

A wide-angle photograph of the Peace Bridge in Calgary, showing its distinctive red steel arches and concrete walkway, spanning the Bow River with the city skyline in the background under a cloudy sky.

2019 Quality of Life and Citizen Satisfaction Survey

Ward 14 Report

November 2019

Prepared for The City of Calgary by:

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The Ipsos logo, consisting of a stylized 'i' inside a blue square.

Ipsos Public Affairs

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Respondent Profile

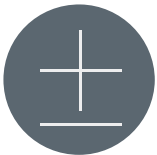


Telephone survey conducted with a randomly selected sample of 2,502 Calgarians aged 18 years and older between August 19th and September 16th, 2019.

- 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, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2018 Municipal and 2016 Federal Census data.



The **margin of error** (MOE) for the total City Wide sample of 2,502 is ± 2.0 percentage points, 19 times out of 20.

- A total of 185 interviews were conducted with residents of Ward 14 (MOE $\pm 7.3\%$).

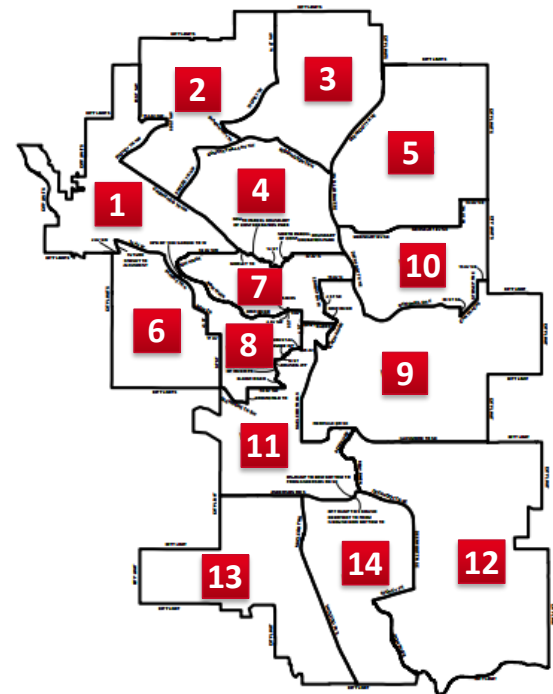


Results for Ward 14 are compared to results City Wide.

- ↑ indicates a number is significantly higher than City Wide.
- ↓ indicates a number is significantly lower than City Wide.

Where possible, 2019 results for Ward 14 are compared to those from 2018.

- Only significant differences are shown.





Summary of Key Findings



Key Findings:

Quality of Life and Issue Agenda

Ward 14 residents provide strong overall quality of life ratings, consistent with City Wide measures.

The issue agenda in Ward 14 shares the top mention of “*infrastructure, traffic and roads*” and “*transit*” and shows higher mentions of “*budget and spending*” in comparison to last year.

- ❖ Just under nine-in-ten (87%) Ward 14 residents rate the overall quality of life in Calgary today as ‘good’ (on par with 83% City Wide).
- ❖ Results for Ward 14 are consistent with City Wide results for quality of life remaining the ‘same’ (42%, on par with 44% City Wide), for ‘improved’ quality of life (15% vs. 16% City Wide) and for ‘worsened’ quality of life (43% vs. 40% City Wide).
- ❖ Ward 14 residents are notably less likely than City Wide to agree that “*Calgary is a great place to make a living*” (55% agree, lower than 63% City Wide).
- ❖ Ward 14 residents are less likely to ‘completely’ agree that “*Calgary is a great place to make a life*” than City Wide (13%, lower than 20% City Wide).
- ❖ ‘Strongly’ agree measures have declined in Ward 14 for feeling that “*Calgary is on the right track to be a better city 10 years from now*” (16%, lower than 28% in 2018).
- ❖ Results in Ward 14 are on par with City Wide in terms of the perceived safety of walking alone in their neighbourhood after dark (87% feel safe vs. 82% City Wide).
- ❖ The top issues in Ward 14 are “*infrastructure, traffic and roads*” (35%, the same as 35% City Wide) and “*transit*” (20%, consistent with 17% City Wide).
 - Mentions of “budget and spending” in Ward 14 (13%) are consistent with City Wide (11%), yet have notably increased from 4% in 2018.

Key Findings:

Importance of City Programs and Services

Compared to City Wide, Ward 14 residents express lower importance ratings for seven programs and services.

The importance of three programs and services has decreased since 2018 in Ward 14.

- ❖ Ward 14 residents express similar views as City Wide for the importance of most services and programs assessed in 2019, except for:
 - Road maintenance (95%, lower than 98% City Wide);
 - Transportation planning (89%, lower than 95% City Wide);
 - City operated recreation facilities (42% 'very' important, lower than 61% City Wide);
 - City growth management (45% 'very' important, lower than 60% City Wide);
 - Support for arts and culture (26% 'very' important, lower than 38% City Wide);
 - City land use planning (42% 'very' important, lower than 61% City Wide); and,
 - On-street bikeways (12% 'very' important, lower than 27% City Wide).
- ❖ There have been some notable declines in the importance of municipal services and programs within Ward 14 compared to last year for:
 - Transportation planning (89%, down from 99% in 2018);
 - Road maintenance (63% 'very' important, lower than 77% in 2018); and,
 - City land use planning (42% 'very' important, lower than 58% in 2018).

Key Findings:

Satisfaction with City Programs and Services

The majority of Ward 14 residents are satisfied with the overall level and quality of municipal programs and services, consistent with City Wide results.

In Ward 14 in the last year, notable declines in satisfaction emerge for 4 programs and services, and increases in satisfaction emerge for road maintenance and bylaw services.

- ❖ Three-quarters (75%) of Ward 14 residents are satisfied with the overall level and quality of municipal services and programs, similar to 74% City Wide.
- ❖ Satisfaction with programs and services in Ward 14 differs from City Wide for:
 - Calgary Police Service (84%, lower than 92% City Wide);
 - Calgary Fire Department (90% 'very' satisfied, higher than 80% City Wide);
 - The quality of drinking water (62% 'very' satisfied, lower than 73% City Wide);
 - Development and building inspections and permits (12% 'very' satisfied, lower than 22% City Wide);
 - Support for arts and culture (18% 'very' satisfied, lower than 29% City Wide);
 - Social services (9% 'very' satisfied, lower than 19% City Wide);
 - On-street bikeways (9% 'very' satisfied, lower than 19% City Wide);
- ❖ Significant differences in satisfaction in Ward 14 since 2018 emerge for:
 - Road maintenance (74%, higher than 59% in 2018);
 - On-street bikeways (49%, lower than 65% in 2018, including 9% 'very' satisfied, lower than 19% in 2018);
 - Community services (17% 'very' satisfied, lower than 34% in 2018);
 - Bylaw services (44% 'very' satisfied, higher than 28% in 2018);
 - Development and building inspections and permits (12% 'very' satisfied, lower than 30% in 2018);
 - Support for arts and culture (18% 'very' satisfied, lower than 36% in 2018);

Key Findings: Primary Strengths and Weaknesses

Ward 14 residents consider Police Services to be a primary weakness instead of a primary strength.

Unlike the City Wide results, Ward 14 residents consider social services and protection from river flooding to be primary strengths.

- ❖ Police Service is considered to be a 'primary strength' City Wide, yet in Ward 14 it is considered to be a 'primary weakness.'
- ❖ Ward 14 residents consider social services to be a 'primary strength,' whereas it is 'primary weakness' City Wide. Further, they consider protection from river flooding to be a 'primary strength,' whereas it is not considered to be a primary strength or weakness City Wide.
- ❖ 311 service is considered to be a 'primary strength' City Wide, and Transportation planning, and Calgary Transit are considered to be primary weaknesses City Wide, yet none are considered 'primary strengths' or 'primary weaknesses' in Ward 14.

Ward 14 residents are on par with City Wide preferences for levels of investment in City programs and services.

Key Findings: Investment in Programs and Services

- ❖ Ward 14 residents align with preferences City Wide in terms of levels of investment for all programs and services.
- ❖ In comparison to last year, Ward 14 residents are less likely to want *more* investment in:
 - Road maintenance (45% *more*, down from 63% in 2018); and,
 - Transportation planning (48% *more*, down from 63% in 2018).
- ❖ In comparison to last year, Ward 14 residents are more likely to want *more* investment in:
 - Downtown revitalization (39% *more*, up from 26% in 2018);
 - Property tax assessment (34% *more*, up from 17% in 2018); and,
 - 311 services (17% *more*, up from 7% in 2018).

Key Findings: Taxation

Ward 14 residents' views on taxation are consistent with City Wide results.

- ❖ Nearly six-in-ten (59%) of Ward 14 residents give The City a 'good value' rating for the value of their property tax dollars (on par with 54% City Wide).
- ❖ In Ward 14, 62% of residents say they are knowledgeable about how City tax dollars are spent (similar to 57% City Wide).
 - The proportion of those who say they are 'very' knowledgeable is significantly down from last year (3%, down 9 points from 12% in 2018).
- ❖ In order for The City to maintain or expand services, Ward 14 residents' preference skews slightly to cutting services (50%, identical to 50% City Wide) over increasing taxes (45%, on par with 44% City Wide).
- ❖ More than nine-in-ten (96%) Ward 14 residents are interested in knowing how their property tax dollars are invested in City services (similar to 94% City Wide).
- ❖ Nearly six-in-ten (57%) Ward 14 residents feel The City does a good job of providing citizens with information about how their property tax dollars are spent (on par with 55% City Wide).

Key Findings: Customer Service and Communications

Ward 14 experience with customer service is on par with experiences from across Calgary.

In Ward 14, overall satisfaction with information received from The City is also consistent with City Wide measures.

- ❖ Identical to results City Wide, just over six-in-ten (62%) Ward 14 residents contacted The City within the past year.
- ❖ Also matching results City Wide, nearly three-quarters (74%) of Ward 14 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service (identical to 74% City Wide).
- ❖ Ward 14 residents' ratings for attitudes regarding City customer service are consistent with City Wide results for the five metrics assessed.
- ❖ Satisfaction with the overall quality of City information and communications in Ward 14 is on par with City Wide ratings (72%, similar to 75% City Wide).
 - Compared to 2018, Ward 14 residents are less likely to be satisfied with City information and communications (72%, down 11 points from 83% in 2018).
- ❖ Positive ratings for how The City communicates with citizens about its services, programs, policies and plans in Ward 14 is consistent with City Wide (71% say 'very good' or 'good') on par with 72% City Wide.
- ❖ Just over five-in-ten (52%) Ward 14 residents indicate they have access to 'just the right amount' of information from The City, consistent with 54% City Wide.
 - Almost one-half (48%) of Ward 14 residents feel they have access to 'too little' information from The City, similar to 44% City Wide.

Key Findings: City Reputation and Performance

Overall favourable impressions of The City have declined in Ward 14 since 2018, yet remain consistent with 2019 City Wide measures.

Ward 14 residents display similar satisfaction with City governance as seen City Wide, but satisfaction with City Council has declined since last year.

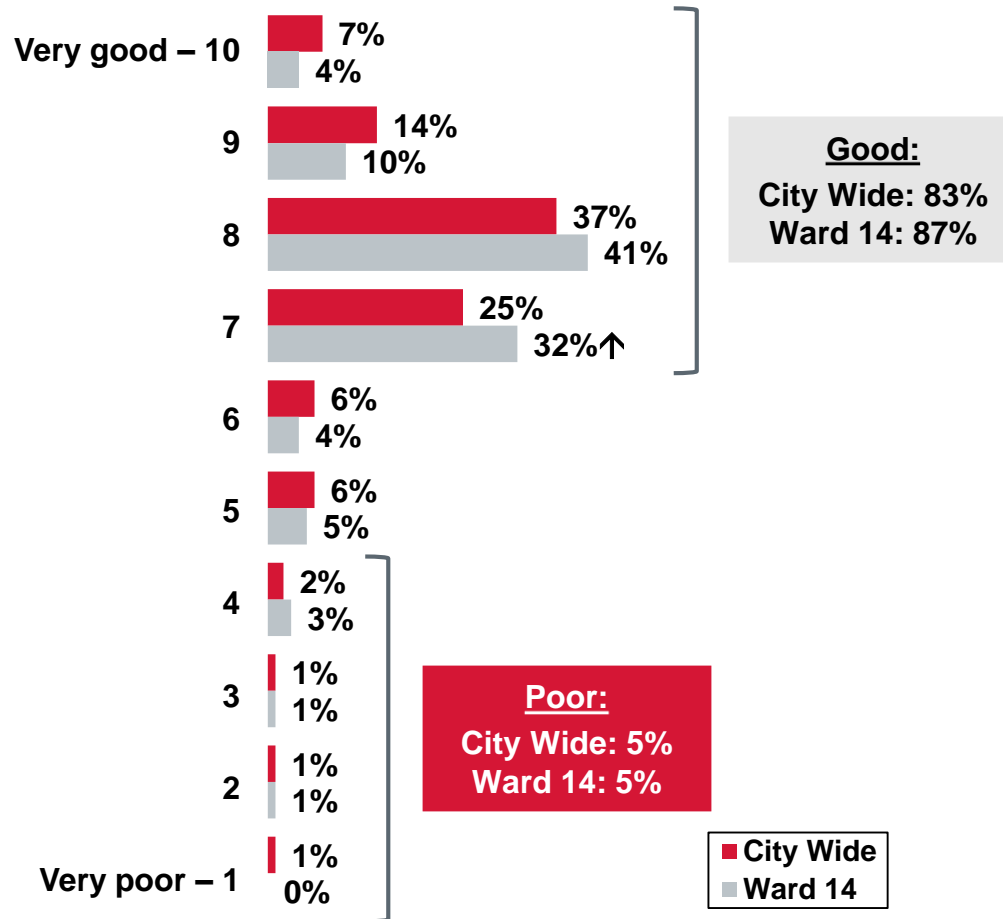
- ❖ Just under one-half (47%) of Ward 14 residents have a favourable impression of The City of Calgary (on par with 50% City Wide), and favourable impressions in Ward 14 have declined from 68% in 2018, including 'very' favourable views (8%, down from 21% in 2018).
 - Ward 14 residents are notably more likely to have an unfavourable impression of The City in comparison to 2018 (19%, up from 4% last year).
- ❖ More than one-half (53%) of Ward 14 residents state they *trust* The City of Calgary, on par with 52% City Wide and 24% of Ward 14 residents say they *distrust* The City, similar to 23% City Wide.
 - Ward 14 residents are less likely to trust The City 'a great deal' in comparison to 2018 (19%, down from 32% last year).
- ❖ Just under one-fifth of Ward 14 residents are advocates of The City, on par with 24% City Wide, but down sixteen points from 34% in 2018. A similar proportion (20%) of those in Ward 14 are critical of The City, again on par with City Wide findings (19%), but up 9 points from 2018.
- ❖ Ward 14 residents express similar satisfaction levels compared to City Wide for each of the following:
 - City Council (50% satisfied, consistent with 55% City Wide, yet down from 64% in 2018);
 - City of Calgary, including Council and Administration (66% satisfied, on par with 70% City Wide); and,
 - City Administration (77% satisfied, similar to 79% City Wide).
- ❖ About two-thirds of Ward 14 residents (65%) believe that City Council and City Administration work collaboratively, similar to 66% City Wide.
- ❖ Overall perceptions of transparency and citizen input in Ward 14 are on par with City Wide measures, yet Ward 14 residents are less likely to 'strongly' agree with three of the four measures:
 - *"The City is working to improve how it includes citizen input into decisions"* (13% 'strongly' agree vs. 20% City Wide;
 - *"The City uses citizen input in decision-making"* (10% 'strongly' agree, lower than 17% City Wide); and,
 - *"The City allows citizens to have meaningful input into decision-making"* (5%, lower than 16% City Wide), and down from 14% in 2018.



Quality of Life



Overall Quality of Life in Calgary

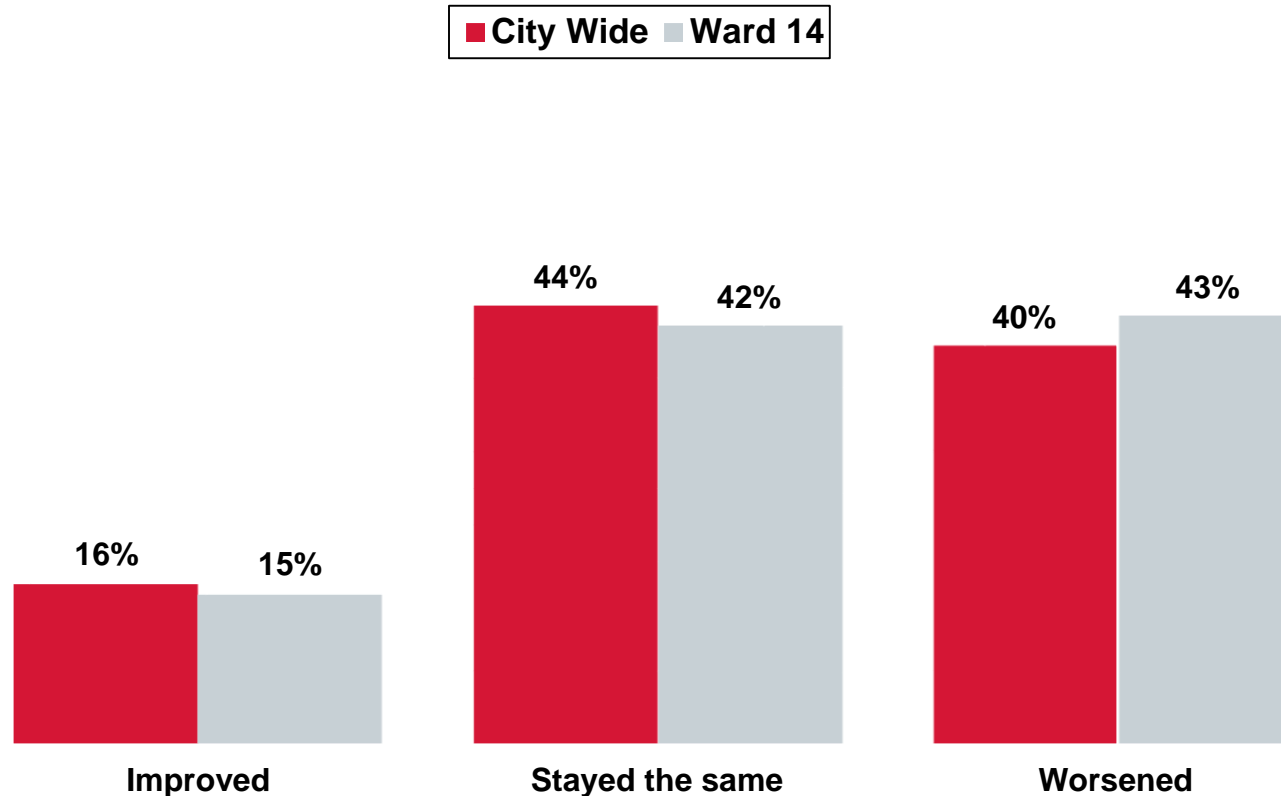


On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,498 / Ward 14: n=189)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Perceived Change in the Quality of Life



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

Base: Valid respondents (City Wide: n=2,483 / Ward 14: n=188)

Actions to Improve the Quality of Life

Multiple responses

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

City Wide

Ward 14

Note: A “NET” is a combination of 2 or more mentions that cover a specific theme	Government [NET]		26%	28%
	Reduce taxes	9%	8%	
	Tax spending/ City budget	9%	9%	
	Listen to/ more support for taxpayers	3%	2%	
	Transportation [NET]		22%	25%
	Improvement/ maintenance of existing roads	6%	6% 14%	
	Better traffic management	4%	7%	
	Less/ improve/ warning on construction	3%	3%	
	Homelessness, Poverty and Affordable Housing		17%	15%
	Improve job creation/ employment	8%	8%	
Expand affordable housing/ rent	3%	3%		
Recreation and Community Services [NET]		15%	19%	
Building of community centres/ recreation facilities	4%	6%		
Parks/ green space improvement	3%	6%↑		
Availability of (free) programs/ activities/ services	3%	3%		
Transit [NET]		12%	9%	
Improve public transportation (unspecified)	6%	4% 12%		
More access to buses/ transit/ trains	3%	0%↓		
Crime, Safety and Policing [NET]		7%	5%	
Control crime and safety	3%	2%		
More policing/ patrolling	3%	3%		
Health [NET]		3%	2%	
Environment [NET]		3%	2%	
Education [NET]		3%	3%	
Growth & Planning [NET]		2%	2%	
Nothing		16%	16%	

Ward 14 2018

Ward 14 2018

Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?

