

Calgary



2017 Quality of Life and Citizen Satisfaction Survey

Presentation

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CITY OF CALGARY
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IN COUNCIL CHAMBER

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D. Stralavsky

2017 Quality of Life and Citizen Satisfaction Survey

CITY CLERK'S DEPARTMENT

Calgary

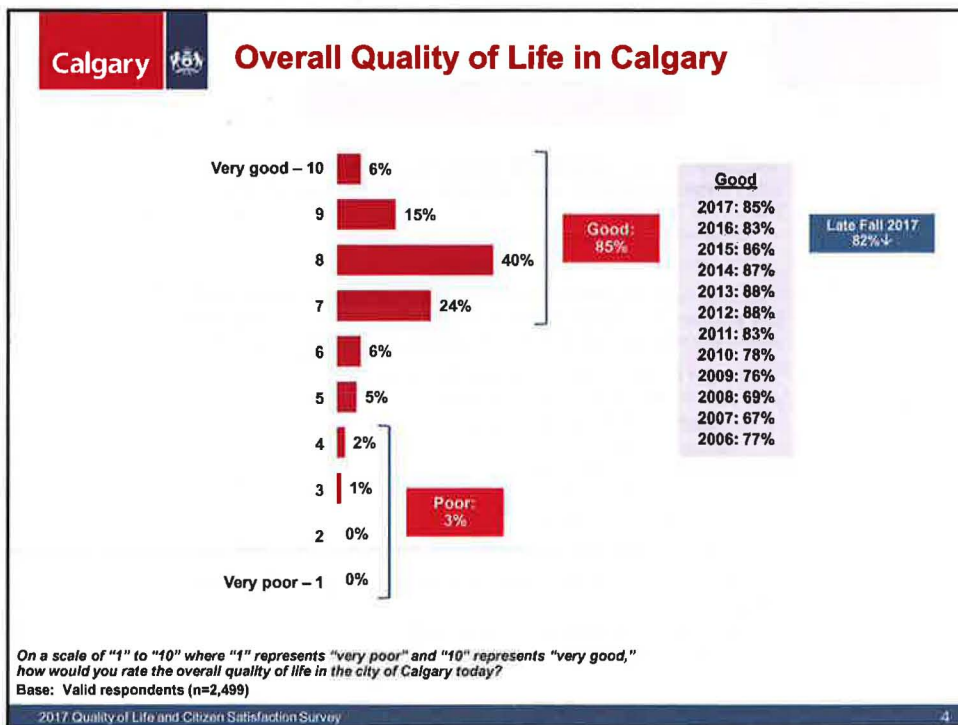
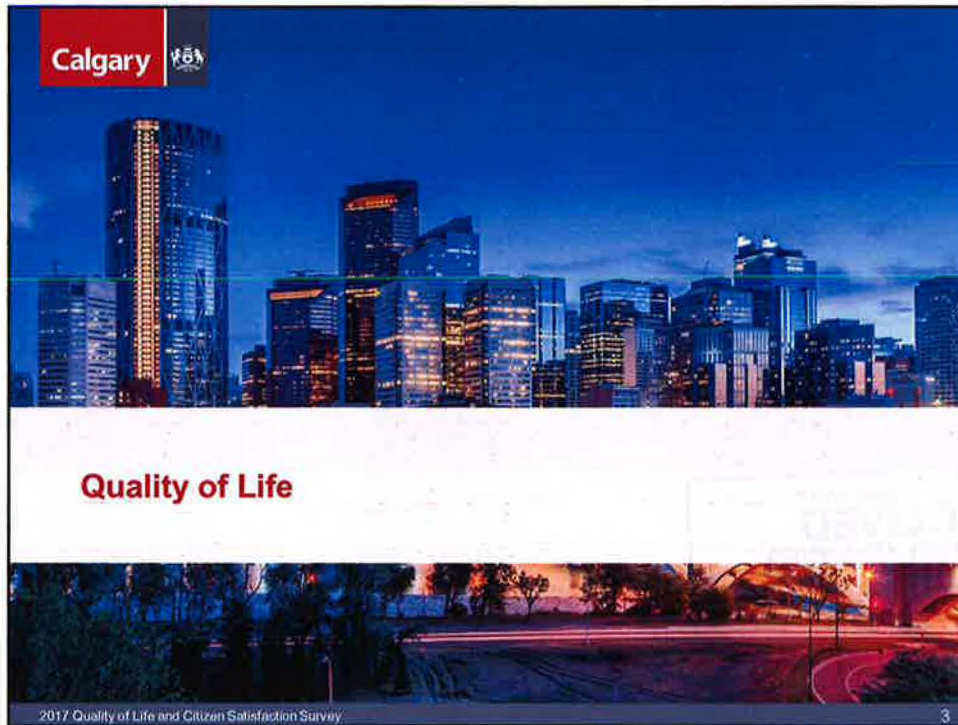


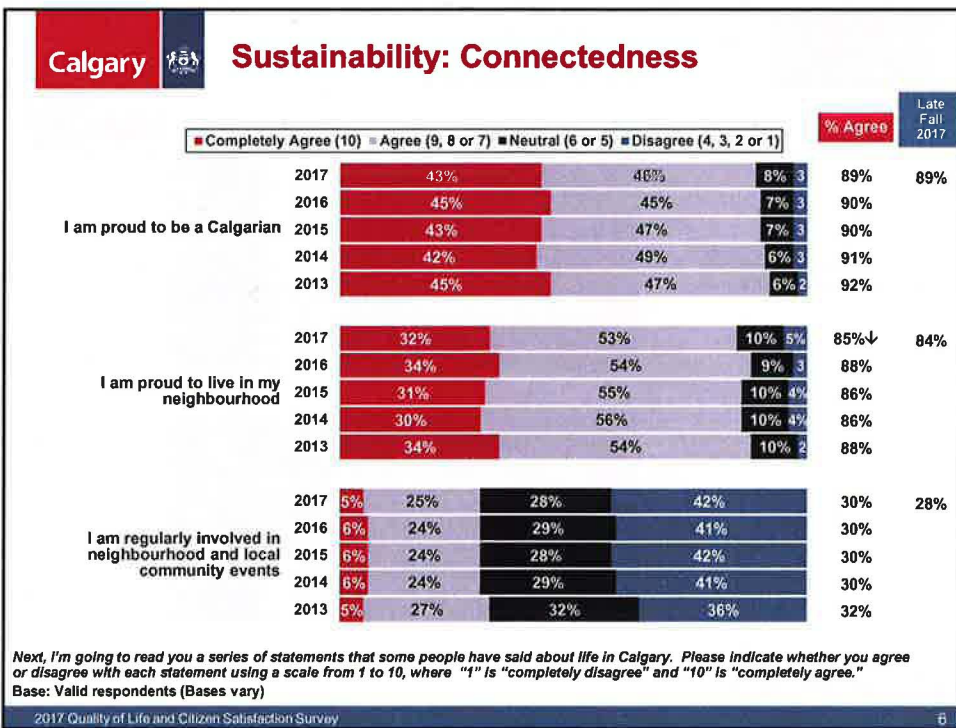
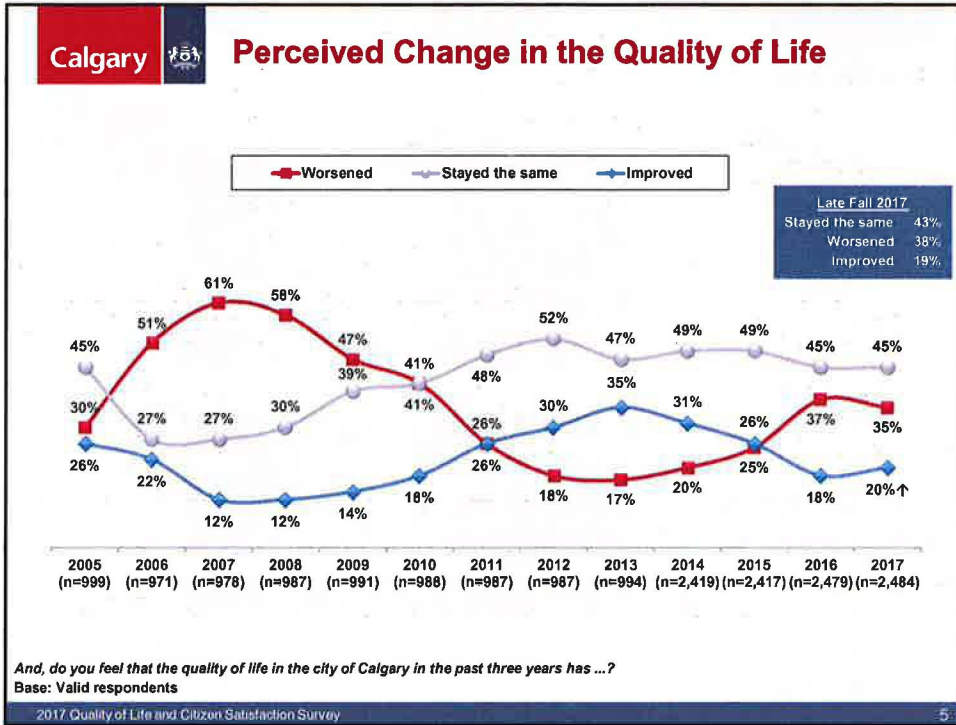
Methodology

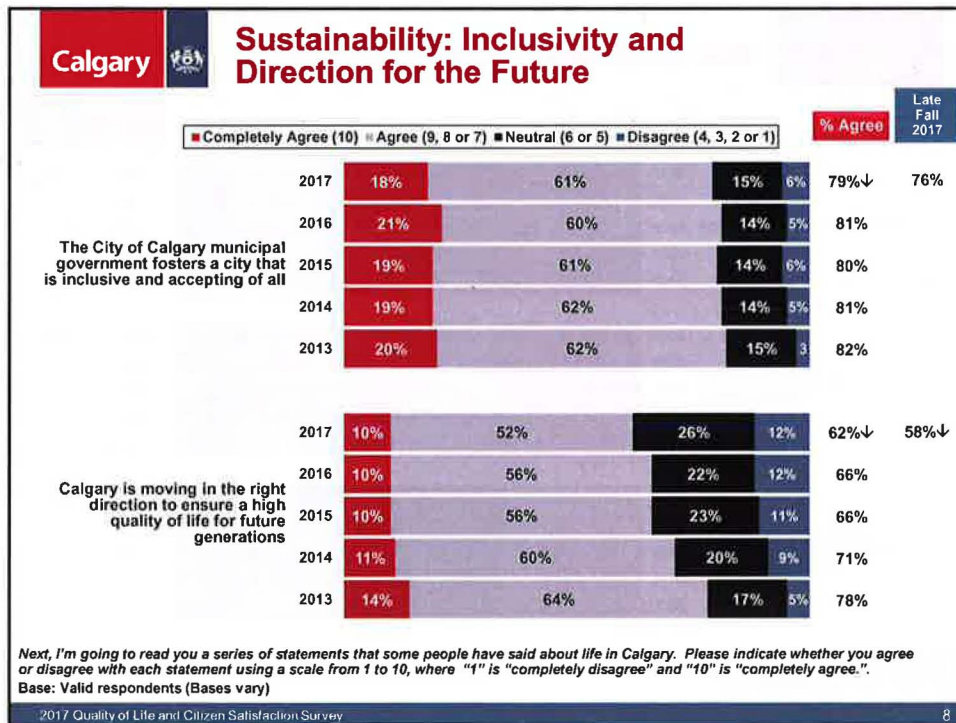
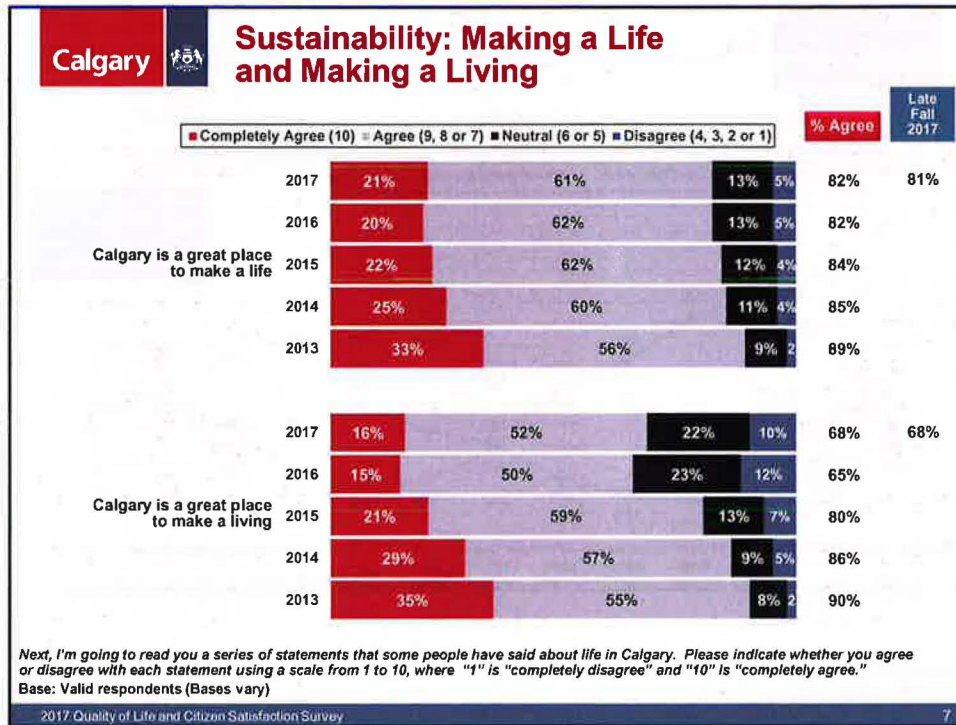
- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 16th and September 10th, 2017.
 - Both landline (70%) and cell phone (30%) sample were used.
 - The average interview length was 31 minutes.
- ❖ Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2016 Municipal and Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,500 is ± 2.0 percentage points, 19 times out of 20.
 - The margin of error by quadrant is as follows:
 - Northeast: n=465 (MOE ± 4.6)
 - Northwest: n=745 (MOE ± 3.6)
 - Southeast: n=583 (MOE ± 4.1)
 - Southwest: n=707 (MOE ± 3.7)
 - The sample size per ward ranged from n=156 (MOE ± 7.9) to n=210 (MOE ± 6.8).
- ❖ Where possible, results are compared to previous iterations of the Citizen Satisfaction survey.
 - \uparrow indicates number is significantly higher than 2016
 - \downarrow indicates number is significantly lower than 2016

