

# 2018 Quality of Life and Citizen Satisfaction Survey

Ward 10 Report

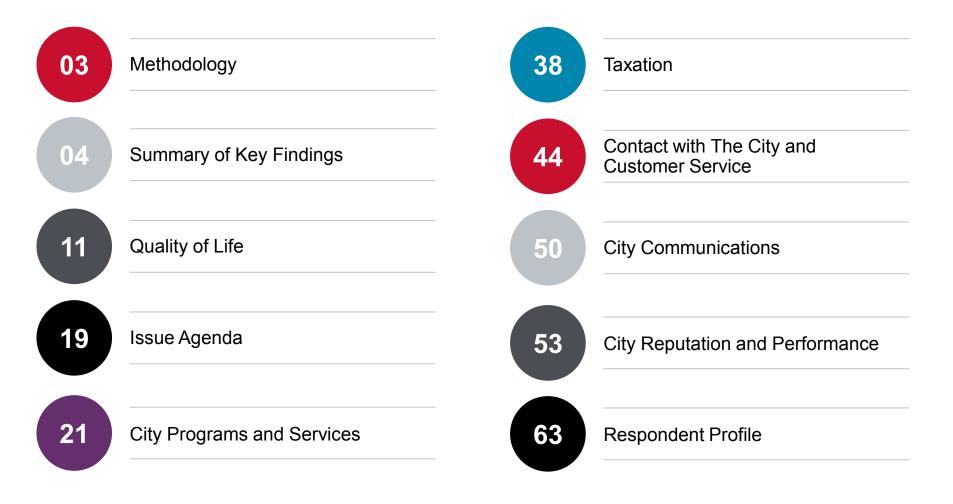
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#### Methodology

- Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 15<sup>th</sup> and September 12<sup>th</sup>, 2018.
  - Both landline (60%) and cell phone (40%) sample were used.
  - The average interview length was 32 minutes.
- Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2016 Municipal and Federal Census data.
- The margin of error (MOE) for the total sample of 2,500 is ± 2.0 percentage points,19 times out of 20.
  - A total of 185 interviews were conducted with residents of Ward 10 (MOE ±7.2).
- Research note on significant differences.
  - Throughout, City Wide results are compared to results from Ward 10.
    - $\uparrow$  indicates a number is significantly higher than City Wide.
    - $\psi$  indicates a number is significantly lower than City Wide.
- Where possible, 2018 results for Ward 10 are compared to those from 2017.
  - Only significant differences are shown.





#### **Summary of Key Findings**



## Calgary 🚳 Key Findings: Quality of Life

Ward 10 residents rate quality of life similar to that of City Wide, but they are less likely to have pride and to feel safe in their own neighbourhood.

- Eight-in-ten (82%) Ward 10 residents say the quality of life in Calgary today is 'good,' statistically consistent with 86% City Wide.
- One-half (49%) of Ward 10 residents say the quality of life in Calgary has stayed the same over the past three years (identical to 49% City Wide), while 25% say it has improved (on par with 22% City Wide), and 26% say it has worsened (on par with 29% City Wide).
- Ward 10 residents stand out as proud Calgarians, but are not proud to live in their own community.
  - Half (52%) of Ward 10 residents *completely* agree they are proud to be a Calgarian (9 points higher than 43% City Wide) and three-in-ten (31%) *completely* agree that Calgary is a great place to make a life (8 points higher than 23% City Wide). They are also more likely to *completely* agree Calgary is moving in the right direction to ensure a high quality of life for future generations (20% vs. 11% City Wide).
  - Nearly three-quarters (73%) of Ward 10 residents agree they are proud to live in their neighbourhood, which is 13 percentage points lower than 86% City Wide.
- Perceived safety is markedly lower than City Wide.
  - Roughly two-thirds (64%) of Ward 10 residents say they would feel safe walking alone in their neighbourhood after dark – a significant 18 percentage points lower than City Wide (82%).

#### Key Findings: Issue Agenda and Level and Quality of Services and Programs

#### The Ward 10 issue agenda is very similar to City Wide.

Calgary

- The top issues in Ward 10 are "*infrastructure, traffic and roads*" (42%, on par with 40% City Wide), "*crime, safety and policing*" (16%, on par with 14% City Wide) and "*transit*" (12%, on par with 16% City Wide).
- Ward 10 residents are more likely than City Wide to mention "snow removal" (14% vs. 8% City Wide).
- Mentions of "*infrastructure, traffic and roads*" have increased by 14 points from 2017(42% vs. 28% in 2017).

Overall satisfaction with the level and quality of City services is the same as City Wide results.

Nearly eight-in-ten (77%) Ward 10 residents say they are satisfied with the overall level and quality of services and programs provided by The City – identical to 77% City Wide.

## **Key Findings: City Programs and Services**

# Ward 10 residents stand out from City Wide residents in terms of importance, satisfaction and desired investment in many services.

- ↔ Ward 10 residents are more likely to rate several services as *very* important, especially:
  - Business licenses and inspections: 58% rate as *very* important (12 points higher than 46% City Wide).
  - <u>Spring road cleaning</u>: 67% rate as *very* important (10 points higher than 57% City Wide).
  - <u>City operated recreation PROGRAMS such as swimming lessons</u>: 62% rate as *very* important (11 points higher than 51% City Wide).
  - <u>Community services such as support for community associations and not for profit groups</u>: 55% rate as very important (11 points higher than 44% City Wide).
- Ward 10 residents are more satisfied than City Wide with three services, all related to transportation.
  - <u>Transportation planning</u>: 88% are satisfied (9 points higher than 79% City Wide).
  - <u>Traffic flow management</u>: 77% are satisfied (9 points higher than 68% City Wide).
  - Calgary Transit including bus and CTrain service: 89% are satisfied (8 points higher than 81% City Wide).
- ✤ And satisfaction has increased in Ward 10 with three services compared to 2017.
  - <u>Affordable housing for low-income families</u>: 77% are satisfied (13 points higher than 64% in 2017).
  - <u>Animal control services for stray animals and pet licensing</u>: 92% are satisfied (13 points higher than 79% in 2017).
  - <u>Support for arts and culture including festivals</u>: 88% are satisfied (9 points higher than 79% in 2017).

# Key Findings: City Programs and Services (continued)

- Ward 10 residents are more likely than City Wide to want to see *more* investment in many services, but especially the following:
  - <u>The quality of drinking water</u>: 49% want *more* investment (16 points higher than 33% City Wide).
  - <u>Snow removal</u>: 77% want *more* investment (13 points higher than 64% City Wide).
  - <u>9-1-1</u>: 51% want *more* investment (11 points higher than 40% City Wide).
  - <u>Disaster planning and response</u>: 45% want more investment (11 points higher than 34% City Wide).
  - <u>Community services such as support for community associations and not for profit groups</u>: 41% want more investment (11 points higher than 30% City Wide).

## Calgary 🚳 Key Findings: Taxation and Customer Service

#### Ward 10 residents' views on taxation are consistent with City Wide.

- A slight majority (54%) of Ward 10 residents give The City a 'good value' rating for the value of their property tax dollars (on par with 59% City Wide).
- Just less than one-half (46%) of Ward 10 residents support tax increases to maintain or expand services (on par with 52% City Wide), while 50% support cutting services to maintain or reduce taxes (on par with 43% City Wide).
- More Ward 10 residents than in 2017 agree The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services (67% agree, up 13 points from 54% in 2017).

## City contact and customer service metrics are generally consistent with City Wide results, although Ward 10 residents are more likely to make contact by phone.

- Ward 10 residents are aligned with City Wide results for contacting The City in the past 12 months (61%, on par with 65% City Wide) and for satisfaction with the overall level of quality and customer service (78%, identical to 78% City Wide).
- Ward 10 residents who made contact are more likely than City Wide to have done so by phone (79%, 17 points higher than 62% City Wide), especially by calling 311 (71%, 18 points higher than 53% City Wide).
- Ward 10 residents are more likely than in 2017 to agree that City staff are courteous, helpful and knowledgeable (95%, up 8 points from 87% in 2017).

#### Key Findings: Communications, City Reputation and Performance

Overall perceptions of City information and communications are consistent with City Wide results.

 Satisfaction with the overall quality of City information and communications is comparable to City Wide (84%, on par with 80% City Wide).

#### Measures of The City's reputation are on par with City Wide results.

Ward 10 results are on par with City Wide results for favourability (65% vs. 68% City Wide), trust (60% vs. 60% City Wide) and being advocates (27% vs. 34% City Wide).

