



Draft Report

Rocky View County Citizen Satisfaction Pulse Survey 2025

Rocky View County



ROCKY VIEW
COUNTY

Date: March 12, 2025

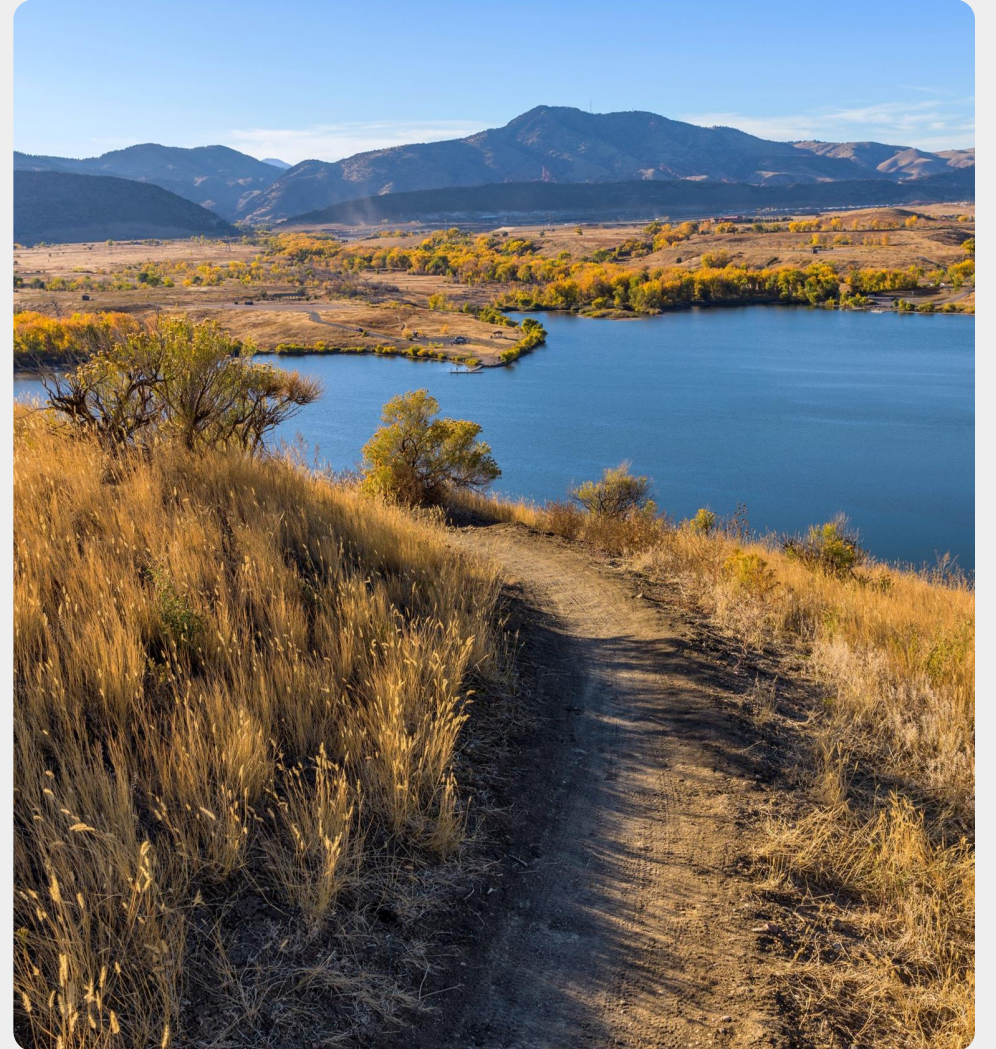


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Context & Methodology



Project Background and Objectives

Leger has conducted a citizen satisfaction study on behalf of Rocky View Country since 2022. The purpose of this research is to gather a current view of Rocky View County citizens, specifically as it relates to general attitudes and behaviors towards services and programs.

For the third wave, this research will continue to help to track progress, refreshing what the County knows and understands about its residents in 2025. It will be used to better support decision-making as it relates to operations, services, and budgets.

The main objectives of this research are to analyze citizen awareness of and satisfaction with the quality, level, and number of municipal services and programs in the County; assess perceived value received from municipal property tax dollars; and analyze the top issues residents want the County to prioritize in the next year.



Methodology



Methodology

The survey was conducted via telephone interviews.



When

February 12th – 19th, 2025.



Who

n=350 Rocky View County residents completed the survey

- n=334 surveys were completed by those who live in Rocky View County (defined as those who live in the County and may or may not pay taxes)
- n=16 surveys were completed by those who do not live in Rocky View County (defined as those who do not live within the County but do pay taxes)



Statistical Reliability

No margin of error can be associated with a non-random telephone survey. However, for comparative purposes, a probability sample of 350 respondents would have a margin of error of $\pm 5.2\%$, 19 times out of 20.

Methodology (Continued.)



Notes on Reading this Report

The numbers presented in this report have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Wave over wave comparisons are noted throughout the report wherever applicable. ↑ indicates a significant increase from the previous wave, while ↓ indicates a significant decrease from the previous wave.

Please note, in 2022, the survey was conducted both with an online and telephone methodology approach. Use caution when comparing the 2022 with 2023, 2024 and 2025. Tracking is noted where available, the questionnaire was updated in 2023 resulting in several new questions from 2022. The 2025 run of the survey had one new question (Q12) and slight changes to one question (Q9). Trending in 2024 is for the full Citizen Satisfaction Survey, and 2023 and 2022 values are for the pulse checks for that year.

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Key Findings



Programs and Services

- 67%** Are satisfied with the overall **level of service** provided.
- 64%** Are satisfied with the **information provided** by the County.
- 55%** Are satisfied with **public engagement opportunities**.
Significantly higher than in 2024.

County Interactions



55% of residents **have had an interaction with the County** in the past 12 months.



63% who have interacted with the County in the past 12 months are **satisfied** with their interactions.



15% feel that **planning for future growth and development** is the top issue the County should focus on within the next year.



14% feel that **road maintenance** is the top issue.



9% feel that recreational facilities / youth programs is the top issue.

