



Calgary



2022 Spring Citizen Research Results

2022 July 5

Recommendation

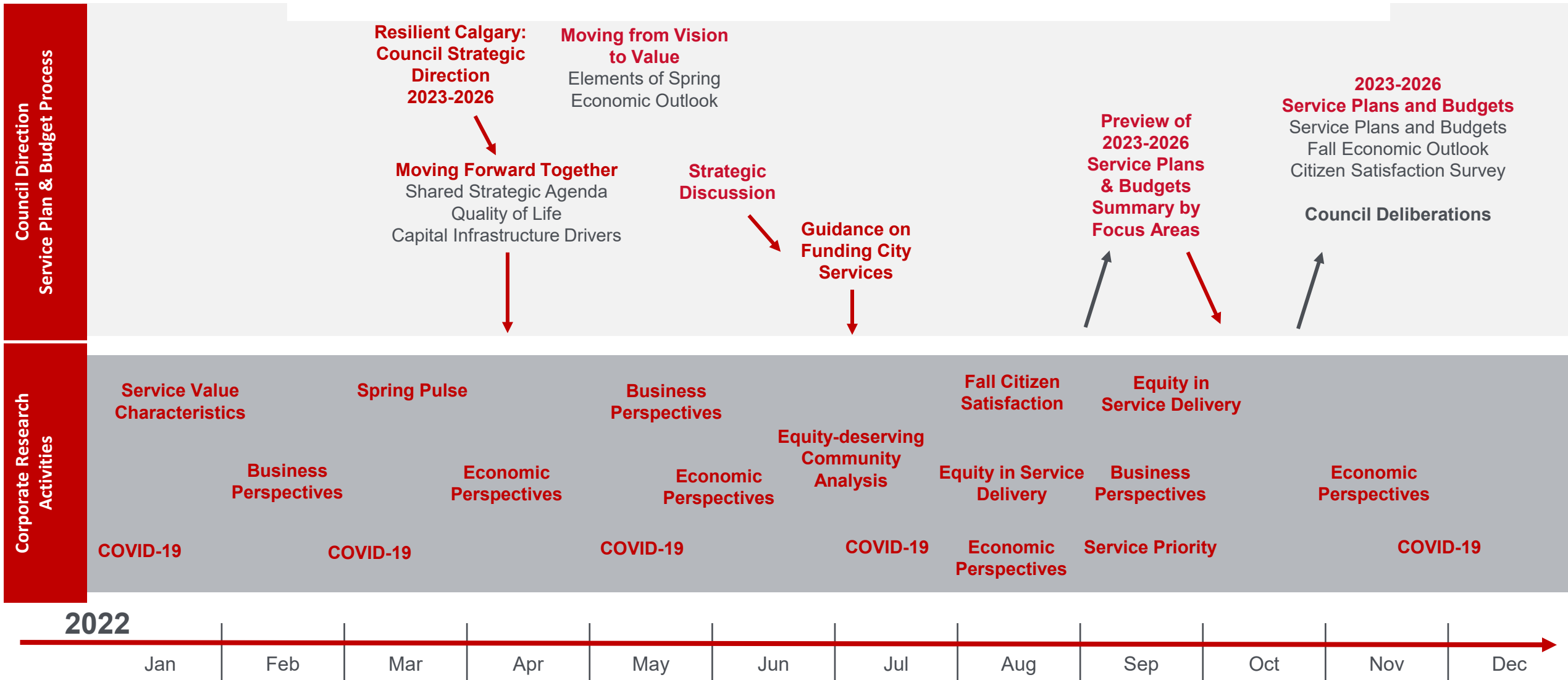
That Council receive this Report and Attachments for the Corporate Record.