## Assessments of the performance of Council and Administration are consistent with City Wide results.

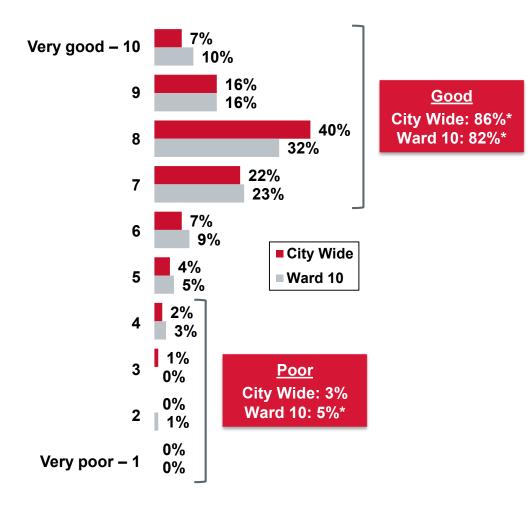
- Eight-in-ten (79%) Ward 10 residents are satisfied with the way The City of Calgary including Council and Administration (identical to 79% City Wide) are running their City.
- Compared to 2017, more Ward 10 residents agree The City uses input from Calgarians in decision-making about City projects and services (74%, up 19 points from 55% in 2017).



### **Quality of Life**



## **Overall Quality of Life in Calgary**



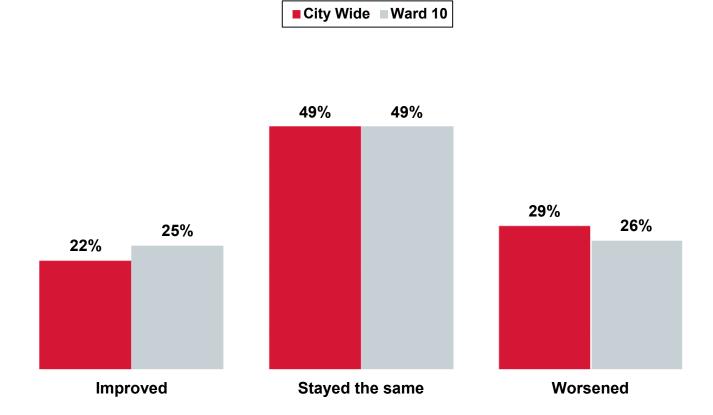
On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good," how would you rate the overall quality of life in the city of Calgary today? Base: Valid respondents (City Wide: n=2,497 / Ward 10: n=185)

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## 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=2,482 / Ward 10: n=185)

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### **Actions to Improve the Quality of Life**

Multiple Responses		City Wid	е	Ward 10
	Transportation [NET]		27%	19%↓
Improve	ement/ maintenance of existing roads	10%		5%↓
	Better traffic management	6%		4%
Recre	eation & Community Services [NET]		21%	17%
	Parks/ green-space improvement	4%		3%
Building of co	ommunity centres/ recreation facilities	4%		3%
Availability of	of (free) programs/ activities/ services	4%		3%
Er	ngage in community events/ activities	4%		3%
Homelessness, F	Poverty & Affordable Housing [NET]	2	20%	24%
	Improve job creation/ employment	9%		15%个
	Expand affordable housing/ rent	4%		3%
	Government [NET]	1	9%	16%
	Reduce taxes	8%		9%
	Tax spending/ city budget	5%		3%
	Transit [NET]	15%	6	12%
Impro	ve public transportation (unspecified)	10%		8% 2%
	More access to buses/ transit/ trains	5%		3%
	Crime, Safety & Policing [NET]	11%		10%
	Control crime and safety	5%		4%
	More policing/ patrolling	5%		5%
	Health [NET]	4%		6%
	Environment [NET]	4%	NET mentions <3%	4%
	Education [NET]	3%	are not shown	2%
Note: A "NET" is a combination of	Growth & Planning [NET]	3%		1%
2 or more mentions that cover a	Other	13%		12%
specific theme	Nothing	17	'%	20%

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?

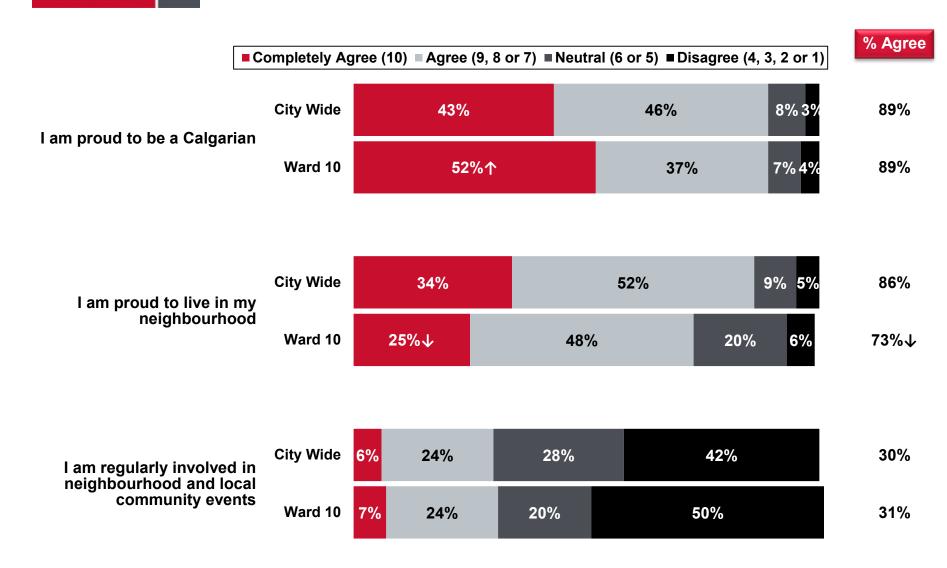
Ward 10 2017

Base: Valid respondents (City Wide: n=2,391 / Ward 10: n=180)

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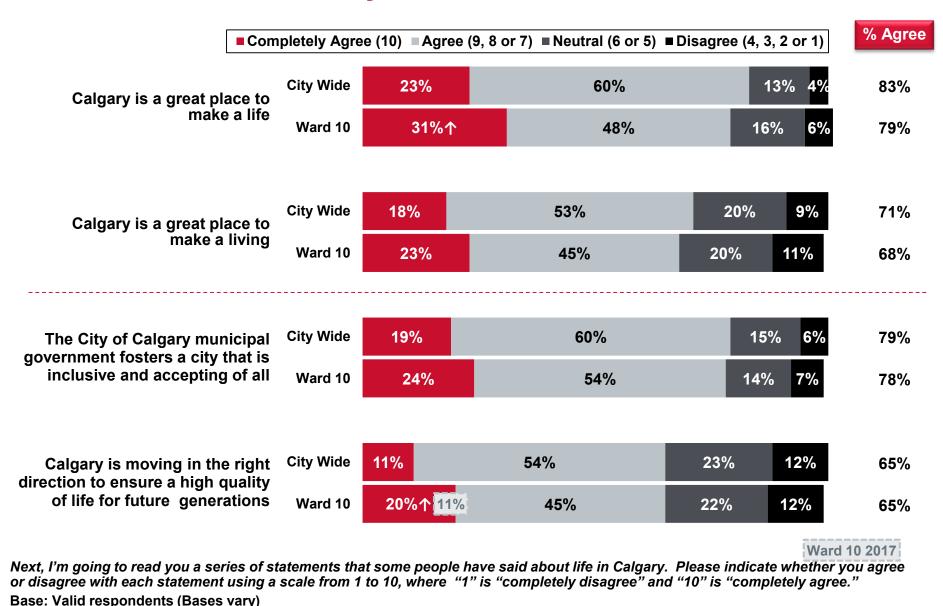
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## **Sustainability: Connectedness**



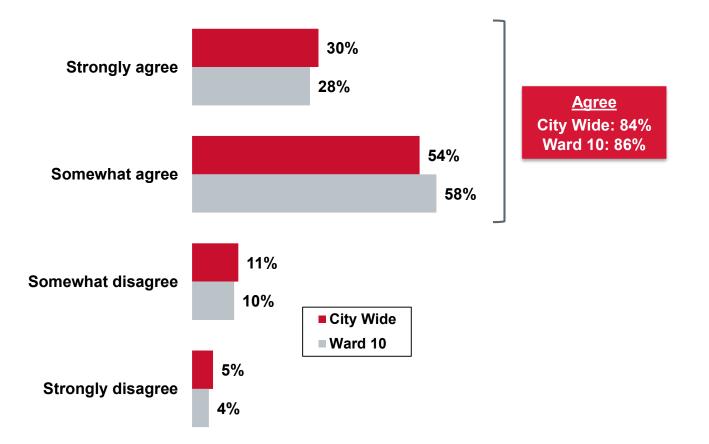
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree." Base: Valid respondents (Bases vary)

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



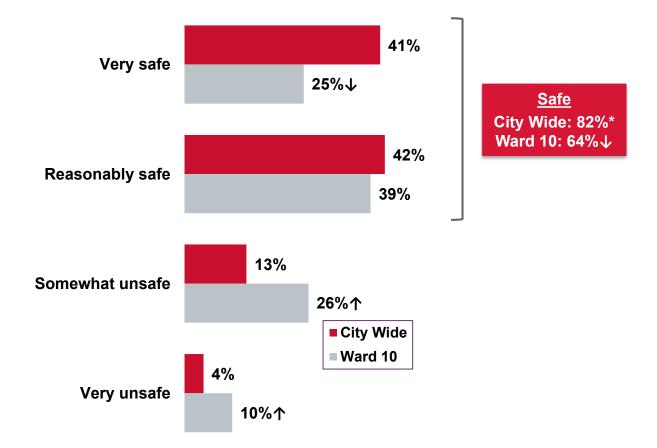
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# Calgary Calgary: On the Right Track to Being a Better City?



