Part III: City of Vancouver 2018 Budget Public Engagement Report

Executive summary

Introduction

The City of Vancouver's annual budget process offers multiple opportunities for public input and encourages dialogue on city-wide priorities and top issues, feedback on City service levels, and input to help develop a picture of the public's preferences for where the City should focus its investments and resources.

Each year, the City's budget decisions are strengthened through the input of those who benefit from and are affected by these choices.

Thank you to the thousands of residents, business owners and other stakeholders who participated in surveys, meetings, and face-to-face activities in neighbourhoods across the city. This input – which was based on conversations about the 2018 Budget Outlook – helped provide context for the investments and decisions you see in the 2018 Budget Book.

This report summarizes our approach to the consultation, who participated, and the results and findings.

Overview: Important City issues

Overall findings of the consultations – important City issues

Respondents identified what they saw as the key priorities or issues for the City of Vancouver. The top priorities identified were fairly consistent across groups of respondents.

Housing, cost of living, addictions and overdoses, infrastructure/transportation and development were the key issues on the minds of Vancouver residents and business owners. Business owners did however prioritize infrastructure/transportation and development somewhat higher than residents.

Residents	Businesses
Cost of living (55%)	Cost of living (50%)
Housing/accommodations (55%)	Housing/accommodations (45%)
Addictions and overdoses* (30%)	Infrastructure/transportation (30%)
Development (30%)	Development (26%)
Infrastructure/transportation (28%)	Addictions and overdoses* (22%)

**Addictions and overdoses added as an option to the list of issues for 2018 Budget survey i.e. no history available*

Year-over-year changes in budget priorities

An interesting and valuable comparison is the shift in the public's budget priorities from year to year. We can see that the public's top-of-mind concerns have been fairly stable for the past three surveys, but also that there have been some shifts in response to the visibility of current issues. For example, "addictions and overdoses" – a new option on the list of issues in the 2018 survey – was among the top three issues identified by residents.

It is also a helpful reminder of how public dialogue on key issues (such as housing and transportation) and challenges (such as crime and the environment) influences perceptions and opinions. We will continue to track these issues and shifts longitudinally through our research on public values and priorities.

Year over year trend in top three issues

Residents: Top Three Issues		
2018 Budget Survey	**2017 Budget Survey**	**2016 Budget Survey**
Cost of living (55%)	Housing/ accommodations (56%)	Cost of living (46%)
Housing/ accommodations (55%)	Cost of living (52%)	Infrastructure/ transportation (44%)
Addictions and Overdoses* (30%)	Infrastructure/ transportation (44%)	Housing/ accommodations (42%)

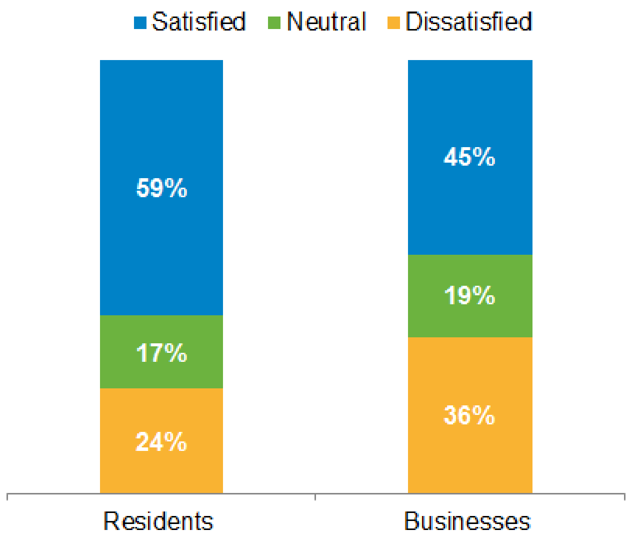
**Addictions and overdoses added as an option to the list of issues for 2018 Budget survey i.e. no history available*

Businesses: Top Three Issues		
2018 Budget Survey	**2017 Budget Survey**	**2016 Budget Survey**
Cost of living (50%)	Cost of living (47%)	Cost of living (44%)
Housing/ accommodations (45%)	Housing/ accommodations (44%)	Infrastructure/ transportation (41%)
Infrastructure/ transportation (30%)	Infrastructure/ transportation (38%)	Housing/ accommodations (29%)

Overview: Satisfaction

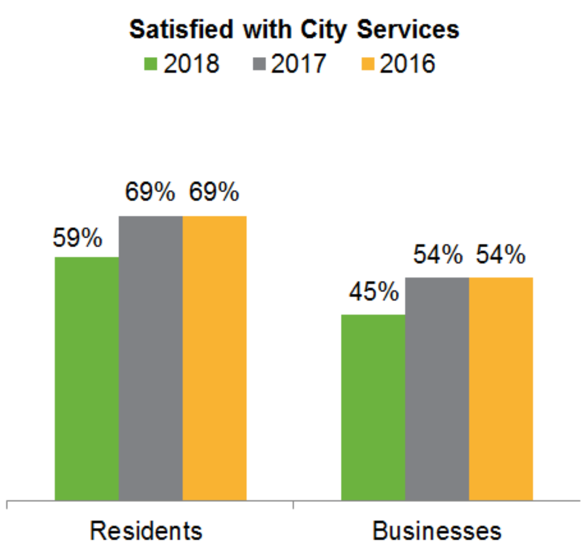
What we learned about the public's overall satisfaction

Close to 60% of residents said they were satisfied with City services (based on a rating of 8, 9 or 10 out of 10), a 10-percentage-point drop from last year's survey, while business owners in Vancouver reported relatively lower satisfaction at 45%, a nine-point drop from last year.



How the public's overall satisfaction compares over time

This year's survey result does not reflect the trend of the past two years, and could be attributed in part to the timing of the survey during the fall by-election, as well as rising levels of awareness and stated impact from cost of living and housing affordability.

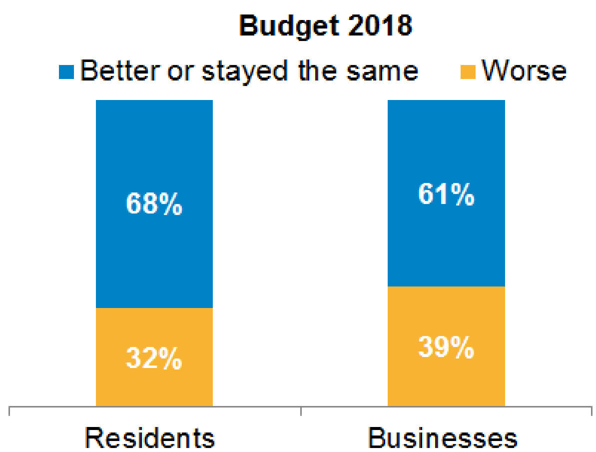


Overview: Service perceptions

What we learned about the public's perceptions of service

The City receives the strongest satisfaction ratings for its provision of basic services (sewer, water, and drainage), fire prevention and responding to medical calls, and library services. Garbage and composting services, along with recreation, make up the rest of the top five rated services. Satisfaction levels for most City services are higher among residents than businesses.

On average, 65% of residents and businesses believe the quality of services provided by the City have either stayed the same or improved. This is a drop from previous years, but the overall pattern of more respondents believing services have stayed the same or improved, than gotten worse, is consistent.



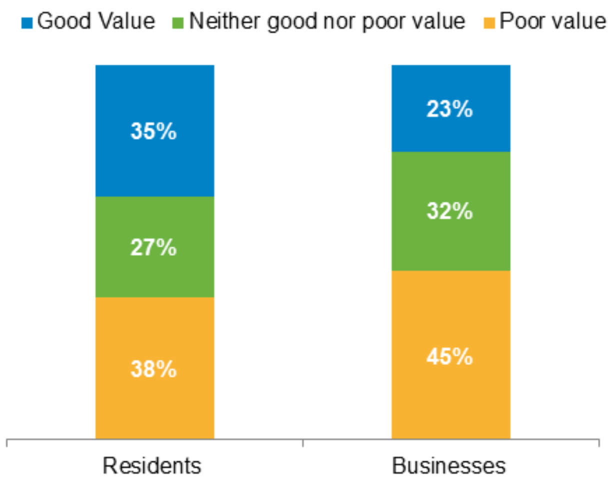
	Residents			Businesses		
	Budget 2018	**Budget 2017**	**Budget 2016**	**Budget 2018**	**Budget 2017**	**Budget 2016**
Better or stayed the same	68%	75%	76%	61%	71%	74%
Worse	32%	25%	24%	39%	29%	26%

Overview: Value for tax dollar

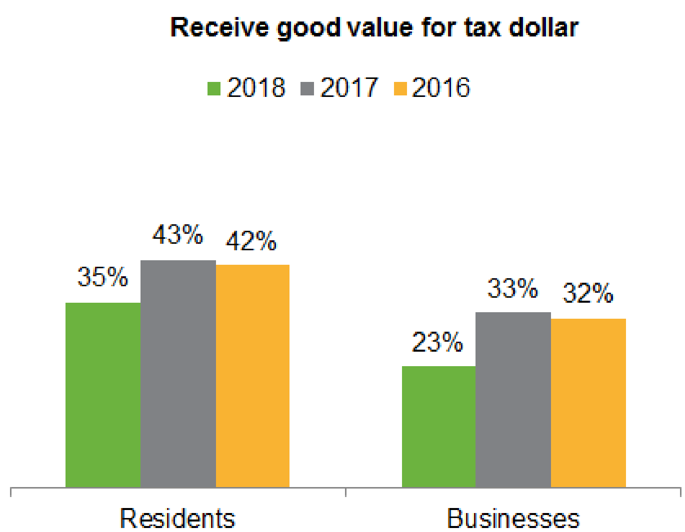
What we learned about the public's perceptions of tax value

Among residents, 35% indicate they are receiving good value for their tax dollar.

