



Communicating on Infrastructure Investments in Calgary

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Prepared for The City of Calgary by:

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Methodology and Key Findings

Methodology

- ◆ Ipsos conducted a telephone survey with a randomly selected sample of 1001 Calgarians aged 18 years and older between March 4th and March 7th, 2016.
 - ❖ Both landline (70%) and cell phone (30%) sample were used.
 - ❖ The average interview length was 10 minutes.
- ◆ Final data were weighted to ensure the overall sample's quadrant, ward and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2011 Federal Census Data.
- ◆ The margin of error (MOE) for the total sample ± 3.7 percentage points, 19 times out of 20.
 - ❖ This is slightly higher than the margin of error of $\pm 3.1\%$ for a completely random sample of 1,001 residents and is due to the impact of weighting associated with oversampling residents living in Wards 11 and 13.
 - ❖ The margin of error by quadrant is as follows:
 - Northeast: n=200 (MOE ± 6.9)
 - Northwest: n=280 (MOE ± 5.9)
 - Southeast: n=220 (MOE ± 6.1)
 - Southwest: n=300 (MOE ± 5.6)
 - ❖ The margin of error by Ward is as follows:
 - Ward 11 : n=196 (MOE ± 6.9)
 - Ward 13 : n=196 (MOE ± 6.9)

CALGARY'S ECONOMY

- Calgarians' views toward the current economic situation in Calgary remain very low, with three-quarters **(75%) of describing the current economy as "bad"**.

INFRASTRUCTURE INVESTMENTS

- **A strong majority of Calgarians (76%) say that it is a good time for The City of Calgary to be investing** in new projects like roads, public transportation, and local facilities.
- A majority (83%) of Calgarians agree that they **have confidence** that The City's plan to build new projects will **help achieve it's long-term vision**.
- **Three-quarters (75%) agree that they trust The City to make the right decisions** when it comes to building infrastructure, while **seven-in-ten (69%) agree that The City is making the most responsible decisions about financial investments in infrastructure projects**.

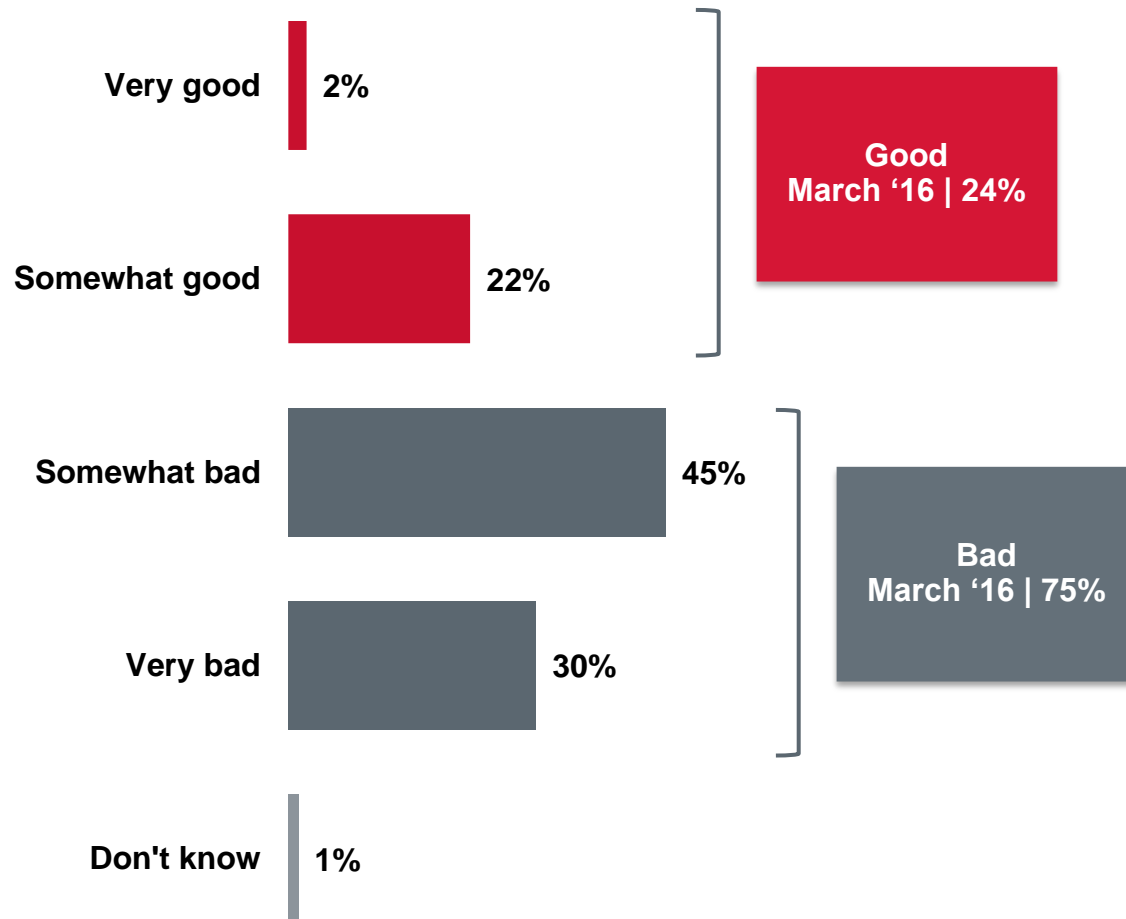
BRT PROGRAM INFORMATION

- Just over half of Calgarians (56%) say that they are familiar with the BRT program.
- Equal proportions of Calgarians rate the communication and information from The City about the BRT to be good (28%) and poor (28%), while one-third (36%) provide a rating of 3 on a five-point scale.



