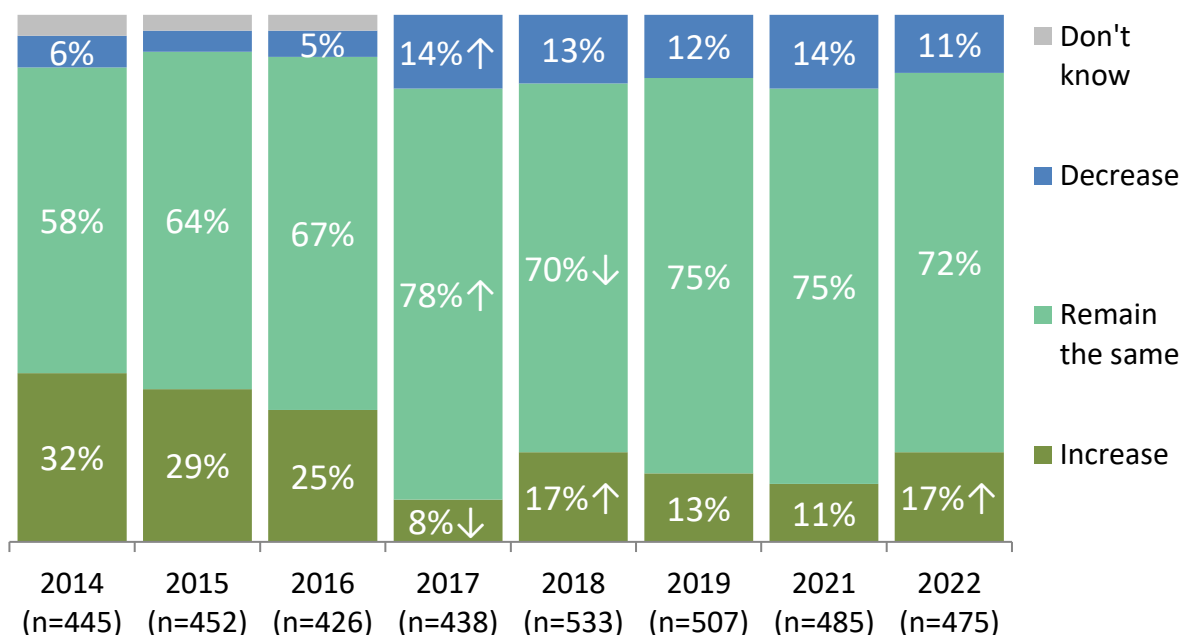


n=69. Values may sum to more than 100% as multiple mentions were allowed.

3.3.5 Public Services (Proposed 15%)

Residents' opinions regarding spending on *Public Services* has changed compared to the 2021 results with significantly more residents want spending to increase (17%) compared to 2021. However, most residents still want spending to stay the same (72%) or for spending to decrease (11%).

Budget Adjustment for Public Services (Proposed 15%)



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want funding for *Public Services* to **increase** include:



- 30%: Those who prefer to increase taxes; and
- 27%: Those who oppose a decrease in service levels to minimize tax increases.

Subgroups that are significantly more likely to want funding to **remain the same** include:



- 82%: Those who are neutral toward a decrease in service levels to minimize tax increases.

Subgroups that are significantly more likely to want a **decrease** in funding include:



- 30%: Those who support a decrease in service levels to minimize tax increases;



- 23%: Those who prefer to cut services;



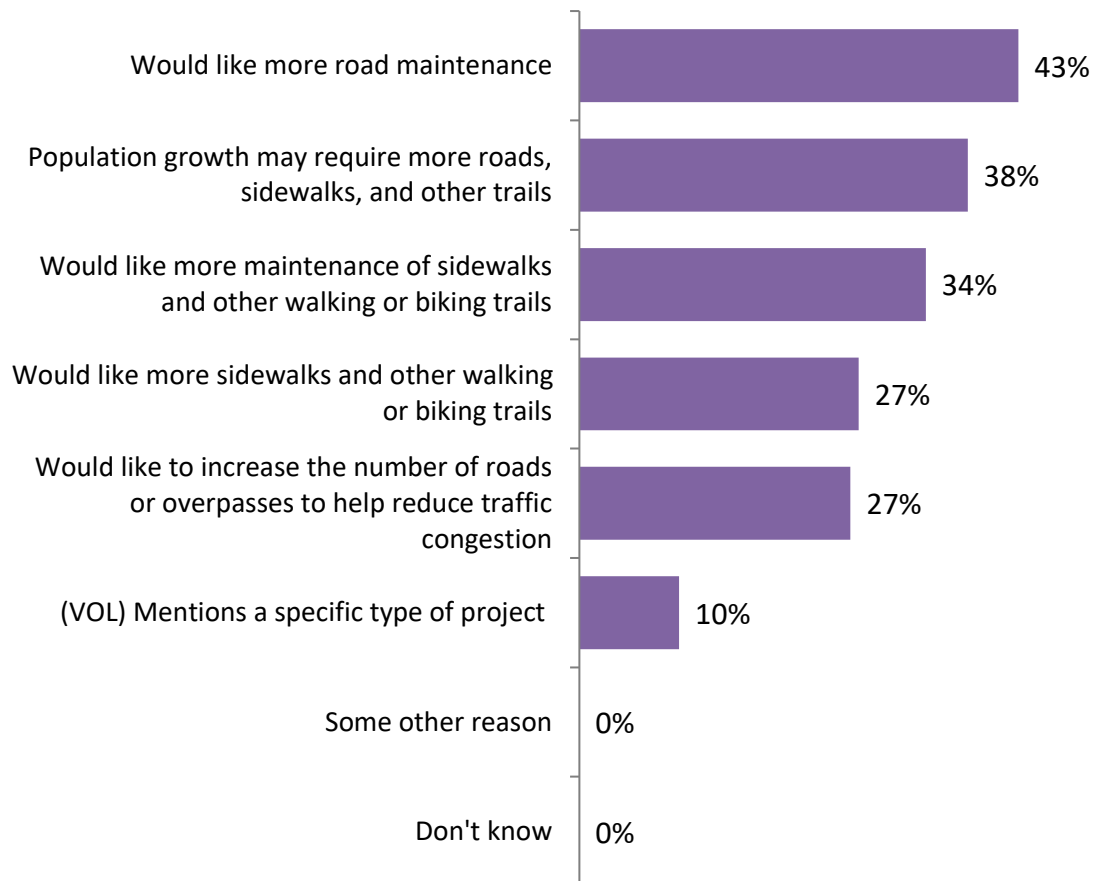
- 18%: Those who receive fair/poor value from taxes; and



- 13%: Those who own their primary residence.

When it comes to *Public Services*, those who would like an **increase** in funding primarily would like to see more road maintenance (43%). Over one-third would like to for more roads, sidewalks, and other trails to keep up with population growth (38%) and would like more maintenance of sidewalks and other walking or biking trails (34%). These results are statistically consistent with the comments provided in 2021.

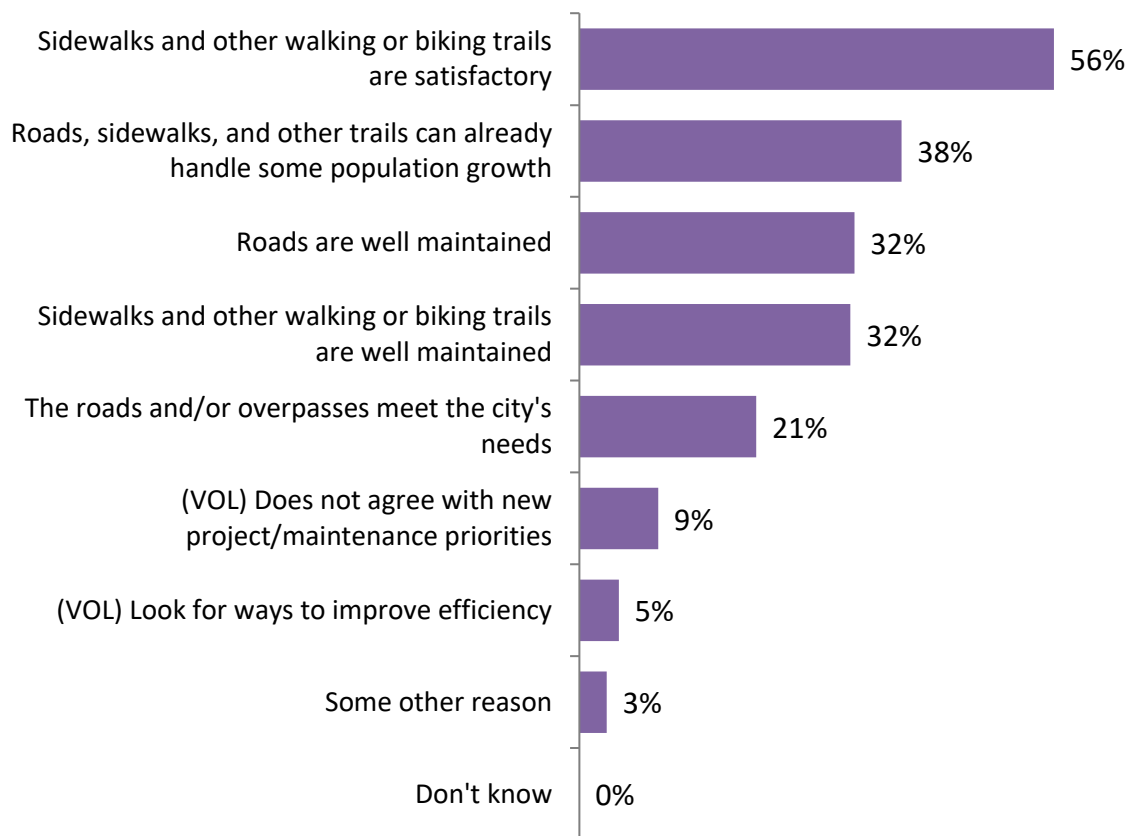
Reasons to Increase Public Services Spending



n=72. Values may sum to more than 100% as multiple mentions were allowed.

In contrast, those residents who suggested a **decrease** in funding for *Public Services* often mentioned that sidewalks and other trails are satisfactory (56%) and can already handle population growth (38%). Additionally, about one-third (32%) feel that sidewalks and other walking or biking trails already well maintained and that roads are well maintained. These results are statistically consistent with the comments provided in 2021.

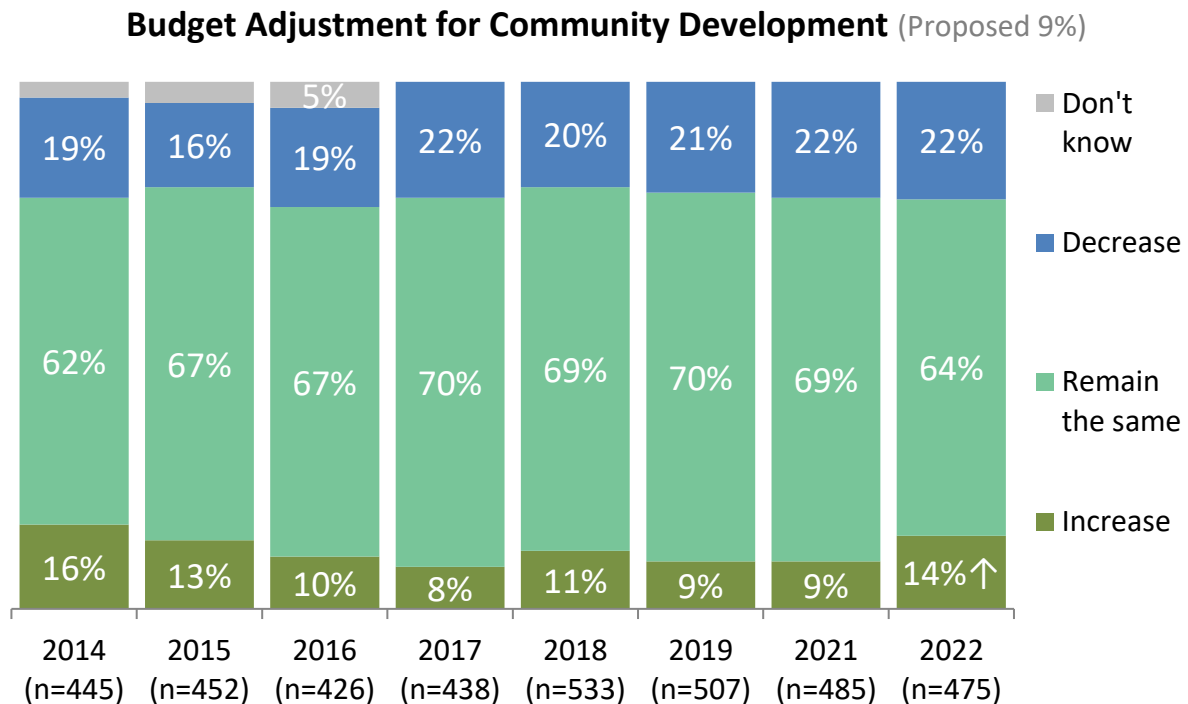
Reasons to Decrease Public Services Spending



n=57. Values may sum to more than 100% as multiple mentions were allowed.






