

Water Bill and Flood Preparedness Survey

Citizens' View Research Report | May 2018

Prepared for The City of Calgary by:





Methodology

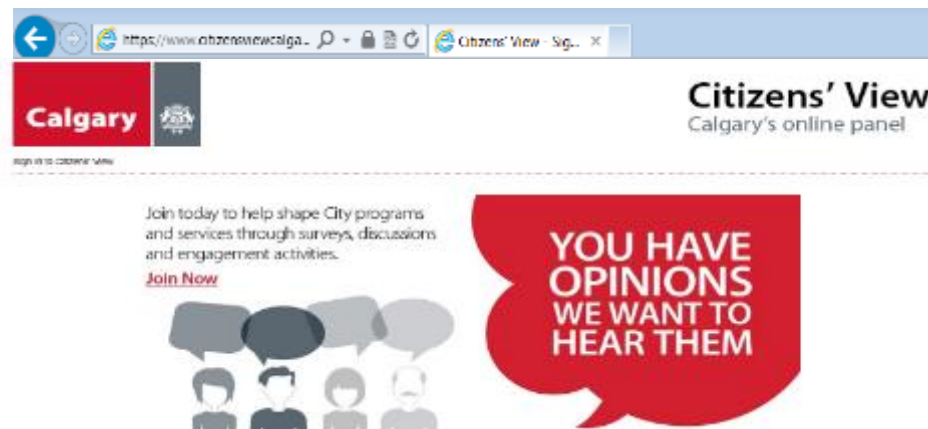
Methodology

Ipsos conducted an online survey with Citizens' View panelists.

Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.

The survey was launched on May 7 to 3442 panelists. A total of 971 came to the survey site, among whom 70 (2% of the total outgo) dropped out and 901 (26% of the outgo) panelists completed the survey by May 14.

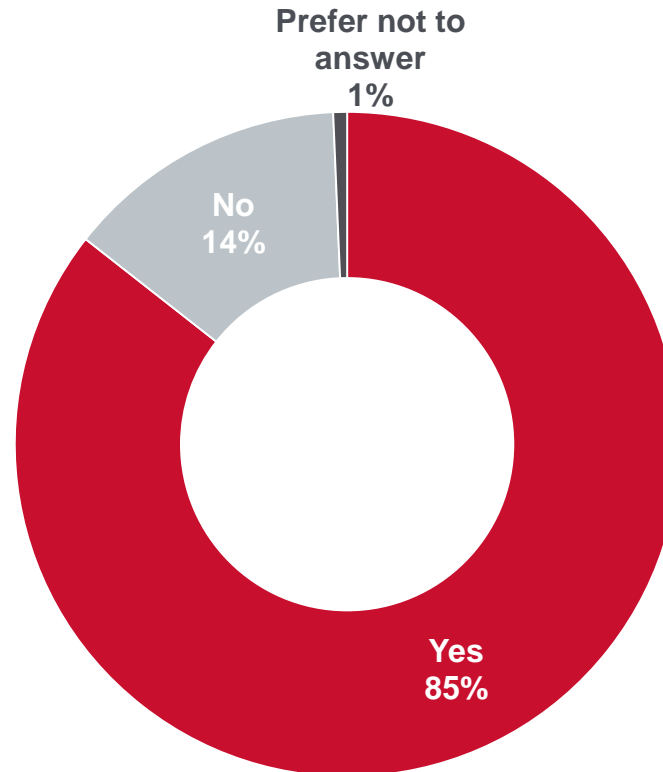
The following findings may not be statistically representative of all Calgarians. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without research with a representative sample of citizens.





