



Report

Rocky View County Citizen's Perspectives

Citizen Satisfaction Survey



ROCKY VIEW
COUNTY

Date: May 2026



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Background & Methodology



Background and Objectives



Background

The purpose of this research is to gather a current view of the County, citizens residing in it, and general attitudes and behaviours, tracking any significant changes. Refreshing what the County knows and understands about its residents in 2026 will better support decision-making as it relates to operations, services, and budgets.

As the information will guide important strategic decisions around long-term planning, priority setting, budgeting, communications activities, and issue management within Rocky View County, it is essential that all residents were provided the opportunity to complete the survey (online, telephone, paper) to ensure a large sample size was achieved to enable inferences to be drawn about the population.

Objectives

Key Metrics:

- A statistical analysis of citizen awareness of and satisfaction with the quality and delivery of municipal services and with quality of life in the community (in targeted aspects);
- A summary of citizen feedback on what is working well, what needs improvement, and what may be new areas for attention municipally and in the wider community;
- An evaluation of perceived budget and service priorities, as well as perceived value for property taxes;
- An assessment of resident/taxpayer information needs, priorities and satisfaction with current communication vehicles, including their desire to participate in opportunities for community involvement;
- A comparison of Rocky View County against benchmarks within Alberta on key measures.

Methodology

The 2026 Rocky View County Citizen Satisfaction Survey was conducted via an online survey accessed through direct mail. Rocky View County residents were sent a direct mail invitation including a URL and a unique 5-digit PIN to access the online survey platform. Residents were also provided access to a paper version of the survey upon request. After two weeks in field, residents who had not completed the mail-to-online survey were followed up with through telephone.

Telephone and online results were combined given the majority of measures were consistent between both and it better represents the county as a whole. Additionally, both methodologies used the same sample list and therefore can be combined. Leger has provided a set of measures at the end split out by online vs. telephone for Rocky View County's convenience where results differed slightly. Generally, speaking, those who completed by telephone were more likely to skew positive in their perceptions/responses.



Methodology

n=1,489 Rocky View County residents completed the survey (n=984 completed the survey online and n=505 completed the survey through telephone)

Phase 1: Mail-to-web online survey with Rocky View County residents

23,578 survey invites were sent through mail

Phase 2: Follow-up telephone survey with those who did not complete online

13,478 follow-up telephone survey calls were made to those who did not complete the online survey and had a telephone number available

The survey was administered online or over the phone and took respondents an average of 23.89 minutes to complete. All data is combined for reporting purposes.



When

The citizen satisfaction survey was conducted online from February 19th to March 24th, 2026



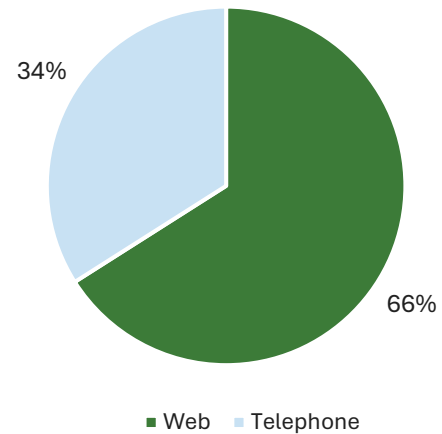
Margin of Error

While a margin of error can not technically be calculated from a panel sample, for comparison purposes, a probability sample of n=1,489 yields a margin of error no greater than $\pm 2.5\%$ (19 times out of 20) for the total sample.

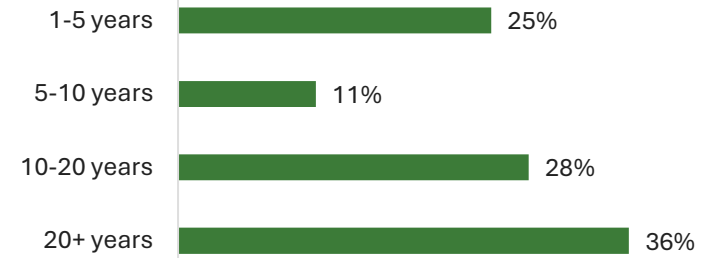
Rocky View County Respondent Profile

95%
of respondents live in
and pay taxes to Rocky
View County

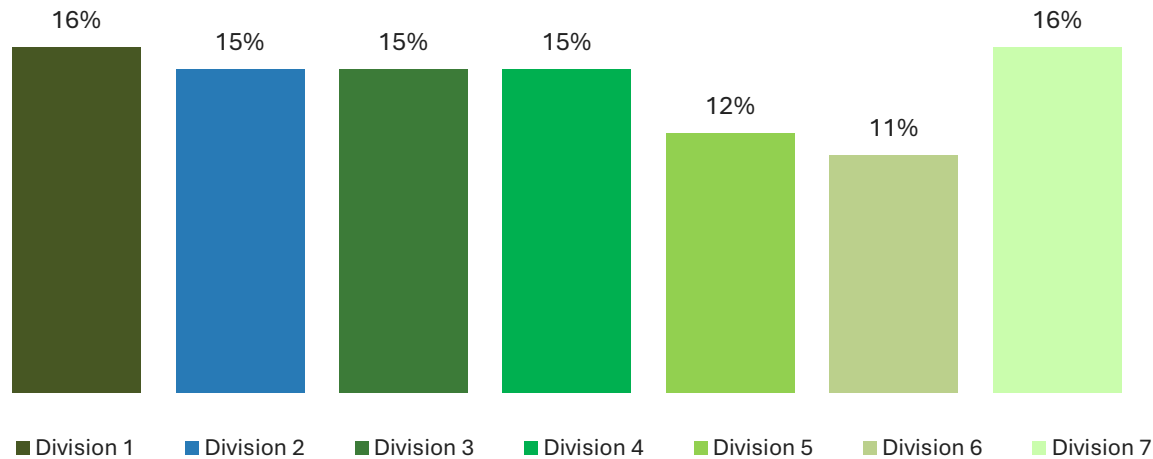
Survey Completion



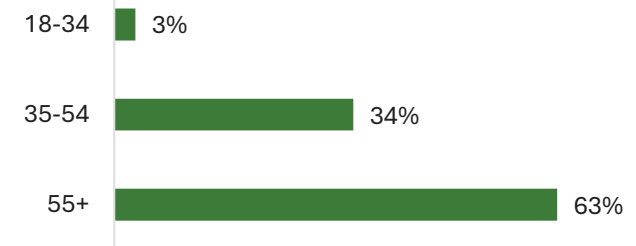
Tenure in RVC



County Division



Age



2

Strategic Insights



Strategic Insights



Satisfaction & Engagement

Rocky View County residents report strong overall satisfaction and high engagement, with nearly 9 in 10 rating quality of life positively and a majority interacting with the County or participating in engagement activities.

While satisfaction with services and communications has improved, residents continue to seek more information and greater involvement, particularly around future planning and development.



Issues

Residents' top concerns center on growth and how it is managed, including overdevelopment, traffic pressures, and preserving rural character.

Dissatisfaction is driven by planning processes and a perceived disconnect between resident feedback and County actions, indicating a need for clearer direction, transparency, and responsiveness.



Information

Residents place high value on receiving timely, transparent information and show strong engagement relative to provincial benchmarks.

Despite improvements, many still feel under-informed, particularly on development and planning, highlighting an opportunity to strengthen direct communication and clarity on decisions.



Engagement

Public engagement levels are strong and improving, with more residents feeling able to participate and access opportunities.

However, a key gap remains in closing the feedback loop, residents are less confident that their input is used or reflected in decisions, reinforcing a need for greater transparency and follow-through.

Key Takeaways & What this Means for Council



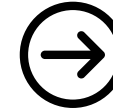
Key Takeaways

- Residents report **strong satisfaction and quality of life**, with high engagement levels
- However, concerns are increasingly focused on **growth, planning, and development pressures**
- There is a clear **gap between engagement and perceived impact**, residents participate but don't always feel heard
- Perceptions of **service delivery are improving**, but **planning-related services and processes remain a key pain point**



What This Means for Council

- **Growth management is the defining issue**
→ Residents want clarity on how development is being guided while preserving community character
- **Transparency and communication must go further**
→ Not just sharing information, but clearly showing how decisions are made and why
- **Close the feedback loop**
→ Demonstrate how resident input influences outcomes to build trust and confidence
- **Prioritize high-impact improvements**
→ Focus on areas that matter most to satisfaction:
 - Public engagement – currently working, but not convincing.
 - Planning and development processes – planning is the pressure point
 - Communication and accessibility of information – communication is not the issue, confidence is



Where to Focus

- **Enhance communication on planning and development**
→ Shift from “informing” to “explaining” trade-offs → Proactively share future plans, trade-offs, and rationale
→ Make decisions visible, not just outcomes
- **Show how feedback is used**
→ “You said, we did” approach to reinforce responsiveness
→ Normalize that not all feedback leads to change, but is still considered
- **Simplify and improve planning processes**
→ Address concerns around complexity, responsiveness, and clarity
→ Reduce perceived uncertainty around growth
- **Maintain strengths while improving gaps**
→ Continue strong performance in core services (e.g., snow removal, safety)
→ Reallocate focus to high-impact perception drivers

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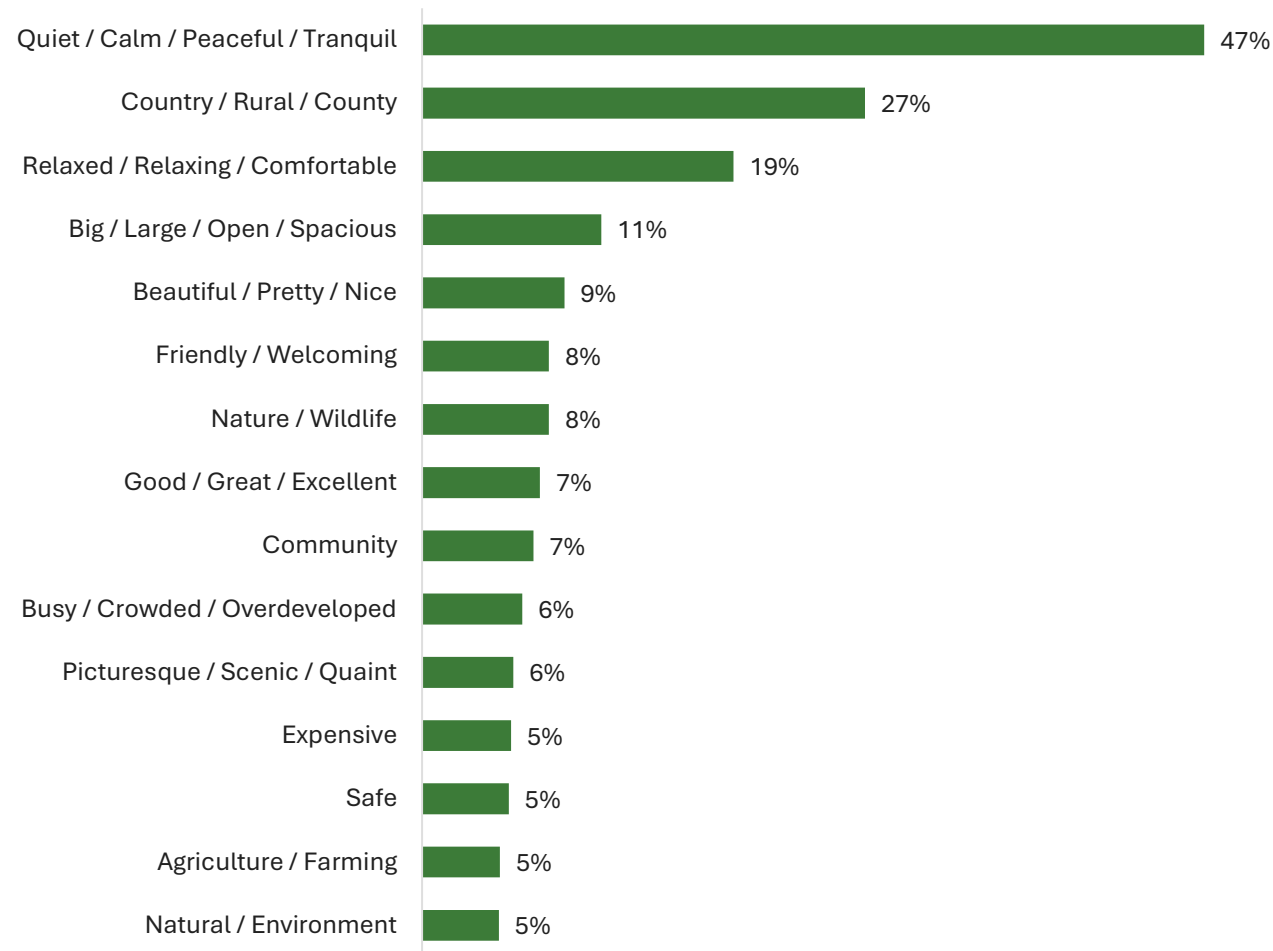
Detailed Results

3.1



Quality of Life

Words That Describe the Rocky View County Lifestyle



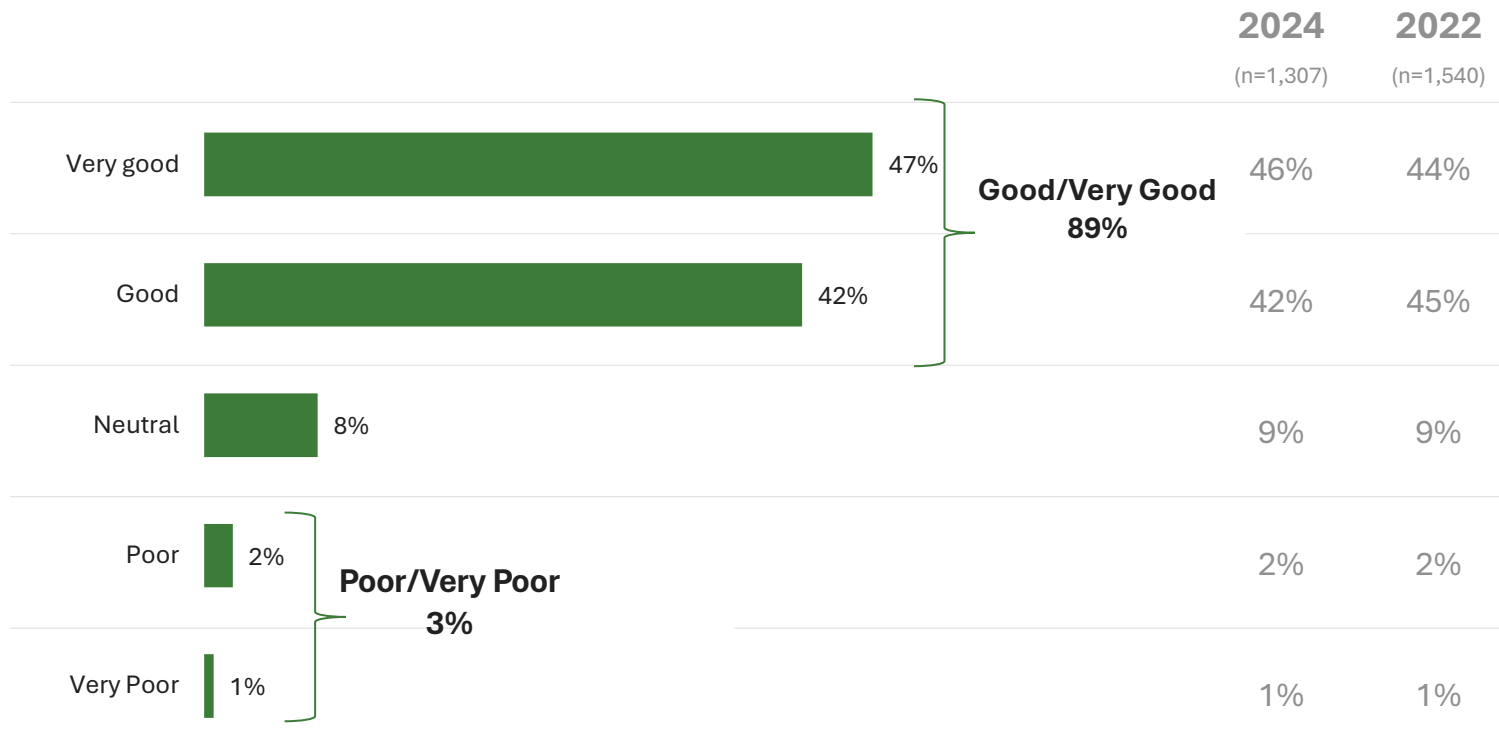
Most residents describe the Rocky View lifestyle as quiet, peaceful, and calm, reinforcing its strong appeal as a tranquil place to live.

The County is also seen as rural and comfortable, highlighting its balance of space and livability.

Negative perceptions are minimal, describing it as busy, crowded, or overdeveloped.

A0: What three words or sentences would you use to describe the “Rocky View lifestyle”? (Wording change in 2026) Base: All residents (n=1,489)
 *Note responses 5% and greater are shown.

Overall Quality of Life in Rocky View County



Alberta Benchmark

Overall quality of life remains very strong, with 89% of residents rating it as good or very good.

Results are stable and exceeds with the Alberta benchmark.

Negative ratings remain minimal.

Changes to Quality of Life in the Past Three Years



Alberta Benchmark

		2024 (n=1,307)	2022 (n=1,540)
Improved	11%	11%	8%
Stayed the same	63%	64%	70%
Worsened	26%	25%	21%

Most residents report their quality of life has remained stable, consistent over time.

However, perceptions of worsening have increased slightly over previous years suggesting emerging pressure points.

A smaller proportion report improvements.

Reasons for Improved Quality of Life

		2024 (n=143)	2022 (n=126)
Community Atmosphere (NET)	39%	46%	38%
Good lifestyle / Country living / Nature / Peaceful	16%	21%	25%
Satisfied with quality of life	10%	9%	2%
Peace and quiet	7% ↑	1%	3%
Parks / Walkways / Recreation	6%	10%	8%
Friendly people / Family oriented	5%	8%	3%
Amenities and Services (NET)	34%	25%	33%
More amenities (e.g. shopping, restaurants)	21% ↑	10%	16%
Access to services (unspecified)	5%	6%	3%
Access to services (eg. water, sewer, natural gas)	5%	3%	8%
Good schools	4%	5%	2%
Less crime / Good police response times	3%	3%	2%
Maintenance and Infrastructure (NET)	30%	34%	40%
Infrastructure improvements (e.g. road expansion, utilities)	16%	16%	17%
Developments / Growing community	7%	7%	9%
Good road maintenance	6%	7%	12%
Rocky View Council (NET)	7% ↓	16%	9%
Affordable taxes	4%	5%	3%
Avoided overdevelopment / Responsible industrial growth	4% ↑	-	-

Improved quality of life is primarily attributed to strong community feel and access to amenities/services.

Residents are increasingly valuing a balance between quiet, less busy living and access to urban conveniences.

Emerging mentions of responsible growth suggest rising sensitivity to development, while Council influence seems to have stabilized after seeing an increase in 2024.

A3: Why do you think your quality of life has improved? Base: Residents whose quality of life has improved in the last three years (n=166)
 Total responses 2% or less not shown
 Other/Don't know/Prefer not to answer not shown

↑↓ Statistically significantly higher/lower than previous wave.

Reasons for Worsened Quality of Life

		2024 (n=326)	2022 (n=331)
Rising Population (NET)		48%	34%
Overdevelopment / Urban sprawl / Calgary encroachment		32%	18%
Too much density / Too crowded	↑	2%	2%
Loss of agricultural land / Loss of country lifestyle		7%	10%
Noisy and loud		9%	9%
Too much industry / Too commercial	↓	13%	5%
Maintenance and Infrastructure (NET)		44%	56%
Traffic congestion / Closed roads / Diverting routes		23%	35%
Infrastructure deficit		6%	5%
Poor road maintenance / Roads are in bad condition		8%	11%
Construction		2%	6%
Increased Costs/Poor Value (NET)		27%	16%
High taxes		15%	7%
Poor value for taxes / Lack of fiscal responsibility		9%	5%
High cost of living		7%	7%
Community Safety/Security (NET)		23%	15%
Road safety issues/speeding	↑	4%	-
Crime is on the rise / Community less safe	↓	13%	9%
Lack of by-law enforcement	↓	9%	7%
Leadership and Public Engagement (NET)		22%	25%
Lack of collaboration with residents		8%	11%
Lack of accountability / Transparency / Poor communication		10%	4%
Lack of municipal leadership		4%	10%
Amenities and Services (NET)	↓	20%	10%
Lack of available city services	↓	11%	4%
Environmental concern(NET)		10%	10%

Perceived declines in quality of life are largely tied to growth-related pressures, including rising population, crowding, and urban expansion.

These pressures are compounded by infrastructure strain, especially traffic and road conditions.

Other concerns, such as services, enforcement, and crime, are declining in importance, suggesting a shift toward growth management as the central issue.

A4: Why do you think your quality of life has worsened? Base: Residents whose quality of life worsened in the last three years (n=388)

Total responses 4% or less and other not shown

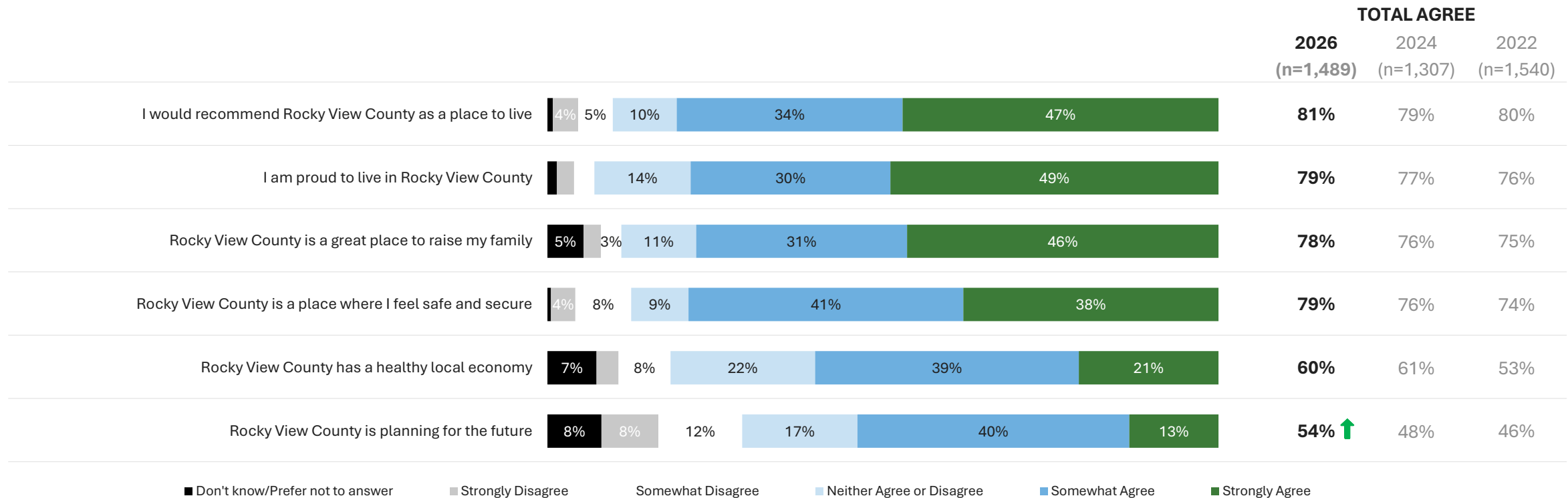
Other/Don't know/Prefer not to answer not shown

↑↓ Statistically significantly higher/lower than previous wave.

