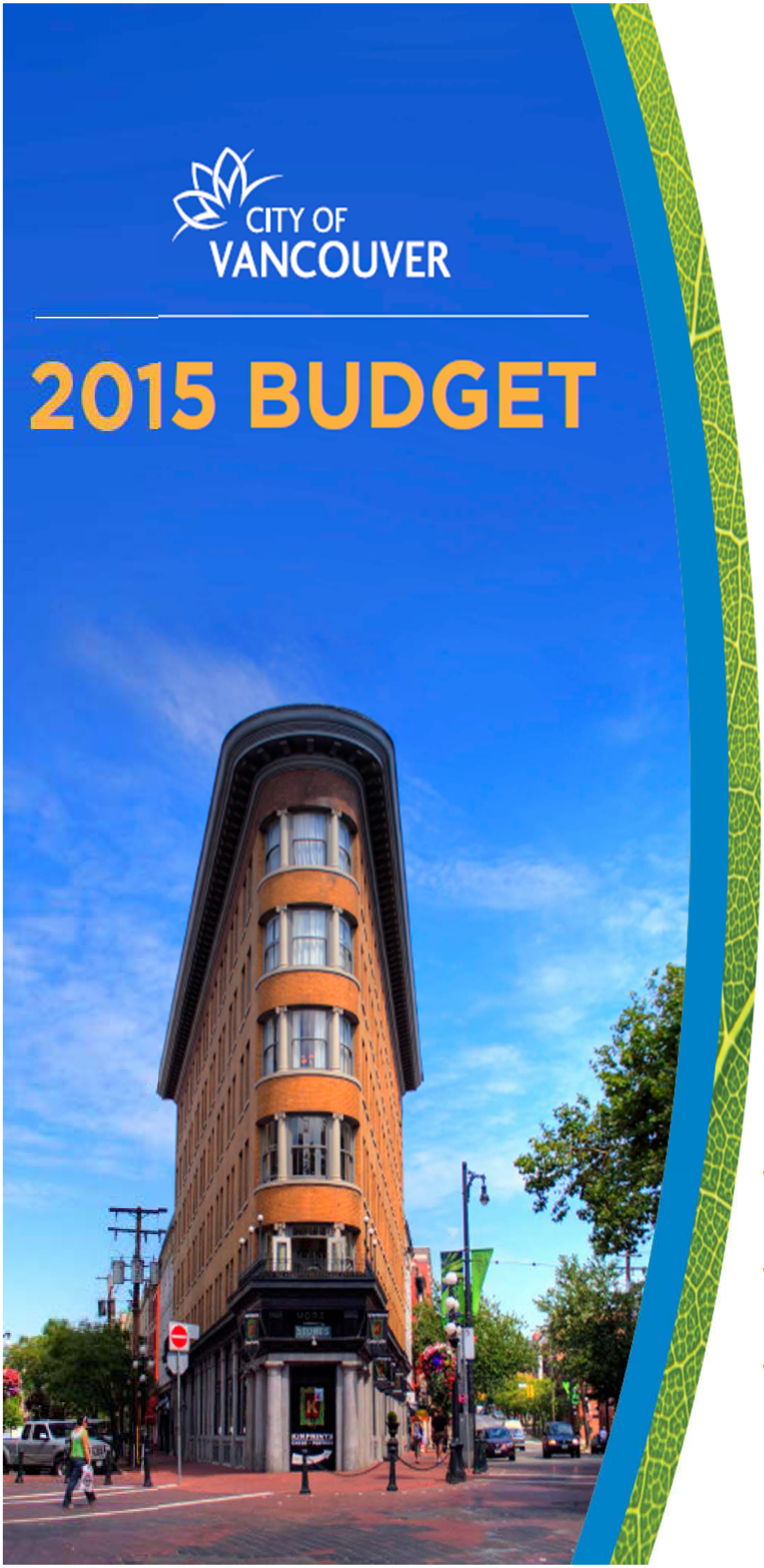


Service Satisfaction Survey

Summary Results
January 2015

Consultation Overview

To inform the draft 2015 budget, the City asked Vancouver residents and businesses what they thought of our services and the value they are receiving from the City.

Three different methodologies were used to gather public feedback:

- A full-length online survey among residents and businesses (using the City's Talk Vancouver panel and a survey link on the City's website accessible to the general public),
- A telephone survey using a shortened version of the survey (three key questions) asked of random callers to the City's 3-1-1 service,
- In-person surveys (three key questions) asked of random visitors to various community centres

Method	Dates/Locations	Participants
Online questionnaire	Nov 27, 2014 – Jan 7, 2015	1,712
In-person survey at community centres	• Dunbar Community Centre – Dec 2 • West End Community Centre – Dec 3 • Trout Lake Community Centre – Dec 5 • Douglas Park Community Centre – Dec 6 • Sunset Community Centre – Dec 6 • Carnegie Community Centre – Dec 10 • Kensington Community Centre – Dec 11 • Kerrisdale Community Centre – Dec 13	410
Telephone survey (3-1-1)	Random 3-1-1 callers from Dec 5, 2014 – Jan 7, 2015	1,030
	Total engaged	**3,152**

Promotion activity
3-1-1 and Pop-Up Outreach team
Colour print ads in the Courier, Business in Vancouver, Ming Pao, Sing Pao
Social media ads – facebook, twitter
Info bulletin and COV homepage presence
Talk Vancouver member outreach (over 3500 members)
Email invitations to community organizations and stakeholder groups

Long Term Capital Investment Priorities

The service satisfaction survey represents the next level of engagement on the City's financial operations and strategic priorities. Earlier in 2014, over 3,000 people participated in two rounds of public consultation helping to shape the City's 2015-2018 Long Term Capital Investment Priorities.

As a first step in the capital planning process in May 2014, the City asked the public to help us identify city-wide priorities for long-term maintenance and investment. These priorities help to guide both the four year plan and the annual budgets.

What we learned about the public's long term capital investment priorities

RENEWAL Top five city infrastructure
Waterworks
Sewers
Sidewalks
Seawall and trails
Natural areas

NEW Top three investment priorities
Rapid transit (TransLink)
Affordable housing
Childcare

The consultation summary report from round one and two can be found online at vancouver.ca/capitalplan

Explanatory Notes

The summary of results from our service satisfaction research is divided into three sections:

1. Overview of Feedback: This section includes a combination of all feedback we received from online, in-person and 3-1-1 (telephone) questionnaires and how it compares to previous years.

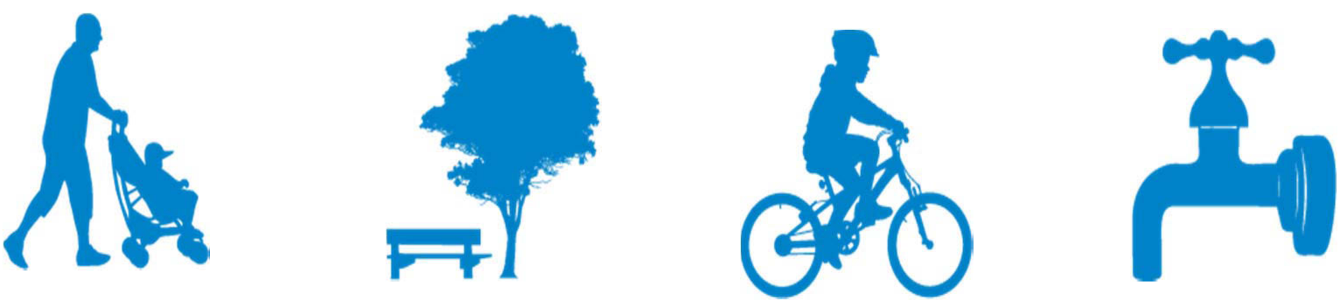
2. Summary of feedback from online questionnaires.

3. Summary of feedback from 3-1-1 and in-person surveys

The research addressed the following objectives:

- Identify issues residents and businesses feel the City should give top priority to;
- Gauge satisfaction with City services and infrastructure, overall and with respect to specific services;
- Explore residents' and businesses' perceptions of and sensitivities to taxation levels and value for dollar of services; and
- Examine residents' and businesses' preferred options for balancing City budget.

1: Overview of Feedback (all channels)



Overview: Important City Issues

What we learned about the issues that concern the public

Top concerns, while priority changes slightly, are consistent among the different groups of participants.

Residents (Online)	Businesses (Online)
Cost of living (38%)	**Cost of living (40%)**
Housing (36%)	**Infrastructure/Transportation (29%)**
Social issues/Social services (33%)	**Social issues/Social services (27%)**
Infrastructure/Transportation (32%)	Housing (19%) and Development (19%)
Development (26%)	City finances (19%)

3-1-1 Callers	Community Centre Patrons
Cost of living (39%)	**Housing (40%)**
Infrastructure/Transportation (29%)	**Cost of living (35%)**
Housing (27%)	**Social issues/Social services (29%)**
Social issues/Social services (17%)	**Infrastructure/Transportation (27%)**

Overview: Important City Issues Trend

Top concerns are also quite consistent over time, with infrastructure/transportation and housing being the most common themes across all groups (note: in-person intercept surveys were not conducted in previous years).