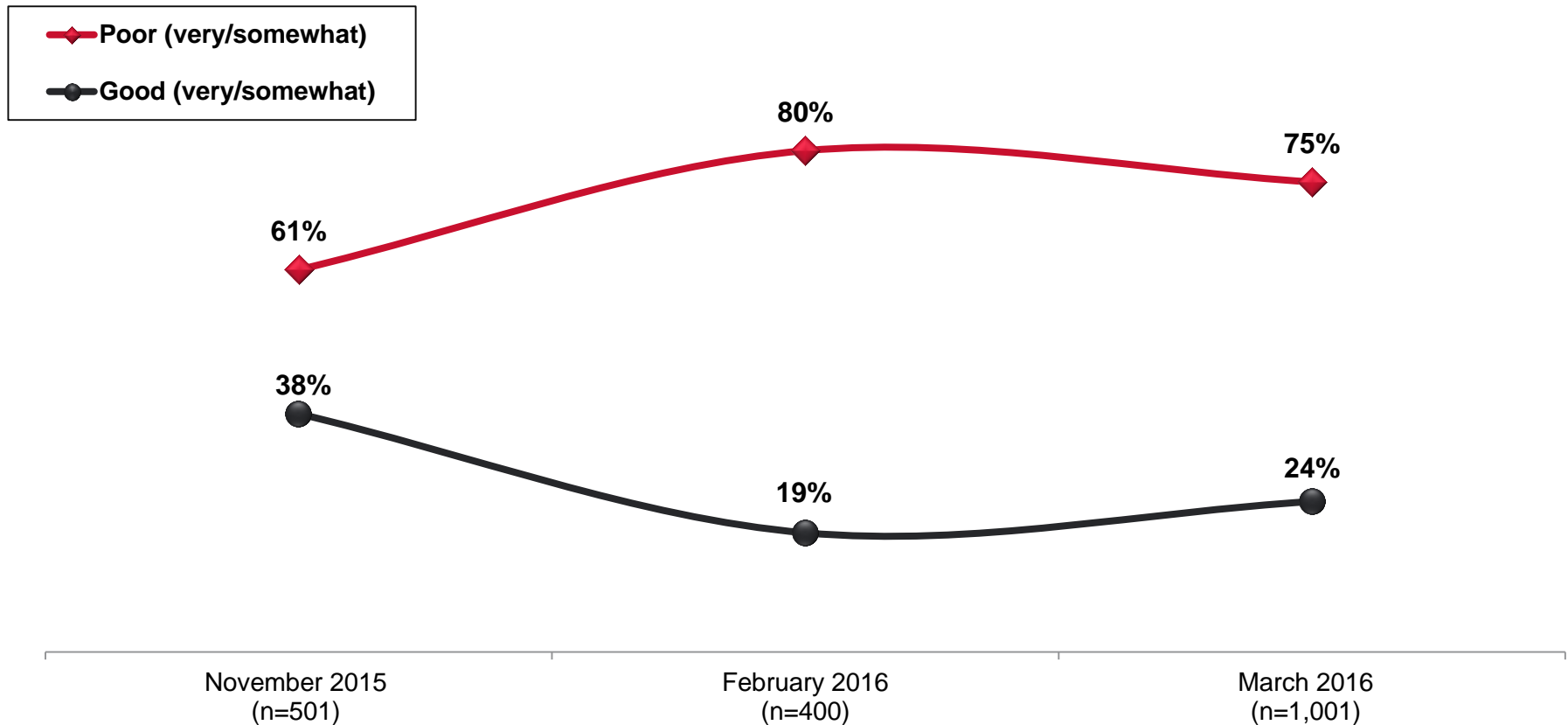
Views on the State of the Economy

Views About Calgary's Economy



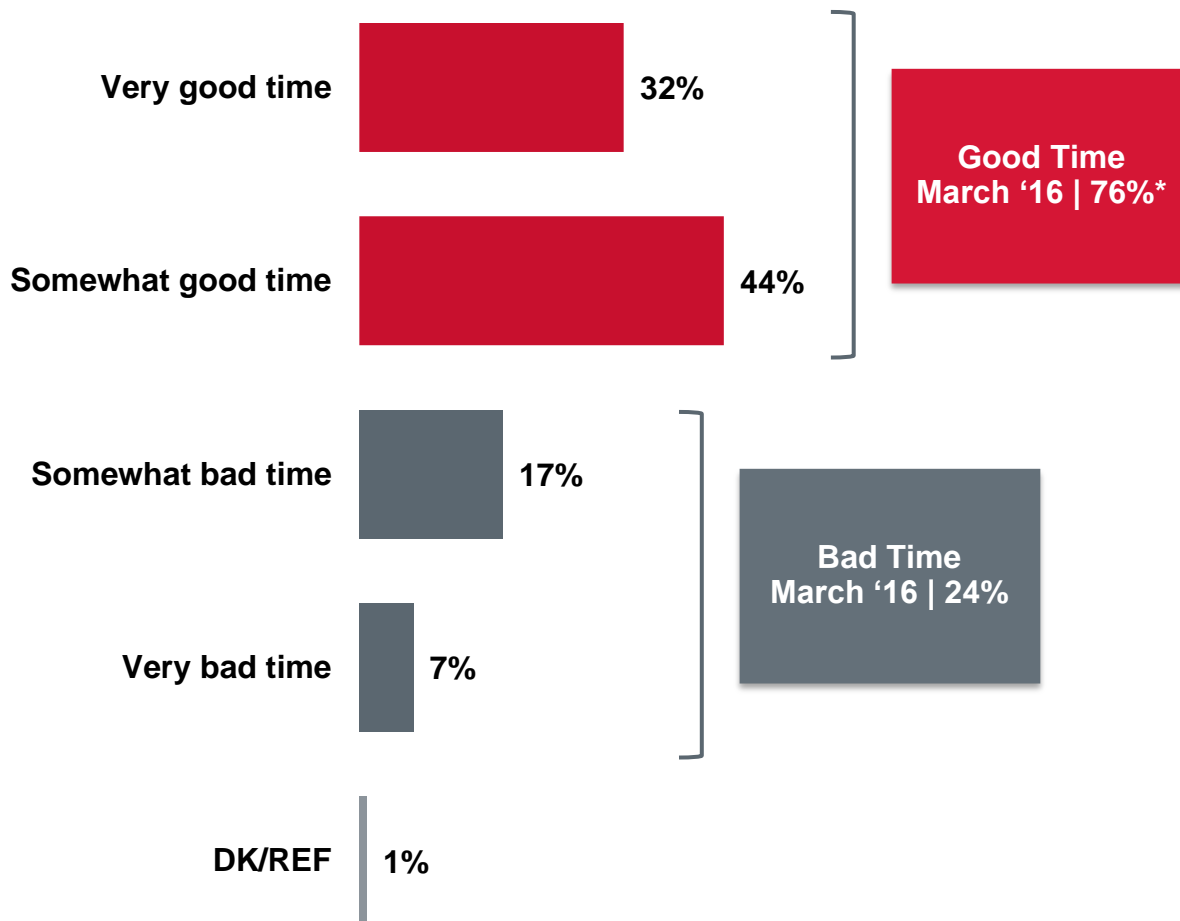
Base: All respondents (n= 1,001) | How would you describe the current economic situation in The City of Calgary? Is it very good, somewhat good, somewhat bad or very bad?

Tracking | Views About Calgary's Economy



Base: All Valid Responses | How would you describe the current economic situation in the City of Calgary? Is it very good, somewhat good, somewhat bad or very bad?