Programs and Services

County Interactions

Top Issues

Value from Municipal Property Tax Dollars



42% of residents rate the value they feel they receive from their municipal property tax dollars **as good/very good**.



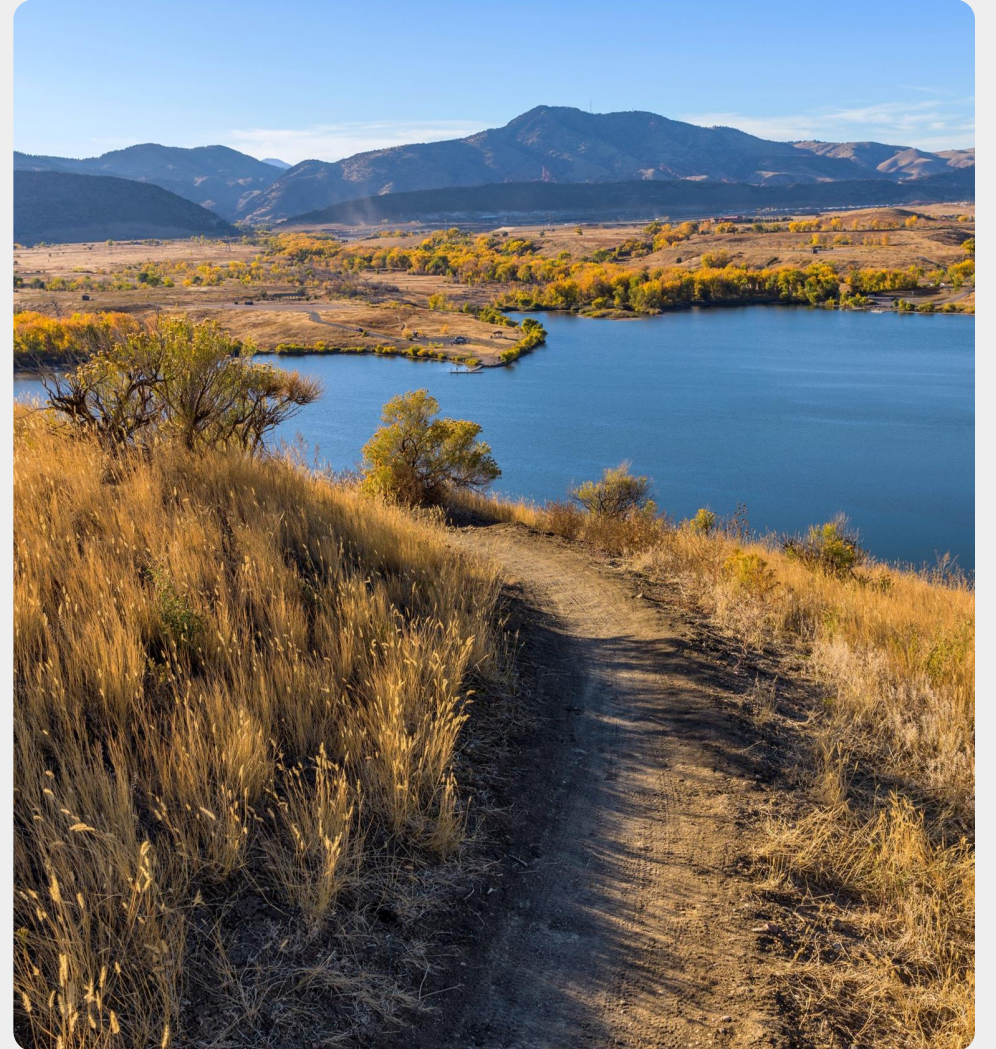
Those who rate the value they feel they receive from their municipal property tax dollars as **good/very good**, are more likely to have positive views about the County overall.

Top Issues

Value from Municipal Property Tax Dollars

3

Detailed Results



3.1

Detailed Results

3.1 Programs and Services

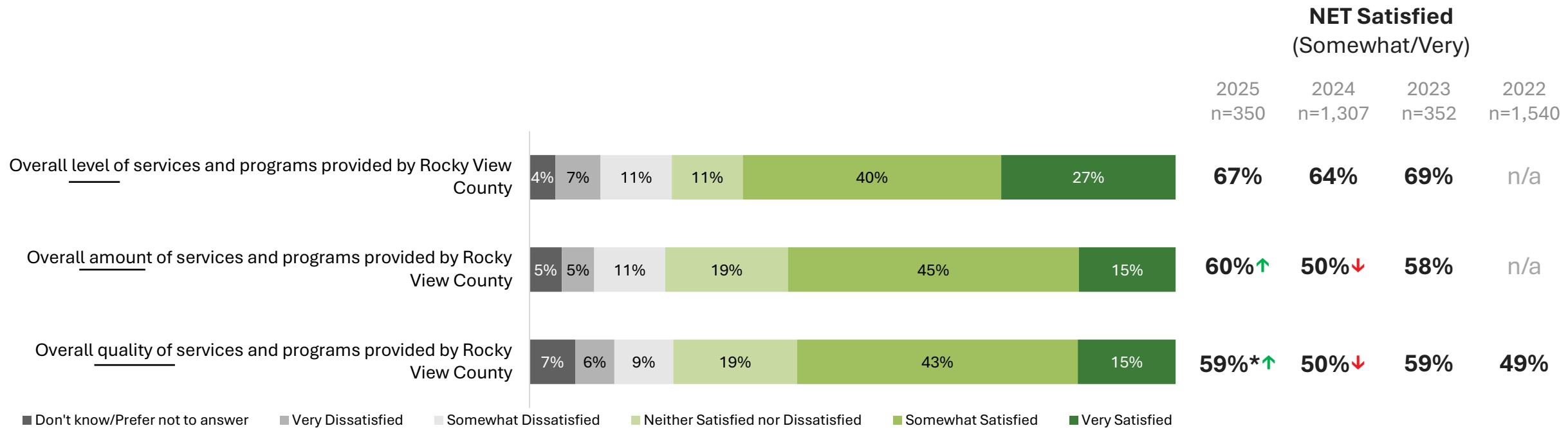
3.2 County Interactions

3.3 Value From Property Tax Dollars

3.4 Top Issues

Overall Satisfaction with **Services and Programs** in Rocky View County

Overall, a majority of Rocky View County residents are satisfied with the services and programs provided by Rocky View County. Holding the top spot again this year, residents are most satisfied with the overall level (i.e., how frequently, service response time frame) of services and programs (67%), followed by the amount provided (60%) and the quality (59%). Satisfaction with the overall amount and quality of services has increased since the full citizen satisfaction Survey in 2024, but remains consistent with the 2023 pulse check.