Summary of Findings: Water Bill Options

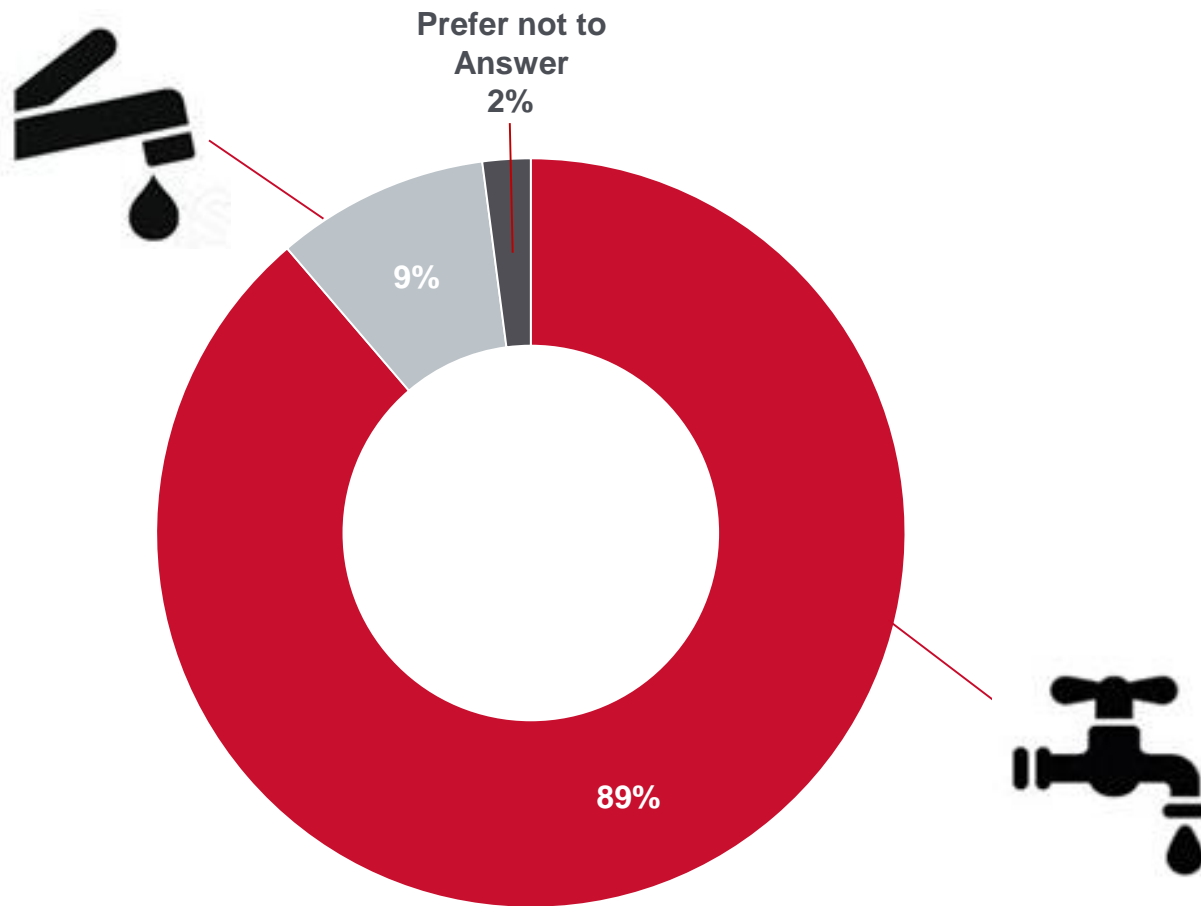
Whether Pay Water Bill



Q1. Are you or is someone from your household responsible for paying the water bill at your home?

Base: Respondents who are, or someone from their household is responsible for paying the water bill at their home (n=901)

