



Calgary



# 2022 Spring Citizen Research Results

2022 July 5

# Recommendation

That Council receive this Report and Attachments for the Corporate Record.

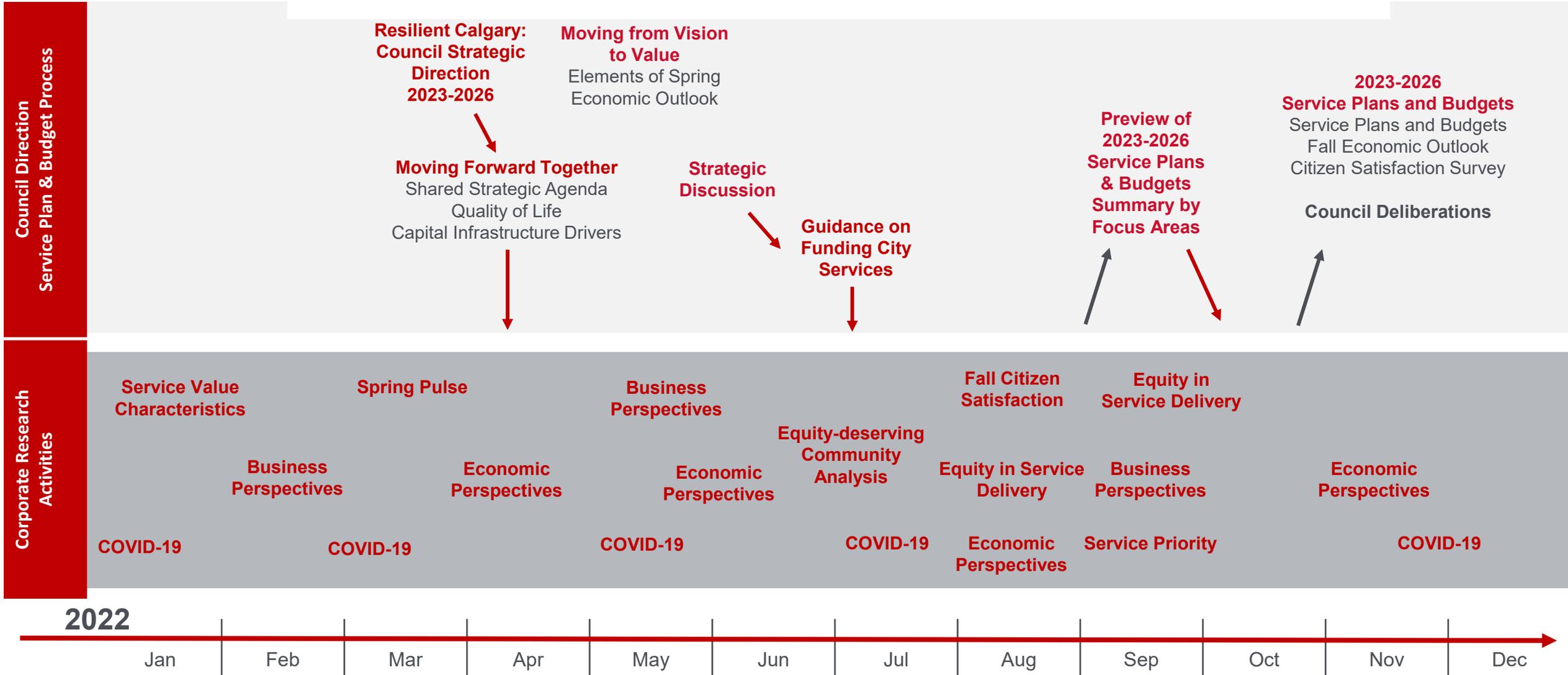


## Spring Research 2022 Overview

- Timeline of research support
- Quality of life
- Important issues
- Council's Strategic Direction 2023-2026 - Five guiding principles:
  - Strengthen relationships with Calgarians
  - Build strong communities
  - Deliver the right services
  - Invest in infrastructure
  - Finance our future
- Future outlook



# Timeline of Research Support



2022

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec



## Considering Citizen Perspectives

- Understand citizen perspectives
- Supports City decision-making
- Representative of diverse population