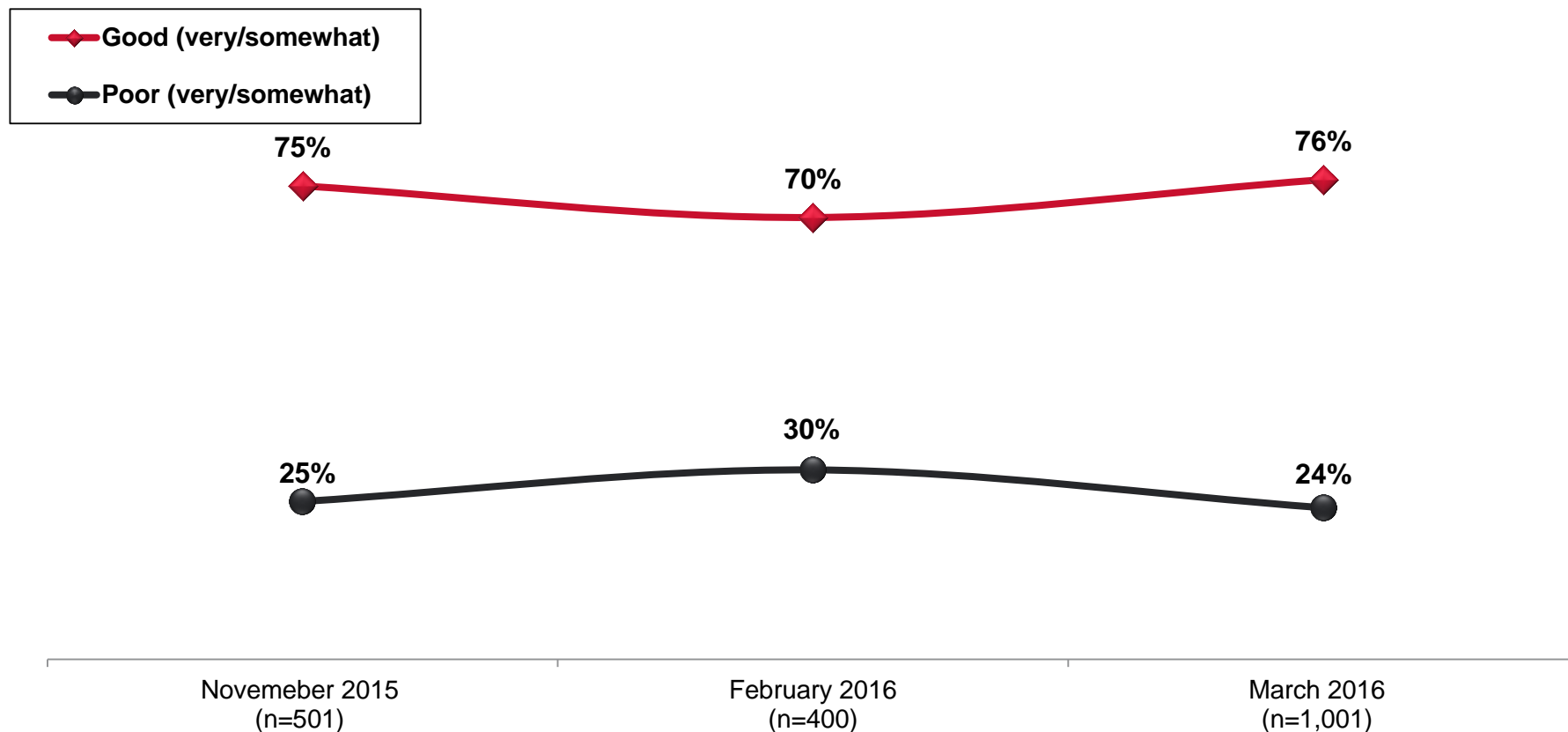
Views about Infrastructure Investment



**Rounding*

Base: All respondents (n= 1,001) | Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities?

Tracking | Views about Infrastructure Investment



Base: All Valid Responses | Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities?

Attitudes about Infrastructure Investment

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Agree

I have confidence that The City's plan to build projects like roads, public transportation, and local facilities will help achieve its long term vision

34%

49%

10%

6%

1

83%

I am aware of The City's plan to build projects like roads, public transportation, and local facilities throughout Calgary

22%*

53%

18%

7%

1

75%*

I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities

27%*

48%

13%

11%

1

75%*

I believe that The City of Calgary is making the most responsible decisions about financial investments in projects like roads, public transportation, and local facilities

20%*

50%

19%

10%

2

69%*

I am aware of The City's plan to build projects like roads, public transportation, and local facilities in my own neighbourhood

24%

39%

23%

13%

1

63%

*Rounding

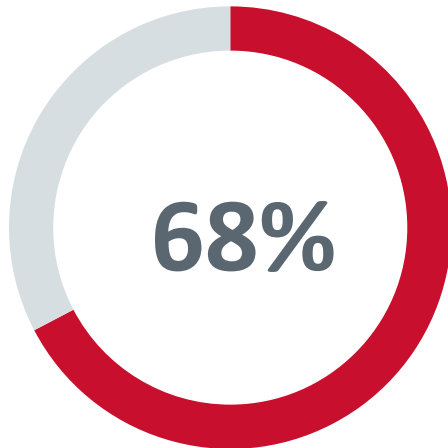
Base: All respondents (n= 1,001) | Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



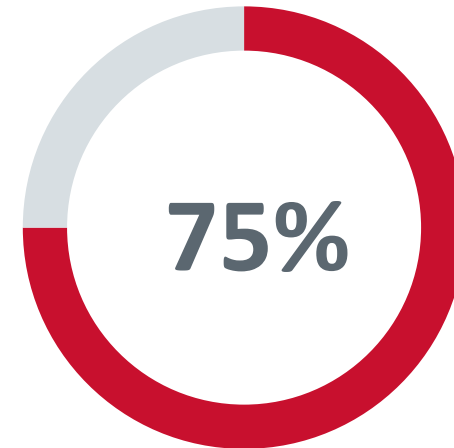
Information about Infrastructure Investments

Interest in Learning More about Infrastructure Investments

% interested in learning about
The City's plans to build projects like roads, public transportation, and local facilities in communities throughout Calgary



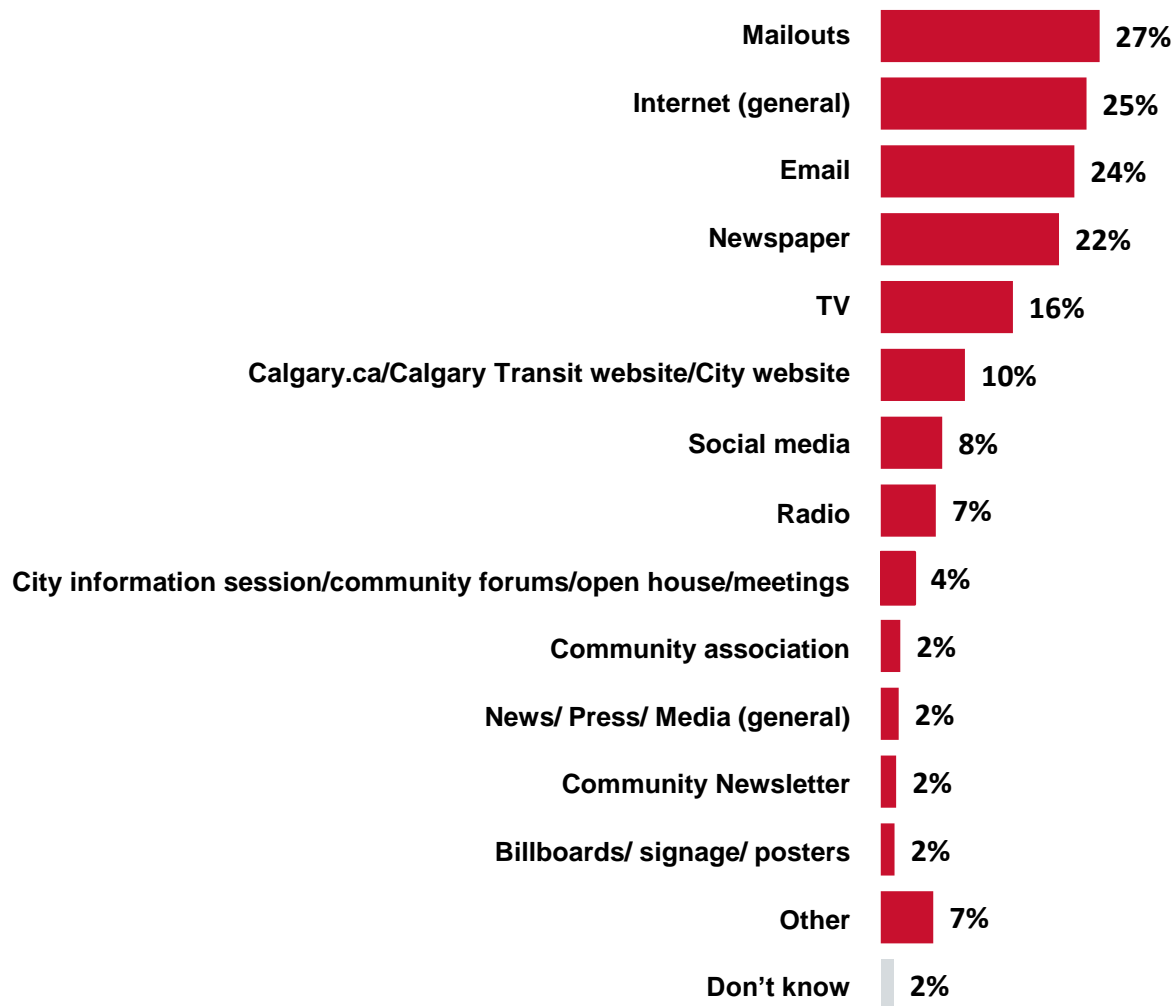
% interested in learning about
The City's plans to build projects like roads, public transportation, and local facilities in my own neighbourhood



Base: All respondents (n= 1,001) | Are you interested in learning more about...The City's plans to build projects like roads, public transportation, and local facilities in communities throughout Calgary/ The City's plans to build projects like roads, public transportation, and local facilities in my own neighbourhood.



