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CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Date: March 17, 2006
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Meeting Date: April 4, 2006

TO: City Council

FROM: General Manager of Corporate Services/Director of Finance

SUBJECT: 2006 Operating Budget: Public Consultation

INFORMATION

This report is submitted for the INFORMATION of City Council

PURPOSE

The purpose of this report is to provide information on the results of the public consultation process conducted for the 2006 Operating Budget.

BACKGROUND

On January 31, 2006, Council instructed City staff to implement a public consultation initiative related to the service levels and taxation choices required to balance the 2006 Operating Budget. The process involved three components:

- a public opinion survey was undertaken by Mustel Group, a local polling company. The survey sought the opinions of 607 Vancouver residents and 353 businesses on a range of service and taxation options.
- The "City Choices 2006" process involving an information flyer, a message line and e-mail box for comments and a mini-questionnaire that could be faxed or mailed back to the City. This flyer, printed in English and Chinese, was also made available on the City's website where the questionnaire could be completed on-line.
- Two public meetings were held on March 22, 2006 and March 23, 2006 to hear from the public on the budget challenge.

DISCUSSION

The results of the 2006 Operating Budget public participation process are summarized as follows.

a) Telephone Survey

Attached is the report from Mustel Group outlining the results of the public poll and comparing the results with those from similar surveys done in previous years (limited distribution - copy on file in City Clerk's Office). The main difference in this year's survey is that it included a separate survey of businesses. This is the first time since 1997 that businesses were surveyed for the operating budget process.

The key findings from the telephone survey are:

Most Important Issues Facing the City

- **Residents** have identified Transportation (37% "total mentions"), Social (35% "total mentions"), Crime (33% "total mentions"), and Taxation (12% "total mentions") issues as the most important issues facing the City.
- **Businesses** have identified Transportation (36% "total mentions"), Crime (30% "total mentions"), and Taxation (28% "total mentions"), and Social (22% "total mentions") issues as the most important issues facing the City.

"Total mentions" refers to the number of responses by topic provided by those surveyed when asked what are the most important issues facing the City of Vancouver.

Value and Satisfaction in City Services:

- **Residents:** 66% of respondents felt that they receive fairly good to very good value for City Services, while 87% of respondents are somewhat to very satisfied with City Services.
- **Businesses:** 53% of respondents felt that they receive fairly good to very good value for City Services, while 67% of respondents are somewhat to very satisfied with City Services.

Existing Property Taxes

- **Residents:** 54% of residents feel that their property taxes are too high or much too high while 43% of residents feel that their taxes are about right or too low.
- **Businesses:** 63% of businesses feel that their property taxes are too high or much too high while 26% of residents feel that their taxes are about right.

Acceptance for Tax Increase

- **Residents:** 87% would accept a 2% tax increase, 74% would accept a 4% tax increase, while 62% would accept a 6% tax increase.
- **Businesses:** 70% would accept a 2% tax increase, 48% would accept a 4% tax increase, while 34% would accept a 6% tax increase.

In 2006, two questions were added to the survey to obtain input from public on the requested increase in police staffing as well as the distribution between commercial and residential property taxes. These include:

Tax Distribution

The question was asked of both residents and businesses what was their opinion on shifting taxes from business to residential properties to reduce the share collected from businesses.

- **Residents:** 55% of residents indicated that they did not want to change the tax share, 25% supported a 1% shift, 11% supported a 3% shift, while 4% supported a 5% shift. Overall, 41% of residents supported some form of shift from residential to business properties to reduce the share of taxes collected from businesses.
- **Business:** 31% of businesses indicated that they did not want to change the tax share, 25% supported a 1% shift, 26% supported a 3% shift, while 16% supported a 5% shift. Overall, 67% of residents supported some form of shift from residential to business properties to reduce the share of taxes collected from businesses.

It should be noted that 72% of the business respondents were also residents of Vancouver. 62% not wishing to shift property taxes were also residents of Vancouver.

Police Staffing Request

The question was asked of both residents and businesses what was their opinion on increasing staff resources for the Vancouver Police Department.

- **Residents:** 29% did not agree to an increase in police staff, 42% were willing to pay additional 0.9% property taxes for increased police staffing, 18% agreed to an increase in police staffing and fund them with increased property taxes of 0.45% and service cuts of \$2 million. Finally 7% agreed to an increase in police staffing and fund them through service cuts of \$4 million.
- **Business:** 22% did not agree to an increase in police staff, 41% were willing to pay additional 0.9% property taxes for increased police staffing, 22% agreed to an increase in police staffing and fund them with increased property taxes of 0.45% and service cuts of \$2 million. Finally 11% agreed to an increase in police staffing and fund them through service cuts of \$4 million.

In summary the main difference between residents and businesses are:

- Taxation is a more significant issue to businesses than to residents while social issues resonate more with residents than businesses. Transportation and crime are significant issues for both residents and businesses.
- Businesses are less willing to accept a tax increase greater than 2%
- 39% of residents supported some form of a tax shift from business to residential properties compared to 67% of businesses.

Mustel Group will provide a short presentation to Council on April 4, 2006, on the findings from the "2006 Budget Allocation Study - Wave 8".

b) City Choices Flyer:

The 2006 City Choices Flyer, titled "Your City Your Choices", was distributed by the Vancouver Courier, the Chinese language Ming Pao and was available on the City's website and in the City's libraries and recreation and community centres. As well, in attempt to solicit input from businesses, flyers were sent to all BIA's and the known business group representatives.

When reviewing the results of the City Choices Survey, one should keep in mind that the survey is self selecting. This means that the results are not statistically reliable and reflect only the opinions of those who complete the survey. Further the ability to submit multiple responses from individuals may also distort results.

Overall, the City received 1,429 responses, of which 1,125 were received through the City's website.

Appendix 1 includes the detailed results from the survey. Key findings from the City Choices survey are:

Acceptance for Tax Increase

- **Residents:** 85% would accept a 2% tax increase, 63% would accept a 4% tax increase, while 36% would accept a 6% tax increase.
- **Businesses:** 81% would accept a 2% tax increase, 52% would accept a 4% tax increase, while 27% would accept a 6% tax increase.

As with the public opinion survey, a number of new questions were added to the survey to obtain input from public on increasing policing resources and changing the distribution of taxes between residential and business property tax. These include:

Tax Distribution

The question was asked of both residents and businesses what was their opinion on shifting taxes from business to residential properties to reduce the share collected from businesses.

- **Residents:** 55% of residents indicated that they did not want to change the tax

share, 25% supported a 1% shift, 9% supported as 3% shift, while 6% supported a 5% shift. Overall, 40% of residents supported some form of shift from residential to business properties to reduce the share of taxes collected from businesses.

- **Business:** 33% of businesses indicated that they did not want to change the tax share, 23% supported a 1% shift, 17% supported as 3% shift, while 19% supported a 5% shift. Overall, 59% of residents supported some form of shift from residential to business properties to reduce the share of taxes collected from businesses.

Below is a table comparing the results of the two surveys for key questions:

	Mustel (636 surveyed)	City Choices (1,000 submissions)
Acceptance for Tax Increase	<p>Residents 87% would accept a 2% tax increase 74% would accept a 4% tax increase 62% would accept a 6% tax increase</p> <p>Businesses 70% would accept a 2% tax increase 48% would accept a 4% tax increase 34% would accept a 6% tax increase</p>	<p>Residents 85% would accept a 2% tax increase 63% would accept a 4% tax increase 36% would accept a 6% tax increase</p> <p>Businesses 81% would accept a 2% tax increase 52% would accept a 4% tax increase 27% would accept a 6% tax increase</p>
Police Staffing Request of 50 police officers and 27 civilian staff	<p>Residents 29% No increase in police staffing 42% fund by 0.9% tax increase 18% fund by 0.45% tax increase & \$2M in cuts 7% fund through \$4M in cuts</p> <p>Businesses 22% No increase in police staffing 41% fund by 0.9% tax increase 22% fund by 0.45% tax increase & \$2M in cuts 11% fund through \$4M in cuts</p>	<p>Residents 30% No increase in police staffing 39% fund by 0.9% tax increase 17% fund by 0.45% tax increase & \$2M in cuts 11% fund through \$4M in cuts</p> <p>Businesses 34% No increase in police staffing 33% fund by 0.9% tax increase 21% fund by 0.45% tax increase & \$2M in cuts 12% fund through \$4M in cuts</p>
Tax Shift	<p>Residents 55% No Tax Shift 25% Chose a 1% Tax Shift 11% Chose a 3% Tax Shift 4% Chose a 5% Tax Shift</p> <p>Businesses 31% No Tax Shift 25% Chose a 1% Tax Shift 26% Chose a 3% Tax Shift 16% Chose a 5% Tax Shift</p>	<p>Residents 55% No Tax Shift 25% Chose a 1% Tax Shift 9% Chose a 3% Tax Shift 6% Chose a 5% Tax Shift</p> <p>Businesses 33% No Tax Shift 23% Chose a 1% Tax Shift 17% Chose a 3% Tax Shift 19% Chose a 5% Tax Shift</p>

c) **Public Meeting:**

At the direction of Vancouver City Council, the City hosted two public meetings at City Hall with the participation of all Council members on March 22, 2006 and March 23, 2006.

The following is a summary of the key highlights from meetings, which can be viewed using these web links:

[http://cityofvan-](http://cityofvan-as1.insinc.com/ibc/mp/md/open/c/317/1203/200603221900wv150en,001)

[as1.insinc.com/ibc/mp/md/open/c/317/1203/200603221900wv150en,001](http://cityofvan-as1.insinc.com/ibc/mp/md/open/c/317/1203/200603221900wv150en,001)

[http://cityofvan-](http://cityofvan-as1.insinc.com/ibc/mp/md/open/c/317/1203/200603231920wv150en,001)

[as1.insinc.com/ibc/mp/md/open/c/317/1203/200603231920wv150en,001](http://cityofvan-as1.insinc.com/ibc/mp/md/open/c/317/1203/200603231920wv150en,001)

The distribution of the speakers fell into the following categories:

• Civic Grants (Community and Childcare)	17 speakers
• Business Property Taxes	14 speakers
• Union Representative	1 speaker
• Park & Recreational Services	1 speaker
• Library Services	2 speakers
• Food Policy	2 speakers
• Police Services	1 speaker
• Animal Control	2 speakers
• General Comments*	<u>2 speakers</u>
• Total	42 speakers

*Spoke also about some of the noted topics, such as Grants and Police, but also discussed other budgetary issues.

Civic Grants

There were 17 speakers on Civic Grants (mainly Community Services Grants). Most of the speakers started their presentation by explaining what their organization did and how it impacted the citizens of Vancouver. One speaker came to explain to Council the benefits these services provided to her as a user of these services.

Some of the more general comments on the City's Civic Grants Program were:

- ***Benefits of Social Services*** - many of the speakers noted the benefits that the services funded by Civic Grants have significant benefits to the City of Vancouver. One of the reasons the City is recognized as one of the most liveable city in the world is municipal support for social infrastructure. This includes development of social policy, delivery of social services, and financial support through the Civic Grants program.
- ***Leveraging*** - many of the speakers noted that when the City provides a grant, this funding is usually leverage, such that the actual investment multiplies through other funding partners/fundraising and the use of volunteers.

- **Impact of Cuts to the Grants Program** - the speakers noted that should the grants budget be cut, the implications are significant to their operations. The speakers acknowledged that their overall operations were very small such that any adjustment to their funding could involve layoffs or potentially closure. Further, some noted that it is not the closure or the layoff that is of significance but the implications to the users who would lose these services.
- **Proposal** - the speakers requested that Council not cut the Civic Grants budget or at least to maintain funding at the 2005 level. One speaker noted that the share of the City's budget that goes towards these services is very low and should be increased.

Business Property Taxes:

- **Importance of Business to the City of Vancouver:** Many of the speakers noted that not only are businesses vital to the City's economy, they also have a role in shaping neighbourhoods. Many of the speakers spoke about the importance of creating local jobs so that people can work and live in the City.
- **Impact on Small Business** - most of the speakers noted that the increase in property taxes over the last few years has had an adverse effect on small businesses. Examples were given on how much gross revenue was needed to pay for annual increases in property taxes. One speaker noted that her business had a 100% increase in property taxes in 4 years while another spoke about property taxes increasing from \$15,000/month to \$19,000/month between 2004 and 2005. These increases, according to the speakers, are potentially driving business out of the City to be replaced by large international corporations. Another issue that was raised was the variability of property taxes year over year makes it difficult to forecast and manage within the bottom line.
- **Income Tax Deduction** - a number of speakers had noted that, though businesses can deduct property taxes, assuming a 20% small business tax rate, businesses are still paying four times the residential property taxes.
- **Fair Tax Coalition Survey** - the Fair Tax Coalition distributed a survey conducted on the web that had 670 respondents - 75% of respondents were Vancouver residents, 60% were home owners and 22% were commercial property owners. The following is a summary of the results which can also be viewed at the Fair Tax Coalition Website (http://www.fairtaxcoalition.com/pdf/Property_Tax_Survey_Report.pdf)
 - 80% did not believe it is fair that commercial properties pay 6 times the rate of residential properties, whereas 10% did feel it was fair;
 - 77% stated that the Vancouver tax ratio should be 3.5 to 1 in line with the regional average
 - 75% supported holding commercial property taxes at the 2005 levels
 - 60% supported shifting property taxes from commercial to residential properties
 - 60% supported increasing residential property taxes by \$50 to \$200

Note - The results of this survey cannot be verified nor are they considered to be statistically reliable

- **Recommendations** - the recommendations put forth by the speakers were:
 - in the long term (by 2010), the City should strive to have its property tax ratio in line with regional and national levels. However, it was noted by some speakers that what is "fair" was hard to determine.
 - For 2006, most of the speakers noted that a 1% shift is not sufficient to rectify the imbalance and therefore their recommendation was to freeze the commercial property taxes at the 2005 levels and transfer any property tax increase solely to residential properties.
 - Look at the opportunity for creating a new small business property class.

Union Representation

The City's Union President representing inside employees (CUPE 15) expressed concern over Council's decision not to meet directly with the City's different unions to gain input into the Operating Budget. Other comments made regarding the 2006 Operating Budget included:.

- The telephone survey the City conducted was felt to be biased and the option to cut \$29 million from the Operating Budget should not have even been posed. It was noted by staff that the survey was identical to past surveys.
- Two proposals that could provide savings were:
 - Review the use of outside legal and the opportunities for hiring expert lawyers within the City to provide this service; and
 - disengage from the GVRD Labour Relations Bureau which could save the City \$650,000.

Other Stakeholder Comments:

- Parks and Recreational Services - The benefits of the services provided by the Park Board are extensive, including the impact on health and the quality of life in the City. The speaker noted that any adjustment to the Park Board budget greater than \$300,000 would impact services.
- Library Services - Libraries are well used and valued services and they positively impact the social/economic life of the City. Libraries and literacy have the effect of reducing crime in the City. The Library Board has proposed \$392,000 of efficiency adjustments that do not have any direct service implications but do reduce the Library's operational flexibility. Any adjustments beyond this would have significant impact on services, including hours of operation
- Food Policy - Two speakers came to support the City's Food Policy and Food Policy Coordinator. The speakers noted it is rare to have combined support of planning staff, funding and policy. The speakers also noted that food is not just a rural issue given that food makes up 25% of economy and creates 40% of employment.
- Animal Control - The speakers suggested that the City increase the number of animal control officers by 20 officers to enforce animal control by-laws. This increase in staff should be contract positions and that their performance tied to revenue targets. This proposal could generate net income for the City.
- Police - One speaker supported the need for increased policing given that research has proven that increasing police has the effect of reducing crime. The benefits

accrue mainly to residents; therefore residents should pay for the increase in Policing not businesses. Two speakers on the other hand noted that they did not feel that additional policing was required.

- Utilities and Streets are in poor condition, to solve this issue, funding should be reallocated from Police
- Some speakers noted that the impact of taxation is not significant in dollar terms.
- One speaker noted the PEF, its role and the amount of funding it provides to the Operating Budget as well as the opportunities for 3Ps, in particular for the Park Board.

CONCLUSION

The 2006 Operating Budget included a three staged public participation process - a telephone survey, City Choices flyer and questionnaire, and a public meeting.

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APPENDIX 1 - CITY CHOICES NEWSPAPER FLYER - "Your City Your Choices"

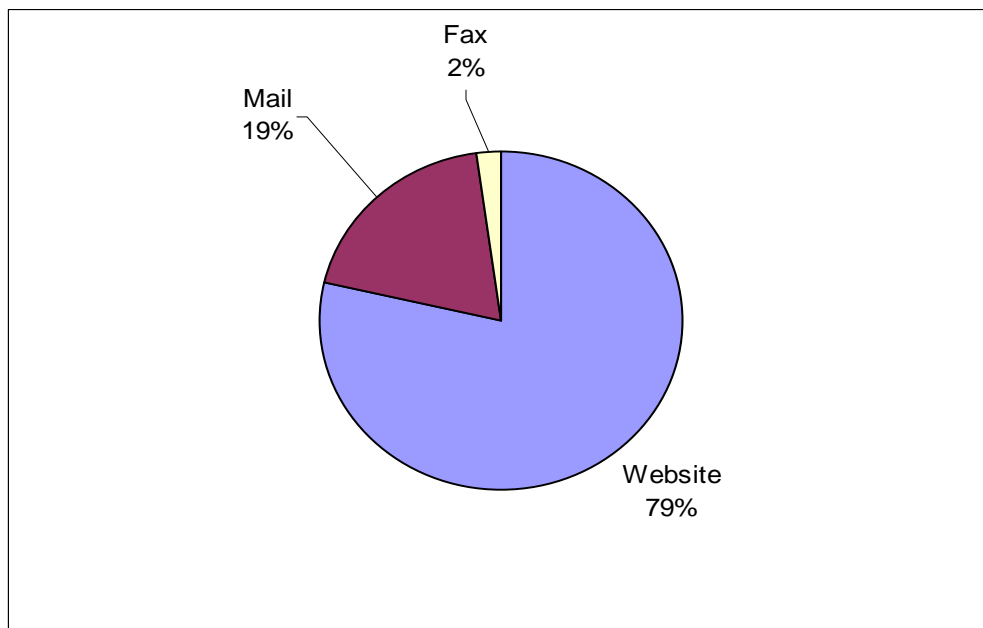
Basic Statistics and Background of City Choices Survey:

City Choices 2006 flyer was distributed through 2 community newspapers (Courier & Ming Pao), community centres, branch libraries and the City Website.

In total, there were 1,429 responses to the survey.

Out of the 1,429:

- 1,125 completed via the website
- 273 completed via mail
- 31 completed via fax



Points to keep in mind when interpreting the results:

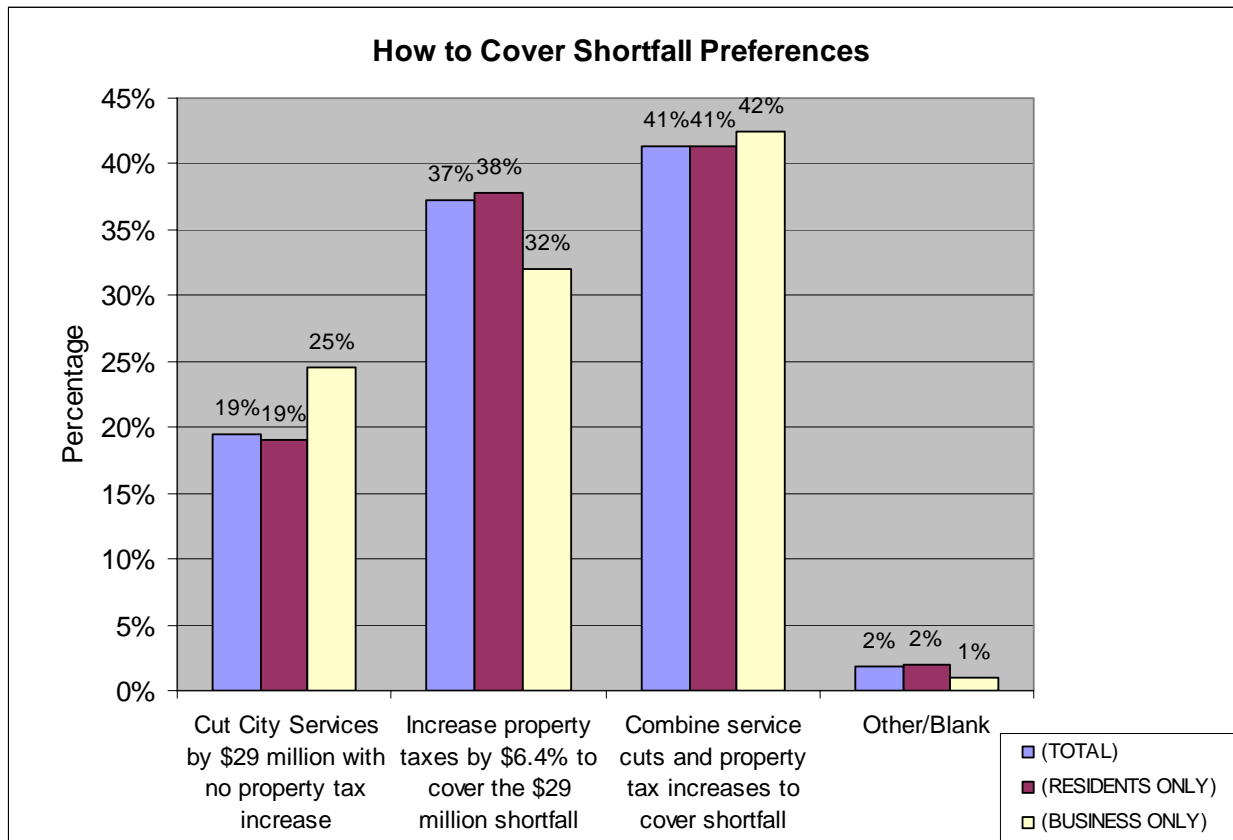
- the survey results are not *statistically significant* - no weighting of the responses for demographics as the data is "raw"
- the responses may represent interests associated with facilities where the survey was picked up to be filled out
- the responses were received from common fax numbers, arrived in batches via mail, and some results from the website came from common IP addresses
- not all the questionnaires were completely filled out as some respondents did not complete one or more questions

QUESTION RESULTS

QUESTION 1 - Which one of the following options would you prefer?

The results indicate that 41% in total of the respondents would be in favour of the option of combining service cuts and property tax increases to cover the shortfall. If we extract the results from just the resident respondents, it indicates that 41% of the respondents would be in favour of a combination of service cuts and property tax increase to cover the shortfall. If we extract the results from just the business respondents, it indicates that 42% of the respondents would be in favour of the same option.

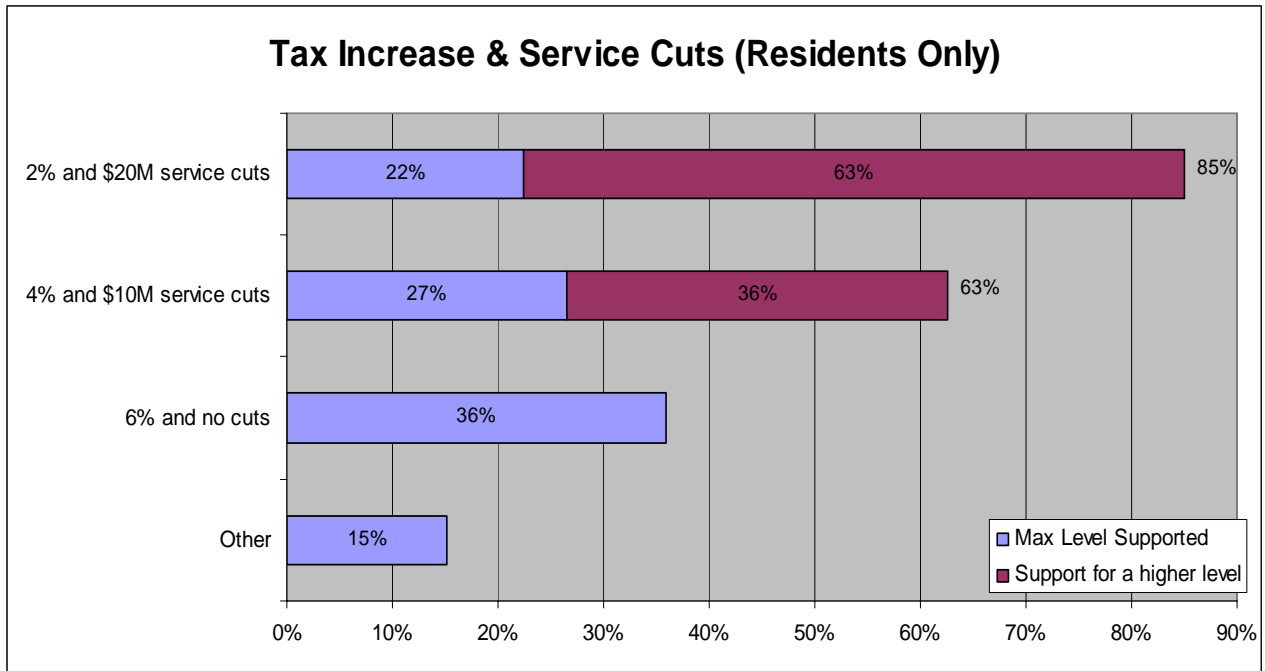
Residents were almost equally split between supporting increasing property taxes by 6.4% or utilizing a combination of cuts and property tax increase (38% versus 41%). However, there was a greater preference by businesses to utilize a combined strategy of cuts and taxation than a full tax increase of 6.4% (42% versus 32%).



QUESTION 2 - If there were a combination of service cuts and a property tax increase, which option would you prefer?

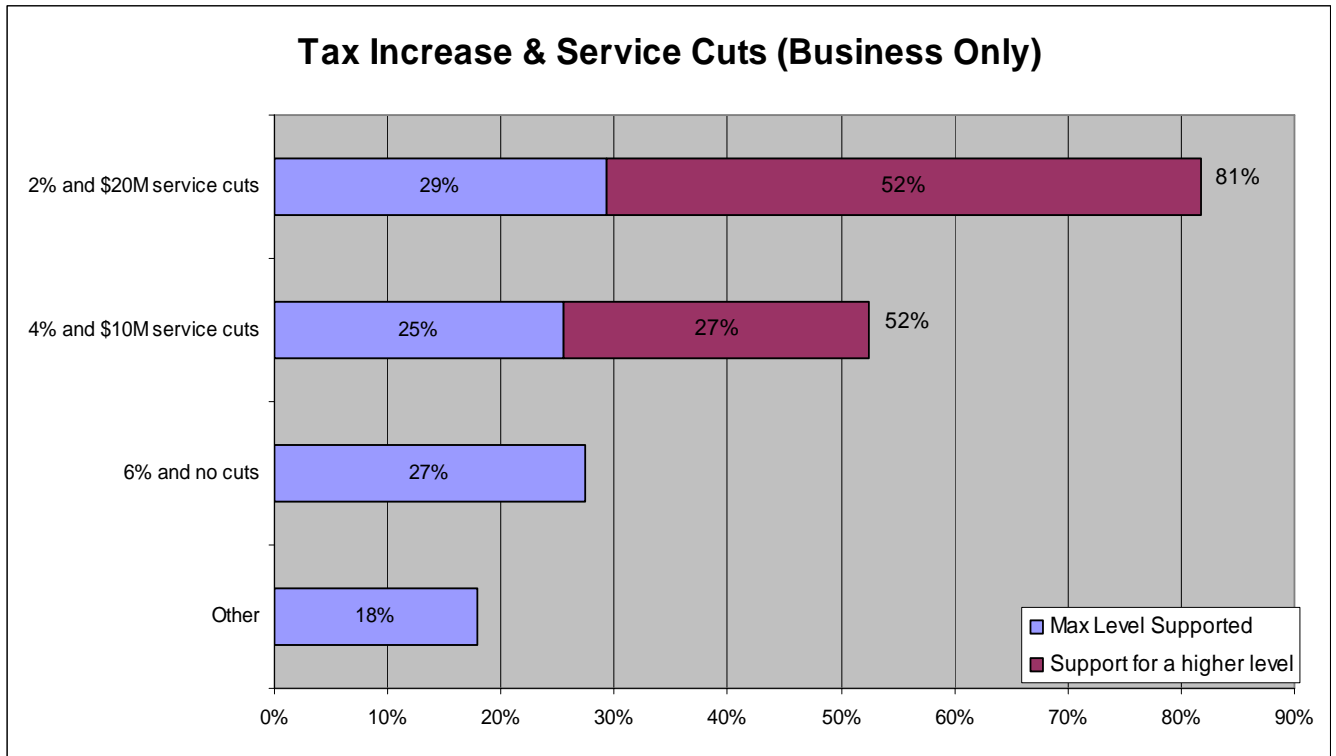
Residential respondents provided the strongest support (36%) for a 6% property tax increase with no service cuts to cover the \$29 million shortfall. Looking at the

responses cumulatively, 63% of respondents would support a 4% tax increase and 87% would support a 2% tax increase.



Alternatively, business respondents provided the strongest support (29%) to a 2% property tax increase combined with service cuts of \$20 million. However, the other two options of a 4% property tax increase with \$10 million in service cuts or a 6% property tax increase with no service cuts garnered very comparable support percentages of 25% and 27%, respectively.