3.3.6 Community Development (Proposed 9%)

The percentage of residents who feel that funding for *Community Development* should increase (14%) has significantly increased from 2021. In contrast, the percentage who would like funding to decrease (22%) or remain the same (64%) have remained consistent with the past several years.




Values may not add to 100% due to rounding. Bars missing values are less than 5%.



Subgroups that are significantly more likely to want funding to **increase** include:

-  23%: Those in households earning between \$100 and \$150k;
-  22%: Those who prefer to increase taxes;
-  22%: Those who oppose a decrease in service levels to minimize tax increases;
-  20%: Those aged 18 to 44; and
-  20%: Those with children under 18 in household.

Subgroups that are significantly more likely to want funding to **remain the same** include:

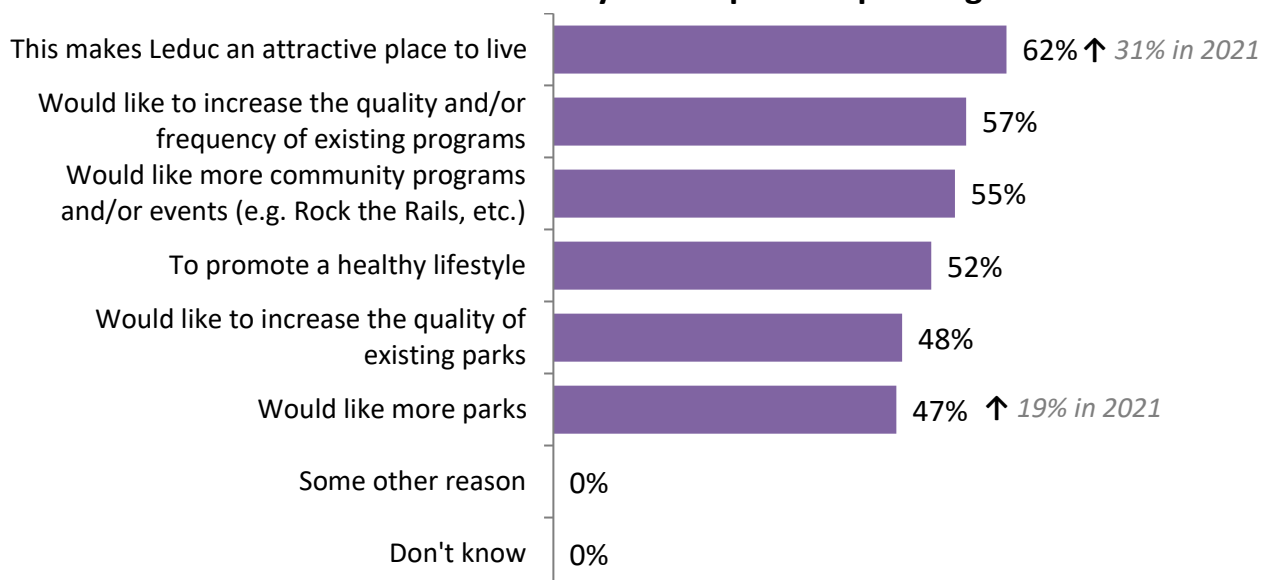
-  72%: Those aged 65 or older.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  39%: Those who prefer to cut services; and
-  38%: Those who support a decrease in services levels to minimize tax increases.

Those residents who would **increase** spending on *Community Development* mentioned a number of different reasons including making Leduc an attractive place to live (62%), would like to increase the quality of existing parks (57%) and would like more community programs or events (55%). The proportion of residents citing that this makes Leduc an attractive place to live and those that would like more parks have both significantly increased from 2021.

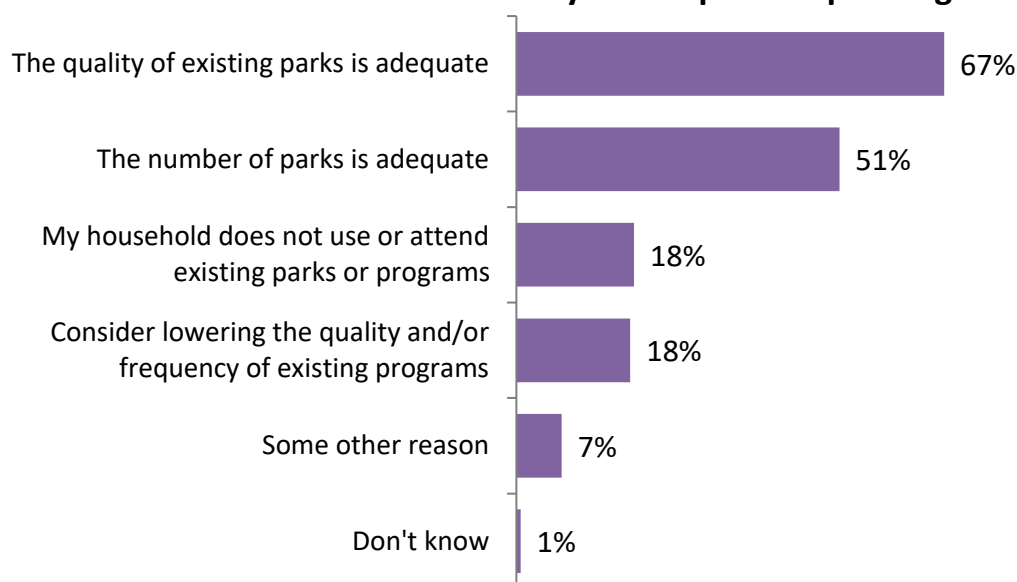
Reasons to Increase Community Development Spending



n=45. Values may sum to more than 100% as multiple mentions were allowed.

Residents who would **decrease** spending on *Community Development* were mainly split between feeling that the quality (67%) and number (51%) of existing parks are adequate. These results are statistically consistent with those provided by residents in 2021.

Reasons to Decrease Community Development Spending

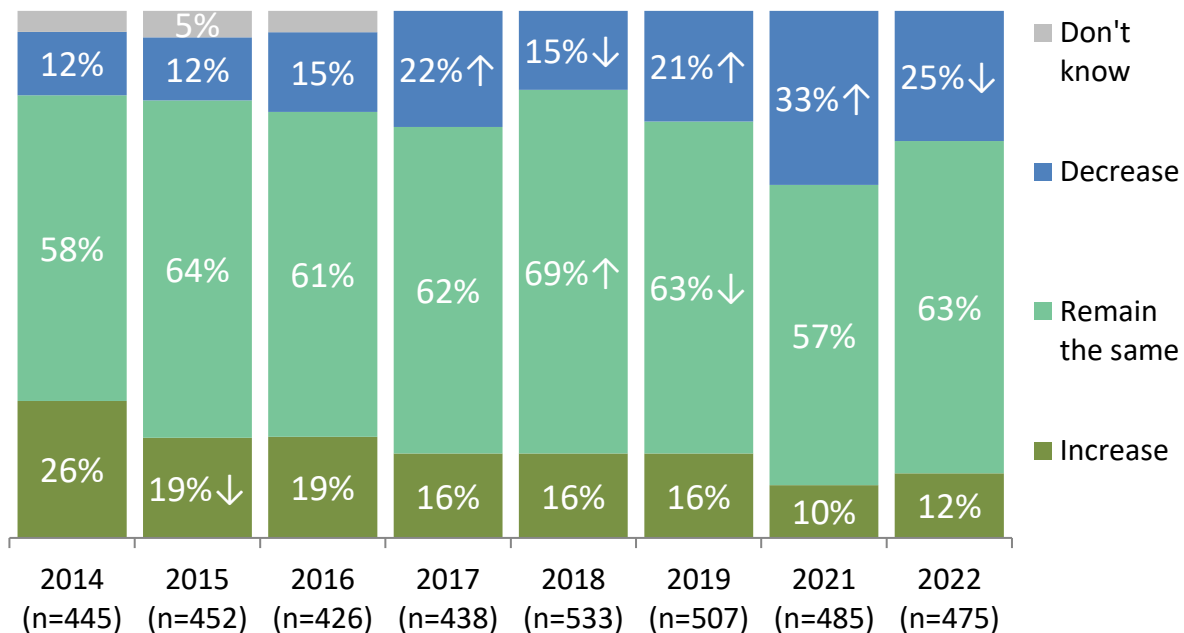


n=116. Values may sum to more than 100% as multiple mentions were allowed.

3.3.7 Public Transportation (Proposed 8%)





In 2021, almost two-thirds of residents (63%) would like the budget for *Public Transportation* to remain the same, 12% would like to see it increase, and one-quarter (25%) would like the budget to decrease. The proportion of those preferring a decrease has shrunk compared to 2021, which is still the highest of any service.

Budget Adjustment for Public Transportation (Proposed 8%)




Values may not add to 100% due to rounding. Bars missing values are less than 5%.







Subgroups that are significantly more likely to want an **increase** in funding include:

-  23%: Those who prefer to increase taxes;
-  21%: Those in households earning \$60 to \$100k;
-  16%: Those aged 18 to 44; and
-  15%: Those with no children under 18 in household.

Subgroups that are significantly more likely to want funding to **remain the same** include:

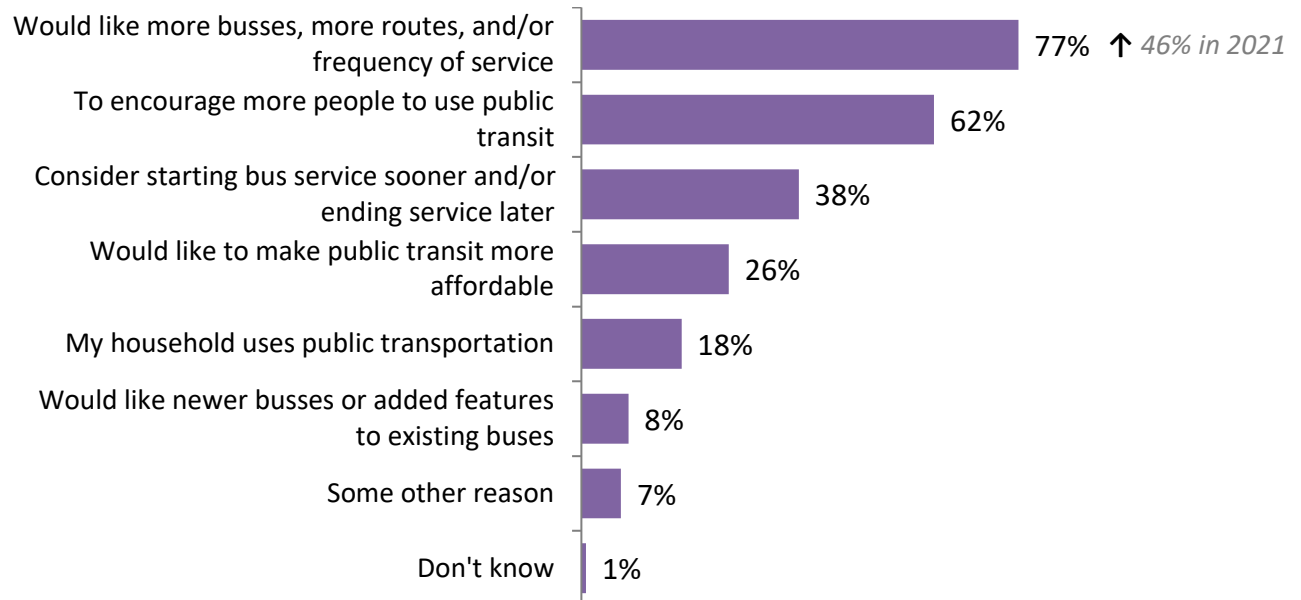
-  77%: Those aged 65 or older.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  43%: Those who support a decrease in service levels to minimize tax increases;
-  40%: Those who prefer to cut services;
-  38%: Those aged 45-54;
-  36%: Those who receive fair/poor value from taxes;
-  28%: Those employed full- or part-time; and
-  28%: Those who own their primary residence.

About three-quarters (77%) residents who would **increase** spending on *Public Transportation* said would like to see more buses, routes, and/or more frequent service. Additionally, over half would also like more funds to encourage more people to use public transit (62%), while about two-in-five (38%) would consider starting bus service sooner and/or ending service later. Significantly more would like more busses, more routes, and/or frequency of service compared to 2022.