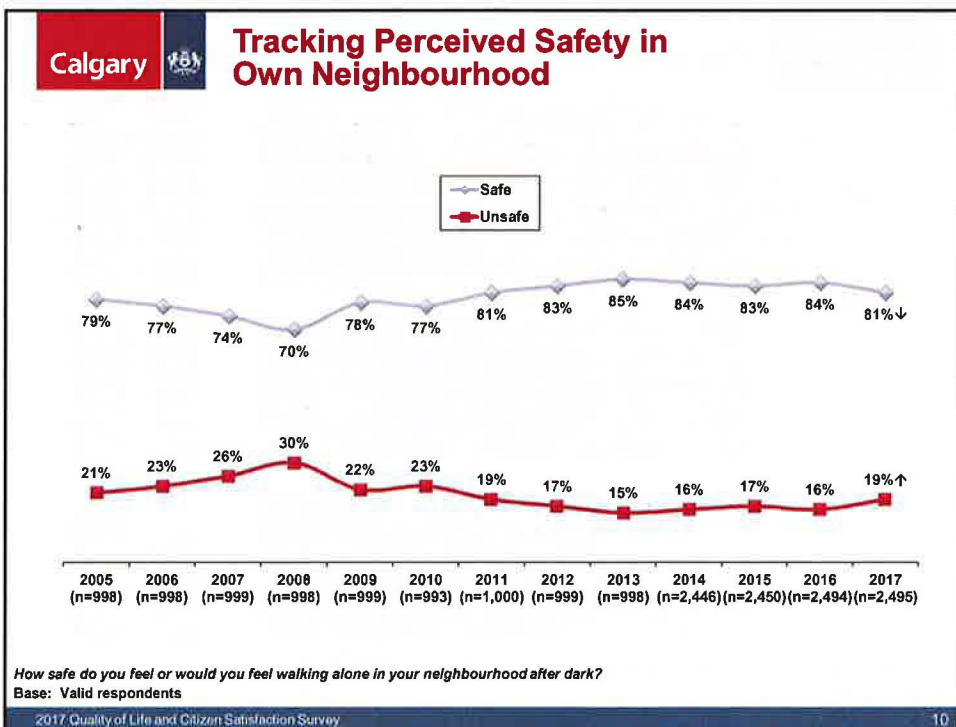
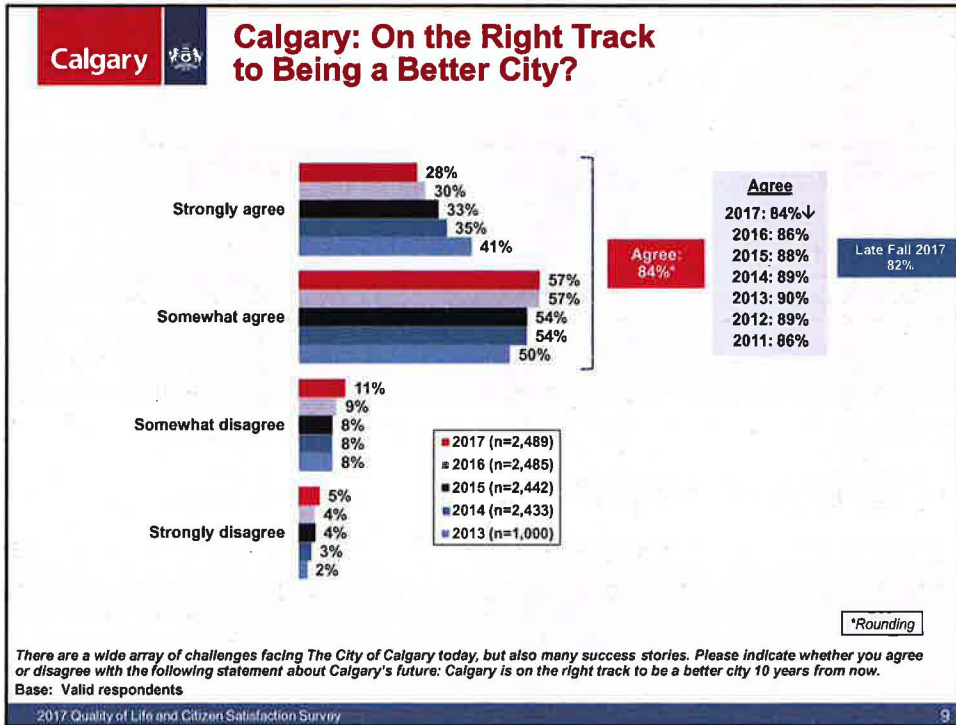
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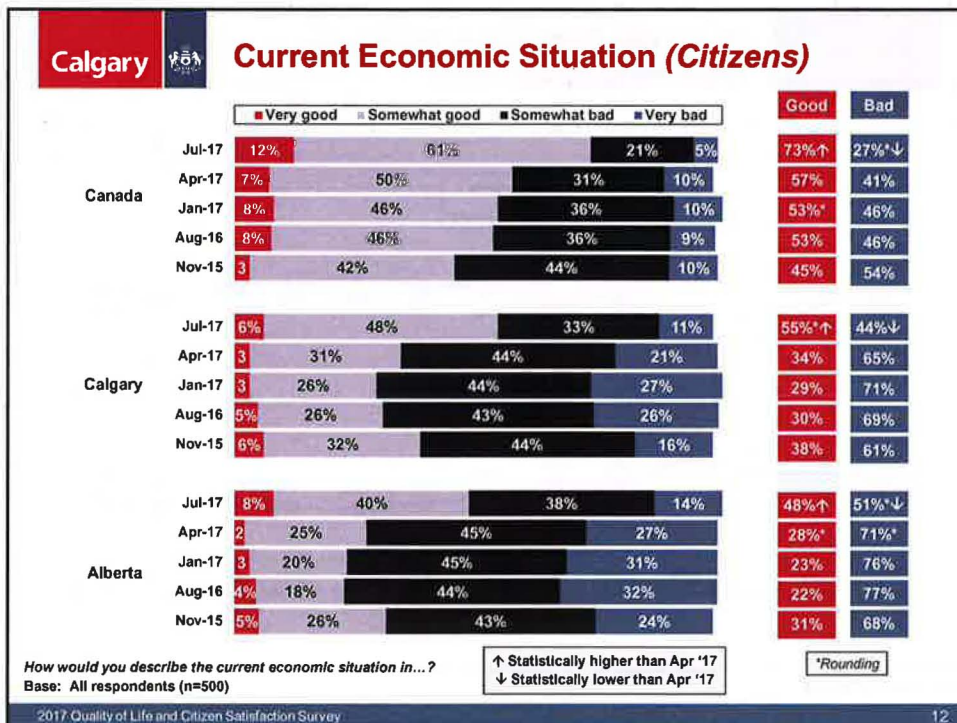
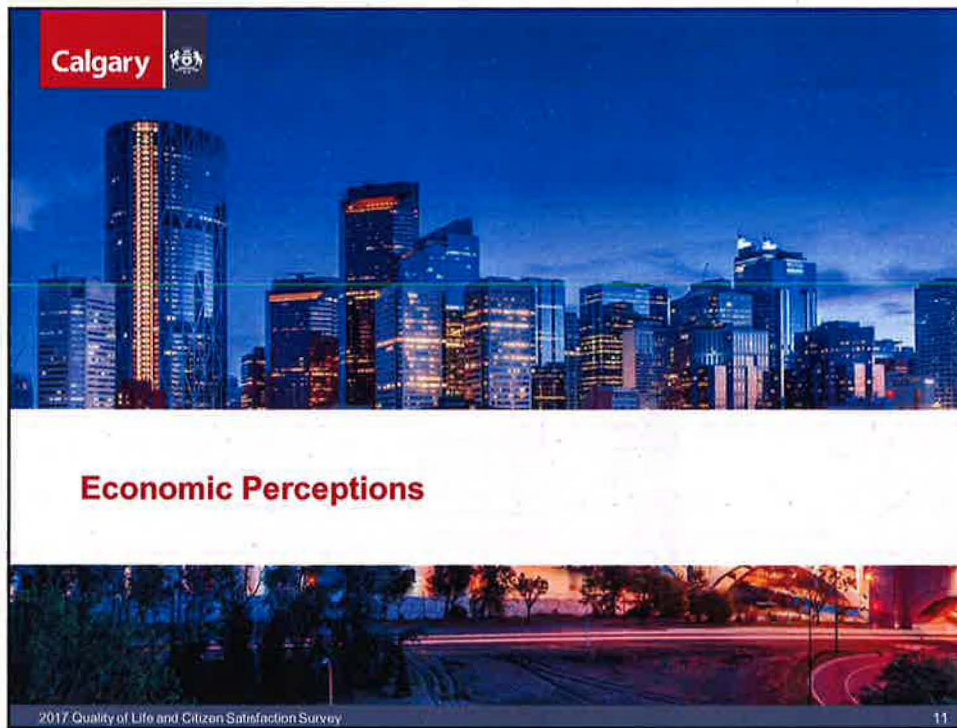
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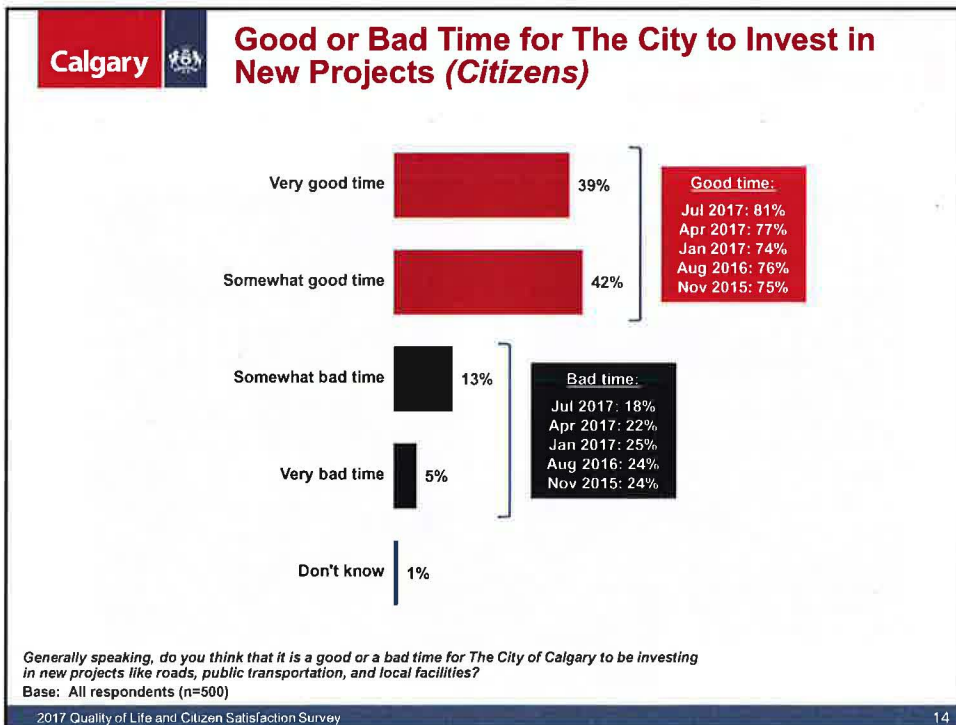
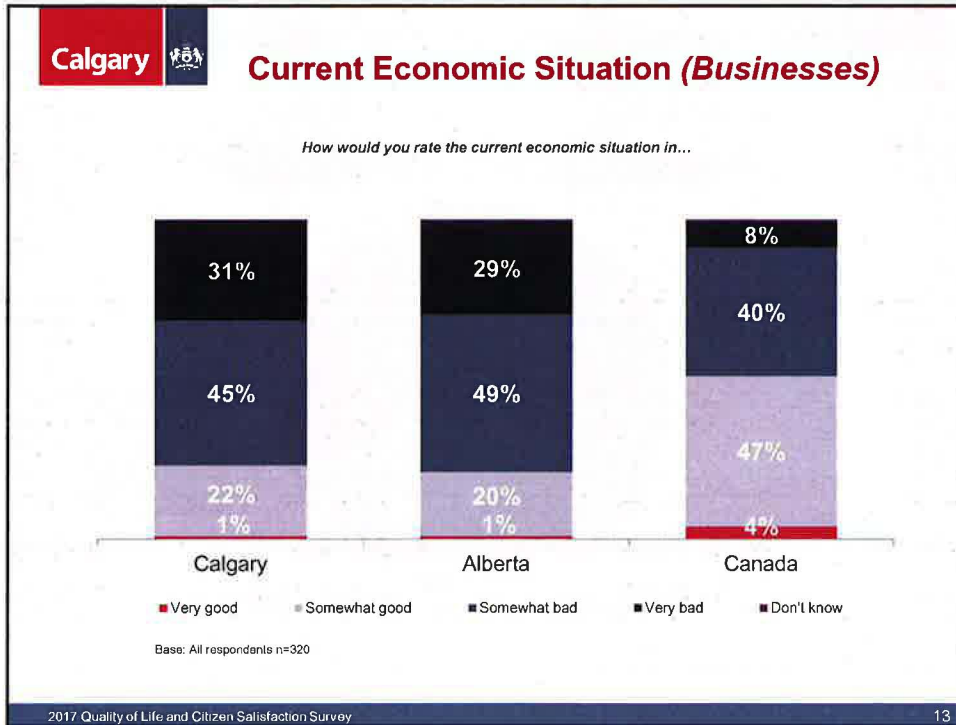














Calgary Context Regarding City Investment in New Projects

52%
Businesses
% agreement

70%
Citizens
% agreement

I **TRUST** The City of Calgary to make the right decisions to help our city through this economic downturn.

39%
Businesses
% agreement

70%
Citizens
% agreement

I have **CONFIDENCE** that The City of Calgary is working closely with the private sector to develop investment solutions that will strength our city's economy.



