



Resilience Calgary

External Stakeholder Qualitative Research

Final Qualitative Report

Prepared for The City of Calgary by:

Contact:

Jamie Duncan
Vice President
Ipsos
587.952.4863

jamie.duncan@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Sheela Das
Director
Ipsos
587.952.4874

sheela.das@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8





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Study Background



In 2016, The City of Calgary was named as a member city of 100 Resilient Cities, in partnership with the Rockefeller Foundation (100RC). As The Corporation began work to develop its comprehensive resilience strategy, an Agenda Setting Workshop was held on March 3rd, 2017 with an array of stakeholders, representing a broad cross-section of sectors in Calgary, both in-person and through live-streaming.

The workshop's objectives included:

- Introducing the 100RC initiative and four core offerings;
- Educating and sharing knowledge;
- Documenting community resilience experiences;
- Building relationships;
- Establishing momentum;
- Evaluating Calgary's profile; and,
- Helping to advance the Chief Resilience Officer's role.

Research Objectives



- ❖ Upon the completion of the Agenda Setting Workshop, it was determined that additional feedback and insights were required to expand on the assessment required to complete the Preliminary Resilience Assessment.
- ❖ As such, a research initiative was undertaken, in partnership with Ipsos, to better understand the perspectives of youth (18-25), seniors (65+), the general public, and Calgary's business communities.
- ❖ Using the Agenda Setting Workshop content and approach as a core reference, this research initiative looked to achieve the following key objectives:
 - Understanding stakeholders' awareness, views, and perspectives about resilience and its links to quality of life in Calgary;
 - To present the 100RC framework and approach and solicit top of mind reactions and perspectives;
 - Ideate and discuss the perceived top shocks and stresses in Calgary;
 - Consider the relative strengths and weaknesses of Calgary today, as it relates to top shocks and stresses; and,
 - Better understand how to effectively message and communicate with these stakeholders about future resilience activities, strategy components, and opportunities to participate.



Methodology

- A series of focus groups were held with the four key stakeholder groups over the course of four days in June 2017.

Calgary Businesses	Thurs, June 8 730AM – 9:30AM
	Fri, June 9 730AM – 9:30AM
Seniors	Fri June 9 12PM – 2PM
	Fri, June 9 2PM – 4PM
General Public	Sat, June 10 10AM– 12PM
	Sat, June 10 12PM - 2PM
Youth	Sat, June 10 10AM– 12PM
	Sat, June 10 12PM - 2PM

- Participants in the seniors, general public and youth groups were recruited to represent a broad mix of socio-demographics, including age, gender, and household income and business participants were recruited to represent a broad mix, including by business type, length of time in business, and size of business.
- In total, 8-10 participants were recruited for each session, which were held at a professional facility in Calgary’s Beltline.
- Each group was 120 minutes in length and participants received either a \$75 honorarium (*seniors, general public, and youth*) or a \$125 honorarium (*business*) for their participation.



Strategic Takeaways & Messaging Considerations



Strategic Takeaways

1

Although there is near strong awareness of the term resilient, few are able to discuss it much detail, beyond much of the general knowledge of post-flood in Calgary. While a holistic understanding about shocks and stresses was not prevalent in this research, there is near unanimous agreement among participants that Calgary as a community is resilient. The City will be challenged to broaden public understanding about the term resilience and its ties to supporting and minimizing the impact of stresses in particular.

2

Notably, there is also near universal lack of awareness of the 100RC branding and initiatives. That said, a majority of participants acknowledge the benefits for Calgary as a participant in the initiative. And, while not a resounding concern, some participants also honed in on the cost of the initiative. Some questioned the budget associated with these efforts and spoke to a need for ensuring that there is a demonstration of ROI moving forward. The City will be challenged to effectively communicate how it is working within existing resources and processes to minimize waste and duplication within the Resilience Strategy initiative.

3

While this research highlights the general support for The City of Calgary's Resilience Strategy, there were several participants across all of the groups who expressed concerns. As part of The City of Calgary's strategy around messaging and education, some consideration should be given to clarifying these concerns (as outlined in the subsequent messaging considerations section), to help focus attention on the benefits and work that will take place under the resilience initiative.



Messaging Considerations

The following are messaging and education implications for The City's consideration:

- There is a need to emphasize the 100RC partnership and the unique approach that Calgary is taking. Caution should be given to over highlighting the Rockefeller association; in several groups, participants familiar with the organization expressed skeptical perspectives and began to place doubt on the benefit of the membership to Calgary.
- The City may want to consider emphasizing that the resilience efforts within The Corporation are centered on streamlining processes and waste reduction, to address concerns among those who may believe this program presents redundancies to the work already underway by The City. With this in mind, there should be particular emphasis around building on existing partnerships and resources.
- Resiliency messaging should emphasize both shocks and stresses, but particularly the latter: top of mind associations with the idea of shocks and stresses tend to focus on the most severe, immediate shocks Calgary faces. And, many in this research admit that having a broader understanding about the stresses helps to strengthen the value proposition associated with the Resilience Strategy.
- Part of the long-term value of a resilience initiative is underscored by how the strategy addresses these stresses and ultimately minimizes the impacts for stakeholders moving forward. As such, participants in these sessions say that they are prepared to participate in future resilience strategy activities; however, it seems the "business community" needs clear guidance on actions that they can take, as the group generally struggled to find immediate links to their own business operations.

Research Caveat

The following findings are qualitative in nature. The work is exploratory because of the size of the groups and the method by which the sample was drawn. The results should be regarded as directional and may not necessarily be projected to the larger population without further quantitative research.

Reader's Note

Each subsequent section of this report contains a synthesized analysis across the four key audience segments, followed by detailed information that was provided in an early detailed, topline report.



Perspectives | Resilience



Resilience | Definition & Quality of Life

City Wide Perspective | Overall, most participants in this research, across the eight focus groups conducted, were broadly aware of the term **resilience**, though their understanding of the term in the context of 100RCs definition (including shocks and stresses) was very low.

Considering the brief descriptions provided by participants, the general understanding of the term centers on recent events and is heavily weighted on being able to “come back” from a major shock. Specifically, there were mentions related to coping, being able to recover quickly, being adaptable, and dedication.

“Being able to adapt to change on a short period of notice.” – Youth Participant

“Flexible and bouncing back.” – Gen Pop Participant

“The ability to take a hit, take a blow, and stand it. And, then move forward.” – Business Participant

Two shocks referenced most frequently are from Calgary’s recent past: the flood of 2013 and Snow-tember. In both cases, regardless of the audience type, participants spoke to Calgary’s broad resilience as a community and for many, this was when the term became broadly used in the context of our city.