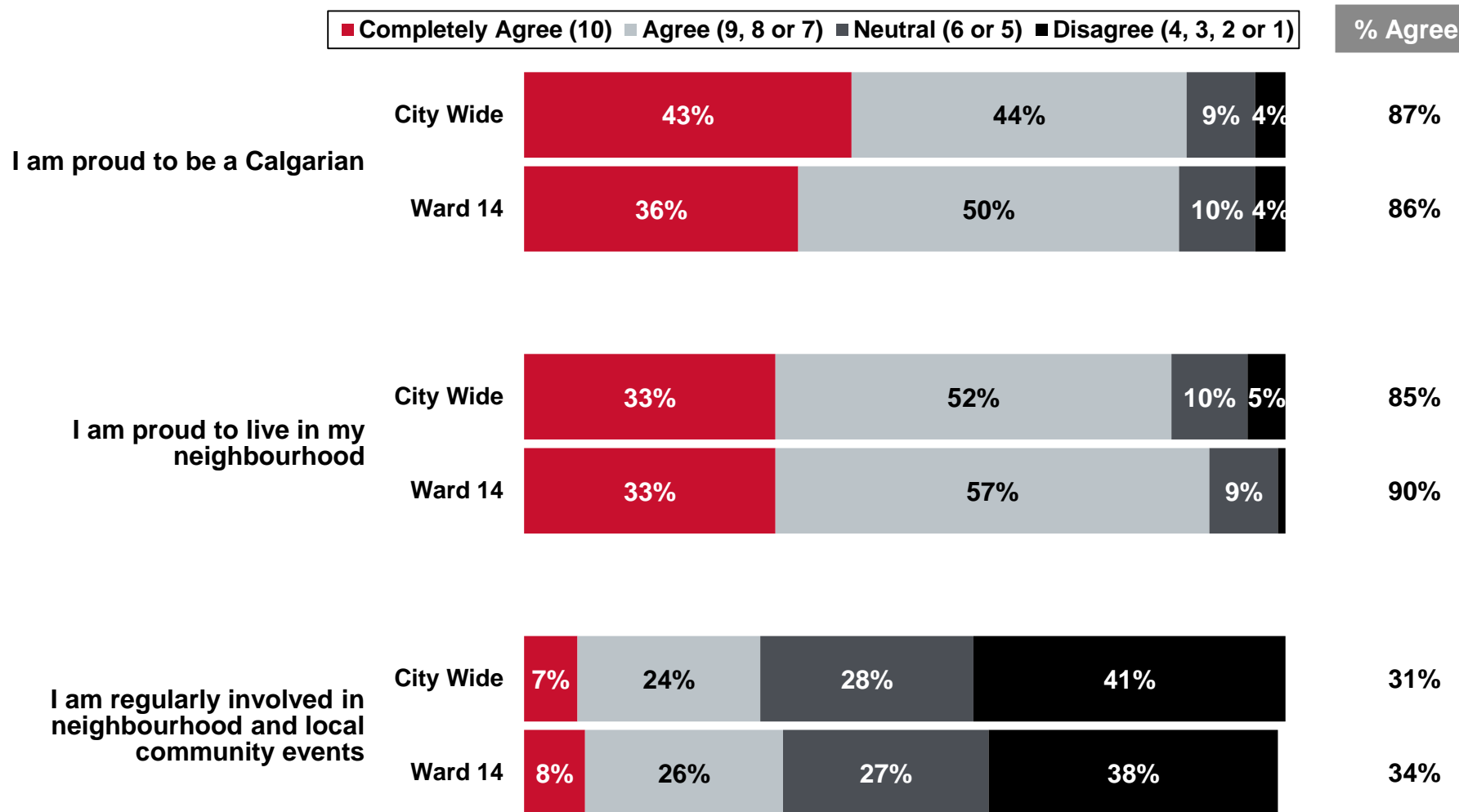
Base: Valid respondents (City Wide: n=2,331 / Ward 14: n=176)

↑Statistically higher than City Wide

↓Statistically lower than City Wide

NET mentions of <2% are not shown

Sustainability: Connectedness



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)

Sustainability: Making a Life and Living, Inclusivity and Direction for the Future

■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

Calgary is a great place to make a life

City Wide

20%

59%

14%

7%

79%

Ward 14

13%↓

68%

14%

5%

81%

Calgary is a great place to make a living

City Wide

14%

49%

24%

13%

63%

Ward 14

6%↓

49%

31%

14%

55%↓

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

City Wide

20%

55%

16%

9%

75%

Ward 14

18%

57%

15%

10%

4%

74%*

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

City Wide

8%

45%

29%

18%

53%

Ward 14

6%

47%

30%

17%

53%

*Rounding

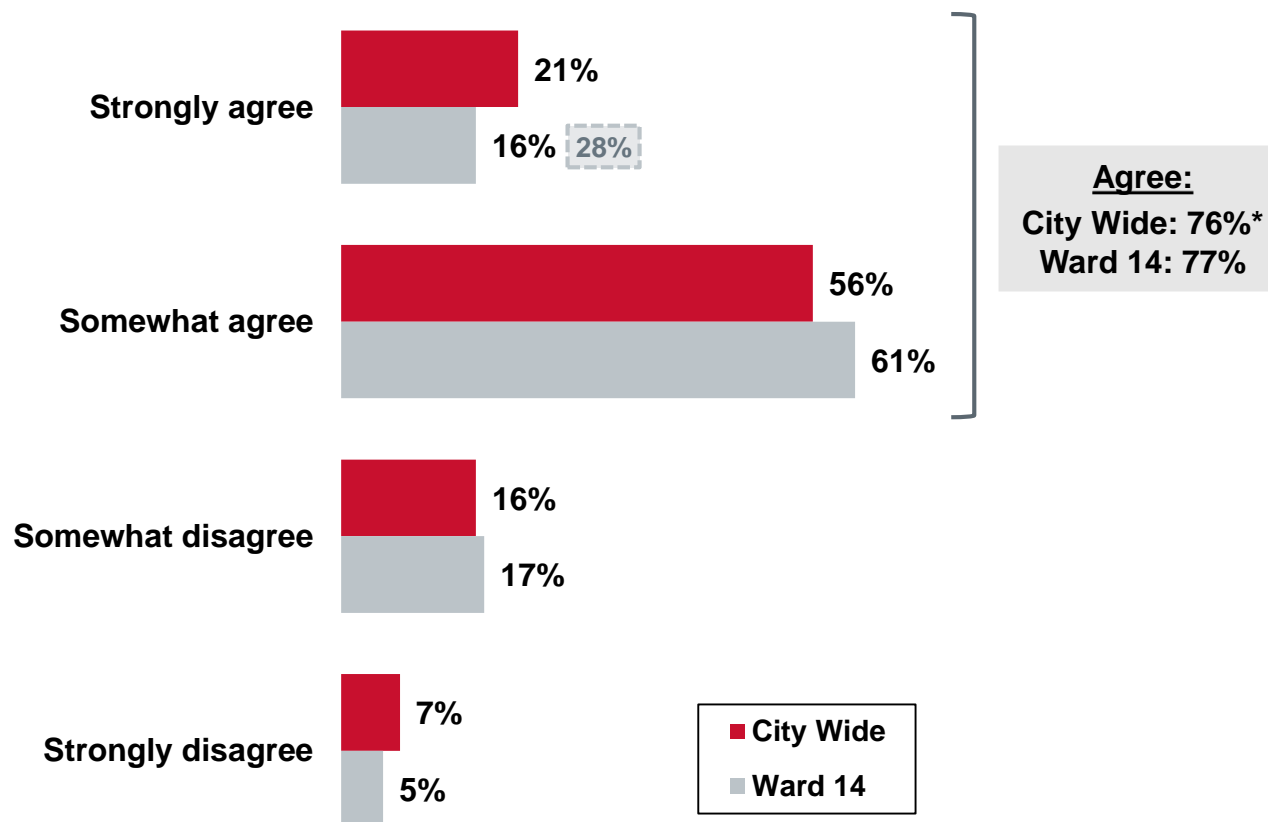
Ward 14 2018

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)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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



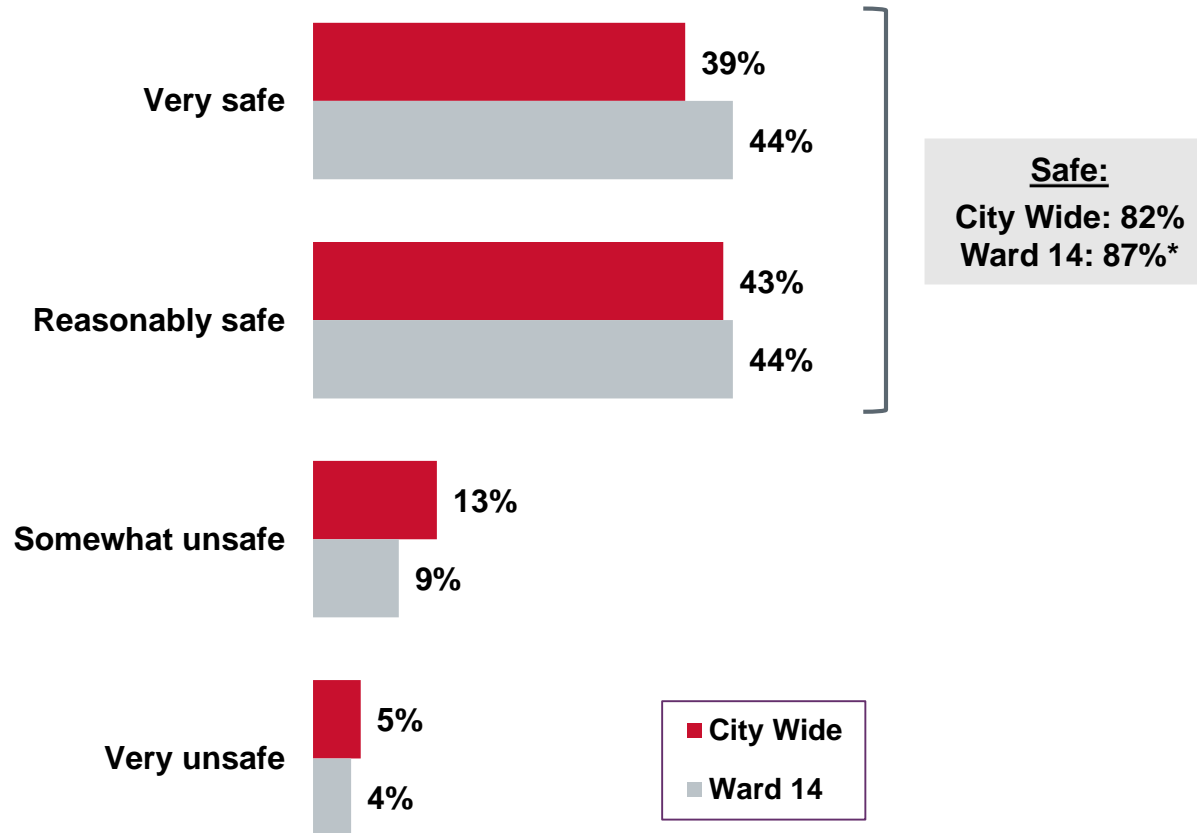
There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (City Wide: n=2,485 / Ward 14: n=189)

*Rounding

Ward 14 2018

Perceived Safety in Own Neighbourhood



*Rounding

How safe do you feel or would you feel walking alone in your neighbourhood after dark?

Base: Valid respondents (City Wide: n=2,497 / Ward 14: n=189)



Issue Agenda



Issue Agenda

City Wide

Ward 14

Multiple responses

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

■ First Mention ■ Other Mentions

Infrastructure, Traffic & Roads [NET]	24%	11%	35%	35%
Traffic congestion	5%	7%		11%
Road conditions	4%	7%		7%
Infrastructure maintenance	5%	6%		8%
(Lack of) snow removal	4%	5%		5%
Roads (unspecified)	4%	5%		5%
Too much/poorly planned/delayed road construction	3%	5%		5%
Transit [NET]	12%	5%	17%	20%
Public Transportation (incl. buses/ C-train/ poor service)	6%	8%		8%
Transportation (unspecified)	4%	6%		9%
Transit system improvements	4%	6%		7%
				0%
Crime, Safety & Policing [NET]	10%	5%	15%	16%
Breaking and entering/gangs/drugs	6%	9%		11%
Public safety	4%	6%		4%
Budget & Spending [NET]	8%	11%		13%
				4%
Taxes [NET]	8%	11%		9%
Economy [NET]	6%	8%		4%
Education [NET]	5%	8%		8%
Recreation [NET]	4%	7%		8%
Environment and Waste Management [NET]	4%	7%		8%
Growth and Planning [NET]		5%		2%
Homelessness, Poverty & Affordable Housing [NET]		4%		1%
Healthcare [NET]		4%		4%
None			11%	9%

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 (City Wide: n=2,422 / Ward 14: n=185)

Ward 14 2018

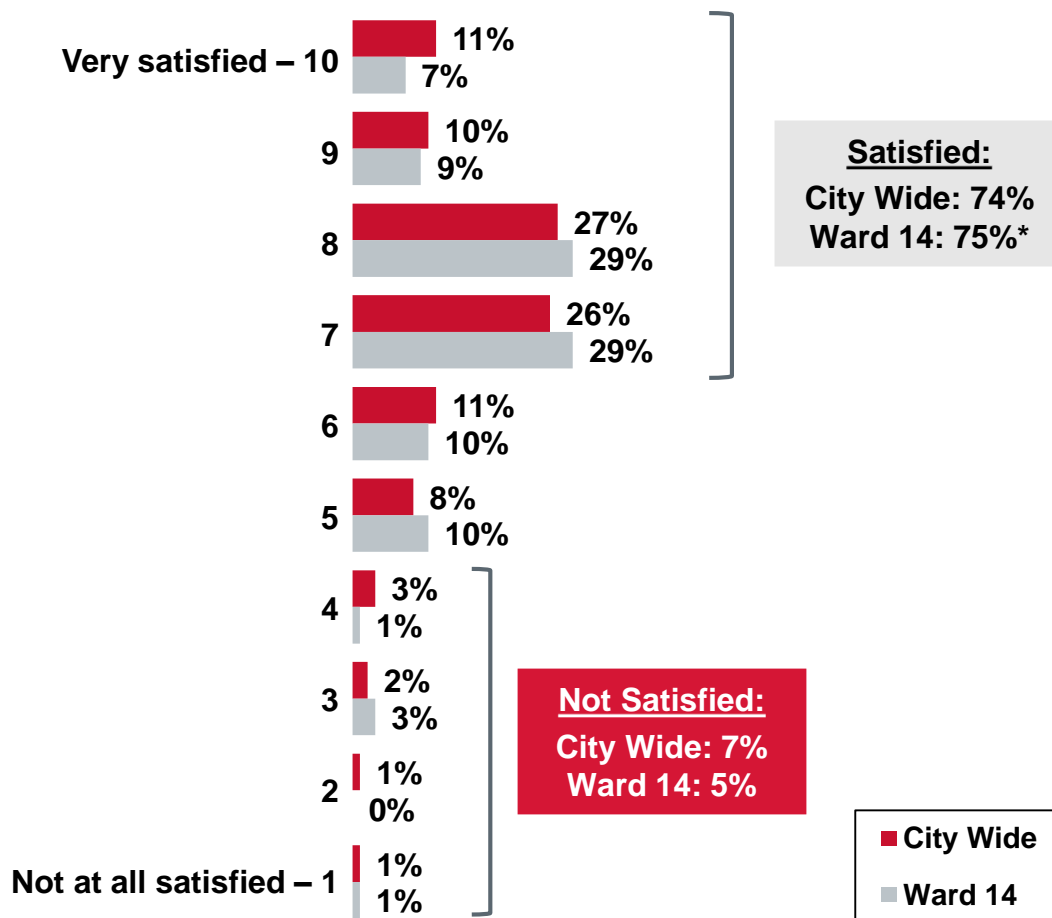
NET mentions of <4% are not shown



City Programs and Services



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

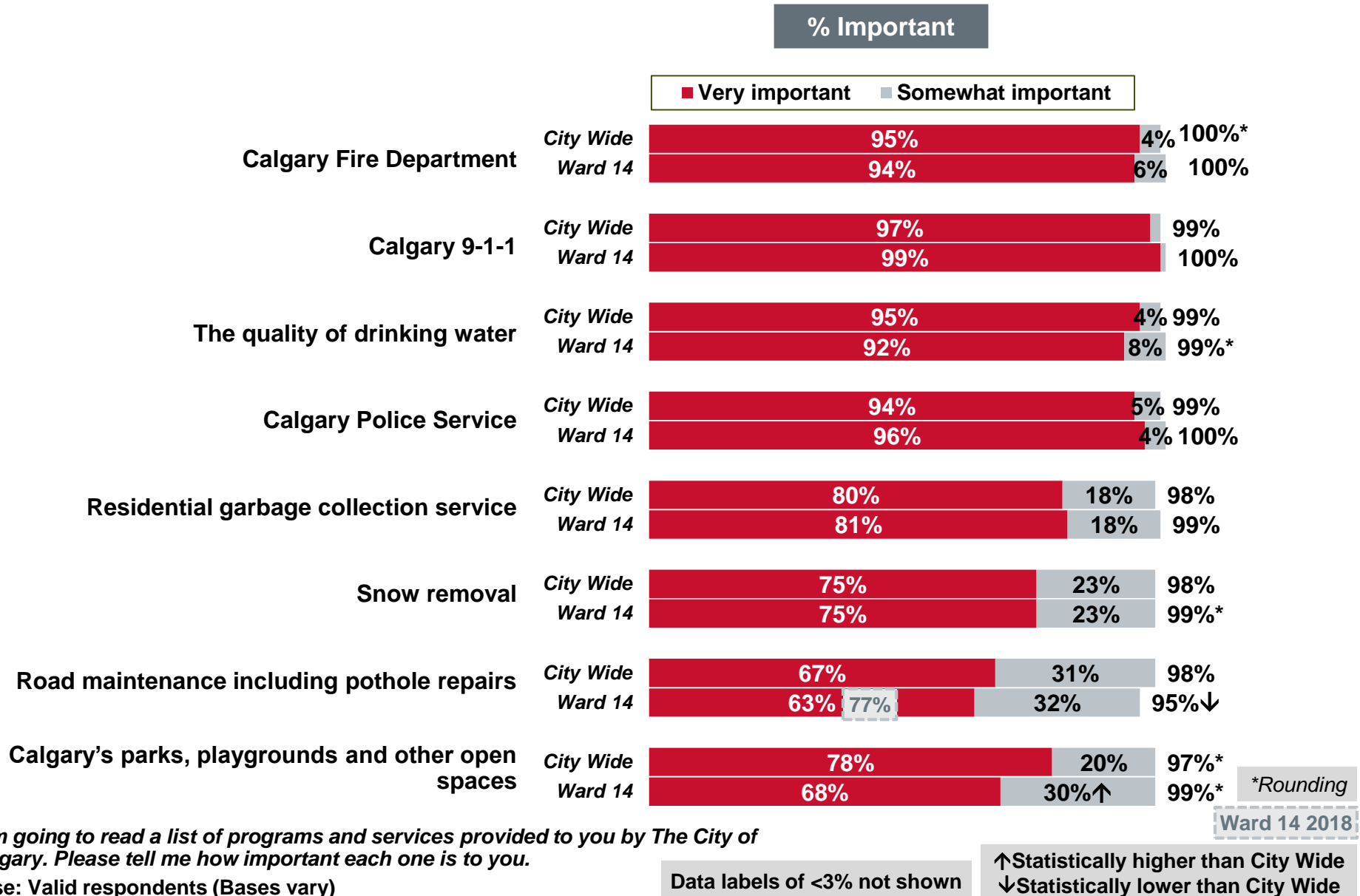


*Rounding

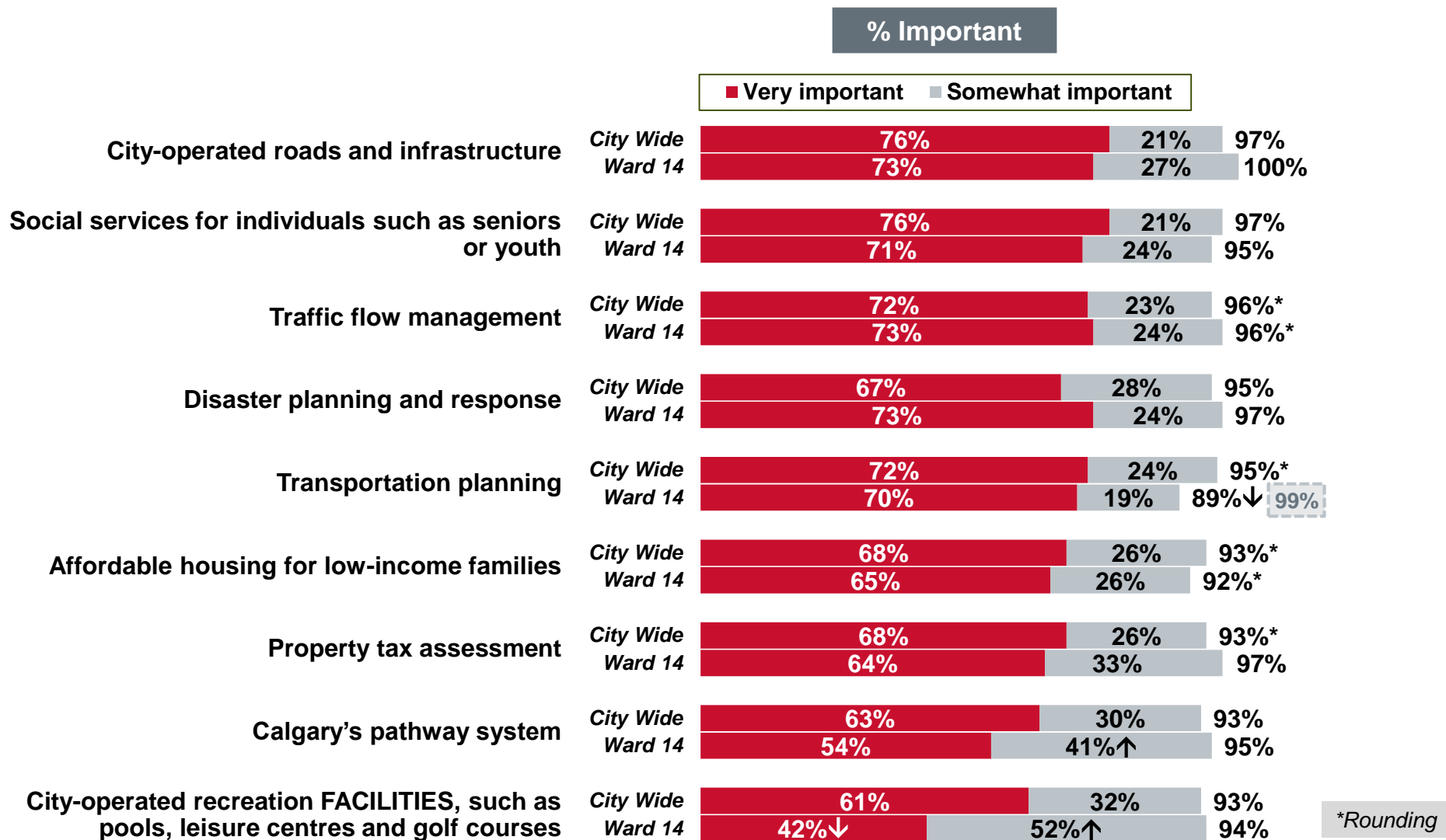
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 14: n=189)

