

# 2017 Quality of Life and Citizen Satisfaction Survey

Ward 10 Report

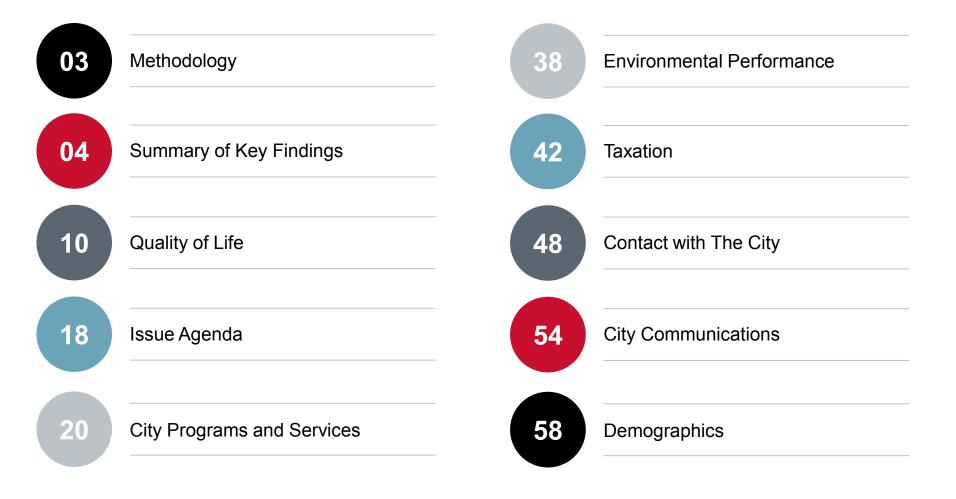
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#### Methodology

- Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 16<sup>th</sup> and September 10<sup>th</sup>, 2017.
  - Both landline (70%) and cell phone (30%) sample were used.
  - The average interview length was 31 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 182 interviews were conducted with residents of Ward 10 (MOE ±7.3).
- Research Note on significant differences.
  - Throughout, City Wide results are compared to results from Ward 10.
    - $\uparrow$  indicates a number is significantly higher than City Wide.
    - $\psi$  indicates a number is significantly lower than City Wide.
- Where possible, 2017 results for Ward 10 are compared to those from 2016.
  - Only significant differences are shown.





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



#### Key Findings: Quality of Life and Issue Agenda

## Ward 10 residents have positive views of the quality of life in Calgary, but are less likely than residents City Wide to feel proud or safe regarding their neighbourhood.

- More than eight-in-ten (83%) Ward 10 residents say the quality of life in Calgary today is 'good,' which is on par with the 85% rating City Wide.
- Ward 10 residents are twice as likely to say the quality of life in the city of Calgary has worsened (36%) than improved (18%) in the past three years (both numbers on par with City Wide 20% improved, 35% worsened).
- Ward 10 residents are less likely than City Wide residents to agree that "I am proud to live in my neighbourhood" (76% agree vs. 85% City Wide). They are also less likely to say they feel safe (very or reasonably) walking alone in their neighbourhood after dark (69% safe vs. 81% City Wide).

# Ward 10 residents are more concerned than residents City Wide about crime, safety and policing.

Infrastructure, traffic and roads" (28%) is the number one item on their issue agenda, slightly ahead of "crime, safety and policing" (24%). Ward 10 residents are much more likely than residents City Wide to mention crime (24% vs. 13% City Wide). Conversely, Ward 10 residents are less likely to have "transit" on their issue agenda (11% vs. 19% City Wide).

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

Overall satisfaction with City Services is on par with City Wide, but lower for several specific City services.

- Three-quarters (76%) of Ward 10 residents say they are satisfied with the overall level and quality of services and programs provided by The City (on par with 79% City Wide).
- Ward 10 residents are less likely than City Wide residents to be satisfied with several services, including:
  - Animal control services (79% very/somewhat satisfied vs. 91% City Wide)
  - Snow removal (66% very/somewhat vs. 75% City Wide)
  - Affordable housing (64% very/somewhat satisfied vs. 72% City Wide)
  - Social services (79% very/somewhat satisfied vs. 87% City Wide)
  - Calgary's pathway system (89% very/somewhat satisfied vs. 94% City Wide)
- However, Ward 10 residents have higher levels of satisfaction than City Wide with transportation planning (88% very/somewhat satisfied vs. 80% City Wide).
- Compared to 2016, a satisfaction has fallen with a few services, including:
  - Animal control services (79% very/somewhat satisfied, down 12 points from 2016)
  - Support for arts and culture including festivals (79% very/somewhat satisfied, down 11 points from 2016)
  - Social services (79% very/somewhat satisfied, down 9 points from 2016)
  - Spring road cleaning (88% very/somewhat satisfied, down 7 points from 2016)

#### Key Findings: City Programs and Services (continued)

Ward 10 residents place a higher importance on many City services compared to City Wide residents.

- Ward 10 residents especially place more importance on the following services:
  - Animal control services (59% very important vs. 40% City Wide)
  - Road maintenance (86% very important vs. 74% City Wide)
  - 311 service (66% very important vs. 54% City Wide)
  - Business licenses and inspections (59% very important vs. 47% City Wide)
  - Bylaw services (50% very important vs. 40% City Wide)

## Ward 10 residents differ from City Wide residents in terms of their greater desire to see more investment in several City services.

- Ward 10 residents are especially more likely to want to see more investment in:
  - Disaster planning and response (48% invest more vs. 32% City Wide)
  - Snow removal (67% invest more vs. 52% City Wide)
  - Animal control services (32% invest more vs. 18% City Wide)
  - 9-1-1 (47% invest more vs. 35% City Wide)
  - Calgary Police Service (67% invest more vs. 55% City Wide)
  - Social services (71% invest more vs. 60% City Wide)

### Key Findings: The Environment and Taxation

Ward 10 residents match City Wide residents in perceptions of the overall job done by The City on the environment.

- More than nine-in-ten (93%) Ward 10 residents are satisfied with the overall job The City of Calgary is doing to protect the environment (on par with 91% City Wide).
- Despite the overall satisfaction, a couple of environmental measures are either down from 2016 or lower than City Wide.
  - Ward 10 residents are less likely than in 2016 to be satisfied with the overall state of Calgary's environment (92% very/somewhat satisfied, down 6 points from 2016).
  - Ward 10 residents are also less likely than City Wide residents to be satisfied with The City of Calgary's
    programs and services aimed at helping Calgarians reduce their environmental impact (82% very/somewhat
    satisfied vs. 89% City Wide).

## Ward 10 residents give a lower rating than City Wide residents to the value they receive for their municipal property tax dollars.

- Only half (49%) of Ward 10 residents give The City a good value rating for the value of their property tax dollars, which is statistically lower than 60% City Wide.
- Ward 10 residents are less likely than in 2016 to agree that 'The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services' (54% agree, down 14 points from 2016).

## Key Findings: City Contact & Communications

#### A number of contact measures with The City are lower than City Wide or down from last year.

- Six-in-ten (62%) Ward 10 residents have contacted or dealt with The City or its employees in the last 12 months (on par with 66% City Wide).
- Among Ward 10 residents who contacted or dealt with The City in the past 12 months, 72% are satisfied with the overall level and quality of customer service received (statistically consistent with 78% City Wide).
- ✤ Ward 10 residents are less likely than City Wide residents to agree with each of the following:
  - The City uses input from Calgarians in decision-making about City projects and services (55% agree vs. 68% City Wide)
  - City staff are easy to get a hold of when I need them (68% agree vs. 77% City Wide)
  - The City of Calgary makes customer service a priority (75% agree vs. 82% City Wide)
- ✤ Ward 10 residents are less likely than in 2016 to agree with each of the following:
  - The City uses input from Calgarians in decision-making about City projects and services (55% agree, down 20 points from 2016)
  - The City allows citizens to have meaningful input into decision-making (60% agree, down 14 points from 2016)
  - City staff are easy to get a hold of when I need them (68% agree, down 13 points from 2016)

#### Ward 10 perceptions of City communications are down from 2016.

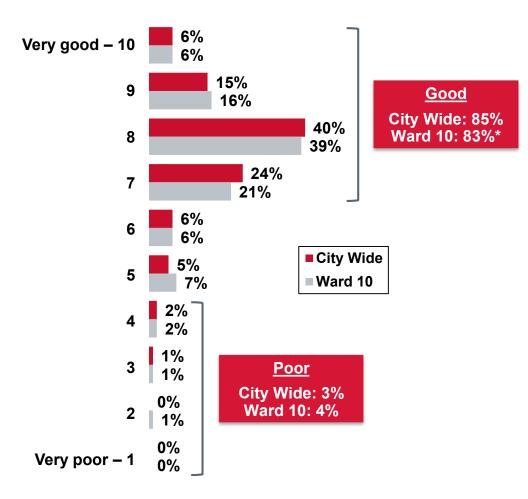
Nearly eight-in-ten (79%) Ward 10 residents are satisfied with the overall quality of City information and communications. This is on par with 84% City Wide, but down 10 points from 89% satisfied in 2016.