Residents (online): Top Three Issues	
2014 Budget survey	**2013 Budget survey**
Infrastructure/ Transportation (61%)	Infrastructure/ Transportation
Housing (44%)	Housing
Social issues/Social services (36%)	Social issues/Social services

Businesses (online): Top Three Issues	
2014 Budget survey	**2013 Budget survey**
Infrastructure/ Transportation (56%)	Cost of living
Cost of living (34%)	Infrastructure/ Transportation
Housing (21%)	Economic issues

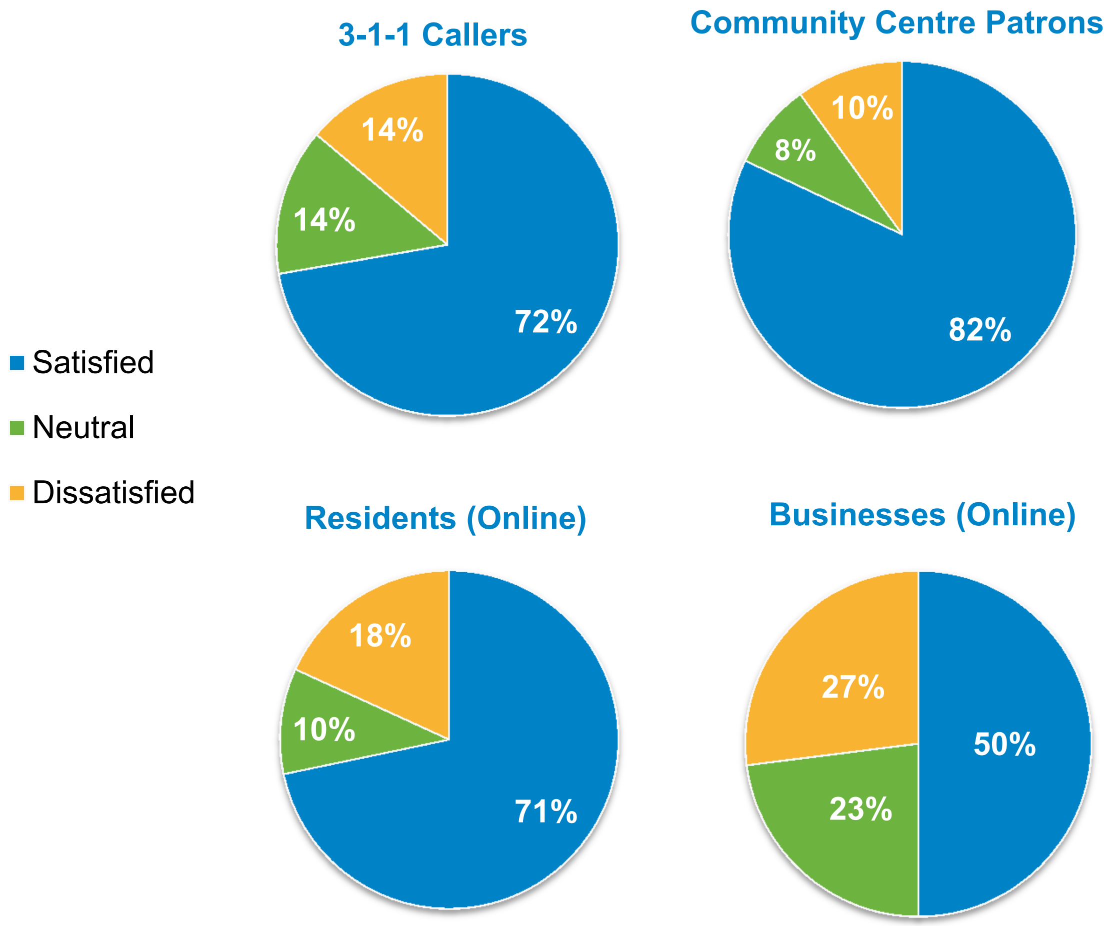
3-1-1 Callers: Top Three Issues	
2014 Budget survey	**2013 Budget survey**
Transportation: bike lanes, traffic, parking	Housing and homelessness
Housing and homelessness	Transportation: traffic, parking, road safety
Garbage and clean streets	Taxes

Overview: Satisfaction

What we learned about the public's overall satisfaction

Despite the different methodologies used to collect feedback, results are fairly consistent. Key differences include:

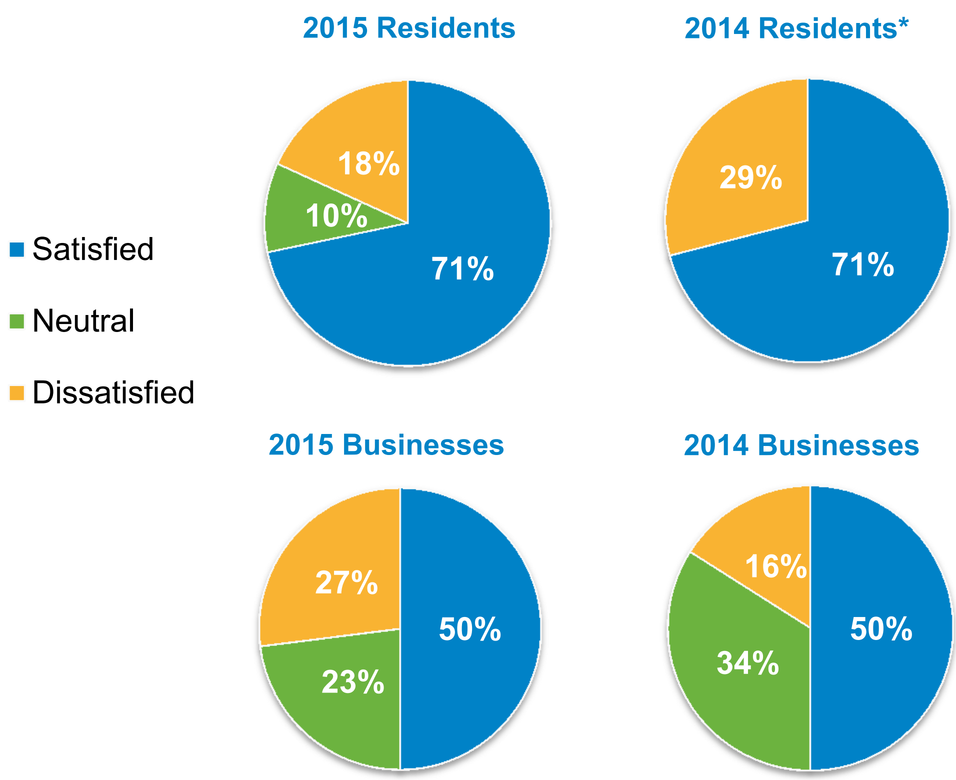
- Businesses are slightly less likely to be satisfied ('very' or 'somewhat' satisfied) with the quality of services that the City provides,
- Overall, resident satisfaction (represented online, through 3-1-1 and in-person) is quite high.



Overview: Satisfaction Trend

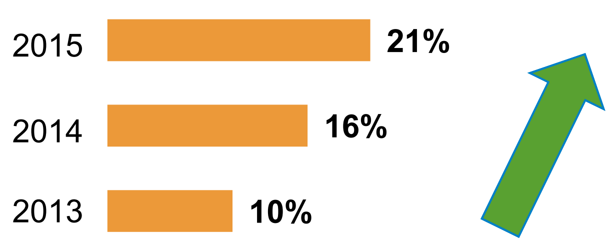
How the public's overall satisfaction compares over time

- Compared to last year, among surveyed residents the percentage who say they are satisfied ('very' or 'somewhat' satisfied) with the quality of City services has held steady at 71%.
- Among businesses, the percentage who say they are satisfied ('very' or 'somewhat' satisfied) has held steady at 50% from last year.



*Note: In 2014, the response scale for residents question did not include a 'neutral' option.

- Among residents, there has been a steady increase from 2013 to 2015 in the percentage of respondents who are "very satisfied" with the City's services.



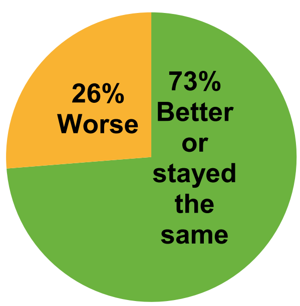
Overview: Service Perceptions

What we learned about the public's perceptions of service (online only)

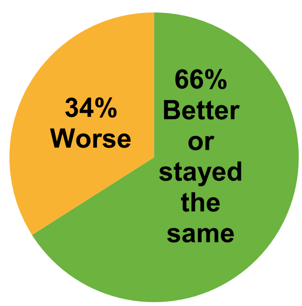
From our residents and businesses who completed the longer online questionnaire we learned:

- The City receives the **strongest satisfaction ratings** for its provision of basic **utility services** (sewer, water, drainage), **fire prevention and responding to medical calls** and **garbage collection, composting and recycling.**
- Satisfaction levels for most City services is higher among residents than businesses in Vancouver.
- Over the last few years, a majority of both residents and businesses consistently believe the quality of services provided by the City have either stayed the same or gotten better over the past 2-3 years.

