

2024 Equity in Service Delivery

Research Results

December 2024

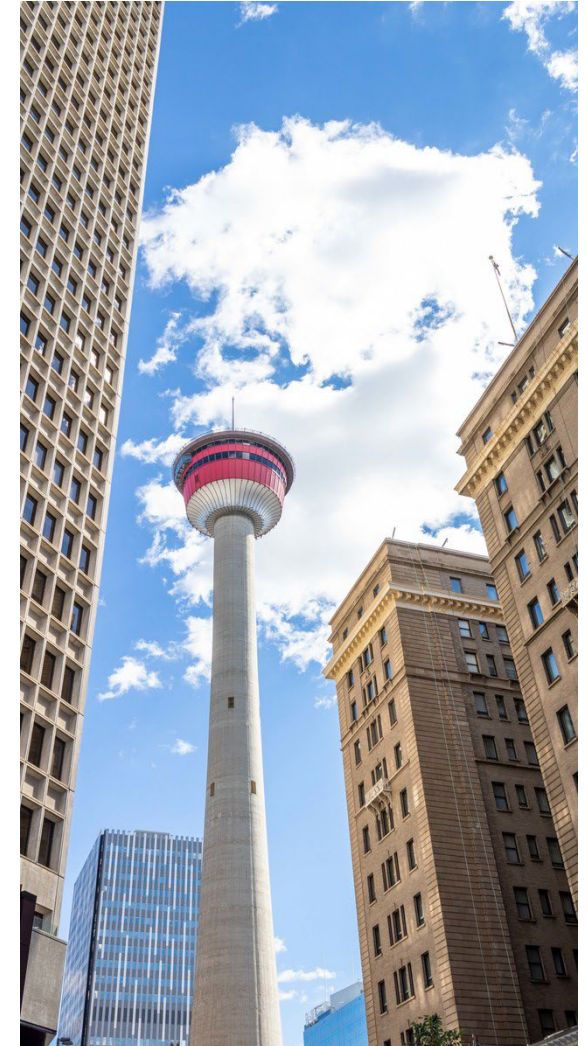
Prepared by:



ADVANIS

Table of contents

Background and methodology	3
Key findings	8
Detailed findings	15
Inclusivity	16
How well EDCs are served	22
Experience with City programs and services	27
Services deep dive	35
Limitations to access	48
Important features	52
Key drivers of satisfaction	58
Correspondence analysis	65
Respondent profile	69
Questionnaire	75
Focus group discussion guide	84





Background and methodology

The City of Calgary is looking to further establish equity as a key consideration in service design and delivery. In 2021, an equity action and resourcing plan was approved by Council, which outlined the establishment of an equity framework and program team that will be tasked with embedding equity into City services and investment decisions. Council approved an investment for service improvements informed by equity-based approaches to service delivery across the organization, with the intent that successful innovations would later be integrated into regular operations and resourced through services' plans and budgets. Incorporating equity considerations into all City services will benefit all customers accessing City services, including Calgarians from all equity-deserving communities (EDCs).

The primary goal of this work is improved service delivery and elimination of barriers for Calgarians who experience less access to opportunities, resources and services because of their actual or perceived identities.

Previous research and analysis conducted by The City has identified possible gaps in service provision, service satisfaction and quality of life measures among Equity-Deserving Communities (EDCs). Additionally, service providers at The City are increasingly seeking a better understanding of these communities in order to better serve them. For the purpose of conducting a meaningful service evaluation to create service solutions, many service providers require enhanced and expanded research and data insights for under-represented and diverse population groups.

Equity-Deserving Communities (EDCs): Groups who have been historically denied equal access, opportunities and resources due to disadvantage and discrimination and who actively seek social justice and reparation. This marginalization could be created by attitudinal, historic, social and environmental barriers based on characteristics that are not limited to sex, age, ethnicity, disability, low-income status, gender, gender expression, nationality, race, sexual orientation and creed.

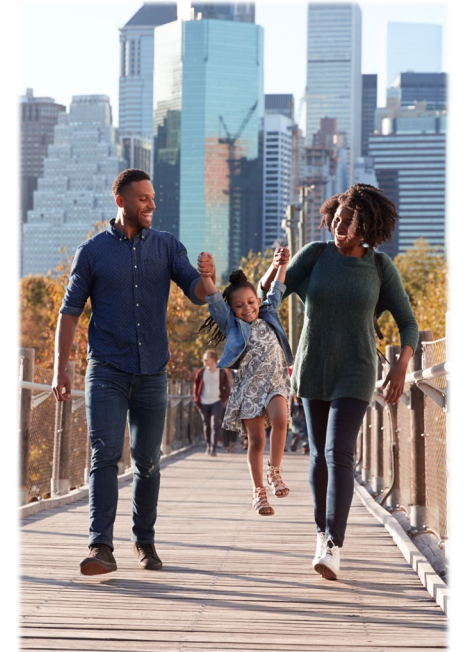


Research methodology

The City wanted to gain insight into the perspectives, lived experiences and expectations of Calgarians who may experience less access to opportunities, resources and services because of their identities. The City conducted a multi-phase research program in 2024 that included both qualitative and quantitative research. This research program included:

- Focus group discussions with members of Equity Deserving Communities (EDCs) to explore the unique challenges facing different groups of the population and yield ideas to bridge the gaps. Research results from the focus group were reported in September 2024. Highlights are included in this report.
- Representative telephone survey of Calgarians with oversamples of members of EDCs to provide measures of emerging and existing opportunities and issues.
- Advanced analytics conducted on the survey's data to gain a better understanding of key drivers and different experiences and perspectives.

Topics of interest include service equity, diversity, inclusion, mental and physical health, safety, awareness and usage of services and the need for government supports, among others.



Survey methodology

Methodology

A telephone survey (1504 Calgarians) was conducted by Advanis from October 21 to November 8, 2024. The average time to complete the survey was 20 minutes.

The survey was completed using numbers from both landlines (13%) and cell phones (87%) to obtain a random and statistically representative sample of Calgarians. To ensure that we could analyze the experiences of EDCs, the RDD sample frame was supplemented with sample from Advanis' General Population Random Sample (GPRS[^]) sample (57 responses).

The margin of error (MOE) for the total sample of n=1504 is ± 2.53 percentage points, 19 times out of 20. The margin of error within EDCs is larger (and is shown in the report appendix).

To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender and city quadrant of the general population aged 18 and older.

Data were weighted based on the latest federal census for age, gender and city quadrant, as well as based on the Statistics Canada 2021 Survey of Household Spending for phone type ownership (cell phone only, landline only and both). The weighting efficiency was 84%. Although the results are weighted, sample size for each question represents the number of actual respondents (i.e., unweighted n).

Some charts and tables do not add to 100% due to rounding.

Slides that contain significant differences will be noted. Statistical testing against 2022 data has been conducted where 2022 data is available.

[^]GPRS uses multi-phase sampling, which is used by Statistics Canada as well, whereby Advanis collects data from randomly selected respondents using RDD sample and then collects more data from a randomly selected subgroup of that sample. This method is probability-based; that is, every recruit has an equal and known chance of being invited to participate, which allows calculations of the representativeness of the data collected from this sample with associated margins of error. Each person is surveyed no more than 8 times each year. No incentives are provided for participation. This sample is only used for public-sector and not-for-profit studies.

Focus group methodology

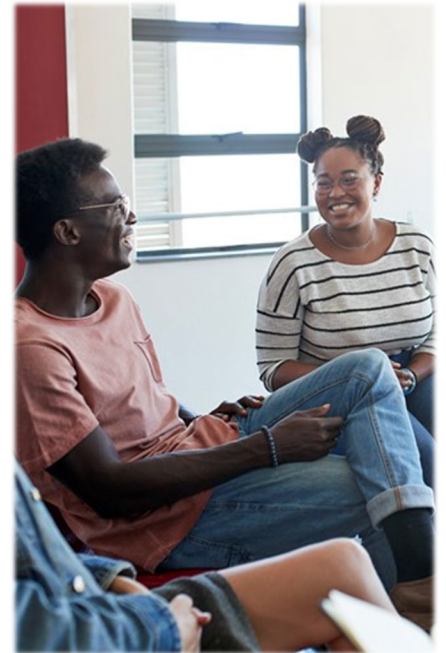
Advanis conducted 10 focus groups the week of August 19th, 2024. Each participant received an \$100 honorarium for their participation. A total of **82 people** participated.

Participants were recruited from Advanis' General Population Random Sample (GPRS) sample. Recruitment focused on the 10 Equity Deserving Communities (EDCs) identified during the design of this research.

The research was designed to reduce potential barriers to participation for potential participants.

- Three modes of focus group were conducted (in-person, web conference and asynchronous text based).
- Participants were offered the opportunity to bring a support person with them to groups to assist if needed (e.g., language support). The supporter received a \$50 honorarium for their assistance.
- During live groups, written versions of key questions were provided (on paper or in the text chat) to support the oral questions.
- In the online webinar groups, closed captioning was enabled to support listening comprehension.
- To support the needs of participants, the moderator was aware of needs and planned to read questions at a slower pace to allow sufficient time for comprehension and consideration of responses.

Please note: Focus group findings are qualitative in nature. Because of the number of participants and the method by which the sample was drawn, this work is considered exploratory. The results should be regarded as directional and may not necessarily be projected to the larger population.





Key findings

Citywide results: highlights

Overall perceptions		Important services		Important supports	
	94% Say Calgary is very/somewhat inclusive				
	79% Are very/somewhat satisfied with City of Calgary programs & services	70% Parks, dog areas and greenspaces	66% Affordable Housing for low income Calgarians	74% Communications are in plain, easy to understand language	71% Information about programs and services are easy to find
		65% Children and Youth programs		62% Safe and inclusive spaces to spend time in	
Barriers		Limitations to accessing services ('often' & 'sometimes')			
	30% Have experienced challenges or barriers accessing City services, programs, or facilities		61%	Being aware of the program or service	
			46%	Cannot find enough information about the service	
	18% Have (or someone close to them) been treated unfairly when accessing City program or service		46%	Understanding how to qualify for a service	
			46%	The location of the service	

Key findings: Inclusivity

Nearly all (94%) Calgarians feel that Calgary is inclusive (welcomes, supports, respects and values individuals for their differences, perspectives, talents and contributions); these results are unchanged from 2022.

- Four-in-ten (42%) feel that Calgary is 'very' inclusive, while 52% say it is 'somewhat' inclusive.
- Calgarians with a disability (32%) and members of the 2SLGBTQIA+ community (25%) are least likely to say that Calgary is 'very' inclusive.
- When asked to define the term focus group participants describe inclusivity and access as both a feeling of welcomeness and the removal of barriers to using programs and services.

There is strong agreement that The City of Calgary municipal government fosters a city that is inclusive and accepting of all (88%) and that it strives to create a city that is equally accessible for all Calgarians (82%).

- Calgarians with a disability are less likely to agree that The City fosters an inclusive and accepting city (82%), or that The City is striving to create a city that is equally accessible for all (78%).
- Similarly, fewer members of the 2SLGBTQIA+ community agree that The City fosters an inclusive and accepting city (83%) and that The City is striving to create an equally accessible city (74%).

While 79% of Calgarians agree that all Calgarians have the opportunity to benefit equally from City services regardless of things like ethnicity, race, religion, income, or sexual identity, agreement is weaker for some EDCs.

- While 40% of Calgarians 'strongly' agree with this statement, three EDCs are less likely to 'strongly agree':
 - One-quarter (26%) of Calgarians with a disability, 29% of the Indigenous people living in Calgary and 30% of the 2SLGBTQIA+ community 'strongly' agree.
 - In contrast, 49% of Calgarians not born in Canada 'strongly' agree.

Key findings: How well are Calgarians served?

When asked how well they were served by The City, most EDCs say they are well served.

- Children (87%) and women (86%) are perceived by Calgarians to be well-served by the City.
- However, fewer than 60% of people with disabilities, income under \$60k or Indigenous people living in Calgary feel well served by the City.
- Some EDCs saw significant differences compared to 2022 results:
 - Very few Indigenous people living in Calgary feel 'very' well served by The City in 2024 (12%, compared to 24% in 2022).
 - More people who don't speak English as their first language feel well-served by The City in 2024 (74%, compared to 67% in 2022).

Q. How well or not does The City serve each of the following groups of Calgarians?

Base: Valid respondents (Base varies)

ISC: Confidential

2024 Equity in Service Delivery | December 2024

Key findings: Satisfaction & important services

Eight-in-ten (80%) Calgarians are satisfied with City programs and services, though only 21% are ‘very satisfied’.

- People aged 65 years or older (75%) and Calgarians with a disability (74%) have the lowest satisfaction.
- Calgarians born outside Canada (84%) and the 2SLGBTQIA+ community members (85%) have the highest satisfaction.
 - Calgarians born outside Canada are most likely to be ‘very’ satisfied (28%), while Indigenous people living in Calgary are least likely (16%).

Among the services and programs that many Calgarians say are ‘very important’ are parks (including dog areas and greenspaces), affordable housing, children and youth programming, Calgary Transit and the Calgary Library.

- Affordable housing is rated as ‘very important’ by two-thirds (66%) of Calgarians, up from less than half (47%) in 2022.
- Similarly, the importance of children and youth programs (65%) and accessible transit/recreation (61%) have increased by substantially since 2022 (52% and 40% respectively).

Affordable housing, parks (including dog areas and greenspaces) and Calgary Transit are ‘very’ important to most EDCs.

- Accessible transit is ‘very’ important for persons with a disability (69%).
- People aged 18 to 24 value programming targeted to their age group (66%), as well as Fair Entry (67%). Indigenous people living in Calgary rate children and youth programming as the most important service (80%).
- People born outside Canada and women value children and youth programming (73%, 68%) and the Calgary Library (71%, 69%) highly.
- Calgarians with income <\$60k say Fair Entry access is ‘very’ important (70%).
- Calgarians aged 65 years or older are less likely to rate any of the programs and services we evaluated as important, compared to other EDCs.

Key findings: Barriers

One-third (30%) of Calgarians have experienced challenges or barriers when accessing any City services, programs, or facilities.

- Members of the 2SLGBTQIA+ community (46%), Calgarians with a disability (43%) and those with income <\$60k (37%) are most likely to have experienced a challenge or barrier.
- Focus group participants feel that the City needs to improve in removing barriers to access programs and services; particularly:
 - Financial access;
 - Access to information; and
 - Location of services.

Eighteen percent of Calgarians have been treated unfairly due to race, age, gender or sexual identity, cultural or religious dress, or disability. This is up from 11% in 2022.

- Many EDC communities experience this at a higher rate when compared to Citywide results, including members of the 2SLGBTQIA+ community (38%), Indigenous people (28%), Calgarians with a disability (27%), Racialized people (27%), people aged 18 to 24 (26%) and those with income <\$60k (26%).

Most Calgarians agree that they are treated with dignity and respect, that their cultural or religious needs are accommodated, that they feel emotionally and physically safe when accessing services and that City staff reflects the diversity of Calgary. At least four-in-ten (43%) 'strongly agree' with these sentiments.

- Only 29% of Calgarians 'strongly' agree that service from staff is consistent over time and 32% 'strongly agree' that staff takes the time to understand their needs. These sentiments are shared across all EDCs similarly.
- Only two-thirds of Calgarians agree that they are represented in City communications and advertising; fewer people aged 18 to 24 (55%) and people with a disability (53%) agree.

Key findings: Limitations & solutions

Access to information is the top limitation to accessing programs and services. Awareness (61%), sufficient information (46%) and understanding how to qualify (46%) often or sometimes limit access for the EDCs studied.

- An increasing number of Calgarians are limited by not understanding how or if they qualify for services (46%, up from 32% in 2022).

Location and cost are the other top limitations to access, impacting four-in-ten Calgarians.

- Location is a stronger limitation for people with income <\$60k (56%), women (50%) and people with a disability (60%).
- Cost is a stronger limitation for people with income <\$60k (67%), Indigenous people (65%) and people with a disability (60%).

Solutions that are important to most Calgarians (across EDCs) include communications in plain language, easy to find information about services and safe, inclusive spaces to spend time in.

- Accessibility ramps and parking near entrances are also important to many EDCs.
- While the Fair Entry Program provides important access to programs and services for Calgarians in need, there are still significant barriers that prevent some Calgarians from accessing the program's benefits.
 - Fair Entry access is especially important to people with income <\$60k (72%), Indigenous people (72%) and people with a disability (65%).
 - Focus group participants suggest expansion of the benefits, and in particular, a sliding scale of eligibility that would allow more people to receive support. Simplification of the application process is also desired.



Citywide results

Detailed findings

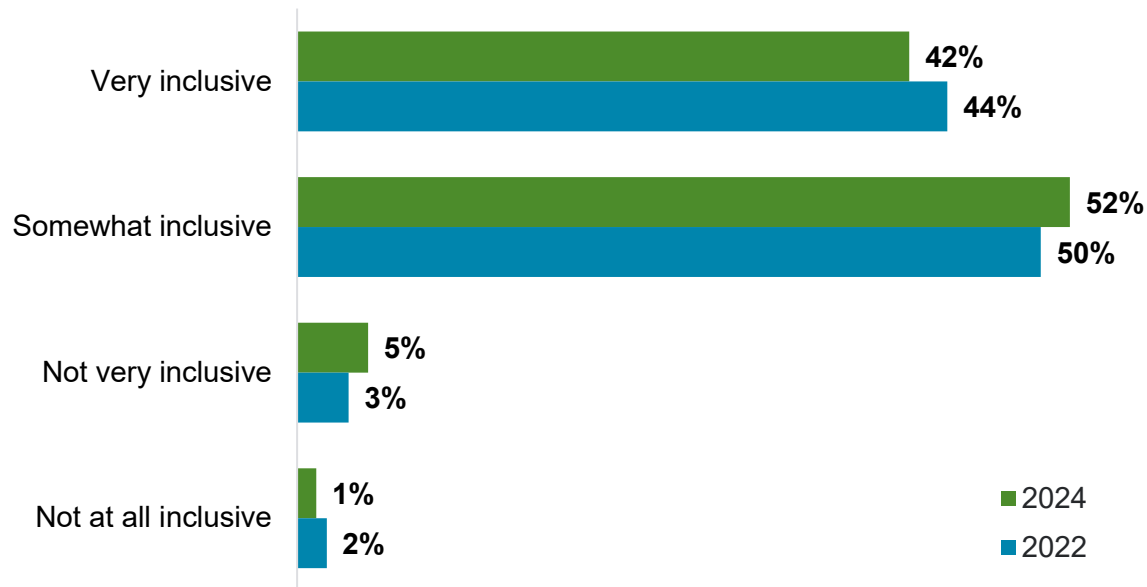


Citywide results

Inclusivity

Inclusivity in Calgary

Ninety-four percent of Calgarians feel that Calgary is inclusive (welcomes, supports, respects and values individuals for their differences, perspectives, talents and contributions); with 42% feeling that Calgary is 'very' inclusive. This is unchanged from 2022.