### **Quality of Life**



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



\*Rounding

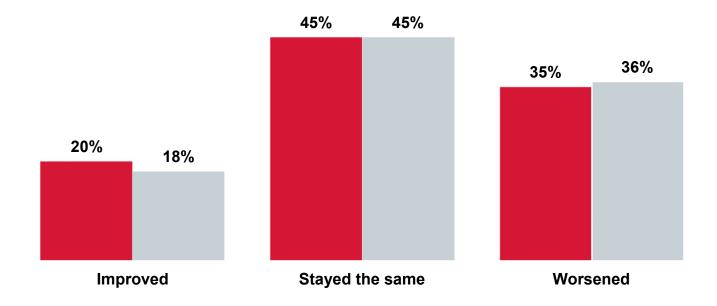
On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good," how would you rate the overall quality of life in the city of Calgary today? Base: Valid respondents (City Wide: n=2,499 / Ward 10: 182)

2017 Quality of Life and Citizen Satisfaction Survey: Ward 10

(a)

## Calgary 🚳 Perceived Change in the Quality of Life

City Wide Ward 10



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=2,484 / Ward 10: n=182)

#### Actions to Improve the Quality of Life

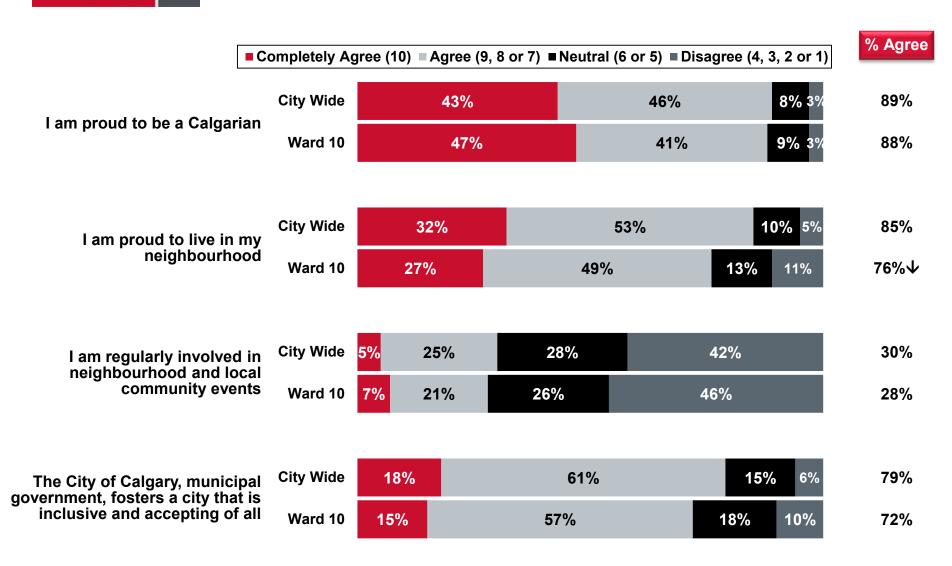


Multiple Responses		City Wi	de	Ward 10
	Transportation (NET)		24%	13%↓
Improv	ement/ maintenance of existing roads	8%		7%
	Better traffic management	7%		3%
	Infrastructure (unspecified)	3%		1%
	Government (NET)		21%	19%
	Reduce taxes	8%		7%
	Tax spending/ City budget	7%		6%
Listen to	o/ more support for taxpayers/ citizens	3%		2%
	eation & Community Services (NET)		20%	18%
	Parks/ green-space improvement	5%		3%
Building of c	ommunity centres/ recreation facilities	3%		1%
E	ngage in community events/ activities	3%		4%
A	vailability of (free) programs/ activities	3%		2%
Homelessness, P	Poverty & Affordable Housing (NET)		18%	21%
	Improve job creation/ employment	8%		11%
	Expand affordable housing/ rent	4%		3%
	Reduce the (high) cost of living	3%		4%
	Address homelessness	3%		2%
	Transit (NET)	1	6%	10%
Impro	ove public transportation (unspecified)	9%		2%↓
	More access to buses/ transit/ trains	4%		1%↓
	Crime, Safety & Policing (NET)	11%		17%
	Control crime and safety	6%		9%
	More policing/ patrolling	5%		8%
	Health (NET)	4%	Total mentions <3%	2%
	Growth & Planning (NET)	3%	are not shown	2%
Note: A "NET" is a combination of	Education (NET)	4%		5%
2 or more mentions that cover a	Environment (NET)	4%		3%
specific theme	Other	10%		12%
	Nothing		18%	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?

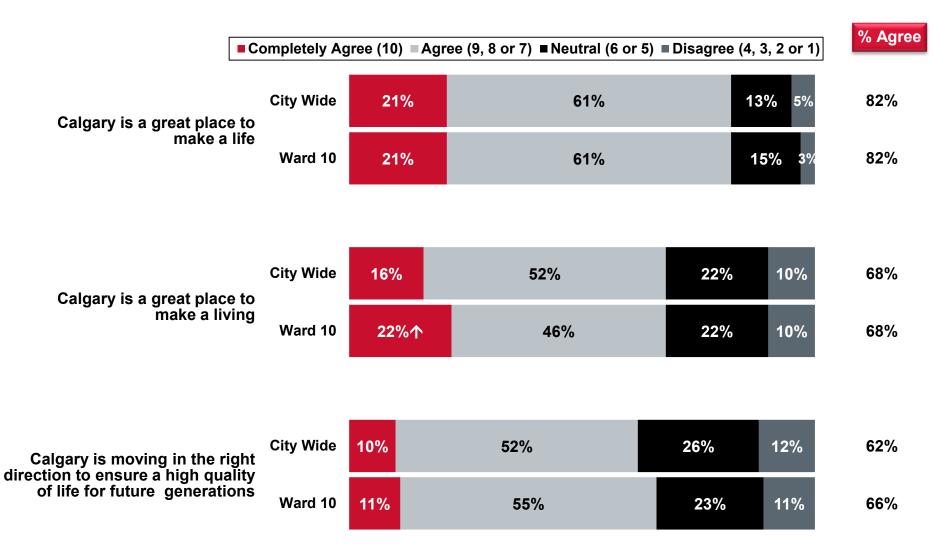
Base: Valid respondents (City Wide: n=2,359 / Ward 10: n=174)

## **Sustainability: Connectedness and Inclusivity**



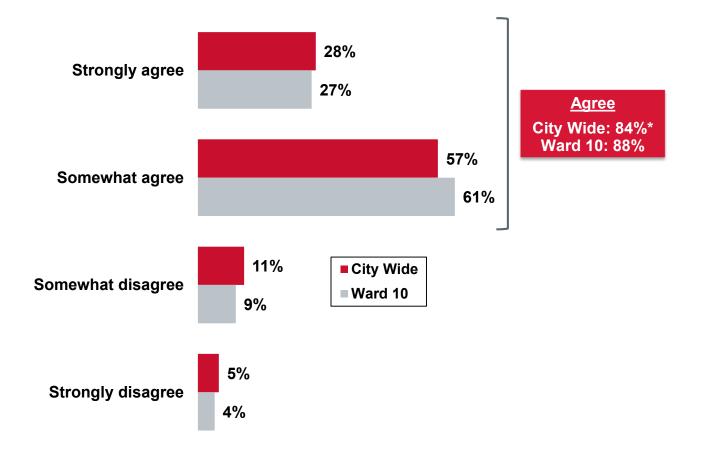
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree." Base: Valid respondents (Bases vary)

