

RR-2(a)



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

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TO: Vancouver City Council
FROM: General Manager of Corporate Services/Director of Finance
SUBJECT: 2007 Operating Budget: Public Consultation

INFORMATION

This report is submitted for the INFORMATION of City Council.

COUNCIL POLICY

There is no applicable Council Policy.

PURPOSE

The purpose of this report is to provide information on the results of the public participation process conducted for the 2007 Operating Budget.

BACKGROUND

On July 20, 2006, Council instructed City staff to implement a public consultation initiative related to the service levels and taxation choices required to balance the 2007 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 601 Vancouver residents and 350 businesses on a range of service and taxation options.

- The "City Choices 2007" process involving an information flyer 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.
- Four public meetings between November 15 and 27, 2006 to hear from the public on the budget challenge. One of the meetings was cancelled due to an unexpected demonstration. 50 people attended the meeting and 32 individuals provided direct comment.

DISCUSSION

The results of the 2007 Operating Budget public participation process are summarized as follows.

a) Telephone Survey

Appendix A (limited distribution to Council members only - on file in City Clerk's Department) is the report from Mustel Group outlining the results of the public poll of residents and businesses and comparing the results with previous years' surveys. The telephone survey provides the City with an opportunity to obtain the views of taxpaying citizens who may not attend a public meeting or complete a questionnaire in a newspaper or on-line. It also has the advantage of providing us with statistically reliable input on issues that are of interest to Council in making its budget decisions at a relatively low cost for the number of responses. It also offers the City an opportunity to examine the trends in how citizens are feeling about different issues.

In 2007 advance notices were sent out to those chosen in the random survey. This advance notice, a copy of which is included in the Mustel Report, directed property owners to the City's website which included background information on the City's budget and budget process. By sending out the notice, those surveyed are more likely to participate and more likely to have some knowledge of the City's budget.

The key findings from the telephone survey are:

Top-of-Mind Issues of Concerns

- **Residents** have identified Social (48% "total mentions"), Transportation (33% "total mentions"), Crime (31% "total mentions"), and Taxation (7% "total mentions") issues as the most important issues facing the City.
- **Businesses** have identified Social (31% "total mentions"), Transportation (29% "total mentions"), Crime (24% "total mentions"), and Taxation (19% "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.

Based on historical trends, transportation/crime have consistently been either #1 or #2 top-of-mind issues for both businesses and residents. This year, social issues have become #1 top-of-mind issue for residents (48%) and businesses (31%).

Perceptions of City Services:

Satisfaction

- **Residents:** 88% of respondents are “very or somewhat satisfied” with the quality of City Services.
- **Businesses:** 70% of respondents are “very or somewhat satisfied” with the quality of City Services.

Perceived Value

- **Residents:** 64% of respondents felt that they receive “very or fairly good value” from the City for their tax dollars.
- **Businesses:** 52% of respondents felt that they receive “very or fairly good value” from the City for their tax dollars, while 36% of respondents felt that they receive “poor value”.

Existing Property Taxes

- **Residents:** 55% of respondents felt that their taxes are “too high”, while 40% of respondents felt that their taxes are “about right”.
- **Businesses:** 55% of respondents felt that their taxes are “too high”, while 36% of respondents felt that their taxes are “about right”.

Acceptance of Tax Increases:

- **Residents:** 87% would accept a 2% tax increase, 73% would accept a 4% tax increase, while 63% would accept a 6% tax increase.
- **Businesses:** 68% would accept a 2% tax increase, 40% would accept a 4% tax increase, while 29% would accept a 6% tax increase.

Olympic Legacy Fund Priorities

- In 2007, one question was added to the survey to obtain input from the public on the establishment of a \$20 million Olympic Legacy reserve fund over the next four years in preparation of the Olympic and Paralympic Games. Both residents and businesses were asked to rate each of the following three broad objectives on a 5-point scale, with 1 being the lowest and 5 being the highest:

Active involvement of spectrum and diverse communities

- **Residents:** 46% rated this a high priority (4 or 5) while 29% rated this a low priority (1 or 2)
- **Businesses:** 50% rated this a high priority while 26% rated this a low priority

Meeting sustainability and accessibility objectives

- Residents & Businesses: 57% rated this a high priority while 21% rated this a low priority

Ensuring a safe, clean, festive, welcoming Vancouver experience for visitors

- Residents: 52% rated this a high priority while 25% rated this a low priority
- Businesses: 65% rated this a high priority while 16% rated this a low priority

Other suggested objectives

- 27% of residents and 28% of businesses provided other objectives - the most significant comments/objectives were:

It should be noted that 10% of residents and 6% of businesses rate all three broad objectives as lowest priority (a rating of "1" to all three), which may indicate the extent to which residents/businesses do not support the Legacy initiative.

Other Suggested Priorities	Residents (% of Other)	Businesses (% of Other)
Housing/Social related priorities such as: <ul style="list-style-type: none"> • Homelessness • Citizen first: provide assistance to low income people displaced by Olympic preparation • Creation of a mixed income housing for Olympic venues/ensure they are not turned into high income condos only 	35%	23%
Cost-Related comments such as minimize the impact of the Olympic games on property taxes	38%	42%
Security/Safety related concerns to ensure the City is safe for both residents and visitors	24%	12%
Transportation such as improved traffic flow and transit	17%	27%

Mustel Group will provide a short presentation to Council on February 13, 2007, on the findings from the "2007 Budget Allocation Study - Wave 9".

b) City Choices Flyer

The 2007 City Choices Flyer, titled "Creating the City You Want", was distributed by the Vancouver Courier and the Chinese language Ming Pao, and was available on the City's website and in the City's libraries and recreation and community centres. In an attempt to solicit input from businesses, flyers were sent to all Business Improvement Areas (BIAs) and known business group representatives. Included in the flyer is a background on the 2007 Operating Budget, the proposal to create an Olympic Legacy Reserve, and a survey. It should be noted that the survey does not provide a breakdown of opinion between businesses and residents.

In an attempt to solicit as much input as possible, advertisements were placed in 11 community newspapers prior to the insert being published asking the public to look for the flyer/survey in local newspapers and on the City's website (see Appendix 3 for a background on the advertising/communication process).

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 1,711 responses, of which 1,469 were received through the City's website. This represents an increase of 20% and 71% over 2006 and 2005 participation levels respectively.

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

Acceptance of Tax Increases

- 78% would accept a 2% tax increase, 60% would accept a 4% tax increase, while 40% would accept a 6% tax increase.

Priority for City Services

- The City Choices survey attempted to gauge which services the public felt funding should maintained, increased or potentially decreased to balance the budget. The most popular choices were: maintain Fire Services (66% of respondents); increase Community and Social Services increased (47%); and decrease Support & Legislative Services (54%).

Olympic Legacy Fund Priorities

- As with the public opinion survey, a new question was added to the City Choices survey to obtain input from the public on the establishment of a \$20 million Olympic Legacy reserve fund over the next four years in preparation of the Games. Respondents were asked to rate each of the following three broad objectives on a 5-point scale with 5 being the highest and 1 being the lowest.

Encouraging citizen, business and community participation in the Games

- 23% rated this a high priority (4 or 5) while 47% rated this a low priority (1 or 2)

Ensuring the Games meet the City's sustainability and accessibility objectives

- 46% rated this a high priority while 30% rated this a low priority

Ensuring a safe, clean, festive, welcoming Vancouver experience for visitors

- 28% rated this a high priority while 39% rated this a low priority

Other suggested objectives

- 34% provided other objectives - the most significant comments/objectives were:
 - cost impact comments such as minimize the impact of the Olympic games on property taxes (42% of "other" objectives)
 - not to support the creation of the fund (38% of "other" objectives)
 - provide funding for housing related issues (27% of "other" objectives)

It should be noted that 17% of respondents rated all three broad objectives as lowest priority (a rating of "1" to all three), which may indicate the extent to which residents/businesses do not support the Legacy initiative.

c) Public Meetings

At the direction of Vancouver City Council, the City organized four evening public meetings located in the major areas of the City between November 15, 2006, and November 27, 2006. The results of these meetings are summarized in Appendix C.

Two unfortunate events occurred during the public process: an unexpected demonstration that resulted in the cancellation of the November 20th meeting and a snow storm on the final public meeting on November 27th. Even with these obstacles, 50 people attended the public process compared to 42 that attended in the 2006 budget process.

Major Topics of discussion were:

Olympic Legacy Reserve Fund

The 2007 Operating Budget public consultation included input on a request to create an Olympic Legacy Reserve with \$5 million contribution for the next four years from the Operating Budget. The comments from the attendees included:

- The lack of a formal report/plan on the proposed Olympic Legacy Reserve makes it difficult for the public to make comments on the merit of the proposal
- Concern was expressed that the City Choices flyer did not ask directly whether the public supported the creation of such a reserve but rather asked input on what the priorities for the use of the funds should be
- Increasing funding to create the Olympic Legacy Reserve contradicts information that was released as part of the referendum on the Olympic Games that there would be no financial impact to the City for hosting the Olympic games
- City services should not be impacted by the creation of the reserve
- Addressing homelessness should be an Olympic Legacy to strive for

Public Participation Process

Some concern was expressed over the 2007 Operating Budget process including:

- A desire for more public meetings to provide greater opportunity for consultation
- That the public meetings should be advertised more extensively
- That a more extensive distribution of the City Choices flyer should occur and that the existing distribution was problematic
- That the survey did not distinguish between business and property owners nor did it address the issue of tax distribution

Cuts to Services or Increases to Taxes

A number of attendees discussed the trade offs between increased taxes and potential service cuts. Some of the comments that arose in the public meetings included:

- Existing services should not be adjusted to fund the Olympics
- Taxes should be increased to maintain existing services
- That there is an opportunity to maintain existing services and not increase taxes by holding wages and cutting grants

Homelessness & Housing

Five representatives spoke to the issues of homelessness and housing. Some of the comments included:

- Council should work with the two other levels of government and initiate a plan to build more housing
- Housing/homelessness is a higher priority than the Olympics
- The lack of a 24/7 women's shelter is problematic in that a significant number of women live on the streets of the Downtown Eastside and most of the missing women in the Lower Mainland originated from the Downtown Eastside
- Funding from the Property Endowment Fund and Contingency Reserve should be allocated to provide housing and shelter

Business vs. Residential Tax Increases

Six business owners and representatives of Business Improvement Associations (BIAs) spoke at the public meetings. These speakers talked about the importance of small business to the health and vibrancy of the City. Further, they expressed concern over the high taxes for business property owners and most argued for no tax increase for businesses. Further, most of the speakers expressed concern that business property owners subsidize residential property owners by bearing a greater burden of the overall property tax distribution.

d) Public Process Overview

A few members of the public that have provided feedback on elements of the public consultation process, some of which is noted in Appendix D. The following addresses some of the main comments that have been provided:

- *City Choices insert was not correctly distributed in The Vancouver Courier.*

A total of 237,725 4-page inserts were printed and distributed in English and Chinese. There was one insertion error made by The Courier, in the Eastside edition. In response Courier reprinted the flyer without charge and an extension on the survey deadline was provided. The Courier confirmed that the Westside and Downtown editions contained correct centre-of-paper insert locations. An additional advertising package for Stong's was inserted near the centre of some Westside and Downtown edition papers, however this package had a completely different appearance compared to the City Choices insert and was easily differentiated.

- *Not enough advertising for the meetings.*

The meetings and online survey options were advertised in 11 community newspapers, including multiple language papers. This year's consultations received more advertising than in previous years. Five advertisements appeared prior to the insert's distribution, and six advertisements appeared following the insert's distribution. Advertisements were placed in English and community papers for other languages (see Appendix D).

All ad placements were arranged to provide timely notice for all the meetings, starting with the November 15 meeting, as per usual City standards of meeting notification. The total cost for advertising was approximately \$3,500.

Newspaper advertising was supported by notices in various pages on the City's website; CityWeek bulletins; news releases (3); posters; distribution of the flyer to civic facilities and BIAS.

Lastly, an article appeared in The Courier, which included all meeting dates.

- *Inserts not available at libraries and community centres. BIAs did not receive enough copies.*

Libraries, community centres and BIAs received 3500 copies of the insert. Libraries and community centres control how many copies of a document they will accept, and request more copies if needed. The libraries received more copies than last year. Additional copies were requested, and sent immediately, to the Marpole and Britannia library branches. All 24 community centres requested and received the same number of copies as last year. We received no additional requests this year.

Similar to last year, the 18 Business Improvement Associations received 450 copies.

- *The survey in the flyer did not provide an opportunity to provide input on business property taxes*

In 2006, the City Choices survey solicited input from both residents and businesses on the distribution of property taxes between these two taxpaying groups. This year input on this issue was not pursued given that the City has a separate process to deal with the issue of tax distribution. A Property Tax Policy Review Commission has been established to engage Vancouver's business and residential communities, as well as other key stakeholders, in order to:

- recommend to Vancouver City Council a long-term policy that will define and achieve a "fair tax" for commercial property taxpayers, addressing the perceived inequity in the share of the City of Vancouver's property tax levy that is paid by the non-residential property classes, as compared to the share paid by the residential property class, and
- recommend a strategy to enhance the stability and predictability of property taxes for individual properties in the face of sudden, large year-over-year increases in market value.

The results of the Commissions work will be provided to Council on March 13, 2007. Should the work of the Commission not be completed by March 13, 2007, interim recommendations will be made with the final recommendations of the Commission to be delivered to Council no later than June 1, 2007.

- *The survey did not provide an opportunity for respondents to indicate whether they support the creation of an Olympic Legacy Reserve*

The question included on the Olympic Legacy Reserve attempted to solicit input on the priorities for the reserve, should it be created. The three priorities were as follows:

- Encouraging citizen, business and community participation in the Games
- Ensuring the Games meet the City's sustainability and accessibility objectives

- Ensuring a safe, clean, festive, welcoming Vancouver experience for visitors

Further, an opportunity was provided for respondents to indicate what would be their "other" priorities for the fund.

Though not explicitly asked, respondents were able to indicate their support for the creation of the Reserve Fund. In particular those that had a concern could choose to rank all of the three objectives as a low priority or could express their views through the "other" category. Both the Mustel Survey and the City Choices survey did identify that there was a segment of the population that had concerns over the creation of such a fund.

- *This year's public process did not attract sufficient participation*

This year's process was hampered by two external factors - an unexpected demonstration and a snow storm. Even with these unfortunate events, participation levels at the public meetings were slightly higher than 2006. The survey on the other hand had the highest level of response in its history, a 20% increase over 2006 and 71% increase over 2005.

There has been some comparison made to the processes in 2004 and 2005 which was organized by the Mayor's Office. These "Mayor's Forums" were very different processes:

- In 2004 two Mayor's Forums were held on the budget as an offshoot of the Mayor's Forums on Livability and Neighbourhood Safety. The budget forums did not focus solely on the Operating Budget but rather focused on two themes: a) Poverty, Homelessness, and Provincial Offloading and b) Crime and Safety. Approximately 300 people attended these two meetings.
- In 2005 the Mayor's Forums which involved 11 stakeholder meetings and 6 public meetings. The public component of the meetings garnered the same level of participation as this year's meetings. Approximately 300 people attended these 17 meetings in total.

Each process has been very different. This year's process was more generic than the two years described in that there were no themes or stakeholder meetings. For a broader budget public consultation process the challenge is to gain the interest of the general public without narrowing the focus of the budget. This year a more extensive advertising program was introduced, however, given the two external impacts noted (protest and snow) participation remained relatively low.

Lastly, public input cannot be limited to one form given that not all residents and businesses are motivated to participate in a public way or at meetings. For this reason, the City's public consultation process uses three techniques to garner input: telephone survey; self selecting survey; and public meetings. Through these three processes, a total of 2,700 individuals are able to provide their input to the budget process.

e) Summary of Results

There is a significant amount of information that has been gathered as part of the public process. However, there are some themes that can be extracted from the three elements of the public consultation process:

- Social issues, Crime, and Transportation are the main priorities for citizens. Social issues such as homelessness has become a significant concern.
- Respondents are in favour of increasing property taxes to maintain services, however businesses are much more sensitive to property tax increases.
- The priority for the use of the proposed Olympic Legacy Reserve is recommended to be:
 - Businesses - Ensuring a safe, clean, festive, welcoming Vancouver experience for visitors
 - Residents/City Choices - Meeting sustainability and accessibility objectives
- Those that attended the public meeting and some of the respondents to the telephone and City Choices survey have concern over the creation of the Olympic Legacy Reserve.

FINANCIAL IMPLICATIONS

There are no financial implications.

CONCLUSION

The 2007 Operating Budget included a three-stage public participation process - a telephone survey conducted by the Mustel Group, City Choices flyer and questionnaire, and public meetings. The results of the three processes are enclosed in this report. City staff are always looking for ways to improve on the consultation process and will provide recommendations for the 2008 Operating Budget.

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Appendix A

City of Vancouver

2007 Budget Allocation Study Wave 9

December 2006

Presented to:

City of Vancouver
Vancouver, BC

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Executive Overview

Introduction

In developing its annual budget the City of Vancouver, since 1997, has surveyed City residents on its budget challenges. In addition, businesses were initially surveyed in 1997 and again for the 2006 and 2007 budget tracking research.

For the 2007 Budget Allocation study random telephone interviews were completed with a total of 350 businesses located in the City of Vancouver and with a total of 601 City residents 18 years of age and over. Interviewing was completed November 15-19, 2006. Key findings are summarized briefly in this *Executive Overview*. Further details are presented in the *Detailed Findings* section.

Key Findings

Perceptions of City Services

While satisfaction with the overall quality of city services remains high among residents, the business community's ratings continue to be significantly lower than in the 1997 benchmark. Nevertheless, residents and business people alike continue to perceive an improvement in the quality of city services over the past few years.

Satisfaction

- Currently, most **residents** (88%) are “very or somewhat satisfied” with the quality of city services.
- As well, the majority of **business** operators (70%) are “very or somewhat satisfied”, but still significantly less than found in 1997 (88%).

Change in Quality

- Among residents, there has been a steady improvement since 2002 in the perceived quality of City services. Currently, 33% think the quality of services has gotten better, while 23% perceive deterioration, reversing the pattern seen in 2002.
- Similarly, among the business community, improvements are noted since the 1997 benchmark. Currently 27% of business operators believe the quality of city services has improved in the past few years, almost double the proportion found in 1997. Since then, the proportion sensing deterioration appears marginally lower (now 19%).

Opinion on Amount of Property Taxes Paid

- Both homeowners and businesses find their taxes to be too high. Among residents, 55% say “too high” vs. 40% “about right”. Businesses that pay property taxes as a direct cost also skew to “too high” 55% vs. 36% “about right”, but less dramatically than in the past. Business property owners are more likely than renters to hold this view (62% too high vs. 49% of renters who pay property tax).

Perceived Value

- A majority of residents say that they receive very or fairly good value from the City for their tax dollars (64%), similar to the past five year average (63%).
- Just over half of businesses who pay property tax as a direct cost are less likely than residents to feel they receive very or fairly good value (52% vs. 36% saying poor value), similar to past results.
- Despite a discernable improvement since 1997 in quality perceptions of City services, no reduction is yet seen in the proportion that perceives “poorer value”. 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 continue to generally agree on broad fiscal management options to cover shortfalls.

- As found in the past, the most popular is “user fees for some City services” (strong or moderate support from 58% of residents and 64% of businesses).
- Second highest overall support is for “service cuts but only in some areas” (51% of residents, 60% of businesses).
- Both stakeholder groups agree that the least favoured option is “cuts to services by the same proportion across the board” (strongly or moderately supported by just 29% of residents and 30% 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 cover shortfalls. Residents (45%) and businesses (47%) much prefer a mix over 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 and businesses (63% each) support higher user fees in order to help pay for other city services, as seen in past measures.
- 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 (65% and 76%, 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 residents and businesses (81% and 76%, 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. A majority of municipal residential taxpayers claim that they are willing to accept the possible municipal tax changes proposed in order to maintain present service levels. However, owners of the most valuable properties (\$800K+) are divided about acceptability of a 6% tax increase (only 51% say they are willing to pay).

Businesses are much more sensitive than residents to property tax increases and majority agreement is only reached when the amount is a 2% tax hike (68%). Furthermore, resistance is directionally greater at this time to a 4% increase compared to the last measure and greater than found in 1997 for a 4% or 6% increase. However, at 2% the results are stable.

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

- With a 6% increase – 63% of homeowners and 29% of businesses
- With a 4% tax increase – 73% of homeowners and 40% of businesses
- With a 2% hike -- 87% of homeowners and 68% of businesses

Renters largely accept a \$3 per month rent increase to maintain current service levels.

Service Priorities for Budget Allocation

Most important **top-of-mind concerns for council to address** among both residents and businesses are the *social* problems of homelessness, poverty and affordable housing, along with *transportation* and *crime*. These concerns are reflected as well in stakeholders' budget priorities.

The service that residents and businesses most want to **protect from budget cuts** is *policing*, which remains the top service priority for both residents and businesses, ahead of other service areas. *Fire protection* is also a top priority for both stakeholder groups. *Traffic management* is of greater importance to business and *support of community services organizations* to help needy people has higher value to residents. Other service areas that follow these closely in the ranking are planning for future development and, for businesses, streets/sidewalks as well).

Note that the issue of homelessness may be reflected as service priorities in both policing and support for community service organizations to help the needy.

Services deemed by the public and the business community as the **first areas for making budget cuts** are likely of lesser urgency and therefore, of relatively lower priority. *Arts and cultural support* head this list among both businesses and residents, followed then by *community centres/pools and rinks*, then *libraries* and *parks/beaches*. Businesses and residents agree on this rank ordering.

Olympic Legacy Fund Priorities

Both businesses and residents have a tendency to place high priority on all the broad Olympic preparation objectives rather than to consider them a neutral or low priority. Among businesses, the most popular of the City's objectives, by far, is being a good host by ensuring visitors experience a safe, clean, festive and welcoming Vancouver. Residents, particularly the younger segment (under 35 years of age), are more apt to embrace the objective that addresses sustainability and accessibility.

Actively involving the spectrum and diversity of Vancouver's communities is also supported as a high priority, but, to a lesser degree than the other objectives.

When given the opportunity, some residents and businesses raise other objectives that they believe are of high priority. The most common are cost-control issues (staying on budget). Other issues include safety, transportation, housing-related issues (addressing homelessness, displacement by Olympic preparations and post-Olympic mixed housing on venues).

Conclusions

- While services such as policing, fire protection, traffic management and planning future development remain top priorities for funding, social issues of homelessness, poverty and affordable housing have become a greater concern that residents and businesses identify as perhaps the most urgent for Council to address at this time.
- Sensitivity to tax increases are largely unchanged among residential property tax payers in the City with a majority of homeowners (63-87%) accepting increases of 2%, 4% or 6%. Among businesses that pay property tax as a direct cost, there is much greater sensitivity to increases. Nevertheless, a large majority of businesses would be willing to pay a 2% increase to maintain the current service levels (68%).
- 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 City objectives for 2010 Olympic preparations, the public and business community tend to consider the three proposed broad objectives as high priorities, as opposed to neutral or low priority ratings on a five-point scale. The business community places greatest importance on being a good host to visitors, while residents give highest priority to sustainability/accessibility and sustainability/accessibility objectives. As well, over one-quarter of businesspersons and residents surveyed offer other objectives of high importance to them, focusing on cost (meeting budgets) and housing (homelessness, displacement, post-event housing) issues.

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. From 1998 to 2005 only residents' opinions were polled in years of budget shortfalls. Since 2006 both businesses and residents have been surveyed.

Anticipated shortfalls have varied from year to year. In 1997 the shortfall totalled \$26 million dollars, in 1999 \$16 million. Budget shortfalls were \$20 million annually from 2001 to 2004, \$25 million in 2005 and \$29 million in 2006. The 2007 shortfall is about \$30 million.

The same core measures have been surveyed in each study, monitoring attitudes for shifts in and/or confirmation of priorities and opinion, as well as ad hoc opinions on topical budget-related issues. 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 opinion on one additional issue is included:

- Priorities for the planned Olympic Legacy fund

Methodology

The basic telephone methodology of past budget allocation surveys was replicated. In addition this year, an advance letter from the City of Vancouver Director of Budgets was mailed to resident household and business samples notifying of the telephone survey and the availability of the City's Budget 2007 information flyer and website. A copy of the letter is appended.