NET Inclusive
(2024)

94%

NET Inclusive
(2022)

95%



"I moved here [Calgary] from Lethbridge, it [Lethbridge] wasn't exactly a safe feeling city for me to live in. And so a friend of mine and I moved up here. I found it to be a lot more accepting [in Calgary]. I found more people within my own community." – Focus group comment - 2SLGBTQIA+ / male / 35-44

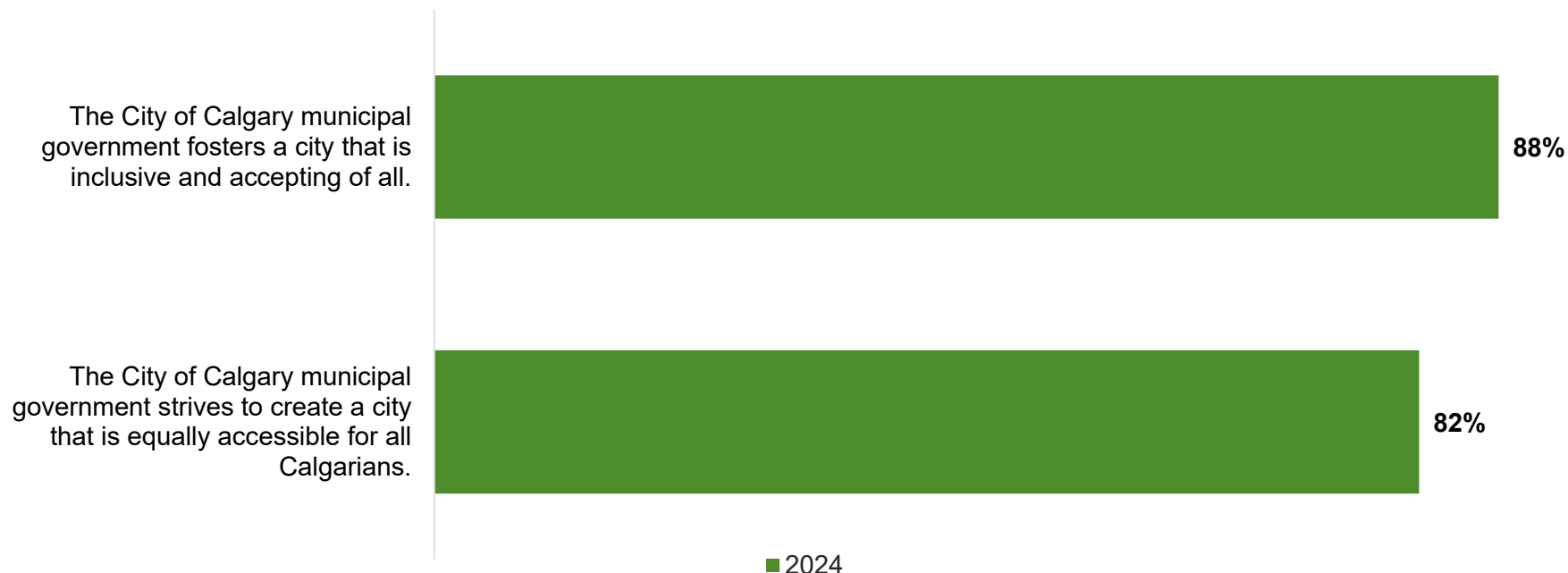
Q. Overall, how inclusive or not is Calgary?

Base: Valid respondents

Inclusivity of services and programs

The City of Calgary is a strong contributor to fostering an inclusive environment. Eighty-eight percent of Calgarians agree that the City of Calgary municipal government fosters a city that is inclusive and accepting of all, while 82% agree that the City of Calgary strives to create a community that is equally accessible for all Calgarians.

To what extent do you agree with these statements [NET Agree]



Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with these statements?

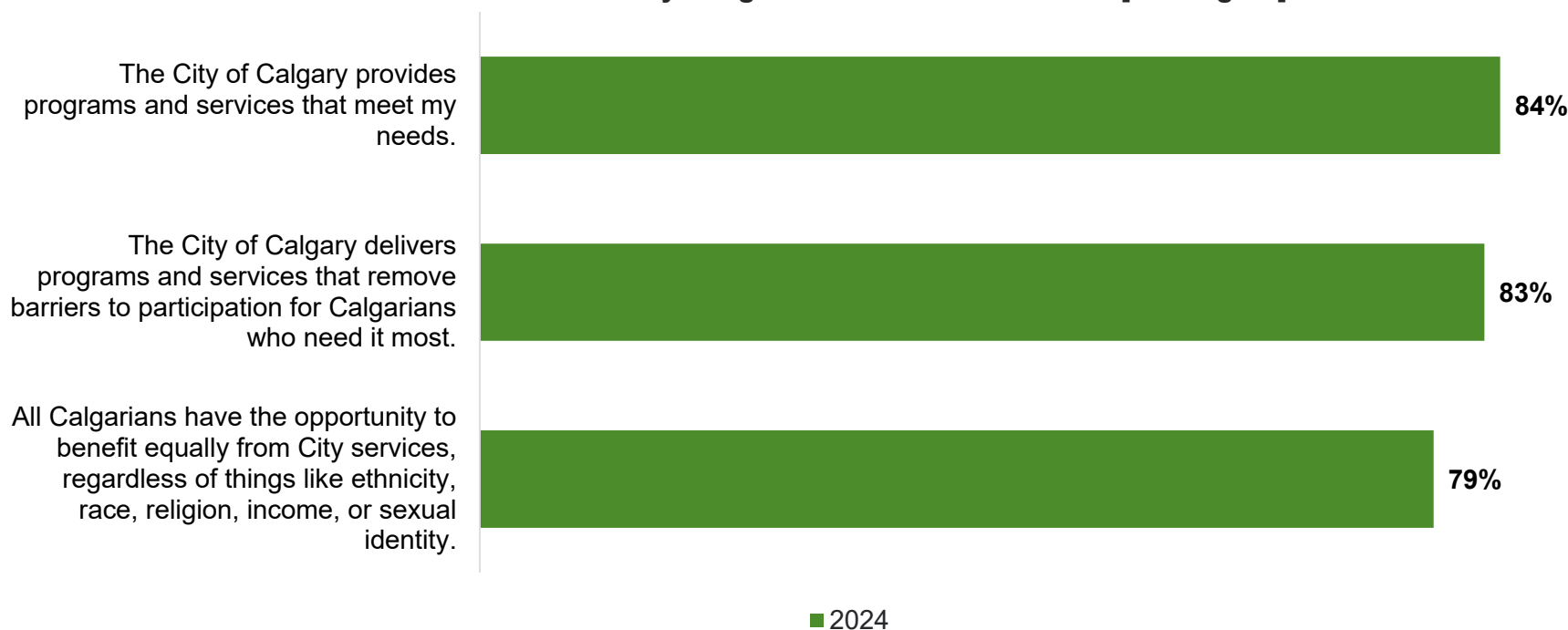
Base: Valid respondents (Base varies)

New question in 2024

Inclusivity of services and programs (cont'd)

Most (84%) Calgarians agree that the City of Calgary provides programs and services that meet their needs, and that that the City delivers programs that remove barriers to participation for people who need it most (83%).

To what extent do you agree with these statements [NET Agree]



“For me it would be transit. Without having a vehicle, that's kind of my own lifeline.” – 2SLGBTQIA+ / male / 35-44

“For many families, the City offered programs are some of the few that are still affordable. If it weren't for many of the programs offered by the City we would not have been able to offer my child the diverse experiences she has had access to.” – Renter / female / 45-54

Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with these statements?

Base: Valid respondents (Base varies)

New question in 2024

Inclusivity and equity: Understanding of terms

Inclusivity and equity in access to service means the following to focus group participants:

- Inclusivity and equity comprise both a feeling of welcomeness and removal of impediments to access. Participants say it includes:
 - Everyone feeling welcome.
 - Physical barriers and accessibility barriers are removed. This importantly includes accommodations for individuals with cognitive disabilities or neurodivergence.
 - Where possible, financial ability to pay is mitigated so everyone can participate.
 - That language and technological capabilities are accounted for in communications about programs and services.
- Although participants understand that inclusion and equity are two different concepts, they struggle to articulate the nuance between the concepts, and they are sometimes interchanged.
 - Our observation is that more focus was placed on issues related to inclusivity (feeling safe and welcomed) over issues of equality (everyone has resources and opportunities to participate in City programs and services).



"[As] someone that uses the recreational facilities, I see everybody from every walk of life there. And they all seem very, very comfortable. I don't think that there's a big problem." – 65 years or older / male / 65-74

"Everybody's equal. Okay. Equal[ly] welcome. Supported to use that service." – 65 years or older / female / 65-74

Inclusivity and equity: City performance

Inclusivity and equity comprise both a feeling of welcomeness and removal of impediments to access.

- The City is generally perceived as doing well in offering programs and services that are welcoming to all people. There are, however, some examples where progress can still be made:
 - Some Indigenous participants feel that security (e.g., police, bylaw, transit security) treat people differently based on 'colour of their skin'.
 - 2SLGBTQIA+: Feel like staff are supportive if there are any issues at public events but felt let down recently by mayor and council. 2SLGBTQIA+ members wanted to hear stronger support for the municipal government on provincial issues, such as gender-affirming care.
- Participants feel that the City needs to improve in removing barriers to access programs and services. This includes:
 - Financial access: Fair Entry is one method to address barriers to access faced by EDCs.
 - Access to information: Information needs to be easier to find, and program applications streamlined and easy to complete and submit.
 - Location: The location and accessibility of services should be carefully considered for community members who are most likely to use it.

EDC Highlights

- **Women:** Safety is a particular concern, so they feel secure to use services (particularly if using transit).
- **Persons with a disability/Age 65 years or older:** Physical accessibility often presumes the needs of wheelchair users (ramps/parking spaces), while not accounting for the needs of those who are ambulatory, but not able to walk longer distances.



*"Like I've never felt unsafe going to like a swimming pool, unless the ***** are outside protesting drag story hour or something." 2SLGBTQIA+ / male / 35-44*

"I think boys get shortchanged. There's no shelters for men. How come, there's more [men] on the streets?" – Indigenous / female / 65-74

"[...] And now there are all these signs up on busses saying 'Pay the fare or pay the price,' and all I can think is 'I guess the city doesn't want me here.'" – Renter / male / 25-34



[image selected by online participant to illustrate]



Citywide results

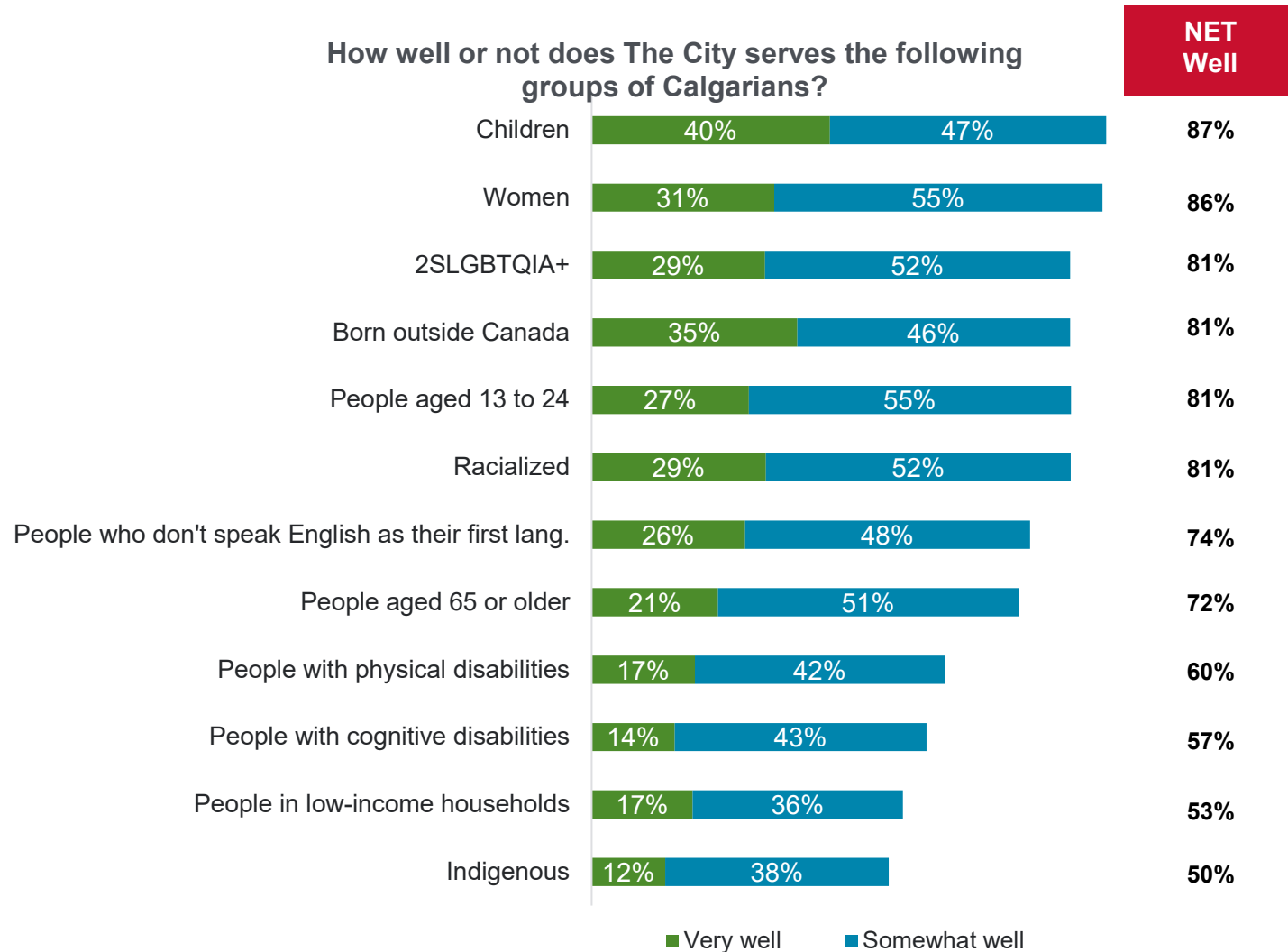
How well served are EDCs?

How well are EDCs served by The City?

Children (40%) and those born outside Canada (35%) say they are 'very' well served by The City.

Additionally, people aged 13 to 24, Racialized, women and 2SLGBTQIA+ Calgarians are perceived to be served well, with over 80% saying they are served 'very' or 'somewhat' well.

However, fewer than 20% of people with disabilities, income under \$60k or Indigenous people living in Calgary feel 'very' well served by the City.



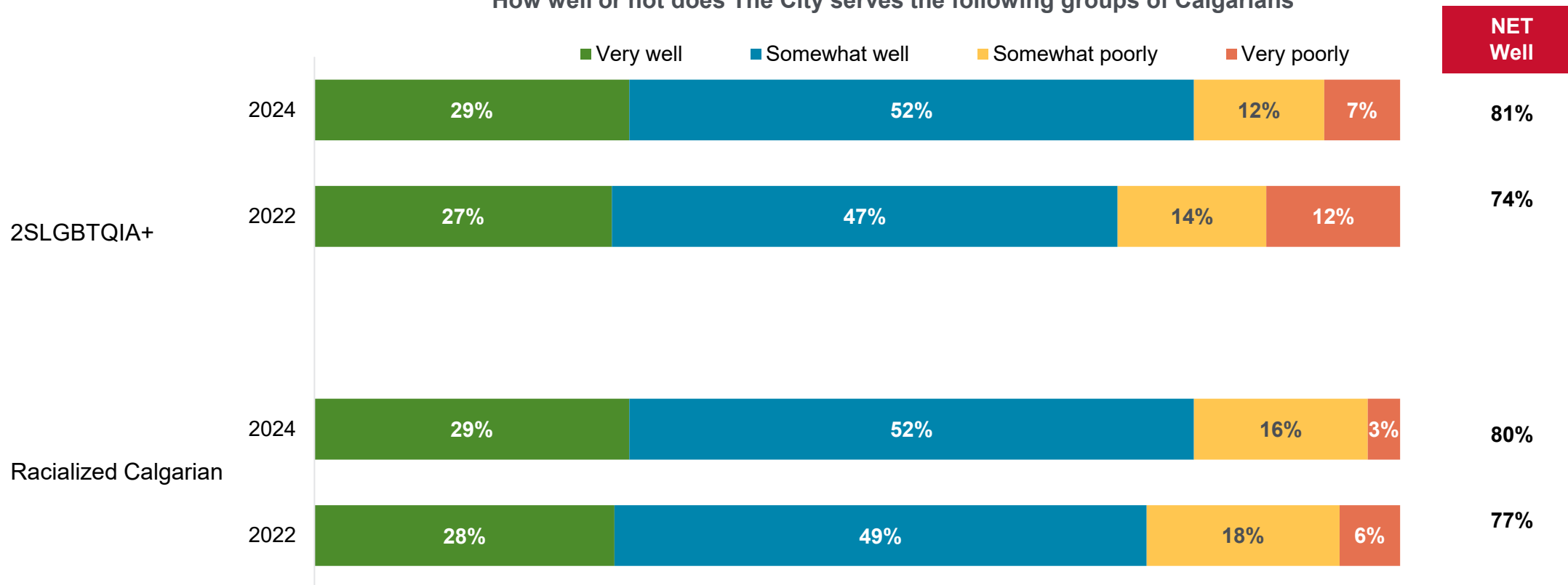
Q. How well or not does The City serve each of the following groups of Calgarians?
Base: Valid respondents (Base varies)

How well are EDCs served by The City?

Calgarians were asked to evaluate how well The City serves Calgarians based on EDC. Results include respondents who are members of the EDC; results span the next three slides.

The 2SLGBTQIA+ community feel they are well served by The City, unchanged from 2022.

How well or not does The City serves the following groups of Calgarians

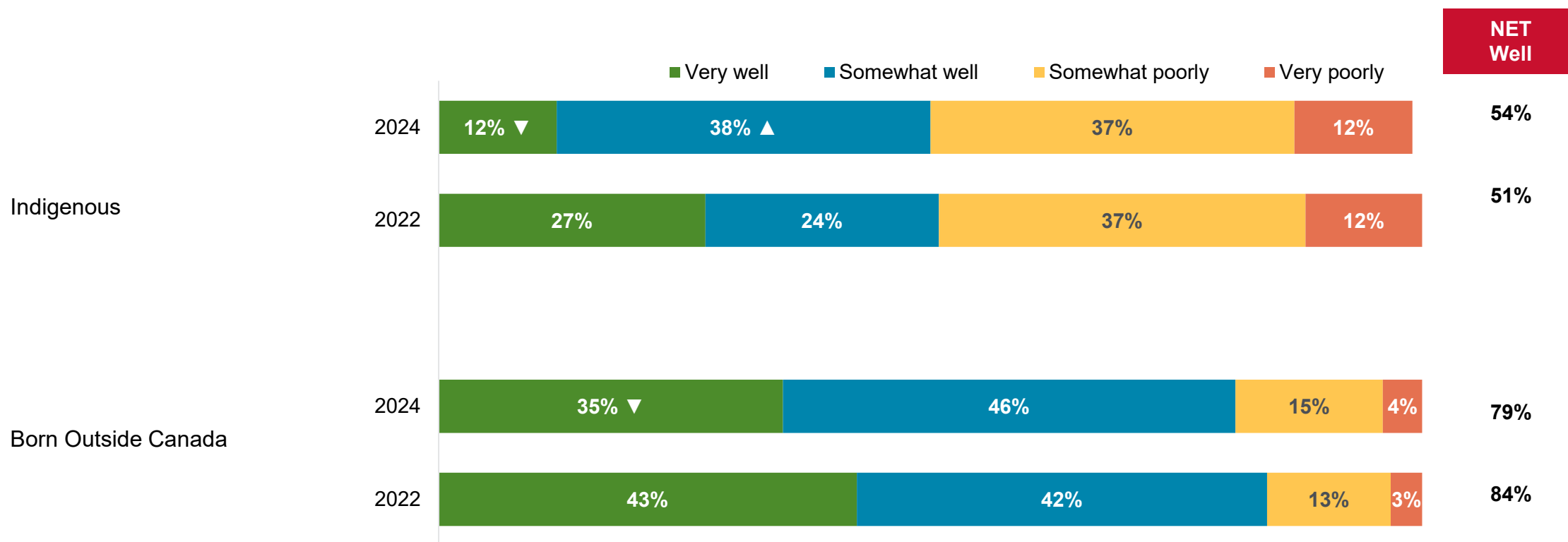


Q. How well or not does The City serve each of the following groups of Calgarians?
Base: Valid respondents (Base varies)

How well are EDCs served by The City? (cont'd)

Only half (54%) of Indigenous people living in Calgary feel well served by The City, consistent with 2022.

