

Calgary



City of Calgary Citizen Satisfaction Survey
TEACHER'S TOOLKIT



Teacher’s Guide: City of Calgary Citizen Satisfaction Survey

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Welcome



I love good data because it leads to good decisions. The Citizen Satisfaction Survey gives The City of Calgary an excellent snapshot of what Calgarians are thinking.

Over the past few years, the data shows what most Calgarians already know: we live in a great city with a high

quality of life. We are proud to live here and, for the most part, we get good value for our tax dollars. Plus, we're optimistic that, as a community, we're on the right track.

Students need supportive adults, safe neighbourhoods and caring teachers like you. Our students need role models that will help them develop a sense of civic and social responsibility. Thanks for participating in exercises like this toolkit that highlight the important role of City services in daily life and how they contribute to the high quality of life in Calgary.

- Mayor Naheed Nenshi

Background

At City Hall School, teachers and students work with City of Calgary employees and meet with Council members as they learn more about City of Calgary services, municipal governance and what it means to be a Calgarian. In 2014, a group of students from Westmount Charter School attended City Hall School during their unit on *happiness* and *probability/statistics*.

The City's Corporate Research Team was invited to design a session on the annual Citizen Satisfaction Survey, which measures citizens' perceptions and satisfaction of quality of life, and programs and services at The City. It was through this session that this toolkit was developed.

This exercise was a good way of showing students how surveys are used as a research technique and how the answers are used to guide decisions around the City services that students use each and every day. After learning about the Citizen Satisfaction Survey and completing a student-friendly version, students have an opportunity to see how their perceptions rank against the general population.

Learning Outcomes

In the Grade 6 Social Studies program, students examine how participation in the democratic process is a means for governments and citizens to affect change in their communities. They explore how democratic principles and ideals are reflected in the structure and functions of local and provincial governments. Various research methods are also explored as part of the math unit on Statistics and Probability. This toolkit can be connected to the following learning outcomes:

Citizens Participating in Decision Making

Students will demonstrate an understanding and appreciation of the dynamic relationship between governments and citizens as they participate in an annual Citizen Satisfaction Survey and increase their understanding of how citizen input is used in decision making.

Statistics and probability (data analysis)

Collect, display and analyze data to solve problems:

- (1) Create, label and interpret graphs to draw conclusions;
- (2) Select, justify and use appropriate methods of collecting data, including experiments, databases, electronic media and questionnaires.

Survey Background

About the survey

Since 1997, The City has conducted the Annual Citizen Satisfaction Survey to understand and respond to the changing needs and expectations of Calgarians. The survey is done each fall to align with budgets and business planning. This helps The City understand what Calgarians want before planning for the future.

Why do we do the survey?

- It provides City Council and Administration with an idea of citizens' opinions about the programs and services provided by The City.
- It is an important tool for looking at the big picture of citizens' satisfaction and expectations with City of Calgary programs and services.

What do we do with the information?

The information collected from the survey is shared with City departments. This allows The City to improve programs and services with input from citizens. It is also used to measure The City's performance – it's like a report card for The City.

Suggested Activities

1. Relate survey to applicable learning outcomes
2. Provide overview of survey – what is it/why it's done
3. Pre-survey group discussion
4. Students complete survey
5. Post-survey group discussion
6. Results comparison

Pre-survey Discussion

We suggest using a whiteboard or flipchart to capture students' responses to the following questions:

1. What does satisfaction mean?
2. If it were up to you, how would you measure satisfaction?
3. What do you think should be asked in a survey about satisfaction on something?
4. What would you want The City to know?
5. What makes a good survey?

Post-survey Discussion

1. What did you think of the questions?
2. Which questions did you like/not like?
3. Any question that you didn't understand?
4. What would you change in the survey?
5. What actions would you take as a result of the survey findings?

