



BACKGROUND

November, 21, 2018

2018 Citizen Satisfaction Survey results backgrounder

The City conducts an annual Citizen Satisfaction Survey to gather citizens' views and perceptions about City programs and services. Annual findings from the survey 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 shows that The City values citizens' opinions by giving them an opportunity to provide feedback.

Context:

The City has hundreds of conversations every year through a variety of research initiatives and engagement activities, 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.

Methodology:

This year's Citizen Satisfaction Survey was conducted by Ipsos in accordance with The City's vendor procurement process.

Total sample size for the survey: 2,500 people were randomly selected to complete the telephone survey. The sample was drawn from both cell phones (40 per cent) and landlines (60 per cent). The margin of error for the total sample is +/- 2.0 percentage points, 19 times out of 20.

Where possible, results are compared to previous iterations of the Citizen Satisfaction Survey.

Key Findings:

Quality of Life

- Calgarians are positive about quality of life in Calgary: survey results tell us that perceptions about the quality of life in Calgary remain strong, while perceptions of a 'worsened' quality of life continue to decline.
- Overall, most Calgarians agree that Calgary is both a "great place to make a life," and a "great place to make a living."
- Most also agree they are "proud to be Calgarian" and "proud to live in their neighbourhoods." A majority of Calgarians also believe the municipal government "fosters a city that is inclusive and accepting of all."
- Most also agree Calgary is "on the right track to being a better city."

Issue Agenda

- When it comes to what Calgarians think are the most important issues facing their community, and the issue they feel should receive the greatest attention from local leaders, infrastructure, traffic and roads remains at the top of the citizen issue agenda, unchanged from last year.
 - Transit continues to hold second place in the issue agenda, while crime, safety and policing is a solid third.

Perception of Services

- Overall satisfaction with the level and quality of City services and programs is strong, something that every employee at The City should be proud of; it's through their hard work that life is made better every day for Calgarians.
- However, we do see some decreases in satisfaction for a number of specific services, like road maintenance, snow removal, and Spring Street cleaning; this is not surprising given the long winter Calgarians experienced in 2017-2018.
- Transportation related services garner the strongest desire for increased investment from Calgarians: road maintenance, snow removal, and Calgary Transit are top areas Calgarians want to see more investment in.
 - A majority also say The City should invest more in affordable housing, social services and the Calgary Police Service.
 - Notably, areas where Calgarians say they want more investment are those they are least satisfied with.

Perception of Taxes

- Calgarians are split when asked whether they would like to increase taxes to maintain or expand services, or cut services to maintain or reduce taxes.
- Additionally, the perceived value of property tax dollars has seen an increase this year.
- Importantly, Calgarians' interest in knowing how their tax dollars are invested remains high.

Perception of Customer Service Delivery & Communications

- Perceptions about The City's customer service delivery holds strong: Calgarians continue to be satisfied with the overall level and quality of customer service: a majority of Calgarians who contacted or dealt with The City in the past 12 months are satisfied with the overall level and quality of customer service received.
- A majority tell us that City staff are courteous, helpful, and knowledgeable; furthermore, a solid majority of Calgarians say that the quality of customer service from The City is consistently high.
- Overall satisfaction with the quality of City information and communications remains solid; a majority of Calgarians say they receive 'just the right amount' of information from The City.

Perception of Reputation & Trust

- Overall, most Calgarians are satisfied with the way The City of Calgary – including Administration and Council – is going about running our City.
- Fewer, however, believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary, which could point to an area of improvement.