How well or not does The City serves the following groups of Calgarians



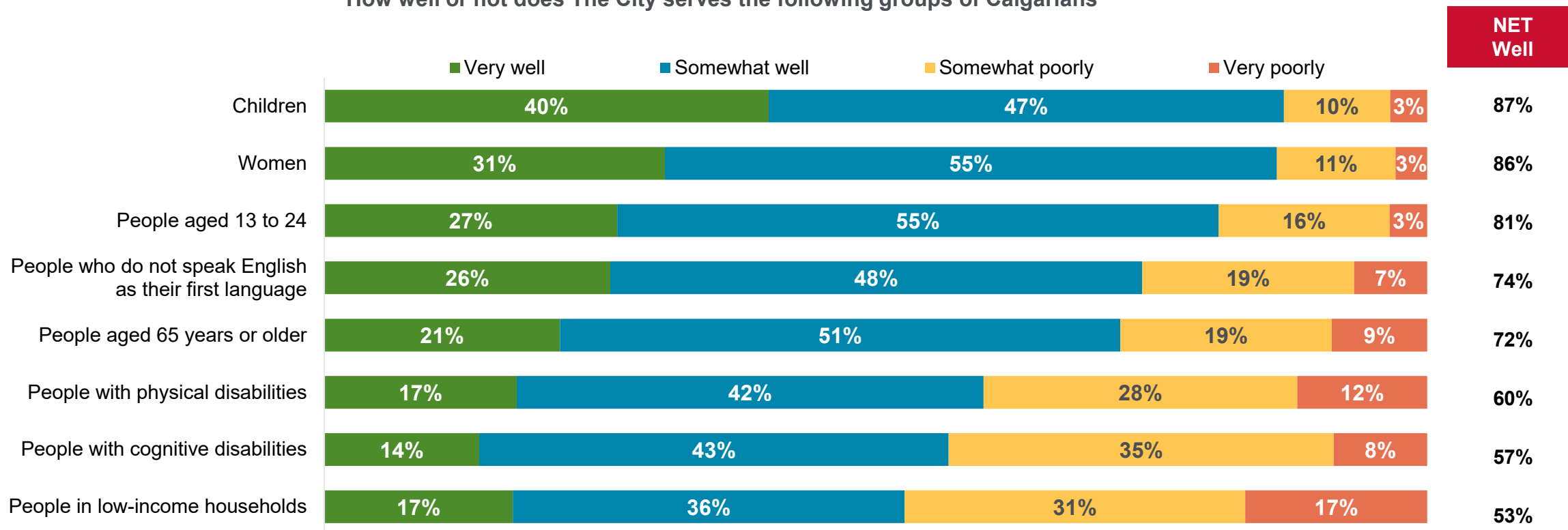
Q. How well or not does The City serve each of the following groups of Calgarians?
Base: Valid respondents (Base varies)

▲ Statistically higher than 2022 results
▼ Statistically lower than 2022 results

How well are EDCs served by The City? (cont'd)

The vast majority of Calgarians perceive that children (87%) and women (86%) are well served by the City; whereas around one-half (53%) of people in low-income households are perceived as well served by The City.

How well or not does The City serves the following groups of Calgarians



Q. How well or not does The City serve each of the following groups of Calgarians?
Base: Valid respondents (Base varies)

New question in 2024

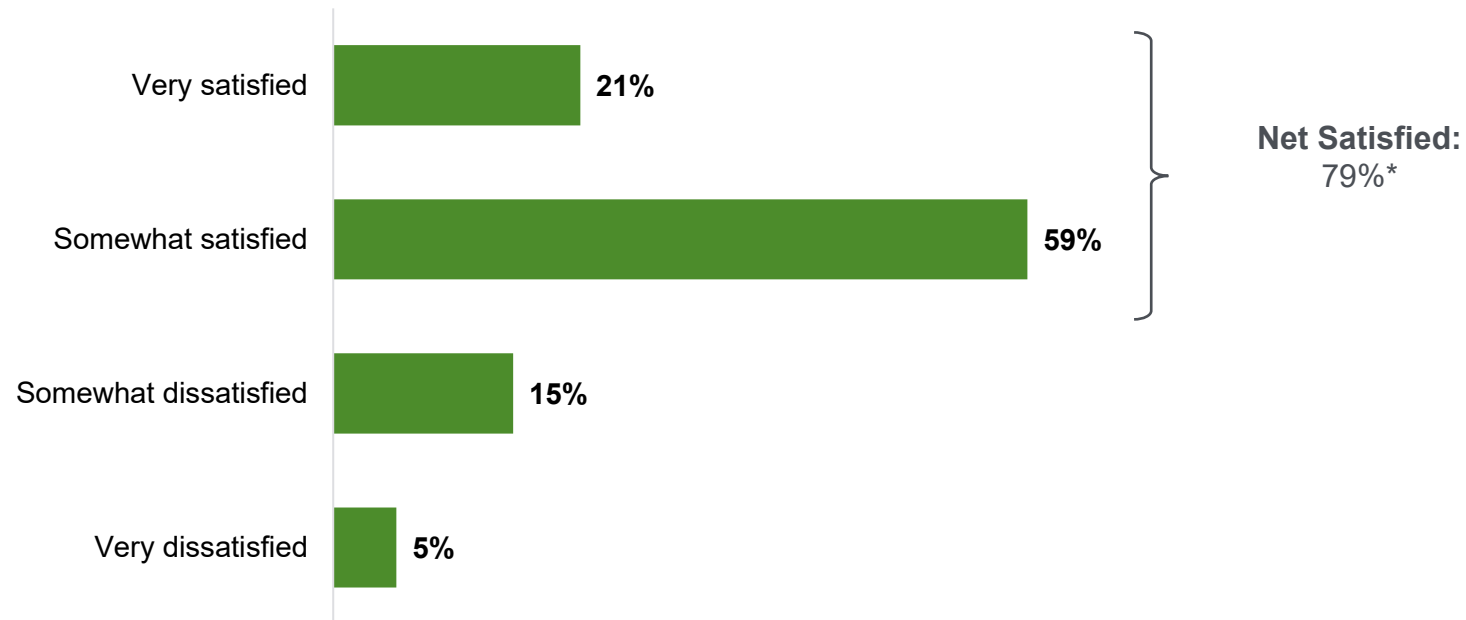


Citywide results

Experiences with City programs and services

Experiences with City programs & services

Eight-in-ten (79%) Calgarians are satisfied with City programs and services, though only 21% are very satisfied. Calgarians born outside Canada are most likely to be 'very' satisfied (28%), while Indigenous people living in Calgary are least likely to be 'very' satisfied (16%).



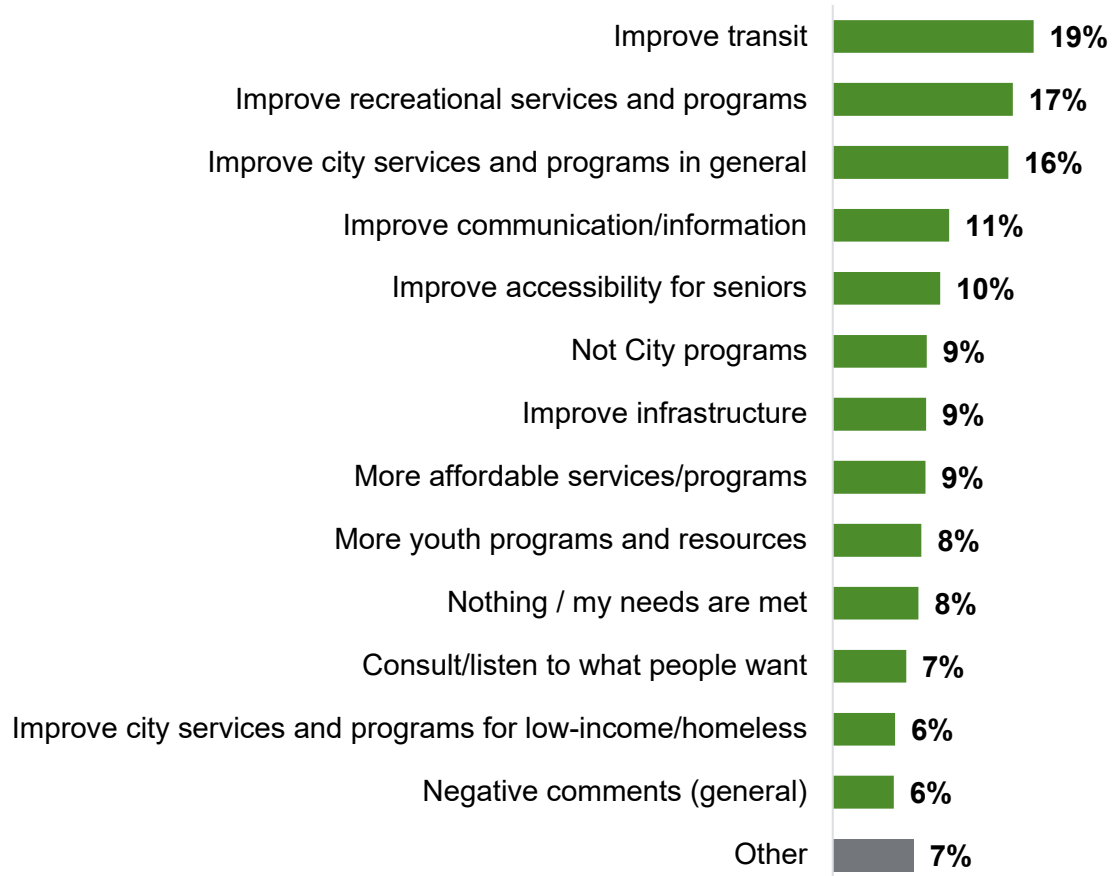
Q. How satisfied are you with The City of Calgary's programs and services?
Base: Valid respondents

New question in 2024

* Rounding

How The City can meet needs of Calgarians

When asked how programs and services could be improved, the most common responses were to improve transit, recreational programs and improving city services in general.



“It is ridiculous to be stuck in this situation as transit is good enough to go downtown but not anywhere else... I work in health care and it is not practical to take a bus when I am on call.” – Survey verbatim comment – 45 to 54 / Woman

“I feel like there's not enough spots available, especially for youth programs. Every time I try to get into many of the programs, they are already full on the first day. I feel like some folks are not well represented, especially soccer. A lot of kids involved in soccer have very few facilities compared to the number of kids involved. There isn't a lot of representation. The City is not funding it adequately. They are not creating facilities for these kids to play the sports the way they should.” – Survey verbatim comment – 35 to 44 / Woman / Born outside Canada

“We're looking for swimming pools just for females and we made this request many times and the answer is there is no staff for this activity. We have kids, girls who want to go swimming, but we cannot because of religious reasons. If it could be provided, just even one hour a week, this would make a difference for ladies.” – Survey verbatim comment – 45 to 54 / Woman / Born outside Canada

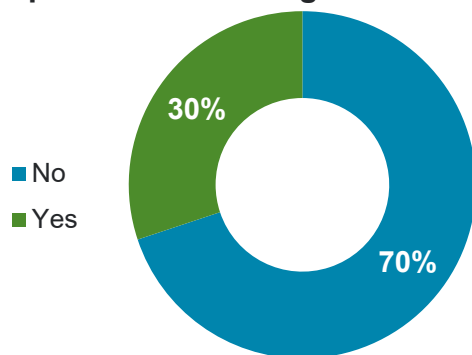
Q. How can The City of Calgary provide programs and services that meet your needs? (Coded verbatims)

Base: Valid respondents

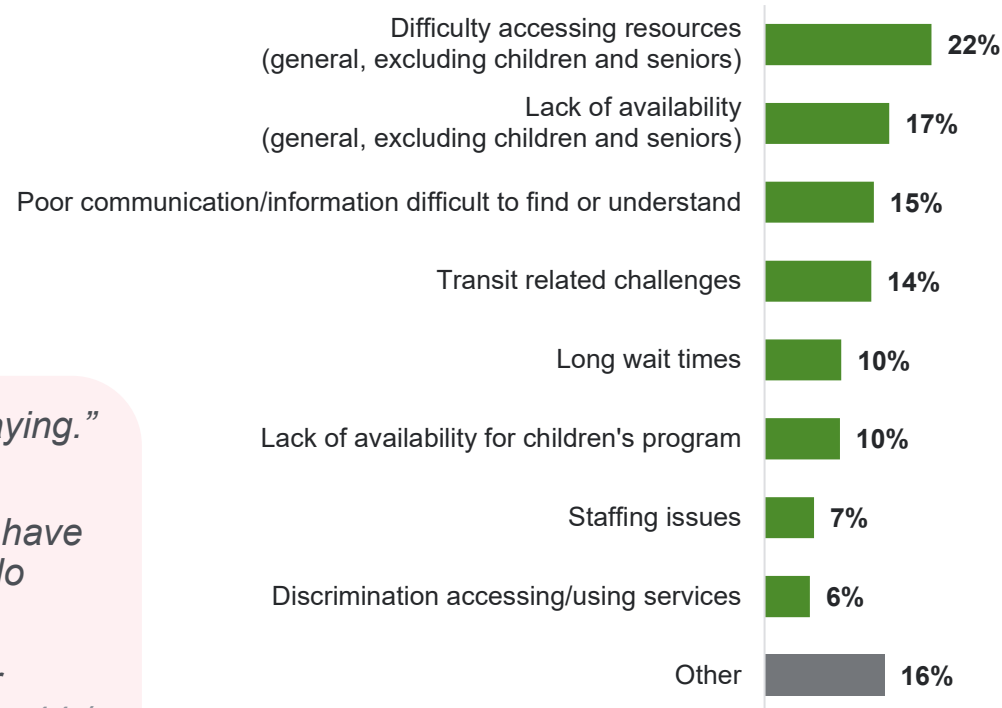
Challenges or barriers accessing: City programs & services

One-third (30%) of Calgarians have experienced challenges or barriers when accessing any City services, programs, or facilities. Most cited challenges are related to accessing resources, lack of availability and communications.

Experienced challenges



Types of challenges experienced



“

“When reading forms, I sometimes find that I don't understand what they are saying.”
– Survey verbatim comment – 45 to 54 / Woman

“I get flyers from Local MLA or MPs but never get anything from local council. I have no idea who my councillor is, I don't do emails and not everyone can afford to do emails.” – Survey verbatim comment – 65 to 74 / Woman / Indigenous

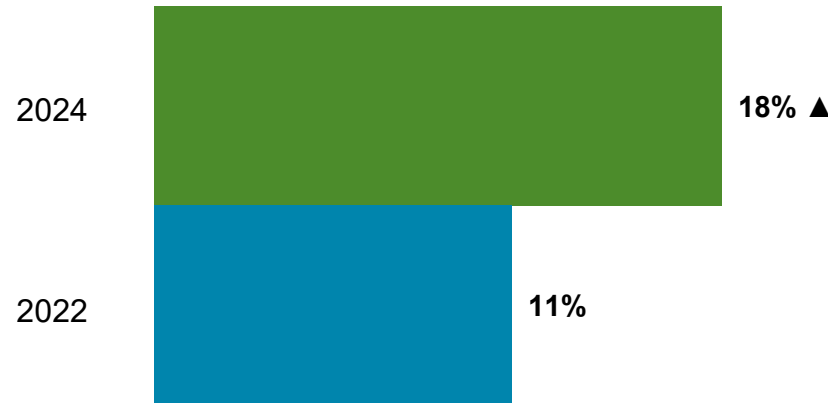
“It just over-capacity - if you're signing up for something you have to be on your computer right away. The spaces go quick.” – Survey verbatim comment – 35 to 44 / Woman

Q. Have you personally experienced challenges or barriers when accessing any City services, programs, or facilities?; If you are comfortable sharing, can you describe the challenges that you experienced? (coded verbatims)

Base: Valid respondents

Fair treatment when accessing services

Eighteen percent of Calgarians (or those close to them) have been treated unfairly due to race, age, gender or sexual identity, cultural or religious dress, or disability when accessing or using a City program or service. This is a significant increase from 11% in 2022. Unfair treatment is most often reported by the 2SLGBTQIA+ community (38%), Indigenous people living in Calgary (28%), Racialized Calgarians (27%), Calgarians with a disability (27%) or Calgarians with income <\$60k (26%)



▲ Statistically higher than 2022 results
▼ Statistically lower than 2022 results

Q. When accessing or using a City program or service, have you or those close to you been treated unfairly due to race, age, gender or sexual identity, cultural or religious dress, or disability?
Base: Valid respondents

Important programs and services [NET Important]

Calgarians place high value on the services that the City provides. All services are considered 'very' or 'somewhat' important by at least three-quarters of Calgarians.

Furthermore, the overall importance of many services has increased since 2022.

The most important services citywide include parks, dog areas and greenspaces, recreation programs, the Calgary Library and children and youth programming.

Service (% rating NET important)	2024	2022
Parks, dog areas and greenspaces	94%	N/A
Recreation programs	92%	N/A
Calgary Library	90%	N/A
Children and Youth programs	88% ▲	76%
Calgary Transit	87%	N/A
Accessible and Adapted Recreation facilities and programs	87% ▲	69%
Accessible Transit and Taxi	86% ▲	66%
Affordable Housing for low income Calgarians	86% ▲	73%
Fair Entry (includes Recreation Fee Assistance, Low Income Transit pass, etc.)	85% ▲	76%
Seniors Services Home Maintenance	84% ▲	70%
Cultural festivals and events	82%	78%
Community services for immigrants, newcomers and refugees	77% ▲	71%

Q. According to you, how important is each of the following services and programs that the City of Calgary provides to Calgarians?
Base: Valid respondents (Base varies)

Important programs and services [Very Important]

Among the services and programs that many Calgarians say are 'very' important are parks (including dog areas and greenspaces), affordable housing, children and youth programming, Calgary Transit and the Calgary Library.

Affordable housing is rated as 'very' important by 66% of Calgarians, up from 47% in 2022.

Similarly, the importance of children and youth programs (65%, up from 52%) and accessible transit/recreation (61%, up from 40%) have increased by substantial amounts since 2022.

Service (% rating VERY important)	2024	2022
Parks, dog areas and greenspaces	70%	N/A
Affordable Housing for low income Calgarians	66% ▲	47%
Children and Youth programs	65% ▲	52%
Calgary Transit	65%	N/A
Calgary Library	63%	N/A
Accessible Transit and Taxi	61% ▲	40%
Fair Entry (includes Recreation Fee Assistance, Low Income Transit pass, etc.)	59% ▲	52%
Recreation programs	59%	N/A
Seniors Services Home Maintenance	56% ▲	45%
Accessible and Adapted Recreation facilities and programs	52% ▲	38%
Community services for immigrants, newcomers and refugees	42%	44%
Cultural festivals and events	37%	33%

Q. According to you, how important is each of the following services and programs that the City of Calgary provides to Calgarians?
Base: Valid respondents (Base varies)

▲ Statistically higher than 2022 results
▼ Statistically lower than 2022 results

Importance of services by EDC

To highlight where subgroups are likely more or less sensitive to particular city services, results are colour coded as either green where the subgroup is 10%+ higher than city-wide results, or red where the subgroup is at least 10% lower than city-wide results.

