



Calgary



# 2018 Spring Pulse Survey Overview

Strategic Session of Council  
July 4, 2018

**Prepared for The City of Calgary by  
The Corporate Research Team**

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## Spring Pulse Survey Overview

- ❖ The intent of this package of information is to provide Council with an overview of findings from the recent Spring Pulse Survey as an input into decision-making for the One Calgary business and budget plans.
- ❖ Of particular interest will be the information gathered for 50 City services regarding importance, satisfaction and level of investment.
- ❖ Calgarians' views on value for taxes and the overall balance between taxation and service levels should also be of importance to the discussions.
- ❖ Included in this package are the following:
  - Background on the Spring Pulse Survey;
  - Important considerations that set the context for interpreting the survey findings;
  - An invitation for follow up discussions; and
  - Spring Pulse Survey Highlights.

## About the Spring Pulse Survey

- ❖ The Spring Pulse Survey is part of an ongoing Quality of Life and Citizen Satisfaction Research program which also includes the annual Citizen Satisfaction Survey conducted each Fall. This program of research is intended to provide The City with insights into Calgarians' views on life in Calgary including: quality of life; issues facing the city; City services; and value for taxes.
- ❖ The survey was carried out in collaboration with a City approved research vendor – Ipsos.
- ❖ This statistically representative telephone survey was conducted with a randomly selected sample of 2,101 Calgarians aged 18 years and older between April 19<sup>th</sup> and May 8<sup>th</sup>, 2018.
  - Both landline (60%) and cell phone (40%) sample were used.
  - The average interview length was 32 minutes.
- ❖ More details on the methodology are included in the Spring Pulse Survey Highlights.

## Important Considerations

When reviewing the Spring Pulse Survey Highlights there are a number of considerations to keep in mind that will help set the context for interpreting the findings.

### Overall

- ❖ This is the second year of the Spring Pulse Survey. When looking at the findings please note that there seem to be seasonal effects with some of the survey responses. This may, in part, be related to Calgarians' overall mood and attitudes about life in general during the Spring compared to the Fall.
- ❖ In many cases where there is tracking to previous years, the current results appear to align more with the Spring 2017 than Fall 2017 numbers.
- ❖ The state of the economy in Calgary continues to influence the survey results.
- ❖ Due to budgetary constraints, Ward analysis and reporting is not available for the Spring Pulse Survey. It will be available again for the Fall Citizen Satisfaction Survey.

### Quality of Life and Issue Agenda

- ❖ The slow recovery of Calgary's economy seems to still be having an impact specifically on Calgarians' views about their quality of life and Calgary as a "great place to make a living".
- ❖ The time of year and, in particular Calgary's long, snowy winter, seems to have influenced the issue agenda with snow removal, road conditions and maintenance all becoming more prominent on the issue agenda.

## Important Considerations

### City Programs and Services

- ❖ The service names used in this survey align as closely as possible to the One Calgary service lines. In some cases, names were adjusted to make it easier for Calgarians to rate their importance, satisfaction and investment levels. Additionally, since the service names are different than in previous surveys, long term tracking is not available for this survey.
- ❖ The service lines are organized by Citizen Priority for ease of review.
- ❖ Seasonality is also likely impacting Calgarians' perceptions of services. For example, snow removal is much more top of mind in April than it is in August or September.
- ❖ For this survey and the Fall Citizen Satisfaction Survey, Calgarians are asked for their opinions of the services regardless of whether or not they have used them.
- ❖ In general, Calgarians tend to rate most services as important. None of the 50 services has an importance rating of less than 64%. Additionally, essential services and services that respondents or someone in their household uses are often rated higher in importance than other services they do not use.
- ❖ The majority of Calgarians are also satisfied with most services. The lowest satisfaction rating for any of the services was 69%.
- ❖ When asked about their views about investing more, less or the same in the 50 services, the majority Calgarians indicated that they would like more or the same investment in all services. The lowest percentage for invest more or the same was 60%.

### Taxation

- ❖ Of note, 2017 tracking for the value for taxes and balancing taxes and levels of service questions both include the regular (pre-election) Fall survey and the post-election survey for comparison.
- ❖ Seasonality may also be impacting Calgarians' views on the perceived value they receive for their tax dollars. In the Spring of 2017 there was also a dip in this rating. The rating may increase again in the Fall or this may be the beginning of a downward trend.
- ❖ The impact of Calgary's slow economic recovery is almost certainly having an impact on Calgarians' perceptions of value for tax dollars and their views about balancing taxation and service levels. The percentages of Calgarians who would like to "increase taxes to maintain or expand services" or "cut services to maintain or reduce taxes" both stand at 48%.

## Note on Follow Up

- ❖ This research was carried out in collaboration with our research vendor – Ipsos
- ❖ This package contains highlights from the Spring Pulse Survey.



**Calgary**



# 2018 Spring Pulse Survey Highlights



## Methodology

- ❖ This research was carried out in collaboration with our research vendor – Ipsos.
- ❖ Telephone survey conducted with a randomly selected sample of 2,101 Calgarians aged 18 years and older between April 19<sup>th</sup> and May 8<sup>th</sup>, 2018.
  - Both landline (60%) and cell phone (40%) sample were used.
  - The average interview length was 32 minutes.
- ❖ Final data were weighted to ensure the overall sample's quadrant, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2016 Municipal and Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,101 is  $\pm 2.1$  percentage points, 19 times out of 20.
  - The margin of error by quadrant is as follows:
    - Northeast: n=433 (MOE  $\pm 4.7$ )
    - Northwest: n=610 (MOE  $\pm 3.9$ )
    - Southeast: n=463 (MOE  $\pm 4.6$ )
    - Southwest: n=595 (MOE  $\pm 4.1$ )
- ❖ Where possible, results are compared to previous iterations of the Citizen Satisfaction survey.
  - One should note that the 2006 to 2016 iterations of the survey were conducted annually in the Fall. Starting in 2017, the survey has been conducted bi-annually, with a Spring and a Fall wave.
- ❖ Note on tracking
  - 2018 data is derived from the 2018 Spring Pulse survey, while 2017 data is derived from the 2017 Fall Citizen Satisfaction survey. Given the time of year each survey is run – and possible seasonal differences – caution should be exercised with comparing 2017 Fall Citizen Satisfaction survey to 2018 Spring Pulse survey results.
    - ↑ indicates number is significantly higher than Fall 2017
    - ↓ indicates number is significantly lower than Fall 2017

