

2018 Quality of Life and Citizen Satisfaction Survey

Ward 13 Report

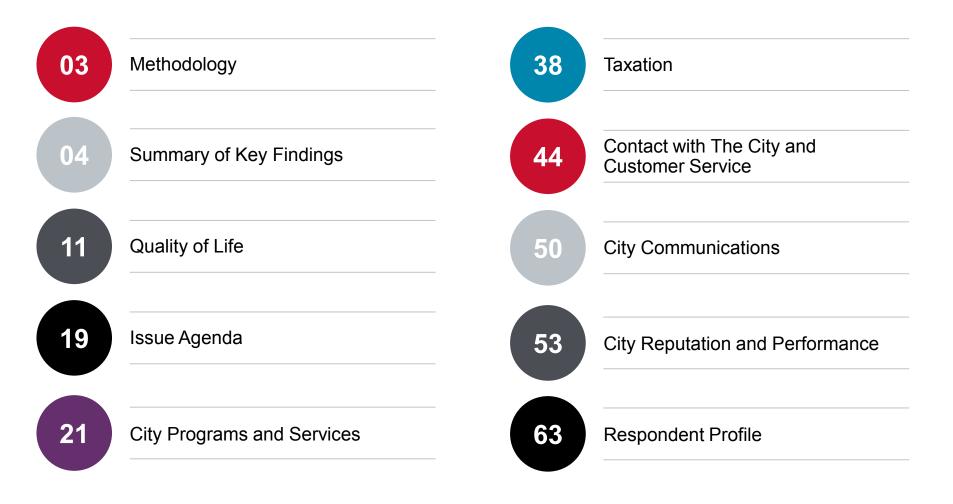
Prepared for The City of Calgary by:

Contact:



Jamie Duncan Vice President Ipsos 587.952.4863 jamie.duncan@ipsos.com 700 6th Ave SW, Suite 1950 Calgary, AB T2P 0T8 Sheela Das Director Ipsos 587.952.4874 <u>sheela.das@ipsos.com</u> 700 6th Ave SW, Suite 1950 Calgary, AB T2P 0T8







Methodology

- Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 15th and September 12th, 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 179 interviews were conducted with residents of Ward 13 (MOE ±7.4).
- Research Note on significant differences.
 - Throughout, City Wide results are compared to results from Ward 13.
 - \uparrow indicates a number is significantly higher than City Wide.
 - ψ indicates a number is significantly lower than City Wide.
- Where possible, 2018 results for Ward 13 are compared to those from 2017.
 - Only significant differences are shown.





Summary of Key Findings



Calgary 🚳 Key Findings: Quality of Life

Ward 13 residents rate quality of life similar to City Wide and overall attitudes about Calgary's future remain optimistic.

- Over eight-in-ten (84%) Ward 13 residents say the quality of life in Calgary today is 'good,' statistically consistent with 86% City Wide.
- One-half (49%) of Ward 13 residents say the quality of life in Calgary has stayed the same over the past three years (identical to 49% City Wide), while 20% say it has improved (on par with 22% City Wide), and 31% say it has worsened (on par with 29% City Wide).
- Overall perceptions of sustainability (proud to be a Calgarian and of neighbourhoods, connectedness, making a life and living, inclusivity, and direction for the future) are all on par with City Wide.
- Overall, 85% of Ward 13 residents agree that Calgary is on the right track to being a better city (on par with 84% City Wide).
- Perceived safety is on par with City Wide.
 - Overall, more than eight-in-ten (86%) Ward 13 residents say they would feel safe walking alone in their neighbourhood after dark, with 46% who say that they feel 'reasonably safe' – a marked 12 percentage point increase compared to 34% among Ward 13 residents in 2017.

Calgary

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

The Ward 13 issue agenda is on par with City Wide results, placing infrastructure, traffic, & roads at the top of the list.

The top issues in Ward 13 are "*infrastructure, traffic and roads*" (41%, on par with 40% City Wide), *"transit*" (16%, identical to City Wide) and *"crime, safety and policing"* (9%, on par with 14% City Wide).

- There are two notable shifts in the Ward 13 issue agenda compared to 2017:
 - An 8 percentage point increase of mentions about "roads (unspecified)" (11% compared to 3% in 2017); and,
 - A 4 percentage point decrease in mentions about "growth and planning" (1% compared to 5% in 2017).

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

Nearly eight-in-ten (82%) Ward 13 residents say they are satisfied with the overall level and quality of services and programs provided by The City, on par with 77% City Wide.

Key Findings: City Programs and Services

Ward 13 residents are generally on par with City Wide results, but show shifts from 2017 with respect to the importance, satisfaction and desired investment in several services.

- Ward 13 residents are more likely to rate several services as very important compared to 2017, especially:
 - <u>9-1-1</u>: 99% rate as *very* important (5 points higher than 94% in 2017).
 - <u>Road maintenance including pothole repairs</u>: 87% rate as *very* important (11 points higher than 76% in 2017).
 - <u>Affordable housing for low-income families</u>: 77% rate as *very* important (13 points higher than 64% in 2017).
- Ward 13 residents are more likely to rate several services as very/somewhat important compared to 2017, especially:
 - <u>Spring road cleaning</u>: Over nine-in-ten (96%) rate as *very/somewhat* important (7 points higher than 89% in 2017).
 - <u>Residential Blue Cart recycling</u>: 95% rate as *very/somewhat* important (7 points higher than 88% in 2017).
- Ward 13 residents stand out from City Wide by placing different levels of importance on three services.
 - <u>Road maintenance including pothole repairs</u>: 87% rate as *very* important (9 points higher than 78% City Wide).
 - <u>Animal control services for stray animals and pet licensing</u>: 88% rate as very/somewhat important (6 points higher than 82% City Wide).
 - <u>Development and building inspections and permits</u>: 43% rate as *very* important (10 points lower than 53% City Wide).

Key Findings: City Programs and Services (continued)

- Satisfaction has increased in Ward 13 with one service and decreased with three services compared to 2017.
 - <u>Downtown revitalization</u>: 93% are *very/somewhat* satisfied (8 points higher than 85% in 2017).
 - <u>Road maintenance including pothole repairs</u>: 57% are *very/somewhat* satisfied (15 points lower than 72% in 2017).
 - <u>City operated recreation FACILITIES such as pools, leisure centres, and golf courses</u>: 32% are *very* satisfied (13 points lower than 45% in 2017).
 - <u>Snow removal</u>: 18% are *very* satisfied (13 points lower than 31% in 2017).
- Ward 13 residents are more satisfied than City Wide residents with the following services:
 - <u>Social services for individuals such as seniors or youth</u>: 30% are very satisfied (7 points higher than 23% City Wide).
 - <u>On-street bikeways</u>: 76% are very/somewhat satisfied (9 points higher than 67% City Wide).
 - <u>Downtown revitalization</u>: 30% are *very* satisfied (8 points higher than 22% City Wide and a marked 14 percentage point increase compared 16% in 2017).
- Compared to City Wide, Ward 13 residents are less likely to indicate that they would like to see more investment in the following services:
 - <u>Transportation planning</u>: 46% want *more* investment (9 points lower than 55% City Wide).
 - <u>Downtown revitalization</u>: 22% want *more* investment (9 points lower than 31% City Wide).
 - <u>City land use planning</u>: 21% want *more* investment (7 points lower than 28% City Wide).
- Over seven-in-ten (75%) Ward 13 residents want *more* investment in "road maintenance including pothole repairs" (11 points higher than 64% City Wide and a marked 17 percentage point increase over 58% in 2017).

Calgary 🚳 Key Findings: Taxation and Customer Service

Ward 13 residents' views on taxation are consistent with City Wide.

- Six-in-ten (58%) of Ward 13 residents give The City a 'good value' rating for the value of their property tax dollars (on par with 59% City Wide).
- One-half (52%) of Ward 13 residents support tax increases to maintain or expand services (on par with 52% City Wide), while 48% support cutting services to maintain or reduce taxes (on par with 43% City Wide).

City contact and customer service metrics are generally consistent with City Wide results with one marked improvement compared to 2017.

- Ward 13 residents are aligned with City Wide results for contacting The City in the past 12 months (59%, on par with 65% City Wide) and for satisfaction with the level of overall quality and service provided (76%, on par with 78% City Wide).
- Nearly all (97%) Ward 13 residents agree that City staff are courteous, helpful, and knowledgeable, an 8 percentage point increase over 89% 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 (80%, identical to City Wide).

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

Ward 13 results are on par with City Wide results for favourability (69% vs. 68% City Wide), trust (58% vs. 60% City Wide) and being advocates (33% vs. 34% City Wide).

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

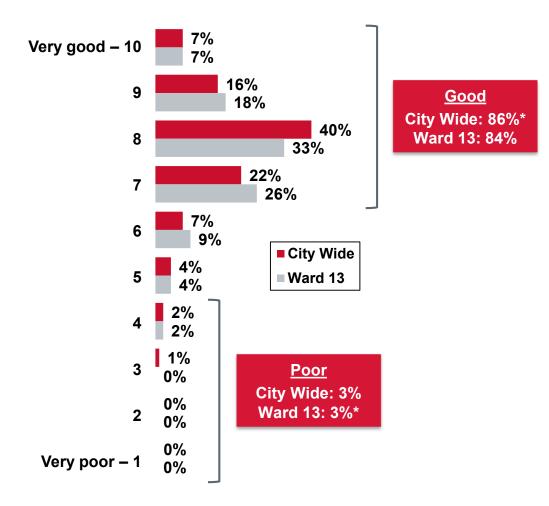
Eight-in-ten (83%) of Ward 13 residents are satisfied with the way The City of Calgary – including Council and Administration are running the City(on par with 79% City Wide).