2015 Budget Survey: Residents



2015 Budget Survey: Businesses

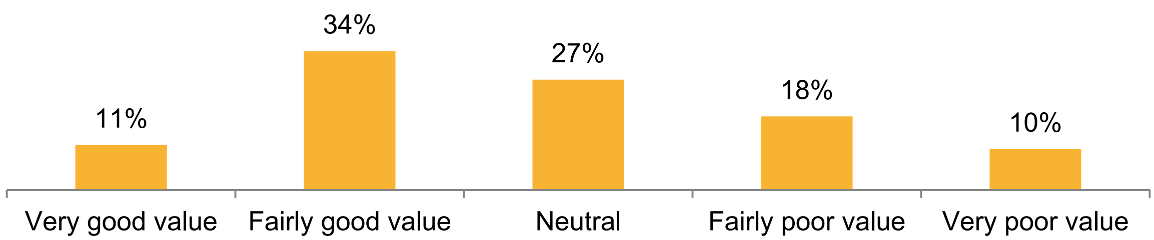


	Residents 2014	Businesses 2014	Residents 2013	Businesses 2013
Better or stayed the same	76%	60%	77%	79%
Worse	24%	41%	23%	21%

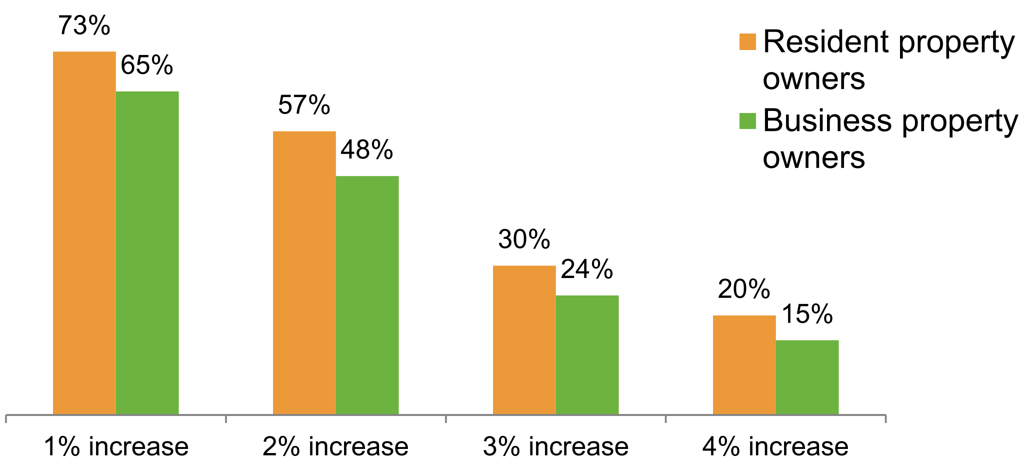
Overview: Tax Tolerance

What we learned about the public's tax tolerance

- Residents are more likely than businesses to think they get good value for their tax dollars.
- Among all respondents (online, 3-1-1, and in-person), an average of 45% believe they get good value for their tax dollars, while 28% think they get poor value.



- When asked about their willingness to pay an increase in their taxes, for both residents and businesses who own their residential or business property, a 1% or 2% increase are supported by roughly half or more from each group.
- At each increase level, however, residents are more likely than businesses to say they would be willing to support such an increase.



- Among property renters, a majority of residents would be willing to pay an increase of $5 more in rent per month in order to maintain current services provided by the City, however, less than half of businesses who rent their business property would be willing to pay an increase in rent.

Overview: Cost Efficiencies

What we learned about the public's feedback on cost efficiencies (online only)

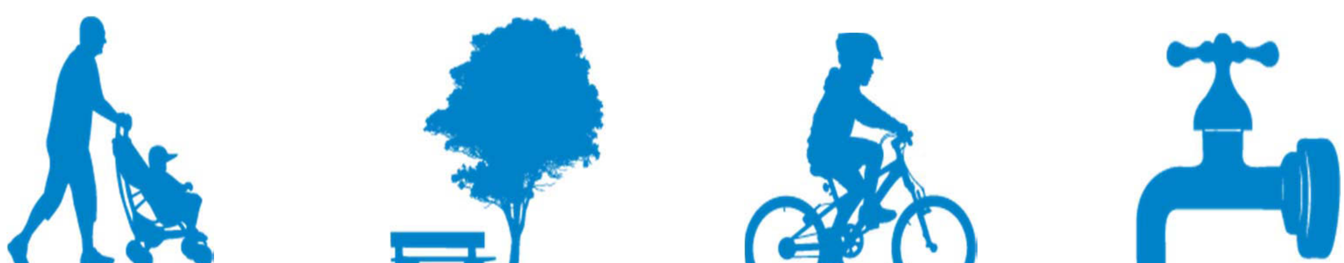
Looking at measures to balance the budget, although no measure presented was supported by a majority of residents or businesses, respondents were most likely to support the following measures:

- Introducing new user fees for some City services that currently have no fees;
- Reducing the level of staffing/personnel that provide City services;
- Increasing user fees for City services that currently have fees.

Residents and businesses are most likely to support the following measures to find efficiencies in providing services to their citizens:

- Offer more opportunities to access services online rather than in-person;
- Use new green techniques to transform how the City manages its green spaces;
- Make more use of online engagement tools to reduce time & resources spent on in-person consultation;
- Prioritize enforcement of by-laws to emphasize safety issues vs. nuisance issues.

2: Summary of Feedback from Online Questionnaire



Survey Methodology

- The 2015 Budget and Service Satisfaction questionnaire was conducted on the City's Talk Vancouver questionnaire platform.

- The City collected feedback from residents of Vancouver and business owners/operators whose business is located in the city.
    - **1,315 residents**
    - **397 businesses**

- To ensure the questionnaire sample is reflective of the overall Vancouver population, the City set targets for demographic representation.
    - For resident respondents targets were set for the five geographic regions of the city: downtown, the Northeast (North of 16^{th} Avenue and East of Main Street), the Northwest, the Southeast and the Southwest, as well as targets based on gender and age.
    - For businesses, the City collected questionnaires from owners/operators of businesses of varying size (by employee count) to represent small, medium and large businesses in the City.

- Weighting was used as needed to ensure the data matched the most recent Census data for age, gender and residential zone for resident. Business respondents were weighted based on business size (number of employees).
    - The table on the following slide shows the number of completed surveys collected (unweighted numbers). The weights applied were minimal (final weighting efficiency was 88%, which is considered fine) as a result of meeting the quota targets established.

- The questionnaire was open from November 27, 2014 until January 12, 2015.

Sample Composition

Demographic group	Survey Sample	Vancouver population (according to Census data)	Comment
Gender:			
Male	50%	49%	Representative
Female	48%	51%	Slightly under represented*
Transgender	1%	n/a	
Age:			
18-39 (in Talk Vancouver, this range is 15-39)	43%	41%	Slightly over represented*
40-49	21%	19%	Slightly over represented*
50-59	17%	16%	Representative
60 and over	18%	22%	Under represented*
Residential zone:			
Downtown	24%	22%	Slightly over represented*
Northwest	25%	17%	Over represented*
Northeast	19%	16%	Slightly over represented*
Southeast	16%	25.5%	Under represented*
Southwest	16%	19%	Slightly under represented*

* Weights were applied to achieve a representative sample. Weights were minimal (final weighting efficiency was 88%)

Sample Composition

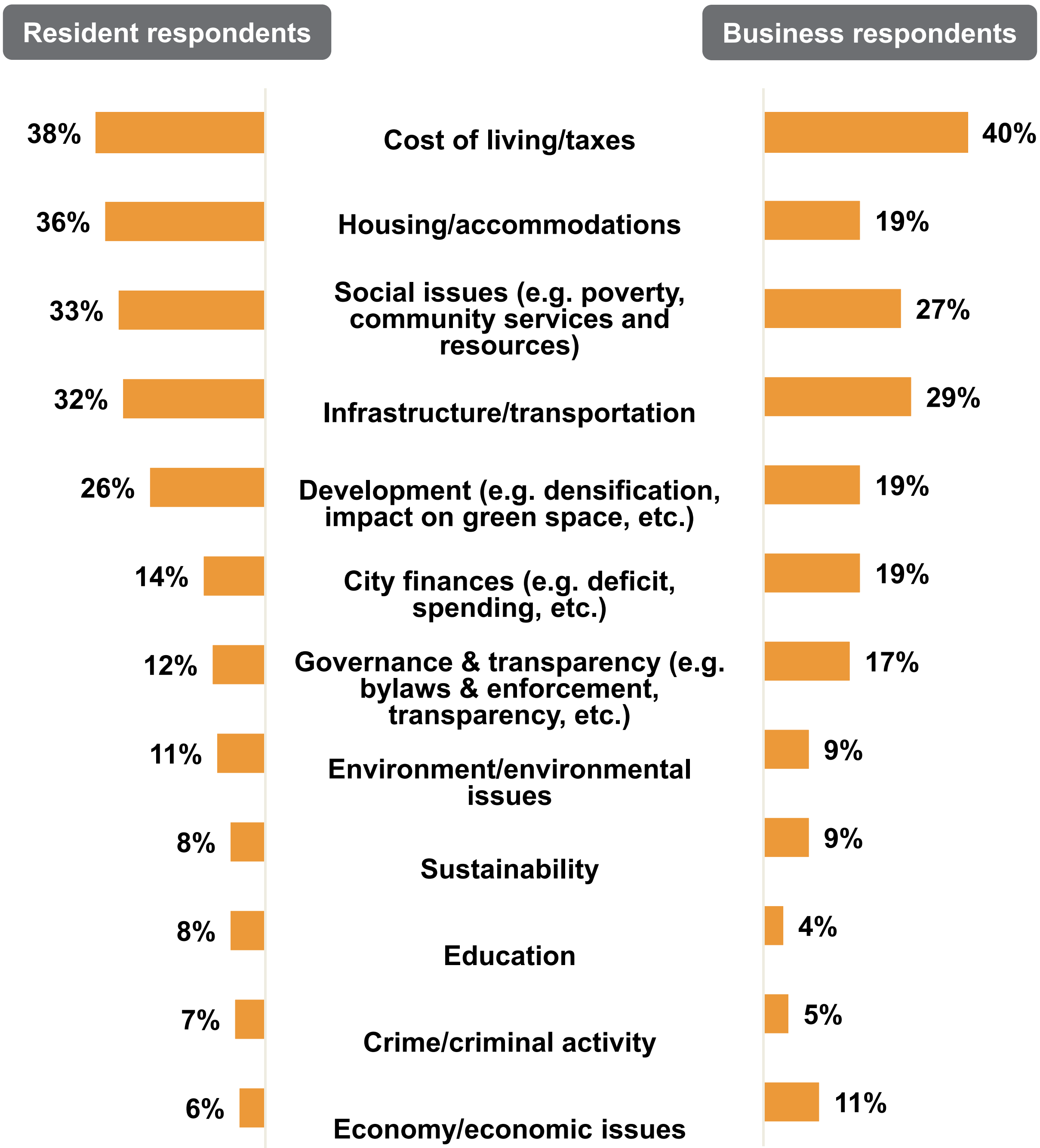
Other demographic questions were included that were not used for weighting purposes, but to further understand the respondents that responded to the survey.