"Very Important" Services	Citywide Results	Has a disability	Aged 18 to 24	Aged 65 or older	LGBTQ2SIA+	Indigenous	Racialized	Born outside Canada	Women	HH income <\$60k
Calgary Transit	65%	66%	75%	51%	73%	75%	75%	75%	67%	76%
Accessible Transit and Taxi	61%	69%	67%	54%	68%	74%	69%	67%	65%	72%
Parks, dog areas and greenspaces	70%	67%	60%	63%	75%	66%	64%	71%	73%	63%
Calgary Library	63%	59%	57%	58%	69%	67%	67%	71%	69%	63%
Cultural festivals and events	37%	35%	44%	28%	54%	49%	42%	44%	40%	39%
Children and Youth programs	65%	61%	66%	52%	65%	80%	71%	73%	68%	65%
Recreation programs	59%	57%	53%	48%	51%	62%	59%	64%	63%	57%
Accessible and Adapted Recreation facilities and programs	52%	50%	49%	44%	58%	67%	55%	59%	56%	53%
Affordable Housing for low income Calgarians	66%	71%	83%	60%	77%	79%	72%	69%	71%	79%
Fair Entry (includes Recreation Fee Assistance, Low Income Transit pass, etc.)	59%	63%	67%	52%	66%	64%	66%	65%	63%	70%
Seniors Services Home Maintenance	56%	58%	51%	50%	53%	65%	60%	63%	62%	61%
Community services for immigrants, newcomers and refugees	42%	35%	44%	38%	49%	39%	49%	54%	49%	43%
Base	(n=1,429-1,495)	(n=221-236)	(n=116-118)	(n=381-415)	(n=89-94)	(n=77-84)	(n=311-319)	(n=434-451)	(n=622-649)	(n=343-359)

Q. According to you, how important is each of the following services and programs that the City of Calgary provides to Calgarians?

Results in **bold/green** are +10% from citywide results. Results in **bold/red** are -10% from citywide results. Statistical testing not shown because these segments are not mutually exclusive.



Citywide results

Services deep dive

Service deep dive: Fair Entry

While the Fair Entry program provides access to programs and services for income <\$60k Calgarians, there are significant barriers that prevent some Calgarians from accessing the programs benefits. Participants suggest the expansion of benefits, and in particular, a sliding scale of eligibility that would allow more people to receive support.

- Several participants had experiences with the Fair Entry program, though not all received the support of the program. As such, participants want the City to create access tiers or a sliding scale for financial supports, allowing more people to access the program, (even if they receive partial or limited subsidies).
- Looking specifically at the eligibility requirements and application process, participants note that information about eligibility is not available without completing a login (see <https://fairentary.calgary.ca/> compared to <https://Calgary.ca/fairentary>). Participants were frustrated that they were required to spend time and disclose personal data as part of creating this login (particularly since they didn't know if they were going to be eligible for supports).
- The pet services (spay/neuter) include in Fair Entry are appreciated. One participant cited an example of a neighbour's sick pet (where they couldn't afford end of life care) and suggests that the program offer low-cost pet euthanasia.



"After Covid, I applied for Fair Entry. [But I was] between employment and unemployment during the pandemic. I have my ROE, my record of employment, but I don't have another document that they wanted. What is it about this situation during the pandemic that you don't understand?" – Income <\$60k / female / 55-64

"I've never heard of [Fair Entry] before, and I've been in accounting for 50 years." – Income <\$60k / male / 55-64

"The access to programs for lower Income <\$60k is still overly complicated" – Renter / female / 45-54

"[After applying for Fair Entry]...Then I waited for over three months. Three months where I was basically stranded in my home unless a bus driver was nice enough to let me ride for free." – Income <\$60k / male / 35-44

EDC Highlights

- Fair Entry is one of the most important programs and services for people born outside Canada, 2SLGBTQIA+, Indigenous, and income <\$60k groups.

Service deep dive: Transit

Suggestions to improve transit focus on building rapid and reliable access throughout the City.

- For members of EDCs, particularly those with income <\$60k or who are born outside Canada, transit is an essential service. However, the effectiveness of transit is highly dependent on their location within the City.
- The disparity of service by neighbourhood / quadrant is the most significant issue mentioned.
 - One participant cited an example of a family member who would need to take multiple buses (over 1 hour each way) from their own home, in contrast with himself (who can take an LRT and reach the same destination in one-third of the time).
 - In another example, the lack of rapid/direct transit results in a participant spending 3 hours a day commuting, adding to fatigue and limiting their time for other activities.

“I used to live in Hidden Valley a long time ago. I wasn't able to drive my wife to work and she didn't drive. She had to rely on the transit, [and] for me to drive her to work on the days where I could, it was a 15-minute drive from Hidden Valley to North Hill Shopping Center. For her to take the bus was three transfers in two and a half hours, and on a Sunday, that was three and a half hours. They've never really upgraded that.” – Age 65 years or older / male / 65-74

EDC Highlights

- Groups highly reliant on transit want to see increased service (either to address service gaps or to increase frequency of services). This includes **income <\$60k** **Calgarians, age 65 years or older, 2SLGBTQIA+, and persons with a disability** (who mention Access Calgary services as well).

Service deep dive: Transit (cont'd)

Additional suggestions include...

- Offering some level of service overnight, particularly to industrial areas that may run 24-hour shifts;
- Redeveloping bus shelters (an important need in the winter for those waiting for busses) into materials that are less likely to be targeted for vandalism;
- Continuing to offer the free park & ride lots that allow people to use vehicles to access express busses and LRT services;
- Ensuring that verbal announcements of next stops are functioning, to support wayfinding; and
- Improving the route-finding app/website (or improve awareness of the app) to support trip planning.

“If we could have a line that is running continuous[ly] [...], [that would] be really great. So people know where to look and what to look to see: Oh, okay, this line runs overnight, and I'm certain that it's gonna be there, no matter what time I get off work, because the population in Calgary has experienced this serious boost.” – Born outside Canada / male / 25-34

“If we could have two bus lines - One that stops at every stop, and another one that's an express bus; so that the travel time would be faster for people that are going [further] than [those who] probably go two stops.”

– Born outside Canada / female / 25-34

EDC Highlights

- Newcomers (born outside Canada) spent significant time discussing improvements to transit and the importance that it had on their family's lives. They are more transit reliant, and cited examples of working later hours where less transit was available.

Service deep dive: Affordable housing

Affordability and growth are future challenges for Calgary; housing affordability is a top concern for focus group participants.

- Participants are concerned that population growth will continue to negatively impact the affordability of housing. Affordable housing was most often cited by those who have an income <\$60k or have recently moved to Calgary (both from other cities or those born outside Canada).
- Participants who had more security in their own housing express concerns that their family members, particularly youth and young adults, will not be able to afford to live in Calgary now or in the future.
- Participants want to see The City act in several ways to improve housing affordability:
 - Advocate for rent control bylaws to provide certainty in future rental costs.
 - Advocate for protections when renters request needed improvements or repairs to their units, or when a unit is vacated (triggering a landlord to change the prevailing rate of all units).
 - Build city-owned social and geared-to-income housing units, or support organizations (e.g., Housing for Heroes) that do so.
 - Repair and upgrade existing Calgary housing buildings.
 - Support the development of co-operative housing by Calgarians.
 - Streamline development approvals to increase the amount of housing built by for-profit developers.



"I live in a fourplex, and I live in fear that one of us is gonna say we're moving out and that the landlord's gonna up the rent. Because there are places like mine that are currently going for [...] double what I have right now. And if that were to happen, [...] I'd be looking for one room that would be [...] just a few hundred dollars less than what I pay now." – Renters / female / 45-54

"Affordable housing [is important]; and fix that, then you can start to work on mental health." – Indigenous / male / 45-54

"Making sure everyone in The City has a place to live and the resources to thrive." – Income <\$60k / male / 35-44

Service deep dive: Pathways & sidewalks

Better maintained and more accessible pathways & sidewalks are desired by focus group participants.

- Participants note that pathways & sidewalks are often not well maintained.
- Participants mention crowded sidewalks, a lack of curb cuts, and uneven surfaces as barriers to accessibility.
- Participants also want pathways between parks, especially bike paths, to be better connected to each other.

“

“The sidewalk and pathway, especially in the downtown, it's so crowded and it's so uncomfortable. I see a lot of people struggling to walk properly just because of how crowded it is[,] even for cycling.” – Income <\$60k / male / 35-44

“Some of the old sidewalks, [the City is] starting to deal with them, but some [people] can't even take their walker and go. They actually have to lift it [the walker] over the curb.” – 65 years or older / female / 65-74



Service deep dive: Greenspaces and parks

Parks are an important free amenity used by families to improve mental and physical well-being.

- Parks are mentioned as opportunities for free recreation within Calgary. Focus group participants say that parks contribute to kids' health, both physically and mentally. In addition, parks provide a respite from “city” living. Dog parks and leash free areas are also well used by the community.
- The addition of more parks is desired, as well as updating children's parks to avoid crowding. This was discussed in the context of population growth – having access to a year-round free amenity in growing neighbourhoods.
- Some participants suggest that park maintenance is too centralized, and that involving the community in maintenance or design decisions would allow each community to address their unique needs better.



“Especially the older communities, don't have those upgraded playgrounds. That'd be very helpful, because also you can have a playground where there's literally only one thing for children to play with, with lots of kids, right? So, it's like, almost like they are competing for the thing that they need to play with. So just looking into upgrading some of those playgrounds, and just also providing more, if possible; because in some places there is a space where we have a lot of green spaces that they could actually put in more [jungle gyms].” – Born outside Canada / female / 35-44



Service deep dive: Recreation programming

Parents, children, and people ages 65 years or older are frequent users of recreation centres.

- Participants say that recreational programs (swimming, art lessons, ice skating, and summer programs) are especially important for their children.
- People ages 65 years or older are particularly fond of seniors specific programming (including those offered at the not-for-profit Kerby Centre).
- Additional facilities, programs, and revising cost and availability were all suggested:
 - Add programs to help newcomers especially children adapt to Canadian culture, make friends, and develop life skills.
 - Program registration fills quickly and is not available again for months, making it difficult to participate in recreational activities.
 - Programs should be available in different language.
 - Access to recreational facilities should be more affordable.
 - The City develop resources on housing and services for all EDC groups, similar to what The Kerby Centre has developed for people aged 65 years or older.
 - Registration for programs using Fair Entry is only offered over the phone. Registration should be made more efficient, including online registration options.



"When the kids were little, I think I had been to every swimming pool in the city." – 2SLGBTQIA+ / female / 55-64

"It's so hard to get registration for my sports classes. You will have registration just once every three months. And some classes are already full for half the year." – Born outside Canada / male / 35-44

"I think the Kerby Centre is one of the most amazing things for seniors. It's a fabulous resource." – 65 years or older / female / 65-74



Service deep dive: Festivals & events

Festivals and events add to the fabric of city life, providing a strong sense of belonging.

- Festivals and events, like music and cultural festivals, are ways that Calgarians participate in their community. They are a way to feel connected and enriched.
- Focus group participants say that they find out about local events through social media, the internet, or word of mouth.
- One caution relates to the Calgary Stampede – concerns about access, particularly via transit – were expressed (e.g., that the transit services were not sufficient to handle the size of the crowds in attendance).
- Participants note that events are not always inclusive for people with a disability (e.g., Alzheimer's, wheelchairs, or autism).

“

“Exercise and cultural events keep both the inhabitants and the city alive.” – Income <\$60k / Male / 65-74

“It's nice to have affordable, public services when you're raising a family. We like to get out and about, so transit is important. And cultural festivals (i.e. the Folk Festival) help bring people together and build a sense of community.” – Indigenous / Male / 45-54

“I've heard horror stories of people trying to get on the train during Stampede. It's just not functional for what they want it to be used for.” – Racialized Calgarian / male / 65-74



Service deep dive: Calgary Library

The library is appreciated for the depth of services that it provides to the community.

- Participants appreciate the free services offered by Calgary libraries (e.g., printing and internet access, access to other libraries in the province, LinkedIn learning, and the Libby app to access to digital and audio books using a Calgary Library card).
- Participants took pride in the central library's architectural beauty. They appreciate having neighbourhood libraries as community spaces.
- Some older participants mentioned feeling uncomfortable when entering the building downtown. Like other downtown buildings, there are often people loitering on benches near the building, making older participants feel unsafe when accessing the building.



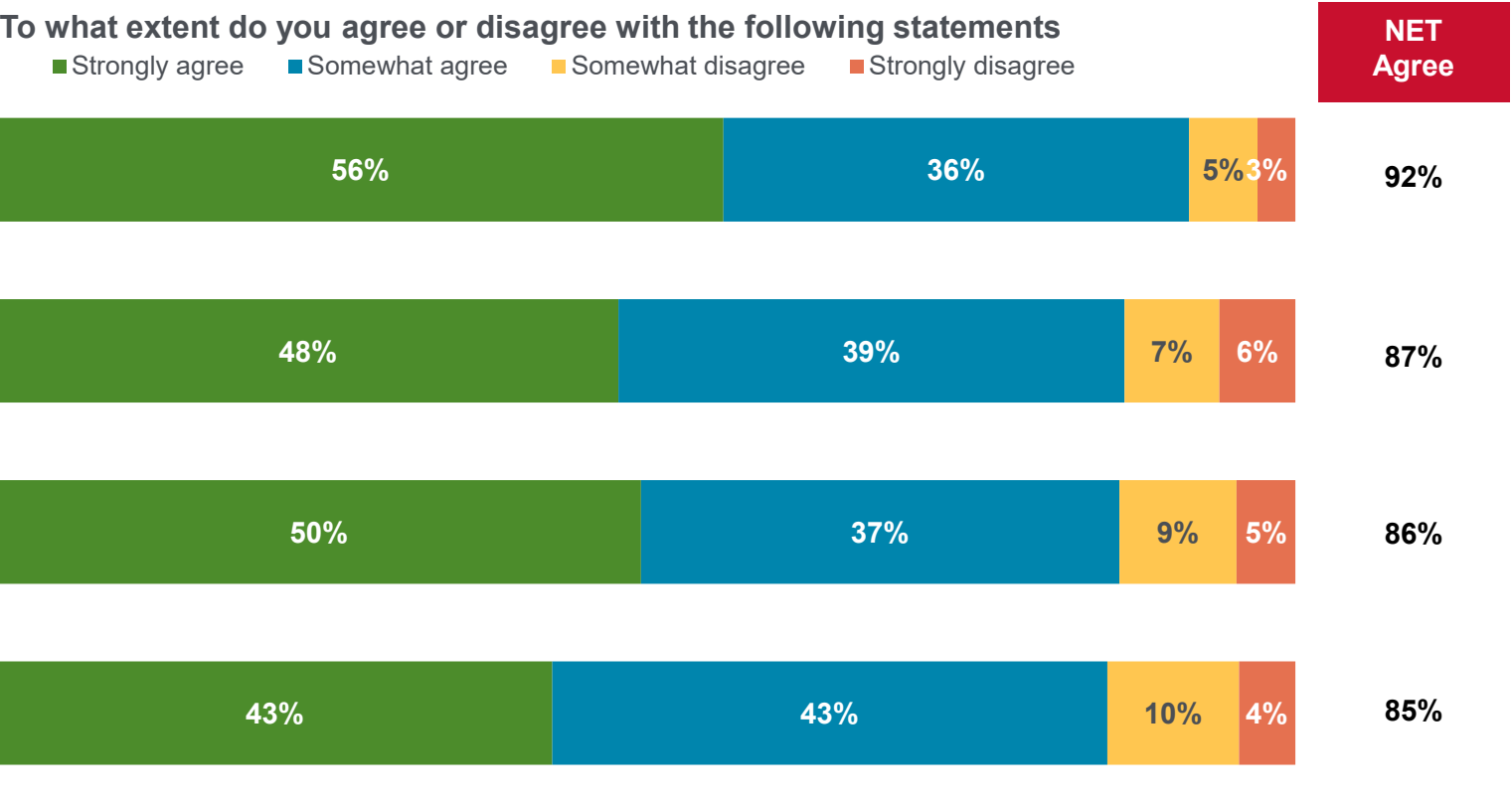
"It's a very important service. Because your library membership can get you access to other libraries which can have many other topics besides what's available in Calgary." – Persons with a disability / male / 65-74

"I'll just add that [the] other thing that the library does. [What] I really appreciate is the fact that you can actually access LinkedIn learning with your library card online. And that's really helpful. [Also to] get some books on the Libby app that you can read." – Born outside Canada / female / 35-44



Aspects of a positive experience: City programs & services

Most Calgarians agree that they are treated with dignity and respect, their cultural or religious needs are accommodated, they feel emotionally safe when accessing services and that City staff reflects the diversity of Calgary. At least four-in-ten (43%) ‘strongly’ agree with these sentiments. Indigenous people living in the city are least likely to say that their cultural needs are accommodated.



Q. Please indicate the extent to which you agree or disagree with the following statements about having a positive experience with City programs and services.

Base: Valid respondents (Base varies)

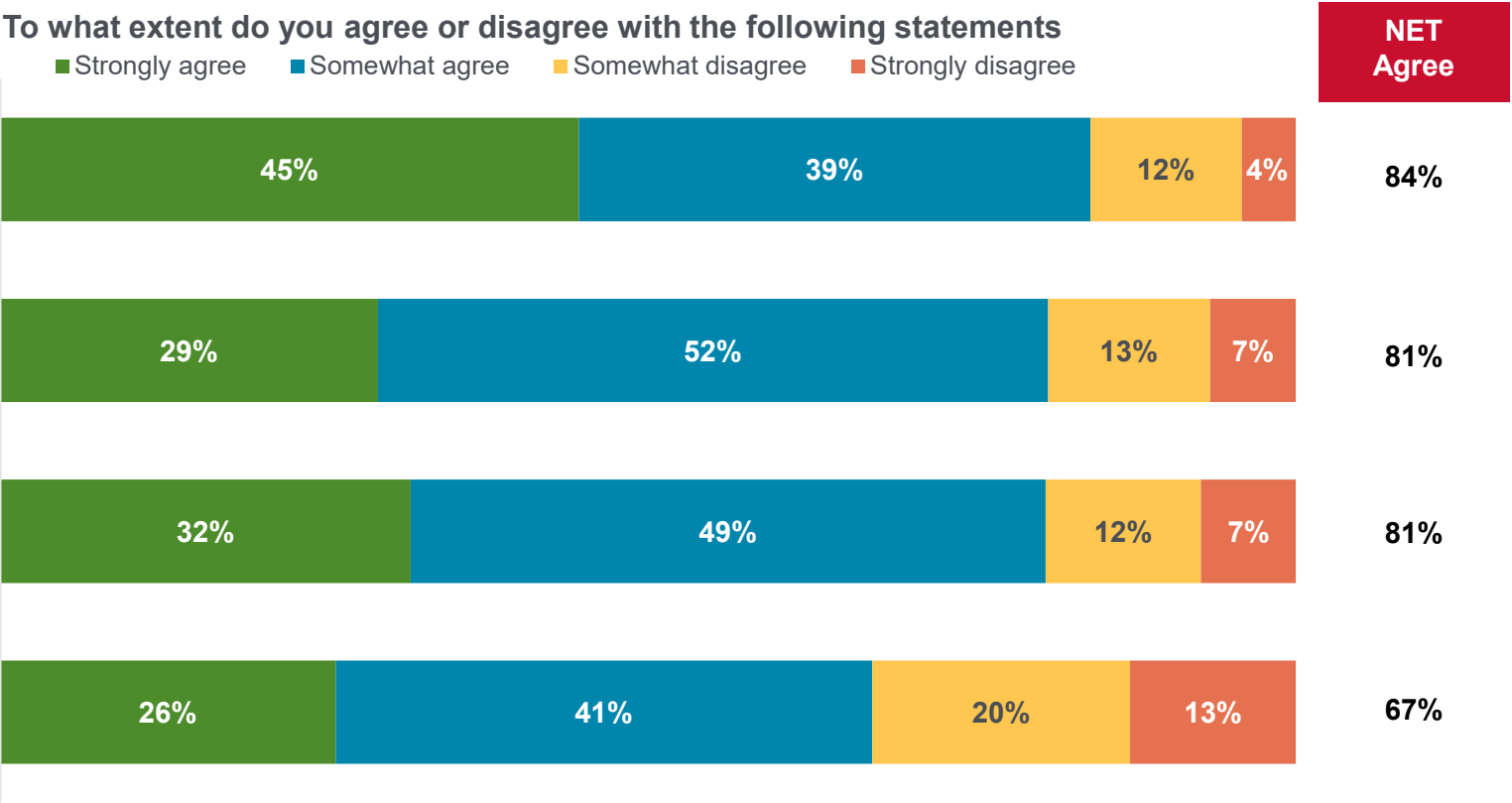
ISC: Confidential

2024 Equity in Service Delivery | December 2024

Aspects of a positive experience: City programs & services (cont'd)

Most Calgarians agree that they feel physically safe when accessing services.

