
# CITY OF VANCOUVER 2017 BUDGET AND SERVICE SATISFACTION SURVEY

**Summary Results**
**November 2016**

# 1: Executive Summary

# Overview: Important City Issues

## Overview

The City of Vancouver annual budget process offers an excellent opportunity for public dialogue on city-wide priorities. We check in with residents and businesses and develop a picture of what they see as priorities and how they would make the trade-offs between investing resources and keeping taxes affordable.

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

Thank you to the thousands of citizens who participated in surveys, meetings, and face-to-face activities in neighbourhoods. This input helped provide context for the decisions you see in this report.

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

## Overall findings of the consultations – important City issues

The top priorities were fairly consistent across groups of respondents.

Housing, cost of living and infrastructure/ transportation are the key issues on the minds of Vancouver residents and business owners.

For residents, the following were the top priorities:

- Housing/Accommodations (56%)
- Cost of living (52%)
- Infrastructure/transportation (37%)
- Social issues (34%)
- Development (30%)

For businesses, the following were priorities:

- Cost of living (47%)
- Housing/ Accommodations (44%)
- Infrastructure/ Transportation (38%)
- Development (29%)
- Social Issues (22%)

# Overview: Important City Issues

## Other findings

The majority of residents are satisfied with the City of Vancouver services and numbers have largely remained stable over the last three years (hovering around 69%).

Businesses show relatively lower satisfaction with City services at closer to 54%.

The City of Vancouver receives the strongest satisfaction ratings for its provision of basic services (sewer, water, drainage), garbage collection, composting and recycling, fire prevention and responding to medical calls.

The majority of resident and business property owners are willing to pay a 1% tax increase. Additionally, half are also willing to pay a 2% tax increase (although resident owners are somewhat more willing in this case). Both business and residential renters are less willing overall to pay tax increases.

The public is open to a variety of tools to balance the City's budget. They were more likely to support the following measures:

- Introduce new user fees for some City services that currently have no fees (46%)
- Increase user fees for City services that currently have fees (41%); and/or
- Reduce level of staff/ personnel providing services (38%)

When prompted, respondents said they were personally willing to pay more in user fees for services they or their business use (66%).

The use of online options for services and engagement, as well as green techniques for managing green spaces, received the most support for finding efficiencies in service provision.

# Overview: Important City Issues

| Residents (Online) |
| --- |
| Housing/Accommodations (56%) |
| Cost of living (52%) |
| Infrastructure/transportation (37%) |
| Social issues (34%) |
| Development (30%) |

| Businesses (Online) |
| --- |
| Cost of living (47%) |
| Housing/Accommodations (44%) |
| Infrastructure/transportation (38%) |
| Development (29%) |
| Social issues (22%) |

| 3-1-1 Callers |
| --- |
| Housing/ Accommodations (43%) |
| Cost of living/taxes (42%) |
| Infrastructure/Transportation (29%) |
| Education (24%) |
| Social issues/Social services (17%) |

# Overview: Important City Issues Trend

| Residents (online): Top Three Issues | | |
|---|---|---|
| **2017 Budget Survey** | **2016 Budget Survey** | **2015 Budget Survey** |
| Housing/ Accommodations (56%) | Cost of living (46%) | Cost of living (38%) |
| Social issues/Social services (27%) | Infrastructure/ Transportation (44%) | Housing/ Accommodation s (36%) |
| Infrastructure/trans portation (37%) | Social Issues (34%) | Social issues/Social services (33%) |

| Businesses (online): Top Three Issues | | |
|---|---|---|
| **2017 Budget Survey** | **2016 Budget Survey** | **2015 Budget Survey** |
| Cost of living (47%) | Cost of living (44%) | Cost of living (40%) |
| Housing/ Accommodations (44%) | Infrastructure/ Transportation (41%) | Infrastructure/ Transportation (29%) |
| Infrastructure/ transportation (38%) | Housing/ Accommodation s (29%) | Social issues/Social services (27%) |

| Top Three Issues | | |
|---|---|---|
| **3-1-1 Callers** | | |
| **2017 Budget Survey** | **2016 Budget Survey** | **2015 Budget Survey** |
| Housing/ Accommodations (43%) | Cost of living/taxes (43%) | Cost of living (39%) |
| Cost of living/taxes (42%) | Housing/ Accommodation (35%) | Infrastructure/ Transportation (29%) |
| Infrastructure/ Transportation (29%) | Infrastructure/ Transportation (31%) | Housing (27%) |

## Year-to-Year Changes in Budget Priorities

An interesting and valuable comparison tracks shifts in the public's budget priorities from year-to-year. We can see that the public's top-of-mind concerns and priorities have shifted from 2012 to today's budget profile. This tracking shows that our teams listen to the public's concerns, which do shape and, in many cases, help address these concerns.

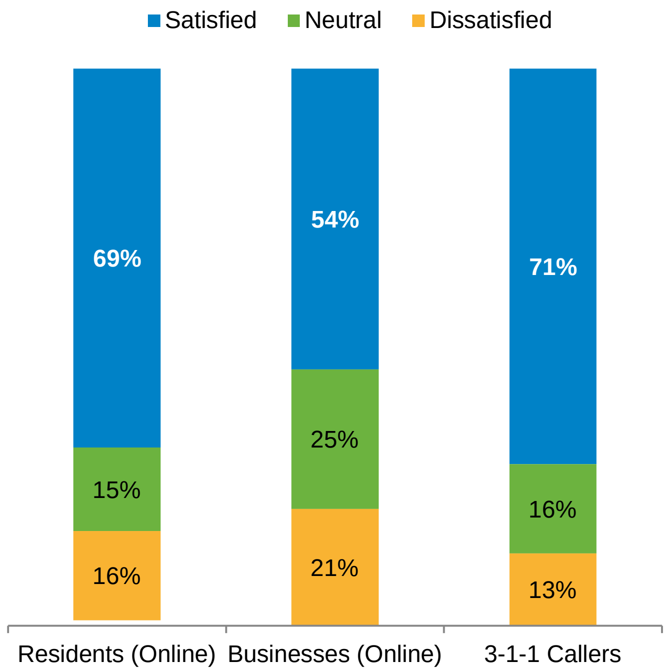
It is also a helpful reminder of how the public dialogue on key issues, such as housing and transportation, and challenges, such as crime and the environment, has shifted. We will continue to track these issues and shifts longitudinally, through our research on public values and priorities.

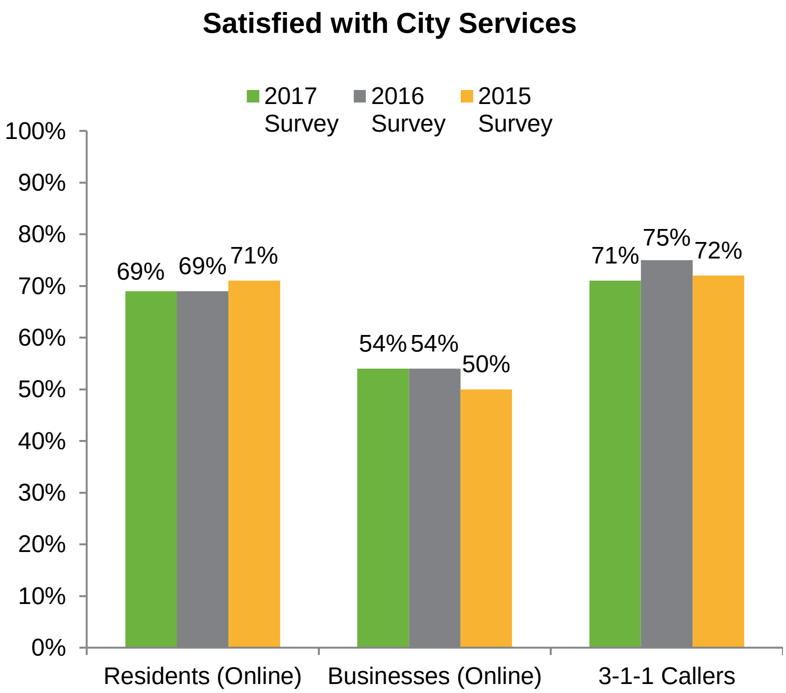
| **Current Consultation on Budget 2017** | | **Prior Year Consultation on Budget 2016** | | **Consultation on Budget 2012** | |
|---|---|---|---|---|---|
| Residents (Online) | Businesses (Online) | Residents (Online) | Businesses (Online) | Residents (Online) | Businesses (Online) |
| Housing /accommodations (56%) | Cost of living (47%) | Cost of living (46%) | Cost of living (44%) | Social Issues (42%) | Transportation (35%) |
| Cost of living (52%) | Housing/ Accommodations (44%) | Infrastructure/ Transportation (44%) | Infrastructure/ Transportation (41%) | Transportation (26%) | City Finances and Property Taxes (29%) |
| Infrastructure/ Transportation (37%) | Infrastructure/ Transportation (38%) | Housing/ Accommodations (42%) | Housing/ Accommodation s (29%) | City Finances and Property Taxes (18%) | Social Problems (22%) |
| Social Issues (34%) | Development (29%) | Social issues (34%) | Development (28%) | Crime (10%) | Crime (8%) |
| Development (30%) | Social Issues (22%) | Development (33%) | Social issues (26%) | Environmental/ Green issues (33%) | Environmental concerns (7%) |

# Overview: Satisfaction

**What we learned about the public's overall satisfaction:**

- Levels of satisfaction are high across all groups and, on average, three-quarters of residents are satisfied with City services. The 3-1-1 callers tend to be more satisfied than other groups.
- Business owners in Vancouver show relatively lower satisfaction with City services. Just over half report they are somewhat or very satisfied with the services their business receives.



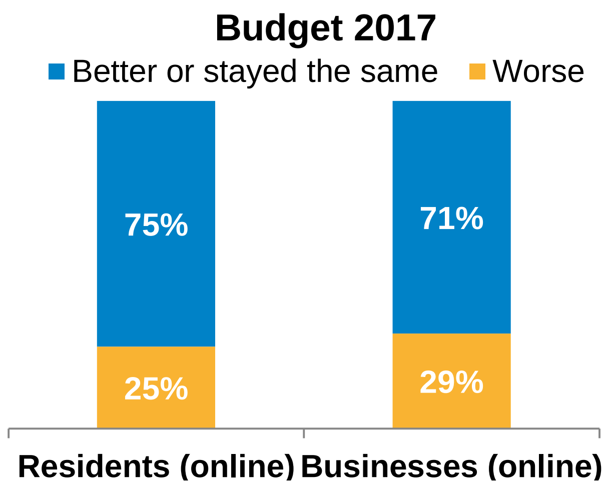

**How the public's overall satisfaction compares over time:**

- The average levels of satisfaction among residents (online, 3-1-1), has been stable over the last several years, at or above 70% of those surveyed.
- Among businesses, satisfaction has also been stable, with a small increase in the percentage who say they are satisfied (very or somewhat satisfied) with City services to 54%, from 50% in previous years.

## 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 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 improved. Businesses, in particular are showing large shifts in their perceptions that the stability and enhancement of City services is improving.