Demographic group	Survey Sample
Ethnicity	
North American Canadian First Nations (or Aboriginal Band) American	**52%** 48% 1% 5%
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.)	**42%** 27% 7% 6% 2% 8%
Asia Chinese South Asian (e.g. Punjabi, Indian, Tamil, Pakistani, Bangladeshi, etc.) Japanese Korean Other Asian (e.g. . Filipino, Thai, Vietnamese etc.)	**13%** 9% 2% 1% <1% 2%
Latin/South American	**1%**
Africa	**<1%**
Other regions (e.g. Middle Eastern, Oceania, Caribbean)	**2%**

Sample Composition

Demographic group	Survey Sample
Home Ownership:	
Rent	41%
Own	51%
Other (e.g. live with parents, rent free but not owner)	8%
Business Size (among Business respondents only)	
0 employees (i.e. you are self-employed with no other employees)	41%
1-3 employees	29%
4-9 employees	13%
10-24 employees	11%
25-99 employees	4%
100 or more employees	2%

Most Important Local Issues



Base: Resident respondents (n=1,315) and Business respondents (n=397)

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

Most Important Local Issues

Top concerns are consistent over the last few years, with infrastructure/transportation and housing being the most common themes.

Last Year (Budget 2014)
Residents Top 5

1. Infrastructure/ transportation
2. Housing
3. Social issues
4. Development
5. Cost of living

Last Year (Budget 2014)
Businesses Top 5

1. Infrastructure/ transportation
2. Cost of living
3. Housing
4. Economic issues
5. Development

The list of local issues provided to respondents was generated from the list of topics that residents and businesses have identified year after year. However, respondents were also provided the opportunity to list other issues they consider to be important that were not part of the aided list. Most respondents did not provide an 'other' mention for this question. Among those who did select 'other,' common issues that were mentioned include:

- Childcare (8 mentions);
- Homelessness (6 mentions);
- Funding/support for arts and culture (5 mentions);
- Traffic (5 mentions).

From your perspective as a resident/business owner, what is the most important local issue facing the City at the present time? (Select up to three) [Other, please specify] mentions.

Overall Service Satisfaction

Question	Response	Resident Sample	Business Sample
Now thinking about all of the various types of services the City of Vancouver provides its residents/businesses, would you say you are generally satisfied or dissatisfied with the overall quality of services provided to residents/businesses by the City of Vancouver?	Very satisfied	21%	13%
	Somewhat satisfied	50%	37%
	Total Satisfied	**71%**	**50%**
	Neither satisfied nor dissatisfied	10%	23%
	Somewhat dissatisfied	13%	20%
	Very dissatisfied	5%	7%
	Total Dissatisfied	**18%**	**27%**
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	Much better	5%	3%
	Somewhat better	30%	18%
	Stayed the same	38%	45%
	Total stayed the same or better	**73%**	**66%**
	Somewhat worse	19%	24%
	Much worse	7%	10%
	Total worse	**26%**	**34%**

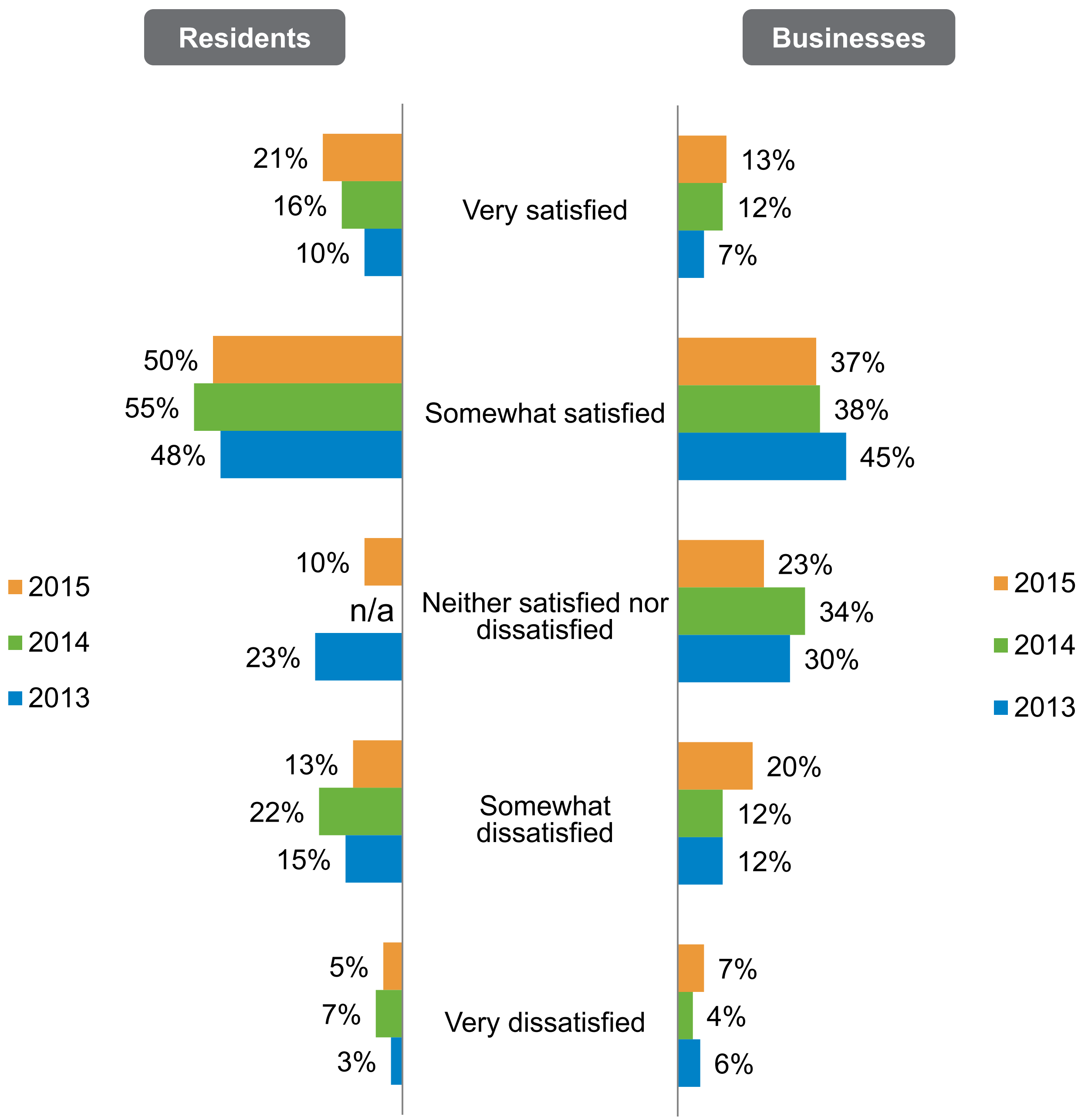
Base: Resident respondents (n=1,315) and Business respondents (n=397)

Now thinking about all of the various types of services the City of Vancouver provides its residents/businesses, would you say you are generally satisfied or dissatisfied with the overall quality of services provided to you/your business by the City of Vancouver?

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

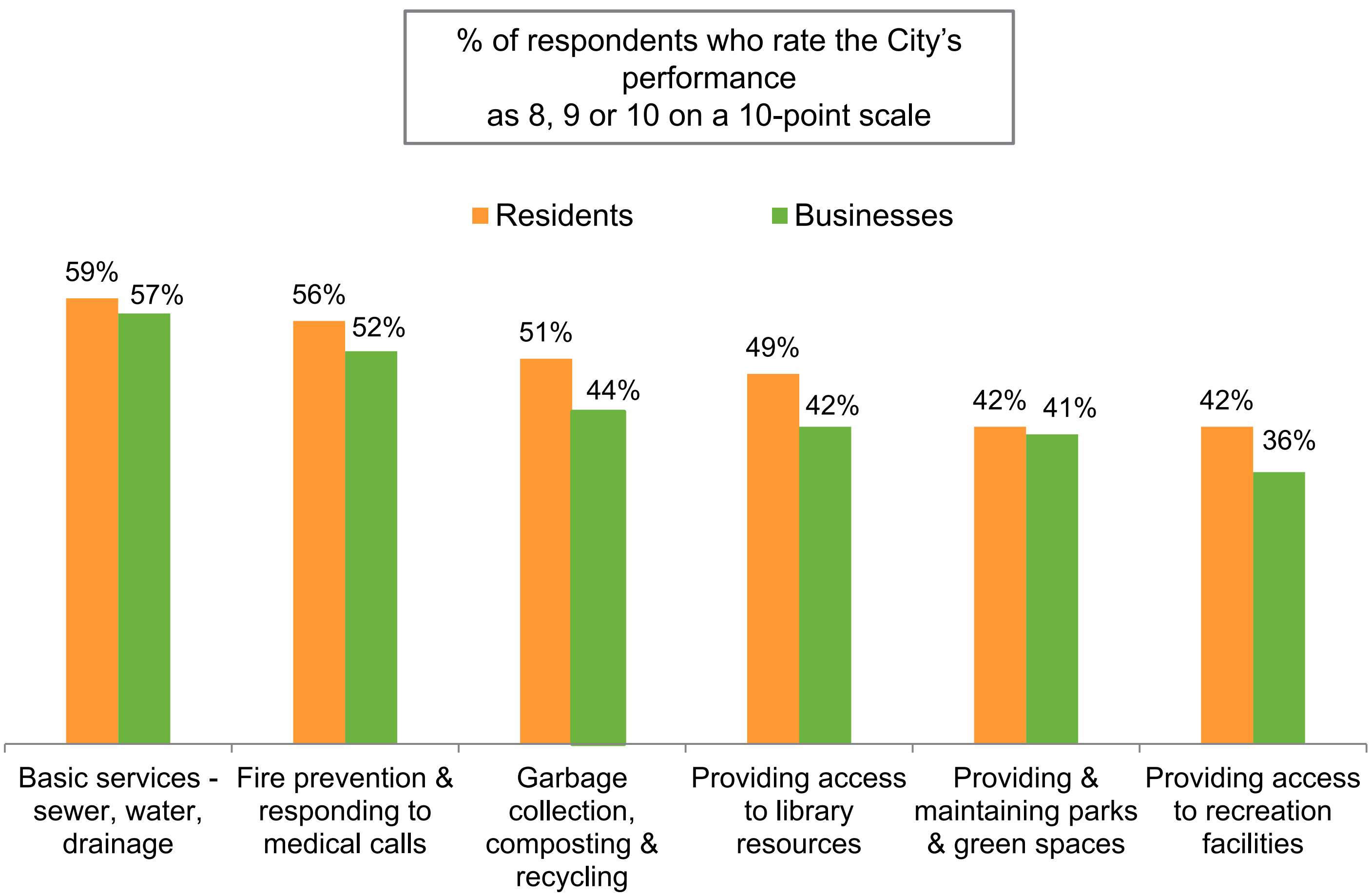
Service Satisfaction Trend

- Satisfaction with City services is higher among residents than businesses in Vancouver.
- Among residents, there has been a steady increase from 2013 to 2015 in the percentage of respondents who are "very satisfied" with the City's services.



