

The word "Calgary" in white sans-serif font on a red rectangular background.A wide-angle photograph of the Peace Bridge in Calgary, showing its distinctive red arches and the city skyline across the river under a cloudy sky.

# 2020 Spring Pulse Survey

**Final Detailed Report**

May 13, 2020

**Prepared for The City of Calgary by Ipsos**



**Ipsos Public Affairs**

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**Telephone survey conducted** with a randomly selected sample of 2,500 Calgarians aged 18 years and older between March 2<sup>nd</sup> and March 23<sup>rd</sup>, 2020. Both landline (55%) and cell phone (45%) sample were used. The average interview duration was 26 minutes.



The service names for Spring 2020 were aligned with One Calgary Service Lines. As a result, in some cases, results cannot be compared to prior waves. In the survey itself, 44 services were divided into three blocks. Each block was rotated to ensure a representative mix of responses for each service.

The **margin of error** (MOE) for the total sample of 2,500 is  $\pm 2.0$  percentage points, 19 times out of 20.

**Please note:** fielding of the survey began in earlier phases of the COVID-19 pandemic, and self-isolation and mandatory work-from-home measures began for many Calgarians as of March 16th.



**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 2018 Municipal and 2016 Federal Census data.



Where possible, **results are compared** to previous iterations of the Spring Pulse Survey and Fall Citizen Satisfaction Survey.

- One should note that the 2006 to 2016 iterations of the survey were conducted annually in the Fall. Starting in 2017, the survey has been conducted bi-annually, with a Spring and a Fall wave.
  - Following the municipal election in 2017, a Late Fall survey wave was conducted using a truncated version of the survey
- Given the time of year each survey is run – and possible seasonal differences – caution should be exercised with comparing results from the 2020 Spring Pulse Survey to the 2019 Fall Citizen Satisfaction survey results.
- Statistically significant changes from Spring 2019 to Spring 2020 and from Fall 2019 to Spring 2020 are noted:
  - ↑ indicates number is significantly higher than Spring 2019/ Fall 2019
  - ↓ indicates number is significantly lower than Spring 2019/ Fall 2019
  - Some bar charts in this report do not add to 100% due to rounding.



## **Impact of the COVID-19 Pandemic Upon Survey Results**





# Impact of the COVID-19 Pandemic Upon Survey Results

## COVID-19 event timelines during the 2020 Spring Pulse Survey

The 2020 Spring Pulse Survey was fielded between March 2 – 23, 2020. This field window coincided with the earlier phases of the COVID-19 pandemic, timing which may have slightly impacted results. As such, these results have been captured in the following section.

Some of the significant events that occurred during fieldwork included:

- ❖ **Week 1 (March 2 – 8)**
  - Alberta has first presumptive case of COVID-19
- ❖ **Week 2 (March 9 – 15)**
  - World Health Organization (WHO) declares global outbreak
  - Canada advises citizens to avoid non-essential travel outside of Canada
- ❖ **Week 3 (March 16 – 23)**
  - Declaration of Local State of Emergency (evening of March 15)
  - School cancelled in Alberta (evening of March 15)

Though there were some questions that saw a significant change in response during the third week of data collection, it is important to note that it is uncertain if these changes will be sustained into the future.

# Impact of the COVID-19 Pandemic Upon Survey Results

## ❖ Quality of Life and Issue Agenda

Although ratings for the overall quality of life in Calgary did not differ throughout the survey data collection period, perceptions about specific elements of quality of life, such as “Calgary is moving in the right direction” and being on the “right track” increased during Week 3 of data collection.

Metric	Spring 2020	Week 1	Week 2	Week 3
<b>Quality of Life (% Agree)</b>				
Calgary is moving in the right direction to ensure a high quality of life for future generations	50%	44%	48%	55%↑
The City of Calgary municipal government fosters a city that is inclusive and accepting of all	78%	78%	75%	81%↑
The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability	68%	63%	66%	73%↑
The City of Calgary municipal government removes barriers to Calgarians' full participation in city life	57%	56%	53%	61%↑
Calgary is on the right track to being a better city 10 years from now	72%	69%	70%	76%↑
<b>Issue Agenda (Total Mentions)</b>				
Health care	7%	4%	8%↑	8%↑
COVID-19	1%	0%	1%↑	2%↑
Public safety	5%	4%	3%	7%↑
Economy/cost of living	5%	3%	5%	6%↑

Week 1 = March 2-8

Week 2 = March 9-15

Week 3 = March 16-23

↑Statistically higher than previous weeks of surveying

# Impact of the COVID-19 Pandemic Upon Survey Results (cont'd)

## ❖ Programs and Services

Ratings for the importance and satisfaction of City programs and services remained quite stable throughout the data collection period, with a few exceptions.

‘More’ investment increased in several areas during Week 3 of the survey, particularly for ‘social programs’ and ‘emergency management’.

Metric	Spring 2020	Week 1	Week 2	Week 3
<b>Importance of Programs/Services (% Important)</b>				
Property tax management	94%	90%	95%↑	97%↑
City planning and policy services that provide land use policies, guidelines and regulations	89%	87%	86%	92%↑
City cemeteries	75%	75%	69%	79%↑
<b>Satisfaction with Programs/Services (% Satisfied)</b>				
Water treatment and supply, including the availability and supply of clean, safe drinking water	97%	96%	95%	99%↑
Stormwater management	95%	92%	93%	98%↑
Police services	90%	87%	89%	93%↑
<b>% Invest More</b>				
Social programs for individuals such as seniors or youth	55%	52%	50%	61%↑
Emergency management and business continuity services	44%	39%	44%	50%↑
Property tax management	29%	34%	27%	25%↓
Fire inspection and enforcement	28%	24%	26%	34%↑
Building approval services and inspections	26%	22%	24%	31%↑
Wastewater collection and treatment	22%	18%	20%	27%↑

Week 1 = March 2-8  
Week 2 = March 9-15  
Week 3 = March 16-23

↑ Statistically higher than previous weeks of surveying  
↓ Statistically lower than previous weeks of surveying

# Impact of the COVID-19 Pandemic Upon Survey Results (cont'd)

## ❖ Taxation, Customer Service, Communications, and Municipal Reputation

Calgarians became increasingly appreciative of the value of their tax dollars during Week 3 of the survey data collection period.

Calgarians were also more approving of various elements of The City's customer service, as well as with overall City communications during Week 3.

Favourability and trust towards The City also improved as the timelines of the COVID-19 pandemic progressed.

Metric	Spring 2020	Week 1	Week 2	Week 3
<b>Taxation</b>				
% Overall 'good' value for property tax dollars	55%	52%	53%	58%↑
<b>Customer Service/Communications</b>				
The City of Calgary responds quickly to requests and concerns (% Agree)	72%	71%	70%	76%↑
The City of Calgary makes customer service a priority (% Agree)	78%	76%	77%	81%↑
% Overall 'good' City communications	77%	76%	75%	81%↑
<b>Municipal Reputation</b>				
% Favourable opinion of The City	54%	51%	52%	57%↑
% Trust The City	57%	54%	55%	62%↑

Week 1 = March 2-8

Week 2 = March 9-15

Week 3 = March 16-23

↑Statistically higher than previous weeks of surveying





## 2020 Spring Pulse Survey | **Highlights and Key Findings**



- 1.** Quality of life measures in Calgary remain strong, although notable declines emerge in Spring 2020, especially with the notion of Calgary being ‘a good place to make a living’.
- 2.** ‘Infrastructure, traffic and roads’ continues to be most prominent on the issue agenda, followed by: ‘transit’; ‘crime, safety and policing’; and, ‘taxes’.
- 3.** An increased majority of citizens are satisfied with the overall level and quality of City services and programs.
- 4.** Opportunities for improvement include: property tax management; affordable housing; streets; public transit; property assessment; sidewalks and pathways; economic development and tourism; and, municipal elections.
- 5.** Calgarians’ perceived value for their municipal tax dollars has statistically increased in Spring 2020.
- 6.** In order to balance taxation and service delivery levels, Calgarians are split as to whether they would prefer service cuts or tax increases.
- 7.** The majority of Calgarians are satisfied with the customer service they receive from The City.
- 8.** Calgarians’ perceptions of communications from The City have notably improved in Spring 2020.
- 9.** Calgarians’ trust in The City has statistically increased.
- 10.** Perceptions of The City’s performance have remained stable and views regarding City Council’s performance have notably improved.

## Key Findings: Quality of Life

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**Perceptions about the quality of life in Calgary have weakened in several areas since Fall 2019, especially with the sentiment of Calgary being ‘a good place to make a living’.**

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- ❖ In Spring 2020, 79% of Calgarians say the quality of life in Calgary today is ‘good’, statistically down 4% from Fall 2019 (83%), yet identical to results in Spring 2019 (79%).
- ❖ Almost one-half (47%) say the quality of life in Calgary has ‘worsened’ in the past three years (statistically higher than 40% in Fall 2019 and 43% in Spring 2019). A similar proportion (43%) say the quality of life in Calgary has ‘stayed the same’, on par with 44% in both Fall 2019 and Spring 2019. Further, the proportion of citizens who feel the quality of life in the city has ‘improved’ (10%) has notably declined from 16% in Fall 2019 and from 13% in Spring 2019.
- ❖ Agreement that Calgary is a ‘great place to make a life’ remains solid (74%), yet is statistically lower than 79% in Fall 2019, but similar to 75% in Spring 2019.
  - In comparison, agreement that Calgary is ‘a great place to make a living’ is statistically lower (52%) than Fall 2019 (63%) and Spring 2019 (57%).
- ❖ One-half (50%) of Calgarians agree that ‘Calgary is moving in the right direction to ensure a high quality of life for future generations’, consistent with 53% in both Fall 2019 and Spring 2019. As well, 72% of citizens agree that ‘Calgary is on the right track to being a better city ten years from now’, statistically down from 76% in Fall 2019, yet notably higher than 68% in Spring 2019.
- ❖ The City receives stable ratings with regard to ‘The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability’ (68%, similar to 69% in Spring 2019 and identical to 68% in Spring 2018). New in Spring 2020, 57% of Calgarians agree that ‘The City of Calgary municipal government removes barriers to Calgarians’ full participation in city life’.
- ❖ In addition, 78% of Calgarians agree that ‘The City of Calgary municipal government fosters a city that is inclusive and accepting of all’, similar to 75% in both Fall 2019 and Spring 2019.

## Key Findings: Issue Agenda

**‘Infrastructure, traffic and roads’ continues to be the most prominent on the issue agenda, followed by: ‘transit’; ‘crime, safety and policing’; and, ‘taxes’.**

- ❖ One-third (32%) of Calgarians cite ‘infrastructure, traffic and roads’ as an important issue, statistically on par with results in Fall 2019 (35%).
  - In Spring 2020, ‘infrastructure, traffic and roads’ issues related to ‘road conditions’ (12%, up from 7% in Fall 2019) and ‘snow removal’ (7%, up from 5% in Fall 2019) have statistically increased.
- ❖ Second on the issue agenda is ‘transit’ (17%, identical to Fall 2019), followed by: ‘crime, safety and policing’ (14%, on par with 15% in Fall 2019); and, ‘taxes’ (13%, notably up from 11% in Fall 2019).
- ❖ Next, 10% of Calgarians point to the ‘economy’ as an important issue, statistically up from 8% in Fall 2019, 9% identify ‘education’ as an important issue, similar to 8% in Fall 2019, and 8% identify ‘budget and spending’ as important, down from 11% in Fall 2019.
- ❖ Additional items on the issue agenda include:
  - ‘Recreation’ (7% of total mentions, identical to Fall 2019);
  - ‘Healthcare’ (7%, statistically higher than 4% in Fall 2019);
  - ‘Homelessness, poverty and affordable housing’ (6%, notably up from 4% in Fall 2019); and,
  - ‘Environment and waste management’ (5%, on par with 7% in Fall 2019).

# Key Findings: City Services and Programs\*

**Overall satisfaction with The City's programs and services has significantly increased in Spring 2020.**

*\*Please note that the list of programs and services assessed in Spring 2020 differed somewhat from previous survey waves.*

- ❖ More than three-quarters (77%) of Calgarians say they are satisfied with 'the overall level and quality of services and programs provided by The City', statistically increased from 74% in Fall 2019 and 73% in Spring 2019.
- ❖ Eight-in-ten or more Calgarians are satisfied with 37 of the 44 services and programs assessed.
  - The services receiving the highest satisfaction ratings include: water treatment and supply (97%); Calgary 9-1-1 (97%); Calgary Fire Department emergency response (97%); and, library services (97%).
  - Overall satisfaction is lowest (lower than 70%) for property tax management (59%) and affordable housing for low-income Calgarians (64%).
  - Since Spring 2020, notable improvements in satisfaction are seen in one area: land development and sales services that support business community growth (87%, statistically up from 83% in Spring 2020).
  - Conversely, satisfaction has significantly declined since Spring 2020 in four areas, although satisfaction remains strong: public transit (75% vs. 83% in Spring 2020), sidewalks and pathways, including building and repairing (80% vs. 88% in Spring 2020), police services (90% vs. 93% in Spring 2020), and Calgary Fire Department emergency response (97% vs. 98% in Spring 2020).



# Key Findings: City Services and Programs (cont'd)

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**The greatest service delivery strengths are identified for many municipal programs and services, and especially for Calgary 9-1-1 and water treatment and supply.**

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**The greatest opportunities for improvement lie with property tax management, affordable housing, streets, and public transit.**

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- ❖ The programs and services which are identified as ***‘primary strengths’*** in the importance vs. satisfaction analysis are:
  - Calgary 9-1-1;
  - Water treatment and supply;
  - Calgary Fire Department emergency response;
  - Wastewater collection and treatment;
  - Fire inspection and enforcement;
  - Emergency management and business continuity services;
  - Fire safety education;
  - Stormwater management;
  - 311 and Web;
  - Police services;
  - Parks and open spaces;
  - Recreation opportunities;
  - Waste and recycling services;
  - Social programs;
  - Urban forestry;
  - City communications;
  - Building approvals and inspections;
  - Community strategy services;
  - Environmental management; and,
  - Neighbourhood supports.
- ❖ The programs and services which are identified as ***‘primary weaknesses’*** in the importance vs. satisfaction analysis include:
  - Property tax management;
  - Affordable housing;
  - Streets, including traffic operations, building, maintenance, snow removal, and on-street bikeways;
  - Public transit;
  - Property assessment;
  - Sidewalks and pathways; and,
  - Municipal elections.

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**Calgarians are most likely to desire 'more' investment in affordable housing, public transit, police services, social programs, streets, and in the Calgary Fire Department.**

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## Key Findings: City Services and Programs (cont'd)

- ❖ Calgarians would like to see The City invest more in affordable housing (64%), public transit (60%), police services (58%), social programs for individuals such as seniors or youth (55%), streets, including traffic operations, building, maintenance, snow removal, and on-street bikeways (53%) and Calgary Fire Department emergency response (52%).
- ❖ Higher proportions of citizens would prefer The City to invest less in the regulation of taxis, limousines and vehicles-for-hire (26%), parking and enforcement (26%), arts and culture, including festivals (22%), and pet ownership and licensing (21%).
- ❖ Increases in '**more investment**' are notable in eight areas vs. Spring 2019:
  - Emergency management and business continuity services (44%, increased by 11%);
  - Calgary Fire Department and emergency response (52%, increased by 10%);
  - Calgary 9-1-1 (43%, increased by 9%);
  - Economic development and tourism services managed by City partner organizations (40%, increased by 9%);
  - Sidewalks and pathways, including building and repairing (45%, increased by 8%);
  - Neighbourhood supports to make their neighbourhood a better place to live, work and play (42%, increased by 6%);
  - Community strategy services that advance social well-being for all Calgarians (40%, increased by 6%); and,
  - City cemeteries (15%, increased by 5%).

## Key Findings: Taxation

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**Calgarians' perceived value for their municipal tax dollars has increased in Spring 2020.**

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- ❖ More than one-half (55%) of Calgarians give The City a 'good value' rating for the value of their property tax dollars which has statistically increased from 48% in Spring 2019, yet is similar to 54% in Fall 2019.
  - 'Poor value' ratings have remained quite consistent, with 17% in Spring 2020, 15% in Fall 2019 and 19% in Spring 2019 and 28% are 'neutral', statistically down from 31% in Fall 2019 and from 33% in Spring 2019.
- ❖ A fairly equal proportion of Calgarians either support cuts in services to maintain or reduce taxes (45%) vs. a preference to increase taxes to maintain or expand services (48%). The remaining 7% do not prefer either of these options.
  - Preferences to cut services to maintain or reduce taxes (45%) have significantly decreased since Fall 2019 (50%) and Spring 2019 (53%), whereas preferences to increase taxes to maintain or expand services (48%) are notably higher since Fall 2019 (44%) and Spring 2019 (41%).

## Key Findings: Service Delivery, Transparency, Citizen Input and Communications

**The majority of Calgarians are satisfied with the customer service they receive from The City.**

**Calgarians' perceptions of communications from The City have notably improved in Spring 2020.**

- ❖ Fully 83% of Calgarians agree that 'The City of Calgary meets their customer service expectations', 78% agree that 'the quality of customer service is consistently high' (similar to 81% in Fall 2019) and 78% agree that 'The City of Calgary makes customer service a priority' (consistent with 79% in Fall 2019).
  - A somewhat lower customer service rating is provided for 'The City responds quickly to requests and concerns' (72%, identical to results in Fall 2019).
- ❖ In addition, 71% of Calgarians agree that 'The City of Calgary practices open and accessible government' (identical to Fall 2019) and two-thirds (67%) agree that 'The City uses input from Calgarians in decision-making about City projects/services' (similar to 65% in Fall 2019).
  - Two-thirds (66%) of Calgarians also agree that 'Calgarians have enough opportunities to provide input into decision-making about City projects and services (not asked in Fall 2019, but statistically higher than 58% in Spring 2019).
  - In Spring 2020, a notably higher proportion of Calgarians agree that 'The City allows citizens to have meaningful input into decision-making' (65%, significantly up from 60% in Fall 2019).
- ❖ With respect to municipal communications, 77% of Calgarians rate The City's communications about services, programs, policies and plans as 'good', statistically increased from 72% in Fall 2019 and 71% in Spring 2019.
  - Further, 8% of Calgarians would find it helpful to receive information about The City of Calgary's programs and services in a language other than English, consistent with results in Spring 2019 (9%). These citizens would most prefer communications in Punjabi (18%), Spanish (8%), Tagalog (8%), or French (8%).

# Key Findings: Municipal Reputation & Performance

**Calgarians' trust in The City has statistically increased in Spring 2020.**

**Perceptions of The City's performance have remained stable and views regarding City Council's performance have improved in Spring 2020.**

- ❖ With respect to municipal reputation, 54% of Calgarians currently hold a 'favourable' impression of The City of Calgary, similar to 50% in both Fall 2019 and Spring 2019.
- ❖ Trust in The City of Calgary has notably improved in Spring 2020 (57%) in comparison to Fall 2019 (52%) and Spring 2019 (52%).
- ❖ Approximately three-quarters (74%) of Calgarians agree that they 'understand the roles and responsibilities of City Council compared to those of City Administration', including 27% who 'strongly' agree. This metric is consistent with Fall 2019 (72%) and identical to Spring 2019 (74%).
- ❖ More than seven-in-ten (72%) citizens are satisfied with how The City of Calgary, including Council and Administration, are going about running our City, consistent with 70% in Fall 2019, and statistically up from 67% in Spring 2019.
  - In comparison, 80% of Calgarians are satisfied with how City Administration (excluding City Council) is performing, similar to 79% in Fall 2019 and 78% in Spring 2019.
  - In Spring 2020, just over six-in-ten (61%) Calgarians are satisfied with how City Council is going about running our City, statistically up from 55% in Fall 2019 and from 56% in Spring 2019.
- ❖ Seven-in-ten (71%) Calgarians are 'confident that The City of Calgary is working to improve how it includes citizen input into important decisions', notably increased from 68% in Fall 2019 and from 66% in Spring 2020.
- ❖ In addition, 68% of citizens agree that 'City Council and Administration work collaboratively to make the best possible decisions for the future of Calgary', on par with 66% in Fall 2019 and statistically increased from results in Spring 2019 (64%).