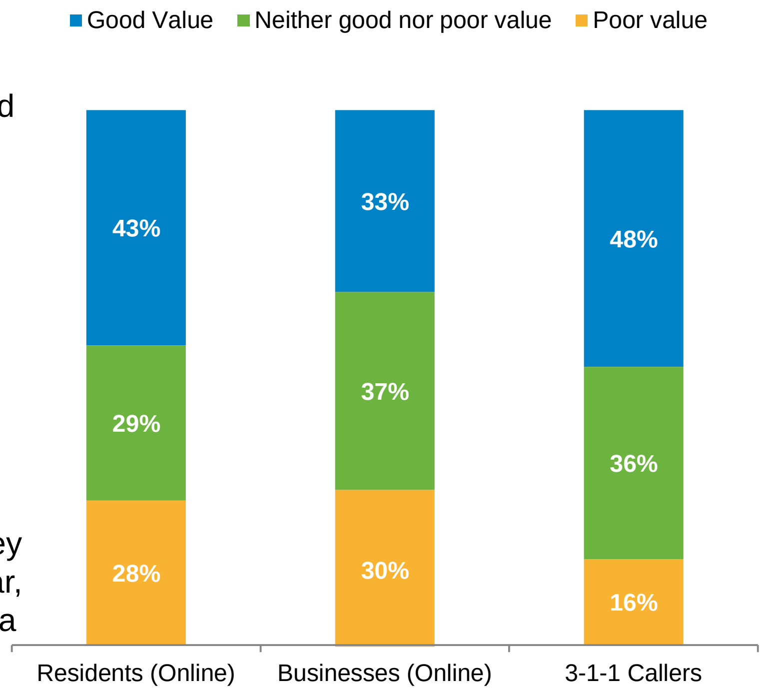



| | Residents | | Business | |
|---|---|---|---|---|
| | **Budget 2016** | **Budget 2015** | **Budget 2016** | **Budget 2015** |
| Better or stayed the same | 76% | 73% | 74% | 66% |
| Worse | 24% | 26% | 24% | 34% |

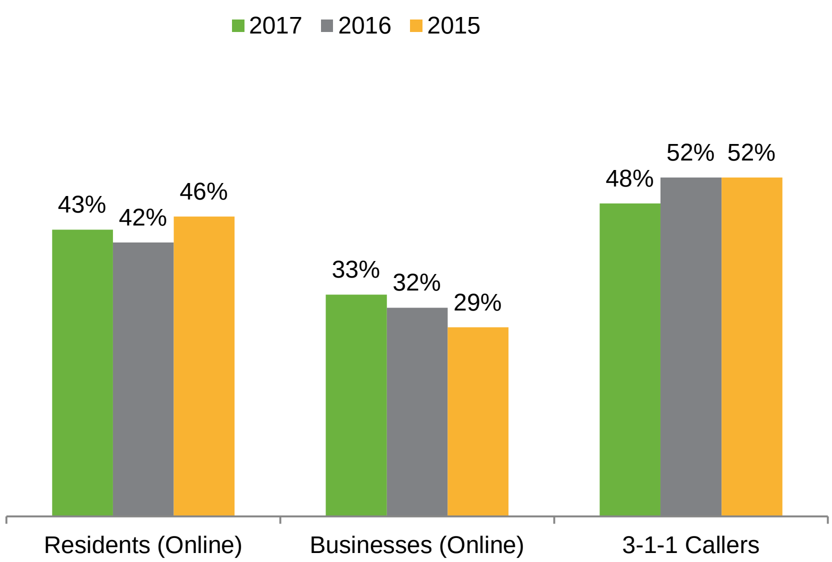
# Overview: Value for Tax Dollar

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

- Across all residents (online, 3-1-1), 46% indicate they are receiving good value for their tax dollar. As with perceived changes in the quality of services, phone and in-person respondents tend to have more positive views.
- Residents are more likely than businesses to indicate they are receiving good value for their tax dollar.
- Perceptions among businesses are split, with about a third indicating they receive good value for their tax dollar, a third taking a neutral positon, and a third who think they do not.




**Receive good value for tax dollar**

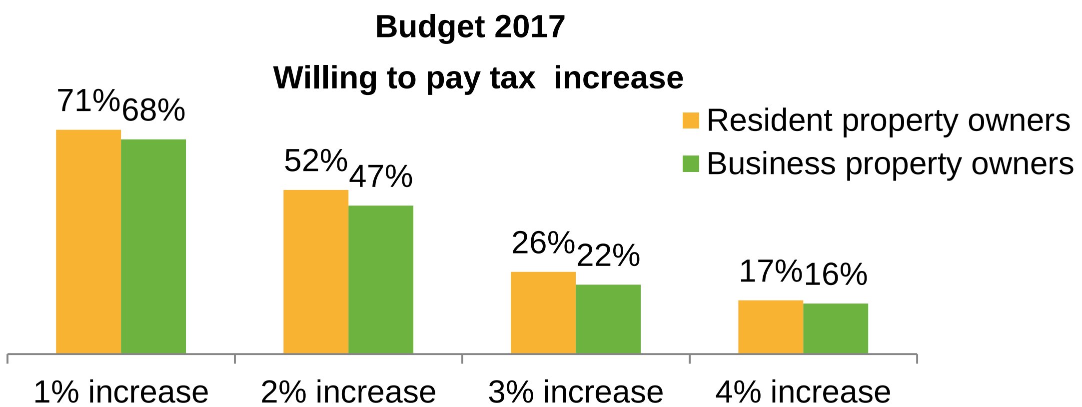


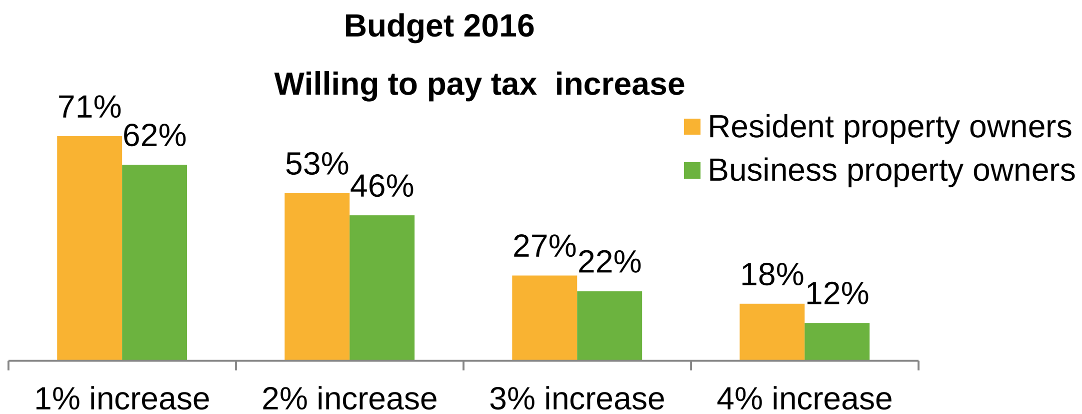

- Compared to last year, overall, residents' perceptions of the value they receive for their tax dollar remain steady.
- Businesses also show similar ratings of value over time, lower than residents.
- Over the last few years, residents responding online have become somewhat less likely to report that they receive good value for their tax dollar.

# Overview Tax Tolerance - Owners

**What we learned about the public's tax tolerance (online only):**

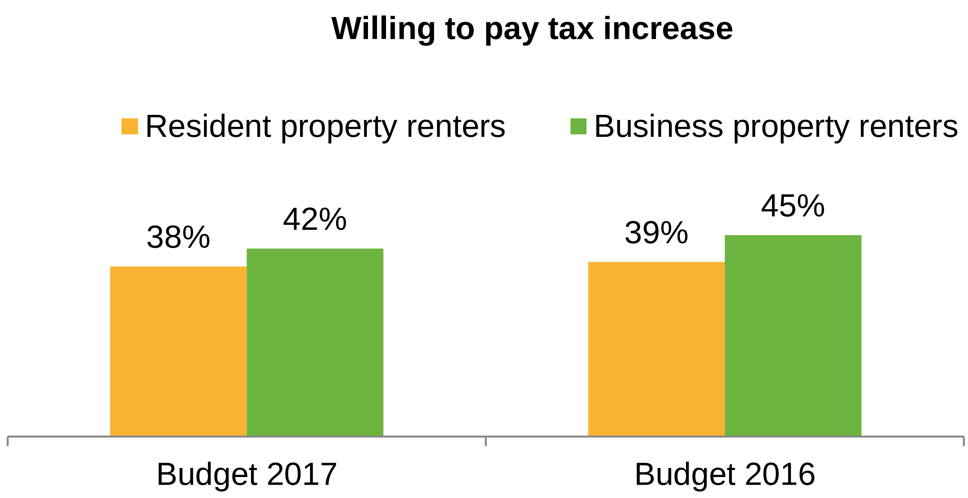
- The majority of resident and business property owners are willing to pay a 1% tax increase;  on average, 69.5% are willing to pay such an increase
- Additionally, half are also willing to pay a 2% tax increase (although resident owners are somewhat more willing in this case).
- Levels of tax tolerance remain similar to last year, with some small incremental drops in the willingness to support tax increases across taxation levels for both residents and businesses.



# Overview: Tax Tolerance - Renters

- Less than half of residential and business property renters 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).
- They are less willing, overall, than property owners to tolerate the impact of tax increases. But business renters have a relatively higher tax tolerance than residential renters.



# Overview: Cost Efficiencies

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

The public is open to a variety of tools to balance the City's budget, although no one measure presented was supported by a majority of residents or businesses. Respondents were most likely to support the following measures (on average):

- Introduce new user fees for some City services that currently have no fees (46%);
- Increase user fees for City services that currently have fees (41%); and
- Reduce level of staff/personnel providing services (38%)

When prompted more deeply, respondents said they were personally willing to pay more in user fees for services they or their business use (on average 66% are willing among residents and businesses) [70% on average Budget 2016]

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

- Offer more opportunities to access services online rather than in-person (88%)
- Use new green techniques to transform how the City manages its green spaces (75%)
- Make more use of online engagement tools to reduce time & resources spent on in-person consultation (73%)

# 2: Consultation approach and methodology

# Consultation Approach

## Our consultation approach:

We designed a public engagement process intended to reach as many residents as possible across Vancouver from late September through October 2016.

**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-saving 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 Finance staff on budget challenges and priorities; and
- Keep amassing baseline data for comparison and tracking purposes for ongoing planning.

**Approach:**

We designed a two-pronged strategy that involved:

1. Broad canvassing of residents and businesses using three survey tools:
   - An online Talk Vancouver survey of businesses and residents in English and Traditional Chinese
   - An online Insights West poll of residents and businesses with oversampling, in English and Traditional Chinese
   - A supplemental three-question survey asked of residents who called the City's 3-1-1 service

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 COV partners like BIAs, Vancouver Economic Commission and Vancouver Board of Trade.

# Consultation Overview

- More than 5,000 touchpoints with the public were collected through a range of tools.

| Method | Dates/Locations | Participants |
|---|---|---|
| **Online Service Satisfaction survey** | **October 1-25, 2016** (also available in Traditional Chinese) | 2,599 (2,110 residents, 489 businesses) |
| **Insights West randomized survey** | In field from October 17-25, 2016. | 1,615 interviews (1,327 residents, 288 business operators) |
| **Face-to-Face Outreach** | **Budget Roadshow**<br><br>**Wednesday October 12**<br>• Douglas Park Community Centre<br>• Roundhouse Community Centre<br>• Vancouver Urban Aboriginal Friendship Centre (Westcoast Night – Haida Nation hosting)<br><br>**Thursday October 13**<br>• Carnegie Community Centre / Library<br>• Gordon Neighbourhood House<br><br>**Friday October 14**<br>• Dunbar Community Centre<br>• Sunset Community Centre<br>• Renfrew Branch Library<br>• Terry Salman Branch Library<br>• Hillcrest Community Centre<br><br>**Stakeholder Session**<br>October 24, 2016 | 326 respondents<br><br>25 participants |
| **Random 3-1-1 caller survey** | October 11-21, 2016<br>Members of advisory committees, community organizations, BIAs. | 691 residents |
| Total Engaged | | **5,247** |

| Promotion activity |
|---|
| 3-1-1 and Pop-Up Outreach team |
| Colour print ads in the Courier, Ming Pao, Sing Pao, Metro and 24 hours |
| Social media ads (organic and paid) – Facebook, Twitter |
| Info bulletin and COV homepage presence |
| Talk Vancouver member outreach (over 10,000 members) |
| Email invitations to community organizations and stakeholder groups |

# Consultation Approach

**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 12,000 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.

- This year, we have augmented this survey with two other inputs. First, we sought a partner to be able to run the same survey with a randomized panel. This concurrent approach allowed us to test the finding of the self-selecting with a randomized, representative, third party sample. Second, we used our 311 teams to pose three questions to be able to learn through another interactive channel with residents. Our findings are summarized in the subsequent overview sections and the surveys in full are appended to this report.

# 3: Summary of Feedback from Online Questionnaire

# Online Survey Methodology

The 2017 Budget and Service Satisfaction survey was conducted on the City's Talk Vancouver public engagement platform from October 1 until October 31, 2016.

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

- **2,110 residents**
- **489 businesses**

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

- For resident respondents, targets were set for age, and 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.
- For businesses, the City collected input from owners/operators of businesses of varying size (by employee count) to represent small, medium and large businesses in the City.

