



**LEDUC
COUNTY**

What We Heard Report
Citizen Satisfaction Survey

Date: May 2021

Table of Contents

Background	3
Citizen Satisfaction Survey	3
Public participation	3
What we asked.....	4
How we communicated	5
How you participated.....	6
Who participated	6
What you told us.....	7
Quality of life.....	7
Satisfaction with county services.....	7
Levels of service and taxation	9
Contact and communication.....	9
Public participation	10
Website	10
What we learned and what we're doing	10

Background

Citizen Satisfaction Survey

Leduc County conducted its first-ever citizen satisfaction survey from Feb. 26 to April 11, 2021. This survey provided residential citizens – including property owners and renters – an opportunity to provide input on the services they receive and the programs we offer, and share what they think the county should prioritize.

The input we received will help administration and council identify areas of success and gaps with our programming and services. It also helps us deliver the services our citizens need and want, while providing good value for tax dollars.

We partnered with market research firm Leger to conduct this survey and analyze the responses. Leger's full report is available to the public at leduc-county.com/citizen-survey, and was used to inform this report.

The survey was conducted primarily online; however, if individuals did not have access to the online survey or preferred to complete a paper copy of the survey, they could make this request by phone. A paper copy was mailed to each individual who requested it alongside a pre-paid and pre-addressed envelope to return the completed survey to us.

Due to a mailing error and mailing delays locally, paper surveys continued to be sent to citizens when requested after the survey deadline of April 11. We also accepted completed paper surveys after the deadline. While this input is being reviewed by Leduc County in the same manner as the responses received prior to the deadline, these responses are not reflected in this report.

Public participation

The purpose of this survey was to gather input from residential citizens about the services they receive, the programs we offer, and their priorities. The input we received has been shared with administration and council in the form of this report, and will be used to inform future priorities, actions and decisions.

This survey aligns with the **consult** level of our **public participation spectrum**. At this level, we commit to keeping the public informed, listening to and acknowledging concerns and providing feedback on how public input influenced the decision. This is why we are transparently reporting the results of the survey to you in this what we heard report.

What we asked

The purpose of this survey was to gather input from residential citizens about the services they receive, the programs we offer, and their priorities. We wanted input on a broad range of topics, including the below:

- ▶ quality of life in Leduc County
- ▶ satisfaction with county services including the following:
 - ▶ agriculture
 - ▶ community and family support
 - ▶ emergency services
 - ▶ parks and campgrounds
 - ▶ recreation
 - ▶ pest control
 - ▶ planning and development
 - ▶ roads
 - ▶ waste and recycling
 - ▶ water and sewer services
 - ▶ weed control
- ▶ levels of services and taxation
- ▶ contact with employees and/or council
- ▶ communication from Leduc County
- ▶ website
- ▶ public participation

We also asked respondents to provide responses to numerous open-ended questions, such as services they are satisfied with and areas we can improve. We also asked respondents to identify if they were residents and/or property owners, or renters, and to provide demographic information such as age, household size and location of work.

How we communicated



Our citizen satisfaction survey was open from Feb. 26 to April 11, 2021. We promoted the survey in the following ways:

- ▶ **Direct-mailed letter:** we mailed a letter to the owner of each residential property on Feb. 26. This letter included information about the survey, instructions for taking the survey online or getting a paper copy mailed to them, as well as a unique survey code needed to take the survey.
- ▶ **County Chronicle:** we shared information about this survey on the front-page of Leduc County's quarterly publication, the County Chronicle, which we mailed to all property owners in mid March.
- ▶ **Webpage:** we provided complete details about the survey on our project page at leduc-county.com/citizen-survey. This webpage included information about the survey, instructions for taking the survey online or getting a paper copy, a link to take the survey, contact information for the county, answers to frequently asked questions and a short animated video sharing important details about the survey.
- ▶ **Media release:** we sent a media release to local media on Feb. 22, which resulted in five articles about the survey in the Leduc Representative, Beaumont News, Devon Dispatch, County Market and Thorsby Target.
- ▶ **Print advertisements:** we ran 12 print advertisements in the Leduc Representative, Thorsby Target and Warburg Bugle promoting the survey and directing readers to the project webpage.
- ▶ **Social media advertisement:** we ran an advertisement on Facebook and Instagram throughout March promoting the survey and linking to the project webpage.
- ▶ **Social media posts:** we posted 22 social media posts on Leduc County's Twitter and Facebook promoting the survey and linking to the project webpage.
- ▶ **Website notices:** we posted three notices to the homepage of Leduc County's website to share important information and updates about the citizen satisfaction survey and link to the project webpage.