Interestingly, participants in the youth sessions were the most familiar with the term resilience. They told us that the term integrated into their academic environments (primarily high school) and emphasized by teachers and other educational stakeholders. This additional familiarity with the term led to more unprompted discussions about stresses, in addition to shocks.

“I think of personal resilience...stressors would be stress, work-life balance, that kind of pressure.” – Youth Participant



City Wide Perspective | When asked about the link between quality of life and resilience, there was near universal agreement that there are synergies between the two concepts.

Most agree that that a high/good quality of life is linked to a person's or community's ability to be resilient.

"I think the more resilience you have the more stable you might be in your life. Like if you're working a job that doesn't have much resilience, you immediately have a reduction in your quality of life." – Youth Participant

"I think if you have confidence in your ability to be resilient you'll be happier and stress free. You know that you're going to come through. You don't always know how, but you know that it will happen." – Youth Participant

Youth participants were most likely to link the discussion back to personal resilience, compared to the other audiences (general population, business, and seniors), who were more likely to speak to the concepts more broadly.

"It's really about the whole frontier spirit here in Calgary. Look at what happened after the flood – people rallied and we moved forward." – Business Participant

"I look at resilience as being able to embrace change." – Business Participant

Most participants also agree that resilience can be a measure of current state, but is not prescriptive about the future state. The example of the Flood of 2013 came up in several instances, where participants said that they didn't necessarily think of Calgary as being resilient prior to the flood, but would consider the city to be resilient post-flood.



Resilience | Definition

The following is an overview of the key contributions across the key stakeholder sessions, with specific response themed by audience:

Business

- Things will bounce back.
- The ability to take a hit, withstand it, and move forward.
- To be sustainable.
- The flood – “come hell or high water” – it was about presenting an image about who Calgary really is.
- Staying the course, stability, bouncing back from adversity, hope.
- It’s the opposite of desperation – optimism and hope that you can make the change, conviction that you can move ahead.

Seniors

- The ability to adapt.
- Give and take.
- To carry on no matter what
- Long lasting – can put up with a lot of things.
- Stable and can deal with change, being adaptable, and including aging.
- The ability to adapt and recover.
- Recover from adversity and accept the new current state.

Youth

- Coping ability in terms of stressors or pressure; personal = stress.
- Flexibility, being able to adapt to change in a short time.
- Ability to bounce back from failure, selling door to door and keep getting rejected, keep going.
- Dedication & persevering.
- How strong you are in the first place, if someone pushes on you, how much you are willing to give.
- Grounded in your beliefs.
- Endurance / keeping your head up in the face of diversity.
- Tenacity to keep going to get through situations.

General Population

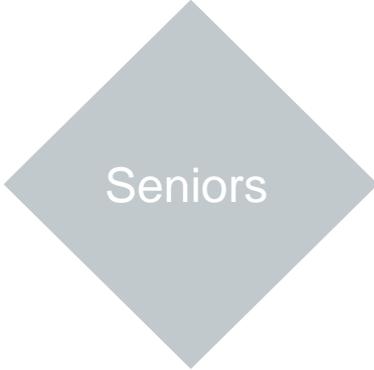
- Term resilience – long lasting – coping skills.
- Strength.
- Survival.
- Persevere.
- Look to children and athletes, resourceful people – majority agreement that corporations and resiliency are not linked.

The following is an overview of the key contributions across the key stakeholder sessions, with specific response themed by audience:



Business

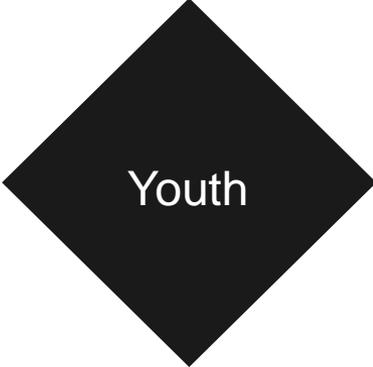
- Overall, there is a strong belief that resiliency is tied to quality of life; participants spoke to the spirit of Calgarians, its impact on making our city an attractive place to build a life, and more importantly, that in the face of adversity, the ability to embrace change – tied to an “over focus” on the oil and gas sector.
- Government changes will impact what our future economy is going to look like.
- There are still people who are impacted by the flood and the mood and hands on experience in helping people re-establish the quality of life that may have been affected.
- “Unbreakable” – a view that Calgary’s spirit can’t be impacted.



Seniors

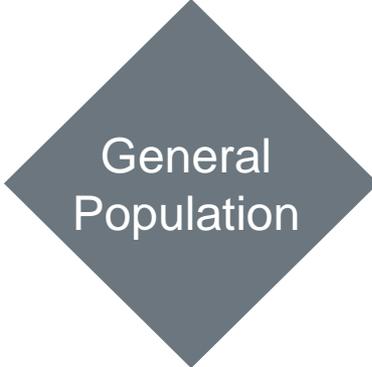
- There is general agreement that resilience is connected to quality of life, though this group struggles to put words together to appropriately describe it.
- Mentions around mental state – being resilient is tied to a positive outlook and how you cope/deal with things.
- One person spoke to not needing to be healthy to necessarily be resilient – people in wheelchairs with a good outlook was the example cited.
- One mention of “too much” resilience potentially leading to complacency and the issues that would fall out from that.
- Seniors have a tough time doing more with less – not necessarily tied to the conversation, but noted as important by the group.
- There was some discussion about the ideological divide in support those who are vulnerable, however many agree that type of work is important to being resilient.

The following is an overview of the key contributions across the key stakeholder sessions, with specific response themed by audience:



Youth

- On the whole, youth had good insight into connections between quality of life and resilience.
- The more resilience you have, the more stable your quality of life.
- Sometimes hear it, more often when people who work in the arts.
- More resilient you are the less quality of life is affected.
- The more resilient, the less stress.
- I think of when I came here almost pressured to act, talk in a different way/ immigrated / pressure of society to be whitewashed / don't want to be that / now resilient to that.
- If you have a bad life, homeless, if you are not resilient and you give up, your quality of life will go down / even if you are born with a lot of money if not resilient, will go down.
- Personal resilience is important, if not resilient / city resilient, if fire, floods, infrastructure, definitely related.
- More of a mental state, so important when it comes to your quality of life.
- Not necessarily matched up but being resilient will make it easier.
- Can choose whether you want your quality of life to be good or bad, can move forward, or you can accept where you are.



