

DRAFT BUDGET  
for consideration by Vancouver City Council  
on December 1, 2021

VANCOUVER  
BUDGET  
**2022**

PUBLIC ENGAGEMENT  
REPORT



## PART III: PUBLIC ENGAGEMENT

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# PUBLIC ENGAGEMENT

## Executive summary

### Overview

Public engagement for the 2022 Budget faced many similar challenges and considerations from the previous year, due to the ongoing health and safety concerns from the COVID-19 pandemic. This was particularly true for in-person engagement activities. Despite this, public feedback has been key to determining the road to recovery. This year's engagement approach continued to use virtual engagement tools, such as the City's digital engagement platform Shape Your City, while gradually reintroducing other activities.

In spring 2021, we resumed the Civic Service Satisfaction Survey, in which residents and businesses were asked about their satisfaction with various City services, along with the impacts of COVID-19 on their lives. This survey had been suspended in 2020 due to many services not being available due to the pandemic, and as a result of provincial health orders.

As part of the fall budget engagement, staff were also able to conduct a series of "focused conversations" with people from various underrepresented and marginalized communities to provide insight into the City's annual budget allocation in a more inclusive, lower-barrier environment.

More than 5,500 engagement touchpoints were tracked over the six-week course of the budget consultation process, not including interactions on social media or visits to the City of Vancouver's [budget information web pages](#).

### Core themes and findings

The key themes and findings from public engagement in 2021 help to inform the development of the 2022 Budget and validate the public's priorities for investments. Through multiple channels and points of outreach, we heard the following from residents and businesses:

- As part of the Civic Service Satisfaction Survey, we heard that the overall **quality of life** for residents and businesses was negatively impacted during the COVID-19 pandemic. Other top local issues and areas identified for investment included: **social issues** (homelessness, poverty, childcare), **affordability/cost of living, housing** and **economic recovery** (particularly for local businesses).

- The **top five City services** with which residents were most satisfied include: **library services, fire rescue and medical response, garbage and green bin collection, online payment services, and parks/green spaces**. Business respondents were also most satisfied with **online payment services, fire rescue and medical response** and **library services**, with **availability of online services** and **urban design** at top four and five respectively.
- Findings in the Talk Vancouver survey show that the **delivery of core services** and **addressing affordability and housing** continue to be top priorities among residential respondents. For business respondents, **delivery of core services** and the **economy** were top priorities.
- For measures to help balance the City budget: **increasing user fees** and **introducing new fees** were the most supported options for both Civic Service Satisfaction and Talk Vancouver survey respondents. While **reducing the number/type of services** (i.e., discontinuing services) was least supported among residents, **increasing commercial property tax** was least supported for business property owners.
- When it comes to user fees and service reductions, participants in the Focused Conversations encouraged the City to **consider equity when making changes**. Access to certain community services is considered essential, and reducing services or increasing fees would greatly affect that access.
- In terms of **property tax tolerance**, 50%-70% of respondents (depending on property type) owning a residential property were willing to pay a property tax increase equivalent to 5% for 2022 (expressed in dollars). Among commercial property owners, 40% said they would be willing to pay a 5% increase.
- Overall, there is a substantial amount of public interest in **public safety and critical social issues** (such as homelessness and poverty).

A more detailed discussion around the analysis of these findings is found on the following pages.

## Introduction

Public engagement for the 2022 Budget required adjustments in approach, similar to the engagement conducted in 2020 for the 2021 Budget. In previous years, budget engagement activities typically occurred in phases, offering a range of opportunities for public input. This year's engagement continued to balance a number of issues, including:

- Ongoing health and safety considerations, both legislatively mandated and according to people's comfort levels, has limited in-person gatherings and face-to-face interaction
- Diminished capacity for public participation among residents, businesses and community organizations, given other pressing needs (e.g. financial instability, shifting childcare arrangements, mental exhaustion)
- Ongoing under-representation in engagement opportunities of marginalized and equity-denied segments of the population

The approach to addressing these challenges was to offer public engagement activities with virtual options, using new and existing digital engagement tools. Staff were, however, able to conduct some in-depth community outreach.

The following sections summarize the general approach and methods for promoting and seeking input on this year's annual budget.

### What did we hope to accomplish?

Public engagement for the 2022 Budget was intended to:

- Understand the relative importance of City Council's priorities and types of City services
- Gauge preferences for delivering a balanced budget and managing service delivery
- Seek input on opportunities to adjust costs and revenues
- Better understand the needs and preferences of equity-denied groups in the city
- Continue to reduce barriers to participation of traditionally under-represented or systemically excluded groups

These inputs to the annual budget are considered alongside Council and Board priorities, economic and technical analysis, long-range planning, and ongoing public and stakeholder listening throughout the year.

### What was different for engagement this year?

Due to ongoing challenges with in-person interactions and gatherings, most of this year's engagement remained online, using the City's online engagement platform Shape Your City (SYC) [shapeyourcity.ca](http://shapeyourcity.ca). SYC is a digital space where people can, at their convenience, find out about engagement opportunities and share their thoughts on different City of Vancouver projects and initiatives.

While online tools and platforms can help increase accessibility for those facing barriers related to physical mobility or scheduling conflicts such as those with caregiving duties, shift workers, and people with disabilities, we recognize this does not serve those who lack consistent access to technology or who are not subscribed to digital channels used by the City. To address this, additional opportunities were offered:

**Focused Conversations:** In previous years, with the exception of 2020, budget engagement options have typically included in-person workshops. With the gradual return of in-person events and workshops, as well as heightened priority to include underrepresented and marginalized groups, we saw an opportunity for limited in-person engagement. We dedicated a series of Focused Conversations for people to provide insight into the City's annual budget allocation in a more inclusive, lower-barrier environment. Staff engaged a third-party contractor to help design and implement the process, and numerous community-serving organizations were contacted to help promote engagement and facilitate feedback.

**Civic Service Satisfaction Survey:** In recent years, the City has conducted a Civic Service Satisfaction Survey in which residents were asked to provide their opinions on the importance of, and their satisfaction with, specific City Services. This survey was not conducted in 2020 due to the fact that many City services were unavailable in the spring (as a result of public health orders restricting certain activities) when the survey is typically conducted. As part of the survey in spring 2021, we asked additional questions about the impact of the pandemic on residents and businesses.

The survey was conducted via phone with residents and businesses throughout Vancouver, and in English, Mandarin and Cantonese.

### How were engagement opportunities promoted and shared?

**Online outreach:** Due to the various limitations around traditional/on-the-ground options for promoting engagement, we focused our efforts on online tools and platforms.