Preferred Methods for Receiving Information about Infrastructure Investments



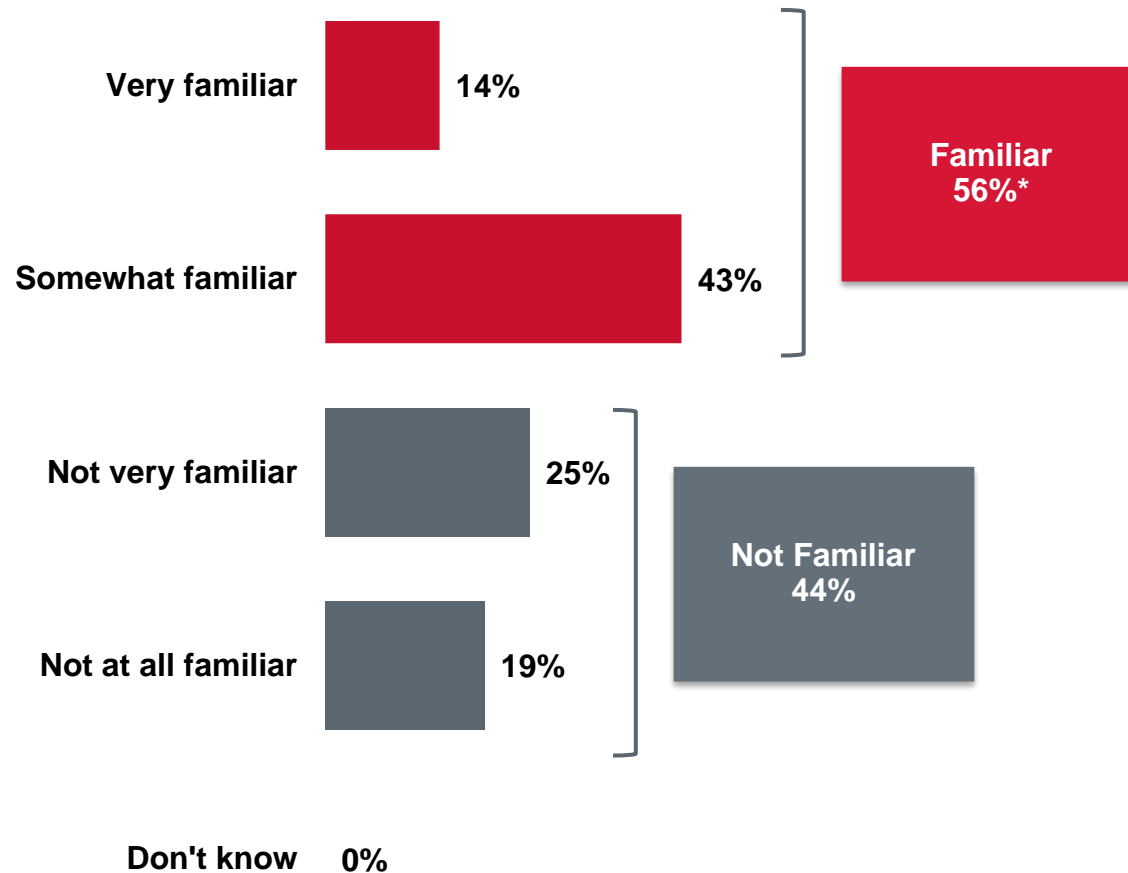
Multiple Responses

Base: All respondents who indicated that they were interested in city wide or neighbourhood information about infrastructure investments (n= 806) | How would you like to receive information about projects like roads, public transportation, and local facilities?



Calgary's Bus Rapid Transit (BRT) Program

Familiarity with Calgary's BRT Program

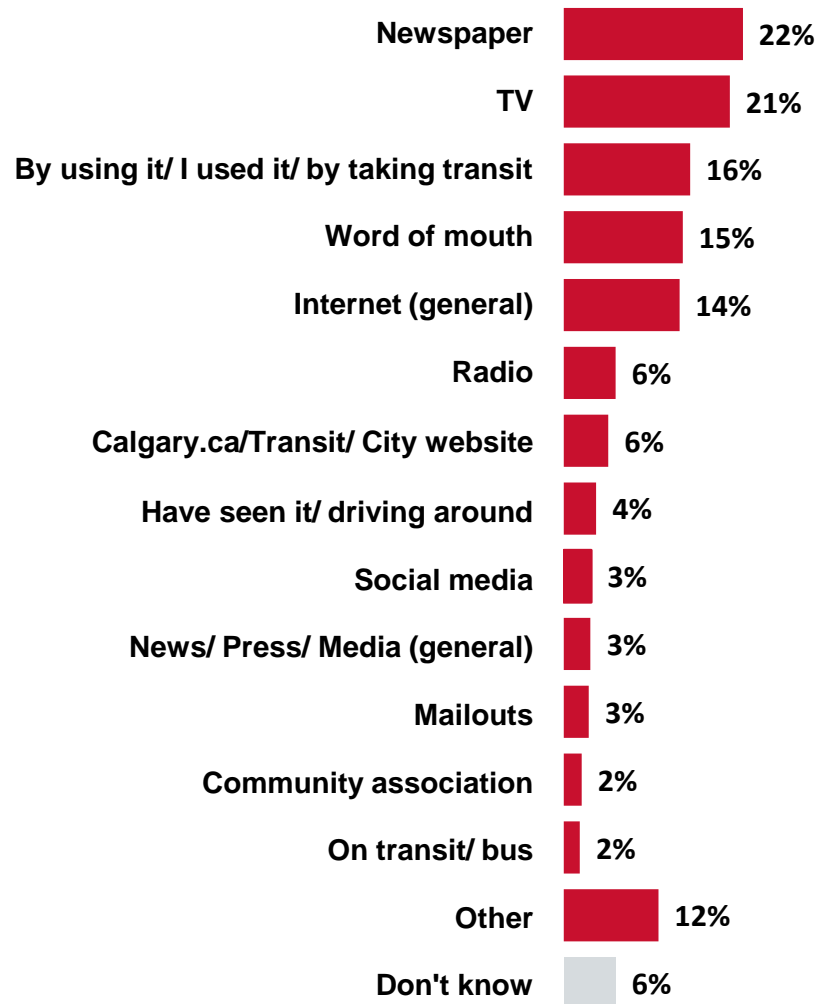


**Rounding*

Base: All respondents (n= 1,001) | How familiar are you with The City's Bus Rapid Transit (BRT) program?



