

2018 Quality of Life and Citizen Satisfaction Survey

Ward 13 Report

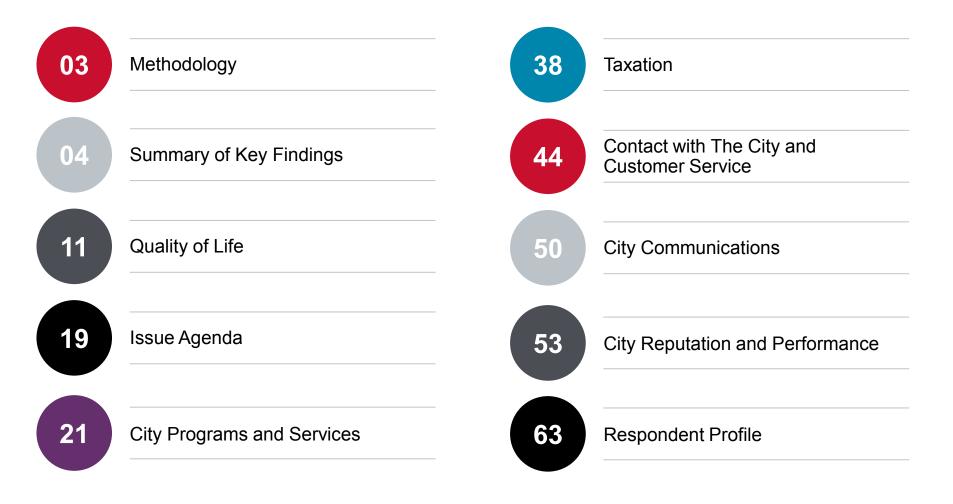
Prepared for The City of Calgary by:

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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.

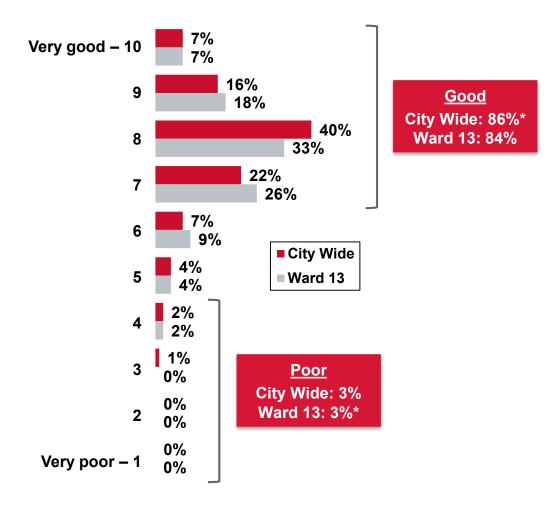
Eight-in-ten (83%) of Ward 13 residents are satisfied with the way The City of Calgary – including Council and Administration are running the City(on par with 79% City Wide).



Quality of Life



Overall Quality of Life in Calgary

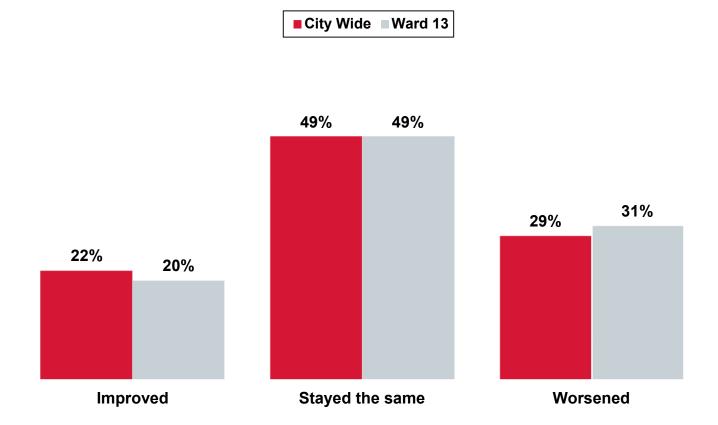


On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good," how would you rate the overall quality of life in the city of Calgary today? Base: Valid respondents (City Wide: n=2,497 / Ward 13: n=175) *Rounding

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?

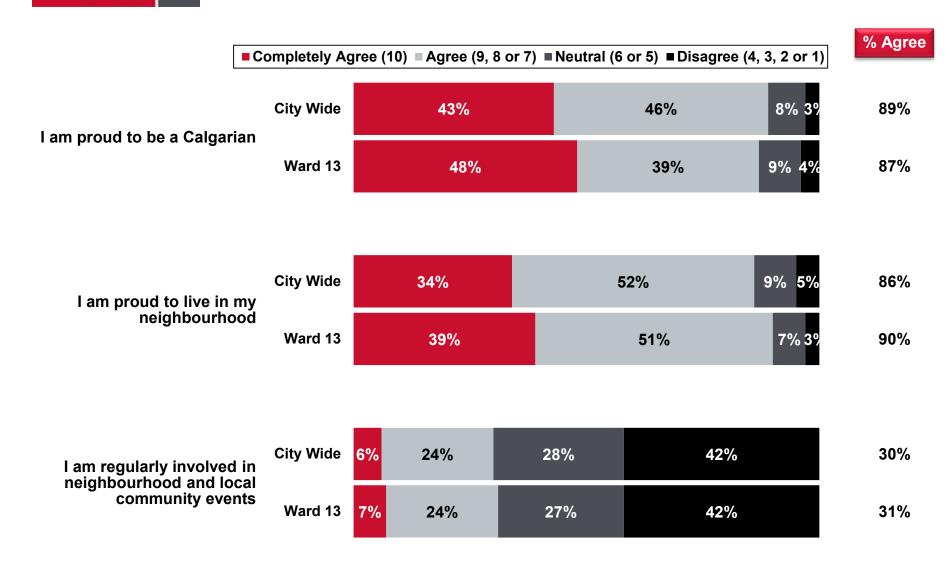
Base: Valid respondents (City Wide: n=2,391 / Ward 13: n=169)