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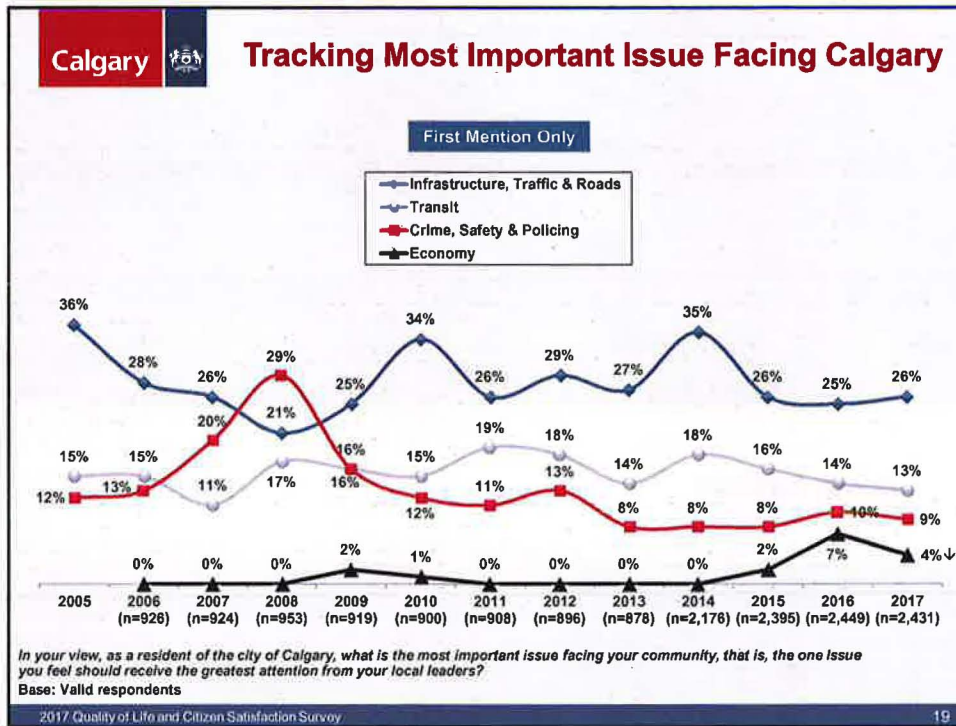
Calgary		Issue Agenda		Change 2016 – 2017
Multiple Responses	■ First Mention	■ Other Mentions		
Infrastructure, Traffic & Roads (NET)	26%	9%	35%	-
Traffic congestion	7%	3%	10%	-1
Infrastructure maintenance/improvement/development	1%	3%	5%	-1
Road conditions	1%	3%	7%	-2↓
(Lack of) snow removal	3%	1%	4%	+1
Transit (NET)	13%	6%	19%	-2
Public Transportation [incl. buses/ C-train/ poor service]	8%	3%	11%	-
Transportation (unspecified)	1%	3%	7%	-1
Crime, Safety & Policing (NET)	9%	4%	13%	-2
Crime [incl. breaking and entering/ gangs/ drug dealers, etc.]	5%	2%	7%	-1
Public safety	1%	2%	6%	-
Taxes (NET)	6%	2%	8%	-
Recreation (NET)	1%	3%	7%	-2↓
Environment & Waste Management (NET)	1%	3%	7%	+1
Economy (NET)	1%	2%	6%	-3↓
Budget & Spending (NET)	3%	2%	6%	+2↑
Education (NET)	1%	2%	6%	-1
Homelessness, Poverty & Affordable Housing (NET)	1%	3%	5%	+1
Growth & Planning (NET)	3%	1%	4%	-
Other	25%			
None	15%			

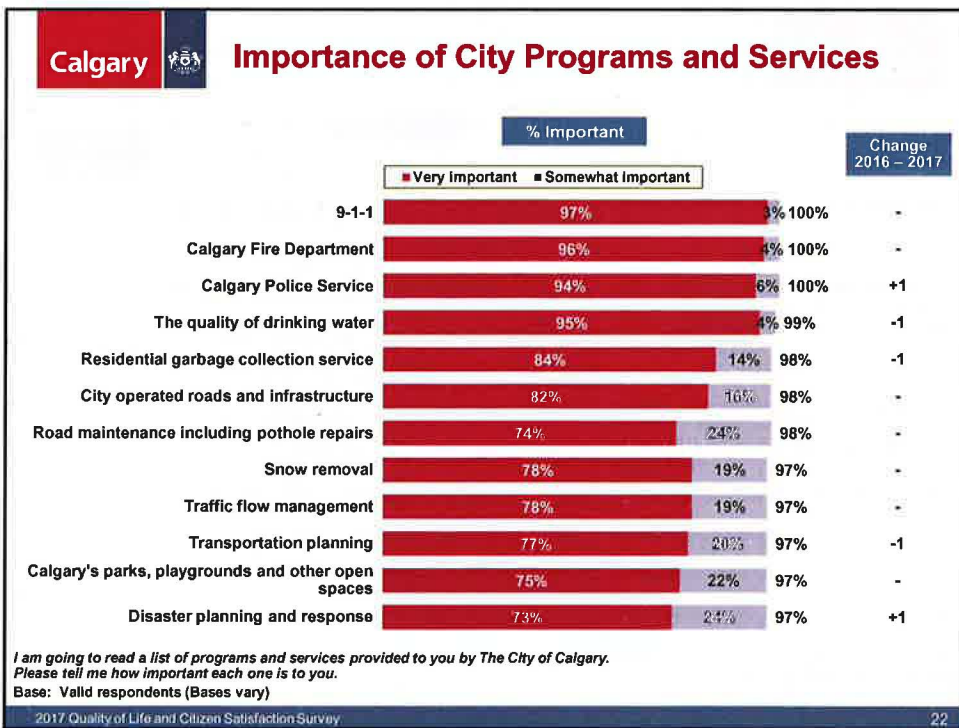
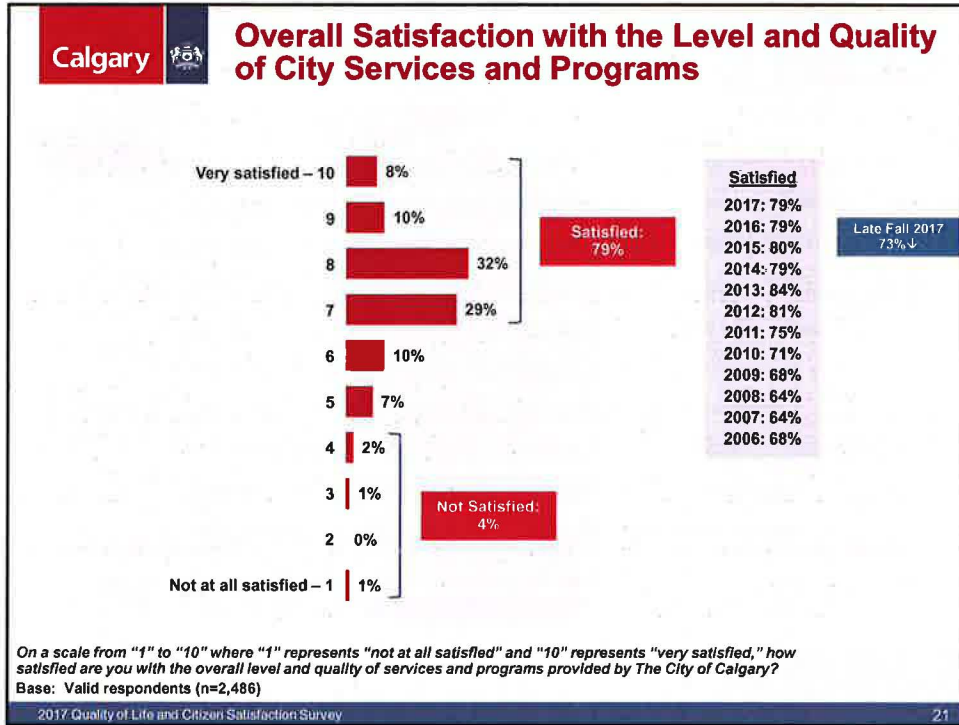
Total mentions <4% are not shown

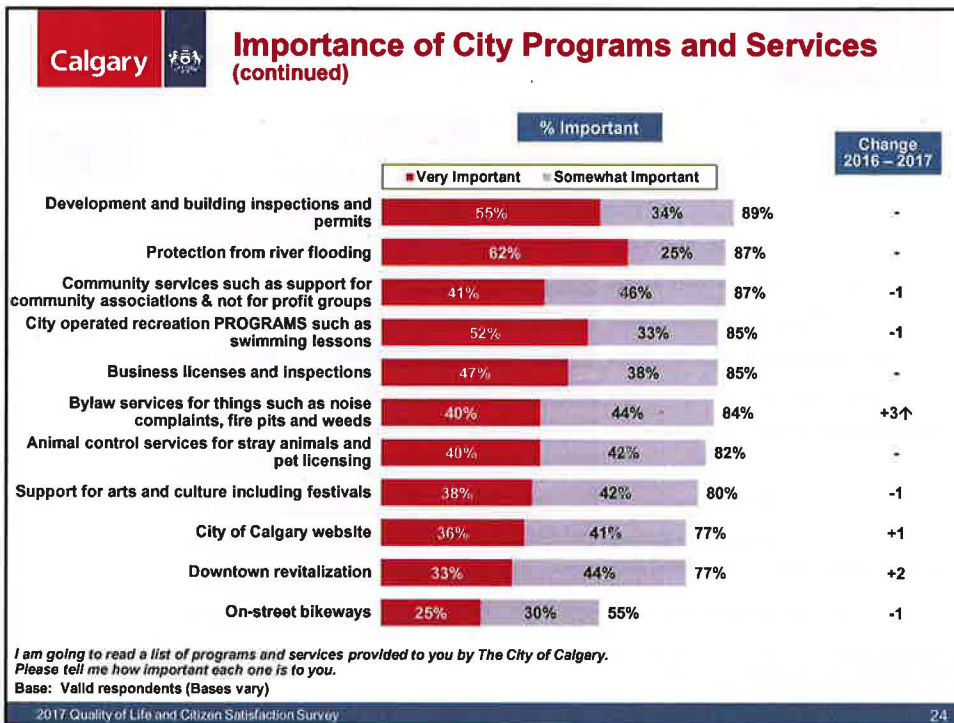
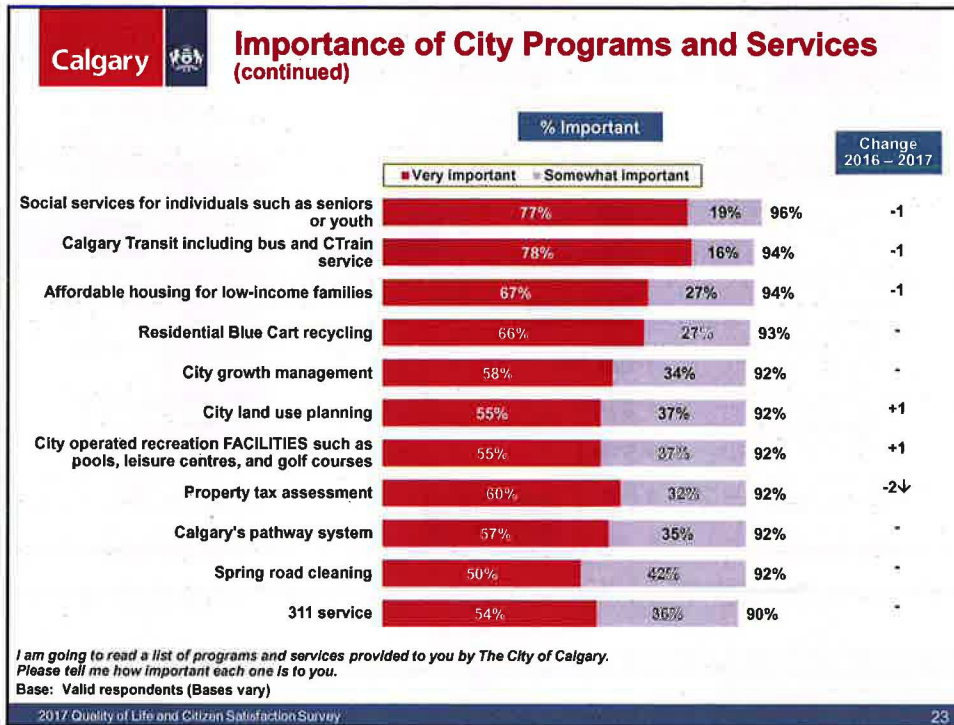
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

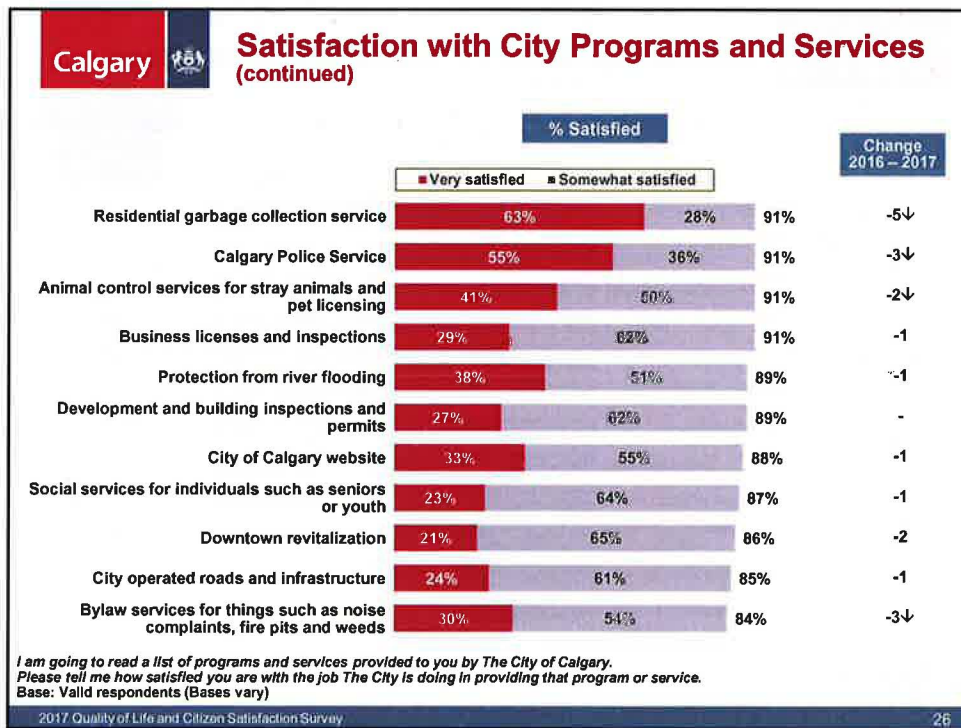
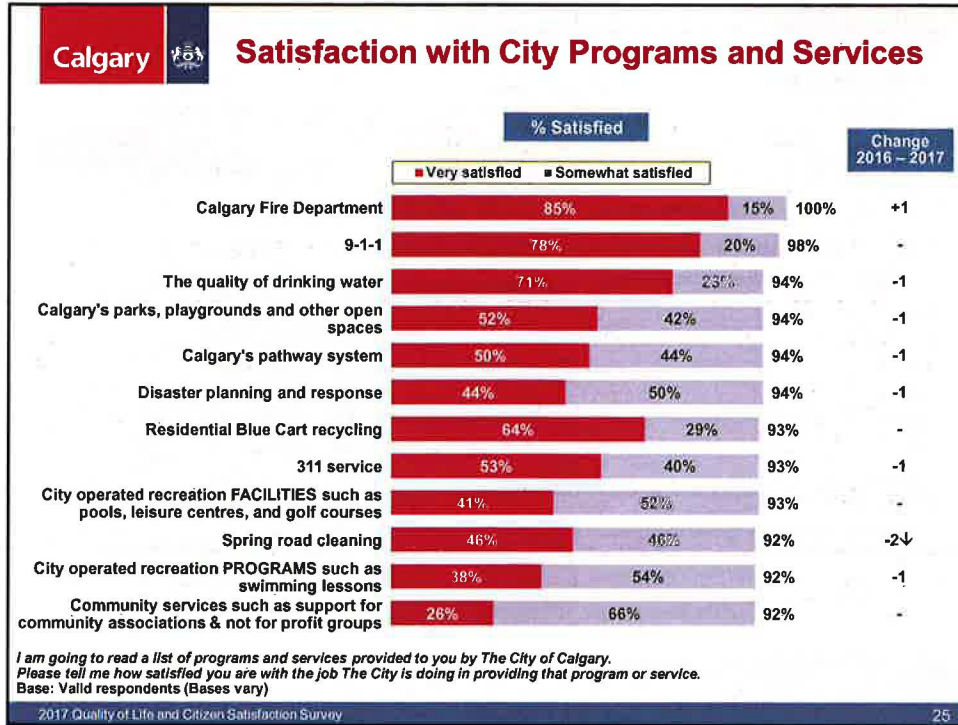
In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?
 Base: Valid respondents (n=2,441)