Residents are more likely than the business owners surveyed to say they are receiving good value. Perceptions among businesses are also mixed with close to a quarter believing they receive good value and an additional 45% who report they do not.



Compared to last year, overall, residents' perceptions of the value they receive for their tax dollar has dropped. Businesses also show a similar drop in ratings.



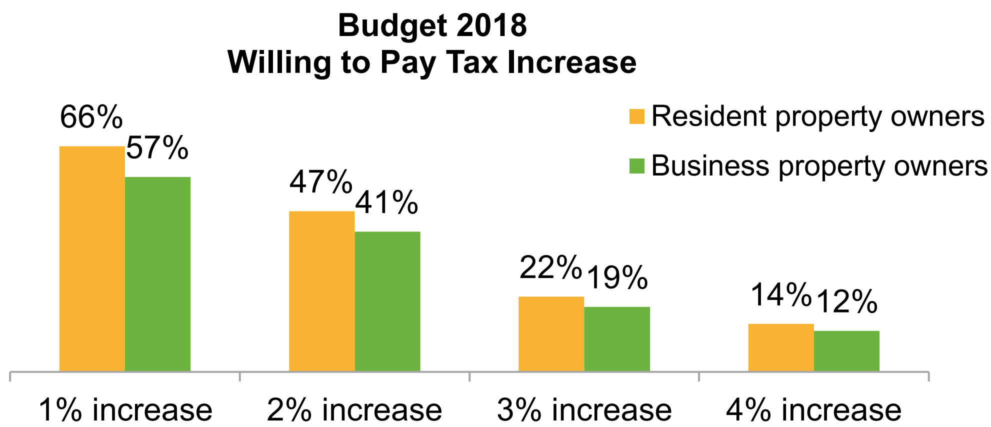
Overview: Tax tolerance – owners

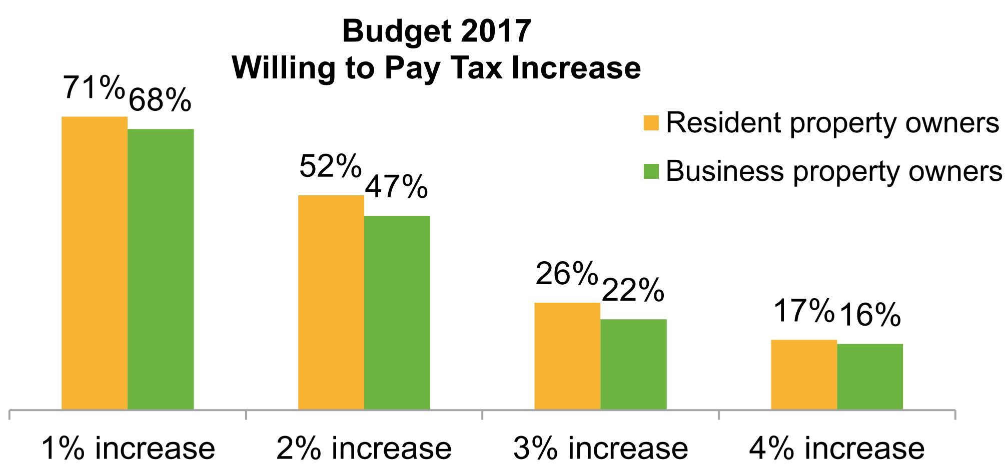
What we learned about the public's tax tolerance

The majority of residents and business property owners – 62% on average – are willing to pay a 1% tax increase to keep City services at the current level; residents 66%; businesses 57%. If taxpayers are willing to accept a tax increase of this size to keep services at the current level, it may mean they are also willing to pay an increase for the improvement of services.

Additionally, 44% of residents and businesses on average are willing to pay a 2% tax increase – although resident owners are somewhat more willing than business owners (47% vs. 41%).

Over time, levels of tax tolerance have changed, with small drops in the willingness to support tax increases across all taxation levels for both residents and businesses.

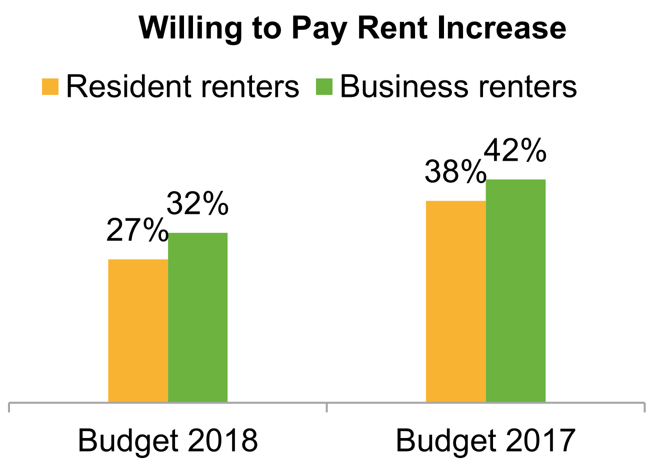




Overview: Tax tolerance – renters

On average, 30% of residential and business property renters are willing to pay higher rent to maintain current service levels (as a result of a potential tax increase passed onto them by their property owner).

Renters are less willing, overall, than property owners to tolerate the impact of tax increases. Business renters have a relatively higher tax tolerance than residential renters. The willingness to pay a rent increase has dropped among both groups.



Overview: Balancing the budget

What we learned about the public's feedback on tools to balance the budget

The public is open to a variety of tools the City could use to balance the budget; respondents were most likely to select measures related to the introduction of new user fees, increasing existing user fees or decreasing personnel (but not service levels). On average, the preferences across residents and businesses were:

- Introduce new user fees for some City services that currently have no fees (46%);
- Increase user fees for City services that currently have fees (40%); and
- Reduce level of staff/personnel providing services (39%).

When probed more deeply, respondents said they were personally willing to pay more in user fees for services they or their business use (on average 65% are willing among residents and businesses).

For finding efficiencies in service provision, respondents favoured the use of online options for services and engagement, as well as green techniques. Respondents were most likely to support (on average) the following measures across residents and businesses:

- Offer more opportunities to access services online rather than in person (87%);
- Use new green techniques to transform how the City manages its green spaces (74%);
- Make more use of online engagement tools to reduce time and resources spent on in person consultation (74%).

Consultation approach and methodology

Consultation approach

We designed a public engagement process intended to reach as many residents as possible across Vancouver from late September through October 2017.

Our objectives were to

- Share information and build awareness about the services the City offers, the context within which spending decisions are made, and the trade-offs that must be considered
- Survey a representative sample of residents and businesses to measure satisfaction with civic services, validate spending priorities, and gather input on tax tolerance and cost-savings measures. This is a pulse check to provide an extra layer of information for staff in shaping their final budget report, and for Council during final decision-making
- Provide an opportunity for the public and advisory stakeholders in the community to enter into dialogue with staff on budget challenges and priorities, and
- Keep amassing baseline data for comparison and tracking purposes to inform ongoing planning

Approach

We designed a two-pronged strategy to engage with the public across the city.

1. Broad canvassing of residents and businesses using an online survey tool

   - Talk Vancouver survey of businesses and residents in English and Traditional Chinese.

2. Face-to-face outreach via

   - A budget roadshow that travelled to neighbourhood houses, libraries and community centres
   - A meeting with stakeholders from community organizations, advisory committees and City of Vancouver partners such as Business Improvement Associations

Consultation Overview

More than 3,500 touchpoints with the public were recorded through a range of tools.

Method	Dates/Locations	Participants
Online survey	**September 27 – October 13, 2017** (also available in Traditional Chinese)	**3,356** 2,674 residents, 682 businesses
Face-to-Face Outreach	**Budget Roadshow** **Monday Oct 9** • Kitsilano (4th and Vine) • Dunbar (Save-On-Foods) • Grandview-Woodland (Choices Market) **Wednesday October 18** • Trout Lake Community Centre • Collingwood Neighbourhood House • Killarney Community Centre (Killarney High School) **Thursday October 19** • Mount Pleasant Neighbourhood House • Creekside Community Centre • West End Community Centre / Joe Fortes Vancouver Public Library Branch **Stakeholder Session** October 19, 2017	**337** **15**
Total Touchpoints		**3,708**

Promotion activities
Pop-Up Outreach team
Colour print ads in the Courier, Ming Pao, Sing Tao
Social media ads (organic and paid) – Facebook, Twitter
Information bulletin and City of Vancouver homepage presence
Talk Vancouver member outreach via email (over 14,000 members)
Email invitations to community organizations and stakeholder groups

Important considerations

Our goal with the survey tools is always to develop a snapshot of public priorities with significant enough data sets to be able to gain an accurate picture of values and overall service satisfaction.

The Talk Vancouver survey combines a self-selecting panel of nearly 15,000 residents with promotion to residents who are drawn to participate but not sign up to become “members” of the community. As such, we provide an open-link listening and dialogue tool with residents.

Summary of feedback from online questionnaire

Online survey methodology

The 2018 Budget and Service Satisfaction survey was conducted on the City's Talk Vancouver public engagement platform from September 26 until October 13, 2017.