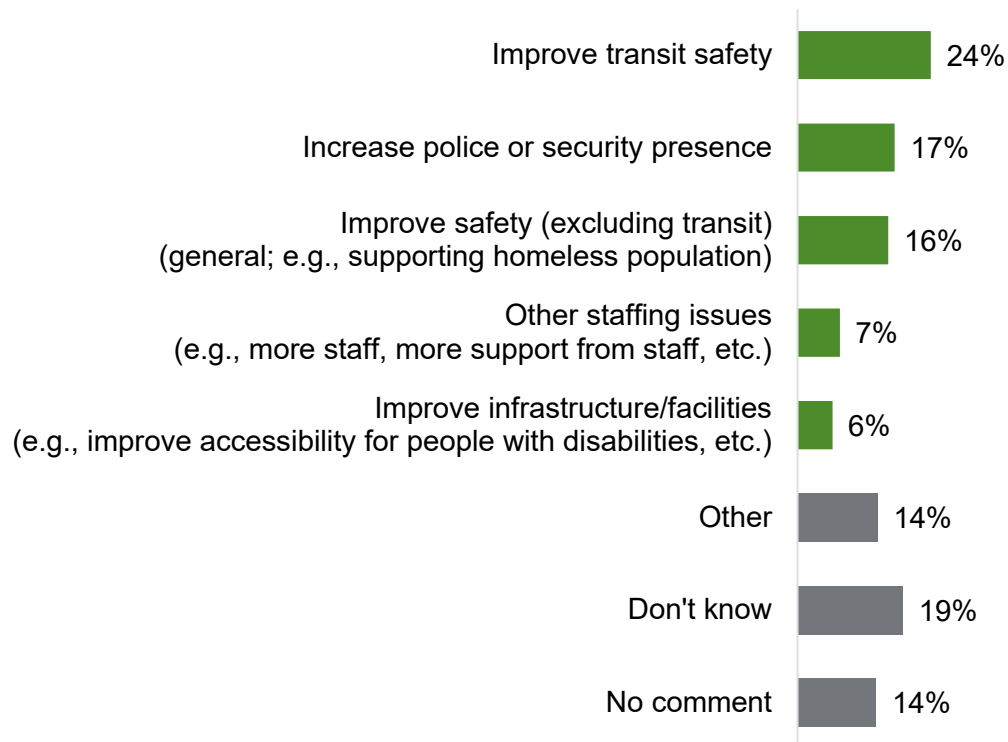
Calgarians with a disability and those aged 18 to 24, are least likely to agree that they are represented in City communications and advertising, though there is room to improve this for all EDCs.



Q. Please indicate the extent to which you agree or disagree with the following statements about having a positive experience with City programs and services.
Base: Valid respondents (Base varies)
ISC: Confidential 2024 Equity in Service Delivery | December 2024

Improving physical and mental safety

For participants who indicated that they did not feel physically or emotionally safe, transit safety and a desire to see security (e.g., police or peace officers) is a way The City can improve their feelings of safety.



“

“The run around you get when standing outside with someone in a mental health crisis, I get a call back in two days. The system is broken. They need to have a proper response for people in crisis, instead of making them hold on.” – Survey verbatim comment – 55 to 64 / Woman / Persons with a disability

“[I think yes] especially for things like transit. I think those services can be made a bit safer, but I don't know exactly what they can do. I wouldn't say more cops -- more ways of calling for help. Also, more resources to feel safe around homeless people or people dealing with addiction, I feel like we're not very adept at dealing with those conflicts and people often put themselves in danger because they don't know how to deal with it. I feel like the City can put out more resources for people on how to be kind while also feeling safe.” – Survey verbatim comment – 35 to 44 / Woman / Racialized Calgarian

Q. Is there anything The City could do to improve physical or mental safety while using its programs and services? (coded verbatims)

Base: Valid respondents



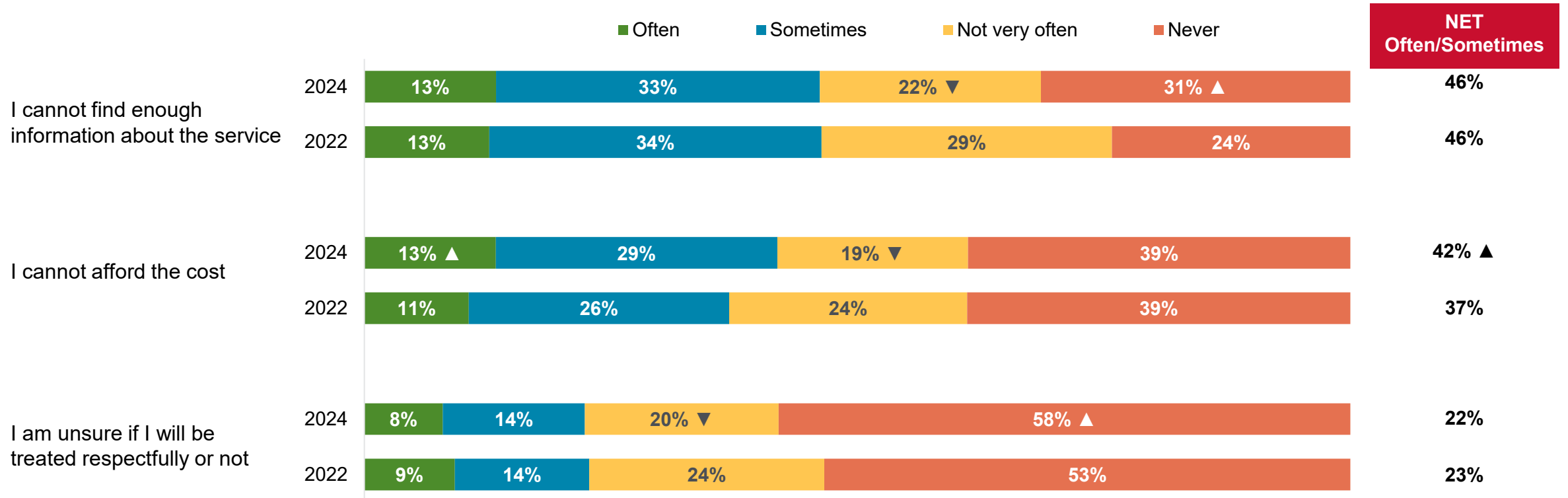
Citywide results

Limitations to access

Limitations to accessing a City program or service

Two-fifths (46%) of Calgarians say they are limited because they cannot find enough information about the service (unchanged from 2022). Increasingly, the affordability (42%, up from 37% in 2022) of services are limiting access. Cost is a stronger limitation for people with income <\$60k, Indigenous people, women and people with a disability.

How often do each of these statements limit your ability



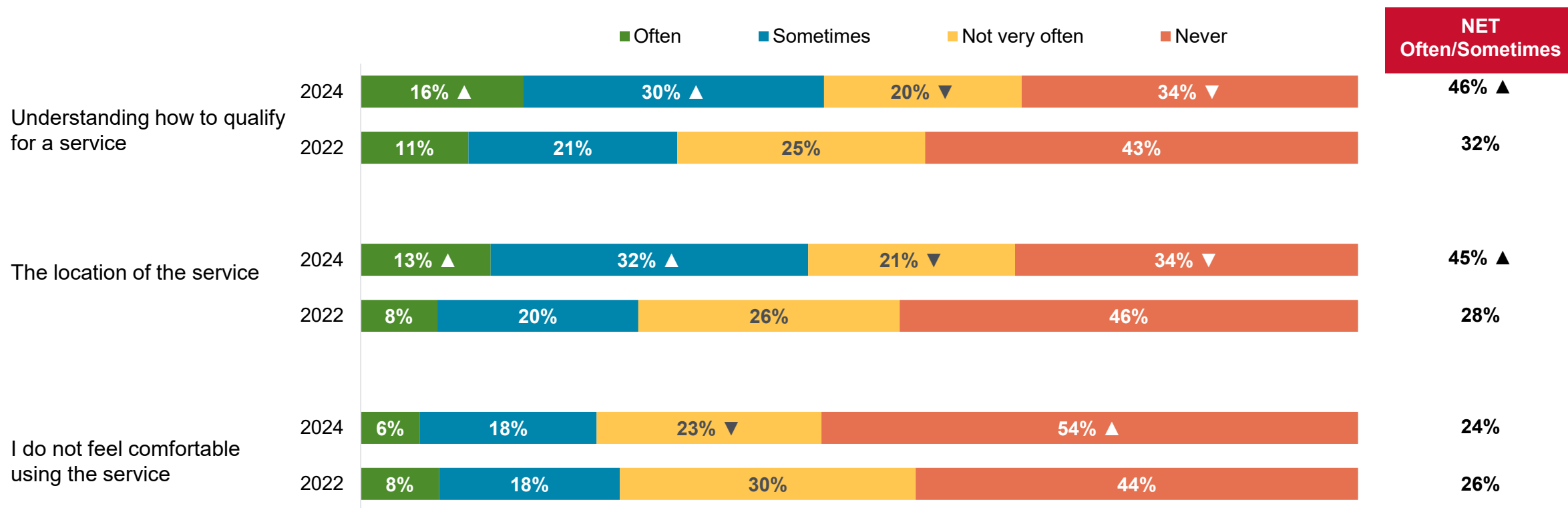
▲ Statistically higher than 2022 results
▼ Statistically lower than 2022 results

Q. For the following statements, please indicate how often each one limits your ability to access a City program or service.
Base: Valid respondents (Base varies)

Limitations to accessing a City program or service (cont'd)

Two-fifths (46%) of Calgarians say that they are limited because they don't understand how to qualify for a service (up from 32% in 2022). Increasingly, the location of the service (45%, up from 28% in 2022) are limiting access. Location is a stronger limitation for people with income <\$60k, women, Racialized Calgarians and people with a disability.

How often do each of these statements limit your ability

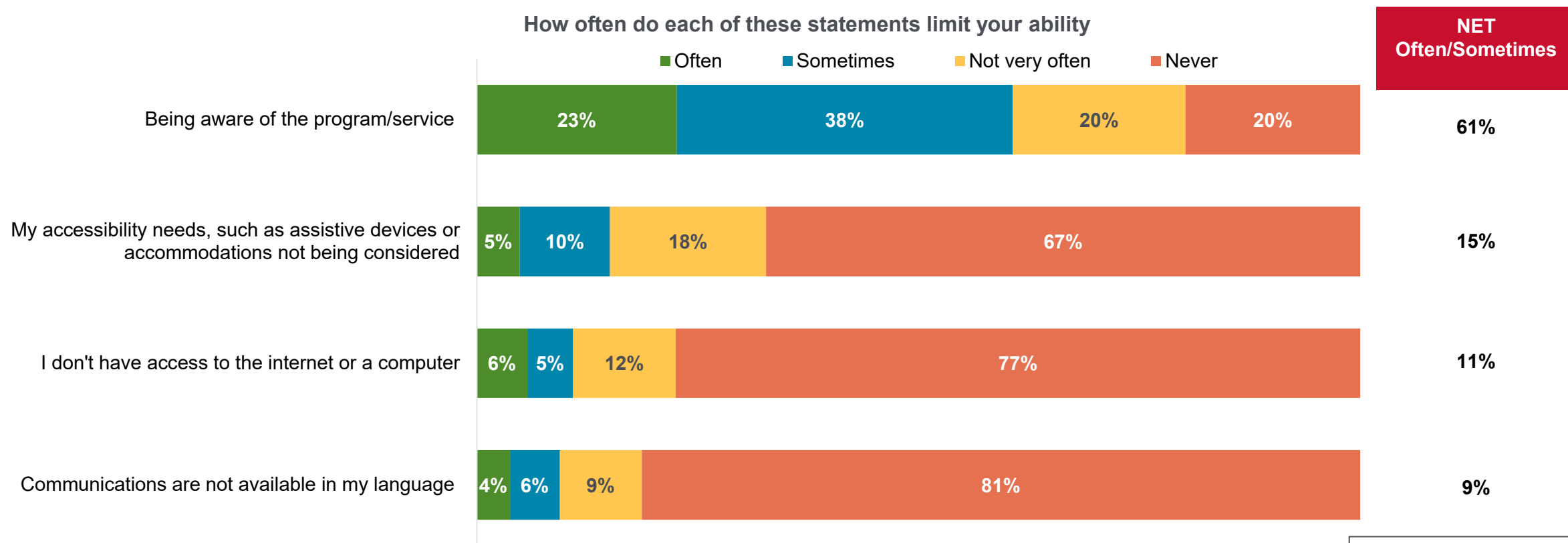


▲ Statistically higher than 2022 results
▼ Statistically lower than 2022 results

Q. For the following statements, please indicate how often each one limits your ability to access a City program or service.
Base: Valid respondents (Base varies)

Limitations to accessing a City program or service (cont'd)

Awareness of programs and services is the most widespread access limitation, with 61% of Calgarians saying that this limits their ability to access programs or services 'often' or 'sometimes'.



Q. For the following statements, please indicate how often each one limits your ability to access a City program or service.
Base: Valid respondents (Base varies)

New question in 2024

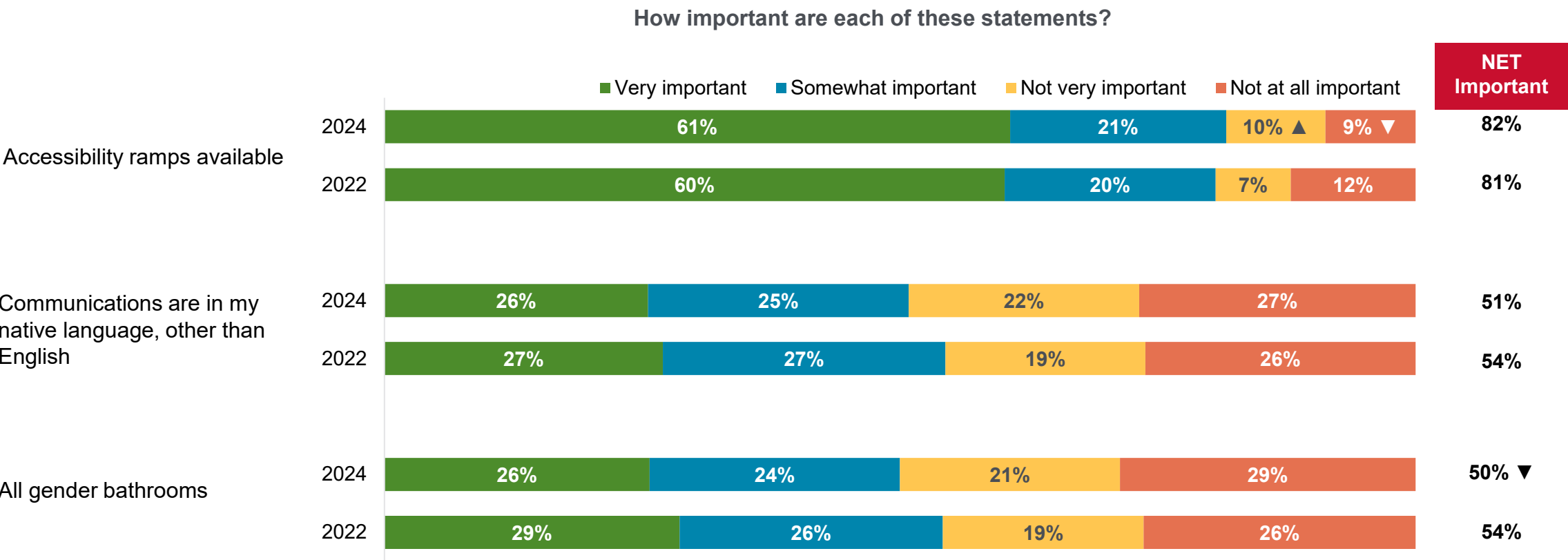


Citywide results

Important features

Important features when accessing City: programs and services

Accessibility ramps being available (82%, unchanged from 2022) is important to Calgarians. One-half of Calgarians say that it is important that City communications are in languages other than English.

