

2019 Quality of Life and Citizen Satisfaction Survey

Ward 13 Report

November 2019

Prepared for The City of Calgary by:

Contact:

Erin Roulston
Vice President
Ipsos
403.919.5609
erin.roulston@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Jessica Weber
Account Manager
Ipsos
403.612.7353
Jessica.weber@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8



Table of Contents

03

Methodology

04

Summary of Key Findings

14

Quality of Life

22

Issue Agenda

24

City Programs and Services

41

Taxation

50

Contact with The City and
Customer Service

56

City Communications

60

City Reputation and Performance

68

Respondent Profile

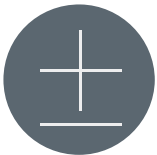


Telephone survey conducted with a randomly selected sample of 2,502 Calgarians aged 18 years and older between August 19th and September 16th, 2019.

- Both landline (60%) and cell phone (40%) sample were used.
- The average interview length was 32 minutes.



Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2018 Municipal and 2016 Federal Census data.



The **margin of error** (MOE) for the total City Wide sample of 2,502 is ± 2.0 percentage points, 19 times out of 20.

- A total of 185 interviews were conducted with residents of Ward 13 (MOE $\pm 7.2\%$).

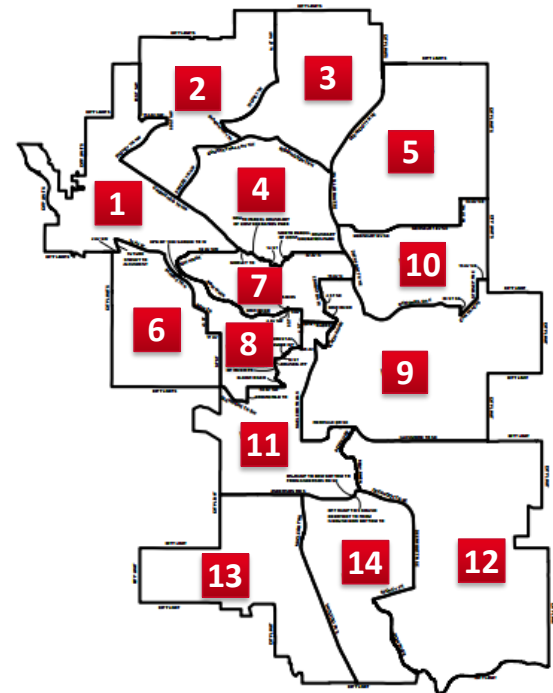


Results for Ward 13 are compared to results City Wide.

- ↑ indicates a number is significantly higher than City Wide.
- ↓ indicates a number is significantly lower than City Wide.

Where possible, 2019 results for Ward 13 are compared to those from 2018.

- Only significant differences are shown.





Summary of Key Findings



Key Findings:

Quality of Life and Issue Agenda

Ward 13 residents are less positive about quality of life than City Wide, and less positive than they were last year.

Infrastructure, traffic and roads tops the issue agenda in Ward 13, followed by transit (similar to City Wide). Next are taxes, budget and spending, which are bigger issues in Ward 13 than seen last year.

- ❖ Just over three-quarters (78%) of Ward 13 residents rate the overall quality of life in Calgary today as ‘good’, similar to 83% City Wide.
- ❖ Residents of Ward 13 are less positive in their perceptions of change in the quality of life as compared to residents of Calgary overall and to perceptions of Ward 13 residents one year ago.
 - Ward 13 residents are less likely than City Wide to think that quality of life has ‘improved’ (9% vs. 16% City Wide, and measures have decreased from 20% in 2018).
 - Ward 13 residents are more likely to perceive that the quality of life in Calgary has ‘worsened’ (54% vs. 40% City Wide, increased from 31% in 2018).
- ❖ In Ward 13, 74% of residents feel that *“Calgary is on the right track to being a better city 10 years from now”*, consistent with 76% City Wide, but lower than 85% in 2018.
- ❖ There are also differences in Ward 13 residents ‘completely’ agreeing that *“Calgary is a great place to make a life”* (14%, down from 28% in 2018).
 - Ward 13 residents are less positive than they were last year when it comes to *“Calgary is a great place to make a living”* (48%, lower than 63% City Wide and down from 75% in 2018).
 - Ward 13 residents are also less likely to agree that *“Calgary is moving in the right direction to ensure a high quality of life for future generations”* (44% vs. 65% in 2018).
- ❖ The top issues in Ward 13 are *“infrastructure, traffic and roads”* (38%, on par with 35% City Wide) and Calgary Transit (18%, similar to 17% City Wide). Financial matters are also important in Ward 13.
 - The next most important issues are taxes (16%, higher than 11% City Wide, and increased from 6% in 2018), and budget and spending (14%, similar to 11% City Wide, and up from 3% in 2018).

Key Findings:

Importance of City Programs and Services

Ward 13 residents are on par with City Wide for most overall importance ratings of programs and services.

In Ward 13, lower 'very' important ratings emerge for seven programs and services in comparison to last year.

- ❖ Residents of Ward 13 tend to see eye to eye with residents City Wide for the overall importance for the services and programs assessed in 2019. However, they are *less* likely than City Wide to consider two services to be 'very' important, namely:
 - Social services (64% vs. 76% City Wide); and,
 - Animal control services (19% vs. 31% City Wide).
- ❖ There have been some notable shifts in the importance of municipal services and programs within Ward 13 compared to last year for:
 - Transportation planning (94% important, down from 99% in 2018);
 - Animal control services (70% important, down from 88% last year, including 19% 'very' important, down from 45% in 2018);
 - Road maintenance (65% 'very' important, down from 87% in 2018);
 - Parks, playgrounds and other open spaces (84% 'very' important, up from 70% in 2018);
 - City operated roads and infrastructure (74% 'very' important, down from 87% in 2018);
 - Social services (64% 'very' important, down from 81% in 2018);
 - Calgary transit (66% 'very' important, down from 79% last year); and,
 - Bylaw services (21% 'very' important, down from 35% last year).

Key Findings:

Satisfaction with City Programs and Services

The majority of Ward 13 residents are satisfied with the overall level and quality of municipal programs and services, consistent with City Wide results.

In Ward 13, notable declines in satisfaction emerge for eight programs and services in comparison to 2018.

- ❖ Nearly three-quarters (74%) of Ward 13 residents are satisfied with the overall level and quality of municipal services and programs, on par with 74% City Wide.
- ❖ Satisfaction with programs and services in Ward 13 differs from City Wide only for:
 - Community services, such as support for community associations and not-for-profit groups (81% satisfied, lower than 89% City Wide);
 - Transportation planning (61% satisfied, lower than 77% City Wide, including 8% 'very' satisfied, lower than 18% City Wide);
 - Snow removal (64% satisfied, lower than 75% City Wide); and,
 - Residential garbage collection (48% 'very' satisfied, lower than 60% City Wide).
- ❖ Ward 13 residents are significantly less satisfied than they were last year with:
 - Calgary's pathway system (90% satisfied, decreased from 98% in 2018);
 - Community services (81% satisfied, decreased from 94% in 2018);
 - City land use planning (75% satisfied, decreased from 88% in 2018);
 - Transportation planning (61% satisfied, down from 83%, including 8% 'very' satisfied, down from 21% last year);
 - Downtown revitalization (77% satisfied, down from 93%, including 17% 'very' satisfied, down from 30% in 2018);
 - On-street bikeways (53%, decreased from 76% last year);
 - Property tax assessment (9% 'very' satisfied, down from 25% in 2018); and,
 - Development/building inspections/ permits (18% 'very' satisfied, down from 32% in 2018).
- ❖ The attitudes of Ward 13 residents place social services as 'primary strength', whereas it is a 'primary weakness' City Wide. Community services are a 'primary strength' City Wide but neither a strength nor a weakness in Ward 13.
 - Calgary Transit places as a 'primary weakness' City Wide, while it is neither a strength nor a weakness in Ward 13, and business licenses and inspections are a 'primary strength' in Ward 13, but are neither a strength nor a weakness City Wide.

Key Findings:

Investment in City Programs and Services

Ward 13 residents are more likely to want *more* investment in the City of Calgary's website and are less likely to want *more* investment in social services compared to City Wide results.

In comparison to 2018, Ward 13 residents are less likely to prefer to see *more* investment in six areas.

- ❖ Ward 13 residents are more likely than City Wide to want to see *more* investment in the City of Calgary website than City Wide (32% invest *more*, higher than 19% City Wide).
- ❖ Ward 13 residents are less likely than City Wide to want to see *more* investment in social services (49% invest *more*, lower than 62% City Wide).
- ❖ Compared to 2018, the biggest shifts in Ward 13 residents' desire for *more* investment are as follows:
 - Calgary Transit (49% invest *more*, down from 65% in 2018);
 - Road maintenance (54% invest *more*, down from 75% last year);
 - Traffic flow management (43% invest *more*, down from 66% in 2018);
 - Protection from river flooding (21% invest *more*, down from 36% in 2018);
 - Disaster planning and response (17%, invest *more*, down from 33% in 2018);
 - Spring road cleaning (12% invest *more*, down from 29% in 2018); and,
 - The exception to the decreases in wanting to see more investment are for spending on The City of Calgary website (32% invest *more*, up from 18% in 2018).

Key Findings: Taxation

While Ward 13 residents express similar views on ‘good’ value ratings vs. City Wide, they are more likely to provide ‘poor’ value ratings than last year.

Ward 13 residents are also more likely to prefer cutting services over increasing taxes as compared to City Wide results.

- ❖ One-half (49%) of Ward 13 residents give The City ‘good’ value ratings for the value of their property tax dollars, on a par with City Wide ratings (54%), although ‘poor’ value ratings are higher in Ward 13 in comparison to last year (17%, up from 6% in 2018).
- ❖ Ward 13 residents’ perceptions of their own knowledge of how tax dollars are spent is consistent with City Wide (55% vs. 57% City Wide).
- ❖ When it comes to the balance between taxation and service delivery, Ward 13 residents would prefer cutting services (58%, higher than 50% City Wide) over increasing taxes (36%, consistent with 44% City Wide, but lower than 52% in 2018).
 - Preferences for increasing taxes to expand services has notably declined among Ward 13 residents since last year (11%, down from 23% in 2018, and is lower than 18% City Wide).
- ❖ The vast majority of Ward 13 residents are interested in knowing how their property tax dollars are invested in various City services (94%, on point with 94% City Wide).
- ❖ Nearly one-half (48%) of Ward 13 residents agree that The City does a good job of providing citizens with information about how their property tax dollars are spent, similar to 55% City Wide.

Key Findings:

Customer Service

Ward 13 residents' dissatisfaction with overall customer service is higher than City Wide and has increased since last year.

Ward 13 residents also provide lower customer service ratings than last year in several areas assessed.

- ❖ Six-in-ten (60%) of Ward 13 residents contacted The City within the past year, on par with 62% City Wide.
 - Ward 13 residents' preferred methods of contacting The City are notably higher than City Wide for calling 311 (73%, higher than 58% City Wide) and using The City's Twitter account (5%, higher than 1% City Wide).
- ❖ While 68% of Ward 13 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service, 24% are not satisfied, which is higher the City Wide score of 13%, and has increased from 8% last year.
- ❖ Differences emerge in Ward 13 related to customer service for agreement with:
 - *"The quality of customer service from The City is consistently high"* (74%, lower than 81% City Wide);
 - *"City staff are easy to get a hold of when I need them"* (66%, lower than 76% City Wide, and decreased from 81% in 2018);
 - *"City staff are courteous, helpful and knowledgeable"* (89%, lower than 97% in 2018);
 - *"The City of Calgary makes customer service a priority"* (74%, lower than 86% in 2018); and,
 - *"The City responds quickly to requests and concerns"* (67%, lower than 78% in 2018).

Key Findings: Communications

Ward 13 residents are less satisfied with the overall quality of City information and communications in comparison to City Wide results and these measures in Ward 13 have declined since last year.

- ❖ More than two-thirds (68%) of Ward 13 residents are satisfied with the overall quality of City information and communications, lower than the level of City Wide satisfaction at 75%, and lower than 80% in 2018.
- ❖ Two-thirds (66%) Ward 13 residents rate The City of Calgary as doing a 'good' or 'very good' job communicating with citizens about its services, programs, policies and plans, similar to 72% City Wide.
- ❖ One-half (50%) of Ward 13 residents feel they have access to 'just the right amount' of information from The City, consistent with 54% City Wide.
 - Around one-half (49%) of Ward 13 residents state they have access to 'too little' information from The City, similar to 44% City Wide.

Key Findings: City Reputation and Performance

Overall favourable impressions of The City are on par with City Wide in Ward 13; however, 'very' favourable views are lower in Ward 13 vs. City Wide and have declined since 2018.

Ward 13 residents' satisfaction with City governance tend to be lower than City Wide and are lower than last year, with the exception of stable ratings for City Administration.

- ❖ Just under one-half (46%) of Ward 13 residents have a favourable impression of The City of Calgary, similar to 50% City Wide.
 - Ward 13 residents are notably less likely to have a 'very' favourable impression of The City in comparison to 2018 (46%, down from 69% last year, including 9% 'very' favourable, down from 25% last year).
- ❖ Further, 45% of Ward 13 residents state they *trust* The City of Calgary, on par with 52% City Wide, although 'trust a great deal' is lower than City Wide (13% vs. 20% City Wide).
 - Trust in The City has decreased among Ward 13 residents since last year (45%, down from 58% in 2018, including 'trust a great deal' at 13%, down from 37% in 2018).
- ❖ With respect to attitudes towards the performance of Council and Administration:
 - Ward 13 residents are less satisfied than residents City Wide when it comes to The City of Calgary, including Council and Administration (60%, lower than 70% City Wide, and satisfaction has decreased in Ward 13 from 83% last year to the current level of 60%).
 - Attitudes of residents of Ward 13 are more positive when it comes to City Administration (excluding City Council), with 79% satisfaction levels, equal to the City Wide score of 79%.
 - Lower satisfaction is expressed in Ward 13 when it comes to City Council (excluding City Administration): 48% are satisfied, similar to 55% City Wide, yet down from 68% in 2018.
 - The proportion who are 'very' dissatisfied has increased from 6% in Ward 13 last year to 23% at present.

Key Findings:

Collaboration, Transparency and Citizen Input

Ward 13 residents' perceptions of collaboration, transparency and citizen input are lower than City Wide and have decreased since 2018.

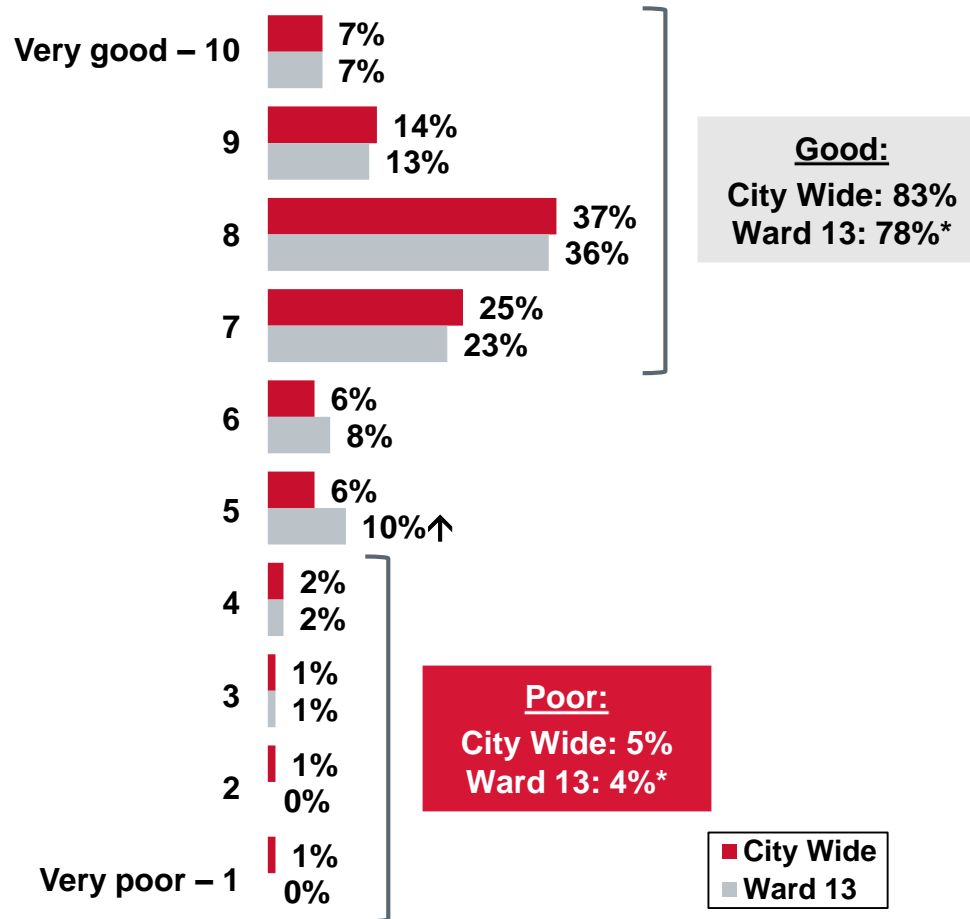
- ❖ More than one-half (57%) of Ward 13 residents believe that City Council and City Administration work collaboratively, lower than 66% City Wide, and having declined from 74% in 2018.
- ❖ Differences emerge in Ward 13 with respect to sentiments towards transparency and citizen input, with lower agreement levels for:
- ❖ *"The City of Calgary practices open and accessible government"* (59%, lower than 71% City Wide, and down from 80% in 2018), including 'strongly' agree (12%, lower than 20% City Wide and down from 24% last year);
- ❖ *"I am confident that The City of Calgary is working to improve how it includes citizen input into important decisions"* (54%, lower than 68% City Wide, and down from 77% in 2018), including 'strongly' agree (12%, lower than 20% City Wide and down from 25% last year);
- ❖ *"The City uses input from Calgarians in decision-making about City projects and services"* (56%, lower than 65% City Wide), including 'strongly' agree (12%, lower than 21% City Wide and down from 21% last year); and,
- ❖ *"The City allows citizens to have meaningful input into decision-making"* (49%, lower than 60% City Wide, and down from 65% in 2018), including 'strongly' agree (10%, lower than 16% City Wide and down from 20% last year).



Quality of Life



Overall Quality of Life in Calgary



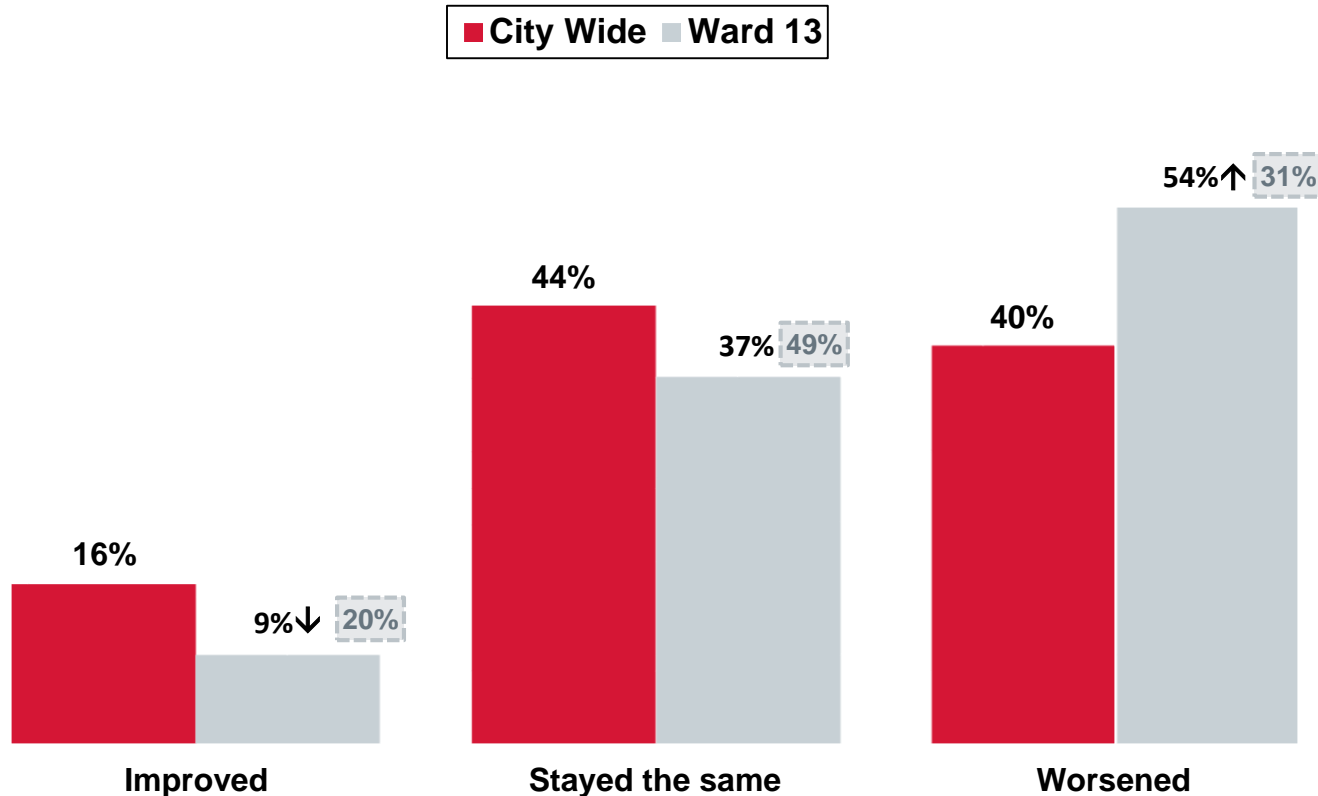
*Rounding

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,498 / Ward 13: n=185)

Perceived Change in the Quality of Life



Ward 13 2018

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

And, do you feel that the quality of life in the city of Calgary in the past three years has ...?