General Population

- The general population groups had a basic understanding of how quality of life and resilience are linked; this was not a matter of “not seeing” the connection, but just being asked to see it this way for this first time.
- However, very few are able to discuss or give tangible details/examples in much detail.
- Top shocks and stresses include poverty, homelessness, undiversified economy, power outages, severe storms, and economic crisis. In most cases, these shocks and stresses were framed as quality of life questions, but not explicitly stated as such.
- Other saw the connections in creating a community, creating a culturally resilient city over the decade – more arts, openness.

Perspectives | 100RC



Resilience | 100RC Concept Reaction

City Wide Perspective | The majority of participants were not aware of the 100 Resilient Cities initiative or that The City of Calgary had recently been named a member.

Participants were given an overview sheet about 100RC and the four key themes/benefits, including a Chief Resilience Officer, among others. For the purposes of these discussions, a decision was made to exclude information related to funding and finances, in an effort to keep the conversation focused on the concept.

Overall, the concept was positively received by most participants.

“I too think that it helps bring the city together if you know you’ve got this strategy. More people and companies and groups can come together to participate” – Seniors Participant

“At the very least, the more people being involved and having a say in the actions and guidance of the city is important. This will help make sure things move forward properly.” – General Population Participant

And, while there were few who would admit that they didn’t believe the resilience initiative is important, a handful of participants across all sessions asked questions or speculated that perhaps the initiative was not needed.

Many of the questions about the initiative came from participants in the seniors sessions, who were concerned about duplication of programs and services, and the “real purpose” of having a Chief Resilience Officer. Moderators did not provide answers to many of the questions raised, but it did highlight that this audience in particular will seek out additional, detailed information about the program components.



City Wide Perspective | On the opposite end of the spectrum from participants in the seniors groups, business group participants were much more outwardly supportive of the initiative, its components, and some went so far asking about how they might be able to participate themselves.

Among those who believe that the Resilience Strategy has positive merits for Calgary (*across all groups*), there was a general recognition that being part of the network would present opportunities for Calgary and The City of Calgary, from knowledge sharing, strategy input, and lessons learned.

“Anything that we can do to learn from other places and to share our experiences, is a good thing in my mind.” – Business Participant

“I think it would definitely be helpful,. The membership of cities that can help each other is big, and given what is happening in the UK, that

knowledge sharing is important. I’m curious about the funding, but that doesn’t really change about how I feel on the idea overall.” – Youth Participant

A handful of participants expressed concerns about the program being tied to the Rockefeller Foundation, drawing links to other initiatives supported by the Foundation that they did not agree with.

“I’d like to know more about how they [Rockefeller] is involved. Some of the things they do are questionable, so I’m not sure that’s a good selling point for this program.” – Youth Participant

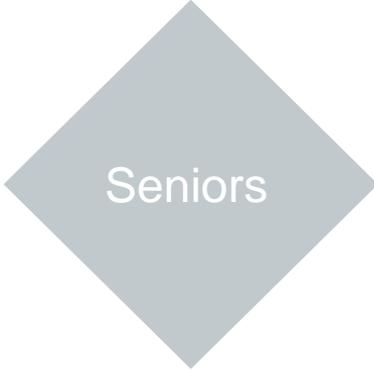
In terms of the primary areas of concerns, participants were looking for additional information related to funding sources, ensuring that there was no duplication in services, strategy development and implementation, or activities within The City of Calgary or across the various levels of government.

The following is an overview of the key contributions across the key stakeholder sessions sessions, with specific response themed by audience:



Business

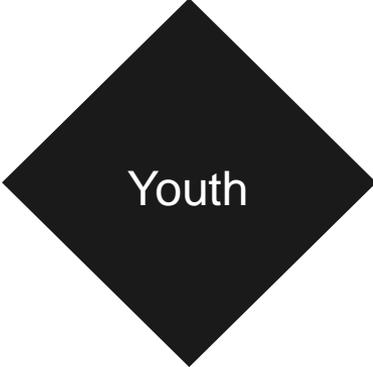
- Overall, there was very little top of mind recognition/awareness of the 100RC concept (two had heard of it, but were unclear on exact details).
- Overall reaction was quite positive.
- Some skepticism about the role of a Chief Resilience Officer, but generally believe that it is important for Calgary to be part of it.
- One or two skeptical about the “daddy” of resilience (Chief Resilience Officer) – seems to be counterintuitive when you think about getting everyone on board.
- There is a clear need to communicate the benefits and rationale with the 100RC message. Pre-value proposition exposure, there was more skepticism than we likely want to see.
- In the second group, there was near unanimous agreement that participating in the 100RC is important for Calgary.
- As we noted in the first group, there are some concerns about the funding and cost of resiliency programs/efforts/CRO. For some, it is the about the concern related potential waste.



Seniors

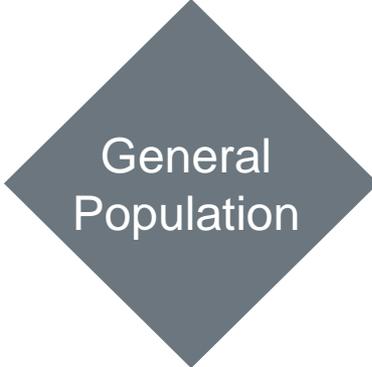
- As with other groups, there was no top of mind recognition/awareness of the 100RC concept.
- Despite low awareness, most agree that it is an important project for The City to be pursuing.
- There is a recognition that the ability to share and learn from other municipalities is a key benefit.
- Some are looking for specific benefits to The City and some are looking to understand the value behind having dedicated resources allocated to resilience.
- For others, they are looking for The City to demonstrate efficiencies with the new and existing resources to support the resiliency strategy.
- Like with other groups, there was some skepticism about a Chief Resilience Officer and what the role would be; generally most believe that it is important for Calgary to be part of it – but they need more info about the Chief Resilience Officer, especially considering the “self-reliance” discussion this group had.

The following is an overview of the key contributions across the key stakeholder sessions sessions, with specific response themed by audience:



Youth

- Similar to other groups, no top of mind recognition/awareness of the 100RC initiative.
- Could be helpful but would like to see proven results, if cities have a natural disaster
- Surprised Calgary is one of them, doesn't seem like we have recovered from the recession at all, unemployment is at nine.
- Good idea, the more we help each other the better.
- Agree with that, another thing that can help protect us, get us joined together.
- Social challenges, what kinds of biases might they have.
- Mostly positive, nice to have a support network if floods happening, financial to help rebuild.
- Detailing "where would the money come from" can be helpful; for some, it depends where the funding comes from.
- Cities already have plans for natural disasters, focus more on cyclical nature, economic or social fluctuations, ability to deal, for example immigration.
- Having just one person (Chief Resilience Officer) having such a sway over a plan like this may not be the best idea, a single person, they might have a bias against a certain group or a certain thing, and they may not see it as a priority to spend money on that.