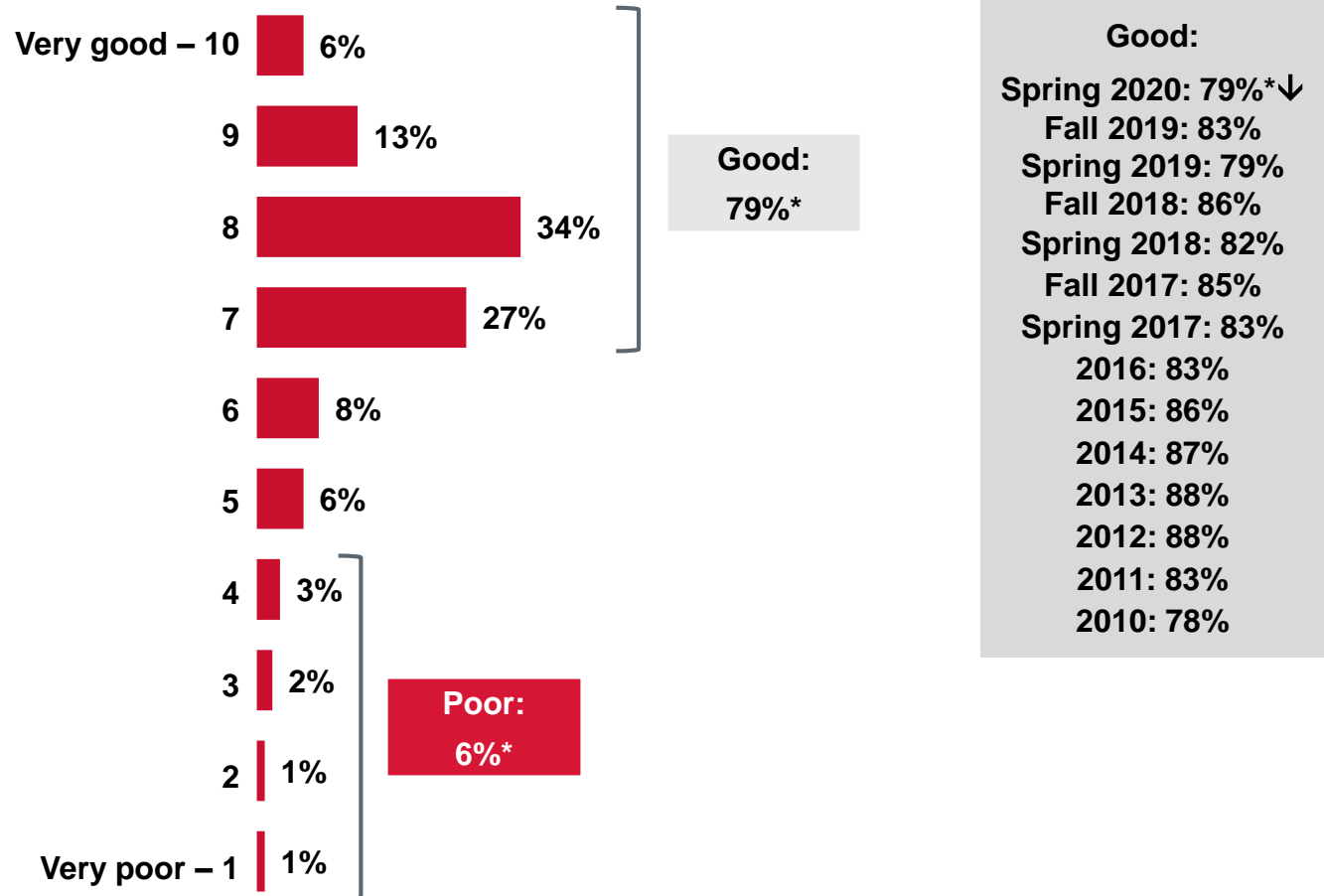




## Quality of Life



# Overall Quality of Life in Calgary



\*Rounding

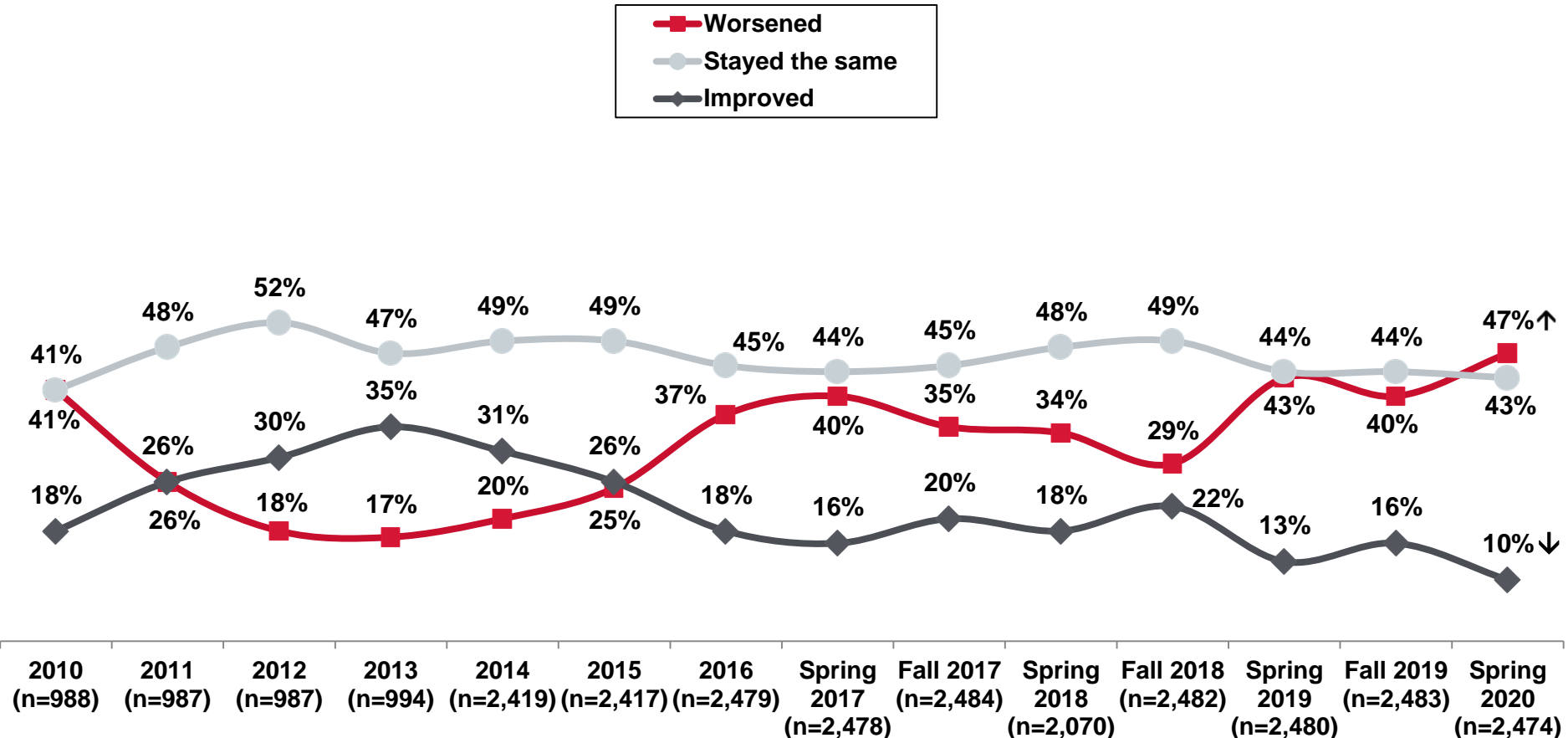
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (n=2,496)

↑Statistically higher than Fall 2019

↓Statistically lower than Fall 2019

# 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

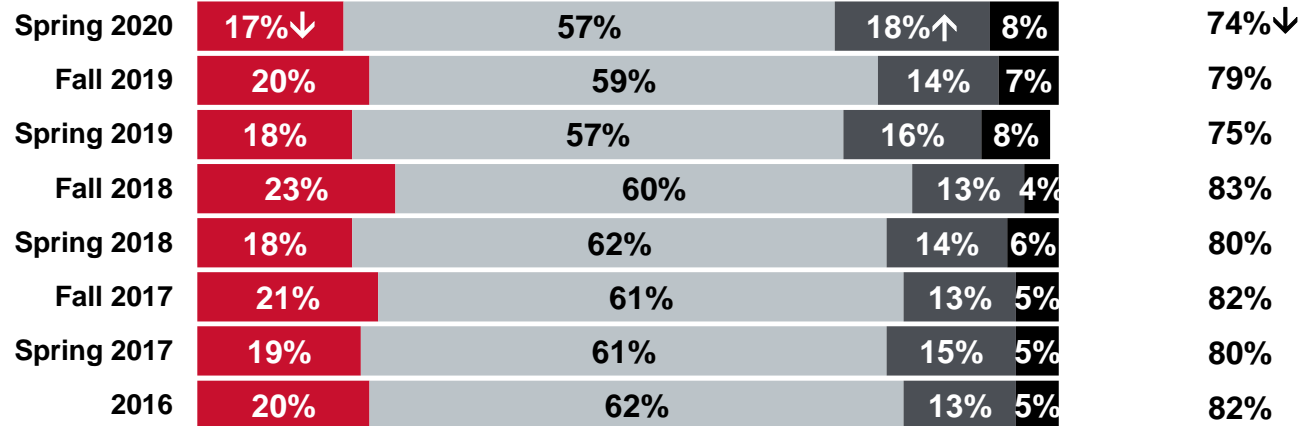
↑Statistically higher than Fall 2019  
 ↓Statistically lower than Fall 2019

# Sustainability: Making a Life & Making a Living

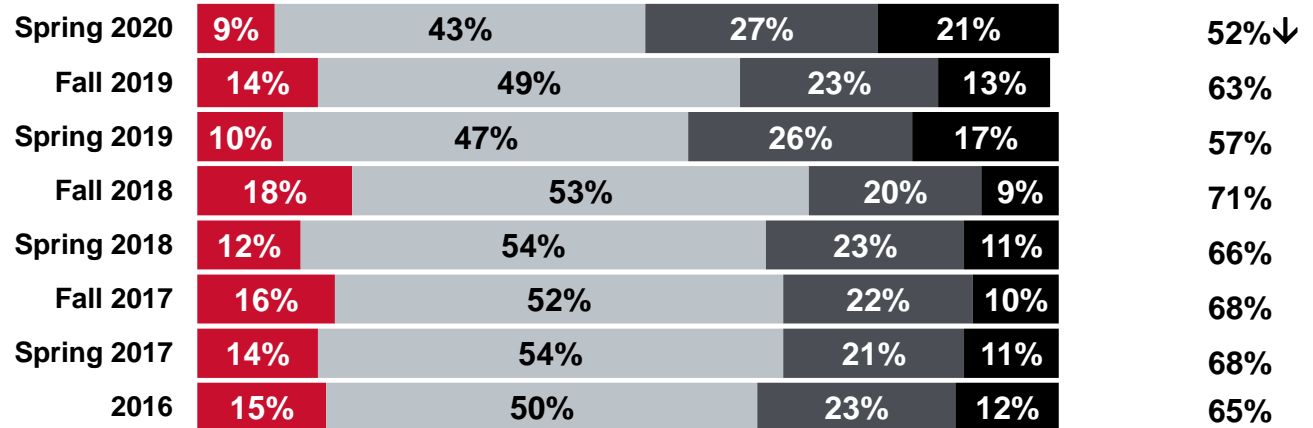
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

Calgary is a great place to make a life



Calgary is a great place to make a living



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)

↑Statistically higher than Fall 2019

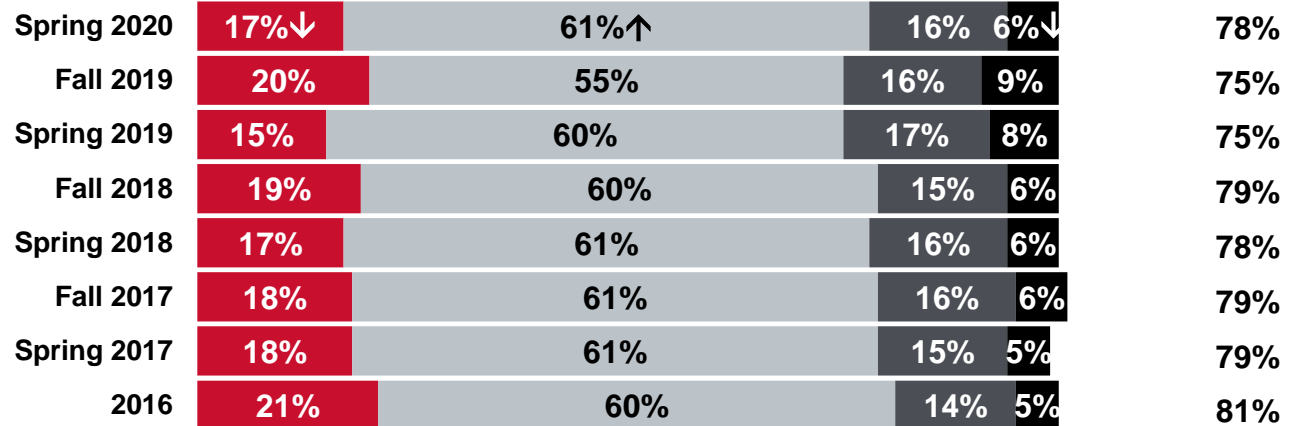
↓Statistically lower than Fall 2019

# Sustainability: Inclusivity & Future Direction

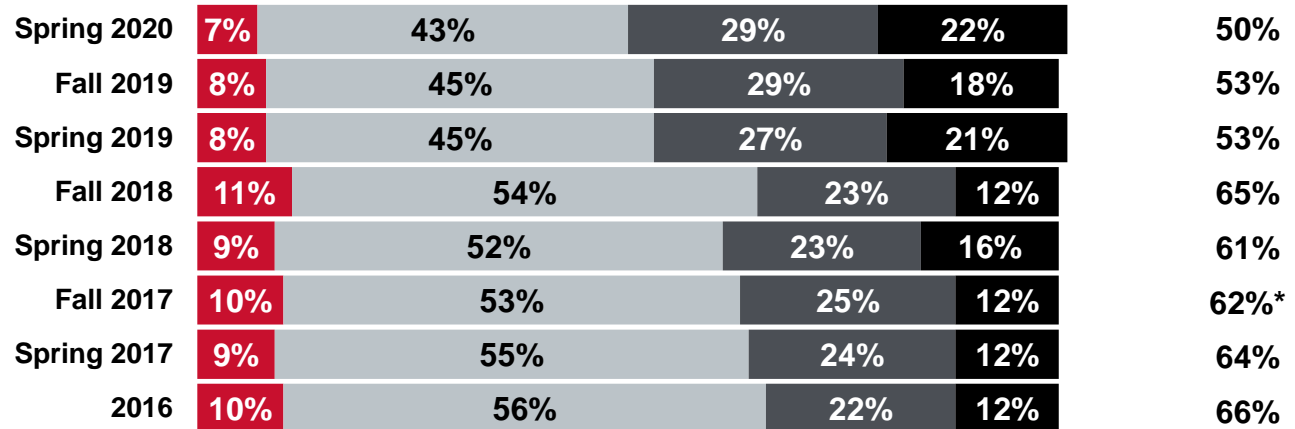
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

The City of Calgary municipal government fosters a city that is inclusive and accepting of all



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



\*Rounding

↑Statistically higher than Fall 2019  
↓Statistically lower than Fall 2019

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: Accessibility

■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

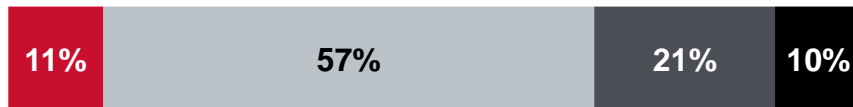
The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability++

Spring 2020



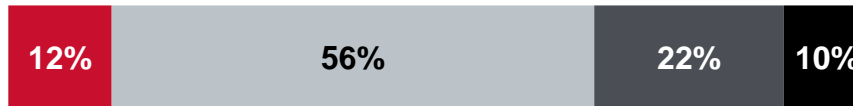
68%\*

Spring 2019



69%\*

Spring 2018



68%

The City of Calgary municipal government removes barriers to Calgarians' full participation in city life\*\*

Spring 2020



57%

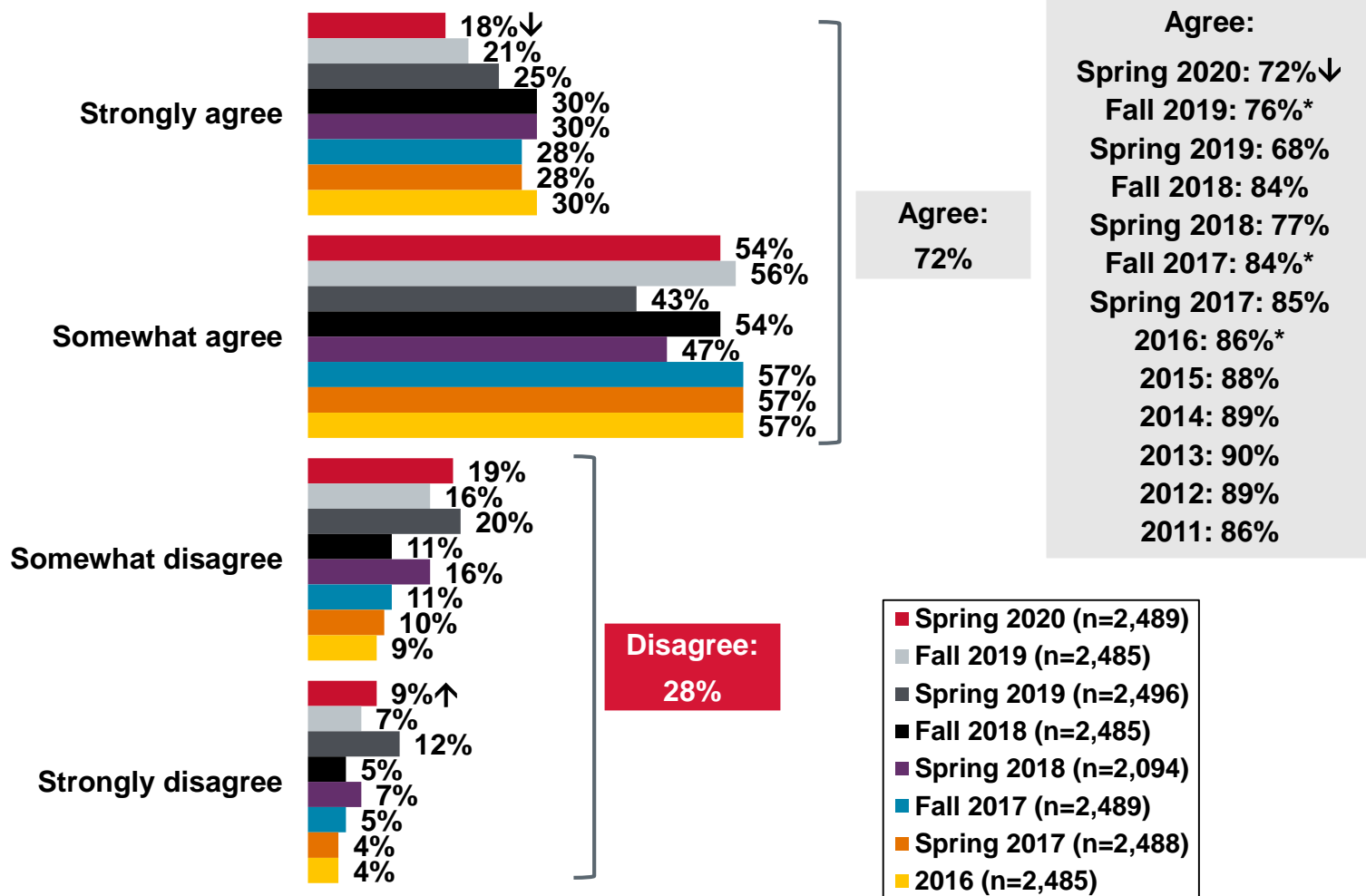
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)

\*\*New question in Spring 2020 | ++Not asked prior to 2018 / Not asked in Fall survey waves

\*Rounding

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



\*Rounding

↑Statistically higher than Fall 2019  
↓Statistically lower than Fall 2019

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



## Issue Agenda



# Issue Agenda

## Multiple Responses

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

■ First Mention ■ Other Mentions

% Change  
Fall 2019 –  
Spring 2020

<b>Net - Infrastructure, Traffic &amp; Roads</b>	<b>23%</b>	<b>9%</b>	<b>32%</b>	<b>-3</b>
Road conditions	8%	4%	12%	+5↑
Snow removal	5%		7%	+2↑
Traffic congestion	3%		5%	-2 ↓
<b>Net – Transit</b>	<b>12%</b>	<b>5%</b>	<b>17%</b>	<b>0</b>
Public Transportation [incl. buses/ C-train/ poor service]	7%	3%	10%	+2
Transit system improvements	4%		6%	0
<b>Net - Crime, Safety &amp; Policing</b>	<b>9%</b>	<b>5%</b>	<b>14%</b>	<b>-1</b>
<b>Net – Taxes</b>	<b>9%</b>	<b>4%</b>	<b>13%</b>	<b>+2↑</b>
High taxes	6%		8%	0
Property taxes	4%		5%	+1↑
<b>Net – Economy</b>	<b>8%</b>		<b>10%</b>	<b>+2↑</b>
<b>Net – Education</b>	<b>5%</b>	<b>4%</b>	<b>9%</b>	<b>+1</b>
<b>Net - Budget &amp; Spending</b>	<b>5%</b>	<b>3%</b>	<b>8%</b>	<b>-3↓</b>
<b>Net – Recreation</b>	<b>4%</b>	<b>3%</b>	<b>7%</b>	<b>0</b>
<b>Net - Healthcare</b>	<b>4%</b>	<b>3%</b>	<b>7%</b>	<b>+3↑</b>
<b>Net - Homelessness, Poverty &amp; Affordable Housing</b>	<b>4%</b>		<b>6%</b>	<b>+2↑</b>
<b>Net - Environment &amp; Waste Management</b>	<b>3%</b>		<b>5%</b>	<b>-2</b>
None			14%	+3↑

Data labels of <3% are not shown

NET mentions of ≤4% are not shown

↑Statistically higher than Fall 2019

↓Statistically lower than Fall 2019

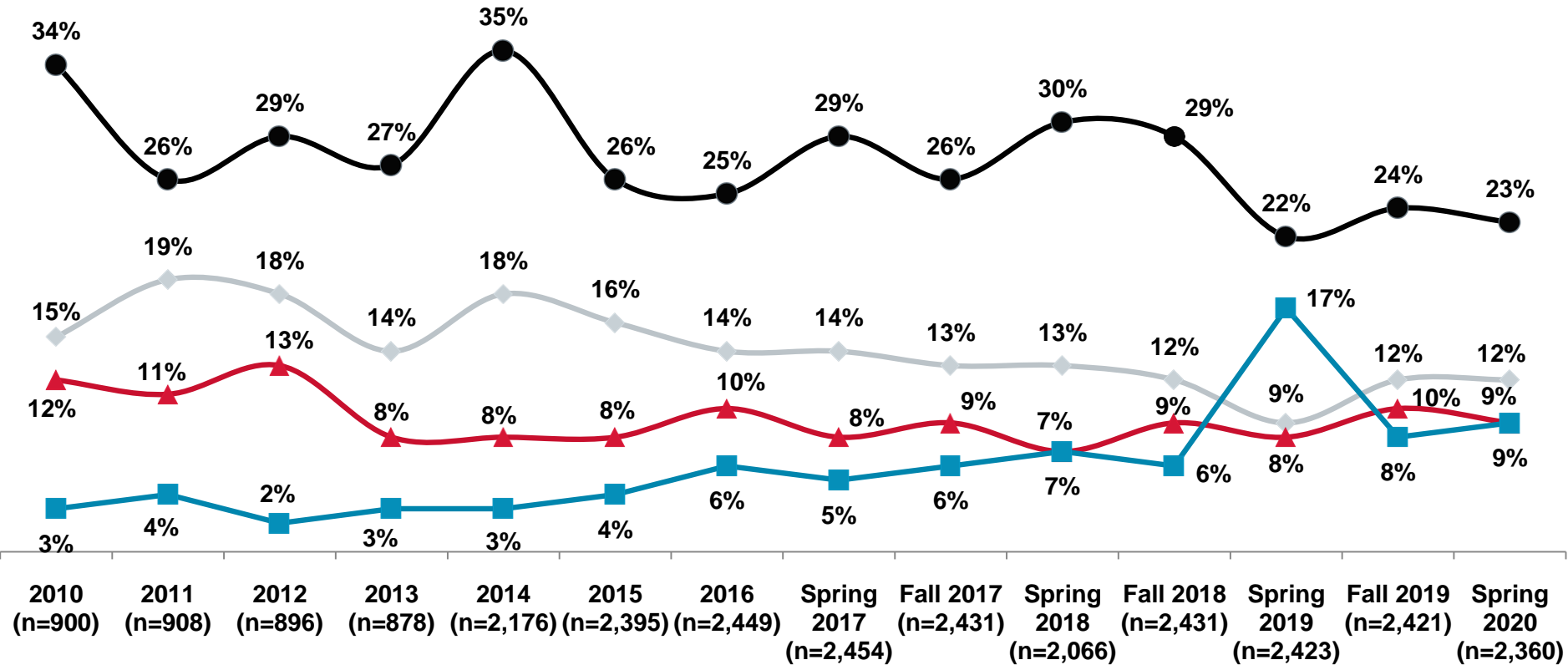
*In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?*