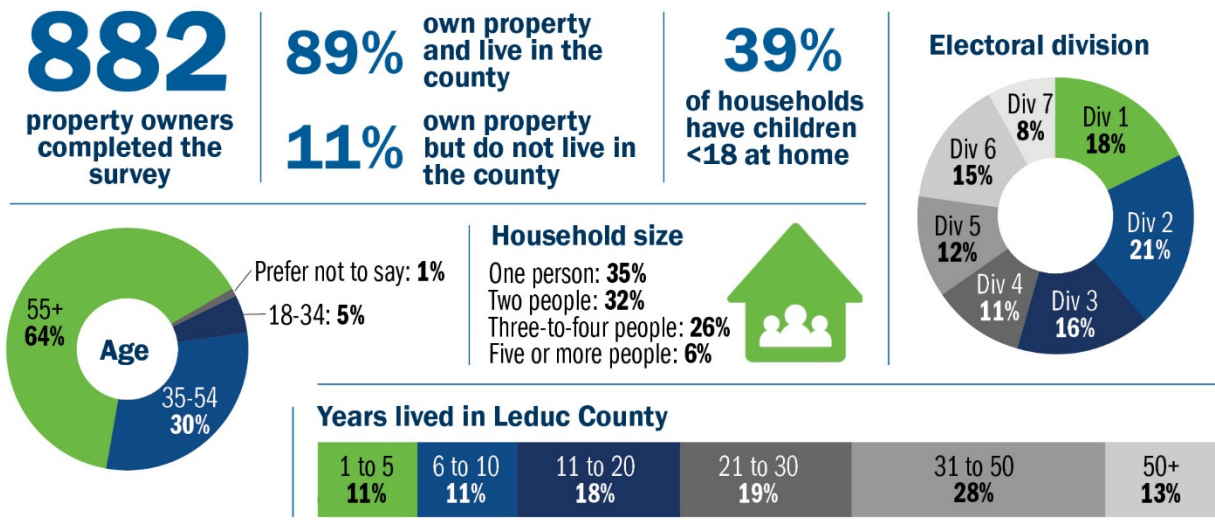
How you participated



We received 882 responses to the citizen satisfaction survey prior to the deadline of April 11.* Paper surveys were requested for 95 properties; 95 paper surveys were mailed and we received 54 completed surveys prior to the deadline.

**Due to a mailing error and mailing delays locally, we accepted paper surveys after the deadline. While this input is being reviewed by Leduc County in the same manner as the responses received prior to the deadline, these responses are not reflected in this report.*

Who participated



What you told us

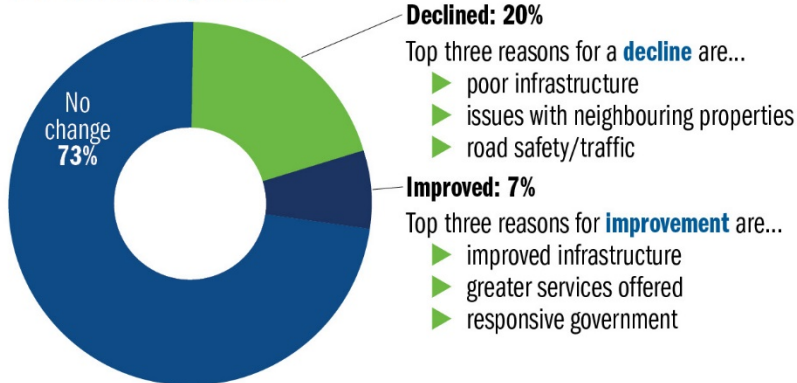
Quality of life

88% have a positive quality of life

68% are proud to live in Leduc County

76% would recommend living in the county 

Change to quality of life in the last three years...