Base: Valid respondents (City Wide: n=2,483 / Ward 13: n=184)

Actions to Improve the Quality of Life

Multiple responses

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

City Wide

Ward 13

Government [NET]

26%

30%

Reduce taxes 9%

14% ↑ 6%

Tax spending/ City budget 9%

11%

Listen to/ more support for taxpayers 3%

3%

Transportation [NET]

22%

21%

Improvement/ maintenance of existing roads 6%

9%

Better traffic management 4%

1%

Less/ improve/ warning on construction 3%

6% ↑

Homelessness, Poverty and Affordable Housing

17%

15%

Improve job creation/ employment 8%

8%

Expand affordable housing/ rent 3%

1% 6%

Recreation and Community Services [NET]

15%

13%

Building of community centres/ recreation facilities 4%

3%

Parks/ green space improvement 3%

3%

Availability of (free) programs/ activities/ services 3%

3%

Transit [NET]

12%

10%

Improve public transportation (unspecified) 6%

5%

More access to buses/ transit/ trains 3%

-

Crime, Safety and Policing [NET]

7%

4%

Control crime and safety 3%

1%

More policing/ patrolling 3%

2%

Health [NET]

3%

7% ↑

Environment [NET]

3%

2%

Education [NET]

3%

2%

Growth & Planning [NET]

2%

2%

Nothing 16%

15%

Ward 13 2018

Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?

Base: Valid respondents (City Wide: n=2,331 / Ward 13: n=167)

↑ Statistically higher than City Wide

↓ Statistically lower than City Wide

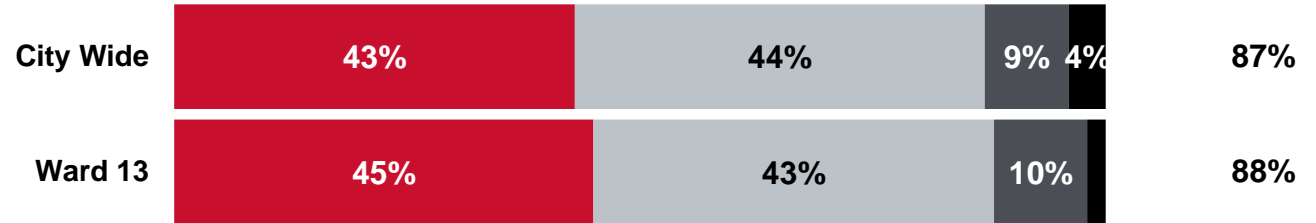
NET mentions of <2% are not shown

Sustainability: Connectedness

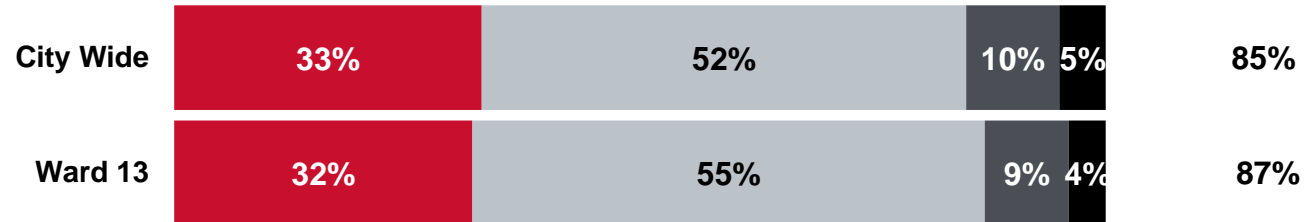
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

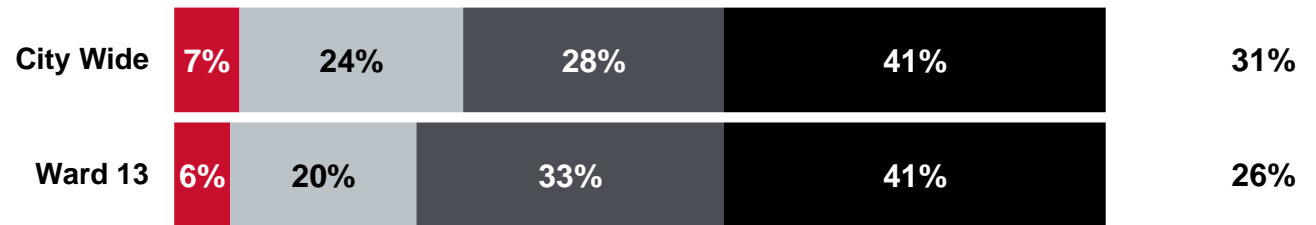
I am proud to be a Calgarian



I am proud to live in my neighbourhood



I am regularly involved in neighbourhood and local community events



Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)

Data labels of <3% not shown

Sustainability: Making a Life and Living, Inclusivity and Direction for the Future

■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

Calgary is a great place to make a life

City Wide

20%

59%

14%

7%

79%

Ward 13

14%

28%

64%

16%

6%

78%

Calgary is a great place to make a living

City Wide

14%

49%

24%

13%

63%

Ward 13

12%

22%

36%

53%

34%

16%

17%

9%

48%↓

75%

The City of Calgary municipal government fosters a city that is inclusive and accepting of all

City Wide

20%

55%

16%

9%

75%

Ward 13

19%

58%

15%

8%

77%

Calgary is moving in the right direction to ensure a high quality of life for future generations

City Wide

8%

45%

29%

18%

53%

Ward 13

7%

37%

55%

38%

23%

19%

44%↓

65%

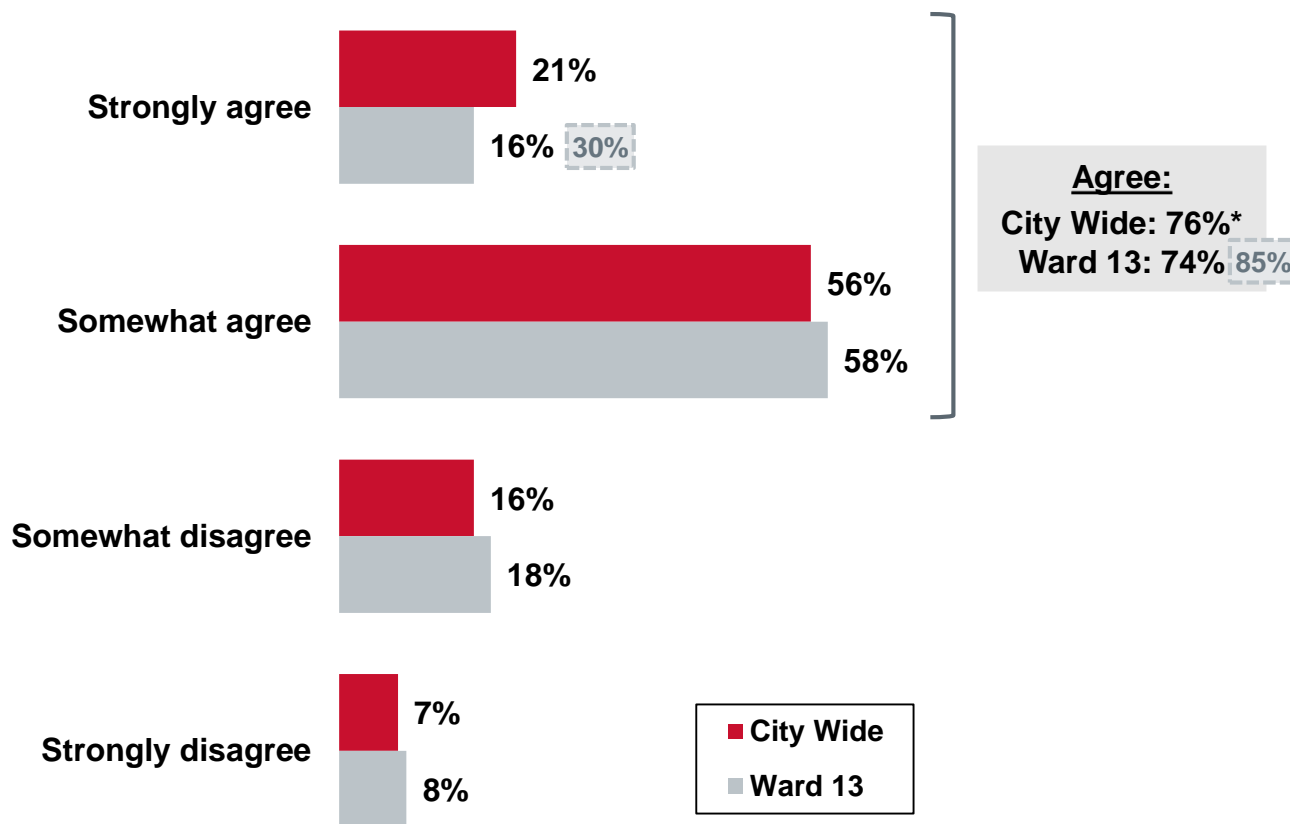
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)

Ward 13 2018

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Calgary: On the Right Track to Being a Better City?



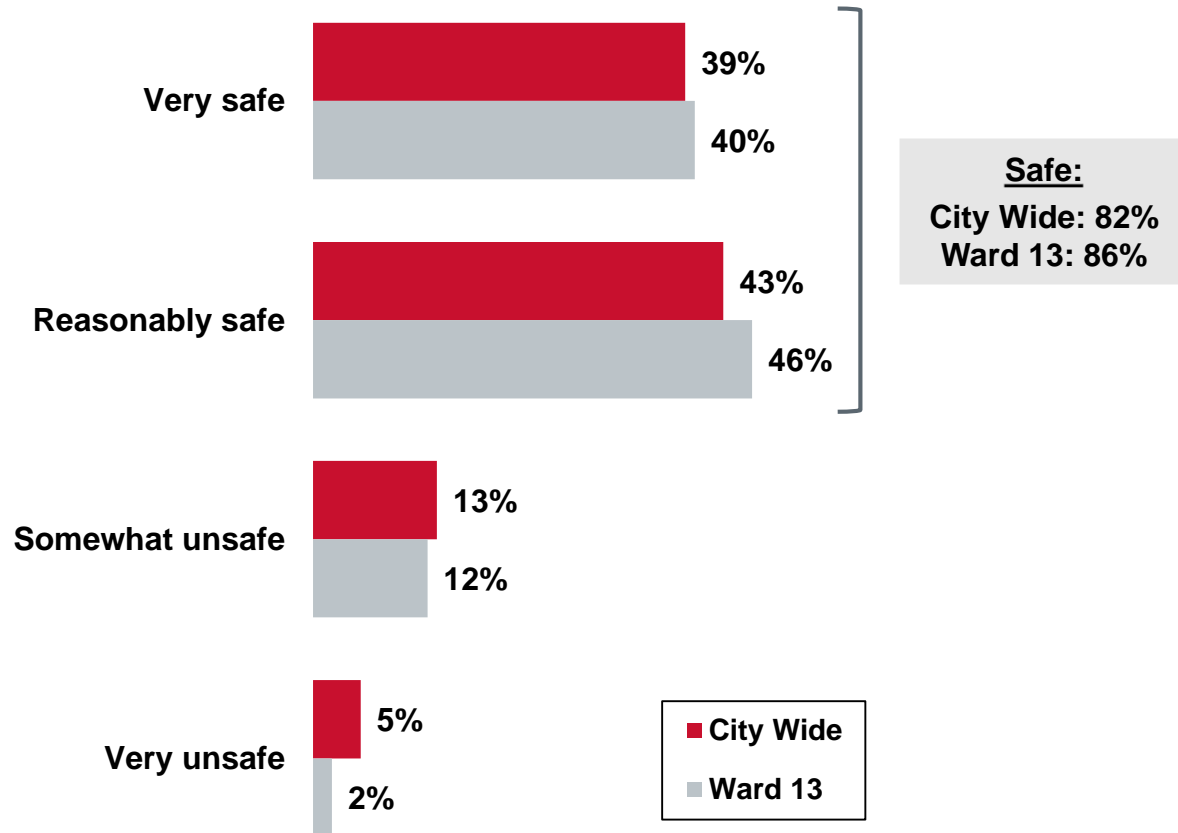
*Rounding

Ward 13 2018

There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (City Wide: n=2,485 / Ward 13: n=183)

Perceived Safety in Own Neighbourhood



How safe do you feel or would you feel walking alone in your neighbourhood after dark?

Base: Valid respondents (City Wide: n=2,497 / Ward 13: n=184)



Issue Agenda



Issue Agenda

City Wide

Ward 13

Multiple responses

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

■ First Mention ■ Other Mentions

Infrastructure, Traffic & Roads [NET]	24%	11%	35%	38%
Traffic congestion	5%	7%		4%
Road conditions	4%	7%		5%
Infrastructure maintenance	5%	6%		6%
(Lack of) snow removal	4%	5%		5%
Roads (unspecified)	4%	5%		5%
Too much/poorly planned/delayed road construction	3%	5%		12%↑
Transit [NET]	12%	5%	17%	18%
Public Transportation (incl. buses/ C-train/ poor service)	6%	8%		5%
Transportation (unspecified)	4%	6%		7%
Transit system improvements	4%	6%		7%
Crime, Safety & Policing [NET]	10%	5%	15%	9%
Breaking and entering/gangs/drugs	6%	9%		6%
Public safety	4%	6%		3%
Budget & Spending [NET]	8%	11%		14%
Taxes [NET]	8%	11%		16%↑
Economy [NET]	6%	8%		10%
Education [NET]	5%	8%		5%
Recreation [NET]	4%	7%		4%
Environment and Waste Management [NET]	4%	7%		4%
Growth and Planning [NET]	5%	5%		0%
Homelessness, Poverty & Affordable Housing [NET]	4%	4%		2%
Healthcare [NET]	4%	4%		2%
None	11%			14%

In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: Valid respondents (City Wide: n=2,422 / Ward 13: n=179)

Ward 13 2018

↑Statistically higher than City Wide

↓Statistically lower than City Wide

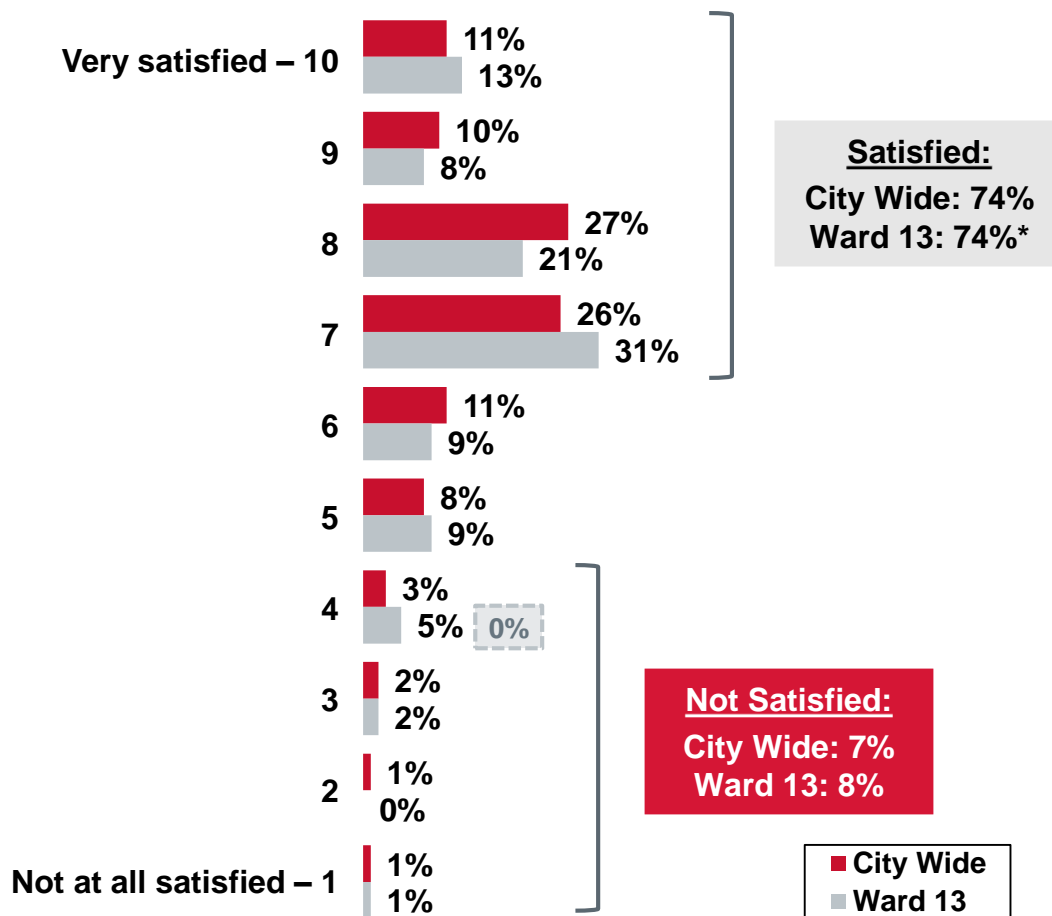
NET mentions of <4% are not shown



City Programs and Services



Satisfaction with the Overall Level and Quality of City Services and Programs



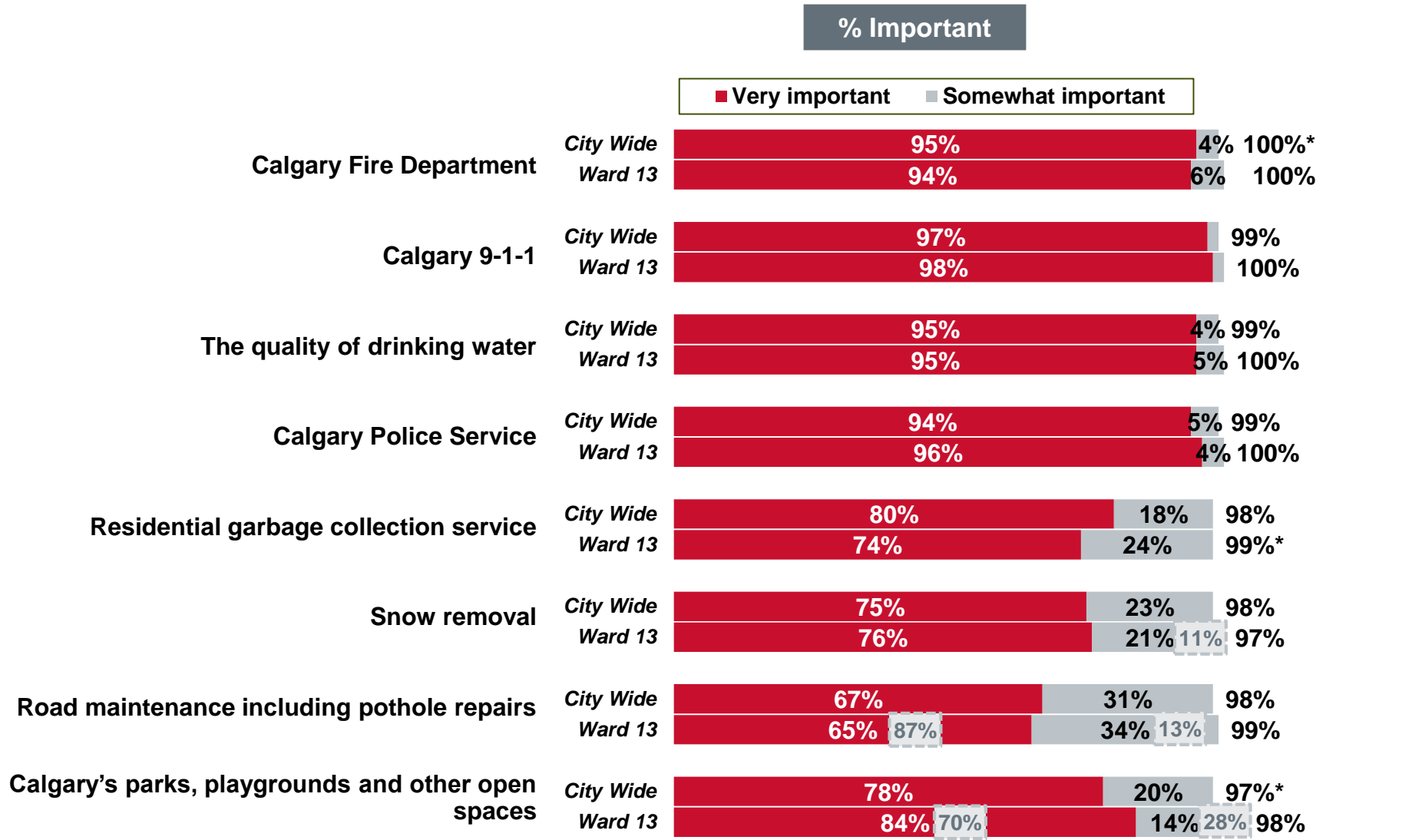
*Rounding

Ward 13 2018

On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 13: n=182)