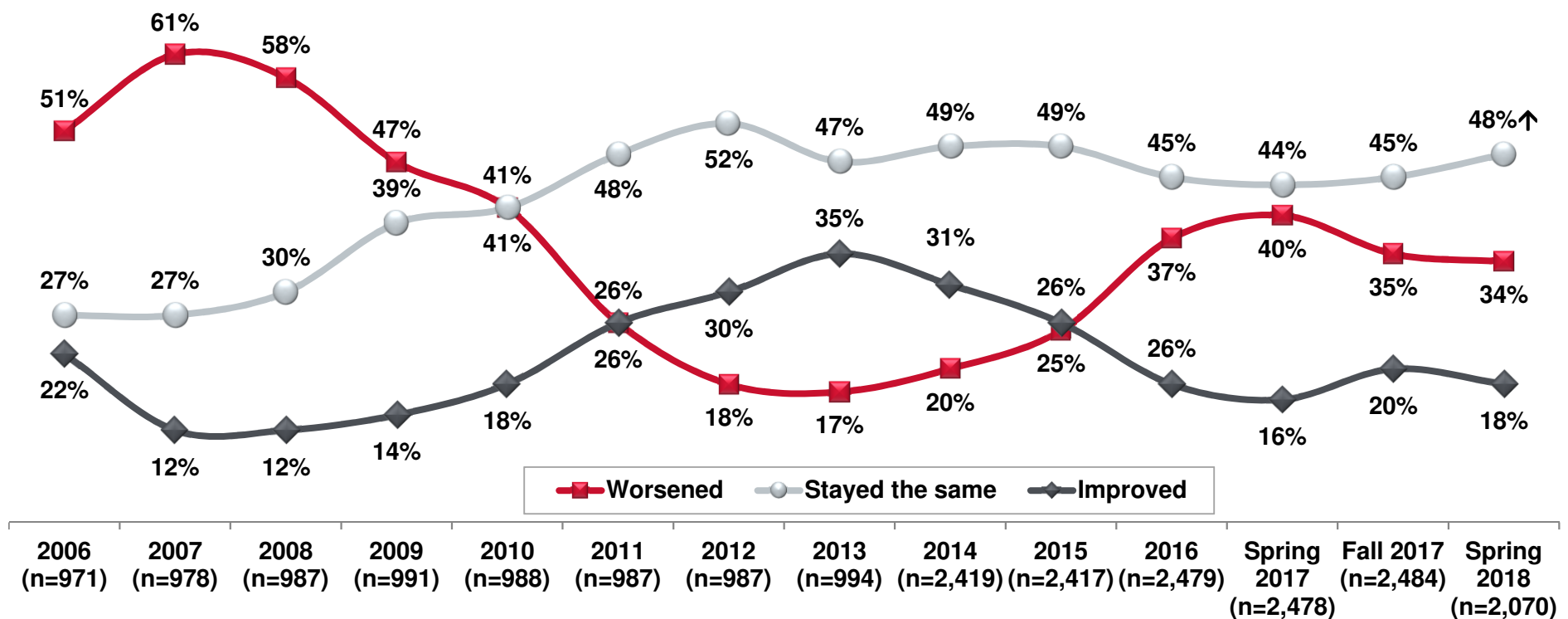


## Quality of Life and Issue Agenda



# Overall Quality of Life in Calgary / Perceived Change in the Quality of Life

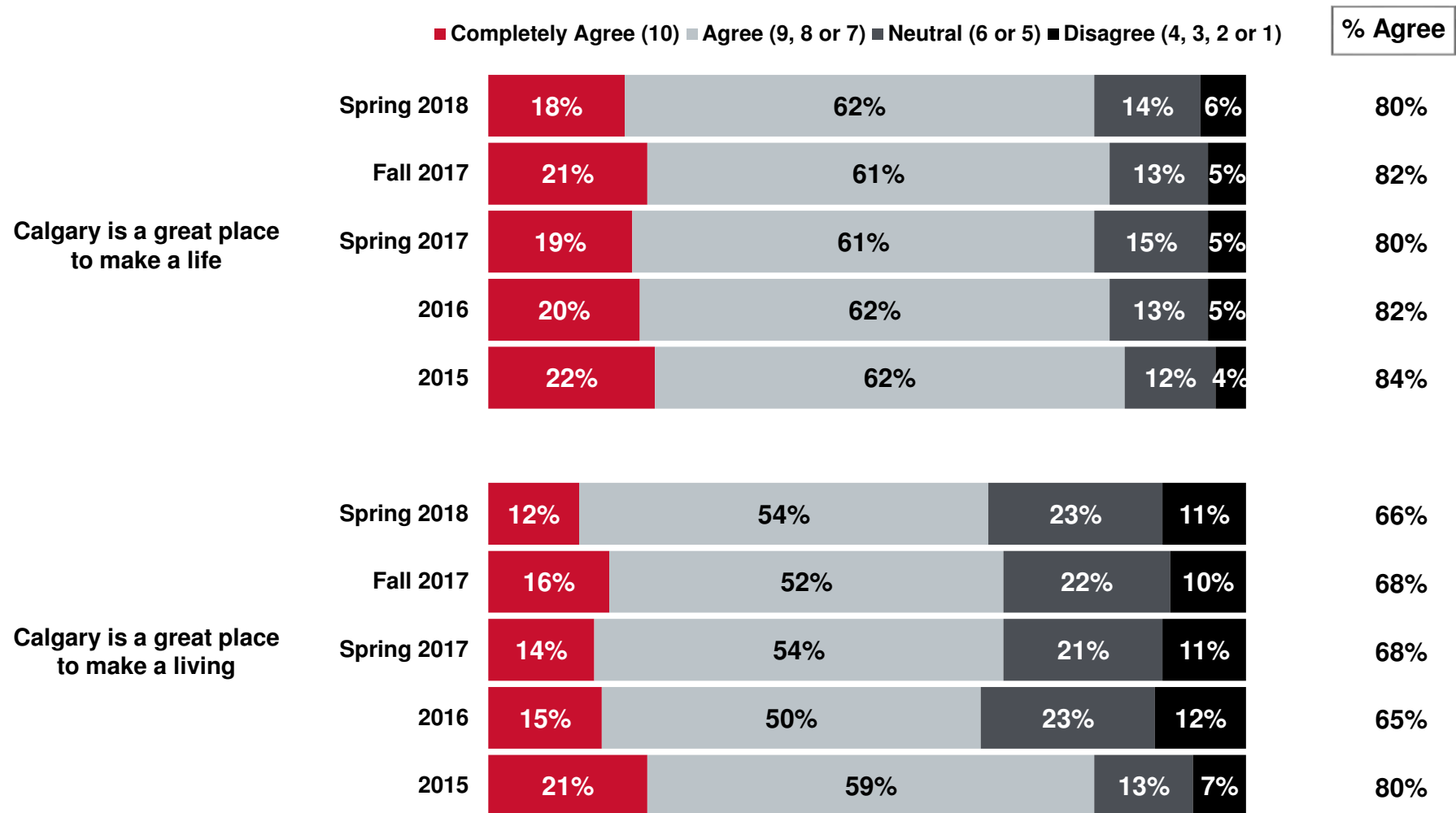
**82%** currently rate the overall quality of life in the city of Calgary today as “good,” down 3% from last fall.



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

Base: Valid respondents

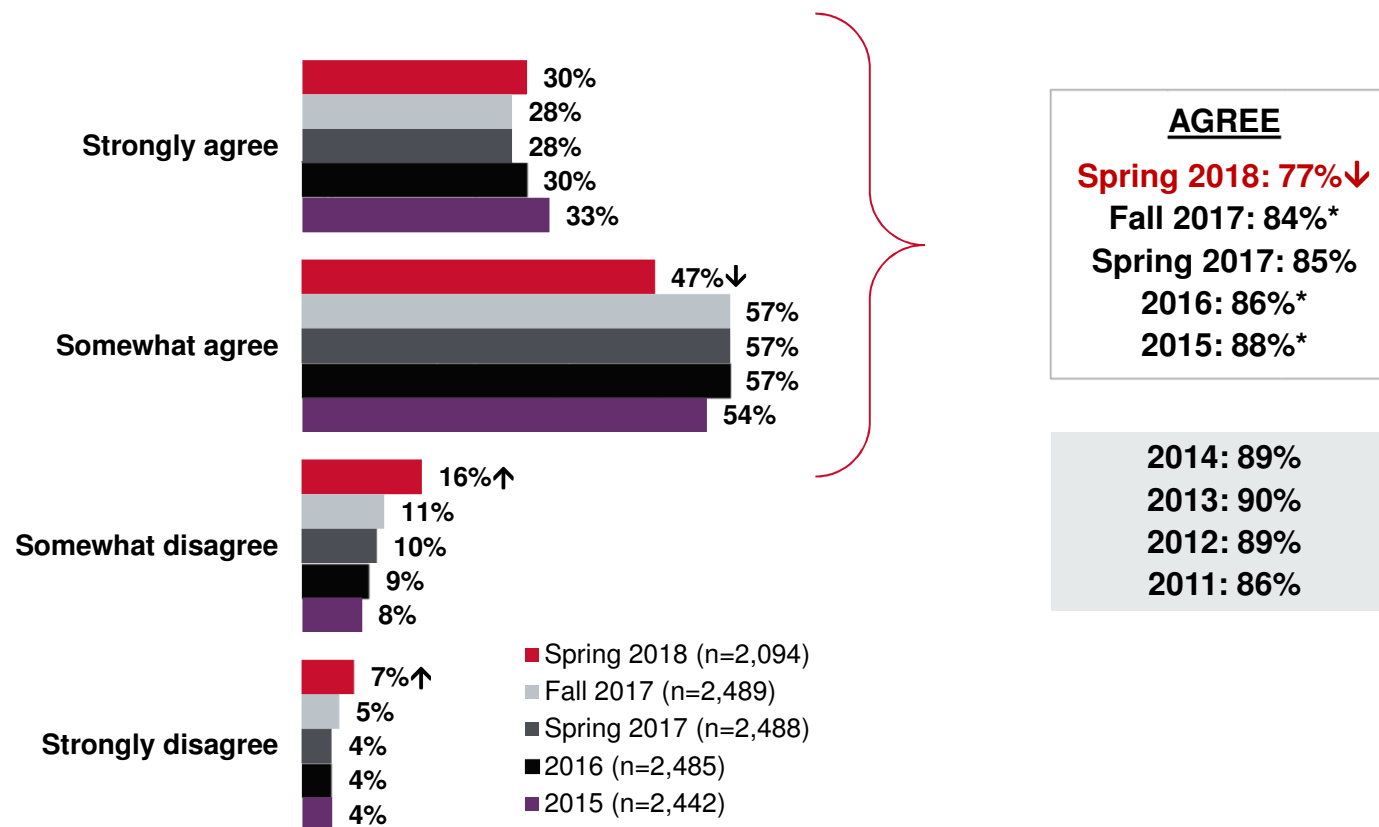
# Sustainability: Making a Life and Making a Living



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

Base: Valid respondents (Bases vary)

