

Calgary



City of Calgary Citizen Satisfaction Survey  
**TEACHER'S TOOLKIT**



# Teacher's Guide: City of Calgary Citizen Satisfaction Survey

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Welcome

Welcome



At the City of Calgary, we are focused on making informed decisions that are supported by reliable data sources. Our job, first and foremost, is to serve the people of Calgary. To ensure we are doing that effectively, we conduct the Annual Citizen Satisfaction Survey to let us know if we are on the right track.

Of course, a tool is only as strong as the process it is part of. In this case, it requires broad based participation and an informed citizenry. To that end, I want to thank students, parents and teachers for actively engaging with the process and doing your

part to understand the services provided by the City of Calgary. In doing so, together we can continuously improve how we serve all Calgarians, making life better every day.

- Mayor Jyoti Gondek

## Background

At City Hall School, teachers and students work with City of Calgary employees and meet with Council members as they learn more about City of Calgary services, municipal governance and what it means to be a Calgarian. In 2014, a group of students from Westmount Charter School attended City Hall School during their unit on *happiness* and *probability/statistics*.

The City's Corporate Research Team was invited to design a session on the annual Citizen Satisfaction Survey, which measures citizens' perceptions and satisfaction of quality of life, and programs and services at The City. It was through this session that this toolkit was developed.

This exercise was a good way of showing students how surveys are used as a research technique and how the answers are used to guide decisions around the City services that students use each and every day. After learning about the Citizen Satisfaction Survey and completing a student-friendly version, students have an opportunity to see how their perceptions rank against the general population.

## Learning Outcomes

In the Grade 6 Social Studies program, students examine how participation in the democratic process is a means for governments and citizens to affect change in their communities. They explore how democratic principles and ideals are reflected in the structure and functions of local and provincial governments. Various research methods are also explored as part of the math unit on Statistics and Probability. This toolkit can be connected to the following learning outcomes:

### Citizens Participating in Decision Making

Students will demonstrate an understanding and appreciation of the dynamic relationship between governments and citizens as they participate in an annual Citizen Satisfaction Survey and increase their understanding of how citizen input is used in decision making.

### Statistics and probability (data analysis)

Collect, display and analyze data to solve problems:

- (3) Create, label and interpret graphs to draw conclusions;
- (4) Select, justify and use appropriate methods of collecting data, including experiments, databases, electronic media and questionnaires.

## Survey Background

### About the survey

Since 1997, The City has conducted the Annual Citizen Satisfaction Survey to understand and respond to the changing needs and expectations of Calgarians. The survey is done each fall to align with budgets and business planning. This helps The City understand what Calgarians want before planning for the future.

### Why do we do the survey?

- It provides City Council and Administration with an idea of citizens' opinions about the programs and services provided by The City.
- It is an important tool for looking at the big picture of citizens' satisfaction and expectations with City of Calgary programs and services.

### What do we do with the information?

The information collected from the survey is shared with City departments. This allows The City to improve programs and services with input from citizens. It is also used to measure The City's performance – it's like a report card for The City.

## Suggested Activities

1. Relate survey to applicable learning outcomes
2. Provide overview of survey – what is it/why it's done
3. Pre-survey group discussion
4. Students complete survey
5. Post-survey group discussion
6. Results comparison

## Pre-survey Discussion

We suggest using a whiteboard or flipchart to capture students' responses to the following questions:

1. What does satisfaction mean?
2. If it were up to you, how would you measure satisfaction?
3. What do you think should be asked in a survey about satisfaction on something?
4. What would you want The City to know?
5. What makes a good survey?

## Post-survey Discussion

1. What did you think of the questions?
2. Which questions did you like/not like?
3. Any question that you didn't understand?
4. What would you change in the survey?
5. What actions would you take as a result of the survey findings?

## Tips for Creating a Good Survey

- ✓ **It's not too long. Shorter is better as long as you get the information you need.**
  - A five-minute survey is great but only if you ask the questions you need answers to. It's usually better to take a few more minutes to get the information you need.
  
- ✓ **The first few questions are fairly easy.**
  - If you start with difficult questions, people may not want to finish the survey. If your survey is about students' ideas for a new playground at the school, you might want to start with an easy question such as "What is your favourite game to play?"
  