# Sustainability: Making a Life, Making a Living 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)

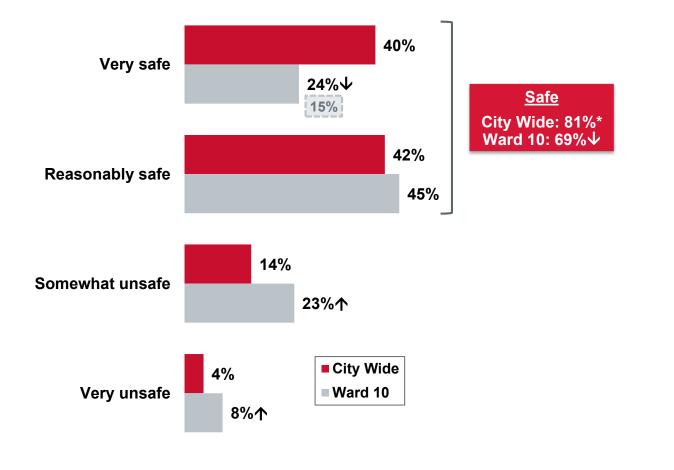
# Calgary Calgary: On the Right Track to Being a Better City?



\*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=2,489 / Ward 10: n=182)

## Perceived Safety in Own Neighbourhood



Ward 10 2016

How safe do you feel or would you feel walking alone in your neighbourhood after dark? Base: Valid respondents (City Wide: n=2,495 / Ward 10: n=182)

2017 Quality of Life and Citizen Satisfaction Survey: Ward 10



#### **Issue Agenda**



Calgary 🚳 Issue Agenda		
Multiple Responses	City Wide	Ward 10
	First Mention Other Mentions	
Infrastructure, Traffic & Roads (NET)	<b>26%</b> 9% 35%	28%
Traffic congestion	<b>7% 3</b> 10%	6%
Infrastructure maintenance/ improvement/ development	<mark>4%</mark> 5%	2%
Road conditions	<mark>4%</mark> 3 7%	10%
(Lack of) snow removal	3 4%	8%个
Transit (NET)	<b>13%</b> 6% 19%	11%↓
Public Transportation [incl. buses/ C-train/ poor service]	8% 3 11%	7%
Transportation (unspecified)	<mark>4%</mark> 3 7%	4%
Crime, Safety & Policing (NET)	<mark>9% 4%</mark> 13%	24%个
Crime [incl. breaking and entering/ gangs/ drug dealers, etc.]	<mark>5%</mark> 7%	15%个
Public safety	<mark>4%</mark> 6%	<b>11%个</b>
Taxes (NET)	<b>6%</b> 8%	6%
Recreation (NET)	<mark>4%</mark> 3 7%	3%
Environment & Waste Management (NET)	<mark>4%</mark> 3 7%	7%
Economy (NET)	<mark>4%</mark> 6%	10%
Budget & Spending (NET)	4% 6%	5%
Education (NET)	4%Total mentions <4% are not shown	3%
Homelessness, Poverty & Affordable Housing (NET)		6%

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=2,441 / Ward 10: n=177)

Growth & Planning (NET) 3 4%

Other

None

25%

15%

Note: A "NET" is a combination of

2 or more mentions that cover a

specific theme

2%

20%

21%



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



#### **Top-of-Mind Programs and Services**

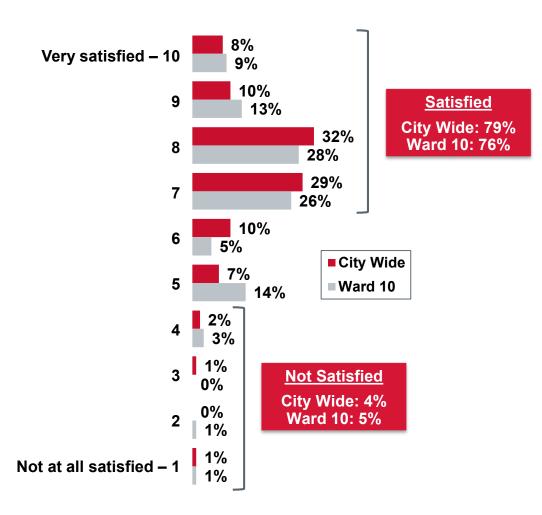


			City Wi	de	Ward 10
Multiple		Recreation (NET)		41%	28%↓
Responses		Recreation/ leisure centres/ programs		29%	19%↓
		Swimming pools/ facilities/ lessons	6%		7%
	Cultural/	art events/ festivals/ museums/ theatres	5%		6%
		Community centres	4%		4%
	Sports fa	cilities or programs/ sports (unspecified)	3%		2%
		Transit		33%	22%↓
		Waste & Recycling (NET)		28%	24%
	Wast	e management/ garbage/ dump/ landfills	21	%	15%
Recycling/ blue box 10%			6%		
Composting		6%		6%	
Sanitation/ cleaning services		4%		5%	
Parks (playgrounds, green spaces, pathways)		2	24%	16%↓	
Police/ safety/ law enforcement		20%	%	22%	
		Roads	15%		10%
		Fire Department	11%		11%
		Libraries	11%		11%
	C	ommunity & Neighbourhood Services	10%		12%
		Water	8%		5%
Note: A "N		Health/ health services/ healthcare	7%		9%
combination mentions th		Education/ schools	6%		8%
specific		Ambulance/ paramedics/ EMS	4%	Total mentions <3% are not shown	8%个
-		Animal & Bylaw Services	3%		2%
		Utility Services	3%		2%
		Other		26%	28%
		None/ Nothing	11%		14%

Thinking about all of the services and programs provided by The City of Calgary, what services come to mind? Base: Valid respondents (City Wide: n=2,436 / Ward 10: n=173)

# Calgary

#### **Overall Satisfaction with the 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=2,486 / Ward 10: n=180)

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

% Important

		■ Very important	Somewhat imp	oortant
9-1-1	City Wide	97	7%	<mark>3</mark> %100%
5-1-1	Ward 10	96	5%	<mark>3</mark> %99%
Colgory Fire Department	City Wide	96	5%	<mark>4%</mark> 100%
Calgary Fire Department	Ward 10	9	7%	<mark>3</mark> %100%
	City Wide	94	%	<mark>6%</mark> 100%
Calgary Police Service	Ward 10	93		<mark>6%</mark> 99%
	City Wide	95	%	4% 99%
The quality of drinking water	Ward 10		7%	<mark>2</mark> %99%
	City Wide	84%		14% 98%
Residential garbage collection service	Ward 10	86%		11% 97%
	City Wide	82%		16% 98%
City operated roads and infrastructure	Ward 10	81%		<b>16%</b> 97%
	City Wide	74%		4% 98%
Road maintenance including pothole repairs	Ward 10		76%	13% 99%
	Oit - Misla		6	
Snow removal	City Wide Ward 10	<u> </u>		19%  97% 14% 97%
Traffic flow management	City Wide Ward 10	78%		19%  97% 17%  97%
	Walu IU	80%		17% 97%

*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.* 

Ward 10 2016

**Base: Valid respondents (Bases vary)** 

Calgary

# Importance of City Programs and Services

(continued)