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 10: n=184)

## Perceived Safety in Own Neighbourhood



How safe do you feel or would you feel walking alone in your neighbourhood after dark? Base: Valid respondents (City Wide: n=2,496 / Ward 10: n=185)



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#### **Issue Agenda**



**Issue Agenda** 

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Multiple Responses			Wide	Ward 10
Int	frastructure, Traffic & Roads [NET]	29%	11% 40%	42% 28%
	Traffic congestion	<mark>7%</mark> 9%		5%
	(Lack of) snow removal	<mark>5%</mark> 3 8%		14%个
	Roads (unspecified)	<mark>6%</mark> 8%		10% 4%
	Road conditions	33 6%		8%
	Transit [NET]	12% 4% 16	%	12%
	Transportation (unspecified)	<mark>7%</mark> 9%		6%
Public Transportati	on (incl. buses/ C-train/ poor service)	<mark>5%</mark> 7%		6%
	Crime, Safety & Policing [NET]	<mark>9%</mark> 5% 14%	6	16%
	Recreation [NET]	<mark>5%</mark> 4% 9%		6%
	Taxes [NET]	<mark>5%</mark> 3 8%		6%
Enviror	nment & Waste Management [NET]	<mark>3</mark> 4% 7%		8%
	Education [NET]	<mark>4%</mark> 3 7%		4%
	Economy [NET]	<mark>4%</mark> 5%		5%
Homelessness, Po	overty & Affordable Housing [NET]	3 5%	NET mentions <4%	3%
	Budget & Spending [NET]	2 4%	are not shown	2%
	Growth & Planning [NET]	3 4%		2%
Note: A "NET" is a combination	Olympics [NET]	2 4%		3%
of 2 or more mentions that	Other	1	8%	16%
cover a specific theme	None	16	%	19%

Ward 10 2017

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=2,454 / Ward 10: n=182)

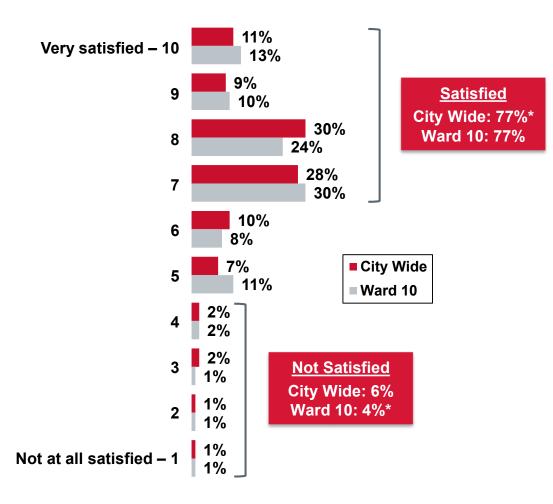


#### **City Programs and Services**





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



On a scale from "1" to "10" where "1" represents "not at all satisfied" and "10" represents "very satisfied," how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary? Base: Valid respondents (City Wide: n=2,488 / Ward 10: n=184)



#### **Importance of City Programs and Services**

% Important

Very important Somewhat important 97% 3%100% City Wide 9-1-1 Ward 10 98% 2%100% 96% 4% 100% City Wide **Calgary Fire Department** Ward 10 98% 2%100% City Wide 95% 4% 99% The quality of drinking water Ward 10 94% 5% 99% 7% 99% City Wide 92% **Calgary Police Service** 92% **6%** 98% Ward 10 City Wide 82% 17% 99% City operated roads and infrastructure 18% Ward 10 80% 98% City Wide 78% 21% 99% Road maintenance including pothole repairs 87%个 Ward 10 12% 99% 82% 16% 98% City Wide **Residential garbage collection service** 85% 12% Ward 10 98% City Wide Calgary's parks, playgrounds and other open 75% 23% 98% spaces Ward 10 74% 25% 98%

*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)

Calgary

# **Importance of City Programs and Services**

(continued)

		% Impo	rtant	
		Very important = So	mewhat important	
Snow removal	City Wide	82%	15%	97%
	Ward 10	87%	10%	97%
Traffic flow management	City Wide	80%	17%	97%
name new management	Ward 10	78%	19%	97%
Transportation planning	City Wide	77%	20%	97%
	Ward 10	75%	21%	96%
Social services for individuals such as seniors	City Wide	76%	21%	97%
or you	Ward 10	79%	20%	99%
Disastor planning and rosponso	City Wide	72%	24%	96%
Disaster planning and response	Ward 10	79%个	18%	97%
Spring road cleaning	City Wide	57%	38%	95%
Spring road cleaning	Ward 10	67%个	27%	94%
Affordable housing for low-income families	City Wide	69%	25%	94%
Anordable nousing for low-income families	Ward 10	75%	21%	96%
Calgany Transit including bus and CTrain sorvice	City Wide	78%	15% 9	3%
Calgary Transit including bus and CTrain service	Ward 10	83%	11%	93%
Residential Blue Cart recycling	City Wide	68%	25% 9	3%
Residential Blue Cart recycling	Ward 10	73%	22%	94%

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

Base: Valid respondents (Bases vary)

Calgary

#### Importance of City Programs and Services (continued)

		% Important			
		Very important	Somewhat important		
Property tax assessment	City Wide	61%	32%	93%	
Flopenty tax assessment	Ward 10	69%	24%	92%	
City land use planning	City Wide	58%	35%	93%	
	Ward 10	51%	40%	91%	
City growth management	City Wide	58%	35%	93%	
City growth management	Ward 10	61%	32%	93%	
Calgary's nathway system	City Wide	56%	36%	92%	
Calgary's pathway syste	Ward 10	56%	33%	89%	
City operated recreation FACILITIES such as	City Wide	55%	36%	91%	
pools, leisure centres, and golf courses	Ward 10	61%	28%	90%	
311 service	City Wide	54%	37%	91%	
	Ward 10	60%	32%	92%	
Community services such as support for community associations and not for profit	City Wide	44%	45%	89%	
groups	Ward 10	55%个	35%	89%	
Protection from river flooding	City Wide	62%	26%	88%	
	Ward 10	70%	21%	91%	
Development and building inspections and	City Wide	53%	35%	88%	
permits	Ward 10	62%个	26%	88%	

*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)

Calgary

# Importance of City Programs and Services

- (	(continued	)
	continued	/

		% Important			
		Very important	Somewhat impo	rtant	
Pusiness liseness and inspections	City Wide	46%	39%	85%	
Business licenses and inspections	Ward 10	58%个	32%	90%	
City operated recreation PROGRAMS such as	City Wide	51%	33%	84%	
swimming lessons	Ward 10	62%个	25%	86%	
Animal control services for stray animals and	City Wide	40%	42%	82%	
pet licensing	Ward 10	49%个	37%	85%	
Bylaw services for things such as noise	City Wide	37%	45%	82%	
complaints, fire pits and weeds	Ward 10	45%个	37%	82%	
• · · · · · · · · · · · · · · · · · · ·	City Wide	38%	43%	81%	
Support for arts and culture including festivals	Ward 10	36%	45%	81%	
	City Wide	36%	44%	80%	
Downtown revitalization	Ward 10	31%	49%	80%	
	City Wide	36%	42%	78%	
City of Calgary website	Ward 10	42%	39%	80%	
_	City Wide	26% 31	% 57%		
On-street bikeways	Ward 10		29% 59%		

*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)

Calgary

% Satisfied

	[	Very satisfied	Somewhat satisfie	ed
Calgary Fire Department	City Wide Ward 10	83 <sup>.</sup> 84		16% 99% 16% 99%
9-1-1	City Wide Ward 10	75% 73%		23% 98% 26% 99%
The quality of drinking water	City Wide Ward 10	71% 66%		95%
Calgary's parks, playgrounds and other open spaces	City Wide	<u>53%</u>	42%	95%
	Ward 10	47%	45%	92%↓
Calgary's pathway system	City Wide	49%	46%	95%
	Ward 10	43%	52%	95%
311 service	City Wide	51%	43%	94%
	Ward 10	55%	39%	94%
Disaster planning and response	City Wide	43%	51%	94%
	Ward 10	46%	49%	94%
City operated recreation PROGRAMS such as swimming lessons	City Wide	40%	53%	93%
	Ward 10	42%	50%	92%