↑↓ significantly higher/lower than previous wave

Q5. How satisfied are you with the OVERALL amount (i.e., how many) of services and programs provided by Rocky View County? **Q6.** How satisfied are you with the OVERALL quality of services and programs provided by Rocky View County? **Q7.** How satisfied are you with the OVERALL level (i.e., how frequently, service response time frame) of services and programs provided by Rocky View County?

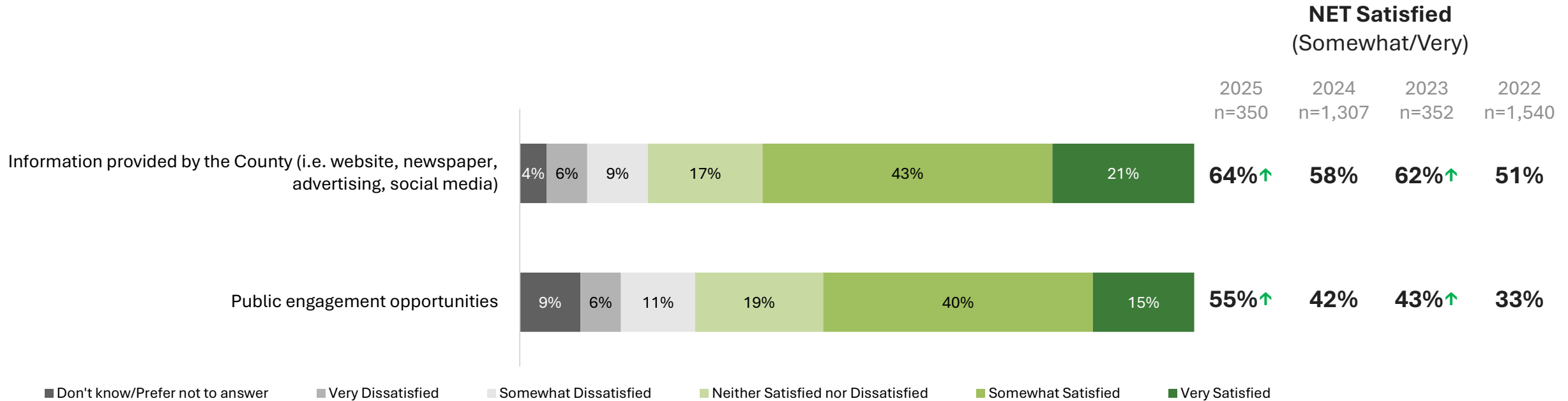
Base: Rocky View County Residents (n=350)

*Indicates rounding.

'Level' & 'Overall' questions added in 2023.

Satisfaction with Information and Public Engagement Provided by Rocky View County

A majority of Rocky View County residents are satisfied with information and public engagement opportunities provided by the County, which have each seen large increases since 2022. Almost two-thirds (64%) of residents are satisfied with the information provided by the County, increasing since 2024. Satisfaction with public engagement opportunities among Rocky View County residents has seen a significant increase again this wave, up 13 points to 55% since 2024.



↑ significantly higher than previous wave

3.2

Detailed Results

3.1 Programs and Services

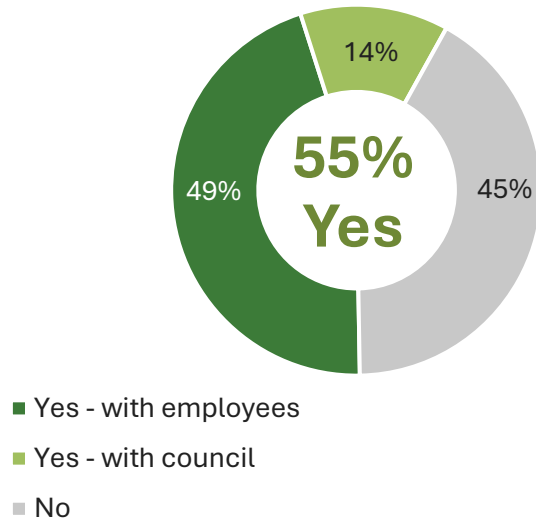
3.2 County Interactions

3.3 Value From Property Tax Dollars

3.4 Top Issues

Rocky View County Interactions

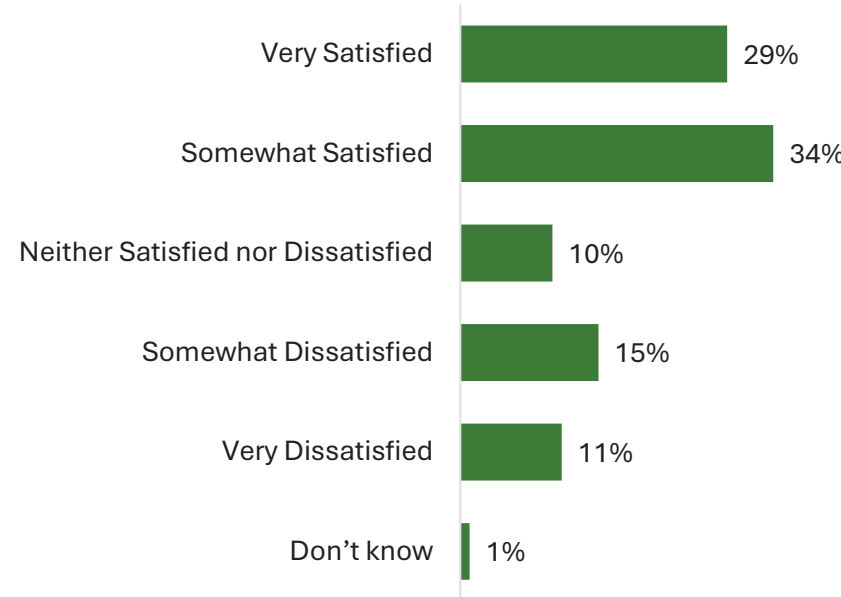
County Interactions within the last year*



59% Yes (2024)*
 50% Yes (2023)
 56% Yes (2022)

Over half (55%) of residents have had any interactions with the County in the past 12 months, with the majority of those having contact with a Rocky View employee (49%).