The City collected feedback from residents of Vancouver and business owners/operators whose business is located in the city. We heard from:

- 2,674 residents
- 682 businesses

To ensure the questionnaire sample was reflective of the overall Vancouver population, the City monitored demographic representation and set targets where needed.

- For resident respondents, targets were set for age, gender and for the five geographic regions of the city: Downtown, the Northeast (north of 16th Avenue and east of Main Street), the Northwest, the Southeast and the Southwest.
- For businesses, the City collected input from owners/operators of businesses of varying size (by employee count). Targets were set to help ensure small, medium and large businesses in the city were represented in the results.

The tables on the following pages show demographic variables for residents and business size for business owners to provide a respondent profile. The corresponding proportions in the Vancouver population from Census 2016 data are also shown where applicable.

Participants were encouraged to participate through the City's Talk Vancouver panel membership, through the City's website (vancouver.ca) and through online and paper advertisements to the general public. Members of another panel operated by a third-party research firm were recruited to help expand the reach of the survey and to fill any demographic or geographic gaps in participation.

Type of respondent	Total	Talk Vancouver panel members	Local research firm panel members	City website and social media
Resident	2,674	1181	324	1169
Business	682	294	74	314
Total	3,356	1,475	398	1483

Weighting was used to ensure the results matched the 2016 Statistics Canada Census data for residents of Vancouver on age, gender and residential zone. Business respondents were weighted based on business size i.e. number of employees.[4]

[4] Please see the Appendix for the demographic profile of business owners.

The weights applied are considered highly acceptable (final weighting efficiency was 89% for the resident sample and 94% for the business sample).

Profile of respondents - complete

Demographic group	Original survey sample - residents	Vancouver population (Census 2016)
Gender (weighting applied)		
Male	46%	49%
Female	54%	51%
Age (weighting applied)		
18-39	43%	42%
40-49	19%	19%
50-59	17%	16%
60 and over	21%	23%
Residential zone (weighting applied)		
Downtown: Downtown and West End	23%	17%
Northwest: north of 16th and west of Main	22%	16%
Northeast: north of 16th and east of Main	20%	17%
Southwest: south of 16th and west of Main	15%	19%
Southeast: south of 16th and east of Main	20%	31%

Geographic origin and ethnicity*	Survey sample - residents
North America Canadian First Nations (or Aboriginal Band) American	**48%** 45% 1% 4%
Europe British Isles (e.g. English, Scottish, Irish, Welsh) Eastern European (e.g. Russian, Ukrainian, Croatian, etc.) German French Other European (e.g. Greek, Italian, Swedish etc.)	**38%** 25% 7% 5% 2% 8%
Asia Chinese South Asian (e.g. Punjabi, Indian, Tamil, Pakistani etc.) Other Asian (e.g. Filipino, Thai, Vietnamese etc.) Japanese	**18%** 15% 2% 3% 1%
Latin/South American	**1%**
Africa	**<1%**
Other regions (e.g. Middle Eastern, Oceania, Caribbean)	**2%**

**Respondents could select up to two ethnic groups to describe their background.*

Housing tenure	
Rent	44%
Own	50%
Other (e.g. live with parents, rent free but not owner)	7%

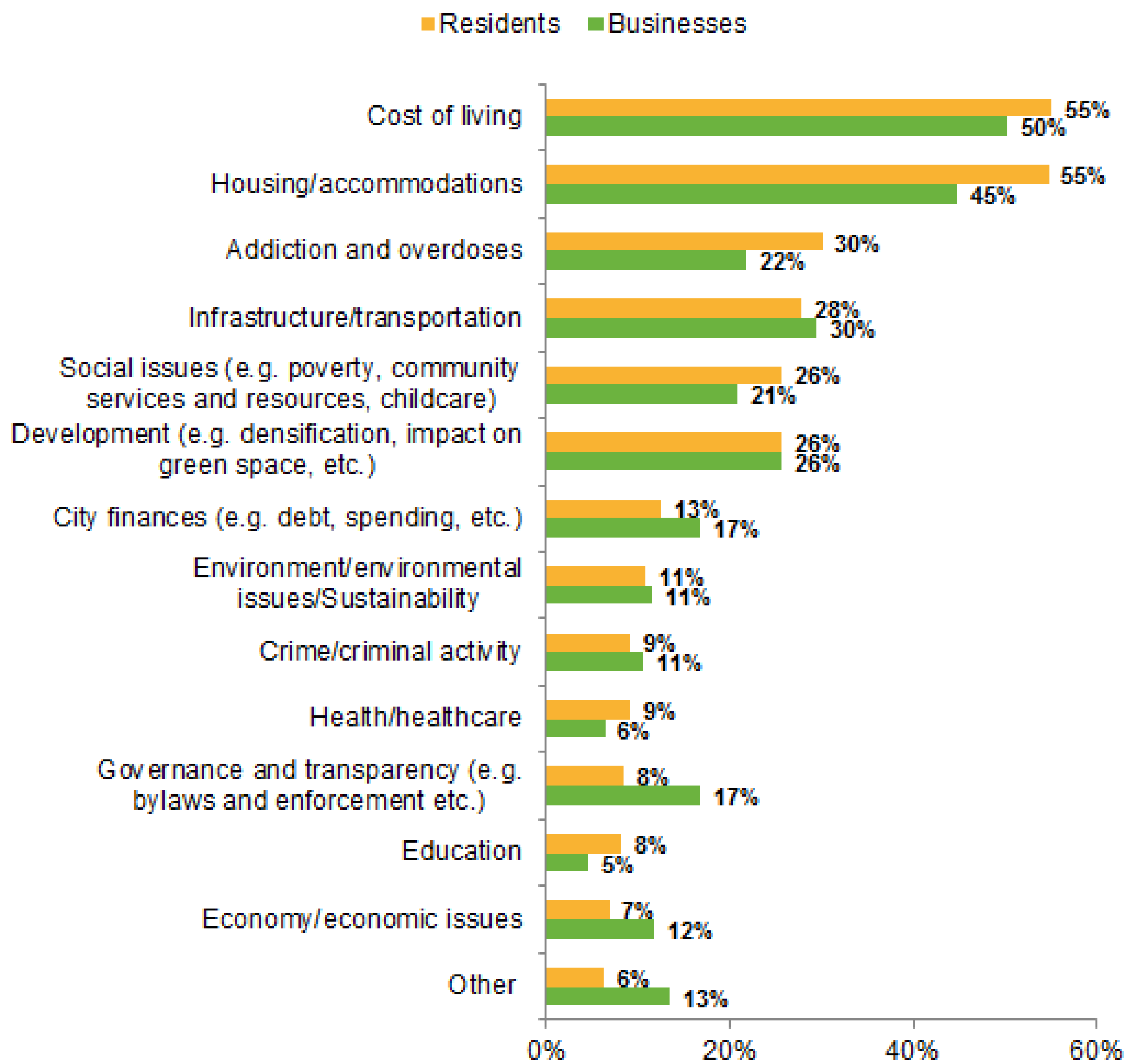
Business size* (weighting applied)	Survey sample - businesses	Vancouver business size* (Statistics Canada)
0 employees (i.e., you are self-employed with no other employees)	33%	58%
1-3 employees	28%	
4-9 employees	16%	18%
10-24 employees	12%	22%
25-99 employees	7%	
100 or more employees	4%	2%

**Business Register Division, Statistics Canada, 2012.*

Weights were applied to achieve a representative sample based on business size among business owners. Weights applied were minimal (weighting efficiency was 94%).

Most important local issues

Residents and business owners see the top local issues facing Vancouver very similarly: cost of living and housing are the top two issues for both. Addictions and overdoses, added to the list this year to reflect the opioid crisis taking place in Vancouver, were also selected among the top issues in the city (selected by 30% of residents and 22% of businesses). Residents were more likely to identify addictions and overdoses as a key issue, whereas businesses placed somewhat more emphasis on infrastructure/transportation and development.



Base: Resident respondents (n=2,674) and Business respondents (n=682)

From your perspective as a resident/business owner, what are the most important local issues facing the City at the present time? (Select up to three).

Important City issues trend

The top three concerns reflect the major issues and challenges facing the city: cost of living, housing, and social issues remain the most common themes across all groups.

Residents: Top Three Issues		
2018 Budget Survey	**2017 Budget Survey**	**2016 Budget Survey**
Cost of living (55%)	Housing/ accommodations (56%)	Cost of living (46%)
Housing/ accommodations (55%)	Infrastructure/ transportation (44%)	Housing/ accommodations (36%)
Addictions and overdoses* (30%)	Social Issues (34%)	Social issues/ social services (33%)

**Addictions and overdoses added as an option to the list of issues for 2018 Budget survey i.e. no history available*

Businesses: Top Three Issues		
2018 Budget Survey	**2017 Budget Survey**	**2016 Budget Survey**
Cost of living (50%)	Cost of living (47%)	Cost of living (44%)
Housing/ accommodations (45%)	Housing/ accommodations (44%)	Infrastructure/ transportation (41%)
Infrastructure/ transportation (30%)	Infrastructure/ transportation (38%)	Housing/ accommodations (29%)

Overall service satisfaction

Close to 60% of residents are satisfied with the quality of City services. Business owners in Vancouver show relatively lower satisfaction, with just less than half satisfied with the quality of City services they receive.

Base: Resident respondents (n= 2,674) and Business respondents (n=682)

Would you say you are generally satisfied or dissatisfied with the overall quality of services provided to residents/businesses by the City of Vancouver?

