

#### **2023-2026 One Calgary Service Plans and Budgets** Service Value Dimensions Survey

Citizens' View Research Report | February 25, 2022

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# Calgary 🐼 Background and Objectives





In supporting the service-based view of our multi-year plans and budgets for 2023-2026, The One Calgary Service Plans and Budgets program team wishes to leverage citizen insights to gain a better understanding of Calgarians' perspectives around service value dimensions and the perception of value from what they are getting for their tax dollars from The City.

Towards this, the Corporate Research Team conducted research to help guide and inform the decisions on service plans and budgets for 2023-2026, as was done in preparation for last cycle.

This report details the research results of a survey conducted with Calgarians via the Citizens' View Panel to better understand citizen perspectives and priorities for service value dimensions of external-facing One Calgary service lines.

This report is organized alphabetically by Service.







- I. Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.
- II. The Service Value Dimensions survey was fielded between January 13<sup>th</sup> and January 24<sup>th</sup>, 2022, to 1,952 panelists. A total of 755 panelists completed the survey.
- III. The following findings may not be statistically representative of all Calgarians. Given the makeup of panelists currently on the Citizens' View panel, findings should be regarded as directional and should not be projected to the larger population without additional research with a representative sample of Calgarians.









In the 2018 version of this survey respondents were asked to:

1) Evaluate the importance of each service value dimension on a scale from "very important" to "not important at all;" and then,

2) Rank each service value characteristics in order of importance.

As we learned, ranking provided a greater depth of insight into each service value characteristic and allowed us to better understand how these services were seen by Calgarians relative to other characteristics.

As a result respondents were asked only to rank characteristics in order of importance for the 2022 updated survey. Ranking results shown are for the overall position of the characteristic in ranking against others.

However, for 2022 this ranking was also augmented by a question asking respondents what they valued most about that service on an open-ended basis. Asking what respondents value about a service on an open-ended basis gives us a more fulsome, top-of-mind understanding of residents' perceptions of a service, service delivery, how that service is communicated by The City, and what the service should be doing to meet their expectations.

Please note: this report also includes ranking results from the 2018 Service Value Dimensions survey for reference. In some cases, the dimensions from 2018 have changed or have been updated in 2022.

#### **Reading open-ended responses and rankings**



Calgary

Survey respondents were asked on an open-ended basis what they value most about a service. This open-ended question was asked <u>before</u> residents saw the list of characteristics for a particular service and asked to rank them. The purpose of the open-ended question was to gain a better understanding of what residents value most about a service, top-of-mind.



After being asked on an open-ended basis what they value most about a service, respondents were then asked to rank pre-established service value dimensions in order of importance. In some cases there is a difference between what respondents say they value in the open-end compared to the dimensions they were presented with to rank. Any differences between open-end responses and dimension definitions may underscore a need for more or clearer information in service definitions or clarity of dimensions.

# Calgary A How to read the service dimension rankings

This report details research results of the One Calgary survey conducted with Calgarians via the Citizens' View Panel. The purpose of the survey is to better understand citizen perspectives and priorities for service value dimensions. Each service selects and defines their own service value dimensions, and service value dimension definitions are not consistent from service to service. Definitions of all dimensions presented in the survey can be found within each service section in this report.





## Detailed Findings: Services and Service Dimensions





#### **Affordable Housing**



Overall, a majority (92%) of respondents have not contacted, accessed, or used this service. On an openended basis, respondents cite availability (32%), partnering with other organizations (21%), quality / safety (20%), and affordability (19%) as key elements of this service.



## Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Affordable Housing services? Base: n=131 Q: ... what is most important to you about Affordable Housing services provided by The City? Base: n=131 Labels ≤1% not shown.



The City's Affordable Housing service provides housing options for low-income citizens. The service improves outcomes for individuals and families by transforming the housing system through stakeholder collaboration and contributing to increase the non-market housing supply by using every municipal lever to fund, develop, enable, partner and leverage.

| Affordability | Public, private, non-profit partners, and The City builds new affordable homes for low and moderate income Calgarians.    |
|---------------|---------------------------------------------------------------------------------------------------------------------------|
| Safety        | City-owned affordable housing is safe, secure and well maintained.                                                        |
| Availability  | The City partners to provide incentives and scales up non-profits to build new affordable homes faster and easier.        |
| Prevention    | The City enables and facilitates partnerships to support affordable housing residents to achieve their highest potential. |
| Accessibility | The City and partners collaborate on housing programs and services that support tenants and are clear and easy to find.   |



# Affordable Housing 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Affordable Housing services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=131



# Affordable Housing 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=138



#### **Appeals and Tribunals**



Overall, a majority (80%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite managing citizen input / disputes (28%), being impartial (18%), fairness (17%), and transparency (13%) as key elements of this service.



# Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Appeals and Tribunals services? Base: n=108 Q: ... what is most important to you about Appeals and Tribunals services provided by The City? Base: n=108 Labels ≤1% not shown.

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The City's Appeals and Tribunals service provides an impartial process for citizens to challenge property and business assessments, decisions of the development and subdivision authorities, and certain other decisions made by The City of Calgary.

| Responsiveness            | Tribunals' decisions are rendered and published in timely fashion.                                                               |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Convenience               | Prospective complainants/appellants can file an appeal easily, when they want, and through the channel most convenient for them. |
| Legislative<br>Compliance | Hearing processes comply with statutory requirements and the principles of natural justice and procedural fairness.              |
| Informs                   | Information about tribunals' processes, procedures and decisions are readily available.                                          |

# Appeals and Tribunals 2022 Dimension Ranking Results

Average Rank



Q: Below is a list of characteristics for Affordable Housing services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=108

2023-2026 One Calgary Service Plans and Budgets - Service Value Dimensions Survey

Calgary

Rank



## Appeals and Tribunals 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=146



#### **Arts and Culture**



Overall, two-fifths (40%) of survey respondents have contacted, accessed, or used this service. On an open-ended basis, affordability (17%), improving quality of life (17%), and accessibility (16%) are cited as the most important elements of this service.



#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Arts and Culture services? Base: n=131 Q: ... what is most important to you about Arts and Culture services provided by The City? Base: n=131



The City's Arts and Culture services supported by The City provide arts and culture experiences to Calgarians and visitors by supporting the production and delivery of festivals and events; commissioning, acquiring and maintaining public art; and planning for publicly accessible art and cultural spaces and facilities.

| Affordability          | Arts and culture opportunities that are available to Calgarians of all income levels.                                  |
|------------------------|------------------------------------------------------------------------------------------------------------------------|
| Quality                | Arts and cultural programs, activities and services that address and evolve to the needs of customers and communities. |
| Accessibility          | Arts and culture activities that are easily accessible, inclusive, convenient and welcoming to Calgarians.             |
| Fun /<br>Entertainment | A range of arts and culture opportunities that inspire Calgarians to enjoy creative lives.                             |
| Reconciliation         | Indigenous culture is recognized as a part of arts and culture opportunities.                                          |

# Arts and Culture 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Arts and Culture services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=131

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Calgary

## Arts and Culture 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=138

2023-2026 One Calgary Service Plans and Budgets - Service Value Dimensions Survey

Calgary



#### **Building Safety**



Overall, most (70%) survey respondents have not contacted, accessed, or used this service in the past. On an open-ended basis, safety (40%), legislative compliance (21%), and prevention (18%) are the most important elements of this service cited by respondents.