Residential Survey

Random telephone interviews were conducted among residents of the City of Vancouver 18 years of age and over. For this wave of research, a total of 601 interviews were completed, distributed 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 final residents' sample was weighted 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>
	(601)	(601)
	%	%
Gender		
Male	50	49
Female	50	51
Age		
18-24	4	10
25-34	17	24
35-44	25	22
45-54	22	18
55-64	13	10
65 and over	19	16
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	537
Chinese (Cantonese and Mandarin)	62
Tagalog	2

Note that based on a question about ethnic background, 25% of the sample reports being of Chinese heritage and 9% report other Asian roots (Punjabi/Pakistani, Indian, Filipino, Japanese, Vietnamese, Korean, etc.).

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 91% of businesses are small (under 20 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>
	(350)	(350)
	%	%
Company Size		
Small 0 -19 employees	56	91
Medium 20-99 employees	29	7
Large 100 or more employees	15	1

As needed, business respondents were offered the survey in alternate languages, as for the resident survey. A total of 13 business surveys were completed in Chinese (all 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. In anticipation of the budget decision-making early in 2007, the fieldwork for the 2007 Budget Allocation study was completed November 15th to 19th, 2006 on weekdays among businesses from 8 a.m. to 5 p.m. and among residents between 4 and 9 p.m. and on Saturdays between 10 a.m. and 4 p.m. and Sundays between 1 and 7 p.m. Call-back appointments were scheduled to suit respondents beginning at 8a.m.

Copies of the questionnaires are appended (including the Top-Line results for each question and the past tracking data).

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 2006-2007	1997 and 1999-2007	1999-2007 (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 2003 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.

Base sizes shown in graphs and tables of this report reflect the actual (rather than weighted) number of interviews completed. Tracking results illustrated in the charts and graphs are presented for 1997 and for the most recent five years. The results for all years of tracking are shown in the Top Line Questionnaires appended to this report.

Detailed Findings

1. Most Important Issues Facing Vancouver

1.1 *Top-of-Mind Issues*

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

Overview

The importance of social issues, focusing on homelessness and poverty, as well as the lack of affordable housing, has risen significantly in recent years among not only the public but also among the business community. Currently, social issues are by far the top concern among residents. As well among businesses, social issues share the top position with transportation. Homelessness Awareness week in mid-October this year may have elevated the profile of this and related social issues at this time. Nevertheless, homelessness, poverty and housing affordability continue to be perceived as the most critical of issues to be addressed.

City residents and business operators also continue to identify transportation and crime as top issues in need of City Council's attention. In the past taxation ranked as a higher concern for businesses, but this year its level of importance has declined, perhaps overshadowed by homelessness and related social issues. Despite the decline, businesses still consider taxation to be of much greater importance than residents.

Residents

- Social issues have gained increasing prominence among residents and are mentioned by an unprecedented 48% this year. Concern about social issues is highest amongst renters (61%).
- Transportation and crime issues are at typical levels. Transportation comments focus on traffic congestion (though somewhat reduced this year) and a lack of or poor public transit.
- Residents' concerns about crime range from thefts/break-ins to personal safety and drug-related issues, including Downtown Eastside problems.
- Currently, taxation is at a typical level among residents, well behind the top three issues. No changes are noted for other issues this year.

Business

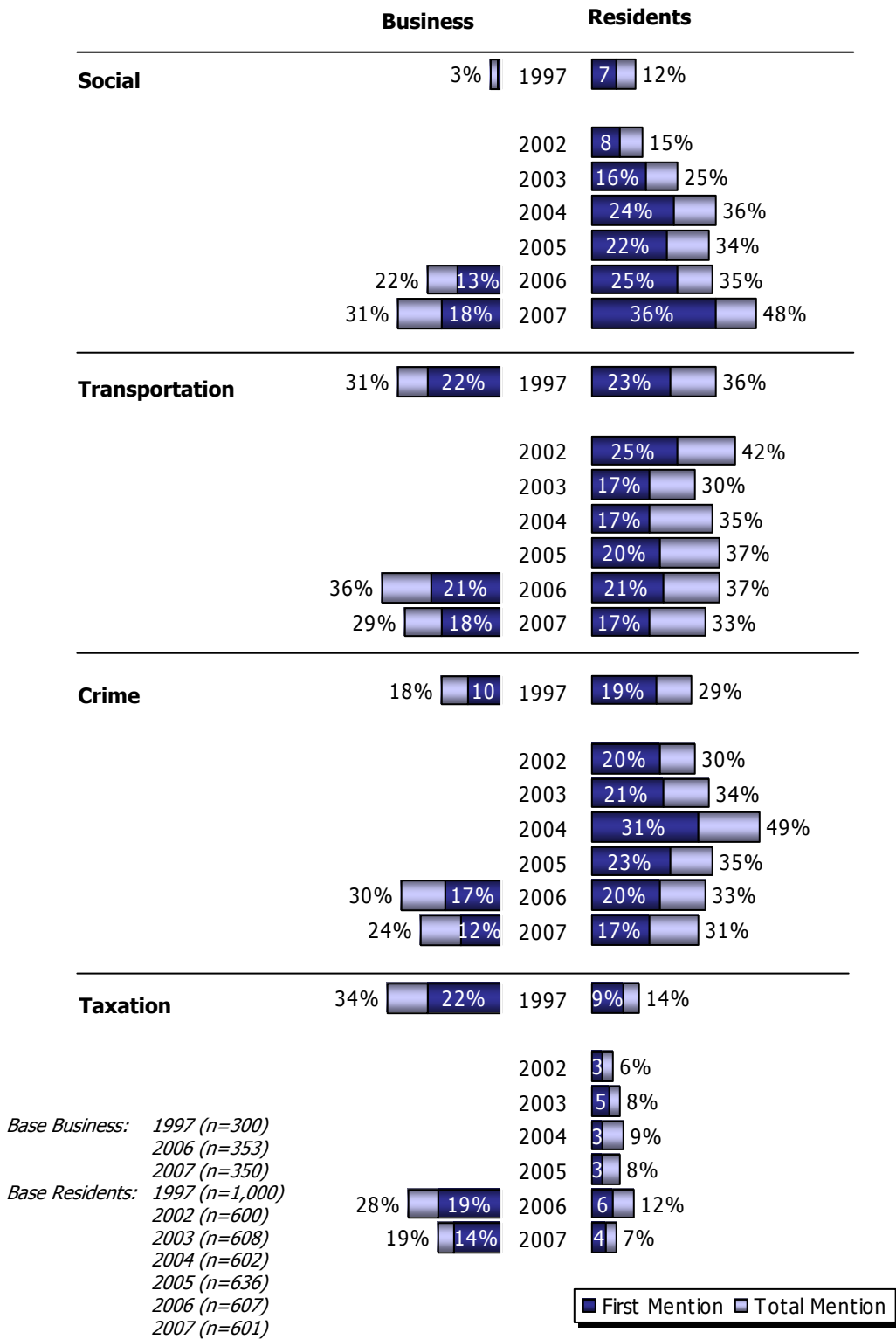
- Concern for social problems (mainly homelessness and poverty) has increased further at this time, now ranking as the most important issue, along with transportation. Traffic congestion is the main transportation concern from the business perspective.
- Ranking second among businesses are crime and taxation. Comments about crime largely deal with thefts/break-ins and Downtown Eastside problems, while taxation concerns are focused almost entirely on property taxes.

Demographic Trends

Significant differences by sub-segments compared to their counterparts are noted below.

More attention from:		
Issue:	Residents	Business
Transportation	Homeowners, SW residents	Professional services
Social	Renters, Downtown, NW, NE residents; Apartment/condo dwellers	Professional services, Downtown businesses
Crime	Homeowners, NE residents	Eastside, Retail
Taxation	Homeowners, Single-detached Residents for 10+years	Pay property tax plus rent, Eastside, Retail
Environment	Children in household	

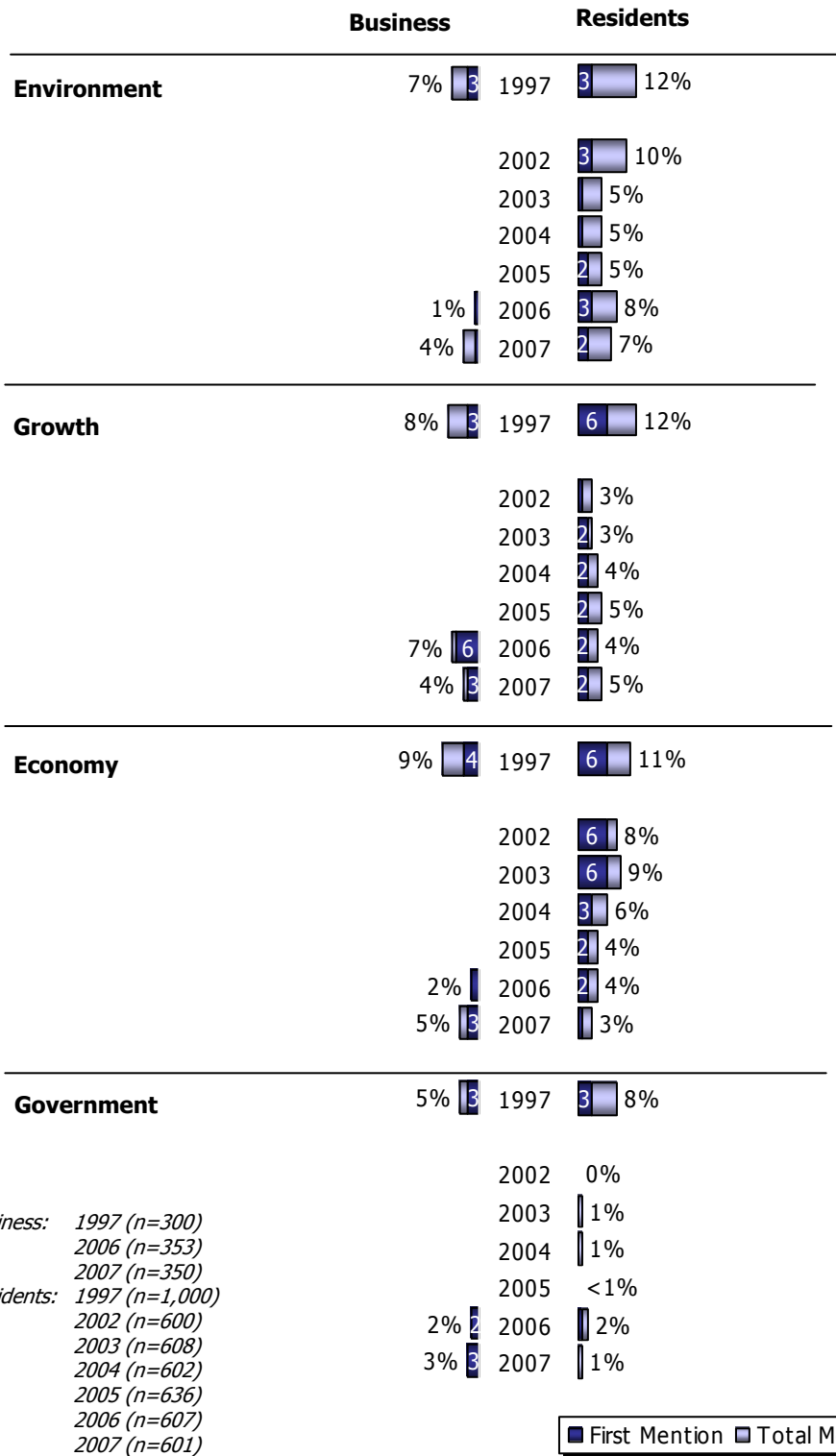
Most Important Issues Facing Vancouver - Major Mentions Only -



Q.1a) Now, to begin our questions, in your view [as a resident of Vancouver] [as 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?

Q1b. 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] [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?

Q1b. Are there any other important local issues?

2. Perceptions of City Services

Overview

Overall, satisfaction with the quality of City services appears marginally better among both residents and the business community. While perceptions of *improved* quality of city services continue to inch upward among both stakeholder groups and have currently reached the highest levels measured in the tracking studies, value perceptions are unchanged. This suggests that stakeholder expectations may be rising.

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 similar to the last wave, but slightly higher than in previous years.

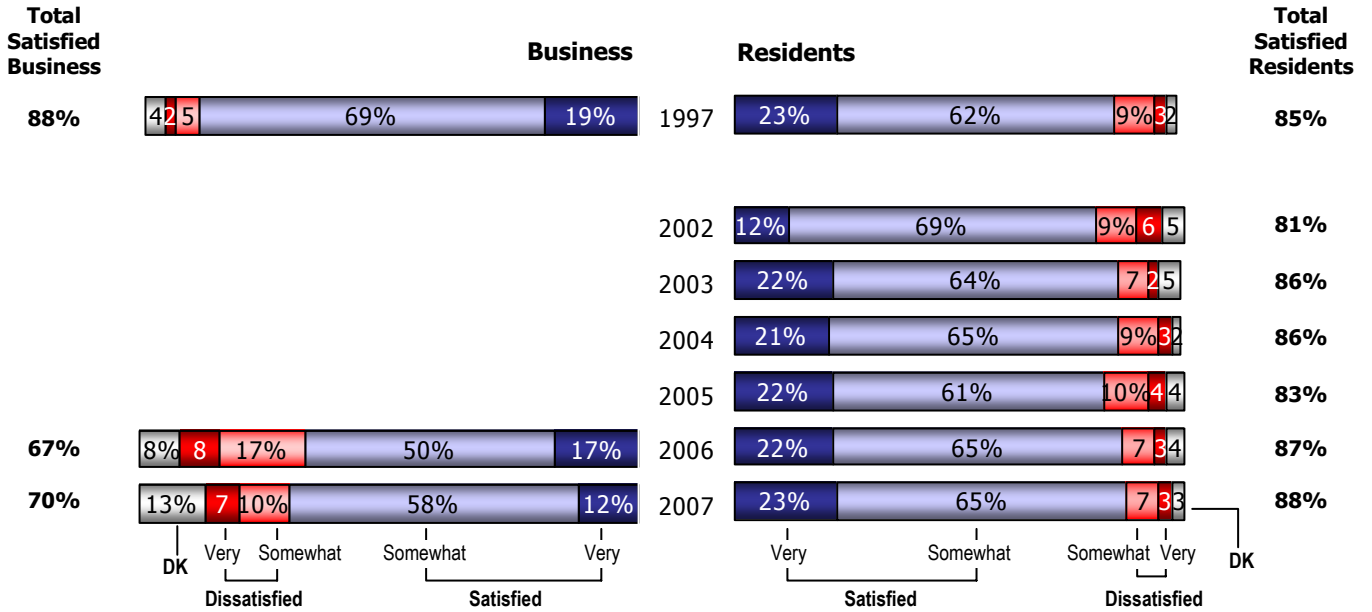
- Currently, 88% in total are “very or somewhat satisfied” with the quality of services and over one-in-five are “very satisfied”.
- Dissatisfaction remains low (currently 10% in total).

Business

Unlike the relative consistency seen over the years for residents, business operators continue to be somewhat less satisfied with City services than found back in 1997.

- Currently, seven-in-ten business operators (70%) are very or somewhat satisfied with the quality of city services, but still significantly lower than in 1997 when the overall level was 88%.
- It is encouraging though that dissatisfaction has dropped since the last measure (now 17% vs. 25% in the last tracking study).

Level of Satisfaction with City Services



Base Business: 1997 (n=300)
 2006 (n=353)
 2007 (n=350)

Base Residents: 1997 (n=1,000)
 2002 (n=600)
 2003 (n=608)
 2004 (n=602)
 2005 (n=636)
 2006 (n=607)
 2007 (n=601)

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

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

Residents

The perceived quality of City services has seen a gradual improvement since a low point in 2002.

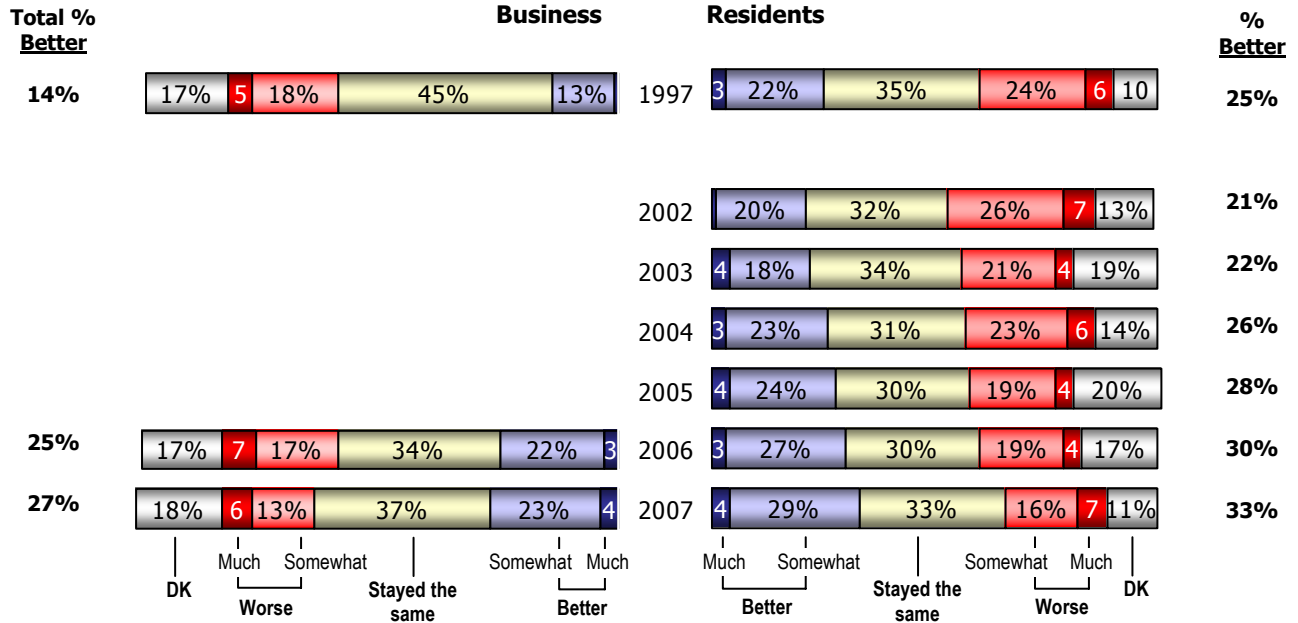
- Currently, 33% in total think the quality has gotten better (much better or somewhat better), steadily improving each year.
- At the same time perceptions of deteriorating quality has remained at the 23% level for the last few years, while the no opinion level fluctuates (between 10-20%).
- The proportion seeing no change is fairly stable (currently 33%).

Business

The improvement since the 1997 benchmark has been maintained in the current measure.

- At this time 27% of business operators believe the quality of city services has improved, almost double the proportion found in 1997 (14%).
- Those who perceive no change is 37% now, similar to the last wave of tracking and down from 45% in 1997.
- Meanwhile, fewer consider the quality to have worsened (19% at this time).

Perceived Change in Quality of City Services over Past Few Years



Base Business: 1997 (n=300)
2006 (n=353)
2007 (n=350)

Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)

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

Value perceptions are stable. Despite some signs of improving perceptions in quality of City services within the past few years, there has been no impact as yet on overall perceived value.

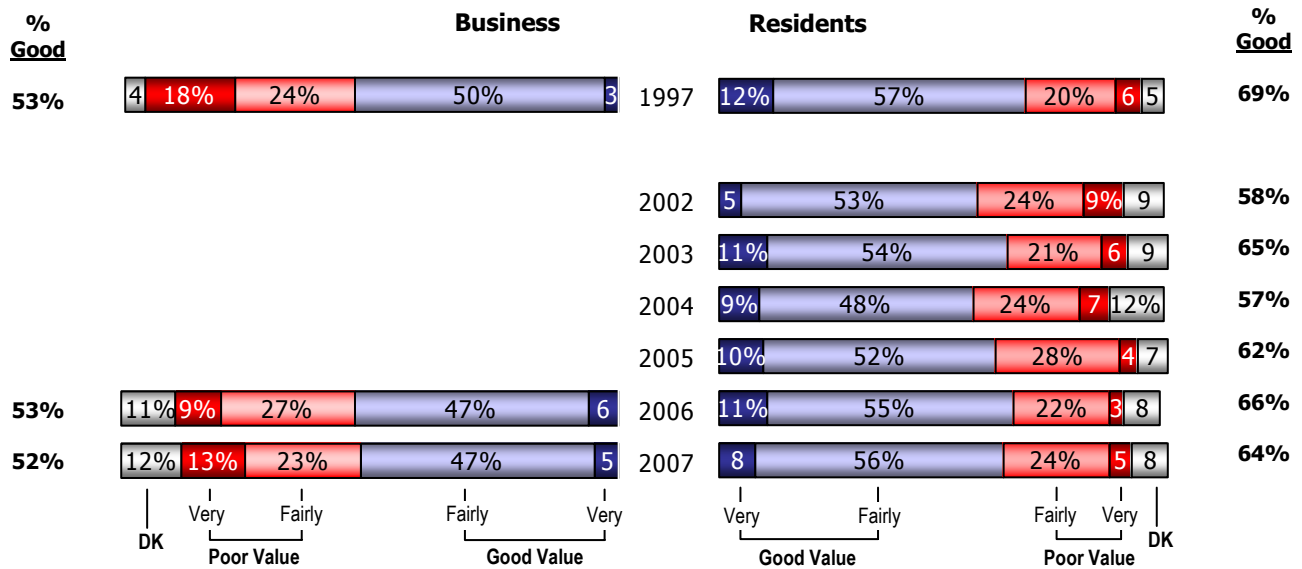
Residents

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 (64%).

Business

Opinions on perceived value are stable for the business community. Just over half say they receive very or fairly good value (52%), which is skewed to a more positive view (vs. 36% saying poor value).

Perceived Value of City Services



Base: Businesses who pay property tax:
 1997 (n=na)
 2006 (n=201)
 2007 (n=247)

Base: Home owners:
 1997 (n=463)
 2002 (n=292)
 2003 (n=240)
 2004 (n=268)
 2005 (n=299)
 2006 (n=317)
 2007 (n=347)

Q.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 [you receive] [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/fairly good/poor value?

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, and*
- 5) *Service cuts across all service areas.*

Overview

Residents and business operators continue to generally agree on broad fiscal management options. As found in the past, the most popular is "***user fees for some City services***" (strong or moderate support from 58% of residents and 64% of businesses). Second highest overall support is for "***service cuts but only in some areas***" (51% of residents, 60% of businesses).

Both stakeholder groups agree that the least favoured option is "***cuts to services by the same proportion across the board***" (strongly or moderately supported by just 29% of residents and 30% of businesses).

Residents

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

- User fees for some City services (58%)
- Cut services only in some areas (51%)

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

- Cuts in services by the same proportion across all areas (67%)
- Mix of service cuts and property tax increases (58%)
- Raising property taxes to maintain same level of service (56%)

These levels of opinion are in a typical range.