Services City Delivers Best

- The City receives strongest satisfaction ratings for its provision of basic utility services (sewer, water, drainage), fire prevention and responding to medical calls and garbage collection, composting and recycling.
- Most of the top performing areas shown below were among the top rated service areas in the previous year.



Base: Resident respondents (n=1,315) and Business respondents (n=397)

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

Service Importance & Satisfaction: Public Safety

Question - Importance	Response	Resident Sample	Business Sample
Fire prevention & responding to medical calls	Very important	86%	83%
	Somewhat important	12%	15%
	Total important	**98%**	**98%**
Reducing the crime rate and maintaining public safety	Very important	63%	61%
	Somewhat important	32%	33%
	Total important	**95%**	**94%**
Providing emergency preparedness information and support	Very important	37%	36%
	Somewhat important	51%	50%
	Total important	**88%**	**86%**

Base: Resident respondents (n=1,315) and Business respondents (n=397)

How important do you believe the following services/programs are to the larger community? 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 & Satisfaction: Public Safety

Question – Satisfaction on scale of 0 to 10	Response	Resident Sample	Business Sample
Fire prevention & responding to medical calls	Rating of 8, 9 or 10	56%	52%
	Average rating	9.4	9.0
	Don't know responses	17%	13%
Reducing the crime rate and maintaining public safety	Rating of 8, 9 or 10	33%	31%
	Average rating	7.8	7.5
	Don't know responses	7%	5%
Providing emergency preparedness information and support	Rating of 8, 9 or 10	18%	19%
	Average rating	7.8	7.4
	Don't know responses	19%	15%

Base: Resident respondents (n=1,315) and Business respondents (n=397)

How important do you believe the following services/programs are to the larger community? 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 & Satisfaction: Community Programs

Question - Importance	Response	Resident Sample	Business Sample
Providing access to recreation facilities (e.g. community centres) and delivering recreational programming	Very important	59%	57%
	Somewhat important	35%	35%
	Total important	**94%**	**92%**
Providing access to library resources (e.g. collections, computers), programs, information services and space	Very important	59%	52%
	Somewhat important	32%	35%
	Total important	**91%**	**87%**
Supporting community service organizations (e.g. shelters, childcare, social grants)	Very important	59%	50%
	Somewhat important	31%	36%
	Total important	**90%**	**86%**
Providing support services to the DTES	Very important	43%	31%
	Somewhat important	38%	44%
	Total important	**81%**	**75%**
Enabling affordable housing	Very important	60%	50%
	Somewhat important	26%	29%
	Total important	**86%**	**79%**

Base: Resident respondents (n=1,315) and Business respondents (n=397)

How important do you believe the following services/programs are to the larger community? 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 & Satisfaction: Community Programs

Question - Importance	Response	Resident Sample	Business Sample
Planning for and managing residential, commercial and industrial development	Very important	52%	56%
	Somewhat important	38%	37%
	Total important	**90%**	**93%**
Environmental protection, support for green projects (e.g. green grants, building retrofits programs, zero waste)	Very important	46%	38%
	Somewhat important	34%	35%
	Total important	**80%**	**73%**
Providing and maintaining parks and green spaces	Very important	63%	58%
	Somewhat important	33%	35%
	Total important	**96%**	**93%**

Base: Resident respondents (n=1,315) and Business respondents (n=397)

How important do you believe the following services/programs are to the larger community? 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 & Satisfaction: Community Programs

Question — Satisfaction on scale of 0 to 10	Response	Resident Sample	Business Sample
Providing access to recreation facilities (e.g. community centres) and delivering recreational programming	Rating of 8, 9 or 10	42%	36%
	Average rating	8.0	7.5
	Don't know responses	4%	2%
Providing access to library resources (e.g. collections, computers), programs, information services and space	Rating of 8, 9 or 10	49%	42%
	Average rating	8.4	8.1
	Don't know responses	5%	6%
Supporting community service organizations (e.g. shelters, childcare, social grants)	Rating of 8, 9 or 10	14%	17%
	Average rating	7.5	6.8
	Don't know responses	17%	8%
Providing support services to the DTES	Rating of 8, 9 or 10	15%	21%
	Average rating	7.6	7.0
	Don't know responses	21%	11%
Enabling affordable housing	Rating of 8, 9 or 10	6%	9%
	Average rating	5.1	5.0
	Don't know responses	7%	5%

Base: Resident respondents (n=1,315) and Business respondents (n=397)

How important do you believe the following services/programs are to the larger community? 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 & Satisfaction: Community Programs

Question - – Satisfaction on scale of 10	Response	Resident Sample	Business Sample
Planning for and managing residential, commercial and industrial development	Rating of 8, 9 or 10	13%	11%
	Average rating	6.4	5.7
	Don't know responses	11%	6%
Environmental protection, support for green projects (e.g. green grants, building retrofits programs, zero waste)	Rating of 8, 9 or 10	35%	34%
	Average rating	8.0	7.5
	Don't know responses	8%	6%
Providing and maintaining parks and green spaces	Rating of 8, 9 or 10	42%	41%
	Average rating	7.7	7.3
	Don't know responses	1%	1%

Base: Resident respondents (n=1,315) and Business respondents (n=397)

How important do you believe the following services/programs are to the larger community? 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 & Satisfaction: Utilities & Engineering Public Works

Question - Importance	Response	Resident Sample	Business Sample
Providing basic services – sewer, water, drainage	Very important	91%	93%
	Somewhat important	8%	7%
	Total important	**99%**	**100%**
Providing garbage collection, composting, and recycling services	Very important	85%	81%
	Somewhat important	14%	17%
	Total important	**99%**	**98%**
Providing transportation infrastructure for walking, bikes, transit, and vehicles	Very important	76%	73%
	Somewhat important	20%	20%
	Total important	**96%**	**93%**
Maintaining and enhancing street infrastructure (e.g. pavement condition, cleanliness, lighting, roundabout gardens)	Very important	58%	58%
	Somewhat important	37%	38%
	Total important	**95%**	**96%**
Managing curbside parking spaces	Very important	24%	26%
	Somewhat important	45%	42%
	Total important	**69%**	**68%**

Base: Resident respondents (n=1,315) and Business respondents (n=397)

How important do you believe the following services/programs are to the larger community? 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 & Satisfaction: Utilities & Engineering Public Works

Question - – Satisfaction on scale of 10	Response	Resident Sample	Business Sample
Providing basic services – sewer, water, drainage	Rating of 8, 9 or 10	59%	57%
	Average rating	8.7	8.4
	Don't know responses	3%	2%
Providing garbage collection, composting, and recycling services	Rating of 8, 9 or 10	51%	44%
	Average rating	8.3	7.8
	Don't know responses	2%	2%
Providing transportation infrastructure for walking, bikes, transit, and vehicles	Rating of 8, 9 or 10	37%	31%
	Average rating	7.3	6.6
	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	30%	25%
	Average rating	7.1	6.6
	Don't know responses	2%	1%
Managing curbside parking spaces	Rating of 8, 9 or 10	18%	18%
	Average rating	7.7	6.8
	Don't know responses	20%	14%

Base: Resident respondents (n=1,315) and Business respondents (n=397)

How important do you believe the following services/programs are to the larger community? 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 & Satisfaction: General Government & Corporate Support

Question - Importance	Response	Resident Sample	Business Sample
Managing tax dollars	Very important	84%	86%
	Somewhat important	14%	13%
	Total important	**98%**	**99%**
Promoting economic development	Very important	42%	49%
	Somewhat important	47%	37%
	Total important	**89%**	**86%**
Permits, inspections and enforcement (e.g. building, renovation, business license, parking, dogs, etc.)	Very important	37%	36%
	Somewhat important	50%	47%
	Total important	**87%**	**83%**
Maintaining City infrastructure – administration buildings, vehicles, equipment and IT	Very important	36%	36%
	Somewhat important	52%	53%
	Total important	**88%**	**89%**
Providing information, engagement channels and customer service (website, in person and 3-1-1)	Very important	36%	35%
	Somewhat important	50%	46%
	Total important	**86%**	**81%**

Base: Resident respondents (n=1,315) and Business respondents (n=397)

How important do you believe the following services/programs are to the larger community? 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 & Satisfaction: General Government & Corporate Support