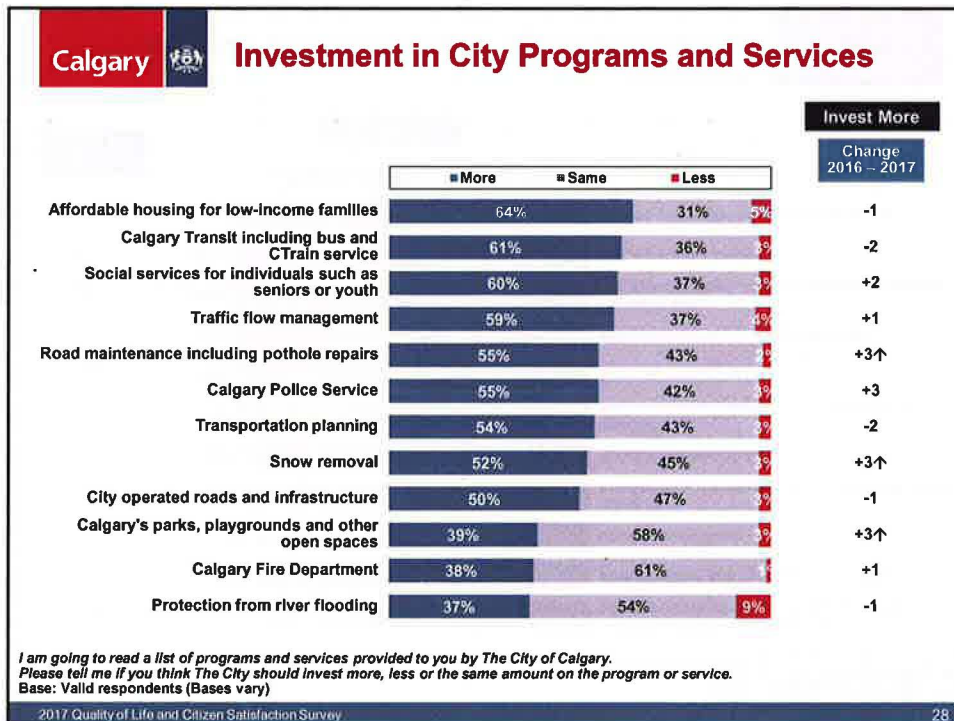
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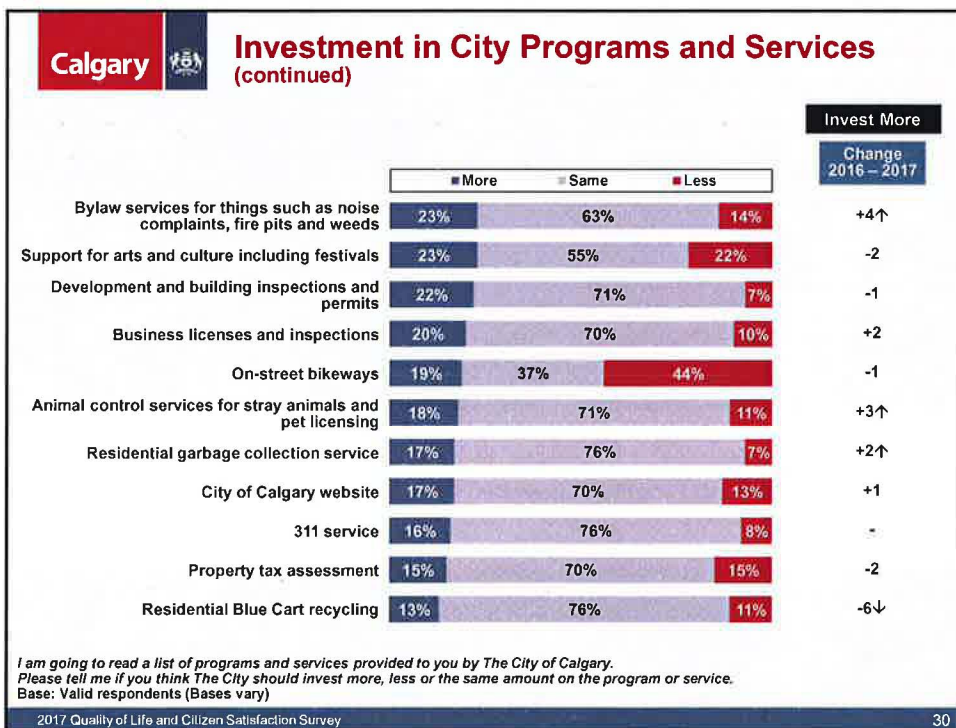
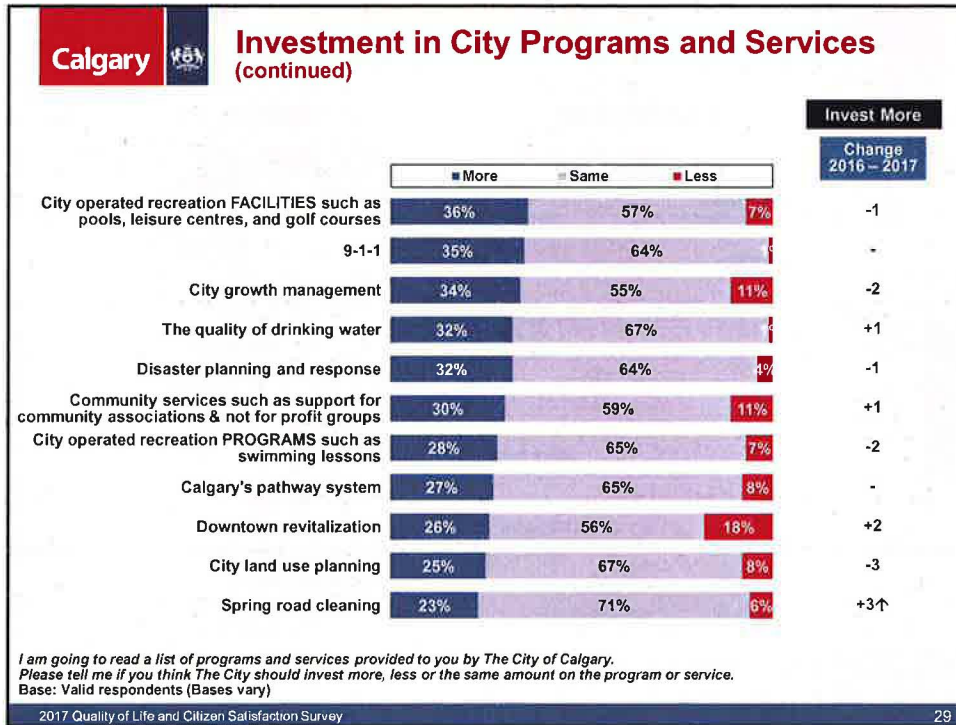


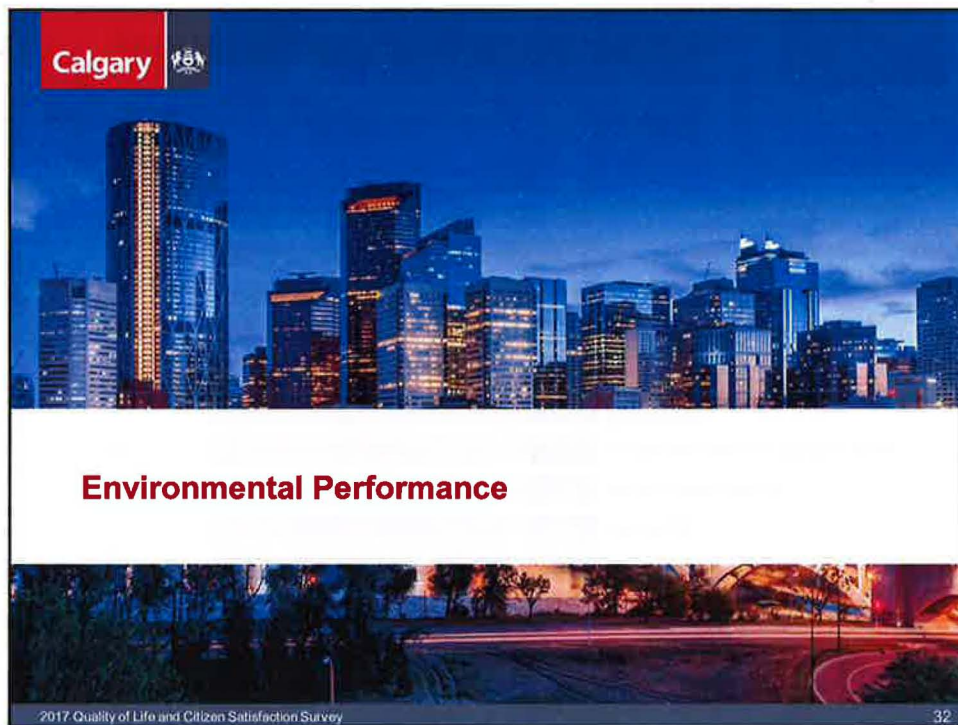
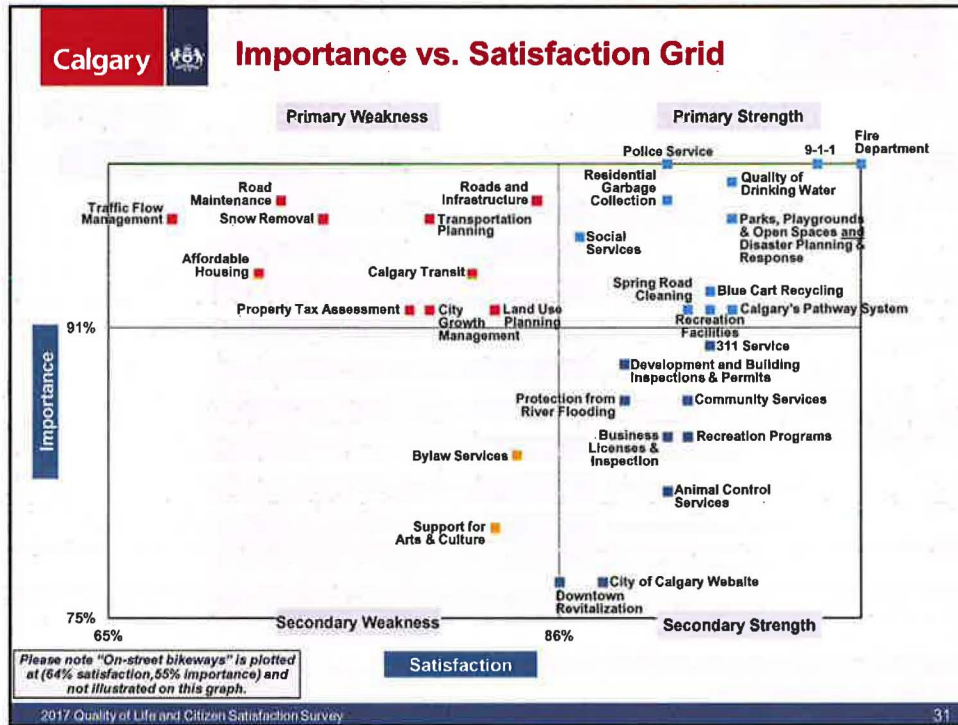