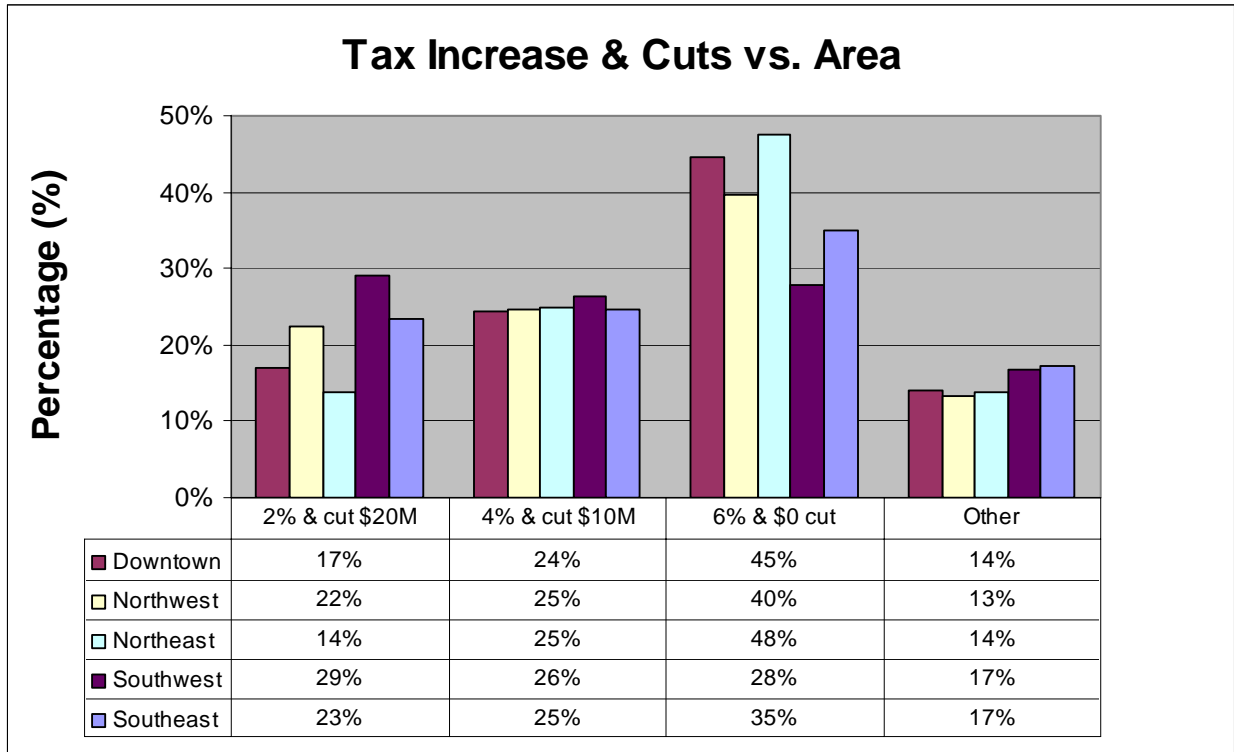
Overall, if we look at the responses cumulatively, 52% of respondents would support a 4% tax increase and 81% would support a 2% tax increase.



Comparison of Area to Tax Increase Support

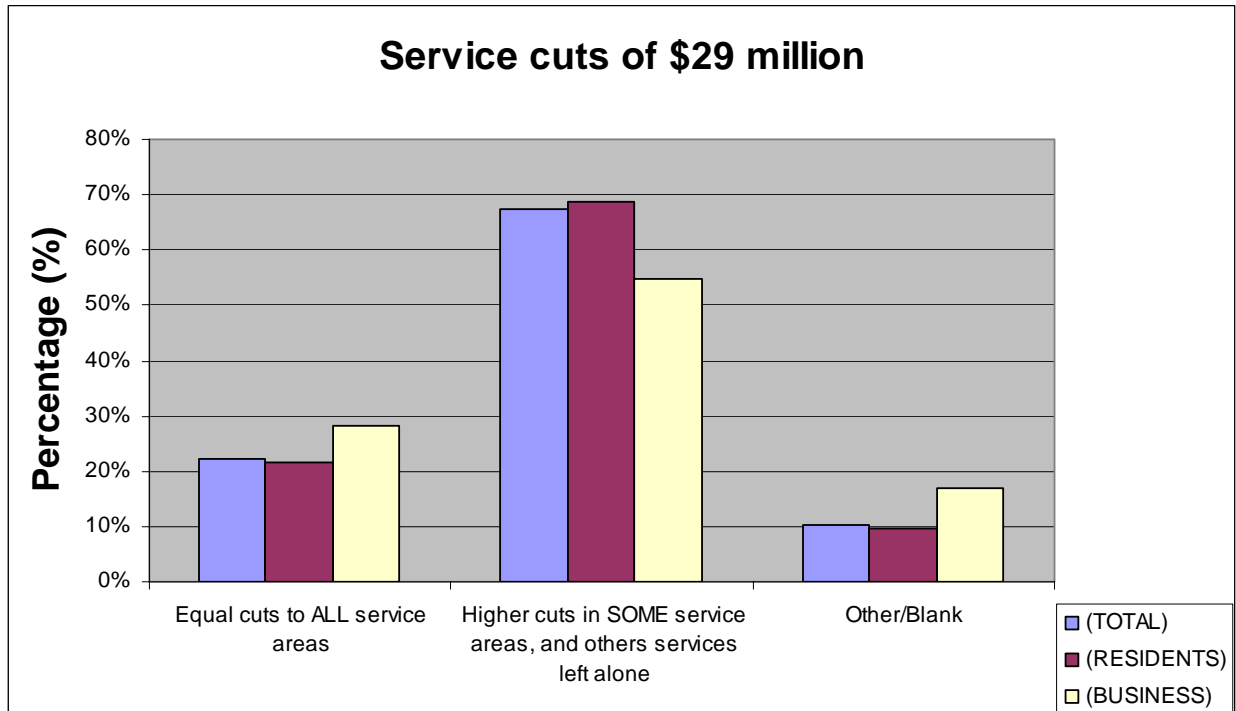
When comparing the various areas that the respondents live in to their choice of preferred tax increase, the conclusion is that most areas support a 6% increase to taxes and no cuts to services to cover the \$29 million shortfall.

However, the southwest and southeast quadrants show more equal distribution between the options.



QUESTION 3 - If there were service cuts of \$29 million, which would you prefer?

A large portion of the total respondents of 67% indicated that they would support higher cuts in some service areas, and other services left alone. If we extract the results from just the resident respondents, the response was 69% in favour of the same option. And if we extract the results from just the business respondents, the response was 55% in favour again of higher cuts in some service areas, and other services left alone.



QUESTION 4 - What are your service area priorities?

The Top 5 Areas of Priority

The overlapping area that the respondents from both surveys regard as a top priority is police and fire services.

City Choices	Mustel Group (Residents)
1. Police	1. Police
2. Fire	2. Fire
3. Community Services	3. Community/Social Services
4. Library Services	4. Streets & Traffic
5. Culture Services	5. Planning & Development

The Bottom 5 Areas of Priority

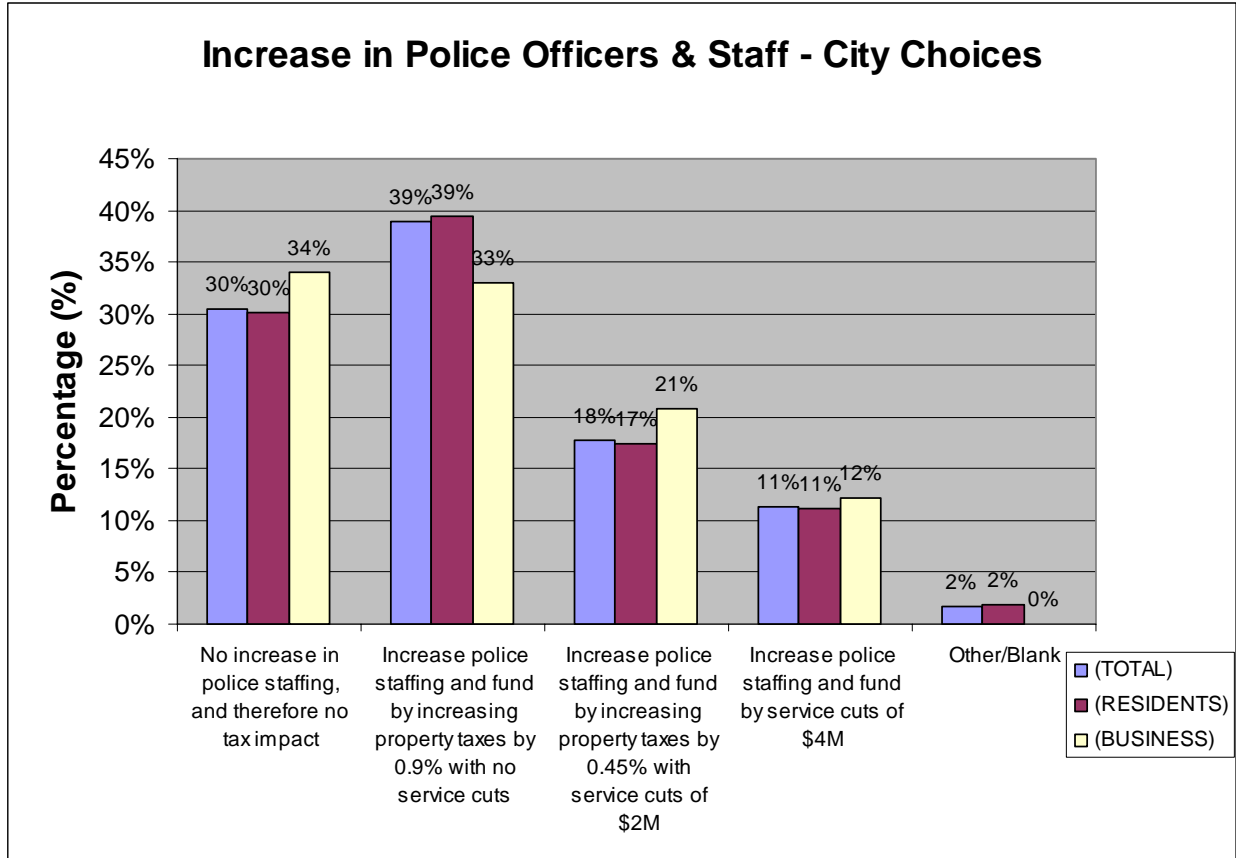
An interesting note to make is that one of the top priority choices in the City Choices response of Cultural Services was ranked as one of the lowest priority areas in the Mustel Group telephone survey. Please note that support/legislative services were not offered as an option in the Mustel Group survey.

City Choices	Mustel Group (Residents)
1. Support & Legislative Services	1. Culture Services
2. Planning & Development	2. Community Services
3. Other Public Safety	3. Parks
4. Streets	4. Libraries
5. Parks	5. Streets and sidewalks

QUESTION 5 -The Police Department is requesting an increase of 50 police officers and 27 civilian staff as a second phase of similar staffing increases approved in 2005. This requires \$4 million in 2006. Which ONE of the following options would you support?

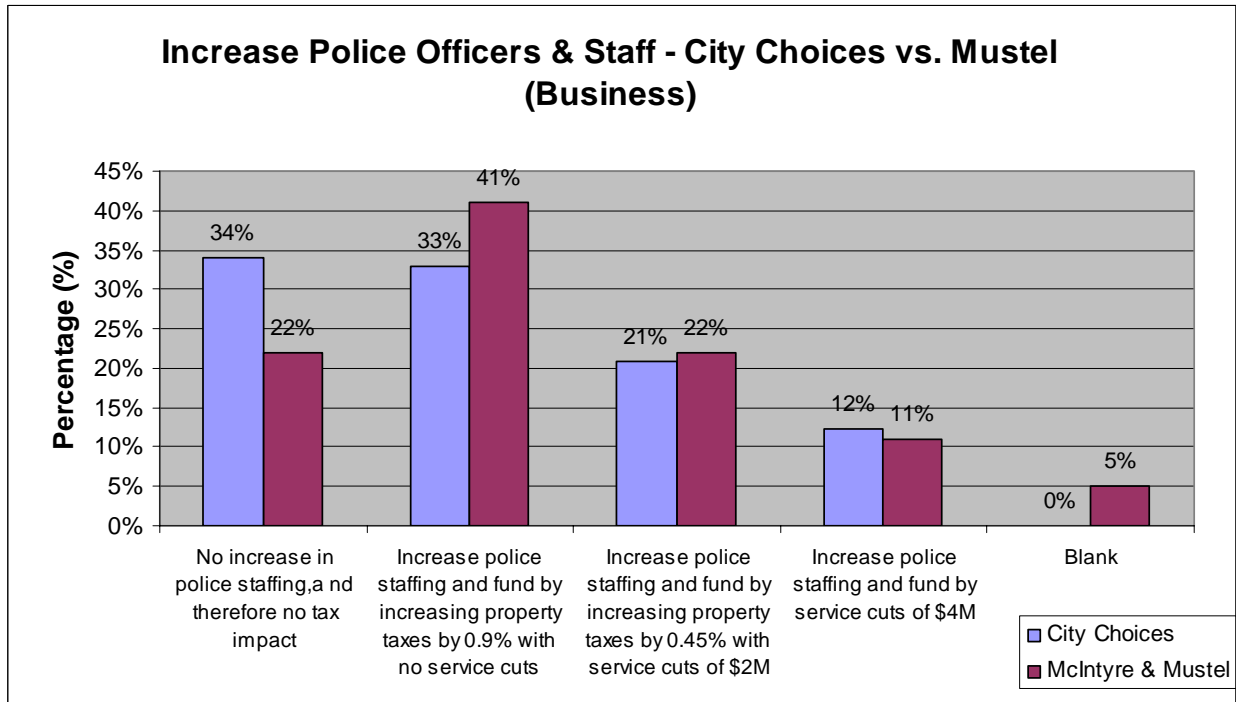
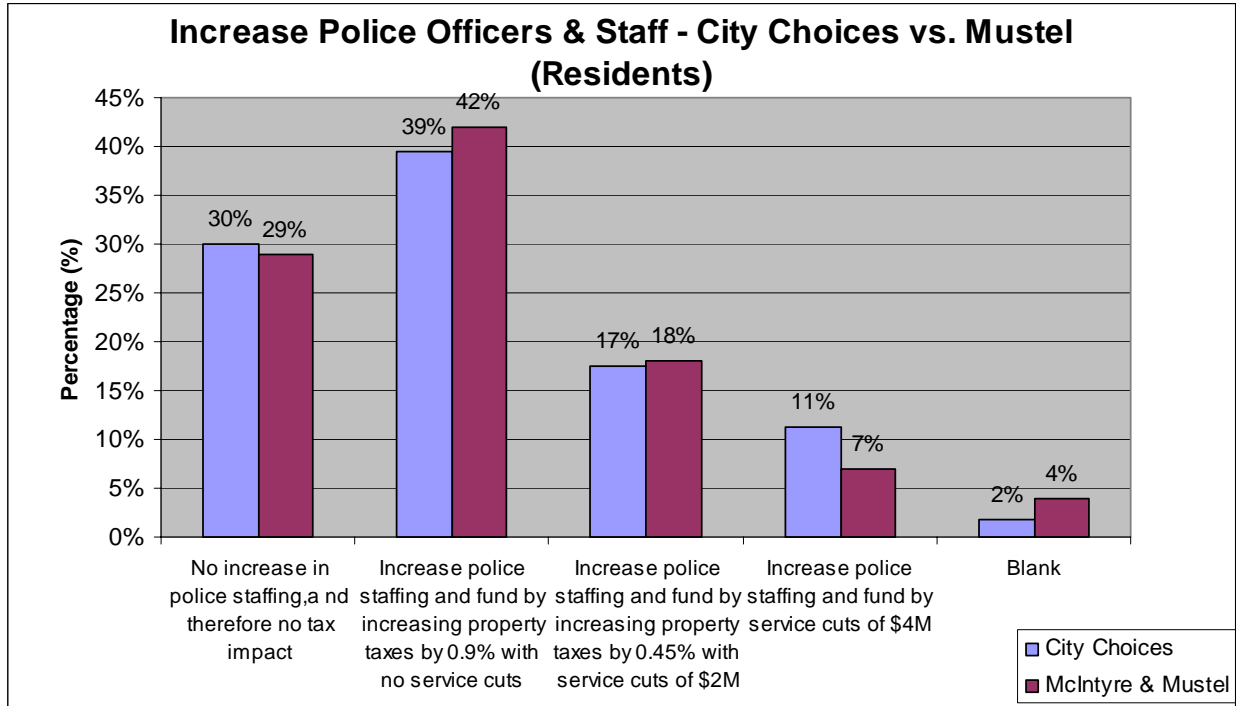
Overall, 70% of respondents supported an increase in police staffing. The results indicate that 39% of the total respondents would like to see an increase in police funded by a 0.9% increase in property tax.

The main difference between business and resident responses is the greater support by businesses to fund the police through service cuts in combination of a tax increase.



City Choices Results vs. McIntyre & Mustel Group Results

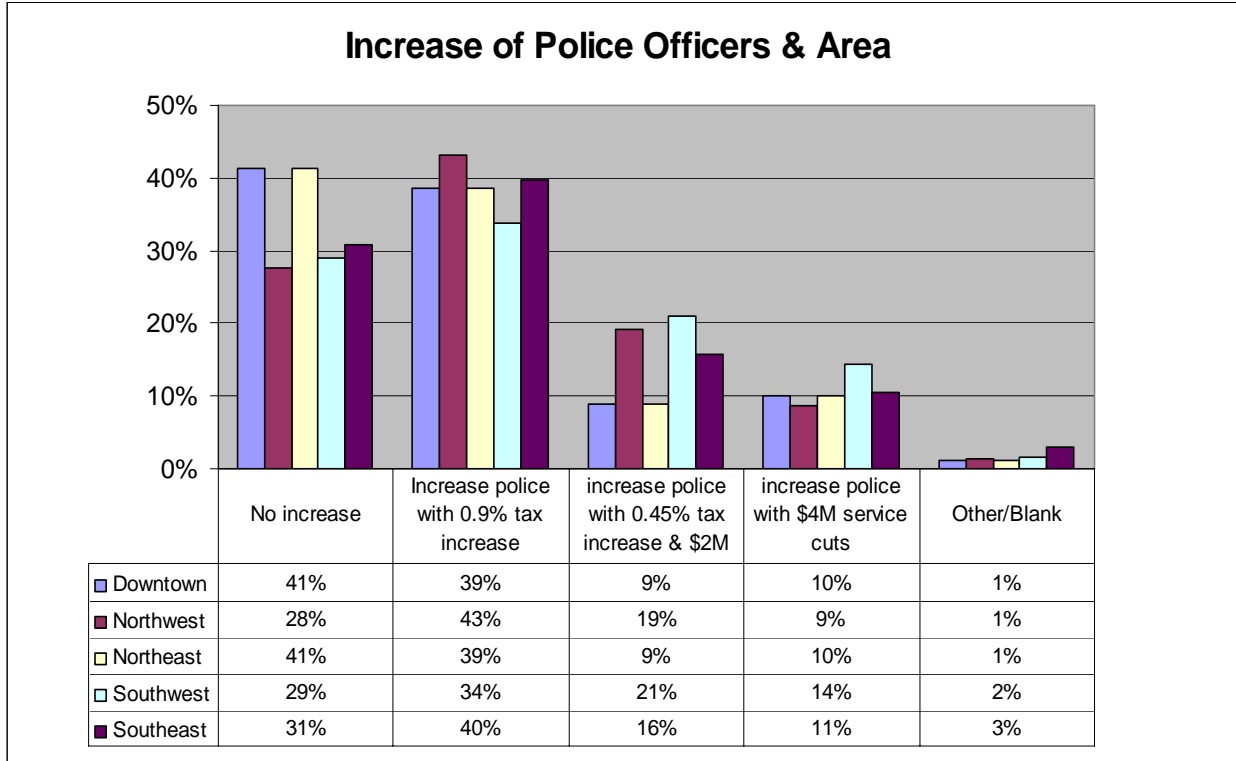
Results from both City Choices and Mustel Group surveys indicate that a majority of the public support an increase in police resources with the majority choosing to fund this increase through increased property taxes of 0.9% with no service cuts. The only notable difference between the two survey results, is that the City Choices survey had lower support by businesses for an increase in police resources than Mustel Group.



Policing and Area

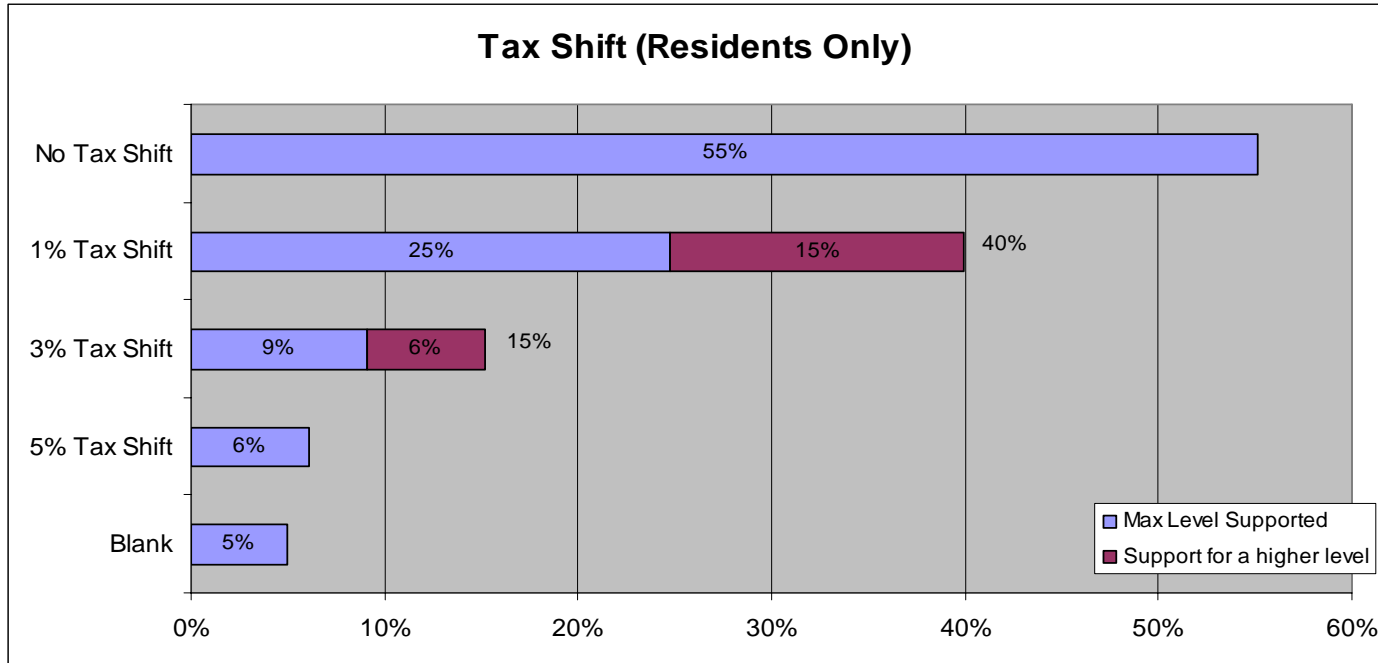
When the results of the increase in number of police staffing were compared to the area that the respondents came from, the lowest support for a police increase was from downtown and the northwest quadrant (at 41%). However, in both these areas, there was almost equal support for increasing police resources and increasing property taxes by 0.9%. The highest area of support for increased policing was the northwest,

southwest, and south east quadrants of the city at 71%, 72%, and 69% support respectively. The lowest support for increased policing was expressed by those in the Downtown area and the North East quadrant at 59% support each.

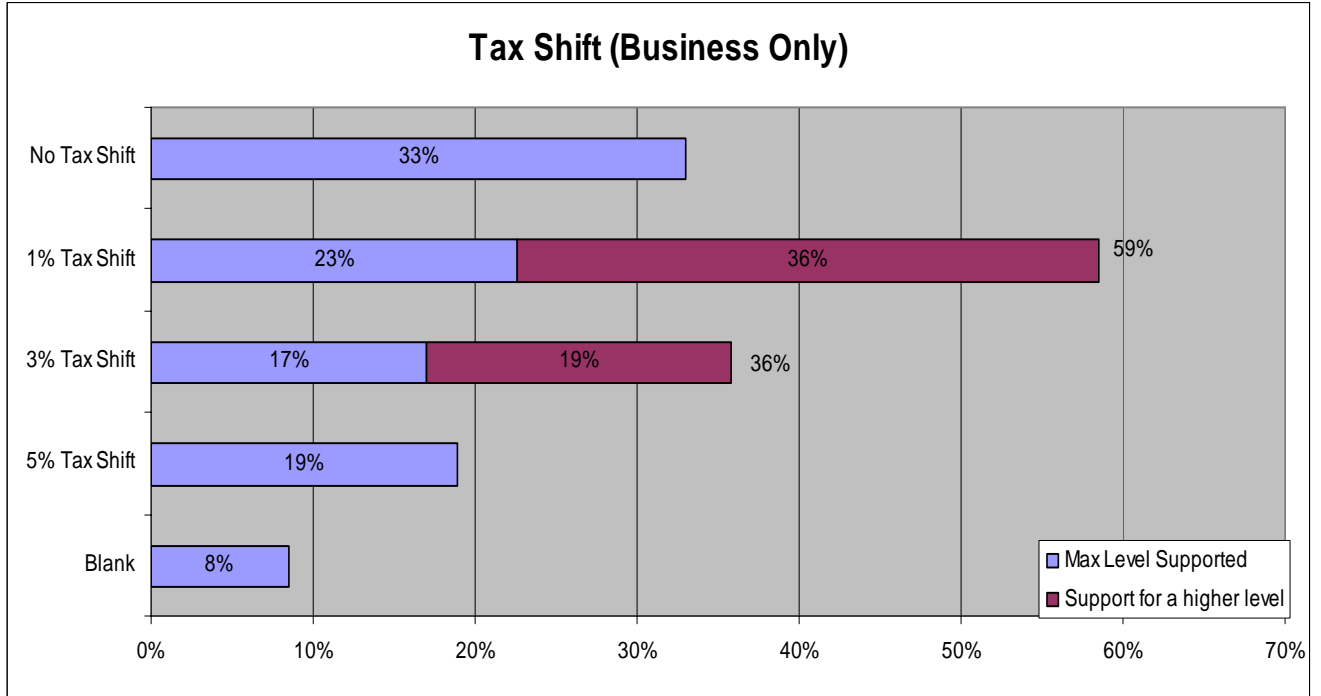


QUESTION 6 - What amount of the tax shift, if any, between businesses and residents would you support?

When we extracted the resident respondents from the total respondents and then the business respondents from the total respondents, we found that 55% of residents would prefer no tax shift between businesses and residents and a lower support of 33% of businesses would prefer no tax shift change. If we look at the results from the resident responses only, 40% of the respondents would support a 1% tax shift between businesses and residents.



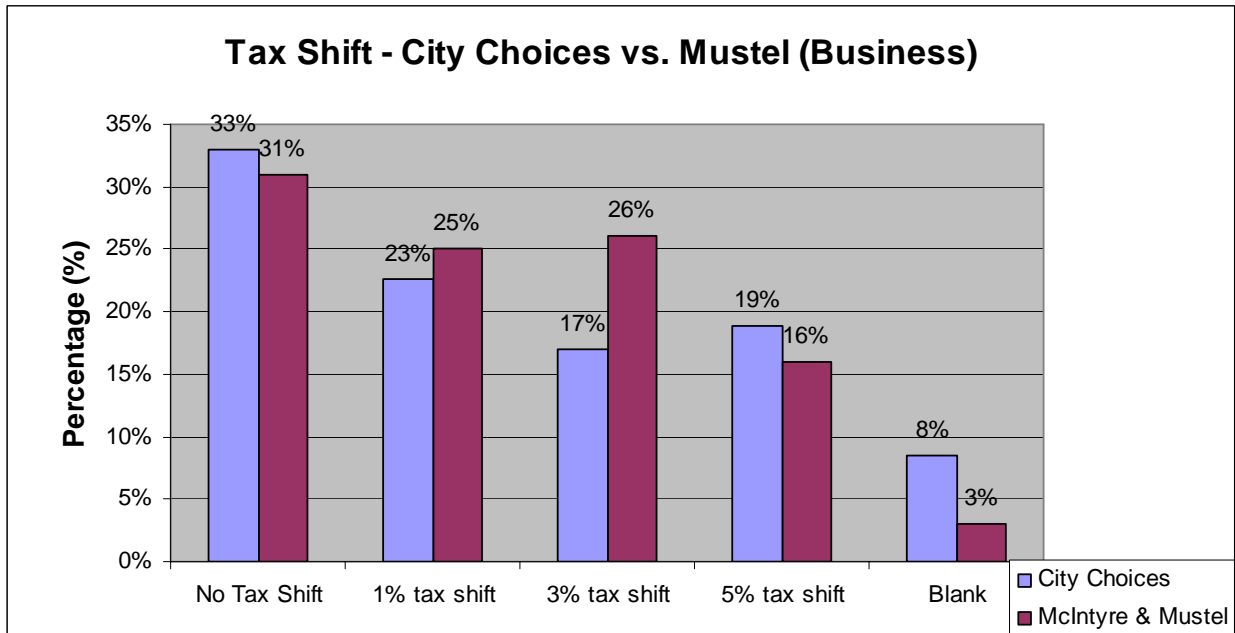
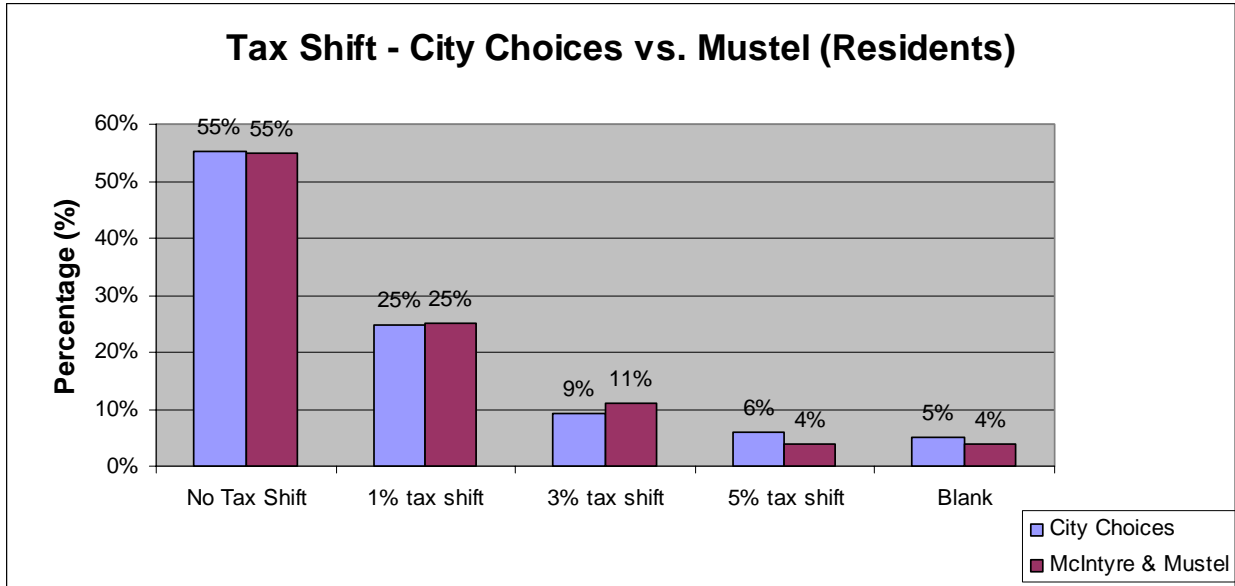
If we look at the results from the business responses only, 59% of the respondents would support a 1% tax shift between businesses and residents.