Don't know / Nothing

Q: Have you ever contacted, accessed, or used The City's **Building Safety services?** Base: n=131

Q: ... what is most important to you about Building Safety services provided by The City? Base: n=131



The City's Building Safety service provides Calgarians with the assurance that the buildings they live, work, and play in, are safe. This service reviews building plans submitted to ensure compliance with provincial and national safety codes prior to issuing a permit, then follows up with site inspections to ensure construction also complies. The service responds to building and construction site safety concerns reported by first responders, citizens, and partner agencies providing guidance and direction to ensure a safe resolution.

| Responsiveness            | Provide timely responses to permit applications, performing required inspections, and emergency situations.               |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------|
| Legislative<br>Compliance | Ensure safety standards are met by reviewing plans and inspecting construction according to the Safety Codes Act.         |
| Informs                   | Provide customers guidance on requirements regarding public safety, energy codes, accessibility, and construction safety. |
| Prevention                | Prevent public safety incidents from occurring through education, and awareness with industry partners and customers.     |
| Safety                    | Respond to public site safety and building concerns, review plans and inspect construction to ensure safety.              |



Q: Below is a list of characteristics for Building Safety services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=131

Rank 2

Rank 3

Rank 4

Rank 5

2023-2026 One Calgary Service Plans and Budgets - Service Value Dimensions Survey

Rank 1



# Building Approvals 2018 Dimension Ranking Results





#### **Business Licensing**



Overall, a majority (80%) of survey respondents have not contacted, accessed, or used this service in the past. On an open-ended basis, fraud prevention / enforcement (21%), ensuring regulations are followed (19%), and legislative compliance (18%) are key elements of this service.



Q: Have you ever contacted, accessed, or used The City's Business Licensing services? Base: n=131 Q: ... what is most important to you about Business Licensing services provided by The City? Base: n=131 Labels ≤1% not shown.



The City's Business Licensing service at The City oversees 40 types of businesses that do not fall under any other regulations, ensuring citizens' expectations for safe and ethical businesses are met. Business Licence peace officers play a key role in the service by investigating business operations to ensure compliance of bylaws and provincial statutes.

| Responsiveness            | Business license is issued within a reasonable timeframe.                                                                                                                                                                                 |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Quality                   | Business owners are satisfied with the licensing service. This includes clear and easily accessible information, and consistent decisions on applications.                                                                                |
| Fairness                  | Enforcement is transparent, fair, consistent and delivered by competent<br>Business License Peace Officers. Peace Officers provide quality<br>customer service, demonstrating professionalism, courtesy,<br>responsiveness and knowledge. |
| Legislative<br>Compliance | Investigations and inspections ensure businesses comply with legislation and the licensing bylaws that apply to them.                                                                                                                     |

# Business Licensing 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Business Licensing services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=131

Calgary


## Building Licensing 2018 Dimension Ranking Results





#### **Bylaw Education and Compliance**

# Calgary Bylaw Education and Compliance

Overall, almost two-fifths (38%) of survey respondents have contacted, accessed, or used this service. On an open-ended basis, enforcing bylaws (22%), education/communication (22%), and responsiveness (14%) are cited as key elements of this service.



#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Bylaw Education and Compliance services? Base: n=134 Q: ... what is most important to you about Bylaw Education and Compliance services provided by The City? Base: n=134 Labels ≤1% not shown.

# Calgary (In the second second

The City's Bylaw Education and Compliance service develops and maintains community standards in Calgary to promote healthy and safe communities and help citizens live in harmony with neighbours. The service includes enforcement of municipal bylaws, provincial statutes and bylaw education that encourage compliance.

| Responsiveness | Citizen complaints and bylaw issues are responded to and resolved in a timely manner.                               |
|----------------|---------------------------------------------------------------------------------------------------------------------|
| Safety         | Citizens feel safe and protected in their communities.                                                              |
| Fairness       | Bylaw enforcement service is transparent, fair and consistent, and delivered by competent Community Peace Officers. |



#### **Bylaw Education and Compliance 2022 Dimension Ranking Results**



Q: Below is a list of characteristics for The City's Bylaw Education and Compliance service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 3 is the lowest priority. Base: n=134



#### Bylaw Education and Compliance 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=166



#### Calgary 9-1-1



Overall, about one-half (53%) of survey respondents have contacted, accessed, or used this service. On an open-ended basis, most cite responsiveness (62%), reliability (12%), and availability (11%) as key elements of this service.



## Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Calgary 9-1-1 services? Base: n=164 Q: ... what is most important to you about Calgary 9-1-1 services provided by The City? Base: n=164 Labels ≤1% not shown.



The City's Calgary 9-1-1 service connects citizens with the emergency services they require by evaluating and dispatching 9-1-1 and non-emergency calls from within Calgary and for client agencies located outside of Calgary.

| Reliability    | Citizens can depend on 9-1-1 in their time of need.                                          |
|----------------|----------------------------------------------------------------------------------------------|
| Responsiveness | 9-1-1 calls are answered quickly and first responders are notified in a timely manner.       |
| Quality        | Courteous and professional support is provided.                                              |
| Safety         | Appropriate response is identified and accurate information is provided to first responders. |



## Calgary 9-1-1 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Calgary 9-1-1 services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=164 Labels  $\leq 3\%$  not shown.



### Calgary 9-1-1 2018 Dimension Ranking Results





#### **Citizen Engagement and Insights**

## **Citizen Engagement and Insights**

Overall, seven-in-ten (69%) survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite the service informing (48%), being accessible (21%), and communication (10%) as key elements of this service.

# Contacted, Accessed or Used Service

Calgary

#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Citizen Engagement and Insights services? Base: n=108 Q: ... what is most important to you about Citizen Engagement and Insights services provided by The City? Base: n=108

Labels ≤1% not shown.

## Calgary Ocitizen Engagement and Insights

The City's Citizen Engagement and Insights service plans and executes safe, fair and accessible opportunities for citizens and stakeholders to provide input on City programs and services, and overall quality of life in Calgary.

| Fairness      | Provides an unbiased representation of the range of voices on a range of topics.                                        |
|---------------|-------------------------------------------------------------------------------------------------------------------------|
| Accessibility | Engagement activities are thoughtfully planned to mitigate potential social, economic, geographic or other barriers.    |
| Quality       | Achieves a high degree of quality in the planning, execution, analysis, and reporting of engagement and research.       |
| Informs       | Provides reliable information about citizens' perspectives and aspirations so decisions are aligned to the public good. |
| Simplifies    | Reduces complexity and simplifies data into a cohesive and aligned narrative that can be shared and understood.         |





Q: Below is a list of characteristics for Citizen Engagement and Insights services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=108

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Calgary

#### Service Name Change After 2018



#### **Corporate Citizen Engagement** 2018 Dimension Ranking Results





#### **Citizen Information and Services**

# Calgary 🙆 Citizen Information and Services

Overall, a majority (81%) of survey respondents have contacted, accessed, or used this service. On an open-ended basis, most cite accessibility / convenience (40%), responsiveness (36%), and accurately informs (19%) as key elements of this service.



## Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Citizen Information and Services? Base: n=108 Q: ... what is most important to you about Citizen Information and Services provided by The City? Base: n=108 Labels ≤1% not shown.

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# Calgary Citizen Information and Services

The City's Citizen Information and Services provides two-way information and services for Calgary citizens, businesses and visitors through The City's primary contact channels: 311 and the calgary.ca website. Through day-to-day information, interactions and transactions, this service gathers valuable customer and citizen feedback to help The City prioritize, develop and modify services to better meet the needs of citizens and customers.

| Informs        | Reliable and trustworthy information about The City.                                    |
|----------------|-----------------------------------------------------------------------------------------|
| Convenience    | Easy access to City information and services in channels of choice/variety of channels. |
| Equity         | Tailored information and service options based on specific needs.                       |
| Responsiveness | Timely responses to requests for information and/or issues that have been reported.     |



### **Citizen Information and Services 2022 Dimension Ranking Results**



Q: Below is a list of characteristics for Citizen Information and Services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=108 Service Name Change / Dimension Change After 2018

## Calgary

#### Corporate Citizen Relationship Management 2018 Dimension Ranking Results



Base: n=151



#### **City Cemeteries**



Overall, about four-fifths (78%) of survey respondents have contacted, accessed, or used this service. On an open-ended basis, most cite maintenance (29%), availability (22%), and quality (19%) as key elements of this service.