General Population

- Majority unaware of 100 RC – consensus that it is important to placing the city on the map.
- As mentioned earlier, a couple people associate the word as more "American" and say the meaning is different to Americans vs Canadians. This is likely due to the influence of American news media and recent "shock" terror and climate events in the US and around the globe.
- Overuse of "buzz" words – there is no substance to dictate the difference between how and what has been done in previous years.
- Good explanation, missing an interpretation based on communal not on individuals.
- There is a difference of opinions, that the word means something different to each person.
- Only when citizens are confronted with hardships and problems – they then know what programs and services are offered.
- Any metropolis city offers many but majority of citizens are not aware of what is offered as part of the program.



Perspectives | Shocks and Stresses



City Wide Perspective | In an effort to maintain consistency across the four audience segments, and to tie results back to the Agenda Setting Workshop held in March 2017, participants were given one set of shocks and one set of stresses to discuss as small teams (each group was divided in half). Participants were given time to review each set independently in their groups and then asked to identify the top shocks (3-5) and top stresses (3-5) based on their group discussions. Participants were asked to consider the lists in the context of Calgary today.

All of the audiences found the task challenging, particularly when it came to capturing the most important shocks and stresses. As a broad observation, while some of the concepts were easy to

understand/link back to Calgary, others struggled with realistically seeing some of the potential shocks happening in Calgary.

Our analysis suggests that when developing their lists of shocks, participants consistently considered the following key criteria (*without moderator influence*):

- What would the impact of this shock/stress be on Calgary as a whole?
- How realistic is it that this shock or stress would happen in Calgary?
- Do we have a historical reference point to suggest that this shock/stress would have an impact on Calgary?
- Are there global/national suggestions that this shock/stress is an issue and that we should be concerned about it here in Calgary?

City Wide Perspective | On the topic of stresses, there was near universal agreement that *lack of economic diversification* is a key stress, with most citing it as an “in the moment” reality for Calgary today. Participants also generally agreed that *aging infrastructure/inadequate transportation* is a key stress facing Calgary today. As outlined on the subsequent slides, there were also a number of stresses identified by each key segment that were personally relevant or more applicable to their group.

And, as was seen in the Agenda Setting Workshop, there are a number of lenses and approaches to be considered when identifying the stresses that have the more “universal” applicability to a broad array of stakeholder groups.

On the topic of shocks, there was near universal agreement that *financial/economic crisis* is a key shock, similar to the stresses theme of economic diversification, where most in these sessions agree that it is a reality in Calgary.

A handful of participants admitted that they had not thought of the economic crisis in the context of resilience or being a shock until it was presented in the exercise. This is another reference in support of ensuring that The City of Calgary’s communications and education strives to not only communicate the benefits and outcomes of the Resilience Strategy, but also looks to help Calgarians understand the concepts contained under the Resilience umbrella.

City Wide Perspective | When considering their lists of potential shocks, participants struggled to provide evidence-based rationales for their selections, particularly around *terrorist attack* and *disease outbreak*. They did however believe that given national/global circumstances, that they were a possibility in Calgary.

mind had it not been on the list provided.

Interestingly, seniors, youth, and the general population audiences honed in on the potential of *cyber attacks* as a shock that would have a significant impact on Calgary. Businesses did not identify this as a top shock, but rather a terrorist attacks as a shock, which a few participants in these sessions linked back to potential cyber attacks. Most participants in their discussion about this item admitted that it was not something that would have readily come to



The following is an overview of the key contributions across the key stakeholder sessions sessions, with specific response themed by audience:

Business

STRESSES

- Economic inequality/Economic downturn
- Affordable housing
- Drug and alcohol abuse
- Populations and migrants
- Inadequate transportation

SHOCKS

- Infrastructure failure/ Power outage
- Rain/Flooding/Storms
- Disease outbreak
- Financial/economic crisis
- Terrorist attack

Seniors

STRESSES

- Aging infrastructure
- Poverty / child poverty
- Inadequate health care
- Aging population
- Water quality
- Economic diversification

SHOCKS

- Power outage
- Train derailment
- Cyber attack
- Flood



The following is an overview of the key contributions across the key stakeholder sessions sessions, with specific response themed by audience:

Youth

STRESSES

- Undiversified economy with focus on oil and gas as less resilient
- Stress on health system may overload, future
- Climate change
- Lack of affordable housing.
- Structural racism
- Shifting macroeconomic trends
- Gentrification, partly affordable housing as well,
- Tearing everything down then building again and people getting displaced from communities,
- Inadequate public transportation, Unemployment, economy is suffering, a lot of people without jobs, a lot of friends whose parents are out of work
- Ethnic inequality, some places nobody wants to come to a common ground, people getting jobs because they are a certain ethnicity of religious groups, division that is unnecessary, should be more cohesion.

SHOCKS

- Cyber attack
- Terrorist attack
- Rain/Flooding/Storms
- Infrastructure failure/ Power outage

General Population

STRESSES

- Traffic congestion
- Unemployment
- Lack of affordable housing (i.e. QoL having to moving into together when it you shouldn't have to. People cannot afford to pay rent or make mortgage payments. Compared to Vancouver and social housing.
- Affordability is a concern, not only associated to social programs but for those who earn a base wage, functioning citizens but still cannot purchase a home
- Aging population – work force retiring vs younger generation
- Undiversified economy
- Homelessness – 'home' represents security
- Poverty – we are not a resource-rich city.

SHOCKS

- Power outages
- Severe storms
- Economic crisis
- Transportation Incident – it can happen to anyone and all the time
- Cyber Attacks – needs more consideration



Perspectives | Resilience Perspectives



- **City Wide Perspective |** In an effort to better understand audience perspectives about Calgary’s performance in each of the key areas contained in the 100RC framework, participants were asked to evaluate each, using a three-coloured dot rating system.
 - **Red** | Areas of weakness in Calgary
 - **Yellow** | Areas of moderate performance in Calgary
 - **Green** | Areas of strength in CalgaryOf note, our analysis suggests that while stakeholders did in fact provide ratings for each of the elements, most openly admit that their choices and ratings were generally *subjective*, specifically that they did not necessarily have enough information to properly assess the performance today.