Resident Perceptions on Living in Rocky View County

Residents express consistently strong sentiment toward living in Rocky View County, particularly in terms of recommendation, pride, and quality of life for families.

In contrast, confidence in future planning lags behind, highlighting a potential gap between current satisfaction and future outlook.



A5: Please indicate your level of agreement with the following statements. Base: All residents (n=1,489)
 Responses less than 3% or less not labelled

↑↓ Statistically significantly higher/lower than previous wave.

3.2

Programs & Services

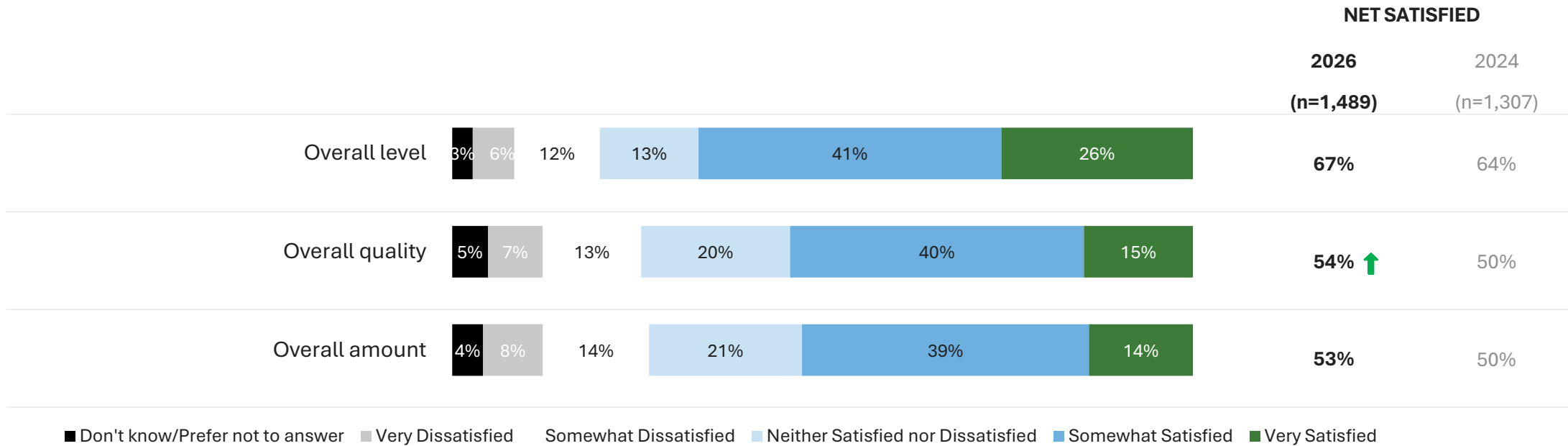


Overall Satisfaction with Services and Programs in Rocky View County

Satisfaction with County services is trending upward, driven by improvements in overall service level and quality. However, quality and quantity ratings remain lower than overall satisfaction, highlighting an opportunity to strengthen both service experience and availability.



Alberta Benchmark



B1A: How satisfied are you with the OVERALL amount (i.e., how many) of services and programs provided by Rocky View County?

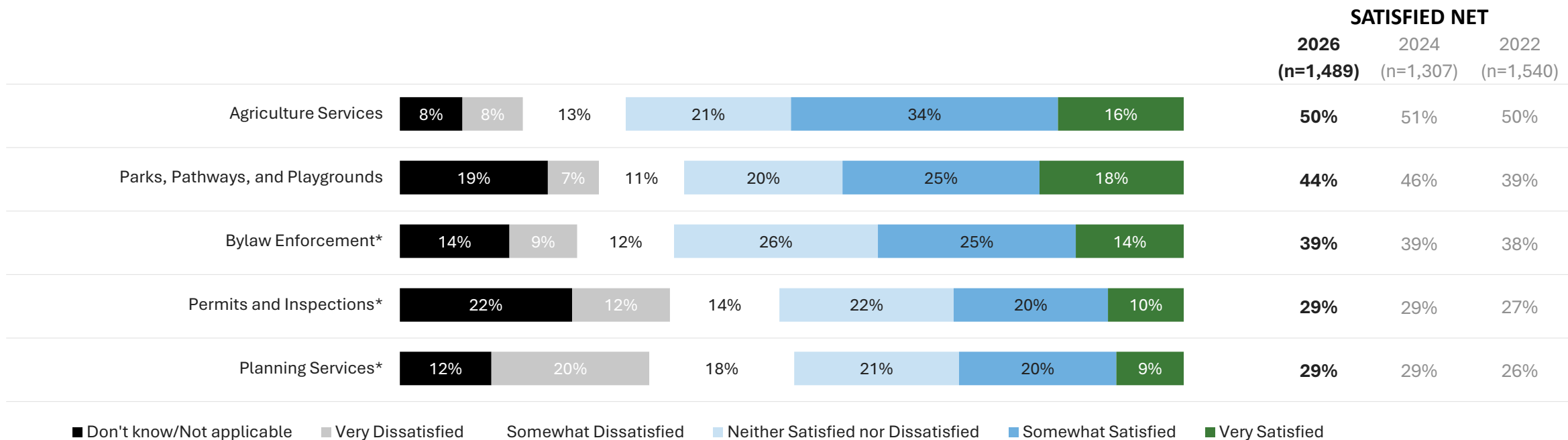
B1B: How satisfied are you with the OVERALL quality of services and programs provided by Rocky View County?

B1C: 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? ↑ ↓ Statistically significantly higher/lower than previous wave.

Base: Rocky View County Residents (n=1,307) / Question wording changed in 2024, 2022 tracking unavailable

Satisfaction with Environmental Services and Programs Provided by Rocky View County

Satisfaction with environmental services is mixed, with most ratings remaining below 50%. Agriculture and parks-related services lead, while permitting and planning services lag, highlighting a key gap in development-related services.



B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County.

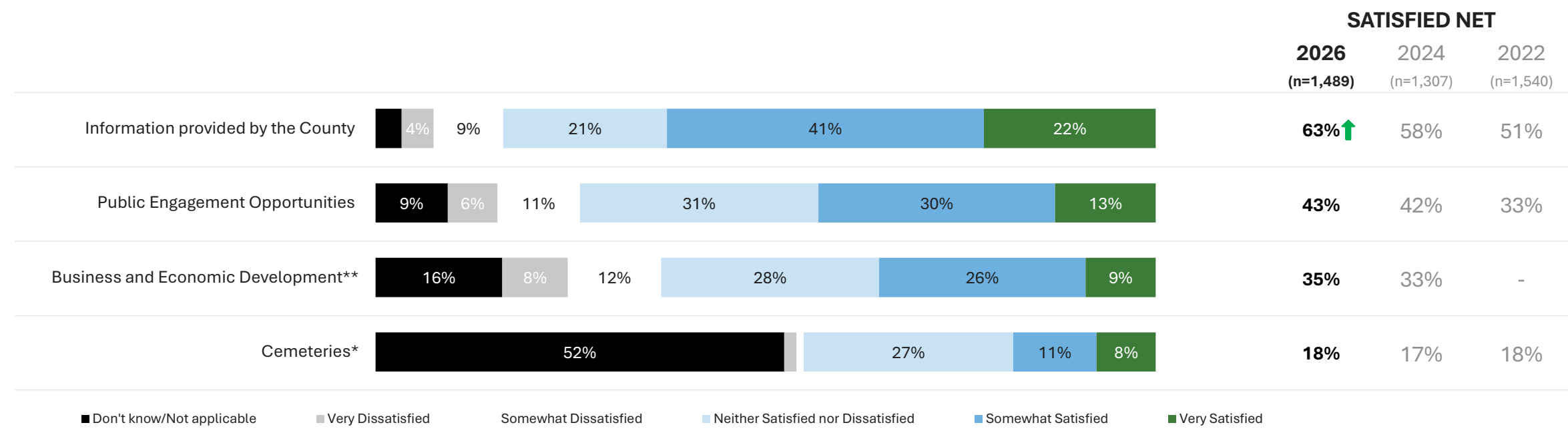
Base: All residents (n=1,489)

*Wording change from 2022 to 2024

↑↓ Statistically significantly higher/lower than previous wave.

Satisfaction with Resource and Communication Services Provided by Rocky View County

Satisfaction is trending upward, driven by strong performance in County communications, particularly information provision. Engagement and economic development lag behind, highlighting an opportunity to strengthen how residents connect with and experience County initiatives.

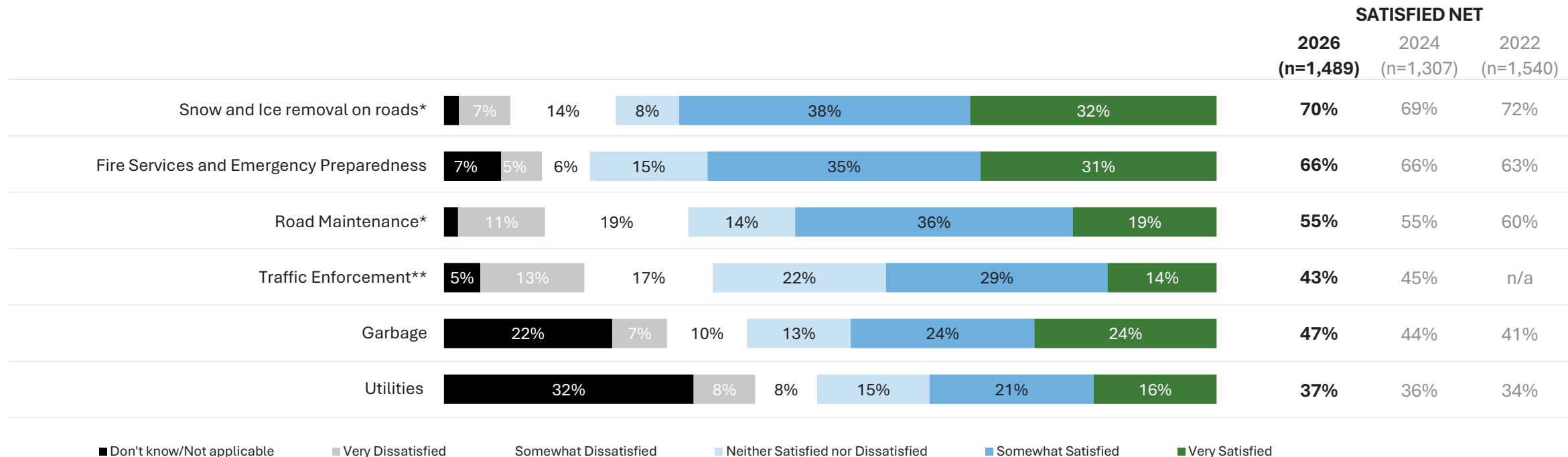


B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County.
 Base: All residents (n= 1,489)
 NOTE: Responses 3% or less not labelled

↑↓ Statistically significantly higher/lower than previous wave.

Satisfaction with **Community** Services and Programs Provided by Rocky View County

Community services are a key strength, with high satisfaction driven by core services like snow removal and emergency response. Traffic enforcement, garbage, and utilities lag behind, highlighting opportunities to improve day-to-day service delivery.



B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County.

Base: All residents (n=1,489)

NOTE: Labels 3% or less not shown.

Statistically significantly higher/lower than previous wave.

Key Driver Analysis

To shed light on drivers of resident satisfaction with the overall level, quality, and amount of County services and programs, respectively, a key driver analysis (KDA) based on the ordered logit regression model was conducted for each area.

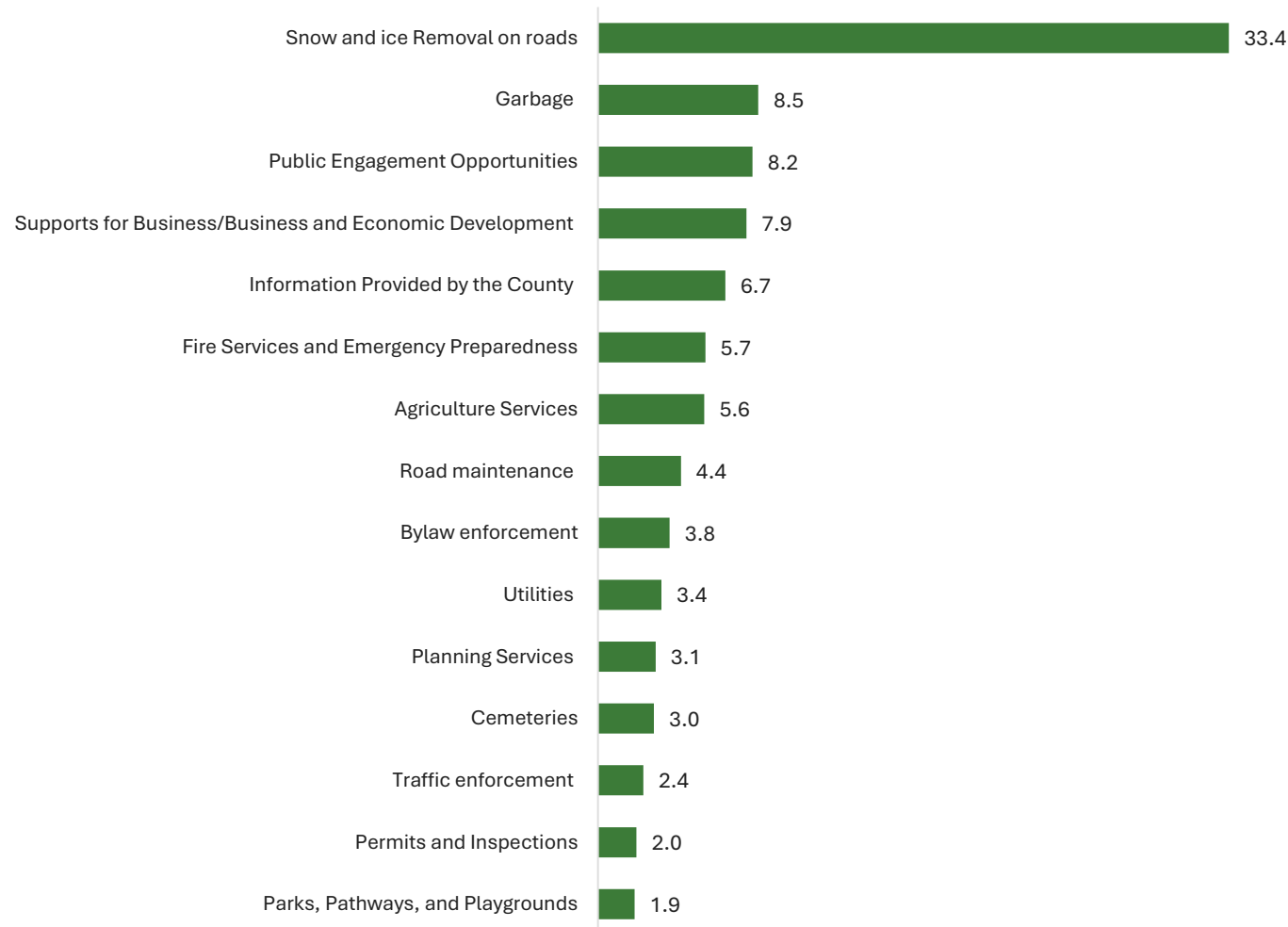
The KDA results provide relative importance scores derived through regression analysis. They provide the best discrimination across attributes by highlighting the most impactful factors (i.e., top satisfaction drivers) on overall satisfaction and determining which attributes are driving satisfaction more than others. The analysis helps identify the features that have the most influence on each aspect of services; information that can help provide insight into which features may help guide future planning and community initiatives.

Key Drivers of Level of Services and Programs

(i.e., how frequently, service response time frame)

Drivers of satisfaction with the overall level of services and programs

(Higher values indicate stronger association with overall satisfaction with service level)



Satisfaction with overall service levels is driven primarily by snow and ice removal, far outweighing all other factors.

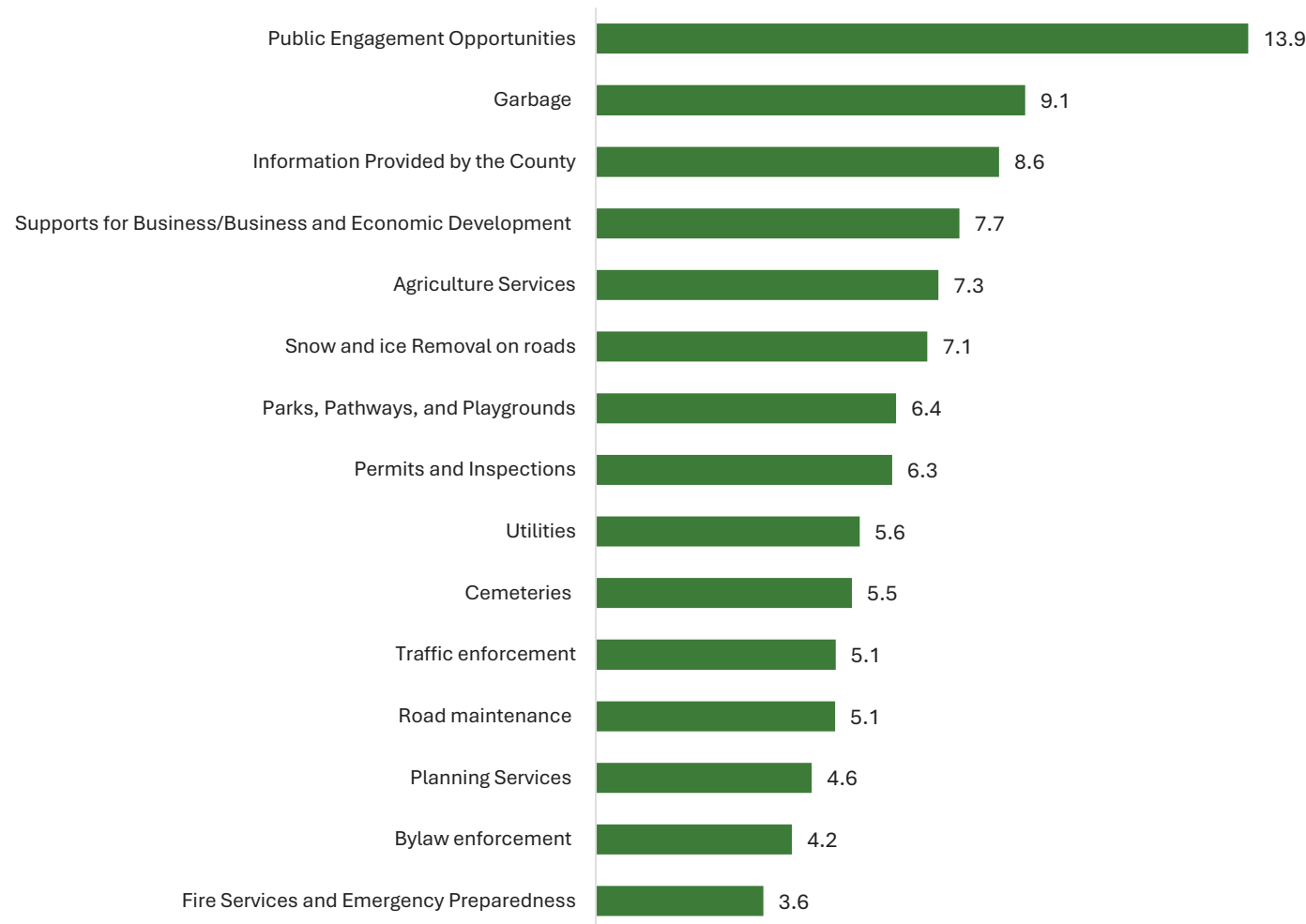
Secondary drivers include garbage, public engagement, and economic development, but with significantly lower impact.

Key Drivers of Quality of Services and Programs

(i.e., how good the service or program is)

Drivers of satisfaction with the overall quality of services and programs

(Higher values indicate stronger association with overall satisfaction with service quality)



Satisfaction with service quality is driven primarily by public engagement opportunities, followed by garbage services and information provided by the County.

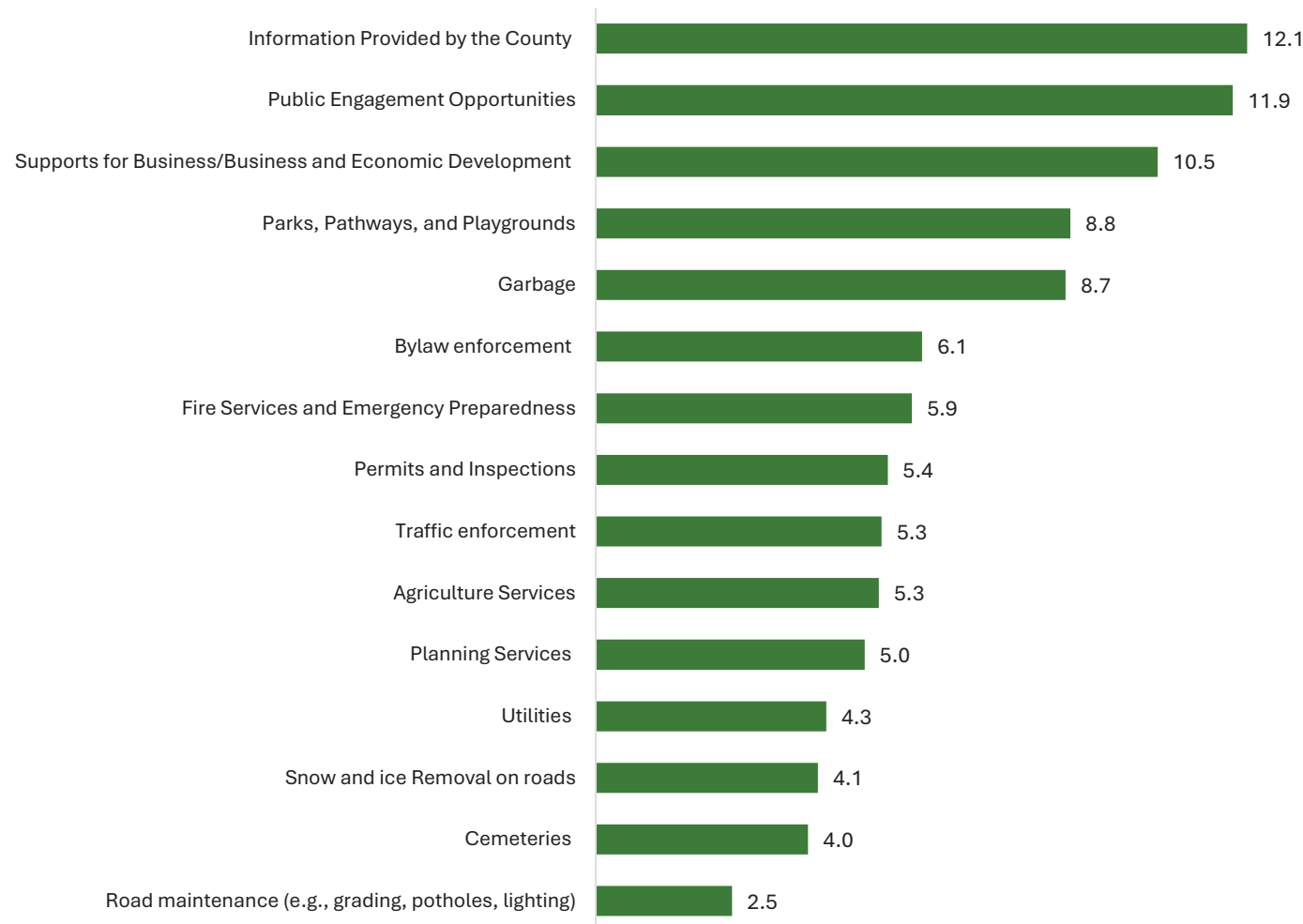
This highlights the importance of communication and engagement, alongside core service delivery.