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Ward 13 2017

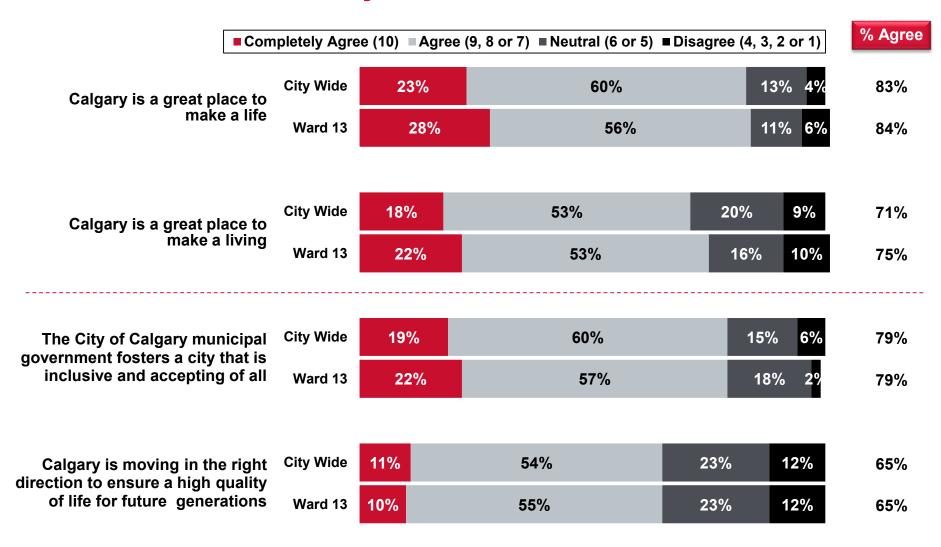


Sustainability: Connectedness



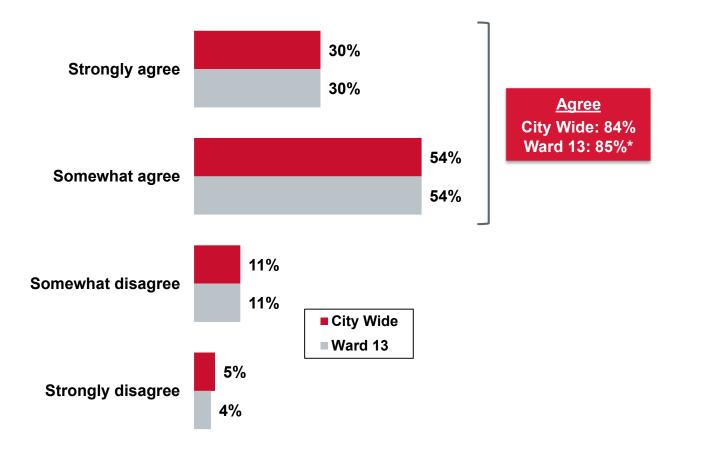
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree." Base: Valid respondents (Bases vary)

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)

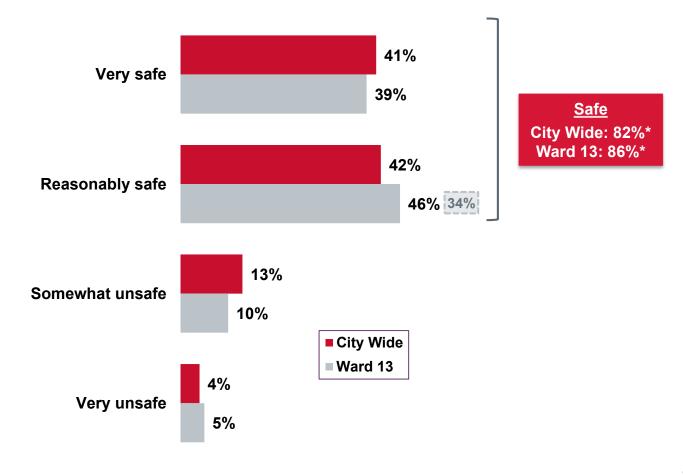
Calgary Calgary: On the Right Track to Being a Better City?



