

One Calgary

2019-2022 Service Plans and Budgets



Existing Research & Data Report

Prepared for Strategic Meeting of Council

March 21, 2018

Executive summary

Public input is a critical part of The City’s planning and budgeting process. It is important to understand the aspirations of the community and their expectations of local government. Further, it is important to understand the services the community values and why, as well as what they value about these services. Understanding the preferences of Calgarians will help The City determine how tax dollars will be invested over the next four years.

At the Strategic Meeting of Council on March 21, Council is receiving contextual information (including a financial update) to inform their decision on indicative rates in April. This report gives Council a sense of what Calgarians are saying about City services, which is another source of information to inform future decisions.

This research report is part of the broader approach to public input for One Calgary, which was presented to Council on February 28 (C2018-0224). A key tenet of the approach this cycle is to leverage existing research, data and engagement as much as possible, targeting any “net new” engagement to fill specific gaps in existing knowledge. This ensures we are taking advantage of the wealth of information already available, while being cost effective and maximizing return on investment.

Data in this report was collected over the past two years and is part of a comprehensive plan for ensuring public input is sought and incorporated at multiple points as the 2019-2022 Service Plans and Budgets are developed.

One Calgary Approach to Public Input for 2019-2022 Plans and Budgets


Timeframe	Public Input Focus	Approach/Format
December 2017	What are citizen perceptions of quality of life? How is the community doing on key indicators?	Existing research report provided to Council as input to the December 4 Strategic Meeting of Council (C2017-1213)
March/April 2018	What have we heard from the community about City services?	Existing research report provided to Council as input to the March 21 Strategic Meeting of Council (C2018-0304)
	What is most important to you with respect to City services?	Online engagement tool open to all members of the public from April 2 to 22, and online Citizens’ View Panel
September 2018	Are we focused on the things that you said were most important?	Public submissions at Standing Policy Committees following presentations of the preliminary Service Plans and Budgets
November 2018	Have we developed a plan and budget that reflects Council’s direction and input from the community?	Public submissions during Council deliberations

Focus of this report

How to read this document

This report provides a high-level summary of existing customer research that was conducted over the past two years. It highlights key data points and customer insights (organized by the five Council Priorities for 2019-2022) with additional details included in the appendix.


The report draws on a variety of data sources. Citizen perception metrics were gathered through customer surveys (including but not limited to the Citizen Satisfaction Survey) and give insight into what Calgarians are thinking when it comes to elements of each Council Priority. For example:

What Citizens Are Saying: Calgary Transit 

<p>84% Calgarians feel safe using Calgary Transit services:</p> <p>86% Feel safe using Calgary Transit buses</p> <p>80% Indicate feeling safe when using CTrains</p>	<p>63% Agree with the statement that “CTrain stations are generally free of nuisance behaviours.”</p> <p>94% Rate Cleanliness of CTrain stations as ‘very good’ or ‘good’</p>
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Source: 2016 Calgary Transit Safety, Security & Cleanliness Survey


We have also included data points on 311 information requests and service requests, as well as information on web analytics, to provide additional context. For example:

311 – Service Requests Completed 

92,608 Number of 311 citizen requests for services **The City provided** from March 2017 – Feb 2018 specifically related to Roads, including back lane maintenance, debris on roadways, maintenance, snow & ice control, curb & gutter repair, traffic or pedestrian light repair, and others

16,781 Number of 311 citizen requests for services **The City provided** from March 2017 – Feb 2018 specifically related to Transit, including vehicle maintenance, schedules, transit pass programs, park and ride, safety, and others

Source: 311 Analytics

Web Analytics 

376K Visits to Calgary.ca looking for **Traffic Advisories** and **Travel Times** content in the last 12 months

71% Said they were successful in **completing their Traffic Advisories and Travel Times** visit with Calgary.ca in the last 12 months

63% Indicated it was **easy to complete their Traffic Advisories and Travel Times** inquiry on Calgary.ca in the last 12 months

Source: CSC Web Analytics

Survey approaches & methodology

This report provides a high-level summary of existing customer research conducted over the past two years.

****Please note:** metrics included in this report are not exhaustive and are meant to be a snapshot of current citizen perspectives on services and service value. In some cases, recent data is not available for specific service lines. This report of existing research focuses on the last two years. Research metrics were chosen for each Council Priority based on a number of factors, including:

- relevance to the Council Priority in question;
- relevance to the Council Directives in that Priority;
- availability of data;
- how recent the survey in question was fielded; and
- research approach.

In terms of research approach, this included:

Survey Methodology

In all cases, telephone surveys (both landline and cell phones) with Calgarians 18 years of age and older, utilizing random digit dialing (RDD) with live callers were utilized. This approach ensures surveys are statistically valid and representative, as opposed to other approaches which may utilize online “open link” surveys, online panels, or robo-polling. In some specific cases, an online survey methodology was utilized but only insofar as they relate to a particular target audience. The Business Perspectives online panel is a good example of this approach.