Satisfaction with County Interactions
 Among those who Interacted with the County+



NET Satisfied

2025: 63%
 2024: 61%
 2023: 64%
 2022: 61%

NET Dissatisfied

2025: 26%
 2024: 24%
 2023: 28%
 2022: 25%

Satisfaction with County interactions is quite high, with over three-in-five (63%) residents who have interacted with the County in the past 12 months being satisfied with their interactions. Satisfaction with County interactions has remained consistent since 2022.

Q9. Have you contacted or interacted with Rocky View County or one of its employees in the last 12 months? Base: Rocky View County Residents (2025: n=350, 2024: n=1,307; 2023: n=348), excluding those who do not know.

+Q10. Overall, how satisfied are you with your interactions with the County in the last 12 months? Base: Rocky View County Residents who have interacted with the County in the past 12 months (2025: n=192, 2024: n=692; 2023: n=177, 2022: n=736)

*Slight change to Q9 wording to distinguish between employees and council. Interpret trending results with caution.

3.3

Detailed Results

3.1 Programs and Services

3.2 County Interactions

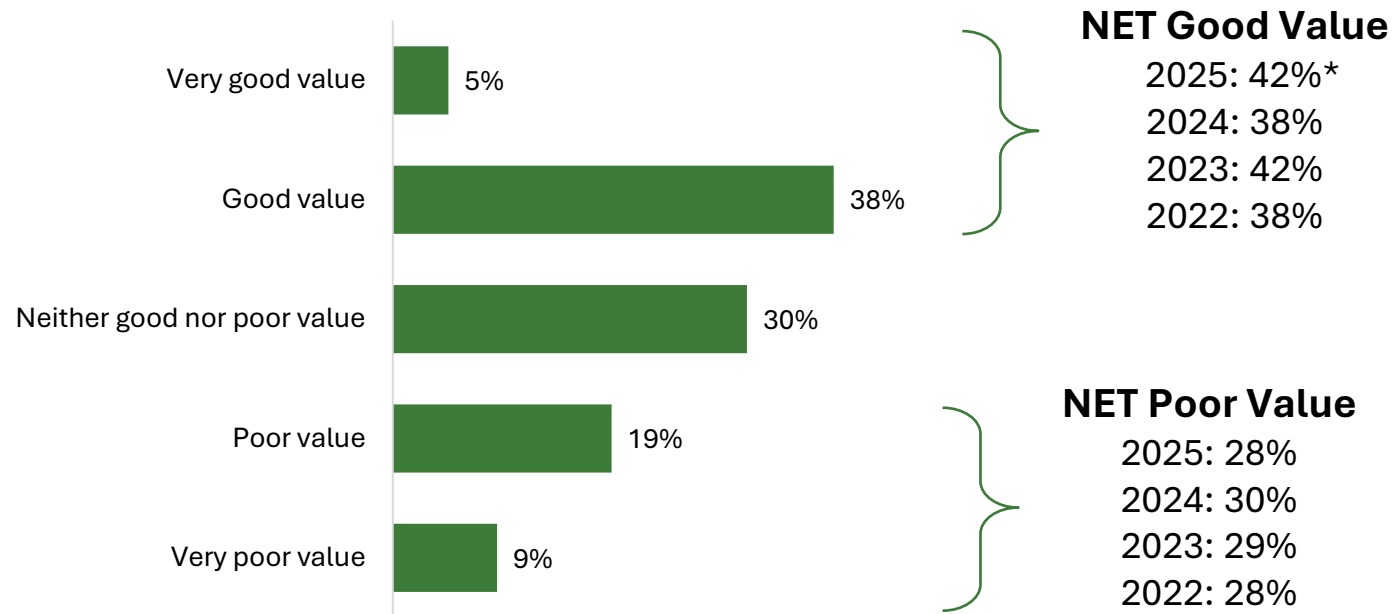
3.3 Value From Property Tax Dollars

3.4 Top Issues

Perceived Value from Municipal Property Tax Dollars

Perceived value from municipal property tax dollars has remained stable in 2025, with only two-in-five (42%) Rocky View County residents rating the value they feel they receive from their municipal property tax dollars as good/very good. Nearly an equal proportion of Rocky View County Residents rate the value they receive as poor/very poor (28%) or as neither good nor poor (30%).

There is an opportunity to increase perceived value among this group. Increasing advertising/messaging on how tax dollars are used, the value they provide, why they are increasing, and on resources available may help to increase perceptions.



Q11. Please rate the value you feel you receive from your municipal property tax dollars.
 Base: Rocky View County Residents. Excluding Don't know/Not applicable (2025: n=338, 2024: n=1,295, 2023: n=344, 2022: n=1,517)
 Caution when interpreting results as don't know/not applicable was not included as a response in the 2022 survey.
 *Indicates rounding

Perceived Value from Municipal Property Tax Dollars

Detailed Analysis

Overall, those who rate the value they feel they receive from their municipal property tax dollars as **good**, are more likely than those who rate it as **poor** to have **positive views** about the County overall, and the programs and services available.