Importance of City Programs and Services



Importance of City Programs and Services (continued)



*Rounding

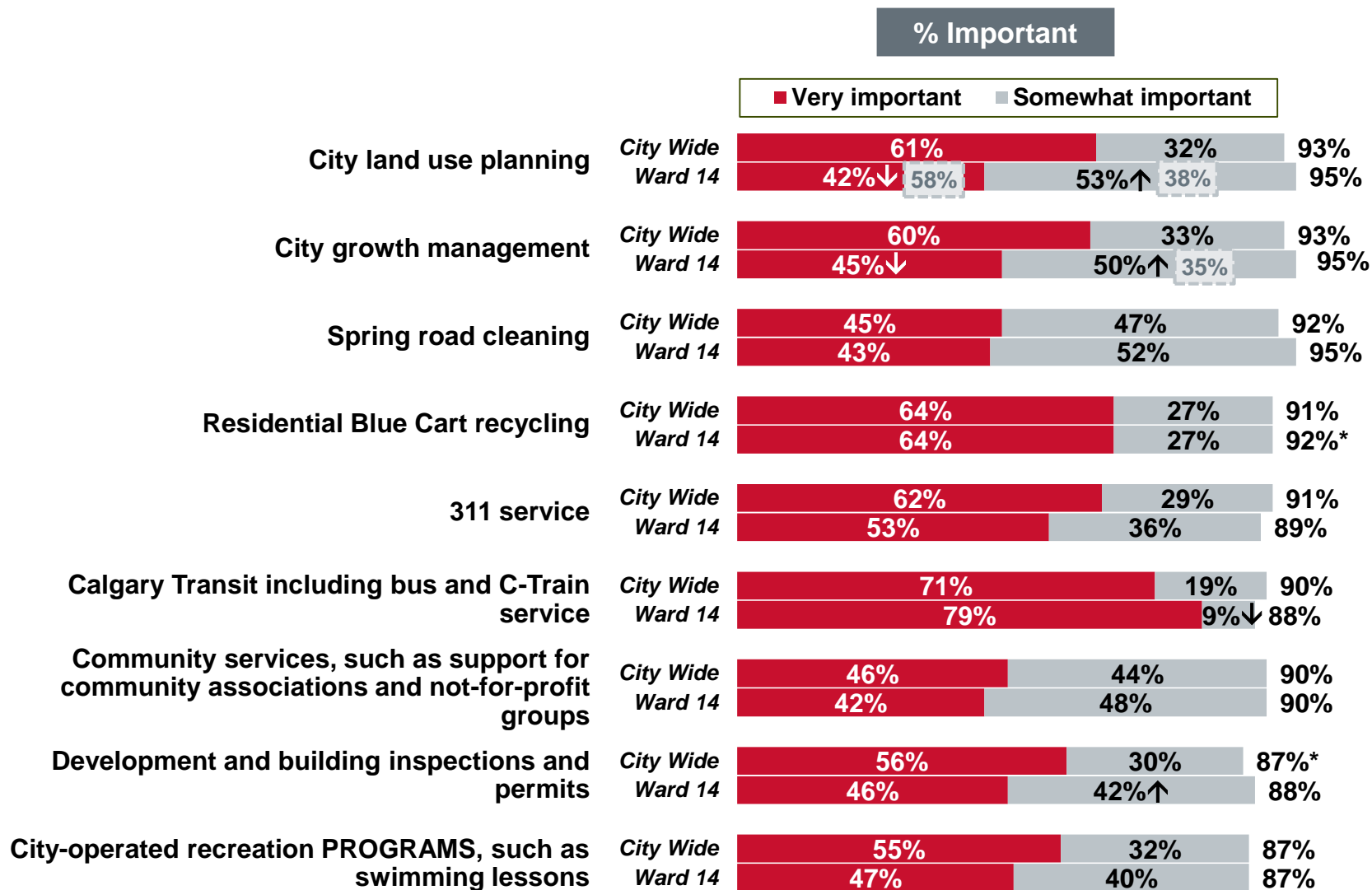
Ward 14 2018

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)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Importance of City Programs and Services (continued)



*Rounding

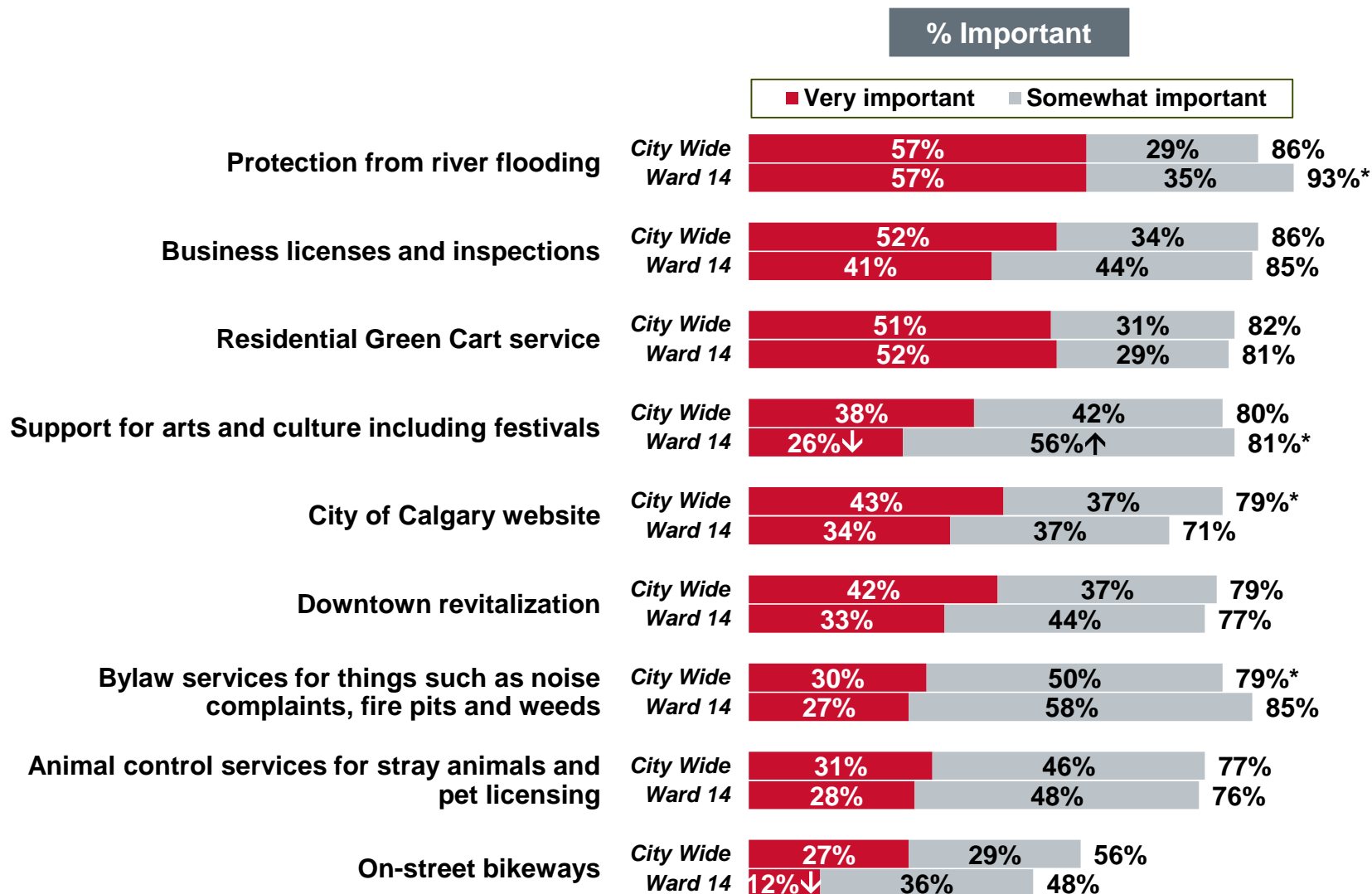
Ward 14 2018

↑Statistically higher than City Wide
↓Statistically lower than City Wide

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)

Importance of City Programs and Services (continued)



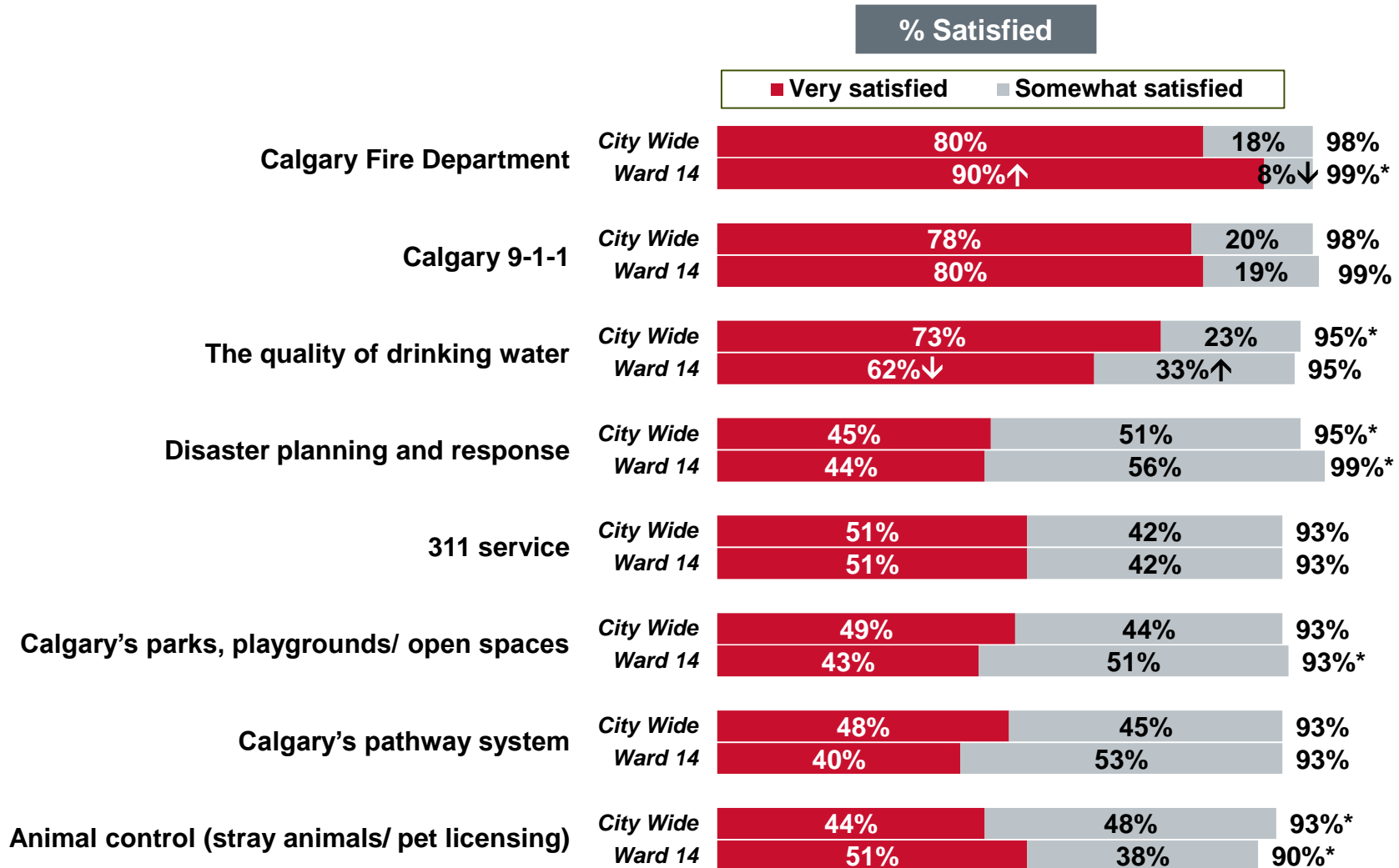
*Rounding

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)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Satisfaction with City Programs and Services

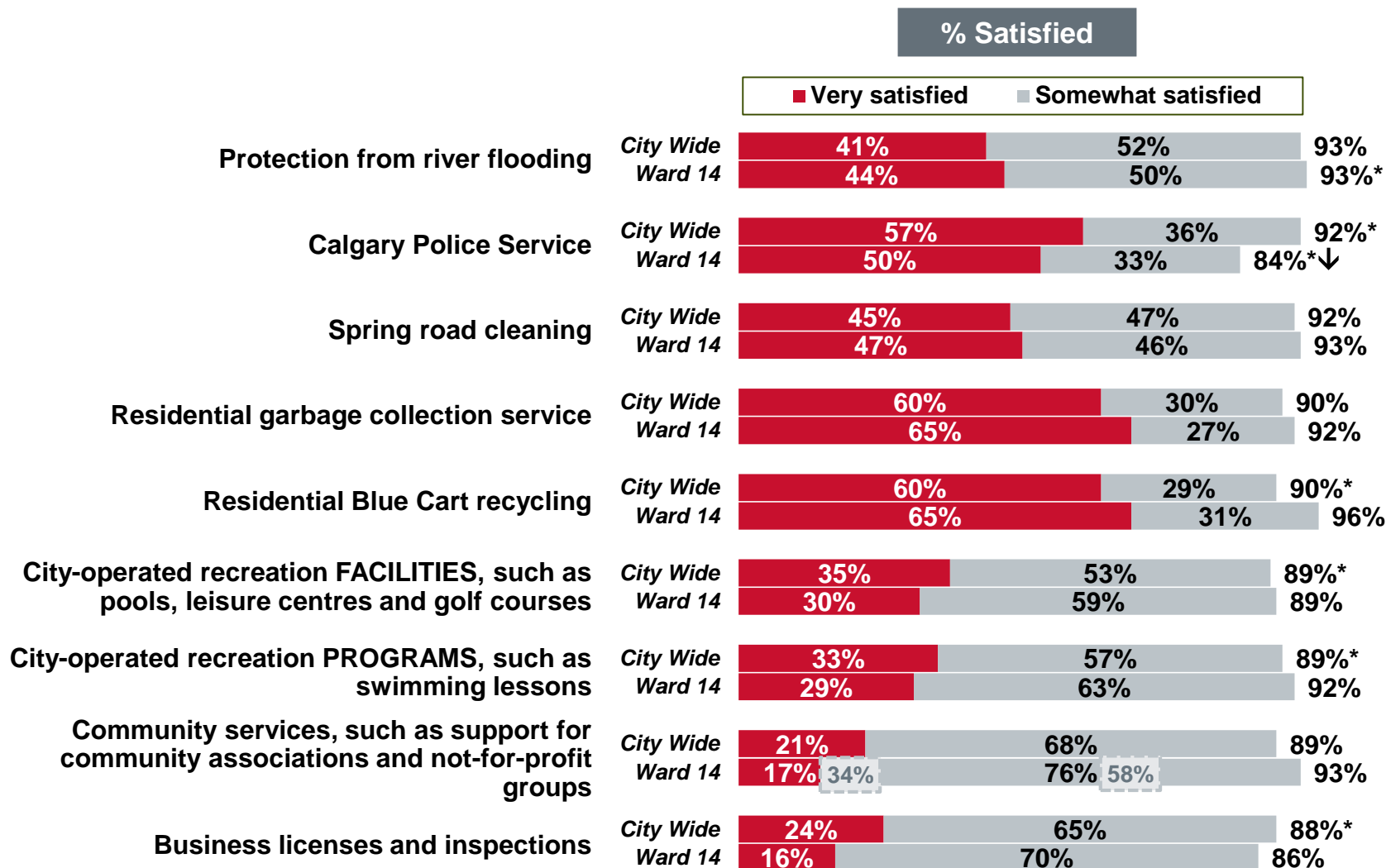


*Rounding

I am going to read a list of programs and services provided to you by The City of Calgary. 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)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Satisfaction with City Programs and Services (continued)



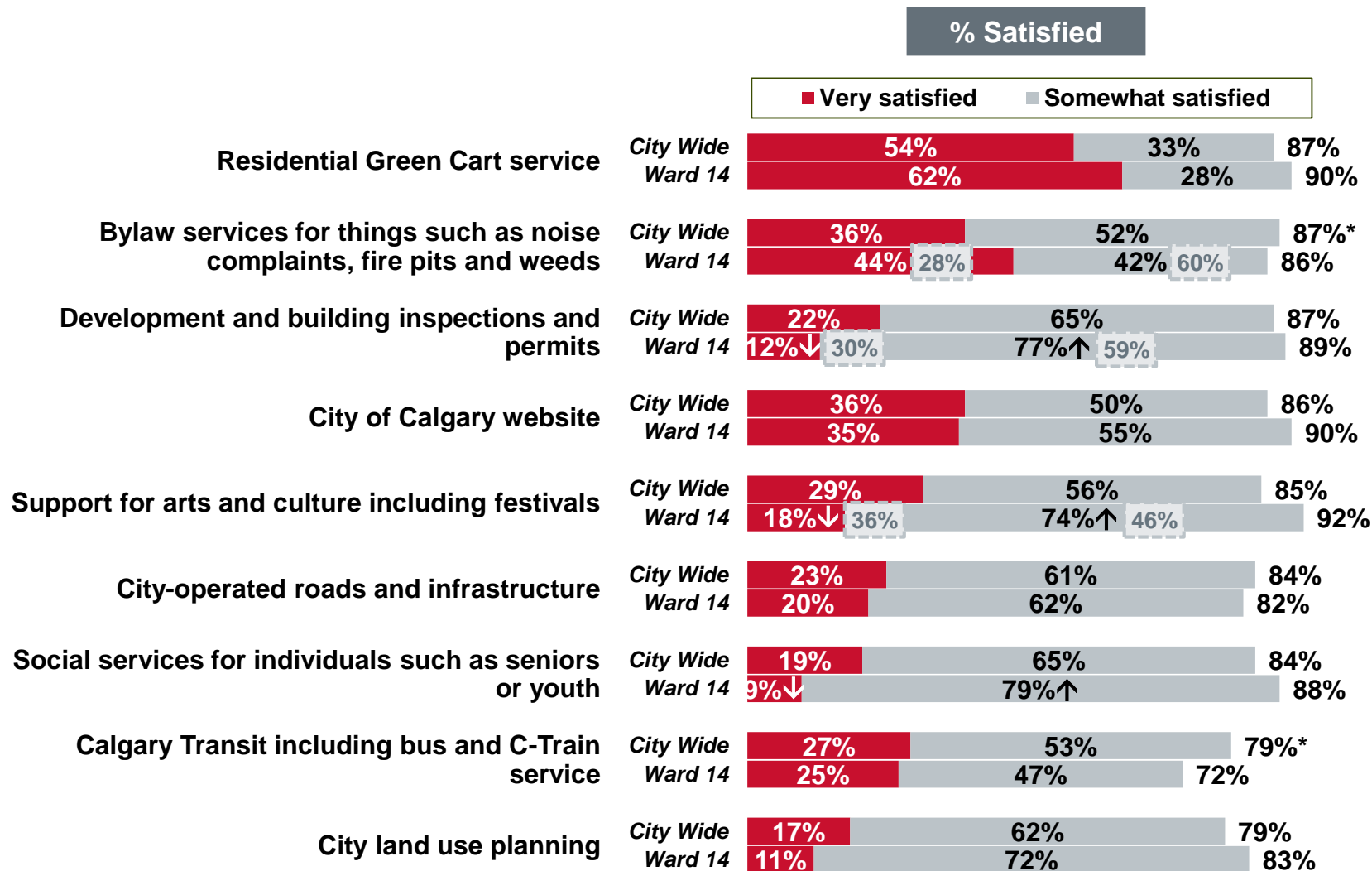
*Rounding

Ward 14 2018

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

I am going to read a list of programs and services provided to you by The City of Calgary. 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)