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

Participants were encouraged to participate through the City's Talk Vancouver panel membership, through online and paper advertisements to the general public and through supplements from our research firm's local forum.

| Type of Respondent | Total | Talk Vancouver panel members | COV website and social media | Research firm local forum |
|---|---|---|---|---|
| Resident | 2,110 | 1,448 | 209 | 381 |
| Business | 489 | 329 | 42 | 118 |
| Total | 2,599 | 1,777 | 251 | 499 |

Weighting was used as needed to ensure the data matched the most recent Census data for age, gender and residential zone for residents. Business respondents were weighted based on business size - number of employees.*

The weights applied were minimal (final weighting efficiency was 93% for both the resident and business sample which is considered excellent).

***Please see the Appendix for the demographic profile of business owners.**

# Profile of Respondents

| Demographic group | Survey Sample - Residents | Vancouver population (Census data) |
|---|---|---|
| **Gender (weighting applied)** | | |
| Male | 46% | 49% |
| Female | 54% | 51% |
| **Age*** (weighting applied) | | |
| 18-39 ** | 39% | 42% |
| 40-49 | 20% | 19% |
| 50-59 | 17% | 16% |
| 60 and over | 23% | 23% |
| **Residential Zone*** (weighting applied) | | |
| Downtown | 26% | 22% |
| Northwest | 22% | 17% |
| Northeast | 17% | 16% |
| Southwest | 16% | 19% |
| Southeast | 19% | 26% |

*** Weights were applied to achieve a representative sample among residents. Weights were minimal (final weighting efficiency was 93%); ** 15-39 in Talk Vancouver**

# Profile of Respondents

| Demographic group | Survey Sample - Residents |
|---|---|
| **Ethnicity*** | |
| **North American**<br>Canadian<br>First Nations (or Aboriginal Band)<br>American | **38%**<br>43%<br>1%<br>4% |
| **Europe**<br>British Isles (e.g., English, Scottish, Irish, Welsh)<br>Eastern European (e.g., Russian, Ukrainian, Croatian, etc.)<br>German<br>French<br>Other European (e.g., Greek, Italian, Swedish, etc.) | **38%**<br>26%<br>7%<br>6%<br>2%<br>8% |
| **Asia**<br>Chinese<br>South Asian (e.g., Punjabi, Indian, Tamil, Pakistani, Bangladeshi, etc.)<br>Japanese<br>Other Asian (e.g., Filipino, Thai, Vietnamese, etc.) | **17%**<br>14%<br>2%<br>1%<br>3% |
| **Latin/South American** | **1%** |
| **Africa** | **<1%** |
| **Other regions (e.g., Middle Eastern, Oceania, Caribbean)** | **1%** |
| **Home Ownership** | |
| Rent | 36% |
| Own | 57% |
| Other (e.g., live with parents, rent free but not owner) | 7% |

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

# Profile of Respondents

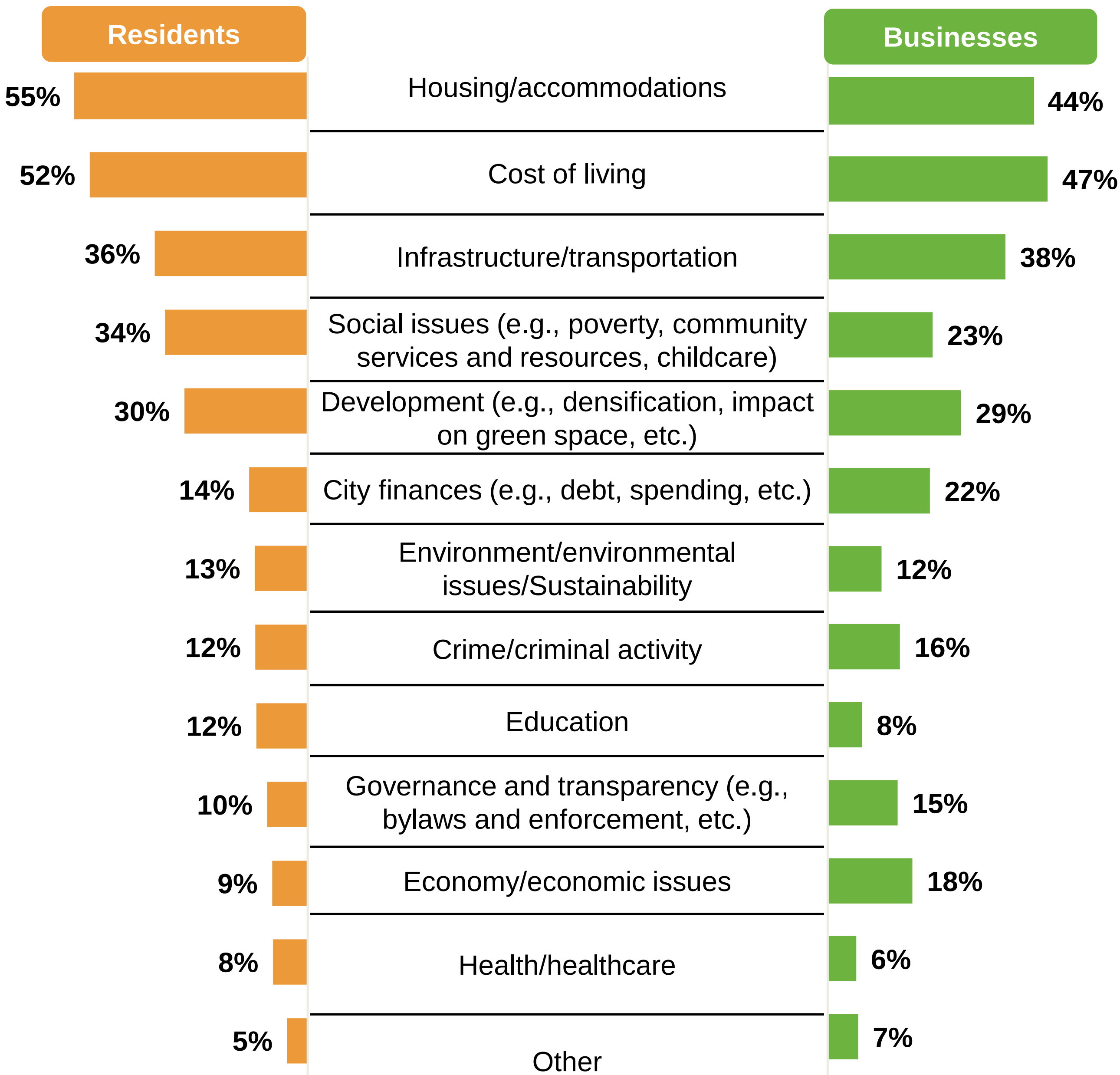
<table>
<tr><th>Demographic group</th><th>Survey Sample - Businesses</th><th>Vancouver Business Size* (Statistics Canada)</th></tr>
<tr><td colspan="2">Business Size *(weighting applied).</td><td></td></tr>
<tr><td>0 employees (i.e., you are self-employed with no other employees)</td><td>33%</td><td rowspan="2">58%</td></tr>
<tr><td>1-3 employees</td><td>28%</td></tr>
<tr><td>4-9 employees</td><td>16%</td><td>18%</td></tr>
<tr><td>10-24 employees</td><td>12%</td><td rowspan="2">22%</td></tr>
<tr><td>25-99 employees</td><td>7%</td></tr>
<tr><td>100 or more employees</td><td>4%</td><td>2%</td></tr>
</table>

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

***Weights were applied to achieve a representative sample based on business size among business owners. Weights were minimal (weighting efficiency was 98%).***

# Most Important Local Issues

- Residents and business owners see the top local issues facing Vancouver very similarly: housing, cost of living and infrastructure/transportation top the list. While social issues are more concerning to residents, economic issues are more concerning for business owners.




**Base: Resident respondents (n=2,110) and Business respondents (n=489)**

***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

- Top concerns are also consistent over time; cost of living, housing, infrastructure/ transportation (and to a lesser extent social issues) remain the most common themes across all groups.

| Residents (online): Top Three Issues | | |
|---|---|---|
| **2016 Budget Survey** | **2015 Budget Survey** | **2014 Budget Survey** |
| Cost of living (46%) | Cost of living (38%) | Infrastructure/Transportation (61%) |
| Infrastructure/ Transportation (44%) | Housing/ Accommodation (36%) | Housing/ Accommodation (44%) |
| Social Issues (34%) | Social issues/Social services (33%) | Social issues/Social services (36%) |

| Businesses (online): Top Three Issues | | |
|---|---|---|
| **2016 Budget Survey** | **2015 Budget Survey** | **2014 Budget Survey** |
| Cost of living (44%) | Cost of living (40%) | Infrastructure/ Transportation (56%) |
| Infrastructure/ Transportation (41%) | Infrastructure/ Transportation (29%) | Cost of living (34%) |
| Housing/ Accommodation (29%) | Social issues/Social services (27%) | Housing/ Accommodation (21%) |

# Overall Service Satisfaction

- Levels of satisfaction are  high among residents, with close to 70% reporting satisfaction with City services.
- Business owners in Vancouver show relatively lower satisfaction, with just over half satisfied with the quality of City services.


**Base: Resident respondents (n= 2,110)  and Business respondents (n=489)**

***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

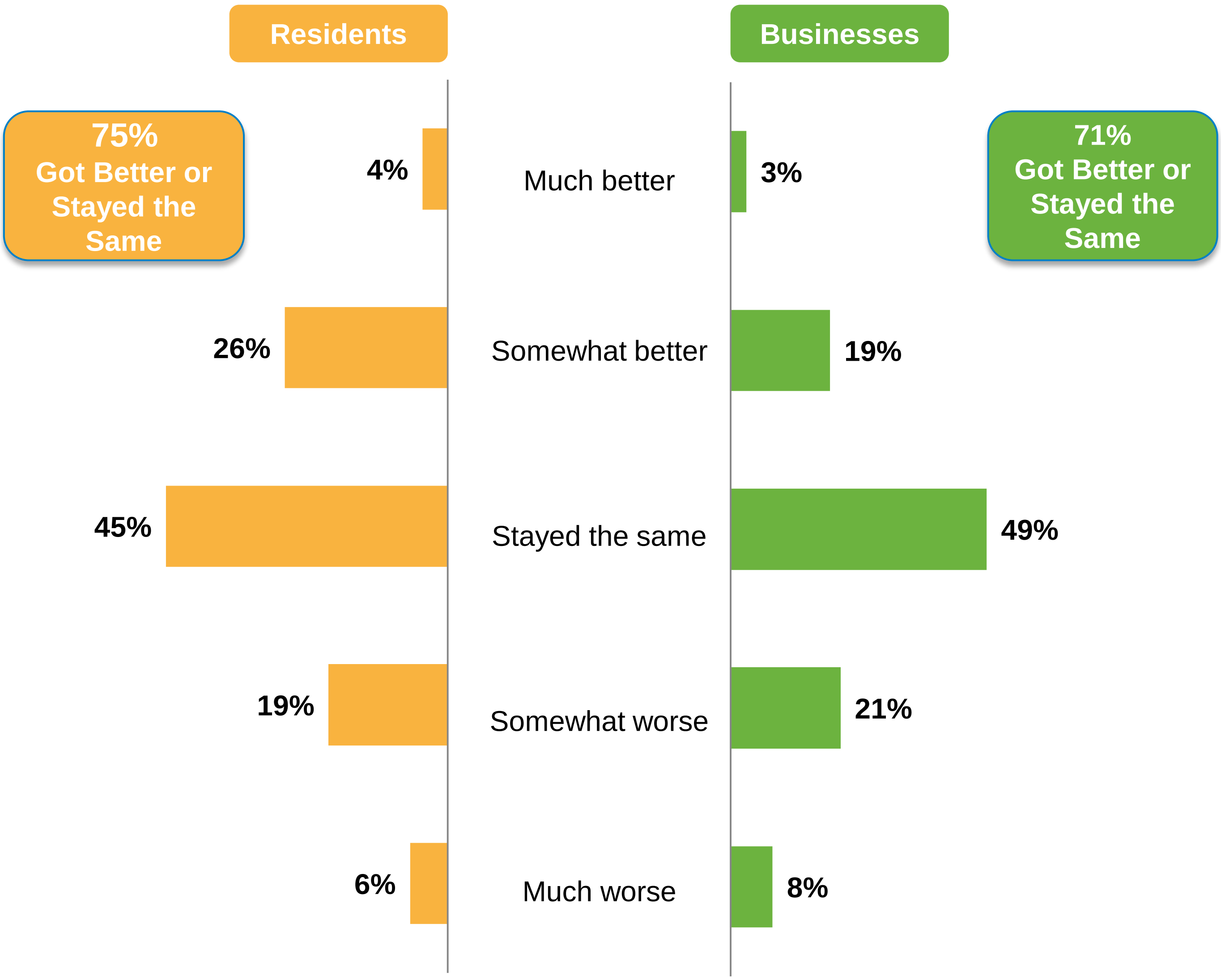
- The average levels of satisfaction  among residents have been stable over the last several years.