## Considering Citizen Perspectives

Reflects this moment in time:

- Quality of life and perceived value for taxes strong but declining
- COVID-19 less of a concern
- Services are valued
- Economic optimism
- Interest in investment
- Spring seasonality



# Quality of Life

77% 

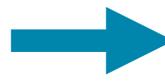
Quality of life is 'good'

65% 

Calgary is a great place to make a living

53% 

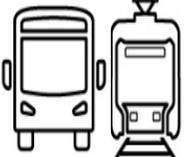
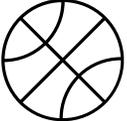
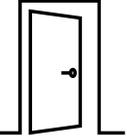
'Good' value for tax dollars

74% 

Calgary is a great place to make a life

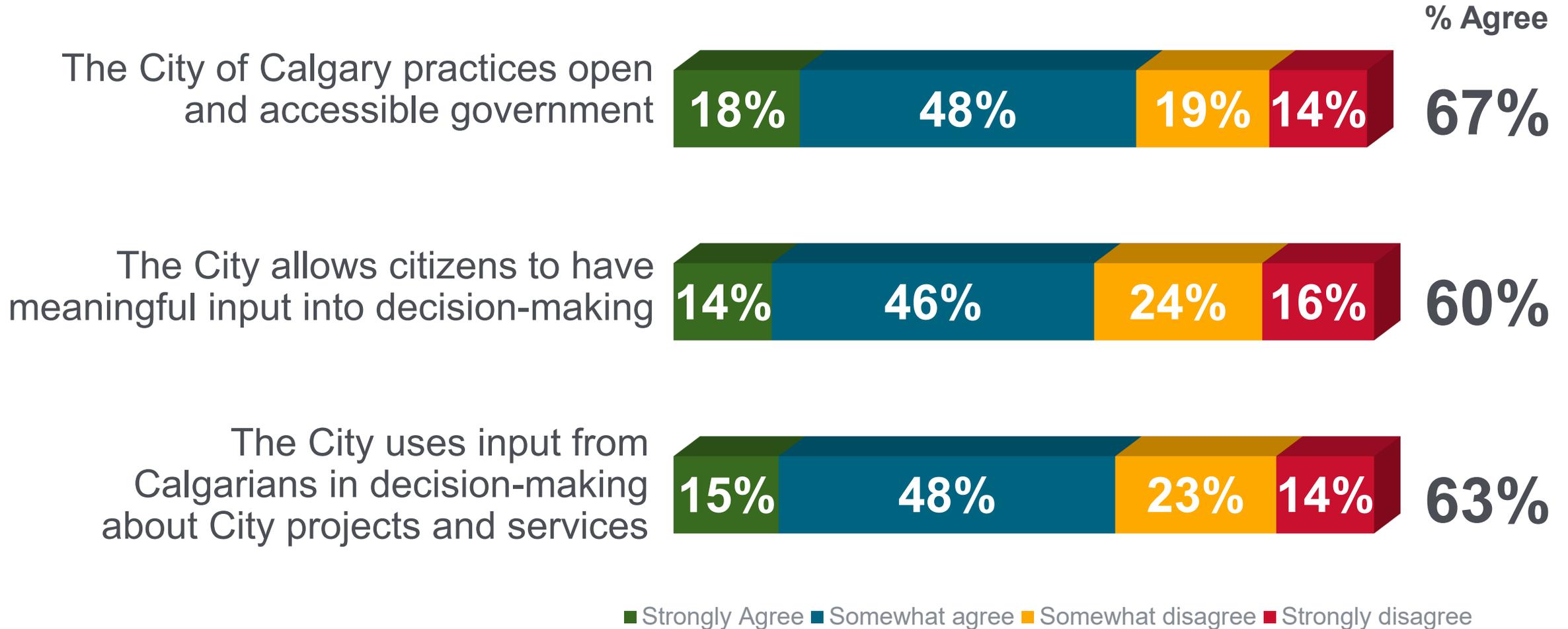


# Most important issues for Calgarians

		Trend	Change 2021-2022
	<b>28%</b> Infrastructure, traffic and roads		<b>-1%</b>
	<b>20%</b> Crime, safety and policing		<b>+6%</b>
	<b>17%</b> Transit		<b>+3%</b>
	<b>14%</b> Recreation		<b>+5%</b>
	<b>13%</b> Homelessness, poverty, and affordable housing		<b>+5%</b>