Quality of Life



Overall Quality of Life in Calgary

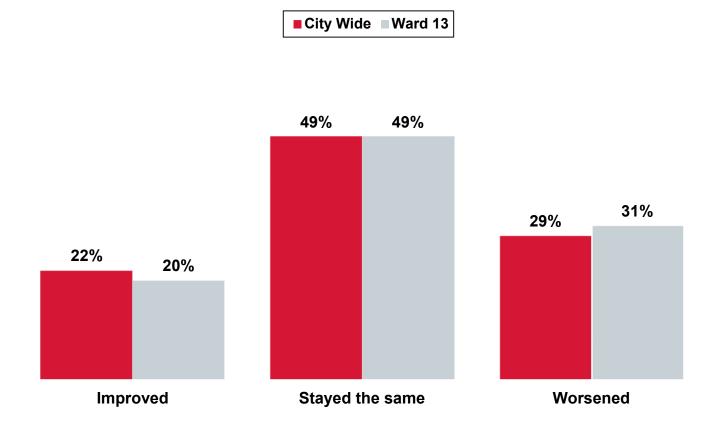


On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good," how would you rate the overall quality of life in the city of Calgary today? Base: Valid respondents (City Wide: n=2,497 / Ward 13: n=175) *Rounding

2018 | Quality of Life and Citizen Satisfaction Survey: Ward 13

(a)

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 13: n=175)

2018 | Quality of Life and Citizen Satisfaction Survey: Ward 13

Actions to Improve the Quality of Life

| Multiple Responses | | City Wid | е | Ward 13 |
|-----------------------------------|---|----------|------------------|---------|
| | Transportation [NET] | | 27% | 31% |
| Improve | ment/ maintenance of existing roads | 10% | | 14% |
| | Better traffic management | 6% | | 6% |
| Recre | ation & Community Services [NET] | | 21% | 17% |
| | Parks/ green-space improvement | 4% | | 2% |
| Building of cor | mmunity centres/ recreation facilities | 4% | | 4% |
| Availability o | f (free) programs/ activities/ services | 4% | | 4% |
| En | gage in community events/ activities | 4% | | 3% |
| Homelessness, P | overty & Affordable Housing [NET] | | 20% | 19% |
| | Improve job creation/ employment | 9% | | 9% |
| | Expand affordable housing/ rent | 4% | | 3% |
| | Government [NET] | 1 | 9% | 21% |
| | Reduce taxes | 8% | | 6% |
| | Tax spending/ city budget | 5% | | 5% |
| | Transit [NET] | 15% | 6 | 11% |
| Improv | e public transportation (unspecified) | 10% | | 8% |
| | More access to buses/ transit/ trains | 5% | | 3% |
| | Crime, Safety & Policing [NET] | 11% | | 4%↓ |
| | Control crime and safety | 5% | | 3% |
| | More policing/ patrolling | 5% | | 1%↓ 6% |
| | Health [NET] | 4% | | 3% |
| | Environment [NET] | 4% | NET mentions <3% | 4% |
| | Education [NET] | 3% | are not shown | 5% |
| lote: A "NET" is a combination of | Growth & Planning [NET] | 3% | | 3% |
| 2 or more mentions that cover a | Other | 13% | | 11% |
| specific theme | Nothing | 17 | '% | 23% |

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?

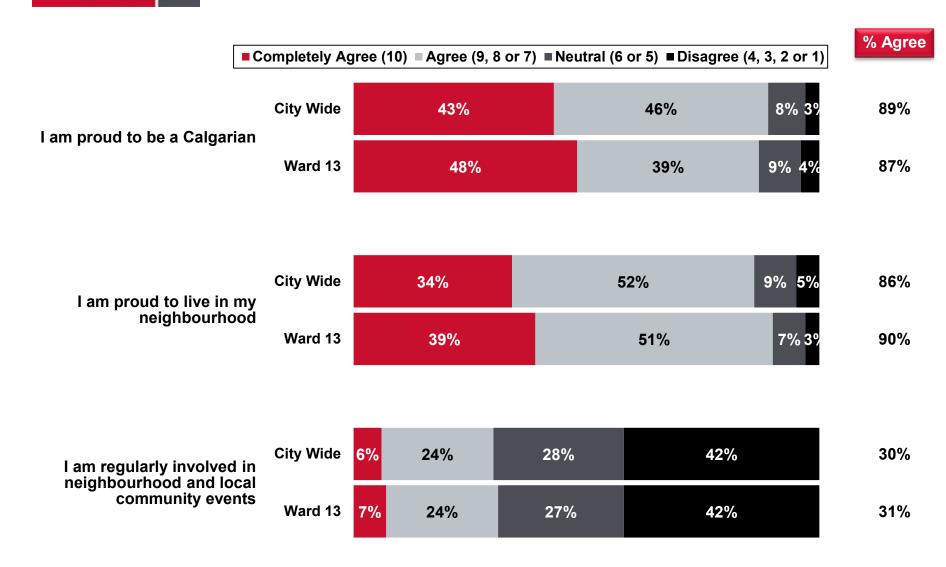
Base: Valid respondents (City Wide: n=2,391 / Ward 13: n=169)

2018 | Quality of Life and Citizen Satisfaction Survey: Ward 13

Ward 13 2017

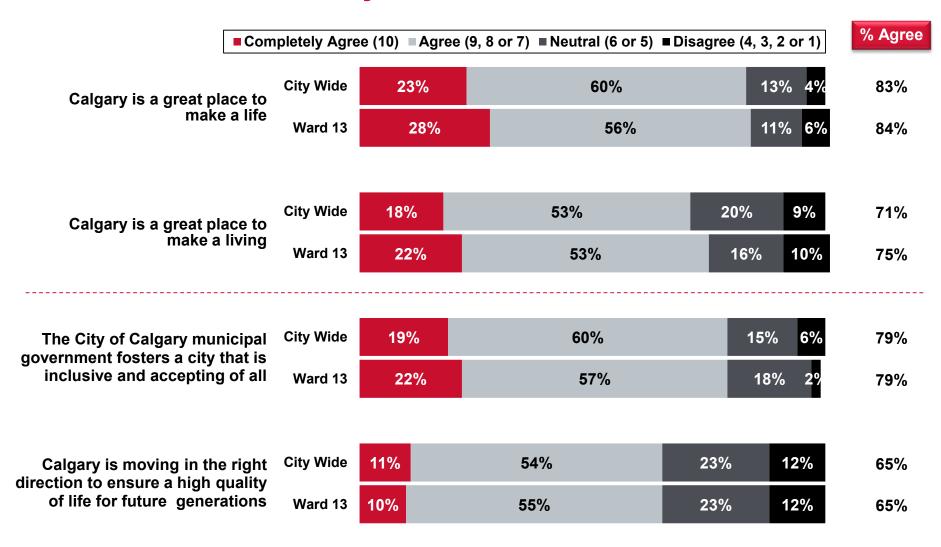


Sustainability: Connectedness



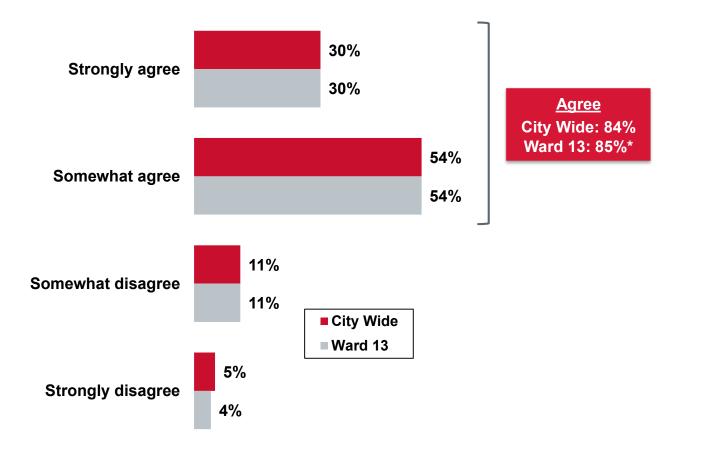
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree." Base: Valid respondents (Bases vary)

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



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

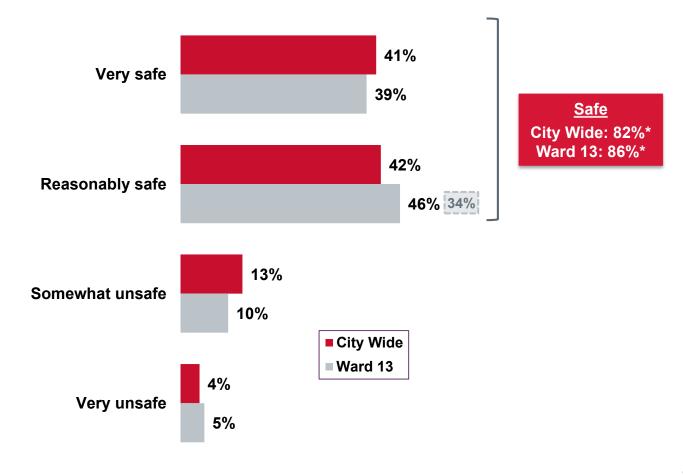
Calgary Calgary: On the Right Track to Being a Better City?



