RR-1

CITY OF **VANCOUVER**

ADMINISTRATIVE REPORT

Report Date:	March 18, 2008
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Meeting Date:	April 1, 2008

TO: Vancouver City Council

FROM: General Manager of Corporate Services/Director of Finance

SUBJECT: 2008 Interim Budget Estimates Update and Public Consultation Results

RECOMMENDATION A: To Maintain Existing Services Including Outside Agency Costs

Approval of RECOMMENDATION A provides the funding required to maintain existing service levels (Base Budget) including the cost of outside agencies. These Interim Estimates include all administrative review adjustments (including updated new construction taxation revenues and fuel/hydro cost estimates), Corporate and Departmental/Board efficiencies, and new revenues but exclude 2008 funding requests.

A. THAT Council approve the 2008 Operating Budget - Interim Estimates as outlined in this report and detailed in Appendix 1 and instruct the Director of Finance to bring the budget into balance with a 2.42% general purposes tax increase before the application of the 2007 Work Stoppage savings, reflecting an increase of:

- 2.14% related to growth in City costs
- 0.28% cost of outside agencies

AND THAT Council approve the revenue increases totaling approximately $90,000, as outlined in Appendix 3, effective May 2008 and instruct the Director of Legal Services to amend the Impounding By-Law No. 3519 to reflect the increase in storage fee from $5 to $8 for the first day, or a portion thereof, that the vehicle remains impounded.

AND THAT Council approve the Park Board Global Budget of $59,339,100 which includes approximately $444,600 of added Basic and one-time adjustments in the Park Board estimates.

RECOMMENDATION B: To Fund All Non-Police Requests and Achieve 2.70% Property Tax Increase Prior to Outside Agency Impact

Approval of RECOMMENDATION B provides funding for all Non-Police Funding Requests bringing the property tax increase to 2.70% excluding the impact of outside agencies and the one-time 2007 Work Stoppage savings.

B. THAT Council approve the RECOMMENDATIONS included in Appendix 2 for all non-police funding requests, increasing property taxes by 0.56%.

RECOMMENDATION C – D: Police Funding Requests

Approval of RECOMMENDATIONS D and E provides funding for all Police Funding Requests increasing property taxes by 0.75%.

C. THAT Council approve the following recommendations, Vancouver Police Department Operational Review (RTS#7054), at an adjusted cost of $3,348,000 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.66%:

i) *THAT Council approve an increase to the Vancouver Police Department(VPD) authorized strength by 48 sworn officers to complete the deployment requested from the Patrol Deployment Study reported to Council in February 2007 and also implement the internal efficiencies identified (Stage 1); with deployment to be achieved in 2008 at an ongoing annual cost of approximately $4.9 million (2010) including salaries, benefits and one-time and ongoing outfitting and equipment costs; with costs to be added to the budget beginning 2008 ($1.3 million); 2009 ($3.9 million) and 2010 ($4.9 million); subject to annual budget review;*

ii) THAT Council approve an additional increase to the Vancouver Police Department (VPD) authorized strength by 48 sworn officers and 22 civilian employees to implement the highest priority requirements arising from the Investigative and Administrative Deployment Study completed in 2008; with deployment to be achieved in stages over 2008 and 2009 at an ongoing annual cost of $5.9 million including salaries, benefits and one-time and ongoing outfitting and equipment costs; with costs to be added to the budget beginning 2008 ($2.1 million); 2009 ($4.2 million) and 2010 ($5.9 million); subject to annual budget review;

iii) THAT all vehicles identified after applying the Key Vehicle Ratios to the increased staffing complement approved as part of Recommendations A and B be purchased through the Plant and Equipment Reserve (Plant Account) based on the VPD Master Schedule and after a thorough analysis done by EQS and VPD Fleet Services to determine the exact number of vehicles necessary. Final approval of the purchases will be subject to final approval of the City Manager;

iv) THAT the Chief Constable, in consultation with the Police Board and the City Manager, report to Council on a full review of the deployment strategy after one year of implementation of the recommendations;

v) THAT Council approve a one-year extension of the service agreement between the City, Police Board and the Community Policing Centres at a cost of $979,900 AND

THAT the Police Board and the Community Police Centres be instructed to report back before the funding is renewed for 2009 on a service agreement revision which includes:

- *Identification of common goals and objectives between the department and the CPCs;*
- *A regular process for ensuring that the policies and direction of the CPCs and the VPD are coordinated;*
- *Establishment of appropriate performance indicators to ensure the effectiveness of the city's investment in the CPCs; and*
- *A recommended funding level for the following five years and a recommended resource allocation from the department.*

D. THAT Council approve the following recommendations [Granville Entertainment District, RTS#6951] at an adjusted cost of $460,000 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.09%:

i) *THAT Council approve an increase in funding to the Vancouver Police Department for year round deployment of policing resources ("LIMA Squad") in the Granville Street Entertainment District with an on-going cost of $225,000 starting in 2008. Source of funding to be an increase to the annual Operating Budget without offset;*

ii) *THAT Council approve a one-time increase in funding to the Vancouver Police Department for an enhanced summer LIMA squad and street closure in the Granville Street Entertainment District with a one time cost of $235,000 in 2008. Source of funding to be an increase to the annual Operating Budget without offset;*

iii) *THAT Council direct the Vancouver Police Department report back in the fall of 2008 of the effectiveness of the deployment described above;*

iv) *THAT Council direct the Chief License Inspector to review the Food Primary and Liquor Primary business license fees for 2009, including industry consultation, and report back to Council on options to increase these fees to offset the Vancouver Police Department costs for enforcement as outlined in this report.*

All positions in Recommendations B to D are subject to classification by the General Manager of Human Resource Services

CITY MANAGER'S COMMENTS

On February 12, 2008, staff presented the 2008 Operating Budget Interim Estimates that included budget proposals that met the Council directed 2.99% target tax increase (that included non-police funding requests but excluded outside agency impacts and police funding requests). As directed by Council, staff undertook a public consultation process to seek public input on the 2008 Operating Budget proposals and the Property Tax Policy Review Commission's recommendations. This report includes the results of the consultations related to the 2008 Operating Budget. Council received the results of the Property Tax Policy Review Commission's consultations on March 11, 2008.

The key findings of this year's public consultation process indicate that the support for property tax increase is similar to past years at 6% for residents and 2% for businesses. There is general support for increased police resources, with the greatest support for 48 patrol officers. Businesses generally support the redistribution of property taxes while residents do not.

On February 12, 2008, staff advised Council that the 2008 property tax impact for residents would be a 3.70% increase and for non-residents 0.20% reduction, assuming Council: approves all funding requests (including Police); redistributes $5 million property taxes from non-residential classes to the residential class; and applies the 2007 Work Stoppage Savings. Since these estimates were presented, Council approved, on March 13, 2008, the redistribution of property taxes between non-resident and resident property classes. As well, the budget position has improved by $1.4 million (a 0.29% property tax reduction), due to increased new construction taxation revenues. Therefore, the net property tax impact is estimated for residents to be a 3.41% increase and for non-residents to be a 0.49% reduction.

To meet the legislative requirement to approve the annual estimates by April 30th, the following key activities need to take place:

- On April 1, 2008, Council needs to provide final direction on the 2008 Operating Budget estimates including new funding requests. To assist Council, the key budget recommendations (RECOMMENDATIONS A through D) are included in this report.
- On April 9, 2008, an evening meeting has been scheduled to hear from the public on Council's budget strategy
- On April 15, 2008, the final 2008 Operating Budget estimates will be presented

Staff will provide Council any further updated property tax revenue estimate changes that may result from the receipt of the 2008 Revised Roll from BC Assessment.

The City Manager recommends approval of RECOMMENDATIONS A through D.

COUNCIL POLICY

The Vancouver Charter requires that the Director of Finance presents the estimates of revenues and expenditures to Council no later than April 30 each year and that Council adopt a resolution approving the budget and a rating bylaw establishing general purpose tax rates as soon thereafter as possible.

In approving the annual Operating Budget, Council has also adopted a practice of passing on to taxpayers the tax increases related to requisitions from outside agencies, including the Greater Vancouver Sewerage and Drainage District and E-Comm over which Council has no control, rather than providing offsetting reductions in City services/programs to meet Council's target tax increase. As well, Council in the past has passed on tax increases related to major funding initiatives, in particular for significant increase in police staffing.

Council approvals are required for changes in service levels, either expansions or reductions; creation and deletion of regular full time and regular part time positions; and allocation of funding from general revenues or taxation.

PURPOSE

The purpose of this report is to provide an update on the 2008 Operating Budget Estimates and provide information on the results of the public participation program conducted for the 2008 Operating Budget.

BACKGROUND

On October 18, 2007, having received a report reviewing the budget public consultation process, Council instructed City staff to implement a public consultation program related to the service levels and taxation choices required to balance the 2008 Operating Budget. The program involved three key components:

- A public opinion survey was undertaken by Mustel Group, a local polling company. The survey sought the opinions of 600 Vancouver residents and 300 businesses on a range of service and taxation options.
- The “City Choices 2008” 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.
- Three public meetings were held between February 16 and 23, 2007 to hear from the public on the budget proposals.

As well, since reporting to Council on the Interim Budget Estimates on February 12, 2008:

- Council received a report on the 2007 Work Stoppage that identified a savings of $11.8 million;
- Council provided direction on the recommendations of the Property Tax Policy Commission recommendations including the redistribution of the property tax levy between non-residential to residential property classes; and
- The 2008 Interim Estimates have been updated in this “*2008 Interim Estimate Update and Public Consultation Results*” report to reflect the latest new construction estimates received from BC Assessment; the Provincial Government’s introduction of a carbon tax; and BC Hydro’s new rate increases.

DISCUSSION

PUBLIC CONSULTATION RESULTS

Between January and February 2008, the City conducted an extensive public consultation process on the 2008 Operating Budget. The City engaged Kirk and Company to oversee the consultation process and Mustel Group to conduct a representative phone survey on the issues.

Where practical and appropriate, the consultation process was merged with the consultations planned for the Property Tax Policy Commission Recommendations, to achieve efficiencies and streamline the two efforts. This current report covers only the results of the consultation process that relate to the 2008 Operating Budget and the impact of potential property tax redistribution on 2008 property taxes.

Council received the results of the public consultation process on the Property Tax Policy Commission in a separate report on March 11, 2008.

A) Elements of the Public Consultation Program

The public consultation program related to the 2008 Operating Budget was made up of the following elements:

1. Education and Advertising: The following communication channels were used to educate the public on the 2008 Operating Budget, and inform the public of opportunities to provide input.

- WEBSITE: A website was created to provide up-to-date information about the City of Vancouver's 2008 Operating Budget. The CityChoices website, (www.vancouver.ca/citychoices) included all relevant Council reports, an electronic version of the City Choices flyer and a web survey.

- CITYNEWS: In January 2008, a short article about the 2008 Operating Budget and the upcoming public consultation process was included in CityNews, which was inserted in the 2008 advance property tax bill that was sent to all Vancouver taxpayers.

- CITY CHOICES: In February 2008 the City Choices publication was distributed as an insert in the Vancouver Courier, Georgia Straight, Ming Pao, Sing Tao and Indo-Canadian Voice. "Teaser ads" were placed in the same papers a few weeks prior to the publication of CityChoices, advising people to watch for it in upcoming editions. City Choices was also widely available at libraries, community centres, Business Improvement Area offices, and at City Hall.

- PRINT ADVERTISING: A series of advertisements informing readers of public meetings and the opportunity to submit written submissions were published in the following local papers: Indo-Canadian Voice, Link, Business in Vancouver, Vancouver Courier, Ming Pao, Sing Tao, World Journal, Georgia Straight, Westender, Xtra West and Indo Canadian Times.

- POSTERS: Posters informing readers of public meetings and the opportunity to submit written submissions were displayed at community centres, libraries, Business Improvements Area offices, and at City Hall.

- EMAIL NOTIFICATIONS: Email notifications about the consultation process and public meetings were sent to approximately 1,200 residential and business stakeholders.

- MEDIA ADVISORY: Prior to the public meetings, the City issued a media advisory with information about the times and locations of the three meetings.

2. Public Meetings: The City hosted three, three-hour public meetings, on February 16, 2008, at Van Dusen Gardens, February 20, 2008, at City Hall and February 23, 2008, at Killarney Secondary School. The first half of each of these meetings was dedicated to the Property Tax Policy Commission's recommendations, and the second half to the 2008 budget priorities. Professional facilitation and recording services at each of these meetings was provided by the consulting firm Kirk and Co.

3. Written Submissions: Through the various advertising channels listed above, the public was invited to send written submissions to Council, through email, fax or surface mail. Citizens were also given the alternative of phoning in with their comments.

4. Attitude Survey: Mustel Group, a professional market research firm, was engaged to conduct a representative attitude survey on the 2008 Operating Budget.

Appendix 4 includes a complete summary of the the 2008 Operating Budget consultation process completed by Kirk and Co. titled *City of Vancouver Consultation City Choices – 2008 Operating Budget* (limited distribution; on file in City Clerk's Office). This report details the public process, and provides Council with an overview of the major themes that were heard through the process, including the City Choices survey, public meetings, written submissions and the Mustel Group attitude survey. Appendix 5 includes the report from Mustel Group outlining the results of the public opinion poll of residents and businesses. The following summarizes the overall findings of the public consultation process (limited distribution; on file in City Clerk's Office).

B) Public Consultation Results

1. Mustel Group Attitude Survey

- **Priority Services** – The most important issues identified by both residents and businesses facing the City are social issues, crime and transportation. The top three priority services identified by both residents and businesses are Police, Fire, and Garbage Collection. When asked which services to protect from budget cuts, again, both residents and businesses chose Police and Fire. However, residents identified "support for community service organizations" while businesses identified "traffic management" as the next priority service to protect against budget cuts.

- **Property Tax Increase** - A majority of municipal residential taxpayers are willing to accept the possible municipal tax changes proposed to maintain present service levels. Businesses are much more sensitive than residents to property tax increases and majority agreement is only reached when the amount is a 2% tax increase.

	Residents	Business
o 6% tax increase	64%	36%
o 4% tax increase	81%	46%
o 2% tax increase	92%	78%

- **Police Funding Request** – there is general support by both residents and businesses to increase funding for police services, in particular street level patrol. Among each stakeholder group in total (including non-supporters of police staffing increases) support for the police request is a follows:

	Residents	Business
o 48 patrol officers	70%	74%
o 48 investigative officers and 22 civilian staff	55%	56%
o Whole police staffing request:	49%	48%

- **Property Tax Redistribution:** The business community and residents appear to be at odds on the issue of the proposed 2008 tax re-distribution of $5 million of the property tax levy from non-residential to residential property classes. While businesses agree with the proposed redistribution recommendation (69% agree), the majority of residents disagree (59% to 74%).

- **Preferred Participation in Public Consultations**: The majority of residents and business owners/operators surveyed appreciate the opportunity to provide input to the annual budget process. Surveys are the preferred method of providing input on the City's annual budget with random telephone the most popular among residents (but then these are people who participated with this format). Other preferred methods of participation include website and mail surveys. Less preferred methods of participation include returning the newspaper flyer by mail or fax or attending public meetings or open houses.

2. City Choices Survey

- **Priority Services** – residential and business participants felt that most services should be maintained. Only Police Services have greater than 50% support (both residents and business) for increased funding. Both residents and business chose Civic Grants and Legislative and Support Services as areas for potential reduction. When reviewing the services that were chosen either be maintained or increased, there are two tiers of priority for residents and businesses:

  Residents:
  - Tier 1: Parks (92.8%), Fire (92.0%), Library (91.5%), Engineering (90.4%), Police (89.0%), Community & Cultural Services (84.5%) (*in-between Tier 1 and Tier 2*)
  - Tier 2: Planning & Development (74.3%),

  Business:
  - Tier 1: Police (92%), Parks (88.8%), Fire (87.9%), Library (87.5%)
  - Tier 2: Engineering (80.8%), Planning & Development (75.0%), Community & Cultural Services (70.2%)

- **Property Tax Increase** – participants in the City Choices survey were generally more sensitive to property tax increase than in the Mustel Survey.

	Resident	Business
o 6% tax increase	13.3%	14.8%
o 4% tax increase	39.9%	35.4%
o 3% tax increase	59.9%	49.3%
o 2% tax increase	71.7%	70.6%
o 0% tax increase	21.1%	21.3%

- **Police Funding Request** - there is general support by both residents (60%) and businesses (67%) to increase funding for police services, in particular street level patrol. Of those that answered yes to the question of additional police, the majority of residential (57.4%) and business (63.1%) participants chose the option of 96 police officers and 22 civilians. The greatest support, when combining responses, was for 48 patrol officers. Among each stakeholder group in total (including non-supporters of police staffing increases) support for the police request is a follows:

	Residents	Business
o 48 patrol officers	49.5%	49.2%
o 48 investigative officers and 22 civilian staff	41.7%	42.2%
o Whole police staffing request:	34.3%	33.6%

- **Property Tax Redistribution** – Like Mustel's attitude survey, the business community and residents are at odds on the issue of the 2008 proposed tax re-distribution of $5 million of the property tax levy from non-residential to residential property classes. 62.3% residents said no to the tax redistribution. 61.4% of business supported the $5 million redistribution.

- **Preferred Participation in Public Consultations** – Of the 150 comments received regarding possible improvements to the public consultation process, 58% liked the existing process noting that it was readily accessible. A minority indicated they would like more information and more choices with each question. Some suggested consultation methods were:
  - Send information to a dedicated e-mail list
  - Use focus groups
  - Send information with tax notices
  - Create a mailing list and send the flyer by mail
  - Distribute flyers door-to-door
  - Circulate information through neighbourhood associations and neighbourhood groups
  - Use newsletters such as the EcoDensity newsletter to circulate information

3. Public Meetings

- The majority of the participants commented on the Property Tax Policy Commission Recommendations rather than the 2008 Operating Budget. Of those who commented on the 2008 Operating Budget, the majority sought clarification of the material in the City Choices flyer and the staff presentation, while a minority expressed concern over increased taxes and the impact this is having on people with fixed incomes, indicated support for the police funding requests, requested assurance that there would be enough funding for the 2010 Winter Olympic and Paralympic Games, and questioned the funding for the "Ambassadors" program.

4. Written Submissions

- There were no consistent themes from the written submissions to the budget consultation process. Most comments were local in nature, asked clarification questions, commented on property taxes, and identified the need for additional support by the federal and provincial government.

<u>2008 INTERIM BUDGET ESTIMATE UPDATE</u>

Since reporting on the 2008 Interim Estimates on February 12, 2008, two adjustments to the Operating Budget are required:

- New Construction Revenues: the City has received an update from BC Assessment on new construction revenue. The interim estimates reported on February 12, 2008, provide for $7.5 million in additional new construction revenue. The current estimate for new construction has increased to $9.5 million, however, the final figure will not be known until BC Assessment provides the City with the 2008 Revised Roll (on March 31, 2008) that includes the decisions of the Property Assessment Review Panel. The net increase in revenue of $2.0 million translates to a property tax reduction of 0.40%.

- Hydro and Fuel Expenditures: the Provincial Government as part of its 2008 Budget has introduced a carbon tax that will impact fuel and natural gas costs. The carbon tax is being introduced at $10.00 per tonne in July 2008 and will increase to $30.00 per tonne by 2012. As well BC Hydro has proposed 6.6% and 8.2% rate increases for 2008 and 2009 effective April 1st. The three year impact of the carbon tax and hydro rate increases are: $0.6 million in 2008, $1.2 million in 2009, and $1.3 million in 2010.

These two budget adjustments will result in a net reduction of $1.4 million (0.29% property tax reduction) bringing the overall property tax increase to 2.42%, compared to 2.71%, prior to consideration of additional funding requests and the 2007 Work Stoppage Savings (see Appendix 1 for updated estimates). The table below summarizes of the current budget position and the impact of the different Council decisions:

				Property Tax Distribution	
Decision Date	**Description**	**Property Tax Impact**	**Overall Property Tax Increase**	**Residential Properties**	**Non-Residential Properties**
	REQUIRED COUNCIL DECISIONS				
04/01/08	**Opening Budget Position**	**2.70%**	**2.70%**	**2.70%**	**2.70%**
	Maintain Existing Services	*2.14%*			
	Non-Police Funding Requests	*0.56%*			
04/01/08	**Outside Agency Impact**	**0.28%**	**2.98%**	**2.98%**	**2.98%**
	Property Tax Impact of Property Valued at $700,000[1]			*+$51*	*+$283*
04/01/08	**Vancouver Police Request**	**0.75%**	**3.73%**	**3.73%**	**3.73%**
	Property Tax Impact of Property Valued at $700,000[1]			*+$64*	*+$355*
	DECISIONS BY COUNCIL TO DATE				
07/24/07	**2007 Work Stoppage Savings**	**(2.32%)**	**1.41%**	**1.41%**	**1.41%**
	Property Tax Impact of Property Valued at $700,000[1]			*+$24*	*+$134*
03/13/08	**Property Tax Redistribution of $5 million from Non-Residential to Residential Properties**[2]			**3.41%**	**(0.49%)**
	Property Tax Impact of Property Valued at $700,000[1]			*+$59*	*($47)*

[1]Calculated using 2008 base levy of $509 million
[2]2.0% increase for residential property taxes and 1.9% decrease for non-residential property taxes

NEXT STEPS

On April 1, 2008, Council will receive the results of the public consultation and provide staff with direction on balancing the 2008 Operating Budget. On April 9, 2008, an evening meeting has been scheduled to hear from the public on Council's final budget strategy. The final 2008 Operating Budget estimates will be presented on April 15, 2008. On May 1, 2008, Council will approve the 2008 Property Taxation Bylaws and Averaging Resolution.

CONCLUSION

The 2008 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. Further, the 2008 budget estimates have improved by $1.4 million (a 0.29% property tax impact) mainly due to increased new construction taxation revenue.

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City of Vancouver **Appendix 1**
2008 Operating Budget Projections

	2007 budget ($000s)	**2008 forecast ($000s)**	$ change	% change
SECTION 1: Summary of Revenues				
Taxation Revenues				
Base Levy	493,216	**499,865**	6,649	1.3%
New Construction	6,549	**9,500**	2,951	45.1%
Total Taxation Revenues	499,765	**509,365**	9,600	1.9%
Tax Adjustments	(4,000)	**(4,000)**	0	0.0%
Local Improvement Taxes	3,389	**3,113**	(276)	(8.1%)
Receipts in Lieu of Taxes	33,232	**32,045**	(1,187)	(3.6%)
Penalties and Interest	3,500	**4,500**	1,000	28.6%
Total Revenue from Taxation	535,886	**545,023**	9,137	1.7%
Other Revenues				
Provincial Revenue Sharing Programs	17,938	**20,500**	2,563	14.3%
Investment Income	11,700	**16,185**	4,485	38.3%
License Fees	14,824	**15,622**	798	5.4%
Property Rental Income	1,459	**1,509**	50	3.4%
Service and Inspection Fees	31,340	**33,160**	1,820	5.8%
Municipal By-Law Fines	11,360	**12,420**	1,060	9.3%
On Street Parking Revenue	25,742	**27,805**	2,063	8.0%
Civic Theatres Revenue	5,786	**5,977**	191	3.3%
Park Board Revenues	36,258	**38,508**	2,250	6.2%
Miscellaneous Revenues	4,867	**5,873**	1,006	20.7%
Total Other Revenues	161,272	**177,558**	16,287	10.1%
Utility Fees				
Waterworks	74,060	**75,901**	1,842	2.5%
Solid Waste	34,033	**31,708**	(2,325)	(6.8%)
Sewers	35,507	**36,636**	1,129	3.2%
Total Utility Fees	143,600	**144,245**	645	0.4%
Total Revenues before Transfers	840,758	**866,827**	26,069	3.1%
Transfer from Other Funds/Reserves				
Sinking Fund Prior Year Surplus	0	**0**	0	0.0%
Property Endowment Fund	7,000	**7,000**	0	0.0%
Art Gallery Reserve	160	**160**	0	0.0%
Revenue Surplus	0	**0**	0	0.0%
Other	0	**1,500**	1,500	0.0%
Total Transfer from Other Funds	7,160	**8,660**	1,500	20.9%
Total Revenues after Tax Increase	847,918	**875,487**	27,569	3.3%

	2007 budget	**2008 forecast**	$ change	% change
	($000s)	**($000s)**		
SECTION 2: Summary of Expenditures				
General Government				
Mayor and Councillors	1,902	**1,976**	75	3.9%
City Manager / EEO	2,946	**3,067**	121	4.1%
City Clerk	3,502	**5,137**	1,636	46.7%
Legal Services	4,613	**4,899**	287	6.2%
Corporate Services	32,570	**34,242**	1,672	5.1%
Human Resources	7,696	**7,954**	257	3.3%
Other General Government	7,469	**12,105**	4,636	62.1%
Community Services Administration	7,675	**8,052**	377	4.9%
City-Wide and Community Planning	6,888	**7,454**	566	8.2%
Total General Government	75,261	**84,886**	9,625	12.8%
Protection to Persons and Property				
Police Services	168,196	**176,158**	7,961	4.7%
Fire and Rescue Services	77,431	**78,955**	1,524	2.0%
E-COMM Services	18,584	**18,150**	(434)	(2.3%)
Permits and Licences	21,632	**22,527**	894	4.1%
Animal Control	1,787	**1,853**	65	3.7%
Vancouver Emergency Program	701	**1,274**	573	81.7%
Total Protection to Persons and Property	288,332	**298,916**	10,584	3.7%
Public Works				
Administration and General	11,224	**12,382**	1,158	10.3%
On Street Parking Program	9,414	**10,511**	1,097	11.7%
Traffic Planning and Control	10,159	**10,982**	823	8.1%
Street Lighting and Communications	5,102	**5,206**	105	2.0%
Street Cleaning	8,527	**8,754**	228	2.7%
Streets, Bridges and Walkways	16,707	**16,996**	289	1.7%
Total Public Works	61,133	**64,831**	3,698	6.0%
Utilities - Waterworks				
Operating Costs	8,913	**9,196**	283	3.2%
Water Purchase	44,354	**49,444**	5,090	11.5%
City Debt Charges	21,692	**21,313**	(379)	(1.7%)
Transfer to/(from) Reserve	(899)	**(4,052)**	(3,153)	350.9%
Total Utilities - Waterworks	74,060	**75,901**	1,842	2.5%
Utilities - Solid Waste				
Operating Costs	29,617	**30,496**	879	3.0%
Transfer to/(from) Reserve	4,416	**1,212**	(3,204)	(72.6%)
Total Utilities - Solid Waste	34,033	**31,708**	(2,325)	(6.8%)

	2007 budget	**2008 forecast**	$ change	% change
	($000s)	**($000s)**		
Utilities - Sewer				
City Operating Costs	7,323	**7,970**	647	8.8%
City Debt Charges	24,826	**22,302**	(2,524)	(10.2%)
Regional Sewerage Levy	39,054	**42,672**	3,618	9.3%
Transfer to/(from) Reserve	0	**0**	0	
Total Utilities - Sewer	71,203	**72,944**	1,741	2.4%
Recreation and Community Services				
Parks and Recreation	93,581	**97,847**	4,265	4.6%
Britannia Service Centre	2,905	**2,960**	55	1.9%
Social Planning	1,845	**1,856**	11	0.6%
Housing Programs	1,758	**1,832**	74	4.2%
Office of Cultural Affairs	1,426	**1,497**	71	5.0%
Carnegie Centre	3,113	**2,955**	(157)	(5.1%)
Dowtown South Gathering Place	2,143	**2,222**	79	3.7%
Vancouver Public Library	35,824	**37,611**	1,787	5.0%
Civic Theatres	6,672	**7,045**	373	5.6%
Archives	1,288	**1,344**	55	4.3%
Cemetery	811	**820**	9	1.1%
Total Recreation and Community Services	151,367	**157,989**	6,622	4.4%
Civic Grant Program	15,505	**15,705**	201	1.3%
Contingency Reserve	3,400	**3,100**	(300)	(8.8%)
Total before Capital Program and Transfers	774,293	**805,980**	31,687	4.1%
Capital Program				
General Debt Charges	46,241	**49,540**	3,300	7.1%
Capital From Revenue	18,500	**19,700**	1,200	6.5%
Local Improvements	3,389	**3,113**	(276)	(8.1%)
Debt Repayment Reserve	0	**2,000**	2,000	100.0%
Total Capital Program	68,130	**74,353**	6,224	9.1%
Transfers to Reserves/Funds				
Other Transfers	5,496	**7,495**	2,000	36.4%
Total Transfers to Reserves/Funds	5,496	**7,495**	2,000	36.4%
Total Expenditures	847,918	**887,829**	39,911	4.7%

Tax Increase Used to Balance Budget	**2.42%**

Appendix 2 Recommendations Non-Police Funding Requests

The following is a summary of all the non-police funding requests included in the recommendations starting on the next page.

		Adjustment ($000)	Tax Impact %	Budget Position ($000)	Net Tax Increase %
Non-Police Funding Requests (Recommendations 1 - 23)					
1	Regularize 1 HRC III Position - Attraction, Retention, Recognition, and Succession Planning	100	-		
2	Regularize 1 HRC II Position - Occupational Health & Safety	80	-		
3	2 RFT Legal Assistant Positions	92	-		
4	Green Building Strategy	67	-		
5	Regularize 1 Security Analyst Position	91	-		
6	Regularize 1 IT Asset Coordinator/Buyer Position	68	-		
7	Regularize 2 EQS Civil Engineer Positions	181	-		
8	Regularize 1 Landscape Designer at Engineering	68	-		
Total Funding Requests With No Net Budget Impact		**747**	**-**		
9/16	Carnegie Outreach & Cashier Position	353	0.07%		
10	Project Civil City (Council Initiative)	300	0.06%		
11	Human Resource Services Staff Request	208	0.04%		
12	Corporate Communications Resource	71	0.01%		
13	Regularize Manager of Archives Position	101	0.02%		
14	Planning Department Resource Proposals	317	0.06%		
	NE False Creek Update / BC Place Stadium (Approved Jan. 29/08 with funding deferred)	145	0.03%		
15	Financing Growth & BIA Program Resource	37	0.01%		
17	Facilities Design & Management Reorganization	179	0.04%		
18	PSAB Capital Asset Reporting Implementation	61	0.01%		
19	Convert 0.5 RPT Claims Investigator Position	2	-		
20	Emergency Management Priorities	281	0.06%		
21	DTES Street Cleaning (Council Motion)	200	0.04%		
22	Bridge Inspection Program	75	0.01%		
23	Vancouver Economic Development Commission	518	0.10%		
Total Funding Requests Requiring New Funding		**2,848**	**0.56%**		

RECOMMENDATION 1 – 8: Non-Police Funding Requests With No Net Budget Impact

1. THAT Council approve the regularization of an existing Temporary Full Time Human Resource Consultant III position within the Attraction, Retention, Recognition, and Succession Planning Strategic Initiative Program at an annual cost of $100,000, including benefits, offset by existing program funding with no net budget impact.

2. THAT Council approve the regularization of an existing Temporary Full Time Human Resource Consultant II position within Human Resource Services' Occupational Health & Safety Division at an annual cost of $80,000, including benefits, offset by existing program funding with no net budget impact.

3. THAT Council approve the establishment of two Regular Full Time Legal Assistant positions within Legal Services at an annual cost of $92,000, including benefits, offset by contribution from the Property Endowment Fund with no net budget impact.

4. THAT Council approve the following recommendation, Office of the Chief Building Official Resource Proposal – Green Building Engineer Position (RTS#7042), at an adjusted cost of $67,000 offset by a reduction in the Structural Review Program budget with no net budget impact in 2008 and $20,000 increase to the 2009 Operating Budget without offset:

   THAT Council approve the establishment of one regular full time Engineer position in the Office of the Chief Building Official at an estimated cost of $67,000 for 2008 and $99,000 for 2009 and beyond (including benefits), partially offset by an ongoing $75,000 reduction from the Structural Review program.

5. THAT Council approve the regularization of an existing Temporary Full Time Information Technology Security Analyst position within Corporate Services at an annual cost of $91,000, with benefits, offset by a reduction in the existing Temporary Help budget with no net budget impact.

6. THAT Council approve the regularization of an existing Temporary Full Time Asset Coordinator/Buyer position within Corporate Services' Information Technology Division at an annual cost of $68,000, including benefits, offset by maintenance savings with no net budget impact.

7. THAT Council approve the regularization of two existing Temporary Full Time Civil Engineer I positions with Engineering Services' Equipment Services Branch at a cost of $181,000, including benefits, offset by a reduction in existing Temporary Help Budget of $81,000 and anticipated maintenance savings of $100,000 with no net budget impact.

