

A wide-angle photograph of the Calgary skyline at dusk. The city is illuminated with warm yellow and orange lights, contrasting with the deep blue twilight sky. Several prominent skyscrapers are visible, including the Calgary Tower on the left.

# **One Calgary: Service Plans & Budgets 2019-2022**

## Service Value Dimensions

Citizens' View Research Report | May 2018

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## Methodology

## Background & Objectives

In supporting the shift to a service-based view of our multi-year plans and budgets for 2019-2022, The One Calgary Program wishes to leverage citizen insights to gain a better understanding of Calgarians' perspectives around service value dimensions and the perception of value from what they are getting for their tax dollars from The City.

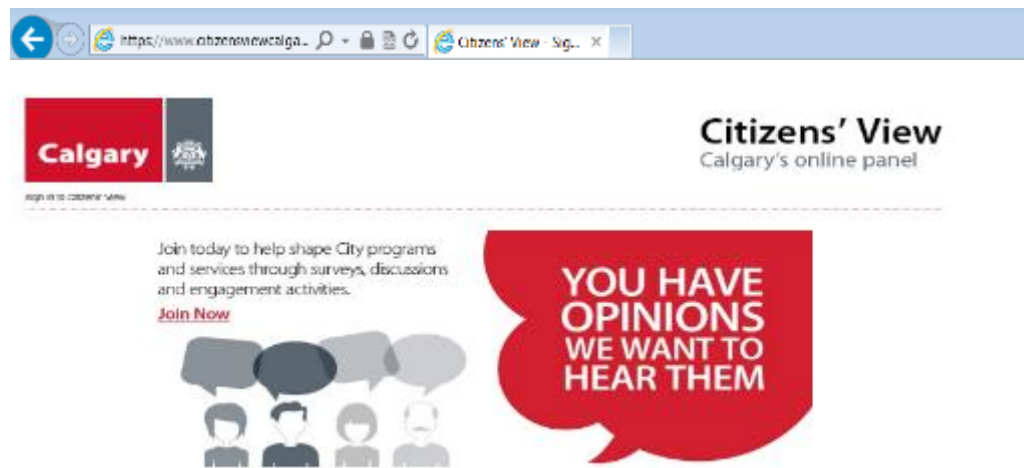
Towards this, the Corporate Research Team conducted research to help guide and inform the decisions on service plans and budgets for 2019-2022.

This report details the research results of a survey conducted with Calgarians via the Citizens' View Panel to better understand citizen perspectives and priorities for service value dimensions.

This report is organized by Council Priority, and then by Service. Please note Services may contribute to more than one Council Priority.

# Methodology

- I. **Citizens' View** is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.
- II. The survey was launched on April 12 to 20 to 3,346 panelists. A total of 865 panelists completed the survey.
- III. The following findings may not be statistically representative of all Calgarians. Given the makeup of panelists currently on the Citizens' View panel, findings should be regarded as directional and should not be projected to the larger population without additional research with a representative sample of Calgarians.



## Special note on importance & rankings

Please note: respondents were asked to both:

- **evaluate** the importance of each service value dimension on a scale, from very important to not important at all; and,
- **rank** each service value dimension in order of importance.

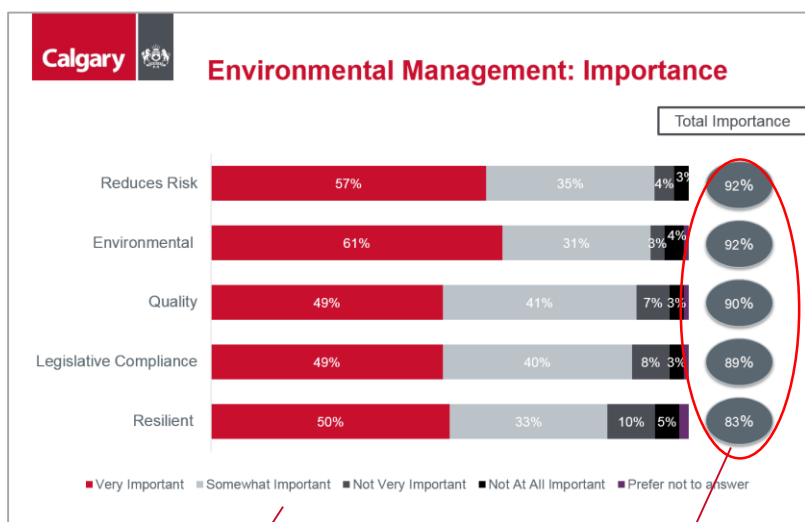
Ranking results shown are both the average rank of each service value dimension as well as its overall position in the ranking against others.

Both ranking and importance give us a greater depth of insight into each service value dimension, and allows us to better understand how these services are seen by Calgarians.

# How to read this report

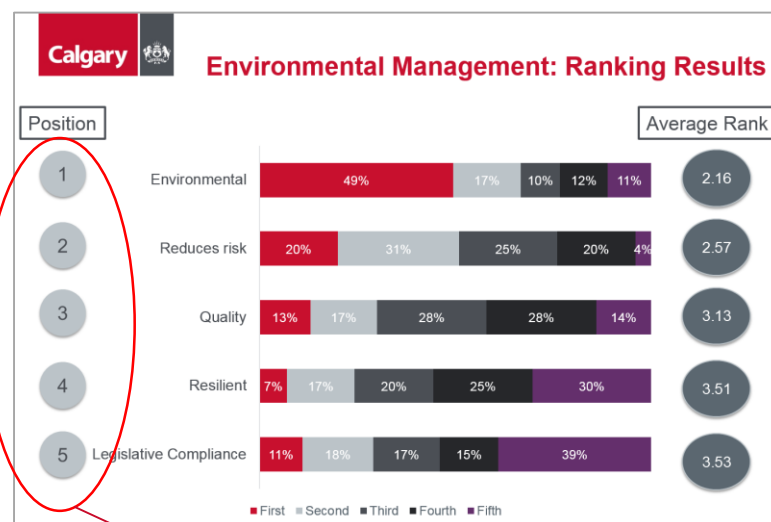
This report details the research results of the One Calgary survey conducted with Calgarians via the Citizens' View Panel to better understand citizen perspectives and priorities for service value dimensions.

This report is divided by Council Priority, and then by service line.



The Citizens' View research asked participants to evaluate the importance of each service value dimension on a scale, from very important to not important at all.

Percentages show the total importance (very + somewhat important)



The Citizens' View research also asked participants to rank service value dimensions in order of importance. Rankings are presented as 1, 2, 3, 4, etc., depending on the number of service value dimensions.

*Please note: each service selects and defines their own service value dimensions, and service value dimension definitions are not consistent from service to service. Definitions of all dimensions can be found at the beginning of each service section.*



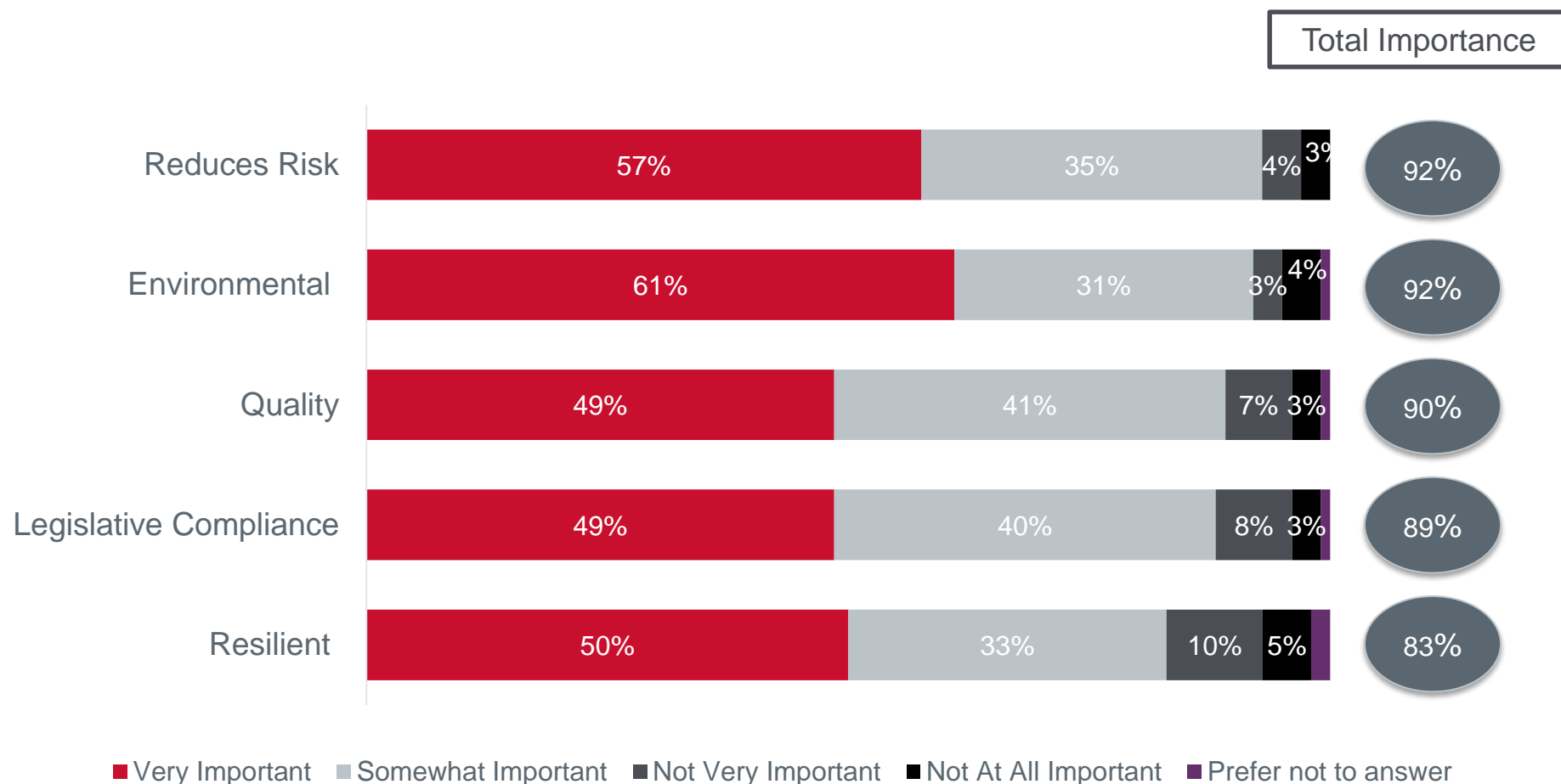
## A Healthy & Green City

## Environmental Management Service

**Environmental Management** service coordinates and supports business units to manage environmental issues, risks, opportunities and trends.

|                               |  |
|-------------------------------|--|
| <b>Environmental</b>          | The City takes actions to conserve, protect and enhance the environment.     |
| <b>Legislative Compliance</b> | The City follows provincial and federal environmental legislation.           |
| <b>Reduces risk</b>           | The City takes action to prevent or reduce environmental risks.              |
| <b>Resilient</b>              | The City has services that help me make it through any environmental events. |
| <b>Quality</b>                | The City delivers high quality environmental management.                     |

# Environmental Management: Importance

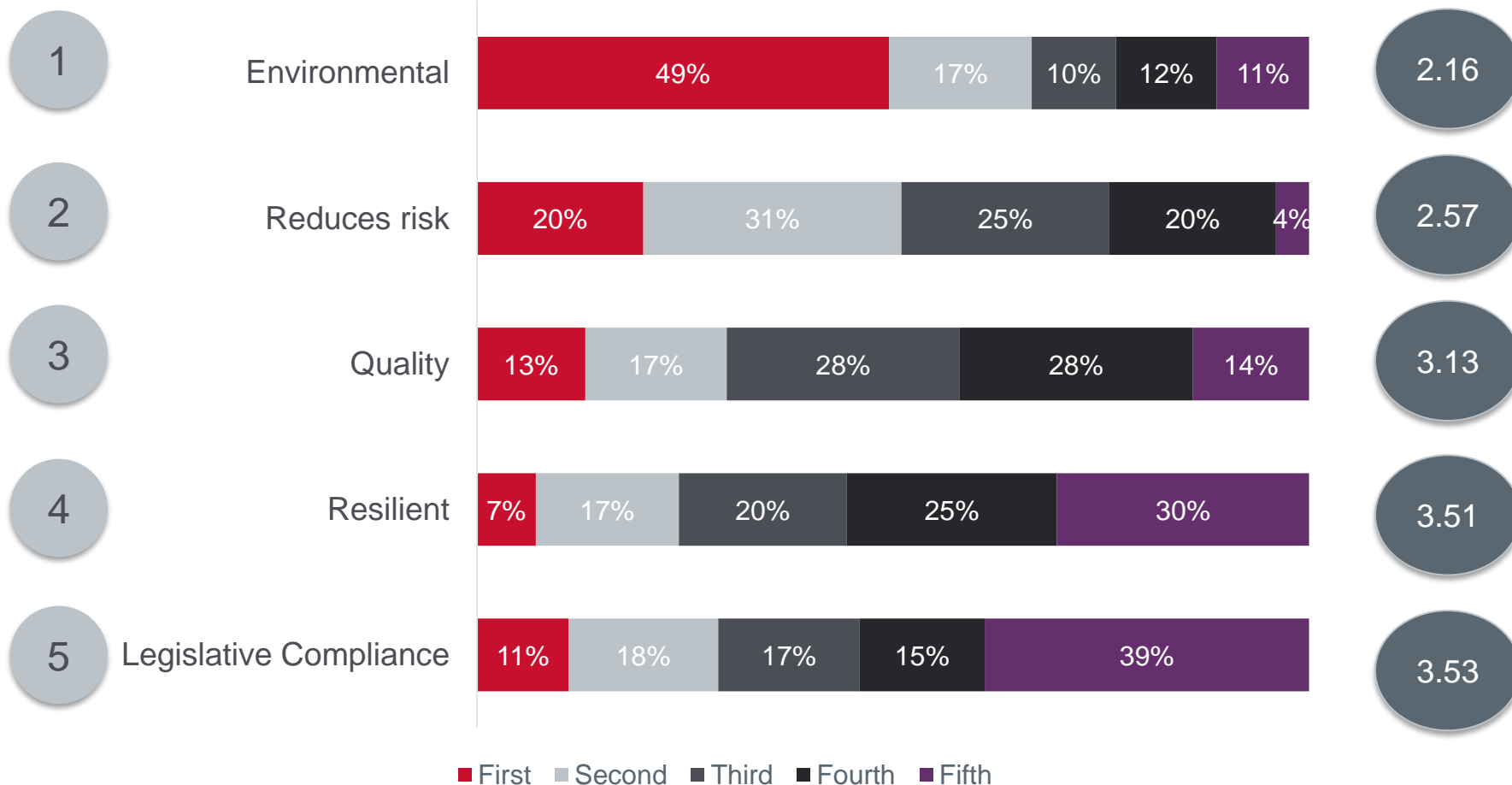


Q: For the Environmental Management service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 181)

# Environmental Management: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 166)

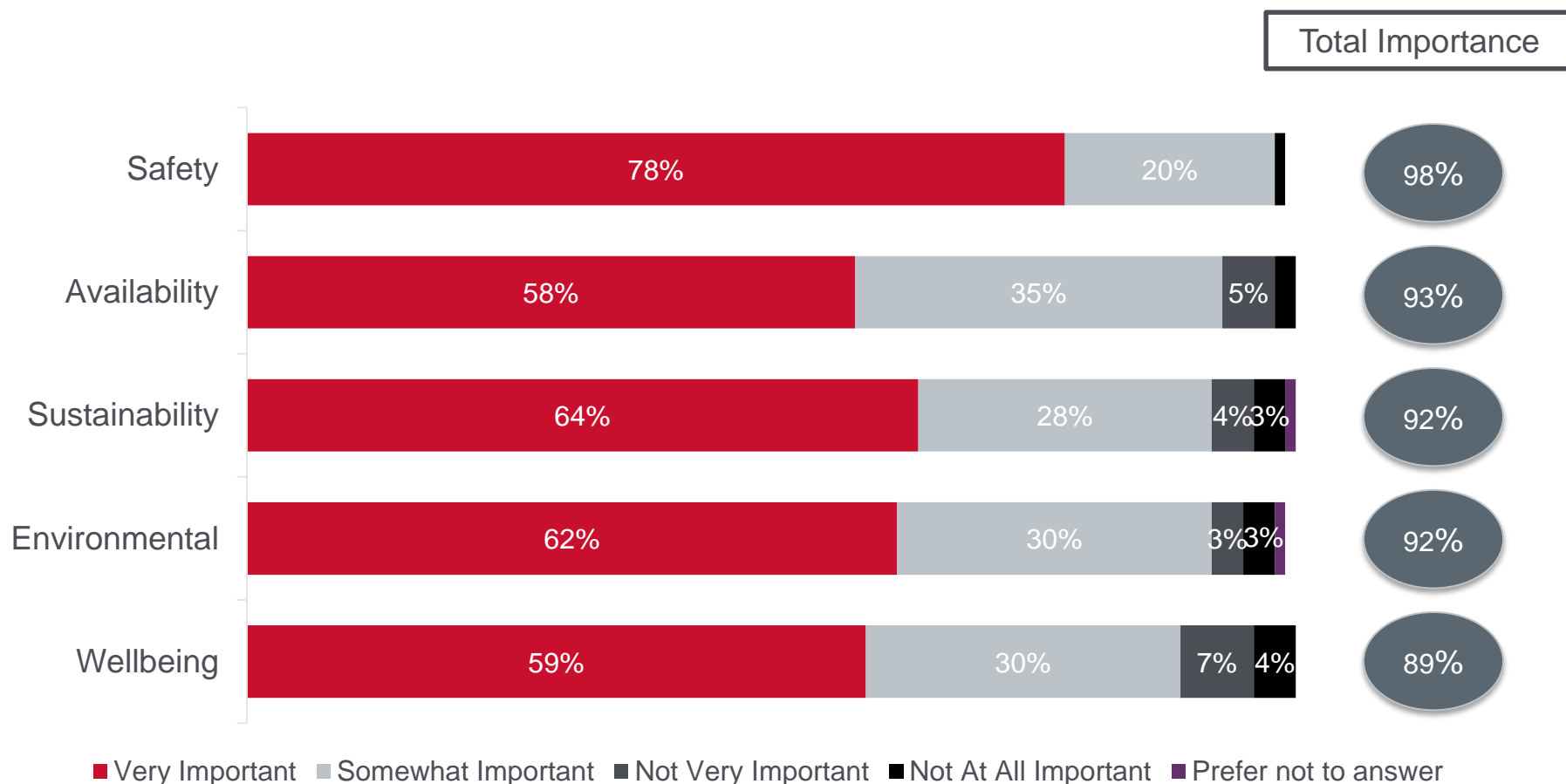


## Parks & Open Spaces Service

**Parks & Open Spaces** service plans, builds, preserves and maintains public parks and open spaces.

|                       |  |
|-----------------------|--|
| <b>Wellbeing</b>      | I can go to parks and open spaces all year to be in nature, be with my friends and family, and do fun, active and cultural activities. |
| <b>Availability</b>   | I have parks in my community.  |
| <b>Safety</b>         | Parks and open spaces are safe.  |
| <b>Sustainability</b> | The City protects Calgary's natural environment and contributes to urban resilience.   |
| <b>Environmental</b>  | The City protects Calgary's ecosystems.  |

# Parks & Open Spaces: Importance

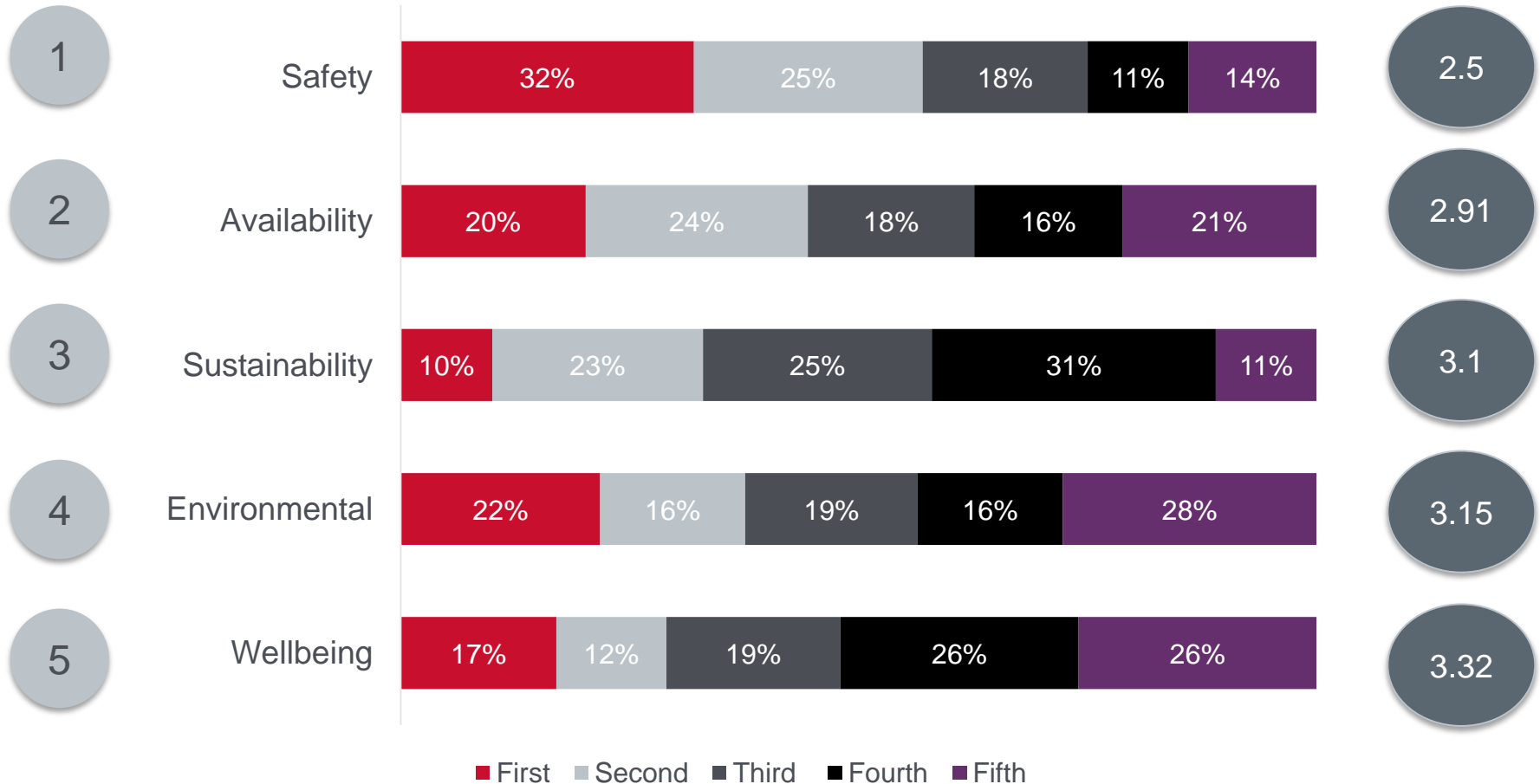


Q: For the Parks & Open Spaces service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 181)

# Parks & Open Spaces: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 168)

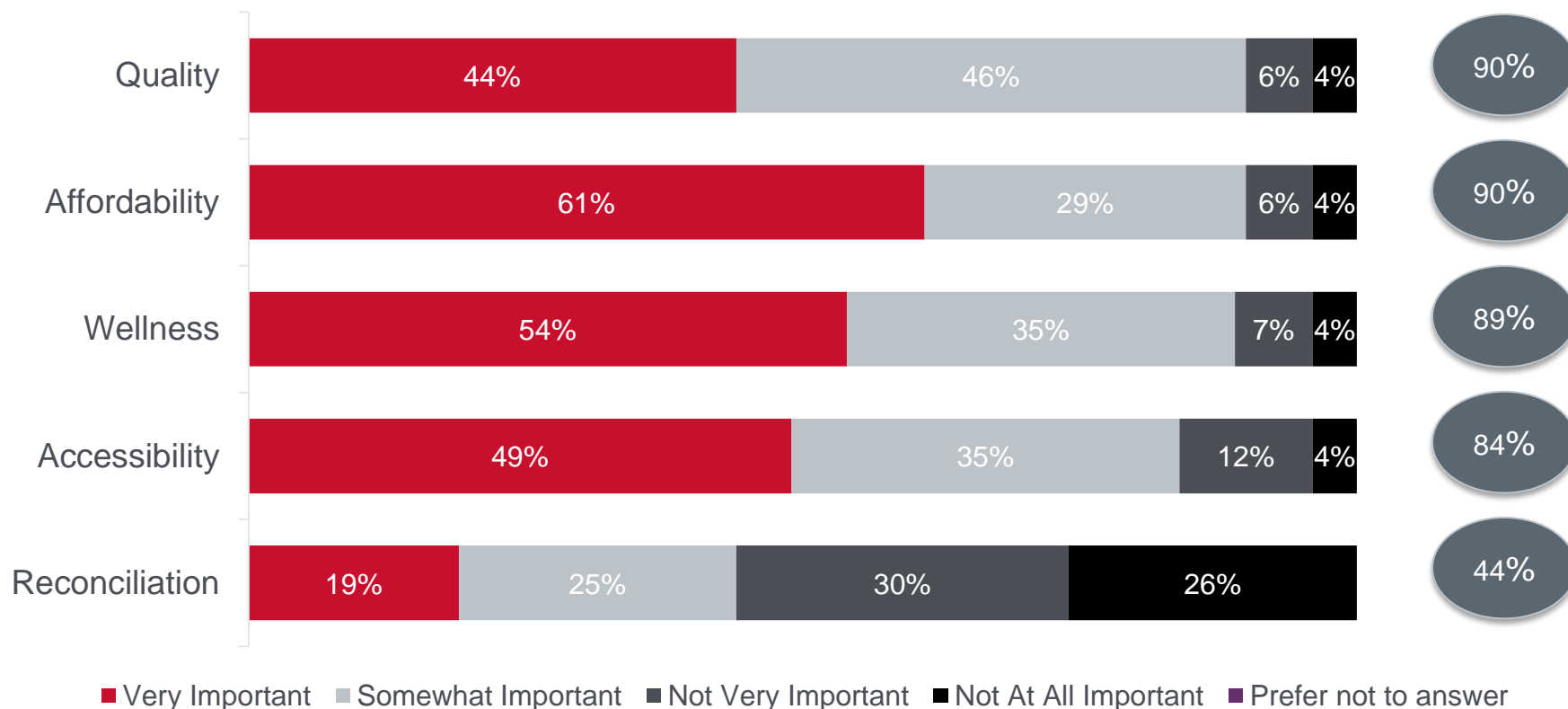
## Recreation Opportunities Service

**Recreation Opportunities** service provides a variety of recreation, sport and leisure activities.

|                       |  |
|-----------------------|--|
| <b>Accessibility</b>  | I can access recreation easily. It is inclusive, convenient, and welcoming to all Calgarians.                |
| <b>Affordability</b>  | The City has recreation for Calgarians of all income levels.   |
| <b>Quality</b>        | The City has recreation activities and services that are of a high standard and adapt over time.             |
| <b>Wellness</b>       | The City has services, places and spaces that allow me, my family and my community to be healthy and active. |
| <b>Reconciliation</b> | The City includes indigenous cultural expression in the design and delivery of recreation.                   |

# Recreation Opportunities: Importance

Total Importance

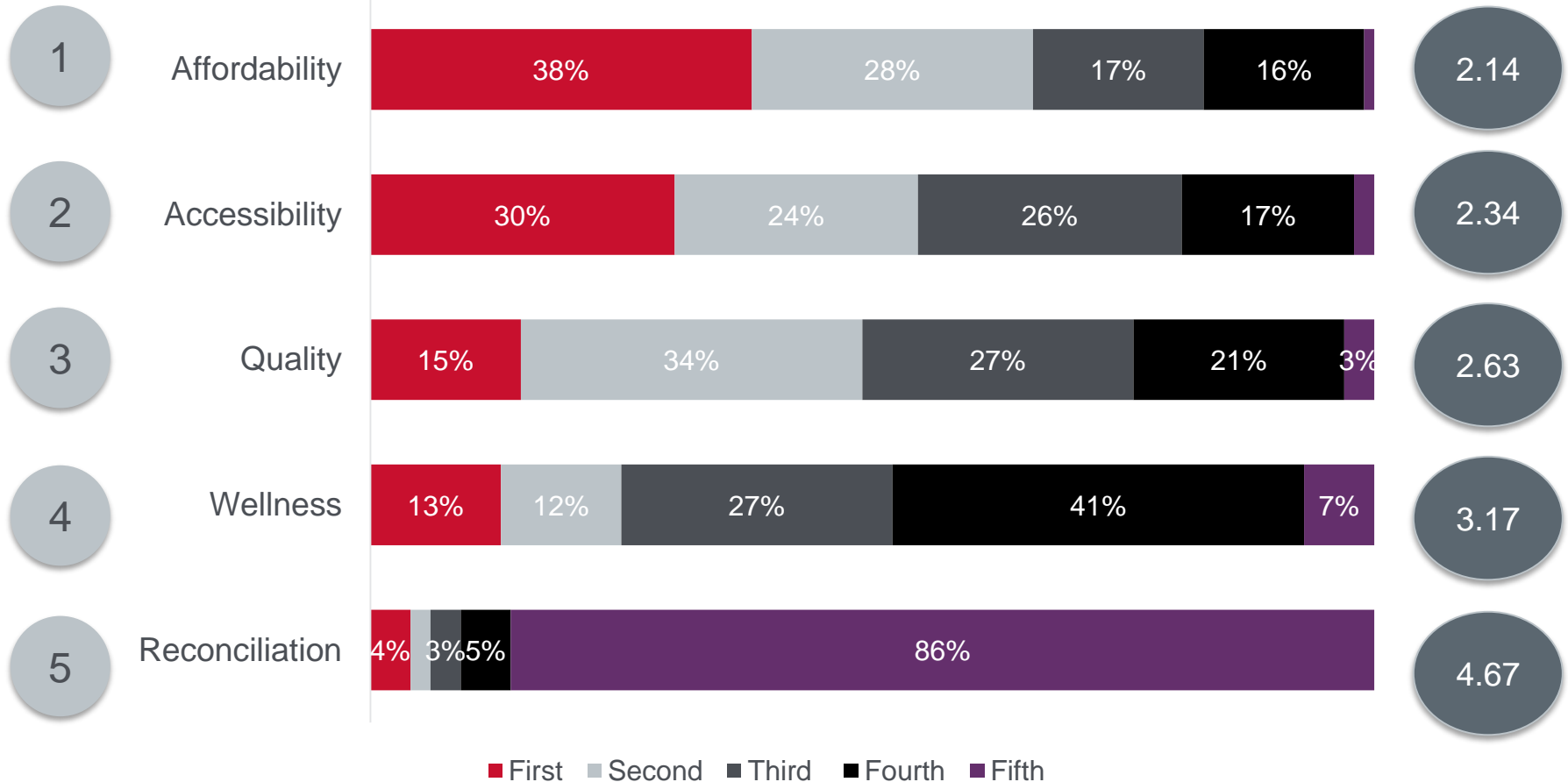


Q: For the Recreation Opportunities service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 181)

# Recreation Opportunities: Ranking Results

Position

Average Rank



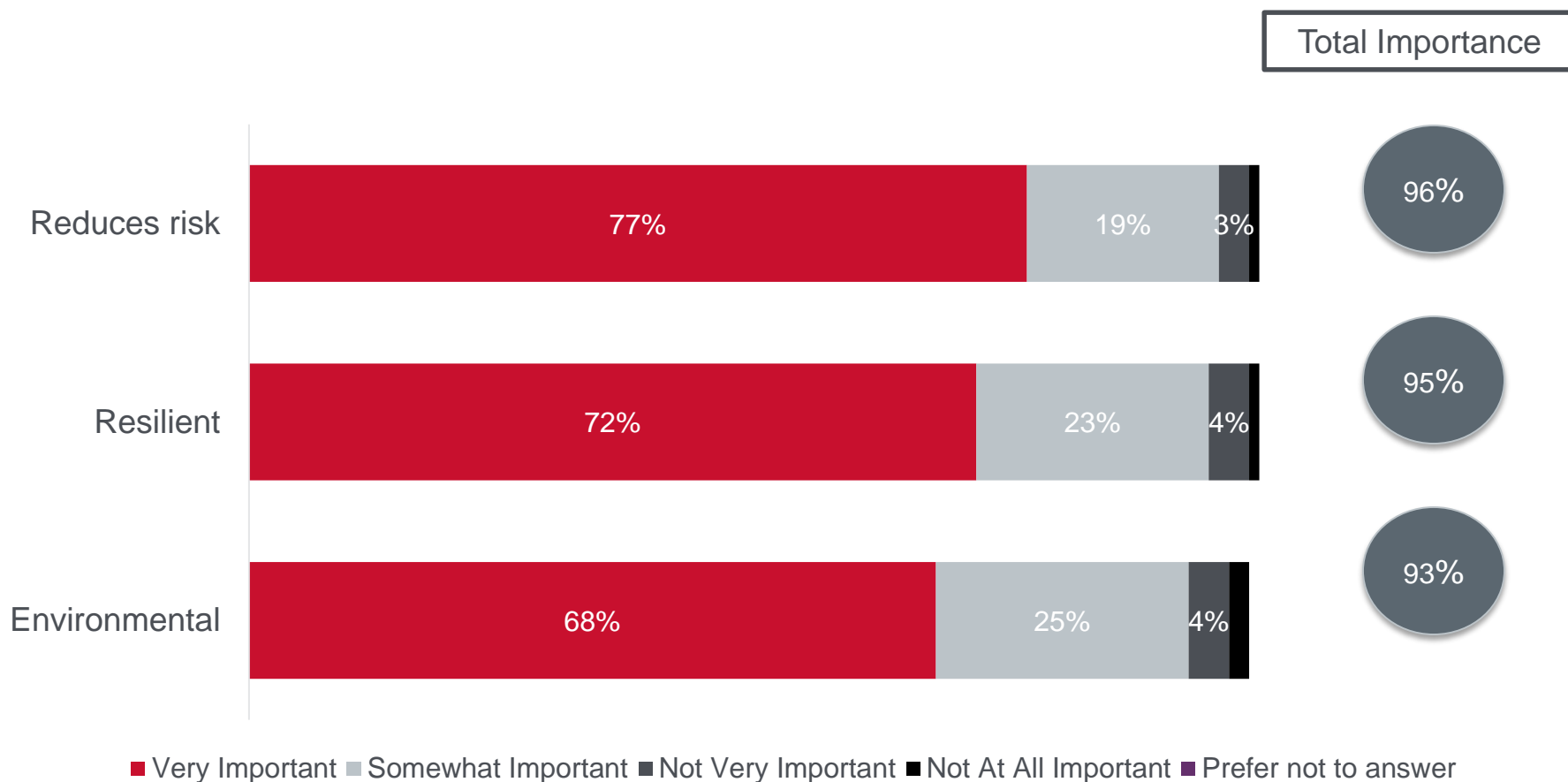
Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 169)

## Stormwater Management Service

**Stormwater Management** service collects and controls stormwater and minimizes impact on the rivers.

|                      |  |
|----------------------|--|
| <b>Reduces risk</b>  | The City works to reduce flooding from rain and snow melt that impacts homes, businesses and the community.    |
| <b>Resilient</b>     | Calgary is prepared for flooding and recovers quickly.   |
| <b>Environmental</b> | The City works to keep our rivers and surrounding natural areas healthy by reducing the impact of development. |

# Stormwater Management: Importance

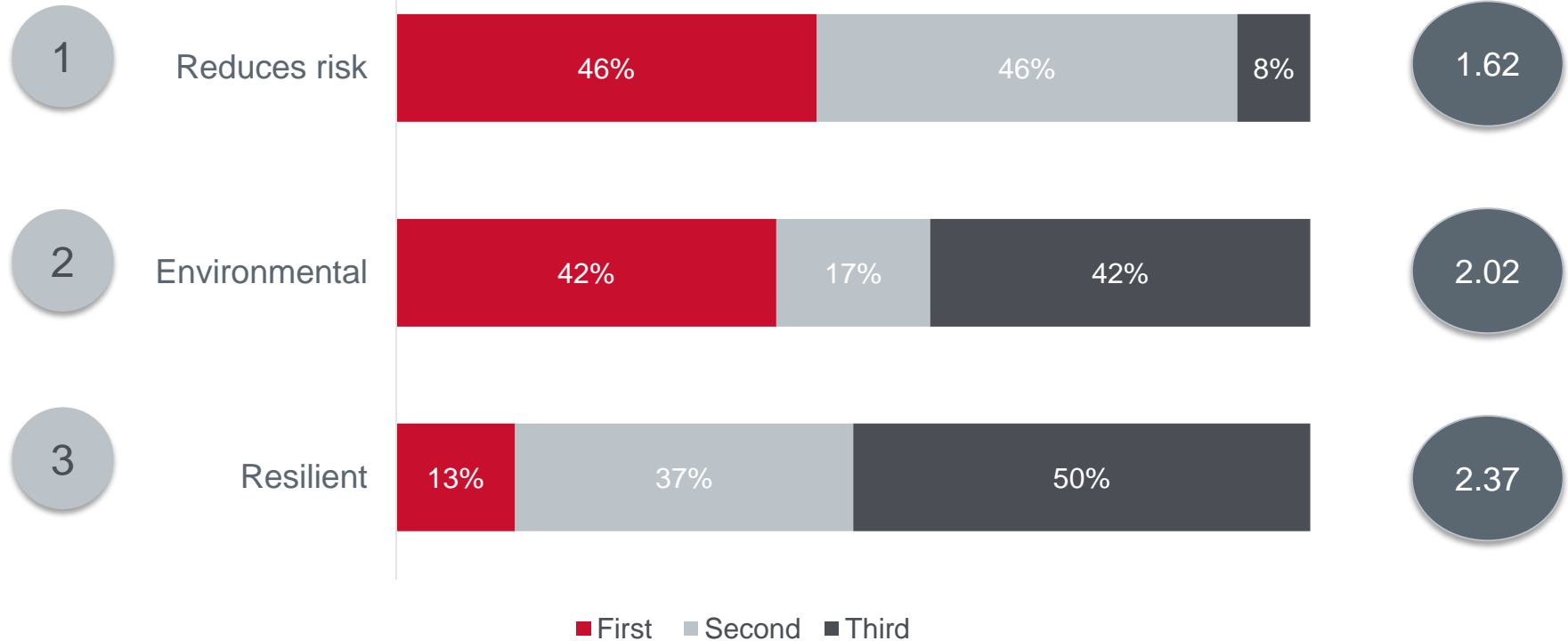


Q: For the Stormwater Management service, please indicate how important you feel each of the following is.  
Sample size: valid responses (n = 181)

# Stormwater Management: Ranking Results

Position

Average Rank



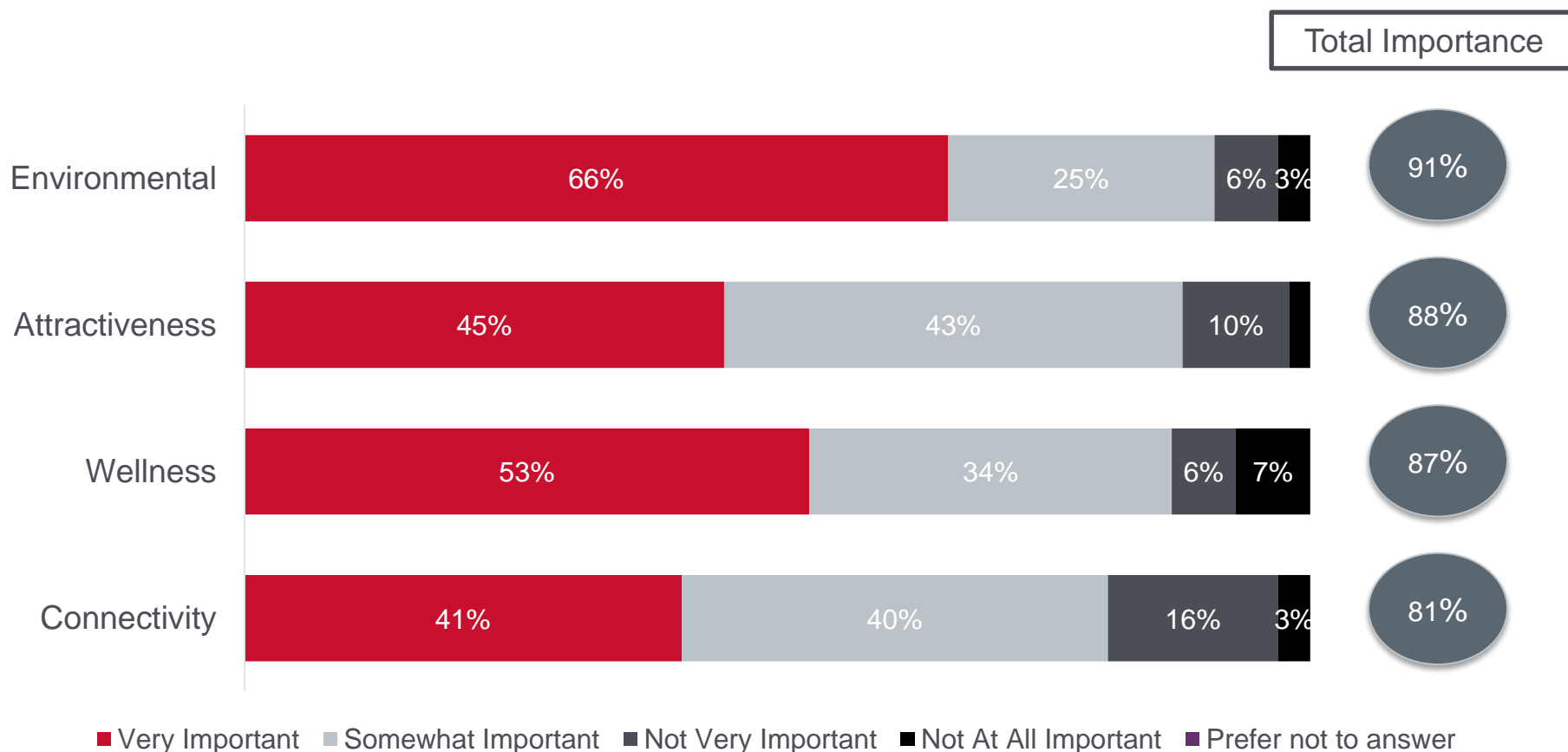
Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 166)

## Urban Forestry Service

**Urban Forestry** service plants, maintains and protects public trees.

|                       |   |
|-----------------------|---|
| <b>Environmental</b>  | The City protects Calgary's forest.   |
| <b>Connectivity</b>   | Calgary has trees for their shade and because they make my walks more enjoyable.                  |
| <b>Wellness</b>       | Calgary has forests for the good effects they have on my health.                                  |
| <b>Attractiveness</b> | There are trees in my community for their beauty and the effects they have on my property values. |