*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)

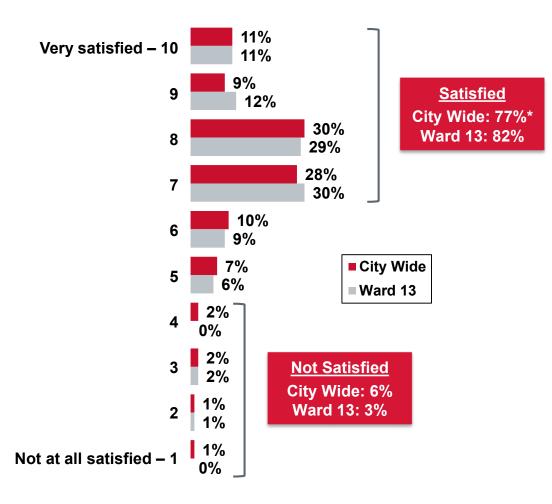


City Programs and Services





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

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185%

82%

83%

Ward 13 2017

(continued)

Calgary

% Satisfied

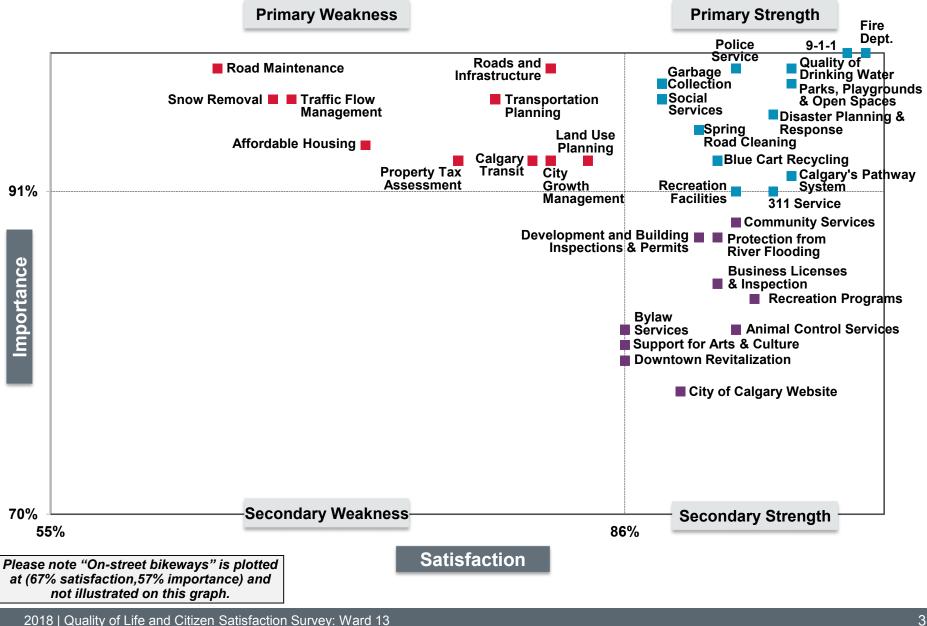
		Very satisfi	ied Some	what satisfied
Column Transit including hus and OTrain convice	City Wide	29%	52%	81%
Calgary Transit including bus and CTrain service	Ward 13	32%	48%	80%
-	City Wide	20%	59%	79%
Transportation planning	Ward 13	21%	61%	83%
	City Wide	19%	58%	77%
Property tax assessment	Ward 13	25%	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)

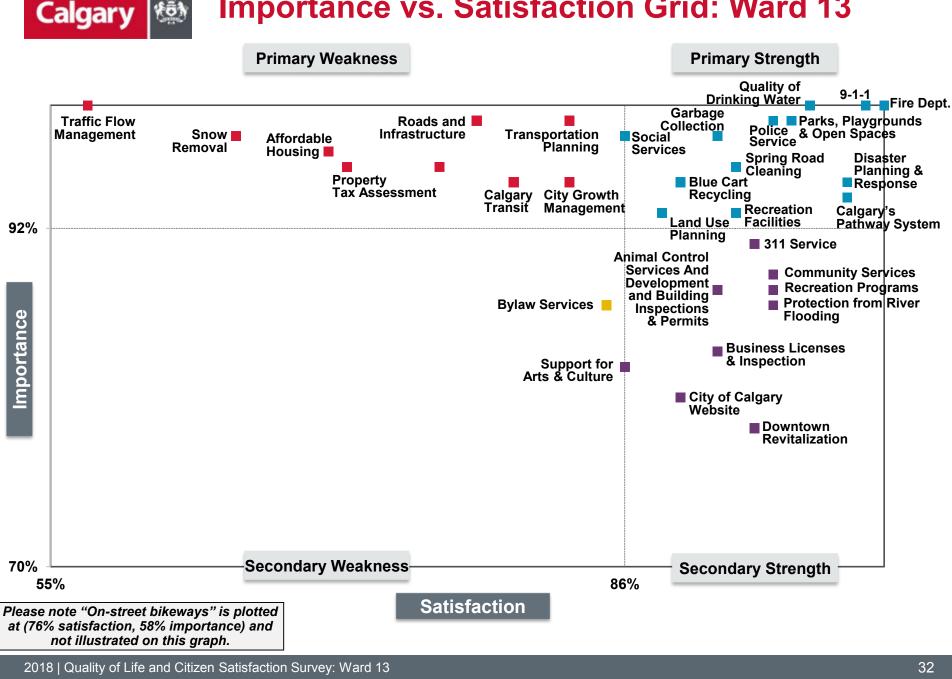
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Ward 13 2017

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)