The following is a summary of promotional activities:

- Shape Your City – Budget 2022 pages (in English, Traditional Chinese, Simplified Chinese and Punjabi)
- The City's [vancouver.ca](http://vancouver.ca) website (including specific [budget pages](#))
- News announcement, issued July 14, 2021
- Advertisement in City's 3-1-1 call waiting queue
- Email invitation to Talk Vancouver Panel (approx. 15,500 registered)

- Email invitations to:
  - Business Improvement Associations
  - Community serving organizations (such as neighbourhood houses, newcomer networks and settlement agencies, places of worship, community economic development groups)
  - Internal City teams and their extended networks (e.g. Punjabi Market, social grant recipients, newsletters)
  - Council advisory committees

**Social media:** Postings on Facebook, Instagram, Twitter, LinkedIn and Reddit, helped drive traffic to the Shape Your City engagement platform, where the public could access further information and feedback tools – particularly the Talk Vancouver budget survey. In total, approximately 200,000 impressions were recorded across these five social platforms while the survey was live. Although this year's engagement outreach campaign relied substantially on an organic social media strategy, there were some opportunities to procure paid ads as well. Postings also offered translations where possible and were shared by other organizations on their social media accounts.

**Traditional/offline channels:** Print advertisements were placed in Chinese language and Punjabi publications. In addition, posters were distributed to community centres, and phone calls made to community groups and organizations who have expressed an interest in previous years.



## What are *your* priorities for City spending?

Share your thoughts today!

您對市政府的開支有哪  
些優先考慮？

分享你的意见！

ਸਾਟੀ ਦੇ ਖਰਚਿਆਂ ਲਈ  
ਤੁਹਾਡੀਆਂ ਤਰਜੀਹਾਂ ਕੀ ਹਨ?

આਪણੇ ਵਾਚਾਰ ਸਾਂਝੇ ਕਰੋ!

[shapeyourcity.ca/budget](http://shapeyourcity.ca/budget)



## Who participated?

More than 5,500 engagement touchpoints were tracked over the six-week course of the budget consultation process, not including the online social media outreach (refer to previous section) and visits to the City of Vancouver's [budget information webpages](#). In addition to these touchpoints, there were also more than 6,400 visits to the Shape Your City budget pages (as of October 21, 2020).

Engagement touchpoints were more in line with numbers from previous years of budget engagement, with the exception of 2020. This remains encouraging as we strive to expand civic literacy and participation in decisions that will impact Vancouver citizens.

While we saw a significant increase in participation from younger demographics in the previous year, the participation from different age groups this year was more balanced and reflective of Vancouver's population. As for neighbourhood representation, residents located in and around Downtown (north of 16th Avenue and west of Main) are still the most active in our engagement processes.

More details on demographic information of participants can be found in Appendix C.

## Summary of engagement touchpoints

Engagement method	Timing	Touchpoints
Shape Your City project pages	July 14 - present	246 interactions (via Quick Poll tool)
Talk Vancouver survey	July 14 - August 22	5,203 surveys completed
Focused Conversations	August 17 - Sept 16	35 participants
Council Advisory Committee information session and Q&A	September 22	19 attendees
<b>Total touchpoints:</b>		5,503

## Civic Service Satisfaction Survey

### Background and objectives

This section of the report presents the findings of the City of Vancouver's 2021 Civic Service Satisfaction Survey. This survey determines resident and business satisfaction with municipal services and provides insight into service priorities.

This is the third Civic Service Satisfaction Survey that Ipsos has conducted for the City of Vancouver. Previous surveys were conducted in 2018 and 2019. No survey was conducted in 2020 due to the COVID-19 pandemic.

Key research topics include:

- Important local issues
- Quality of life
- City services (satisfaction, level of investment)
- Financial planning

In addition, the 2021 survey also measures the impact of the COVID-19 pandemic on residents and businesses.

### Methodology

Ipsos conducted a random and representative telephone survey with City of Vancouver residents and businesses.

Households with members who work for the City of Vancouver, belong to a City advisory committee, or are elected officials of the City were excluded from the survey via an upfront screening question.

Interviewing was conducted between April 19 and May 11, 2021.

### Residents

A total of 600 interviews were conducted with adult (18+) Vancouver residents, broken out as follows: Downtown/West End (n99), Northwest (n97), Northeast (n100), Southwest (n102), and Southeast (n202).

- 16th Avenue is the North-South boundary and Main Street is the West-East boundary.

Interviewing was conducted on both landlines and cellphones, with the final sample split 70% landlines and 30% cellphones.

Sample was pulled by postal code for landlines and by billing centre for cellphones. A screening question was included at the start of the survey to confirm residency in the City of Vancouver.

Interviewing was conducted in English, Cantonese, and Mandarin.

The final data has been weighted to ensure that the gender/age and neighbourhood distribution reflects that of the actual population in the City of Vancouver according to 2016 Census data.

Overall results are accurate to within  $\pm 4.0\%$ , 19 times out of 20. The margin of error will be larger for sample subgroups.

### **Businesses**

A total of 200 interviews were conducted with Vancouver businesses, broken out as follows: small businesses with <25 employees (n114), medium businesses with 25 to 99 employees (n56), and large businesses with 100+ employees (n30).

A screening question was included at the start of the survey to confirm that respondents own, manage, or operate a business in the City of Vancouver. Interviews were conducted with the person responsible for the overall management and direction of their company at that specific location.

Interviewing was conducted exclusively on landlines in English.

The final data has been weighted by business size according to 2020 BC Stats data.

Overall results are accurate to within  $\pm 6.9\%$ , 19 times out of 20. The margin of error will be larger for sample subgroups.

### **Interpreting and Viewing the Results**

Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Analysis of some of the statistically significant demographic differences among residents is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion. Smaller sample sizes limit any meaningful demographic analysis among businesses.

### **Tracking to Previous Surveys**

Where appropriate, this year's results have been compared to past Civic Service Satisfaction Surveys. Comparing the year-over-year results allows the City to understand how residents' and businesses' attitudes and priorities are changing, identify new or emerging issues facing the community, and monitor perceptions of the City's performance in key areas.

Arrows ( ) are used to denote any significant differences between previous years.

### **Normative Comparisons**

Where appropriate, the City of Vancouver's results have been compared to Ipsos' municipal norms to provide a benchmark against which the City can evaluate its performance. These norms are based on research Ipsos has conducted in other Canadian municipalities within the past five years and are thus based primarily on pre-pandemic data. Normative comparisons are available for residents only.

## Executive summary

### COVID-19

**The COVID-19 pandemic has negatively impacted many aspects of everyday life for both residents and businesses.** For residents, the greatest negative impact has been on their mental health (69%) and personal relationships (58%). The pandemic has also taken a toll on residents' physical health (49%), work/career (45%), and household income (37%). The impact on businesses is even more pronounced, with 75% saying their business has been negatively impacted by the pandemic and 71% saying their mental health has been negatively impacted. Many businesses also report experiencing negative impacts on their personal relationships (54%), household income (51%), and physical health (44%).