Base: Valid respondents (n=2,397)

# Tracking Most Important Issue Facing Calgary

First Mention Only

- Infrastructure, Traffic & Roads
- Transit
- ▲ Crime, Safety & Policing
- Taxes



*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?*

Base: Valid respondents

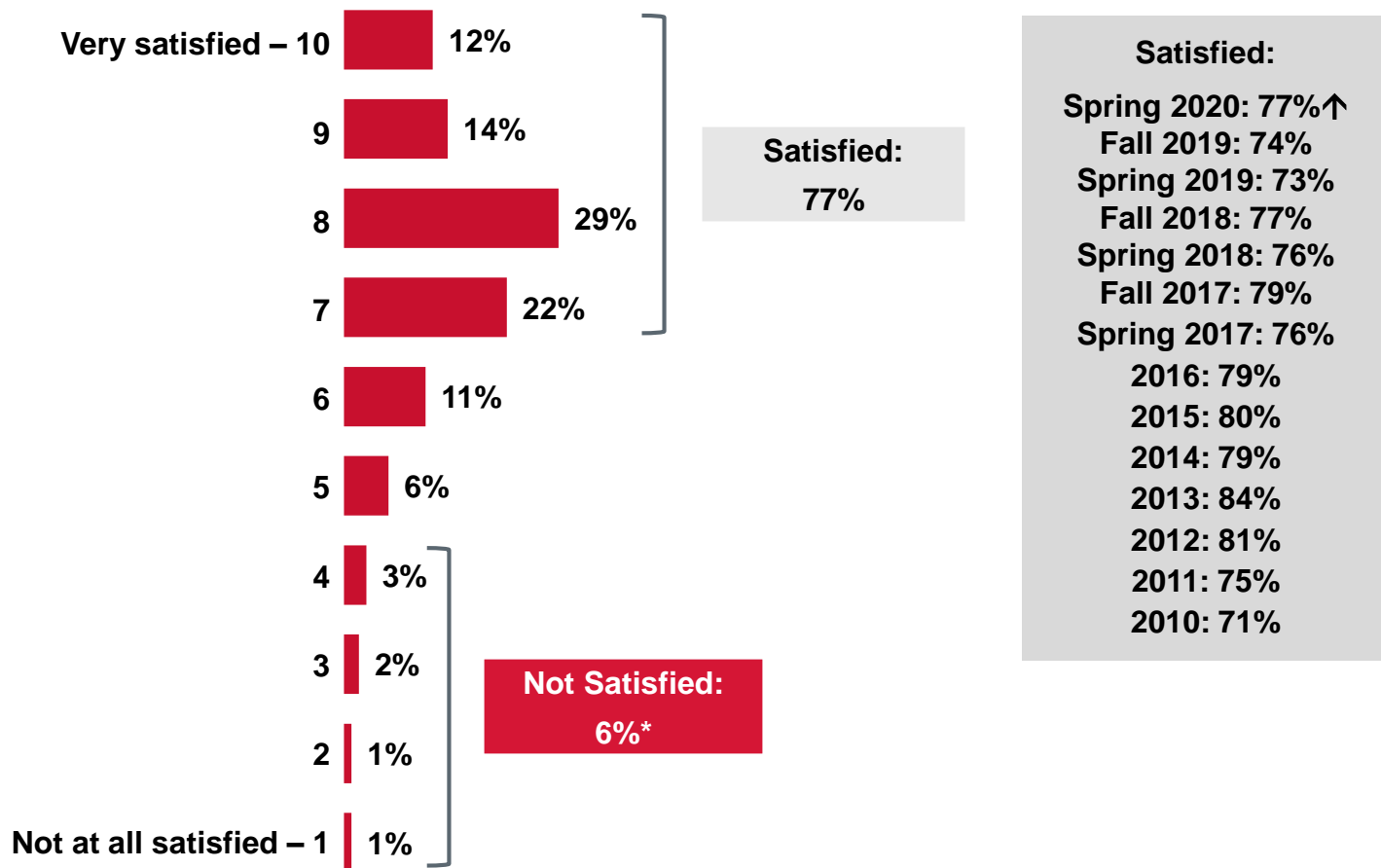




## City Programs and Services



# Overall Satisfaction with City Programs & Services



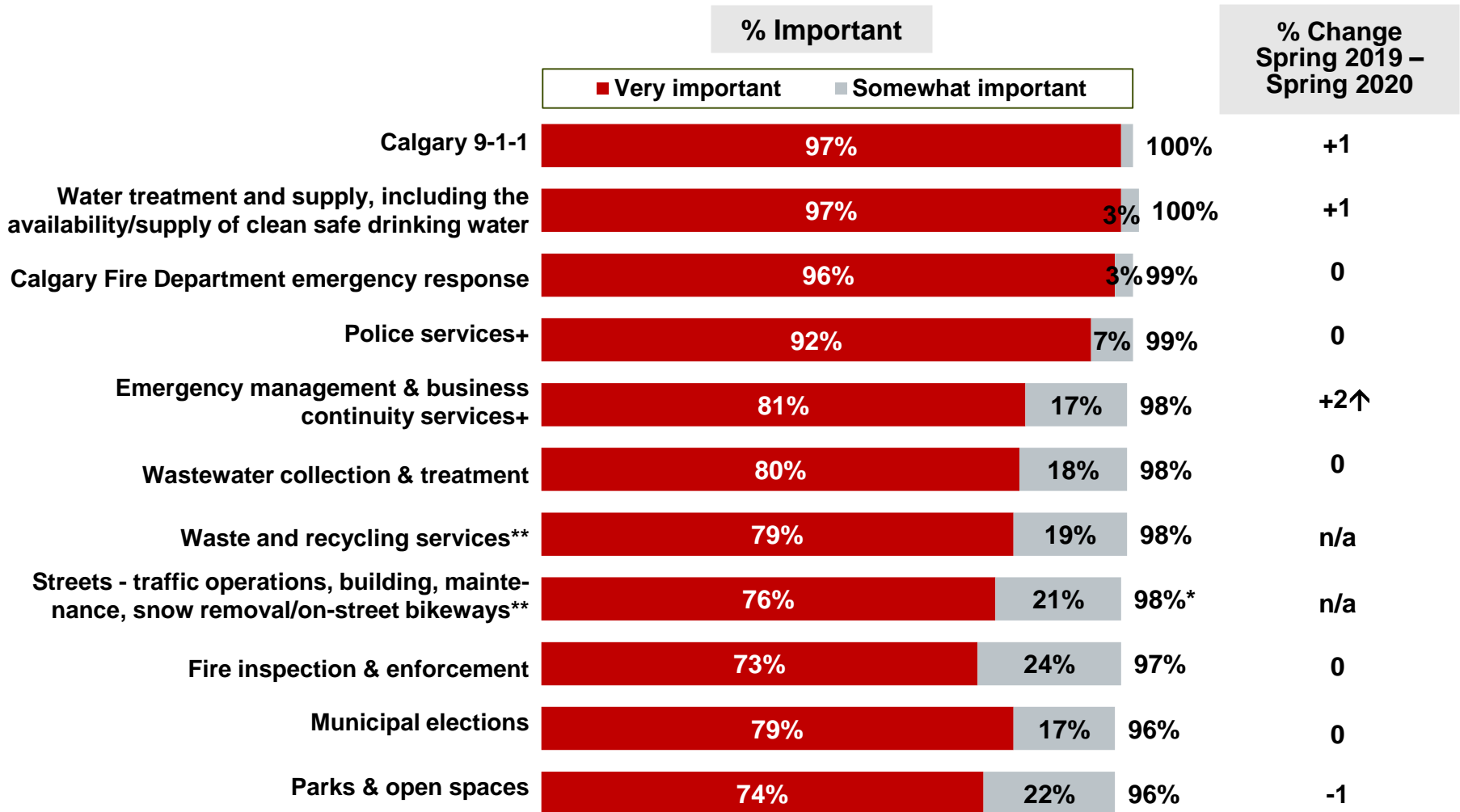
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (n=2,498)

\*Rounding

↑Statistically higher than Fall 2019  
↓Statistically lower than Fall 2019

# Importance of City Programs & Services



*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)

\*\*New wording in Spring 2020. Comparisons cannot be made.

+Wording slightly changed in Spring 2020

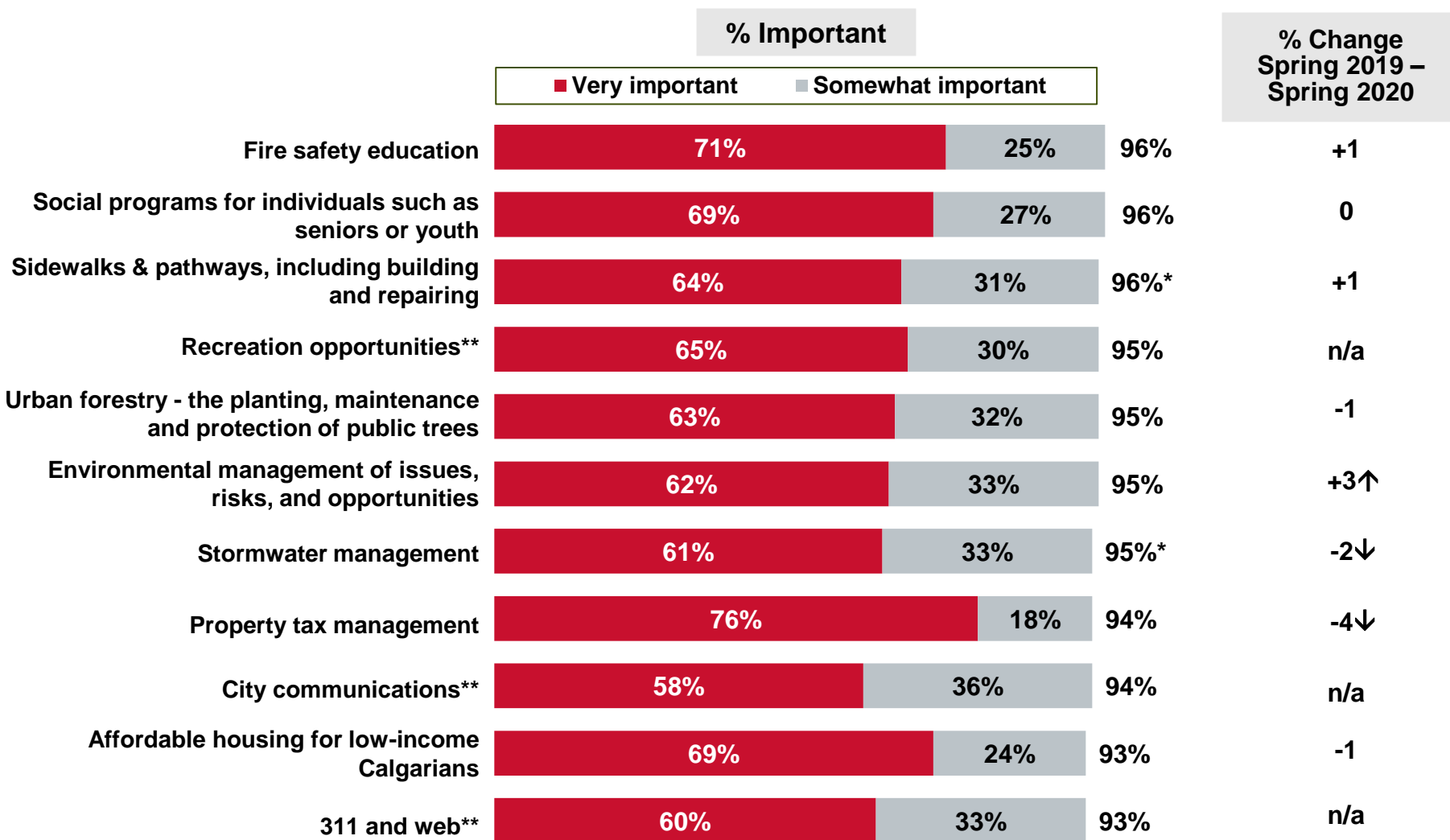
Data labels of <3% not shown

\*Rounding

↑Statistically higher than Spring 2019

↓Statistically lower than Spring 2019

# Importance of City Programs & Services (cont'd)



*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)

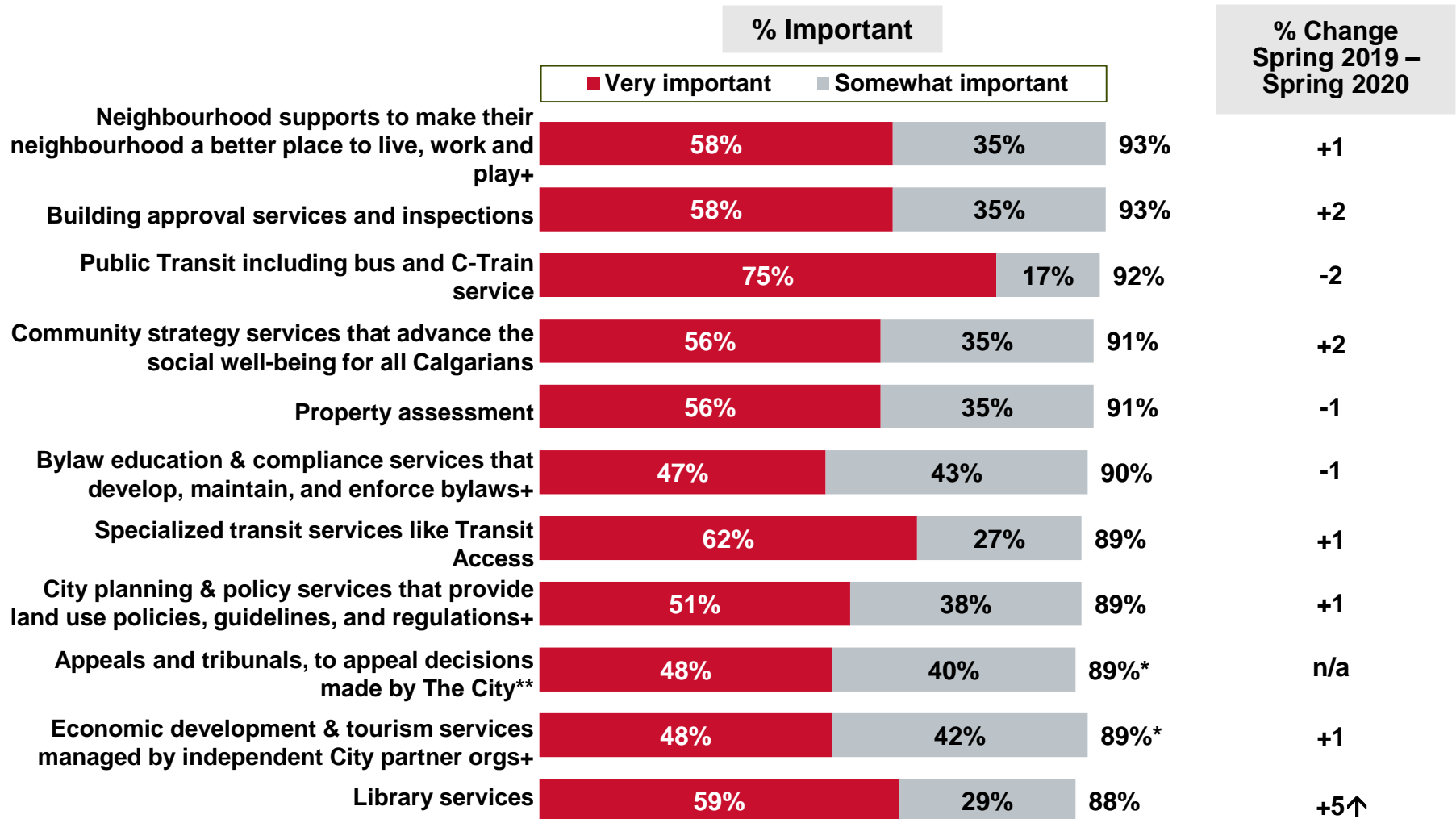
\*\*New wording in Spring 2020. Comparisons cannot be made.

\*Rounding

↑Statistically higher than Spring 2019

↓Statistically lower than Spring 2019

# Importance of City Programs & Services (cont'd)



*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)

\*\*New wording in Spring 2020. Comparisons cannot be made.

+Wording slightly changed in Spring 2020

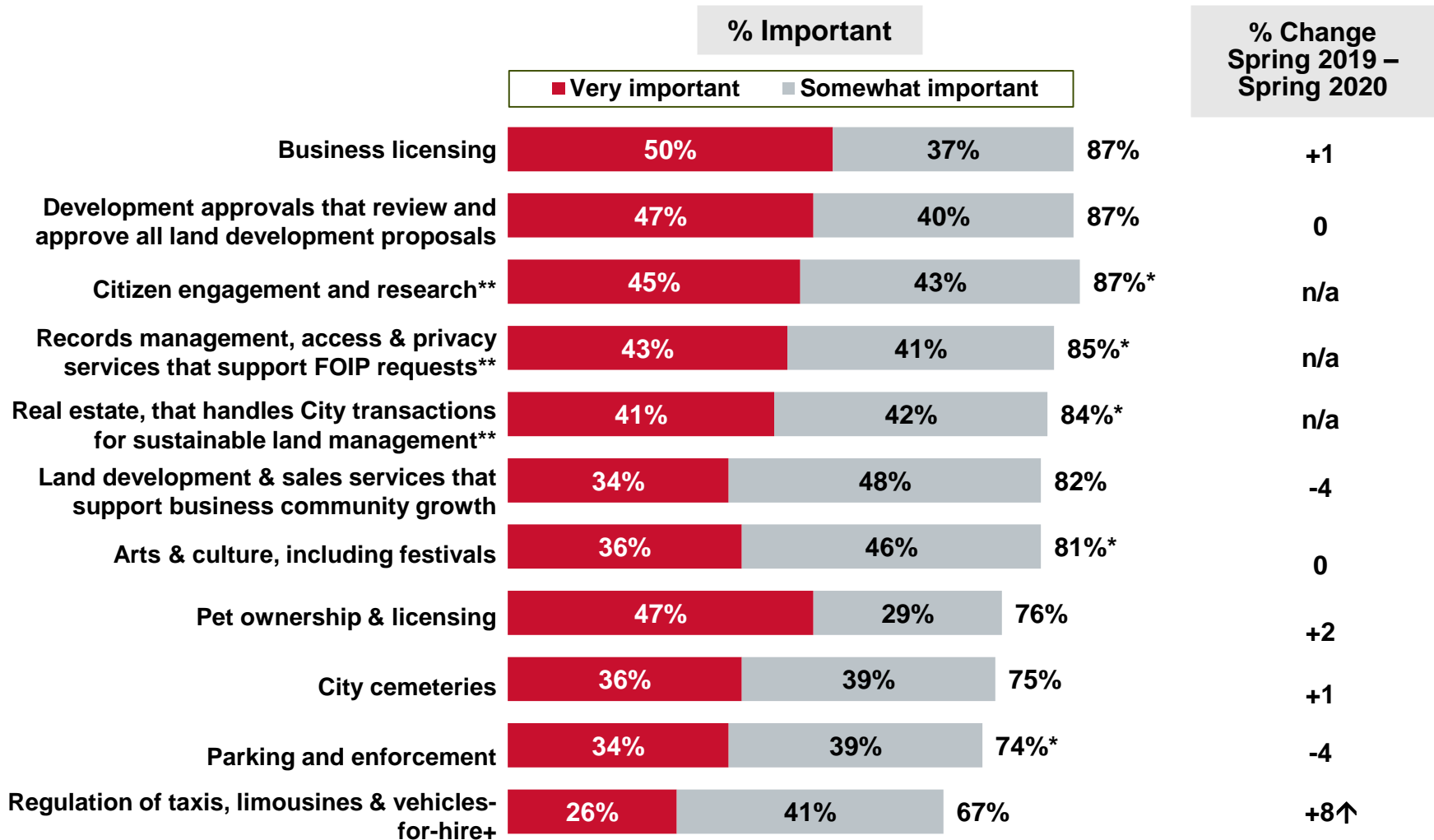
\*Rounding

↑Statistically higher than Spring 2019

↓Statistically lower than Spring 2019



# Importance of City Programs & Services (cont'd)



*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)

\*\*New wording in Spring 2020. Comparisons cannot be made.