8. THAT Council approve the regularization of an existing Temporary Full Time Landscape Designer position within Engineering Services at an annual cost of $68,200, including benefits, offset by a reduction in the existing Temporary Help budget of $30,900 and contribution from Capital of $37,300 with no net budget impact.

RECOMMENDATION 9 – 22: Non-Police Funding Requests Requiring New Funding

9. THAT Council approve the following recommendation, Carnegie Centre – Cashier Positions and Outreach Program (RTS#6934), at a cost of $277,600 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.05%:

   THAT Council approve the extension of the Carnegie Centre Outreach Program for three years to December 2010 at an estimated annual cost of $277,600 in 2008, $285,300 in 2009, and $294,500 in 2010 (includes wage settlement and inflation); AND FURTHER THAT the Carnegie Centre be instructed to report back in 2010.

10. THAT Council approve one-time funding of $300,000 for Project Civil City to continue with the work program in 2008 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.06%.

11. THAT Council approve the following recommendation, Human Resource Services Staff Request (RTS#7080), at an adjusted cost of $208,100 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.04%:

    THAT Council approve the establishment of four (4) Regular Full-Time exempt positions (a Human Resource Consultant III; a Human Resource Consultant II; an Administrative Assistant and a Web and Systems Security position) subject to review and classification by the General Manager of Human Resources, at an estimated cost of $208,100 for 2008 and $290,000 for 2009 and beyond (including benefits, at April 2006 rates) to be added to the Operating Budget without offset subject to budget review.

12. THAT Council approve the establishment of a Regular Full Time Assistant Director position within City Clerk's Department's Corporation Communications Division at an annual cost of $111,000 (2008 pro-rated cost - $71,000), including benefits, as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.01%.

13. THAT Council approve the regularization of an existing Temporary Full Time Manager position within City Archives at an annual cost of $101,000, including benefits, as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.02%.

14. THAT Council approve the following recommendations, Planning Department Resource Proposals (RTS#6952), at a cost of $316,600 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.06%:

i) *THAT Council approve improving the efficiency of the Central Area Division through:*
   - *converting 3 temporary full time Planner II positions and 1 temporary full time Planning Assistant III position to regular full time positions;*
   - *creating 1 new regular full time Planning Analyst position;*
   - *providing annual funding of program expenses (public consultation and consultant studies);*

At a cost in 2008 of $144,400, and in subsequent years of $590,700, without offset;

ii) THAT Council approve increasing the level of service in the Urban Design Studio by creating 1 new regular full time Planner II position at a cost in 2008 of $64,600 and in subsequent years of $88,900, without offset;

iii) THAT Council approve a temporary staff team to undertake the Capacity Options Review through creating a temporary full time Planner II and a temporary full time Planning Analyst positions for 12 months, at a cost of $107,600 in 2008 and $48,000 in 2009, without offset.

15. THAT Council approve the establishment of a Regular Full Time Planning Assistant III position in Community Services Group's Planning Division to support the Financing Growth Program and Business Improvement Areas Program at an annual cost of $58,000, (2008 pro-rated cost - $37,000), including benefits, as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.01%.

16. THAT Council approve the following recommendation, Carnegie Centre – Cashier Positions and Outreach Program (RTS#6934), at an adjusted cost of $75,000 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.02%:

    That Council approve the establishment of three Regular Part Time Cashier positions (2.3 FTE) and Auxiliary hours (.17 FTE) at the Carnegie Centre, commencing May 1, 2008, at an estimated annual cost of $109,300 (prorated for 2008 - $75,000).

17. THAT Council approve the following recommendation, Facilities Design & Management Reorganization (RTS#7053), at an adjusted cost of $179,000 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.04%:

    THAT Council approve the following staff additions and changes to the Facilities Design and Management Department Structure at an estimated cost of $179,000 for 2008 and $161,000 ongoing, including benefits, to meet current and forecasted work loads:

    - *THAT two (2) regular/ full-time, exempt positions be created for a Manager, Facilities Planning and Manager, Capital Maintenance within the Facilities Development Division.*
    - *THAT one (1) CUPE 15 Administrative Assistant, position be deleted and a new, regular/ full-time exempt position of Manager, Property Management and Administration be created.*
    - *THAT one (1) CUPE 15 Maintenance Technician III position be reclassified to a regular, full-time, CUPE 15 position of Construction Assistant (Facilities Planner).*
    - *THAT three (3) CUPE 15 temporary, full-time, Construction Assistant positions be created for a period of 23 months.*

- *THAT two (2) temporary full-time, exempt Project Manager positions be converted to regular/ full-time.*

18. THAT Council approve the establishment of a 2-year Temporary Full Time Capital Asset Accountant position within Corporate Services' Financial Services Division to implement the Public Sector Accounting Board's Capital Asset Reporting Requirements at a cost of $188,000 (2008 - $61,000, 2009 - $94,000, 2010 - $33,000), including benefits, as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.01%.

19. THAT Council approve conversion of an existing Claims Investigator position within Corporate Services' Risk Management Division from Regular Part Time to Regular Full Time at an incremental annual cost of $38,300, including benefits, offset by contributions from the Liability Reserve ($26,800) and Property Endowment Fund ($7,700) with net funding of $4,000 (2008 pro-rated cost - $2,000) as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0%.

20. THAT Council approve the following recommendation, Emergency Management Priorities (RTS#6993), at a adjusted cost of $281,000 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.06%:

    THAT Council authorize the creation of 2.5 regular full-time staff positions, as outlined in this report, at an estimated annual cost of $281,000 (including benefits and incidental costs) to support the Emergency Management Program.

21. THAT Council approve one-time funding of $200,000 for the Downtown Eastside Street Cleaning Initiative as per Council Motion on January 15, 2008 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.04%.

22. THAT Council approve on-going funding of $125,000 for consultancy services for the Bridge Inspection Program offset by Street Leaf Removal Program internal efficiencies of $50,000; net funding of $75,000 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.01%.

RECOMMENDATION 23: Vancouver Economic Development Commission

23. THAT Council approve the following recommendations, Vancouver Economic Development Commission: 2008 Business Plan and Budget (RTS#6974), as follows:

i) *THAT Council approve the VEDC one-time 2008 funding request of $125,000, to be applied toward Phase 2 of the VEDC Economic Development Strategy as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.02%;*

ii) *THAT Council approve the request for $828,000 in funding to maintain the existing service level; funding of $828,000 has already provided for in the 2008 Interim Operating Budget;*

iii) *THAT Council approve an increase to the annual VEDC baseline funding for core services of $295,000 without offset, prorated to $196,700 in 2008 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.04%;*

iv) *THAT Council approve ongoing funding of $295,000, prorated to $196,700 in 2008, to fund selected recommendations in the October 2007 VEDC Report on the Business Climate in the City of Vancouver, to be released to the appropriate City department and/or to the VEDC, subject to report back to Council with the intended use and rationale, as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.04%;*

CONSIDERATION

v) *THAT Council approve an increase to the annual VEDC baseline funding for core services of $590,000 without offset, prorated to $393,300 in 2008 as an increase to the 2008 Operating Budget, increasing the 2008 property taxes by 0.08%.*

Appendix 3 - Proposed Revenue Increases (as presented in Interim Estimates on February 12, 2008)

Impound Storage Fee - The City operates two motor vehicle Impoundment Yards, one for By-law Infraction Impounds and another for Abandoned Vehicles. While some of the operating costs are covered by the Towing Contractor, many of the costs are charged to Parking Enforcement's operating budget and recovered by charging the customers a storage fee. The current charge is $5.00 for the first day and $8.00 per day for the second and subsequent days. It is recommended that the first day fee be increased from $5.00 to $8.00. The impact for 2008 is estimated at $80,000 and $120,000 in subsequent budget years. Should Council approve Recommendation B, these rates will be increased.

Civic Theatres Concession Pricing - Civic Theatres will be increasing Concessions pricing effective September 1, 2008, increasing revenues by $9,600.

CONSULTATION SUMMARY REPORT

City of Vancouver Consultation
City Choices – 2008 Operating Budget

Kirk and Co. Consulting Ltd.
March 18, 2008

CITY OF
VANCOUVER



EXECUTIVE SUMMARY

BACKGROUND

On October 19, 2007, Vancouver City Council asked staff to conduct a public consultation program on the City's proposed 2008 Operating Budget. The City Council asked staff to include in the consultation program:

1. Public meetings
2. A newspaper flyer with a feedback form
3. An on-line feedback form
4. Written submissions by e-mail, mail, and fax
5. A telephone survey of Vancouver residents and businesses

Residents could self-select themselves into the meetings, fill out a feedback form or send in a written submission. The telephone survey was a random selection of city residents and businesses and is therefore a statistically significant representation of the public's opinions.

The intent of the consultation program was to gather public input to assist Council in finalizing the 2008 operating budget. The consultation was conducted in February, 2008.

2008 CONSULTATION PROGRAM

More than 2,000 residents and community and business organizations were contacted by e-mail and telephone calls to notify them of the opportunity to participate in consultation meetings or to provide input through the City's website (www.city.vancouver.bc.ca) or by mail, fax or e-mail. In addition, 11 advertisements were run in community newspapers to inform the public of opportunities to participate in the consultation. Also, more than 300,000 copies of the City Choices flyer were circulated through community papers and at City Hall, community centers, libraries and city pools and golf courses.

- The consultation program provided a variety of ways for the public to participate in the consultation, including through a telephone survey of residential taxpayers and the business community, public meetings, a flyer in community newspapers that included a feedback form, through an on-line feedback form, the City's website (www.city.vancouver.bc.ca) and by telephone, fax and written submissions.
- About 1,700 residents and businesses participated in the consultation including through the telephone survey (900), City Choices 2008 questionnaire (706), e-mail (22), public meetings (59) and by written submissions (12).



CONSULTATION RESULTS

The following summarizes the consultation input. The consultation input was received through consultation feedback forms, public meetings, written submissions and a telephone survey. The telephone survey is a statistically reliable sample of Vancouver residents and businesses. The remaining input was received from participants who self-selected to participate. This report presents the consultation input based on the following key topics:

1. Priorities for Service Delivery
2. Proposal for Additional Police Officers
3. Proposal for Tax Increase
4. Proposal for Tax Redistribution
5. Feedback on Consultation Process

1. Priorities for Service Delivery

Consultation Feedback Form (412 received)	When asked about service priorities: • Residential and business participants agreed that most services should be maintained; in each case, residential and business responses were within a range of 4% of each other. The emphasis is on maintaining services. The only area for increase is police and the areas for reducing services are Legislative and Support Services, and Civic Grants.
Public Meetings (3)	• Participants supported the priority of policing services.
Submissions (6)	• Participants supported the priority of policing services.
Mustel Group Telephone Survey (600 residents and 300 businesses polled)	• The most important issues identified by both residents and businesses facing the City are social issues, crime and transportation. • For residents and businesses, policing is by far the foremost budget priority and last area for cuts. • Among residents, ranking second is fire protection, followed by support for community service organizations to help needy people and for garbage/recycling. • Among businesses, policing is followed at some distance by fire protection, traffic management, streets/sidewalks, planning future development and garbage/recycling. • Both business operators and residents agree on the two lowest priorities with support for arts and cultural organizations first on both lists, followed by community centres/pools/rinks. While businesses place libraries next in ranking, in the residents' opinion parks and beaches are the next-lowest priority.



2. Proposal for Additional Police Officers

Consultation Feedback Form	• 59.1% of residential and 73% of business participants supported street-level patrols as a priority for police services • Both residential (59.9%) and business (66.7%) participants supported increasing police staffing levels, including associated civilian support. • Of those who answered yes to the question of additional police, the majority of residential (57.4%) and business (63.1%) participants supported taxation levels that would allow 96 police officers and 22 civilians. • If one assumes that someone who supports 96 police officers would also support 48 officers, then the highest level of support is for 48 patrol officers (82.8% from residential and 77.8% from business). • When one considers the response from all participants (not just those answering yes to the question of additional police), then the support for 48 patrol officers is 49.5% from residential and 49.2% from business.
Public Meetings (3)	• Participants supported the idea that additional police officers were required.
Submissions (6)	• Participants supported the idea that additional police officers were required.
Mustel Group Telephone Survey	There is widespread support for increased police staffing levels, with street-level patrols as the top priority for businesses and residents. With regards to the staffing options, there is general support for all three staffing options but with near-universal support among residents (95%) and businesses (91%) to pay for 48 patrol officers. Among each stakeholder group in total (including non-supporters of police staffing increases), support remains strong for the 48 patrol officers request (74% of businesses and 70% of residents) but drops to about half for the entire staffing request of 96 officers and 22 civilian staff.



3. Proposal for Tax Increase

The level of willingness to pay additional taxes depended on the source of public input. Generally, those filling out consultation feedback forms were less tolerant of tax increases while those surveyed by the Mustel Group said they would pay more. For instance, only 14% of the feedback form respondents said they would pay 6%, while in the telephone survey 64% of homeowners said they would pay 6%.

Consultation Feedback Form	• Up to 2% tax increase - 71.7% residential and 70.6% business • Up to 3% tax increase- 59.9% residential and 49.3% business • Up to 4% tax increase- 39.9% residential and 35.4% business • Up to 6% tax increase - 13.3% residential and 14.8% business • 0% - 21.1% residential and 21.3% business
Public Meetings (2)	• Participants expressed concern about how much their taxes had been going up.
Submissions (2)	• Two submissions said no tax increase and two said they would accept an increase of 2%.
Mustel Group Telephone Survey	• The Mustel survey indicated that a majority of homeowners (64-92%) would accept increases of 2%, 4% or 6%. Nevertheless, a large majority of businesses would be willing to pay a 2% increase to maintain the current service levels (78%). Willingness to pay tax increases in order to maintain the current level of services is as follows: • 6% increase – 64% of homeowners and 36% of businesses • 4% increase – 81% of homeowners and 46% of businesses • 2% increase – 92% of homeowners and 78% of businesses



4. Proposal for Tax Redistribution

The City's Tax Commission recommended a transfer of $5 million from the business tax base to the residential tax base. Further, the Commission recommended this be done at a rate of 1% a year.

Consultation Feedback Form (647)	• 62.3% residents said no to the tax redistribution. • 51.5% of business agreed to the $5 million redistribution; however, if those answering "other" and indicating support are included, the business support becomes 61.4%.
Public Meetings	• Participants who identified themselves as residential homeowners did not support the conclusions of the Tax Commission which were to redistribute taxes from business to residential taxpayers. • Participants who identified themselves as originating in the business community generally supported the conclusions of the Tax Commission.
Submissions (8)	• Eight of the written submissions sought clarification of issues so that people had a better understanding of what was being asked of them.
Mustel Group Telephone Survey	• The Mustel survey found similar results, such that businesses and residents do not achieve consensus on the tax redistribution proposal. Businesses are generally in support (69%), while residents are generally opposed (ranging from 56-74% depending on property value).



5. Improving the Consultation Process

Consultation Feedback Form (647)	• Over 150 comments were received regarding possible improvements to the consultation process from residential and business taxpayers.
	• Many participant comments (88) said that they liked the existing process, as it was readily accessible to them either by newspaper or on-line, although several of these (21) said they would like more information and more choices with each question.
	• Participants suggested additional ways to consult, including:
	  ◦ Sending information to a dedicated e-mail list
	  ◦ Use of focus groups
	  ◦ Sending information with tax notices
	  ◦ Create a mailing list and send the flyer by mail
	  ◦ Drop the flyers door-to-door
	  ◦ Circulate information through neigbourhood associations and neighbourhood groups
	  ◦ Use newsletters such as the EcoDensity newsletter to circulate information

Mustel Group Telephone Survey	• The vast majority of residents and business owners/operators surveyed appreciate the opportunity to provide input to the annual budget process. • Residents say that they prefer random telephone survey as the most popular consultation method. • Business people say that they prefer random telephone and website surveys. • Both groups say they would participate in a mail survey. • Less-preferred methods of participation include returning the newspaper flyer by mail or fax, or attending public meetings or open houses.

TABLE OF CONTENTS

1. INTRODUCTION

On October 19, 2007, Vancouver City Council asked staff to conduct a public consultation program on the City's proposed 2008 Operating Budget. The City Council asked staff to include in the consultation program:

1. Public meetings (3)
2. A newspaper flyer with a feedback form
3. An on-line feedback form
4. Written submissions by e-mail, mail, and fax
5. A telephone survey of Vancouver residents and businesses

The intent of the consultation program was to gather public input to assist Council in finalizing the 2008 operating budget. Specifically, Council wanted feedback on five areas:

1. Priorities for Service Delivery
2. Proposals for Additional Police Officers
3. Proposal for Tax Increase
4. Proposal for Tax Redistribution
5. Feedback on consultation process

The consultation was conducted in February, 2008.



2. CONSULTATION METHODOLOGY

2.1 Background on the City Choices 2008 Consultation

More than 2,000 residents and community and business organizations were contacted by e-mail and telephone to notify them of the opportunity to participate in consultation meetings or to provide input through the City's website (www.vancouver.ca), by telephone or written submission (mail, fax or e-mail). Eleven advertisements were run in community newspapers to inform the public of opportunities to participate in the consultation. Also, more than 300,000 copies of the City Choices flyer were circulated through community papers and at City Hall, community centres, libraries, city pools, golf courses and selected Business Improvement Area (BIA) offices.

Details of the public notice and recruitment program include:

A. Newspaper Advertisements

Advertisements to inform the public of their opportunity to participate in the consultation ran in the following newspapers:

February 9, 2008
- *Indo-Canadian Voice* (English)
- *Link* (Indo-Canadian) (English)

February 12, 2008
- *Business in Vancouver* (English)

February 13, 2008
- *Vancouver Courier* (East/West) (English)
- *Ming Pao* (Chinese)
- *Sing Tao* (Chinese)
- *World Journal* (Chinese)

February 14, 2008
- *Georgia Straight* (English)
- *Westender* (English)
- *Xtra West* (English)
- *Indo-Canadian Times* (Punjabi)

B. Distribution of Materials

The City Choices Flyer, providing information on the 2008 Budget and on the consultation program, was distributed in the following ways:

Newspaper Circulation of Flyers

The City Choices flyer was inserted in the following newspapers:

- *Vancouver Courier* – 135,000
- *Georgia Straight* – 125,000
- *Sing Tao* – 31,000 (daily)
- *Ming Pao* – 29,000 (daily)
- *Indo-Canadian Voice* – 18,500 (weekly)

Date the flyer appeared in each newspaper:
February 7, 2008: *Georgia Straight*
February 8, 2008: *Courier*
February 9, 2008: *Ming Pao*
Sing Tao
Indo-Canadian Voice

Community Distribution of Flyers
The City Choices flyers were also distributed to the following community locations:

Community Centres (CC)

1. Britannia CC
2. Carnegie CC
3. Champlain Heights CC
4. Coal Harbour CC
5. Douglas Park CC
6. Dunbar CC
7. False Creek
8. Hastings CC
9. Kensington CC
10. Kerrisdale CC
11. Killarney CC
12. Kitsilano CC
13. Marpole-Oakridge CC
14. Mount Pleasant CC
15. Ray-Cam Cooperative CC
16. Renfrew CC
17. Riley CC
18. Roundhouse CC
19. Strathcona CC
20. Sunset CC
21. Thunderbird Neighbourhood CC
22. Trout Lake CC
23. West End CC
24. West Point Grey (Aberthau) CC

Pools

25. Lord Byng Pool
26. Templeton Pool
27. Vancouver Aquatic Centre

Community Golf Courses

28. Fraserview Golf Course
29. Langara Golf Course
30. McCleery Golf Course



Library Branches

Copies were delivered to the Main Branch of the Vancouver Public Library and, from there, to the VPL's 22 branch libraries.

BIAs

1. Collingwood Business Improvement Association
2. Commercial Drive Business Society
3. Downtown Vancouver Business Improvement Association
4. Gastown Business Improvement Society
5. Hastings North Business Improvement Association
6. Kitsilano 4th Avenue Business Association
7. Point Grey Village Business Association
8. Robson Street Business Association
9. Strathcona Business Improvement Association
10. Vancouver-Chinatown Business Improvement Association Society
11. Yaletown Business Improvement Association

C. E-mails and Telephone Calls

E-mails and telephone calls were made to invite residents to participate in the consultation:

February 12, 2008 – 1,000 e-mails
February 14, 2008 – 55 telephone calls to community, residential and cultural associations
February 14, 2008 – 1,155 e-mails
February 18, 2008 – 800 reminder e-mails and telephone calls

2.2 Consultation Program

The consultation program provided a variety of ways for the public to participate. Some residents chose to participate and speak at public meetings, while others chose to go to a website to gather information and complete an on-line feedback form. Still others had their opinion reflected through the Mustel Group telephone survey.

A. City Choices Consultation Feedback Form: Newspaper Insert and On-line Survey

The consultation included a City Choices 2008 newspaper insert and on-line feedback form available from Thursday, February 7, 2008 to Monday, March 3, 2008. The newspaper insert and on-line feedback form provided the public with the same information and asked for feedback on the same questions.

B. Mustel Group Telephone Survey

The consultation included a Mustel Group telephone survey of a statistically significant sample of residents and businesses in Vancouver. The sample took into consideration residential and commercial owners and tenants. Council asked that the completed survey distinguish between results from the residential community and the business community.

C. Public Meetings

The public was invited to attend a series of public meetings, including:

Saturday, February 16, 2008, 9:00am to 12 noon - VanDusen Garden
Wednesday, February 20, 2008, 7:00pm to 10:00pm - City Hall
Saturday, February 23, 2008, 9:00am to 12 noon - Killarney Secondary School

At the public meetings, City of Vancouver staff provided a short presentation on the 2008 Operating Budget and then the public was asked to provide their comments or to ask their questions. The public meetings were facilitated and had a meeting recorder.

D. Website

Information was available on the City of Vancouver website, including an on-line feedback form.

E. Other (Phone, Mail, Fax, E-mail)

The public was invited to provide comments by phone or written submission (mail, fax or e-mail).

2.3 Participation

About 1,700 residents and businesses participated in the consultation through the telephone survey (900), City Choices 2008 questionnaire (706), e-mail (22), public meetings (59) and by correspondence (12).



City of Vancouver Consultation on City Choices - 2008 Operating Budget

3. SUMMARY OF CONSULTATION INPUT

3.1 Key Theme Summary of Newspaper Insert and On-line Feedback Form

Questions about service priorities.

Question 3.1.2 to question 3.1.10 show the service areas provided by the City. Each participant was asked to indicate what priority they had for maintaining, increasing or reducing these services. This information was gathered by the City to be used when making decisions about the implications of various taxation choices.

The numbers at the end of the bar indicate the sample size.

3.1.1 What are your service priorities for civic grants?

Maintain Service	Resident	53.0%	282
	Business	42.4%	50
Increase Service	Resident	11.3 %	60
	Business	7.6 %	9
Reduce Service	Resident	35.7%	190
	Business	50.0%	59

3.1.2 What are your service priorities for Community & Cultural Services (including Civic Theatres)?

Maintain Service	Resident	49.2%	264
	Business	46.8%	58
Increase Service	Resident	25.3%	136
	Business	23.4%	29
Reduce Service	Resident	25.5%	137
	Business	29.8%	37

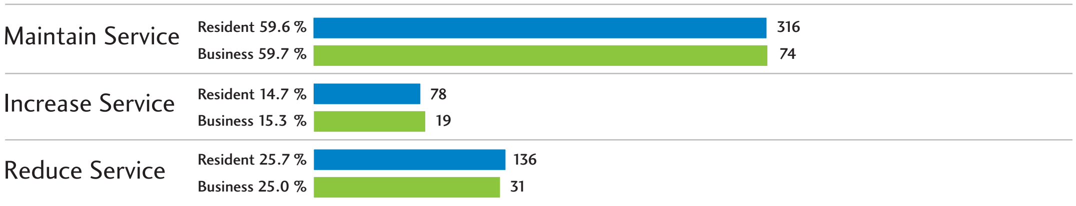
3.1.3 What are your service priorities for Libraries?

Maintain Service	Resident	61.3%	331
	Business	57.9%	73
Increase Service	Resident	30.2%	163
	Business	23.0%	29
Reduce Service	Resident	8.5%	46
	Business	19.0%	24

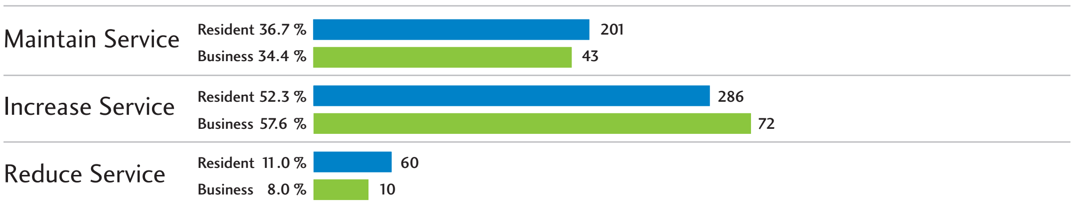
3.1.4 What are your service priorities for Parks and Recreation?

Maintain Service	Resident	61.1%	331
	Business	59.2%	74
Increase Service	Resident	31.7%	172
	Business	29.6%	37
Reduce Service	Resident	7.2 %	39
	Business	11.2 %	14

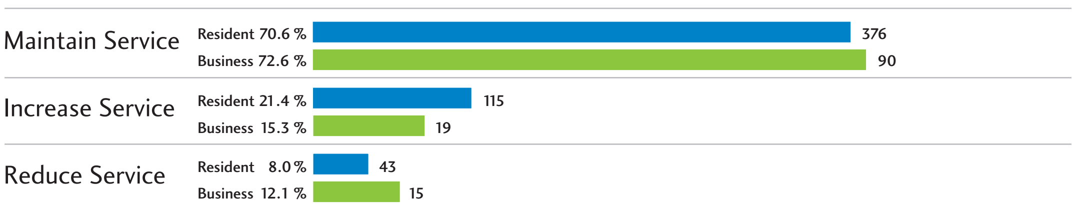
3.1.5 What are your service priorities for Planning and Development?



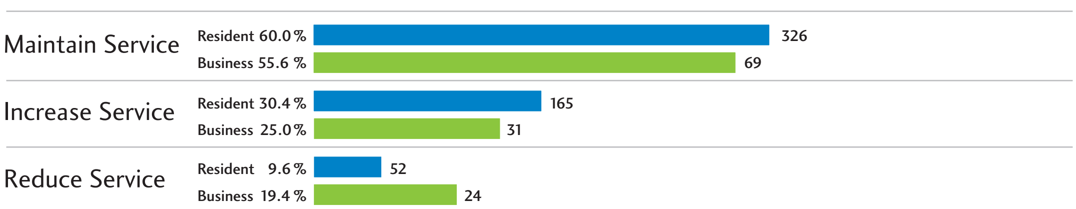
3.1.6 What are your service priorities for Police?



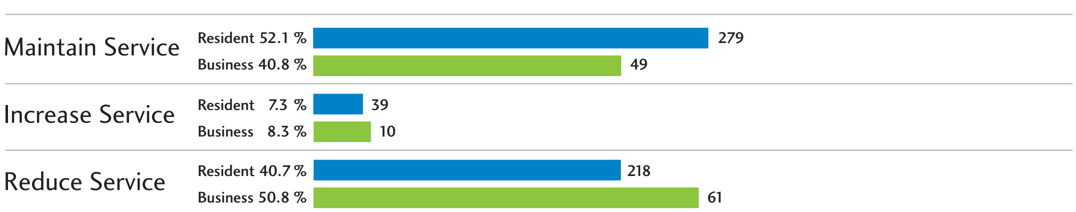
3.1.7 What are your service priorities for Fire & Rescue?



3.1.8 What are your service priorities for Engineering (Streets, Transportation, Electrical)?



3.1.9 What are your service priorities for Legislative & Support Services?



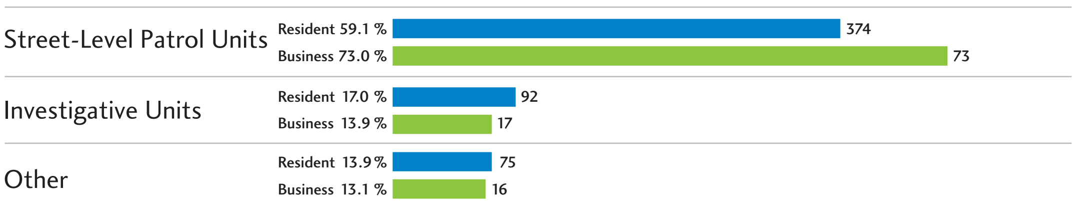
CONCLUSIONS

When asked about service priorities:

- **Residential and business participants agreed that most services should be maintained and in each case residential and business responses were within a range of 4% of each other. The emphasis is on maintaining services. The only area for increase is police and the areas for reducing services are Legislative and Support Services, and Civic Grants.**
- **Residents (52%) and business (57.6%) participants supported an increase for policing services.**

Questions about additional police.

3.1.10 What is your priority for policing services?



Qualitative Feedback – Key Themes

Key Themes provides a summary of what participants meant by the choice of Other.

Residential (127 comments)

- The most frequent mention (21) was suggestions for additional community policing. Participants said they would like additional police dedicated to community policing so that police have a personal connection with the community.
- An additional 21 participants mentioned the need to have the police in the community, either on foot or using bikes. Some of these participants suggested that foot and bike patrols made communities safer.
- Fifteen participants mentioned that addressing mental health and treatment issues would relieve the police of having to spend time focused on this social problem.
- Fourteen participants mentioned drugs as a problem, with some suggesting that they wanted the police to focus on dealing with the drug trade and others saying that we need to address the social problems causing drug use.

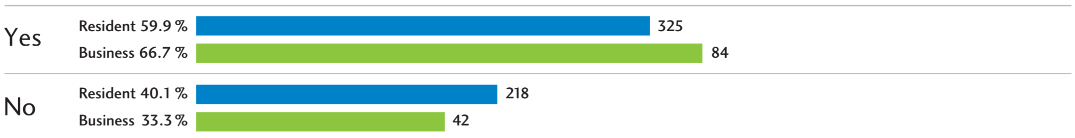
Business (30 comments)

- The most frequent mention (10) was the need for enhanced presence of the police on the streets. Some suggested more patrol cars, others bicycle police and others police on foot in our communities.
- The other frequent comments (5) included asking the police to better manage police resources and increase prevention and enforcement activity.

CONCLUSIONS

• 59.1% of resident and 73% of business participants supported street-level patrols.

3.1.11 Do you support increasing police staffing levels, including associated civilian support, to reduce crime?



Qualitative Feedback – Key Themes

The following is a summary of comments only.

Residential (130 comments)

- Nineteen participants said that addressing the social causes of crime should be the first focus. Some said that more housing and drug treatment centers were needed and that this would reduce the work required of the police.
- Eighteen participants said that they were not convinced that adding more police officers would address the problem of crime. Some said that the case had not been made, and others said that the police could better use the resources they have.
- Fourteen participants mentioned civilians in the police but most (12) said that they were not sure what the civilians would be doing so they did not know whether to support it or not.
- Eight participants said that they preferred street patrols, bicycle police and other community policing strategies for any new police officers.

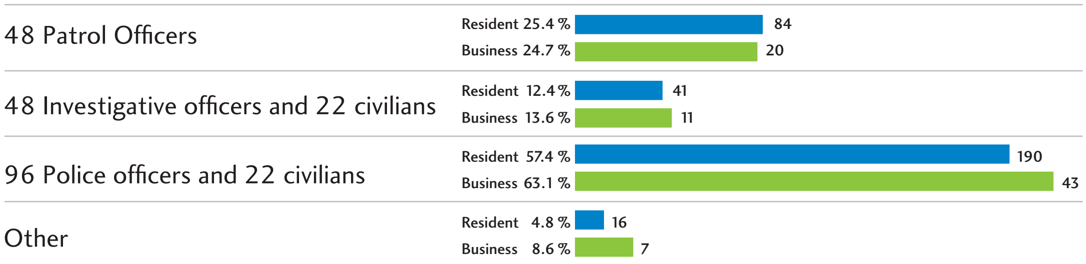
Business (26 comments)

- Five participants said that we needed more police.
- Four participants said they supported more police for community-based policing – police on foot in the neighbourhoods.
- Two participants said the police needed to use their existing resources better and an additional two said we needed fewer police.

CONCLUSIONS

Both residential (59.9%) and business (66.7%) participants supported increasing police staffing levels, including associated civilian support.