In addition, moderators observed that most participants chose to rate **The City of Calgary’s** performance, rather than **Calgary as a community**, despite frequent reminders to think more broadly when coming up with their ratings. This will be important for The City of Calgary as it considers next steps in its education and communications strategy, ensuring that as the “voice” of Calgary’s Resilience Strategy, there is shared ownership and responsibility in addressing the areas of weakness, as there may be a natural inclination to presume that The City of Calgary, the Corporation, has not met its goals/targets in addressing these shocks/stresses prior to the development and implementation of the strategy.

- **City Wide Perspective** | The following areas were identified as “weaknesses” by participants across the four key audiences:
 - Empowers a broad range of stakeholders
 - Foster economic prosperity
 - Fosters long-term and integrated planning
- The following areas were identified as “strengths” by participants across the four key audiences:
 - Meets basic needs
 - Promotes leadership and effective management
 - Ensures continuity of critical services
 - Provides reliable communication and mobility.

Most participants admit that they do not have

suggestions on how to improve each of the weakness areas, most agree that they are open to being engaged to help build and implement solutions down the road. This sentiment was strongest among business and youth participants.

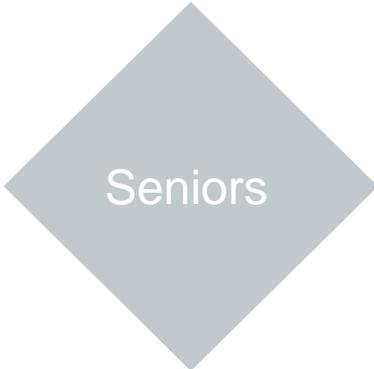
Most participants agreed that looking back at their 120 minute discussion about resilience, their understanding and appreciation for the complexities had increased. Looking back at the 100RC concept after being exposed to the shocks and stresses exercise, several participants who were less positive/supportive of the concept told facilitators that their views had evolved after being exposed to the content and information that followed.

The following is an overview of the key contributions across the key stakeholder sessions sessions, with specific response themed by audience:



Business

- Views have been broadened about resilience, more than their initial impressions
- Really a deeper scope to the concept than originally anticipated.
- General sentiment that the perceived importance of resilience didn't change because of the discussion
- Some skepticism about the role of the Chief Resilience Officer – confusion about why the role. Some were getting hung up on the issues related to an additional position at The City. Others do see the value in the position and looking at the overall strategy.

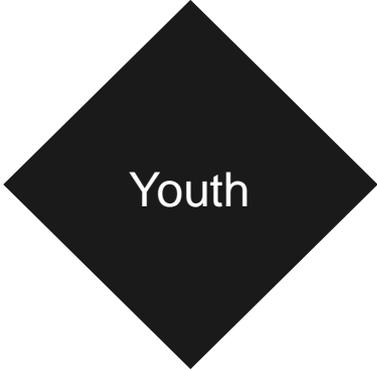


Seniors

- Many spoke to their evolved thinking and broadening of their understanding of resilience.
- They agree that their perceptions about the importance of resilience haven't changed, but simply their understanding.



The following is an overview of the key contributions across the key stakeholder sessions sessions, with specific response themed by audience:



Youth

- There was an ask/expressed curiosity about ensuring that information would be accessible by a variety of income/education levels
- How to engage: consider town halls, come to my university, one of my classes, seminar in the cafeteria, go to all the schools, businesses too, social media
- Polling, provide a lot of information, email -send an email out, ads on Facebook, with the information age use technology, live stream town halls
- Interested in participating = most say yes genuinely interested, needs to be easy for us to be involved, depends how rolled out
- Absolutely interested in participating / all say yes / comes down to if you have the choice to be engaged, can't complain if you don't participate
- Would go to the City website to find info or google the City



General Population

- Word has broadened and can be applied to the city.
- Still strong and needs improvement. It is more important and increasing awareness of what the term means.
- One person thought the word isn't sitting well. Cannot connect the word to the city and its people



Perspectives | Climate Change Perspectives

City Wide Perspective | As a final add-on component to the research, participants were presented with a series of climate/environment related events that may or may not take place in Calgary over an extended period of time.

Discussions with participants highlight that climate awareness and concern was most prevalent in our conversations with youth, while discussions with seniors were less robust.

Each of the different individual environment-related events were seen to be a concern by most participants, with the following emerging as the top areas of concern:

- High winds
- Air pollution
- Drought

- Flooding
- Heavy snow and ice

The City was also interested in understanding if and how participants were preparing their households for such events. While we did not have a significant amount of time to explore this concept, most in this research admitted that they had done little personal preparation.

The following is an overview of the key contributions across the key stakeholder sessions sessions, with specific response themed by audience:

Business

- Most say that they are prepared to address many of the more serious climate challenges.
- Main concerns around flood mitigation / river flooding
- Most haven't done much (if anything) to prepare.

Seniors

- Many concerns related to the hail storms
- High winds – tree destruction.
- Flooding / Storm events.
- Air pollution.
- Drought – says that this one has more longevity than the others.
- Pest diseases | ticks.
- Most have not done much (if anything) to prepare; many are aware they should be doing something

Youth

- Concerns around flood mitigation / river flooding, snow ice and blizzards / tornado, wildfire.
- Helping with structures, buildings.
- Flooding, but they haven't done much to prepare, don't live on a lower floor, move things out of basement.
- Blizzards and storms.
- Changes in seasonality, heat waves, flooding and short duration high intensity weather.
- Snow tires, warm clothes are about all anyone has done to prepare.
- Despite much discussion on these topics, most have not done anything to prepare; many are aware they should be doing something.

General Population

- Concerns around river flooding.
- They acknowledge citizens need to be prepared for extreme weather changes, but aren't except snow tires.
- Heavy snow and ice – tough to commute.
- Short duration and intensity – happening all the time, we are hit with it all the time but we act like it is something new.
- Most have not done much to – very few have thought about it.



