



# Ipsos Reid Public Affairs



## City of Vancouver 2009–2011 Capital Plan Allocation Survey

August 2008



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# Ipsos Reid Public Affairs



## INTRODUCTION



## Objectives

- ◆ As part of the November 2008 municipal election, residents of the City of Vancouver will be asked to vote on the City's 2009–2011 Capital Plan. The Capital Plan will establish the City's priorities for major maintenance and renewal of infrastructure over the next three years.
- ◆ To help guide the development of the 2009–2011 Capital Plan, the City of Vancouver commissioned Ipsos Reid to conduct a public opinion survey with Vancouver residents and businesses.
- ◆ The primary objective of this research was to assess perceptions of Capital Plan policies and priorities.
- ◆ More specifically, the research was designed to:
  - Identify main local issues of concern;
  - Determine satisfaction with the overall quality of City services and understand if services have gotten better or worse over the past few years;
  - Measure awareness of the City's Capital Planning process;
  - Measure awareness of and support for the Capital Plan's funding sources and strategy;
  - Determine adequacy of existing facilities and funding preferences in key areas of service;
  - Assess the importance of specific expenditure areas;
  - Gauge the level of support for how money is allocated in the Capital Plan, as well as for the proposed 1.5% yearly increase in property taxes; and,
  - Learn preferred actions for the City should additional expenditures arise.



## Methodology

- ◆ Telephone survey conducted with randomly selected representative samples of Vancouver residents and businesses.
  - 600 surveys with residents aged 18 or older and who have lived in Vancouver for at least six months (margin of error:  $\pm 4.0\%$ , 19 times out of 20).
  - 300 surveys with businesses (margin of error:  $\pm 5.7\%$ , 19 times out of 20).
- ◆ Sample for the residential survey was drawn by postal code and all respondents had to confirm that they live in Vancouver.
- ◆ The City provided the sample list for the business survey and all respondents had to confirm they operate a business in Vancouver. Business surveys were conducted with the person responsible for the overall management and direction of their company at that location; those running a business from their place of residence were excluded from the research.
- ◆ Quotas were set by region to ensure representation from all areas of Vancouver.
- ◆ Final residential survey data was weighted to ensure that the age, gender, and regional distribution reflects that of the actual residential population in Vancouver.
- ◆ Final business survey data was weighted to ensure that the regional distribution reflects that of the actual business population in Vancouver.
- ◆ All interviews for the residential survey were conducted between July 15 and August 2, 2008.
- ◆ All interviews for the business survey were conducted between July 17 and August 1, 2008.
- ◆ Interviewing was conducted in English, Cantonese, Mandarin, and Punjabi.



## Tracking and Normative Comparisons

- ◆ Where comparable, this year's residential results have been tracked and reported against similar surveys conducted by the City of Vancouver in previous years. No tracking data is available for businesses as this was the first year the *Capital Plan Allocation Survey* included a sample of businesses.
  - Tracking allows the City to understand how residents' attitudes and priorities are changing, identify new or emerging issues facing Vancouver, and assess the progress the City is making in addressing key issues.
  
- ◆ In addition, the residential results of the 2008 survey have also been benchmarked against Ipsos Reid's database of municipal norms where appropriate.
  - These norms are derived from work conducted with other municipalities in British Columbia, and are based on more than 27,000 observations in nearly 30 different municipalities representing a mix of community sizes and urban/rural locations across the province.
  - Normative comparisons provide additional insight, context, and benchmarks against which the City can evaluate its performance.



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**KEY FINDINGS**



## Key Findings

### General Satisfaction Levels

- ◆ Residents and businesses have different issue agendas.
  - On an unprompted basis, residents identify social issues as the most important local issue facing the City of Vancouver today. Social issues are primarily comprised of concerns around “homeless/poverty” and “lack of affordable housing”. Concerns around social issues have increased significantly from August 2005.
    - Other issues that residents would like to see receive greater attention from local leaders this year include transportation and crime.
  - In comparison, the number one local issue cited by businesses is transportation, including concerns around “traffic congestion”, “poor condition of streets”, and “lack of/poor quality public transit”. “Parking” is also a concern for some businesses.
    - Other issues on businesses’ minds are crime, taxation/government spending, and social issues.
- ◆ Despite these differences, the survey suggests the City could address the concerns of most residents and businesses by focusing on three broad issues: social issues, transportation, and crime. Addressing concerns around taxation/government spending may also help improve the City’s relationship with businesses, although would have less of an impact on residents.





## Key Findings (cont'd)

### General Satisfaction Levels (cont'd)

- ◆ While both residents and businesses are satisfied with the overall quality of City services, they take differing views as to the direction City services is taking.
  - The majority of both residents and businesses are satisfied with the overall quality of City services.
    - Residential overall satisfaction has not significantly changed since August 2005, although the intensity of satisfaction (% “very satisfied”) has dropped a significant 9 points. While not yet a cause for concern given the high overall rating, this is something the City may want to monitor to ensure perceptions do not deteriorate further.
  - Businesses are more optimistic than residents about the direction of the City’s service delivery. While businesses generally feel the overall quality of City services has improved over the past few years, residents are more likely to say this has worsened.
    - The percentage of residents saying the City’s services have worsened has increased by a significant 8 points as compared to August 2005, indicating that residents this year take a much more pessimistic view of the City’s services.
    - This may in part explain why the intensity of overall residential satisfaction has dropped this year.



## Key Findings (cont'd)

### Capital Plan and Specific Spending Preferences

- ◆ Awareness of the Capital Planning process and funding sources is low.
  - Overall, residents and businesses are more likely to be aware of the various funding sources used by the City to pay for its capital expenditures than they are to be aware of the Capital Planning process itself. However, awareness in both cases stands at less than 50%, suggesting that more could be done to educate residents and businesses about the City's Capital Plan.
- ◆ Despite low awareness of the City's funding sources, the majority of residents and businesses nonetheless support the City's funding strategy being a combination of borrowing, current taxes, user fees and developer, senior government and community partner contributions.



## Key Findings (cont'd)

### Capital Plan and Specific Spending Preferences (cont'd)

- ◆ Public works facilities are seen as adequate although there is a desire for increased funding in this area. This may suggest respondents have some concerns about how well these facilities will be able to meet future needs.
- ◆ Respondents say parks and recreation facilities are adequate and should be funded similar to previous years. Residents take a slightly more critical view of the City's provision of these facilities than do businesses.
- ◆ Residents and businesses have differing views on the adequacy of community services; while residents generally feel these have been inadequate, businesses demonstrate a more mixed view with some saying inadequate and some saying adequate. Despite this, residents and businesses agree that increased funding in this area is needed.
- ◆ Respondents say other civic facilities are adequate and should be funded similar to previous years. Residents take a slightly more critical view of the City's provision of these facilities than do businesses.
- ◆ These results suggest residents and businesses would like future funding increases to primarily focus on community services and public works, while funding for parks and recreation and other civic facilities should stay consistent with previous years.



## Key Findings (cont'd)

### Capital Plan and Specific Spending Preferences (cont'd)

- ◆ When asked to rate the importance of specific expenditure areas, residents and businesses emphasize different priorities which generally reflect their concerns mentioned earlier.
  - According to residents, the number one priority is “investing in Downtown Eastside revitalization initiatives to improve social and economic conditions and facilitate housing and job opportunities”.
  - Businesses attach a greater priority to transportation-related initiatives, with the top two priorities being “enhancements to the street network to improve traffic flow and safety such as left turn bays, traffic calming measures, traffic signals and street lighting” and “maintenance of the street network including pavement, traffic controls and street lighting”.
  - While residents and businesses are divided as to their top priorities for capital expenditures, their views are aligned when it comes to those deemed least important overall. Specifically, these include “acquiring new park sites and developing park space in park deficient neighbourhoods”, “maintenance of non-City owned facilities such as cultural, community and childcare facilities”, “building new recreation facilities, including community centres, ice rinks or pools”, and “adding new library branches to the system”. The consistency of residents’ and businesses’ opinions in this regard suggests they should not be a primary focus in the City’s upcoming Capital Plan.



## Key Findings (cont'd)

### Capital Plan and Specific Spending Preferences (cont'd)

- ◆ The majority of residents and businesses support how money is allocated in the Capital Plan, with approximately 75% of funding going towards maintenance and 25% going towards upgraded or new services and facilities. Support is higher among businesses than residents.
  - Among those opposed to the current allocation, the survey finds a preference for a more even distribution of funding between maintenance and upgraded or new services and facilities.
- ◆ Most also support the proposal to raise taxes by 1.5% per year to maintain and upgrade City infrastructure and facilities.
- ◆ Should additional capital expenditure areas arise, respondents would rather see existing projects cut out of the Plan than pay more in property taxes. This preference is particularly strong among businesses, which may in part reflect their concerns around taxation/government spending noted earlier.
- ◆ If funding in the Plan were reduced, parks and recreation facilities top respondents' list of projects to be cut, followed by other civic facilities.
- ◆ If the amount of funding in the Plan were to be increased to accommodate additional expenditures, residents are willing to shoulder a larger tax burden than are businesses. The maximum percent increase in property taxes that residents would be willing to pay is 2.6%, compared to 2.2% among businesses.



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**DETAILED FINDINGS**



# Ipsos Reid Public Affairs



***General Satisfaction Levels***



## Residents and businesses have different issue agendas.

- ◆ On an unprompted basis, residents identify social issues as the most important local issue facing the City of Vancouver today (52%). Residents' two main social concerns are "homeless/poverty" (37%) and "lack of affordable housing" (18%). Social concerns have increased significantly (up 30 points) from August 2005.
- ◆ Other issues that residents would like to see receive greater attention from local leaders include:
  - Transportation (39% - unchanged from August 2005) – top mentions include "lack of/poor quality public transit" (17%), "traffic congestion" (12%), and "poor condition of streets" (6%).
  - Crime (30% - down a significant 8 points from August 2005) – here, the primary concerns are "drug problems" (8%), "theft/break-ins" (7%), and "personal safety" (6%).
- ◆ Comparisons to Ipsos Reid's municipal norms shows that all three of these issues are more likely to be mentioned in Vancouver than by residents of other BC municipalities.
- ◆ When the data are analyzed further, a number of significant demographic differences emerge.
  - Social issues are more likely to be mentioned by those living in the West End/Downtown, Northeast, and Northwest (68%, 63%, and 56%, compared to 41% in the Southwest and 43% in the Southeast). Renters are also more likely to mention social issues (59%, compared to 47% of homeowners), reflecting their concerns over housing affordability.
  - Transportation is more of a concern for those who own or operate a business in Vancouver (51%, compared to 37% of non-business owners).
  - Crime is more of a concern for those living in the Northeast (38%, compared to a low of 24% among those in the Northwest).





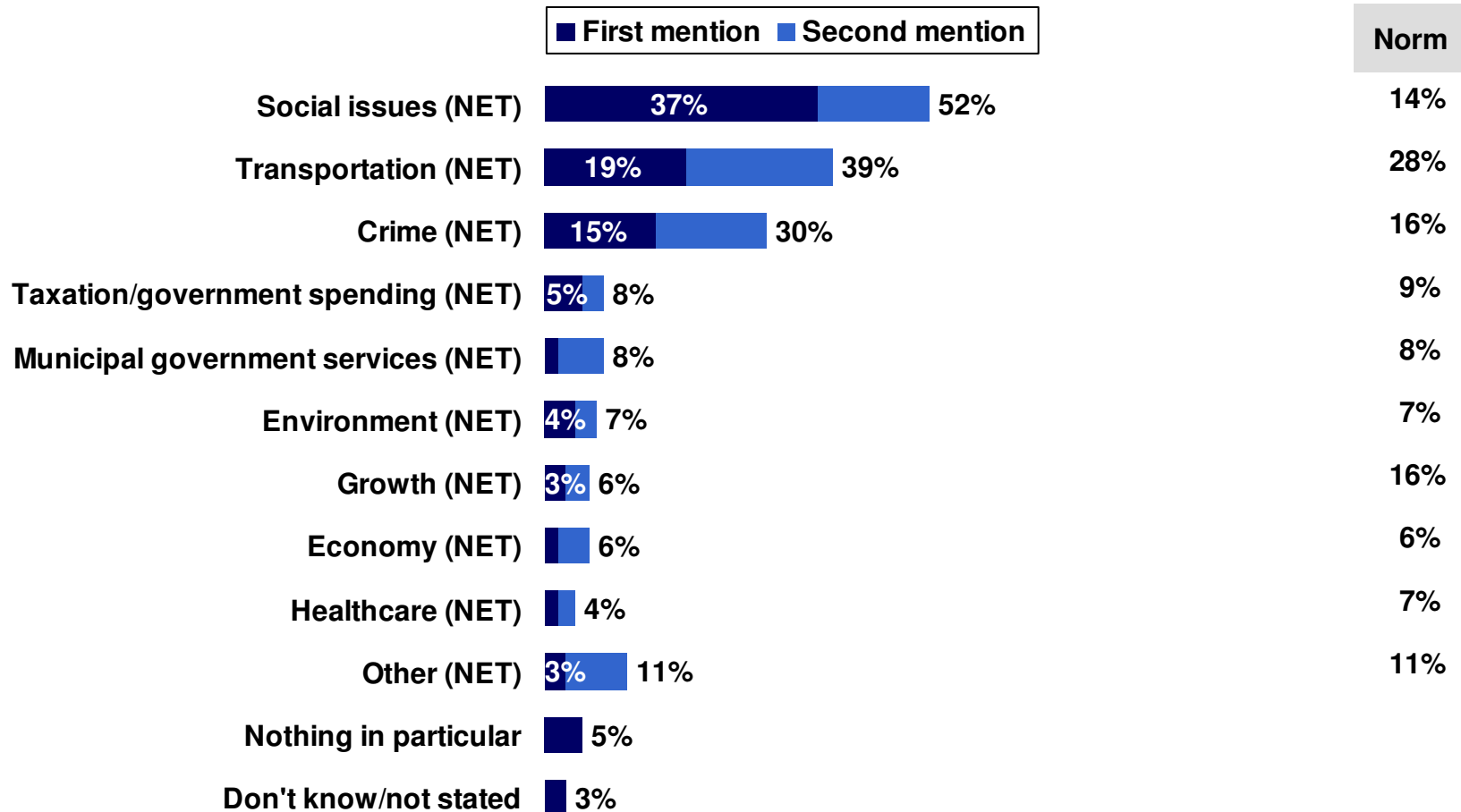
## Residents and businesses have different issue agendas (cont'd).

- ◆ In comparison, the number one local issue cited by businesses is transportation, garnering 39% of all mentions. Specific transportation-related concerns include “traffic congestion” (18%), “poor condition of streets” (8%), and “lack of/poor quality public transit” (7%).
  - Another 13% of businesses mention “parking”, which could also be considered a transportation-related issue. However, these mentions have been included under the Other category to remain consistent with the coding done for last year’s residential survey.
- ◆ Other issues that businesses would like to see receive greater attention from local leaders are:
  - Crime (27%) – top mentions include “personal safety” (11%) and “drug problems” (5%).
  - Taxation/government spending (25%) – includes mentions of “property tax increases” (19%) and “taxes” (5%).
  - Social issues (23%) – primarily comprised of concerns around “homeless/poverty” (21%).
- ◆ When the data are analyzed further, a number of significant demographic differences emerge.
  - Transportation is mentioned more often by those in the Southwest (53%, compared to a low of 27% among those in the Southeast).
  - Crime is more of a concern for those in the Northeast (40%, compared to lows of 18% in the Northwest and 23% of those in the West End/Downtown).
  - Taxation/government spending is more of a concern for those in the Southwest, Southeast, and Northwest (40%, 36%, and 35%, compared to 15% in the West End/Downtown).
  - Social issues are mentioned more often by those in the West End/Downtown than any other area of the city (36%).



## Issue Agenda (Residents)

**Residential Survey:** 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? Are there any other important local issues?

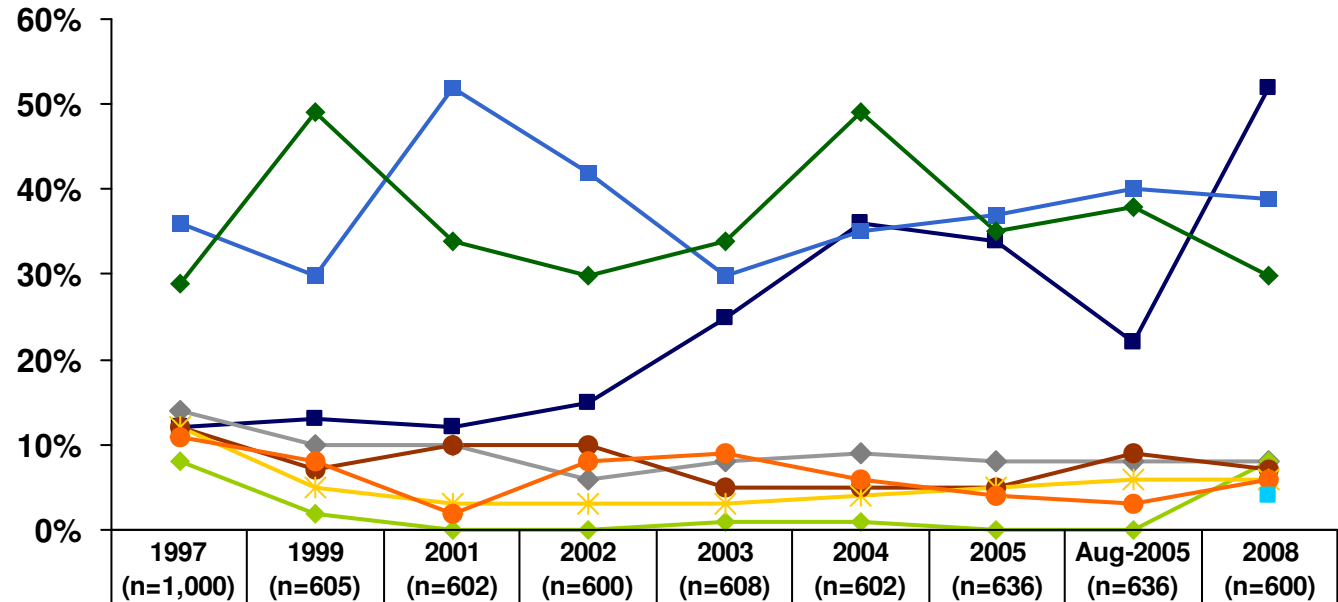


Base: All residential respondents (n=600)



## Tracking the Issue Agenda (Residents)

**Residential Survey:** 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? Are there any other important local issues?