Business

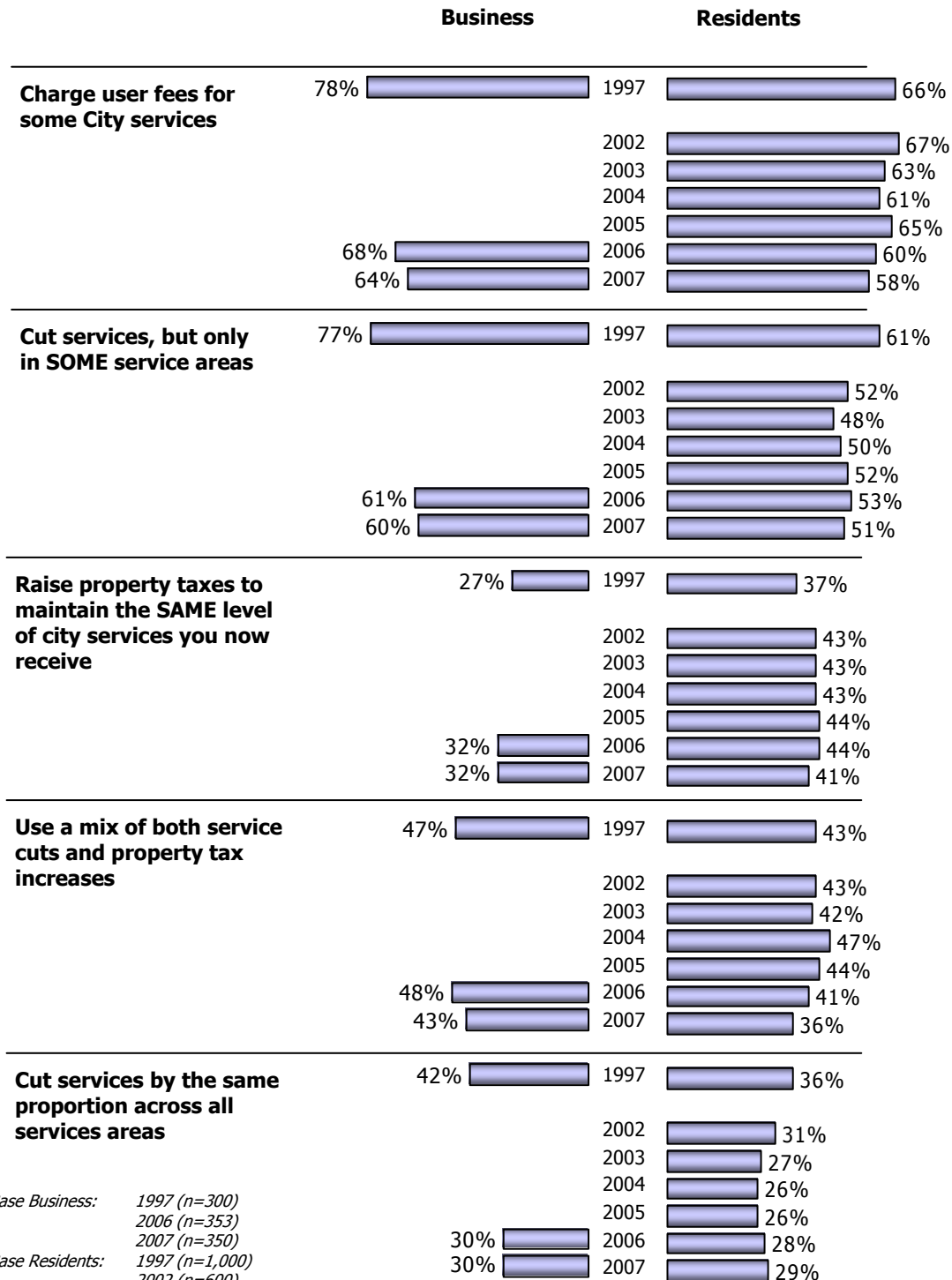
City businesses tend to **support** (strongly or moderately):

- User fees for some City services (64%)
- Cut services only in some areas (60%)
- Even though support is highest for these two management options, support is significantly lower than seen in 1997.

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

- Cuts in services by the same proportion across all areas (65%). Compared to 1997, more businesses are now opposed to “cutting services across all areas by same proportion” (65% vs. 55% in 1997).
- Raising property taxes to maintain same level of service (66%)
- Opinion about using a “mix of service cuts and property tax increases” has shifted toward opposition (54% oppose vs. 42% support).

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



Base Business: 1997 (n=300)
2006 (n=353)
2007 (n=350)

Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)

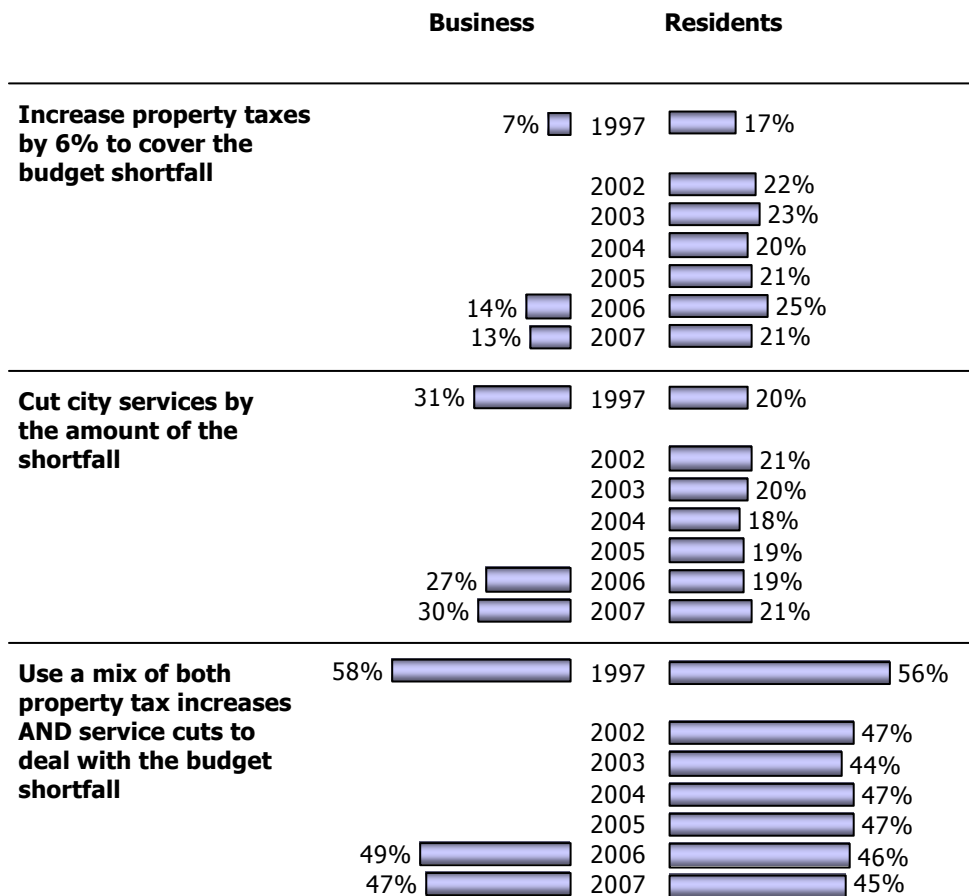
Q.7) Currently, the City is legally required to maintain a balanced budget. However, in developing the budget from year to year, the City faces pressures ... There are a number of different options the City has to deal with this situation. I'm going to read you a few of these options, and I'd like to know whether you support or oppose each option [as a member of Vancouver's business community] ?

3.2 Preferred Fiscal Management Option

If forced to choose one fiscal management option, the preferred one continues to be using a *mix of both service cuts and tax increases* to deal with the shortfall. Both residents (45%) and businesses (47%) 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)
2007 (n=350)

Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)

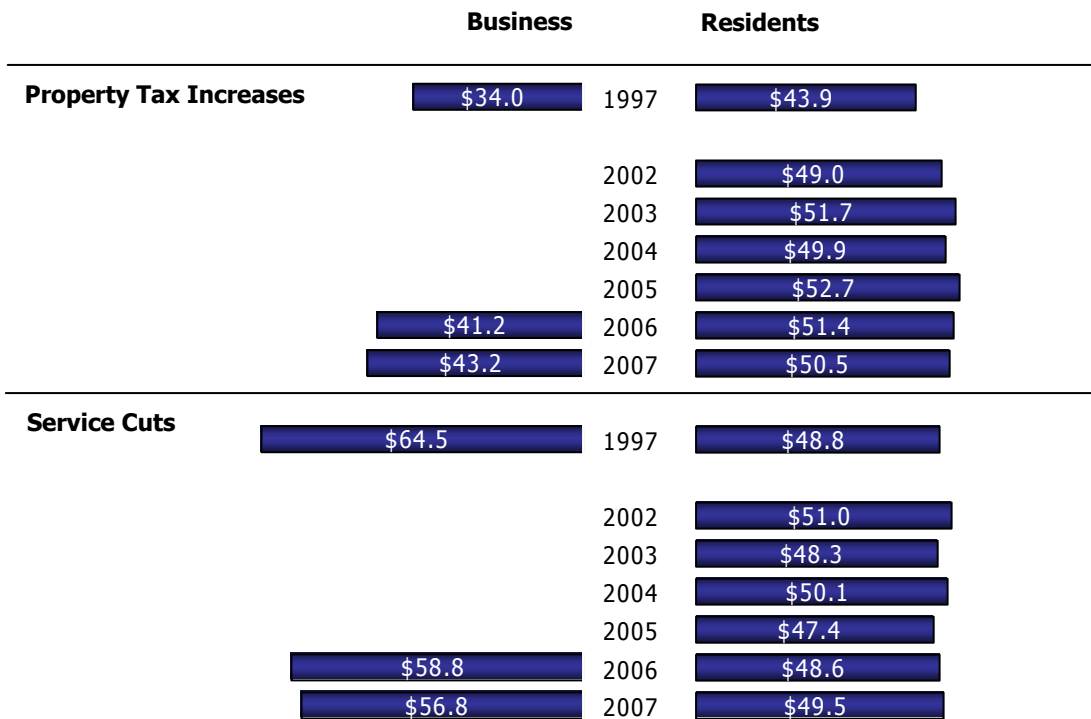
Q.8) Now thinking about the budget shortfall, would you prefer that the City...

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, business operators tend to apply more to service cuts than to property tax increases. Residents continue to divide the service cuts and tax increases quite equally.

Though still preferring service cuts, businesses have more recently reduced the load on service cuts compared to the 1997 benchmark. Residents in 1997 had a slight skew toward service cuts, but since then have had a much more balanced view.

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



Base Business: 1997 (n=300)
2006 (n=353)
2007 (n=350)

Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)

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, [as a member of the business community] 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

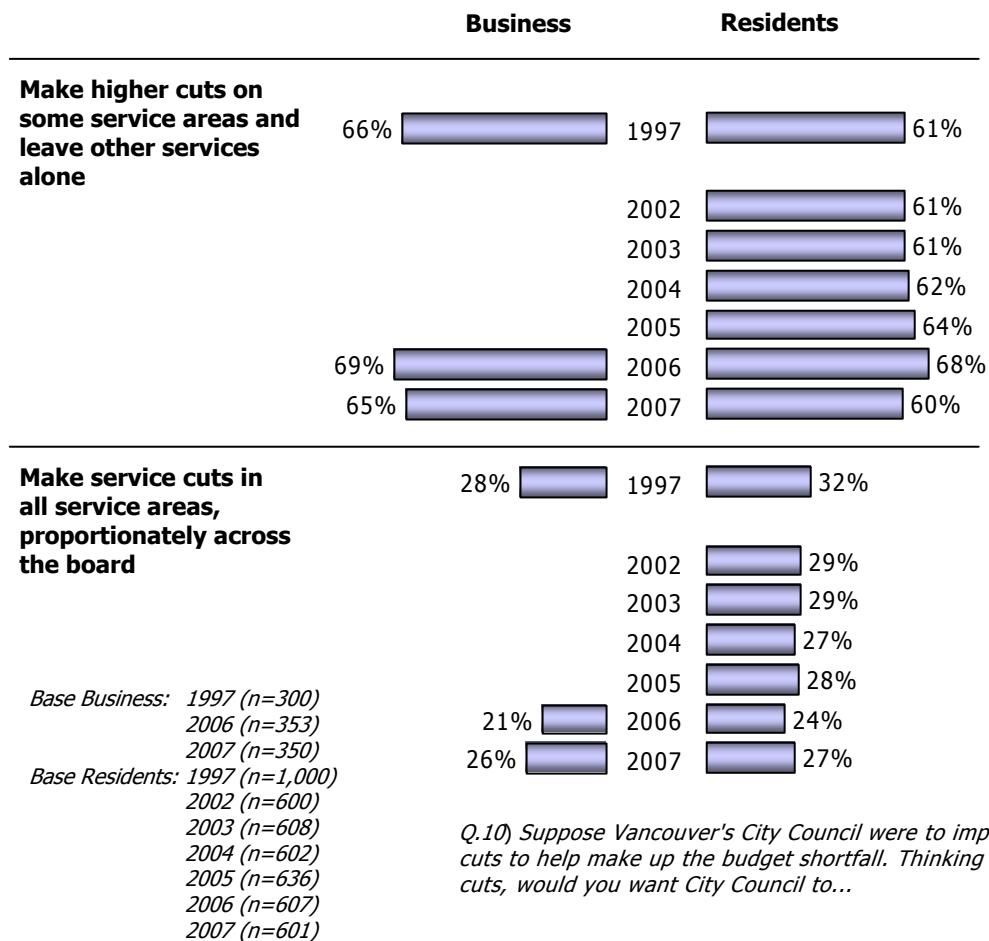
Mix of Service Cuts and Property Tax Increases (out of every \$100)		
Opinion	Residents	Business
Skew to Service cuts	• Homeowners (\$54.8)	• Rent & pay property tax as direct cost (\$62.3); Own space (\$61.8)
Skew to Property tax increases	• Renters (\$58)	• Pay rent only (\$54.1)

3.4 Approach to Service Cuts

Business and resident views are essentially the same regarding the preferred approach for making service cuts if that 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.

Findings at this time are at a typical level in the tracking studies.

Preferred Method for Making Service Cuts

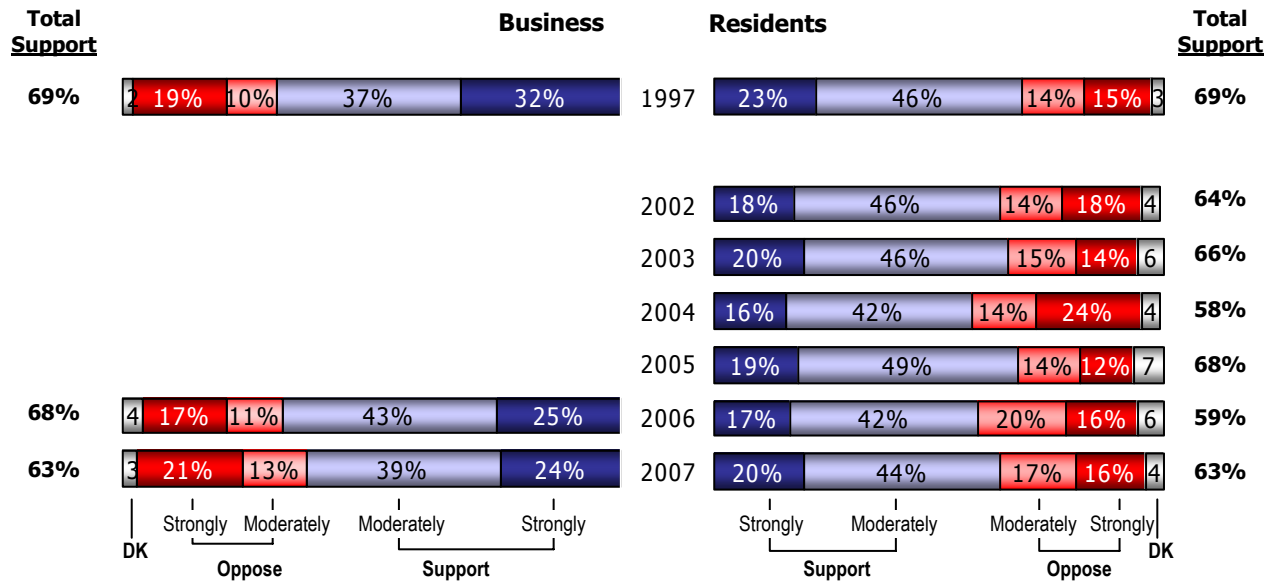


3.5 Attitudes toward User Fees

Respondents were told that user fees are currently 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 (63%) and of businesses (63%) favour this approach, generally similar to patterns seen in past measures.

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



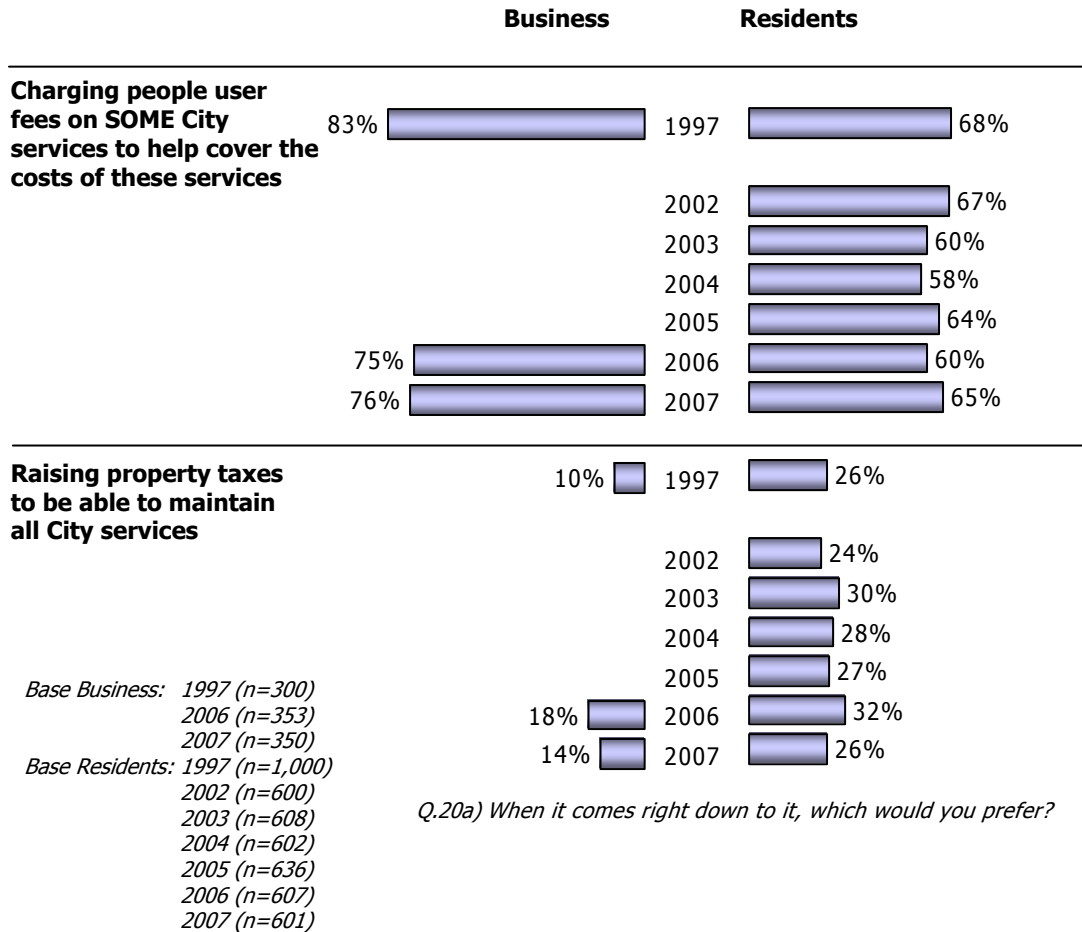
Base Business: 1997 (n=300)
 2006 (n=353)
 2007 (n=350)

Base Residents: 1997 (n=1,000)
 2002 (n=600)
 2003 (n=608)
 2004 (n=602)
 2005 (n=636)
 2006 (n=607)
 2007 (n=601)

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?

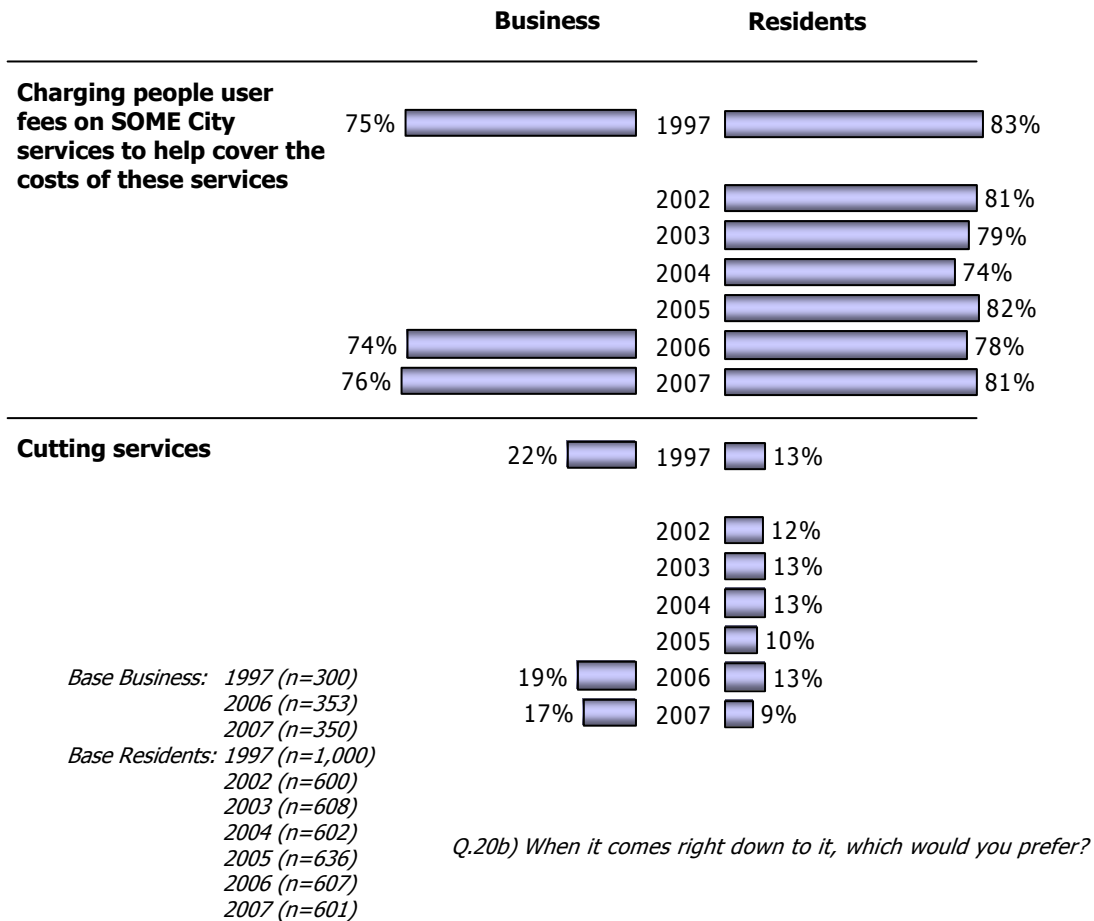
User fees vs. raising property taxes: Charging user fees on some City services is by far the choice of the majority, rather than raising property taxes to maintain all City services. Both businesses and residents prefer user fees in this scenario, but a greater consensus is seen among business operators than among residents (76% and 65%, respectively).

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



User fees vs. cutting services: Findings have consistently shown a strong preference for charging *user fees on some services* to help cover costs rather than cutting services. The user fee option is acceptable to both businesses and residents and to a similar degree (76% and 81%, respectively).

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



4. Taxation Alternatives

Overview

Homeowners and business operators who pay property tax as a direct cost both have a tendency to believe that their property taxes are too high.

4.1 Assessment of Current Level of Taxes Paid

Residents

Homeowners' opinions about the level of property taxation have fluctuated in recent tracking. A few times opinion was divided and once (2003) opinion skewed to "about right". But as seen now and in the more recent measures, the prevailing opinion is that property taxes are "too high" (55% vs. "about right" 40%).

Business

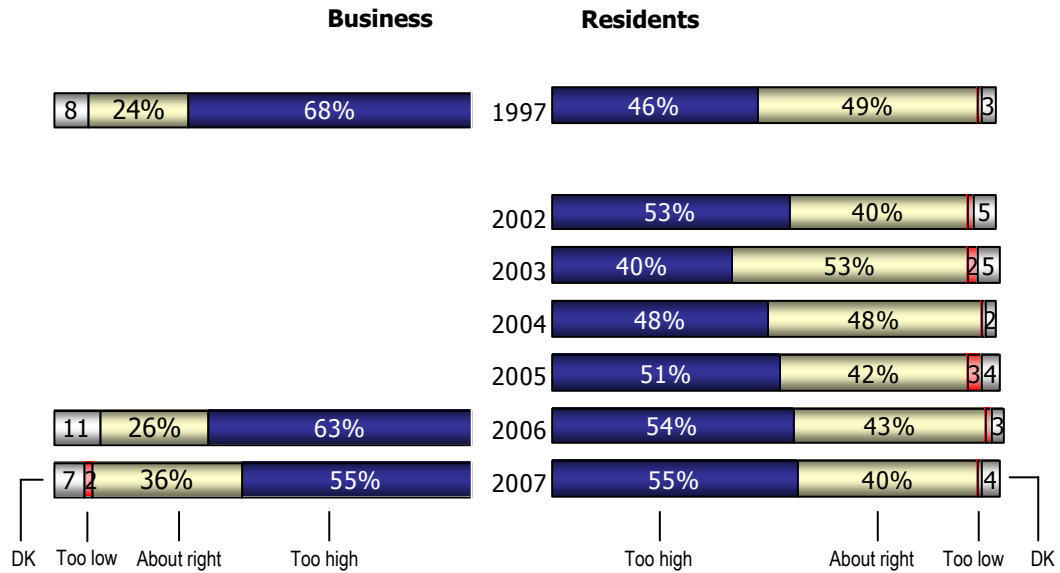
Businesses that pay property tax as a direct cost also tend to think that their property taxes are too high (55% vs. 36% "about right"). Those who own their business property have a stronger opinion that taxes are too high (62%) than renters who pay property tax directly (49%).

