

**Chief Financial Officer's Report to
Regular Meeting of Council
2020 June 15**

**ISC: UNRESTRICTED
C2020-0632**

Spring 2020 Citizen Research Results

EXECUTIVE SUMMARY

Since 1997, The City of Calgary has conducted its annual Citizen Satisfaction Survey in the Fall. Starting in 2017, the survey has been conducted bi-annually, with a spring edition as well as a fall. The Fall Quality of Life and Citizen Satisfaction Survey and Spring Pulse Survey are important tools for examining the larger picture of citizens' overall perceptions of, and satisfaction with, The City of Calgary.

These representative telephone surveys have provided Council and Administration with a barometer of citizens' opinions on a variety of aspects of The City, including their satisfaction with The City's programs and services. The findings from these surveys provide a performance-based report for Council, Administration and the public. Tracking citizens' perceptions over time allows for benchmarking against previous years' findings as well as established municipal norms from other Canadian municipalities. The survey is also a way of engaging citizens by giving them an opportunity to provide feedback to The City and demonstrates that The City values citizens' opinions.

To help in "making life better every day" for Calgarians, The City also conducts the Citizen Perspectives Survey at various intervals throughout the year. The most recent editions of this survey have focused on opinions, beliefs and concerns related to the COVID-19 pandemic. This information is important because it provides Council and Administration with the impacts of the COVID-19 pandemic on Calgarians which may influence their views about The City.

Given the heightened interest in public opinion research related to COVID-19, The City also participated in an Ipsos nation-wide syndicated study to boost the Calgary sample and ensure availability of data at the city level.

Lastly, The City has generated a compilation of external public opinion research publicly-released or shared directly with The City by various research firms regarding COVID-19.

This presentation is intended to highlight the 2020 Spring Pulse Survey results, while also presenting COVID-related key findings from the 2020 Citizen Perspectives COVID-19 (Snapshots 1 & 2) Survey results, City of Calgary Municipal COVID-19 Study (Ipsos Syndicated Survey) results, and the Overview of COVID-19 Public Opinion Research, prior to rollout to citizens. These reports have been distributed to key stakeholders in Administration already, given the time sensitive nature of the data.

Respecting Council's time, all of the reports related to the Spring 2020 Citizen Research Results will be summarized in the presentation to Council on 2020 June 15 and are included here for reference only.

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ADMINISTRATION RECOMMENDATION:

That Council receive this report and presentation for the Corporate record and Council discussion.

PREVIOUS COUNCIL DIRECTION / POLICY

N/A

BACKGROUND

The Spring Pulse Survey is conducted each Spring with a representative sample of 2,500 Calgarians. Respondents are asked for their opinions about a variety of topics including quality of life in Calgary, top issues facing the city, satisfaction levels with a range of city services, city reputation and city performance. Since the survey is repeated on a bi-annual basis, we are able to track Calgarians' opinions over time and identify those areas that may need more attention from Council and Administration.

The Citizen Perspectives Survey is conducted at various intervals through the year and the topics vary. The COVID-19 Snapshot Surveys focus on opinions, beliefs and concerns about the COVID-19 pandemic. Snapshot 1 was conducted 2020 April 29 to May 5 with a representative sample of 400 Calgarians. The Citizen Perspectives COVID-19 Snapshot 2 Survey was conducted 2020 May 19 to May 25, also with a representative sample of 400 Calgarians.

The City of Calgary Municipal COVID-19 Study (Ipsos Syndicated Survey) is an Ipsos online survey with members of Ipsos' online panel, including 300 Calgarians over the age of 18, conducted 2020 April 20 to April 27. The results presented are for Calgary only.

The Overview of COVID-19 Public Opinion Research Compilation is a collection of external public opinion research publicly-released or shared directly with The City by various research firms. The research cited within includes online surveys conducted with members of online research panels and, for the most part, is at a provincial or national level. Comparability of results of a survey to those of any other survey is limited due to different research panels being used and variation in timing of the surveys. Details about each survey referenced are included within the report.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Stakeholder Engagement, Research and Communication

Stakeholders consulted on the Corporate Research Team's research activities include the City Manager, the Chief Financial Officer, the Director of Customer Service & Communications (CSC), Corporate Initiatives/One Calgary, Emergency Operations Centre (EOC), and the COVID-19 Governance Committees.

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Strategic Alignment

The Spring Pulse Survey, the Citizen Perspectives COVID-19 (Snapshot 1 & 2) Surveys, the City of Calgary Municipal COVID-19 Study (Ipsos Syndicated Survey) and the Overview of COVID-19 Public Opinion Research support the corporation's common purpose of "making life better every day" and Council's five Citizen Priorities by providing insights into the values, opinions and preferences of citizens and customers and allowing City decision-makers to incorporate this information into decisions they make that impact the daily lives of Calgarians.

These reports also align with the Citizen Engagement and Insights Service Line mandate of ensuring citizen voices are key inputs in shaping city services and decisions.

Social, Environmental, Economic (External)

The findings from the Spring 2020 research provide insights into citizens' perspectives on many issues and challenges facing Calgarians every day, including social, environmental and economic views. Awareness of these views can help decision makers anticipate and mitigate social, environmental and economic concerns as they arise.

Financial Capacity

Current and Future Operating Budget:

There is no impact to the operating budget currently. These research activities are funded through the Corporate Research Team's current operating budget.

Current and Future Capital Budget:

There is no impact to current or future capital budgets.

Risk Assessment

Listening to Calgarians and better understanding their needs, values, attitudes, and aspirations is critical, especially when seen through the Well-Run City Council Directive which highlights that listening to citizen feedback and using it in our decision-making process is key to improving city programs, services, and quality of life. The plan highlights the provision of safe, fair and accessible opportunities for citizens to give meaningful and actionable insight to inform city decision making, mitigate risks, and drive continuous improvement. The findings from the Spring 2020 research provide insights into citizens' perspectives on many issues and challenges facing Calgarians every day. Ensuring that citizens' views and perspectives are incorporated into City decisions strengthens sentiments of trust and transparency for The City.

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REASON(S) FOR RECOMMENDATION(S):

Bringing forward these reports for both Council and Administrations awareness and discussion can help decision makers anticipate and mitigate social, environmental and economic concerns as they arise.

ATTACHMENTS:

1. Attachment 1 – 2020 Spring Pulse Survey Final Report
2. Attachment 2 – 2020 Citizen Perspectives Survey - COVID-19 Snapshot #2 Final Report
3. Attachment 3 – City of Calgary Municipal COVID-19 Study
4. Attachment 4 – Overview of COVID-19 Public Opinion Research
5. Attachment 5 – Spring 2020 Citizen Research Results – Council Presentation