### Quality of life

**Overall perceptions of quality of life are favourable but down from previous years.** Eight-in-ten (81%) residents rate Vancouver's overall quality of life today as 'very good/good', down 8 percentage points from 2019. Similarly, 80% of businesses rate the overall quality of life as 'very good/good', down 12 percentage points from 2019.

**Perceptions of a worsening quality of life are exacerbated this year.** When asked how the quality of life has changed over the past three years, 45% of residents say it has 'worsened', 44% say 'stayed the same', and 8% say 'improved'. The percentage of residents saying the quality of life has 'worsened' is up 9 points this year. Perceptions of a deteriorating quality of life are even more pronounced among businesses, with 62% saying the quality of life has 'worsened' over the past three years, 32% saying 'stayed the same', and 6% saying 'improved'. The percentage of businesses saying the quality of life has 'worsened' is up 26 points this year.

- The COVID-19 pandemic contributes to perceptions of a 'worsened' quality of life but is not the only reason for feeling this way. Other open-ended reasons include the cost of living, housing/accommodations, poverty/homelessness, and a decline in public safety/increased crime rate.
- Mentions of public safety/crime are up among both residents and businesses this year.

### Important local issues

**COVID-19 tops this year's issue agenda.** On an open-ended basis, 32% of residents and 38% of businesses identify "COVID-19" as the most important local issue facing the City of Vancouver at the present time. Other issues that are important to residents include "social issues (e.g., homelessness, poverty, childcare)" (20%, up 9 points from 2019) and "housing/accommodations (including housing affordability)" (19%, down 29 points from 2019). Other important issues among businesses include "social issues (e.g., homelessness, poverty, childcare)" (24%, up 11 points from 2019) and "affordability/cost of living (excluding housing affordability)" (11%, down 11 points). Both residents and businesses are significantly less likely to mention "infrastructure/transportation" this year as compared to previous years (mentions are down 28 points among residents and down 32 points among businesses).

## City services

**Most residents and businesses are satisfied with City services overall, although less so than previous years.** In total, 78% of residents say they are satisfied (combined ‘very/somewhat satisfied’ responses) with the overall level and quality of services provided by the City of Vancouver, down 8 points from 2019. Overall satisfaction among businesses stands at 72%. While not statistically significant, there has been a directional decrease in overall satisfaction among businesses this year (down 8 points).

**Most say the overall level and quality of City services has stayed the same over the past three years, although negative momentum is growing.** Nearly two-thirds (64%) of residents say the overall level and quality of City services has ‘stayed the same’ in the past three years, compared to 8% saying ‘improved’ and 25% saying ‘worsened’. The percentage of residents saying City services have ‘worsened’ is up 8 points this year. Similarly, 63% of businesses say the overall level and quality of services has ‘stayed the same’ in the past three years, compared to 6% saying ‘improved’ and 30% saying ‘worsened’. The percentage of businesses saying City services have ‘worsened’ is up 10 points from 2019.

- Governance/transparency and the COVID-19 pandemic are frequently cited by both residents and businesses as a reason why City services have ‘worsened’.

**Residents are satisfied with most of the evaluated services, but satisfaction has dropped in a number of areas this year.** Of the 26 services evaluated by residents, 20 receive an overall satisfaction score (combined ‘very/somewhat satisfied’ responses) higher than 70%, with the highest satisfaction rating going to library services (92%). The three least satisfactory services overall are social policies & projects (44%), homelessness services (34%), and enabling affordable housing (30%). Compared to 2019, overall satisfaction is notably lower this year for homelessness services (down 17 points), police services (down 11 points), recreation (down 8 points), emergency preparedness (down 8 points), social policies & projects (down 8 points), and making streets vibrant (down 6 points). Moreover, the intensity of satisfaction with many services has shifted this year, moving from ‘very’ to ‘somewhat’ satisfied. Positively, overall satisfaction with online payment services is up 6 points from 2019.

**Businesses remain satisfied with most services, although two significant drops in satisfaction are seen this year.** Of the 19 services evaluated by businesses, 13 receive a satisfaction score (combined ‘very/somewhat satisfied’ responses) higher than 70%, with the highest ratings going to online payment services (95%) and fire rescue & medical response (92%). The least satisfactory service overall is development & building permits (40%).

Compared to 2019, overall satisfaction is notably lower this year for police services (down 15 points) and development & building permits (down 13 points).

**Residents’ top three investment priorities continue to be homelessness services, enabling affordable housing, and social policies & projects.** Overall, 75% of residents say the City should ‘invest more’ in homelessness services, 73% say the City should ‘invest more’ in enabling affordable housing, and 71% say the City should ‘invest more’ in social policies & projects. These were also residents’ top three priorities for investment in 2019. While the

remaining services are deemed less of investment priority, there are no services where a majority of residents think the City should reduce investment.

**Businesses continue to have more diverse investment priorities, led by community cleanliness and street infrastructure.** Overall, 52% of businesses say the City should 'invest more' in keeping our community clean (up 14 points from 2019) and 51% say the City should 'invest more' in street infrastructure. Other investment priorities include fire rescue & medical response (49%), economic development (47%), long-range planning (46%), police services (46%), development & building permits (43%), emergency preparedness (42%), and transportation infrastructure (40%). As with residents, there are no services where a majority of businesses think the City should reduce investment.

### **Financial planning**

**Most continue to say they receive good value for their municipal tax dollars.** Three-quarters (76%) of residents say they receive 'very/fairly good value' for their municipal tax dollars. While this is down slightly from 2019, this drop is not statistically significant. Similarly, 77% of businesses rate the value for taxes as 'very/fairly good', on par with 2019.

**To balance the budget, residents and businesses would like to see the City continue to offer the same services but at a reduced level.** When presented with various options for actions the City could take to balance the budget, residents show a strong preference for 'continue to offer the same services but not to the same level, for example reduced hours' (54%). This is also the most preferred option among businesses (51%).

**An increase in property taxes is by far the least preferred option for balancing the budget.** When asked which option they would *least* prefer the City use to balance the budget, the number one response by far is 'increase residential and business property taxes', chosen by 40% of residents and 53% of businesses.

**There is continued willingness to pay more user fees for services.** Two-thirds (67%) of residents say they would be willing (combined 'very/somewhat willing' responses) to pay more in user fees for the services they use in order to maintain or improve them, statistically consistent with 2019. Similarly, 68% of businesses say they would be willing to pay more user fees for the services they use, also statistically unchanged from 2019.

