



Citizen Satisfaction & Budget Planning

Presentation



June 2026



Methodology



Methodology

Online survey among City of Leduc residents 18 years of age or older: n=535.

Respondents were recruited through a mail-to-web approach.

Postcards with QR codes and unique PINs were mailed to all households through a mail drop.



When

Data collection from March 2nd to April 7th, 2026



Margin of Error

For comparison purposes, a probability sample of n=535 yields a margin of error no greater than $\pm 4.2\%$ (19 times out of 20) for the total City of Leduc sample.



Weighting

Results were weighted according to **age and city quadrant** according to the 2023 City of Leduc Municipal Census in order to ensure a representative sample of the population.

A New Baseline for Future Measurement



**Why this year's
results stand on
their own**

This year's study was intentionally redesigned to better support the City's current planning and decision-making needs.

Key updates include:

- A **mail-to-web survey methodology**, replacing the previous mixed-mode approach.
- Updates to the questionnaire to better reflect current priorities and information needs.
- Enhanced measures designed to provide more actionable insights for Council and Administration.

Because both the survey methodology and several questions changed, direct comparisons with previous survey waves would not be methodologically appropriate and could lead to misleading conclusions.

The 2026 survey establishes a new baseline for future measurement using a consistent methodology and questionnaire.

Key Findings

Residents are positive about life in Leduc, but more cautious about value, taxes, and visible service performance.

Council takeaway: Leduc is viewed as a strong place to live. The budget discussion should focus on value, affordability, and visible service performance, not broad cuts or broad expansion.

1 Quality of life is strong

Broadly positive across groups. Location, parks, pathways, and outdoor amenities are the foundation.

2 Overall service satisfaction exceeds the provincial benchmark

Most residents are satisfied with City services. Overall satisfaction exceeds the provincial benchmark, although perceptions remain more measured than quality-of-life ratings.

3 Value for taxes is the pressure point

Residents are closely split. Concerns connect to affordability, snow removal, roads, and perceptions of cost.

4 Tax vs. service cuts is divided

No consensus: tax increases vs. maintaining or reducing taxes through cuts. Keeping taxes low is the top influence.

5 Core services shape satisfaction

Emergency response, parks, athletic fields, snow removal, roads, and sidewalks are the services most closely tied to overall satisfaction.

6 Communication is an opportunity

Fewer than half are satisfied with frequency/relevance. Residents want more updates through email newsletter, website, direct mail, and social media.

Council decision lens: **PROTECT** core services | **FIX** visible friction points | **EXPLAIN** budget trade-offs clearly

Quality of Life in Leduc is Strong

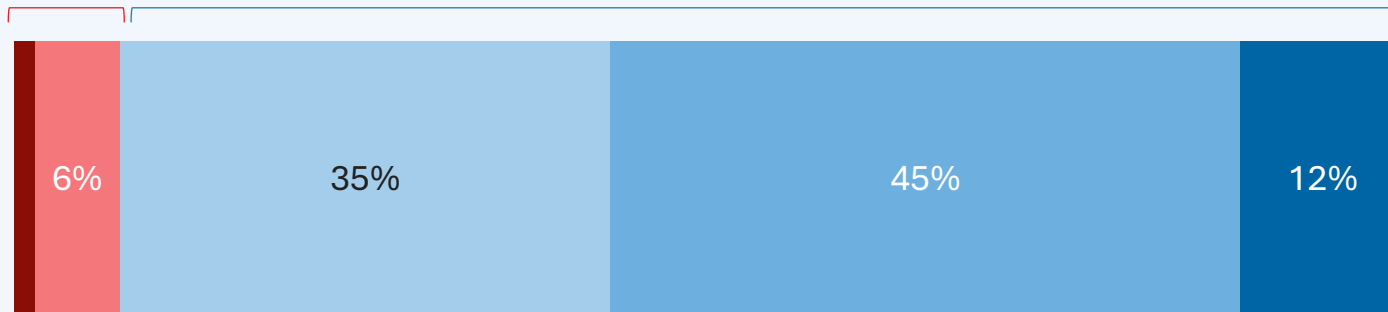
Perceptions of quality of life are overwhelmingly positive, with most residents rating their experience as good or better, and very few expressing negative views. Overall sentiment is not only strong, but also higher than the provincial benchmark, reinforcing Leduc's relative strength on this measure.

NET Poor/Fair

8%

NET Good/Very good/Excellent

92%



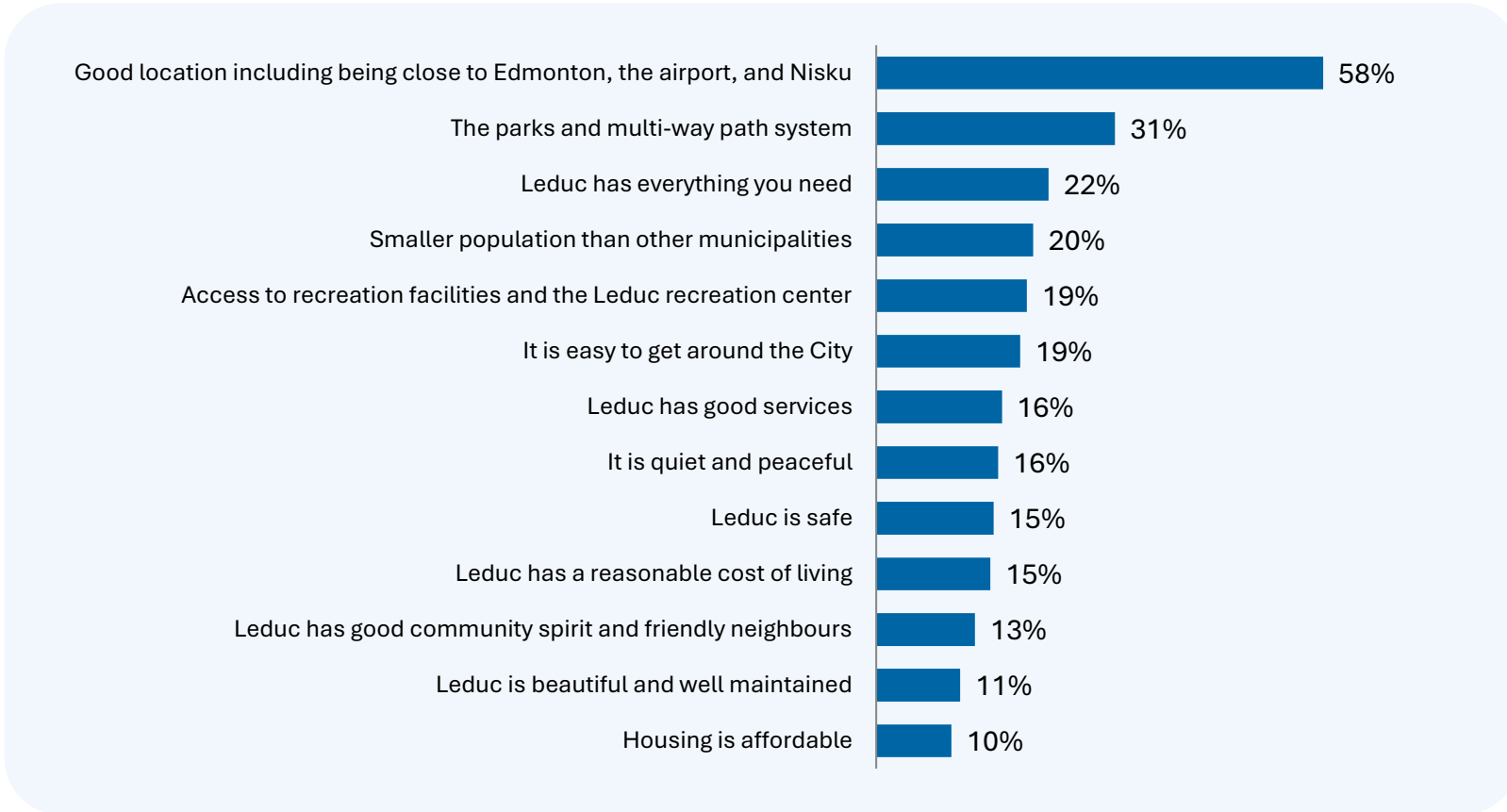
■ Poor ■ Fair ■ Good ■ Very good ■ Excellent