## Urban Forestry: Importance

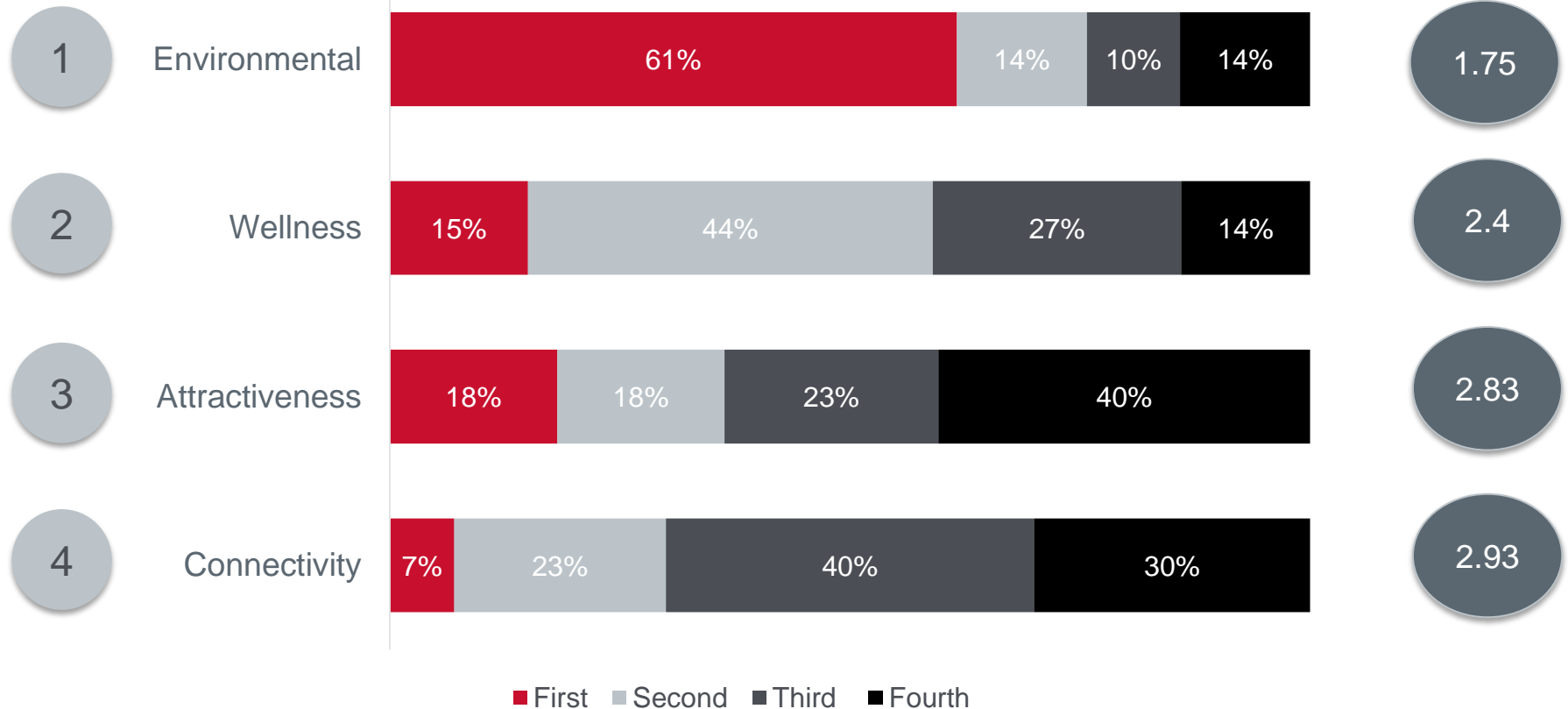


Q: For the Urban Forestry service, please indicate how important you feel each of the following is.  
Sample size: valid responses (n = 181)

# Urban Forestry: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.

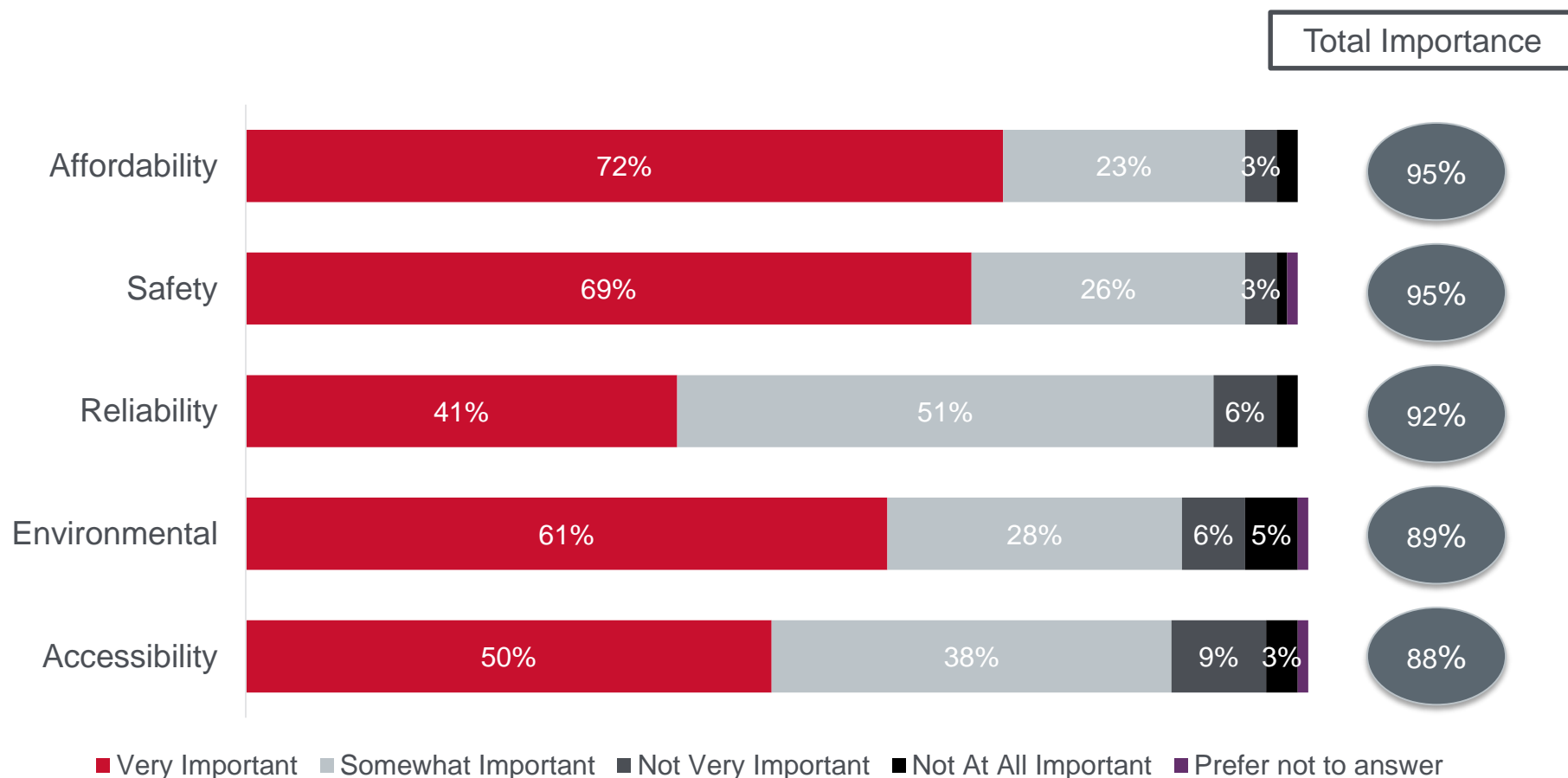
Sample size: valid responses (n = 166)

## Waste & Recycling Service

**Waste & Recycling** service includes waste collection, management of landfills and operation of waste diversion programs to protect public health and the environment.

|                      |   |
|----------------------|---|
| <b>Safety</b>        | All waste & recycling activities are performed safely. Everyone is safe at City work sites and facilities.  |
| <b>Reliability</b>   | Schedules for services and access to facilities are reliable and my questions are answered in a timely manner.  |
| <b>Environmental</b> | Calgarians do their part in waste reduction and diversion. Waste and recycling in Calgary meets regulatory requirements to protect public health, safety and the environment. |
| <b>Accessibility</b> | The City gives me the information I need to know how to properly dispose of materials (garbage, recyclable, food and yard waste, household hazardous waste).                  |
| <b>Affordability</b> | Rate and user fees are transparent and fair.  |

## Waste & Recycling: Importance

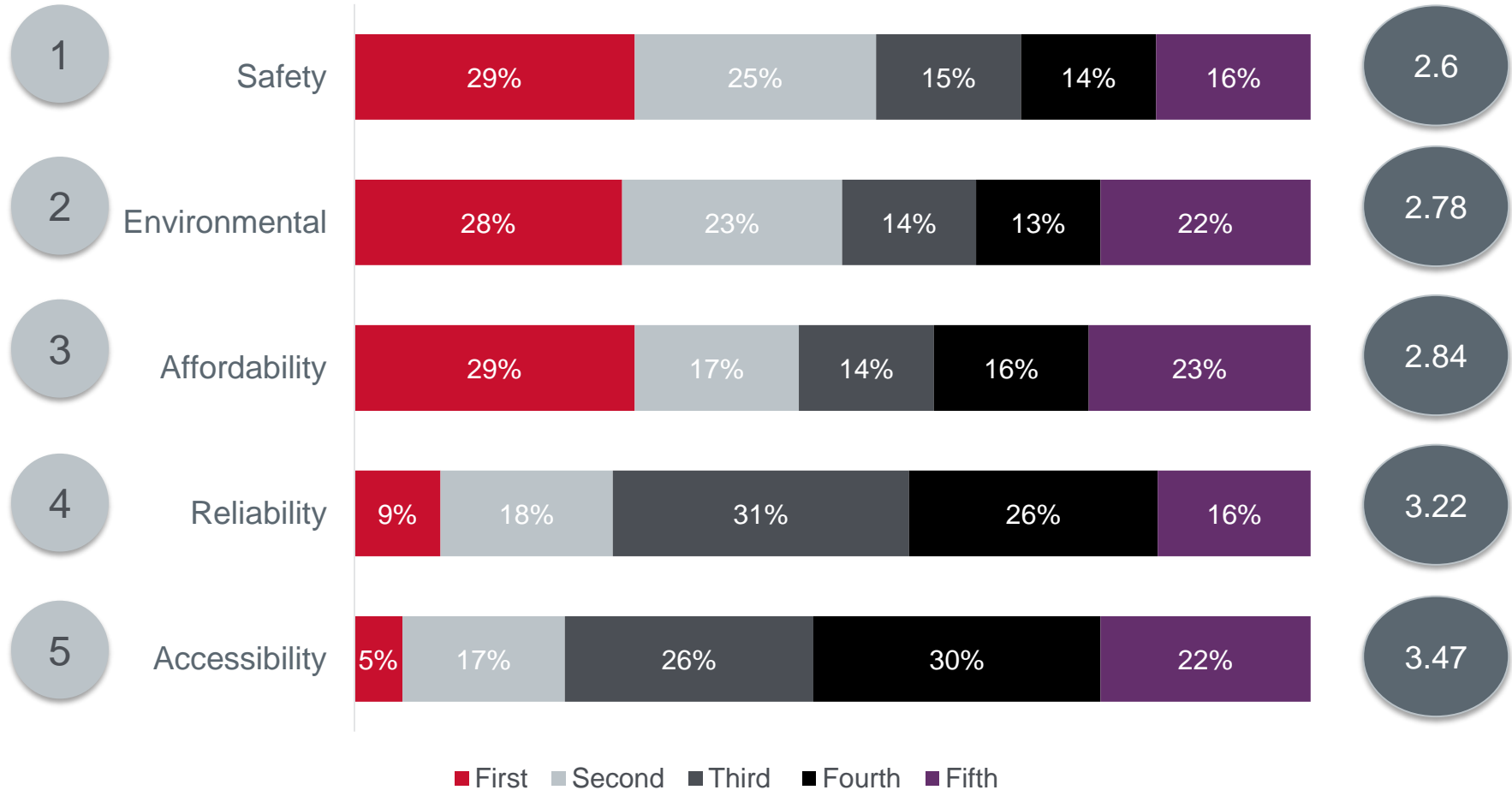


Q: For the Waste & Recycling service, please indicate how important you feel each of the following is.  
Sample size: valid responses (n = 181)

# Waste & Recycling: Ranking Results

Position

Average Rank



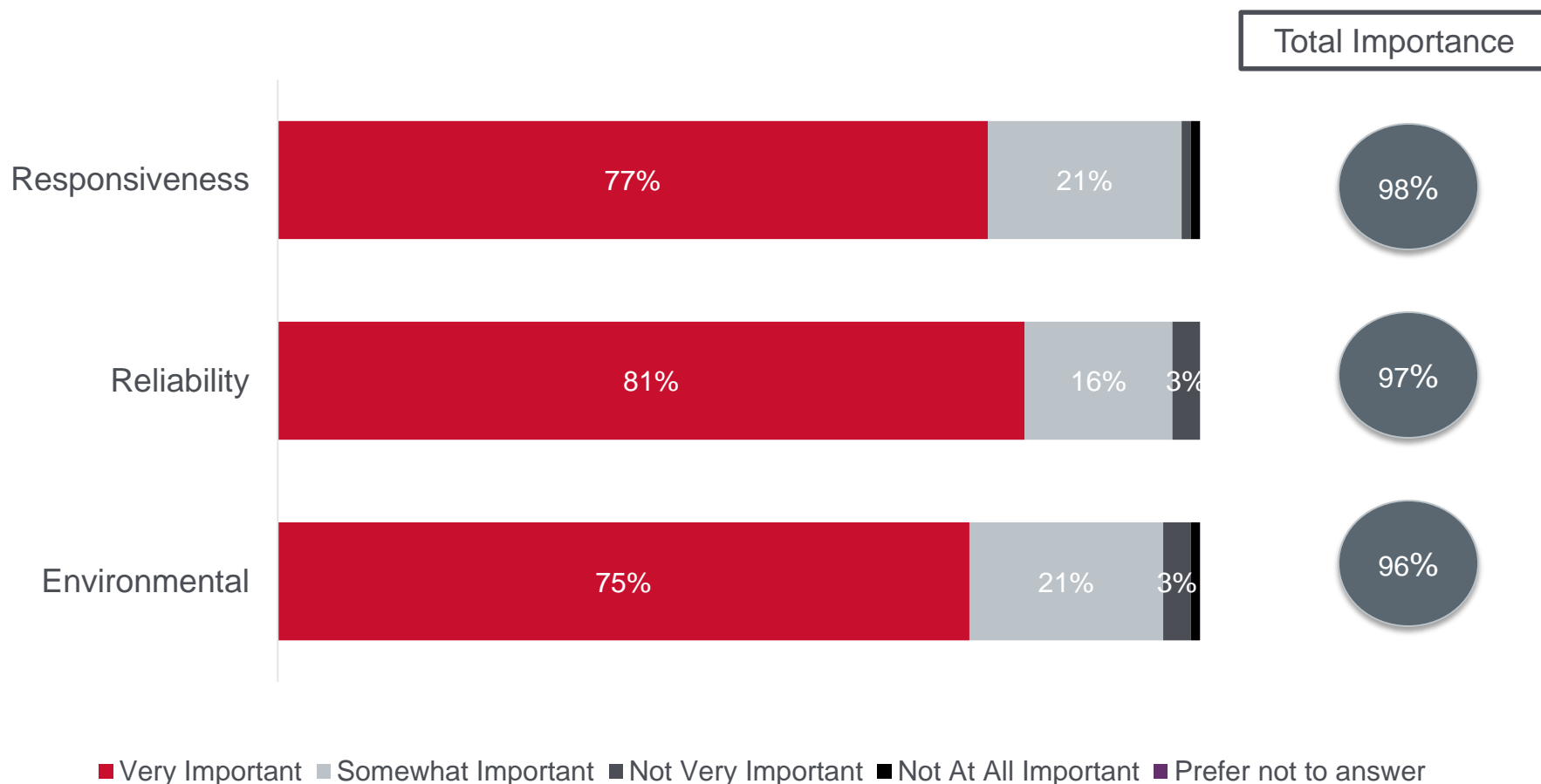
Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 169)

# Wastewater Collection & Treatment Service

**Wastewater Collection & Treatment** service collects and treats sewage. It protects public health, property and the environment.

|                       |  |
|-----------------------|--|
| <b>Reliability</b>    | The City works to reduce sanitary sewer backups in homes, businesses and the community.            |
| <b>Environmental</b>  | The City manages wastewater from toilets, sinks and drains in a way that protects the environment. |
| <b>Responsiveness</b> | The City responds quickly to a sanitary sewer backup in homes, businesses and the community.       |

# Wastewater Collection & Treatment: Importance

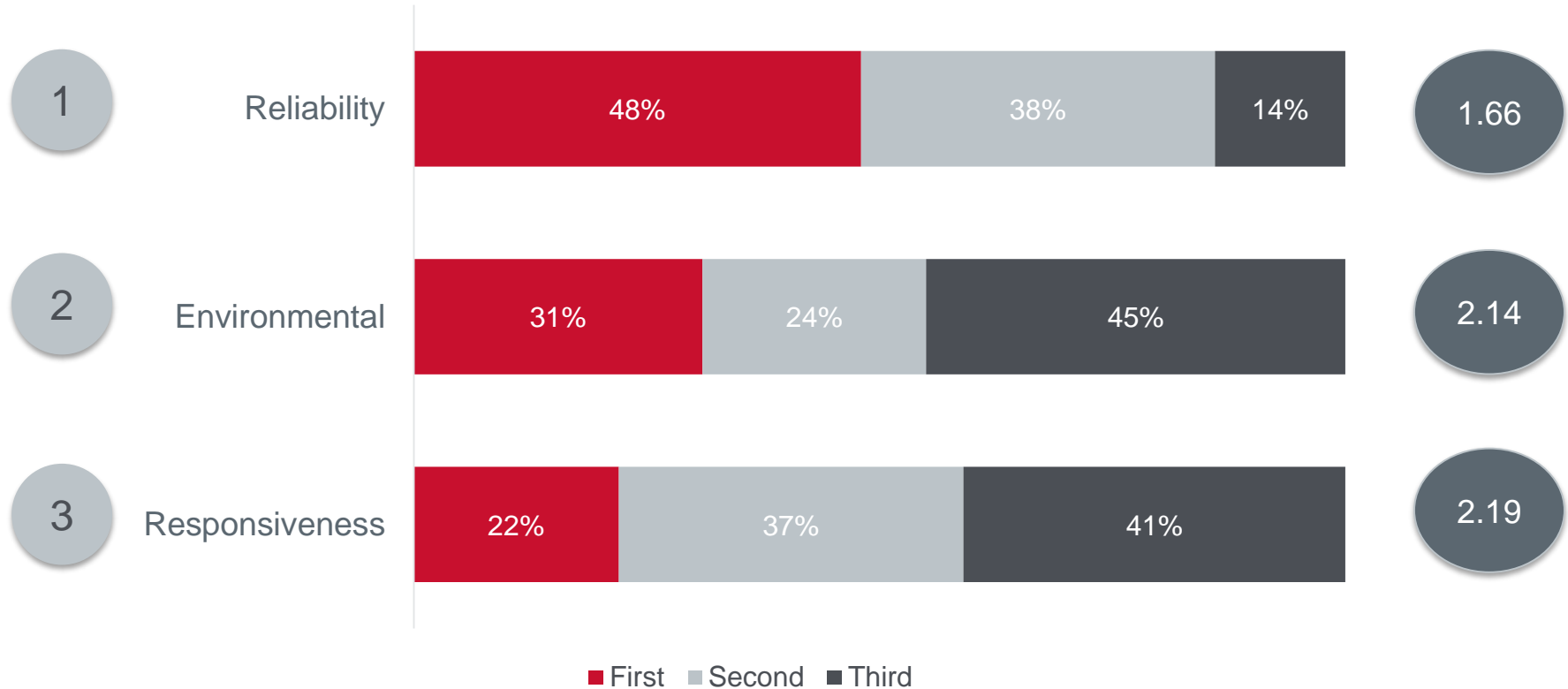


Q: For the Wastewater Collection & Treatment service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 181)

# Wastewater Collection & Treatment: Ranking Results

Position

Average Rank



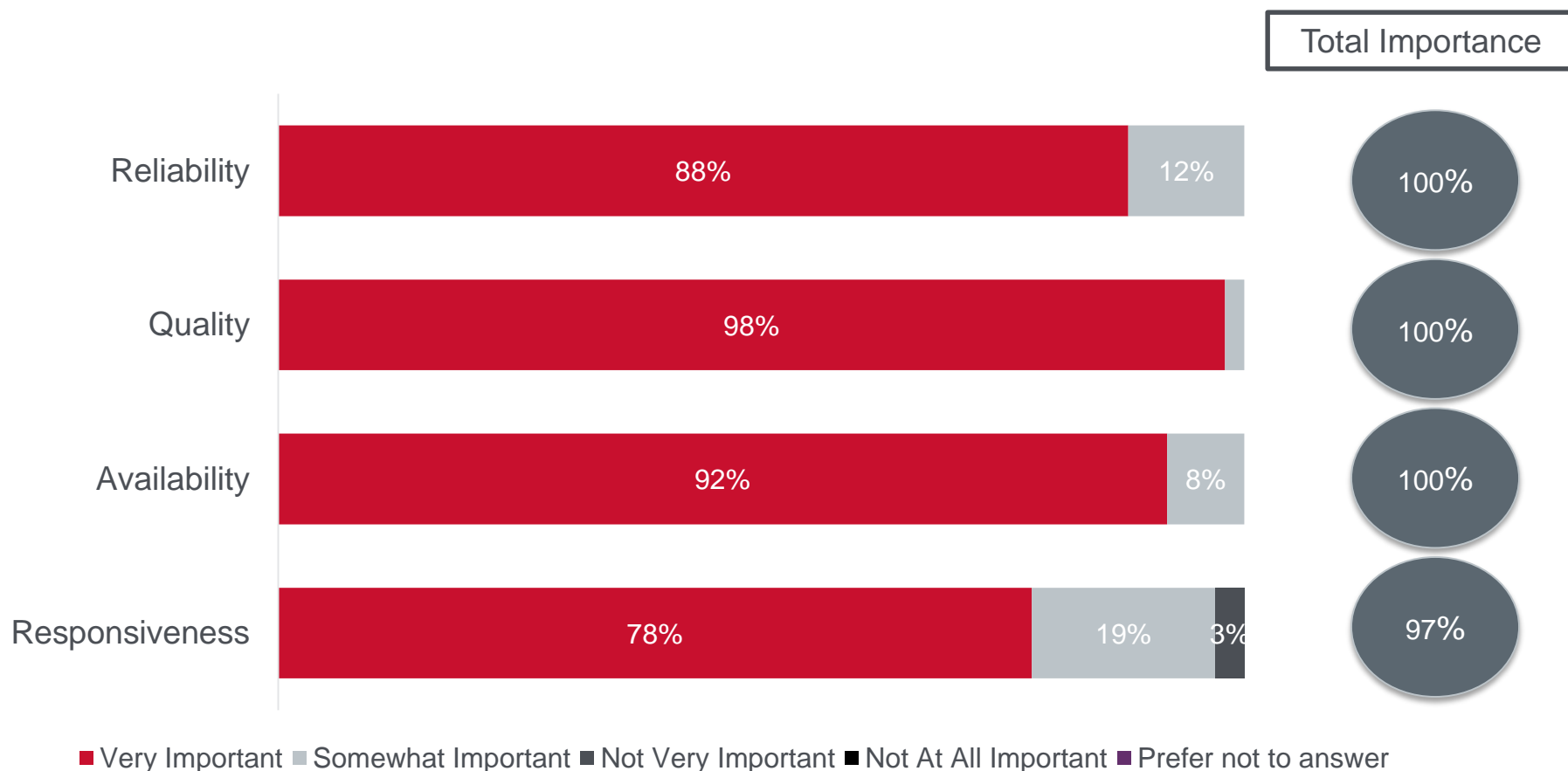
Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 169)

## Water Treatment & Supply Service

**Water Treatment & Supply** service manages the water supply.

|                       |  |
|-----------------------|--|
| <b>Availability</b>   | Drinking water is available with limited disruptions.        |
| <b>Quality</b>        | Drinking water is of high quality and safe to drink.         |
| <b>Reliability</b>    | The City works to protect the water supply.                  |
| <b>Responsiveness</b> | The City responds quickly to any delays to my water service. |

# Water Treatment & Supply: Importance

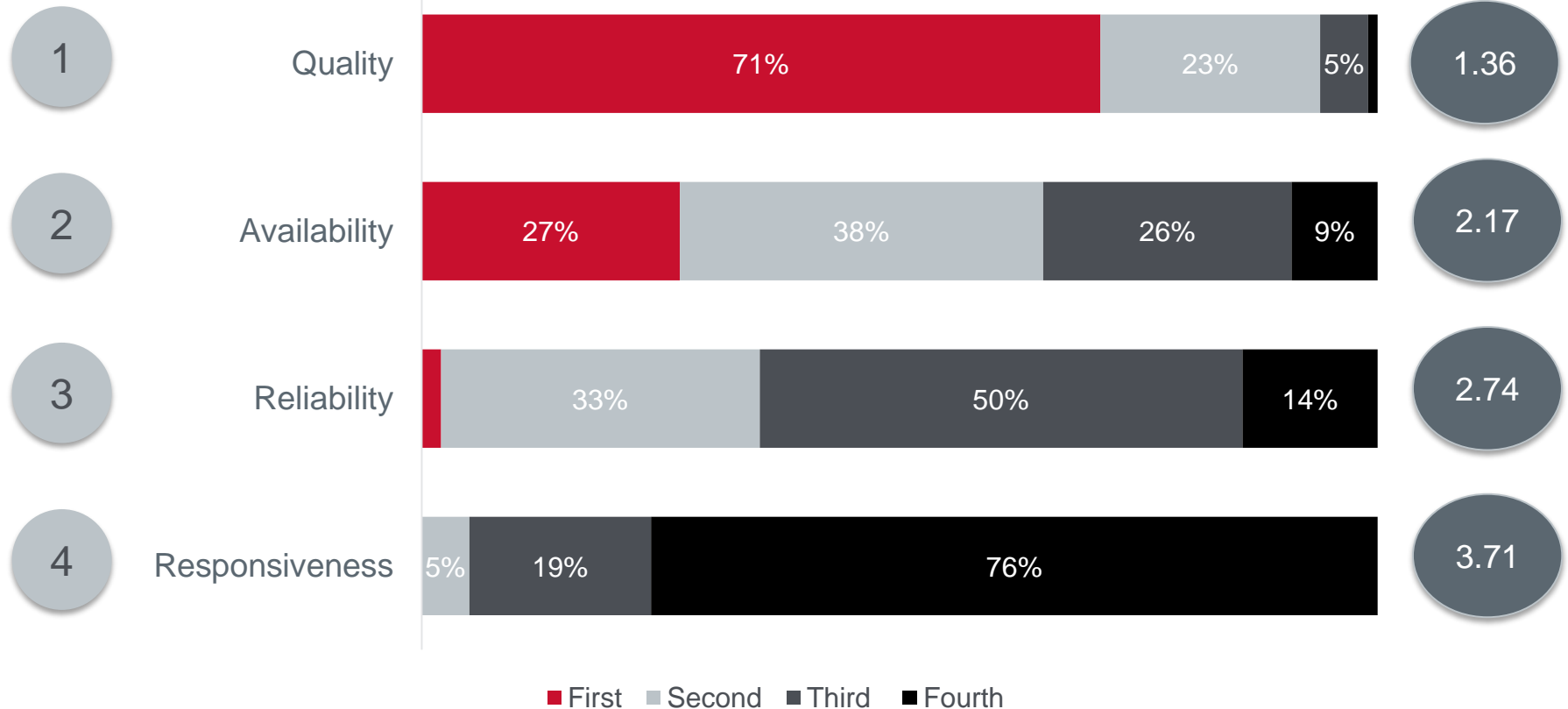


Q: For the Water Treatment & Supply service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 181)

# Water Treatment & Supply: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 169)



## A Prosperous City

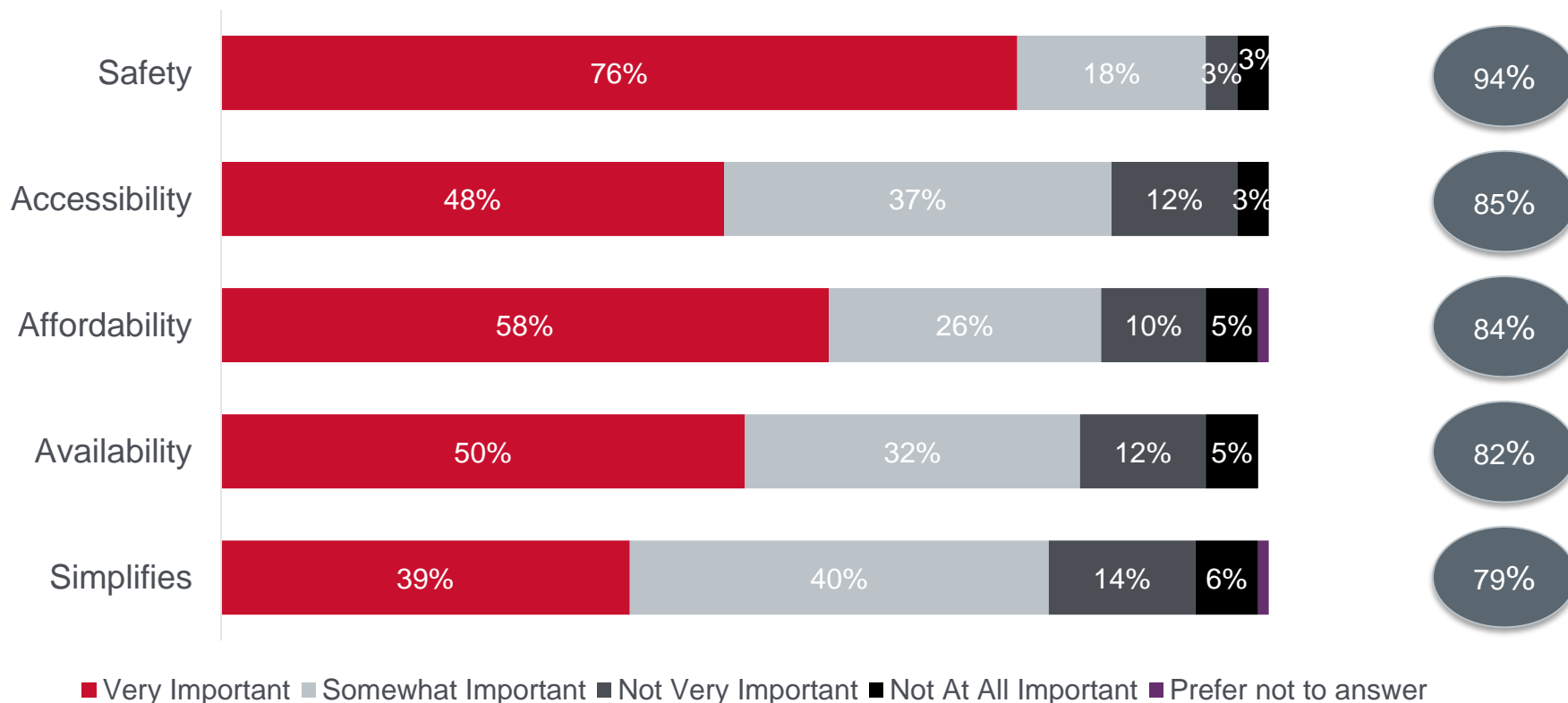
## Affordable Housing Service

**Affordable Housing** service provides housing options for low-income citizens.

|                      |   |
|----------------------|---|
| <b>Affordability</b> | The City builds new affordable homes that are accessible to low and moderate income Calgarians.   |
| <b>Safety</b>        | City owned affordable housing is safe, secure and well maintained.                                |
| <b>Accessibility</b> | The City has housing programs that are clear and easy to find by housing agencies and Calgarians. |
| <b>Availability</b>  | The City has programs that make it easy and fast to get affordable housing.                       |
| <b>Simplifies</b>    | The City brings people together to drive positive changes in affordable housing.                  |

# Affordable Housing: Importance

Total Importance

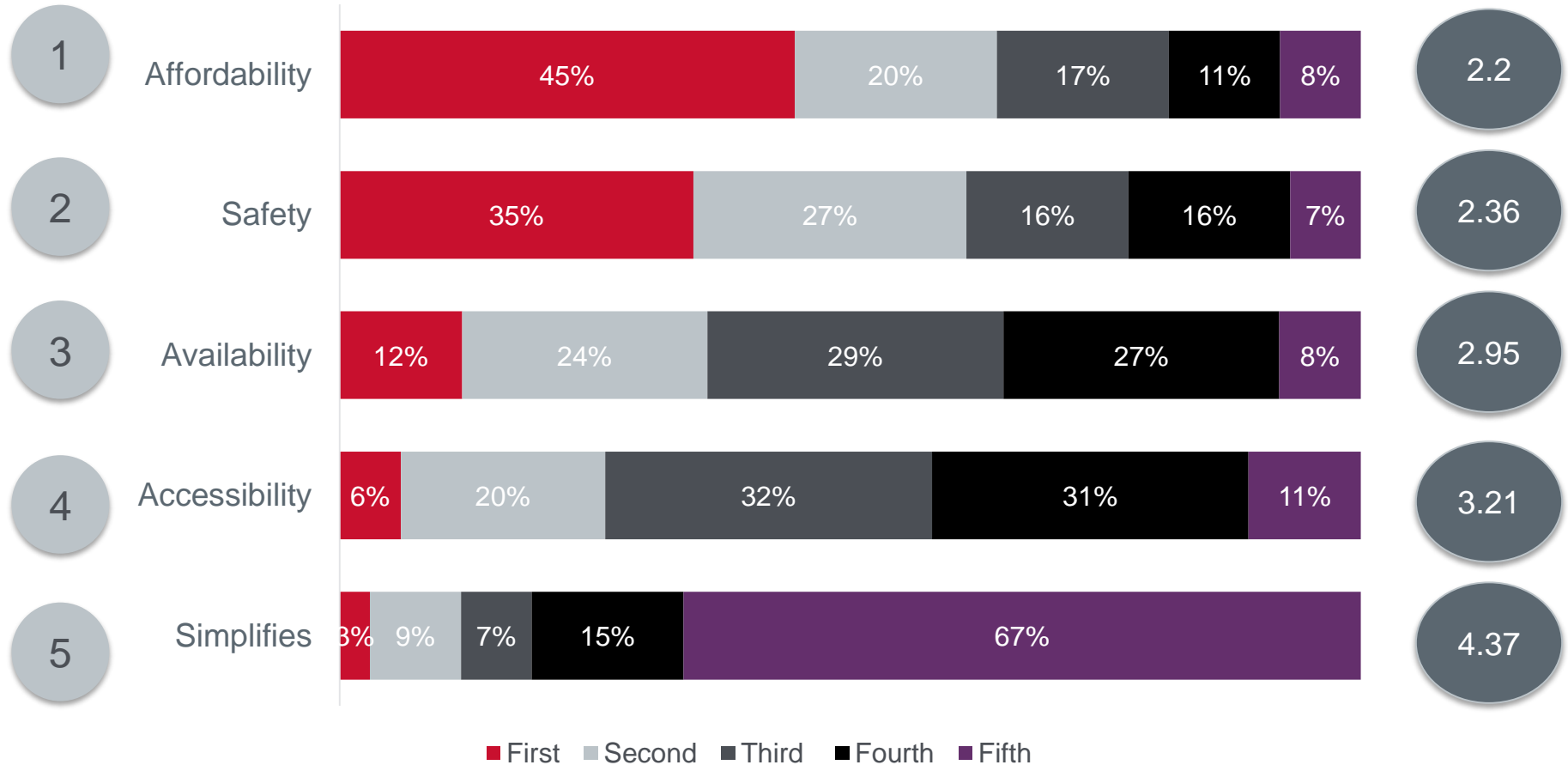


Q: For the Affordable Housing service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 147)

# Affordable Housing: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.

Sample size: valid responses (n = 138)

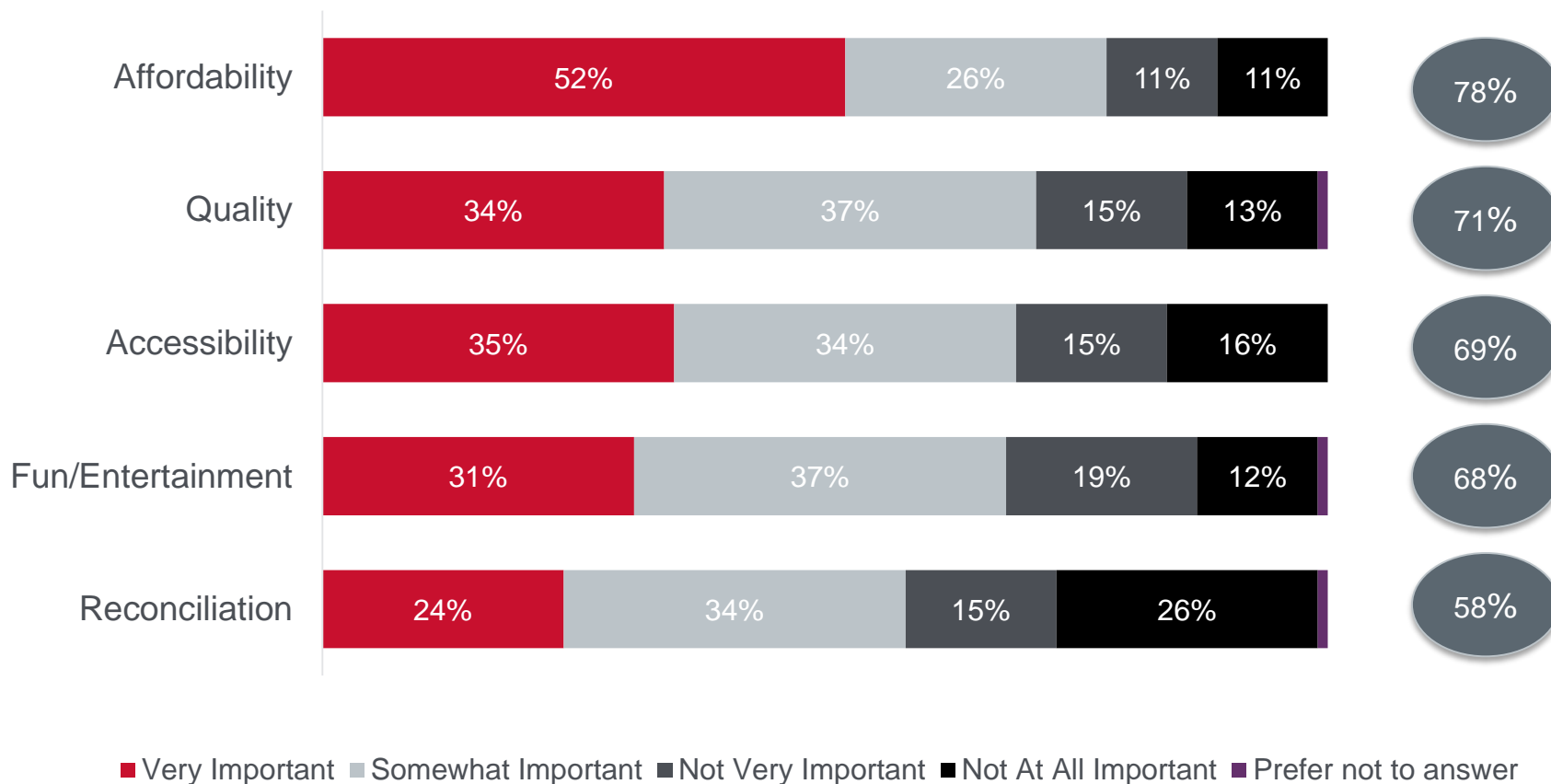
## Arts & Culture Service

**Arts & culture** service provides arts and cultural experiences to Calgarians and visitors.

|                          |  |
|--------------------------|--|
| <b>Accessibility</b>     | Arts and culture activities in Calgary are easy to find, are inclusive, convenient, and welcoming to all Calgarians. |
| <b>Affordability</b>     | Arts and culture activities in Calgary are affordable.   |
| <b>Quality</b>           | Arts and culture programs, activities, and services are of high quality and adapt over time.                         |
| <b>Fun/Entertainment</b> | Arts and culture programs, activities and services are enjoyable and allow me to lead a creative life.               |
| <b>Reconciliation</b>    | Indigenous culture is included in art and culture programs, activities and services.                                 |

# Arts & Culture: Importance

Total Importance

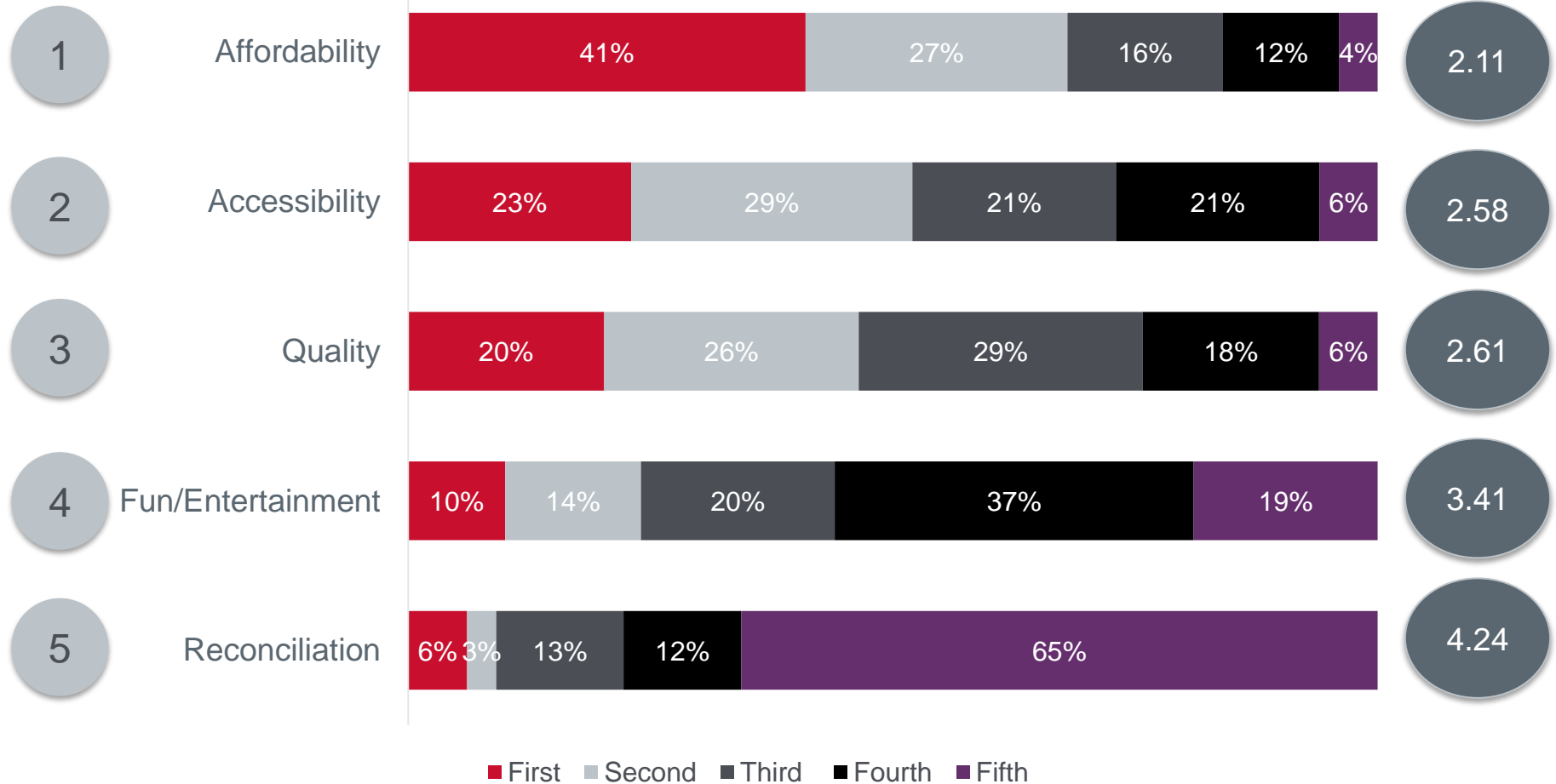


Q: For the Arts & Culture service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 147)