- Among businesses, satisfaction has also been stable, with a small increase in the percentage who say they are satisfied (“very” or “somewhat” satisfied) with City services increasing to 54% from 50% in Budget 2015.

| | **Budget 2017** | | **Budget 2016** | | **Budget 2015** | |
|---|---|---|---|---|---|---|
| Response | Res. Sample | Bus. Sample | Res. Sample | Bus. Sample | Res. Sample | Bus. Sample |
| Very satisfied | 18% | 10% | 19% | 14% | 21% | 13% |
| Somewhat satisfied | 51% | 44% | 50% | 40% | 50% | 37% |
| **Total Satisfied** | **69%** | **54%** | **69%** | **54%** | **71%** | **50%** |
| Neither satisfied nor dissatisfied | 15% | 25% | 15% | 27% | 10% | 23% |
| Somewhat dissatisfied | 12% | 14% | 12% | 14% | 13% | 20% |
| Very dissatisfied | 4% | 7% | 4% | 5% | 5% | 7% |
| **Total Dissatisfied** | **16%** | **21%** | **16%** | **19%** | **18%** | **27%** |

# Perceived Changes in Quality of Services

- Three-quarters 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=2,110) and Business respondents (n=489)**

***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 that the quality of services provided by the City have either stayed the same or improved.

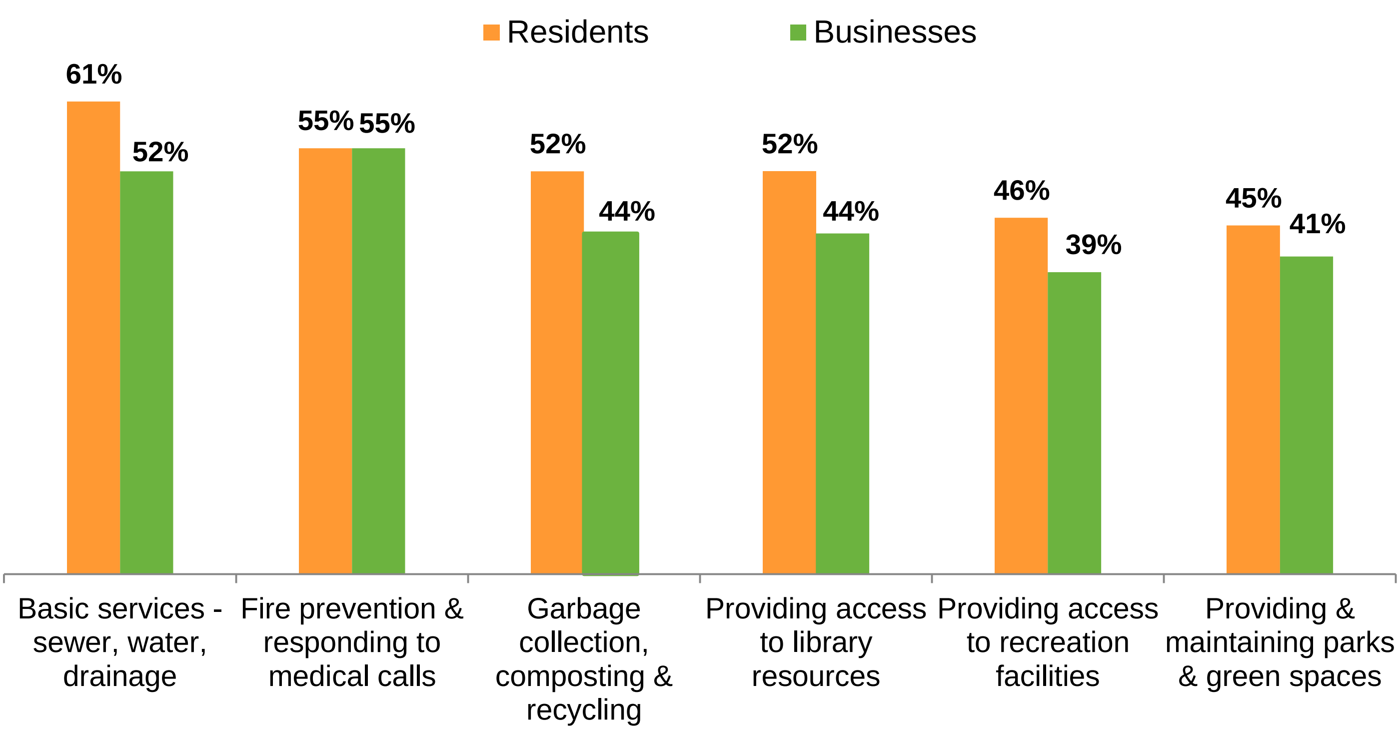
- Businesses in particular have shown large improvements in their perceptions of the stability and improvement in City services since Budget 2014.

| | Budget 2016 | | Budget 2015 | | Budget 2014 | |
|---|---|---|---|---|---|---|
| Response | Resident Sample | Business Sample | Resident Sample | Business Sample | Resident Sample | Business Sample |
| Much better | 3% | 4% | 5% | 3% | 5% | 3% |
| Somewhat better | 29% | 18% | 30% | 18% | 33% | 19% |
| Stayed the same | 44% | 52% | 38% | 45% | 38% | 38% |
| **Total - Much better or stayed the same** | **76%** | **74%** | **73%** | **66%** | **76%** | **60%** |
| Somewhat worse | 18% | 20% | 19% | 24% | 15% | 22% |
| Much worse | 6% | 6% | 7% | 10% | 9% | 18% |
| **Total - Worse** | **24%** | **26%** | **26%** | **34%** | **24%** | **40%** |

# Services the 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.
- All of the top performing areas shown below were among the top rated service areas in the previous year.
- The following pages show the rated importance and satisfaction rating for all City services.

**Percentage of Respondents Who Rate the City's Performance at 8, 9 or 10 on a 10-Point Scale**




**Base: Resident respondents (n=1,816) and Business respondents (n=461)**

***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 | 85% | 81% |
| | Somewhat important | 13% | 16% |
| | **Total important** | **99%** | **97%** |
| 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 | 44% | 42% |
| | Somewhat important | 46% | 46% |
| | **Total important** | **90%** | **88%** |

**Base: Resident respondents (n = 2,110) and Business respondents (n=489)**

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

# 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 | 55% | 55% |
| | Average rating | 9.3 | 8.9 |
| | “Don’t know’ responses | 15% | 10% |
| Reducing the crime rate and maintaining public safety | Rating of 8, 9 or 10 | 31% | 27% |
| | Average rating | 7.8 | 7.2 |
| | “Don’t know” responses | 7% | 4% |
| Providing emergency preparedness information and support | Rating of 8, 9 or 10 | 22% | 21% |
| | Average rating | 7.8 | 7.6 |
| | “Don’t know” responses | 16% | 16% |

**Base: Resident respondents (n=2,110) and Business respondents (n=489)**

***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 | 56% | 57% |
| | Somewhat important | 39% | 37% |
| | **Total important** | **95%** | **94%** |
| Providing access to library resources (e.g., collections, computers), programs, information services and space | Very important | 56% | 49% |
| | Somewhat important | 35% | 41% |
| | **Total important** | **93%** | **90%** |
| Supporting community service organizations (e.g., shelters, childcare, social grants) | Very important | 57% | 48% |
| | Somewhat important | 34% | 39% |
| | **Total important** | **91%** | **88%** |
| Providing support services to the Downtown Eastside | Very important | 41% | 32% |
| | Somewhat important | 40% | 42% |
| | **Total important** | ***81%*** | **74%** |
| Enabling affordable housing | Very important | 65% | 52% |
| | Somewhat important | 24% | 26% |
| | **Total important** | **89%** | **78%** |

**Base: Resident respondents (n=2,110) and Business respondents (n=489)**

***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% | 51% |
| | Somewhat important | 40% | 41% |
| | **Total important** | **92%** | **92%** |
| Environmental protection, support for green projects (e.g., green grants, building retrofits programs, zero waste) | Very important | 43% | 36% |
| | Somewhat important | 38% | 37% |
| | **Total important** | **81%** | **73%** |
| Providing and maintaining parks and green spaces | Very important | 60% | 60% |
| | Somewhat important | 36% | 35% |
| | **Total important** | **96%** | **95%** |

**Base: Resident respondents (n=2,110) and Business respondents (n=489)**
***How important do you believe the following services/programs are to the larger community?***

# 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 | 46% | 39% |
| | Average rating | 8.2 | 7.6 |
| | “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 | 52% | 44% |
| | Average rating | 8.6 | 8.2 |
| | “Don’t know” responses | 5% | 6% |
| Supporting community service organizations (e.g., shelters, childcare, social grants) | Rating of 8, 9 or 10 | 12% | 15% |
| | Average rating | 7.6 | 7.1 |
| | “Don’t know” responses | 19% | 13% |
| Providing support services to the Downtown Eastside | Rating of 8, 9 or 10 | 15% | 18% |
| | Average rating | 7.7 | 7.2 |
| | “Don’t know” responses | 23% | 15% |

**Base: Resident respondents (n=2,110) and Business respondents (n=489)**

***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 |
|---|---|---|---|
| Enabling affordable housing | Rating of 8, 9 or 10 | 5% | 10% |
| | Average rating | 4.6 | 4.7 |
| | "Don't know" responses | 5% | 4% |
| Planning for and managing residential, commercial and industrial development | Rating of 8, 9 or 10 | 10% | 10% |
| | Average rating | 6.2 | 5.4 |
| | "Don't know" responses | 11% | 5% |
| Environmental protection, support for green projects (e.g., green grants, building retrofits programs, zero waste) | Rating of 8, 9 or 10 | 33% | 32% |
| | Average rating | 7.8 | 7.7 |
| | "Don't know" responses | 8% | 8% |
| Providing and maintaining parks and green spaces | Rating of 8, 9 or 10 | 45% | 41% |
| | Average rating | 8.0 | 7.6 |
| | "Don't know" responses | 2% | 0% |

**Base: Resident respondents (n=2,110) and Business respondents (n=489)**

***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% | 88% |
| | Somewhat important | 9% | 11% |
| | **Total important** | **99%** | **99%** |
| Providing garbage collection, composting, and recycling services | Very important | 85% | 79% |
| | Somewhat important | 14% | 17% |
| | **Total important** | **99%** | **96%** |
| Providing transportation infrastructure for walking, bikes, transit, and vehicles | Very important | 75% | 70% |
| | Somewhat important | 21% | 24% |
| | **Total important** | **96%** | **94%** |
| Maintaining and enhancing street infrastructure (e.g., pavement condition, cleanliness, lighting, roundabout gardens) | Very important | 60% | 58% |
| | Somewhat important | 35% | 38% |
| | **Total important** | **95%** | **96%** |
| Managing curbside parking spaces | Very important | 31% | 27% |
| | Somewhat important | 46% | 46% |
| | **Total important** | **77%** | **73%** |

**Base: Resident respondents (n=2,110) and Business respondents (n=489)**

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

# 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 | 61% | 52% |
| | Average rating | 8.7 | 8.3 |
| | “Don’t know” responses | 2% | 1% |
| Providing garbage collection, composting, and recycling services | Rating of 8, 9 or 10 | 50% | 44% |
| | Average rating | 8.1 | 7.7 |
| | “Don’t know” responses | 2% | 2% |
| Providing transportation infrastructure for walking, bikes, transit, and vehicles | Rating of 8, 9 or 10 | 37% | 32% |
| | Average rating | 7.3 | 6.7 |
| | “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 | 31% | 29% |
| | Average rating | 7.3 | 6.9 |
| | “Don’t know” responses | 1% | 1% |
| Managing curbside parking spaces | Rating of 8, 9 or 10 | 18% | 19% |
| | Average rating | 7.4 | 6.8 |
| | “Don’t know” responses | 17% | 13% |