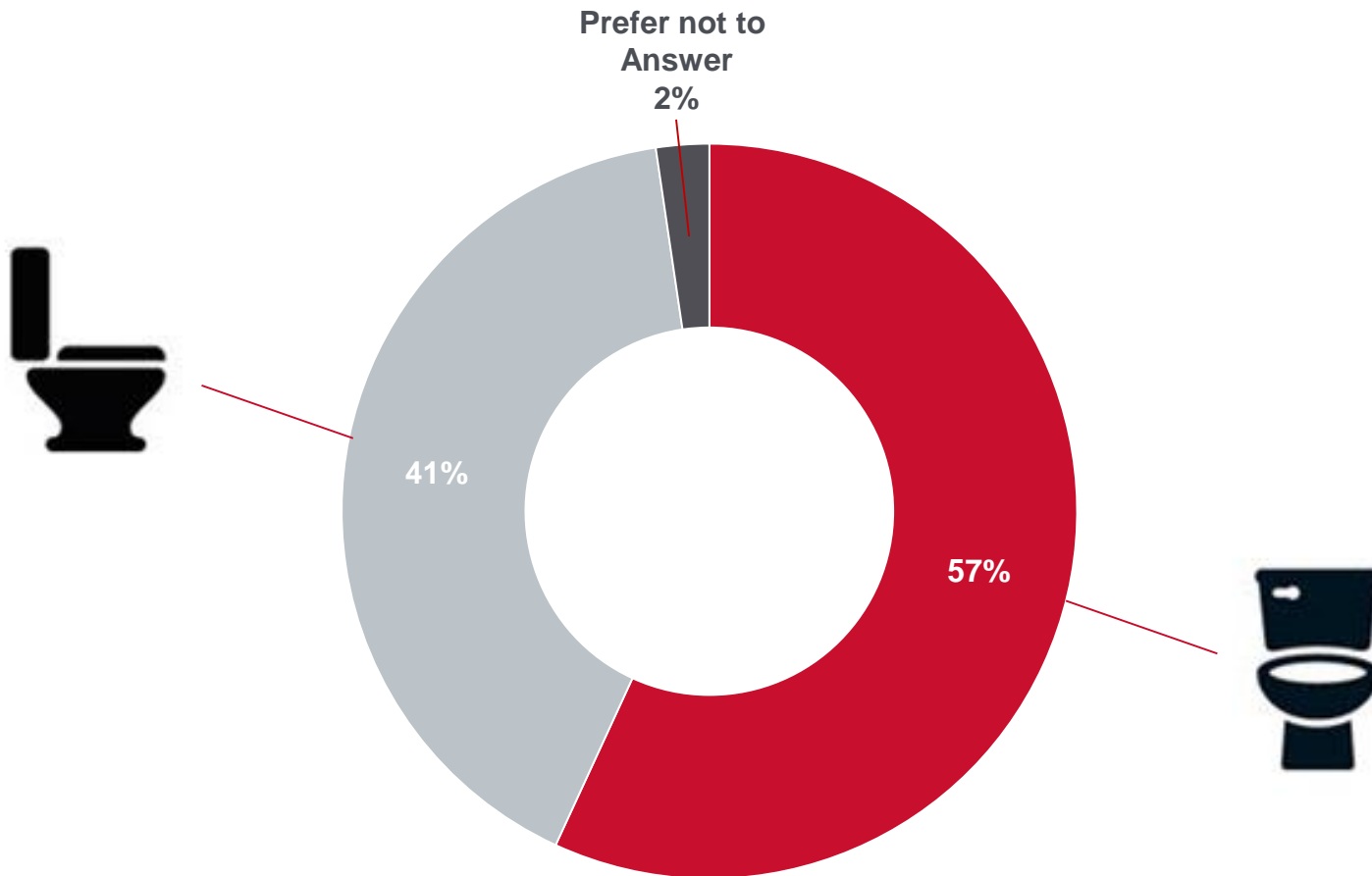
Preferences for Water Icons



Q2. Water Clean water is supplied to your taps, toilet and other water using appliances. The water charges on your bill pay for the cost of treating and delivering clean water to homes and for meter reading, billing and fire protection. Please choose which icon you prefer to represent Water on your utility bill?

Base: Respondents who are, or someone from their household is responsible for paying the water bill at their home (n=772)