# Arts & Culture: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 138)

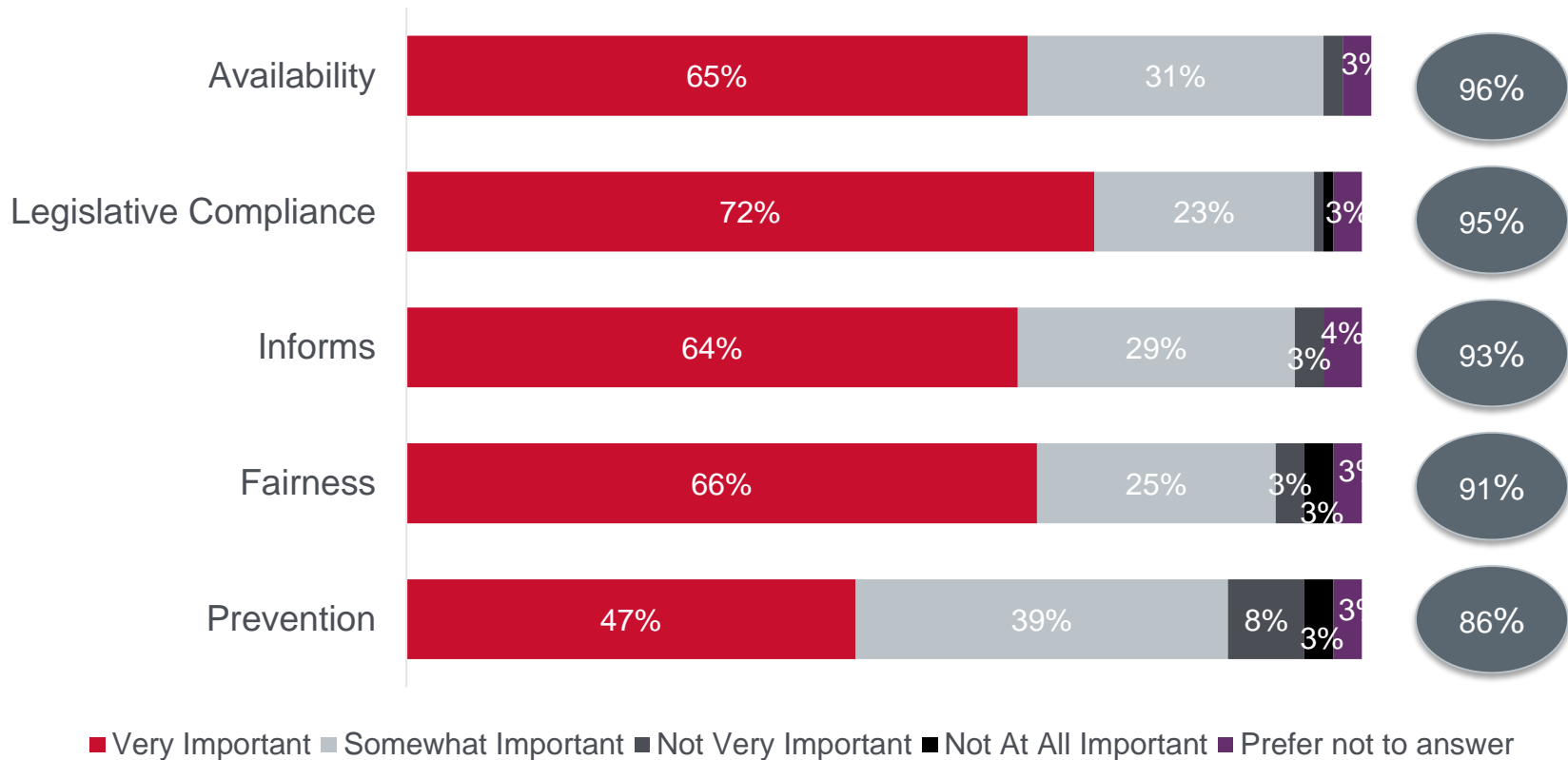
## Building Approvals Service

**Building Approvals** service reviews and makes decisions about applications for buildings. The decisions are based on compliance with policies, bylaws and building codes.

|                               |  |
|-------------------------------|--|
| <b>Availability</b>           | Inspections are done in a reasonable amount of time.   |
| <b>Legislative Compliance</b> | The review and approval of applications and inspections meet the minimum requirements set by the building, safety, energy code acts, and land use.     |
| <b>Informs</b>                | Inspectors give me information about anything related to the construction permit process for all buildings that doesn't meet the minimum requirements. |
| <b>Prevention</b>             | The City takes a proactive role in prevention by enforcing regulation and having education for industry and schools.                                   |
| <b>Fairness</b>               | The City enforces various regulations where owners are not complying with Provincial and Municipal requirements.                                       |

# Building Approvals: Importance

Total Importance

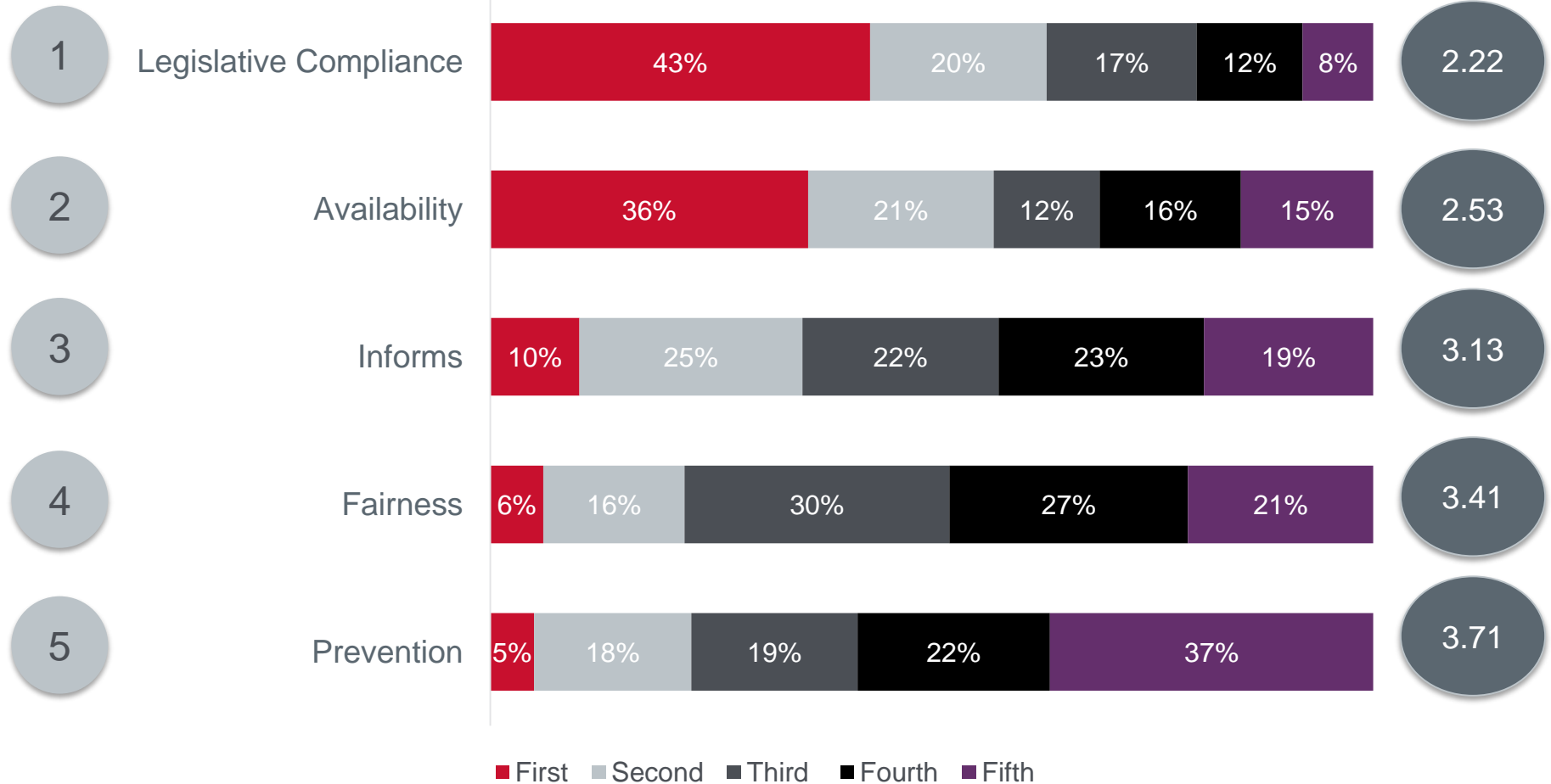


Q: For the Building Approvals service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 147)

# Building Approvals: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 135)

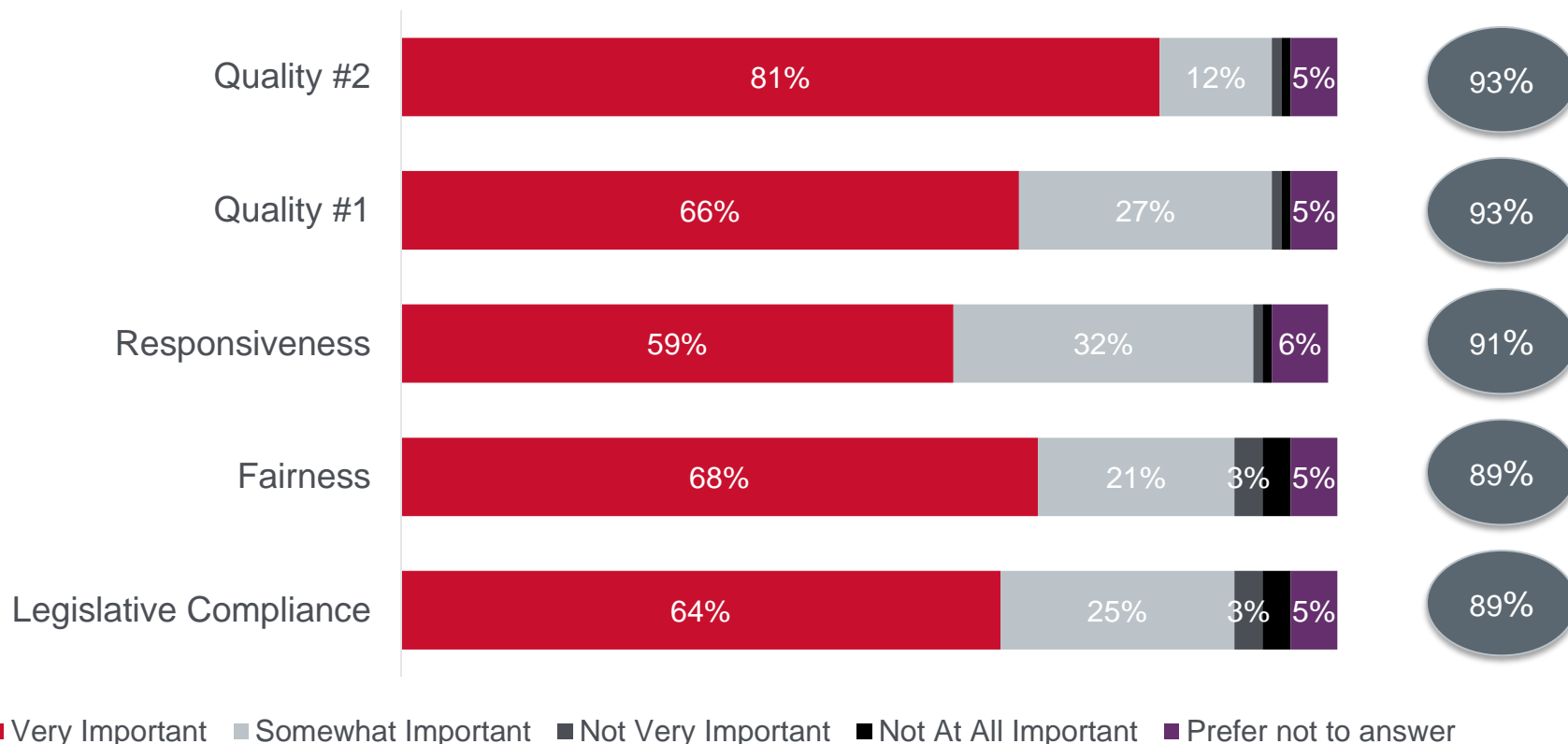
## Building Licensing Service

**Business Licensing** service provides and enforces business licences.

|                               |  |
|-------------------------------|--|
| <b>Responsiveness</b>         | Business licenses are issued in a reasonable timeframe.  |
| <b>Quality #1</b>             | Business license information is easy to find and the decisions made on applications are consistent.    |
| <b>Quality #2</b>             | Inspectors are knowledgeable and professional.   |
| <b>Legislative Compliance</b> | The City investigates and inspects businesses to make sure they follow the rules.                      |
| <b>Fairness</b>               | Enforcement of business licensing is clear, fair and consistent. It is done by skilled Peace Officers. |

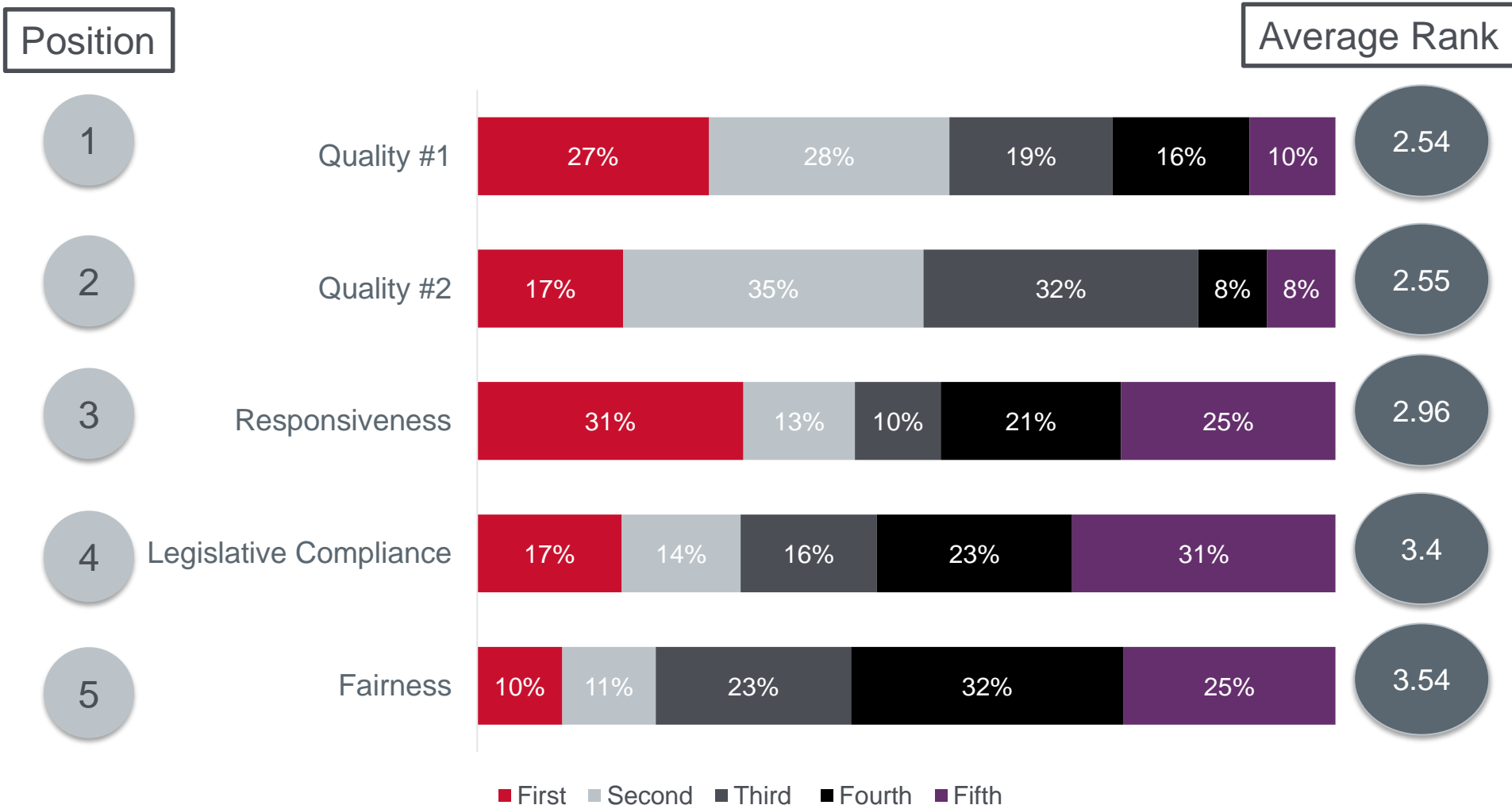
# Building Licensing: Importance

Total Importance



Q: For the Building Licensing service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 147)

# Building Licensing: Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 132)

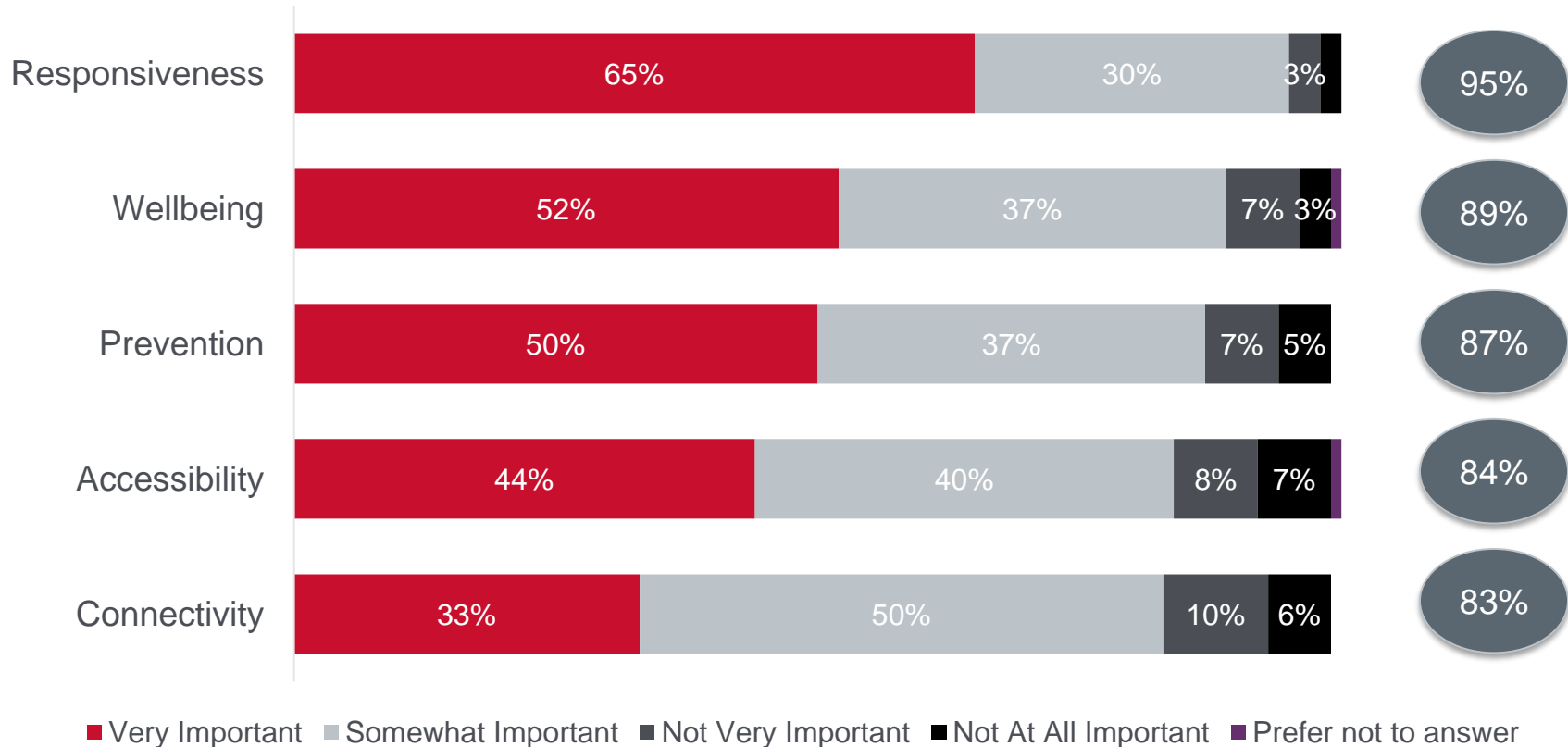
## Community Strategies Service

**Community Strategies** service creates policies to advance common goals and vision around social wellbeing.

|                       |  |
|-----------------------|--|
| <b>Responsiveness</b> | The City is responsive to community issues and works on making life better for all Calgarians. |
| <b>Prevention</b>     | The City supports citizens' social wellbeing by preventing social and community issues.        |
| <b>Connectivity</b>   | The City works together with organizations to build connections.                               |
| <b>Accessibility</b>  | The City supports everyone to belong.  |
| <b>Wellbeing</b>      | The City addresses the needs of all Calgarians.  |

# Community Strategies: Importance

Total Importance

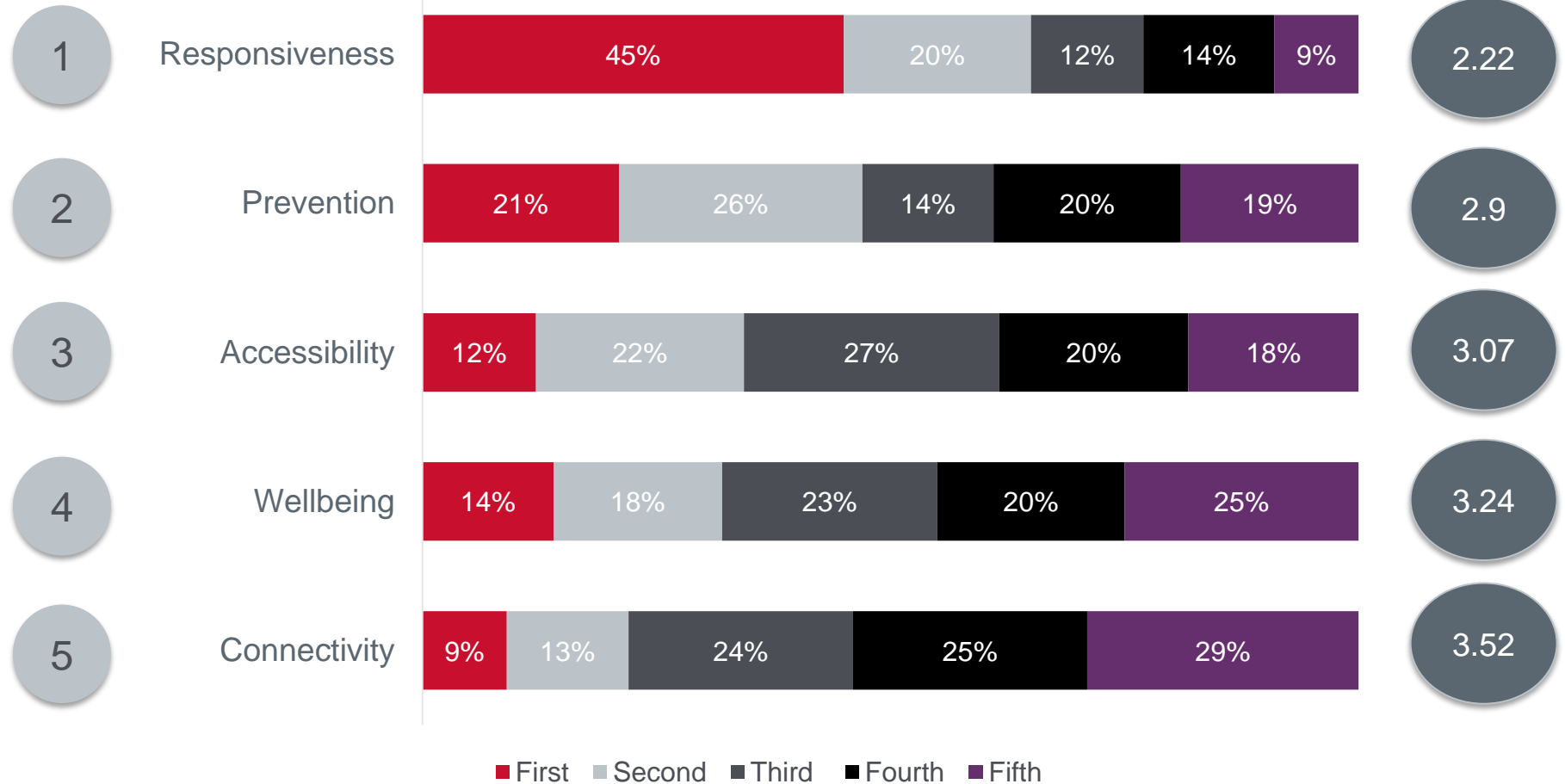


Q: For the Community Strategies service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 147)

# Community Strategies: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 139)

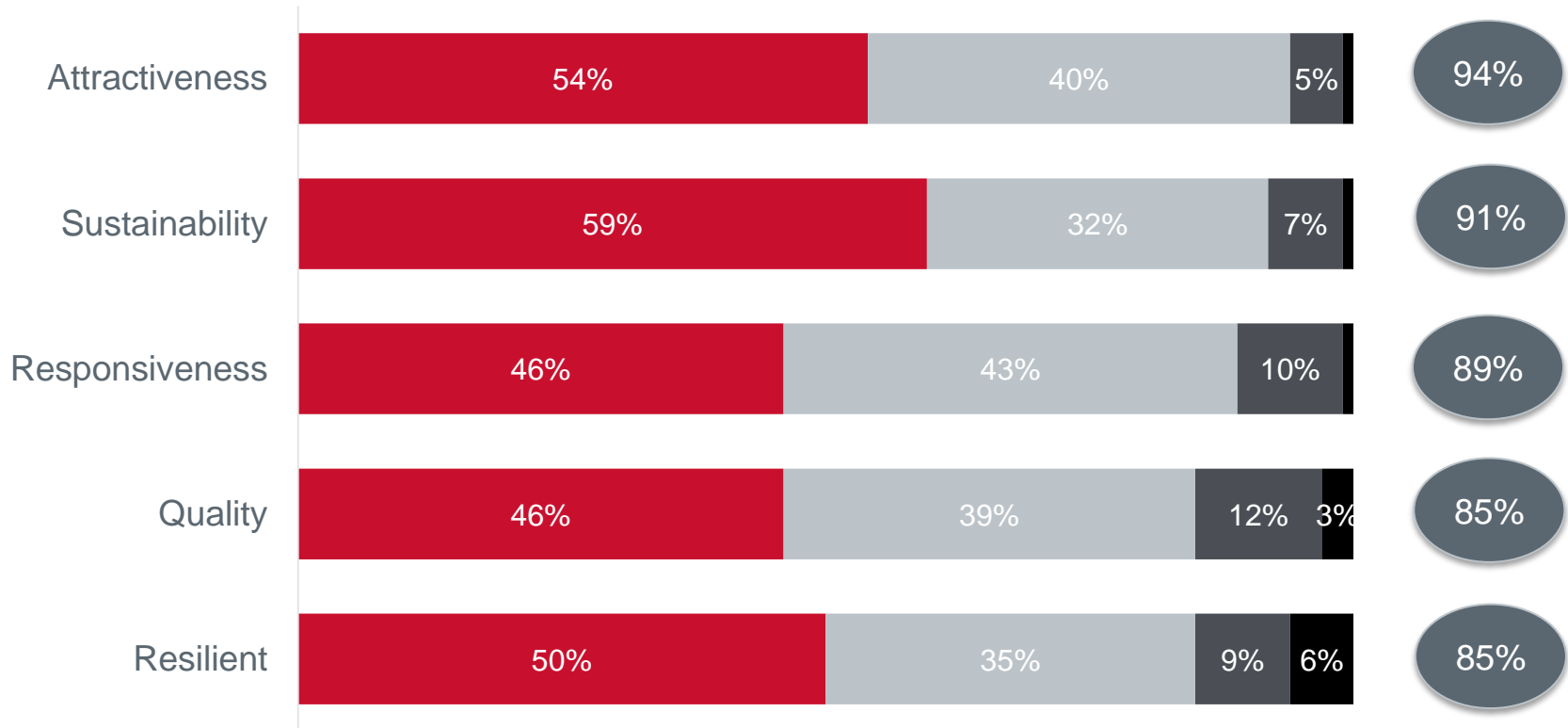
## Economic Development & Tourism Service

**Economic Development & Tourism** service provides grants and resources to partner agencies to encourage economic development and tourism.

|                       |  |
|-----------------------|--|
| <b>Attractiveness</b> | Calgary has attractions that are high quality and fun for Calgarians and visitors.   |
| <b>Quality</b>        | Economic development efforts and Calgary tourism marketing are high quality.   |
| <b>Sustainability</b> | Economic development and tourism support the local economy for current and future generations.                               |
| <b>Responsiveness</b> | Economic development and tourism reacts to changes in the economy.   |
| <b>Resilient</b>      | Economic development and tourism services help Calgary and Calgarians cope and recover from things that disrupt our economy. |

# Economic Development & Tourism: Importance

Total Importance



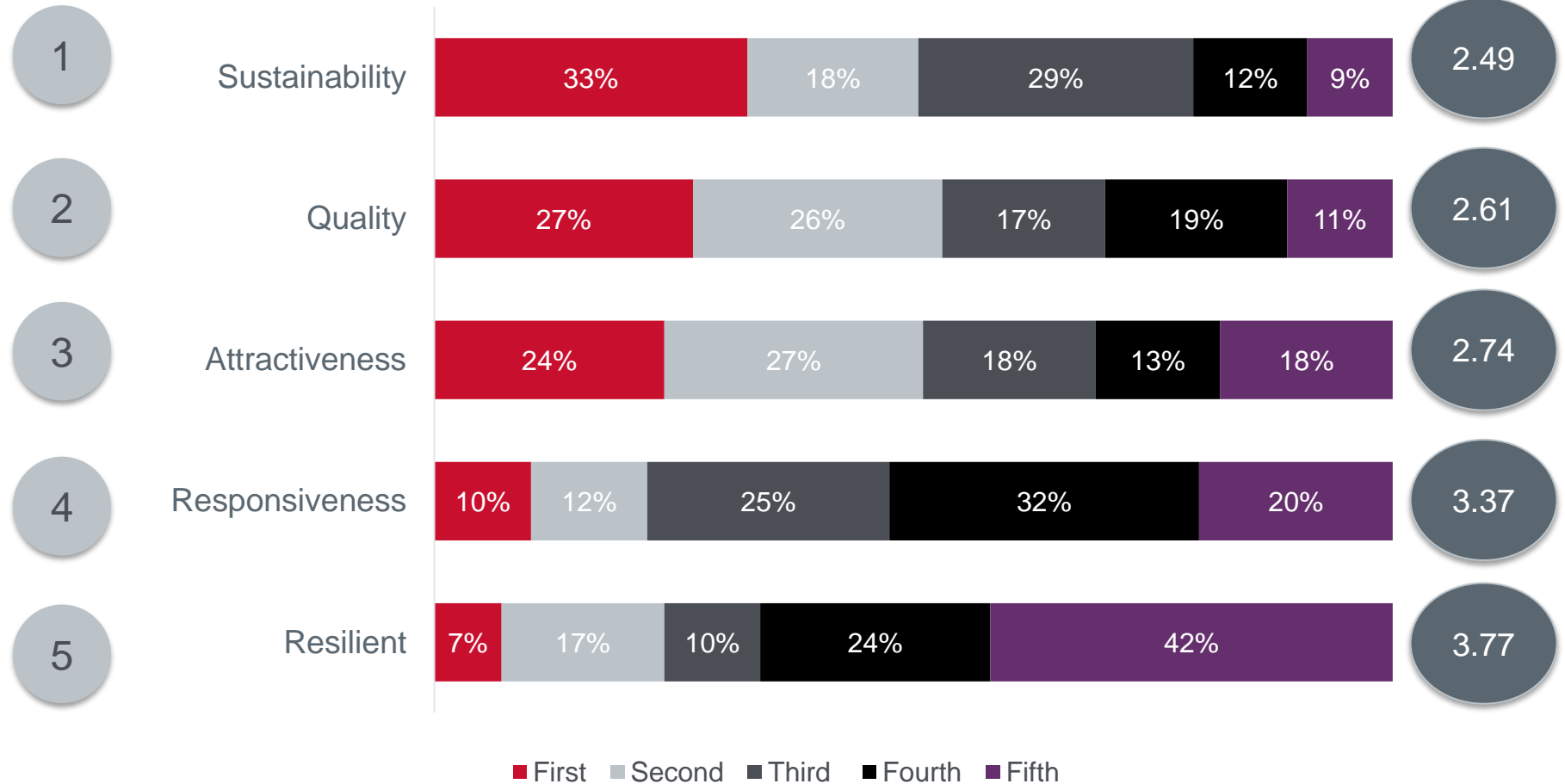
■ Very Important ■ Somewhat Important ■ Not Very Important ■ Not At All Important ■ Prefer not to answer

Q: For the Economic Development & Tourism service, please indicate how important you feel each of the following is.  
Sample size: valid responses (n = 147)

# Economic Development & Tourism: Ranking Results

Position

Average Rank



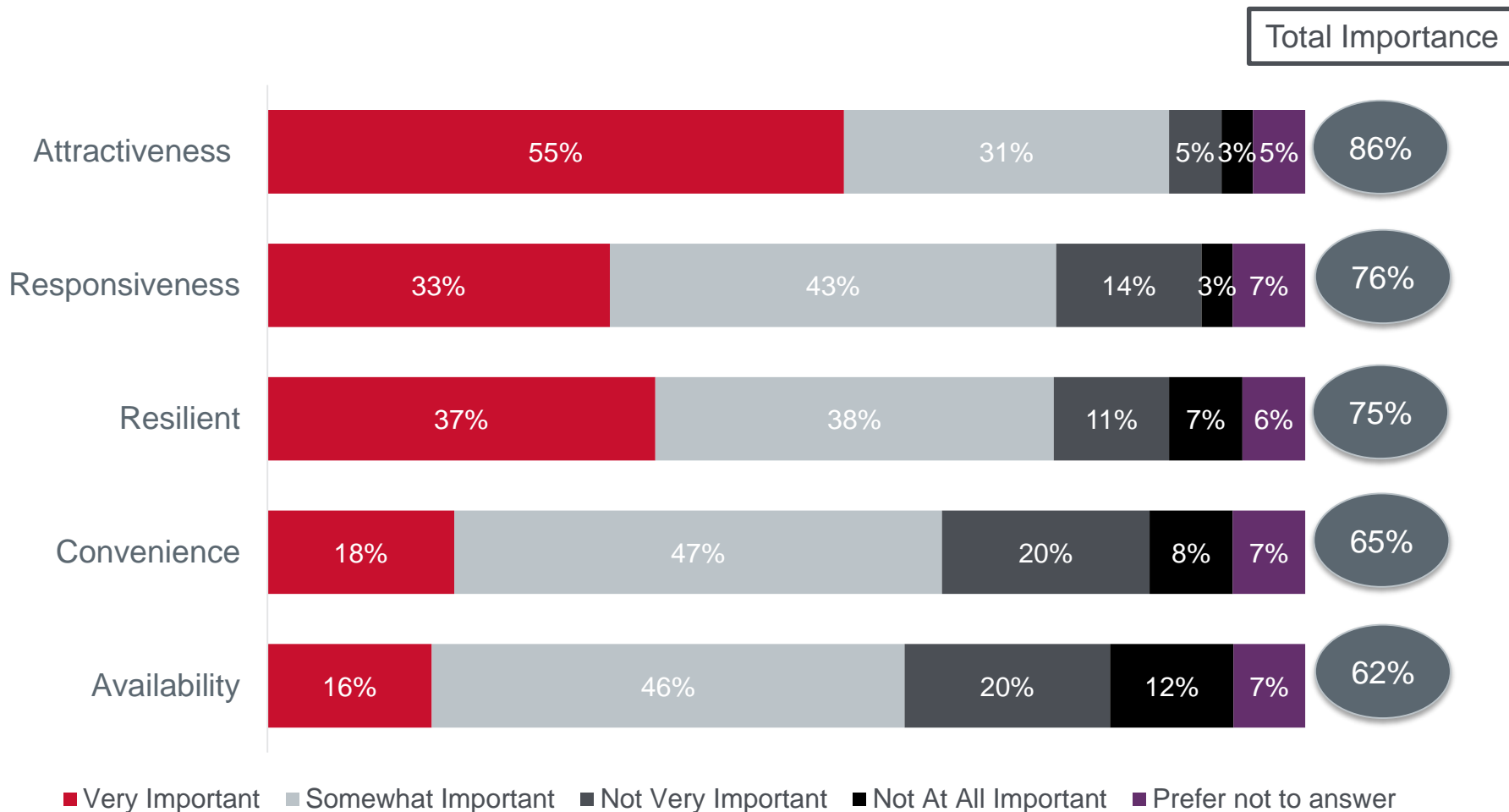
Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 138)

## Land Development & Sales Service

**Land Development & Sales** service supports business community growth through the development of industrial land.

|                       |   |
|-----------------------|---|
| <b>Availability</b>   | There is a consistent supply of serviced land for sale.                   |
| <b>Responsiveness</b> | Real estate sales are done quickly and my questions are answered.         |
| <b>Attractiveness</b> | Serviced city-owned land is sold at fair market value.                    |
| <b>Convenience</b>    | Serviced land prepared and ready for construction.                        |
| <b>Resilient</b>      | The City's land portfolio is strong and it supports economic development. |

# Land Development & Sales: Importance

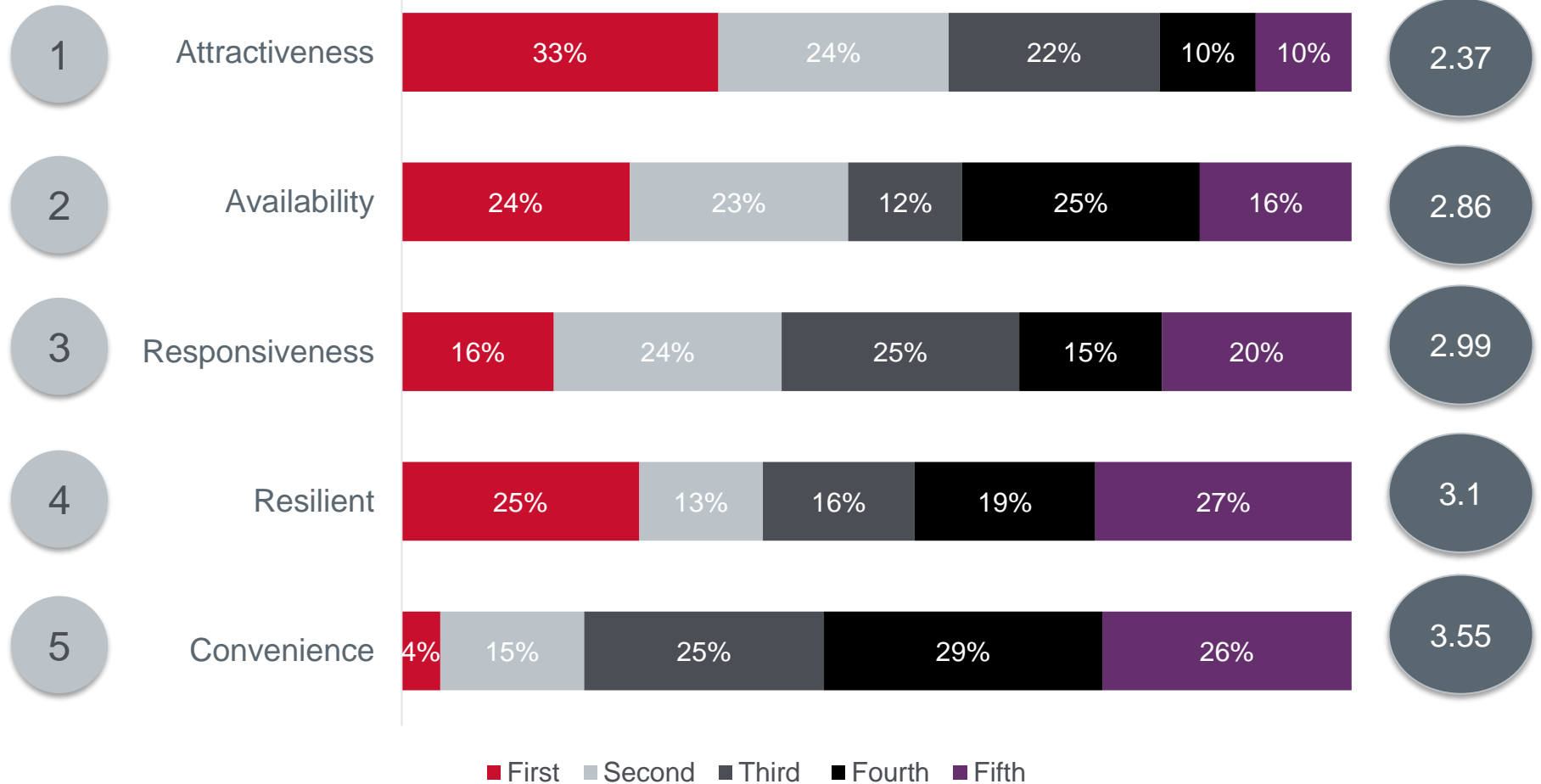


Q: For the Land Development & Sales service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 147)

# Land Development & Sales: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 134)

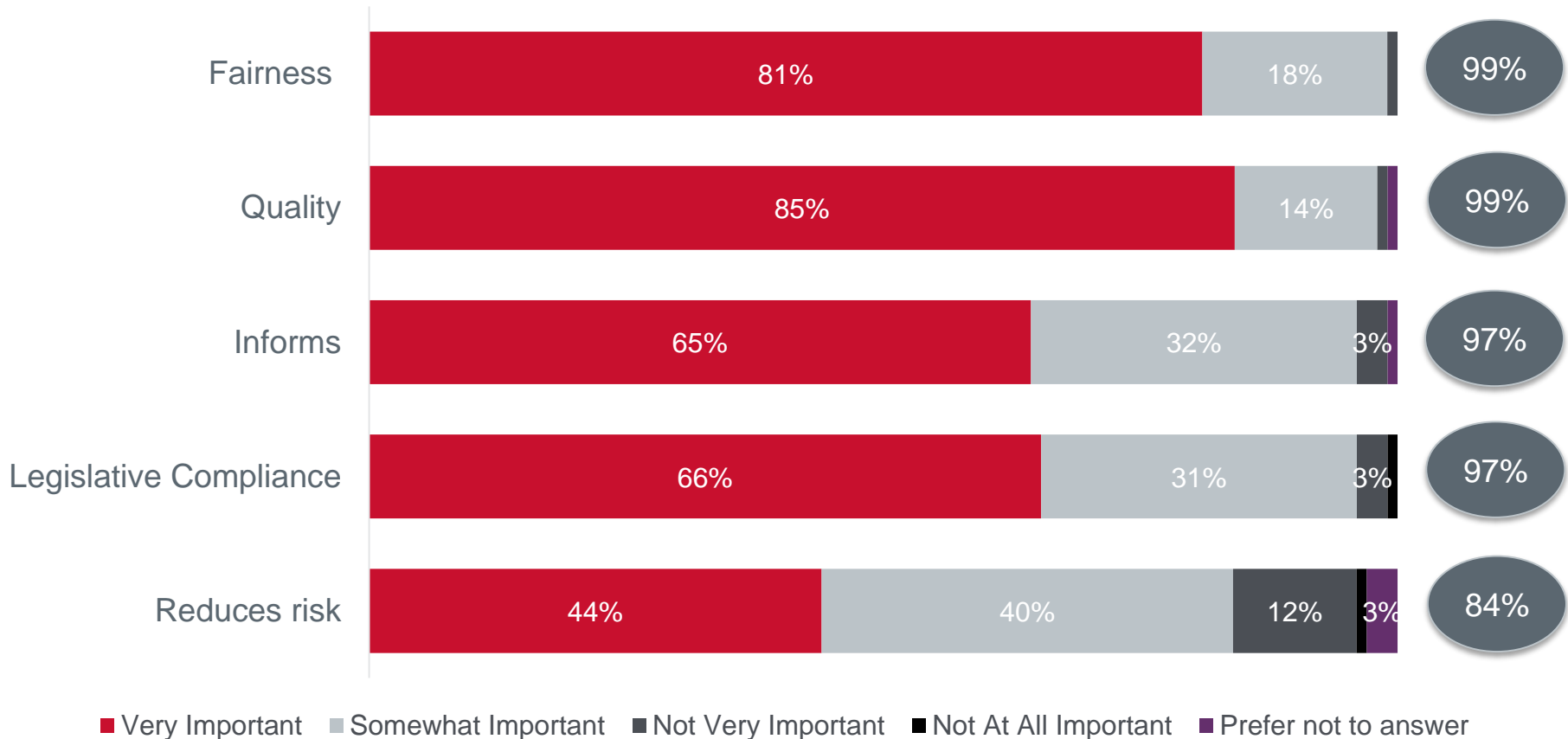
## Property Assessment Service

**Property Assessment** service prepares property value assessments in order to distribute local taxes.

|                               |  |
|-------------------------------|--|
| <b>Legislative Compliance</b> | Property assessments meet all standards set by the government. |
| <b>Quality</b>                | My property assessment is accurate when I get it.              |
| <b>Fairness</b>               | Like properties are assessed in the same way.                  |
| <b>Reduces risk</b>           | The City reduces risks to tax revenues.                        |
| <b>Informs</b>                | My questions are answered by knowledgeable City staff.         |