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

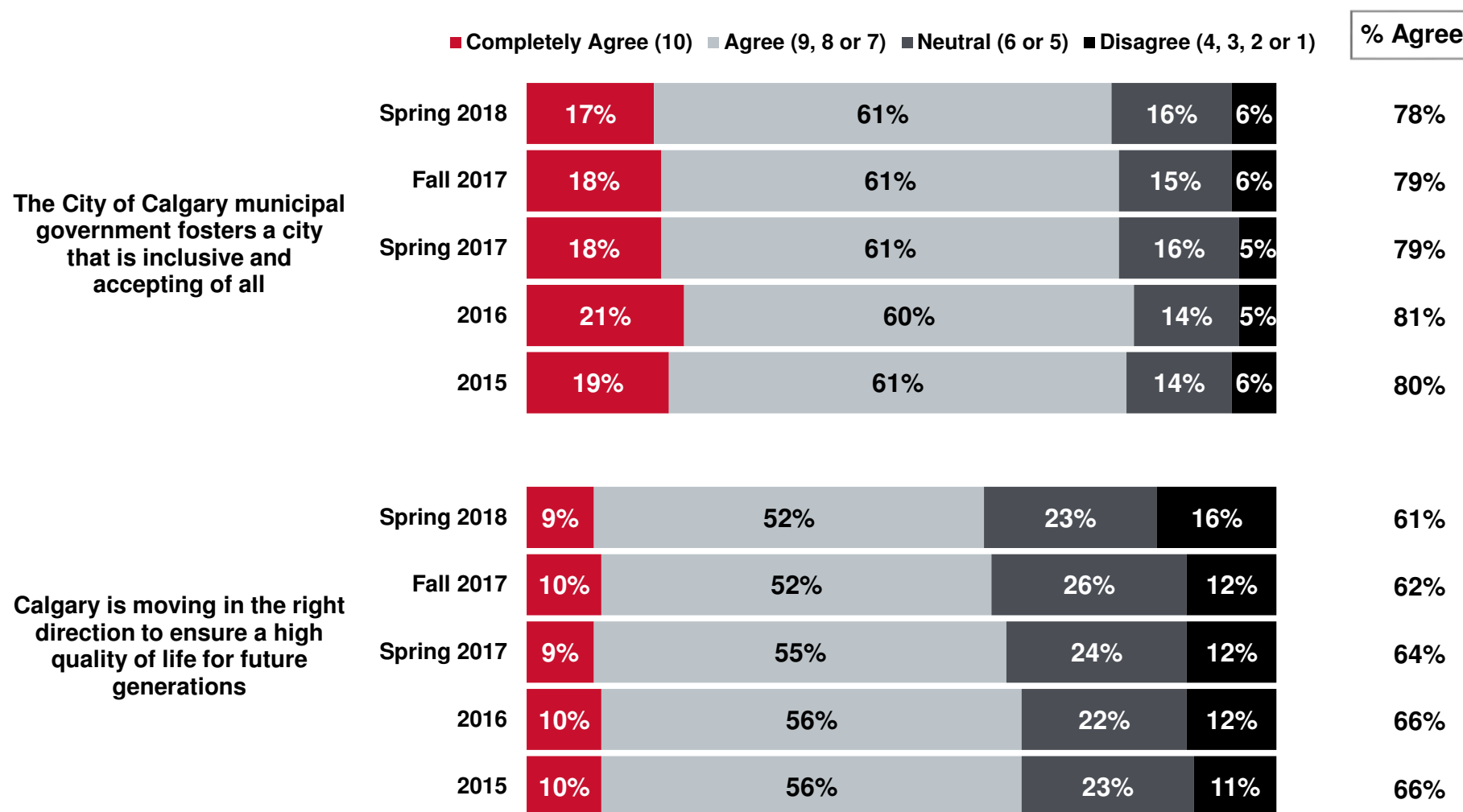


\*Rounding

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

Base: Valid respondents

# Sustainability: Inclusivity and Direction for the Future



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

**Base: Valid respondents (Bases vary)**



# Issue Agenda

Multiple Responses

Open End Question

■ First Mention ■ Other Mentions

Change  
Fall 2017 to  
Spring 2018

<b>Infrastructure, Traffic &amp; Roads (NET)</b>	<b>30%</b>	<b>11%</b>	<b>41%</b>	<b>+6↑</b>
Road conditions	9%	7%	16%	+9↑
(Lack of) snow removal	9%	3	12%	+8↑
Traffic congestion	5% <del>2</del>	7%		-3↓
Infrastructure maintenance/ improvement/ development	4% <del>2</del>	6%		+1
<b>Transit (NET)</b>	<b>13%</b>	<b>4%</b>	<b>17%</b>	<b>-2</b>
Public Transportation [incl. buses/ C-train/ poor service]	7% <del>2</del>	9%		-2
Transportation (unspecified)	6% <del>2</del>	8%		+1
<b>Crime, Safety &amp; Policing (NET)</b>	<b>7%</b>	<b>4%</b>	<b>11%</b>	<b>-2</b>
<b>Environment &amp; Waste Management (NET)</b>	<b>6%</b>	<b>5%</b>	<b>11%</b>	<b>+4↑</b>
Recreation (NET)	5% <del>6</del>	11%		+4↑
Taxes (NET)	7% <del>3</del>	10%		+2
Economy (NET)	5% <del>2</del>	7%		+1
Budget & Spending (NET)	4% <del>2</del>	6%		-
Homelessness, Poverty & Affordable Housing (NET)	4% <del>2</del>	6%		+1
Olympic Bid (NET)	24% <del>6</del>			+6↑
Education (NET)	3 <del>2</del>	5%		-1
Growth & Planning (NET)	3 <del>2</del>	5%		+1
Other		16%		
None		13%		

Total mentions  
<5% are not shown

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

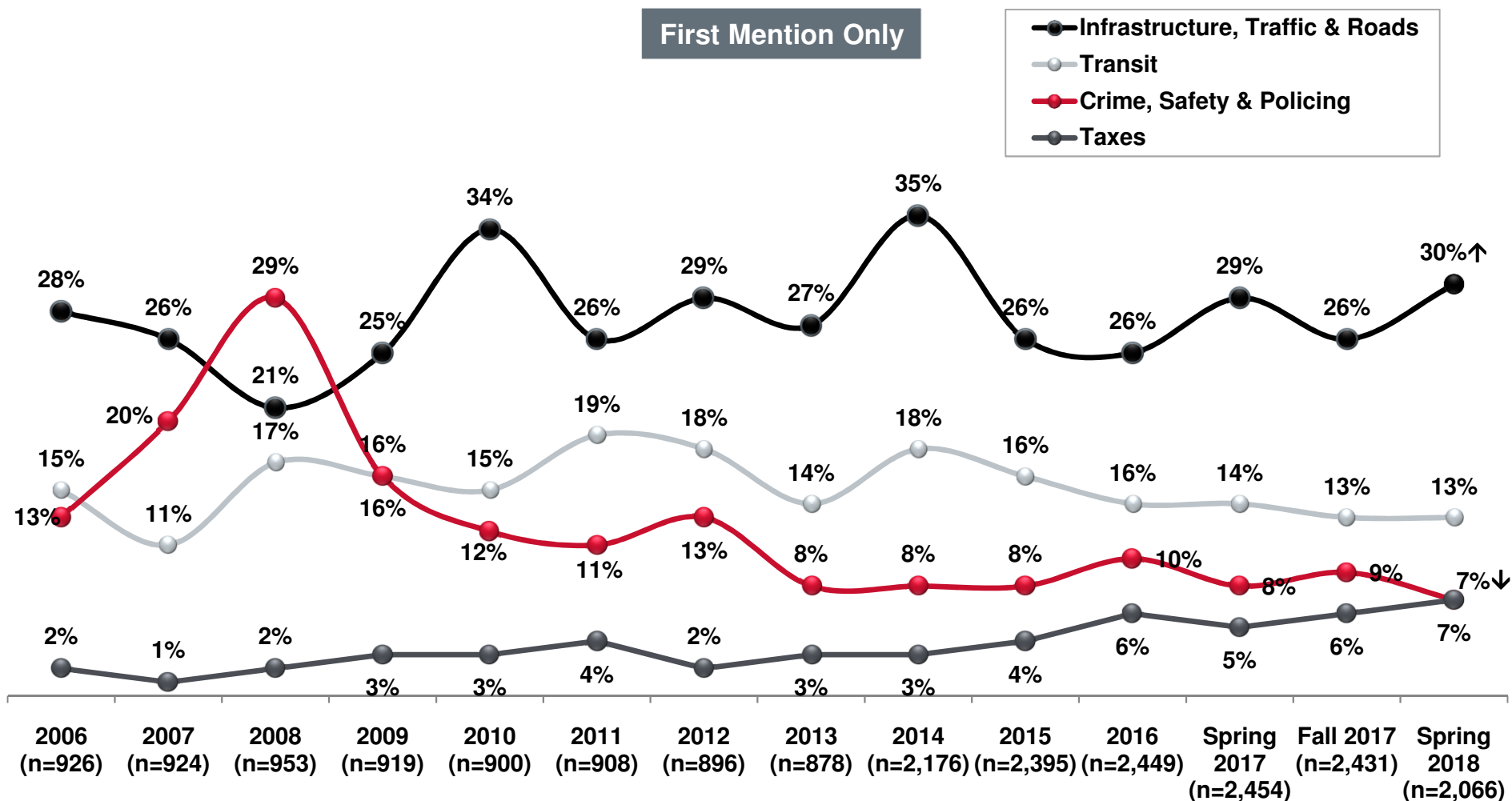
*In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?*

Base: Valid respondents (n=2,071)



# Tracking Most Important Issue Facing Calgary

First Mention Only



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

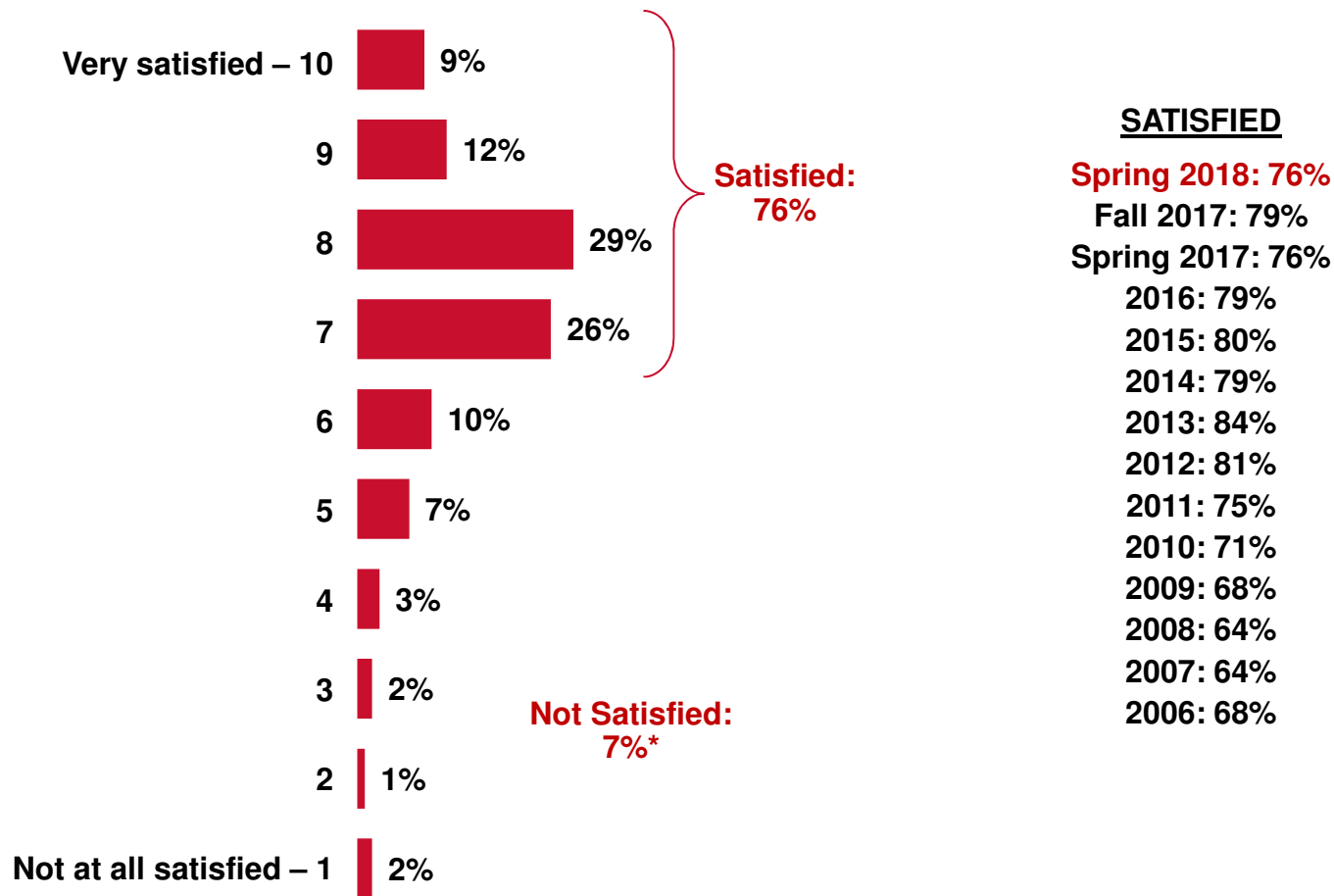
Base: Valid respondents



## City Programs and Services



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



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

Base: Valid respondents (n=2,097)

\*Rounding

## Importance & Satisfaction with City Programs and Services A City That Moves

Please note: Some service names have been truncated for reporting purposes only.