Tips for Creating a Good Survey

- ✓ **It's not too long. Shorter is better as long as you get the information you need.**
 - A five minute survey is great but only if you ask the questions you need answers to. It's usually better to take a few more minutes to get the information you need.

- ✓ **The first few questions are fairly easy so the people taking the survey can get comfortable with answering the questions.**
 - If you start with difficult questions, people may not want to finish the survey. If your survey is about students' ideas for a new playground at the school, you might want to start with an easy question such as "What is your favourite game to play with your friends at school?"

- ✓ **The order of the questions makes sense and similar questions are grouped together.**
 - Personal information questions like their age, the community they live in, and how many people live in their house. These would usually be grouped together.

- ✓ **The personal information questions are at the end of the survey.**
 - If you put personal information questions at the end of a survey, people are more likely to answer them because they are more comfortable.

- ✓ **Simple language is used – people taking the survey need to understand the questions to be able to answer them properly.**
 - Make sure that you are using words that everyone can understand.

- ✓ **Questions are clear so that the people taking the survey know what you mean.**
 - Asking the question: "How satisfied are you with the services you get?" isn't clear enough. If we mean the services from The City of Calgary, we should ask "How satisfied are you with the services you get from The City of Calgary?"

- ✓ **The answer choices make sense.**
 - If you ask the question "How satisfied are you with the services you get from The City of Calgary?", the following answer choices won't make sense:
 - Excellent
 - Good
 - Fair
 - Poor
 - The better choices are: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

Student survey

In *Appendix A* you will find a printable survey for your students. This survey has been customized to a Grade 6 level and the questions are comparable to the questions in the actual Citizen Satisfaction Survey.

Comparison data

In *Appendix B* you will find the results from the 2018 Citizen Satisfaction Survey. With this data, you will be able to share with students how their perceptions of City services and programs compare to the general population.

When compared to the average of other Canadian cities in Ipsos Reid's database, The City of Calgary performs as well as or better on several measures.



Appendix A

The City of Calgary Student Citizen Satisfaction Survey

Each year, The City of Calgary conducts the Citizen Satisfaction Survey with Calgarians to collect opinions about The City's programs and services.

The information from this survey is collected under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and is used to help The City of Calgary make decisions about City services.

1. a) What do you think is the most important issue facing your community and should get more attention from City leaders?

b) Can you think of any other important issues in Calgary?

2. On a scale of 1 to 10 where 1 is **very poor** and 10 is **very good**, how would you rate the overall quality of life in Calgary? Please circle your answer.

Very poor 1 2 3 4 5 6 7 8 9 **Very good**
10



3. Do you feel that the quality of life in Calgary in the past three years has . . .

- Improved
- Stayed the same
- Worsened

4. The City of Calgary provides a variety of services including police, fire, transit, recreation, parks, roads, water and sewer as well as community planning and social development. The following is a list of some programs and services provided to you by The City of Calgary. How satisfied are you with the job that The City is doing in providing this program or service?

	Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Don't know
The Fire Department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your home garbage collection service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your home Blue Cart recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City-operated recreation programs such as swimming lessons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City land use planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calgary's parks, playgrounds and other open spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of drinking water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bylaw services for things such as noise complaints, fire pits and weeds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal control services for stray animals and dog licensing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?

- Too much
- Just the right amount
- Too little



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

- Very unsafe
- Somewhat unsafe
- Mostly safe
- Very safe

10. Next are some statements that some people have said about life in Calgary. Please tell us 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**. Please circle your answer for each statement.

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

Completely disagree										Completely agree
1	2	3	4	5	6	7	8	9	10	

b) I am proud to be a Calgarian

Completely disagree										Completely agree
1	2	3	4	5	6	7	8	9	10	

c) I am proud to live in my neighbourhood

Completely disagree										Completely agree
1	2	3	4	5	6	7	8	9	10	

d) I am regularly involved in neighbourhood and local community events

Completely disagree										Completely agree
1	2	3	4	5	6	7	8	9	10	



e) Calgary is a great place to live

**Completely
disagree**

**Completely
agree**

1

2

3

4

5

6

7

8

9

10

You're almost finished. The last few questions help us to group responses and sort the information collected.