3.1.12 What enhanced policing levels and civilian support would you support and what level of property tax increase are you willing to pay for this enhanced service level?



Qualitative Feedback – Key Themes

Key Themes provides a summary of what participants meant by the choice of Other.

Residential (52 comments)

In their comments, participants were not consistent in supporting new police with tax increases. Some said, "more police but no tax increase", while others said they would take fewer police and a smaller increase.

Business (20 comments)

- Five participants said they supported more police but did not indicate the level of taxation they would support.
- Three participants said they wanted the additional police but no tax increases and, in fact, two asked that this be accomplished by reducing services in other areas.

CONCLUSIONS

- **Of those that answered yes to the question of additional police, the majority of residential (57.4%) and business (63.1%) participants supported taxation levels that would allow 96 police officers and 22 civilians.**
- **If one assumes that someone who supports 96 police officers would also support 48 officers, then support for 48 patrol officers is 82.8% from residential and 77.8% from business. When one considers the response from all participants not just those answering yes to the question of additional police, then the support for 48 patrol officers is 49.5% by residents and 49.2% by businesses as summarized below:**

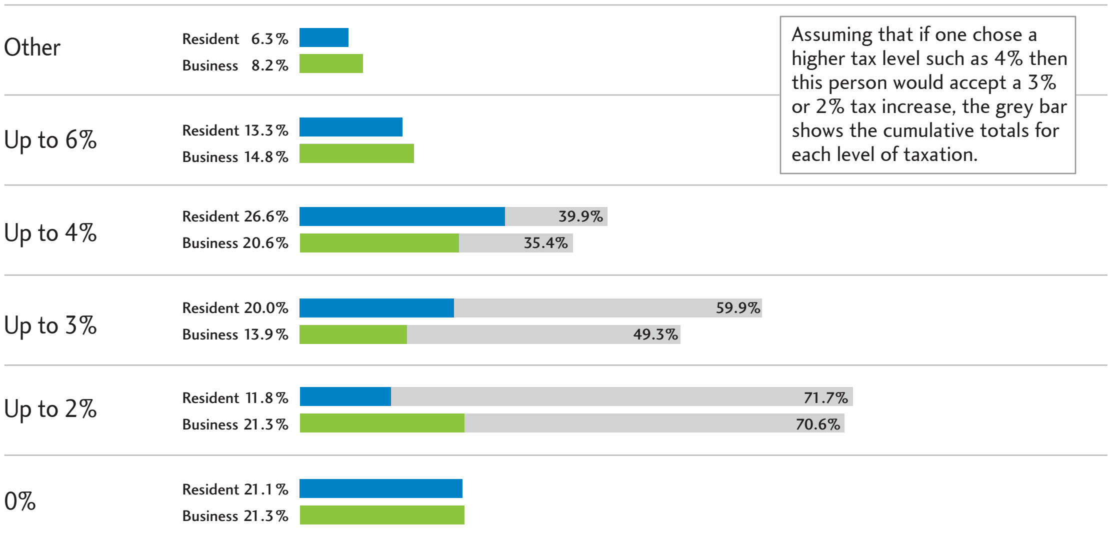
		Respondents that Support Total Increased Policing	Respondents
48 Patrol Officers	Residents	82.8%	49.5%
	Business	77.8%	49.2%
48 Investigation Officers & 22 civilians	Residents	69.8%	41.7%
	Business	66.7%	42.2%
96 Officers & 22 civilians	Residents	57.4%	34.3%
	Business	53.1%	33.6%



Consultation
Summary Report
March 2008

Questions about property tax.

3.1.13 What level of property tax increase, along with the associated service impacts, are you willing to accept?



Qualitative Feedback – Key Themes

Key Themes provides a summary of what participants meant by the choice of Other.

Residential (106 comments)

- Twenty-six participants said they supported a tax increase, with most supporting a 3-4% increase. Those saying they would pay more suggested that they would pay more for additional police officers in particular.
- Seventeen participants said they did not want any tax increase. Some responses suggested that City Hall should cut grants, fees to consultants and other areas of the administration if they were needed to avoid a tax increase.

Business (17 comments)

- Six participants said they wanted an increase in police funding and a reduction of service in other areas.
- Three participants said they would accept a tax increase of 2% or 3%.

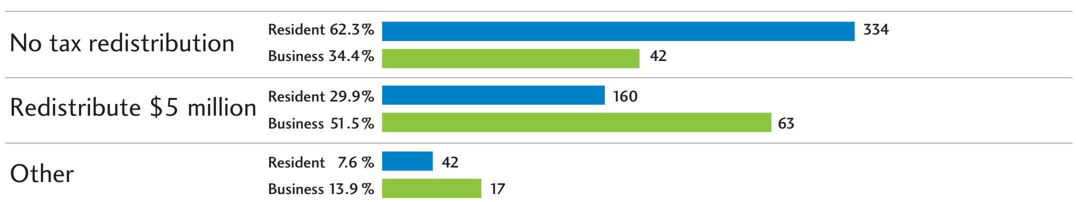
CONCLUSIONS

- **Assuming that if one chose a higher tax level such as 4% then this person would accept a 3% or 2% tax increase, then the results from the consultation participants indicate:**
    - **Up to 2% - supported by 71.7% residential and 70.6% business participants**
    - **Up to 3% - supported by 59.9% residential and 49.3% business participants**
    - **Up to 4% - supported by 39.9% residential and 35.4% business participants**
    - **Up to 6% - supported by 13.3% residential and 14.8% business participants**
    - **0% - supported by 21.1% residential and 21.3% business participants**

Questions about tax redistribution.

3.1.14 What level of tax redistribution between residential and non-residential properties would you support in 2008?

Vancouver City Council established the Property Tax Policy Review Commission in September 2006, composed of three property tax experts. The Tax Commission presented its recommendations to Council in September 2007 and Vancouver City Council asked staff to conduct a consultation program concerning the recommendations. One of the recommendations is to redistribute approximately $5 million per year from non-residential classes to the residential classes for five years.



Qualitative Feedback – Key Themes

Key Themes provides a summary of what participants meant by the choice of Other.

Residential (102 comments)

- Twenty-seven participants said they did not want to redistribute taxes from the non-residential properties to residential properties. Several participants suggested that non-residential categories should pay more than they currently are paying. Reasons for not wanting to redistribute included:
    - Residential taxes are already too high
    - Businesses can write off their tax cost
- Eight participants said they wanted the redistribution to continue. Reasons for supporting the redistribution included:
    - Keep Vancouver competitive
    - Ensure we have small businesses

Business (28 comments)

• Twelve participants said they supported the redistribution. Of these, seven suggested the shift should be greater, somewhere between $8 million to $50 million.

• Five participants said that the City should increase the portion paid by the non-residential sectors.

CONCLUSIONS

• 62.3% residents said no to the tax redistribution.

• 51.5% of business agreed to the $5 million redistribution; however, if those answering other and indicating support are included, the business support becomes 61.4%.

Questions on consultation process.

3.1.15 We are always looking at ways to improve our process. Please tell us how you would like to be consulted in the future.

Over 150 comments were received regarding possible improvements to the consultation process from resident and business taxpayers.

• Many participants (62) said they liked the current consultation methods. They said they found the on-line survey easy to use and the flyer was very easy to access and fill out.

• Twenty-six participants said they would like to receive tax information and the survey by e-mail. Two of these participants suggested the City establish an e-mail list and assure residents the list would be used for only this purpose. The City would have to design a form that could be downloaded by e-mail, filled in and then returned to the City by e-mail.

• Twenty-one participants said they would like the information in the flyer to be more extensive and they would like to see more questions or more options with each question, such as tax reduction options.

• Twelve participants said that they preferred the newspaper flyer. One of these suggested that it should be circulated earlier (four weeks in advance of the deadline for completion) and another three said that the City should ask the media to promote the flyer as part of their civic duty.

• Four participants said they would like to be part of a focus group.

• Three participants said they would like to get the questionnaire in their tax notices.

• Nine participants suggested additional ways for the City to consult with residents and businesses:

  • Create a mailing list and send the flyer by mail

  • Drop the flyers door-to-door

  • Circulate information through neigbourhood associations and neighbourhood groups

  • Use newsletters such as the EcoDensity newsletter to circulate information.

3.2 Key Theme Summary Telephone Survey

The Mustel Group, who conducted the telephone survey, provides the following conclusions from their survey. These are included here to provide the opportunity to compare the results of the various consultation methods.

Acceptability of Property Tax Increases

Examining the willingness to pay increases for all homeowners combined, 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.

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 (78%). Acceptance at 4% and at 6% has returned to levels seen in 2006.

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

- With a 6% increase – 64% of homeowners and 36% of businesses
- With a 4% increase – 81% of homeowners and 46% of businesses
- With a 2% increase – 92% of homeowners and 78% of businesses

Renters largely accept a $4 per month rent increase to maintain current service levels.

Service Priorities for Budget Allocation

The importance of social issues, focusing on homelessness and poverty as well as the lack of affordable housing, has risen significantly in recent years not only among residents but also among the business community. Currently, social issues are the top concern among residents, maintaining the higher level seen in 2007. Among businesses, social issues are now the most prominent concern, at this time moving ahead of taxation, crime and transportation.

City residents and business operators also continue to identify crime and transportation as top issues in need of City Council's attention. Among businesses, after a decline last year, the issue of taxation has returned to a more typical level for business (currently tied with transportation for the number-two concern). On the other hand, taxation continues to not come to mind as a major concern among residents (mentioned by only 7% unaided vs. 30% among businesses).

Among both the residents and businesses, policing is by far the foremost budget priority and last area for cuts.

Among residents, again ranking second in this tracking is fire protection, followed by support for community service organizations to help needy people and for garbage/recycling (higher than last year, likely due to the 2007 City labour disruption).

Among businesses, policing is followed at some distance by fire protection, traffic management, streets/sidewalks, planning future development and garbage/recycling. This wave's results are similar to the last tracking study, but garbage/recycling has also risen in priority.

Both business operators and residents agree on the two of the lowest priorities with support for arts and cultural organizations first on both lists, followed by community centres/pools/rinks. While businesses place libraries next in ranking, in the residents' opinions parks and beaches are the next-lowest priority.



Additional Policing Request

There is widespread support for increased police staffing levels in an effort to reduce crime, even though it means the budget target of a 3.3% increase in taxes would be exceeded to do so, bringing the 2008 tax increase up to 4.0%.

Street-level patrols are the top priority for businesses and residents (chosen by 74% and 70%, respectively, over investigative and administrative areas).

When asked about willingness to pay for various staffing proposals, among those who support increased police staffing levels:

- There is near-universal support among residents (95%) and businesses (91%) to pay for 48 patrol officers, representing a 0.9% property tax increase.
- Support is also broad among both stakeholder groups for a 1.1% property tax increase in order to provide 48 investigative officers and 22 civilians (75% of residents and 69% of businesses).
- Willingness to pay an additional 2% drops further for residents (to 67%) and businesses (to 59%) if the entire police staffing request were to be implemented. Businesses and those with higher-valued properties appear to be the most sensitive to the higher tax levels.

Among each stakeholder group in total (including non-supporters of police staffing increases), support remains strong for the 48 patrol officers request but drops to about half for the entire staffing request of 96 officers and 22 civilian staff.

- 48 patrol officers (0.9% property tax increase): 74% of businesses and 70% of residents
- 48 investigative officers plus 22 civilian staff (1.1% property tax increase): 56% of businesses and 55% of residents
- Entire police staffing request (2.0% property tax increase): 48% of businesses and 49% of residents

Tax Re-distribution Request

The business community and residents appear to be at odds on the issue of the proposed tax re-distribution. While businesses agree with the proposed redistribution recommendation (69% agree), the majority of residents disagree. All resident groups (owners and renters) tend to disagree, ranging from 56% of $900k property owners to 74% of $700k property owners.

Budget Communications and Public Consultation

The vast majority of residents and business owners/operators surveyed appreciate the opportunity to provide input to the annual budget process, saying that it is important to them to do so.

Surveys are the preferred method of providing input on the City's annual budget, with random telephone the most popular among residents (however, these are people who participated using this format). Business people say that they prefer random telephone and website surveys to a similar extent, and many (or nearly as many) of both groups say they would participate in a mail survey. Less preferred methods of participation include returning the newspaper flyer by mail or fax or attending public meetings or open houses.

Conclusions

- While policing, fire protection, and garbage/recycling are the top three priorities for funding among both residents and businesses, social issues of homelessness, poverty and affordable housing have become a greater concern and one that residents and businesses identify as perhaps the most urgent for Council to address at this time.
- Sensitivity to tax increases is largely unchanged among residential property taxpayers in the City with a majority of homeowners (64-92%) 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 (78%).
- Once again, user fees continue to be an acceptable alternative to raise revenues and maintain services among both business and residential stakeholders. As seen in the past, this method is preferable to cutting services or raising taxes.
- In terms of additional police staffing requests, there is near-universal support among both residents and businesses to fund 48 patrol officers. As well, there is majority support for the funding of the 48 investigative officers and 22 civilian staff (69-82%) and somewhat less but still majority support for the entire police staffing request (59-77%).
- Businesses and residents do not achieve consensus, however, on the tax re-distribution proposal: businesses are generally in support (69%), while residents are generally opposed (ranging from 56-74% depending on property value).
- Finally, both business and resident stakeholders agree that providing input on the annual budget proposals is important to them and surveys are the most likely manner in which they say they would participate.

3.3 Key Theme Summary of Public Meetings

It should be noted that the public meetings first discussed the Recommendations of the Tax Policy Review Commission. The 59 participants in the three meetings tended to not ask many questions about or make comments on the 2008-9 Operating Budget. The following summarizes input on the 2008 Operating Budget from the public meetings:

Participants asked 30 questions. Most of these questions sought clarification of the material n the City Choices flyer and the staff presentation. Examples include:

- What did you mean in your presentation about “outside agencies”?
- I noticed the absence of the E-Comm levy in the police budget; they said it was an outside agency. The city asked that be taken out of the police budget and moved to the city budget. Why did that happen, at this critical stage?
- The price savings associated with the labour disruption were assigned to property owners. Why? Why property owners and not a more equitable distribution, like to renters?
- The budget item that you showed in your presentation, for “Carnegie cashiering”, is that wages?
- My assessment increased 40% – where does land averaging come in?
- I see where 63% of the budget is borne by taxpayers, but what do you mean by utilities?



In addition, the key themes from comments include:

1. Three participants expressed concern about how much taxes have been going up from year to year and the impact this is having on people with fixed incomes.
2. Three participants commented on the police, indicating support for more police and concern about whether there would be enough for the 2010 Winter Olympic and Paralympic Games.
3. Two participants commented on the “Ambassadors” program: one saying that the City should not be paying for these and the other asking who was paying for them.

3.4 Key Theme Summary of Written Submissions

Most comments of the 22 submissions received by the consultation focused on local concerns, such as more garbage containers on the streets, support for public libraries and irresponsible dog owners not cleaning up. In addition, eight of the written submissions sought clarification of issues so that people had a better understanding of what was being asked of them.

In addition:

- Two participants said “no increase in taxes”.
- Two participants said that the provincial and federal governments should be providing more funding to large cities.
- Two participants said they were all right with a tax increase in the range of 2%.
- Two participants said they supported the shift of taxes from non-residential to residential.



4. DEMOGRAPHICS – CITY CHOICES FLYER

The following provides the demographic information of those responding to the City Choices Flyer:

	Resident	Business Owner
Where do you live?		
Downtown/West End	13.2 %	22.8 %
Northwest	34.6 %	39.8 %
Northeast	34.2 %	27.6 %
Southwest	8.5 %	8.1 %
Southeast	9.5 %	1.6 %
How old are you?		
18-44	37.3 %	31.0 %
45-64	44.2 %	60.3 %
65 or above	18.5 %	8.7 %
Do you rent or own your primary residence?		
Rent	21.7 %	54.3 %
Own	78.3 %	45.7 %
If you own your primary residence in Vancouver, the assessed value of your home is closest to:		
$199,000 or less	1.1 %	3.1 %
$200,000 – $399,000	12.0 %	7.1 %
$400,000 - $699,000	35.5 %	31.6 %
$700,000 - $899.000	20.3 %	19.4 %
$900,000 or above	31.1 %	38.8 %

The following questions were asked only of business owners:

Where is your business located?	
Downtown/West End	22.8 %
Northwest	39.8 %
Northeast	27.6 %
Southwest	8.1 %
Southeast	1.6 %
Do you rent or own the space your business occupies?	
Rent	54.3 %
Own	45.7 %
If you are a renter, do you:	
Pay rent and property taxes	61.6 %
Pay rent only	38.4 %
How many employees are based in Vancouver?	
4 or less	65.3 %
5-9	13.7 %
10-24	14.5 %
25-99	4.0 %
100 or more	2.4 %
How many employees are based outside of Vancouver?	
4 or less	90.4 %
5-9	5.3 %
10-24	3.5 %
25-99	0.5 %
100 or more	0.0 %

CITY OF
VANCOUVER

MUSTEL GROUP
MARKET RESEARCH

City of Vancouver

2008 Budget Allocation Study
Wave 10

February 2008

Presented to:

CITY OF
VANCOUVER

City of Vancouver
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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 since the 2006 tracking research.

For the 2008 Budget Allocation study random telephone interviews were completed with a total of 300 businesses located in the City of Vancouver and a total of 600 City residents 18 years of age and over. Interviewing was completed February 13 to 28, 2008.

Key findings are summarized briefly in this *Executive Overview.* Further details are presented in the *Detailed Findings* section.

Key Findings

Perceptions of City Services

Satisfaction

- Currently, 83% of residents in total are "very or somewhat satisfied" with the quality of services and 17% are "very satisfied"—with the proportion "very satisfied" down from the 21-23% range seen over the past five years.

- Consistent with 2006 and 2007, over seven-in-ten business operators (72%) are "very or somewhat satisfied" with the quality of City services, but still significantly lower than in 1997 when the overall level was 88%.

Change in Quality

- The gradual improvement seen in recent years has abated among residents and perceptions at this time have declined somewhat. Currently, 26% in total think the quality has gotten better (much better or somewhat better), down from the all-time high of 33% reached last year.

- Perceptions among business operators remain stable with the improvement since the 1997 benchmark being maintained. At this time 28% of business operators believe the quality of City services has improved, double the proportion found in the 1997 benchmark (14%).

Opinion on Amount of Property Taxes Paid

- Both homeowners and businesses find their taxes to be too high. Among residents, 52% say "too high" vs. 42% "about right", similar to past years. Businesses that pay property tax as a direct cost are far more likely at this time to think that their property taxes are too high (73% , up from 55% in 2007).

Perceived Value

- A majority of residents continue to say that they receive very or fairly good value from the City for their tax dollars (68%), similar to the past five year average (63%).

- Opinion on perceived value amongst the business community, however, has deteriorated this year. Just over half (51%) say they receive very or fairly poor value, an increase from 36% in the previous two years.

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 59% of residents and 71% of businesses).

- Second highest overall support is for "service cuts but only in some areas" (47% of residents, 59% 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 25% of residents and 36% of businesses)

These results are similar to past findings.

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. A total of 43% of both residents and businesses 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 (62%) and businesses (73%) 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 (61% and 74%, 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 strategy is acceptable to both residents and businesses (81% and 83%, 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.

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 (78%). Acceptance at 4% and at 6% has returned to levels seen in 2006.

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

- With a 6% increase – 64% of homeowners and 36% of businesses
- With a 4% tax increase – 81% of homeowners and 46% of businesses
- With a 2% hike -- 92% of homeowners and 78% of businesses

Renters largely accept a $4 per month rent increase to maintain current service levels.

Service Priorities for Budget Allocation

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 residents but also among the business community. Currently, social issues are the top concern among residents, maintaining the higher level seen in 2007. Among businesses, social issues are now the most prominent concern, at this time moving ahead of taxation, crime and transportation.

City residents and business operators also continue to identify **crime and transportation as top issues in need of City Council's attention**. Among businesses, after a decline last year the issue of taxation has returned to a more typical level for business (currently tied with transportation for the number two concern). On the other hand, taxation continues not to come to mind as a major concern among residents (mentioned by only 7% unaided vs. 30% among businesses).

Among both the residents and businesses, ***policing*** is by far the **foremost budget priority** and last area for cuts.

Among residents, again ranking second in this tracking is fire protection, followed by support for community service organizations to help needy people and for garbage/recycling (higher than last year, likely due to the 2007 City strike).

Among businesses, policing is followed at some distance by fire protection, traffic management, streets/sidewalks, planning future development and garbage/recycling. This wave's results are similar to the last tracking study, but garbage/recycling has also risen in priority.

Both business operators and residents agree on the two of the lowest priorities with support for arts and cultural organizations first on both lists, followed by community centres/pools/rinks. While businesses place libraries next, in ranking of the residents' opinions parks and beaches are next lowest priority.

Additional Policing Request

There is widespread support for increased police staffing levels in an effort to reduce crime, even though it means the budget target of a 3.3% increase in taxes would be exceeded to do so, bringing the 2008 tax increase up to 4.0%.

Street level patrols are the top priority for businesses and residents (chosen by 74% and 70%, respectively, over investigative and administrative areas).

When asked willingness to pay for various staffing proposals, **among those who support increased police staffing levels:**

- There is near universal support among residents (95%) and among businesses (91%) to pay for **48 patrol officers**, representing a 0.9% property tax increase.

- Support is also broad among both stakeholder groups for a 1.1% property tax increase in order to provide **48 investigative officers and 22 civilians** (75% of residents and the 69% of businesses).

- Willingness to pay an additional 2% drops further for residents (to 67%) and businesses (to 59%) and for if **the whole police staffing request** were to be implemented. Businesses and those with the higher valued properties appear to be the most sensitive to the higher tax levels.

Among each stakeholder group in total (including non-supporters of police staffing increases)**, support remains strong for the 48 patrol officers request but drops to about half for the entire staffing request of 96 officers and 22 civilian staff.**

- **48 patrol officers** (0.9% property tax increase): 74% of businesses and 70% of residents
- **48 investigative officers plus 22 civilian staff** (1.1% property tax increase): 56% of businesses and 55% of residents
- **Whole police staffing request** (2.0% property tax increase): 48% of businesses and 49% of residents

Tax Re-distribution Request

The business community and residents appear to be at odds on the issue of the proposed tax re-distribution. While businesses agree with the proposed redistribution recommendation (69% agree), the majority of residents disagree. All resident groups (owners and renters) tend to disagree ranging from 56% of $900k property owners to 74% of $700k property owners.

Budget Communications and Public Consultation

The vast majority of residents and business owners/operators surveyed appreciate the opportunity to provide input to the annual budget process, saying that it is important to them to do so.

Surveys are the preferred method of providing input on the City's annual budget with random telephone the most popular among residents (but then these are people who participated with this format). Business people say that they prefer random telephone and website surveys to a similar extent, and many (or nearly as many) of both groups say they would participate in a mail survey. Less preferred methods of participation include returning the newspaper flyer by mail or fax or attending public meetings or open houses.

Conclusions

- While services such as policing, fire protection, garbage and recycling are the top three priorities for funding among both residents and businesses, social issues of homelessness, poverty and affordable housing have become a greater concern and one 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 taxpayers in the City with a majority of homeowners (64-92%) 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 (78%).

- Once again, user fees continue to be an acceptable alternative to raise revenues and maintain services among both business and residential stakeholders. As seen in the past this method is preferable to cutting services or raising taxes.

- In terms of additional police staffing requests, among those who support staffing increases, there is near universal support among both residents and businesses to fund 48 patrol officers (91-95%). As well, there is majority support for the funding of the 48 investigative officers and 22 civilian staff (69-75%) and somewhat less but still majority support for the entire police staffing request (59-67%). When assessing levels of support amongst the total populations, we find strong majority support for the addition of 48 patrol officers (70-74%), dropping to over half of residents and businesses supporting adding 48 investigative officers and 22 civilian staff (55-56%), and dropping to just below half of residents and businesses for the entire police staffing request (48-49%).

- Businesses and residents do not achieve consensus, however, on the tax re-distribution proposal, as businesses are generally in support (69%), while residents are generally opposed (ranging from 56-74% depending on property value).

- Finally, both business and resident stakeholders agree that providing input on the annual budget proposals is important to them and surveys are the most likely manner in which they say they would participate.

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.

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 opinions on three additional issues are included:

- Priorities and funding for additional policing
- Business and residential tax re-distribution
- City communications and public consultation on the operating budget

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. The mail-out also contained a copy of the City's Budget 2007 information flyer, but without the flyer survey questions, and the link for the related City website pages. The inclusion of the City's Budget Choices flyer with the survey notification not only provided the opportunity to educate participants on the City's budget but also provided the opportunity to study the extent to which this material is read, when made readily available. A copy of the letter and the flyer mailed out are appended.

Note that due to the time frame for survey execution and that a second City survey was being carried out concurrently, additional sample was required, representing about 10% of total residential completions and 15% of business completions. These supplementary samples were not sent the mail-out materials.

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 600 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 a regularly up-dated database of published, residential telephone listings, sourced from the various telephone service suppliers. Within each household the eligible respondent was chosen at random (alternating male and female adult respondents, except in cases of same sex households, where one was selected at random). 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 2006 Canada census statistics for the City on the basis of age within gender.

RESIDENTS Sample Distribution		
	Actual	Weighted
	(600) %	(600) %
Gender		
Male	51	48
Female	50	52
Age		
18-24	6	12
25-34	16	21
35-44	23	21
45-54	21	18
55-64	16	13
65 and over	17	16
Region		
Southwest	20	21
Southeast	20	30
Northwest	20	17
Northeast	20	18
Downtown/West End	20	16

A copy of the residential questionnaire is appended. In addition to English, alternate language interviewing was available to respondents in Chinese (Mandarin or Cantonese), Punjabi, Vietnamese and Tagalog. In total, 15% of the interviews were conducted in an alternate language. The language of interview was distributed as follows:

English	513
Cantonese	50
Mandarin	36
Tagalog	1

Note that based on a question about ethnic background/ancestry, 28% of the sample reports being of Chinese heritage and 7% report other Asian roots (Punjabi/Pakistani, Indian, Filipino, Japanese, Vietnamese, Korean and other Asian), while about 55% say European, 11% North American and 5% other origins.

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		
	Actual	Weighted
	(300) %	(300) %
Company Size		
Small 0 -19 employees	62	91
Medium 20-99 employees	25	7
Large 100 or more employees	12	1
Refused	1	1

As needed, business respondents were offered the survey in alternate languages, as for the resident survey. A total of 7 business surveys were completed in Chinese (3 Cantonese and 4 Mandarin).

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 2008 Budget Allocation study was completed February 13 to 28, 2008 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. and extending into the evenings and weekends as requested by businesses.

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 300 interviews** **+/- 5.7 percentage points**

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

Percentage Point Difference Required			
	Business Surveys	Residential Surveys	
% of Answer:	All Years	1997 and 1999-2008	1999-2008 (Base n=600)
50:50	8.0	5.0	5.7
60:40	7.8	4.9	5.5
70:30	7.1	4.6	5.2
80:20	6.2	4.0	4.5
90:10	4.6	3.0	3.4

For example, if the result to a question in 2006 resulted in 70% support and this same question resulted in 73% support in 2008, 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 residents but also among the business community. Currently, social issues are the top concern among residents, maintaining the higher level seen in 2007. Among businesses, social issues are now the most prominent concern, at this time moving ahead of taxation, crime and transportation.

City residents and business operators also continue to identify crime and transportation as top issues in need of City Council's attention. Among businesses, after a decline last year the issue of taxation has returned to a more typical level for business (currently tied with transportation for the number two concern). On the other hand, taxation continues not to come to mind as a major concern among residents (mentioned by only 7% unaided vs. 30% among businesses).

Residents

- Social issues continue to be the most pressing concern for residents, mentioned by 47% and virtually unchanged from the high point seen last year. Concern about social issues is highest amongst renters (59%). This category of issues is dominated by a concern about homelessness and poverty, but the lack of affordable housing is also noted, particularly by renters.

- Residents' second greatest concern is for crime (36%). Specific issues range from personal safety to thefts/break-ins and drug-related issues, including Downtown Eastside problems and an unprompted call by some for more policing to deal with crime. Concern for crime is currently at a typical level but considerably lower than found in 2004 (a high point).

- Transportation concerns are down slightly this year (29%), and down significantly from the peaks reached in 2001 and 2002 when concern reached 42-52%. While this is undoubtedly in part a response to concrete evidence of capital investments and service improvements, transportation concerns still focus largely on a lack of or poor public transit. Traffic congestion is also noted but to a lesser degree this year.

- At some distance, environmental concerns are in fourth place and have been trending upward incrementally since 2005.

- Currently, taxation is at quite a typical level among residents, just behind environment. No changes are noted for most other issues this year.

Business

- Now ranking as the most important issue to City businesses, social problems (mainly homelessness and poverty) has peaked this year, beginning to approach the high levels seen among residents in the past two years (currently 41% vs. 47% for residents).

- Ranking second among businesses are crime and taxation issues (30-31%). Comments about crime largely deal with thefts/break-ins, personal safety and drug problems, while taxation concerns are focused almost entirely on property taxes.

- Concerns about transportation are down again among business, exhibiting a downward trend since 2006. Traffic congestion is the main transportation concern from the business perspective.

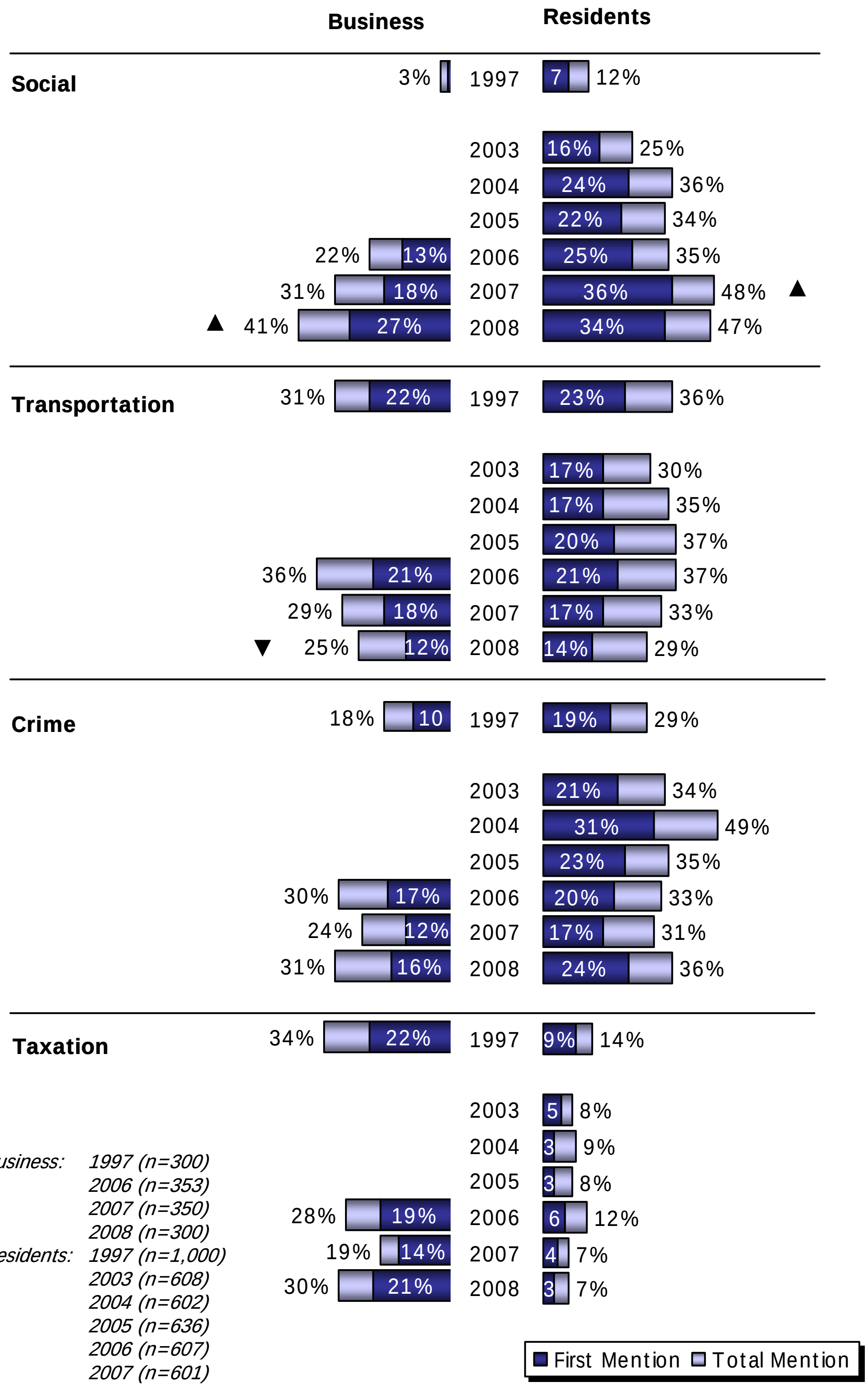
- Environmental concerns are trending upward among the business community with a significant increase this year, though still far below these other main concerns.