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)

2018 | Quality of Life and Citizen Satisfaction Survey: Ward 10

Calgary

(continued)

Calgary

		%	Satisfied	
	[	Very satisfied	Somewhat satisfied	
Calgary Police Service	City Wide	56%	36%	92%
Calgary Police Service	Ward 10	47%↓	42%	89%
Animal control services for stray animals and	City Wide	42%	50%	92%
pet licensing	Ward 10	39%	53%	92%
City operated recreation FACILITIES such as	City Wide	36%	56%	92%
pools, leisure centres, and golf courses	Ward 10	39%	53%	92%
Community services such as support for	City Wide	28%	64%	92%
community associations and not for profit groups	Ward 10	28%	62%	89%
Residential Blue Cart recycling	City Wide	59%	32%	91%
Residential Blue Cart recycling	Ward 10	63%	28%	91%
Protection from river flooding	City Wide	39%	52%	91%
Protection from fiver hooding	Ward 10	38%	53%	91%
Pusiness licenses and increations	City Wide	30%	61%	91%
Business licenses and inspections	Ward 10	37%	54%	91%
Spring road cleaning	City Wide	42%	48%	90%
Spring road cleaning	Ward 10	45%	45%	90%
Development and building inspections and	City Wide	29%	61%	90%
permits	Ward 10	26%	66%	91%

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)

(continued)

Calgary

#### % Satisfied

		Very satisfied	Somewhat satisfie	ed be
City of Calgary website	City Wide	34%	55%	89%
City of Calgary website	Ward 10	36%	52%	88%
Posidential garbage collection convice	City Wide	56%	32%	88%
Residential garbage collection service	Ward 10	55%	33%	88%
Social services for individuals such as seniors	City Wide	23%	65%	88%
or youth	Ward 10	27%	60%	87%
• ·• · · · · · · • • · · ·	City Wide	34%	52%	86%
Support for arts and culture including festivals	Ward 10	28%	59%	88% 79%
Bylaw services for things such as noise	City Wide	31%	55%	86%
complaints, fire pits and weeds	Ward 10	31%	55%	86%
	City Wide	22%	64%	86%
Downtown revitalization	Ward 10	24%	64%	88%
	City Wide	19%	65%	84%
City land use planning	Ward 10	20%	67%	87%
	City Wide	22%	60%	82%
City operated roads and infrastructure	Ward 10	26%		81%
	City Mida	400/	c20/	0.00/
City growth management	City Wide Ward 10	<u>19%</u> 29%个 <mark>19%</mark>	63% 57%	82% 87%
	· ·		Ward 10 2	
n going to read a list of programs and services provided <b>a</b>	to you by Th	e City of Calgary.		

*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)

0/ Satisfied

(continued)

Calgary

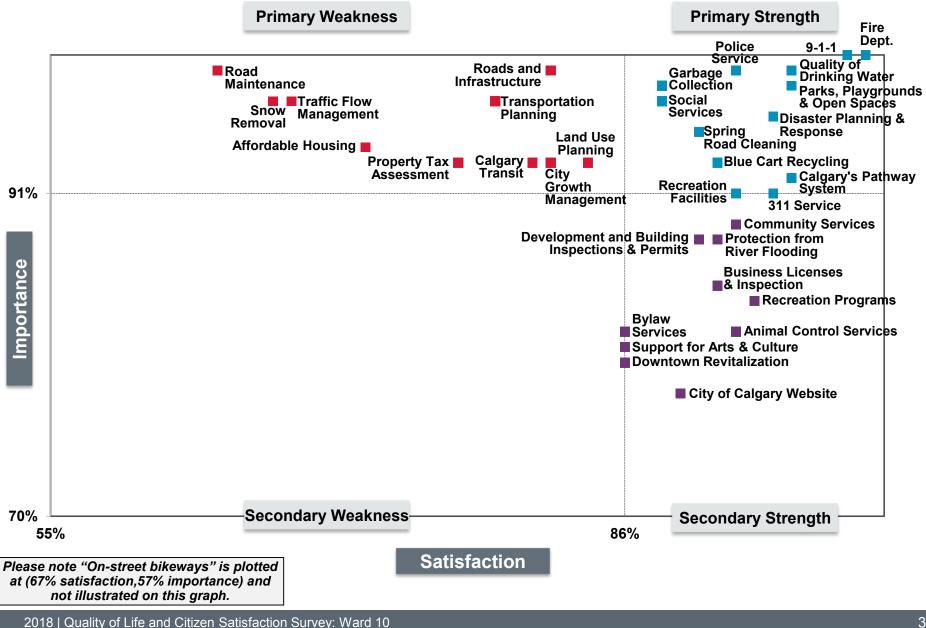
			% Satisfied		
		Very satisfi	ed Somewh	at satisfied	
	City Wide	29%	52%	81%	0
Calgary Transit including bus and CTrain service	Ward 10	38%个	51%	6	89%个
	City Wide	20%	59%	79%	
Transportation planning	Ward 10	33%个	56%		88%*个
	<b>.</b>				
Property tax assessment	City Wide Ward 10	19%	58%	77%	
	ward 10	23%	57%	80%	
	City Wide	14%	58%	72%	
Affordable housing for low-income families	Ward 10	22%个	54%	77%*	64%
	City Wide	15%	53%	68%	
Traffic flow management	Ward 10	<b>22%</b> 个	55%	77%1	<b>`</b>
On-street bikeways	City Wide	21%	46%	67%	
On-Street Dikeways	Ward 10	27%	46%	73%	
	City Wide	20%	47%	67%	
Snow removal	Ward 10	19%		63%	
Road maintenance including pothole repairs	City Wide	17%	47%	64%	
Rous maintenance merading potnole repairs	Ward 10	18%	42% 60	0%	Ward 10 2017

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)

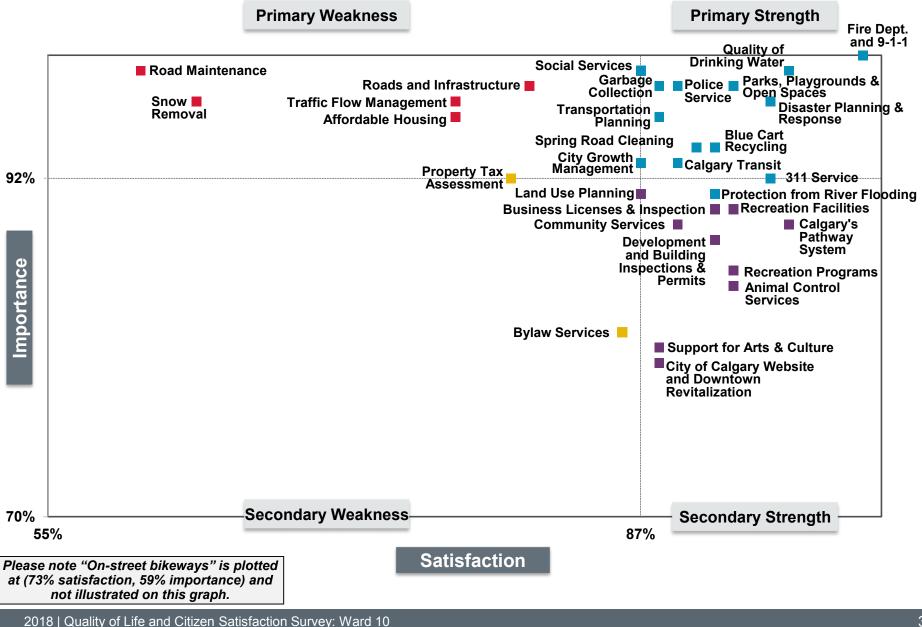
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\*Rounding

#### Importance vs. Satisfaction Grid: City Wide



#### **Importance vs. Satisfaction Grid: Ward 10**





#### Primary Strengths and Weaknesses: City Wide versus Ward 10

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 10
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		
Social Services		
Recreation Facilities		
Protection from River Flooding		
311 Service		
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		

## **Investment in City Programs and Services**

		More	Same	Less	
Road maintenance including pothole repairs	City Wide	64	64%		2 <mark>9</mark>
	Ward 10		70%		34% 2 <mark>9</mark> 29%
Snow removal	Oite Mista	0.1	0/	33%	0.0
	City Wide Ward 10		64%		3 <mark>%</mark>
	ward TU		77%个		21%
Calgary Transit including bus and CTrain service	City Wide	61%	6	35%	4%
	Ward 10		60%		4% 29
	0:4 . 14/5-1-	0.40	/	000/	00/
Affordable housing for low-income families	City Wide	<u>619</u>		33%	<mark>6%</mark>
Anordable nousing for low-income families	Ward 10	6	7%	28%	<mark>4%</mark>
Social services for individuals such as seniors or youth	City Wide	60%	/ 0	38%	29
	Ward 10	66	5%	32%	29 29
		<b>50</b> 0/		20%	-
Traffic flow management	City Wide	59%		39%	3%
	Ward 10	57%		42%	
City operated roads and infrastructure	City Wide	56%		41%	3%
	Ward 10	59%		37%	3% 4%
		<b>FC</b> 0/		400/	<b>a</b> 0
Calgary Police Service	City Wide	56%		40%	3 <mark>%</mark> 3%
	Ward 10	63	70	35%	<b>3</b> 7
Transportation planning	City Wide	55%		41%	3%
	Ward 10	50%		46%	3% 3%