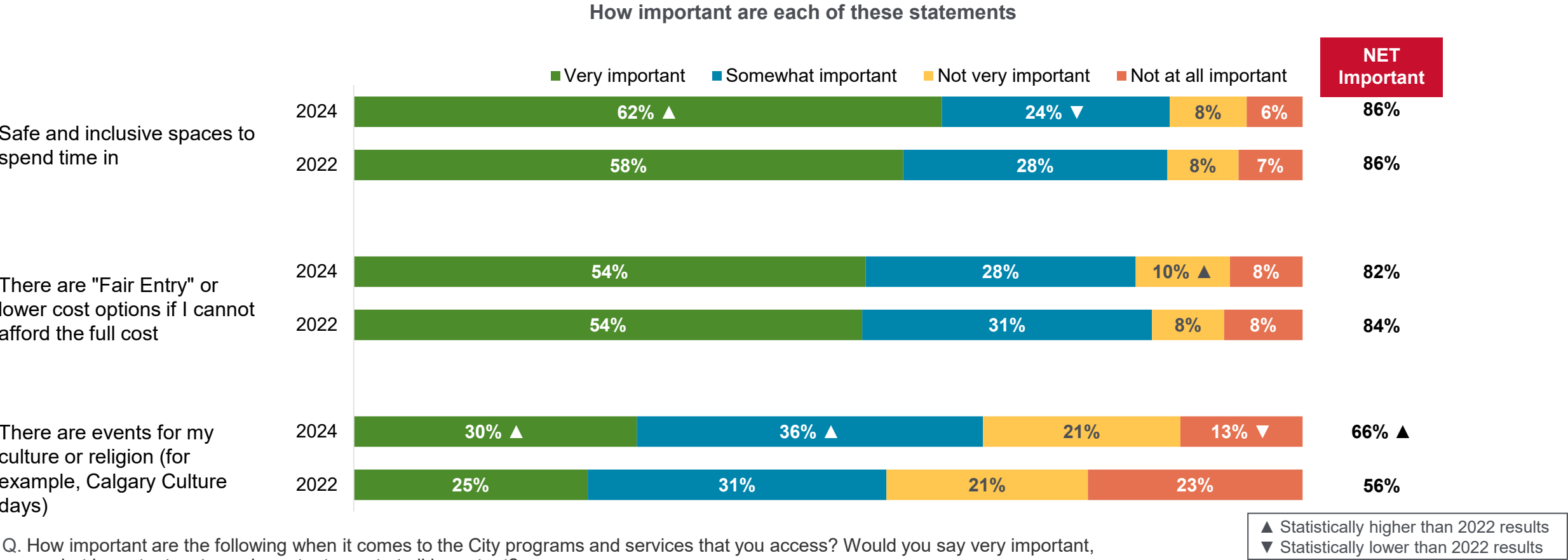


Q. How important are the following when it comes to the City programs and services that you access? Would you say very important, somewhat important, not very important or not at all important?
 Base: Valid respondents (Base varies)

▲ Statistically higher than 2022 results
 ▼ Statistically lower than 2022 results

Important features when accessing City: programs and services (cont'd)

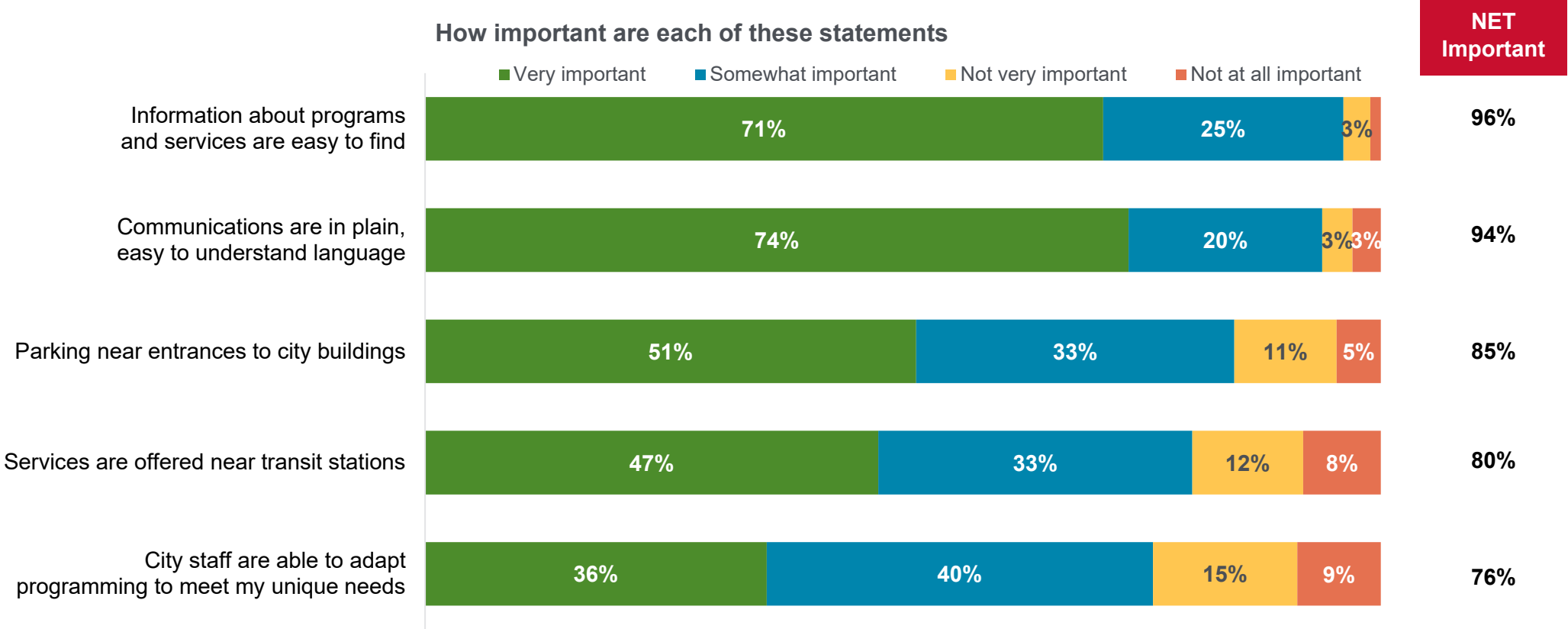
Topping the list of important features when accessing City programs and services are safe and inclusive spaces to spend time in (86%, unchanged since 2022, though ‘very’ important has increased); and “Fair Entry” or lower cost options (82%, unchanged from 2022), which is especially important to people with income <\$60k, Indigenous people and people with a disability. The importance of having events for Calgarians’ culture or religion is increasing (66% vs. 56% in 2022).



Q. How important are the following when it comes to the City programs and services that you access? Would you say very important, somewhat important, not very important or not at all important?
Base: Valid respondents (Base varies)

Important features when accessing City: programs and services (cont'd)

Other important features when accessing City programs and services are information about programs and services being easy to find (96%), communications are in plain, easy to understand language (94%) and parking near entrances to city buildings (85%).



Labels for responses <3% are not shown

New question in 2024

Q. How important are the following when it comes to the City programs and services that you access? Would you say very important, somewhat important, not very important or not at all important?
Base: Valid respondents (Base varies)

Information / communication needs: Awareness of programs and services

Awareness of programs and services is critical to meeting the needs of members of EDCs.

- Several participants knew of family or community members who would be challenged to access information if it is only available on a website or mobile app. It is important to have information in a printed format (e.g., the annual Indigenous services guide), or supports to assist those with technological gaps.
 - 311 and in-person supports can provide a valuable bridge – even providing support for applications or for finding the services online to eliminate search.
- Participants suggest having advocates or community-based organizations who are trained and aware of the breadth of services available to a particular population and could act as a support to assist with applications.
 - Awareness of services (e.g., Fair Entry, support for snow clearing, free printing at libraries) is not universal, and it was clear that people in need of support could have received it had they simply known the service was offered – many simply didn't assume that such a service even existed.



"There's thousands of seniors that are in this city that don't have a computer, that don't have a cell phone. They don't have a clue. They're lost. They don't get a chance to use the service unless somebody tells them and does it for them." – People age 65 years or older / female / 64-74

"The City is so diverse that I need something different than you need. We all don't know what's available. I think a lot of times, especially people in need, how the heck are they gonna know?" – Indigenous / male / 45-54

"I find that, for most of us, the first thing we do is try to get a SIN number. If we could get a package at Service Canada to give you some information on places and things that would be helpful going forward. It could just be a file that just has 'you could go here for Fair Entry,' for instance, 'you could go to the food bank.' I think back in 2019 there used to be somewhere that people go to get [a] furniture allowance. [...] It would be great if there was a package just handed out to you when you're getting your SIN, because anybody going to get a SIN number is new! I think I got my SIN number the next day I arrived in Canada, so that's a good point where people could get all this information that would help them going forward." – Born outside Canada / female / 35-44

"Because one thing that I noticed when I moved into Calgary, that most of the programs were not really advertised, so we didn't know we had access to those. And because of that, with some programs that we could have used, we didn't use. – Racialized Calgarian / Male / 55-64

Summarizing or providing a clear path to critical online information supports awareness and access.

- The City of Calgary website is considered thorough, but also very information dense. In two different focus groups, participants made the point that generative AI could support better summarization of the key information on the website by asking ChatGPT to find an answer for them. Embracing natural language queries of the City website could support search/access.
- 311 services are well-used and well liked, though some cite that wait times can be long.
- Participants use web search, social media, community newsletters, radio and TV news, as well as friends and family as their key sources of information.

EDC Highlights

- **Older participants** are heavy users of 311 services, and have high expectations for their councillors to be a source of knowledge (e.g., through a community newsletter)
- **People born outside Canada** are well supported by settlement services agencies
- **Indigenous** people living in Calgary recommend offline information dissemination (e.g., bus shelter ads, posters, community radio and newsletters)
- **Income <\$60k** participants have an information gap – their challenge isn't that they didn't know where to find information, in some cases they simply don't look because they don't know that services that could benefit them even exist.
- **People aged 65 and older** and **2SLGBTQIA+** participants are particularly concerned about digital reliance creating a knowledge gap for those less able to navigate technology effectively.



“The City could build some type of newsfeed [...] where you can subscribe to information that you want from The City and just put it on an app and drop it in your desktop. Then it can feed the information as you want. [The City website's] backing infrastructure just blows. It's hard to find information and you can't subscribe to anything in particular, and when you're looking for something, it's like all over the place, and they change [it] every couple of years to something that's even more messed up.” – Racialized Calgarian / Male / 55-64

“I was thinking about daycare. A lot of cities will have a list of daycares. They don't run the daycares, but they'll have a list. And would you think to, would you even think to go to the city website to find daycare, you know, or something like that?” – Renters / Female / 45-54



Key drivers of satisfaction with City programs and services

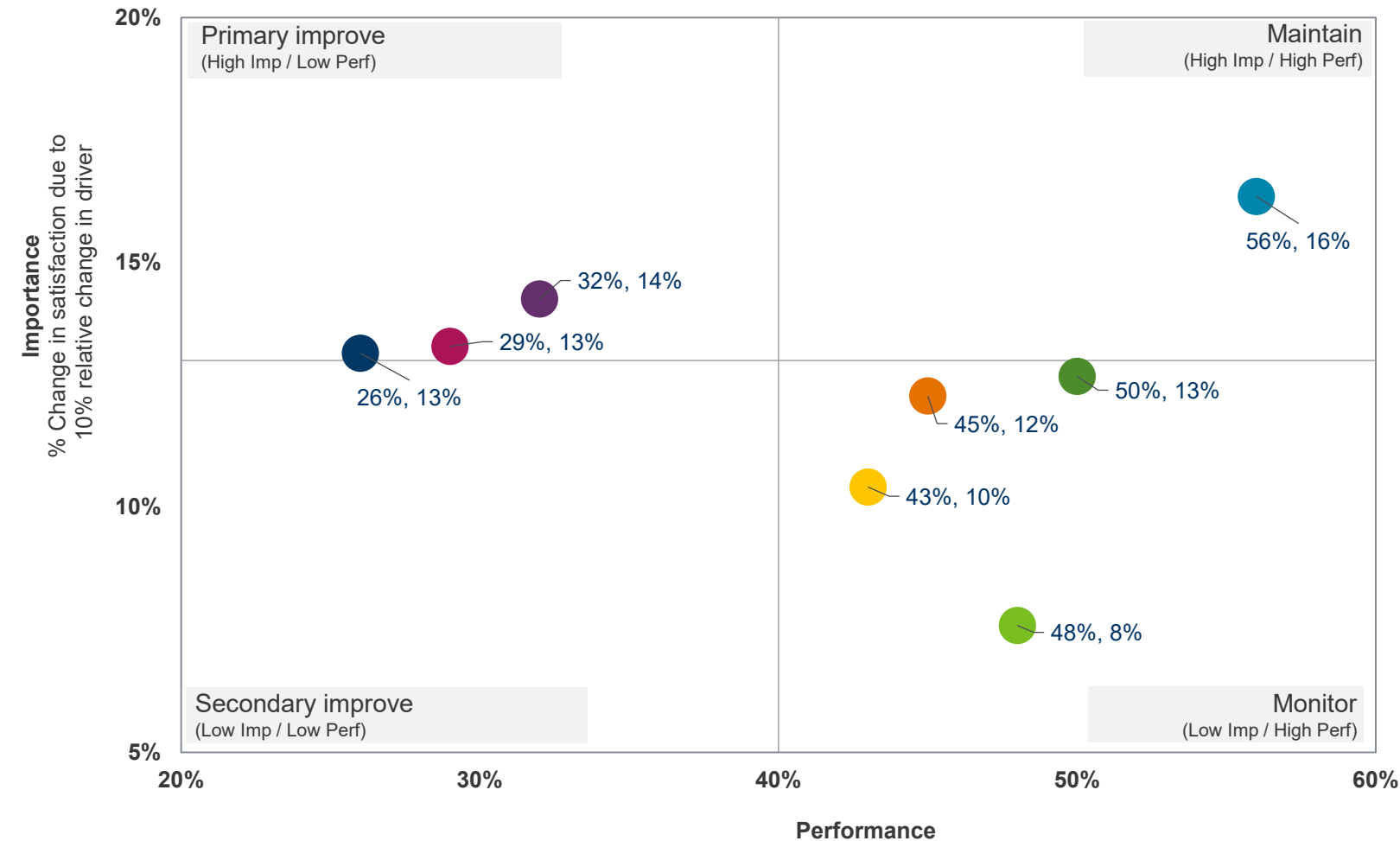
Methodology: key driver analysis

Key Driver Analysis (KDA) is a statistical modelling technique for identifying attributes that have the greatest impact or potential to create a desired outcome. For this study, the key driver analysis was used to determine which positive aspects of a service experience and which barriers are best at predicting high satisfaction with City programs and services.

This is done by plotting each driver on a quadrant chart and grouping each driver by the quadrant they appear in:

Importance % Change in Satisfaction due to 10% relative change in driver	Average driver performance		Average driver impact
	The “Primary improve” quadrant includes drivers that have below average performance but a high impact on overall satisfaction. In other words, small improvements in these drivers will yield large improvements in overall satisfaction.	Drivers in the “Maintain” quadrant are performing better than average and have a high impact on overall satisfaction. In other words, it is important to maintain high scores for these drivers as a small decrease will yield a large decrease in overall satisfaction.	
	The “Secondary improve” quadrant includes drivers that have lower than average values in both performance and impact on overall satisfaction. In other words, small improvements in these drivers will yield small improvements in overall satisfaction.	The “Monitor” quadrant includes drivers that are performing better than average but have lower impact on overall satisfaction. In other words, it is important to monitor these drivers because a small decrease will yield a small decrease in overall satisfaction.	
	Performance Based on satisfaction score		

Key drivers of satisfaction with City programs and services: importance of positive experiences



- Staff takes the time to understand my needs
- The service provided from staff is consistent over time
- I am represented in City communications and advertising
- I am treated with respect and dignity when accessing services
- I feel emotionally safe when accessing services
- I feel physically safe when accessing services
- City staff reflects the diversity of Calgary
- My cultural or religious needs are accommodated

Interpretation example: One-third of Calgarians strongly agree “Staff takes the time to understand my needs”. Increasing the proportion of Calgarians who agree with this statement will drive a strong improvement in overall satisfaction with City programs and services.

Numeric chart values are shown as “Performance, Importance.”

Top 1 (Strongly Agree) with aspects of positive service experience

Q. How satisfied are you with The City of Calgary's programs and services?

Q. Please indicate the extent to which you agree or disagree with the following statements about having a positive experience with City programs and services.

Base: Valid Respondents (bases vary)

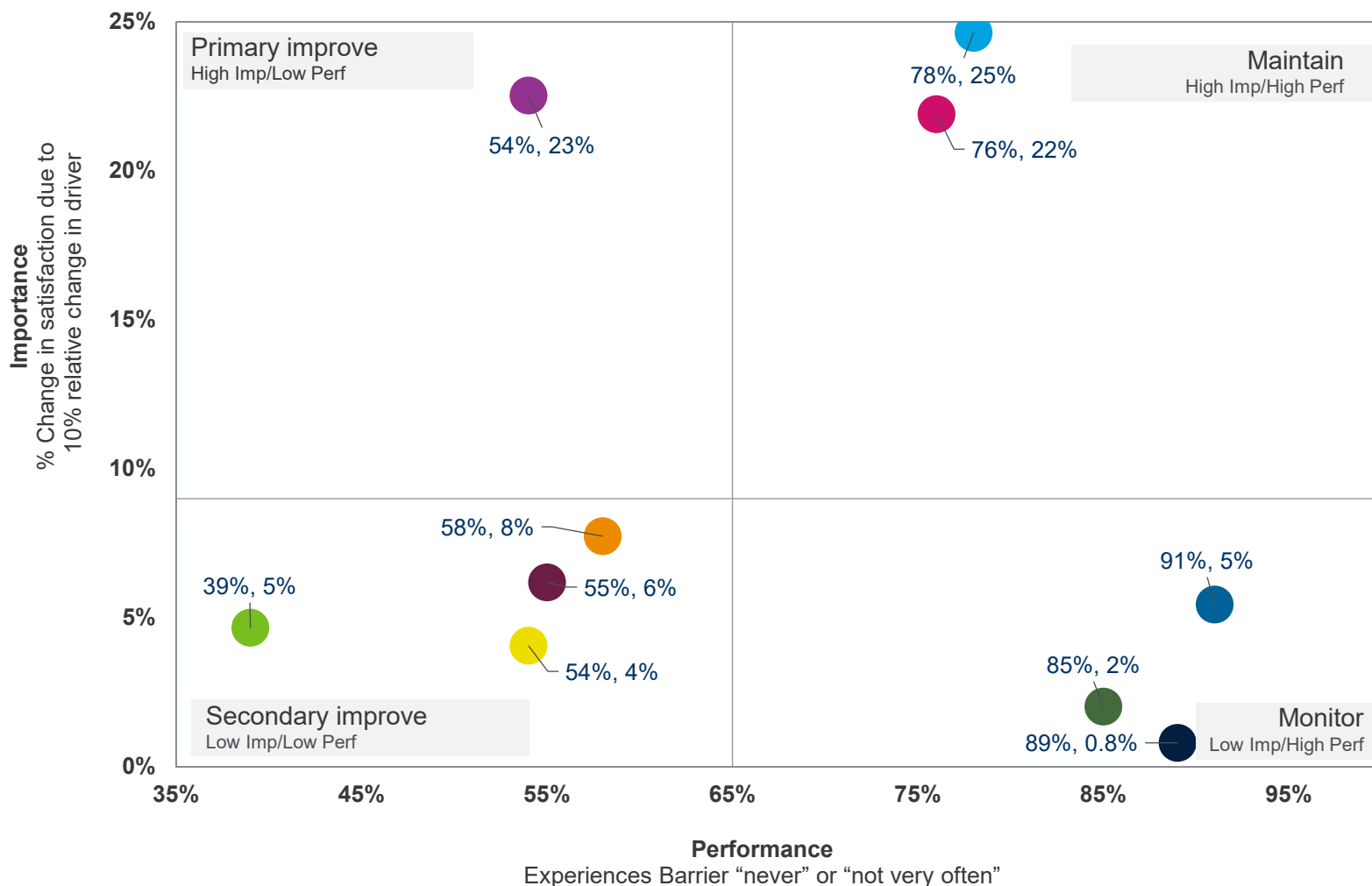
Performance on key drivers by EDC

To highlight where subgroups are likely more or less sensitive to particular city services, results are colour coded as either green where the subgroup is 10%+ higher than city-wide results, or red where the subgroup is at least 10% lower than city-wide results.

“Strongly” / “somewhat” agree with statements below	Citywide Results	Has a disability	Aged 18 to 24	Aged 65 or older	2SLGBTQIA+	Indigenous	Racialized	Born outside Canada	Women	HH income <\$60k
Satisfied with City programs & services	79%	74%	83%	75%	85%	77%	82%	84%	80%	81%
I am treated with respect and dignity when accessing services	92%	88%	91%	92%	85%	87%	91%	93%	91%	89%
Staff takes the time to understand my needs	81%	76%	73%	78%	74%	74%	82%	85%	81%	78%
I am represented in City communications and advertising	67%	53%	55%	59%	67%	64%	67%	72%	69%	59%
The service provided from staff is consistent over time	81%	74%	80%	81%	75%	81%	83%	85%	81%	79%
I feel emotionally safe when accessing services	86%	77%	83%	87%	83%	82%	86%	87%	85%	81%
I feel physically safe when accessing services	84%	78%	80%	87%	83%	78%	85%	89%	82%	81%
City staff reflects the diversity of Calgary	85%	82%	81%	88%	77%	85%	84%	84%	84%	84%
My cultural or religious needs are accommodated	87%	84%	85%	90%	82%	76%	87%	87%	87%	86%
Base	1483	236	117	411	93	83	313	442	640	358

Q. How satisfied are you with The City of Calgary's programs and services?; Please indicate the extent to which you agree or disagree with the following statements about having a positive experience with City programs and services.