Demographic Trends

Segments with a higher level of opinion 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 32% among Owners of \$200K properties increasing to 66% among Owners of \$800K properties. Young homeowners under 35 years of age (76%)	Business property owners (63%). Renters who pay property tax as a direct cost (49%).
About right	Apartment/condo homeowners (61%)	

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



Base Business*: 1997 (n=na)
2006 (n=201)
2007 (n=182)

Base Residents*: 1997 (n=463)
2002 (n=292)
2003 (n=240)
2004 (n=268)
2005 (n=299)
2006 (n=317)
2007 (n=347)

Q.5) And, in general, would you say that the property taxes you currently pay [on your residence][on your place of business] are too high, too low or about right? Would that be much too high/low or about right? (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 the last measure.

Among \$200K homeowners, most state that they would accept a tax hike to maintain present service levels at all percentage increases tested.

- A large majority (85%) would accept a **6%** tax hike (or \$32 per year)
- Increasing to 89% for a **4%** hike (or \$21 per year)
- And growing to 96% for a **2%** hike (or \$11 per year)

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

- 74% agree to a **6%** tax hike (or \$64 per year)
- Growing to 81% for a **4%** tax hike (or \$43 per year)
- And rising to 89% if the tax increased by **2%** (\$21 per year)

Among those with \$600K homes the proportion willing to support an increase ranges from about six –in–ten for a 6% tax increase to nine–in–ten for a 2% tax hike, as follows:

- 62% willing to pay a **6%** increase (or \$96 per year)
- 75% agreement to a **4%** tax hike (or \$64 per year)
- And 91% acceptance of a **2%** tax increase (or \$32 per year)

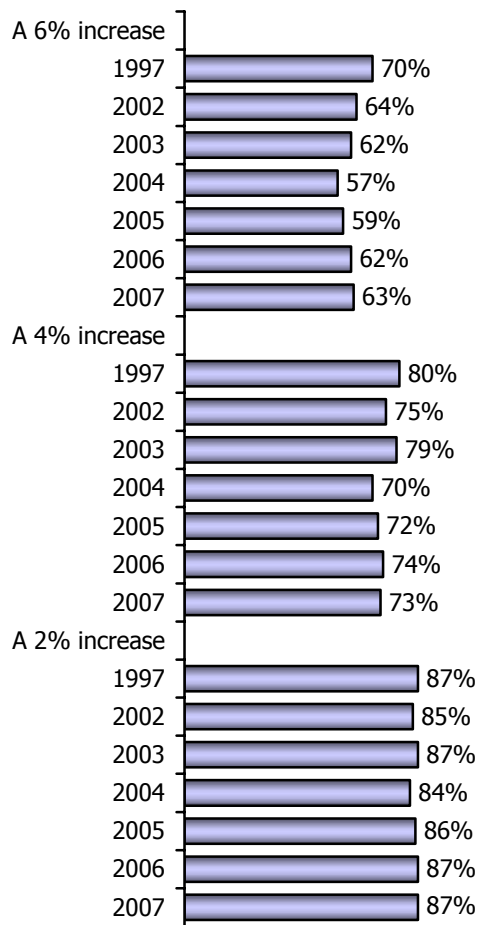
Finally, among owners of *\$800K homes*, a majority is willing to pay property tax increases of 2% or 4%, but only half would agree to a 6% increase.

- 51% willing to pay a **6%** increase (or \$128 per year)
- 61% agreement to a **4%** tax hike (or \$86 per year)
- And 81% acceptance of a **2%** tax increase (or \$42 per year)

For all homeowners combined, we find that in order to maintain the same level of City services, acceptance of property tax increases is quite typical this year.

- With a 6% increase – over 6-in-10 homeowners are willing (63%)
- With a 4% tax increase – almost three-quarters are in acceptance (73%) 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 -**



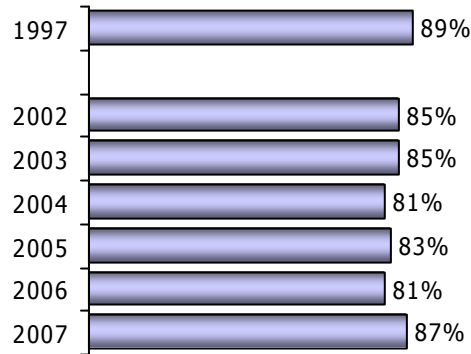
Base: 1997 (n=463)
 Base: 2002 (n=292)
 Base: 2003 (n=240)
 Base: 2004 (n=268)
 Base: 2005 (n=299)
 Base: 2006 (n=317)
 Base: 2007 (n=347)

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:

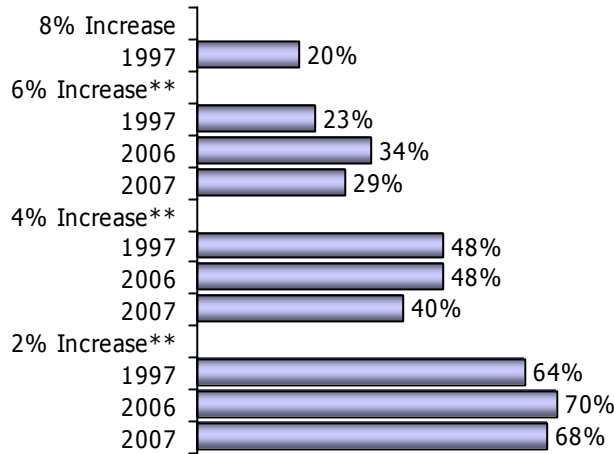
- 1997 (n=537)
- 2002 (n=304)
- 2003 (n=355)
- 2004 (n=312)
- 2005 (n=323)
- 2006 (n=269)
- 2007 (n=242)

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 much more sensitive than residents to property tax increases and majority agreement is only reached when the amount is a 2% tax hike (68%). Furthermore, resistance is directionally greater at this time to a 4% and a 6% increase than found in the last measure. However, at 2% the results are stable.

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



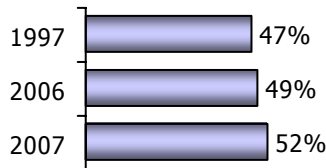
* Base: Building/premises owners and Renters who pay property tax as direct cost for space occupied.
1997 (n=200)
2006 (n=230)
2007 (n=247)

Q.13a) Thinking about tax increases for the moment. In order for the City of Vancouver to raise \$30 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 split on the issue of paying a rent increase to maintain the current level of City services (if the landlord was assessed a 6% increase and some or all might be passed along in the rent). These findings are consistent with the past tracking.

**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)
2007 (n=86)

Q.14) Now in order for the City of Vancouver to raise \$30 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 rated twelve categories of service provided by the City in terms of their importance from their perspective as either a member of the business community or as a resident. These 10-point importance scale ratings yield a relative rank ordering. While policing and fire protection are at the top of the list for both businesses and residents, other services are viewed somewhat differently. For example, planning future development is rated higher by businesses than residents. Libraries and community recreational facilities are more important to residents than to businesses.

Ranking Highest in Importance ("9 or 10" out of 10)	
Business	Residents
1. Policing (60%)	1. Policing (57%)
2. Fire protection (59%)	2. Fire protection (58%)
3. Plan future development (57%)	3. Garbage/recycling (47%)
4. Traffic management (55%)	4. Sewage/drainage (47%)
5. Garbage/recycling (48%)	5. Traffic management (46%)
6. Sewage/drainage (45%)	6. Plan future development (43%)
7. Streets/sidewalks (41%)	7. Support community service organizations for needy (42%)
8. Support community service organizations for needy (31%)	8. Libraries (36%)
9. Parks/beaches (25%)	9. Streets/sidewalks (33%)
10. Libraries (21%)	10. Parks/beaches (30%)
11. Arts & cultural (16%)	11. Community centres/pools/rinks (27%)
12. Community centres/pools/rinks (13%)	12. Arts & cultural (18%)

Note: Text colour groupings indicate statistically similar ratings: Red = highest importance grouping, Blue = second highest importance grouping; Green = third highest importance.

Residents

The top-most importance ratings delineate a few broad tiers. Among residents, each tier is comprised of the same services as found last year, indicating that residents' priorities are largely unchanged.

#1: Top tier: Policing and **fire protection** continue to be rated the top two most important services by residents. Fire protection has rebounded to earlier top priority levels

(58%), while policing results are stable (57% of residents giving it the highest priority ratings).

#2: A second tier of City services, highly important for sizeable groups of residents (42-47%) consists of the same services noted last year: garbage collection/recycling, maintenance and repair of sewage and drainage systems, traffic management, planning for the City's future development and support for community service organizations that help people in need and. Sewage and drainage systems have taken on greater importance this year (47% the highest level seen in the tracking for this service category).

#3: Next in order of importance to the public are libraries, maintaining, cleaning and upgrading streets and sidewalks, as well 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 largely similar to the last measure, but of significantly greater priority than in 1997 across many service areas, most notably:

- Support for community service organizations that help people in need (+14%)
- Fire protection (+11%)
- City traffic management (+11%)
- Maintaining/developing parks and beaches (+9%)

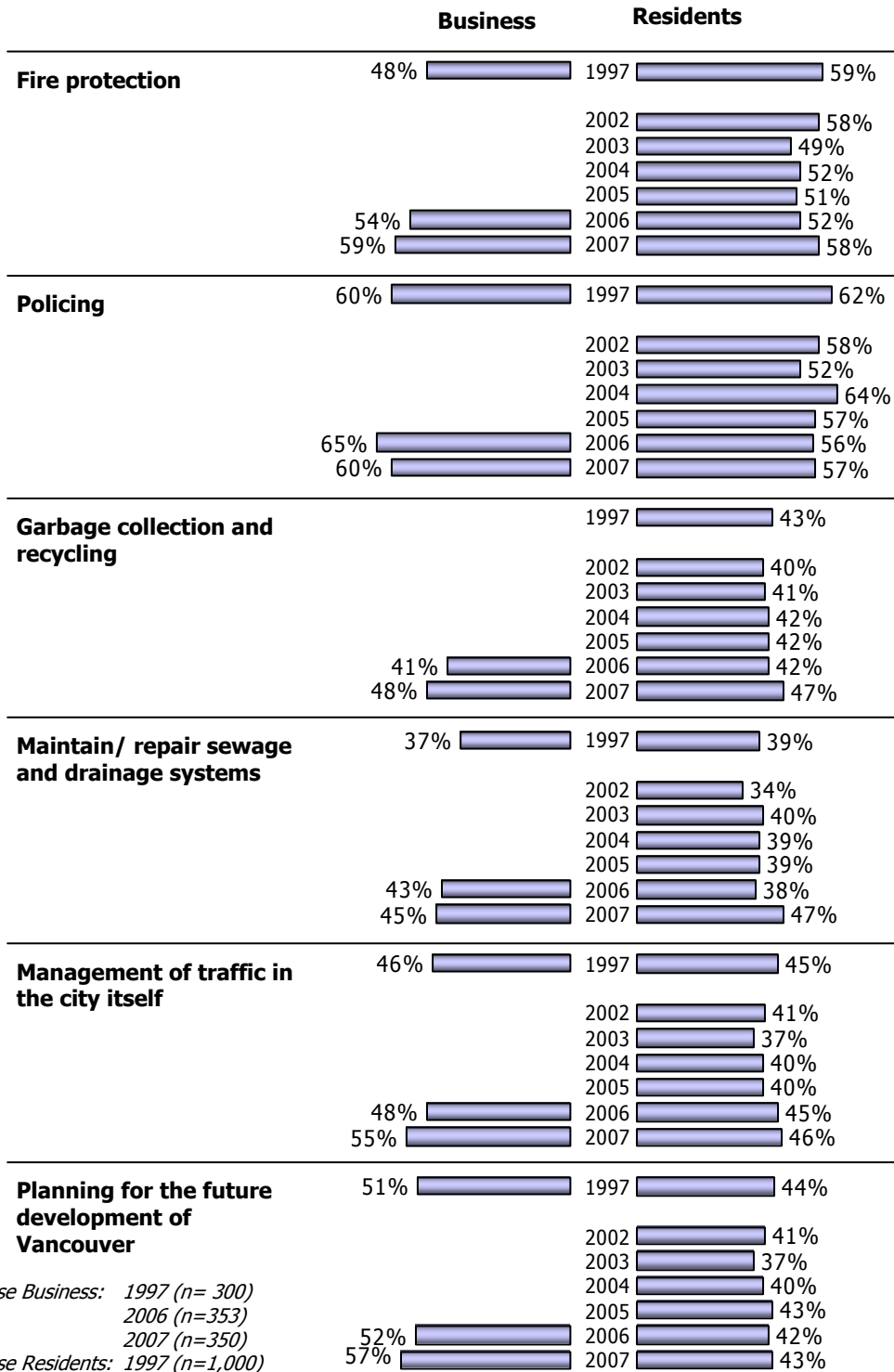
#1: Top priority ratings are given to policing and fire protection, but also to planning for the future and traffic management within the City.

#2: The second tier consists of garbage/recycling, sewage/drainage systems and maintenance/repair of streets and sidewalks.

#3: Next in importance to the business community are support for community service organizations to help needy people and parks/beaches maintenance and development.

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

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



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

2007 (n=350)

Base Residents: 1997 (n=1,000)

2002 (n=600)

2003 (n=608)

2004 (n=602)

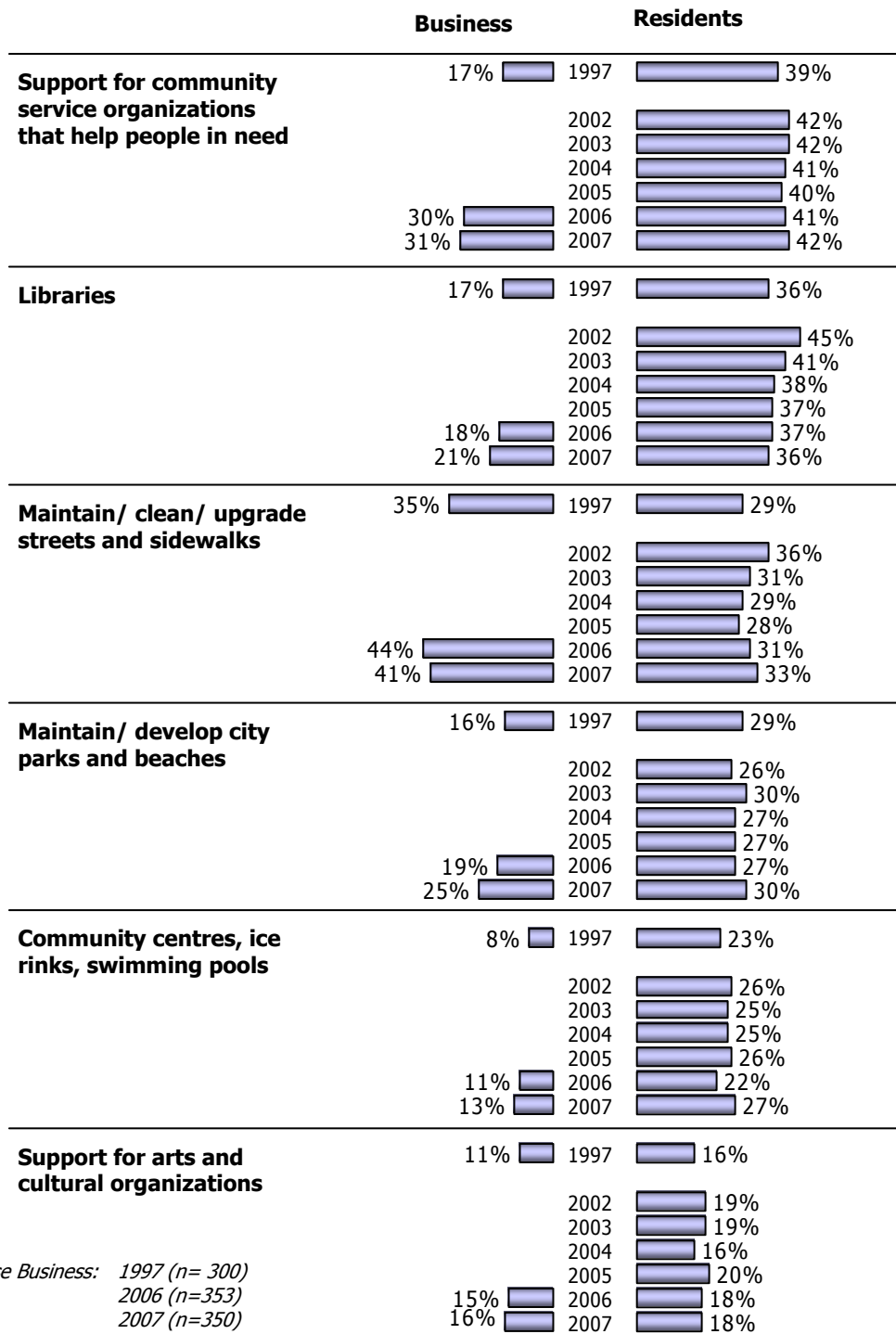
2005 (n=636)

2006 (n=607)

2007 (n=601)

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)
2007 (n=350)

Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)

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 area for cuts), opinion on other areas fall out somewhat differently. For example, 'street and sidewalk maintenance/upgrade/repair' is more important to businesses than to residents. But, support for community services organizations has higher value to residents.

Ranking of Top Three Priorities (LAST Areas to Make Cuts)	
Business	Residents
1. Policing (51%)	1. Policing (45%)
2. Traffic management (31%)	2. Fire protection (30%)
3. Fire protection (29%)	3. Support community service orgs. (26%)
4. Plan future development (24%)	4. Traffic management (22%)
5. Streets/sidewalks (23%)	5. Plan future development (20%)
6. Sewage/drainage (19%)	6. Garbage/recycling (18%)
7. Garbage/recycling (16%)	7. Sewage/drainage (16%)
8. Support community service orgs. (14%)	8. Libraries (14%)
9. Parks/beaches (6%)	9. Streets/sidewalks (12%)
10. Arts & cultural (6%)	10. Community centres/pools/rinks (12%)
11. Libraries (5%)	11. Parks/beaches (10%)
12. Community centres/pools/rinks (5%)	12. Arts & cultural (6%)

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. Again ranking second in this tracking is *fire protection*, followed by *support for community service organizations to help needy people*. City residents continue to express compassion and a desire to help those in need through community service organizations. The strong message of concern from the public about social issues, such as homelessness, poverty and affordable housing, continue to keep this priority among the top three. *Traffic management* is another priority that closely follows support for community service organizations and numerous others fall out in close succession.

Business

Policing receives the most support, selected by about half of business operators as one of the top three priorities (or the last to make cuts in). Following next at some distance are traffic management and fire protection. This wave's results are similar to the last tracking study.

% Ranking Services as Top Priorities

	Business	Residents	Total Residents	Total Businesses
Policing	1997	11 13 39	35 10 5	45% 51%
	2002		29 14 5	
	2003		27 9 5	
	2004		36 13 5	
	2005		31 10 5	
	2006	4 14 36	30 12 4	
	2007	8 10 33	27 12 5	
Fire protection	1997	10 27 10	8 20 11	30% 29%
	2002		8 15 10	
	2003		7 12 6	
	2004		6 14 7	
	2005		5 12 7	
	2006	10 13 5	5 15 11	
	2007	7 17 6	5 14 11	
Support for community service organizations	1997	23 3	10 6 8	26% 14%
	2002		15 6 6	
	2003		16 7 4	
	2004		15 8 4	
	2005		16 6 6	
	2006	3 4 7	15 6 4	
	2007	4 4 6	15 6 4	
Management of traffic in the city itself	1997	12 13 14	7 7 9	22% 31%
	2002		8 5 5	
	2003		7 4 5	
	2004		6 8 7	
	2005		6 8 5	
	2006	5 9 12	7 7 8	
	2007	10 8 12	8 8 7	
Planning for future development of Vancouver	1997	9 13 15	10 6 4	20% 24%
	2002		9 8 4	
	2003		8 6 4	
	2004		7 6 5	
	2005		8 7 4	
	2006	10 8 11	9 5 5	
	2007	5 8 10	9 5 5	
Garbage collection and recycling	na	1997	3 7 7	18% 16%
		2002	3 5 8	
		2003	4 6 8	
		2004	4 5 8	
		2005	5 5 9	
		2006	8 8 3	
		2007	4 7 5	

Base Business: 1997 (n=300)
2006 (n=353)
2007 (n=350)

Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)

■ Top priority ■ Second Priority ■ Third Priority

Q.12) Which ONE of these is most important to you [as a resident of Vancouver] [as a member of the business community], 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	
Maintain/repair sewage and drainage systems	1977	19 7 2			
	2002		25 6		
	2003		4 6 4		
	2004		3 6 7		
	2005		3 5 7		
	2006	8 5 3	3 7 4		
	2007	8 8 3	4 5 8	16%	19%
Libraries	1977	8 4	3 6 6		
	2002		4 5 7		
	2003		4 5 6		
	2004		4 7 5		
	2005		4 5 6		
	2006	3 2	3 5 6		
	2007	3 2	3 5 6	14%	5%
Maintain/clean/upgrade streets and sidewalks	1977	10 5 6	4 4 4		
	2002		3 5 5		
	2003		2 4 6		
	2004		2 4 5		
	2005		2 4 5		
	2006	5 13 5	4 5 4		
	2007	8 9 6	3 4 5	12%	23%
Community centres, ice rinks, swimming pools	1977	4	2 3		
	2002		3 5		
	2003		2 5 3		
	2004		2 4 5		
	2005		2 4 4		
	2006	3	3 4 4		
	2007	3	2 5 4	12%	5%
Maintain/develop city parks and beaches	1977	5 5 2	2 4 4		
	2002		2 3 3		
	2003		2 6 4		
	2004		2 3 5		
	2005		2 4 4		
	2006	5 3	2 3 3		
	2007	3 3	2 4 4	10%	6%
Support for arts and cultural organizations	1977	3	2 2		
	2002		2 2		
	2003		2 3 3		
	2004		3 2		
	2005		2 3 3		
	2006	3 3	2 4 2		
	2007	2 3	2 3	6%	6%

Base Business: 1997 (n=300)
 2006 (n=353)
 2007 (n=350)
 Base Residents: 1997 (n=1,000)
 2002 (n=600)
 2003 (n=608)
 2004 (n=602)
 2005 (n=636)
 2006 (n=607)
 2007 (n=601)

■ Top priority ■ Second Priority ■ Third Priority

Q.12) Which ONE of these is most important to you [as a resident of Vancouver] [as a member of the business community], 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)

Asking for the three lowest priorities validates that the least ranked services found in the importance and top priority questions 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, making people reluctant to select an area subject to service reduction.

Ranking of Three Lowest Priorities (FIRST Areas to Make Cuts)	
Business	Residents
1. Arts & cultural support (46%)	1. Arts & cultural support (42%)
2. Community centres/pools/rinks (46%)	2. Community centres/pools/rinks (24%)
3. Libraries (33%)	3. Libraries (17%)
4. Parks/beaches (29%)	4. Parks/beaches (17%)
5. Support community service orgs. (16%)	6. Streets/sidewalks (13%)
5. Garbage/recycling (9%)	7. Plan future development (11%)
6. Streets/sidewalks (7%)	8. Traffic management (11%)
7. Sewage/drainage (7%)	9. Support community service orgs. (10%)
8. Plan future development (6%)	10. Garbage/recycling (7%)
9. Policing (5%)	11. Sewage/drainage (6%)
10. Traffic management (4%)	12. Policing (4%)
11. Fire protection (4%)	13. Fire protection (3%)

Business operators appear to have greater consensus in selecting their three lowest priorities with the main ones being 'arts and cultural services' and 'community centres/ rinks/ pools'. They are followed by libraries and then parks/beaches maintenance and development. While the residents' also make 'arts and cultural support' the first area for cuts (selected by 42%), smaller proportions choose the other recreational services (community facilities, libraries and parks/beaches).