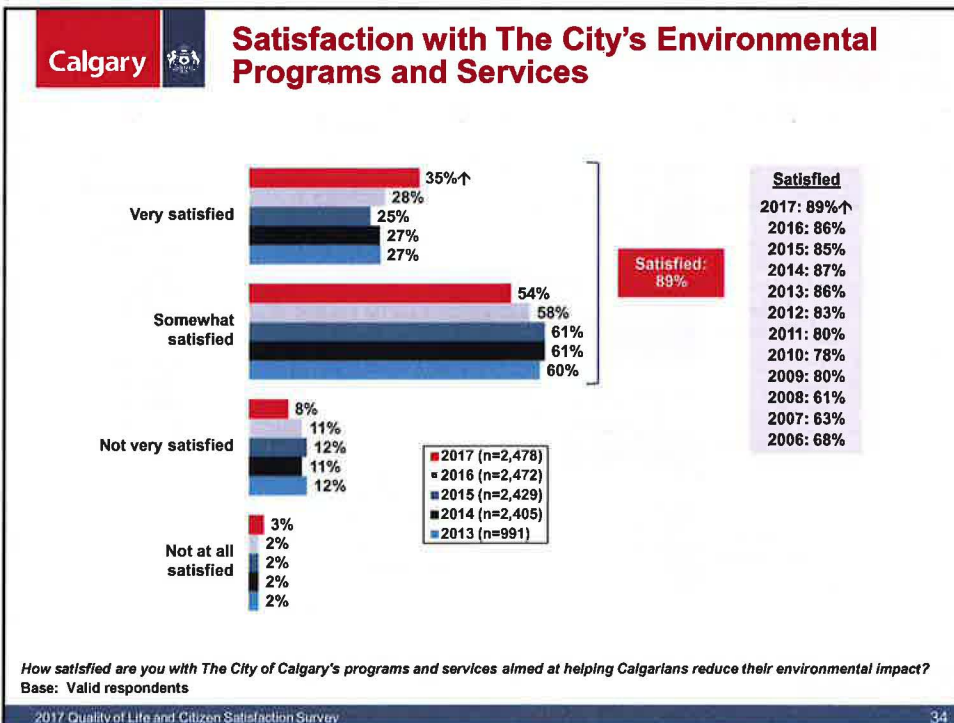
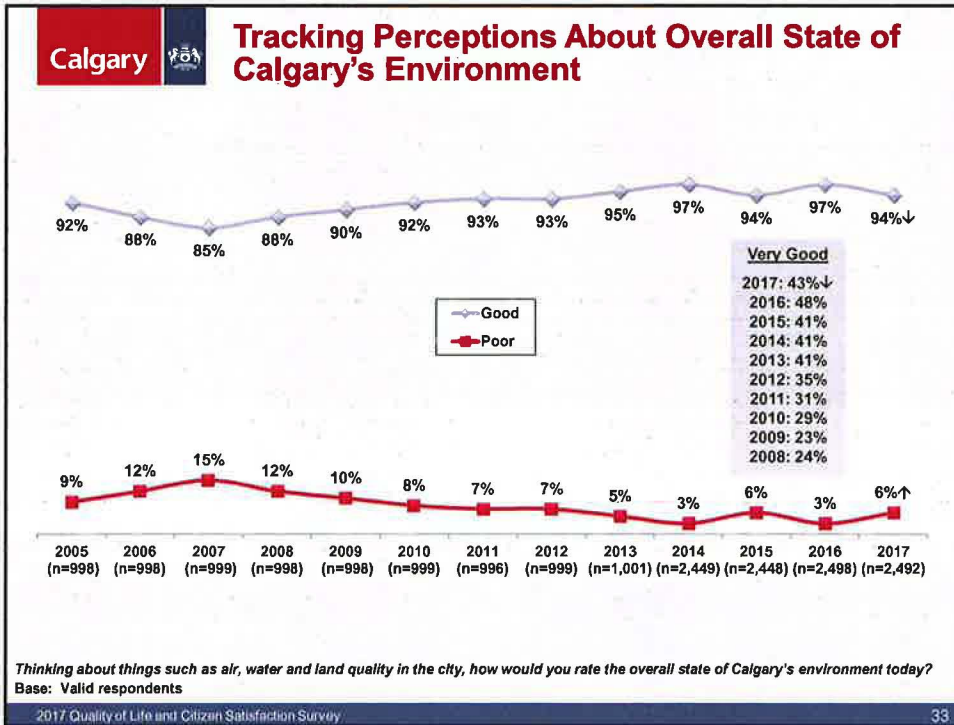


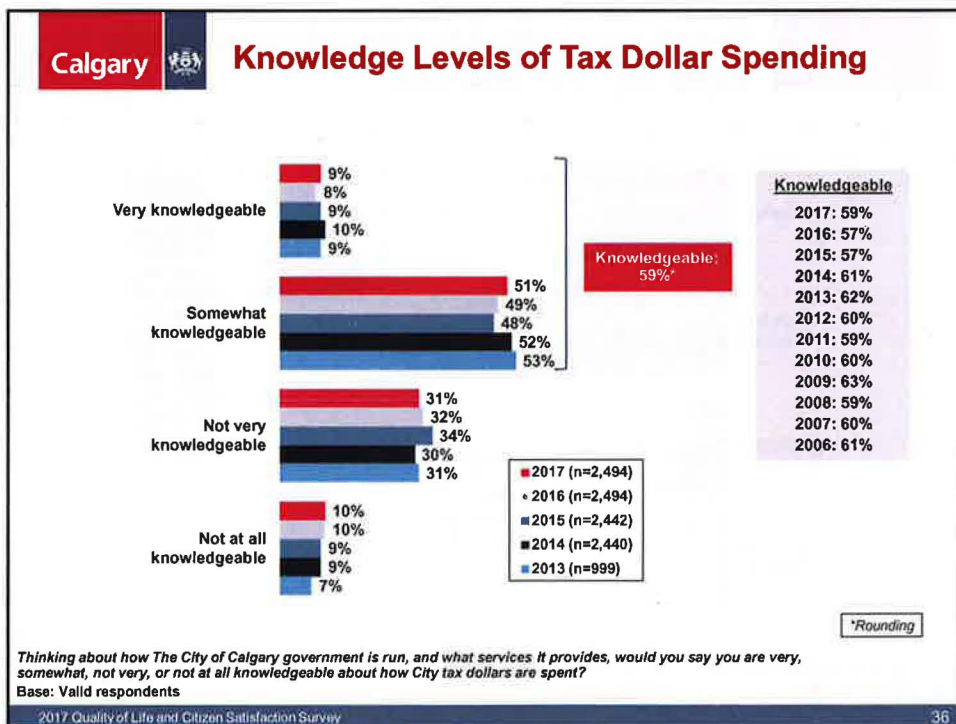
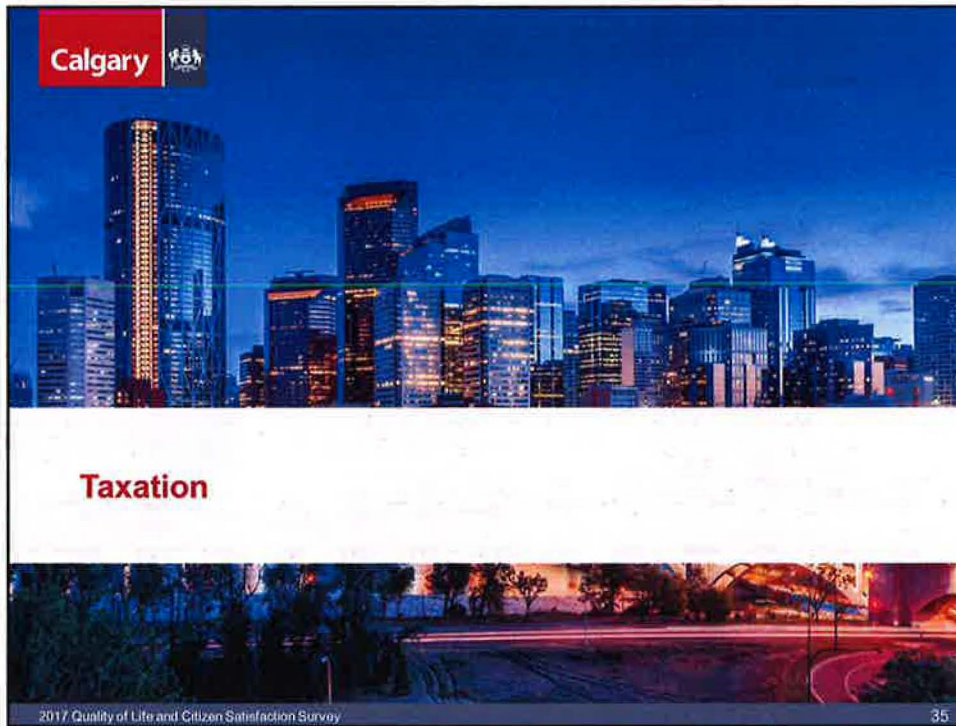


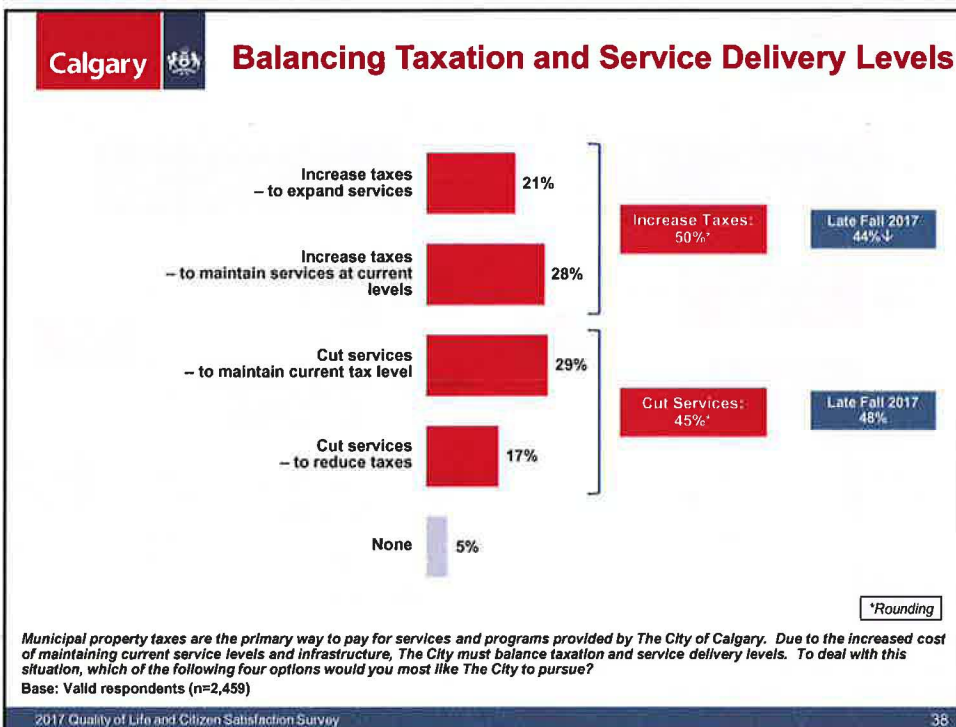
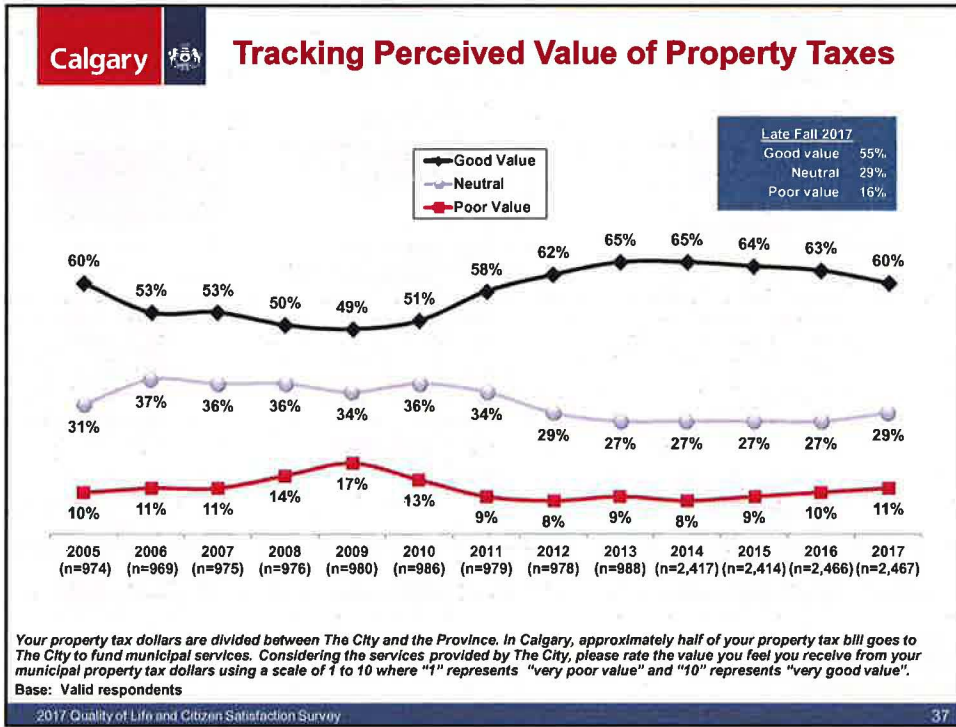


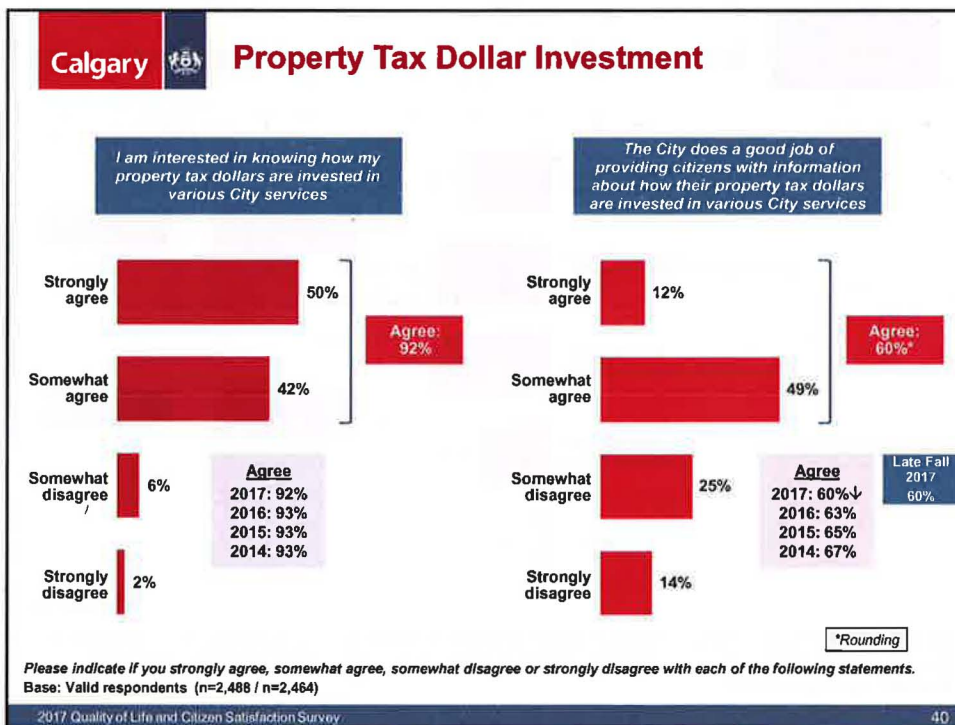
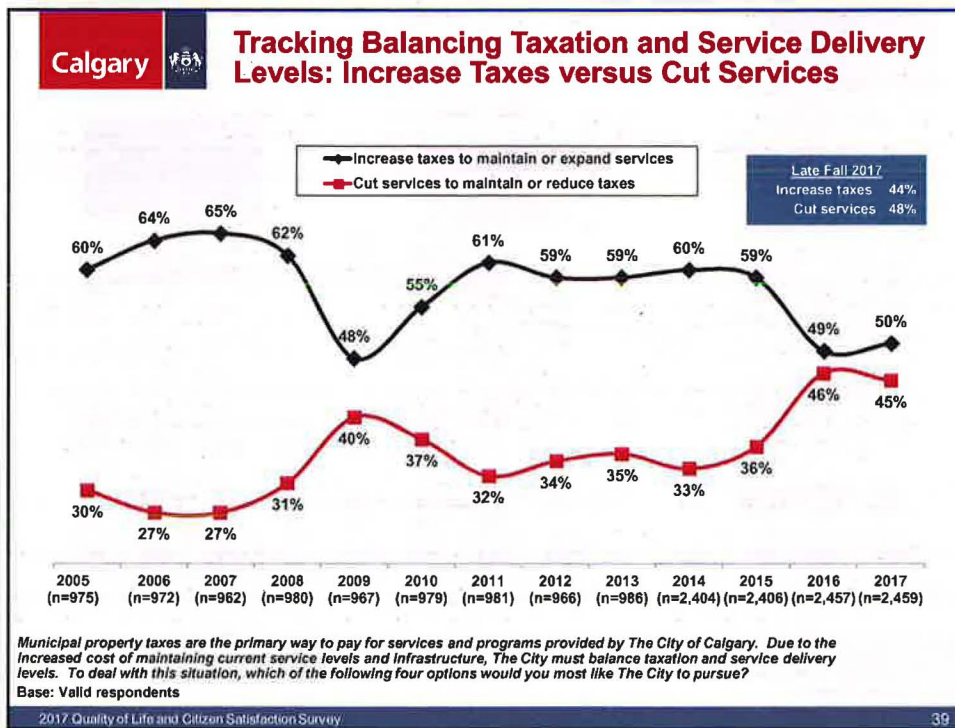















