



LEDUC  
COUNTY

What We Heard Report  
**2023 Newsletter survey**

Date: Jan. 25, 2024

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## Background

### *Newsletter audit*

As part of the County's ongoing commitment to enhance communication practices to support an engaged community, a newsletter audit was conducted. The Newsletter audit provides an understanding of current practices, opportunities, gaps and areas of improvement. The information from the audit provides data to assist in the development of the County's Newsletter strategy.

The 2023 corporate plan identifies the development of a newsletter strategy to be presented to Council by Q4, 2023.

### *Public participation*

From Sept. 13 to Oct. 20, 2023 an online survey was available for county residents and business owners to provide feedback on Leduc County's print and digital communication methods for delivering county information and updates. They were asked to identify the types of information preferred as well as the frequency and methods of communication preferred. The stakeholder feedback was used to develop a newsletter strategy, the level of public participation for this project was set at **involve**.

## What we asked of you

The purpose of this survey was to gather input from residents and business owners on how they prefer to receive information updates, the frequency they wish to receive it and type of information they want.

The survey asked for input on the following topics:

- ▶ Preferences on how to receive information and updates from Leduc County (print or digital).
- ▶ Where do people find information about Leduc County (a list of all sources was provided).
- ▶ Frequency of printed newsletters (the County Chronicle and ASB News and Views).
- ▶ Frequency of digital information (Ag Matters, Public Participation Opportunities, Accessing Opportunity, etc.).
- ▶ Frequency of information.
- ▶ Subject matter and content provided.
- ▶ Method of information delivery.

We also asked respondents to provide responses to an open-ended question on any topics they would like to see more information on. All comments are shared in this report.

## How we asked

The newsletter survey was open from Sept. 13 to Oct. 20, 2023. We promoted the survey in the following ways:

- ▶ **Mail:** we mailed 7,131 physical copies of the survey as part of the County Chronicle to every resident and business owner in Leduc County.
- ▶ **Public participation email newsletter:** we included the newsletter survey for six weeks in the public participation email newsletter, which was sent to 84 subscribers each time.
- ▶ **Social media posts:** we ran four weeks of paid advertising for the survey on our Leduc County Facebook page. We also made five additional organic posts on each of the following social accounts: Facebook, LinkedIn and Twitter/X.
- ▶ **Poster:** a poster was created and shared with residents and business owners at the county center and community centers across the municipality.
- ▶ **Website:** we provided complete details about the survey on our public participation website [www.yoursayleducounty.com/newsletter-survey](http://www.yoursayleducounty.com/newsletter-survey). This webpage included information about the survey, instructions for taking the survey and a link to the contact the project team.
- ▶ **Web notice:** we created a web notice on the Leduc County main website at [www.leduc-county.com/en/news/2023-newsletter-survey](http://www.leduc-county.com/en/news/2023-newsletter-survey).
- ▶ **Print ads:** we ran ads in the Leduc Rep and Connect39 for two weeks. One week in September and another in October.
- ▶ **County Express:** we included an advertisement weekly from Sept. 13 to Oct 20, 2023, in our internal newsletter for staff who live in the County.

## HOW WE COMMUNICATED

 <b>6</b> public participation email newsletters sent	 <b>1</b> web notice created
 <b>2</b> print advertisement platforms used	 <b>1</b> poster distributed
 <b>2</b> paid social media campaigns	 <b>7,131</b> surveys mailed
 <b>1</b> P2 webpage created	 <b>15</b> social media posts

### How you participated

We had 933 visitors to the “Your Say Leduc County” newsletter online survey webpage. Of the 933, 318 were considered informed and 830 were aware of the survey.

56 responses were completed online, four via the print insert in the County Chronicle and one via telephone.