Importance of City Programs and Services



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

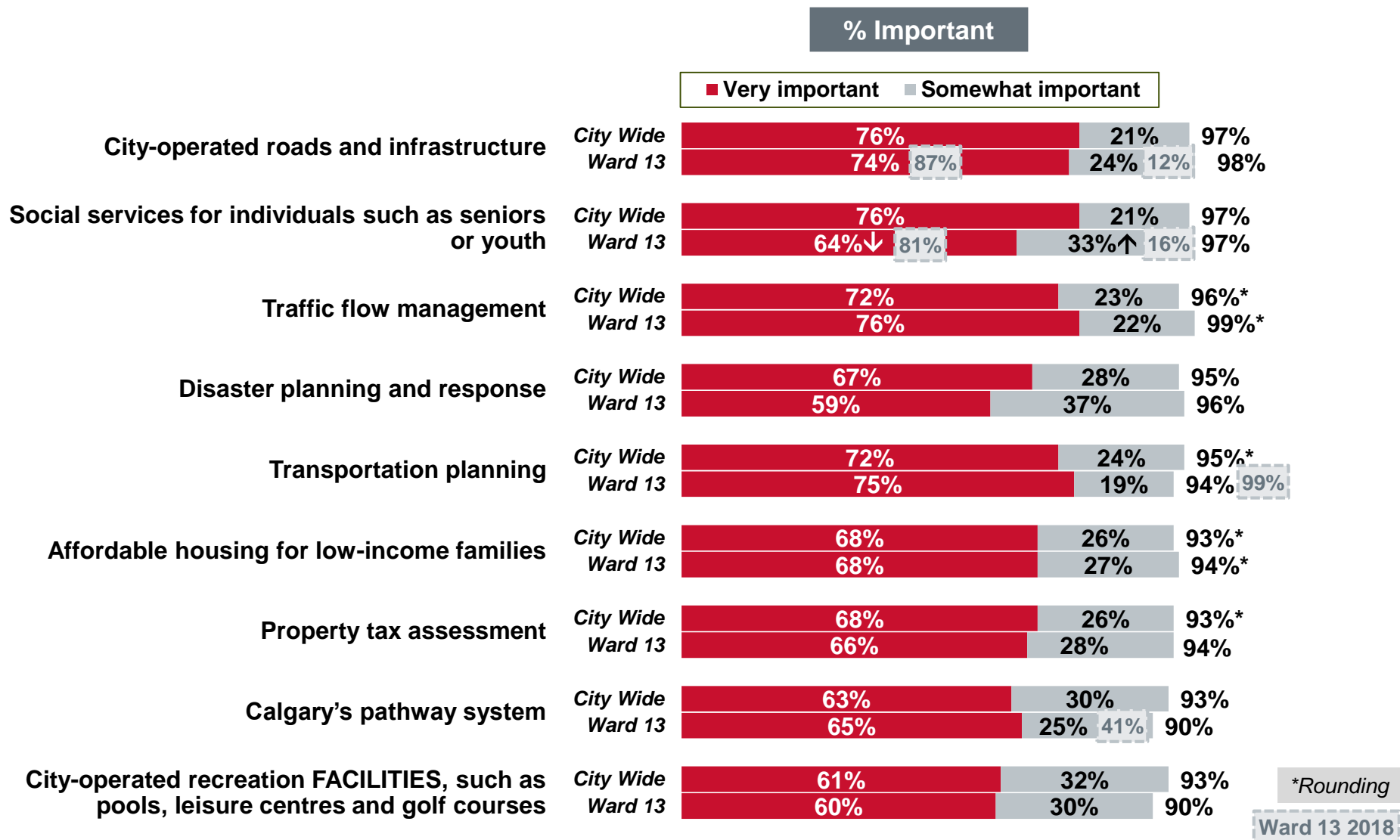
Base: Valid respondents (Bases vary)

*Rounding

Ward 13 2018

Data labels of ≤3% not shown

Importance of City Programs and Services (continued)

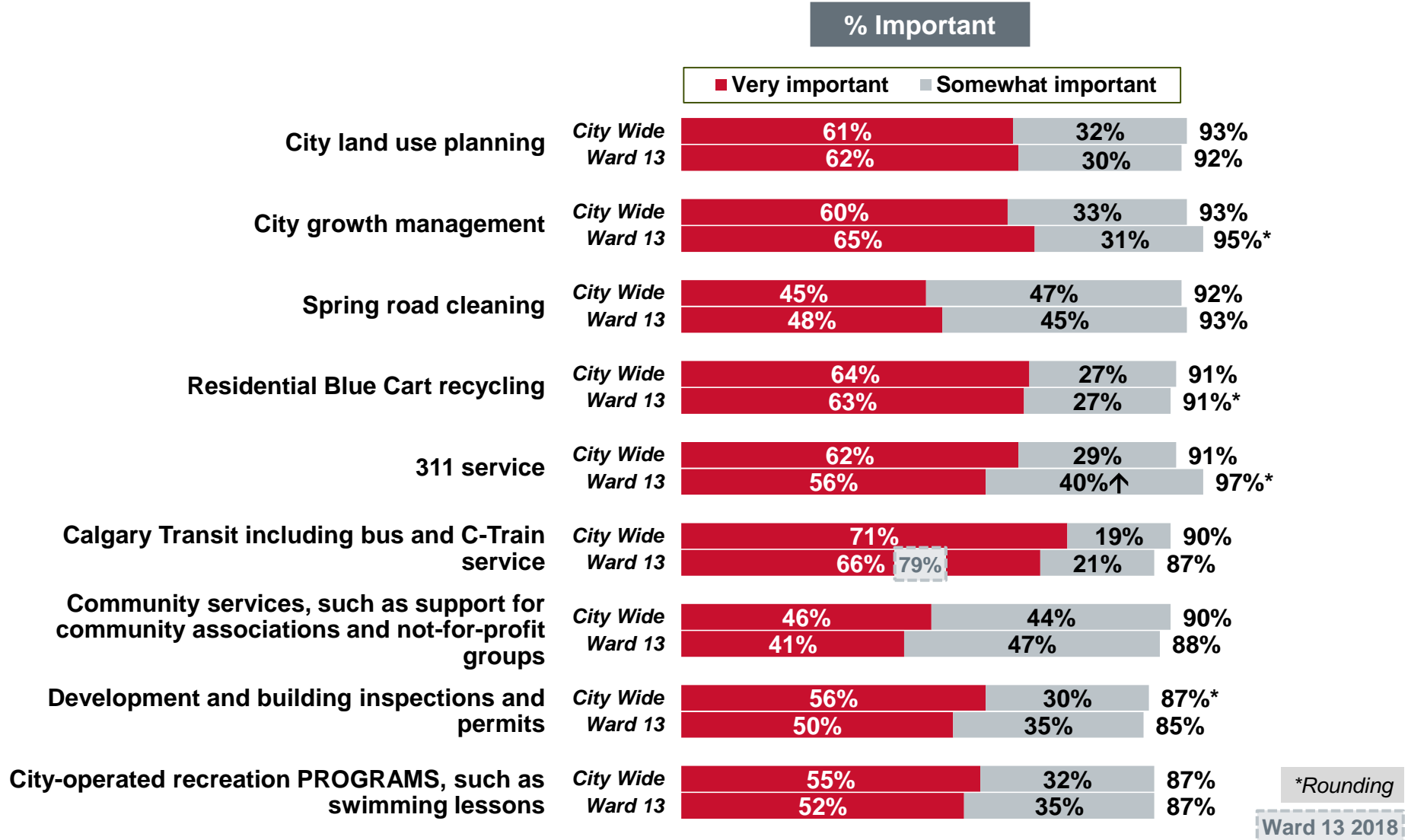


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Importance of City Programs and Services (continued)

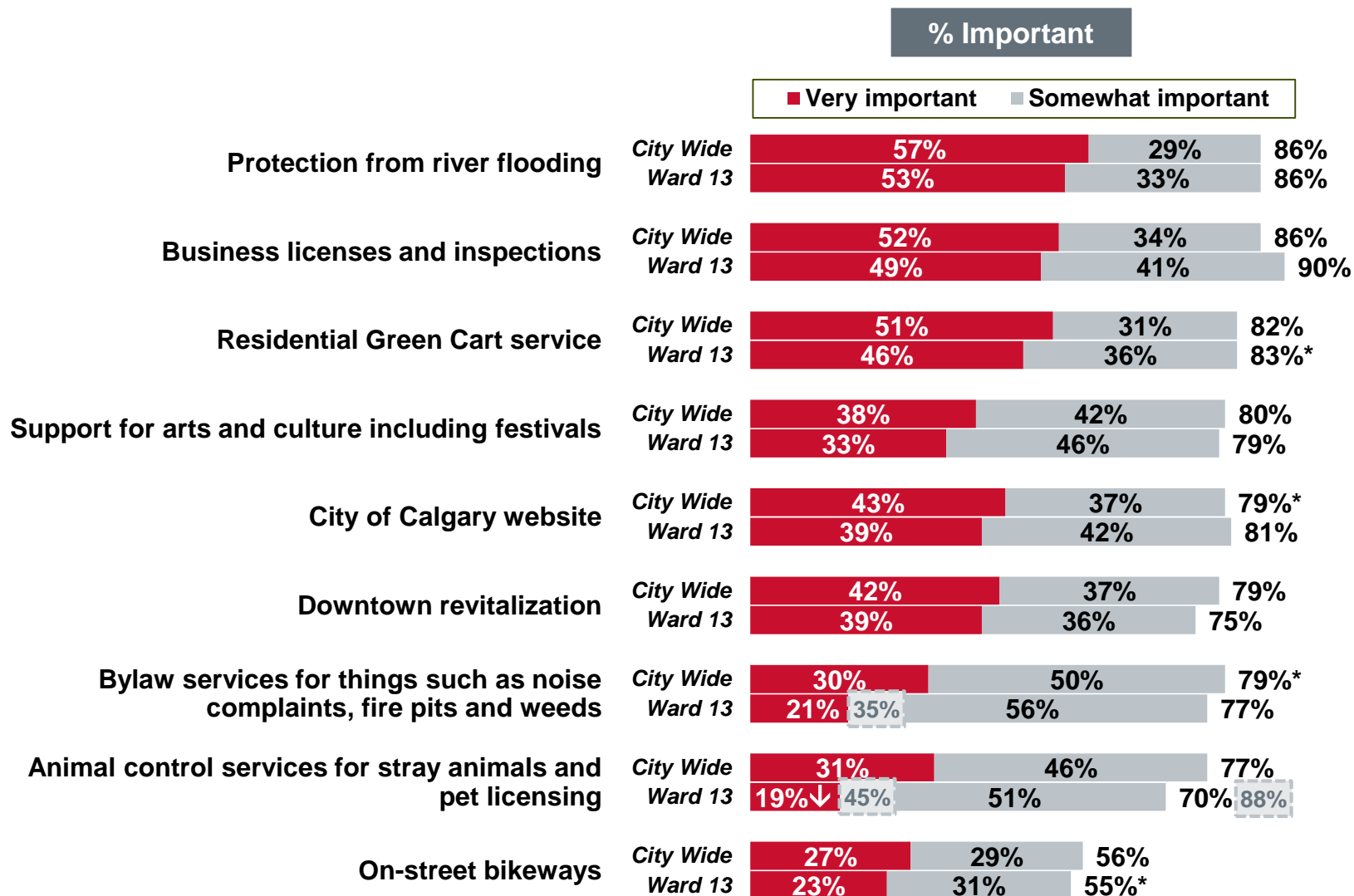


↑Statistically higher than City Wide
↓Statistically lower than City Wide

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Importance of City Programs and Services (continued)



*Rounding

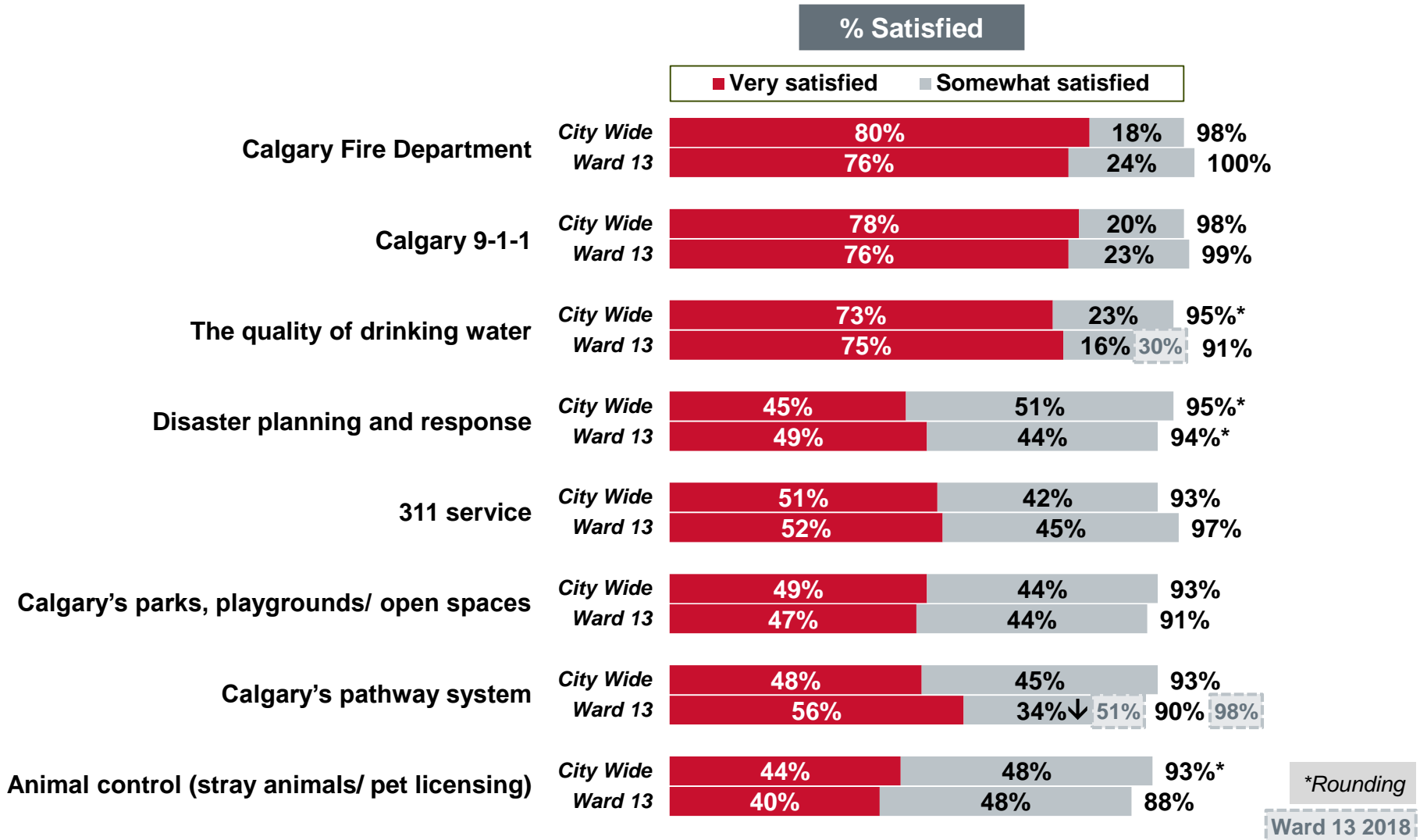
Ward 13 2018

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

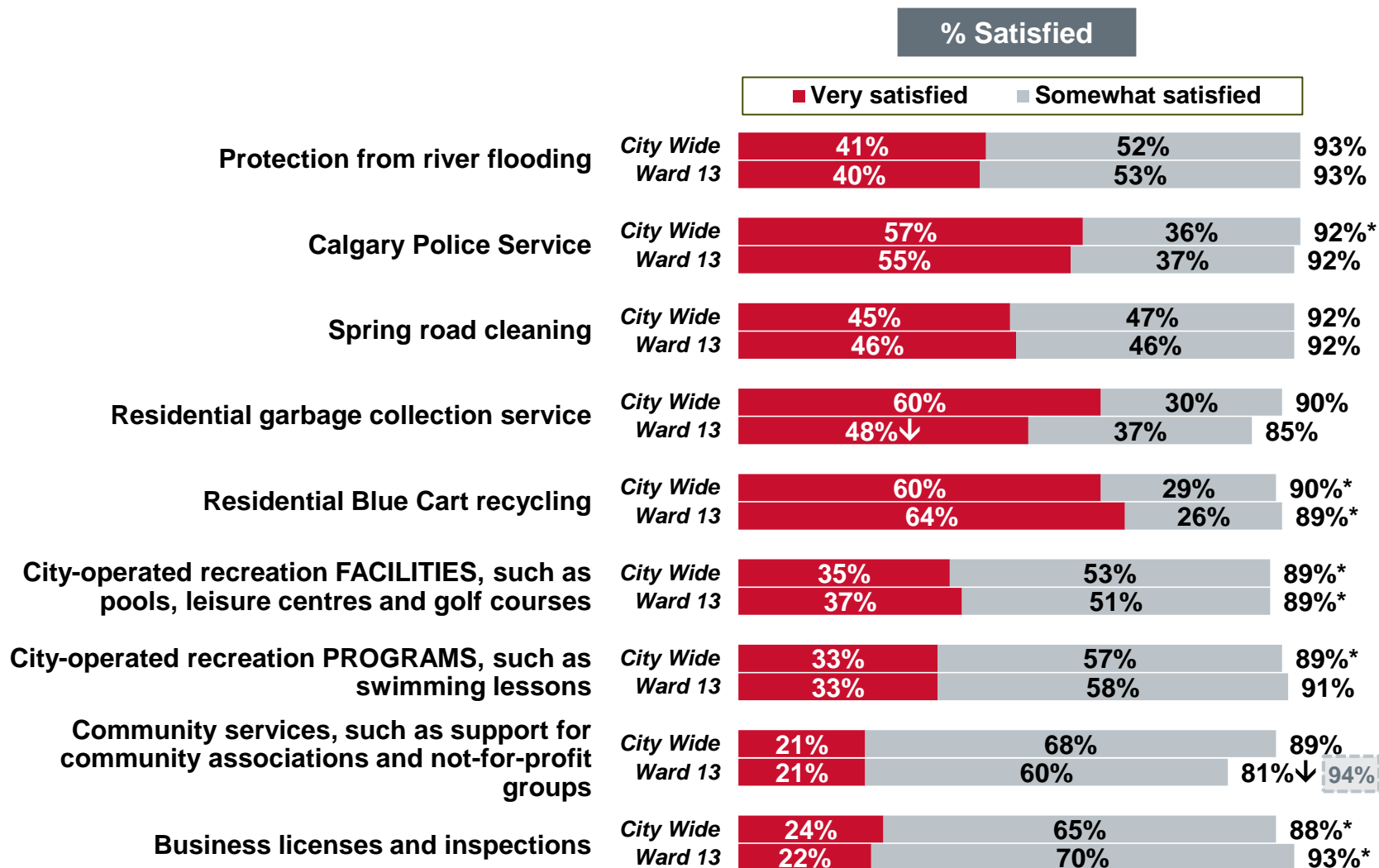
Satisfaction with City Programs and Services



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

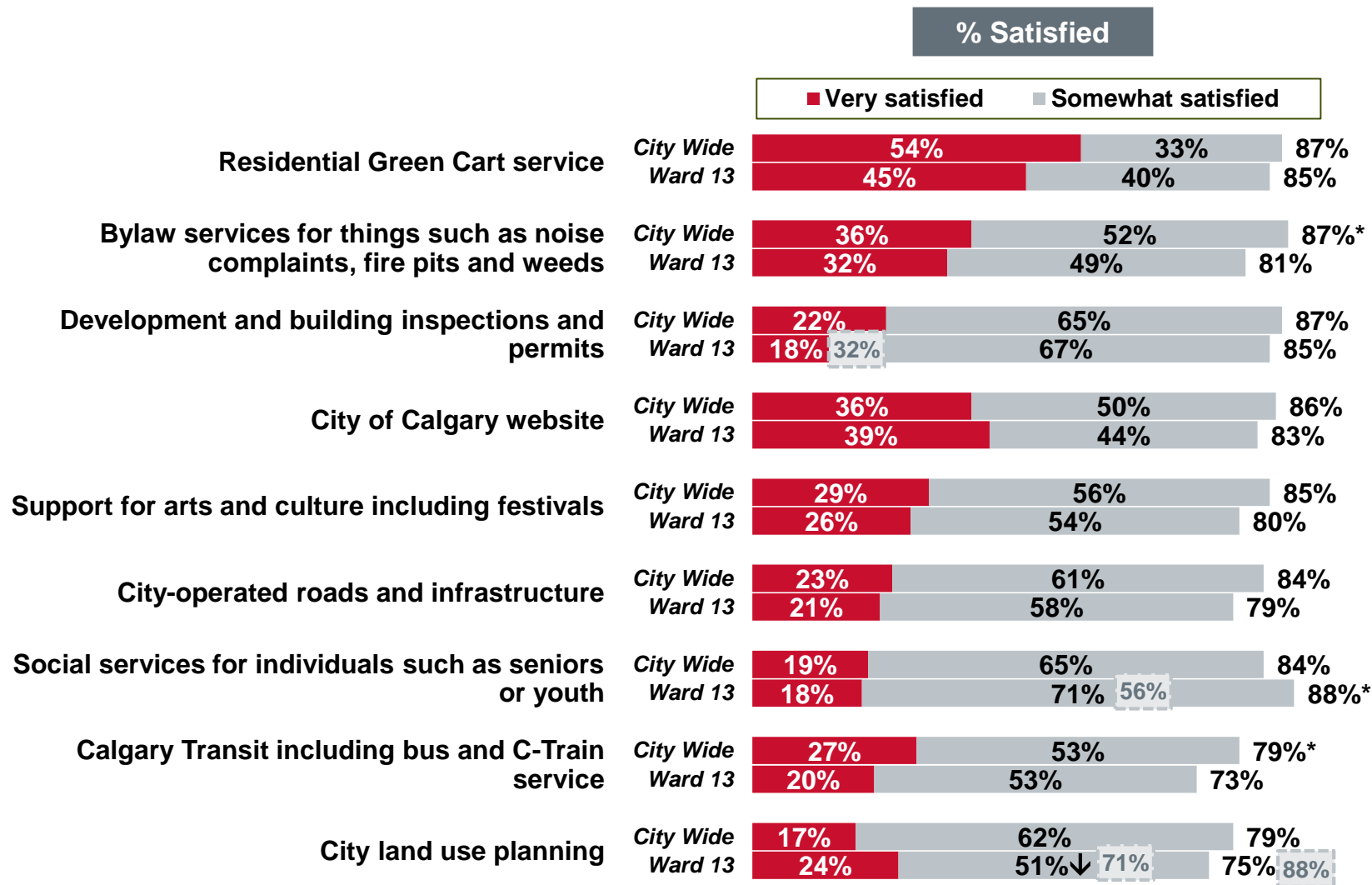
Satisfaction with City Programs and Services (continued)