City Choices vs. McIntyre & Mustel Group Results

Both the City Choices and Mustel Group survey results indicate that the majority of residential respondents would prefer no tax shift between businesses and residents (55%).

67% (City Choices Results)/ 70% (Mustel Group Results) of businesses, on the other hand, supported a tax shift. Both surveys did identify a high percentage (33% City Choices Results/ 31% Mustel Group Results) of businesses that do not support a tax shift. This has been determined to be because many of these respondents are also City residents and therefore, are protecting their residential property taxes from increasing.



DEMOGRAPHICS:

Respondents were evenly distributed from the various regions of the City.

Where do you live?	Results
• Downtown	15%
• Northwest	22%
• Northeast	18%
• Southwest	21%
• Southeast	20%
• Not specified	4%

A majority of the respondents have lived in Vancouver for more than 10 years, are between the age of 18-64, own a home and have an assessed home value of between \$400,000 - \$599,999.

How long have you lived in the City of Vancouver?	Results
• 5 years or less	14%
• 6-10 years	13%
• More than 10 years	70%
• No Answer	3%

What is your Age?	Results
• 18-44	43%
• 45-64	40%
• 65 years or older	15%
• No Answer	2%

Do you own or rent?	Results
• Rent	31%
• Own	64%
• No Answer/Other	5%

If you own, what is the assessed value of your home closest to?	Results
• \$0-\$199,999	4%
• \$200,000-\$399,999	17%
• \$400,000-\$599,999	23%
• \$600,000-\$799,999	14%
• \$800,000 or more	9%
• Blank	33%

Do you own a business?	Results
• Yes	18%
• No	74%
• No Answer/Other	8%

If respondents answered yes to owning a business, the following was asked:

Respondents were evenly distributed from the various regions of the City.

Where do you live?	Results
• Downtown	5%
• Northwest	4%
• Northeast	4%
• Southwest	2%
• Southeast	2%
• Not specified	82%
• Outside of Vancouver	1%

Most respondents that owned a business left the following questions blank.

If you own a business in Vancouver, what type of business is it?	Results
• Retail	3%
• Manufacturing	1%
• Professional Services	10%
• No Answer	86%

Do you own the building your business is in?	Results
• Rent	13%
• Own	5%
• No Answer/Other	82%

As a renter, do you pay rent for the space your business occupies and property taxes as direct cost or do you just pay rent?	Results
• Pay rent and property taxes	6%
• Pay rent only	8%
• No Answer/Other	86%

If you own a business in Vancouver, how many employees are based in Vancouver?	Results
• 0 to 4	12%
• 5 to 9	2%
• 10 to 24	2%
• 25 to 99	1%
• 100 or more	0%
• No Answer/Other	83%

If you own a business in Vancouver, how many employees are based outside of Vancouver?	Results
--	---------

• 0 to 4	16%
• 5 to 9	1%
• 10 to 24	0%
• 25 to 99	0%
• 100 or more	0%
• No Answer/Other	83%

CONCLUSION

- Overall, 41% of respondents from City Choices would be in favour of combining service cuts and property tax increases to cover the shortfall
- Looking at the resident respondents cumulatively, 85% of residents would support a 2% tax increase, 63% would support a 4% tax increase, and 36% would support a 6% tax increase
- If we look at the business responses cumulatively, 81% of businesses would support a 2% tax increase, 52% would support a 4% tax increase, and 27% would support a 6% tax increase
- City Choices results indicate that the respondents find police and fire services to be their priority choices to safeguard and enhance, and have put support/legislative & planning/development to be the areas of lower priority
- Police Staffing - Results from both City Choices survey and the Mustel Group indicate that there is strong support for two options - either a no increase in police staffing with no funding impact OR an increase in police staffing funded by a 0.9% increase in property taxes
- 55% of City Choices resident respondents would prefer no tax shift between businesses and residents. Cumulatively, 40% of the resident respondents would support a 1% tax shift
- 33% of City Choices business respondents prefer no tax shift between businesses and residents and cumulatively, 59% would support a 1% tax shift
- City Choices and Mustel Group findings for comparable questions were on the most part consistent with each other.



City of Vancouver

2006 Budget Allocation Study Wave 8

March 2006

Presented to:

City of Vancouver
Vancouver, BC

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Executive Overview

Introduction

In each year since 1997 that the City of Vancouver has faced a budget shortfall, the opinions of adult City residents have been surveyed to assess attitudes toward service priorities and funding alternatives. This year, the first time since the 1997 benchmark, businesses have been surveyed again.

Random telephone interviews were completed with a total of 353 businesses located in the City of Vancouver and with a total of 607 City residents 18 years of age and over. All interviewing was conducted between February 28 and March 13, 2005. Key findings are summarized briefly in this *Executive Overview*. Further details are presented in the *Detailed Findings* section.

Key Findings

Top-of-Mind Issues of Concern

City residents and business operators both name **transportation** and **crime** as the top issues of concern in need of City Council's attention. However, business operators also name **taxation** as one of the top concerns, while residents place **social issues** at the top, along with transportation and crime.

Among businesses, social issues rank fourth and well ahead of other remaining issues of concern. Meanwhile among residents, taxation remains a distant fourth, just ahead of the environment.

Since 1997, social issues, focusing on homelessness and poverty, as well as the lack of affordable housing, have risen significantly in importance among not only the public but also among the business community.

Perceptions of City Services

While satisfaction with the overall quality of city services remains high among residents, satisfaction among the business community has declined significantly from the benchmark in 1997. Nevertheless, residents and business people alike perceive an improvement in the quality of city services over the past few years.

Satisfaction

- Currently, 87% of **residents** are “very or somewhat satisfied” with the quality of services.
- Currently two-thirds of **business** operators (67%) are very or somewhat satisfied with the quality of city services, but down significantly from 88% in 1997.

Change in Quality

- Among **residents**, there has been a gradual improvement since 2002 in the perceived quality of City services. Currently, 30% think the quality of City services has gotten better, while 23% perceive deterioration, reversing the general pattern seen in 2002.
- Likewise among the **business** community, improvements are apparent since the 1997 benchmark. Currently 25% of business operators believe the quality of city services has improved in the past few years, almost double the proportion found in 1997. The shift has come from those who perceived no change, while the proportion sensing deterioration is unchanged (24%).

Opinion on Amount of Property Taxes Paid

- A majority of **homeowners** (54%) find their taxes to be too high (54% vs. 43% “about right”). **Businesses** that pay property taxes as a direct cost, however, are much more skewed to the “too high” opinion (63% vs. 26% “about right”).

Perceived Value

- A majority of **residents** say that they receive very or fairly good value from the City for their tax dollars (66%), marginally higher than the past five year average (62%).
- Just over half of **businesses who pay property tax as a direct cost** say they receive very or fairly good value (53% vs. 38% saying poor value), no change compared to 1997.
- Despite a discernable improvement since 1997 in the quality of City services with more businesses saying it’s “better”, we see no change in the proportion that perceives “deterioration” in quality. In addition, taxes are generally seen to be “too high.” As a result, there has been no impact on overall perceived value.

Fiscal Management Options

Residents and business operators generally agree on broad fiscal management options for recovering shortfalls.

- As in the past, the most popular is “***user fees for some City services***” (60% support from residents and 68% from businesses).

- Second highest overall support is given to *“service cuts but only in some areas”* (53% of residents and 61% of businesses).
- Both stakeholder groups oppose *“cuts to services by the same proportion across the board”* (69% of residents and 66% of businesses).

If choosing between service cuts, tax increases or a mix, residents and businesses continue to prefer a *mix of both service cuts and tax increases* to deal with the shortfall. Both residents (46%) and businesses (49%), by far, select this approach over than the other alternatives.

Regarding the use and allocation of user fees, such as permits and licenses, recreation programs or sewer and water fees, the following approaches are most favoured.

- A majority of residents (59%) and businesses (68%) would support *higher user fees in order to help pay for other city services*, as found in past measures. Although most are in support, we see a slightly higher sensitivity among residents this year as about one-third (36%) oppose the idea.
- On the choice of *user fees vs. raising property taxes* to maintain all City services, *user fees* are the preferred option, by far among both residents and businesses (75% and 60%, respectively).
- Regarding *user fees vs. cutting services*, once again we see overwhelming preference for *charging user fees on some services to help cover costs* rather than service cuts. This concept is acceptable to both businesses and residents (75% and 78%, respectively).

Acceptability of Property Tax Increases

Examining the willingness to pay increases *for all homeowners combined*, we find that in order to maintain the same level of City services, acceptance among homeowners is again quite typical this year. This indicates that a majority of municipal residential taxpayers claim that they are not averse to the possible municipal tax changes proposed.

Businesses are more sensitive to property tax increases and a majority agreement is only reached when the amount is a 2% tax hike (71%). In 1997 there was relatively greater resistance at 6% than found this year (24% in 1997 vs. 36% now). However, the business community today is more sensitive to a tax increase than it was in 1997. Lower acceptance levels are found now at 4% and 2% than seen in 1997.

Current willingness to pay tax increases in order to maintain the current level of services:

- With a 6% increase – 62% among homeowners and 36% among businesses
- With a 4% tax increase – 74% among homeowners and 49% among businesses
- With a 2% hike -- 87% among homeowners and 71% among businesses

Service Priorities for Budget Allocation

Respondents were asked to rate twelve categories of service provided by the City in terms of *importance* from their perspective as a member of the business community or as a resident and their *top three priorities* from a budgeting perspective, or the last area for making cuts. Consistent with the importance ratings, policing remains the top service priority for both residents and businesses. Fire protection and traffic management also fall into the top three for most resident and business stakeholders, but other service areas fall out somewhat differently. For example: ‘planning for the future’ and ‘street and sidewalk maintenance/upgrade/repair’ are more important to businesses than to residents. But, support for community services organizations to help needy people has higher value to residents.

Ranking of Top Three Priorities (LAST Areas to Make Cuts)	
Business	Residents
1. Policing (54%)	1. Policing (46%)
2. Plan future development (29%) ▲	2. Fire protection (31%)
3. Fire protection (28%)	3. Support community service for needy (25%) ▲
4. Traffic management (27%)	4. Traffic management (22%)
5. Streets/sidewalks (23%) ▲	5. Plan future development (19%)
6. Sewage/drainage (16%)	6. Sewage/drainage (17%)
7. Support community services for needy (14%)	7. Garbage/recycling (15%)
8. Garbage/recycling (14%)	8. Libraries (14%)
9. Parks/beaches (8%)	9. Streets/sidewalks (13%)
10. Arts & cultural (7%)	10. Community centres/pools/rinks (11%)
11. Libraries (5%)	11. Parks/beaches (8%)
12. Community centres/pools/rinks (4%)	12. Arts & cultural (8%)

Note: Arrows indicate significantly higher priority than the other stakeholder group.

Shift in Business and Residential Tax Shares

Currently, businesses bear the larger portion, or share, of the property taxes collected by the City. Residents and business operators were asked about their level of support for shifting some of the tax share from business properties to residential properties.

Not surprisingly, residents are more resistant to this idea than business operators. The levels of acceptance for some shift in the tax share away from business properties and onto residential properties are as follows.

No change in the share is desired by:

- **Over half of residents** (55%) and
- **Almost one-third of business** people (31%)

A **one-percent shift** (or higher) in the tax share is acceptable to:

- **Four-in-ten residents** (41%) and
- **Two-thirds of business** people (67%)

A **three-percent** tax share shift (or higher) is supported by:

- **15% of residents**
- **Over four-in-ten business operators** (42%)

A **five-percent** tax share shift receives support from:

- **Only 4% of residents and**
- **16% of business operators**

As would be expected, businesses operators tend to favour higher percentage shifts. However, one might expect an even greater demand from business for the higher percentages. The fact that nearly one-third of businesses appear to favour no change might come as a surprise. While a large segment of business operators (currently over two-thirds) are also City residents, we find that the majority of them (62%) still would like to see a shift of at least 1% in the tax share. Among business operators who reside outside of the City, a somewhat larger proportion (77%) want some tax share shifted to residential properties.

Funding of Increased Police Staffing Levels

In 2005 we found that a majority of residents supported increased police staffing levels and City Council followed through with more staff in 2005 and plans in principle to achieve higher staffing goals in 2006. This year both residents and businesses have been asked their opinions on funding of this year's proposed increased staffing levels.

Opinions are largely consistent for both the resident and business populations. Reflecting the high levels of importance and priority placed on policing, a majority of both stakeholder groups support funding increased police staffing levels in one way or another, whether by property tax increases or by service cuts or both. Business offers slightly higher support (73% versus 67% among residents).

The most popular funding of increased police staffing levels this year is through property tax increases of 0.9%, avoiding service cuts for this purpose. This option is supported by four-in-ten of total residents and total business operators alike (41-42%).

The other two options receive much less support:

- A mixed approach of increasing property taxes by 0.45% along with two million dollars in service cuts is supported by about two-in-ten of each stakeholder group (18% of residents and 22% of business operators).

- Using service cuts entirely, requiring four million dollars of cuts, receives weakest support (7% of residents and 11% of business operators).

Conclusions

- While essential services such as policing, fire protection, traffic management and planning future development remain top priorities, social issues of homelessness, poverty and affordable housing are recurring and growing concerns that residents, but also businesses identify among the most important for City Council to address.
- Sensitivity to tax increases are largely unchanged among residential property tax payers in the City with a majority of homeowners (62-87%) accepting increases of 2%, 4% or 6%. The broadest support is for a 2% increase. Among businesses that pay property tax as a direct cost, there is much greater sensitivity to increases. A large majority are willing to pay increases of 2%.
- Once again, user fees continue to be an acceptable alternative to raise revenues and maintain services among both business and residential populations. As seen in the past this method is preferable to cutting services or raising taxes.
- With regard to the issue of a tax share shift away from business properties and onto residential properties, this is welcomed by businesses but resisted by residents and by homeowners in particular. Even a one-percent shift receives the support of less than half of residents (41% support a 1% or higher tax share shift).
- The residential public and the business community alike support funding for the increased police staffing levels. Among the options presented, there is greatest support for exclusive use of a 0.9% property tax increase and avoiding service cuts.

Foreword

Background and Research Objectives

The City of Vancouver has been tracking public opinion on budget allocation priorities and on various methods of meeting shortfalls. Each year the City is legally required to maintain a balanced budget. Fiscal pressures facing the City in this endeavour include increased cost of existing services, cost of new programs and services demanded by the public, downloading of responsibilities from senior governments and changes in anticipated revenues. To develop the most acceptable course of action in these circumstances, the City wishes to understand the views of the public on how to collect additional revenue and how to allocate funds available.

In 1997 the City commissioned research to gather input from residents and businesses. After 1997 only residents' opinions were surveyed in years of budget shortfalls. But, this year both businesses and residents have been surveyed again.

Anticipated shortfalls have varied from year to year. In 1997 the shortfall totalled \$26 million dollars, in 1999 \$16 million. Between 2001 and 2004 budget shortfalls were \$20 million, while in 2005 it was \$25 million and this year is about \$29 million. The same core measures have been surveyed in each study, monitoring public attitudes for shifts in and/or confirmation of priorities and opinion and these same measures are being used for this year's survey with residents and businesses.

Accordingly, the research objectives are to track changes in resident and business attitudes on the following:

- Main local issues of concern
- Perceptions of City of Vancouver services
- Reactions to fiscal options for management of the City's budget
- Services/funding initiative priorities
- Reaction to taxation alternatives

This year opinions on some additional issues are included:

- The share of tax distribution between residential and business properties and
- Funding of increased police staffing levels

Methodology

The methodology of past budget allocation surveys was replicated.

Residential Survey

Random telephone interviews were conducted among residents of the City of Vancouver 18 years of age and over. This year, a total of 607 interviews were completed, distributed about equally across five regions of interest (Downtown/West End plus the rest of the City divided into four quadrants with 16th Avenue defining the north/south boundaries and Main Street the east/west boundaries).

The regions were geo-mapped and random samples of households were drawn for each area, using the regularly up-dated database of TELUS' published, residential telephone listings. Within each household the eligible respondent was chosen at random (next birthday method). Up to five calls were made in attempting to complete an interview with each household/respondent selected, a measure to minimize potential non-response bias.

At the data processing stage the data for the residents' sample was weighted back into proper proportion by region, as well as matching 2001 census statistics for the City on age within gender.

RESIDENTS Sample Distribution		
	<u>Actual</u>	<u>Weighted</u>
	(607)	(607)
	%	%
Gender		
Male	50	49
Female	50	51
Age		
18-24	7	11
25-34	19	23
35-44	24	21
45-54	20	18
55-64	16	10
65 and over	15	15
Region		
Southwest	20	21
Southeast	20	30
Northwest	20	16
Northeast	20	20
Downtown/West End	20	13

A copy of the residential questionnaire is appended. In addition to English, alternate language interviewing was available to respondents in Chinese, Punjabi, Vietnamese and Tagalog. The language of interview was distributed as follows:

English	503
Chinese	103
Tagalog	1
Punjabi	0
Vietnamese	0

Business Survey

A random telephone survey was conducted among a cross-section of businesses located in the City of Vancouver. Business owners and senior managers or others who made decisions about location planning were surveyed. Disproportionate sampling was used to enable examination of medium and large businesses, since 92% of businesses are small (under 25 employees). At the data processing stage the final sample was weighted back into proportion on the distribution of the sample frame based on business size (number of employees).

BUSINESSES Sample Distribution		
	<u>Actual</u>	<u>Weighted</u>
	(353)	(353)
	%	%
Company Size		
Under 25 employees	58	92
25-99 employees	28	7
Over 100 employees	14	1

As needed, business respondents were offered the survey in alternate languages. A total of 20 business surveys were completed in Chinese (Mandarin and Cantonese).

Data Collection

All interviewing was conducted from the Mustel Group CATI (computer assisted telephone interviewing) facility in the City of Vancouver, where telephone interviewing staff is supervised and monitored. Fieldwork was completed February 28 to March 13, 2006 on weekdays among businesses from 8 a.m. to 5p.m. and among residents between 4 and 9 p.m. and on weekends between 10 a.m. and 4 p.m. Call-back appointments were scheduled between 8a.m. and 9p.m.

Results

The results are presented here in the format of an *Executive Overview*, summarizing the key findings, and a more comprehensive *Detailed Findings* section.

Statistical tolerance limits (or sampling margin of error) for a simple random sample at the 95% confidence level (or 19 times out of 20, if the study were to be repeated) are.

- **sample of 600 interviews** +/- 4.0 percentage points
- **sample of 350 interviews** +/- 5.2 percentage points

In comparing the tracking results, the following table details a guideline for differences required to be significant on the total samples.

Percentage Point Difference Required			
% of Answer:	Business Surveys	Residential Surveys	
	1997 and 2006	1997 and 1999-2006	1999-2006 (Base n=600)
50:50	7.7	5.0	5.7
60:40	7.5	4.9	5.6
70:30	7.1	4.6	5.2
80:20	6.2	4.0	4.6
90:10	4.6	3.0	3.4

For example, if the result to a question in 2002 resulted in 70% support and this same question resulted in 73% support in 2006, this would not be considered statistically significant because the increase of 3% is within the 5.2% difference required.

Throughout the report, comments on subgroup differences are statistically significant at the 95% level of confidence.

Note that tracking results illustrated in the charts and graphs are presented for 1997 and for the most recent five years. The results for all eight years of tracking among residents are shown in the Top Line Questionnaire appended to this report, while business research has been shown for 1997 and 2006, the two years surveyed to date.

Detailed Findings

1. Most Important Issues Facing Vancouver

1.1 *Top-of-Mind Issues*

The most important local issues, the ones that should receive the greatest attention from City Council, were named unprompted by survey respondents.

Overview

City residents and business operators both identify transportation and crime as the top issues of concern in need of City Council's attention. However, business operators also name taxation as one of the top concerns, while residents place social issues at the top, along with transportation and crime.

Among businesses, social issues rank fourth and well ahead of other remaining issues of concern. Meanwhile among residents, taxation remains a distant fourth, just ahead of the environment.

Since 1997, social issues, focusing on homelessness and poverty, as well as the lack of affordable housing, have risen significantly in importance among not only the public but also among the business community.

Residents

As in the past, the issues of concern at the forefront of residents' minds are transportation, social issues and crime.

- Transportation and crime have consistently been one of the top three issues since tracking began in 1997.
- Transportation concerns focus on traffic congestion this year more than on the amount or quality of transportation services. Aspects such as the condition of streets continue to be only a minor mention.
- Comments on crime by residents relate largely to thefts and break-ins, but also to personal safety and drug-related issues. After rising significantly in 2004, crime is currently at a very typical level. Concerns about crime are higher among homeowners.
- Since 2004 social issues, focusing on homelessness, poverty and the related issue of a lack of affordable housing, have considerable prominence among residents. The emphasis on this issue is similar to last year.

- There is no significant change in the attention given by residents to taxation (property taxes), currently mentioned by 12%, but it is showing possible signs of increasing directionally. This should be monitored closely.
- Other changes this year include somewhat more mention of the Olympics as an issue for Council’s attention (8% currently) and more mention of the environment than in the last three years (now 8%).

Business

As in the past, the issues of greatest concern to members of the business community are transportation, crime and taxation. However, since 1997 there has been a significant increase in concern about crime and a particularly dramatic growth in concern for social issues, as is found among City residents.

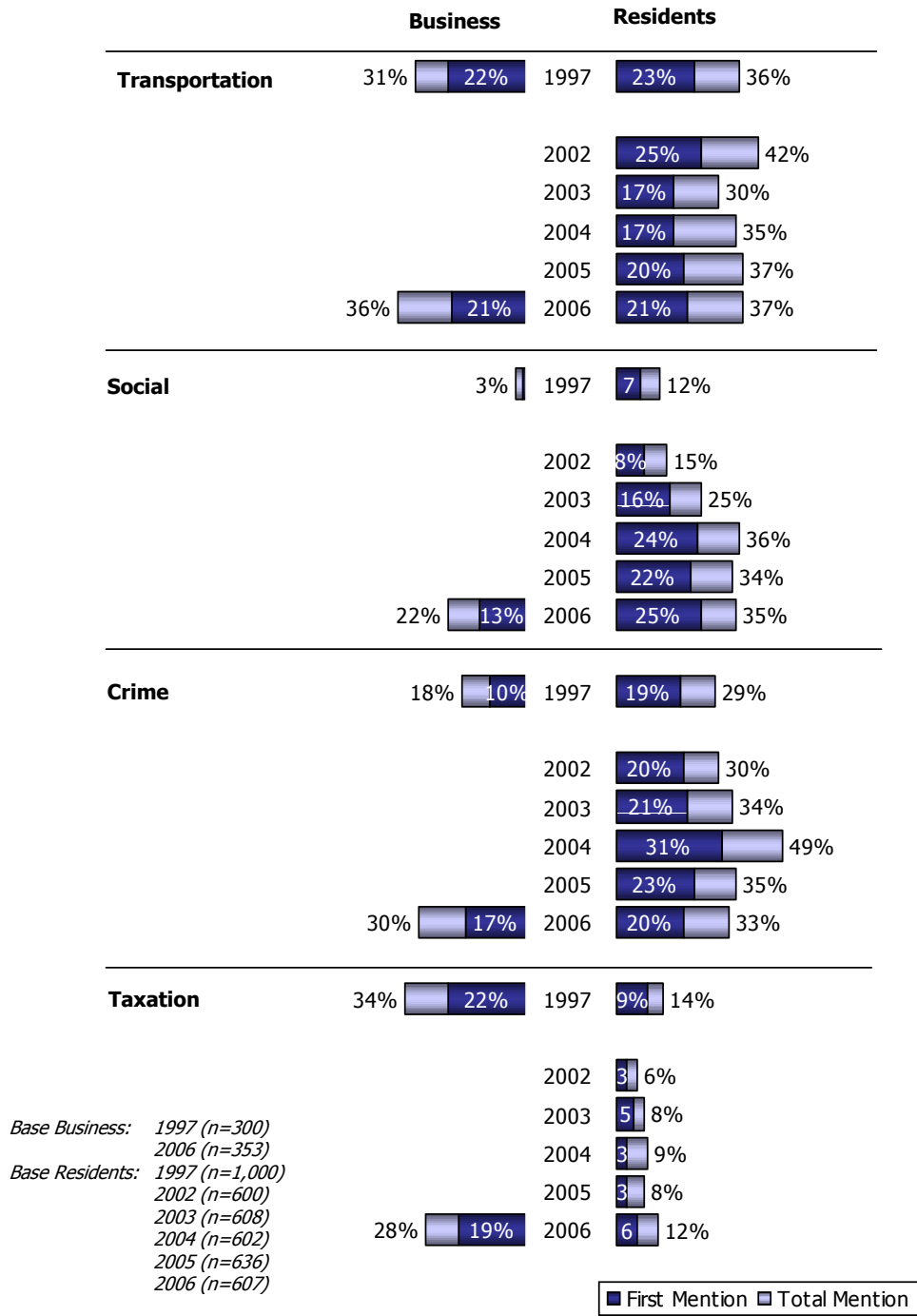
- Transportation is currently seen to be the number one issue, just slightly ahead of crime and taxation. Traffic congestion is the main concern.
- Taxation concerns are focused almost entirely on property taxes.
- Business operators’ remarks about crime centre on thefts and break-ins.

Demographic Trends

Significant differences by sub-segments are noted below.

More attention from:		
Issue:	Residents	Business
Transportation	More affluent (\$50K+ household income)	Renters
Social	Renters, Downtown, NW, NE, Apartment/condo dwellers, Under 35 years old	Building owners, Pay property tax plus rent
Crime	Homeowners, Middle-aged and older residents (35 years+)	Downtown, Eastside, Retail
Taxation	Homeowners, SE residents	Building owners, Pay property tax plus rent
Growth		Downtown, Westside, Pay rent only
Economy (employment/jobs)	Renters, Young (<35), Less affluent (<\$30K)	

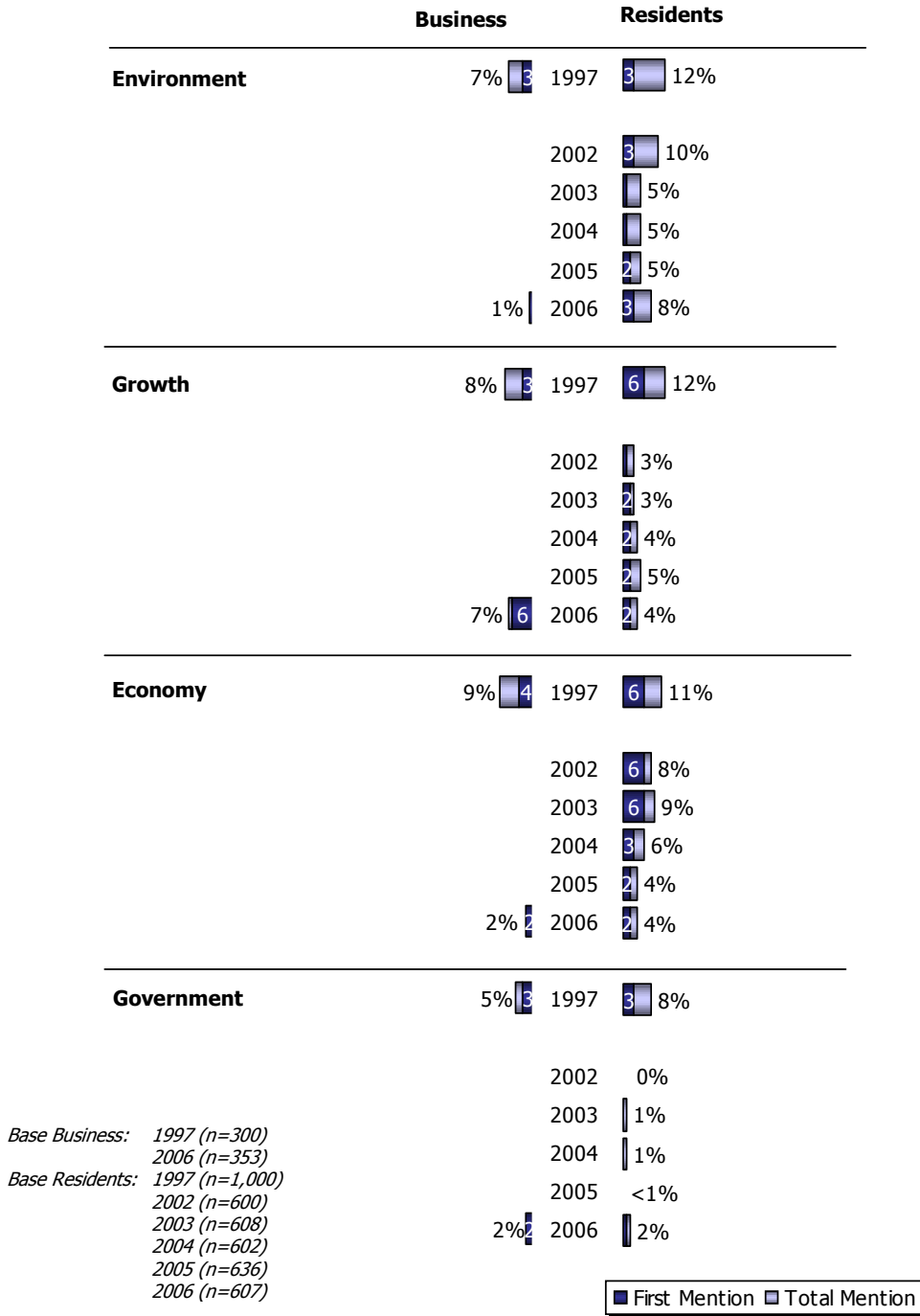
Most Important Issues Facing Vancouver - Major Mentions Only -



Q.1a) Now, to begin our questions, in your view as a resident of Vancouver, what is the most important local issue facing the City of Vancouver, that is the one issue you feel should receive the greatest attention from Vancouver's City Council?