Alberta Benchmark

Location and Outdoor Amenities Anchor Quality of Life

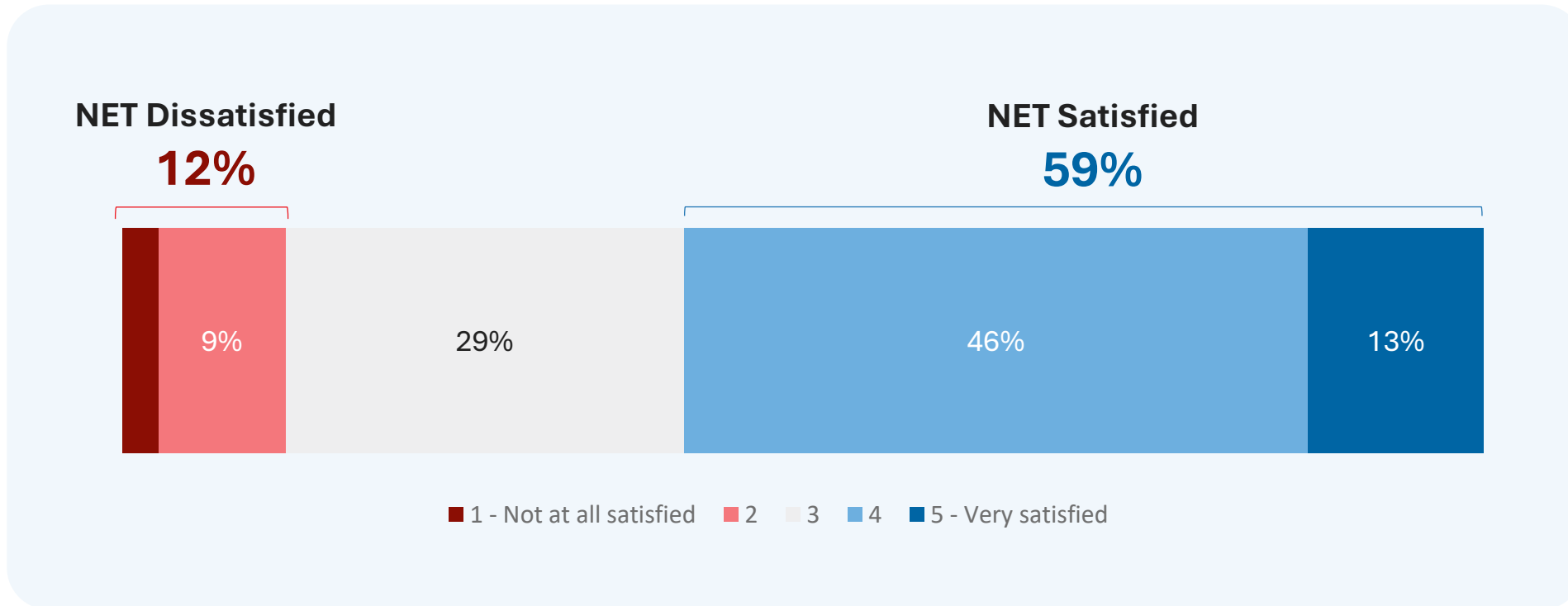
Quality of life in Leduc is primarily driven by its location and access to outdoor amenities, with proximity to key destinations standing out clearly as the top factor. Parks and pathways form a strong secondary pillar, while no other single factor emerges as dominant, pointing to a more distributed set of supporting contributors.



Q2. In your opinion, what would you say are the three most significant factors contributing to a high quality of life in the City of Leduc?
 Base: All respondents (n=535). Responses receiving <10% not shown.