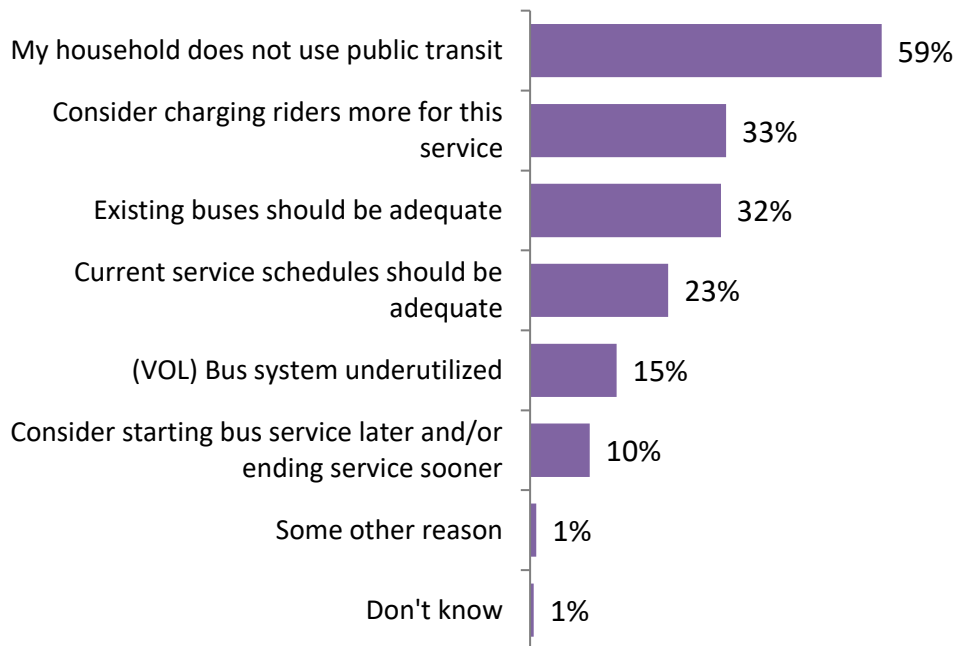
Reasons to Increase Public Transportation Spending



n=45. Values may sum to more than 100% as multiple mentions were allowed.

A lack of personal and household use of *Public Transportation* (59%) is the most common reason mentioned by residents who would **decrease** spending. An additional one-third (33%) suggest charging riders more for the service and feel existing buses should be adequate (32%). These answers are statistically consistent with those provided by residents in 2021.

Reasons to Decrease Public Transportation Spending

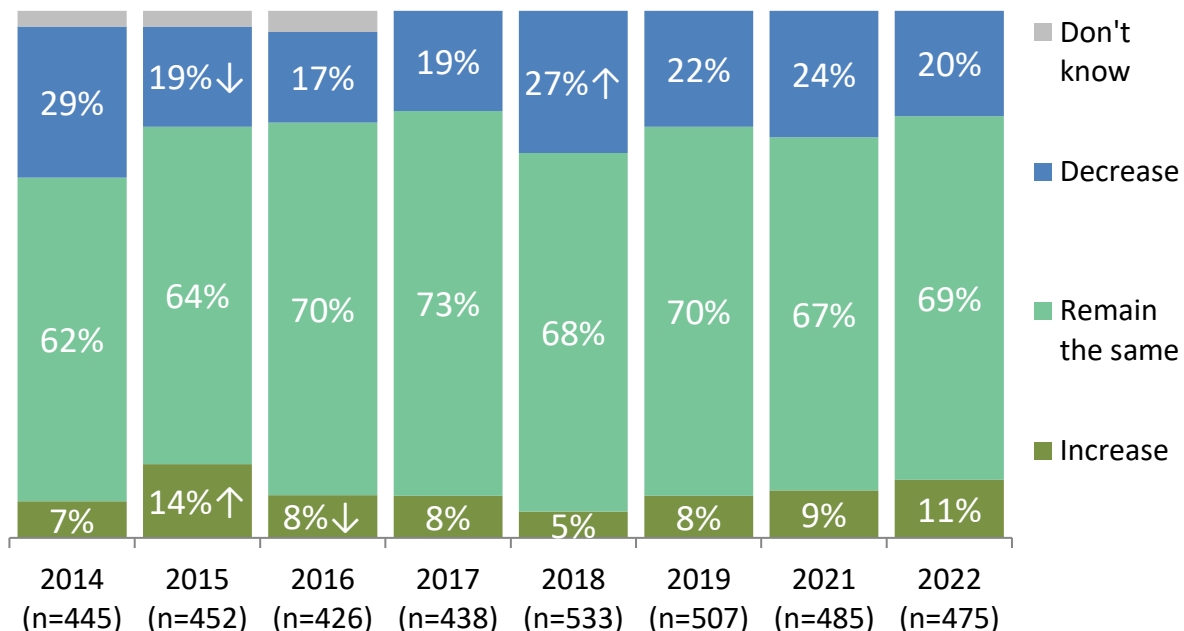


n=111. Values may sum to more than 100% as multiple mentions were allowed.

3.3.8 Leduc Recreation Centre Operations (Proposed 6%)




This year, one out of five (20%) of residents want *Leduc Recreation Centre Operations* funding decreased. Additionally, most (69%) would like it to remain the same while 11% would like funding to be increased. These results are similar to 2021.

Budget Adjustment for Leduc Recreation Centre Operations (Proposed 6%)



Values may not add to 100% due to rounding. Bars missing values are less than 5%.




Subgroups that are significantly more likely to want an **increase** in funding:

-  26%: Those who rent their primary residence;
-  16%: Those who prefer to increase taxes; and
-  15%: Those who oppose a decrease in service levels to minimize tax increases.

Subgroups that are significantly more likely to want funding to **remain the same** include:

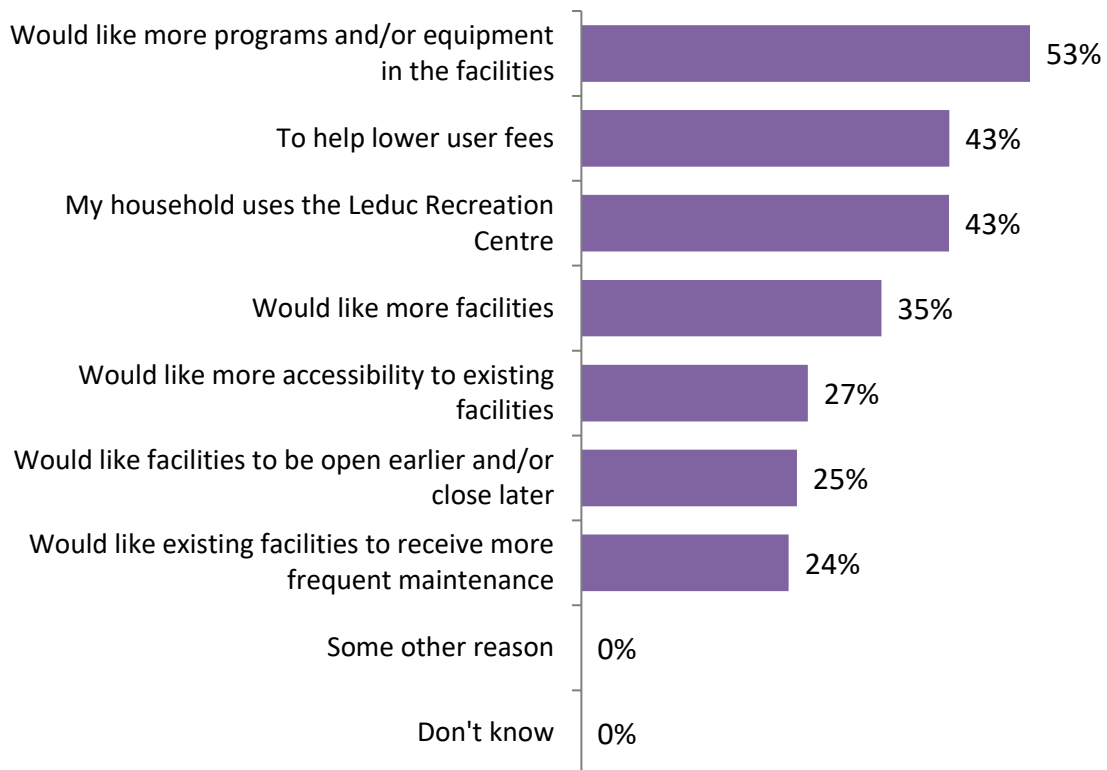
-  73%: Those who receive good/very good/excellent value from taxes.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  33%: Those who support a decrease in service levels to minimize tax increases;
-  33%: Those who prefer to cut services; and
-  31%: Those who receive fair/poor value from taxes.

Wanting more programs or facilities (53%) is the most mentioned reason provided by residents who would **increase** spending on *Leduc Recreation Centre Operations*. Additionally, over two-in-five who would like increased funding also want lower user fees (43%) or they are users of the Centre (43%). These results are statistically consistent with the comments provided last year.

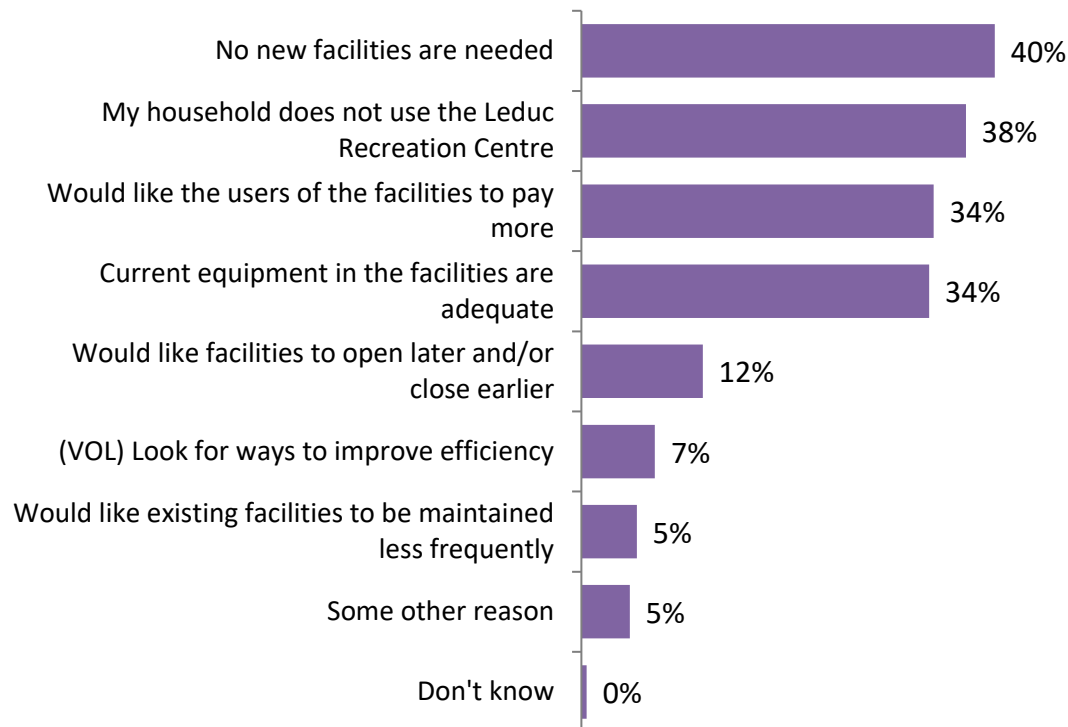
Reasons to Increase Leduc Recreation Centre Operations Spending



n=45. Values may sum to more than 100% as multiple mentions were allowed.

Two-in-five (40%) residents who would **decrease** spending on *Leduc Recreation Centre Operations* feel that no new facilities are needed. In addition, 38% say their household does not use the Centre, 34% say the current equipment in the facilities is adequate, and 34% feel that current equipment in the facilities are adequate. These results are statistically consistent with the comments provided in 2021.

Reasons to Decrease Leduc Recreation Centre Operations Spending

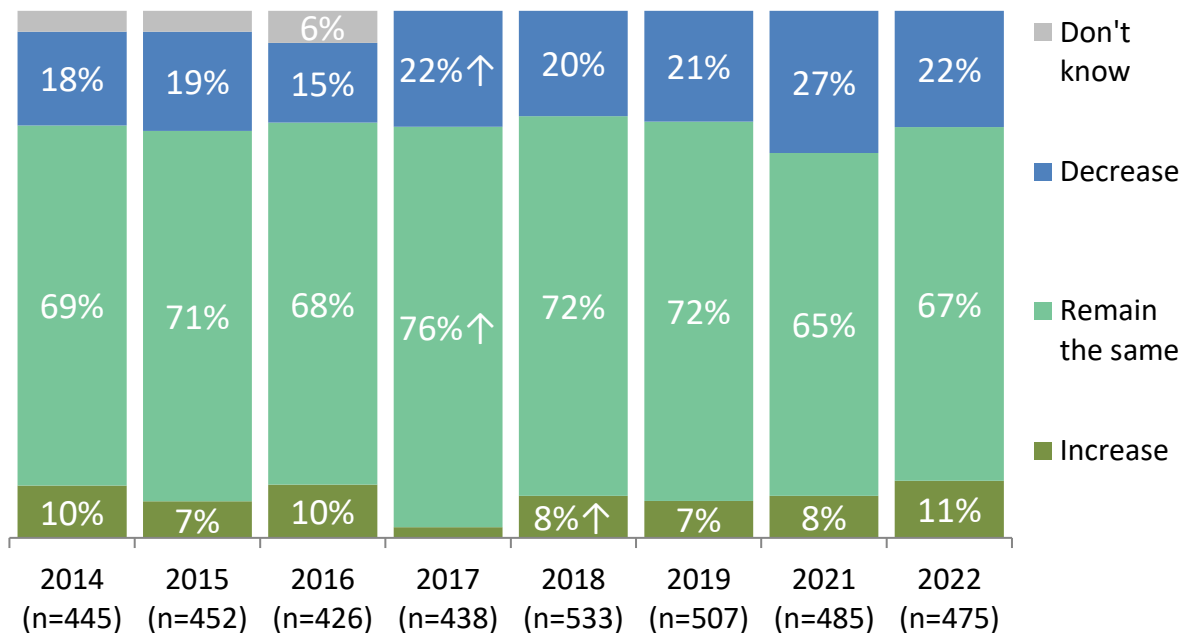


n=97. Values may sum to more than 100% as multiple mentions were allowed.