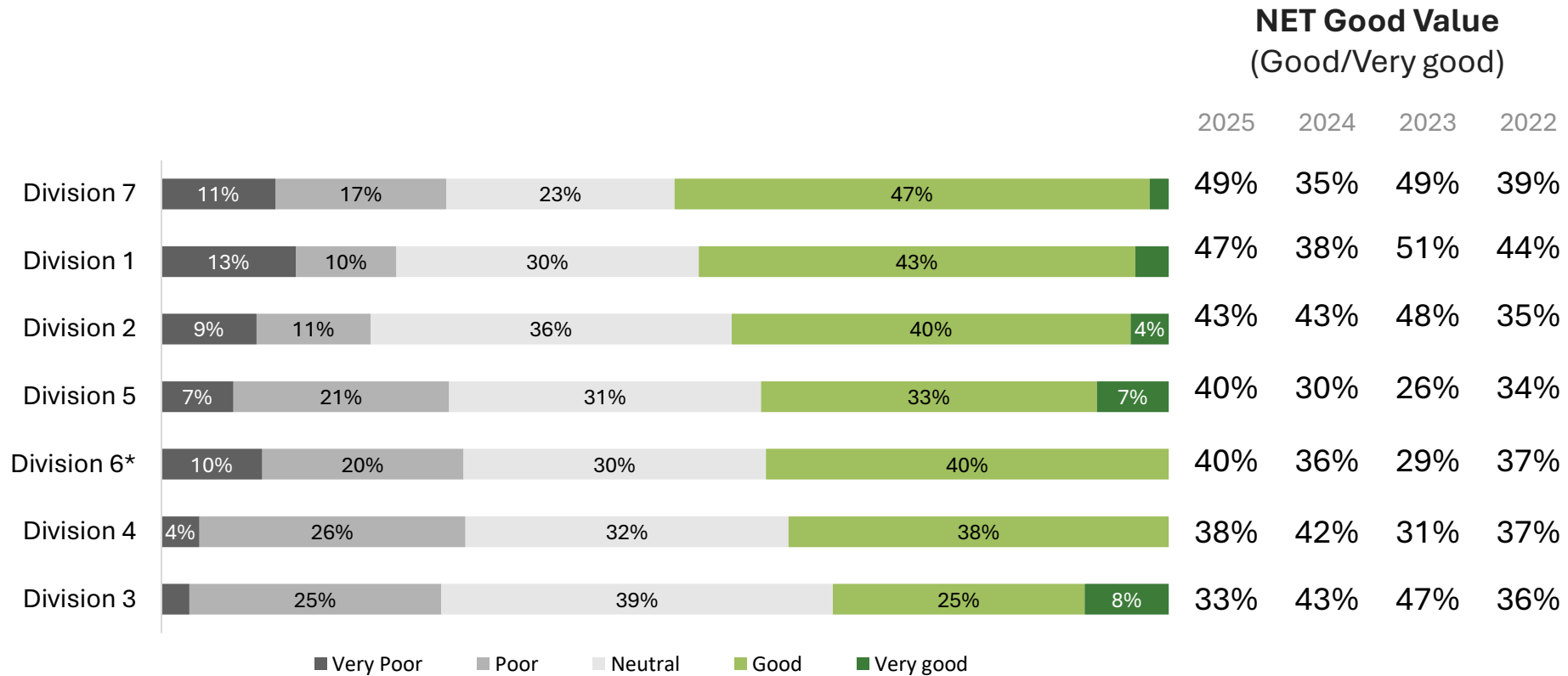
		Value for Tax Dollars	
% Satisfied with...		Good (Good/Very Good)	Poor (Poor/Very Poor)
	The level of services and programs	90% ▲	35% ▼
	The amount of services and programs	83% ▲	30% ▼
	The quality of services and programs	83% ▲	23% ▼
	Information provided by the County	82% ▲	35% ▼
	Public engagement opportunities provided by the County	71% ▲	35% ▼
	Interactions with the County	78% ▲	36% ▼

▲ ▼ significantly higher/lower than other subgroup

Q11. Please rate the value you feel you receive from your municipal property tax dollars.
 Base: Rocky View County Residents (2025: n=350)

Perceived Value from Municipal Property Tax Dollars by Division

When looking between divisions, Division 7 and 1 have the highest levels of value for tax dollars, while Division 4 and 3 have the lowest, however there are no statistically significant differences between divisions. In 2025, value for tax dollars between divisions is consistent with 2024.



42%
feel they receive
good/very good
value from their
municipal
property tax
dollars
(2025)

Q11. Please rate the value you feel you receive from your municipal property tax dollars. Base: Rocky View County Residents, excluding Don't know / Not applicable (2025: n=20-53, 2024 n=123-215; 2023: n=21-68, 2022: n=158-273)
 Responses 3% or less, not labelled. *Caution small sample size (n<30).
 Caution when interpreting results as don't know/not applicable was not included as a response in the 2022 survey.