#### Q: Have you ever contacted, accessed, or used City Cemeteries services? Base: n=134

Q: ... what is most important to you about City Cemeteries services provided by The City? Base: n=134 Labels  $\leq 1\%$  not shown.

2023-2026 One Calgary Service Plans and Budgets - Service Value Dimensions Survey

#### **Most Important About Service** (multiple responses)



The City Cemeteries service maintains public cemeteries and provides affordable burial and memorial services.

| Quality                   | City cemeteries provide a dignified service for the respectful interment and memorialization of loved ones. |
|---------------------------|-------------------------------------------------------------------------------------------------------------|
| Availability              | Access to a range of affordable cemetery space alternatives is a public expectation and public health need. |
| Sustainability            | Cemetery operations are well-managed for long-term feasibility.                                             |
| Legislative<br>Compliance | The City of Calgary provides cemetery services in compliance with the provincial Cemeteries Act.            |

### City Cemeteries 2022 Dimension Ranking Results

Average Rank



Q: Below is a list of characteristics for the City Cemeteries service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 4 is the lowest priority. Base: n=134

2023-2026 One Calgary Service Plans and Budgets - Service Value Dimensions Survey

Calgary

Rank

#### City Cemeteries 2018 Dimension Ranking Results



Base: n=160

Calgary



#### **City Planning and Policy**

# Calgary City Planning and Policy

Overall, almost seven-in-ten (68%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite citizen input (19%), fairness (17%), and transparency (17%) as key elements of this service.



#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Planning and Policy services? Base: n=108 Q: ... what is most important to you about City Planning and Policy services provided by The City? Base: n=108

Labels ≤1% not shown.

## Calgary City Planning and Policy

The City's Planning and Policy service provides specialized planning expertise to guide and enable growth and change in Calgary. The goal of the growth and change is to build a city of attractive communities that meet the various lifestyle choices of our diverse citizens and employment areas that support continued economic prosperity in Calgary. This service engages with communities and the development industry to develop the long-range vision for the city and the detailed growth plans that reflect the goals of individual neighbourhoods.

| Reliability    | Citizens and investors want to know that requirements in plans will be upheld and not abandoned arbitrarily.            |
|----------------|-------------------------------------------------------------------------------------------------------------------------|
| Convenience    | Applicants want plans and rules to be easy to find and understand.                                                      |
| Fairness       | All stakeholders want to be fairly represented in plans through participation in engagement events and policy creation. |
| Reduces Effort | Communities want meaningful engagement, developers want simple processes, Council wants effortless experiences for all. |
| Reduces Risk   | Council wants plans and policies that reduce Calgary's financial risk and the risk of impeding our economic growth.     |





Q: Below is a list of characteristics for Citizen Engagement and Insights services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=108

2023-2026 One Calgary Service Plans and Budgets - Service Value Dimensions Survey

Calgary



#### **City Planning and Policy 2018 Dimension Ranking Results**





#### **Community Strategies**

# Calgary Community Strategies

Overall, a majority (86%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite accessibility (10%) and public engagement (9%) as key elements of this service.



Q: Have you ever contacted, accessed, or used The City's Community Strategies services? Base: n=118 Q: ... what is most important to you about Community Strategies services provided by The City? Base: n=118 Labels ≤1% not shown.



The City's Community Strategies service at The City creates policies and strategies that are used by City departments, community partners, non-profit social service providers, industry and the public to advance common goals and vision around social wellbeing.

| Responsiveness | Respond to social issues to advance social wellbeing and quality of life results for Calgarians. |
|----------------|--------------------------------------------------------------------------------------------------|
| Prevention     | Act to prevent social issues and strengthen social wellbeing.                                    |
| Wellbeing      | Develop plans, strategies and policies to address the needs of Calgarians.                       |
| Accessibility  | Create plans, strategies and policies to remove barriers to participation in civic life.         |
| Reconciliation | Develop and implement strategies and policies to advance truth and reconciliation outcomes.      |





Q: Below is a list of characteristics for Community Strategies services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=118

2023-2026 One Calgary Service Plans and Budgets - Service Value Dimensions Survey

Calgary



#### Community Strategies 2018 Dimension Ranking Results




#### **Development Approvals**

# Calgary 🔅 Development Approvals

Overall, three-quarters (75%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite quality (20%), fairness (19%), and responsiveness (16%) as key elements of this service.



#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Development Approvals services? Base: n=108 Q: ... what is most important to you about City Development Approvals services provided by The City? Base: n=108 Labels ≤1% not shown.



The City's Development Approvals service reviews and approves all land development proposals to enable development and redevelopment within the city. This service works towards maintaining Calgary as a great place to invest in land development and redevelopment while ensuring those investments contribute to building a vibrant city.

| Legislative<br>Compliance | Various governing legislation, bylaws and policy are adhered to.                                                                |  |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------|--|
| Responsiveness            | Commitments made to customers around timelines are met.                                                                         |  |
| Quality                   | Decisions are based on a competent analysis of all contributing factors and developments result in a positive community impact. |  |
| Convenience               | Customers and stakeholders have convenient options to access information, understand the process and make an application.       |  |
| Fairness                  | Decisions are made without bias or preconception.                                                                               |  |

# Development Approvals 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Citizen Engagement and Insights services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=108

2023-2026 One Calgary Service Plans and Budgets - Service Value Dimensions Survey

Calgary

### Development Approvals 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=149

2023-2026 One Calgary Service Plans and Budgets - Service Value Dimensions Survey

Calgary



#### **Economic Development and Tourism**

#### Calgary **Economic Development and Tourism**

Overall, a majority (84%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis seeing better promotions / marketing for Calgary as a tourist destination (31%), attractiveness (24%), and sustainability (18%) are key elements of this service.



Q: Have you ever contacted, accessed, or used The City's Economic Development and Tourism services? Base: n=131

Q: ... what is most important to you about Economic Development and Tourism services provided by The City? Base: n=131

Labels ≤1% not shown.

31%

# Calgary 🖄 Economic Development and Tourism

The City's Economic Development and Tourism service supports a diversified and resilient economy including a vibrant centre city, encourages employment growth, helps build Calgary's global reputation, encourages business investment, and supports entrepreneurship and innovation. Through this service, tourism and convention centre strategies attract businesses and visitors to Calgary, and Calgarians and visitors have access to world-class attractions.

| Attractiveness | Tourism attractions are world-class and offer attractive opportunities fo Calgarians and visitors.                   |  |
|----------------|----------------------------------------------------------------------------------------------------------------------|--|
| Sustainability | Service supports an economy with diverse industries and opportunities for entrepreneurs and businesses of all sizes. |  |
| Resilient      | Service supports Calgary and Calgarians to withstand and recover from shocks and stressors that disrupt our economy. |  |
| Quality        | High-quality services and programs attract visitors, business travellers, conventions and businesses.                |  |
| Responsiveness | Responsive to changes in economic conditions and adapts quickly when needed.                                         |  |



Rank

Position

### **Economic Development and Tourism** 2022 Dimension Ranking Results

Average Rank

| 1 0311011 |                |     |                 |             |        |        | ΝάΠΚ |
|-----------|----------------|-----|-----------------|-------------|--------|--------|------|
| 1         | Quality        | 27% | 22%             | 22%         | 15%    | 15%    | 2.68 |
| 2         | Sustainability | 24% | 24%             | 24%         | 14%    | 15%    | 2.72 |
| 3         | Resilient      | 18% | 18% 1           | 9% 25       | %      | 20%    | 3.11 |
| 4         | Attractiveness | 20% | 13% 15%         | 27%         |        | 25%    | 3.24 |
| 5         | Responsiveness | 11% | 24% 19          | 9% 20%      | 2      | 26%    | 3.25 |
|           |                | ■ F | Rank 1 ■ Rank 2 | 2 ■Rank 3 ■ | Rank 4 | Rank 5 |      |

Q: Below is a list of characteristics for Economic Development and Tourism services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=131



### **Economic Development and Tourism** 2018 Dimension Ranking Results





#### **Emergency Management and Business Continuity**

# Calgary

Overall, a majority (89%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite prevention (37%), reduces risk (19%) and resilience (18%) as key elements of this service.