## Key takeaways

1. The COVID-19 pandemic has negatively impacted many aspects of everyday life for residents and businesses.
2. Key survey measures around overall quality of life and service satisfaction are positive but lower than previous years.
  - Quality of life: 81% residents (down 8 points from 2019), 80% businesses (down 12 points)
  - Overall service satisfaction: 78% residents (down 8 points), 72% businesses (down 8 points)
3. For residents, overall satisfaction has dropped for a number of services, including homelessness services, police services, recreation, emergency preparedness, social policies & projects, and making streets vibrant. There are also two services where business satisfaction has significantly decreased (police services and development & building permits).
4. Perceptions of a worsening quality of life are exacerbated this year, partly due to the COVID-19 pandemic but also due to issues around the cost of living, housing/accommodations, poverty/homelessness, and public safety/crime.
5. COVID-19 tops this year's issue agenda but social issues (homelessness, poverty, childcare) are also a growing concern.
6. Residents prioritize investment in homelessness, affordable housing, and social policies. Businesses have more diverse priorities led by community cleanliness and street infrastructure.
7. Overall perceptions of value for taxes have not significantly changed from 2019.
8. Continuing to offer the same services but at a reduced level is the most preferred option for balancing the budget. Raising residential and business property taxes is the least preferred.

## Detailed Results

### COVID-19

The COVID-19 pandemic has negatively impacted many aspects of everyday life for both residents and businesses.

For residents, the greatest negative impact has been on their **mental health** (69%) and **personal relationships** (58%). The pandemic has also taken a toll on residents' **physical health** (49%), **work/career** (45%), and **household income** (37%).

The impact on businesses is even more pronounced, with 75% saying their **business** has been negatively impacted by the pandemic and 71% saying their **mental health** has been negatively impacted. Many also report experiencing negative impacts on their **personal relationships** (54%), **household income** (51%), and **physical health** (44%).

### Impact of COVID-19



Demographically, the negative impacts of the pandemic have been experienced disproportionately. For example, women are more likely than men to report experiencing a deterioration in their mental health, as are younger residents (<55 years of age) and renters. Younger residents and renters are also more likely to say their work/career and household income have been negatively impacted by the pandemic. The negative impact of the pandemic on household incomes is also felt more strongly among residents who are already on the lower end of the income spectrum.

## Impact of COVID-19 (Residents) (by Gender, Age, and Neighbourhood)

	TOTAL	TOTAL NEGATIVE									
		GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Your mental health	69%	64%	73% <b>B</b>	73% <b>F</b>	75% <b>F</b>	58%	77% <b>HJ</b>	62%	77% <b>HJ</b>	61%	67%
Your personal relationships	58%	53%	61%	56%	59%	59%	63%	65%	60%	53%	53%
Your physical health	49%	45%	51%	53%	52% <b>F</b>	42%	53%	38%	57% <b>H</b>	43%	51%
Your work/career	45%	43%	45%	55% <b>F</b>	52% <b>F</b>	27%	51%	45%	48%	42%	42%
Your household income	37%	37%	36%	48% <b>F</b>	38% <b>F</b>	23%	41%	34%	37%	32%	39%

Base: All residents (n=600)  
 COVID1. Overall, what kind of impact, if any, has the COVID-19 pandemic had on each of the following? Would you say the COVID-19 pandemic has had a very positive impact, slightly positive impact, no impact, slightly negative impact or very negative impact on ...?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

## Impact of COVID-19 (Residents) (by Household Composition, Own/Rent, and Household Income)

	TOTAL	TOTAL NEGATIVE									
		HH COMPOSITION		OWN/RENT		HH INCOME					
		CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]	DT [I]	NW [J]	NE [K]
Your mental health	69%	72%	68%	65%	75% <b>D</b>	69%	69%	71%			
Your personal relationships	58%	59%	59%	57%	59%	60%	62%	54%			
Your physical health	49%	56%	47%	46%	49%	50%	52%	50%			
Your work/career	45%	55% <b>C</b>	42%	40%	50% <b>D</b>	50%	41%	47%			
Your household income	37%	41%	35%	33%	42% <b>D</b>	48% <b>H</b>	37%	31%			

Base: All residents (n=600)  
 COVID1. Overall, what kind of impact, if any, has the COVID-19 pandemic had on each of the following? Would you say the COVID-19 pandemic has had a very positive impact, slightly positive impact, no impact, slightly negative impact or very negative impact on ...?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

## Quality of life

### Overall quality of life

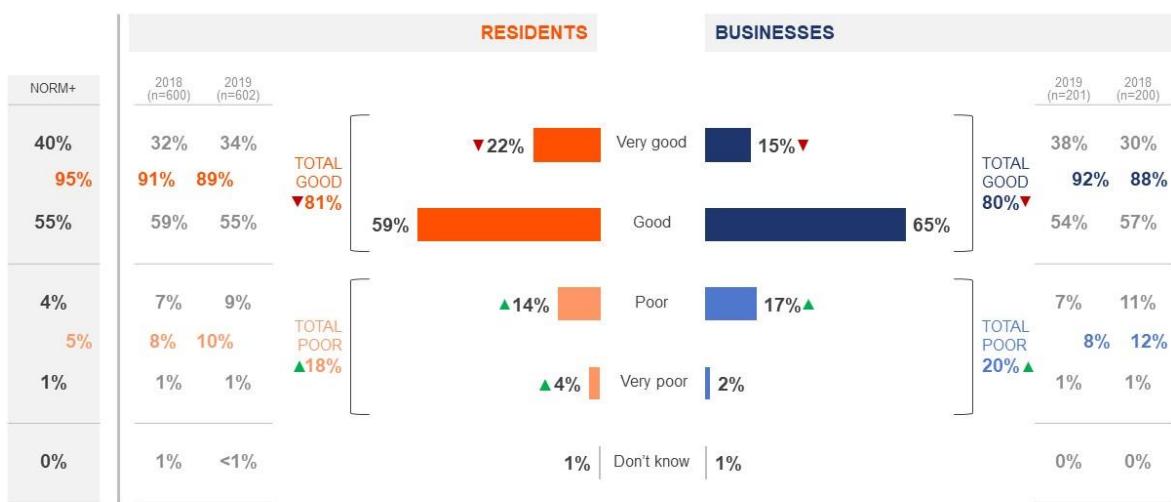
**Overall perceptions of quality of life are favourable but down from previous years.**

Eight-in-ten (81%) residents rate Vancouver's overall quality of life today as 'very good' (22%) or 'good' (59%), down 8 percentage points from 2019.

Similarly, 80% of businesses rate the overall quality of life favourably (15% 'very good', 65% 'good'), down 12 percentage points from 2019.

In comparison, the normative resident score is 95% total good, including 40% saying 'very good' and 55% saying 'good'.

### Overall Quality of Life



+ The norm is the average rating from Canadian municipalities surveyed by Ipsos in the past five years.  
 Base: All residents (n=600); All businesses (n=200)  
 Q2: How would you rate the overall quality of life in the City of Vancouver today?