3.4

Detailed Results

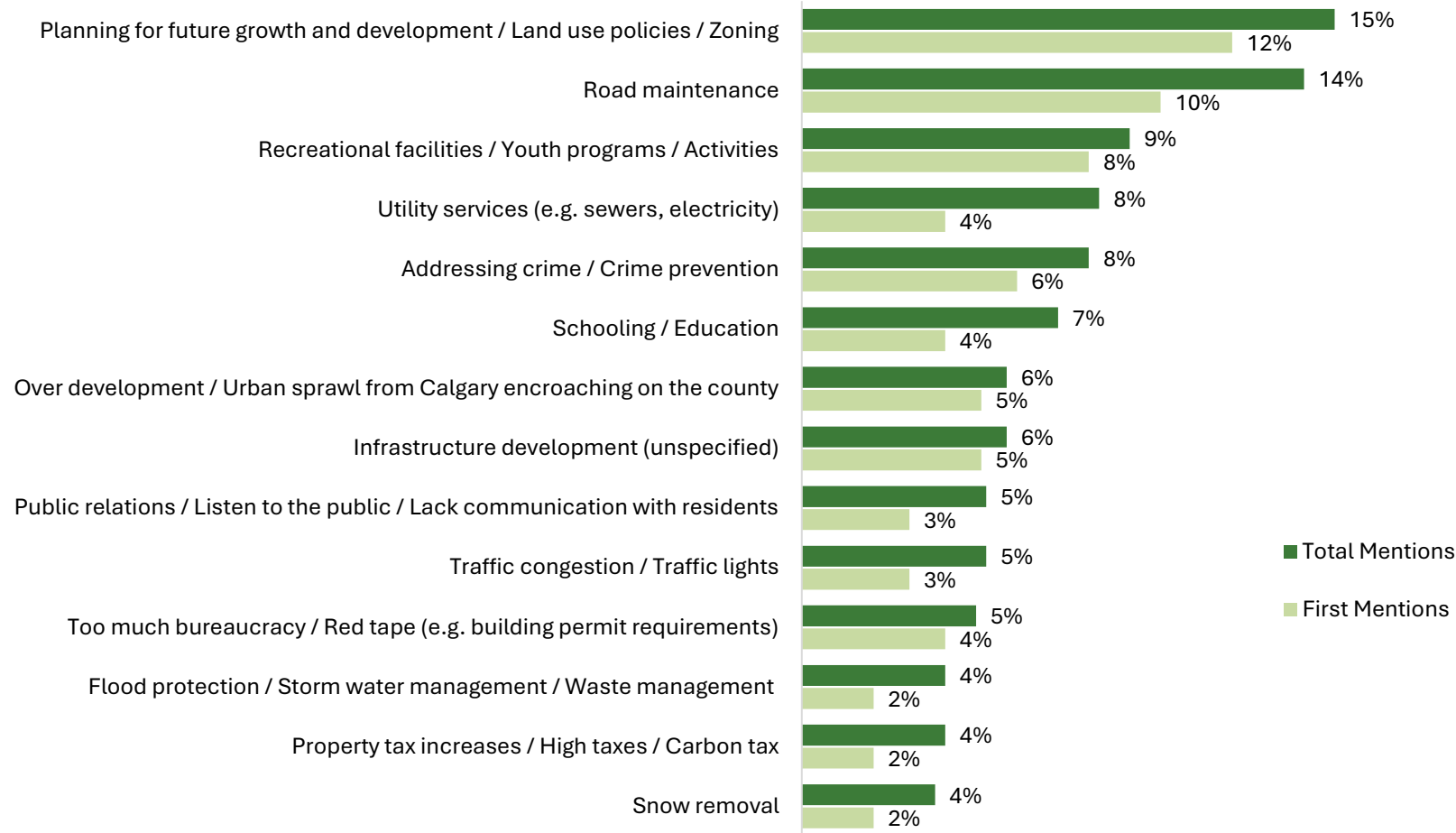
3.1 Programs and Services

3.2 County Interactions

3.3 Value From Property Tax Dollars

3.4 Top Issues

Most Important Local Issues in Rocky View County



The most important local issue in Rocky View County according to its residents is planning for the future growth and development, road maintenance and recreational facilities.

Many of the other issues mentioned by resident's link to making plans for the ongoing growth in Rocky View County, with mentions of over development, infrastructure development and traffic congestion.

Q12 As a resident of Rocky View County, what do you feel are the two most important LOCAL issues facing the County today, and that you feel should receive the greatest attention from your local leaders? Base: All residents (n=350)
 Total responses less than 4% not shown. 'Prefer not to answer' (17%) not shown.

Most Important Local Issues in Rocky View County

By Division

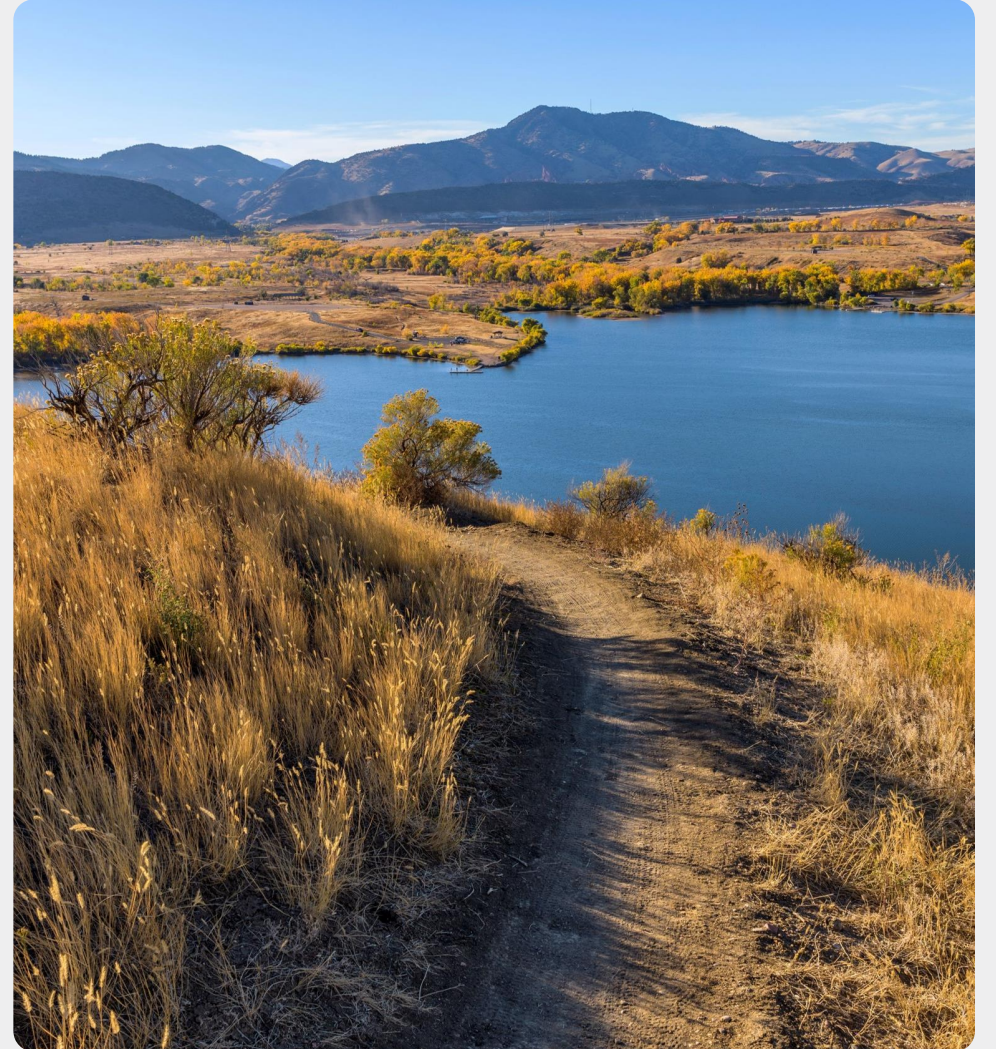
Top Issues	Total	1	2	3	4	5	6	7
	(n=350)	(n=32)	(n=53)	(n=38)	(n=53)	(n=43)	(n=22)*	(n=54)
Planning for future growth and development / Land use policies / Zoning	15%	9%	21%	18%	25%	5%	14%	13%
Road maintenance	14%	16%	6%	18%	13%	19%	27%	11%
Recreational facilities / Youth programs / Activities	9%	-	11%	3%	4%	5%	14%	30%
Utility services (e.g. sewers, electricity)	8%	6%	8%	11%	6%	-	5%	17%
Addressing crime / Crime prevention	8%	22%	9%	-	6%	9%	5%	9%
Schooling / Education	7%	6%	6%	3%	15%	2%	14%	7%
Over development / Urban sprawl from Calgary encroaching on the county	6%	-	11%	5%	9%	2%	5%	2%
Infrastructure development (unspecified)	6%	6%	8%	5%	4%	5%	-	7%
Public relations / Listen to the public / Lack communication with residents	5%	6%	11%	-	4%	5%	5%	6%
Traffic congestion / Traffic lights	5%	3%	8%	8%	2%	5%	-	7%
Too much bureaucracy / Red tape (e.g. building permit requirements)	5%	3%	4%	8%	4%	2%	9%	4%
Flood protection / Storm water management / Waste management (e.g. garbage, recycling, composting)	4%	-	6%	3%	6%	5%	9%	2%
Property tax increases / High taxes / Carbon tax	4%	9%	-	3%	4%	2%	5%	7%
Snow removal	4%	3%	4%	3%	2%	2%	9%	4%