*Rounding

There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now. Base: Valid respondents (City Wide: n=2,485 / Ward 13: n=175)

Perceived Safety in Own Neighbourhood



Ward 13 2017

*Rounding

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 13: n=175)

2018 | Quality of Life and Citizen Satisfaction Survey: Ward 13



Issue Agenda



Issue Agenda

| Calgary | <u> (ē)</u> |
|---------|-------------|
| | |

| Multiple Responses | | | City Wide | 9 | | Ward 13 |
|--------------------------------|---|-------------------|------------------------|------|---------------------------|--------------|
| | | Fi | irst Mention | Oth | er Mentions | |
| Ir | nfrastructure, Traffic & Roads [NET] | | 29% | 11% | 40% | 41% |
| | Traffic congestion | 7% | 9% | | | 8% |
| | (Lack of) snow removal | <mark>5%</mark> 3 | 8% | | | 10% |
| | Roads (unspecified) | <mark>6%</mark> | 8% | | | 11% 3% |
| | Road conditions | 33 | 6% | | | 3% |
| | Transit [NET] | 129 | <mark>// 4%</mark> 16% | | | 16% |
| | Transportation (unspecified) | 7% | 9% | | | 12% |
| Public Transporta | tion (incl. buses/ C-train/ poor service) | 5% | 7% | | | 6% |
| | Crime, Safety & Policing [NET] | 9% | 5% 14% | | | 9% |
| | Recreation [NET] | <mark>5%</mark> 4 | %9% | | | 7% |
| | Taxes [NET] | <mark>5%</mark> 3 | 8% | | | 6% |
| Enviro | onment & Waste Management [NET] | <mark>3</mark> 4% | 67% | | | 8% |
| | Education [NET] | <mark>4%</mark> 3 | 7% | | | 9% |
| | Economy [NET] | <mark>4%</mark> | 5% | | | 6% |
| Homelessness, F | Poverty & Affordable Housing [NET] | 3 | 5% | NET. | montiono (19/ | 5% |
| | Budget & Spending [NET] | 2 4 | 1% | | nentions <4% not shown | 3% |
| | Growth & Planning [NET] | 3 4 | 1% | | | 1%↓ 5% |
| Note: A "NET" is a combination | Olympics [NET] | 2 4 | !% | | | 3% |
| of 2 or more mentions that | Other | | 18% | | | 20% |
| cover a specific theme | None | | 16% | | | 18% |
| | | | | | | Ward 13 2017 |

City Wido

Ward 13 2017

Ward 12

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 13: n=174)

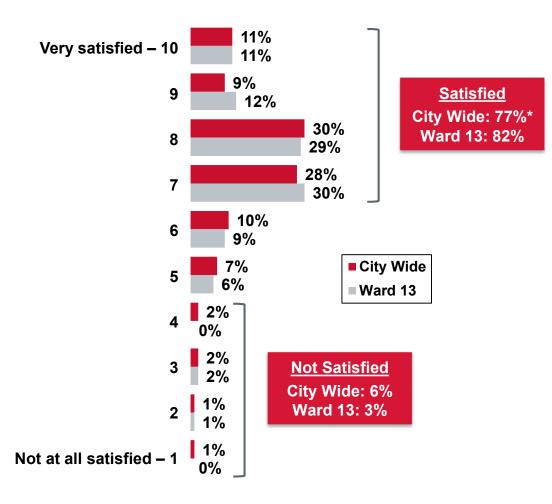


City Programs and Services





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 13: n=175)



Importance of City Programs and Services

% Important

| | | 701 | Important | | |
|---|-----------|----------------|----------------------|------|---------------|
| | [| Very important | Somewhat importa | Int | |
| | City Wide | | 97% | 3 | %100% |
| 9-1-1 | Ward 13 | | 99% <mark>94%</mark> | | 100% |
| Calgary Fire Department | City Wide | | 96% | 4 | %100% |
| Calgary File Department | Ward 13 | | 95% | 5% | % 100% |
| The quality of drinking water | City Wide | | 95% | 49 | %99% |
| The quality of utiliking water | Ward 13 | | 95% | 5% | % 100% |
| Calgary Balian Sarvian | City Wide | | 92% | 7% | 99% |
| Calgary Police Service | Ward 13 | | 94% | 5% | 99% |
| City analysis and infractive | City Wide | 82 | 2% | 17% | 99% |
| City operated roads and infrastructure | Ward 13 | 8 | 37% | 12% | 99% |
| Pood maintananaa inaluding nathala ranaira | City Wide | 789 | % | 21% | 99% |
| Road maintenance including pothole repairs | Ward 13 | 87 | 7%个 76% | 13%√ | 100% |
| Posidential carbona collection convice | City Wide | 82 | 2% | 16% | 98% |
| Residential garbage collection service | Ward 13 | 81 | % | 17% | 98% |
| Calgary's parks, playgrounds and other open | City Wide | 75% | D | 23% | 98% |
| spaces | Ward 13 | 70% | 28 | 8% | 99% |

Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Calgary

Importance of City Programs and Services

(continued)

Calgary

| | | % Imp | oortant | |
|---|--------------|---------------------|--------------------|-----------|
| | [| Very important = \$ | Somewhat important | |
| Snow removal | City Wide | 82% | 15% | 97% |
| Show removal | Ward 13 | 86% | 11% | 97% |
| | City Wide | 80% | 17% | 97% |
| Traffic flow management | Ward 13 | 84% | 14% | |
| - | City Wide | 77% | 20% | 97% |
| Transportation planning | Ward 13 | 73% | 26% | 99% |
| Social services for individuals such as seniors | City Wide | 76% | 21% | 97% |
| or youth | Ward 13 | 81% | 16% | 98% |
| Disaster planning and response | City Wide | 72% | 24% | 96% |
| | Ward 13 | 68% | 27% | 95% |
| | City Wide | 57% | 38% | 95% |
| Spring road cleaning | Ward 13 | 58% | 38% | 96% 89% |
| | City Wide | 69% | 25% | 94% |
| Affordable housing for low-income families | Ward 13 | 77% 64 | | 96% |
| | City Wide | 78% | 15% | 93% |
| Calgary Transit including bus and CTrain service | Ward 13 | 79% | 16% | 95% |
| Desidential Dive Continuous lines | City Wide | 68% | 25% | 93% |
| Residential Blue Cart recycling | Ward 13 | 64% | 31% | 95% 88% |
| <i>I am going to read a list of programs and services provided t Please tell me how important each one is to you.</i> | o you by The | City of Calgary. | War | d 13 2017 |

2018 | Quality of Life and Citizen Satisfaction Survey: Ward 13

Base: Valid respondents (Bases vary)

Importance of City Programs and Services (continued)

| | | % Important | | | |
|---|----------------------|--------------------|--------------------|------------|--|
| | | Very important | Somewhat important | | |
| Property tax assessment | City Wide | 61% | 32% | 93% | |
| | Ward 13 | 60% | 36% | 96% | |
| City land use planning | City Wide | 58% | 35% | 93% | |
| City land use planning | Ward 13 | 56% | 36% | 93% | |
| City growth monogramout | City Wide | 58% | 35% | 93% | |
| City growth management | Ward 13 | 59% | 36% | 95% | |
| Calgary's pathway system | City Wide | 56% | 36% | 92% | |
| | Ward 13 | 53% | 41% | 94% | |
| City operated recreation FACILITIES such as | City Wide | 55% | 36% | 91% | |
| pools, leisure centres, and golf courses | Ward 13 | 56% | 37% | 93% | |
| | City Wide | 54% | 37% | 91% | |
| 311 service | Ward 13 | 48% | 43% | 91% | |
| Community services such as support for | City Wide | 44% | 45% | 89% | |
| community associations and not for profit | Ward 13 | <u>44 %</u> 43% | 45 <i>%</i> 46% | 89% | |
| groups | | CO 0/ | 000/ | 0.00/ | |
| Protection from river flooding | City Wide Ward 13 | <u> </u> | 26% 28% | 88% 87% | |
| | | | | | |
| Development and building inspections and permits | City Wide Ward 13 | <u> </u> | 35% 45%个 | 88% 88% | |
| permits | walu is | 43 /01 | 43 /0/ | 00% | |

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

| | 5 | ati | nu | A | ۱ |
|----|---|-----|-----|----------|---|
| 10 | 0 | IU | IIU | ed |) |

| | | % Important | | |
|---|-----------|----------------|---------------|-------|
| | | Very important | Somewhat impo | rtant |
| Business licenses and inspections | City Wide | 46% | 39% | 85% |
| Business incenses and inspections | Ward 13 | 46% | 38% | 84% |
| City operated recreation PROGRAMS such as | City Wide | 51% | 33% | 84% |
| swimming lessons | Ward 13 | 55% | 33% | 88% |
| Animal control services for stray animals and pet licensing | City Wide | 40% | 42% | 82% |
| | Ward 13 | 45% | 43% | 88%个 |
| Bylaw services for things such as noise | City Wide | 37% | 45% | 82% |
| complaints, fire pits and weeds | Ward 13 | 35% | 52% | 87% |
| Support for arts and culture including festivals | City Wide | 38% | 43% | 81% |
| Support for arts and culture including lestivals | Ward 13 | 35% | 48% | 83% |
| Downtown revitalization | City Wide | 36% | 44% | 80% |
| Downtown revitalization | Ward 13 | 29% | 50% | 79% |
| City of Calgory website | City Wide | 36% | 42% | 78% |
| City of Calgary website | Ward 13 | 38% | 43% | 81% |
| On street hikowaya | City Wide | 26% 31 | 1% 57% | |
| On-street bikeways | Ward 13 | | 1% 58% | |