% Ranking Services as Low Priorities

	Business	Residents	Total Residents	Total Businesses
Support for arts and cultural organizations	1997	8 18 42	27 11 6	
	2002		24 11 5	
	2003		24 8 3	
	2004		25 6 7	
	2005		21 9 4	
	2006	8 15 24	20 9 5	
	2007	11 12 23	26 12 4	42%
Community centres, ice rinks, swimming pools	1997	17 17 15	11 11 6	
	2002		8 7 6	
	2003		6 8 4	
	2004		9 9 4	
	2005		9 6 5	
	2006	11 12 15	11 8 6	
	2007	11 13 22	12 8 4	24%
Maintain/develop city parks and beaches	1997	16 12 12	8 7 6	
	2002		8 8 4	
	2003		7 6 4	
	2004		9 8 5	
	2005		7 6 3	
	2006	8 12 11	9 9 3	
	2007	8 12 10	6 6 5	17%
Libraries	1997	16 19 5	4 6 6	
	2002		5 3 4	
	2003		4 5 3	
	2004		6 5 4	
	2005		5 6 4	
	2006	9 8 11	6 4 4	
	2007	10 12 11	5 7 5	17%
Maintain/clean/upgrade streets and sidewalks	1997	8 2	6 6 4	
	2002		5 5 3	
	2003		6 5 4	
	2004		6 6 3	
	2005		6 5 5	
	2006	22	5 5 3	
	2007	24	5 3 5	13%
Management of traffic in the city itself	1997	22	5 4 3	
	2002		4 5 3	
	2003		5 4 3	
	2004		5 5 3	
	2005		5 5 3	
	2006	3	5 4 3	
	2007	22	5 4 2	11%

Base Business: 1997 (n=300)
2006 (n=353)
2007 (n=350)

Base Residents: 1997 (n=1,000)
2002 (n=600)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)

■ Lowest ■ 2nd Lowest ■ 3rd Lowest

Q.11 Which ONE of these is least important to you [as a member of the business community], 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
Planning for future development of Vancouver	1997	6 4 5 4		
	2002	5 4 4		
	2003	6 5 4		
	2004	7 4 3		
	2005	3 2		
	2006	3 2 5 3		
	2007	2 2 4 5 2		11%
Support for community service organizations	1997	12 9 8 4 6 5		
	2002	4 4 4		
	2003	4 4 4		
	2004	4 6 6		
	2005	7 5 3		
	2006	3 7 5 3 3 4		
	2007	6 7 3 3 4 3		10%
Garbage collection and recycling	1997	na 4 2 3		
	2002	3 4 3		
	2003	3 2		
	2004	2 3 3		
	2005	2 3 2		
	2006	5 2 4 2 4		
	2007	3 4 2 3		7%
Maintain/repair sewage and drainage systems	1997	3 4 2 4 3		
	2002	5 5 4		
	2003	3 4 4		
	2004	5 4		
	2005	2 3 3		
	2006	2 4 4 4		
	2007	3 2 2 2		6%
Policing	1997	2 2		
	2002	3 1		
	2003	4 2 2		
	2004	3 2		
	2005	3 2		
	2006	2 2 5 2		
	2007	2 2 2 1		4%
Fire protection	1997	2 3 2 1 2		
	2002	1 1		
	2003	2 2 2		
	2004	2 2		
	2005	2 2 3		
	2006	2 3 3 2		
	2007	1 1 2		4%

Base Business: 1997 (n=300)
 2006 (n=353)
 2007 (n=350)

Base Residents: 1997 (n=1,000)
 2002 (n=600)
 2003 (n=608)
 2004 (n=602)
 2005 (n=636)
 2006 (n=607)
 2007 (n=601)

Legend: ■ Lowest ■ 2nd Lowest ■ 3rd Lowest

Q.11) Which ONE of these is least important to you [as a member of the business community], 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. City Objectives for the 2010 Winter Olympics

6.1 Priorities for City's 2010 Olympic Objectives

Respondents were told that the City wishes to establish a \$20 million dollar Olympic Legacy reserve fund over the next four years in order to prepare for the games. Then, they were asked to rate each of three broad objectives on a 5-point priority scale.

- To develop programs which enable the whole spectrum of citizens, businesses and diverse communities within the City to be actively involved in the preparation for and hosting of the Games
- To ensure that the Games meet the City's sustainability and accessibility objectives by protecting the environment and promoting long-term economic and social benefits to our residents and businesses
- To ensure that the thousands of visitors will experience a Vancouver that is safe, clean, festive and welcoming.

Residents and businesses generally are more apt to rate the City's proposed broad objectives for hosting 2010 Olympics/Paralympics as high priorities rather than neutral or low priorities.

Residents

Residents give two of the objectives slightly higher priority ratings (sustainability/accessibility and being a good host for visitors) than the third (inclusion and active involvement of the City's communities). Note that 10% of residents in total rate all three broad objectives as lowest priority (a rating of "1" to all three), which may indicate the extent to which residents do not support the Legacy initiative.

Residents in Total	High priority (4 or 5 out of 5)	Low priority (1 or 2 out of 5)
Meeting sustainability and accessibility objectives	57%	21%
Ensuring a safe, clean, festive, welcoming Vancouver experience for visitors	52%	25%
Active involvement of spectrum and diverse communities	46%	29%

Young residents, under age 35, generally give a higher priority than older citizens to two objectives.

Youth (under age 35)	High priority (4 or 5 out of 5)	Low priority (1 or 2 out of 5)
Meeting sustainability and accessibility objectives	60%	18%
Active involvement of spectrum and diverse communities	55%	25%

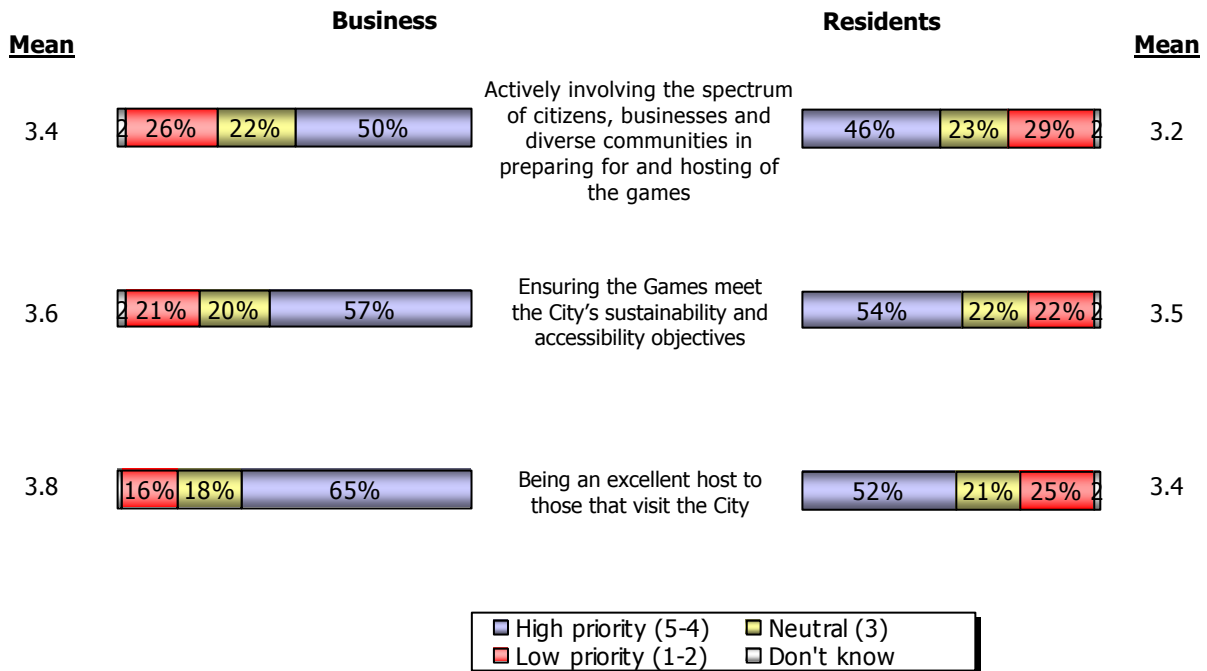
Businesses

The business community is the most enthusiastic about being a good host and ensuring a positive experience for visitors—safe, clean, festive and welcoming. Two-thirds of businesses consider this to be a high priority, particularly Westside businesses (74%).

Meeting sustainability and accessibility objectives garners the next highest priority overall, especially for Downtown and Westside businesses (62-63%). Note that 6% of businesses in total rate all three broad objectives as lowest priority (a rating of “1” to all three), perhaps indicating the extent to which businesses do not support the Legacy initiative.

Businesses in Total	High priority (‘4 or ‘5’ out of ‘5’)	Low priority (1 or 2’ out of ‘5’)
Ensuring a safe, clean, festive, welcoming Vancouver experience for visitors	65%	16%
Meeting sustainability and accessibility objectives	57%	21%
Active involvement of spectrum and diverse communities	50%	26%

Objectives for the City Regarding the Olympics



Base Business: 2007 (n=350)
 Base Residents: 2007 (n=601)

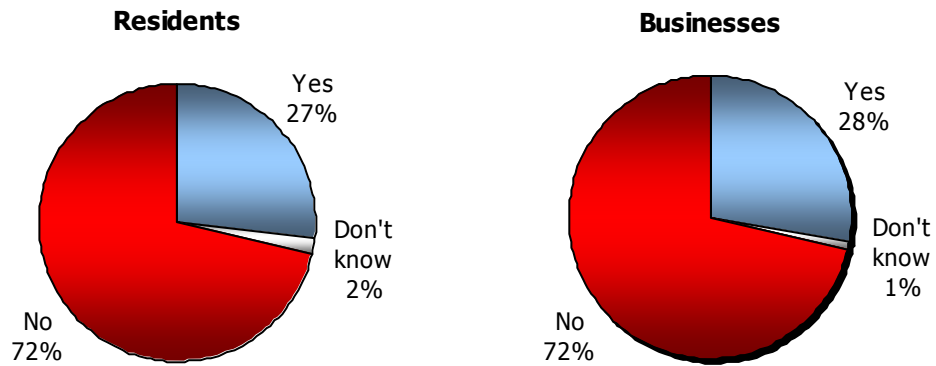
Q.21) On another topic ... The City would like to reserve, over the next four years, \$5.0 million per year in preparation for the 2010 Winter Olympics and Paralympic Games. The Legacy Reserve Fund of \$20 million would allow the City to achieve three broad objectives. I will read these objectives again briefly and ask you to rate each one in terms of its priority to you.

Please use a scale from one through five where "one" means the lowest priority to you and "five" means the highest priority to you. How would you rate [INSERT ITEM]? ITEMS IN RANDOMIZED ORDER

6.2 Suggested Other City Objectives for 2010 Olympics

Over one-quarter of residents and businesses name other objectives that they regard as a high priority.

Named Other City Objectives for 2010 Olympics



Among those who articulate other city objectives in regards to the Olympics, the most common for both residents and business is **cost-related**, such as “no cost overruns/deficits”. Another priority of note for residents involves **security** issues, while for businesses **transportation** is the second Olympic priority. **Housing-related** objectives also are raised by both stakeholder groups, such as providing shelter for homeless people and dealing with homelessness, but also assisting anyone displaced by Olympic preparation and post-Olympic housing on venue sites.

Suggested 2010 Olympics Objectives for City		
	Total who articulate other Olympic objectives	
	<u>Total</u> <u>Residents</u> (180) %	<u>Total</u> <u>Businesses</u> (89) %
Cost-related: No cost over-run/ deficit/ stay on budget/ should not become a tax burden for residents	38▲	42▲
Security/safety-related:	24▲	12
Security and crime control/ ensure safety of residents and visitors	22	10
Clean up the Downtown Eastside	3	2
Transportation:	17	27▲
Improve traffic flow (without hindering regular commuters)	11	19
Improve transit access/ expand Skytrain routes	9	9
Housing-related: Provide aid/ shelter for homeless population/ find a solution to deal with problem of homelessness	14	13
Citizens first: Provide assistance for (low income) people displaced by “Olympic preparation”	12	7
Legacies for citizens:	11	11
Promote economic development/ lasting economic legacies	-	5
Creation of mixed income housing from Olympic venues/ ensure they are not turned into high-income condos only	9	3
Develop sustainable facilities and infrastructure to enhance the quality of citizens’ lives	2	2
Citizen participation/inclusiveness: Ensure that the Olympics are accessible to all, not just an elite few	8▲	1
Promote the city (it’s reputation/ beauty)	<1	7▲
Sustainability/ environment	-	2
Miscellaneous	<1	2
<i>Q.21) Are there any other objectives for the City regarding the Olympics that are of high priority to you?</i>		
<i>NET refers to unduplicated mention of related comments.</i>		

Appendices

Advance Letter

Top Line Results Questionnaires

1. Residential Questionnaire
2. Business Questionnaire



CORPORATE SERVICES GROUP
Budget Services

Resident
[Address]
Vancouver, BC [postal code]

November 7, 2006

Dear Resident:

Advance Notice of Important City Survey

Your household has been randomly selected to participate in our next budget allocation survey which is a vital part of our 2007 City Budget public consultation process. This study will give residents like you an opportunity to be heard. The results will be an important source of information for City staff and your City Council as they make decisions about how to spend next year's budget.

The City of Vancouver is using Mustel Group, a professional polling research firm, to administer this random telephone survey on behalf of the City.

You can make an important contribution to your community by participating. Please be assured that the information you provide in the survey will be treated as strictly confidential and your identity will not be revealed to anyone, including the study sponsors. For Mustel Group's privacy policy, visit www.mustelgroup.com/privacy_policy.asp

Beginning November 14, the Mustel Group interviewing team will be phoning to request participation from an adult member of your household. The survey averages about 15-20 minutes and covers topics such as service/program priorities, funding options and other budget choices.

For your reference, an informative flyer about the 2007 Budget choices will be published in community newspapers and will also be found on the City of Vancouver website at www.vancouver.ca/citychoices on/after November 10, 2006. If you have any questions about the 2007 City Budget telephone survey or your participation, please contact Mustel Group directly at 604-742-2245 or email: general@mustelgroup.com

Thank you in advance for your cooperation with this highly important survey.

Yours truly,

A handwritten signature in cursive script that reads "Annette Klein".

Annette Klein
Director of Budget Services
453 W. 12th Avenue Vancouver BC V5Y 1V4

/ak



CORPORATE SERVICES GROUP
Budget Services

Business Owner/Manager
[Address]
Vancouver, BC [postal code]

November 7, 2006

Dear Business Owner/Manager:

Advance Notice of Important City Survey

Your business has been randomly selected to participate in our next budget allocation survey which is a vital part of our 2007 City Budget public consultation process. This study will give businesses like yours an opportunity to be heard. The results will be an important source of information for City staff and your City Council as they make decisions about how to spend next year's budget.

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You can make an important contribution to your community by participating. Please be assured that the information you provide in the survey will be treated as strictly confidential and your identity will not be revealed to anyone, including the study sponsors. For Mustel Group's privacy policy, visit website: www.mustelgroup.com/privacy_policy.asp

Beginning November 14, the Mustel Group interviewing team will be phoning to request participation from a business owner or senior manager. The survey averages about 15-20 minutes and covers topics such as service/program priorities, funding options and other budget choices.

For your reference, an informative flyer about the 2007 Budget choices will be published in community newspapers and will also be found on the City of Vancouver website at www.vancouver.ca/citychoices on/after November 10, 2006. If you have any questions about the 2007 City Budget telephone survey or your participation, please contact Mustel Group directly at 604-742-2245 or email: general@mustelgroup.com

Thank you in advance for your cooperation with this highly important survey.

Yours truly,

A handwritten signature in cursive script that reads "Annette Klein".

Annette Klein
Director of Budget Services
453 W. 12th Avenue Vancouver BC V5Y 1V4

/ak

City of Vancouver
— 2007 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?

	First Mention									Total Mentions								
	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %	2005 (636) %	2006 (607) %	2007 (601) %	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %	2005 (636) %	2006 (607) %	2007 (601) %
Total Transportation	23	17	33	25	17	17	20	21	17	36	30	52	42	30	35	37	37	33
Lack of/ poor quality of public transit	6	7	21	13	8	5	7	6	5	12	13	33	24	15	13	16	14	13
Traffic congestion	9	8	10	8	5	8	9	10	7	15	15	20	14	12	15	14	21	16
Poor condition of streets	2	2	3	3	1	1	2	2	3	5	4	6	8	3	5	5	4	6
Other transportation	5	-	-	-	2	2	1	1	1	9	-	-	-	3	3	3	1	3
Issues Re: RAV Line	-	-	-	-	-	1	2	1	<1	-	-	-	-	-	1	3	1	<1
Total Crime	19	38	23	20	21	31	23	20	17	29	49	34	30	34	49	35	33	31
Theft/ break-ins	5	12	7	6	1	7	11	7	5	10	17	11	9	2	14	17	13	9
Personal safety	3	5	2	6	4	8	5	7	4	6	10	7	8	7	13	9	12	7
Drugs/ drug related problems	-	6	8	4	5	6	4	3	3	1	11	12	7	10	12	7	8	9
Crime/ drugs in Downtown East Side/ crime/ crime prevention	8	11	3	3	5	8	3	1	5	14	15	5	5	10	14	6	2	10
Downtown East Side problems	-	-	4	2	6	1	2	1	1	-	-	7	4	7	2	2	1	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	36	12	13	12	15	25	36	34	35	48
Homeless/ poverty	1	5	4	6	10	19	18	14	28	2	9	8	12	16	28	26	22	37
Lack of affordable housing	4	2	2	2	4	4	4	9	8	7	5	4	4	9	9	9	12	14
Other social issues	3	-	-	-	1	1	1	2	1	5	-	-	-	3	2	3	4	3
Total Taxation	9	4	6	3	5	3	3	6	4	14	10	10	6	8	9	8	12	7
Property tax increases	5	2	3	2	3	2	2	5	3	7	5	5	5	5	6	5	9	5
Taxes (general)	2	1	2	-	1	1	-	1	<1	4	4	4	1	2	3	<1	2	1
Inefficient government	-	1	1	1	<1	-	<1	<1	<1	1	1	2	1	1	<1	1	1	1
Government spending/ overspending	1	-	-	-	-	1	1	<1	<1	2	-	-	-	1	1	2	<1	1
Deficits	1	-	-	-	<1	<1	<1	<1	<1	2	-	-	-	1	<1	<1	1	<1
Total Government	3	1	-	-	<1	<1	<1	1	-	8	2	-	-	1	1	<1	2	1
Provision of municipal services	2	1	-	-	-	-	<1	<1	-	4	2	-	-	1	<1	<1	2	<1
Government (gen)	2	-	-	-	<1	<1	<1	<1	-	2	-	-	-	1	1	<1	<1	1

1b. Are there any other important local issues?

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) %	2007 (601) %	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %	2005 (636) %	2006 (607) %	2007 (601) %
Total Growth	6	2	1	1	2	2	2	2	2	12	5	3	3	3	4	5	4	5
Over development/ growth	5	2	-	1	1	1	1	1	1	9	3	2	1	2	2	3	2	3
Too many subdivisions/ housing developments	1	-	-	-	1	<1	<1	<1	1	2	-	1	1	1	1	1	1	2
Poor planning	1	-	-	-	<1	1	<1	1	<1	2	1	-	1	<1	1	1	1	1
Total Environment	3	2	4	3	1	1	2	3	2	12	7	10	10	5	5	5	8	7
Pollution/ air quality	1	1	2	1	1	<1	1	1	1	5	3	4	4	2	2	2	3	4
Parks/ greenspace	1	1	1	1	<1	-	-	<1	<1	4	2	3	4	2	1	1	1	2
Garbage/ recycling/ waste management	1	1	2	1	-	1	1	1	<1	3	3	4	3	1	2	2	2	1
Environment (general)	1	-	-	-	<1	<1	<1	1	<1	3	-	-	-	<1	<1	1	2	1
Total Economy	6	5	1	6	6	3	2	2	1	11	8	2	8	9	6	4	4	3
The economy	2	2	1	3	4	2	1	1	1	5	4	1	5	6	4	3	2	2
Employment/ jobs	4	4	1	3	2	1	<1	1	<1	8	5	2	4	4	2	1	3	1
Other																		
Education/ schools	5	2	2	3	3	3	1	2	1	10	7	4	6	7	9	5	4	2
Hospitals/ healthcare	1	1	3	3	4	3	2	2	2	2	3	5	4	8	7	5	5	3
No fun in Vancouver/ lack of night life/ early club hours/ restrictive liquor licensing	-	-	-	2	1	<1	-	-	<1	-	-	-	3	1	1	-	-	<1
Parking	-	-	-	1	<1	-	-	-	<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	2	-	-	-	-	9	2	2	8	4
Implementation of a Ward System	-	-	-	-	-	<1	<1	-	-	-	-	-	-	-	1	<1	-	-
Water quality concerns	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	4
Immigration/ immigrants	-	-	-	-	-	-	-	-	<1	-	-	-	-	-	-	-	-	<1
St. Paul's moving/ closing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	<1
Miscellaneous other	9	9	7	9	5	1	8	1	1	15	20	15	19	9	8	13	6	4
Nothing in particular/ don't know	12	11	13	16	16	10	15	11	12	12	11	13	16	16	10	15	11	12

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) %	<u>2007</u> (601) %
Very satisfied	23	18	19	12	22	21	22	22	23
Somewhat satisfied	62	63	60	69	64	65	61	65	65
Somewhat dissatisfied	9	12	13	9	7	9	10	7	7
Very dissatisfied	3	4	6	6	2	3	4	3	3
Don't know	2	3	2	5	5	2	4	4	3

3. And would you say that the overall quality of service 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) %	<u>2007</u> (601) %
Much better	3	4	2	1	4	3	4	3	4
Somewhat better	22	19	21	20	18	23	24	27	29
Stayed the same	35	27	34	32	34	31	30	30	33
Somewhat worse	24	27	27	26	21	23	19	19	16
Much worse	6	8	7	7	4	6	4	4	7
Don't know	10	15	9	13	19	14	20	17	11

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 dollar? 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) %	<u>2007</u> (347) %
Base (Owners)									
Very good value	12	8	9	5	11	9	10	11	8
Fairly good value	57	49	51	53	54	48	52	55	56
Fairly poor value	20	27	27	24	21	24	28	22	24
Very poor value	6	8	8	9	6	7	4	3	5
Don't know	5	7	4	9	9	12	7	8	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>	<u>2007</u>
Base (Owners)	(463) %	(261) %	(270) %	(292) %	(240) %	(268) %	(299) %	(317) %	(347) %
Much too high	-	13	14	11	6	9	11	15	12
Too high	46	42	32	42	34	39	40	39	43
About right	49	42	52	40	53	48	42	43	40
Too low	1	-	-	1	2	1	2	1	1
Much too low	-	-	-	-	-	<1	1	<1	-
Don't know	3	3	2	5	5	2	4	3	4

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
2007 (n=601)	10	32	57	1	8.6
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
2007 (n=601)	16	38	47	<1	8.2

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
2007 (n=601)	26	44	30	1	7.6
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
2007 (n=601)	34	39	27	1	7.2
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
2007 (n=601)	26	37	36	1	7.6
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
2007 (n=601)	13	28	58	1	8.5

6. (con't)

	<u>0-6</u> %	<u>7-8</u> %	<u>9-10</u> %	<u>DK</u> %	<u>Avg.</u> #
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
2007 (n=601)	23	44	33	<1	7.7
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
2007 (n=601)	49	33	18	1	6.5
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
2007 (n=601)	21	36	42	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
2007 (n=601)	19	37	43	1	8.0

6. (con't)

	<u>0-6</u> %	<u>7-8</u> %	<u>9-10</u> %	<u>DK</u> %	<u>Avg.</u> #
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
2007 (n=601)	20	34	46	<1	8.0
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
2007 (n=601)	16	38	47	-	8.2

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 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</u> <u>Support</u> %	<u>Moderately</u> <u>Support</u> %	<u>Moderately</u> <u>Oppose</u> %	<u>Strongly</u> <u>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
2007 (n=601)	10	32	27	29	4

7. (con't)

	<u>Strongly Support</u> %	<u>Moderately Support</u> %	<u>Moderately Oppose</u> %	<u>Strongly Oppose</u> %	<u>Don't know</u> %
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
2007 (n=601)	13	38	24	17	8
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
2007 (n=601)	7	22	30	37	5
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
2007 (n=601)	10	27	29	29	5
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
2007 (n=601)	18	40	21	16	5

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 30 million dollars.