		% Important			
	[	■Very important	Somewhat importa	int	
The many stations in Languis	City Wide	77%	20%	97%	
Transportation planning	Ward 10	77%	17%	94%	
Calgary's parks, playgrounds and other open	City Wide	75%	22%	97%	
spaces	Ward 10	73%	25%	98%	
_, , , , ,	City Wide	73%	24%	97%	
Disaster planning and response	Ward 10	76%	19%	95%	
Social services for individuals such as seniors	City Wide	77%	19%	96%	
or youth	Ward 10	84%			
	City Wide	78%	16%	94%	
Calgary Transit including bus and CTrain service	Ward 10	77%	15%	92%	
	City Wide	67%	27%	94%	
Affordable housing for low-income families	Ward 10	72%	22%	94%	
	City Wide	66%	27%	93%	
Residential Blue Cart recycling	Ward 10	75%个	19%	94%	
<b>O</b> 14 <b>(1</b> )	City Wide	58%	34%	92%	
City growth management	Ward 10	64%	27%	91%	

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

**Base: Valid respondents (Bases vary)** 

Calgary

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

% Important
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	[	Very important	Somewhat importa	Int
City land use planning	City Wide	55%	37%	92%
	Ward 10	56%	35%	91%
City operated recreation FACILITIES such as	City Wide	<u>55%</u>	37%	92%
pools, leisure centres, and golf courses	Ward 10	63%	27%	90%
Property tax assessment	City Wide	<u>60%</u>	32%	92%
	Ward 10	65%	23% 8	38%
Calgary's pathway system	City Wide	57%	35%	92%
	Ward 10	57%	31% 8	38%
Spring road cleaning	City Wide Ward 10	50% 59%个	42%	92% 91%
311 service	City Wide Ward 10	54% 66%个	36%	90% 94%
Development and building inspections and permits	City Wide Ward 10	55% 61%	34%	89% 89%
Protection from river flooding	City Wide Ward 10	61% 62% 64%	25% 8	59% 7% 5%
Community services such as support for	City Wide	41%	46% 8	7%
community associations & not for profit groups	Ward 10	46%		38%

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

**Base: Valid respondents (Bases vary)** 

Calgary

# Importance of City Programs and Services

(continued)

		% Important		
		Very important	Somewhat	important
City operated recreation PROGRAMS such as	City Wide	52%	33%	85%
swimming lessons	Ward 10	61%个	269	% 87%
	City Wide	47%	38%	85%
Business licenses and inspections	Ward 10	59%个	29%	<b>6 88%</b>
Bylaw services for things such as noise	City Wide	40%	44%	84%
complaints, fire pits and weeds	Ward 10	50%个	36%	86%
Animal control services for stray animals and	City Wide	40%	42%	82%
pet licensing	Ward 10	59%个 47%	<u>ک</u> 28%	<b>6 87%</b>
Current for onto and culture including factively	City Wide	38%	42%	80%
Support for arts and culture including festivals	Ward 10	34%	42%	76%
City of Calgary website	City Wide	36%	41%	77%
City of Calgary website	Ward 10	42%	40%	82%
Downtown revitalization	City Wide	33%	44%	77%
Downtown revitalization	Ward 10	36% 25%	36%	72%
On-street bikeways	City Wide	25% 30%	55%	
On-Street Dikeways	Ward 10	<b>23%</b> 26%	49%	

*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

#### **Satisfaction with City Programs and Services**

		% Satisfied		
		■Very satisfied ■Sor	mewhat satisfied	
Calgary Fire Department	City Wide Ward 10	<u>85%</u> 87%		5% 100% 2% 99%
9-1-1	City Wide	78%	20%	% 98%
	Ward 10	75%	21%	96%↓
The quality of drinking water	City Wide	<u>71%</u>	23%	94%
	Ward 10	64%	30%	94%
Calgary's parks, playgrounds and other open spaces	City Wide Ward 10	<u> </u>	42% 41%	94% 92%
Calgary's pathway system	City Wide	<u>50%</u>	44%	94%
	Ward 10	43%	46%	89%↓
Disaster planning and response	City Wide	<u>44%</u>	50%	94%
	Ward 10	39%	53%	92%
Residential Blue Cart recycling	City Wide	<u>64%</u>	29%	93%
	Ward 10	68%	24%	92%
311 service	City Wide	<u>53%</u>	40%	93%
	Ward 10	59%	35%	94%
City operated recreation FACILITIES such as pools, leisure centres, and golf courses	City Wide	41%	52%	93%
	Ward 10	42%	48%	90%

*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)

2017 Quality of Life and Citizen Satisfaction Survey: Ward 10

# Satisfaction with City Programs and Services

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Calgary

			% Satisfied	
		Very satisfied	Somewhat satisfied	]
Spring road cleaning	City Wide	46%	46%	92%
	Ward 10	49%	39%	88% 95%
City operated recreation PROGRAMS such as	City Wide	<u>38%</u>	54%	92%
swimming lessons	Ward 10	40%	53%	93%
Community services such as support for	City Wide	26%	66%	92%
community associations & not for profit groups	Ward 10	29%	64%	93%
Residential garbage collection service	City Wide	63%	28%	91%
	Ward 10	62%	28%	90%
Calgary Police Service	City Wide	<u>55%</u>	36%	91%
	Ward 10	54%	33%	87%
Animal control services for stray animals and pet licensing	City Wide	41%	50%	91%
	Ward 10	39%	40% 79°	%↓ 91%
Business licenses and inspections	City Wide	29%	62%	91%
	Ward 10	30%	62%	92%
Protection from river flooding	City Wide	38%	51%	89%
	Ward 10	33%	58%	91%
Development and building inspections and permits	City Wide	27%	62%	89%
	Ward 10	29%	57%	86%

*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.* Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services

(continued)

Calgary

			% Satisfied	
		Very satisfied	Somewhat sati	sfied
City of Calgary website	City Wide	33%	55%	88%
	Ward 10	37%	53%	90%
Social services for individuals such as seniors	City Wide	23%	64%	87%
or youth	Ward 10	25%	54%	79%↓ 88%
Downtown revitalization	City Wide	21%	65%	86%
	Ward 10	21%	60%	81%
City operated roads and infrastructure	City Wide	24%	61%	85%
	Ward 10	28%	56%	84%
Bylaw services for things such as noise complaints, fire pits and weeds	City Wide	30%	54%	84%
	Ward 10	30%	53%	83%
City land use planning	City Wide	19%	64%	83%
	Ward 10	24%	59%	83%
Support for arts and culture including festivals	City Wide	32%	51%	83%
	Ward 10	32%	47%	79% 90%
Calgary Transit including bus and CTrain service	City Wide	<u>31%</u>	51%	82%
	Ward 10	43%个	44%	87%

*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 10 2016

#### Satisfaction with City Programs and Services (continued)

			% Satisfie	d
		■ Very satisfied	Somewh	nat satisfied
Transportation planning	City Wide	20%	60%	80%
	Ward 10	27%个	61%	88%个
	City Wide	18%	62%	80%
City growth management	Ward 10	19%	59%	78%
Property tax assessment	City Wide	21%	58%	79%
	Ward 10	25%	46%	71%
		200/	47%	750/
Snow removal	City Wide Ward 10	28% 24%	47%	75% 66%↓
Road maintenance including pothole repairs	City Wide Ward 10	22% 26%	51% 42%	73% 68%
	walu lo	20%	42 /0	00 70
Affordable housing for low-income families	City Wide		59%	72%
Anordable housing for low-income families	Ward 10	15% 4	9%	64%↓
Traffic flow management	City Wide	15%	53%	68%
	Ward 10	20%个	48%	68%
	City Wide	19%	45%	64%
On-street bikeways	Ward 10		38%	61%

*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)