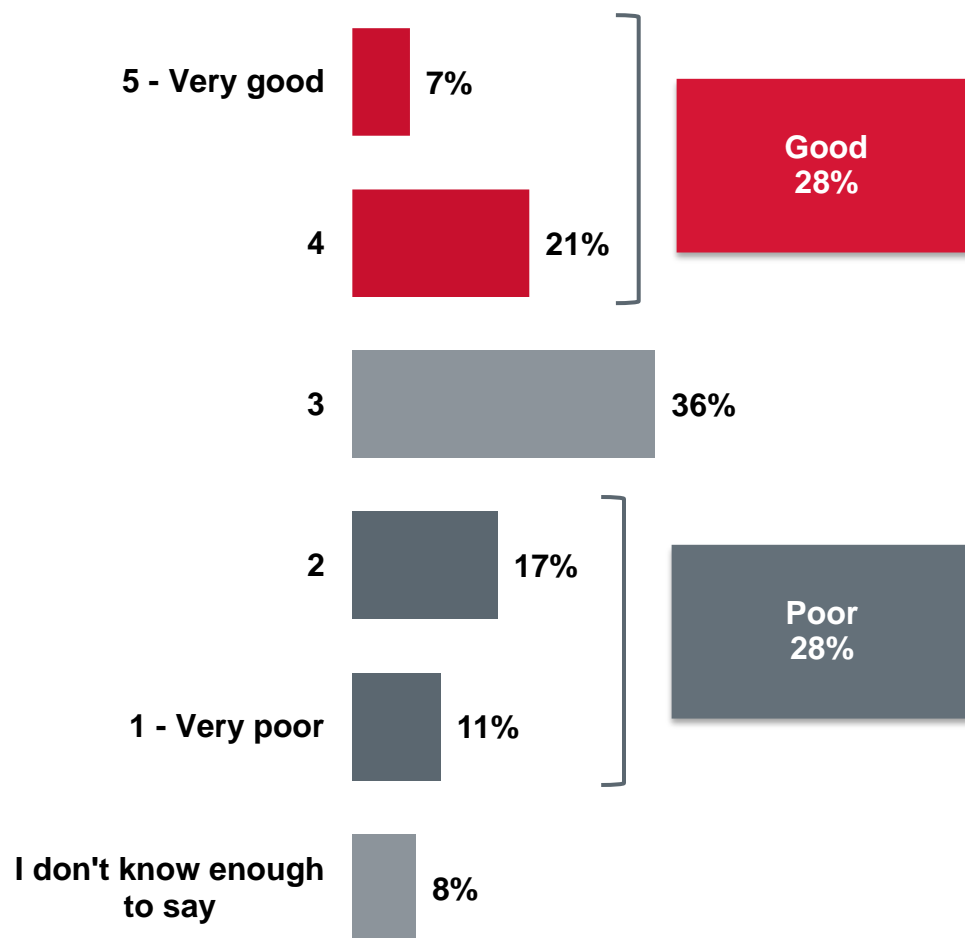
Source | Information About Calgary's BRT Program



Multiple Responses

Base: All respondents (very/somewhat/not very familiar with the BRT program (n= 837) | How did you learn about The City's Bus Rapid Transit (BRT) program?

City Performance | Information and Communication from The City of Calgary about the BRT system



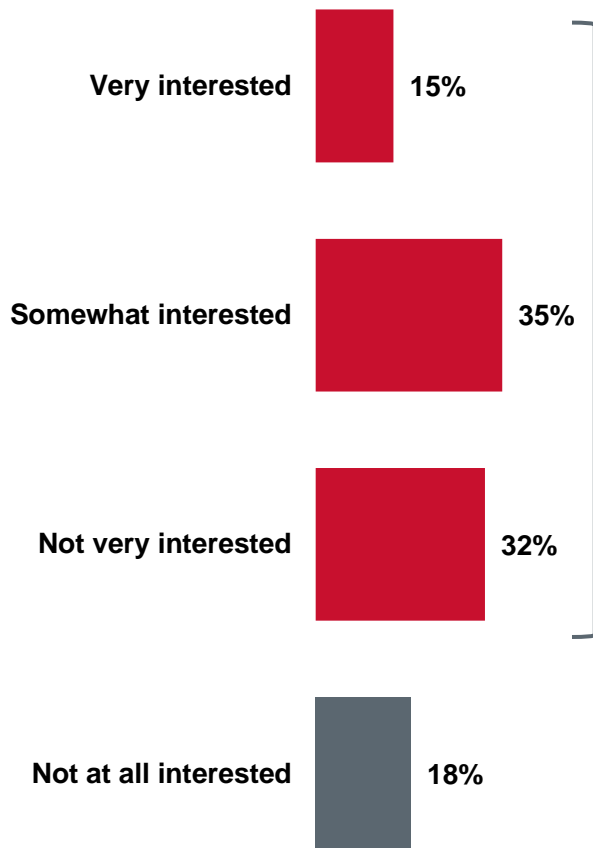
Base: All respondents (n= 1,001) | As part of The City's overall transportation plan, The City offers regular bus service, LRT train service, and a Bus Rapid Transit or BRT is the third option to support the transit system. A BRT, is bus service that stops less often and is faster than regular scheduled bus service. On a scale of 1- 5 where '1' represents 'very poor' and '5' represents 'very good', how would you rate the information and communication from The City of Calgary about the BRT system?



Interest & Topics | Learning More from The City About the BRT System

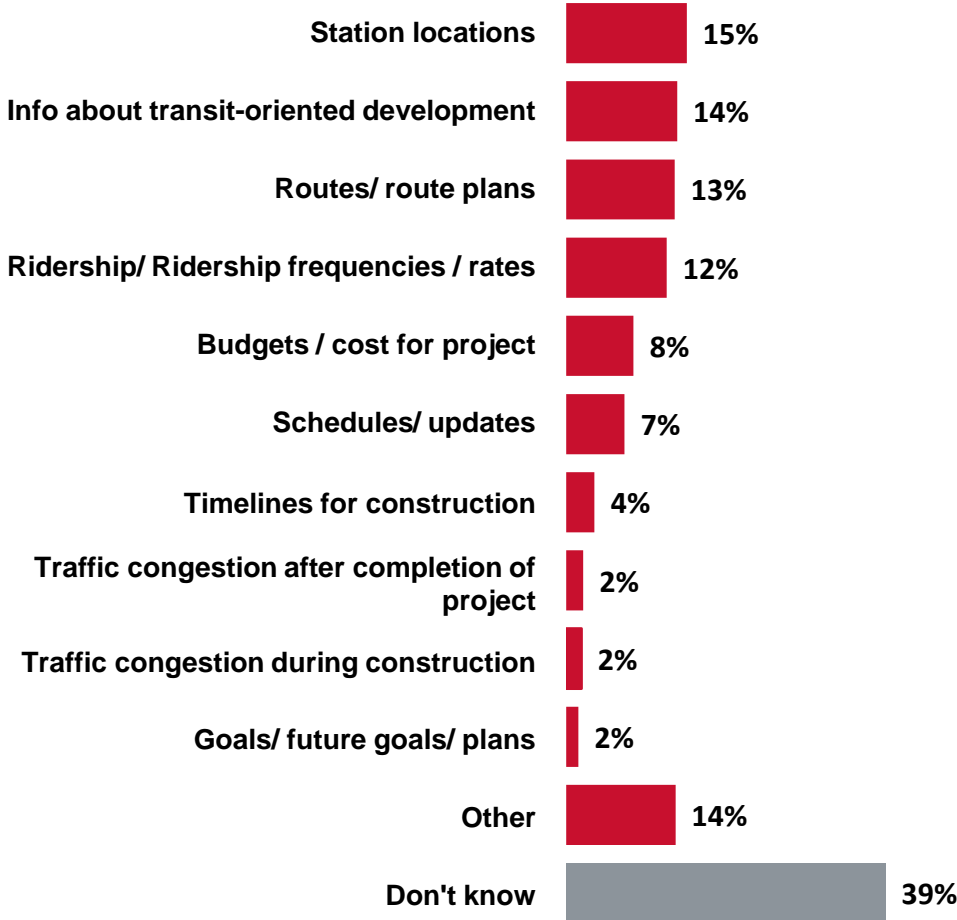
Multiple Responses

LEVEL OF INTEREST



Interested
82%

TOPICS FOR BRT INFORMATION



Base: All respondents (n= 1,001)/ How interested are you in learning more from The City about the BRT system?

