

# One Calgary: Telling the service story online

## Online strategy

### **Show value**

Citizens are aware of the value and balance of services The City provides.

### **Collect feedback**

Citizens can easily provide feedback about the budget.

### **Be transparent**

Provide easy-to-understand information.



# Implementation

## Strategy pages

## Telling our service value story

- Home
- Our culture
- Our leadership
- Our strategy**
  - One Calgary
  - Our services
  - Our finances
  - Plans and Budgets 2019 - 2022

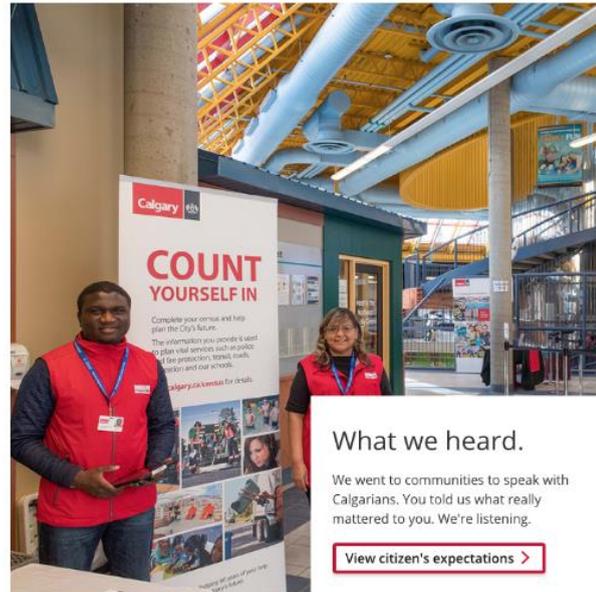


### OUR ORGANIZATION

## Our strategy

We're working together to make citizens' lives better, every day. We're focusing on what's important to you, improving how we do business, and ensuring we plan for our future to build a strong, resilient Calgary.

“ Calgary: a great place to make a living, a great place to make a life”



### What we heard.

We went to communities to speak with Calgarians. You told us what really mattered to you. We're listening.

[View citizen's expectations >](#)

“ Making life better, every day.”

Citizens want:

## Citizen priorities



### A prosperous city.

We attract talent, have opportunities for all and we're the best place to do business in Canada.

**Affordable housing:** *we're planning and providing housing options that are accessible and economical to ensure all Calgarians have a home.*

## Priority



### A city of **safe** and **inspiring** neighbourhoods.

We're a safe, mixed and inclusive city with equal public investments in each community.

**New community emergency services -** *we're building new fire stations to keep our communities safe*



## Practical examples



### A city that **moves**.



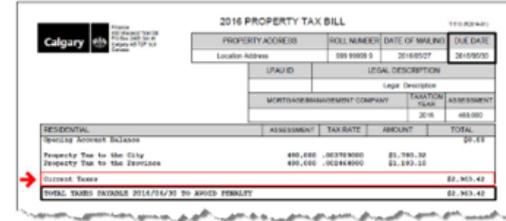
Tax  
breakdown  
by service  
line

# Get your tax breakdown

Do you want to know how your property tax dollars are being spent?

Enter your 2019 property taxes below and get a breakdown for how they were used.

You can find your annual property tax on your property bill (mailed out at the end of May) shown as the "Current Taxes" line.



My 2019 property tax amount

\$ 3,000

Calculate >

Provincial property tax	Percentage (%)	Tax amount	Breakdown
Provincial Property Tax ⓘ	38%	\$1170	
Program and services	Percentage (%)	Tax amount	Breakdown
Bylaws and Public Safety ⓘ	22.7%	\$680	<a href="#">Details</a> ^
Transportation ⓘ	15.2%	\$456	<a href="#">Details</a> v
Enabling services ⓘ	9.8%	\$292	<a href="#">Details</a> v
Parks, recreation and culture	6.1%	\$198	<a href="#">Details</a> v
Social programs ⓘ	1.8%	\$58	<a href="#">Details</a> v
Environment ⓘ	1.4%	\$42	<a href="#">Details</a> v
Building, planning ⓘ	1.2%	\$35	<a href="#">Details</a> v

Users enter their property taxes

...your property bill (mailed  
...the "Current Taxes" line.

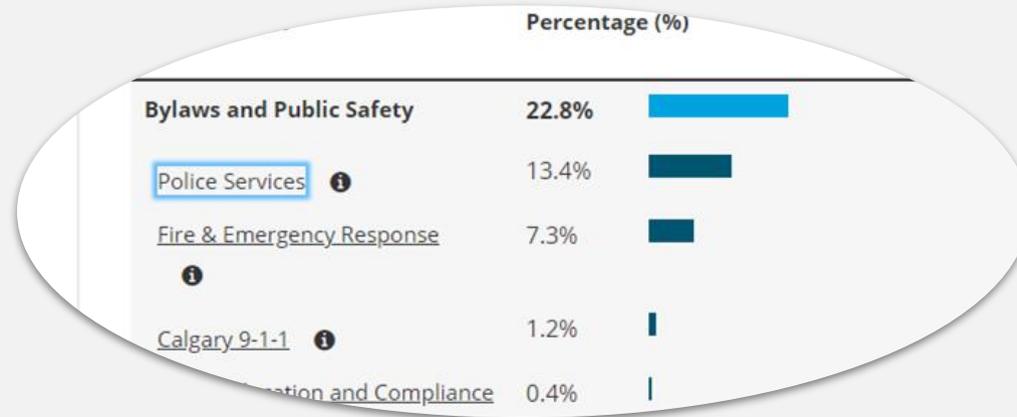
My 2019 property tax amount

Percentage (%)	Tax amount
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They can see how much of their tax bill goes to each service