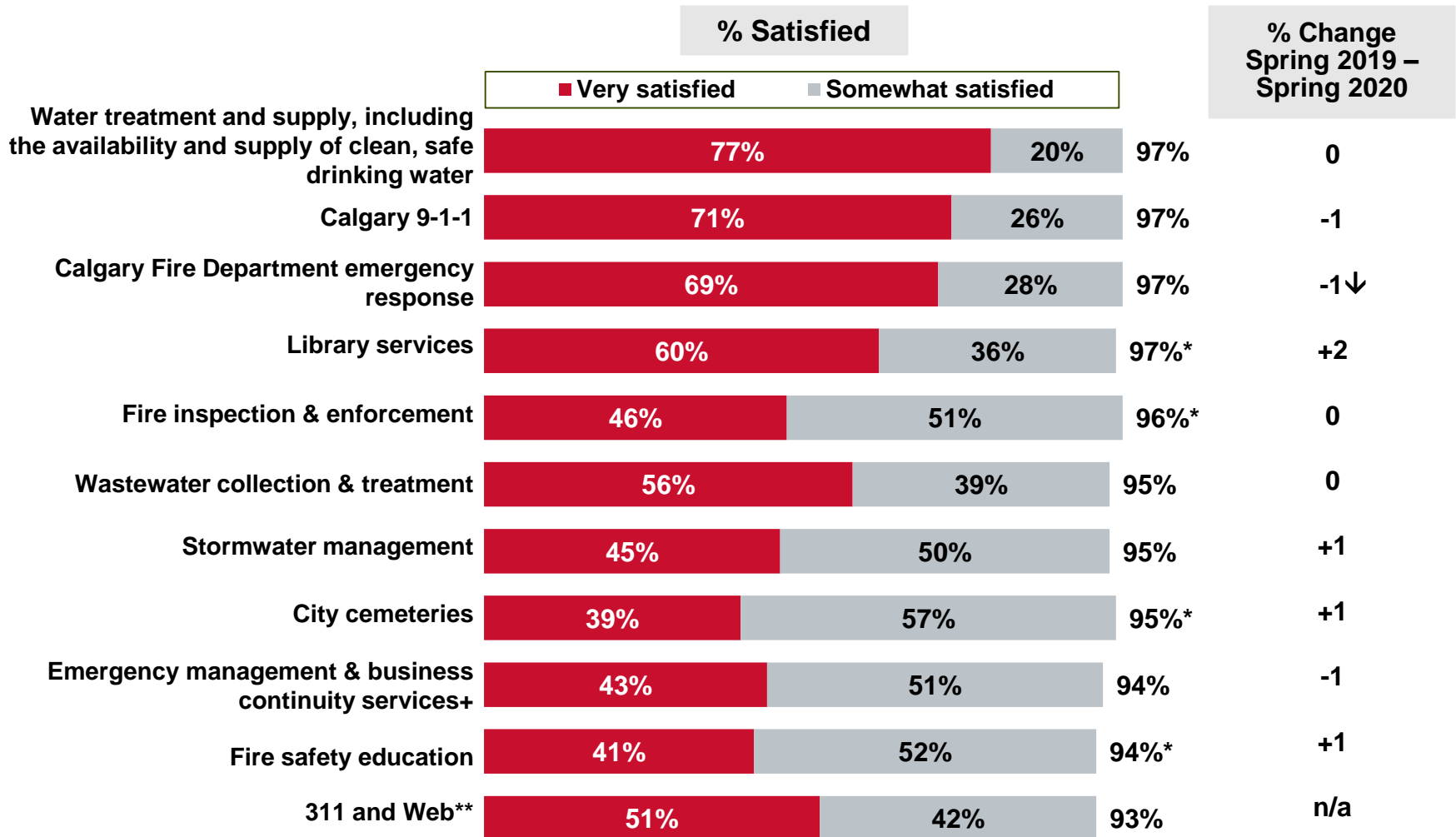
+Wording slightly changed in Spring 2020

\*Rounding

↑Statistically higher than Spring 2019

↓Statistically lower than Spring 2019

# Satisfaction with City Programs & Services



*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)

\*\*New wording in Spring 2020. Comparisons cannot be made.

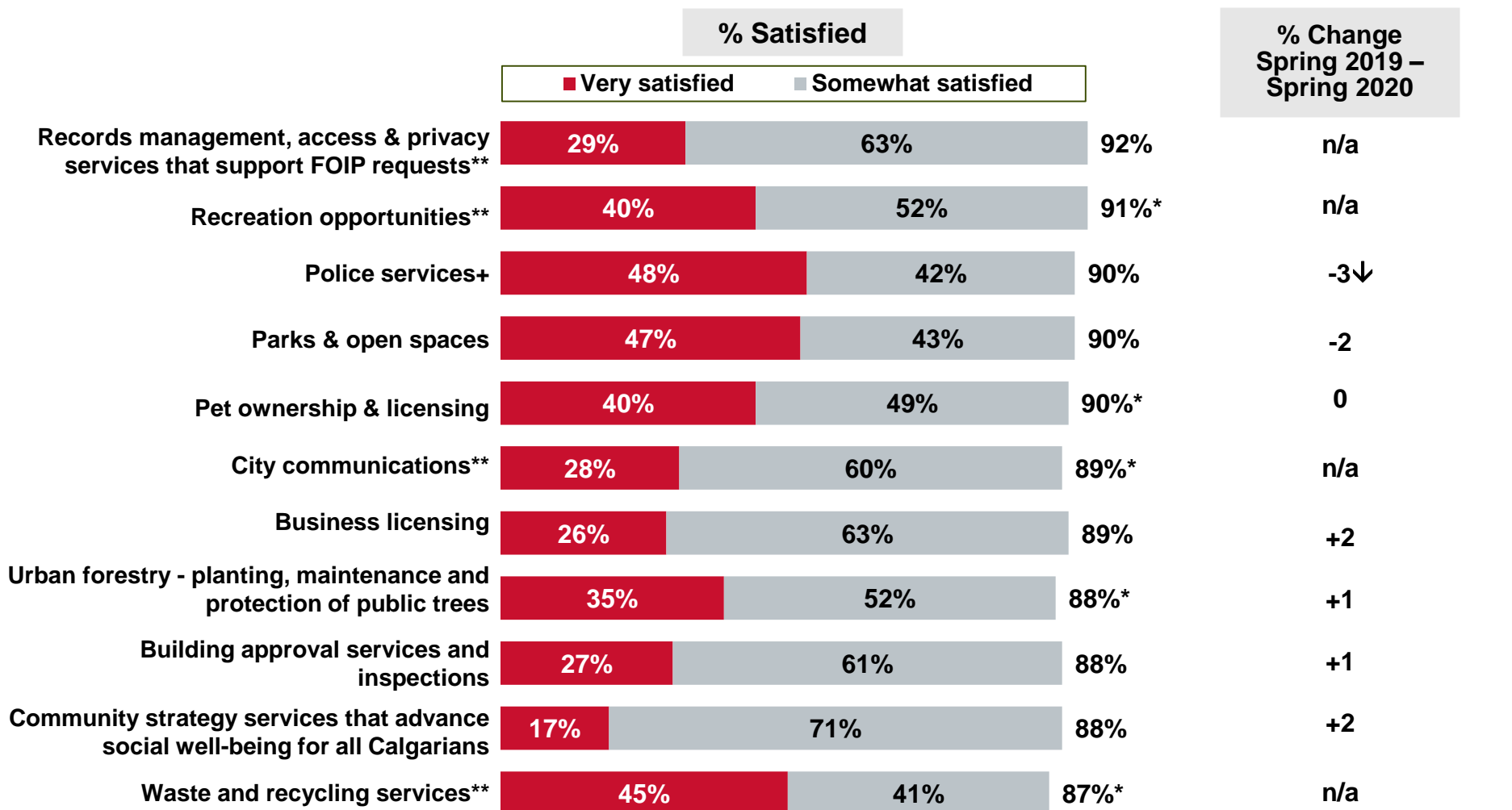
+Wording slightly changed in Spring 2020

\*Rounding

↑Statistically higher than Spring 2019

↓Statistically lower than Spring 2019

# Satisfaction with City Programs & Services (cont'd)



*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)

\*\*New wording in Spring 2020. Comparisons cannot be made.

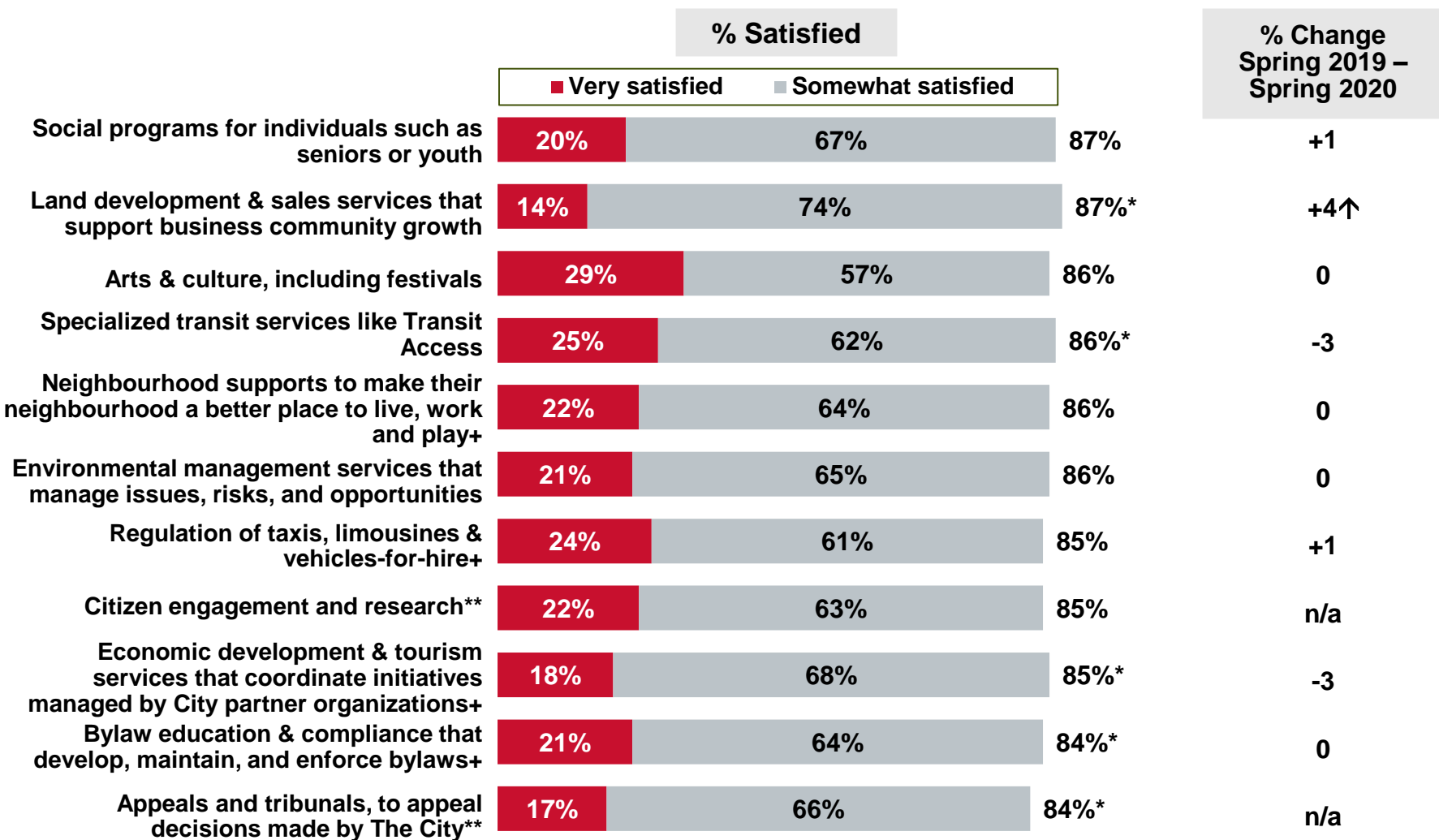
+Wording slightly changed in Spring 2020

\*Rounding

↑Statistically higher than Spring 2019

↓Statistically lower than Spring 2019

# Satisfaction with City Programs & Services (cont'd)



*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)

\*\*New wording in Spring 2020. Comparisons cannot be made.

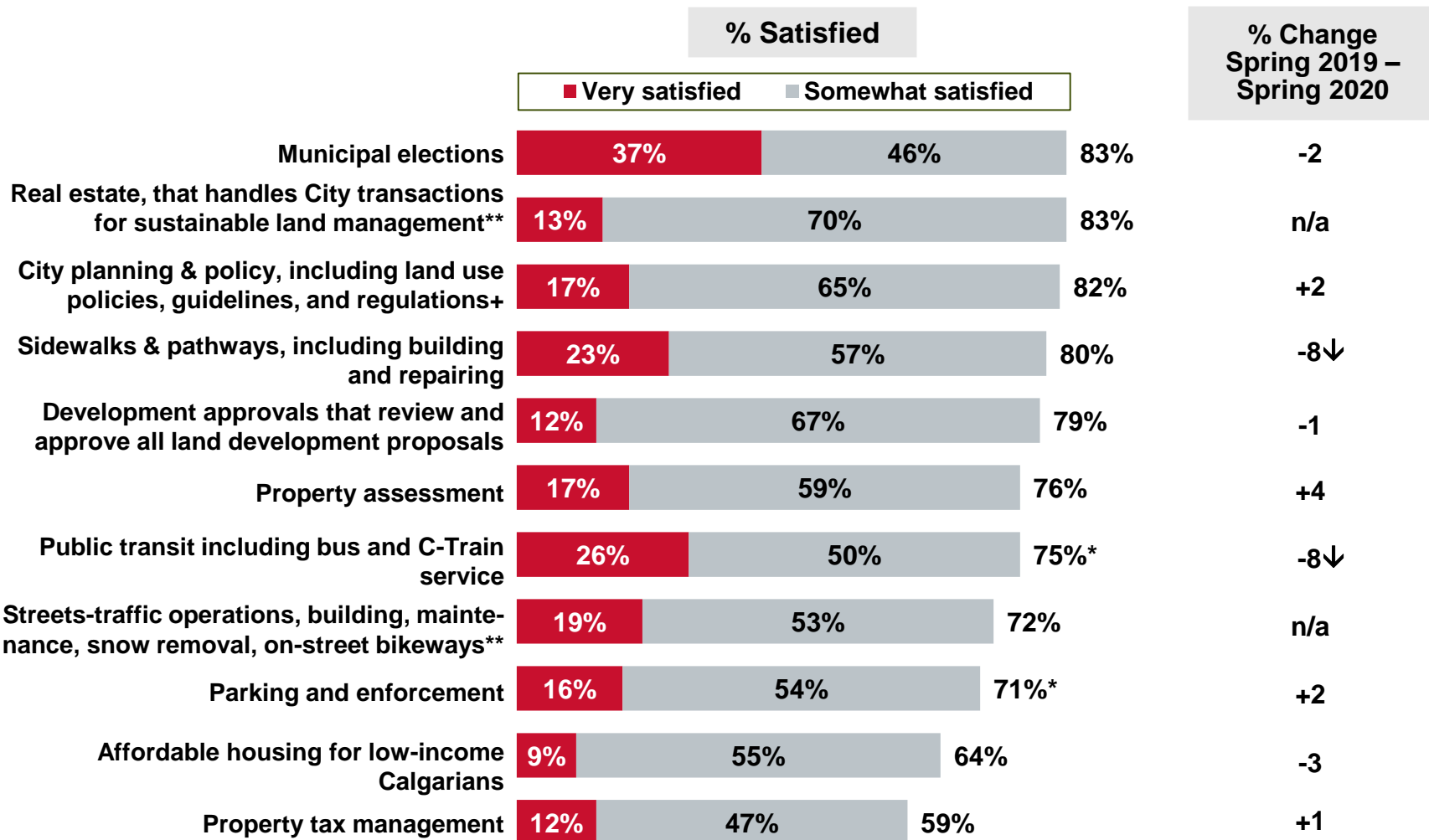
+Wording slightly changed in Spring 2020

\*Rounding

↑Statistically higher than Spring 2019

↓Statistically lower than Spring 2019

# Satisfaction with City Programs & Services (cont'd)



*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)

\*\*New wording in Spring 2020. Comparisons cannot be made.