▲ / ▼ Significantly higher/lower than previous year.

Overall perceptions of quality of life (combined ‘very good/good’ responses) are higher among residents living in the Northwest and those with household incomes of \$100K+.

### **Overall Quality of Life (Residents) (by Gender, Age, and Neighbourhood)**

	TOTAL	GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Very good	<b>22%</b>	<b>24%</b>	<b>21%</b>	<b>18%</b>	<b>21%</b>	<b>28% D</b>	<b>22%</b>	<b>34% K</b>	<b>22%</b>	<b>25% K</b>	<b>15%</b>
Good	<b>59%</b>	<b>61%</b>	<b>59%</b>	<b>64%</b>	<b>59%</b>	<b>54%</b>	<b>54%</b>	<b>58%</b>	<b>57%</b>	<b>60%</b>	<b>63%</b>
Poor	<b>14%</b>	<b>11%</b>	<b>14%</b>	<b>13%</b>	<b>16%</b>	<b>12%</b>	<b>15%</b>	<b>6%</b>	<b>16% H</b>	<b>14%</b>	<b>16% H</b>
Very Poor	<b>4%</b>	<b>3%</b>	<b>4%</b>	<b>4%</b>	<b>3%</b>	<b>5%</b>	<b>8% J</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>5%</b>
Don't know	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>
TOTAL GOOD	<b>81%</b>	<b>85%</b>	<b>80%</b>	<b>82%</b>	<b>81%</b>	<b>81%</b>	<b>76%</b>	<b>92% GIK</b>	<b>80%</b>	<b>85%</b>	<b>78%</b>
TOTAL POOR	<b>18%</b>	<b>14%</b>	<b>19%</b>	<b>17%</b>	<b>18%</b>	<b>17%</b>	<b>23% H</b>	<b>8%</b>	<b>19% H</b>	<b>15%</b>	<b>20% H</b>

Base: All residents (n=600)

Q2. How would you rate the overall quality of life in the City of Vancouver today?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

### **Overall Quality of Life (Residents) (by Household Composition, Own/Rent, and Household Income)**

	TOTAL	HH COMPOSITION		OWN/RENT		HH INCOME		
		CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]
Very good	<b>22%</b>	<b>20%</b>	<b>23%</b>	<b>24%</b>	<b>19%</b>	<b>19%</b>	<b>24%</b>	<b>25%</b>
Good	<b>59%</b>	<b>59%</b>	<b>59%</b>	<b>58%</b>	<b>61%</b>	<b>60%</b>	<b>51%</b>	<b>64% G</b>
Poor	<b>14%</b>	<b>18%</b>	<b>12%</b>	<b>13%</b>	<b>14%</b>	<b>15% H</b>	<b>17% H</b>	<b>8%</b>
Very Poor	<b>4%</b>	<b>2%</b>	<b>5%</b>	<b>4%</b>	<b>5%</b>	<b>4%</b>	<b>6%</b>	<b>2%</b>
Don't know	<b>1%</b>	<b>&lt;1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>&lt;1%</b>
TOTAL GOOD	<b>81%</b>	<b>80%</b>	<b>82%</b>	<b>82%</b>	<b>81%</b>	<b>80%</b>	<b>76%</b>	<b>90% FG</b>
TOTAL POOR	<b>18%</b>	<b>20%</b>	<b>17%</b>	<b>17%</b>	<b>19%</b>	<b>19% H</b>	<b>22% H</b>	<b>10%</b>

Base: All residents (n=600)

Q2. How would you rate the overall quality of life in the City of Vancouver today?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

## Change in quality of life

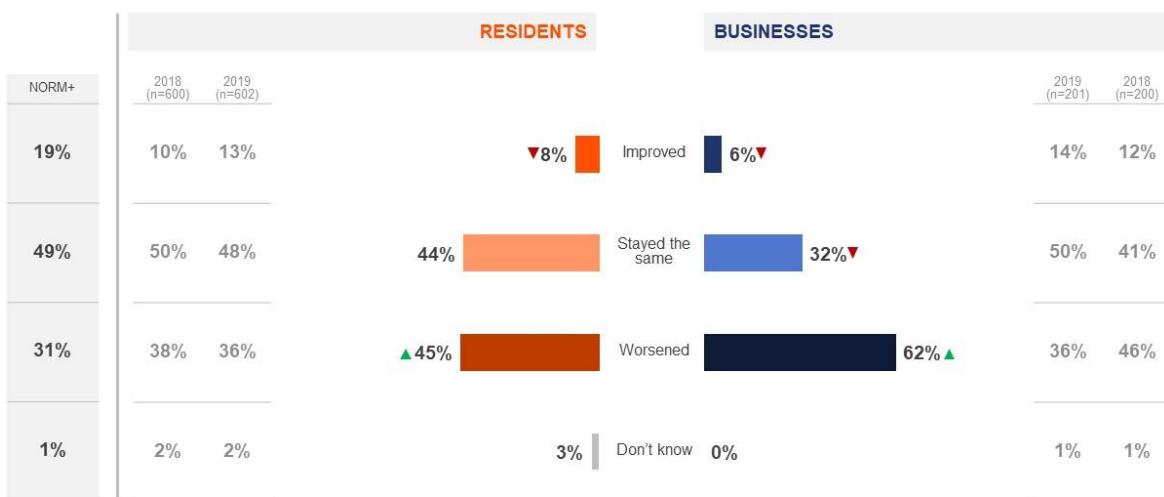
Perceptions of a worsening quality of life are exacerbated this year.

Nearly half (45%) of residents say the quality of life in Vancouver has ‘worsened’ over the past three years, up 9 points from 2019. Another 44% say the quality of life has ‘stayed the same’ (on par with 2019) and 8% say it has ‘improved’ (down 5 points).

Perceptions of a deteriorating quality of life are even more pronounced among businesses, with 62% saying the quality of life has ‘worsened’ over the past three years (up 26 points from 2019). Another 32% say the quality of life has ‘stayed the same’ (down 18 points) and 6% say it has ‘improved’ (down 8 points).

In comparison, the normative resident score includes 19% saying ‘improved’, 49% saying ‘stayed the same’, and 31% saying ‘worsened’.

### Change in Quality of Life



\* The norm is the average rating from Canadian municipalities surveyed by Ipsos in the past five years.  
 Base: All residents (n=600); All businesses (n=200)  
 Q3. And do you feel that the quality of life in the City of Vancouver in the past three years has improved, stayed the same, or worsened?

▲ / ▼ Significantly higher/lower than previous year.

Perceptions of an ‘worsening’ quality of life are higher among women, those who are 35+ years of age, and those with household incomes of \$60K+.