*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)

2018 | Quality of Life and Citizen Satisfaction Survey: Ward 10

#### Investment in City Programs and Services (continued)

		More	Same Less	
Calgary Fire Department	City Wide	43%	56%	
	Ward 10	51%个	48%	
9-1-1	City Wide Ward 10	40% 51%个	60% 48%	
Calgary's parks, playgrounds and other open spaces	City Wide Ward 10	<u> </u>	61% 56%	3 <mark>9</mark> 19/
City operated recreation FACILITIES such as pools,	City Wide	<u>37%</u>	56%	7%
leisure centres, and golf courses	Ward 10	36%	56%	8%
City growth management	City Wide	<u>35%</u>	56%	<mark>9%</mark>
	Ward 10	37%	57%	6%
Disaster planning and response	City Wide Ward 10	<u>34%</u> 45%个	63% 54%	32
Protection from river flooding	City Wide	34%	59%	<mark>7%</mark>
	Ward 10	44%个	53%	9
The quality of drinking water	City Wide Ward 10	<u>33%</u> 49%↑	67% 51%	
Downtown revitalization	City Wide	31%	52%	17%
	Ward 10	28%	56%	15%

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)

2018 | Quality of Life and Citizen Satisfaction Survey: Ward 10

# **Investment in City Programs and Services**

(continued)

Calgary

		= More	Same Less	
Spring road cleaning	City Wide	30%	66%	5%
	Ward 10	37%	61%	2 <mark>9</mark>
City operated recreation PROGRAMS such as swimming lessons	City Wide	30%	63%	<mark>6%</mark>
	Ward 10	36%	58%	6%
Community services such as support for	City Wide	<u>30%</u>	60%	9%
community associations and not for profit groups	Ward 10	41%个	51%	8%
Calgary's pathway system	City Wide	29%	63%	<mark>8%</mark>
	Ward 10	33%	56%	11%
City land use planning	City Wide	28%	64%	<mark>8%</mark>
	Ward 10	27%	66%	7%
Support for arts and culture including festivals	City Wide	25%	55%	21%
	Ward 10	22%	58%	20%
Development and building inspections and permits	City Wide	22%	71%	<mark>7%</mark>
	Ward 10	27%	69%	4%
Residential garbage collection service	City Wide	22%	70%	9%
	Ward 10	31%个	65%	5%

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)

		■ More	Same	Less	
Bylaw services for things such as noise	City Wide	22%	63%		15%
complaints, fire pits and weeds	Ward 10	30%个	53%		17%
	City Wide	21%	38%	41%	
On-street bikeways	Ward 10	18%	44%	39%	
	City Wide	19%	73%		8%
Business licenses and inspections	Ward 10	27%个		)%	29
	City Wide	18%	68%		14%
Property tax assessment	Ward 10	21%	65%		14%
	City Wide	17%	72%		10%
City of Calgary website	Ward 10	24%个	65%		11%
	City Wide	470/	700/		440/
Residential Blue Cart recycling	Ward 10		72% 66%		11% 9%
311 service	City Wide Ward 10		78% 67%	6	<mark>7%</mark> 7%
					70
Animal control services for stray animals and pet	City Wide	16%	72%		12%
licensing	Ward 10	26%个	64%		10%

*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)

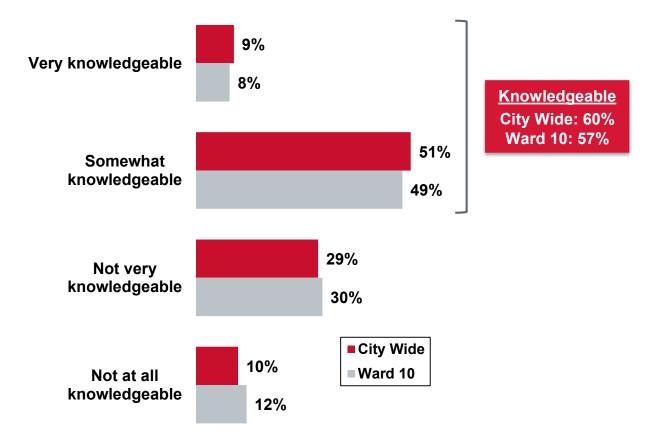
2018 | Quality of Life and Citizen Satisfaction Survey: Ward 10



### **Taxation**



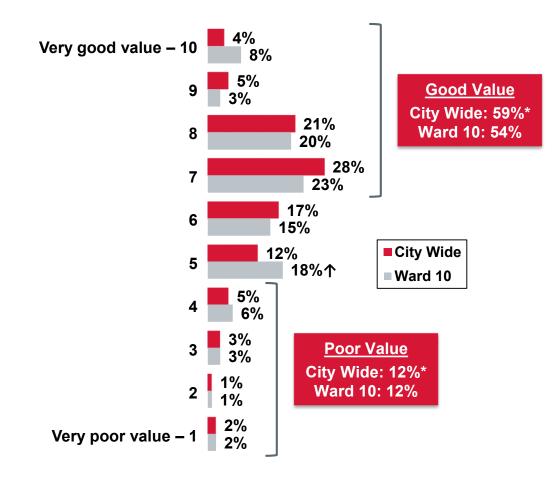
# Calgary 🚳 Knowledge Levels of Tax Dollar Spending



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=2,492 / Ward 10: n=184)

### **Perceived Value of Property Taxes**

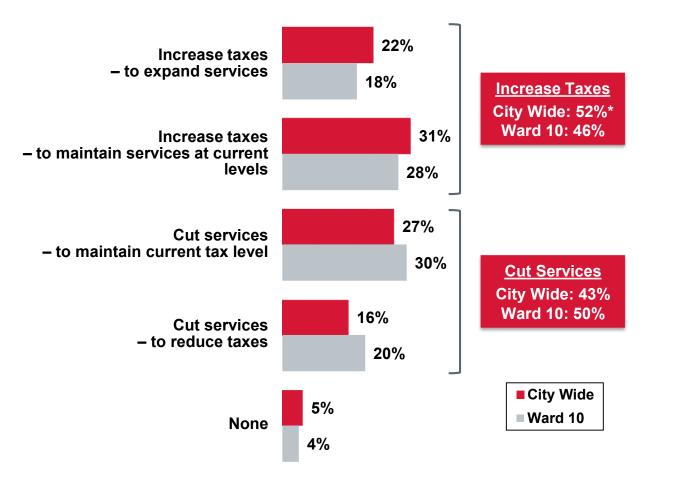


\*Rounding

Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where "1" represents "very poor value" and "10" represents "very good value". Base: Valid respondents (City Wide: n=2,477 / Ward 10: n=182)

## **Balancing Taxation and Service Delivery Levels**



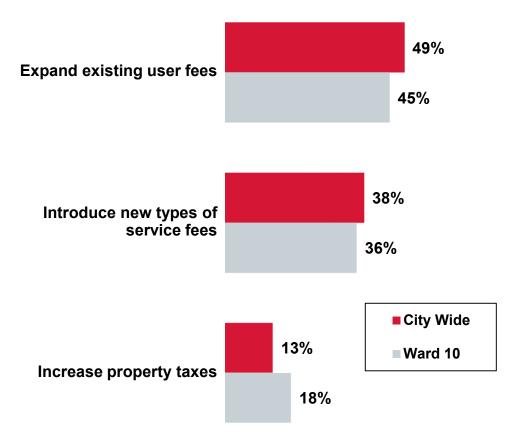


\*Rounding

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

Base: Valid respondents (City Wide: n=2,460 / Ward 10: n=180)

## 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=2,352 / Ward 10: n=171)

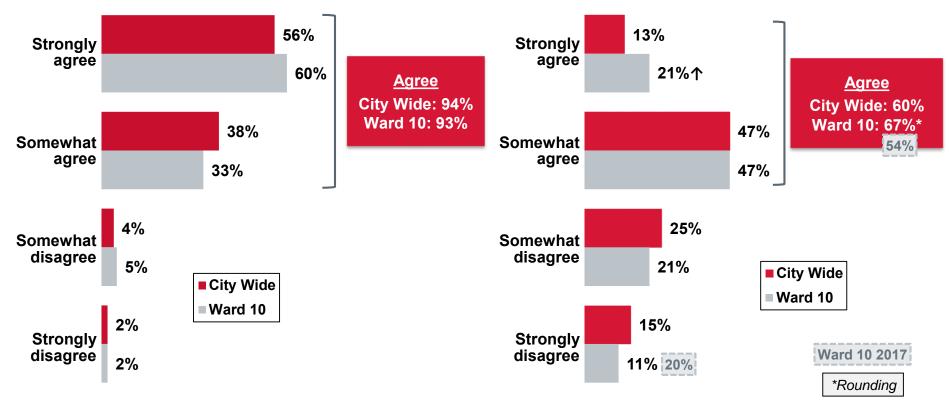
### **Property Tax Dollar Investment**

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

ŧā)

