

## **CITIZEN RESEARCH - 2015 CITIZEN SATISFACTION SURVEY AND RESEARCH ON CALGARY'S ECONOMY**

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### **EXECUTIVE SUMMARY**

Each year The City conducts a Citizen Satisfaction Survey to understand citizens' perceptions about quality of life in Calgary and overall satisfaction related to The City and its services. This year, Council initiated additional research related to Calgary's economy to understand the current impact of the economy on Calgarians and The City's role given the current economic environment. Findings from this research will be presented to Council.

### **ADMINISTRATION RECOMMENDATION(S)**

That Council receive this report for information.

### **PREVIOUS COUNCIL DIRECTION / POLICY**

NA

### **BACKGROUND**

The City's annual Citizen Satisfaction Survey is an important voice for citizens. Every year, Calgarians have the opportunity to provide input on Calgary's quality of life, The City's performance, and their satisfaction with civic services. The survey:

- Provides City Council and Administration with a barometer of citizens' perceptions about quality of life in Calgary and overall satisfaction related to The City and its services;
- Allows for comparisons against previous years' findings;
- Benchmarks against established municipal norms from other Canadian municipalities; and
- Provides Ward-level analysis (since 2014).

This year, in parallel, Council requested research related to Calgary's economy to understand:

- The current impact of the economy on individuals/families and their quality of life;
- Citizens' expectations of The City's role given the current economic environment; and
- Citizens' perceptions on what The City can do to help stimulate the economy.

### **INVESTIGATION: ALTERNATIVES AND ANALYSIS**

The City acquired IPSOS to conduct the research with citizens. The findings from the research will be presented to Council. Every few years, The City reviews the Citizen Satisfaction Survey to ensure it continues to be a tool to assist The City in decision making. In 2016, the Citizen Satisfaction Survey will undergo a review to better align the survey to Results Based Accountability and assist Council and Administration in understanding what contributes to quality of life in Calgary. The RBA approach to measurement helps turn data into action by using a step-by-step method to focus on how The City's programs and services benefit Calgary's whole population and contribute to Calgary's overall quality of life.

The research on Calgary's economy was initiated by Council as Calgary's economic indicators started to decline. "The collapse in oil prices has significantly altered the economic outlook among Canada's largest cities," the Conference Board of Canada said in May of this year. "Calgary's economy is forecast to shrink 1.2 per cent in 2015." The board added that "The energy sectors in Calgary will decline, but other sectors will also feel the pinch from lower oil

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prices." This shift is what led to Council initiating research with Calgarians to understand the impact of the current economy on Calgarians and The City's role to help stimulate the economy.

### **Stakeholder Engagement, Research and Communication**

The 2015 Citizen Satisfaction Survey sampled 2,452 Calgarians from a variety of communities and backgrounds, representing the demographic make up of Calgary. This representative sample allows for greater analysis at the ward level. The survey incorporates a cell phone sample to ensure adequate reach of Calgarians. The research is weighted against the federal census to ensure the overall sample is reflective of Calgary's whole population (aged 18+ years). The margin of error for this survey is  $\pm 2\%$ .

The 2015 research on Calgary's economy included two components:

- Community focus groups in each quadrant of Calgary; and
- A representative telephone survey with 500 Calgarians with a  $\pm 4\%$  margin of error.

Both research reports will be made available to the public on The City's website.

### **Strategic Alignment**

This research contributes to the accountability of Council and Administration to ensure the needs and aspirations of Calgarians continue to be heard by The City and integrated into The City's strategic direction to ensure a high quality of life and valued municipal services for Calgary.

### **Social, Environmental, Economic (External)**

The research undertaken is conducted with randomly selected sample of Calgarians between August and November 2015. The research is weighted against the federal census to ensure the overall sample is reflective of Calgary's whole population (aged 18+ years). A margin of error is identified for both surveys.

### **Financial Capacity**

#### **Current and Future Operating Budget:**

The research is managed within The City's operating budget.

#### **Current and Future Capital Budget:**

### **Risk Assessment**

#### **REASON(S) FOR RECOMMENDATION(S):**

The research supports Council's direction to ensure a broad representation of Calgarians were engaged related to Calgary's quality of life, civic services, Calgary's economy and The City's role to stimulate the economy.

### **ATTACHMENT(S)**

None.