11. What community do you live in?

12. Are you a . . .

- Boy
- Girl
- Prefer not to answer

13. How many years have you lived in Calgary?

_____ years

This completes the survey. Thank you very much for taking the time to provide feedback!

Appendix B

Comparison Data

City of Calgary 2018 Citizen Satisfaction Survey Results

Each year, The City of Calgary conducts the Citizen Satisfaction Survey with Calgarians to collect opinions about The City's programs and services.

The information from this survey is collected under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and is used to help The City of Calgary make decisions about City services.

1. a) What do you think is the most important issue facing your community and should get more attention from leaders?

- 29% Infrastructure, traffic and roads (conditions, maintenance, improvement, snow removal)
- 12% Transit
- 9% Crime, safety and policing
- 5% Taxes
- 5% Recreation
- 4% Economy
- 4% Education
- 3% Homelessness, poverty and affordable housing
- 3% Environment and waste management
- 3% Growth and planning

b) Can you think of any other important issues in Calgary?

- 11% Infrastructure, traffic and roads (conditions, maintenance, improvement, snow removal)
- 5% Crime, safety and policing
- 4% Transit
- 4% Recreation
- 4% Environment and waste management
- 3% Taxes
- 3% Education
- 2% Homelessness, poverty and affordable housing
- 1% Economy
- 1% Growth and planning

2. On a scale of 1 to 10 where 1 is **very poor** and 10 is **very good**, how would you rate the overall quality of life in Calgary? Please circle your answer.

Very poor										Very good
1	2	3	4	5	6	7	8	9	10	
0%	0%	1%	2%	4%	7%	22%	40%	16%	7%	

85% Top Box (7, 8, 9, 10)

3. Do you feel that the quality of life in Calgary in the past three years has . . .

- 22% Improved**
- 49% Stayed the same**
- 29% Worsened**

4. The City of Calgary provides a variety of services including police, fire, transit, recreation, parks, roads, water and sewer as well as community planning and social development. The following is a list of programs and services provided to you by The City of Calgary. How satisfied are you with the job that The City is doing in providing this program or service?

	Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Don't know
The Fire Department	83%	16%	1%	0%	
Your home garbage collection service	56%	32%	8%	4%	<i>Results are not available for "Don't know" because it is not offered as a response choice in the Citizen Satisfaction Survey but was added to this version based on feedback from students.</i>
Your home Blue Cart recycling	59%	32%	6%	4%	
City-operated recreation programs such as swimming lessons	40%	53%	5%	2%	
City land use planning	19%	65%	12%	4%	
Calgary's parks, and other open spaces	53%	42%	3%	1%	
The quality of drinking water	71%	24%	4%	1%	
Bylaw services for things such as noise complaints, fire pits and weeds	31%	54%	10%	5%	
Animal control services for stray animals and dog licensing	42%	50%	5%	3%	

	Very satisfied or somewhat satisfied	Not very or not at all satisfied	Don't know
The Fire Department	99%	1%	
Your home garbage collection service	88%	12%	<i>Results are not available for "Don't know" because it is not offered as a response choice in the Citizen Satisfaction Survey but was added to this version based on feedback from students.</i>
Your home Blue Cart recycling	91%	9%	
City-operated recreation programs such as swimming lessons	93%	7%	
City land use planning	84%	16%	
Calgary's parks, and other open spaces	95%	5%	
The quality of drinking water	95%	5%	
Bylaw services for things such as noise complaints, fire pits and weeds	86%	14%	
Animal control services for stray animals and dog licensing	92%	8%	