Demographic Trends

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

More attention from:		
Issue:	**Residents**	**Business**
Transportation	Westside residents	Outside the Downtown area
Social	Newer residents, Renters, Downtown, NW, NE residents; Apartment/condo dwellers, Women, Younger adults	Downtown businesses
Crime	Homeowners, SW, SE, NE residents, Middle-aged and older residents	Eastside, Building owners
Taxation	Homeowners, Single-detached	Pay property tax plus rent
Environment	Homeowners	

Most Important Issues Facing Vancouver - Major Mentions Only -

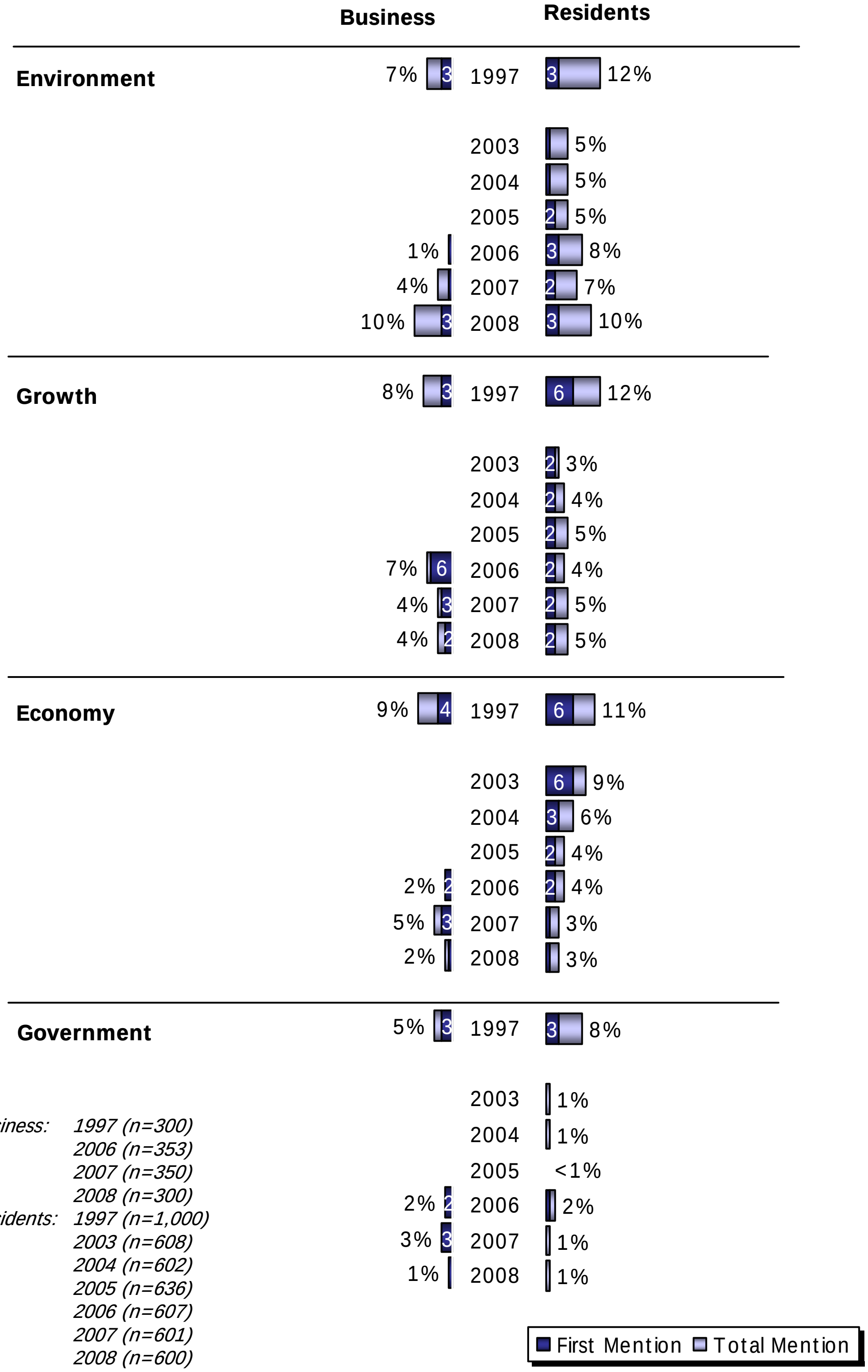


Base Business: 1997 (n=300)
2006 (n=353)
2007 (n=350)
2008 (n=300)
Base Residents: 1997 (n=1,000)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

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)



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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 is stable among the business community, but has softened among residents this year. While perceptions of ***improved*** quality of City services peaked last year among residents they have returned to a slightly lower level this year. At the same time perceived change in the quality of City services has been highly stable among business stakeholders for the past three years.

2.1 Level of Satisfaction with City Services

Residents

Among residents, satisfaction with the overall quality of services provided by the City of Vancouver has decreased since the last wave and although the vast majority is satisfied, the very satisfied level is currently at the lowest level seem since 2003.

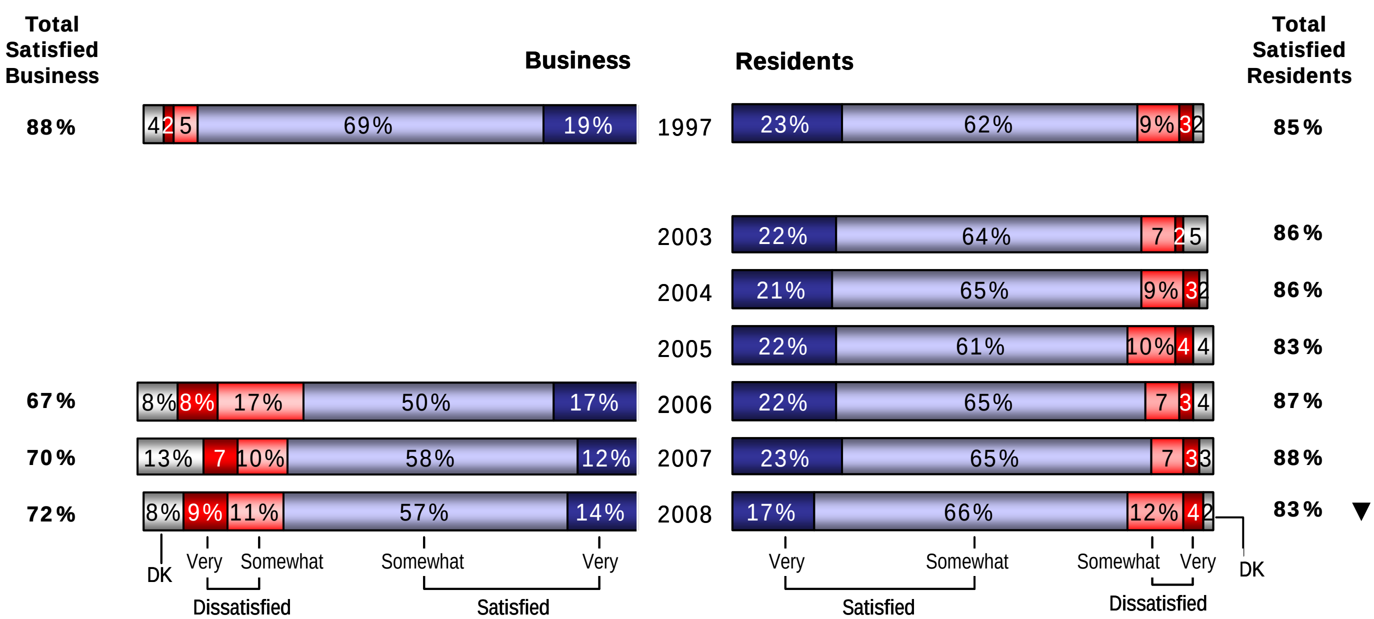
- Currently, 83% in total are "very or somewhat satisfied" with the quality of services and 17% are "very satisfied"—with the proportion "very satisfied" down from the 21-23% range seen over the past five years.
- Dissatisfaction remains low, but is on the high side of average (currently 16% in total—vs. the highest level being 19% in 2001).
- Dissatisfaction is greater on the Eastside, particularly the Northeast.

Business

While satisfaction is stable among business operators over the past three years, they are not as satisfied as found back in 1997.

- Currently, over seven-in-ten business operators (72%) are very or somewhat satisfied with the quality of city services, but still significantly lower than in 1997 when the overall level was 88%.
- Dissatisfaction is at a stable level (20%).

Level of Satisfaction with City Services



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Base Residents: *1997 (n=1,000)*
2003 (n=608)
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2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

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 gradual improvement seen in recent years has abated among residents and perceptions at this time have deteriorated somewhat.

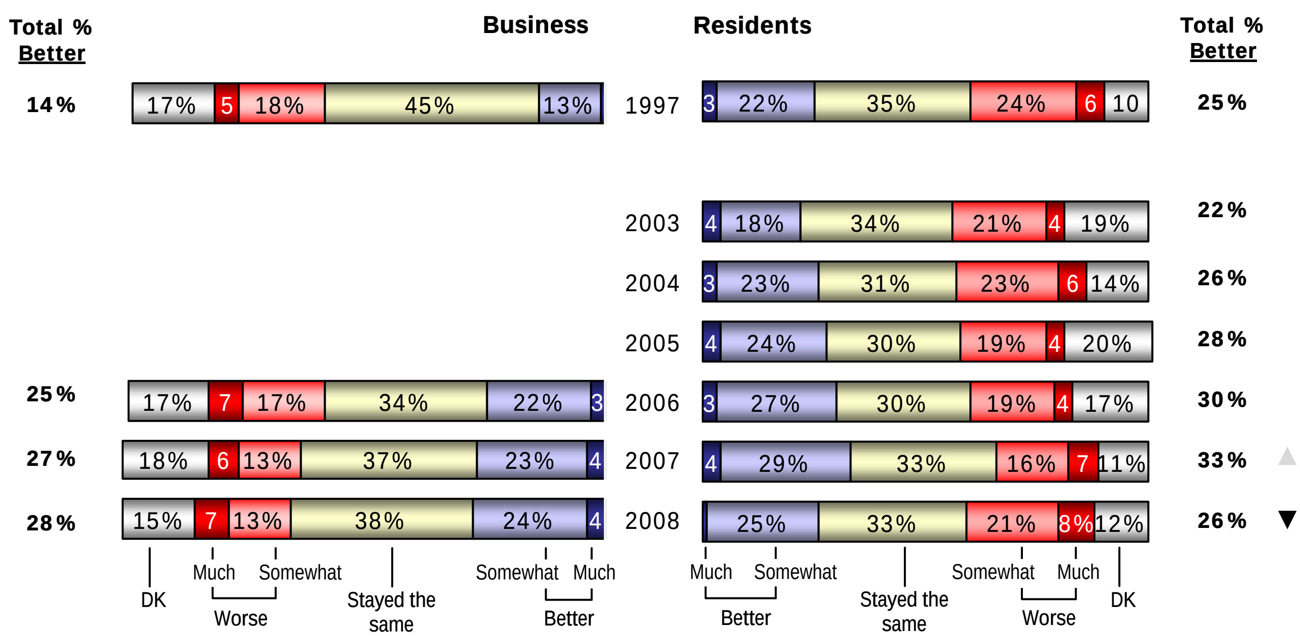
- Currently, 26% in total think the quality has gotten better (much better or somewhat better), down from the all-time high of 33% reached last year.
- At the same time perceptions of deteriorating quality have increased by a similar proportion (currently at 29%), while the no opinion level is stable (12%).
- The proportion perceiving no change remains stable (currently 33%).

Business

Perceptions among business operators remain stable with the improvement since the 1997 benchmark being maintained.

- At this time 28% of business operators believe the quality of city services has improved, double the proportion found in the 1997 benchmark (14%).
- Those who perceive no change is 38% now, similar to the last wave of tracking.
- Meanwhile, fewer consider the quality to have worsened (20% at this time).

Perceived Change in Quality of City Services over Past Few Years



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2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

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

Perceptions continue to be quite stable among residents with most having a good opinion of value from City services. On the other hand, businesses that pay property taxes as a direct cost currently are more critical, skewing to a slightly more negative opinion.

Residents

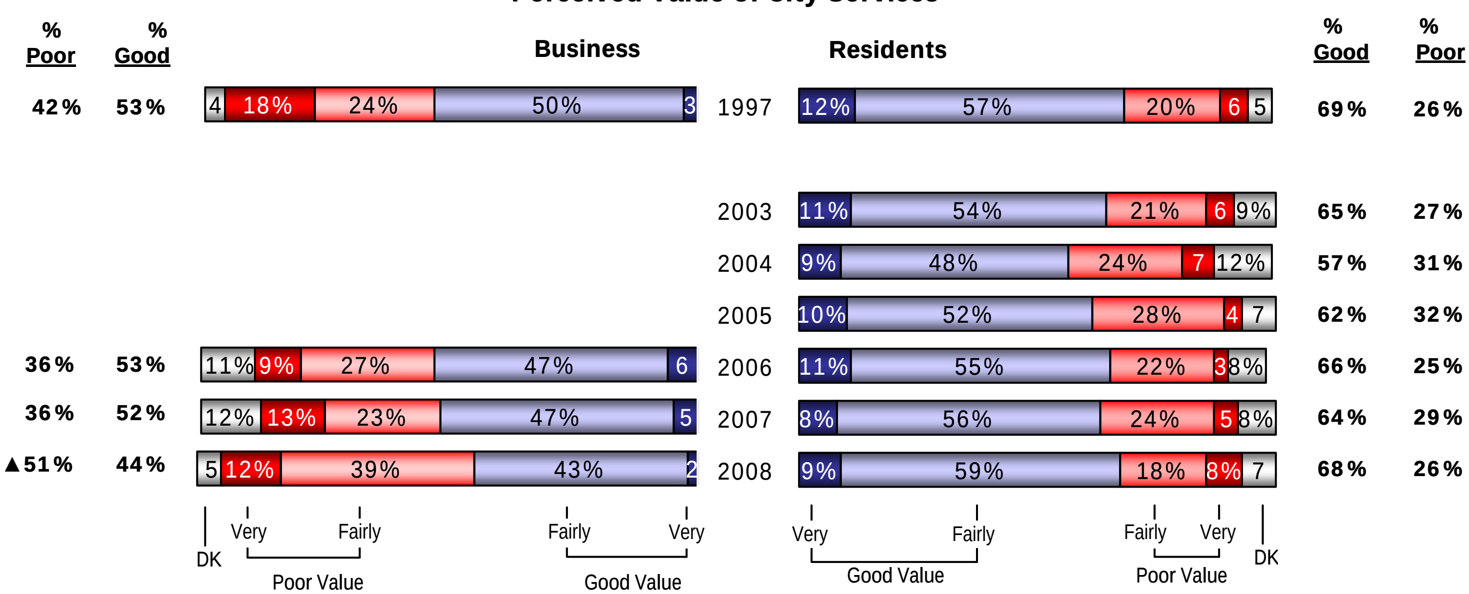
Homeowners were asked their perception of the value they receive from City services for their tax dollars. Overall, there continues to be majority agreement among residents that they receive very or fairly good value (68%).

Interestingly, despite some changes in perceptions in quality of City services within the past few years, we see no corresponding impact on overall perceived value among residents. This would seem to indicate that they hold a strong sense of the value of City services.

Business

Opinion on perceived value has seen deterioration this year amongst the business community. About half of businesses think they receive fairly poor or very poor value (51%), while less than half (44%) say they receive very or fairly good value. In total, opinion has become more definitive (reduced "don't know" level) and as well, some 'good value" opinions of the past have moved into the "fairly poor" category. However, interestingly opinions are quite different based on company size. There is a negative skew among smaller businesses with less than 25 employees (52% poor value/43% good value), but a positive skew among medium and large business (59% good value/35% poor value).

Perceived Value of City Services



Base: Businesses who pay property tax:
1997 (n=n/a) 2006 (n=201) 2007 (n=247) 2008 (n=175)

Base: Home owners:
1997 (n=463) 2003 (n=240) 2004 (n=268)
2005 (n=299) 2006 (n=317) 2007 (n=347) 2008 (n=360)

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 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 <u>some</u> City services***", with strongest support from business (59% of residents and 71% of businesses strongly or moderately support user fees). Second highest overall support is for ***"service cuts but only in <u>some</u> areas"*** (47% of residents and 59% 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 25% of residents and 36% of businesses).

Residents

Similar to last year, City residents tend to **support** (strongly or moderately):

- User fees for some City services (59%)
- Cut services only in some areas (47%)

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

- Cuts in services by the same proportion across all areas (72%)
- Mix of service cuts and property tax increases (55%)
- Raising property taxes to maintain same level of service (53%)

These levels of opinion are in a typical range.

Business

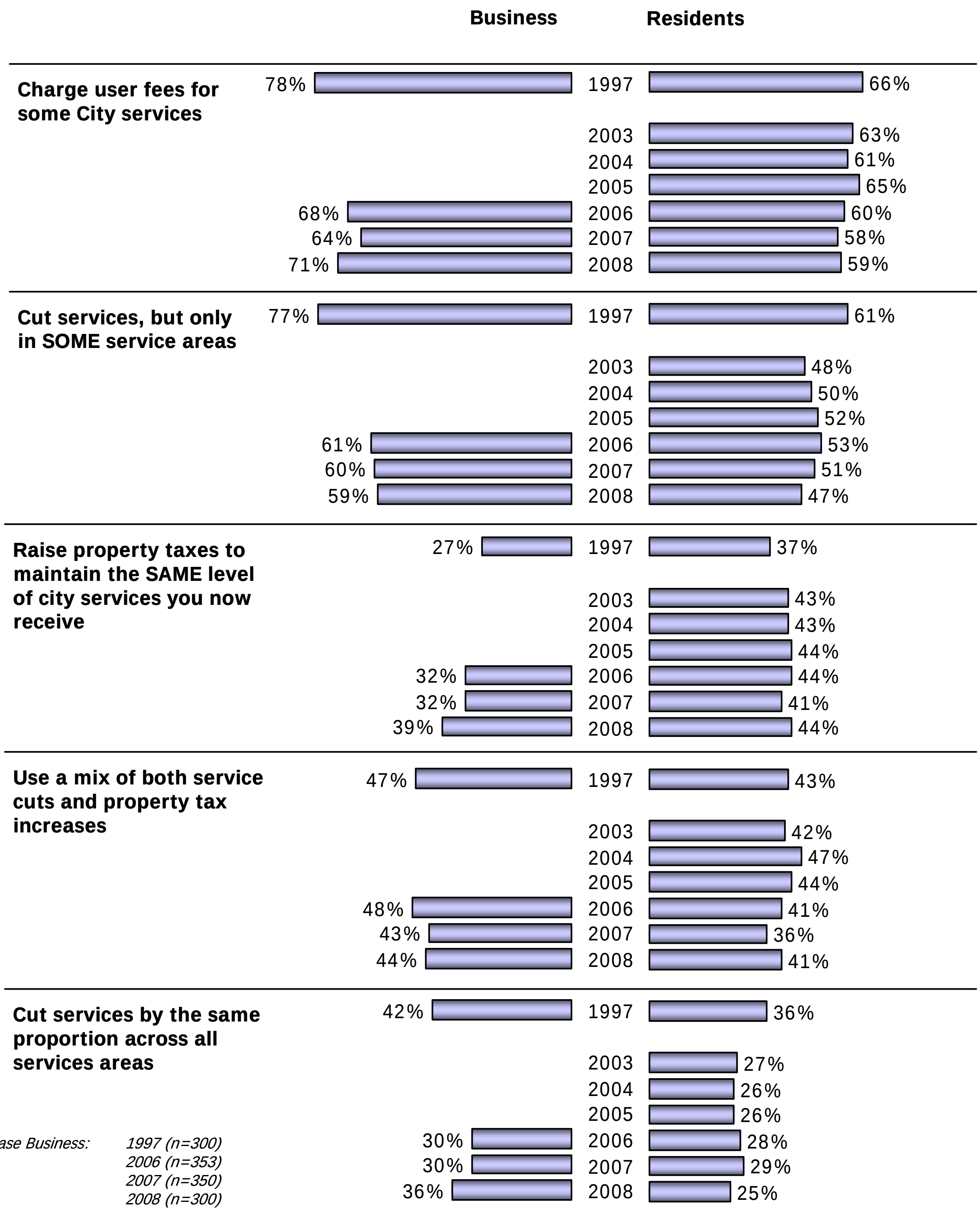
City businesses tend to **support** (strongly or moderately):

- User fees for some City services (71%)
- Cut services only in some areas (59%)
- Even though support is highest for these two management options, support is significantly lower than seen in the 1997 benchmark, now over 10 years ago.

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

- Cuts in services by the same proportion across all areas (61%).
- Raising property taxes to maintain same level of service (60%)
- Opinion about using a "mix of service cuts and property tax increases" remains as last year with a slight skew to opposition (52% oppose vs. 44% support).

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



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2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

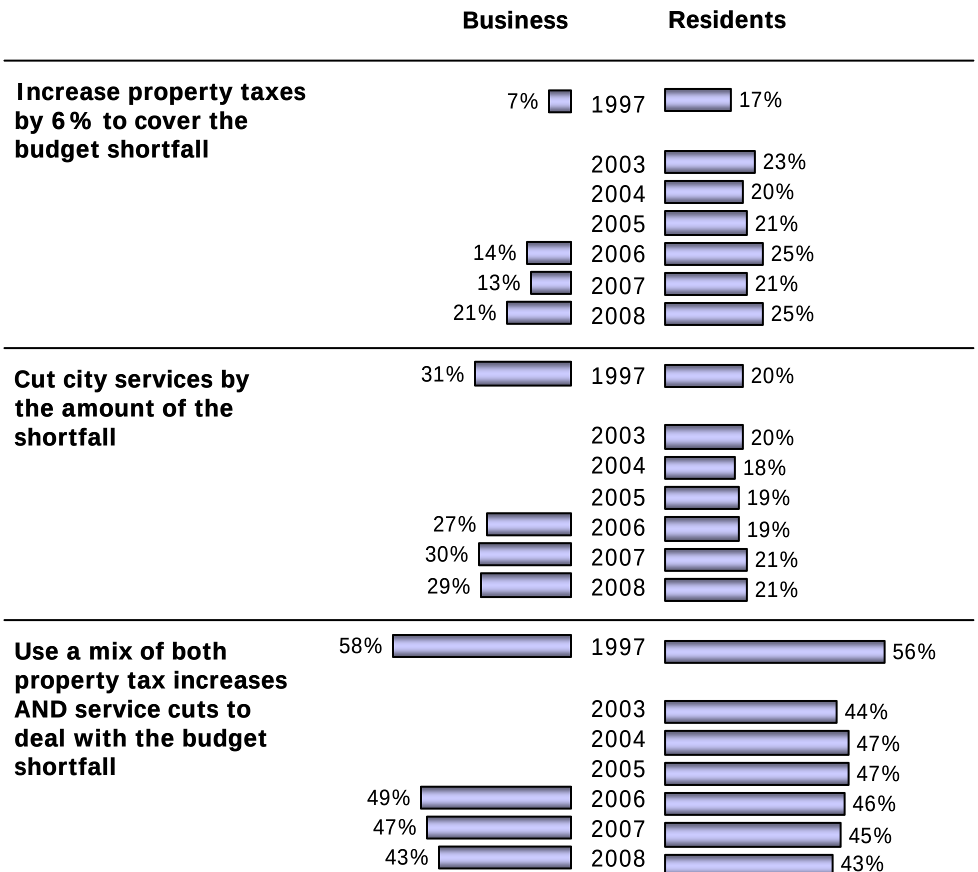
Q.7) Currently, the City is legally required to maintain a balanced budget. However, in developing the budget from year to year, the City faces pressures … There are a number of different options the City has to deal with this situation. I'm going to read you a few of these options, and I'd like to know 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 and businesses by far select this approach over than any other option presented (43% each).

Compared to 1997, business support 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 fairly consistent.

Preference for Dealing with the Budget Shortfall



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Base Residents: 1997 (n=1,000)
2003 (n=608)
2004 (n=602)
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2006 (n=607)
2007 (n=601)
2008 (n=600)

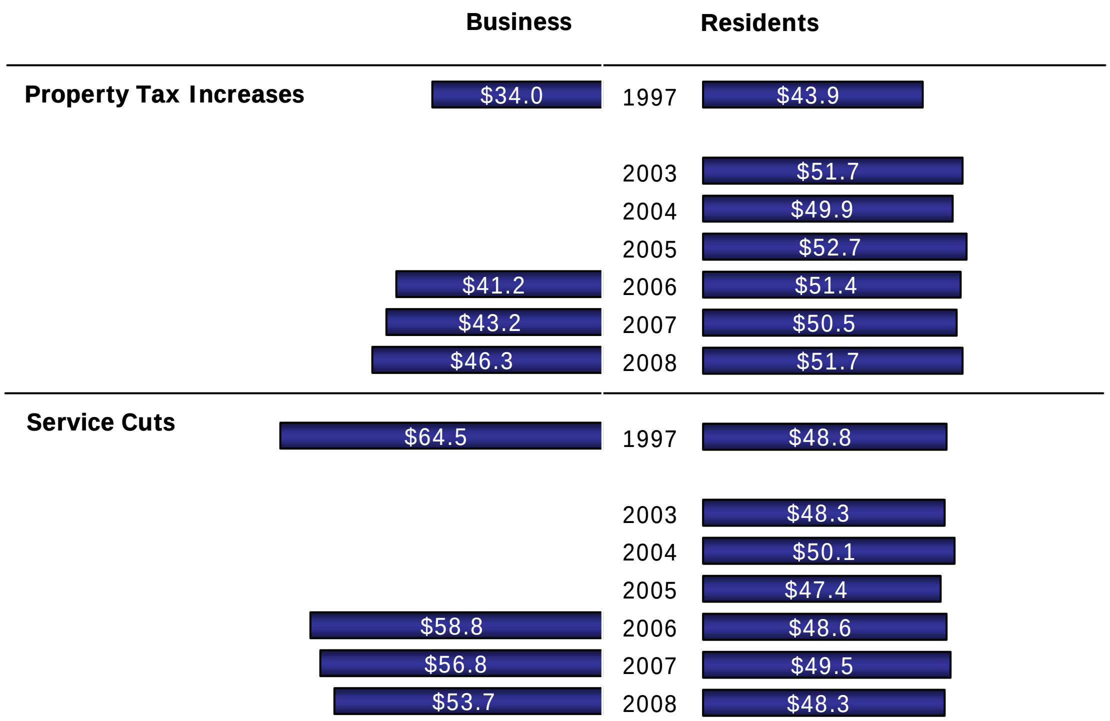
Q.8) Now thinking about the budget shortfall, would you prefer that the City…

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 been reducing the load on service cuts compared to the 1997 benchmark and are inching downward in recent years. 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)



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2008 (n=300)
Base Residents: 1997 (n=1,000)
2003 (n=608) 2004 (n=602)
2005 (n=636) 2006 (n=607)
2007 (n=601) 2008 (n=600)

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…

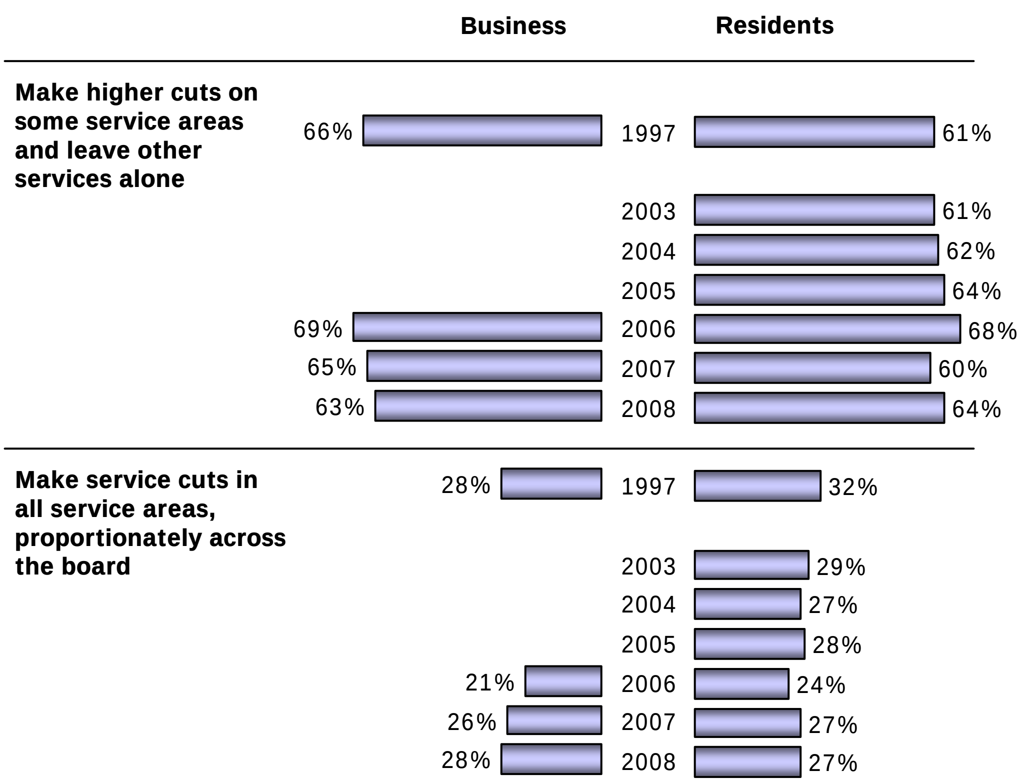
Demographic Trends

Mix of Service Cuts and Property Tax Increases (out of every $100)		
Opinion	**Residents**	**Business**
Skew to Service cuts		• Rent & pay property tax as direct cost ($59), Retail ($59)
Skew to Property tax increases	• Apartment/condo dwellers ($58)	

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 fairly typical level.

Preferred Method for Making Service Cuts



Base Business: 1997 (n=300)
2006 (n=353)
2007 (n=350)
2008 (n=300)
Base Residents: 1997 (n=1,000)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

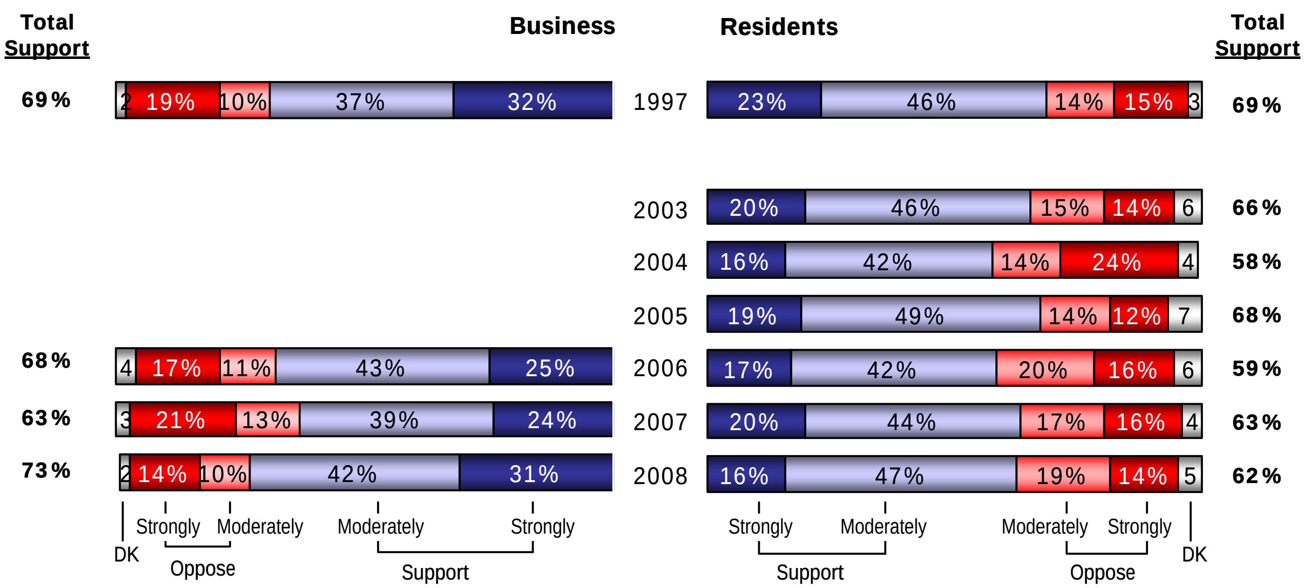
Q.10) Suppose Vancouver's City Council were to implement service cuts to help make up the budget shortfall. Thinking about service cuts, would you want City Council to...