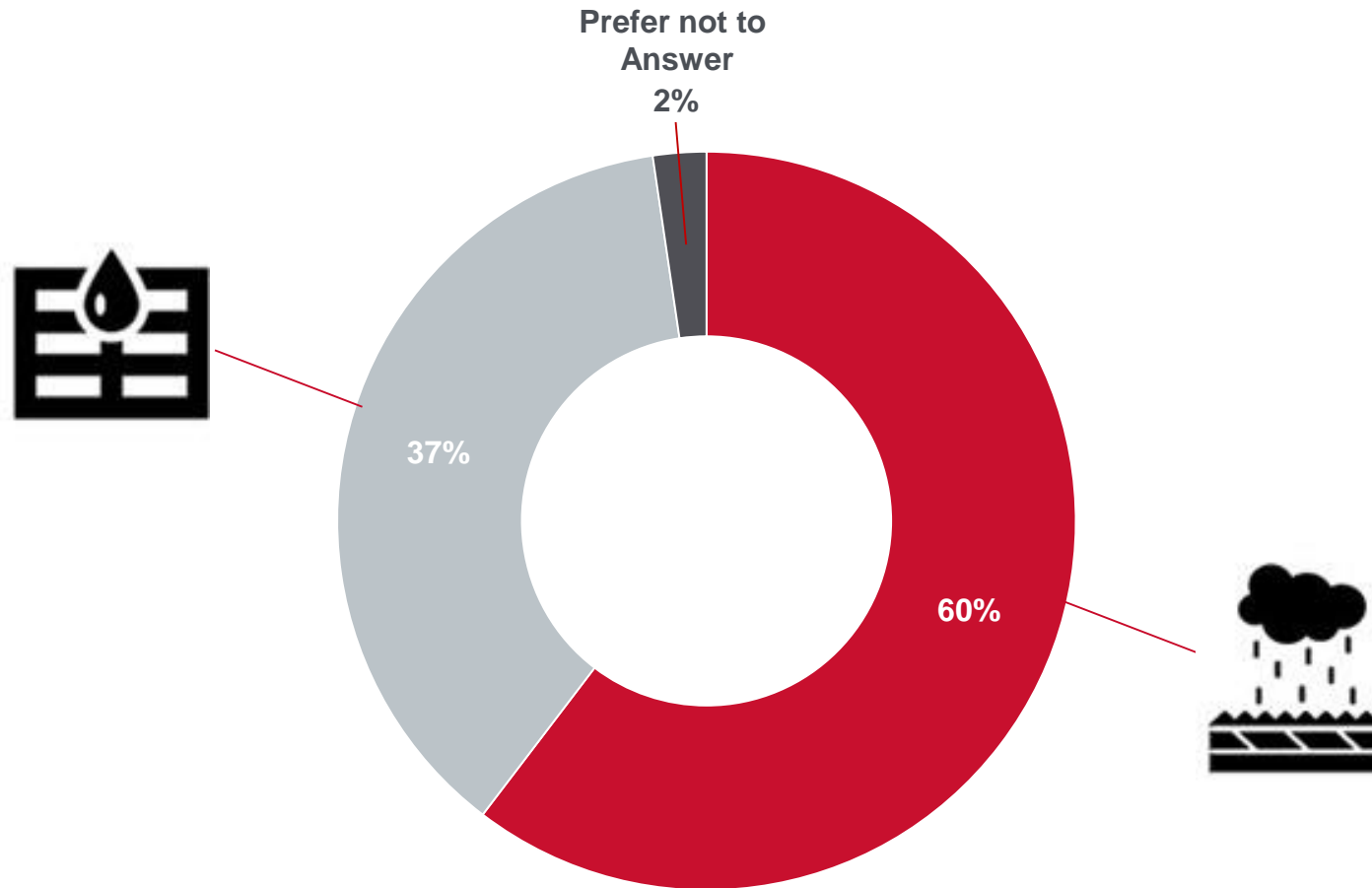
Preferences for Wastewater Icons



Q3. Wastewater is the used and dirty water from toilets, sinks, showers and water using appliances. This water leaves your home through drains and pipes to one of three wastewater treatment plants. The wastewater charges on your bill pay for the cost of collecting and treating wastewater, including pipes, treatment facilities and billing. Please choose which icon you prefer to represent Wastewater on your utility bill?

Base: Respondents who are, or someone from their household is responsible for paying the water bill at their home (n=772)

Preferences for Stormwater Icons



Q4. Stormwater is the water from rainstorms or melting snow that runs along roads, streets and driveways. It enters into storm drains in the road and flows through an underground pipe system leading to the river. What you pay on your bill ensures reliable street drainage, flood protection and river health. Please choose which icon you prefer to represent Stormwater on your utility bill?