Top three reasons you **live** here...


- ▶ location
- ▶ family live here
- ▶ you have roots here

63% feel safe and secure here; **15%** don't feel this way

51% feel there are opportunities to connect with others; **10%** don't feel this way



55% feel connected to the people here; **13%** don't feel this way

84% of parents with kids under 18 at home think the county is a great place to raise a family 

▶ Overall, **75%** of respondents think the county is a great place to raise a family.

Words/phrases that best describe the county...

- ▶ rural
- ▶ relaxing/quiet
- ▶ good place to live
- ▶ accessibility
- ▶ home
- ▶ progressive

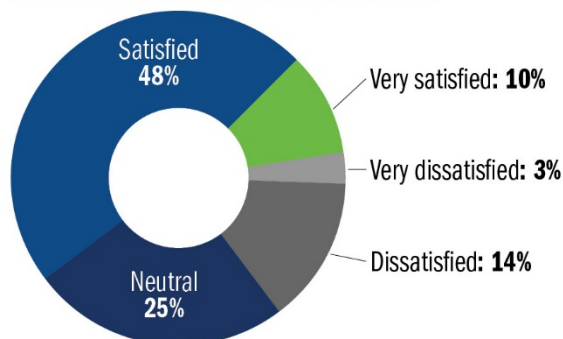
44% think the county is planning for the future; **13%** disagree

52% think the county has a healthy local economy; **14%** disagree

56% feel a sense of belonging in the county; **10%** don't feel this way

Satisfaction with county services

Overall satisfaction with services



Services **most satisfied** with:

- ▶ transfer stations
- ▶ fire and rescue services
- ▶ snow clearing
- ▶ fire permits process