Calgary

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



Base: Valid respondents (City Wide: n=2,487 / Ward 10: n=185)

Base: Valid respondents (City Wide: n=2,463 / Ward 10: n=180)

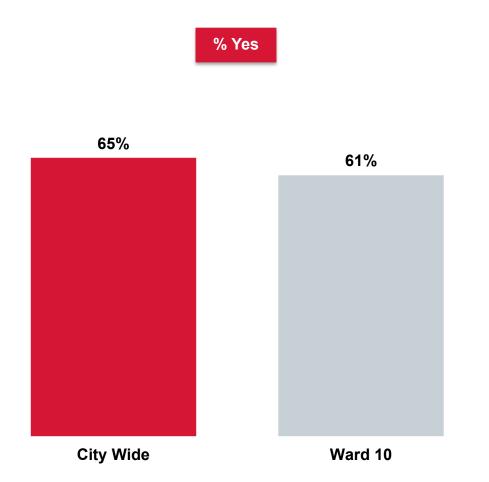
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



### **Contact with The City and Customer Service**



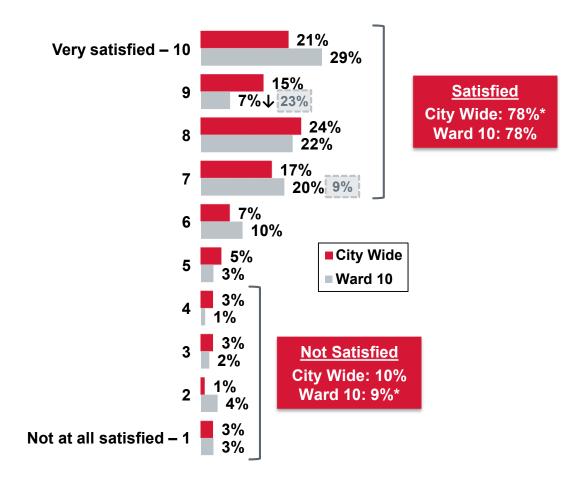




Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months? Base: Valid respondents (City Wide: n=2,488 / Ward 10: n=185)



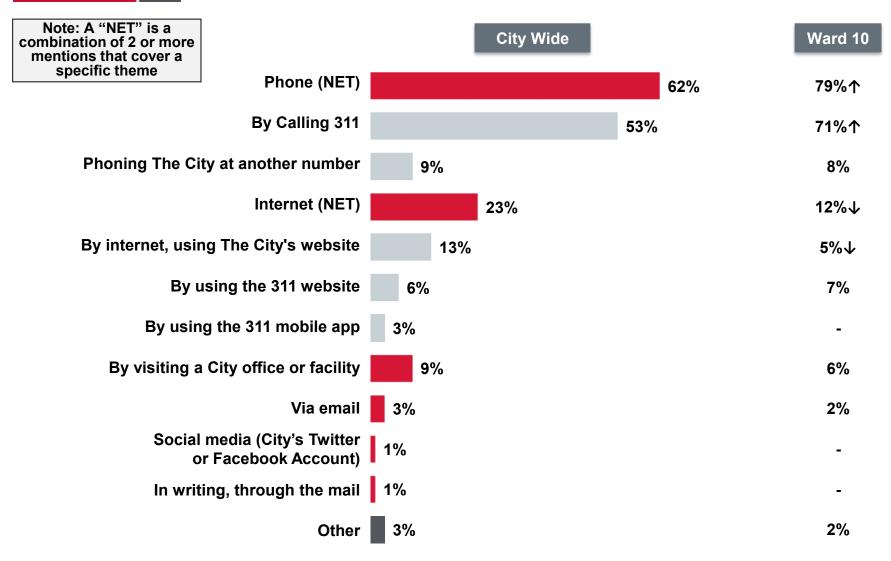
### Satisfaction with the Overall Level and Quality of Customer Service



Ward 10 2017 \*Rounding

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=1,651 / Ward 10: n=116)

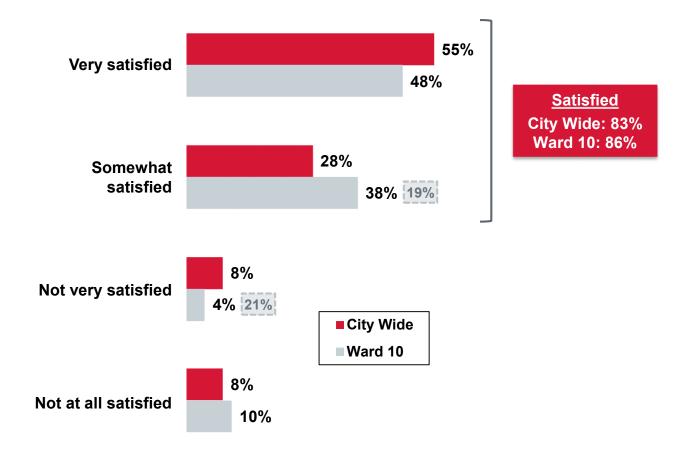




When you contacted The City was it ... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,126 / Ward 10: n=85)

## Satisfaction with Most Recent City Contact



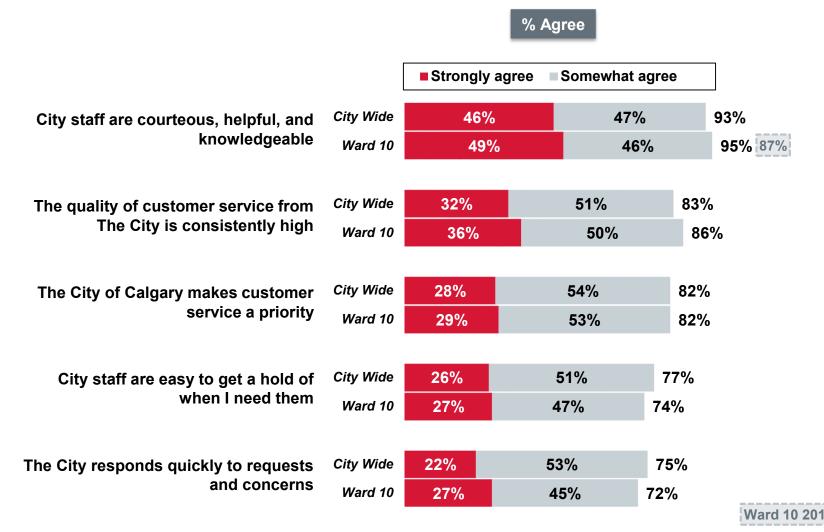
Ward 10 2017

How satisfied were you with your most recent contact with The City?

Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,125 / Ward 10: n=85)

2018 | Quality of Life and Citizen Satisfaction Survey: Ward 10

### **Attitudes Regarding Customer Service**



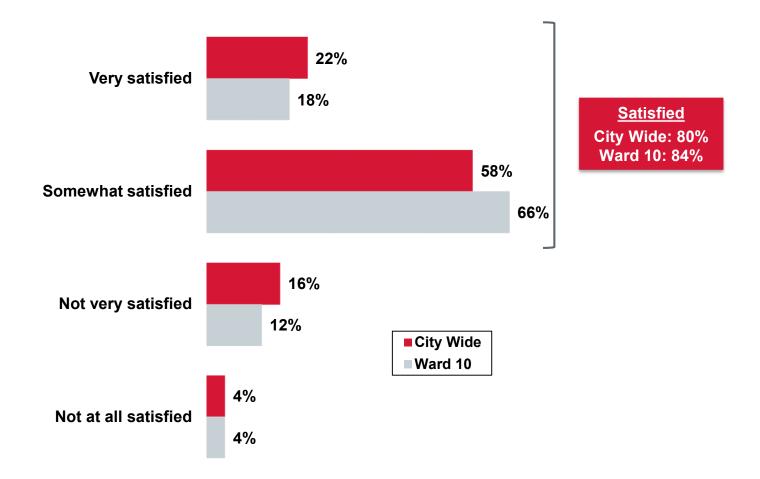
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City? Base: Valid respondents (Bases vary)