- ✓ **The order of the questions makes sense and similar questions are together.**
  - You shouldn't switch back and forth between different topics because it confuses people and feels awkward.
  
- ✓ **The personal information questions are at the end of the survey.**
  - If you put personal information questions like their age, the community they live in, and how many people live in their house at the end of a survey, people are more likely to answer them because they are more comfortable.
  
- ✓ **Use simple language.**
  - Make sure that you are using words that everyone can understand.
  
- ✓ **Questions are clear so that the people taking the survey know what you mean.**
  - The question: "How satisfied are you with the services you get?" isn't clear enough. "How satisfied are you with the recycling collection service you get from The City of Calgary?" is more specific.
  - Don't ask two questions in one, like: "Do you feel safe and proud living in your community?" because you might want to say yes to one but no to the other.
  - Questions should not be worded in a way that suggests an answer. "The City of Calgary has the best swimming pools in Alberta. How satisfied are you with City of Calgary swimming pools?" might trick people into saying they are more satisfied than they really are.
  
- ✓ **The answer choices make sense.**
  - If you ask the question "How satisfied are you with your Blue Cart service?", the following answer choices don't make sense: Excellent / Good / Fair / Poor. Better choices are: Very Satisfied / Somewhat Satisfied / Not Very Satisfied / Not At All Satisfied.
  - You should have an equal number of positive and negative options: Excellent / Very Good / Good / Poor have three positive and one negative option, so results might look more positive than they really are.

## Student survey

In *Appendix A* you will find a printable survey for your students. This survey has been customized to a Grade 6 level and the questions are comparable to the questions in the actual Citizen Satisfaction Survey.

## Comparison data

In *Appendix B* you will find the results from the 2021 Citizen Satisfaction Survey. With this data, you will be able to share with students how their perceptions of City services and programs compare to the general population.

When compared to the average of other Canadian cities in the Ipsos database, The City of Calgary performs as well as or better on several measures.



## Appendix A

### The City of Calgary Student Citizen Satisfaction Survey

Each year, The City of Calgary conducts the Citizen Satisfaction Survey with Calgarians to collect opinions about The City's programs and services.

The personal information from this survey is collected under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and is used to help The City of Calgary make decisions about City services.

1. a) What do you think is the most important issue facing your community that should get more attention from City leaders?

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b) Can you think of any other important issues in Calgary?

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2. On a scale of 1 to 10 where 1 is **very poor** and 10 is **very good**, how would you rate the overall quality of life in Calgary today? Please circle your answer.

<b>Very poor</b>										<b>Very good</b>
1	2	3	4	5	6	7	8	9	10	



3. Do you feel that the quality of life in Calgary in the past three years has...

- Improved
- Stayed the same
- Worsened

4. The City of Calgary provides a variety of services including police, fire, transit, recreation, parks, roads, water and sewer as well as community planning and social development. The following is a list of some programs and services provided to you by The City of Calgary. How satisfied are you with the job that The City is doing in providing this program or service?

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Not very satisfied</b>	<b>Not at all satisfied</b>	<b>Don't know</b>
The Fire Department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your home garbage collection service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your home Blue Cart recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your home Green Cart composting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City-operated recreation programs such as swimming lessons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calgary's parks, playgrounds and other open spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of drinking water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bylaw services for things such as noise complaints, fire pits and weeds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal control services for stray animals and dog licensing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



5. How safe do you feel or would you feel walking alone in your neighbourhood after dark? Do you or would you feel . . .

- Very unsafe
- Somewhat unsafe
- Mostly safe
- Very safe

6. Next are some statements that some people have said about life in Calgary. Please tell us 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**. Please circle your answer for each statement.

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

<b>Completely disagree</b>										<b>Completely agree</b>
1	2	3	4	5	6	7	8	9	10	

b) I am proud to be a Calgarian

<b>Completely disagree</b>										<b>Completely agree</b>
1	2	3	4	5	6	7	8	9	10	

c) I am proud to live in my neighbourhood

<b>Completely disagree</b>										<b>Completely agree</b>
1	2	3	4	5	6	7	8	9	10	

d) I am regularly involved in neighbourhood and local community events

<b>Completely disagree</b>										<b>Completely agree</b>
1	2	3	4	5	6	7	8	9	10	



e) Calgary is a great place to make a life

**Completely  
disagree**

**Completely  
agree**

1

2

3

4

5

6

7

8

9

10

You're almost finished. The last few questions help us to group responses and sort the information collected.