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





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



28% Infrastructure, traffic and roads



Change
2021-2022

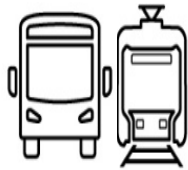
-1%



20% Crime, safety and policing



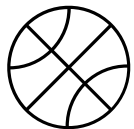
+6%



17% Transit



+3%



14% Recreation



+5%

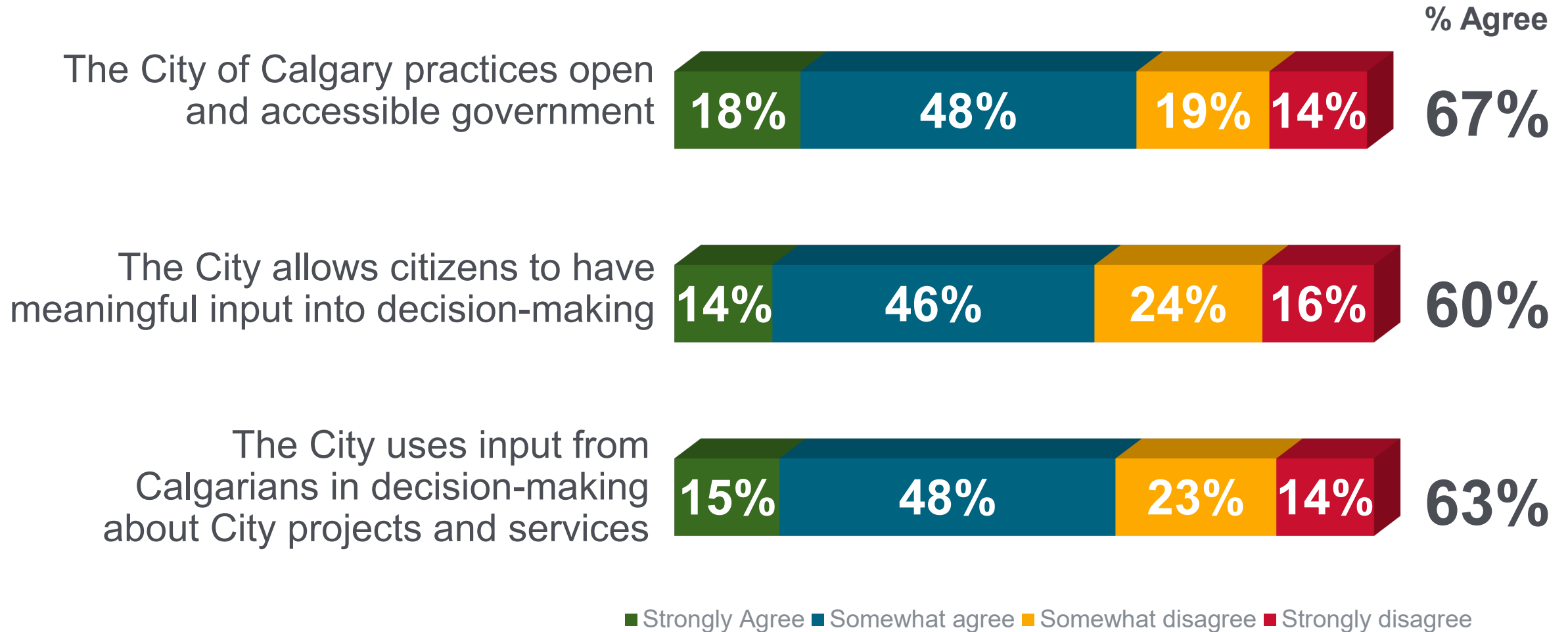


13% Homelessness, poverty, and affordable housing



+5%

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%

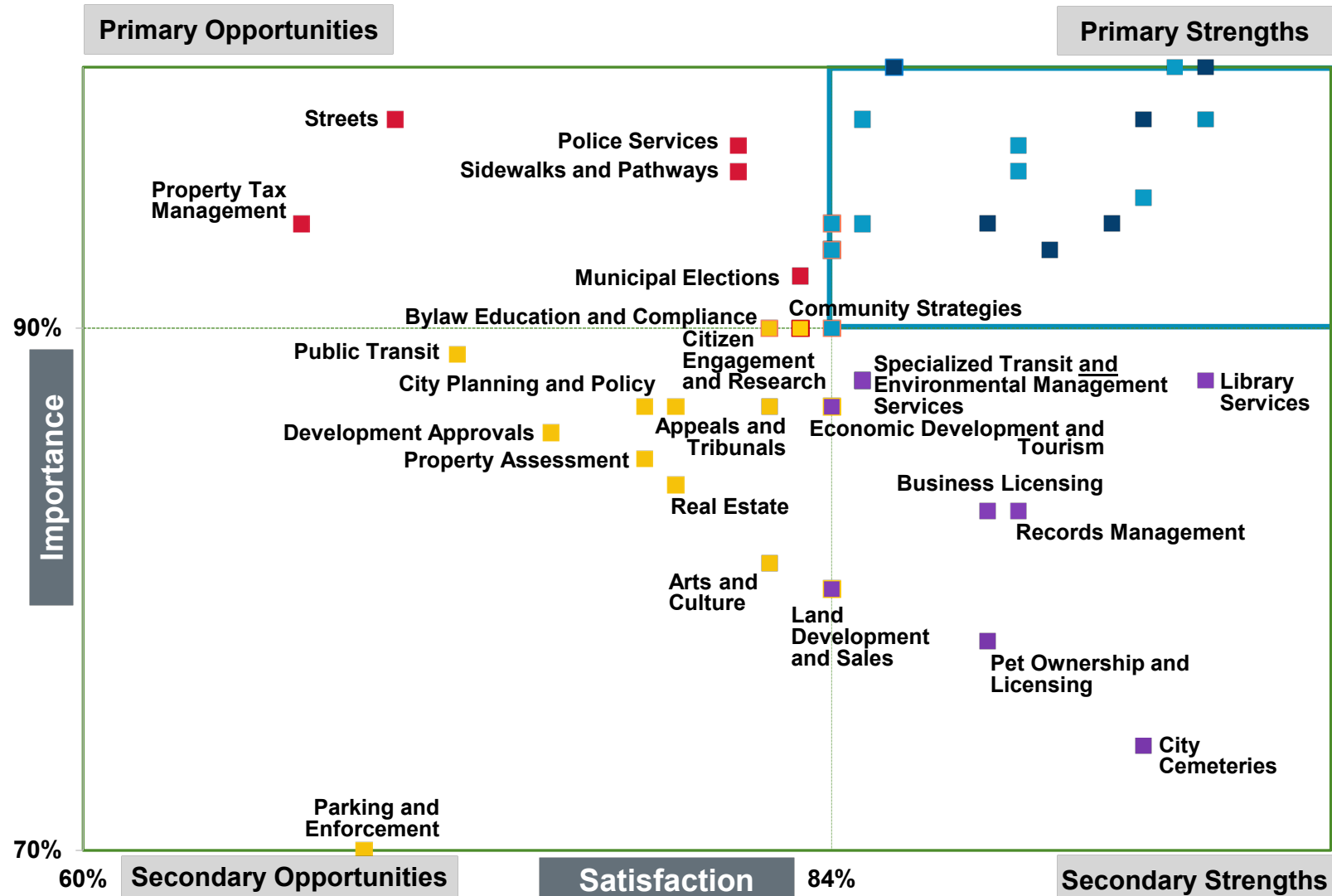
Deliver the right services: Top ranked by importance