Q: Have you ever contacted, accessed, or used The City's Emergency Management and Business Continuity services? Base: n=134

Q: ... what is most important to you about Emergency Management and Business Continuity services provided by The City? Base: n=134

Labels ≤1% not shown.

# Emergency Management and Business Continuity

The City's Emergency Management and Business Continuity service at The City ensures preparedness for and recovery from emergencies, disasters and business disruptions. Coordinating the efforts of The City, businesses, non-profit groups, government agencies and citizens, we help the city withstand emergencies. We oversee business continuity planning in The City to support the delivery of essential services during and after an emergency. We support regional and national disaster response with Canada Task Force 2, Alberta's disaster response team.

| Prevention                | Everyone is prepared to respond to and recover from major emergencies.                                                                   |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Reduces Risk              | The City takes action to prevent or reduce hazards and risks.                                                                            |
| Resilient                 | Calgary quickly bounces back from the effect of major emergencies.                                                                       |
| Connectivity              | The right people with the right skills and resources help respond to and recover from major emergencies.                                 |
| Legislative<br>Compliance | The City meets the requirements to have an emergency management agency as set out by the Province of Alberta's Emergency Management Act. |

Calgary

#### **Emergency Management and Business Continuity** 2022 Dimension Ranking Results



Q: Below is a list of characteristics for The City's Emergency Management and Business Continuity service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=134

2023-2026 One Calgary Service Plans and Budgets - Service Value Dimensions Survey

Calgary

Service Dimension Changes After 2018



Rank

# Emergency Management and Business Continuity 2018 Dimension Ranking Results





#### **Environmental Management**

# **Environmental Management**

Overall, a majority (86%) say they have not contacted, accessed, or used this service. When thinking about this service, preserving natural resources and protecting the environment (17%) and promoting / supporting a clean and healthy environment (13%) are cited as the most important aspects of this service.



Q: Have you ever contacted, accessed, or used The City's Environmental Management services? Base: n=99

Calgary

Q: ... what is most important to you about the Environmental Management service supported by The City? Base: n=99

Labels ≤1% not shown.

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33%



The City's Environmental Management service provides corporate-wide leadership and support to City of Calgary services to manage environmental issues, risks, opportunities and trends associated with the delivery of public services.

| Environmental             | We help to conserve, protect and enhance the environment.                                                                                            |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Legislative<br>Compliance | We help The City comply with municipal, provincial and federal environmental legislation.                                                            |
| Reduces Risk              | We work to reduce risks related to impacts on the environment, The City, citizens and industrial, commercial, and institutional sector (ICI) sector. |
| Resilient                 | We help The City and citizens to adapt and grow no matter what environmental chronic stresses and acute shocks occur.                                |
| Quality                   | We deliver consistent, high quality environmental management solutions in alignment with customer needs.                                             |





Q: Below is a list of characteristics for the Environmental Management service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=99

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Calgary

# **Environmental Management 2018 Dimension Ranking Results**



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=166

2023-2026 One Calgary Service Plans and Budgets - Service Value Dimensions Survey

Calgary

Rank



### **Fire and Emergency Response**

# Calgary 🍪 Fire and Emergency Response

Overall, about one-half (53%) of survey respondents have contacted, accessed, or used this service. On an open-ended basis, most cite responsiveness (63%), availability (24%), and reliability (20%) as key elements of this service.



Q: Have you ever contacted, accessed, or used The City's Fire and Emergency Response services? Base: n=134 Q: ... what is most important to you about Fire and Emergency Response services provided by The City? Base: n=134 Labels ≤1% not shown.



The City's Fire and Emergency Response service encompasses responding to fire and fire-related incidents, critical medical interventions, motor vehicle collisions, hazardous conditions, specialized technical rescues including water rescues, calls for public service assistance, and need for community risk reduction through fire prevention activities.

| Responsiveness | We will respond to your call for service promptly.                                                                  |
|----------------|---------------------------------------------------------------------------------------------------------------------|
| Availability   | We will be ready with the right equipment, staffed by competent, polite and caring people.                          |
| Reliability    | Effective incident response program, plans and incident command system are in place to manage all-hazard incidents. |
| Provides Hope  | We will stay with you until we have done everything we can to help with your emergency.                             |
| Safety         | We will do everything we can to keep you and your family safe, and feel safe, both inside and beyond your home.     |

### Fire and Emergency Response 2022 Dimension Ranking Results



Q: Below is a list of characteristics for The City's Fire and Emergency Response service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=134

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Calgary



# Fire and Emergency Response 2018 Dimension Ranking Results





#### **Fire Inspection and Enforcement**

#### Calgary **Fire Inspection and Enforcement**

Overall, a majority (87%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite legislative compliance (29%), reducing risk (17%), and safety (17%) as key elements of this service.



**Most Important About Service** (multiple responses)

29%

24%

17%

Q: Have you ever contacted, accessed, or used The City's Fire Inspection and Enforcement services? Base: n=134

Q: ... what is most important to you about Fire Inspection and Enforcement services provided by The City? Base: n=134

Don't know

Labels ≤1% not shown.

# Calgary Sire Inspection and Enforcement

The City's Fire Inspection and Enforcement service provides fire inspections of commercial, industrial and assembly structures, fire code consultation and related technical services to enhance public safety, compliance with legislation, minimize fire-related risks, and protect lives, property and the environment.

| Prevention                | We will help you reduce the chance of fires and other life safety incidents from happening both inside and beyond your home and your property.                  |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reduces Risk              | We will do everything we can to keep you and your family safe, and feel safe, both inside and beyond your home.                                                 |
| Informs                   | We will provide you with the information you need so that you are<br>aware of fire and life safety risks that may affect you, your family and<br>your property. |
| Legislative<br>Compliance | We will help ensure that your occupancy complies with Fire Safety Codes and Standards.                                                                          |



Q: Below is a list of characteristics for the Fire Inspection and Enforcement service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 4 is the lowest priority. Base: n=134



# Fire Inspection and Enforcement 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=164



#### **Fire Safety Education**



Overall, a majority (93%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite informs/educates (48%), prevention (13%), and reducing risk (7%) as key elements of this service.



Q: Have you ever contacted, accessed, or used The City's Fire Safety Education services? Base: n=134

Q: ... what is most important to you about Fire Safety Education services provided by The City? Base: n=134 Labels  $\leq 1\%$  not shown.

48%



The City's Fire Safety Education service provides fire and life safety education to prevent fires and reduce risk to citizens, property and the environment.

| Prevention                | We will help you reduce the chance of fires and other life safety incidents from happening both inside and beyond your home and your property.                  |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reduces Risk              | We will do everything we can to keep you and your family safe, and feel safe, both inside and beyond your home.                                                 |
| Informs                   | We will provide you with the information you need so that you are<br>aware of fire and life safety risks that may affect you, your family and<br>your property. |
| Legislative<br>Compliance | We will help ensure that your occupancy complies with Fire Safety Codes and Standards.                                                                          |



Q: Below is a list of characteristics for the Fire Safety Education service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 4 is the lowest priority. Base: n=134



# Fire Safety Education 2018 Dimension Ranking Results





#### Land Development and Sales
# Calgary Land Development and Sales

Overall, a large majority (96%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite strategic purchasing (12%), being reasonable / fair (9%), and avoiding sprawl (8%) as key elements of this service.