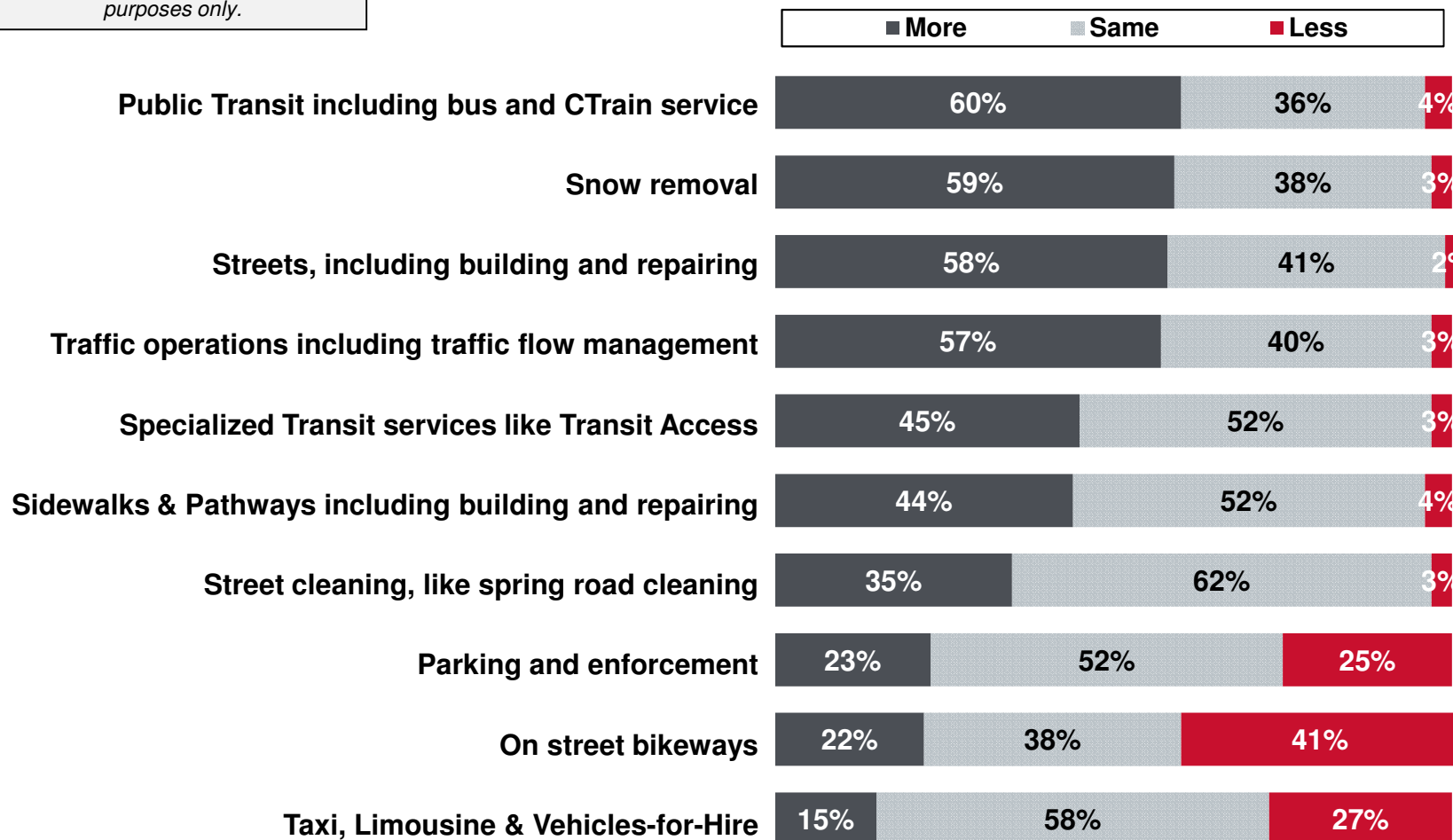
	IMPORTANCE			SATISFACTION		
	Very	Somewhat	TOTAL	Very	Somewhat	TOTAL
Traffic operations including traffic flow management	79%	19%	98%	17%	54%	71%
Streets, including building and repairing	73%	25%	98%	17%	57%	74%
Street cleaning, like spring road cleaning	61%	36%	97%	36%	49%	85%
Snow removal	80%	16%	96%	21%	38%	59%
Sidewalks & Pathways including building and repairing	63%	32%	95%	26%	59%	85%
Public Transit including bus and CTrain service	75%	16%	91%	29%	51%	80%
Specialized Transit services like Transit Access	63%	25%	88%	30%	56%	86%
Parking and enforcement	35%	42%	77%	18%	53%	71%
Taxi, Limousine & Vehicles-for-Hire	23%	41%	64%	26%	57%	83%
On street bikeways	27%	29%	56%	19%	47%	66%

*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you / Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

Base: Valid respondents (Bases vary)

## Investment in City Programs and Services A City That Moves

Please note: Some service names have been truncated for reporting purposes only.



Please tell me if you think The City should invest more, less or the same amount on the program or service.  
Base: Valid respondents (Bases vary)

## Importance & Satisfaction with City Programs and Services City of Safe and Inspiring Neighbourhoods

Please note: Some service names have been truncated for reporting purposes only.

	IMPORTANCE			SATISFACTION		
	Very	Somewhat	TOTAL	Very	Somewhat	TOTAL
Calgary 9-1-1	96%	3%	99%	74%	24%	98%
Calgary Fire Department Emergency Response	95%	4%	99%	73%	25%	98%
Calgary Police Services	91%	8%	99%	56%	35%	91%
Fire Inspection & Enforcement	76%	20%	96%	45%	50%	95%
Emergency Management & Business Continuity	72%	23%	95%	40%	55%	95%
Fire Safety Education	71%	24%	95%	42%	53%	95%
Neighbourhood Supports	55%	36%	91%	29%	58%	87%
Bylaw Education & Compliance	48%	41%	89%	24%	60%	84%
City Planning & Policy	50%	36%	86%	20%	60%	80%
Development Approvals	48%	38%	86%	20%	60%	80%
Library Services	55%	29%	84%	57%	36%	93%
Pet Ownership & Licensing	41%	34%	75%	41%	51%	92%
Downtown revitalization	34%	41%	75%	21%	62%	83%
City Cemeteries	31%	41%	72%	38%	56%	94%

*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you / Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

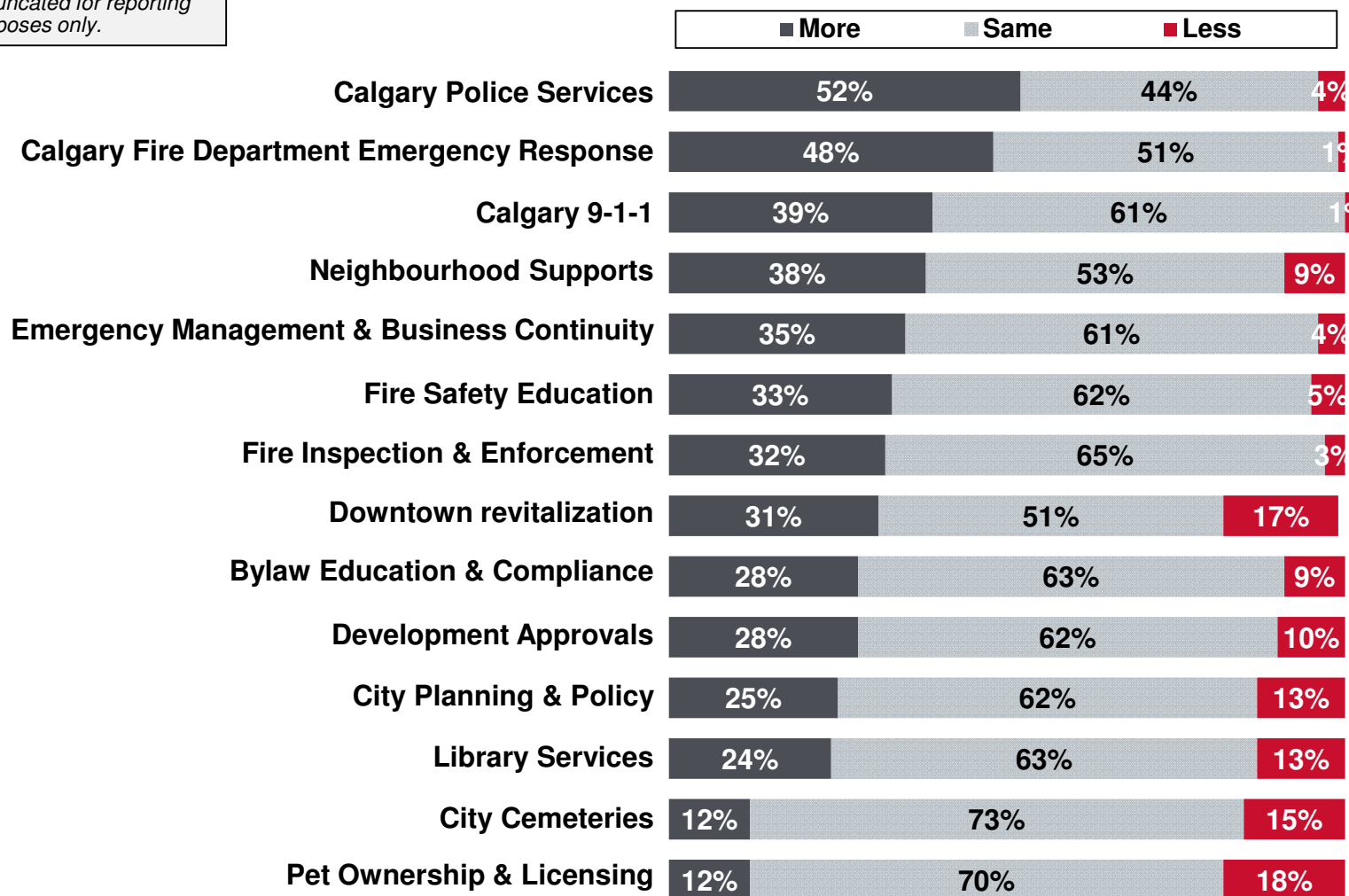
Base: Valid respondents (Bases vary)



# Investment in City Programs and Services

## City of Safe and Inspiring Neighbourhoods

Please note: Some service names have been truncated for reporting purposes only.



Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)



## Importance & Satisfaction with City Programs and Services

### Healthy and Green City

Please note: Some service names have been truncated for reporting purposes only.

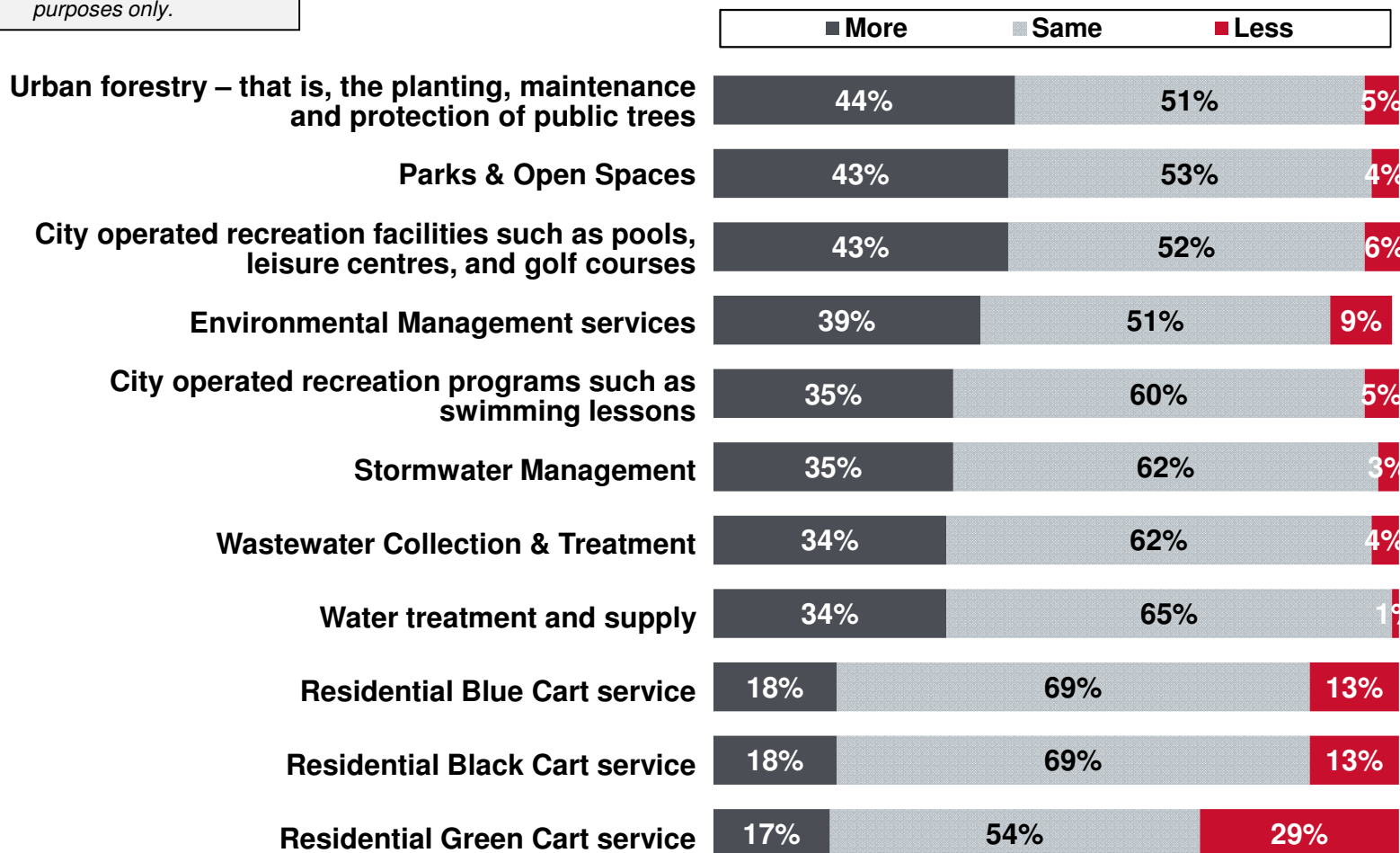
	IMPORTANCE			SATISFACTION		
	Very	Somewhat	TOTAL	Very	Somewhat	TOTAL
Water treatment and supply	98%	2%	100%	76%	20%	96%
Wastewater Collection & Treatment	86%	13%	99%	51%	43%	94%
Parks & Open Spaces	80%	18%	98%	51%	41%	92%
Stormwater Management	70%	27%	97%	41%	49%	90%
Urban forestry – that is, the planting, maintenance and protection of public trees	70%	26%	96%	35%	52%	87%
Residential Black Cart service	74%	21%	95%	50%	35%	85%
Environmental Management services	64%	29%	93%	26%	62%	88%
Residential Blue Cart service	69%	24%	93%	54%	37%	91%
City operated recreation facilities such as pools, leisure centres, and golf courses	61%	30%	91%	37%	52%	89%
City operated recreation programs such as swimming lessons	56%	32%	88%	38%	52%	90%
Residential Green Cart service	54%	26%	80%	42%	36%	78%

*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you / Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

Base: Valid respondents (Bases vary)

## Investment in City Programs and Services Healthy and Green City

Please note: Some service names have been truncated for reporting purposes only.



Please tell me if you think The City should invest more, less or the same amount on the program or service.  
Base: Valid respondents (Bases vary)



# Importance & Satisfaction with City Programs and Services

## Prosperous City

Please note: Some service names have been truncated for reporting purposes only.

	IMPORTANCE			SATISFACTION		
	Very	Somewhat	TOTAL	Very	Somewhat	TOTAL
Affordable Housing for low-income Calgarians	73%	22%	95%	14%	55%	69%
Social Programs for individuals such as seniors or youth	72%	23%	95%	23%	64%	87%
Building Approval services and inspections	62%	30%	92%	26%	60%	86%
Property Assessment	56%	35%	91%	23%	58%	81%
Community strategy services	53%	36%	89%	22%	66%	88%
Economic Development & Tourism	41%	45%	86%	18%	67%	85%
Business Licensing	50%	35%	85%	27%	65%	92%
Land Development & Sales	46%	39%	85%	17%	69%	86%
Arts & Culture, including festivals	42%	39%	81%	31%	52%	83%

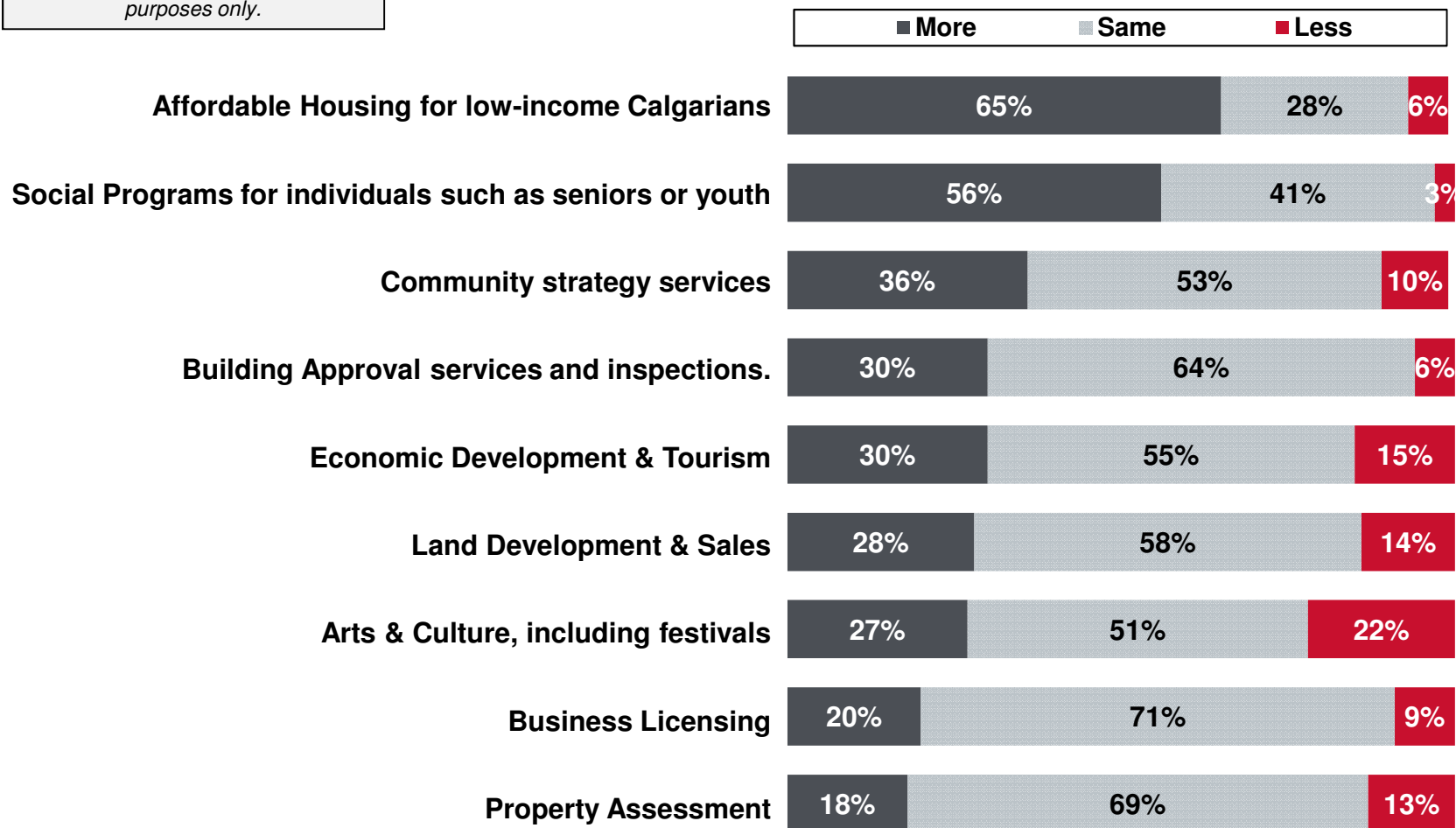
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you / Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

Base: Valid respondents (Bases vary)

# Investment in City Programs and Services

## Prosperous City

Please note: Some service names have been truncated for reporting purposes only.