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Satisfaction with City Programs and Services (continued)



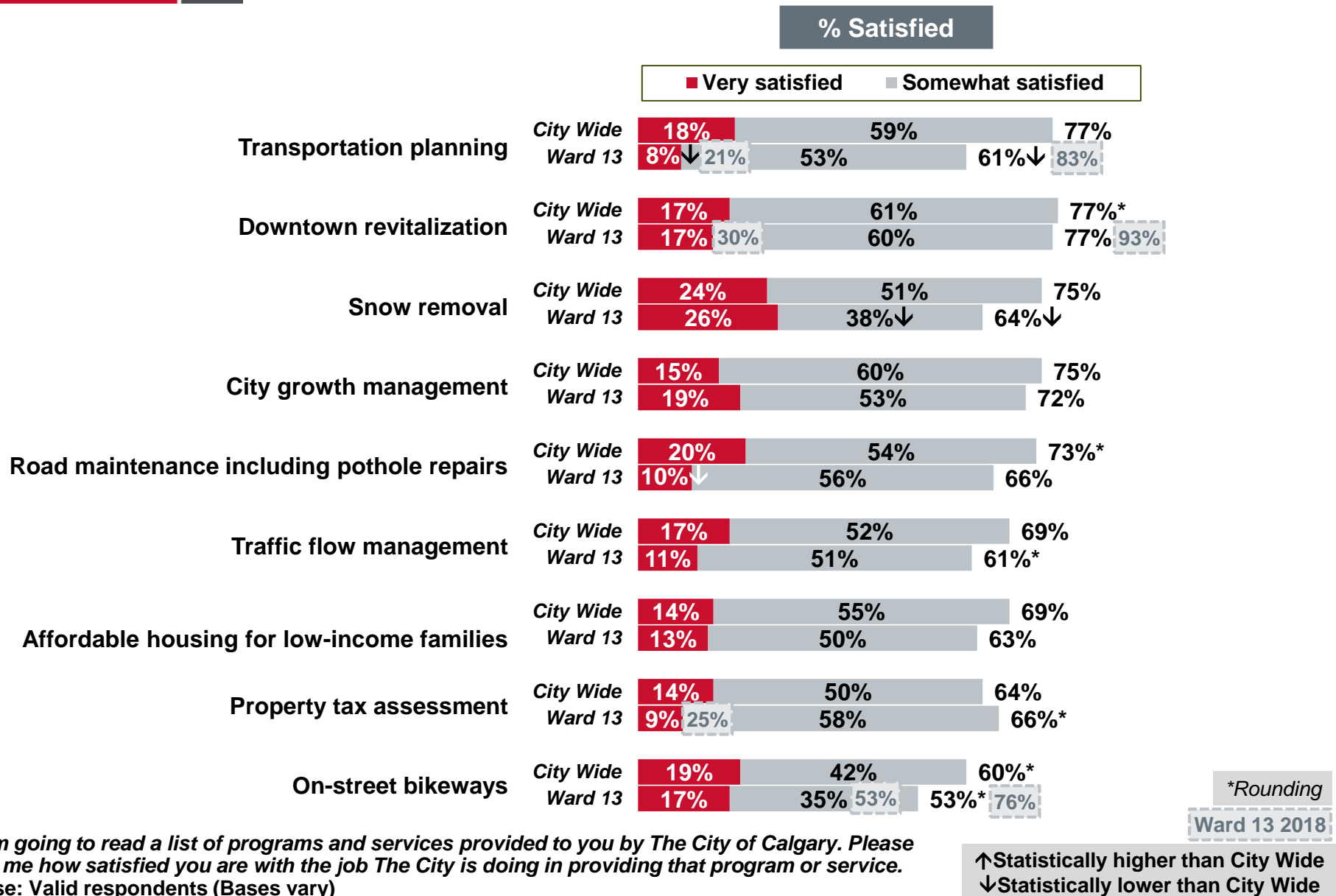
*Rounding

Ward 13 2018

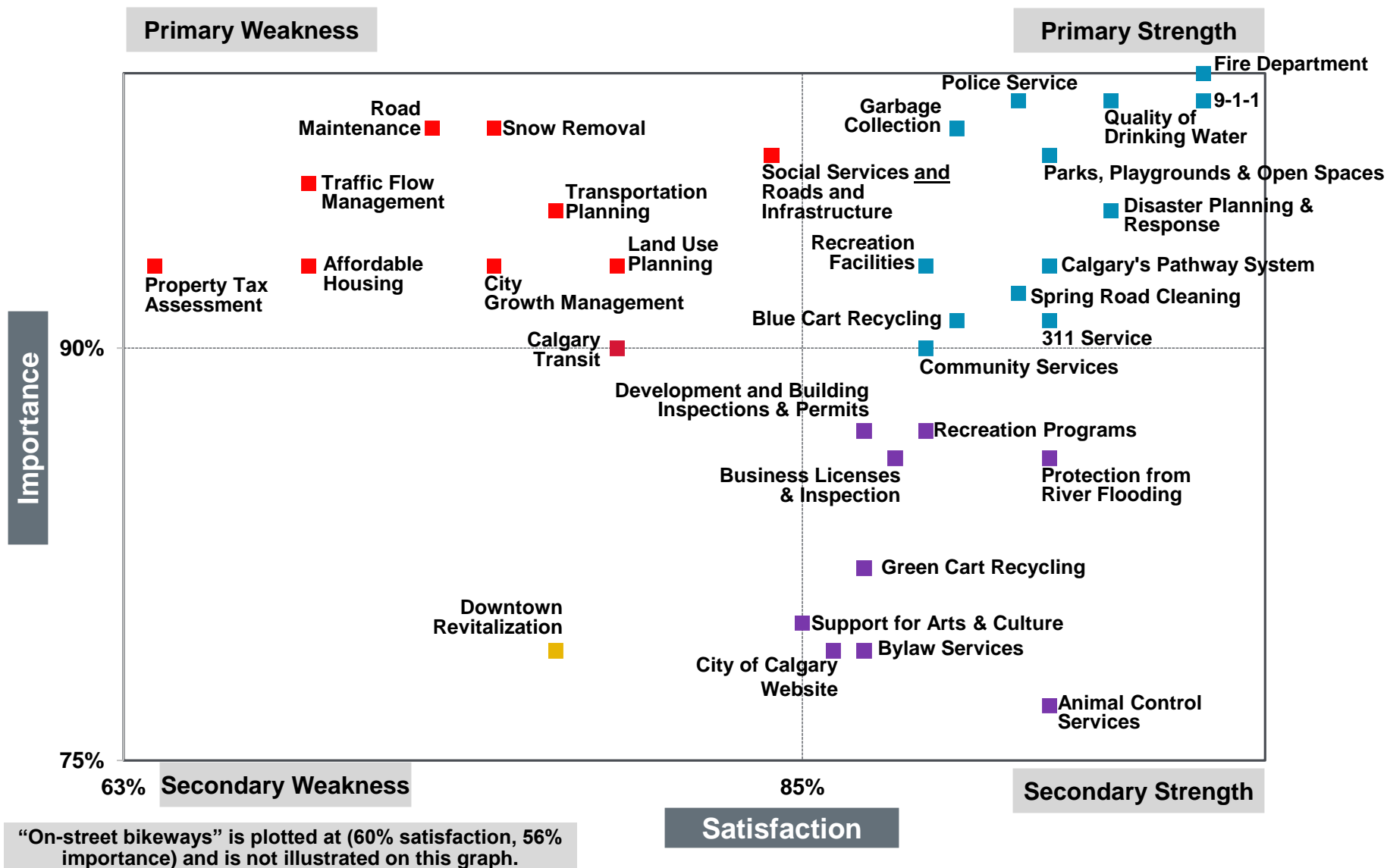
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

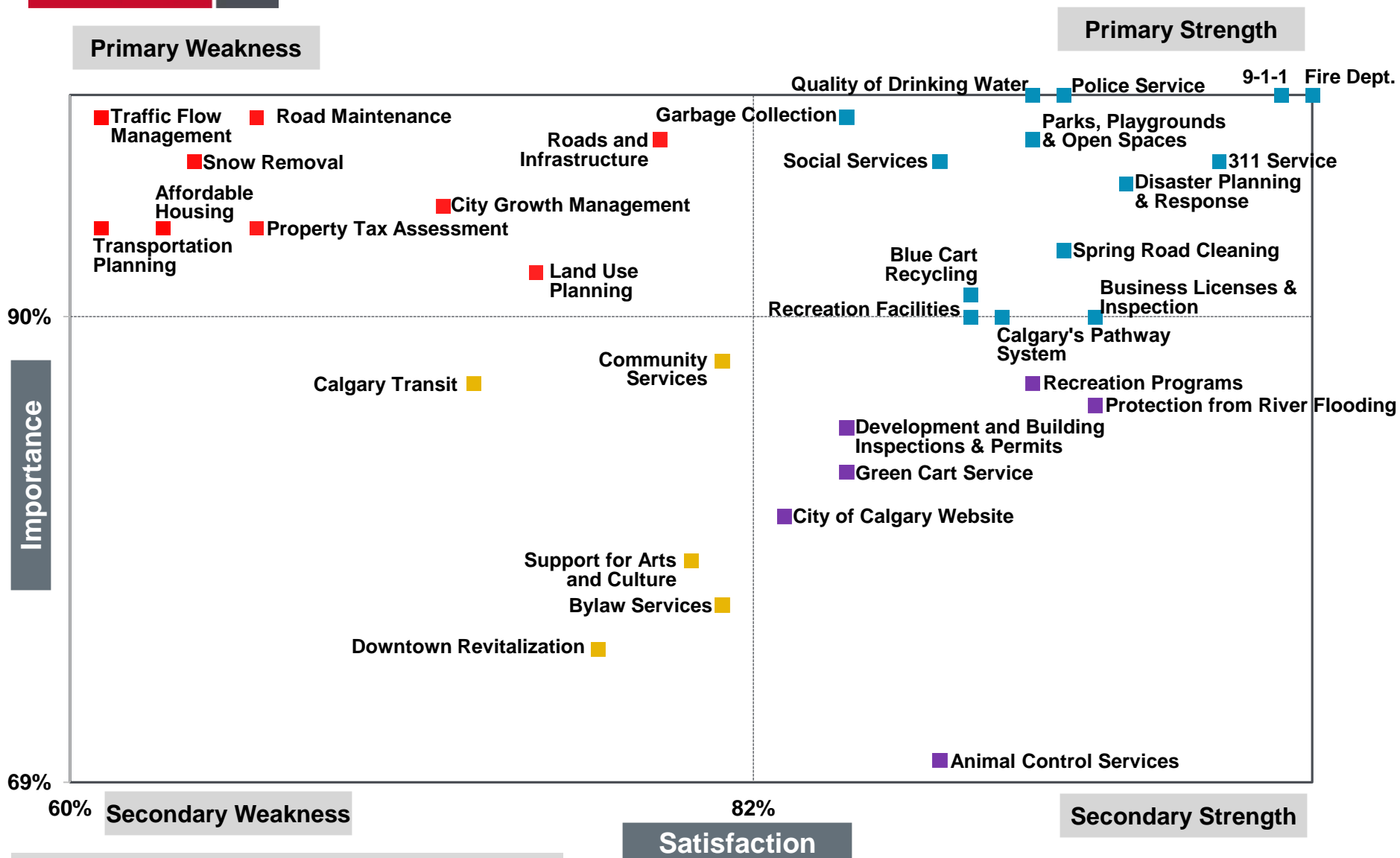
Satisfaction with City Programs and Services (continued)



Importance vs. Satisfaction Grid: City Wide



Importance vs. Satisfaction Grid: Ward 13



"On-street bikeways" (53% satisfaction, 55% importance) is not illustrated on this graph.

Primary Strengths and Weaknesses: City Wide versus Ward 13

Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.

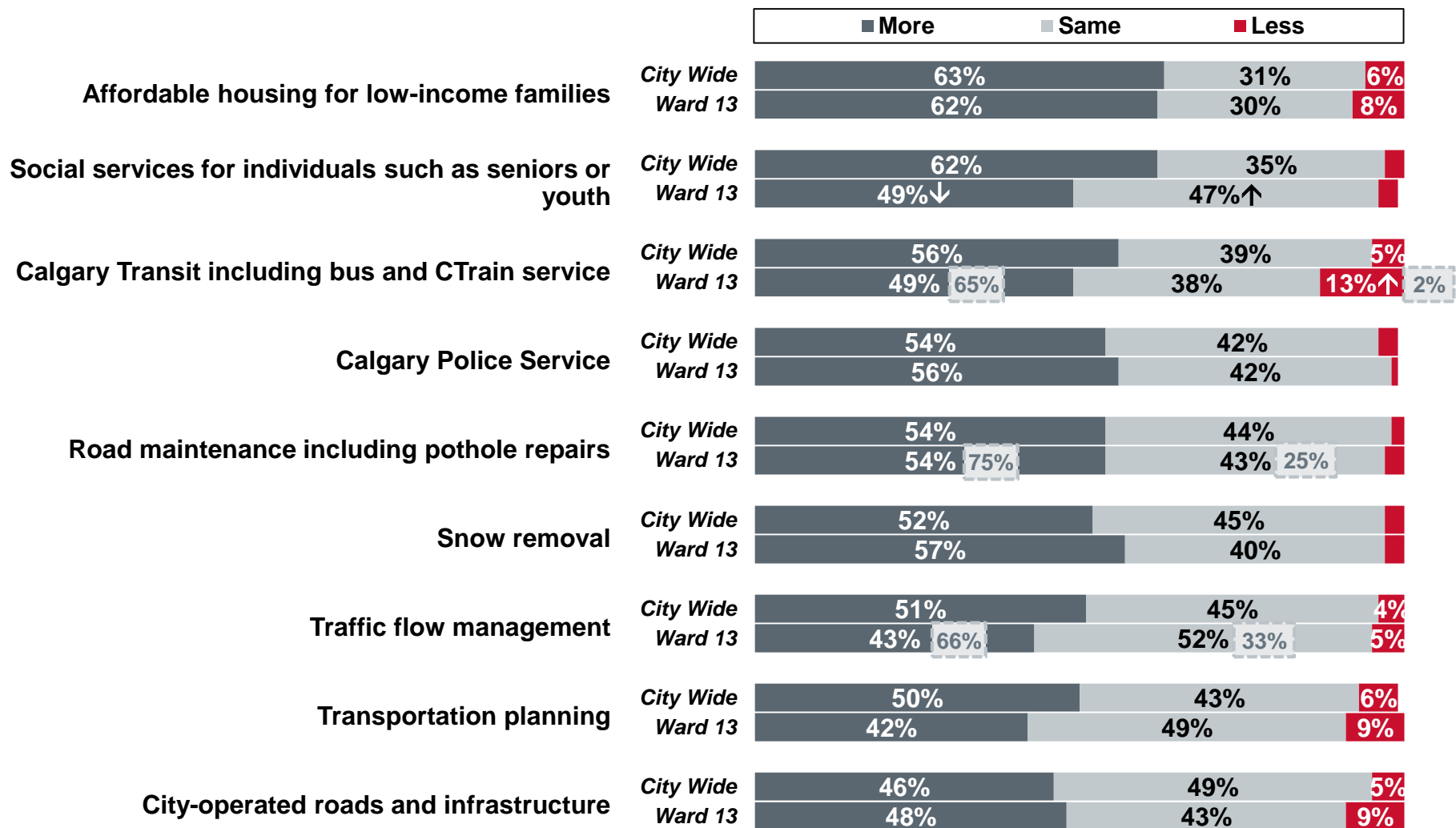
Primary Strength

Primary Weakness

Neither (in another quadrant)

	City Wide	Ward 13
Fire Department		
9-1-1		
Quality of Drinking Water		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Police Service		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Residential Garbage Collection		
Recreation Facilities		
311 service		
Community Services		
Social Services		
Road Maintenance		
Snow Removal		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Transportation Planning		
Roads and Infrastructure		
Calgary Transit		
City Growth Management		
Land Use Planning		
Business Licenses & Inspection		

Investment in City Programs and Services



Data labels of ≤3% not shown

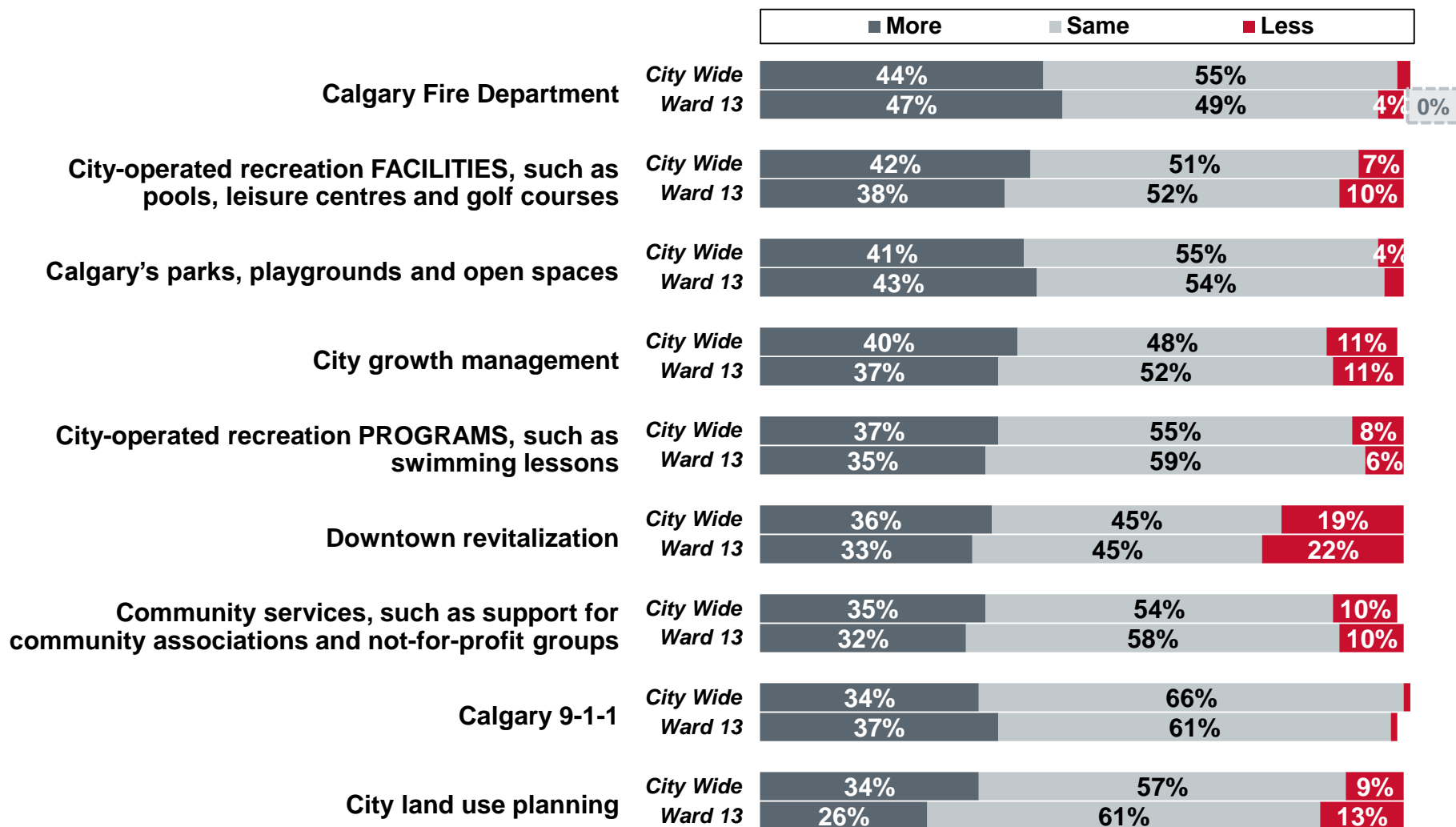
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Ward 13 2018

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Investment in City Programs and Services (continued)