Key Drivers of Amount of Services and Programs

(i.e., how many)

Drivers of satisfaction with the overall amount of services and programs

(Higher values indicate stronger association with overall satisfaction with service amount)



Satisfaction with the amount of services is driven primarily by information provided and public engagement, followed by business and economic supports.

Planning and permitting services also represent an opportunity area, with comparatively lower satisfaction despite moderate importance.”

This reinforces the importance of communication and access to services, rather than core service delivery alone.

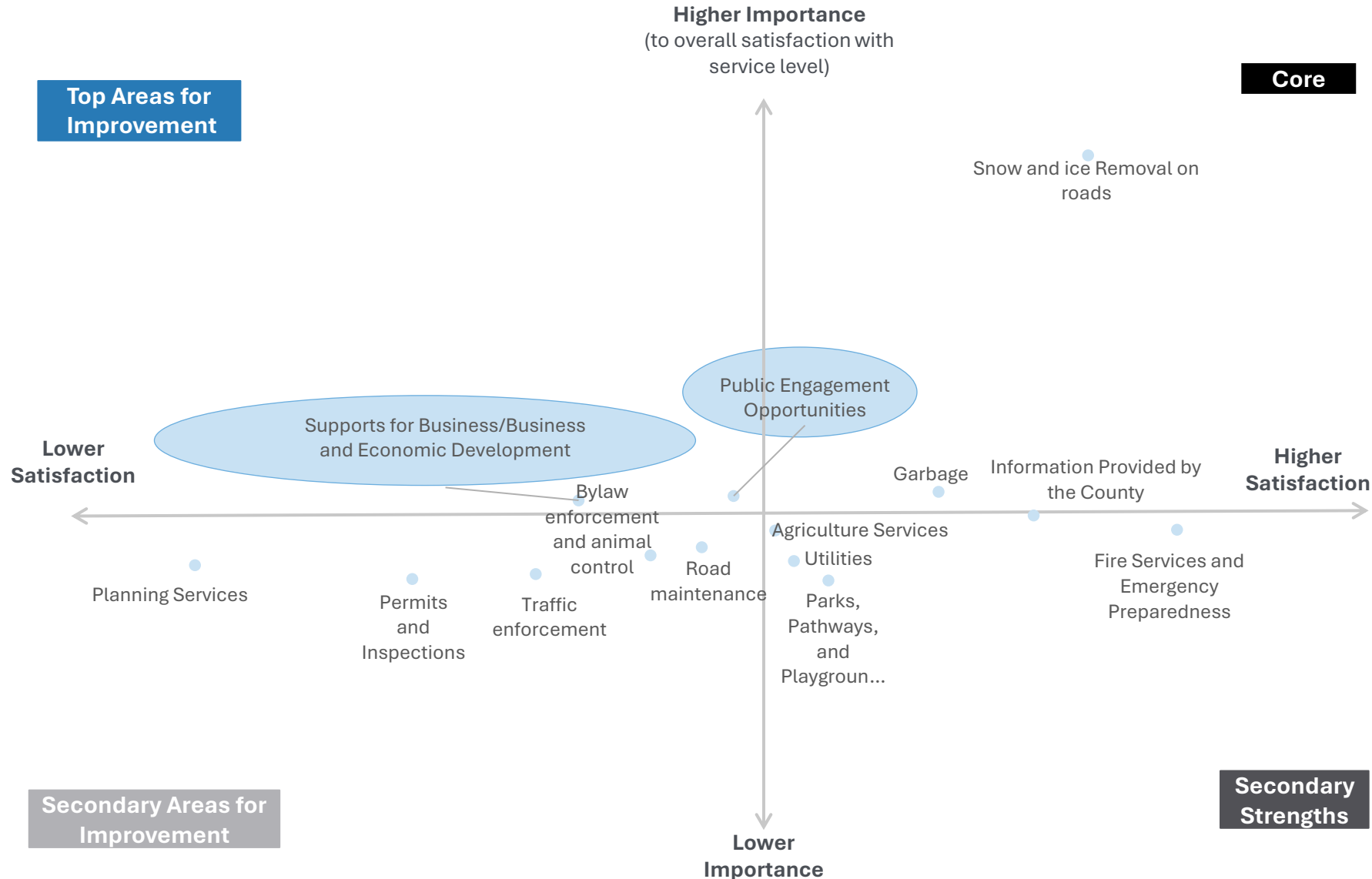
Key Driver Plot and Opportunity Grid

A key driver plot relates the resident's importance of an attribute (y-axis – derived from the key driver analysis) with performance in this same area (derived from survey answers). The importance relative to performance is displayed within four quadrants to identify the areas where actions will have the biggest impact and generate the most significant improvement in quality of life.

- **Core strengths** (high importance/high performance) represents the programs and services that are perceived as strengths.
- **Top areas for improvement** (high importance/low performance) includes elements that may require immediate attention.
- **Secondary areas for improvement** (low importance/low performance) does not represent an immediate threat; however, internal discussions may consider exploring opportunities to improve upon these areas as they may become more pressing concerns over time.
- **Secondary strengths** (low importance/high performance) includes elements whose high qualities have no impact on the total quality of life, so you may wish to consider allocating resources from these elements to other areas.

By taking the derived scores on importance values and performance values we create an intersection that establishes the four quadrants. The crosshairs in each image are created by establishing the mean scores for performance and importance measures, which explains why there is no consistency across each of the quadrant displays.

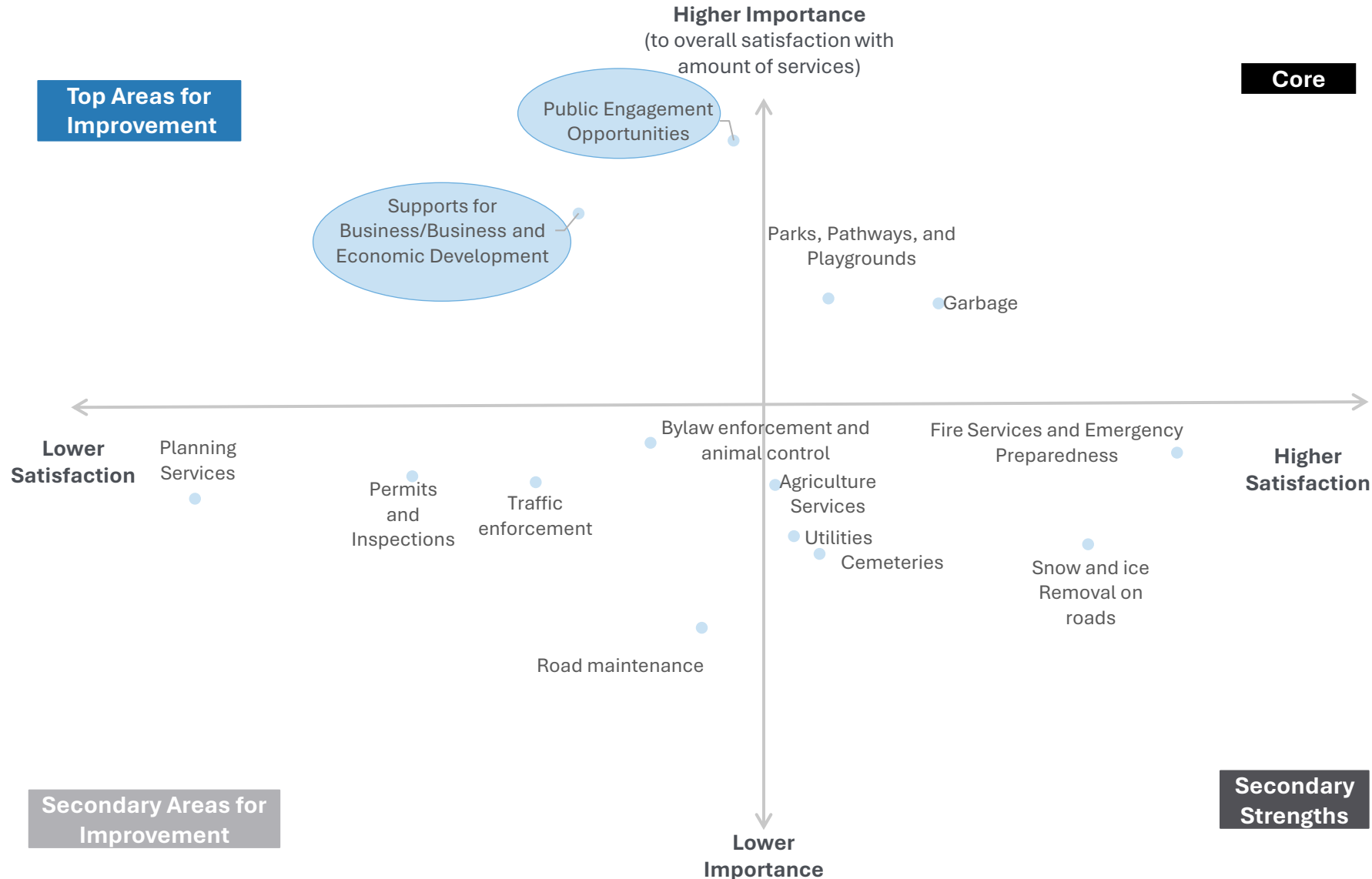
Key Driver Plot and Opportunity Grid - Overall Level



Public engagement and business/economic development are key areas for improvement, combining high importance with lower satisfaction.

Core strengths such as snow and ice removal, garbage, and information provision should be maintained to sustain overall satisfaction.

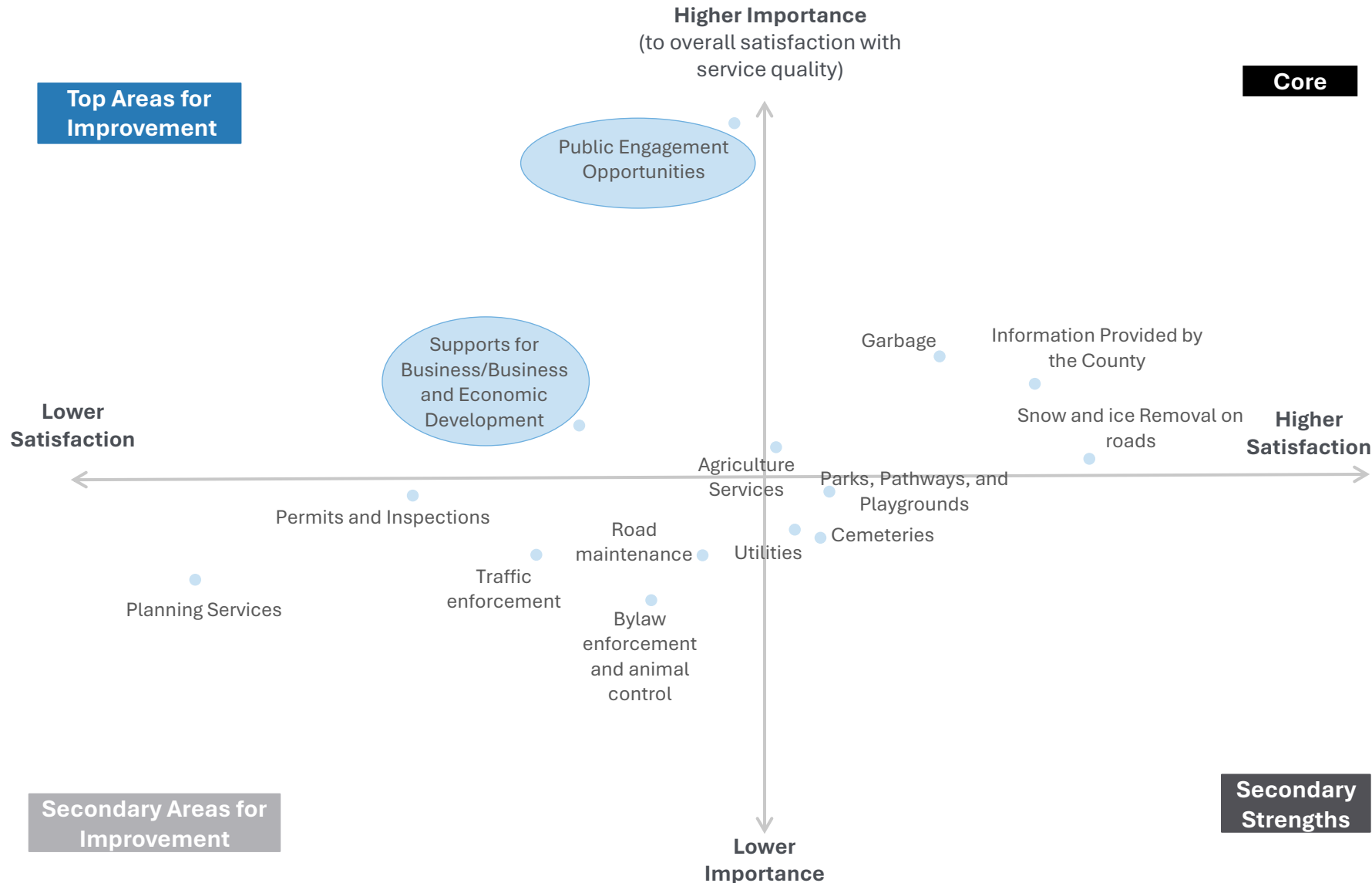
Key Driver Plot and Opportunity Grid - Overall Amount



Similar to *level*, for overall *amount* of services, public engagement opportunities and supports for businesses and economic development, are top areas for improvement.

To maintain satisfaction, the County can continue to maintain its strengths in garbage and parks, pathways and playgrounds.

Key Driver Plot and Opportunity Grid - Overall Quality



Again, for overall *quality* of services, public engagement opportunities and supports for businesses and economic development, are top areas for improvement, combining high importance with lower satisfaction.

To maintain satisfaction, the County can continue to maintain its strengths in garbage, information provided by the County and snow and ice removal.

Resident Dissatisfaction with Programs and Services Provided by Rocky View County

Top 10 Programs and Services Residents are Dissatisfied With (somewhat/strongly dissatisfied)		2024 (n=1,307)	2022 (n=1,540)
Planning Services (processing of land use re-zoning, subdivision and development permits)	39%	40%	46%
Traffic enforcement (i.e., speed, commercial vehicles, distracted driving)	30%	27%	N/A
Road maintenance (e.g., grading, potholes, lighting)	30%	30%	26%
Permits and Inspections (i.e., building permits & inspections, sub-trade permits & inspections)	26%	26%	25%
Bylaw enforcement (i.e., noise, nuisance and unsightly premises and animal control)	21%	23%	17%
Agriculture Services (i.e., weed control, roadside mowing, pest prevention)	21%	20%	21%
Supports for Business/Business and Economic Development	20%	23%	10%
Snow and ice Removal on roads	20%	20%	17%
Garbage (i.e., waste collection, recycling, transfer site, chuckwagon)	17%	19%	25%
Parks, Pathways, and Playgrounds	17%	18%	22%
Public Engagement Opportunities	17%	19%	21%

Planning services continue to drive dissatisfaction, with traffic enforcement and road maintenance also key concerns.

Rising dissatisfaction with enforcement and economic development points to growing pressure in growth management and regulation.

B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. Base: All residents (n= 1,489)
Top ten dissatisfied responses shown

Reasons for Dissatisfaction with Planning Services*

(i.e., processing of land use re-zoning, subdivision and development permits)

Among those who are dissatisfied with Planning Services

Process challenges are the dominant driver of dissatisfaction, far outweighing other concerns. Issues related to growth and development remain secondary, but reinforce planning services as a key pressure point for residents.

		2024 (n=72)	2022 (n=86)
County unresponsive to requests / Unhelpful / Complicated process	54% ↑	29%	12%
Overdevelopment / Preserving country life	26%	19%	26%
Planning for future growth and development / Land use policies	22% ↓	39%	5%
By-law enforcement / Permits	12%	10%	3%
Poor management / Inconsistent policies / Bad decisions	10%	17%	16%
High costs (eg. permits, utilities, taxes)	10%	4%	1%
Traffic / Road closures / Parking issues / Emergency egress closed	7%	3%	9%
Lack of information / Poor communication	6%	14%	7%
Lack of adequate road infrastructure (e.g. streetlights, traffic lights, signage)	6% ↑	-	-

B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with Planning services (n=82)
Responses 3% or less not shown

↑↓ Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Road Maintenance*

(e.g., grading, pot holes, lighting)

Among those who are dissatisfied with Road Maintenance

		2024 (n=72)	2022 (n=87)
Road maintenance (in general / general mentions)	82%	75%	78%
Lack of adequate road infrastructure	22%	15%	-
Poor snow removal / Takes too long / Leaves large windrows	15%	17%	11%
Traffic / Road closures / Parking issues / Emergency egress closed	6%	8%	17%
Flooding / Drainage issues	5%	4%	1%
Lack of traffic law enforcement	5%	4%	-

Road conditions overwhelmingly drive dissatisfaction, cited by a large majority of residents.

Other concerns, such as infrastructure and snow removal, play a secondary role, with limited impact beyond these key issues.

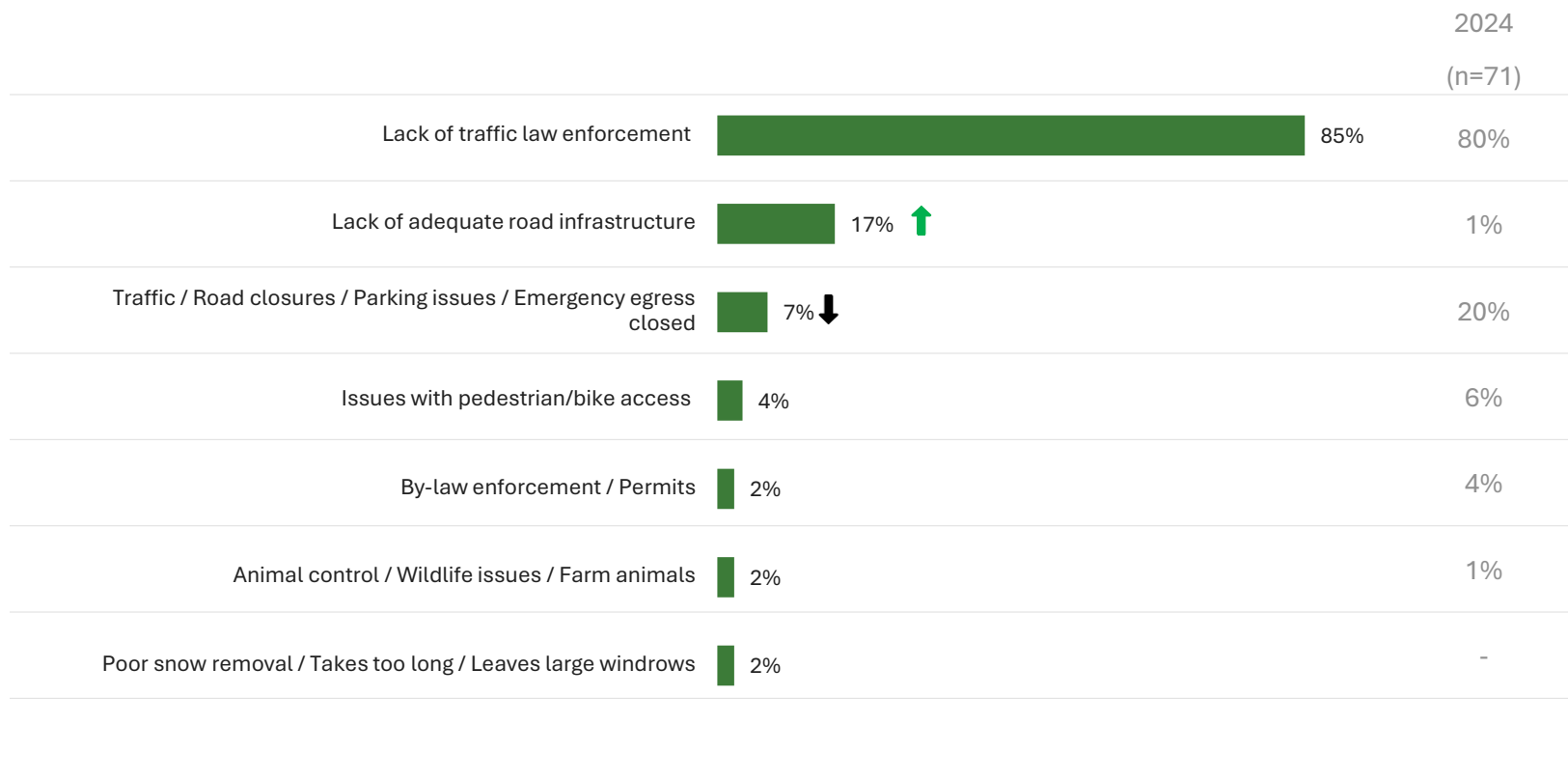
B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with Road Maintenance services (n=88)
Responses 4% or less not shown

Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Traffic Enforcement

(i.e., speed, commercial vehicles, distracted driving)

Among those who are dissatisfied with Traffic Enforcement



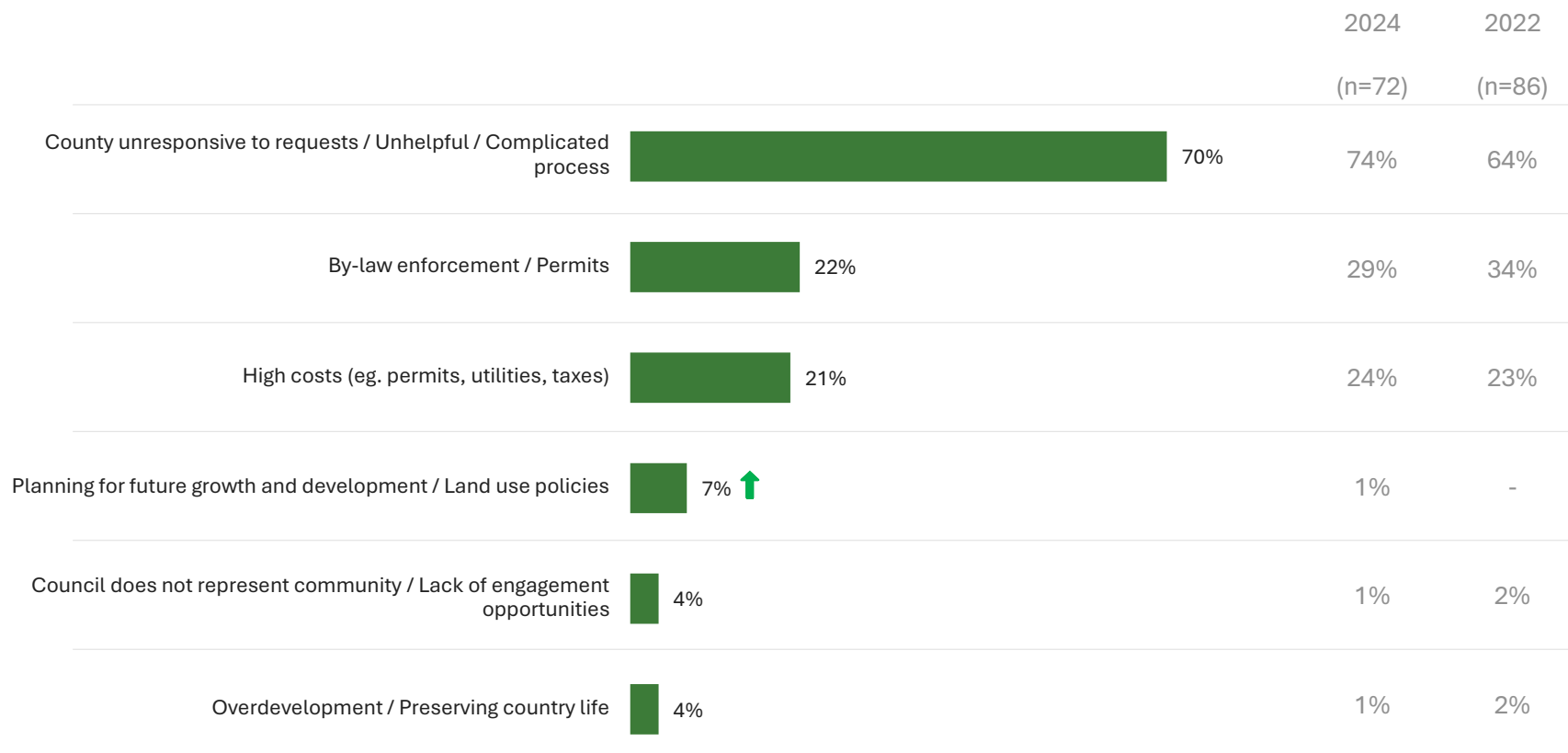
Lack of enforcement is the clear driver of dissatisfaction, cited by the vast majority of residents and consistent over time.