Overall service satisfaction trend

The average levels of satisfaction among residents have been relatively stable but have decreased in the last year. Among businesses, satisfaction has hovered around 50% for several years, but also showed a drop in the last year.

	Budget 2018		Budget 2017		Budget 2016	
Response	Resident	Business	Resident	Business	Resident	Business
Very satisfied	14%	10%	18%	10%	19%	14%
Somewhat satisfied	45%	35%	51%	44%	50%	40%
Total Satisfied	**59%**	**45%**	**69%**	**54%**	**69%**	**54%**
Neither satisfied nor dissatisfied	17%	20%	15%	25%	15%	27%
Somewhat dissatisfied	17%	23%	12%	14%	12%	14%
Very dissatisfied	7%	12%	4%	7%	4%	5%
Total Dissatisfied	**24%**	**35%**	**16%**	**21%**	**16%**	**19%**

Perceived changes in quality of services

Almost two-thirds of residents and businesses, on average, believe the quality of services provided by the City have either stayed the same or improved.

Base: Resident respondents (n=2,674) and Business respondents (n=682)

And, would you say that the overall quality of services provided by the City of Vancouver residents/businesses has gotten better or worse over the past 2-3 years?

Perceived changes in quality of services trend

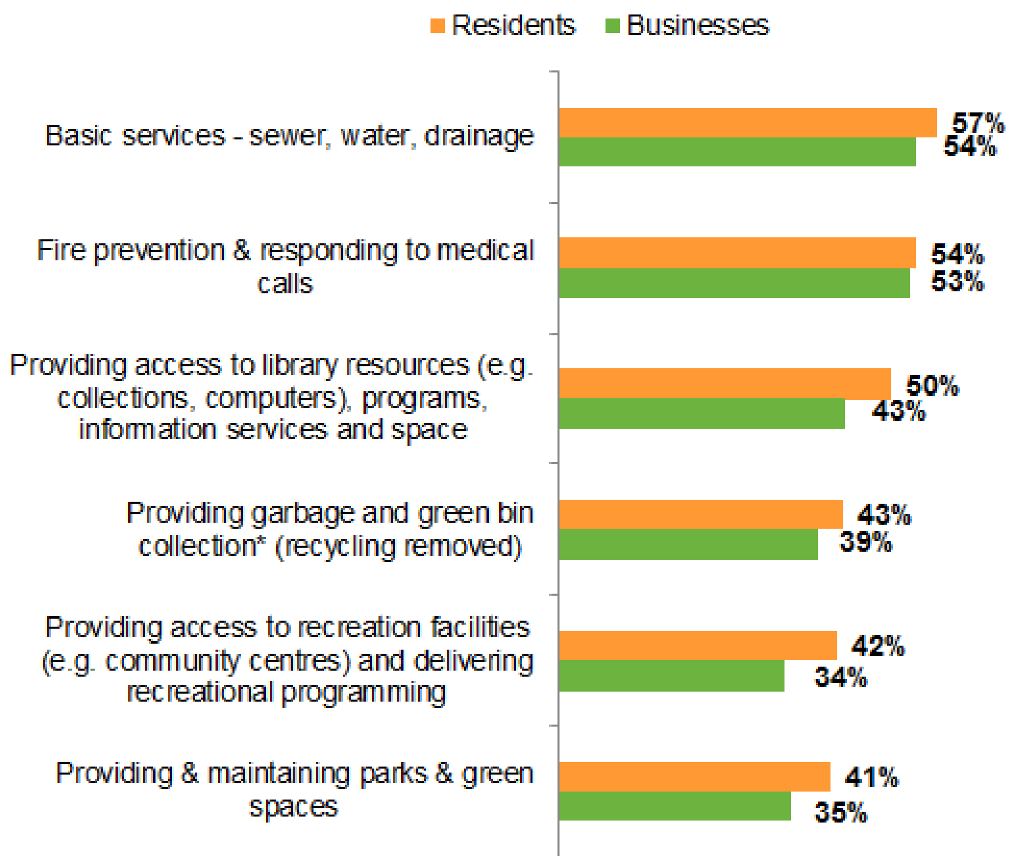
Over time, the majority of residents and businesses have consistently indicated (with some fluctuations) that the quality of services provided by the City have either stayed the same or improved. In the last year, perceptions about services have shown a drop in this area.

	Budget 2018		Budget 2017		Budget 2016	
Response	Resident	Business	Resident	Business	Resident	Business
Much better	2%	1%	4%	3%	3%	4%
Somewhat better	23%	14%	26%	19%	29%	18%
Stayed the same	43%	46%	45%	49%	44%	52%
Total - much better or stayed the same	**68%**	**61%**	**75%**	**71%**	**76%**	**74%**
Somewhat worse	23%	24%	19%	21%	18%	20%
Much worse	9%	15%	6%	8%	6%	6%
Total - worse	**32%**	**39%**	**25%**	**29%**	**24%**	**26%**

Services the City delivers best

The City receives the strongest satisfaction ratings for its provision of basic utility services (sewer, water, and drainage), fire prevention and responses to medical calls, and library services. Garbage and green bin/composting services along with recreation make up the rest of the top five-rated services. All of the top performing areas shown below were among the top rated service areas in the previous year. Respondents were asked to rate how well the City is doing in its provision of services on a scale of 0 to 10, where 0 is very poor and 10 is excellent.

Percentage of respondents who rate the City's performance as 8, 9 or 10 on a 10-point scale



Base: Resident respondents (n=2,674) and Business respondents (n=682)

Please rate the job you think the City of Vancouver is doing in providing each type of service.

Key areas identified for improvement

When looking at the ratings of specific services, year over year, we noted that the following services were those that saw the greatest drop in positive perception or greatest increase in negative perception (although there were variations in the responses between residents and businesses):

- Enabling affordable housing;
- Permits, inspections and enforcement (including building, renovation, business licence, parking, dogs, etc.)
- Planning for and managing residential, commercial and industrial development;
- Providing transportation infrastructure for walking, bikes, transit and vehicles;
- Maintaining and enhancing street infrastructure; and
- Reducing the crime rate and maintaining public safety.

The year-over-year ratings on specific services are provided to the departments responsible for each service to factor into their planning for the following year, and this input has also helped the City with its formulation of the 2018 Budget and Five-Year Financial Plan, to ensure that we are funding the right investments to help make progress on the issues that are most important to Vancouver's residents and businesses, as well as to address the areas where service improvements are needed.

The following pages show the rated importance and satisfaction rating for all City services from the 2018 survey.

Service importance and satisfaction: public safety

Question - importance	Response	Residents	Businesses
Fire prevention & responding to medical calls	Very important	87%	83%
	Somewhat important	12%	15%
	Total important	**99%**	**98%**
Reducing the crime rate and maintaining public safety	Very important	71%	70%
	Somewhat important	25%	25%
	Total important	**96%**	**95%**
Providing emergency preparedness information and support	Very important	47%	49%
	Somewhat important	45%	42%
	Total important	**92%**	**91%**

Base: Resident respondents (n = 2,674) and Business respondents (n=682)

How important do you believe the following services/programs are to the larger community?

Question – satisfaction on scale of 0 to 10	Response	Residents	Businesses
Fire prevention & responding to medical calls	Rating of 8, 9 or 10	54%	53%
	Average rating	7.8	7.6
	"Don't know' responses	15%	13%
Reducing the crime rate and maintaining public safety	Rating of 8, 9 or 10	27%	26%
	Average rating	6.1	5.8
	"Don't know" responses	9%	8%
Providing emergency preparedness information and support	Rating of 8, 9 or 10	17%	14%
	Average rating	5.7	5.3
	"Don't know" responses	17%	18%

Base: Resident respondents (n=2,674) and Business respondents (n=682)

Below is a list of specific services that the City of Vancouver provides its residents/businesses. Please rate the job you think the City of Vancouver is doing in providing each type of service.

Service importance and satisfaction: community programs

Question - importance	Response	Residents	Businesses
Providing access to recreation facilities (e.g., community centres) and delivering recreational programming	Very important	54%	51%
	Somewhat important	40%	40%
	Total important	**94%**	**91%**
Providing access to library resources (e.g., collections, computers), programs, information services and space	Very important	55%	49%
	Somewhat important	35%	37%
	Total important	**90%**	**86%**
Supporting community service organizations (e.g., shelters, childcare, social grants)	Very important	55%	51%
	Somewhat important	35%	36%
	Total important	**90%**	**87%**
Providing support services to the Downtown Eastside	Very important	39%	37%
	Somewhat important	40%	38%
	Total important	**79%**	**75%**
Enabling affordable housing	Very important	68%	61%
	Somewhat important	22%	24%
	Total important	**90%**	**85%**

Base: Resident respondents (n=2,674) and Business respondents (n=682)

How important do you believe the following services/programs are to the larger community?

Question - importance	Response	Residents	Businesses
Planning for and managing residential, commercial and industrial development	Very important	52%	57%
	Somewhat important	39%	35%
	Total important	**91%**	**93%**
Environmental protection, support for green projects (e.g., green grants, building retrofits programs, zero waste)	Very important	44%	42%
	Somewhat important	39%	33%
	Total important	**83%**	**75%**
Providing and maintaining parks and green spaces	Very important	58%	59%
	Somewhat important	37%	34%
	Total important	**95%**	**93%**

Base: Resident respondents (n=2,674) and Business respondents (n=68

How important do you believe the following services/programs are to the larger community?