+Wording slightly changed in Spring 2020

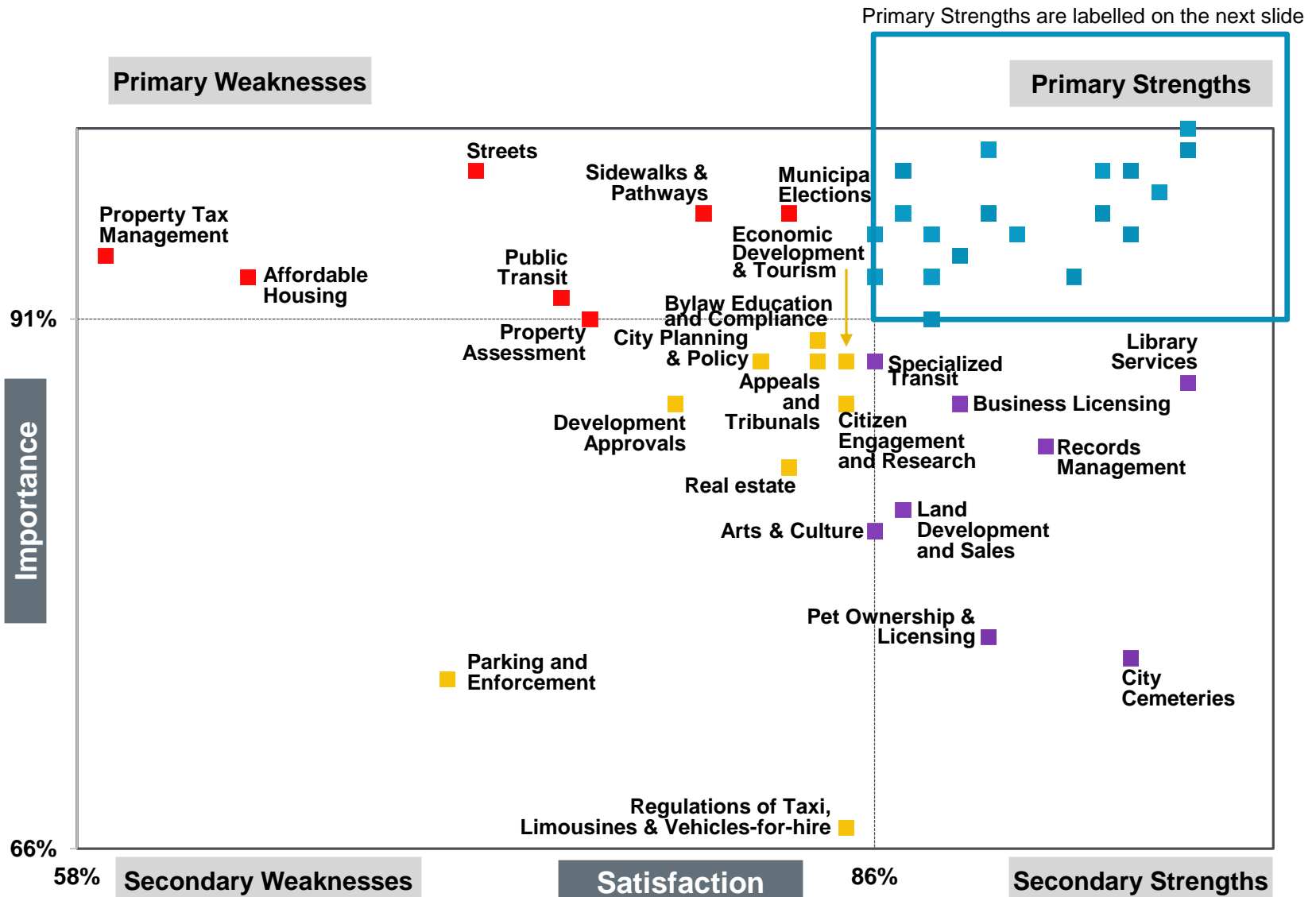
\*Rounding

↑Statistically higher than Spring 2019

↓Statistically lower than Spring 2019

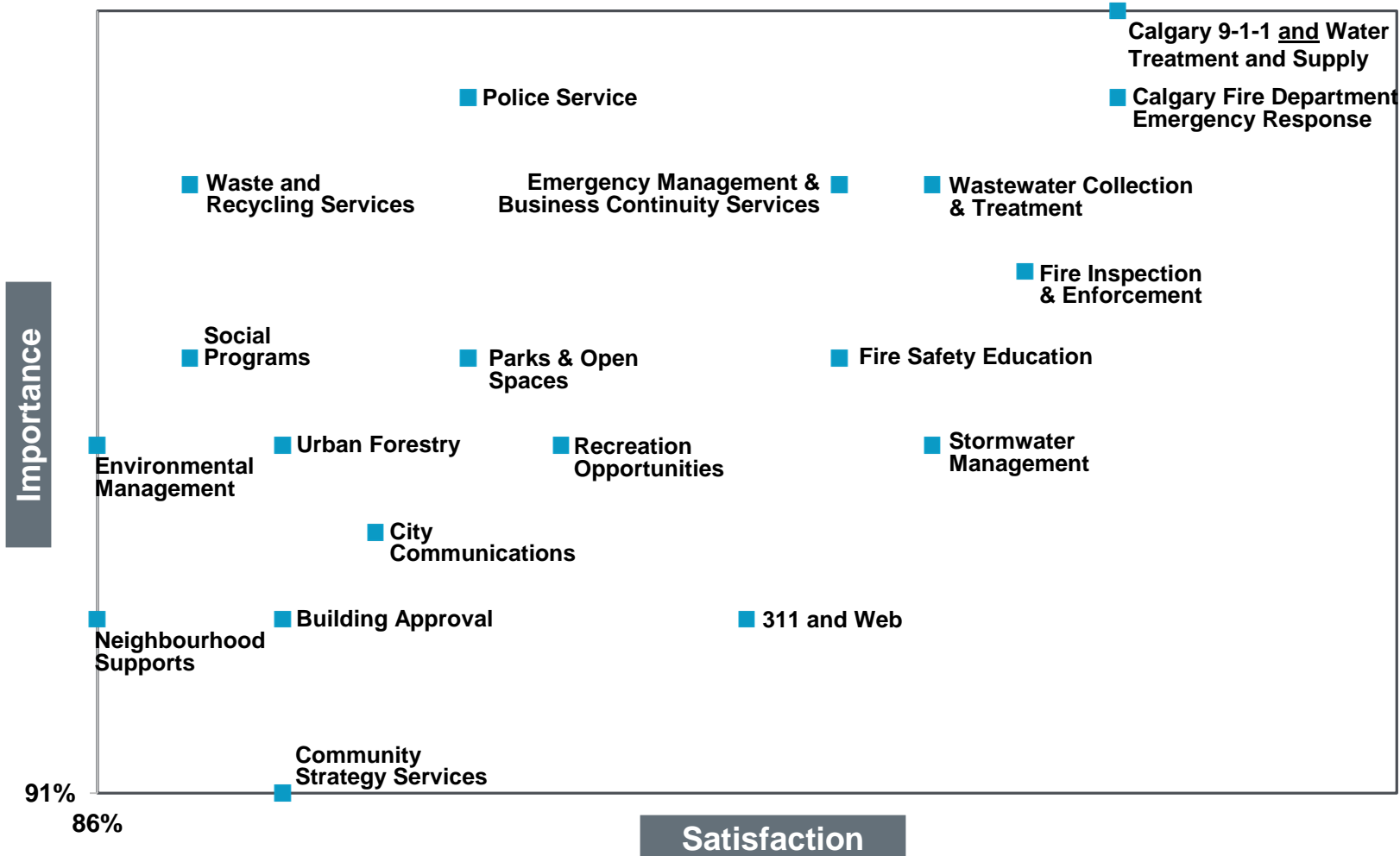


# Importance vs. Satisfaction Grid



# Importance vs. Satisfaction Grid (cont'd)

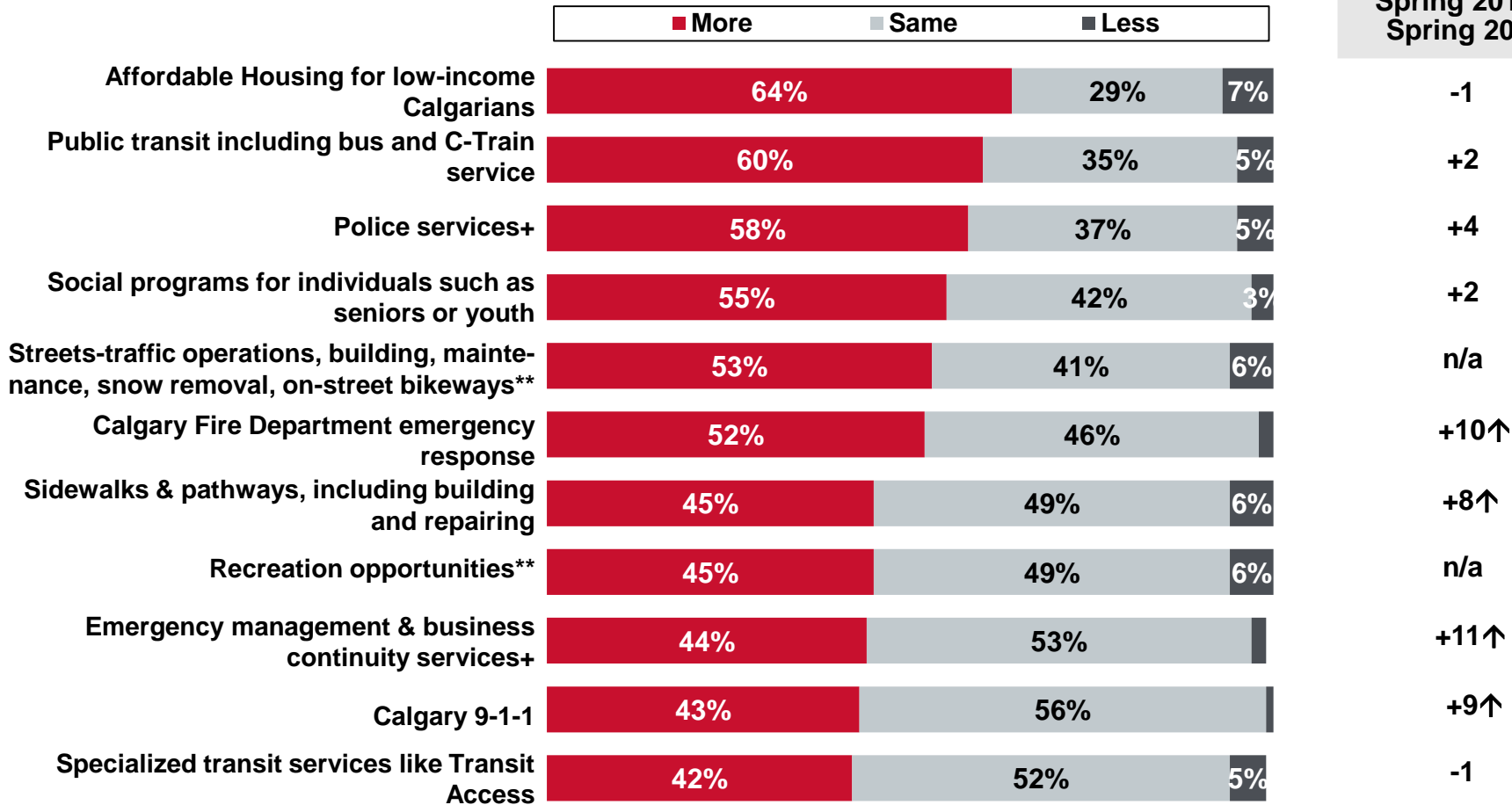
## Primary Strengths



# Investment in City Programs and Services

## Invest More

% Change  
Spring 2019 –  
Spring 2020



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)

\*\*New wording in Spring 2020. Comparisons cannot be made.

+Wording slightly changed in Spring 2020

Data labels of <3% not shown

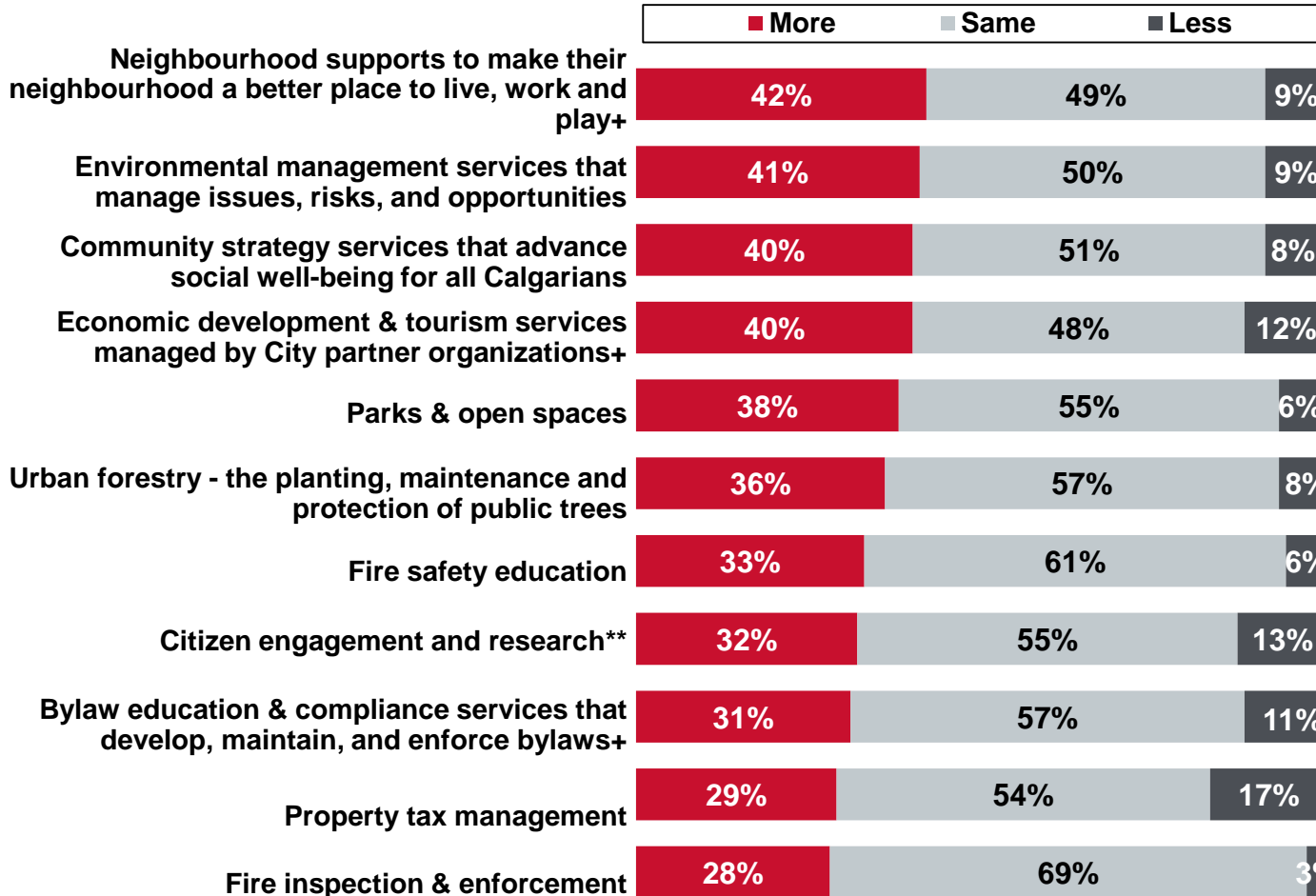
↑Statistically higher than Spring 2019

↓Statistically lower than Spring 2019

# Investment in City Programs and Services (cont'd)

## Invest More

% Change  
Spring 2019 –  
Spring 2020



+6↑

-1

+6↑

+9↑

-1

-9↓

-3

n/a

+3

-2

+2

*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)*

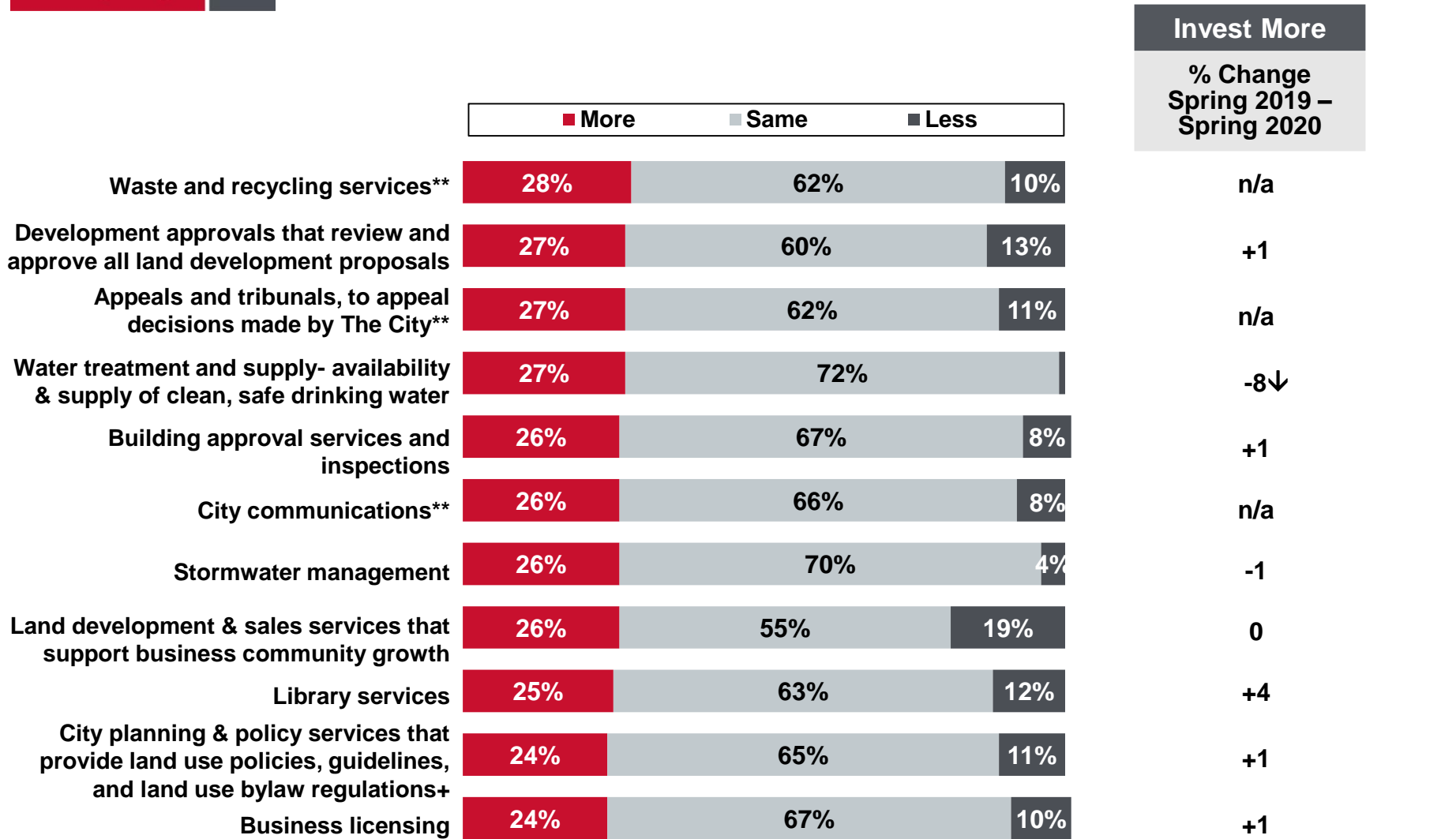
**\*\*New wording in Spring 2020. Comparisons cannot be made.**

**+Wording slightly changed in Spring 2020**

↑Statistically higher than Spring 2019

↓Statistically lower than Spring 2019

# Investment in City Programs and Services (cont'd)



Data labels of <3% not shown

↑Statistically higher than Spring 2019  
↓Statistically lower than Spring 2019

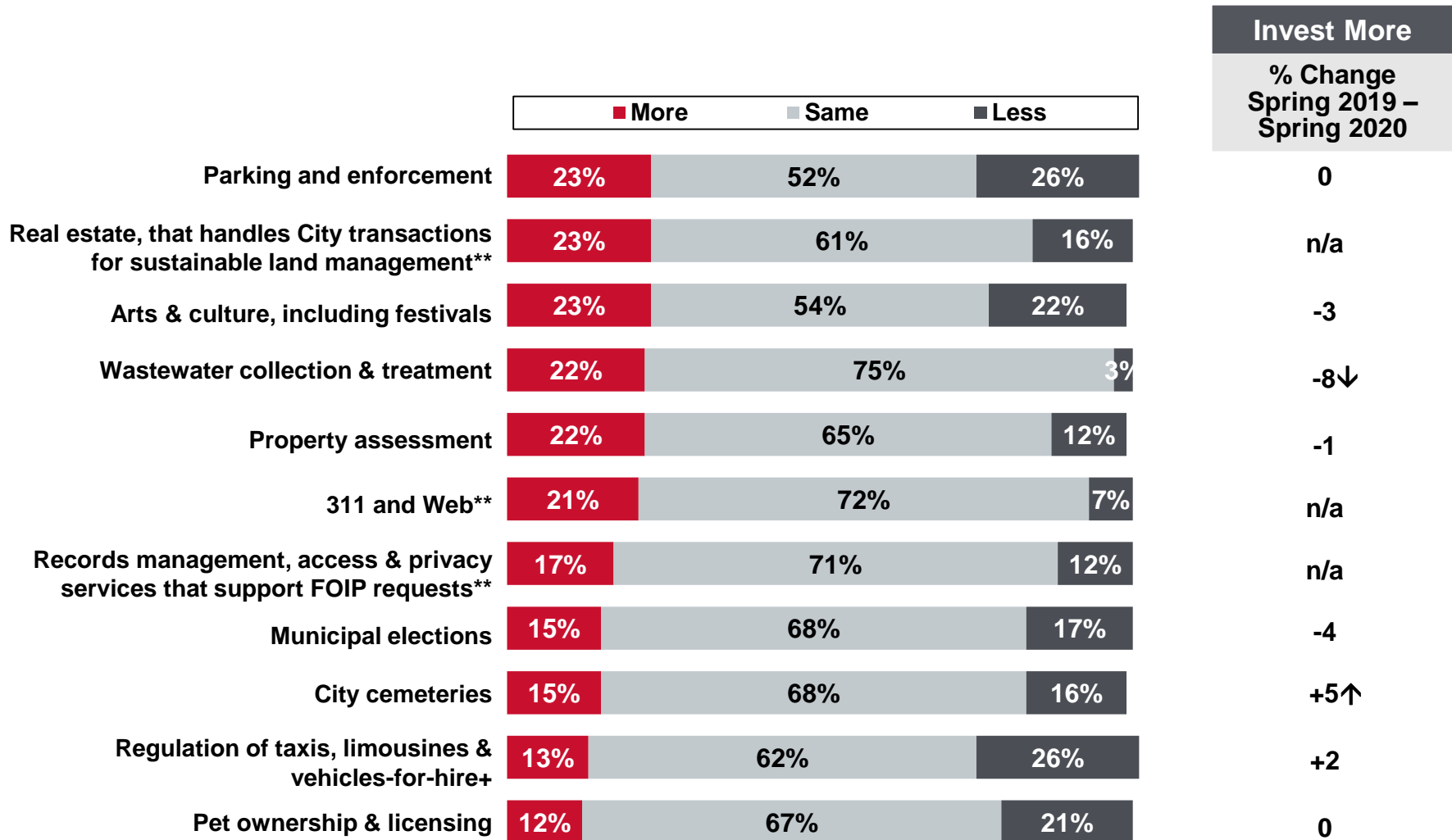
Please tell me if you think The City should invest more, less or the same amount on the program or service. Base: Valid respondents (Bases vary)

\*\*New wording in Spring 2020. Comparisons cannot be made.

+Wording slightly changed in Spring 2020



# Investment in City Programs and Services (cont'd)



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)

\*\*New wording in Spring 2020. Comparisons cannot be made.

+Wording slightly changed in Spring 2020

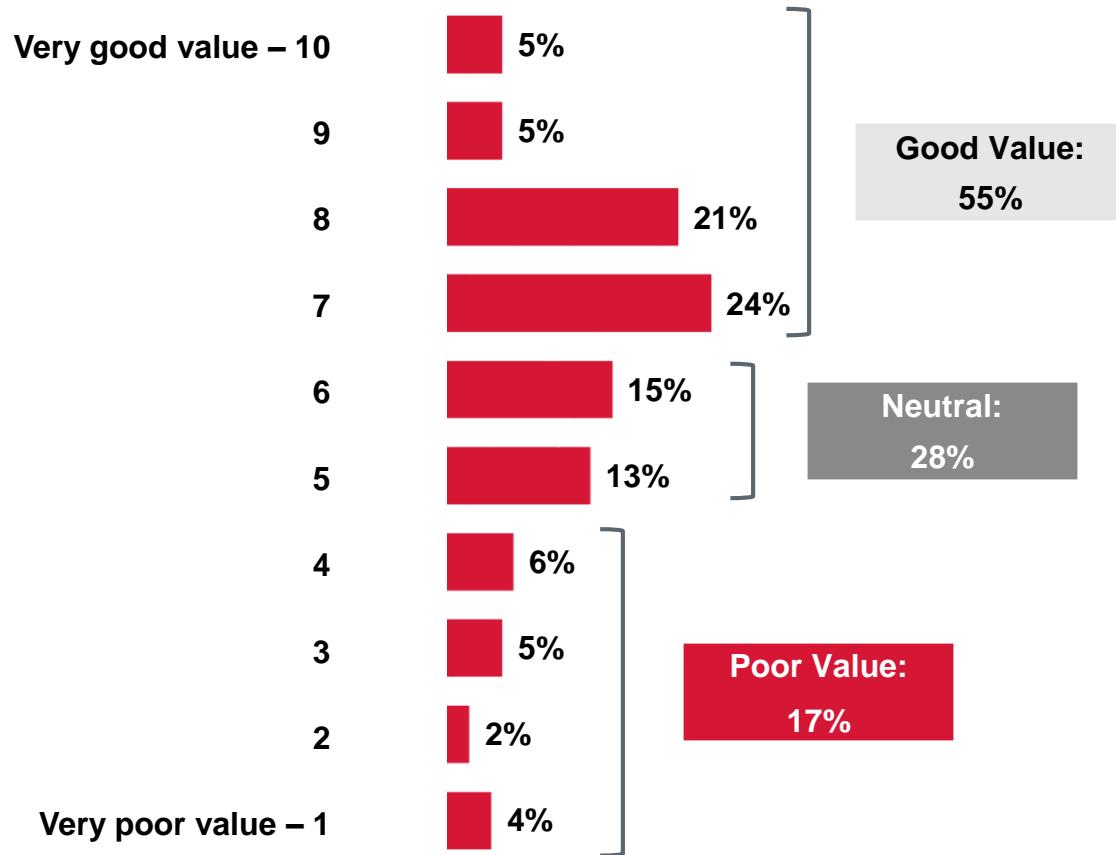
↑Statistically higher than Spring 2019  
↓Statistically lower than Spring 2019



## Taxation



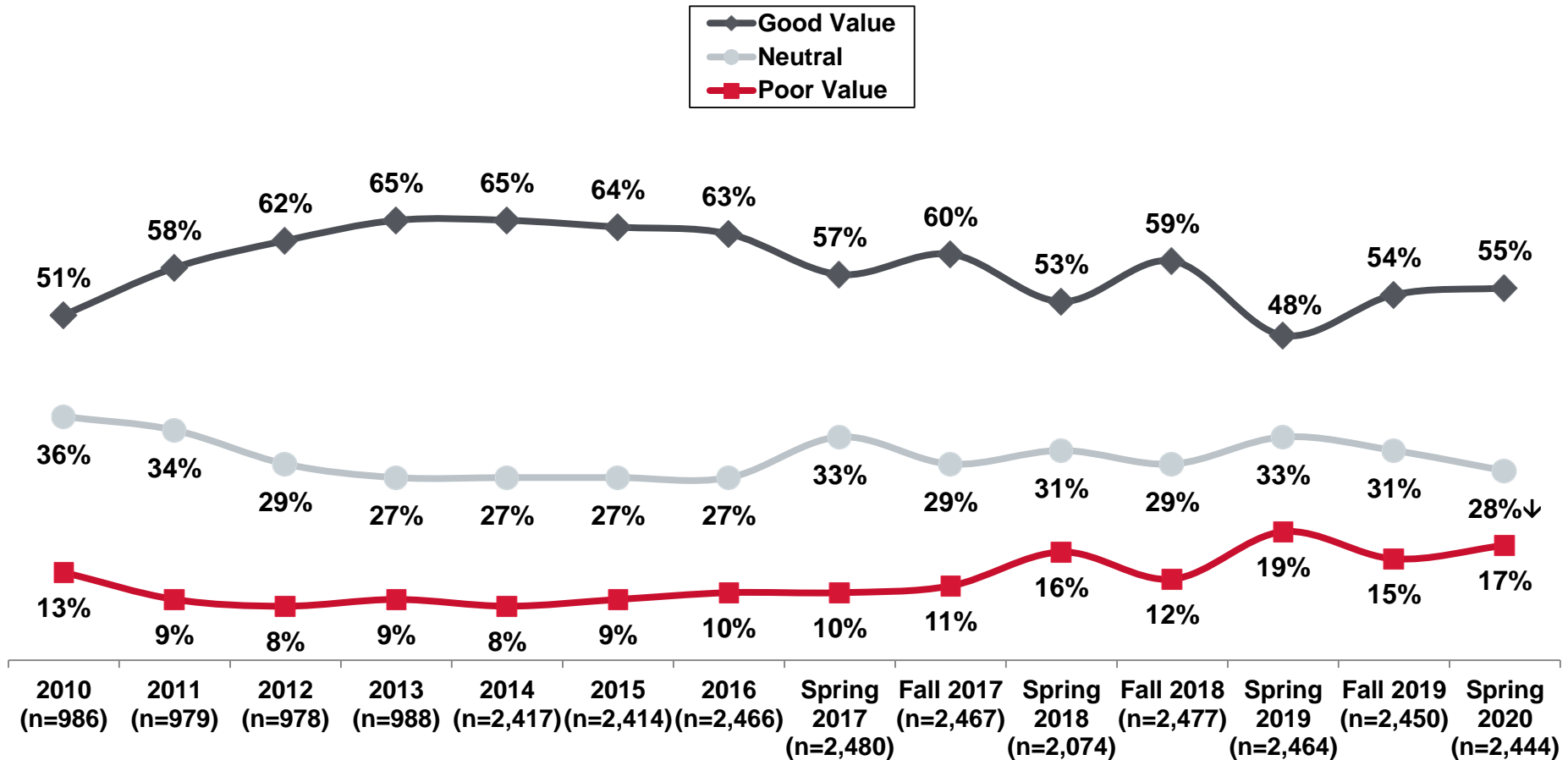
# Perceived Value of Property Taxes



*Your property tax dollars are divided between The City and the Province. In Calgary, approximately two-thirds of your residential property tax payment 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 (n=2,444)