Q.1b. Are there any other important local issues?

Most Important Issues Facing Vancouver - Major Mentions Only – (cont'd)



Q.1a) Now, to begin our questions, in your view as a resident of Vancouver, what is the most important local issue facing the City of Vancouver, that is the one issue you feel should receive the greatest attention from Vancouver's City Council?

Q1b. Are there any other important local issues?

2. Perceptions of City Services

Overview

While satisfaction with the overall quality of city services remains high among residents, the level among the business community has declined significantly from the benchmark in 1997. Nevertheless, residents and business people alike perceive an *improvement* in the quality of city services over the past few years.

2.1 Level of Satisfaction with City Services

Residents

Among residents, satisfaction with the overall quality of services provided by the City of Vancouver is consistent with previous years.

- Currently, 87% in total are “very or somewhat satisfied” with the quality of services and over one-in-five are “very satisfied”.
- Dissatisfaction also remains low (currently 10% in total, down from 14% last year).

Business

Unlike the stability seen for residents, business operators are less satisfied with City services than found in 1997.

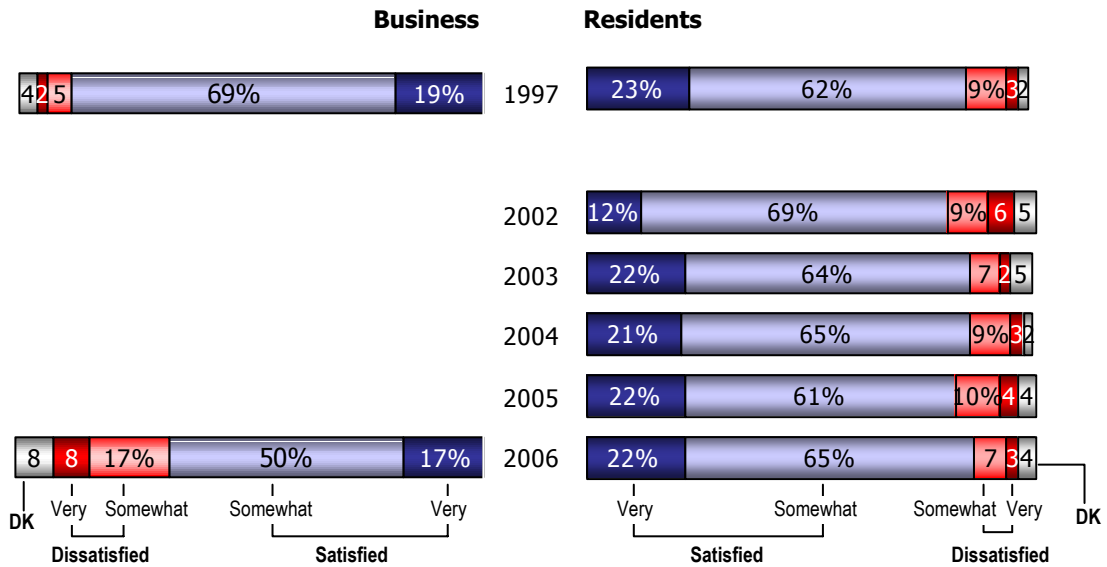
- Currently two-thirds of business operators (67%) are very or somewhat satisfied with the quality of city services, a significant decline from 1997 when the overall level was 88%.
- Dissatisfaction registers at 25%, while 8% have no opinion.

Demographic Trends

Significant differences by sub-segments are noted below.

Satisfaction with Quality of City Services		
Opinion	Residents	Business
Satisfied	NW residents (95%) Younger residents (93% of those under 35 years of age)	No differences
Dissatisfied	Largely middle-aged/older residents (12-14% vs. 4% of those under 35)	No differences

Level of Satisfaction with City Services



Base Business: 1997 (n=300)
 2006 (n=353)
 Base Residents: 1997 (n=1,000)
 2002 (n=600)
 2003 (n=608)
 2004 (n=602)
 2005 (n=636)
 2006 (n=607)

Q.2) Generally speaking, are you satisfied or dissatisfied with the overall quality of services provided to you by the City of Vancouver? Would that be very/somewhat satisfied/dissatisfied?

2.2 Perceived Change in Quality of City Services over Past Few Years

Residents

While largely consistent with past findings among residents, there has been a gradual improvement since 2002 in the perceived quality of City services.

- Currently, 30% in total think the quality has gotten better (much better or somewhat better), while 23% perceive deterioration, reversing the general pattern seen in 2002.
- The proportion who sees no change (30%) has remained largely the same.

Business

Likewise among the business community, improvements are apparent since the 1997 benchmark.

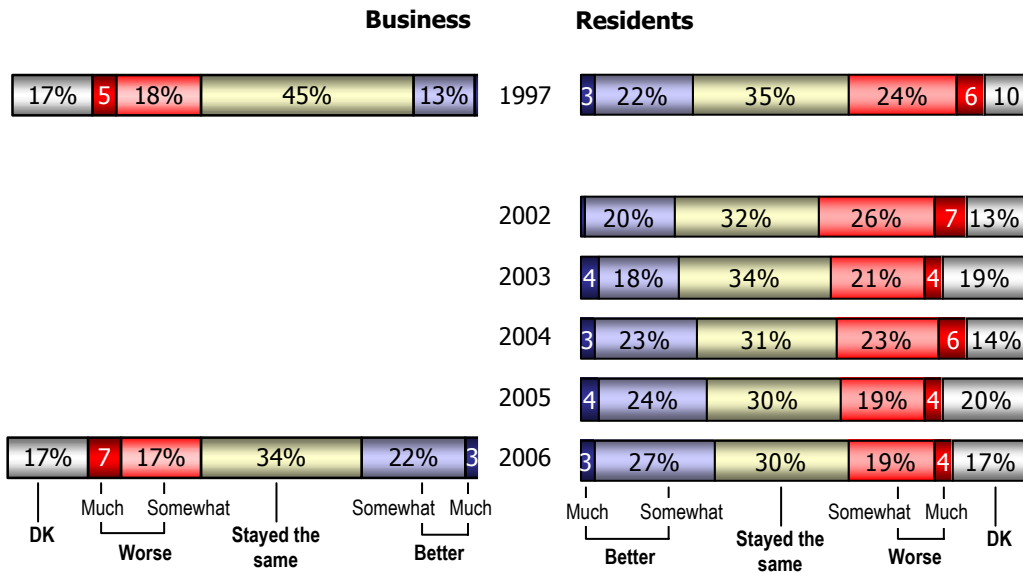
- Currently 25% of business operators believe the quality of city services has improved, approaching double the proportion found in 1997 (14%).
- Those who think there has been no change now equal 34%, down from 45% in 1997.
- Meanwhile, there has been no real change in the proportion who feels the quality has become worse (24% at this time).

Demographic Trends

Significant differences by sub-segments are noted below.

Perceived Change in Quality of City Services		
Opinion	Residents	Business
Better	Stronger positive skew among: <ul style="list-style-type: none"> • Younger residents with an opinion (2:1 'better to worse' ratio) 	No differences
Worse	No segments are skewed to "worse"	No differences
Balanced: % better about equal to % worse	Middle-aged and older residents (35 years +), Homeowners, 10+ year residents	More among renters and those who only pay rent (no direct tax)
No opinion	More among Renters, Younger residents (<35)	More among renters and those who only pay rent (no direct tax)

Perceived Change in Quality of City Services over Past Few Years



Base Business: 1997 (n=300)
2006 (n=353)

Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)

Q.3) And would you say that the overall quality of services provided by the City of Vancouver has got better or worse over the past few years? Would that be much/somewhat better/worse?

2.3 Perceived Value of Services

Residents

Homeowners were asked their perception of the value they receive from City services for their tax dollars. Overall, there continues to be majority agreement among residents that they receive very or fairly good value (66%), marginally higher than the past five year average (62%).

Business

No change in perceived value is seen by the business community, compared to 1997. Just over half say they receive very or fairly good value (53%), which means that there is a slight skew to a more positive view (vs. 36% saying poor value).

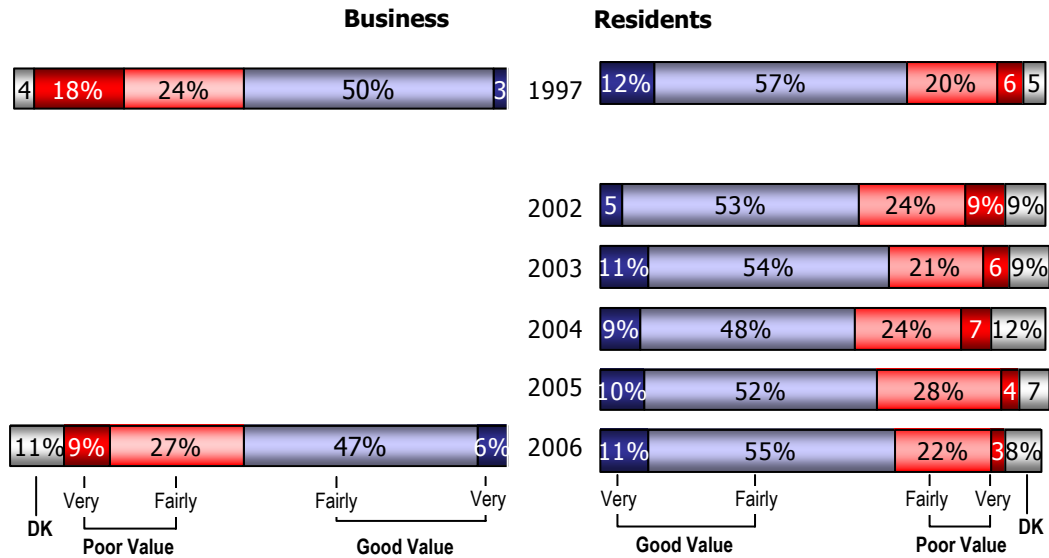
Despite a discernable improvement since 1997 in the quality of City services with more businesses saying it's "better", we see no change in the proportion that perceives "deterioration" in quality. In addition, taxes are generally seen to be "too high." As a result, there has been no impact on overall perceived value.

Demographic Trends

All resident segments skew to the positive view, while business segments tend to skew positive less dramatically. Other significant differences by sub-segments are noted below.

Perceived Value for Tax Dollars		
Opinion	Residents	Business
Good value (very or fairly good)	<ul style="list-style-type: none"> • Skewed to "good value" • Apartment/condo dwellers (73% vs. 17% poor) • Aged 55 & over (74% vs. 21% poor) 	Most subgroups skew positive
Balanced: %Good = %Poor		Non-residents of the City (38% good vs. 40% poor)
Poor value (very or fairly poor)	None skewed to "worse"	None skewed to "worse"

Perceived Value of City Services



Base: Businesses who pay property tax:
 1997 (n=na)
 2006 (n=201)

Base: Home owners:
 1997 (n=463)
 2002 (n=292)
 2003 (n=240)
 2004 (n=268)
 2005 (n=299)
 2006 (n=317)

Q.4) As you may be aware, about one-half of your property taxes goes to the City of Vancouver and the other half goes to the GVRD and the provincial government. Thinking about all the programs and services you receive from the City of Vancouver, would you say that overall you get good value or poor value for your tax dollars? Would that be very/fairly good/poor value? over the past few years? Would that be much/somewhat better/worse?

3. Reactions to Fiscal Options for Managing City's Budget

3.1 Reactions to Broad Fiscal Management Options

Support was measured for five broad fiscal management options to balance the City budget and deal with shortfalls, as follows:

- 1) *User fees for some City services*
- 2) *Service cuts in some areas*
- 3) *Raising property taxes to maintain current level of City services*
- 4) *Using a mix of service cuts and tax increases*
- 5) *Service cuts across all service areas*

Overview

Residents and business operators generally agree on broad fiscal management options. As found in the past, the most popular is "*user fees for some City services*" (60% strong or moderate support from residents and 68% from businesses). The option receiving second highest overall support is "*service cuts but only in some areas*" (53% of residents and 61% of businesses).

Both stakeholder groups agree that "*cuts to services by the same proportion across the board*" is the least favoured option (strongly or moderately supported by just 28% of residents and 30% of businesses).

Residents

City residents tend to **support** (strongly or moderately):

- User fees for some City services (60%)
- Cut services only in some areas (53%)

They tend to **oppose** (strongly or moderately):

- Cuts in services by the same proportion across all areas (69%)
- Mix of service cuts and property tax increases (55%)
- Raising property taxes to maintain same level of service (52%)

Since last year's measure support for user fees has dropped off slightly (from 65% down to 60%). Other measures are consistent with the past tracking.

Business

City businesses tend to **support** (strongly or moderately):

- User fees for some City services (68%)
- Cut services only in some areas (61%)

- Even though support is highest for these two management options, support has declined significantly since 1997 (down 10 points for user fees and down 16 points for service cuts only in some areas).

Businesses tend to **oppose** (strongly or moderately):

- Cuts in services by the same proportion across all areas (66%)
- Raising property taxes to maintain same level of service (66%)
- Compared to 1997, the only change of significance among these options is a decline for “cutting services across all areas by same proportion” (down 12 points).

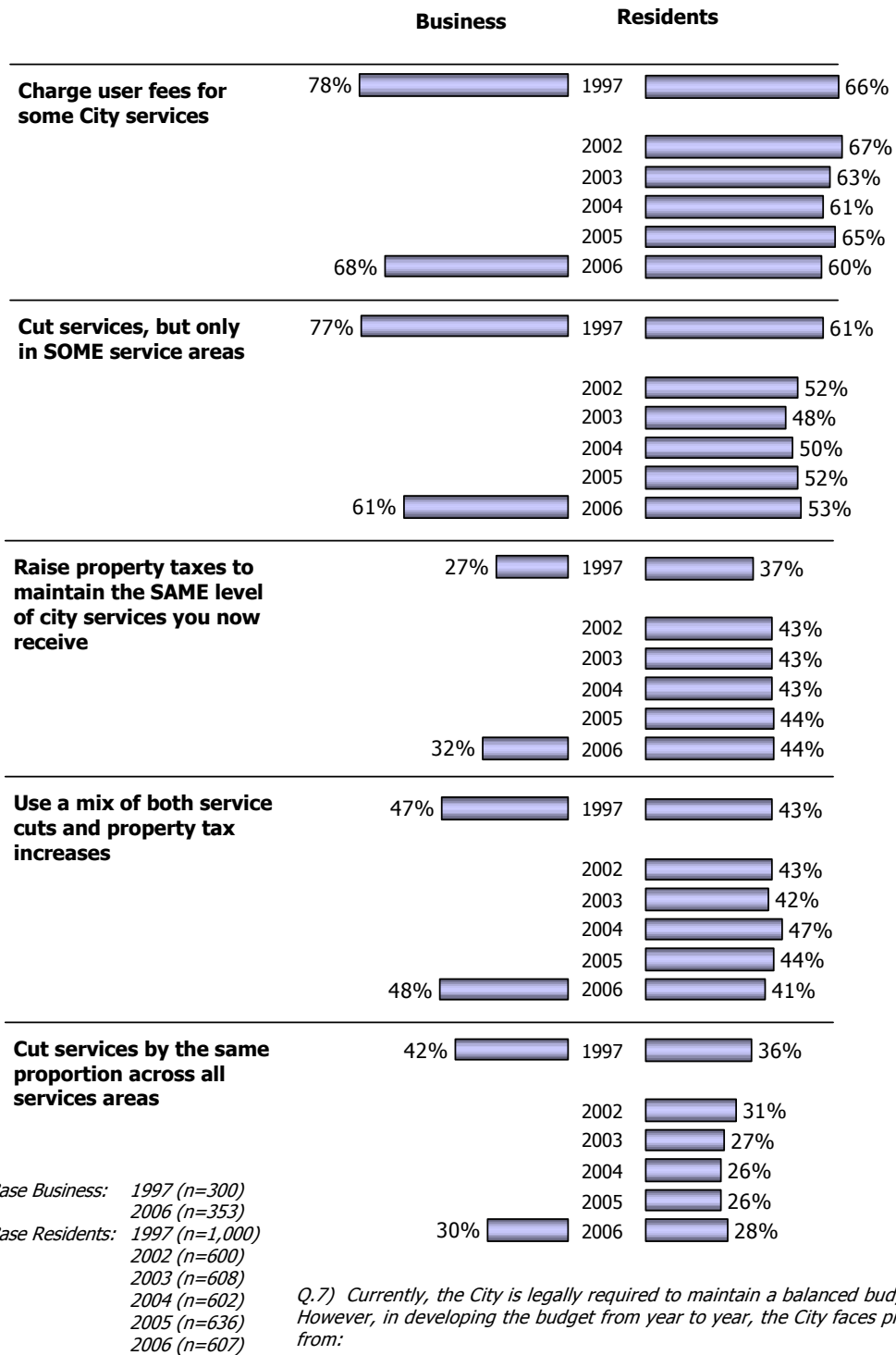
Business operators are split on the idea of using a “*mix of service cuts and property tax increases*”(48% support, 49% oppose).

Demographic Trends

Significant differences by sub-segments are noted below.

Broad Fiscal Management Options		
Option	Residents	Business
User fees	All segments skew to support	All segments skew to support; More support among renters (71% vs. 59% for bldg. owners)
Cuts in some service areas	\$200K property owners oppose (56%), all others support (60-64%)	All skew in support
Raise property taxes to maintain same service levels	Renters skew to supporting (53%) Owners skew to opposing (62%)	All segments oppose
Use mix of both service cuts and property tax increases	Generally skew to opposing, but Downtown and Apartment/condo dwellers split in opinion	Most segments are split in opinion
Cut service across all areas by same proportion	All segments oppose	All segments oppose

**Support for Broad Fiscal Management Options
- % Who Strongly/Moderately Support -**

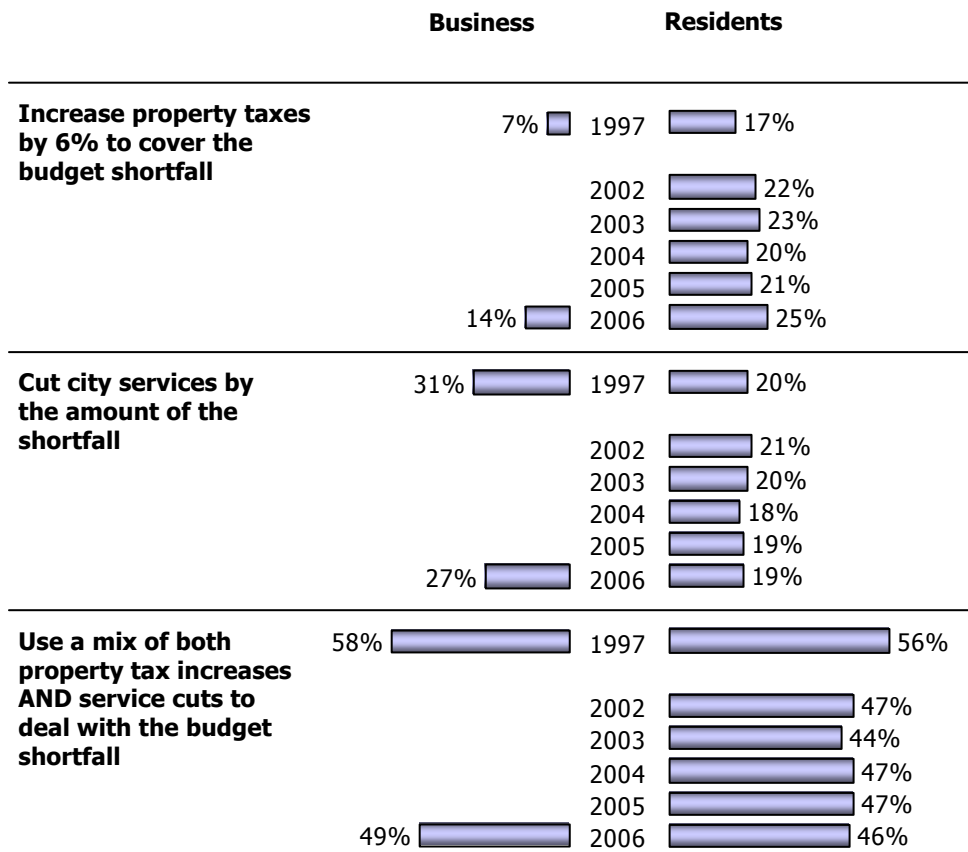


3.2 Preferred Fiscal Management Option

If forced to choose one fiscal management option, the preferred one is to use a ***mix of both service cuts and tax increases*** to deal with the shortfall. Both residents (46%) and businesses (49%) by far select this approach over than any other option.

Compared to 1997, both business and resident opinion has declined for the mixed approach, but it still remains the favoured method to deal with budget shortfalls. In the past five years, resident opinion has been highly consistent.

Preference for Dealing with the Budget Shortfall



Base Business: 1997 (n=300)
2006 (n=352)

Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)

Q.8) Now thinking about the budget shortfall, if it came right down to it, would you prefer that the City...

Increase property taxes by 6% to cover the budget shortfall, Cut city services by the amount of the shortfall, Use a mix of both property tax increases AND service cuts to deal with the budget shortfall

Demographic Trends

Observations about sub-groups are noted below.

Preference for Dealing with Shortfall		
Opinion	Residents	Business
Increase property taxes	Tends to come in 2 nd , but well behind the mixed approach	Least (or one of least) favoured across all segments
Cut services		Ties with the “mixed” approach among Eastside businesses and retailers
A mix of both	The most favoured across all segments	The most favoured with exception of tying with “cutting services” among Eastside and retailers

3.3 Mixing Service Cuts and Property Tax Increases

When asked to suggest how to apportion a mix between service cuts and property tax increases, we see that business operators still prefer service cuts to property tax increases. Residents, however, divide the cuts and tax increases about equally.

Compared to the past tracking, businesses continue to have a preference for service cuts, but they apportion somewhat less of the load on service cuts than seen in 1997. In 1997 residents had a slight skew toward service cuts, but have had a more balanced view in the past 5 years.

Suggested Mix of Service Cuts and Property Tax Increases (Average \$ Out of \$100 from Each Source)

	Business		Residents
Property Tax Increases	\$34.0	1997	\$43.9
		2002	\$49.0
		2003	\$51.7
		2004	\$49.9
		2005	\$52.7
	\$41.2	2006	\$51.4
Service Cuts	\$64.5	1997	\$48.8
		2002	\$51.0
		2003	\$48.3
		2004	\$50.1
		2005	\$47.4
	\$58.8	2006	\$48.6

Base Business: 1997 (n=300)
2006 (n=353)
Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)

Q.9) Suppose Vancouver's City Council were to use a mix of service cuts and property tax increases in order to make up the budget shortfall. If this were the case, how much do you think the City should raise from property taxes and how much from service cuts? For example, out of every \$100 the City needs to find to make up the shortfall, how much would you want the City to get through and how much through...

Demographic Trends

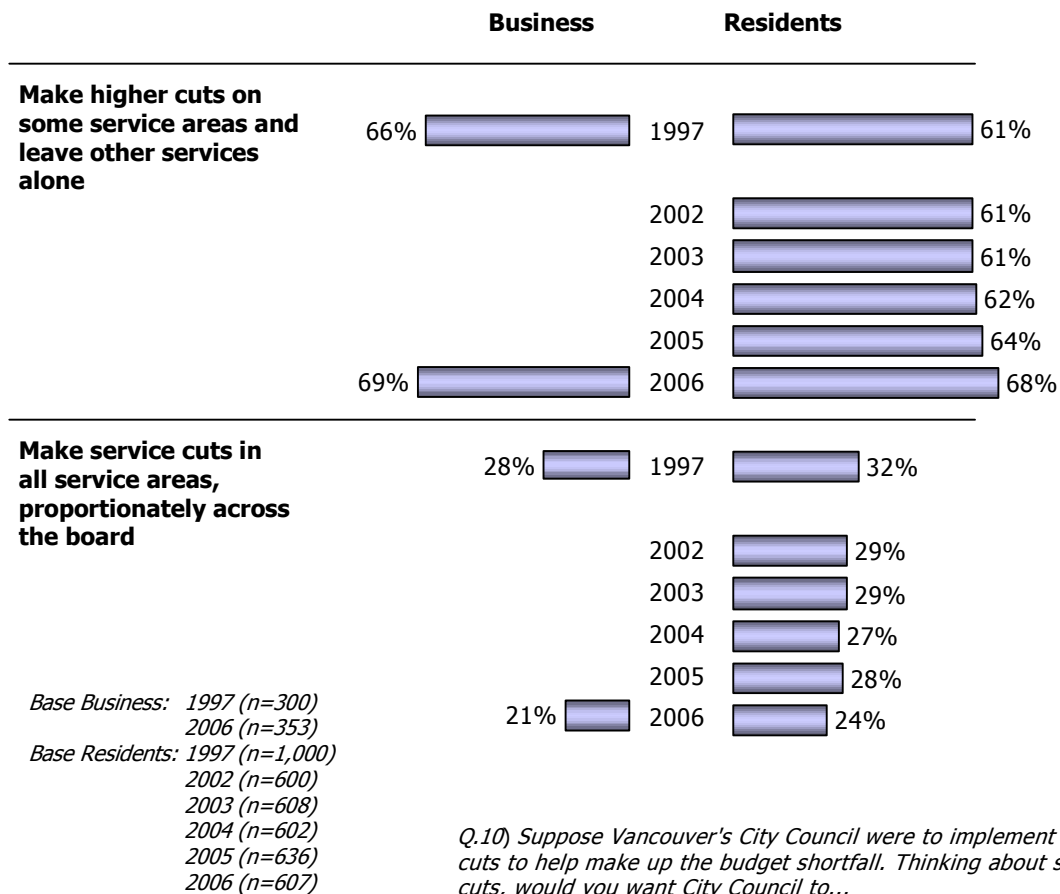
Suggested Mix for Property Tax Increases and Service Cuts (per \$100)		
Opinion	Residents	Business
Service cuts	• Homeowners (\$55.2)	• Rent & pay property tax as direct cost (\$64.8)
Property tax increases	• Renters (\$58.7)	

3.4 Approach to Service Cuts

Business’ and residents’ views are essentially the same on the preferred method for making service cuts if that approach were to be implemented. The majority would prefer to see higher cuts only in some service areas, rather than making service cuts proportionately across all service areas.

Since the 1997 benchmark studies we see somewhat fewer choosing the “cuts across the board” approach among both business and residents.

Preferred Method for Making Service Cuts



Demographic Trends

The general patterns hold true across the sub-groups.

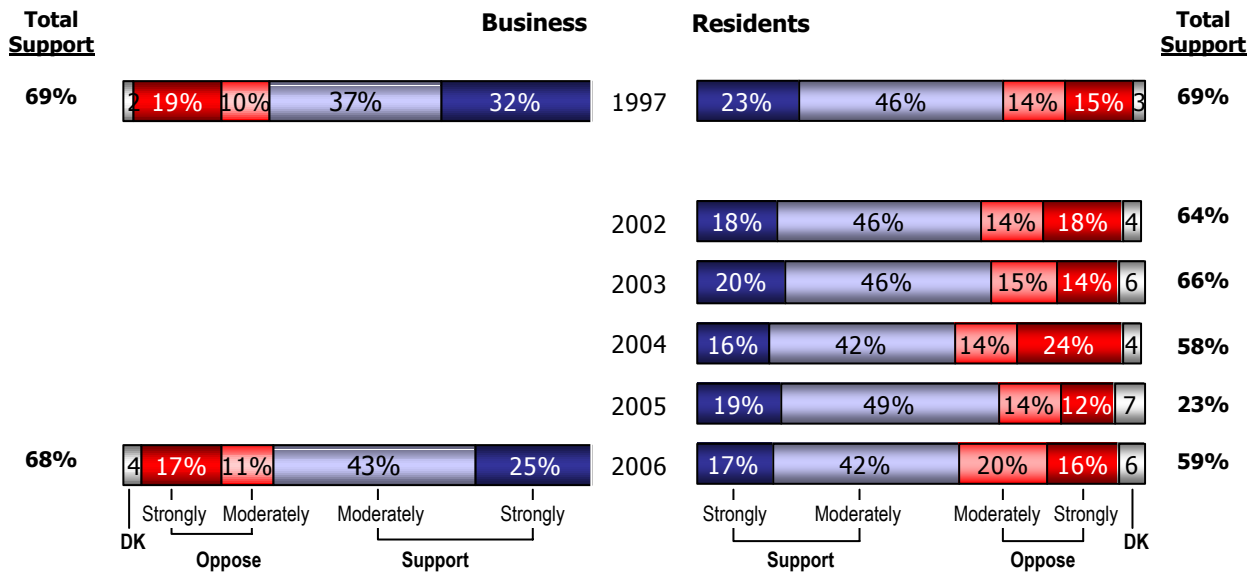
3.5 Attitudes toward User Fees

Respondents were told that user fees are currently used to help recover the cost of providing certain city services, such as permits and licenses, recreation programs or sewer and water fees.

Higher user fees to help pay for other City services: When asked if they would support using extra revenue from *higher user fees* in order to help pay for *other* City services, a majority of residents (59%) and of businesses (68%) favour this approach, as found in past measures. Although most residents agree with this approach, we see a slightly higher sensitivity this year as about one-third (36%) oppose the idea.