% indicates top issue within Division

Q12 As a resident of Rocky View County, what do you feel are the two most important LOCAL issues facing the County today, and that you feel should receive the greatest attention from your local leaders? Base: All residents (n=350)
 Total responses less than 4% not shown. 'Prefer not to answer' not shown.

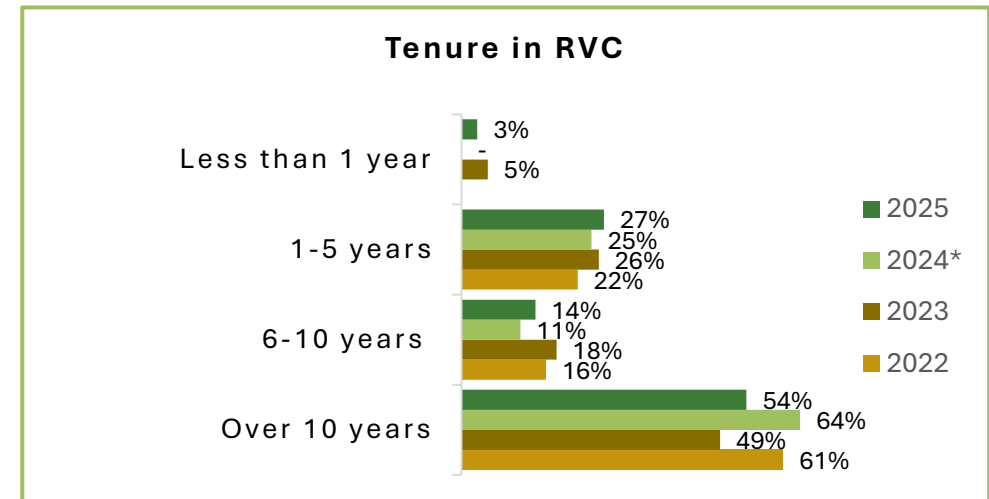
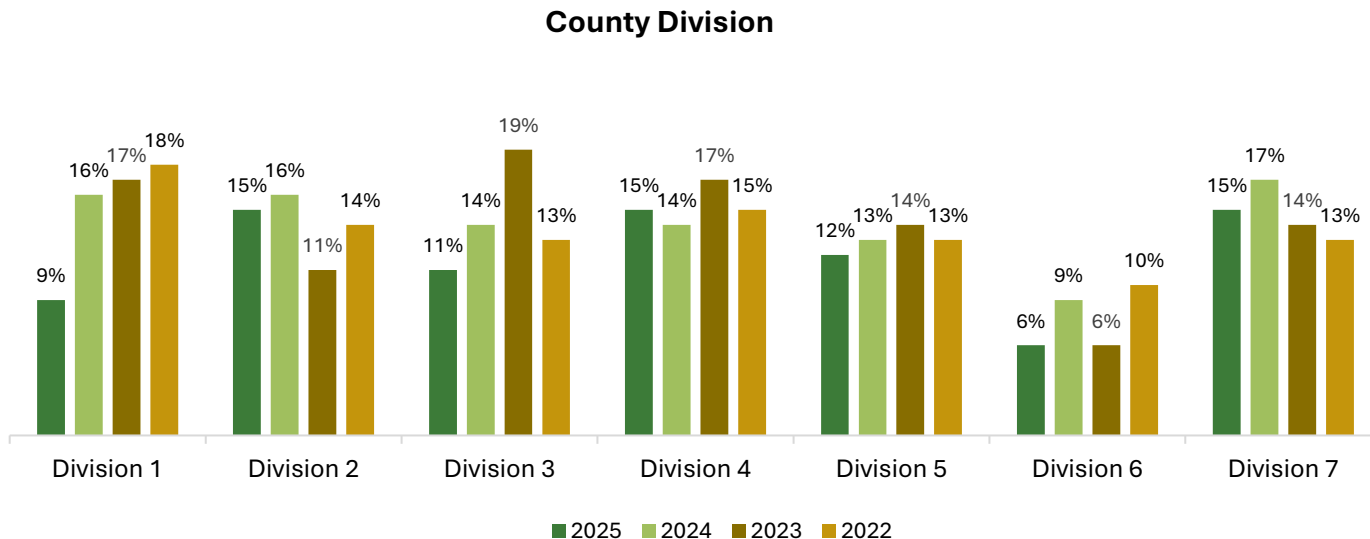
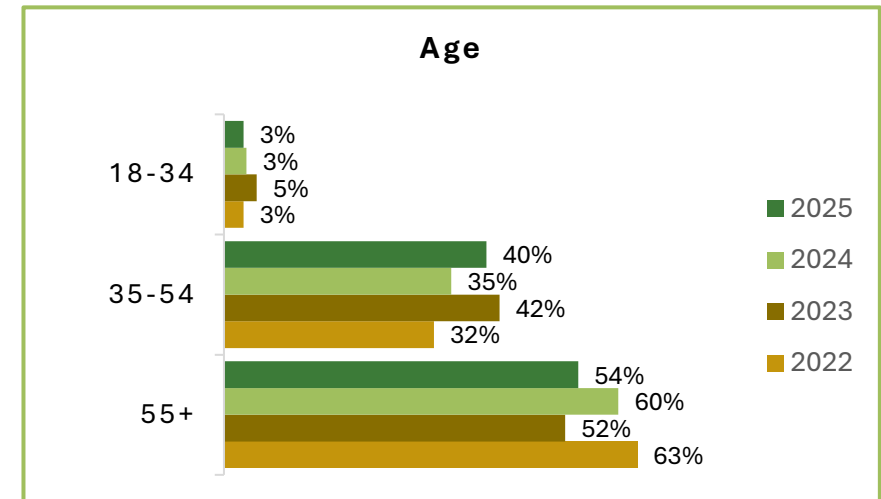
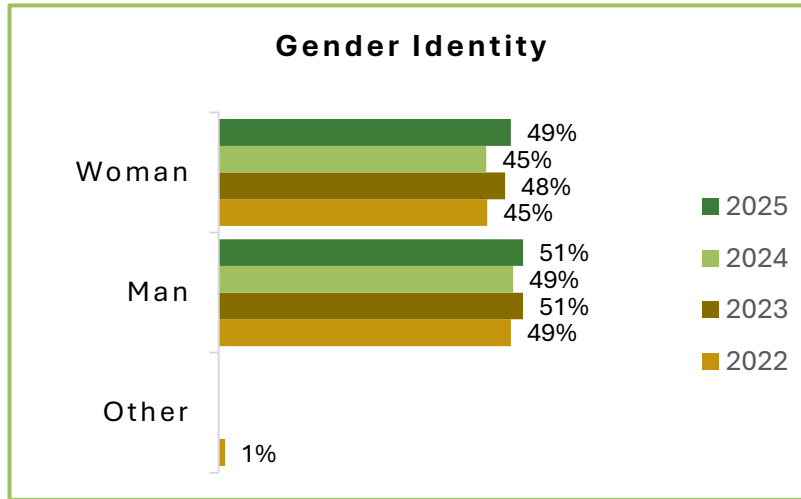
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Respondent Profile