5. In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?

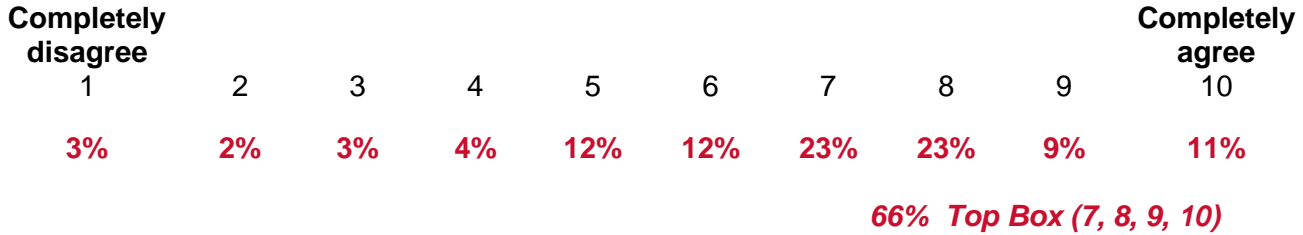
2% Too much
 57% Just the right amount
 41% Too little

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

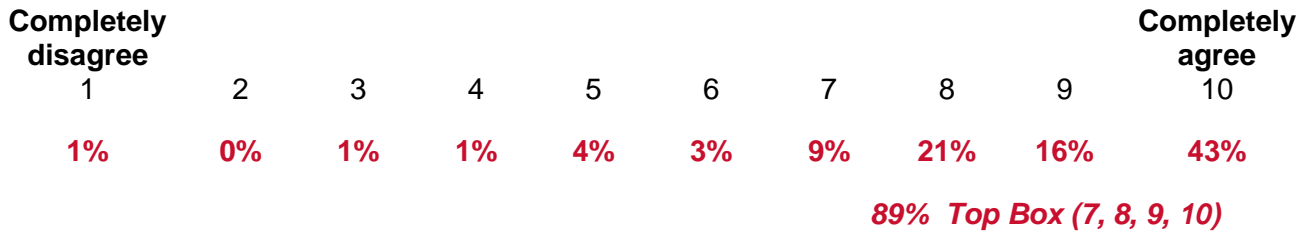
41% Very safe
 42% Reasonably safe
 13% Somewhat unsafe
 4% Very unsafe

10. Next are some statements that some people have said about life in Calgary. Please tell us 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**. Please circle your answer for each statement.

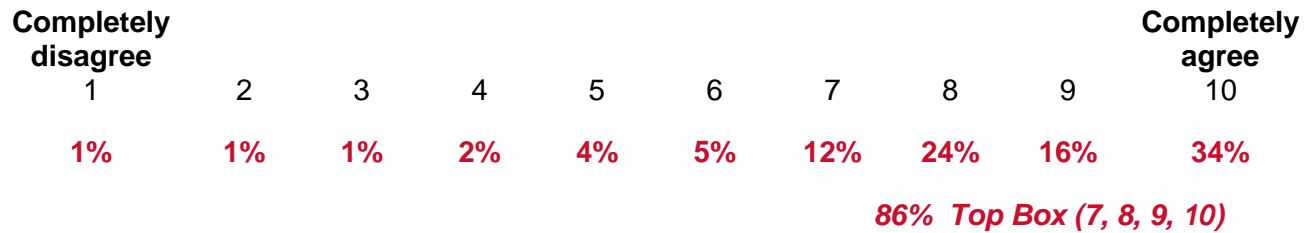
a) Calgary is moving in the right direction to ensure a high quality of life for future generations