# HOW YOU PARTICIPATED



**61** survey responses



**56** digital responses



**724** social media referrals



**1** phone call response



**933** webpage visits



**4** print survey responses received

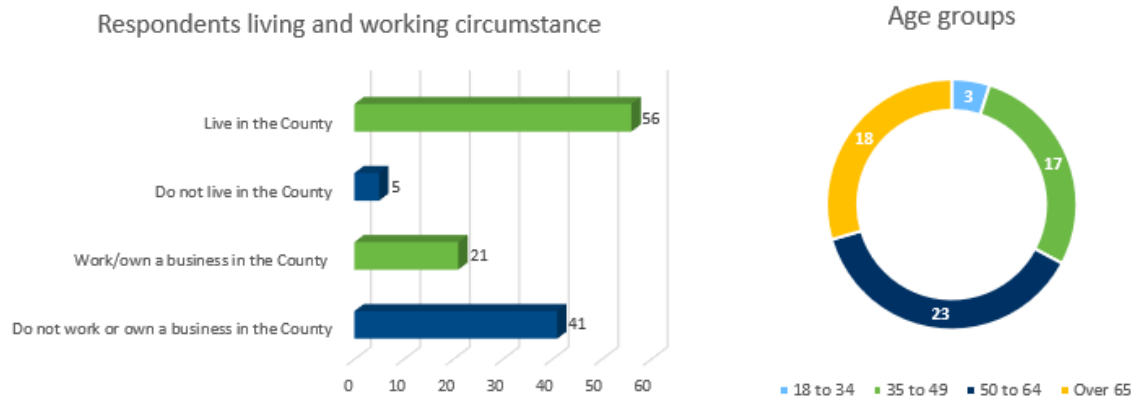
## TRAFFIC SOURCES OVERVIEW

REFERRER URL	Visits
m.facebook.com	480
l.facebook.com	140
lm.facebook.com	99
www.google.com	13
t.co	11
www.google.ca	4
www.leduc-county.com	3
www.linkedin.com	3
instagram.com	2
www.bing.com	2
android-app	1
mail.google.com	1



## Who participated

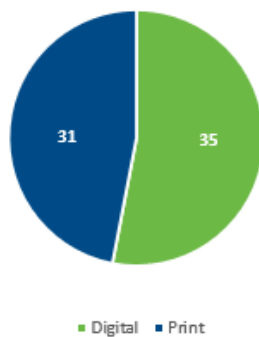
We asked three demographic questions in the survey, including if they lived, worked or owned a business in the county and their age.



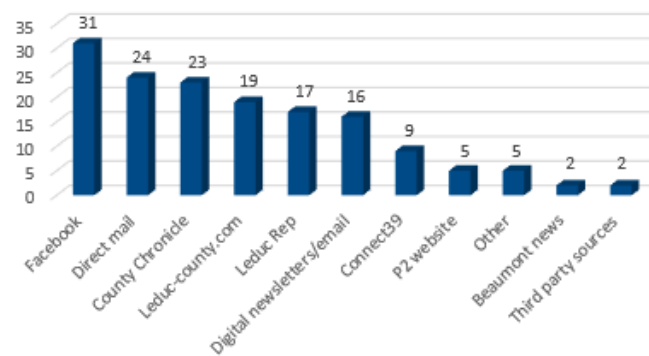
## What you told us

We asked seven questions and one open-ended question to gather feedback on the type of information, frequency and method of communication that stakeholders wanted to know about Leduc County.

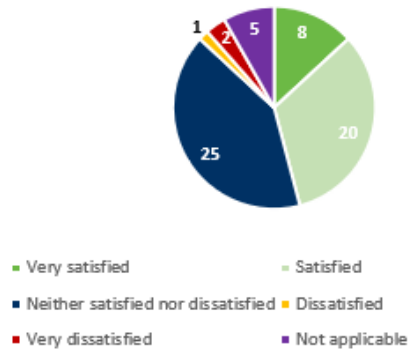
Information delivery preferences



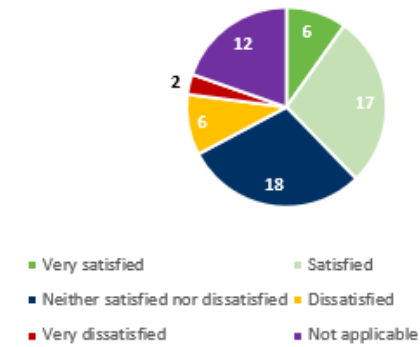
Resources used for information receipt



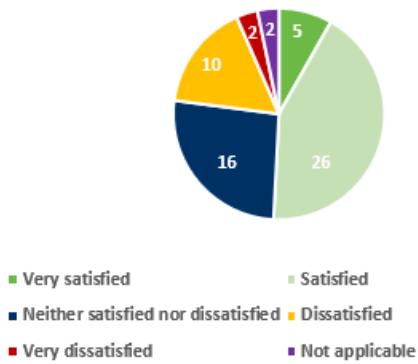
Satisfaction with frequency of printed newsletter



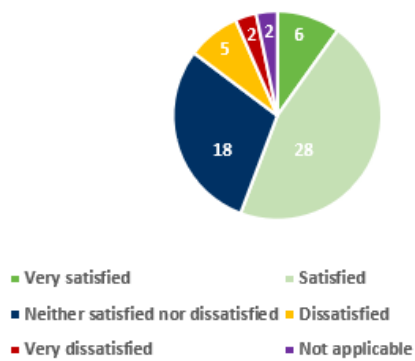
Satisfaction with frequency of digital newsletters



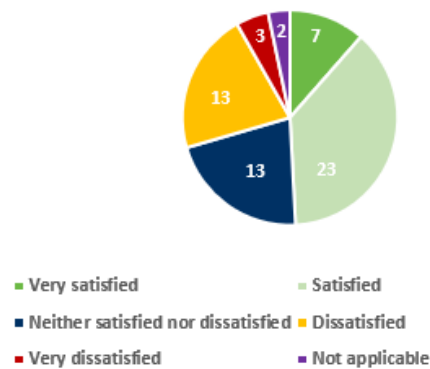
Satisfaction with frequency of information