# Tracking Perceived Value of Property Taxes

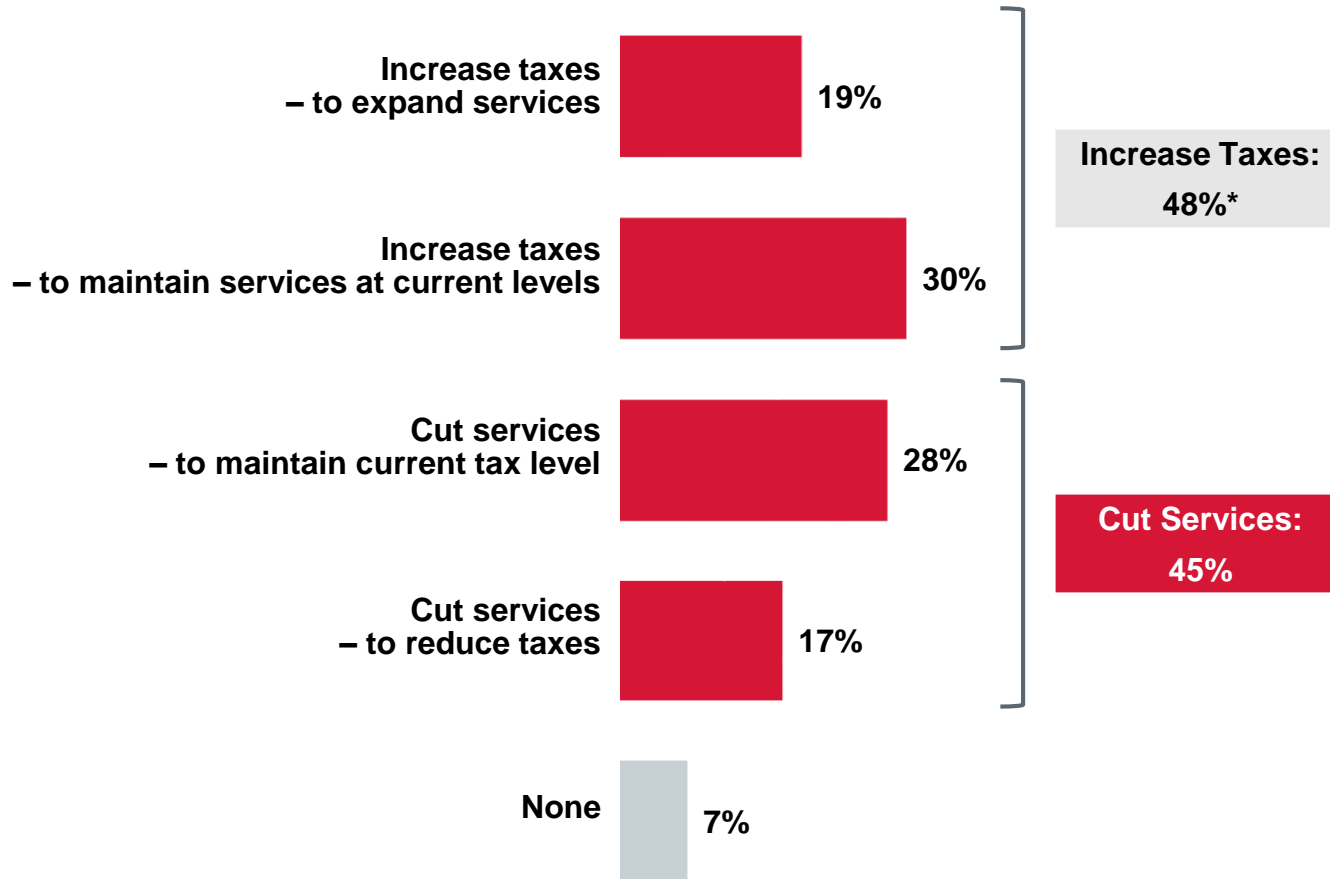


↑Statistically higher than Fall 2019  
↓Statistically lower than Fall 2019

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

# Balancing Taxation and Service Delivery Levels



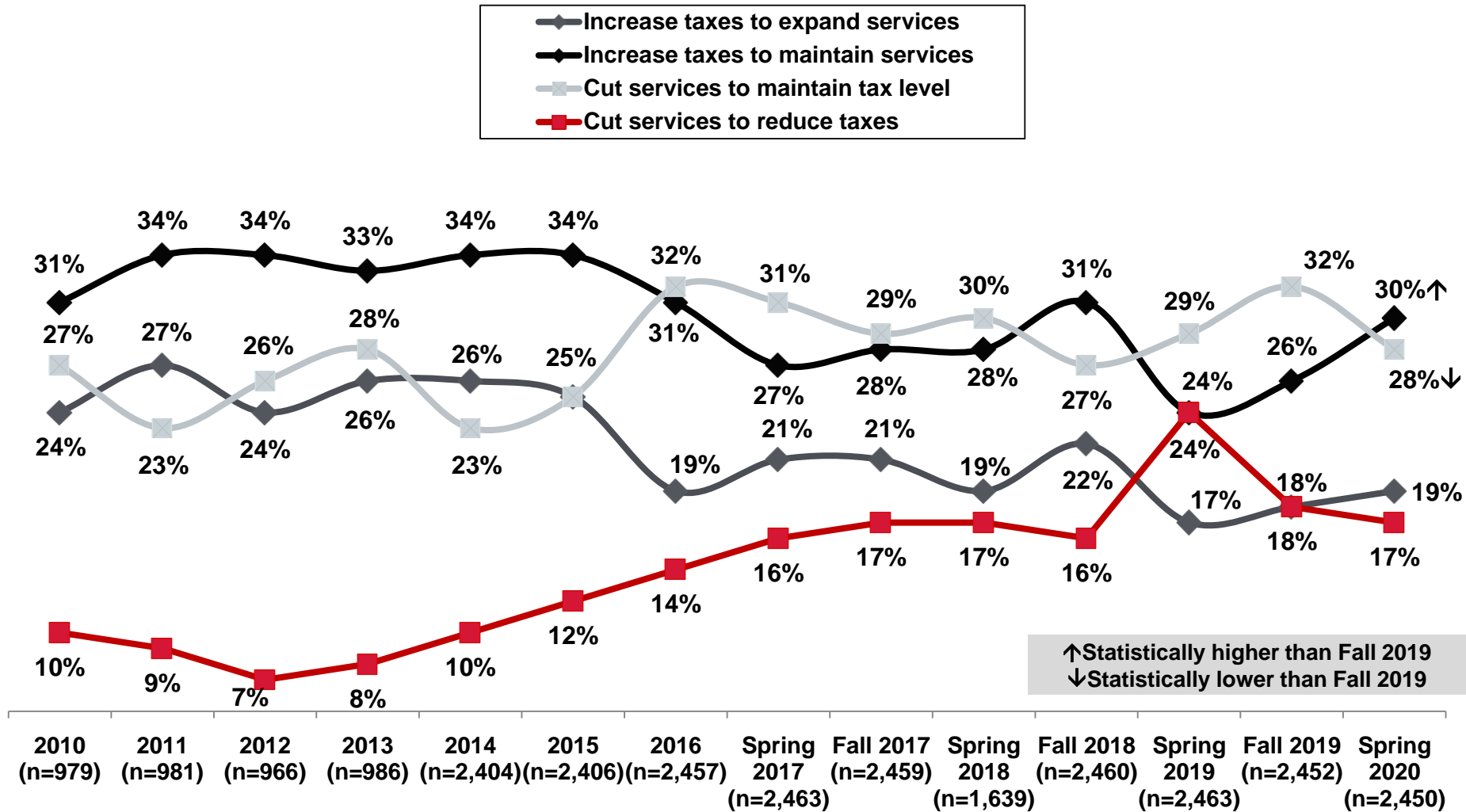
\*Rounding

*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 (n=2,450)



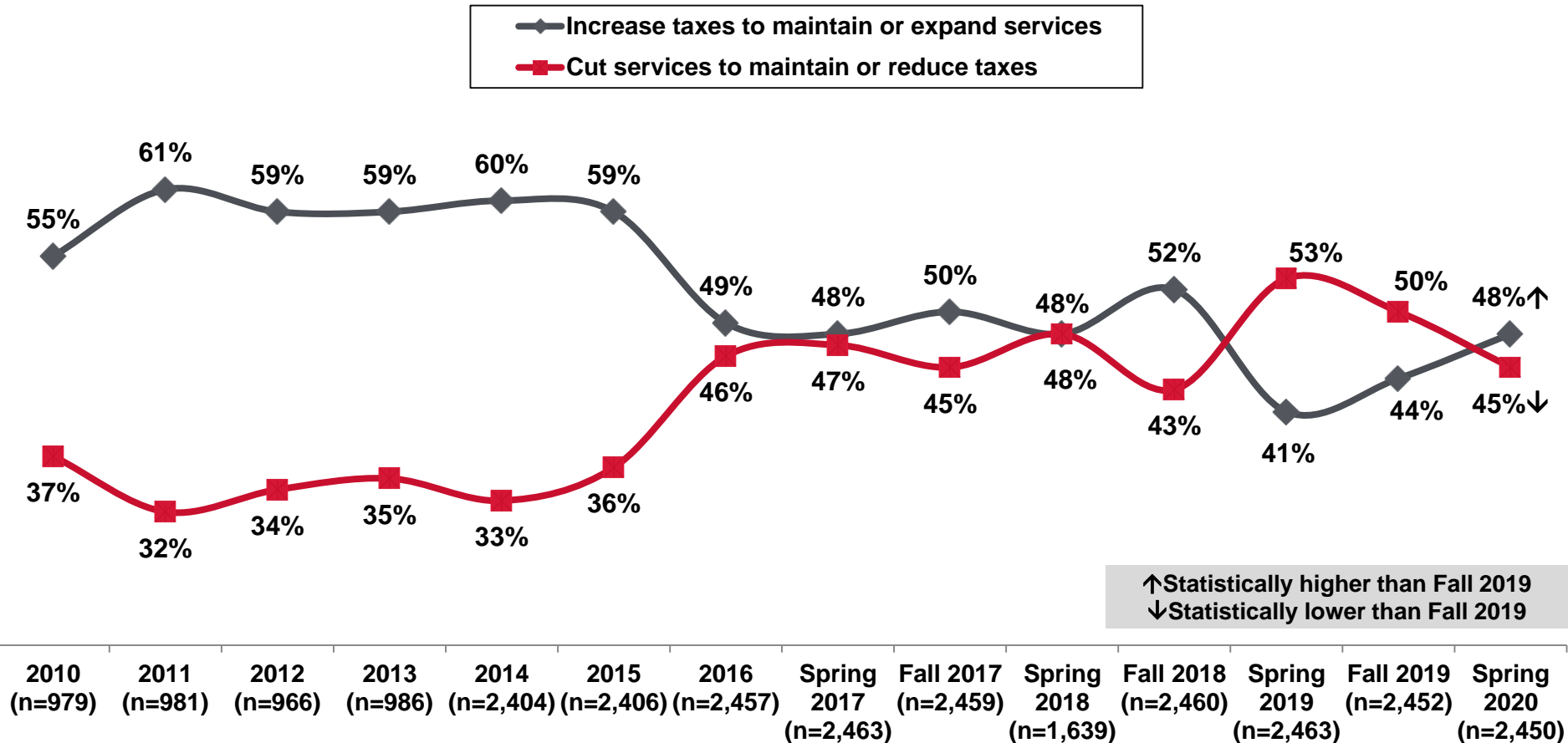
# Tracking Balancing Taxation and Service Delivery Levels



*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

# Tracking: Increase Taxes vs. Cut Services



*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?*

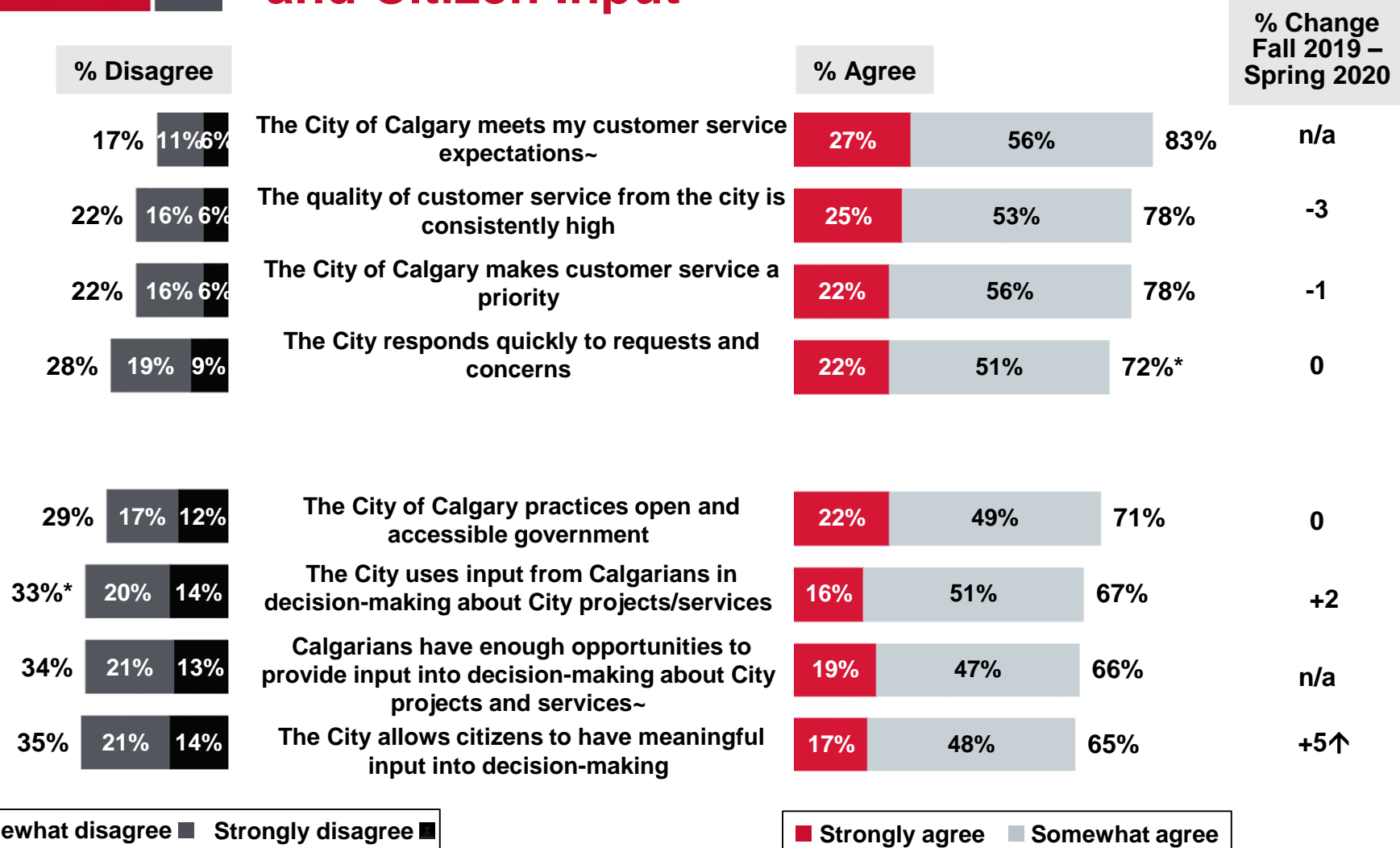
Base: Valid respondents



## Perceptions of Service Delivery, Transparency and Citizen Input



# Perceptions of Service Delivery, Transparency and Citizen Input



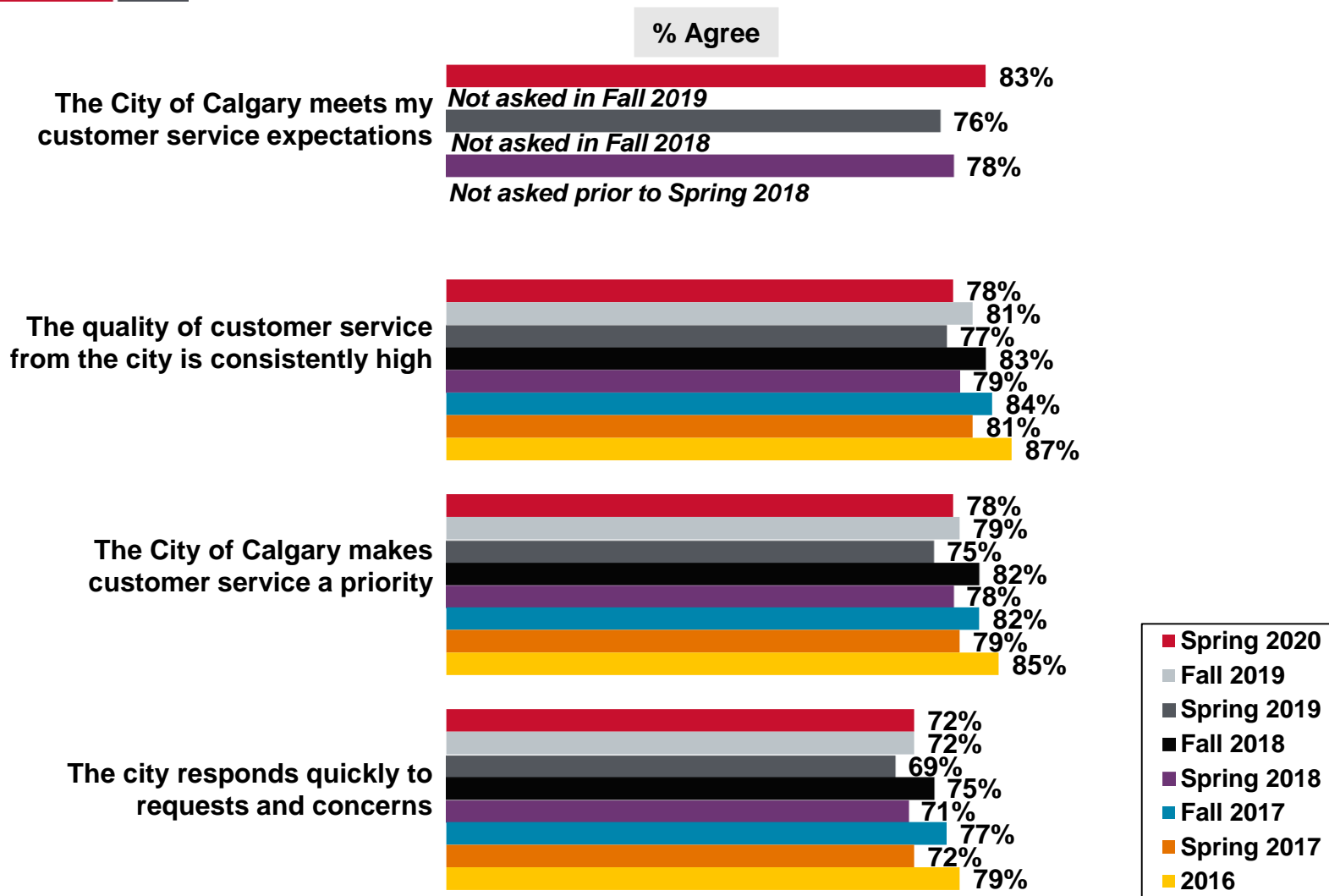
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents (Bases vary) | ~ Not asked in Fall 2019

\*Rounding

↑ Statistically higher than Fall 2019  
↓ Statistically lower than Fall 2019

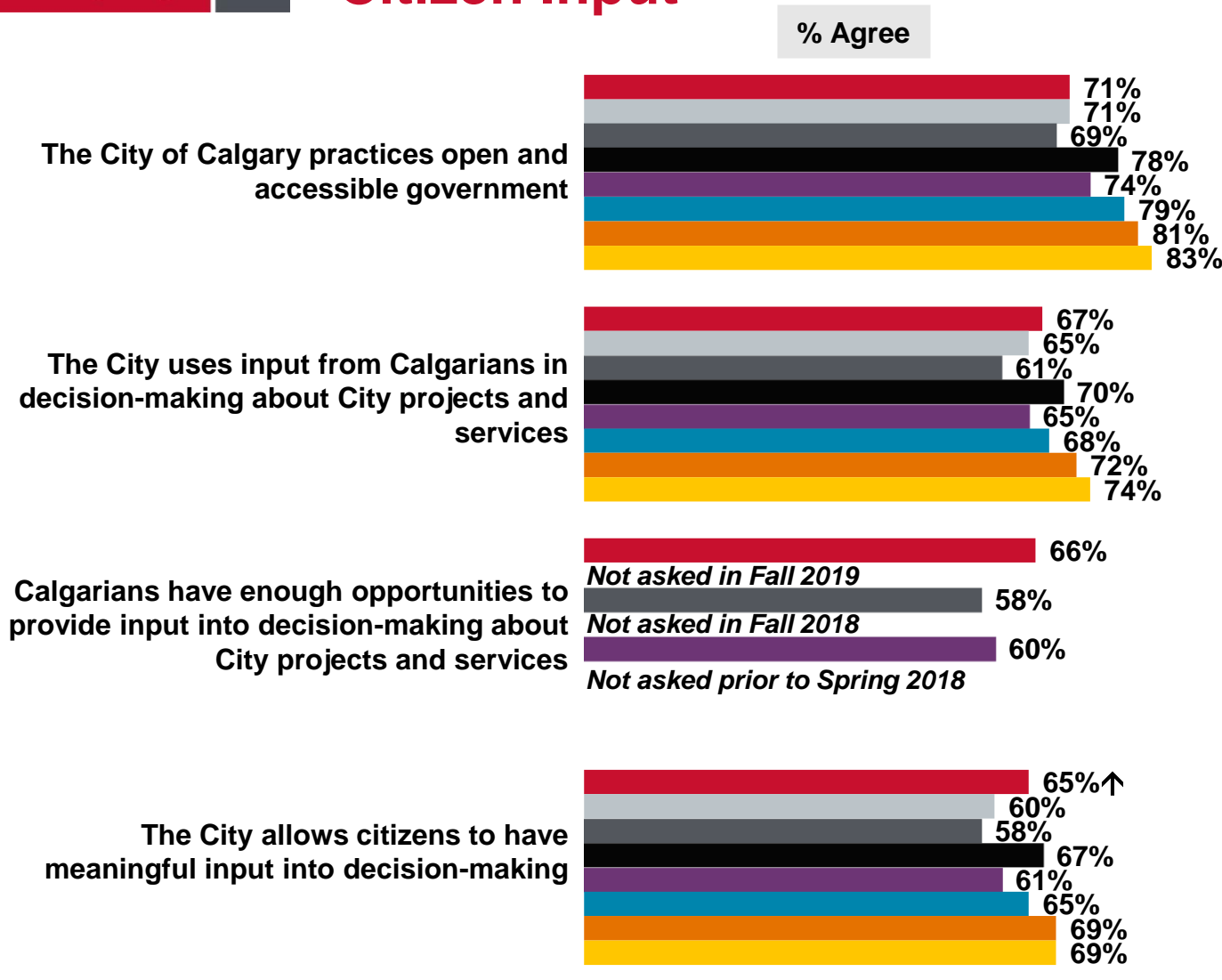
# Tracking Perceptions of Service Delivery