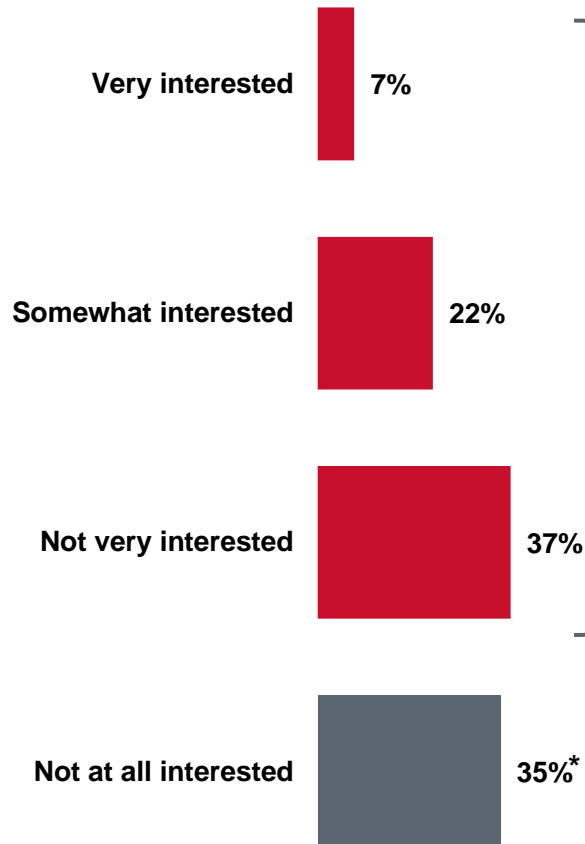
Base: All respondents who are very/somewhat/not very interested in learning more about the BRT System (n= 834)/ What additional topics about the BRT system would you like The City to provide more information on?



Interest & Topics | Discussing the BRT System with The City

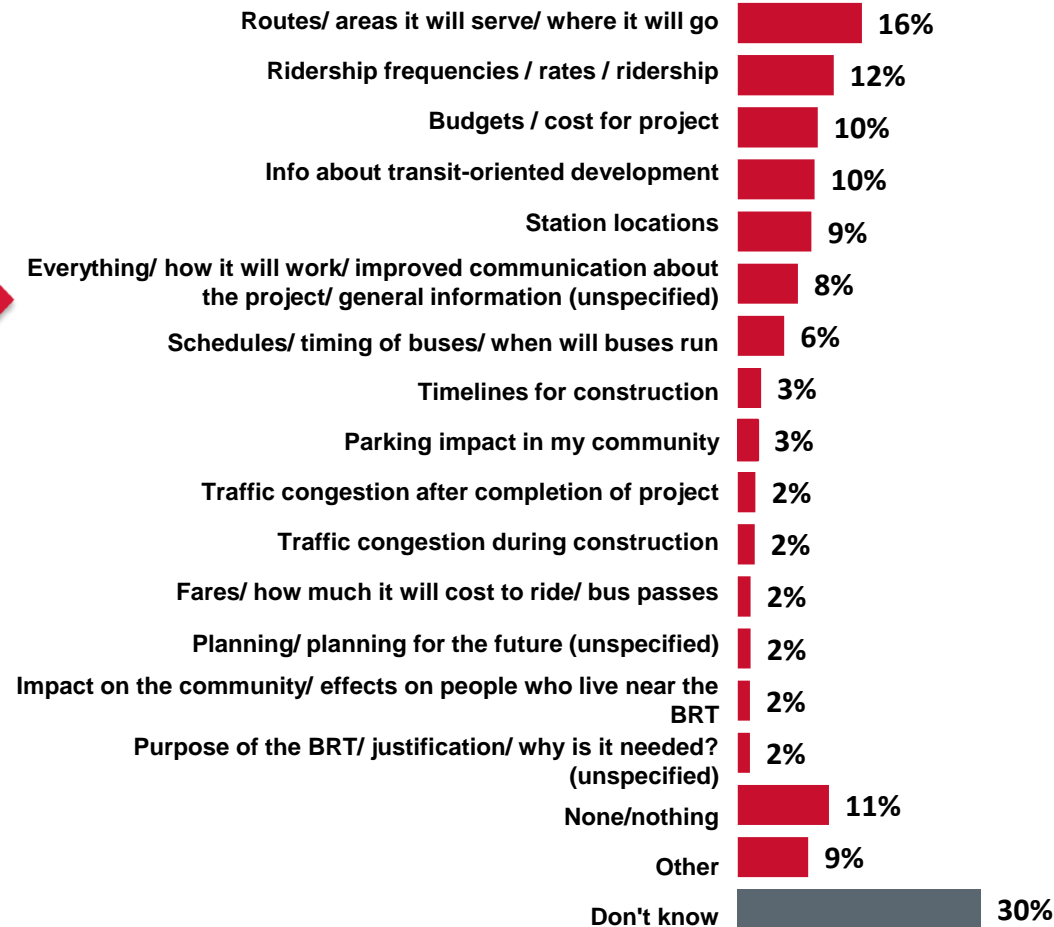
Multiple Responses

LEVEL OF INTEREST



Interested
65%

TOPICS FOR BRT INFORMATION



*Rounding

Base: All respondents (n= 1,001)/ How interested are you in discussing specific topics about the BRT system directly with The City?

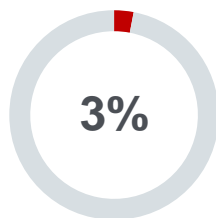
Base: All respondents who are very/somewhat/not very interested in learning more about the BRT System (n= 834)/ What additional topics about the BRT system would you like The City to provide more information on?