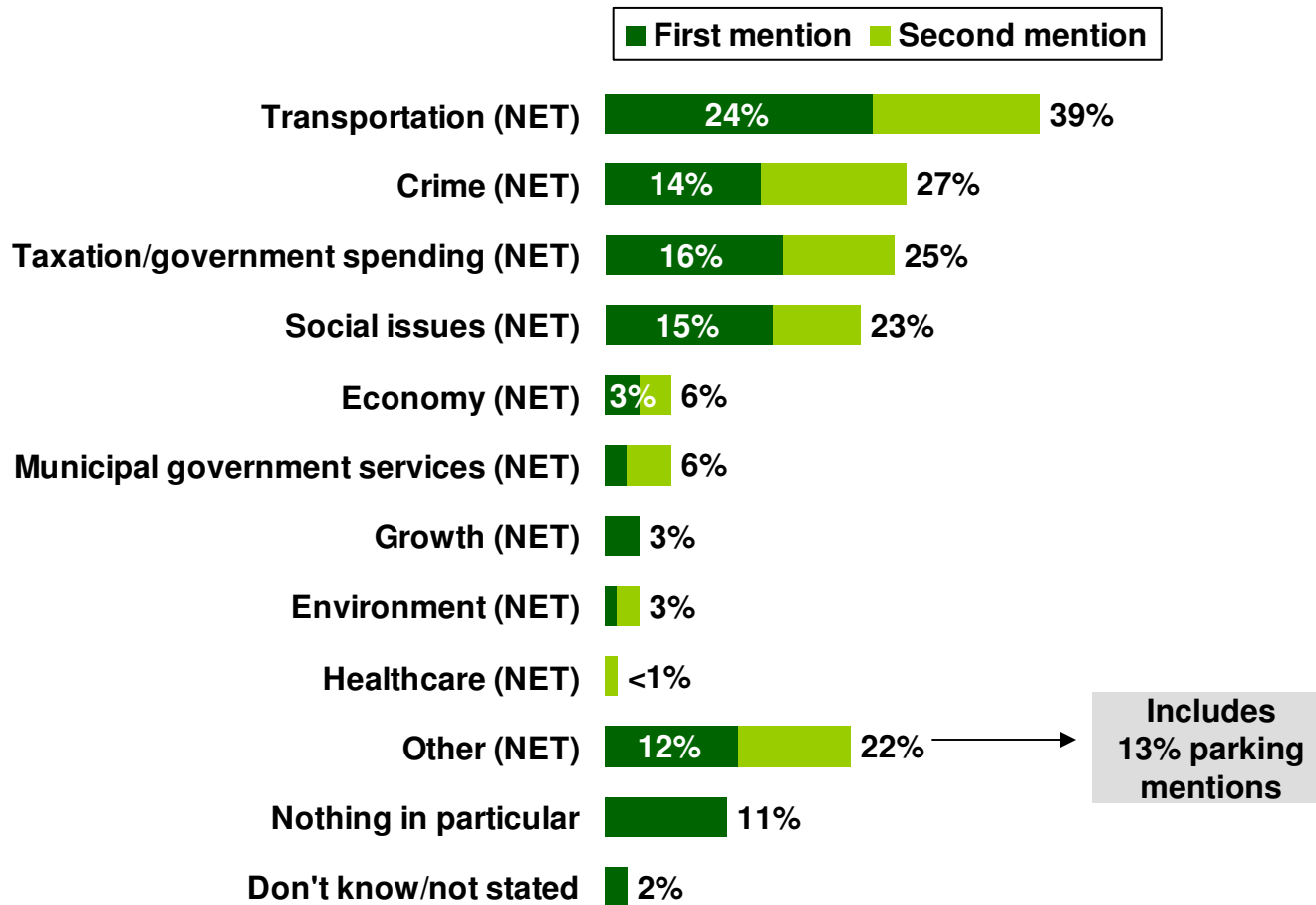


	1997 (n=1,000)	1999 (n=605)	2001 (n=602)	2002 (n=600)	2003 (n=608)	2004 (n=602)	2005 (n=636)	Aug-2005 (n=636)	2008 (n=600)
—■— Social issues (NET)	12%	13%	12%	15%	25%	36%	34%	22%	52%
—■— Transportation (NET)	36%	30%	52%	42%	30%	35%	37%	40%	39%
—◆— Crime (NET)	29%	49%	34%	30%	34%	49%	35%	38%	30%
—◆— Taxation/government spending (NET)	14%	10%	10%	6%	8%	9%	8%	8%	8%
—◆— Municipal government services (NET)	8%	2%	0%	0%	1%	1%	0%	0%	8%
—●— Environment (NET)	12%	7%	10%	10%	5%	5%	5%	9%	7%
—*— Growth (NET)	12%	5%	3%	3%	3%	4%	5%	6%	6%
—●— Economy (NET)	11%	8%	2%	8%	9%	6%	4%	3%	6%
—■— Healthcare (NET)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4%



## Issue Agenda (Businesses)

**Business Survey:** Now, to begin our questions, in your view as a business operating 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? Are there any other important local issues?



Base: All business respondents (n=300)



## Satisfaction with the overall quality of City services is high among both residents and businesses.

- ◆ The majority of both residents and businesses are generally satisfied with the overall quality of services provided by the City of Vancouver. Of this, most are “somewhat satisfied” rather than “very satisfied”, pointing to a more moderate satisfaction level.
  - Residents: 80% satisfied (19% “very satisfied”).
    - While overall satisfaction has not significantly changed from August 2005, the intensity of satisfaction (% “very satisfied”) has dropped 9 points.
    - Comparisons to Ipsos Reid’s municipal norms finds that satisfaction is lower (both overall and in intensity) in Vancouver than we typically see in other BC municipalities.
    - Satisfaction is highest among those living in the Southwest (86% “very/somewhat satisfied”, compared to a low of 74% in the West End/Downtown).
  - Businesses: 82% satisfied (19% “very satisfied”).
    - Satisfaction is highest among those located in the West End/Downtown and the Southwest (90% and 88%, respectively, compared to a low of 69% in the Northeast).



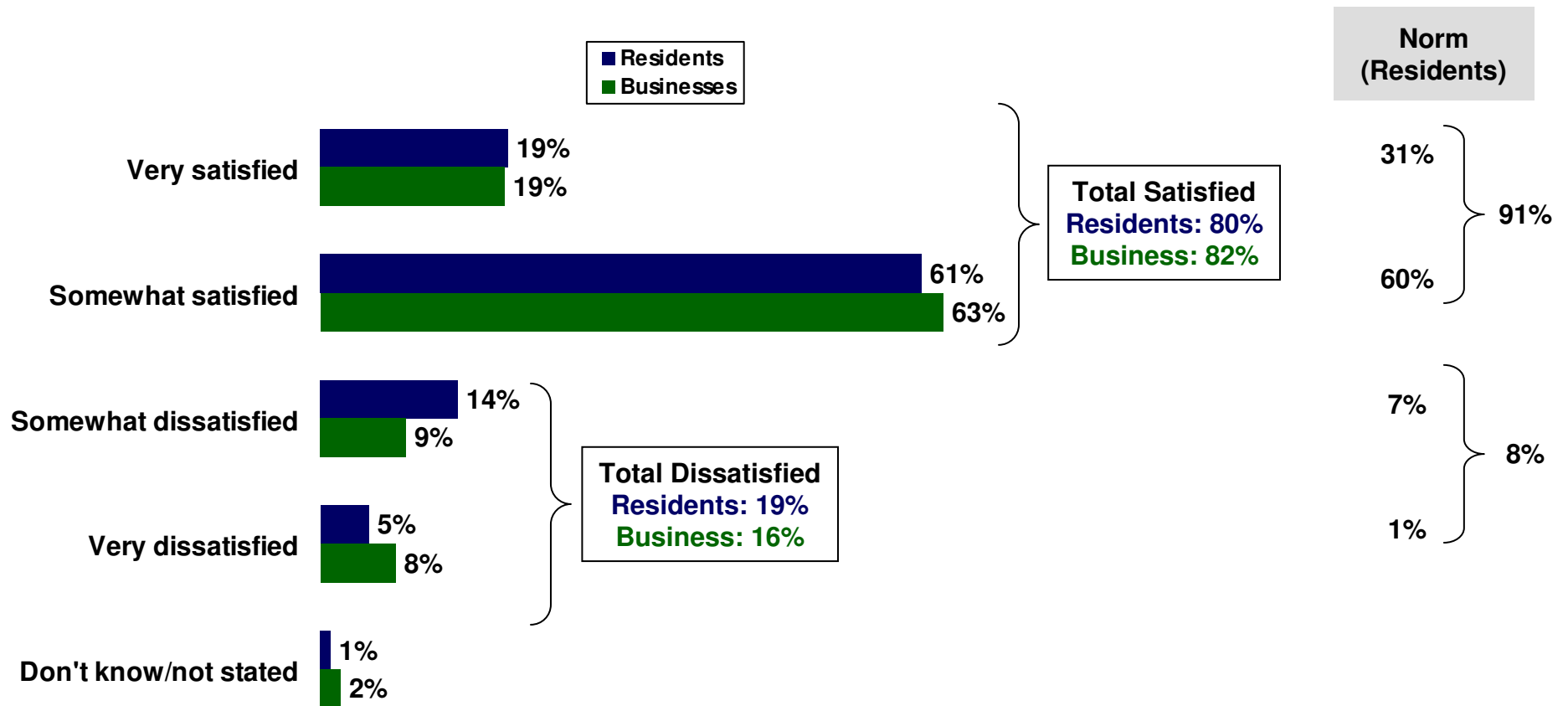
## However, residents and businesses take differing views as to the direction City services is taking.

- ◆ While the majority of both residents and businesses are satisfied with the overall quality of the City's services, further analysis suggests businesses are more optimistic about the direction the City's service delivery is taking.
- ◆ When asked how the overall quality of City services has changed over the past few years, 30% of businesses say services have gotten better compared to 27% saying services have worsened, resulting in a net score (better-worse) of +3 points. Overall, this suggests businesses generally believe City services are heading in the right direction.
  - Businesses located in the Southeast are the most likely to say services have gotten better over the past few years (45%, compared to a low of 23% in the Northwest).
- ◆ A different situation arises when looking at residents' perceptions of how City services have changed over the past few years, with 28% saying services have improved and 30% saying services have deteriorated. This results in a net score of -2 points and suggests residents generally believe City services are heading in the wrong direction.
  - Comparisons to previous surveys shows that residents take a much more pessimistic view of the City's services this year, with the percentage saying the City's services have worsened increasing by a significant 8 points since August 2005. This may in part explain why the intensity of overall resident satisfaction has dropped this year.
  - Residents living in the Southeast are the most optimistic about the City's services (36% say services have gotten better, compared to only 22% of those in the Southwest).



# Satisfaction with Overall Quality of City Services

**Residential Survey: / Business Survey:** Generally speaking, are you satisfied or dissatisfied with the overall quality of services provided to you by the City of Vancouver?

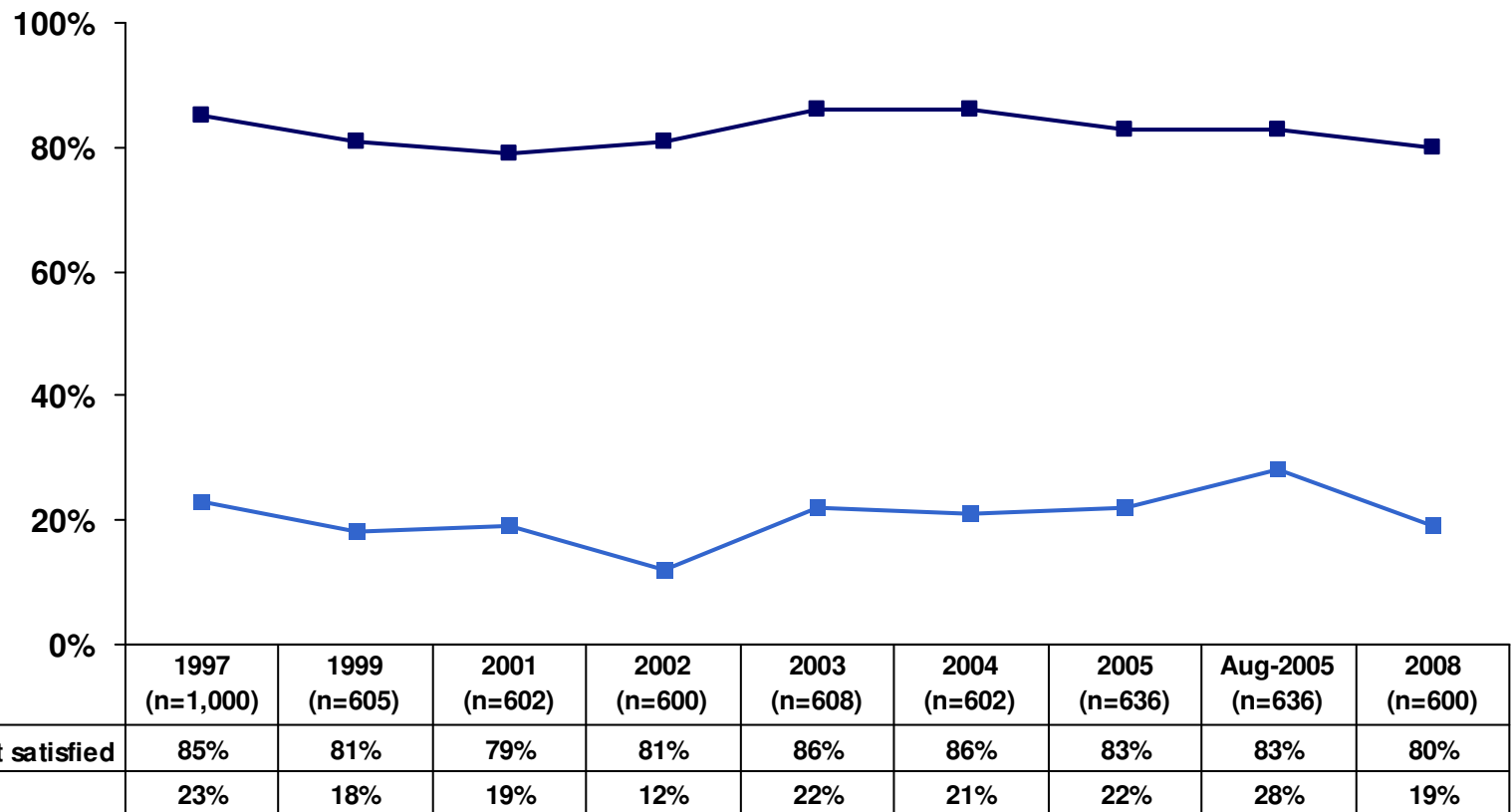


Base: All residential respondents (n=600)  
Base: All business respondents (n=300)



# Tracking Satisfaction with Overall Quality of City Services (Residents)

**Residential Survey:** Generally speaking, are you satisfied or dissatisfied with the overall quality of services provided to you by the City of Vancouver?



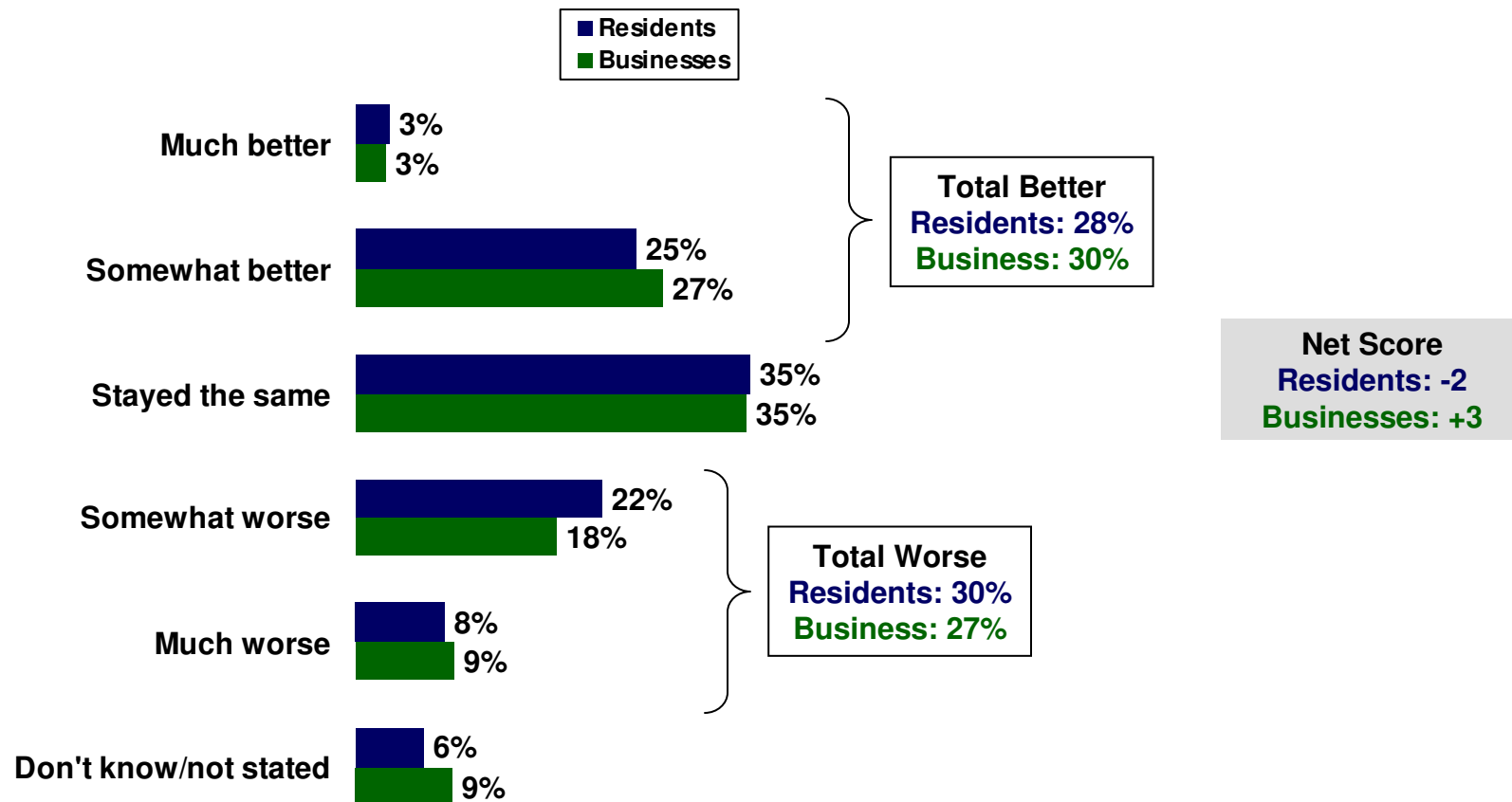
Base: All residential respondents





# Change in Overall Quality of City Services

**Residential Survey: / Business Survey:** And, would you say that the overall quality of service provided by the City of Vancouver has gotten better or worse over the past few years?