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 (62%) and even more businesses (73%) favour this approach..

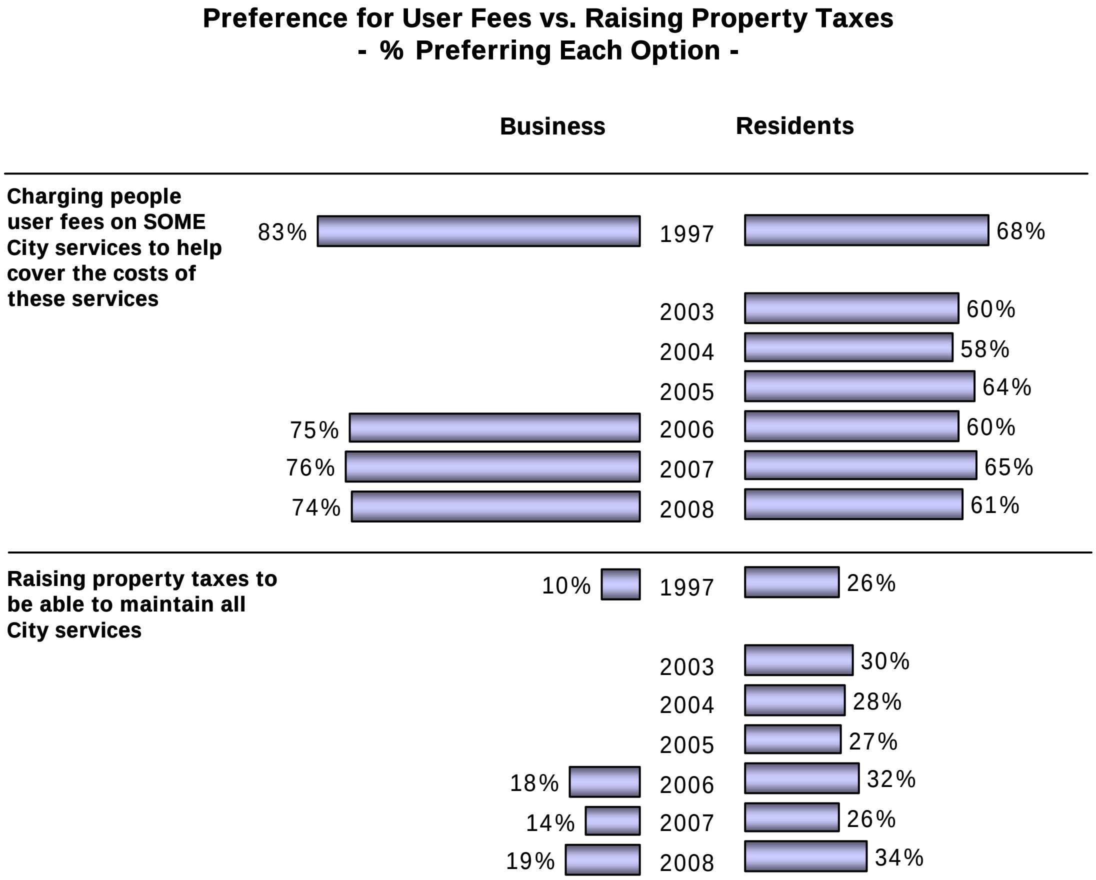
Support for Charging Higher User Fees to Pay for Other City Services



Base Business: 1997 (n=300)
2006 (n=353)
2007 (n=350)
2008 (n=300)
Base Residents: 1997 (n=1,000)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

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 (74% and 61%, respectively).

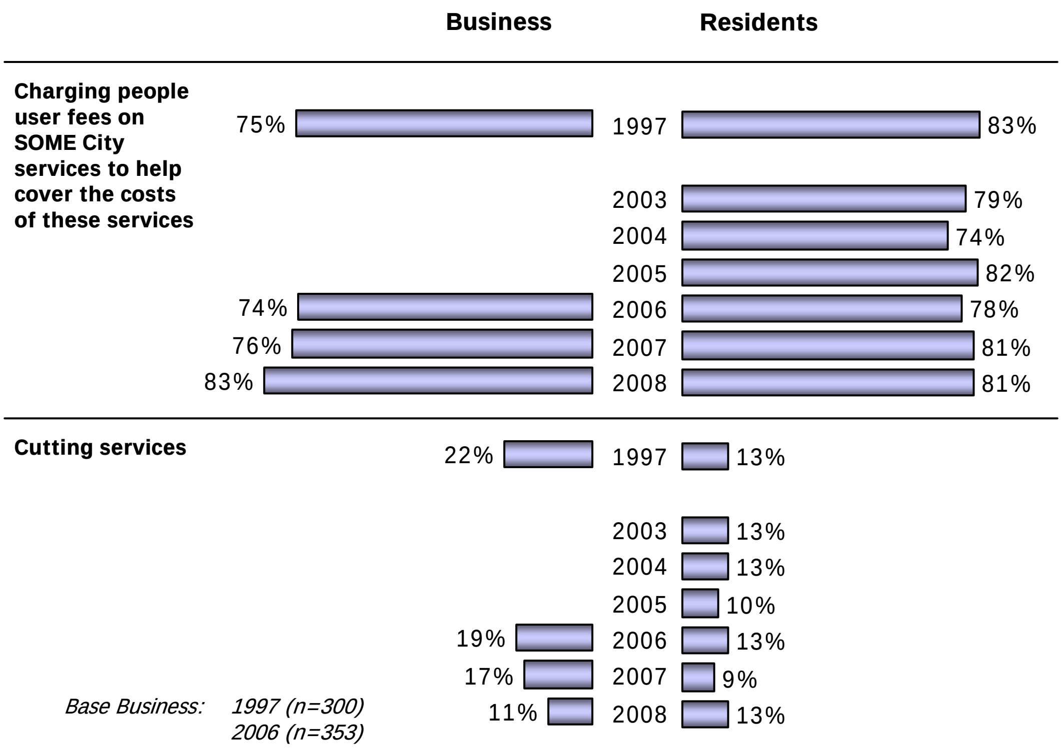


Base Business: 1997 (n=300)
2006 (n=353)
2007 (n=350)
2008 (n=300)
Base Residents: 1997 (n=1,000)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

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

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 (83% and 81%, respectively). Among business, preference for user fees instead of service cuts has grown since last year—now equaling support of residents for this option.

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



Base Business: 1997 (n=300)
2006 (n=353)
2007 (n=350)
2008 (n=300)
Base Residents: 1997 (n=1,000)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

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

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 been changing during the tracking. In the past there was a slight skew toward "about right", but since 2004 the balance has shifted toward a view that property taxes are "too high" (currently 52% vs. "about right" 42%).

Business

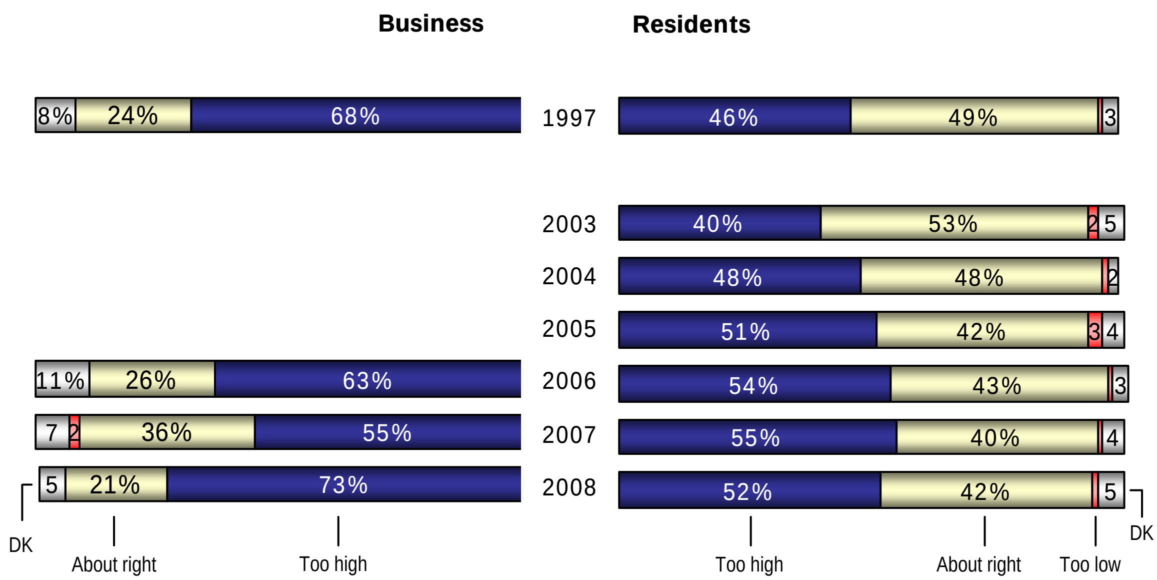
Businesses that pay property tax as a direct cost are far more likely at this time to think that their property taxes are too high (73% vs. 21% "about right"). Last year was a high point for "about right", but this year sees a return to earlier trends where the prevailing opinion was that property taxes are "too high".

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	Owners of \$700K and \$900K properties (59%) Single-family/detached properties (60%) Middle-aged homeowners (35-54 years of age (61%)	Smaller businesses (under 25 employees) **may** be slightly more inclined to say "much too high"but this difference is too slight to be statistically significant
About right	Owners of \$200K and \$400K properties (54-56%) Apartment/condo homeowners (61%)	No significant differences

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



Base Business:* *1997 (n=n/a)*
2006 (n=201)
2007 (n=182)
2008 (n=175)
Base Residents:* *1997 (n=463)*
2003 (n=240)
2004 (n=268)
2005 (n=299)
2006 (n=317)
2007 (n=347)
2008 (n=360)

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, $700K and $900K). Note that due to the rising housing prices in the past few years, the lower property values have had declining sample sizes. This year the property categories include $700K and $900K.

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 (81%) would accept a **6%** tax hike (or $29 per year)
- Increasing to 91% for a **4%** hike (or $19 per year)
- And growing to 100% for a **2%** hike (or $10 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.

- 78% agree to a **6%** tax hike (or $58 per year)
- Growing to 86% for a **4%** tax hike (or $39 per year)
- And rising to 94% if the tax increased by **2%** ($19 per year)

Among those with $700K 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:

- 56% willing to pay a **6%** increase (or $102 per year)
- 82% agreement to a **4%** tax hike (or $68 per year)
- And 95% acceptance of a **2%** tax increase (or $34 per year)

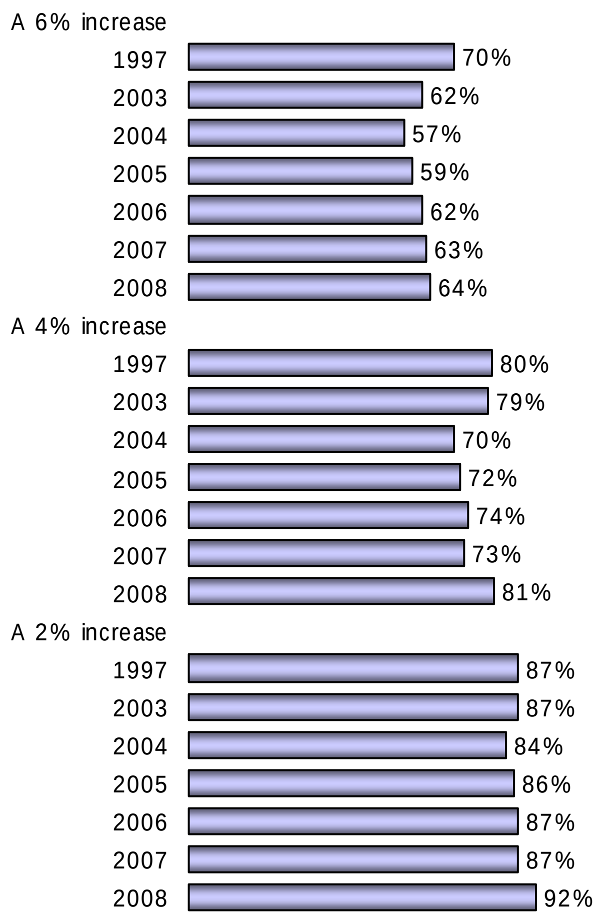
Finally, among owners of ***$900K homes***, a majority is willing to pay property tax increases of 2% or 4%, but only half would agree to a 6% increase.

- 64% willing to pay a **6%** increase (or $131 per year)
- 74% agreement to a **4%** tax hike (or $87 per year)
- And 85% acceptance of a **2%** tax increase (or $44 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 (64%)
- With a 4% tax increase – over 8-in-10 are in acceptance (81%) and
- With a 2% hike – more than 9-in-10 (92%) would be willing to pay the 2% increase in order to maintain the current level of services

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



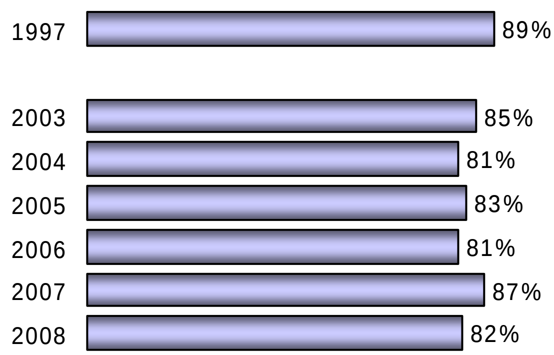
Base: 1997 (n=463)
Base: 2003 (n=240)
Base: 2004 (n=268)
Base: 2005 (n=299)
Base: 2006 (n=317)
Base: 2007 (n=347)
Base: 2008 (n=360)

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

Resident Home Renters

The vast majority of **home renters** continue to support paying an extra $4 per month in rent in order to maintain the current level of service provided by the City of Vancouver.

Willing to Pay Extra $4/ Monthly Rent to Maintain Current level of City Services - Among Home Renters -



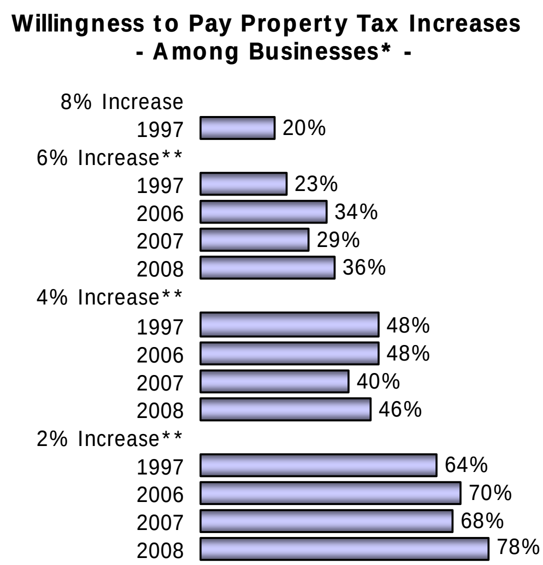
Base Residential Renters:
1997 (n=537)
2003 (n=355)
2004 (n=312)
2005 (n=323)
2006 (n=269)
2007 (n=242)
2008 (n=231)

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 $4 per month. Thinking about this, would you be willing to pay $4 more per month in order to maintain the current level of services provided by the City of Vancouver?

Note: In past years renters were asked willingness to pay extra $3 per month.

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 (78%). Acceptance at 4% and at 6% has returned to levels seen in 2006. As well, the findings at 2% are the highest support yet measured (78%).

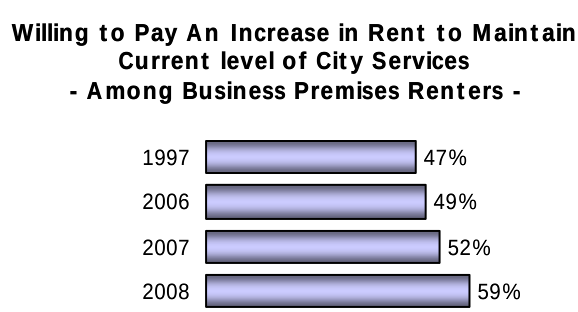


** Base: Building/premises owners and Renters who pay property tax as direct cost for space occupied.*
1997 (n=200) 2006 (n=230) 2007 (n=247) 2008 (n=175)

*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
Note: 8% increase only asked in 1997.

Businesses that rent their premises, but do not pay property taxes directly, may be more willing than in the past to pay 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). Note that the shift seen here is not significant due to the small sample sizes, but there is a suggestion that a positive shift may be developing.



** Base: Building/premises renters*
1997 (n=n/a) 2006 (n=109) 2007 (n=86) 2008 (n=111)

*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, fire protection and garbage/recycling are at the top of the list for both businesses and residents, other services fall out somewhat differently. For example, planning future development and streets and sidewalks are rated higher by businesses than by residents, while support for community service organizations holds greater importance for residents. Libraries and community recreational facilities are also more important to residents than to businesses.

Ranking Highest in Importance ("9 or 10" out of 10)	
Business	Residents
1. Policing (65%)	1. Policing (57%)
2. Fire protection (55%)	2. Fire protection (52%)
3. Garbage/recycling (55%)	3. Garbage/recycling (48%)
4. Plan future development (53%)	4. Support community service organizations for needy (42%)
5. Traffic management (48%)	5. Traffic management (37%)
6. Streets/sidewalks (48%)	6. Sewage/drainage (36%)
7. Sewage/drainage (43%)	7. Plan future development (33%)
8. Support community service organizations for needy (34%)	8. Streets/sidewalks (33%)
9. Parks/beaches (26%)	9. Libraries (31%)
10. Arts & cultural (19%)	10. Community centres/pools/rinks (29%)
11. Libraries (17%)	11. Parks/beaches (26%)
12. Community centres/pools/rinks (16%)	12. Arts & cultural (18%)

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

Residents

The top-most importance ratings delineate a few broad tiers. Ratings given tend to be more typical this year, after an elevated importance of some services last year—sewage/drainage, traffic management, planning future development receive somewhat fewer ratings of "9 or 10" out of 10 on the importance scale.

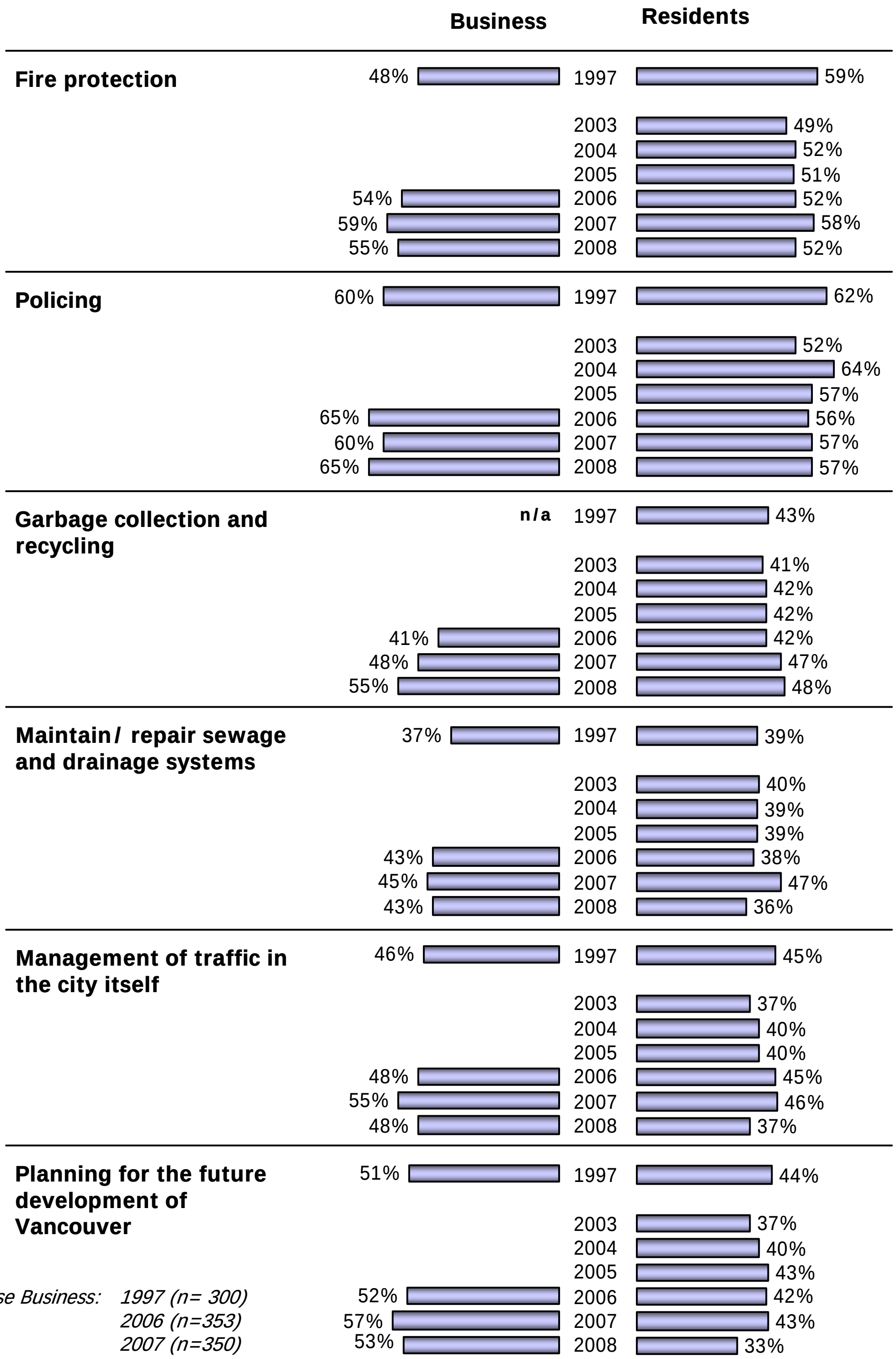
> ***#1: Top tier: Policing***, followed by ***fire protection***, continue to be rated the top two most important services by residents (57% and 52%, respectively, both at typical levels).
>
> **#2:** A second tier of City services, highly important for sizeable groups of residents consists of garbage collection/recycling, and support for community service organizations that help people in need (48% and 42%, respectively).
>
> **#3:** Most of the remaining services make up the third tier of importance to residents with traffic management and sewage/drainage systems in the lead (36-37%) and parks and beaches (26%) at the bottom.
>
> **#4:** Last is support for arts and cultural organizations (18%)

Business

Among businesses, the importance tiers are as follows with generally similar proportions of businesses selecting each service to that found last year.

> **#1a: Top-most Tier: Policing** clearly takes the lead in importance to businesses (selected by 65%).
>
> **#1b: Other** services given **top tier importance ratings** are fire protection, garbage and recycling and planning for future development (53-55%).
>
> **#2: The second tier** consists of traffic management, maintenance/repair of streets and sidewalks and of sewage/drainage systems (43-48%).
>
> **#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).

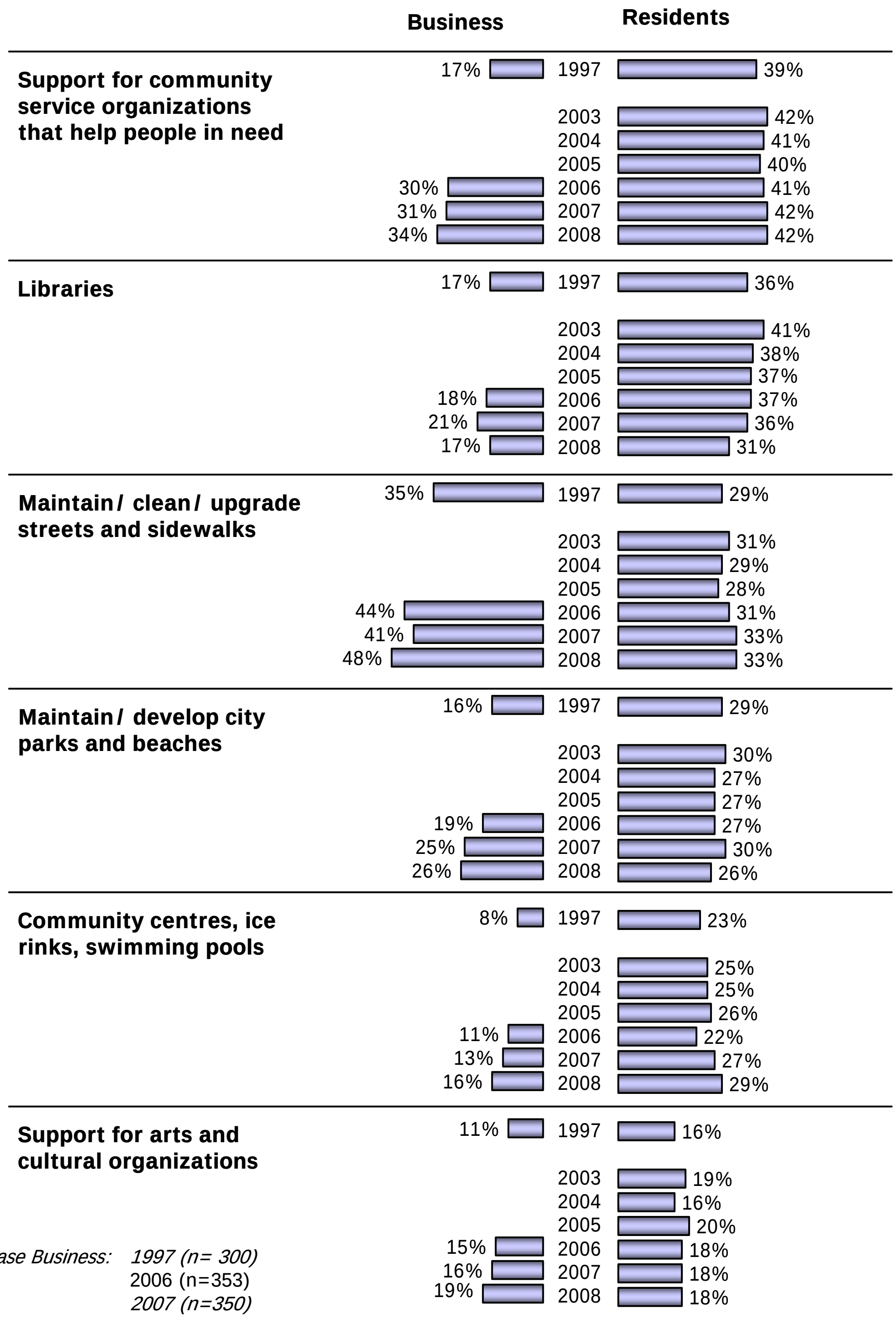
% Considering City Services Very Important
(% Rating "9 or 10" out of 10)



Base Business: 1997 (n= 300)
2006 (n=353)
2007 (n=350)
2008 (n=300)
Base Residents: 1997 (n=1,000)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

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)
2008 (n=300)
Base Residents: *1997 (n=1,000)*
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

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, again we see that '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**
• Policing (57%)	1. Policing (49%)
• Fire protection (29%)	2. Fire protection (27%)
• Traffic management (24%)	3. Support community service orgs. (25%)
• Streets/sidewalks (26%)	4. Garbage/recycling (24%)
• Plan future development (23%)	5. Traffic management (18%)
• Garbage/recycling (23%)	6. Plan future development (15%)
• Support community service orgs. (18%)	7. Sewage/drainage (13%)
• Sewage/drainage (15%)	8. Community centres/pools/rinks (13%)
• Arts & cultural (8%)	9. Streets/sidewalks (12%)
• Parks/beaches (6%)	10. Libraries (11%)
• Community centres/pools/rinks (4%)	11. Parks/beaches (8%)
• Libraries (3%)	12. Arts & cultural (7%)

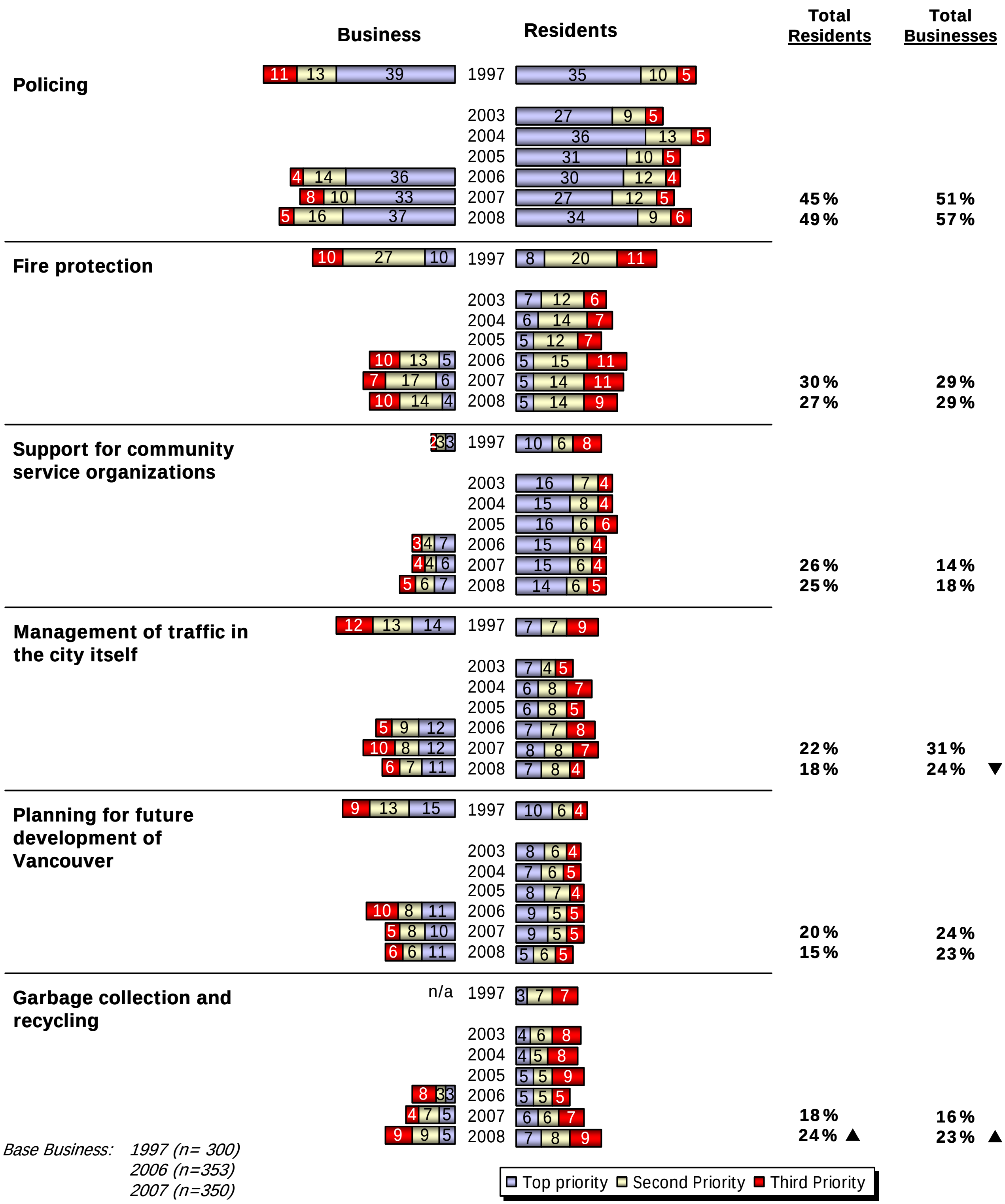
Residents

These findings once again confirm that ***policing*** is by far the foremost priority for residents, 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*** and ***garbage/recycling*** (higher than last year, likely due to the 2007 City strike).

Business

Policing receives the most support for being the last service in which to make cuts in—even stronger than seen among residents (57%). Following next at some distance are fire protection, traffic management, streets/sidewalks, planning future development and garbage/recycling. This wave's results are similar to the last tracking study, but garbage/recycling has risen in priority (after-effect of the City strike last summer).