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%	-

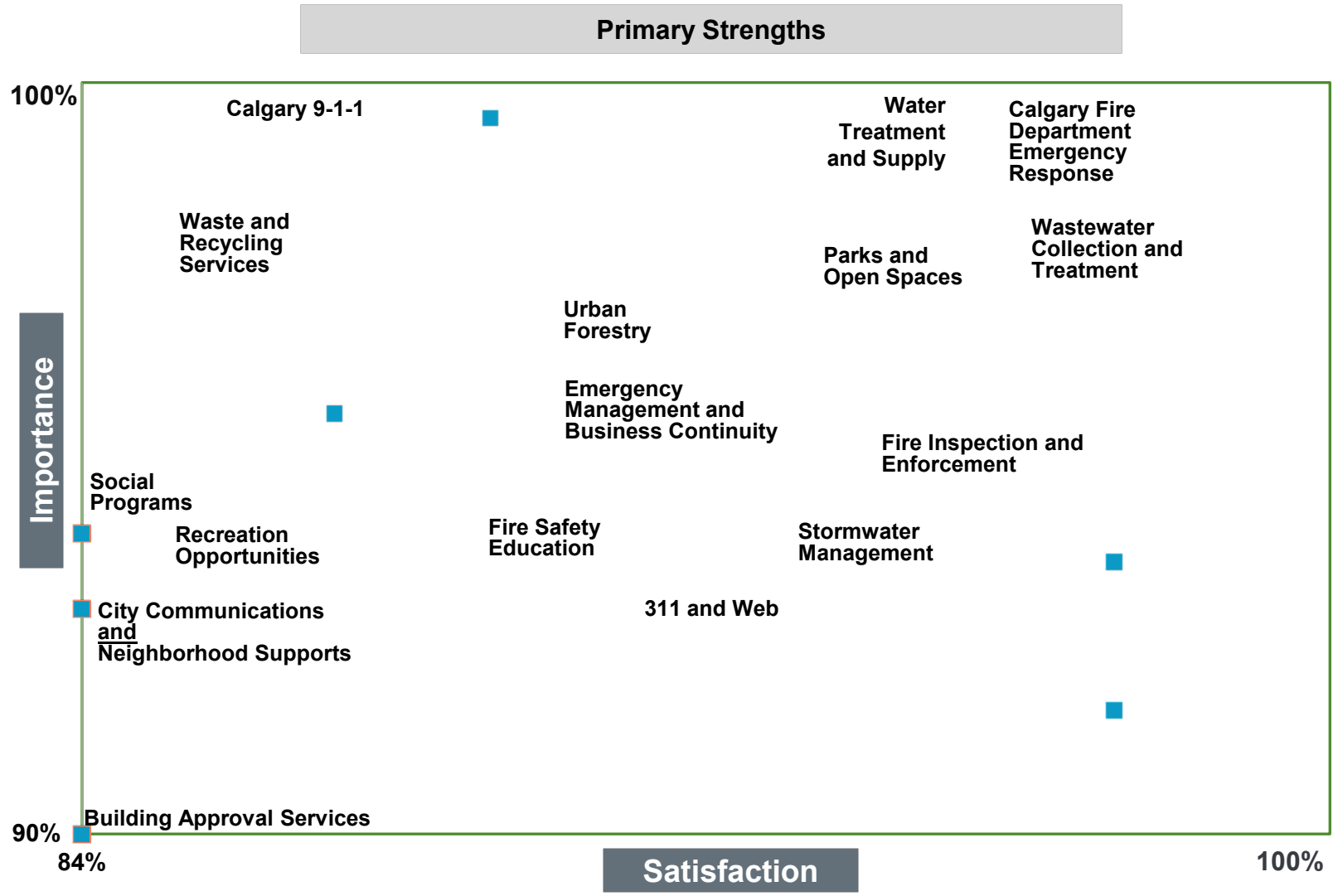
Deliver the right services



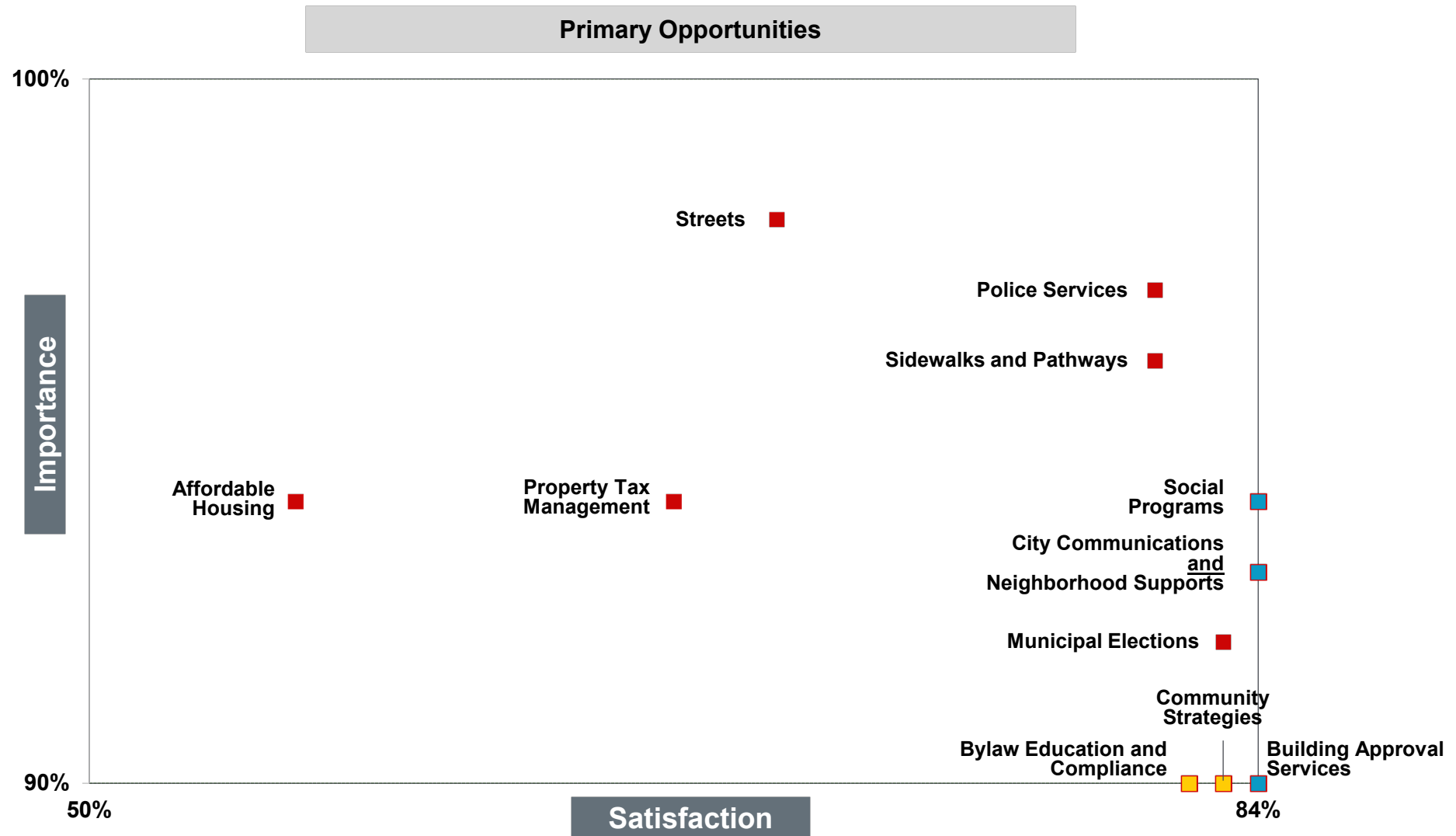
“Taxis, limousines and vehicles-for-hire” is plotted at (84% satisfaction, 61% importance) and “Affordable Housing” is plotted at (56% satisfaction, 94% importance), these are not illustrated on this graph.



