

Chief Financial Officer's Report to
Regular Meeting of Council
2018 January 29

ISC: UNRESTRICTED
C2018-0083
Page 1 of 3

2017 Citizen Satisfaction Survey Results Presentation

EXECUTIVE SUMMARY

Since 1997, The City of Calgary has conducted its annual Citizen Satisfaction Survey. The Citizen Satisfaction Survey is an important tool for examining the larger picture of citizens' overall perceptions of, and satisfaction with, The City of Calgary. The representative telephone survey has provided City 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 survey findings are an important input into City planning activities including One Calgary.

The annual findings from the survey also provide a performance-based report for Council, Administration and the public. Tracking citizens' perceptions over time allows for benchmarking against previous years' findings and against established municipal norms from other Canadian municipalities.

Additionally, the survey is a way of engaging citizens and providing them with an opportunity for feedback to The City and indicates that The City values citizens' opinions.

This presentation of the 2017 results represents a public release of the survey results. The presentation deck and the full report will be posted to Calgary.ca after the presentation to Council.

ADMINISTRATION RECOMMENDATION:

That Council receive the 2017 Citizen Satisfaction Survey results for information.

PREVIOUS COUNCIL DIRECTION / POLICY

In previous years, Council has also received the annual Citizen Satisfaction Survey results for information.

BACKGROUND

The annual Citizen Satisfaction Survey is conducted each year with a representative sample of Calgarians. They are asked for their opinions about a variety of topics including quality of life in Calgary, top issues facing the city, City performance and satisfaction levels with a range of City services. Since the survey is repeated on an annual basis, it is possible to track Calgarians' opinions over time and identify those areas that may need more attention from City staff and Administration.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

The annual Citizen Satisfaction Survey is an integral part of an ongoing Corporate Research Strategy that is focused on gathering citizen input. This information is made available to decision-makers through presentations and updates as well as included in the online Research and Engagement Library located on Calgary.ca

(<http://www.calgary.ca/cfod/csc/Pages/Research-Library.aspx>).

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Stakeholder Engagement, Research and Communication

Each year senior management is consulted on the survey questions and the plan for rolling out the findings from the survey. For the fall 2017 survey, direction was given to keep the questions the same as the fall 2016 survey to allow for tracking and remain aligned with Council priorities. A second abbreviated wave of the survey was conducted post-election to validate some of the key results.

The results of the survey are shared with Council and Administration and posted to Calgary.ca.

Strategic Alignment

The annual Citizen Satisfaction Survey helps support The Corporation's common purpose of "Making life better every day" and Council's five 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.

This report also aligns with the Leadership Strategic Plan's mandate to lead in accountability and transparency and engage citizens in the conversations about issues facing Calgary.

Social, Environmental, Economic (External)

There are no direct social, environmental or economic impacts associated with this report.

Financial Capacity

Current and Future Operating Budget:

There is no impact to the operating budget. The annual Citizen Satisfaction survey is part of the Corporate Research Strategy and funded through the Corporate Research Team's existing operating budget.

Current and Future Capital Budget:

There is no impact to the operating budget. The annual Citizen Satisfaction survey is part of the Corporate Research Strategy and funded through the Corporate Research Team's existing budget.

Risk Assessment

Listening to Calgarians and better understanding their needs, values, attitudes, and aspirations is critical, especially when seen through the Leadership Strategic Plan's mandate to lead in accountability and transparency and engage citizens in the conversations about Calgary's future. As such, this research provides insights into citizens' perspectives on many issues and challenges facing Calgarians every day. Not seeing or hearing these perspectives can present a great risk to The City.

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Page 3 of 3**

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REASON(S) FOR RECOMMENDATION(S):

The 2017 Citizen Satisfaction Survey Results provide a snapshot of citizens' opinions about The City's performance and provision of programs and services that can be used a context for decisions made by Council and Administration. The results are shared publically to foster transparency and accountability.

ATTACHMENT(S)

None