Data labels of ≤3% not shown

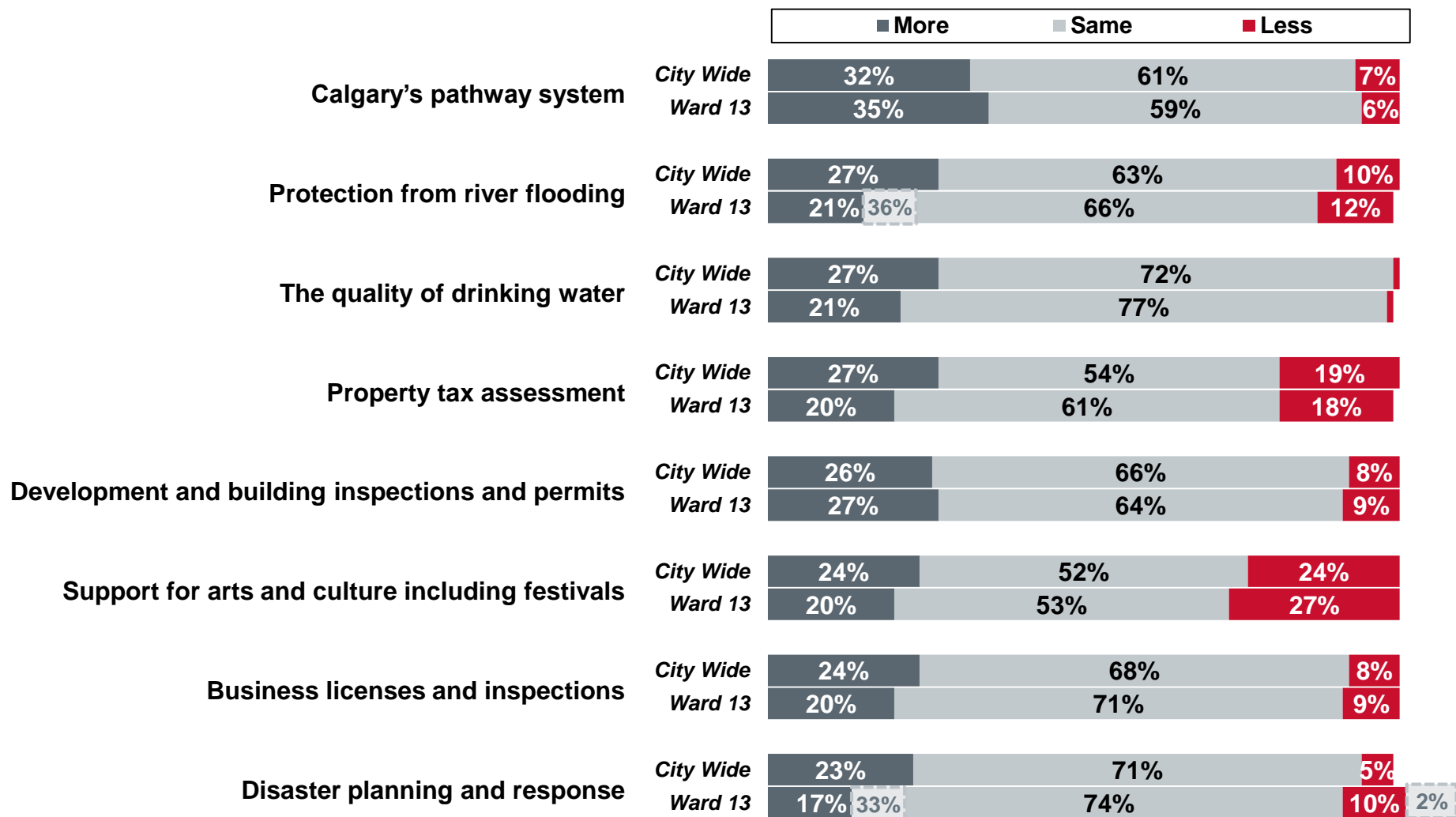
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Ward 13 2018

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Investment in City Programs and Services (continued)



Data labels of ≤3% not shown

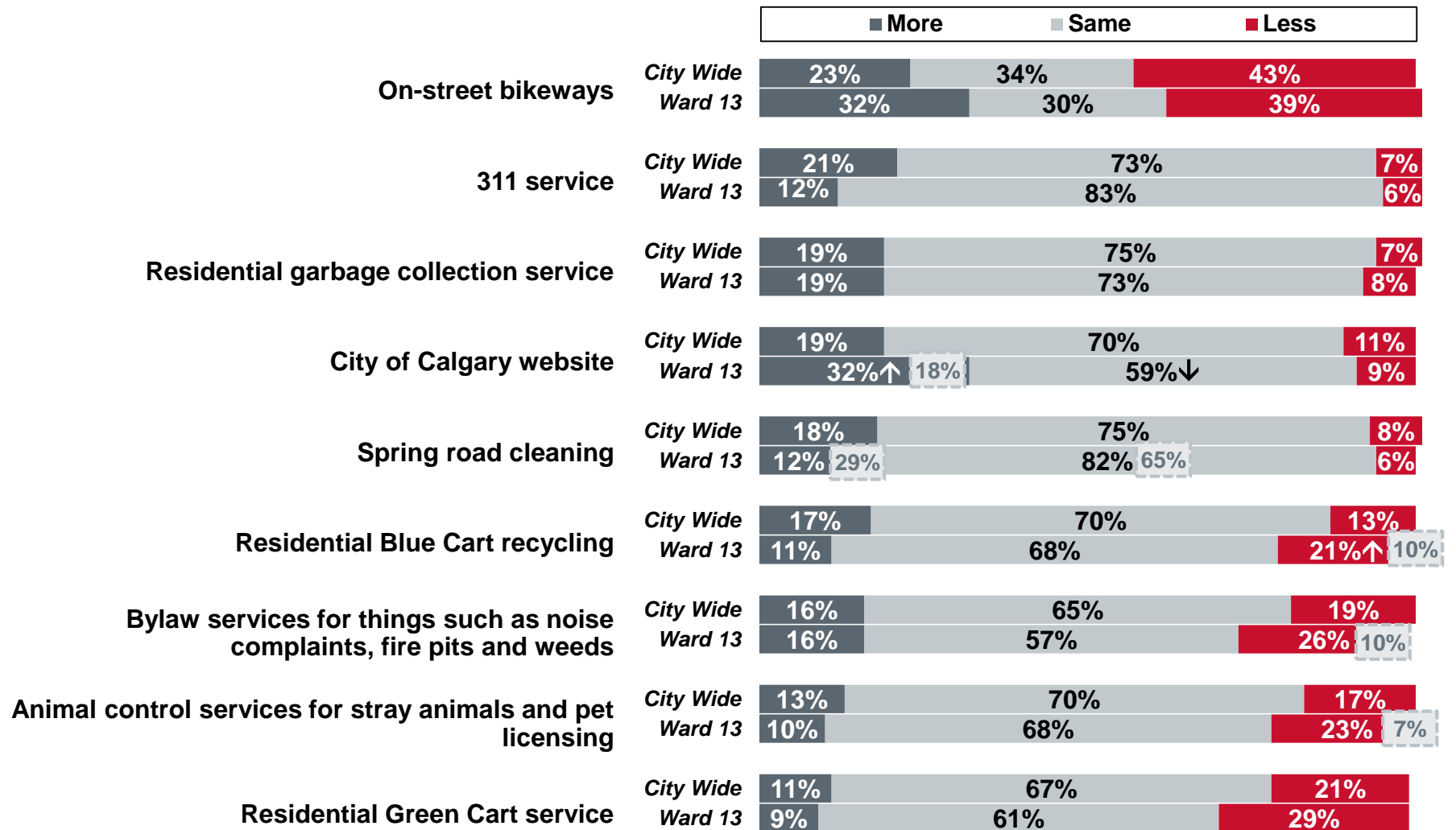
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Ward 13 2018

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Investment in City Programs and Services (continued)



Data labels of ≤3% not shown

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Ward 13 2018

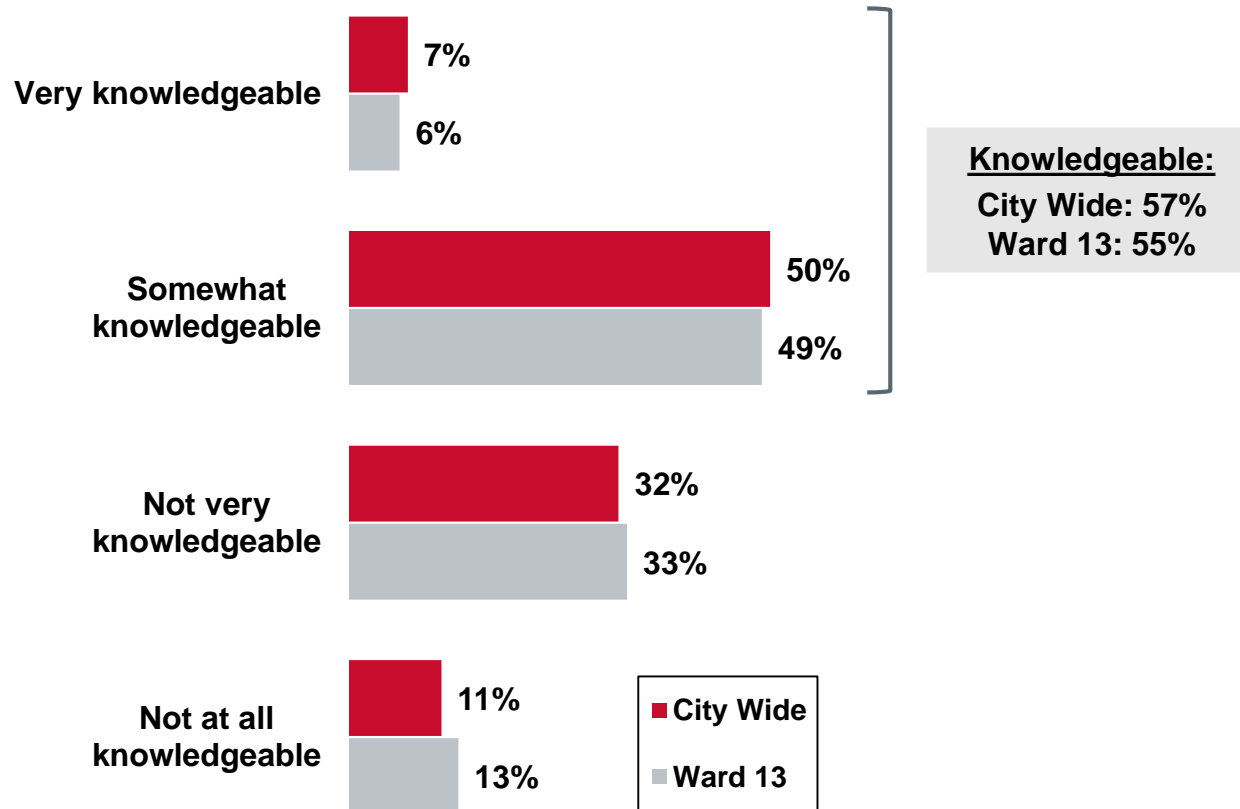
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.
Base: Valid respondents (Bases vary)



Taxation



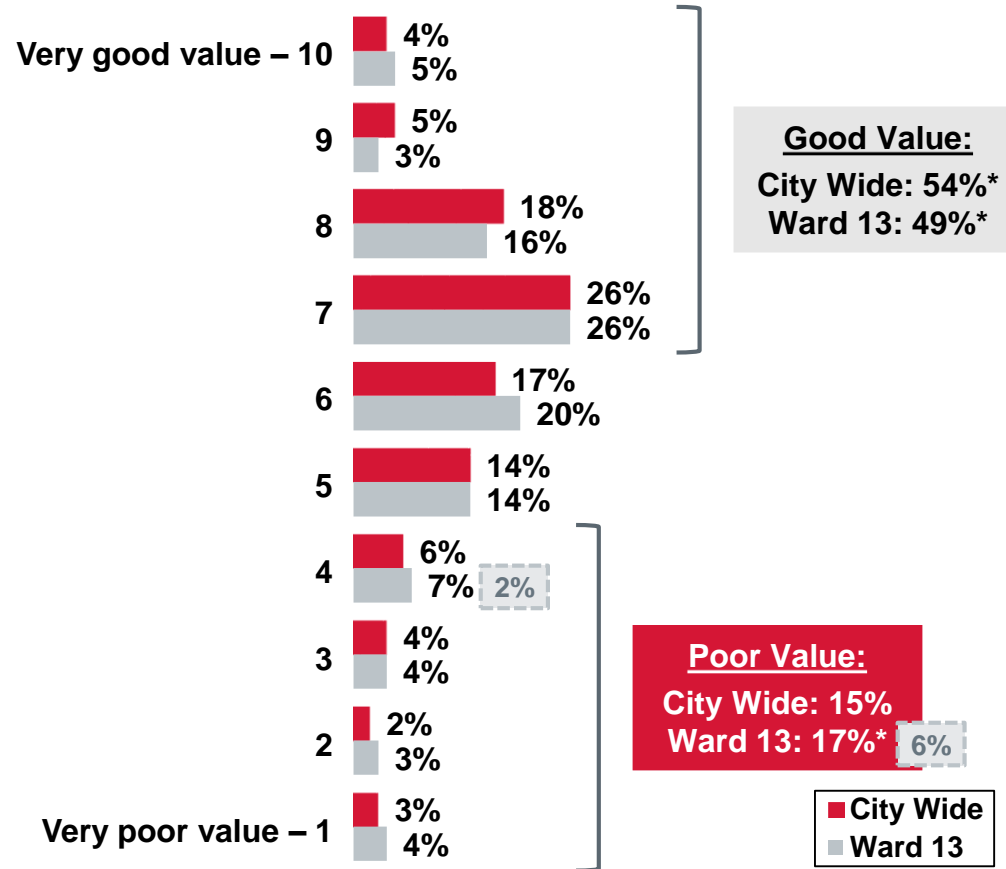
Knowledge Levels of Tax Dollar Spending



Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,490 / Ward 13: n=185)

Perceived Value of Property Taxes



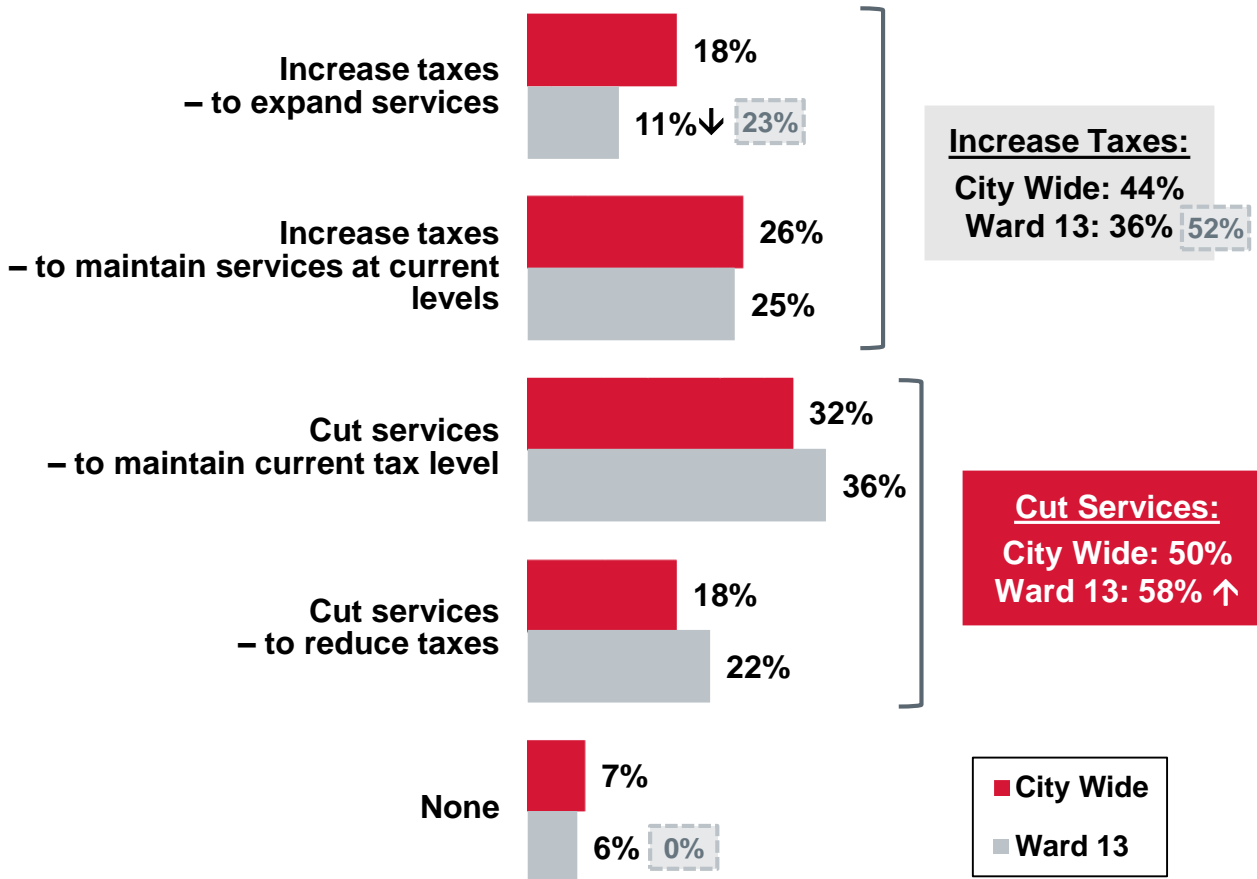
*Rounding

Ward 13 2018

Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” represents “very poor value” and “10” represents “very good value”.

Base: Valid respondents (City Wide: n=2,450 / Ward 13: n=183)

Balancing Taxation and Service Delivery Levels



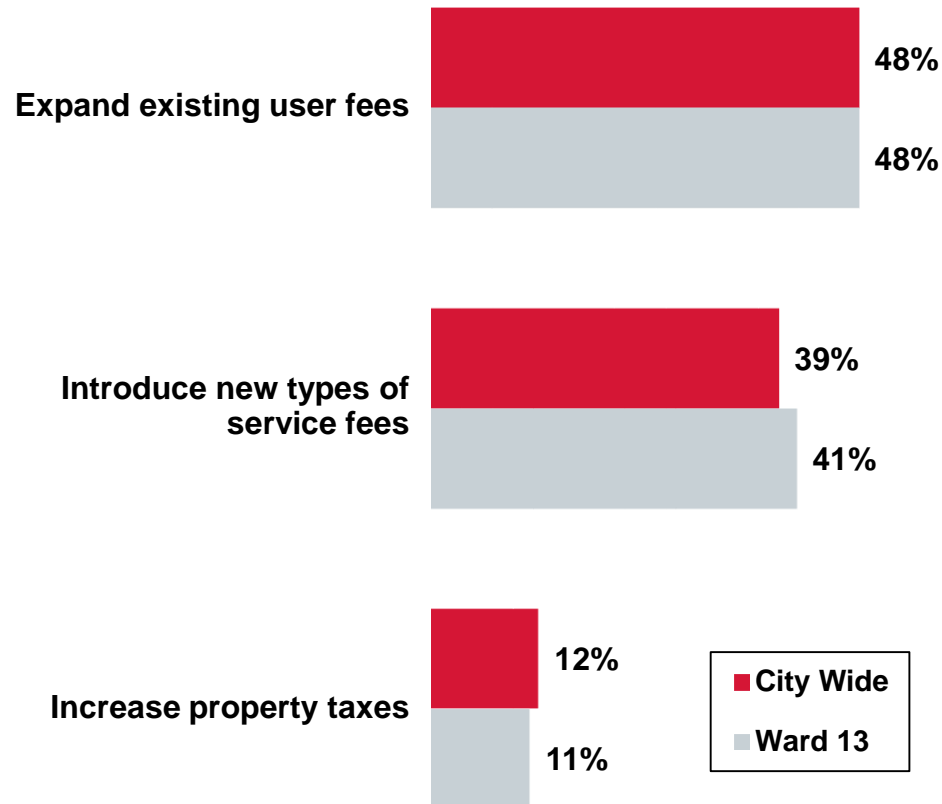
Ward 13 2018

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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

Base: Valid respondents (City Wide: n=2,452 / Ward 13: n=176)

Options for Increasing City Revenue

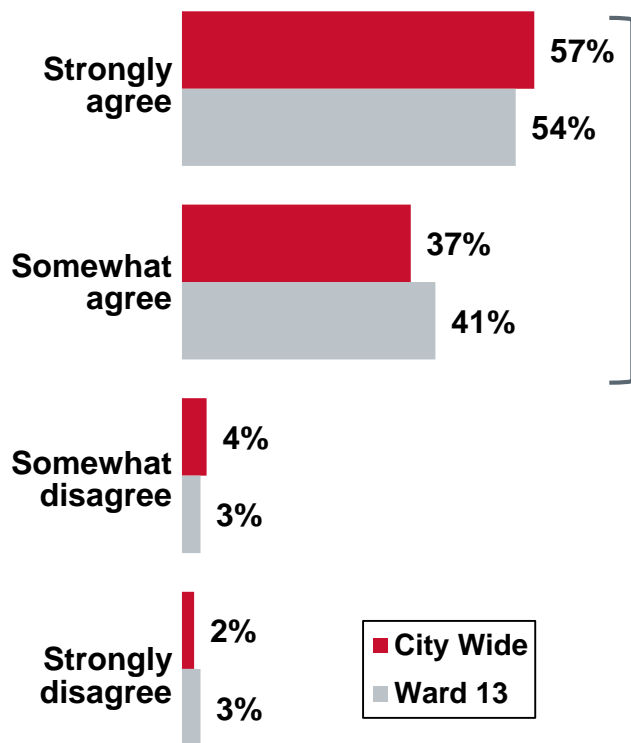


Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?