Question –- satisfaction on scale of 0 to 10	Response	Residents	Businesses
Providing access to recreation facilities (e.g., community centres) and delivering recreational programming	Rating of 8, 9 or 10	42%	34%
	Average rating	6.9	6.4
	"Don't know" responses	5%	5%
Providing access to library resources (e.g., collections, computers), programs, information services and space	Rating of 8, 9 or 10	50%	43%
	Average rating	7.4	6.9
	"Don't know" responses	7%	7%
Supporting community service organizations (e.g., shelters, childcare, social grants)	Rating of 8, 9 or 10	11%	14%
	Average rating	5.2	5.0
	"Don't know" responses	19%	15%
Providing support services to the Downtown Eastside	Rating of 8, 9 or 10	16%	14%
	Average rating	5.2	4.8
	"Don't know" responses	21%	17%
Enabling affordable housing	Rating of 8, 9 or 10	4%	5%
	Average rating	2.6	2.5
	"Don't know" responses	5%	3%

Base: Resident respondents (n=2,674) and Business respondents (n=682)

Below is a list of specific services that the City of Vancouver provides its residents/businesses. Please rate the job you think the City of Vancouver is doing in providing each type of service.

Question – satisfaction on scale of 0 to 10	Response	Residents	Businesses
Planning for and managing residential, commercial and industrial development	Rating of 8, 9 or 10	7%	6%
	Average rating	4.1	3.4
	“Don’t know” responses	11%	7%
Environmental protection, support for green projects (e.g., green grants, building retrofits programs, zero waste)	Rating of 8, 9 or 10	29%	26%
	Average rating	6.3	5.9
	“Don’t know” responses	8%	7%
Providing and maintaining parks and green spaces	Rating of 8, 9 or 10	41%	35%
	Average rating	6.8	6.4
	“Don’t know” responses	4%	2%

Base: Resident respondents (n=2,674) and Business respondents (n=682)

Below is a list of specific services that the City of Vancouver provides its residents/businesses. Please rate the job you think the City of Vancouver is doing in providing each type of service.

Service importance and satisfaction: utilities and engineering public works

Question - Importance	Response	Residents	Businesses
Providing basic services – sewer, water, drainage	Very important	91%	90%
	Somewhat important	9%	9%
	Total important	**99%**	**99%**
Providing garbage collection, composting, and recycling services	Very important	75%	72%
	Somewhat important	22%	23%
	Total important	**97%**	**95%**
Providing transportation infrastructure for walking, bikes, transit, and vehicles	Very important	75%	72%
	Somewhat important	20%	20%
	Total important	**95%**	**92%**
Maintaining and enhancing street infrastructure (e.g., pavement condition, cleanliness, lighting, roundabout gardens)	Very important	60%	59%
	Somewhat important	35%	34%
	Total important	**95%**	**93%**
Managing curbside parking spaces	Very important	31%	36%
	Somewhat important	46%	40%
	Total important	**77%**	**76%**

Base: Resident respondents (n=2,674) and Business respondents (n=682)

How important do you believe the following services/programs are to the larger community?

Question – satisfaction on scale of 0 to 10	Response	Residents	Businesses
Providing basic services – sewer, water, drainage	Rating of 8, 9 or 10	58%	54%
	Average rating	7.6	7.3
	"Don't know" responses	3%	3%
Providing garbage collection, composting, and recycling services	Rating of 8, 9 or 10	45%	39%
	Average rating	6.9	6.3
	"Don't know" responses	4%	5%
Providing transportation infrastructure for walking, bikes, transit, and vehicles	Rating of 8, 9 or 10	32%	26%
	Average rating	5.9	5.4
	"Don't know" responses	1%	1%
Maintaining and enhancing street infrastructure (e.g., pavement condition, cleanliness, lighting, roundabout gardens)	Rating of 8, 9 or 10	26%	25%
	Average rating	5.9	5.4
	"Don't know" responses	2%	1%
Managing curbside parking spaces	Rating of 8, 9 or 10	15%	17%
	Average rating	5.1	4.8
	"Don't know" responses	16%	11%

Base: Resident respondents (n=2,674) and Business respondents (n=682)

Below is a list of specific services that the City of Vancouver provides its residents/ businesses. Please rate the job you think the City of Vancouver is doing in providing each type of service.

Service importance and satisfaction: general government and corporate support

Question - importance	Response	Residents	Businesses
Managing tax dollars	Very important	85%	87%
	Somewhat important	14%	11%
	Total important	**99%**	**98%**
Promoting economic development	Very important	43%	53%
	Somewhat important	47%	35%
	Total important	**90%**	**88%**
Permits, inspections and enforcement (e.g., building, renovation, business license, parking, dogs, etc.)	Very important	42%	46%
	Somewhat important	46%	41%
	Total important	**88%**	**87%**
Maintaining City infrastructure – administration buildings, vehicles, equipment and IT	Very important	38%	39%
	Somewhat important	54%	51%
	Total important	**92%**	**90%**
Providing information, engagement channels and customer service (website, in person and 3-1-1)	Very important	39%	38%
	Somewhat important	50%	49%
	Total important	**89%**	**87%**

Base: Resident respondents (n=2,674) and Business respondents (n=682)

How important do you believe the following services/programs are to the larger community?

Question - satisfaction on scale of 0 to 10	Response	Residents	Businesses
Managing tax dollars	Rating of 8, 9 or 10	8%	7%
	Average rating	4.4	3.6
	"Don't know" responses	15%	12%
Promoting economic development	Rating of 8, 9 or 10	12%	12%
	Average rating	5.3	4.6
	"Don't know" responses	17%	10%
Permits, inspections and enforcement (e.g., building, renovation, business license, parking, dogs, etc.)	Rating of 8, 9 or 10	9%	8%
	Average rating	4.6	3.8
	"Don't know" responses	16%	10%
Maintaining City infrastructure – administration buildings, vehicles, equipment and IT	Rating of 8, 9 or 10	16%	17%
	Average rating	5.9	5.8
	"Don't know" responses	28%	22%
Providing information, engagement channels and customer service (website, in person and 3-1-1)	Rating of 8, 9 or 10	31%	29%
	Average rating	6.5	6.2
	"Don't know" responses	13%	10%

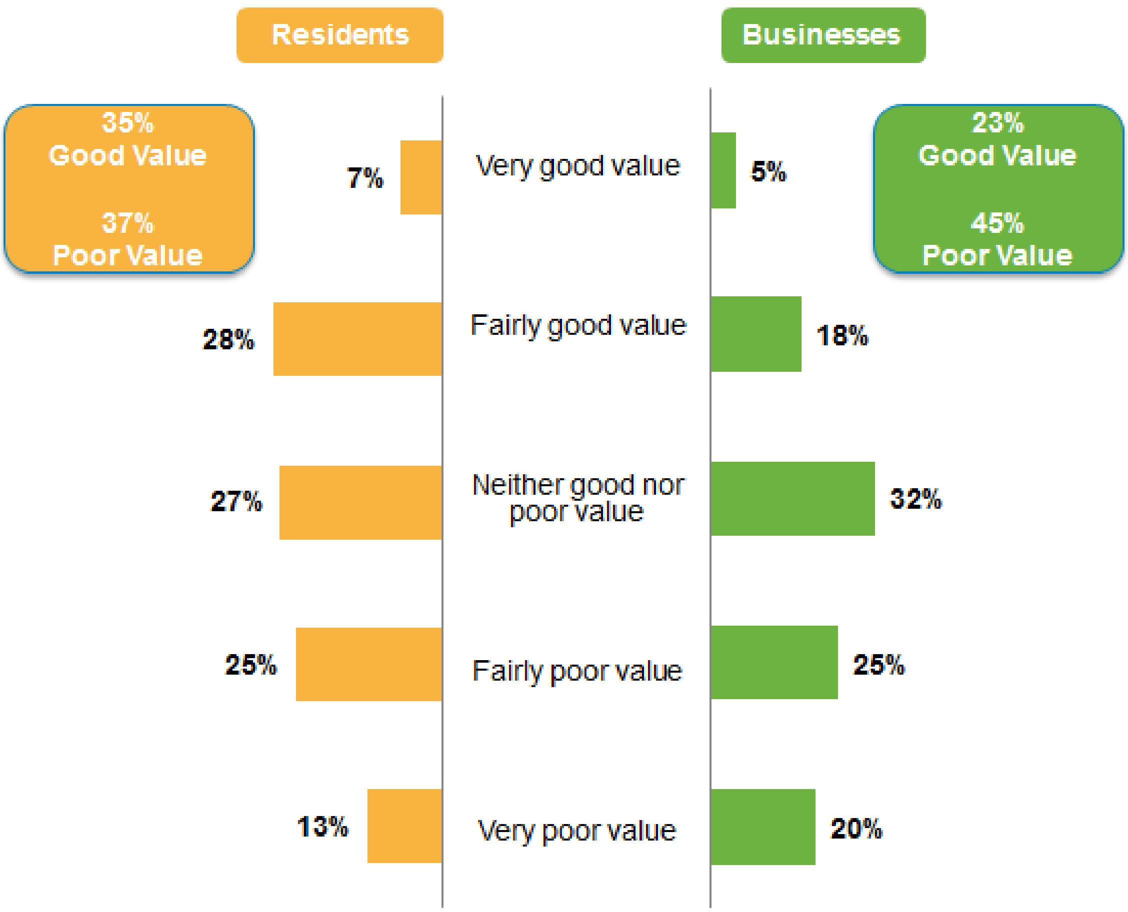
Base: Resident respondents (n=2,674) and Business respondents (n=682)

Below is a list of specific services that the City of Vancouver provides its residents/businesses. Please rate the job you think the City of Vancouver is doing in providing each type of service.