	<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>2007</u> (601) %
Increase property taxes by 6% to cover the budget shortfall	17	19	20	22	23	20	21	25	21
Cut city services by the amount of the shortfall	20	22	25	21	20	18	19	19	21
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	45
Don't know/refused	6	10	9	10	14	15	14	10	13

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>2007</u> (601) %	<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>2007</u> (601) %
\$0	5	8	12	6	3	6	3	5	6	3	3	8	4	5	4	3	6	5
\$1 - \$10	8	7	12	3	3	3	3	4	2	5	5	9	2	2	2	2	4	3
\$11 - \$20	5	4	6	2	2	2	2	4	3	4	3	6	3	4	5	5	4	3
\$21 - \$30	10	6	6	6	6	6	3	7	6	10	8	7	8	6	8	9	7	6
\$31 - \$40	7	5	5	6	7	6	4	6	5	7	8	5	6	5	8	9	6	9
\$41 - \$50	26	24	22	26	24	24	27	28	27	26	24	22	26	24	24	27	28	27
\$51 - \$60	6	7	4	6	5	7	7	6	9	5	4	4	6	6	5	4	6	4
\$61 - \$70	5	5	4	7	4	5	7	5	5	5	5	5	5	6	5	3	5	5
\$71 - \$80	7	6	6	5	7	7	9	6	5	8	6	6	3	3	4	3	6	4
\$81 - \$90	1	2	1	1	2	2	1	3	2	2	4	2	1	1	2	2	2	1
\$91 - \$100	4	3	4	5	6	5	3	7	7	5	9	7	8	4	7	5	6	7
Don't know	16	21	18	27	31	27	30	20	24	17	21	18	27	31	27	29	20	24
Average	\$43.9	\$44.2	\$37.9	\$49.0	\$51.7	\$49.9	\$52.73	\$51.4	\$50.5	\$48.8	\$52.5	\$44.3	\$51.0	\$48.3	\$50.1	\$47.4	\$48.6	\$49.5

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) %	<u>2007</u> (601) %
Make higher cuts in SOME service areas and leave other services alone	61	61	63	61	61	62	64	68	60
Make service cuts in all service areas, proportionately across the board	32	31	29	29	29	27	28	24	27
Don't know	7	8	8	9	10	11	8	9	13

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</u> <u>Priority</u> %	<u>Second</u> <u>Lowest</u> <u>Priority</u> %	<u>Third Lowest</u> <u>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
2007 (n=601)	2	1	<1	4
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
2007 (n=601)	2	2	2	6

11. (con't)

	<u>Lowest Priority</u> %	<u>Second Lowest Priority</u> %	<u>Third Lowest Priority</u> %	<u>Total</u> %
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
2007 (n=601)	6	6	5	17
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
2007 (n=601)	12	8	4	24
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
2007 (n=601)	5	7	5	17
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
2007 (n=601)	1	1	2	4

11. (con't)

	Lowest Priority %	Second Lowest Priority %	Third Lowest Priority %	Total %
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
2007 (n=601)	5	3	5	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
2007 (n=601)	26	12	4	42
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
2007 (n=601)	3	4	3	10
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
2007 (n=601)	4	5	2	11

11. (con't)

	<u>Lowest Priority</u> %	<u>Second Lowest Priority</u> %	<u>Third Lowest Priority</u> %	Total %
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
2007 (n=601)	5	4	2	11
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
2007 (n=601)	2	2	3	7
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
2007 (n=601)	3	4	3	10
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	
2007 (n=601)	23	44	59	

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>
	%	%	%	%
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
2007 (n=601)	27	12	5	45
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
2007 (n=601)	5	6	5	16
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
2007 (n=601)	2	4	4	10
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
2007 (n=601)	2	5	4	12

12. (con't)

	<u>Top Priority</u>	<u>Second Priority</u>	<u>Third Priority</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
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
2007 (n=601)	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
2007 (n=601)	5	14	11	30
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
2007 (n=601)	3	4	5	12
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
2007 (n=601)	1	2	3	6
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
2007 (n=601)	15	6	4	26

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
2007 (n=601)	9	5	5	20
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
2007 (n=601)	8	8	7	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
2007 (n=601)	6	6	7	18
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
2007 (n=601)	5	1	1	7
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	
2007 (n=601)	8	21	35	

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>	<u>2007</u>
Base (owners)	(463) %	(261) %	(270) %	(292) %	(240) %	(278) %	(299) %	(317) %	(347) %
\$200,000	37	44	44	49	37	36	20	16	14
\$400,000	37	38	32	28	32	30	44	36	29
\$600,000	21	13	19	19	20	26	30	21	27
\$800,000	-	-	-	-	-	-	-	19	25
Don't know/ refused	5	5	5	4	11	9	7	8	6

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 \$32 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>	<u>2007</u>	
Base (owners claiming their home is worth \$200,000)	(193) %	(127) %	(131) %	(146) %	(95) %	(99) %	(65) %	(55) %	(51) %	
An 8% increase which is about \$40 per year	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
A 6% increase which is about \$32 per year	74	76	78	71	79	64	71	74	85	
A 4% increase which is about \$21 per year	84	84	87	80	89	74	80	86	89	
A 2% increase which is about \$11 per year	88	87	89	87	93	90	87	90	96	

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%. Estimated dollar amounts for increases in 2006 were \$33 at a 6% increase, \$22 at 4%, and \$11 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 \$64 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>	<u>2007</u>
Base (owners claiming their home is worth \$400,000)	(156) %	(89) %	(75) %	(78) %	(73) %	(83) %	(120) %	(108) %	(102) %
An 8% increase which is about \$85 per year	61	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
A 6% increase which is about \$64 per year	71	54	63	53	58	59	52	64	74
A 4% increase which is about \$43 per year	78	63	78	69	72	73	67	75	81
A 2% increase which is about \$21 per year	89	80	89	85	84	84	84	89	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%. Estimated dollar amounts for increases in 2006 were \$67 at a 6% increase, \$45 at 4%, and \$22 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 \$96 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>	<u>2007</u>
Base (owners claiming their home is worth \$600,000)	(96) %	(34*) %	(53) %	(56) %	(50) %	(72) %	(94) %	(66) %	(82) %
An 8% increase which is about \$130 per year	60	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
A 6% increase which is about \$96	65	48	57	67	53	54	60	54	62
A 4% increase which is about \$64 per year	82	50	70	76	73	68	74	69	75
A 2% increase which is about \$32 per year	88	71	79	87	88	81	90	89	91

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%. Estimated dollar amounts for increases in 2006 were \$100 at a 6% increase, \$67 at 4%, and \$33 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 \$128 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>2006</u>	<u>2007</u>
Base (owners claiming their home is worth \$800,000)	(66) %	(96) %
A 6% increase which is about \$128 per year	62	51
A 4% increase which is about \$86 per year	74	61
A 2% increase which is about \$42 per year	86	81

Note: Estimated dollar amounts for increases in 2006 were \$134 at a 6% increase, \$89 at 4%, and \$45 at 2%.

17. Would you be willing to pay...

	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>	<u>2007</u>
Base (those not sure/willing of the value of their home)	(18*) %	(11*) %	(11*) %	(12*) %	(22) %	(24) %	(20) %	(26) %	(16) %
An 8% increase which is about \$85 per year	41	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
A 6% increase which is about \$94 per year	41	62	65	51	35	31	62	47	11
A 4% increase which is about \$62 per year	52	66	65	59	74	52	71	53	39
A 2% increase which is about \$31 per year	70	66	65	59	77	70	82	67	70

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%. %. Estimated dollar amounts for increases in 2006 were \$94 at a 6% increase, \$62 at 4%, and \$31 at 2%.

* Caution: very small base size

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

	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>	<u>2007</u>
	(463) %	(261) %	(270) %	(292) %	(240) %	(278) %	(299) %	(317) %	(347) %
An 8% increase	62	n/a	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	63
A 4% increase	80	70	80	75	79	70	72	74	73
A 2% increase	87	81	86	85	87	84	86	87	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>	<u>2007</u>
Base (renters)	(537) %	(342) %	(331) %	(304) %	(355) %	(312) %	(323) %	(269) %	(242) %
Yes	89	83	84	85	85	81	83	81	87
No/don't know/refused	11	17	16	15	15	17	15	19	13

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>	<u>2007</u>
	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %	(636) %	(607) %	(601) %
Strongly support	23	21	18	18	20	16	19	17	20
Moderately support	46	44	41	46	46	42	49	42	44
Moderately oppose	14	16	21	14	15	14	14	20	17
Strongly oppose	15	14	18	18	14	24	12	16	16
Don't know	3	6	3	4	6	4	7	6	4

- 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>	<u>2007</u>
	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %	(636) %	(607) %	(601) %
Charging people user fees on SOME City services to help cover the costs of these services	68	67	66	67	60	58	64	60	65
Raising property taxes to be able to maintain all City services	26	24	27	24	30	28	27	32	26
Don't know	6	9	7	9	10	14	9	8	9

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) %	<u>2007</u> (601) %
Charging people user fees on SOME City services to help cover the costs of these services	83	75	78	81	79	74	82	78	81
Cutting services	13	15	14	12	13	13	10	13	9
Don't know	5	10	8	7	9	13	8	9	11

21. On another topic ... The City would like to reserve, over the next four years, \$5.0 million per year in preparation for the 2010 Winter Olympics and Paralympic Games. The Legacy Reserve Fund of \$20 million would allow the City to achieve three broad objectives: (RANDOMIZE ORDER OF READING OBJECTIVES)

	Highest priority <u>[5]</u> %	<u>4</u> %	<u>3</u> %	<u>2</u> %	Lowest priority <u>[1]</u> %	Don't know %	Average #
A. To develop programs which enable the whole spectrum of citizens, businesses and diverse communities within the City to be actively involved in the preparation for and hosting of the Games 2007 (n=601)	23	23	23	10	19	2	3.2
B. To ensure that the Games meet the City's sustainability and accessibility objectives by protecting the environment and promoting long-term economic and social benefits to our residents and businesses 2007 (n=601)	32	22	22	8	15	2	3.5
C. To ensure that the thousands of visitors will experience a Vancouver that is safe, clean, festive and welcoming 2007 (n=601)	28	24	21	9	16	2	3.4

I will read these objectives again briefly and ask you to rate each one in terms of its priority to you. Please use a scale from one through five where "one" means the lowest priority to you and "five" means the highest priority to you. How would you rate [INSERT ITEM]? READ ITEMS IN SAME RANDOMIZED ORDER. REPEAT SCALE AS NEEDED. REPEAT FULLER DESCRIPTION ABOVE IF ASKED.

Are there any other objectives for the City regarding the Olympics that are of high priority to you? IF YES: Please specify. THEN ASK TO RATE ON THE 5-point SCALE.

1-5 point SCALE: lowest priority = 1 2 3 4 5 = highest priority

- Actively involving the spectrum of citizens, businesses and diverse communities in preparing for and hosting of the games
- Ensuring the Games meet the City's sustainability and accessibility objectives
- Being an excellent host to those that visit the City
- Other, please specify: _____

	Total <u>2007</u> (601) %
D. Other	
Yes	27
No	72
Don't know	2

	Total Residents who articulate other <u>Olympic objectives</u>
D. Other (SPECIFY)	(180) %
Cost-related: No cost over-run/ deficit/ stay on budget/ should not become a tax burden for residents	38▲
Security/safety-related:	24▲
Security and crime control/ ensure safety of residents and visitors	22
Clean up the Downtown Eastside	3
Transportation:	17
Improve traffic flow (without hindering regular commuters)	11
Improve transit access/ expand Skytrain routes	9
Housing-related: Provide aid/ shelter for homeless population/ find a solution to deal with problem of homelessness	14
Citizens first: Provide assistance for (low income) people displaced by "Olympic preparation"	12
Legacies for citizens:	11
Promote economic development/ lasting economic legacies	-
Creation of mixed income housing from Olympic venues/ ensure they are not turned into high-income condos only	9
Develop sustainable facilities and infrastructure to enhance the quality of citizens' lives	2
Citizen participation/inclusiveness: Ensure that the Olympics are accessible to all, not just an elite few	8▲
Promote the city (it's reputation/ beauty)	<1
Sustainability/ environment	-
Miscellaneous	<1

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) %	<u>2007</u> (601) %
Gender									
Male	49	48	50	49	49	49	49	49	49
Female	51	52	50	51	52	52	52	52	51
Home Ownership									
Rent	50	52	50	47	55	52	50	46	40
Own	50	48	50	52	43	46	47	50	57
Age									
18 - 24	13	10	10	10	12	12	12	12	10
25 - 34	26	23	23	23	23	23	23	23	24
35 - 44	20	23	23	23	21	21	21	21	22
45 - 54	13	16	16	16	18	18	18	18	18
55 - 64	11	11	11	11	10	10	10	10	10
65 or older	16	17	17	17	15	15	15	15	16
Ethnic Background									
Chinese (Hong Kong, China, Taiwan, or other)	22	22	19	31	26	21	23	25	25
British	36	35	39	29	29	36	34	30	32
East European	8	8	9	9	12	8	9	10	8
Canadian	7	7	7	6	9	7	6	8	9
German	6	4	7	5	6	6	4	4	5
East Indian	3	3	4	5	3	4	3	1	2
French	4	3	3	4	5	4	4	3	2
Scandinavian	1	2	3	2	2	2	2	-	2
Italian	2	3	2	2	1	1	1	3	3
First Nations	1	1	2	2	1	2	2	2	1
European (unspecified)	1	3	2	1	2	2	1	-	1
Asian - Other (Indonesia, Malaysia, Thailand)	2	2	1	-	3	3	2	1	3
Filipino	1	1	2	1	2	2	1	1	2
Dutch	2	1	1	1	2	1	2	2	1
African	1		1	1	1	2	2	<1	1
Japanese	1	2	-	1	1	1	1	1	1
American	1	1	-	1	1	2	1	2	1
Korean	-	-	-	1	-	<1	<1	<1	<1
Middle East (unspecified)	-	-	1	-	1	1	1	-	1
Greek	-	1	-	-	1	1	1	1	1
Spanish	-	1	-	-	1	1	1	1	<1
Other	2	3	2	1	1	1	7	12	4
Refused/don't know	2	2	1	2	2	3	3	2	3
Children in Household									
Yes	31	34	30	32	33	31	35	36	35
No	69	66	70	67	66	69	65	64	64
Refused	-	1	-	1	-	<1	1	1	<1

Demographics (cont'd)

	<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>2007</u> (601) %
% with Children						(n=176)	(n=204)	(n=196)	(n=204)
Over 19 years of age	12	11	12	8	12	9	12	18	11
Between 12 and 18	13	15	11	11	13	9	11	14	13
Under 12	16	18	18	20	17	19	19	19	20
# of Years Been Resident of Vancouver									
0 - 9	33	34	32	34	41	41	41	41	32
10 - 19	17	21	20	23	23	20	17	22	23
20 - 29	16	16	18	16	16	14	14	12	17
30+	24	29	29	26	20	25	28	25	28
Whole life	9	-	-	-	-	-	-	-	-
Don't know/ refused	1	1	-	1	-	<1	<1	1	<1
Avg. # of Years	20	22	21	21	18	19	19	19	21
Type of Dwelling									
Single, detached house	51	48	48	49	46	44	48	45	51
Duplex or townhouse	9	8	9	8	8	8	9	10	9
Apartment or condo	38	41	40	40	44	43	42	43	38
Other/ refused	1	3	2	3	2	6	1	3	2
Person Responsible For Paying The Property Taxes or Rent									
Yes - pay property taxes	41	40	43	42	36	43	43	45	51
Yes - pay rent	42	46	45	41	49	44	44	42	38
No	16	14	11	16	15	13	12	12	11
# of Working Adults Contributing to Household Income									
0	13	16	14	14	10	12	12	11	11
1	41	42	42	39	42	41	38	39	40
2	36	36	36	37	41	40	41	42	39
3	7	3	5	5	5	3	4	4	5
4+	2	3	2	3	1	2	2	2	3
Refused	1	1	1	2	1	2	3	2	1
Household Income									
Under \$10,000	6	5	4	7	6	5	7	5	3
\$10,000 - \$19,999	12	10	8	8	11	11	9	6	9
\$20,000 - \$29,999	16	13	10	12	13	12	12	12	10
\$30,000 - \$39,999	13	14	11	13	10	10	11	9	14
\$40,000 - \$49,999	11	9	11	8	9	8	9	9	9
\$50,000 - \$59,999	8	8	9	7	7	7	7	10	8
\$60,000 - \$69,999	6	6	6	8	4	7	6	6	7
\$70,000 - \$79,999	4	4	5	3	4	6	6	4	4
\$80,000 - \$99,999	5	4	6	5	6	8	7	5	10
\$100,000+	7	7	10	9	9	11	10	17	14
Don't know/ refused	11	18	21	18	22	16	16	17	13

City of Vancouver
— 2007 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	
	2006 (353) %	2007 (350) %	2006 (353) %	2007 (350) %
Total Transportation	21	18	36	29
Traffic congestion	13	11	24	17
Lack of/ poor quality of public transit	6	3	11	6
Poor condition of streets	1	1	5	3
Other transportation	1	2	1	2
Issues Re: RAV Line	<1	1	1	3
Total Crime	17	12	30	24
Theft/ break-ins	10	5	21	10
Personal safety	3	2	7	4
Drugs/ drug related problems	3	3	6	5
Crime/ drugs in Downtown East Side/ crime/ crime prevention	2	3	2	6
Downtown East Side problems	<1	-	<1	-
Total Taxation	19	14	28	19
Property tax increases	17	14	24	19
Taxes (general)	1	-	1	<1
Inefficient government	1	-	1	<1
Government spending/ overspending	-	1	1	1
Deficits	-	-	<1	-
Total Social	13	18	22	31
Homeless/ poverty	11	17	18	28
Lack of affordable housing	2	1	4	3
Total Growth	6	3	7	4
Over development/ growth	2	2	3	3
Too many subdivisions/ housing developments	-	-	<1	-
Poor planning	3	1	4	1
Total Government	2	3	2	3
Provision of municipal services	1	-	1	-
Government (gen)	<1	3	1	3
Total Economy	2	3	2	5
The economy	1	2	2	3
Employment/ jobs	<1	2	<1	2

1a,b (con't)

	First mention		Total mention	
	<u>2006</u> (353) %	<u>2007</u> (350) %	<u>2006</u> (353) %	<u>2007</u> (350) %
Total Environment	<1	1	1	4
Pollution/ air quality	-	<1	<1	1
Garbage/ recycling/ waste management	<1	1	1	3
Environment (general)	-	-	-	1
Other	9	15	22	21
Parking tax	4	1	6	2
Parking	2	6	6	10
Business permits/ licenses	1	4	2	7
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	1	2	1
Lack of office/ commercial space/ high commercial rent/ zoning	-	2	2	3
Water quality concerns	-	1		1
Miscellaneous/ other	1	1	5	2
Nothing in particular/ don't know	12	12	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> (300) %	<u>2006</u> (353) %	<u>2007</u> (350) %
Very satisfied	19	17	12
Somewhat satisfied	69	50	58
Somewhat dissatisfied	5	17	10
Very dissatisfied	2	8	7
Don't know	4	8	13

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> (300) %	<u>2006</u> (353) %	<u>2007</u> (350) %
Much better	1	3	4
Somewhat better	13	22	23
Stayed the same	45	34	37
Somewhat worse	18	17	13
Much worse	5	7	6
Don't know	17	17	18

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) %	<u>2007</u> (247) %
Very good value	3	6	5
Fairly good value	50	47	47
Fairly poor value	24	27	23
Very poor value	18	9	13
Don't know/ refused	4	11	12

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) %	<u>2007</u> (247) %
Much too high		27	25
Too high	68	36	30
About right	24	26	36
Too low	-	-	2
Much too low	-	-	<1
Don't know/ refused	8	11	7

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
2007 (n=350)	13	26	60	1	8.6
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
2007 (n=350)	21	34	45	1	8.1

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=300)	46	37	16	1	6.4
2006 (n=353)	42	39	19	<1	6.6
2007 (n=350)	41	34	25	<1	6.8
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
2007 (n=350)	63	24	13	<1	5.5
e) Libraries					
1997 (n=300)	50	33	17	-	6.4
2006 (n=353)	47	35	18	<1	6.3
2007 (n=350)	51	28	21	<1	6.2
f) Fire protection					
1997 (n=300)	16	36	48	-	8.3
2006 (n=353)	18	28	54	-	8.4
2007 (n=350)	11	30	59	<1	8.6
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
2007 (n=350)	16	44	41	-	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
2007 (n=350)	55	28	16	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
2007 (n=350)	34	35	31	1	7.1
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
2007 (n=350)	17	25	57	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
2007 (n=350)	16	29	55	1	8.3
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
2007 (n=350)	23	28	48	1	7.8
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
2007 (n=350)	9	23	23	43	3
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
2007 (n=350)	22	38	19	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
2007 (n=350)	6	24	35	30	6
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
2007 (n=350)	15	27	25	29	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
2007 (n=350)	25	39	12	17	7

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

Note: In 2006 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.

Note: In 2007 if asked about the 6% or what the shortfall is, tell them the budget shortfall is about 30 million dollars. In 1997 the shortfall was 26 million.