Satisfaction with City Programs and Services (continued)



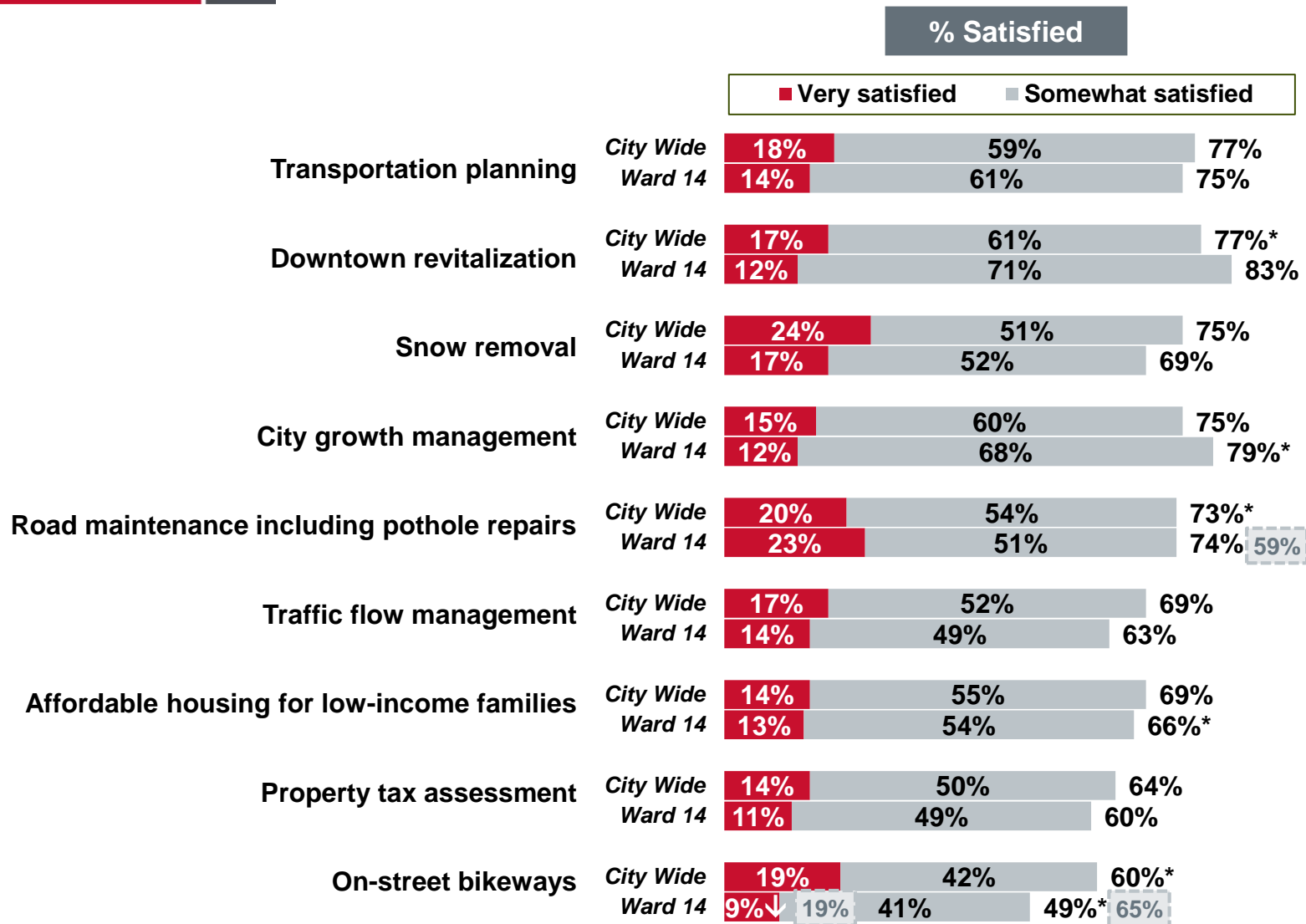
*Rounding

Ward 14 2018

I am going to read a list of programs and services provided to you by The City of Calgary. 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)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Satisfaction with City Programs and Services (continued)



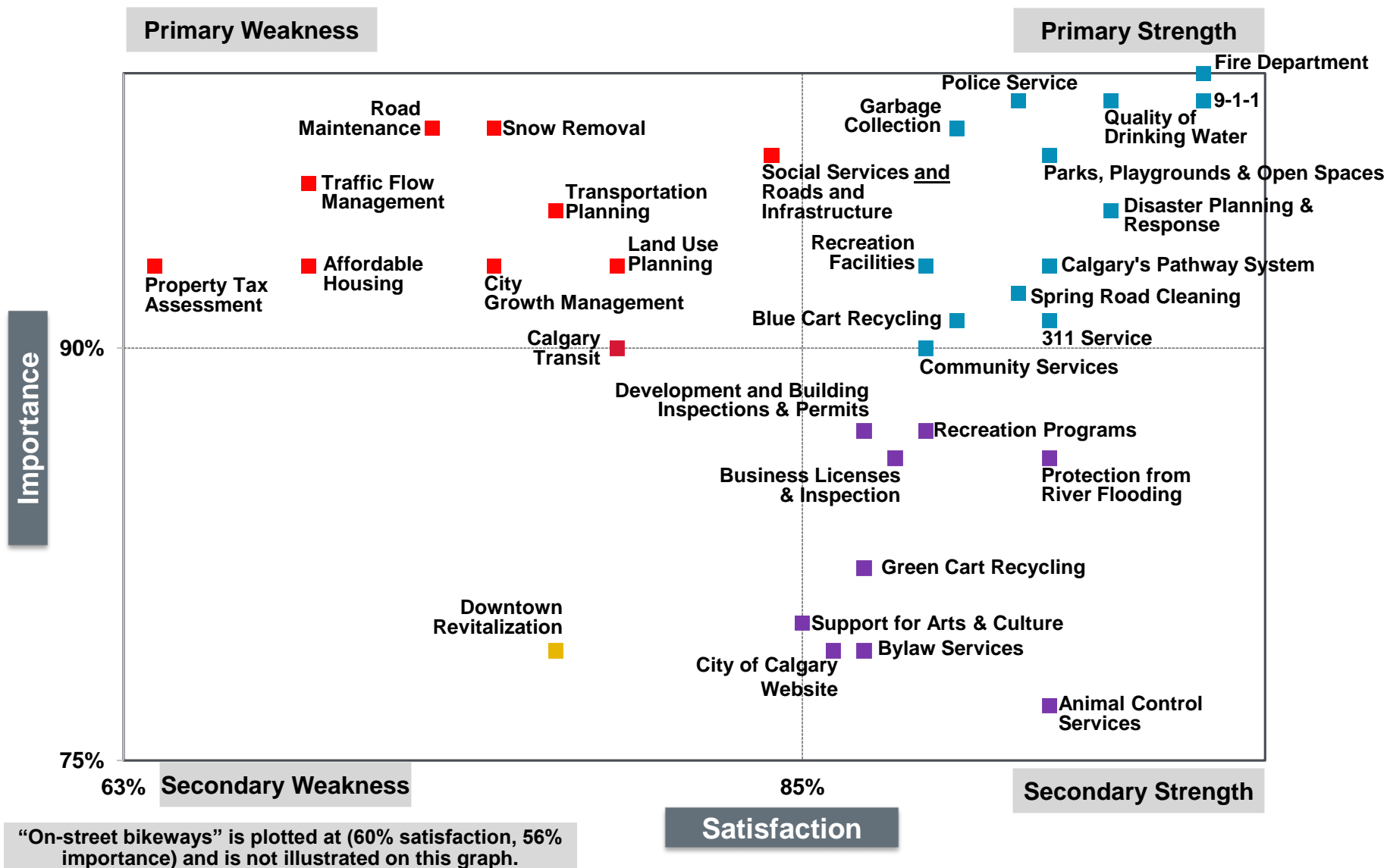
*Rounding

Ward 14 2018

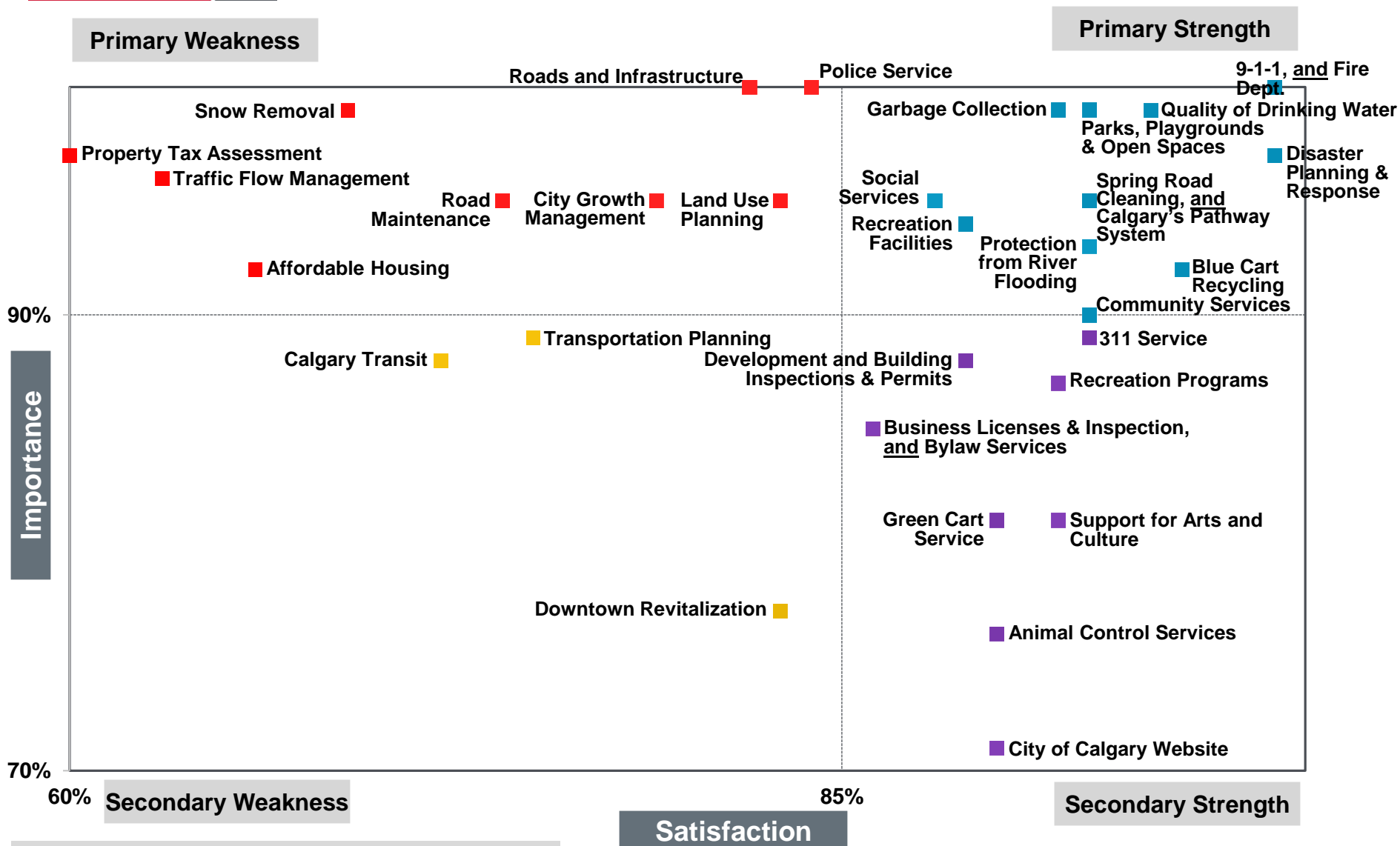
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Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Importance vs. Satisfaction Grid: City Wide



Importance vs. Satisfaction Grid: Ward 14



"On-street bikeways" (49% satisfaction, 48% importance) is not illustrated on this graph.

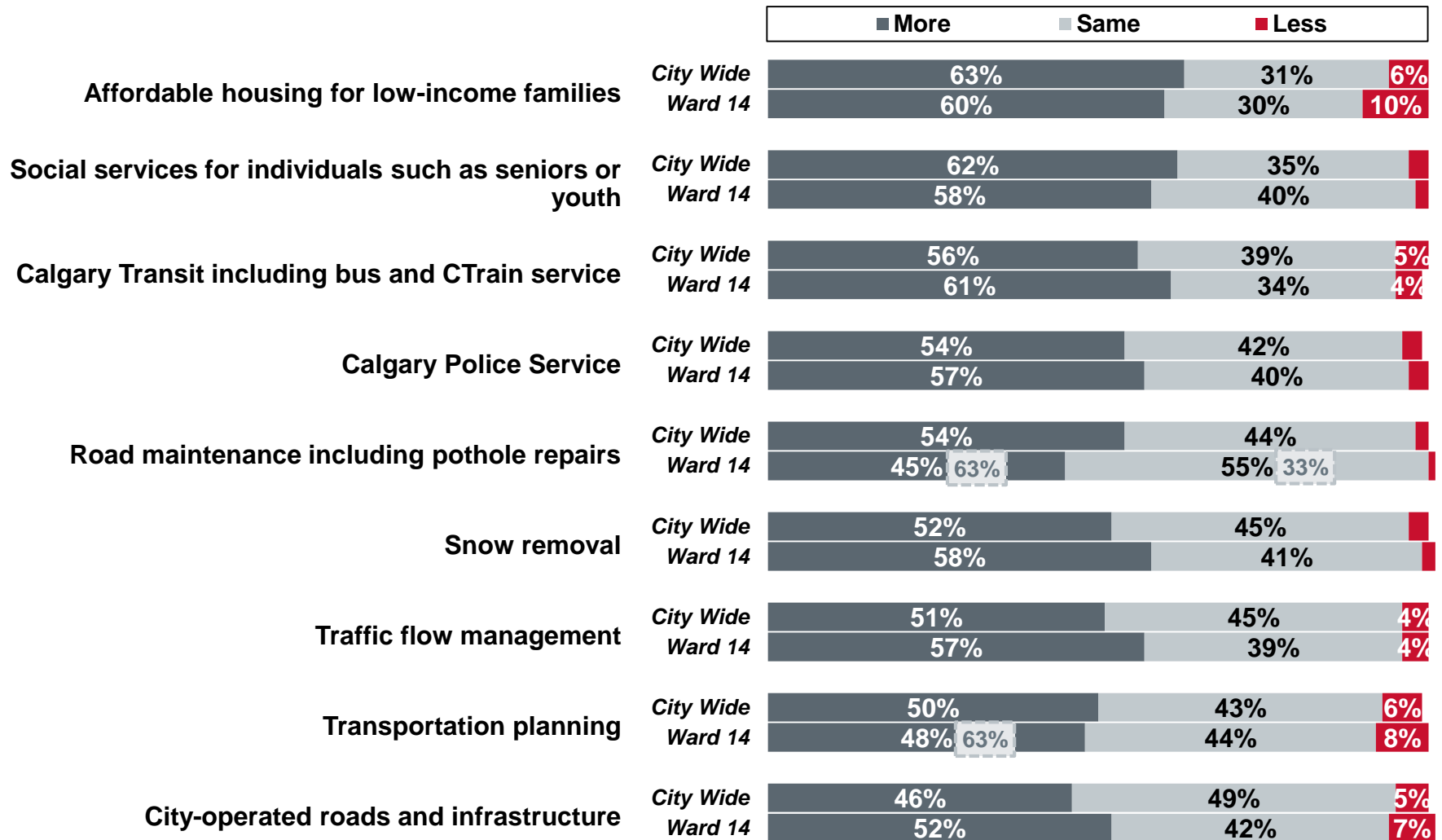
Primary Strengths and Weaknesses: City Wide versus Ward 14

Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.

Primary Strength
Primary Weakness
Neither (in another quadrant)

	City Wide	Ward 14
Fire Department		
9-1-1		
Quality of Drinking Water		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Police Service		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Residential Garbage Collection		
Recreation Facilities		
311 service		
Community Services		
Social Services		
Road Maintenance		
Snow Removal		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Transportation Planning		
Roads and Infrastructure		
Calgary Transit		
City Growth Management		
Land Use Planning		
Protection from River Flooding		

Investment in City Programs and Services

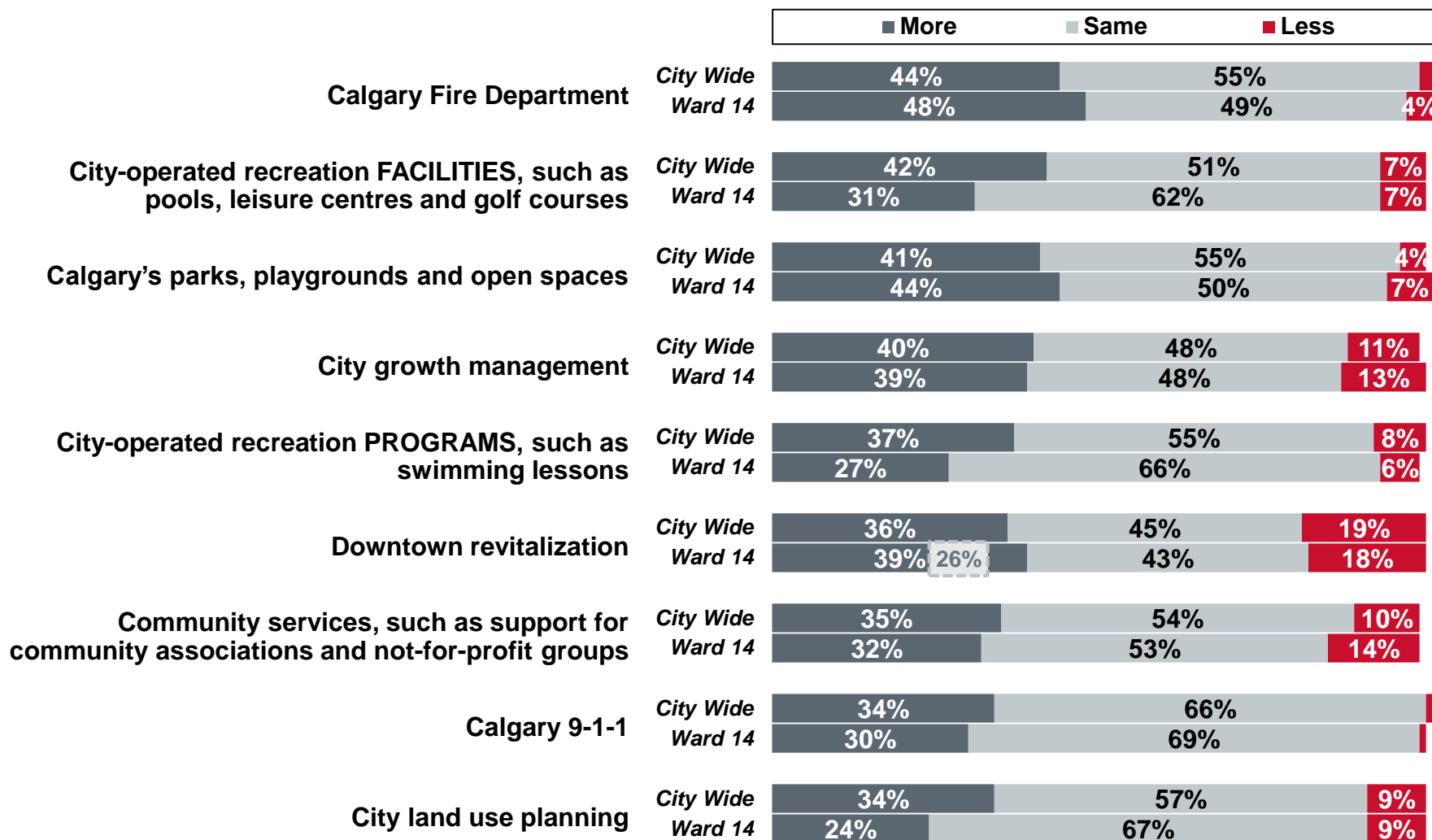


Ward 14 2018

Data labels of ≤3% not shown

I am going to read a list of programs and services provided to you by The City of Calgary. 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)

Investment in City Programs and Services (continued)