**Base: Resident respondents (n=2,110) and Business respondents (n=489)**

***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 | 81% | 81% |
| | Somewhat important | 17% | 16% |
| | **Total important** | **98%** | **97%** |
| Promoting economic development | Very important | 45% | 47% |
| | Somewhat important | 46% | 42% |
| | **Total important** | **91%** | **89%** |
| Permits, inspections and enforcement (e.g., building, renovation, business license, parking, dogs, etc.) | Very important | 42% | 40% |
| | Somewhat important | 48% | 50% |
| | **Total important** | **90%** | **90%** |
| 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% | 35% |
| | Somewhat important | 50% | 54% |
| | **Total important** | **89%** | **89%** |

**Base: Resident respondents (n=2,110) and Business respondents (n=489)**
***How important do you believe the following services/programs are to the larger community?***

# Service Importance & Satisfaction: General Government & Corporate Support

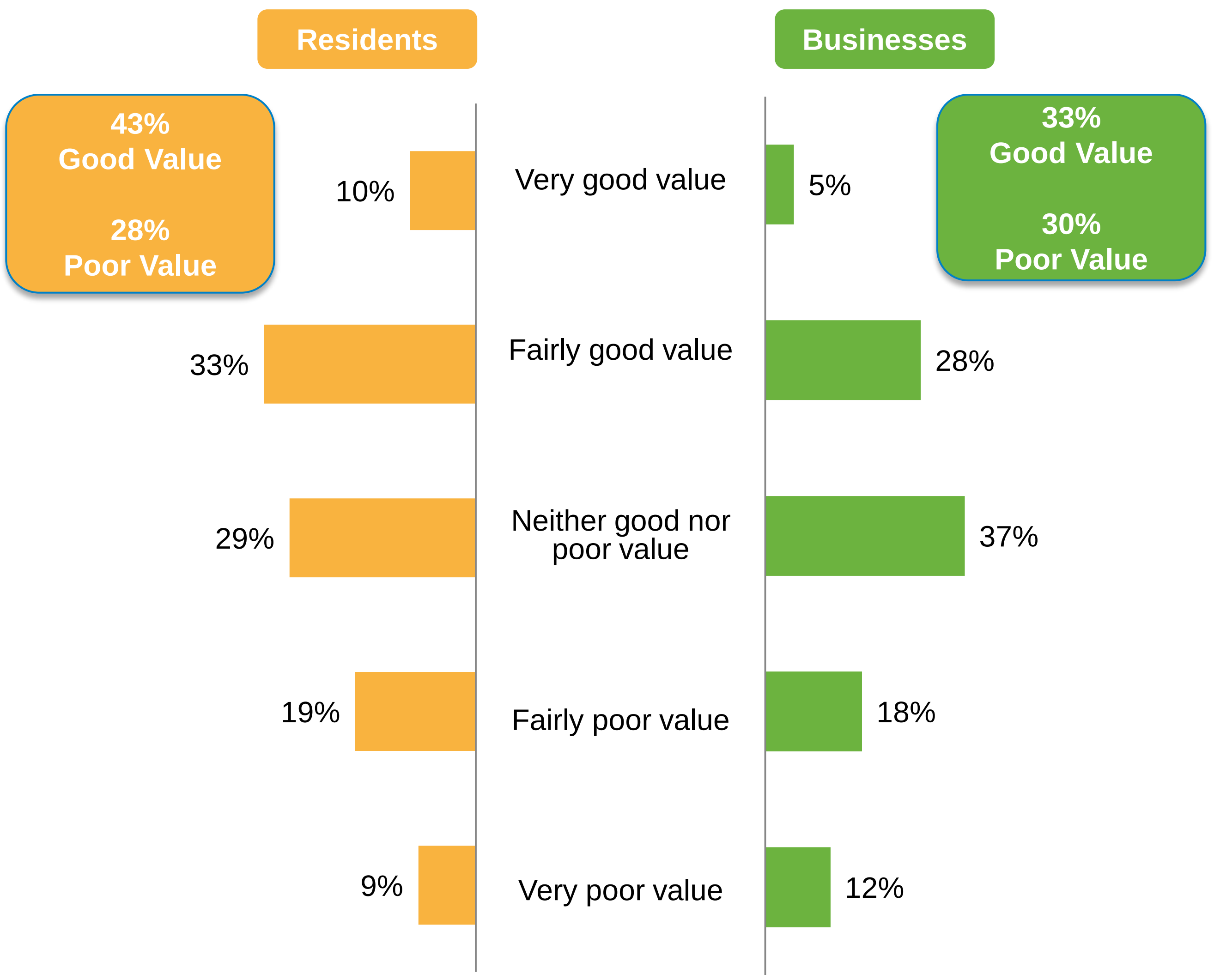
| Question - – Satisfaction on scale of 10 | Response | Resident Sample | Business Sample |
|---|---|---|---|
| Managing tax dollars | Rating of 8, 9 or 10 | 12% | 13% |
| | Average rating | 6.7 | 6.2 |
| | “Don’t know” responses | 15% | 8% |
| Promoting economic development | Rating of 8, 9 or 10 | 14% | 15% |
| | Average rating | 7.4 | 7.0 |
| | “Don’t know” responses | 18% | 10% |
| Permits, inspections and enforcement (e.g., building, renovation, business license, parking, dogs, etc.) | Rating of 8, 9 or 10 | 12% | 12% |
| | Average rating | 7.0 | 6.5 |
| | ‘Don’t know” responses | 17% | 9% |
| Maintaining City infrastructure – administration buildings, vehicles, equipment and IT | Rating of 8, 9 or 10 | 17% | 16% |
| | Average rating | 8.5 | 8.1 |
| | “Don’t know” responses | 29% | 23% |
| Providing information, engagement channels and customer service (website, in person and 3-1-1) | Rating of 8, 9 or 10 | 40% | 34% |
| | Average rating | 8.2 | 8.0 |
| | “Don’t know” responses | 9% | 7% |

**Base: Resident respondents (n=2,110) and Business respondents (n=489)**

***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

- Residents are more likely than businesses to believe they are receiving good value for their tax dollar, with 4 out of 10 believing they get good value.
- Perceptions among businesses are split, with about a third believing they receive good value for their tax dollar, and a third who think they do not.




**Base: Resident respondents (n=2110) and Business respondents (n=489)**

***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?***

# Overall Value for Tax Dollar Trend

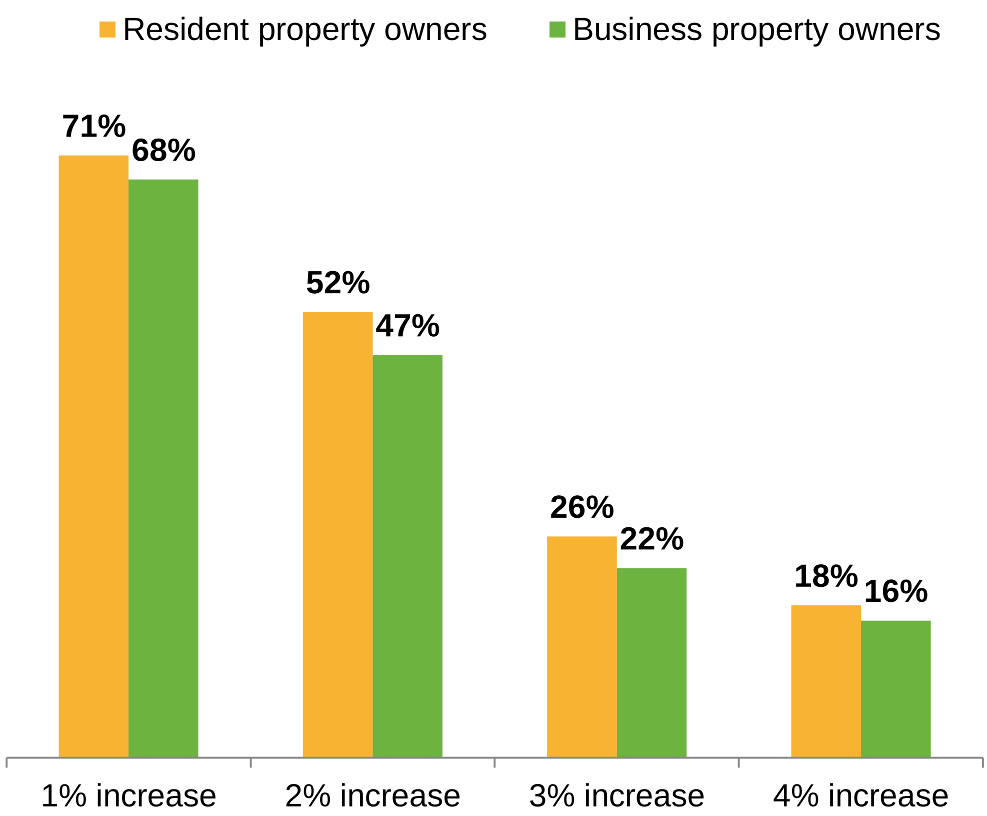
- Compared to last year, overall, residents' perceptions of the value they receive for their tax dollar remain steady.
- Businesses also show similar ratings of value over time, again, lower than residents.

| | Budget 2017 | | Budget 2016 | | Budget 2015 | |
|---|---|---|---|---|---|---|
| Response | Resident Sample | Business Sample | Resident Sample | Business Sample | Resident Sample | Business Sample |
| Very good value | 10% | 5% | 8% | 5% | 10% | 6% |
| Fairly good value | 33% | 28% | 34% | 27% | 36% | 23% |
| **Total - Good Value** | **43%** | **33%** | **42%** | **32%** | **46%** | **29%** |
| Neither good nor poor value | 29% | 37% | 31% | 35% | 24% | 35% |
| Fairly poor value | 19% | 18% | 19% | 22% | 21% | 23% |
| Very poor value | 9% | 12% | 8% | 11% | 9% | 14% |
| **Total - Poor value** | **28%** | **30%** | **28%** | **33%** | **30%** | **37%** |

**Base: Resident respondents (n=2110) and Business respondents (n=489)**

# Willingness to Pay Increased Taxes

- The majority of resident and business property owners are willing to pay a 1% property tax increase; on average, 70% are willing to pay such an increase.
- Additionally, half are also willing to pay a 2% tax increase (although resident owners are somewhat more willing in this case).