Majority of Residents Satisfied with City Services

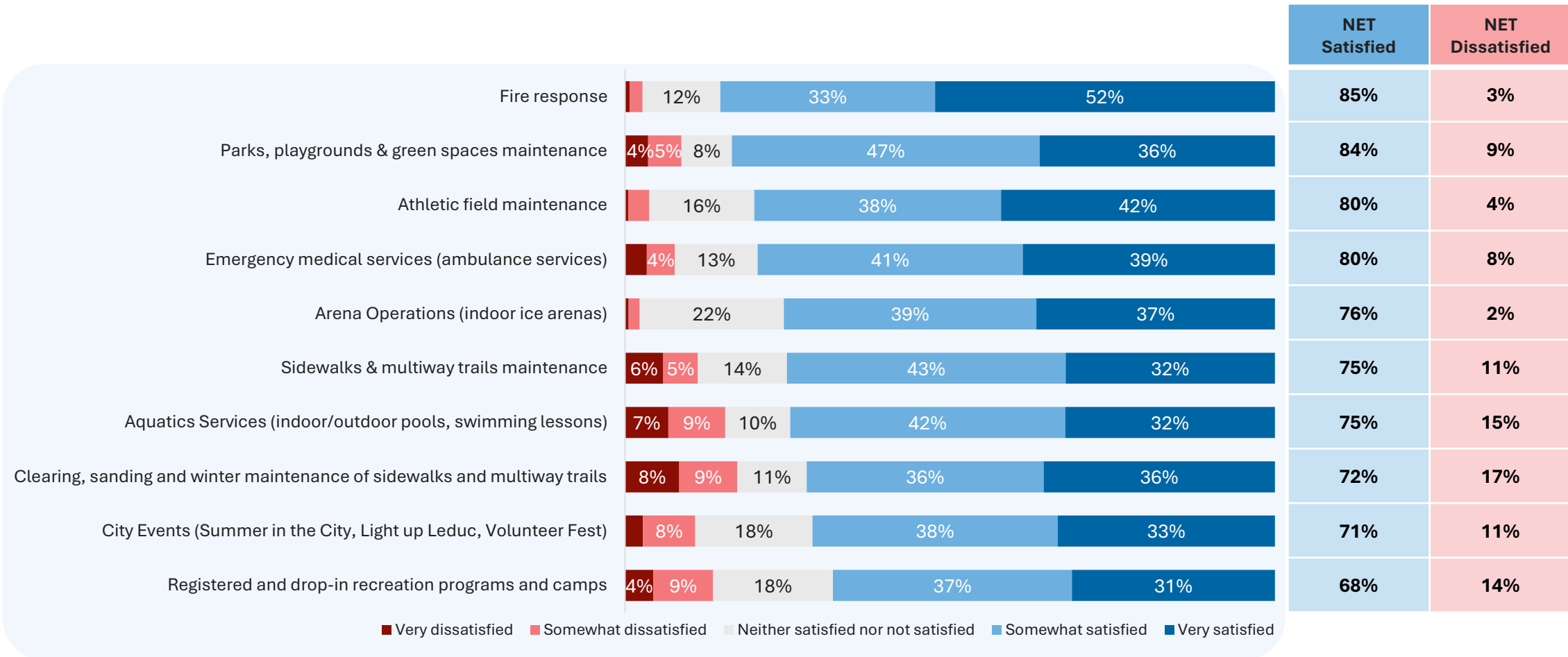
The majority of residents are satisfied with City services, with overall satisfaction exceeding the provincial benchmark. A sizeable middle group remains neutral, while a notable minority express dissatisfaction, suggesting there is an opportunity to strengthen overall perceptions of service delivery.



Q4. Taking into consideration all the City of Leduc services and programs, overall how satisfied are you with the services and programs provided by the City of Leduc to residents?
Base: All respondents (n=535). Figures 3% or less not labelled.

Satisfaction with Specific City Services

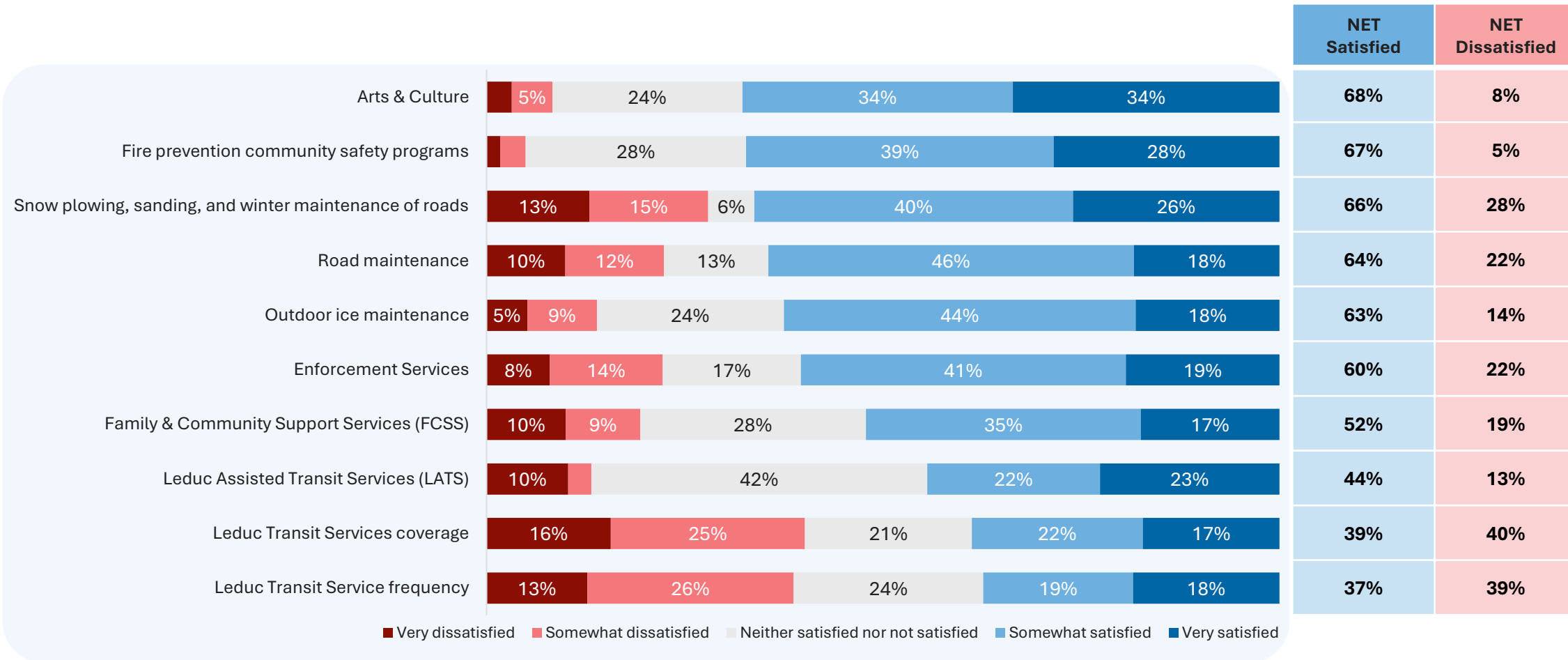
Among those who provided a rating. Satisfaction is strongest for fire response, parks and green spaces, athletic fields, and emergency medical services, all of which receive net satisfaction of 80% or higher. Recreation and facility-related services are also generally well-rated, while winter maintenance of sidewalks and multiway trails shows somewhat higher dissatisfaction.



Q5. How satisfied are you with the City of Leduc's performance in each of the following areas?
 Base: All respondents (n=248-501). Excluding I don't know/not available. Figures 3% or less not labelled.

Satisfaction with Specific City Services (cont.)