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

| | | Very satisfied | Somewhat satis | fied | |
|---|-----------|----------------|----------------|------|------|
| Calgary Fire Department | City Wide | 839 | | | 99% |
| ealgary i no Dopartmont | Ward 13 | 84 | % | 15% | 100% |
| 9-1-1 | City Wide | 75% | | 23% | 98% |
| •••• | Ward 13 | 79% |) | 21% | 99% |
| The quality of drinking water | City Wide | 71% | | 24% | 95% |
| The quality of armining water | Ward 13 | 66% | 3 | 0% | 96% |
| Calgary's parks, playgrounds and other open | City Wide | 53% | 42% | | 95% |
| spaces | Ward 13 | 50% | 44% | | 95% |
| Calgary's pathway system | City Wide | 49% | 46% | | 95% |
| | Ward 13 | 47% | 51% | | 98% |
| 311 service | City Wide | 51% | 43% | | 94% |
| | Ward 13 | 47% | 46% | ę | 3% |
| Disaster planning and response | City Wide | 43% | 51% | | 94% |
| | Ward 13 | 42% | 56% | | 98% |
| City operated recreation PROGRAMS such as | City Wide | 40% | 53% | | 3% |
| swimming lessons | Ward 13 | 42% | 52% | | 94% |

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 13

0/ Satisfied

(continued)

Calgary

| | | % Satisfied | | |
|---|----------------------|----------------|--------------------|------------|
| | | Very satisfied | Somewhat satisfied | |
| Calgary Police Service | City Wide | 56% | 36% | 92% |
| Calgary Police Service | Ward 13 | 62% | 32% | 94% |
| Animal control services for stray animals and | City Wide | 42% | 50% | 92% |
| pet licensing | Ward 13 | 45% | 46% | 91% |
| City operated recreation FACILITIES such as | City Wide | 36% | 56% | 92% |
| pools, leisure centres, and golf courses | Ward 13 | 32% 45% | 60% | 92% |
| Community services such as support for | City Wide | 200/ | C 40/ | 0.20/ |
| community associations and not for profit groups | Ward 13 | 28% 26% | 64% 69% | 92% 94% |
| groups | . | | | |
| Residential Blue Cart recycling | City Wide Ward 13 | <u> </u> | 32% 25% | 91% 89% |
| | | 0078 | | |
| Protection from river flooding | City Wide | 39% | 52% | 91% |
| | Ward 13 | 34% | 60% | 94% |
| Business licenses and inspections | City Wide | 30% | 61% | 91% |
| | Ward 13 | 33% | 59% | 91% |
| Spring road cleaning | City Wide | 42% | 48% | 90% |
| Spring road cleaning | Ward 13 | 45% | 48% | 92% |
| Development and building inspections and | City Wide | 29% | 61% | 90% |
| permits | Ward 13 | 32% | 60% | 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)

Ward 13 2017

% Satisfied

63%

58%

(continued)

Calgary

| | | Very satisfied | Somewhat sati | sfied |
|---|----------------------|------------------|---------------|-------|
| City of Calgary website | City Wide | 34% | 55% | 89% |
| | Ward 13 | 36% | 53% | 89% |
| Residential garbage collection service | City Wide Ward 13 | <u> </u> | 32% 32% | |
| Social services for individuals such as seniors | City Wide | <mark>23%</mark> | 65% | 88% |
| or youth | Ward 13 | | 56% | 86% |
| Support for arts and culture including festivals | City Wide | 34% | 52% | 86% |
| | Ward 13 | 33% | 53% | 86% |
| Bylaw services for things such as noise complaints, fire pits and weeds | City Wide | 31% | 55% | 86% |
| | Ward 13 | 33% | 52% | 85% |
| Downtown revitalization | City Wide | <mark>22%</mark> | 64% | 86% |
| | Ward 13 | 30%个16% | 63% | 93% |
| City land use planning | City Wide | 19% | 65% | 84% |
| | Ward 13 | 17% | 71% | 88% |
| City operated roads and infrastructure | City Wide | 22% | 60% | 82% |
| | Ward 13 | 25% | 53% | 78% |

City Wide

Ward 13

19%

25%

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)

City growth management

2018 | Quality of Life and Citizen Satisfaction Survey: Ward 13

185%

82%

83%

Ward 13 2017

(continued)

Calgary

% Satisfied

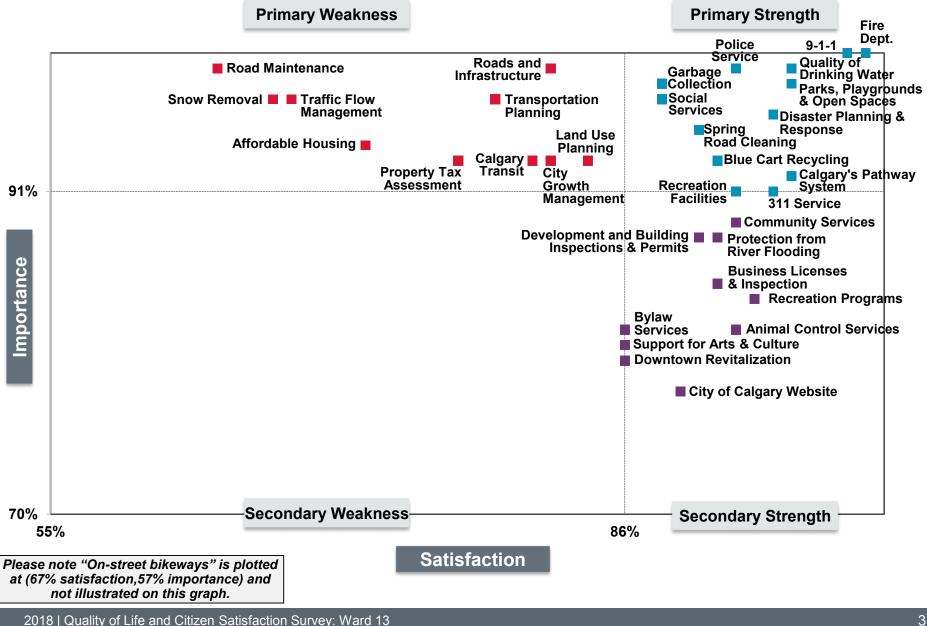
| | | Very satisfi | ied Some | what satisfied |
|--|-----------|----------------|----------|----------------|
| Column Transit including hus and OTrain convice | City Wide | 29% | 52% | 81% |
| Calgary Transit including bus and CTrain service | Ward 13 | 32% | 48% | 80% |
| - | City Wide | 20% | 59% | 79% |
| Transportation planning | Ward 13 | 21% | 61% | 83% |
| | City Wide | 19% | 58% | 77% |
| Property tax assessment | Ward 13 | 25% | 51% | 76% |
| | City Wide | 14% | 58% | 72% |
| Affordable housing for low-income families | Ward 13 | 12% | 58% | 71% |
| | City Wide | 15% | 53% | 68% |
| Traffic flow management | Ward 13 | 13% | 52% | 65% |
| • • • • • | City Wide | 21% | 46% | 67% |
| On-street bikeways | Ward 13 | 23% | 53% | 76%个 |
| | City Wide | 20% | 47% | 67% |
| Snow removal | Ward 13 | 18% 31% | 52% | 70% |
| | City Wide | 17% | 47% | 64% |
| Road maintenance including pothole repairs | Ward 13 | | | 57% 72% |
| | | | | |

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)

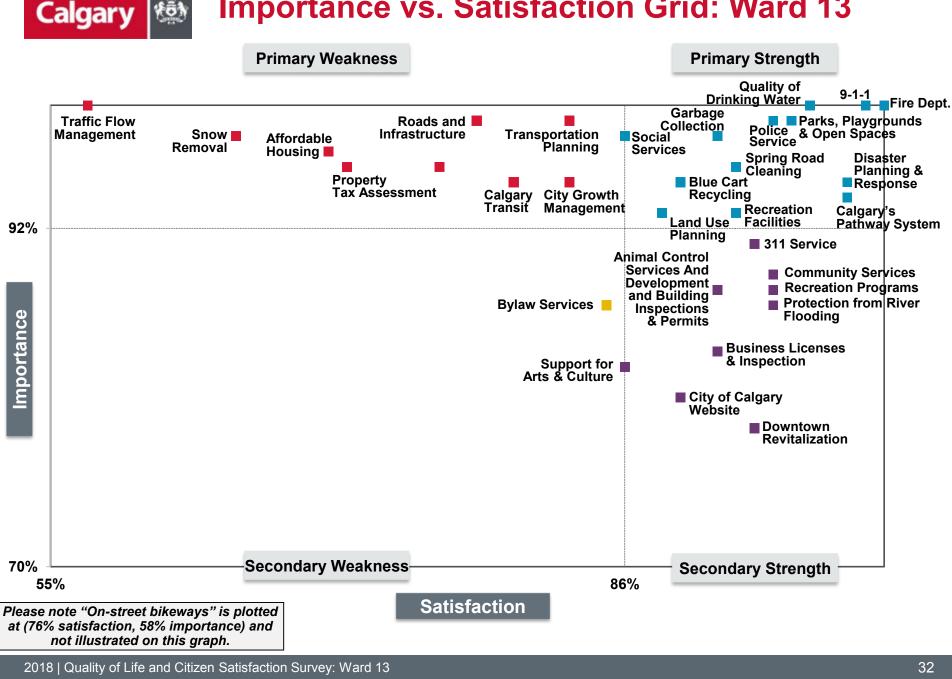
2018 | Quality of Life and Citizen Satisfaction Survey: Ward 13