### **Change in Quality of Life (Residents) (by Gender, Age, and Neighbourhood)**

	TOTAL	GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Improved	<b>8%</b>	<b>10%</b>	<b>5%</b>	<b>6%</b>	<b>9%</b>	<b>8%</b>	<b>5%</b>	<b>14%</b>	<b>8%</b>	<b>6%</b>	<b>7%</b>
Stayed the same	<b>44%</b>	<b>47%</b>	<b>42%</b>	<b>54% EF</b>	<b>40%</b>	<b>38%</b>	<b>37%</b>	<b>42%</b>	<b>39%</b>	<b>48%</b>	<b>50%</b>
Worsened	<b>45%</b>	<b>40%</b>	<b>50% B</b>	<b>34%</b>	<b>49% D</b>	<b>54% D</b>	<b>53%</b>	<b>42%</b>	<b>47%</b>	<b>43%</b>	<b>43%</b>
Don't know	<b>3%</b>	<b>4%</b>	<b>2%</b>	<b>6% EF</b>	<b>2%</b>	<1%	<b>4% K</b>	<b>3%</b>	<b>6% K</b>	<b>2%</b>	<b>1%</b>

Base: All residents (n=600)

Q3. And, do you feel that the quality of life in the City of Vancouver in the past three years has improved, stayed the same, or worsened?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

**BCDEFGHIJK**

### **Change in Quality of Life (Residents) (by Household Composition, Own/Rent, and Household Income)**

	TOTAL	HH COMPOSITION		OWN/RENT		HH INCOME		
		CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]
Improved	<b>8%</b>	<b>7%</b>	<b>8%</b>	<b>8%</b>	<b>7%</b>	<b>7%</b>	<b>10%</b>	<b>7%</b>
Stayed the same	<b>44%</b>	<b>43%</b>	<b>44%</b>	<b>43%</b>	<b>44%</b>	<b>51% G</b>	<b>37%</b>	<b>44%</b>
Worsened	<b>45%</b>	<b>47%</b>	<b>45%</b>	<b>48%</b>	<b>44%</b>	<b>36%</b>	<b>51% F</b>	<b>47% F</b>
Don't know	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>1%</b>	<b>5% D</b>	<b>6% G</b>	<b>1%</b>	<b>2%</b>

Base: All residents (n=600)

Q3. And, do you feel that the quality of life in the City of Vancouver in the past three years has improved, stayed the same, or worsened?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

**BCDEFGH**

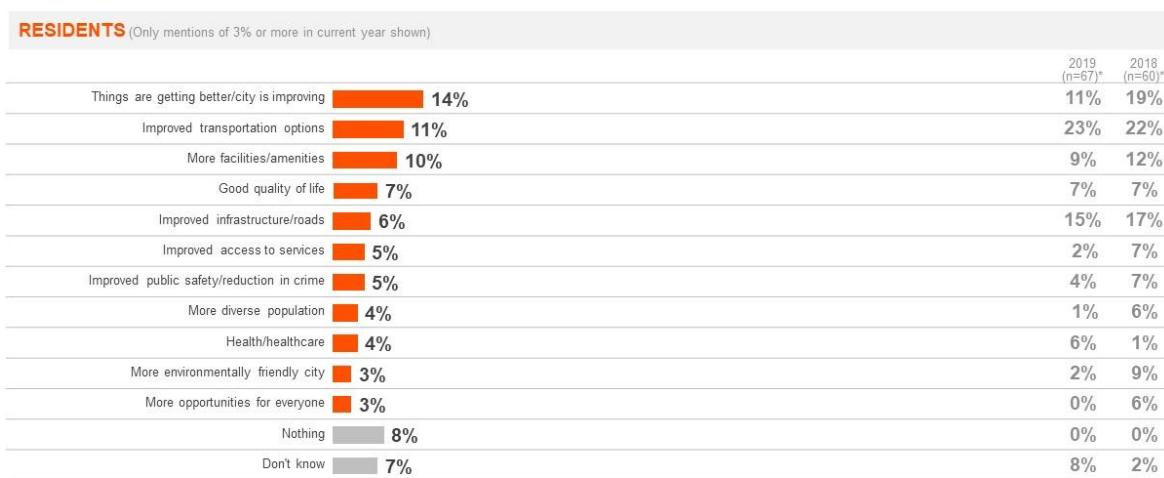
## Reasons quality of life has improved

**A variety of factors are behind perceptions of an improved quality of life.**

Among residents saying the quality of life has ‘improved’, the three most frequently mentioned open-ended explanations are “things are getting better/city is improving” (14%), “improved transportation options” (11%), and “more facilities/amenities” (10%).

With only 10 businesses saying the quality of life has ‘improved’, coding of open-ended responses is not recommended.

### Reasons Quality of Life has Improved (Residents) (among those saying the quality of life has improved) (coded open-ends)



\* Small base size (<100), interpret with caution.

\*\* Very small base size (<50), interpret with extreme caution.

Base: Those saying the quality of life has improved: Residents (n=47\*\*); Businesses (n=10)\*\*

Q4. Why do you think the quality of life has improved?

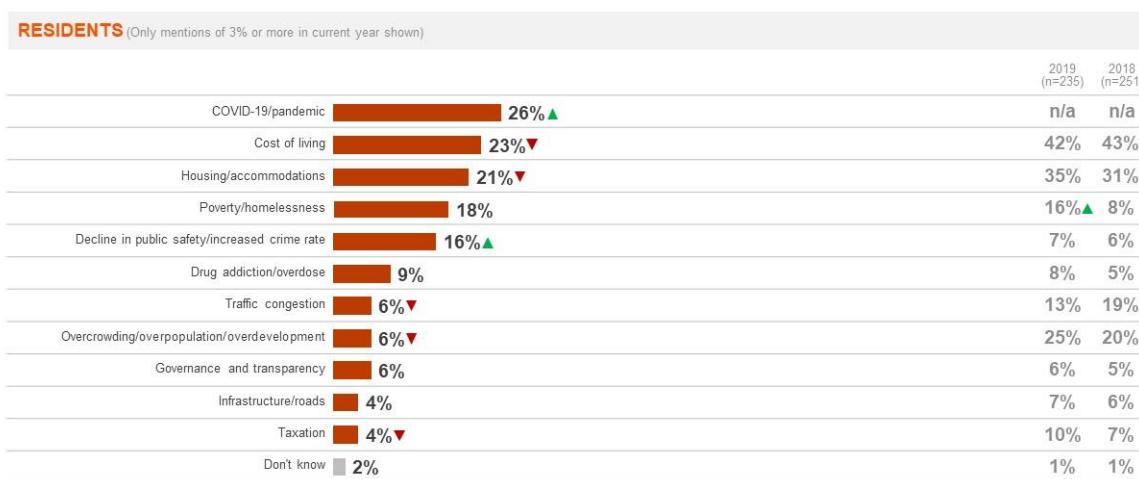
Sample sizes do not allow for significance testing.