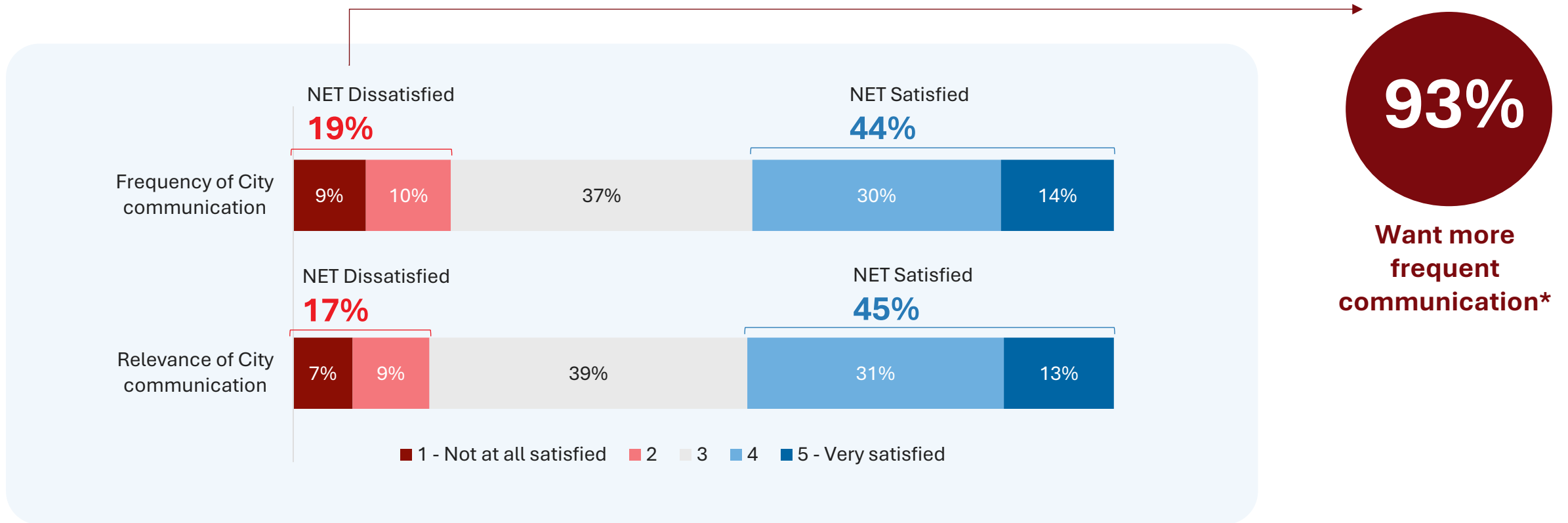
Among those that provided a rating. Satisfaction is more mixed among the remaining services. Arts and culture, fire prevention, snow removal, road maintenance, outdoor ice maintenance, and enforcement all receive majority satisfaction, but dissatisfaction is higher for roads, snow removal, and enforcement. Transit coverage and transit frequency are the clearest pressure points, with satisfaction and dissatisfaction nearly balanced.



Q5. How satisfied are you with the City of Leduc's performance in each of the following areas?
 Base: All respondents (n=248-501). Excluding I don't know/not available. Figures 3% or less not labelled.

Communication Satisfaction Shows Room to Improve

Fewer than half of residents are satisfied with the frequency and relevance of the City's communication. At the same time, a large share remain neutral and nearly one in five are dissatisfied, suggesting an opportunity to strengthen both the effectiveness and reach of resident communications. Among those dissatisfied with current communication, there is an overwhelming preference for more frequent updates.



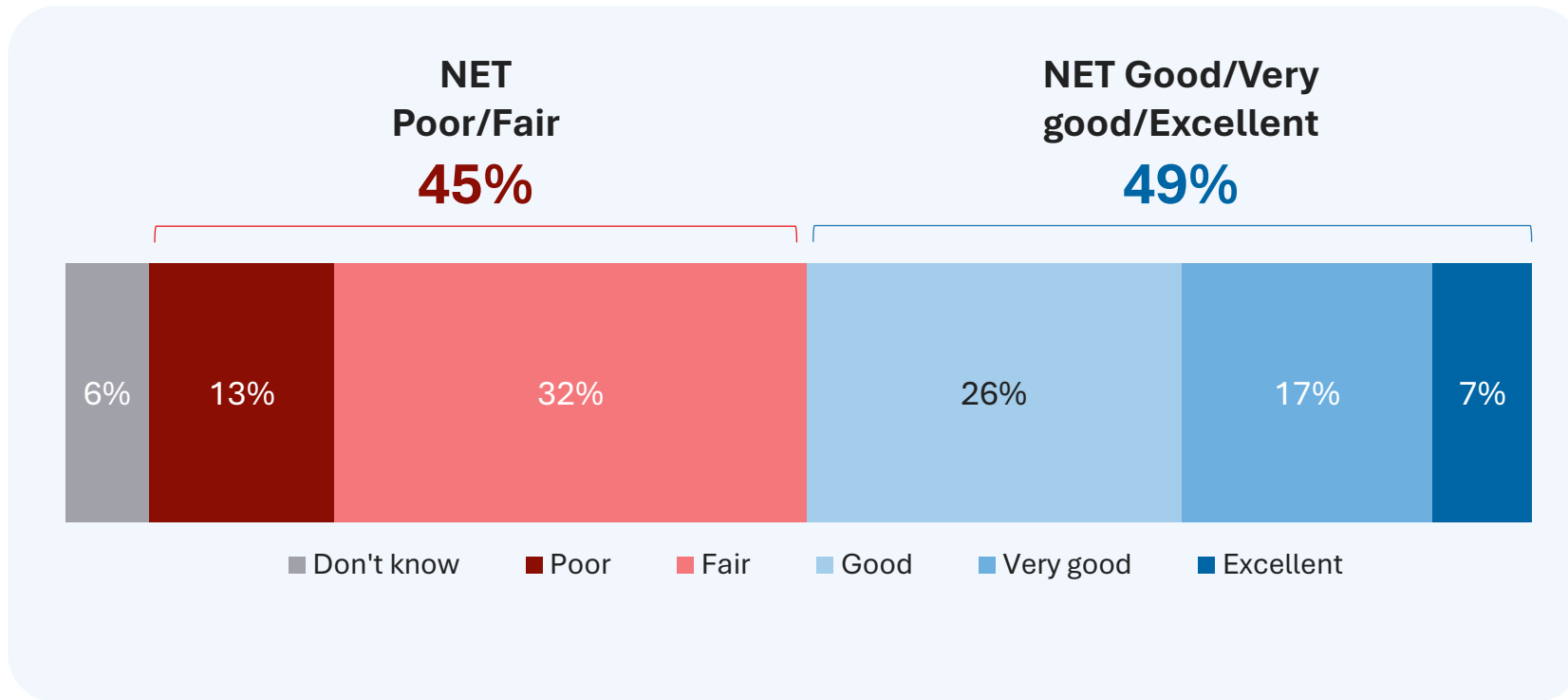
Q12. Turning now to how the City of Leduc communicates with residents, how satisfied are you with...?
Base: All respondents (n=535).

*Q13. Would you prefer that the City of Leduc communicated with you...?

*Base: Respondents who are dissatisfied with the frequency of City communication (n=296).

Perceived Value Exceeds the Provincial Benchmark, but Resident Views are Mixed

Residents are closely split on whether they receive good value for their property tax dollars. While perceptions of value exceed the provincial benchmark, the results indicate mixed views overall, with similar proportions rating value positively and negatively. This suggests an opportunity to strengthen residents' understanding of the value they receive from City services.