### **City Communications**

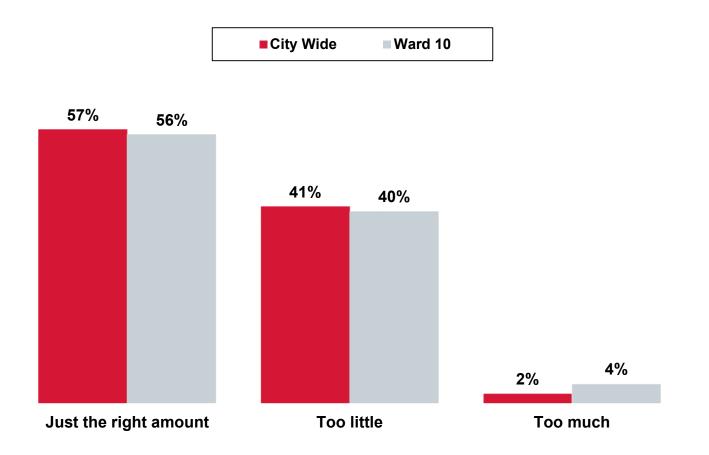


### Satisfaction with the Overall Quality of City Information and Communications



And how satisfied are you with the overall quality of City information and communications? Base: Valid respondents (City Wide: n=2,490 / Ward 10: n=185)

## Calgary 🚳 The Amount of Information Accessible



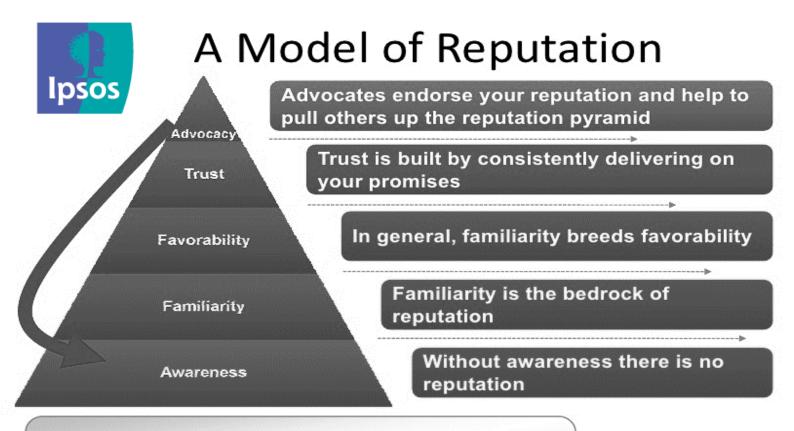
In your opinion, do you currently have access to too much, too little, or just the right amount of information from The City? Base: Valid respondents (City Wide: n=2,470 / Ward 10: n=179)



### **City Reputation and Performance**

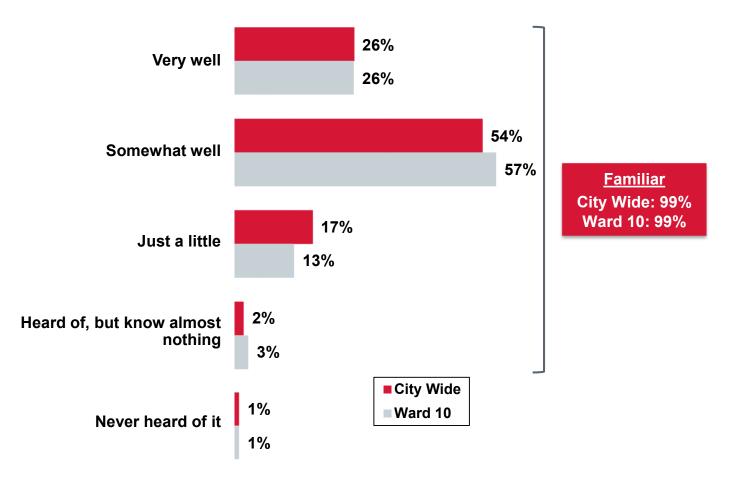


## Ipsos Reputation Model



Building a strong reputation helps an organization perform more effectively in the present AND builds a reservoir of goodwill to draw upon in future crises

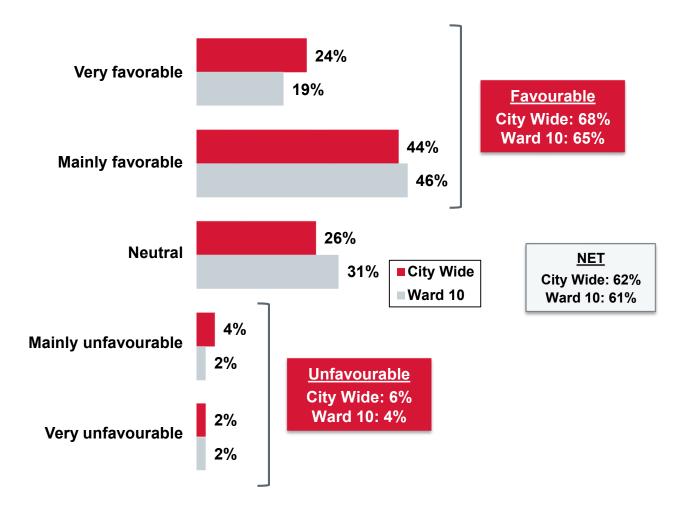




Taking into account all the ways you have learned about or had contact with The City of Calgary, how well do you feel you know The City?

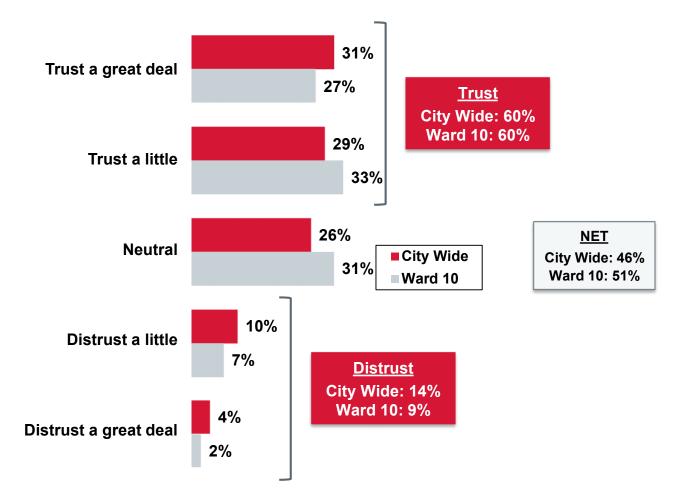
Base: Valid respondents (City Wide: n=2,496 / Ward 10: n=184)





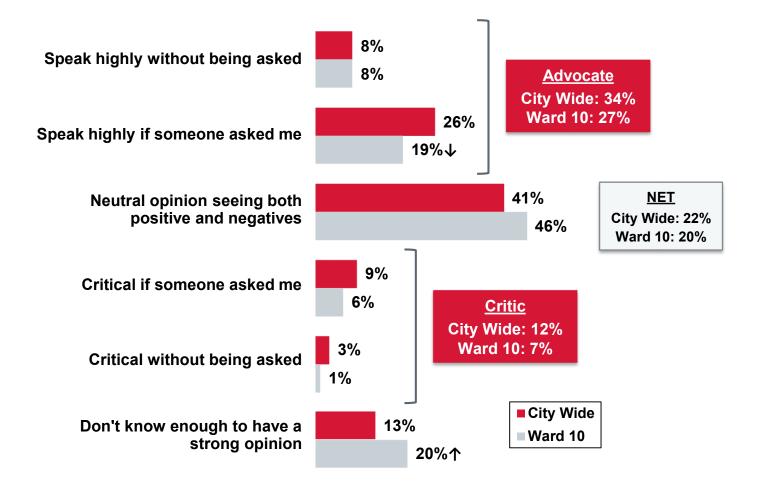
Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary? Base: Valid respondents (City Wide: n=2,496 / Ward 10: n=183)





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 10: n=184)

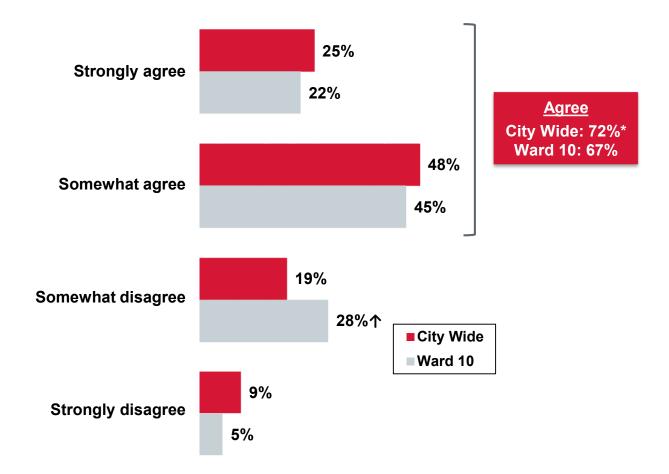




Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary? Base: Valid respondents (City Wide: n=2,488 / Ward 10: n=183)