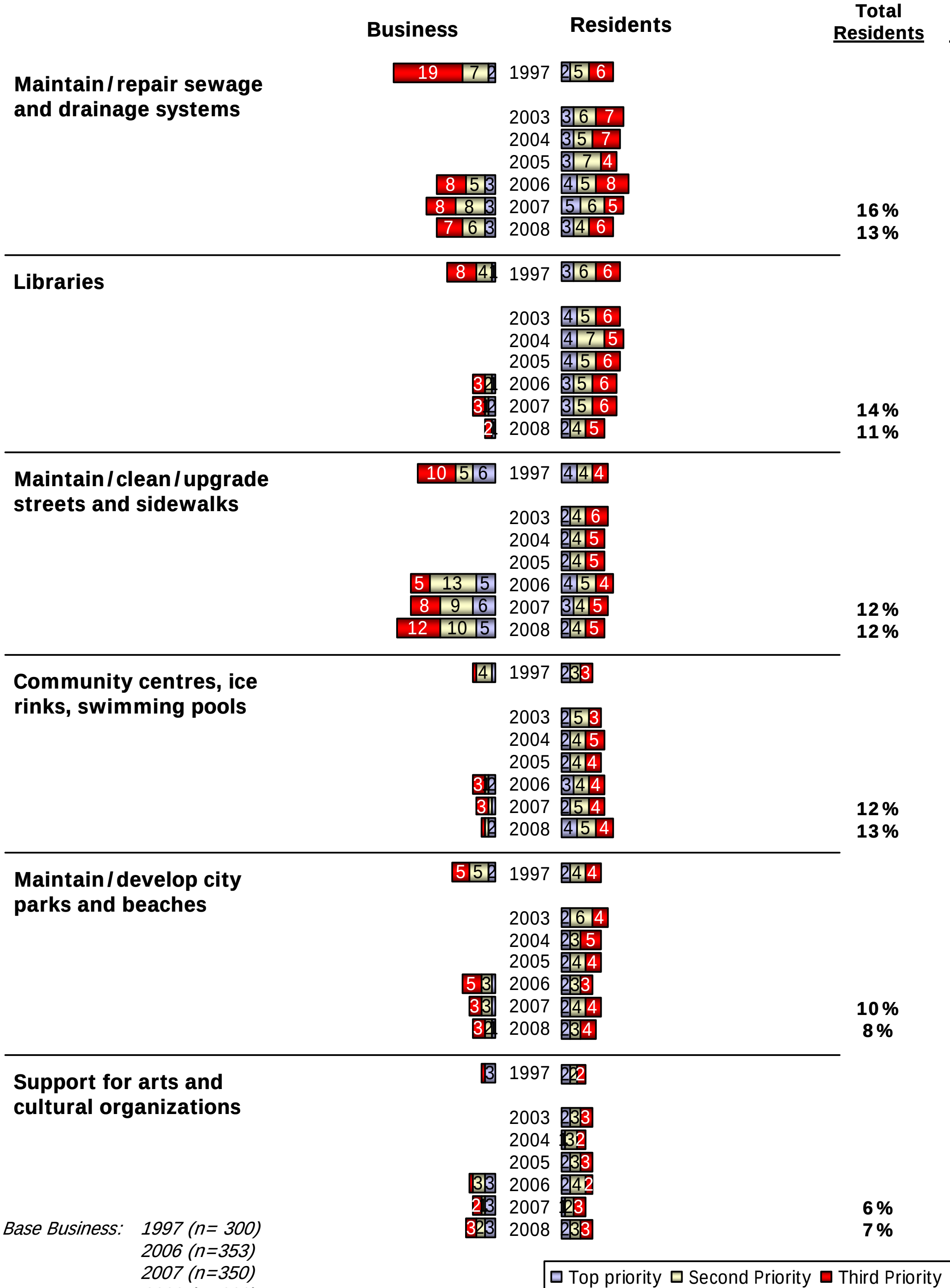
% Ranking Services as Top Priorities



Base Business: 1997 (n= 300)
2006 (n=353)
2007 (n=350)
2008 (n=300)
Base Residents: 1997 (n=1,000)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

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)



	Total Residents	Total Businesses
Maintain/repair sewage and drainage systems (2007)	16%	19%
Maintain/repair sewage and drainage systems (2008)	13%	15%
Libraries (2007)	14%	5%
Libraries (2008)	11%	3%
Maintain/clean/upgrade streets and sidewalks (2007)	12%	23%
Maintain/clean/upgrade streets and sidewalks (2008)	12%	26%
Community centres, ice rinks, swimming pools (2007)	12%	5%
Community centres, ice rinks, swimming pools (2008)	13%	4%
Maintain/develop city parks and beaches (2007)	10%	6%
Maintain/develop city parks and beaches (2008)	8%	6%
Support for arts and cultural organizations (2007)	6%	6%
Support for arts and cultural organizations (2008)	7%	8%

Base Business: 1997 (n= 300)
2006 (n=353)
2007 (n=350)
2008 (n=300)
Base Residents: 1997 (n=1,000)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

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)

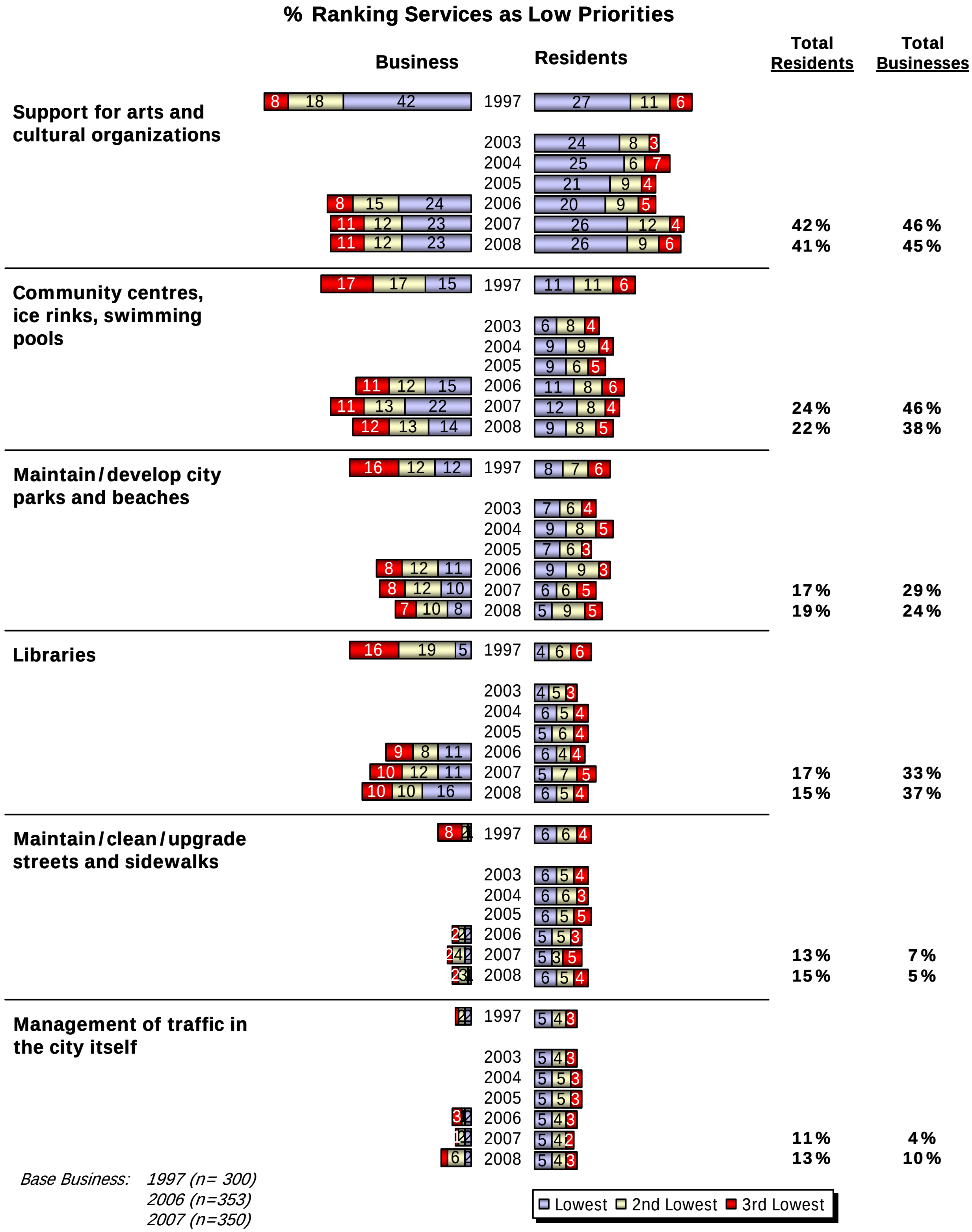
Asking for the three lowest priorities validates that the least ranked services found in the importance and top priority questions are in fact, the first areas in which to make cuts if needed. Both business operators and residents agree on the two of the lowest priorities with support for arts and cultural organizations first on both lists, followed by community centres/pools/rinks. While businesses place libraries next, in ranking of the residents' opinions parks and beaches are next lowest priority.

Ranking of Three Lowest Priorities (FIRST Areas to Make Cuts)	
Business	**Residents**
1. Arts & cultural support (45%)	1. Arts & cultural support (41%)
2. Community centres/pools/rinks (38%)	2. Community centres/pools/rinks (22%)
3. Libraries (37%)	3. Parks/beaches (19%)
4. Parks/beaches (24%)	4. Streets/sidewalks (15%)
5. Support community service orgs. (17%)	6. Support community service orgs. (15%)
5. Garbage/recycling (8%)	7. Libraries (14%)
6. Streets/sidewalks (5%)	8. Plan future development (13%)
7. Sewage/drainage (5%)	9. Traffic management (13%)
8. Plan future development (7%)	10. Sewage/drainage (12%)
9. Policing (3%)	11. Garbage/recycling (8%)
10. Traffic management (10%)	12. Policing (7%)
11. Fire protection (5%)	13. Fire protection (6%)

The greatest discrepancies between business and residents are for:

- Community centres/ ice rinks/ swimming pools → 22% of residents vs. 38% of business rate this one of the three lowest priorities.
- Libraries → 14% of residents vs. 37% of businesses consider this one of their three lowest priorities.

% Ranking Services as Low Priorities

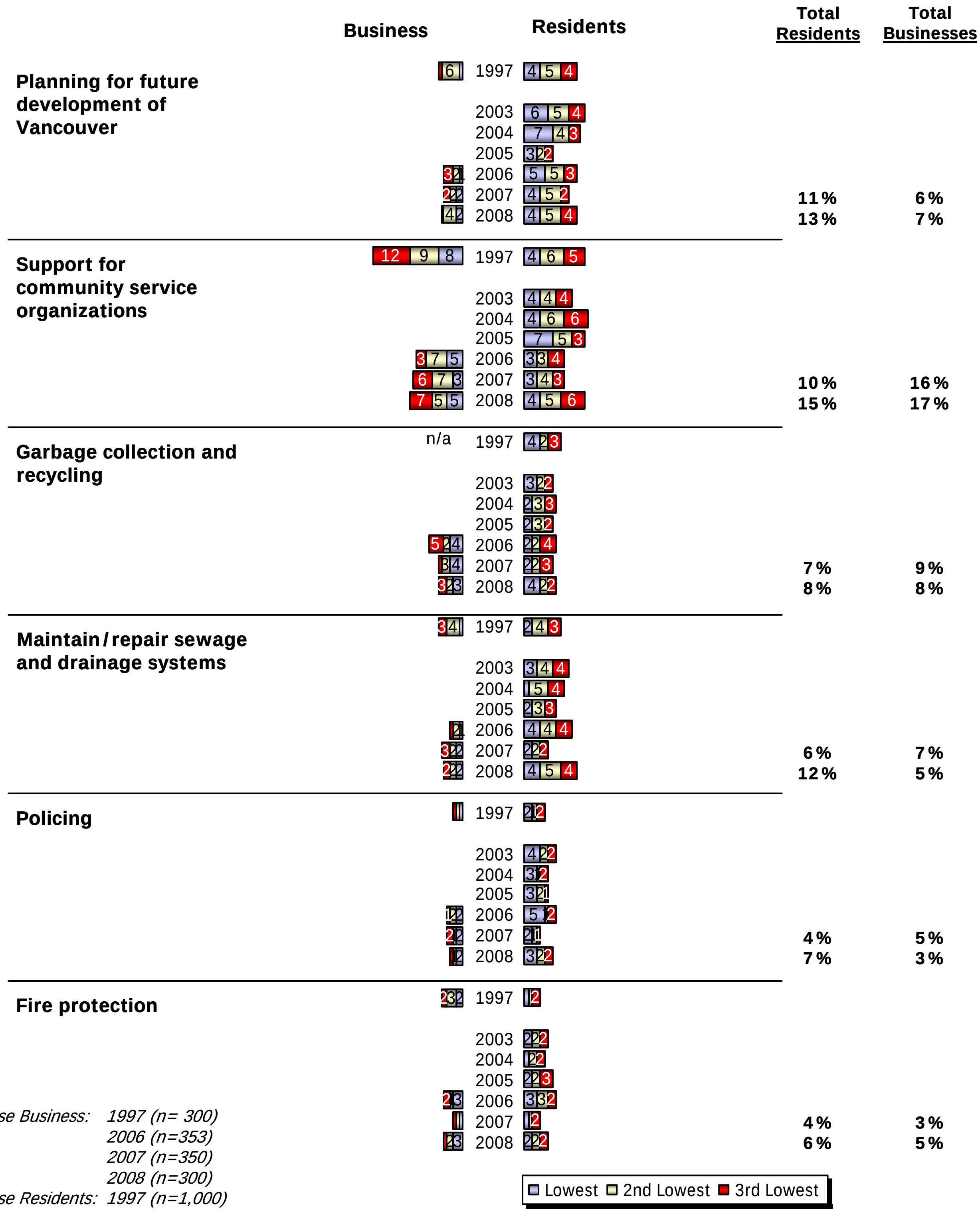


Base Business: 1997 (n= 300)
2006 (n=353)
2007 (n=350)
2008 (n=300)

Base Residents: 1997 (n=1,000)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

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)



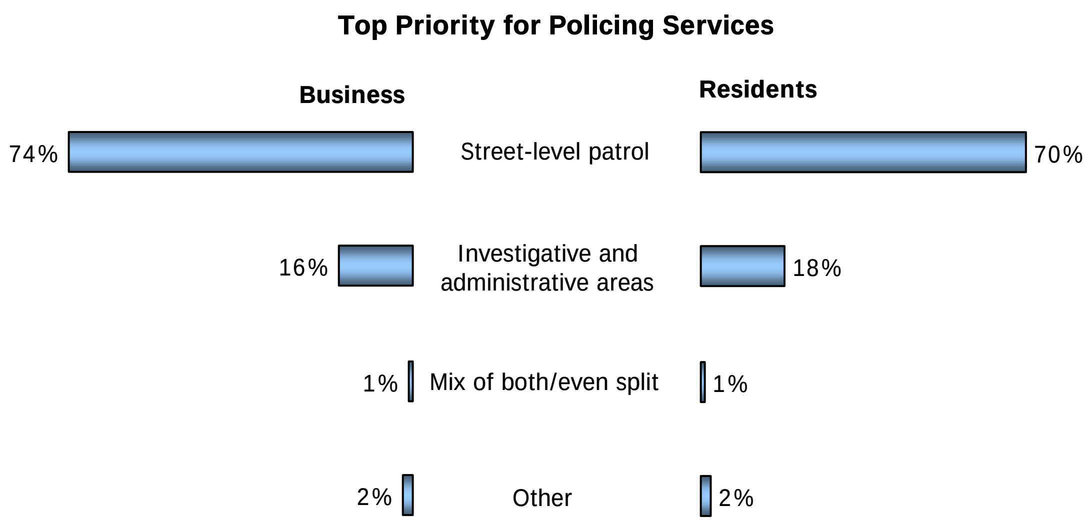
Base Business: 1997 (n= 300)
2006 (n=353)
2007 (n=350)
2008 (n=300)
Base Residents: 1997 (n=1,000)
2003 (n=608)
2004 (n=602)
2005 (n=636)
2006 (n=607)
2007 (n=601)
2008 (n=600)

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. Policing Priorities and Additional Request

6.1 Priority for Policing Services

In terms of staffing priorities, both businesses and residents overwhelmingly agree that street level patrols are the top priority. This pattern is evident across all population subgroups examined.

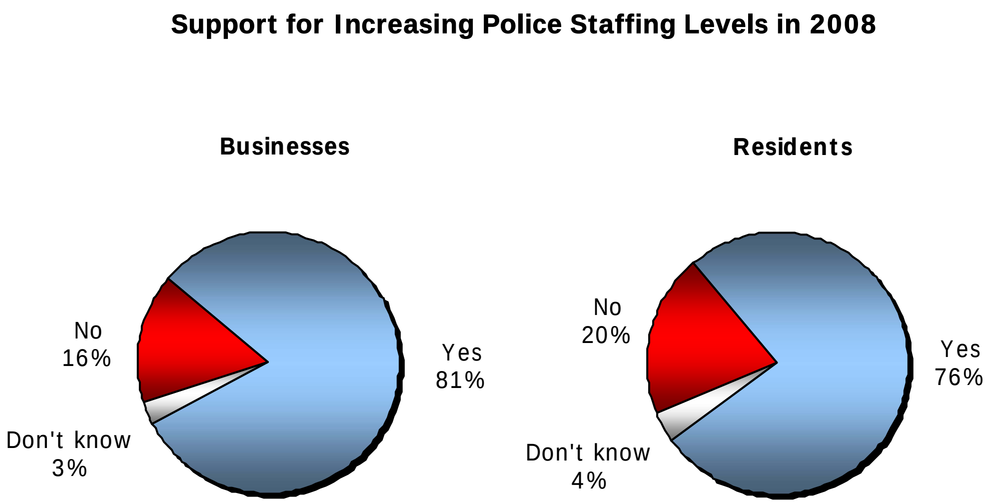


Base Business: 2008 (n=300)
Base Residents: 2008 (n=600)

Q.22) Next on the topic of police staffing. The City has completed an operational review of the Vancouver Police Department and has identified the need for additional police officers in an effort to reduce crime. We want to get your opinion on policing in the City.
There are two funding requests: The first is for 48 street-level patrol officers to provide improved response time and free up officers to be more proactive in your community. The second request is to add 48 officers and 22 civilian staff to the Department's investigative and administrative areas.
Which one of these is your top priority for policing services?

6.2 Support for Increased Police Staffing

There is widespread support for increased police staffing levels in an effort to reduce crime, even though it means the budget target of a 3.3% increase in taxes would be exceeded to do so, bringing the 2008 tax increase up to 4.0%. Again a majority in all segments of the population examined favour these police staffing increases.



Base Business: 2008 (n=300)
Base Residents: 2008 (n=600)

Q.23) The City has developed proposals that bring the budget into balance with a 3.3% property tax increase including a series of non-police funding requests and cost of outside agencies. The police request would increase taxes beyond the proposed 3.3%, making this year's property tax increase 4.0%. Over the next three years the increases would be approximately seven tenths of one percent in each of 2008 and 2009, dropping to one-half of one percent in 2010.
Do you support increasing police staffing levels, including associated civilian support, in an effort to reduce crime?

6.3 Willingness to Pay for Enhanced Staffing Options

Among residents and businesses that support increased police staffing levels, there is majority support for all the police staffing proposals.

- **48 patrol officers**, representing a 0.9% tax increase over three years: There is near universal support among residents (95%) and among businesses (91%).

- **48 investigative officers and 22 civilians**, representing a 1.1 property tax increase over three years: Support is also broad among both stakeholder groups (75% of residents and the 69% of businesses).

- If **the whole police staffing request** were to be implemented, representing a 2.0% property tax increase over three years: Willingness to pay an additional 2% drops further for residents (67%) and for businesses (to 59%). Businesses and resident renters and residents with the higher valued properties appear to be the most sensitive to the higher tax levels.

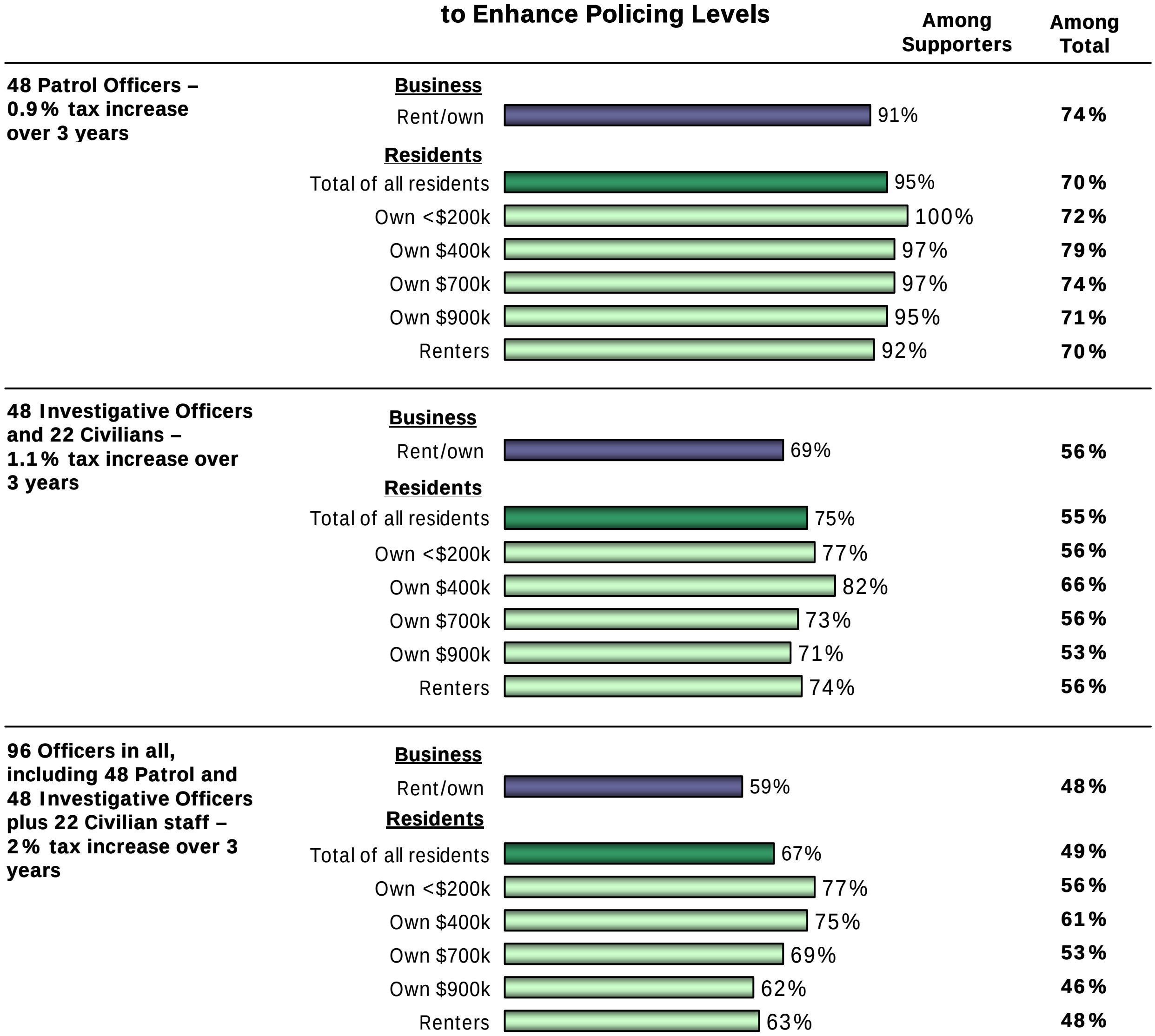
Among the total stakeholder groups including non-supporters of increased police staffing in general, opinion on these proposals are as follows:

- **For 48 investigative officers and 22 civilians (a 0.9% property tax increase** over three years**):** Resident support in total is 70%, while support among businesses for this proposal is 74%.

- **For 48 investigative officers and 22 civilians (a 1.1% property tax increase** over three years**):** Resident support in total is 55%, while support among businesses for this proposal is 56%..

- **For the whole police staffing request with 96 officers and 22 civilians (a 2.0% property tax increase** over three years)**:** Resident support in total is 49%, while support among businesses for this proposal is 48%. There is lower support for the entire police staffing request among residential renters and $900k property owners.

Willingness to Pay for Staffing Options to Enhance Policing Levels



48 Patrol Officers – 0.9% tax increase over 3 years				
	Own <$200k	Own $400k	Renters or Own $700k	Own $900k
Residential	$4 over 3 years with about $2, in 2008	$9 over 3 years with about $3, in 2008	$15 over 3 years with about $5, in 2008	$20 over 3 years with about $7, in 2008
Business	$84 over 3 years with about $30, in 2008	$84 over 3 years with about $30, in 2008	$84 over 3 years with about $30, in 2008	$84 over 3 years with about $30, in 2008
48 Investigative Officers and 22 Civilians – 1.1% tax increase over 3 years				
	Own <$200k	Own $400k	Renters or Own $700k	Own $900k
Residential	$5 over 3 years with about $2, in 2008	$11 over 3 years with about $4, in 2008	$19 over 3 years with about $7, in 2008	$24 over 3 years with about $9, in 2008
Business	**	**	$105 over 3 years with about $39, in 2008	**
96 Officers in all, including 48 Patrol and 48 Investigative Officers plus 22 Civilian staff – 2% tax increase over 3 years				
	Own <$200k	Own $400k	Renters or Own $700k	Own $900k
Residential	$10 over 3 years with about $4, in 2008	$20 over 3 years with about $7, in 2008	$34 over 3 years with about $13, in 2008	$44 over 3 years with about $16, in 2008
Business	**	**	$189 over 3 years with about $69, in 2008	**

**All businesses heard amounts based on a $700k property.

Base: Those who support increasing police staffing levels, in an effort to reduce crime
Q.24) ASK BOTH OWNERS AND RENTERS: Which, if any, of the following police and civilian support staffing options are you willing to pay for in order to enhance policing levels? [Option a, b, or c]

6.4 Additional Comments about Police Staffing

When asked for any other comments on police staffing, most remarks re-iterate the desire for more police – community police/street-level police, foot patrols and more police presence in general.

Other Comments on the Topic of Police Staffing

	Those willing to pay to enhance policing staff	
	Business (248) %	**Residents** (458) %
Yes	**19**	**17**
More community police/ street policing/ foot patrols/ more police	9	7
Cure social problems- relieve police pressure/ mental health problems	3	2
Need faster response time from police	2	1
Courts releasing offenders/ stiffer sentences	1	<1
Money should not come from property tax increases/ find economies elsewhere	1	1
½ investigators- ½ patrol from the extra 48	1	<1
Become more efficient/ less administration	1	2
More training/ training regarding mental health problems	<1	1
Focus on Downtown/ make bars/ clubs pay extra/ other forces need to contribute	-	1
Enforce traffic violations/ traffic crimes/ running red lights/ more traffic police	-	1
Combat organized crime/ gangs	-	1
Miscellaneous	5	6
No comments/ none	82	83

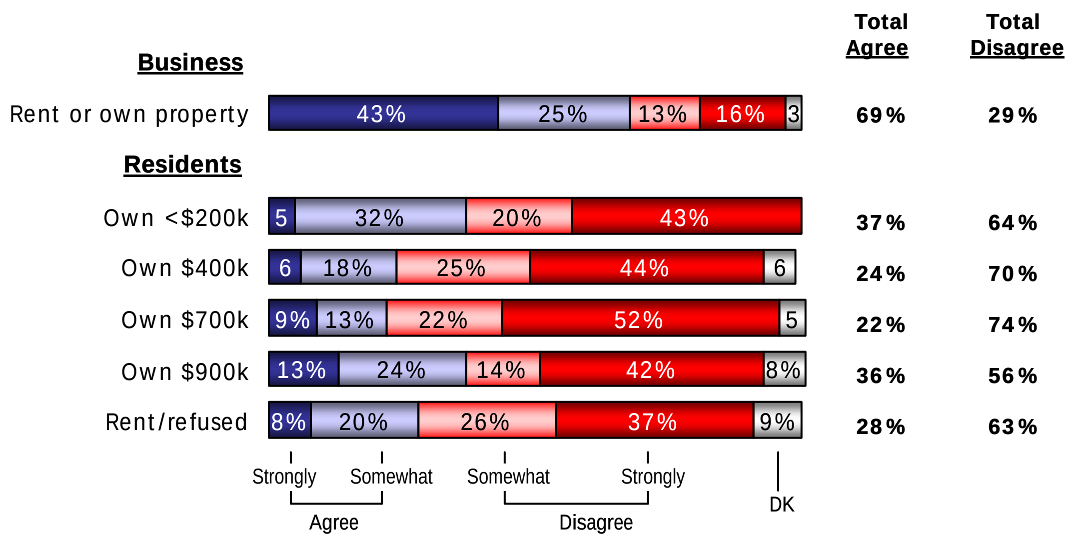
Q.24d) Do you care to make any other comments on the topic of police staffing?

7. Tax Redistribution

7.1 Opinion on Proposed Tax Re-distribution

Respondents were presented with the Tax Review Commissions recommendation to continue shifting of about 1% tax per year for the next five years from business taxpayers over to residential taxpayer. They were also told that the 3.3% proposed tax baseline would be exceeded with this shift and were given the amount of tax increase in 2008 for a property of their value range and the tax decrease for a business property of the same value.

The business community and residents appear to be at odds on the issue of the proposed tax re-distribution. While businesses agree with the proposed redistribution recommendation (69% agree), the majority of residents disagree. All resident groups (owners and renters) tend to disagree ranging from 56% of $900k property owners to 74% of $700k property owners.



Q.25) Now on another important topic … As you may be aware, in several years since 1994, City Council has opted to shift one to two percent of the total property tax levy from business taxpayers to residential taxpayers. Recently, an expert Commission set up by Council to look at the City's property tax policy has recommended that Council continue this shifting by roughly 1 per cent per year for the next five years, in order to maintain a balance between business and residential taxpayers.

If Council were to do this in 2008, this shift would mean that residential property taxes would be above the proposed 3.3% baseline tax increase, while business property taxes would be lower. Note that the total amount of taxes collected by the City would not change with this tax redistribution.

Do you agree or disagree with this type of tax redistribution which would be applied to all City residential and business properties?

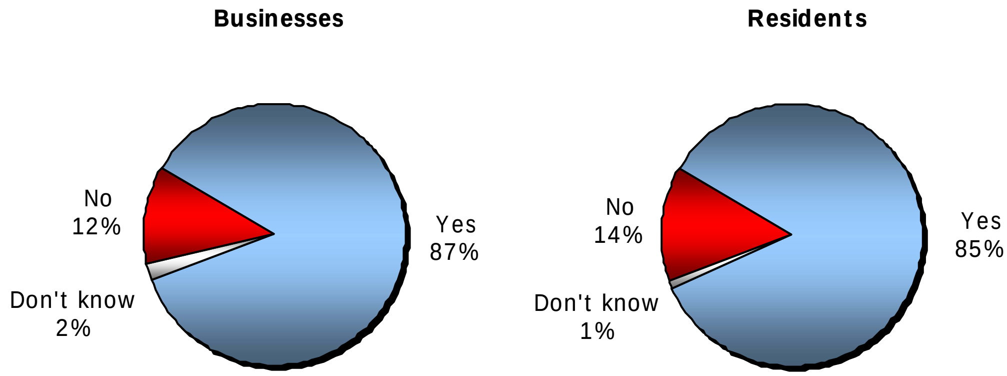
	Own <$200k	Own $400k	Renters or Own $700k	Own $900k
Residential	+10	+20	+36	+46
Business	-51	-101	-177	-228

8. Communications

8.1 Importance of Providing Input to Annual Budget Process

The vast majority of residents and business owners/operators surveyed appreciate the opportunity to provide input to the annual budget process, saying that it is important to them to do so. This sentiment is expressed by large majorities in all segments of the two stakeholder groups.