Overall value for tax dollar – 2018 survey

Resident perceptions about the overall value they receive for their tax dollar vary, with just over a third reporting good value, another third perceiving poor value, and the rest in between. Overall, residents believe they receive more value for their tax dollar than business owners do.

Perceptions among businesses are also mixed, with close to a quarter believing they receive good value, and an additional 45% who report they do not.



Base: Resident respondents (n=2674) and Business respondents (n=682)

Thinking about all of the programs and services you/ your business receives from the City of Vancouver, and the level of property taxes or rent you/ your business pays, would you say that you/ your business gets overall good value or poor value for your/ its tax dollars?

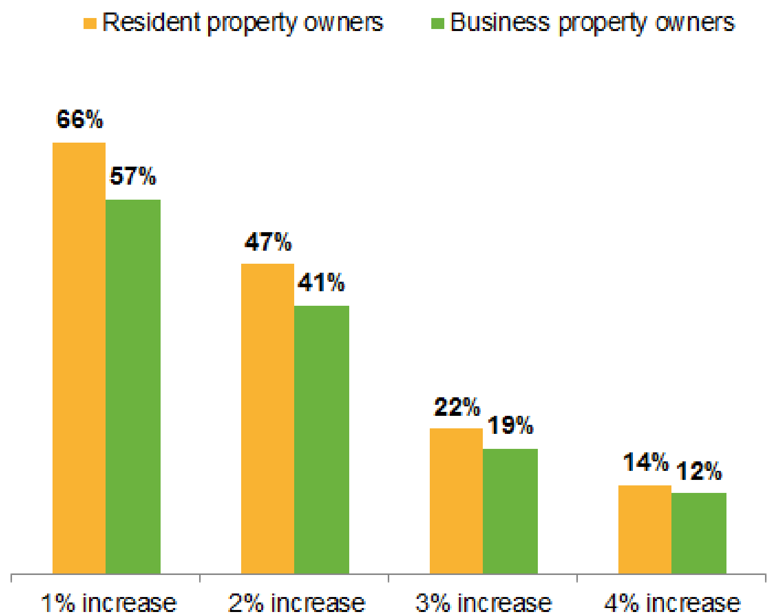
Value for tax dollar - trend

Compared to last year, residents' perceptions of the value they receive for their tax dollar has decreased. Businesses show a similar pattern.

	Budget 2018		Budget 2017		Budget 2016	
Response	**Resident**	**Business**	**Resident**	**Business**	**Resident**	**Business**
Very good value	7%	5%	10%	5%	8%	5%
Fairly good value	28%	18%	33%	28%	34%	27%
Total Good Value	**35%**	**23%**	**43%**	**33%**	**42%**	**32%**
Neither good nor poor value	27%	32%	29%	37%	31%	35%
Fairly poor value	25%	25%	19%	18%	19%	22%
Very poor value	13%	20%	9%	12%	8%	11%
Total Poor Value	**37%**	**45%**	**28%**	**30%**	**28%**	**33%**

Willingness to pay increased taxes

The majority of resident and business property owners are willing to pay a 1% property tax increase; 66% of residents are willing to pay a 1% increase while 57% of businesses are willing to do so. Additionally, over 4 in 10 respondents are willing to pay a 2% tax increase. In general, residents have a relatively higher tax tolerance than business owners.



Base: Resident respondents who own their home (n=1336) ; Business respondents who own their business property (n=234)

Would you be willing or not willing to pay an increase in your property taxes/business property taxes to keep services at current levels?

Willingness to pay increased taxes – trend (among property owners)

Over time, there have been small fluctuations in the willingness of residents and business property owners to pay increased taxes. At the lower taxation increase levels (1%), at least two-thirds of residents are willing to accept an increase of this amount, and approximately half are willing to accept a 2% increase.

In addition, residents have consistently shown a greater tax tolerance than businesses at all taxation increase levels.

	Budget 2018		Budget 2017		Budget 2016	
	Property Owners		Property Owners		Property Owners	
Rate increase	Resident	Business	Resident	Business	Resident	Business
1%	66%	57%	71%	68%	71%	62%
2%	47%	41%	52%	47%	53%	46%
3%	22%	19%	26%	22%	27%	22%
4%	14%	12%	18%	16%	22%	12%

Willingness to pay increased taxes (among renters) – 2018 survey

Approximately 30% of residential and business property renters on average are willing to pay higher rent to maintain current service levels (as a result of a tax increase passed onto them by their property owner).

Base: Resident respondents who rent their home (n=1166); Business respondents who rent their business property (n=448)

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

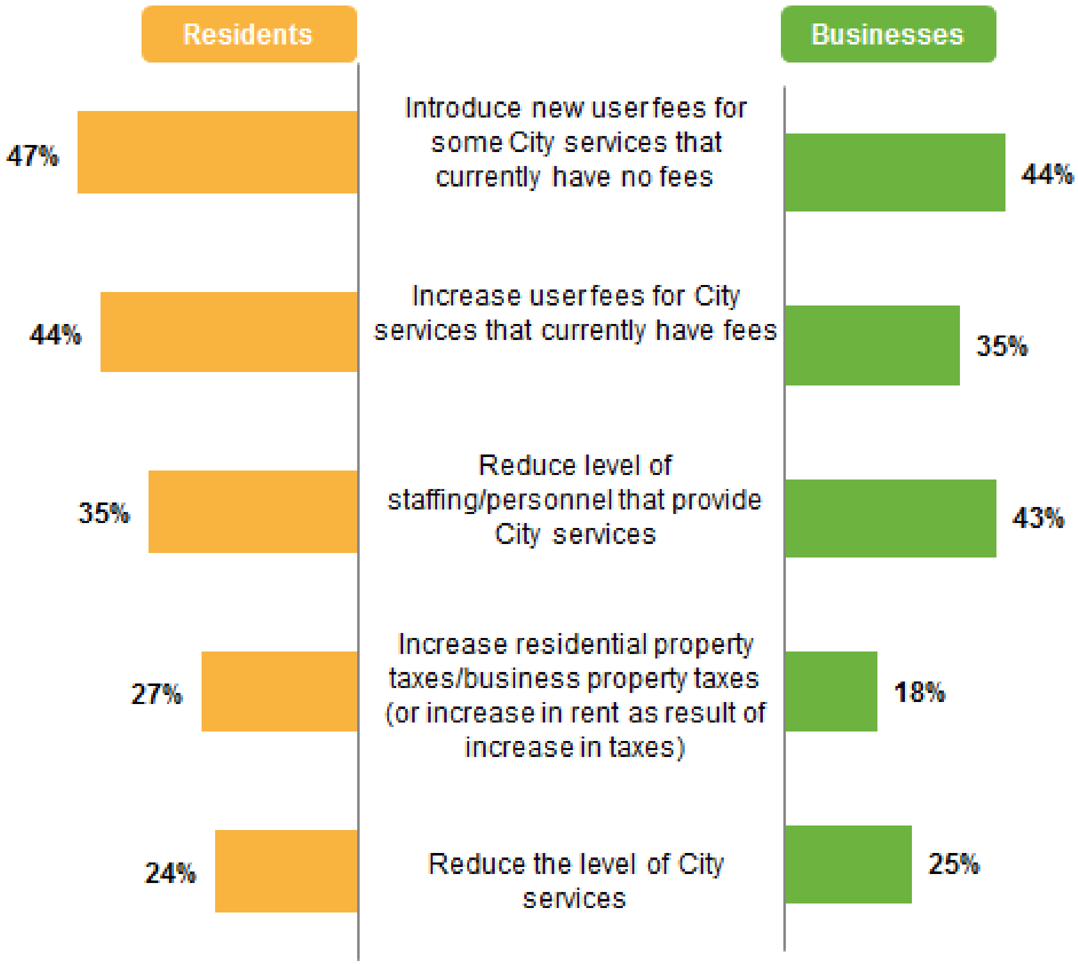
Willingness to pay increased taxes – trend

Over the past several years, the tax tolerance of resident and business renters has decreased, most likely due to the increasing cost of residential and commercial space in Vancouver.

	Budget 2018		Budget 2017		Budget 2016	
Rate increase	**Resident**	**Business**	**Resident**	**Business**	**Resident**	**Business**
Very willing	7%	9%	11%	11%	10%	12%
Somewhat Willing	20%	23%	27%	31%	29%	33%
Willing Total	**27%**	**32%**	**38%**	**42%**	**39%**	**45%**
Not very willing	28%	29%	28%	27%	27%	30%
Not at all willing	45%	39%	34%	31%	34%	25%
Not Willing Total	**72%**	**68%**	**62%**	**58%**	**61%**	**55%**

Support for City measures to balance the budget

The public is open to a variety of tools to balance the City's budget, but respondents were most likely to select measures related to adding new user fees for some City services that have no fees, increasing user fees for services that currently have fees, or decreasing personnel (but not level of service) for the provision of City services.



Base: Resident respondents (n=2,674) and Business respondents (n=682)

Now, to balance the 2016 budget as required by law, the City of Vancouver has a number of options to consider. Which of the following options would you prefer the City use to balance its budget?