Base: Valid respondents (City Wide: n=2,297 / Ward 13: n=158)

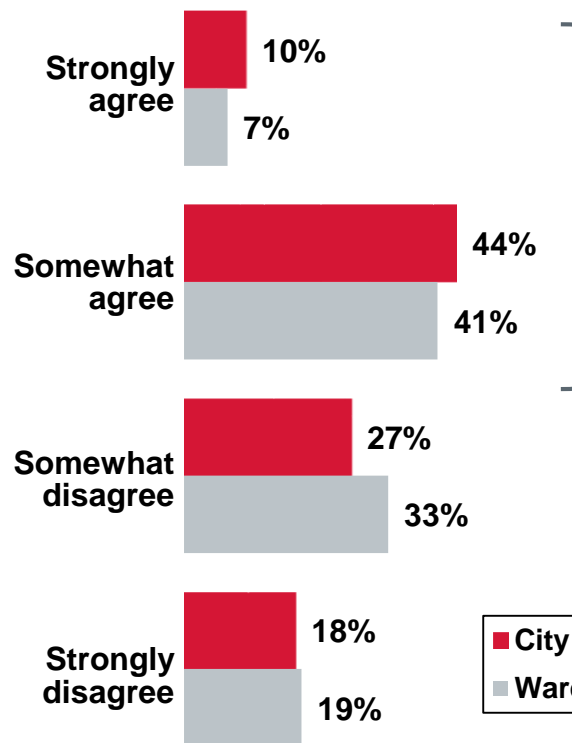
Property Tax Dollar Investment

I am interested in knowing how my property tax dollars are invested in various City services



Agree:
City Wide: 94%
Ward 13: 94%*

The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services



Agree:
City Wide: 55%*
Ward 13: 48%

*Rounding

Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

Base: Valid respondents (City Wide: n=2,487 / Ward 13: n=185)

Base: Valid respondents (City Wide: n=2,465 / Ward 13: n=184)

Definition of 'Value for Taxpayer Dollars'

Multiple responses

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

City Wide

Ward 13

Good Quality of Services [NET]	51%	60%↑
Good/ quality services	17%	16%
Meets every need	12%	18%↑
Satisfied/ happy with services	9%	8%
Quick/ prompt/ fast service	8%	13%↑
Effective/ works well	4%	5%
Complete/ all-inclusive service	3%	5%
Appropriate Spending [NET]	49%	46%
Low cost/ affordable	14%	16%
You get what you pay for	14%	15%
Appropriate spending of taxes	13%	12%
Job is being done efficiently	11%	7%
Good value (unspecified)	4%	3%
Getting reasonable return on investment	3%	2%
Good Customer Service [NET]	12%	12%
Helpful	3%	4%
Accessible/ Convenient Services [NET]	10%	9%
Accessible/ available services	8%	6%
Convenient/ easy to use	3%	3%
Provision of Specific Services [NET]	9%	10%
Transparency [NET]	3%	3%
Value is in what's important to people	3%	1%
Don't Know	6%	6%

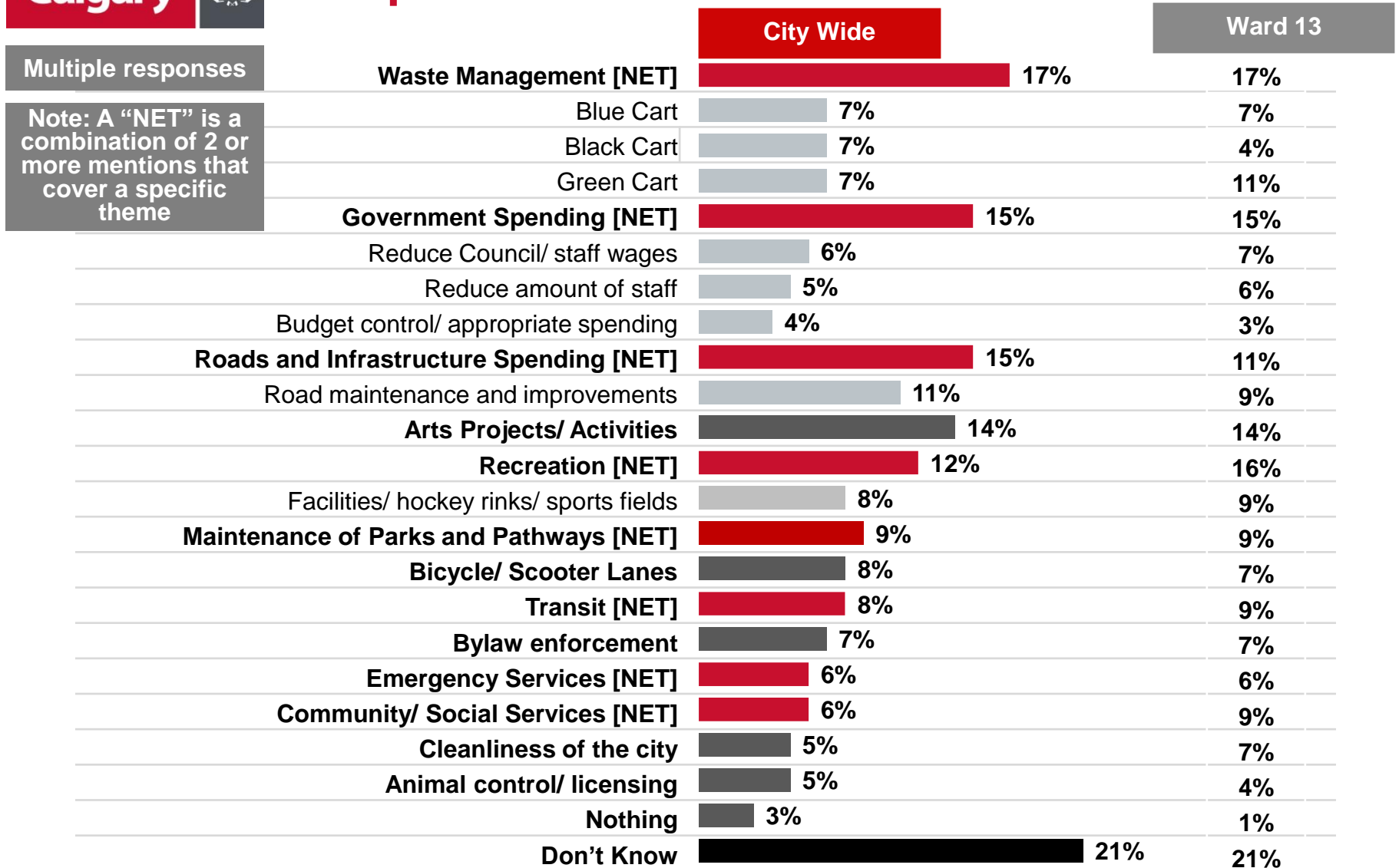
New Question in Fall 2019: When it comes to the services The City of Calgary provides, what does 'value' mean to you? In other words, if you say you're 'getting good value' for a service, what does that mean? Base: Valid respondents (City Wide: n=2,502 / Ward 13: n=185)

↑Statistically higher than City Wide

↓Statistically lower than City Wide

NET mentions of <3% are not shown

Proposed Service Reductions



Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

NET mentions of <5% are not shown

New Question in Fall 2019: Of all the services you know of that are provided by The City of Calgary, name up to three services that you would propose to have a service reduction in order to save costs. Base: Valid respondents (City Wide: n=2,502 / Ward 13: n=185)

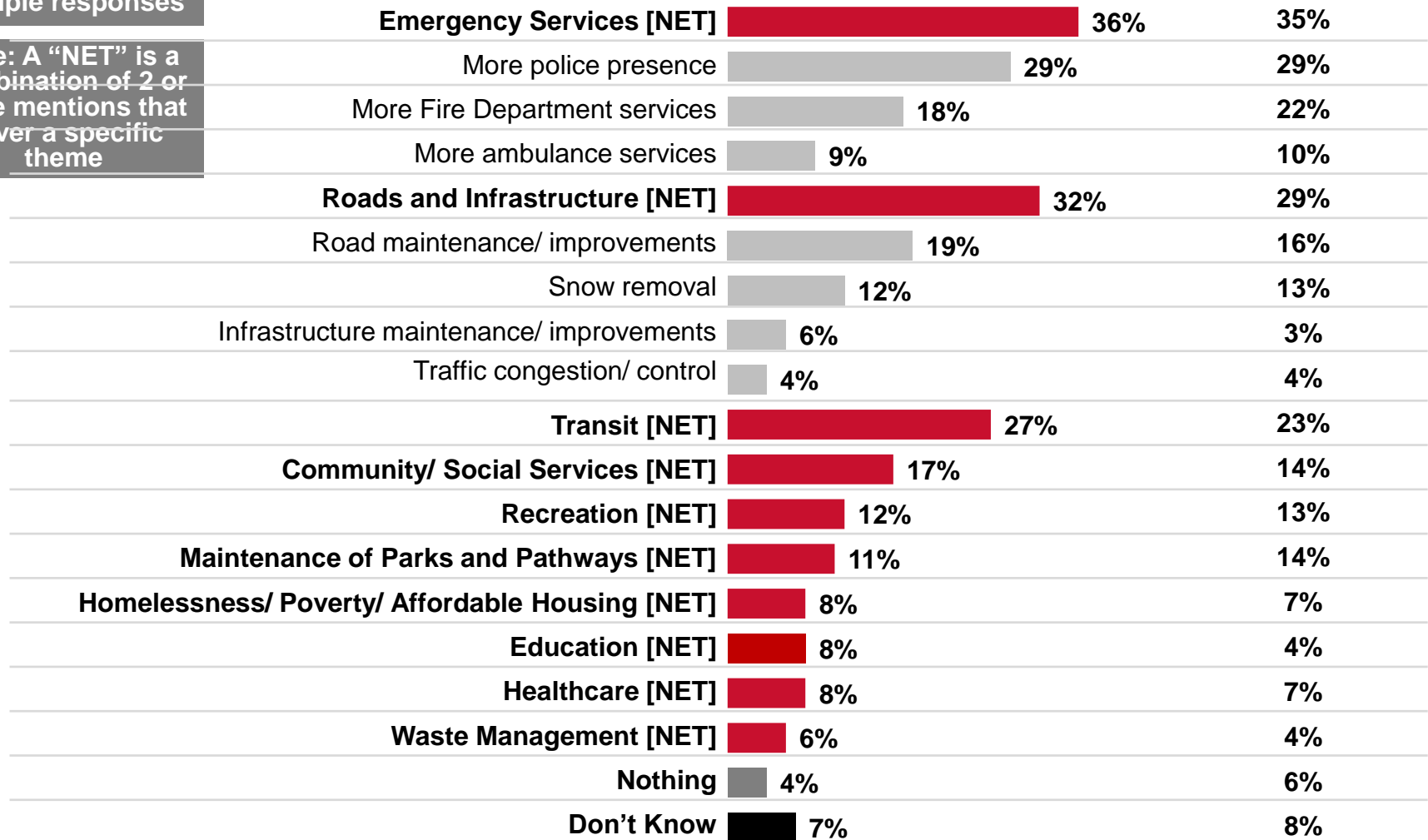
Proposed Service Increases

Multiple responses

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

City Wide

Ward 13



New Question in Fall 2019: Again, considering all the services that you know The City of Calgary provides, name up to three services that you would propose to spend more on to receive an increase in service. Base: Valid respondents (City Wide: n=2,502 / Ward 13: n=185)

NET mentions of ≤5% are not shown

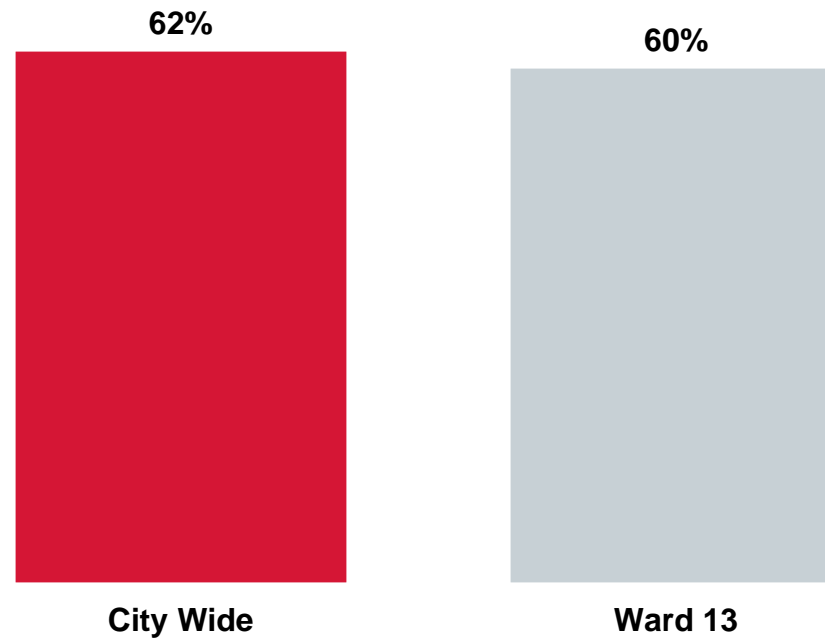


Contact with The City and Customer Service



Past 12 Months Contact with The City of Calgary

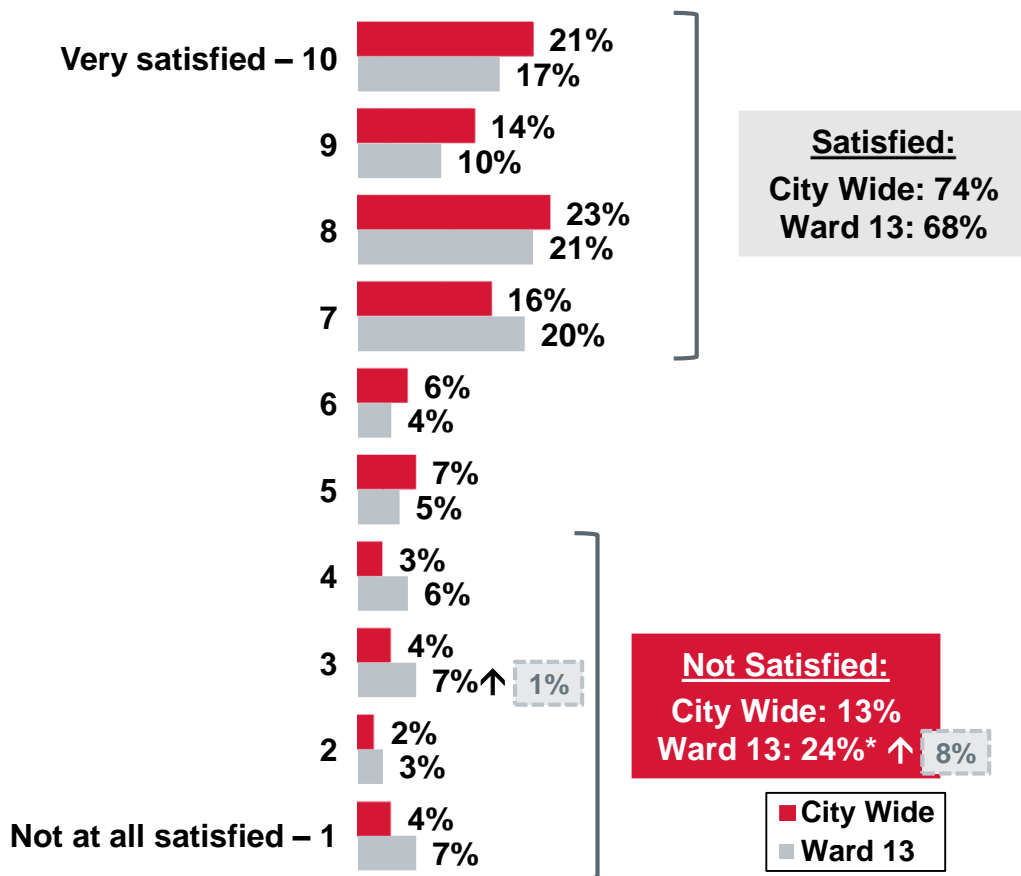
% Yes



Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,483 / Ward 13: n=184)

Satisfaction with the Overall Level and Quality of Customer Service



*Rounding

Ward 13 2018

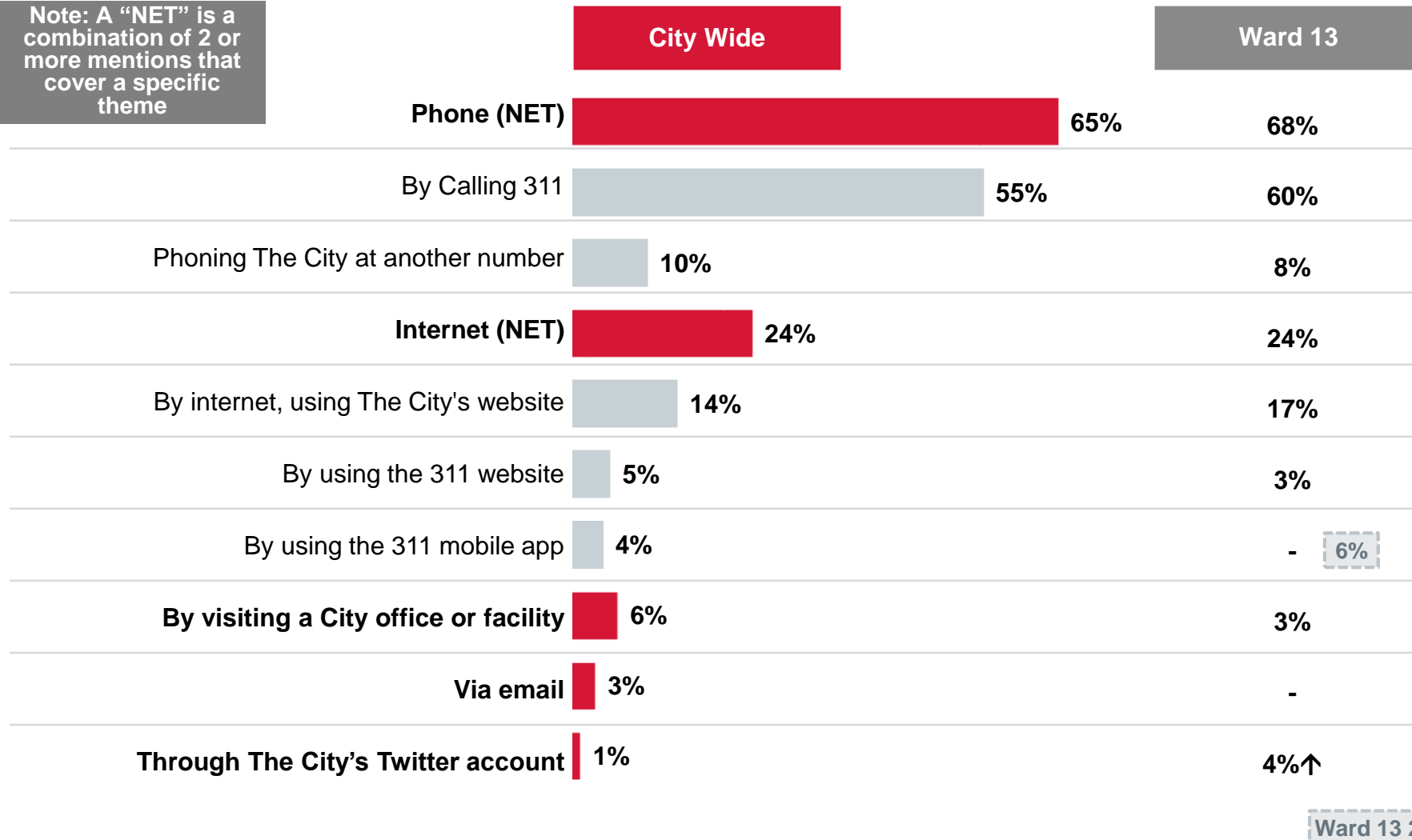
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,581 / Ward 13: n=111)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Type of Contact

Note: A “NET” is a combination of 2 or more mentions that cover a specific theme



↑Statistically higher than City Wide
↓Statistically lower than City Wide

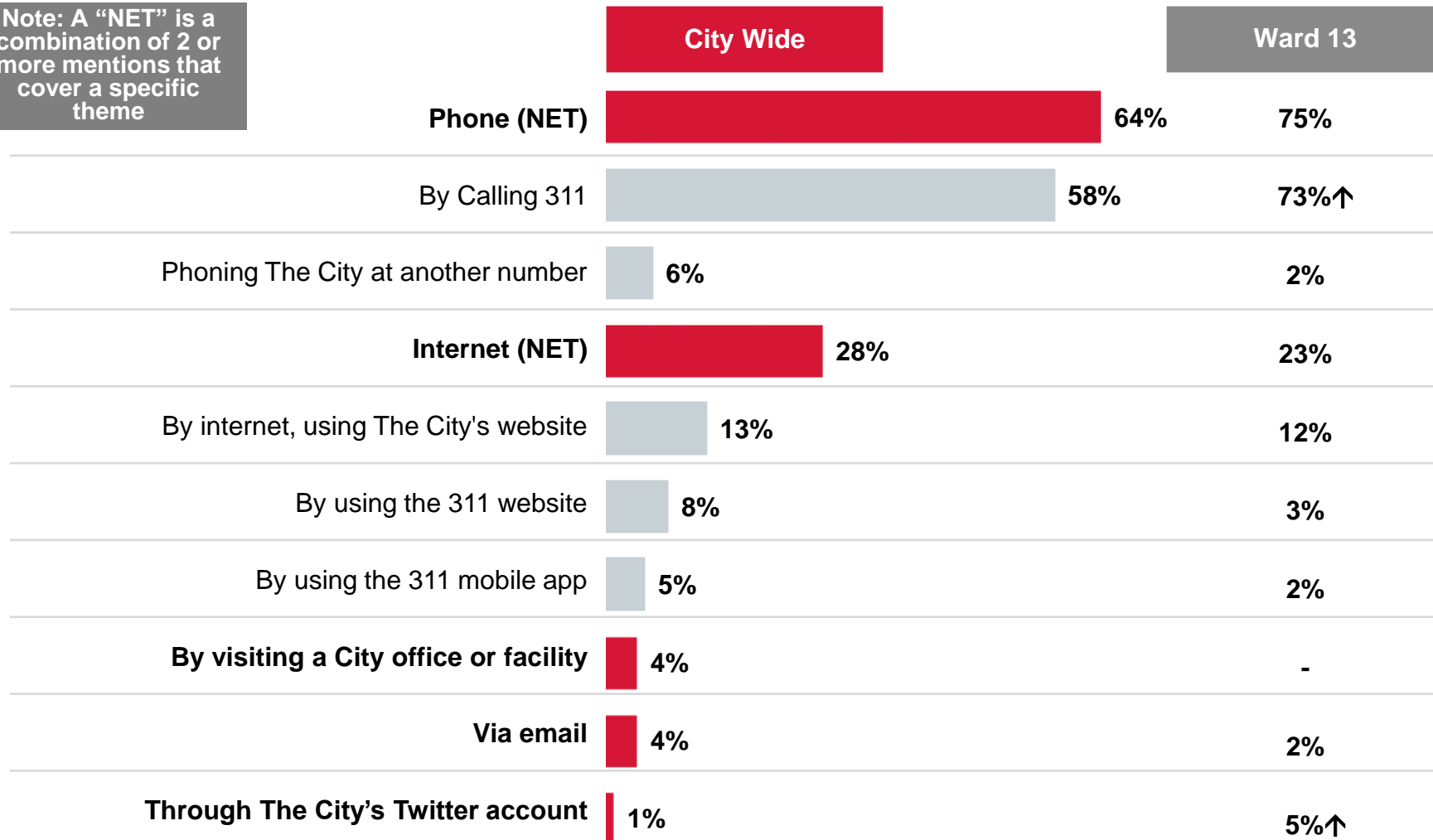
Mentions of <1% are not shown

When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,075 / Ward 13: n=79)

Preferred Method of Contact

Note: A “NET” is a combination of 2 or more mentions that cover a specific theme



New Question in Fall 2019: What is your preferred way of contacting The City?