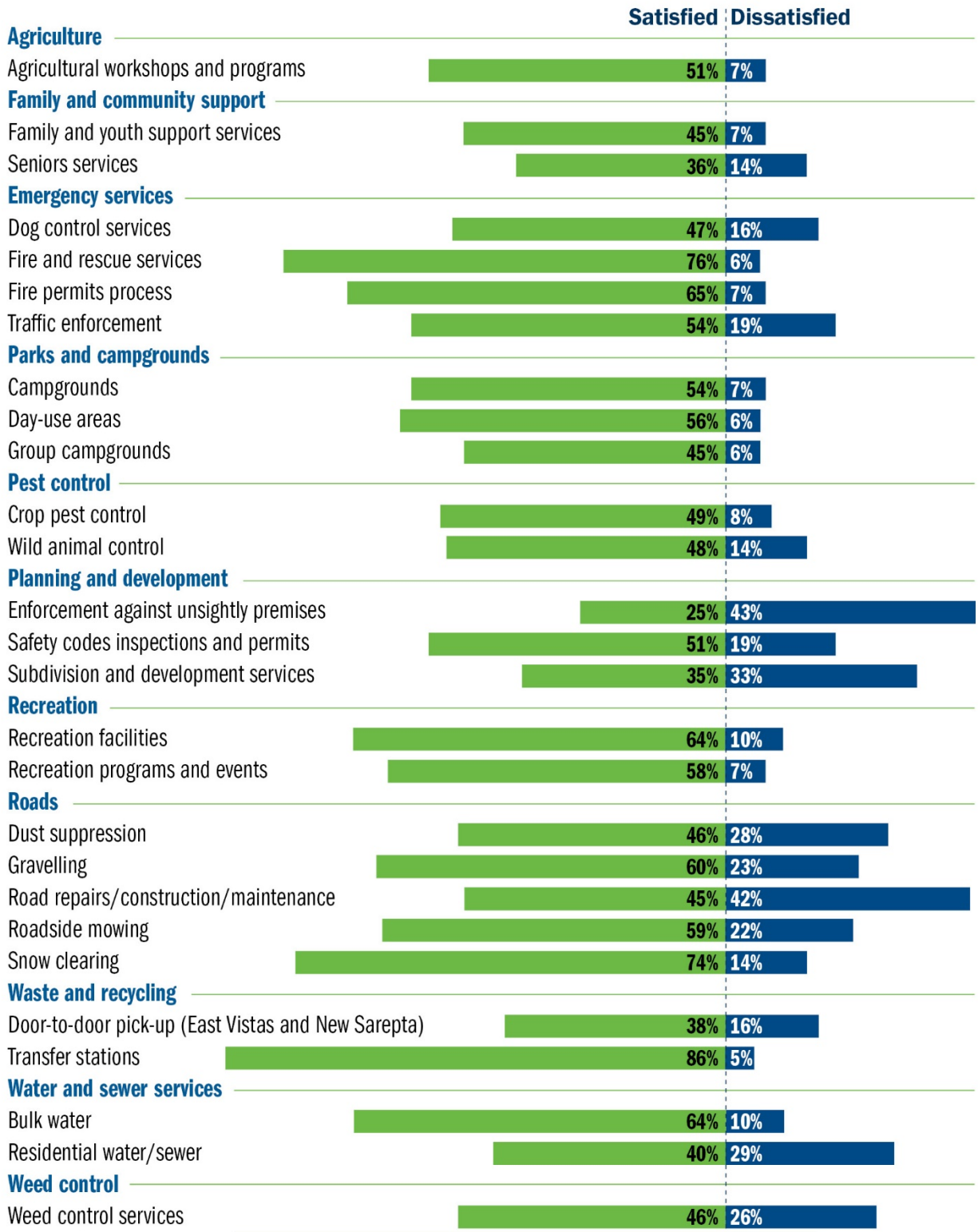


Services **least satisfied** with:

- ▶ road repairs/construction/maintenance
- ▶ enforcement against unsightly premises
- ▶ subdivision and development services
- ▶ dust suppression



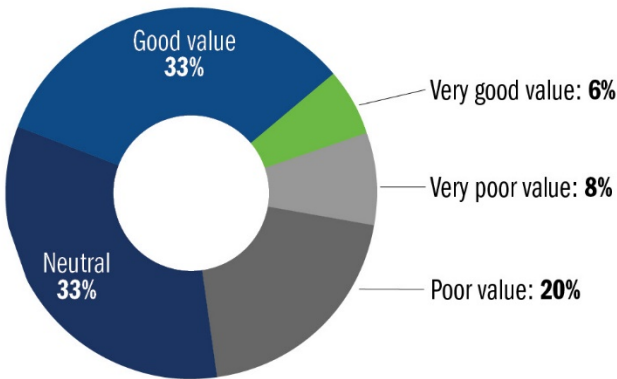
Satisfaction with county services (continued)



The above numbers reflect satisfaction and dissatisfaction, and does not include respondents who are neither satisfied nor dissatisfied (neutral).

Levels of service and taxation

Value for tax dollars



39%

get very good or good value for their tax dollars



Most **important issues** for respondents:

- ▶ infrastructure/road maintenance
- ▶ crime reduction/public safety
- ▶ community growth/development planning
- ▶ infrastructure/road upgrades

Contact and communication

In the last 12 months...

77% have contacted either an employee or elected official

- ▶ 65% interacted with or contacted an employee and an elected official



67% are satisfied with their interaction(s) because...