2017 Quality of Life and Citizen Satisfaction Survey: Ward 10

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



		Invest More Invest the Same amount Invest Less		
Affordable housing for low-income families	City Wide Ward 10	64% 67%	31% <mark>5%</mark> 24% 9%	
Calgary Transit including bus and CTrain service	City Wide Ward 10	61% 58%	36% 3 <u>9</u> 37% <mark>5%</mark>	
Conicl complete for individuals cuch as conicre	City Wide	60%		
Social services for individuals such as seniors or youth	Ward 10		37% 3 <mark>9</mark> 25% 4 <mark>%</mark>	
<b>–</b> <i>(c</i> ) (1	City Wide	59%	37% 4%	
Traffic flow management	Ward 10	62%	37% 4% 34% 4%	
Road maintenance including pothole repairs	City Wide	55%	43% 2 <mark>9</mark> 34% 2 <mark>9</mark>	
	Ward 10	64%个	<b>34%</b> 2 <mark>9</mark>	
Calgary Police Service	City Wide Ward 10	55% 67%个	42% 3 <mark>2</mark> 29% 4 <u>%</u>	
Transportation planning	City Wide Ward 10	54% 48%	43% 3 <u>9</u> 48% 4 <u>%</u>	
	City Wide	52%		
Snow removal	Ward 10	67%个	45% 3 <mark>2</mark> 32% 1	
City operated reads and infractions	City Wide	50%	47% 39	
City operated roads and infrastructure	Ward 10	51%	44% 5 <mark>%</mark>	

*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.* Base: Valid respondents (Bases vary)

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

		Invest More Invest the Same amount Invest Less		
Calgary's parks, playgrounds and other open spaces	City Wide	39%	58%	3%
	Ward 10	44%	52%	4%
Calgary Fire Department	City Wide Ward 10	38% 48%个	61% 52%	1 <mark>6</mark>
Protection from river flooding	City Wide	37%	54%	9%
	Ward 10	47%个 [35%]	46%	7%
City operated recreation FACILITIES such as pools, leisure centres, and golf courses	City Wide	36%	57%	<mark>7%</mark>
	Ward 10	44%个	50%	6%
9-1-1	City Wide	35%	64%	19
	Ward 10	47%个	50%	3%
City growth management	City Wide	34%	55%	11%
	Ward 10	42%个 30%	49%	9%
The quality of drinking water	City Wide	<u>32%</u>	67%	1º
	Ward 10	41%个	58%	1º
Disaster planning and response	City Wide	32%	64%	4%
	Ward 10	48%个	49%	3%
Community services such as support for	City Wide	<u>30%</u>	59%	11%
community associations & not for profit groups	Ward 10	31%	58%	11%

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)

Ward 10 2016

2017 Quality of Life and Citizen Satisfaction Survey: Ward 10

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

27%

		■ Invest More	Invest the Same amount	Invest Less
City operated recreation PROGRAMS such as	City Wide	28%	65%	7%
swimming lessons	Ward 10	29%	64%	<mark>7%</mark>
	City Wide	27%	65%	8%
Calgary's pathway system	Ward 10	35%个	56%	9%
	City Wide	26%	56%	18%
Downtown revitalization	Ward 10	25%	55%	20%
	City Wide	25%	67%	8%
City land use planning	Ward 10	26%	67%	7%
	City Wide	23%	71%	<mark>6%</mark>
Spring road cleaning	Ward 10	33%个	63%	6% 4%
Bylaw services for things such as noise	City Wide	23%	63%	14%
complaints, fire pits and weeds	Ward 10		52%	15%
	City Wide	23%	55%	22%
Support for arts and culture including festivals	Ward 10	23%	49%	27%
Development and building increase (increased		220/	71%	70/
Development and building inspections and	City Wide	22%	/ 1 70	<mark>7%</mark>

Ward 10

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

permits

2017 Quality of Life and Citizen Satisfaction Survey: Ward 10

Calgary

67%

6%

# **Investment in City Programs and Services**

(continued)

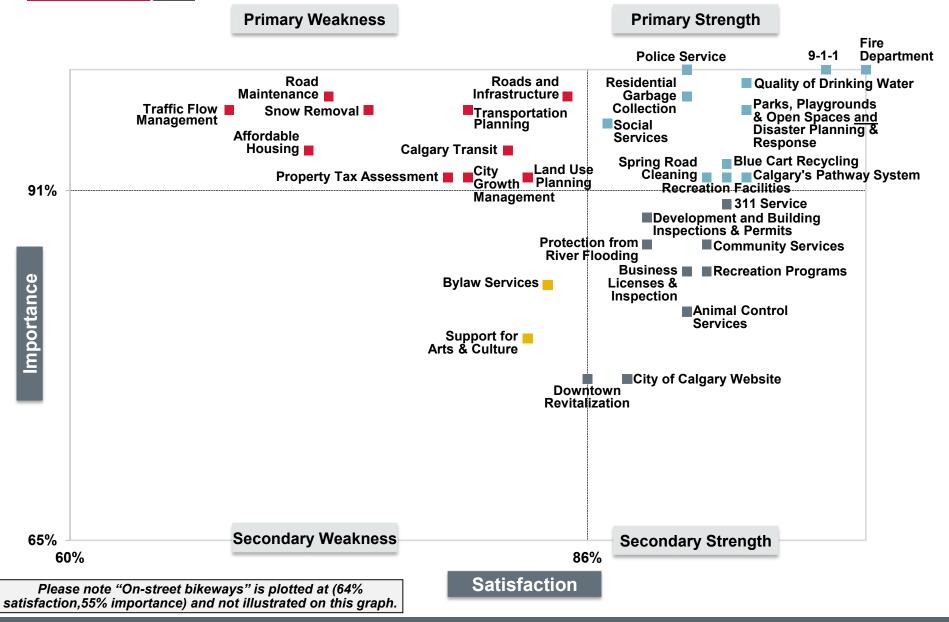
Calgary

		Invest More Invest the Same amount Invest Less		
Business licenses and inspections	City Wide	20%	70%	10%
	Ward 10	28%个	64%	8%
On-street bikeways	City Wide	19%	37%	44%
	Ward 10	19%	39%	42%
Animal control services for stray animals and pet licensing	City Wide	18%	71%	11%
	Ward 10	32%个 1	<b>60%</b>	8%
Residential garbage collection service	City Wide	17%	76%	7%
	Ward 10	24%个	71%	<mark>7%</mark> 5%
	City Wide	17%	70%	13%
City of Calgary website	Ward 10	20%	69%	11%
311 service	City Wide	16%	76%	8%
	Ward 10	25%个	70%	8% 5%
Property tax assessment	City Wide	15%	70%	15%
	Ward 10	18%	64%	18%
	City Wide	13%	76%	11%
Residential Blue Cart recycling	Ward 10	23%个	69%	8% 16

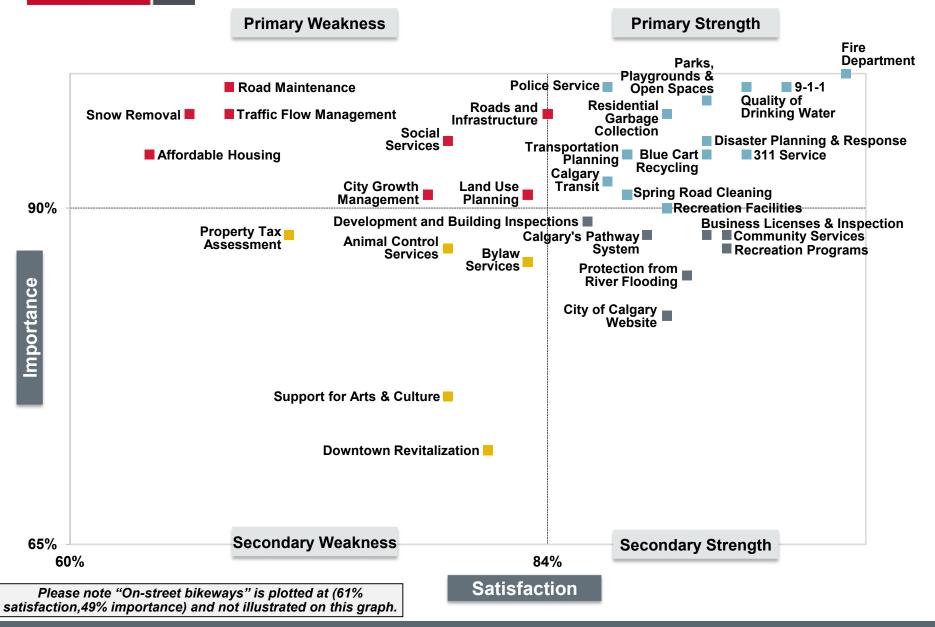
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service. Base: Valid respondents (Bases vary)