# Property Assessment: Importance

Total Importance



Q: For the Property Assessment service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 147)

# Property Assessment: Ranking Results



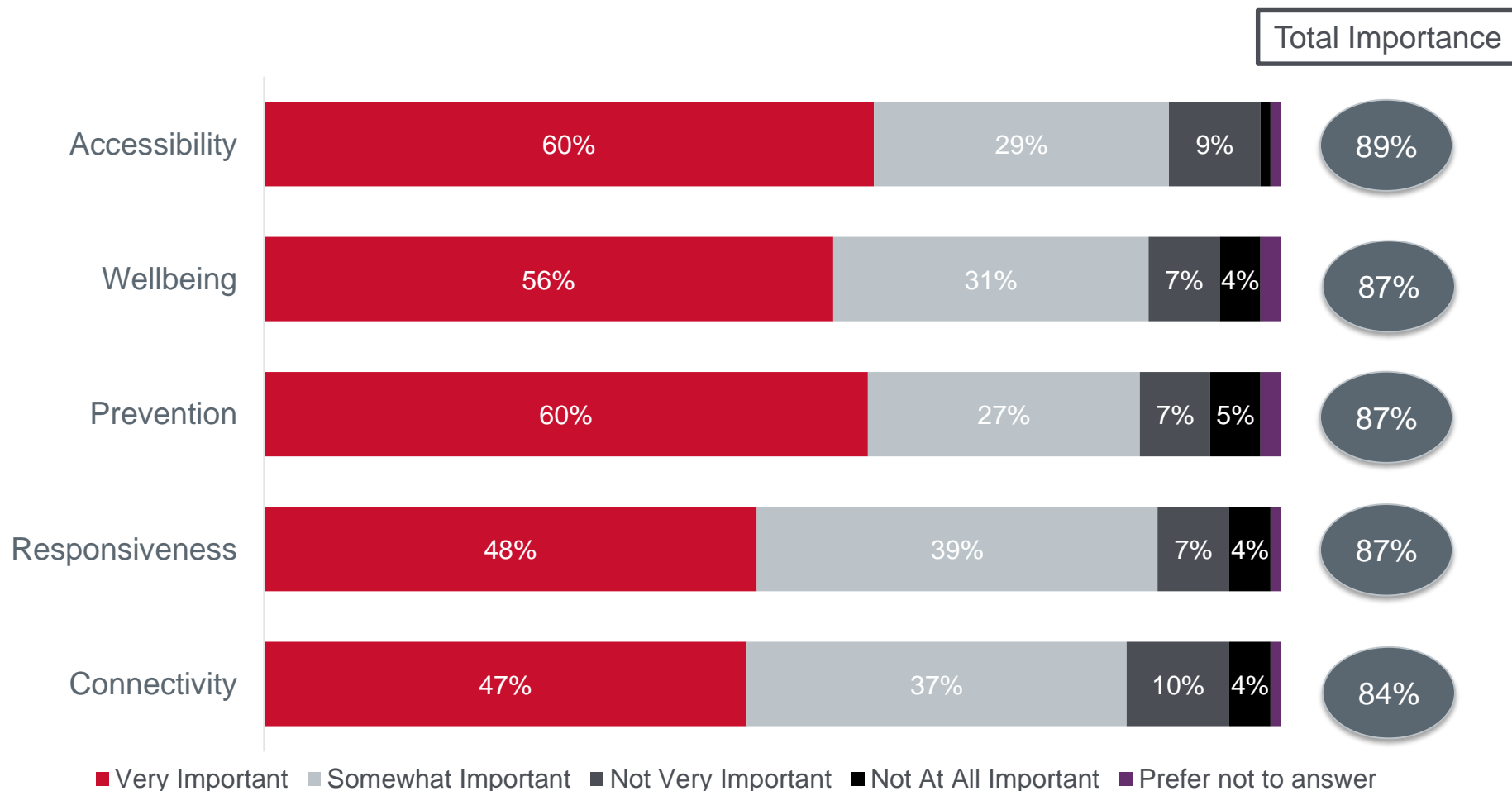
Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 140)

## Social Programs Service

**Social Programs** service provides programs which offer support for social conditions in the Calgary community.

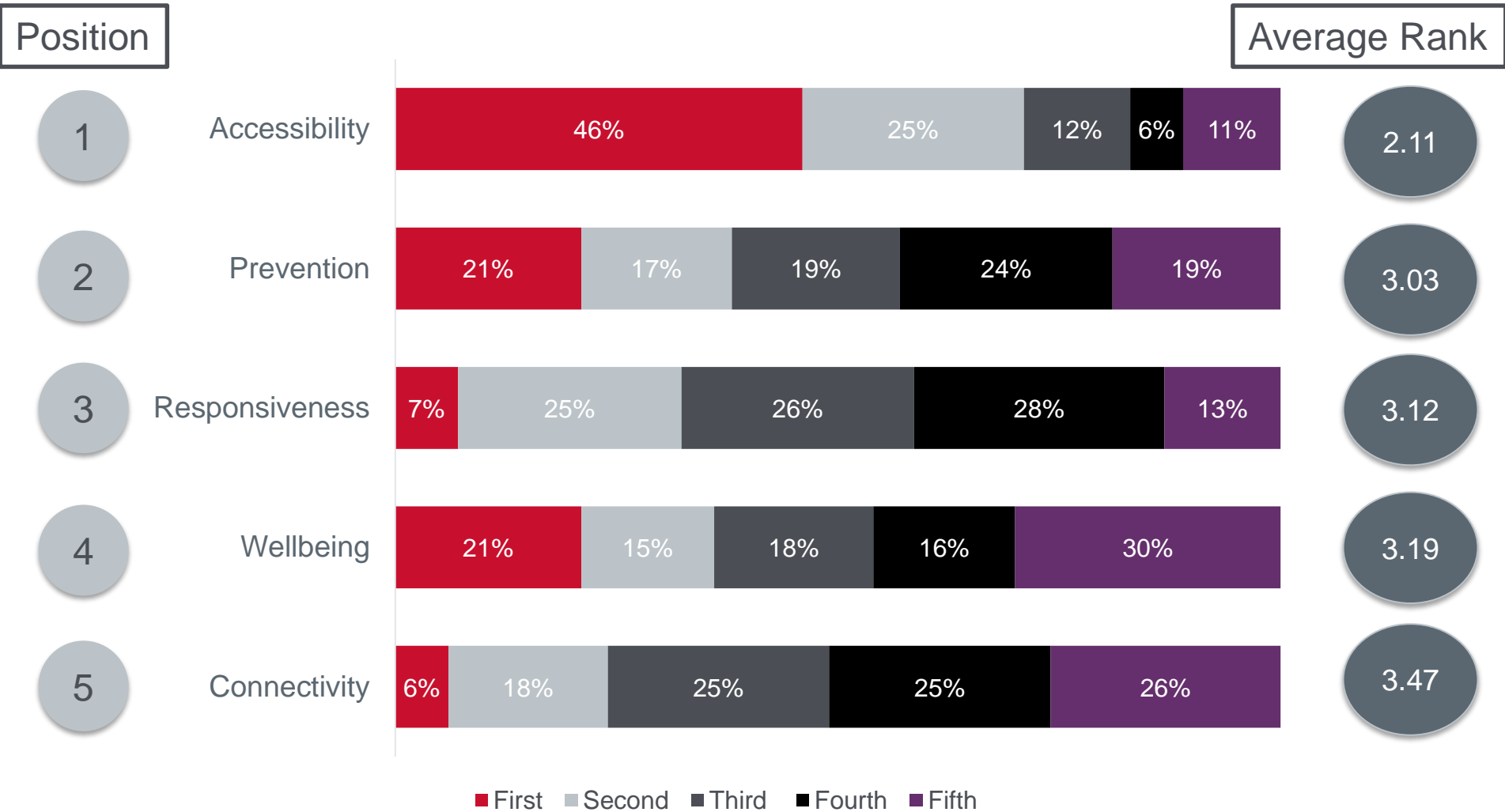
|                       |  |
|-----------------------|--|
| <b>Accessibility</b>  | Social programs are accessible.  |
| <b>Connectivity</b>   | I can get social programs that connect me to the resources I need to thrive. |
| <b>Responsiveness</b> | The social programs I access meet my needs.                                  |
| <b>Prevention</b>     | I can get the social programs to assist me in difficult situations.          |
| <b>Wellbeing</b>      | The City offers programs and services that meet the needs of Calgarians.     |

# Social Programs: Importance



Q: For the Social Programs service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 147)

# Social Programs: Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 136)



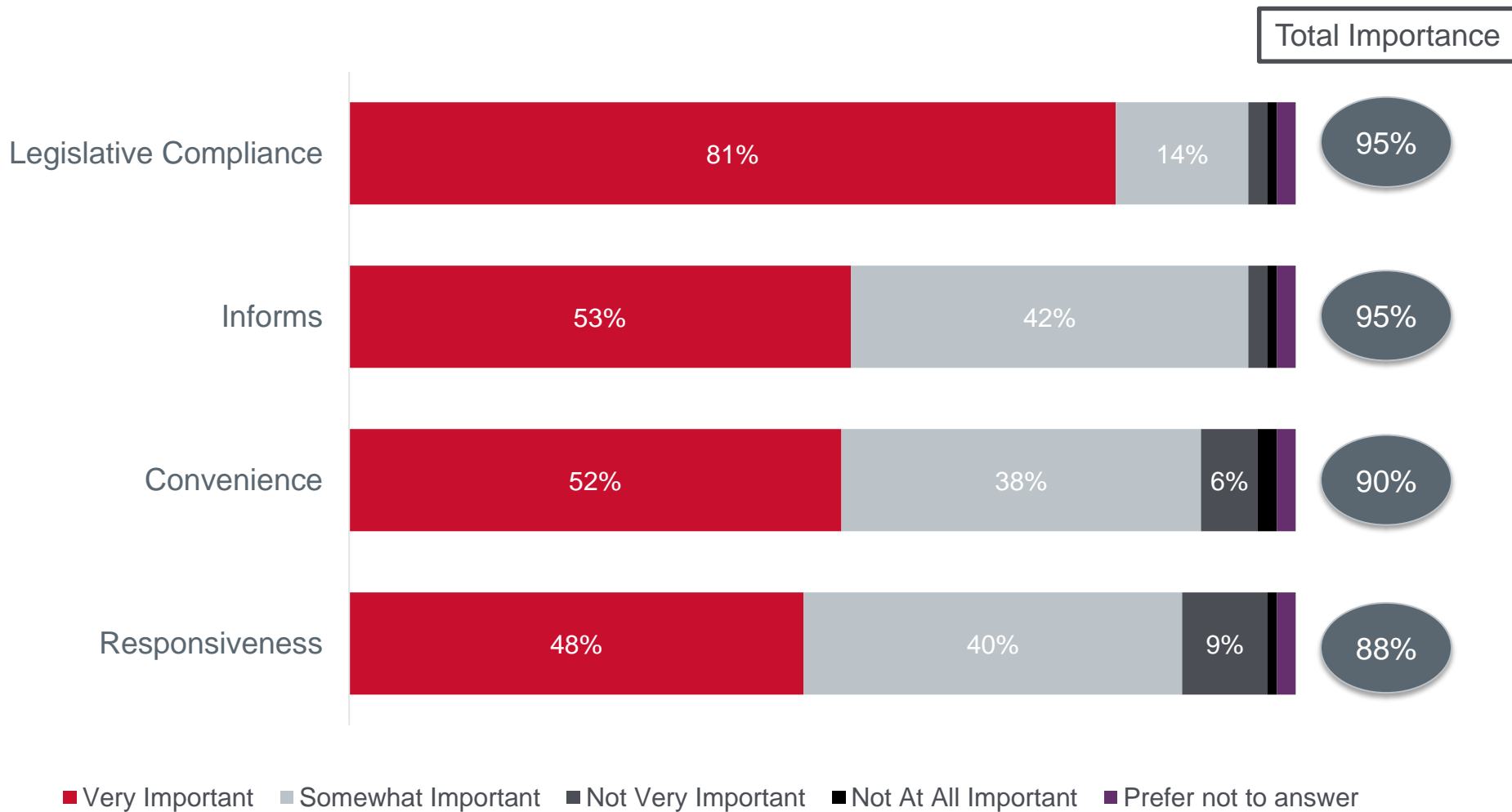
## A Well-Run City

## Appeals & Tribunals Service

**Appeals & Tribunals** service provides an impartial process for citizens to challenge certain decisions made by The City of Calgary.

|                               |  |
|-------------------------------|--|
| <b>Responsiveness</b>         | The Tribunals' decisions are shared with the public quickly.               |
| <b>Convenience</b>            | I can easily file an appeal in a way that works best for me.               |
| <b>Legislative Compliance</b> | Hearings are fair and meet all legal rules.                                |
| <b>Informs</b>                | Information about the tribunals' processes and decisions are easy to find. |

# Appeals & Tribunals: Importance

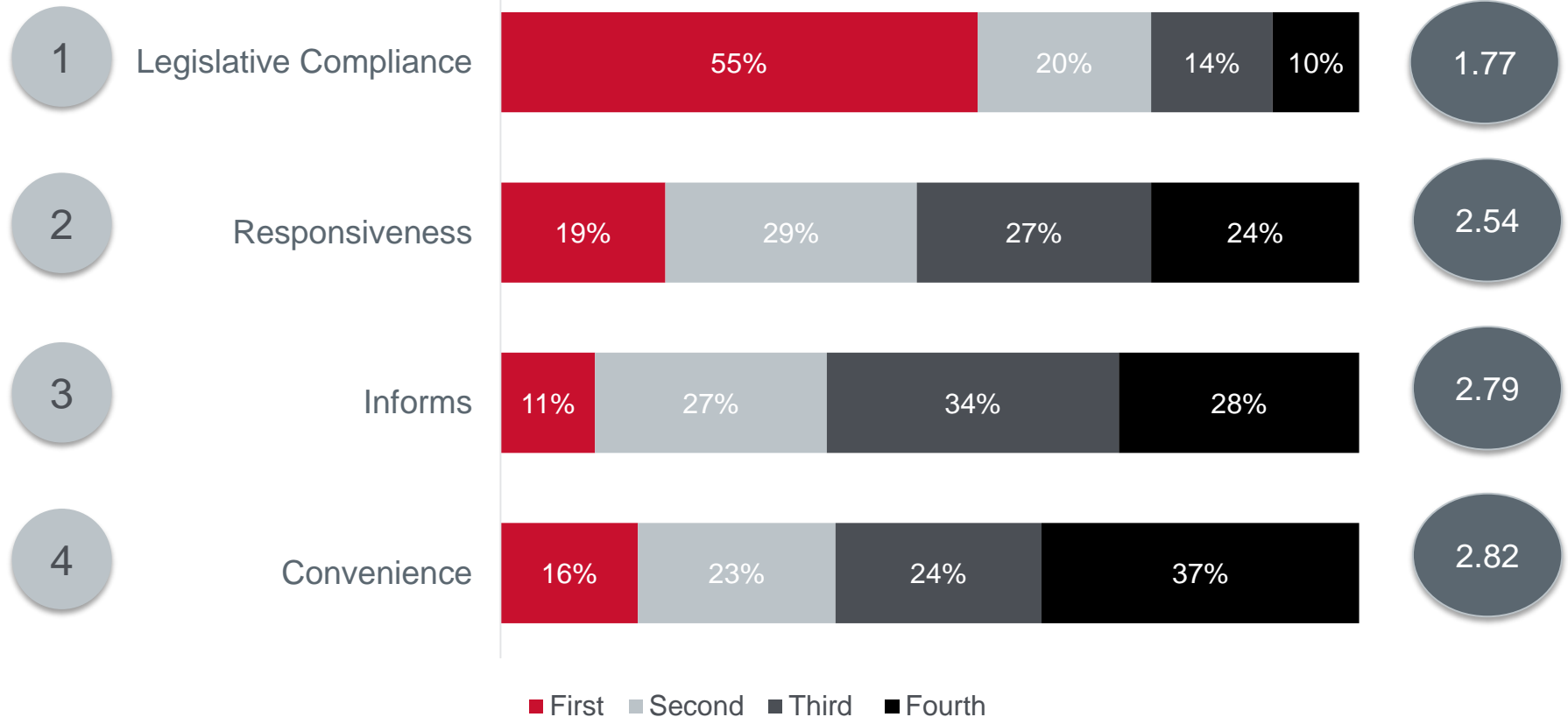


Q: For the Appeals & Tribunals service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 164)

# Appeals & Tribunals: Ranking Results

Position

Average Rank



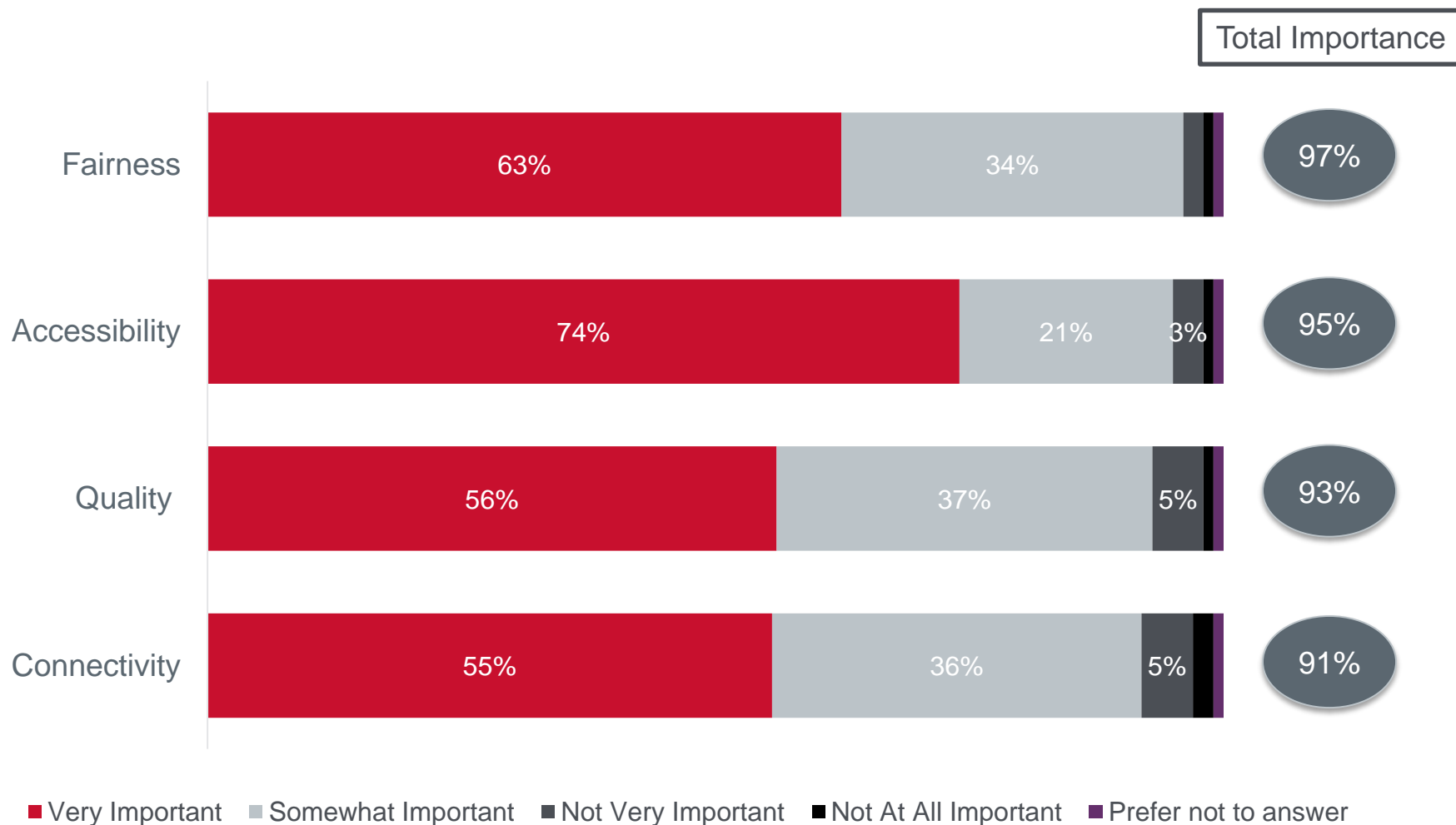
Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 146)

## Corporate Citizen Engagement Service

**Corporate Citizen Engagement** service provides fair and accessible opportunities for citizens to provide input.

|                      |   |
|----------------------|---|
| <b>Fairness</b>      | All ideas and voices of those who participated are captured in the public engagement process.                   |
| <b>Accessibility</b> | All residents can participate in public engagement regardless of social, economic, or any other barriers.       |
| <b>Connectivity</b>  | Public engagement connects residents, businesses, and other groups with the government that services all of us. |
| <b>Quality</b>       | I can see how my input was used in decision-making, City programs and services.                                 |

# Corporate Citizen Engagement: Importance

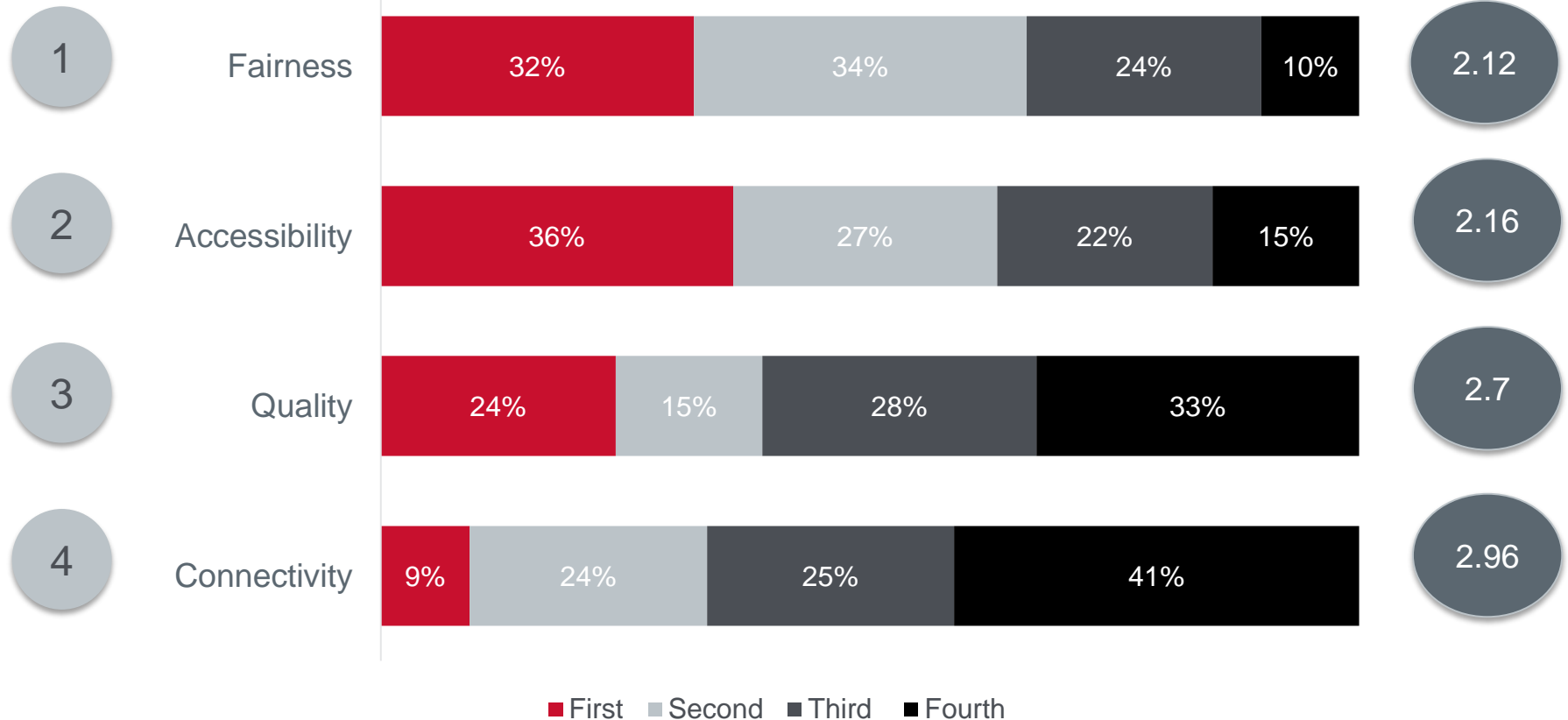


Q: For the Corporate Citizen Engagement service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 164)

# Corporate Citizen Engagement: Ranking Results

Position

Average Rank



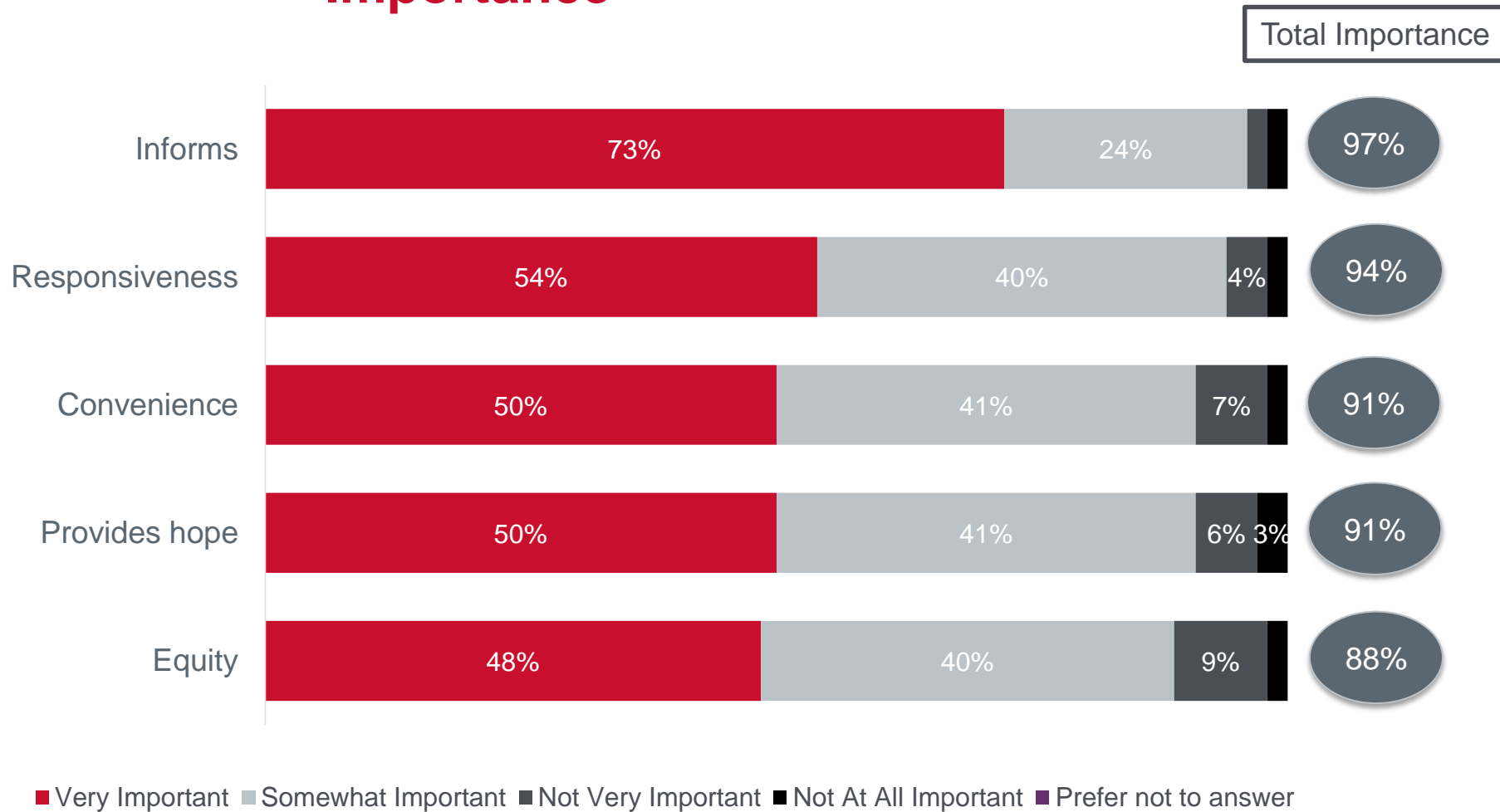
Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 148)

## Corporate Citizen Relationship Management Service

**Corporate Citizen Relationship Management** service provides fair and accessible opportunities for citizens to provide input.

|                       |   |
|-----------------------|---|
| <b>Provides hope</b>  | The City has a vision and direction.  |
| <b>Informs</b>        | I have access to reliable and trustworthy information about The City's programs and services. |
| <b>Convenience</b>    | I have easy access to City information and services in a way that works for me.               |
| <b>Equity</b>         | I have access to information and services based on my needs.                                  |
| <b>Responsiveness</b> | The City responds quickly when I ask for information or report an issue.                      |

# Corporate Citizen Relationship Management: Importance

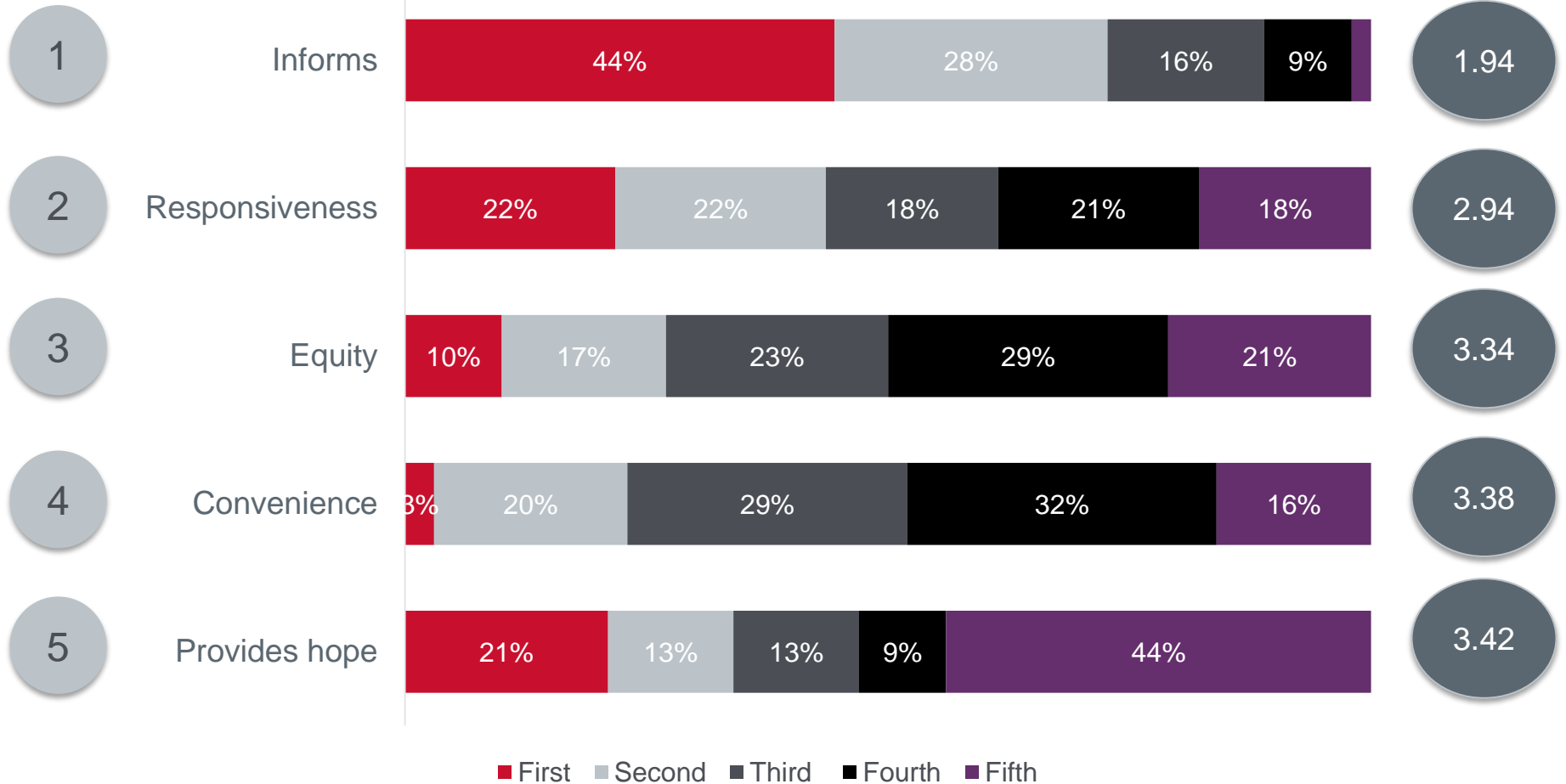


Q: For the Corporate Citizen Relationship Management service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 164)

# Corporate Citizen Relationship Management: Ranking Results

Position

Average Rank



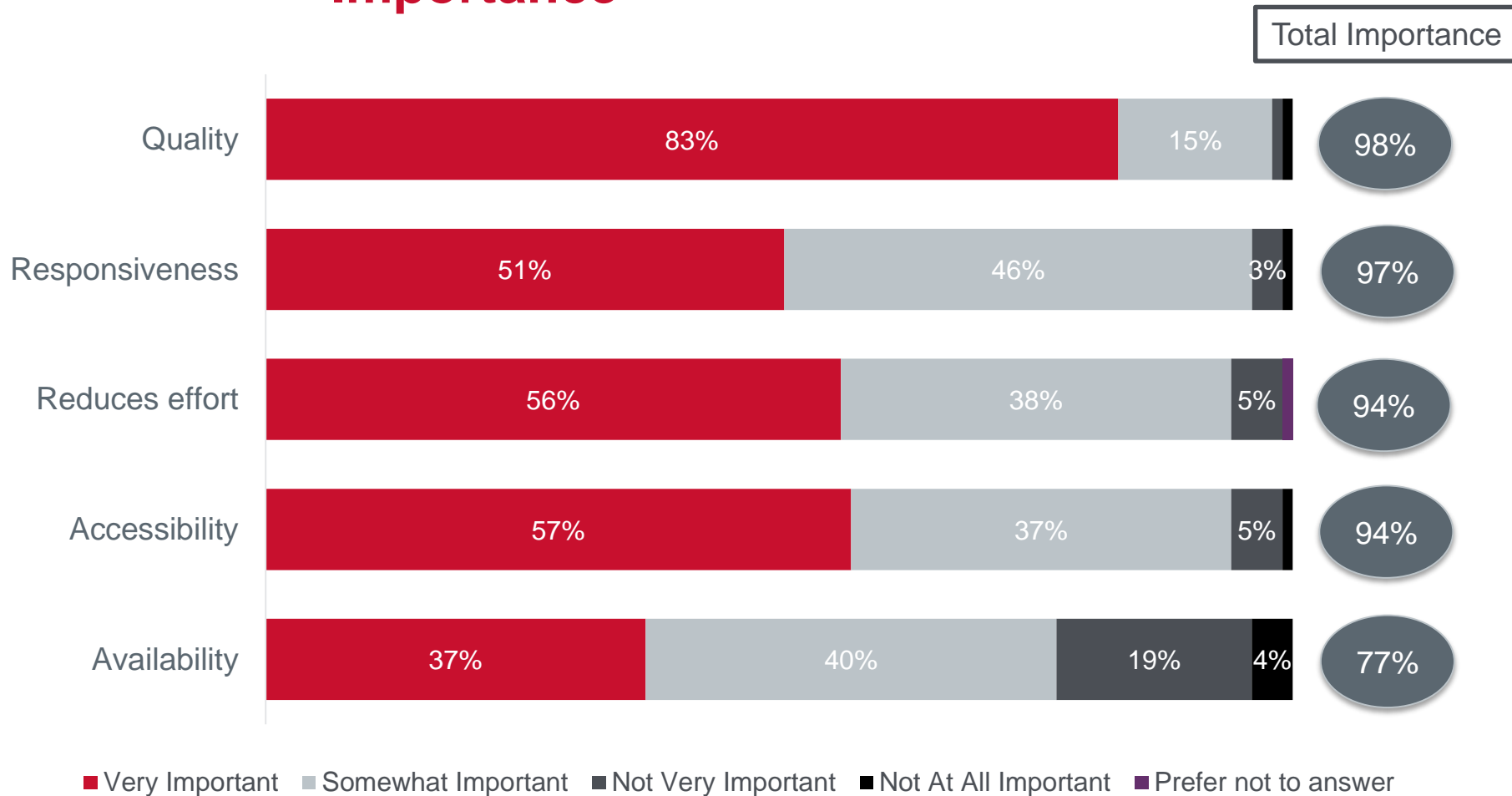
Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 151)

## Data Analytics & Information Access Service

**Data Analytics & Information Access** service provides citizens and employees with an innovation and data hub for the City.

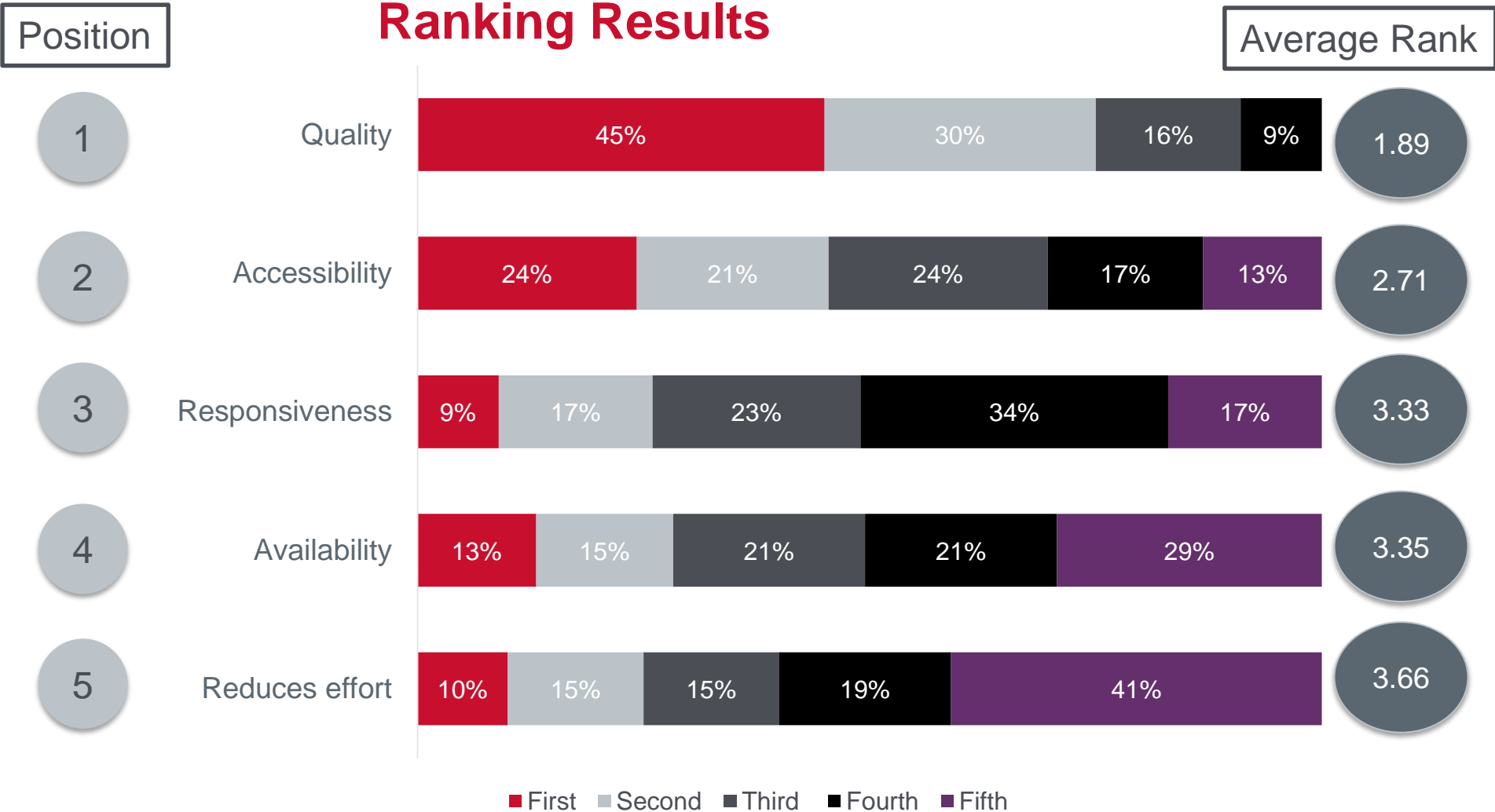
|                       |   |
|-----------------------|---|
| <b>Accessibility</b>  | I have access to data and information.  |
| <b>Availability</b>   | City data and information and location of information are available 24/7.         |
| <b>Quality</b>        | City open data and information are correct and up to date.                        |
| <b>Responsiveness</b> | Requests for City data and information are responded to quickly.                  |
| <b>Reduces effort</b> | The City analyzes data to create information and get value from City investments. |

# Data Analytics & Information Access: Importance



Q: For the Data Analytics & Information Access service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 164)

## Data Analytics & Information Access: Ranking Results

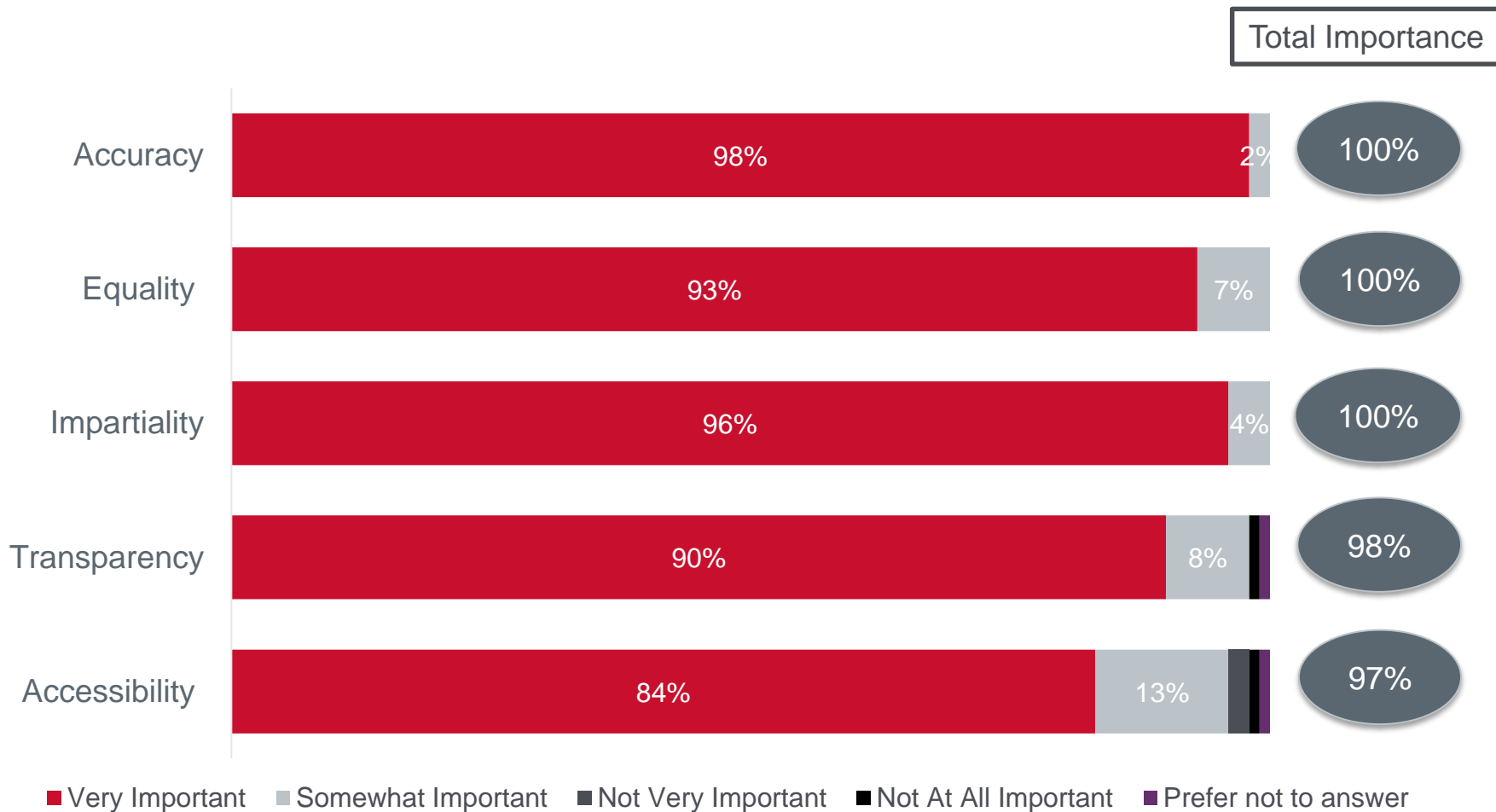


Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 149)

**Municipal Elections** service enables citizens to vote for Mayor, Councillors, School Board Trustees, and questions on a ballot.