Support for user fees to maintain or improve service

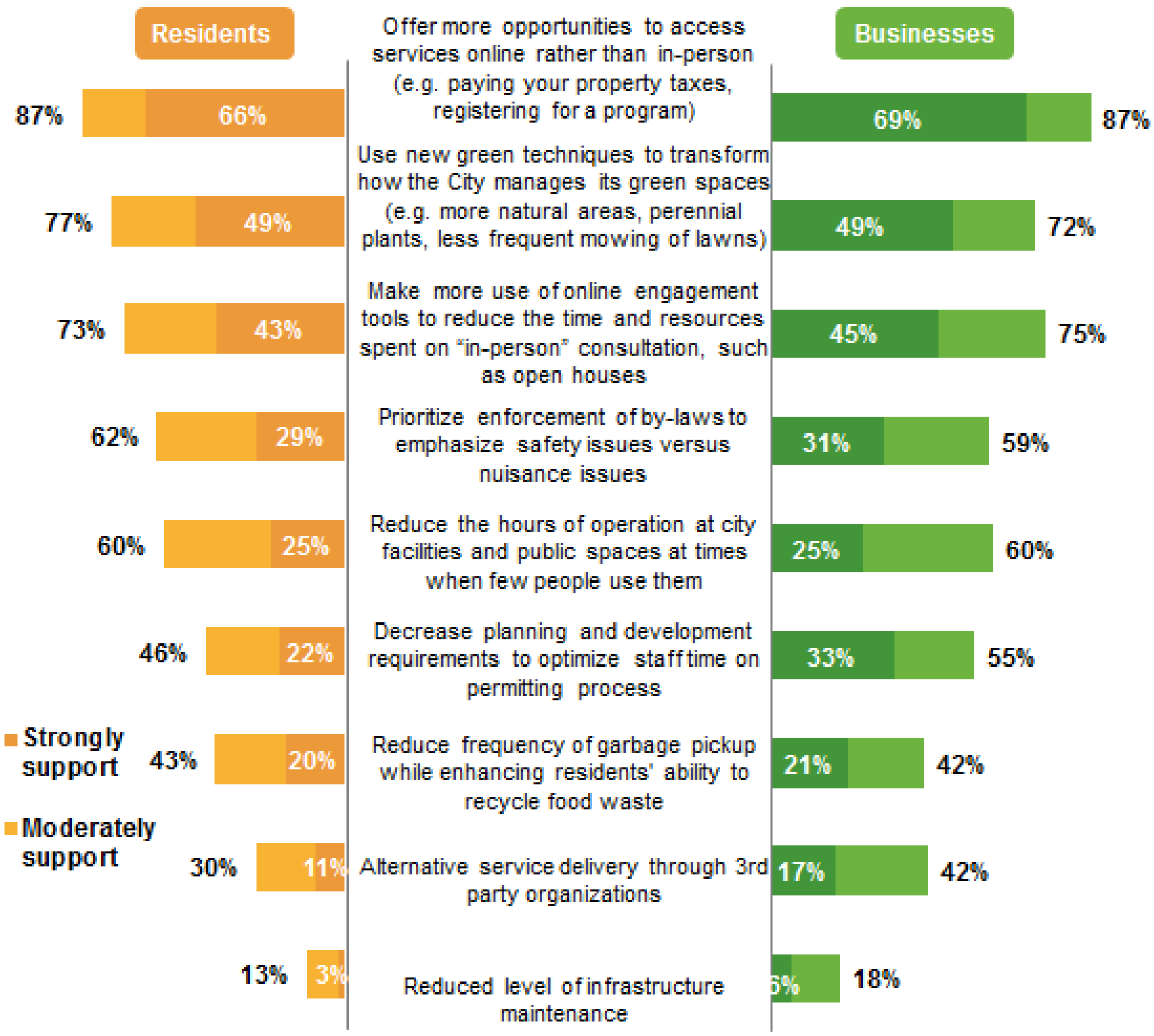
Respondents were asked specifically about their support for increased user fees for services that they or their business use.

The proportion willing to pay more in user fees is high, at 65% on average among residents and businesses. Resident respondents were more willing to pay higher user fees than businesses (70% vs. 60%).

Base: Resident respondents (n=2,674) and Business respondents (n=682)
...Now think about the City services that you or your business use. Would you be willing to pay more in user fees for the services you use in order to maintain or improve them?

Support for efficiency measures for services

The use of online options for services and engagement, as well as green techniques, receive the most support for finding efficiencies in service provision. At least 72% of residents and businesses support each of these measures. The least popular was reducing infrastructure maintenance (supported by 16% of resident and business respondents on average).



Base: Resident respondents (n=2,684) and Business respondents (n=682)

There are a number of initiatives which are common across other cities trying to find efficiencies in providing services to their residents/businesses. Would you support or oppose the City of Vancouver doing each of the initiatives below?

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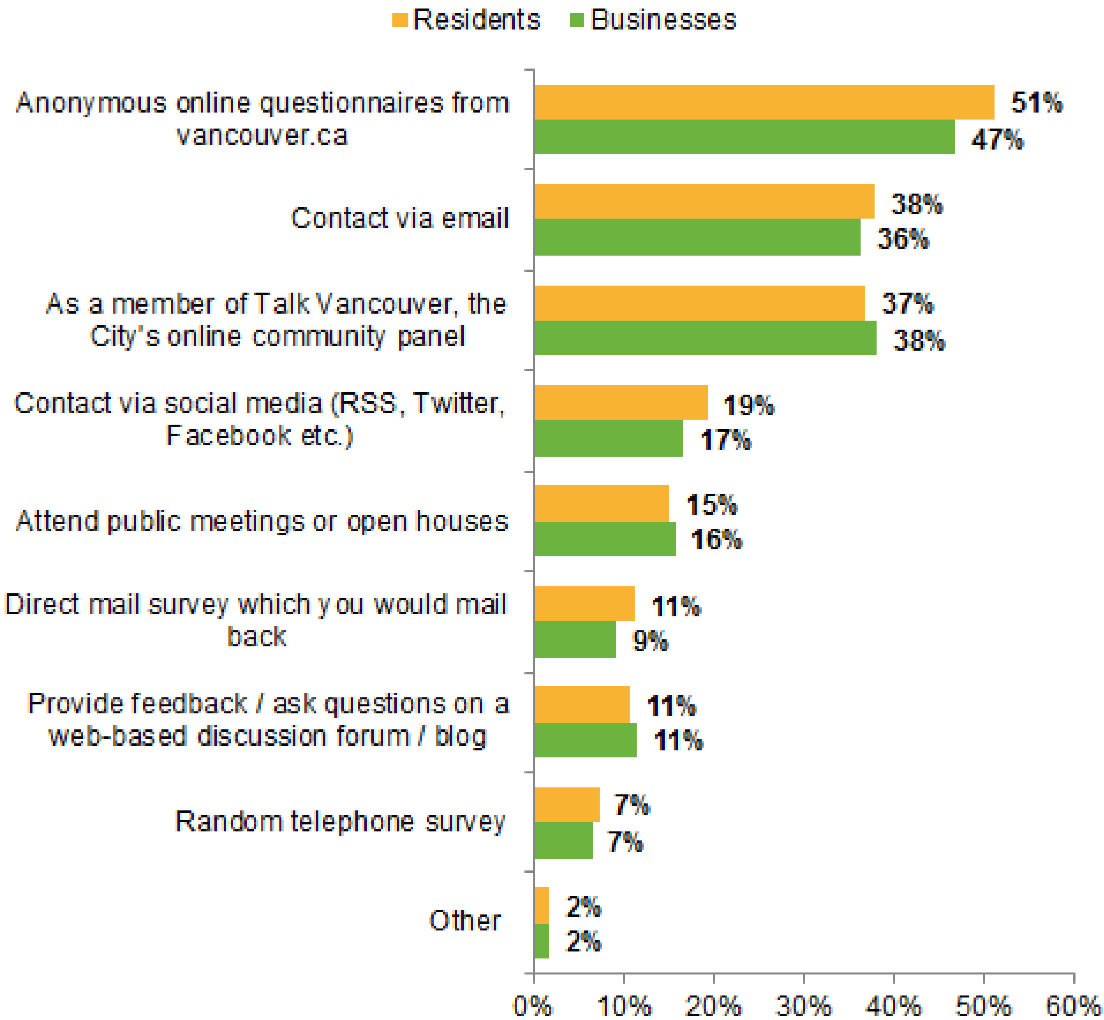
Preferred method of contact

Not surprisingly, online respondents prefer electronic means of contact with the City, such as online questionnaires, email, and participation as members of Talk Vancouver, the City's online public engagement panel. At least a third of residents and businesses prefer these ways of interacting with the City.