	<u>1997</u> (300) %	<u>2006</u> (353) %	<u>2007</u> (350) %
Increase property taxes by 6% to cover the budget shortfall	7	14	13
Cut city services by the amount of the shortfall	31	27	30
Use a mix of both property tax increases AND service cuts to deal with the budget shortfall	58	49	47
Don't know	4	9	11

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> (300) %	<u>2006</u> (353) %	<u>2007</u> (350) %	<u>1997</u> (300) %	<u>2006</u> (353) %	<u>2007</u> (350) %
\$0	n/a	12	10	n/a	4	4
\$1 -\$10	↓	4	6	↓	1	3
\$11 -\$20		4	2		3	3
\$21 -\$30		11	7		6	3
\$31 -\$40		7	4		3	4
\$41 -\$50		27	33		27	33
\$51 -\$60		3	4		6	4
\$61 -\$70		4	1		10	4
\$71 -\$80		5	5		5	5
\$81 -\$90		1	1		2	3
\$91 -\$100		4	5		14	13
Don't know	n/a	19	22	n/a	19	22
Average	\$34.0	\$41.2	\$43.2	\$64.5	\$58.8	\$56.8

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> (300) %	<u>2006</u> (353) %	<u>2007</u> (350) %
Make higher cuts in SOME service areas and leave other services alone	66	69	65
Make service cuts in all service areas , proportionately across the board	28	21	26
Don't know	6	10	9

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</u> <u>Priority</u> %	<u>Second</u> <u>Lowest</u> <u>Priority</u> %	<u>Third</u> <u>Lowest</u> <u>Priority</u> %	Total lowest priority %
Policing				
1997 (n=300)	1	1	1	3
2006 (n=353)	2	2	1	4
2007 (n=350)	2	1	2	5
Maintain/repair sewage and drainage systems				
1997 (n=300)	1	4	3	8
2006 (n=353)	1	2	<1	4
2007 (n=350)	2	2	3	7
Maintain/develop city parks and beaches				
1997 (n=300)	12	12	16	40
2006 (n=353)	11	12	8	31
2007 (n=350)	10	12	8	29
Community centres, ice rinks, swimming pools				
1997 (n=300)	15	17	17	49
2006 (n=353)	15	12	11	38
2007 (n=350)	22	13	11	46
Libraries				
1997 (n=300)	5	19	16	40
2006 (n=353)	11	8	9	27
2007 (n=350)	11	12	10	33
Fire protection				
1997 (n=300)	2	3	2	7
2006 (n=353)	3	1	2	7
2007 (n=350)	1	1	1	3

11. (con't)

	<u>Lowest Priority</u> %	<u>Second Lowest Priority</u> %	<u>Third Lowest Priority</u> %	Total lowest priority %
Maintain/clean/upgrade streets and sidewalks				
1997 (n=300)	1	2	8	11
2006 (n=353)	2	2	2	6
2007 (n=350)	2	4	2	7
Support for arts and cultural organizations				
1997 (n=300)	42	18	8	68
2006 (n=353)	24	15	8	47
2007 (n=350)	23	12	11	46
Support for community service organizations				
1997 (n=300)	8	9	12	29
2006 (n=353)	5	7	3	15
2007 (n=350)	3	7	6	16
Planning for future development of Vancouver				
1997 (n=300)	1	6	1	8
2006 (n=353)	1	2	3	7
2007 (n=350)	2	2	2	6
Management of traffic in the city itself				
1997 (n=300)	2	2	1	5
2006 (n=353)	2	1	3	7
2007 (n=350)	2	2	1	4
Garbage collection and recycling				
2006 (n=353)	4	2	5	10
2007 (n=350)	4	3	1	9
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
2007 (n=350)	5	2	1	5
No low/2 nd /3 rd priority				
1997 (n=300)	-	-	-	-
2006 (n=353)	16	34	44	16
2007 (n=350)	11	29	42	11

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>	Total highest priority
	%	%	%	%
Policing				
1997 (n=300)	39	13	11	63
2006 (n=353)	36	14	4	54
2007 (n=350)	33	10	8	51
Maintain/repair sewage and drainage systems				
1997 (n=300)	2	7	19	28
2006 (n=353)	3	5	8	16
2007 (n=350)	3	8	8	19
Maintain/develop city parks and beaches				
1997 (n=300)	2	5	5	12
2006 (n=353)	1	3	5	8
2007 (n=350)	1	3	3	6
Community centres, ice rinks, swimming pools				
1997 (n=300)	1	4	1	6
2006 (n=353)	<1	1	3	4
2007 (n=350)	1	1	3	5
Libraries				
1997 (n=300)	1	4	8	13
2006 (n=353)	1	2	3	5
2007 (n=350)	2	1	3	5
Fire protection				
1997 (n=300)	10	27	10	47
2006 (n=353)	5	13	10	28
2007 (n=350)	6	17	7	29
Maintain/clean/upgrade streets and sidewalks				
1997 (n=300)	6	5	10	21
2006 (n=353)	5	13	5	23
2007 (n=350)	6	9	8	23
Support for arts and cultural organizations				
1997 (n=300)	3	-	1	4
2006 (n=353)	3	3	1	7
2007 (n=350)	3	1	2	6
Support for community service organizations				
1997 (n=300)	3	3	2	8
2006 (n=353)	7	4	3	14
2007 (n=350)	6	4	4	14
Planning for future development of Vancouver				
1997 (n=300)	15	13	9	37
2006 (n=353)	11	8	10	29
2007 (n=350)	10	8	5	24

12. (con't)

	<u>Top Priority</u>	<u>Second Priority</u>	<u>Third Priority</u>	Total highest priority
	%	%	%	%
Management of traffic in the city itself				
1997 (n=300)	14	13	12	39
2006 (n=353)	12	9	5	27
2007 (n=350)	12	8	10	31
Garbage collection and recycling				
2006 (n=353)	3	3	8	14
2007 (n=350)	5	7	4	16
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
2007 (n=350)	2	2	1	2
No low/2 nd /3 rd priority				
1997 (n=300)	-	-	-	-
2006 (n=353)	10	21	34	10
2007 (n=350)	11	19	36	11

- 13a. Thinking about tax increases for the moment. In order for the City of Vancouver to raise **\$30** 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>	<u>2006</u>	<u>2007</u>
	(200)	(230)	(247)
	%	%	%
An 8% increase	20	n/a	n/a
A 6% increase**	23	34	29
A 4% increase**	48	48	40
A 2% increase**	64	70	68
Would not pay any increase	36	28	28
Don't know	-	1	4

Note: An 8% increase was asked **only** in 1997 in order to raise \$26 million.
An 6% increase was asked **only** in 2006 in order to raise \$29 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 **\$30** 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>	<u>2007</u>
Base (renters)	(n/a)	(109)	(86)
	%	%	%
Yes	47	49	52
No	45	43	48
Don't know/ refused	8	8	<1

Note: An 6% increase was asked **only** in 2006 in order to raise \$29 million.

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>	<u>2007</u>
	(300)	(353)	(350)
	%	%	%
Strongly support	32	25	24
Moderately support	37	43	39
Moderately oppose	10	11	13
Strongly oppose	19	17	21
Don't know	2	4	3

- 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>	<u>2007</u>
	(300)	(353)	(350)
	%	%	%
Charging people user fees on SOME City services to help cover the costs of these services	83	75	76
Raising property taxes to be able to maintain all City services	10	18	14
Don't know	7	8	10

- 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>	<u>2007</u>
	(300)	(353)	(350)
	%	%	%
Charging people user fees on SOME City services to help cover the costs of these services	75	74	76
Cutting services	22	19	17
Don't know	3	7	7

NEW SECTION for 2007: OLYMPICS

21. On another topic ...

The City would like to reserve, over the next four years, \$5.0 million per year in preparation for the 2010 Winter Olympics and Paralympic Games. The Legacy Reserve Fund of \$20 million would allow the City to achieve three broad objectives: (RANDOMIZE ORDER OF READING OBJECTIVES)

I will read these objectives again briefly and ask you to rate each one in terms of its priority to you. Please use a scale from one through five where "one" means the lowest priority to you and "five" means the highest priority to you. How would you rate [INSERT ITEM]? READ ITEMS IN SAME RANDOMIZED ORDER. REPEAT SCALE AS NEEDED. REPEAT FULLER DESCRIPTION ABOVE IF ASKED.

	Highest priority [5] %	4 %	3 %	2 %	Lowest priority [1] %	Don't know %	Average #
A. To develop programs which enable the whole spectrum of citizens, businesses and diverse communities within the City to be actively involved in the preparation for and hosting of the Games 2007 (n=350)	28	23	22	9	16	2	3.4
B. To ensure that the Games meet the City's sustainability and accessibility objectives by protecting the environment and promoting long-term economic and social benefits to our residents and businesses 2007 (n=350)	34	23	20	9	12	2	3.6
C. To ensure that the thousands of visitors will experience a Vancouver that is safe, clean, festive and welcoming 2007 (n=350)	43	22	18	7	9	1	3.8

Are there any other objectives for the City regarding the Olympics that are of high priority to you? IF YES: Please specify. THEN ASK TO RATE ON THE 5-point SCALE.

1-5 point SCALE: lowest priority = 1 2 3 4 5 = highest priority

___ Actively involving the spectrum of citizens, businesses and diverse communities in preparing for and hosting of the games

___ Ensuring the Games meet the City's sustainability and accessibility objectives

___ Being an excellent host to those that visit the City

___ Other, please specify: _____

	Total <u>2007</u> (350) %
D. Other	
Yes	28
No	72
Don't know	1

	Total Businesses who articulate other <u>Olympic objectives</u>
D. Other (SPECIFY)	(89) %
Cost-related: No cost over-run/ deficit/ stay on budget/ should not become a tax burden for residents	42▲
Security/safety-related:	12
Security and crime control/ ensure safety of residents and visitors	10
Clean up the Downtown Eastside	2
Transportation:	27▲
Improve traffic flow (without hindering regular commuters)	19
Improve transit access/ expand Skytrain routes	9
Housing-related: Provide aid/ shelter for homeless population/ find a solution to deal with problem of homelessness	13
Citizens first: Provide assistance for (low income) people displaced by "Olympic preparation"	7
Legacies for citizens:	11
Promote economic development/ lasting economic legacies	5
Creation of mixed income housing from Olympic venues/ ensure they are not turned into high-income condos only	3
Develop sustainable facilities and infrastructure to enhance the quality of citizens' lives	2
Citizen participation/inclusiveness: Ensure that the Olympics are accessible to all, not just an elite few	1
Promote the city (it's reputation/ beauty)	7▲
Sustainability/ environment	2
Miscellaneous	2

Demographics

	<u>2006</u> (353) %	<u>2007</u> (350) %
Gender		
Male	74	70
Female	27	30
Location of Business		
Westend/ Downtown Vancouver	33	35
North East	18	18
North West	29	20
South East	9	12
South West	11	15
Type of Business Own or Operate		
Professional services	42	35
Retail	23	32
Manufacturing	7	8
Non profit/ church	6	-
Restaurants/ food	5	6
Legal/ financial/ medical/ real estate	3	3
Personal services	2	2
Wholesale/ processing/ distribution	2	1
Construction/ development	2	1
Recreation/ tourist services	2	1
Auto repair/ leasing	2	1
Transportation	1	1
Social services/ care facilities	1	-
Tourism/ hotels	<1	2
Media/ communication	-	3
Mining	-	1
Arts/ film	-	1
Import/ export	-	1
Miscellaneous	4	1
Position in Company		
Owner/ president	69	74
Senior manager	26	19
Department manager/ office manager	3	4
Director/ director of marketing etc.	1	1
Miscellaneous	1	3
Building Ownership		
Rent	77	78
Own	22	21
Don't know/ refused	1	1
Responsible For Paying The Property Taxes or Rent (n=266)		
Pay rent and property taxes	51	54
Pay rent only	47	41
Don't know/ refused	3	6

Demographics (cont'd)

	<u>2006</u> (353) %	<u>2007</u> (350) %
Employees Based in Vancouver		
0-4 employees	48	56
5-9 employees	24	20
10-24 employees	20	18
25-99 employees	7	6
100 or more employees	1	1
Employees Based Outside the City of Vancouver		
0-4 employees	83	84
5-9 employees	7	4
10-24 employees	5	5
25-99 employees	4	4
100 or more employees	1	2
Don't know/ refused	1	1
Number of Years Operating Business in Vancouver		
5 or less	25	29
6 to 19 years	43	36
20+ years	32	35
Don't know/ refused	1	-
Resident of the City of Vancouver		
Yes	69	67
No	31	33
Refused	<1	-
Language of Interview		
English	93	95
Cantonese	7	5
Mandarin	1	-
Company Size		
Small 0-24 employees	92	93
Medium 25-99 employees	7	6
Large 100 or more employees	1	1

Appendix B - 2007 CITY CHOICES SURVEY

BASIC STATISTICS & BACKGROUND

The 2007 City Choices flyer was distributed through 2 community newspapers (Courier & Ming Pao), community centres, branch libraries and the City website.

In total, there were 1711 responses to the survey:

- 1469 (86%) completed via the website
- 242 (14%) completed via mail/fax

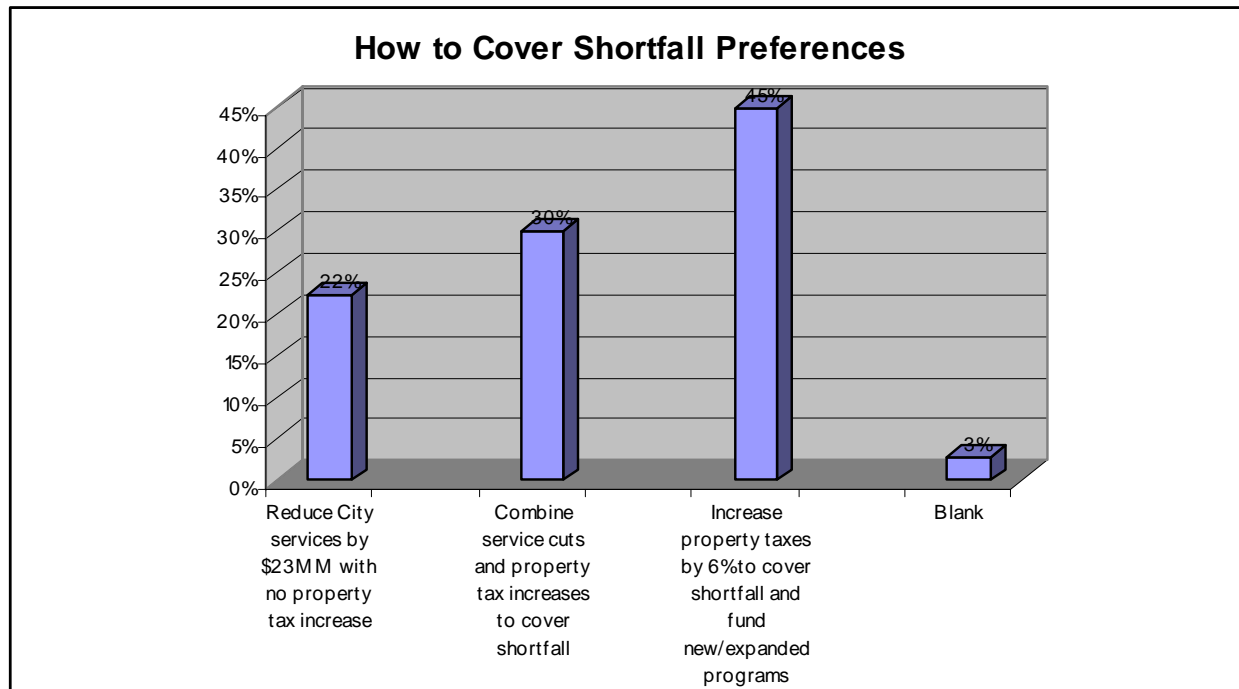
Points to keep in mind when interpreting the results:

- 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.

RESULTS

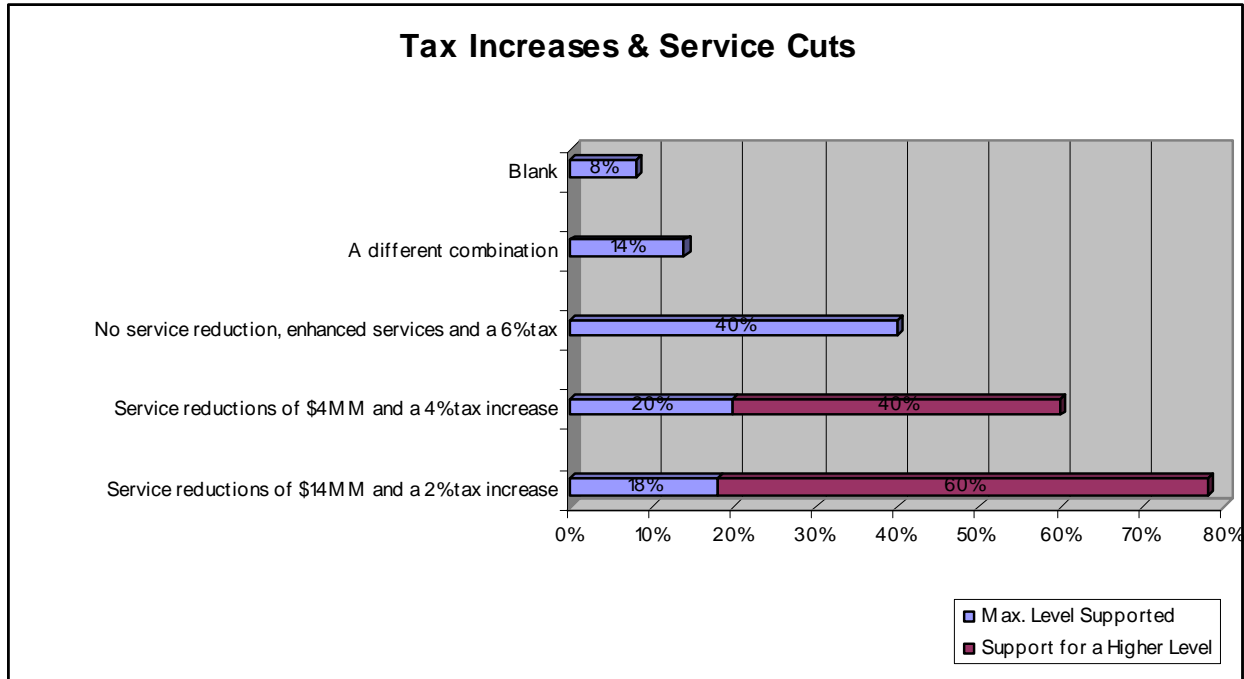
Question # 1 - Which one of the following options would you prefer?

45% of respondents provided the strongest support for increasing property taxes by 6% to cover the shortfall and fund new or expanded programs. The other choices of combined service cuts with property tax increase and no property tax increases



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

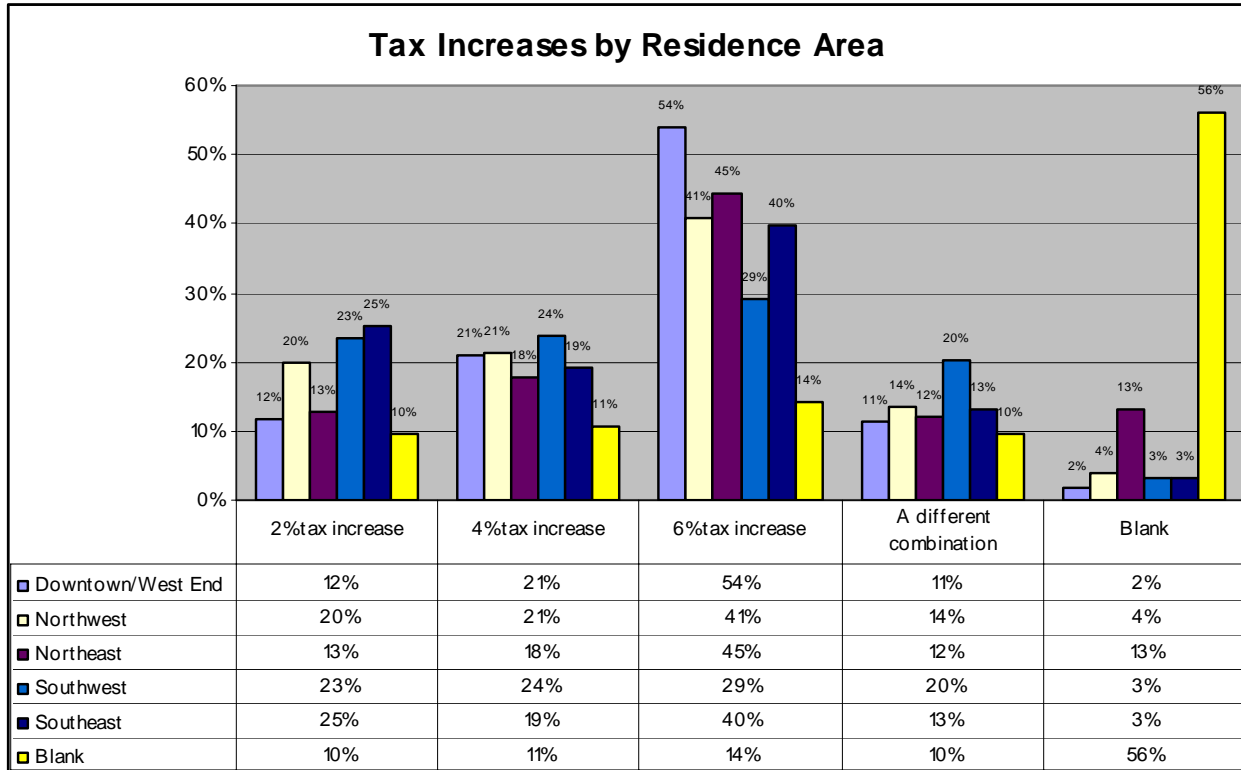
40% of respondents provided the strongest support for a 6% property tax increase with no service cuts to cover the \$14 million shortfall. Looking at the responses cumulatively, 60% of respondents would support a 4% tax increase and 78% would support a 2% tax increase.



Analysis of Acceptance of Tax Increase by Residence Area

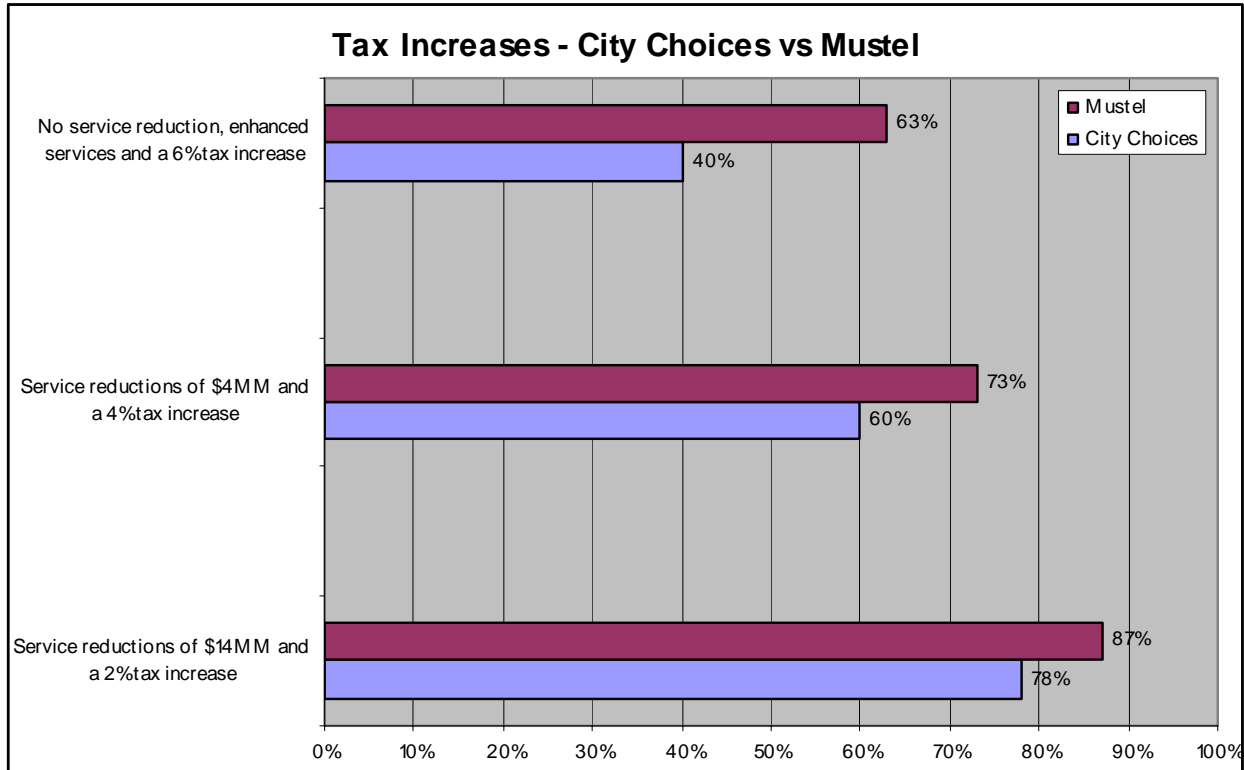
When analyzing the respondents' preference on tax increase by their residence area, the result indicated that most areas support a 6% increase to taxes and no cuts to services to cover the \$14 million shortfall.

However, the Southwest quadrant shows a more equal distribution among the options.



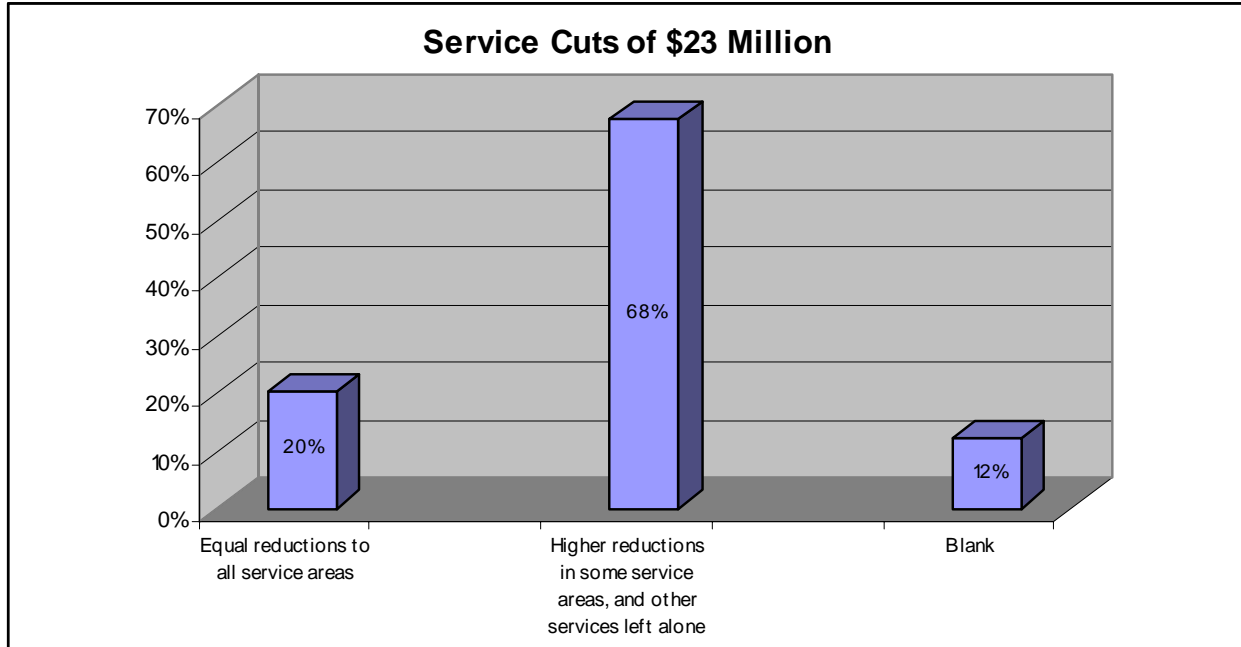
City Choices Results vs. Mustel Group Results

Looking at the respondents cumulatively, results from both City Choices and Mustel Group surveys indicated that the majority of the residents would support a 2% tax increase (City Choices - 78%, Mustel - 87%); followed by a 4% tax increase (City Choices - 60%, Mustel - 73%) and a 6% tax increase (City Choices - 40%, Mustel - 63%).