Q: Have you ever contacted, accessed, or used The City's Land Development and Sales services? Base: n=131 Q: ... what is most important to you about Land Development and Sales services provided by The City? Base: n=131 Labels ≤1% not shown.

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bels  $\leq 1\%$  not shown.

34%



The City's Land Development and Sales service supports the development and sale of industrial lands with the purpose of economic diversification, optimizing value and maximizing the financial return on City-owned land under City stewardship.

| Attractiveness | Serviced City-owned land sold at fair market value; land parcel characteristics align with customer's business needs.                                                                                       |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Availability   | Consistent supply of serviced land available for sale.                                                                                                                                                      |
| Responsiveness | Real estate transactions are completed in a timely manner and customer inquiries are responded to quickly.                                                                                                  |
| Resilient      | Our diverse land portfolio enables us to withstand and respond to market fluctuations in land sales and to sustain our direct role in promoting local economic development and diversification for Calgary. |
| Convenience    | Serviced land ready for building construction and supported by a team of sales, engineering and planning experts.                                                                                           |



# Land Development and Sales 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Land Development Sales services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=131



# Land Development and Sales 2018 Dimension Ranking Results





## **Library Services**



Overall, a majority (85%) of survey respondents have contacted, accessed, or used this service. On an openended basis, most cite accessibility (42%) quality (27%), equity (22%), and convenience (16%) as key elements of this service.



#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Library Services? Base: n=118 Q: ... what is most important to you about Library Services provided by The City? Base: n=118 Labels ≤1% not shown.

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The City's Library Services support Calgary's libraries.

| Accessibility      | Reduce financial, social, geographic and physical barriers that affect access to Library services and programs.     |
|--------------------|---------------------------------------------------------------------------------------------------------------------|
| Connectivity       | Connect customer groups with others, their community, or to other resources and services they may need.             |
| Quality            | Provide high-quality Library programs and services that are timely and relevant to customer groups.                 |
| Reconciliation     | Library programs and services include a shared understanding between Indigenous and non-Indigenous customer groups. |
| Self-Actualization | Providing Library programs and services that create a sense of personal accomplishment or improvement.              |

# Library Services 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Library Services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=118 Labels  $\leq 3\%$  not shown.

Calgary

Service Dimension Changes After 2018



# Library Services 2018 Dimension Ranking Results





## **Municipal Elections**



Overall, one-half (52%) of survey respondents have contacted, accessed, or used this service. On an openended basis, most cite transparency (42%), accessibility (20%), informs (17%) and accuracy (15%) as key elements of this service.



#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Municipal Elections services? Base: n=118 Q: ... what is most important to you about the Municipal Elections service provided by The City? Base: n=118 Labels ≤1% not shown.



The City's Municipal Elections service conducts elections in a manner trusted by the public to elect candidates to office and allows all eligible electors to cast a ballot. This service also administers the municipal census and validates petitions.

| Accessibility             | Locations and methods of casting a ballot are physically accessible.                   |
|---------------------------|----------------------------------------------------------------------------------------|
| Quality                   | The votes are counted accurately, and the voter experience is satisfactory.            |
| Informs                   | The electoral process is open to observers and scrutineers.                            |
| Responsiveness            | The results of each election are available promptly.                                   |
| Legislative<br>Compliance | The election was carried out in a manner that followed all legislation and regulation. |





Q: Below is a list of characteristics for The City's Municipal Elections service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=118 Labels  $\leq 3\%$  not shown.

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# Municipal Elections 2018 Dimension Ranking Results



■ First ■ Second ■ Third ■ Fourth ■ Fifth

Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=145



## **Neighbourhood Supports**

# Calgary 🖄 Neighbourhood Supports

Overall, one-fifth (19%) of survey respondents have contacted, accessed, or used this service. On an openended basis, most cite provision / management of facilities (13%), inclusivity (10%), and building a sense of community (9%) as key elements of this service.



#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Neighbourhood Supports service? Base: n=118 Q: ... what is most important to you about Neighbourhood Supports services provided by The City? Base: n=118 Labels ≤1% not shown.

# Calgary 🔊 Neighbourhood Supports

The City's Neighbourhood Supports service builds the capacity of Calgarians in neighbourhoods by working with residents and other community stakeholders to foster social inclusion, economic participation and an increased sense of belonging. We support community groups operating on City-owned land, including contributing funding for capital maintenance of community facilities and amenities to ensure that all residents have a variety of public spaces in which to create and develop social connections with their neighbours.

| Connectivity   | Work with residents and community stakeholders to address social issues and connect them to City resources.                                                              |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Accessibility  | Remove barriers to participation for residents and assist community groups in being more accessible.                                                                     |
| Equity         | Distribute programs and services to priority neighbourhoods to better support vulnerable populations.                                                                    |
| Sustainability | Bring resources to Community Associations (CAs) and Social<br>Recreation Groups (SRGs) that improve the sustainability of their<br>contribution to their neighbourhoods. |
| Wellbeing      | Support initiatives that strengthen the capacity of individuals and community groups to withstand stresses and shocks.                                                   |



# Neighbourhood Supports 2022 Dimension Ranking Results



Q: Below is a list of characteristics for the Neighbourhood Supports service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=118



# Neighbourhood Supports 2018 Dimension Ranking Results



Base: n=165



# Parking



Overall, four-fifths (81%) of survey respondents have contacted, accessed, or used this service. On an openended basis, most cite reasonable rates (31%), convenience (28%), and accessibility (25%) as key elements of this service.

# Contacted, Accessed or Used Service

#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Parking services? Base: n=164 Q: ... what is most important to you about Parking services provided by The City? Base: n=164 Labels ≤1% not shown.

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The City's Parking service manages municipal parking resources and facilitates movement and access to businesses, services and homes for the benefit of Calgarians. This is achieved by providing paid on-street and off-street parking, the enforcement of The City's parking policies and bylaws, administration of permitted parking, and space management for special events.

| Safety         | Parking restrictions and enforcement support safety on roadways.                                |
|----------------|-------------------------------------------------------------------------------------------------|
| Convenience    | Systems and signage make it easy to find and pay for parking when and where it is needed.       |
| Accessibility  | A sufficient amount of reasonably priced parking is provided for users with a variety of needs. |
| Responsiveness | Parking bylaws are enforced in a timely manner to support compliance.                           |



## Parking 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Records Management, Access and Privacy services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=164





Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=191

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## **Parks and Open Spaces**

# Calgary A Parks and Open Spaces

Overall, less than one-half (45%) of respondents say they have ever used the Parks and Open Spaces service. Keeping parks and opens spaced maintained and clean (38%), accessible (17%) and having considerations for the environment (16%) are seen as most important elements of this service.



# Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Parks and Open Spaces services? Base: n=99 Q: ... what is most important to you about the Parks and Open Spaces service supported by The City? Base: n=99 Labels ≤1% not shown.

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The City's Parks and Open Spaces service plans, builds, preserves and maintains public parks and open spaces.

| Wellbeing      | Year-round opportunities for social interaction, community vitality, nature appreciation and leisure activities.    |
|----------------|---------------------------------------------------------------------------------------------------------------------|
| Availability   | Neighbourhood parks are readily accessible to all communities.                                                      |
| Safety         | Parks and open spaces are safe.                                                                                     |
| Sustainability | Our natural environment is conserved through stewardship, planning and management contributing to urban resilience. |
| Environment    | We recognize that healthy ecosystems are essential to our personal, community, and economic wellbeing.              |



# Parks and Open Spaces 2022 Dimension Ranking Results



Q: Below is a list of characteristics for the Parks and Open Spaces service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=99



# Parks and Open Spaces 2018 Dimension Ranking Results



Base: n=168



## **Pet Ownership and Licensing**

# Calgary 🖄 Pet Ownership and Licensing

Overall, three-fifths (61%) of survey respondents have contacted, accessed, or used this service. On an openended basis, most cite enforcement (25%), caring / welfare of animals (17%), and availability of services (13%) as key elements of this service.



