

## One Calgary Research & Engagement Summary & Recommendation

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Throughout the One Calgary process our approach has been to leverage existing feedback, not only as an input to Council, but also to inform Service Owners as they developed their service lines. As new information emerged from the One Calgary process, like the service line characteristics, we conducted net new engagement and research to gather specific citizen input. This approach enabled us to pull from thousands of pieces of citizen input received on our services, not just specific to budget, and target our “net new” research and engagement to fill in the gaps.

On pages one and two of this document you will find summaries of research and engagement to date, while page three and four details the recommended approach for research and engagement (Phase 4) in October and November 2018.

### Section 1: Citizen Research & Engagement To-Date

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Research and engagement has been delivered in four broad phases, the first three of which are summarized below:

#### Phase 1: Public input used to set Council Directives (Nov-Dec 2017)

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Phase 1 used public input heard by Councillors, quality of life results and indicators and citizen perspectives survey results to set Council directives in December 2017. The starting point of this phase was to utilize what was heard by Councillors on the campaign trail which was collected as a starting point for facilitated discussions with Council. This input was considered along side quality of life results and indicators representing long-term citizen aspirations and the *Citizen Perspectives* survey results. This was a deliberate strategy to begin reviewing the data that would inform the One Calgary budget and service plans more than a year before they were to be approved at Council.

#### Phase 2: Public input used to set value characteristics, service targets & refine services (Mar-Sep 2018)

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Phase 2 began with existing research and data rolled-up in a report to Council in March 2018 ([C2018-0304 Attachment 2 Existing Research and Data Report](#)). This summarized previous research efforts to inform Council and Service Leader knowledge around citizen aspirations, desires and concerns. The first round of net new public engagement occurred in April 2018 when citizens provided input into what they specifically value about service characteristics within

each service line. In addition, engagement questions were mirrored on the Citizen Online Engagement Panel. These results were presented to Council in May 2018.

An online business panel was conducted in May to gather feedback from the business community. This panel 135 panelists in the Calgary business community and was presented to Council in June ([C2018-0755 Attachment 2 Business Perspectives Research Report](#)). This was intended to provide Council with valuable input from a targeted audience: the business community. Much of what was asked mirrored content gathered from citizens.

In addition, over the summer there was supplementary engagement with diverse audiences to ensure that we represented as many perspectives as possible. This was conducted as part of overall resiliency engagement.

Phase 2 engagement and research ended with the preparation of the service line sheets themselves which incorporated service-specific research and engagement conducted within our service lines themselves.

### Phase 3: 2018 September Service Plan Previews

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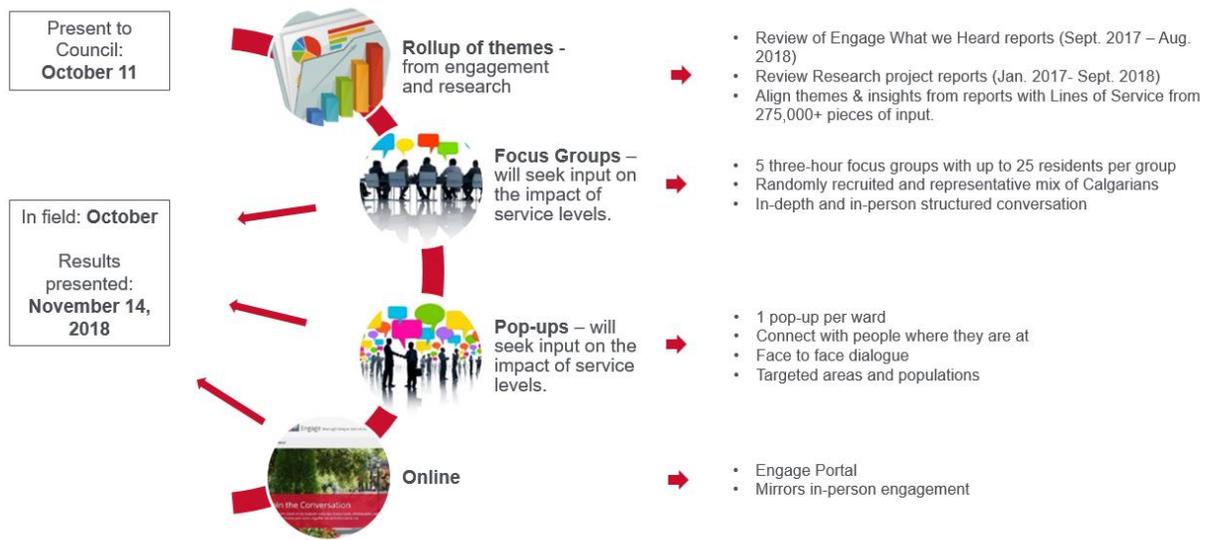
Engagement continued in September when Council heard from members of the public at Committee meetings where service one-pagers were presented on service lines organized by Council Priority. Members of the public were given the opportunity to attend and comment, resulting in additional input from citizens.

## Recommended Approach for Phase 4 Research and Engagement

In October, engagement and research is recommended to continue by having targeted conversations with citizens about service line plans via focus groups, pop-up engagement and online engagement and by summarizing the last year's engagement and research through a service delivery lens.

The total cost of this recommended approach is \$85,000. Administration will absorb these costs into existing budgets

### Proposed engagement and research approach



### Tactic #1: Insight from previous engagement and research (October 11, 2018)

The City has hundreds of conversations every year through a variety of engagement and research channels and all of those conversations are about some aspect of service delivery to citizens. Through hundreds of initiatives across the gamut of City services in the past year, Administration has produced dozens of reports that summarize more than 275,000 pieces of input from citizens.

As a 'book end' to the One Calgary research and engagement strategy to utilize existing inputs from citizens, Council will be provided a roll-up report of all research and engagement conducted in the last year with emphasis placed on summarizing the key insights citizens have shared about their thoughts on service delivery by specific service lines and their aspirations and concerns.

This report will be presented on October 11.

### Tactic #2: Focus groups

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Focus groups are recommended to engage with citizens in a conversation about service delivery. In October, Administration will conduct five focus groups with a representative mix of 25 randomly recruited citizens per session. Each session will look at a different Council Priority and the focus groups will provide their feedback and input on the service line one-pagers in that priority. That feedback will then be summarized and reported back to Council in November.

### Tactic #3: Pop-up engagement

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To facilitate a face-to-face conversation with citizens, Administration is recommending pop-up style engagement in every ward of Calgary in October 2018. These engagements will happen at locations intended to provide maximum exposure and opportunity for citizens to participate.

At these pop-up engagements, citizens will be able to provide input on any of the public facing service line one-pagers. To ensure maximum effectiveness, however, each Ward's open house will be targeted to prioritize content that matters most to the citizens in that Ward based on [2017 Service Investment by Ward results from the 2017 Citizen Satisfaction research](#).

These engagements will be summarized in a *What We Heard Report* and provided back to Council for the November 14 meeting of Council.

### Tactic #4: Online engagement

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Online engagement will be conducted on [The City's Engage portal](#) and will mirror the pop-up engagement detailed above. Online engagement will be promoted to ensure citizens have maximum opportunity to provide input. This engagement will be summarized in a *What We Heard Report* and provided back to Council for November 14.