Ward 13 2017

Importance vs. Satisfaction Grid: City Wide



Importance vs. Satisfaction Grid: Ward 13





Primary Strengths and Weaknesses: City Wide versus Ward 13

| 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 13 |
|------------------------------------|-----------|---------|
| 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 | | |
| 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 | | 34% | 2 <mark>9</mark> |
| Road maintenance including potnole repairs | Ward 13 | 7 | 75%个 <mark>58%</mark> | 25% | \mathbf{h} |
| Snow removal | City Wide | 64 | | 33% | 3% 2% |
| | Ward 13 | 67 | 7% | 31% | 2 <mark>9</mark> |
| Calgary Transit including bus and CTrain service | City Wide | 61% | /0 | 35% | 4% 2% |
| | Ward 13 | 65 | % | 32% | 2 <mark></mark> 9 |
| Affordable housing for low-income families | City Wide | 61% | 0 | 33% | <mark>6%</mark> |
| | Ward 13 | 66 | 5% | 30% | <mark>4%</mark> |
| Social services for individuals such as seniors or youth | City Wide | 60% | , 0 | 38% | 2 <mark>9</mark> |
| | | 57% | | 42% | |
| | City Wide | 59% |) | 39% | 3 <mark>9</mark> |
| Traffic flow management | Ward 13 | 66 | 5% | 33% | |
| City operated roads and infrastructure | City Wide | 56% | | 41% | <mark>3</mark> % |
| | Ward 13 | 54% | | 43% | 3% 3% |
| | City Wide | 56% | | 40% | <mark>3</mark> % |
| Calgary Police Service | Ward 13 | 57% | | 41% | 29 |
| | City Wide | 55% | | 41% | 3 <mark>%</mark> |
| Transportation planning | Ward 13 | 46%↓ | | 51%个 | 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 13

Calgary

Ward 13 2017

Investment in City Programs and Services (continued)

| | | More | Same Less | |
|--|-----------|------|-----------|-----------------|
| | City Wide | 43% | 56% | |
| Calgary Fire Department | Ward 13 | 42% | 58% | |
| 9-1-1 | City Wide | 40% | 60% | |
| | Ward 13 | 44% | 56% | |
| Calgary's parks, playgrounds and other open | City Wide | 37% | 61% | 3 🛛 |
| spaces | Ward 13 | 33% | 65% | 32 |
| City operated recreation FACILITIES such as pools, | City Wide | 37% | 56% | 7% |
| leisure centres, and golf courses | Ward 13 | 42% | 53% | |
| - - - - - - - - - - | City Wide | 35% | 56% | 9% |
| City growth management | Ward 13 | 31% | 60% | 9% |
| | City Wide | 34% | 63% | 39 |
| Disaster planning and response | Ward 13 | 33% | 65% | 20 |
| | City Wide | 34% | 59% | 7% |
| Protection from river flooding | Ward 13 | 36% | 57% | <mark>7%</mark> |
| | City Wide | 33% | 67% | |
| The quality of drinking water | Ward 13 | 34% | 66% | |
| | City Wide | 31% | 52% | 17% |
| Downtown revitalization | Ward 13 | 22%↓ | 60% | 18% |

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 13

Investment in City Programs and Services (continued)

| | | ■ More | Same Less | 3 |
|--|-----------|--------|-----------|-----------------|
| Spring road cleaning | City Wide | 30% | 66% | <mark>5%</mark> |
| Spring road cleaning | Ward 13 | 29% | 65% | <mark>6%</mark> |
| City operated recreation PROGRAMS such as swimming lessons | City Wide | 30% | 63% | <mark>6%</mark> |
| | Ward 13 | 35% | 59% | 7% |
| Community services such as support for | City Wide | 30% | 60% | 9% |
| community associations and not for profit groups | Ward 13 | 27% | 63% | 10% |
| | City Wide | 29% | 63% | 8% |
| Calgary's pathway system | Ward 13 | 23% | 72%个 | <mark>5%</mark> |
| City land use planning | City Wide | 28% | 64% | 8% |
| | Ward 13 | 21%↓ | 72%个 | 8% |
| | City Wide | 25% | 55% | 21% |
| Support for arts and culture including festivals | Ward 13 | 28% | 51% | 21% |
| | City Wide | 22% | 71% | 7% |
| Development and building inspections and permits | Ward 13 | 22% | 71% | 7% |
| | City Wide | 22% | 70% | 9% |
| Residential garbage collection service | Ward 13 | 20% | 72% | 9% |

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 13

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 13 | 22% | 68% | 10% |
| On-street bikeways | City Wide | 21% | 38% | 41% |
| On-Street Direways | Ward 13 | 23% | 43% | 34% |
| Pusiness lisenses and inspections | City Wide | 19% | 73% | 8% |
| Business licenses and inspections | Ward 13 | 17% | 76% | <mark>7%</mark> |
| | City Wide | 18% | 68% | 14% |
| Property tax assessment | Ward 13 | 23% | 64% | 13% |
| | City Wide | 17% | 72% | 10% |
| City of Calgary website | Ward 13 | 18% | 73% | 10% |
| | City Wide | 17% | 72% | 11% |
| Residential Blue Cart recycling | Ward 13 | 13% | 77% | 10% |
| | City Wide | 16% | 78% | 7% |
| 311 service | Ward 13 | 17% | 77% | <mark>5%</mark> |
| Animal control convises for stray animals and | City Wide | 16% | 72% | 12% |
| Animal control services for stray animals and pet licensing | Ward 13 | 16% | 77% | 7% |

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)

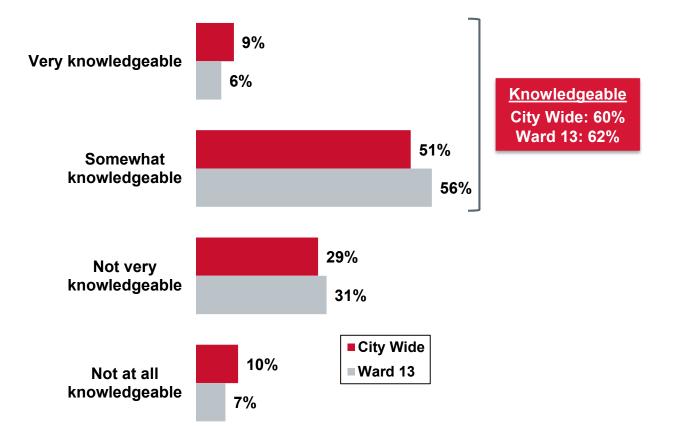
2018 | Quality of Life and Citizen Satisfaction Survey: Ward 13



Taxation



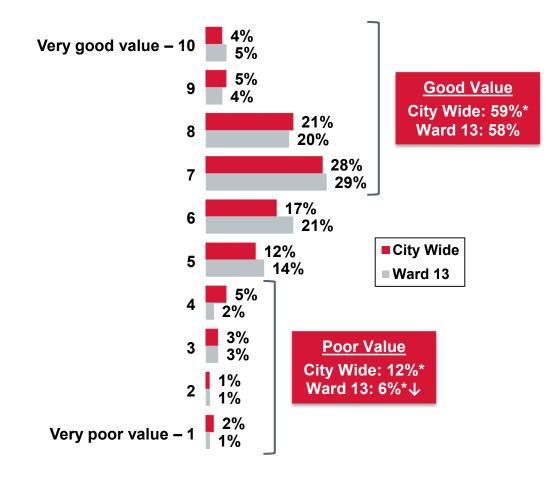
Calgary 🚳 Knowledge Levels of Tax Dollar Spending



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 13: n=175)

Perceived Value of Property Taxes

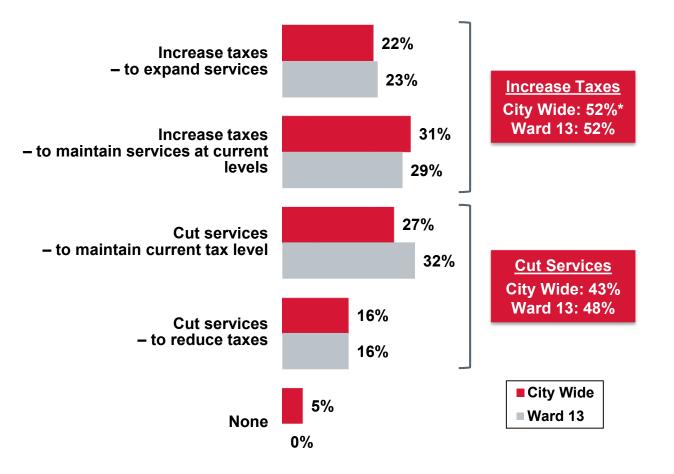


*Rounding

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 13: n=174)