Base: Respondents who are, or someone from their household is responsible for paying the water bill at their home (n=772)

Best Explanation of Wastewater Return Factor

Show the wastewater factor as 90% of my water usage
(Water usage x 0.9) = volume returned to the wastewater collection system x full wastewater charge = dollar amount

For example, if a household used 8m³ of water, the calculation will show: 8m³ x 0.9 = 7.2 x \$1.6502 = \$11.88



56%

Show the wastewater factor as 90% of the wastewater rate
Water usage x 90% of wastewater rate/m³ = dollar amount

For example, if a household used 8m³ of water, the calculation will show: 8m³ x \$1.4852m³ (\$1.6502 wastewater rate x 0.9) = \$11.88



15%

Neither option meets my needs. I would need more information to fully understand the wastewater return factor.



29%

Q5. Which of the following options would best help explain the wastewater return factor on your water bill?

Base: Respondents who are, or someone from their household is responsible for paying the water bill at their home (n=772)

Statement to Explain the Calculation if it Shows Factor as 90% of Water Usage

Water usage in cubic metres (m³) is multiplied by 0.9 to reflect that, on average, 90% of treated water is returned to the wastewater system over a 12-month period.



48%

Water usage in cubic metres (m³) is multiplied by 0.9 to reflect that not all water (e.g. outdoor watering) is returned to the wastewater system over a 12-month period.



30%

Neither option meets my needs. I would need more information to fully understand the wastewater return factor.



22%

Q6. If the calculation shows the wastewater factor as 90% of water usage, which statement could be included on the bill to explain the calculation

Base: Respondents who are, or someone from their household is responsible for paying the water bill at their home (n=772)

Statement to Explain the Calculation if it Shows Factor as 90% of the Wastewater Rate

The wastewater rate of \$1.6502 has been reduced by 10% to \$1.4852 to reflect that not all water (e.g. outdoor watering) is returned to the wastewater system over a 12-month period.



39%

The wastewater rate of \$1.6502 has been reduced by 10% to \$1.4852 to reflect that, on average, 90% of treated water is returned to the wastewater system over a 12-month period.



38%

Neither option meets my needs. I would need more information to fully understand the wastewater return factor.



23%

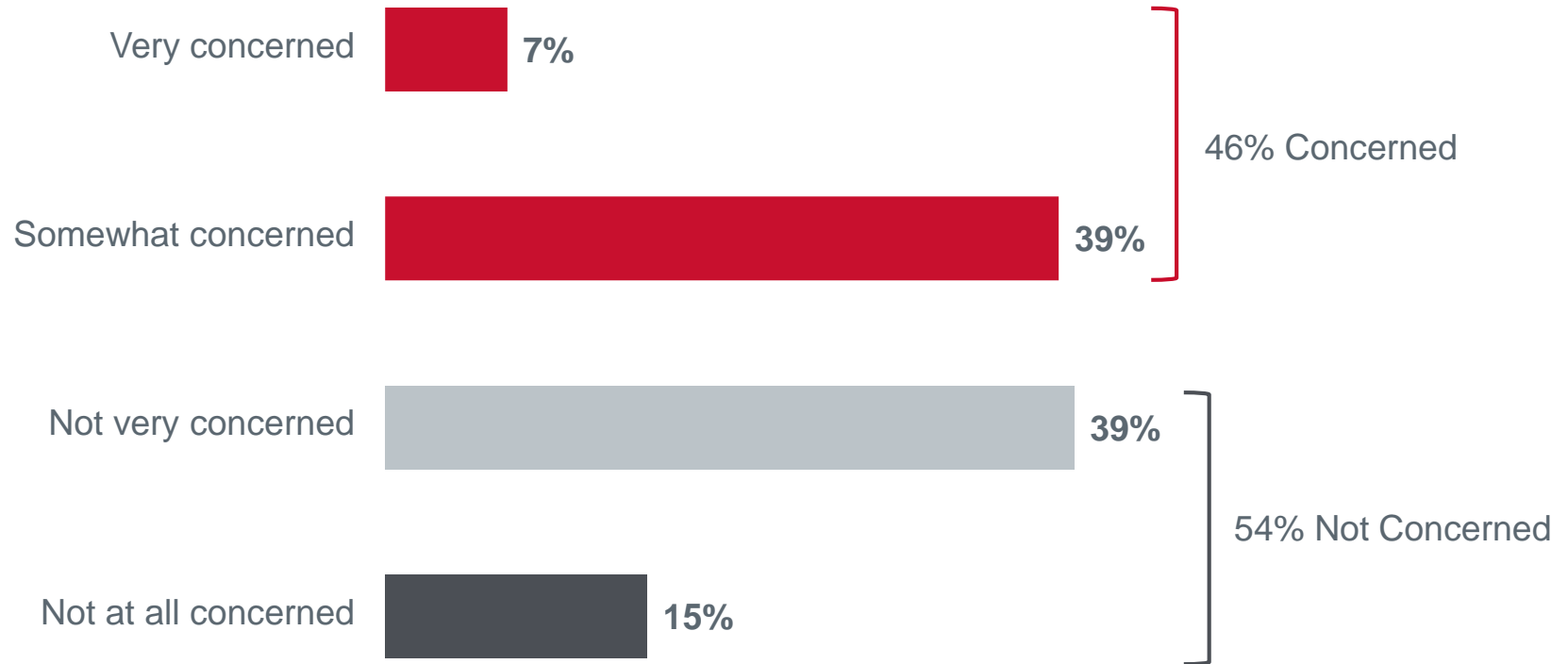
Q7. If the calculation shows the wastewater factor as 90% of the wastewater rate, which statement could be included on the bill to explain the calculation:

Base: Respondents who are, or someone from their household is responsible for paying the water bill at their home (n=772)



Flood Preparedness

Concern that Calgary will Experience a Major Overland Flood Event in 2018

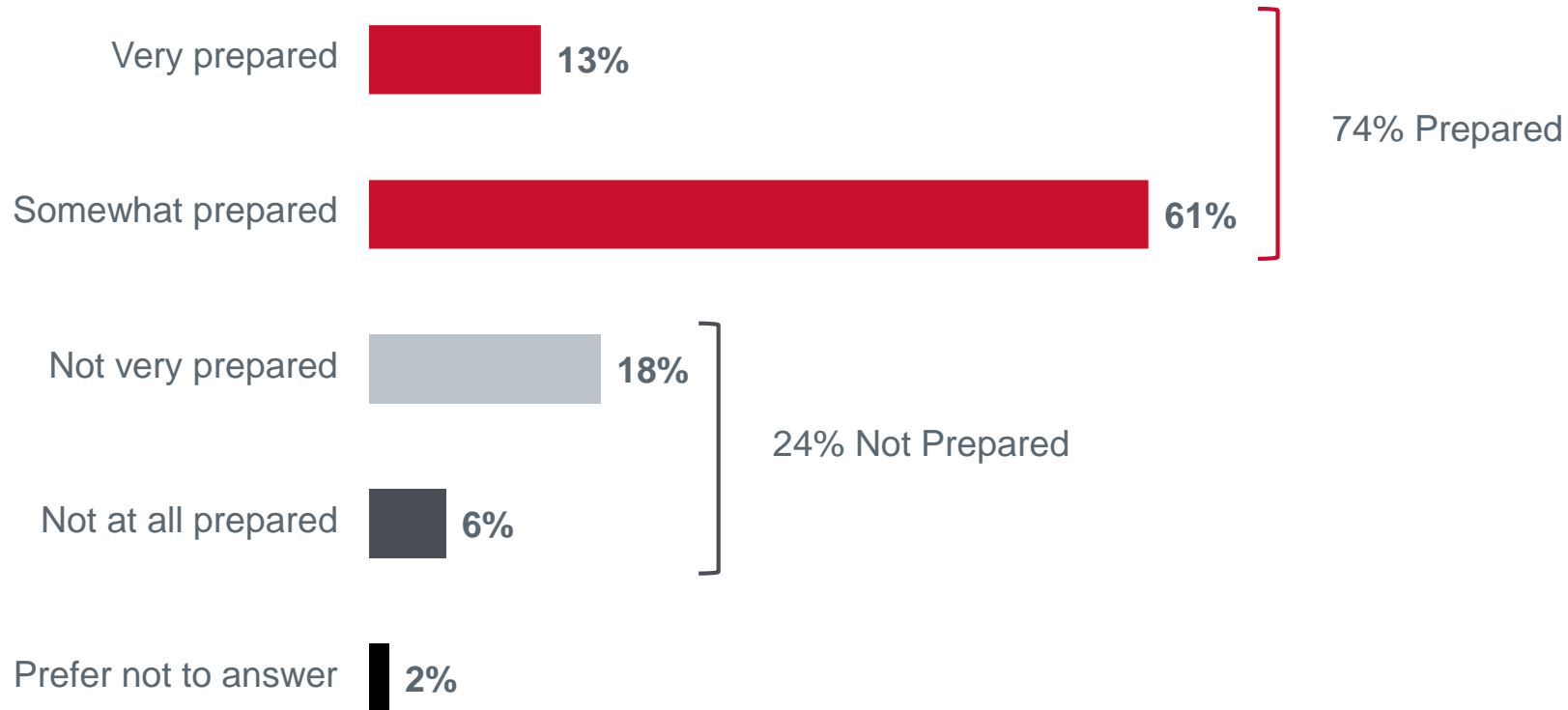


Overland flooding happens when water overflows the banks from streams, rivers and lakes, or through storm water backup. Depending