7. What community do you live in?

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8. Are you a . . .

- Boy
- Girl
- Other \_\_\_\_\_
- Prefer not to answer

9. How many years have you lived in Calgary?

\_\_\_\_\_ years

**This completes the survey. Thank you very much for taking the time to provide feedback!**



## Appendix B

### Comparison Data

#### *City of Calgary 2021 Citizen Satisfaction Survey Results*

Each year, The City of Calgary conducts the Citizen Satisfaction Survey with Calgarians to collect opinions about The City's programs and services.

The information from this survey is collected under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and is used to help The City of Calgary make decisions about City services.

1. a) What do you think is the most important issue facing your community and should get more attention from leaders?

- 19% Infrastructure, traffic and roads
- 10% Crime, safety and policing
- 9% Transit
- 7% COVID-19 Pandemic
- 6% Taxes
- 5% Recreation and Parks
- 5% Homelessness, Poverty & Affordable Housing
- 5% Economy
- 4% Environment and Waste Management
- 4% Budget & Spending
- 3% Education
- 3% Growth and planning
- 3% Healthcare

b) Can you think of any other important issues in Calgary?

- 10% Infrastructure, traffic and roads
- 5% Transit
- 4% Crime, safety and policing
- 4% Recreation and Parks
- 3% Taxes
- 3% Homelessness, Poverty & Affordable Housing
- 2% COVID-19 Pandemic
- 2% Environment and Waste Management
- 2% Education
- 2% Growth and Planning

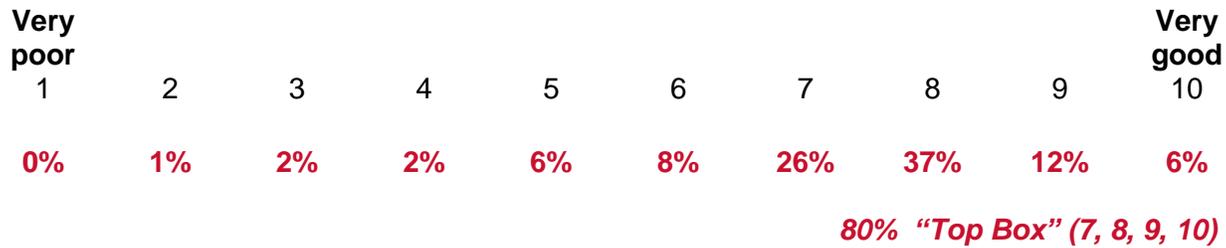


- 1% Economy
- 1% Budget & Spending
- 1% Healthcare

Total mentions:

- 29% Infrastructure, traffic and roads
- 14% Crime, safety and policing
- 14% Transit
- 9% COVID-19 Pandemic
- 9% Taxes
- 9% Recreation and Parks
- 8% Homelessness, Poverty & Affordable Housing
- 6% Economy
- 6% Environment and Waste Management
- 5% Budget & Spending
- 5% Education
- 5% Growth and planning
- 4% Healthcare

2. On a scale of 1 to 10 where 1 is **very poor** and 10 is **very good**, how would you rate the overall quality of life in Calgary? Please circle your answer.



3. Do you feel that the quality of life in Calgary in the past three years has . . .

- 11% Improved
- 44% Stayed the same
- 46% Worsened

4. The City of Calgary provides a variety of services including police, fire, transit, recreation, parks, roads, water and sewer as well as community planning and social development. The following is a list of programs and services provided to you by The City of Calgary. How satisfied are you with the job that The City is doing in providing this program or service?