Question - – Satisfaction on scale of 10	Response	Resident Sample	Business Sample
Managing tax dollars	Rating of 8, 9 or 10	13%	13%
	Average rating	6.7	5.9
	Don’t know responses	14%	10%
Promoting economic development	Rating of 8, 9 or 10	15%	13%
	Average rating	7.3	6.6
	Don’t know responses	15%	12%
Permits, inspections and enforcement (e.g. building, renovation, business license, parking, dogs, etc.)	Rating of 8, 9 or 10	13%	12%
	Average rating	7.4	6.2
	Don’t know responses	21%	11%
Maintaining City infrastructure – administration buildings, vehicles, equipment and IT	Rating of 8, 9 or 10	15%	16%
	Average rating	8.3	8.0
	Don’t know responses	28%	26%
Providing information, engagement channels and customer service (website, in person and 3-1-1)	Rating of 8, 9 or 10	34%	32%
	Average rating	8.0	7.6
	Don’t know responses	11%	7%

Base: Resident respondents (n=1,315) and Business respondents (n=397)

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

Other Important Service Priorities

When respondents were asked about other issues they consider to be important priorities that were not asked about, most respondents did not provide a response. Among those who did provide a response, common issues that were mentioned include:

- Bike lanes (31 mentions);
- Affordable housing (24 mentions);
- Development / permits / planning (24 mentions);
- Transportation (23 mentions);
- Garbage collection / recycling / composting (21 mentions);
- Arts/culture funding (21 mentions);
- Engagement / community connections (19 mentions);
- Local governance, transparency, spending (17 mentions);
- Bylaw enforcement (15 mentions);
- Foreign ownership (13 mentions);
- Traffic (13 mentions);
- Mental health (12 mentions);
- Homelessness (11 mentions);
- Jobs / economy (11 mentions); and
- Police / public safety (11 mentions).

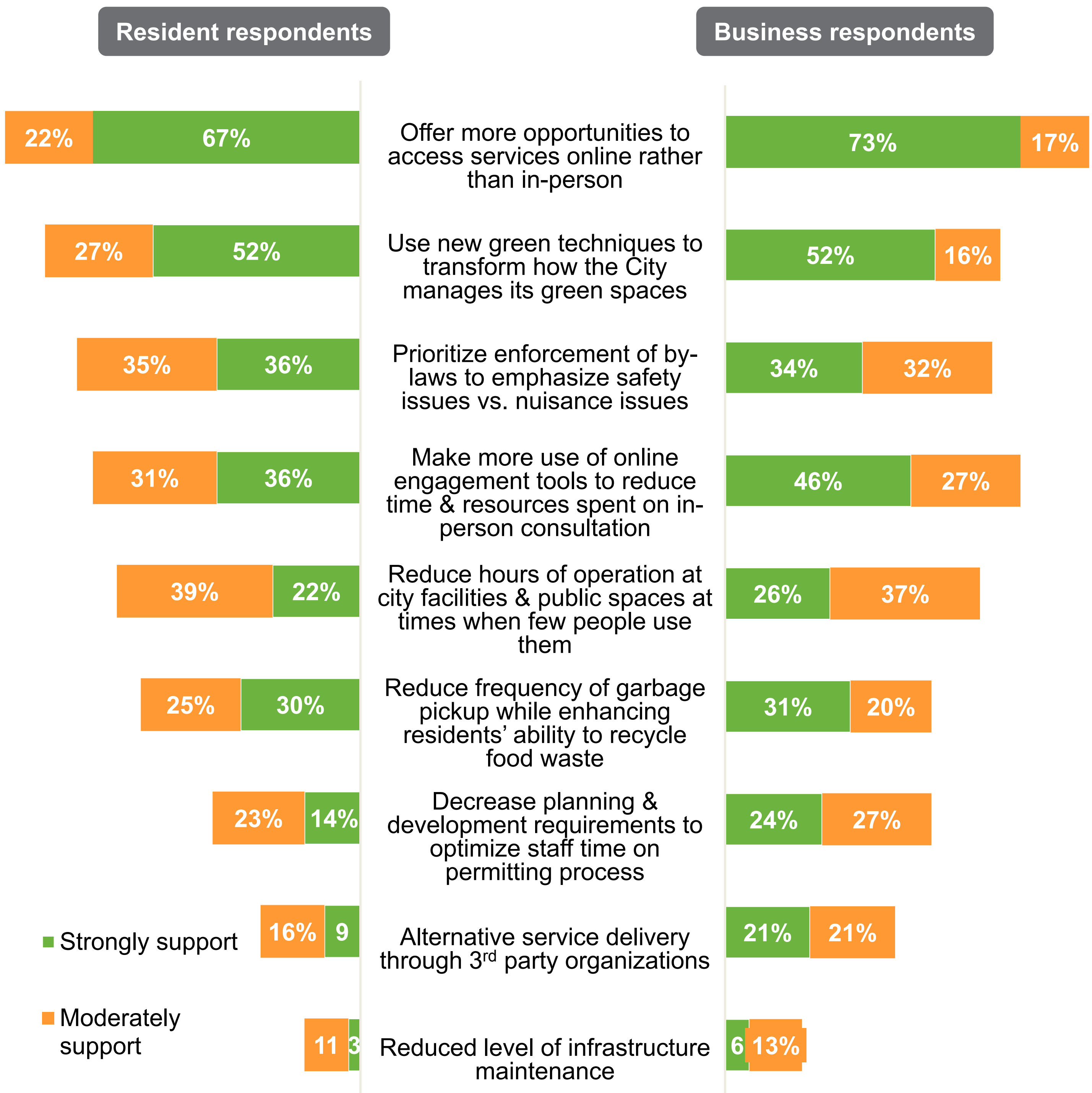
Are there any other priorities that you think are important that were not included in the previous list?

Value for Tax Dollar & Support for Measures to Balance Budget

Question	Response	Resident Sample	Business Sample
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?	Very good value	10%	6%
	Fairly good value	36%	23%
	Total good value	**46%**	**29%**
	Neither good nor poor value	24%	35%
	Fairly poor value	21%	23%
	Very poor value	9%	14%
	Total poor value	**30%**	**37%**
Now, to balance the 2015 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?	Introduce new user fees for some City services that currently have no fees	43%	41%
	Increase user fees for City services that currently have fees	39%	32%
	Increase residential property taxes/business property taxes (which your property owner could decide to pass on to you by raising the amount you pay in rent)	32%	23%
	Reduce level of staffing/personnel that provide City services	37%	45%
	Reduce the level of City services (e.g. hours, offerings	22%	25%

Base: Resident respondents (n=1,315) and Business respondents (n=397)

Support for Efficiency Measures



Base: Resident respondents (n=1,315) and Business respondents (n=397)

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?

Willingness to Have Taxes Increased (Among Property Owners)

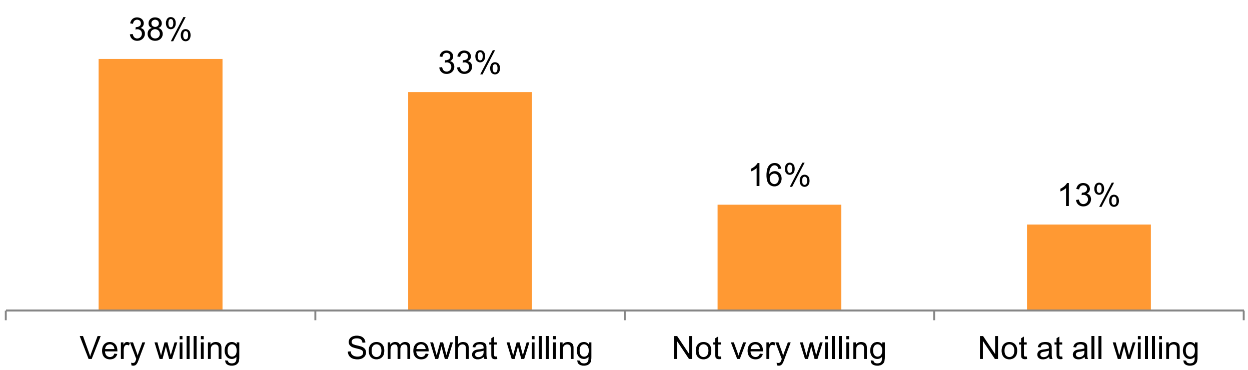
Question	Response	Rate increase	Resident Sample	Business Sample
Think about increases in property taxes for a moment. If the City of Vancouver needed to increase taxes in order to cover increased costs for existing programs and services, without any cuts in services, would you be willing or not willing to pay an increase in your property taxes/business property taxes to keep services at current levels?	Very willing	**1%**	49%	38%
	Somewhat willing		24%	27%
	Total willing		**73%**	**65%**
	Very willing	**2%**	25%	20%
	Somewhat willing		32%	28%
	Total willing		**57%**	**48%**
	Very willing	**3%**	12%	8%
	Somewhat willing		18%	16%
	Total willing		**30%**	**24%**
	Very willing	**4%**	9%	6%
	Somewhat willing		11%	9%
	Total willing		**20%**	**15%**

Base: Resident respondents who own their home (n=655)
Business respondents who own their business property (n=152)

Willingness of Renters to Support Increase in Rent

Resident respondents

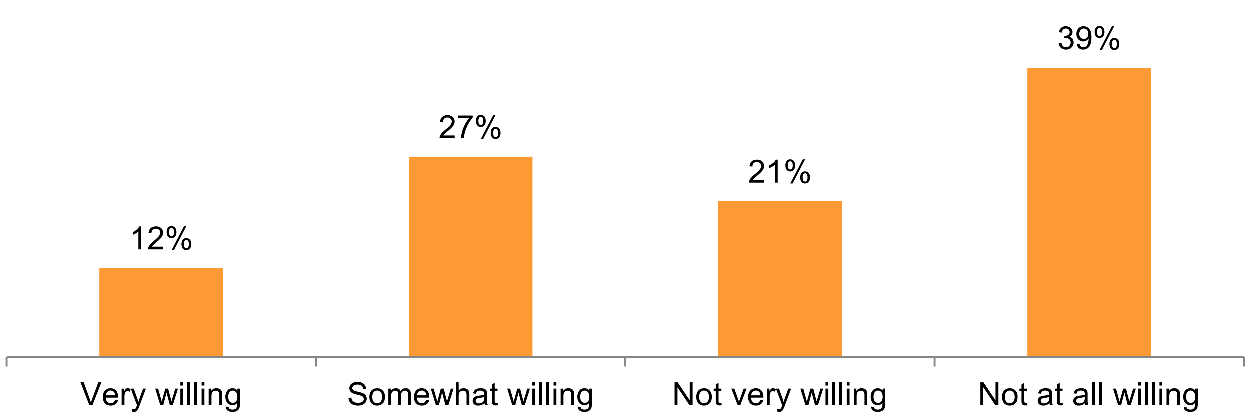
- Almost three-quarters of renters say they would be willing to support a $5/month increase in their rent in order to maintain the current level of services provided by the City.