3.3.9 Library Services (Proposed 3%)

Few residents feel that the budget for Library Services should increase (11%). In contrast, twice as many (22%) feel that the budget should decrease, while the remaining 67% feel that the budget should remain the same. These results are similar to 2021.

Budget Adjustment for Library Services (Proposed 3%)



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want an **increase** in funding include:



- 34%: Those who rent their primary residence;
- 17%: Those who prefer to increase taxes; and
- 15%: Those who oppose a decrease in service levels to minimize tax increases.

There are no subgroups that are significantly more likely to want funding to **remain the same**.

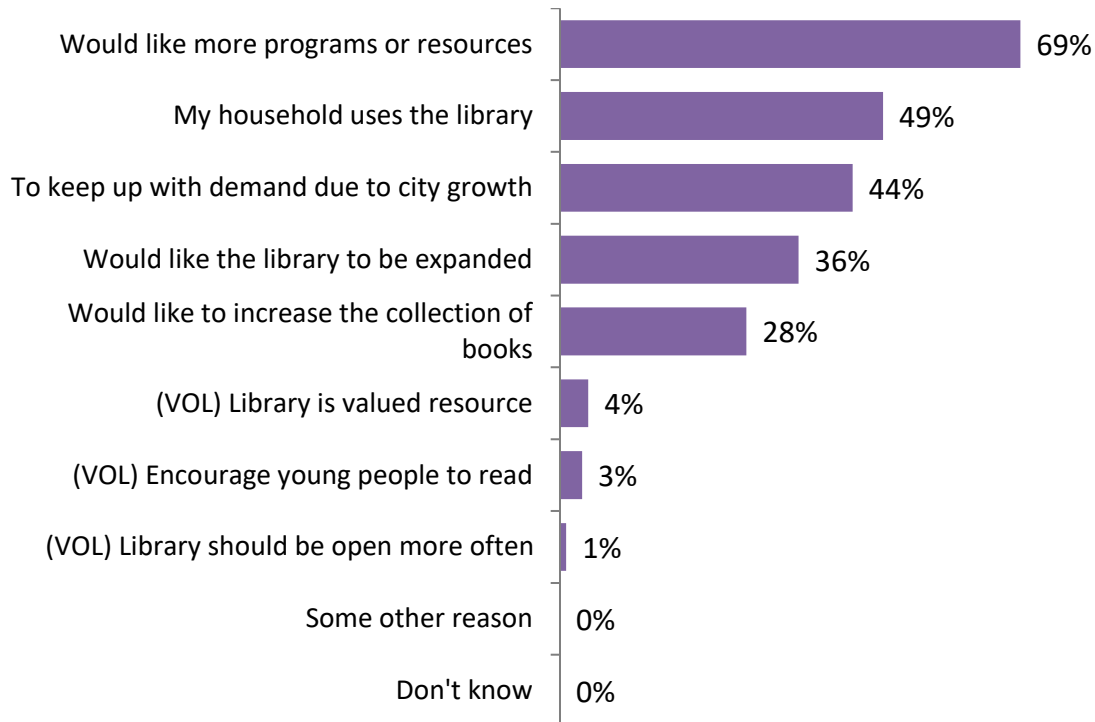
Subgroups that are significantly more likely to want a **decrease** in funding include:



- 32%: Those who support a decrease in service levels to minimize tax increases;
- 32%: Those who prefer to cut services; and
- 32%: Those who receive fair/poor value from taxes.

The most-cited reason for suggesting an **increase** in spending for *Library Services* increasing spending is for more programs or resources (69%). In addition, 49% mention that their household uses the library and 44% want to increase spending to keep up with demand. These results are statistically consistent with the comments provided in 2021.

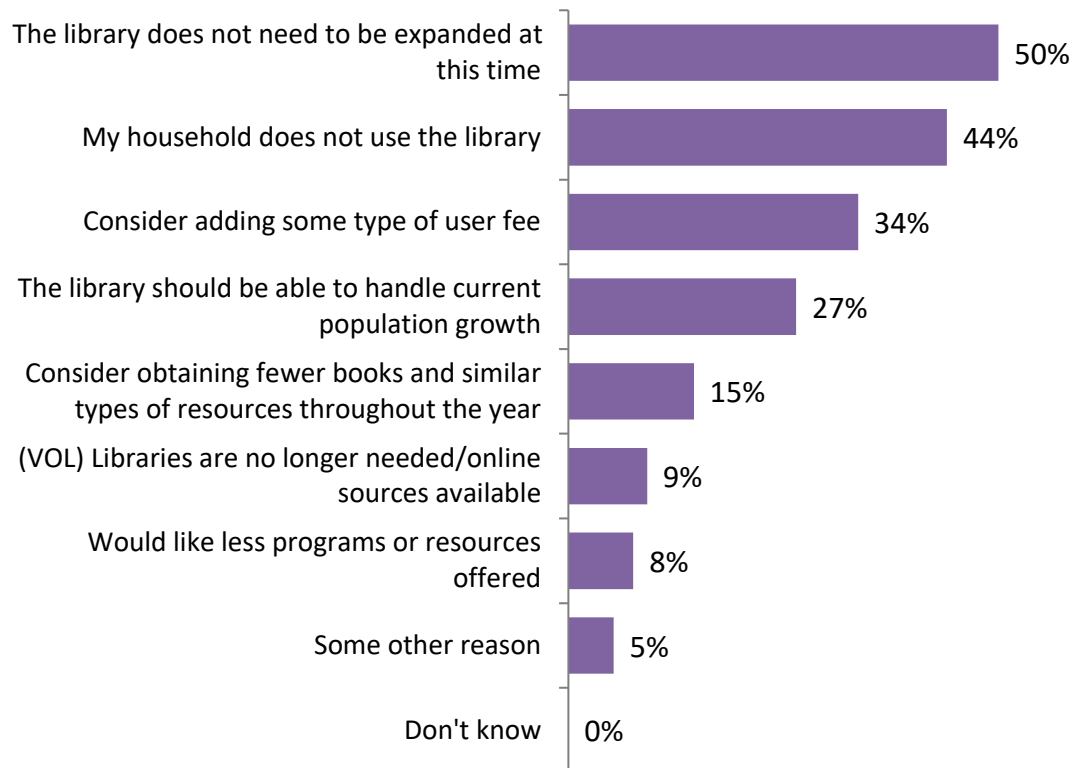
Reasons to Increase Library Services Spending



n=41. Values may sum to more than 100% as multiple mentions were allowed.

Half of those residents who would like *Library Services'* budget to **decrease** said that an expansion is not needed at this time (50%). A further 44% mentioned that their household does not use the library and 33% would like to see a user fee. These results are statistically consistent with the comments provided in 2021.

Reasons to Decrease Library Services Spending

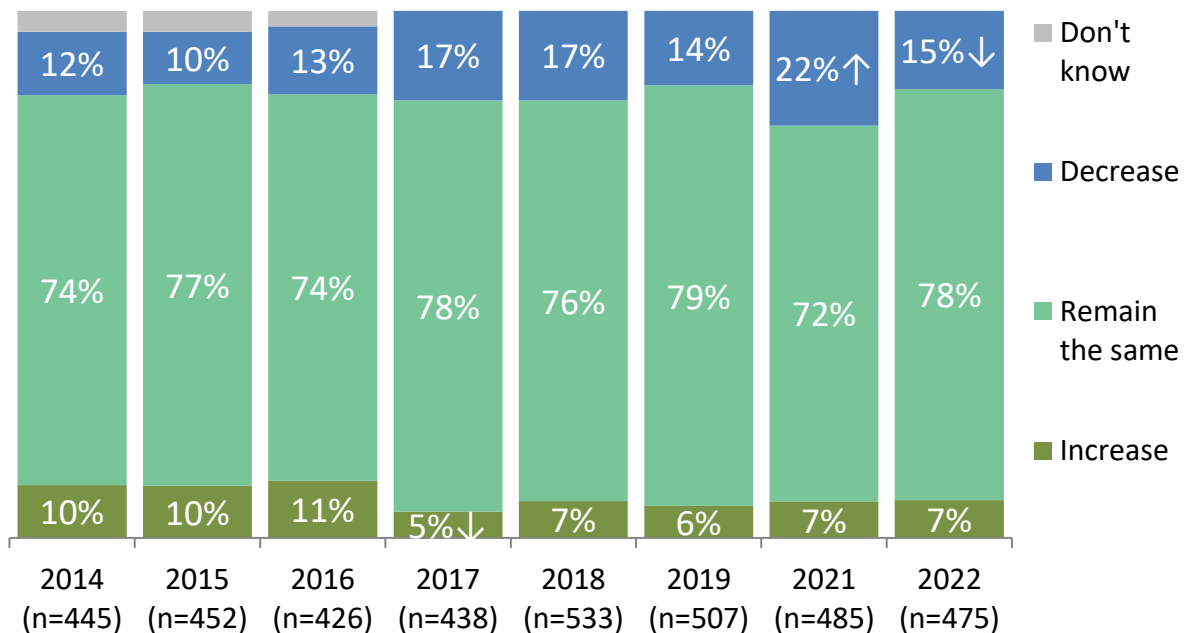


n=116. Values may sum to more than 100% as multiple mentions were allowed.

3.3.10 Parks & Athletic Field Maintenance (Proposed 10%)





In total, 15% of residents feel that the budget for *Parks and Athletic Field Maintenance* should decrease, compared to only 7% who feel that the budget should increase. The remaining 78% think that the budget should remain the same. The proportion of residents thinking budget for Parks & Athletic Field Maintenance should decrease has shrunk compared to 2021.

Budget Adjustment for Parks & Athletic Field Maintenance (Proposed 10%)






Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want funding to **increase** funding:

-  12%: Those who prefer to increase taxes;
-  12%: Those with children under 18 in household;
-  11%: Those who oppose a decrease in service levels to minimize tax increases; and
-  10%: Those who receive good/very good/excellent value from taxes.

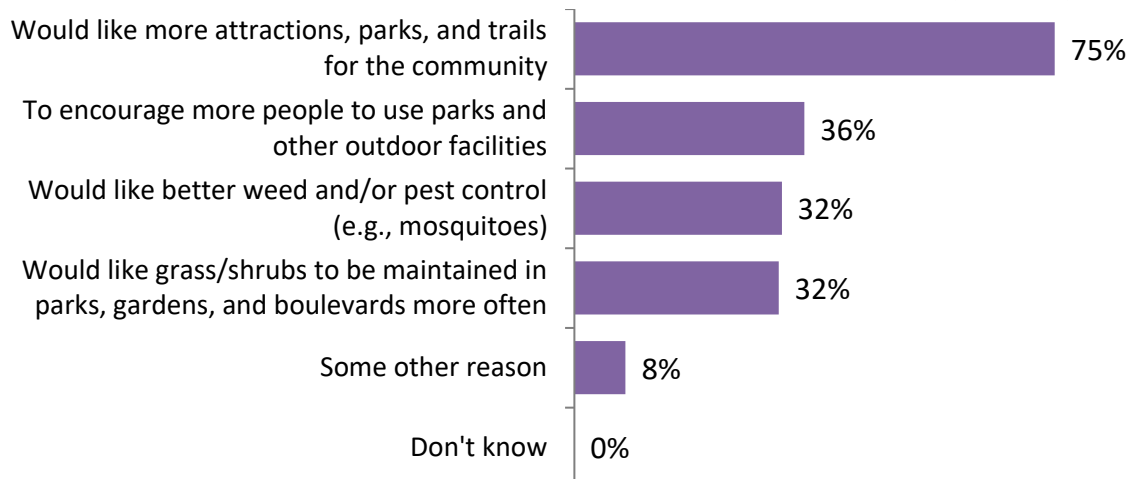
There are no subgroups significantly more likely to want funding to **remain the same**.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  27%: Those who support a decrease in service levels to minimize tax increases;
-  24%: Those who are 55 to 64 years old; and
-  24%: Those who prefer to cut services.

Although very few residents mentioned that they would like to **increase** spending on *Parks and Athletic Field Maintenance*, the most common reasons cited are wanting more attractions, park, and trails for the community (75%) and wanting to encourage more use of parks and other outdoor facilities (36%).