*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)

# Tracking Perceptions of Transparency and Citizen Input



↑ Statistically higher than Fall 2019  
 ↓ Statistically lower than Fall 2019

*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)

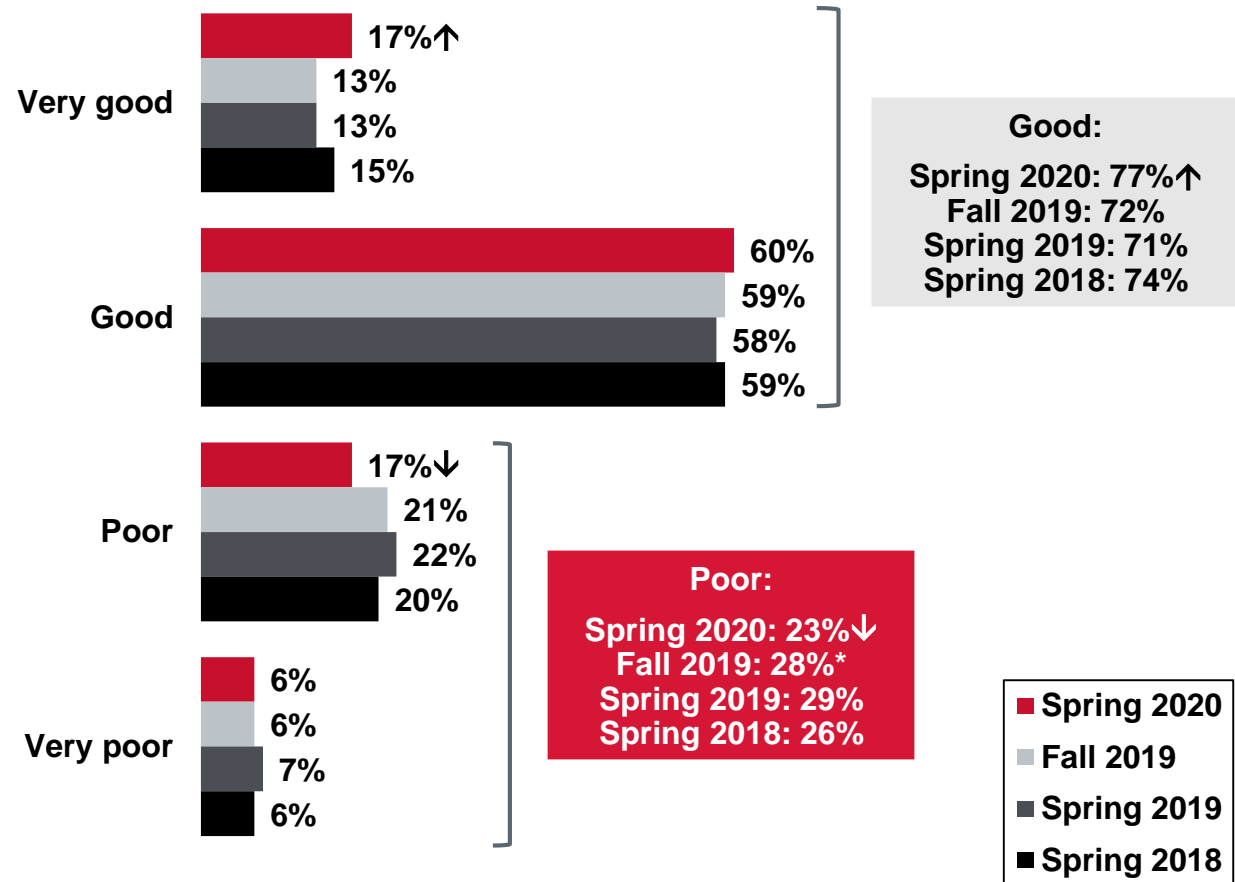




## City Communications



# Overall Communications from The City



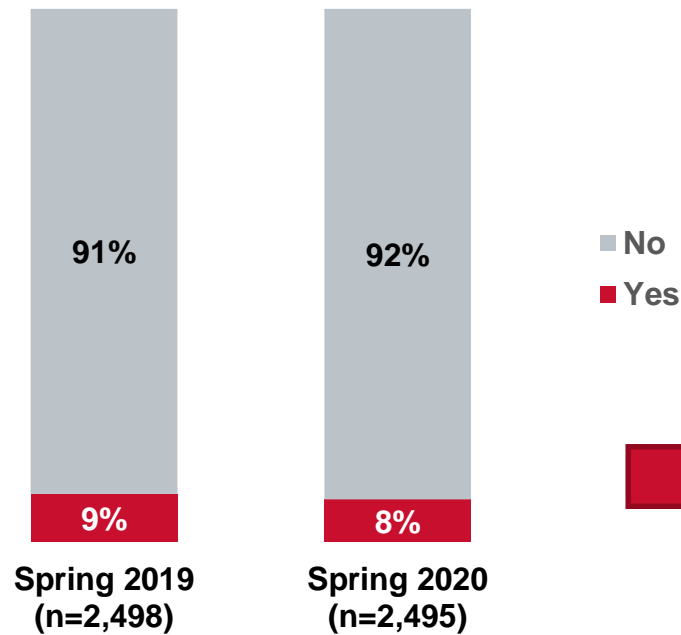
\*Rounding

Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months? (Not asked in Fall 2018)  
 Base: Valid respondents (Bases vary)

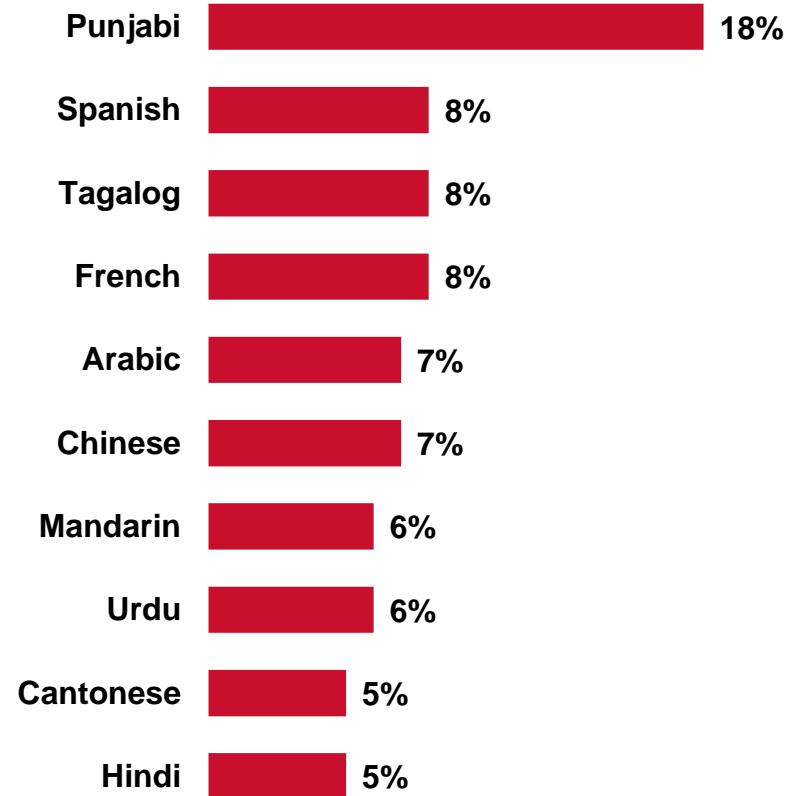
↑Statistically higher than Fall 2019  
 ↓Statistically lower than Fall 2019

# In-Language Communications

## % Prefer In-Language Communications



## Language Preferred



Only languages with 5% or more of total mentions are shown.

*Would it be helpful to you or anyone in your household to receive information about The City of Calgary's programs and services in a language other than English?*

Base: All respondents

*And what language would you prefer? Base: Valid respondents (Spring 2020 n=130)*

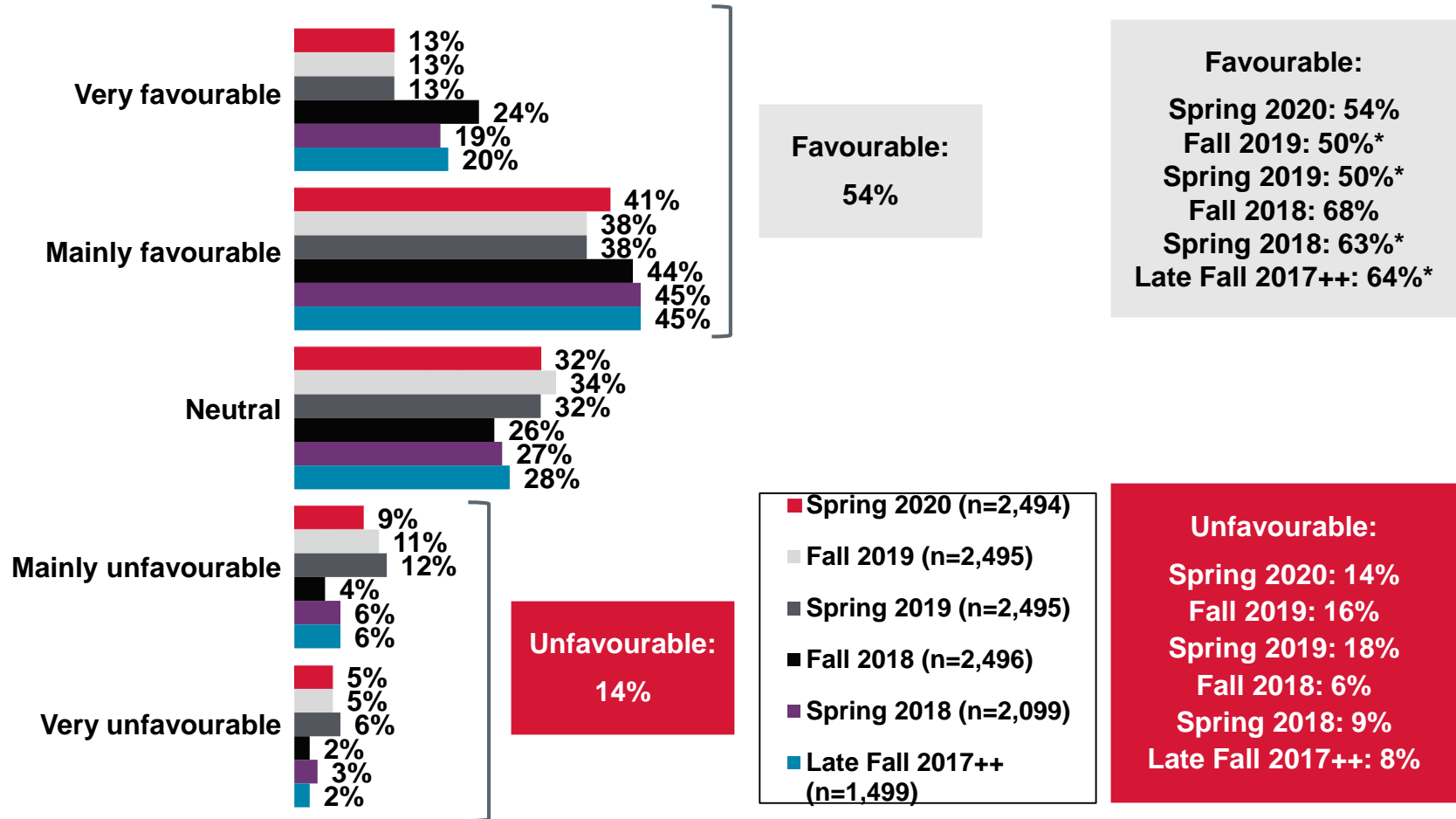




## Municipal Reputation



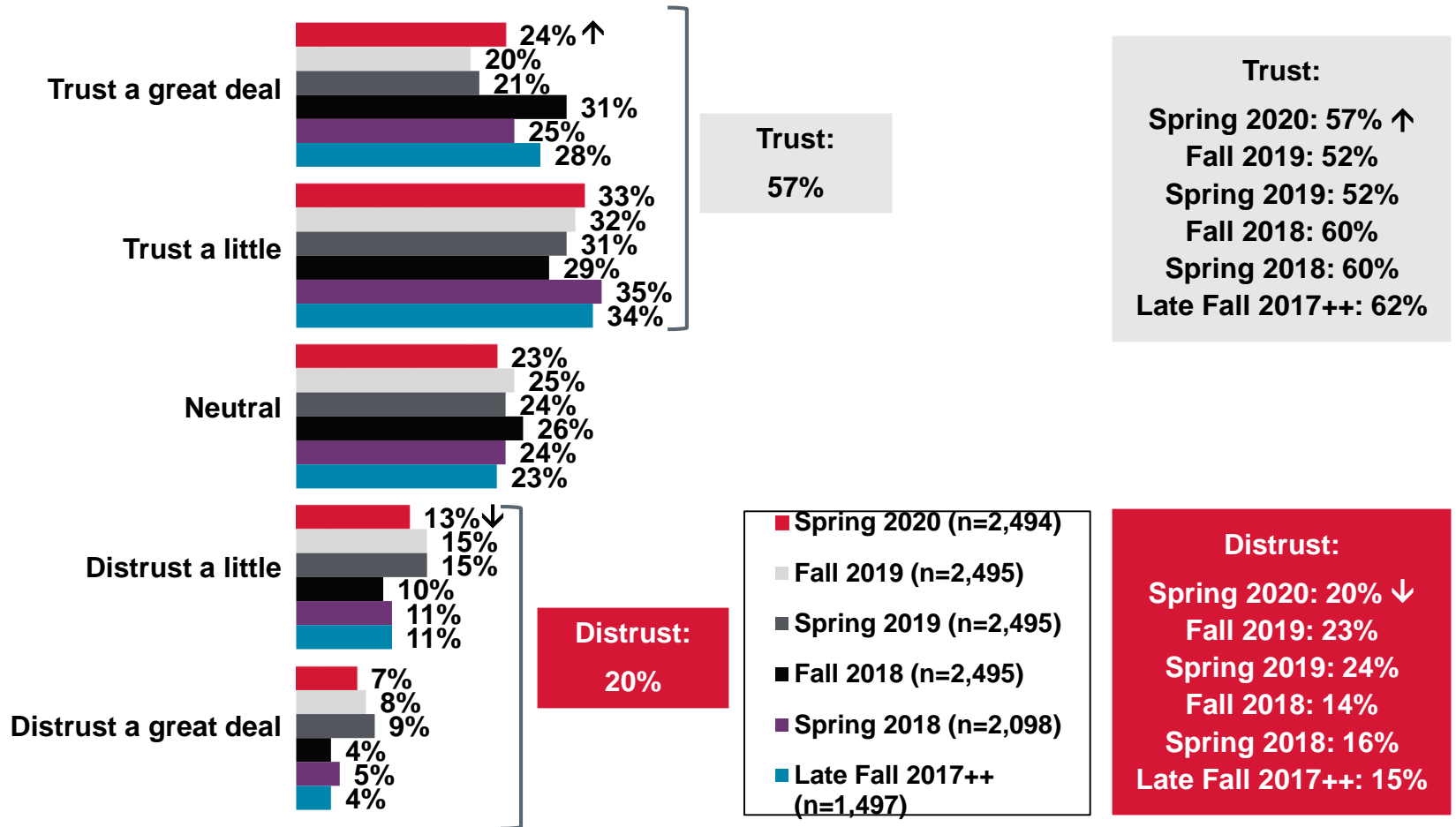
# Favourability



Taking into account all of the things which you think are important, how favorable or unfavourable is your overall opinion or impression of The City of Calgary?

Base: Valid respondents (Bases vary) | ++Question introduced in an additional survey in Late Fall 2017

\*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?

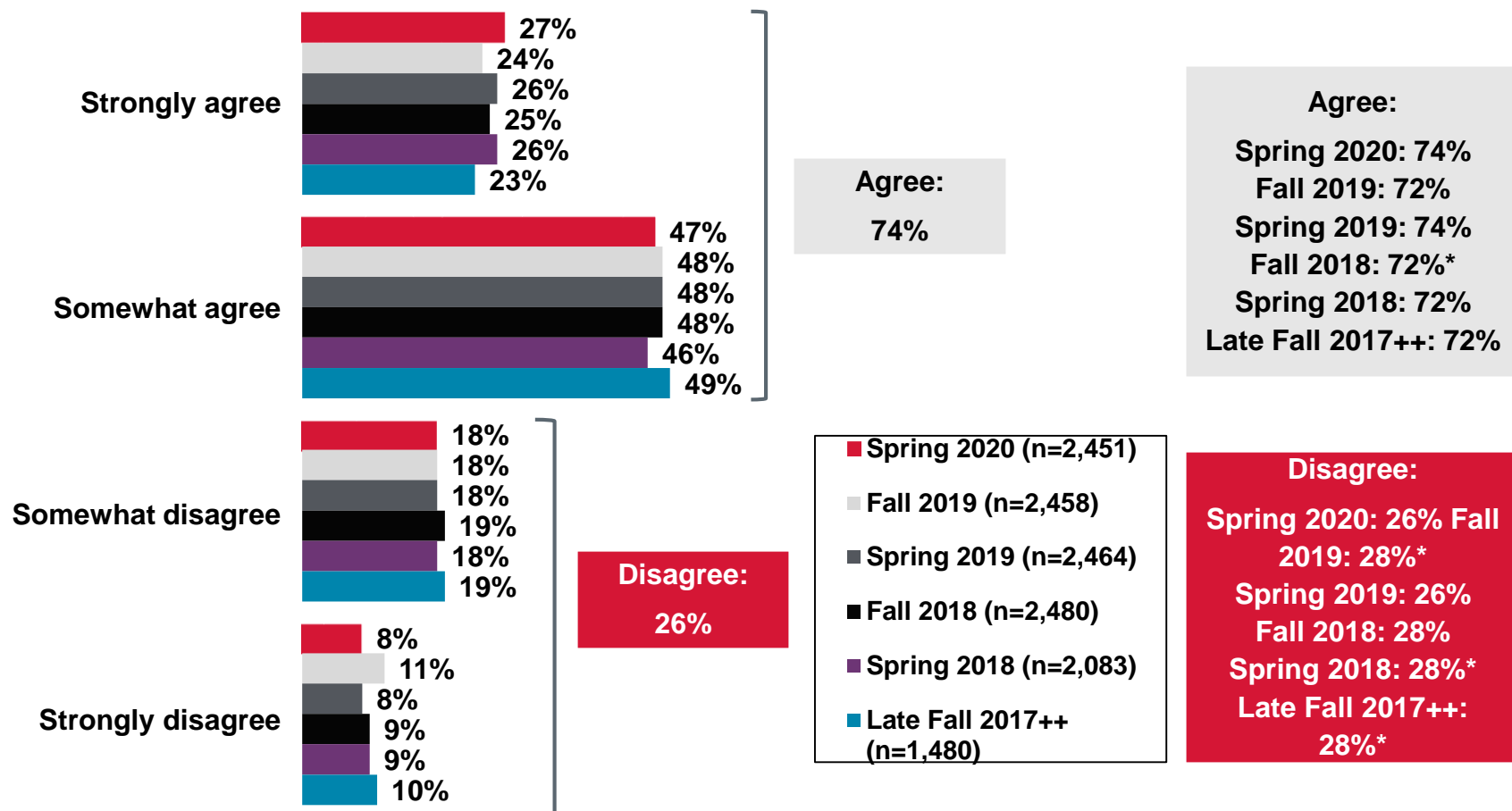
Base: Valid respondents (Bases vary) I ++Question introduced in an additional survey in Late Fall 2017

↑Statistically higher than Fall 2019  
↓Statistically lower than Fall 2019



# Understanding Municipal Roles

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



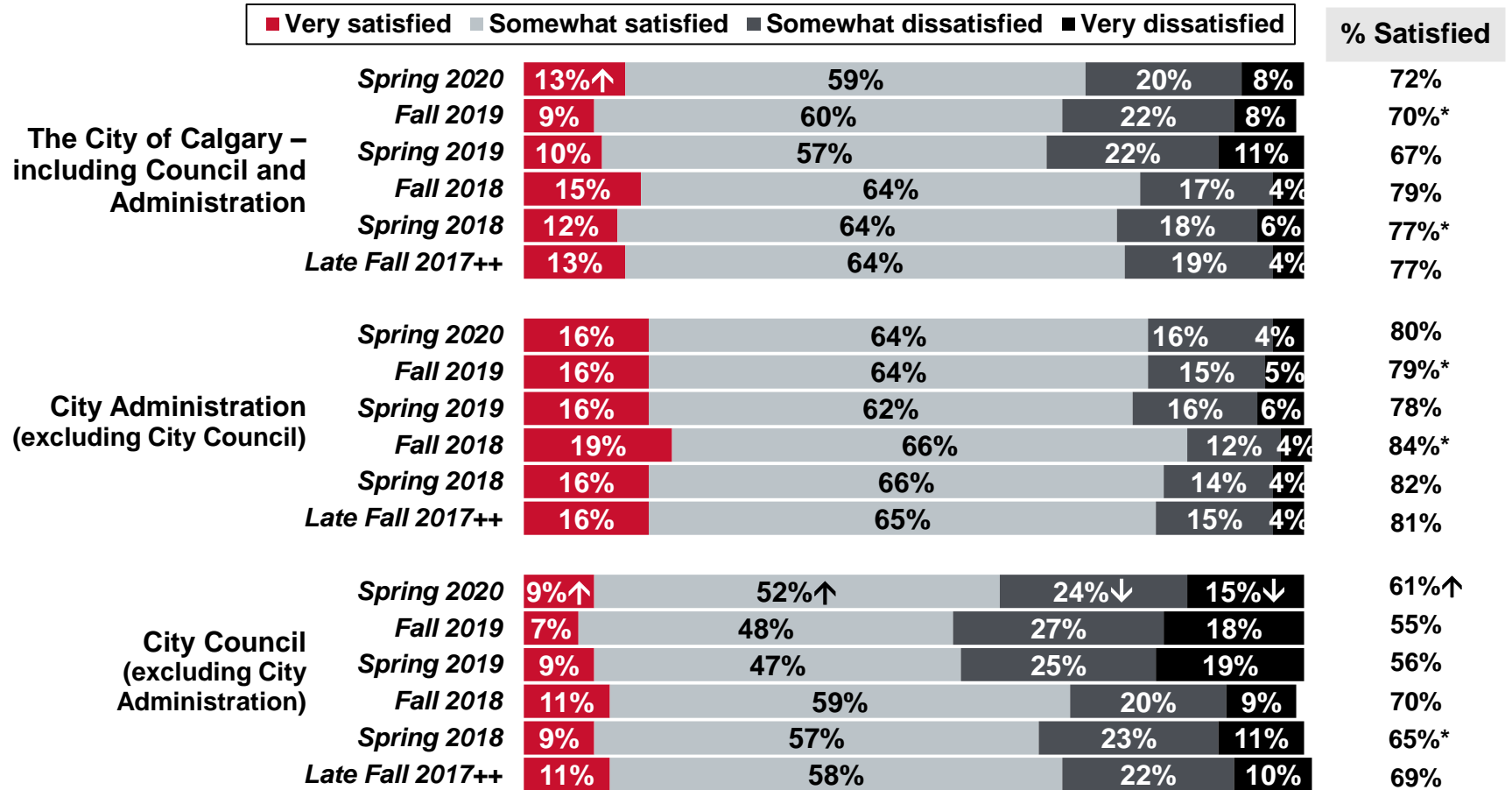
*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (Bases vary) I ++Question introduced in an additional survey in Late Fall 2017