Other issues are secondary and have limited impact by comparison.

Reasons for Dissatisfaction with Permits and Inspections*

(i.e., building permits & inspections, sub-trade permits & inspections)

Among those who are dissatisfied with Permits and Inspections



Process challenges are the clear driver of dissatisfaction, far outweighing all other concerns.

Secondary issues, including costs and enforcement, have limited impact by comparison.

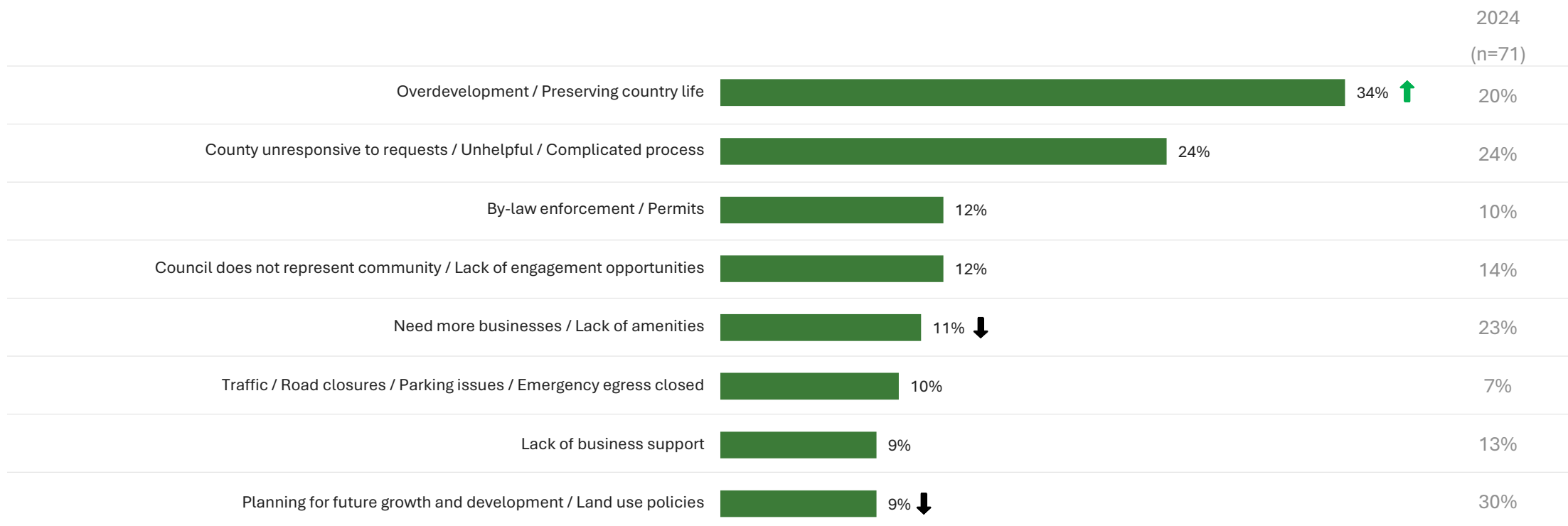
B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with services (n=82)
Responses 2% or less not shown

↑↓ Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Business and Economic Development*

Among those who are dissatisfied with Business and Economic Development

Growth and development pressures are the primary driver of dissatisfaction, particularly concerns around preserving the County’s character. Process challenges remain a secondary issue, with other concerns spread across multiple areas.



B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with Business and Economic Development services (n=82)

NOTE: Responses less than 9% not shown

*2022 Tracking unavailable due to wording change (previously supports for business)

↑↓ Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with **Bylaw Enforcement***

(i.e., noise, nuisance and unsightly premises) and animal control

Among those who are dissatisfied with Bylaw Enforcement

		2024 (n=71)	2022 (n=83)
By-law enforcement / Permits	53%	55%	23%
Lack of traffic law enforcement (e.g. speeding, running red lights, excessive noise)	22%	11%	-
Pets in the neighborhood / Dogs / Cats	14%	18%	41%
Unkept properties (e.g. overgrown grass/weeds, junk in the yard)	14%	24%	-
Animal control / Wildlife issues / Farm animals	13%	11%	14%
Traffic / Road closures / Parking issues / Emergency egress closed	11%	7%	6%

Enforcement and permitting issues are the main drivers of dissatisfaction, though concerns are more distributed across multiple neighbourhood issues.

This suggests opportunities to improve consistency and responsiveness in bylaw enforcement.

B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with Bylaw Enforcement services (n=79)

Responses 6% or less not shown







*Wording change from 2022 to 2024

Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Agriculture Services

(i.e., weed control, roadside mowing, pest prevention)

Among those who are dissatisfied with Agriculture Services

		2024 (n=71)	2022 (n=84)
Weed control	 65%	59%	48%
Lack of proper grass mowing	 23%	14%	23%
Mosquito control / Pest control	 16%	18%	12%
Lack of community maintenance (e.g. dirty, unkept, litter)	 9%	8%	-
Road maintenance	 7%	3%	4%
Unkept properties	 6%	8%	-

Weed control is the dominant driver of dissatisfaction, cited by a clear majority of residents who indicate they are dissatisfied with Agriculture Services.

Other concerns, including mowing and pest control, play a secondary role.





B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with services (n=81)
Responses less than 6% not shown

 Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Snow and Ice Removal on Roads

Among those who are dissatisfied with Snow and Ice Removal on Roads

Poor snow removal and delays overwhelmingly drive dissatisfaction, making it the single dominant issue. All other concerns are negligible by comparison.

		2024 (n=71)	2022 (n=85)
Poor snow removal / Takes too long / Leaves large windrows	 93%	87%	80%
Road maintenance (eg. potholes, gravel on roads)	 3%	4%	9%
County unresponsive to requests / Unhelpful / Complicated process	 2%	3%	1%
Traffic / Road closures / Parking issues / Emergency egress closed	 2%	-	1%

B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with services (n=87)

NOTE: Responses 1% or less not shown

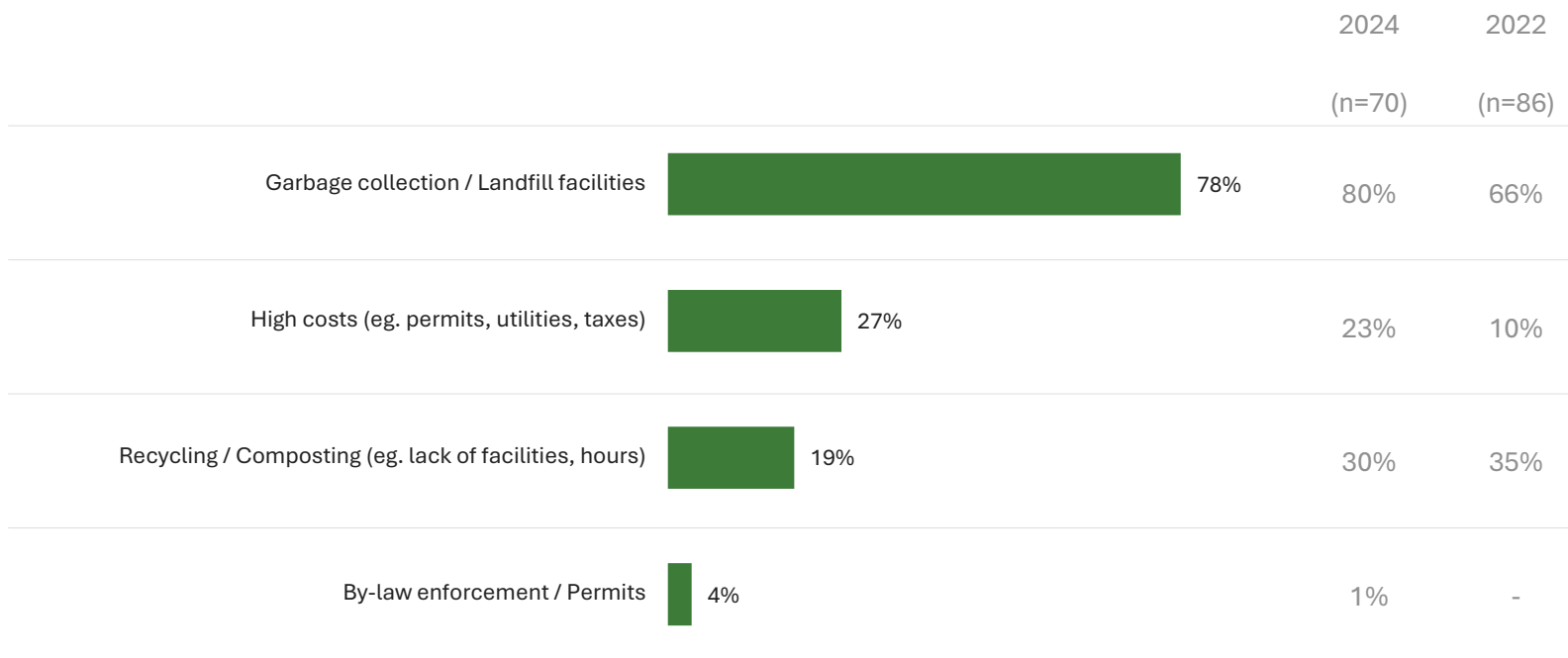
NOTE: Other 3% not shown

 Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Garbage

(i.e., waste collection, recycling, transfer site, chuckwagon)

Among those who are dissatisfied with Garbage



Collection and landfill services are the clear driver of dissatisfaction, cited by a large majority of residents.

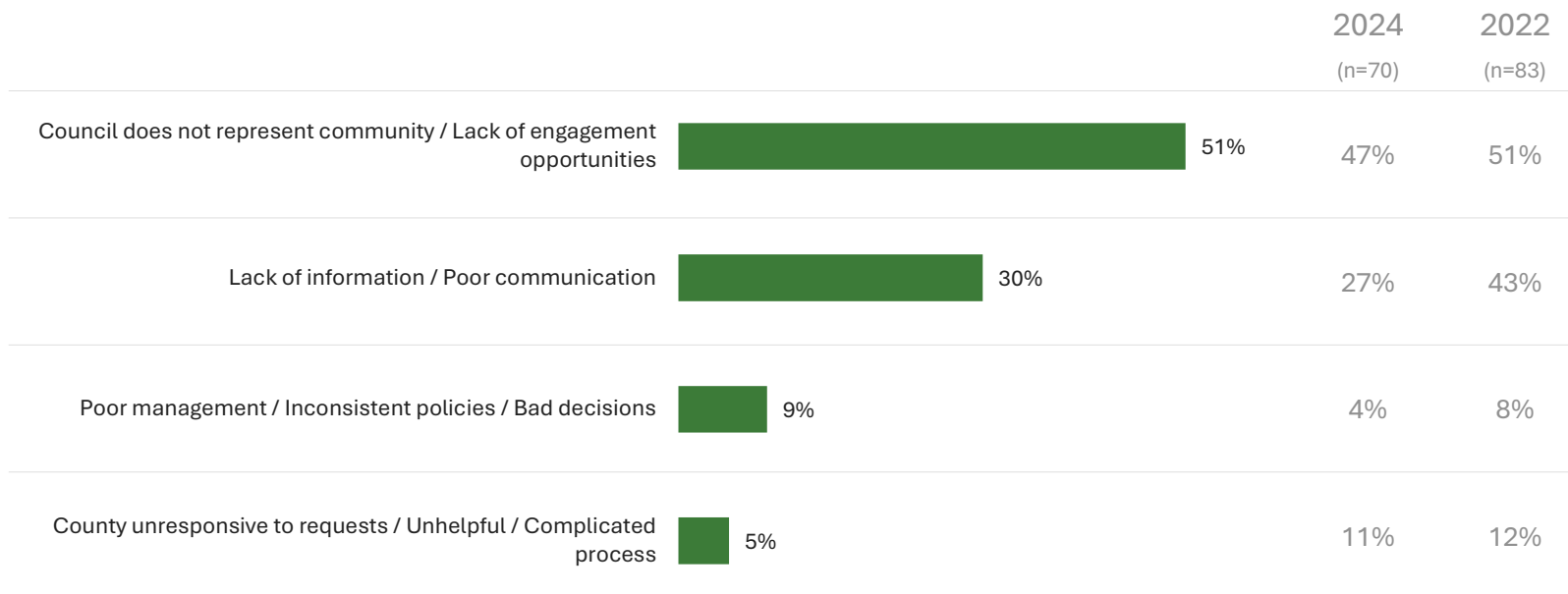
Rising cost concerns represent a secondary issue, with all other factors having minimal impact.

B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with Garbage services (n=83)
Responses 2% or less not shown

 Statistically significantly higher/lower than previous wave.

Reasons for Dissatisfaction with Public Engagement Opportunities

Among those who are dissatisfied with Public Engagement Opportunities

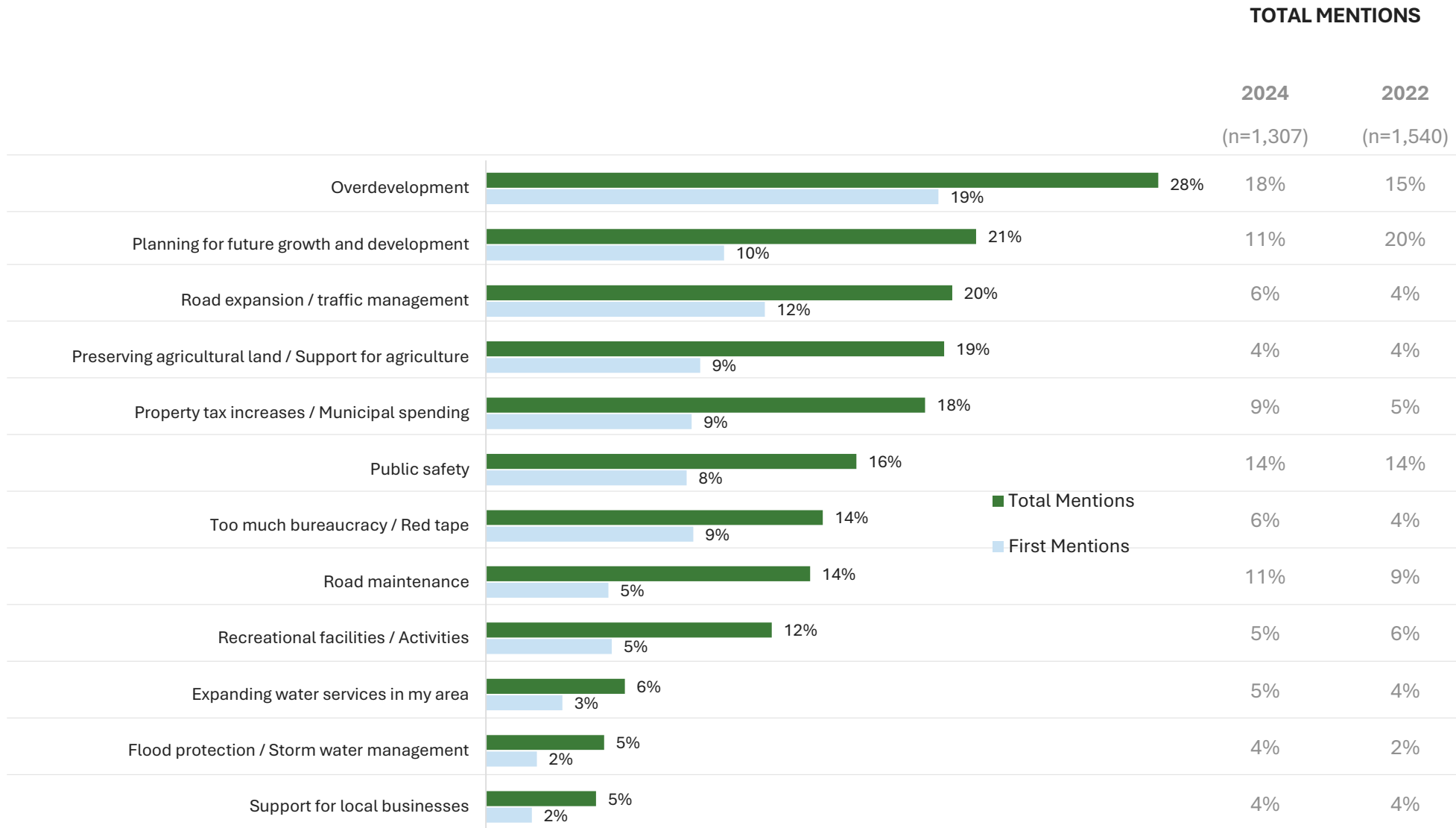


Lack of representation and engagement is the core driver of dissatisfaction, highlighting a perceived disconnect between residents and Council.

Communication remains a secondary issue, though less prominent than in the past.

B3: Please explain why you are dissatisfied with... Base: Those who are dissatisfied with services (n=79)
Responses 3% or less not shown

Most Important Local Issues in Rocky View County



1. Lowering taxes
2. Improving roadway infrastructure

Alberta Benchmark

Residents are increasingly focused on managing growth, with overdevelopment and future planning now the top concerns.

Rising mentions of traffic, infrastructure, and agricultural preservation point to growing pressure on how the County develops.

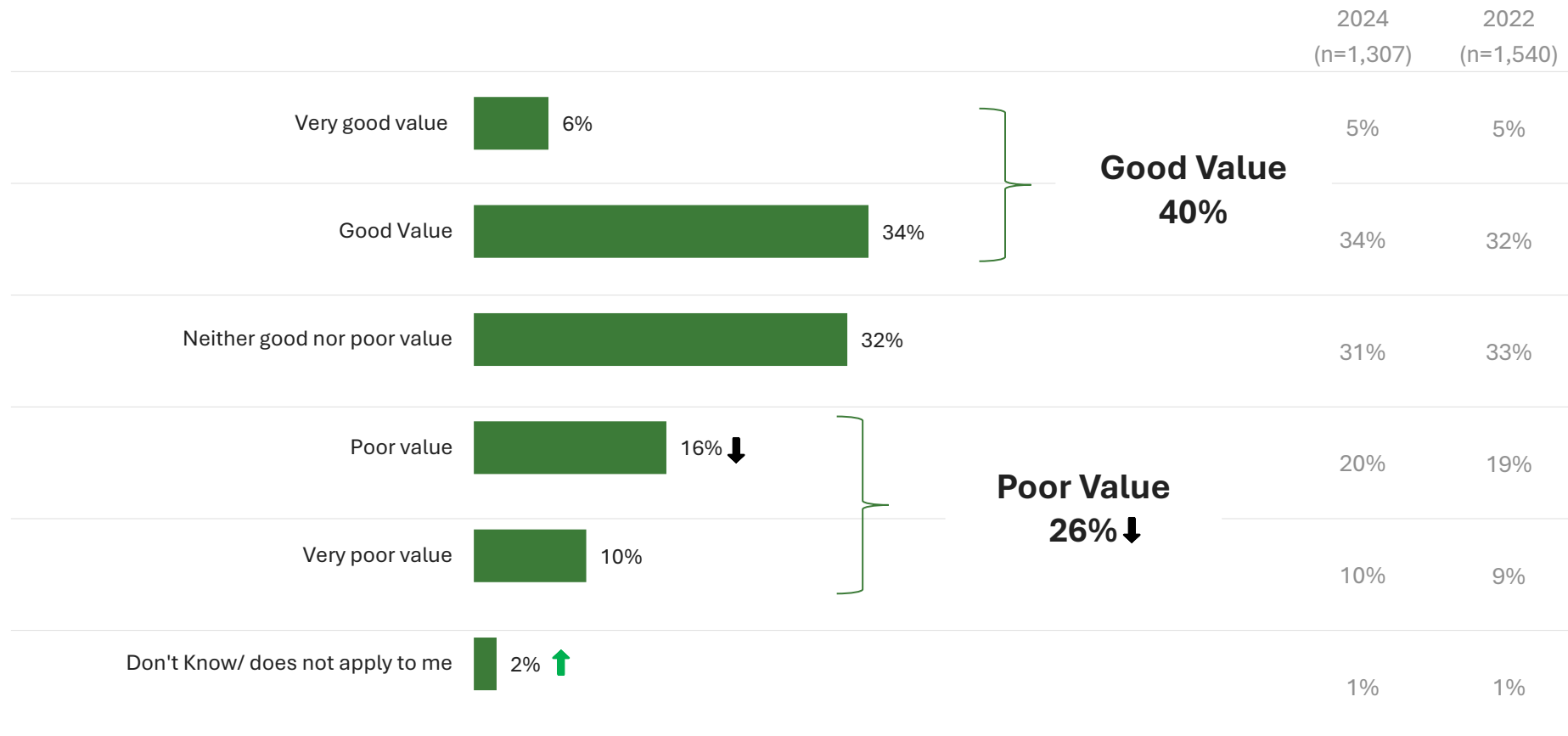
B5: As a resident of Rocky View County, what do you feel are the two most important LOCAL issues facing the County today, and that you feel should receive the greatest attention from your local leaders? Base: All residents (n=1,489)
Total responses 4% or less not shown

Perceived Value from Municipal Property Tax Dollars

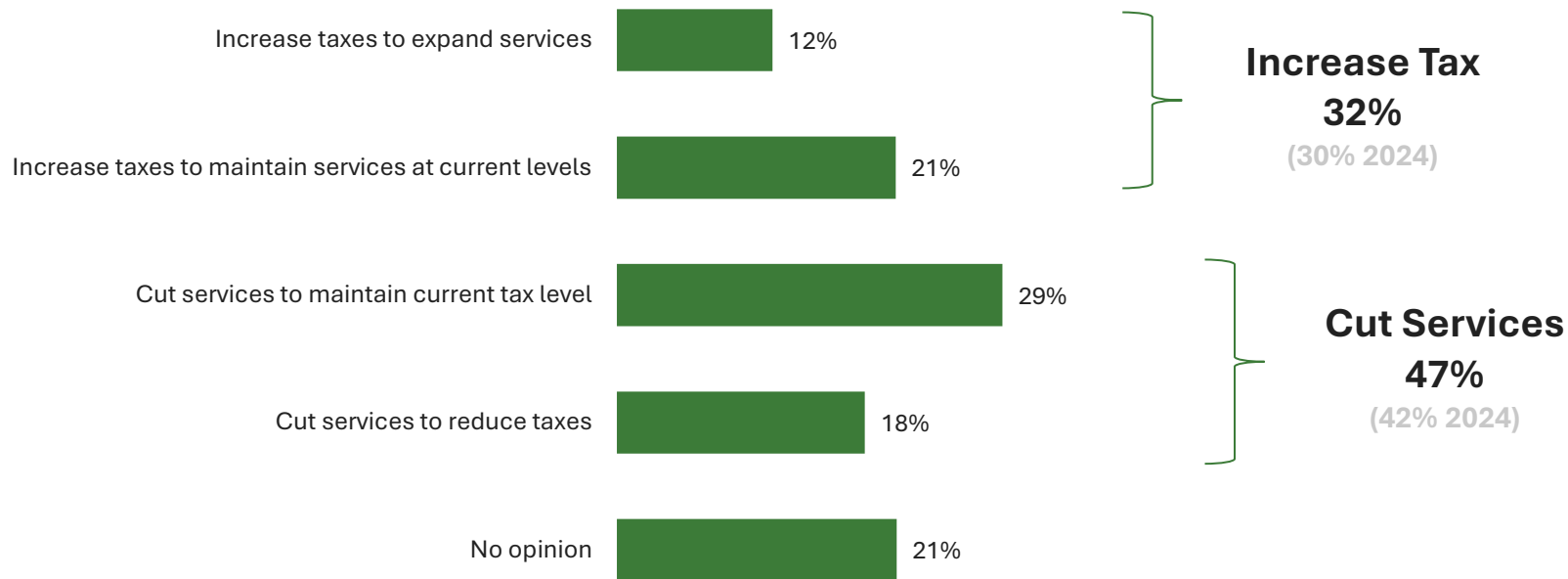
Perceived value of property taxes is unchanged and moderate, with 4 in 10 residents expressing positive views. The high proportion of neutral responses suggests an opportunity to strengthen perceived value. Ratings are slightly above the Alberta benchmark.