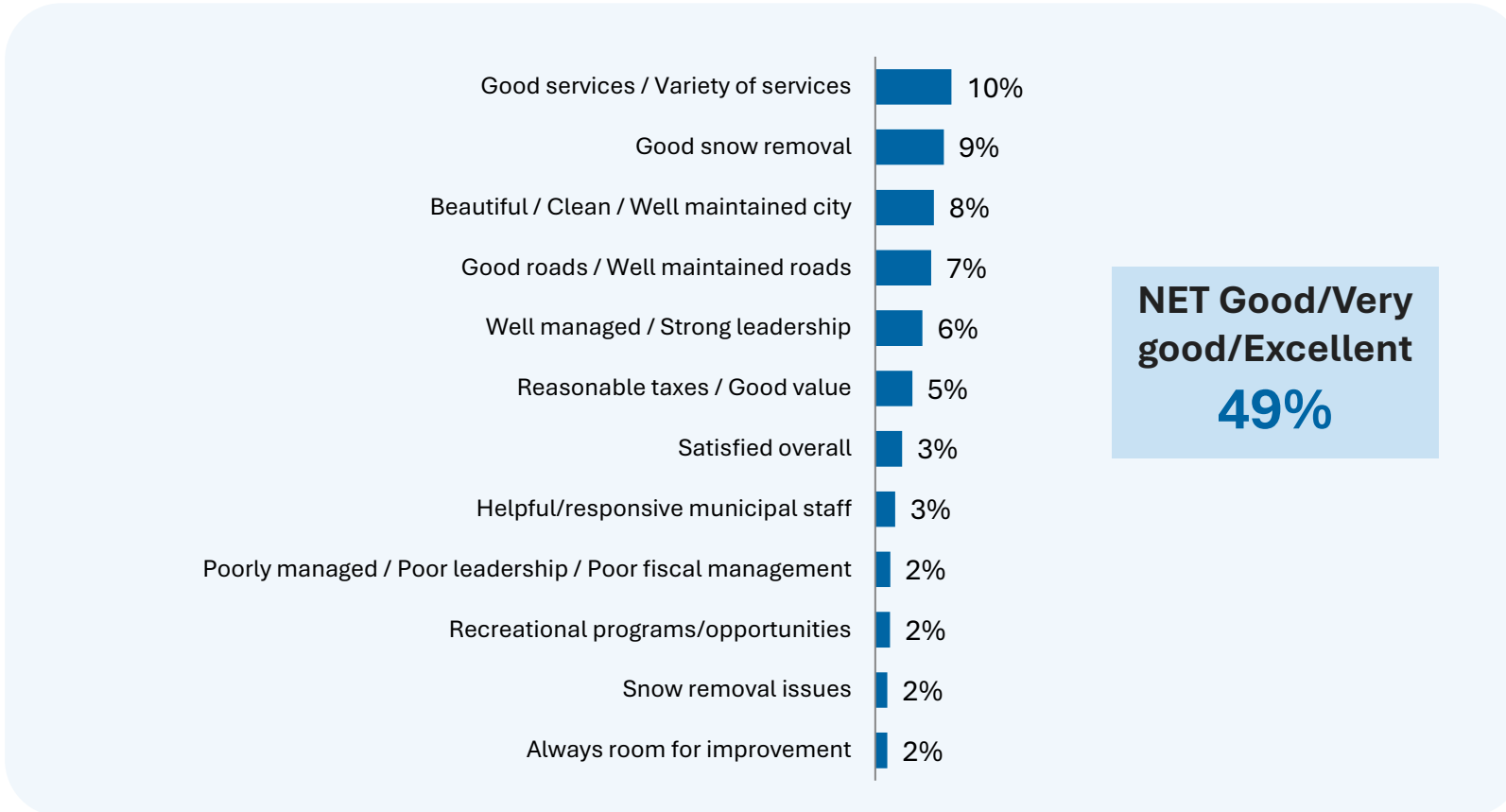


Alberta Benchmark

Q6. From the property tax collected in 2025: 27% was collected on behalf of the province for education (26%) and regional housing (1%). 73% was collected to fund City of Leduc services. Thinking about the 73% used to fund city services, would you say you receive...? Base: All respondents (n=535).

Positive Value Driven by Services and City Maintenance (*Good/Very good/Excellent ratings*)

Perceptions of good value are driven by a mix of factors, led by the quality and variety of services, along with snow removal and overall city upkeep. No single factor dominates, suggesting positive perceptions are built on a combination of service delivery, infrastructure, and general city maintenance.

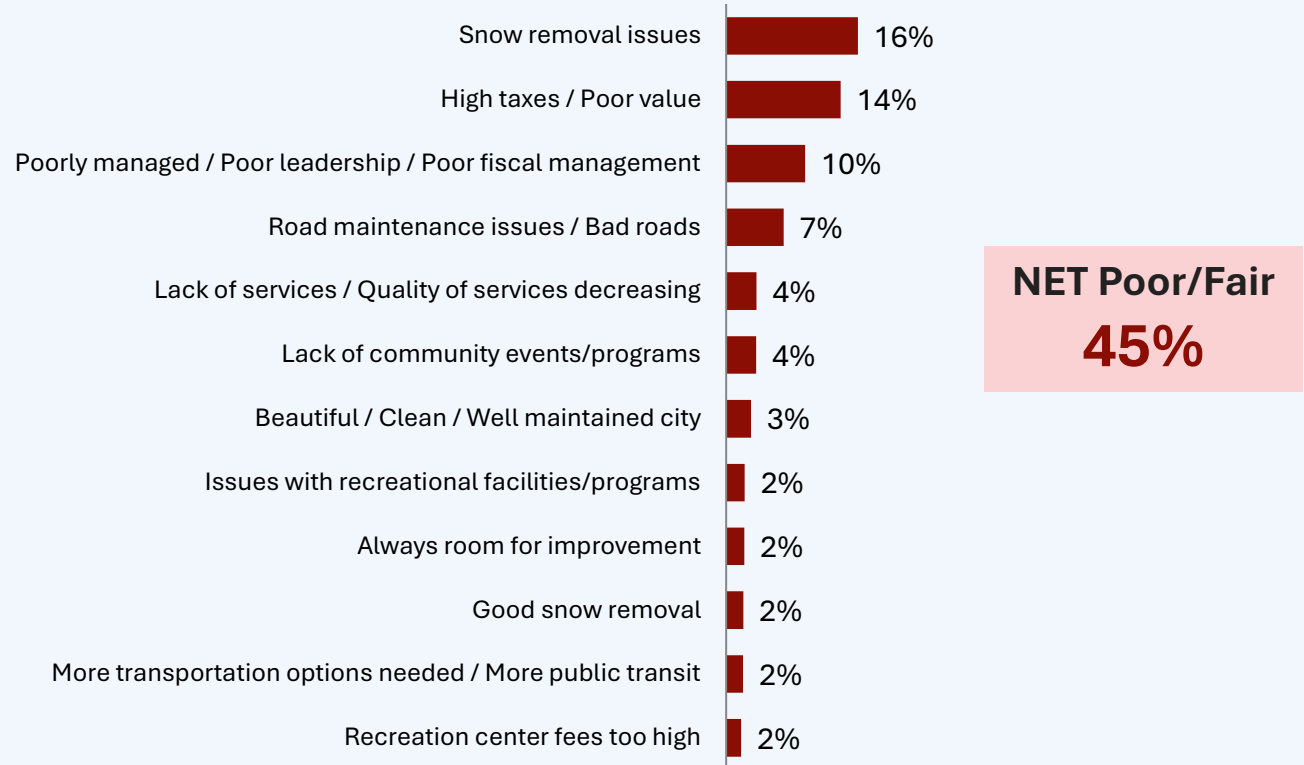


Q6b. What is the main reason you feel that you receive Good/Very good/Excellent value? [CODED]

Base: Respondents who indicate they receive Good/Very good/Excellent value for taxes (n=284). Responses receiving <2% not shown. Open-ended responses not tracked.