Survey Sample Size

Sample sizes for surveys in this report range from n=500 completed surveys to n=2,500 completed surveys. Smaller sample sizes less than 500 may not be representative of the city as a whole or lack the ability to more closely analyze demographic sub-groups or geographical areas. Therefore, we have opted to use those surveys with the highest sample sizes.

Longitudinal Tracking

In many cases, surveys have been ongoing for many years and the ability to track data for the same question over time can be invaluable when trying to understand larger strategic issues, citizen issues, citizen values and service value metrics, or the impacts of policy decisions. Although in some cases we may only have data for one specific service, we have endeavoured to be as balanced and representative as possible.

For a full list of research initiatives represented in this report, please see the **Appendix**.

A PROSPEROUS CITY

Calgary continues to grow as a magnet for talent, a place where there is opportunity for all, and strives to be the best place in Canada to start and grow a business.

CITIZEN RESEARCH & INSIGHTS

What Citizens Are Saying: Perception of Quality of Life



68% Agree that Calgary is a great place to make a living

77% Calgary Housing tenants are **satisfied** with the service provided by **Calgary Housing**

85% Rate the overall quality of life in Calgary today as “good.”

84% Believe that Calgary is on the right track to be a better city 10 years from now

Percentage who feel that the quality of life in Calgary in the past three years has :

62% Agree that Calgary is moving in the right direction to ensure a high quality of life for future generations.

20%
Improved

45%
Stayed the same

35%
Worsened

Source: 2017 Citizen Satisfaction Survey; 2017 CHC Tenant Satisfaction Survey

What Citizens Are Saying: Perception of the Economy



56% Percentage of Calgarians describe the current economic situation in Calgary as ‘good’

76% Confident The City will work with local businesses /other levels of government to find best solutions to help our city through this economic downturn.

Percentage of **residents** who expect the economy in Calgary to be stronger, weaker, or about the same six months from now:

45%
Stronger

44%
About the same

11%
Weaker

74% Believe it is a good time for companies to be investing in Calgary.

61% Calgarians describe their current personal financial situation as ‘strong’

81% Agree that it is a good time for The City to be investing in new projects like roads, public transportation, and local facilities.

Source: 2018 Quality of Life, the Economy and Infrastructure Investment Survey

CITIZEN RESEARCH & INSIGHTS

What Businesses Are Saying: Perception of the Economy



23% Percentage of businesses that describe the current economic situation in Calgary as 'good'

47% **Businesses** confident The City will work with local businesses / other levels of government to find best solutions to help our city through this economic downturn.

Percentage of **businesses** who expect the economy in Calgary to be stronger, weaker, or about the same six months from now:

33%	53%	14%
Stronger	About the same	Weaker

Percentage who state their **business'** performance in the next six months will be:

32%	54%	15%
Stronger	About the same	Weaker

Source: 2017 Business & Corporate Perspectives Research

What Citizens Are Saying: Connecting Programs Services to Quality of Life & Value

	Important to Quality of Life in Calgary	Good Quality	Good Value of Property Tax Dollar
Programs & Services for Diverse Groups	79%	60%	56%
Arts & Cultural Activities	67%	56%	44%
Festivals	66%	61%	50%

Source: 2017 Citizens Expectations and Perceptions

What Citizens Are Saying: City Programs & Services

	Satisfaction With City Programs & Services	Desired Investment		
		More	Same	Less
Affordable Housing	72%	64%	31%	5%
Arts & Culture	83%	23%	55%	22%
Downtown Revitalization	86%	26%	56%	18%

Source: 2017 Citizen Satisfaction Survey

CITIZEN RESEARCH & INSIGHTS

What Businesses Are Saying: Resilience



25% Percentage of businesses are developing a strategy, plan, or policy to be more resilient

50% Percentage of businesses have already developed a strategy, plan, or policy to be more resilient

Most Common Stresses on Businesses



91% Percentage of businesses experienced economic uncertainty in the past three years

67% Percentage of businesses identified increased unemployment among one of the most common stresses on their business

70% Percentage said that economic uncertainty had the most impact on their business.

14% Percentage of businesses said that increased unemployment had the most impact on their business

Most Common Shocks on Businesses



90% Percentage of businesses experienced financial crisis in the past three years

40% Percentage of businesses experienced extreme weather incidents in the past three years

80% Percentage identified financial crisis as the most impactful shock on their business.

6% Percentage identified extreme weather incidents as the most impactful shock on their business.