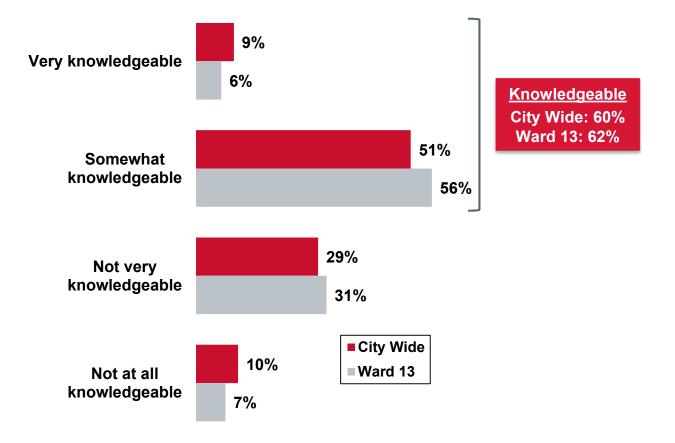
2018 | Quality of Life and Citizen Satisfaction Survey: Ward 13



Taxation



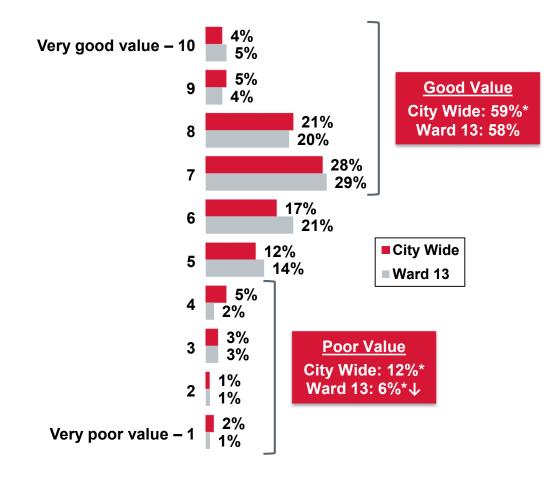
Calgary 🚳 Knowledge Levels of Tax Dollar Spending



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

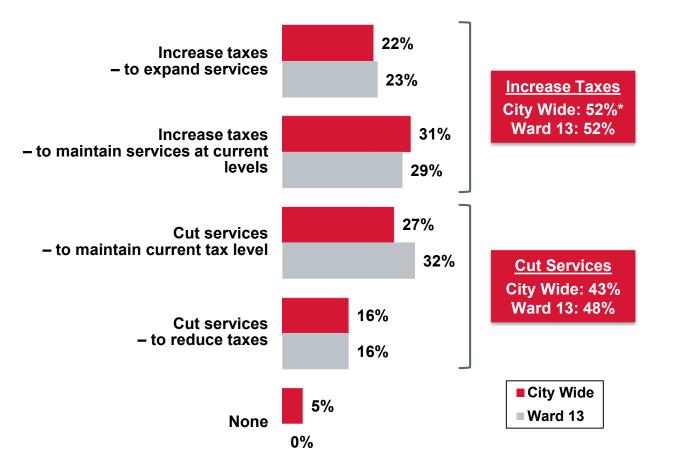


*Rounding

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

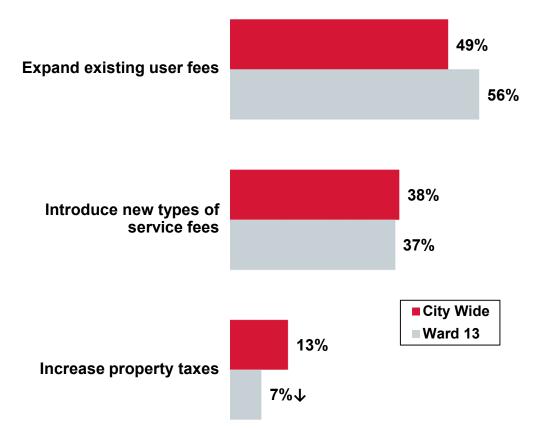




Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

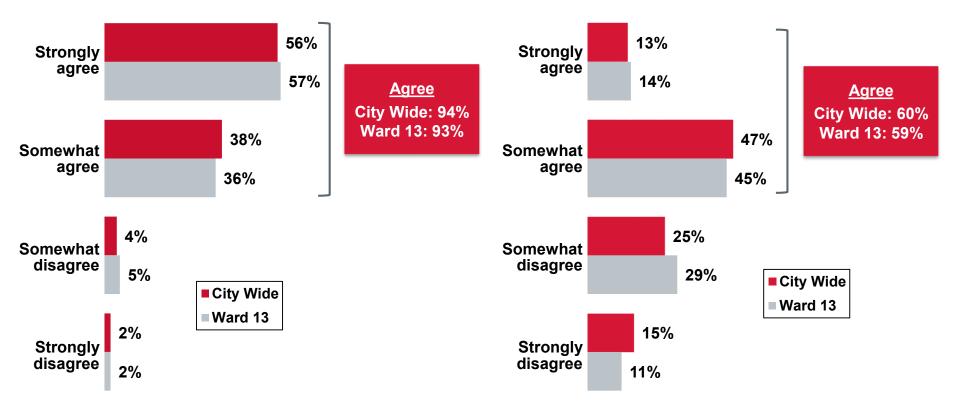
Property Tax Dollar Investment

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

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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)