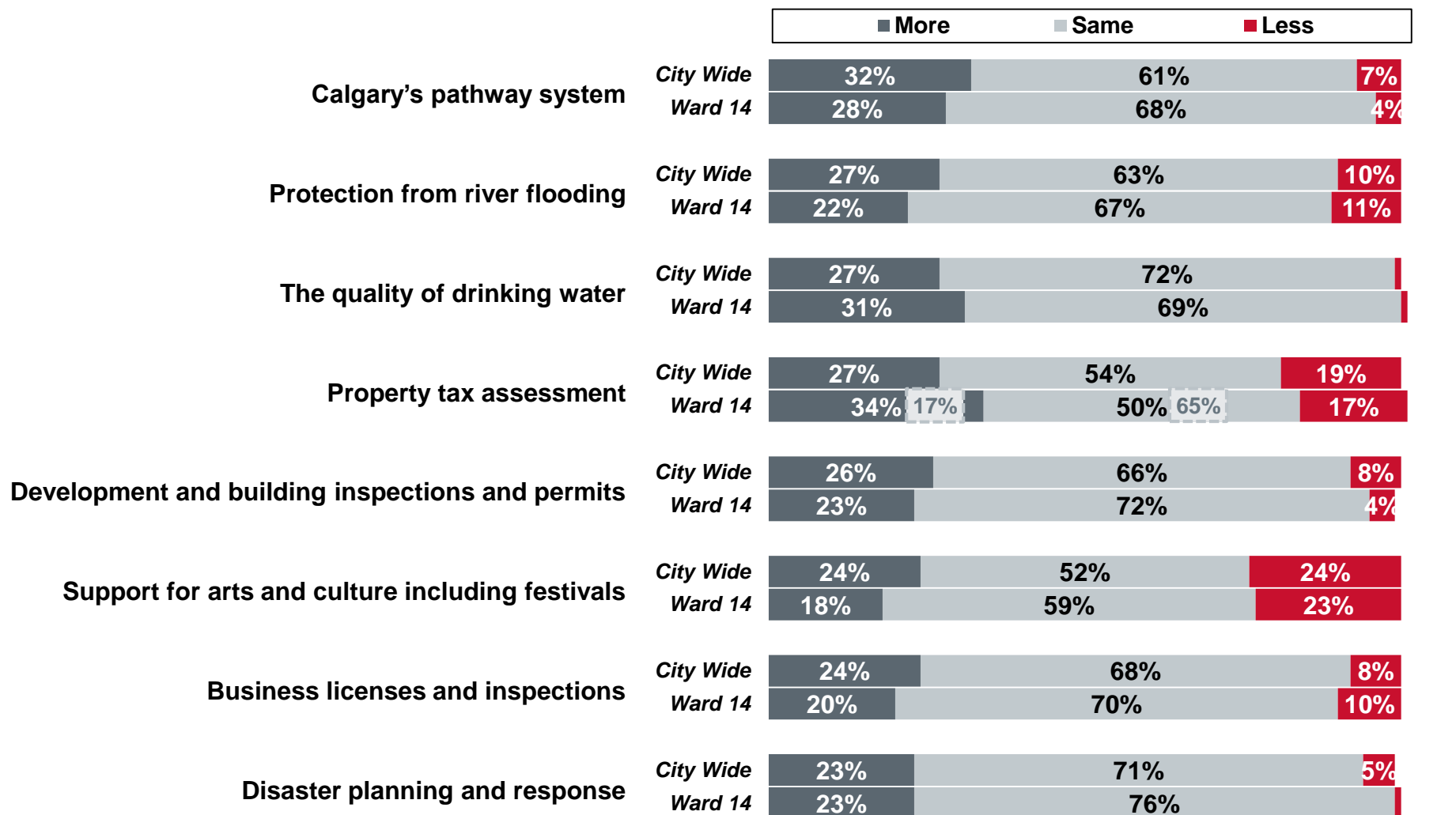


Ward 14 2018

Data labels of ≤3% not shown

I am going to read a list of programs and services provided to you by The City of Calgary. 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)

Investment in City Programs and Services (continued)



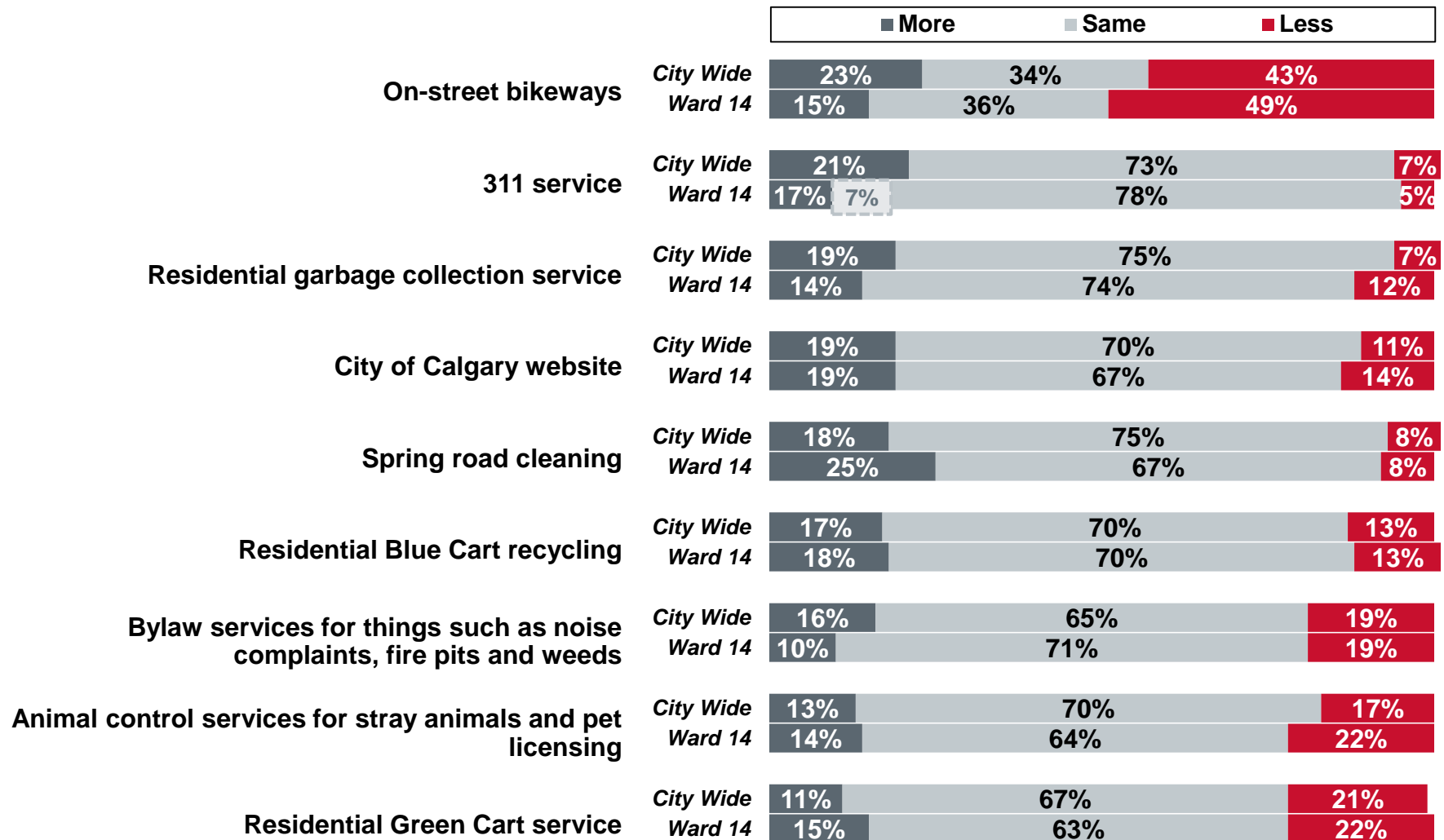
Ward 14 2018

Data labels of ≤3% not shown

I am going to read a list of programs and services provided to you by The City of Calgary. 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)

Investment in City Programs and Services (continued)



Ward 14 2018

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

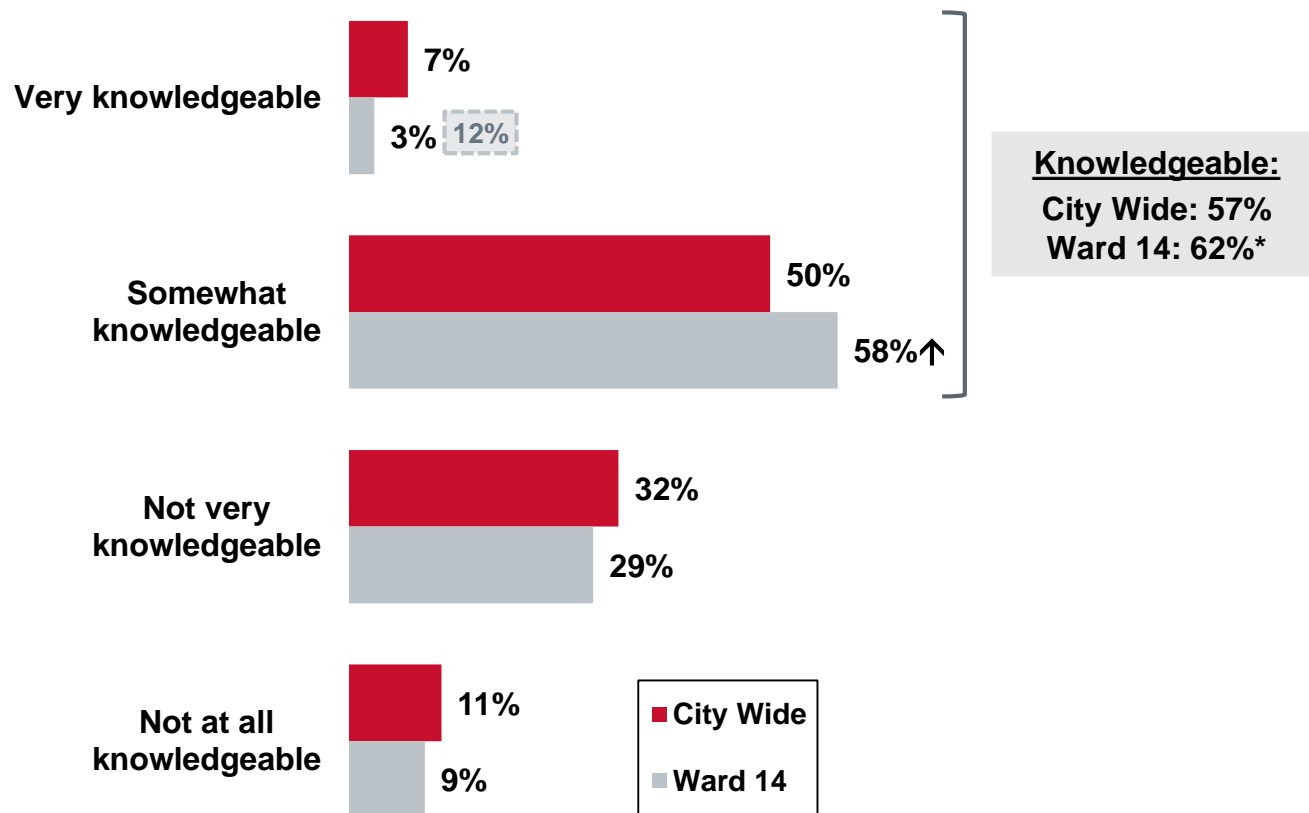
Base: Valid respondents (Bases vary)



Taxation



Knowledge Levels of Tax Dollar Spending



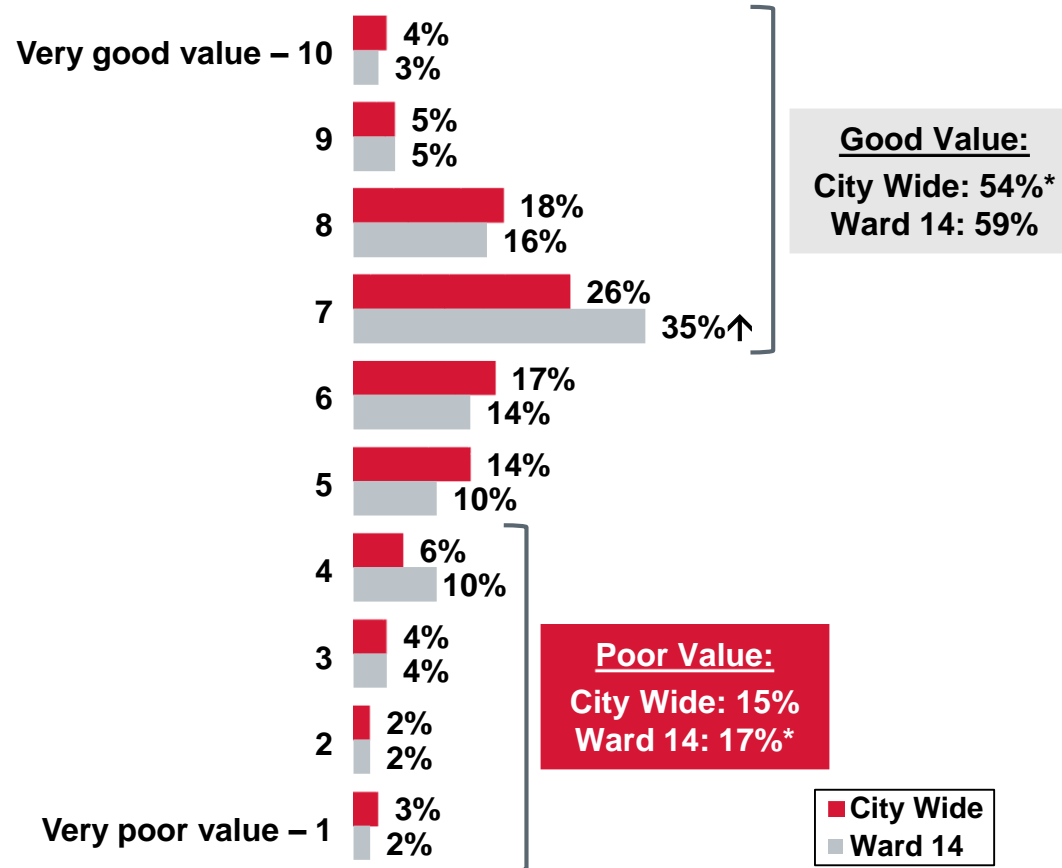
Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,490 / Ward 14: n=187)

*Rounding

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Perceived Value of Property Taxes



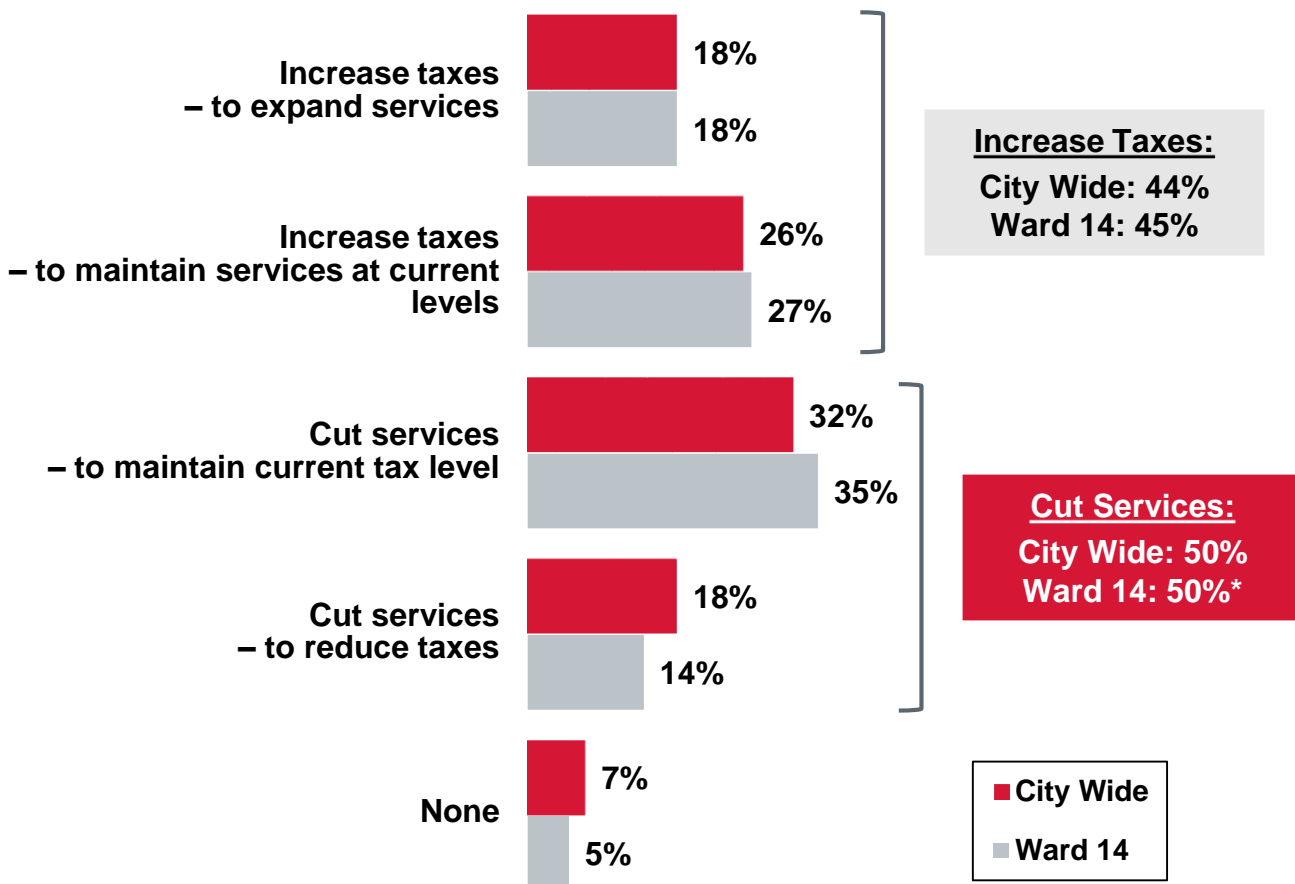
Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars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

Base: Valid respondents (City Wide: n=2,450 / Ward 14: n=183)

*Rounding

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Balancing Taxation and Service Delivery Levels

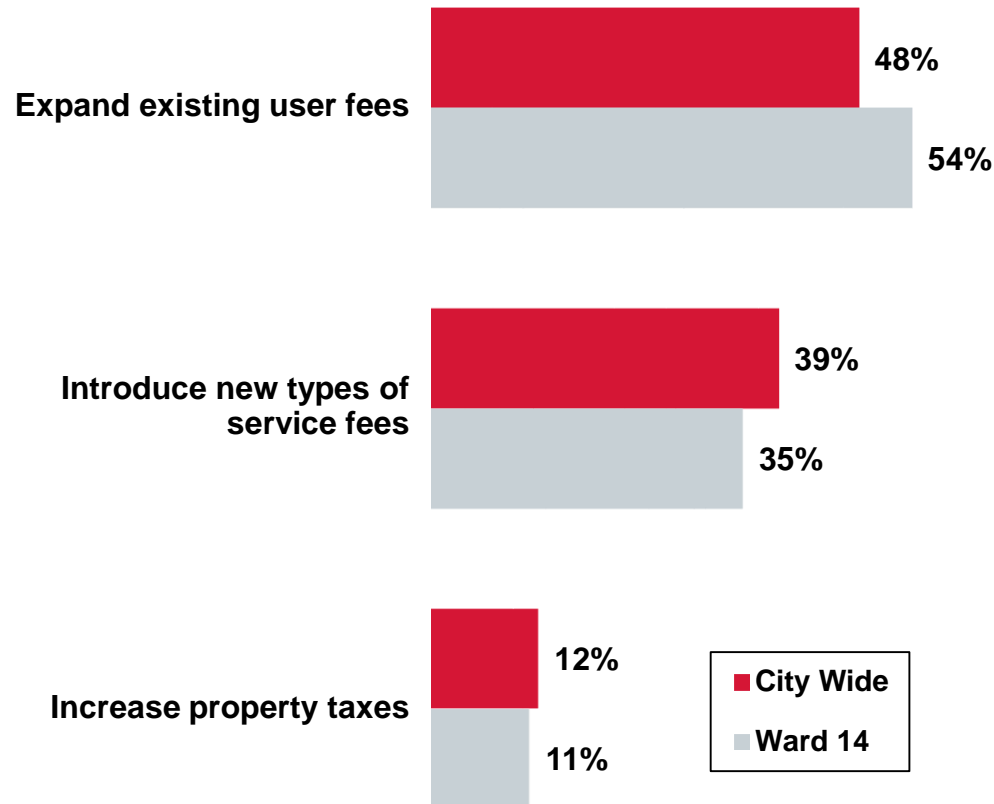


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents (City Wide: n=2,452 / Ward 14: n=187)

*Rounding

Options for Increasing City Revenue

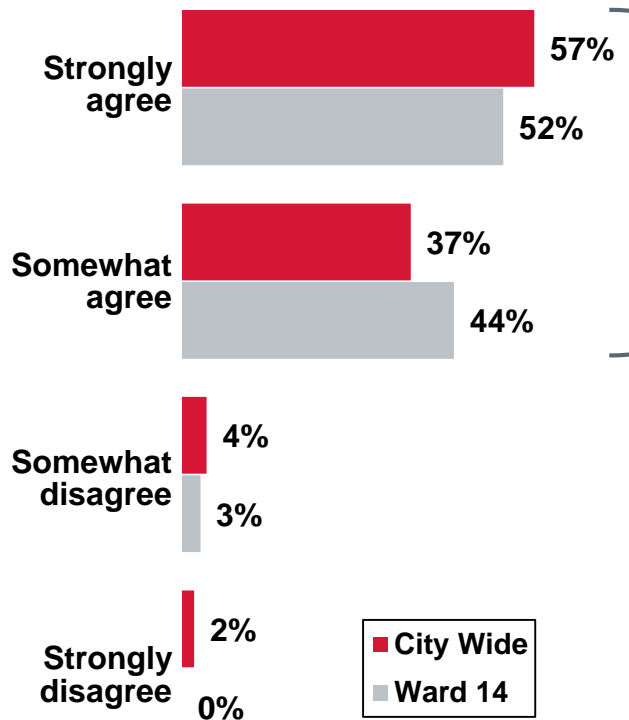


Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?