Rocky View County Residents

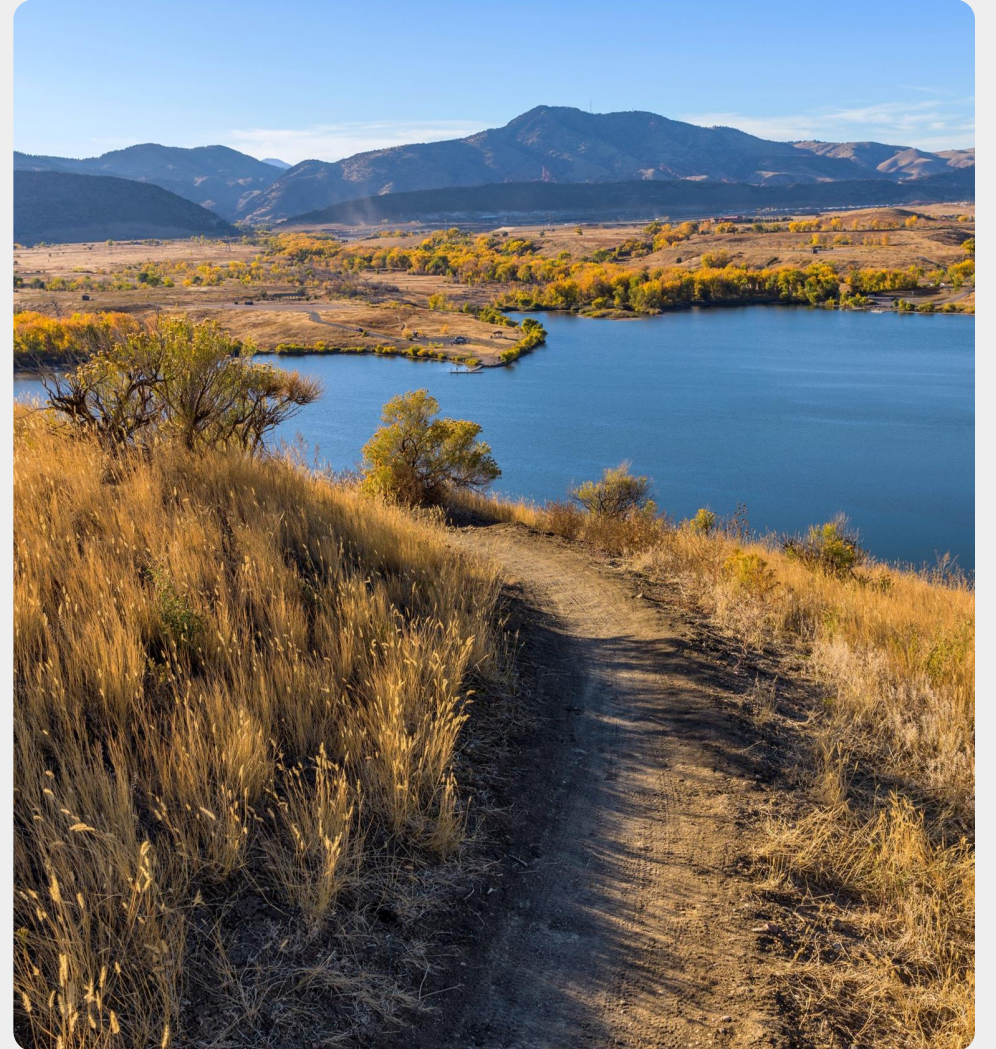
94%
 Of respondents live in and pay taxes to Rocky View County
 (97% in 2024; 95% in 2022 & 2023)



*2024 data is 6-9 years and Over 10 years

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Respondent Profile



OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger MetriCX**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

300

EMPLOYEES



185

CONSULTANTS



8

OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | PHILADELPHIA

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