## Reasons quality of life has worsened

The COVID-19 pandemic contributes to perceptions of a worsened quality of life but is not the only reason for feeling this way.

One-quarter (26%) of residents saying the quality of life has ‘worsened’ attribute this to “COVID-19/pandemic” on an open-ended basis. With the appearance of COVID-19, mentions of “cost of living” (23%) and “housing/accommodations” (21%) are down this year (dropping 19 points and 14 points, respectively), although still figure prominently overall. Other leading contributing factors include “poverty/homelessness” (18%) and “decline in public safety/increased crime rate” (16%). Mentions of public safety and crime are up 9 points this year as compared to 2019.

### Reasons Quality of Life has Worsened (Residents) (among those saying the quality of life has worsened) (coded open-ends)



Base: Residents saying the quality of life has worsened (n=289)  
Q5. Why do you think the quality of life has worsened?

▲ / ▼ Significantly higher/lower than previous year.

Demographically, men are more likely than women to mention “COVID-19/pandemic”. Residents <55 years of age are more likely to mention “cost of living”, while those who are 35-54 years of age and renters are more likely to mention “housing/accommodations”.

### Top Five Reasons Quality of Life has Worsened (Residents) (by Gender, Age, Own/Rent, and HH Income)

	TOTAL	GENDER		AGE			OWN/RENT		HH INCOME	
		MALE [B]	FEMALE [C]	18-34** [D]	35-54 [E]	55+ [F]	OWN [G]	RENT [H]	<\$80K [I]	\$80K+ [J]
COVID-19/pandemic	26%	32% C	21%	24%	22%	30%	25%	27%	28%	23%
Cost of living	23%	20%	24%	30% F	28% F	13%	23%	23%	21%	26%
Housing/accommodations	21%	18%	24%	20%	26% F	15%	13%	31% G	22%	21%
Poverty/homelessness	18%	23%	15%	16%	19%	18%	23% H	13%	14%	22%
Decline in public safety/increased crime rate	16%	12%	20%	22%	15%	13%	13%	21%	19%	16%

\* Small base size (<100), interpret with caution.

\*\* Very small base size (<50), interpret with extreme caution

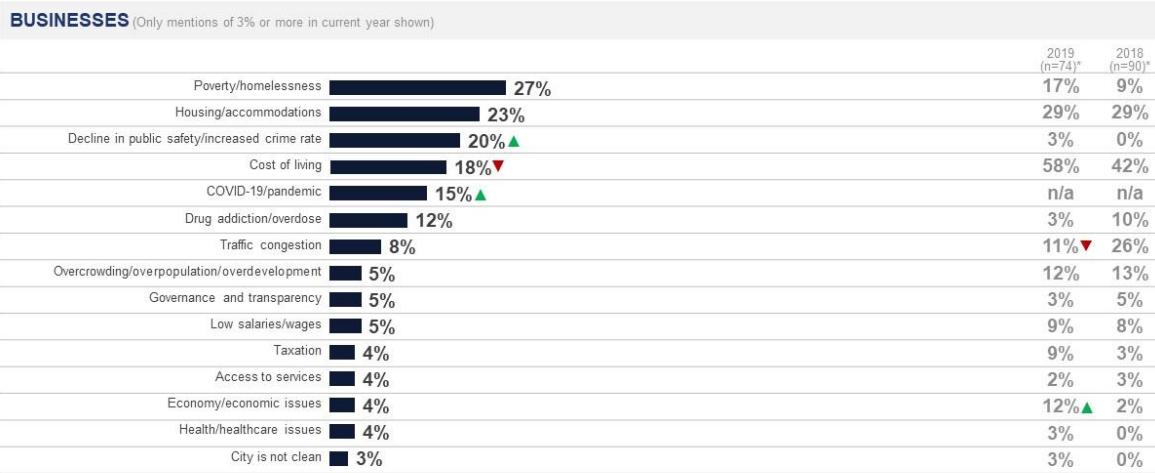
Base: Residents saying the quality of life has worsened (n=289)

Q5. Why do you think the quality of life has worsened?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

Although “COVID-19/pandemic” is also a reason why some businesses feel the quality of life has ‘worsened’ (15%), it is not the leading factor behind deteriorating perceptions. Rather, businesses who feel the quality of life has ‘worsened’ more frequently attribute this to “poverty/homelessness” (27%), “housing/accommodations” (23%), “decline in public safety/increased crime rate” (20%), and “cost of living” (18%). Similar to residents, mentions of public safety and crime among businesses are up 17 points this year as compared to 2019. Conversely, there has been a 40-point drop in cost of living mentions.

### **Reasons Quality of Life has Worsened (Businesses)** (among those saying the quality of life has worsened) (coded open-ends)



\* Small base size (<100) interpret with caution.  
Base: Businesses saying the quality of life has worsened (n=124)  
Q5: Why do you think the quality of life has worsened?

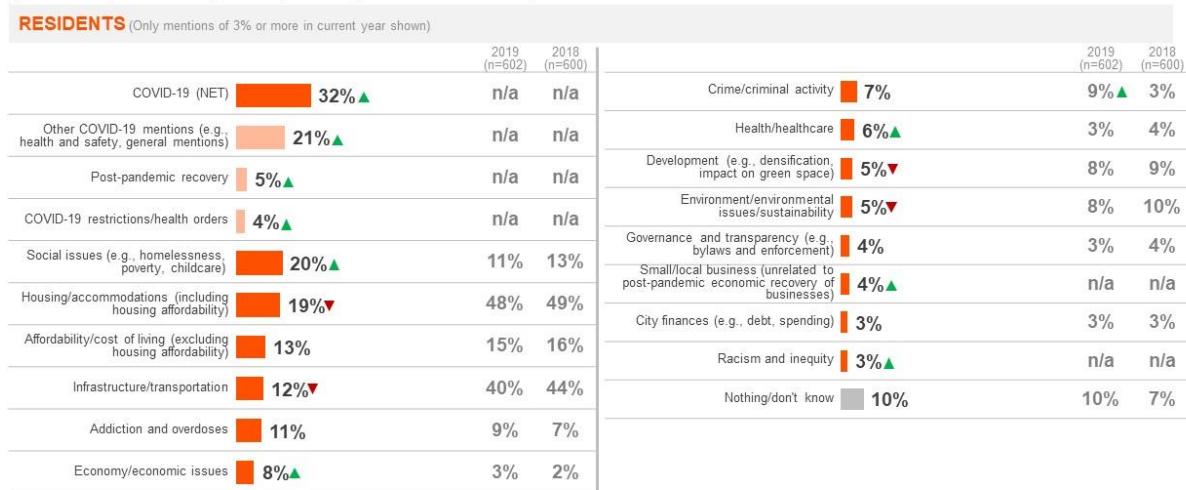
▲ / ▼ Significantly higher/lower than previous year.