Support among businesses is somewhat greater at this time than among residents overall.

Support for Charging Higher User Fees to Pay for Other City Services

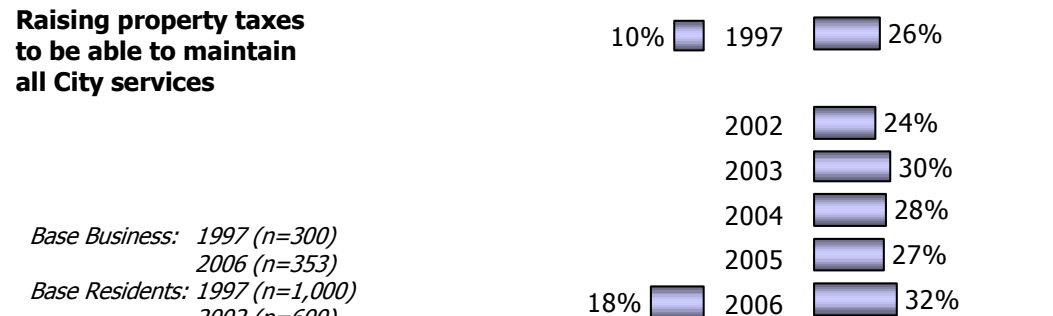
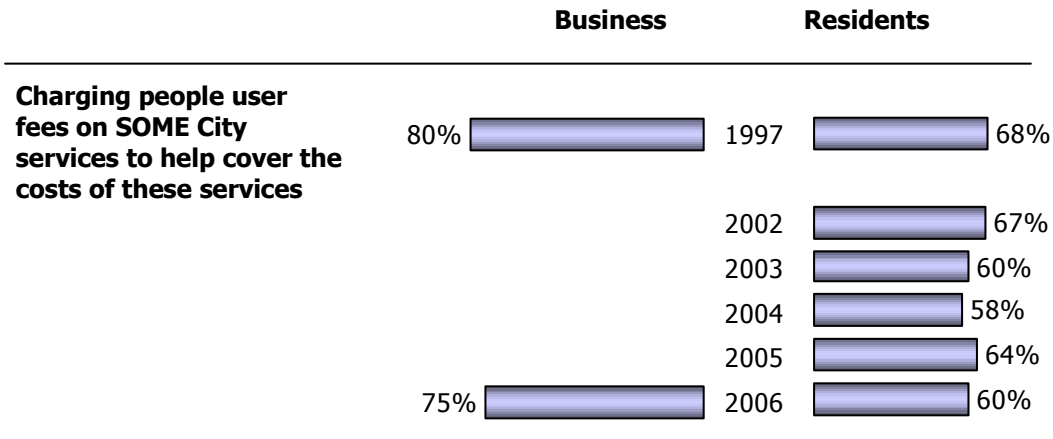


Base Business: 1997 (n=300)
 2006 (n=353)
 Base Residents: 1997 (n=1,000)
 2002 (n=600)
 2003 (n=608)
 2004 (n=602)
 2005 (n=636)
 2006 (n=607)

Q.19) As you may or may not know, user fees are currently used to help recover the costs of providing certain City services such as permits and licenses, recreation programs, or sewer and water fees. Would you support or oppose the City charging higher user fees for this type of service and using the extra money raised to help pay for other city services? Would that be strongly or moderately support/oppose?

User fees vs. raising property taxes: When asked preference for user fees on some City services to help cover the costs versus raising property taxes to maintain all City services, **user fees** are the preferred option, by far. Both businesses and residents prefer user fees in this scenario, but significantly greater consensus of opinion is achieved among business operators than among residents (75% and 60%, respectively).

**Preference for User Fees vs. Raising Property Taxes
- % Preferring Each Option -**



*Base Business: 1997 (n=300)
2006 (n=353)*
*Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)*

Q.20a) When it comes right down to it, which would you prefer?

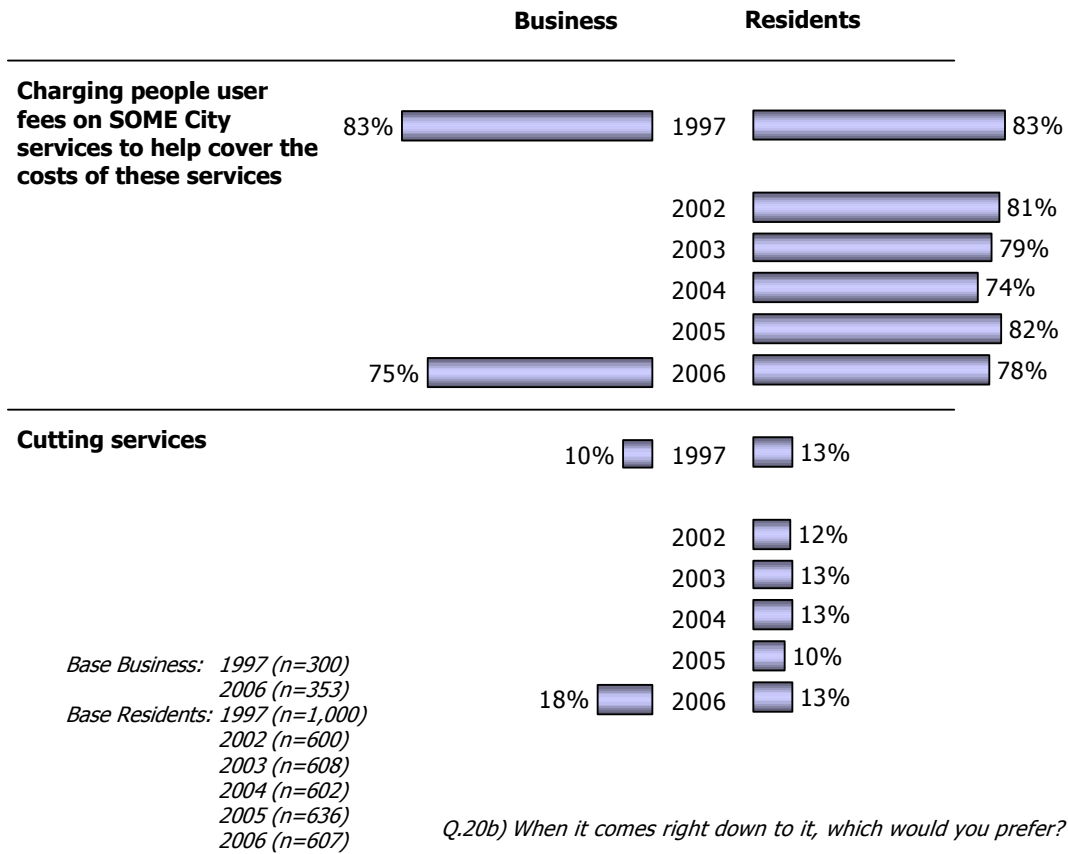
Demographic Trends

Sub-group differences are noted below.

Preference for User Fees		
Opinion	Residents	Business
Charge user fees on SOME City services to help cover costs	Greater among: <ul style="list-style-type: none"> • Homeowners (68%) • 10+ years City residents (66%) 	Greater among: <ul style="list-style-type: none"> • Westside businesses (80%) • Business owner/president (79%)

User fees vs. cutting services: Once again we see overwhelming preference for charging *user fees on some services* to help cover costs rather than cutting services. This concept is acceptable to both businesses and residents to a similar degree (75% and 78%, respectively).

**Preference for User Fees vs. Cutting Services
- % Preferring each Option -**



4. Taxation Alternatives

Overview

While homeowners skew somewhat toward the view that property taxes are too high (54%), business operators who pay property taxes as a direct cost have a greater consensus of opinion as two-thirds believe their property taxes are too high (67%).

4.1 Assessment of Current Level of Taxes Paid

Residents

For the past five homeowners opinions about the current level of property taxation has fluctuated. In some years opinion is quite evenly divided, but as seen last year, there is once again a skew to finding the level “too high” versus “about right” (54% vs. 43%).

Only in 2003 did we see the opposite pattern (“about right” at 53% and “too high” at 40%).

Business

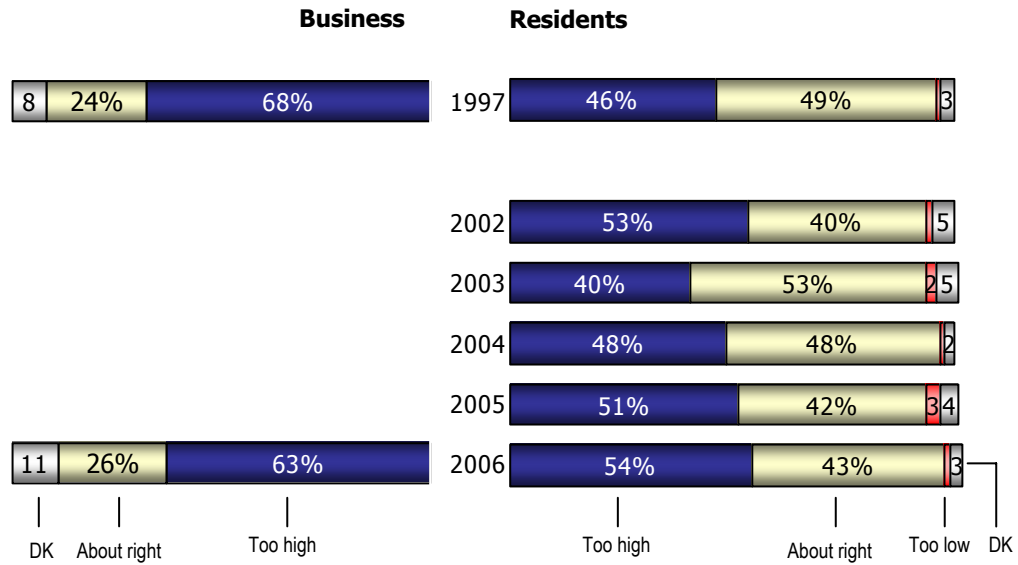
Businesses have a more definite opinion about their tax level. Almost two-thirds of those who pay property taxes as a direct cost say they are “too high” (63%). Since 1997 there is no significant change in this opinion.

Demographic Trends

Segments with a higher level of opinion in the specific categories than their counterparts are noted below.

Opinion on Current Level of Taxes Paid		
Opinion	Residents	Business
Too high	Proportion increases with value of the property: from 29% among Owners of \$200K properties increasing to 76% among Owners of \$800K properties.	No significant difference between business property owners and renters who pay property tax as a direct cost (68% and 57%).
About right	More among; NW area homeowners, Apartment/condo homeowners	

Opinion on Level of Property Taxes - Among Those Who Pay Directly* -



Base Business*: 1997 (n=na)
2006 (n=201)
Base Resident*: 1997 (n=463)
2002 (n=292)
2003 (n=240)
2004 (n=268)
2005 (n=299)
2006 (n=317)

Q.5) And, in general, would you say that the property taxes you currently pay on your residence are too high, too low or about right? Would that be much too high/low? (Note: much too high/too high combined for comparative tracking)

* Business: Building/premises owners and Renters who pay property taxes as direct cost
* Residents: Homeowners

4.2 Acceptability of Different Levels of Property Tax Increases

Resident Homeowners

Homeowners were divided into four groupings based on the approximate self-reported value of their home (closest to \$200K, \$400K, \$600K and this year the \$800K category was added). (Due to the rising housing prices in the past few years, the lower property values have had declining sample sizes).

The acceptability of property tax increases was measured for 6%, 4% and 2% increases in the context of maintaining the current level of services provided by the City. In each case, depending on the property value, an actual dollar value corresponding to each level of increase was tested.

At the sample sizes in this study for each of the property value groupings, there are no statistically significant differences relative to last year.

Among \$200K homeowners, large majorities would accept a tax hike to maintain present service levels at all percentage increases tested.

- Three-quarters (74%) would accept a **6%** tax hike (or \$33 per year)
- Increasing to 86% for a **4%** hike (or \$22 per year)
- And growing to 90% for a **2%** hike (or \$11 per year)

The majority of *homeowners who value their homes at the \$400K level* would accept 2%, 4% and 6% tax increases as well to maintain the same level of City services:

- 64% agree to a **6%** tax hike (or \$67 per year)
- Growing to 75% for a **4%** tax hike (or \$45 per year)
- And rising to 89% if the tax increased by **2%** (\$22 per year)

Among those with \$600K homes the proportion willing to support an increase is just over half at a 6% tax increase, but then reaches solid majorities at 4% and 2% tax hikes.

- 54% willing to pay a **6%** increase (or \$100 per year)
- 69% agreement to a **4%** tax hike (or \$67 per year)
- And 89% acceptance of a **2%** tax increase (or \$33 per year)

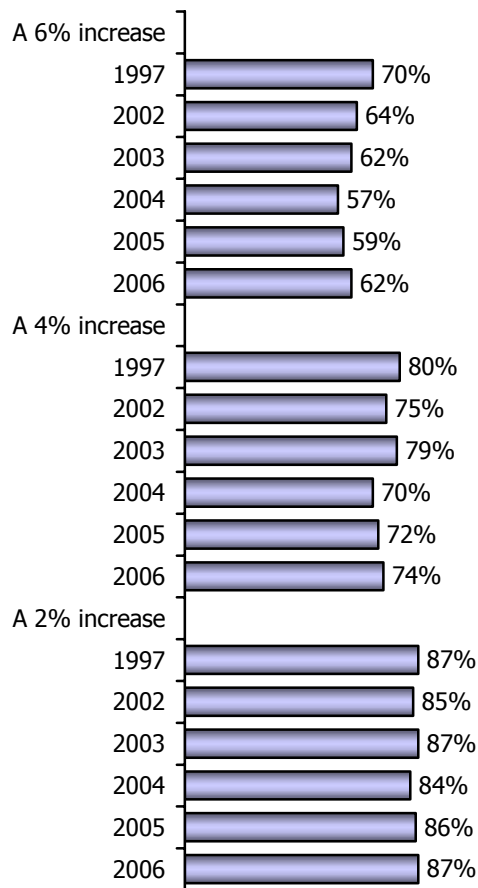
Finally, a majority owning *\$800K homes* are willing to pay property tax increases of 2%, 4% or 6%.

- 62% willing to pay a **6%** increase (or \$134 per year)
- 74% agreement to a **4%** tax hike (or \$89 per year)
- And 86% acceptance of a **2%** tax increase (or \$45 per year)

Examining the willingness to pay increases *for all homeowners combined*, we find that in order to maintain the same level of City services, acceptance among homeowners is again quite typical this year. This indicates that a majority of municipal residential taxpayers claim that they are not averse to the possible municipal tax changes proposed.

- With a 6% increase – over 6-in-10 homeowners are willing (62%)
- With a 4% tax increase – almost three-quarters are in acceptance (74%) and
- With a 2% hike -- the vast majority (87%) would be willing to pay the increase in order to maintain the current level of services

**Willingness to Pay RESIDENTIAL Property Tax Increases
- Summary of all Homeowners -**



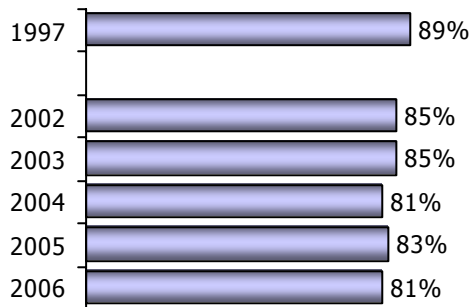
Base: 1997 (n=463)
 Base: 2002 (n=292)
 Base: 2003 (n=240)
 Base: 2004 (n=268)
 Base: 2005 (n=299)
 Base: 2006 (n=317)

Reference: Q.14/15/16/17)

Resident Home Renters

The vast majority of **home renters** continue to support paying an extra \$3 per month in rent in order to maintain the current level of service provided by the City of Vancouver.

**Willing to Pay Extra \$3/ Monthly Rent to Maintain
Current level of City Services
- Among Home Renters -**



Base Residential Renters:

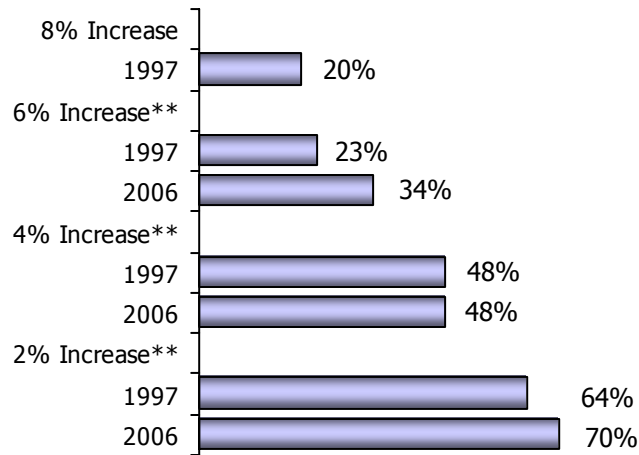
- 1997 (n=537)
- 2002 (n=304)
- 2003 (n=355)
- 2004 (n=312)
- 2005 (n=323)
- 2006 (n=269)

Q.18) Now in order for the City of Vancouver to cover the budget shortfall without any cuts in service, it could need to raise the level of taxes your property owner pays by up to 6%. Your property owner could in turn decide to pass on to you SOME OR ALL of the cost of a tax increase by raising the amount you pay in rent. For the average renter, this could mean an increase in rent of about \$3 per month. Thinking about this, would you be willing to pay \$3 more per month in order to maintain the current level of services provided by the City of Vancouver?

Businesses that Pay Tax as Direct Cost

Businesses are more sensitive than residents to property tax increases and majority agreement is only reached when the amount is a 2% tax hike (70%). In 1997 there was greater resistance at 6% than found this year (24% in 1997 vs. 34% now). However, at 4% and 2% the results are basically similar as seen in 1997.

**Willingness to Pay Property Tax Increases
- Among Businesses* -**



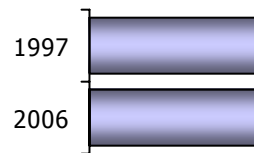
* Base: Building/premises owners and Renters who pay property tax as direct cost for space occupied.
1997 (n=200)
2006 (n=230)

Q.13a/b) Thinking about tax increases for the moment. In order for the City of Vancouver to raise \$29 million without any cuts in service, it would mean increasing the amount you pay in property taxes each year by 6 percent. As a member of Vancouver's business community, would you be willing to pay this amount in order to maintain the current level of services provided by the City?

**Results shown include those who are willing to pay at higher percentages, as applicable (e.g. includes 8%, 6% and/or 4%). Note: 8% increase only asked in 1997.

Businesses that rent their premises, but do not pay property taxes directly are more agreeable to a rent increase to maintain the current level of services. Almost half say they would be willing to pay such an increase (if the landlord was assessed a 6% increase and some or all may be passed along in the rent. This result is virtually identical to that seen in 1997.

**Willing to Pay An Increase in Rent to Maintain
Current level of City Services
- Among Business Premises Renters -**



* Base: Building/premises renters
1997 (n=n/a)
2006 (n=109)

Q.14) Now in order for the City of Vancouver to raise \$29 million without any cuts in service, it would mean increasing the amount your property owner pays in property taxes by about 6 percent. Your property owner could in turn decide to pass on to you SOME or ALL of the cost of a tax increase by raising the amount you pay in rent. Thinking about this, would you be willing to pay an increase in rent in order to maintain the current level of services provided by the City?

5. Service Priorities: Choosing Areas for Service Cuts

5.1 Most Important City Services

Overview

Respondents were asked to rate twelve categories of service provided by the City in terms of their importance from their perspective as a member of the business community or as a resident. These 10-point importance scale ratings yield a relative rank ordering. While policing is at the top of the list for both businesses and residents, other services are viewed somewhat differently.

Ranking Highest in Importance ("9 or 10" out of 10)	
Business	Residents
1. Policing (65%)	1. Policing (56%)
2. Plan future development (52%)	2. Fire protection (52%)
3. Fire protection (54%)	3. Traffic management (45%)
4. Traffic management (48%)	4. Garbage/recycling (42%)
5. Streets/sidewalks (44%)	5. Plan future development (42%)
6. Sewage/drainage (43%)	6. Support community service organizations for needy (41%)
7. Garbage/recycling (41%)	7. Sewage/drainage (38%)
8. Support community service organizations for needy (30%)	8. Libraries (37%)
9. Libraries (18%)	9. Streets/sidewalks (31%)
10. Parks/beaches (19%)	10. Parks/beaches (27%)
11. Arts & cultural (15%)	11. Community centres/pools/rinks (22%)
12. Community centres/pools/rinks (11%)	12. Arts & cultural (18%)

Residents

The ranking of these categories in terms of top-most importance yields some broad groupings, or tiers. Among residents, each tier is comprised of the same services as found last year, indicating that residents' priorities are largely unchanged.

#1: Policing and **fire protection** continue to be rated the top two most important services by residents. Despite consistently being the number one service throughout the tracking, policing and fire protection have both dropped off from somewhat higher levels in other years (1997 and 2004).

#2: A second tier of City services, highly important for sizeable groups of residents (about 37-45% for each service), consists of the same services noted last year: traffic management, garbage collection/recycling, planning for the City's future development, support for community service organizations that help people in need, maintenance and repair of sewage and drainage systems, and libraries.

#3: Next in order of importance to the public are maintaining, cleaning and upgrading streets and sidewalks, as well as recreational facilities, such as maintaining and developing City parks and beaches,

#4: and then community centres, ice rinks and swimming pools. Last is support for arts and cultural organizations.

Business

Among businesses, the patterns are similar to those seen in the 1997 benchmark with a few exceptions which have higher ratings in the "9 or 10" range of importance to businesses:

- support for community service organizations that help people in need
- maintain/clean/upgrade streets and sidewalks

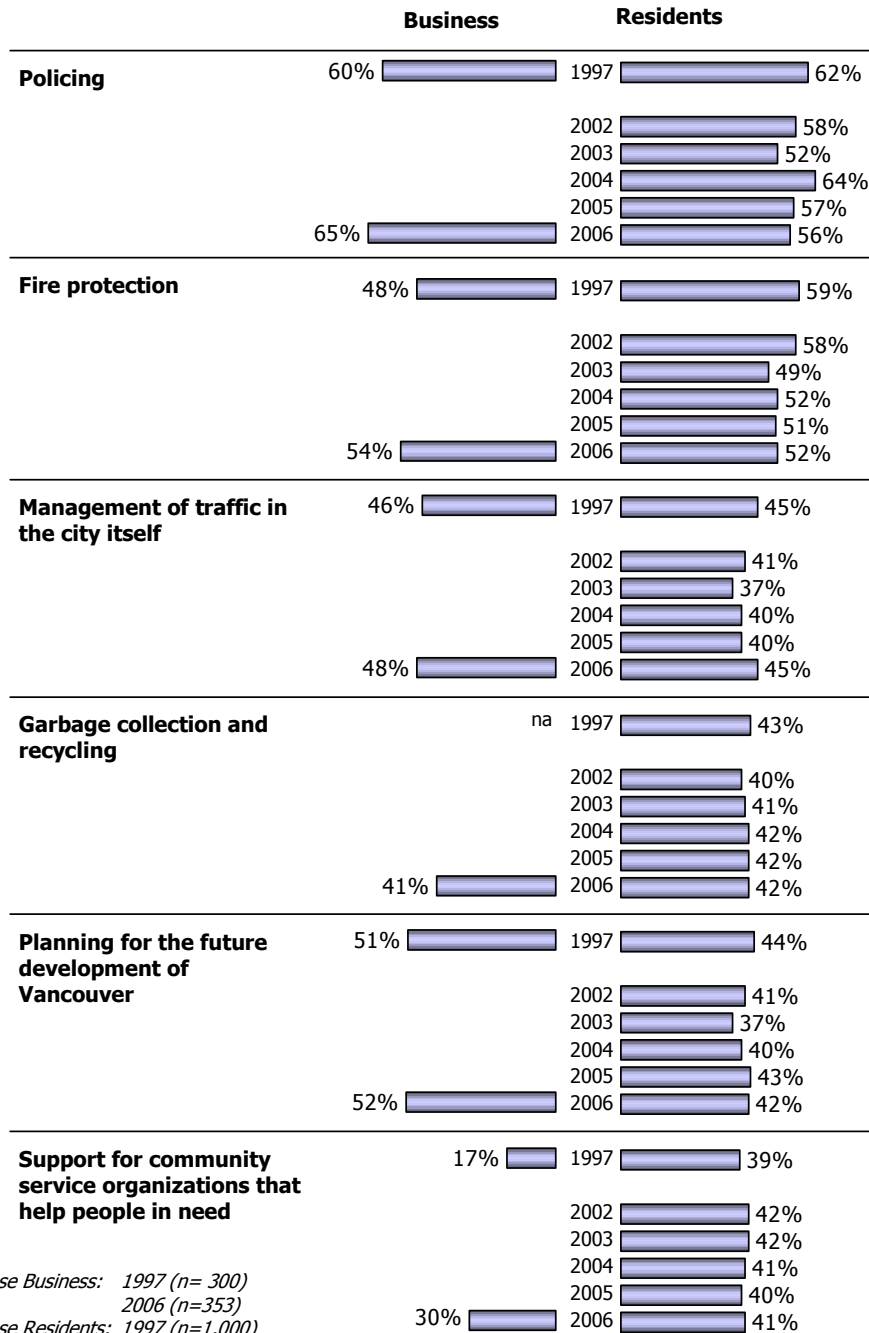
#1: In the first tier of importance to business is police at the very top.

#2: The second tier consists of planning for the future, fire protection, traffic management within the city, maintenance/repair of streets and sidewalks.

#3: Next in importance to the business community are maintenance and repair of streets and sidewalk as well as sewage/drainage systems, garbage collection/recycling (likely because many use private services) and then support for community service organizations to help needy people.

#4: Of relatively lesser importance to most businesses are various educational/recreational services (libraries, parks/beaches, community centres/sport facilities and art/cultural organization support).

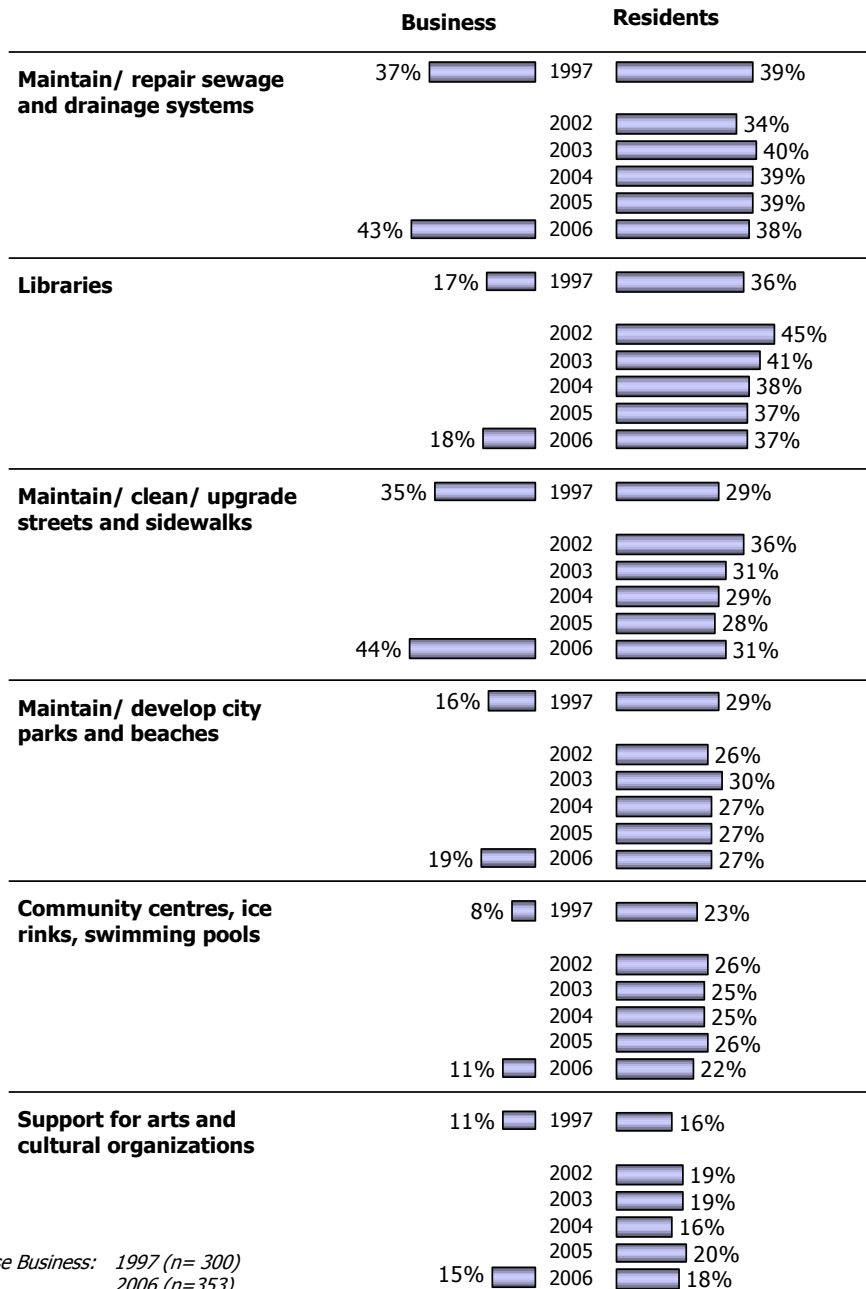
**% Considering City Services Very Important
(% Rating "9 or 10" out of 10)**



Base Business: 1997 (n= 300)
 2006 (n=353)
 Base Residents: 1997 (n=1,000)
 2002 (n=600)
 2003 (n=608)
 2004 (n=602)
 2005 (n=636)
 2006 (n=607)

Q.6) How important is this to you as a resident/business of the City of Vancouver?

**% Considering City Services Very Important
(% Rating "9 or 10" out of 10) (cont'd)**



Base Business: 1997 (n= 300)
2006 (n=353)
Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)

Q.6) How important is this to you as a resident/business of the City of Vancouver?

5.2 Top Priority Service Areas (Last Areas in Which to Make Cuts)

To confirm and further distinguish the areas of greatest importance to business and resident stakeholders, respondents ranked their top three service priorities.