Source: 2017 Business and Corporate Perspectives Research

What Businesses Are Saying: Business Licensing



77% Percentage of customers are satisfied with the overall level and quality of services provided by Planning & Development

87% Percentage satisfied with the level and quality of customer service received from the front counter staff

73% Percentage agree that “The City does a good job of providing information about the planning approvals process”

68% Percentage agree that “The City does a good job of providing information about the land use bylaw”

Source: 2017 Planning & Development D Customer Satisfaction Survey

Story Behind the Numbers

Overall, Calgarians’ perception of quality of life in Calgary continues to be strong, with almost two-thirds believing it has improved or stayed the same in the past three years. Although a smaller proportion believe Calgary is moving in the right direction to ensure a high quality of life for future generations, a majority believe Calgary is on the right track to be a better city 10 years from now. However, businesses are more likely to have a pessimistic view of the current and future state of the economy, with most Calgarians believing it is a good time for The City to be investing in new projects like roads, public transportation, and local facilities. When it comes to related services, less than three-quarters say they are satisfied with the services provided by Affordable Housing, whereas a strong majority maintain they want to see more or the same investment by The City going forward. Moreover, a majority say Programs & Services for Diverse Groups, Arts & Culture, and Festivals are important for quality of life, while more than one-half say they get good value for their property taxes from these services.

311 AND SOCIAL MEDIA

311 – Requests for Information



42,669 Number of 311 requests for information related to **Planning and Development** inspections information from March 2017 – Feb 2018

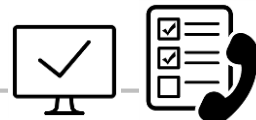
407 Number of 311 requests for general information related **Arts / Cultural events and Festivals** from March 2017 – Feb 2018

378 Number of 311 requests for information related to **Calgary Housing** from March 2017 – Feb 2018

659 Number of 311 requests for information related to **Calgary After School Programs, neighbourhood Events, programs, and others** from March 2017 – Feb 2018

Source: 311 Analytics

311 – Service Requests Completed



68,303 Number of 311 **citizen requests for services The City provided** from March 2017 – Feb 2018 specifically related to **Calgary Building Services** including plumbing inspections, heating & ventilation, electrical, residential improvement projects (RIP), and others

8,460 Number of 311 **citizen requests for services The City provided** from March 2017 – Feb 2018 specifically related to **Fair Entry**

Source: 311 Analytics

Web Analytics



376K Visits to Calgary.ca looking for Social programs and services content

66% Said they were successful in completing their Social programs and services visit with Calgary.ca

53% Said it was easy to complete their Social Programs and Services inquiry on Calgary.ca

Source: Web Analytics

Story Behind the Numbers

Despite a downturn in the economy, construction values were up in early 2017; notably, this somewhat slowed in June and July and continued to slip throughout the year. For the year overall in Calgary however, the value of permits in 2017 rose by a third over 2016; a majority of this was residential permits, which according to ATB grew 63% from the previous year. Non-residential permits were unchanged. This can be read in the larger volumes of information requests for PD and citizen requests for services The City provided related to Calgary Building Services. Many economists predict that even though Alberta's economy is bouncing back and the recession behind us, residential construction may not pick up much speed in 2018.

APPENDIX

2017 Citizen Satisfaction Survey

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 2,500
- Field dates: August 16 to September 10, 2017

2017 CHC Tenant Satisfaction Survey

- Telephone survey with Calgary Housing tenants Calgarians 18+ years of age. Tenants were also given an option to complete the survey online
- Sample size: n = 502
- Field dates: October 5 to November 1, 2017

2018 Quality of Life, the Economy and Infrastructure Investment Survey

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 500
- Field dates: January 17 – 24, 2018

2017 Business & Corporate Perspectives Research

- Online survey with owners, executives, leaders, and managers of small, medium and large businesses in Calgary
- Sample size: n = 318
- Field dates: August 21 – 30, 2017

2017 Citizens Expectations and Perceptions

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 502
- Field dates: November 28 to December 20, 2017

2017 Planning & Development Customer Satisfaction Survey

- Telephone survey with consumers and business that have used services offered from the Planning & Development division
- Sample size: n = 750
- Field dates: April 4 – 28, 2017

A CITY OF SAFE AND INSPIRING NEIGHBOURHOODS

Every Calgarian lives in a safe, mixed and inclusive neighbourhood, and has the right and opportunity to participate in civic life. All neighbourhoods are desirable and have equitable public investments.

CORPORATE RESEARCH & INSIGHTS

What Citizens Are Saying: Inclusivity, Community, and Civic Pride



- 79%** Percentage who agree The City of Calgary, municipal government, fosters a city that is inclusive and accepting of all
- 89%** Percentage who agree, "I am proud to be a Calgarian"
- 82%** Percent who agree, "Calgary is a great place to make a life"
- 85%** Percentage who agree, "I am proud to live in my neighbourhood"
- 30%** Are regularly involved in neighbourhood and local community events
- 81%** Percentage who state they feel safe walking alone in their neighbourhood after dark
- 93%** Percentage who agree "My neighbourhood is a place where I feel I belong"
- 83%** Percentage who trust the decisions being made by their community association represent the views of residents
- 68%** Percentage of Calgarians who are aware of their local community association
- 75%** Percentage who say they "know at least four neighbours" they could ask a favour of
- 29%** Percentage of Calgarians who are members of their local community association
- 88%** Percentage of Calgarians who say their neighbourhood has a strong sense of community
- 86%** Percentage who agree that their community has enough programs and services to meet the needs of their household