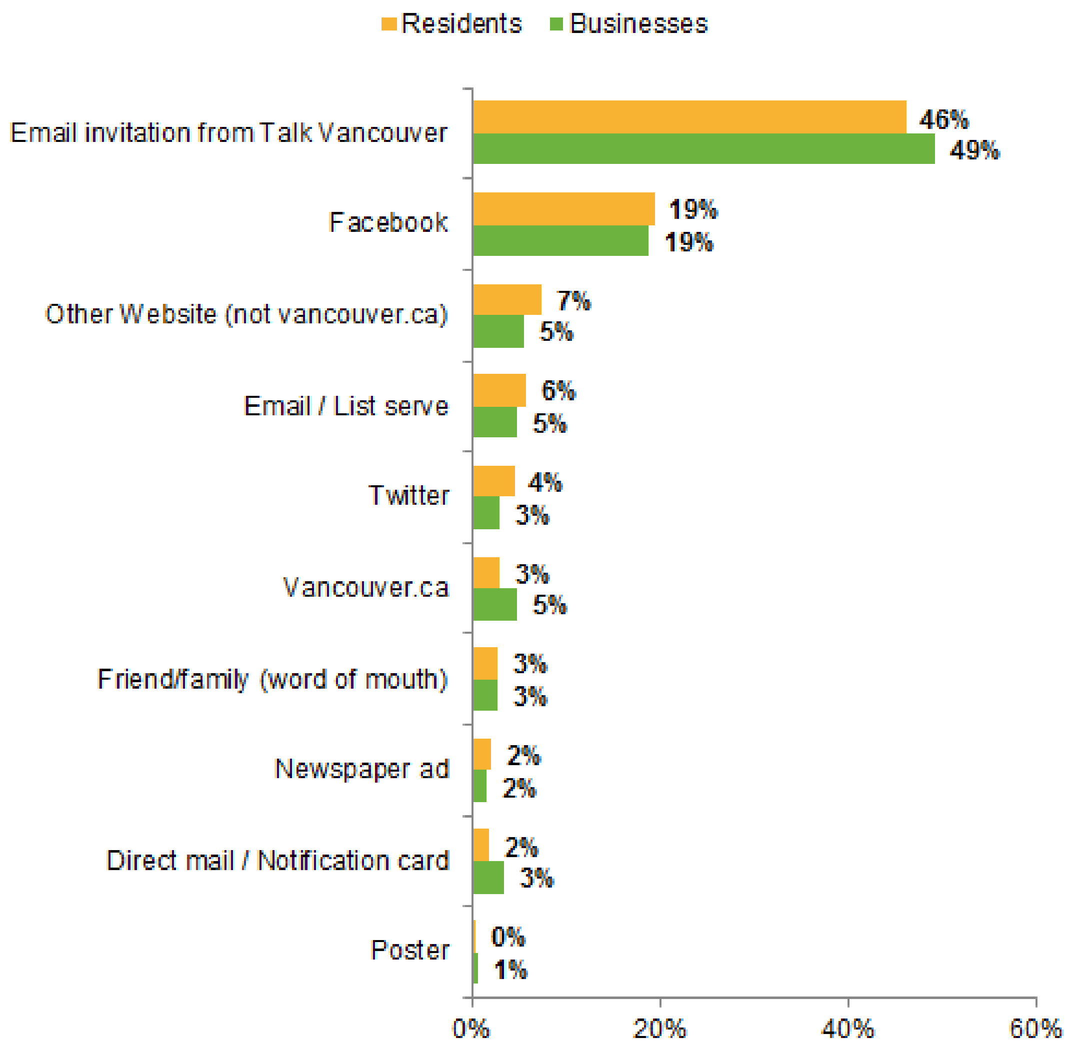


Base: Resident respondents (n=2,674) and Business respondents (n=682

...We always like to check in on how you would prefer to interact with us. From the list below, please tell us which channels you are most likely to participate in.

Source of information about 2018 Budget survey

Close to half of respondents learned about the 2018 Budget survey through an email invitation from Talk Vancouver. The next most common source of information was Facebook, with 19% learning about the survey this way. The extensive Facebook promotion that took place for the Budget 2018 survey on social media effectively drove a significant number of people to the survey, and in doing so helped broaden the variety of people taking part.



Base: Resident respondents (n=2,674) and Business respondents (n=682)

How did you find out about the Budget 2018 questionnaire?

Summary of feedback from in-person outreach

Intercept summary: methodology

To increase the opportunities for citizens to provide their input on the 2018 Budget, we continued with the second year of an outreach program designed to welcome those who may not historically participate in the budget consultation.

We developed a living poll featuring LEGO constructions of the top 10 priority issues ranging from cost of living to health. We asked one question: “What is the most important issue facing the City at the present time?” We asked people to each take three LEGO pieces to cast a vote for their priorities.

This highly visual and inviting setup was taken to nine community centres, libraries, grocery stores and neighbourhood houses on three separate days.

As people passed by the display, they found it very easy to participate without having a long conversation. They could spend anywhere from 15 seconds to 15 minutes in conversation. This approach had the effect of drawing youth from ages 10-18 into a meaningful dialogue about how the City invests money in their communities. Parents found that it was a useful way to introduce the topics to their children.

The dioramas were also effective in bridging language barriers where concepts could be conveyed through imagery.

The top five responses of important City issues from the 1,013 votes cast by 367 respondents, selecting from a menu of 10 categories broke down as follows:

- Housing/ accommodation
- Cost of living
- Social issues
- Education
- Environment

Some comments:

- "This is a remarkable innovative way to do this"
- "What a creative way to do this!"
- "What do you do with the choices that people give you?"
- "Way to get kids to learn about it this way!"
- "Can I put in more than three?"
- "Can you come back next week and leave it here?"
- "Can you visit our co-op and do this there?"
- To their children, "How about we do it together?"

Multi-stakeholder workshop

The City of Vancouver's Finance team invited representatives from the City's broad range of community stakeholders, Council Advisory Committees and Business Improvement Associations (BIAs) to provide their perspectives on budget directions – 15 participants attended the workshop on October 19, 2017.

The session united representatives from: Seniors Advisory Committee, Persons with Disabilities Advisory Committee, LGBTQ2+ Advisory Committee, Downtown Vancouver BIA, and Hastings Crossing BIA.

Participants were presented with an overview of budget planning and the economic outlook. They used this information to answer three key questions:

From your perspective, what are the major priorities for Vancouver as a growing city? How can the City best address these priorities?

Most respondents identified housing affordability, homelessness and cost of living as priorities. Other significant themes included:

- public safety and the need to address growing street disorder in the downtown core;
- an aging population and the need for an age-friendly city;
- the coming millennial workforce and the future of work;
- designing and providing for a more accessible city with strategies ranging from building code amendments to more accessible public washrooms; and
- the need to reflect the City's diversity in upstream policies like targeted community-focused funding and equity hiring at the city.

To balance the 2018 budget, the City of Vancouver has a number of options to consider. Which of the following options would you prefer the City use to balance its budget?

- Increase existing fees and/or introduce new fees
- Increase property taxes
- Reduce the level of City services (e.g. hours, offerings)

Participant commentary revolved around seeking new forms of revenues through licensing. There was not a uniform take on increasing property taxes; however, there was an acknowledgement that Vancouver's property taxes are low compared to other regional municipalities. Some examples of new fees proposed: possible increases in business licences, development permits, dog licensing and even cyclist permitting. Participants also preferred, while not ideal, fee increases over service closures. There was discussion about how much revenue could be gained from fees versus closures and if other revenue sources could be explored.

Participants also suggested lobbying for portions of the provincial sales tax, implementation of a luxury home tax, and a portion of proceeds from revenues gained as a result of the proposed legalization of recreational cannabis. There was an overall call to action for the City to be bold and innovative in its search for additional sources of revenue, whether through automation of services or advocacy with other levels of government.

What is your take on the priorities outlined in the 2018 Budget Outlook?

Housing affordability and cost of living emerged as key priorities and a number of the participants said they felt more action is required, especially to address persistent challenges faced by seniors, people with disabilities and LGBTQ2+ youth.

There was significant commentary about the need to build on the theme of equity articulated in the Outlook. Several respondents discussed designating investments not only for places or communities, but for specific groups. One respondent identified the action taken in the last budget of providing .5% of the budget to address the opioid crisis as a defensible approach. The specificity of the investment built confidence, addressed impact, and improved transparency for the public.

Public safety was another theme along with the need to address, through ongoing community investments, impacts from poverty and the opioid crisis in city streets.

Next steps

This year we are excited to announce a pilot participatory budgeting process that will take place in 2018. We heard from citizens that they are interested in new forms of engagement that increase participation and accessibility, and will be looking at new digital tools, civic workshops and youth engagement in 2018. Along with Participatory Budgeting these tools offer a chance to build informed participation by those who may have been underrepresented in these conversations in the past – young people, newcomers to Canada, and even busy families.

Appendix

Organizations – stakeholder meeting

Representatives from the following organizations attended the October 19, 2017 stakeholder session:

- City of Vancouver
- LGBTQ2+ Advisory Committee
- Persons With Disabilities Advisory Committee
- Women's Advisory Committee
- Seniors Advisory Committee
- Hastings Crossing BIA
- Downtown Vancouver BIA

Sample composition – business owners

Demographic group	Survey sample - businesses
Gender	
Male	49%
Female	40%
Transgender	0%
None of the above	1%
Prefer not to say	9%

Demographic group	Survey sample - businesses
Age	
18-39	35%
40-49	23%
50-59	24%
60 and over	17%
Residential Zone (of Business)	
Downtown	37%
Northwest	23%
Northeast	17%
Southwest	11%
Southeast	12%

Demographic group	Survey sample - businesses
Geographic Origins and Ethnicity	
North America Canadian First Nations (or Aboriginal Band) American	**47%** 45% 1% 3%
Europe British Isles (e.g. English, Scottish, Irish, Welsh) Eastern European (e.g. Russian, Ukrainian, Croatian, etc.) German French Other European (e.g. Greek, Italian, Swedish etc.)	**37%** 22% 8% 5% 1% 10%
Asia Chinese South Asian (e.g. Punjabi, Indian, Tamil, Pakistani, Bangladeshi, etc.) Japanese Other Asian (e.g. Filipino, Thai, Vietnamese etc.)	**15%** 12% 2% 1% 1%
Latin/South American	**1%**
Africa	**1%**
Other regions (e.g. Middle Eastern, Oceania, Caribbean)	**2%**