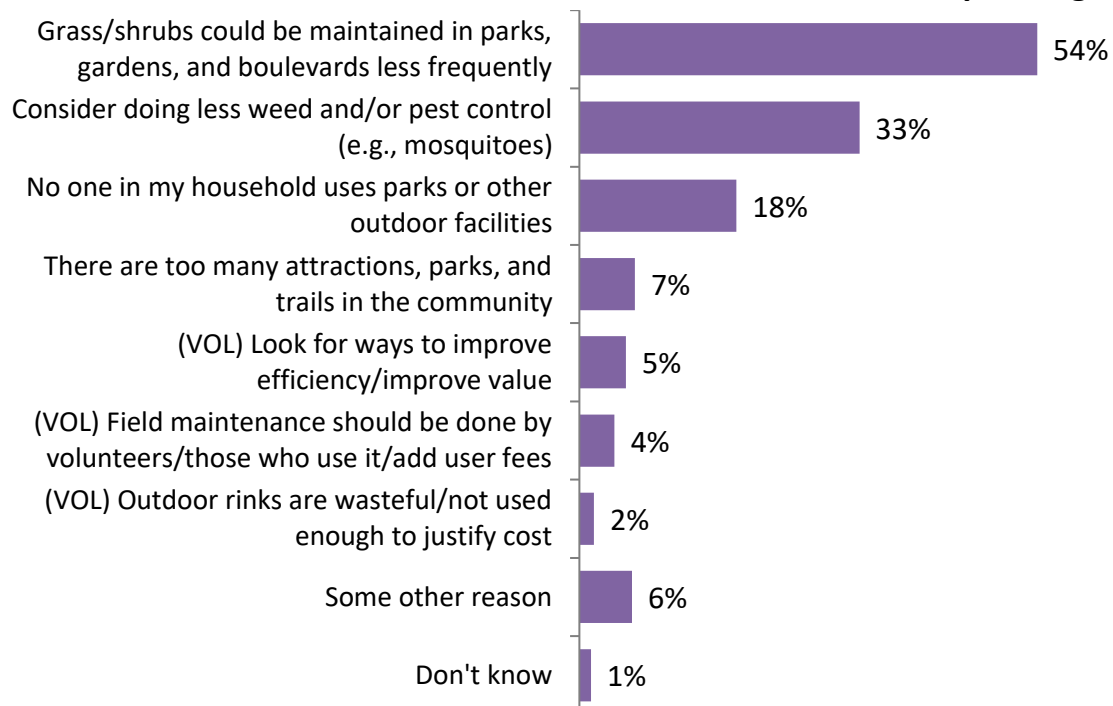
Reasons to Increase Parks & Athletic Field Maintenance Spending



n=28. Due to the base being less than n=30, interpret with caution. Trending is not analyzed because 2022 has fewer than 30 responses. Values may sum to more than 100% as multiple mentions were allowed.

Among residents who would like a **decrease** in funding for *Parks and Athletic Field Maintenance*, about half (54%) mentioned that grass and shrubs could be maintained in parks, gardens, and boulevards less frequently and one-third (33%) suggest doing less weed and/or pest control. These results are statistically consistent with the comments provided in 2021.

Reasons to Decrease Parks & Athletic Field Maintenance Spending

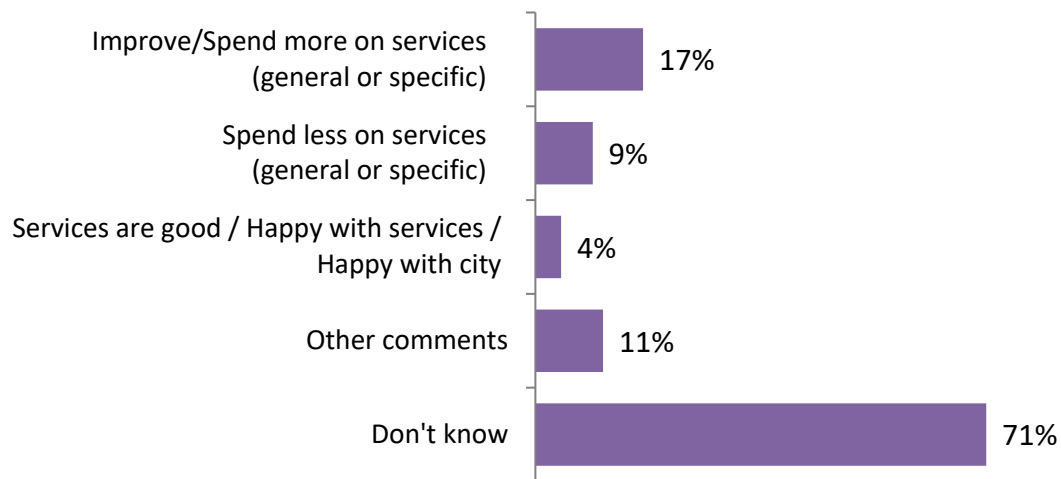


n=79. Values may sum to more than 100% as multiple mentions were allowed.

3.3.11 Other Variable Spending Feedback

After residents rated their preference for how the City should allocate funds, they were provided with an additional chance to offer any other feedback on spending that may not have already been covered. Given that they had just provided feedback for the ten different services categories, only 29% provided further feedback. In total, 17% reiterated that they would like spending to **increase** in general or for specific services, compared to 9% who reiterated that they wanted spending to **decrease**. These results are similar to those in 2021.

Other Variable Spending Feedback

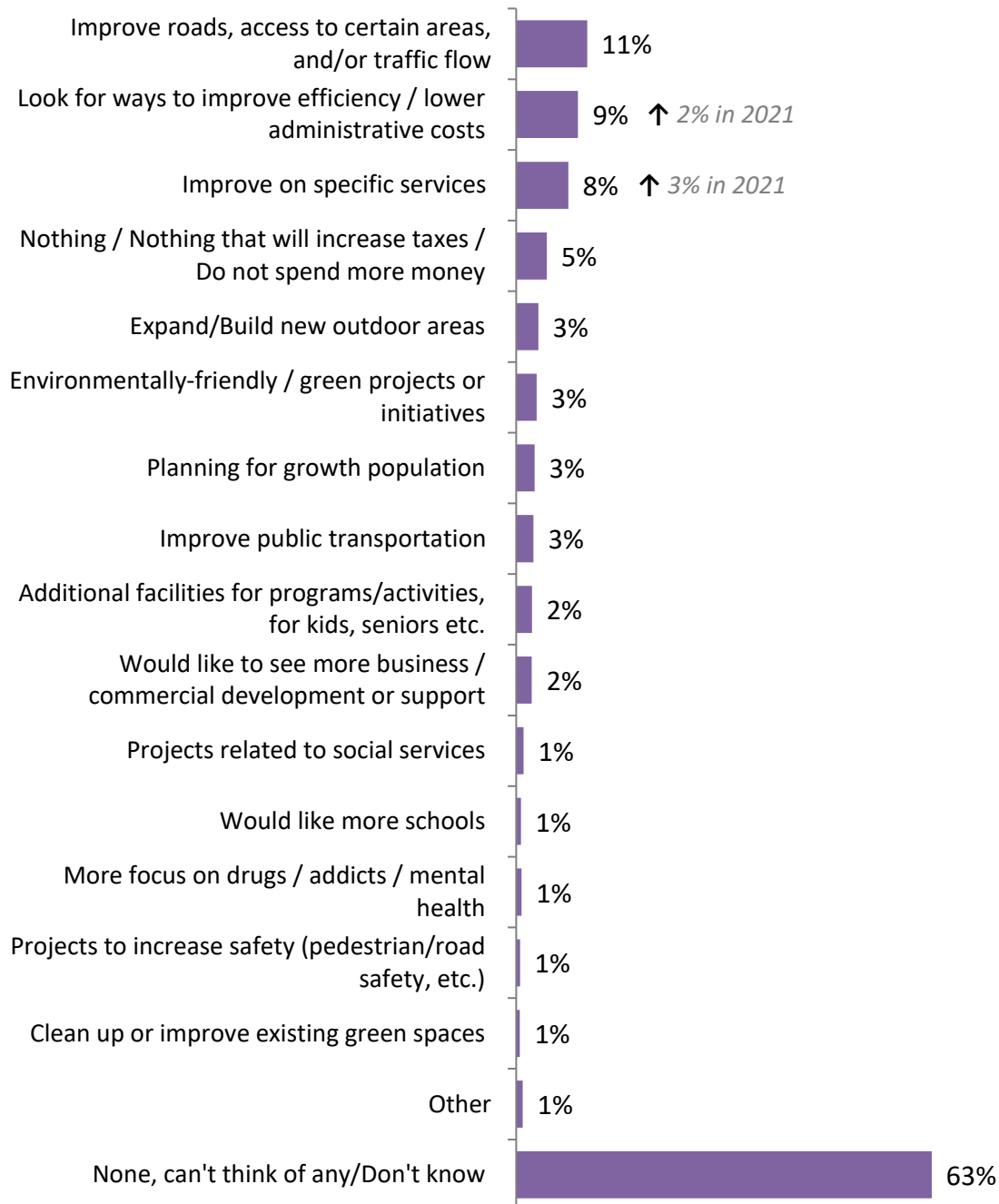


n=475. Values may sum to more than 100% as multiple mentions were allowed.

3.4 Other Projects and Priorities

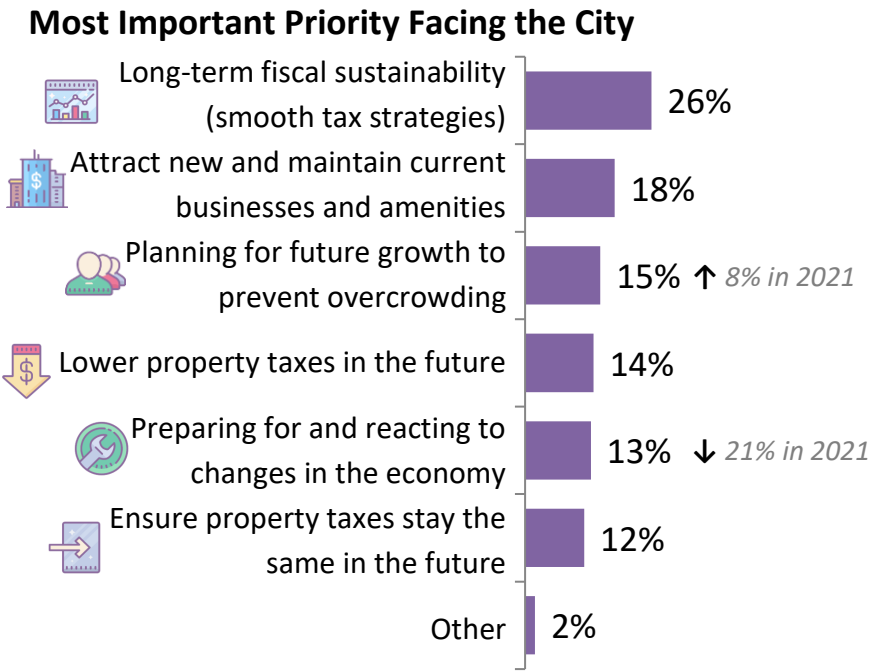
Residents were also provided an opportunity to state other projects or goals for the City to consider. The vast majority (63%) could not think of any other projects or goals. That said, the top suggestions were to improve roads, access to certain areas, and/or traffic flow (11%). look for ways to improve efficiency/lower administrative costs (9%, up from 2% in 2021), and improve some specific service (8%, up from 3% in 2021).

Other Projects or Goals to Consider



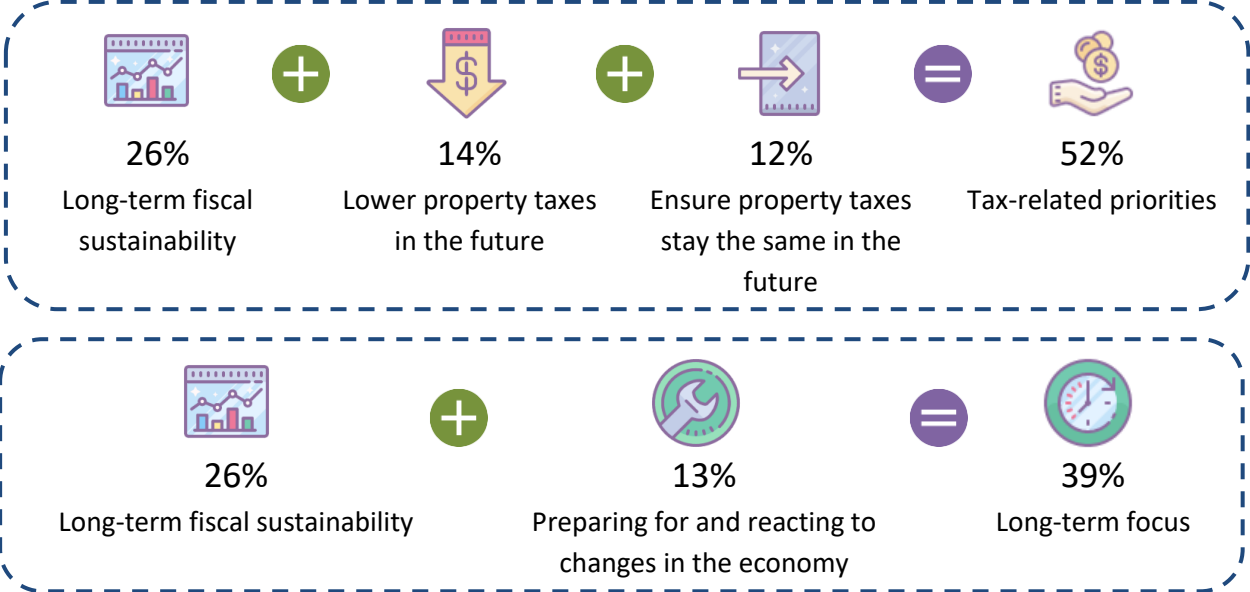
n=475. Values may sum to more than 100% as multiple mentions were allowed.