Alberta Benchmark



Municipal Property Tax Dollars and Services



Residents lean toward cutting services over increasing taxes, highlighting a preference to avoid higher taxation.

However, with 1 in 5 choosing neither option, there is no clear consensus on the path forward.

B4a. Municipal property taxes are the primary way to pay for services and programs provided by Rocky View County. Due to the increased cost of maintaining current service levels and infrastructure, the County must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the County to pursue?

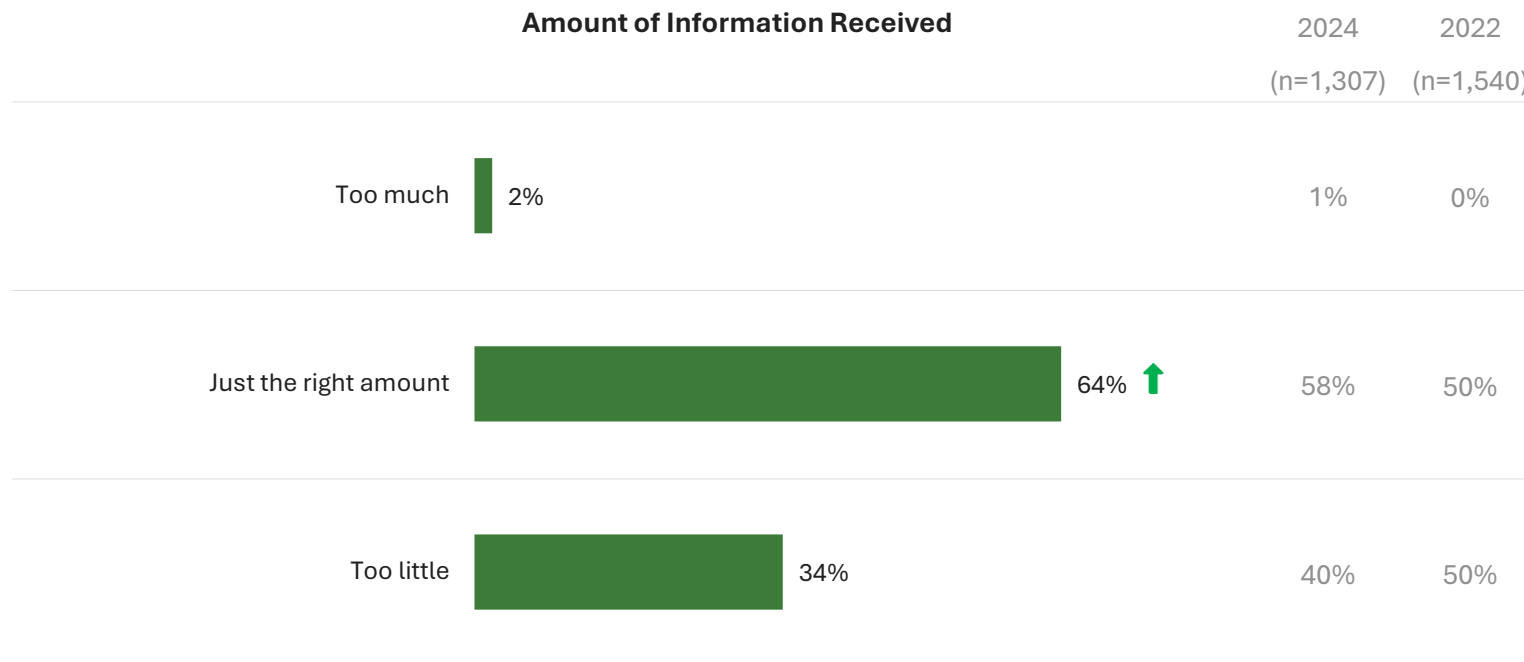
Base: All residents (n=1,489)

3.3



Information &
Communications

Receiving Information from Rocky View County



Perceptions of information sharing have improved, with a majority now reporting the right amount of information.

Despite this, a sizable minority still feel under-informed, suggesting room to enhance reach and consistency.

C9: In your opinion, do you currently receive too much, too little, or just the right amount of information from Rocky View County?
 Base: All residents (n=1,489)

↑↓ Statistically significantly higher/lower than previous wave.

Methods for Receiving Information from Rocky View

Information preferences reflect a multi-channel environment, with direct mail and email leading. While some traditional channels are declining, the increase in local newspaper readership suggests continued relevance for print in reaching residents.

Preferred Method	2024 (n=1,307)	2022 (n=1,540)
Direct mail or billing inserts	44% ↓	50%
County Safe & Sound email notifications	42%	41%
County Connection E-Newsletter	36%	49%
County Website	34%	43%
Rocky View Weekly Newspaper advertisements	33% ↑	46%
Community Meetings or Public Open Houses	25%	28%
County Social Media accounts (including,...	18%	14%**
Radio advertisements	4%	5%

C11. What are your preferred methods of receiving information from Rocky View County?
 Base: All residents (n=1,489) *New code in 2024, ** NET Social media in 2022 (Facebook + Twitter)
 Total responses less than 2% not shown

↑↓ Statistically significantly higher/lower than previous wave.

Preferred Type of Information from Rocky View County

Preferred Type of Information		2024	2022
		(n=1,307)	(n=1,540)
New developments and construction in the area	85%	87%	91%
Council decisions and meeting updates	74%	76%	76%
County service updates	73% ↓	78%	78%
Local events and opportunities	61%	64%	71%
Community celebrations and news	47% ↓	52%	58%
Local business updates or promotions	40% ↓	44%	47%
Local job or career postings	27%	27%	29%

Information needs are focused on development, decision-making, and services, reinforcing demand for core County updates.

Interest in community-oriented content is declining, suggesting a shift toward more practical and impact-driven information.

3.4



Resident Engagement

Resident Public Engagement in the Last Three Years

		2024 (n=1,307)	2022 (n=1,540)
Engaged in any form of public engagement (NET)		64%	62%
Attended a public engagement event	37% ↑	33%	35%
Provided input to Rocky View County online	29% ↓	33%	31%
Provided input directly to Council or a member of Council		31%	36%
Attended a Councillor Open House		16%	N/A
Visited the "Your View" Engagement Portal	15% ↑	11%	N/A
None of the above		38%	39%

A majority of residents have engaged with the County, indicating strong overall participation levels.

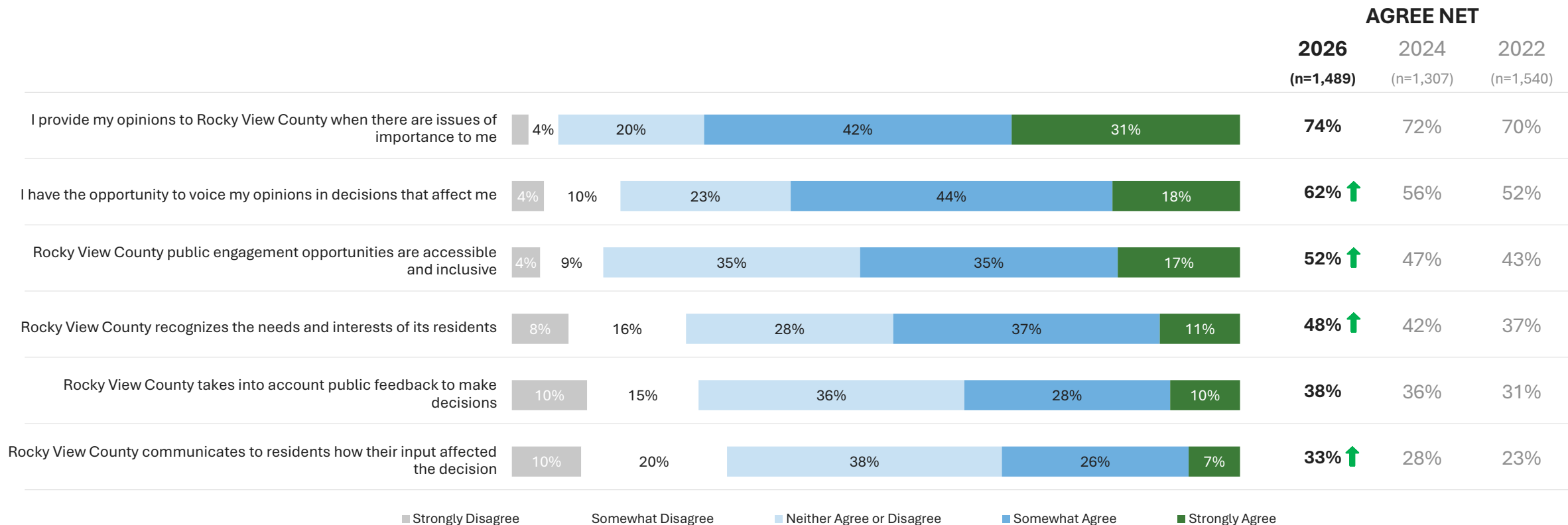
Engagement is shifting slightly, with greater participation in events and portal use, and less reliance on online input channels.

D1. Excluding this survey, in the past 3 years have you ...? Base: All residents (n=1,489)

↑↓ Statistically significantly higher/lower than previous wave.

Rocky View County Public Engagement Perceptions

Public engagement perceptions are trending positively, with notable gains in participation and accessibility. Despite this progress, closing the feedback loop, how input is used and communicated, remains a key gap.



D2: Thinking about how Rocky View County engages its residents, please rate your level of agreement with each of the following.
 Base All residents (n=1,489)
 Responses 3% or less not labelled

↑↓ Statistically significantly higher/lower than previous wave.

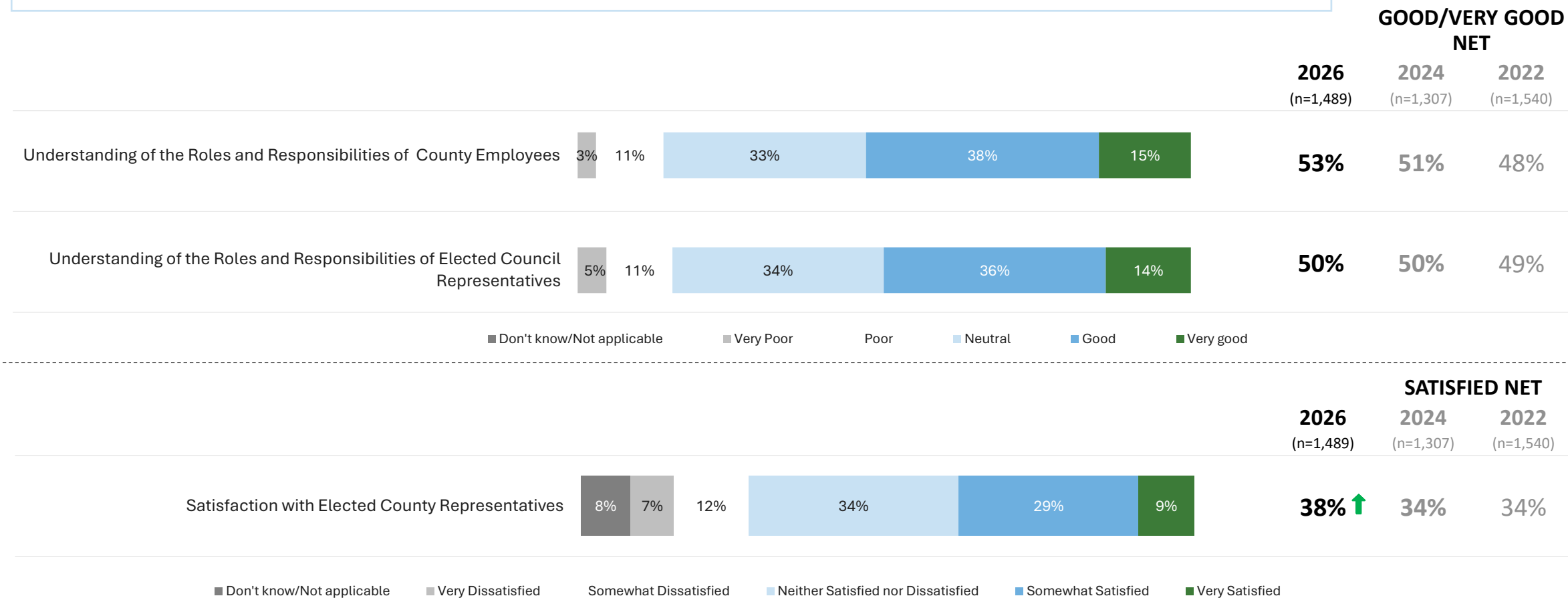
3.5

Council & County Staff



Understanding and Satisfaction of the Roles and Responsibilities of County Representatives and Employees

While residents report moderate understanding of County roles and responsibilities, satisfaction with elected representatives has increased since 2024.



Base: All residents (n=1,489)

C1: How would you rate your understanding of the roles and responsibilities of the following?

C2: Please rate your satisfaction with the elected County Council/Representatives.

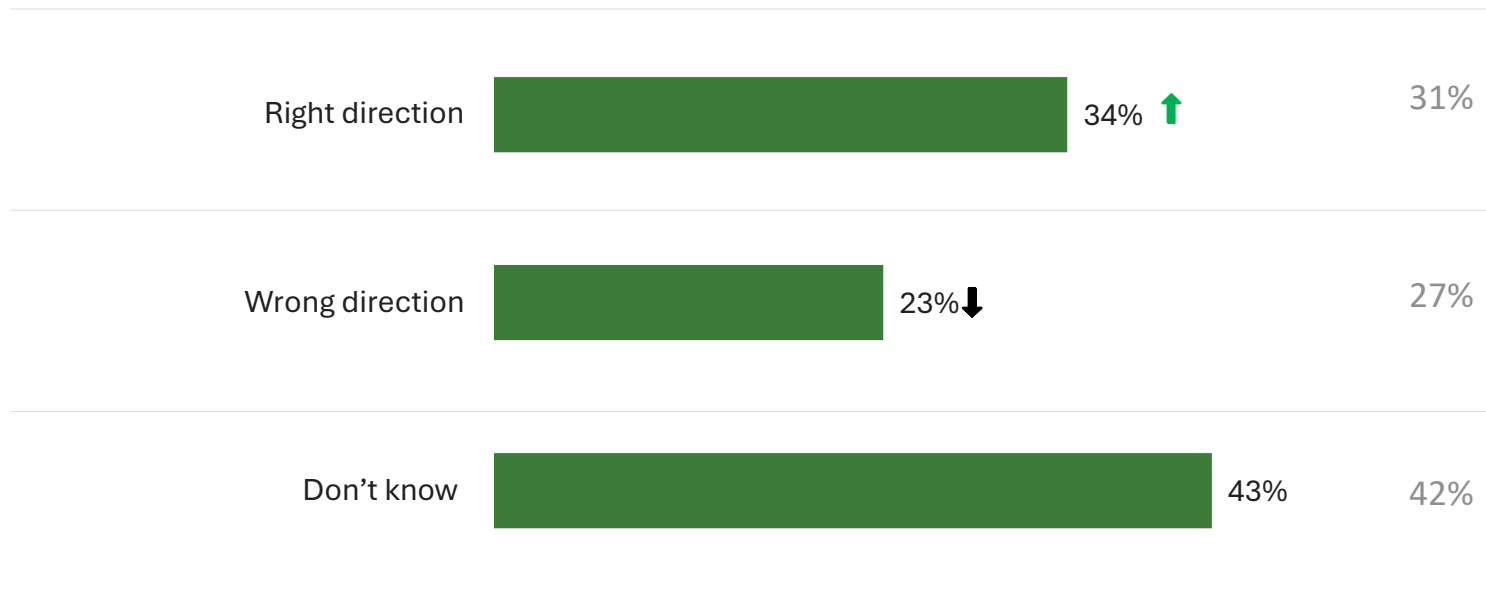
↑↓ Statistically significantly higher/lower than previous wave.

Rocky View County Council Direction

2024
(n=1,307)



Alberta Benchmark



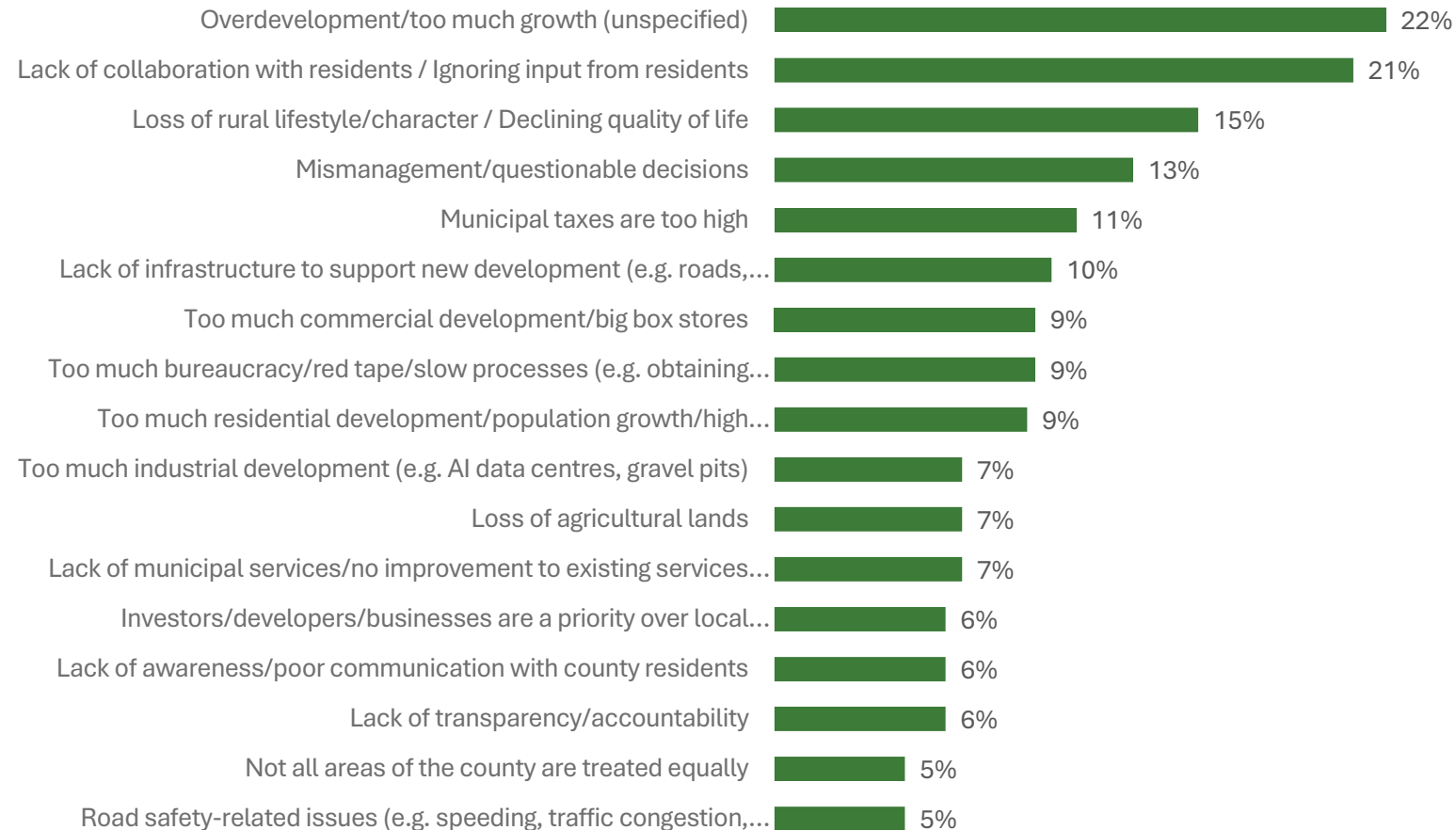
A large share of residents are uncertain about Council's direction, indicating limited clarity or visibility.

Among those with an opinion, sentiment leans positive, but not strongly.

C2a. In your opinion, is County Council/Representatives moving in the right direction or wrong direction?
Base: All residents (n=1,489)

↑↓ Statistically significantly higher/lower than previous wave.

Reasons for Perceived Wrong Direction of County Council



Perceptions that the County is moving in the wrong direction are driven by growth pressures and limited resident involvement.

Concerns about overdevelopment, loss of rural character, and decision-making point to broader unease with how growth is being managed.