Base: Resident respondents who rent their home (n=572)

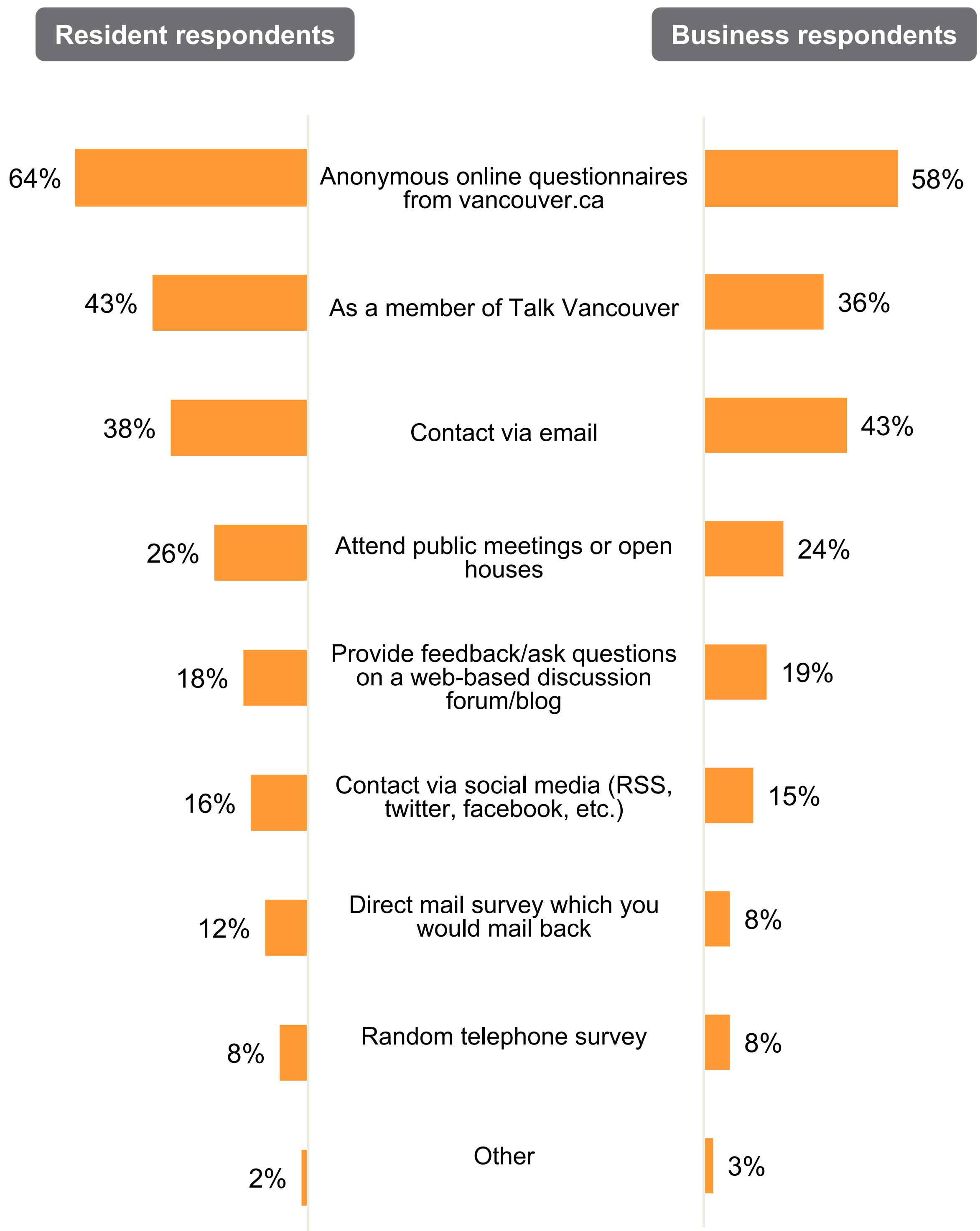
Business respondents

- Business respondents who rent their business premises are much less likely than their resident counterparts (those who rent their homes) to support an increase in rent, with only a minority (39%) who say they would be willing to pay an increase in their rent in order to maintain the current level of services provided by the City.



Base: Business respondents who rent their business property (n=245)

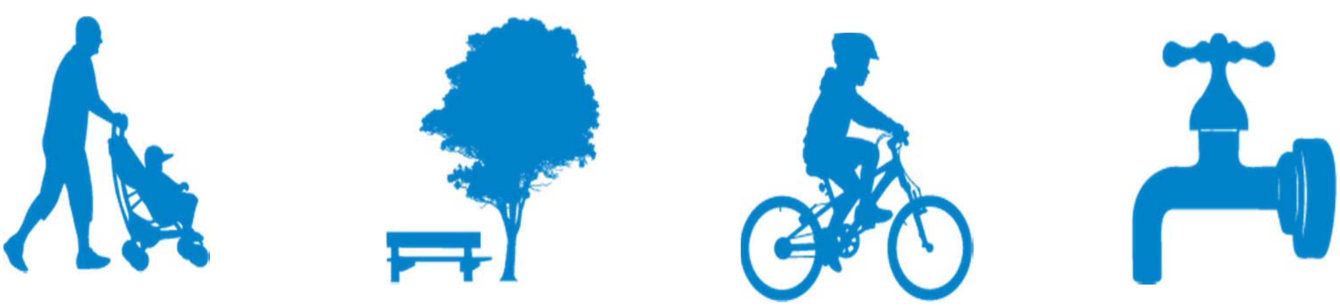
Preferred Method of Contact



Base: Resident respondents (n=1,315) and Business respondents (n=397)

(As a business owner/operator in the City of Vancouver) How would you like to be consulted by the City? Please select up to <u>three</u> of the following ways you would be most likely to participate in.

3: Summary of Feedback from 3-1-1 and In-person Intercept Surveys



Intercept Summary: Methodology

To increase the opportunities for citizens to provide their input on the 2015 Budget and Service Satisfaction survey, the City used two additional channels to reach out to the public on three key questions from the questionnaire:

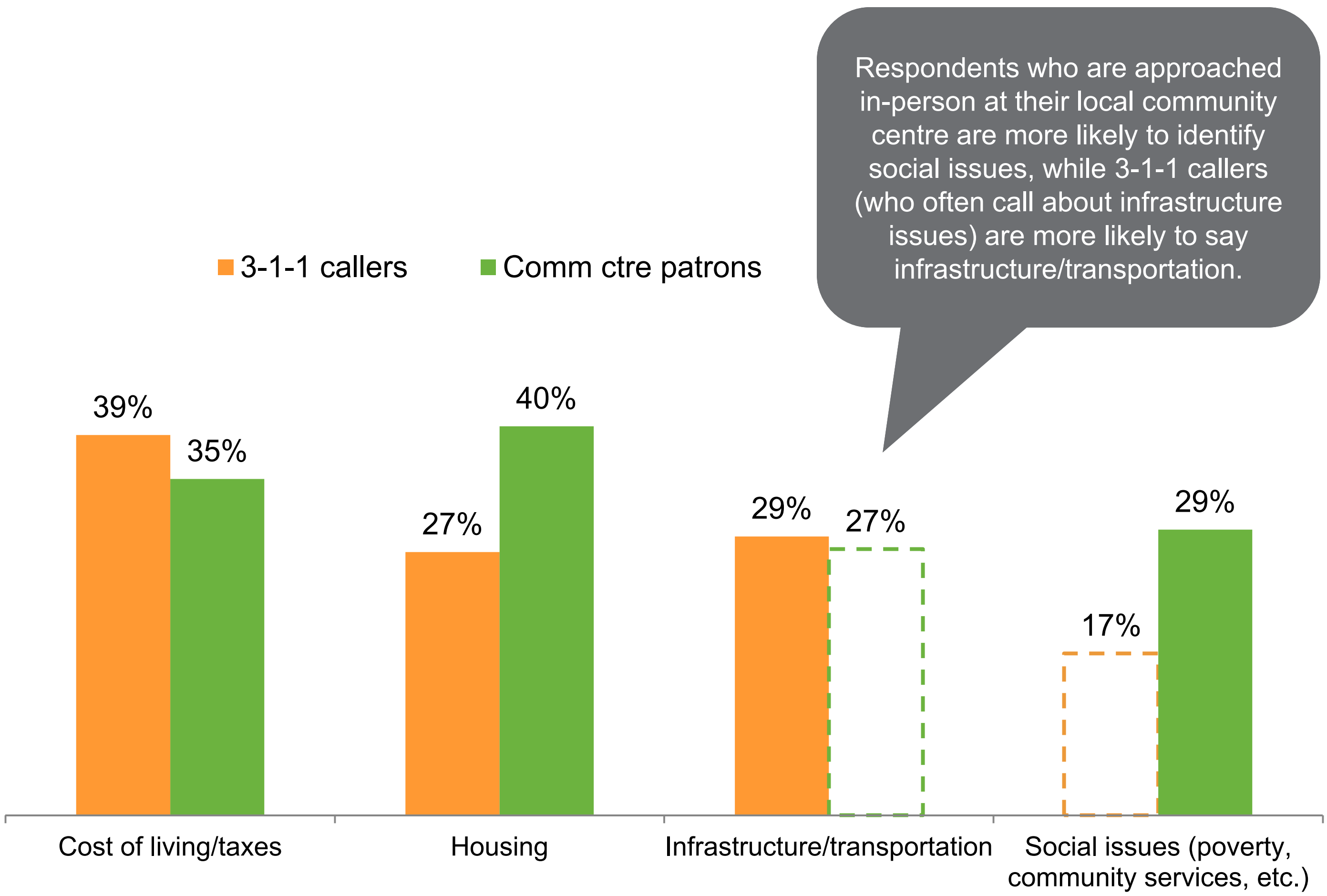
- **3-1-1:** In December and January, the City used its 3-1-1 telephone service to ask random callers who identified themselves as residents if they were willing to take the three-question survey.
- **In-person outreach:** Through its Pop Up City Hall initiative, the City visited eight different community centres across the City in December 2014. Visitors to the community centres were asked the short survey by Pop-Up staff using iPads on site.