Overview

While both residents and business operators agree that policing is by far the top priority (and the last one in which to make cuts), other service areas fall out somewhat differently. Note that the arrows (up ▲ and down ▼) indicate significant differences from the other stakeholder group for that category. For example: ‘planning for the future’ and ‘street and sidewalk maintenance/upgrade/repair’ are more important to businesses than to residents. But, support for community services organizations to help needy people has higher value to residents.

Ranking of Top Three Priorities (LAST Areas to Make Cuts)	
Business	Residents
13. Policing (54%)	13. Policing (46%)
14. Plan future development (29%) ▲	14. Fire protection (31%)
15. Fire protection (28%)	15. Support community services for needy (25%) ▲
16. Traffic management (27%)	16. Traffic management (22%)
17. Streets/sidewalks (23%) ▲	17. Plan future development (19%) ▼
18. Sewage/drainage (16%)	18. Sewage/drainage (17%)
19. Support community services for needy (14%) ▼	19. Garbage/recycling (15%)
20. Garbage/recycling (14%)	20. Libraries (14%)
21. Parks/beaches (8%)	21. Streets/sidewalks (13%) ▼
22. Arts & cultural (7%)	22. Community centres/pools/rinks (11%)
23. Libraries (5%) ▼	23. Parks/beaches (8%)
24. Community centres/pools/rinks (4%)	24. Arts & cultural (8%)

Residents

These findings once again confirm that *policing* is by far the foremost priority for the public, as found in all previous measures of tracking. Ranking second this year is *fire protection*, followed by *support for community service organizations to help needy people*. We see that City residents continue to express a desire to help those that are needy through community service organizations. On-going concerns about social issues, such as homelessness, poverty and affordable housing, have kept this priority among the top three for a number of years now. *Traffic management* is another priority that closely follows support for community service organizations and numerous others fall out in close succession.

Compared to last year, we see a slight increase in priority given to fire protection (from 24% putting this in the top three priorities growing to 31% now).

Business

Policing receives the most support, selected by over half of business operators as one of the top three priorities (or the last to make cuts in). Following next at some distance are planning for the city's future, fire protection and traffic management.

Compared to the 1997 benchmark research, we see proportionately fewer business people granting the "top three priority" positions to policing (previously 63% now 54%), fire protection (from 47% down to 28%), planning for the future (from 37% down to 29%), traffic management (from 39% down to 27%), sewage/drainage maintenance/repair (from 28% down to 16%) and libraries (from 13% down to 5%). Meanwhile, support for community service organizations has gained priority status from some business people (growing from 8% to 14% now).

% Ranking Services as Top Priorities

	Business	Residents	Total Residents	Total Businesses
Policing	11 13% 39%	1997 35% 10% 5	46%	54%
		2002 29% 14% 5		
		2003 27% 9% 5		
		2004 36% 13% 5		
		2005 31% 10% 5		
	4 14% 36%	2006 30% 12% 4		
Fire protection	10 27% 10	1997 8% 20% 11%	31%	28%
		2002 8% 15% 10%		
		2003 7 12% 6%		
		2004 6 14% 7%		
		2005 5 12% 7%		
	10 13% 5	2006 5 15% 11%		
Support for community service organizations	23 3	1997 10% 6 8%	25%	14%
		2002 15% 6 6		
		2003 16% 7 4		
		2004 15% 8% 4		
		2005 16% 6 6		
	3 4 7	2006 15% 6 4		
Management of traffic in the city itself	12% 13% 14%	1997 7 7 9%	22%	27%
		2002 8% 5 5		
		2003 7% 4 5		
		2004 6 8 7		
		2005 6 8% 5		
	5 9 12%	2006 7 7 8%		
Planning for future development of Vancouver	9 13% 15%	1997 10% 6 4	19%	29%
		2002 9% 8% 4		
		2003 8% 6 4		
		2004 7% 6 5		
		2005 8% 7 4		
	10 8 11	2006 9% 5 5		
Maintain/repair sewage and drainage systems	19% 7 2	1997 2 5 6	17%	16%
		2002 4 6 4		
		2003 3 6 7%		
		2004 3 5 7%		
		2005 3 7 4		
	8 5 3	2006 4 5 8%		

Base Business: 1997 (n=300)
2006 (n=353)
Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)

■ Top priority □ Second Priority ■ Third Priority

Q.12) Which ONE of these is most important to you as a resident of Vancouver, that is something you feel Vancouver City Council should make its top priority and be the LAST area to make cuts in? And which one should be its second priority and the SECOND last area to make cuts in? And which one should be its third priority, and the THIRD last area to make cuts in?

% Ranking Services as Top Priorities (cont'd)

	Business	Residents	Total Residents	Total Businesses
Garbage collection and recycling	na	1997	37% 7%	
		2002	35 8%	
		2003	46 8%	
		2004	45 8%	
		2005	55 9%	
		2006	55 5	15%
Libraries	8% 4	1997	36 6%	
		2002	45 7%	
		2003	45 6	
		2004	47% 5	
		2005	45 6%	
		2006	35 6%	14%
Maintain/clean/upgrade streets and sidewalks	10% 5 6	1997	44 4	
		2002	35 5	
		2003	24 6	
		2004	24 5	
		2005	24 5	
		2006	45 4	13%
Community centres, ice rinks, swimming pools	4	1997	23 3	
		2002	3 5	
		2003	25 3	
		2004	23 5	
		2005	24 4	
		2006	34 4	11%
Maintain/develop city parks and beaches	5 5 2	1997	24 4	
		2002	23 3	
		2003	26 4	
		2004	23 5	
		2005	24 4	
		2006	23 3	8%
Support for arts and cultural organizations	3	1997	22 2	
		2002	2 2	
		2003	23 3	
		2004	13 2	
		2005	23 3	
		2006	24 2	8%

Base Business: 1997 (n=300)
 2006 (n=353)
 Base Residents: 1997 (n=1,000)
 2002 (n=600)
 2003 (n=608)
 2004 (n=602)
 2005 (n=636)
 2006 (n=607)

■ Top priority ■ Second Priority ■ Third Priority

Q.12) Which ONE of these is most important to you as a resident of Vancouver, that is something you feel Vancouver City Council should make its top priority and be the LAST area to make cuts in? And which one should be its second priority and the SECOND last area to make cuts in? And which one should be its third priority, and the THIRD last area to make cuts in?

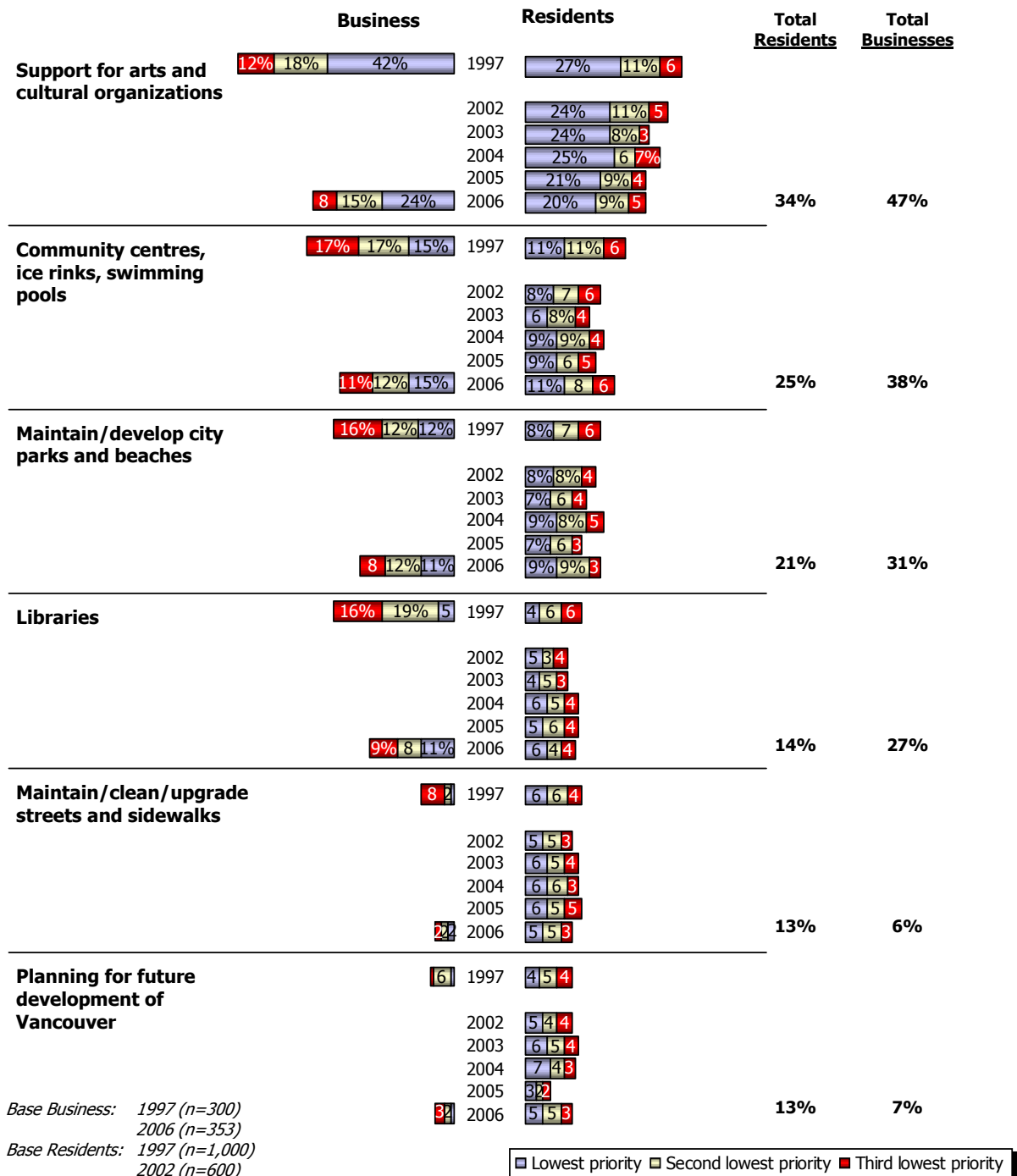
5.3 Low Priority Service Areas (First Areas in Which to Make Cuts)

The three lowest priorities confirm that the least ranked services found in the preceding measures of importance and top priority are in fact, the first areas in which to make cuts if needed. Both business operators and residents agree on the three lowest priorities with support for arts and cultural organizations first on both lists, followed by community centres/pools/rinks and parks/beaches. However, the fact that less than half of business people and only one-third of residents select this service area means that a lot of people would not do so. It also means that this and most other City services are, in fact, valued by the public and the business community.

Ranking of Three Lowest Priorities (FIRST Areas to Make Cuts)	
Business	Residents
1. Arts & cultural support (47%) ▲	1. Arts & cultural support (34%)
2. Community centres/pools/rinks (38%) ▲	2. Community centres/pools/rinks (25%)
3. Parks/beaches (31%) ▲	3. Parks/beaches (21%)
4. Libraries (27%) ▲	4. Libraries (14%)
5. Support community service organizations for needy people (15%)	5. Streets/sidewalks (13%) ▲
6. Garbage/recycling (10%)	6. Plan future development (13%) ▲
7. Traffic management (7%)	7. Traffic management (12%)
8. Plan future development (7%)	8. Sewage/drainage (12%)
9. Fire protection (7%)	9. Support community services for needy (10%)
10. Streets/sidewalks (6%)	10. Garbage/recycling (8%)
11. Sewage/drainage (4%)	11. Fire protection (8%)
12. Policing (4%)	12. Policing (8%)

Business operators appear to have greater consensus in selecting their three lowest priorities and larger proportions select the areas for making cuts with the main ones being: arts and cultural services, then community centres/ rinks/ pools, then parks/beaches and libraries in that order. While the residents' list of lowest priorities is in the same order, somewhat fewer select each of these four areas for cuts.

% Ranking Services as Low Priorities



Base Business: 1997 (n=300)
 2006 (n=353)
 Base Residents: 1997 (n=1,000)
 2002 (n=600)
 2003 (n=608)
 2004 (n=602)
 2005 (n=636)
 2006 (n=607)

□ Lowest priority □ Second lowest priority ■ Third lowest priority

Q.11) Which ONE of these is least important to you, that is something you feel Vancouver City Council should make its lowest priority and be the FIRST area to make cuts in? And which one should be its second lowest priority, and be the SECOND area to make cuts in? And which one should be its third lowest priority and be the THIRD area to make cuts in? Note: The 1997 results have been adjusted to reflect the total population of Vancouver residents.

% Ranking Services as Low Priorities (cont'd)

	Business	Residents	Total Residents	Total Businesses
Management of traffic in the city itself	1997	5 4 3		
	2002	4 5 3		
	2003	5 4 3		
	2004	5 5 3		
	2005	5 5 3		
	2006	5 4 3	12%	7%
Maintain/repair sewage and drainage systems	1997	2 4 3		
	2002	5 5 4		
	2003	3 4 4		
	2004	1 5 4		
	2005	2 3 3		
	2006	4 4 4	12%	4%
Support for community service organizations	1997	4 6 5		
	2002	4 4 4		
	2003	4 4 4		
	2004	4 6 6		
	2005	7 5 3		
	2006	3 3 4	10%	15%
Policing	1997	2 2		
	2002	3 1		
	2003	4 2 2		
	2004	3 2		
	2005	3 2		
	2006	5 2	8%	4%
Fire protection	1997	1 2		
	2002	1 1		
	2003	2 2 2		
	2004	2 2		
	2005	2 2 3		
	2006	3 3 2	8%	7%
Garbage collection and recycling	na 1997	4 2 3		
	2002	3 4 3		
	2003	3 2 2		
	2004	2 3 3		
	2005	2 3 2		
	2006	2 2 4	8%	10%

Base Business: 1997 (n=300)
 2006 (n=353)
 Base Residents: 1997 (n=1,000)
 2002 (n=600)
 2003 (n=608)
 2004 (n=602)
 2005 (n=636)
 2006 (n=607)

■ Top priority ■ Second Priority ■ Third Priority

Q.11) Which ONE of these is least important to you, that is something you feel Vancouver City Council should make its lowest priority and be the FIRST area to make cuts in? And which one should be its second lowest priority, and be the SECOND area to make cuts in? And which one should be its third lowest priority and be the THIRD area to make cuts in? Note: The 1997 results have been adjusted to reflect the total population of Vancouver residents.

6. Shift in Business and Residential Tax Share

6.1 *Opinion on Shifting Some Tax Share from Business to Residential*

Currently, businesses bear the larger portion, or share, of the property taxes collected by the City. Residents and business operators were asked about their level of support for shifting some of the tax share from business properties to residential properties.

Not surprisingly, residents are more resistant to this idea than business operators. Just over half (55%) of residents wish to see no change in the tax share. Almost one-third of business operators agree (31%) with no change.

The levels of acceptance for some shift in the tax share away from business properties and onto residential properties are as follows.

- A **one-percent shift** in the share is acceptable to **four-in-ten residents** (41%) and **two-thirds of business** people (67%). Note that these figures include those who would support a 3% or 5% tax share shift.
- A **three-percent** tax share shift is supported by **15% of residents**, but by over **four-in-ten business operators (42%)**. These figures include those who would support a 5% tax share shift.
- A **five-percent** tax share shift receives support from only **4% of residents and 16% of business operators**.

As would be expected, businesses operators tend to favour higher percentage shifts. However, one might expect an even greater demand from business for the higher percentages. Furthermore, the fact that nearly one-third of businesses appear to favour no change might come as a surprise.

On closer examination, business operators that live in the City of Vancouver are more likely to vote for “no change” in the tax share (34% vs. 22% among non-residents), but the majority (62%) still would like to see some shift toward residential—at least a 1% shift. Business operators who reside elsewhere consistently show somewhat higher support at all tax share shifts tested. However, they too are most likely to favour a tax shift of 1%.

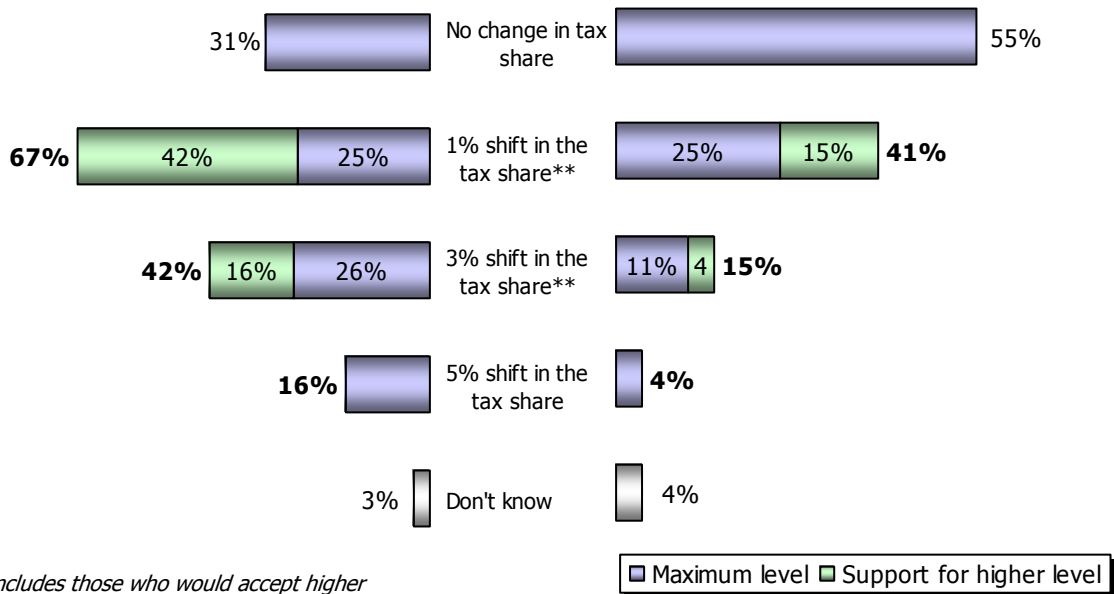
Support for:	Business Operators	
	Resident of City (216) %	Non-resident (136) %
One percent shift	62%	77%
Three percent shift	38%	51%
Five percent shift	12%	24%

Demographic Trends

Among residents, all sub-groups choose no shift more than any other option. Significant differences by sub-segments are noted below.

More Support from:		
Options:	Residents	Business
No shift	All segments, but more so among: Homeowners (62%), Single-detached dwelling (64%), Over 35 years of age (59%), Resident 10+ years (59%)	Eastside businesses (36%) Renters (34%)
1% or higher shift		All segments
3% or higher shift		Building owners (57%)
5% or higher shift		Building owners (25%)

**Support for Shift in Tax Share
from Business Properties to Residential Properties**



** Includes those who would accept higher tax share shifts (e.g., 3% and 5%)

Base Business: 2006 (n=353)
Base Residents: 2006 (n=607)

Q.21) This year City Council would like to gather opinions from both residents and business on the issue of shifting some taxes from commercial to residential properties to reduce the share collected from businesses. What, if any, amount of tax shift from businesses to residents would you support?

7. Funding of Increased Police Staffing Levels

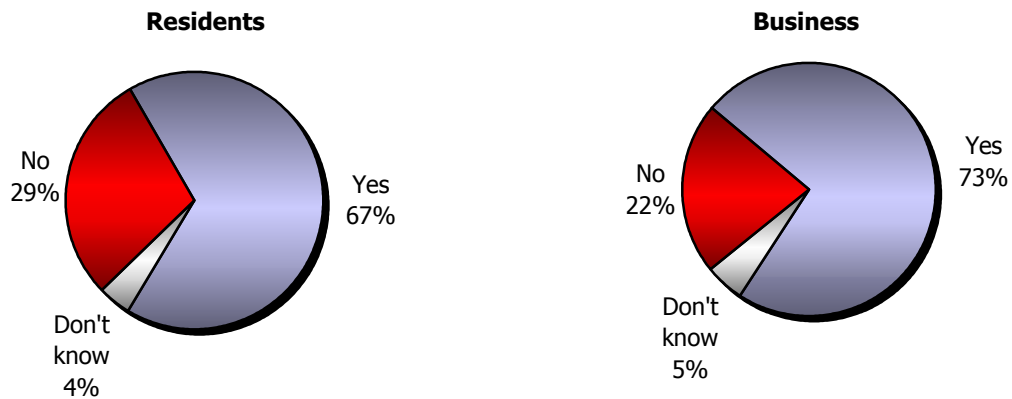
7.1 Support for Funding Options to Increase Police Staffing Levels

In 2005 we found that a majority of residents supported increased police staffing levels and City Council followed through with more staff in 2005 and plans in principle to achieve higher staffing goals in 2006. This year both residents and businesses have been asked their opinions on funding of this year’s proposed increased staffing levels.

Opinion patterns on this issue are largely consistent for both the resident and business populations. Reflecting the high levels of importance and priority placed on policing, a majority of both stakeholder groups support funding increased police staffing levels in one way or another, whether by property tax increases or by service cuts or both. The business community offers slightly higher support.

Support Increased Police Staffing in 2006

(Using property tax increases and/or service cuts)



Base Business: 2006 (n=353)

Base Residents: 2006 (n=607)

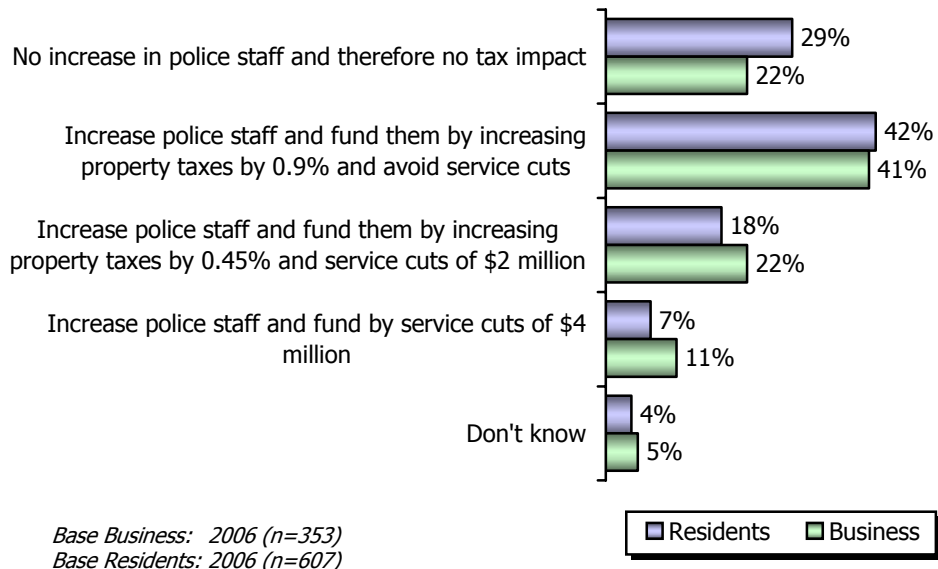
Derived from Q.22) Which one of the following options would you support when it comes to the increased police staffing levels in 2006?

The most popular manner of funding increased police staffing levels this year is through property tax increases of 0.9% and avoiding service cuts. This option is supported by four-in-ten of total residents and total business operators alike (42% and 41% of each).

A mixed approach of increasing property taxes by 0.45% along with two million dollars in service cuts is supported by around two-in-ten of each stakeholder group (18% of total residents and 22% of total business operators).

Finally, the option of using service cuts entirely, requiring four million dollars of cuts, receives weakest support (7% of total residents and 11% of total business operators).

Type of Funding for Increased Police Staffing Levels



Q.22) Which one of the following options would you support when it comes to the increased police staffing levels in 2006?

In sum, these findings indicate greatest support for exclusive use of a 0.9% property tax increase to fund a higher level of police staffing this year ...

- among both stakeholder groups in total (41-42% of total residents and total businesses), and
- among the majority in each group who wish to see police staffing levels increased (62% of those residents and 56% of those businesses)

Demographic Trends

Among residents, all sub-groups choose no shift more than any other option. Significant differences by sub-segments are noted below.

More/Less Support for Options from:		
Option:	Residents	Business
No staff increase <u>and</u> no tax impact	Young (< 35 years – 37% support), Less affluent (<\$30K – 38% support)	
0.9% tax increase <u>and</u> no service cuts	Middle-income and more affluent (Over \$30K – 46-50% support)	Less popular with owner/president than senior managers (35% vs. 54%)
0.45% tax increase <u>plus</u> \$2 million service cuts		
\$4 million service cuts		More popular on Eastside (17% vs. 7-9% elsewhere)

Appendix

Top Line Results Questionnaires

1. Residential Questionnaire
2. Business Questionnaire

City of Vancouver
— 2006 RESIDENTS Survey —
Weighted Top-Line Results

- 1a. Now, to begin our questions, in your view as a resident of Vancouver, what is the most important local issue facing the City of Vancouver, that is the one issue you feel should receive the greatest attention from Vancouver's City Council?
- 1b. Are there any other important local issues?

	First Mention								Total Mentions							
	1997	1999	2001	2002	2003	2004	2005	2006	1997	1999	2001	2002	2003	2004	2005	2006
	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %	(636) %	(607) %	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %	(636) %	(607) %
Total Transportation	23	17	33	25	17	17	20	21	36	30	52	42	30	35	37	37
Lack of/ poor quality of public transit	6	7	21	13	8	5	7	6	12	13	33	24	15	13	16	14
Traffic congestion	9	8	10	8	5	8	9	10	15	15	20	14	12	15	14	21
Poor condition of streets	2	2	3	3	1	1	2	2	5	4	6	8	3	5	5	4
Other transportation	5	-	-	-	2	2	1	1	9	-	-	-	3	3	3	1
Issues Re: RAV Line	-	-	-	-	-	1	2	1	-	-	-	-	-	1	3	1
Total Crime	19	38	23	20	21	31	23	20	29	49	34	30	34	49	35	33
Theft/ break-ins	5	12	7	6	1	7	11	7	10	17	11	9	2	14	17	13
Personal safety	3	5	2	6	4	8	5	7	6	10	7	8	7	13	9	12
Drugs/ drug related problems	-	6	8	4	5	6	4	3	1	11	12	7	10	12	7	8
Crime/ drugs in Downtown East Side/ crime/ crime prevention	8	11	3	3	5	8	3	1	14	15	5	5	10	14	6	2
Downtown East Side problems	-	-	4	2	6	1	2	1	-	-	7	4	7	2	2	1
Home invasions	-	3	-	-	-	-	-	-	-	6	-	-	-	-	-	-
Youth problems/ gangs	2	-	-	-	-	<1	<1	<1	5	1	-	-	<1	1	<1	<1
Total Social	7	7	5	8	16	24	22	25	12	13	12	15	25	36	34	35
Homeless/ poverty	1	5	4	6	10	19	18	14	2	9	8	12	16	28	26	22
Lack of affordable housing	4	2	2	2	4	4	4	9	7	5	4	4	9	9	9	12
Other social issues	3	-	-	-	1	1	1	2	5	-	-	-	3	2	3	4
Total Taxation	9	4	6	3	5	3	3	6	14	10	10	6	8	9	8	12
Property tax increases	5	2	3	2	3	2	2	5	7	5	5	5	5	6	5	9
Taxes (general)	2	1	2	-	1	1	-	1	4	4	4	1	2	3	<1	2
Inefficient government	-	1	1	1	<1	-	<1	<1	1	1	2	1	1	<1	1	1
Government spending/ overspending	1	-	-	-	-	1	1	<1	2	-	-	-	1	1	2	<1
Deficits	1	-	-	-	<1	<1	<1	<1	2	-	-	-	1	<1	<1	1
Total Government	3	1	-	-	<1	<1	<1	1	8	2	-	-	1	1	<1	2
Provision of municipal services	2	1	-	-	-	-	<1	<1	4	2	-	-	1	<1	<1	2
Government (gen)	2	-	-	-	<1	<1	<1	<1	2	-	-	-	1	1	<1	<1

1a,b (con't)

	First Mention								Total Mentions							
	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %	2005 (636) %	2006 (607) %	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %	2005 (636) %	2006 (607) %
Total Growth	6	2	1	1	2	2	2	2	12	5	3	3	3	4	5	4
Over development/ growth	5	2	-	1	1	1	1	1	9	3	2	1	2	2	3	2
Too many subdivisions/ housing developments	1	-	-	-	1	<1	<1	<1	2	-	1	1	1	1	1	1
Poor planning	1	-	-	-	<1	1	<1	1	2	1	-	1	<1	1	1	1
Total Environment	3	2	4	3	1	1	2	3	12	7	10	10	5	5	5	8
Pollution/ air quality	1	1	2	1	1	<1	1	1	5	3	4	4	2	2	2	3
Parks/ greenspace	1	1	1	1	<1	-	-	<1	4	2	3	4	2	1	1	1
Garbage/ recycling/ waste management	1	1	2	1	-	1	1	1	3	3	4	3	1	2	2	2
Environment (general)	1	-	-	-	<1	<1	<1	1	3	-	-	-	<1	<1	1	2
Total Economy	6	5	1	6	6	3	2	2	11	8	2	8	9	6	4	4
The economy	2	2	1	3	4	2	1	1	5	4	1	5	6	4	3	2
Employment/ jobs	4	4	1	3	2	1	<1	1	8	5	2	4	4	2	1	3
Other																
Education/ schools	5	2	2	3	3	3	1	2	10	7	4	6	7	9	5	4
Hospitals/ healthcare	1	1	3	3	4	3	2	2	2	3	5	4	8	7	5	5
No fun in Vancouver/ lack of night life/ early club hours/ restrictive liquor licensing	-	-	-	2	1	<1	-	-	-	-	-	3	1	1	-	-
Parking	-	-	-	1	<1	-	-	-	1	1	1	1	1	<1	<1	<1
Leaky condos	-	-	-	1	<1	<1	-	-	-	1	-	1	<1	<1	-	-
Losing Grizzlies/ Indy/ Symphony of Fire/ public events/ loss of fun	-	-	2	-	-	-	-	<1	-	-	3	-	-	-	-	<1
Lack of funding from provincial to municipal government	1	-	-	-	1	-	-	-	1	-	-	-	1	<1	-	<1
The Olympics (financing/ want more input etc.)	-	-	-	-	4	1	<1	4	-	-	-	-	9	2	2	8
Implementation of a Ward System	-	-	-	-	-	<1	<1	-	-	-	-	-	-	1	<1	-
Miscellaneous other	9	9	7	9	5	1	8	1	15	20	15	19	9	8	13	6
Nothing in particular/ don't know	12	11	13	16	16	10	15	11	12	11	13	16	16	10	15	11

2. Generally speaking, are you satisfied or dissatisfied with the overall quality of services provided to you by the City of Vancouver? Would that be very/somewhat satisfied/dissatisfied?