#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Pet Ownership and Licensing service? Base: n=118 Q: ... what is most important to you about Pet Ownership and Licensing services provided by The City? Base: n=118 Labels ≤1% not shown.

# Calgary 🖄 Pet Ownership and Licensing

The City's Pet Ownership and Licensing provides citizen education on responsible pet ownership and regulates owners under the Responsible Pet Ownership Bylaw (RPO). Licensing and shelter services are directed to dogs and cats to ensure recovered animals are cared for and reunited with owners or adopted into new homes.

| Safety         | Citizens feel that cats, dogs, owners and neighbours live together in safety and harmony.                          |
|----------------|--------------------------------------------------------------------------------------------------------------------|
| Responsiveness | Citizen complaints and responsible pet ownership issues are responded to and resolved in a timely manner.          |
| Fairness       | Bylaw enforcement service is transparent, fair and consistent, and delivered by competent animal control officers. |
| Quality        | Customers receive licensing service that satisfy their needs.                                                      |
| Prevention     | Citizens understand Responsible Pet Ownership Bylaw standards and the importance of being a responsible pet owner. |



# Pet Ownership and Licensing 2022 Dimension Ranking Results



Q: Below is a list of characteristics for the Pet Ownership and Licensing service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=118



# Pet Ownership and Licensing 2018 Dimension Ranking Results





### **Police Services**



Overall, about four-fifths (77%) of survey respondents have contacted, accessed, or used this service. On an open-ended basis, most cite reliability (29%), quality (28%), and respect for citizens (18%) as key elements of this service.



#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Police Services? Base: n=164 Q: ... what is most important to you about Police Services provided by The City? Base: n=164 Labels ≤1% not shown.


The City's Calgary Police Service (CPS) strives to create a community that is safe, diverse, inclusive and inspired. Working in partnership with our communities, we provide police services such as crime prevention and education initiatives, early intervention programs, law enforcement and criminal investigations.

| Safety      | Citizens feel safe in their communities and on the roads.                           |
|-------------|-------------------------------------------------------------------------------------|
| Prevention  | Assist the community to identify and address the root causes of crime and disorder. |
| Reliability | Calls for service are responded to in a timely matter.                              |
| Quality     | Be professional in all our citizen interactions and in the execution of our duties. |



#### **Police Services**

**2022 Dimension Ranking Results** 



Q: Below is a list of characteristics for Police Services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=164 Labels  $\leq 3\%$  not shown.



# Police Services 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=190



### **Property Assessment**



Overall, more than one-half (56%) of survey respondents have contacted, accessed, or used this service. On an open-ended basis, most cite fairness (33%), accuracy (21%), accessible information (12%), and listens to concerns (12%) as key elements of this service.



# Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Property Assessment services? Base: n=131 Q: ... what is most important to you about Property Assessment services provided by The City? Base: n=131 Labels ≤1% not shown.



The City's Property Assessment service assesses properties within the corporate limits of the city of Calgary as a mechanism to fairly and equitably allocate property taxes.

| Legislative<br>Compliance | Valuations meet all quality standards, pass all required audits, and are prepared and issued in accordance with the Municipal Government Act. |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Quality                   | Valuations are accurate and equitable when originally mailed to property owners.                                                              |
| Fairness                  | Properties with the same characteristics are assessed in the same manner using mass appraisal.                                                |
| Reduces Risk              | The assessment base remains within tolerances throughout the year and strategies are used to minimize complaint impacts.                      |
| Informs                   | Knowledgeable staff can answer questions from property owners.                                                                                |

## Property Assessment 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Property Assessment services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=131

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### **Public Transit**



Overall, a majority (87%) of survey respondents have contacted, accessed, or used this service. On an openended basis, most cite safety (31%), attractiveness (24%), reliability (21%), and accessibility (21%) as key elements of this service.



## Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Public Transit services? Base: n=164 Q: ... what is most important to you about Public Transit services provided by The City? Base: n=164 Labels ≤1% not shown.



The City's Public Transit service provides a network of train and bus transportation for citizens and visitors to Calgary to get from place to place safely, reliably and affordably. The service includes rapid transit service by bus and CTrain, local bus routes and a support system that keeps customers safe, comfortable and informed.

| Safety         | Provide a safe environment for our customers and employees.                                                                                        |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Reliability    | Provide a predictable and consistent transit service that customers can rely on.                                                                   |
| Affordability  | Provide affordable transit service to customers including required support to vulnerable Calgarians.                                               |
| Quality        | Provide clear and consistent communication to customers.                                                                                           |
| Attractiveness | Provide convenient, accessible transit service that is easy to use for customers. Provide clean travel environment to our customers and employees. |

# Public Transit 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Public Transit services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=164 Labels  $\leq 3\%$  not shown.

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## Public Transit 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=189

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#### **Records Management, Access and Privacy**

# **Records Management, Access and Privacy**

Overall, a large majority (91%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite accessibility (20%), responsiveness / timeliness (11%), and privacy (10%) as key elements of this service.



Q: Have you ever contacted, accessed, or used The City's Records Management, Access and Privacy services? Base: n=108

Calgary

Q: ... what is most important to you about Records Management, Access and Privacy services provided by The City? Base: n=108

Labels ≤1% not shown.

# Calgary 🖄 Records Management, Access and Privacy

The City's Records Management, Access and Privacy service provides the framework and tools for the effective management, protection, preservation and release of records by the Corporation.

| Availability              | City employees are able to locate, provide, protect and preserve records in order to meet requirements.             |
|---------------------------|---------------------------------------------------------------------------------------------------------------------|
| Informs                   | The City releases information in accordance with legislation and engages in proactive disclosure where appropriate. |
| Reliability               | Employees and the public can rely on the expertise of staff in matters of privacy, records and information access.  |
| Legislative<br>Compliance | Employees comply with the legislation, regulation and policies governing records management, access and privacy.    |



Q: Below is a list of characteristics for Records Management, Access and Privacy services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=108



# **Records Management, Access and Privacy 2018 Dimension Ranking Results**



Q: Please rank the service values based on their importance, where 1 is the most important. Base" n=148



### **Recreation Opportunities**



Overall, almost three-fifths (57%) say they have contacted, accessed, or used this service. When asked on an open-ended basis, accessibility / availability (43%) and affordability (32%) are the most important aspects of the service.



## Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Recreation Opportunities services? Base: n=99 Q: ... what is most important to you about the Recreation Opportunities service supported by The City? Base: n=99

Labels ≤1% not shown.



The City's Recreation Opportunities service provides opportunities for citizens to participate in a variety of recreation, sport and leisure activities through programs, drop-in activities, rentals and bookings at City and Partner-operated facilities.

| Affordability | Recreation opportunities that are available to Calgarians of all income levels.                                       |
|---------------|-----------------------------------------------------------------------------------------------------------------------|
| Quality       | Recreation activities and services that are of a high standard and adapt over time.                                   |
| Wellbeing     | Recreation opportunities that inspire Calgarians to be socially connected, physically active and emotionally healthy. |
| Accessibility | Recreation opportunities that are easily accessible, inclusive, convenient, and welcoming to all Calgarians.          |
| Resilient     | Community and social strength built by creating opportunities for interpersonal relationships and connections.        |





Q: Below is a list of characteristics for the Recreation Opportunities service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=99 Labels  $\leq 3\%$  not shown.

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# **Recreation Opportunities 2018 Dimension Ranking Results**



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=169



#### **Sidewalks and Pathways**



Overall, a majority (80%) of survey respondents have contacted, accessed, or used this service. On an openended basis, most cite better snow removal practices (39%), reliability (23%), safety (23%), accessibility (22%) and upkeep / maintenance (22%) as key elements of this service.



# Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Sidewalks and Pathways services? Base: n=164 Q: ... what is most important to you about Sidewalks and Pathways services provided by The City? Base: n=164 Labels ≤1% not shown.

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The City's Sidewalks and Pathways service plans, designs, builds and maintains the active transportation network of sidewalks, pathways and trails that people use to get around Calgary every day.

| Safety         | The customer is or perceives themselves to be protected from danger, risk or injury.                      |
|----------------|-----------------------------------------------------------------------------------------------------------|
| Accessibility  | Sidewalks and pathways are designed for use by everyone.                                                  |
| Connectivity   | People are able to reach their destination using sidewalks, and pathways.                                 |
| Responsiveness | Projects respond to the needs of the community. The City responds to service requests in a timely manner. |
| Reliability    | Infrastructure is in good repair and meets the changing needs and expectations of users.                  |



## Sidewalks and Pathways 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Sidewalks and Pathways services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=164



## Sidewalks and Pathways 2018 Dimension Ranking Results



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172



## **Social Programs**



Overall, a majority (78%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite helping and supporting vulnerable populations (31%), accessibility (19%), fairness (12%), and ensuring quality of life (10%) as key elements of this service.



# Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Social Programs services? Base: n=131 Q: ... what is most important to you about Social Programs services provided by The City? Base: n=131 Labels ≤1% not shown.



The City's Social Programs service provides access to programs and services that give Calgarians the skills to build resiliency and capacity. This service offers social recreational programming for children and youth; career planning and employment support for youth; youth justice services; and seniors home maintenance services. In addition, Social Programs administers the Fair Entry Program and funds preventive social services provided by non-profit partners. These programs and services provide Calgarians with the supports they need to thrive.

| Accessibility  | Reduces barriers for Calgarians to participate in civic life.                                                                 |
|----------------|-------------------------------------------------------------------------------------------------------------------------------|
| Prevention     | Provides programs and services that build resiliency and capacity by increasing protective factors and reducing risk factors. |
| Responsiveness | Provides programs and services to Calgarians in a timely manner in accordance with their needs.                               |
| Wellbeing      | Designs and delivers programs and services that meet the needs of Calgarians and the community.                               |
| Connectivity   | Connects Calgarians to the programs and services that increase their opportunities to thrive.                                 |

## Social Programs 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Social Programs services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=131

2023-2026 One Calgary Service Plans and Budgets - Service Value Dimensions Survey

Calgary

## Social Programs 2018 Dimension Ranking Results



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Calgary



#### **Specialized Transit**



Overall, a majority (92%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite reliability (23%), helping those that need the service (19%), and affordability (11%) as key elements of this service.



## Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Specialized Transit services? Base: n=164 Q: ... what is most important to you about Specialized Transit services provided by The City? Base: n=164 Labels ≤1% not shown.



The City's Specialized Transit provides transportation through specialized buses, vans and taxis for Calgarians with disabilities to move from place to place safely, reliably and affordably.

| Safety         | Provide a safe environment for our customers and employees.                                                                                        |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Reliability    | Provide a predictable and consistent transit service that customers can rely on.                                                                   |
| Responsiveness | Greet the customers with a smile, pleasant tone of voice and right attitude to help them.                                                          |
| Informs        | Provide clear and consistent communication to customers using various channels.                                                                    |
| Accessibility  | Provide convenient, accessible transit service that is easy to use for customers. Provide clean travel environment to our customers and employees. |


## Specialized Transit 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Specialized Transit services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=164Labels  $\leq 3\%$  not shown.



## Specialized Transit 2018 Dimension Ranking Results



■ First ■ Second ■ Third ■ Fourth ■ Fifth

Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=172



#### **Stormwater Management**

## Calgary 🐼 Stormwater Management

Overall, a small number (13%) of respondents have contacted, accessed or used this service. Reducing risk (35%), environmental management (29%) and fostering resilience (21%) are most important elements of this service.



Q: Have you ever contacted, accessed, or used The City's Stormwater Management services? Base: n=99 Q: ... what is most important to you about Stormwater Services provided by The City? Base: n=99 Labels ≤1% not shown.



The City's Stormwater Management service collects and manages water from rain or snow/ice melt by moving it into the nearest river or creek through storm drains, pipes and ponds. To ensure Calgarians are prepared for flooding, we work with the community and other orders of government. We monitor the river to determine water quality and quantity, assess river bank health, and we are involved in land use and development issues that can impact our water quality and flood risk.

| Reduces Risk  | The City works to reduce flooding from rain and snow melt that impacts homes, businesses and the community.                         |  |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------|--|
| Resilient     | Calgary is prepared for flooding and recovers quickly.                                                                              |  |
| Environmental | The City works to keep our rivers and surrounding natural areas healthy by reducing the impact of urban activities and development. |  |
| Affordability | The City provides quality stormwater management services that are cost efficient.                                                   |  |



Rank

Position

### **Stormwater Management 2022 Dimension Ranking Results**

Average Rank



Q: Below is a list of characteristics for the Stormwater Management service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=99 Labels  $\leq 3\%$  not shown.

Service Dimension Changes After 2018



### Stormwater Management 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=166



#### **Streets**



Overall, a majority (80%) of survey respondents have contacted, accessed, or used this service. On an openended basis, most cite reliability (30%), maintenance (30%), safety (17%), and consistent / timely street cleaning (16%) as key elements of this service.



Don't know 16%

Q: Have you ever contacted, accessed, or used The City's Streets services? Base: n=164 Q: ... what is most important to you about Streets services provided by The City? Base: n=164 Labels ≤1% not shown.



The City's Streets service connects places and allows for the movement of people, goods and services throughout Calgary. People and businesses drive, cycle and ride throughout Calgary every day to commute to and from work or school, for social or recreational activities, and to move goods and services.

| Safety         | The customer is and perceives themselves to be protected from danger, risk or injury.                     |
|----------------|-----------------------------------------------------------------------------------------------------------|
| Accessibility  | Streets are designed for use by everyone.                                                                 |
| Connectivity   | People are able to reach their destination using streets.                                                 |
| Responsiveness | Projects respond to the needs of the community. The City responds to service requests in a timely manner. |
| Reliability    | Infrastructure is in good repair and meets the changing needs and expectations of users.                  |



Calgary

## **2022 Dimension Ranking Results**



Q: Below is a list of characteristics for Streets services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=164



Rank

**Streets** 

#### **2018 Dimension Ranking Results**



■ First ■ Second ■ Third ■ Fourth ■ Fifth

Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=191

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Average



#### **Taxation**



Overall, almost three-fifths (57%) of survey respondents have not contacted, accessed, or used this service. On an open-ended basis, most cite reliability (27%), accuracy (21%), fairness (18%), and accessibility of information (17%) as key elements of this service.



#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Taxation services? Base: n=108 Q: ... what is most important to you about Taxation services provided by The City? Base: n=108 Labels ≤1% not shown.



The City's Taxation service supported by The City of Calgary ensures property taxes are properly billed and collected, and that customers receive timely and accurate information on property tax matters.

| Sustainability | Tax bill payments are received in a timely manner.  |
|----------------|-----------------------------------------------------|
| Reliability    | Tax bills are timely and accurate.                  |
| Responsiveness | Tax bill inquiries are resolved in a timely manner. |



Q: Below is a list of characteristics for Taxation services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=108 Labels  $\leq 3\%$  not shown.





#### Taxation 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=148



#### Taxi, Limousine and Vehicles-for-Hire

## Calgary 🆄 Taxi, Limousine and Vehicles-for-Hire

Overall, two-fifths (40%) of survey respondents have contacted, accessed, or used this service. On an openended basis, most cite legislative compliance and safety (52%), trained / qualified drivers (17%), and passenger safety (9%) as key elements of this service.