Importance of Providing Input on the City's Annual Budget



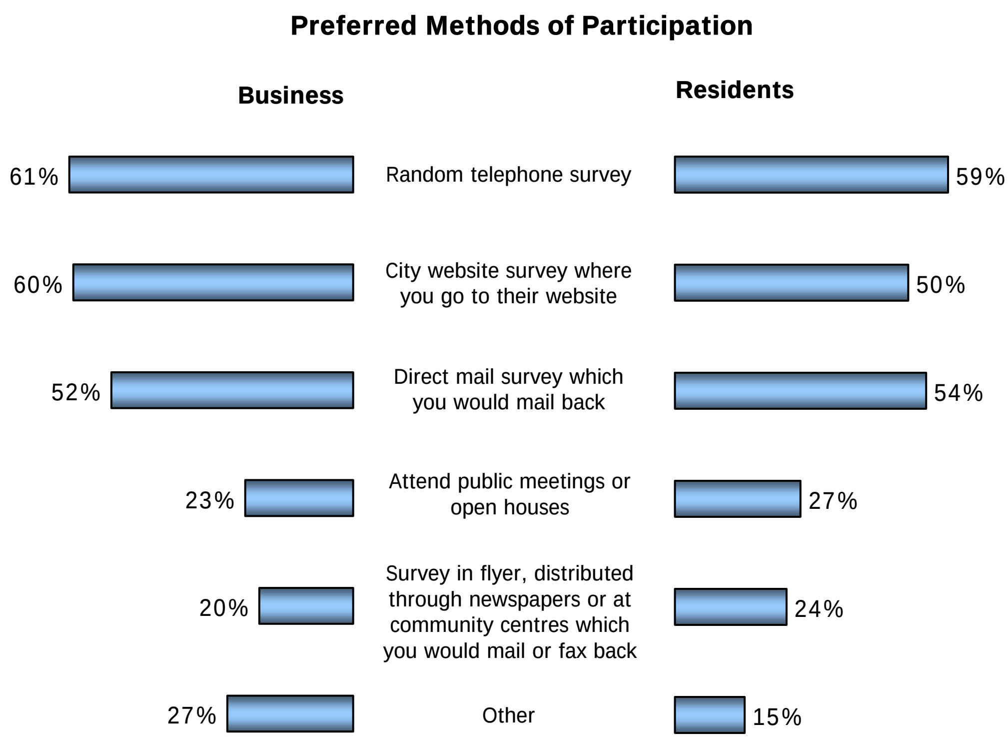
Base Business: 2008 (n=300)
Base Residents: 2008 (n=600)

Q.26) Is providing input on the City's annual Budget important to you, such as you are doing with this survey?

8.2 Preferred Methods of Stakeholder Groups Engagement

Surveys are the preferred method of providing input on the City's annual budget with random telephone the most popular among residents (but then these are people who participated with this format). Business people say that they prefer random telephone and website surveys to a similar extent, and many (or nearly as many) of both groups say they would participate in a mail survey.

Attendance at public meetings is selected by about one in four, and almost as many say they would participate in a newspaper flyer survey. Other suggestions include an emailed survey and/or email notification (especially noted by businesses), but this would require obtaining prior access to people's email addresses.



Total Important/DK to provide input on the City's Annual Budget
Base Business: 2008 (n=263)
Base Residents: 2008 (n=522)

Q.27) IF YES/DK: We'd like to know how you prefer to be consulted by the City in the future. In which of the following ways would you be the most likely to participate? You may choose more than one

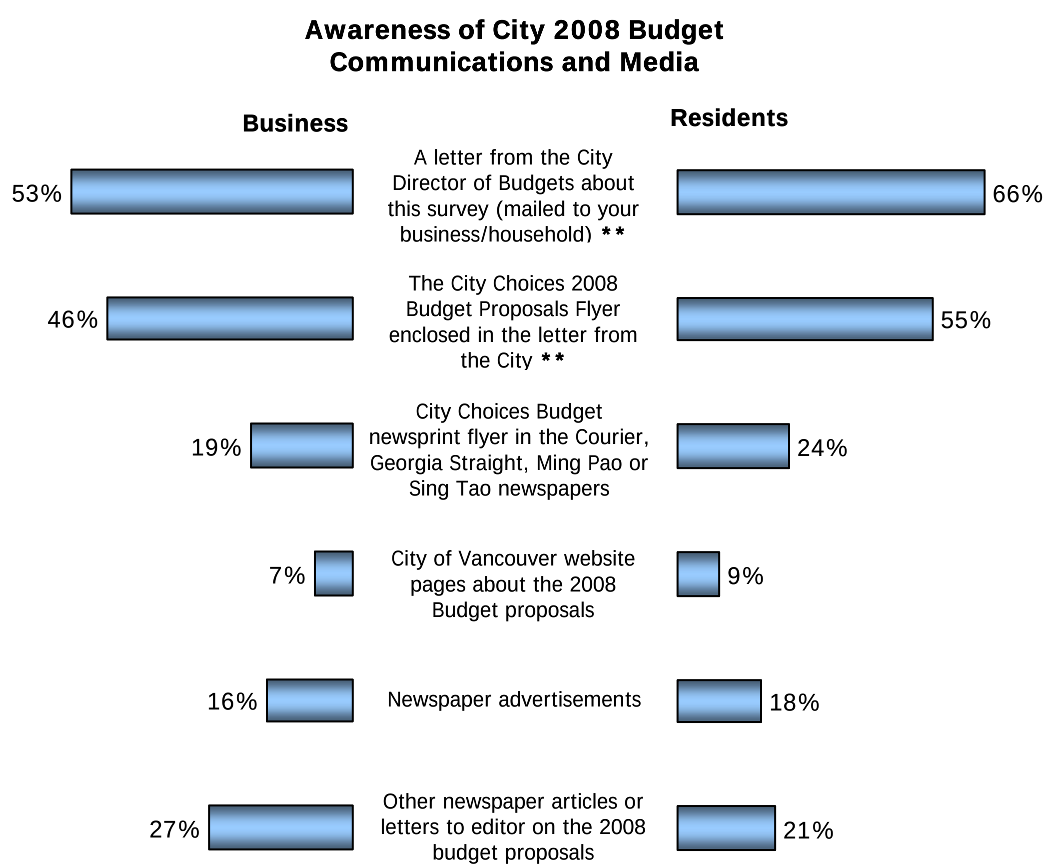
8.3 Awareness of 2008 City Budget Communications

Among those on the original mail-out lists, the following recall seeing the letter from the City notifying them of the survey and/or the enclosed flyer:

- Two-thirds of residents on the mail-out list recall the letter mailed to the household (66%) and over half saw the enclosed flyer (55%).
- Among businesses on the mail-out list over half (53%) recall the letter and just under half (46%) remember the enclosed flyer.

Among all telephone surveys completed:

- One-quarter of residents and about one-fifth of businesses surveyed saw the newsprint flyer in the community and/or ethnic newspapers.
- Less than 10% of residents and businesses surveyed visited the City's website pages on the Budget proposals
- Under one-fifth saw newspaper advertisements related to the City's 2008 Budget and
- About one-fifth of residents and one-quarter businesses report seeing newspaper articles or letters to the editor on the 2008 City budget proposals.



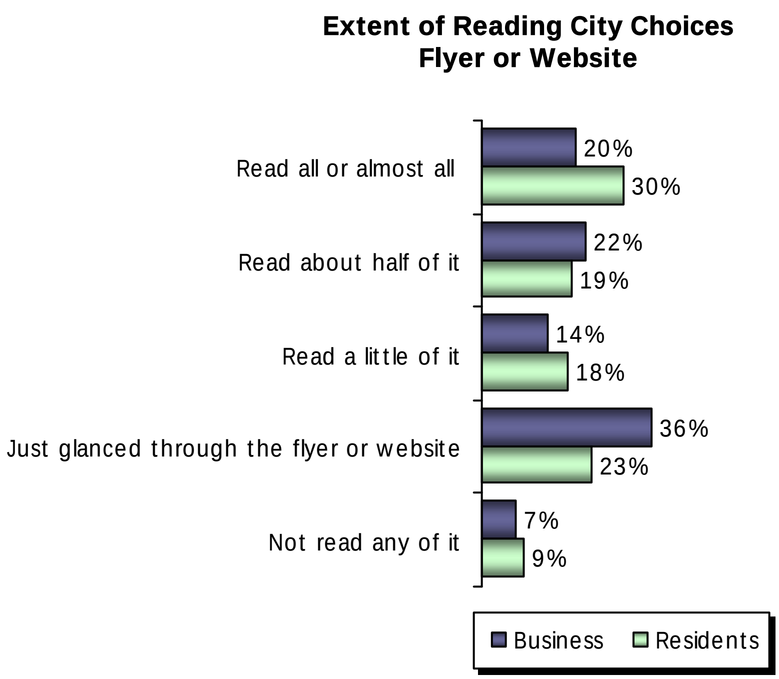
Base Business: 2008 (n=300) *** Residents in mail-out list: (n=542)*
Base Residents: 2008 (n=600) *** Businesses in mail-out list: (n=256)*

Q.28) We realize people are busy and may or may not get a chance to see all the material made available to the public. Which, if any, of the following materials about the City's 2008 budget did you yourself happen to see

8.4 Extent of Reading City Choices Flyer or Website

Among those who saw the City Choices flyer or the website pages on the 2008 Budget proposals, just under half of residents (42%) and businesses (49%) said they read half or more of the material.

Homeowners are more likely to have read half or more of the materials. Likelihood of reading half or more increases with age (35% of those under 35 years of age vs. 67% of those 55+) and men are slightly more likely than women to have read at least half (54% vs. 44% of women) .



Total have seen City Choices flyer or website:
Base Business: 2008 (n=160)
Base Residents: 2008 (n=383)

Q.29) ***IF YES IN Q28 TO ANY OF 'City Choices flyers' or 'website':*** *Did you:*

Appendices

Advance Letter

Top Line Results Questionnaires

1. Residential Questionnaire
2. Business Questionnaire

CITY OF
VANCOUVER

CORPORATE SERVICES GROUP
Budget Services

Resident
[Address]
Vancouver, BC [postal code]

February 6, 2008

Dear Resident:

Advance Notice of Important City Budget Survey

Your household has been selected to participate in our next budget allocation survey which is a vital part of our 2008 City Budget public consultation process. Your opinion counts and is an important source of information for City staff and your City Council to make decisions on spending 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.

With your participation you can make an important contribution to your community.

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 February 13, 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 important budget choices.

For your reference, an information flyer about the 2008 Budget proposals is included with this letter. If you have any questions about the 2008 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, your feedback is greatly appreciated.

Yours truly,

Annette Klein

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

/ak

CITY OF VANCOUVER

CORPORATE SERVICES GROUP
Budget Services

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

February 6, 2008

Dear Business Owner/Manager:

Advance Notice of Important City Budget Survey

Your business has been selected to participate in our next budget allocation survey which is a vital part of our 2008 City Budget public consultation process. Your opinion counts and is an important source of information for City staff and your City Council to make decisions on spending 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.

With your participation you can make an important contribution to your community.

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 February 13, 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 important budget choices.

For your reference, an information flyer about the 2008 Budget proposals is included with this letter. If you have any questions about the 2008 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, your feedback is greatly appreciated.

Yours truly,

Annette Klein

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

/ak

City of Vancouver
— 2008 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	1999	2001	2002	2003	2004	2005	2006	2007	2008	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %	(636) %	(607) %	(601) %	(600) %	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %	(636) %	(607) %	(601) %	(600) %
Total Transportation	**23**	**17**	**33**	**25**	**17**	**17**	**20**	**21**	**17**	**14**	**36**	**30**	**52**	**42**	**30**	**35**	**37**	**37**	**33**	**29**
Lack of/ poor quality of public transit	6	7	21	13	8	5	7	6	5	7	12	13	33	24	15	13	16	14	13	17
Traffic congestion	9	8	10	8	5	8	9	10	7	4	15	15	20	14	12	15	14	21	16	9
Poor condition of streets	2	2	3	3	1	1	2	2	3	2	5	4	6	8	3	5	5	4	6	4
Other transportation	5	-	-	-	2	2	1	1	1	1	9	-	-	-	3	3	3	1	3	2
Issues Re: RAV Line	-	-	-	-	-	1	2	1	<1	-	-	-	-	-	-	1	3	1	<1	-
Total Crime	**19**	**38**	**23**	**20**	**21**	**31**	**23**	**20**	**17**	**24**	**29**	**49**	**34**	**30**	**34**	**49**	**35**	**33**	**31**	**36**
Theft/ break-ins	5	12	7	6	1	7	11	7	5	5	10	17	11	9	2	14	17	13	9	10
Personal safety	3	5	2	6	4	8	5	7	4	8	6	10	7	8	7	13	9	12	7	11
Drugs/ drug related problems	-	6	8	4	5	6	4	3	3	2	1	11	12	7	10	12	7	8	9	7
Crime/ drugs in Downtown East Side/ crime/ crime prevention	8	11	3	3	5	8	3	1	5	3	14	15	5	5	10	14	6	2	10	4
Downtown East Side problems	-	-	4	2	6	1	2	1	1	1	-	-	7	4	7	2	2	1	1	2
More Police/Policing	-	-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-	-	5
Home invasions	-	3	-	-	-	-	-	-	-	-	-	6	-	-	-	-	-	-	-	-
Road Safety/Breaking Traffic Laws	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Youth problems/ gangs	2	-	-	-	-	<1	<1	<1	-	<1	5	1	-	-	<1	1	<1	<1	-	1
Total Social	**7**	**7**	**5**	**8**	**16**	**24**	**22**	**25**	**36**	**34**	**12**	**13**	**12**	**15**	**25**	**36**	**34**	**35**	**48**	**47**
Homeless/ poverty	1	5	4	6	10	19	18	14	28	24	2	9	8	12	16	28	26	22	37	37
Lack of affordable housing	4	2	2	2	4	4	4	9	8	8	7	5	4	4	9	9	9	12	14	14
Mentally Ill Concerns	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	2
Community Centers Needed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Other social issues	3	-	-	-	1	1	1	2	1	1	5	-	-	-	3	2	3	4	3	1
Total Taxation	**9**	**4**	**6**	**3**	**5**	**3**	**3**	**6**	**4**	**3**	**14**	**10**	**10**	**6**	**8**	**9**	**8**	**12**	**7**	**7**
Property tax increases	5	2	3	2	3	2	2	5	3	2	7	5	5	5	5	6	5	9	5	5
Taxes (general)	2	1	2	-	1	1	-	1	<1	<1	4	4	4	1	2	3	<1	2	1	1
Inefficient government	-	1	1	1	<1	-	<1	<1	<1	-	1	1	2	1	1	<1	1	1	1	<1
Government spending/ overspending	1	-	-	-	-	1	1	<1	<1	1	2	-	-	-	1	1	2	<1	1	1
Deficits	1	-	-	-	<1	<1	<1	<1	<1	-	2	-	-	-	1	<1	<1	1	<1	-
Total Government	**3**	**1**	**-**	**-**	**<1**	**<1**	**<1**	**1**	**-**	**<1**	**8**	**2**	**-**	**-**	**1**	**1**	**<1**	**2**	**1**	**1**
Provision of municipal services	2	1	-	-	-	-	<1	<1	-	<1	4	2	-	-	1	<1	<1	2	<1	1
Government (gen)	2	-	-	-	<1	<1	<1	<1	-	<1	2	-	-	-	1	1	<1	<1	1	<1

1b. Are there any other important local issues? 1a,b (con't)

	First Mention										**Total Mentions**									
	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %	(636) %	(607) %	(601) %	(600) %	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %	(636) %	(607) %	(601) %	(600) %
Total Growth	**6**	**2**	**1**	**1**	**2**	**2**	**2**	**2**	**2**	**2**	**12**	**5**	**3**	**3**	**3**	**4**	**5**	**4**	**5**	**5**
Over development/ growth	5	2	-	1	1	1	1	1	1	1	9	3	2	1	2	2	3	2	3	3
Too many subdivisions/ housing developments	1	-	-	-	1	<1	<1	<1	1	<1	2	-	1	1	1	1	1	1	2	1
Poor planning	1	-	-	-	<1	1	<1	1	<1	<1	2	1	-	1	<1	1	1	1	1	1
Total Environment	**3**	**2**	**4**	**3**	**1**	**1**	**2**	**3**	**2**	**3**	**12**	**7**	**10**	**10**	**5**	**5**	**5**	**8**	**7**	**10**
Pollution/ air quality	1	1	2	1	1	<1	1	1	1	2	5	3	4	4	2	2	2	3	4	5
Parks/ greenspace	1	1	1	1	<1	-	-	<1	<1	<1	4	2	3	4	2	1	1	1	2	1
Garbage/ recycling/ waste management	1	1	2	1	-	1	1	1	<1	<1	3	3	4	3	1	2	2	2	1	2
Dirty Streets/Alleys/Litter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Environment (general)	1	-	-	-	<1	<1	<1	1	<1	<1	3	-	-	-	<1	<1	1	2	1	2
Total Economy	**6**	**5**	**1**	**6**	**6**	**3**	**2**	**2**	**1**	**1**	**11**	**8**	**2**	**8**	**9**	**6**	**4**	**4**	**3**	**3**
The economy	2	2	1	3	4	2	1	1	1	1	5	4	1	5	6	4	3	2	2	2
Garbage Strikes/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Rising Costs/Costs of Living	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Employment/ jobs	4	4	1	3	2	1	<1	1	<1	<1	8	5	2	4	4	2	1	3	1	1
Other																				
Education/ schools	5	2	2	3	3	3	1	2	1	2	10	7	4	6	7	9	5	4	2	4
Hospitals/ healthcare	1	1	3	3	4	3	2	2	2	2	2	3	5	4	8	7	5	5	3	2
No fun in Vancouver/ lack of night life/ early club hours/ restrictive liquor licensing	-	-	-	2	1	<1	-	-	<1	-	-	-	-	3	1	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	1	-	-	-	-	9	2	2	8	4	3
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	3	15	20	15	19	9	8	13	6	4	4
Nothing in particular/ don't know	12	11	13	16	16	10	15	11	12	12	12	11	13	16	16	10	15	11	12	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?

	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %	2005 (636) %	2006 (607) %	2007 (601) %	2008 (600) %
Very satisfied	23	18	19	12	22	21	22	22	23	17
Somewhat satisfied	62	63	60	69	64	65	61	65	65	66
Somewhat dissatisfied	9	12	13	9	7	9	10	7	7	12
Very dissatisfied	3	4	6	6	2	3	4	3	3	4
Don't know	2	3	2	5	5	2	4	4	3	2

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?

	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %	2005 (636) %	2006 (607) %	2007 (601) %	2008 (600) %
Much better	3	4	2	1	4	3	4	3	4	1
Somewhat better	22	19	21	20	18	23	24	27	29	25
Stayed the same	35	27	34	32	34	31	30	30	33	33
Somewhat worse	24	27	27	26	21	23	19	19	16	21
Much worse	6	8	7	7	4	6	4	4	7	8
Don't know	10	15	9	13	19	14	20	17	11	12

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?

Base (Owners)	1997 (463) %	1999 (261) %	2001 (270) %	2002 (292) %	2003 (240) %	2004 (268) %	2005 (299) %	2006 (317) %	2007 (347) %	2008 (360) %
Very good value	12	8	9	5	11	9	10	11	8	9
Fairly good value	57	49	51	53	54	48	52	55	56	59
Fairly poor value	20	27	27	24	21	24	28	22	24	18
Very poor value	6	8	8	9	6	7	4	3	5	8
Don't know	5	7	4	9	9	12	7	8	8	7

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?

	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
Base (Owners)	(463)	(261)	(270)	(292)	(240)	(268)	(299)	(317)	(347)	(360)
	%	%	%	%	%	%	%	%	%	%
Much too high	-	13	14	11	6	9	11	15	12	16
Too high	46	42	32	42	34	39	40	39	43	36
About right	49	42	52	40	53	48	42	43	40	42
Too low	1	-	-	1	2	1	2	1	1	1
Much too low	-	-	-	-	-	<1	1	<1	-	-
Don't know	3	3	2	5	5	2	4	3	4	5

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)**?

	0-6	7-8	9-10	DK	Avg.
	%	%	%	%	#
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
2008 (n=600)	13	29	57	-	8.5

6. (con't)

	0-6 %	7-8 %	9-10 %	DK %	Avg. #
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
2008 (n=600)	24	40	36	<1	7.7
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
2008 (n=600)	26	47	26	<1	7.4
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
2008 (n=600)	33	38	29	<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
2008 (n=600)	27	41	31	<1	7.4

6. (con't)

	0-6 %	7-8 %	9-10 %	DK %	Avg. #
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
2008 (n=600)	17	31	52	<1	8.3
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
2008 (n=600)	24	43	33	-	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
2008 (n=600)	47	34	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
2008 (n=600)	24	35	42	-	7.8

6. (con't)

	0-6 %	7-8 %	9-10 %	DK %	Avg. #
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
2008 (n=600)	22	44	33	1	7.6
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
2008 (n=600)	24	38	37	1	7.7
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
2008 (n=600)	17	34	48	1	8.1

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

   - increasing costs of existing services;
   - costs of new programs and services demanded by the public;
   - downloading of responsibilities from senior governments; and
   - changes in anticipated revenues.

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

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

7. (con't)

	Strongly Support %	Moderately Support %	Moderately Oppose %	Strongly Oppose %	Don't know %
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
2008 (n=600)	11	33	24	29	3
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
2008 (n=600)	10	37	30	18	6
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
2008 (n=600)	4	21	37	35	3

7. (con't)

	Strongly Support %	Moderately Support %	Moderately Oppose %	Strongly Oppose %	Don't know %
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
2008 (n=600)	7	33	28	27	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
2008 (n=600)	16	43	20	17	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.

	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %	2005 (636) %	2006 (607) %	2007 (601) %	2008 (600) %
Increase property taxes by 6% to cover the budget shortfall	17	19	20	22	23	20	21	25	21	25
Cut city services by the amount of the shortfall	20	22	25	21	20	18	19	19	21	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	43
Don't know/refused	6	10	9	10	14	15	14	10	13	11

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					
	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %
$0	5	8	12	6	3	6	3	3	8	4	5	4
$1 - $10	8	7	12	3	3	3	5	5	9	2	2	2
$11 - $20	5	4	6	2	2	2	4	3	6	3	4	5
$21 - $30	10	6	6	6	6	6	10	8	7	8	6	8
$31 - $40	7	5	5	6	7	6	7	8	5	6	5	8
$41 - $50	26	24	22	26	24	24	26	24	22	26	24	24
$51 - $60	6	7	4	6	5	7	5	4	4	6	6	5
$61 - $70	5	5	4	7	4	5	5	5	5	5	6	5
$71 - $80	7	6	6	5	7	7	8	6	6	3	3	4
$81 - $90	1	2	1	1	2	2	2	4	2	1	1	2
$91 -$100	4	3	4	5	6	5	5	9	7	8	4	7
Don't know	16	21	18	27	31	27	17	21	18	27	31	27
Average	**$43.9**	**$44.2**	**$37.9**	**$49.0**	**$51.7**	**$49.9**	**$48.8**	**$52.5**	**$44.3**	**$51.0**	**$48.3**	**$50.1**

	Property Tax Increases				Service Cuts			
	2005 (636) %	2006 (607) %	2007 (601) %	2008 (600) %	2005 (636) %	2006 (607) %	2007 (601) %	2008 (600) %
$0	3	5	6	4	3	6	5	5
$1 - $10	3	4	2	2	2	4	3	2
$11 - $20	2	4	3	3	5	4	3	5
$21 - $30	3	7	6	7	9	7	6	8
$31 - $40	4	6	5	5	9	6	9	7
$41 - $50	27	28	27	29	27	28	27	29
$51 - $60	7	6	9	6	4	6	4	4
$61 - $70	7	5	5	6	3	5	5	6
$71 - $80	9	6	5	7	3	6	4	5
$81 - $90	1	3	2	2	2	2	1	1
$91 -$100	3	7	7	5	5	6	7	4
Don't know	30	20	24	24	29	20	24	24
Average	**$52.73**	**$51.4**	**$50.5**	**$51.7**	**$47.4**	**$48.6**	**$49.5**	**$48.3**

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...

	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %	2005 (636) %	2006 (607) %	2007 (601) %	2008 (600) %
Make higher cuts in SOME service areas and leave other services alone	61	61	63	61	61	62	64	68	60	64
Make service cuts in all service areas, proportionately across the board	32	31	29	29	29	27	28	24	27	27
Don't know	7	8	8	9	10	11	8	9	13	9

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

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

	Lowest Priority %	Second Lowest Priority %	Third Lowest Priority %	**Total %**
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**
2008 (n=600)	3	2	2	**7**
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**
2008 (n=600)	4	5	4	**12**

11. (con't)

	Lowest Priority %	Second Lowest Priority %	Third Lowest Priority %	**Total %**
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**
2008 (n=600)	5	9	5	**19**
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**
2008 (n=600)	9	8	5	**22**
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**
2008 (n=600)	6	5	4	**15**
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**
2008 (n=600)	2	2	2	**6**

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**
2008 (n=600)	6	5	4	**15**
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**
2008 (n=600)	26	9	6	**41**
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**
2008 (n=600)	4	5	6	**15**
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**
2008 (n=600)	4	5	4	**13**

11. (con't)

	Lowest Priority %	Second Lowest Priority %	Third Lowest Priority %	**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**
2008 (n=600)	5	4	3	**13**
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**
2008 (n=600)	4	2	2	**8**
None/don't know				
1997 (n=1,000)	4	3	3	**2**
1999 (n=605)	5	8	9	**5**
2001 (n=602)	4	4	4	**4**
2002 (n=600)	3	5	6	**3**
2003 (n=608)	4	7	8	**4**
2004 (n=602)	4	2	1	**7**
2005 (n=636)	5	2	1	**8**
2006 (n=607)	3	1	1	**5**
2007 (n=601)	3	4	3	**10**
2008 (n=600)	3	4	4	**3**
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	
2008 (n=600)	20	36	50	

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?

	Top Priority %	Second Priority %	Third Priority %	**Total** **%**
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**
2008 (n=600)	34	9	6	**49**
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**
2008 (n=600)	3	4	6	**13**
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**
2008 (n=600)	2	3	4	**8**
Community centres, ice rinks, swimming pools				
1997 (n=1,000)	2	3	3	**8**
1999 (n=605)	3	2	2	**7**
2001 (n=602)	4	3	4	**11**
2002 (n=600)	1	3	5	**10**
2003 (n=608)	2	5	3	**10**
2004 (n=602)	2	4	5	**11**
2005 (n=636)	2	4	4	**10**
2006 (n=607)	3	4	4	**11**
2007 (n=601)	2	5	4	**12**
2008 (n=600)	4	5	4	**13**

12. (con't)

	Top Priority %	Second Priority %	Third Priority %	**Total %**
Libraries				
1997 (n=1,000)	3	6	6	**15**
1999 (n=605)	2	7	6	**15**
2001 (n=602)	2	3	4	**9**
2002 (n=600)	4	5	7	**17**
2003 (n=608)	4	5	6	**15**
2004 (n=602)	4	7	5	**16**
2005 (n=636)	4	5	6	**14**
2006 (n=607)	3	5	6	**14**
2007 (n=601)	3	5	6	**14**
2008 (n=600)	2	4	5	**11**
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**
2008 (n=600)	5	14	9	**27**
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**
2008 (n=600)	2	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**
2008 (n=600)	2	3	3	**7**

12. (con't)

	Top Priority %	Second Priority %	Third Priority %	**Total %**
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**
2008 (n=600)	14	6	5	**25**
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**
2008 (n=600)	5	6	5	**15**
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**
2008 (n=600)	7	8	4	**18**
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**
2008 (n=600)	7	8	9	**24**

12. (con't)

	Top Priority	Second Priority	Third Priority	**Total**
	%	%	%	**%**
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**
2008 (n=600)	2	3	3	**2**
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	
2008 (n=600)	12	23	33	

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 ...

	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
Base (owners)	(463)	(261)	(270)	(292)	(240)	(278)	(299)	(317)	(347)	(360)
	%	%	%	%	%	%	%	%	%	%
$200,000	37	44	44	49	37	36	20	16	14	7
$400,000	37	38	32	28	32	30	44	36	29	26
$700,000	21	13	19	19	20	26	30	21	27	31
$900,000	-	-	-	-	-	-	-	19	25	31
Don't know/ refused	5	5	5	4	11	9	7	8	6	6

Note: 1997-2007 had assessed values of $600,000 and $800,000

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 $29 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									
	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
Base (owners claiming their home is worth $200,000)	(193) %	(127) %	(131) %	(146) %	(95) %	(99) %	(65) %	(55) %	(51) %	(25) %
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	n/a
A 6% increase which is about $29	74	76	78	71	79	64	71	74	85	81
A 4% increase which is about $19 per year	84	84	87	80	89	74	80	86	89	91
A 2% increase which is about $10 per year	88	87	89	87	93	90	87	90	96	100

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%. Estimated dollar amounts for increases in 2007 were $32 at a 6% increase, $21 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 $58 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									
	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
Base (owners claiming their home is worth $400,000)	(156) %	(89) %	(75) %	(78) %	(73) %	(83) %	(120) %	(108) %	(102) %	(96) %
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	n/a
A 6% increase which is about $58 per year	71	54	63	53	58	59	52	64	74	78
A 4% increase which is about $39 per year	78	63	78	69	72	73	67	75	81	86
A 2% increase which is about $19 per year	89	80	89	85	84	84	84	89	89	94

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%. Estimated dollar amounts for increases in 2007 were $64 at a 6% increase, $43 at 4%, and $21 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 $102 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									
	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
Base (owners claiming their home is worth $700,000)	(96) %	(34*) %	(53) %	(56) %	(50) %	(72) %	(94) %	(66) %	(82) %	(106) %
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	n/a
A 6% increase which is about $102	65	48	57	67	53	54	60	54	62	56
A 4% increase which is about $68 per year	82	50	70	76	73	68	74	69	75	82
A 2% increase which is about $34 per year	88	71	79	87	88	81	90	89	91	95

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%. Estimated dollar amounts for increases in 2007 were $96 at a 6% increase, $64 at 4%, and $32 at 2%. Assessed value of home for 1997-2007 was $600,000.

* Caution: small base size.

16d-f. 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 $131 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		
	2006	2007	2008
Base (owners claiming their home is worth $900,000)	(66) %	(96) %	(120) %
A 6% increase which is about $131 per year	62	51	64
A 4% increase which is about $87 per year	74	61	74
A 2% increase which is about $44 per year	86	81	85

Note: Estimated dollar amounts for increases in 2006 were $134 at a 6% increase, $89 at 4%, and $45 at 2%. Estimated dollar amounts for increases in 2007 were $128 at a 6% increase, $86 at 4%, and $42 at 2%. Assessed value of home for 2006-2007 was $800,000.

17. Would you be willing to pay...

	Willing To Pay									
	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
Base (those not willing/sure of the value of their home)	(18*) %	(11*) %	(11*) %	(12*) %	(22) %	(24) %	(20) %	(26) %	(16) %	(13) %
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	n/a
A 6% increase which is about $102 per year	41	62	65	51	35	31	62	47	11	20
A 4% increase which is about $68 per year	52	66	65	59	74	52	71	53	39	72
A 2% increase which is about $34 per year	70	66	65	59	77	70	82	67	70	89

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%. Estimated dollar amounts for increases in 2007 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									
	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
	(463) %	(261) %	(270) %	(292) %	(240) %	(278) %	(299) %	(317) %	(347) %	(360) %
An 8% increase	62	n/a	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	64
A 4% increase	80	70	80	75	79	70	72	74	73	81
A 2% increase	87	81	86	85	87	84	86	87	87	92

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 $4 more per month in order to maintain the current level of services provided by the City of Vancouver?

	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
Base (renters)	(537)	(342)	(331)	(304)	(355)	(312)	(323)	(269)	(242)	(231)
	%	%	%	%	%	%	%	%	%	%
Yes	89	83	84	85	85	81	83	81	87	82
No/don't know/refused	11	17	16	15	15	17	15	19	13	18

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?

	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
	(1,000)	(605)	(602)	(600)	(608)	(602)	(636)	(607)	(601)	(600)
	%	%	%	%	%	%	%	%	%	%
Strongly support	23	21	18	18	20	16	19	17	20	16
Moderately support	46	44	41	46	46	42	49	42	44	47
Moderately oppose	14	16	21	14	15	14	14	20	17	19
Strongly oppose	15	14	18	18	14	24	12	16	16	14
Don't know	3	6	3	4	6	4	7	6	4	5

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

	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
	(1,000)	(605)	(602)	(600)	(608)	(602)	(636)	(607)	(601)	(600)
	%	%	%	%	%	%	%	%	%	%
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	61
Raising property taxes to be able to maintain all City services	26	24	27	24	30	28	27	32	26	34
Don't know	6	9	7	9	10	14	9	8	9	6

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

	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %	(636) %	(607) %	(601) %	(600) %
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	81
Cutting services	13	15	14	12	13	13	10	13	9	13
Don't know	5	10	8	7	9	13	8	9	11	7

NEW SECTION: POLICING 2008

22. Next on the topic of police staffing. The City has completed an operational review of the Vancouver Police Department and has identified the need for additional police officers in an effort to reduce crime. We want to get your opinion on policing in the City.