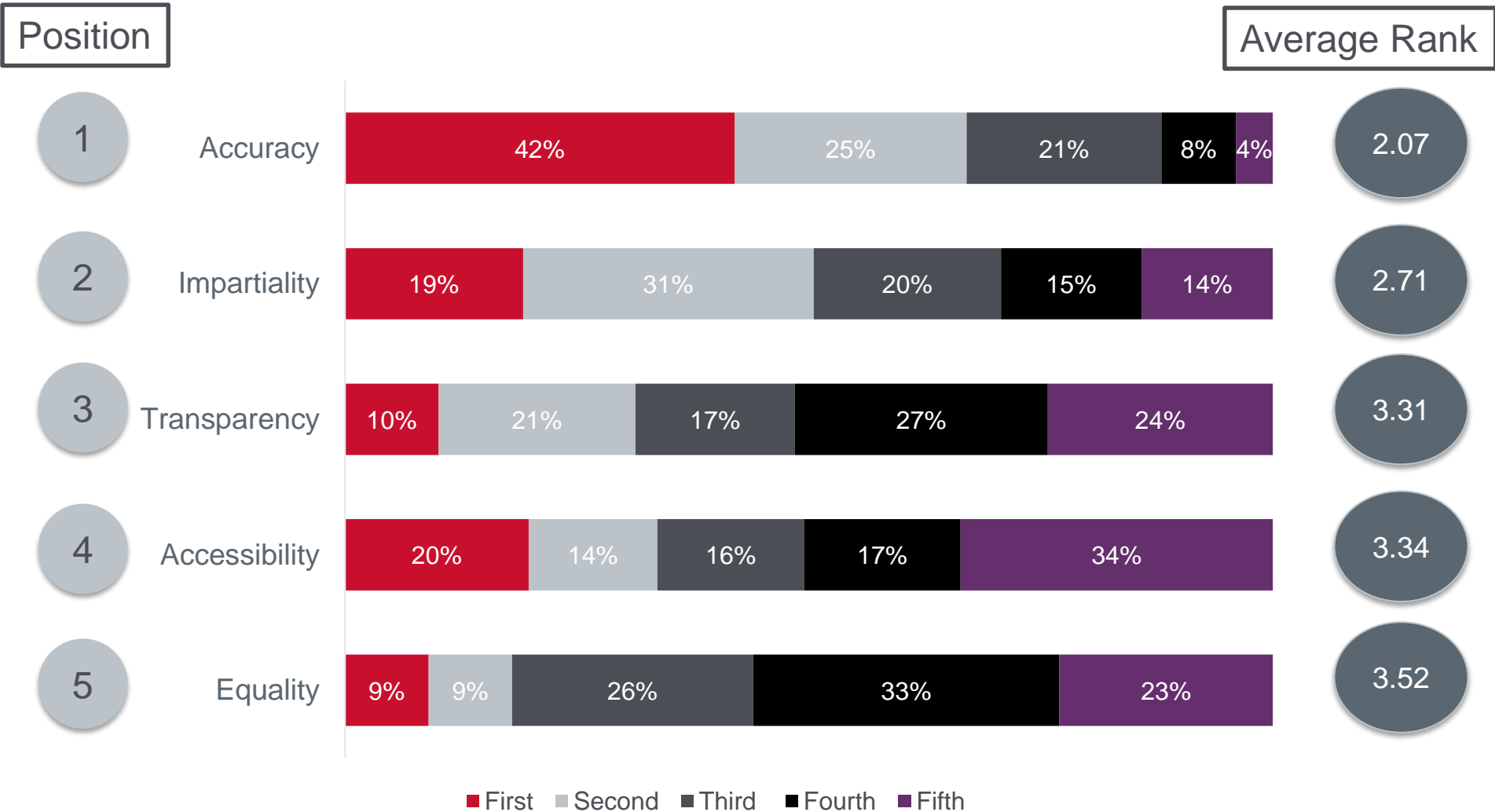
|                      |   |
|----------------------|---|
| <b>Accessibility</b> | Voting is physically accessible.          |
| <b>Accuracy</b>      | Votes are counted correctly.              |
| <b>Impartiality</b>  | The elections process is fair.            |
| <b>Equality</b>      | All votes and voters are treated equally. |
| <b>Transparency</b>  | Elections are open to all.                |

# Municipal Elections: Importance



Q: For the Municipal Elections service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 164)

# Municipal Elections: Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 145)

## Records Management, Access & Privacy Service

**Records Management, Access & Privacy** service manages, protects, and preserves City records and documents. This service also manages privacy and access.

|                               |   |
|-------------------------------|---|
| <b>Availability</b>           | City records are accessible.  |
| <b>Informs</b>                | The City shares information.  |
| <b>Reliability</b>            | City staff are knowledgeable about privacy and information access policies and practices. |
| <b>Legislative Compliance</b> | City staff follow records management, information access and privacy policies.            |

# Records Management, Access & Privacy: Importance

Total Importance

Reliability

70%

28%

98%

Legislative Compliance

73%

24%

97%

Availability

60%

35%

4%

95%

Informs

65%

30%

4%

95%

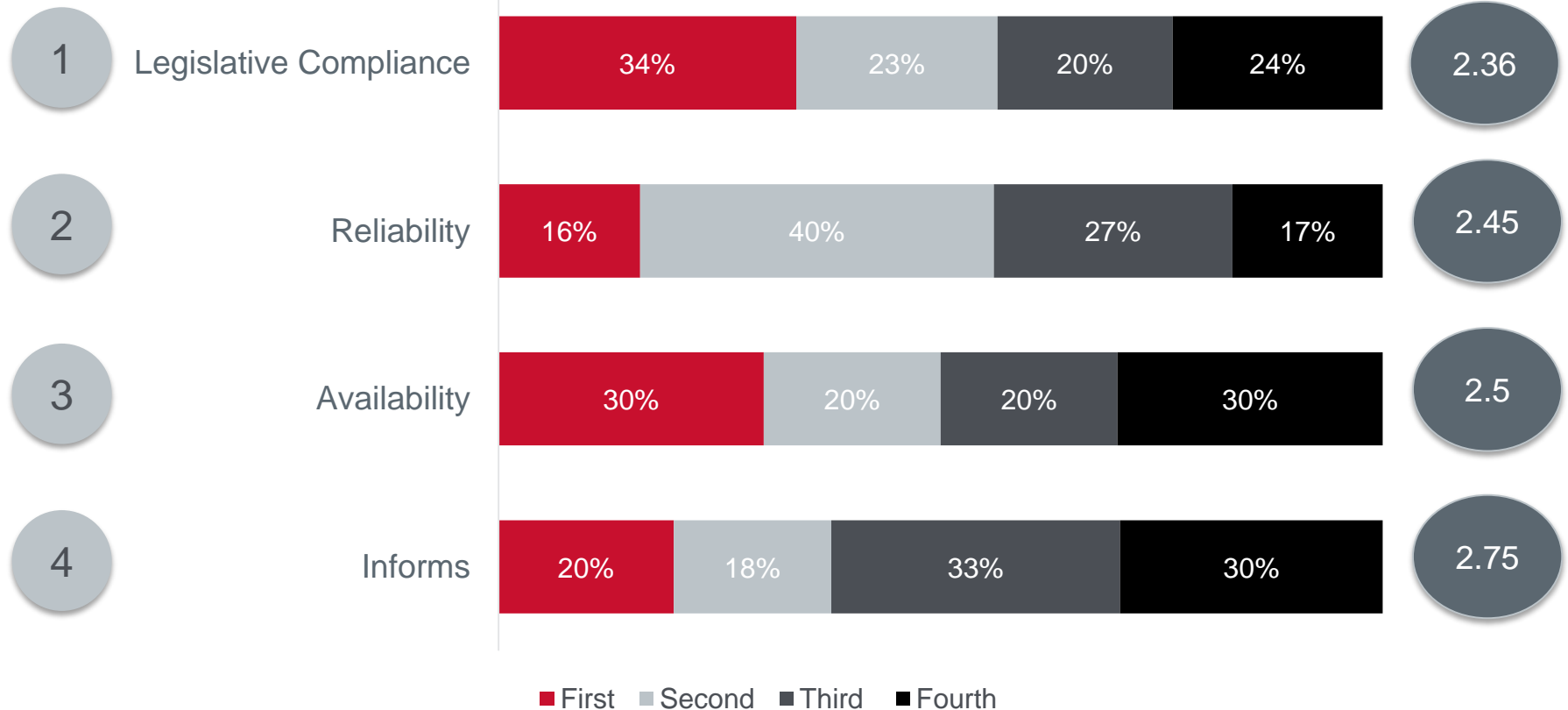
■ Very Important ■ Somewhat Important ■ Not Very Important ■ Not At All Important ■ Prefer not to answer

Q: For the Records Management, Access & Privacy service, please indicate how important you feel each of the following is.  
Sample size: valid responses (n = 164)

# Records Management, Access & Privacy: Ranking Results

Position

Average Rank

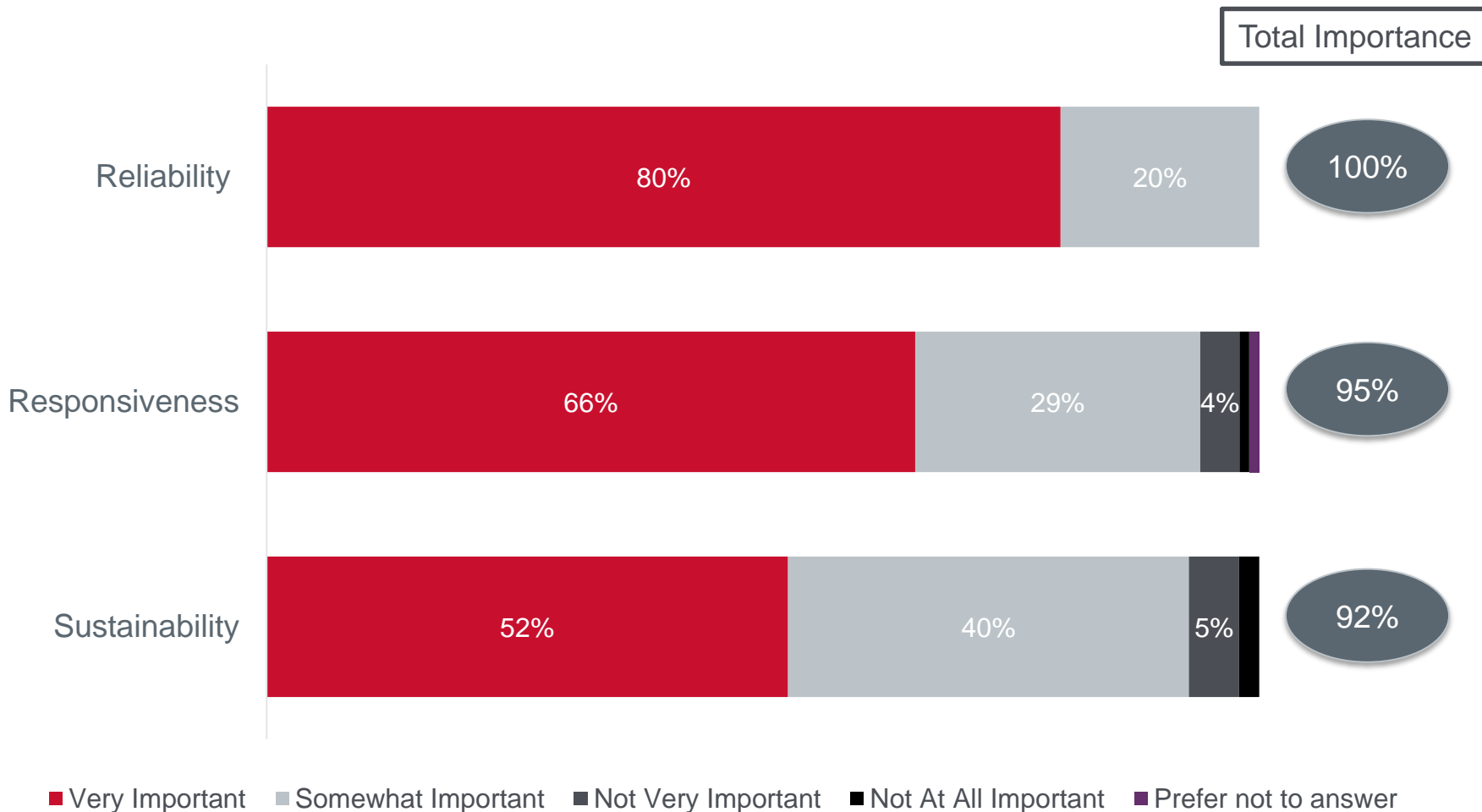


Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 148)

**Taxation** service ensures property taxes are billed and collected properly.

|                       |   |
|-----------------------|---|
| <b>Sustainability</b> | The City gets tax payments in a timely manner.    |
| <b>Reliability</b>    | I get my tax bill quickly and it is correct.      |
| <b>Responsiveness</b> | My questions about my taxes are answered quickly. |

## Taxation: Importance



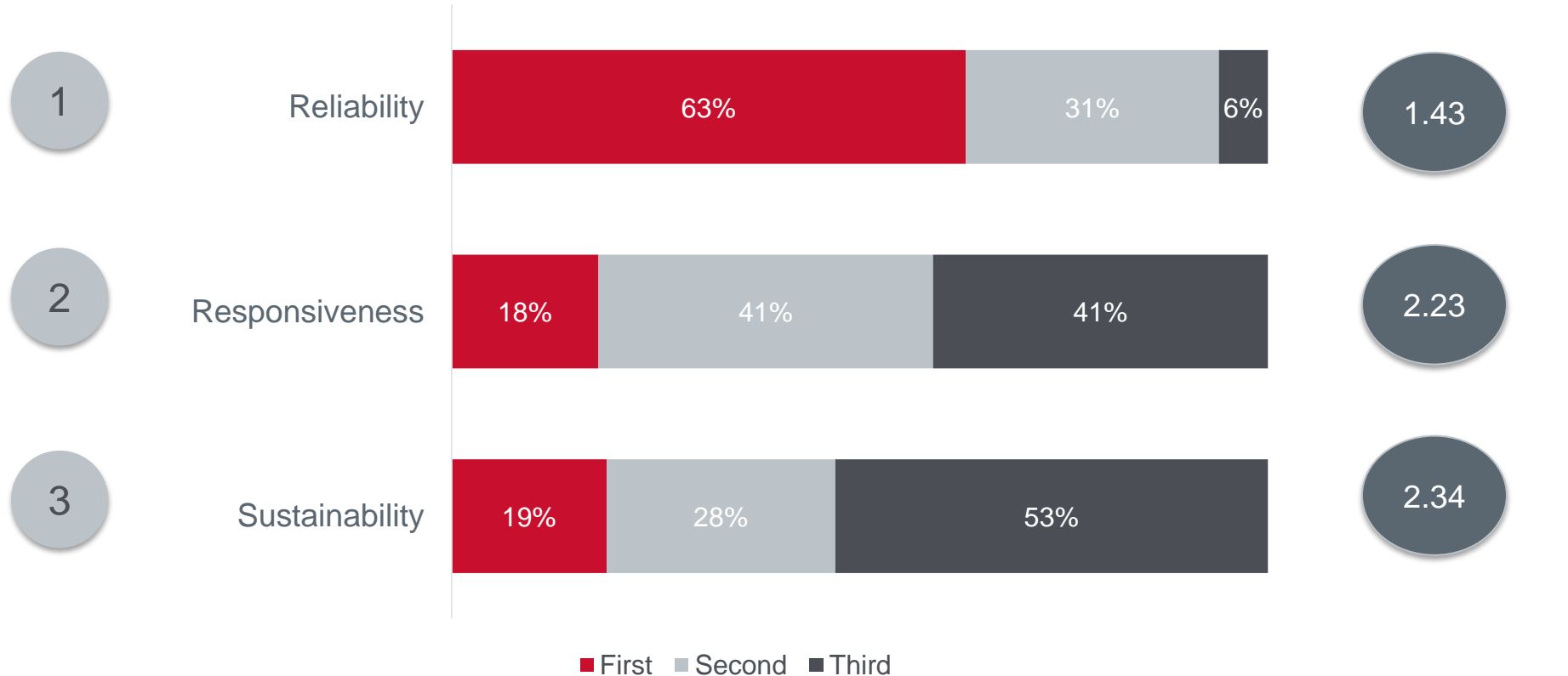
Q: For the Taxation service, please indicate how important you feel each of the following is.

Sample size: valid responses (n = 164)

# Taxation: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 148)



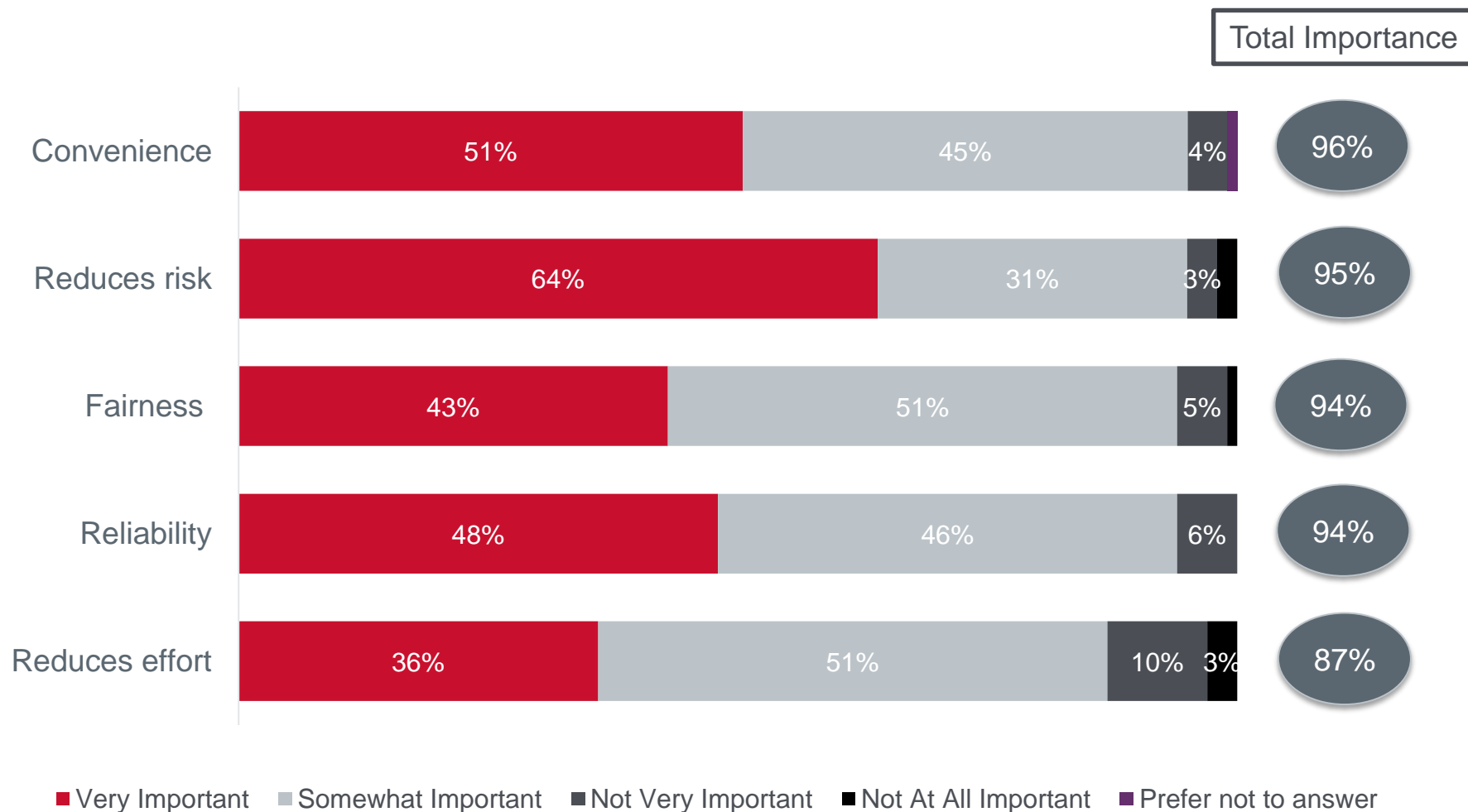
## A City of Safe and Inspiring Neighbourhoods

## City Planning & Policy Service

**City Planning & Policy** service creates policies to guide development or re-development.

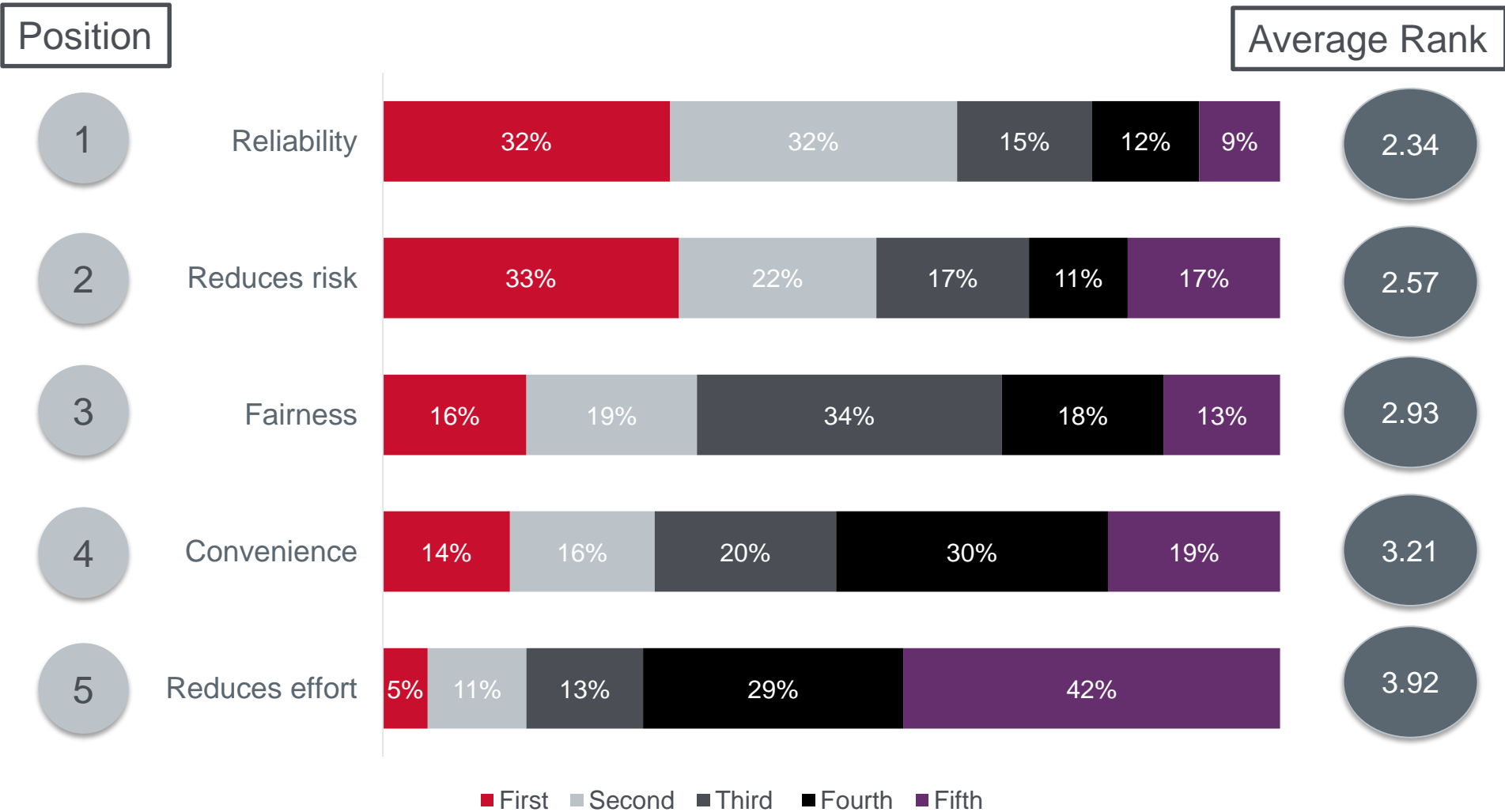
|                       |   |
|-----------------------|---|
| <b>Reliability</b>    | What is set out in City plans is followed in the future.                                  |
| <b>Convenience</b>    | City plans and rules are easy to find and understand.                                     |
| <b>Fairness</b>       | My interests and ideas are reflected in City plans.                                       |
| <b>Reduces effort</b> | It doesn't take a lot of effort for me to participate in City planning and approvals.     |
| <b>Reduces risk</b>   | City plans and policies limit financial risk to The City and don't block economic growth. |

# City Planning & Policy: Importance



Q: For the City Planning & Policy service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 164)

# City Planning & Policy: Ranking Results



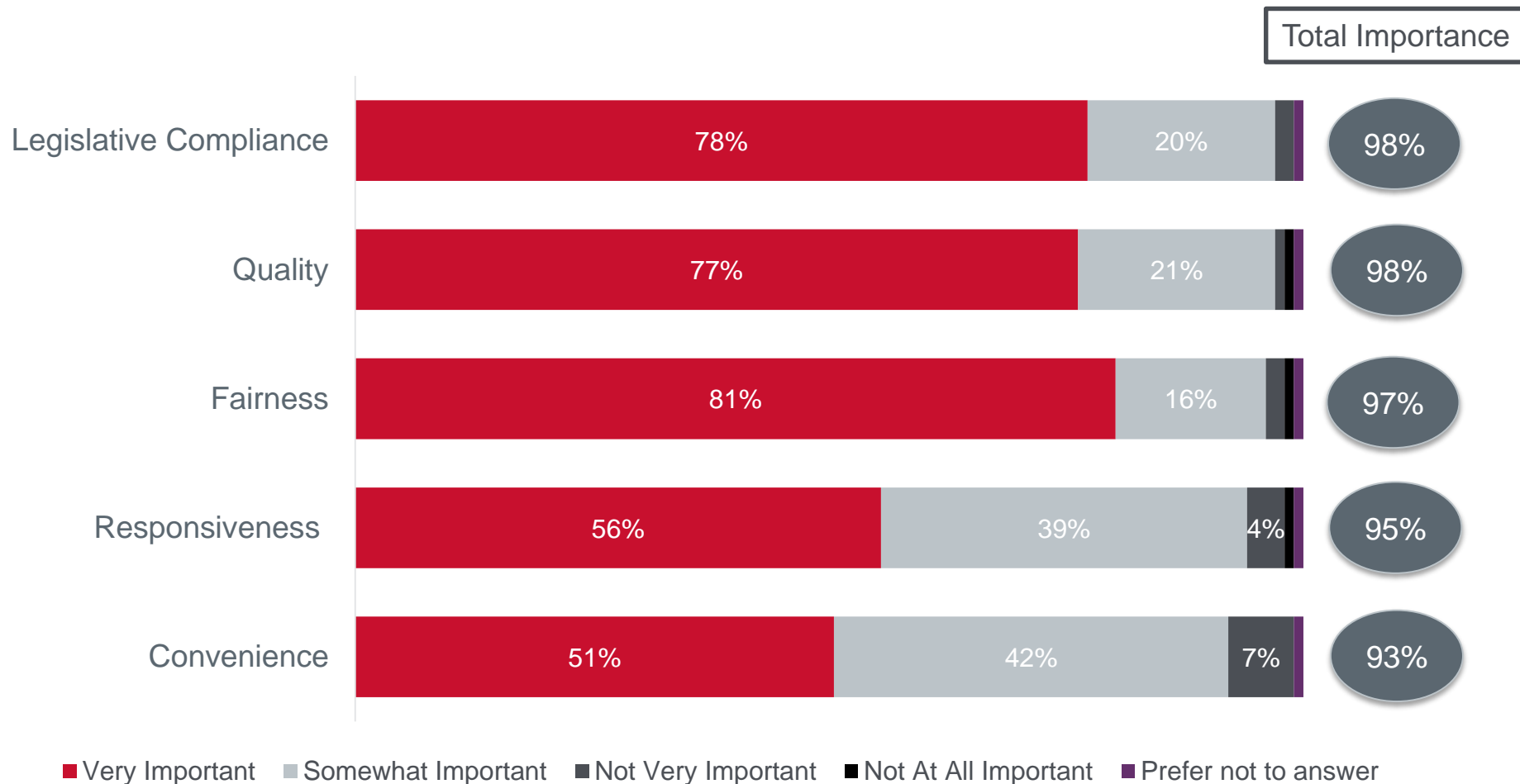
Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 151)

## Development Approvals Service

**Development Approvals** service reviews and approves all land development proposals to ensure they meet regulatory requirements.

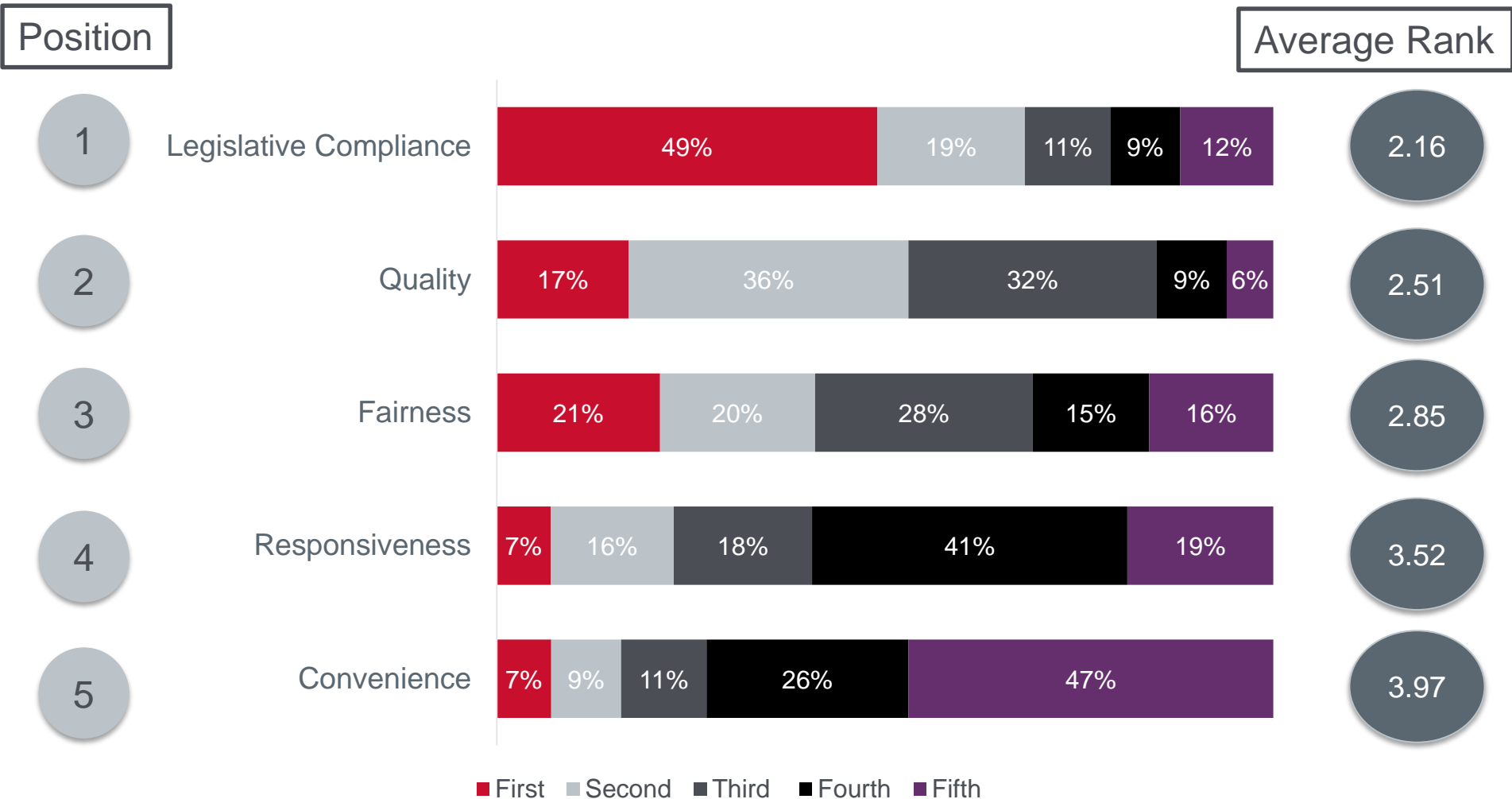
|                               |   |
|-------------------------------|---|
| <b>Legislative Compliance</b> | Legislation, bylaws and policies are followed.              |
| <b>Responsiveness</b>         | Timeline commitments are met.                               |
| <b>Quality</b>                | Decisions are made by analyzing relevant factors.           |
| <b>Convenience</b>            | Information, processes and applications are easy to access. |
| <b>Fairness</b>               | Decisions are fair.   |

# Development Approvals: Importance



Q: For the Development Approvals service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 164)

# Development Approvals: Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 149)

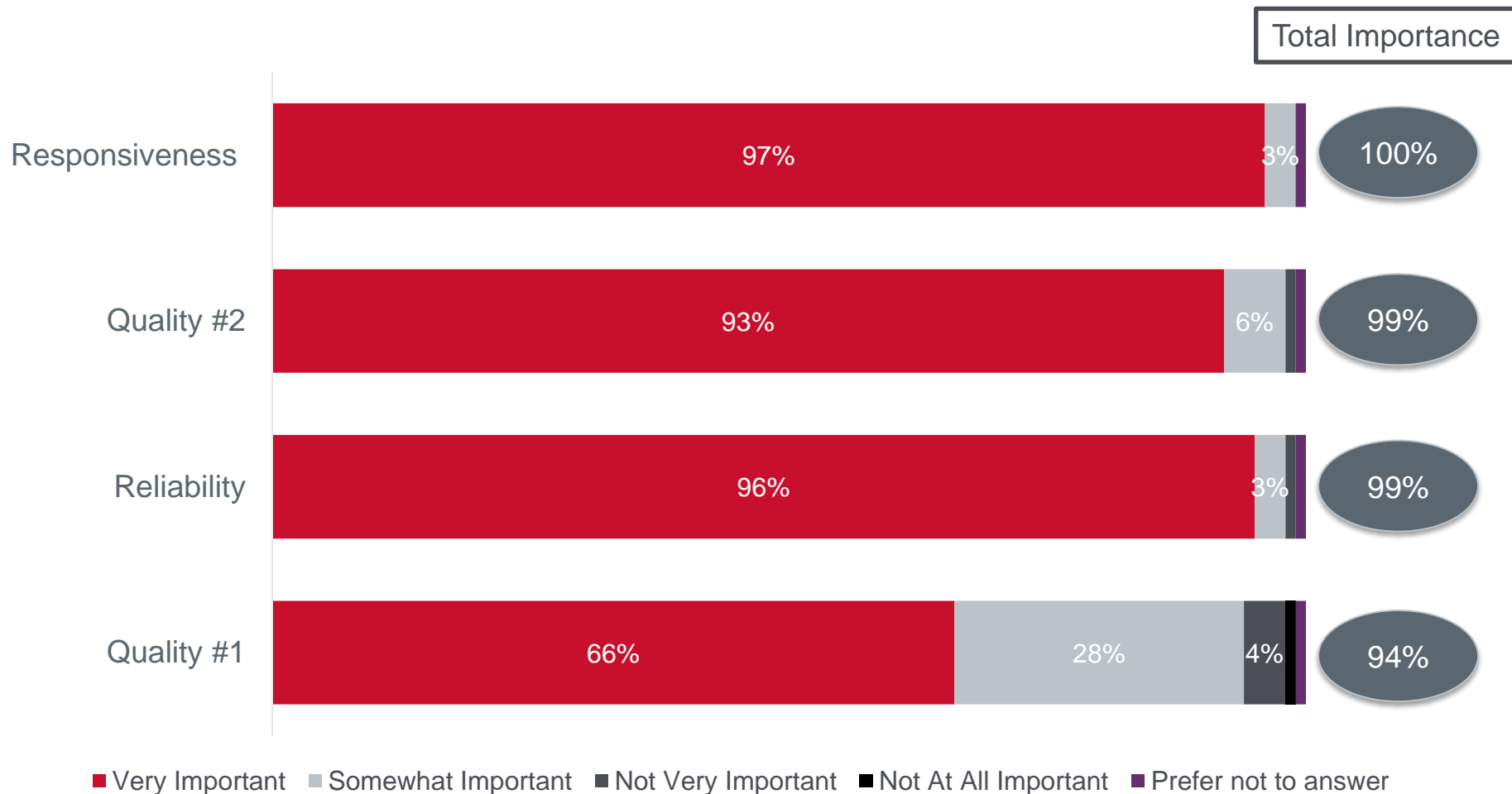


## Calgary 9-1-1 Service

**Calgary 9-1-1** service responds to emergency calls and sends emergency responders.

|                       |   |
|-----------------------|---|
| <b>Reliability</b>    | I can depend on 9-1-1 in my time of need.   |
| <b>Responsiveness</b> | 9-1-1 calls are answered quickly.   |
| <b>Quality #1</b>     | I get courteous and professional support every time I call for help.                      |
| <b>Quality #2</b>     | First responders (Police, EMS, Fire) have the right information to respond appropriately. |

# Calgary 9-1-1: Importance

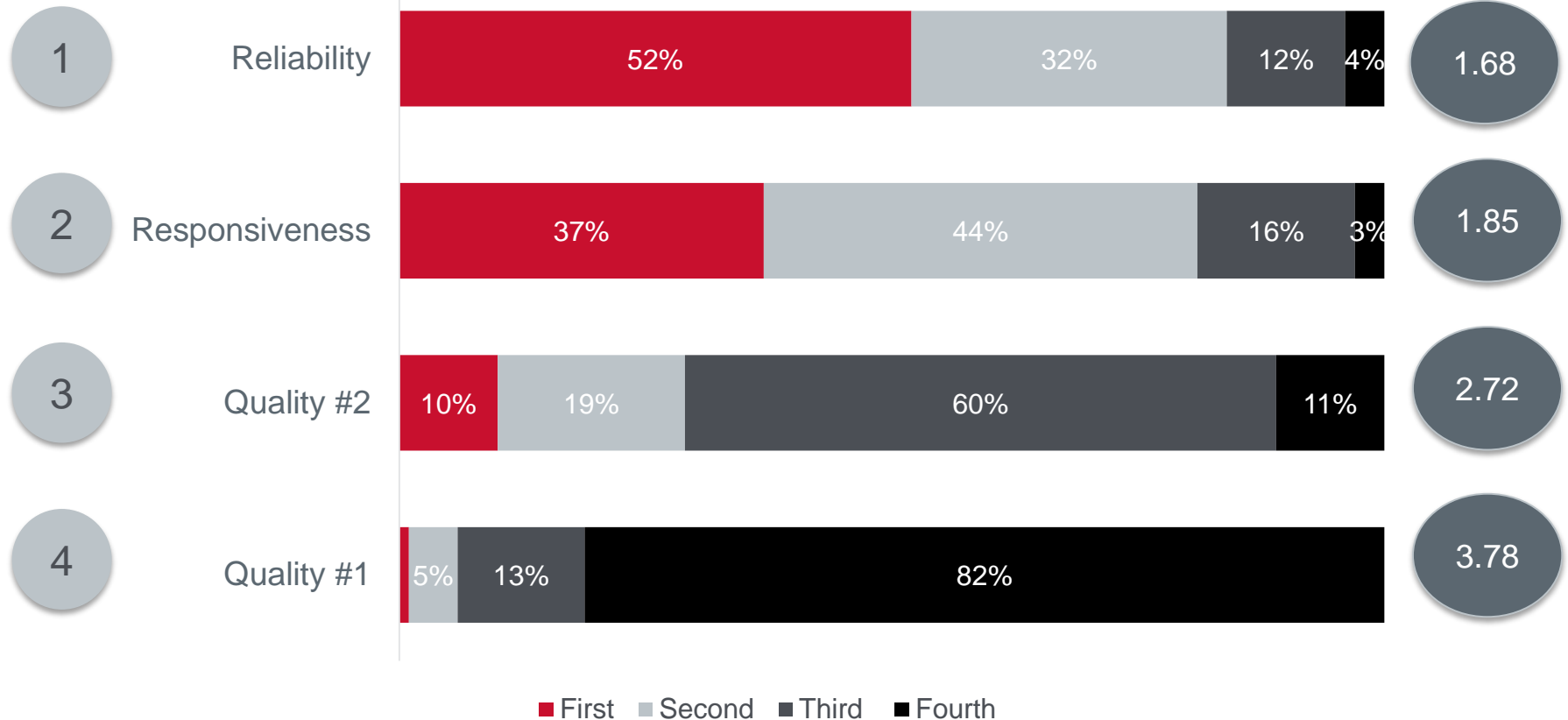


Q: For the Calgary 9-1-1 service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 198)

# Calgary 9-1-1: Ranking Results

Position

Average Rank



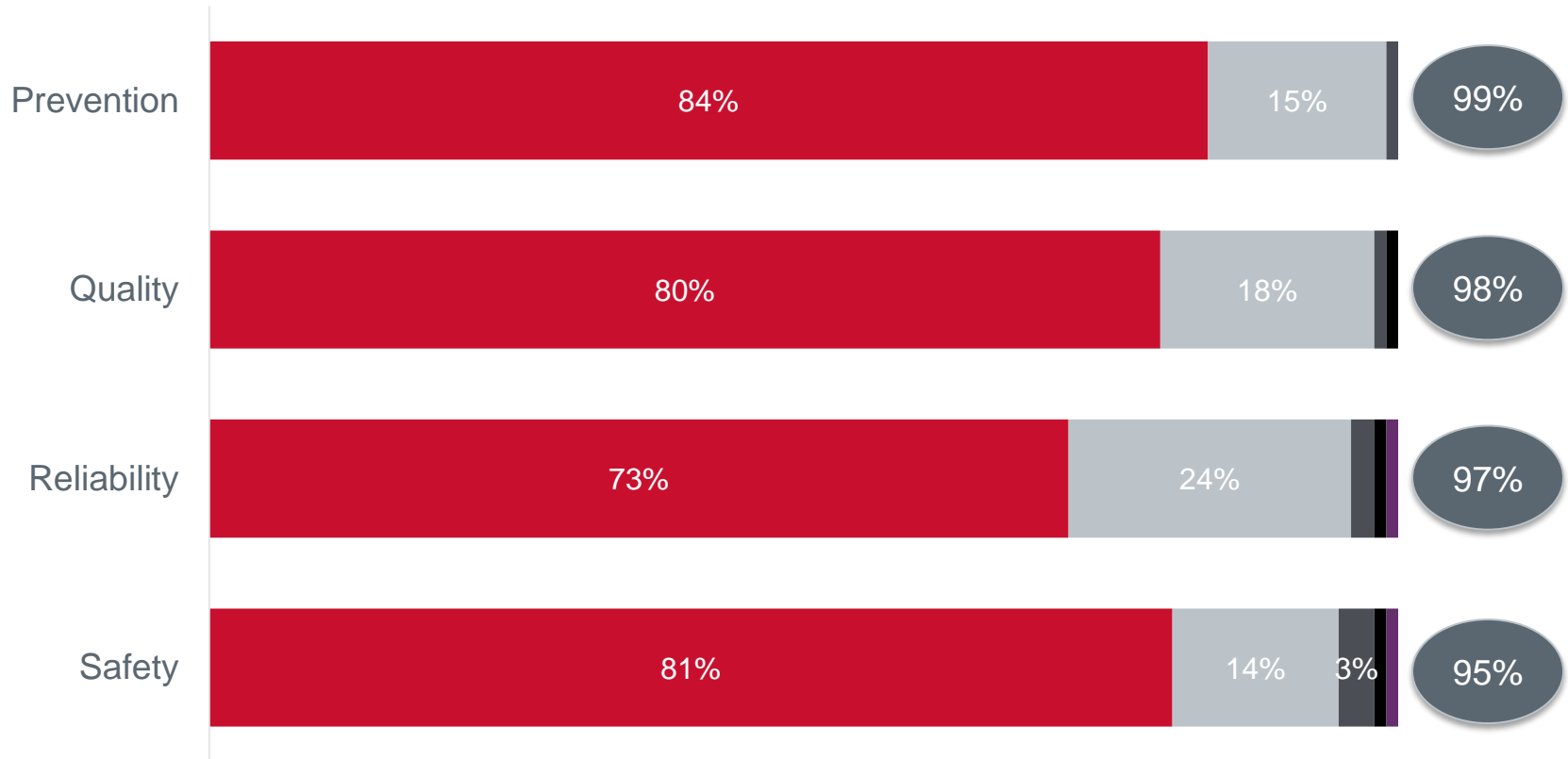
Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 190)

**Police Services** provide police services including crime prevention and education, law enforcement and investigations.

|                    |  |
|--------------------|--|
| <b>Safety</b>      | Communities are safe, diverse and inclusive.   |
| <b>Prevention</b>  | Crime is prevented and reduced.  |
| <b>Quality</b>     | Police officers are professional.  |
| <b>Reliability</b> | The Police answers my calls well and works to keep good relationships with Calgarians. |

# Police Services: Importance

Total Importance



■ Very Important ■ Somewhat Important ■ Not Very Important ■ Not At All Important ■ Prefer not to answer

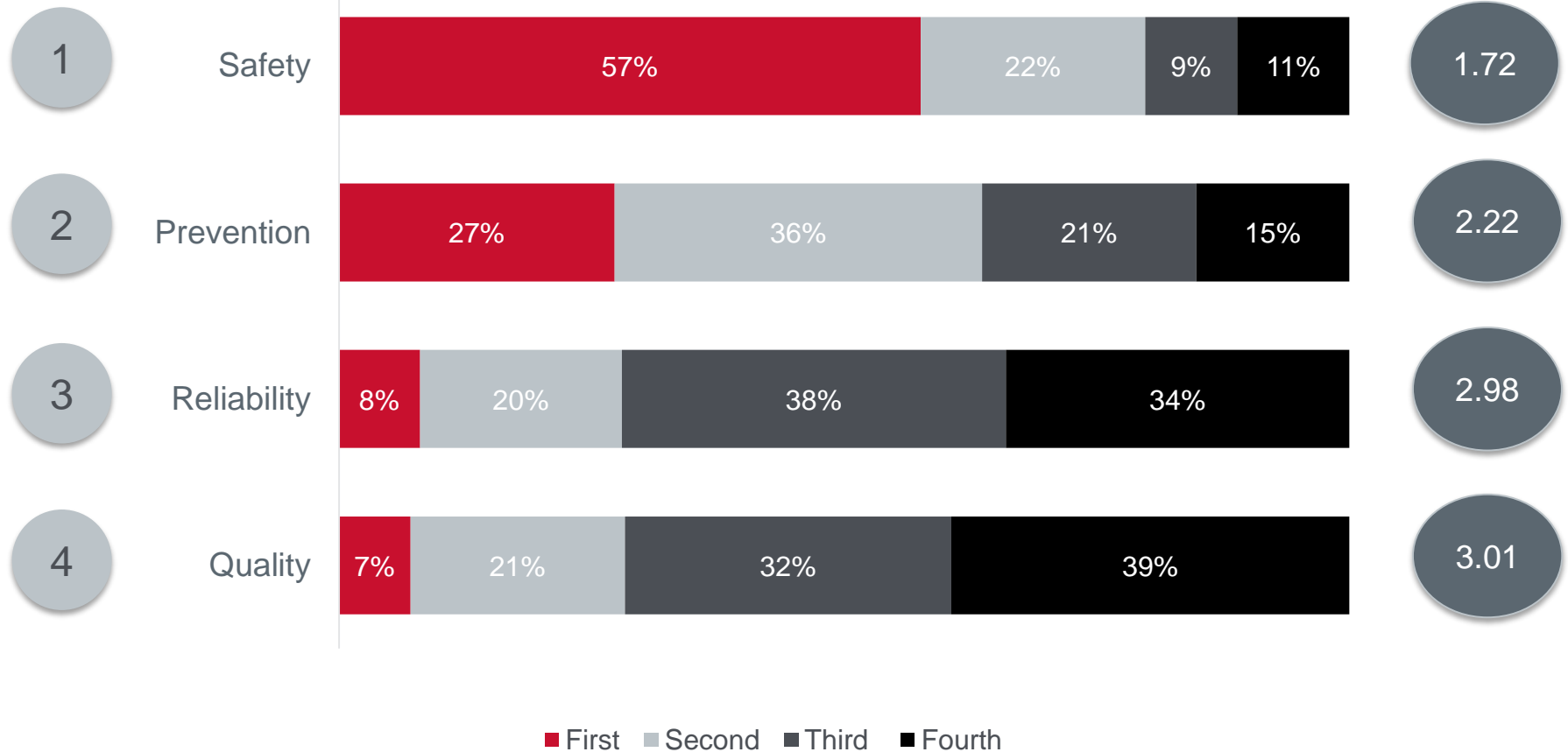
Q: For the Police Services, please indicate how important you feel each of the following is.