Please tell me if you think The City should invest more, less or the same amount on the program or service.  
Base: Valid respondents (Bases vary)

## Importance & Satisfaction with City Programs and Services

### Well-Run City

Please note: Some service names have been truncated for reporting purposes only.

	IMPORTANCE			SATISFACTION		
	Very	Somewhat	TOTAL	Very	Somewhat	TOTAL
Municipal Elections	76%	19%	95%	34%	47%	81%
Property tax management	73%	22%	95%	15%	54%	69%
Corporate citizen engagement	66%	28%	94%	16%	60%	76%
311 Service	66%	26%	92%	56%	37%	93%
City of Calgary website	44%	38%	82%	35%	50%	85%
Social Media	24%	37%	61%	26%	56%	82%

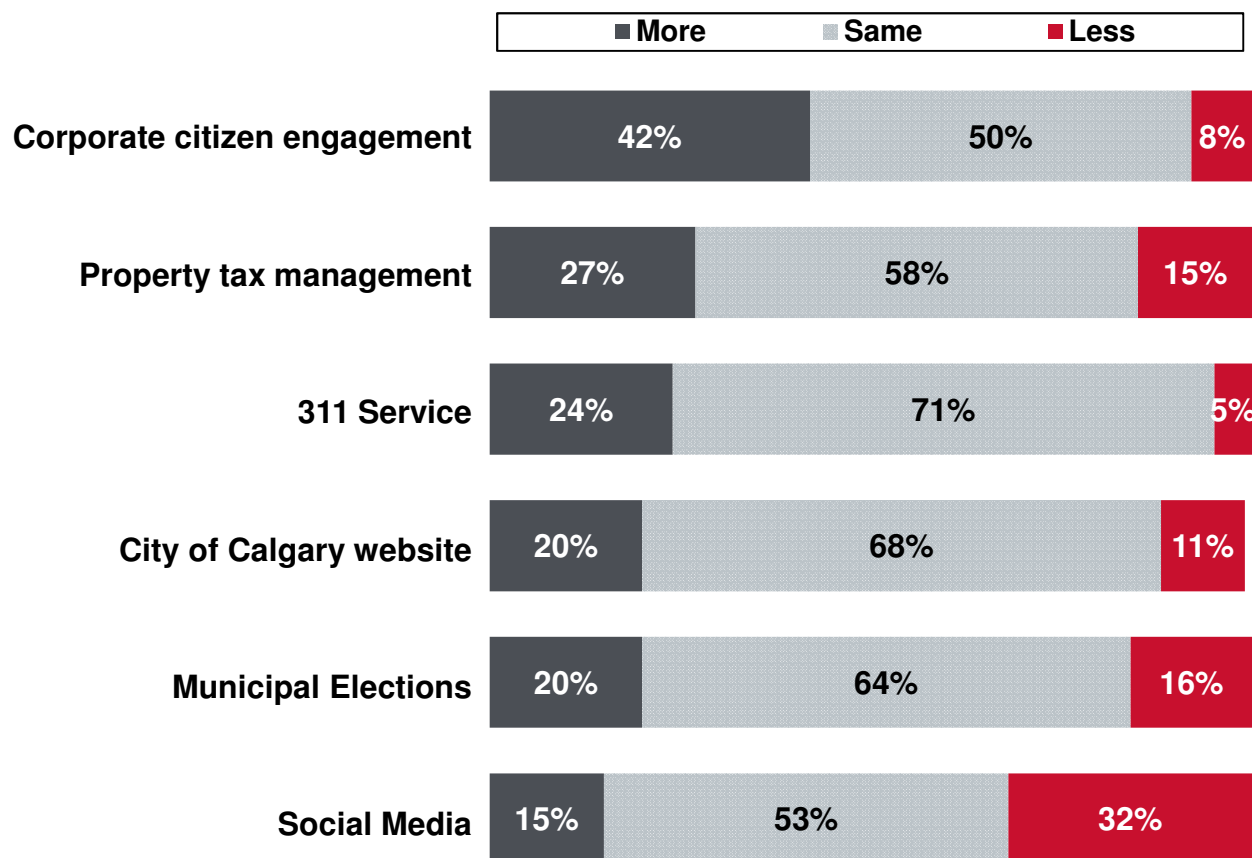
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you / Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

Base: Valid respondents (Bases vary)

# Investment in City Programs and Services

## Well-Run City

Please note: Some service names have been truncated for reporting purposes only.



Please tell me if you think The City should invest more, less or the same amount on the program or service.  
Base: Valid respondents (Bases vary)



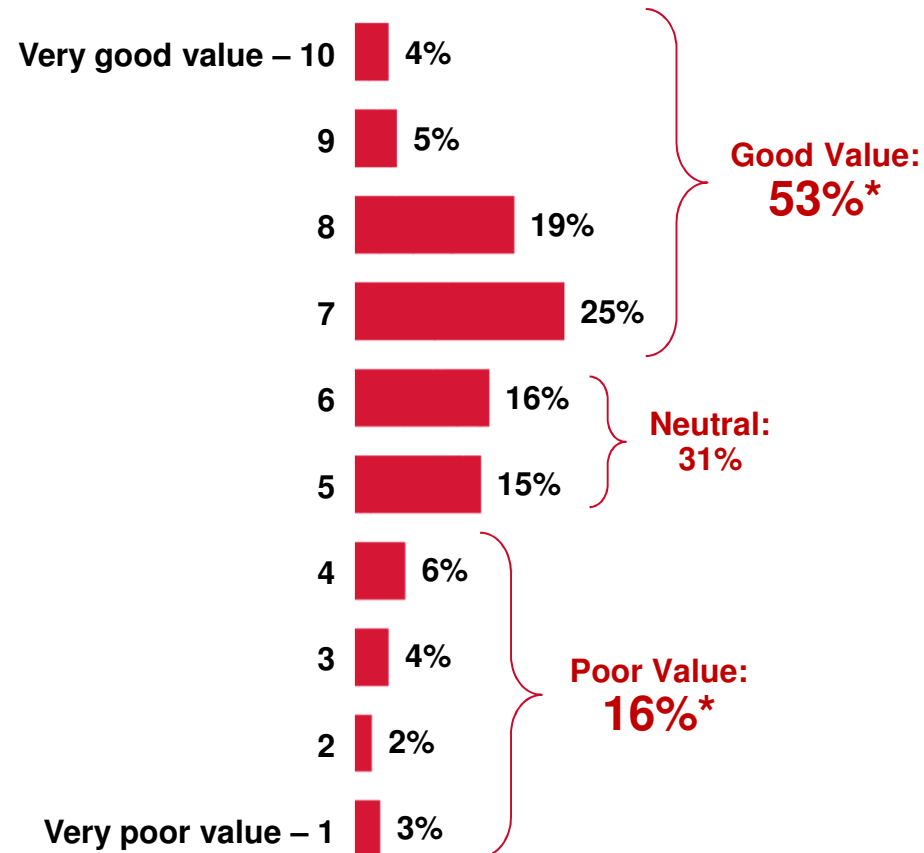


## Taxation





## Perceived Value of Property Taxes

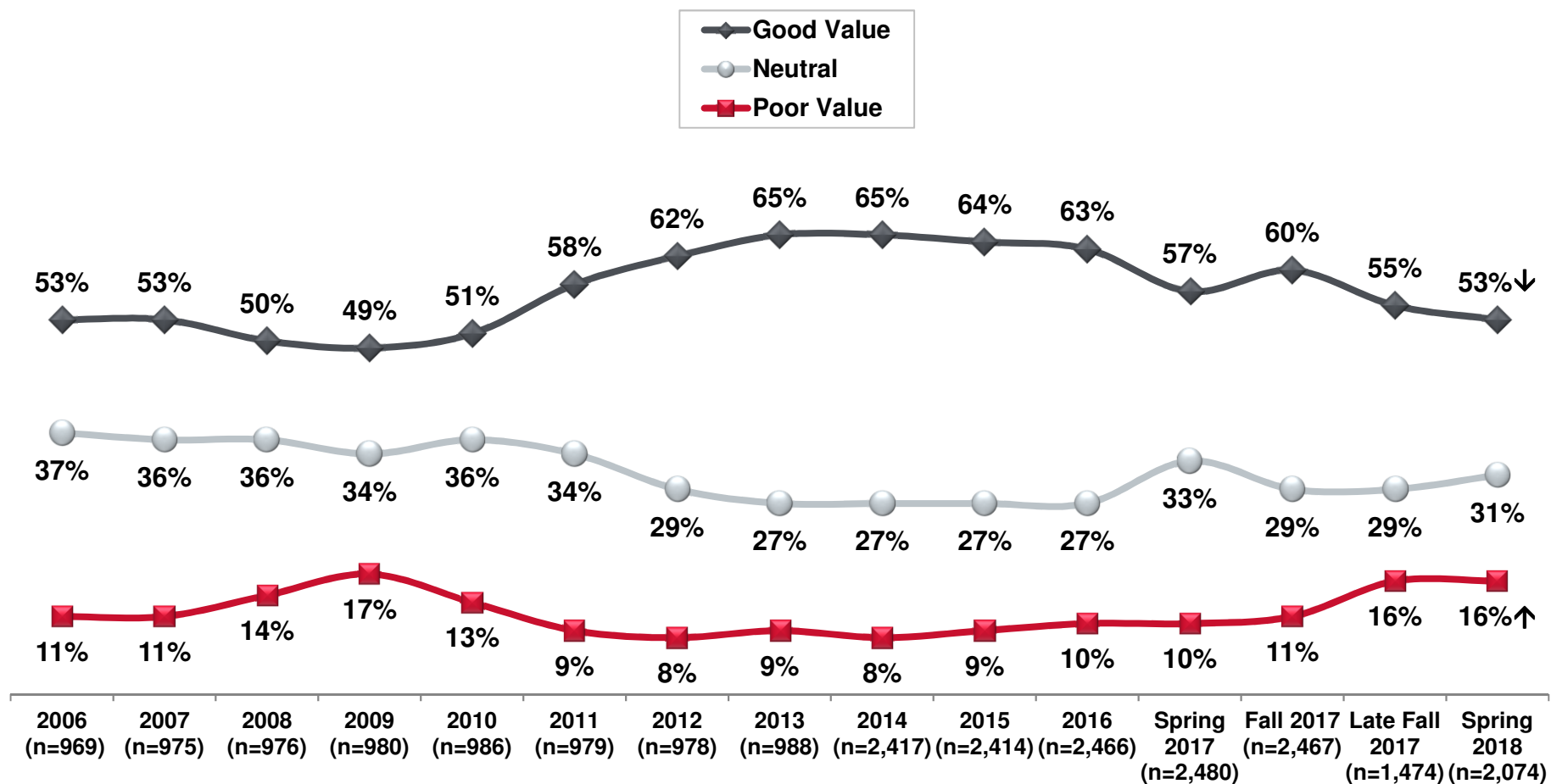


\*Rounding

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

Base: Valid respondents (n=2,078)