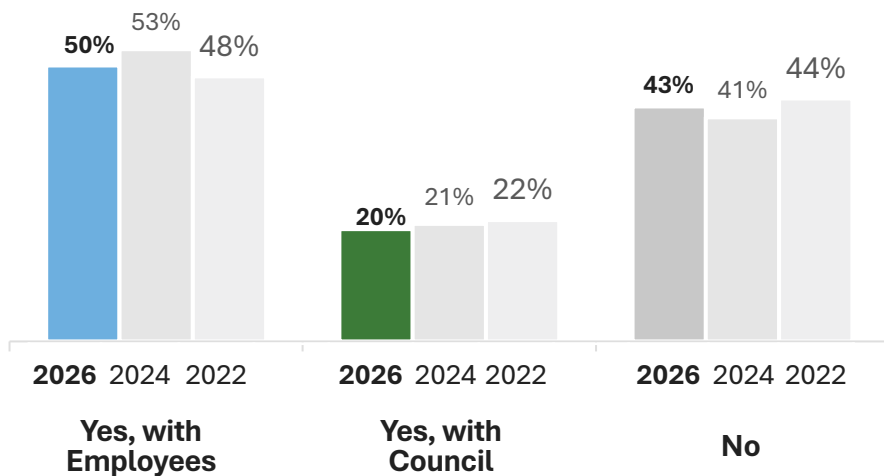
C2b: For what reasons do you feel County Council/Representatives are moving in the wrong direction?
 Base: All residents (n=345)
 Responses 4% or less not shown
 New Question for 2026

Interactions with Rocky View County and its Employees in the Last 12 Months

Most residents have had recent contact with the County, primarily through staff rather than Council.

Interactions are most often related to planning and permitting, reinforcing their role as key touchpoints with residents.

Interaction with County Employees



Reasons for County Interaction	2024 (n=692)	2022 (n=736)
Planning Services	27% ↓	33%
Permits and Inspections	26%	26%
Bylaw enforcement	22% ↓	28%
Road Maintenance	19%	21%
Utilities	14%	14%
Garbage	14%	15%
Public Engagement Opportunities	14%	15%
Information Provided by the County	12% ↓	17%
Agriculture Services	11%	11%
Fire Services and Emergency Preparedness	9%	12%
Traffic Enforcement	9% ↓	14%
Snow and Ice Removal on Roads	9% ↓	13%
Finances / Property taxes	6%	4%
Parks, Pathways, and Playgrounds	5%	7%
Business and Economic Development	5%	5%

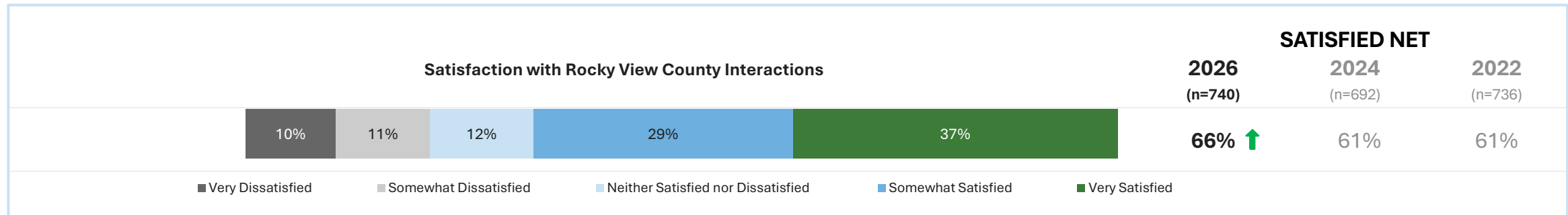
C3: Have you contacted or interacted with Rocky View County or one of its employees in the last 12 months? Base: All residents (n=1,489)

C4: Which programs or service(s) have you contacted or interacted with the County about within the last 12 months?

Base: Those who interacted with the County in the last 12 months (n=740)

↑↓ Statistically significantly higher/lower than previous wave.

Satisfaction with Rocky View County Interactions in the Last 12 Months



Very Dissatisfied
 Somewhat Dissatisfied
 Neither Satisfied nor Dissatisfied
 Somewhat Satisfied
 Very Satisfied

Suggested Improvements



Satisfaction with interactions is trending upward, but residents continue to highlight gaps in responsiveness and service experience.

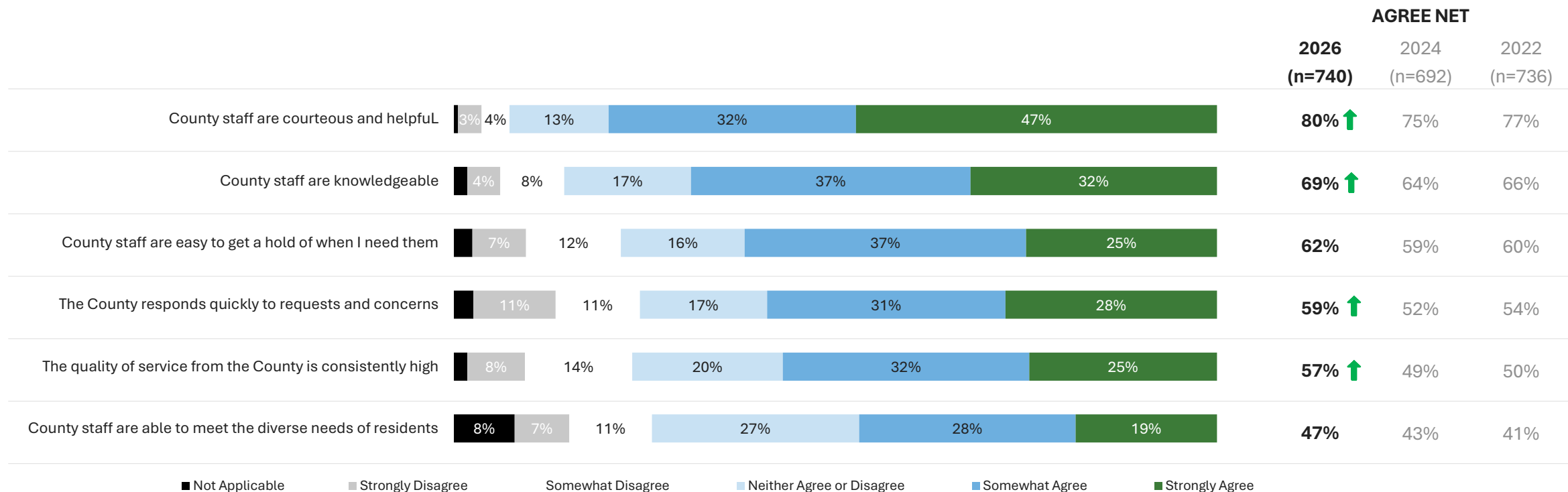
Key opportunities include improving follow-up, communication, and how feedback is addressed.

Base: Those who interacted with the County in the last 12 months (n=740)
 C5: Overall, how satisfied are you with your interactions with the County in the last 12 months?
 C6A: What could be improved about your interactions with the County? Responses 2% and less are not shown.

Statistically significantly higher/lower than previous wave.

Perceptions on Rocky View County Staff

Residents have positive and improving perceptions of staff, especially in terms of helpfulness, knowledge, and accessibility. However, perceptions are weaker around meeting diverse needs, highlighting an opportunity to enhance inclusiveness and service adaptability.

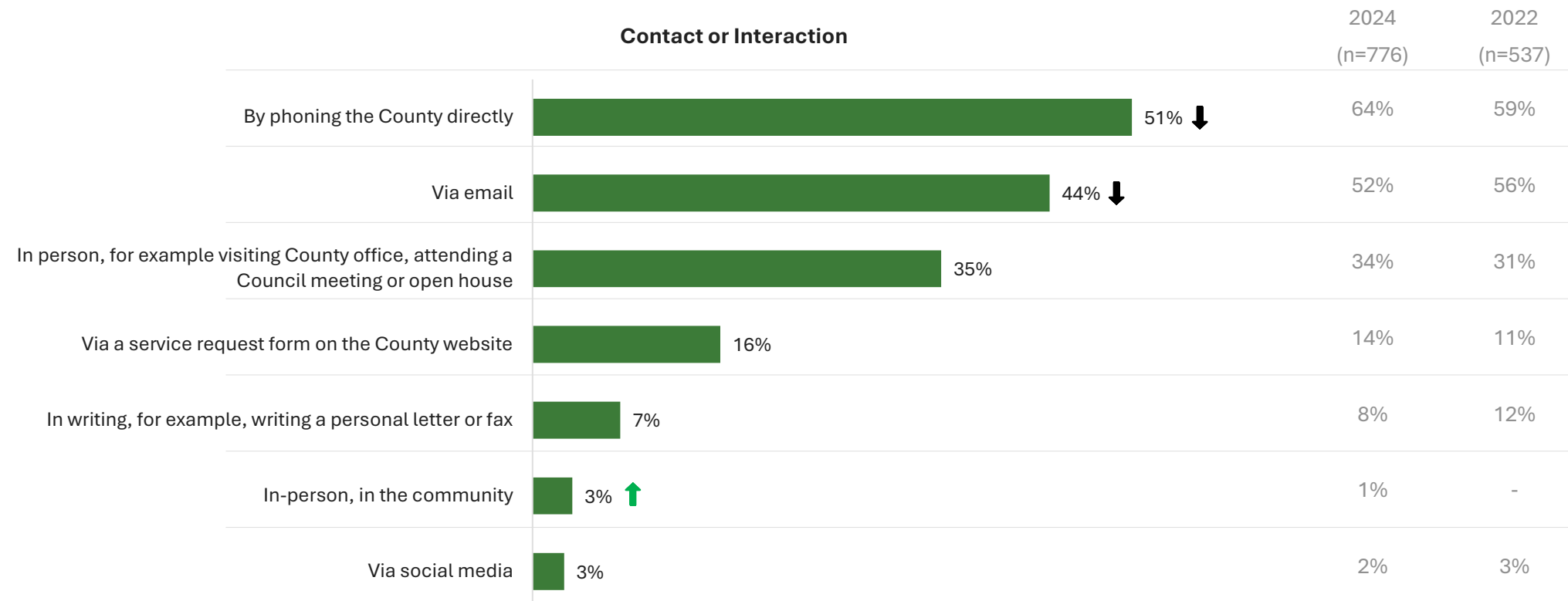


C7: Thinking about your personal dealings with Rocky View County staff, please rate your level of agreement with the following:
 Base: Those who interacted with the County in the last 12 months (n=740)
 Responses 3% or less not labelled

↑↓ Statistically significantly higher/lower than previous wave.

Type of Contact with Rocky View County

Phone and email remain the primary contact methods, though their share of interactions has declined over time as residents use a broader mix of channels.

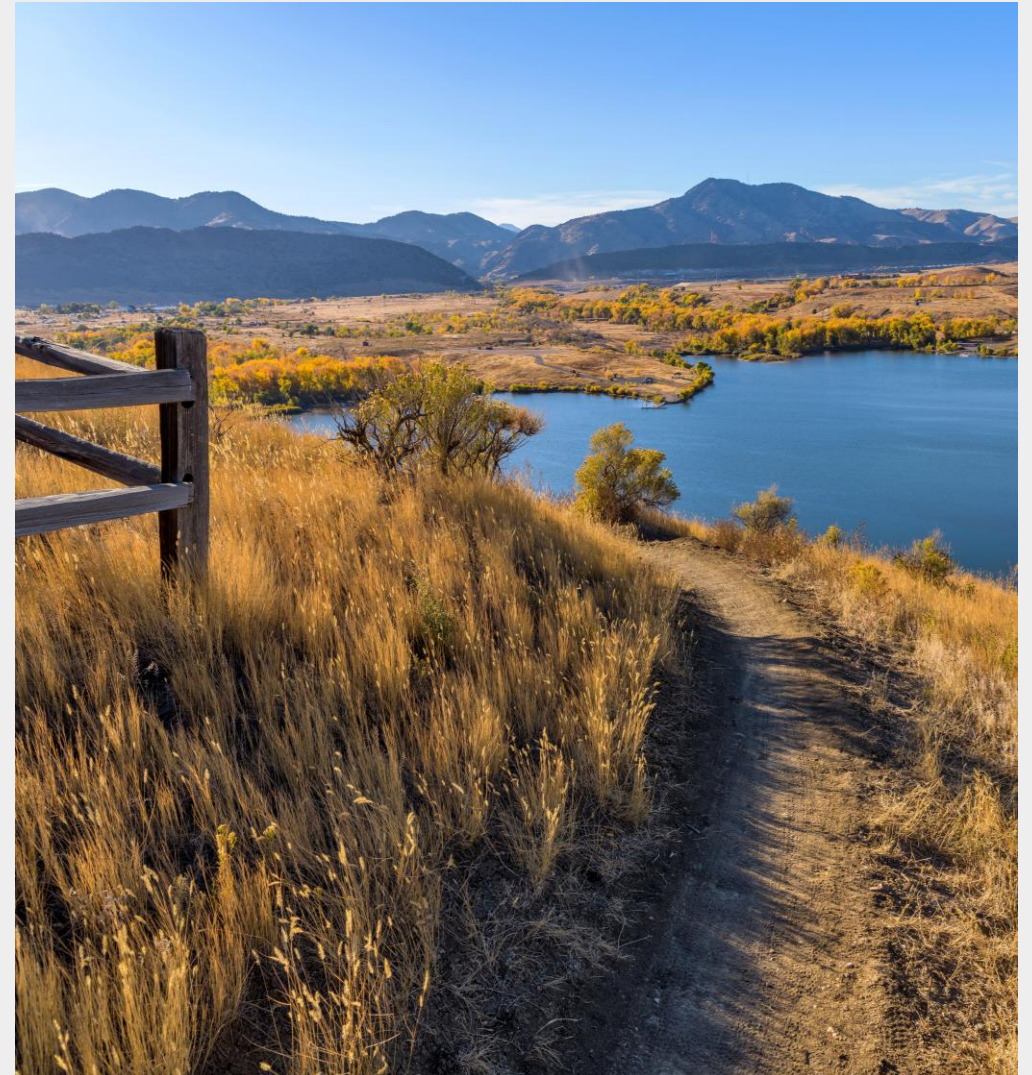


C8. How did you contact or interact with an employee or member of council?
Base: All residents (n=855)

↑↓ Statistically significantly higher/lower than previous wave.

4

Alberta Benchmarks



Methodology for Benchmarking

To compare Rocky View County's citizen satisfaction to Alberta, a March 2026 Alberta Omni was used to capture comparable benchmarks, including overall satisfaction with quality of life, program and services satisfaction and value for taxation.

Responses from Alberta were used as the benchmark for comparison to determine if Rocky View County was performing above, at par, or below.



Online Nationwide Survey



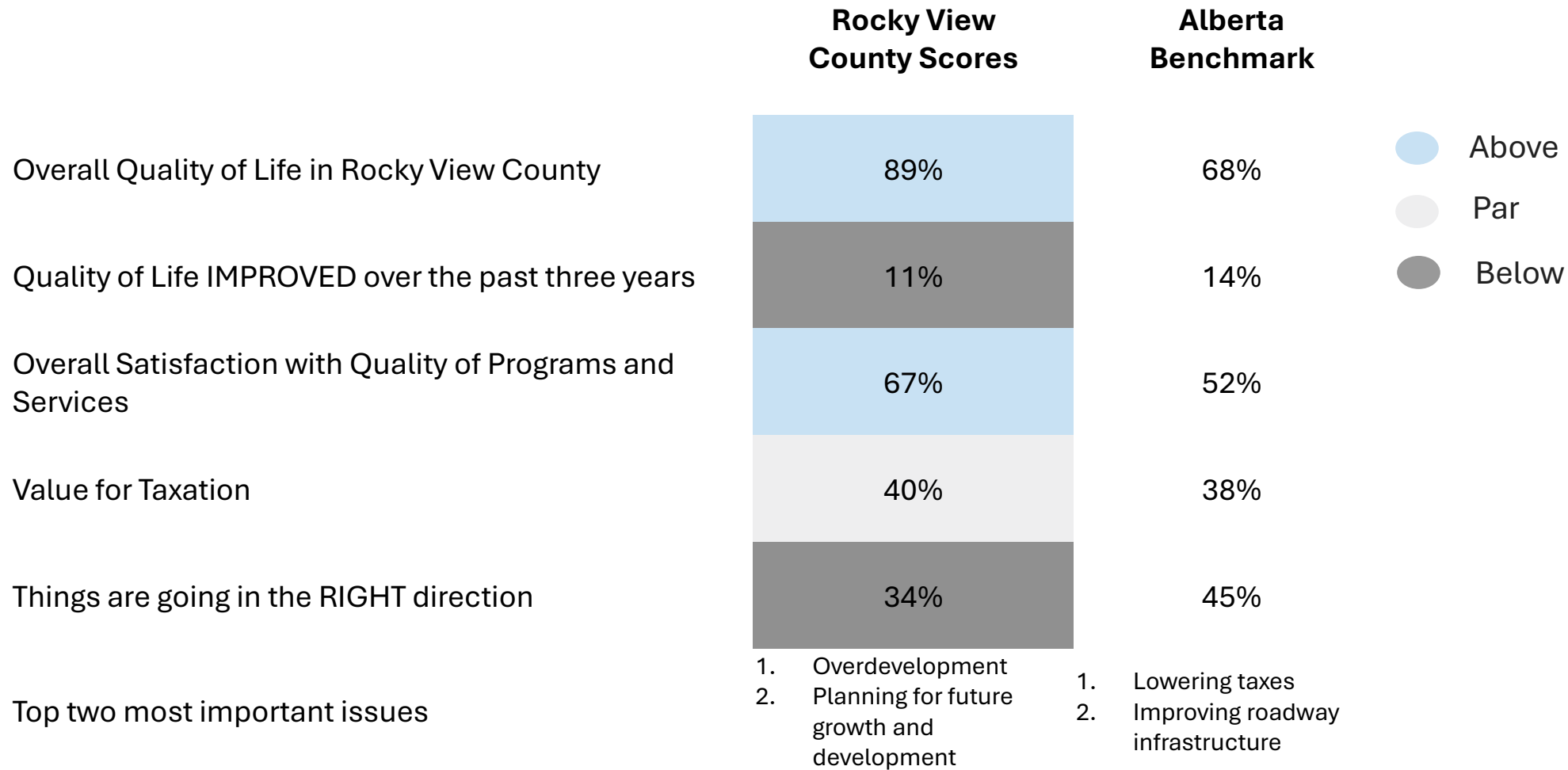
Data collected:

- Alberta Omni March 27-28, 2026



Leger's Omnibus provides access to over 400,00 respondents across Western Canada.
n= 1,004 Alberta residents

Alberta Benchmarks



5

Additional Data By Division

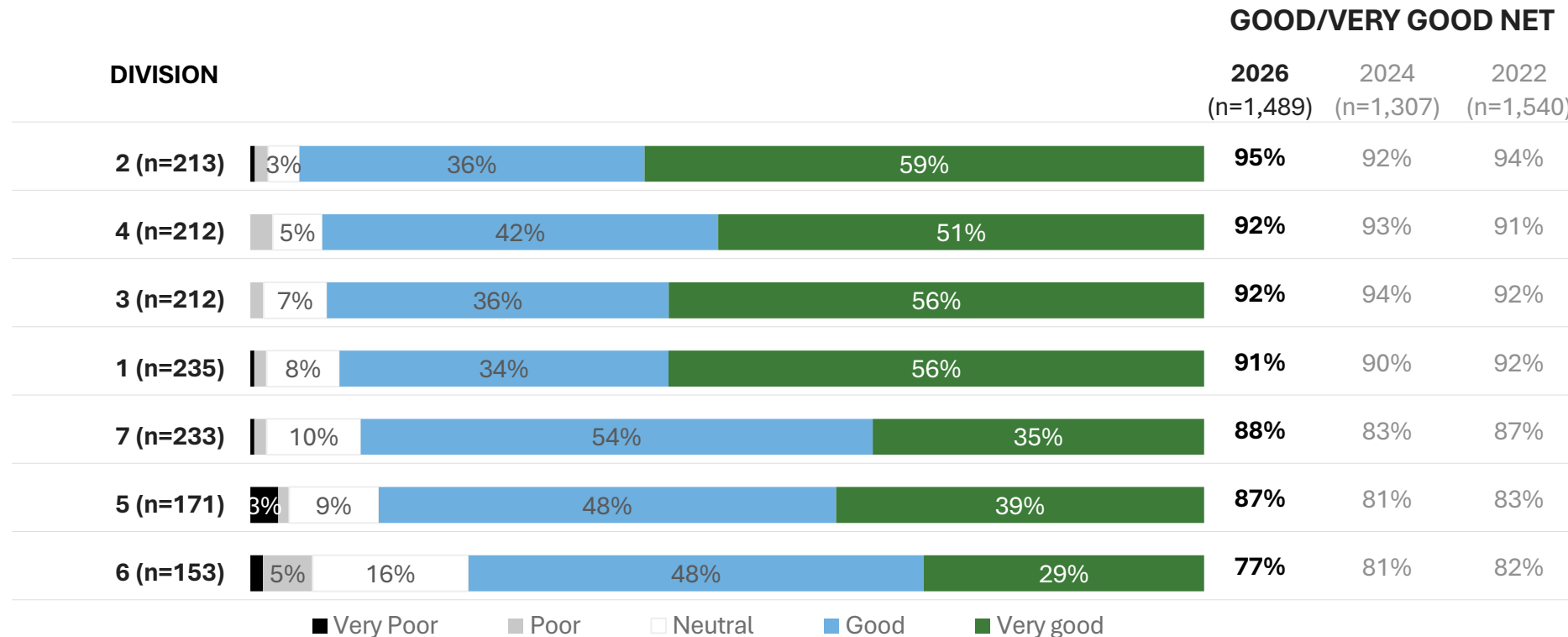


5.1

KPI Measures



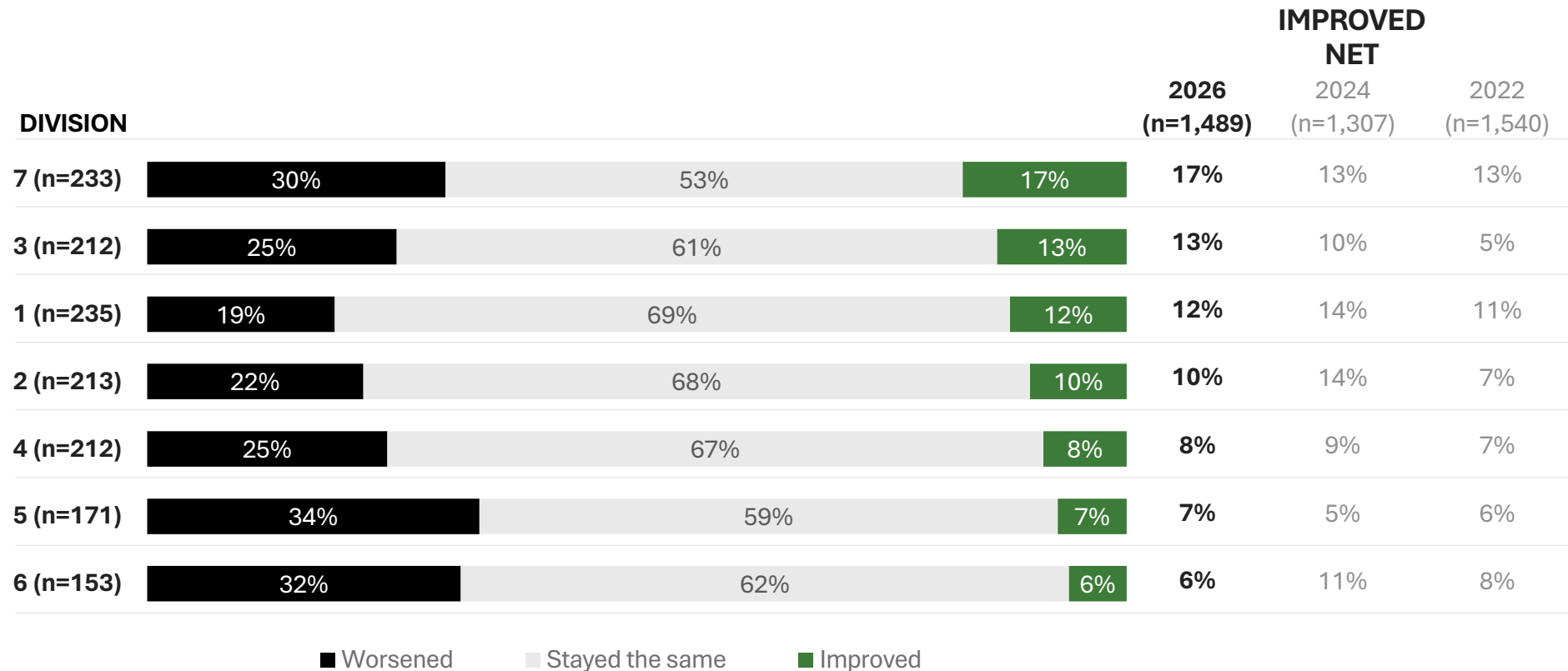
Overall Quality of Life in Rocky View County by Division