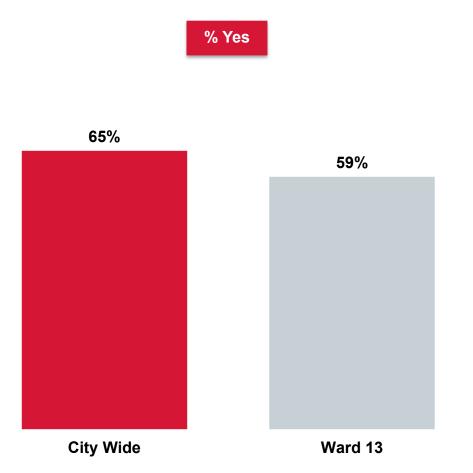
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



Contact with The City and Customer Service



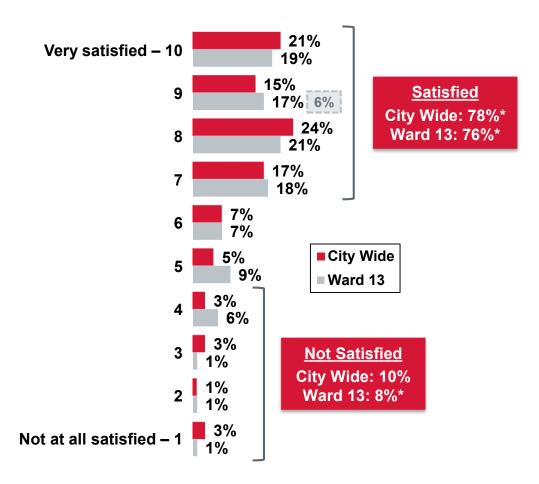




Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months? Base: Valid respondents (City Wide: n=2,488 / Ward 13: n=174)



Satisfaction with the Overall Level and Quality of Customer Service

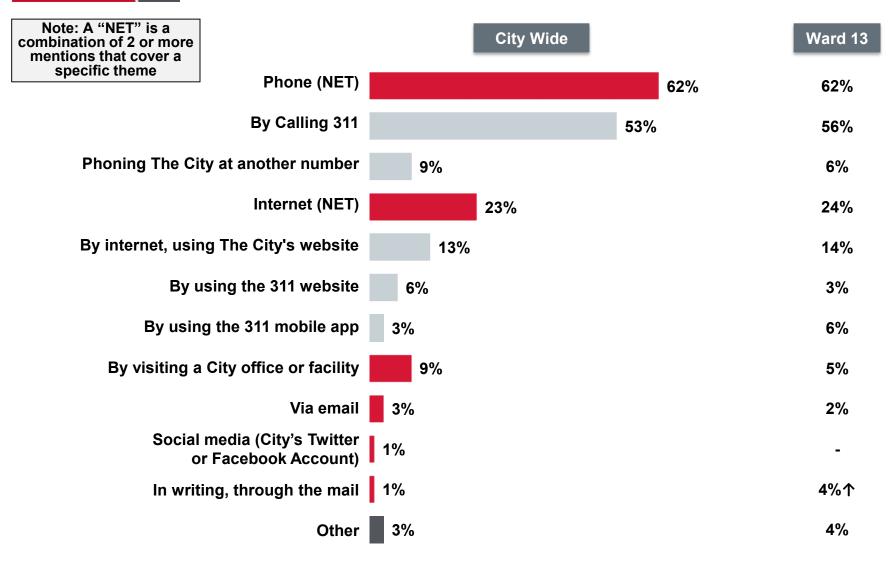


Ward 13 2017 *Rounding

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)

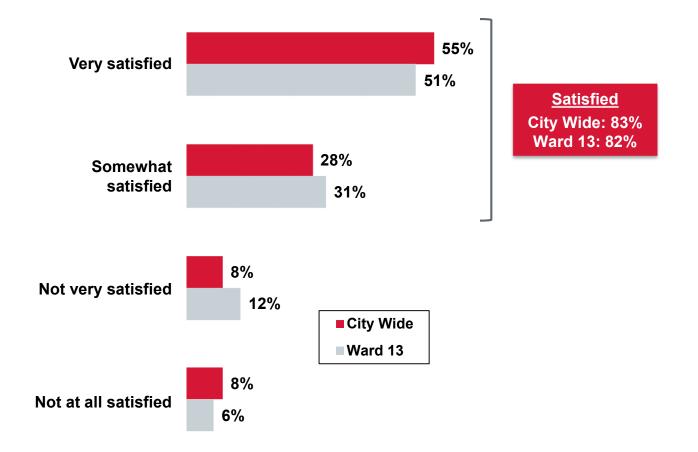




When you contacted The City was it ... ?