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



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





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

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

**Primary Strength** 

Primary Weakness

*Neither (in another quadrant)* 

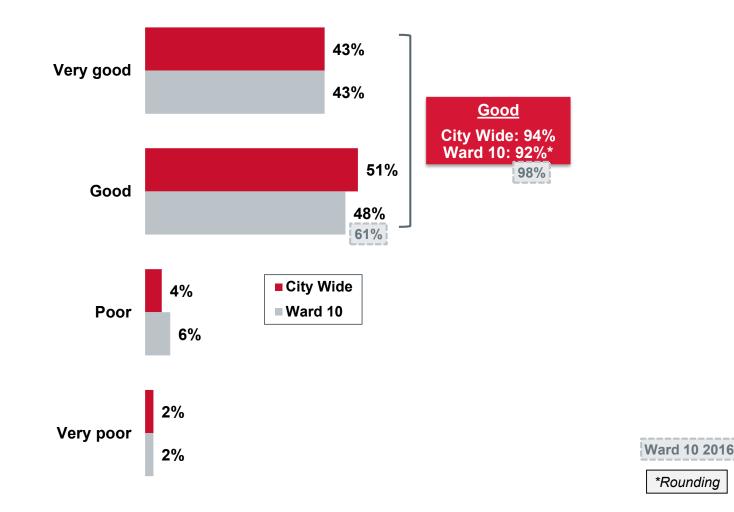
	City Wide	Ward 10
Fire Department		
9-1-1		
Residential Garbage Collection		
Quality of Drinking Water		
Police Service		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Recreation Facilities		
Social Services		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Road Maintenance		
Transportation Planning		
Snow Removal		
City Growth Management		
Calgary Transit		
Roads and Infrastructure		
Land Use Planning		
311 service		



#### **Environmental Performance**

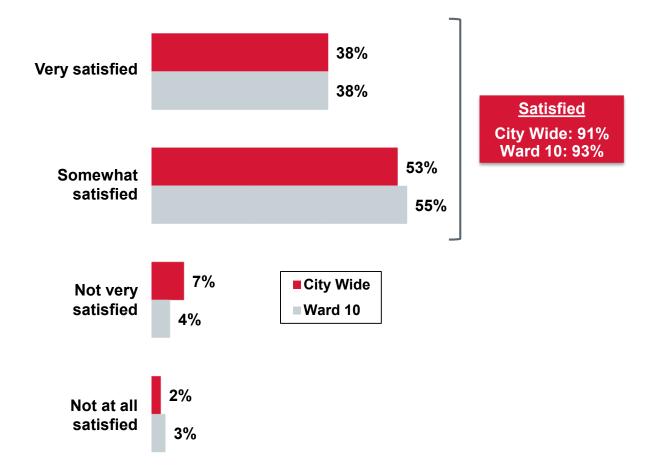


#### Perceptions About Overall State of Calgary's Environment



Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today? Base: Valid respondents (City Wide: n=2,492 / Ward 10: n=181)

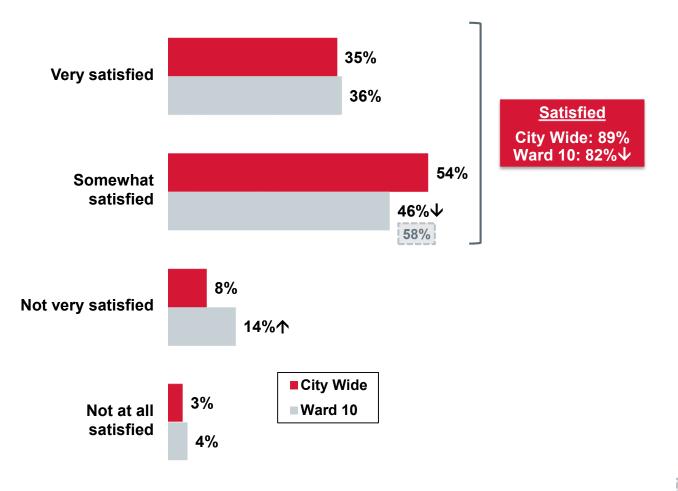
#### Satisfaction with The City's Environmental Performance



How satisfied are you with the job The City of Calgary is currently doing to protect the environment? Base: Valid respondents (City Wide: n=2,484 / Ward 10: n=182)

2017 Quality of Life and Citizen Satisfaction Survey: Ward 10

#### Satisfaction with The City's Environmental Programs and Services



Ward 10 2016

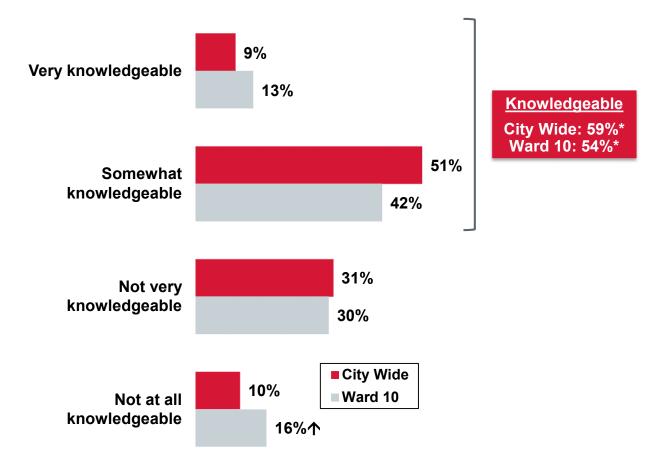
How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact? Base: Valid respondents (City Wide: n=2,478 / Ward 10: n=182)



#### **Taxation**



# Calgary 🚳 Knowledge Levels of Tax Dollar Spending

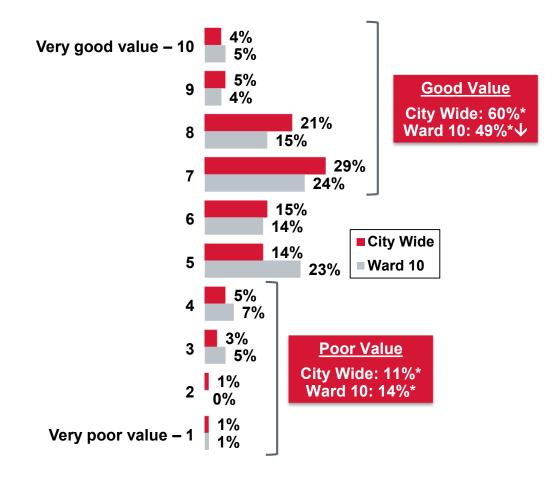


\*Rounding

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=2,494 / Ward 10: n=182)

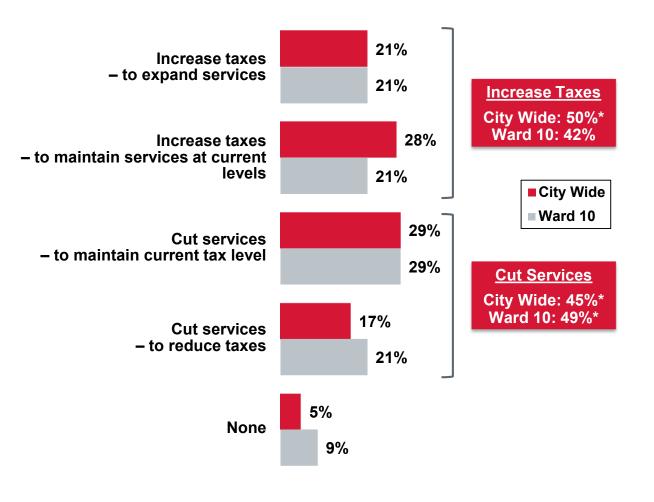
#### **Perceived Value of Property Taxes**



\*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=2,467 / Ward 10: n=181)