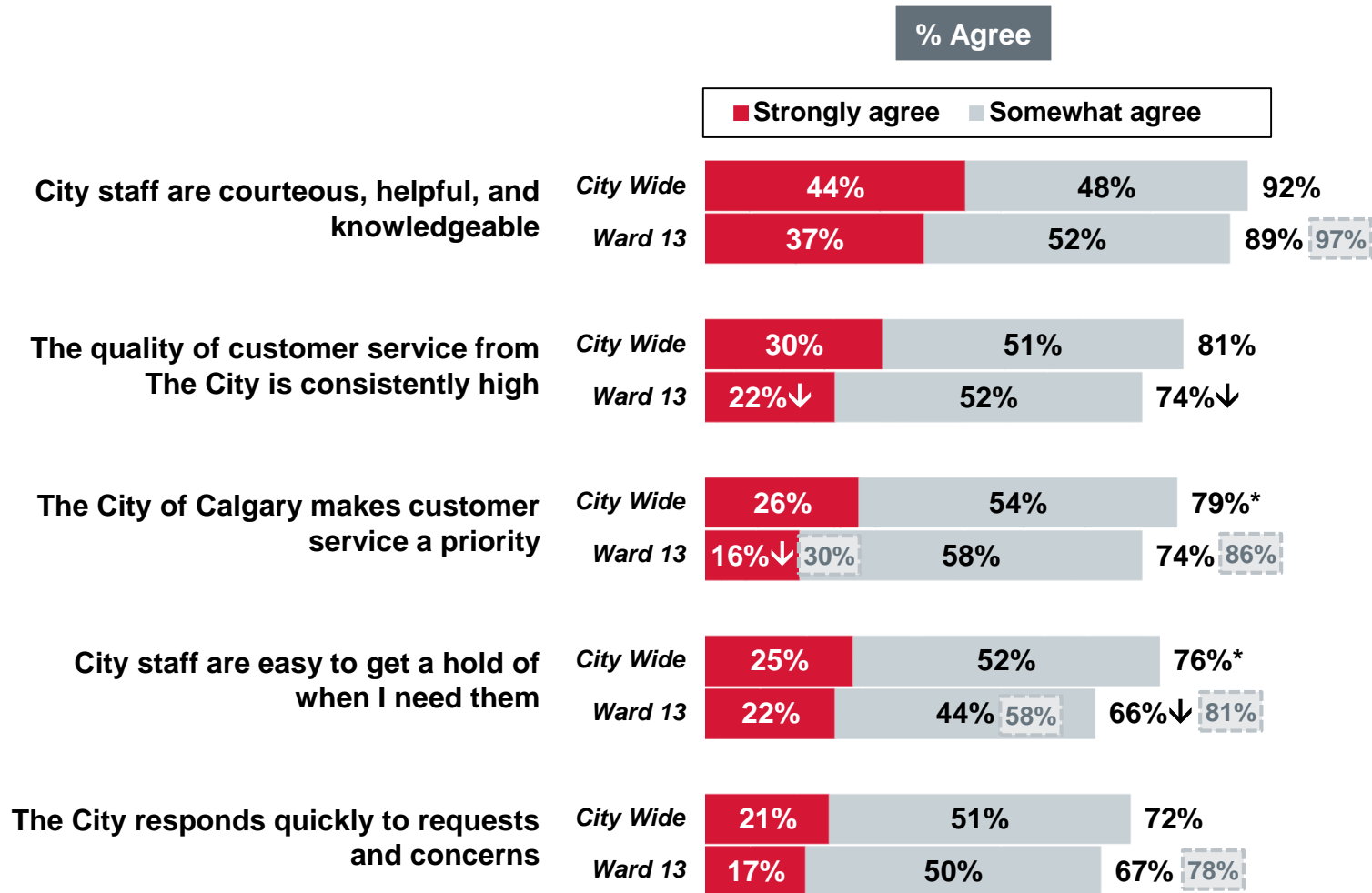
Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,076 / Ward 13: n=79)

↑Statistically higher than City Wide

↓Statistically lower than City Wide

Mentions of <1% are not shown

Attitudes Regarding Customer Service



*Rounding

Ward 13 2018

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

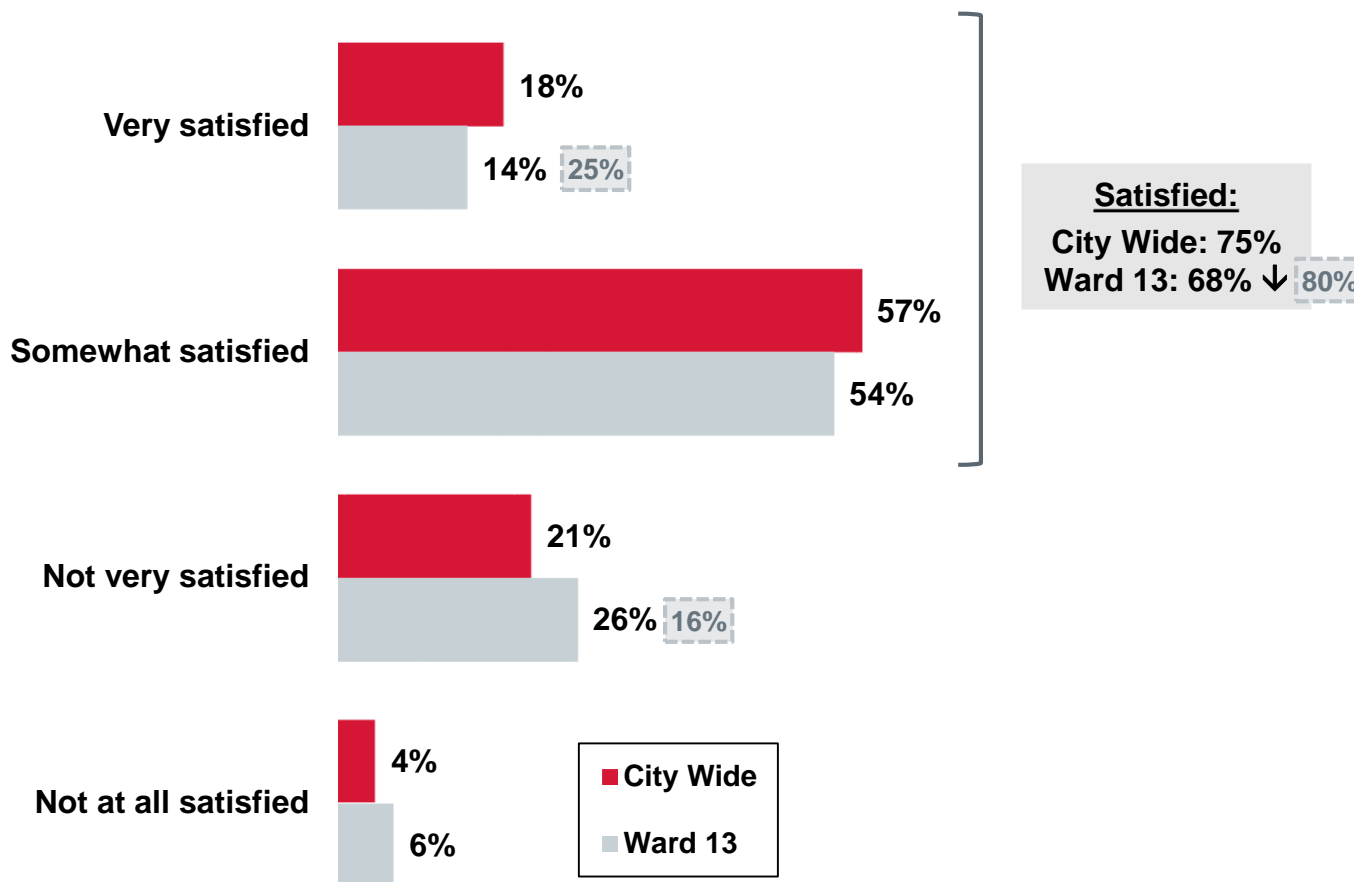
Base: Valid respondents (Bases vary)



City Communications



Satisfaction with the Overall Quality of City Information and Communications

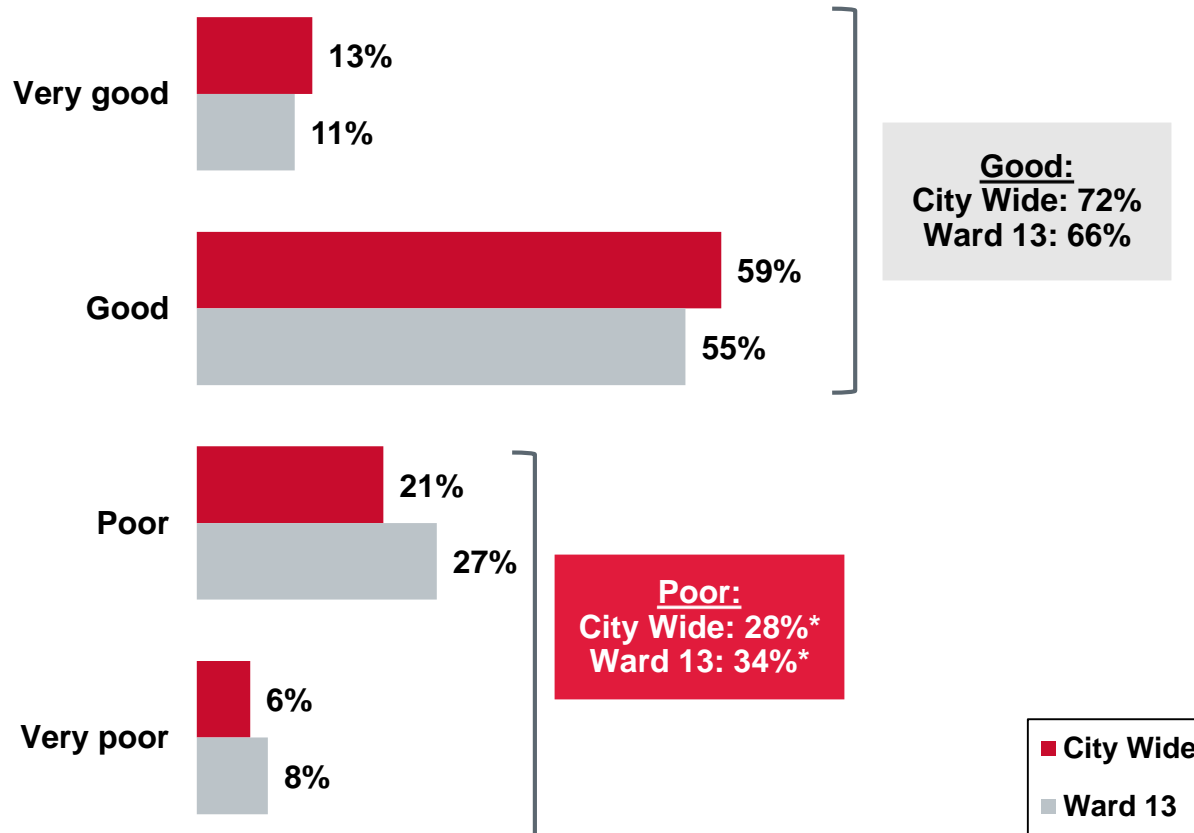


Ward 13 2018

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

And how satisfied are you with the overall quality of City information and communications?
 Base: Valid respondents (City Wide: n=2,492 / Ward 13: n=184)

Overall Communications from The City

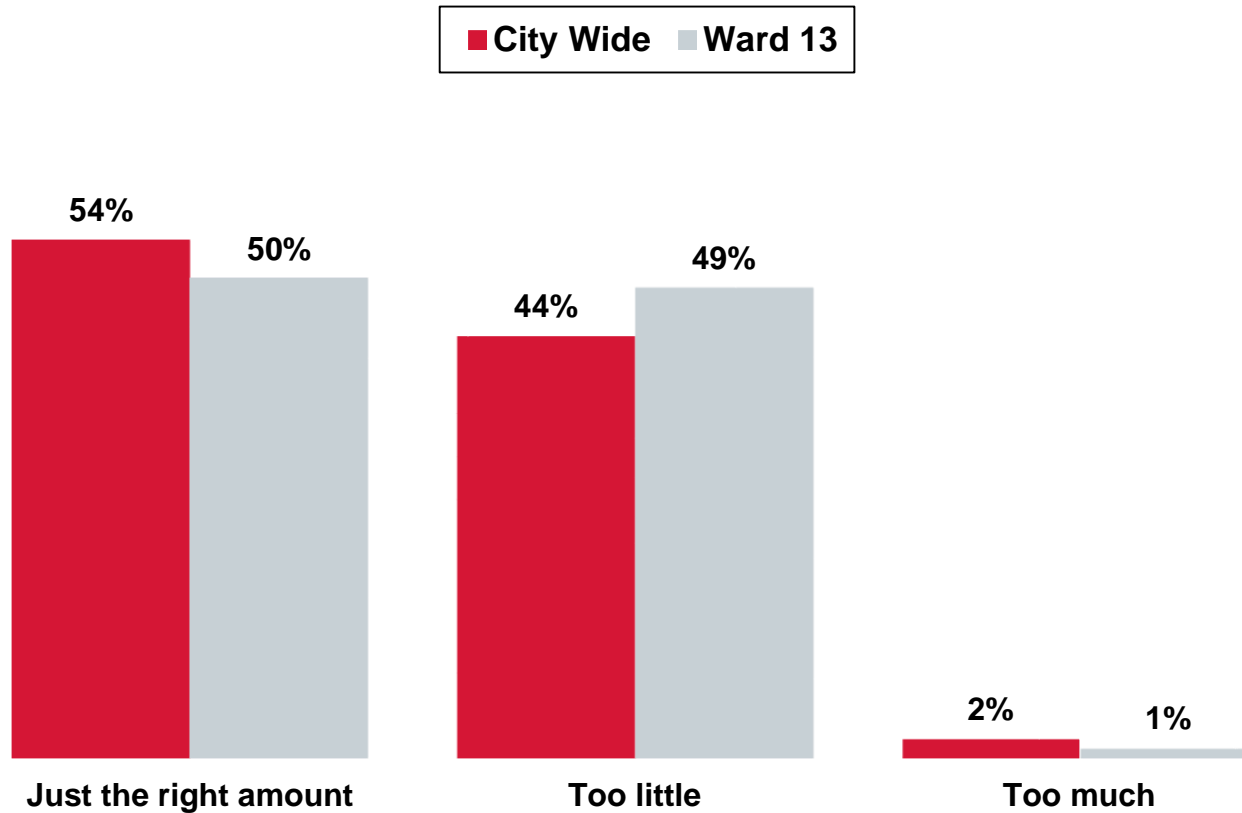


Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?

Base: Valid respondents, (City wide: n=2,486 / Ward 13: n=182)

*Rounding

The Amount of Information Accessible



In your opinion, do you currently have access to too much, too little, or just the right amount of information from The City?

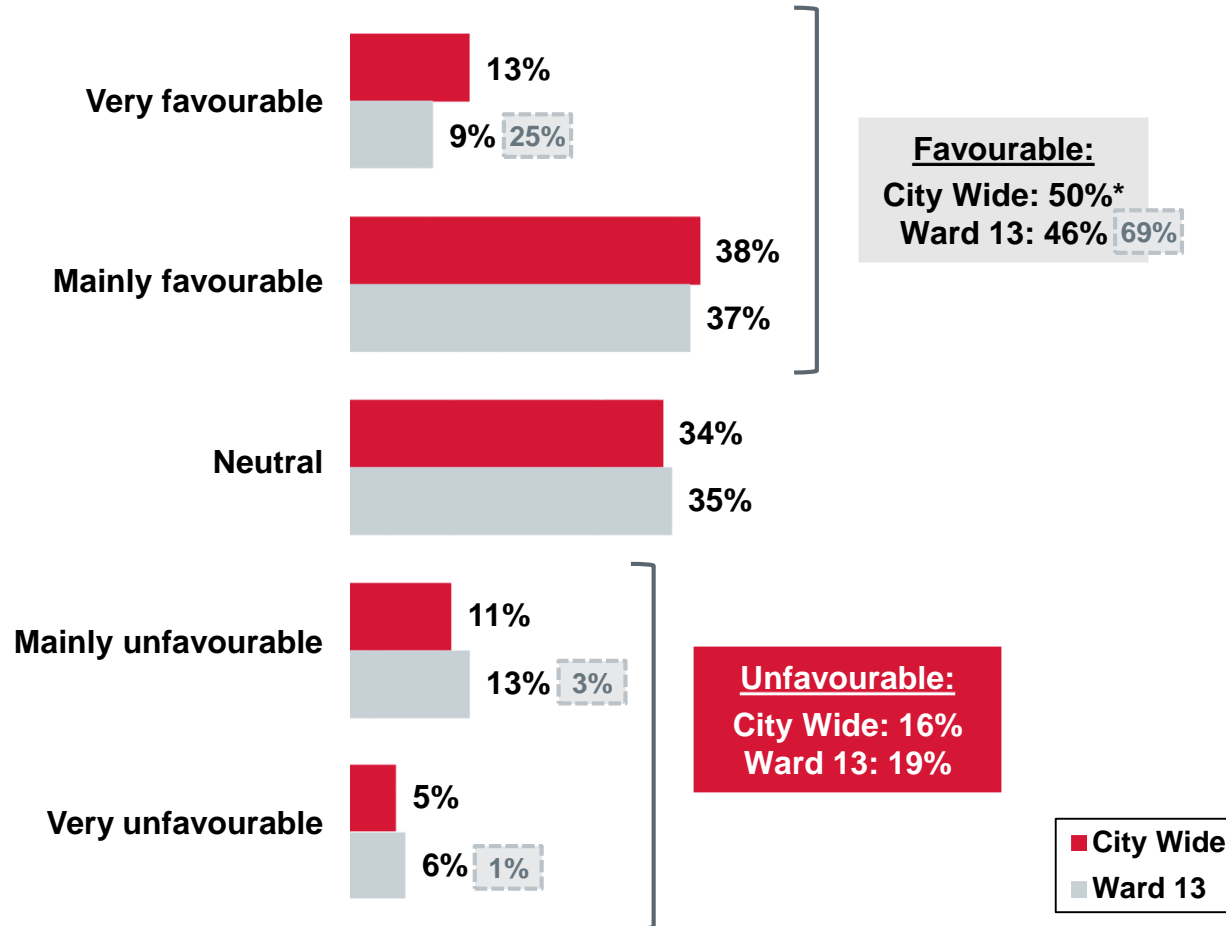
Base: Valid respondents (City Wide: n=2,470 / Ward 13: n=182)



City Reputation and Performance



Favourability

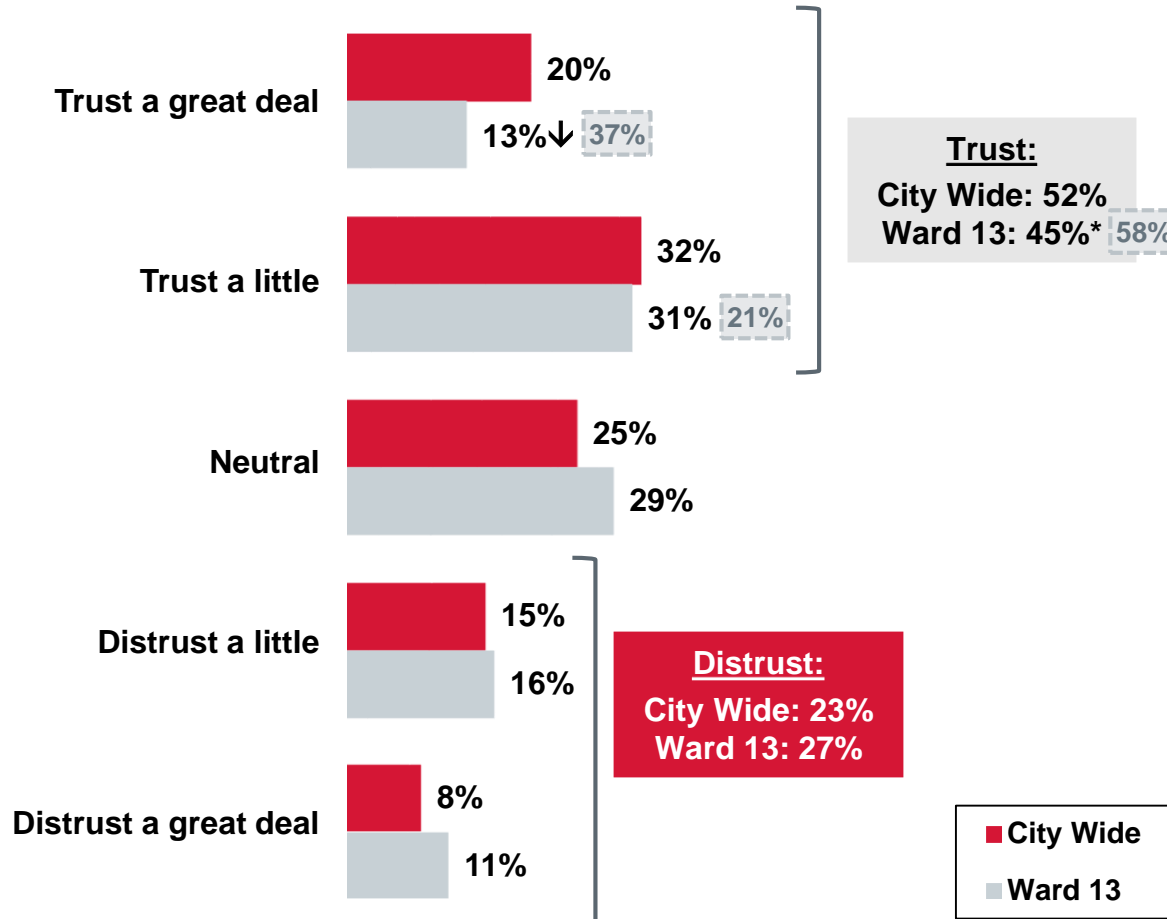


Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?