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

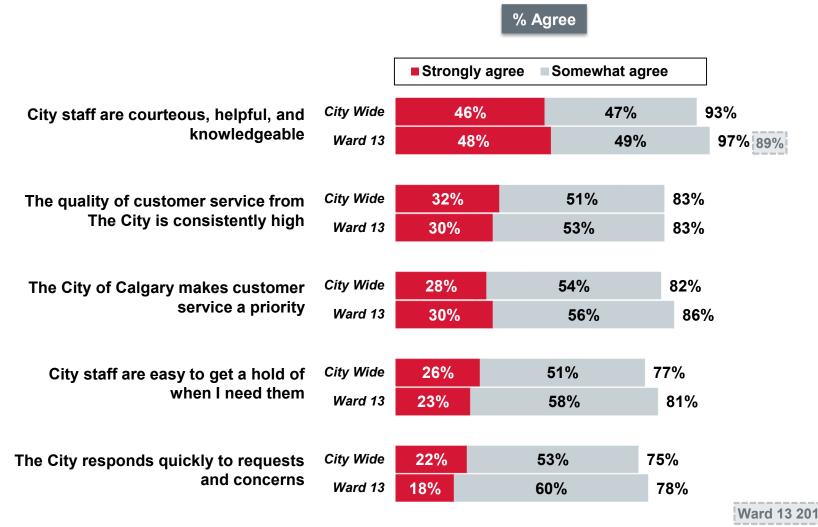


How satisfied were you with your most recent contact with The City?

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

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Attitudes Regarding Customer Service



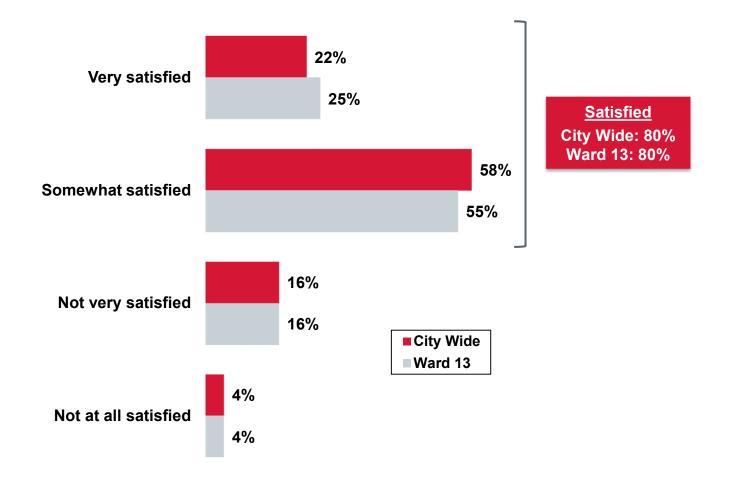
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City? Base: Valid respondents (Bases vary)



City Communications

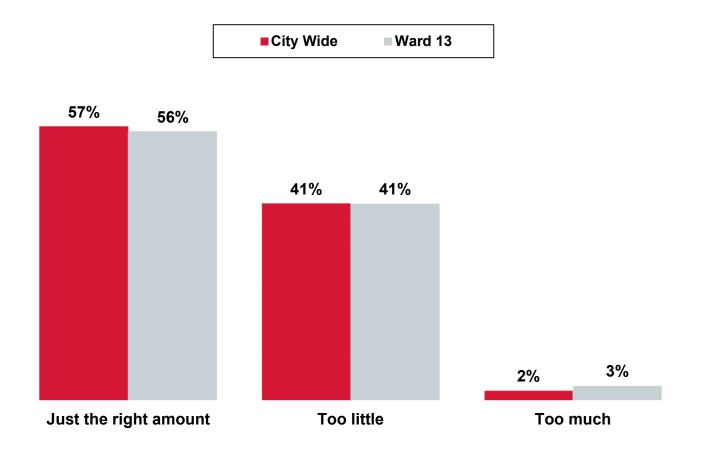


Satisfaction with the Overall Quality of City Information and Communications



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



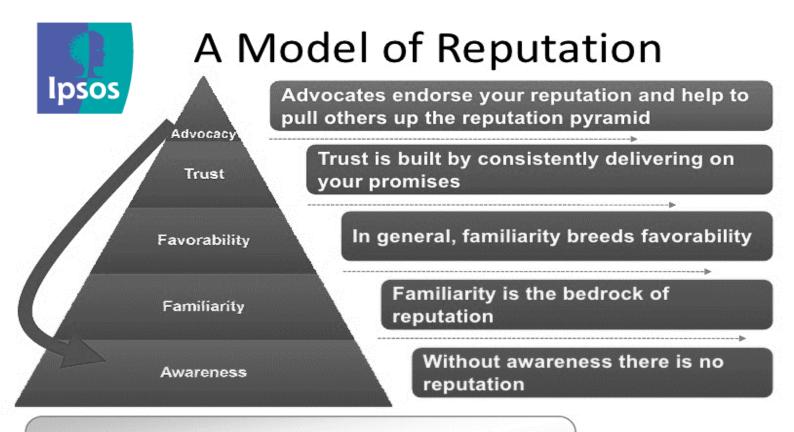
In your opinion, do you currently have access to too much, too little, or just the right amount of information from The City? Base: Valid respondents (City Wide: n=2,470 / Ward 13: n=172)