Key drivers of satisfaction with City programs and services: eliminating barriers to access



- I cannot find enough information about the service
- I cannot afford the cost
- The location of the service is a barrier
- Being aware of the program/service
- Understanding how to qualify for a service
- I am unsure if I will be treated respectfully or not
- I do not feel comfortable using the service
- Communications are not available in my language
- My accessibility needs not being considered
- I don't have access to the internet or a computer

Interpretation example: Half of Calgarians say they “never” or “not very often” limited in accessing City programs or services because they “cannot find enough information about the service”. Increasing the number of Calgarians who report “never” or “not very often” experiencing this barrier will increase overall satisfaction with City programs and services.

Q. How satisfied are you with The City of Calgary's programs and services?

Q. For the following statements, please indicate how often each one limits your ability to access a City program or service. Base: Valid Respondents (bases vary)

Performance on key drivers by EDC

(cont'd)

To highlight where subgroups are likely more or less sensitive to particular city services, results are colour coded as either green where the subgroup is 10%+ higher than city-wide results, or red where the subgroup is at least 10% lower than city-wide results.

“Often” / “Sometimes” limits access to City programs or services	Citywide Results	Has a disability	Aged 18 to 24	Aged 65 or older	2SLGBTQIA+	Indigenous	Racialized	Born outside Canada	Women	HH income <\$60k
[Not] Being aware of the program/service	61%	69%	62%	51%	67%	67%	60%	63%	62%	65%
[Not] Understanding how to qualify for a service	46%	59%	56%	39%	52%	51%	54%	53%	46%	59%
I cannot find enough information about the service	46%	59%	59%	42%	56%	58%	50%	46%	47%	54%
The location of the service	45%	60%	50%	38%	48%	43%	52%	46%	50%	56%
I cannot afford the cost	42%	60%	48%	39%	50%	65%	47%	46%	45%	67%
I do not feel comfortable using the service	24%	34%	24%	23%	22%	24%	26%	26%	26%	33%
I am unsure if I will be treated respectfully or not	22%	35%	35%	20%	34%	30%	28%	27%	24%	36%
My accessibility needs, such as assistive devices or accommodations not being considered	15%	32%	12%	16%	13%	20%*	19%	20%	15%	29%
I don't have access to the internet or a computer	11%	18%	11%	18%	11%	15%	13%	12%	10%	21%
Communications are not available in my language	9%	8%	10%	5%	5%	10%	17%	21%	10%	16%
Base	1483	236	117	411	93	83	313	442	640	358

Impact of drivers within EDCs

Impact of drivers (previous slide)

- Calgarians **with a disability** experience significant barriers that limit their ability to access City programs and services. The most significant barriers (impacting 6 in 10) are being unable to find information or understand how to qualify for a service, having location-based barriers or being unable to afford the cost. One-third are sometimes or often unsure if they will be treated respectfully or feel uncomfortable accessing services.
- **Ages 18 to 24** are satisfied with City services (83%), though they are more likely to sometimes or often struggle to find information about services or struggle to understand how to qualify for services. One-in-three are unsure if they will be treated respectfully or not. They don't feel represented in City communications.
- Three-quarters (75%) of **seniors (age 65+)** are satisfied with City programs and services. They are more likely than other Calgarians to be aware of services. Just over one-third say they sometimes/often have location-based barriers, or that they are unable to afford the program costs; both of these measures are on par with Citywide results.
- Calgarians in the **2SLGBTQIA+** community have very high satisfaction with City programs and services (85%). However, they are more likely to say that they cannot find information about City services or to sometimes or often feel unsure if they will be treated respectfully.
- **Indigenous** people are far less likely to feel that their cultural or religious needs are accommodated (76% vs. 87% citywide). They experience significant barriers, with 58% sometimes or often unable to find information and 65% being limited by the cost of the service. One-third are sometimes or often unsure if they will be treated respectfully.
- Calgarians with **household income <\$60k** have high satisfaction with City programs and services. Two-thirds sometimes or often experience barriers because they cannot afford the cost of the service, half because of service location, or because they don't understand how to qualify for a service and one-third sometime or often are unsure if they will be treated respectfully. One-in-five do not have access to a computer or internet.
- **Racialized** Calgarians, **women** and **people born outside Canada** have high satisfaction with City programs and services and their experiences with service are on par with Citywide results.

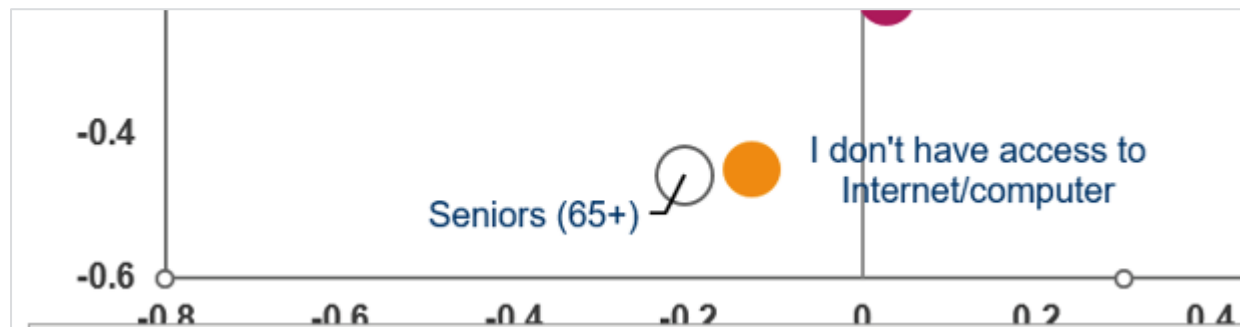


Correspondence analysis of experiences & barriers

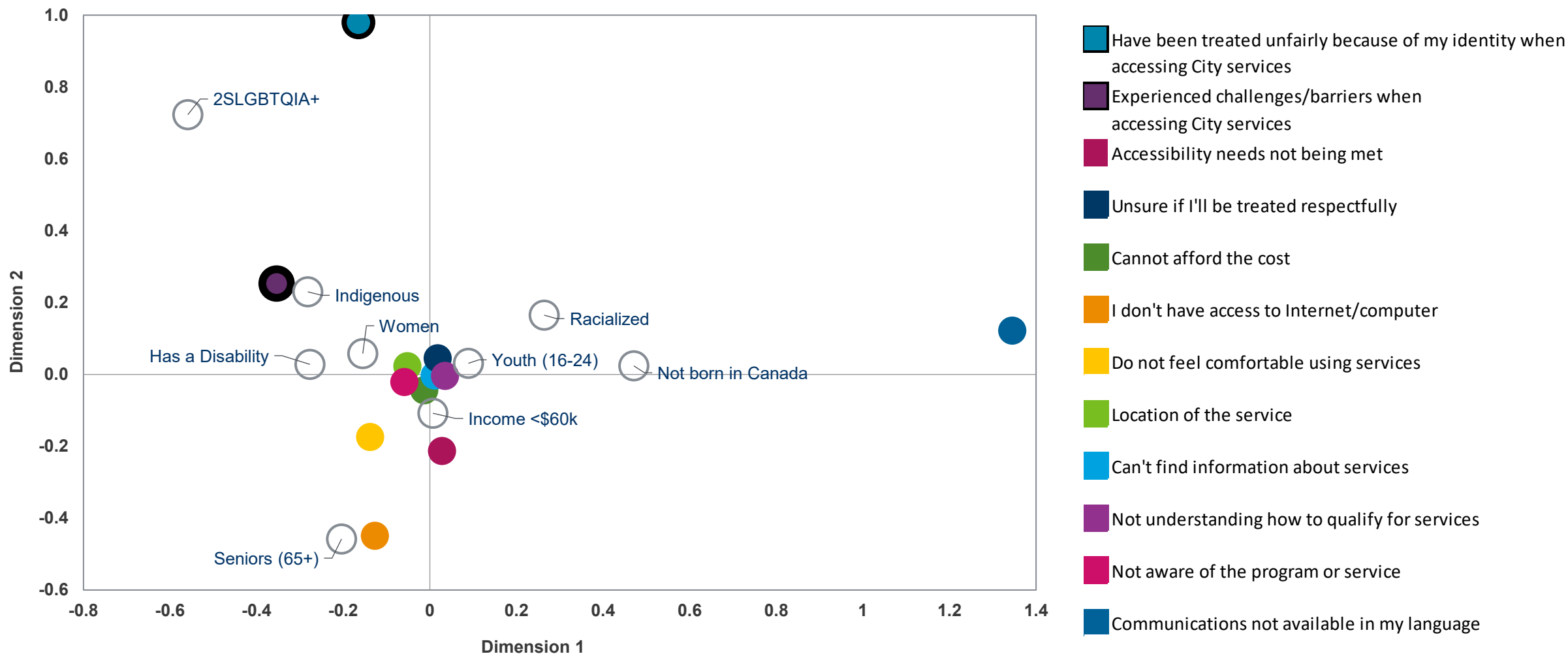
Methodology: correspondence analysis

- A correspondence analysis (CA) was conducted to visualize the relationship between the different EDCs and their perceptions and experiences related to diversity and inclusion in City programs and services. Correspondence Analysis (CA) creates a two-dimensional map based on the relationships between the EDCs and the perceptions and experiences captured in the survey.
 - Through a process that is similar to Principal Component Analysis, we have calculated how similar or different the perceptions and experiences are for each of the EDCs. These differences are then used to create the dimensions by which we map the segments and their perceptions / experiences.
 - This perceptual map provides The City with an intuitive understanding of how EDCs and perceptions and experiences of diversity and inclusion are associated with each other.
- Interpretation: The closer elements are to the middle of the chart, the more similar they are. Conversely, the further they are from the center and the closer they are to each other, the greater their association is.

Interpretation example:
Seniors are more likely to experience being limited because they don't have access to a computer or the Internet.



Impact of service, barriers, limitations on EDCs (cont'd)



Q. Have you personally experienced challenges or barriers when accessing any City services, programs, or facilities?

Q. For the following statements, please indicate how often each one limits your ability to access a City program or service.

Q. When accessing or using a City program or service, have you or those close to you been treated unfairly due to race, age, gender or sexual identity, cultural or religious dress, or disability?

Base: Valid Respondents (bases vary)

Impact of service, barriers, limitations on EDCs

Impact of service, barriers, limitations (previous slide).

Many of the barriers and limitations that are experienced are common experiences (e.g., experienced in a similar manner by many EDCs). This includes impact of:

- Limitations due to the location of a service
- Being unable to find information about programs and services
- Not being aware of the program or service
- Affording the cost of the program or service
- Not understanding how to qualify for services
- Being unsure if they will be treated respectfully

There are some limitations and barriers that are disproportionately felt by particular EDCs.

- **Indigenous** people living in Calgary, as well as **persons with disabilities**, are more likely to have indicated that they experience challenges or barriers when accessing City services, programs or facilities.
- The **2SLGBTQIA+** community and Indigenous people living in Calgary are more likely to have experienced unfair treatment due to their identity.
- **Persons with a disability**, **women** and those with **income <\$60k** are less likely to have their accessibility needs met or to feel comfortable using City services.
- **People aged 65+** are most likely to experience barriers because they lack access to a computer or to Internet.
- Though not experienced often, those who are **born outside Canada** or those who are **Racialized** are most likely to be limited by communications being unavailable in their language.



Respondent profile

Respondent profile

Gender	Unweighted %	Weighted %
Female	44%	50%
Male	56%	49%
Non-Binary	<1%	<1%
Prefer to self-describe	<1%	<1%

Age	Unweighted %	Weighted %
18 to 24	8%	10%
25 to 44	31%	38%
45 to 64	33%	31%
65 or older	28%	21%

Quadrant	Unweighted %	Weighted %
Southwest	31%	29%
Northwest	29%	28%
Southeast	24%	24%
Northeast	17%	20%

Disability	
Has physical disability	8%
Has cognitive disability	5%
Has both	2%
Does not have disability	85%

Newcomer*	
Within the past five years	11%
5 to 9 years ago	13%
10 or more years ago	76%

Residency	
1 year or less	2%
2 to 5 years	5%
6 to 10 years	7%
11 or more years	68%
Whole life	18%

Employment status	
Full time employed or self employed	58%
Part time employed or self-employed	11%
Retired	18%
Looking after home and/or family	3%
Unable to work because of sickness or disability	4%
Unemployed	4%
Doing unpaid or voluntary work	1%
Student	4%
Other	1%

Household income	
Less than \$30,000	10%
\$30,000 to just under \$60,000	17%
\$60,000 to just under \$90,000	19%
\$90,000 to just under \$150,000	27%
\$150,000 or more	27%

Base: Valid respondents (n=1,504, unless otherwise specified)

*Base: Not born in Canada (n=452)

Respondent profile

Born in Canada	
Yes	69%
No	31%

Indigenous	
Yes	6%
No	94%

Racialized*	
Yes	26%
No	74%

First language English	
Yes	73%
No	27%

2SLGBTQIA+	
Yes	7%
No	93%

Senior in household	
Yes	21%
No	79%

Children in household	
Yes	34%
No	66%

Ethnicity	
White	58%
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	9%
European	8%
Black	5%
Chinese	5%
Indigenous (coded from other)	4%
Latin American	3%
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)	2%
Filipino	2%
Arab	1%
West Asian (e.g., Iranian, Afghan)	1%
Korean	<1%
Japanese	<1%
Other	6%

Education	
Less than a high school diploma or equivalent	1%
High school or equivalent	21%
Registered Apprenticeship or other trades certificate or diploma	4%
College, CEGEP or other non-university certificate or diploma	18%
University certificate or diploma below bachelor's level	9%
Bachelor's degree	28%
Post graduate degree above bachelor's level	19%

Base: Valid respondents (n=1,504, unless otherwise specified)

*Base: Not Indigenous (n=1,395)

Equity Deserving Communities (EDCs): Number of responses & margin of error

Equity Deserving Community (EDC)			Comparable Sub-Group		
	Unweighted N	Margin of Error		Unweighted N	Margin of Error
Born Outside Canada	452	+/- 4.60%	Born in Canada	1,052	+/- 3.02
Racialized Calgarians	320	+/- 5.48%	Non-Racialized	1,075	+/- 2.99
Income <\$60K	360	+/- 5.16%	Income \$60K+	1,021	+/- 3.07
65 years or older	420	+/- 4.78%	18-64 years old	1,084	+/- 2.98
18-24 years old	118	+/- 9.02%	25+ years	1,386	+/- 2.63
Disability	238	+/- 6.35%	Persons without a disability	1,258	+/- 2.76
Indigenous	84	+/- 10.69%	Not Indigenous	1,413	+/- 2.60
2SLGBTQIA+	94	+/- 10.10%	Not 2SLGBTQIA+	1,398	+/- 2.62
Women	653	+/- 3.83%	All other genders	841	+/- 3.38
			Citywide results	1,504	+/- 2.53

Because the EDC groups are not mutually exclusive, when comparing results from one EDC to citywide results, we highlight +/-10% as a benchmark. This was done because the appropriate stat test (Chi-square /Cramer's V) provides a continuum (e.g., the results differ from expected values and do so in a weak/moderate/strong way). We did view these results and most of them were in the weak/low moderate range. Differences of 10% or more are often in the moderate range and provided a suitable threshold for interpretation of key differences.

Focus group participant profile

EDC	Methodology	Participants
Household income under \$60,000	In-person	10
Renters	In-person	8
Aged 65 or older	In-person	8
Indigenous	In-person	9
2SLGBTQIA+	In-person	10
Immigrated to Canada in the past 5 years	Zoom	6
Racialized	Zoom	8
Have a disability	Zoom	6
Women who belong to at least one other EDC	Zoom	7
Mix of EDCs	Asynchronous	10
Total participants		82

Focus group participant profile (cont'd)

Age	Count
18 to 19	1
25 to 34	3
35 to 44	21
45 to 54	14
55 to 64	18
65 to 74	20
75 and older	5

Indigenous	Count
Yes	14
No	68

LGBTQ2SIA+	Count
Yes	17
No	65

Own/Rent	Count
Own	35
Rent	46
Lives with family	1

Born Outside Canada	Count
Yes	7
No	75

Physical disability	Count
Yes	18
No	64

Cognitive disability	Count
Yes	14
No	68

Gender	Count
Female	34
Male	47
Prefer not to answer	1

Income	Count
Less than \$30,000	12
\$30,000 to just under \$60,000	21
\$60,000 to just under \$90,000	26
\$90,000 to just under 150,000	7
\$150,000 or more	12
Prefer not to answer	4

Racialized	Count
Yes	22
No	58
Prefer not to answer	2

Base: Valid respondents (n=82)



Questionnaire

Questionnaire

Equity in Service Delivery Quantitative Survey

The City of Calgary

Generated on 2024-11-20 at 07:24:43 MT



INTRO

Int0

Hello, I'm _____ with Advanis, calling on behalf of The City of Calgary. We are conducting a survey to identify opportunities to improve how City of Calgary programs and services are delivered. Are you 18 years or older and do you currently live in Calgary?

IF NEEDED: The survey will take approximately 18-20 minutes to complete

IF NEEDED: This research is designed to continue building understanding into what is important to residents - their program and service needs, and how to communicate with them to build a strong and vibrant community. This research is designed to identify the impacts of City programs and services on diverse populations.

- ☐ 1 Yes
- ☐ 2 No, getting an adult *(Show if is landline)*
- ☐ 3 No, refusal
- ☐ 4 No, callback
- ☐ 5 No, under 18 *(Show if is wireless)*
- ☐ 6 No, does not live in Calgary

Int0b *Show if getting person*

Hello, I'm _____ with Advanis, calling on behalf of The City of Calgary. We are conducting a survey to identify opportunities to improve how City of Calgary programs and services are delivered. Are you 18 years or older and do you currently live in Calgary?

IF NEEDED: The survey will take approximately 18-20 minutes

IF NEEDED: This research is designed to continue building understanding into what is important to residents - their program and service needs, and how to communicate with them to build a strong and vibrant community. This research is designed to identify the impacts of City programs and services on diverse populations.

- ☐ 1 Yes
- ☐ 2 No, refusal
- ☐ 3 No, callback
- ☐ 4 No, under 18 *(Show if is wireless)*
- ☐ 5 No, does not live in Calgary

SCREENERS 1

RFInt *Show if Refusal*

Code refusal.

CBInt *Show if Callback*

Schedule a callback.

NCInt *Show if Not Calgary*

Unfortunately, we need to speak with residents of Calgary. Thank you for your time. Good-bye.

T0 *Show if Under 18*

Unfortunately, we need to speak with individuals 18 or older. Thank you for your time. Good-bye.

T7 *Show if Works in ineligible industry*

Unfortunately, we need to speak with individuals not associated with these organizations. Thank you for your time. Good-bye.

SCREENERS 2

QS7

Great! Your participation is voluntary, and this call may be recorded for quality control purposes. The survey will take approximately 20 minutes and your responses will remain confidential, and you will not be personally identified. Any personal information collected in this survey is done so under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and will be used solely for informing and understanding the provision of programs and services in the City of Calgary. This project also has been registered with the Canadian Research Insights Council.