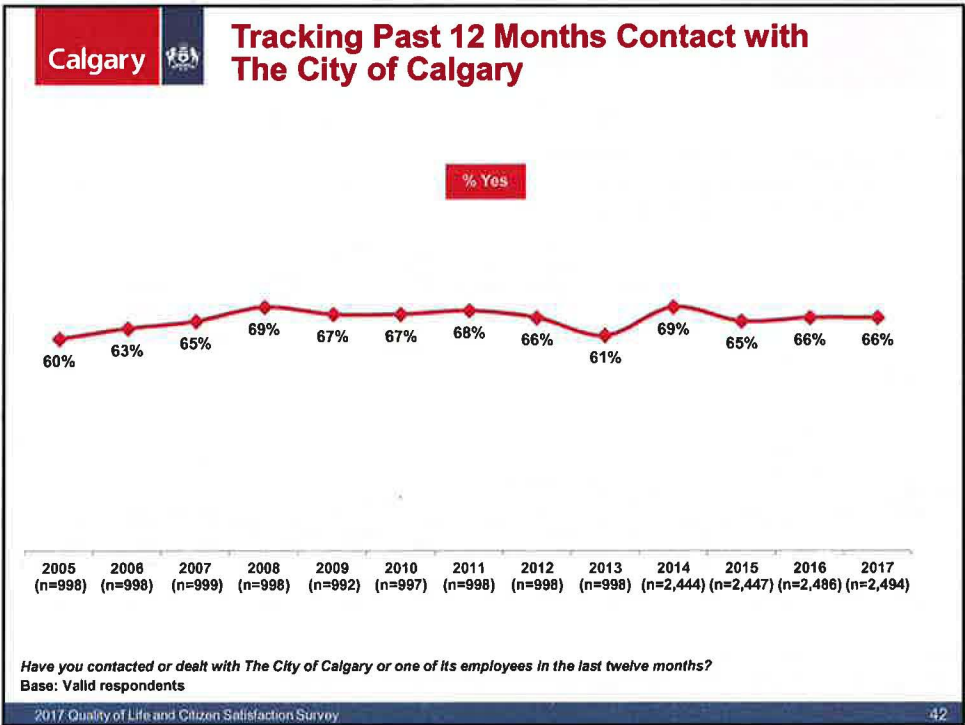
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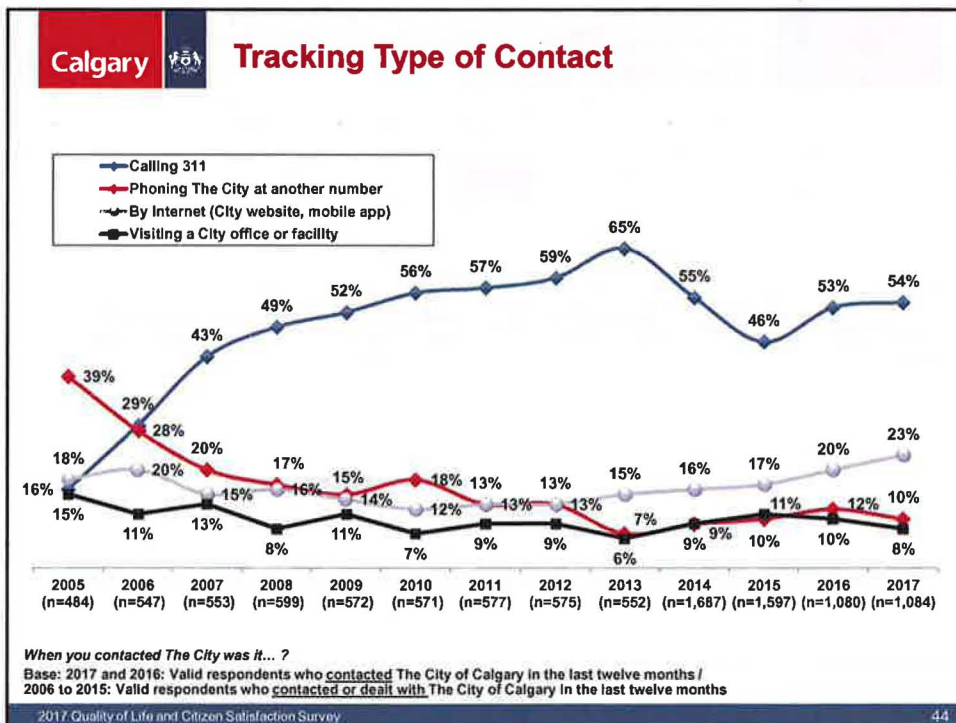
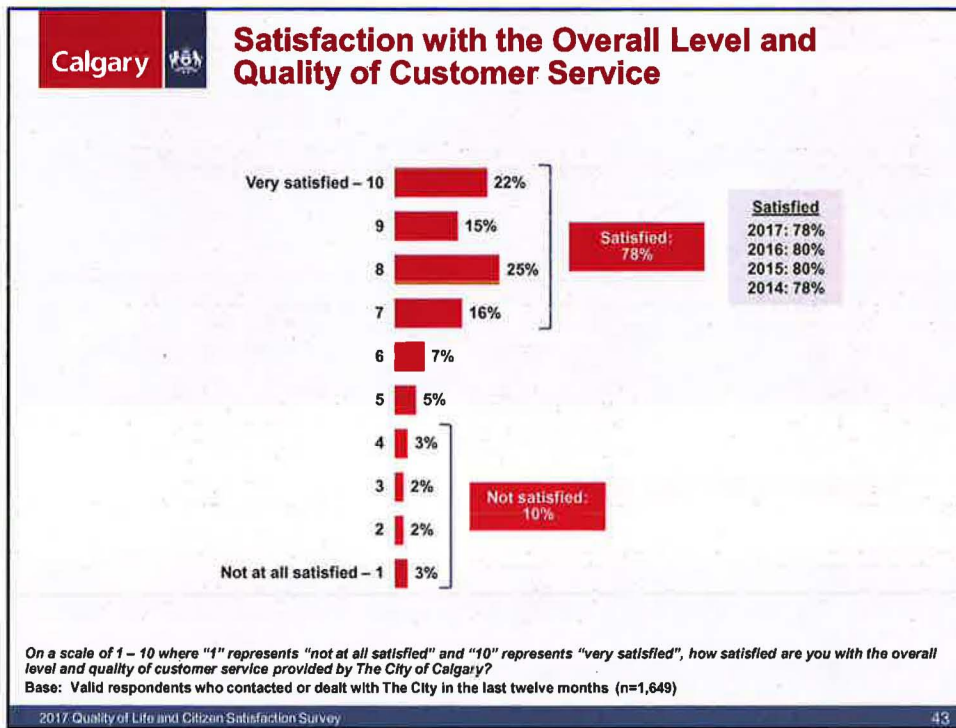


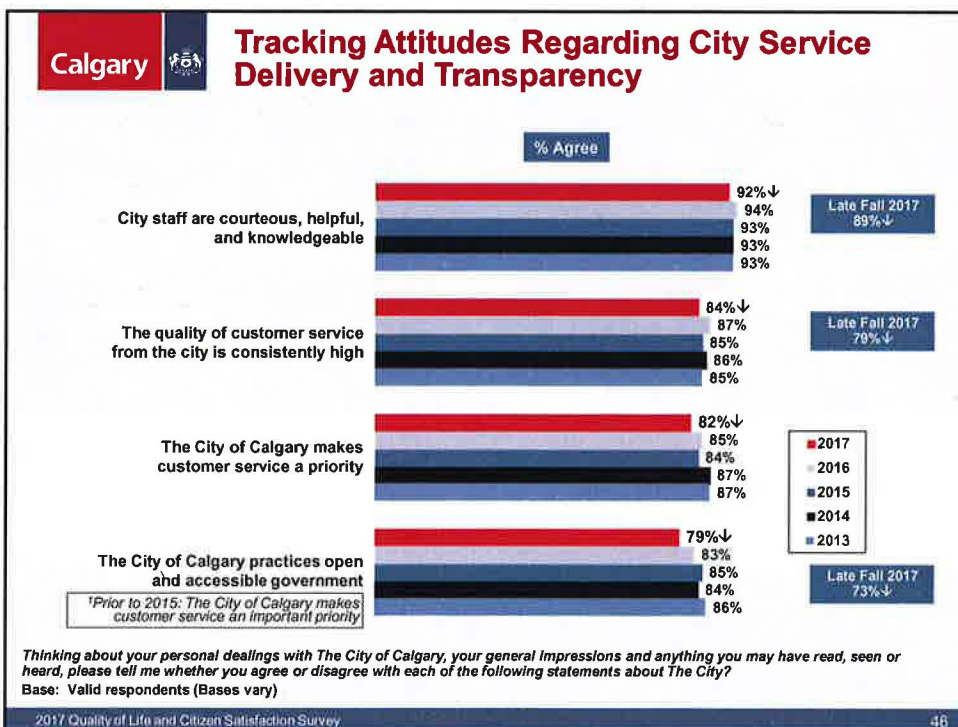
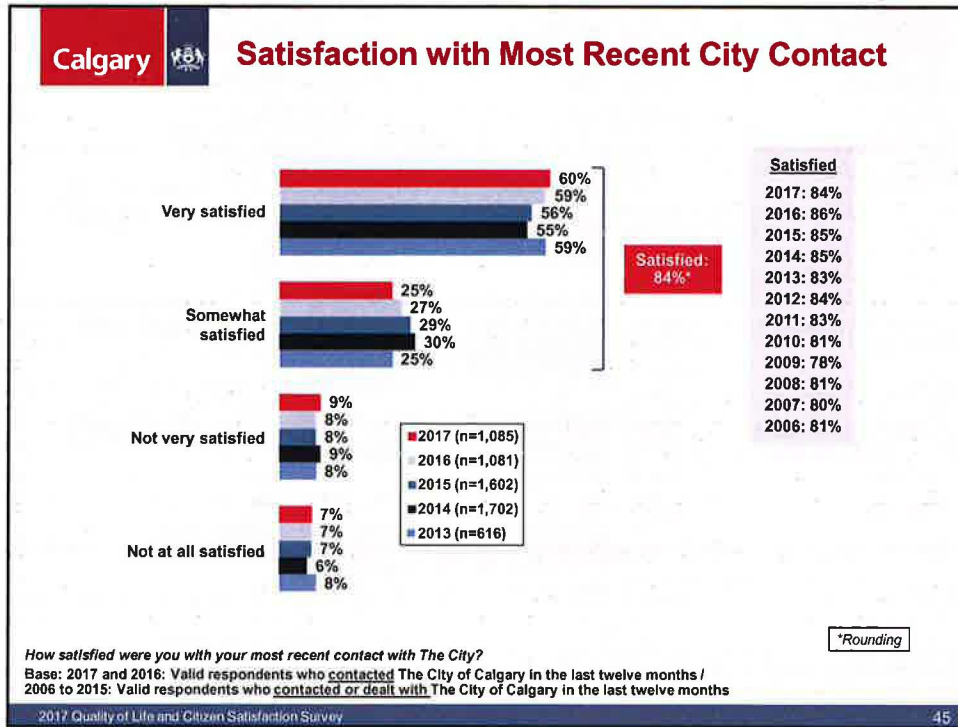
Contact with The City