**Base: Resident respondents who own their home (n=1197) ; Business respondents who own their business property (n=188)**

***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. But at the lower taxation increase levels (1-2%) , approximately two-thirds on average are willing to accept such changes.
- In addition, residents  have consistently shown a greater tax tolerance than businesses at all taxation increase levels.

| | Budget 2017 | | Budget 2016 | | Budget 2015 | |
|---|---|---|---|---|---|---|
| **Rate increase** | **Resident Sample** | **Business Sample** | **Resident Sample** | **Business Sample** | **Resident Sample** | **Business Sample** |
| **1%** | **71%** | **68%** | **71%** | **62%** | **73%** | **65%** |
| **2%** | **52%** | **47%** | **53%** | **46%** | **57%** | **48%** |
| **3%** | **26%** | **22%** | **27%** | **22%** | **30%** | **24%** |
| **4%** | **18%** | **16%** | **22%** | **12%** | **20%** | **18%** |

# Willingness to Pay Increased Taxes (Among Renters)

- Approximately 40% 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=765); Business respondents who rent their business property (n=301)**



***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?"***

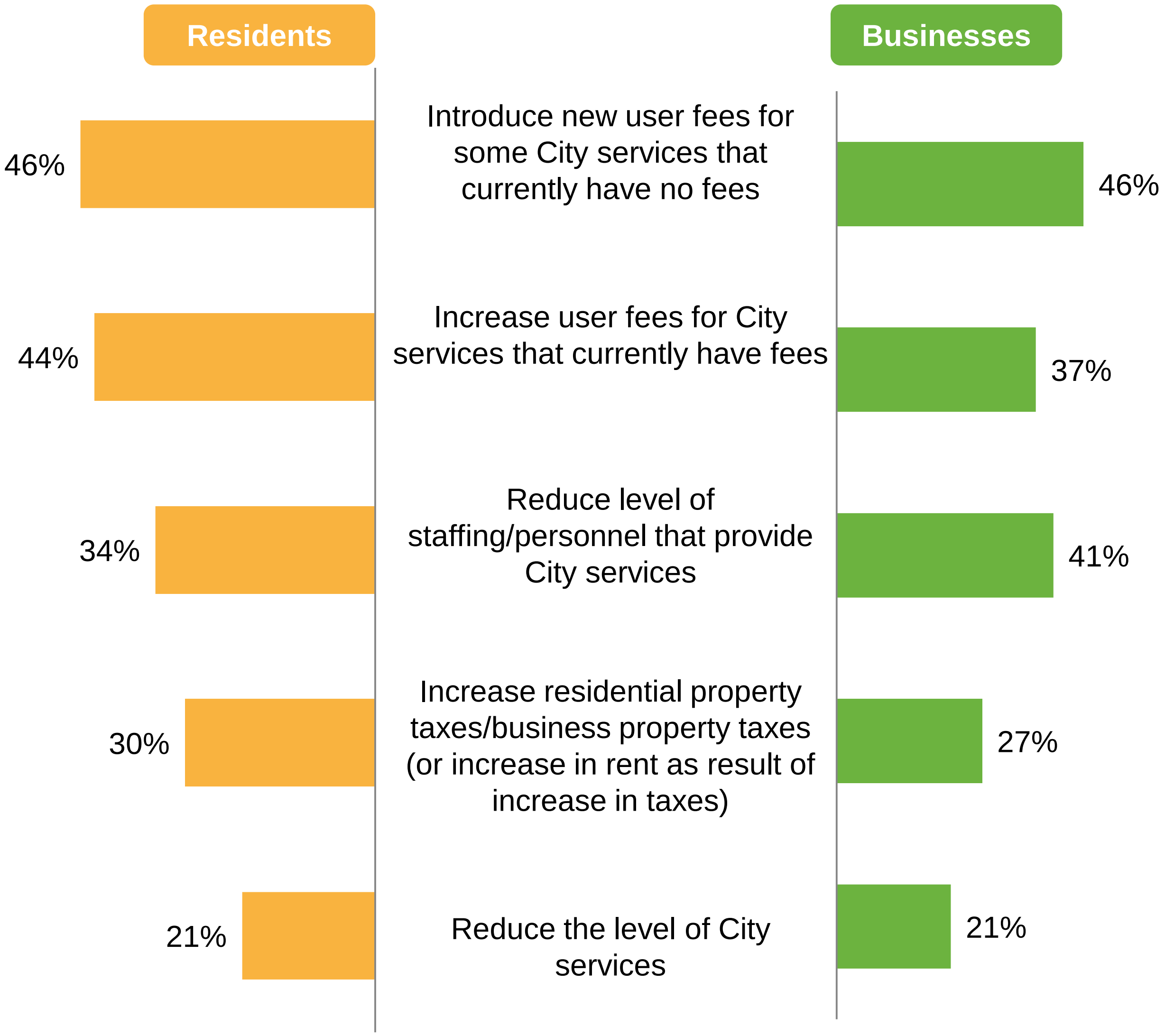
# Willingness to Pay Increased Taxes Trend (Among Renters)

- Residential and business renters show similar levels of tax tolerance as they did in the Budget 2016 survey.

| | Budget 2017 | | Budget 2016 | |
|---|---|---|---|---|
| **Rate increase** | **Resident Sample** | **Business Sample** | **Resident Sample** | **Business Sample** |
| Very willing | 11% | 11% | 10% | 12% |
| Somewhat Willing | 27% | 31% | 29% | 33% |
| **Willing Total** | **38%** | **42%** | **39%** | **45%** |
| Not very willing | 28% | 27% | 27% | 30% |
| Not at all willing | 34% | 31% | 34% | 25% |
| **Not Willing Total** | **62%** | **58%** | **61%** | **55%** |

# Support for City Measures to Balance Budget

- The public is open to a variety of tools to balance the City's budget, but respondents were most likely to support measures related to increasing user fees or decreasing personnel (but not level of service) for the provision of City services.




**Base: Resident respondents (n=2,110) and Business respondents (n=489)**

***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?***

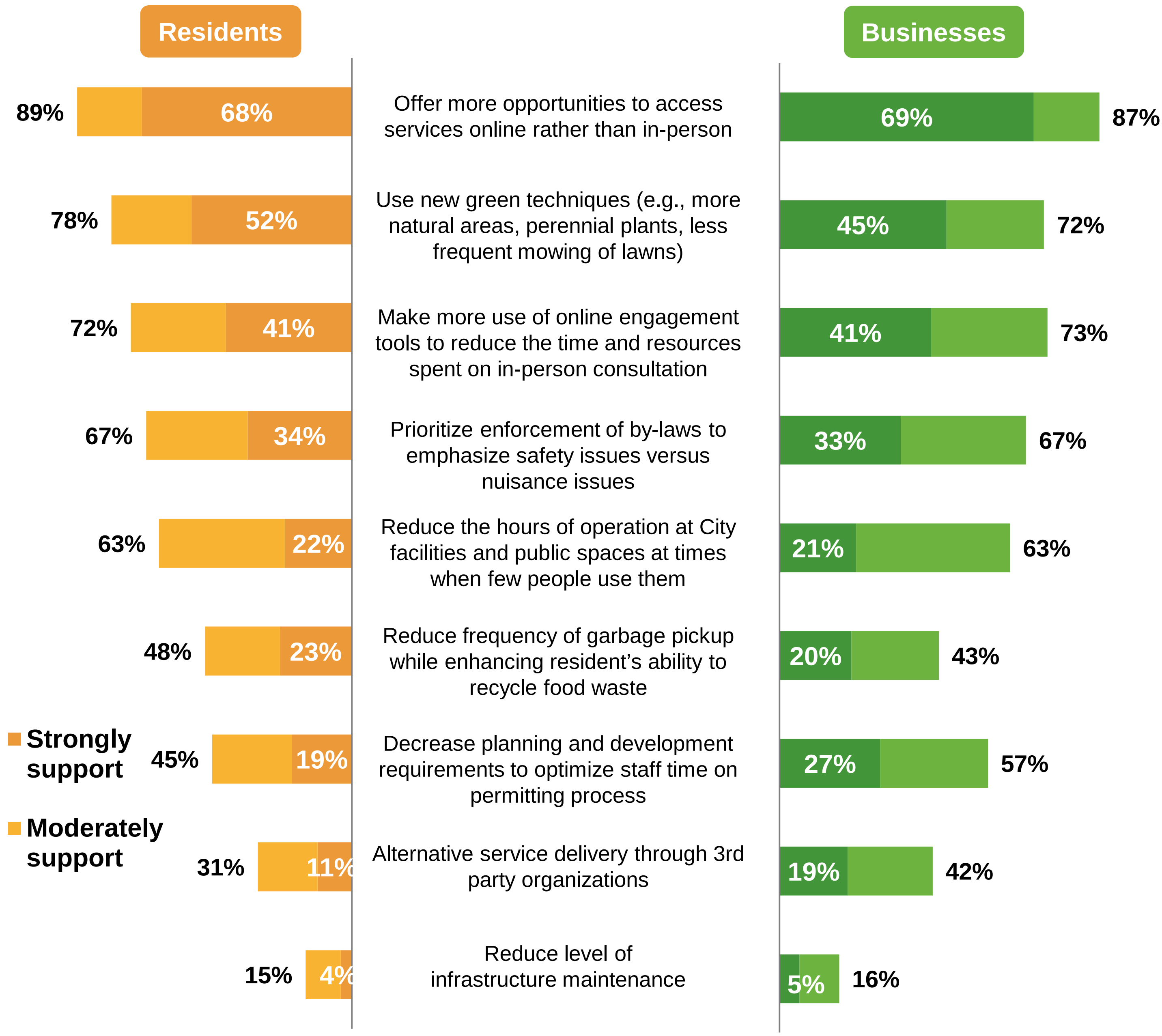
# Support for User Fees to Increase Efficiency

- 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 66% of respondents on average among residents and businesses.


**Base: Resident respondents (n=2,110) and Business respondents (n=489)**
***…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.



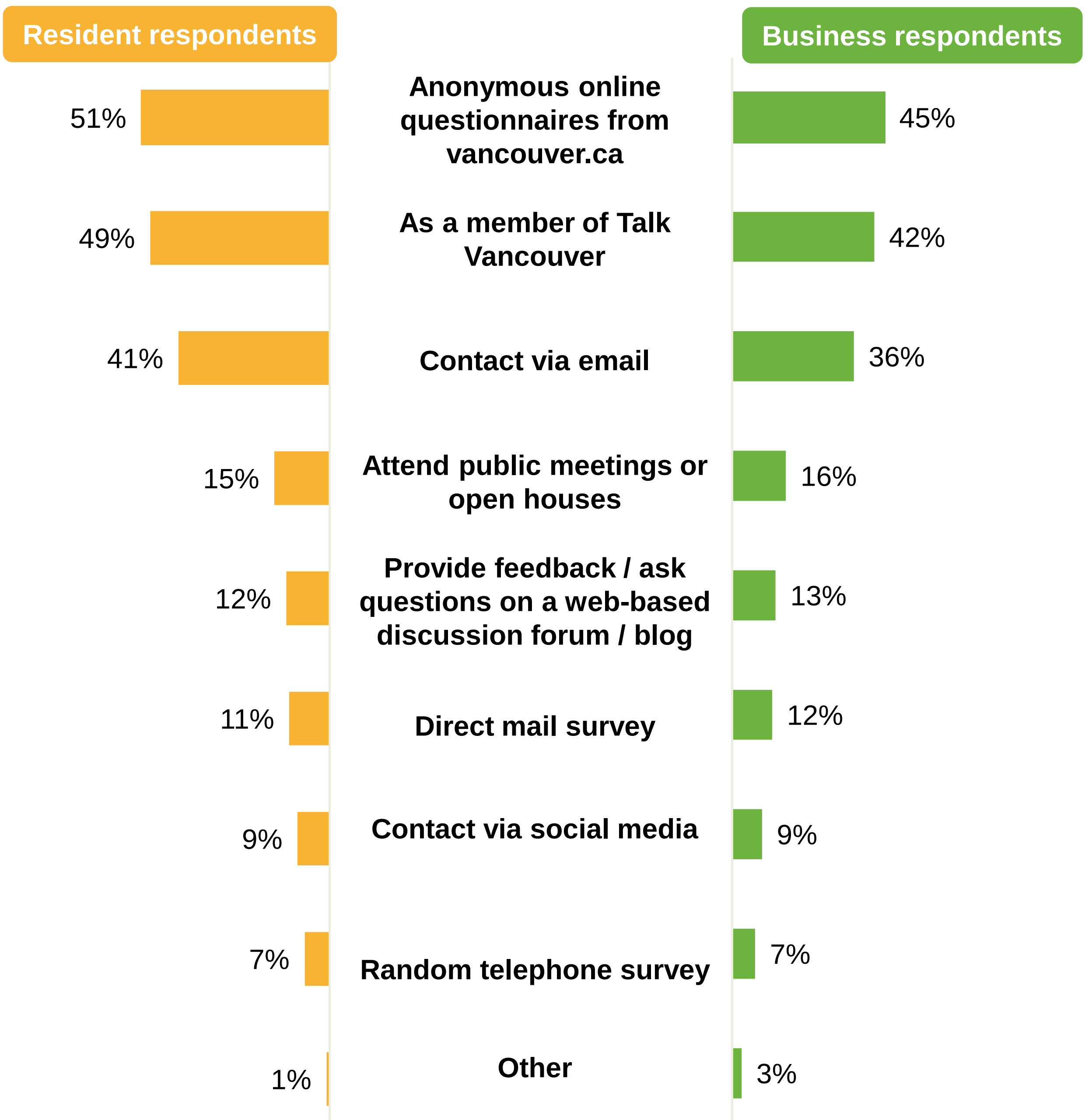

**Base: Resident respondents (n=2,110) and Business respondents (n=489**

***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?***

Budget 2017 Service Satisfaction Survey (November 2016)

# Preferred Method of Contact

- Not surprisingly, online respondents prefer electronic means of contact with the City, such as online questionnaires, email and as members of Talk Vancouver, the City's online public engagement panel.