Base: Valid respondents (City Wide: n=2,297 / Ward 14: n=176)

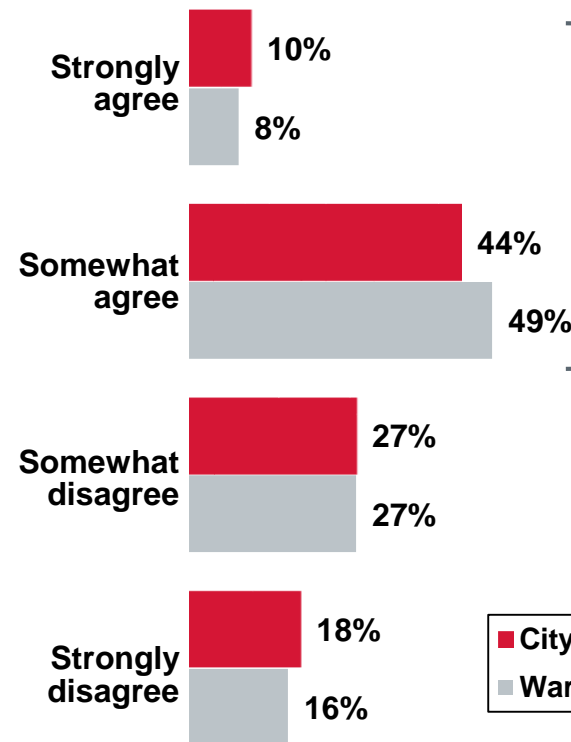
Property Tax Dollar Investment

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



Agree:
City Wide: 94%
Ward 14: 96%

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



Agree:
City Wide: 55%*
Ward 14: 57%

*Rounding

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

Base: Valid respondents (City Wide: n=2,487 / Ward 14: n=188)

Base: Valid respondents (City Wide: n=2,465 / Ward 14: n=189)

Definition of 'Value for Taxpayer Dollars'

Multiple responses

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

City Wide

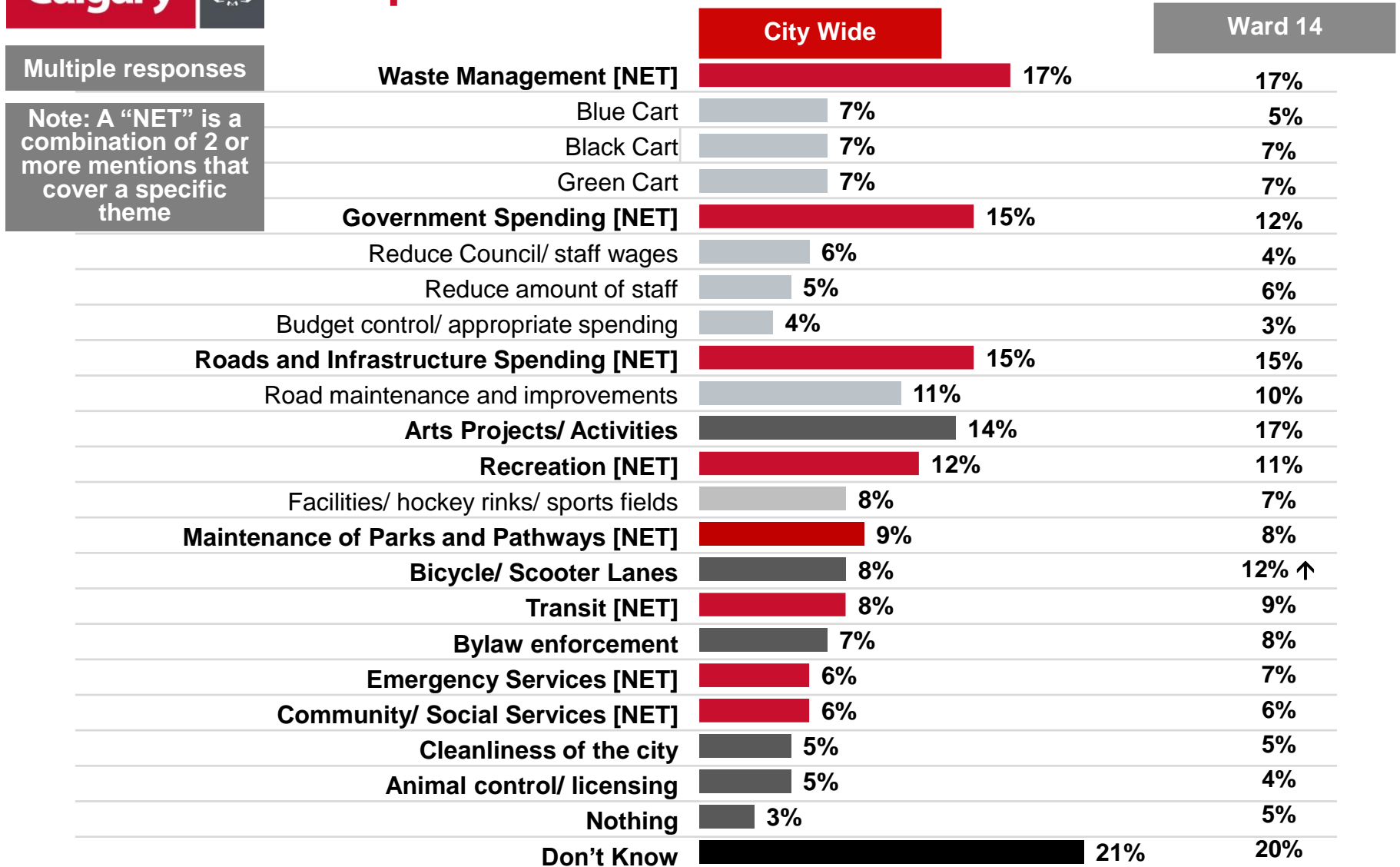
Ward 14

Good Quality of Services [NET]	51%	54%
Good/ quality services	17%	18%
Meets every need	12%	11%
Satisfied/ happy with services	9%	13%
Quick/ prompt/ fast service	8%	6%
Effective/ works well	4%	6%
Complete/ all-inclusive service	3%	3%
Appropriate Spending [NET]	49%	49%
Low cost/ affordable	14%	14%
You get what you pay for	14%	14%
Appropriate spending of taxes	13%	15%
Job is being done efficiently	11%	12%
Good value (unspecified)	4%	4%
Getting reasonable return on investment	3%	3%
Good Customer Service [NET]	12%	10%
Helpful	3%	5%
Accessible/ Convenient Services [NET]	10%	7%
Accessible/ available services	8%	6%
Convenient/ easy to use	3%	1%
Provision of Specific Services [NET]	9%	5%
Transparency [NET]	3%	4%
Value is in what's important to people	3%	2%
Don't Know	6%	2%

New Question in Fall 2019: When it comes to the services The City of Calgary provides, what does 'value' mean to you? In other words, if you say you're 'getting good value' for a service, what does that mean? Base: Valid respondents (City Wide: n=2,502 /Ward 14: n=189)

NET mentions of <3% are not shown

Proposed Service Reductions



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

↑Statistically higher than City Wide
↓Statistically lower than City Wide

NET mentions of <5% are not shown

New Question in Fall 2019: Of all the services you know of that are provided by The City of Calgary, name up to three services that you would propose to have a service reduction in order to save costs. Base: Valid respondents (City Wide: n=2,502 /Ward 14: n=189)

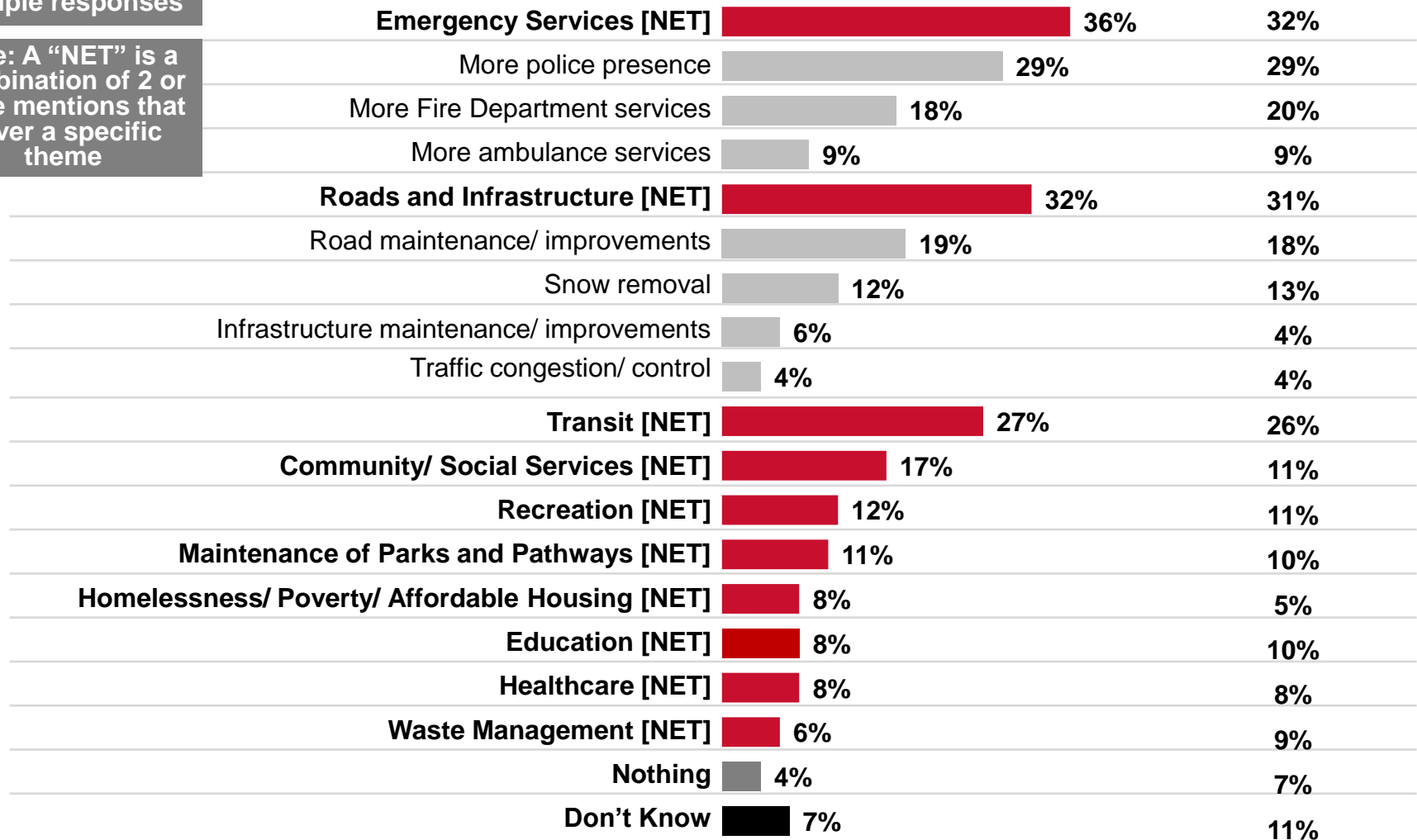
Proposed Service Increases

Multiple responses

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

City Wide

Ward 14



New Question in Fall 2019: Again, considering all the services that you know The City of Calgary provides, name up to three services that you would propose to spend more on to receive an increase in service. Base: Valid respondents (City Wide: n=2,502/Ward 14: n=189)

NET mentions of ≤5% are not shown



Contact with The City and Customer Service



Past 12 Months Contact with The City of Calgary

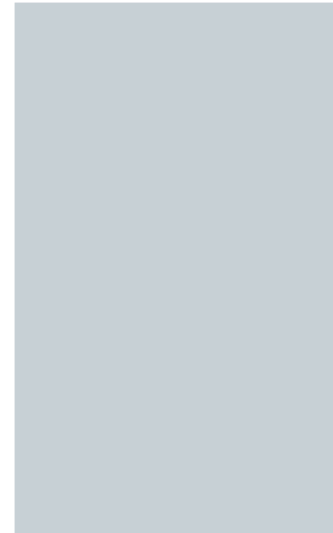
% Yes

62%



City Wide

62%

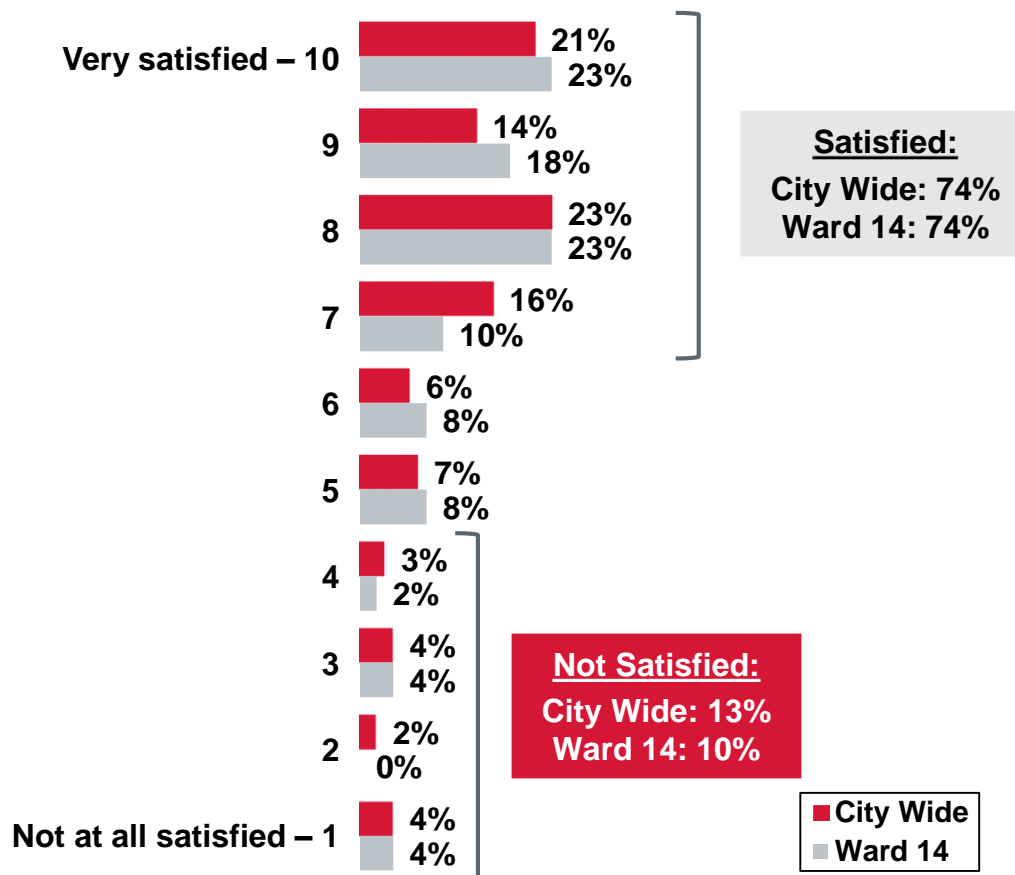


Ward 14

Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,483 / Ward 14: n=187)

Satisfaction with the Overall Level and Quality of Customer Service

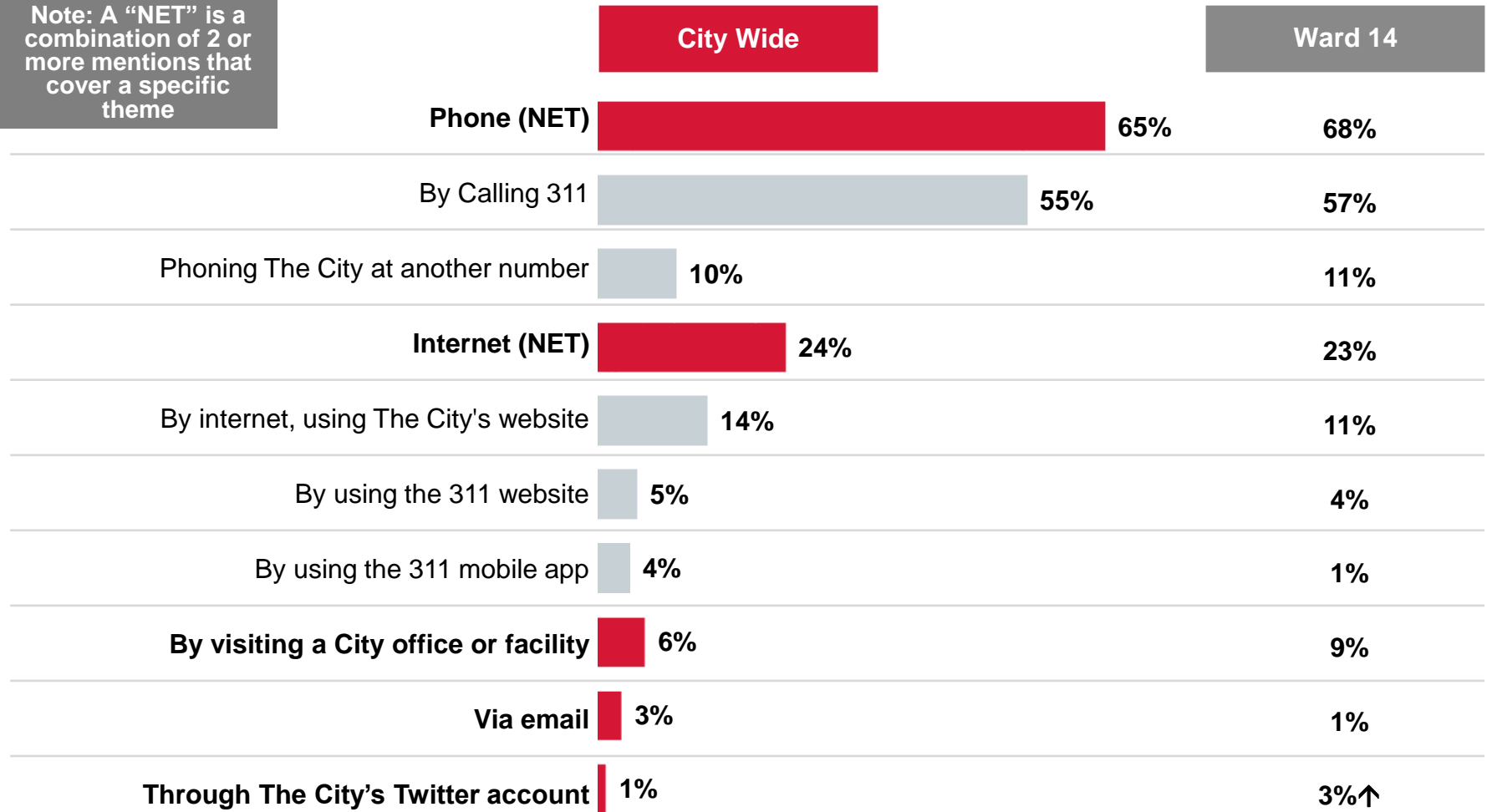


On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,581 / Ward 14: n=123)

Type of Contact

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



↑Statistically higher than City Wide
↓Statistically lower than City Wide

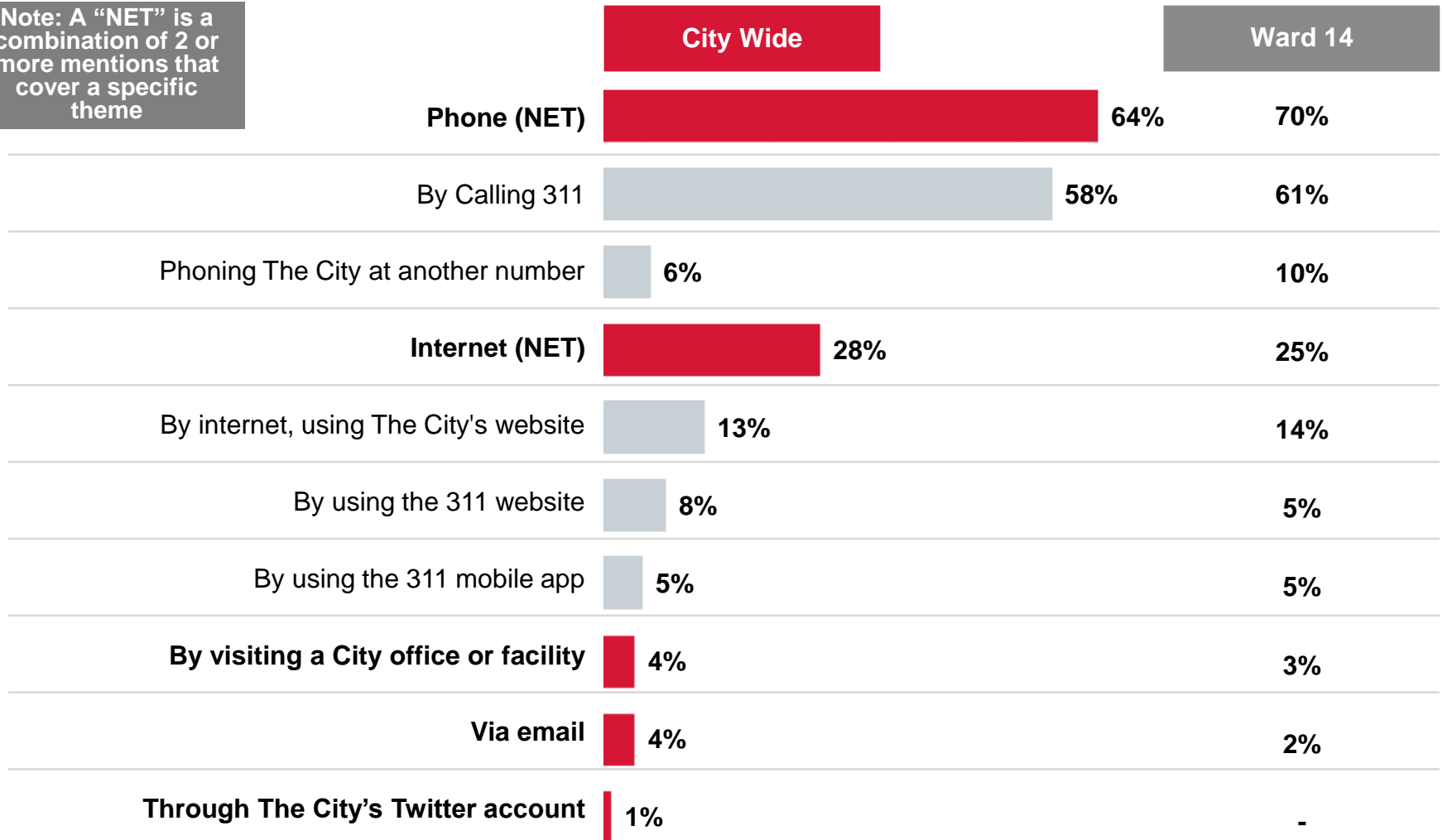
Mentions of <1% are not shown

When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,076 / Ward 14: n=83)