# Calgary 🚳 Understanding of the Roles of City Council versus City Administration

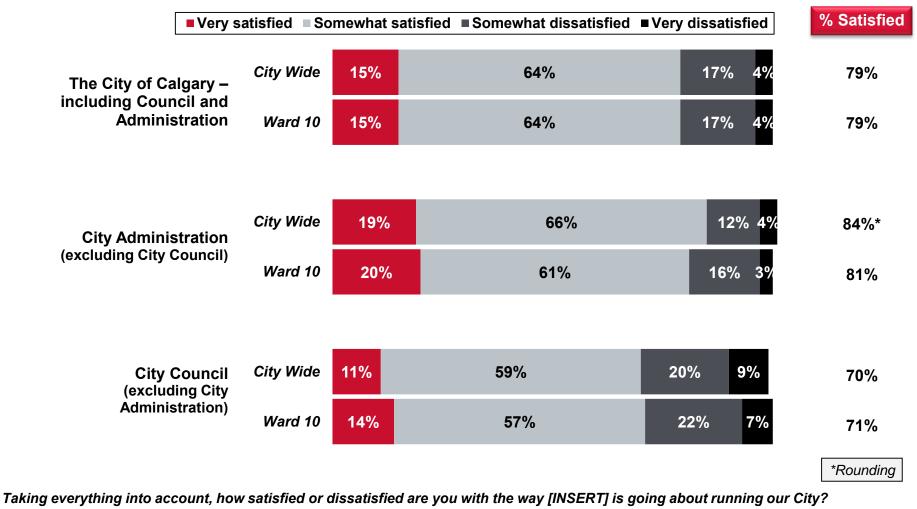
I understand the roles and responsibilities of City Council compared to those of City Administration



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. Base: Valid respondents (City Wide: n=2,480 / Ward 10: n=181) \*Rounding

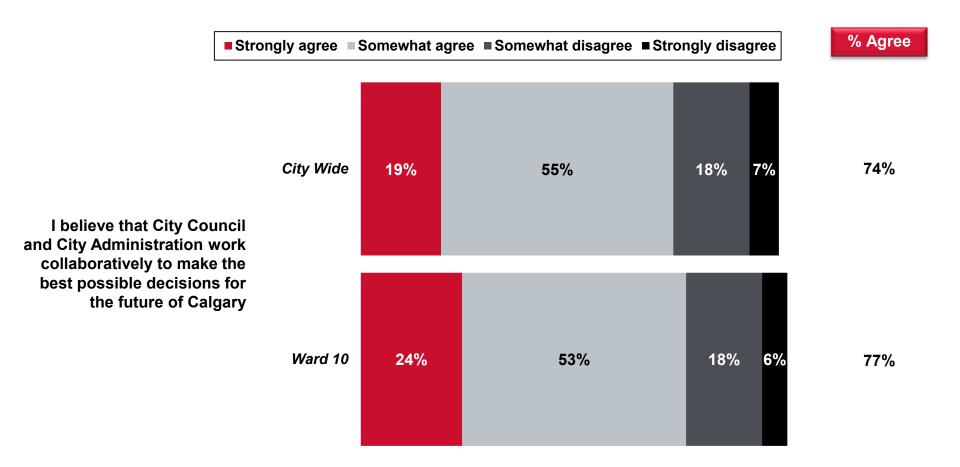
# Calgary 🚳 Perceptions About City Performance

As you may know, <u>City Council</u> is made up of elected officials who are the legislative body that govern The City. While <u>City Administration</u> 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.



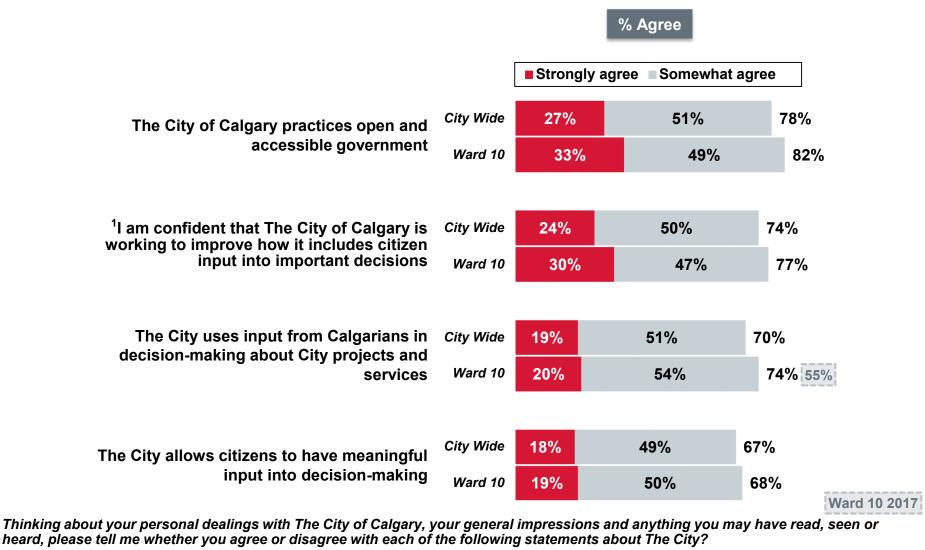
Base: Valid respondents (Bases vary)





*Please tell me whether you agree or disagree with each of the following statements?* Base: Valid respondents (City Wide: n=2,479 / Ward 10: n=185)

## **Perceptions of Transparency and Citizen Input**



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

Base: Valid respondents (Bases vary)

Calgary



### **Respondent Profile**



### **Demographics**

	Age		
	City Wide	Ward 10	
18 to 24	12%	15%	
25 to 34	21%	25%	
35 to 44	17%	14%	
45 to 54	19%	14%	
55 to 64	13%	12%	
65 or older	17%	21%	
Mean	45	45	

Calgary

Incor	ne	
	City Wide	Ward 10
Less than \$30,000	7%	10%
\$30,000 to <\$45,000	8%	12%
\$45,000 to <\$60,000	12%	19%
\$60,000 to <\$75,000	9%	13%
\$75,000 to <\$90,000	8%	8%
\$90,000 to <\$105,000	11%	10%
\$105,000 to <\$120,000	11%	12%
\$120,000 to <\$150,000	12%	6%
\$150,000 or more	23%	9%

### Education

	City Wide	Ward 10
Completed high school or less	16%	30%
Some post secondary or completed a college diploma	38%	43%
Completed university degree or post-grad degree	46%	28%

Base: Valid respondents (Bases vary)



### **Household Characteristics**

Туре	of Home	
	City Wide	Ward 10
Single-detached house	69%	76%
Apartment or apartment-style condominium	13%	3%
Duplex, triplex or fourplex	9%	10%
Townhouse or rowhouse	8%	7%
Another type of multi-dwelling unit	1%	3%

### Children and Seniors in Household

	City Wide	Ward 10
Yes - Children	35%	34%
Yes - Seniors	17%	27%

House	ehold Size	
	City Wide	Ward 10
1	14%	8%
2	32%	31%
3	18%	18%
4	22%	20%
5 or more	15%	24%
Mean	3.0	3.4

	ponsible f perty Taxo	
	City Wide	Ward 10
Yes	84%	81%
No	16%	19%

### Own or Rent

	City Wide	Ward 10
Own	75%	70%
Rent	20%	25%
Other	1%	2%
Neither	4%	4%

### Tenure in Calgary

	City Wide	Ward 10
Less than 5 years	7%	6%
5 to less than 10 years	10%	6%
10 to less than 15 years	10%	12%
15 to less than 20 years	11%	5%
20 to less than 30 years	24%	27%
30 to less than 40 years	15%	17%
40 or more	24%	26%
Mean	26	28

Base: Valid respondents (Bases vary)

!!



### **Respondent Characteristics**

			Ward 10	City Wide	Base: Not born in			
Ward 1	City Wide		(n=65)	(n=656)	Canada	Ward 10	City Wide	
13%	23%	Caucasian/ White	25%	28%	Less than 12	66%	73%	Yes
4 5 0/	000/		7%	12%	12 to 17	0.40/	070/	NLa
15%	20%		67%	60%	18 or older	34%	27%	No
14%	16%	Canadian/ French Canadian		-	No response			
11%	12%	Northern or Western European				·		
9%	11%	Southern or Eastern European		le Minority	Visib		oisability	
	11%	East or Southeast Asian	Ward 10	City Wide	C	Ward 10	City Wide	
14%				25%			16%	
14% 13%	7%	South Asian	37%	2370	Yes	23%	1070	Yes
	7% 3%	South Asian Central/ South American or Caribbean	37% 63%	75%	Yes No	23% 77%	84%	Yes No
13%		Central/ South American or	i i			i i		
13% 5%	3%	Central/ South American or Caribbean West Asian or Middle	i i			i i		

Base: Valid respondents (Bases vary)





## Contact

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