# Strengthen relationships with Calgarians





# Strengthen relationships with Calgarians

47% 

Trust The City of  
Calgary

70% 

City  
communications in  
past six months is  
'good'

73% 

Satisfied with The  
City's COVID-19  
response\*

*\*COVID-19 Snapshot #17*



## Build strong communities

67% 

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

63% 

The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability

12% 

Crime, safety and policing is Calgary's top issue

84% 

Satisfied with the job The City of Calgary is currently doing protecting the environment



# Deliver the right services

% Agree

The City of Calgary makes customer service a priority



The City responds quickly to requests and concerns



The quality of customer service from The City is consistently high



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



## Deliver the right services: Top ranked by satisfaction

**71%**

Satisfied with overall level and quality of services and programs

Service	% Satisfaction	Change 2021 – 2022
Calgary Fire Department emergency response	96%	-3%↓
Library services	96%	+2%
Wastewater collection and treatment	96%	-
Water treatment and supply	95%	-2%
Parks and open spaces	94%	-
Fire inspection and enforcement	94%	-3%↓
City cemeteries	94%	+1%
Stormwater management	93%	+2%
311 and Web	91%	-1%
Urban forestry	90%	+1%
Emergency management and business continuity	90%	-
Records management, access and privacy services	90%	-1%



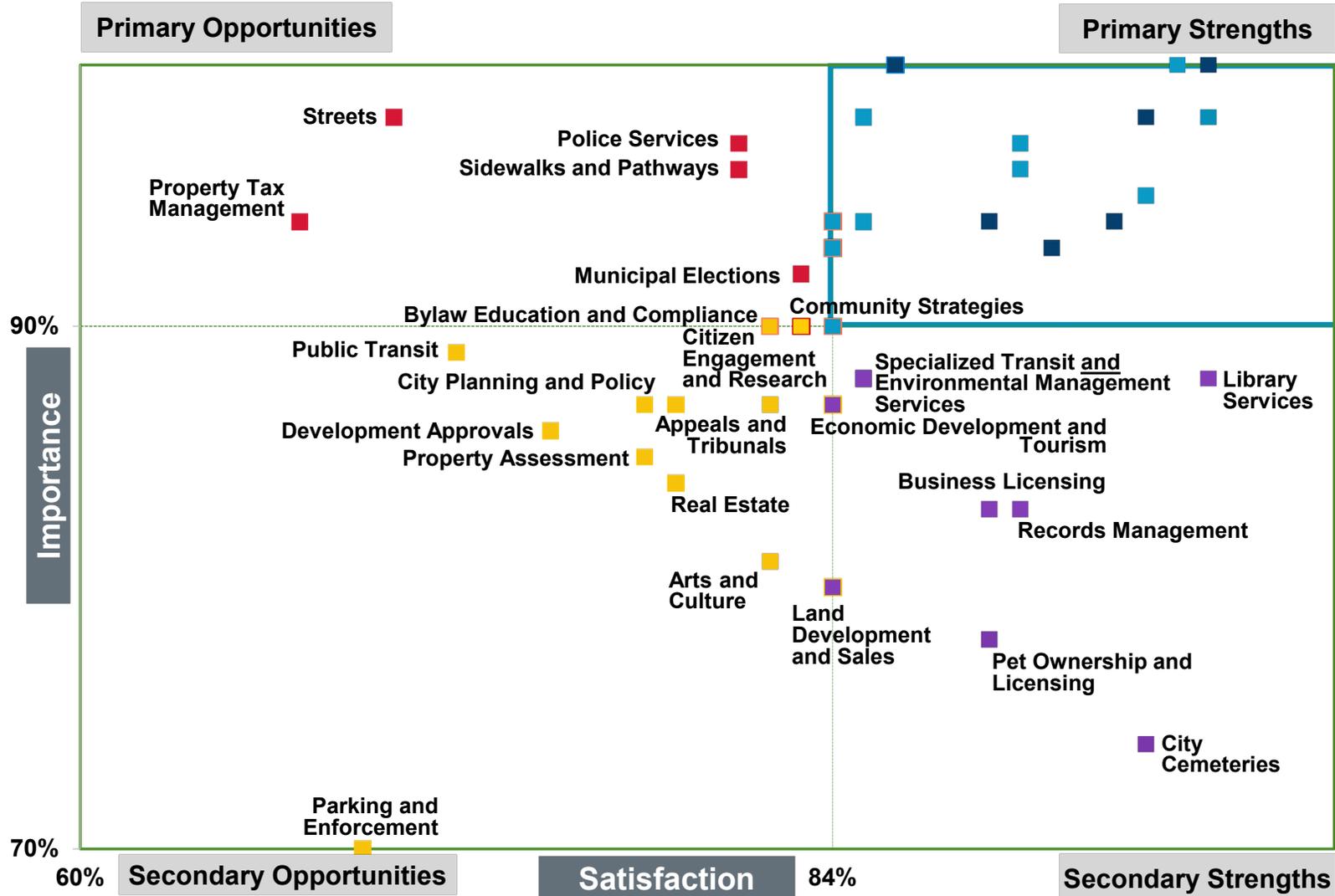
## Deliver the right services: Top ranked by importance