Source: 2017 Citizen Satisfaction Survey | 2016 Community Needs & Preferences Research

What Citizens Are Saying: Quality of Life for Seniors



- 78%** Seniors rate the quality of life for seniors living in Calgary as 'good'
- 63%** Seniors agree they are informed about how to access programs and services that are available to seniors

Source: 2017 Seniors Age Friendly Research

What Citizens Are Saying: Community Level Sport Programs









- 74%** Believe that it is important that The City offers sports programs at a community level, in more locations across the city
- 31%** Believe that it is important that The City offers sports programs at a community level, in more locations across the city

Source: 2017 Civic Sport Policy Research

CORPORATE RESEARCH & INSIGHTS

What Citizens Are Saying: City Programs & Services

		Satisfaction With City Programs & Services		Desired Investment		
	Community Services such as support for community associations and not for profit groups	92%	More 30%	Same 59%	Less 11%	
	Social services for individuals such as seniors or youth	87%	More 60%	Same 37%	Less 3%	
	Police Services	91%	More 55%	Same 42%	Less 3%	
	Calgary Fire Department	100%	More 38%	Same 61%	Less 1%	
	9-1-1	98%	More 35%	Same 64%	Less 1%	
	Bylaw services	84%	More 23%	Same 63%	Less 14%	
	City growth management	80%	More 34%	Same 55%	Less 11%	

Source: 2017 Citizen Satisfaction Survey

Story Behind the Numbers

Although Calgarians' civic pride can be seen in a majority agreeing they are "proud" to be Calgarians and live in their respective neighbourhoods, fewer state they are regularly involved in neighbourhood and local community events or that they have participated in the past 12 months. Notably, a smaller percentage agrees "The City of Calgary fosters a city that is inclusive and accepting of all." However, perception of the importance / satisfaction with Community Services and Social Services is strong; as such, a majority believe The City should invest more or the same in both Community Services such as support for community associations and not for profit groups Social services for individuals such as seniors or youth. Overall, Calgarians' have very strong importance and satisfaction ratings for Police & Fire Services and 9-1-1. Although slightly more than one-half would like to see The City invest more in Police Services, a great majority of Calgarians want to see more or the same investment in CPS, Fire and 9-1-1. On the whole, most seniors believe quality of life is lower than that of the average Calgarian, with less than two-thirds agreeing they are "informed about how to access programs and services that are available to seniors," and slightly more than one-third stating they have been involved in accessing seniors programs and services, either for themselves or on behalf of someone else in the past 12 months.

311 AND WEB ANALYTICS

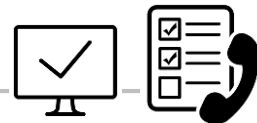
311 – Requests for Information



22,134	Number of 311 requests for information related to Animal Licensing from March 2017 – Feb 2018	8,068	Number of 311 requests for information related to Fair Entry from March 2017 – Feb 2018
11,026	Number of 311 requests for information related to Bylaw and Compliance Services from March 2017 – Feb 2018	3,869	Number of 311 requests for information related to Snow & Ice from March 2017 – Feb 2018
9,923	Number of 311 requests for information related to Calgary Neighbourhood Services & Programs from March 2017 – Feb 2018	1,805	Number of 311 requests for information related to Fire Inspections from March 2017 – Feb 2018

Source: 311 Analytics

311 – Service Requests Completed



10,871	Number of 311 citizen requests for services The City provided from March 2017 – Feb 2018 specifically related to Calgary Neighbourhood Services , including Snow Angels campaign, Fair Entry, Senior Services Home Maintenance inquiries, Neighbourhood Services programs, and others
13,298	Number of 311 citizen requests for services The City provided from March 2017 – Feb 2018 specifically related to Calgary Fire Department , including Fire Code general enquiries, fire safety plan reviews, general inspections and business license inspections, smoke alarm enquiries, Fire Warden lectures, fire safety presentations, and others

Source: 311 Analytics

Web Analytics



464K	Visits to Calgary.ca looking for Neighbourhood Programs and Services content in the past 12 months	68%	Said they were successful in completing their Neighbourhood Programs and Services visit with Calgary.ca
		58%	Said it easy to complete their Neighbourhood Programs and Services inquiry on Calgary.ca

Source: Web Analytics

Story Behind the Numbers

Citizen requests for services like Fire and Calgary Neighbourhood Services like Snow Angels, Senior Services Home Maintenance and other services are strong indicating robust interest in community / neighbourhood programs, especially those for seniors and youth. This parallels research insights pointing to how many believe quality of life for seniors is lower than that of the average Calgarian, with fewer agreeing they are informed about how to access programming/services that are available to seniors.

APPENDIX

2017 Citizen Satisfaction Survey

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 2,500
- Field dates: August 16 to September 10, 2017

2017 Seniors Age Friendly Research

- Telephone survey with Calgarians 65+ years of age (70% land line, 30% cell phone)
- Sample size: n = 500
- Field dates: January, 2017

2017 Civic Sport Policy Research

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 500
- Field dates: February and March, 2017

2016 Community Needs & Preferences Survey

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 2,800
- Field dates: May 6 – 29, 2016

A CITY THAT MOVES

Calgary's transportation network offers a variety of convenient, affordable, accessible and efficient transportation choices. It supports the safe and quick movement of people and goods throughout the city, and provides services enabling Calgarians and businesses to benefit from connectivity within the city, throughout the region, and around the globe.