89%
 feel they have a
good/very good
 quality of life in
 Rocky View County
(Total result)

A1: How would you rate your overall quality of life in Rocky View County today? Base: All residents (n= 1,489)
 Responses 3% or less not labelled

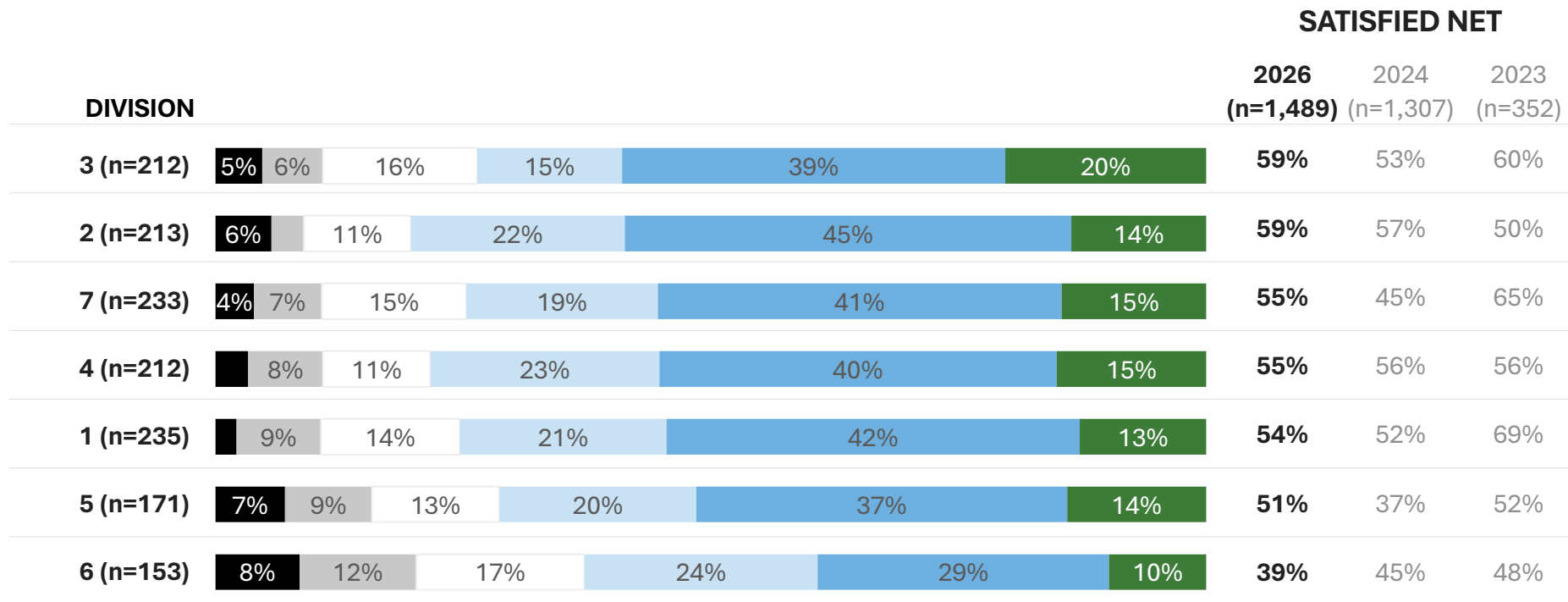
Changes to Quality of Life in the Past Three Years by Division



11%
 Feel their quality of life has **improved** in the past three years
(Total result)

A2: Do you feel that your quality of life in Rocky View County in the past three years has...? Base: All residents (n=1,489)

Overall Satisfaction with Quality of Services and Programs in Rocky View County by Division

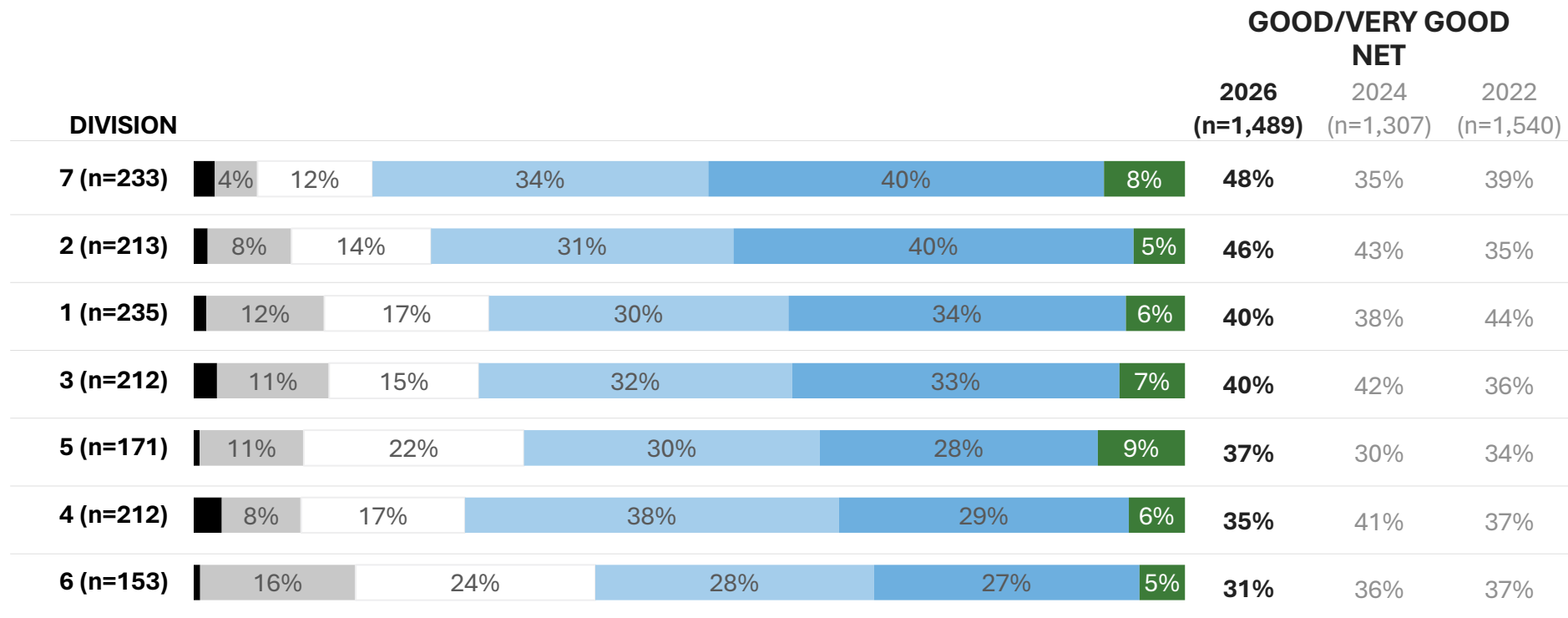


54% (50%, 2024)
are **satisfied** with the quality of services and programs provided by Rocky View County
(Total result)

Don't Know/Not Applicable
 Very Dissatisfied
 Somewhat Dissatisfied
 Neither Satisfied nor Dissatisfied
 Somewhat Satisfied
 Very Satisfied

B1b. How satisfied are you with the OVERALL quality of services and programs provided by Rocky View County? Base: All residents (n=1,489)
Responses 3% or less not labelled

Perceived Value from Municipal Property Tax Dollars



40%
 Feel they receive **good/very good value** from their municipal property tax dollars
(Total result)

■ Don't know/does not apply to me ■ Very poor value □ Poor value ■ Neither good nor poor value ■ Good value ■ Very good value

B4: Please rate the value you feel you receive from your municipal property tax dollars. Base: All residents (n=1,489)
 Responses 3% or less not labelled

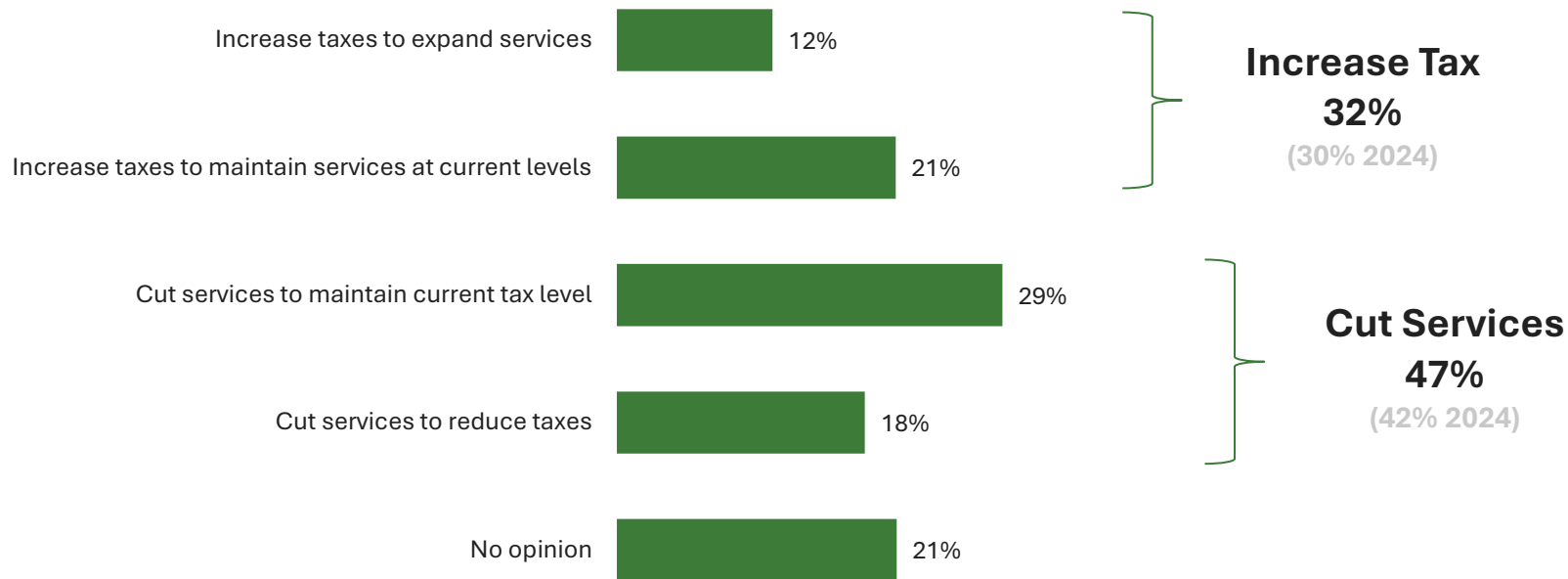
Overall Satisfaction with Elected County Council and Representatives

DIVISION	Satisfaction Breakdown						SATISFIED NET		
	Don't Know/Not Applicable	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied	2026 (n=1,489)	2024 (n=1,307)	2022 (n=1,540)
4 (n=212)	7%	6%	12%	31%	30%	14%	44%	40%	35%
2 (n=213)	7%	4%	11%	35%	30%	12%	42%	34%	30%
5 (n=171)	6%	8%	16%	30%	33%	8%	41%	31%	33%
3 (n=212)	10%	4%	8%	39%	28%	11%	40%	47%	44%
1 (n=235)	10%	10%	14%	30%	30%	6%	36%	29%	29%
6 (n=153)	7%	12%	17%	33%	25%	7%	31%	34%	34%
7 (n=233)	10%	5%	12%	45%	24%	4%	28%	24%	36%

38%
are **satisfied** with their elected County Council/representatives
(Total result)

Don't Know/Not Applicable
 Very Dissatisfied
 Somewhat Dissatisfied
 Neither Satisfied nor Dissatisfied
 Somewhat Satisfied
 Very Satisfied

Municipal Property Tax Dollars and Services



Residents lean toward cutting services over increasing taxes, highlighting a preference to avoid higher taxation.

However, with 1 in 5 choosing neither option, there is no clear consensus on the path forward.

B4a. Municipal property taxes are the primary way to pay for services and programs provided by Rocky View County. Due to the increased cost of maintaining current service levels and infrastructure, the County must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the County to pursue?

Base: All residents (n=1,489)

Municipal Property Tax Dollars and Services – By Divisions

	<u>DIVISIONS</u>							
	TOTAL	1	2	3	4	5	6	7
	(n=1,489)	(n=235)	(n=213)	(n=212)	(n=212)	(n=171)	(n=153)	(n=233)
Very poor value / Poor value (NET)	26%	29%	23%	26%	25%	33%	40%	16%
Good value / Very good value (NET)	40%	40%	46%	40%	35%	37%	31%	48%
Very poor value	10%	12%	8%	11%	8%	11%	16%	4%
Poor value	16%	17%	14%	15%	17%	22%	24%	12%
Neither good nor poor value	32%	30%	31%	32%	38%	30%	28%	34%
Good value	34%	34%	40%	33%	29%	28%	27%	40%
Very good value	6%	6%	5%	7%	6%	9%	5%	8%
Don't know/does not apply to me	2%	1%	1%	2%	3%	1%	1%	2%

B4a. Municipal property taxes are the primary way to pay for services and programs provided by Rocky View County. Due to the increased cost of maintaining current service levels and infrastructure, the County must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the County to pursue?

Base: All residents (n=1,489)

5.2

Program and Service Satisfaction



Very Satisfied with **Community** Services and Programs Provided by Rocky View County – By Divisions

Community Services and Programs

DIVISIONS

	TOTAL (n=1,489)	1 (n=235)	2 (n=213)	3 (n=212)	4 (n=212)	5 (n=171)	6 (n=153)	7 (n=233)
Snow and ice Removal on roads	32%	30%	35%	34%	35%	30%	24%	33%
Fire Services and Emergency Preparedness	31%	27%	34%	29%	29%	25%	23%	44%
Garbage (i.e., waste collection, recycling, transfer site, chuckwagon)	24%	29%	22%	17%	13%	17%	14%	51%
Information Provided by the County (i.e., website, newspaper advertising, social media)	22%	16%	30%	23%	23%	19%	16%	22%
Road maintenance (e.g., grading, potholes, lighting)	19%	17%	16%	19%	24%	15%	15%	22%
Parks, Pathways, and Playgrounds	18%	19%	18%	22%	10%	15%	12%	30%
Agriculture Services (i.e., weed control, roadside mowing, pest prevention)	16%	10%	22%	18%	17%	18%	10%	15%
Utilities (i.e., water, wastewater service)	16%	16%	13%	17%	14%	9%	10%	29%
Traffic enforcement (i.e., speed, commercial vehicles, distracted driving)	14%	12%	16%	16%	17%	13%	10%	14%
Bylaw enforcement (i.e., noise, nuisance and unsightly premises) and animal control	14%	11%	15%	18%	12%	11%	16%	13%
Public Engagement Opportunities	13%	12%	15%	17%	12%	8%	7%	12%
Permits and Inspections (i.e., building permits & inspections, sub-trade permits & inspections)	10%	9%	11%	15%	8%	7%	7%	10%
Supports for Business/Business and Economic Development	9%	6%	8%	11%	9%	8%	9%	11%
Planning Services (processing of land use re-zoning, subdivision and development permits)	9%	6%	10%	11%	9%	6%	7%	8%
Cemeteries (i.e. plot availability, grounds, maintenance)	8%	4%	7%	4%	5%	15%	14%	6%

B2: Very Satisfied - Please rate your satisfaction with the following programs and services provided to you by Rocky View County
 Base: All residents (n=1,489)

Satisfied with **Community** Services and Programs Provided by Rocky View County – By Divisions

Community Services and Programs	DIVISION							
	TOTAL (n=1,489)	1 (n=235)	2 (n=213)	3 (n=212)	4 (n=212)	5 (n=171)	6 (n=153)	7 (n=233)
Snow and ice Removal on roads	70%	69%	80%	71%	70%	69%	65%	64%
Fire Services and Emergency Preparedness	66%	64%	62%	58%	67%	65%	59%	81%
Information Provided by the County (i.e., website, newspaper advertising, social media)	63%	63%	69%	58%	63%	63%	52%	64%
Road maintenance (e.g., grading, potholes, lighting)	55%	54%	57%	57%	57%	50%	44%	58%
Agriculture Services (i.e., weed control, roadside mowing, pest prevention)	50%	40%	54%	52%	56%	53%	47%	48%
Garbage (i.e., waste collection, recycling, transfer site, chuckwagon)	47%	55%	44%	40%	33%	35%	37%	82%
Parks, Pathways, and Playgrounds	44%	50%	43%	44%	31%	30%	32%	68%
Public Engagement Opportunities	43%	40%	51%	47%	45%	37%	35%	42%
Traffic enforcement (i.e., speed, commercial vehicles, distracted driving)	43%	37%	46%	45%	45%	44%	36%	45%
Bylaw enforcement (i.e., noise, nuisance and unsightly premises) and animal control	39%	37%	43%	38%	37%	35%	42%	40%
Utilities (i.e., water, wastewater service)	37%	36%	34%	35%	31%	25%	26%	67%
Supports for Business/Business and Economic Development	35%	31%	34%	34%	33%	38%	27%	45%
Permits and Inspections (i.e., building permits & inspections, sub-trade permits & inspections)	29%	25%	33%	33%	31%	26%	27%	30%
Planning Services (processing of land use re-zoning, subdivision and development permits)	29%	25%	34%	28%	28%	23%	25%	33%
Cemeteries (i.e. plot availability, grounds, maintenance)	18%	14%	14%	10%	13%	30%	36%	16%

B2: Satisfied - Please rate your satisfaction with the following programs and services provided to you by Rocky View County
 Base: All residents (n=1,489)

6

Respondent Profile



RESPONDENT PROFILE

	Total
GENDER	n=1,485
Male	52%
Female	44%
Other	-
Prefer not to say	4%
AGE	n=1,489
18-34	3%
35-54	34%
55+	63%

	Total
PEOPLE IN HOUSEHOLD	n=1,433
1	8%
2	47%
3	16%
4+	29%
CHILDREN IN HOUSEHOLD	n=1,321
Yes	30%
No	70%

	Total
YEARS IN RVC	n=1432
1-5	29%
6-9	11%
10-20	25%
20+	36%
LIVE IN AND PAY TAXES	n=1,489
I live in and pay taxes to Rocky View County	95%
I live in but do not pay taxes to Rocky View County	<1%
I do not live in but do pay taxes to Rocky View County	4%
I do not live in or pay taxes to Rocky View County	-
COMPLETION METHOD	n=1,489
Phone	34%
Web	66%

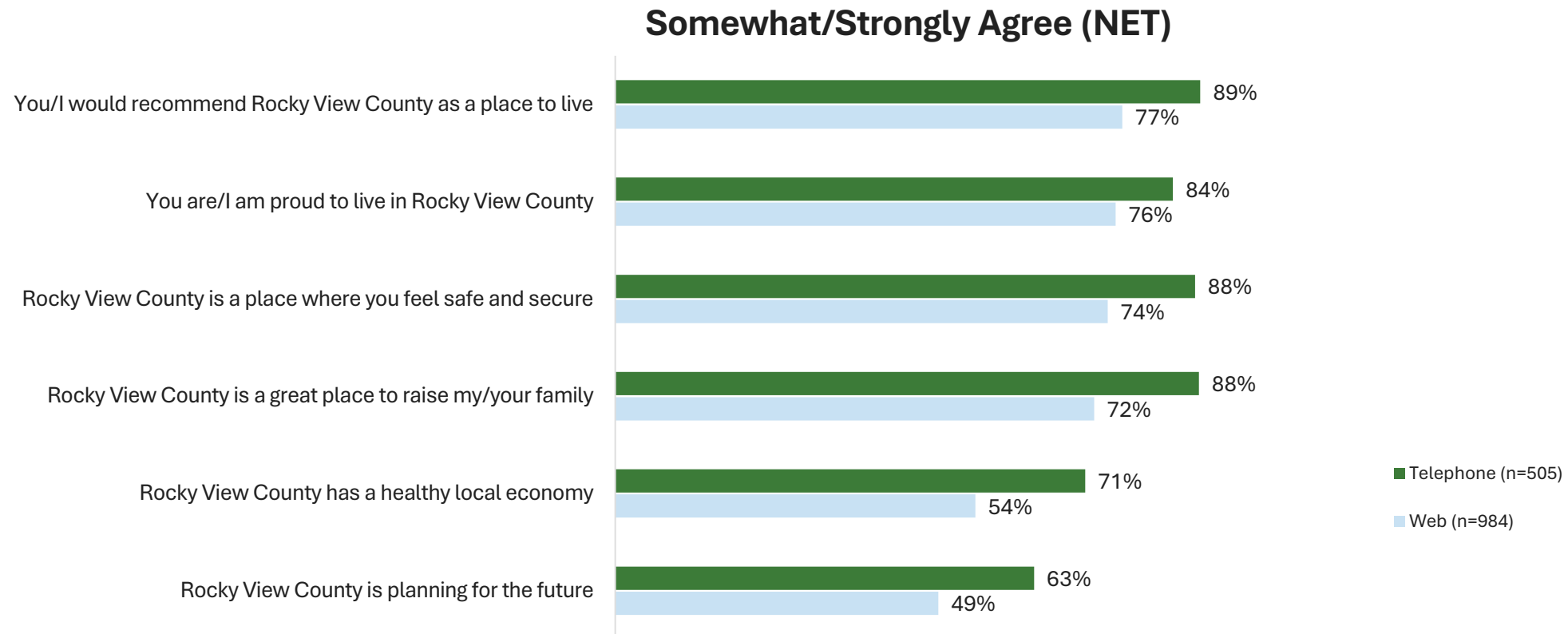
	Total
EMPLOYMENT	n=1,429
In Rocky View County	21%
In Calgary	38%
In a nearby town	6%
I do not work	32%
Within Alberta (unspecified)	2%
Outside of Alberta	1%
Work from home (unspecified)	3%
Retired / Not currently working	2%
Other	2%
Prefer not to answer	<1%