Deliver the right services: Our Primary Strengths

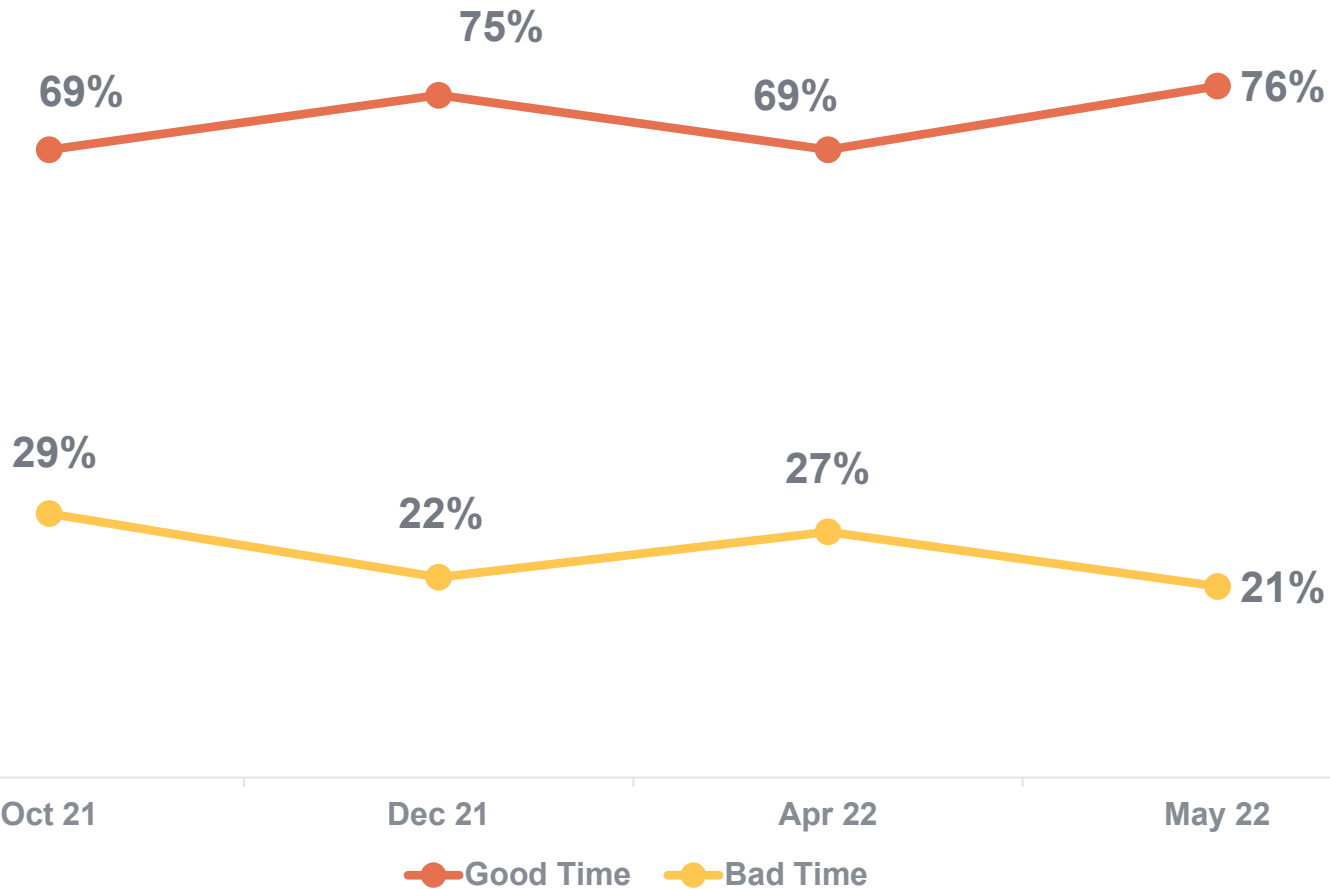


Deliver the right services: Our Primary Opportunities



Invest in infrastructure

Good Time for Infrastructure Investment



83%

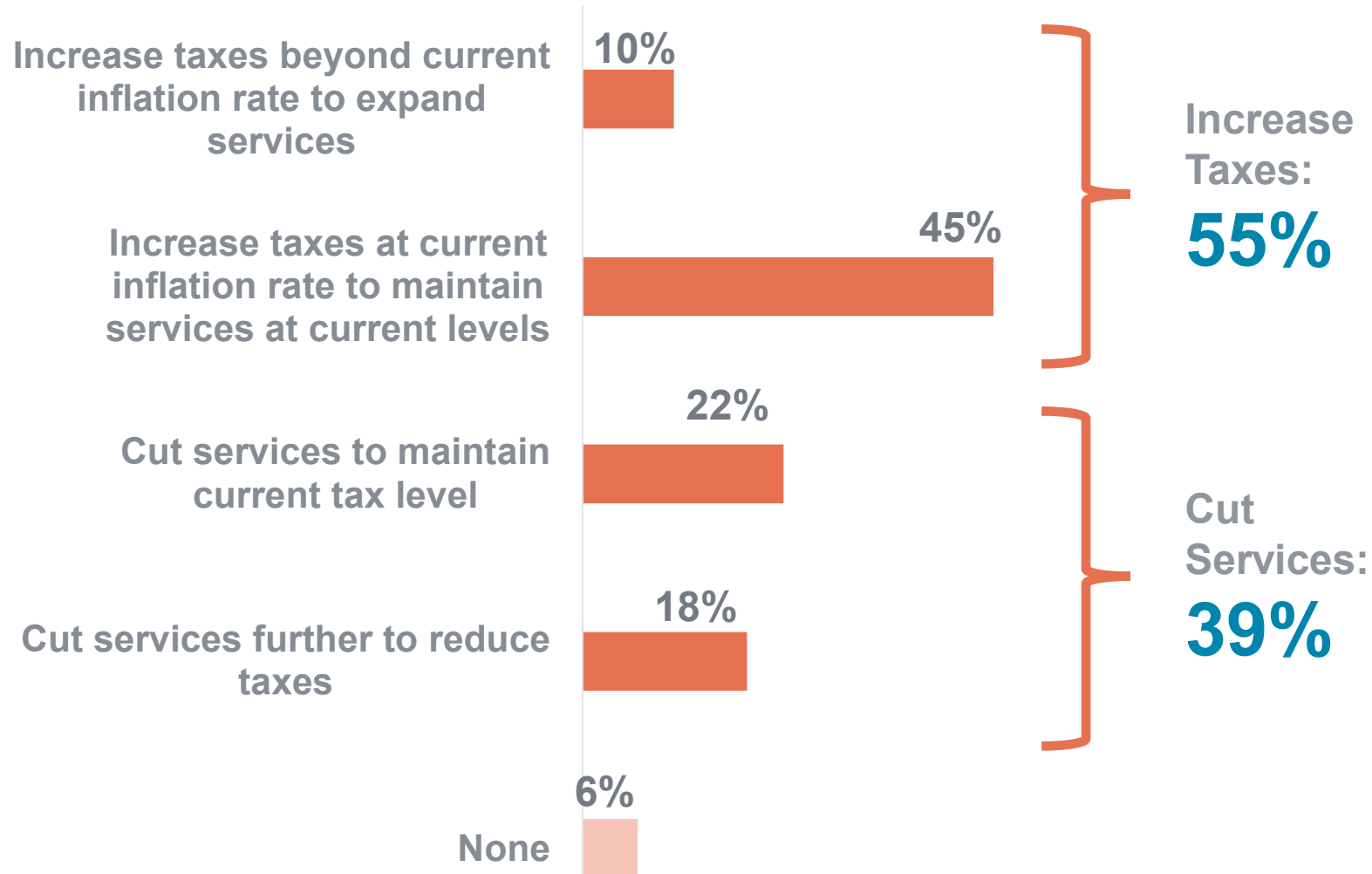
Now is a good time for companies to be investing in Calgary*

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*

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% 

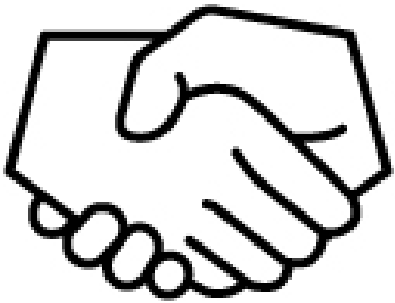
Calgary is moving in the right direction to ensure a high quality of life for future generations

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

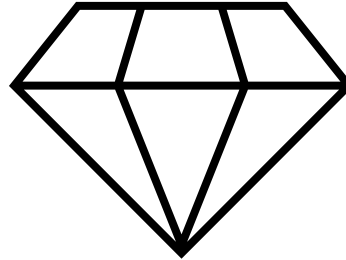
Satisfaction with City Services



71%

Satisfied with overall level and quality of services and programs

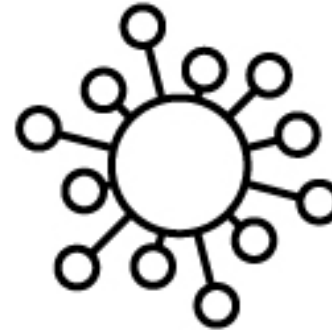
Value for Taxes



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

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