    There are two funding requests: The first is for 48 street-level patrol officers to provide improved response time and free up officers to be more proactive in your community. The second request is to add 48 officers and 22 civilian staff to the Department's investigative and administrative areas.

    Which one of these is your top priority for policing services?

	2008
	(600) %
Street-level Patrol	70
Investigative and Administrative areas	18
Other	2

23. The City has developed proposals that bring the budget into balance with a 3.3% property tax increase including a series of non-police funding requests and cost of outside agencies. The police request would increase taxes beyond the proposed 3.3%, making this year's property tax increase 4.0%. Over the next three years the increases would be approximately seven tenths of one percent in each of 2008 and 2009, dropping to one-half of one percent in 2010.

    Do you support increasing police staffing levels, including associated civilian support, in an effort to reduce crime?

	2008
	(600) %
Yes	76
No	20
Don't know	4

24. ASK BOTH OWNERS AND RENTERS: Which, if any, of the following police and civilian support staffing options are you willing to pay for in order to enhance policing levels? READ IN ORDER. ASK "yes or no" FOR EACH ONE.

	Willing to Pay
	2008
Base (owners claiming their home is worth $200,000)	(18) %
A - ***Option 1 (48 Patrol Officers)*** – tax increase of nine-tenths of one percent, totaling about $4 over 3 years with about $2 in 2008.	100
B – ***Option 2 (48 Investigative Officers & 22 Civilians)*** – 1.1% tax increase, totalling $5 over 3 years with about $2 in 2008.	77
C – ***Option 3 (96 Officers in all, including 48 Patrol and 48 Investigative officers plus 22 Civilian staff)*** – 2% tax increase, totalling about $10 over 3 years with about $4 in 2008.	77

	Willing to Pay
	2008
Base (owners claiming their home is worth $400,000)	(78) %
A - ***Option 1 (48 Patrol Officers)*** – tax increase of nine-tenths of one percent, totaling about $9 over 3 years with about $3 in 2008.	97
B – ***Option 2 (48 Investigative Officers & 22 Civilians)*** – 1.1% tax increase, totalling $11 over 3 years with about $4 in 2008.	82
C – ***Option 3 (96 Officers in all, including 48 Patrol and 48 Investigative officers plus 22 Civilian staff)*** – 2% tax increase, totalling about $20 over 3 years with about $7 in 2008.	75

	Willing to Pay
	2008
Base (owners claiming their home is worth $700,000)	(264) %
A - ***Option 1 (48 Patrol Officers)*** – tax increase of nine-tenths of one percent, totaling about $15 over 3 years with about $5 in 2008.	93
B – ***Option 2 (48 Investigative Officers & 22 Civilians)*** – 1.1% tax increase, totalling $19 over 3 years with about $7 in 2008.	74
C – ***Option 3 (96 Officers in all, including 48 Patrol and 48 Investigative officers plus 22 Civilian staff)*** – 2% tax increase, totalling about $34 over 3 years with about $13 in 2008.	65

	Willing to Pay
	2008
Base (owners claiming their home is worth $900,000)	(89) %
A - ***Option 1 (48 Patrol Officers)*** – tax increase of nine-tenths of one percent, totaling about $20 over 3 years with about $7 in 2008.	95
B – ***Option 2 (48 Investigative Officers & 22 Civilians)*** – 1.1% tax increase, totalling $24 over 3 years with about $9 in 2008.	71
C – ***Option 3 (96 Officers in all, including 48 Patrol and 48 Investigative officers plus 22 Civilian staff)*** – 2% tax increase, totalling about $44 over 3 years with about $16 in 2008.	62

24d Do you care to make any other comments on the topic of police staffing?
IF YES, PLEASE SPECIFY:

	2008 (77) %
OTHER	
More community police/street policing/foot patrols/more police	7
Cure social problems –relieve police pressure/mental health problems	2
Become more efficient/less administration	2
More training/training re. mental health problems	1
Focus on downtown/make bars –clubs pay extra/other forces need to contribute	1
Need faster response time from police	1
Money should not come from property tax increases/find economies elsewhere	1
Enforce traffic violations/traffic crimes/running red lights/more traffic police	1
Combat organized crime/gangs	1
Miscellaneous	6

NEW SECTION: TAX REDISTRIBUTION 2008

25. Now on another important topic … As you may be aware, in several years since 1994, City Council has opted to shift one to two percent of the total property tax levy from business taxpayers to residential taxpayers. Recently, an expert Commission set up by Council to look at the City's property tax policy has recommended that Council continue this shifting by roughly 1 per cent per year for the next five years, in order to maintain a balance between business and residential taxpayers.

    If Council were to do this in 2008, this shift would mean that residential property taxes would be above the proposed 3.3% baseline tax increase, while business property taxes would be lower. Note that the total amount of taxes collected by the City would not change with this tax redistribution

    For your property, you would pay [$__] more in City taxes this year, while a business property of the same value would pay [$__] less this year.

    RESIDENTIAL RENTERS: For example, a residential property valued at $700,000 would pay $36 more in City taxes this year, while a business property of the same value would pay $177 less this year.

    Do you agree or disagree with this type of tax redistribution which would be applied to all City residential and business properties?

	Strongly Agree %	Moderately Agree %	Moderately Disagree %	Strongly Disagree %	Don't know %
Base (n=25) (owners claiming their home is worth $200,000) You would pay $10 more in city taxes this year while a business property of same value would pay $51 less this year.	5	32	20	43	-
Base (n=96)(owners claiming their home is worth $400,000) You would pay $20 more in city taxes this year while a business property of same value would pay $101 less this year.	6	18	25	44	6
Base (n=106)(owners claiming their home is worth $700,000) You would pay $36 more in city taxes this year while a business property of same value would pay $177 less this year.	9	13	22	52	5
Base (n=120)(owners claiming their home is worth $900,000) You would pay $46 more in city taxes this year while a business property of same value would pay $228 less this year.	13	24	14	42	8
Base (n=244)(Total renters/owners/DK/refused property value) A residential property valued $700,000 would pay $36 more in city taxes this year while a business property of same value would pay $177 less this year.	8	20	26	37	9

NEW SECTION: COMMUNICATION 2008

26. Is providing input on the City's annual Budget important to you, such as you are doing with this survey?

	2008 (600) %
Yes	85
No	14
Don't know	1

27. IF YES/DK: We'd like to know how you prefer to be consulted by the City in the future. In which of the following ways would you be the most likely to participate? You may choose more than one. RANDOMIZE & READ.

	2008 (522) %
Random telephone survey	59
Direct mail survey which you would mail back	54
City website survey where you go to their website	50
Attend public meetings or open houses	27
Survey in Flyer distributed through newspapers or at community centres which you would mail or fax back	24
Any other ways you would like to be consulted by the City? (please specify)	15
NONE OF ABOVE/DON'T KNOW	1

28. We realize people are busy and may or may not get a chance to see all the material made available to the public. Which, if any, of the following materials about the City's 2008 budget did you yourself happen to see: READ IN ORDER. READ ALL OF Q28.

	2008 (600) %
A letter from the City Director of Budgets about this survey (mailed to your household)?	60
The City Choices 2008 Budget Proposals Flyer enclosed in the letter from the City?	49
City of Vancouver website pages about the 2008 Budget proposals?	9
City Choices Budget newsprint flyer in the Courier, Georgia Straight, Ming Pao, or Sing Tao newspapers?	24
Newspaper Advertisements	18
Other newspaper articles or letters to editor on the 2008 budget proposals?	21
NONE OF ABOVE	24

29. IF YES: in Q28 to ANY OF 'City Choices flyers' or website: Did you: READ IN ORDER

Base: Total have seen City Choices flyer or website	2008 (383) %
Read all or almost all of the City Choices 2008 Budget Proposals flyer or website pages	30
Read about half of it	19
Read a little of it	18
Just glanced through the flyer or website pages, or	23
Not read any of it?	9

Demographics

	1997	1999	2001	2002	2003	2004	2005	2006	2007	2008
	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %	(636) %	(607) %	(601) %	(600) %
Gender										
Male	49	48	50	49	49	49	49	49	49	48
Female	51	52	50	51	52	52	52	52	51	52
Home Ownership										
Rent	50	52	50	47	55	52	50	46	40	39
Own	50	48	50	52	43	46	47	50	57	58
Age										
18 - 24	13	10	10	10	12	12	12	12	10	12
25 - 34	26	23	23	23	23	23	23	23	24	21
35 - 44	20	23	23	23	21	21	21	21	22	21
45 - 54	13	16	16	16	18	18	18	18	18	18
55 - 64	11	11	11	11	10	10	10	10	10	13
65 or older	16	17	17	17	15	15	15	15	16	16
Ethnic Background										
Chinese (Hong Kong, China, Taiwan, or other)	22	22	19	31	26	21	23	25	25	28
British	36	35	39	29	29	36	34	30	32	34
East European	8	8	9	9	12	8	9	10	8	10
Canadian	7	7	7	6	9	7	6	8	9	9
German	6	4	7	5	6	6	4	4	5	6
East Indian	3	3	4	5	3	4	3	1	2	2
French	4	3	3	4	5	4	4	3	2	3
Scandinavian	1	2	3	2	2	2	2	-	2	-
Italian	2	3	2	2	1	1	1	3	3	2
First Nations	1	1	2	2	1	2	2	2	1	2
European (unspecified)	1	3	2	1	2	2	1	-	1	-
Asian - Other (Indonesia, Malaysia, Thailand)	2	2	1	-	3	3	2	1	3	1
Filipino	1	1	2	1	2	2	1	1	2	2
Dutch	2	1	1	1	2	1	2	2	1	2
African	1		1	1	1	2	2	<1	1	<1
Japanese	1	2	-	1	1	1	1	1	1	1
American	1	1	-	1	1	2	1	2	1	1
Korean	-	-	-	1	-	<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	<1
Other	2	3	2	1	1	1	7	12	4	5
Refused/don't know	2	2	1	2	2	3	3	2	3	2
Children in Household										
Yes	31	34	30	32	33	31	35	36	35	34
No	69	66	70	67	66	69	65	64	64	65
Refused	-	1	-	1	-	<1	1	1	<1	1

Demographics (cont'd)

	1997 (1,000) %	1999 (605) %	2001 (602) %	2002 (600) %	2003 (608) %	2004 (602) %	2005 (636) %	2006 (607) %	2007 (601) %	2008 (600) %
% with Children						(n=176)	(n=204)	(n=196)	(n=204)	(n=198)
Over 19 years of age	12	11	12	8	12	9	12	18	11	11
Between 12 and 18	13	15	11	11	13	9	11	14	13	15
Under 12	16	18	18	20	17	19	19	19	20	18
# of Years Been Resident of Vancouver										
0 - 9	33	34	32	34	41	41	41	41	32	34
10 - 19	17	21	20	23	23	20	17	22	23	25
20 - 29	16	16	18	16	16	14	14	12	17	14
30+	24	29	29	26	20	25	28	25	28	27
Whole life	9	-	-	-	-	-	-	-	-	-
Don't know/ refused	1	1	-	1	-	<1	<1	1	<1	1
Avg. # of Years	**20**	**22**	**21**	**21**	**18**	**19**	**19**	**19**	**21**	**20**
Type of Dwelling										
Single, detached house	51	48	48	49	46	44	48	45	51	50
Duplex or townhouse	9	8	9	8	8	8	9	10	9	8
Apartment or condo	38	41	40	40	44	43	42	43	38	38
Other/ refused	1	3	2	3	2	6	1	3	2	3
Person Responsible For Paying The Property Taxes or Rent										
Yes - pay property taxes	41	40	43	42	36	43	43	45	51	49
Yes - pay rent	42	46	45	41	49	44	44	42	38	33
No	16	14	11	16	15	13	12	12	11	18
# of Working Adults Contributing to Household Income										
0	13	16	14	14	10	12	12	11	11	13
1	41	42	42	39	42	41	38	39	40	40
2	36	36	36	37	41	40	41	42	39	39
3	7	3	5	5	5	3	4	4	5	4
4+	2	3	2	3	1	2	2	2	3	2
Refused	1	1	1	2	1	2	3	2	1	1
Household Income										
Under $10,000	6	5	4	7	6	5	7	5		2
$10,000 - $19,999	12	10	8	8	11	11	9	6		7
$20,000 - $29,999	16	13	10	12	13	12	12	12		7
$30,000 - $39,999	13	14	11	13	10	10	11	9		12
$40,000 - $49,999	11	9	11	8	9	8	9	9		10
$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		9
$70,000 - $79,999	4	4	5	3	4	6	6	4		5
$80,000 - $99,999	5	4	6	5	6	8	7	5		6
$100,000+	7	7	10.	9	9	11	10	17		19
Don't know/ refused	11	18	21	18	22	16	16	17		15

City of Vancouver

— 2008 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) %	2008 (300) %	2006 (353) %	2007 (350) %	2008 (300) %
Total Transportation	**21**	**18**	**12**	**36**	**29**	**25**
Traffic congestion	13	11	9	24	17	14
Lack of/ poor quality of public transit	6	3	2	11	6	7
Poor condition of streets	1	1	<1	5	3	4
Other transportation	1	2	1	1	2	2
Issues Re: RAV Line	<1	1	1	1	3	2
Total Crime	**17**	**12**	**16**	**30**	**24**	**31**
Theft/ break-ins	10	5	9	21	10	15
Personal safety	3	2	1	7	4	9
Drugs/ drug related problems	3	3	3	6	5	6
Crime/ drugs in Downtown East Side/ crime/ crime prevention	2	3	2	2	6	3
Downtown East Side problems	<1	-	-	<1	-	-
Property crime/vandalism	-	-	<1	-	-	1
More police/policing	-	-	1	-	-	1
Youth problems/ gangs	-	-	-	-	-	1
Total Taxation	**19**	**14**	**21**	**28**	**19**	**30**
Property tax increases	17	14	18	24	19	25
High business property taxes/difference between business and residential taxes			1			2
Taxes (general)	1	-	1	1	<1	1
Inefficient government	1	-	2	1	<1	3
Government spending/ overspending	-	1	1	1	1	1
Deficits	-	-	-	<1	-	1
Total Social	**13**	**18**	**27**	**22**	**31**	**41**
Homeless/ poverty	11	17	24	18	28	37
Lack of affordable housing	2	1	2	4	3	5
Mentally ill concerns	-	-	<1	-	-	1
Other social issues	-	-	1	-	-	1
Panhandling	-	-	1	-	-	1
Total Growth	**6**	**3**	**2**	**7**	**4**	**4**
Over development/ growth	2	2	1	3	3	1
Too many subdivisions/ housing developments	-	-	-	<1	-	2
Poor planning	3	1	1	4	1	1
Total Government	**2**	**3**	**1**	**2**	**3**	**1**
Provision of municipal services	1	-	1	1	-	1
Government (gen)	<1	3	-	1	3	-

1b. (con't)

	First mention			Total mention		
	2006 (353) %	2007 (350) %	2008 (300) %	2006 (353) %	2007 (350) %	2008 (300) %
Total Economy	**2**	**3**	**1**	**2**	**5**	**2**
The economy	1	2	1	2	3	2
Employment/ jobs	<1	2	-	<1	2	<1
Shortage of labours/workers	-	-	<1	-	-	1
Total Environment	**<1**	**1**	**3**	**1**	**4**	**10**
Dirty streets/alleys/litter	-	-	1	-	-	4
Pollution/ air quality	-	<1	2	<1	1	3
Garbage/ recycling/ waste management	<1	1	-	1	3	2
Parks/ greenspace	-	-	-	-	-	1
Environment (general)	-	-	1	-	1	1
Other	**9**	**15**	**8**	**22**	**21**	**15**
Parking tax	4	1	-	6	2	-
Parking	2	6	3	6	10	5
Affordable business space/ lack of office space	-	-	2	-	-	3
Education/ schools			-			1
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	<1	2	1	<1
Lack of office/ commercial space/ high commercial rent/ zoning	-	2	-	2	3	-
Water quality concerns	-	1	-		1	-
Miscellaneous/ other	1	1	4	5	2	7
Nothing in particular/ don't know	12	12	8	12	12	8

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

	1997 (300) %	2006 (353) %	2007 (350) %	2008 (300) %
Very satisfied	19	17	12	14
Somewhat satisfied	69	50	58	57
Somewhat dissatisfied	5	17	10	11
Very dissatisfied	2	8	7	9
Don't know	4	8	13	8

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

	1997 (300) %	2006 (353) %	2007 (350) %	2008 (300) %
Much better	1	3	4	4
Somewhat better	13	22	23	24
Stayed the same	45	34	37	13
Somewhat worse	18	17	13	7
Much worse	5	7	6	38
Don't know	17	17	18	15

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?

	1997 (n/a) %	2006 (201) %	2007 (247) %	2008 (175) %
Very good value	3	6	5	2
Fairly good value	50	47	47	43
Fairly poor value	24	27	23	39
Very poor value	18	9	13	12
Don't know/ refused	4	11	12	5

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?

	1997 (n/a) %	2006 (201) %	2007 (247) %	2008 (175) %
Much too high	68	27	25	31
Too high		36	30	42
About right	24	26	36	21
Too low	-	-	2	4
Much too low	-	-	<1	-
Don't know/ refused	8	11	7	5

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)**?

	0-6 %	7-8 %	9-10 %	DK %	Avg. #
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
2008 (n=300)	7	28	65	-	8.8
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
2008 (n=300)	13	43	43	-	8.1
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
2008 (n=300)	40	33	26	1	6.9
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
2008 (n=300)	56	28	16	<1	5.9
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
2008 (n=300)	54	29	17	-	6.1
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
2008 (n=300)	13	31	55	-	8.4

6. (con't)

	0-6 %	7-8 %	9-10 %	DK %	Avg. #
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
2008 (n=300)	12	40	48	1	8.2
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
2008 (n=300)	56	25	19	-	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
2008 (n=300)	34	32	34	-	7.3
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
2008 (n=300)	13	34	53	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
2008 (n=300)	18	34	48	-	8.1
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
2008 (n=300)	19	26	55	1	8.0
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?

	Strongly Support %	Moderately Support %	Moderately Oppose %	Strongly Oppose %	Don't know %
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
2008 (n=300)	8	31	23	37	1
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
2008 (n=300)	20	39	16	20	6
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
2008 (n=300)	9	27	26	35	3
d) Use a mix of both service cuts and property tax increases					
1997 (n=300)	17	30	18	34	1
2006 (n=353)	13	34	21	28	4
2007 (n=350)	15	27	25	29	4
2008 (n=300)	12	32	24	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
2008 (n=300)	30	41	13	13	3

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.

	1997 (300) %	2006 (353) %	2007 (350) %	2008 (300) %
Increase property taxes by 6% to cover the budget shortfall	7	14	13	21
Cut city services by the amount of the shortfall	31	27	30	29
Use a mix of both property tax increases AND service cuts to deal with the budget shortfall	58	49	47	43
Don't know	4	9	11	7

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)**

	Property Tax Increases				Service Cuts			
	1997 (300) %	2006 (353) %	2007 (350) %	2008 (300) %	1997 (300) %	2006 (353) %	2007 (350) %	2008 (300) %
$0	n/a	12	10	8	n/a	4	4	5
$1 -$10		4	6	4		1	3	2
$11 -$20		4	2	7		3	3	2
$21 -$30		11	7	6		6	3	7
$31 -$40		7	4	5		3	4	8
$41-$50		27	33	29		27	33	29
$51 -$60		3	4	6		6	4	4
$61 -$70		4	1	6		10	4	4
$71 -$80		5	5	5		5	5	8
$81 -$90		1	1	2		2	3	3
$91 -$100		4	5	5		14	13	10
Don't know	n/a	19	22	18	n/a	19	22	18
Average	**$34.0**	**$41.2**	**$43.2**	**46.27**	**$64.5**	**$58.8**	**$56.8**	**53.73**

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)**?

	1997 (300) %	2006 (353) %	2007 (350) %	2008 (300) %
Make higher cuts in SOME service areas and leave other services alone	66	69	65	63
Make service cuts in all service areas , proportionately across the board	28	21	26	28
Don't know	6	10	9	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?

	Lowest Priority %	Second Lowest Priority %	Third Lowest Priority %	**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**
2008 (n=300)	2	1	1	**3**
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**
2008 (n=300)	2	2	2	**5**
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**
2008 (n=300)	8	10	7	**24**
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**
2008 (n=300)	14	13	12	**38**
Libraries				
1997 (n=300)	5	19	16	**40**
2006 (n=353)	11	8	9	**27**
2007 (n=350)	11	12	10	**33**
2008 (n=300)	16	10	10	**37**

11. (con't)

	Lowest Priority %	Second Lowest Priority %	Third Lowest Priority %	**Total lowest priority %**
Fire protection				
1997 (n=300)	2	3	2	**7**
2006 (n=353)	3	1	2	**7**
2007 (n=350)	1	1	1	**3**
2008 (n=300)	3	2	1	**5**
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**
2008 (n=300)	1	3	2	**5**
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**
2008 (n=300)	23	12	11	**45**
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**
2008 (n=300)	5	5	7	**17**
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**
2008 (n=300)	2	4	1	**7**
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**
2008 (n=300)	2	6	2	**10**
Garbage collection and recycling				
2006 (n=353)	4	2	5	**10**
2007 (n=350)	4	3	1	**9**
2008 (n=300)	3	2	3	**8**
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**
2008 (n=300)	4	4	4	**4**
No low/2nd /3rd priority				
1997 (n=300)	-	-	-	**-**
2006 (n=353)	16	34	44	**16**
2007 (n=350)	11	29	42	**11**
2008 (n=300)	16	27	39	**16**

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?

	Top Priority %	Second Priority %	Third Priority %	**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**
2008 (n=300)	37	16	5	**57**
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**
2008 (n=300)	3	6	7	**15**
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**
2008 (n=300)	1	2	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**
2008 (n=300)	2	1	1	**4**
Libraries				
1997 (n=300)	1	4	8	**13**
2006 (n=353)	1	2	3	**5**
2007 (n=350)	2	1	3	**5**
2008 (n=300)	1	<1	2	**3**
Fire protection				
1997 (n=300)	10	27	10	**47**
2006 (n=353)	5	13	10	**28**
2007 (n=350)	6	17	7	**29**
2008 (n=300)	4	14	10	**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**
2008 (n=300)	5	10	12	**26**

12. (con't)

	Top Priority %	Second Priority %	Third Priority %	**Total highest priority %**
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**
2008 (n=300)	3	2	3	**8**
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**
2008 (n=300)	7	6	5	**18**
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**
2008 (n=300)	11	6	6	**23**
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**
2008 (n=300)	11	7	6	**24**
Garbage collection and recycling				
2006 (n=353)	3	3	8	**14**
2007 (n=350)	5	7	4	**16**
2008 (n=300)	5	9	9	**23**
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**
2008 (n=300)	2	2	3	**2**
No low/2nd /3rd priority				
1997 (n=300)	-	-	-	**-**
2006 (n=353)	10	21	34	**10**
2007 (n=350)	11	19	36	**11**
2008 (n=300)	10	19	28	**10**

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			
	1997 (200) %	2006 (230) %	2007 (247) %	2008 (175) %
An 8% increase	20	n/a	n/a	n/a
A 6% increase**	23	34	29	36
A 4% increase**	48	48	40	46
A 2% increase**	64	70	68	78
Would not pay any increase	36	28	28	21
Don't know	-	1	4	1

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?

	1997	2006	2007	2008
Base (renters)	(n/a) %	(109) %	(86) %	(111) %
Yes	47	49	52	59
No	45	43	48	38
Don't know/ refused	8	8	<1	2

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?

	1997 (300) %	2006 (353) %	2007 (350) %	2008 (300) %
Strongly support	32	25	24	31
Moderately support	37	43	39	42
Moderately oppose	10	11	13	10
Strongly oppose	19	17	21	14
Don't know	2	4	3	2

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

	1997	2006	2007	2008
	(300) %	(353) %	(350) %	(300) %
Charging people user fees on SOME City services to help cover the costs of these services	83	75	76	74
Raising property taxes to be able to maintain all City services	10	18	14	19
Don't know	7	8	10	8

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

	1997	2006	2007	2008
	(300) %	(353) %	(350) %	(300) %
Charging people user fees on SOME City services to help cover the costs of these services	75	74	76	83
Cutting services	22	19	17	11
Don't know	3	7	7	7

NEW SECTION: POLICING 2008

22. Next on the topic of police staffing. The City has completed an operational review of the Vancouver Police Department and has identified the need for additional police officers in an effort to reduce crime. We want to get your opinion on policing in the City.

There are two funding requests: The first is for 48 street-level patrol officers to provide improved response time and free up officers to be more proactive in your community. The second request is to add 48 officers and 22 civilian staff to the Department's investigative and administrative areas.

Which one of these is your top priority for policing services?

	2008
	(300) %
Street-level Patrol	74
Investigative and Administrative areas	16
Mix of both/even split	1
Other/none of the above	3
Don't know	6

23. The City has developed proposals that bring the budget into balance with a 3.3% property tax increase including a series of non-police funding requests and cost of outside agencies. The police request would increase taxes beyond the proposed 3.3%, making this year's property tax increase 4.0%. Over the next three years the increases would be approximately seven tenths of one percent in each of 2008 and 2009, dropping to one-half of one percent in 2010.

    Do you support increasing police staffing levels, including associated civilian support, in an effort to reduce crime?

	2008 (300) %
Yes	81
No	16
Don't know	3

24. ASK BOTH OWNERS AND RENTERS: Which, if any, of the following police and civilian support staffing options are you willing to pay for in order to enhance policing levels? READ IN ORDER. ASK "yes or no" FOR EACH ONE.

Base: 2008 (n=248) **On a $700,000 Property**	Yes %	No %	D/K %
A. One option is for 48 Patrol Officers – this would mean a tax increase of nine-tenths of one percent, totaling about $__ over 3 years with about $__, in 2008. Are you willing to pay for this option?	91	6	3
B. Another option is for 48 Investigative Officers and 22 Civilians – this would mean a 1.1% tax increase, totalling $__ over 3 years with about $__ in 2008. Are you willing to pay for this option?	69	29	2
C. A third option is for 96 Officers in all, including 48 Patrol and 48 Investigative officers plus 22 Civilian staff – this would mean a 2% tax increase, totalling about $__ over 3 years with about $__ in 2008. Are you willing to pay for this option?	59	39	2

D. Do you care to make any other comments on the topic of police staffing? IF YES, PLEASE SPECIFY:

Base: 2008 (n=244)	
OTHER	
More community police/street policing/foot patrols/more police	9
Cure social problems – relieve police pressure/ mental health problems	3
Need faster response time form police	2
Courts releasing offenders/ stiffer sentences	1
Money should not come from property tax increases/ find economies elsewhere	1
½ investigators – ½ patrol from the extra 48	1
Become more efficient/ less administration	1
More training/ training re. Mental health problems	<1
Miscellaneous	5
No comments/none	82

NEW SECTION: TAX REDISTRIBUTION 2008

25. Now on another important topic … As you may be aware, in several years since 1994, City Council has opted to shift one to two percent of the total property tax levy from business taxpayers to residential taxpayers. Recently, an expert Commission set up by Council to look at the City's property tax policy has recommended that Council continue this shifting by roughly 1 per cent per year for the next five years, in order to maintain a balance between business and residential taxpayers.

    If Council were to do this in 2008, this shift would mean that residential property taxes would be above the proposed 3.3% baseline tax increase, while business property taxes would be lower. Note that the total amount of taxes collected by the City would not change with this tax redistribution

    For your property, you would pay [$__] more in City taxes this year, while a business property of the same value would pay [$__] less this year.

    BUSINESS PROPERTY OWNERS or RENTERS:

    For a $700,000 property, the landlord would pay **$177** less in City taxes this year, while a <u>residential</u> property of the same value would pay **$36** more this year.

    Do you agree or disagree with this type of tax redistribution which would be applied to all City residential and business properties?

2008 (n=300)	Strongly Agree %	Moderately Agree %	Moderately Disagree %	Strongly Disagree %	Don't know %
shift one percent of the total property tax levy from business taxpayers to residential taxpayers	43	25	13	16	3

NEW SECTION: COMMUNICATION 2008

26. Is providing input on the City's annual Budget important to you, such as you are doing with this survey?

	2008 (300 %
Yes	87
No	12
Don't know	2

27. IF YES/DK: We'd like to know how you prefer to be consulted by the City in the future. In which of the following ways would you be the most likely to participate? You may choose more than one. RANDOMIZE & READ.

	2008 (263) %
Random telephone survey	61
City website survey where you go to their website	60
Direct mail survey which you would mail back	52
Attend public meetings or open houses	23
Survey in Flyer distributed through newspapers or at community centres which you would mail or fax back	20
Any other ways you would like to be consulted by the City? *(please specify)*	27
E-mail survey/notification	19
Mail survey	2
Direct survey/ one on one with city reps/ through business independent assoc.	2
Focus groups	1
Send survey with business licence renewal	1
Other	3
NONE OF ABOVE/DON'T KNOW	1

28. We realize people are busy and may or may not get a chance to see all the material made available to the public. Which, if any, of the following materials about the City's 2008 budget did you yourself happen to see: READ IN ORDER. READ ALL OF Q28.

	2008 (300) %
A letter from the City Director of Budgets about this survey (mailed to your household)?	46
The City Choices 2008 Budget Proposals Flyer enclosed in the letter from the City?	39
Other newspaper articles or letters to editor on the 2008 budget proposals?	27
City Choices Budget newsprint flyer in the Courier, Georgia Straight, Ming Pao, or Sing Tao newspapers?	19
Newspaper Advertisements	16
City of Vancouver website pages about the 2008 Budget proposals?	7
NONE OF ABOVE	31

29. IF YES: in Q28 to ANY OF 'City Choices flyers' or website: Did you: READ IN ORDER

Base: Total have seen City Choices flyer or website	2008 (160) %
Read all or almost all of the City Choices 2008 Budget Proposals flyer or website pages	20
Read about half of it	22
Read a little of it	14
Just glanced through the flyer or website pages, or	36
Not read any of it?	7

Demographics

	2006 (353) %	2007 (350) %	2008 (300) %
Gender			
Male	74	70	69
Female	27	30	31
Location of Business			
Westend/ Downtown Vancouver	33	35	74
North East	18	18	8
North West	29	20	13
South East	9	12	1
South West	11	15	5
Type of Business Own or Operate			
Professional services	42	35	26
Retail	23	32	18
Manufacturing	7	8	5
Non profit/ church	6	-	3
Restaurants/ food	5	6	14
Legal/ financial/ medical/ real estate	3	3	8
Personal services	2	2	3
Wholesale/ processing/ distribution	2	1	3
Construction/ development	2	1	1
Recreation/ tourist services	2	1	2
Auto repair/ leasing	2	1	2
Transportation	1	1	2
Social services/ care facilities	1	-	-
Tourism/ hotels	<1	2	3
Media/ communication	-	3	2
Mining	-	1	1
Arts/ film	-	1	4
Import/ export	-	1	1
Miscellaneous	4	1	5

Demographics (cont'd)

	2006 (353) %	2007 (350) %	2008 (300) %
Position in Company			
Owner/ president	69	74	61
Senior manager	26	19	39
Department manager/ office manager	3	4	-
Director/ director of marketing etc.	1	1	-
Miscellaneous	1	3	-
Building Ownership			
Rent	77	78	81
Own	22	21	18
Don't know/ refused	1	1	1
Responsible For Paying The Property Taxes or Rent (n=266)			
Pay rent and property taxes	51	54	42
Pay rent only	47	41	54
Don't know/ refused	3	6	4
Employees Based in Vancouver			
0-4 employees	48	56	46
5-9 employees	24	20	21
10-24 employees	20	18	26
25-99 employees	7	6	5
100 or more employees	1	1	1
Employees Based Outside the City of Vancouver			
0-4 employees	83	84	77
5-9 employees	7	4	4
10-24 employees	5	5	12
25-99 employees	4	4	5
100 or more employees	1	2	1
Don't know/ refused	1	1	1
Number of Years Operating Business in Vancouver			
5 or less	25	29	20
6 to 19 years	43	36	44
20+ years	32	35	36
Don't know/ refused	1	-	-
Resident of the City of Vancouver			
Yes	69	67	64
No	31	33	36
Refused	<1	-	-
Language of Interview			
English	93	95	97
Cantonese	7	5	2
Mandarin	1	-	2
Company Size			
Small 0 -19 employees	92	93	91
Medium 20-99 employees	7	6	7
Large 100 or more employees	1	1	1