Both of these methods recruited respondents randomly, either those calling in to 3-1-1 by phone or those using community centres. The short questionnaire used for these two channels, however, did not include any demographic questions and, therefore, the resulting data cannot be weighted and cannot be considered representative of the larger population. Results from 3-1-1 and in-person questionnaires are meant to act as a supplement to the longer, representative and statistically valid online survey.

Consultation activity	Participants
Community centre patron surveys • Dunbar Community Centre – Dec 2 • West End Community Centre – Dec 3 • Trout Lake Community Centre – Dec 5 • Douglas Park Community Centre – Dec 6 • Sunset Community Centre – Dec 6 • Carnegie Community Centre – Dec 10 • Kensington Community Centre – Dec 11 • Kerrisdale Community Centre – Dec 13	410
Random 3-1-1 caller surveys	1,030

Intercept Summary: Important City Issues

Top issues identified by randomly approached 3-1-1 and community centre respondents were very similar to those from online respondents.



Base: 3-1-1 callers (n=1,030) and In-person (through Pop Up City Hall) respondents (n=410)

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

Intercept Summary: Important City Issues

Comparing this year's results with previous years, a number of the top issues are consistent year-over-year, namely housing, transportation, social issues/social services (note: in-person intercept surveys were not conducted in previous years).

Local Issues over time

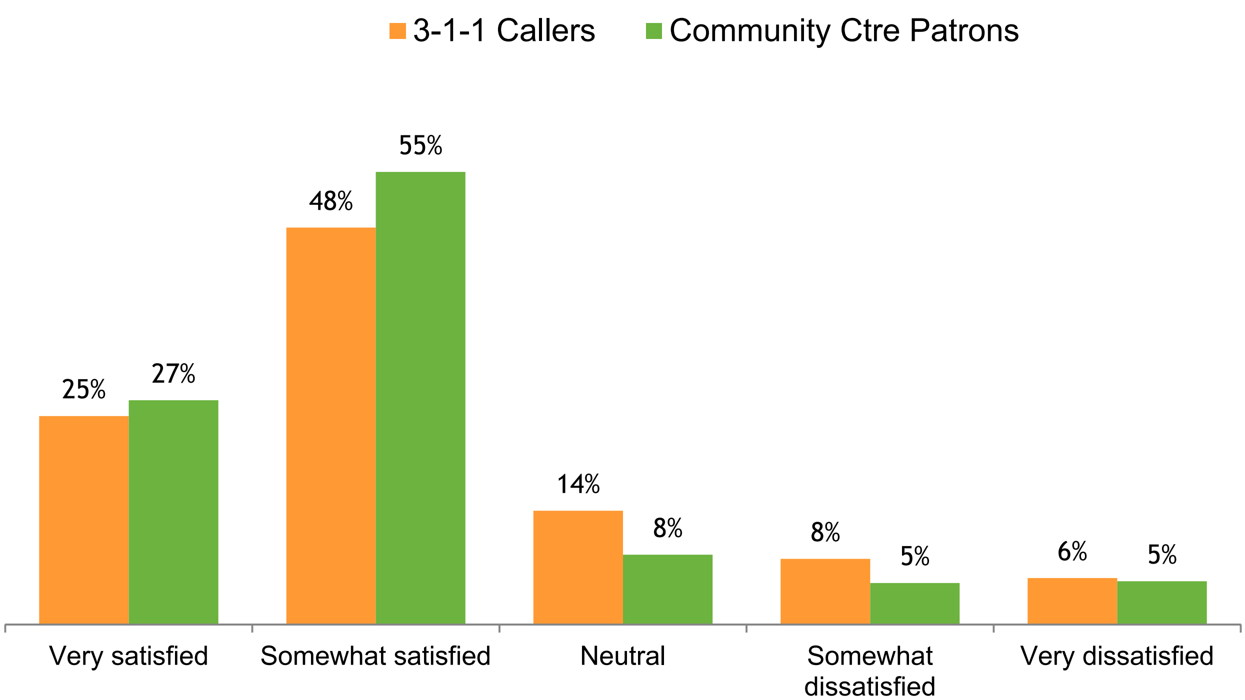
	3-1-1 Callers – Top Five Issues Facing the City		
	2015 Budget survey	**2014 Budget survey**	**2013 Budget survey**
1	Cost of living/taxes	Transportation: bike lanes, traffic, parking	Housing and homelessness
2	Infrastructure/transportation	Housing and homelessness	Transportation: traffic, parking, road safety
3	Housing/accommodations	Garbage and clean streets	Taxes
4	Social issues (poverty, community services, etc.)	Social services: community centres, mental health, schools	Garbage and clean streets
5	Education	Crime/criminal activity	Safety

Community Ctre Patrons
2015 Budget survey
Housing/accommodations
Cost of living/taxes
Social issues (poverty, community services, etc.)
Infrastructure/transportation
Education

Intercept Summary: Satisfaction

Service satisfaction
Overall, both 3-1-1 and in-person survey respondents showed satisfaction with the quality of services that the City provides. Almost three-quarters (73%) of 3-1-1 survey respondents and an even higher proportion of randomly approached community centre patrons (82%) say they are satisfied (either 'very' or 'somewhat' satisfied).

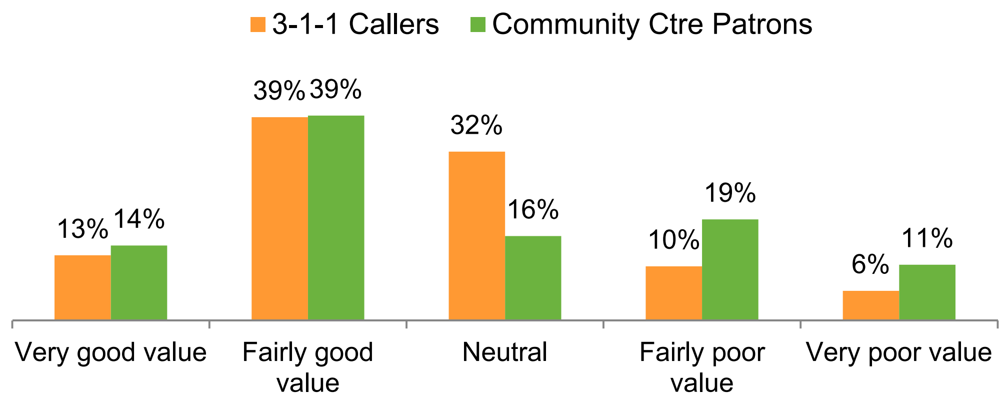
This question was not asked of 3-1-1 callers in previous years and therefore, no data is available for comparison.



Intercept Summary: Service Value

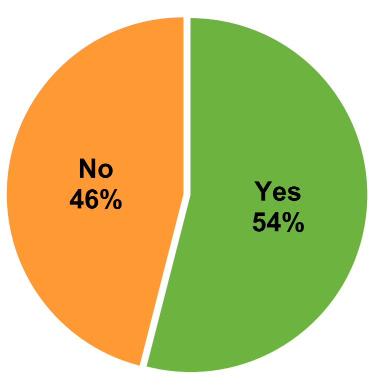
Tax dollar value for money

Approximately half of both 3-1-1 and in-person survey respondents believe they get good value for their tax dollars (either ‘very’ or ‘fairly’ good value). While both groups are equally likely to say they get good value for their tax dollar, in-person survey respondents are more likely than 3-1-1 respondents to say they get poor (either ‘fairly’ or ‘very’ poor) value for their tax dollar.

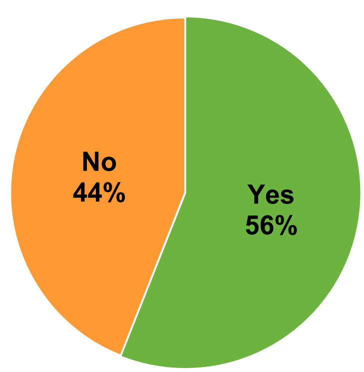


In the previous two years of the 3-1-1 Budget survey, this question was asked slightly differently (*Thinking about all of the programs and services you receive from the City of Vancouver, and the amount of property taxes or rent you pay, would you say that you get overall good value for your tax dollars? Yes/No*). The results of the previous two years are, however, broadly in-line with the 2015 results:

3-1-1 Outreach Budget survey 2014



3-1-1 Outreach Budget survey 2013



Questionnaire results from the service satisfaction survey are used to inform the draft 2015 Budget. The draft budget is made publically available in mid-February 2015. It is presented to Council late February and goes back to Council in early March for final decision.