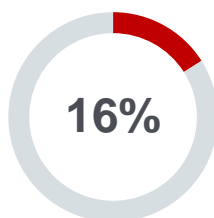
Ward Assessment



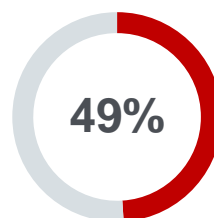
WARD 11 ANALYSIS



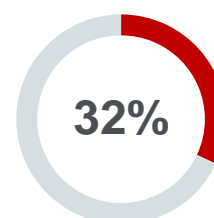
Very good



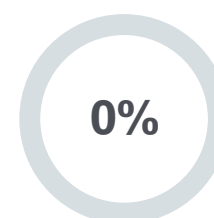
Somewhat good



Somewhat bad



Very bad

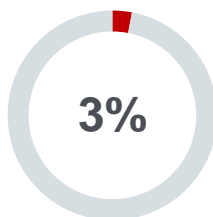


Don't know

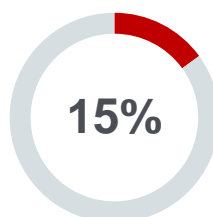
19% | GOOD

81% | BAD

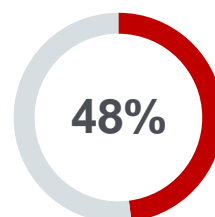
WARD 13 ANALYSIS



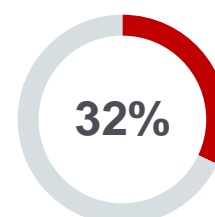
Very good



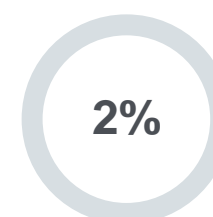
Somewhat good



Somewhat bad



Very bad



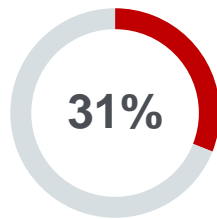
Don't know

18% | GOOD

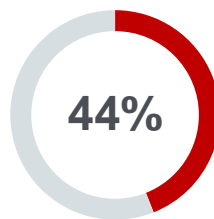
80% | BAD



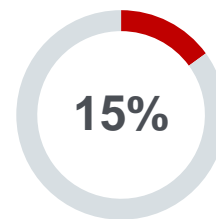
WARD 11 ANALYSIS



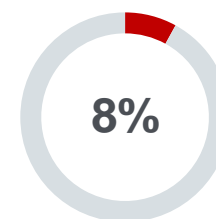
Very good time



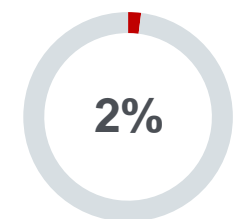
Somewhat good time



Somewhat bad time



Very bad time

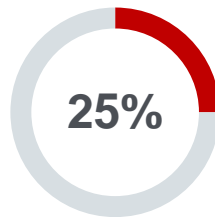


Don't know

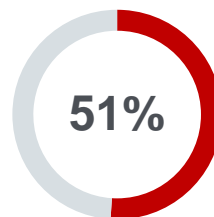
75% | GOOD TIME

23% | BAD TIME

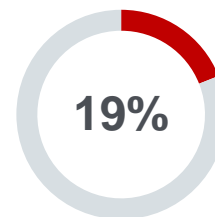
WARD 13 ANALYSIS



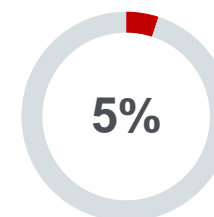
Very good time



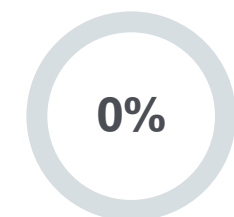
Somewhat good time



Somewhat bad time



Very bad time



Don't know

76% | GOOD TIME

24% | BAD TIME



WARD 11 ANALYSIS



Note: Shading denotes results that trend higher/lower by 5 percentage points or more compared to the City-wide measurement.

**Don't know responses have not been reported on this slide*

Base: All respondents		TOTAL (n=1001)	Ward 11 (n=196)
I am aware of The City's plan to build projects like roads, public transportation, and local facilities throughout Calgary	Agree <i>Top 2 Box</i>	75%	79%
	Disagree <i>Bottom 2 Box</i>	24%	20%
I am aware of The City's plan to build projects like roads, public transportation, and local facilities in my own neighbourhood	Agree <i>Top 2 Box</i>	63%	77%
	Disagree <i>Bottom 2 Box</i>	36%	21%
I have confidence that The City's plan to build projects like roads, public transportation, and local facilities will help achieve its long term vision	Agree <i>Top 2 Box</i>	83%	79%
	Disagree <i>Bottom 2 Box</i>	16%	20%
I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities	Agree <i>Top 2 Box</i>	75%	68%
	Disagree <i>Bottom 2 Box</i>	25%	32%
I believe that The City of Calgary is making the most responsible decisions about financial investments in projects like roads, public transportation,	Agree <i>Top 2 Box</i>	69%	63%
	Disagree <i>Bottom 2 Box</i>	29%	36%

WARD 13 ANALYSIS



WARD 13

Note: Shading denotes results that trend higher/lower by 5 percentage points or more compared to the City-wide measurement.

**Don't know responses have not been reported on this slide*

Base: All respondents		TOTAL (n=1001)	Ward 13 (n=196)
I am aware of The City's plan to build projects like roads, public transportation, and local facilities throughout Calgary	Agree <i>Top 2 Box</i>	75%	85%
	Disagree <i>Bottom 2 Box</i>	24%	15%
I am aware of The City's plan to build projects like roads, public transportation, and local facilities in my own neighbourhood	Agree <i>Top 2 Box</i>	63%	76%
	Disagree <i>Bottom 2 Box</i>	36%	23%
I have confidence that The City's plan to build projects like roads, public transportation, and local facilities will help achieve its long term vision	Agree <i>Top 2 Box</i>	83%	79%
	Disagree <i>Bottom 2 Box</i>	16%	19%
I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities	Agree <i>Top 2 Box</i>	75%	73%
	Disagree <i>Bottom 2 Box</i>	25%	26%
I believe that The City of Calgary is making the most responsible decisions about financial investments in projects like roads, public transportation	Agree <i>Top 2 Box</i>	69%	71%
	Disagree <i>Bottom 2 Box</i>	29%	29%



WARD 11 ANALYSIS



72%

% interested in learning about

The City's plans to build projects like roads, public transportation, and local facilities in communities throughout Calgary

79%

% interested in learning about

The City's plans to build projects like roads, public transportation, and local facilities in my own neighbourhood

WARD 13 ANALYSIS



67%

% interested in learning about

The City's plans to build projects like roads, public transportation, and local facilities in communities throughout Calgary

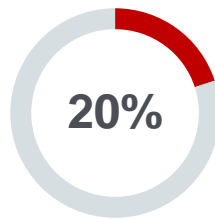
70%

% interested in learning about

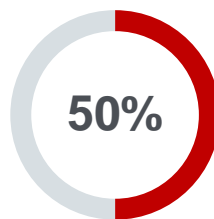
The City's plans to build projects like roads, public transportation, and local facilities in their own neighbourhood