**Base: Resident respondents (n=2,110) and Business respondents (n=489)**

***…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.***

Budget 2017 Service Satisfaction Survey (November 2016)

# 4: Summary of Feedback from 3-1-1 callers

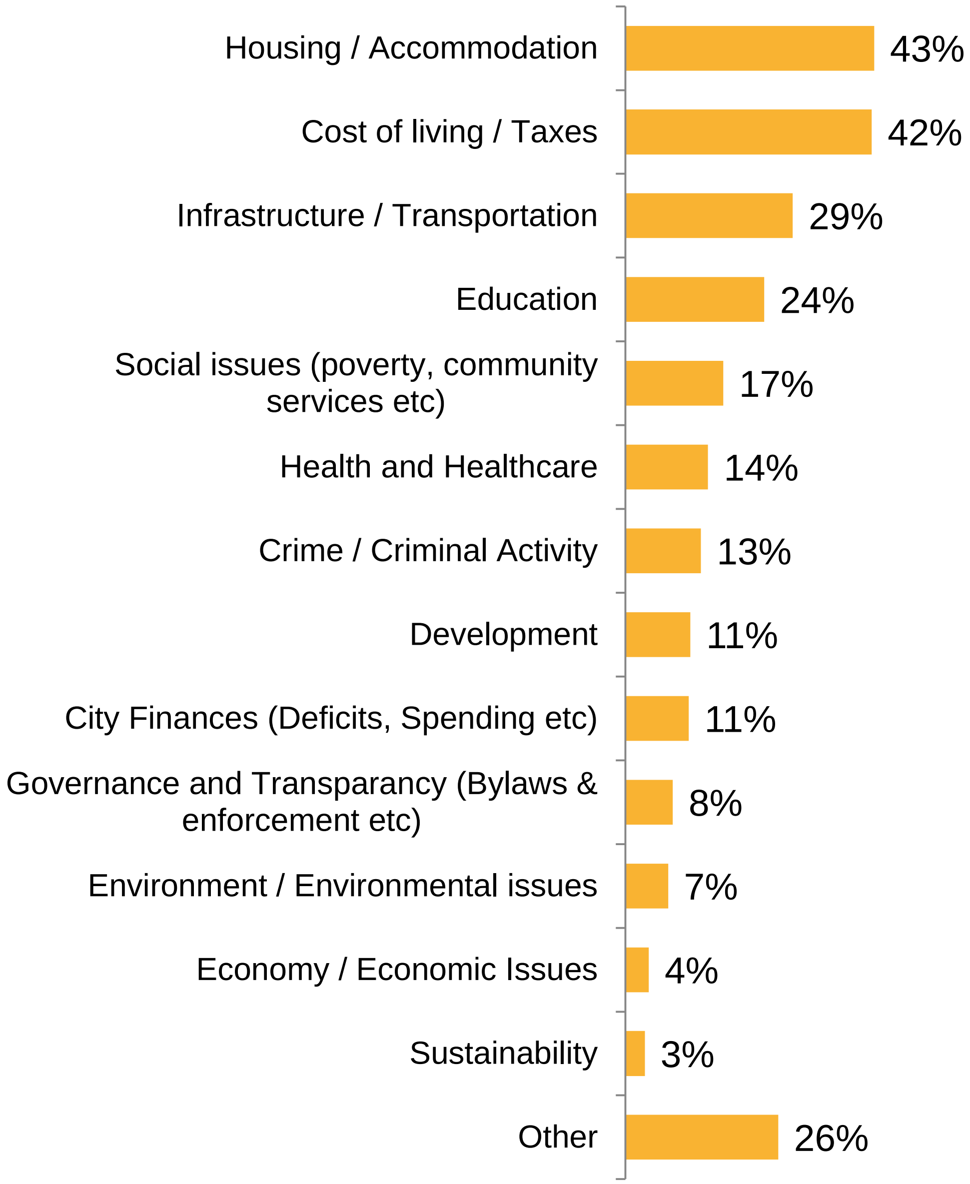
# Intercept Summary: Methodology

- To increase the opportunities for citizens to provide their input on the 2017 Budget and Service Satisfaction survey, the City used its 3-1-1 telephone service to ask random callers who identified themselves as residents if they were willing to take a three-question survey.

- The short questionnaire was asked of random participants and did not include any demographic questions, therefore, the resulting data cannot be considered representative of the larger population. Results are meant to act as a supplement to the longer, representative online survey.

# 311 Summary: Important City Issues

- As with online respondents, 3-1-1 callers see housing/accommodations and cost of living/taxes as the top issues. This is followed by infrastructure/transportation.




**Base: 3-1-1 callers (n=691)**

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

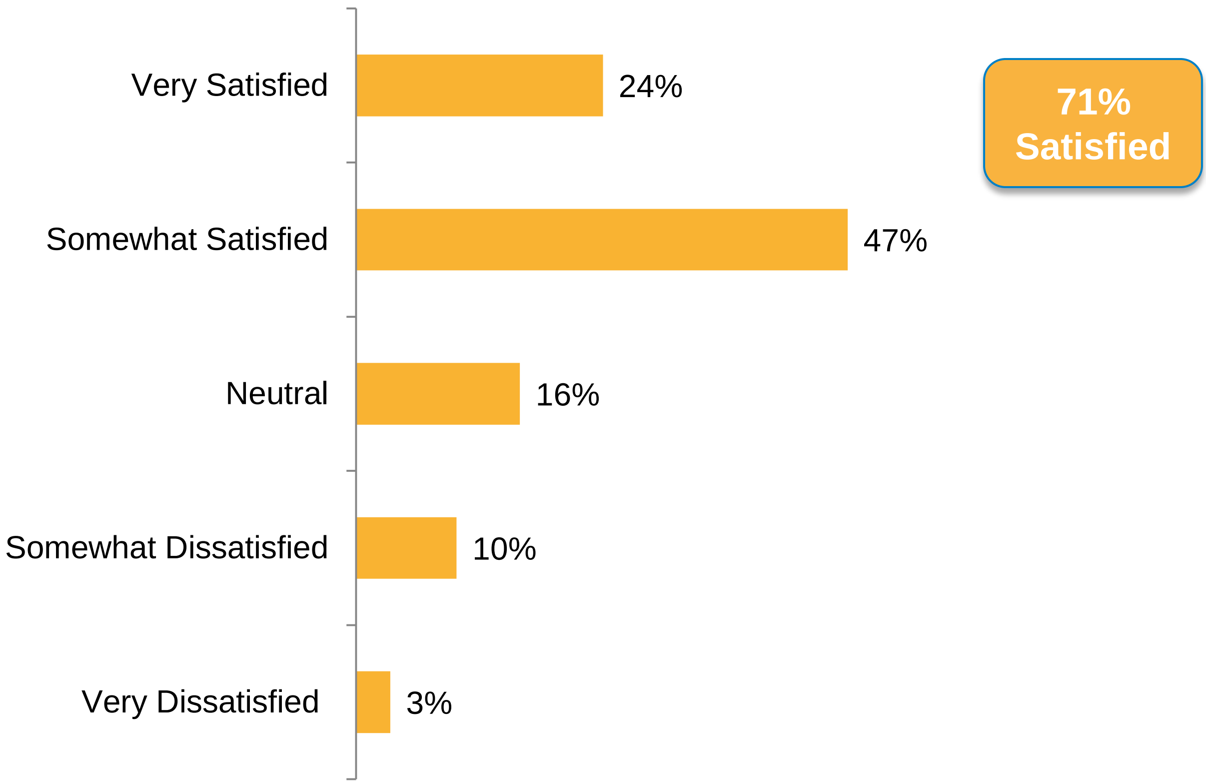
# 311 Summary: Important City Issues Trend

- Comparing this year's results with previous years, a number of the top issues are consistent, namely housing, cost of living/taxes and infrastructure/transportation.

| 2017 Budget Survey | 2016 Budget Survey | 2015 Budget Survey |
|---|---|---|
| Housing/Accommodation (43%) | Cost of living/Taxes (43%) | Cost of living/Taxes (39%) |
| Cost of living/Taxes (42%) | Housing/ Accommodation (35%) | Infrastructure/ Transportation (29%) |
| Infrastructure/Transportation (29%) | Infrastructure/ Transportation (31%) | Housing/Accommodations (27%) |
| Education (24%) | Crime/Criminal Activity (15%) and Social issues/Social services (15%) | Social issues (17%) |
| Social issues (poverty, community services, etc.) (17%) | Education (12%) | Education |

# 3-1-1 Summary: Overall Satisfaction

- Satisfaction is high among 3-1-1 callers, with almost three-quarters satisfied with the services they receive from the City.




**Base: 3-1-1 callers (n=691)**

***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?***

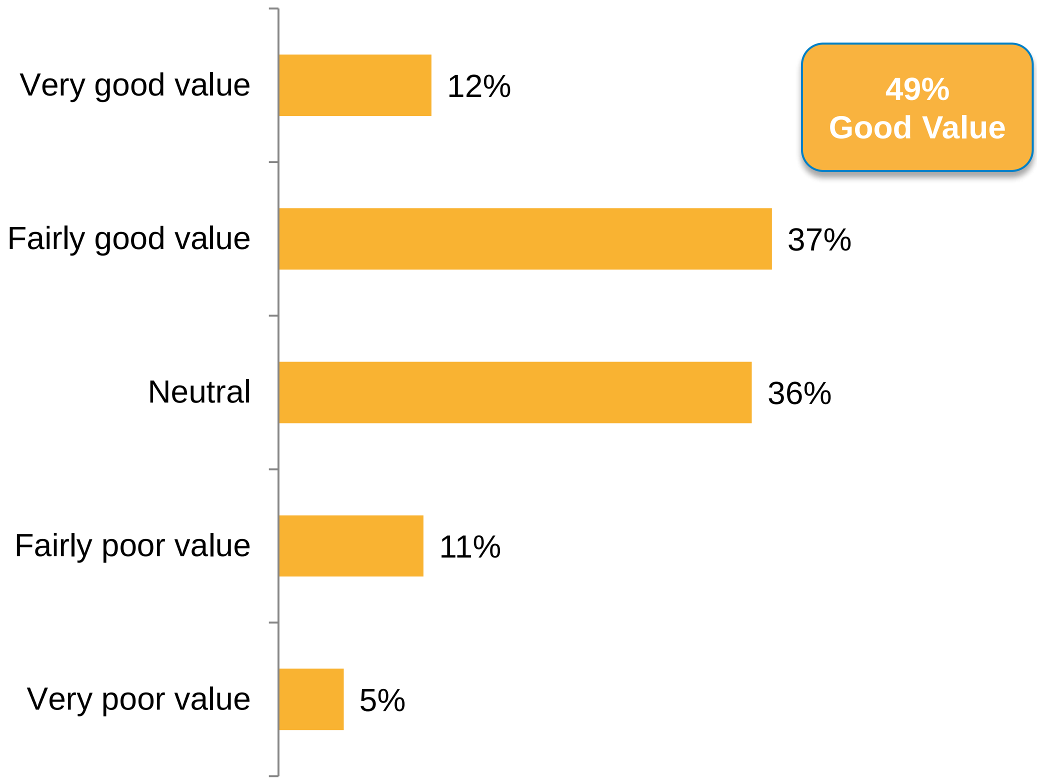
# 3-1-1 Summary: Overall Service Satisfaction Trend

- Overall satisfaction was asked of 3-1-1 Callers and Pop-Up City Hall visitors beginning in Budget 2015.
- Satisfaction among residents across these groups remained stable from last year.

| | Budget 2017 | Budget 2016 | | Budget 2015 | |
|---|---|---|---|---|---|
| Response | 3-1-1 Callers | 3-1-1 Callers | Pop-Up City Hall Visitors | 3-1-1 Callers | Pop-Up City Hall Visitors |
| Very satisfied | 24% | 27% | 31% | 25% | 27% |
| Somewhat satisfied | 47% | 48% | 49% | 48% | 55% |
| **Total Satisfied** | **71%** | **75%** | **80%** | **73%** | **82%** |
| Neither satisfied nor dissatisfied | 16% | 14% | 12% | 14% | 8% |
| Somewhat dissatisfied | 10% | 8% | 5% | 8% | 5% |
| Very dissatisfied | 3% | 3% | 3% | 6% | 5% |
| **Total Dissatisfied** | **13%** | **11%** | **8%** | **14%** | **10%** |

# 3-1-1 Summary: Value for Tax Dollar

- Half of the 3-1-1 callers surveyed believe they are receiving good value for their tax dollar.