Perceived Value Concerns Center on Costs and Core Services (*fair/poor ratings*)

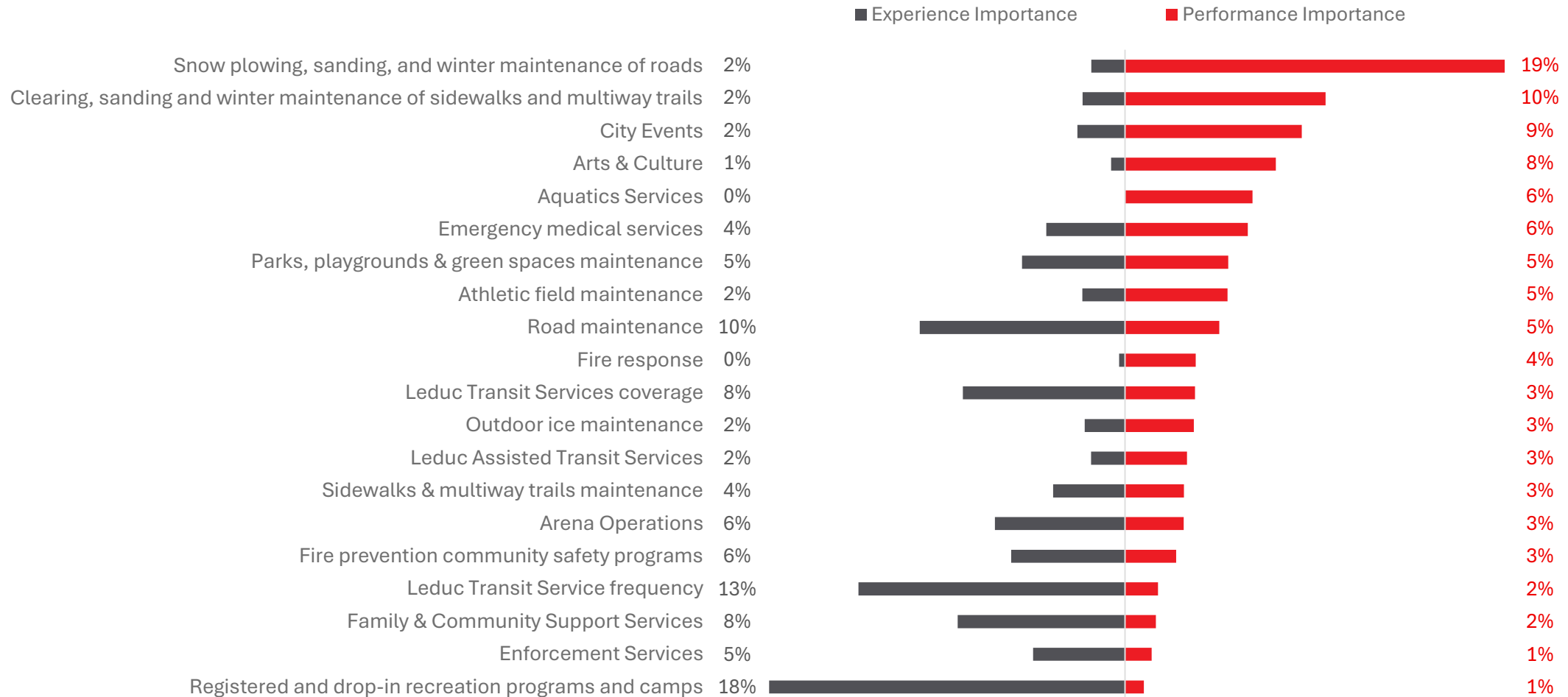
Concerns about value are primarily tied to snow removal and perceptions of high taxes or poor value for money. Secondary issues focus on service delivery and infrastructure, including road maintenance and perceptions of management. Overall, feedback points to a mix of cost-related concerns and expectations around core service performance driving lower value perceptions.



Q6b. What is the main reason you feel that you receive Poor/Fair value? [CODED]
 Base: Respondents who indicate they receive Poor/Fair value for taxes(n=224). Responses receiving <2% not shown.
 Open-ended responses not tracked.

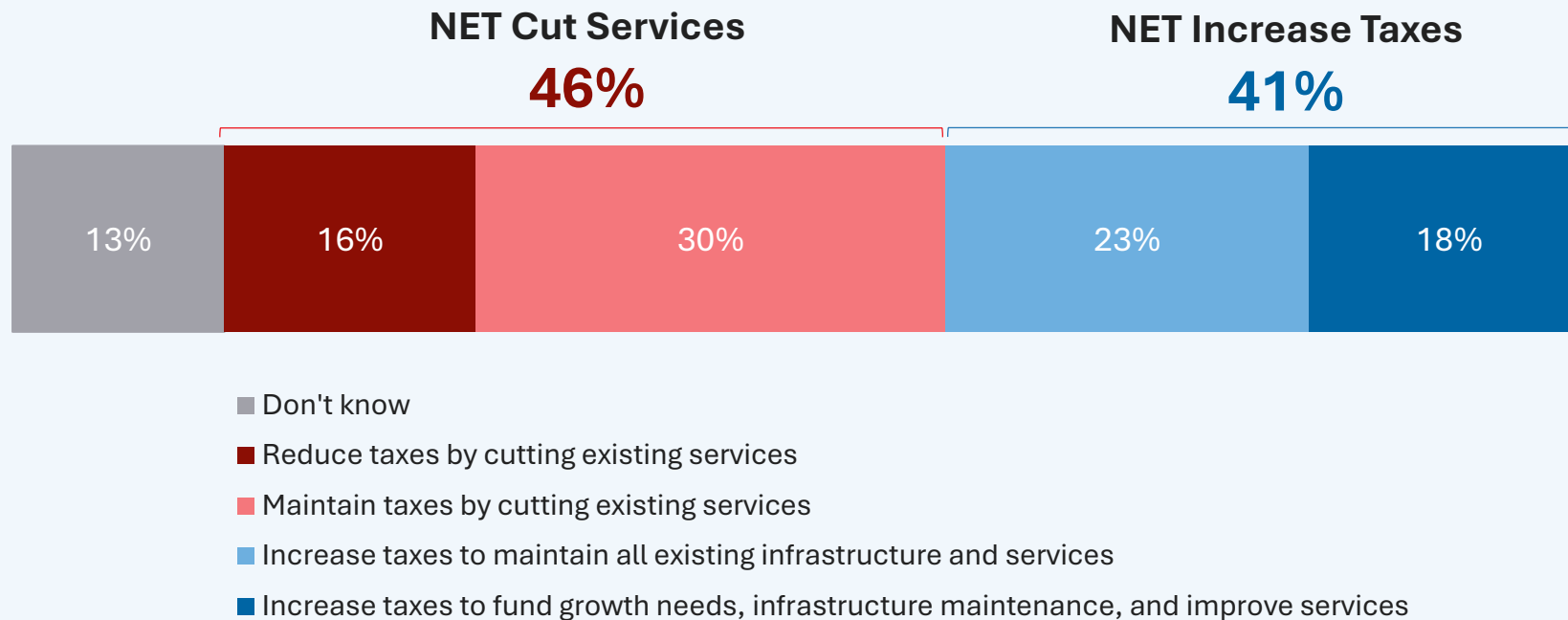
Relative importance of experience and performance by service area (cont.)