Sample size: valid responses (n = 198)

## Police Services: Ranking Results

Position

Average Rank



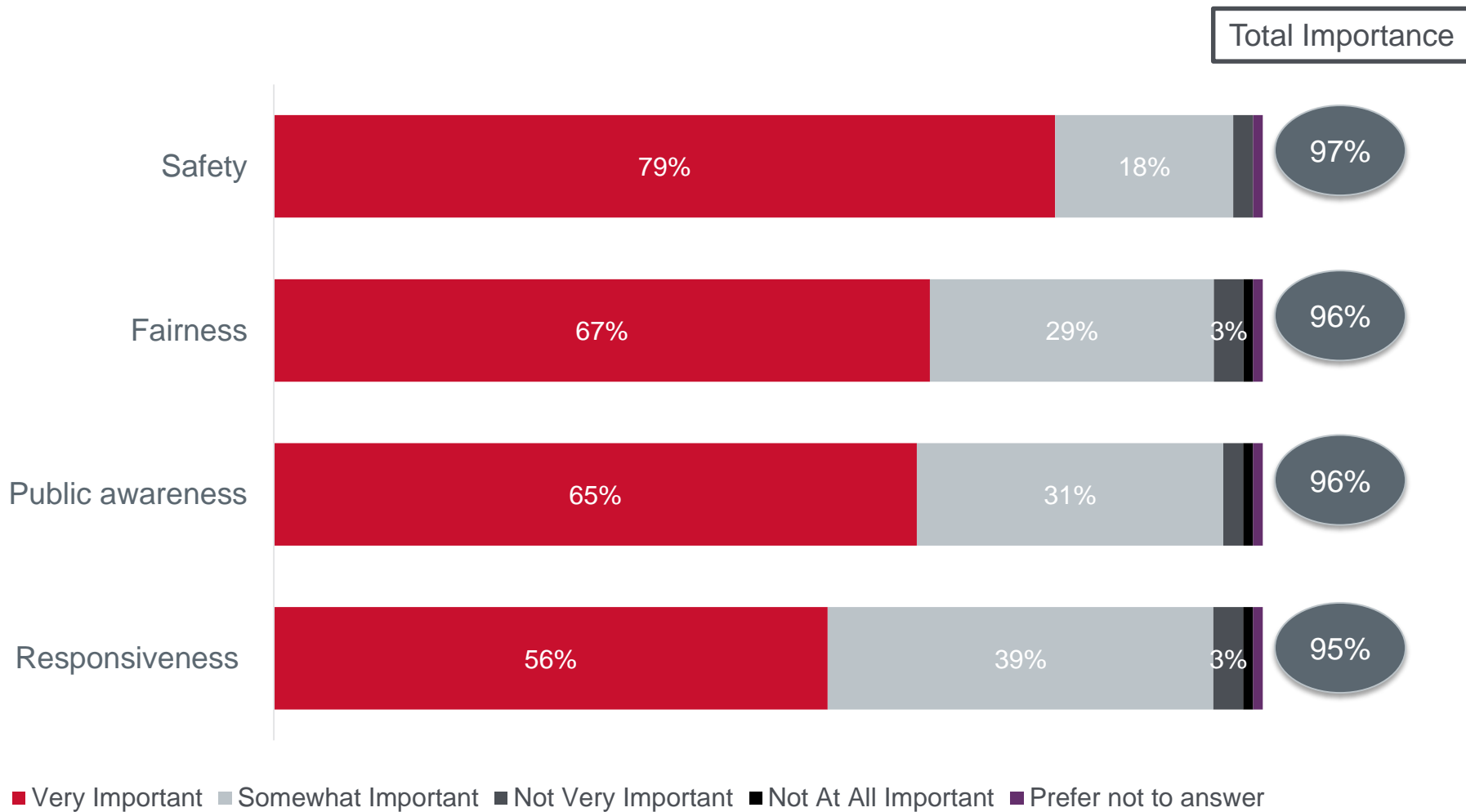
Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 190)

## Bylaw Education & Compliance Service

**Bylaw Education & Compliance** service ensures bylaw compliance through enforcement and education.

|                         |  |
|-------------------------|--|
| <b>Responsiveness</b>   | My complaints and bylaw issues are answered and fixed quickly.   |
| <b>Safety</b>           | I feel safe and protected in my community.   |
| <b>Fairness</b>         | Bylaw enforcement is clear, fair and consistent. Bylaw education is conducted by skilled Peace Officers. |
| <b>Public awareness</b> | Calgarians understand bylaws and the importance of being a good neighbour.                               |

# Bylaw Education & Compliance: Importance

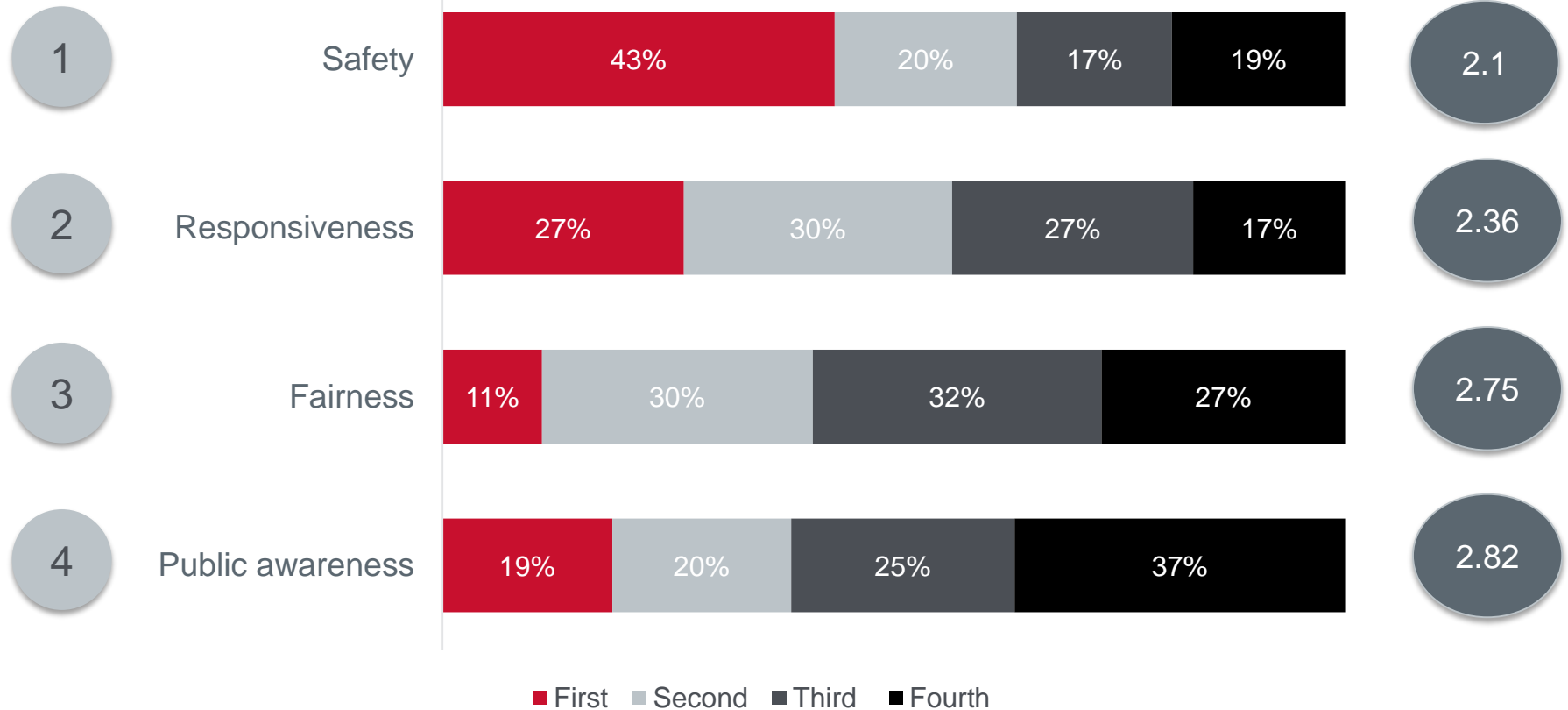


Q: For the Bylaw Education & Compliance service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 175)

# Bylaw Education & Compliance: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 166)

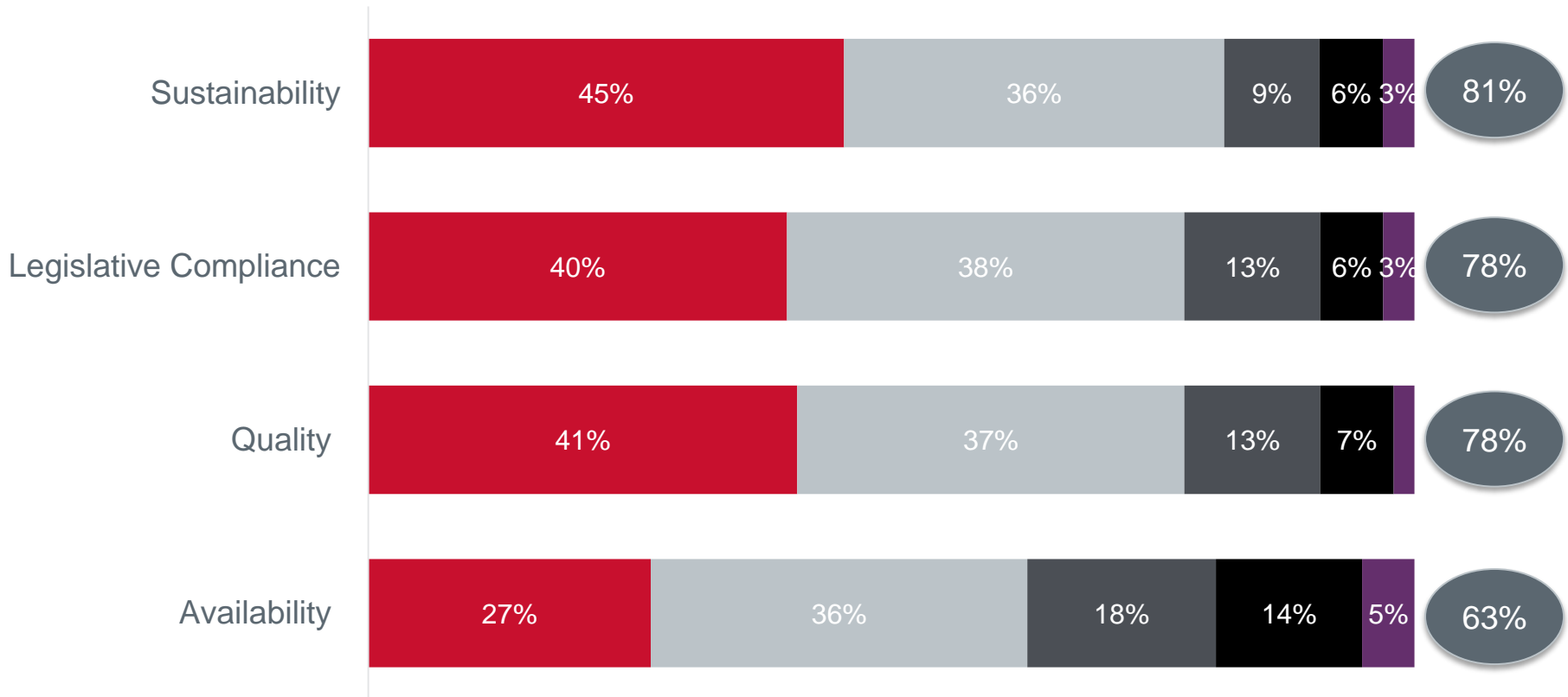
## City Cemeteries Service

**City Cemeteries** service maintains public cemeteries, and provides affordable burial and memorial services.

|                               |   |
|-------------------------------|---|
| <b>Quality</b>                | City cemeteries provide a dignified service for the respectful interment and memorialisation by families of loved ones. |
| <b>Availability</b>           | I have access to a range of affordable cemetery space types.  |
| <b>Sustainability</b>         | City cemeteries are well-managed for the long-term.   |
| <b>Legislative Compliance</b> | City cemeteries follow legislation.   |

# City Cemeteries: Importance

Total Importance



■ Very Important ■ Somewhat Important ■ Not Very Important ■ Not At All Important ■ Prefer not to answer

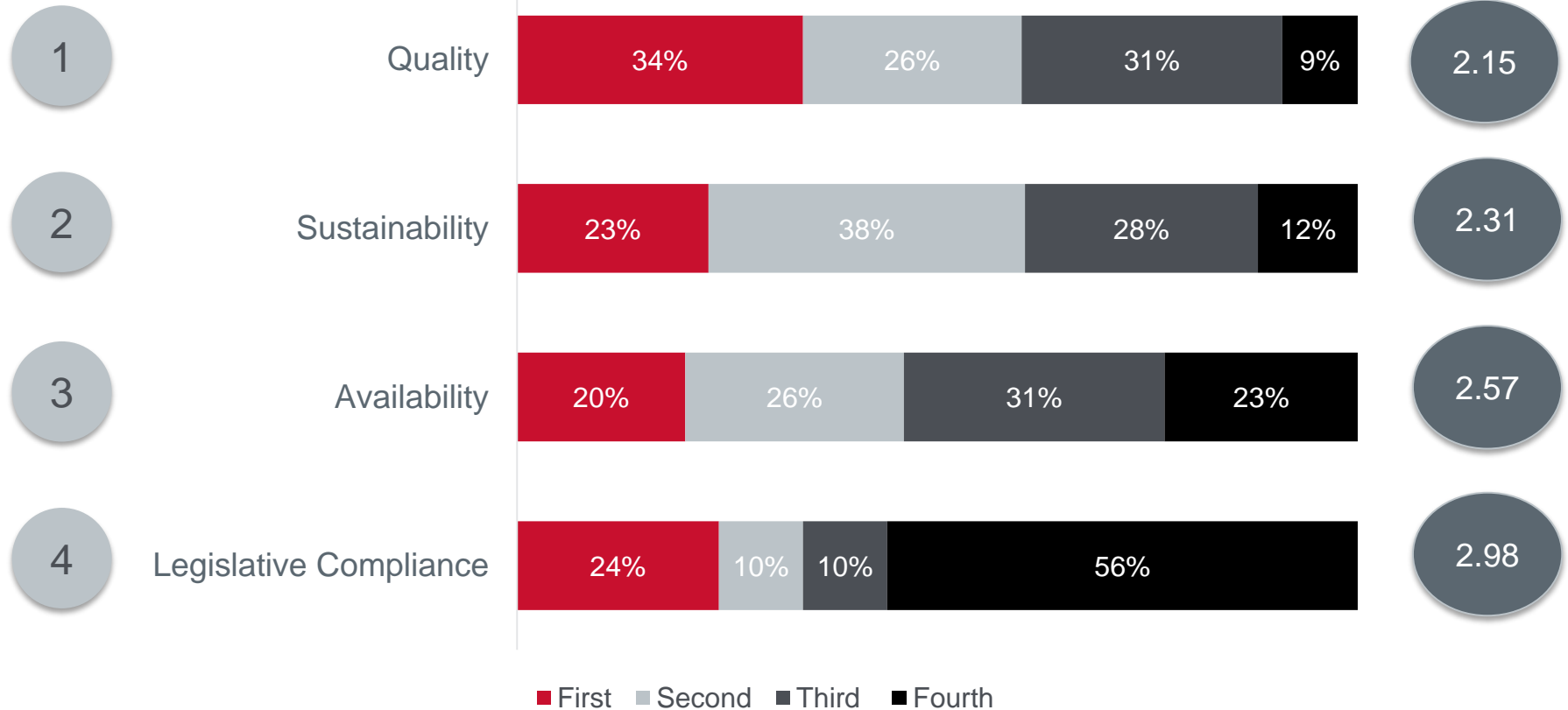
Q: For the City Cemeteries service, please indicate how important you feel each of the following is.

Sample size: valid responses (n = 175)

# City Cemeteries: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 160)

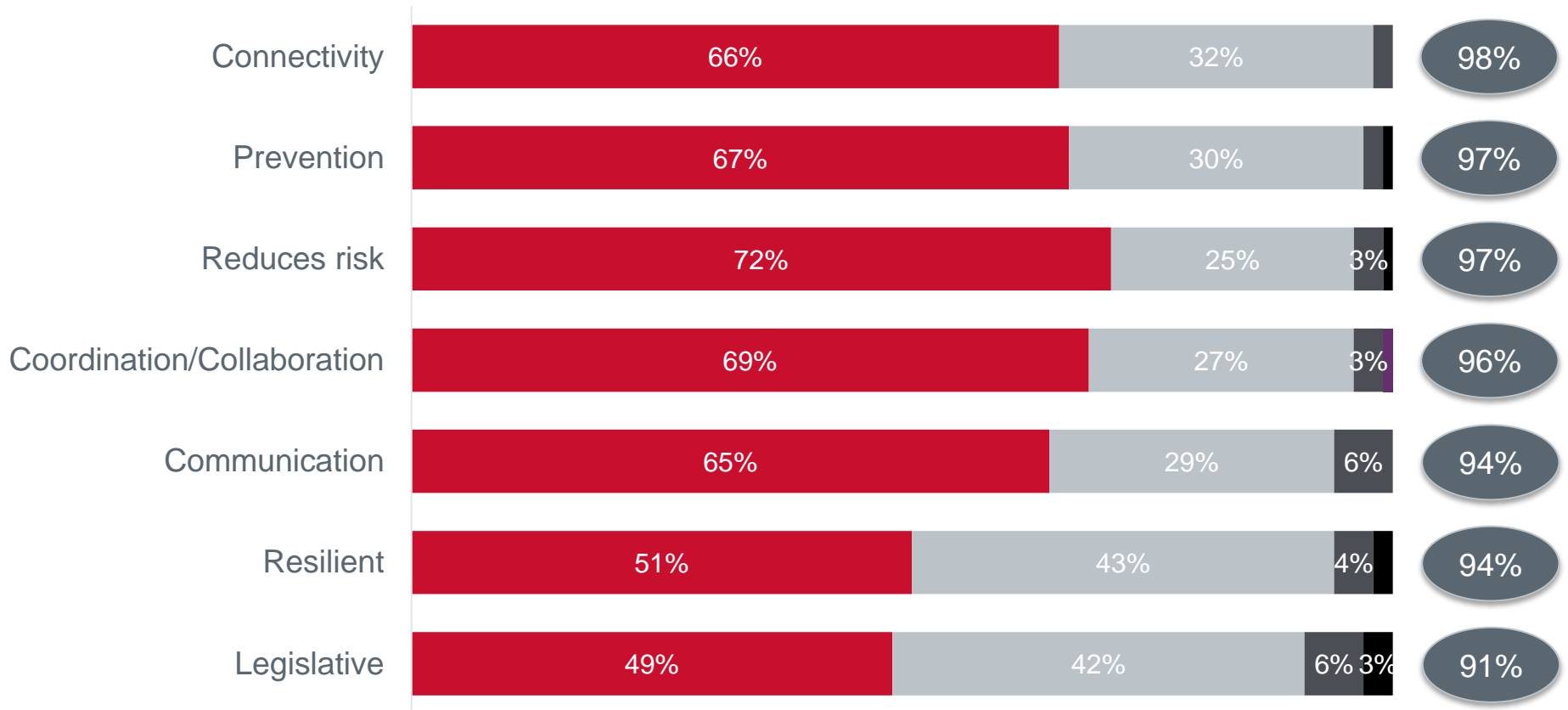
# Emergency Management & Business Continuity Service

**Emergency Management & Business Continuity** service coordinates and supports stakeholders to prepare, respond and recover from disasters and emergencies in Calgary.

|  |   |
|--|---|
| <b>Prevention</b>                      | Everyone is prepared to respond to and recover from major emergencies.  |
| <b>Reduces risk</b>                    | The City takes action to prevent or reduce hazards and risks.   |
| <b>Resilient</b>                       | Calgary bounces back from the effects of a major emergency quickly.   |
| <b>Connectivity</b>                    | The right people with the right skills help respond to and recover from emergencies.  |
| <b>Coordination/<br/>Collaboration</b> | The City has the experts and resources needed to be ready to respond to major emergencies.  |
| <b>Communication</b>                   | The City gives me the information I need to be ready for emergencies.   |
| <b>Legislative</b>                     | The City meets the requirements in having an emergency management agency as required by the Province of Alberta's Emergency Management Act. |

# Emergency Management & Business Continuity: Importance

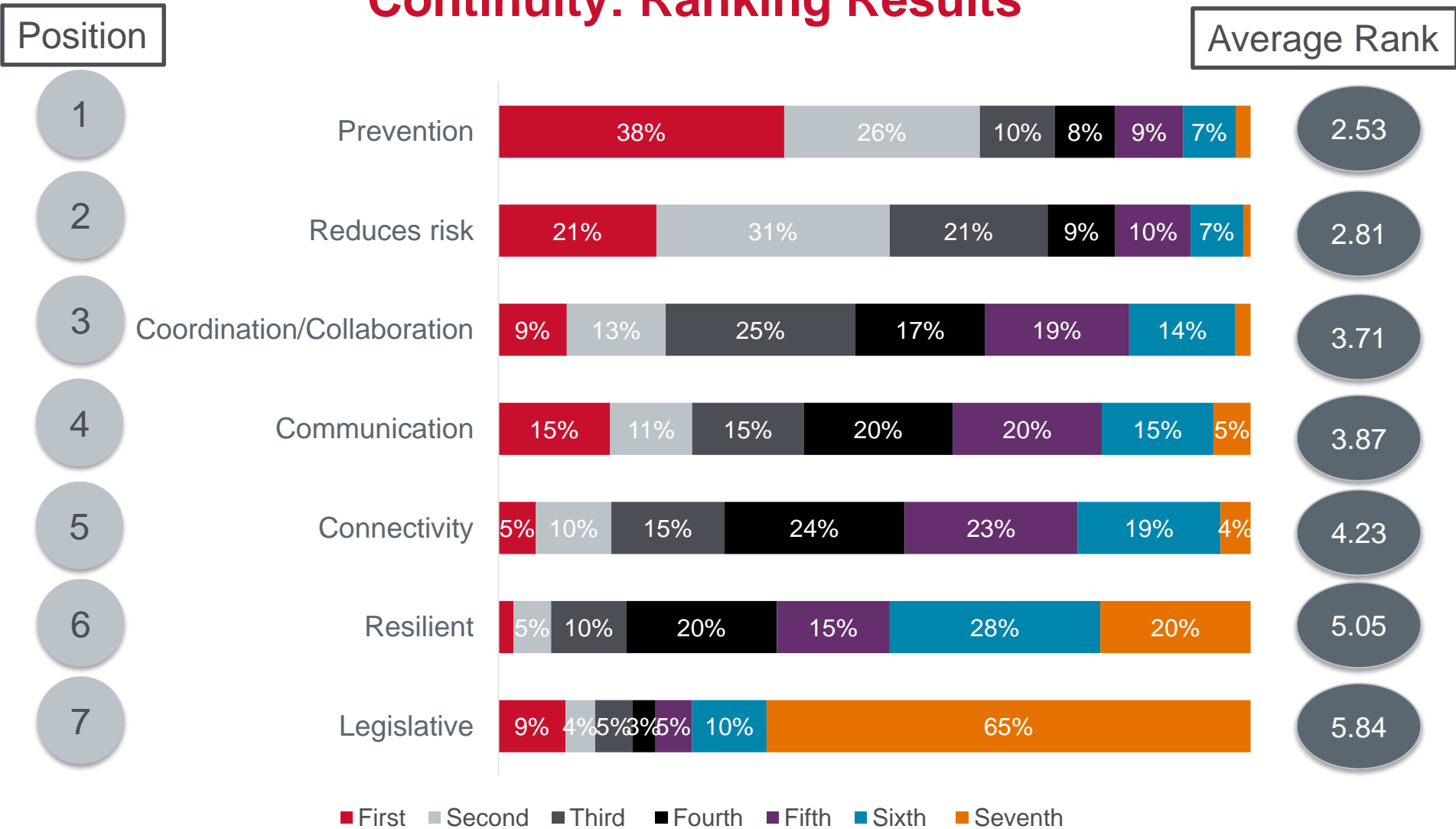
Total Importance



■ Very Important ■ Somewhat Important ■ Not Very Important ■ Not At All Important ■ Prefer not to answer

Q: For the Emergency Management & Business Continuity service, please indicate how important you feel each of the following is.  
Sample size: valid responses (n = 175)

# Emergency Management & Business Continuity: Ranking Results



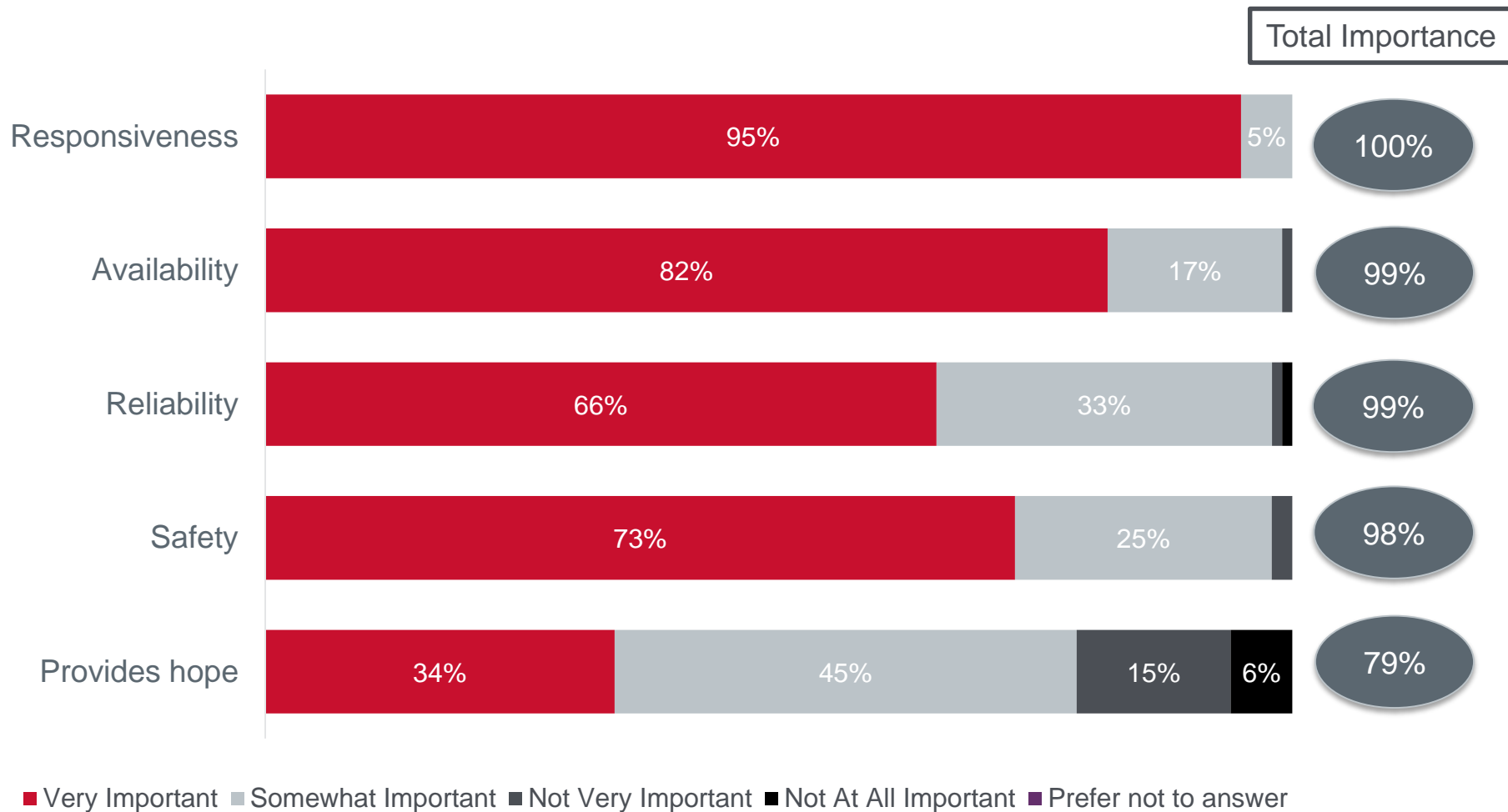
Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 164)

## Fire & Emergency Response Service

**Fire & Emergency Response** service provides emergency response support for fires, medical incidents, accidents and hazardous material incidents.

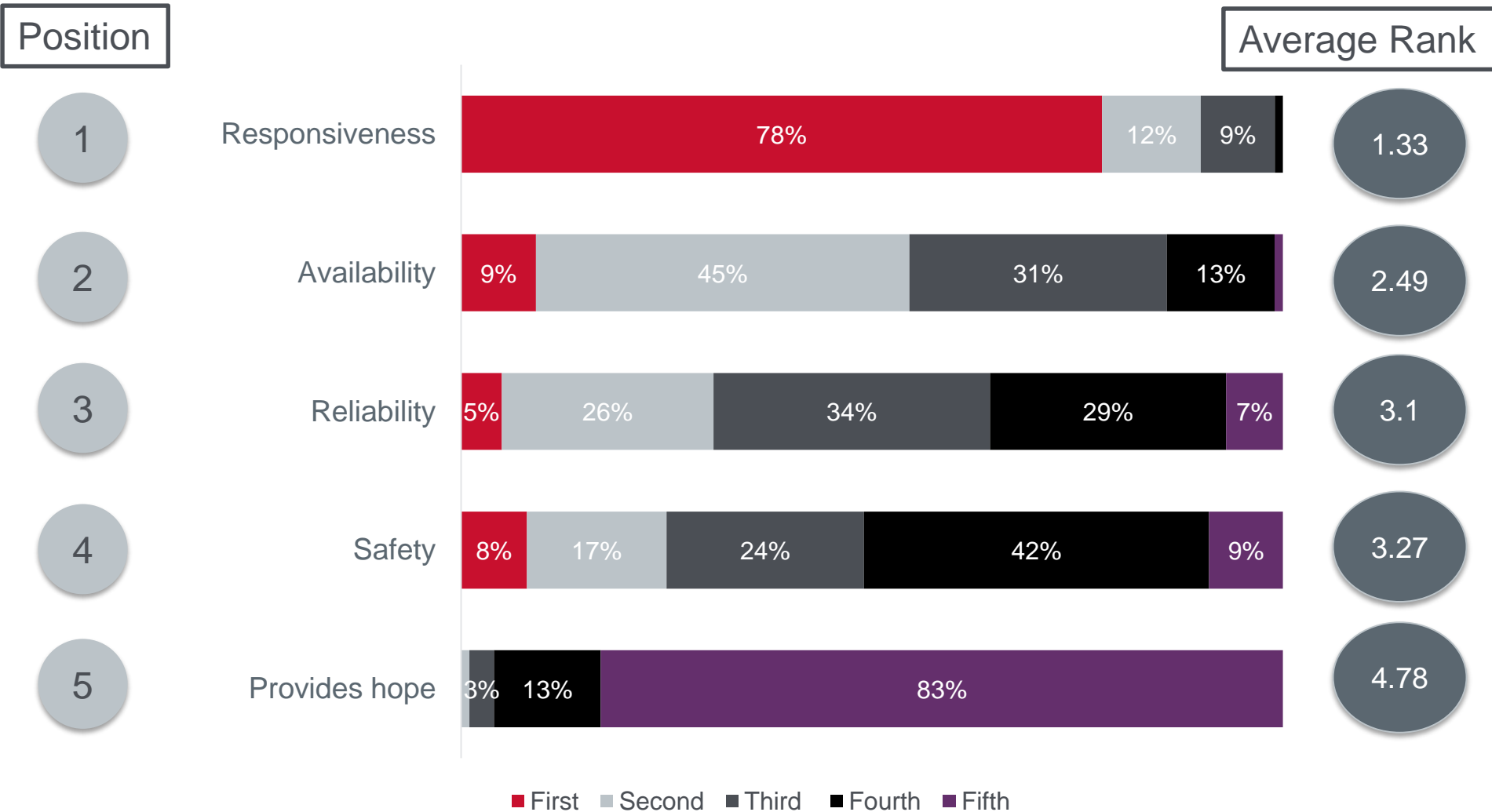
|                       |   |
|-----------------------|---|
| <b>Responsiveness</b> | Emergency calls are responded to quickly.   |
| <b>Availability</b>   | Fire fighters come with the right equipment. They are competent, polite and caring. |
| <b>Reliability</b>    | There are programs, plans and systems in place to manage all hazards.               |
| <b>Provides hope</b>  | Fire fighters stay with me until my emergency is done.                              |
| <b>Safety</b>         | Fire fighters do whatever they can to keep me and my family safe.                   |

# Fire & Emergency Response: Importance



Q: For the Fire & Emergency Response service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 175)

# Fire & Emergency Response: Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 165)

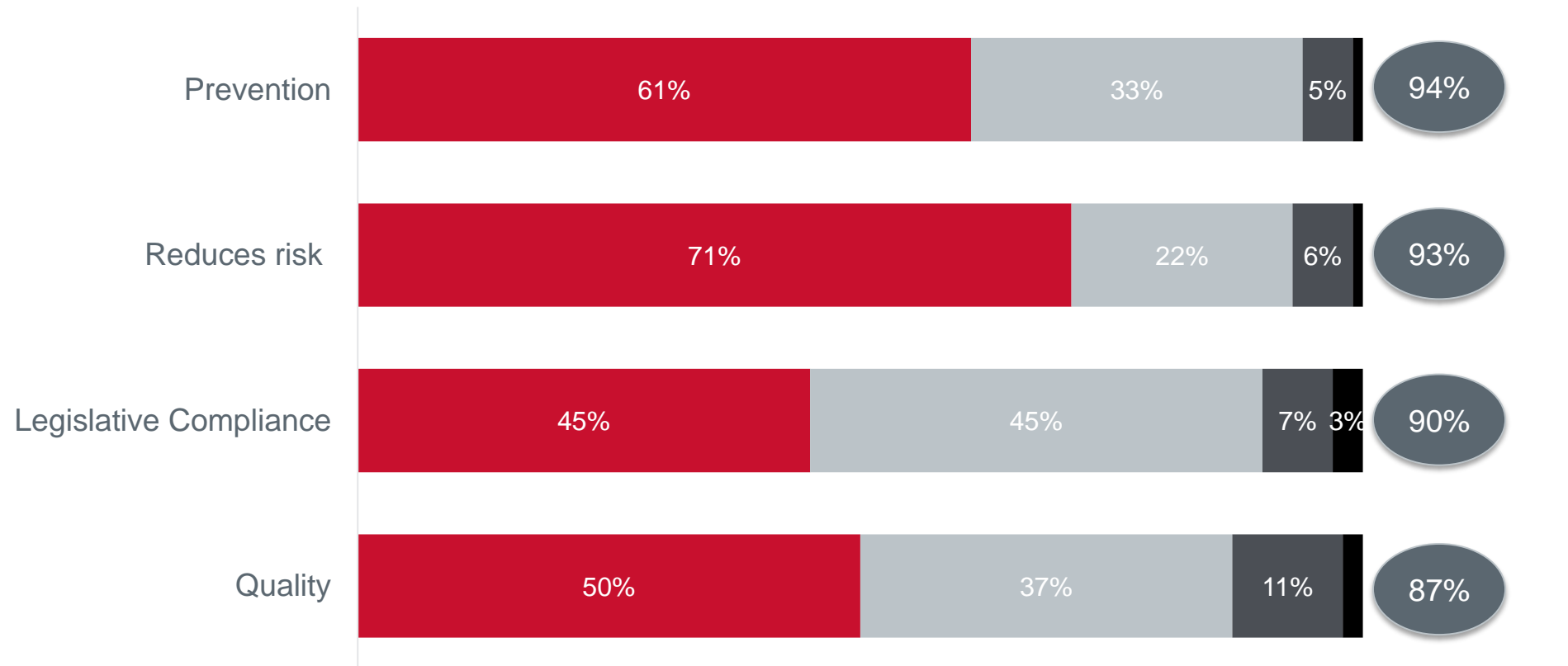
## Fire Inspection & Enforcement Service

**Fire Inspection & Enforcement** service helps businesses comply with fire safety regulations.

|                               |  |
|-------------------------------|--|
| <b>Legislative Compliance</b> | Fire Department helps me comply with Fire Safety Codes and Standards.                  |
| <b>Prevention</b>             | There are programs that keep me safe and minimize damage from fires and other dangers. |
| <b>Reduces risk</b>           | Fire Department does whatever it can to keep me and my family safe.                    |
| <b>Quality</b>                | Fire inspections and investigations are done well. I can access these reports.         |