**90%**  
Average  
importance of  
City programs  
and services

Service	% Important	Change 2021-2022
Calgary 9-1-1	100%	+1%
Water treatment and supply	100%	-
Calgary Fire Department emergency response	100%	-
Wastewater collection and treatment	98%	-
Parks and open spaces	98%	-
Waste and recycling	98%	-
Streets	98%	+1%
Police services	97%	-2%
Urban forestry	97%	+2%
Emergency management and business continuity	96%	-2%↓
Sidewalks and pathways	96%	-



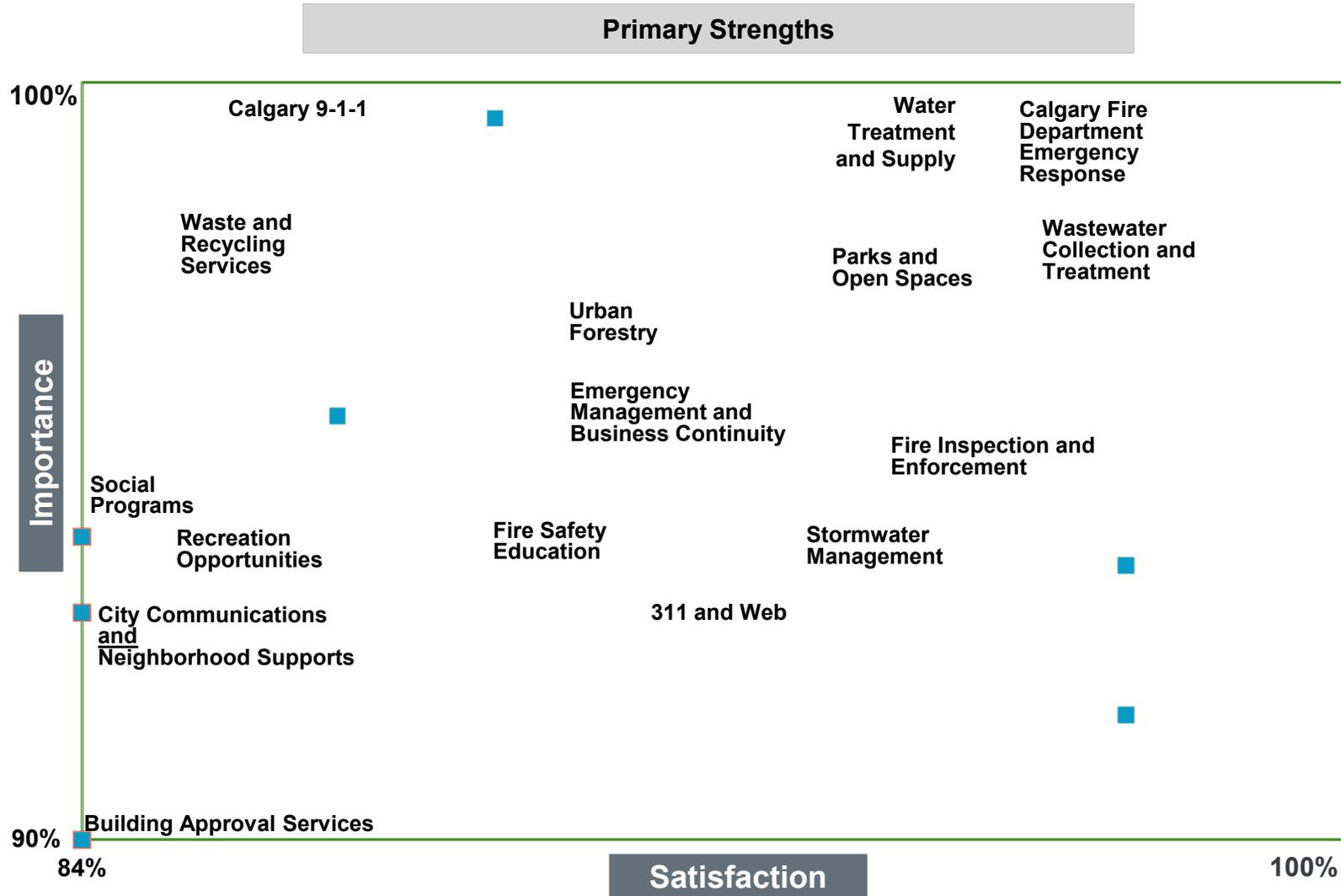
# Deliver the right services



“Taxis, limousines and vehicles-for-hire” is plotted at (84% satisfaction, 61% importance) and “Affordable Housing” is plotted at (56% satisfaction, 94% importance), these are not illustrated on this graph.