CORPORATE RESEARCH & INSIGHTS

What Citizens Are Saying: Sidewalks & Pathways



89% Are satisfied with the job The City is doing in providing sidewalks for pedestrian use

89% Calgarians are satisfied with the job The City is doing in providing pathways

87% Feel safe when walking on sidewalks in Calgary

84% Feel very or reasonably safe when walking on pathways

Source: 2017 Citizen Perspectives Wave 5

What Citizens Are Saying: Livery Services



88% Calgarians are satisfied with the taxi services they received in the past year

97% Are satisfied with limousine services

90% Are satisfied with the sedan services

98% Are satisfied with the transportation network company (TNC) services

Sources: 2017 LTAC Citizen Satisfaction Survey

What Citizens Are Saying: Calgary Transit



84% Calgarians feel safe using Calgary Transit services:

63% Agree with the statement that "CTrain stations are generally free of nuisance behaviours."

86% Feel safe using Calgary Transit buses






94% Rate Cleanliness of CTrain stations as 'very good' or 'good'

80% Indicate feeling safe when using CTrains

Source: 2016 Calgary Transit Safety, Security & Cleanliness Survey

CORPORATE RESEARCH & INSIGHTS

What Citizens Are Saying: City Programs & Services

	Satisfaction With City Programs & Services	Desired Investment		
		More	Same	Less
 Transportation Planning	80%	54%	43%	3%
 Calgary Transit including bus and CTrain services	82%	61%	36%	3%
 City operated roads and infrastructure	85%	50%	47%	3%
 City traffic flow management	68%	59%	37%	4%
 Calgary pathway system	94%	27%	65%	8%

Source: 2017 Citizen Satisfaction Survey

Story Behind the Numbers

Overall, a majority of Calgarians are satisfied with the job The City is doing in providing sidewalks for pedestrian use, as well as with the job The City is doing in providing pathways. When it comes to Transit, a majority are also satisfied with the cleanliness and safety of using Transit, yet fewer agree that CTrain stations are generally free of nuisance behaviours. Given the high ranking of Infrastructure, Traffic & Roads in the 2017 Citizen Satisfaction survey, it comes as no surprise that more Calgarians want to see more investment in Transportation planning, traffic flow planning, and City operated roads / infrastructure. Transit however, ranks highest on the more investment list for this Priority areas, with an overwhelming majority calling for more or the same investment in Calgary Transit including bus and CTrain services.

311 AND WEB ANALYTICS

311 – Requests for Information



13,800 Number of 311 requests for information related to **Roads**, like maintenance, ongoing projects, permits, detours, and street cleaning from March 2017 – Feb 2018

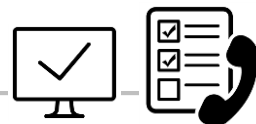
10,975 Number of 311 requests for information related to **Calgary Parking Authority**, including operations inquiries, enforcement, and impound from March 2017 – Feb 2018

6,980 Number of 311 requests for general information related **Transit** from March 2017 – Feb 2018

3,869 Number of 311 requests for information related to **Snow & Ice** from March 2017 – Feb 2018

1,493 Number of 311 requests for information related to **Traffic Information**, like signals, cameras, and signs from March 2017 – Feb 2018

311 – Service Requests Completed



92,608 Number of 311 **citizen requests for services The City provided** from March 2017 – Feb 2018 specifically related to **Roads**, including back lane maintenance, debris on roadways, maintenance, snow & ice control, curb & gutter repair, traffic or pedestrian light repair, and others

16,781 Number of 311 **citizen requests for services The City provided** from March 2017 – Feb 2018 specifically related to **Transit**, including vehicle maintenance, schedules, transit pass programs, park and ride, safety, and others

Source: 311 Analytics

Web Analytics



376K Visits to Calgary.ca looking for **Traffic Advisories** and **Travel Times** content in the last 12 months

71% Said they were successful in **completing their Traffic Advisories and Travel Times visit** with Calgary.ca in the last 12 months

63% Indicated it was **easy to complete their Traffic Advisories and Travel Times inquiry** on Calgary.ca in the last 12 months

Source: CSC Web Analytics

Story Behind the Numbers

Given the high ranking of infrastructure, traffic and roads as an issue for Calgarians, seeing more than 90,000 completed citizen requests for services comes as no surprise. This includes all aspects of Roads services including maintenance, repair, street cleaning and snow & ice clearing. Moreover, given the proportion of Calgarians who consistently use Transit every day, a significant proportion of service requests are directly related to Transit.