Appendix: Activity Photos



LEADERSHIP & STRATEGY

Promotes leadership & effective mgmt

Empowers a broad range of stakeholders

Fosters long term & integrated planning

Economy & Society

Promotes cohesive & engaged communities

Ensures social stability, security & justice

Fosters economic prosperity



Health & Well-being

Meets basic needs

Supports livelihoods & employment

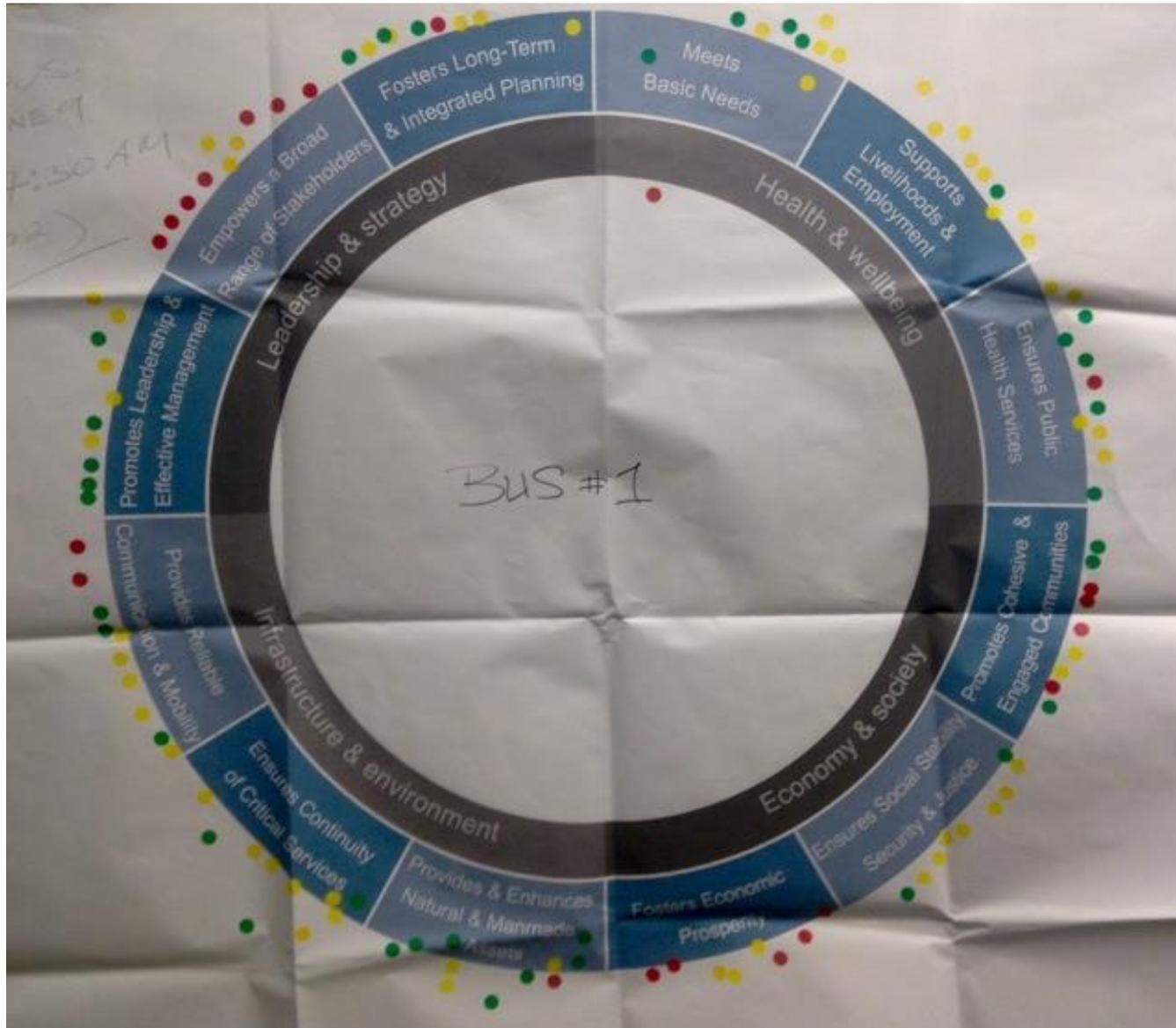
Ensures public health services

Infrastructure : ~~Environment~~ ^{ENVIRONMENT}

Provides & enhances natural & manmade assets

Ensures continuity of critical services

Provides reliable communication & mobility





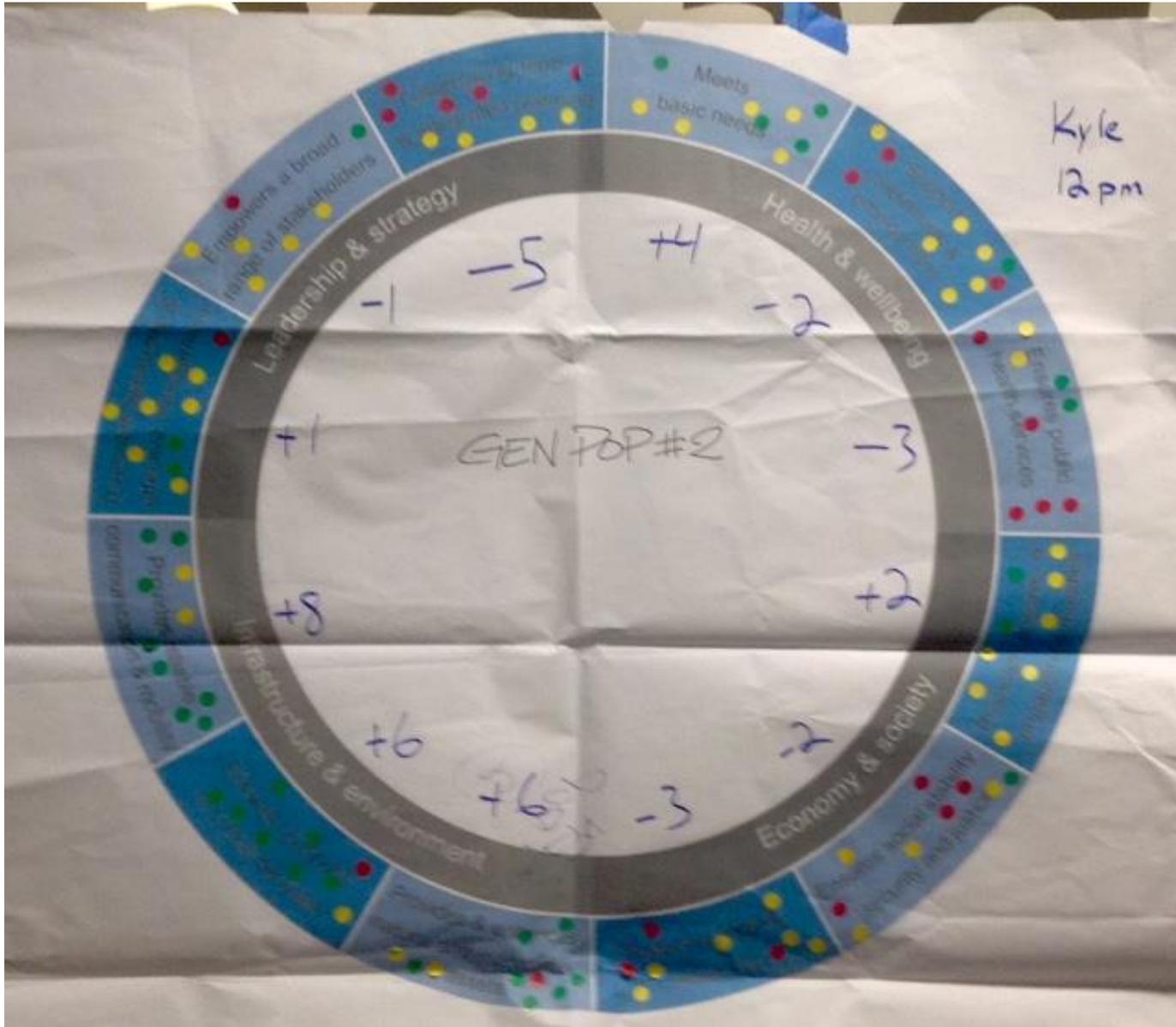
General Population | #1

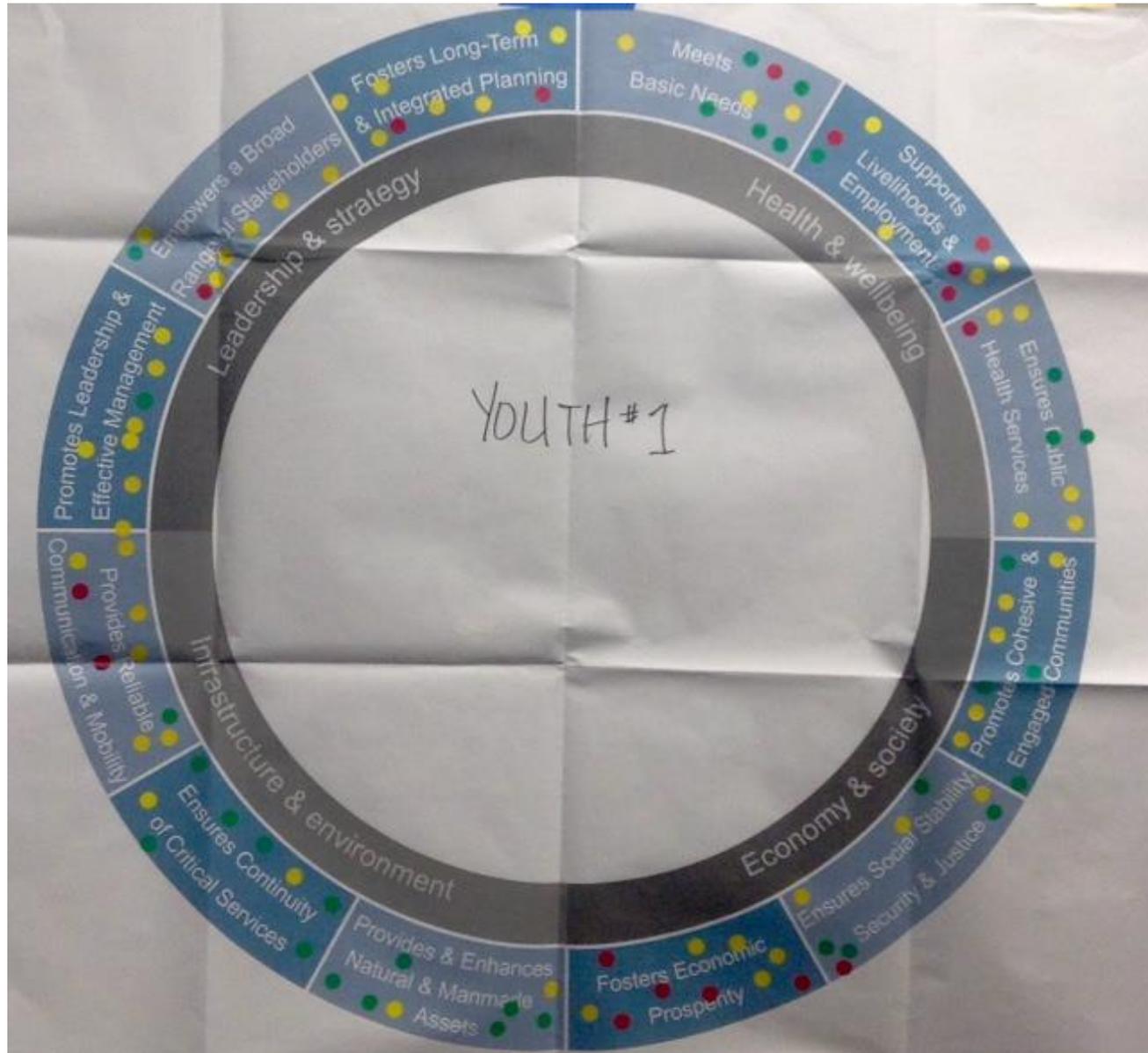