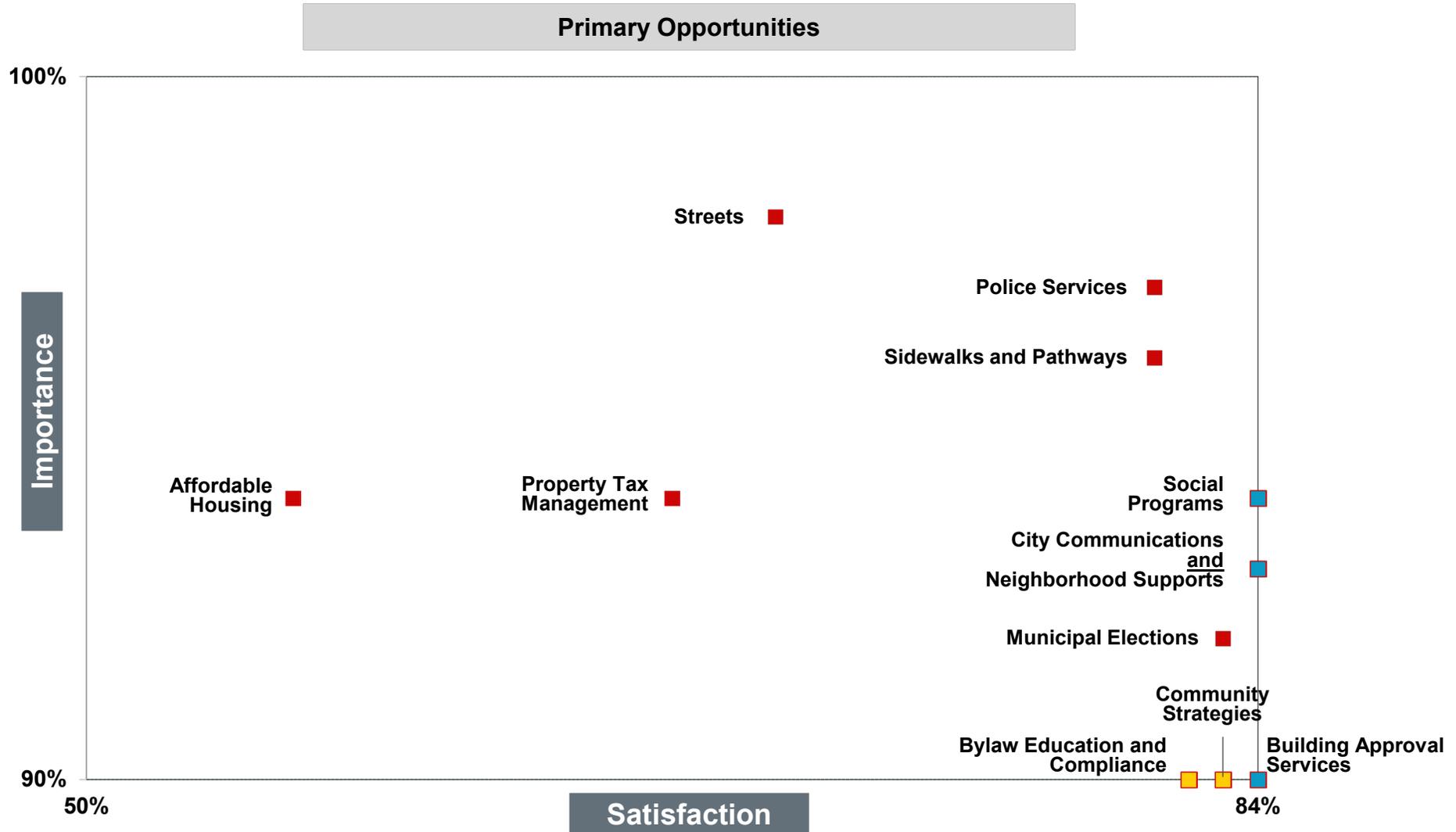


# Deliver the right services: Our Primary Strengths