# Fire Inspection & Enforcement: Importance

Total Importance



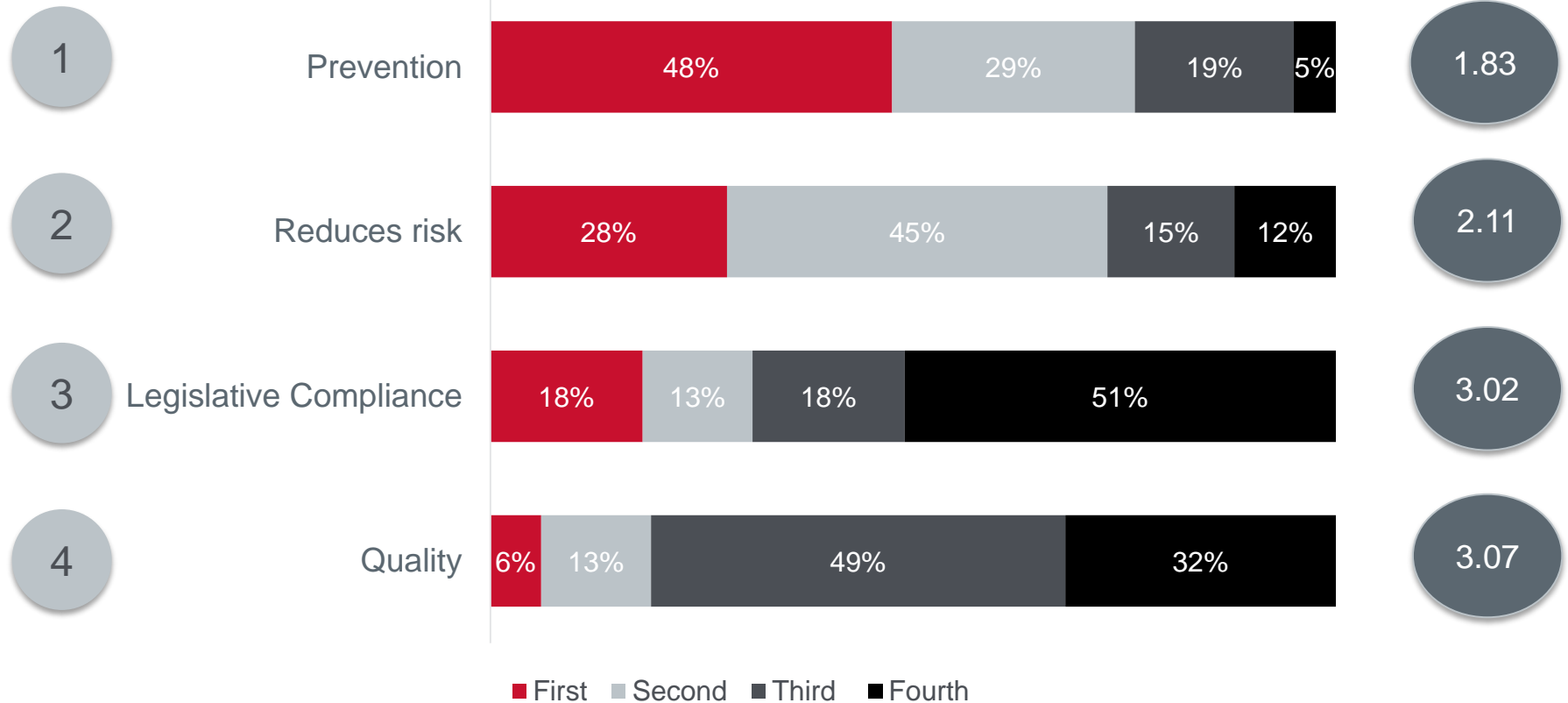
■ Very Important ■ Somewhat Important ■ Not Very Important ■ Not At All Important ■ Prefer not to answer

Q: For the Fire Inspection & Enforcement service, please indicate how important you feel each of the following is.  
Sample size: valid responses (n = 175)

# Fire Inspection & Enforcement: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 164)

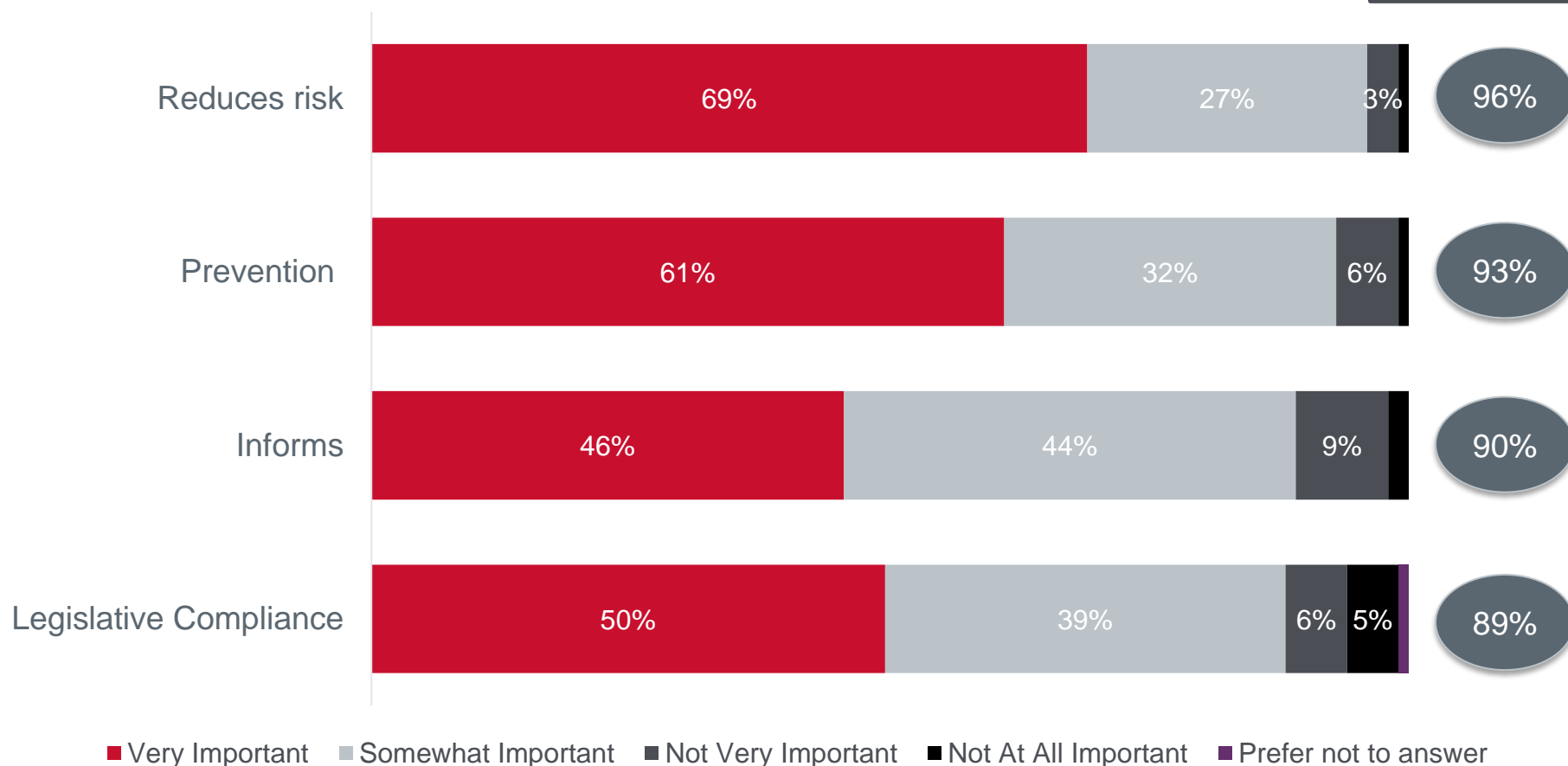
## Fire Safety Education Service

**Fire Safety Education** service provides fire safety education.

|                               |   |
|-------------------------------|---|
| <b>Informs</b>                | I can get information about fire and life safety risks that affect me, my family and my property. |
| <b>Prevention</b>             | There are services for me that reduce fires and risks to me and my property.                      |
| <b>Reduces risk</b>           | There are services for me that reduce fires and risks to me and my property.                      |
| <b>Legislative Compliance</b> | There are services for me that reduce fires and risks to me and my property.                      |

# Fire Safety Education: Importance

Total Importance

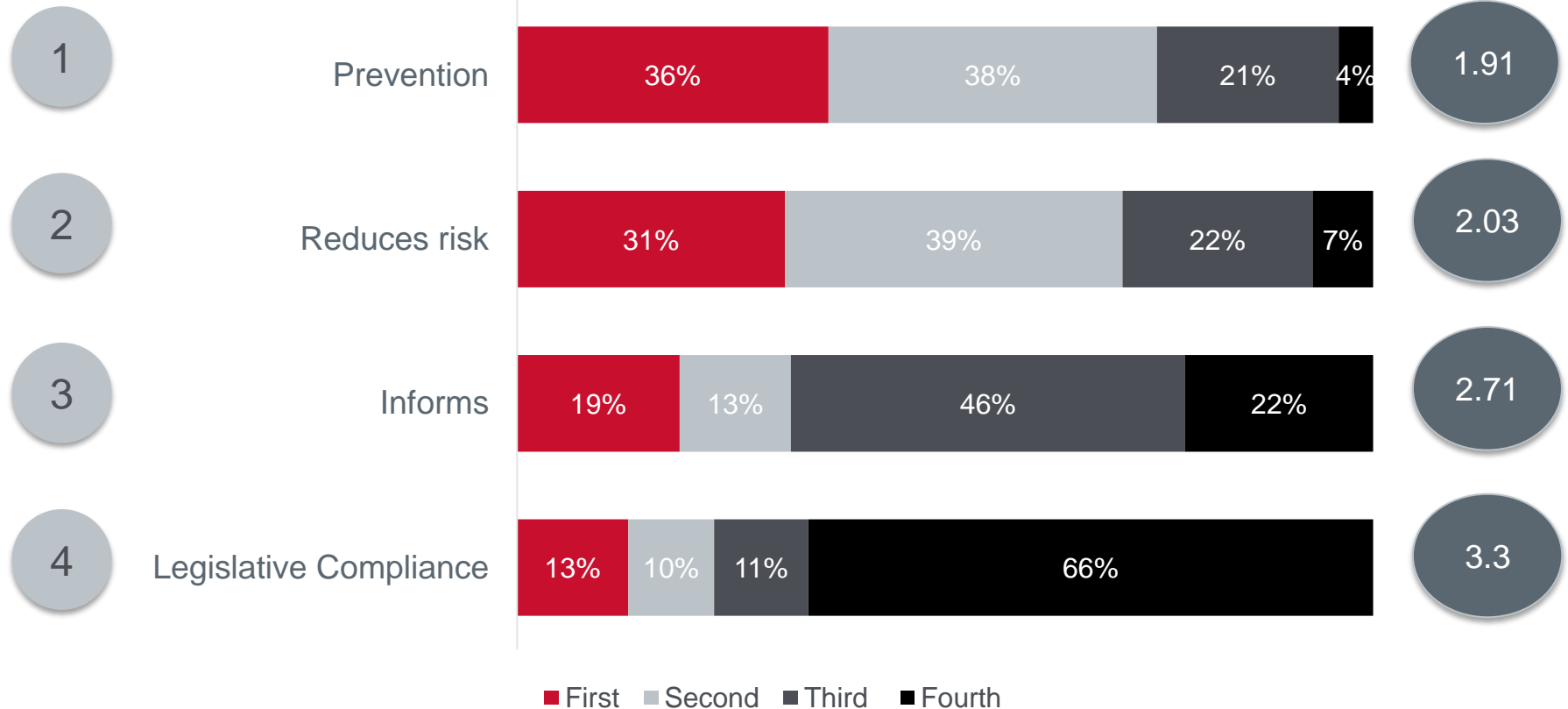


Q: For the Fire Safety Education service, please indicate how important you feel each of the following is.  
Sample size: valid responses (n = 175)

# Fire Safety Education: Ranking Results

Position

Average Rank



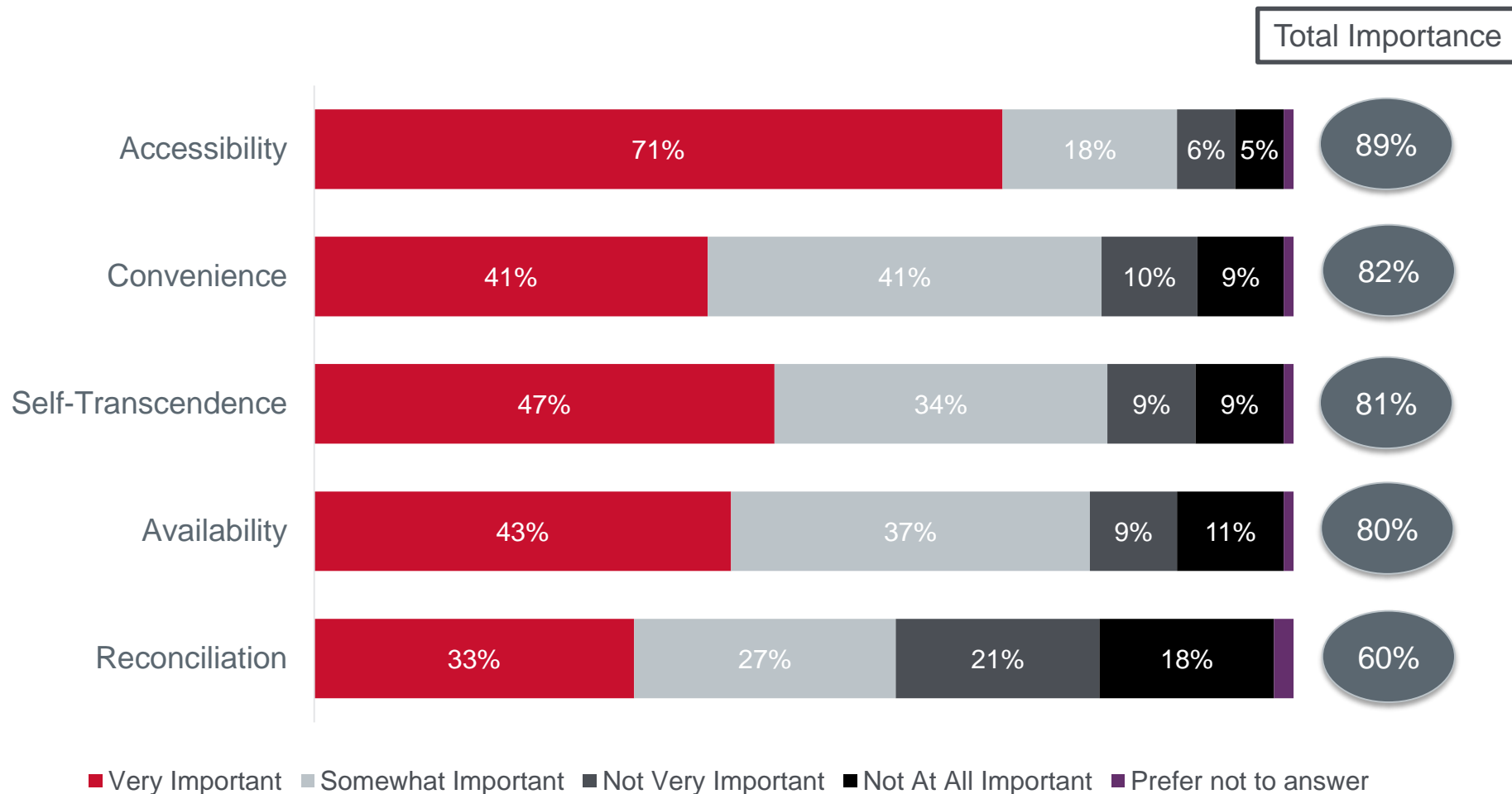
Q: Please rank the service values based on their importance, where 1 is the most important.

Sample size: valid responses (n = 162)

**Library Services** support Calgary libraries.

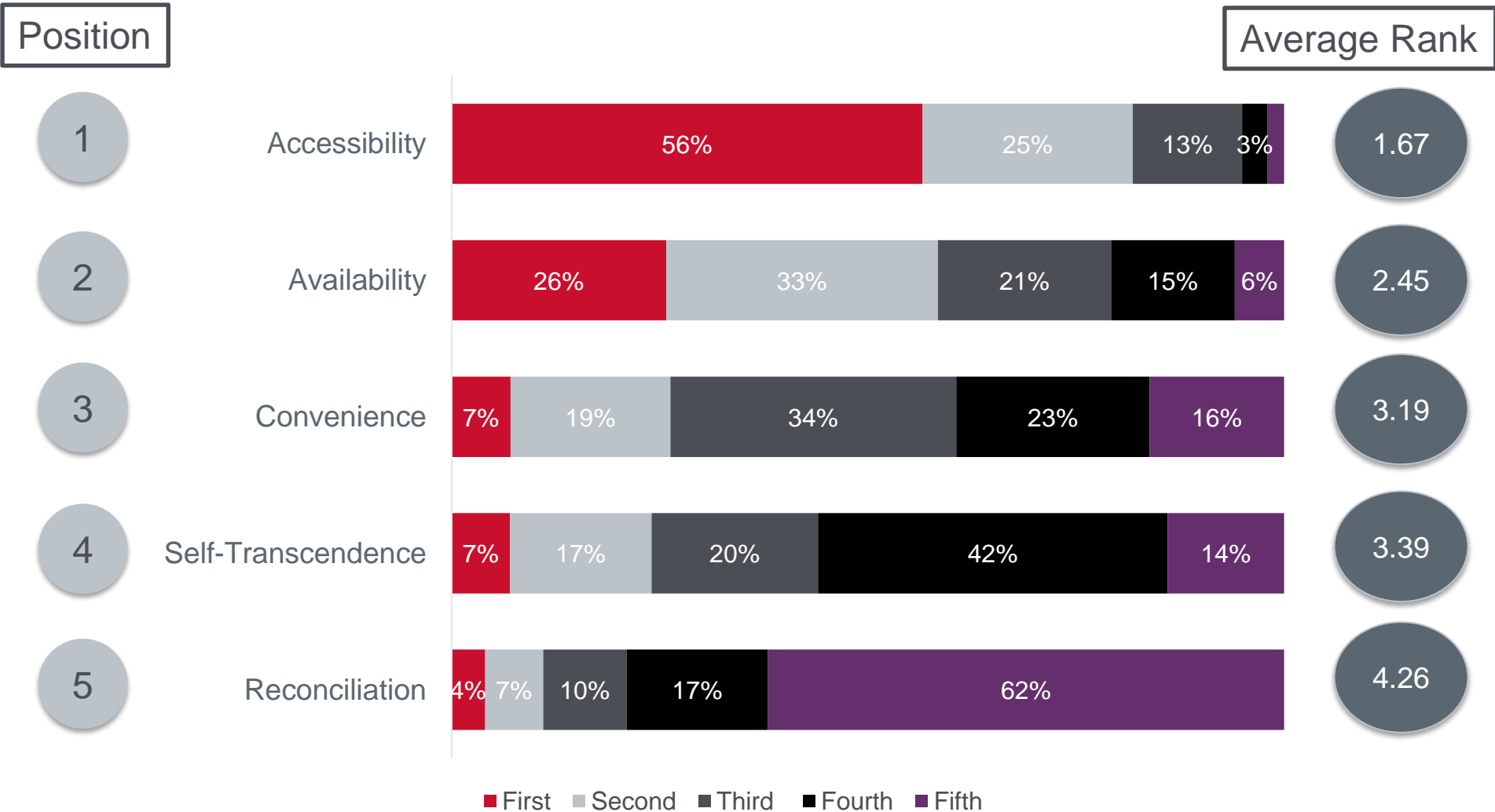
|                           |  |
|---------------------------|--|
| <b>Accessibility</b>      | At the Library, Calgarians can access information, resources, and technology regardless of social, geographic and physical barriers, resources, and technology regardless of social, geographic and physical barriers. |
| <b>Availability</b>       | I have a public library in my community, or nearby.  |
| <b>Convenience</b>        | It is convenient to use my Library.  |
| <b>Self-Transcendence</b> | Libraries are easy to access for everyone.   |
| <b>Reconciliation</b>     | Libraries are a welcoming, supportive and inclusive for Indigenous cultures.   |

# Library Services: Importance



Q: For the Library Services, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 175)

# Library Services: Ranking Results



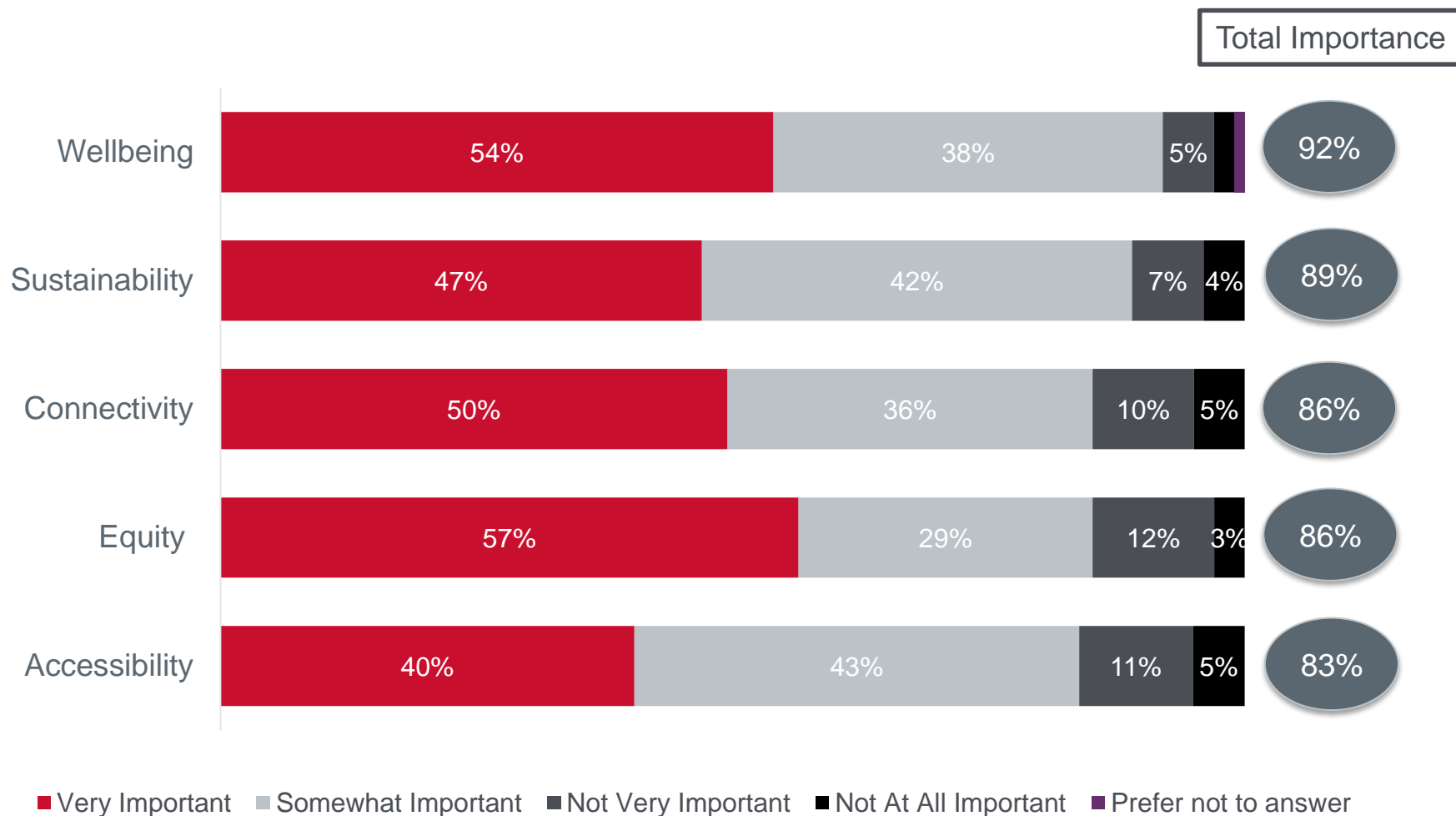
Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 164)

## Neighbourhood Supports Service

**Neighbourhood Supports** service supports creating stronger neighbourhood communities.

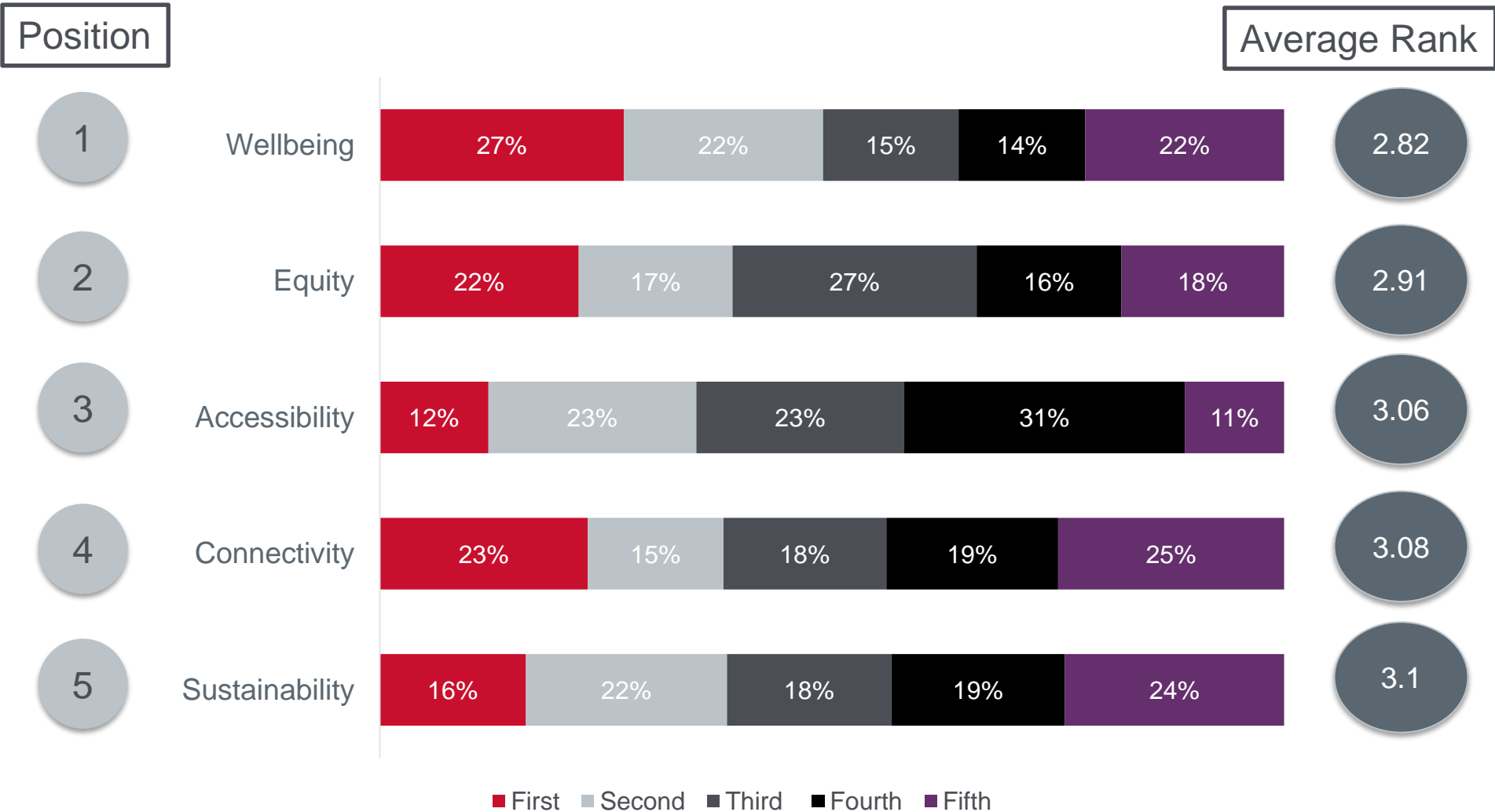
|                       |  |
|-----------------------|--|
| <b>Connectivity</b>   | The City works with Calgarians and community organizations to address social issues.                           |
| <b>Accessibility</b>  | The City offers programs that bring residents together and supports community organizations in doing the same. |
| <b>Equity</b>         | Everyone is included and can participate.  |
| <b>Sustainability</b> | There are resources to help residents contribute to their neighbourhood.                                       |
| <b>Wellbeing</b>      | There is support for residents to make their community a better place to live, work, and play.                 |

# Neighbourhood Supports: Importance



Q: For the Neighbourhood Support service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 175)

# Neighbourhood Supports: Ranking Results



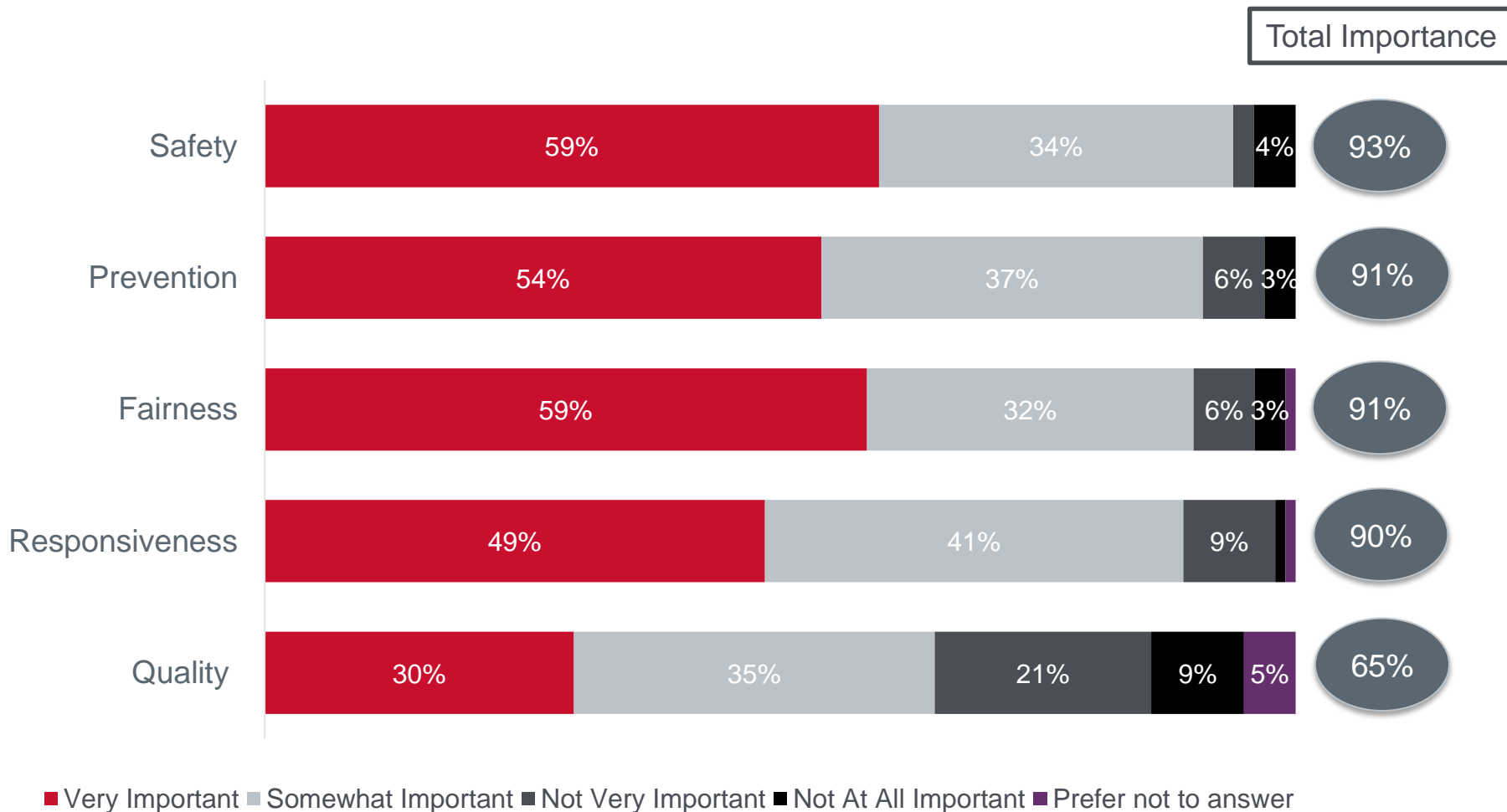
Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 165)

## Pet Ownership & Licensing Service

**Pet Ownership & Licensing** service issues pet licences. It supports animal control, sheltering and adoption.

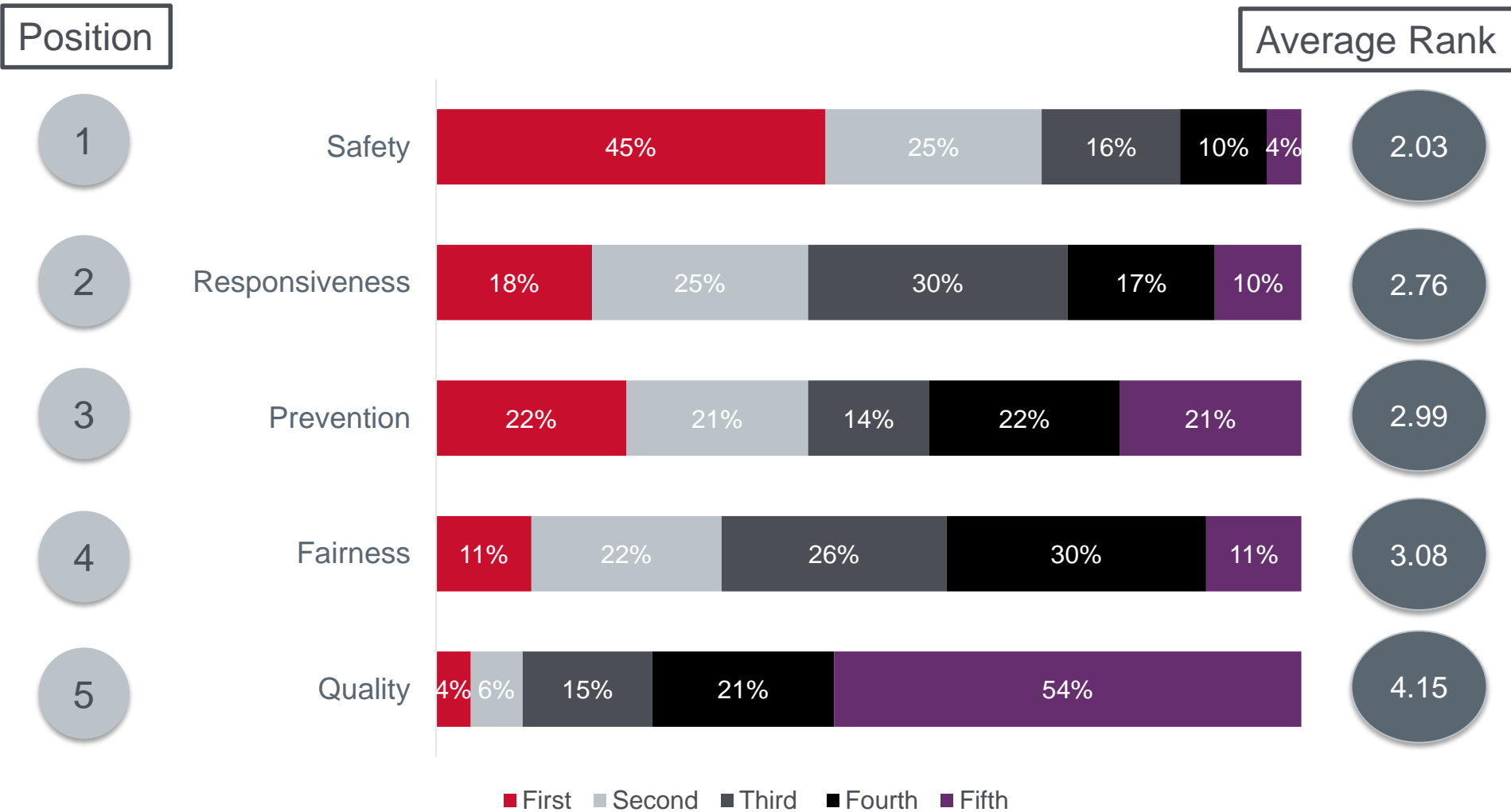
|                       |  |
|-----------------------|--|
| <b>Safety</b>         | Cats, dogs, owners, and neighbours live together safely.   |
| <b>Responsiveness</b> | Bylaw complaints about pets are resolved quickly.  |
| <b>Fairness</b>       | Bylaw enforcement is clear, fair and consistent. Bylaw education is conducted by skilled Peace Officers. |
| <b>Quality</b>        | Pet licensing meets my needs.  |
| <b>Prevention</b>     | There is understanding of responsible pet ownership.   |

# Pet Ownership & Licensing: Importance



Q: For the Pet Ownership & Licensing service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 175)

# Pet Ownership & Licensing: Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 161)

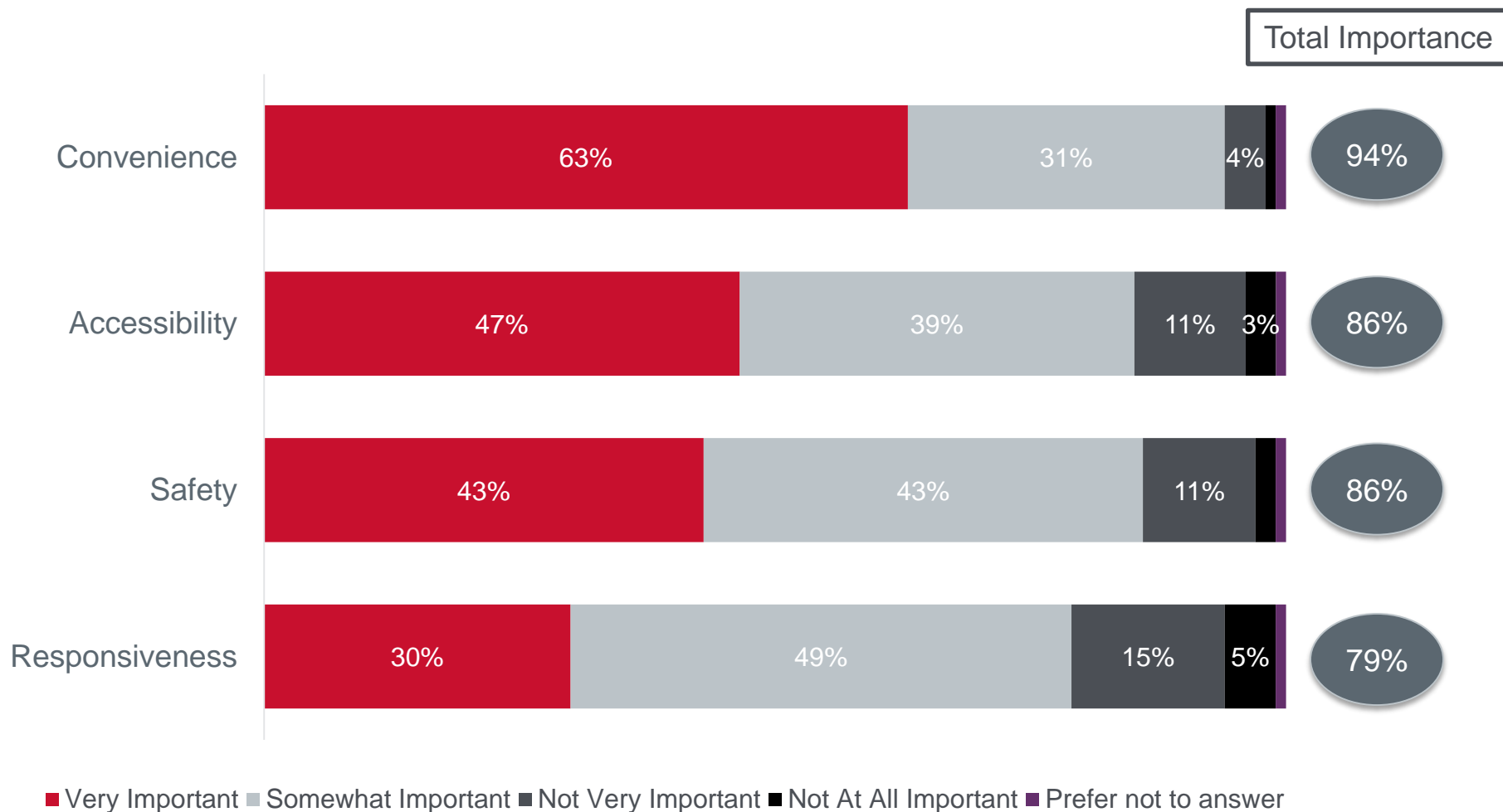


## A City That Moves

**Parking** service manages Calgary parking lots and spaces and enforces parking regulations.

|                       |  |
|-----------------------|--|
| <b>Safety</b>         | Parking restrictions for safer mobility.               |
| <b>Convenience</b>    | Parking systems and signage are easy to use.           |
| <b>Accessibility</b>  | Parking is provided for users with a variety of needs. |
| <b>Responsiveness</b> | Parking bylaws are enforced in a timely manner.        |

# Parking: Importance

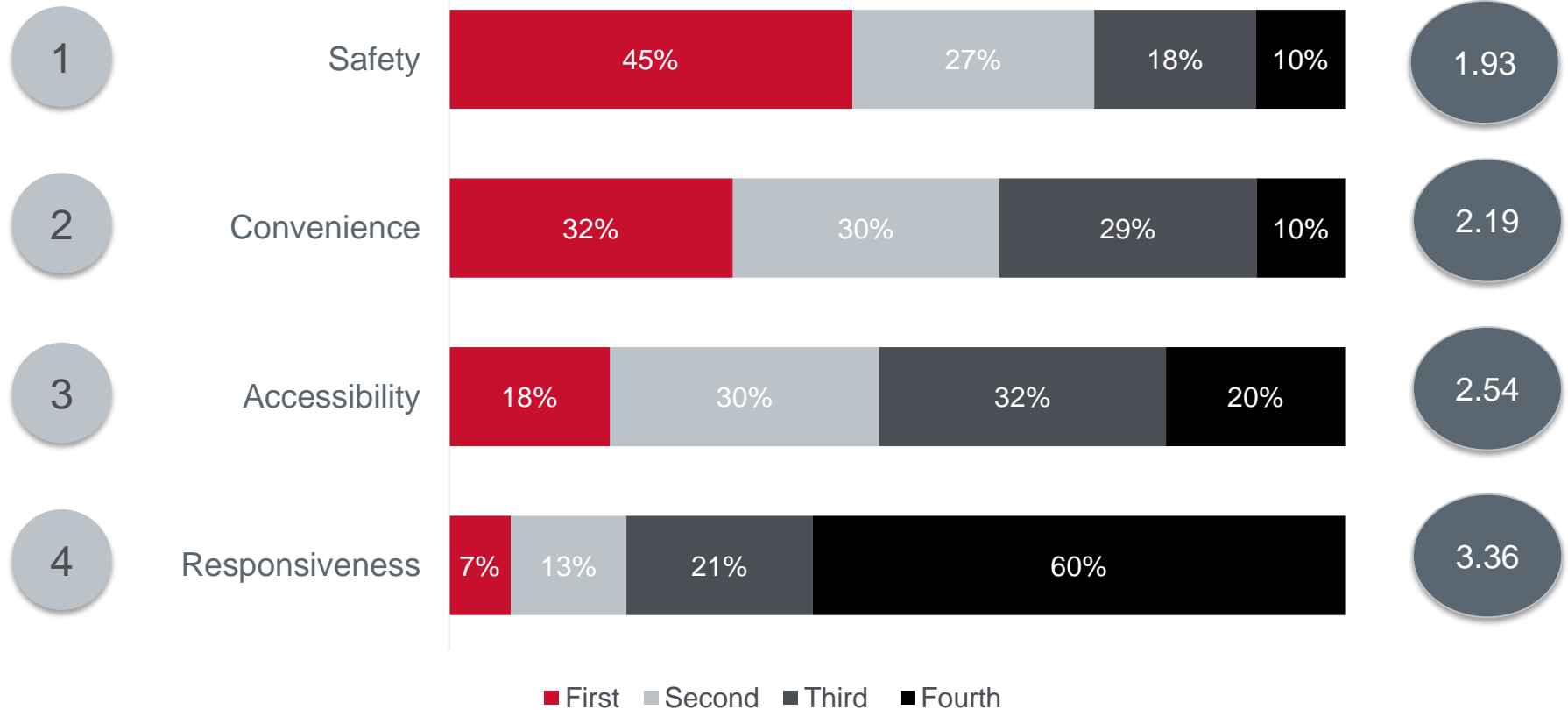


Q: For the Parking Transit service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 198)

## Parking: Ranking Results

Position

Average Rank



Q: Please rank the service values based on their importance, where 1 is the most important.