	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %	<u>2005</u> (636) %	<u>2006</u> (607) %
Very satisfied	23	18	19	12	22	21	22	22
Somewhat satisfied	62	63	60	69	64	65	61	65
Somewhat dissatisfied	9	12	13	9	7	9	10	7
Very dissatisfied	3	4	6	6	2	3	4	3
Don't know	2	3	2	5	5	2	4	4

3. And would you say that the overall quality of services provided by the City of Vancouver has got better or worse over the past few years? Would that be much/somewhat better/worse?

	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %	<u>2005</u> (636) %	<u>2006</u> (607) %
Much better	3	4	2	1	4	3	4	3
Somewhat better	22	19	21	20	18	23	24	27
Stayed the same	35	27	34	32	34	31	30	30
Somewhat worse	24	27	27	26	21	23	19	19
Much worse	6	8	7	7	4	6	4	4
Don't know	10	15	9	13	19	14	20	17

4. As you may be aware, about one-half of your property taxes goes to the City of Vancouver and the other half goes to the GVRD and the provincial government. Thinking about all the programs and services you receive from the City of Vancouver, would you say that overall you get good value or poor value for your tax dollars? Would that be very/fairly good/poor value?

	<u>1997</u> (463) %	<u>1999</u> (261) %	<u>2001</u> (270) %	<u>2002</u> (292) %	<u>2003</u> (240) %	<u>2004</u> (268) %	<u>2005</u> (299) %	<u>2006</u> (317) %
Base (Owners)								
Very good value	12	8	9	5	11	9	10	11
Fairly good value	57	49	51	53	54	48	52	55
Fairly poor value	20	27	27	24	21	24	28	22
Very poor value	6	8	8	9	6	7	4	3
Don't know	5	7	4	9	9	12	7	8

5. And, in general, would you say that the property taxes you currently pay on your residence are too high, too low or about right? Would that be much too high/low?

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Base (Owners)	(463) %	(261) %	(270) %	(292) %	(240) %	(268) %	(299) %	(317) %
Much too high	-	13	14	11	6	9	11	15
Too high	46	42	32	42	34	39	40	39
About right	49	42	52	40	53	48	42	43
Too low	1	-	-	1	2	1	2	1
Much too low	-	-	-	-	-	<1	1	<1
Don't know	3	3	2	5	5	2	4	3

Note: It is likely that in 1997, respondents were not probed further on whether they felt their current property taxes were too high or much too high.

6. As you may or may not know, the City of Vancouver is responsible for providing a variety of different services to you as a resident of the city. I'm going to read you a list of some of these services, and I'd like you to tell me how important each service is to you as a resident of Vancouver, that is something you feel City Council should pay a great deal of attention to.

Let's use a scale from 0 to 10, where "0" means the service is "not at all important" to you and should not be given any priority at all by City Council, "10" means the service is "extremely important" to you, and should be given top priority, and a "5" means the service is neither important or unimportant to you. Remember, you can pick any number between 0 and 10. The first service is **(READ ITEM AND RANDOMIZE)**. How important is this to you as a resident of the City of Vancouver? What about **(READ NEXT ITEM)**?

	<u>0-6</u>	<u>7-8</u>	<u>9-10</u>	<u>DK</u>	<u>Avg.</u>
	%	%	%	%	#
a) Policing					
1997 (n=1,000)	12	26	62	1	8.6
1999 (n=605)	11	23	66	-	8.8
2001 (n=602)	11	25	63	1	8.7
2002 (n=600)	13	28	58	1	8.5
2003 (n=608)	14	32	52	2	8.4
2004 (n=602)	9	27	64	<1	8.8
2005 (n=636)	12	30	57	1	8.5
2006 (n=607)	14	29	56	1	8.4
b) Maintenance and repair of sewage and drainage systems					
1997 (n=1,000)	21	40	39	1	7.9
1999 (n=605)	24	36	39	1	7.8
2001 (n=602)	23	37	39	1	7.9
2002 (n=600)	25	39	34	2	7.7
2003 (n=608)	22	36	40	3	8.0
2004 (n=602)	19	42	39	<1	7.9
2005 (n=636)	18	39	39	4	8.0
2006 (n=607)	20	40	38	1	7.9

6. (con't)

	<u>0-6</u> %	<u>7-8</u> %	<u>9-10</u> %	<u>DK</u> %	<u>Avg.</u> #
c) Maintenance and development of city parks and beaches					
1997 (n=1,000)	31	41	29	-	7.4
1999 (n=605)	32	41	26	1	7.3
2001 (n=602)	28	44	27	1	7.4
2002 (n=600)	27	46	26	1	7.4
2003 (n=608)	25	42	30	3	7.6
2004 (n=602)	28	45	27	<1	7.4
2005 (n=636)	24	47	27	2	7.5
2006 (n=607)	26	47	27	1	7.5
d) Community centres, ice rinks, swimming pools					
1997 (n=1,000)	35	40	23	1	7.0
1999 (n=605)	36	39	25	-	7.1
2001 (n=602)	35	38	27	1	7.2
2002 (n=600)	32	42	26	1	7.3
2003 (n=608)	28	44	25	3	7.4
2004 (n=602)	33	41	25	1	7.2
2005 (n=636)	30	42	26	2	7.3
2006 (n=607)	33	43	22	1	7.1
e) Libraries					
1997 (n=1,000)	26	39	36	-	7.6
1999 (n=605)	21	36	42	-	7.9
2001 (n=602)	23	40	37	1	7.7
2002 (n=600)	20	35	45	1	8.0
2003 (n=608)	19	39	41	1	8.0
2004 (n=602)	24	38	38	-	7.7
2005 (n=636)	22	40	37	1	7.8
2006 (n=607)	21	41	37	1	7.8
f) Fire protection					
1997 (n=1,000)	13	28	59	1	8.6
1999 (n=605)	12	30	57	1	8.6
2001 (n=602)	12	27	60	1	8.7
2002 (n=600)	10	31	58	-	8.6
2003 (n=608)	15	34	49	2	8.3
2004 (n=602)	12	35	52	1	8.5
2005 (n=636)	15	32	51	3	8.4
2006 (n=607)	14	33	52	1	8.4
g) Maintenance, cleaning and upgrading of streets and sidewalks					
1997 (n=1,000)	28	42	29	-	7.5
1999 (n=605)	28	40	32	-	7.5
2001 (n=602)	21	45	34	-	7.8
2002 (n=600)	23	41	36	-	7.8
2003 (n=608)	25	43	31	1	7.6
2004 (n=602)	26	45	29	-	7.6
2005 (n=636)	25	46	28	<1	7.6
2006 (n=607)	23	45	31	<1	7.7

6. (con't)

	<u>0-6</u> %	<u>7-8</u> %	<u>9-10</u> %	<u>DK</u> %	<u>Avg.</u> #
h) Support for arts and cultural organizations					
1997 (n=1,000)	52	32	16	1	6.2
1999 (n=605)	52	26	20	1	6.2
2001 (n=602)	46	34	18	2	6.5
2002 (n=600)	47	34	19	1	6.5
2003 (n=608)	44	35	19	3	6.6
2004 (n=602)	45	38	16	1	6.6
2005 (n=636)	42	36	20	3	6.7
2006 (n=607)	42	38	18	1	6.7
i) Support for community service organizations that help people in need					
1997 (n=1,000)	27	34	39	1	7.6
1999 (n=605)	25	34	39	1	7.7
2001 (n=602)	21	39	39	1	7.9
2002 (n=600)	23	34	42	1	7.8
2003 (n=608)	21	35	42	2	7.9
2004 (n=602)	24	33	41	2	7.8
2005 (n=636)	23	34	40	3	7.7
2006 (n=607)	20	38	41	1	7.9
j) Planning for the future development of Vancouver					
1997 (n=1,000)	23	34	44	1	8.0
1999 (n=605)	26	31	41	2	7.8
2001 (n=602)	21	37	40	2	7.8
2002 (n=600)	24	34	41	1	7.8
2003 (n=608)	21	37	37	4	7.8
2004 (n=602)	23	36	40	2	7.8
2005 (n=636)	16	37	43	4	8.1
2006 (n=607)	19	37	42	2	8.0
k) Management of traffic in the city itself					
1997 (n=1,000)	21	33	45	-	7.9
1999 (n=605)	23	31	45	1	7.9
2001 (n=602)	21	34	44	1	8.0
2002 (n=600)	22	36	41	1	7.9
2003 (n=608)	21	41	37	1	7.8
2004 (n=602)	23	36	40	1	7.9
2005 (n=636)	20	39	40	2	7.9
2006 (n=607)	19	36	45	<1	8.1
l) Garbage collection and recycling					
1997 (n=1,000)	20	36	43	-	8.0
1999 (n=605)	22	36	42	-	7.9
2001 (n=602)	17	37	45	-	8.0
2002 (n=600)	21	38	40	1	7.9
2003 (n=608)	19	40	41	1	8.0
2004 (n=602)	19	39	42	1	7.9
2005 (n=636)	17	41	42	1	8.1
2006 (n=607)	14	43	42	<1	8.1

7. Currently, the city is legally required to maintain a balanced budget. However, in developing the budget from year to year, the City faces pressures from:
- increasing costs of existing services;
 - costs of new programs and services demanded by the public;
 - downloading of responsibilities from senior governments; and
 - changes in anticipated revenues.

These pressures often result in a shortfall in the amount of money the City has to spend on the services it provides to you as a resident. Finding a balance between adding these new costs to the budget and holding tax increases to reasonable levels means finding ways to fill the shortfall.

There are a number of different options the City has in order to deal with this situation. I'm going to read you a few of these options, and I'd like to know whether you support or oppose each option. What about (EACH ITEM)? Would you support or oppose Vancouver City council taking this action? Would that be strongly or moderately support/oppose?

	<u>Strongly Support</u> %	<u>Moderately Support</u> %	<u>Moderately Oppose</u> %	<u>Strongly Oppose</u> %	<u>Don't know</u> %
a) Raise property taxes to maintain the SAME level of city services you now receive					
1997 (n=1,000)	9	28	25	36	2
1999 (n=605)	9	27	27	36	2
2001 (n=602)	9	26	27	36	2
2002 (n=600)	8	35	25	29	3
2003 (n=608)	10	33	29	25	3
2004 (n=602)	11	32	26	28	3
2005 (n=636)	9	35	27	25	5
2006 (n=607)	10	34	26	26	4
b) Cut services, but only in SOME service areas					
1997 (n=1,000)	18	43	18	15	6
1999 (n=605)	14	43	19	15	8
2001 (n=602)	13	40	23	16	8
2002 (n=600)	13	39	24	17	8
2003 (n=608)	9	39	23	20	9
2004 (n=602)	13	37	23	19	9
2005 (n=636)	13	40	21	19	7
2006 (n=607)	13	41	26	14	7
c) Cut services by the same proportion across all services areas					
1997 (n=1,000)	9	27	30	32	2
1999 (n=605)	7	26	29	33	5
2001 (n=602)	8	28	30	32	2
2002 (n=600)	8	23	33	32	4
2003 (n=608)	5	23	30	38	4
2004 (n=602)	6	20	30	41	3
2005 (n=636)	6	20	33	36	5
2006 (n=607)	5	24	33	36	3

7. (con't)

	<u>Strongly Support</u> %	<u>Moderately Support</u> %	<u>Moderately Oppose</u> %	<u>Strongly Oppose</u> %	<u>Don't know</u> %
d) Use a mix of both service cuts and property tax increases					
1997 (n=1,000)	11	32	25	29	3
1999 (n=605)	9	31	27	30	3
2001 (n=602)	9	34	24	30	3
2002 (n=600)	10	33	27	25	5
2003 (n=608)	10	32	31	23	5
2004 (n=602)	13	34	24	25	5
2005 (n=636)	10	35	27	24	6
2006 (n=607)	9	33	33	22	4
e) Charge user fees for some City services					
1997 (n=1,000)	24	42	15	15	4
1999 (n=605)	22	43	14	15	6
2001 (n=602)	21	45	11	20	2
2002 (n=600)	24	43	13	15	5
2003 (n=608)	22	41	16	15	6
2004 (n=602)	19	42	13	22	5
2005 (n=636)	21	44	15	14	6
2006 (n=607)	16	44	18	16	6

8. Now thinking about the budget shortfall, if it came right down to it, would you prefer that the City...

	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %	<u>2005</u> (636) %	<u>2006</u> (607) %
Increase property taxes by 6% to cover the budget shortfall	17	19	20	22	23	20	21	25
Cut city services by the amount of the shortfall	20	22	25	21	20	18	19	19
Use a mix of both property tax increases AND service cuts to deal with the budget shortfall	56	49	46	47	44	47	47	46
Don't know/refused	6	10	9	10	14	15	14	10

Note: In 1997, the proposed increase was worded as an increase of "8% to get \$26 Million." In 1999, 6% and \$16 Million were used. Meanwhile in 2001, 2002 and 2003 the shortfall was described as \$20 Million, requiring an increase of 6%.

9. Suppose Vancouver's City Council were to use a mix of service cuts and property tax increases in order to make up the budget shortfall. If this were the case, how much do you think the City should raise from property taxes and how much from service cuts? For example, out of every \$100 the City needs to find to make up the shortfall, how much would you want the City to get through (READ FIRST ITEM - RANDOMIZE) and how much through (READ SECOND RESPONSE) (RECORD \$ AMOUNT FOR EACH).

	Property Tax Increases								Service Cuts							
	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %	<u>2005</u> (636) %	<u>2006</u> (607) %	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %	<u>2005</u> (636) %	<u>2006</u> (607) %
\$0	5	8	12	6	3	6	3	5	3	3	8	4	5	4	3	6
\$1-\$10	8	7	12	3	3	3	3	4	5	5	9	2	2	2	2	4
\$11-\$20	5	4	6	2	2	2	2	4	4	3	6	3	4	5	5	4
\$21-\$30	10	6	6	6	6	6	3	7	10	8	7	8	6	8	9	7
\$31-\$40	7	5	5	6	7	6	4	6	7	8	5	6	5	8	9	6
\$41-\$50	26	24	22	26	24	24	27	28	26	24	22	26	24	24	27	28
\$51-\$60	6	7	4	6	5	7	7	6	5	4	4	6	6	5	4	6
\$61-\$70	5	5	4	7	4	5	7	5	5	5	5	5	6	5	3	5
\$71-\$80	7	6	6	5	7	7	9	6	8	6	6	3	3	4	3	6
\$81-\$90	1	2	1	1	2	2	1	3	2	4	2	1	1	2	2	2
\$91-\$100	4	3	4	5	6	5	3	7	5	9	7	8	4	7	5	6
Don't know	16	21	18	27	31	27	30	20	17	21	18	27	31	27	29	20
Average	\$43.9	\$44.2	\$37.9	\$49.0	\$51.7	\$49.9	\$52.73	\$51.4	\$48.8	\$52.5	\$44.3	\$51.0	\$48.3	\$50.1	\$47.4	\$48.6

10. Suppose Vancouver's City Council were to implement service cuts to help make up the budget shortfall. Thinking about service cuts, would you want City Council to...

	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %	<u>2005</u> (636) %	<u>2006</u> (607) %
Make higher cuts in SOME service areas and leave other services alone	61	61	63	61	61	62	64	68
Make service cuts in all service areas, proportionately across the board	32	31	29	29	29	27	28	24
Don't know	7	8	8	9	10	11	8	9

11. Now I'm going to read back to you those services which you felt were NOT very important to you as a resident of the city. The services are (READ ONLY ITEMS FROM Q.6 WHICH SCORED 6 OR LESS). Which ONE of these is least important to you, that is something you feel Vancouver City Council should make its lowest priority and be the FIRST area to make cuts in? And which one should be its second lowest priority, and be the SECOND area to make cuts in? And which one should be its third lowest priority and be the THIRD area to make cuts in?

Note: The 1997 results have been adjusted to reflect the total population of Vancouver residents.

	<u>Lowest Priority</u> %	<u>Second Lowest Priority</u> %	<u>Third Lowest Priority</u> %	<u>Total</u> %
Policing				
1997 (n=1,000)	2	1	2	5
1999 (n=605)	1	1	1	3
2001 (n=602)	1	2	1	4
2002 (n=600)	3	1	1	6
2003 (n=608)	4	2	2	7
2004 (n=602)	3	1	2	5
2005 (n=636)	3	2	1	6
2006 (n=607)	5	1	2	8
Maintain/repair sewage and drainage systems				
1997 (n=1,000)	2	4	3	9
1999 (n=605)	3	5	3	11
2001 (n=602)	4	4	3	11
2002 (n=600)	5	5	4	14
2003 (n=608)	3	4	4	11
2004 (n=602)	1	5	4	10
2005 (n=636)	2	3	3	8
2006 (n=607)	4	4	4	12
Maintain/develop city parks and beaches				
1997 (n=1,000)	8	7	6	21
1999 (n=605)	7	10	4	21
2001 (n=602)	10	8	4	22
2002 (n=600)	8	8	4	21
2003 (n=608)	7	6	4	17
2004 (n=602)	9	8	5	22
2005 (n=636)	7	6	3	16
2006 (n=607)	9	9	3	21
Community centres, ice rinks, swimming pools				
1997 (n=1,000)	11	11	6	28
1999 (n=605)	10	7	8	25
2001 (n=602)	10	9	6	25
2002 (n=600)	8	7	6	21
2003 (n=608)	6	8	4	18
2004 (n=602)	9	9	4	22
2005 (n=636)	9	6	5	20
2006 (n=607)	11	8	6	25

11. (con't)

	Lowest Priority %	Second Lowest Priority %	Third Lowest Priority %	Total %
Libraries				
1997 (n=1,000)	4	6	6	18
1999 (n=605)	2	3	5	10
2001 (n=602)	3	5	6	14
2002 (n=600)	5	3	4	12
2003 (n=608)	4	5	3	12
2004 (n=602)	6	5	4	15
2005 (n=636)	5	6	4	14
2006 (n=607)	6	4	4	14
Fire protection				
1997 (n=1,000)	1	1	2	4
1999 (n=605)	1	1	1	3
2001 (n=602)	1	1	1	4
2002 (n=600)	1	1	1	3
2003 (n=608)	2	2	2	6
2004 (n=602)	1	2	2	5
2005 (n=636)	2	2	3	7
2006 (n=607)	3	3	2	8
Maintain/clean/upgrade streets and sidewalks				
1997 (n=1,000)	6	6	4	16
1999 (n=605)	6	4	4	14
2001 (n=602)	4	5	4	12
2002 (n=600)	5	5	3	13
2003 (n=608)	6	5	4	15
2004 (n=602)	6	6	3	15
2005 (n=636)	6	5	5	15
2006 (n=607)	5	5	3	13
Support for arts and cultural organizations				
1997 (n=1,000)	27	11	6	44
1999 (n=605)	31	9	4	44
2001 (n=602)	27	8	5	40
2002 (n=600)	24	11	5	41
2003 (n=608)	24	8	3	36
2004 (n=602)	25	6	7	37
2005 (n=636)	21	9	4	34
2006 (n=607)	20	9	5	34
Support for community service organizations				
1997 (n=1,000)	4	6	5	15
1999 (n=605)	4	5	4	13
2001 (n=602)	3	6	3	12
2002 (n=600)	4	4	4	11
2003 (n=608)	4	4	4	11
2004 (n=602)	4	6	6	16
2005 (n=636)	7	5	3	14
2006 (n=607)	3	3	4	10

11. (con't)

	Lowest Priority %	Second Lowest Priority %	Third Lowest Priority %	Total %
Planning for future development of Vancouver				
1997 (n=1,000)	4	5	4	13
1999 (n=605)	6	4	3	13
2001 (n=602)	4	5	4	13
2002 (n=600)	5	4	4	13
2003 (n=608)	6	5	4	15
2004 (n=602)	7	4	3	14
2005 (n=636)	3	2	2	7
2006 (n=607)	5	5	3	13
Management of traffic in the city itself				
1997 (n=1,000)	5	4	3	12
1999 (n=605)	4	4	4	12
2001 (n=602)	6	3	2	11
2002 (n=600)	4	5	3	13
2003 (n=608)	5	4	3	13
2004 (n=602)	5	5	3	13
2005 (n=636)	5	5	3	13
2006 (n=607)	5	4	3	12
Garbage collection and recycling				
1997 (n=1,000)	4	2	3	9
1999 (n=605)	2	3	3	8
2001 (n=602)	4	3	2	9
2002 (n=600)	3	4	3	10
2003 (n=608)	3	2	2	8
2004 (n=602)	2	3	3	8
2005 (n=636)	2	3	2	7
2006 (n=607)	2	2	4	8
None/don't know				
1997 (n=1,000)	4	3	3	2
1999 (n=605)	5	8	9	5
2001 (n=602)	4	4	4	4
2002 (n=600)	3	5	6	3
2003 (n=608)	4	7	8	4
2004 (n=602)	4	2	1	7
2005 (n=636)	5	2	1	8
2006 (n=607)	3	1	1	5
No low/2nd /3rd priority				
1997 (n=1,000)	17	32	48	
1999 (n=605)	18	36	49	
2001 (n=602)	20	38	54	
2002 (n=600)	21	37	52	
2003 (n=608)	22	37	54	
2004 (n=602)	19	40	54	
2005 (n=636)	23	46	61	
2006 (n=607)	21	43	57	

12. Now, I'm going to read back to you those services you felt were VERY important to you as a resident of the city. The services are **(READ ONLY ITEMS FROM Q.6 WHICH SCORED 9 OR 10)**. Which ONE of these is most important to you as a resident of Vancouver, that is something you feel Vancouver City Council should make its top priority and be the LAST area to make cuts in? And which one should be its second priority and the SECOND last area to make cuts in? And which one should be its third priority, and the THIRD last area to make cuts in?

	<u>Top Priority</u>	<u>Second Priority</u>	<u>Third Priority</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Policing				
1997 (n=1,000)	35	10	5	50
1999 (n=605)	43	7	4	54
2001 (n=602)	30	14	6	50
2002 (n=600)	29	14	5	48
2003 (n=608)	27	9	5	41
2004 (n=602)	36	13	5	54
2005 (n=636)	31	10	5	46
2006 (n=607)	30	12	4	46
Maintain/repair sewage and drainage systems				
1997 (n=1,000)	2	5	6	13
1999 (n=605)	3	6	5	14
2001 (n=602)	3	4	6	12
2002 (n=600)	4	6	4	14
2003 (n=608)	3	6	7	16
2004 (n=602)	3	5	7	15
2005 (n=636)	3	7	4	14
2006 (n=607)	4	5	8	17
Maintain/develop city parks and beaches				
1997 (n=1,000)	2	4	4	10
1999 (n=605)	1	4	3	8
2001 (n=602)	2	4	3	9
2002 (n=600)	2	3	3	7
2003 (n=608)	2	6	4	12
2004 (n=602)	2	3	5	10
2005 (n=636)	2	4	4	11
2006 (n=607)	2	3	3	8
Community centres, ice rinks, swimming pools				
1997 (n=1,000)	2	3	3	8
1999 (n=605)	3	2	2	7
2001 (n=602)	4	3	4	11
2002 (n=600)	1	3	5	10
2003 (n=608)	2	5	3	10
2004 (n=602)	2	4	5	11
2005 (n=636)	2	4	4	10
2006 (n=607)	3	4	4	11

12. (con't)

	Top Priority %	Second Priority %	Third Priority %	Total %
Libraries				
1997 (n=1,000)	3	6	6	15
1999 (n=605)	2	7	6	15
2001 (n=602)	2	3	4	9
2002 (n=600)	4	5	7	17
2003 (n=608)	4	5	6	15
2004 (n=602)	4	7	5	16
2005 (n=636)	4	5	6	14
2006 (n=607)	3	5	6	14
Fire protection				
1997 (n=1,000)	8	20	11	39
1999 (n=605)	5	17	10	32
2001 (n=602)	7	20	8	35
2002 (n=600)	8	15	10	33
2003 (n=608)	7	12	6	24
2004 (n=602)	6	14	7	27
2005 (n=636)	5	12	7	24
2006 (n=607)	5	15	11	31
Maintain/clean/upgrade streets and sidewalks				
1997 (n=1,000)	4	4	4	12
1999 (n=605)	2	4	6	12
2001 (n=602)	3	3	6	12
2002 (n=600)	3	5	5	13
2003 (n=608)	2	4	6	12
2004 (n=602)	2	4	5	11
2005 (n=636)	2	4	5	11
2006 (n=607)	4	5	4	13
Support for arts and cultural organizations				
1997 (n=1,000)	2	2	2	6
1999 (n=605)	2	2	3	7
2001 (n=602)	1	2	3	7
2002 (n=600)	1	2	2	6
2003 (n=608)	2	3	3	8
2004 (n=602)	1	3	2	6
2005 (n=636)	2	3	3	8
2006 (n=607)	2	4	2	8
Support for community service organizations				
1997 (n=1,000)	10	6	8	24
1999 (n=605)	9	6	7	22
2001 (n=602)	13	5	5	22
2002 (n=600)	15	6	6	27
2003 (n=608)	16	7	4	27
2004 (n=602)	15	8	4	27
2005 (n=636)	16	6	6	27
2006 (n=607)	15	6	4	25

12. (con't)

	Top Priority %	Second Priority %	Third Priority %	Total %
Planning for future development of Vancouver				
1997 (n=1,000)	10	6	4	20
1999 (n=605)	5	6	6	17
2001 (n=602)	6	4	3	14
2002 (n=600)	9	8	4	21
2003 (n=608)	8	6	4	18
2004 (n=602)	7	6	5	17
2005 (n=636)	8	7	4	19
2006 (n=607)	9	5	5	19
Management of traffic in the city itself				
1997 (n=1,000)	7	7	9	23
1999 (n=605)	7	7	5	19
2001 (n=602)	8	8	5	20
2002 (n=600)	8	5	5	18
2003 (n=608)	7	4	5	16
2004 (n=602)	6	8	7	21
2005 (n=636)	6	8	5	19
2006 (n=607)	7	7	8	22
Garbage collection and recycling				
1997 (n=1,000)	3	7	7	17
1999 (n=605)	4	5	7	16
2001 (n=602)	6	6	9	21
2002 (n=600)	3	5	8	16
2003 (n=608)	4	6	8	17
2004 (n=602)	4	5	8	17
2005 (n=636)	5	5	9	19
2006 (n=607)	5	5	5	15
None/ don't know				
1997 (n=1,000)	4	4	3	11
1999 (n=605)	5	7	7	19
2001 (n=602)	5	7	6	18
2002 (n=600)	5	5	7	17
2003 (n=608)	4	4	5	13
2004 (n=602)	4	1	1	6
2005 (n=636)	5	1	1	6
2006 (n=607)	3	2	1	6
No top/2nd/3rd priority				
1997 (n=1,000)	9	18	29	
1999 (n=605)	9	19	31	
2001 (n=602)	10	19	31	
2002 (n=600)	9	18	29	
2003 (n=608)	13	23	34	
2004 (n=602)	9	21	34	
2005 (n=636)	11	24	36	
2006 (n=607)	10	23	34	

Note: The 1997 results have been adjusted to reflect the total population of Vancouver residents.

13. What is the approximate assessed value of your current place of residence? Would it be closer to ...

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Base (owners)	(463) %	(261) %	(270) %	(292) %	(240) %	(278) %	(299) %	(317) %
\$200,000	37	44	44	49	37	36	20	16
\$400,000	37	38	32	28	32	30	44	36
\$600,000	21	13	19	19	20	26	30	21
\$800,000	-	-	-	-	-	-	-	19
Don't know/ refused	5	5	5	4	11	9	7	8

14. Thinking about tax increases for the moment. In order for the City of Vancouver to cover the budget shortfall without any cuts in service, it could mean increasing the amount you pay in property taxes each year by 6%, or an additional \$33 per year. Would you be willing to pay this amount in order to maintain the current level of services provided by the City?

	Willing To Pay							
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Base (owners claiming their home is worth \$200,000)	(193) %	(127) %	(131) %	(146) %	(95) %	(99) %	(65) %	(55) %
An 8% increase which is about \$40 per year	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a
A 6% increase which is about \$33 per year	74	76	78	71	79	64	71	74
A 4% increase which is about \$22 per year	84	84	87	80	89	74	80	86
A 2% increase which is about \$11 per year	88	87	89	87	93	90	87	90

Note: An 8% increase was only asked in 1997. Estimated dollar amounts for increases in 1997 and 1999 were \$30 at a 6% increase, \$20 at 4%, and \$10 at 2%. Estimated dollar amounts for increases in 2005 were \$37 at a 6% increase, \$24 at 4%, and \$12 at 2%.

15. Thinking about tax increases for the moment. In order for the City of Vancouver to cover the budget shortfall without any cuts in service, it could mean increasing the amount you pay in property taxes each year by 6%, or an additional \$67 per year. Would you be willing to pay this amount in order to maintain the current level of services provided by the City?

	Willing To Pay							
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Base (owners claiming their home is worth \$400,000)	(156) %	(89) %	(75) %	(78) %	(73) %	(83) %	(120) %	(108) %
An 8% increase which is about \$85 per year	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a
A 6% increase which is about \$67 per year	71	54	63	53	58	59	52	64
A 4% increase which is about \$45 per year	78	63	78	69	72	73	67	75
A 2% increase which is about \$22 per year	89	80	89	85	84	84	84	89

Note: An 8% increase was only asked in 1997. Estimated dollar amounts for increases in 1997 and 1999 were \$65 at a 6% increase. Estimated dollar amounts for increases in 2001 were \$45 at a 4% increase and \$20 at a 2% increase. Estimated dollar amounts for increases in 2005 were \$73 at a 6% increase, \$49 at 4%, and \$24 at 2%.