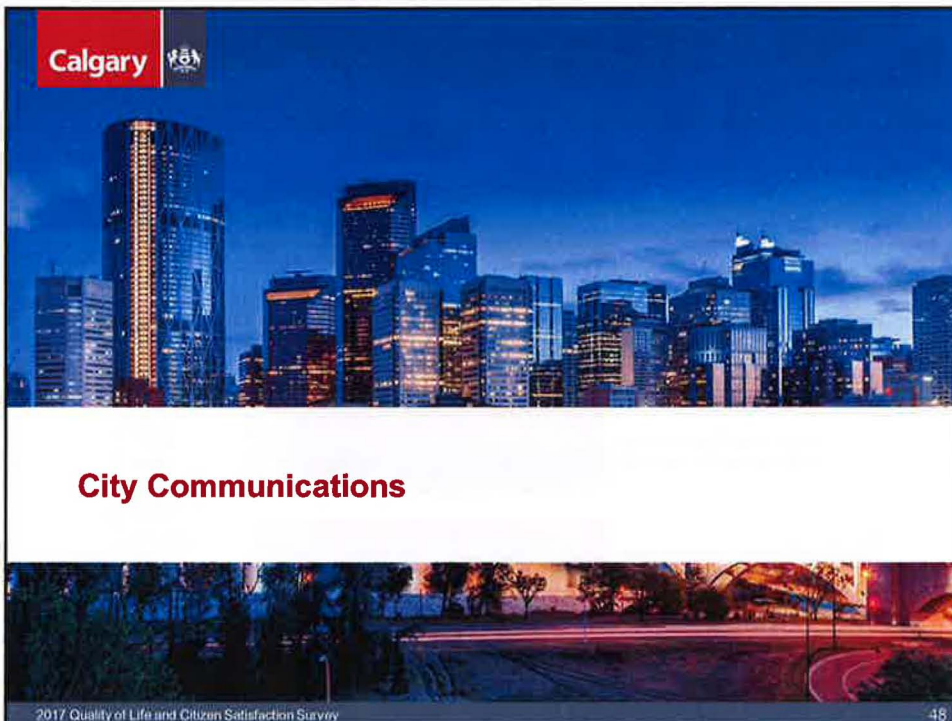
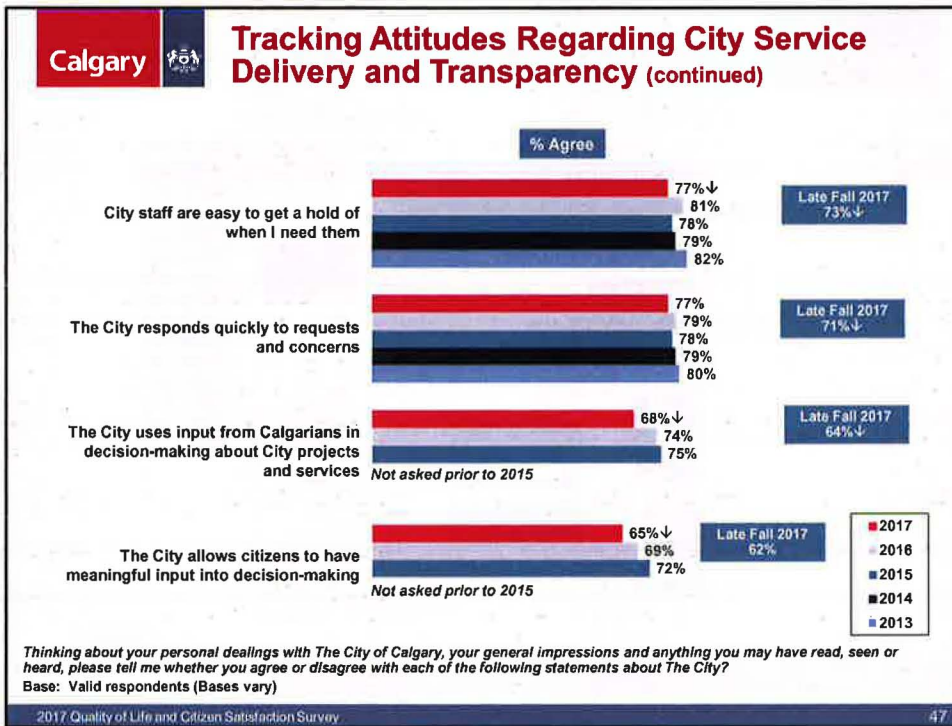


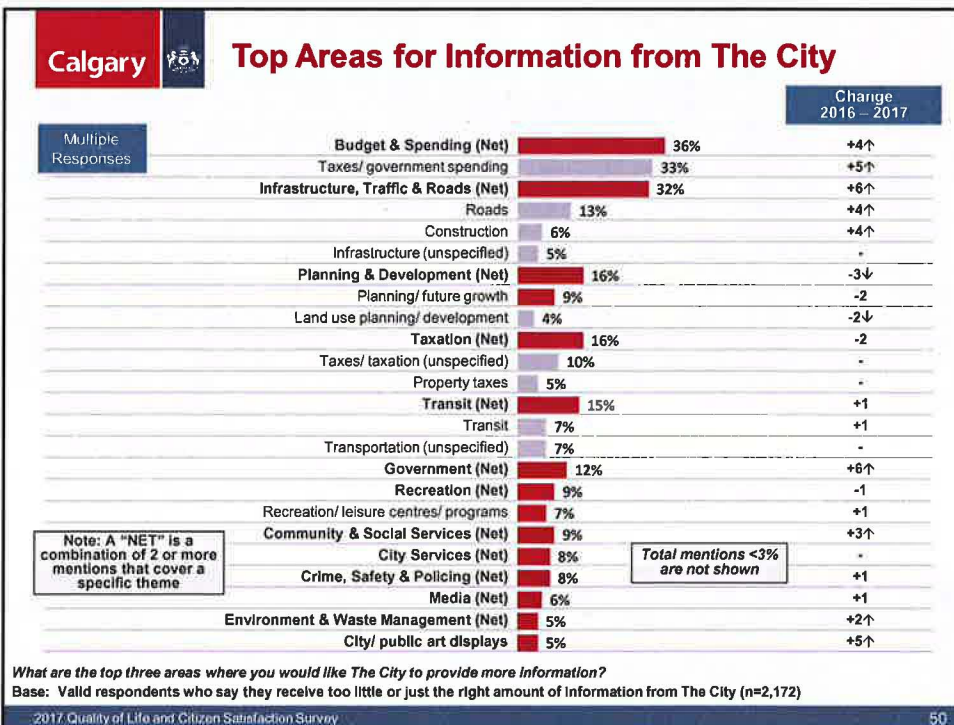
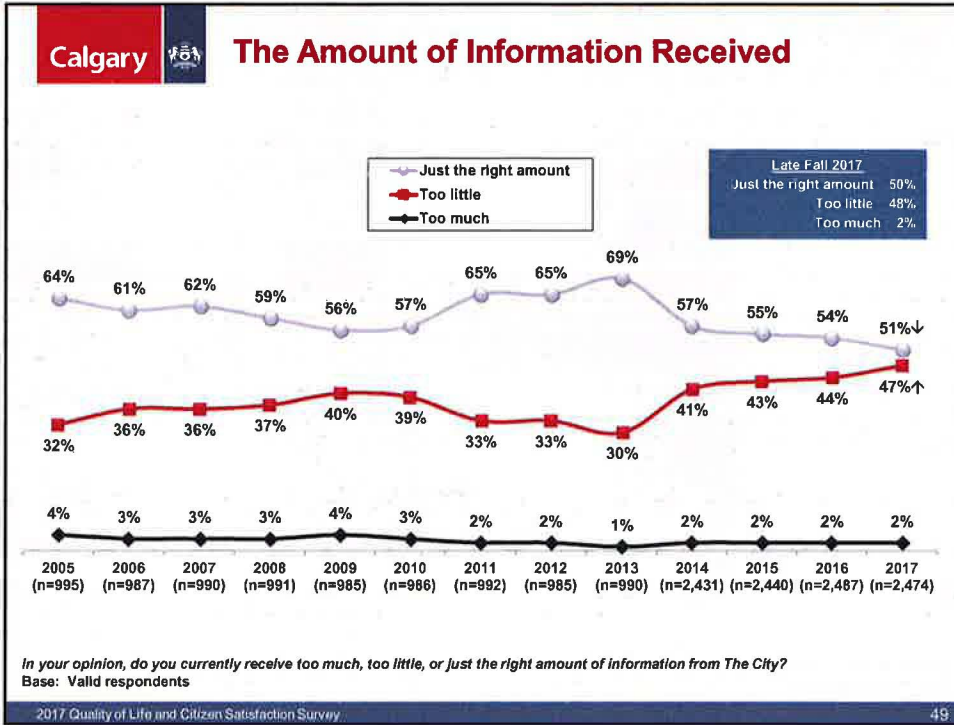
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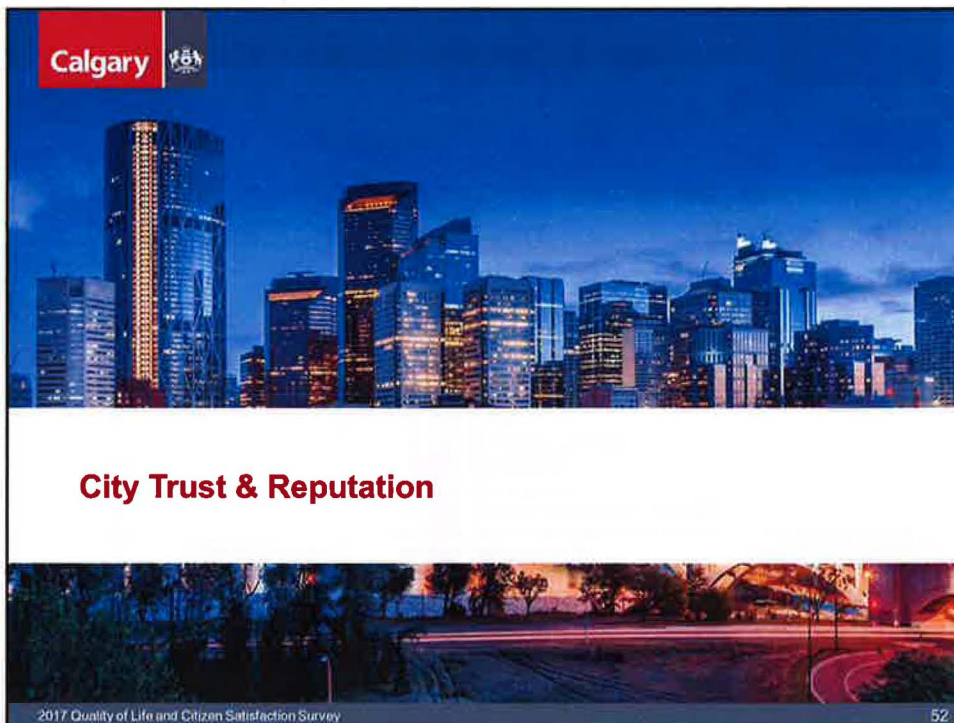
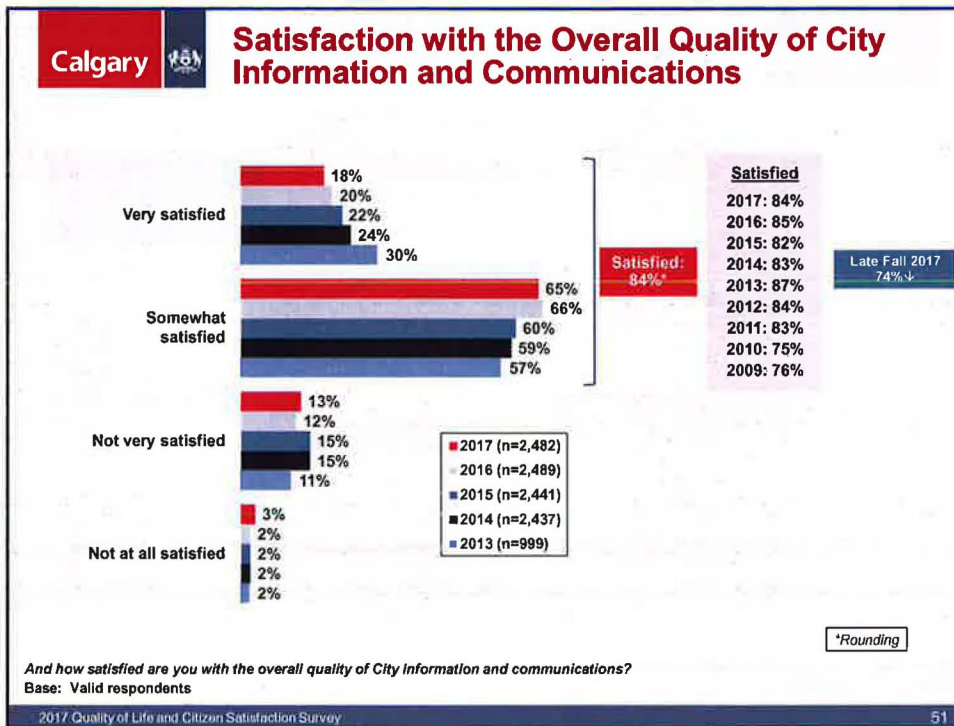







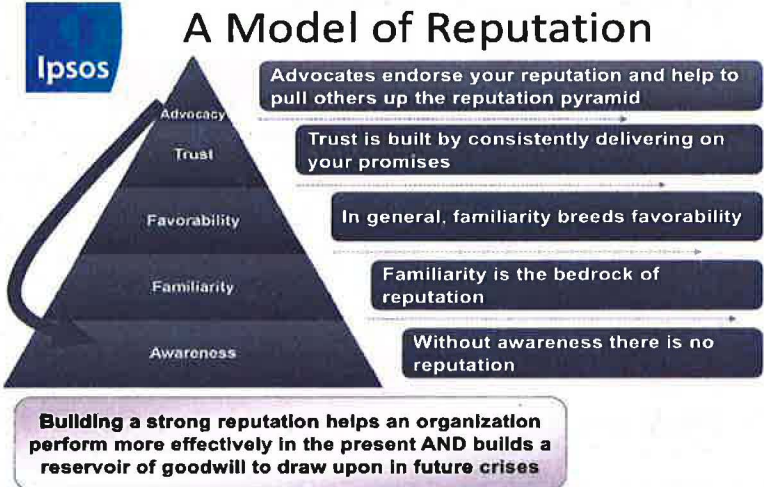






Calgary  **Ipsos Reputation Model**

A Model of Reputation



Advocates endorse your reputation and help to pull others up the reputation pyramid

Trust is built by consistently delivering on your promises


In general, familiarity breeds favorability

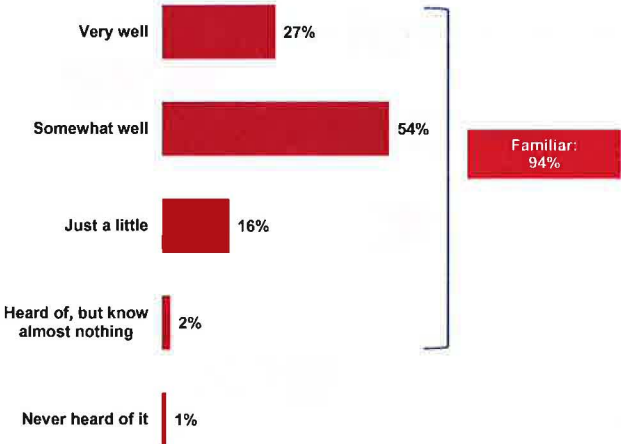
Familiarity is the bedrock of reputation

Without awareness there is no reputation

Building a strong reputation helps an organization perform more effectively in the present AND builds a reservoir of goodwill to draw upon in future crises

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Calgary  **Familiarity** Late Fall 2017