7

Appendix

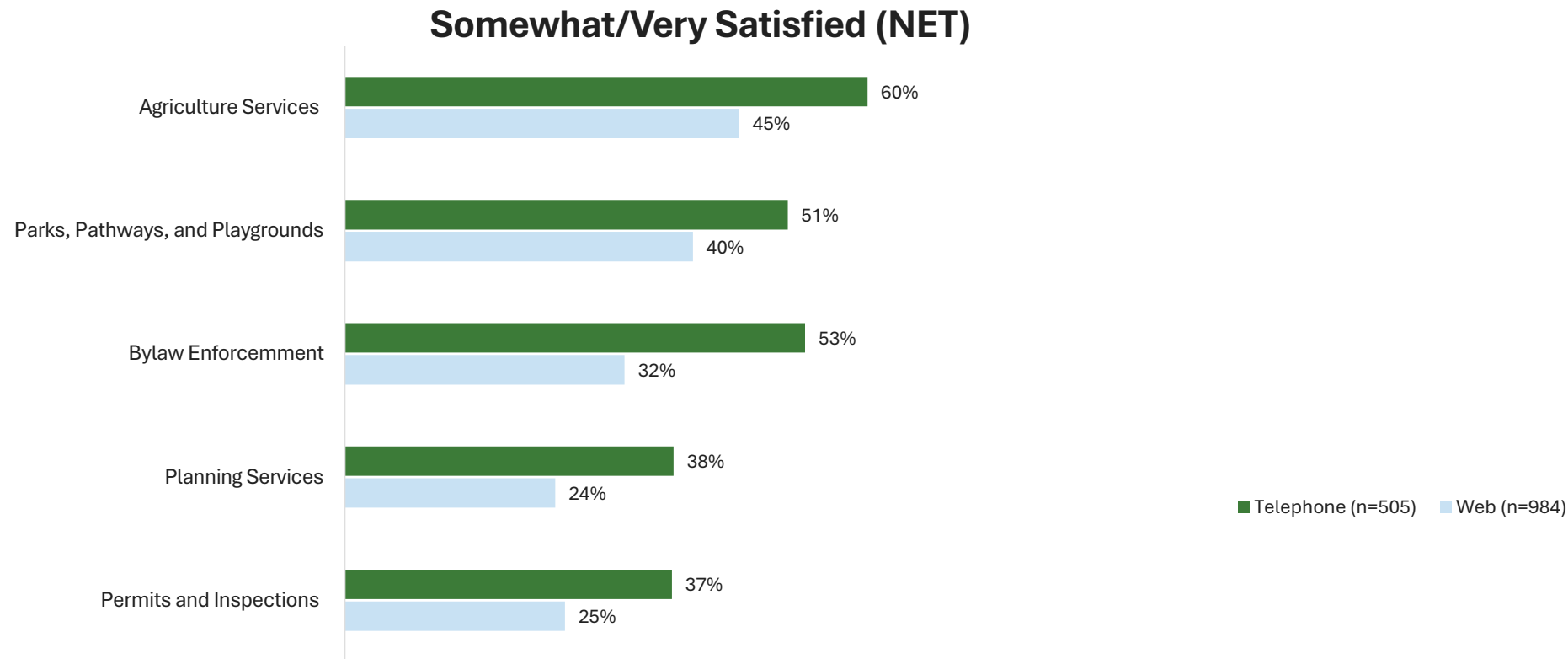


Resident Perceptions on **Living** in Rocky View County by Data Collection Method



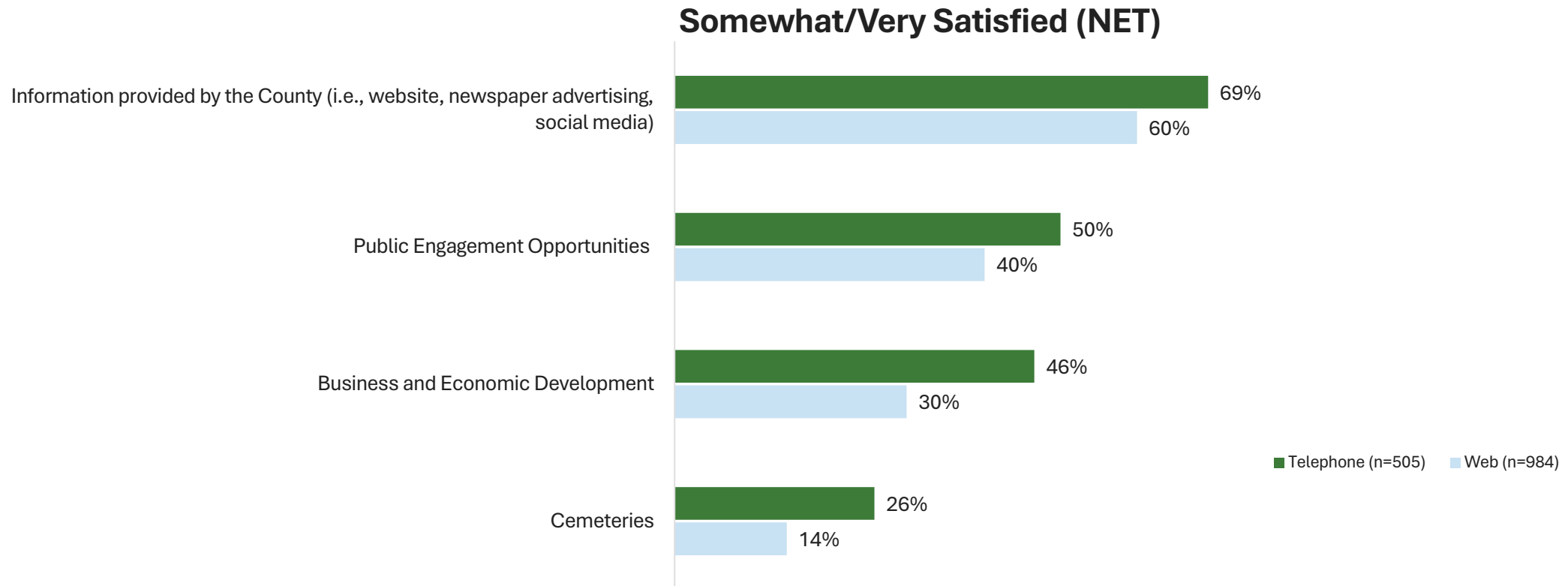
A5: Please indicate your level of agreement with the following statements. Base: All residents (n=1,489)

Satisfaction with Environmental Services and Programs Provided by Rocky View County by Data Collection Method



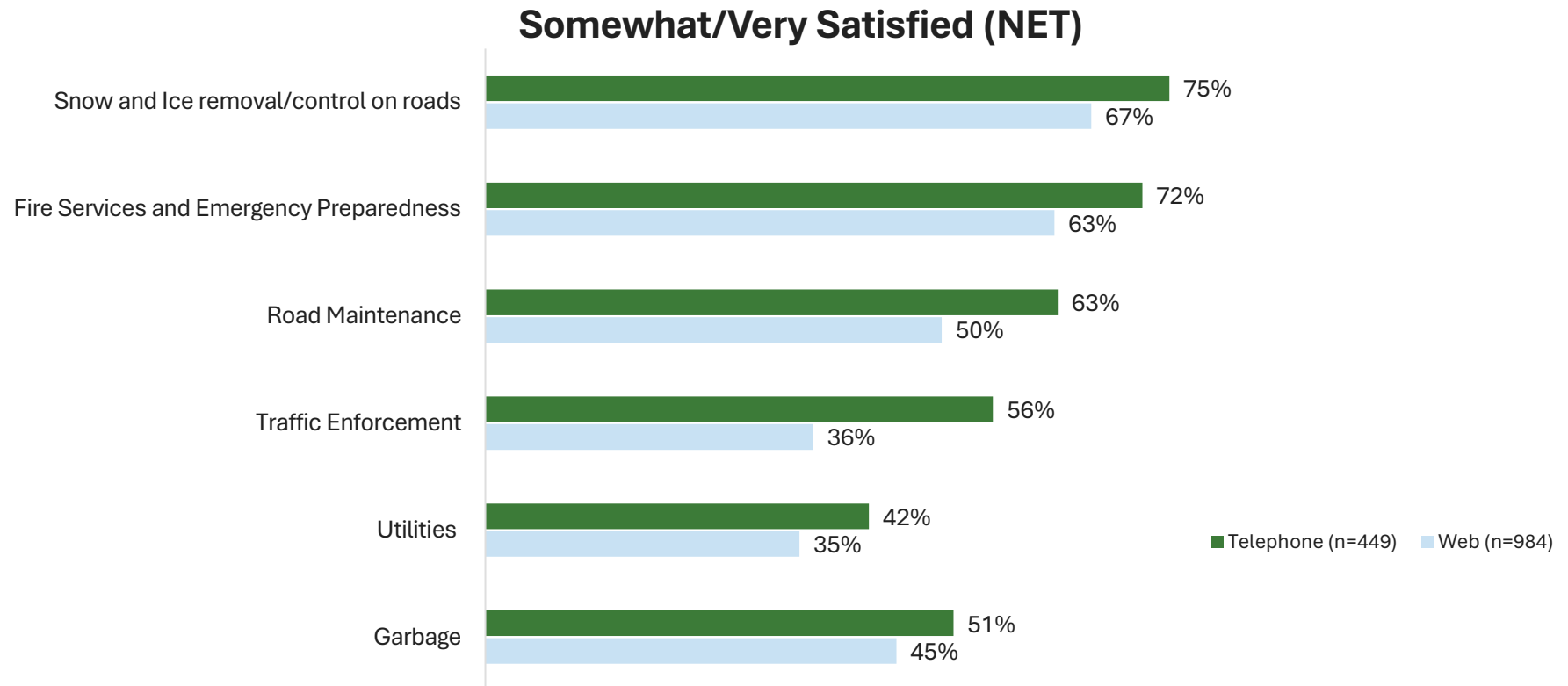
B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. Base: All residents (n=1,489)

Satisfaction with **Resource and Communication** Services Provided by Rocky View County by Data Collection Method



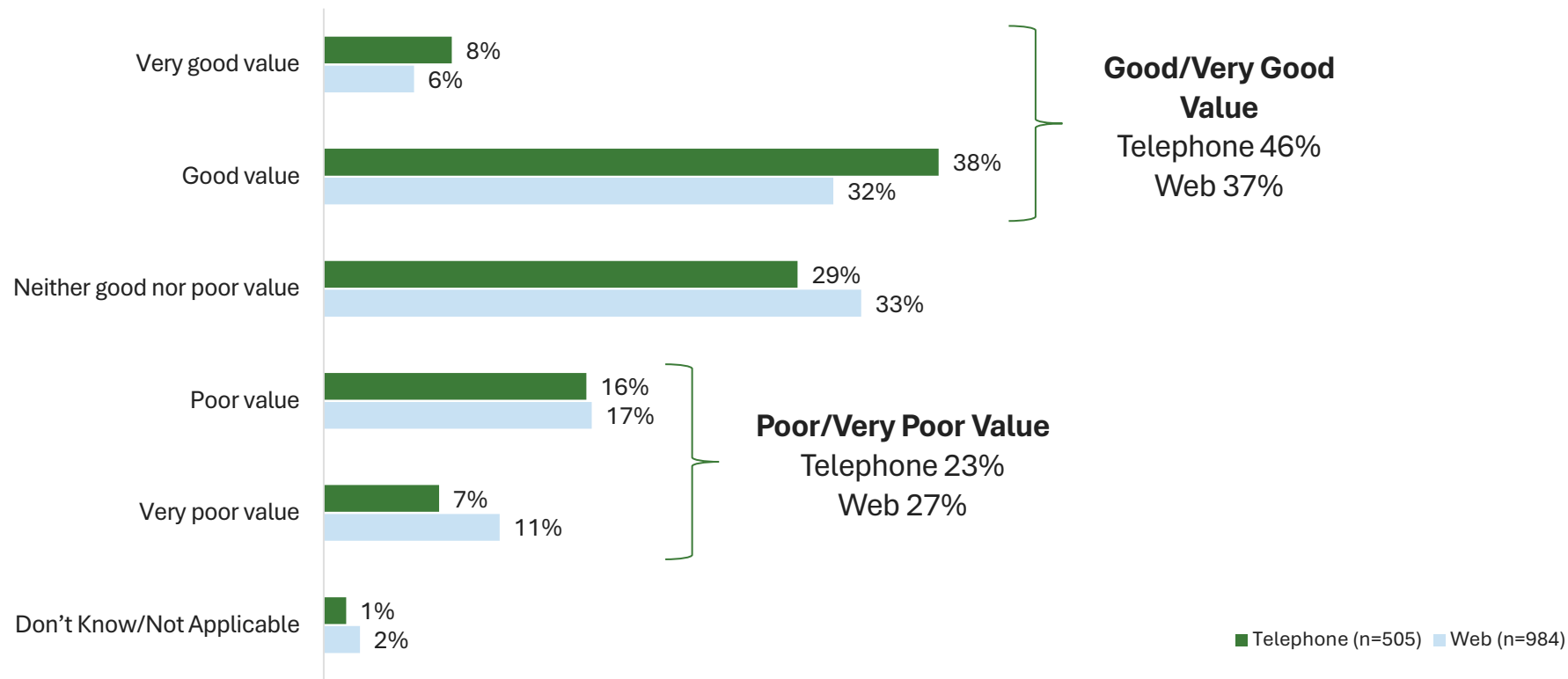
B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. Base: All residents (n=1,489)

Satisfaction with **Community** Services and Programs Provided by Rocky View County by Data Collection Method



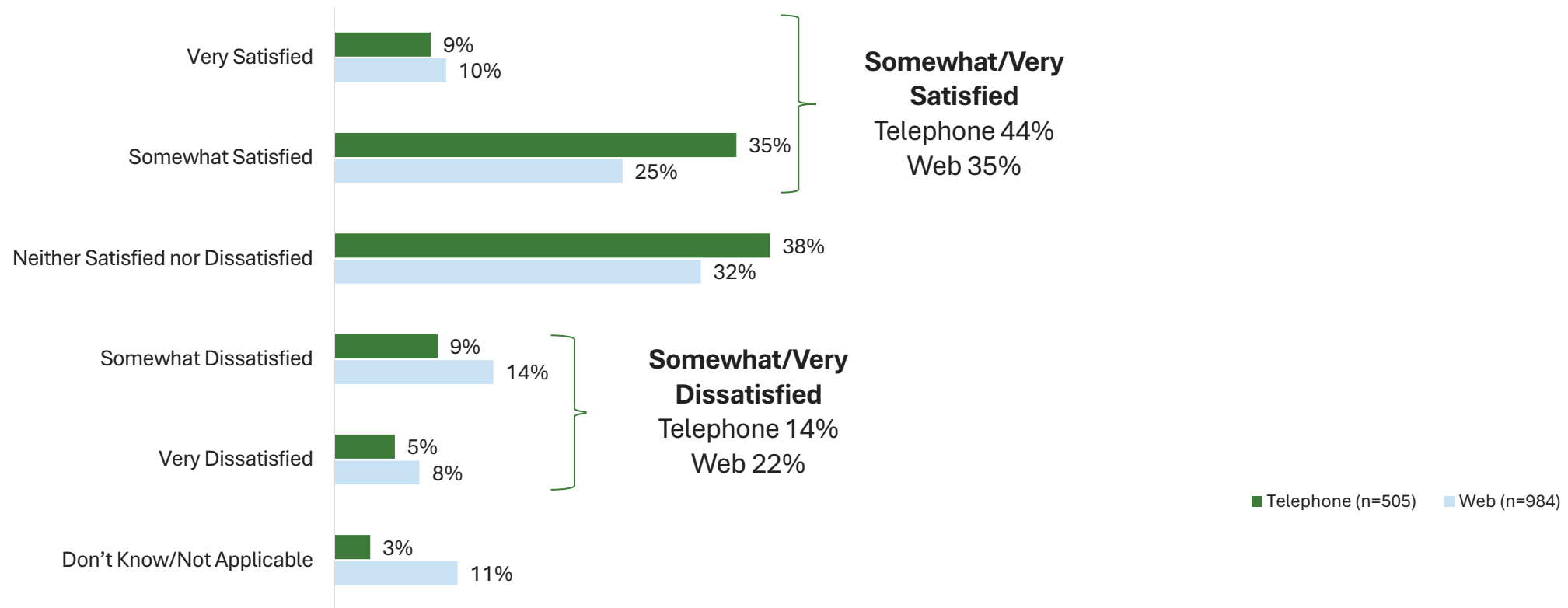
B2: Please rate your satisfaction with the following programs and services provided to you by Rocky View County. Base: All residents (n= 1,489)

Perceived Value from Municipal Property Tax Dollars by Data Collection Method



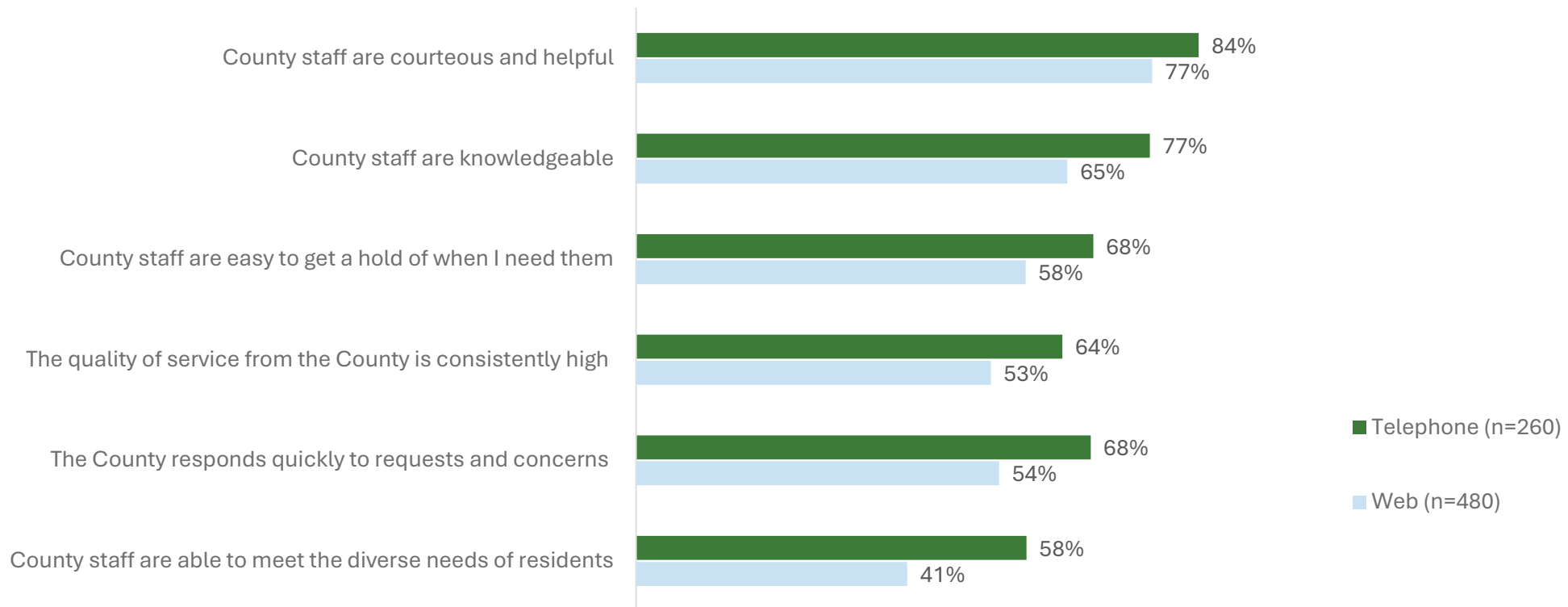
B4: Please rate the value you feel you receive from your municipal property tax dollars. Base: All residents (n=1,489)

Satisfaction With Elected County Representatives by Data Collection Method



Perceptions on Rocky View County Staff by Data Collection Method

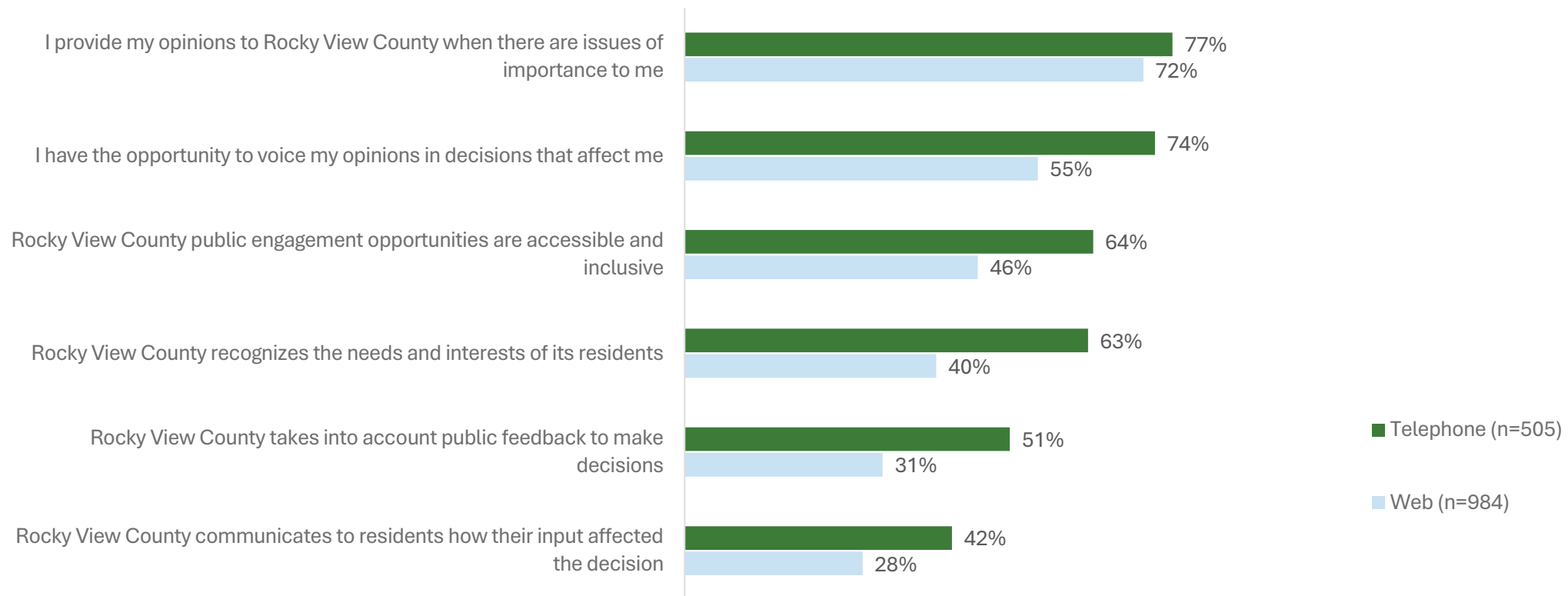
Somewhat/Strongly Agree (NET)



C7: Thinking about your personal dealings with Rocky View County staff, please rate your level of agreement with the following: Base: Those who interacted with the County in the last 12 months (n=692)

Rocky View County Public Engagement Perceptions by Data Collection Method

Somewhat/Strongly Agree (NET)



D2: Thinking about how Rocky View County engages its residents, please rate your level of agreement with each of the following: Base All residents (n=1,489)

Our services

Leger

Marketing research and polling

Customer Experience (CX)

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

MONTRÉAL | QUÉBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

Leger

The Science of People.

leger360.com

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