Question #3 - If there were service cuts of \$23 million, which would you prefer?

68% of respondents indicated that they would support higher reductions in some service areas, and other services left alone.



Question #4 - The City wants to know your preference for adjusting the level of funding for City services and programs.

City Choices - Top 5 Areas for...

Maintaining Funding		Increasing Funding		Decreasing Funding	
1. Fire Services	66%	1. Community & Social Services	47%	1. Support & Legislative Services	54%
2. Other Public Safety Services	57%	2. Library Services	27%	2. Planning & Development	37%
3. Park & Recreational Services	55%	3. Police Services	26%	3. Cultural Services	33%
4. Library Services	55%	4. Park & Recreational Services	24%	4. Police Services	26%
5. Street & Traffic Services	52%	5. Cultural Services	21%	5. Other Public Safety Services	25%

The percentage presented above is based on the total number of respondents to the City Choices survey - 1711.

Mustel Group - Last 5 Areas to Make Cuts

Residents		Businesses	
1. Policing	45%	1. Policing	51%
2. Fire Protection	30%	2. Traffic Management	31%
3. Support Community Services Organizations	26%	3. Fire Protection	29%
4. Traffic Management	22%	4. Plan Future Development	24%
5. Plan Future Development	20%	5. Streets/Sidewalks	23%

Mustel Group - Top 5 Areas to Make Cuts

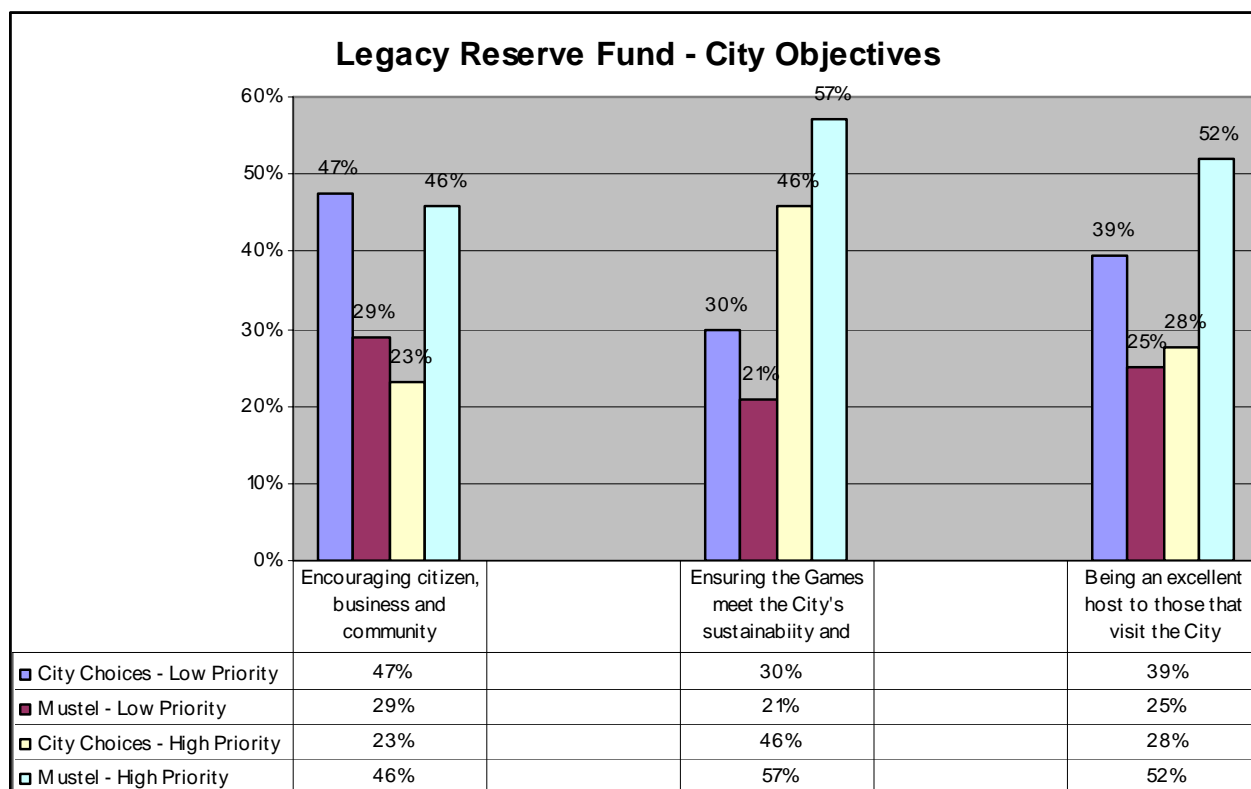
Residents		Businesses	
1. Arts & Cultural Support	42%	1. Arts & Cultural Support	46%
2. Community Centres/ Pools/Rinks	24%	2. Community Centres/ Pools/Rinks	46%
3. Libraries	17%	3. Libraries	33%
4. Parks/Beaches	17%	4. Parks/Beaches	29%
5. Streets/Sidewalks	13%	5. Support Community Service Organizations	16%

Please note that Support & Legislative Services was not offered as an option in the Mustel Group survey.

Question #5 - The City would like to reserve, over the next 4 years, \$5 million per year, in preparation for the 2010 Olympic & Paralympic Winter Games. The Legacy Reserve Fund would allow the City to 1) develop programs that enable citizens, businesses and communities to actively participate in the Games; 2) ensure the Games meet the City's sustainability and accessibility objectives; and 3) ensure visitors will experience a Vancouver that is safe, clean, festive and welcoming.

Respondents were asked to indicate their support for each of the three objectives on a scale from 1 to 5, with 1 being the lowest and 5 being the highest.

City Objectives	Low Priority (1 - 2)		High Priority (4 - 5)	
	City Choices	Mustel (Residents)	City Choices	Mustel (Residents)
Encouraging citizen, business and community participation in the Games.	47%	29%	23%	46%
Ensuring the Games meet the City's sustainability and accessibility objectives.	30%	21%	46%	57%
Being an excellent host to those that visit the City.	39%	25%	28%	52%



Please note that only the residents' response to Question #5 from the Mustel survey has been presented above for ease of comparison. Please refer to the detailed Mustel report for the businesses' response.

City Choices - 580 (34%) of respondents suggested other objectives, some of which encompassed multiple areas of interest.

City Choices - Suggested Other Objectives	% of respondents who suggested other objectives
Do not support the Legacy Reserve Fund	38%
Cost-related Better use the fund to balance the City's budget to minimize service cuts and property tax increase City Services should not be cut to fund the Games The Games should not become a tax burden for the citizens; the cost is too high for a 2-week event Ensure fiscal accountability; no cost overrun Seek external funding (e.g. other levels of government, corporate sponsorship, user fees)	42%
Housing-related Tackle the City's homeless issue Create affordable housing Ensure no displacement of marginalized citizens Ensure no cuts in low income housing	27%
Citizens First Take care of our own citizens and social issues before funding the Games Enhance the City and the quality of life of its citizens beyond the Games City services should not be cut to fund the Games Ensure that citizens will not suffer the financial and social consequences of the Games	9%
Social, Community & Cultural Better spend money on homeless, drug addiction, mental health and other social issues Reduce gap between rich and poor; tackle poverty problem Minimize impact on low-income, marginalized citizens Encourage arts and cultural participation and diversity	9%
Security & Safety Clean up the City Keep streets free from crime, drugs and aggressive panhandling Work with the Federal and Provincial governments to redevelop DTES	7%
Legacy for Citizens Promote economic development, attract and retain businesses, and build lasting economic legacies Minimize post-Games economic impact (e.g. unused office space, layoffs) Develop sustainable facilities and infrastructure to enhance the quality of life of the citizens Build affordable housing, community, and social program legacies Develop best practices in triple bottom line Olympic planning and execution	6%
Sustainability/Environmental Minimize impact on our environment (e.g. greenhouse gas emissions, tree cutting)	2%
Transportation Improve public transit Enhance pedestrian, cyclist and transit access	1%
Citizen Participation Get citizens involved Ensure affordable access to the Games	1%
Promote the City Advance the City's reputation and economic goals	1%

Promote the City's natural beauty, sustainability measures, and cultural diversity	
Miscellaneous	2%

Mustel Group - 27% of residents and 28% of businesses suggested other objectives.

Mustel Group - Suggested Other Objectives	Total who articulate other objectives	
	Total Residents (180)	Total Businesses (89)
Cost-related: No cost over-run/ deficit/ stay on budget/ should not become a tax burden for residents	38%	42%
Security/safety-related: Security and crime control/ ensure safety of residents and visitors Clean up the Downtown Eastside	24%	12%
Transportation: Improve traffic flow (without hindering regular commuters) Improve transit access/ expand Skytrain routes	17%	27%
Housing-related: Provide aid/ shelter for homeless population/ find a solution to deal with problem of homelessness	14%	13%
Citizens first: Provide assistance for (low income) people displaced by "Olympic preparation"	12%	7%
Legacies for citizens: Promote economic development/ lasting economic legacies Creation of mixed income housing from Olympic venues/ ensure they are not turned into high-income condos only Develop sustainable facilities and infrastructure to enhance the quality of citizens' lives	11%	11%
Citizen participation/inclusiveness: Ensure that the Olympics are accessible to all, not just an elite few	8%	1%
Promote the city (it's reputation/ beauty)	<1%	7%
Sustainability/ environment	-	2%
Miscellaneous	<1%	2%

DEMOGRAPHICS

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

Where do you live?	Results
Downtown/West End	15%
Northwest	19%
Northeast	24%
Southwest	19%
Southeast	18%
No Answer	5%

The 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 closest to \$400,000 - \$599,999.

How long have you lived in the City of Vancouver?	Results
5 years or less	13%
6 to 10 years	13%
More than 10 years	70%
No Answer	4%
How old are you?	
18 to 44	43%
45 to 64	42%
65 years or older	12%
No Answer	3%
Is your primary residence	
Rented	32%
Owned	64%
No Answer	4%
If you own, the assessed value of your home is closest to	
\$0-\$199,999	4%
\$200,000-\$399,999	14%
\$400,000-\$599,999	25%
\$600,000-\$799,999	14%
\$800,000 or more	11%
No Answer	32%

Appendix C - Public Meetings

At the direction of Vancouver City Council, the City organized four evening public meetings located in the major areas of the City. These meetings were extensively advertised in 11 community newspapers and other regular communication of City processes (see Appendix 3):

- Wednesday November 15 Kitsilano Community Centre
- Monday November 20 Vancouver Central Library
(meeting was cancelled due to a protest)
- Wednesday November 22 City Hall, Council Chamber
- Monday November 27 Kensington Community Centre

Structure and Information

The three community meetings were chaired by the City Services and Budgets Standing Committee Chair, Councillor Peter Ladner, while the meeting at City Hall was chaired by Mayor Sam Sullivan. Corporate Budget Services staff presented an overview of the 2007 Operating Budget and the public participation process. On site were staff representatives from the Vancouver Olympic Office to answer questions on the funding request to create a Legacy Reserve Fund. Copies of the City Choices insert and Olympic Legacy Reserve Fund - Questions and Answers (Appendix E) were available at each meeting. Upon completion of the presentation, attendees were asked to make comment on the budget to the meeting Chair.

Attendance

Two unfortunate events occurred during the public process: a protest that resulted in the cancellation of the November 20th meeting and a snow storm on the final public meeting on November 27th. Even with these obstacles, 50 people attended the public process compared to 42 that attended in the 2006 budget process. In addition to the general public, the following organizations were represented:

- CUPE 15 - VMECW (Vancouver Municipal, Education and Community Workers)
- CUPE 391 - Vancouver Public Library Staff Association
- CUPE 1004 - Canadian Union of Public Employees
- VFU - Vancouver Firefighters Union, Local 18
- Downtown Eastside Women's Centre
- Downtown Eastside Elder's Council
- Vancouver Fair Tax Coalition
- South Granville BIA
- Kitsilano Fourth Avenue BIA
- Point Grey Village BIA
- Commercial Drive Business Society
- Vancouver and District Labour Council
- Lower Mainland Network
- Think City

Of the attendees, 32 addressed the Chair and those that did spoke on multiple topics. Below is an itemization of the topics that were addressed and the frequency in which those topics arose.

	<u>Frequency (Count)</u>
• Olympic Legacy Reserve Fund	15
• Public Participation Process	10
• Cuts to City Services or Increases to Taxes	9
• Homelessness & Housing	7
• Business vs. Residential Tax Increases	6
• Increases in Bureaucracy	5
• Vancouver Police Department (VPD)	4
• Unions	4
• Library Services	3
• Bylaw Enforcement	2
• Official Visits	2
• Park & Recreational Services	1
• Environment	1
Total	<u>69</u>

It should be noted that the following comments are those of the participants and have not been validated as to their accuracy or validity but are presented as input to the process for Council's consideration.

Major Topics of discussion were:

Olympic Legacy Reserve Fund

The 2007 Operating Budget public consultation included input on a request to create an Olympic Legacy Reserve with \$5 million contribution for the next four years from the Operating Budget. The comments from the attendees included:

- The lack of a formal report/plan on the proposed Olympic Legacy Reserve makes it difficult for the public to make comments on the merit of the proposal
- Concern was expressed that the City Choices Flyer did not ask directly whether the public supported the creation of a such as reserve but rather asked input on what the priorities for the use of the funds should be
- Increasing funding to create the Olympic Legacy Reserve contradicts information that was released as part of the referendum on the Olympic Games that there would be no financial impact to the City for hosting the Olympic games
- City services should not be impacted by the creation of the reserve
- Addressing homelessness should be an Olympic Legacy to strive for

Public Participation Process

Some concern was expressed over the 2007 Operating Budget process including:

- A desire for more public meetings to provide greater opportunity for consultation
- That the public meetings should be advertised more extensively
- That a more extensive distribution of the City Choices flyer should occur and that the existing distribution was problematic
- That the survey did not distinguish between business and property owners nor did it address the issue of tax distribution

Cuts to Services or Increases to Taxes

A number of attendees discussed the trade offs between increased taxes and potential service cuts. Some of the comments that arose in the public meetings included:

- Existing services should not be adjusted to fund the Olympics
- Taxes should be increased to maintain existing services
- That there is an opportunity to maintain existing services and not increase taxes by holding wages and cutting grants

Homelessness & Housing

Five representatives spoke to the issues of homelessness and housing. Some of the comments included:

- Council should work with the two other levels of government and initiate a plan to build more housing
- Housing/homelessness is a higher priority than the Olympics
- The lack of a 24/7 women's shelter is problematic in that a significant number of women live on the streets of the Downtown Eastside and most of the missing women in the Lower Mainland originated from the Downtown Eastside
- Funding from the Property Endowment Fund and Contingency Reserve should be allocated to provide housing and shelter

Business vs. Residential Tax Increases

Six business owners and representatives of Business Improvement Associations (BIAs) spoke at the public meetings. These speakers talked about the importance of small business to the health and vibrancy of the City. Further, they expressed concern over the high taxes for business property owners and most argued for no tax increase for businesses. Further, most of the speakers expressed concern that business property owners subsidize residential property owners by bearing a greater burden of the overall property tax distribution.

Other Issues Raised:

The following were issues that were raised by a number of participants but not to the same magnitude as the issues above:

- Increases in Bureaucracy - comments were made that City's bureaucracy has grown since 1996 and that there is a need for greater scrutiny to achieve efficiency and cost savings within the City.
- Vancouver Police Department (VPD) - The necessity of four requests from the VPD including: more beach patrols, a camera study for the Granville Entertainment District, the chronic offenders program and Blackberries for constables, was questioned.
- Unions - Four unions groups were represented at the three public meetings (listed above). Some of their comments are included in the proceeding issues and themes, however, the main comments from the union representatives were as follows:
 - City services should be protected and the public is willing to pay higher taxes to protect these services

- That services should not be cut to fund the Olympic Legacy Reserve and that the survey question should have asked whether the public is in favour of creating such a reserve
 - Unions should be included in management discussions on budget options
 - The Property Endowment Fund should be utilized to balance the budget
 - Savings may be achieved by excluding the City from GVRD labour negotiations
- Library Services - comments were made on the importance of the library services to the public, both as a community meeting place and a resource. Further, the current Library budget does not have any opportunities for savings and that library services should not be cut to fund the Olympic Legacy Reserve.
 - Bylaw Enforcement - Two individuals spoke to the need for increased bylaw enforcement in the areas of parking, public disorder, and off-leash dogs. By increasing enforcement levels, improvements in these areas would be achieved and additional revenues would be generated.
 - Official Visits - some participants were not in favour of the request to increase funding for official visits.
 - Park & Recreational Services - concern was expressed about a Park Board plan to privatize ice rinks.
 - Environment - One speaker noted that as the City grows there is a need for an advisory committee on environmental issues.

Appendix D - Awareness Strategy for the 2007 Budget Public Process

a) Notice of Public Meetings and City Choices Process

Prior to the distribution of the City Choices and the public meetings, advertisements were placed in the following community, ethnic and business papers:

- Vancouver Courier (east/west/downtown)
- WestEnder
- Georgia Straight
- Xtra West
- Ming Pao
- Sing Tao
- World Journal
- Voice
- Link
- Thoi Bao
- Business in Vancouver

b) City Choices Distribution

A four-page City Choices information insert was widely distributed. Notice of public meetings was included in the City Choices insert.

- A total of 237,725 inserts were printed: 201,725 in English and 36,000 in Chinese. Of these, 62,250 were for the additional Vancouver Courier Eastside edition that was printed on November 22.
- The English language inserts were distributed through the Vancouver Courier.
- The Chinese language inserts were distributed through Ming Pao.
- The main library received 2,810 copies. Additional copies were sent to the Marpole and Britannia library branches.
- The community centres (24) each received ten copies.
- The Business Improvement Associations (18) received 450 copies.
- Inserts were available at City Hall and the Park Board office.
- The City's website included all the content of the flyer and the survey as well as links to the Preliminary Budget Report to Council.

There was an insertion error made by The Courier in the Eastside edition which mixed the City Choices publication with the general flyers. When the error was discovered, the Courier did a reprint without charge and the deadline for the Eastside residents was extended. The Sales Manager for the Courier confirmed that the Westside and Downtown editions contained correct centre-of-paper insert locations. An additional advertising package for Stong's was inserted near the centre of some Westside and Downtown edition papers, however this package had a completely different appearance compared to the City Choices insert and was easily differentiated.

c) Other Notice for Public Meetings:

The City has other ways of providing notice of public meetings which include:

- **What's New** page of City's website for three weeks.
- **CityWeek** calendars.
- Notice of meeting dates and on-line survey on **City Choices website**.
- Notice and link to City Choices from the **Residents** page from City website's homepage.
- Posting of three news releases on the budget - November 17, 23rd and 28th
- Meeting notices/posters were put up at the Vancouver Public Library, City Hall and Kensington Community Centre.

d) Other

The Vancouver Courier published an Article on the week of the first public meeting on the 2007 Operating Budget and the public participation process providing free advertising for the City's public process.

APPENDIX E - Olympic Legacy Information Material Distributed at Public Meetings

Vancouver Legacy Reserve Fund

Questions & Answers

1. What is the Legacy Reserve Fund?

The Legacy Reserve Fund is a special fund that will put money aside for any important needs that may arise as Vancouver gets ready to host the 2010 Olympic and Paralympic Winter Games. The proposal is to put away \$5 million a year, over the next few years, into the Reserve Fund.

2. Why is this important to do?

The 2010 Winter Games will be an once-in-a-lifetime opportunity for us. Vancouver will become the temporary home of thousands of athletes, volunteers and media. We will host more than 250,000 visitors, and the image of our city will be seen on television by 3 billion people around the world.

This is our chance to be proud of our beautiful and diverse city, and promote what is unique about Vancouver and the people who live and work here. It is also a chance for us to use the Olympics as a catalyst to create some unique and positive working relationships and legacies.

The fund could be used to help achieve these objectives.

3. Why start putting away money now?

Rather than wait until the very end and putting forward requests for funding, the reserve will help spread out financial impact of any work.

As well, some of the activities the City will need to do with businesses and citizens and partners to prepare for the 2010 Winter Games, will need to happen well before 2010, to ensure we are ready in time.

4. What are the criteria for use of the Legacy Reserve Fund?

There are three main criteria for the fund's use.

1. As part of our commitment to be inclusive, the fund could be used to help the City government work with businesses and citizens of all ages, backgrounds and abilities, to inform them and encourage them to get involve before and during the 2010 Winter Games.
2. As part of our commitment to hold sustainable games, the fund could help Vancouver promote ways to help protect the environment, and better ensure long-term economic and social benefits to our citizens.
3. And as part of our commitment to be an excellent host, the fund could help the City work with its neighborhoods, community groups and businesses to ensure visitors have an interesting experience, see many parts of our city, and generally feel welcomed by a safe, clean and festive atmosphere.

5. **What kinds of Olympic and Paralympic projects would be undertaken with this funding?**

Based on the above criteria, our own strategic plans, and what we have learned from other host cities, the City anticipates the fund will be used to:

- Help the City to **inform** all Vancouver groups about the Olympics and what will happen, and find ways to **showcase** our many diverse communities and neighbourhoods.
- Ensure small **businesses and business districts** also benefit from the Winter Games even if they are not close to a sporting venue.
- Keep residents, businesses and commuters well informed about **traffic diversions and other temporary changes** during the Games so that they can carry on activities as usual.
- **Maximize the legacies** we can achieve in the areas of environmental protection, economic development, inclusivity, and sustainability by being able to **quickly capitalize on beneficial proposals** to cost share innovative ideas. **Leveraging funds with our partners** and possibly VANOC sponsors for things we may need as a City, is a key reason for this Legacy Reserve Fund.
- **Showcase local talent in arts and culture and in our communities** so that visitors are encouraged to see many parts of our city.
- Ensure that when visitors arrive they feel **welcomed by a City that is safe, clean and organized**.
- Produce the **Look for the City** Look through street banners, public art, signage and way finding, etc. The visual appearance of the City will be an important tool in creating a positive visual environment and a festive atmosphere.
- Create **“live sites”** around the city where people can gather to watch live broadcasts of competitions, learn more about the Olympics and the sponsor and partners, and enjoy free entertainment in a celebratory area.
- **Improve accessibility** in areas that may not otherwise be easy for people who are disabled to navigate. This will be very important since we are the Host City for the Paralympic Winter Games, and we must set an example.
- Create opportunities for our residents, visitors, athletes and media to experience the City and all it has to offer by ensuring they can have an Olympic and Paralympic experience outside the sport venues.
- **Promote relationships** that will enable the City to achieve greater benefits at reduced costs.

6. Hasn't the city already spent enough on the venues?

The City has spent less on its venues that it would have had to spend had we done it alone.

For any of Vancouver's venues -- whether new ones or renovated -- these were projects we had to do anyway.

The City has been able to build and upgrade a number of facilities and offset a large portion of those costs with funding from other partners. These facilities will be turned back over to the community for everyone to enjoy once the Winter Games are over. Vancouver will also get a new convention center that for years to come will attract large conferences and the tourism money that comes with those visitors.

7. What have other cities done?

Every host city has had to spend funds in order to prepare for its role on the world stage.

Vancouver has had several meetings with other former host cities - Torino, Salt Lake, Athens, Sydney and Calgary - to find out what they did.

The amount Vancouver is proposing to allocate for its Legacy Reserve Fund is not out of line, and in fact, is significantly less than what many other host cities spent.

The job we do in hosting the Games will have a direct impact on the memories we create for the tens of thousands of participants and the impressions we create in the billions of viewers of the Olympic and Paralympic Winter Games.

With our active participation, we can expect to ensure long term benefits for our residents and businesses.