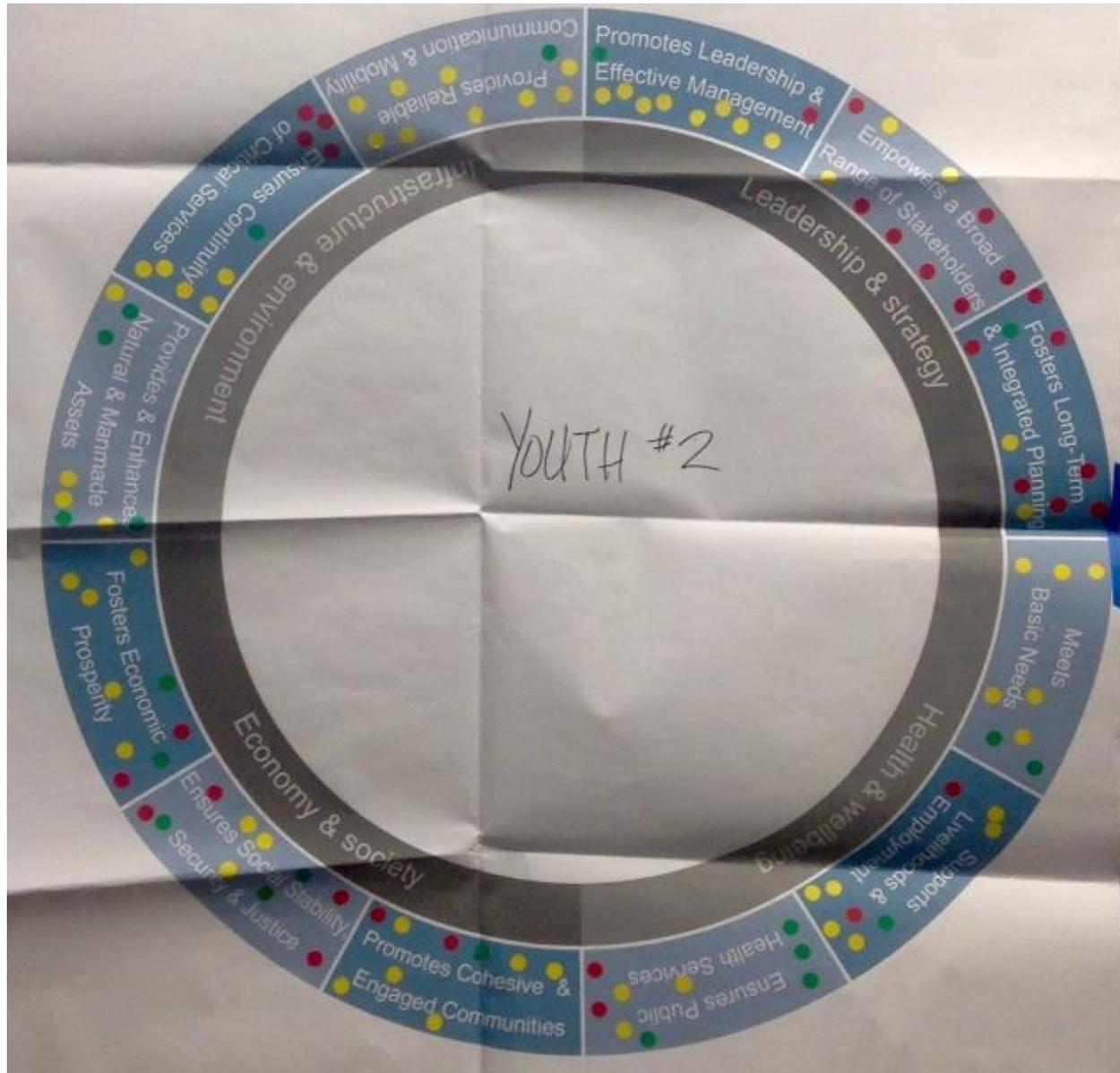
Kyle
10am



General Population | #2







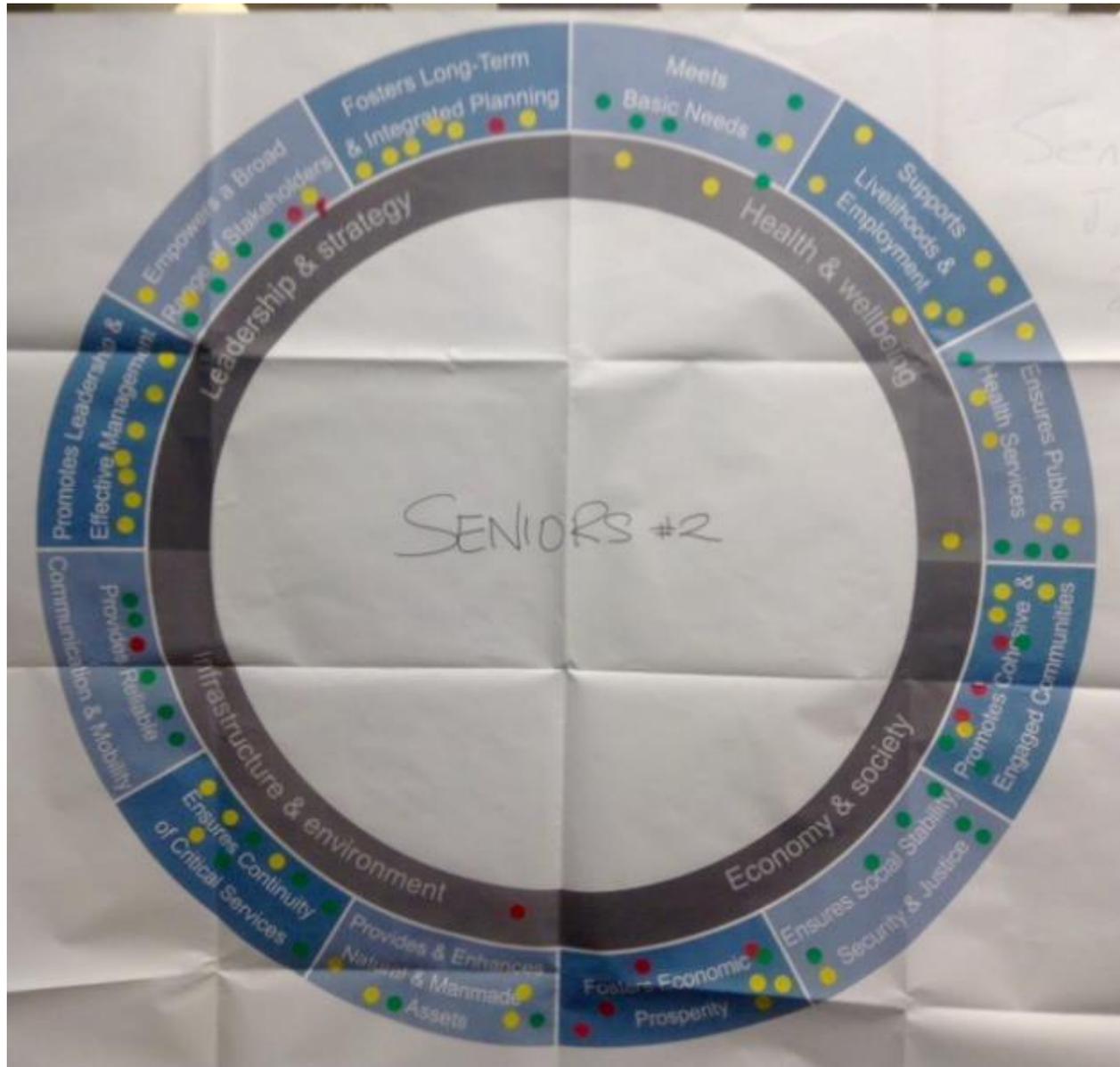


Seniors | #1





Seniors | #2





Contact

Jamie Duncan

Vice President

Ipsos Public Affairs

587.952.4863

email: jamie.duncan@ipsos.com

Sheela Das

Director

Ipsos Public Affairs

587.952.4874

email: sheela.das@ipsos.com