City Reputation and Performance

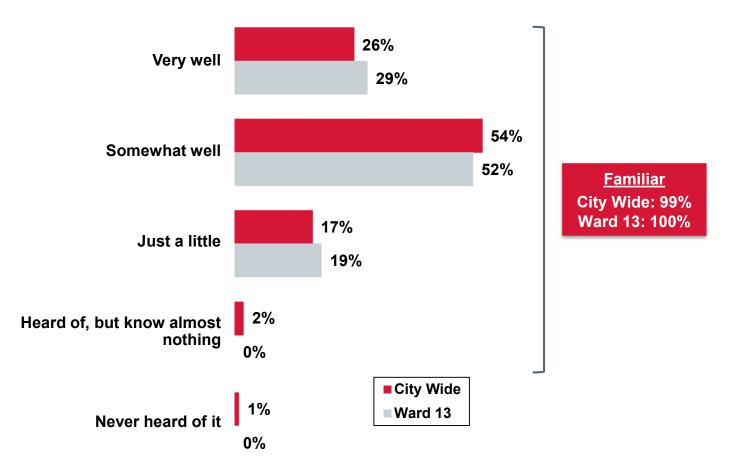


Ipsos Reputation Model



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

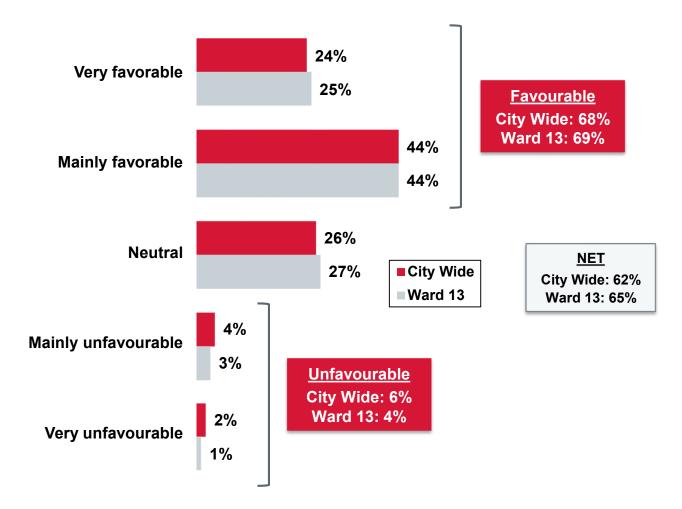




Taking into account all the ways you have learned about or had contact with The City of Calgary, how well do you feel you know The City?

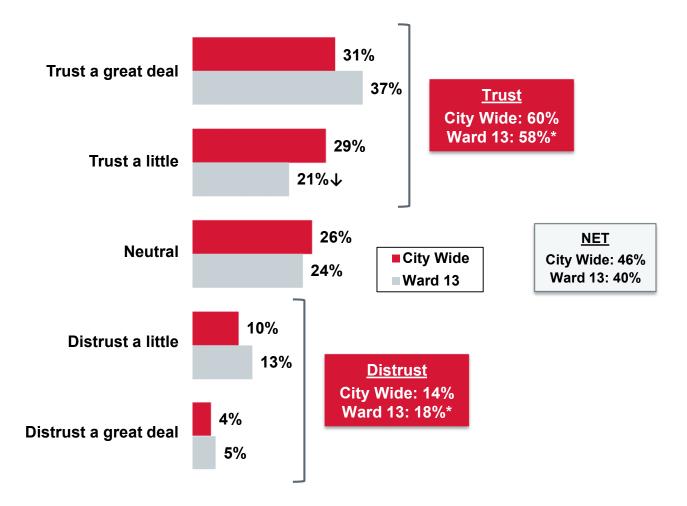
Base: Valid respondents (City Wide: n=2,496 / Ward 13: n=175)





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)

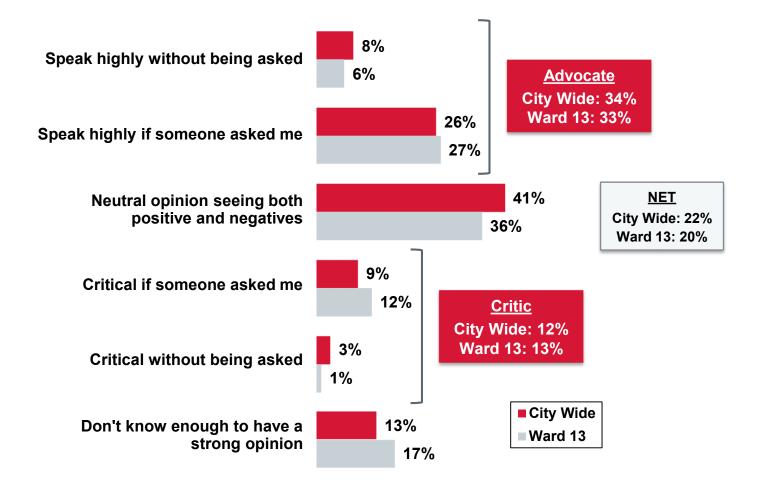




*Rounding

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)