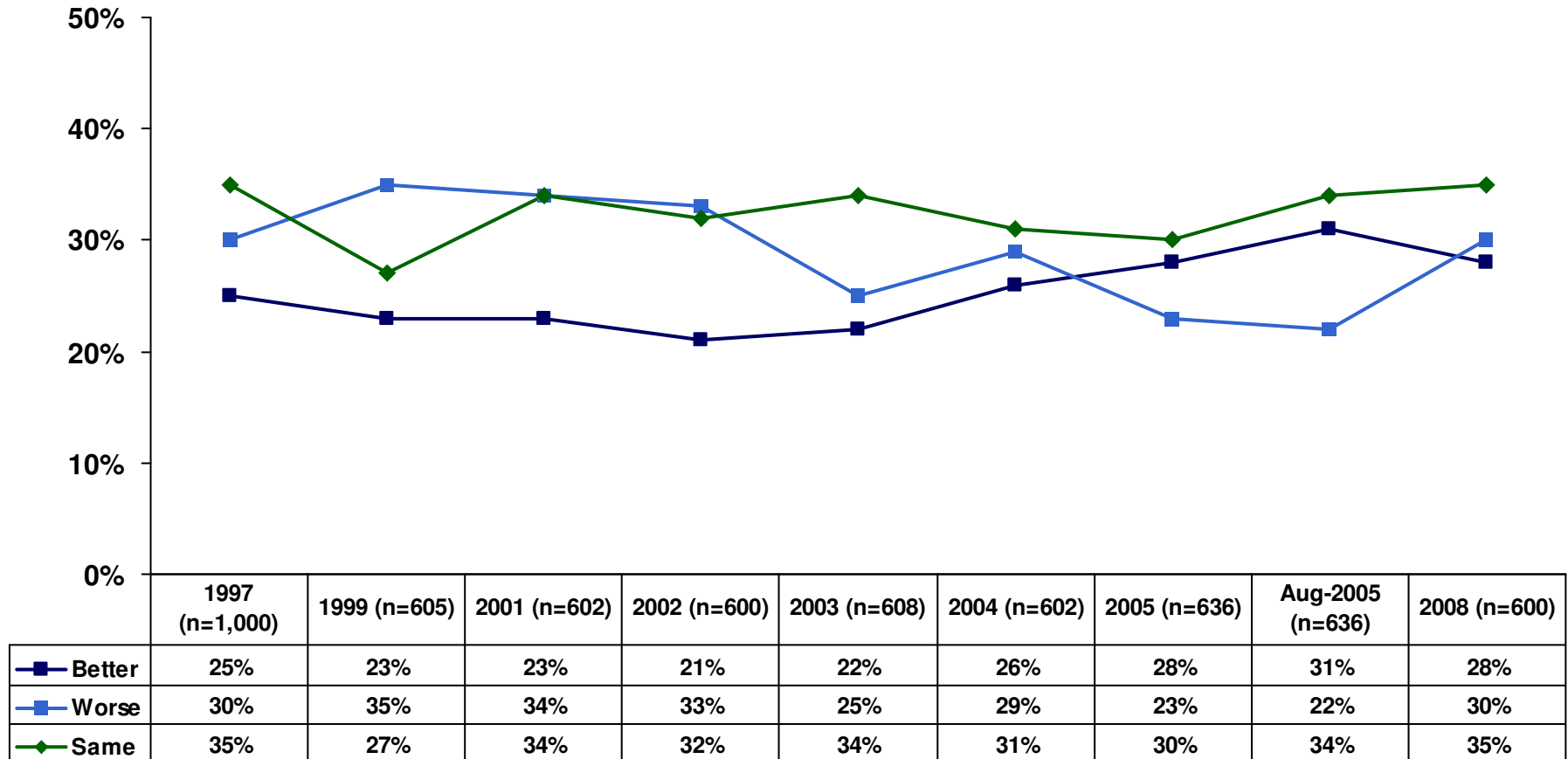


Base: All residential respondents (n=600)  
Base: All business respondents (n=300)



# Tracking Changes in Overall Quality of City Services (Residents)

**Residential Survey:** And, would you say that the overall quality of service provided by the City of Vancouver has gotten better or worse over the past few years?



Base: All residential respondents



# Ipsos Reid Public Affairs



## *Capital Plan and Specific Spending Preferences*



## Awareness of the Capital Planning process and funding sources is low.

- ◆ The majority of residents and businesses are unaware of the City's Capital Planning process.
  - Residents: 34% aware.
  - Businesses: 36% aware.
- ◆ While respondents are more likely to be aware of the various funding sources used by the City to pay for its capital expenditures, overall awareness can still be considered relatively low.
  - Residents: 43% aware.
  - Businesses: 49% aware.
- ◆ Further analysis shows that residential awareness varies by key demographic variables.
  - Residents living in the Northwest are more likely to be aware of the Capital Planning process and funding sources, while those living in the Northeast, Southeast, and Southwest demonstrate the lowest levels of awareness.
  - Those who plan on voting in the November 2008 election are also more likely to be aware of both the Capital Planning process and funding sources.
- ◆ Businesses' awareness of the Capital Planning process is consistent across all geographic areas. However, those located in the West End/Downtown are the most likely to be aware of the City's various funding sources (53%, compared to a low of 33% among those in the Southeast).



## Despite low awareness of the City's funding sources, the majority of residents and businesses nonetheless support this funding strategy.

- ◆ More than three-quarters of residents and businesses support the City's funding strategy for the Capital Plan being a combination of borrowing, current taxes, user fees and developer, senior government and community partner contributions. Of this, most "somewhat support" this policy while fewer "strongly support" it, pointing to a more moderate level of support. This is particularly true among residents.
  - Residents: 77% support (22% "strongly support").
    - Residential support does not significantly differ across all geographic areas.
    - However, support is higher among those who plan on voting in the November 2008 election (80%, compared to 69% of those who do not plan on voting).
  - Businesses: 81% support (30% "strongly support").
    - Business support is similar across all geographic areas of the city.

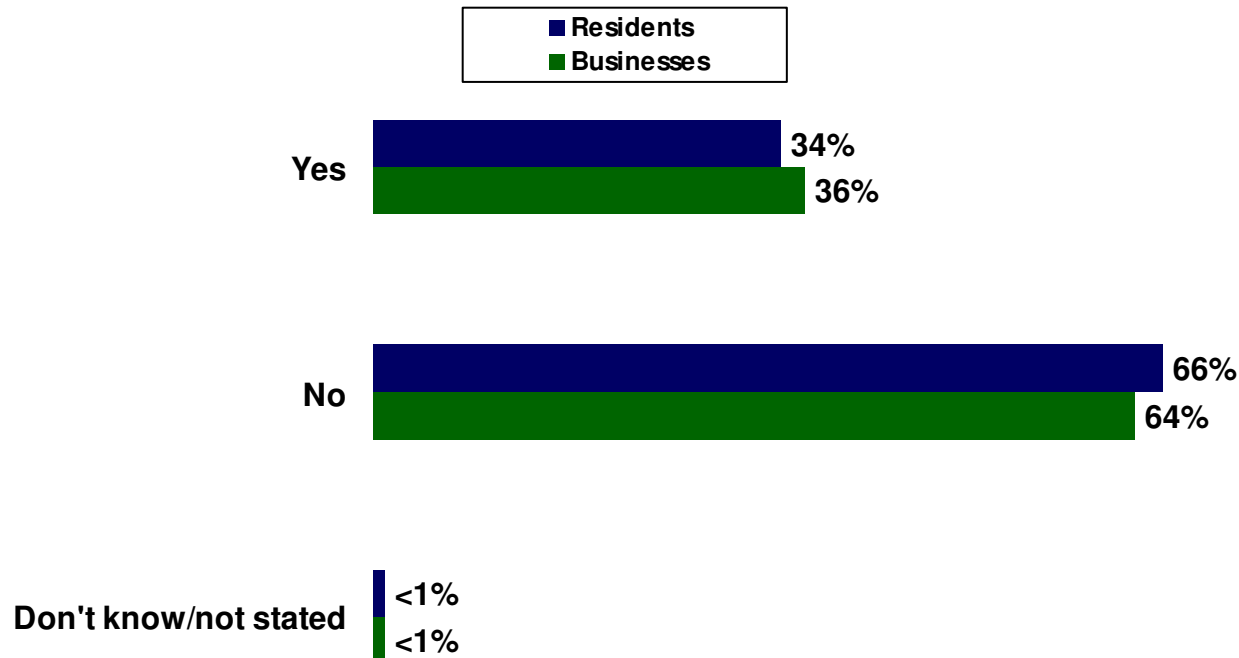


## Awareness of Capital Planning Process

***Residential Survey: / Business Survey: The City of Vancouver provides and maintains basic infrastructure including sewer and water systems; streets and bridges, pedestrian and bicycle routes and traffic control systems; parks; recreation, public safety and library buildings; and a range of social and cultural facilities. Maintaining and renewing this infrastructure and expanding it to meet growing demands is managed through a capital expenditure plan that outlines what will be done over the next three year period. As there is never enough funding to do everything, developing the plan requires difficult decisions about what can be done.***

***The City is currently developing its Capital Plan for 2009–2011. The proposed Capital Plan totals \$495 million, including \$160 million to maintain sewer and water systems and \$335 million to provide for other City infrastructure.***

***Prior to this survey, were you aware of the City's Capital Planning process?***



Base: All residential respondents (n=600)

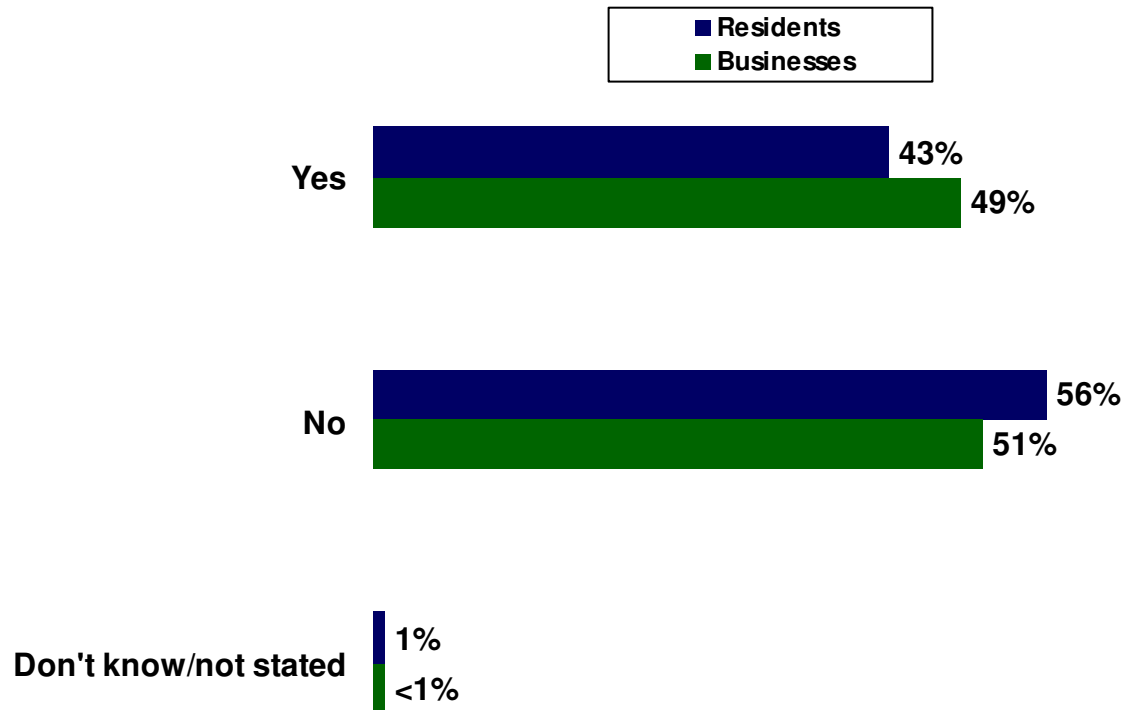
Base: All business respondents (n=300)



## Awareness of Funding Sources

***Residential Survey: / Business Survey: The City uses a variety of sources to pay for its Capital Plan. About 40% of the funding comes from a borrowing program. The annual property tax levy provides another 15%. Other sources include user fees, developer contributions and funding from senior governments and community partners.***

***Prior to this survey, were you aware of the funding sources used by the City to pay for its capital expenditures?***



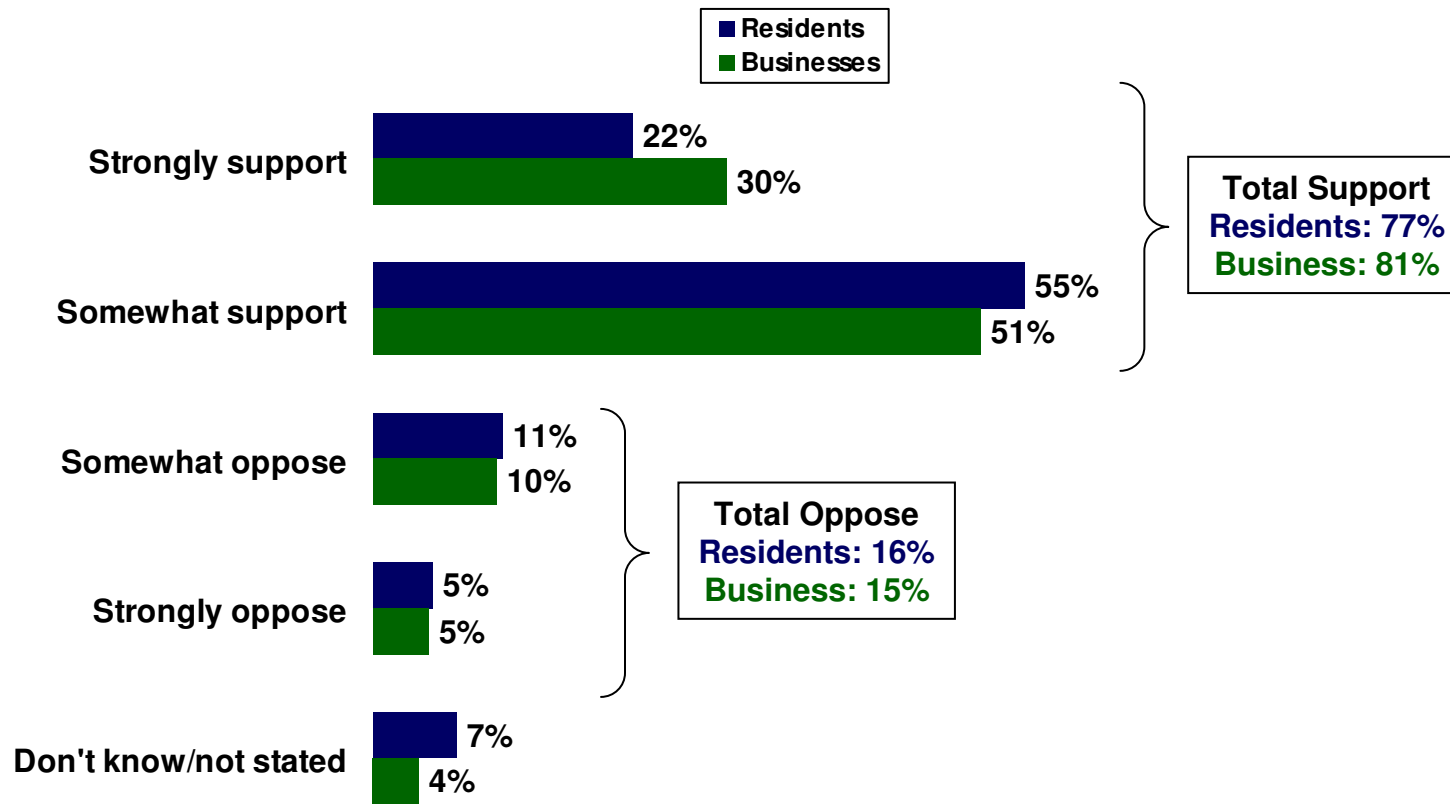
Base: All residential respondents (n=600)

Base: All business respondents (n=300)



# Support for Funding Strategy

***Residential Survey: / Business Survey: And do you support or oppose the funding strategy for the Capital Plan, being a combination of borrowing, current taxes, user fees and developer, senior government and community partner contributions?***



Base: All residential respondents (n=600)  
Base: All business respondents (n=300)





## Public works facilities are seen as adequate although there is a desire for increased funding in this area.

- ◆ The majority of residents and businesses agree that the City's provision of public works facilities has been adequate.
  - Residents: 69% adequate (not significantly different from August 2005).
    - Residential views are consistent across all geographic areas of the city.
  - Businesses: 67% adequate.
    - Businesses in the Southeast are the most likely to feel this way (79%, compared to a low of 58% among those in the Northwest).
  
- ◆ Despite these positive perceptions, the survey nonetheless indicates that funding in this area could be increased, which may suggest respondents have some concerns about how well these facilities will be able to meet future needs.
  - Residents: 46% would like to see public works funding increased. Another 49% say this should stay about the same and only 2% would like to see a decrease in funding. These results are unchanged from August 2005.
    - Those living in the Northwest are the most likely to say public works funding should be increased (56%, compared to a low of 41% among those in the Southwest).
  - Businesses: 52% would like to see public works funding increased. Another 45% say it should stay about the same and only 1% would like to see a decrease in funding.
    - Businesses' preference for increased public works funding is consistent across all geographic areas.