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

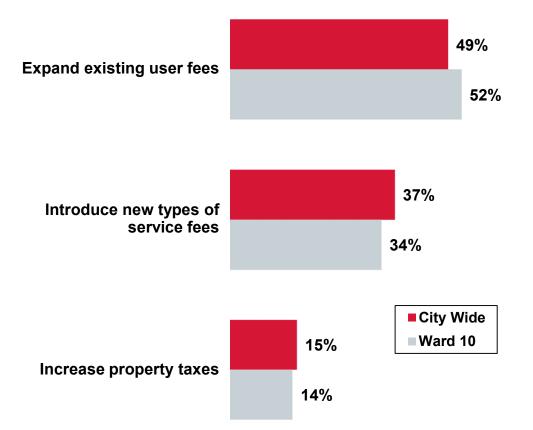


\*Rounding

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

Base: Valid respondents (City Wide: n=2,459 / Ward 10: n=180)

## Options for Increasing City Revenue



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

Base: Valid respondents (City Wide: n=2,365 / Ward 10: n=168)

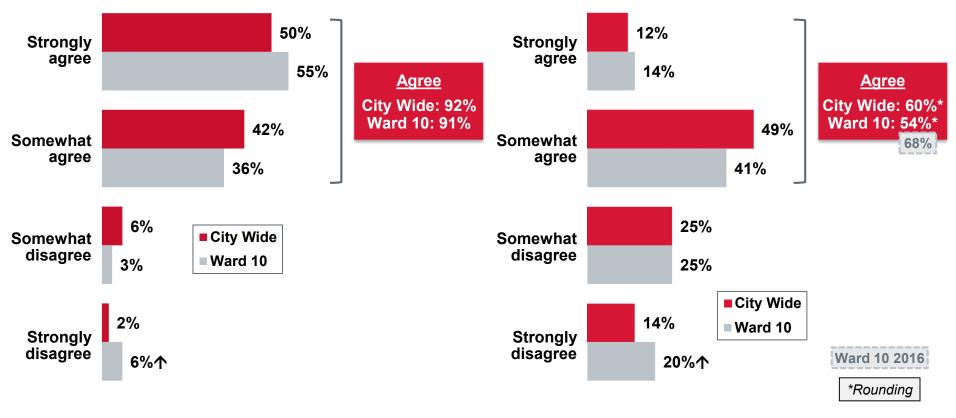
#### **Property Tax Dollar Investment**

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=2,488 / Ward 10: n=182)

Base: Valid respondents (City Wide: n=2,464 / Ward 10: n=180)

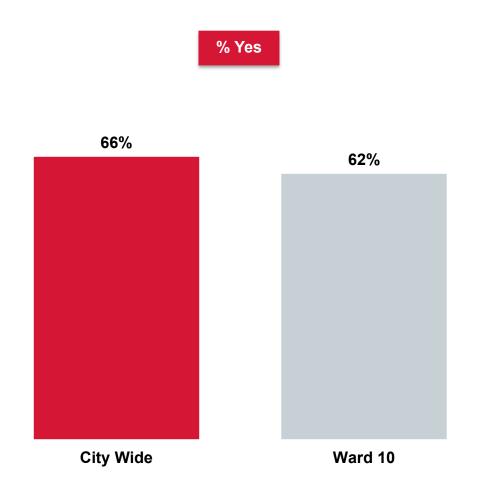
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



#### **Contact with The City**



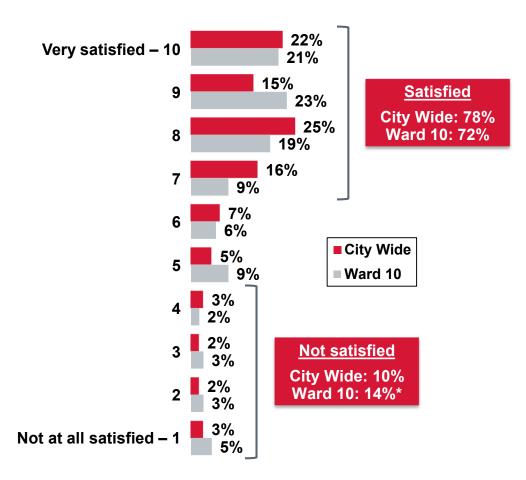




Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months? Base: Valid respondents (City Wide: n=2,494 / Ward 10: n=182)



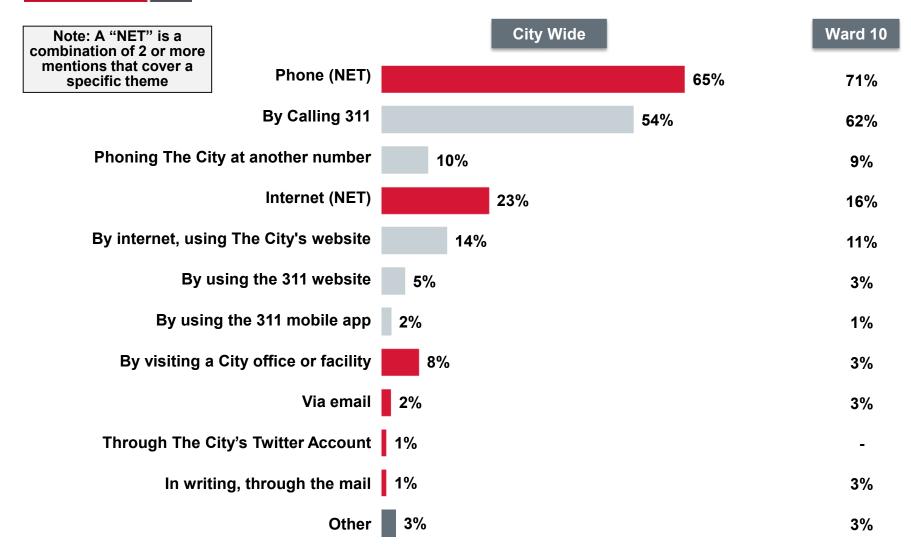
#### Satisfaction with the Overall Level and Quality of Customer Service



\*Rounding

On a scale of 1 – 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=1,649 / Ward 10: n=111)

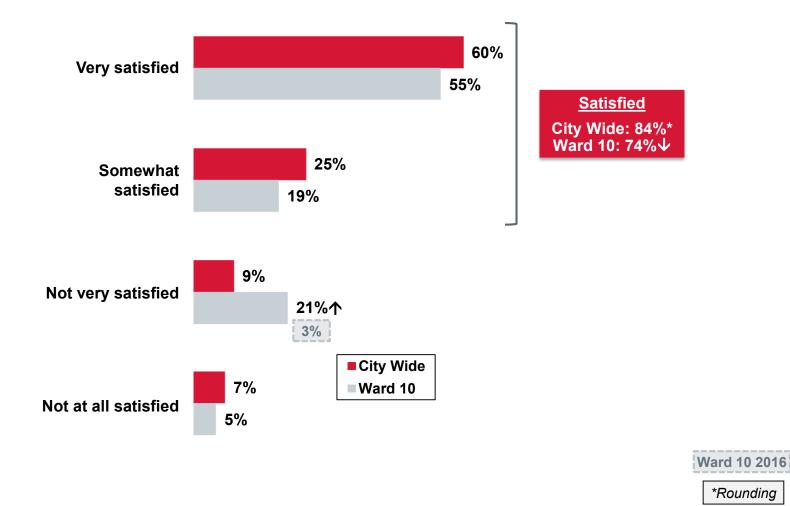




When you contacted The City was it ... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,084 / Ward 10: n=66)

## 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=1,085 / Ward 10: n=66)

2017 Quality of Life and Citizen Satisfaction Survey: Ward 10

#### Attitudes Regarding City Service Delivery and Transparency

	% Agree			
		Strongly agree	Somewhat	agree
City staff are courteous, helpful,	City Wide	44%	48	
and knowledgeable	Ward 10	43%	44%	
The quality of customer service from The City	City Wide	31%	53%	84%
is consistently high	Ward 10	27%	55%	82%
The City of Calgary makes customer service	City Wide	27%	55%	82%
a priority	Ward 10	28%	47%	75%↓
The City of Calgary practices open and	City Wide	27%	52%	79%
accessible government	Ward 10	27%	50%	77%
City staff are easy to get a hold of	City Wide	27%	50%	77%
when I need them	Ward 10	28%	40%	68%↓ 81%
The City responds quickly to requests	City Wide	24%	53%	77%
and concerns	Ward 10	28%	43%	71%
The City uses input from Calgarians in decision-making about City projects and services	City Wide Ward 10	17%         5           17%         38%	51% 6 55%	68% ↓ 75%
The City allows citizens to have meaningful input into decision-making	City Wide Ward 10			65% % 74%