16. Thinking about tax increases for the moment. In order for the City of Vancouver to cover the budget shortfall without any cuts in service, it could mean increasing the amount you pay in property taxes each year by 6%, or an additional \$100 per year. Would you be willing to pay this amount in order to maintain the current level of services provided by the City?

	Willing To Pay							
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Base (owners claiming their home is worth \$600,000)	(96) %	(34*) %	(53) %	(56) %	(50) %	(72) %	(94) %	(66) %
An 8% increase which is about \$130 per year	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a
A 6% increase which is about \$100 per year	65	48	57	67	53	54	60	54
A 4% increase which is about \$67 per year	82	50	70	76	73	68	74	69
A 2% increase which is about \$33 per year	88	71	79	87	88	81	90	89

Note: An 8% increase was only asked in 1997. Estimated dollar amounts for increases in 1997 and 1999 were \$100 at a 6% increase, \$65 at 4%, and \$30 at 2%. Estimated dollar amounts for increases in 2005 were \$110 at a 6% increase, \$73 at 4%, and \$37 at 2%.

* Caution: small base size.

16. Thinking about tax increases for the moment. In order for the City of Vancouver to cover the budget shortfall without any cuts in service, it could mean increasing the amount you pay in property taxes each year by 6 percent, or an additional \$134 per year. Would you be willing to pay this amount in order to maintain the current level of services provided by the City?

	<u>Willing To Pay</u>
	<u>2006</u>
Base (owners claiming their home is worth \$800,000)	(66) %
A 6% increase which is about \$134 per year	62
A 4% increase which is about \$89 per year	74
A 2% increase which is about \$45 per year	86

17. Would you be willing to pay...

	<u>Willing To Pay</u>							
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Base (those not sure/willing of the value of their home)	(18*) %	(11*) %	(11*) %	(12*) %	(22) %	(24) %	(20) %	(26) %
An 8% increase which is about \$85 per year	41	n/a	n/a	n/a	n/a	n/a	n/a	n/a
A 6% increase which is about \$88 per year	41	62	65	51	35	31	62	47
A 4% increase which is about \$39 per year	52	66	65	59	74	52	71	53
A 2% increase which is about \$29 per year	70	66	65	59	77	70	82	67

Note: An 8% increase was only asked in 1997. Estimated dollar amounts for increases in 1997, 1999 & 2001 were \$65 at a 6% increase, \$45 at 4% and \$20 at 2%. Estimated dollar amounts for increases in 2005 were \$70 at a 6% increase, \$48 at 4%, and \$25 at 2%.

* Caution: very small base size

**Willingness to pay property tax increases
- Summary of all Homeowners -**

	<u>Willing To Pay</u>							
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
	(463) %	(261) %	(270) %	(292) %	(240) %	(278) %	(299) %	(317) %
An 8% increase	62	n/a	n/a	n/a	n/a	n/a	n/a	n/a
A 6% increase	70	63	69	64	62	57	59	62
A 4% increase	80	70	80	75	79	70	72	74
A 2% increase	87	81	86	85	87	84	86	87

Note: An 8% increase was only asked in 1997.

18. Now in order for the City of Vancouver to cover the budget shortfall without any cuts in service, it could need to raise the level of taxes your property owner pays by up to 6%. Your property owner could in turn decide to pass on to you SOME OR ALL of the cost of a tax increase by raising the amount you pay in rent. For the average renter, this could mean an increase in rent of about \$3 per month. Thinking about this, would you be willing to pay \$3 more per month in order to maintain the current level of services provided by the City of Vancouver?

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Base (renters)	(537)	(342)	(331)	(304)	(355)	(312)	(323)	(269)
	%	%	%	%	%	%	%	%
Yes	89	83	84	85	85	81	83	81
No/don't know/refused	11	17	16	15	15	17	15	19

19. As you may or may not know, user fees are currently used to help recover the costs of providing certain City services such as permits and licenses, recreation programs, or sewer and water fees. Would you support or oppose the City charging higher user fees for this type of service and using the extra money raised to help pay for other city services? Would that be strongly or moderately support/oppose?

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
	(1,000)	(605)	(602)	(600)	(608)	(602)	(636)	(607)
	%	%	%	%	%	%	%	%
Strongly support	23	21	18	18	20	16	19	17
Moderately support	46	44	41	46	46	42	49	42
Moderately oppose	14	16	21	14	15	14	14	20
Strongly oppose	15	14	18	18	14	24	12	16
Don't know	3	6	3	4	6	4	7	6

- 20a. When it comes right down to it, which would you prefer?

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
	(1,000)	(605)	(602)	(600)	(608)	(602)	(636)	(607)
	%	%	%	%	%	%	%	%
Charging people user fees on SOME City services to help cover the costs of these services	68	67	66	67	60	58	64	60
Raising property taxes to be able to maintain all City services	26	24	27	24	30	28	27	32
Don't know	6	9	7	9	10	14	9	8

20b. When it comes right down to it, which would you prefer?

	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %	<u>2005</u> (636) %	<u>2006</u> (607) %
Charging people user fees on SOME City services to help cover the costs of these services	83	75	78	81	79	74	82	78
Cutting services	13	15	14	12	13	13	10	13
Don't know	5	10	8	7	9	13	8	9

21. This year City Council would like to gather opinions from both residents and business on the issue of shifting some taxes from commercial to residential properties to reduce the share collected from businesses. What, if any, amount of tax shift from businesses to residents would you support?

	<u>2006</u> (607) %
No change in the tax share	55
1% shift in the tax share	25
3% shift in the tax share	11
5% shift in the tax share	4
Don't know/ refused	3

Summary of Acceptable Shift in Tax Share:	(607) %
No change in the tax share	55
1% shift in the tax share**	41
3% shift in the tax share**	15
5% shift in the tax share	4
Don't know/ refused	3

**** includes higher shifts (3% or 5%)**

22. Which one of the following options would you support when it comes to the increased police staffing levels in 2006?

	<u>2006</u> (607) %
No increase in police staff and therefore no tax impact	29
Increase police staff and fund them by increasing property taxes by 0.9% and avoid service cuts	42
Increase police staff and fund them by increasing property taxes by 0.45% and service cuts of \$2 million	18
Increase police staff and fund by service cuts of \$4 million	7
Don't know/ refused	4

Demographics

	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %	<u>2005</u> (636) %	<u>2006</u> (607) %
Gender								
Male	49	48	50	49	49	49	49	49
Female	51	52	50	51	52	52	52	52
Home Ownership								
Rent	50	52	50	47	55	52	50	46
Own	50	48	50	52	43	46	47	50
Age								
18 - 24	13	10	10	10	12	12	12	12
25 - 34	26	23	23	23	23	23	23	23
35 - 44	20	23	23	23	21	21	21	21
45 - 54	13	16	16	16	18	18	18	18
55 - 64	11	11	11	11	10	10	10	10
65 or older	16	17	17	17	15	15	15	15
Ethnic Background								
Chinese (Hong Kong, China, Taiwan, or other)	22	22	19	31	26	21	23	25
British	36	35	39	29	29	36	34	30
East European	8	8	9	9	12	8	9	10
Canadian	7	7	7	6	9	7	6	8
German	6	4	7	5	6	6	4	4
East Indian	3	3	4	5	3	4	3	1
French	4	3	3	4	5	4	4	3
Scandinavian	1	2	3	2	2	2	2	-
Italian	2	3	2	2	1	1	1	3
First Nations	1	1	2	2	1	2	2	2
European (unspecified)	1	3	2	1	2	2	1	-
Asian - Other (Indonesia, Malaysia, Thailand)	2	2	1	-	3	3	2	1
Filipino	1	1	2	1	2	2	1	1
Dutch	2	1	1	1	2	1	2	2
African	1	-	1	1	1	2	2	<1
Japanese	1	2	-	1	1	1	1	1
American	1	1	-	1	1	2	1	2
Korean	-	-	-	1	-	<1	<1	<1
Middle East (unspecified)	-	-	1	-	1	1	1	-
Greek	-	1	-	-	1	1	1	1
Spanish	-	1	-	-	1	1	1	1
Other	2	3	2	1	1	1	7	12
Refused/don't know	2	2	1	2	2	3	3	2
Children in Household								
Yes	31	34	30	32	33	31	35	36
No	69	66	70	67	66	69	65	64
Refused	-	1	-	1	-	<1	1	1

Demographics (cont'd)

	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %	2005 (636) %	2006 (607) %
% with Children								
Over 19 years of age	12	11	12	8	12	9	34	50
Between 12 and 18	13	15	11	11	13	9	32	38
Under 12	16	18	18	20	17	19	54	53
# of Years Been Resident of Vancouver								
0-9	33	34	32	34	41	41	41	41
10 - 19	17	21	20	23	23	20	17	22
20-29	16	16	18	16	16	14	14	12
30+	24	29	29	26	20	25	28	25
Whole life	9	-	-	-	-	-	-	-
Don't know/ refused	1	1	-	1	-	<1	<1	1
Avg. # of Years	20	22	21	21	18	19	19	
Type of Dwelling								
Single, detached house	51	48	48	49	46	44	48	45
Duplex or townhouse	9	8	9	8	8	8	9	10
Apartment or condo	38	41	40	40	44	43	42	43
Other/ refused	1	3	2	3	2	6	1	3
Person Responsible For Paying The Property Taxes or Rent								
Yes - pay property taxes	41	40	43	42	36	43	43	45
Yes - pay rent	42	46	45	41	49	44	44	42
No	16	14	11	16	15	13	12	12
# of Working Adults Contributing to Household Income								
0	13	16	14	14	10	12	12	11
1	41	42	42	39	42	41	38	39
2	36	36	36	37	41	40	41	42
3	7	3	5	5	5	3	4	4
4+	2	3	2	3	1	2	2	2
Refused	1	1	1	2	1	2	3	2
Household Income								
Under \$10,000	6	5	4	7	6	5	7	5
\$10,000 - \$19,999	12	10	8	8	11	11	9	6
\$20,000 - \$29,999	16	13	10	12	13	12	12	12
\$30,000 - \$39,999	13	14	11	13	10	10	11	9
\$40,000 - \$49,999	11	9	11	8	9	8	9	9
\$50,000 - \$59,999	8	8	9	7	7	7	7	10
\$60,000 - \$69,999	6	6	6	8	4	7	6	6
\$70,000 - \$79,999	4	4	5	3	4	6	6	4
\$80,000 - \$99,999	5	4	6	5	6	8	7	5
\$100,000+	7	7	10.	9	9	11	10	17
Don't know/ refused	11	18	21	18	22	16	16	17

City of Vancouver
— 2006 Business Survey —
Weighted Top-Line Results

- 1a. Now, to begin our questions, [in your view as a member of the business community in Vancouver](#), what is the most important local issue facing the City of Vancouver, that is the one issue you feel should receive the greatest attention from Vancouver's City council?
- 1b. Are there any other important local issues?

	First mention	Total mention
	(353)	(353)
	%	%
Total Transportation	21	36
Traffic congestion	13	24
Lack of/ poor quality of public transit	6	11
Poor condition of streets	1	5
Other transportation	1	1
Issues Re: RAV Line	<1	1
Total Crime	17	30
Theft/ break-ins	10	21
Personal safety	3	7
Drugs/ drug related problems	3	6
Crime/ drugs in Downtown East Side/ crime/ crime prevention	2	2
Downtown East Side problems	<1	<1
Total Taxation	19	28
Property tax increases	17	24
Taxes (general)	1	1
Inefficient government	1	1
Government spending/ overspending	-	1
Deficits	-	<1
Total Social	13	22
Homeless/ poverty	11	18
Lack of affordable housing	2	4
Total Growth	6	7
Over development/ growth	2	3
Too many subdivisions/ housing developments	-	<1
Poor planning	3	4
Total Government	2	2
Provision of municipal services	1	1
Government (gen)	<1	1
Total Economy	2	2
The economy	1	2
Employment/ jobs	<1	<1

1a,b (con't)

	First mention	Total mention
	(353) %	(353) %
Total Environment	<1	1
Pollution/ air quality	-	<1
Garbage/ recycling/ waste management	<1	1
Other	9	22
Parking tax	4	6
Parking	2	6
Business permits/ licenses	1	2
Losing Grizzlies/ Indy/ Symphony of Fire/ public events/ loss of fun	-	<1
Lack of funding from provincial to municipal government	<1	<1
The Olympics (financing/ want more input etc.)	1	2
Lack of office/ commercial space/ high commercial rent/ zoning	-	2
Miscellaneous other	1	5
Nothing in particular/ don't know	12	12

2. Generally speaking, are you satisfied or dissatisfied with the overall quality of services provided to **businesses** by the City of Vancouver?

	<u>1997</u>	<u>2006</u>
	(300)	(353)
	%	%
Very satisfied	19	17
Somewhat satisfied	69	50
Somewhat dissatisfied	5	17
Very dissatisfied	2	8
Don't know	4	8

3. And, would you say that the overall quality of services provided to **businesses** by the City of Vancouver has got better or worse over the past few years? Would that be much/somewhat better/worse?

	<u>1997</u>	<u>2006</u>
	(300)	(353)
	%	%
Much better	1	3
Somewhat better	13	22
Stayed the same	45	34
Somewhat worse	18	17
Much worse	5	7
Don't know	17	17

4. As you may be aware, about one-half of your property taxes as a business goes to the City of Vancouver, and the other half goes to the GVRD and the provincial government. Thinking about all the programs and services **your business receives** from the City of Vancouver, would you say that overall you get good value or poor value for your tax dollar? Would that be very or fairly good/poor value?

	<u>1997</u> (n/a) %	<u>2006</u> (201) %
Very good value	3	6
Fairly good value	50	47
Fairly poor value	24	27
Very poor value	18	9
Don't know	4	11

5. And, in general, would you say that the property taxes you currently pay **on your place of business** are too high, too low, or about right? Would that be much too high/low?

	<u>1997</u> (n/a) %	<u>2006</u> (201) %
Much too high		27
Too high	68	36
About right	24	26
Don't know	8	11

6. As you may or may not know, the City of Vancouver is responsible for providing a variety of different **services to businesses in the city**. I'm going to read you a list of some of these services, and I'd like you to tell me how important each service is to you **as a member of the business community in Vancouver**, that is something you feel City council should pay a great deal of attention to.

Let's use a scale of 0 to 10, where "0" means the service is "Not at all important" to you, and should not be given any priority at all by City council, "10" means the service is "Extremely important" to you **as a member of the business community**, and should be given top priority, and a "5" means the service is neither important or unimportant **to your business**. Remember, you can pick any number between 0 and 10. The first service is **(READ ITEM – RANDOMIZE)**. How important is this to you as a **member of the business community**? What about **(READ NEXT ITEM)**?

	<u>0-6</u> %	<u>7-8</u> %	<u>9-10</u> %	<u>DK</u> %	<u>Avg.</u> #
a) Policing					
1997 (n=300)	7	34	60	-	8.7
2006 (n=353)	10	25	65	<1	8.7
b) Maintenance and repair of sewage and drainage systems					
1997 (n=300)	22	41	37	-	7.7
2006 (n=353)	20	37	43	<1	8.0

6. (con't)

	0-6 %	7-8 %	9-10 %	DK %	Avg. #
c) Maintenance and development of city parks and beaches					
1997 (n=300)	46	37	16	1	6.4
2006 (n=353)	42	39	19	<1	6.6
d) Community centres, ice rinks, swimming pools					
1997 (n=300)	60	31	8	1	5.5
2006 (n=353)	53	36	11	1	5.9
e) Libraries					
1997 (n=300)	50	33	17	-	6.4
2006 (n=353)	47	35	18	<1	6.3
f) Fire protection					
1997 (n=300)	16	36	48	-	8.3
2006 (n=353)	18	28	54	-	8.4
g) Maintenance, cleaning and upgrading of streets and sidewalks					
1997 (n=300)	21	44	35	-	7.8
2006 (n=353)	18	37	44	1	8.1
h) Support for arts and cultural organizations					
1997 (n=300)	68	21	11	-	5.2
2006 (n=353)	55	29	15	<1	6.0
i) Support for community service organizations that help people in need					
1997 (n=300)	45	36	17	2	6.4
2006 (n=353)	36	34	30	-	7.2
j) Planning for the future development of Vancouver					
1997 (n=300)	15	34	51	-	8.2
2006 (n=353)	17	30	52	1	8.3
k) Management of traffic in the city itself					
1997 (n=300)	16	39	46	-	8.2
2006 (n=353)	17	36	48	<1	8.0
l) Garbage collection and recycling					
1997 (n=300)	n/a	n/a	n/a	n/a	n/a
2006 (n=353)	25	33	41	1	7.5
Operating and maintaining a landfill					
1997 (n=300)	36	36	26	2	7.2

7. Currently, the city is legally required to maintain a balanced budget. However, in developing the budget from year to year, the City faces pressures from:

- Increasing costs of existing services;
- Costs of new programs and services demanded by the public;
- Downloading of responsibilities from senior governments; and
- Changes in anticipated revenues.

These pressures often result in a shortfall in the amount of money the City has to spend on the services it provides to **your business**. Finding a balance between adding these new costs to the budget and holding tax increases to reasonable levels means finding ways to fill the shortfall.

There are a number of different options the City has in order to deal with this situation. I'm going to read you a few of these options, and I'd like to know whether you support or oppose each option **as a member of Vancouver's business community**. What about **(READ ITEM – RANDOMIZE)?** Would you support or oppose Vancouver City council taking this action? **Probe...**Would that be strongly or moderately support/oppose?

	<u>Strongly Support</u> %	<u>Moderately Support</u> %	<u>Moderately Oppose</u> %	<u>Strongly Oppose</u> %	<u>Don't know</u> %
a) Raise property taxes to maintain the SAME level of city services you now receive					
1997 (n=300)	7	20	19	54	-
2006 (n=353)	8	24	25	41	2
b) Cut services, but only in SOME service areas					
1997 (n=300)	31	46	9	8	6
2006 (n=353)	18	43	17	13	8
c) Cut services by the same proportion across all services areas					
1997 (n=300)	14	28	21	34	3
2006 (n=353)	7	24	31	36	3
d) Use a mix of both service cuts and property tax increases					
1997 (n=300)	17	30	18	34	1
2006 (n=353)	13	34	21	28	4
e) Charge user fees for some City services					
1997 (n=300)	37	41	11	7	4
2006 (n=353)	27	41	14	13	4

8. Now, thinking about the budget shortfall, would you prefer that the City

Note: If asked about the 6% or what the shortfall is, tell them the budget shortfall is about 29 million dollars. In 1997 the shortfall was 26 million.

	<u>1997</u> (300) %	<u>1999</u> (353) %
Increase property taxes by 6% to cover the budget shortfall	7	14
Cut city services by the amount of the shortfall	31	27
Use a mix of both property tax increases AND service cuts to deal with the budget shortfall	58	49
Don't know	4	9

9. Suppose Vancouver’s City council were to use a mix of service cuts and property tax increases in order to make up the budget shortfall. If this were the case, [as a member of the business community](#), how much do you think the City should raise from property taxes increases and how much from service cuts? For example, out of every \$100 the City needs to find to make up the shortfall, how much would you want the City to get through **(READ FIRST ITEM – RANDOMIZE)** and how much through **(READ SECOND RESPONSE)? (RECORD \$ AMOUNT FOR EACH)**

	<u>Property Tax Increases</u>		<u>Service Cuts</u>	
	<u>1997</u>	<u>2006</u>	<u>1997</u>	<u>2006</u>
	(300)	(353)	(300)	(353)
	%	%	%	%
\$0	n/a	12	n/a	4
\$1 -\$10	↓	4	↓	1
\$11 -\$20		4		3
\$21 -\$30		11		6
\$31 -\$40		7		3
\$41 -\$50		27		27
\$51 -\$60		3		6
\$61 -\$70		4		10
\$71 -\$80		5		5
\$81 -\$90		1		2
\$91 -\$100		4		14
Don't know		n/a		19
Average	\$34.0	\$41.2	\$64.5	\$58.8

10. Suppose Vancouver’s City council were to implement service cuts to help make up the budget shortfall. Thinking about service cuts, would you want City council to **(READ ITEMS – ROTATE)?**

	<u>1997</u>	<u>1999</u>
	(300)	(353)
	%	%
Make higher cuts in SOME service areas and leave other services alone	66	69
Make service cuts in all service areas , proportionately across the board	28	21
Don't know	6	10

11. Now, I’m going to read back to you those services which you felt were NOT very important to you [as a member of the business community](#). The services are **(READ ONLY ITEMS FROM Q.6 WHICH SCORED 6 OR LESS)**. Which ONE of these is least important to [your business](#), that is, something you feel Vancouver City Council should make its lowest priority and be the FIRST area to make cuts in? And, what about its third lowest priority, and be the THIRD area which to make cuts in?

	<u>Lowest Priority</u> %	<u>Second Lowest Priority</u> %	<u>Third Lowest Priority</u> %	<u>Total</u> <u>%</u>
Policing				
1997 (n=300)	1	1	1	3
2006 (n=353)	2	2	1	4
Maintain/repair sewage and drainage systems				
1997 (n=300)	1	4	3	8
2006 (n=353)	1	2	<1	4
Maintain/develop city parks and beaches				
1997 (n=300)	12	12	16	40
2006 (n=353)	11	12	8	31
Community centres, ice rinks, swimming pools				
1997 (n=300)	15	17	17	49
2006 (n=353)	15	12	11	38
Libraries				
1997 (n=300)	5	19	16	40
2006 (n=353)	11	8	9	27
Fire protection				
1997 (n=300)	2	3	2	7
2006 (n=353)	3	1	2	7
Maintain/clean/upgrade streets and sidewalks				
1997 (n=300)	1	2	8	11
2006 (n=353)	2	2	2	6
Support for arts and cultural organizations				
1997 (n=300)	42	18	8	68
2006 (n=353)	24	15	8	47
Support for community service organizations				
1997 (n=300)	8	9	12	29
2006 (n=353)	5	7	3	15
Planning for future development of Vancouver				
1997 (n=300)	1	6	1	8
2006 (n=353)	1	2	3	7
Management of traffic in the city itself				
1997 (n=300)	2	2	1	5
2006 (n=353)	2	1	3	7
Garbage collection and recycling				
2006 (n=353)	4	2	5	10
Operating and maintaining landfill				
1997 (n=300)	8	4	9	21
None/ don't know				
1997 (n=300)	3	4	7	14
2006 (n=353)	5	1	1	5
No low/2nd /3rd priority				
1997 (n=300)	-	-	-	
2006 (n=353)	16	34	44	

12. Now, I'm going to read back to you those services you felt were VERY important to you as a member of the business community. The services are: **(READ ONLY ITEMS FROM Q.6 WHICH SCORED 9 OR 10)**. Which ONE of these is most important to your business, that is, something you feel Vancouver City council should make its top priority and be the LAST area to make cuts in? And, which one should be its second priority and the SECOND last area to make cuts in? And, which one should be its third priority, and the THIRD last area to make cuts in?

	<u>Top Priority</u>	<u>Second Priority</u>	<u>Third Priority</u>	<u>Total</u>
	%	%	%	%
Policing				
1997 (n=300)	39	13	11	63
2006 (n=353)	36	14	4	54
Maintain/repair sewage and drainage systems				
1997 (n=300)	2	7	19	28
2006 (n=353)	3	5	8	16
Maintain/develop city parks and beaches				
1997 (n=300)	2	5	5	12
2006 (n=353)	1	3	5	8
Community centres, ice rinks, swimming pools				
1997 (n=300)	1	4	1	6
2006 (n=353)	<1	1	3	4
Libraries				
1997 (n=300)	1	4	8	13
2006 (n=353)	1	2	3	5
Fire protection				
1997 (n=300)	10	27	10	47
2006 (n=353)	5	13	10	28
Maintain/clean/upgrade streets and sidewalks				
1997 (n=300)	6	5	10	21
2006 (n=353)	5	13	5	23
Support for arts and cultural organizations				
1997 (n=300)	3	-	1	4
2006 (n=353)	3	3	1	7
Support for community service organizations				
1997 (n=300)	3	3	2	8
2006 (n=353)	7	4	3	14
Planning for future development of Vancouver				
1997 (n=300)	15	13	9	37
2006 (n=353)	11	8	10	29
Management of traffic in the city itself				
1997 (n=300)	14	13	12	39
2006 (n=353)	12	9	5	27
Garbage collection and recycling				
2006 (n=353)	3	3	8	14
Operating and maintaining landfill				
1997 (n=300)	3	2	7	12
None/ don't know				
1997 (n=300)	2	5	6	13
2006 (n=353)	4	1	1	4
No low/2 nd /3 rd priority				
1997 (n=300)	-	-	-	
2006 (n=353)	10	21	34	

- 13a. Thinking about tax increases for the moment. In order for the City of Vancouver to raise **\$29** million without any cuts in service, it would mean increasing the amount you pay in property taxes each year by **6** percent. As a member of Vancouver's business community, would you be willing to pay this amount in order to maintain the current level of services provided by the City?

**Willingness to pay property tax increases
- Total Own Business Property or Pay Rent and Property Taxes -**

	Willing To Pay	
	<u>1997</u> (200) %	<u>2006</u> (230) %
An 8% increase	20	n/a
A 6% increase**	23	34
A 4% increase**	48	48
A 2% increase**	64	70
Would not pay any increase	36	28
Don't know	-	1

Note: An 8% increase was asked **only** in 1997 in order to raise \$26 million.

Base: Total who pay business property taxes (either 'own a business property' or 'pay rent plus property taxes as a direct cost')

*** Includes those willing to pay at a higher percentage (8%, 6% or 4%, as applicable).*

14. Now, in order for the City of Vancouver to raise **\$29** million without any cuts in service, it would need to raise the level of taxes your property owner pays by about **6** percent. Your property owner could in turn decide to pass on to you SOME OR ALL of the cost of a tax increase by raising the amount you pay in rent. Thinking about this, would you be willing to pay an increase in rent in order to maintain the current level of services provided by the City of Vancouver?

	<u>1997</u>	<u>2006</u>
Base (renters)		(109)
	%	%
Yes	47	49
No	45	43
Don't know/ refused	8	8

19. As you may or may not know, user fees are currently used to help recover the costs of providing certain City services such as permits and licenses, recreation programs, or sewer and water fees. Would you support or oppose the City charging higher user fees for this type of service and using the extra money raised to help pay for other city services?

	<u>1997</u>	<u>2006</u>
	(300)	(353)
	%	%
Strongly support	32	25
Moderately support	37	43
Moderately oppose	10	11
Strongly oppose	19	17
Don't know	2	4

20a. When it comes right down to it, which would you prefer? **(READ ITEMS – RANDOMIZE; ACCEPT ONE ANSWER ONLY)**

	<u>1997</u>	<u>2006</u>
	(300)	(353)
	%	%
Charging people user fees on SOME City services to help cover the costs of these services	83	75
Raising property taxes to be able to maintain all City services	10	18
Don't know	7	8

20b. When it comes right down to it, which would you prefer? **(READ ITEMS – RANDOMIZE; ACCEPT ONE ANSWER ONLY)**

	<u>1997</u>	<u>2006</u>
	(300)	(353)
	%	%
Charging people user fees on SOME City services to help cover the costs of these services	75	74
Cutting services	22	19
Don't know	3	7

21. This year City Council would like to gather opinions from both residents and business on the issue of shifting some taxes from business to residential properties to reduce **the share** collected from businesses. What, if any, amount of tax shift from businesses to residents would you support?

	<u>2006</u>
Option selected:	(353)
	%
No change in the tax share	31
1% shift in the tax share	25
3% shift in the tax share	26
5% shift in the tax share	16
Don't know/ refused	3

Summary of Acceptable Shift Level:	(353)
	%
No change in the tax share	31
1% shift in the tax share**	66
3% shift in the tax share**	42
5% shift in the tax share	16
Don't know/ refused	3

**** includes higher shifts (3% or 5%)**

22. Which ONE of the following options would you support when it comes to the increased police staffing levels in 2006?

	<u>2006</u> (353) %
No increase in police staff and therefore no tax impact	22
Increase police staff and fund them by increasing property taxes by 0.9% and avoid service cuts	41
Increase police staff and fund them by increasing property taxes by 0.45% and service cuts of \$2 million	22
Increase police staff and fund by service cuts of \$4 million	11
Don't know/ refused	5

Demographics

	<u>2006</u> (353) %
Gender	
Male	74
Female	27
Type of Business Own or Operate	
Professional services	42
Retail	23
Manufacturing	7
Non profit/ church	6
Restaurants/ food	5
Legal/ financial/ medical/ real estate	3
Personal services	2
Wholesale/ processing/ distribution	2
Construction/ development	2
Recreation/ tourist services	2
Auto repair/ leasing	2
Transportation	1
Social services/ care facilities	1
Tourism/ hotels	<1
Miscellaneous	4
Position in Company	
Owner/ president	69
Senior manager	26
Department manager/ office manager	3
Director/ director of marketing etc.	1
Miscellaneous	1
Building Ownership	
Rent	77
Own	22
Don't know/ refused	1
Responsible For Paying The Property Taxes or Rent (n=266)	
Pay rent and property taxes	51
Pay rent only	47
Don't know/ refused	3
Employees Based in Vancouver	
0-4 employees	48
5-9 employees	24
10-24 employees	20
25-99 employees	7
100 or more employees	1

Demographics (cont'd)

	2006 (353) %
Employees Based Outside the City of Vancouver	
0-4 employees	83
5-9 employees	7
10-24 employees	5
25-99 employees	4
100 or more employees	1
Don't know/ refused	1
Number of Years Operating Business in Vancouver	
5 or less	25
6 to 19 years	43
20+ years	32
Don't know/ refused	1
Resident of the City of Vancouver	
Yes	69
No	31
Refused	<1
Language of Interview	
English	93
Cantonese	7
Mandarin	1
Company Size	
Small 0-24 employees	92
Medium 25-99 employees	7
Large 100 or more employees	1