Preferred Method of Contact

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

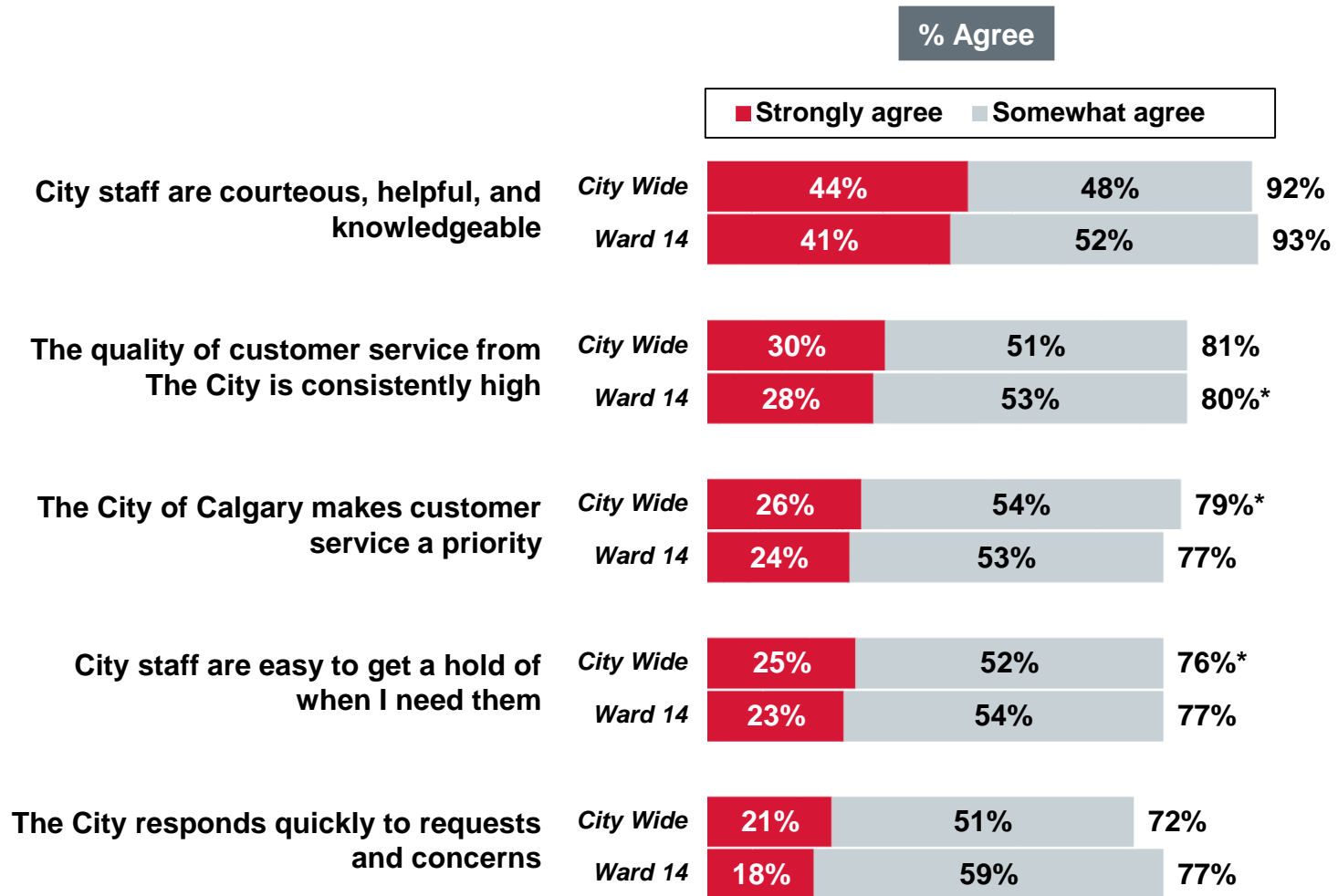


New Question in Fall 2019: What is your preferred way of contacting The City?
 Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,076 / Ward 14: n=83)

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

Mentions of <1% are not shown

Attitudes Regarding Customer Service



Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents (Bases vary)

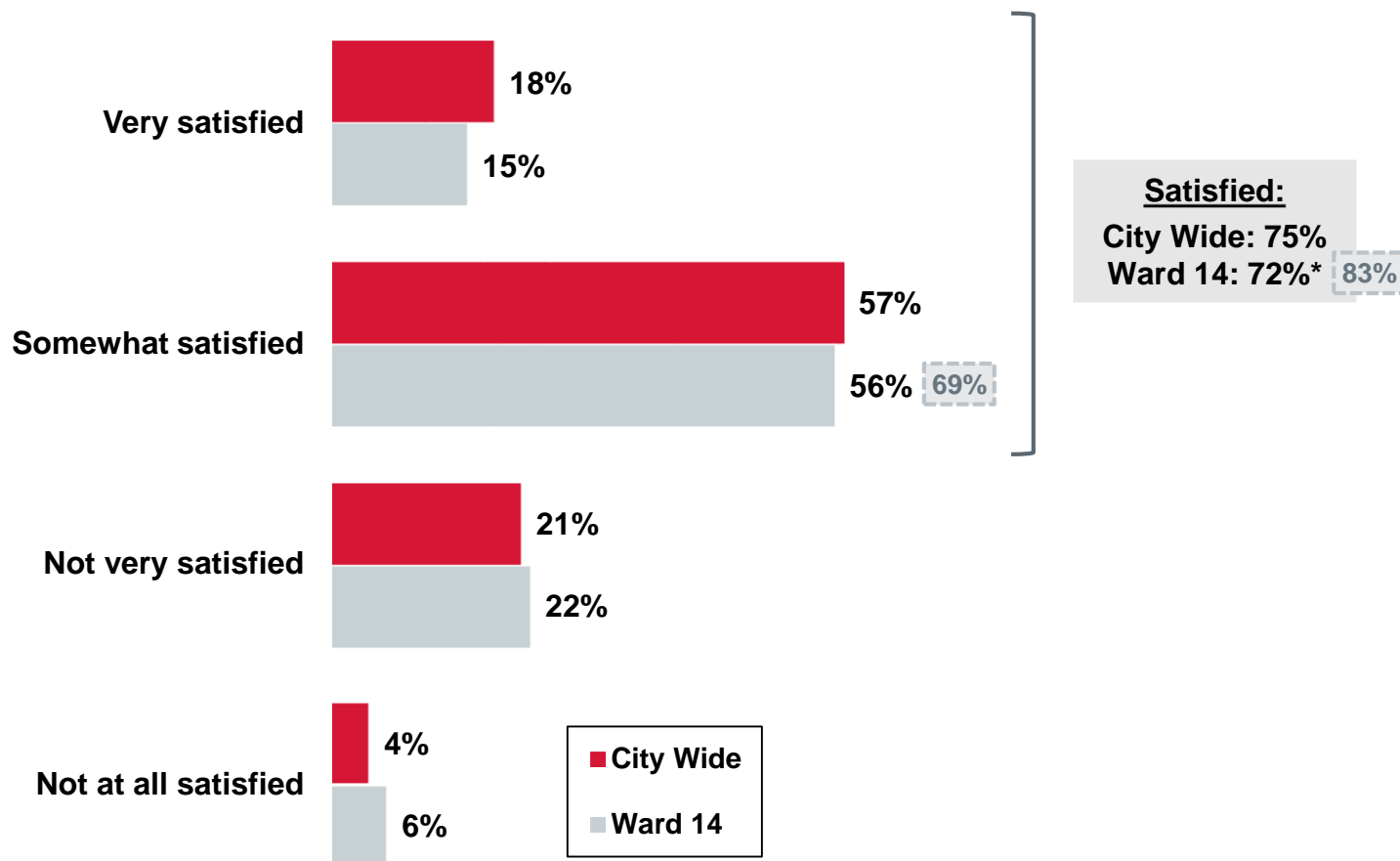
*Rounding



City Communications



Satisfaction with the Overall Quality of City Information and Communications



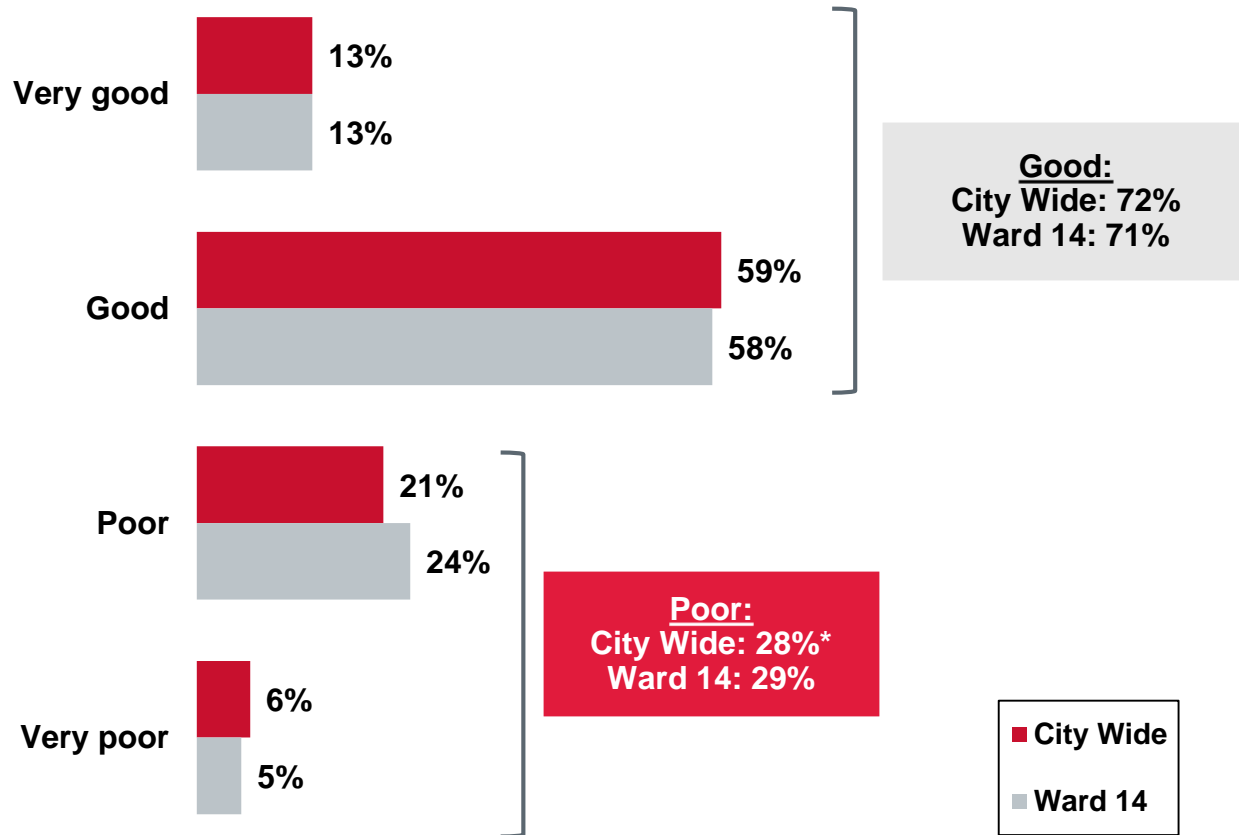
*Rounding

Ward 14 2018

And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents (City Wide: n=2,492 / Ward 14: n=189)

Overall Communications from The City

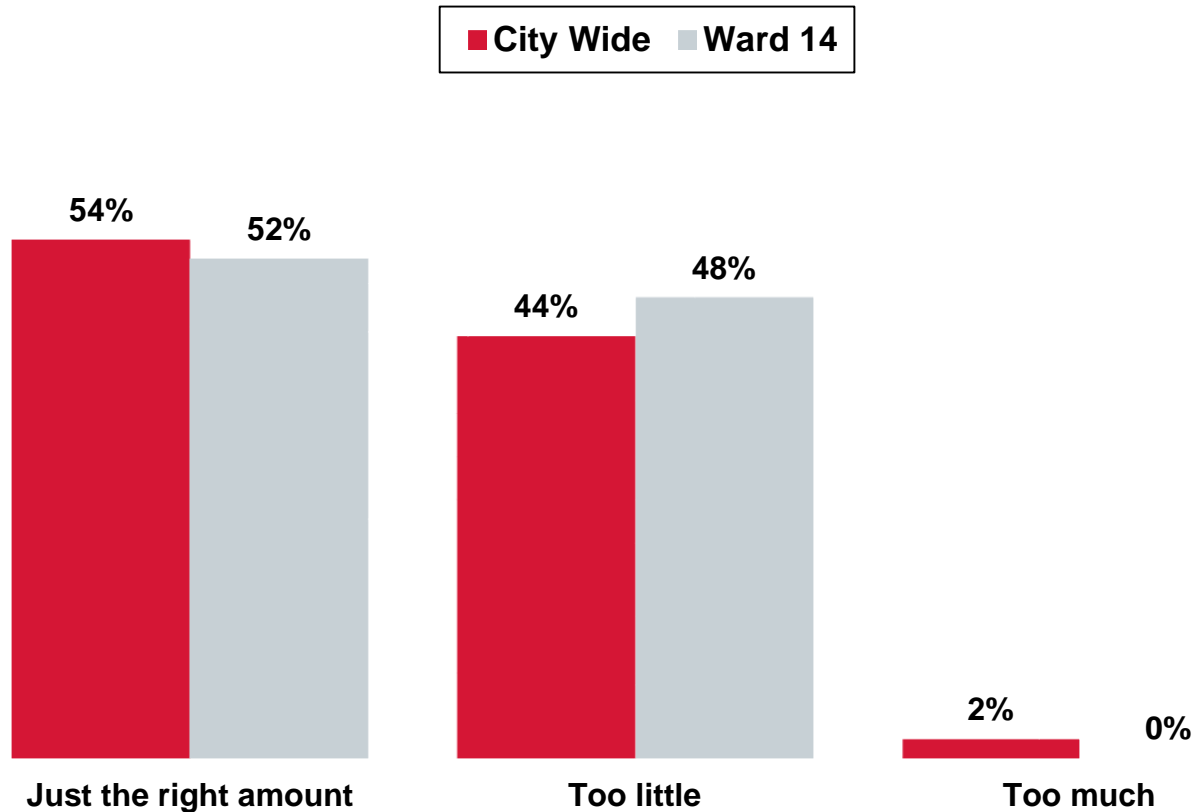


Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?

Base: Valid respondents, (City wide: n=2,486 / Ward 14: n=188)

*Rounding

The Amount of Information Accessible



In your opinion, do you currently have access to too much, too little, or just the right amount of information from The City?

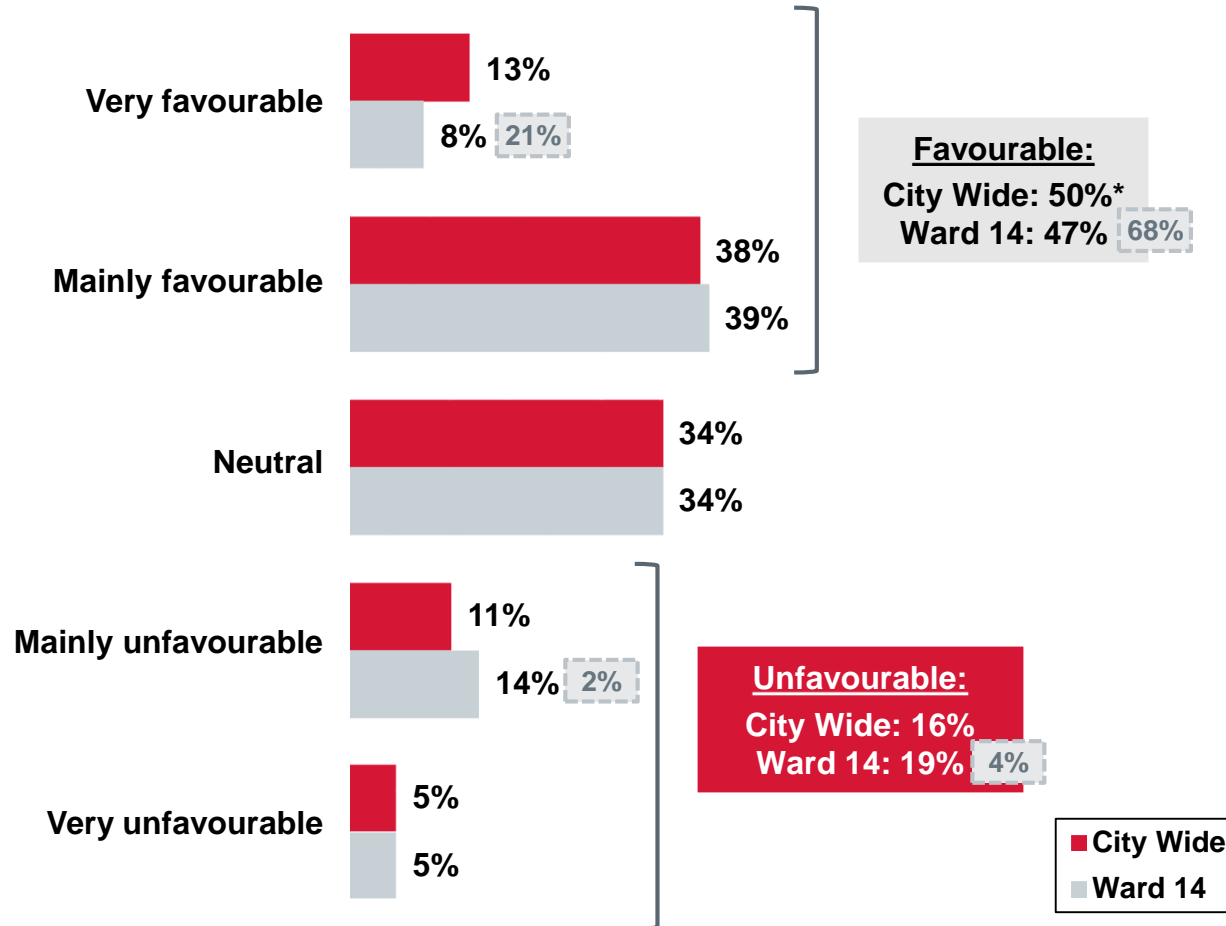
Base: Valid respondents (City Wide: n=2,470 / Ward 14: n=189)



City Reputation and Performance



Favourability

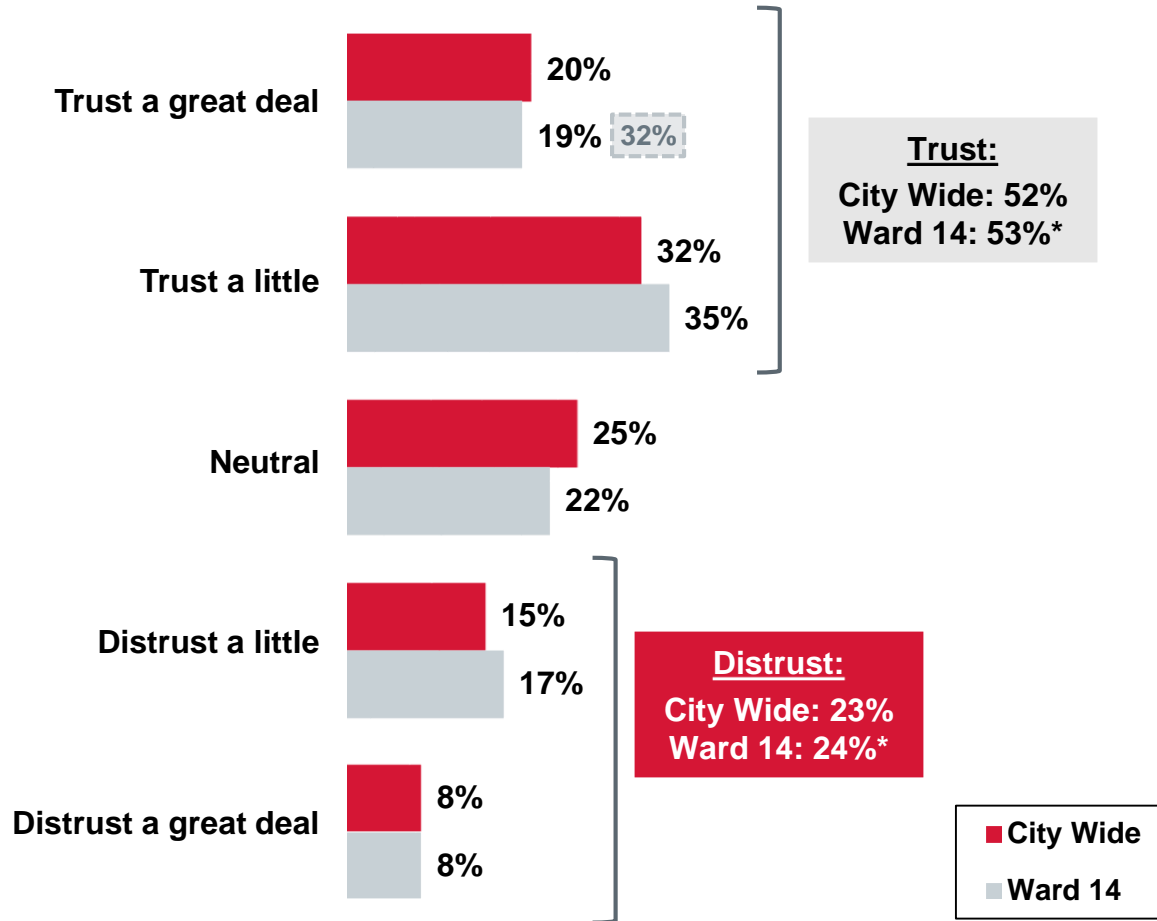


Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?