Satisfaction with subject matter and content provided



Satisfaction with method of information delivery



## Written feedback. Comments are copied directly as stakeholders responded.

### Comments from other places stakeholders find information about Leduc County.

Response #	Other places stakeholders find information about Leduc County?
1	Someone else tells me.
2	My own internet search
3	Don't recall receiving the last community chronicle in the mail.
4	options for replying to advertisements such as mail back or call back options.
5	* comment left empty*

### Comments from feedback on topics stakeholders would like to see more information on

Response #	Feedback on any topics stakeholders want to see more information on:
One	Car Maintenance, animal information, job postings, classified ads, obituaries, coupons for local businesses, current events, upcoming events
Two	I would like to continue receiving information regarding development plans that affect the rollyview area
Three	I am okay with receiving my news digitally but a lot of senior's in the community do not have access to computers and therefore feel left out of the county
Four	Please provide all county communications in Connect 39
Five	More police patrol.....drivers around residential areas are careless.
Six	Sewer at pigeon lake
Seven	Bylaw enforcement
Eight	Road bans
Nine	A lot of the older generation does not have access through digital information. Newsletters in Beaumont do not have a lot of county information. Therefore, this generation does not get much county Information. My mother does not get county information at all. And honestly, I don't get much either, so seeing this survey was a surprise, interestingly on a topic of about receiving information. If you want to keep the less digitally inclined in Beaumont uninformed, your doing a great job.



10	When the county is doing something such as allowing more road access on our subdivision road they should let all residents know, not just one resident in the whole subdivision. Thankfully the neighbor let the subdivision know what the county was planning and we all signed a petition back in June and still haven't heard a word (Panarma Acres)
11	I prefer to receive the Quarterly County Chronicle delivered by mail, however too often events or information notices have passed their deadlines before this chronicle arrives.
12	The money our councilors make
13	Any new businesses to the County before being approved.
14	New bylaws being implemented, public meetings, rural crime
15	none
16	Sometimes the newsletter arrives by mail later than some of the events that are being advertised so event has already been missed.
17	It would be nice if there was availability of area bulletin boards close to Canada Post mail box locations.
18	Nothing comes to mind
19	I would like to see more information on fire safety surrounding Pigeon lake Properties. There is many dead trees that would be a hazard if a fire was started. A huge risk to residences. One final question should be asking if we pay taxes in Leduc County. I may not have Leduc County as my primary residence, but I maintain, and pay annual taxes, like any other person who resides in Leduc County.
20	I would really, really like to start receiving the Beaumont News and Leduc Rep again. For some reason we stopped getting it quite a while ago.
21	Nothing
22	Please keep paper production for news as many people do not have a digital option
23	detailed information re herbicides and pesticides being used
24	County incentives such as grants, new bylaws, County held festivities to promote unity, animal welfare.
25	I rarely get the information BEFORE the close date. for example I'll get the paper on the Tuesday of the Week following, so anything of value has already passed. I prefer to go online to see what's happening because I can then see before the event etc happend
26	Nothing comes to mind at this time.
27	Current topics are fine
28	Snow removal for residents, senior services, weed control services. Drainage District information.
29	All
30	Add physical addresses too not just legal land descriptions
31	Would like to see more information on the west end of the County.
32	The only thing is that if the rezoning information and other alerts could

	be categorized by zone as the county of Leduc is huge.
33	Future considerations for Road upgrades
34	Unsure
35	Remove the gay crosswalk, its distracting and not something that is required in Leduc.
36	I feel like their is a lot going on in Leduc County that I dont hear about with the disappearance of the Leduc County Market paper.
37	Sewer
38	Leduc bus services need to improve. The frequency of buses needs to run until Edmonton airport and EDMONTON.
39	What the county is using our taxes on
40	I like the qtr chronicles very much. Good info and range of information. Emails - if sent to frequent are not read. If I knew I would get all info in one email say monthly I may read more often.
41	Crime
42	What development is happening
43	If there is any way of accessing information it would be greatly appreciated. It seems that the Leduc paper is no longer being distributed and when it was it only talked about things that had happened and not enough about upcoming events.
44	Infrastructure projects upcoming
45	More info on animal welfare.
46	I prefer digital because it is better for the environment but honestly, I am more likely to read it if it is paper.
47	I haven't seen muc on Leduc county in any format
48	More farm safety during harvest and seeding due too people driving reckless and passing on double lines or trying to pass slow moving equipment and not watching signal lights an etc.
49	Method of information delivery should be to each home or to designated P.O. box.
50	I wasn't aware of the newsletter. I'd like to receive it electronically via email
51	Opportunities & programs for kids/teens Road maintenance Crime watch
52	More updates about what is happening in & around the community
53	More seminars
54	Make it easier to find on website, development permits personal and business
55	agriculture services. Every time I phone in to get information nobody ever sends any. seems like the staff don't care. Joanne Neiman