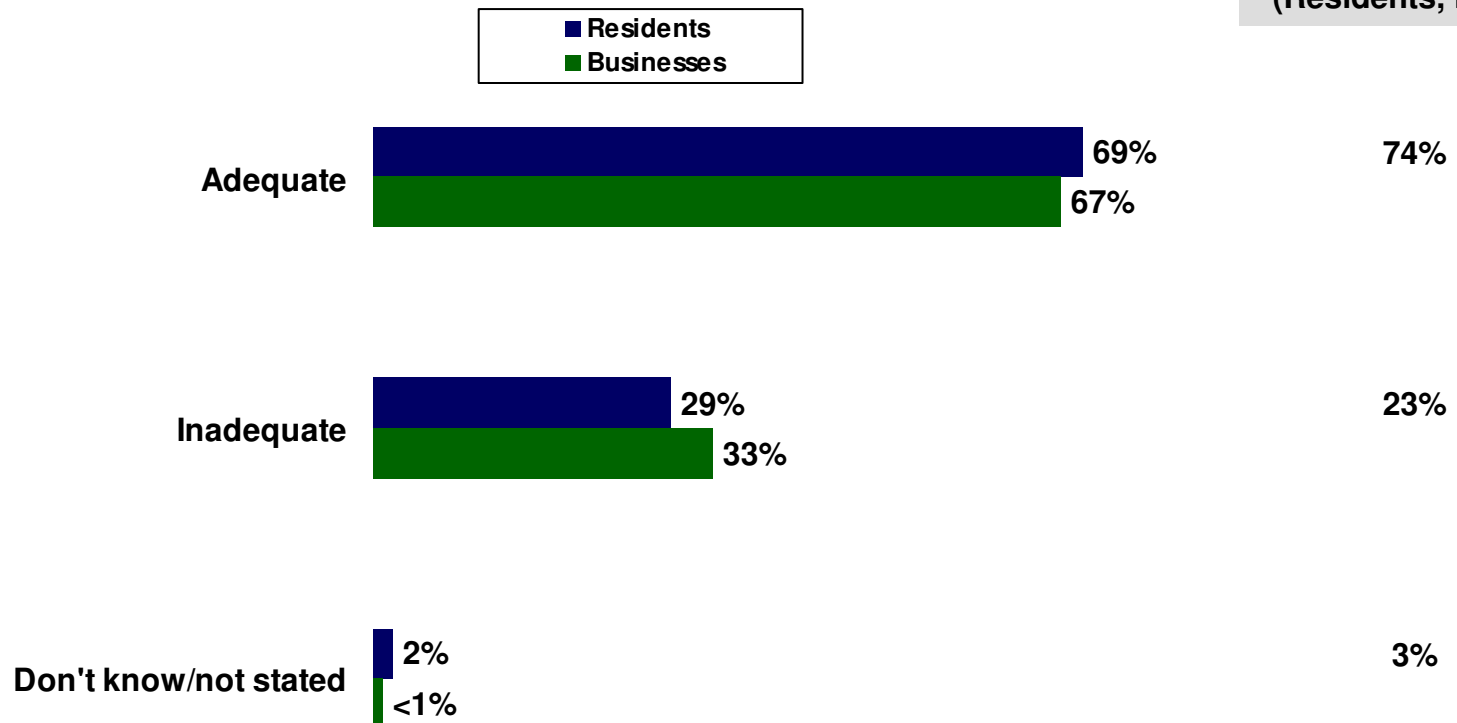


# Adequacy of Public Works Facilities

**Residential Survey: / Business Survey: Do you believe that facilities the City has provided in the past in this area have been adequate or inadequate?**

**Public works which includes expenditures to maintain, upgrade or replace streets, bridges, pedestrian and bicycle networks and sewers and water works.**

**Aug-2005  
(Residents, n=636)**



Base: All residential respondents (n=600)

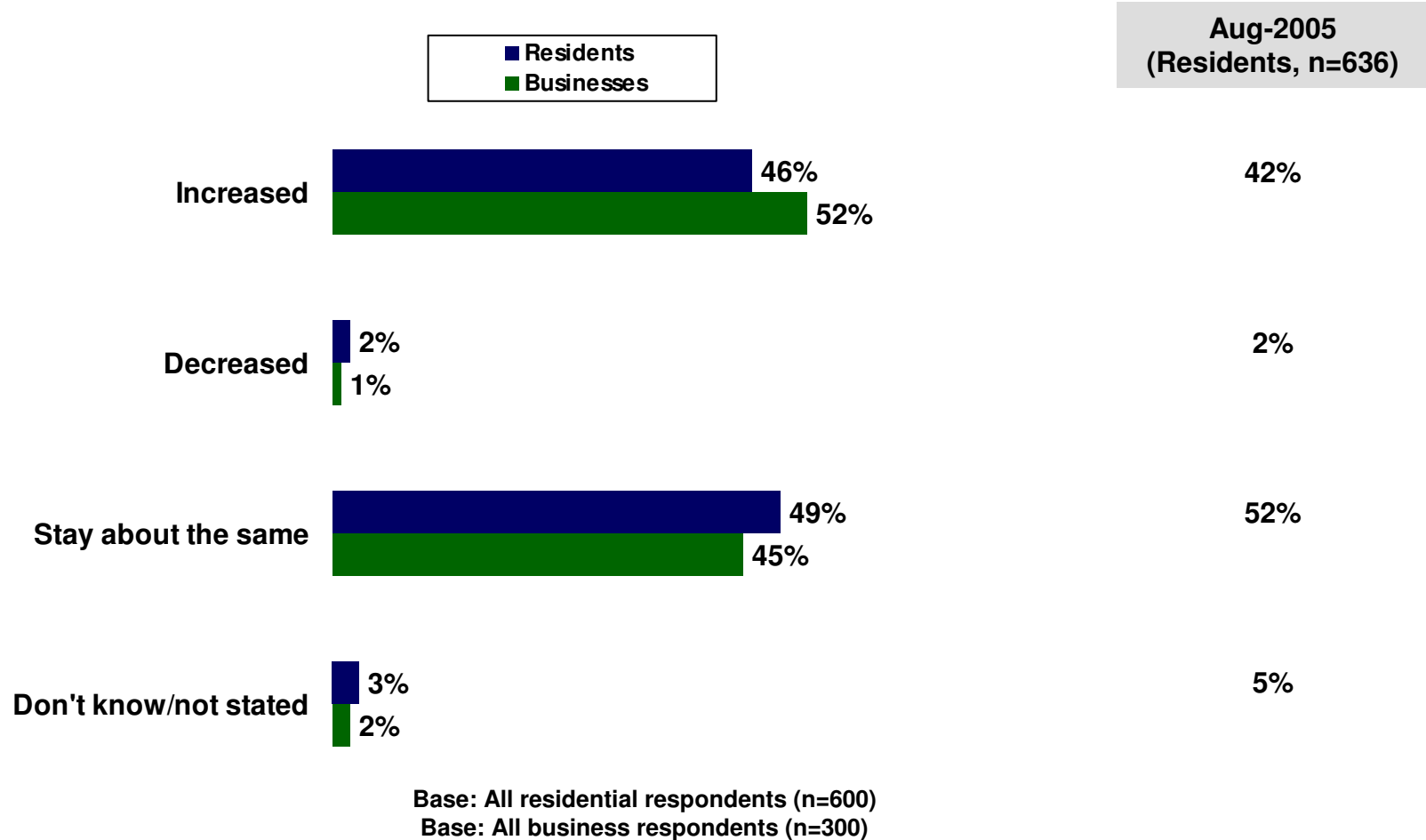
Base: All business respondents (n=300)



# Public Works Funding

Residential Survey: / Business Survey: And, do you think funding in this area should be ... ?

Public works which includes expenditures to maintain, upgrade or replace streets, bridges, pedestrian and bicycle networks and sewers and water works.





## Respondents say parks and recreation facilities are adequate and should be funded similar to previous years.

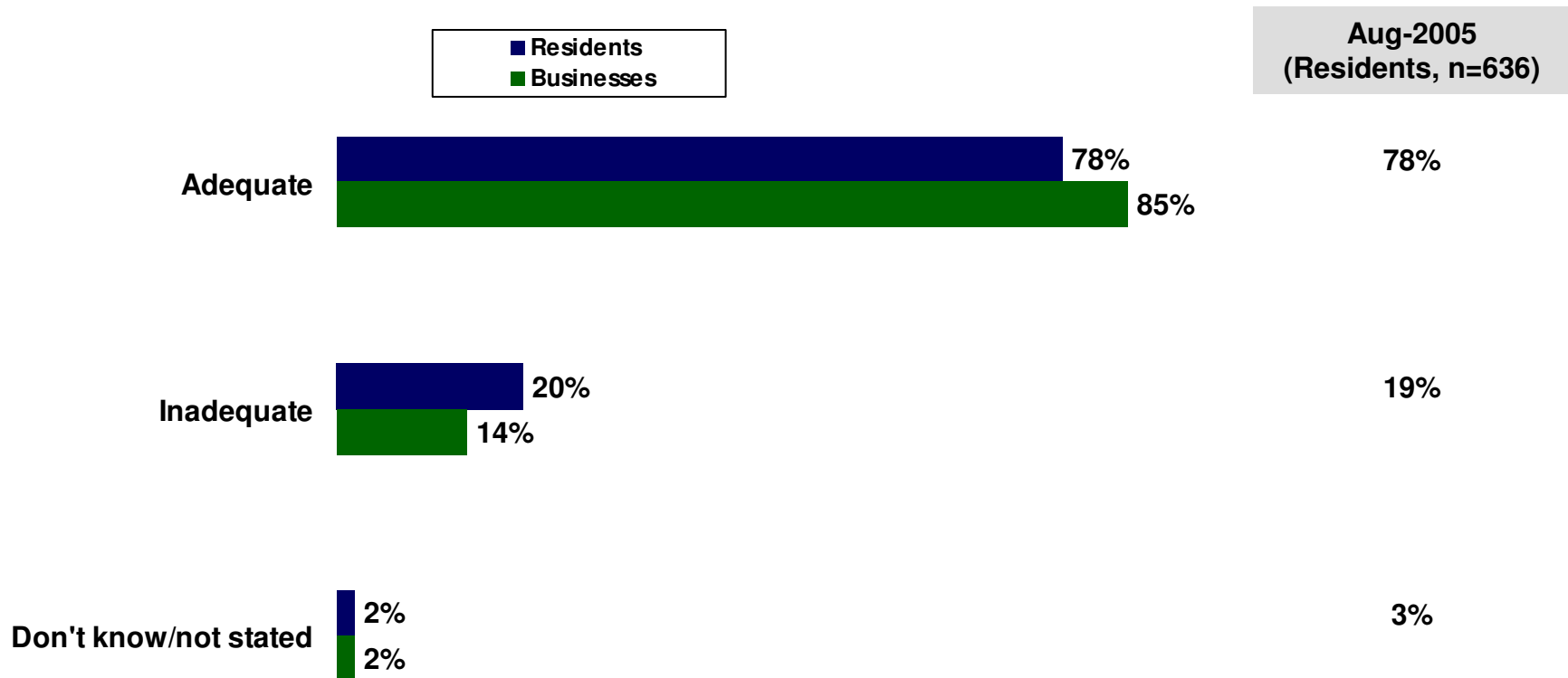
- ◆ While residents and businesses agree that the City's provision of parks and recreation facilities has been adequate, residents are less likely than businesses to feel this way.
  - Residents: 78% adequate (not significantly different from August 2005).
    - Residential views are consistent across all areas of the city.
  - Businesses: 85% adequate.
    - Businesses in the Southwest are the most likely to feel this way (95%, compared to a low of 79% among those in the West End/Downtown).
  
- ◆ The majority of residents and businesses think funding in this area should stay about the same as previous years. This sentiment is particularly strong among businesses (residents, on the other hand, are more likely than businesses to say funding should be increased).
  - Residents: 57% would like to see parks and recreation funding stay about the same. Another 37% say funding should be increased; this is down 6 points from August 2005 and suggests residents' tolerance for increased parks and recreation spending is lessening. Only 5% of residents this year say parks and recreation funding should be decreased.
    - Those living in the Southeast and Northeast are the most likely to say funding should be increased (43% and 42%, compared to a low of 25% in the West End/Downtown).
  - Businesses: 69% would like to see parks and recreation funding stay about the same, 27% increased, and 3% decreased.
    - Businesses' preference for increased parks and recreation funding is consistent across all geographic areas.



# Adequacy of Parks and Recreation Facilities

**Residential Survey: / Business Survey:** Do you believe that the facilities the City has provided in the past in this area have been adequate or inadequate?

*Parks and recreation facilities, including expenditures for maintaining, upgrading or developing new parks and community recreation centres.*



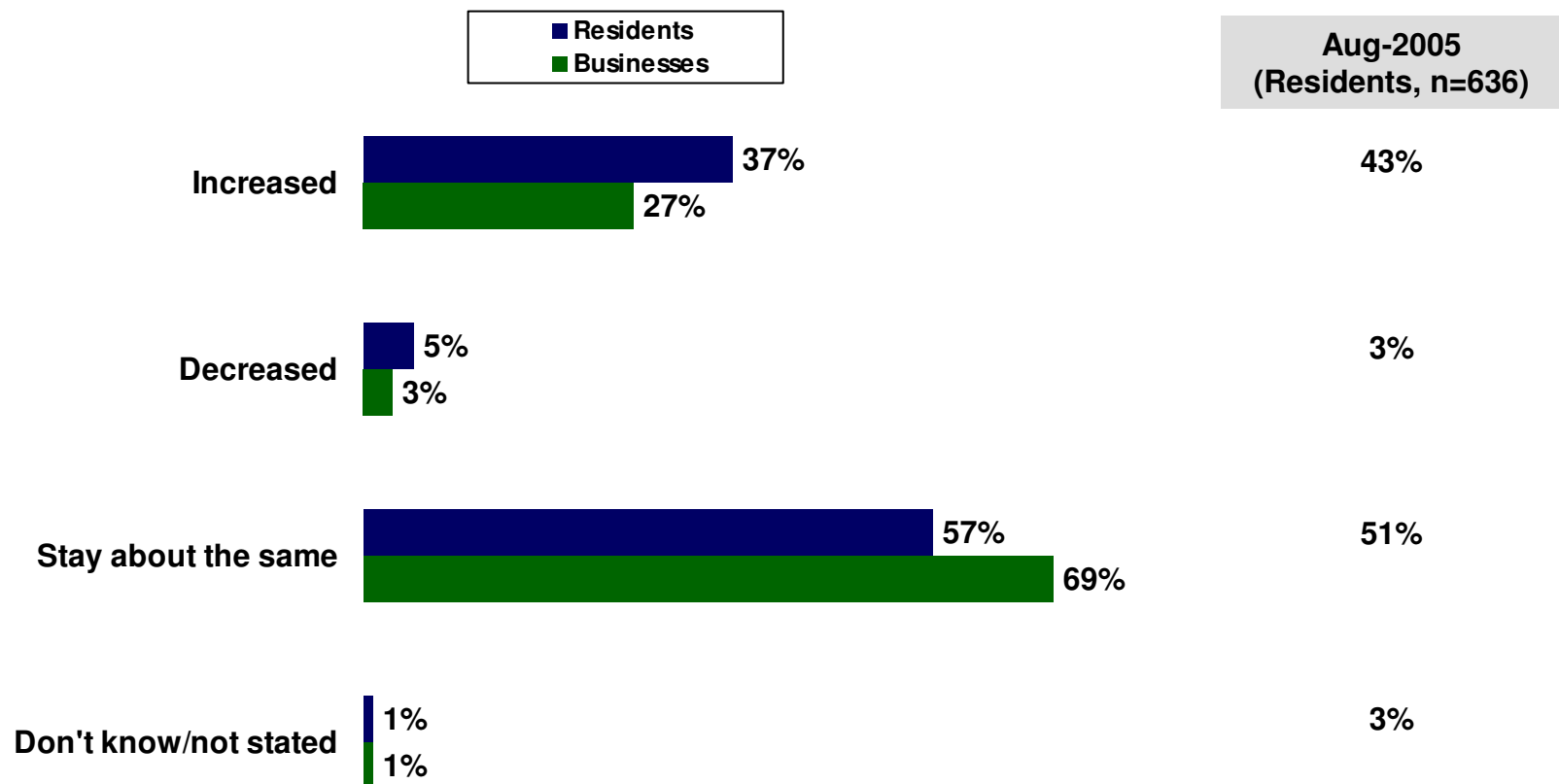
Base: All residential respondents (n=600)  
Base: All business respondents (n=300)



# Parks and Recreation Funding

**Residential Survey: / Business Survey: And, do you think funding in this area should be ... ?**

*Parks and recreation facilities, including expenditures for maintaining, upgrading or developing new parks and community recreation centres.*



Base: All residential respondents (n=600)  
Base: All business respondents (n=300)



## Residents and businesses have differing views on the adequacy of community services, although both agree that increased funding is needed.

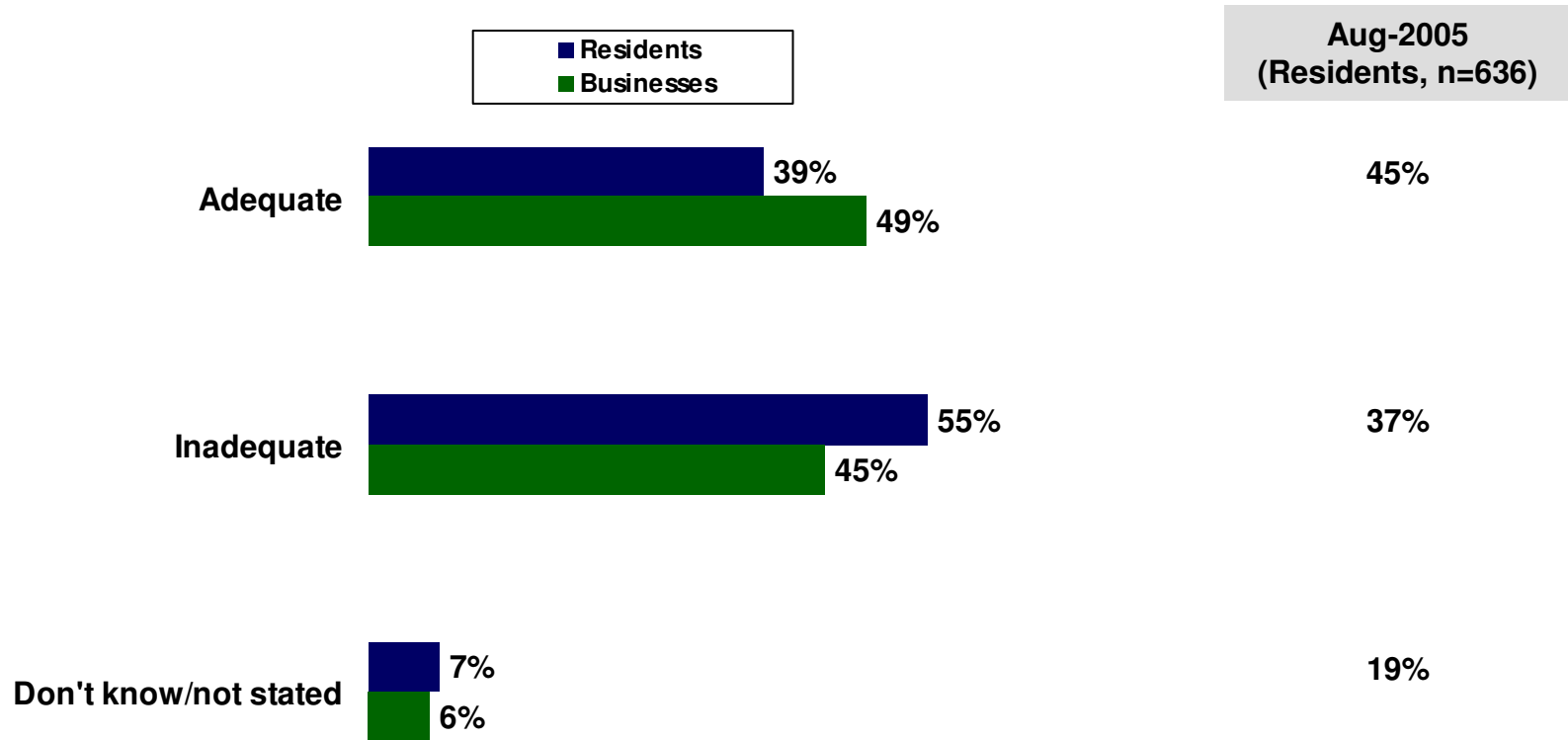
- ◆ When asked about the adequacy of the City's community services, 55% of residents say these have been inadequate compared to 39% saying adequate. The percentage saying these services are adequate has dropped 6 points from August 2005, indicating that perceptions of community services have declined over the past few years.
  - Those living in the Northeast are the most likely to say these are inadequate (70%, compared to lows of 47% in the Southwest and 48% in the Southeast).
  