\*Rounding

# Perceptions About City Performance

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

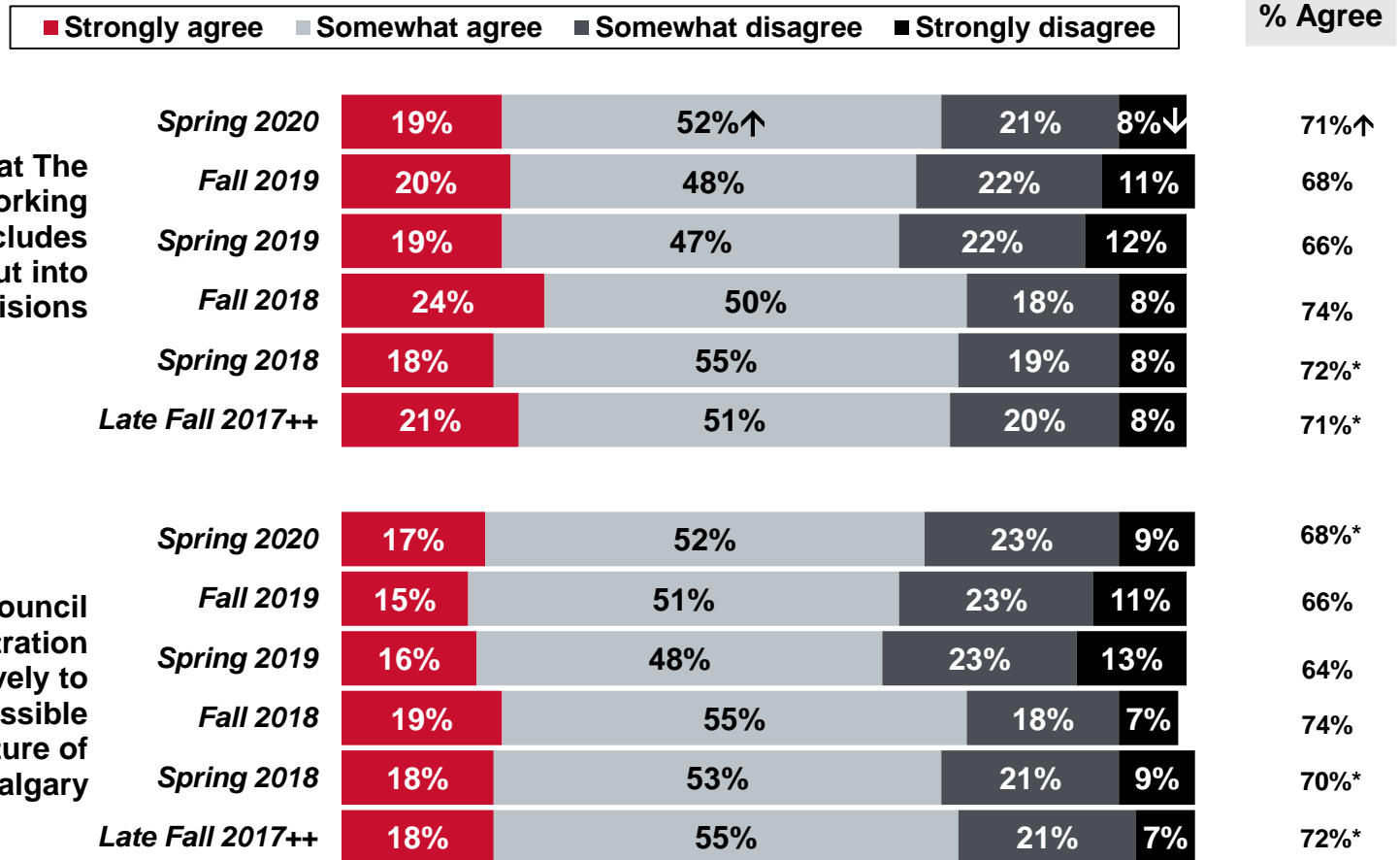


\*Rounding

↑Statistically higher than Fall 2019  
↓Statistically lower than Fall 2019

Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?  
Base: Valid respondents (Bases vary)  
++Question introduced in an additional survey in Late Fall 2017

# Attitudes Regarding The City



\*Rounding

Please tell me whether you agree or disagree with each of the following statements?  
 Base: Valid respondents (Bases vary) I ++Question introduced in an additional survey in Late Fall 2017  
 ↑Statistically higher than Fall 2019  
 ↓Statistically lower than Fall 2019



## Demographics



## Age

	City Wide
18 to 24	12%
25 to 34	21%
35 to 44	16%
45 to 54	20%
55 to 64	13%
65 or older	17%
<i>Mean</i>	45.6

## Income

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

## Education

	City Wide
Completed high school or less	17%
Some post secondary or completed a college diploma	36%
Completed university degree or post-grad degree	48%

## Gender

	City Wide
Male	49%
Female	50%
Other	<1%

Base: Valid respondents (Bases vary)

# Household Characteristics

## Type of Home

	City Wide
Single-detached house	70%
Apartment or apartment-style condominium	13%
Duplex, triplex or fourplex	8%
Townhouse or rowhouse	8%
Another type of multi-dwelling unit	1%

## Children and Seniors in Household

	City Wide
Yes - Children	33%
Yes - Seniors	21%

## Household Size

	City Wide
1	13%
2	31%
3	19%
4	21%
5 or more	16%
Mean	3.0

## Responsible for Property Taxes

	City Wide
Yes	84%
No	16%

## Own or Rent

	City Wide
Own	76%
Rent	19%
Other	5%

## Tenure in Calgary

	City Wide
Less than 5 years	4%
5 to less than 10 years	9%
10 to less than 15 years	9%
15 to less than 20 years	10%
20 to less than 30 years	26%
30 to less than 40 years	16%
40 or more	26%
Mean	27.9

Base: Valid respondents (Bases vary)



# Respondent Characteristics

## Born in Canada

	City Wide
Yes	74%
No	26%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=670)
Less than 12	29%
12 to 17	11%
18 or older	60%
No response	0%

## Ethnic Background

	City Wide
Caucasian/ White	26%
British	17%
Canadian/ French Canadian	15%
Northern or Western European	11%
East or Southeast Asian	9%
Southern or Eastern European	9%
South Asian	8%
African	4%
Central/ South American or Caribbean	3%
West Asian or Middle Eastern	2%
Aboriginal/ First Nations/ Metis	2%

## Disability

	City Wide
Yes	16%
No	84%

## Visible Minority

	City Wide
Yes	25%
No	75%

Base: Valid respondents (Bases vary)

# Respondent Characteristics

## Location of Work

	City Wide
Inside Centre City	28%
Outside of Centre City	72%



Quadrant Outside of Centre City	
NW	24%
SW	21%
NE	25%
SE	31%

## Business Leader

	City Wide
Yes	33%
No	67%

## Employment Status

	City Wide
Employed full time	47%
Employed part time	10%
Self-employed	10%
Out of work and looking for work	6%
Out of work but not currently looking for work	1%
A homemaker	2%
A student	5%
Retired	15%
Unable to work	2%
Other	1%

Base: Valid respondents (Bases vary)



## Appendix | **Glossary of Service Descriptions**



# Services Asked in the Spring Pulse Survey

**Please note:** In the shift to a service-based view of The City's multi-year plans and budgets for 2019-2022, some services have been redefined by the service area responsible for that service. The service names for the 2020 Spring Pulse Survey align with One Calgary Service Lines. As such, importance / satisfaction / invest results for these services are not trackable to past versions of the Spring Pulse and Citizen Satisfaction surveys.

Some service names have been truncated in the report for ease of reporting. What follows is a glossary of all services asked in the survey organized by service name, service definition, how it appears in the report, and how it was asked this year (Spring 2020) vs. last (Spring 2019).

**Please note:** In the interests of survey length and applicability of service, not every service is reflected in this survey.

In the survey itself, 44 services were divided by Block A, Block B and Block C. Each block was rotated from respondent to respondent to ensure a representative mix of responses for each service. This was to ease the length of time a survey may take for a respondent.

## Block A

- Parking and enforcement
- Public transit including bus and C-Train service
- Specialized transit services like Transit Access
- Sidewalks & pathways including building and repairing
- Streets, including traffic operations, building, maintenance, snow removal and on-street bikeways
- Regulation of taxis, limousines & vehicles-for-hire
- Bylaw education & compliance services that develop, maintain, and enforce municipal bylaws in Calgary
- City planning & policy services that provide land use policies, guidelines, and regulations
- Development approvals, services that review and approve all land development proposals
- Pet ownership & licensing
- Municipal elections
- Property tax management
- Real estate, that handles City transactions for sustainable land management
- Library services
- Neighbourhood supports, providing support for organizations and residents to make their neighbourhood a better place to live, work and play

## Block B

- Calgary 9-1-1
- City cemeteries
- Emergency management & business continuity services, including emergency management and disaster planning and response
- Calgary Fire Department emergency response
- Fire inspection & enforcement
- Fire safety education
- Police services
- Appeals and tribunals, to appeal decisions made by The City
- Records management, access & privacy services that support FOIP inquiries and requests
- Building approval services and inspections
- Business licensing
- Recreation opportunities
- Citizen engagement and research
- 311 and Web
- City communications

## Block C

- Stormwater management
- Urban forestry – that is, the planting, maintenance and protection of public trees
- Waste and Recycling Services
- Wastewater collection & treatment
- Water treatment and supply, including the availability and supply of clean, safe drinking water
- Affordable housing for low-income Calgarians
- Arts & culture, including festivals
- Community strategy services that advance social wellbeing for all Calgarians
- Economic development & tourism, services that coordinate initiatives managed by independent City partner organizations
- Land development & sales services that support business community growth through the development of industrial land
- Property assessment
- Social programs for individuals such as seniors or youth
- Environmental management services that manage environmental issues, risks, and opportunities
- Parks & open spaces

# Glossary of Service Descriptions

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Affordable Housing</b>	Affordable Housing service provides safe and affordable homes for lower-income Calgarians.	Affordable housing for low-income Calgarians	Affordable housing for low-income Calgarians	Affordable housing for low-income Calgarians
<b>Appeals &amp; Tribunals</b>	Appeals & Tribunals service provides an impartial way to challenge City assessment, development, subdivision, etc.	Appeals and tribunals to appeal decisions made by The City	Appeals and tribunals to appeal decisions made by The City	Not asked in 2019
<b>Arts &amp; Culture</b>	Arts & culture service creates vibrant community-based public art and cultural opportunities.	Arts & culture, including festivals	Arts & culture, including festivals	Arts & culture, including festivals
<b>Building Safety</b>	Building Safety service includes review & issue of permits, inspection of construction projects, & site safety concerns.	Building approval services and inspections	Building approval services and inspections	Building approval services and inspections
<b>Business Licensing</b>	Business Licensing service grants licenses & inspects business operations ensuring safety & compliance.	Business licensing	Business licensing	Business licensing
<b>Bylaw Education &amp; Compliance</b>	Bylaw Education & Compliance service maintains community standards for safe, healthy & harmonious neighbourhoods.	Bylaw education & compliance services that develop, maintain, and enforce municipal bylaws in Calgary+	Bylaw education & compliance	Bylaw education & compliance services that develop, maintain, and enforce community standards and municipal bylaws in Calgary

+Wording slightly changed in Spring 2020

# Glossary of Service Descriptions (cont'd)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Calgary 9-1-1</b>	Calgary 9-1-1 service responds connects callers with emergency services.	Calgary 9-1-1	Calgary 9-1-1	Calgary 9-1-1
<b>Citizen Engagement &amp; Insights</b>	Citizen Engagement and Insights provides safe, accessible feedback & participation in our government.	Citizen engagement and research	Citizen engagement and research	Corporate citizen engagement services to give opportunities for citizens to provide input into City decision-making. <b>Not comparable with Spring 2020.</b>
<b>Citizen Information Services</b>	Citizen Information Services provide public information & City service delivery support.	311 and Web	311 and Web	Multiple Services. <b>Not comparable with Spring 2020.</b>
<b>City Cemeteries</b>	City Cemeteries service includes burial options & perpetual care services, mandated by provincial Cemeteries Act.	City cemeteries	City cemeteries	City cemeteries
<b>City Planning &amp; Policy</b>	City Planning & Policy service creates policies, guides and plans for homes, businesses, community & industry development.	City planning & policy services that provide land use policies, guidelines, and regulations+	City planning & policy services	City planning & policy services that provide land use policies, guidelines, and land use bylaw regulations

+Wording slightly changed in Spring 2020



# Glossary of Service Descriptions (cont'd)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Community Strategies</b>	Community Strategies service includes planning and policies that support all Calgarians' social well-being.	Community strategy services that advance social wellbeing for all Calgarians	Community strategy services	Community strategy services that advance social wellbeing for all Calgarians
<b>Development Approvals</b>	Development Approvals service reviews & approves development plans for regulations, legislation & bylaws.	Development approvals, services that review and approve all land development proposals	Development approvals	Development approvals, services that review and approve all land development proposals
<b>Economic Development &amp; Tourism</b>	Economic Development & Tourism service builds Calgary's economy, global reputation & encourages entrepreneurs.	Economic development & tourism, services that coordinate initiatives managed by independent City partner organizations+	Economic development & tourism	Services that coordinate economic development & tourism initiatives managed by independent City partner organizations
<b>Emergency Management &amp; Business Continuity</b>	Emergency Management & Business Continuity service includes preparation & response to major emergencies, disasters, & business disruptions.	Emergency management & business continuity services, including emergency management and disaster planning and response+	Emergency management & business continuity	Emergency management & business continuity services, including emergency management and disaster planning

+Wording slightly changed in Spring 2020

## Glossary of Service Descriptions (cont'd)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Environmental Management</b>	Environmental Management service addresses environmental issues, risks, opportunities & trends.	Environmental management services that manage environmental issues, risks and opportunities	Environmental management services	Environmental management services that manage environmental issues, risks and opportunities
<b>Fire &amp; Emergency Response</b>	Fire & Emergency Response service responds to fires, emergencies, accidents, hazards & specialized rescues.	Calgary Fire Department Emergency Response	Calgary Fire Department Emergency Response	Calgary Fire Department Emergency Response
<b>Fire Inspection &amp; Enforcement</b>	Fire Inspection & Enforcement service ensures fire code compliance, reduces fire risk & protects life, property & environment.	Fire inspection & enforcement	Fire inspection & enforcement	Fire inspection & enforcement
<b>Fire Safety Education</b>	Fire Safety Education service provides fire and life safety education & prevention to create a safer Calgary.	Fire safety education	Fire safety education	Fire safety education
<b>Land Development &amp; Sales</b>	Land Development & Sales service supports development and sales of City-owned land.	Land development & sales services that support business community growth through the development of industrial land	Land development & sales	Land development & sales services that support business community growth through the development of industrial land

# Glossary of Service Descriptions (cont'd)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Library Services</b>	Library Services include loaning of books & materials, learning, discussion, & community programs.	Library services	Library services	Library services
<b>Municipal Elections</b>	Municipal Elections service enables citizens to vote through a fair, transparent & balanced process.	Municipal elections	Municipal elections	Municipal elections
<b>Neighbourhood Supports</b>	Neighbourhood Supports service fosters social inclusion, participation and a sense of belonging.	Neighbourhood supports, providing support for organizations and residents to make their neighbourhood a better place to live, work and play+	Neighbourhood supports to make their neighbourhood a better place to live, work and play	Neighbourhood supports, providing support in neighbourhoods for organizations and residents to make their community a better place to live, work and play
<b>Parking</b>	Parking service includes public parking & enforcement of Calgary's parking policies & bylaws.	Parking and enforcement	Parking and enforcement	Parking and enforcement
<b>Parks &amp; Open Spaces</b>	Parks & Open Spaces service manages Calgary's parks, urban green spaces and natural areas.	Parks & open spaces	Parks & open spaces	Parks & open spaces

+Wording slightly changed in Spring 2020

# Glossary of Service Descriptions (cont'd)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Pet Ownership &amp; Licensing</b>	Pet Ownership & Licensing service regulates animal-related services & ensures responsible pet ownership.	Pet ownership & licensing	Pet ownership & licensing	Pet ownership & licensing
<b>Police Services</b>	Police Services include crime prevention and education, law enforcement and criminal investigations.	Police services+	Police services	Calgary Police Services
<b>Property Assessment</b>	Property Assessment service prepares property value assessments to distribute local taxes.	Property assessment	Property assessment	Property assessment
<b>Public Transit</b>	Public Transit service provides safe, effective, reliable and affordable public transportation.	Public transit including bus and C-Train service	Public transit including bus and C-Train service	Public transit including bus and C-Train service
<b>Real Estate</b>	Real estate handles all City real estate transactions for sustainable land management.	Real estate that handles City transactions for sustainable land management	Real estate that handles City transactions for sustainable land management	Not asked in 2019
<b>Records Management, Access &amp; Privacy</b>	Records Management, Access & Privacy service provides structure & tools to manage, protect, preserve & release City records.	Records management, access and privacy services that support FOIP inquiries and requests	Records management access and privacy services that support FOIP inquiries and requests	Not asked in 2019

+Wording slightly changed in Spring 2020

## Glossary of Service Descriptions (cont'd)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Recreation Opportunities</b>	Recreation opportunities service includes providing recreation, sports & leisure & registered programs for a healthy Calgary.	Recreation opportunities	Recreation opportunities	Multiple Services. <b>Not comparable with Spring 2020.</b>
<b>Sidewalks &amp; Pathways</b>	Sidewalks & Pathways service plans, designs, builds & maintains sidewalks & pathways to keep citizens moving.	Sidewalks & pathways including building and repairing	Sidewalks & pathways including building and repairing	Sidewalks & pathways including building and repairing
<b>Social Programs</b>	Social Programs service in communities supports, protects and enriches Calgarians' lives.	Social programs for individuals such as seniors or youth	Social programs for individuals such as seniors or youth	Social programs for individuals such as seniors or youth
<b>Specialized Transit</b>	Specialized Transit service provides safe, reliable & affordable transport for differently abled Calgarians.	Specialized transit services like Transit Access	Specialized transit services like Transit Access	Specialized transit services like Transit Access
<b>Stormwater Management</b>	Stormwater Management service collects and manages rain and snow/ice melt.	Stormwater management	Stormwater management	Stormwater management
<b>Strategic Marketing &amp; Communications</b>	Strategic Marketing & Communications service provides consulting, strategy development, and delivery of communications and marketing tactics.	City communications	City communications	Not asked in 2019

## Glossary of Service Descriptions (cont'd)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Streets</b>	Streets service builds & maintains Calgary streets & keeps citizens safe with reliable roads.	Streets, including traffic operations, building, maintenance, snow removal and on-street bikeways	Streets - traffic operations, building, maintenance, snow removal & on-street bikeways	Multiple Services. <b>Not comparable with Spring 2020.</b>
<b>Taxation</b>	Taxation service ensures property taxes are correctly billed & collected.	Property tax management	Property tax management	Property tax management
<b>Taxi, Limousines &amp; Vehicles-for-Hire</b>	Taxi, Limousine & Vehicles-for-Hire service regulates drivers, vehicles & companies to ensure a safe ride.	Regulation of taxis, limousines & vehicles-for-hire+	Regulation of taxis, limousines & Vehicles-for-hire	Taxi, limousine & vehicles-for-hire
<b>Urban Forestry</b>	Urban Forestry service plants, prunes & protects Calgary's trees for green, sustainable city.	Urban forestry – that is, the planting, maintenance and protection of public trees	Urban forestry	Urban forestry – that is, the planting, maintenance and protection of public trees
<b>Waste &amp; Recycling Services</b>	Waste & Recycling service collects & manages waste, landfills, recycling, & composting programs.	Waste and recycling services	Waste and recycling services	Multiple Services. <b>Not comparable with Spring 2020.</b>
<b>Wastewater Collection &amp; Treatment</b>	Wastewater Collection & Treatment collects water from toilets, sinks and drains, treats it, and returns it to the river.	Wastewater collection & treatment	Wastewater collection & treatment	Wastewater collection & treatment

+Wording slightly changed in Spring 2020



## Glossary of Service Descriptions (cont'd)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Water Treatment &amp; Supply</b>	Water Treatment & Supply service includes treatment & delivery of clean drinking water and sustainability management.	Water treatment and supply, including the availability and supply of clean, safe drinking water	Water treatment and supply, including the availability and supply of clean, safe drinking water	Water treatment and supply, including the availability and supply of clean, safe drinking water

**Note:** Downtown Revitalization and Social Media were asked in Spring 2019, but were not included in the Spring 2020 survey as they are not One Calgary Service Lines.

**Services Description Source:** Calgary.ca Property Tax Breakdown Service descriptions

## Contact

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