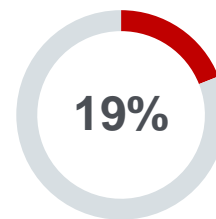
WARD 11 ANALYSIS



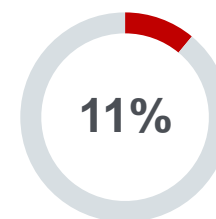
Very familiar



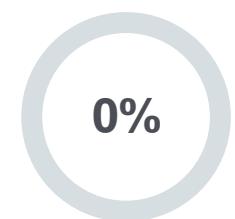
Somewhat familiar



Not very familiar



Not at all familiar

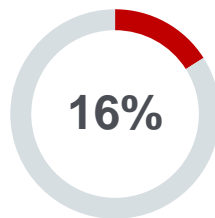


Don't know

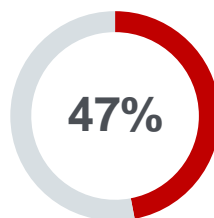
70% | FAMILIAR

30% | NOT FAMILIAR

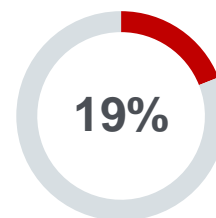
WARD 13 ANALYSIS



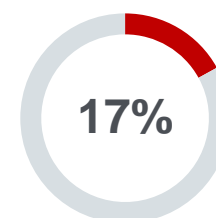
Very familiar



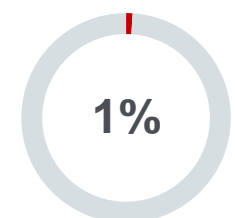
Somewhat familiar



Not very familiar



Not at all familiar



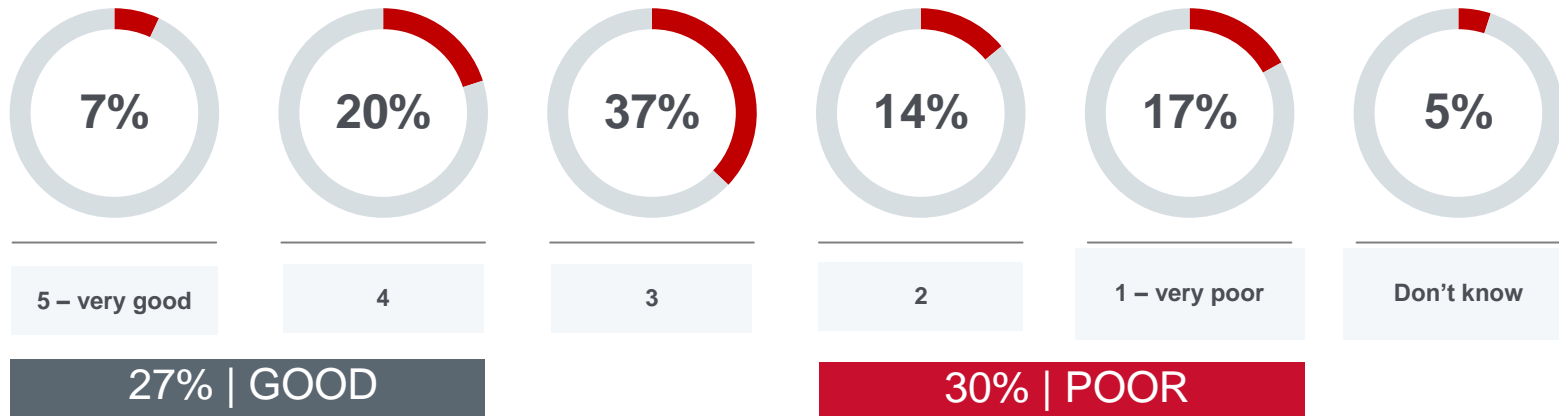
Don't know

63% | FAMILIAR

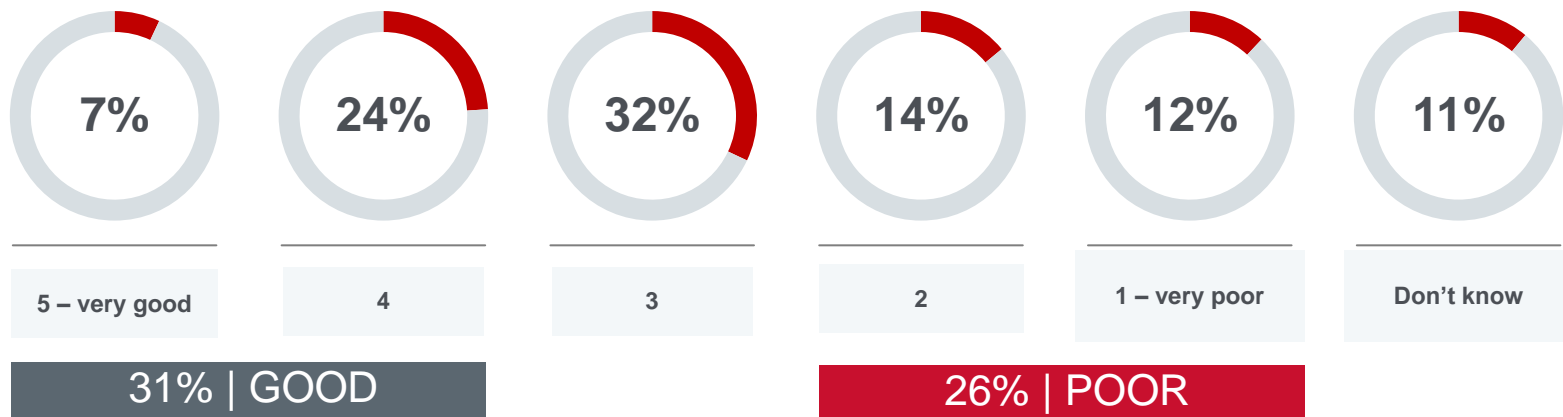
36% | NOT FAMILIAR



WARD 11 ANALYSIS



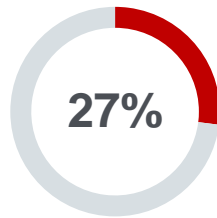
WARD 13 ANALYSIS



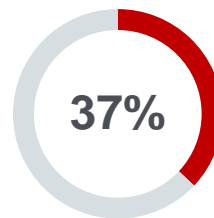


Ward Assessment | Interest in Learning More from The City About the BRT System

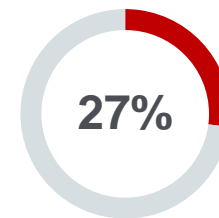
WARD 11 ANALYSIS



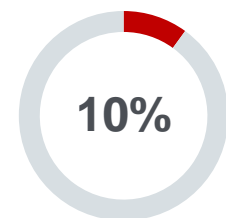
Very interested



Somewhat interested



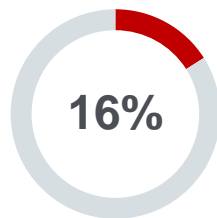
Not very interested



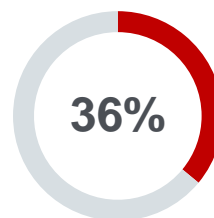
Not at all interested

91% | INTERESTED

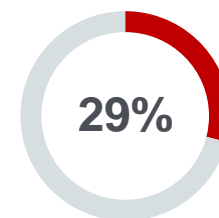
WARD 13 ANALYSIS



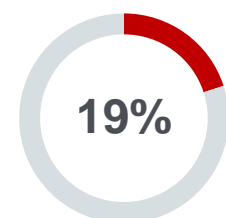
Very interested



Somewhat interested



Not very interested



Not at all interested

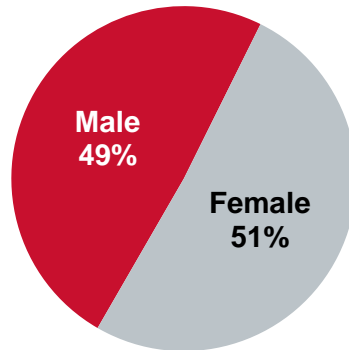
81% | INTERESTED



Demographics



Gender



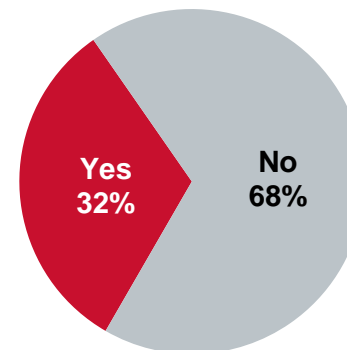
Age

18 to 34	37%
35 to 54	31%
55 +	30%
DK/REF	3%*
Note: Rounding*	

Income

Less than \$30,000	9%
\$30,000 to <\$45,000	8%
\$45,000 to <\$60,000	11%
\$60,000 to <\$75,000	8%
\$75,000 to <\$90,000	11%
\$90,000 to <\$105,000	7%
\$105,000 to <\$120,000	8%
\$120,000 and over	28%
Don't know/refuse	10%

Children in Household



Valid respondents



Tenure in Calgary

Less than 5 years	13%
5 to less than 10 years	10%
10 to less than 15 years	9%
15 to less than 20 years	13%
20 to less than 30 years	19%
30 to less than 40 years	15%
40 or more	21%
Mean	24.7yr.

Education

Completed high school or less	18%
Some post secondary or college diploma	37%
Completed university degree or post-grad degree	43%
Don't know/ Refused	1%*

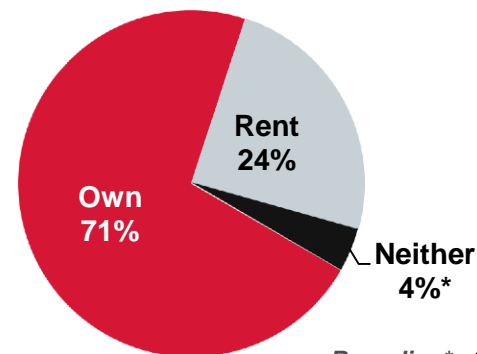
*Rounding**

Traveled Using Calgary Transit in Past 12 Months

Yes, daily	16%*
Yes, a few times/week	7%
Yes, a few times/ month	14%
Yes, a few times/year	36%
I have not used Calgary Transit	26%

Note: *Rounding**

Own or Rent



*Rounding**

Valid respondents

Contact

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