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)

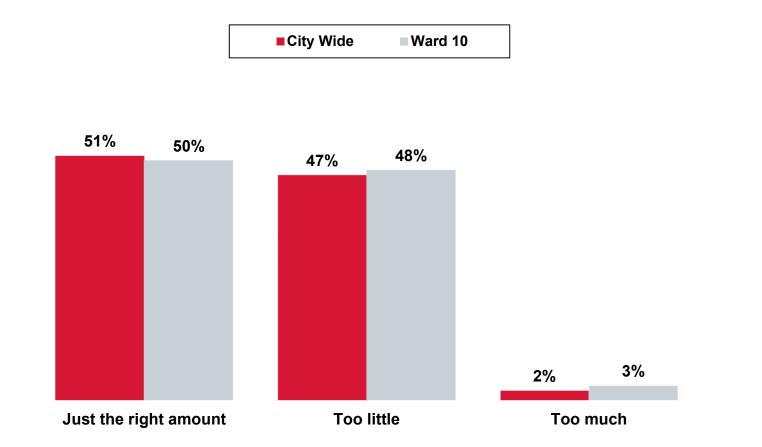
Ward 10 2016



#### **City Communications**



## Calgary 🚳 The Amount of Information Received



In your opinion, do you currently receive too much, too little, or just the right amount of information from The City? Base: Valid respondents (City Wide: n=2,474 / Ward 10: n=180)

## **Top Areas for Information from The City**

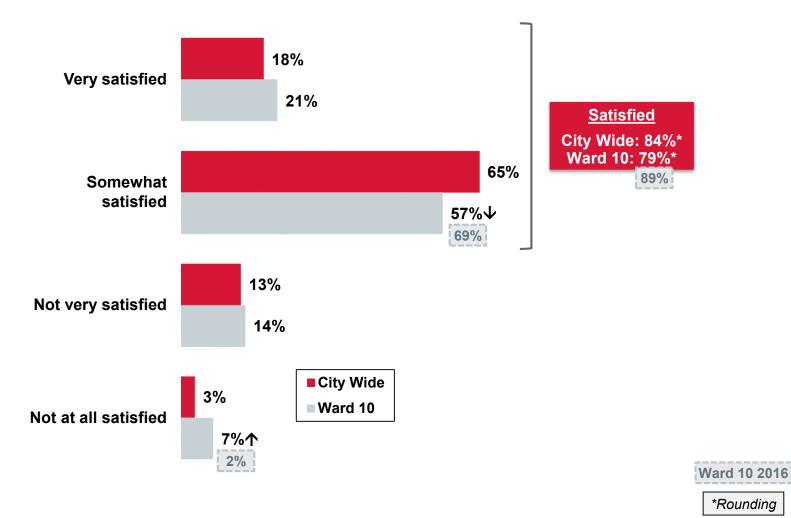
Calgary	( <u>ē</u> )
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					Ward 10
Multiple	Budget & Spending (NET)			36%	34%
Responses	Taxes/ government spending			33%	32%
	Infrastructure, Traffic & Roads (NET)			32%	29%
	Roads		13%		9%
	Construction	6%			10%个
	Infrastructure (unspecified)	5%			7%
	Planning & Development (NET)		16%		7%↓
	Planning/ future growth	9%	, D		5%
	Land use planning/ development	4%			0%↓
	Taxation (NET)		16%		17%
	Taxes/ taxation (unspecified)	10	)%		10%
	Property taxes	5%			7%
	Transit (NET)		15%		7%↓
	Transit	7%			4%
	Transportation (unspecified)	7%			4%
	Government (NET)	1	.2%		7%
	Recreation (NET)	9%	, )		9%
	Recreation/ leisure centres/ programs	7%			6%
Note: A "NET" is a	Community & Social Services (NET)	9%	, )		12%
ombination of 2 or more	City Services (NET)	8%		Total mentions <3%	9%
mentions that cover a specific theme	Crime, Safety & Policing (NET)	8%		are not shown	15%个
	Media (NET)	6%			9%
E	nvironment & Waste Management (NET)	5%			5%
	City/ public art displays	5%			11%个

What are the top three areas where you would like The City to provide more information?

Base: Valid respondents who say they receive too little or just the right amount of information (City Wide: n=2,172 / Ward 10: n=152))

#### 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=2,484 / Ward 10: n=180)



### **Demographics**



#### **Demographics**

Calgary

Gender			Educati	on		
	City Wide	Ward 10	Ш		City Wide	Ward 10
Male	49%	53%		Completed high school or less	18%	33%
Female	51%	47%		Some post secondary or completed a college diploma	35%	42%
				Completed university degree or post-grad degree	47%	25%

City Wide	
	Ward 10
13%	15%
20%	21%
17%	13%
20%	19%
14%	15%
16%	17%
45	45
	20% 17% 20% 14% 16%

Income		
	City Wide	Ward 10
Less than \$30,000	7%	14%
\$30,000 to <\$45,000	9%	12%
\$45,000 to <\$60,000	11%	18%
\$60,000 to <\$75,000	8%	8%
\$75,000 to <\$90,000	9%	18%
\$90,000 to <\$105,000	10%	5%
\$105,000 to <\$120,000	10%	7%
\$120,000 to <\$150,000	14%	6%
\$150,000 or more	23%	11%

Base: Valid respondents (Bases vary)



#### **Household Characteristics**

Tenure in Calgary			
	City Wide	Ward 10	
Less than 5 years	7%	9%	
5 to less than 10 years	9%	7%	
10 to less than 15 years	11%	7%	
15 to less than 20 years	12%	11%	
20 to less than 30 years	24%	22%	
30 to less than 40 years	16%	16%	
40 or more	21%	27%	
Mean	26	28	

Household Size			
	City Wide	Ward 10	
1	13%	7%	
2	31%	31%	
3	19%	22%	
4	22%	19%	
5 or more	15%	21%	
Mean	3.0	3.3	

#### Children and Seniors in Household

	City Wide	Ward 10
Yes - Children	36%	32%
Yes - Seniors	17%	22%

Type of Home			
	City Wide	Ward 10	
Single-detached house	71%	72%	
Apartment or apartment- style condominium	13%	8%	
Duplex, triplex or fourplex	8%	6%	
Townhouse or rowhouse	7%	11%	
Another type of multi- dwelling unit	1%	2%	

Own or Rent			
	City Wide	Ward 10	
Own	76%	70%	
Rent	21%	30%	
Other	-	0%	
Neither	2%	-	

Responsible for Property Taxes		
	City Wide	Ward 10

Yes	84%	79%
No	16%	21%

#### Base: Valid respondents (Bases vary)

#### Born in Canada Age Left Country of Birth Ethnic Background Base: Not born in **City Wide** Ward 10 Ward 10 **City Wide City Wide** Ward 10 Canada (n=645) (n=55) Caucasian/White 24% 17% 74% 71% Yes Less than 12 28% 15% **British** 12 to 17 13% 16% 20% 19% 26% 29% No 18 or older 59% 68% Canadian/ French 17% 11% Canadian 1% No response -Western European 12% 14% Southern or Eastern 9% 8% European **Visible Minority** Disability East or Southeast 9% 12% Asian **City Wide** South Asian 6% Ward 10 **City Wide** Ward 10 11% Central/ South Yes 16% 14% Yes 23% 34% 2% 2% American or Caribbean

**Respondent Characteristics** 

Base: Valid respondents (Bases vary)

77%

No

66%

West Asian or Middle

Aboriginal/ First

Nations/ Metis

Eastern African 2%

2%

2%

5%

3%

1%

86%

84%

No

Calgary 🔯





### Contact

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