# Tracking Perceived Value of Property Taxes

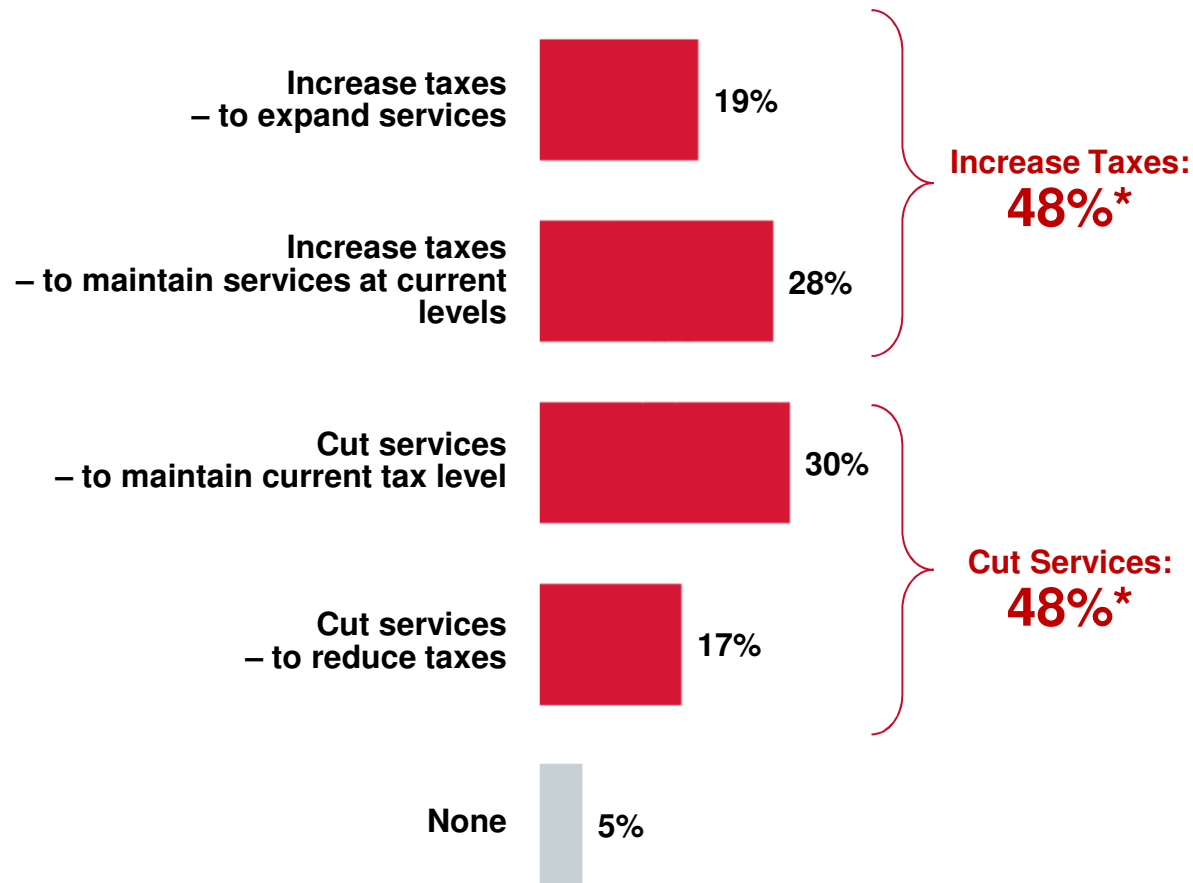


Statistically ↑ higher / ↓ lower than Fall 2017

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

Base: Valid respondents

# Balancing Taxation and Service Delivery Levels

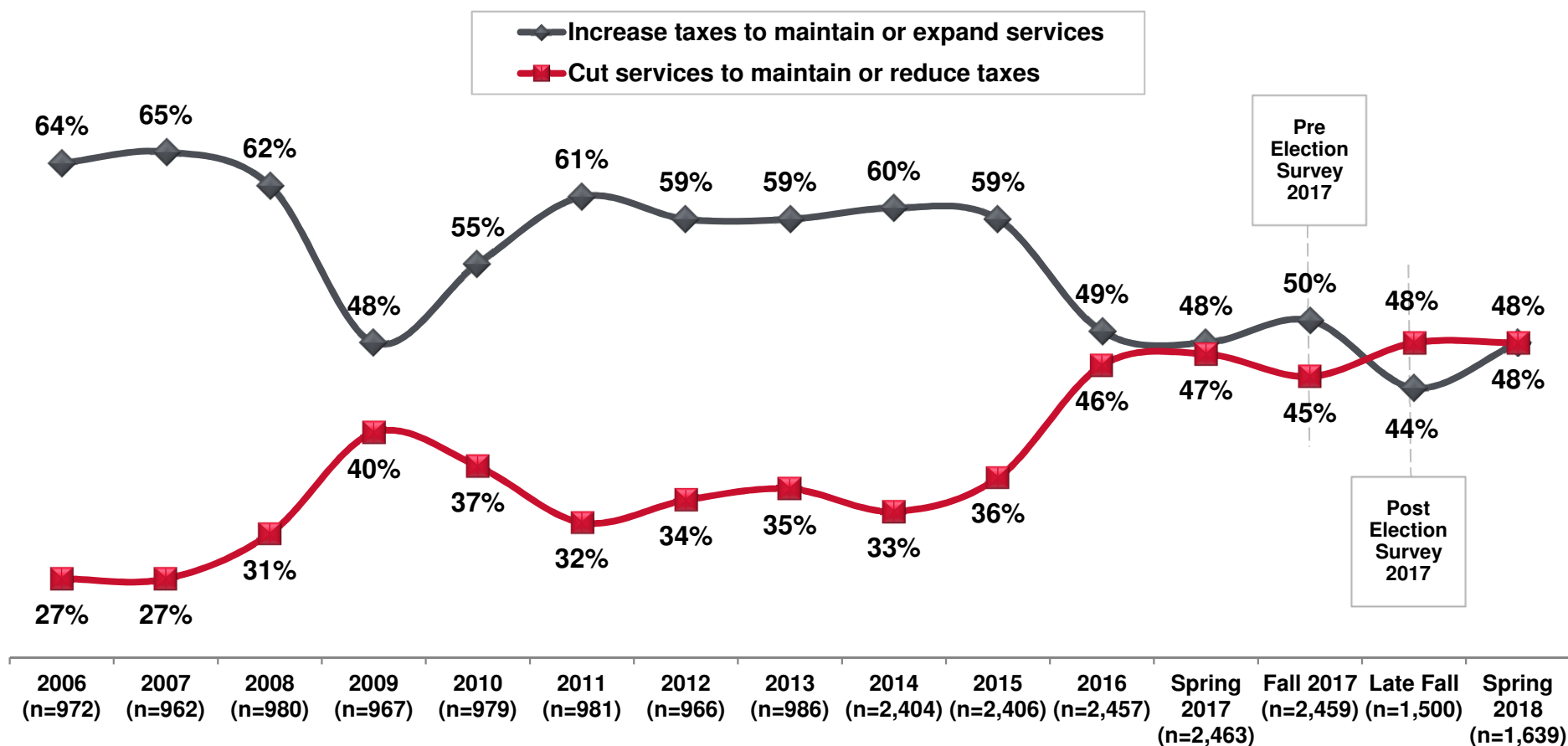


\*Rounding

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

Base: Valid respondents (n=1,639)

# Tracking Balancing Taxation and Service Delivery Levels: Increase Taxes versus Cut Services



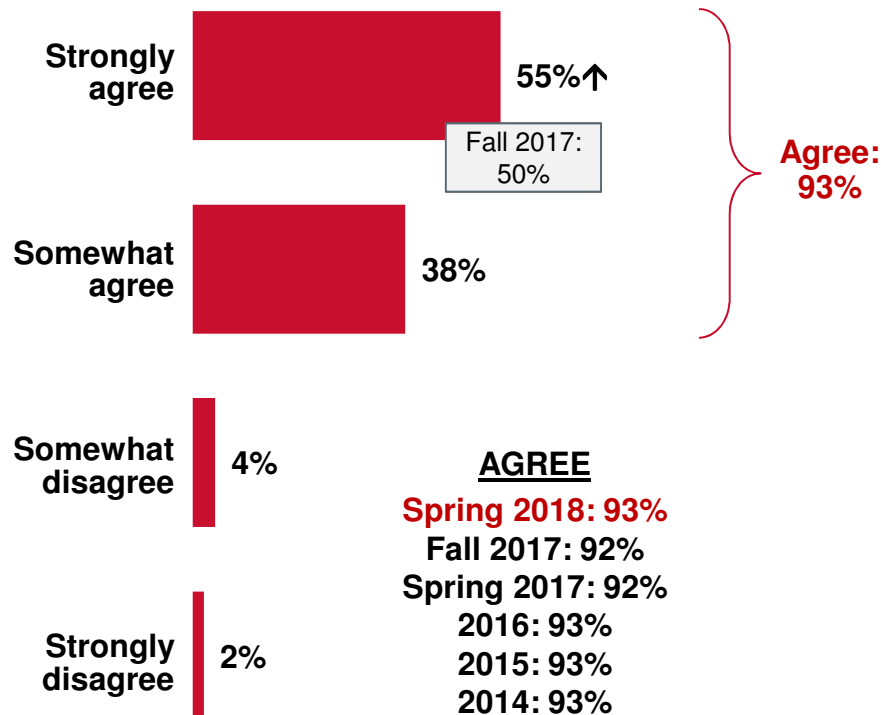
*Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