on how severe the flooding is, the water can slowly creep backyards or it can rapidly spread throughout the streets.

Q8. Overall, how concerned are you that Calgary will experience a major overland flood event in 2018?

Base: Total Respondents (n=901)

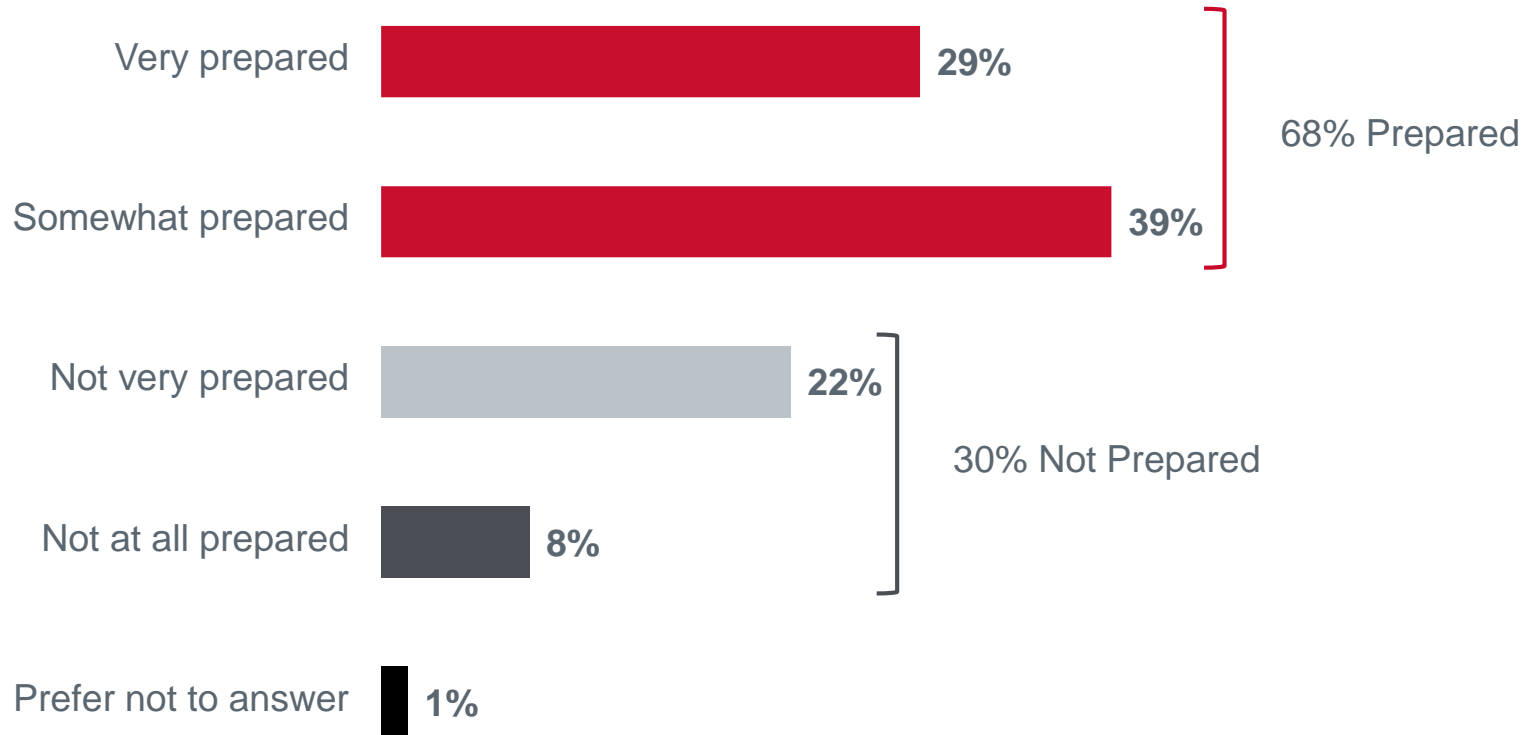
Perceptions of Preparedness of The City of Calgary to Deal with an Overland Flood Event in 2018