Finally, when asked about the top priority facing the City, about one in four choose long-term fiscal sustainability (i.e., smooth tax strategies, 26%). A further 18% would like to see the City find ways of attracting new and maintaining current businesses and amenities, 15% would like the City to start planning for future growth to prevent overcrowding (up from 8% in 2021) and 14% would like the City to find ways to lower property taxes in the future. A further 13% would like to prepare for changes in the economy (down from 21% in 2021) and 12% would like to ensure property taxes stay the same in the future.



n=475. Values may not add to 100% due to rounding.

After grouping some of the categories we find that 52% of residents would like the City to prioritize the taxation of residents and another 39% would like the City to adopt a long term focus.



4 Appendices

4.1 Respondent Demographics

	Percent of Residents							
	2022 n=475	2021 n=485	2019 n=507	2018 n=533	2017 n=438	2016 n=426	2015 n=452	2014 n=445
Age								
18 to 24 years	6%	10%	0%	7%	2%	6%	4%	4%
25 to 34 years	22%	18%	6%	23%	30%	26%	31%	32%
35 to 44 years	20%	20%	45%	16%	18%	18%	18%	18%
45 to 54 years	18%	18%	15%	21%	18%	19%	18%	17%
55 to 64 years	14%	14%	14%	14%	14%	15%	14%	14%
65 years or older	19%	19%	19%	18%	17%	15%	13%	14%
Not stated	1%	0%	1%	1%	1%	2%	3%	2%
Employment status								
Working full time, including self-employment (more than 30 hours/ week)	55%	49%	47%	51%	49%	53%	63%	59%
Working part time, including self-employment (30 hours per week or less)	8%	9%	15%	11%	14%	15%	8%	11%
On leave (disability, paternity, etc.)	5%	2%	4%	2%	4%	n/a	n/a	n/a
Homemaker	3%	3%	8%	6%	6%	7%	9%	8%
Student	1%	6%	0%	5%	3%	3%	1%	3%
Not employed	1%	6%	2%	2%	3%	6%	3%	4%
Retired	22%	21%	20%	18%	16%	15%	14%	14%
Prefer not to answer	5%	4%	4%	4%	5%	1%	1%	1%
Household income								
Under \$20,000	1%	2%	1%	2%	2%	n/a	n/a	n/a
\$20,000 to \$39,999	7%	8%	7%	6%	5%	n/a	n/a	n/a
\$40,000 to \$59,999	10%	8%	8%	10%	11%	n/a	n/a	n/a
\$60,000 to \$79,999	7%	18%	9%	12%	9%	n/a	n/a	n/a
\$80,000 to \$99,999	14%	12%	12%	11%	12%	n/a	n/a	n/a
\$100,000 to \$124,999	15%	10%	19%	14%	18%	n/a	n/a	n/a
\$125,000 to \$149,999	10%	6%	10%	10%	10%	n/a	n/a	n/a
\$150,000 or more	18%	20%	15%	17%	14%	n/a	n/a	n/a
Prefer not to answer	17%	15%	19%	19%	n/a	n/a	n/a	n/a

Primary residence									
Own	86%	80%	91%	81%	92%	89%	92%	89%	
Rent	10%	13%	8%	14%	7%	11%	7%	9%	
Not stated	4%	7%	1%	5%	1%	1%	1%	2%	
City of Leduc Employee?									
Yes	3%	2%	6%	5%	5%	3%	4%	5%	
No	93%	94%	90%	92%	90%	96%	95%	94%	
Not stated	5%	4%	4%	4%	5%	1%	1%	1%	
Children (under 18) in Household?									
Yes	35%	38%	53%	45%	49%	n/a	n/a	n/a	
No	65%	61%	46%	55%	50%	n/a	n/a	n/a	
Prefer not to answer	1%	1%	1%	1%	1%	n/a	n/a	n/a	

Values may not add to 100% due to rounding.

4.2 Data Weighting

The data was weighted to the age characteristics of the residents of Leduc as determined by the 2019 Leduc Census. The following outlines the weighting factors utilized in this research:

Age group	Number of completed surveys	Proportion of completed surveys	Census proportions*	Weight factor
18 to 34	40	8%	28%	3.33
35 to 54	148	31%	38%	1.21
55 to 64	95	20%	14%	0.72
65 or older	189	40%	19%	0.48
Unknown/Refused*	3	1%	0%	1.00

* Residents were allowed to refuse to answer their age as long as they confirmed that they are at least 18 years old. These cases are left unweighted (i.e., with a weight of 1) and the census proportions for this group are scaled to match accordingly.

4.3 Survey Methodology Summary

Research sponsor (including all financial sponsors)	City of Leduc
Research/data collection supplier	Advanis
Population represented	City of Leduc Residents
Sample size	n=475
Mode of data collection	Telephone recruitment to an online survey Postcard mail-out to households with a shortcode to send an SMS to receive a link to the online survey (English only)
Source of sample	<ul style="list-style-type: none"> - Advanis General Population Random Sample, - Advanis Wireless RDD, - ASDE Listed & Unlisted RDD landline numbers
Type of sample	Telephone numbers and postcards to every household
Sample design	All sample contacted
Start and end dates of data collection	May 2, 2022 to May 31, 2022
Strategies used to gain cooperation	Request permission on the phone, reminders to those who agreed to do the survey Sent postcard to every household City advertised that the survey would occur
Margin of sampling error for total sample	+/- 4.5 percentage points at the 95% confidence level
Is data weighted?	Yes, based on resident age to the 2019 City of Leduc Census. See section 4.2 above for details.
Contact for more information	Patrick Kyba, pkyba@advanis.net Advanis (780) 229-1135
Survey text	See section 4.4 below

4.4 Survey

What follows is a paper version of the web survey.

Web survey 2023

City of Leduc



Languages: English

Section INTRO

Intro1, Intro2, D1, D1a, T1, S1, T2, D4, Q0, Q1a, Q1b, Q1c, Q2, Q2a, Q3, BIntro, BInstruction

Intro1



Have your say in your city's budget planning process! The City of Leduc is committed to gathering input from citizens regarding the planning for the future of the City, as demonstrated through the Citizen Satisfaction Survey and Community Visioning Workshops. In 2022, the City is seeking input from citizens to assist in the 2023 budget planning process through this survey.

The budget is a plan for tomorrow's Leduc and this is your chance to share your thoughts with City Council and Administration to help guide the 2023 budget. Doing so makes you eligible to **enter a draw to win a gift certificate to a local Leduc business of your choice (valued at \$150).**

We want to hear from you! Press the right arrow to continue.

To ensure your confidentiality, the third-party vendor Advanis Inc. has been hired to ensure only aggregated results are shared. There will be no way for anyone to tie the responses you provide back to you.

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Intro2

Please read each question and statement carefully. Throughout the survey, information will be provided to you so that you are able to reflect and provide an informed response to the questions. Pressing this icon **??** when shown will provide additional information. For each question, please select the response(s) that best represents your point of view.

Survey is open until May 31, 2022.

?? This is just an example info button. On future questions where this button appears, you will see additional information that you may wish to review to help inform your answers.

D1

To begin, how old are you?

- ☐ ₀ 15 or younger
- ☐ ₁ 16 or 17
- ☐ ₂ 18 to 24
- ☐ ₃ 25 to 34
- ☐ ₄ 35 to 44
- ☐ ₅ 45 to 54
- ☐ ₆ 55 to 64
- ☐ ₇ 65 or older
- ☐ ₈ Prefer not to say

D1a *Show if D1 Refused*

In order to be eligible for this survey, please confirm that you are over the age of 15.

- ☐ ₁ You are 18 years old or older
- ☐ ₂ You are 16 or 17 years old
- ☐ ₃ You are 15 years old or younger

T1 *Show if Younger than 16*

Unfortunately, you do not meet the eligibility requirements to complete this survey. Thank you for your time.

Status Code: 501

S1

Do you live **within the city limits** of Leduc?

- ☐ ₁ Yes
- ☐ ₂ No
- ☐ ₃ Prefer not to answer

T2 *Show if S1 Does not live in Leduc*

Unfortunately, you do not meet the eligibility requirements to complete this survey. Thank you for your time.

Status Code: 502

D4

Do you own or rent your primary residence in the City of Leduc?

- ☐ ₁ Own
- ☐ ₂ Rent
- ☐ ₋₈ Not applicable

Q0

(if D4 Owns residence) A portion of **your property tax bill** is collected on behalf of the Province of Alberta to pay for education.

To the best of your knowledge, what percent of **your property tax bill** is collected on behalf of the Province of Alberta to pay **for education**?

(if Default) A portion of **property tax** is collected on behalf of the Province of Alberta to pay for education.

To the best of your knowledge, what percent of **property tax** is collected on behalf of the Province of Alberta to pay **for education**?

Minimum: 1, Maximum: 99

_____ %

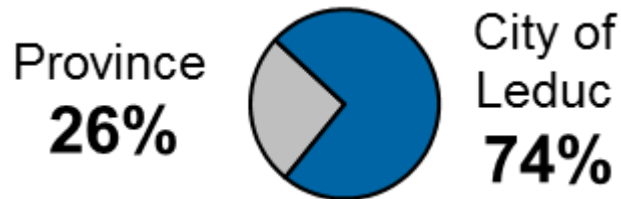
- ☐ ₋₉ Don't know

Q1a

(if D4 Owns residence) In fact, of **your property tax bill** collected in 2021:

(if Default) In fact, of **property tax** collected in 2021:

- **26%** is collected *on behalf of the province* to pay for **education**.
- **74%** goes to the *City of Leduc* to fund **city services**.



Thinking about the **74%** used to fund **city services**, would you say you receive...?

- ☐ 1 Excellent value
- ☐ 2 Very good value
- ☐ 3 Good value
- ☐ 4 Fair value
- ☐ 5 Poor value
- ☐ -9 Don't know

Q1b Show if Q1a not DK

(if Q1a excellent) What is the **main reason** you feel that you receive **excellent** value?

(if Q1a verygood) What is the **main reason** you feel that you receive **very good** value?

(if Q1a good) What is the **main reason** you feel that you receive **good** value?

(if Q1a fair) What is the **main reason** you feel that you receive **fair** value?

(if Q1a poor) What is the **main reason** you feel that you receive **poor** value?

- ☐ -9 Don't know / No comment

Q1c Show if Q1a DK

(if D4 Owns residence) Why can you not rate the value that you received from the **74%** of **your property tax bill** that goes to the *City of Leduc* to fund **city services**?

(if Default) Why can you not rate the value that you received from the **74%** of **property tax** that goes to the *City of Leduc* to fund **city services**?

- ☐ -9 No comment

Q2

(if version 2) The City of Leduc understands and recognizes residents' desire to keep tax increases to a minimum. In order to do this, the city may need to consider reducing current service levels.

Would you **support or oppose** a **decrease in service levels** to minimize tax increases in 2023?

(if Default) The City of Leduc understands and recognizes residents' desire to keep tax increases to a minimum. In order to do this, the city may need to consider reducing current service levels.

Would you **oppose or support** a **decrease in service levels** to minimize tax increases in 2023?

Show if version_1

- ☐ 1 **Strongly oppose** a decrease in service levels
- ☐ 2 **Somewhat oppose** a decrease in service levels
- ☐ 3 **Neither oppose nor support** a decrease in service levels
- ☐ 4 **Somewhat support** a decrease in service levels
- ☐ 5 **Strongly support** a decrease in service levels

Show if version_2

- ☐ 6 **Strongly support** a decrease in service levels
- ☐ 7 **Somewhat support** a decrease in service levels
- ☐ 8 **Neither support nor oppose** a decrease in service levels
- ☐ 9 **Somewhat oppose** a decrease in service levels
- ☐ 10 **Strongly oppose** a decrease in service levels
- ☐ .9 Don't know

To minimize the potential order affect, we show roughly half of respondents "oppose or support" and half "support or oppose".

Q2a Show if Q2 support or oppose decrease but not neither

(if Q2 stronglysupport) Why do you say you **strongly support** a decrease in service levels to minimize tax increases in 2023?

(if Q2 stronglyoppose) Why do you say you **strongly oppose** a decrease in service levels to minimize tax increases in 2023?

(if Q2 somewhatsupport) Why do you say you **somewhat support** a decrease in service levels to minimize tax increases in 2023?

(if Q2 somewhatoppose) Why do you say you **somewhat oppose** a decrease in service levels to minimize tax increases in 2023?

☐ .9 Don't know / No comment

Q3

Next, thinking about the City of Leduc infrastructure (public buildings, roads, etc.) and services overall, which of the following tax strategies **best represents** your preference?

- ☐ 1 Increase taxes to fund growth needs, infrastructure maintenance and improve services *
- ☐ 2 Increase taxes to maintain all existing infrastructure and services *
- ☐ 3 Cut existing services to maintain current taxes *
- ☐ 4 Cut existing services to reduce taxes *
- ☐ .9 Don't know

*Levels marked with * are randomized*

BIIntro

The City of Leduc budget includes two spending categories:

Fixed Spending (54%) includes items that are necessary to govern, operate and maintain the City of Leduc and do not vary based on the level of service provided:

- Mayor and City Council
- Corporate and Legislative Services
- Engineering Services
- Planning Services
- Facility Services
- Debt Repayment
- Capital Transfer

The next section will not include these budget items.