**Base: 3-1-1 Callers (n=691)**

***Thinking about all of the programs and services you/ receive 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?***

# Intercept Summary: Value for Tax Dollar Trend

- Over time, consistently half or more of 3-1-1 respondents believe they receive good value for their tax dollar.

- In 2014, for 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 for Budget 2014 are broadly in-line with the 2015 and 2016 results.

| | **Budget 2017** | **Budget 2016** | | **Budget 2015** | |
|---|---|---|---|---|---|
| Response | 3-1-1 Callers | 3-1-1 Callers | Pop-Up City Hall Visitors | 3-1-1 Callers | Pop-Up City Hall Visitors |
| Very good value | 12% | 11% | 11% | 13% | 14% |
| Fairly good value | 37% | 41% | 49% | 39% | 40% |
| **Total - Good Value** | **49%** | **52%** | **60%** | **52%** | **54%** |
| Neither good nor poor value | 36% | 35% | 24% | 32% | 16% |
| Fairly poor value | 11% | 9% | 12% | 10% | 19% |
| Very poor value | 5% | 4% | 4% | 6% | 11% |
| **Total - Poor value** | **16%** | **13%** | **16%** | **16%** | **30%** |

# 3: Summary of Feedback from in-person outreach

# Intercept Summary: Methodology

To increase the opportunities for citizens to provide their input on the 2017 Budget, we developed a new outreach program designed to welcome those who may not traditionally 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 more than a dozen community centres, libraries and neighbourhood houses.
- As people travelled through the centres, they found it very easy to participate without having a long conversation. They could spend anywhere from 15 seconds to 15 minutes of conversation. We emphasized that this was one question from a larger online survey that they could take if they were interested.
- It 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 describe the topics to introduce to their children.
- The dioramas were also effective in bridging language barriers (e.g., Punjabi), where concepts could be conveyed through the imagery.
- Some comments:
    - “This is a remarkable innovative way to do this!”
    - “Oh, I was just doing this for school!”
    - “Way to get kids to learn about it this way!”
    - “Can I put more than three?”
    - “Can you come back next week and leave it here?”
    - “Can you visit our teen advisory group that we have?”
    - Parents to their children: “How about we do it together?”

# Intercept Summary: Methodology

- The top five responses from 973 votes from 326 respondents selecting from a menu of 10 categories broke down as follows:
  - Housing/ Accommodation
  - Cost of Living
  - Social Issues
  - Education
  - Healthcare

# 4: Multi-stakeholder Workshop

# Multi-stakeholder workshop

As a wrap-up to the survey, the Finance team invited representatives from the City's broad range of Community Stakeholders, Council Advisory Committees and Business Improvement Associations to provide their perspectives on budget directions and public input — 25 participants attended the workshop on October 24, 2016.

The session united representatives from: Seniors Advisory Committee, Women's Advisory Committee, Persons with Disabilities Advisory Committee, Arts and Culture Policy Council, Vancouver Planning Commission, LGBTQ2+ Advisory Committee, Association of Neighbourhood Houses, West End BIA, Vancouver Board of Trade, Vancouver Economic Commission, Creative BC, SFU, Commercial Drive BIA, and BC Tech Association.

Participants were presented with an overview of budget planning and the economic outlook as well as mid-point results from the public consultation. They used this information to answer three key questions in small group discussions. A Finance team member and a facilitator were at each table for the in-depth conversations.

**Key themes from the workshop:**

***From your perspective, what are the major priorities for Vancouver as a growing city? How can the City best address these priorities? Do the budget priorities for 2017 reflect what you feel the city's greatest needs are from the perspective of your groups/networks? Where are the gaps?***

- Housing affordability emerged as a key priority and a number of the participants felt that more action is needed. Growing homelessness faced by people with disabilities and LGBTQ+ youth were articulated as priorities.
- There was commentary that budget planning should be reviewed through the lens of different vulnerable communities.
- There was significant commentary about balancing the relationship between short and longer term challenges for Vancouver. For example, there was commentary about prioritizing Greenest City targets over immediate challenges for housing availability and affordability, and incentivizing density while ensuring there are adequate community amenities to serve incoming residents.

# Multi-stakeholder workshop

***What are your ideas for improving efficiency of service delivery and staff resources?***

- More planning and services offered at a regional level, building on efficiencies.
- Increased usability of the website for users with challenges, as well as easier to access information about services, licensing, permits and payments.
- Being mindful of domestic and international narratives and how a local "crisis" might negatively impact global business and recruitment.
- Better communication and information about how taxes are apportioned, especially to specific areas like arts and culture and community.
- Concern about staff turnover and how it affects the efficiency of standing committees and other community, knowledge-based relationships.
- Ongoing challenges with the pace and backlogs with city permits.
- Finding ways to recoup the policing and other related costs of non-City events.

# Multi-stakeholder workshop

***What technologies could help improve the City's services? In what new ways could the City generate revenues?***

- Multiple conversations about increasing municipal portion of fees from film industry, and increasing the cost of film permits.
- Integration of VanConnect, Pay-by-Phone, Mobi, Car Share and City Mapper', as well as better promotion of these digital apps overall.
- Increasing revenues from development permits and other development oriented licensing.
- If we are trying to become a city that can attract digital talent, our own digital presence must reflect this invitation by becoming more sophisticated. Social media was included in this, as well as moving consultations online through live streaming and more sophisticated online engagement.

# 5: Open Ended Questions – Service Satisfaction Survey

# Open Ended Questions

- Of the 2,044 individuals who responded to the open-ended question, “What service area could the City improve?” most respondents expressed a desire to see the City of Vancouver focus on ways to increase general affordability, quality of life, and reduce income disparities and cost of living. (507 mentions)
- The second most mentioned coding category was street infrastructure. This included general topics such as pavement condition, cleanliness, lighting, trees, signage, and more specific issues such as increase in marked crosswalks in certain locations. The two most mentioned topics within this category, however, are related to bicycles and traffic congestion, with many raising their concerns over the safety of pedestrians, cyclists, as well as drivers. Better public transit services, infrastructure, and transportation planning was also a frequent coding category. (481 mentions)
- With 196 mentions, transportation was a close third in most referenced coding category in the survey responses. This includes public transit, taxis, and various ride sharing options. Respondents would like the City to allocate funds towards improving public transit services and infrastructure as well as better transportation planning.
- Many respondents shared their frustration with the permit process and expressed a need for the City to improve this service area. They also expressed a need for more active enforcement of bylaws. In line with this type of requirement, were responses that highlighted the need for the City to improve its overall operations, customer service, and communication.

# 6: EXTERNAL SAMPLE FINDINGS – INSIGHTS WEST

# Insights West Research - Methodology

**Summary of Insights West Research**

The City hired a third-party opinion research firm to run a side-by-side comparison with results from City of Vancouver's online service satisfaction survey.

The rationale was two-fold:

- Talk Vancouver is an important, representative tool that combines members with anonymous participants drawn to specific issues and surveys through City of Vancouver's website. As such, we wanted to examine our findings against a representative, randomized sample of Vancouverites who might be less attuned to civic issues or budgeting processes;
- We were seeking to create an ongoing tracking tool to allow us to test our data and create another annual comparative tool to ensure we are getting the full and complex picture of residents' priorities and satisfaction with municipal services.

This year, we noted some divergence between the results of the Insights West and Talk Vancouver results. There are a number of possible variables that might have impacted the results, such as the impact of the dialogue on housing affordability, the foreign buyers tax and Empty Homes Tax conversations. We will continue to track public feedback in this way to gain a full picture and to verify our results. The results are summarized in the full consultation report.

**Respondents and findings**

- The data was collected via random online survey managed by Insights West, in field from October 17 to 25, 2016.
- 1,615 interviews were conducted among residents of Vancouver and those who operate a business in the City:
    - 1,327 residents, with weighting on age, gender and region used to ensure that the participant profiles match the census profile of the City (weighting efficiency was 97%).
    - 288 business operators.

# Insights West Research – Key Takeaways

## Top concerns

- **Cost of Living (62% residents, 56% businesses) and Housing (53% residents, 41% businesses) are the top concerns of both residents and businesses.**
  - Residents and businesses who are renting are even more concerned about the housing situation than those who own their properties.
  - Beyond this, social issues (32% residents) and infrastructure/ transportation (27% residents) are also regarded as important.

## Service satisfaction

- **Overall residents are satisfied with the quality of services that the City is providing (residents 60%, 56% businesses).**
  - Younger residents are more satisfied than those age 40+ (66% vs 55%).
  - Residents who live downtown and in the northern regions of the City are more satisfied than those who live in the south.

# Insights West Research – Key Takeaways

## Tax Tolerance

- **Currently residents and businesses are divided in the level of value they feel they are getting for their tax dollars.**
  - 33% of residents (29% of businesses) say they get good value, while 32% of residents say they get poor value (35% neither).

- **The majority of residents and businesses who own their property would support a 1% increase in property taxes to cover increased costs for existing programs (62% residents, 58% businesses).**
  - Renters are less willing to pay more to cover increased costs for existing services (30% of residents),

- **In order to balance the budget, residents and businesses are most likely to support increasing user fees and reducing the level of staffing/ personnel.**
  - Support is lowest for increasing property taxes and reducing the level of City services.

# 7: Going Forward

# Next Steps

We heard from citizens that they are interested in new forms of engagement that increase participation and accessibility, with a particular interest in digital tools.

We also observed an openness to learning about budgeting as a civic process. This openness offers 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.

As we move forward, we will seek opportunities to explore participatory budgeting, plain language and multi-language outreach tools, and continued dialogue with citywide stakeholders. We believe these approaches will only increase the relevance, transparency and reach of our consultations.

# Appendix

# Organizations – Stakeholder Meeting

Representatives from the following organizations attended the October 24, 2016 stakeholder session:

- City of Vancouver
- Arts and Culture Policy Council
- LGBTQ Advisory Committee
- Persons With Disabilities Advisory Committee
- Women's Advisory Committee
- Seniors Advisory Committee
- West End BIA
- Mount Pleasant BIA
- Commercial Drive BIA
- Association of Neighbourhood Houses
- Vancouver Board of Trade
- Creative BC
- BC Tech Association
- Vancouver Economic Commission
- Vancouver Planning Commission

# Sample Composition – Business Owners

| Demographic group | Survey Sample - Businesses |
|---|---|
| Gender | |
| Male | 57% |
| Female | 35% |
| Transgender | 1% |
| None of the above | 1% |
| Prefer not to say | 6% |
| Age | |
| 18-39 | 31% |
| 40-49 | 27% |
| 50-59 | 22% |
| 60 and over | 20% |
| Residential Zone (of Business) | |
| Downtown | 37% |
| Northwest | 22% |
| Northeast | 15% |
| Southwest | 14% |
| Southeast | 12% |

# Sample Composition – Business Owners (cont'd)

| Demographic group | Survey Sample - Businesses |
|---|---|
| **Ethnicity** | |
| **North American**<br>Canadian<br>First Nations (or Aboriginal Band)<br>American | **43%**<br>41%<br>1%<br>3% |
| **Europe**<br>British Isles (e.g., English, Scottish, Irish, Welsh)<br>Eastern European (e.g., Russian, Ukrainian, Croatian, etc.)<br>German<br>French<br>Other European (e.g., Greek, Italian, Swedish, etc.) | **43%**<br>26%<br>7%<br>6%<br>3%<br>9% |
| **Asia**<br>Chinese<br>South Asian (e.g., Punjabi, Indian, Tamil, Pakistani, Bangladeshi, etc.)<br>Japanese<br>Other Asian (e.g., Filipino, Thai, Vietnamese, etc.) | **15%**<br>12%<br>1%<br>1%<br>1% |
| **Latin/South American** | **2%** |
| **Africa** | **2%** |
| **Other regions (e.g., Middle Eastern, Oceania, Caribbean)** | **2%** |