- ◆ Businesses demonstrate a more mixed view of the City's community services, with 49% saying these have been adequate and 45% saying inadequate.
  - Businesses located in the West End/Downtown are the most likely to say these are inadequate (53%, compared to lows of 21% in the Southeast and 30% in the Southwest).
  
- ◆ While residents and businesses have differing views on the adequacy of community services, they agree that funding in this area should be increased. This sentiment is particularly strong among residents.
  - Residents: 65% would like to see community services funding increased, up 13 points from August 2005. Another 27% say this should stay about the same and only 4% would like to see a decrease in funding.
    - Those living in the Northeast and Northwest are the most likely to want an increase in funding (77% and 70%, compared to a low of 57% in the Southwest).
  - Businesses: 57% would like to see community services funding increased. Another 33% say this should stay about the same and only 7% would like to see a decrease in funding.
    - Those located in the West End/Downtown are the most likely to say community services funding should be increased (64%, compared to 38% in the Southeast).



# Adequacy of Community Services

**Residential Survey: / Business Survey: Do you believe that the services the City has provided in the past in this area have been adequate or inadequate?**

*Community services which includes expenditures on social, cultural, housing and child care facilities.*



Base: All residential respondents (n=600)

Base: All business respondents (n=300)

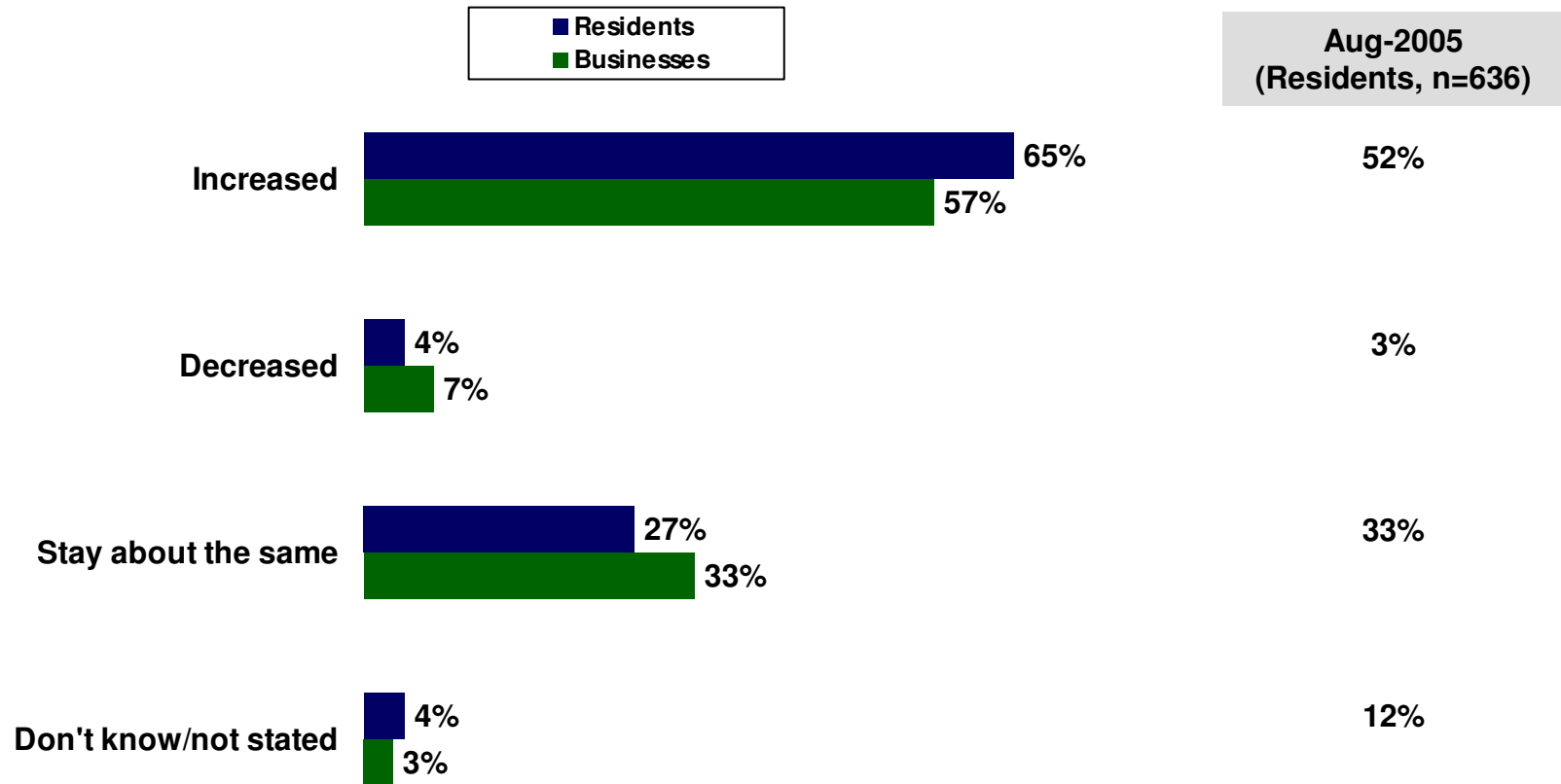




# Community Services Funding

Residential Survey: / Business Survey: And, do you think funding in this area should be ... ?

Community services which includes expenditures on social, cultural, housing and child care facilities.



Base: All residential respondents (n=600)

Base: All business respondents (n=300)



## Respondents say other civic facilities are adequate and should be funded similar to previous years.

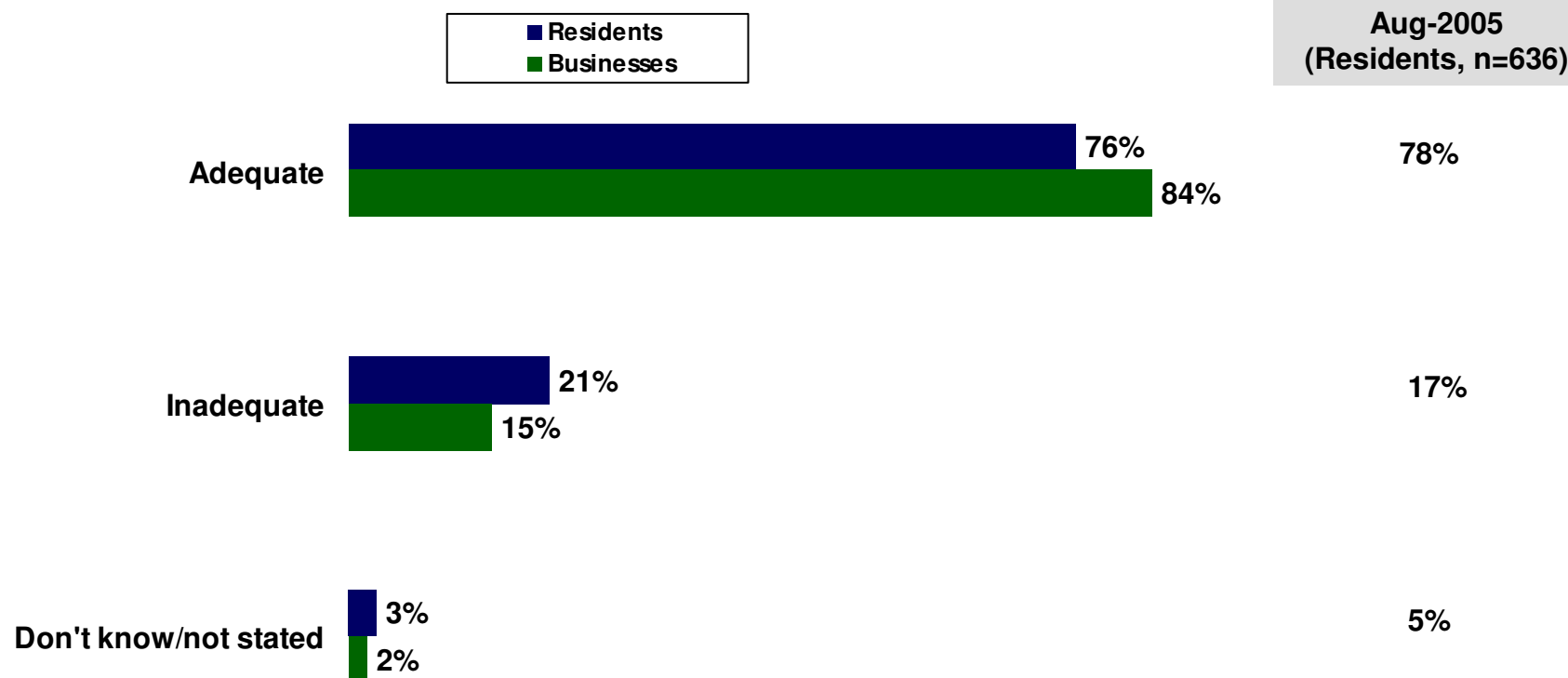
- ◆ While residents and businesses agree that the City's provision of other civic facilities has been adequate, residents are less likely than businesses to feel this way.
  - Residents: 76% adequate (not significantly different from August 2005).
  - Businesses: 84% adequate.
  - The percentage of residents and businesses saying the City's provision of these facilities has been adequate is consistent across all geographic areas.
  
- ◆ The majority of residents and businesses think funding in this area should stay about the same as previous years. This sentiment is particularly strong among businesses (residents, on the other hand, are more likely than businesses to say funding should be increased).
  - Residents: 58% would like to see funding for other civic facilities stay about the same. Another 37% say this should be increased while only 2% of residents say funding should be decreased. These findings are on par with August 2005.
    - Those living in the West End/Downtown are the most likely to say civic facilities funding should be increased (48%, compared to lows of 31% in the Northwest, 33% in the Southwest, and 34% in the Southeast).
  - Businesses: 64% would like to see funding for other civic facilities stay about the same, 30% increased, and 3% decreased.
    - Businesses located in the Northeast, West End/Downtown, and Southwest are the most likely to say funding should be increased (37%, 34%, and 33%, compared to a low of 14% in the Northwest).



# Adequacy of Other Civic Facilities

**Residential Survey: / Business Survey:** Do you believe that the facilities the City has provided in the past in this area have been adequate or inadequate?

*Other civic facilities such as theatres, libraries, fire halls and police stations.*



Base: All residential respondents (n=600)

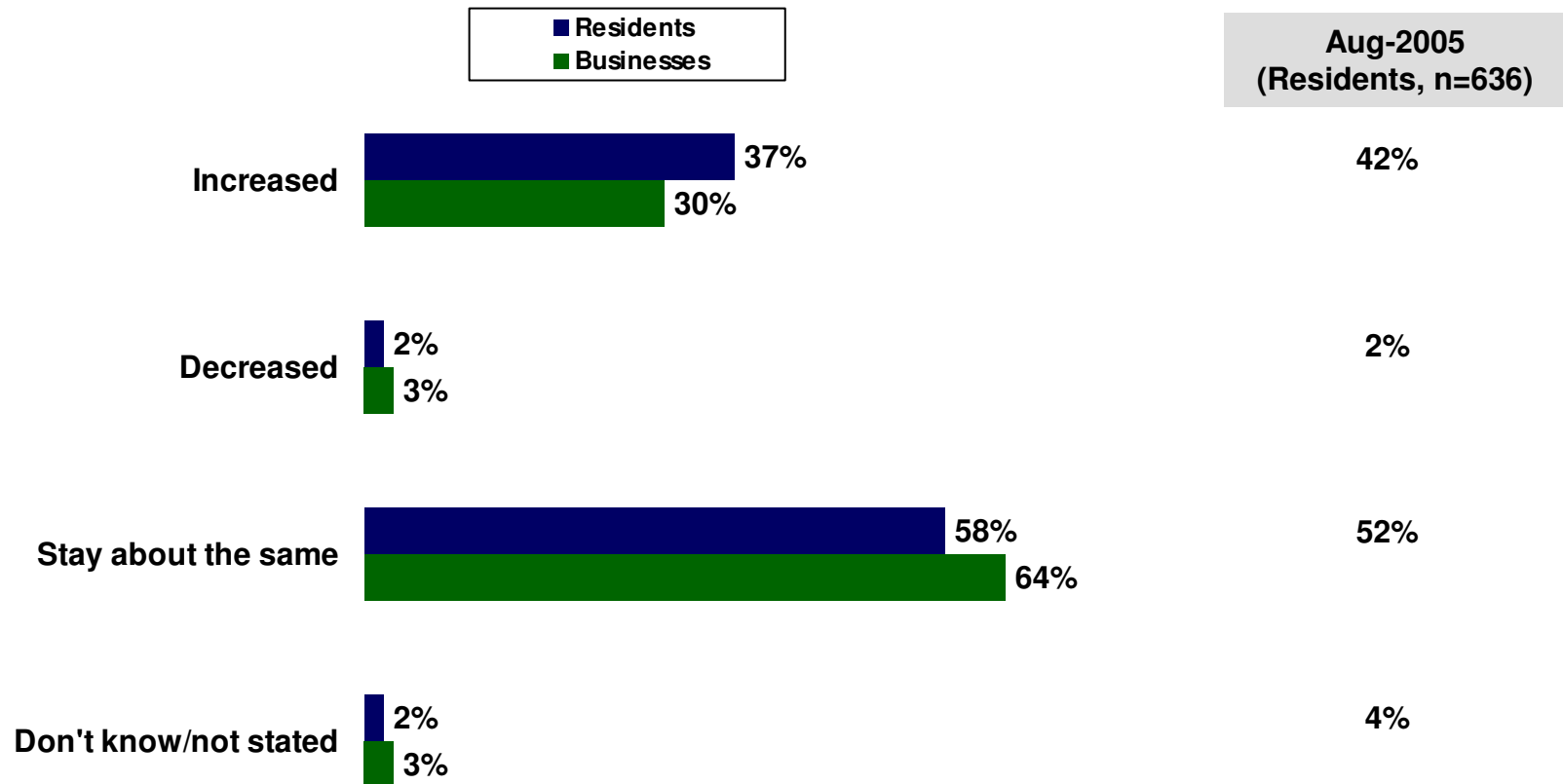
Base: All business respondents (n=300)



## Other Civic Facilities Funding

Residential Survey: / Business Survey: And, do you think funding in this area should be ... ?

*Other civic facilities such as theatres, libraries, fire halls and police stations.*



Base: All residential respondents (n=600)

Base: All business respondents (n=300)



## Residents and businesses emphasize different expenditure areas for the Capital Plan.

- ◆ When asked to rate the importance of specific expenditure areas on a scale of one to ten (where one means “not at all important” and 10 means “extremely important”), residents’ number one priority is “investing in Downtown Eastside revitalization initiatives to improve social and economic conditions and facilitate housing and job opportunities” (79% rate this as 7, 8, 9, or 10). The average score is 8.0 out of 10. The importance attached to this initiative is consistent with other survey results showing that social concerns top residents’ issue agenda.
  
- ◆ Other important expenditure areas include:
  - “Providing financial support for affordable housing” (73%, with an average score of 7.6);
  - “Enhancements to the street network to improve traffic flow and safety such as left turn bays, traffic calming measures, traffic signals and street lighting” (71%, with an average score of 7.5);
  - “Maintenance of pedestrian facilities including sidewalks and pedestrian traffic lights” (70% important, with an average score of 7.3);
  - “Maintenance of the street network including pavement, traffic controls and street lighting” (68% important, with an average score of 7.2);
  - “Development of expanded and new infrastructure to enhance access for pedestrians and bicycles” (64%, with an average score of 7.0);
  - “Building new social service, cultural and childcare facilities” (64%, with an average score of 6.9); and,
  - “Maintenance of City-owned buildings such as fire halls, recreation facilities, community service and cultural facilities and libraries” (64%, with an average score of 7.1).



## Residents and businesses emphasize different expenditure areas for the Capital Plan (cont'd).

- ◆ Residents are split as to the importance of:
  - “Acquiring new park sites and developing park space in park deficient neighbourhoods” (52%, with an average score of 6.5); and,
  - “Maintenance of non-City owned facilities such as cultural, community and childcare facilities” (51%, with an average score of 6.3).
  
- ◆ Residents attach even less importance to:
  - “Building new recreation facilities, including community centres, ice rinks or pools” (40%, with an average score of 5.8); and,
  - “Adding new library branches to the system” (32%, with an average score of 5.3).
  
- ◆ Comparison to the August 2005 data shows some shifts in residents’ priorities.
  - Areas that have *increased* in importance this year include “providing financial support for affordable housing”, “development of expanded and new infrastructure to enhance access for pedestrians and bicycles”, “maintenance of City-owned buildings such as fire halls, recreation facilities, community service and cultural facilities and libraries”, and “maintenance of non-City owned facilities such as cultural, community and childcare facilities”.
  - Areas that have *decreased* in importance this year include “maintenance of the street network including pavement, traffic controls and street lighting”, “building new recreation facilities, including community centres, ice rinks or pools”, and “adding new library branches to the system”.