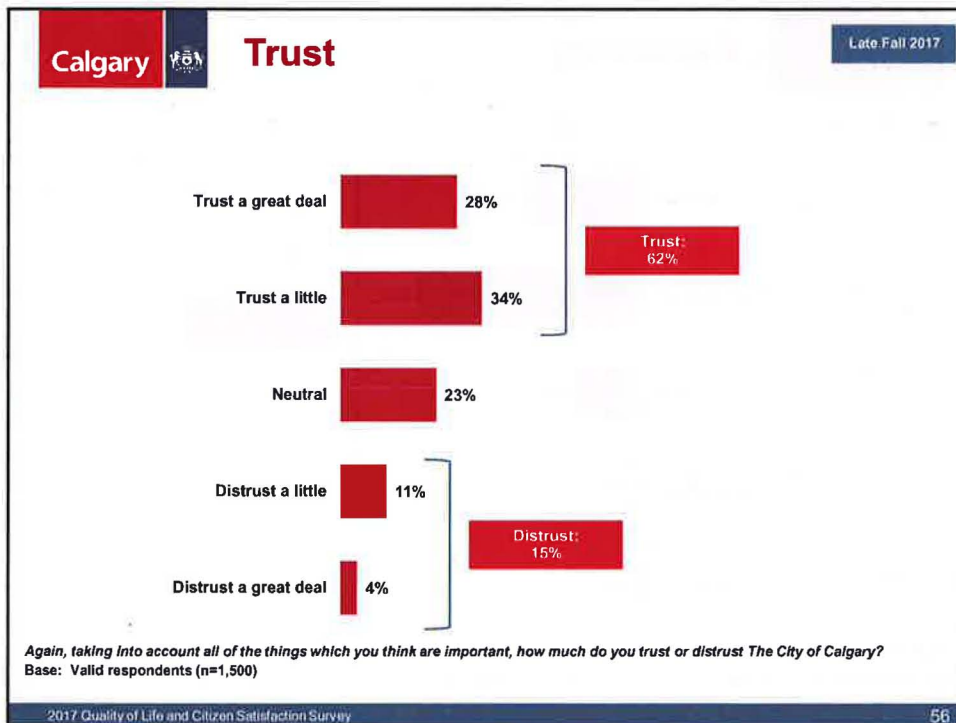
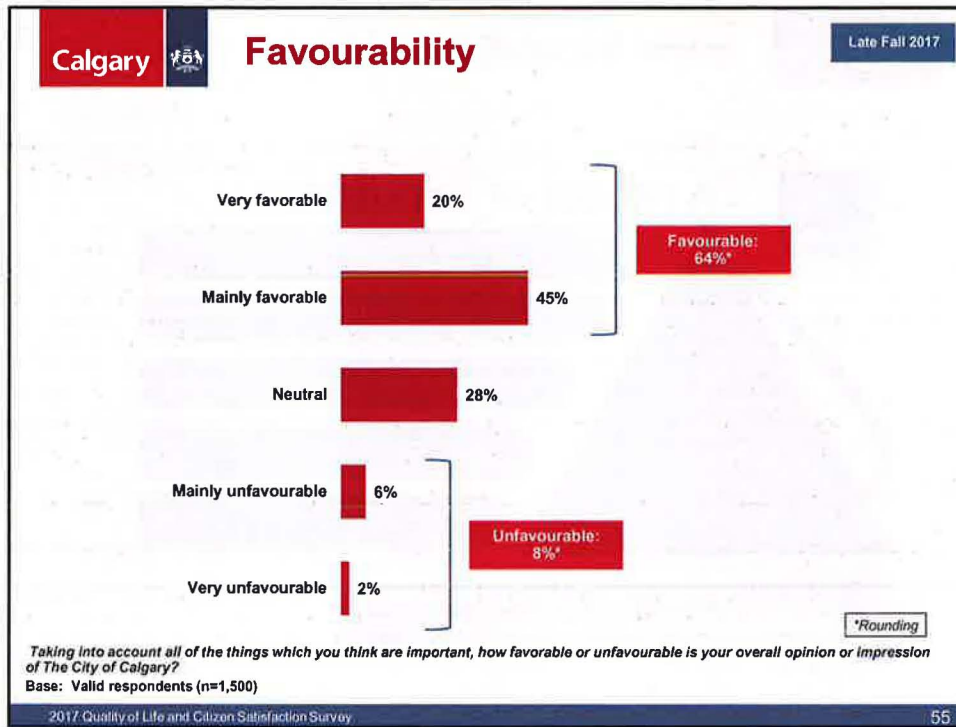


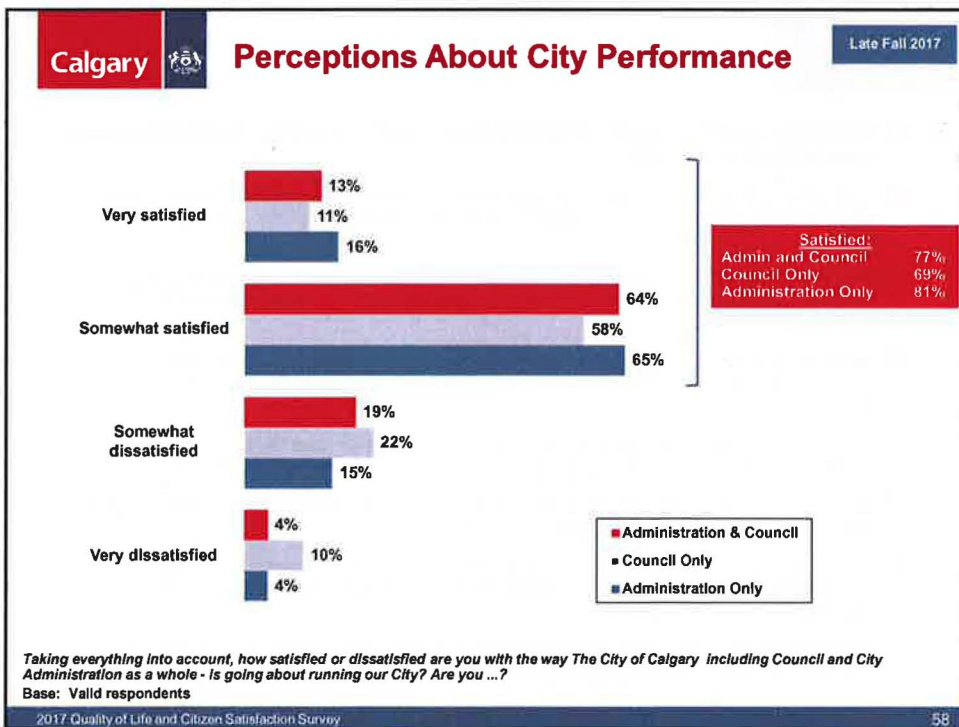
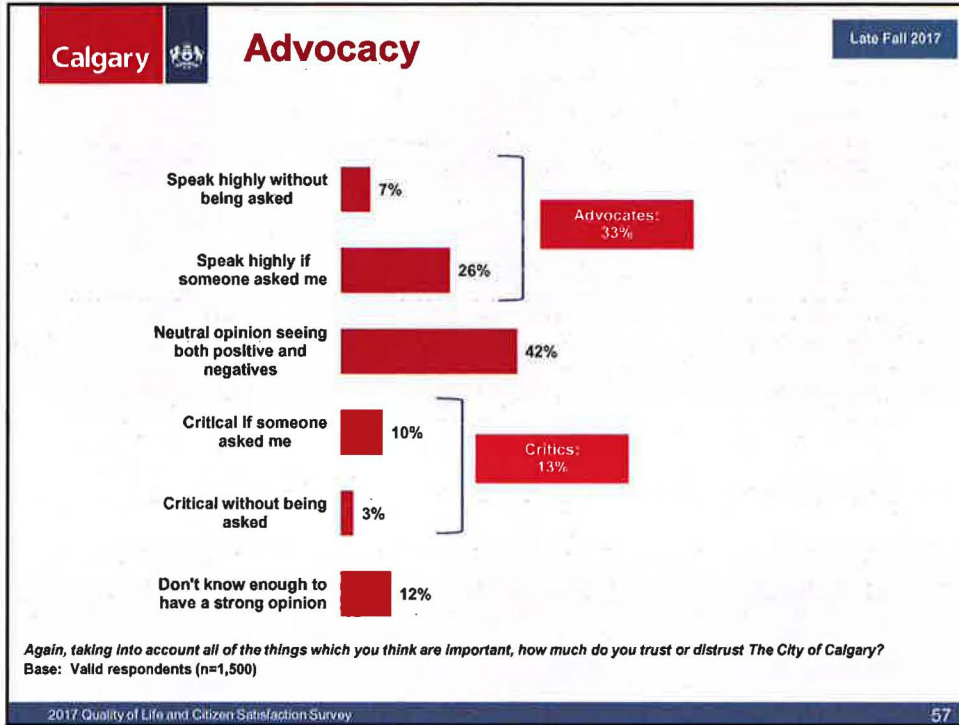
Familiarity Level	Percentage
Very well	27%
Somewhat well	54%
Just a little	16%
Heard of, but know almost nothing	2%
Never heard of it	1%
Familiar (Total)	94%

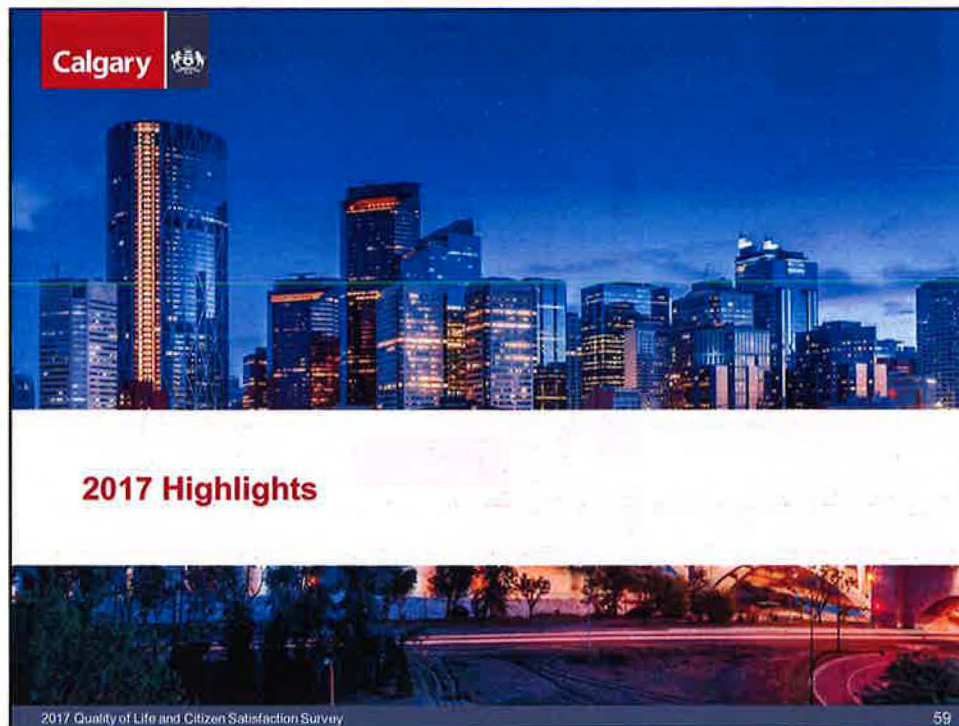
Taking into account all the ways you have learned about or had contact with THE CITY OF CALGARY, how well do you feel you know THE CITY?

Base: Valid respondents (n=1,500)

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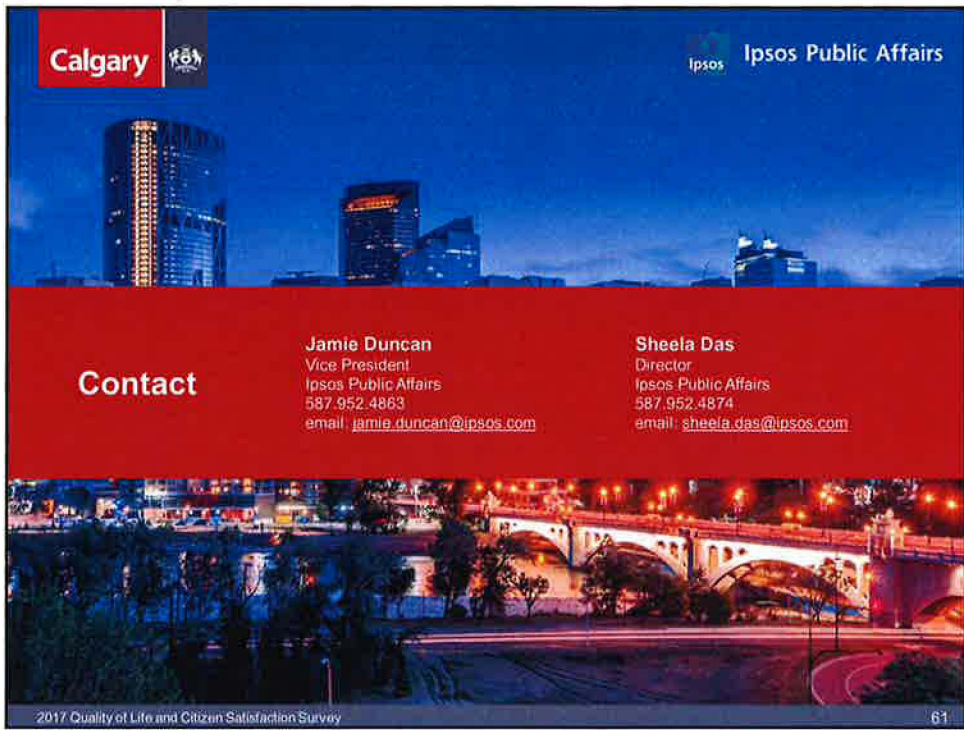






2017 Highlights

- 1** Perceptions about the quality of life in Calgary remain strong, and declining quality of life metrics have now stabilized.
- 2** *“Infrastructure, traffic and roads”* remains in the top position on the 2017 issue agenda, while *“transit”* continues to hold second place, and *“crime, safety and policing”* remains third.
- 3** Overall satisfaction with the level and quality of City services and programs is strong, although statistically significant decreases are observed for a number of specific services.
- 4** Affordable housing, transportation related services, social services, and the Calgary Police Service surface as the top areas where the public would like to see increased investment.
- 5** The perceived value of property tax dollars continues a downward trend this year, and Calgarians remain split in their preference for tax increases versus service cuts.
- 6** The City of Calgary continues to perform well on the environmental front and sees a gain with regard to environmental programs and services.
- 7** Overall perceptions about The City's customer service delivery holds strong, although perceptions of specific aspects of service delivery, transparency, and citizen input, are less positive than in 2016.
- 8** Overall satisfaction with City communications remains strong, although more Calgarians – close to one-half – say they receive “too little” information from The City.

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 Ipsos Public Affairs

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