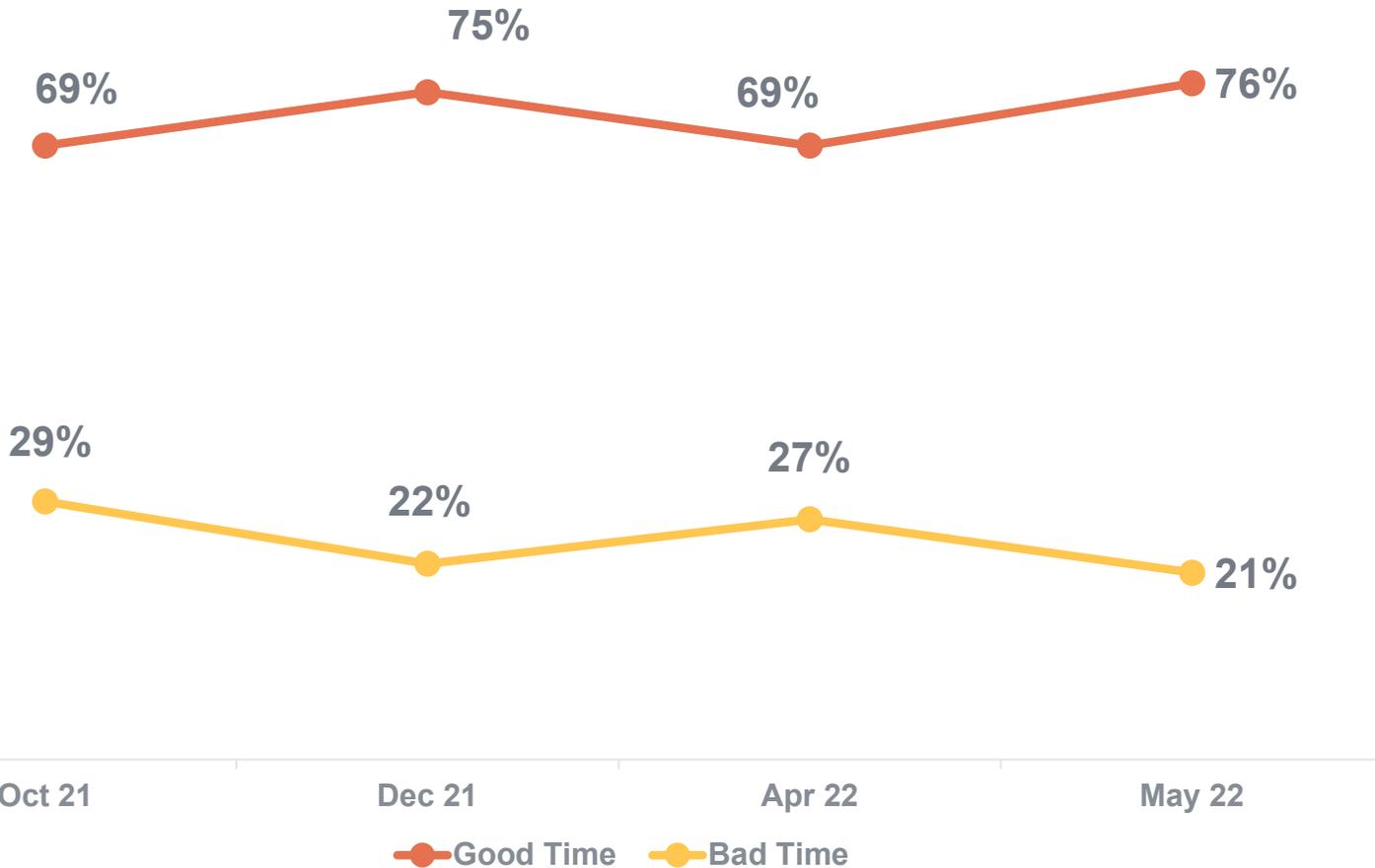
# Deliver the right services: Our Primary Opportunities