If you have questions about the collection or use of your information, you can contact a City of Calgary Research Coordinator. Would you like me to provide you with their contact information?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Refusal
- ☐ 4 Call back later

Questionnaire (cont'd)

QS7info Show if QS7 Yes

You can contact a City of Calgary Research Coordinator via phone, email, or regular mail and mention the "Equity in Service Delivery Research". What contact information would you prefer?

If phone: 403-268-2141

If email: research@calgary.ca

If mail: Research Coordinator, The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5

CB1 Show if QS7 CB

callback

T1 Show if QS7 Refusal

Thank you for your time. Good-bye.

DemoIntro

We want to ensure our research is reflective of all Calgarians. I am going to start by asking a small number of demographic questions ensure that we are able to capture a diverse representation of Calgarians.

QS1

Which quadrant of the city you live in?

- ☐ 1 Southwest
- ☐ 2 Southeast
- ☐ 3 Northwest
- ☐ 4 Northeast
- ☐ 99 [\[DO NOT READ\]](#) Prefer not to say
- ☐ 97 [\[DO NOT READ\]](#) Does not live in Calgary

T3 Show if QS1 DK Ref

Unfortunately we need to confirm what part of The City you live in to continue. Thank you for your time. Good-bye.

T4 Show if QS1 Outside Calgary

Unfortunately we only need to speak with people who live in Calgary. Thank you for your time. Good-bye.

T5 Show if Quad closed

Thank you for your interest. Unfortunately we already have enough people from you area. Thank you for your time. Good-bye.

QS4

Please tell me how old you are?

[IF REFUSED, ASK:](#) Which age group do you belong to? Just stop me when I get to your age group.

- ☐ 1 18 to 19
- ☐ 2 20 to 24
- ☐ 3 25 to 34
- ☐ 4 35 to 44
- ☐ 5 45 to 54
- ☐ 6 55 to 64
- ☐ 7 65 to 74
- ☐ 8 75 and older
- ☐ 99 [\[DO NOT READ\]](#) Prefer not to say

T2 Show if QS4 age ref

Unfortunately we need to confirm your age to continue. Thank you for your time. Good-bye.

QGender

What is your gender identity?

- ☐ 2 Woman
- ☐ 1 Man
- ☐ 3 Non-binary person
- ☐ 4 Prefer to self-describe another way
- ☐ 99 [\[DO NOT READ\]](#) Prefer not to answer

T6 Show if Quadrant Closed

Thank you for your interest. Unfortunately we already have enough people from you area. Thank you for your time. Good-bye.

Questionnaire (cont'd)

EQUITY DESERVING COMMUNITIES

Disability1

Do you consider yourself to have a **physical** disability?

DO NOT READ LIST

- ☐ 1 Yes
☐ 2 No
☐ 99 Prefer not to answer

Disability2

Do you consider yourself to have a **cognitive** disability?

DO NOT READ LIST

- ☐ 1 Yes
☐ 2 No
☐ 99 Prefer not to answer

BornInCan

Were you born in Canada?

DO NOT READ LIST

- ☐ 1 Yes
☐ 2 No
☐ 99 Prefer not to answer

Newcomer Show if Not born in Canada

How recently did you arrive in Canada?

- ☐ 1 Within the past five years
☐ 2 5 to 9 years ago
☐ 4 10 or more years ago
☐ 99 **[DO NOT READ]** Prefer not to answer

Indig

Are you an Indigenous person?

DO NOT READ LIST

- ☐ 1 Yes
☐ 2 No
☐ 98 Don't know
☐ 99 Prefer not to answer

Racialized Show if not Indigenous

Do you consider yourself a Racialized person?

DO NOT READ LIST

- ☐ 1 Yes
☐ 2 No
☐ 98 Don't know
☐ 99 Prefer not to answer

Lang

Is English the first language you learned at home in childhood and still understand?

(Also known as your mother tongue)

DO NOT READ LIST

- ☐ 1 Yes
☐ 2 No
☐ 98 Don't know
☐ 99 Prefer not to answer

LGBTQ2SIA

Do you consider yourself to be a member of the 2SLGBTQIA+ community?

DO NOT READ LIST

- ☐ 1 Yes
☐ 2 No
☐ 99 Prefer not to answer

Income

Which of these categories best describes the total annual income, before taxes, of all the members of your household?

- ☐ 1 Less than \$30,000
☐ 2 \$30,000 to just under \$60,000
☐ 3 \$60,000 to just under \$90,000
☐ 4 \$90,000 to just under \$150,000
☐ 5 \$150,000 or more
☐ 6 **[DO NOT READ]** Don't Know
☐ 7 **[DO NOT READ]** Refused

Questionnaire (cont'd)

MAIN SURVEY

A1

Overall, how inclusive or not is Calgary? When I say "inclusive" I mean that it welcomes, supports, respects, and values individuals for their differences, perspectives, talents, and contributions. Would that be...

- ☐ 1 Very inclusive
☐ 2 Somewhat inclusive
☐ 3 Not very inclusive
☐ 4 Not at all inclusive
☐ 98 [DO NOT READ] Don't know
☐ 99 [DO NOT READ] Prefer not to answer

A3

In this survey, when we say "The City of Calgary" or "The City", we mean the municipal government including Council and Administration, and the services and programs it offers.

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with these statements?

1. The City of Calgary provides programs and services that meet my needs.*
2. All Calgarians have the opportunity to benefit equally from City services, regardless of things like ethnicity, race, religion, income, or sexual identity.*
3. The City of Calgary municipal government fosters a city that is inclusive and accepting of all.*
4. The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it most.*
5. The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians.*

*Levels marked with * are randomized*

- ☐ 1 Strongly agree
☐ 2 Somewhat agree
☐ 3 Somewhat disagree
☐ 4 Strongly disagree
☐ 98 [DO NOT READ] Don't know
☐ 99 [DO NOT READ] Prefer not to answer

A4b

How well or not does The City serve each of the following groups of Calgarians?
Would that be very well, somewhat well, somewhat poorly, or very poorly...

1. People who are recent immigrants* *(Show if Not Born in Canada within 5 years)*
2. Indigenous peoples **IF NEEDED**, Aboriginal, First Nations, Métis, or Inuit* *(Show if Is Indigenous)*
3. Racialized Calgarians **[ONLY IF ASKED]: A racialized person means someone, other than Indigenous people, who are non-Caucasian in race or non-white in colour.*** *(Show if Is Racialized)*
4. People who do not speak English as their first language* *(Show if Other Mother Tongue)*
5. Women* *(Show if is female)*
6. People with physical disabilities* *(Show if Physical disability)*
12. People with cognitive disabilities* *(Show if Cognitive disability)*
7. People in low-income households* *(Show if income less than 60k)*
8. Older adults, meaning people aged 65 years or older* *(Show if is 65 plus)*
9. Children, meaning people aged 12 or younger*
10. Youth, meaning people aged 13 to 24*
11. People who are members of the 2SLGBTQIA+ community **[ONLY IF ASKED: 2SLGBTQ+ stands for two spirit, lesbian, gay, bi-sexual, transgender, queer or questioning, intersex and asexual, with the plus recognizing there is also a wide spectrum of identities beyond those in the acronym]*** *(Show if Is 2SLGBTQIA community)*

*Levels marked with * are randomized*

- ☐ 1 Very well
☐ 2 Somewhat well
☐ 3 Somewhat poorly
☐ 4 Very poorly
☐ 98 [DO NOT READ] Don't know
☐ 99 [DO NOT READ] Prefer not to answer

Questionnaire (cont'd)

B2

I will list some services and programs that The City of Calgary provides to Calgarians.

Tell me how important each one is to you personally.

It could be very important, somewhat important, not very important, or not at all important?

1. Accessible Transit and Taxi *
2. Accessible and Adapted Recreation facilities and programs *
3. Children and Youth programs *
4. Affordable Housing for low income Calgarians *
5. Fair Entry (includes Recreation Fee Assistance, Low Income Transit pass, etc.) *
6. Seniors Services Home Maintenance *
7. Cultural festivals and events *
8. Community services for immigrants, newcomers, and refugees *
9. Recreation programs *
10. Parks, dog areas, and greenspaces *
11. Calgary Library *
12. Calgary Transit *

*Levels marked with * are randomized*

- ☐ 1 Very important
☐ 2 Somewhat important
☐ 3 Not very important
☐ 4 Not at all important
☐ 98 [\[DO NOT READ\]](#) Don't know
☐ 99 [\[DO NOT READ\]](#) Prefer not to answer

B4

Please indicate the extent to which you agree or disagree with the following statements about having a positive experience with City programs and services.

1. I feel physically safe when accessing services *
9. I feel emotionally safe when accessing services *
2. Staff takes the time to understand my needs *
3. The service provided from staff is consistent over time *
4. My cultural or religious needs are accommodated *
5. I am treated with respect and dignity when accessing services *
6. I am represented in city communications and advertising *
7. City staff reflects the diversity of Calgary *

*Levels marked with * are randomized*

- ☐ 1 Strongly agree
☐ 2 Somewhat agree
☐ 3 Somewhat disagree
☐ 4 Strongly disagree
☐ 98 [\[DO NOT READ\]](#) Don't know
☐ 99 [\[DO NOT READ\]](#) Prefer not to answer

B5

How satisfied are you with The City of Calgary's programs and services?

- ☐ 1 Very satisfied
☐ 2 Somewhat satisfied
☐ 3 Somewhat dissatisfied
☐ 4 Very dissatisfied
☐ 98 [\[DO NOT READ\]](#) Don't know
☐ 99 [\[DO NOT READ\]](#) Prefer not to answer

B6

How can The City of Calgary provide programs and services that meet your needs?

- ☐ 8 Prefer not to answer
☐ 9 Don't know

C1a

Have you personally experienced challenges or barriers when accessing any City services, programs, or facilities?

[DO NOT READ LIST](#)

- ☐ 1 Yes
☐ 2 No
☐ 98 Don't know
☐ 99 Prefer not to answer

C1b *Show if Experienced Challenges*

If you are comfortable sharing, can you describe the challenges that you experienced?

- ☐ 8 Prefer not to answer

Questionnaire (cont'd)

C2ab *Show if Not safe*

Is there anything The City could do to improve physical or mental safety while using its programs and services?

- ☐ -8 Prefer not to answer
☐ -9 Don't know
☐ -5 No comment

C3

For the following statements, please indicate how often each one limits your ability to access a City program or service.

Would that be often, sometimes, not very often, or never...

1. I cannot afford the cost *
2. I cannot find enough information about the service *
4. I am unsure if I will be treated respectfully or not *
6. I do not feel comfortable using the service *
7. Understanding how to qualify for a service *
9. The location of the service *
10. My accessibility needs, such as assistive devices or accommodations not being considered *
11. Communications are not available in my language *
12. I don't have access to the internet or a computer *
13. Being aware of the program/service *

*Levels marked with * are randomized*

- ☐ 1 Often
☐ 2 Sometimes
☐ 3 Not very often
☐ 4 Never
☐ 98 [DO NOT READ] Don't know
☐ 99 [DO NOT READ] Prefer not to answer

C4

When accessing or using a City program or service, have you or those close to you been treated unfairly due to race, age, gender or sexual identity, cultural or religious dress, or disability?

DO NOT READ LIST

- ☐ 1 Yes
☐ 2 No
☐ 98 Don't know
☐ 99 Prefer not to answer

C5

How important are the following when it comes to the City programs and services that you access? Would you say very important, somewhat important, not very important or not at all important?

1. Communications are in my native language, other than English *
2. All gender bathrooms *
3. Accessibility ramps available *
4. Parking near entrances to city buildings *
5. There are "Fair Entry" or lower cost options if I cannot afford the full cost *
6. There are events for my culture or religion (for example, Calgary Culture days) *
7. Safe and inclusive spaces to spend time in *
8. Communications are in plain, easy to understand language *
9. Services are offered near transit stations *
10. Information about programs and services are easy to find *
12. City staff are able to adapt programming to meet my unique needs *

*Levels marked with * are randomized*

- ☐ 1 Very important
☐ 2 Somewhat important
☐ 3 Not very important
☐ 4 Not at all important
☐ 98 [DO NOT READ] Don't know
☐ 99 [DO NOT READ] Prefer not to answer

Questionnaire (cont'd)

DQ1a *Show if is wireless*

We are almost finished. I just have a few demographic questions that will allow us to group responses..

Do you have a landline telephone number in your household?

DO NOT READ LIST

- ☐ 1 Yes
☐ 2 No
☐ 99 Prefer not to answer

DQ1b *Show if is landline*

Do you or does anyone in your household have a mobile or cellular telephone that you use for personal reasons?

DO NOT READ LIST

- ☐ 1 Yes
☐ 2 No
☐ 99 Prefer not to answer

Education

What is the highest level of formal education that you have completed?

ONLY READ LIST IF NEED TO CLARIFY

- ☐ 1 Less than a High School diploma or equivalent
☐ 2 High school or equivalent
☐ 3 Registered Apprenticeship or other trades certificate or diploma
☐ 4 College, CEGEP or other non-university certificate or diploma
☐ 5 University certificate or diploma below bachelor's level
☐ 6 Bachelor's degree
☐ 7 Post graduate degree above bachelor's level
☐ 99 **[DO NOT READ]** Prefer not to answer

Residency

How long have you lived in Calgary?

- ☐ 1 1 year or less
☐ 2 2 to 5 years
☐ 3 6 to 10 years
☐ 4 11 or more years
☐ 5 Whole life
☐ 99 **DO NOT READ** Prefer not to answer

HH2

Do you have any children under the age of 18 living in your household?

DO NOT READ LIST

- ☐ 1 Yes
☐ 2 No
☐ 99 Prefer not to answer

HH3

Other than yourself, does anyone aged 65 years or older live in your household?

DO NOT READ LIST

- ☐ 1 Yes
☐ 2 No
☐ 99 Prefer not to answer

Ethnic

As you know, Canadians come from many different ethnic backgrounds. What is your main ethnic background?

- ☐ 1 White
☐ 2 South Asian (e.g., East Indian, Pakistani, Sri Lankan)
☐ 3 Chinese
☐ 4 Black
☐ 5 Filipino
☐ 6 Arab
☐ 7 Latin American
☐ 8 Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
☐ 9 West Asian (e.g., Iranian, Afghan)
☐ 10 Korean
☐ 11 Japanese
☐ 96 Other (please specify) _____
☐ 99 **[DO NOT READ]** Prefer not to answer *(Exclusive)*

Questionnaire (cont'd)

QD8

What best describes your current employment status? Please stop me when I get to your category. Are you...

IF NEEDED: "Please tell me the one or two that best describe your status"

- ☐ 1 Full time employed or self employed [DO NOT READ: 30 hours or more per week]
- ☐ 2 Part time employed or self-employed [DO NOT READ: less than 30 hours per week]
- ☐ 3 Retired
- ☐ 4 Looking after home and/or family
- ☐ 5 Unable to work because of sickness or disability
- ☐ 6 Unemployed
- ☐ 7 Doing unpaid or voluntary work
- ☐ 8 Student
- ☐ 96 [DO NOT READ] Other (specify:) _____
- ☐ 99 [DO NOT READ] Prefer not to answer (Exclusive)

end1

Those are all the questions I have for you today. Thank you for taking the time to speak with me.



Focus group discussion guide



Standard introduction [10 minutes]

1. Purpose of the Research

- a. The City is conducting ongoing research to gain insight into the perspectives, lived experiences and expectations of Calgarians who may experience less access to opportunities, resources and services because of their identities. As part of this research, we are conducting 10 discussion groups with a variety of Calgarians. This group is for Calgarians who [insert group]. When the project is completed, the final report will be shared on the City of Calgary research library.

2. Reiterate:

- a. Confidentiality (what we say stays in the room, no need to give last name etc.)
- b. Recording for note taking only
- c. This is a safe space for sharing, all perspectives are valued, respect everyone in the room
- d. No one right answer
- e. Give everyone a chance to contribute, take turns
- f. Able to skip any question at any time

3. Land acknowledgement

4. Define The City

- a. Whenever I refer to The City, I mean the Municipal government including City Council and Administration. City Council is made up of elected officials who are the legislative body that govern The City, while City Administration is made up of non-elected employees at The City who are responsible for the management and running of local services.

5. Ask participant to introduce themselves. (Moderator will provide example)

Living in Calgary today [5 minutes]

Let's start with a quick question to get us used to chatting as a group.

1. Overall, what would you say is your favourite thing about living in Calgary?

Use of City programs and services [15 minutes]

1. I would like you to think specifically of The City of Calgary. What are some of the most recent City of Calgary programs or services you've used?
 - a. Recreation Facilities (rec centres, arenas, pools)
 - b. Recreation programs (swimming, skating, art lessons)
 - c. Accessible Recreation Facilities/Programs
 - d. Sidewalk & Pathways
 - e. Youth programs
 - f. Transit
 - g. Accessible Transit and Taxi
 - h. Affordable Housing for low income Calgarians
 - i. Fair Entry
 - j. Cultural festivals and events
 - k. Pets (licenses, permits, adoption, lost animals)
 - l. Mental Health and Addictions Strategy (public health, mental health)
 - m. Employment services (e.g., youth employment)
 - n. Community services for immigrants, newcomers and refugees [Only include in newcomer group]
 - o. Indigenous Policy and Framework [Only include in Indigenous group]



Use of City programs and services [15 minutes] continued

2. Which of these programs and services are most important for you and your family?
 - a. Probe on list from above if needed.
 - b. Why are they important for you and your family? (Do you use them often, do you want to know they are there when you need them, etc.)
3. Are there any new services or programs you think The City should offer?
 - a. Why is this new service important to you?

Inclusivity and equity in access to services [45 minutes]

1. If I say the phrase “Inclusive Services” what does that mean to you? [whiteboard if needed]?
 - a. How well does The City of Calgary programs and services meet this definition of inclusive services?
 - b. Are there municipal services that you find to be very easy to access or to participate in? What makes them successful?
2. What does Equity in services mean to you?
 - a. How well does The City of Calgary programs and services meet this definition of equitable services?
 - b. Have you ever faced difficulties accessing municipal services? If so, can you describe these barriers?
 - c. Possible probes, if needed:
 - i. Physical barriers (e.g., location, accessibility)
 - ii. Economic barriers (e.g., cost)
 - iii. Information barriers (e.g., lack of awareness, language)
 - iv. Social barriers (e.g., cultural, stigma)
3. What steps can The City take to ensure all residents have equal access to services?
4. Are there specific groups in the community that you think are underserved?
5. Some of you mentioned [mention 1-2 services that were most important to the group] as essential to your family. Let’s pretend we can start over and set this service up from scratch again.
 - a. Please take a piece of paper [On zoom, please take a moment in the chat]. Jot down your ideas for ways to make [service] work perfectly for you and your family? Include things you would keep and things you would change.

Information seeking regarding City programs and services [10 minutes]

1. I'd like to talk about how you get information in general – so if you need to get information (could be about school, work, government or community services or news and events in general) where do you seek this information?
 - a. Probe on social media, media, website, community newsletters, informal channels (e.g., word of mouth)
 - b. And where do you seek local information about living in Calgary?
 - i. Where do you normally look for information on programs and services in the community?
2. How can The City improve communication and outreach about its services?

Living in Calgary in the future [5 minutes]

1. What would you say are the most challenging issues facing the City of Calgary in the next 5 years?
2. What is the one thing that The City needs to do to support [group name]?

Ending

Thank you for your participation. When the project is completed, the final report will be shared on the City of Calgary research library. Have a wonderful evening.



Contact

The Corporate Research Team
 Customer Service and Communications
 The City of Calgary
Research@Calgary.ca