- ▶ staff were friendly and helpful
- ▶ they received good customer service
- ▶ they received timely responses

The primary methods used to contact us are:

- ▶ phone
- ▶ in-person
- ▶ email

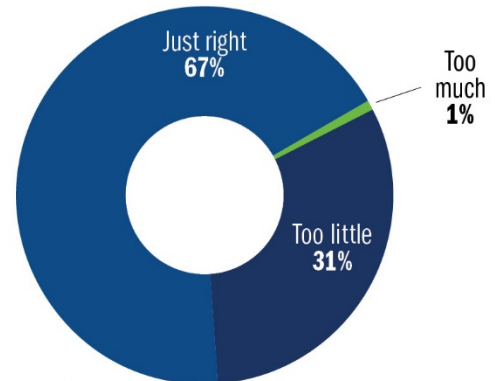
19% are dissatisfied with their interaction(s) because...

- ▶ issues were not resolved
- ▶ poor communication/lack of follow-up

The primary sources for receiving county information:

- ▶ direct mail/billing inserts
- ▶ County Chronicle
- ▶ newspaper advertisements

Frequency of communication is...



70% believe staff are knowledgeable

54% think the county practices open and accessible government; 11% disagree

69% feel staff are easy to get a hold of when needed



78% believe staff are courteous and helpful

48% say our quality of service is consistently high; 18% disagree



51%

say councillors are available and responsive concerns or questions; 14% disagree

51% think staff can meet the diverse needs of residents; 15% disagree

54% feel the county responds quickly to requests and concerns; 19% disagree



Public participation

In the last 12 months...

31% participated in some way with Leduc County
69% did not take part in public participation opportunities

► The COVID-19 pandemic impacted the way we conducted public participation opportunities. It is also expected to be a factor in rate of participation.

59% say they have the opportunity to voice their opinions in decisions that affect them; **12%** disagree

76% say they share their opinions when issues are important to them



36% say we report back to tell them how their input influenced the decision. **23%** don't think we share this information.

47% say we make it easy for them to provide their input; **15%** disagree

47% say the county recognizes the needs and interests of its residents; **18%** disagree

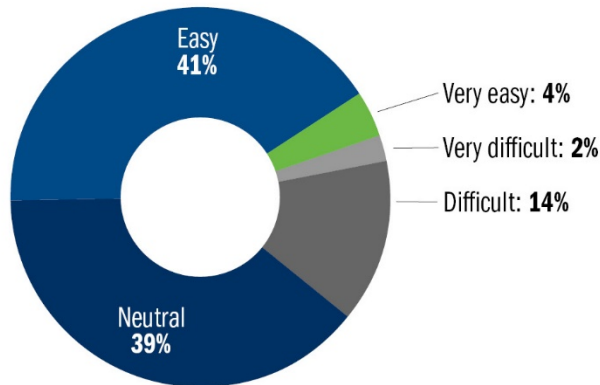
41% think we take public input into account when making decisions; **19%** disagree

50% believe our public participation opportunities are accessible and inclusive; **11%** disagree.

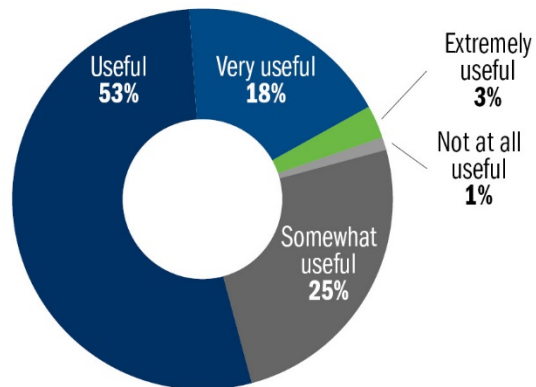
Website

57% visited leduc-county.com in the last 12 months

Ease of finding information



Usefulness of information



74% think the information on the county's website is useful

What we learned and what we're doing

The input we received has been shared with administration and council in the form of this report, and will be used to inform future priorities, actions and decisions. Your input helps us identify areas of success and gaps with our programming and services. It also helps us deliver the services you need and want, while providing good value for tax dollars.