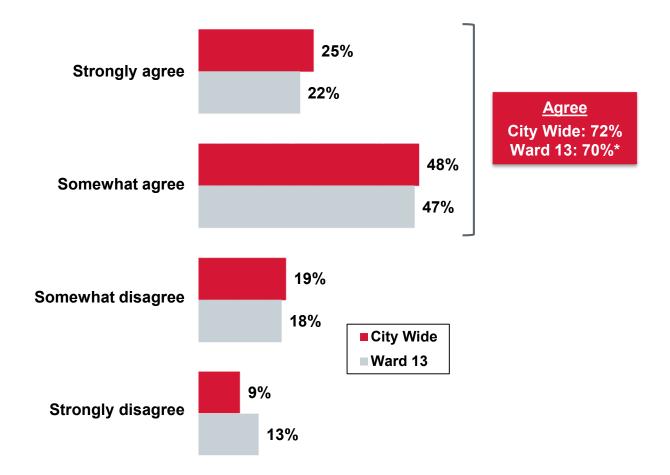




Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary? Base: Valid respondents (City Wide: n=2,488 / Ward 13: n=175)

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

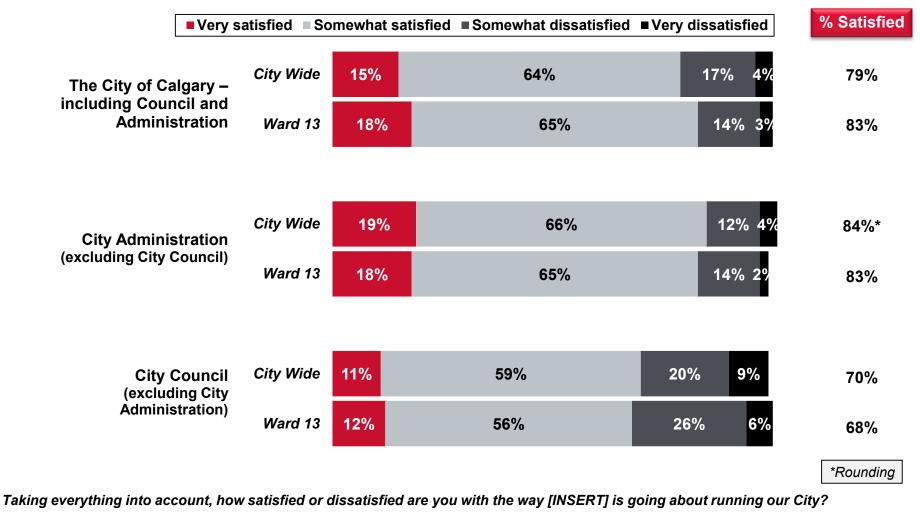
I understand the roles and responsibilities of City Council compared to those of City Administration



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

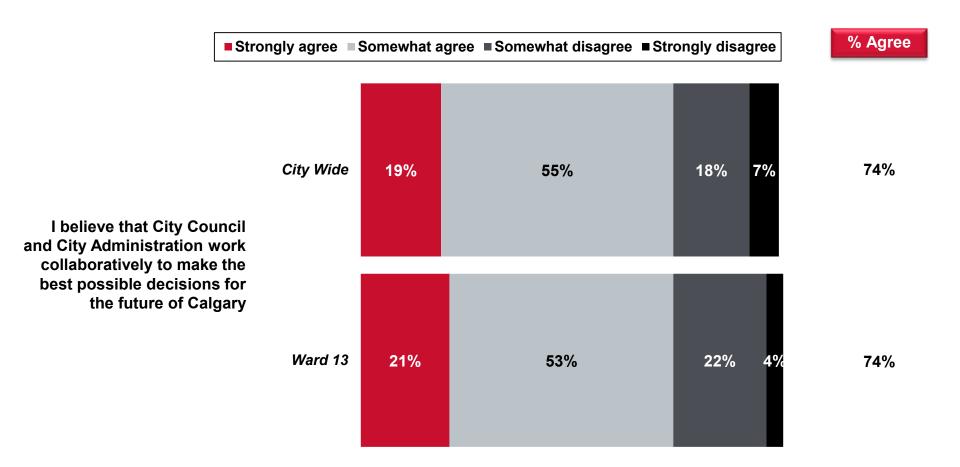
Calgary 🚳 Perceptions About City Performance

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.



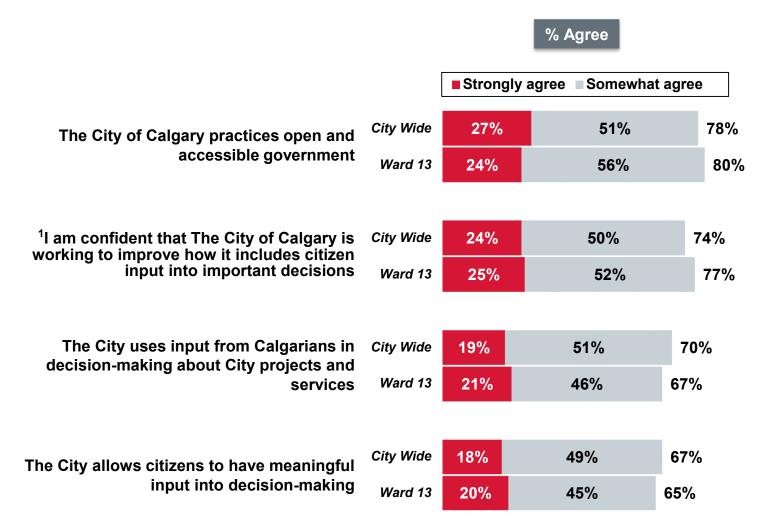
Base: Valid respondents (Bases vary)





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)





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