Balancing Taxation and Service Delivery Levels

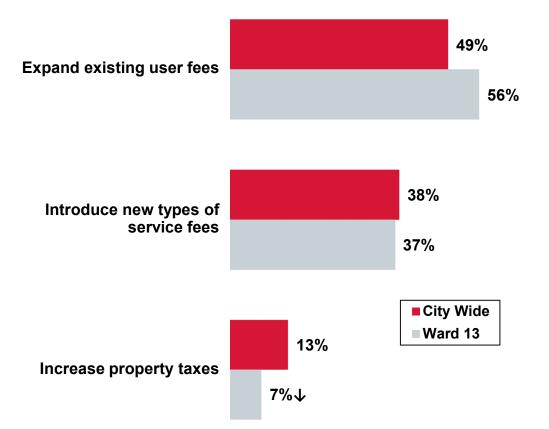




Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents (City Wide: n=2,460 / Ward 13: n=171)

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 13: n=167)

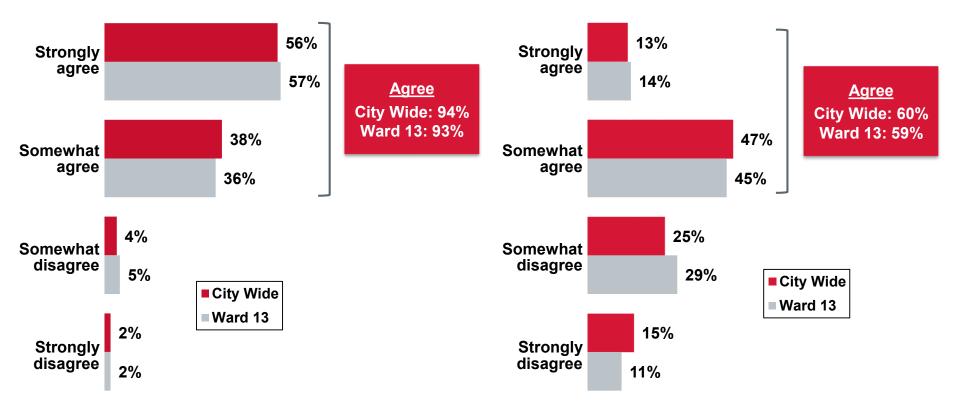
Property Tax Dollar Investment

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

ŧā١

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 13: n=175)

Base: Valid respondents (City Wide: n=2,463 / Ward 13: n=175)

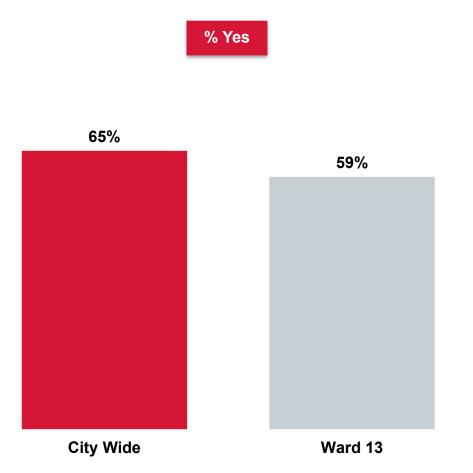
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



Contact with The City and Customer Service



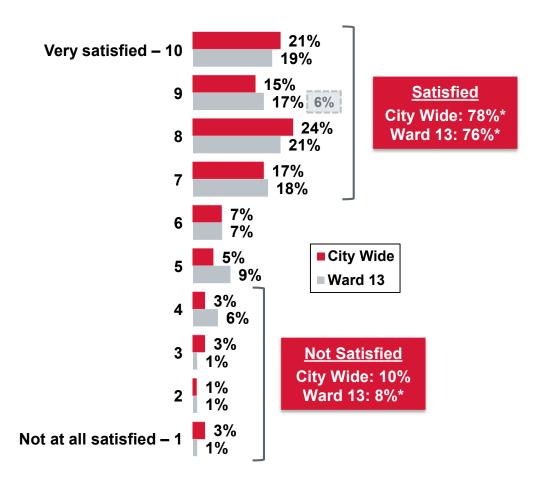




Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months? Base: Valid respondents (City Wide: n=2,488 / Ward 13: n=174)



Satisfaction with the Overall Level and Quality of Customer Service

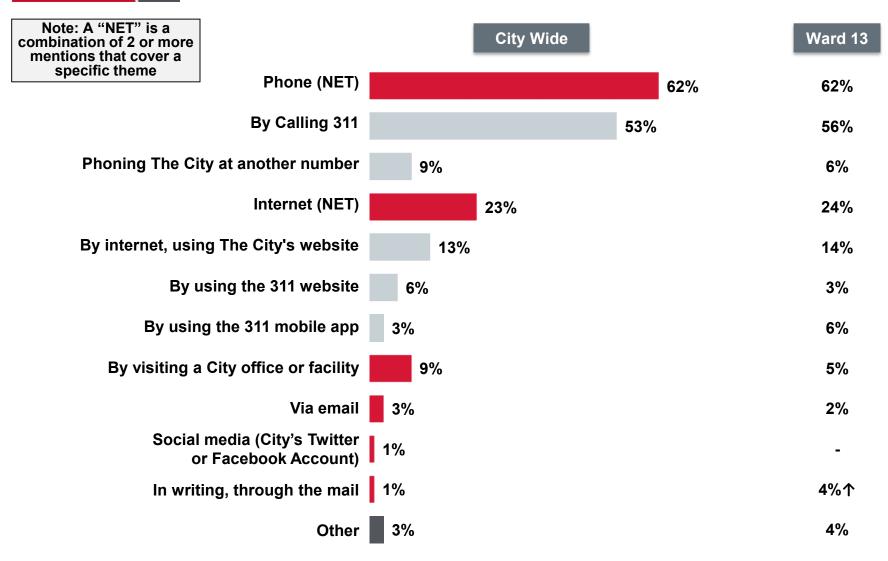


Ward 13 2017 *Rounding

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

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,651 / Ward 13: n=111)

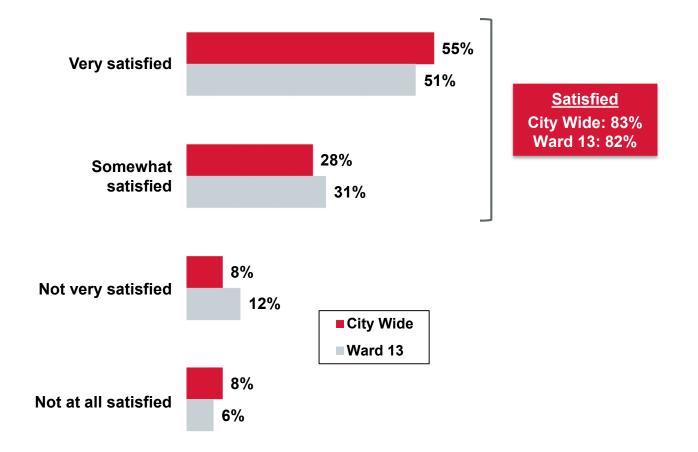




When you contacted The City was it ... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,126 / Ward 13: n=75)

Satisfaction with Most Recent City Contact

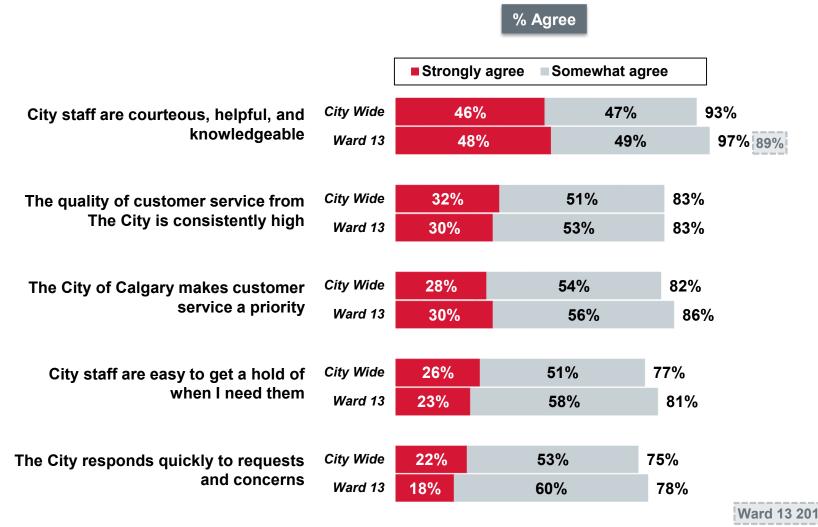


How satisfied were you with your most recent contact with The City?

Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,125 / Ward 13: n=74)

2018 | Quality of Life and Citizen Satisfaction Survey: Ward 13

Attitudes Regarding Customer Service



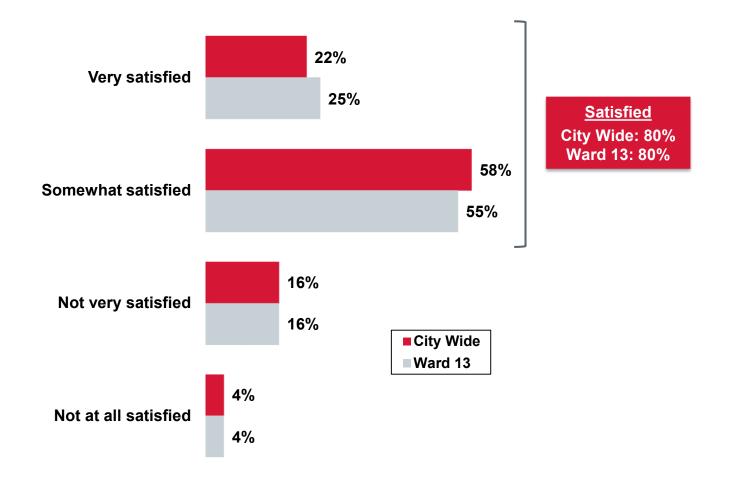
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City? Base: Valid respondents (Bases vary)



City Communications

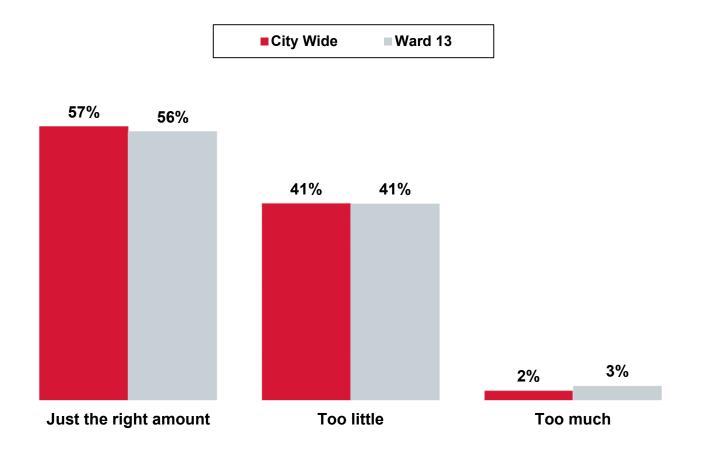


Satisfaction with the Overall Quality of City Information and Communications



And how satisfied are you with the overall quality of City information and communications? Base: Valid respondents (City Wide: n=2,490 / Ward 13: n=175)

Calgary 🚳 The Amount of Information Accessible



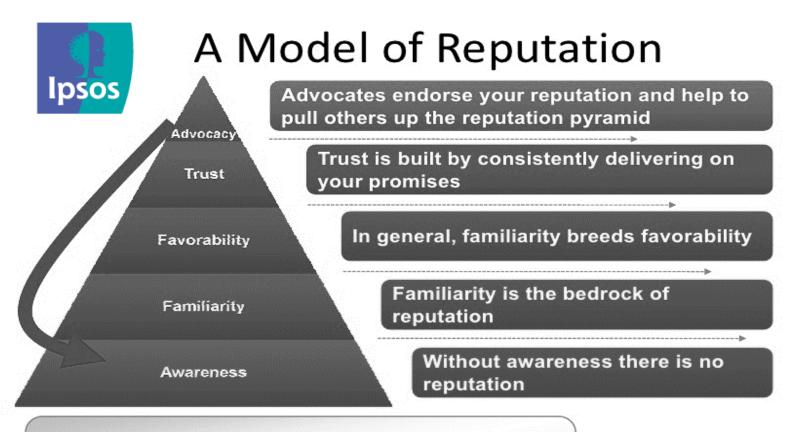
In your opinion, do you currently have access to too much, too little, or just the right amount of information from The City? Base: Valid respondents (City Wide: n=2,470 / Ward 13: n=172)



City Reputation and Performance

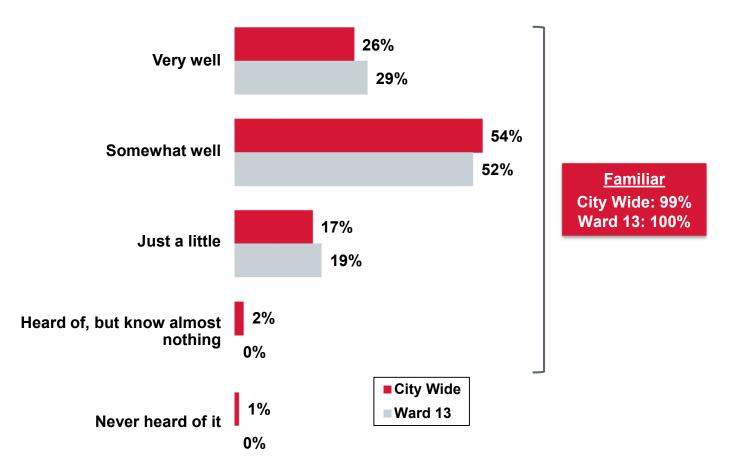


Ipsos Reputation Model



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

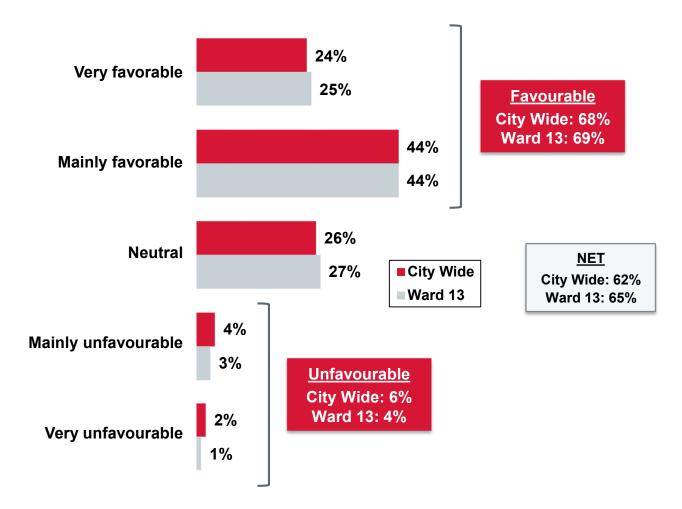




Taking into account all the ways you have learned about or had contact with The City of Calgary, how well do you feel you know The City?

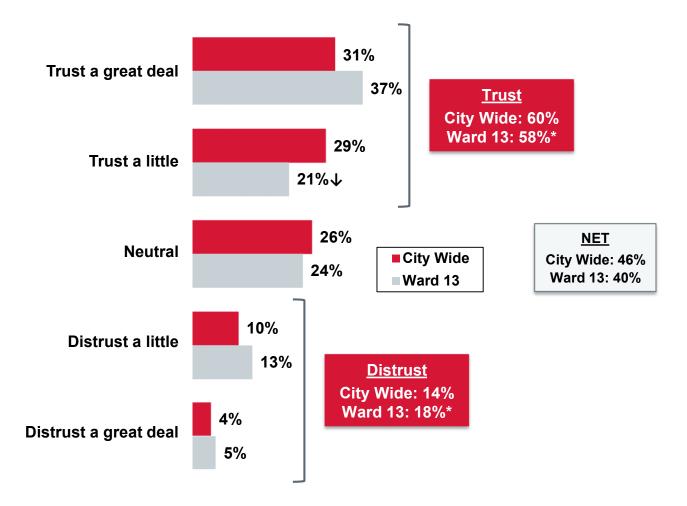
Base: Valid respondents (City Wide: n=2,496 / Ward 13: n=175)





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 13: n=175)

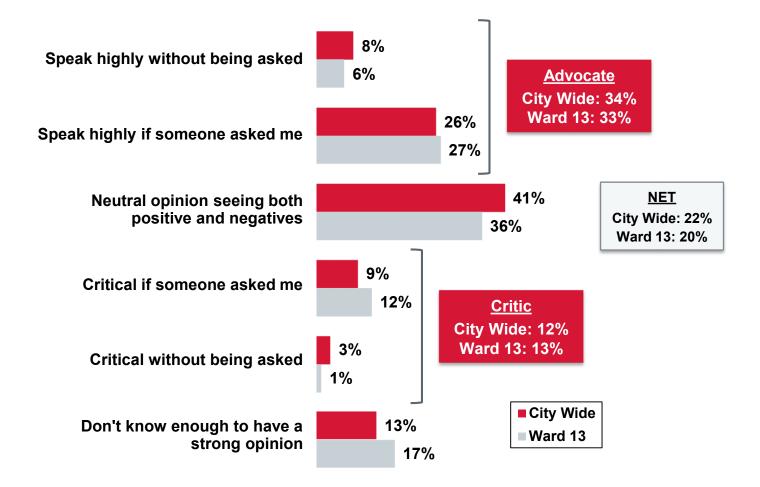




*Rounding

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 13: n=175)

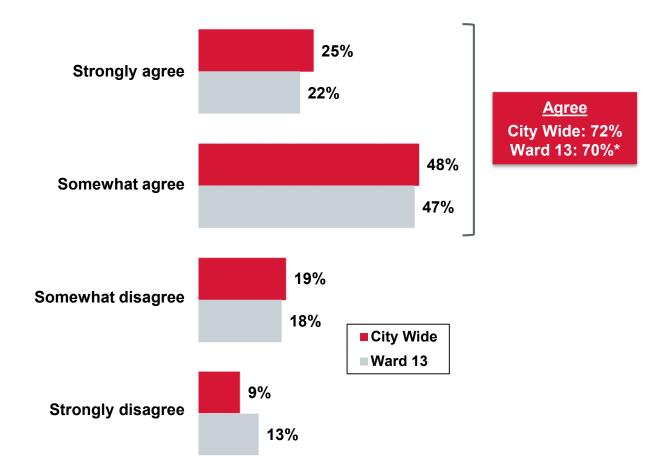




Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary? Base: Valid respondents (City Wide: n=2,488 / Ward 13: n=175)