Percentage (%)	Tax amount
<b>22.7%</b>	<b>\$680</b>
<b>15.2%</b>	<b>\$456</b>
<b>9.8%</b>	<b>\$292</b>

Categories open to reveal service lines



Users can click on a service line to see its budget and related web pages





Service line  
pages

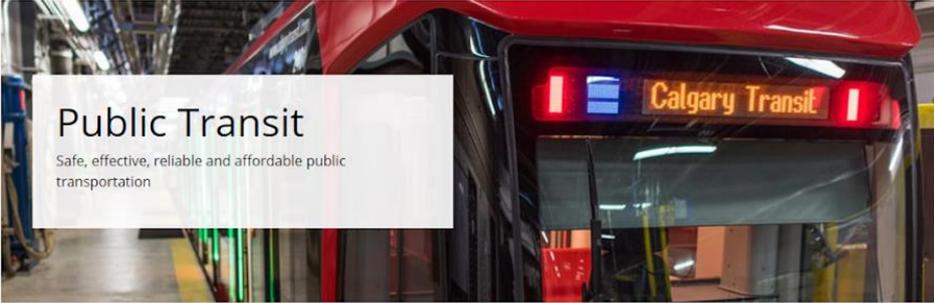
Popular  
related  
web  
pages

Service  
performance  
and cost  
information

**OUR ORGANIZATION**

**Home**

- Our culture
- Our leadership
- Our strategy
  - One Calgary
- Our services
- Our finances
  - Plans and Budgets 2019 - 2022



## Public Transit

Safe, effective, reliable and affordable public transportation

[Back to Our Services](#)

### Service description

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Public Transit provides a network of train and bus transportation for citizens and visitors to get from place to place safely, reliably and affordably. We have rapid transit service by bus and C-Train, local bus routes and a support system that keeps customers safe, comfortable and informed.

**Most requested services**

- [Bus Rapid Transit \(BRI\)](#)
- [Calgary Transit App](#)
- [Careers](#)
- [Fares & Passes](#)

- [Green Line - Map](#)
- [Plan a Trip](#)
- [Schedules & Maps](#)

### Service performance

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<p style="font-size: small;">Projected ridership</p> <p style="font-size: 2em; font-weight: bold;">104M</p> <p style="font-size: x-small;">in 2018</p>	<p style="font-size: small;">Customer satisfaction</p> <p style="font-size: 2em; font-weight: bold;">87%</p>	<p style="font-size: small;">On-time arrival reliability</p> <p style="font-size: 2em; font-weight: bold;">87%</p>
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### Service cost

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<p style="font-size: x-small;">2019 Operating budget (net)</p> <p style="font-size: 1.5em; font-weight: bold;">\$244M</p>	<p style="font-size: x-small;">2019 Capital budget</p> <p style="font-size: 1.5em; font-weight: bold;">\$299M</p>	<p style="font-size: x-small;">Operating cost</p> <p style="font-size: 1.5em; font-weight: bold;">\$4.10</p>
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Service line  
pages

Citizen  
survey  
summary

Council's  
direction for  
the service

Routes and a support system that keeps customers safe, comfortable and informed.

- Calgary Transit App
- Plan a Trip
- Careers
- Schedules & Maps
- Fares & Passes

### Service performance

<b>Projected ridership</b> <b>104M</b> <small>in 2018</small>	<b>Customer satisfaction</b> <b>87%</b>	<b>On-time arrival reliability</b> <b>87%</b>
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### Service cost

<b>2019 Operating budget (net)</b> <b>\$244M</b>	<b>2019 Capital budget</b> <b>\$299M</b>	<b>Operating cost</b> <b>\$4.10</b> <small>per trip</small>
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### What we heard

You've said you want a public transit system that is safe and secure, accessible for all ages and abilities, reliable and comfortable to use. Reliability and safety of service are your top priorities. We're investing in these to ensure we get you where you need to go, on time, and safely.

**2018 Citizen Satisfaction Survey**

[View survey result](#)

### Council direction

Council has directed that Public Transit be a safe and attractive choice for all Calgarians. We're investing in safety of transit to protect you and our employees. We're also improving our service in existing, new and developing communities and expanding rapid transit routes to make public transit a better option for more Calgarians.

**Have feedback about this service?**

[Contact 311](#)

Select Language Powered by Google Translate



# Results



**2,719**

Tax breakdowns  
provided

**37,332**

Service line  
page views

**89%**

Of visitors clicked on  
a service page