APPENDIX

2017 Citizen Perspectives Wave 5

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 500
- Field dates: October 23 – 31, 2017

2017 LTAC Citizen Satisfaction Survey

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 583
- Field dates: May 24 to June 5, 2017

2016 Calgary Transit Safety, Security & Cleanliness Survey

- Telephone survey with transit users 15+ years of age who have used transit on average at least once a week in the past year (70% land line, 30% cell phone)
- Sample size: n = 500
- Field dates: September 27 to October 4, 2016

2017 Citizen Satisfaction Survey

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 2,500
- Field dates: August 16 to September 10, 2017

A HEALTHY AND GREEN CITY

Calgary is a leader in caring about the health of the environment and promotes resilient neighborhoods where residents connect with one another and can live active, healthy lifestyles.

CORPORATE RESEARCH & INSIGHTS

What Citizens Are Saying: Environment



89% Percentage satisfied with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact

94% Percentage who rate the overall state of Calgary's environment today as 'good'

91% Percentage satisfied with the job The City of Calgary is currently doing to protect the environment

Source: 2017 Citizen Satisfaction Survey



What Citizens Are Saying: Urban Forest

79% Percentage believe that urban forest is important to quality of life in Calgary

64% Percentage rate the tax dollar value they receive for Calgary's urban forest as 'good'

72% Percentage rate the overall quality of Calgary's urban forest as 'good'

Source: 2017 Citizen Expectations and Perceptions

What Citizens Are Saying: Water Services



94% Percentage satisfied with the reliability of the water services provided

79% Percentage believe they receive excellent or good value for the price they pay for the household water service

82% Percentage agree with the statement "My actions impact the total amount of my water bill"

60% Percentage agree they pay a fair price for the water services

Source: 2017 Citizen Perspectives Wave 5

What Citizens Are Saying: Recreation



75% Percentage of City Recreation facility users who go to recreation facilities for drop-in activities

65% Percentage who spend an average of 4 hours or less weekly at City Recreation facilities participating in **drop-in activities**

46% Percentage of City Recreation facility users who go to recreation facilities for registered programs

67% Percentage who spend an average of 4 hours or less weekly at City Recreation facilities participating in **registered programs**

62% Percentage of households visiting Recreation facilities have children living at home

42% Percentage of Calgarians 65 or older report being physically active

Source: 2014 Recreation Facility Development & Enhancement Study

CORPORATE RESEARCH & INSIGHTS

What Citizens Are Saying: Recreation & Sport Programs









57% Percentage who say The City is performing “well” on offering sports programs that are affordable

69% Percentage say the cost of equipment, materials, and supplies is a barrier to recreation

68% Percentage who agree they have access to all the sport programs they would like

Source: 2017 Civic Sport Policy Research; 2014 Recreation Facility Development & Enhancement Study

What Citizens Are Saying: City Programs & Services

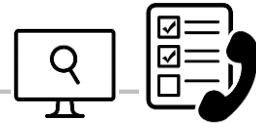
	Satisfaction With City Programs & Services	Desired Investment		
		More	Same	Less
 City operated recreation <u>programs</u> such as swimming lessons	92%	28%	65%	7%
 City operated recreation <u>facilities</u> such as pools, leisure centres, and golf courses	93%	36%	57%	7%
 Residential Garbage Collection service	91%	17%	76%	7%
 Residential Blue Cart Recycling	93%	13%	76%	11%
 The quality of drinking water	94%	32%	67%	1%
 Calgary's parks, playgrounds and other open spaces	94%	39%	58%	3%

Story Behind the Numbers

When it comes to **Recreation**, a large majority are satisfied with both programs and facilities, while more than nine-in-ten Calgarians believe The City should invest more or the same in both City operated recreation programs and facilities. On the whole, a majority of Calgarians are also satisfied with **Residential Garbage Collection service**, **Blue Cart Recycling**, quality of **drinking water** and **Calgary's parks, playgrounds** and other open spaces and believe The City should invest more or the same in each service. Overall, a majority rate Calgary's **environment** as “good,” while most are satisfied with The City's programs and services aimed at helping Calgarians reduce their environmental impact. Moreover, although a large majority are satisfied with the reliability of water services provided, a smaller proportion believe they receive excellent or good value for the price they pay for household water service, and fewer agree they pay a fair price for water services.

311 AND WEB ANALYTICS

311 – Requests for Information



32,751 Number of 311 requests for information related to **Recreation, including pools & swimming information, arts & cultural events and arenas** from March 2017 – Feb 2018

10,474 Number of 311 requests for general information related to **Recreation Facility Bookings** from March 2017 – Feb 2018

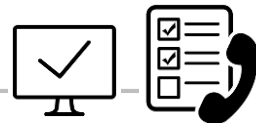
20,147 Number of 311 requests for information related to **Green Cart inquiries** from March 2017 – Feb 2018

1,598 Number of 311 requests for information related to **Arenas/Athletic Parks** from March 2017 – Feb 2018

5,107 Number of 311 requests for information related to **Park amenities** from March 2017 – Feb 2018