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Very + Somewhat satisfied</b>	<b>Change from last year</b>
The Fire Department	<b>77%</b>	<b>21%</b>	<b>99%</b>	<b>-</b>
Your home garbage collection service	<b>58%</b>	<b>33%</b>	<b>91%</b>	<b>-2%</b>
Your home Blue Cart recycling	<b>61%</b>	<b>33%</b>	<b>93%</b>	<b>-2%</b>
Your home Green Cart composting	<b>56%</b>	<b>36%</b>	<b>92%</b>	<b>-</b>
City-operated recreation programs such as swimming lessons	<b>28%</b>	<b>62%</b>	<b>90%</b>	<b>-2%</b>
Calgary’s parks, and other open spaces	<b>46%</b>	<b>48%</b>	<b>93%</b>	<b>-</b>
The quality of drinking water	<b>67%</b>	<b>27%</b>	<b>93%</b>	<b>-2%</b>
Bylaw services for things such as noise complaints, fire pits and weeds	<b>31%</b>	<b>53%</b>	<b>85%</b>	<b>-</b>
Animal control services for stray animals and dog licensing	<b>41%</b>	<b>52%</b>	<b>93%</b>	<b>+2%</b>

5. How safe do you feel or would you feel walking alone in your neighbourhood after dark?  
Do you or would you feel . . .

- 39% Very safe**
- 40% Reasonably safe**
- 15% Somewhat unsafe**
- 6% Very unsafe**



6. Next are some statements that some people have said about life in Calgary. Please tell us 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**.

	<b>Completely Agree (10)</b>	<b>Agree (9, 8, 7)</b>	<b>Neutral (6, 5)</b>	<b>Disagree (4, 3, 2, 1)</b>
a) Calgary is moving in the right direction to ensure a high quality of life for future generations	<b>7%</b>	<b>43%</b>	<b>30%</b>	<b>20%</b>
b) I am proud to be a Calgarian	<b>35%</b>	<b>46%</b>	<b>13%</b>	<b>6%</b>
c) I am proud to live in my neighbourhood	<b>30%</b>	<b>54%</b>	<b>11%</b>	<b>5%</b>
d) I am regularly involved in neighbourhood and local community events	<b>5%</b>	<b>21%</b>	<b>26%</b>	<b>48%</b>
e) Calgary is a great place to make a life	<b>19%</b>	<b>58%</b>	<b>16%</b>	<b>7%</b>

7. What community do you live in?

**In the Calgary Citizen Satisfaction survey, we collect a statistically representative number from each of Calgary's 14 Wards.**

8. Are you a . . .

- 51% Woman**
- 49% Man**
- <1% Prefer to self-describe**

9. How many years have you lived in Calgary?

**Average = 27 years**

## Appendix C

Tabulating survey responses will help you see what percentage of students chose a particular answer. The way you do this will depend on the type of question. Questions that provide:

### 1) A list of response options and only one answer is allowed (single response):

- For each response option, count the number of students who chose it, divide that number by the total number of students who completed the survey, and multiply the result by 100. Assuming all students who took the survey answered this question, the percentages should total 100%.

$$\# \text{ who chose this answer} \div \# \text{ who completed the survey} \times 100 = \text{result}$$

Example: Do you feel that the quality of life in Calgary in the past three years has . . .

	# who chose this answer		# who completed the survey		Result
Improved	4	÷	10	X 100	40%
Stayed the same	3	÷	10	X 100	30%
Worsened	3	÷	10	X 100	30%

### 2) A list of response options and multiple answers are allowed (multiple response):

- Tabulate the responses as you would for a single response question. The difference is that the percentages will most likely total more than 100%.

### 3) Response option requires the student to provide an answer in their own words (open-end):

- Begin by reading through the responses and making a list ideas/themes mentioned by students. Group similar things together (e.g., “roads are too busy” and “too much traffic” can be grouped).
- For each idea or theme, count the number of students that mentioned it in their response, divide that number by the total number of students who completed the survey, and multiply the result by 100. The percentages will most likely total more than 100% because each student can mention more than one idea or theme.

Example: What do you think is the most important issue facing your community?

Response	# who mentioned the idea/theme		# who completed the survey		Result
Roads are too busy	2	÷	10	X 100	20%
Not enough parks	5	÷	10	X 100	50%
Pollution	3	÷	10	X 100	30%
Too much crime	3	÷	10	X 100	30%