Q9. Based on your own knowledge and what you may have read, seen, or heard, how prepared is The City of Calgary to deal with an overland flood event in 2018?

Base: Total Respondents (n=901)

Preparedness of Respondents' Households to Deal with an Overland Flood Event in 2018



Q10. How prepared is your household to deal with an overland flood event in 2018?

Base: Total Respondents (n=901)



Demographic Characteristics



Demographic Characteristics

Gender



47%
Male



49%
Female

(Prefer not to answer 4%)

Education

High school
or less



6%

College
or some
college



75%

After
Bachelor's
degree



17%

Age

18 – 34

10%

35 – 54

38%

55+

52%

Income



<\$60k

20%



\$60–
<\$90k

17%



\$90–
<\$150k

25%



\$150k+

19%

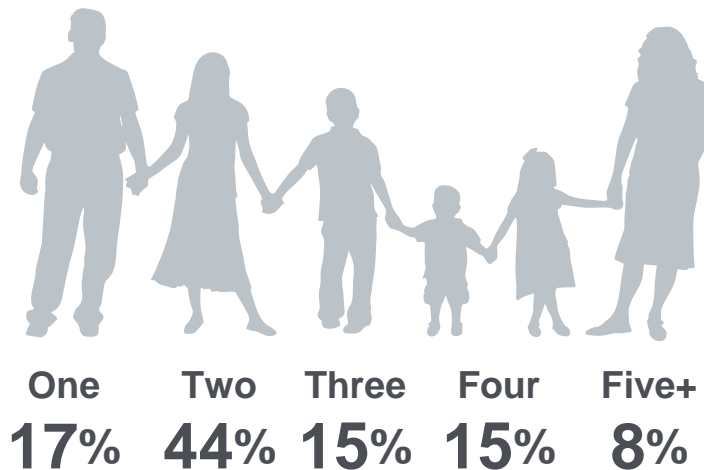
(Prefer not to answer 20%)

Base: Total Respondents (n=901)

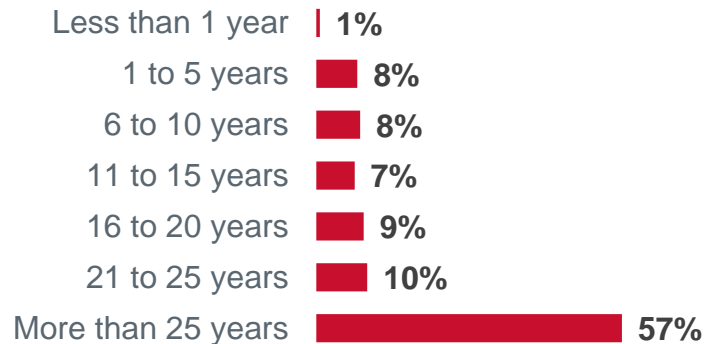


Family Characteristics

Household Size



Lived in The City of Calgary...



Own
84%

Rent
12%

Other
2%

Prefer not
to answer
1%