Sample size: valid responses (n = 191)

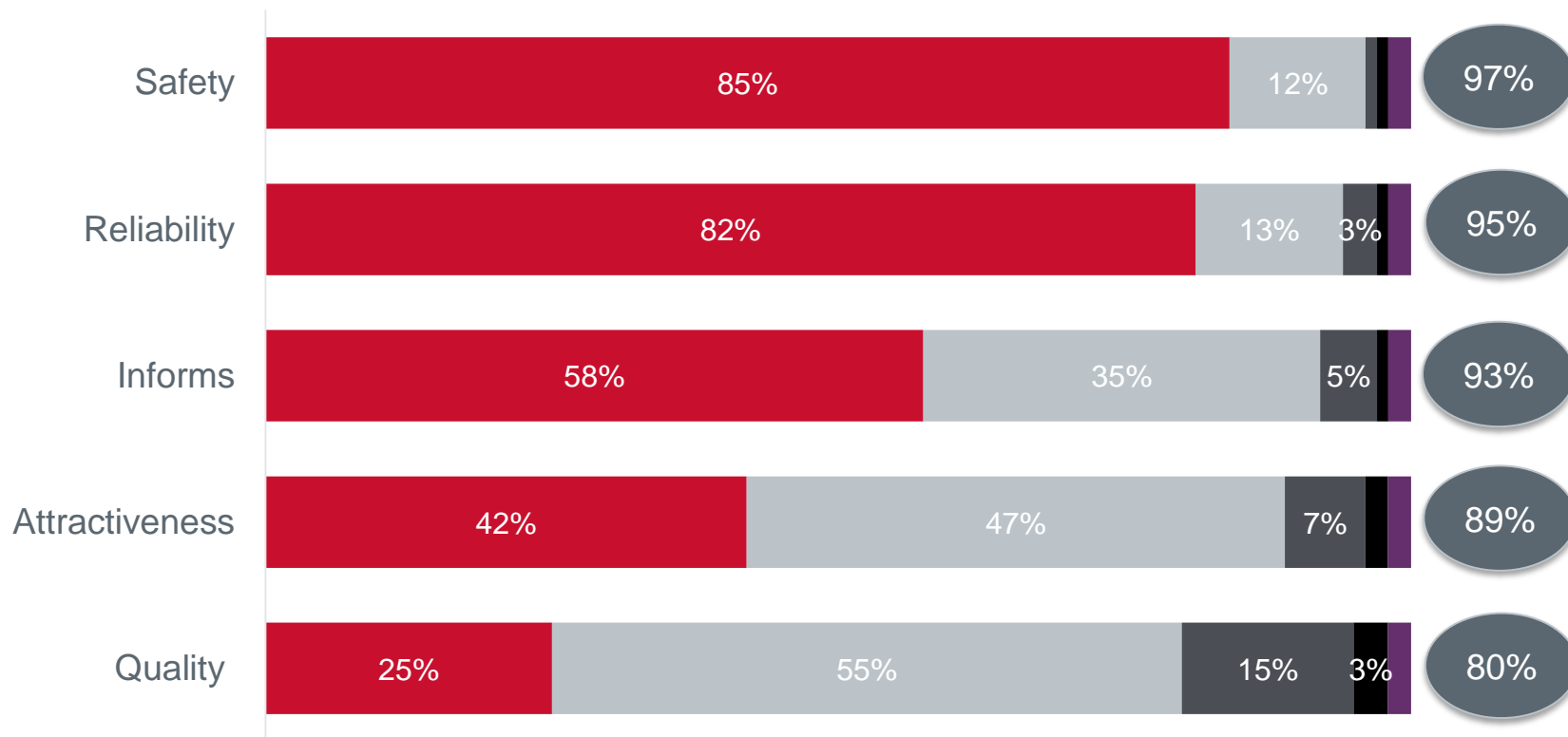
## Public Transit Service

**Public Transit** service provides train and bus transportation for citizens to help them get from place to place safely, reliably, affordably and easily.

|                       |  |
|-----------------------|--|
| <b>Safety</b>         | Public transit is safe.  |
| <b>Reliability</b>    | Public transit is safe.  |
| <b>Quality</b>        | Transit staff greet me with a smile, pleasant tone of voice and the right attitude when I need help. |
| <b>Informs</b>        | Information is clear and consistent.   |
| <b>Attractiveness</b> | Transit is convenient, easy to use, and clean.   |

## Public Transit: Importance

Total Importance

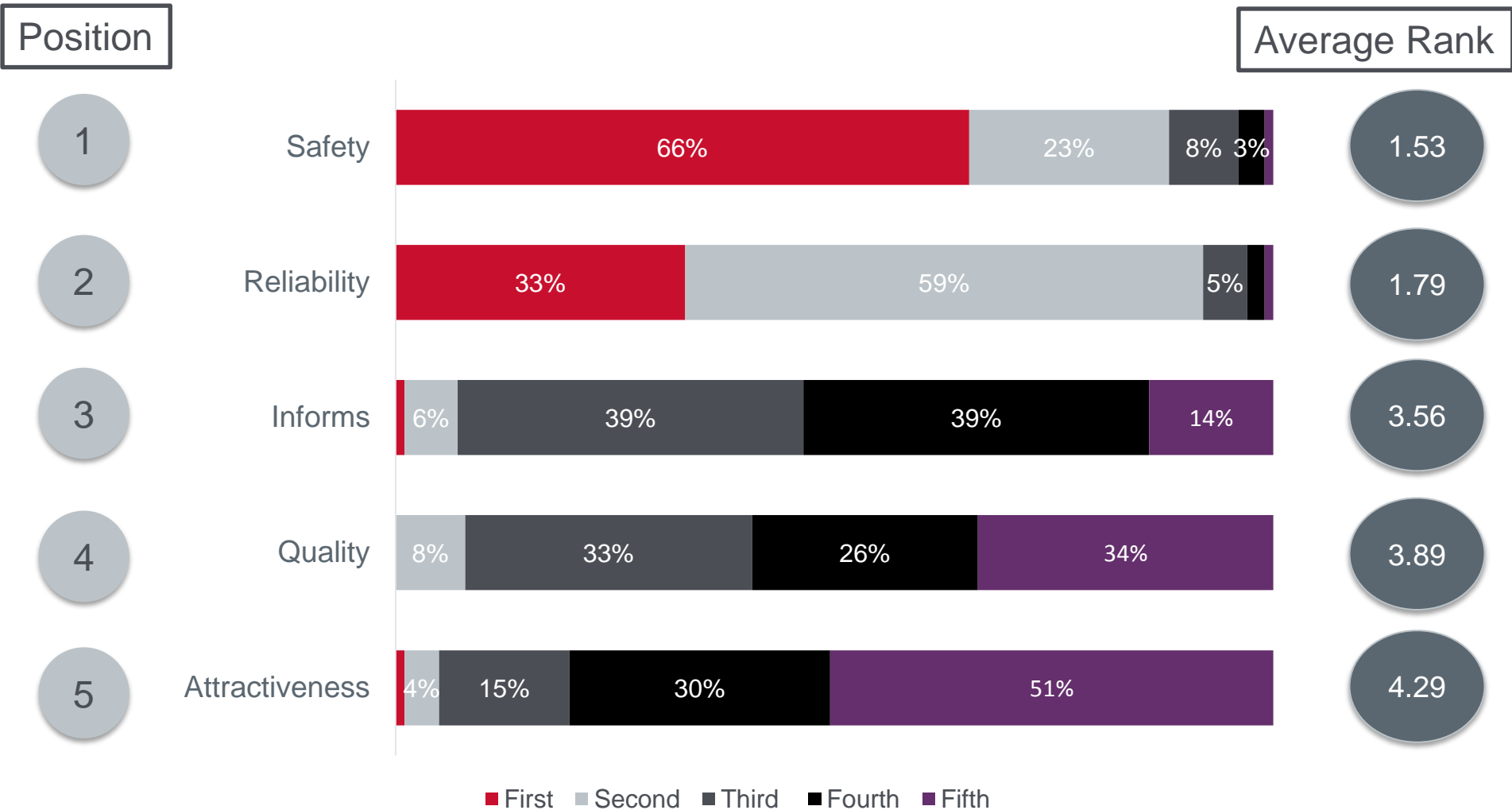


■ Very Important ■ Somewhat Important ■ Not Very Important ■ Not At All Important ■ Prefer not to answer

Q: For the Public Transit service, please indicate how important you feel each of the following is.

Sample size: valid responses (n = 198)

# Public Transit: Ranking Results



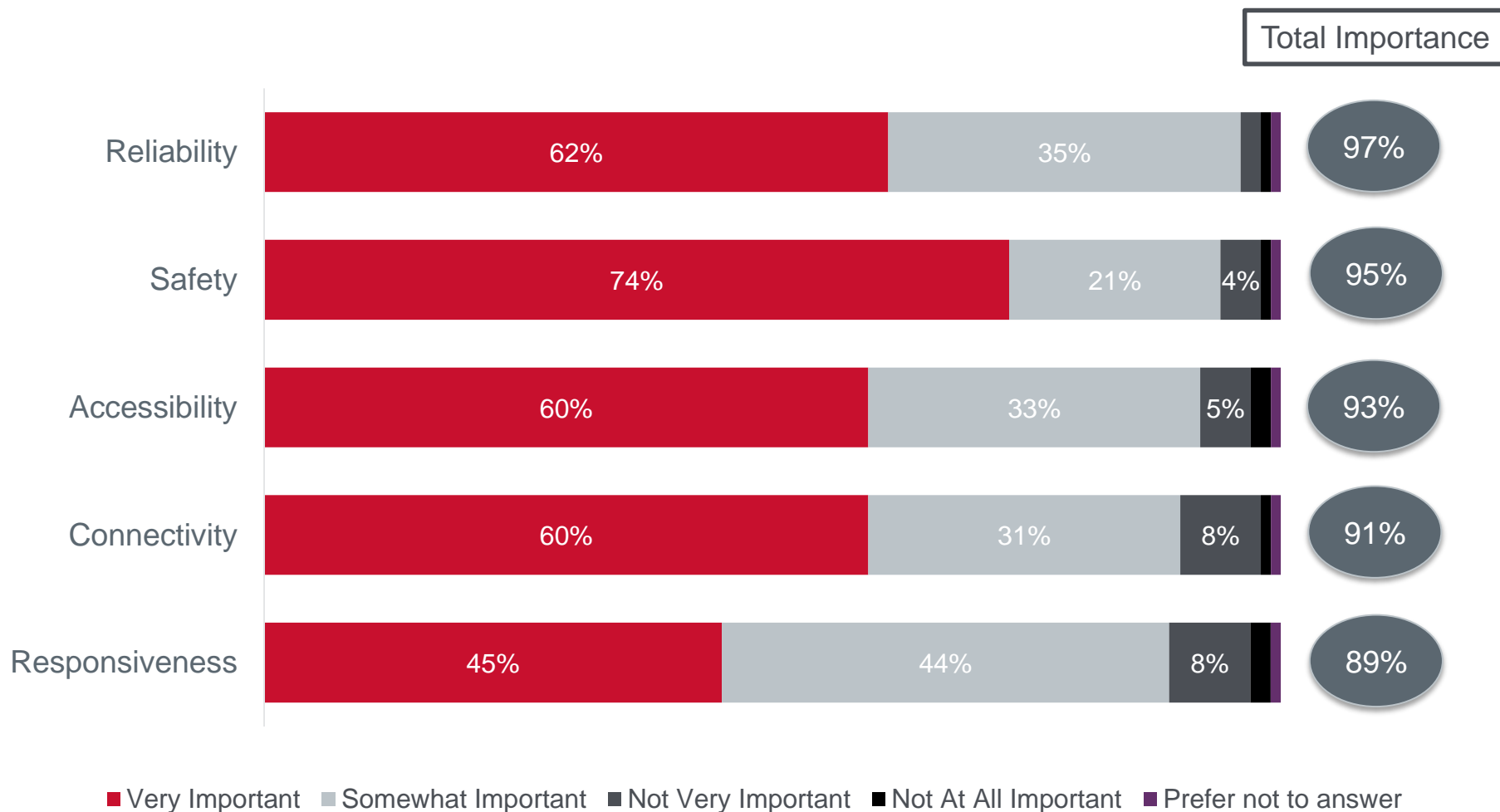
Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 189)

## Sidewalks & Pathways Service

**Sidewalks & Pathways** service provides a network of sidewalks, pathways and trails enabling citizens to travel throughout Calgary.

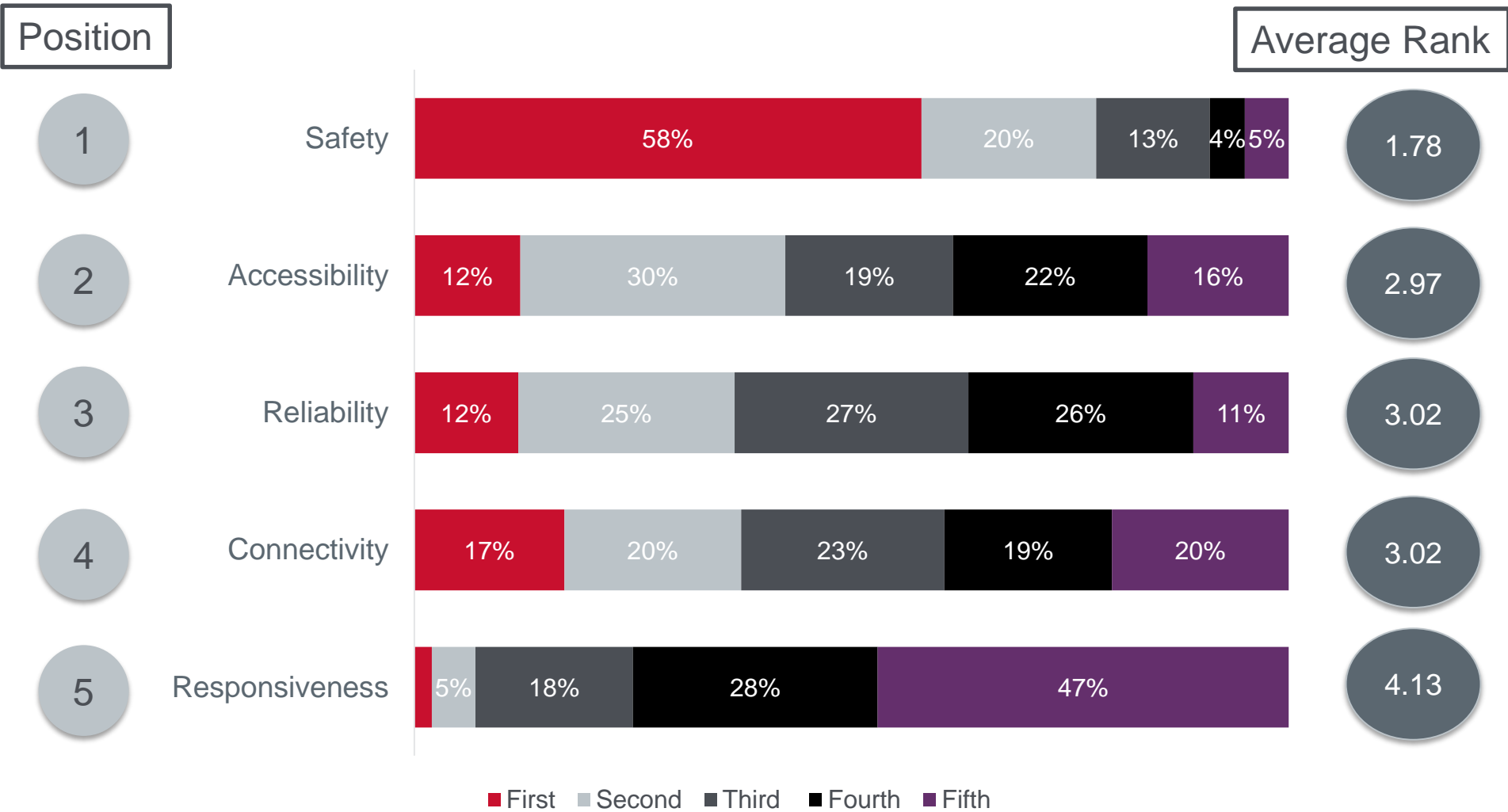
|                       |  |
|-----------------------|--|
| <b>Safety</b>         | I feel safe using sidewalks and pathways.                                |
| <b>Accessibility</b>  | Everyone can use sidewalks and pathways.                                 |
| <b>Connectivity</b>   | I am able to reach my destination using streets, sidewalks and pathways. |
| <b>Responsiveness</b> | The City responds to service requests in a timely manner.                |
| <b>Reliability</b>    | Sidewalks and pathways are in good shape.                                |

# Sidewalks & Pathways: Importance



Q: For the Sidewalks & Pathways service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 198)

# Sidewalks & Pathways: Ranking Results



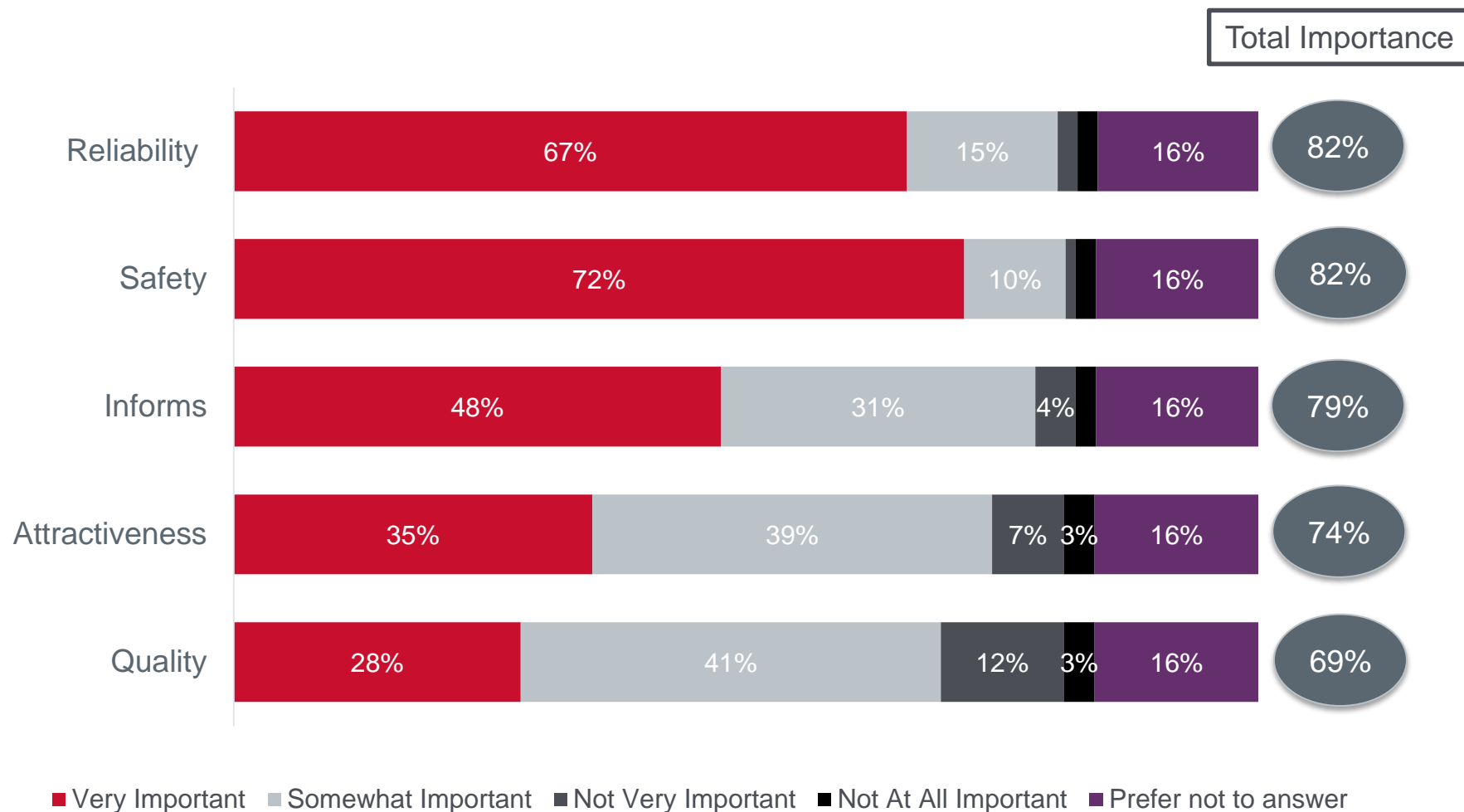
Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 192)

## Specialized Transit Service

**Specialized Transit** service provides specialized transportation (specialized buses, vans and taxis) for citizens with disabilities to help them move from place to place safely, reliably, affordably and easily.

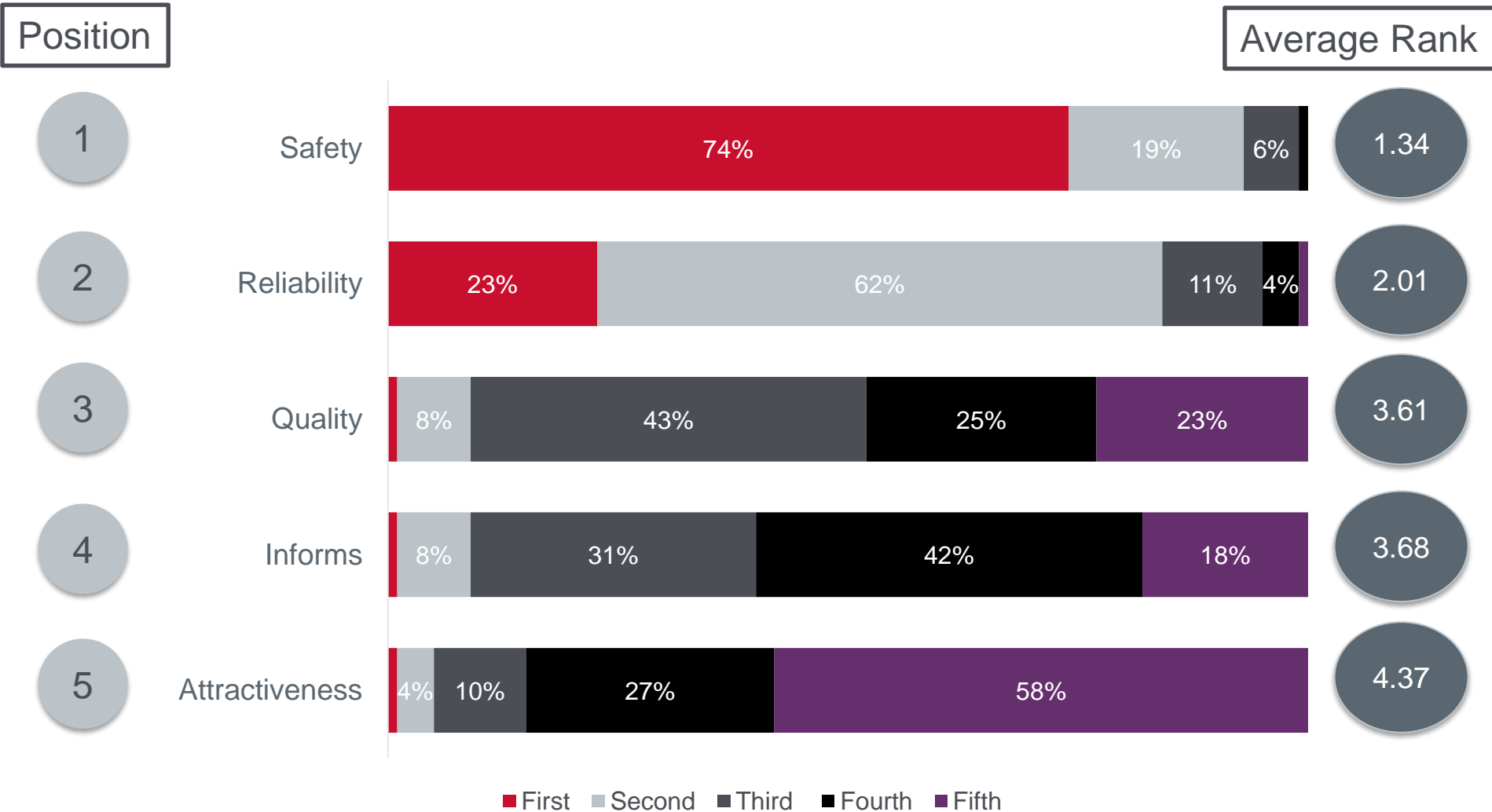
|                       |  |
|-----------------------|--|
| <b>Safety</b>         | I am safe when on transit.   |
| <b>Reliability</b>    | I can get transit when I need it.  |
| <b>Quality</b>        | Transit staff greet me with a smile, pleasant tone of voice and the right attitude when I need help. |
| <b>Informs</b>        | Information is clear and consistent.   |
| <b>Attractiveness</b> | Transit is convenient, easy to use, and clean.   |

# Specialized Transit: Importance



Q: For the Specialized Transit service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 198)

# Specialized Transit: Ranking Results

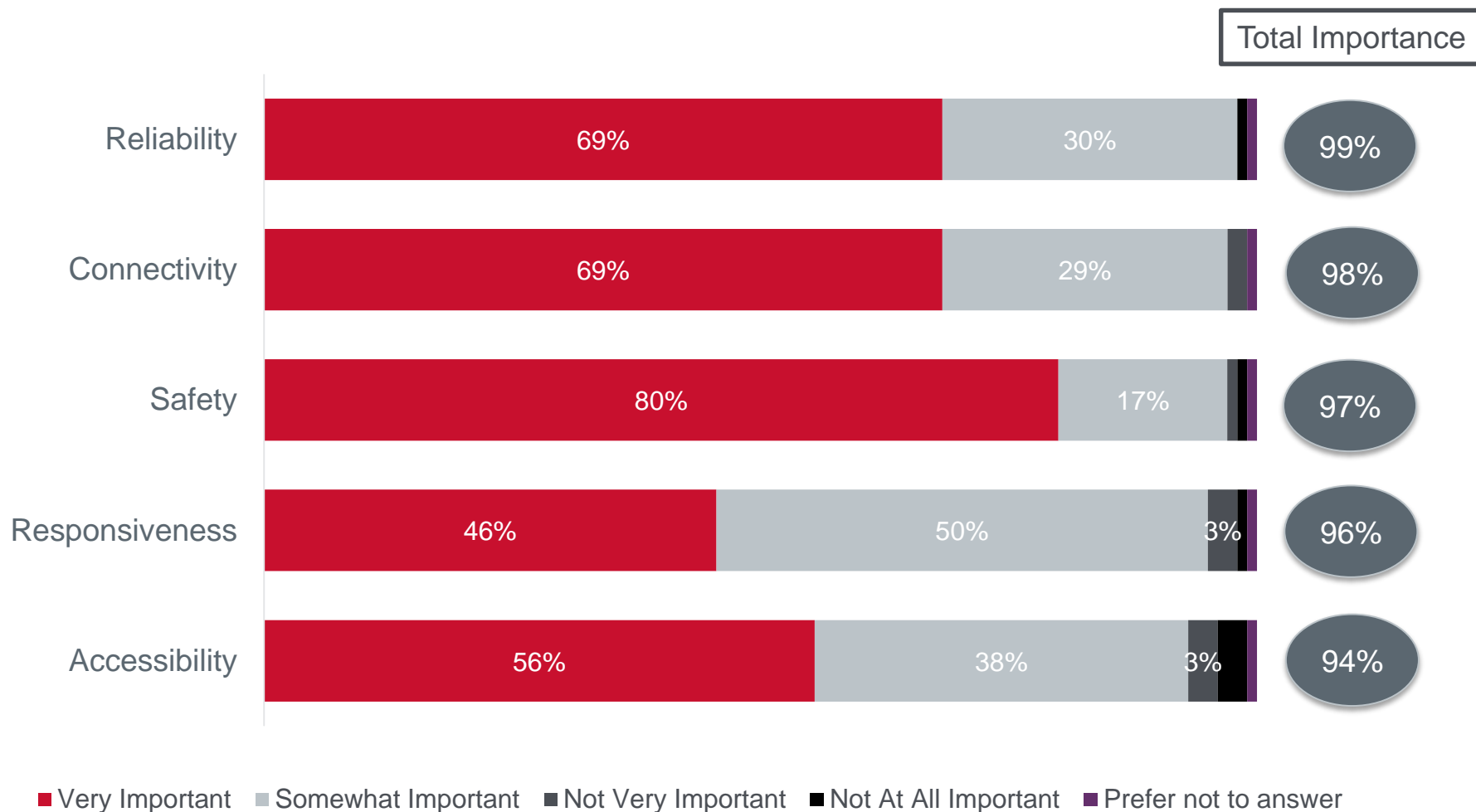


Q: Please rank the service values based on their importance, where 1 is the most important.  
 Sample size: valid responses (n = 172)

**Streets** service provides roads that enable citizens to travel throughout Calgary.

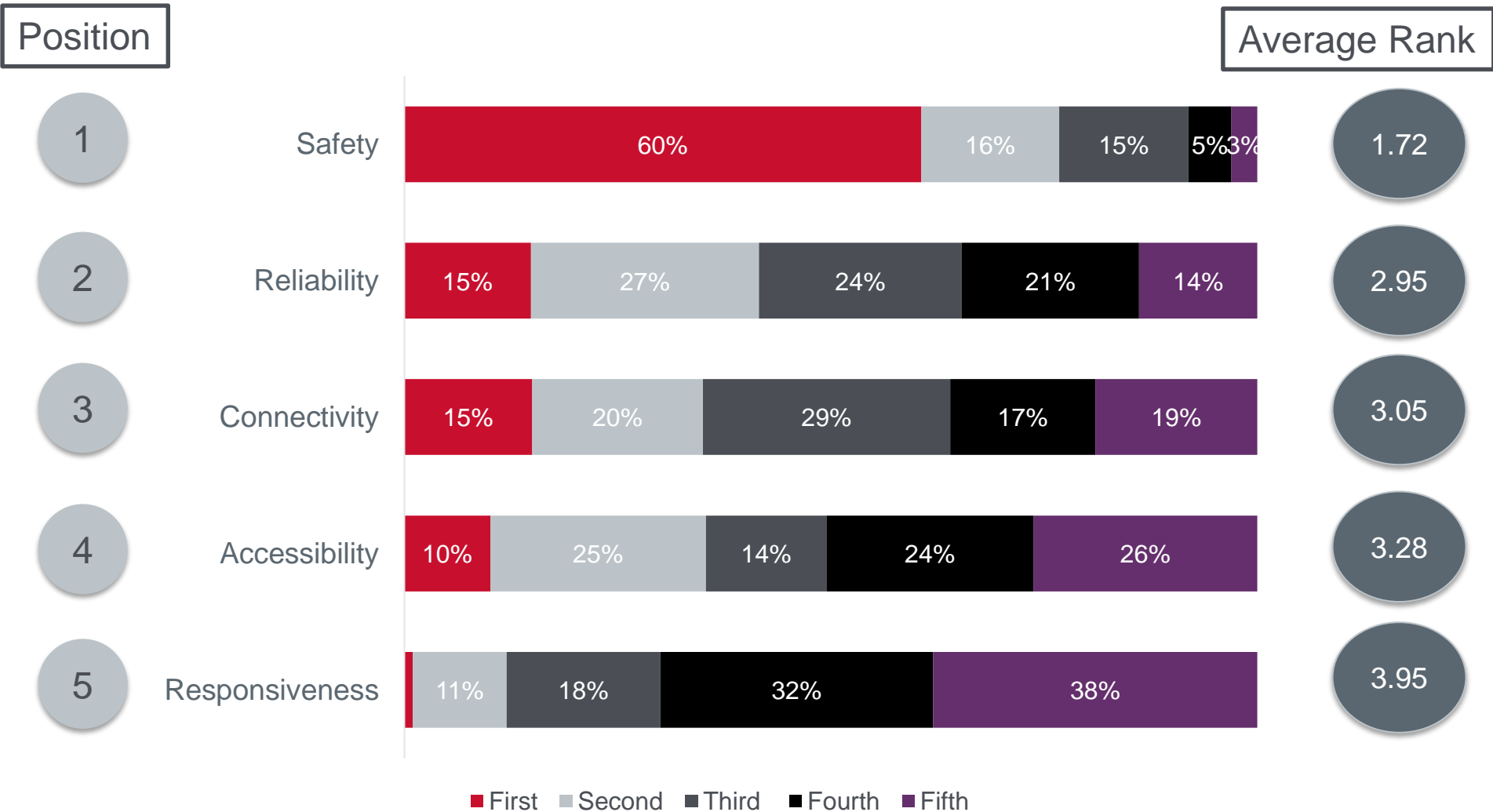
|                       |  |
|-----------------------|--|
| <b>Safety</b>         | I feel safe using the streets in Calgary.  |
| <b>Accessibility</b>  | Everyone can use the streets in Calgary.   |
| <b>Connectivity</b>   | I can get to where I am going by using Calgary's streets, sidewalks, and pathways. |
| <b>Responsiveness</b> | The City responds to service requests in a timely manner.                          |
| <b>Reliability</b>    | Calgary streets are in good shape.   |

# Streets: Importance



Q: For the Streets service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 198)

# Streets: Ranking Results



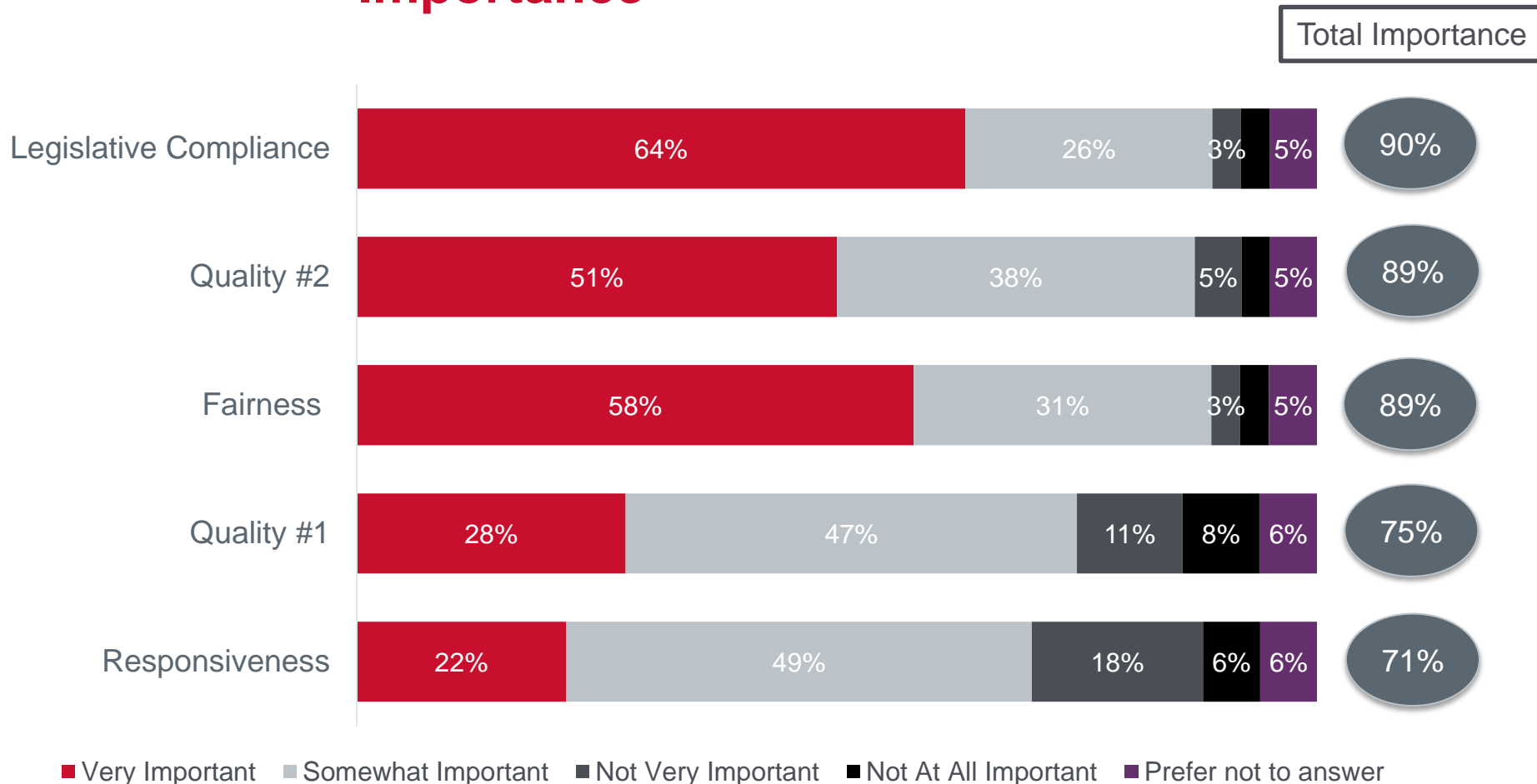
Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 191)

## Taxi, Limousine & Vehicles-for-Hire Service

**Taxi, Limousine & Vehicles-for-Hire** service ensures taxi and vehicle-for-hire bylaw compliance through enforcement and education.

|                               |  |
|-------------------------------|--|
| <b>Responsiveness</b>         | Licenses are issued within a reasonable timeframe.   |
| <b>Quality #1</b>             | Drivers and companies are satisfied with the licensing service. The information is clear and easy to find, and decisions on applications are consistent. |
| <b>Quality #2</b>             | Regulations are enforced with professionalism and courtesy, and staff are responsive and knowledgeable.  |
| <b>Legislative Compliance</b> | The City does investigations and inspections to make sure drivers and companies meet regulations.  |
| <b>Fairness</b>               | Enforcement is transparent, fair and consistently delivered by Inspectors.   |

# Taxi, Limousine & Vehicles-for-Hire: Importance

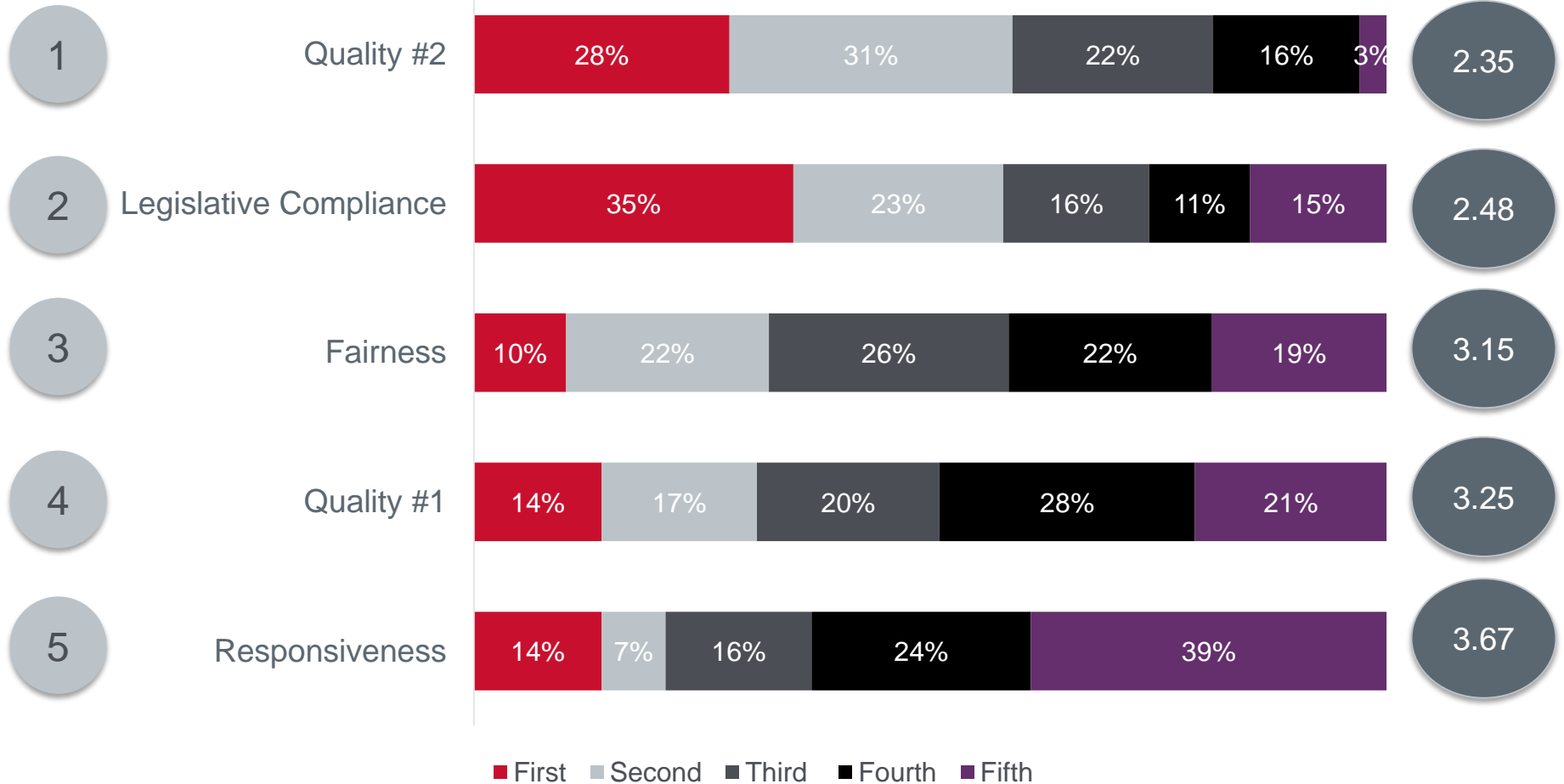


Q: For the Taxi, Limousine & Vehicles-for-Hire service, please indicate how important you feel each of the following is.  
 Sample size: valid responses (n = 198)

# Taxi, Limousine & Vehicles-for-Hire: Ranking Results

Position

Average Rank



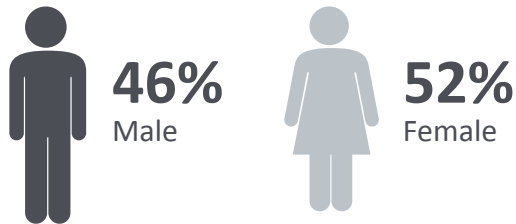
Q: Please rank the service values based on their importance, where 1 is the most important.  
Sample size: valid responses (n = 174)



## Demographic Characteristics

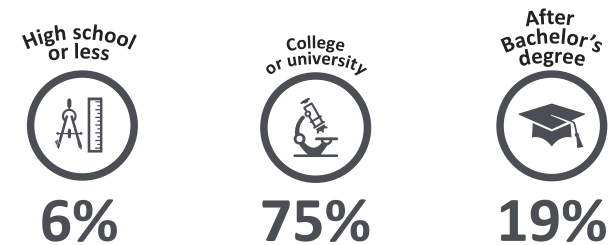
# Demographic Characteristics

## Gender

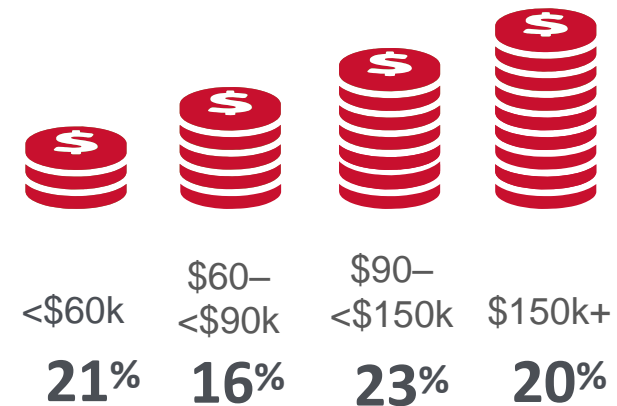


(Prefer not to answer 3%)

## Education



## Household Income



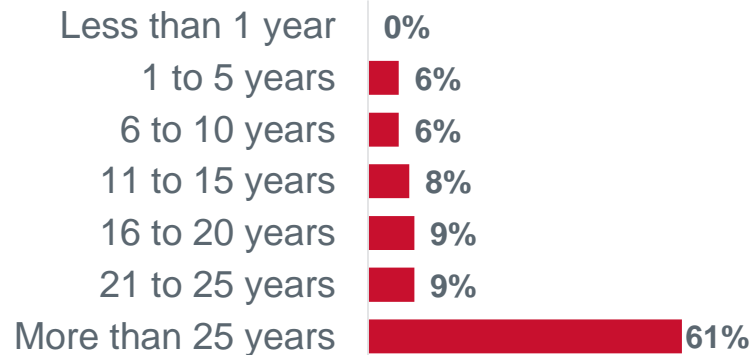
(Prefer not to answer 21%)

## Household Size



| One        | Two        | Three      | Four       | Five+     |
|------------|------------|------------|------------|-----------|
| <b>18%</b> | <b>43%</b> | <b>18%</b> | <b>14%</b> | <b>6%</b> |

## Lived in The City of Calgary...



## Own / Rent

Own  
**83%**

Rent  
**13%**

Other  
**3%**

Prefer not  
to answer  
**1%**