#### Q: Have you ever contacted, accessed, or used The City's Taxi, Limousine and Vehicles-for-Hire service? Base: n=118

Q: ... what is most important to you about Taxi, Limousine and Vehicles-for-Hire services provided by The City? Base: n=118

Labels ≤1% not shown.

# Calgary 🖄 Taxi, Limousine and Vehicles-for-Hire

The City's Taxi, Limousine and Vehicles-for-Hire service regulates drivers, vehicles and companies in the livery industry according to the requirements of the Livery Transport Bylaw. The service ensures drivers have the right qualifications and proper mechanically inspected vehicles, so passengers can have a safe ride.

| Responsiveness            | Timeliness – Livery licences are issued within a reasonable timeframe.                                                                                          |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Quality                   | Drivers and companies are satisfied with the licensing service. This includes clear and easily accessible information and consistent decisions on applications. |
| Fairness                  | Livery enforcement is transparent, fair and delivered by competent peace officers.                                                                              |
| Legislative<br>Compliance | Assurance – Investigations and inspections ensure driver and company compliance with the Livery Transport Bylaw.                                                |



33%

24%

28%

55%

19%

Rank 1 Rank 2 Rank 3 Rank 4 Q: Below is a list of characteristics for The City's Taxi, Limousine and Vehicles-for-Hire service. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 4 is the lowest priority. Base: n=118

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7%

Quality

Responsiveness

4

19%

14%

2.47

3.27

Service Dimension Changes After 2018



#### Taxi, Limousine and Vehicles-for-Hire: 2018 Dimension Ranking Results





#### **Urban Forestry**



Overall, about seven-in-ten (68%) survey respondents have contacted, accessed, or used this service. On an open-ended basis, most cite maintenance (45%), environmental (39%), and attractiveness (16%) as key elements of this service.



Q: Have you ever contacted, accessed, or used The City's Urban Forestry services? Base: n=134 Q: ... what is most important to you about Urban Forestry services provided by The City? Base: n=134 Labels ≤1% n

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Labels ≤1% not shown.



The City's Urban Forestry service plants, maintains and protects public trees.

| Environmental  | The urban forest contributes to Calgary's biodiversity and long-term environmental wellbeing.                  |  |
|----------------|----------------------------------------------------------------------------------------------------------------|--|
| Wellness       | Trees provide stress-reducing natural spaces, which have been shown to improve health and wellness.            |  |
| Attractiveness | Well-treed communities demonstrate increased property values and aesthetics.                                   |  |
| Connectivity   | <b>nectivity</b> Trees enhance walkability through shade and by providing a multi-<br>sensory user experience. |  |



## Urban Forestry 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Urban Forestry services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 4 is the lowest priority. Base: n=134



#### Urban Forestry 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=166



#### Waste and Recycling



Overall, about three-quarters (73%) have contacted, accessed, or used this service. On an open-ended basis, reducing waste and negative impacts to the environment (51%) is seen as the most important element of this service.



#### Most Important About Service (multiple responses)



Q: Have you ever contacted, accessed, or used The City's Waste and Recycling services? Base: n=99 Q: ... what is most important to you about Waste and Recycling Services provided by The City? Base: n=99 Labels ≤1% not shown.



The City's Waste and Recycling service collects waste, manages landfills, operates waste diversion programs and facilities for waste generators and haulers in Calgary and the region.

| Environmental | Calgarians act on waste reduction and diversion. We meet all regulations to protect health, safety and the environment.  |
|---------------|--------------------------------------------------------------------------------------------------------------------------|
| Affordability | Rates and user fees are transparent and fair.                                                                            |
| Accessibility | I can find the information I need to properly dispose of garbage, recyclables, food, yard and household hazardous waste. |
| Reliability   | Schedules for services and access to facilities is reliable and my questions are answered in a timely manner.            |
| Safety        | All waste and recycling activities are performed safely. Everyone is safe at City work sites and facilities.             |



### Waste and Recycling 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Waste and Recycling services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=99





Base: n=169

Calgary



#### **Wastewater Collection and Treatment**

#### Calgary Wastewater Collection and Treatment

Overall, over one-third (36%) of respondents have contacted, accessed, or used this service. On an openended basis, reliability (44%) and safety (39%) are the most important elements of this service.



#### **Most Important About Service**

No comment / don't know

Q: Have you ever contacted, accessed, or used The City's Wastewater Collection and Treatment services? Base: n=99

Q: ... what is most important to you about Wastewater Collection and Treatment services provided by The City? Base: n=99

Labels ≤1% not shown.

12%

28%

20%



The City's Wastewater Collection and Treatment service collects water from toilets, sinks and drains, treats it, and returns it to the river. This service protects public health and our rivers by ensuring the necessary investments are made in treatment plants, pipes and people to keep pace with the needs of a growing population.

| Reliability    | The City works to reduce sanitary sewer backups in homes, businesses and the community.                              |
|----------------|----------------------------------------------------------------------------------------------------------------------|
| Environmental  | The City manages wastewater from toilets, sinks and drains in a way that protects the environment and public health. |
| Responsiveness | The City responds quickly to a sanitary sewer backup in homes, businesses and the community.                         |
| Quality        | The City protects public health for Calgarians and other river users through wastewater treatment.                   |
| Affordability  | The City provides quality wastewater services that are cost efficient.                                               |



# Wastewater Collection and Treatment 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Wastewater Collection and Treatment services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=99

Service Dimension Changes After 2018



#### Wastewater Collection and Treatment 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=169



#### Water Treatment and Supply



Overall, two-fifths (39%) of respondents have contacted, accessed, or used this service. On an open-ended basis, quality / safety (54%) are the most important elements of this service, followed by reliability / availability (21%).



#### **Most Important About Service**

Q: Have you ever contacted, accessed, or used The City's Water Treatment and Supply services? Base: n=99

Q: ... what is most important to you about Water Treatment and Supply services provided by The City? Base: n=99 Labels ≤1% not shown.

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54%



The City's Water Treatment and Supply service treats and delivers water to customers, ensuring reliability and availability. It protects public health and ensures long-term sustainability of water resources.

| Quality        | Drinking water is high quality and safe to drink.                 |  |
|----------------|-------------------------------------------------------------------|--|
| Sustainability | The City works to protect the water supply.                       |  |
| Reliability    | Drinking water is available easily and with few disruptions.      |  |
| Responsiveness | The City restores water service quickly.                          |  |
| Affordability  | The City provides quality water services that are cost efficient. |  |



## Water Treatment and Supply 2022 Dimension Ranking Results



Q: Below is a list of characteristics for Water Treatment and Supply services. Please rank how important you feel each service characteristic is or would be when it comes to this service, where 1 is the highest priority and 5 is the lowest priority. Base: n=99 Labels  $\leq 3\%$  not shown.

221

Service Dimension Changes After 2018



#### Water Treatment and Supply 2018 Dimension Ranking Results



Q: Please rank the service values based on their importance, where 1 is the most important. Base: n=169





#### **Demographics**



QUADRANT

NW,

34%

SW, 31% NE,

12%

SE, 21%

Prefer not to say, 1%

Calgary



#### **CHILDREN IN HOUSEHOLD**





| Yes                  | 46% |
|----------------------|-----|
| No                   | 51% |
| Prefer not to answer | 3%  |

#### Yes 19% No 77% Prefer not to answer 4% RENT OR OWN Say, 3% Weither, 1% Rent,

10%

**DISABILITY IN HOUSEHOLD** 

#### **RESIDENCE TYPE**

| Single detached house       | 68% |
|-----------------------------|-----|
| Duplex, triplex or fourplex | 7%  |
| Townhouse or rowhouse       | 7%  |
| Apartment or condominium    | 16% |
| Prefer not ot answer        | 2%  |

Base: all respondents (n=754)



#### ANNUAL HOUSEHOLD INCOME



**EMPLOYMENT STATUS** 



Base: all respondents (n=754)





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