# Invest in infrastructure

## Good Time for Infrastructure Investment



**83%**

Now is a good time for companies to be investing in Calgary\*

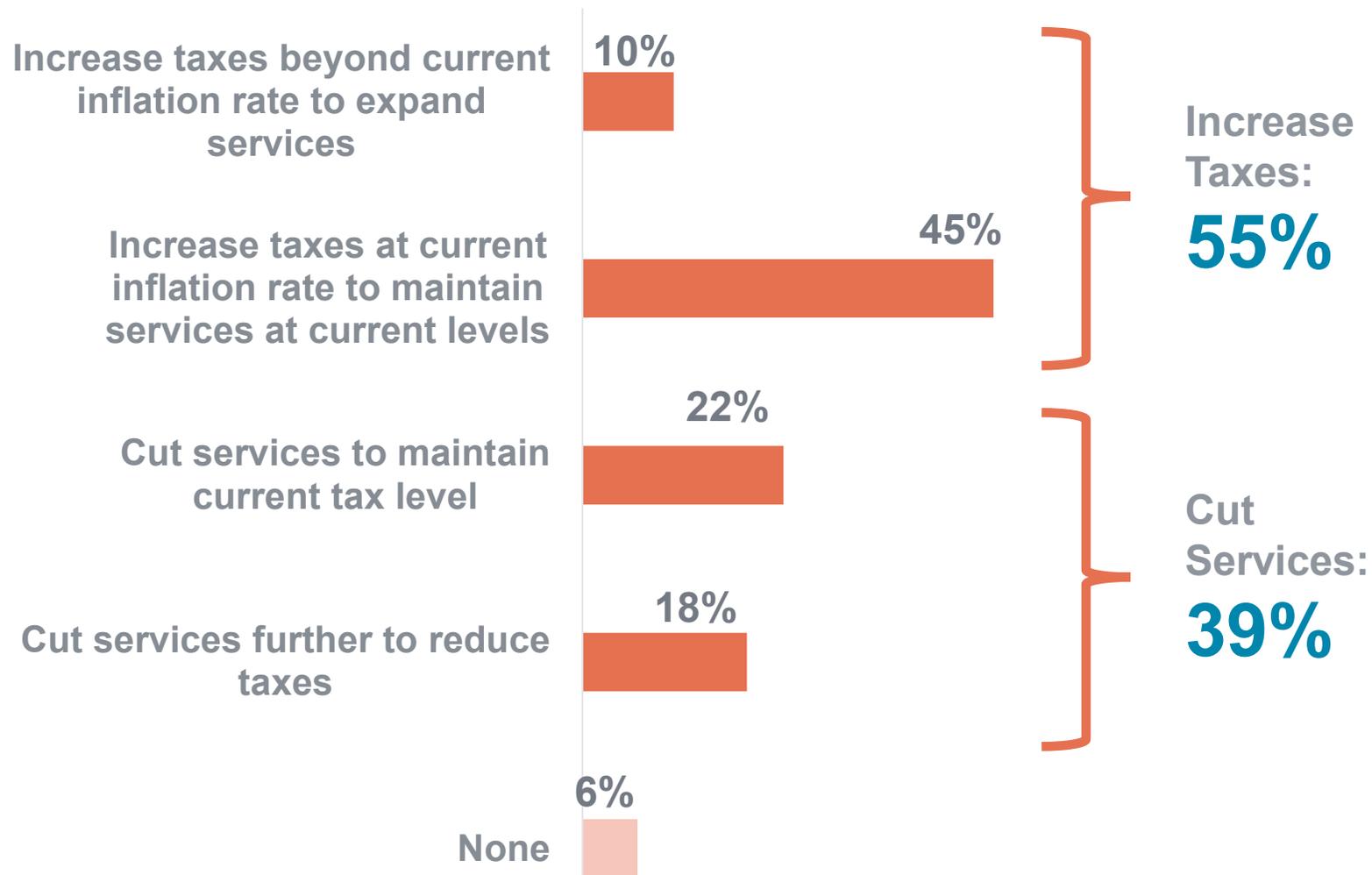
**91%**

Green Line LRT is important to the future of Calgary, 10 years down the road and beyond



# Finance our future

## Taxation preferences



**56%**

The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians

**66%**

Confidence that The City of Calgary will work together with local businesses and other levels of government for economic recovery\*

**58%**

The City is taking appropriate measures to assist in Calgary's economic recovery\*

\*Economic Perspectives Wave 2 survey



# Finance our future: Top ranked by ‘invest more’

**63%**

Trust The City to make the right decisions when it comes to building projects\*

Service	% Invest More	Change 2021 - 2022
Affordable housing	72%	+8%↑
Public transit	63%	+8%↑
Social programs	59%	+2%
Calgary Fire Department emergency response	56%	+9%↑
Calgary 9-1-1	55%	+9%↑
Streets	55%	-7%↓
Police Services	52%	+4%
Sidewalks and pathways	50%	+1%
Recreation opportunities	50%	-2%