Source: 311 Analytics

311 – Service Requests Completed



8,734 Number of 311 **citizen requests for services The City provided** from March 2017 – Feb 2018 specifically related to **Recreation**

69,753 Number of 311 **citizen requests for services The City provided** from March 2017 – Feb 2018 specifically related to **Waste & Recycling**, including residential waste, Christmas tree recycling, electronic recycling, “what goes where” information, and others

Source: 311 Analytics

Web Analytics



1.5 Million Visits to Calgary.ca looking for Waste and Recycling content in the past 12 months

67% Said it was easy to complete their Waste and Recycling inquiry on Calgary.ca

87% Said they were successful in completing their Waste and Recycling visit with Calgary.ca

Source: Web Analytics

APPENDIX

2017 Citizen Satisfaction Survey

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 2,500
- Field dates: August 16 to September 10, 2017

2017 Civic Sport Policy Research

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 500
- Field dates: February and March, 2017

2017 Citizen Perspectives Wave 5

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 500
- Field dates: October 23 – 31, 2017

2017 Citizen Expectations and Perceptions

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 502
- Field dates: November 28 to December 20, 2017

2014 Recreation Facility Development & Enhancement Study (Wave 1)

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 1,084
- Online survey with Calgarians 18+ years of age
- Sample size: n = 1,016
- Field dates: November 28 to December 20, 2017

A WELL-RUN CITY

Calgary has a modern and efficient municipal government that is focused on resilience and continuous improvement to make life better every day for Calgarians by learning from citizens, partners, and others.

CORPORATE RESEARCH & INSIGHTS

What Businesses Are Saying: Confidence and Trust



75% Trust The City to make the right decisions when it comes to building projects like roads, public transportation, and local facilities

64% Are well-informed with what is going on with The City and the issues that affect business

62% Have confidence that The City is working closely with private sector to develop investment solutions that will strengthen the city's economy down the road

31% Rate The City in terms of how well it communicates with businesses about its services, programs, policies and plans as 'very good' or 'good'

50% Are developing a strategy, plan or policy to be more resilient

Source: 2017 Business & Corporate Perspectives Research

What Citizens Are Saying: Confidence and Trust



62% Trust The City of Calgary

77% Are satisfied with the way the Council and City administration as a whole is going about running The City

64% Have a favourable impression of The City

72% Trust The City to City to make the right decisions when it comes to building projects like roads, public transportation, and local facilities

79% Agree that The City practices open and accessible government

84% Calgarians feel that The City has 'a significant impact' or 'some impact' on their quality of life

68% Agree that The City uses input from Calgarians in decision-making about City projects and services

33% Would speak highly of The City without being asked or when someone asks

Source: 2017 Quality of Life and Citizen Satisfaction Survey | 2017 Quality of Life, the Economy and Infrastructure Investment Survey

CORPORATE RESEARCH & INSIGHTS

What Citizens Are Saying: Taxation



60% Rate the value they receive from the municipal property tax dollars as good

60% Agree that The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services

92% Are interested in knowing how their property tax dollars are invested in various City services

Source: 2017 Citizen Satisfaction Survey

What Citizens Are Saying: City Communications



84% Are satisfied with the overall quality of City information and communications

82% Agree that The City makes customer service a priority

77% Agree that The City responds quickly to requests and concerns

84% Agree that the quality of customer service from The City is consistently high

Source: 2017 Citizen Satisfaction Survey

What Citizens Are Saying: City Programs & Services

79% Are satisfied with the overall level and quality of services and programs provided by The City of Calgary

	Satisfaction With City Programs & Services	Desired Investment		
		More	Same	Less
The City of Calgary website	88%	17%	70%	13%
311 service	93%	16%	76%	8%

Source: 2017 Citizen Satisfaction Survey

Story Behind the Numbers

Although three-quarters of business leaders and decision-makers trust The City to make the right decisions when it comes to building projects like roads, public transportation, and local facilities, fewer business leaders have confidence that The City is working closely with private sector to develop investment solutions that will strengthen the city's economy down the road. Notably, an even smaller proportion rate The City higher in terms of how well it communicates with businesses about its services, programs, policies and plans. When it comes to citizen perceptions of taxes & taxation, a majority say they are interested in knowing how their property tax dollars are invested in various City services; however, a much smaller proportion agree that The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services.

311 AND WEB ANALYTICS

311 – Requests for Information



53,087 Number of 311 requests for information related to **Finance**, like residential property taxes, TIPP information, corporate billing, or other information from March 2017 – Feb 2018

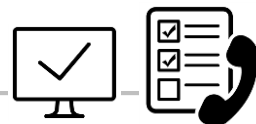
518 Number of 311 requests for general information related **Law** from March 2017 – Feb 2018

1,745 Number of 311 requests for information related to **Clerks**, census, FOIP, Council, and others from March 2017 – Feb 2018

278 Number of 311 requests for information related to CSC from March 2017 – Feb 2018

Source: 311 Analytics

311 – Service Requests Completed



54,160 Number of 311 **citizen requests for services The City provided** from March 2017 – Feb 2018 specifically related to **Finance** including accounts payable, collection inquiries, property tax accounts, TIPP agreement requests, and others