## Residents and businesses emphasize different expenditure areas for the Capital Plan (cont'd).

- ◆ These results are different from what is reported by businesses, who attach the greatest priority to transportation-related issues. This is consistent with other survey results showing that transportation tops businesses' issue agenda.
- ◆ According to businesses, the most important expenditure areas are:
  - “Enhancements to the street network to improve traffic flow and safety such as left turn bays, traffic calming measures, traffic signals and street lighting” (75% provide a rating of 7, 8, 9, or 10, with an average rating of 7.6);
  - “Maintenance of the street network including pavement, traffic controls and street lighting” (73%, with an average rating of 7.5);
  - “Investing in Downtown Eastside revitalization initiatives to improve social and economic conditions and facilitate housing and job opportunities” (71%, with an average rating of 7.7);
  - “Maintenance of pedestrian facilities including sidewalks and pedestrian traffic lights” (65%, with an average rating of 7.1);
  - “Providing financial support for affordable housing” (60%, with an average rating of 6.8); and,
  - “Development of expanded and new infrastructure to enhance access for pedestrians and bicycles” (57%, with an average rating of 6.7).



## Residents and businesses emphasize different expenditure areas for the Capital Plan (cont'd).

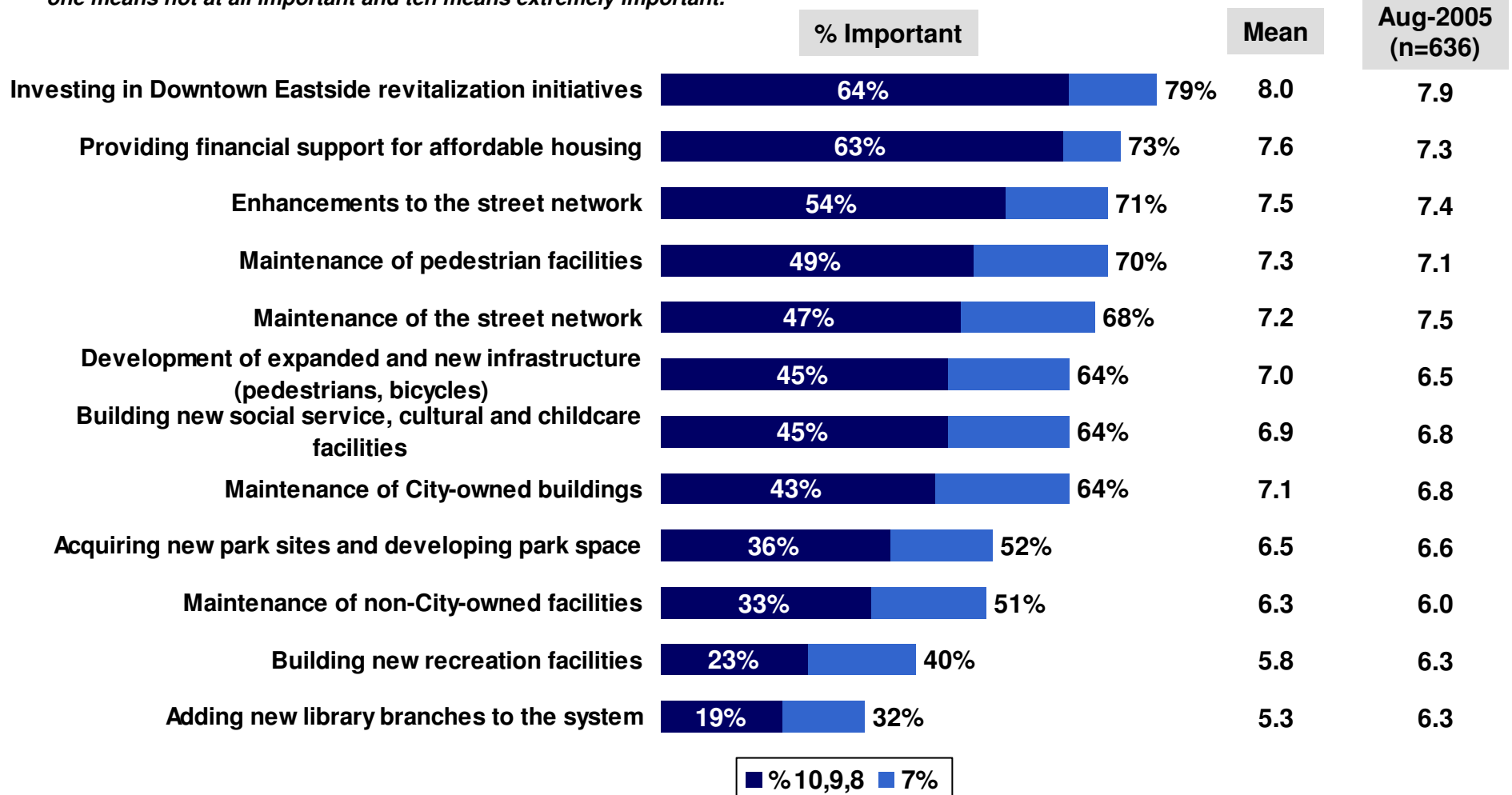
- ◆ Businesses are split as to the importance of:
  - “Building new social service, cultural and childcare facilities” (55%, with an average rating of 6.5); and,
  - “Maintenance of City-owned buildings such as fire halls, recreation facilities, community service and cultural facilities and libraries” (53%, with an average rating of 6.6).
  
- ◆ Businesses attach even less importance to:
  - “Acquiring new park sites and developing park space in park deficient neighbourhoods” (42%, with an average rating of 5.9);
  - “Maintenance of non-City owned facilities such as cultural, community and childcare facilities” (42%, with an average rating of 5.8);
  - “Building new recreation facilities, including community centres, ice rinks or pools” (40%, with an average rating of 5.6); and,
  - “Adding new library branches to the system” (25%, with an average rating of 4.9).
  
- ◆ Closer analysis of the survey results shows that while residents and businesses top priorities for capital expenditures vary, their views are aligned when it comes to those deemed least important overall.





## Important Expenditure Areas (Residents)

**Residential Survey:** Please rate the importance to you of each of the following specific expenditure areas on a scale of one to ten, where one means not at all important and ten means extremely important.

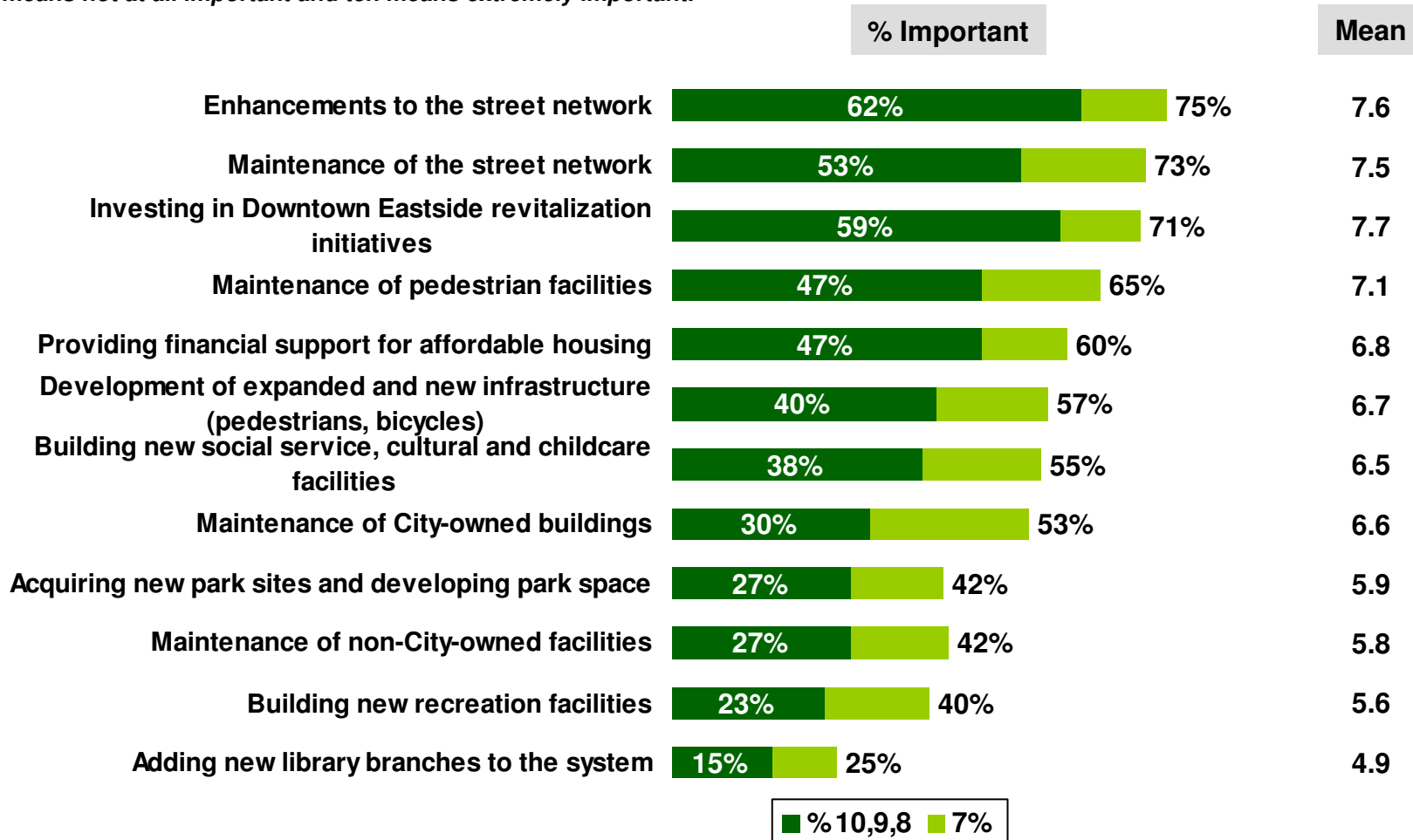


Base: All residential respondents (n=600)



## Important Expenditure Areas (Businesses)

**Business Survey:** Please rate the importance to you of each of the following specific expenditure areas on a scale of one to ten, where one means not at all important and ten means extremely important.



Base: All business respondents (n=300)



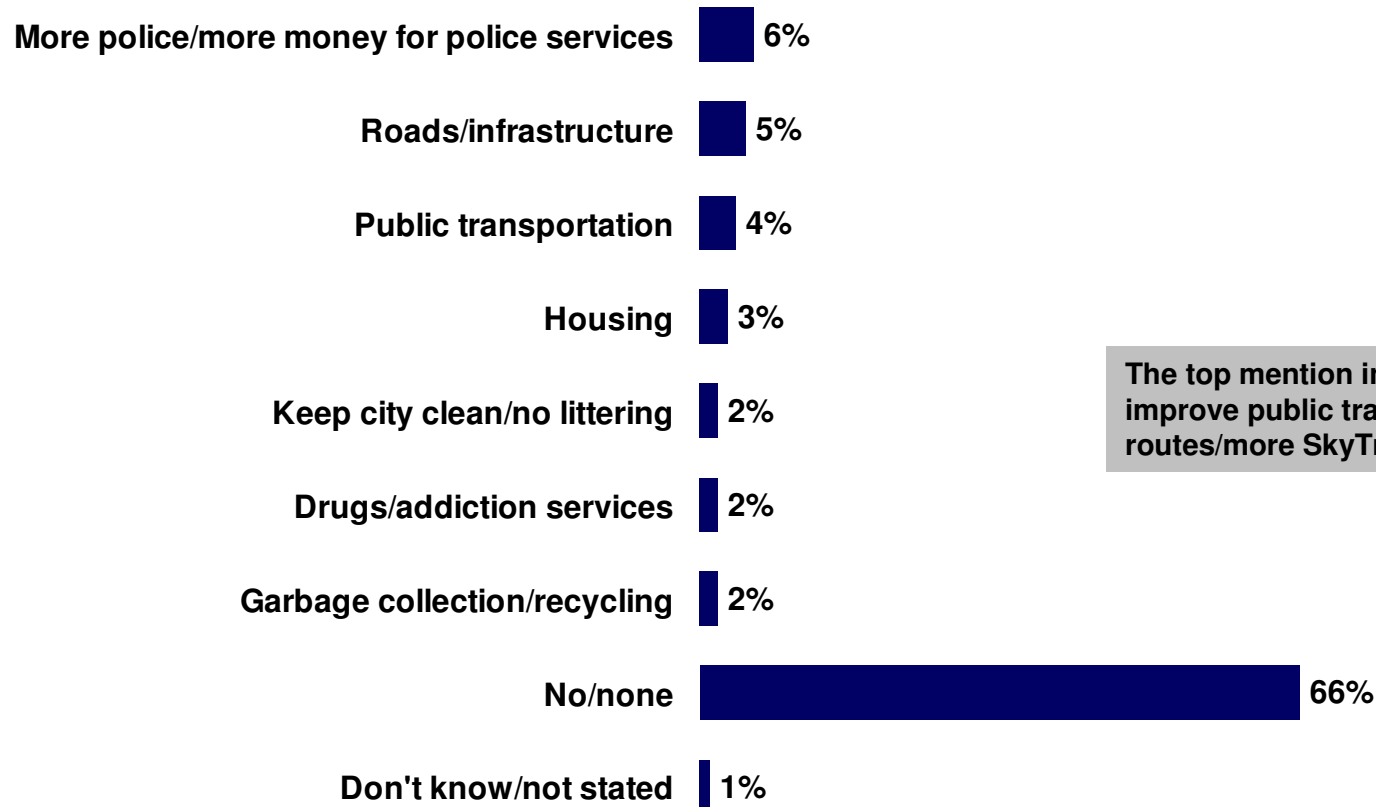
## The majority of residents and businesses are unable to identify any other major capital expenditure areas not already mentioned in the survey.

- ◆ When asked for other major capital expenditure areas that they consider important priorities to include in the Capital Plan, 66% of residents and 72% of businesses say they have no other suggestions.
- ◆ Of the few suggestions that are mentioned, “more police/more money for police services” rises to the top among both residents (6%) and businesses (7%). This may speak to respondents’ concerns about crime noted earlier in the survey.
- ◆ In August 2005, residents’ top suggestion for other important priorities was “improve public transit/more buses/more routes/more SkyTrain” (5%).



## Other Important Priorities (Residents)

**Residential Survey:** Are there any other major capital expenditure areas that I have not mentioned that you consider important priorities to be included in the Capital Plan? Anything else?



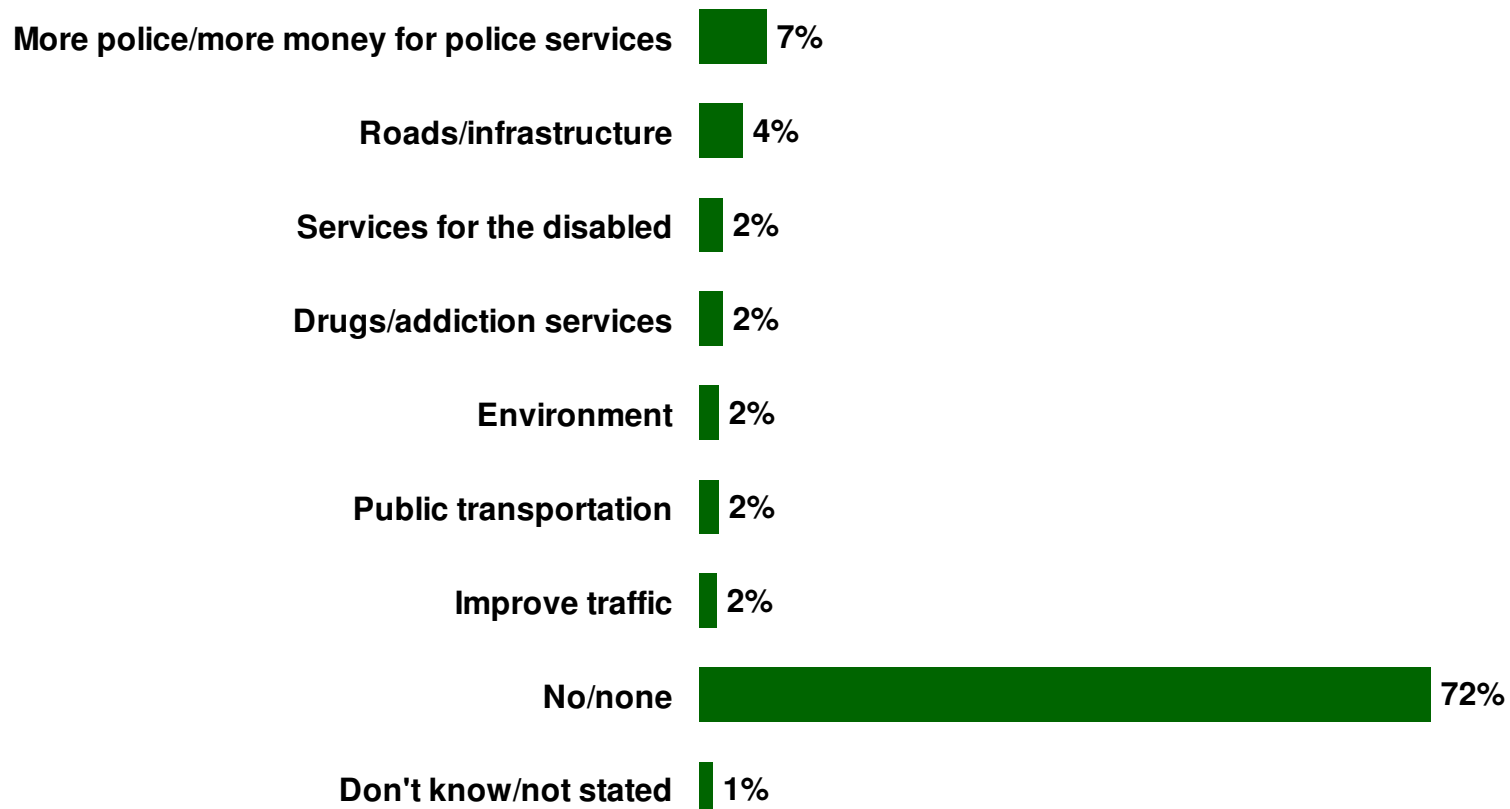
The top mention in Aug-2005 (n=636) was improve public transit/more buses/more routes/more SkyTrain (5%).

Base: All residential respondents (n=600)



## Other Important Priorities (Businesses)

***Business Survey:*** Are there any other major capital expenditure areas that I have not mentioned that you consider important priorities to be included in the Capital Plan? Anything else?