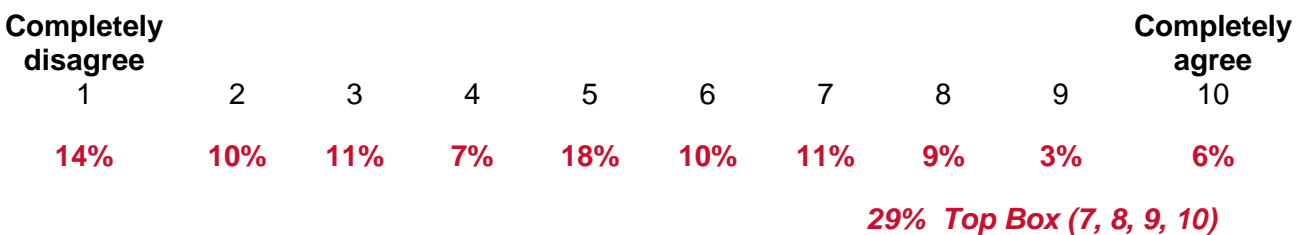
b) I am proud to be a Calgarian



c) I am proud to live in my neighbourhood

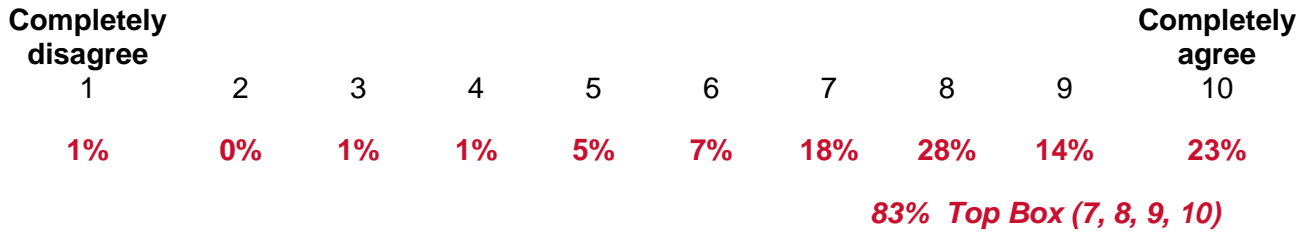


d) I am regularly involved in neighbourhood and local community events





e) Calgary is a great place to live



You're almost finished. The last few questions help us to group responses and sort the information collected.

11. What community do you live in?

12. Are you a . . .

- Boy
- Girl
- Prefer not to answer

13. How many years have you lived in Calgary?

Average = 26 years

This completes the survey. Thank you very much for taking the time to provide feedback!

Appendix C

Tabulating survey responses will help you see what percentage of students chose a particular answer. The way you do this will depend on the type of question. Questions that provide:

1) A list of response options and only one answer is allowed (single response):

- For each response option, count the number of students who chose it, divide that number by the total number of students who completed the survey, and multiply the result by 100. Assuming all students who took the survey answered this question, the percentages should total 100%.

$$\# \text{ who chose this answer} \div \# \text{ who completed the survey} \times 100 = \text{result}$$

Example: Do you feel that the quality of life in Calgary in the past three years has . . .

	# who chose this answer		# who completed the survey		Result
Improved	4	÷	10	X 100	40%
Stayed the same	3	÷	10	X 100	30%
Worsened	3	÷	10	X 100	30%

2) A list of response options and multiple answers are allowed (multiple response):

- Tabulate the responses as you would for a single response question. The difference is that the percentages will most likely total more than 100%.

3) Response option requires the student to provide an answer in their own words (open-end):

- Begin by reading through the responses and making a list ideas/themes mentioned by students. Group similar things together (e.g., “roads are too busy” and “too much traffic” can be grouped).
- For each idea or theme, count the number of students that mentioned it in their response, divide that number by the total number of students who completed the survey, and multiply the result by 100. The percentages will most likely total more than 100% because each student can mention more than one idea or theme.

Example: What do you think is the most important issue facing your community?

Response	# who mentioned the idea/theme		# who completed the survey		Result
Roads are too busy	2	÷	10	X 100	20%
Not enough parks	5	÷	10	X 100	50%
Pollution	3	÷	10	X 100	30%
Too much crime	3	÷	10	X 100	30%