Variable Spending (46%) includes categories where spending can be increased or decreased depending on the level of service provided. As shown below, the next section seeks your input into spending in these areas.

Press the right arrow to continue.

BIInstruction

(if version 2) The next section wishes to understand your opinions on how **City of Leduc** spending should be altered (if at all). For each service, please specify if you think spending should **decrease, remain the same, or increase** in 2023. A description of each service can be found by pressing this icon: *?*. If you are asked why you made the choice you did, please let us know **all** the reasons you feel the way you do.

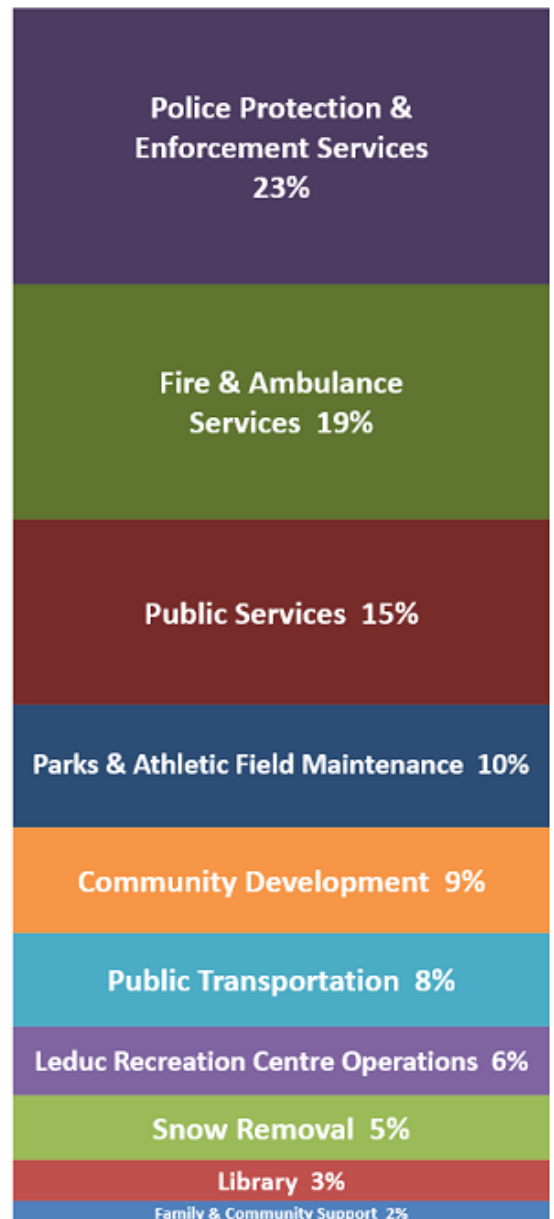
Have your say in your city's budget planning process! Press the right arrow to continue.

(if Default) The next section wishes to understand your opinions on how **City of Leduc** spending should be altered (if at all). For each service, please specify if you think spending should **increase, remain the same, or decrease** in 2023. A description of each service can be found by pressing this icon: *?*. If you are asked why you made the choice you did, please let us know **all** the reasons you feel the way you do.

Have your say in your city's budget planning process! Press the right arrow to continue.

? This is just an example info button. On future questions where this button appears, you will see additional information that you may wish to review to help inform your answers.

City of Leduc 2023 Variable Budget Proposed Net Spending by Program



Section B1

B1a, B1b, B1c

B1a

How would you adjust the variable spending in 2023 for **Police Protection & Enforcement Services***?* (proposed 23%)?

? This includes RCMP contract and detachment administrative support, community safety, animal control and other bylaw enforcement.

Show if version_1

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

Show if version_2

- ☐ 4 Decrease spending (may decrease taxes)
- ☐ 5 Spending should remain the same
- ☐ 6 Increase spending (may increase taxes)

B1b *Show if B1a increase police*

Why would you increase spending on **Police Protection & Enforcement Services**? *?*

Please select all that apply.

? Proposed 23% of the variable budget. This includes RCMP contract and detachment administrative support, community safety, animal control and other bylaw enforcement.

- ☐ 1 Would like to keep crime down *
- ☐ 2 To keep up with population growth *
- ☐ 3 Would like more police presence *
- ☐ 4 Would like more traffic/speeding enforcement *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

*Levels marked with * are randomized*

B1c *Show if B1a decrease police*

Why would you decrease spending on **Police Protection & Enforcement Services**? *?*

Please select all that apply.

? Proposed 23% of the variable budget. This includes RCMP contract and detachment administrative support, community safety, animal control and other bylaw enforcement.

- ☐ 1 I feel safe in the City of Leduc *
- ☐ 2 Current enforcement levels could handle population growth *
- ☐ 3 Police presence should be adequate *
- ☐ 4 Consider less focus on traffic and speeding enforcement *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

*Levels marked with * are randomized*

Section B2

B2a, B2b

B2a

How would you adjust the variable spending in 2023 for **Fire & Ambulance Services***?* (proposed 19%)?

Note: Ambulance services are contracted services provided by the City of Leduc on behalf of the Province of Alberta and cannot be reduced.

? This includes Fire and Ambulance response, rescue and patient treatment services, community prevention and inspection services and emergency preparedness.

- ☐ 1 Increase spending (may increase taxes) *(Show if version 1)*
- ☐ 2 Spending should remain the same
- ☐ 3 Increase spending (may increase taxes) *(Show if version 2)*

B2b *Show if B2a increase fire*

Why would you increase spending on **Fire & Ambulance Services**? *?*

Please select all that apply.

? Proposed 19% of the variable budget. This includes Fire and Ambulance response, rescue and patient treatment services, community prevention and inspection services and emergency preparedness.

- ☐ 1 Would like additional funding due to population growth *
- ☐ 2 Would like to ensure the quickest fire and/or ambulance response times *
- ☐ 3 This is an essential service to the community *
- ☐ 4 For the safety of residents *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

*Levels marked with * are randomized*

Section B3

B3a, B3b, B3c

B3a

How would you adjust the variable spending in 2023 for **Public Services***?* (proposed 15%)?

? This includes maintenance of roadways, sidewalks, multi-ways, bridges, overpasses, traffic controls, including: pot hole patching, crack sealing, grading, guard repair, cleaning, dust control, and pavement marking.

Show if version_1

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

Show if version_2

- ☐ 4 Decrease spending (may decrease taxes)
- ☐ 5 Spending should remain the same
- ☐ 6 Increase spending (may increase taxes)

B3b Show if B3a increase publicservices

Why would you increase spending on **Public Services**? *?*

Please select all that apply.

? Proposed 15% of the variable budget. This includes maintenance of roadways, sidewalks, multi-ways, bridges, overpasses, traffic controls, including: pot hole patching, crack sealing, grading, guard repair, cleaning, dust control and pavement marking.

- ☐ 1 Population growth may require more roads, sidewalks, and other trails *
- ☐ 2 Would like more maintenance of sidewalks and other walking or biking trails *
- ☐ 3 Would like more sidewalks and other walking or biking trails *
- ☐ 4 Would like more road maintenance *
- ☐ 5 Would like to increase the number of roads or overpasses to help reduce traffic congestion *
- ☐ 6 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B3c Show if B3a decrease publicservices

Why would you decrease spending on **Public Services**? *?*

Please select all that apply.

? Proposed 15% of the variable budget. This includes maintenance of roadways, sidewalks, multi-ways, bridges, overpasses, traffic controls, including: pot hole patching, crack sealing, grading, guard repair, cleaning, dust control and pavement marking.

- ☐ 1 Roads, sidewalks, and other trails can already handle some population growth *
- ☐ 2 Sidewalks and other walking or biking trails are well maintained *
- ☐ 3 Sidewalks and other walking or biking trails are satisfactory *
- ☐ 4 Roads are well maintained *
- ☐ 5 The roads and/or overpasses meet the city's needs *
- ☐ 6 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

Section B4

B4a, B4b, B4c

B4a

How would you adjust the variable spending in 2023 for **Parks & Athletic Field Maintenance***?*(proposed 10%)?

? This includes maintenance, grass cutting, cleaning and repairs to cemetery, sports fields, tennis courts, outdoor ice rinks, skateboard parks, lakes and storm ponds, garden plots and playgrounds, parks landscaping and pest control.

Show if version_1

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

Show if version_2

- ☐ 4 Decrease spending (may decrease taxes)
- ☐ 5 Spending should remain the same
- ☐ 6 Increase spending (may increase taxes)

B4b Show if B4a increase parks

Why would you increase spending on **Parks & Athletic Field Maintenance**? *?*

Please select all that apply.

? Proposed 10% of the variable budget. This includes maintenance, grass cutting, cleaning and repairs to cemetery, sports fields, tennis courts, outdoor ice rinks, skateboard parks, lakes and storm ponds, garden plots and playgrounds, parks landscaping and pest control.

- ☐ 1 Would like grass/shrubs to be maintained in parks, gardens, and boulevards more frequently *
- ☐ 2 Would like better weed and/or pest control (e.g., mosquitoes) *
- ☐ 3 Would like more attractions, parks, and trails for the community *
- ☐ 4 To encourage more people to use parks and other outdoor facilities *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B4c Show if B4a decrease parks

Why would you decrease spending on **Parks & Athletic Field Maintenance**? *?*

Please select all that apply.

? Proposed 10% of the variable budget. This includes maintenance, grass cutting, cleaning and repairs to cemetery, sports fields, tennis courts, outdoor ice rinks, skateboard parks, lakes and storm ponds, garden plots and playgrounds, parks landscaping and pest control.

- ☐ 1 Grass/shrubs could be maintained in parks, gardens, and boulevards less frequently *
- ☐ 2 Consider doing less weed and/or pest control (e.g., mosquitoes) *
- ☐ 3 There are too many attractions, parks, and trails in the community *
- ☐ 4 No one in my household uses parks or other outdoor facilities *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

Section B5

B5a, B5b, B5c

B5a

How would you adjust the variable spending in 2023 for **Leduc Recreation Centre Operations***?*
(proposed 6%)?

? This includes Leduc Recreation facility maintenance and operations, sports & tourism, guest services, fitness centre and track, pool services, ice skating, field house and programmed services (i.e. child minding).

Show if version_1

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

Show if version_2

- ☐ 4 Decrease spending (may decrease taxes)
- ☐ 5 Spending should remain the same
- ☐ 6 Increase spending (may increase taxes)

B5b Show if B5a increase rec centre

Why would you increase spending on **Leduc Recreation Centre Operations**? **

Please select all that apply.

** Proposed 6% of the variable budget. This includes Leduc Recreation facility maintenance and operations, sports & tourism, guest services, fitness centre and track, pool services, ice skating, field house and programmed services (i.e. child minding).

- ☐ 1 Would like more accessibility to existing facilities *
- ☐ 2 Would like more facilities *
- ☐ 3 Would like existing facilities to receive more frequent maintenance *
- ☐ 4 Would like more programs and/or equipment in the facilities *
- ☐ 5 Would like facilities to be open earlier and/or close later *
- ☐ 6 To help lower user fees *
- ☐ 7 My household uses the Leduc Recreation Centre *
- ☐ 8 Some other reason (specify): _____
- ☐ 9 Don't know

Levels marked with * are randomized

B5c Show if B5a decrease rec centre

Why would you decrease spending on **Leduc Recreation Centre Operations**? **

Please select all that apply.

** Proposed 6% of the variable budget. This includes Leduc Recreation facility maintenance and operations, sports & tourism, guest services, fitness centre and track, pool services, ice skating, field house and programmed services (i.e. child minding).

- ☐ 1 No new facilities are needed *
- ☐ 2 Would like existing facilities to be maintained less frequently *
- ☐ 3 Current equipment in the facilities are adequate *
- ☐ 4 Would like facilities to open later and/or close earlier *
- ☐ 5 Would like the users of the facilities to pay more *
- ☐ 6 My household does not use the Leduc Recreation Centre *
- ☐ 7 Some other reason (specify): _____
- ☐ 9 Don't know

Levels marked with * are randomized

Section B6

B6a, B6b, B6c

B6a

How would you adjust the variable spending in 2023 for **Snow Removal***?* (proposed 5%)?

? This includes street, parking lot and alleyway sanding, snow plowing and snow removal.

Show if version_1

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

Show if version_2

- ☐ 4 Decrease spending (may decrease taxes)
- ☐ 5 Spending should remain the same
- ☐ 6 Increase spending (may increase taxes)

B6b *Show if B6a increase snow removal*

Why would you increase spending on **Snow Removal**? *?*

Please select all that apply.

? Proposed 5% of the variable budget. This includes street, parking lot and alleyway sanding, snow plowing and snow removal.

- ☐ 1 Would like Leduc to be more prepared for winters *
- ☐ 2 Consider clearing and sanding roads sooner or more often *
- ☐ 3 Would like more or better snow clearing equipment *
- ☐ 4 Would like residential areas and side streets to be cleared more often *
- ☐ 5 Public sidewalks and trails should be cleared sooner *
- ☐ 6 Some other reason (specify): _____
- ☐ -9 Don't know

*Levels marked with * are randomized*

B6c *Show if B6a decrease snow removal*

Why would you decrease spending on **Snow Removal**? *?*

Please select all that apply.