Base: All business respondents (n=300)



## Most residents and businesses support the allocation of money in the Capital Plan.

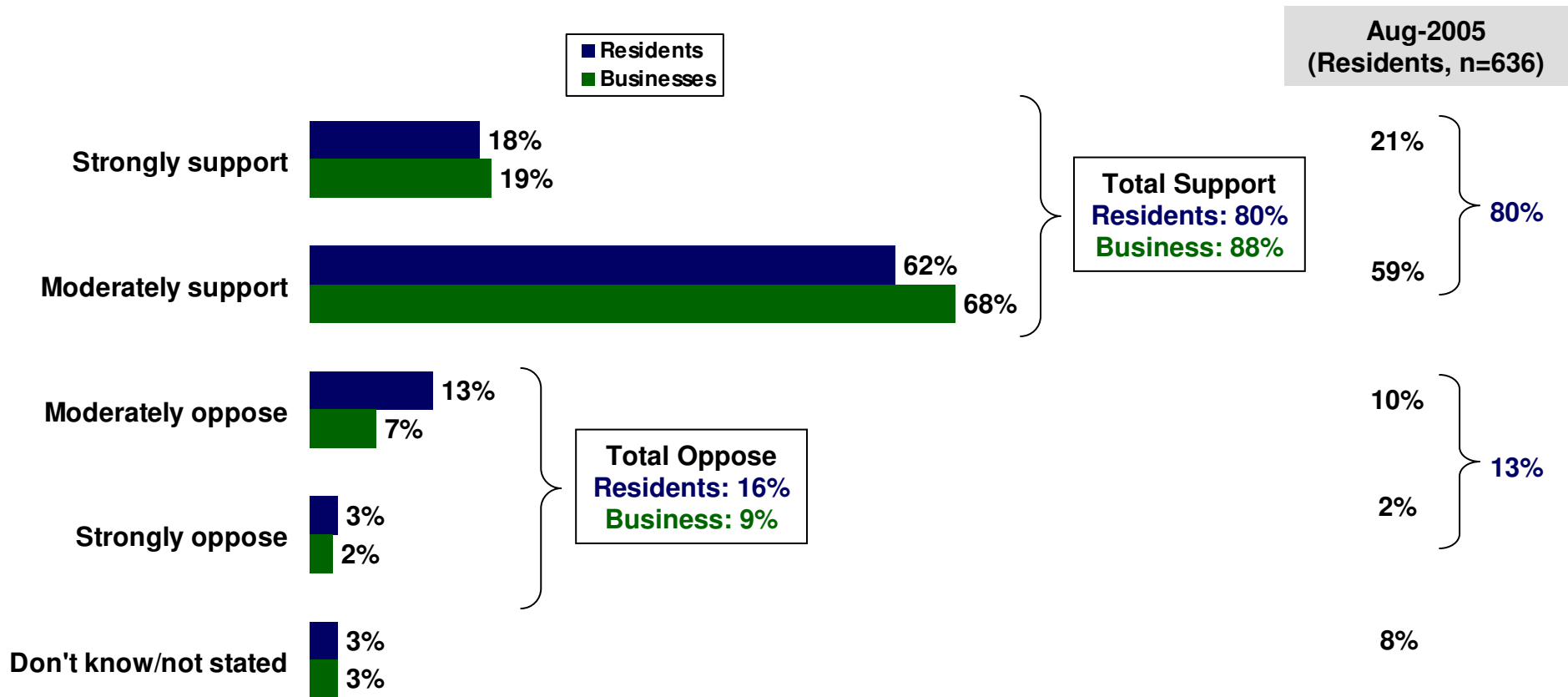
- ◆ The majority of residents and businesses support how money is allocated in the Capital Plan, with approximately 75% of funding going towards maintenance and 25% going towards upgraded or new services and facilities to increase service levels. Support is higher among businesses than residents.
  - Residents: 80% support (18% “strongly support”). This is unchanged from August 2005.
    - Residential support is consistent across all geographic areas of the City.
  - Businesses: 88% support (19% “strongly support”).
    - Businesses located in the Northeast are the most likely to support how money is allocated (94%, compared to a low of 77% among those in the Southwest).
- ◆ A total of 16% of residents and 9% of businesses are opposed to the current allocation of money in the Capital Plan.
- ◆ When these respondents were asked how they think capital expenditures should be allocated, the survey shows a preference for a more even distribution of funding between maintenance and upgraded or new services and facilities. This opinion is expressed by both residents and businesses.
  - Residents who are opposed to the current allocation say an average of 53% should go towards maintaining existing infrastructure and 47% should go towards upgraded or new services and facilities. This is consistent with the August 2005 survey.
  - Businesses who are opposed to the current allocation say an average of 52% should go towards maintaining existing infrastructure and 48% should go towards upgraded or new services and facilities.



# Support for Allocation Policy

**Residential Survey: / Business Survey:** Maintenance of existing infrastructure and facilities is the highest priority for capital expenditures, and new services and facilities is a lower priority. Recent Capital Plans have allocated approximately 75% of their funding to maintenance and 25% to upgraded or new services and facilities to increase service levels.

Overall, do you generally support or oppose how money is allocated in the Capital Plan?

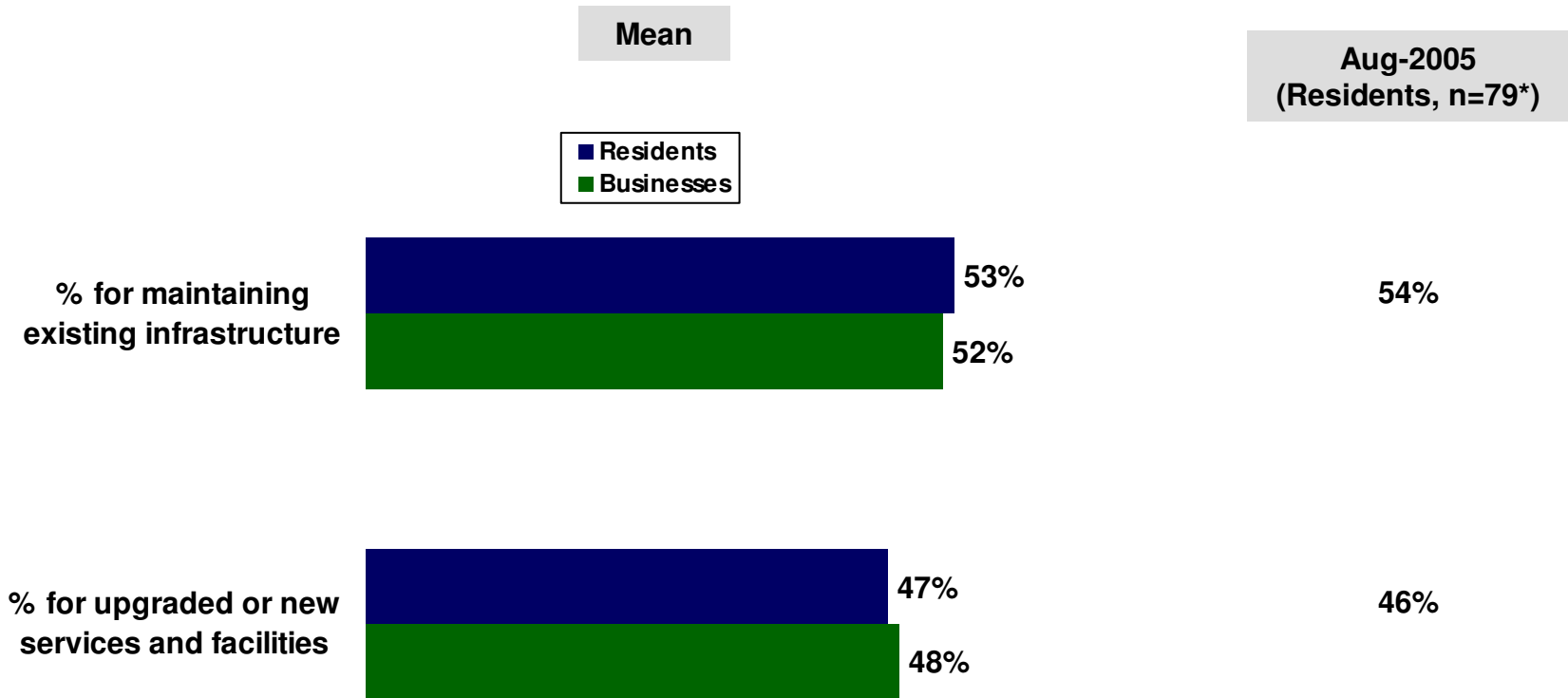


Base: All residential respondents (n=600)  
Base: All business respondents (n=300)



# Allocation Preference

***Residential Survey: / Business Survey: How do you think the capital expenditures should be allocated?***



Base: Residential respondents who oppose how money is allocated in the Capital Plan (n=98\*)

Base: Business respondents who oppose how money is allocated in the Capital Plan (n=28\*\*)

*Tracking data is not directly comparable due to slight differences in question wording.*

*\*Small base size, interpret with caution.*

*\*\*Extremely small base size, interpret with extreme caution.*





## Most also support the proposed 1.5% tax increase.

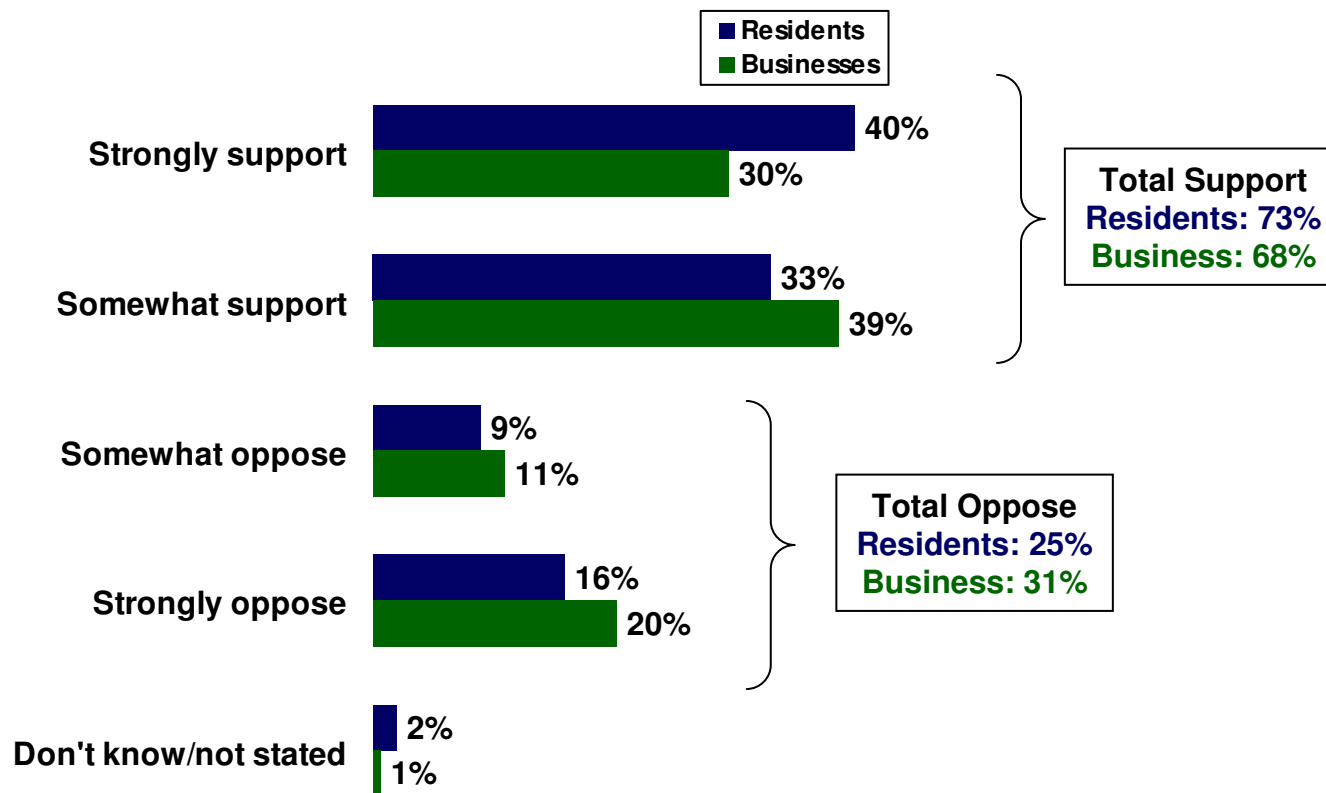
- ◆ The majority of residents and businesses support the proposal to raise taxes by 1.5% per year to maintain and upgrade City infrastructure and facilities. The intensity of support is also relatively high, particularly among residents.
  - Residents: 73% support (40% “strongly support”).
    - Residential support is highest among those living in the West End/Downtown (86%, compared to lows of 67% in the Northwest, 68% in the Southeast, and 74% in the Northeast).
    - Residents with household incomes of at least \$40,000 are also more likely to support the proposed tax increase (includes 81% of those earning \$80,000 or more and 79% of those earning \$40,000 to less than \$80,000, compared to 66% of those earning less than \$40,000).
  - Businesses: 68% support (30% “strongly support”).
    - Business support is highest among those located in the West End/Downtown (79%, compared to a low of 56% among those in the Southeast).



## Support for Tax Increase

**Residential Survey:** If the proposed Capital Plan is approved by Council, the impact on property taxes is estimated at 1.5% per year for three years. For a residential property valued at \$850,000, this represents an increase of approximately \$30 per year. Do you support or oppose the proposal to raise taxes by 1.5% per year to maintain and upgrade City infrastructure and facilities?

**Business Survey:** If the proposed Capital Plan is approved by Council, the impact on property taxes is estimated at 1.5% per year for three years. For a business property valued at \$850,000, this represents an increase of approximately \$125 per year. Do you support or oppose the proposal to raise taxes by 1.5% per year to maintain and upgrade City infrastructure and facilities?



Base: All residential respondents (n=600)  
Base: All business respondents (n=300)



## Should additional expenditure areas arise, respondents would rather see existing projects cut out of the Plan than pay more in property taxes.

- ◆ If the Capital Plan had to accommodate additional expenditure areas, 53% of residents would prefer to “cut existing projects out of the Plan” compared to 39% opting to “pay more property taxes in order to increase the funding in the Plan”.
  - Residents living in the Southeast are the most likely to say cut existing projects out of the Plan (65%, compared to lows of 38% in the West End/Downtown, 45% in the Northwest, and 46% in the Northeast).
  - Differences in opinion are also seen depending on whether or not residents plan on voting in the November 2008 election. While those who do not plan on voting demonstrate a clear preference for cutting projects out of the Plan (64% versus 24% saying pay more taxes), those who do plan on voting demonstrate a more mixed view (50% say cut projects out of the Plan and 42% say pay more taxes).
  
- ◆ This preference is even more pronounced among businesses, with 66% saying “cut existing projects out of the Plan” and 29% saying “pay more property taxes in order to increase the funding in the Plan”.
  - Businesses’ greater reluctance to pay more property taxes may in part reflect their concerns around taxation/government spending noted earlier in the survey.
  - Businesses located in the Southwest are the most likely to say cut existing projects out of the Plan (77%, compared to a low of 57% in the West End/Downtown).



## Parks and recreation facilities top the list of projects to be cut, followed by other civic facilities.

- ◆ While the survey shows respondents would prefer to see existing projects cut out of the Plan rather than paying more taxes, the question is, what areas of spending would respondents cut?
- ◆ Residents and businesses agree that if funding in the Plan were reduced, the first area that should be cut is “parks and recreation facilities”, garnering 64% of total mentions among residents and 69% of total mentions among businesses.
- ◆ Following parks and recreation, respondents would then cut spending on “other civic facilities” (47% total mentions among residents and 52% total mentions among businesses).
- ◆ Residents are split as to whether “public works” (33% total mentions) or “community services” (32% total mentions) should be cut next.
- ◆ However, businesses demonstrate a clear preference for cutting “community services” (37% total mentions) over “public works” (25% total mentions).
- ◆ Closer analysis of the data shows some demographic differences.
  - Residents: Those living in the Southwest are much more likely to opt for cutting community services (45% total mentions, compared to 21% in the Northeast, 29% in the Southeast, and 30% in the Northwest).
  - Businesses: Those located in the West End/Downtown are more likely to opt for cutting other civic facilities (67%, compared to 33% in the Southeast, 44% in the Northeast, and 44% in the Northwest). Those in the Southeast and Northeast are more likely than those in the West End/Downtown to opt for cutting community services (50%, 45%, and 28%, respectively). Northeast respondents are also more likely than those in the Southwest to opt for cutting public works (30% and 13%, respectively).



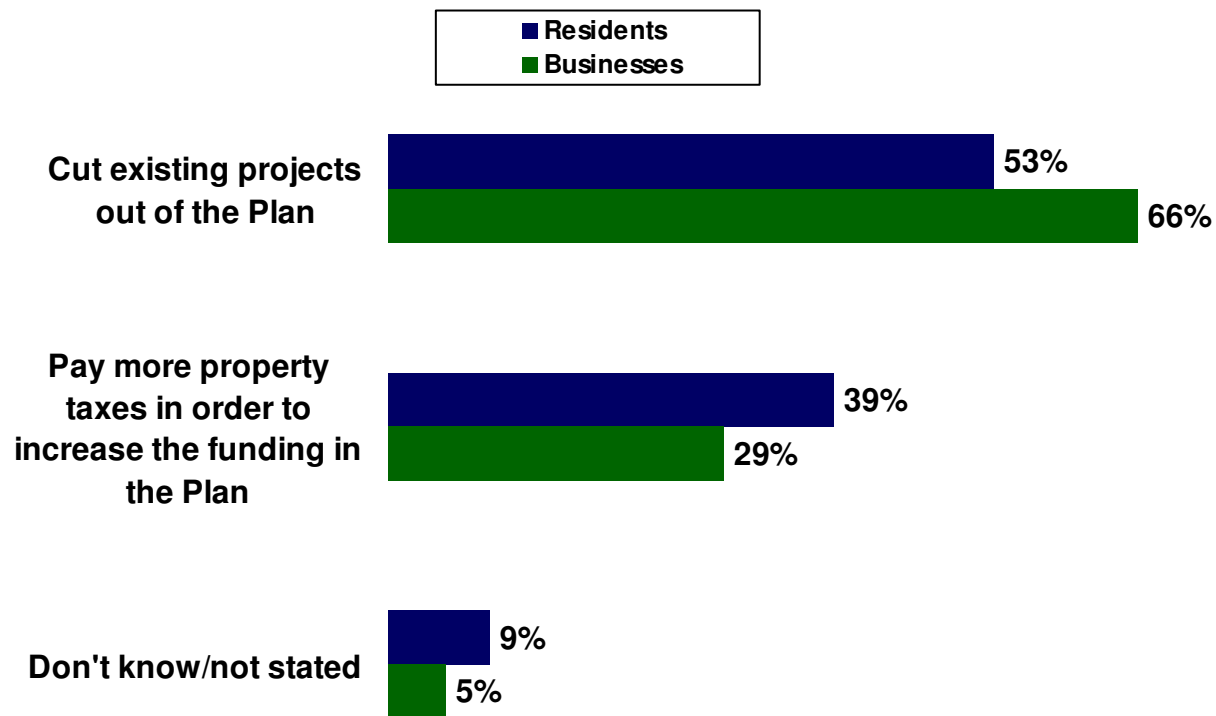
## Residents are willing to shoulder a larger tax increase than are businesses.