\*Rounding

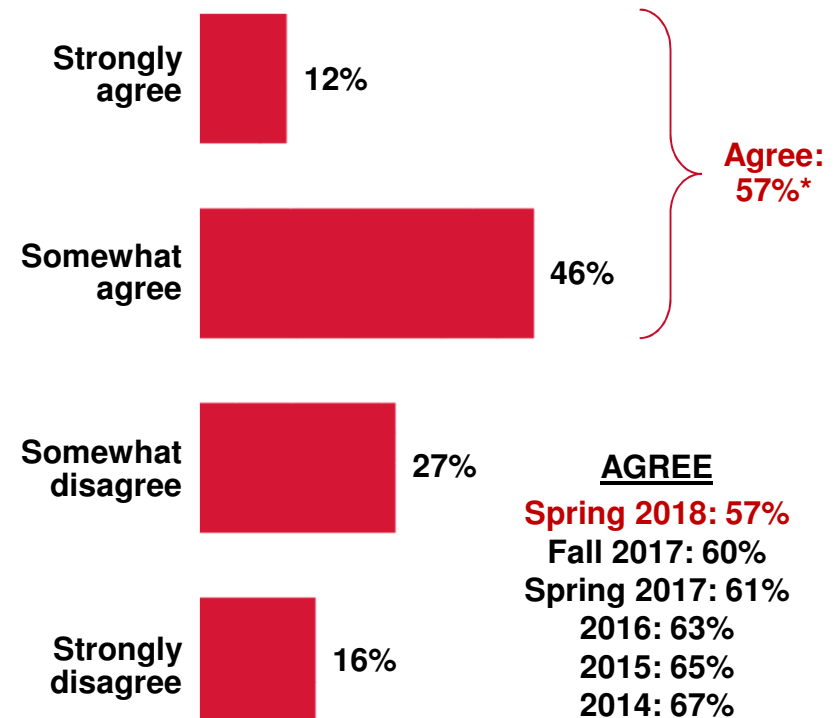
Base: Valid respondents

# Property Tax Dollar Investment

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



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



\*Rounding

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

Base: Valid respondents (n=2,093 / n=2,075)



## Appendix: Highest and Lowest Percentages for Service Importance, Satisfaction and Investment







# Services with Highest Percentage of “IMPORTANCE” Responses

Percentage of Calgary residents rating specific services as *important* | Source: 2018 Spring Pulse Survey

<i>Citizens’ perceptions on what services they think are of highest importance...</i>		<b>VERY IMPORTANT</b>	<b>SOMEWHAT IMPORTANT</b>	<b>TOTAL (VERY + SOMEWHAT)</b>
	Water treatment and supply (including the availability and supply of clean, safe drinking water)	<b>98%</b>	2%	100%
	Calgary 9-1-1	<b>96%</b>	3%	99%
	Fire & Emergency Response	<b>95%</b>	4%	99%
	Calgary Police Services	<b>91%</b>	8%	99%
	Wastewater Collection & Treatment	<b>86%</b>	13%	99%
	Parks & Open Spaces	<b>80%</b>	18%	98%
	Snow Removal (Streets)	<b>80%</b>	16%	96%
	Streets (Traffic operations including traffic flow management)	<b>79%</b>	19%	98%
	Fire Inspection & Enforcement	<b>76%</b>	20%	96%
	Municipal Elections	<b>76%</b>	19%	95%

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

**Base:** Valid respondents (Bases vary) | For the purposes of surveying citizens, some service line names were slightly altered in the questionnaire. Service lines are indicated in brackets above, as needed.















## Services with Lowest Percentage of “IMPORTANCE” Responses

Percentage of Calgary residents rating specific services as **important** | Source: 2018 Spring Pulse Survey

*Citizens’ perceptions on what services they think are of lower importance...*

		<b>VERY IMPORTANT</b>	<b>SOMEWHAT IMPORTANT</b>	<b>TOTAL (VERY + SOMEWHAT)</b>
	City of Calgary Website (Citizen Information & Services)	<b>44%</b>	38%	82%
	Arts & Culture	<b>42%</b>	39%	81%
	Economic Development & Tourism	<b>41%</b>	45%	86%
	Pet Ownership & Licensing	<b>41%</b>	34%	75%
	Parking and enforcement (Parking)	<b>35%</b>	42%	77%
	Downtown revitalization	<b>34%</b>	41%	75%
	City Cemeteries	<b>31%</b>	41%	72%
	On street bikeways (Streets)	<b>27%</b>	29%	56%
	Social Media (Citizen Information & Services )	<b>24%</b>	37%	61%
	Taxi, Limousine & Vehicles-for-Hire	<b>23%</b>	41%	64%











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

**Base:** Valid respondents (Bases vary) | For the purposes of surveying citizens, some service line names were slightly altered in the questionnaire. Service lines are indicated in brackets above, as needed.



## Services with Highest Percentage of “SATISFIED” Responses

Percentage of Calgary residents who are **satisfied** with the job The City is doing in providing that program or service | Source: 2018 Spring Pulse Survey

Citizens' perception of services they have the highest satisfaction with		VERY SATISFIED	SOMEWHAT SATISFIED	TOTAL (VERY + SOMEWHAT)
	Water Treatment and Supply	<b>76%</b>	20%	96%
	Calgary 9-1-1	<b>74%</b>	24%	98%
	Fire & Emergency Response	<b>73%</b>	25%	98%
	Library Services	<b>57%</b>	36%	93%
	Calgary Police Services	<b>56%</b>	35%	91%
	311 Service	<b>56%</b>	37%	93%
	Residential Blue Cart Service	<b>54%</b>	37%	91%
	Wastewater Collection & Treatment	<b>51%</b>	43%	94%
	Parks & Open Spaces	<b>51%</b>	41%	92%
	Residential Black Cart Service	<b>50%</b>	35%	85%













**Q:** Please tell me how satisfied you are with the job The City is doing in providing that program or service.

**Base:** Valid respondents (Bases vary) | **Base:** Valid respondents (Bases vary) | For the purposes of surveying citizens, some service line names were slightly altered in the questionnaire. Service lines are indicated in brackets above, as needed.



## Services with Lowest Percentage of “SATISFIED” Responses

Percentage of Calgary residents who are *satisfied* with the job The City is doing in providing that program or service | Source: 2018 Spring Pulse Survey

Citizens' perceptions on what services they have the lowest satisfaction with		VERY SATISFIED	SOMEWHAT SATISFIED	TOTAL (VERY + SOMEWHAT)
	Snow Removal	21%	38%	59%
	City Planning & Policy	20%	60%	80%
	Development Approvals	20%	60%	80%
	On street bikeways	19%	47%	66%
	Economic Development & Tourism	18%	67%	85%
	Parking and enforcement	18%	53%	71%
	Land Development & Sales	17%	69%	86%
	Streets, including building and repairing	17%	57%	74%
	Traffic operations including traffic flow management	17%	54%	71%
	Corporate citizen engagement	16%	60%	76%
	Property tax management	15%	54%	69%
	Affordable Housing for low-income Calgarians	14%	55%	69%

**Q:** Please tell me how satisfied you are with the job The City is doing in providing that program or service.




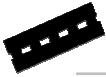




**Base:** Valid respondents (Bases vary) | **Base:** Valid respondents (Bases vary) | For the purposes of surveying citizens, some service line names were slightly altered in the questionnaire. Service lines are indicated in brackets above, as needed.



## Services with Highest Percentage of “INVEST MORE” Responses

Percentage of Calgary residents who think The City should invest **more**, **less** or the **same** amount on a program or service | Source: 2018 Spring Pulse Survey

*Citizens' perceptions on what services The City should invest more in include...*

		INVEST		
		MORE	SAME	LESS
	Affordable Housing (for low-income Calgarians)	65%	28%	6%
	Public Transit (including bus and CTrain service)	60%	36%	4%
	Streets (Snow removal)	59%	38%	3%
	Streets, including building and repairing	58%	41%	2%
	Traffic operations including traffic flow management (Streets)	57%	40%	3%
	Social Programs (for individuals such as seniors or youth)	56%	41%	3%
	Calgary Police Services	52%	44%	4%
	Fire & Emergency Response	48%	51%	1%

**Q: Please tell me if you think The City should invest more, less or the same amount on the program or service.**









**Base: Valid respondents (Bases vary)** | For the purposes of surveying citizens, some service line names were slightly altered in the questionnaire. Service lines are indicated in brackets above, as needed.



## Services with Highest Percentage of “INVEST LESS” Responses

Percentage of Calgary residents who think The City should invest **more**, **less** or the **same** amount on a program or service | Source: 2018 Spring Pulse Survey

*Citizens’ perceptions on what services The City should invest less in include...*

		INVEST		
		MORE	SAME	LESS
	On street bikeways (Streets)	22%	38%	41%
	Social Media (Citizen Information & Services)	15%	53%	32%
	Residential Green Cart Service (Waste & Recycling)	17%	54%	29%
	Taxi, Limousine & Vehicles-for-Hire	15%	58%	27%
	Parking and enforcement	23%	52%	25%
	Arts & Culture	27%	51%	22%
	Pet Ownership & Licensing	12%	70%	18%
	Downtown revitalization	31%	51%	17%

**Q:** Please tell me if you think The City should invest more, less or the same amount on the program or service.

**Base:** Valid respondents (Bases vary) | For the purposes of surveying citizens, some service line names were slightly altered in the questionnaire. Service lines are indicated in brackets above, as needed.



**Prepared by the Corporate Research Team for the July 4 2018 Strategic Session of Council**

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