Bars to the left show experience importance; bars to the right show performance importance. Both represent relative importance, not positive or negative satisfaction.



Residents Split on Tax vs. Service Trade-Offs

Residents are divided on how to balance taxes and services, with slightly more leaning toward reducing or maintaining taxes through service cuts than increasing taxes. However, support for increasing taxes is substantial, indicating no clear consensus and a community split on preferred approach.



Q7. Next, thinking about the City of Leduc services overall and infrastructure (public buildings, roads, etc.), which of the following tax strategies best represents your preference?
Base: All respondents (n=535).

Budget Trade-offs: Summary Results of Discrete Choice

The driver analysis identifies what shapes satisfaction; the discrete choice analysis shows how residents respond to service and tax changes.

How to read the chart

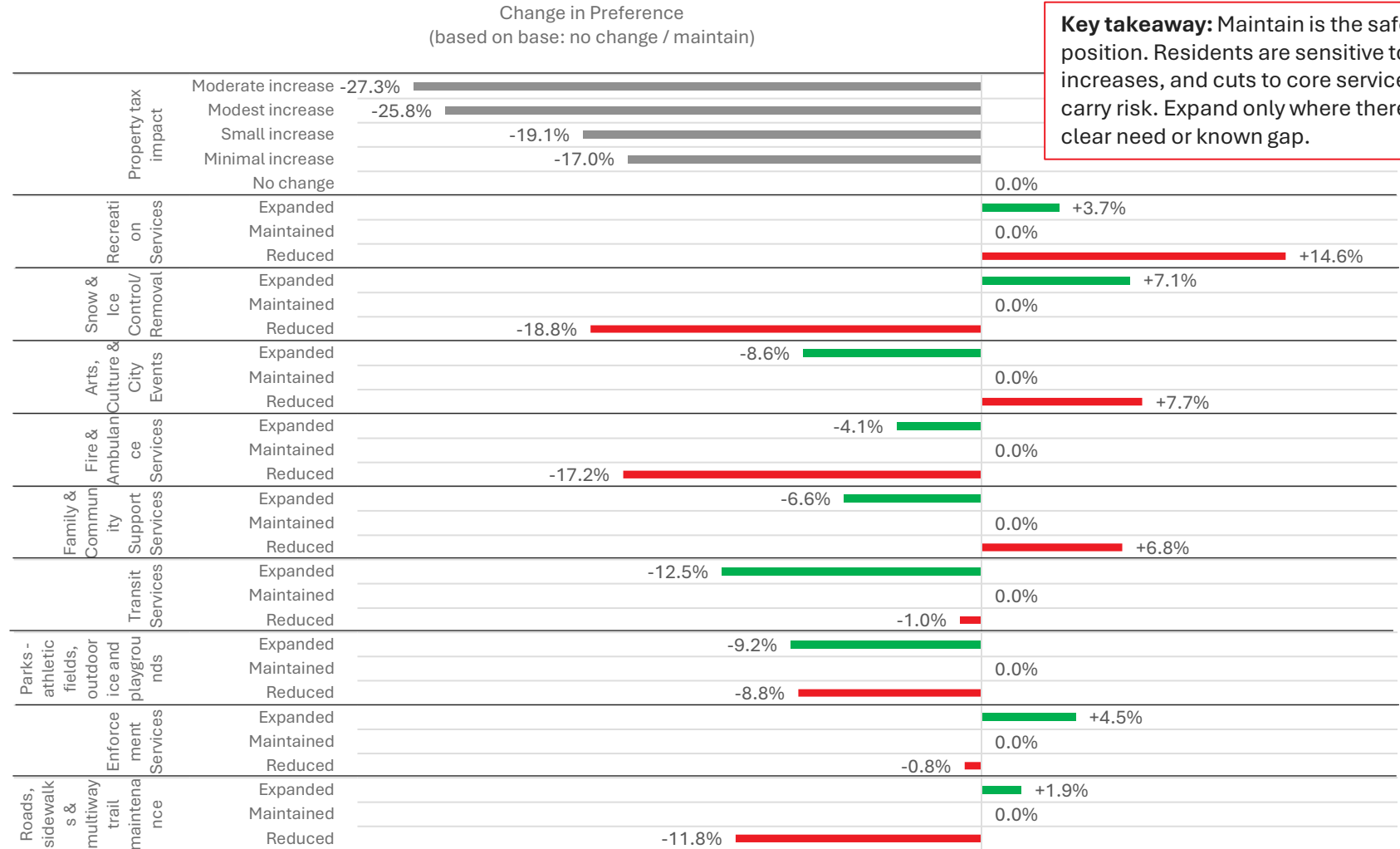
- 0% = no change / maintain
- Left of 0 = lower support
- Right of 0 = higher support

What it means

- Tax increases reduce support quickly.
- Maintaining current service levels is the lowest-risk option.
- Cuts to core services can create satisfaction and reputation risk.
- Expanded services should be selective and clearly justified.