Base: Valid respondents (City Wide: n=2,495 / Ward 14: n=189)

*Rounding

Ward 14 2018

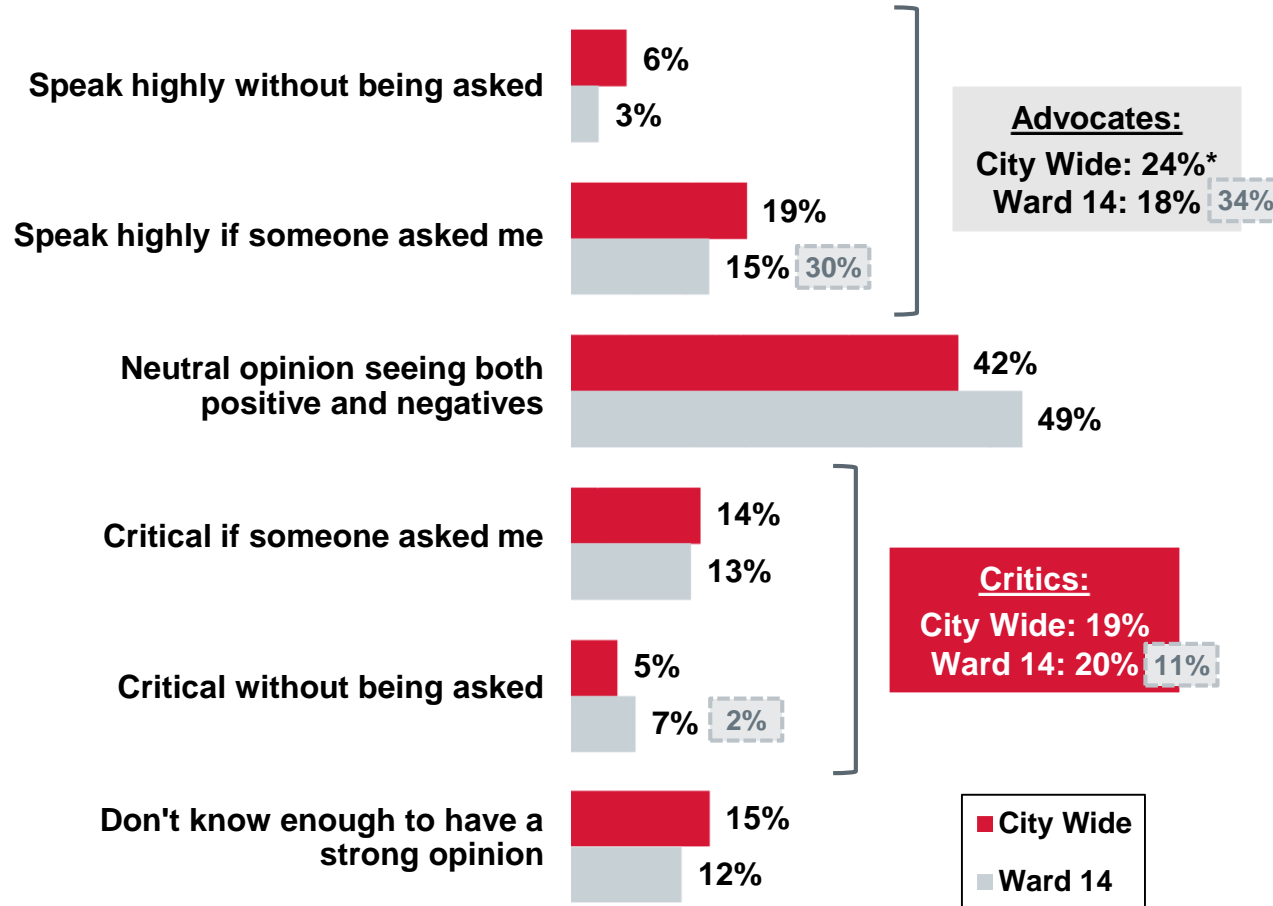


*Rounding

Ward 14 2018

Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents (City Wide: n=2,495 / Ward 14: n=188)



*Rounding

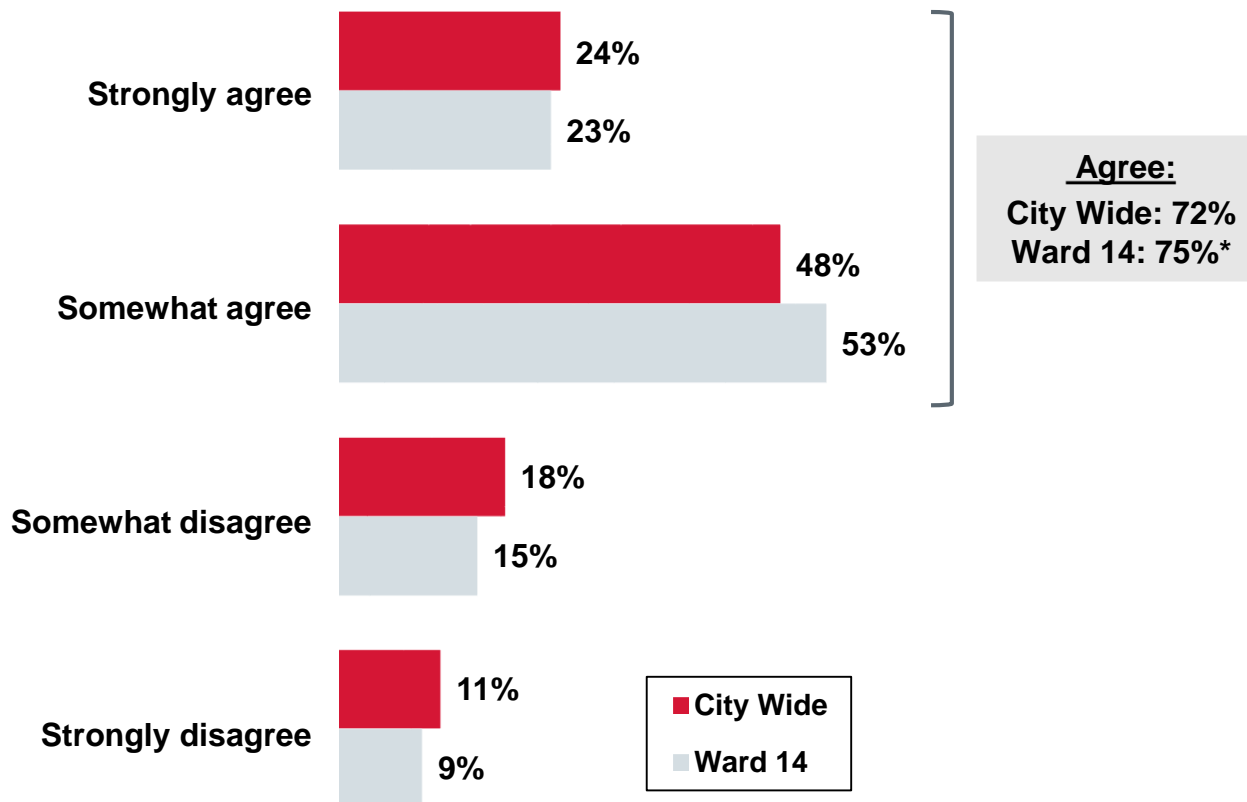
Ward 14 2018

Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 14: n=189)

Understanding of the Roles of City Council versus City Administration

I understand the roles and responsibilities of City Council compared to those of City Administration



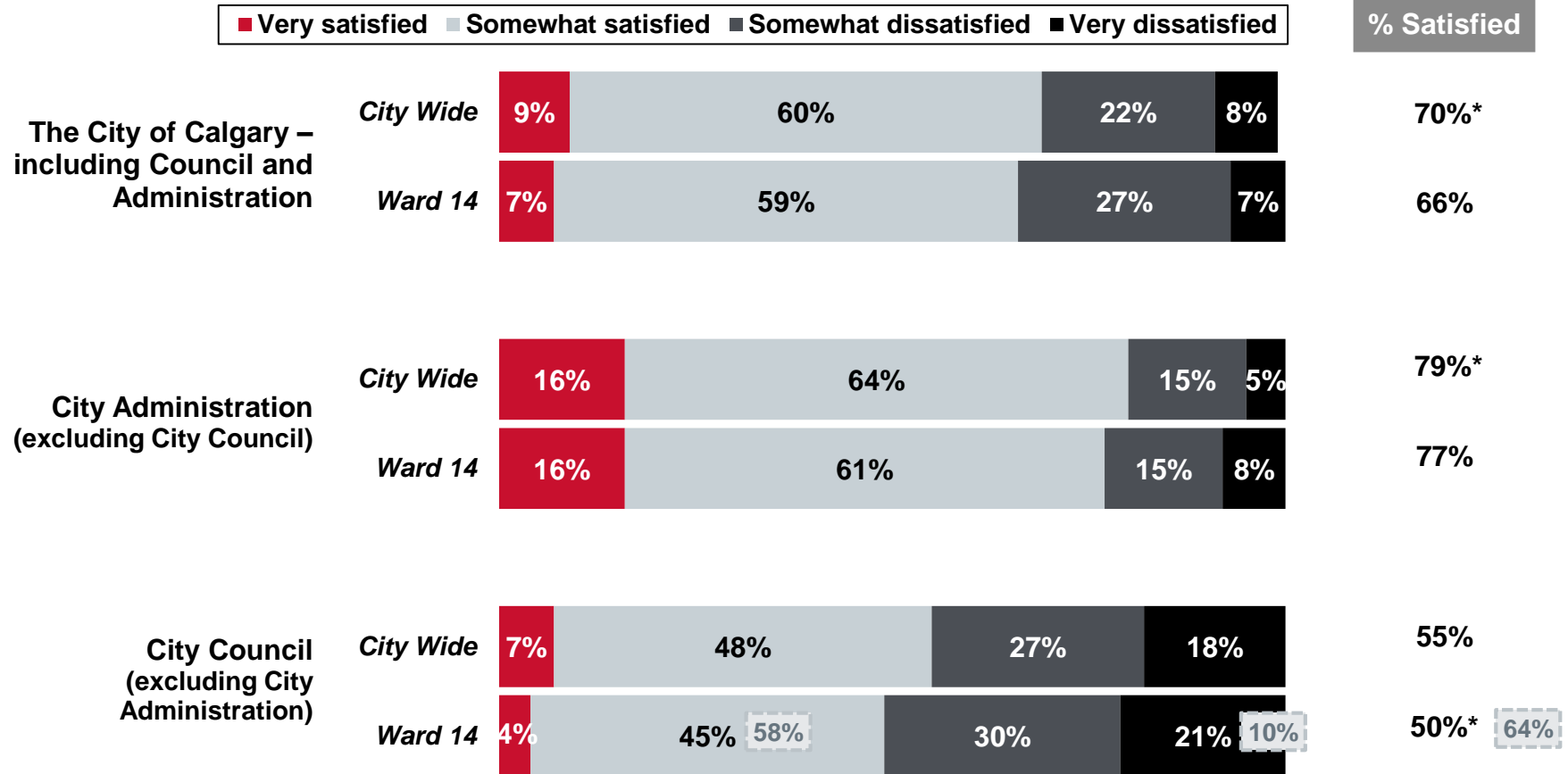
Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

*Rounding

Base: Valid respondents (City Wide: n=2,458 / Ward 14: n=188)

Perceptions About City Performance

As you may know, **City Council** is made up of elected officials who are the legislative body that govern The City. While **City Administration** is made up of non-elected employees at The City who are responsible for the management and running of local services. In other words, public servants who administer services, facilities, safety and infrastructure for communities.



*Rounding

Ward 14 2018

Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

Base: Valid respondents (Bases vary)

Attitudes Regarding Collaboration

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

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

% Agree

City Wide

15%

51%

23%

11%

66%

Ward 14

14%

51%

24%

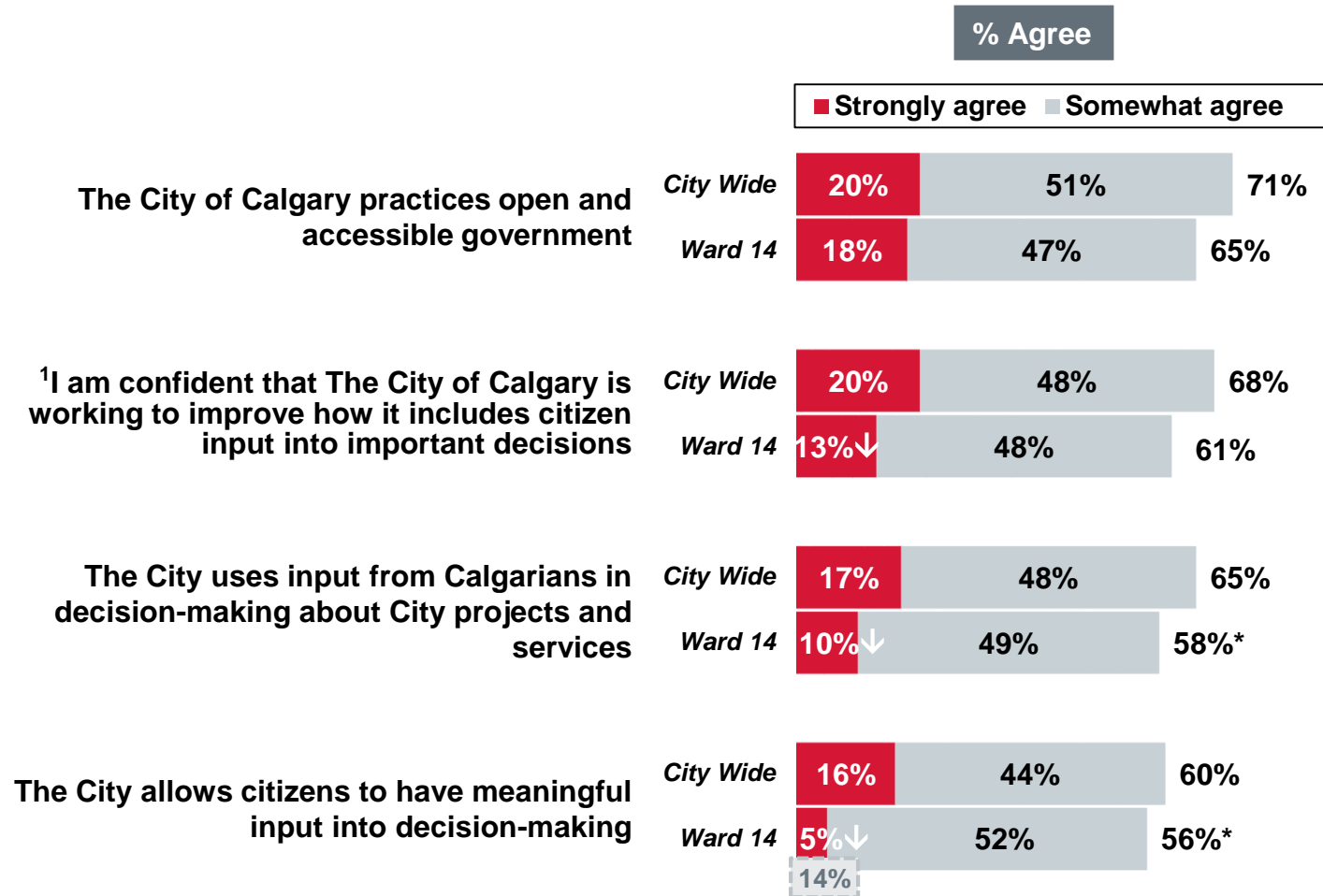
11%

65%

Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (City Wide: n=2,463 / Ward 14: n=186)

Perceptions of Transparency and Citizen Input



Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

**Rounding*

¹Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (Bases vary)

↑Statistically higher than City Wide
↓Statistically lower than City Wide



Respondent Profile



Age

	City Wide	Ward 14
18 to 24	13%	10%
25 to 34	21%	22%
35 to 44	17%	16%
45 to 54	19%	20%
55 to 64	14%	17%
65 or older	16%	15%
<i>Mean</i>	45	46

Income

	City Wide	Ward 14
Less than \$30,000	6%	4%
\$30,000 to <\$45,000	9%	8%
\$45,000 to <\$60,000	11%	6%
\$60,000 to <\$75,000	8%	9%
\$75,000 to <\$90,000	8%	5%
\$90,000 to <\$105,000	11%	7%
\$105,000 to <\$120,000	11%	13%
\$120,000 to <\$150,000	13%	18%
\$150,000 or more	23%	29%

Education

	City Wide	Ward 14
Completed high school or less	16%	8%
Some post secondary or completed a college diploma	35%	47%
Completed university degree or post-grad degree	49%	44%

Gender

	City Wide	Ward 14
Male	50%	46%
Female	50%	54%
Other	0%	0%

Base: Valid respondents (Bases vary)

Household Characteristics

Type of Home

	City Wide	Ward 14
Single-detached house	70%	76%
Apartment or apartment-style condominium	12%	6%
Duplex, triplex or fourplex	8%	8%
Townhouse or rowhouse	8%	8%
Another type of multi-dwelling unit	1%	1%

Children and Seniors in Household

	City Wide	Ward 14
Yes - Children	34%	38%
Yes - Seniors	18%	18%

Household Size

	City Wide	Ward 14
1	14%	7%
2	30%	26%
3	19%	25%
4	22%	24%
5 or more	15%	18%
Mean	3.0	3.3

Responsible for Property Taxes

	City Wide	Ward 14
Yes	84%	83%
No	16%	17%

Own or Rent

	City Wide	Ward 14
Own	76%	81%
Rent	19%	11%
Other	6%	8%

Tenure in Calgary

	City Wide	Ward 14
Less than 5 years	6%	5%
5 to less than 10 years	9%	9%
10 to less than 15 years	10%	9%
15 to less than 20 years	11%	13%
20 to less than 30 years	23%	24%
30 to less than 40 years	16%	16%
40 or more	25%	25%
Mean	28	27

Base: Valid respondents (Bases vary)

Respondent Characteristics

Born in Canada

	City Wide	Ward 14
Yes	74%	84%
No	26%	16%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=600)	Ward 14 (n=27)
Less than 12	29%	26%
12 to 17	15%	15%
18 or older	56%	55%
No response	1%	4%

Ethnic Background

	City Wide	Ward 14
Caucasian/ White	26%	34%
British	18%	21%
Canadian/ French Canadian	17%	23%
Northern or Western European	12%	16%
East or Southeast Asian	9%	2%
Southern or Eastern European	7%	9%
South Asian	7%	1%
Central/ South American or Caribbean	3%	3%
West Asian or Middle Eastern	3%	2%
African	3%	2%
Aboriginal/ First Nations/ Metis	2%	1%

Disability

	City Wide	Ward 14
Yes	17%	14%
No	83%	86%

Visible Minority

	City Wide	Ward 14
Yes	24%	10%
No	76%	90%

Base: Valid respondents (Bases vary)

Contact

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Krista.Ring@Calgary.ca