Neighbourhood Supports	50%	+1%
Specialized transit services like Transit Access	49%	+5%

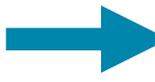
\*Economic Perspectives Wave 2 survey



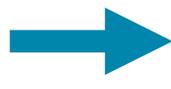
# Future Outlook

35% 

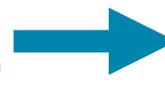
Expect the economy in Calgary to be stronger in the next six months\*

73% 

Calgary is on the right track to being a better city ten years from now

49% 

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

67% 

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



# Spring 2022 Summary of Highlights

## Trust



**47%**

'Trust' The City of Calgary

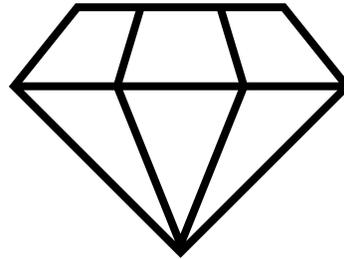
## Satisfaction with City Services



**71%**

Satisfied with overall level and quality of services and programs

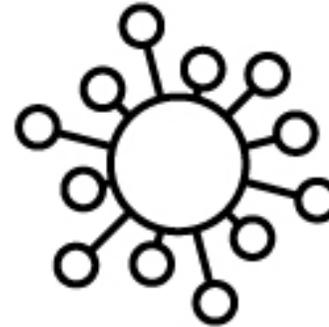
## Value for Taxes



**53%**

'Good' value for tax dollars

## COVID



**73%**

Satisfied with City's COVID-19 response\*

## Quality of Life



**77%**

Quality of life is 'good'

## Recommendation

That Council receive this Report and Attachments for the Corporate Record.