Base: Valid respondents (City Wide: n=2,495 / Ward 13: n=184)

*Rounding

Ward 13 2018



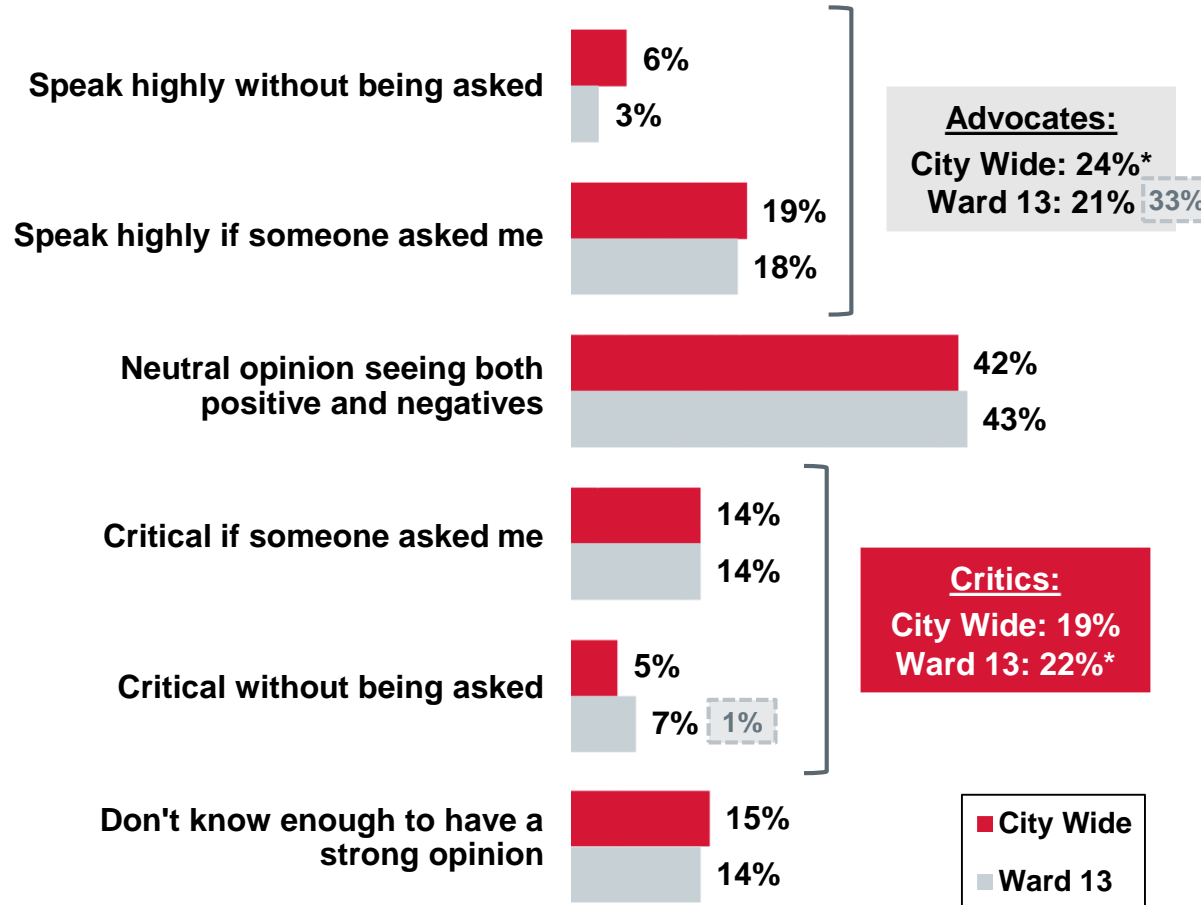
*Rounding

Ward 13 2018

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents (City Wide: n=2,495 / Ward 13: n=184)



Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

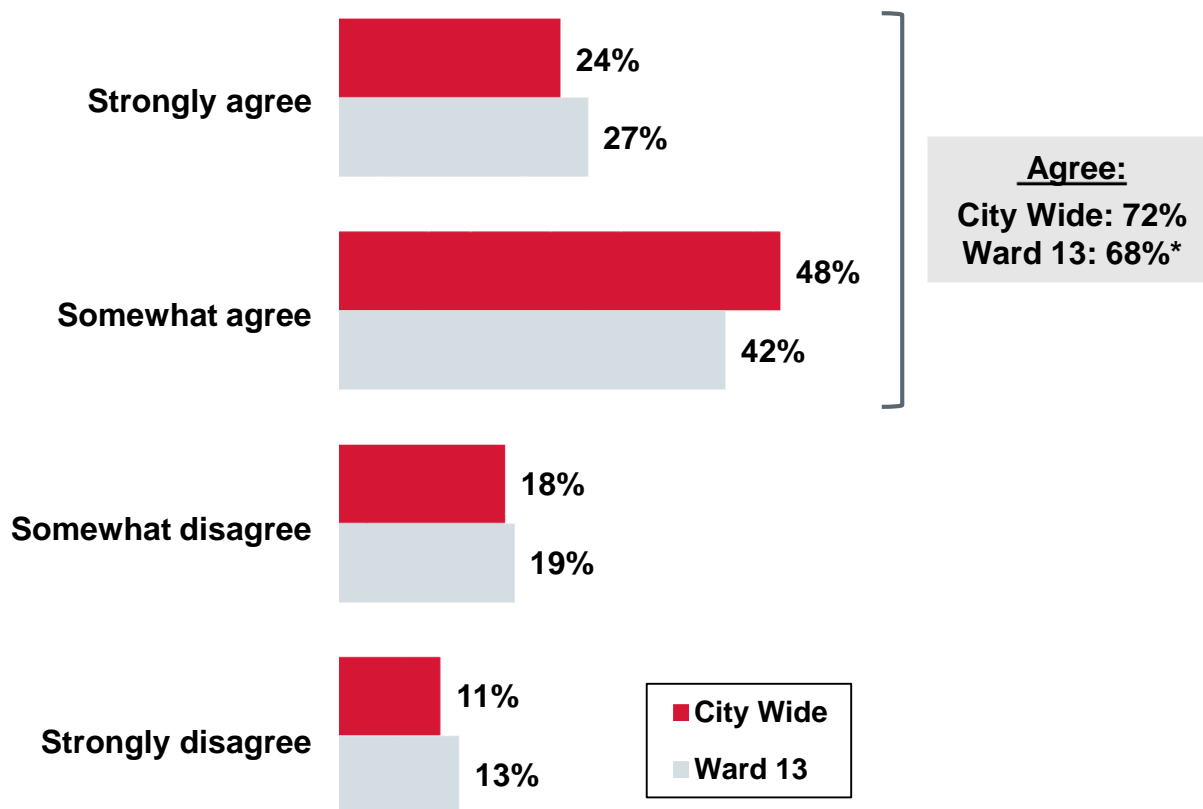
Base: Valid respondents (City Wide: n=2,488 / Ward 13: n=183)

*Rounding

Ward 13 2018

Understanding of the Roles of City Council versus City Administration

I understand the roles and responsibilities of City Council compared to those of City Administration



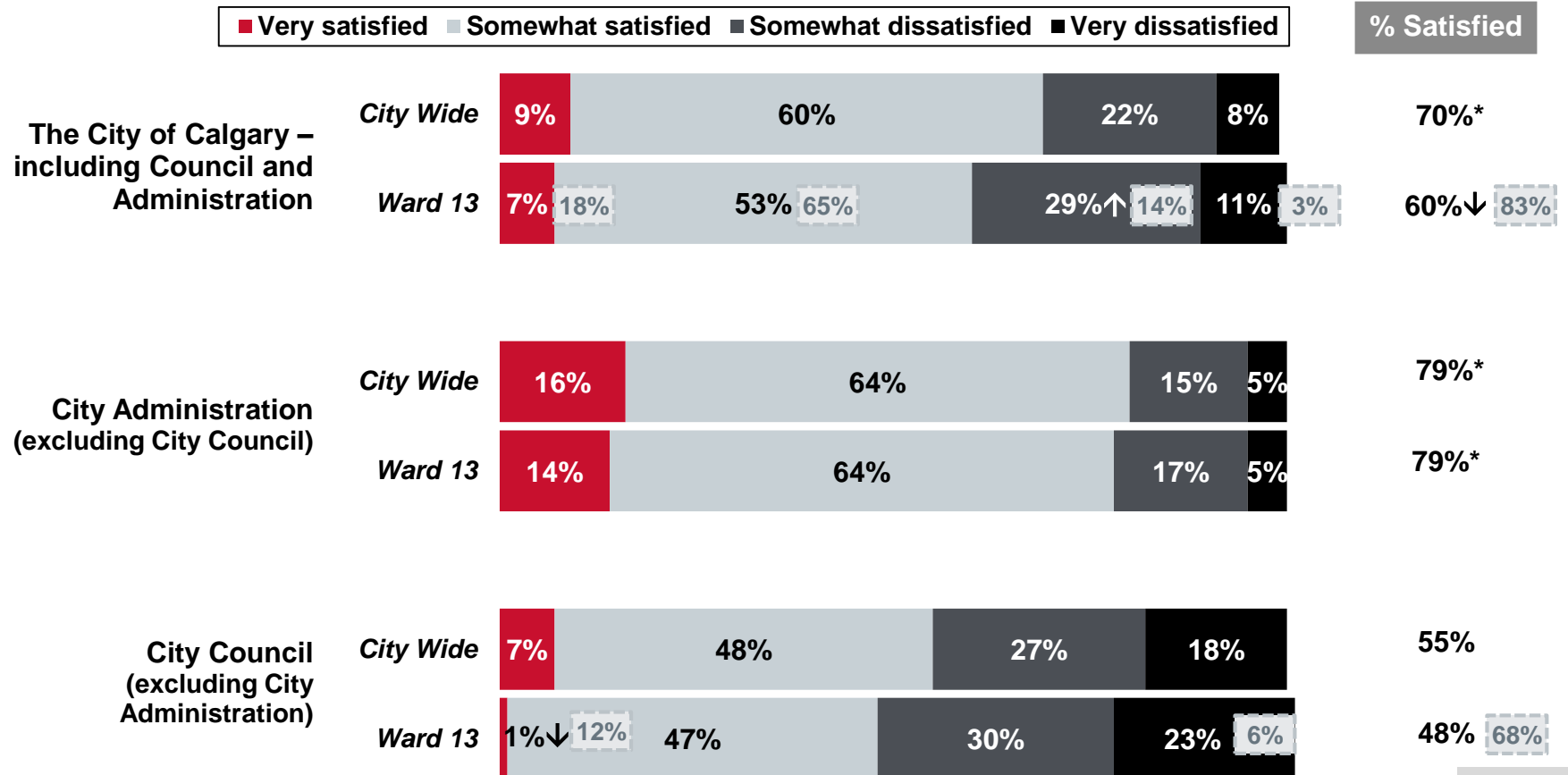
*Rounding

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

Base: Valid respondents (City Wide: n=2,458 / Ward 13: n=180)

Perceptions About City Performance

As you may know, **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. In other words, public servants who administer services, facilities, safety and infrastructure for communities.



*Rounding

Ward 13 2018

Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

Base: Valid respondents (Bases vary)

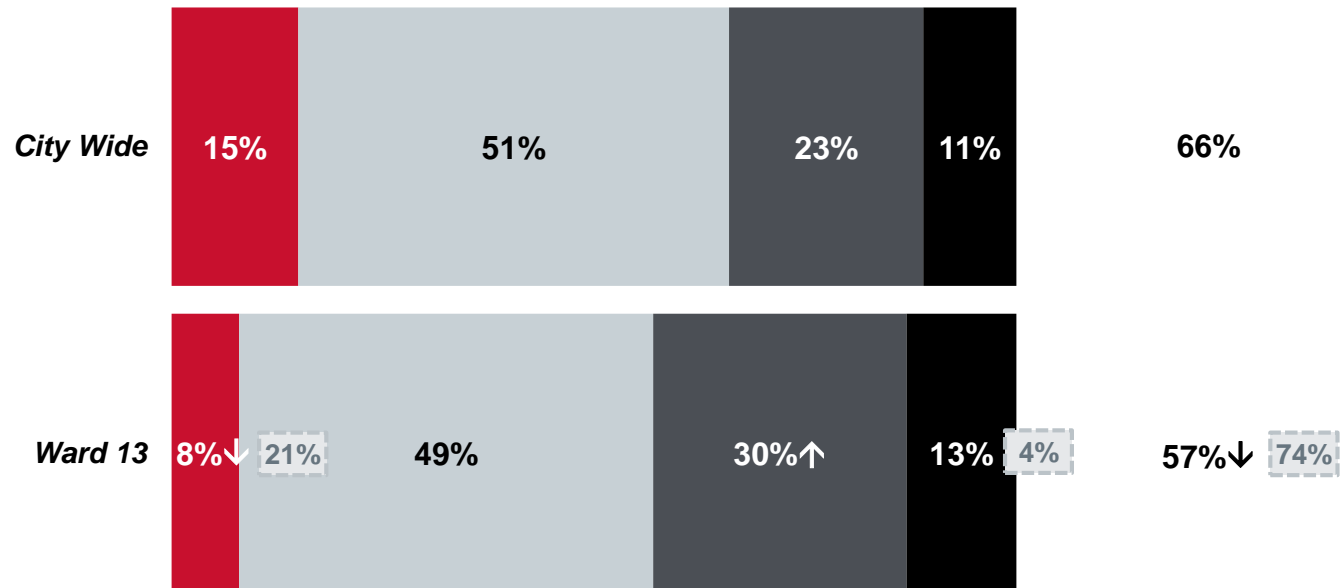
↑Statistically higher than City Wide
↓Statistically lower than City Wide

Attitudes Regarding Collaboration

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

% Agree

I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary

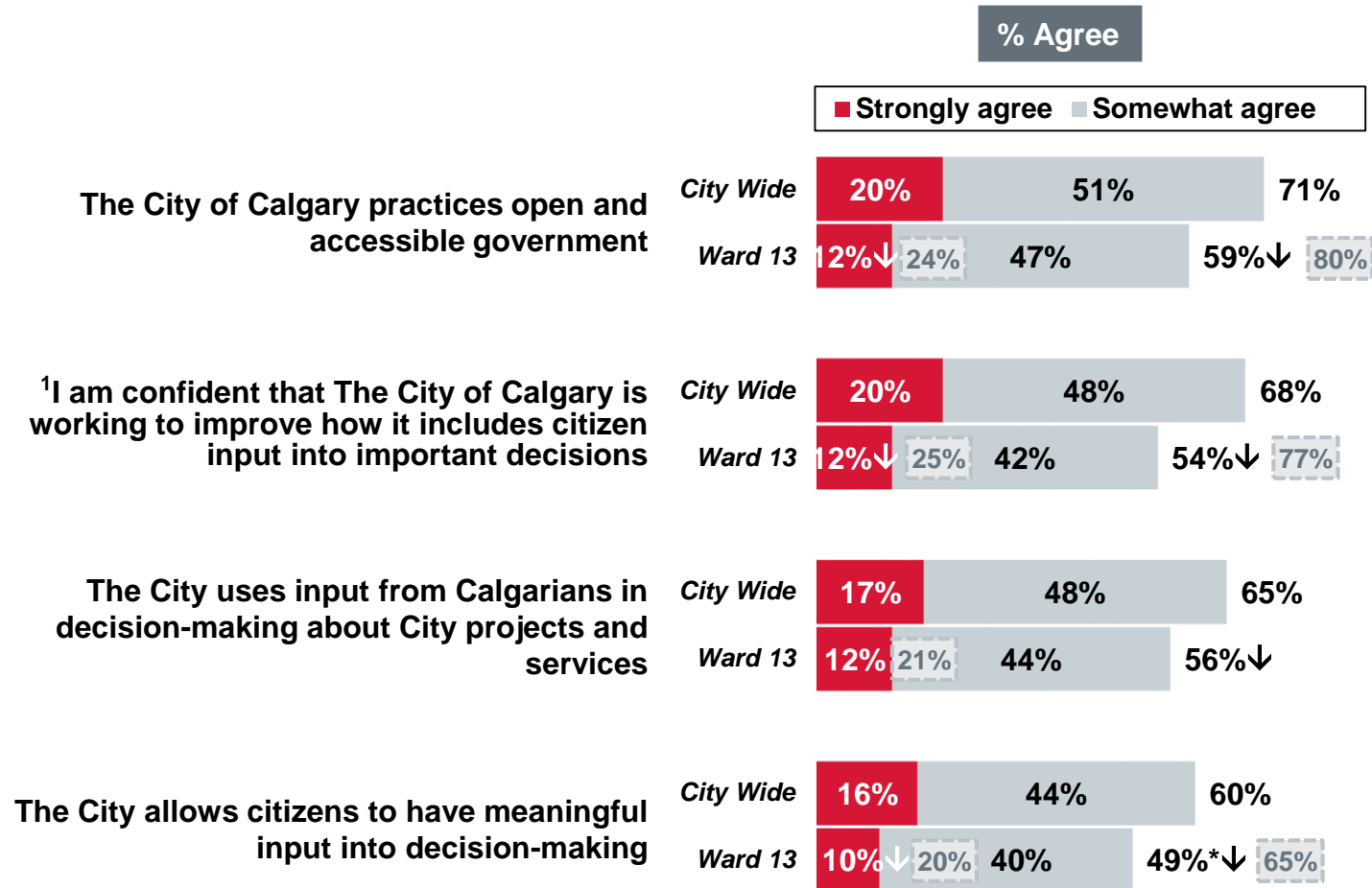


Ward 13 2018

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Please tell me whether you agree or disagree with each of the following statements?
Base: Valid respondents (City Wide: n=2,463 / Ward 13: n=182)

Perceptions of Transparency and Citizen Input



*Rounding

Ward 13 2018

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

¹Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (Bases vary)



Respondent Profile



Age

	City Wide	Ward 13
18 to 24	13%	8%
25 to 34	21%	15%
35 to 44	17%	19%
45 to 54	19%	22%
55 to 64	14%	15%
65 or older	16%	21%
<i>Mean</i>	<i>45</i>	<i>49</i>

Income

	City Wide	Ward 13
Less than \$30,000	6%	5%
\$30,000 to <\$45,000	9%	3%
\$45,000 to <\$60,000	11%	10%
\$60,000 to <\$75,000	8%	9%
\$75,000 to <\$90,000	8%	10%
\$90,000 to <\$105,000	11%	11%
\$105,000 to <\$120,000	11%	9%
\$120,000 to <\$150,000	13%	20%
\$150,000 or more	23%	23%

Education

	City Wide	Ward 13
Completed high school or less	16%	13%
Some post secondary or completed a college diploma	35%	34%
Completed university degree or post-grad degree	49%	53%

Gender

	City Wide	Ward 13
Male	50%	49%
Female	50%	51%
Other	0%	0%

Base: Valid respondents (Bases vary)

Household Characteristics

Type of Home

	City Wide	Ward 13
Single-detached house	70%	79%
Apartment or apartment-style condominium	12%	6%
Duplex, triplex or fourplex	8%	8%
Townhouse or rowhouse	8%	6%
Another type of multi-dwelling unit	1%	-

Children and Seniors in Household

	City Wide	Ward 13
Yes - Children	34%	36%
Yes - Seniors	18%	16%

Household Size

	City Wide	Ward 13
1	14%	16%
2	30%	30%
3	19%	17%
4	22%	19%
5 or more	15%	17%
Mean	3.0	3.0

Responsible for Property Taxes

	City Wide	Ward 13
Yes	84%	90%
No	16%	10%

Own or Rent

	City Wide	Ward 13
Own	76%	83%
Rent	19%	15%
Other	6%	1%

Tenure in Calgary

	City Wide	Ward 13
Less than 5 years	6%	-
5 to less than 10 years	9%	11%
10 to less than 15 years	10%	14%
15 to less than 20 years	11%	7%
20 to less than 30 years	23%	25%
30 to less than 40 years	16%	17%
40 or more	25%	26%
Mean	28	29

Base: Valid respondents (Bases vary)

Respondent Characteristics

Born in Canada

	City Wide	Ward 13
Yes	74%	79%
No	26%	21%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=600)	Ward 13 (n=41)
Less than 12	29%	13%
12 to 17	15%	20%
18 or older	56%	67%
No response	1%	-

Ethnic Background

	City Wide	Ward 13
Caucasian/ White	26%	25%
British	18%	17%
Canadian/ French Canadian	17%	18%
Northern or Western European	12%	12%
East or Southeast Asian	9%	6%
Southern or Eastern European	7%	11%
South Asian	7%	3%
Central/ South American or Caribbean	3%	2%
West Asian or Middle Eastern	3%	3%
African	3%	2%
Aboriginal/ First Nations/ Metis	2%	3%

Disability

	City Wide	Ward 13
Yes	17%	21%
No	83%	79%

Visible Minority

	City Wide	Ward 13
Yes	24%	18%
No	76%	82%

Base: Valid respondents (Bases vary)

Contact

Krista Ring
Manager, Customer Experience, Strategy, and Research
The City of Calgary
403-268-9963 | 403-988-9425
Krista.Ring@Calgary.ca