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

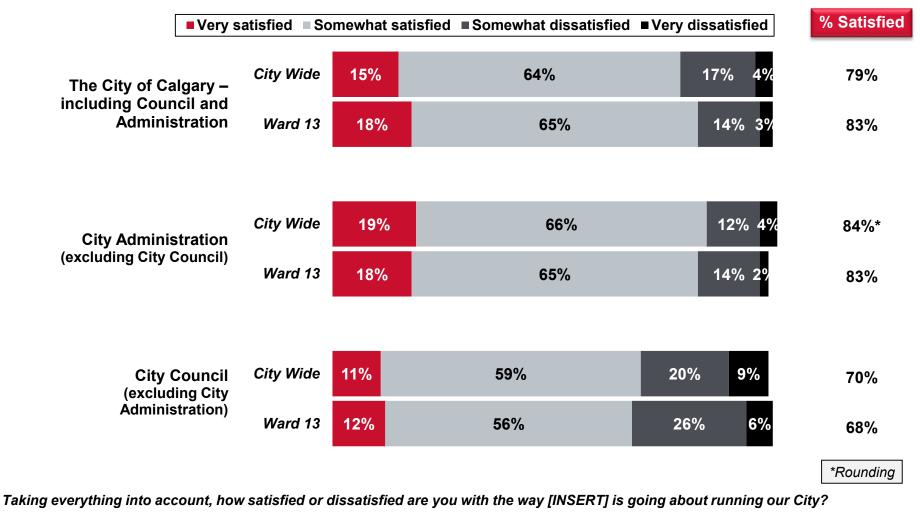
I understand the roles and responsibilities of City Council compared to those of City Administration



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 13: n=174) *Rounding

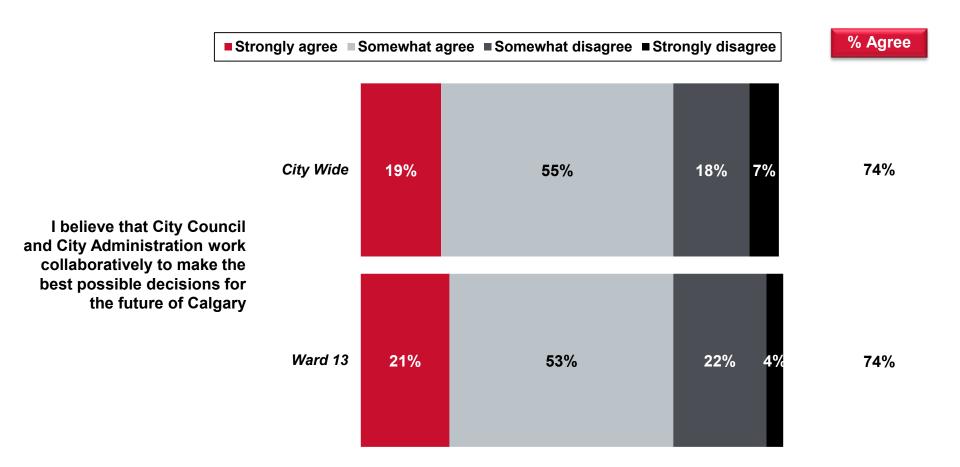
Calgary 🚳 Perceptions About City Performance

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.



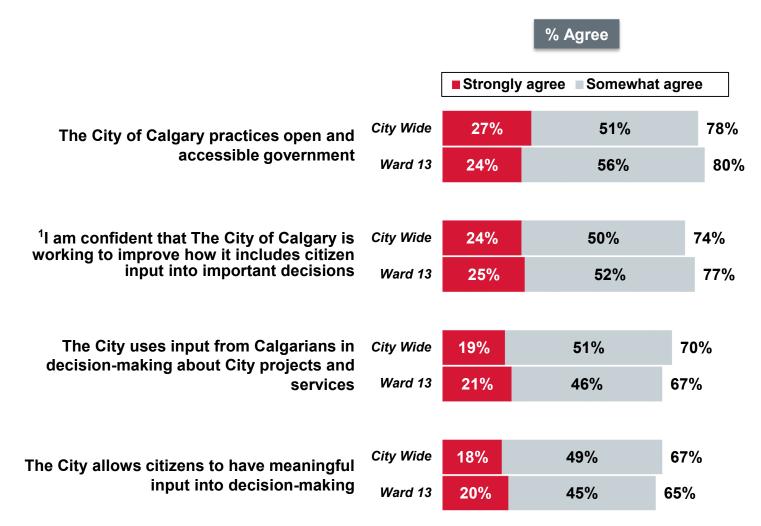
Base: Valid respondents (Bases vary)





Please tell me whether you agree or disagree with each of the following statements? Base: Valid respondents (City Wide: n=2,479 / Ward 13: n=175)

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?

¹Please 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 13 |
| 18 to 24 | 12% | 22% |
| 25 to 34 | 21% | 15% |
| 35 to 44 | 17% | 15% |
| 45 to 54 | 19% | 18% |
| 55 to 64 | 13% | 15% |
| 65 or older | 17% | 15% |
| Mean | 45 | 44 |

Calgary

| Incor | ne | |
|-------------------------|-----------|---------|
| | City Wide | Ward 13 |
| Less than \$30,000 | 7% | 7% |
| \$30,000 to <\$45,000 | 8% | 5% |
| \$45,000 to <\$60,000 | 12% | 8% |
| \$60,000 to <\$75,000 | 9% | 8% |
| \$75,000 to <\$90,000 | 8% | 10% |
| \$90,000 to <\$105,000 | 11% | 14% |
| \$105,000 to <\$120,000 | 11% | 16% |
| \$120,000 to <\$150,000 | 12% | 13% |
| \$150,000 or more | 23% | 19% |

Education

| | City Wide | Ward 13 |
|---|-----------|---------|
| Completed high school or less | 16% | 18% |
| Some post secondary or completed a college diploma | 38% | 37% |
| Completed university degree or post-grad degree | 46% | 46% |

Base: Valid respondents (Bases vary)



Household Characteristics

| Туре | of Home | |
|--|-----------|---------|
| | City Wide | Ward 13 |
| Single-detached house | 69% | 76% |
| Apartment or apartment-style condominium | 13% | 7% |
| Duplex, triplex or fourplex | 9% | 4% |
| Townhouse or rowhouse | 8% | 11% |
| Another type of multi-dwelling unit | 1% | 2% |

Children and Seniors in Household

| | City Wide | Ward 13 |
|-------------------|-----------|---------|
| Yes - Children | 35% | 37% |
| Yes - Seniors | 17% | 19% |

| Household Size | | | | |
|----------------|-----------|---------|--|--|
| | City Wide | Ward 13 | | |
| 1 | 14% | 9% | | |
| 2 | 32% | 30% | | |
| 3 | 18% | 21% | | |
| 4 | 22% | 22% | | |
| 5 or more | 15% | 19% | | |
| Mean | 3.0 | 3.2 | | |

| Responsible for | |
|------------------------|--|
| Property Taxes | |

| | City Wide | Ward 13 |
|-----|-----------|---------|
| Yes | 84% | 76% |
| No | 16% | 24% |

Own or Rent

| | City Wide | Ward 13 |
|---------|-----------|---------|
| Own | 75% | 81% |
| Rent | 20% | 12% |
| Other | 1% | 2% |
| Neither | 4% | 5% |

Tenure in Calgary

| | City Wide | Ward 13 |
|--------------------------|-----------|---------|
| Less than 5 years | 7% | 5% |
| 5 to less than 10 years | 10% | 7% |
| 10 to less than 15 years | 10% | 18% |
| 15 to less than 20 years | 11% | 17% |
| 20 to less than 30 years | 24% | 24% |
| 30 to less than 40 years | 15% | 10% |
| 40 or more | 24% | 17% |
| Mean | 26 | 24 |

Base: Valid respondents (Bases vary)



Respondent Characteristics

| | rn in Canao | Ja | Age Len | Country of | ГБІГЦІ | Eunic B | ackground | |
|-----------|-------------|----------------|-----------------------------|----------------------|---------------------|--|-----------|----------|
| | City Wide | Ward 13 | Base: Not born in Canada | City Wide (n=656) | • Ward 13 (n=54) | | City Wide | Ward 13 |
| Yes | 73% | 66% | Less than 12 | 28% | 27% | Caucasian/ White | 23% | 26% |
| N.L. | 070/ | 0.40/ | 12 to 17 | 12% | 22% | Dritich | 000/ | 000/ |
| No | 27% | 34% | 18 or older | 60% | 50% | | 20% | 20% |
| | | | No response | - | - | Canadian/ French Canadian | 16% | 18% |
| | | | · | | i | Northern or Western European | 12% | 14% |
| | Disability | | Visit | ole Minorit | У | Southern or Eastern European | 11% | 9% |
| | | | | City Wide | Ward 13 | East or Southeast Asian | 11% | 12% |
| | City Wide | Ward 13 | | | | | | 1 |
| Yes | City Wide | Ward 13 11% | Yes | 25% | 23% | South Asian | 7% | 2% |
| Yes No | | | | | | South Asian Central/ South American or Caribbean | 7% 3% | 2% 5% |
| | 16% | 11% | Yes | 25% | 23% | Central/ South American or | | |
| | 16% | 11% | Yes | 25% | 23% | Central/ South American or Caribbean West Asian or Middle | 3% 2% | 5% |

Base: Valid respondents (Bases vary)





Contact

Jamie Duncan Vice President Ipsos Public Affairs 587.952.4863 email: jamie.duncan@ipsos.com

Sheela Das Director Ipsos Public Affairs 587.952.4874 email: <u>sheela.das@ipsos.com</u>