- ◆ If the amount of funding in the Plan were to be increased to accommodate additional expenditures, the maximum percent increase in property taxes that residents would be willing to pay is 2.6% (average).
- ◆ This is higher than the maximum tax increase businesses are willing to shoulder, which stands at 2.2% (average).
  - Businesses' lower tolerance for tax increases is consistent with other survey results showing that taxation/government spending is much more of a concern for businesses than residents, as well as results showing that businesses are less likely to opt for paying more in taxes should the Capital Plan need to accommodate additional expenditure areas.



# Cutting Projects Versus Paying More Property Taxes

*Residential Survey: / Business Survey: If the Capital Plan had to accommodate additional expenditures areas, would you prefer to ... or to ... ?*



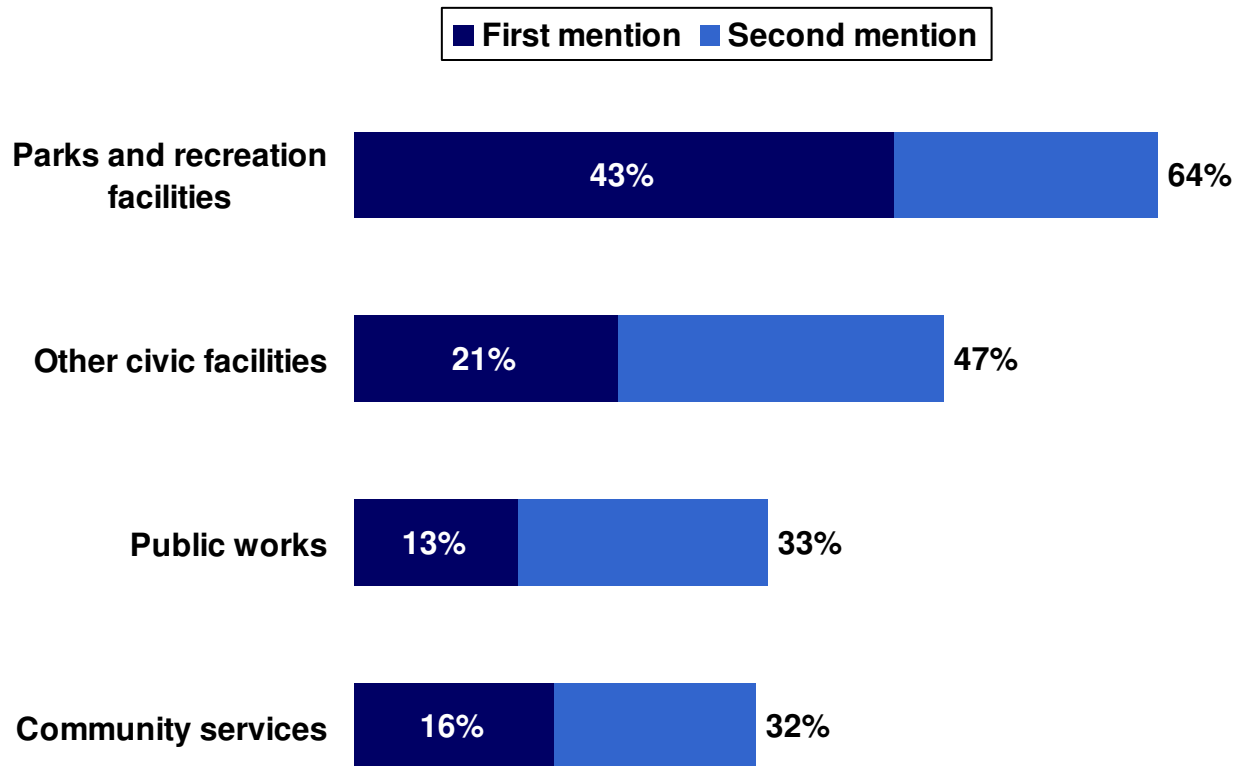
Base: All residential respondents (n=600)

Base: All business respondents (n=300)



## Spending Cuts (Residents)

**Residential Survey:** *If Council decided to reduce the funding in the Plan, which one of the following areas of spending would you cut first? And which one would you cut next?*

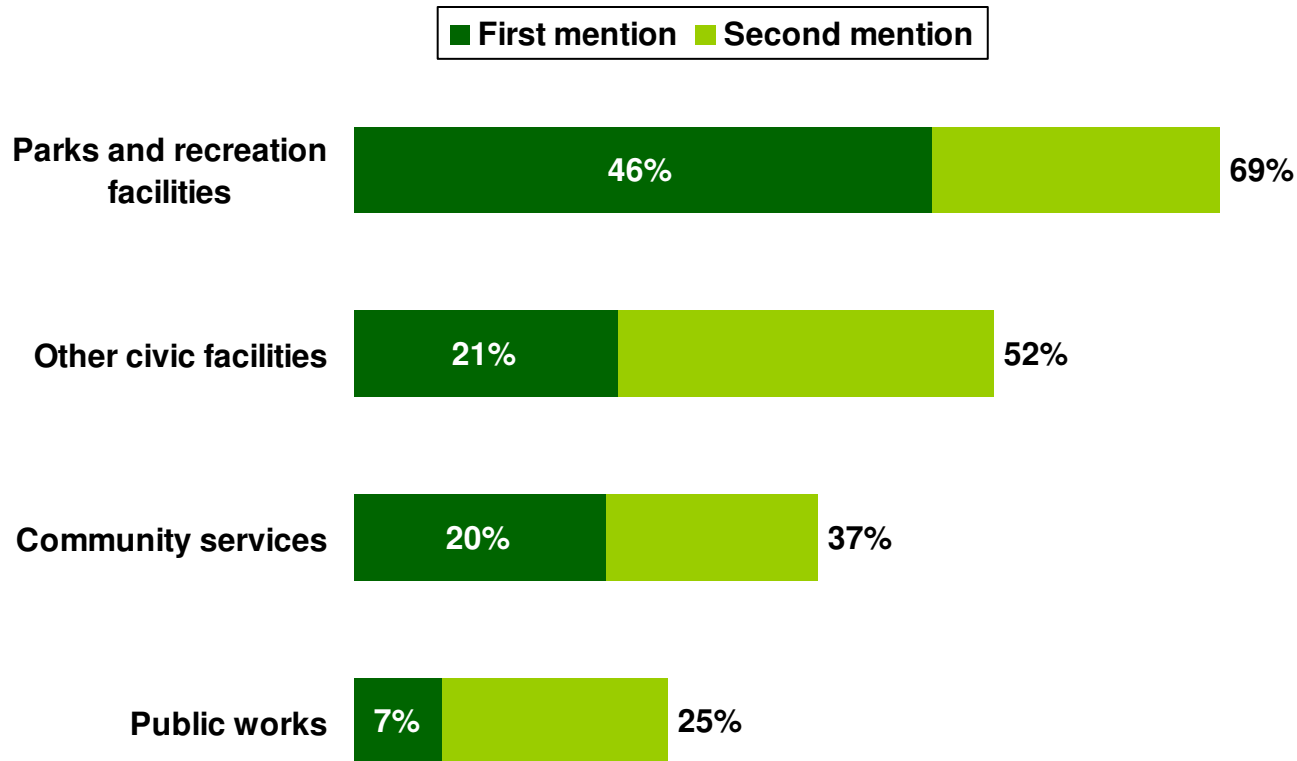


Base: All residential respondents (n=600)



## Spending Cuts (Businesses)

**Business Survey:** If Council decided to reduce the funding in the Plan, which one of the following areas of spending would you cut first? And which one would you cut next?



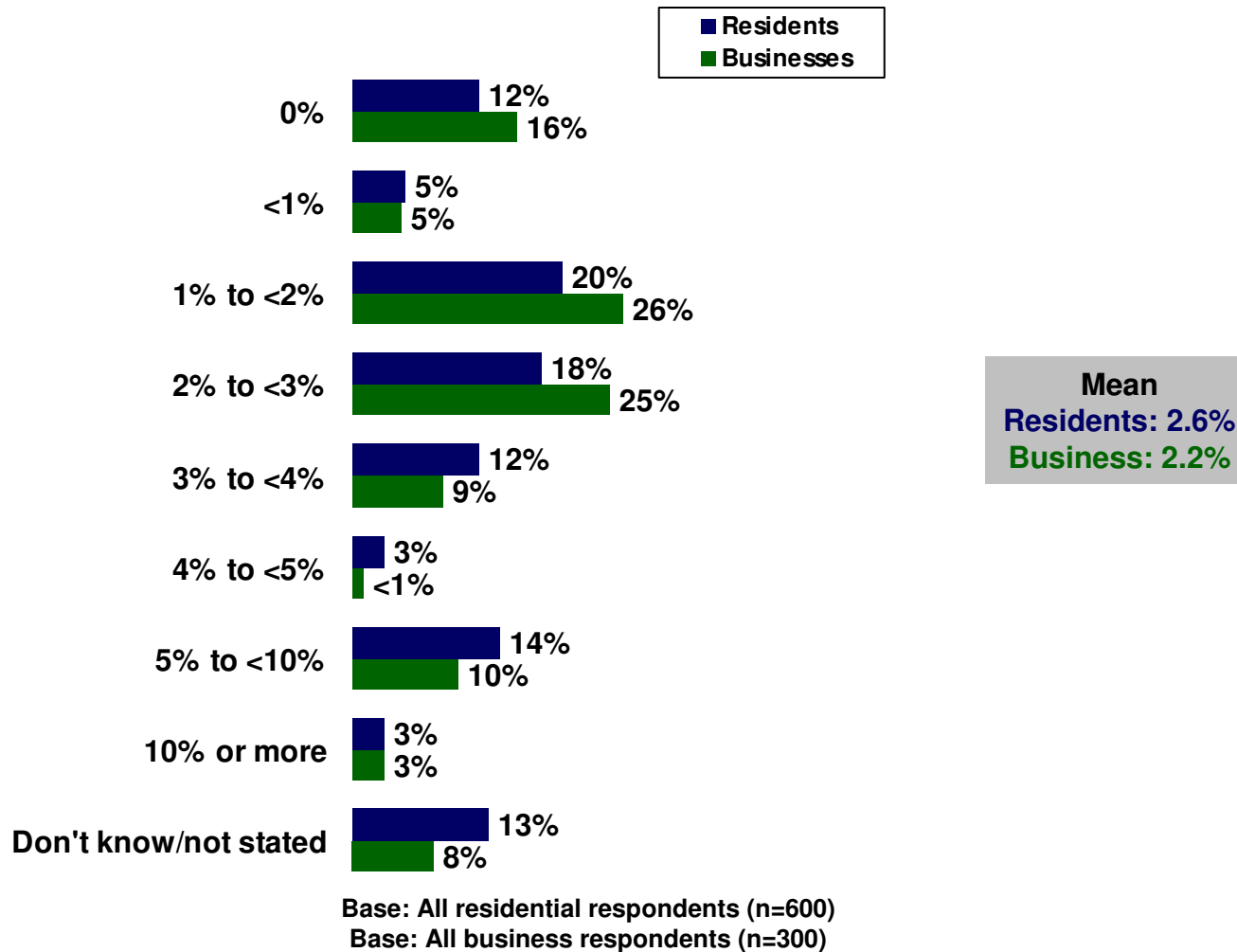
Base: All business respondents (n=300)





## Additional Tax Increases

**Residential Survey: / Business Survey:** If the amount of funding in the Plan were to be increased to accommodate additional expenditures, what is the maximum percent increase in property taxes that you would be willing to pay to increase the funding in the Capital Plan?





# Ipsos Reid Public Affairs

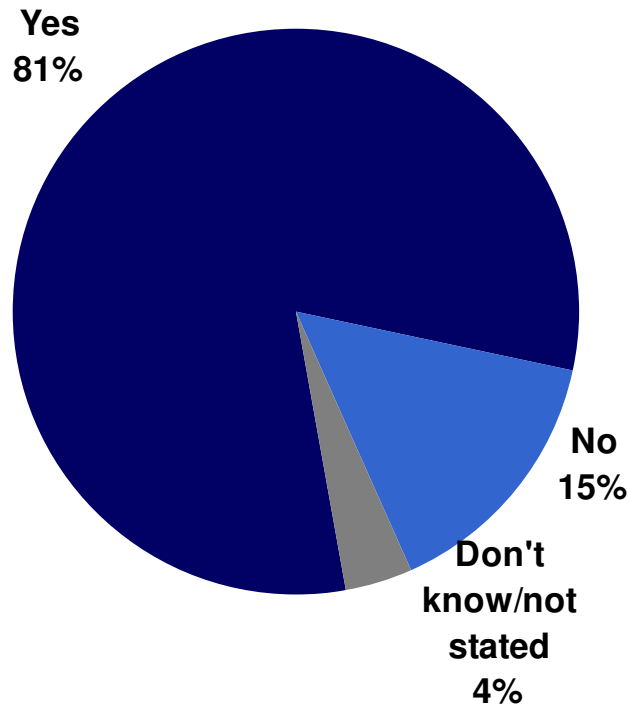


## DEMOGRAPHIC PROFILE



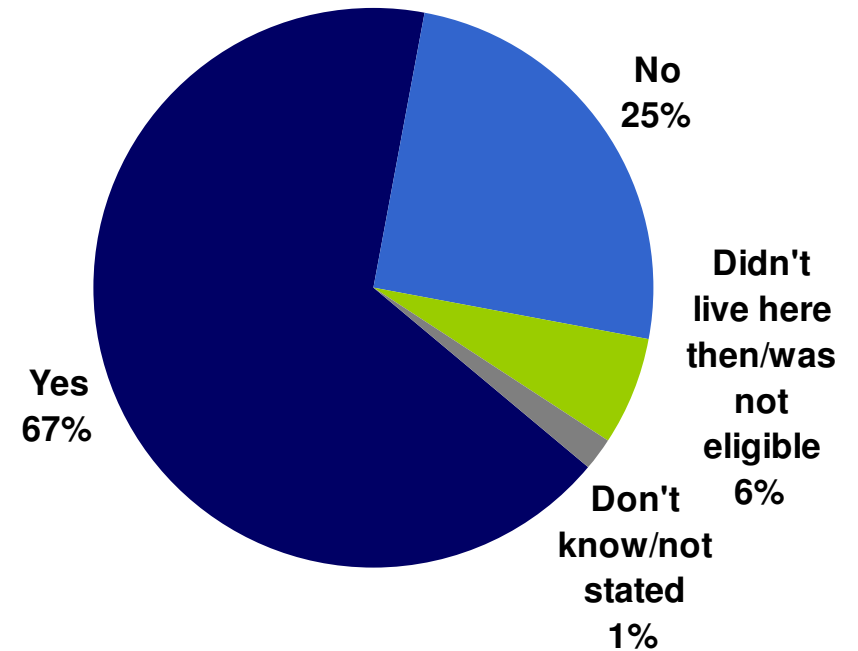
# Voting Intentions and Past Vote Behaviours

**Residential Survey:** As you may know, an election for the Mayor and City Councillors of Vancouver will be held this November. As part of this election, citizens will also be asked to vote on Capital Plan requests for borrowing. Do you plan to vote in the City election this November on the Capital Plan requests for borrowing?



Base: All residential respondents (n=600)

**Residential Survey:** And did you vote in the last municipal election in November 2005?



Base: All residential respondents (n=600)



## Residential Demographics

	Total Residents (n=600) %
<b>Neighbourhood:</b>	
Northeast	17
Northwest	15
Southeast	32
Southwest	21
West End/Downtown	15
<b>Gender:</b>	
Male	48
Female	52
<b>Age:</b>	
18 to 34	33
35 to 54	38
55 or older	28
<b>Years in Living in Vancouver:</b>	
Less than 15 years	39
15 to less than 30 years	31
30 years or more	30
<i>Mean</i>	<i>23 years</i>

	Total Residents (n=600) %
<b>Own/Rent Residence:</b>	
Rent	42
Own	53
Other	5
<b>Type of Dwelling:</b>	
Single, detached house	43
Apartment or condo	41
Duplex or townhouse	12
Basement suite	2
Other	1
<b>Responsible for Paying Property Taxes/Rent:</b>	
Yes – Pay property taxes	51
Yes – Pay rent	36
No	13



## Residential Demographics (cont'd)

	Total Residents (n=600) %
<b>Household Income:</b>	
Under \$40,000	24
\$40,000 to less than \$80,000	32
\$80,000 to less than \$120,000	20
\$120,000 or more	14
Don't know/not stated	11
<b>Own/Operate Business in Vancouver:</b>	
Yes	15
No	85



## Business Demographics

	Total Businesses (n=300) %
<b>Neighbourhood:</b>	
Northeast	18
Northwest	19
Southeast	11
Southwest	13
West End/Downtown	32
<b>Gender:</b>	
Male	62
Female	38
<b>Type of Business:</b>	
Retail	25
Office	19
Other	56

	Total Businesses (n=300) %
<b>Number of Employees:</b>	
1	7
2 to 3	20
4 to 5	15
6 to 10	22
11 to 20	19
21 to 30	5
31 or more	11
<i>Mean</i>	<i>15 employees</i>
<b>Number of Years at Current Location:</b>	
Less than 5	41
6 to 10	24
11 to 15	11
16 to 20	9
21 or more	15
<i>Mean</i>	<i>11 years</i>



## Business Demographics (cont'd)

	Total Businesses (n=300) %
<b>Own/Lease Property:</b>	
Lease	80
Own	19
<b>Responsible for Paying Property Taxes/Rent:</b>	
Yes – Pay property taxes	52
Yes – Pay rent	70
No	15
<b>Resident of Vancouver:</b>	
Yes	59
No	41