2,459 Number of 311 **citizen requests for services The City provided** from March 2017 – Feb 2018 specifically related to **Clerks**, including the 2017 municipal election, general inquiries and concerns, and others

Source: 311 Analytics

Web Analytics



21 Million Visits to Calgary.ca and its public facing applications in the last 12 months

58% Said it was easy to complete the reason for their visit on Calgary.ca

74% Said they were successful in completing the reason for their visit with Calgary.ca

Source: Web Analytics

Story Behind the Numbers

Finance sees some of the highest volume of requests for information and citizen requests for services; this dovetails with the level of interest citizens have in taxation and tax information, illustrated by citizen insight research work. With most completed service requests focusing on accounts payable, collection inquiries, property tax accounts, TIPP agreement requests, this is high focus area for communications at The City.

APPENDIX

2017 Business & Corporate Perspectives Research

- Online survey with owners, executives, leaders, and managers of small, medium and large businesses in Calgary
- Sample size: n = 318
- Field dates: August 21 – 30, 2017

2017 Quality of Life and Citizen Satisfaction Survey (Wave 2, Late Fall)

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 1,500
- Field dates: November 2 – 23, 2017

2017 Quality of Life, the Economy and Infrastructure Investment Survey

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 501
- Field dates: April 10 – 17, 2017

2017 Citizen Satisfaction Survey

- Telephone survey with Calgarians 18+ years of age (70% land line, 30% cell phone)
- Sample size: n = 2,500
- Field dates: August 16 to September 10, 2017

Appendix: Existing research sources

Corporate Perspectives: Multiple Service Lines

- 2016:** Citizen Satisfaction Survey
Citizen Perspectives
- 2017:** Citizen Satisfaction Survey
Citizen Perspectives
Business & Corporate Perspectives
Quality of Life, the Economy and Infrastructure Investment Survey

Chief Financial Officer's Department

- 2016:** Property Assessment Satisfaction Research: Residential & Non-Residential
311 Satisfaction Research
IT Client Satisfaction Survey
Corporate Employee Survey
Flood Preparedness Survey, Citizens' View
Property Tax Campaign Survey, Citizens' View
- 2017:** 311 Satisfaction Survey
Digital Government: Current Trends and Issues
IT Client Satisfaction Survey
Corporate Employee Survey

Deputy City Manager's Office

- 2017:** Resilience Calgary External Stakeholder Qualitative Research

Planning & Development

- 2017:** PD Customer Satisfaction Survey
myHome myBusiness Focus Group Research

Community Services

- 2016:** Community Needs and Preferences Research
TLAC Satisfaction with Taxi Services
Dandelion Control Public Opinion Research
ReTree YYC Survey, Citizens' View
- 2017:** Cannabis Legalization Research
Tenant Satisfaction Survey
Senior Age-Friendly Strategy Research

Citizen Expectations and Perceptions
LTAC Post-Christmas Holiday Satisfaction
LTAC Citizen Satisfaction
LTAC – Post-Stampede Satisfaction
Accessible Taxi Qualitative Research
Civic Sport Policy Research
ReTree YYC Survey, Citizens' View
Parks and Pathways Survey, Citizens' View

Transportation

- 2016:** Roads Annual Survey
Calgary Transit Customer Satisfaction
Calgary Transit Safety, Security and Cleanliness Survey
Calgary Transit Research Review and Redesign
Cycle Track and Stephen Avenue Bicycle Pilot Projects Research
Weekend Ridership Survey, Citizens' View
Crowchild Trail Survey, Citizens' View
Video Testing Survey, Citizens' View
- 2017:** 17th Ave South Construction
CTrain Station Signage Research
Calgary Streets, Citizens' View
Calgary Transit Pass Survey, Citizens' View
Playground Zones and Crosswalks, Citizens' View

Utilities & Environmental Protection

- 2016:** Climate Change Strategy Focus Groups
Flood Mitigation Research
Riparian Action Plan: Riparian Landowner Affinity Groups
Riparian Action Plan: General Public Focus Groups
Riparian Action Plan: General Public Survey
Kitchen Diary Study (Food Waste Study)
Green Cart Implementation Research
Industrial, Commercial and Institutional (ICI) Sector Waste Diversion Survey
Multi-Family Recycling & Blue Cart Research
- 2017:** ICI Water Capacity Buy Back Research
YardSmart General Public Research
Industrial, Commercial and Institutional (ICI) Sector Waste Diversion Survey
Multi-Family Recycling and Food & Yard Waste Implementation Research
Green Cart Food and Yard Waste Program, Citizens' View
Water Utility Cost of Service Survey, Citizens' View

Urban Strategy

- 2017:** Centre City Research

911

2016: Calgary 911 Employee Satisfaction Survey

2017: Calgary 911 Employee Satisfaction Survey

Law & Legislative Services

2017: Corporate Security Internal Client Satisfaction Survey