? Proposed 5% of the variable budget. This includes street, parking lot and alleyway sanding, snow plowing and snow removal.

- ☐ 1 Consider clearing roads less frequently during prolonged storms *
- ☐ 2 Consider waiting longer before clearing and sanding roads *
- ☐ 3 Consider replacing and/or maintaining snow removal equipment less frequently *
- ☐ 4 Residential areas and side streets could be cleared less often *
- ☐ 5 Consider waiting longer to clear public sidewalks and trails *
- ☐ 6 Some other reason (specify): _____
- ☐ -9 Don't know

*Levels marked with * are randomized*

Section B7

B7a, B7b, B7c

B7a

How would you adjust the variable spending in 2023 for **Community Development**** (proposed 9%)?

** This includes parks (e.g. spray parks, playgrounds, off-leash areas, etc.), recreation and culture planning and development including building playgrounds, Communities in Bloom, Healthy Hearts, and Canada Day programs.

Show if version_1

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

Show if version_2

- ☐ 4 Decrease spending (may decrease taxes)
- ☐ 5 Spending should remain the same
- ☐ 6 Increase spending (may increase taxes)

B7b *Show if B7a increase community development*

Why would you increase spending on **Community Development? ****

Please select all that apply.

** Proposed 9% of the variable budget. This includes parks (e.g. spray parks, playgrounds, off-leash areas, etc.), recreation and culture planning and development including building playgrounds, Communities in Bloom, Healthy Hearts, and Canada Day programs.

- ☐ 1 Would like more parks *
- ☐ 2 Would like to increase the quality of existing parks *
- ☐ 3 Would like more community programs and/or events (e.g. Rock the Rails, etc.) *
- ☐ 4 Would like to increase the quality and/or frequency of existing programs *
- ☐ 5 To promote a healthy lifestyle *
- ☐ 6 This makes Leduc an attractive place to live *
- ☐ 7 Some other reason (specify): _____
- ☐ -9 Don't know

*Levels marked with * are randomized*

B7c *Show if B7a decrease community development*

Why would you decrease spending on **Community Development? ****

Please select all that apply.

** Proposed 9% of the variable budget. This includes parks (e.g. spray parks, playgrounds, off-leash areas, etc.), recreation and culture planning and development including building playgrounds, Communities in Bloom, Healthy Hearts, and Canada Day programs.

- ☐ 1 The number of parks is adequate *
- ☐ 2 The quality of existing parks is adequate *
- ☐ 3 Consider lowering the quality and/or frequency of existing programs *
- ☐ 4 My household does not use or attend existing parks or programs *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

*Levels marked with * are randomized*

Section B8

B8a, B8b, B8c

B8a

How would you adjust the variable spending in 2023 for **Public Transportation**** (proposed 8%)?

** Leduc Transit provides Leduc Assisted Transportation Service (LATS) to seniors (65+) and persons with disabilities within the City of Leduc. Leduc Transit also provides a separate inter-municipal transit service, in partnership with Leduc County, offering service that connects the Leduc and Nisku areas and also stops at the Edmonton International Airport and the Century Park LRT station in south Edmonton.

Show if version_1

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

Show if version_2

- ☐ 4 Decrease spending (may decrease taxes)
- ☐ 5 Spending should remain the same
- ☐ 6 Increase spending (may increase taxes)

B8b *Show if B8a increase transit*

Why would you increase spending on **Public Transportation**? **

Please select all that apply.

** Proposed 8% of the variable budget. Leduc Transit provides Leduc Assisted Transportation Service (LATS) to seniors (65+) and persons with disabilities within the City of Leduc. Leduc Transit also provides a separate inter-municipal transit service, in partnership with Leduc County, offering service that connects the Leduc and Nisku areas and also stops at the Edmonton International Airport and the Century Park LRT station in south Edmonton.

- ☐ 1 Would like more busses, more routes, and/or frequency of service *
- ☐ 2 Would like newer busses or added features to existing buses *
- ☐ 3 Would like to make public transportation more affordable *
- ☐ 4 To encourage more people to use public transportation *
- ☐ 5 Consider starting bus service sooner and/or ending service later *
- ☐ 6 My household uses public transportation *
- ☐ 7 Some other reason (specify): _____
- ☐ 9 Don't know

*Levels marked with * are randomized*

B8c Show if B8a decrease transit

Why would you decrease spending on **Public Transportation**? *?*

Please select all that apply.

? Proposed 8% of the variable budget. Leduc Transit provides Leduc Assisted Transportation Service (LATS) to seniors (65+) and persons with disabilities within the City of Leduc. Leduc Transit also provides a separate inter-municipal transit service, in partnership with Leduc County, offering service that connects the Leduc and Nisku areas and also stops at the Edmonton International Airport and the Century Park LRT station in south Edmonton.

- ☐ 1 Current service schedules should be adequate *
- ☐ 2 Existing buses should be adequate *
- ☐ 3 Consider charging riders more for this service *
- ☐ 4 My household does not use public transportation *
- ☐ 5 Consider starting bus service later and/or ending service sooner *
- ☐ 6 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

Section B9

B9a, B9b, B9c

B9a

How would you adjust the variable spending in 2023 for **Library Services***?* (proposed 3%)?

? This includes provision of children, teen and adult literary programs, exam proctoring, e-resources, e-books, internet access, audio books, DVD's, CD's, outreach services and access to resources from over 150 Alberta libraries.

Show if version_1

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

Show if version_2

- ☐ 4 Decrease spending (may decrease taxes)
- ☐ 5 Spending should remain the same
- ☐ 6 Increase spending (may increase taxes)

B9b Show if B9a increase library

Why would you increase spending on **Library Services**? *?*

Please select all that apply.

? Proposed 3% of the variable budget. This includes provision of children, teen and adult literary programs, exam proctoring, e-resources, e-books, internet access, audio books, DVD's, CD's, outreach services and access to resources from over 150 Alberta libraries.

- ☐ 1 To keep up with demand due to city growth *
- ☐ 2 Would like the library to be expanded *
- ☐ 3 Would like more programs or resources *
- ☐ 4 Would like to increase the collection of books *
- ☐ 5 My household uses the library *
- ☐ 6 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B9c Show if B9a decrease library

Why would you decrease spending on **Library Services**? **

Please select all that apply.

** Proposed 3% of the variable budget. This includes provision of children, teen and adult literary programs, exam proctoring, e-resources, e-books, internet access, audio books, DVD's, CD's, outreach services and access to resources from over 150 Alberta libraries.

- ☐ 1 Consider adding some type of user fee *
- ☐ 2 The library should be able to handle current population growth *
- ☐ 3 The library does not need to be expanded at this time *
- ☐ 4 Would like less programs or resources offered *
- ☐ 5 Consider obtaining fewer books and similar types of resources throughout the year *
- ☐ 6 My household does not use the library *
- ☐ 7 Some other reason (specify): _____
- ☐ 9 Don't know

Levels marked with * are randomized

Section B10

B10a, B10b, B10c

B10a

How would you adjust the variable spending in 2023 for **Family & Community Support Services**** (proposed 2%)?

** This includes family counseling and support, prevention and education regarding social issues, meals on wheels program, senior support, and homemaking services.

Show if version_1

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

Show if version_2

- ☐ 4 Decrease spending (may decrease taxes)
- ☐ 5 Spending should remain the same
- ☐ 6 Increase spending (may increase taxes)

B10b Show if B10a increase fccs

Why would you increase spending on **Family & Community Support Services**? **

Please select all that apply.

** Proposed 2% of the variable budget. This includes family counseling and support, support, prevention and education regarding social issues, meals on wheels program, senior support, and homemaking services.

- ☐ 1 To keep up with population growth *
- ☐ 2 To help provide affordable support services *
- ☐ 3 Would like more or different types of services available *
- ☐ 4 Would like better quality of existing services *
- ☐ 5 I support this service
- ☐ 6 Some other reason (specify): _____
- ☐ 9 Don't know

Levels marked with * are randomized

B10c Show if B10a decrease fccs

Why would you decrease spending on **Family & Community Support Services**? **

Please select all that apply.

** Proposed 2% of the variable budget. This includes family counseling and support, support, prevention and education regarding social issues, meals on wheels program, senior support, and homemaking services.

- ☐ 1 Existing services could handle population growth *
- ☐ 2 Would like more funding from other levels of government *
- ☐ 3 I don't know what this service offers *
- ☐ 4 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

Section MAIN2

Q4, Q5, Q6, DTxt, D2, D6, D3, D5a, D5b, D7GP, D7S, I0, I1, End

Q4

Thank you for your input on the City of Leduc's variable spending budget. Is there any additional feedback you would like to provide regarding your choices?

- ☐ -8 No additional feedback

Q5

What other projects or goals (if any) should the City be thinking of when planning the budget for 2023 and beyond? These may result in a tax increase.

- ☐ -8 None/Cannot think of any

Q6

Finally, with respect to the budget process, which of the following would you say is the **most important priority** facing the City?

- ☐ 2 Focusing on long-term fiscal sustainability (smooth tax strategies) *
- ☐ 3 Planning for future growth to prevent overcrowding *
- ☐ 4 Attract new and maintain current businesses and amenities *
- ☐ 5 Finding ways to lower property taxes in the future *
- ☐ 6 Finding ways to ensure property taxes stay the same in the future *
- ☐ 7 Preparing for and reacting to changes in the economy *
- ☐ 8 Other (specify): _____

Levels marked with * are randomized

DTxt

In order for the City to better understand the different views and needs of citizens, this final set of questions will allow us to analyze the data by sub-groups. Please be assured that nothing will be recorded to link your answers with you or your household.

Please press the right arrow to continue.

D2 *Show if 18 or older*

Are there any children under the age of 18 in your household?

- ☐ ₁ Yes
- ☐ ₂ No
- ☐ ₃ Prefer not to answer

D6

Which of the following categories applies to your total household income before taxes in 2021?

- ☐ ₁ Under \$20,000
- ☐ ₂ \$20,000 to \$39,999
- ☐ ₃ \$40,000 to \$59,999
- ☐ ₄ \$60,000 to \$79,999
- ☐ ₅ \$80,000 to \$99,999
- ☐ ₆ \$100,000 to \$124,999
- ☐ ₇ \$125,000 to \$149,999
- ☐ ₈ \$150,000 or more
- ☐ ₉ Prefer not to answer

D3

Which of the following best describes your current employment status?

- ☐ ₁ Working full time, including self-employment (more than 30 hours per week)
- ☐ ₂ Working part time, including self-employment (30 hours per week or less)
- ☐ ₃ On leave (disability, maternity, paternity, etc.)
- ☐ ₄ Homemaker
- ☐ ₅ Student
- ☐ ₆ Not employed
- ☐ ₇ Retired
- ☐ ₈ Prefer not to answer

D5a *Show if D3 employed*

And, do you work for the City of Leduc?

- ☐ ₁ Yes
- ☐ ₂ No

D5b Show if D3 on leave

Immediately prior to the start of your leave, did you work for the City of Leduc?

- ☐ 1 Yes
☐ 2 No

D7GP Show if Gen Pop Survey

Which of the following are places that you have heard or seen advertisements promoting this survey?

Please select all that apply

- ☐ 7 Billboard signs *
☐ 2 Social media *
☐ 3 City of Leduc website *
☐ 9 Postcard *
☐ 5 Other (specify): _____
☐ 6 I have not heard or seen any advertisements promoting this survey (Exclusive)

*Levels marked with * are randomized*

D7S Show if Stakeholder Survey

How did you learn about this survey?

Please select all that apply

- ☐ 7 Billboard signs *
☐ 2 Social media *
☐ 3 City of Leduc website *
☐ 9 Postcard *
☐ 5 Other (specify): _____

*Levels marked with * are randomized*

10

Thank you for completing the survey! You now have the option to enter a randomly selected prize draw for people who have taken part in the survey. Doing so makes you eligible to **enter a draw to win a gift certificate to a local Leduc business of your choice (valued at \$150).**

Do you wish to be entered into this draw? Your contact information will only be used for the purposes of the draw and will not be tied to your survey responses.

- ☐ 1 Yes, I allow Advanis to provide the City of Leduc with my contact information should I be the winner of this draw
☐ 2 No, remove me from the draw

I1 *Show if 10 yes draw*

Please provide your contact details[[Personal information will remain confidential and **only** be used to contact the individual who has won the draw.

Personal information provided as part of the City of Leduc Budget Survey contest is collected under the authority of section 33(c) of the Freedom of Information and Protection of Privacy Act.]] so that we may contact you should you be the winner of the draw.

First name: _____

Last name: _____

Email: _____

Phone number: _____

☐ -8 Not interested in entering draw

End



Thank you very much for your participation in this important study, your time and feedback are greatly appreciated by the City of Leduc!

Please note that the results of this survey will be shared with City Council during the budget planning process for 2023. Should you have any additional questions, please contact:

Lauren Padgham
Manager, Financial Planning & Budgets
City of Leduc
780-980-7177
lpadgham@leduc.ca

You will be redirected shortly to the City of Leduc website.

Status Code: -1