Simply:

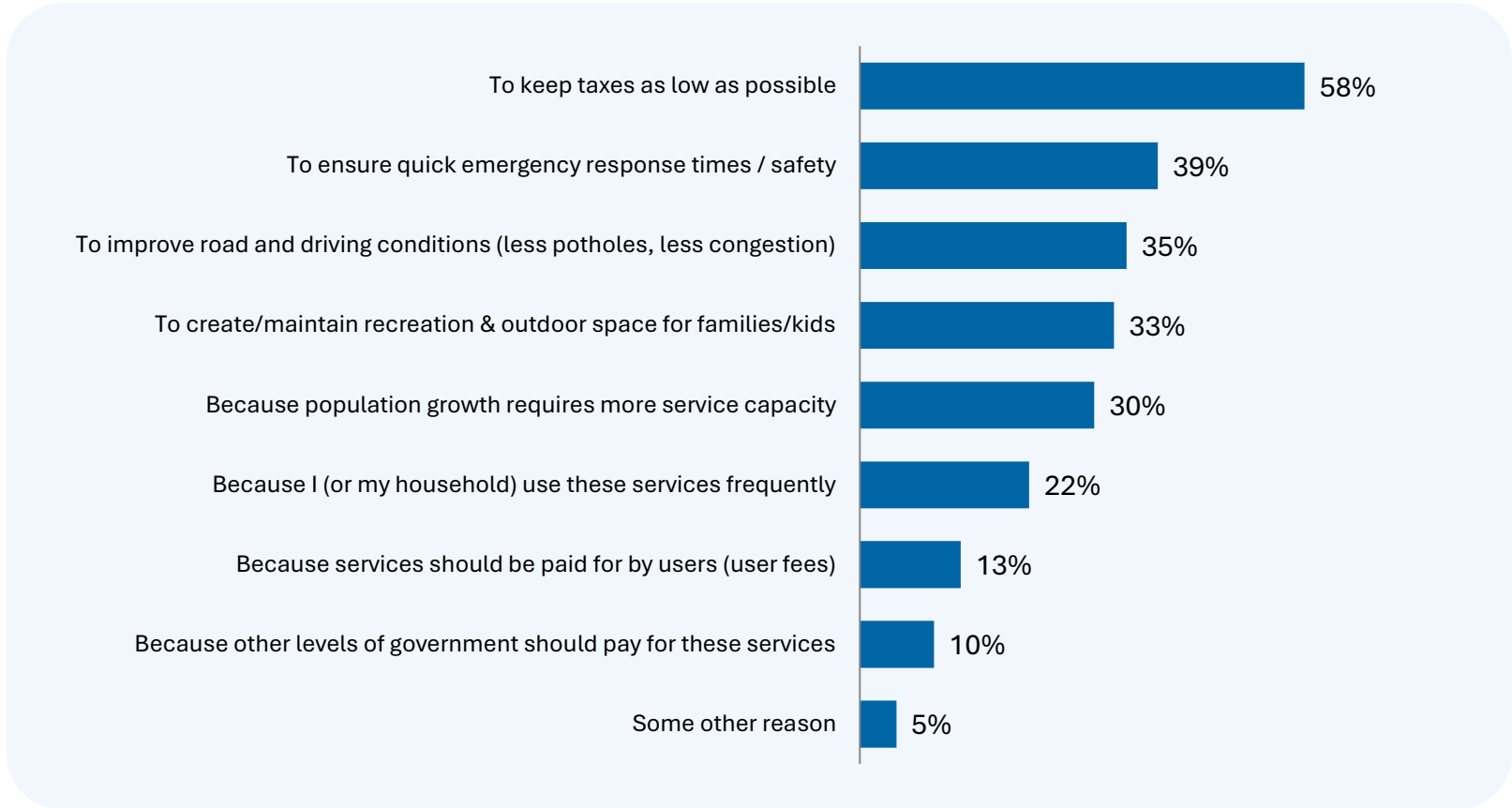
Maintain first. Protect core. Expand only where the need is clear.



Key takeaway: Maintain is the safest position. Residents are sensitive to tax increases, and cuts to core services carry risk. Expand only where there is a clear need or known gap.

Reasons Influencing Budget Choices

Keeping taxes as low as possible is the leading factor influencing budget choices. However, residents also weigh emergency response, road conditions, recreation and outdoor spaces, and population growth, showing that budget decisions are shaped by both affordability and expectations for core service delivery.



Q10. Which of the following reasons influenced your budget choices today?

Base: All respondents (n=535). None/nothing (<1%), don't know/no opinion (2%) and responses receiving <5% not shown.

Budget Trade-offs: Budget implications from the service-change analysis

Residents are tax-sensitive

- Even small increases reduce support; moderate increases are strongly opposed.

Maintain is the lowest-risk position

- Residents generally prefer current service levels over reductions or expansions.

Core services should be protected

- Roads, snow and ice control, fire, emergency services, and basic parks/recreation infrastructure carry higher reduction risk.

Expansion should be selective

- Some services are valued by users but do not generate broad support for incremental funding increases.

Some services have threshold expectations

- Residents may not reward expansion, but may penalize reductions below acceptable levels.

Strategic Conclusions

The strongest path forward is targeted improvement, not broad service expansion.

Council takeaway: Residents want balance: keep taxes as low as possible while protecting reliable core services and making targeted improvements where they matter most.

1 Protect core performance

Reliability first: fire/enforcement, snow and ice, roads, sidewalks, parks, green space, basic recreation.

2 Be selective with expansion

Add or expand only when tied to clear need, growth pressure, risk reduction, or service reliability.

3 Fix visible service gaps

Review snow, roads, transit, enforcement, and community supports. Improve process and set expectations.

4 Improve access & awareness

Recreation, arts, events, aquatics, and facilities are valued once used. Reduce barriers before major new spend.

5 Show value for taxes

Make the line clear: taxes paid → services delivered → service standards → trade-offs.

6 Treat communication as service

Use more frequent, relevant updates through email, website, direct mail, and targeted social media.

Quality of life is a clear strength, while perceptions of service delivery and value for taxes are more measured.

Disciplined budget lens: **PROTECT** core service performance | **FIX** visible gaps | **EXPLAIN** value and trade-offs

Planning Implications

What should we do with all this information?

Bottom line: Different service types require different strategies. Protect core reliability, improve resident experiences, and build awareness before considering major new investment.

1

Protect & execute

Services: Snow + ice, roads, sidewalks, fire and emergency services.

Result: These are performance-critical. Residents expect them to work; reductions are risky.

Move: Maintain reliability, set clear standards, and communicate performance.

2

Fix experience friction

Services: Transit/LATS, enforcement, FCSS.

Result: Direct experience is linked with lower overall satisfaction.

Move: Review the user journey, clarify expectations, and reduce process friction.

3

Increase access & awareness

Services: Arts/culture, events, recreation programs, aquatics and facilities.

Result: These services are valued more once residents use them.

Move: Improve awareness, participation, and access before assuming major new funding.

4

Maintain thresholds

Services: Parks, recreation basics, and infrastructure-related services.

Result: Expansion may not be rewarded, but cuts below expectations may be penalized.

Move: Avoid reductions below acceptable levels; target improvements where gaps are clear.

Planning lens: **PROTECT & EXECUTE** | **FIX FRICTION** | **BUILD ACCESS** | **MAINTAIN THRESHOLDS**

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