## Important local issues

### COVID-19 tops this year's issue agenda.

On an open-ended basis, 32% of residents identify “COVID-19” as the most important local issue facing the City of Vancouver at the present time. “Social issues (e.g., homelessness, poverty, childcare)” places second, garnering 20% of mentions and up 9 points from 2019 (comparisons to previous years should be interpreted with caution due to some changes in the answer list). Rounding out the top three is “housing/accommodations (including housing affordability)” at 19%, down 29 points from 2019. Mentions of “infrastructure/transportation” are also down significantly this year, dropping 28 points to currently sit at 12%.

### Important Local Issues (Residents) (coded open-ends, multiple responses allowed)



Base: All residents (n=600)

Q1. From your perspective as a resident of the City of Vancouver, what are the most important local issues facing the City at the present time? Anything else?

Answer list partially changed in 2021 – comparisons to previous years should be interpreted with caution.

▲ / ▼ Significantly higher/lower than previous year.

“COVID-19” is more likely to be mentioned by residents who are 18-34 years of age, renters, and those with household incomes of <\$60K. Conversely, “social issues (e.g., homelessness, poverty, childcare)” are more likely to be mentioned by those with household incomes of \$60K+. Mentions of “housing/accommodations” are higher among those living in the Northwest, Northeast, and the Downtown/West End.

### **Top Ten Important Local Issues (Residents) (by Gender, Age, and Neighbourhood)**

	TOTAL	GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
COVID-19 (NET)	<b>32%</b>	31%	31%	<b>41% EF</b>	27%	26%	31%	26%	31%	34%	34%
Social issues	20%	17%	23%	18%	22%	21%	25%	22%	21%	15%	18%
Housing/accommodations	19%	19%	19%	15%	23%	18%	23% <b>K</b>	27% <b>K</b>	25% <b>K</b>	17%	10%
Affordability/cost of living	13%	12%	13%	11%	13%	15%	11%	18%	15%	12%	11%
Infrastructure/transportation	12%	11%	14%	10%	11%	17%	11%	14%	13%	20% <b>K</b>	8%
Addiction and overdoses	11%	10%	12%	6%	13% <b>D</b>	12%	17% <b>HJ</b>	6%	13%	7%	10%
Economy/economic issues	8%	7%	10%	9%	7%	9%	8%	11%	7%	11%	7%
Crime/criminal activity	7%	6%	8%	4%	10% <b>F</b>	5%	11% <b>H</b>	2%	5%	4%	9% <b>H</b>
Health/healthcare	6%	5%	7%	4%	7%	7%	4%	7%	8%	3%	7%
Development	5%	6%	5%	1%	7% <b>D</b>	8% <b>D</b>	4%	6%	3%	8%	5%
Environment	<b>5%</b>	4%	6%	4%	5%	6%	4%	10% <b>I</b>	2%	5%	6%

Base: All residents (n=600)

Q1. From your perspective as a resident of the City of Vancouver, what are the most important local issues facing the City at the present time? Anything else?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

### **Top Ten Important Local Issues (Residents) (by Household Composition, Own/Rent, and Household Income)**

	TOTAL	HH COMPOSITION		OWN/RENT		HH INCOME		
		CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]
COVID-19 (NET)	<b>32%</b>	27%	33%	27%	<b>36% D</b>	<b>40% H</b>	30%	24%
Social issues	20%	19%	20%	22%	18%	12%	24% <b>F</b>	28% <b>F</b>
Housing/accommodations	19%	20%	19%	17%	23%	17%	18%	24%
Affordability/cost of living	13%	16%	12%	14%	13%	8%	14%	17% <b>F</b>
Infrastructure/transportation	12%	11%	13%	16% <b>E</b>	9%	12%	11%	15%
Addiction and overdoses	11%	12%	10%	11%	10%	7%	13%	13%
Economy/economic issues	8%	8%	9%	9%	9%	8%	7%	8%
Crime/criminal activity	7%	9%	6%	8%	6%	3%	9% <b>F</b>	8% <b>F</b>
Health/healthcare	6%	8%	5%	5%	6%	4%	4%	8%
Development	5%	7%	5%	9% <b>E</b>	1%	2%	3%	9% <b>FG</b>
Environment	<b>5%</b>	5%	5%	6%	4%	3%	4%	8% <b>F</b>

Base: All residents (n=600)

Q1. From your perspective as a resident of the City of Vancouver, what are the most important local issues facing the City at the present time? Anything else?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

"COVID-19" is also the most frequently mentioned issue among businesses (38%). This is followed by "social issues (e.g., homelessness, poverty, childcare)" (24%, up 11 points from 2019) and "affordability/cost of living (excluding housing affordability)" (11%, down 11 points). As with residents, the percentage of businesses mentioning "infrastructure/transportation" is down significantly this year (7%, dropping 32 points from 2019).

### **Important Local Issues (Businesses)** (coded open-ends, multiple responses allowed)

**BUSINESSES** (Only mentions of 3% or more in current year shown)

	2019 (n=201)	2018 (n=200)	2019 (n=201)	2018 (n=200)
COVID-19 (NET)	38%▲	n/a	n/a	
Other COVID-19 mentions (e.g., health and safety, general mentions)	23%▲	n/a	n/a	
Post-pandemic recovery	13%▲	n/a	n/a	
COVID-19 restrictions/health orders	5%▲	n/a	n/a	
Social issues (e.g., homelessness, poverty, childcare)	24%▲	13%	8%	
Affordability/cost of living (excluding housing affordability)	11%▼	22%	28%	
Housing/accommodations (including affordability)	8%▼	19%▼	38%	
Addiction and overdoses	8%	3%▼	10%	
Crime/criminal activity	7%	6%	6%	
Infrastructure/transportation	7%▼	39%	44%	
Economy/economic issues	6%	12%	8%	
Governance and transparency (e.g., bylaws and enforcement)	6%	7%	4%	
Small/local business (unrelated to post-pandemic economic recovery of businesses)	6%▲	n/a	n/a	
Health/healthcare	5%▲	1%	2%	
Development (e.g., densification, impact on green space)	4%▼	4%	12%	
City finances (e.g., debt, spending)	3%	3%	2%	
Nothing/don't know	9%	9%	8%	

Base: All businesses (n=200)

Q1. From your perspective as a business owner, manager, or operator in the City of Vancouver, what are the most important local issues facing the City at the present time? Anything else?

Answer list partially changed in 2021 – comparisons to previous years should be interpreted with caution.

▲ / ▼ Significantly higher/lower than previous year.

## City services

### Overall satisfaction with City services

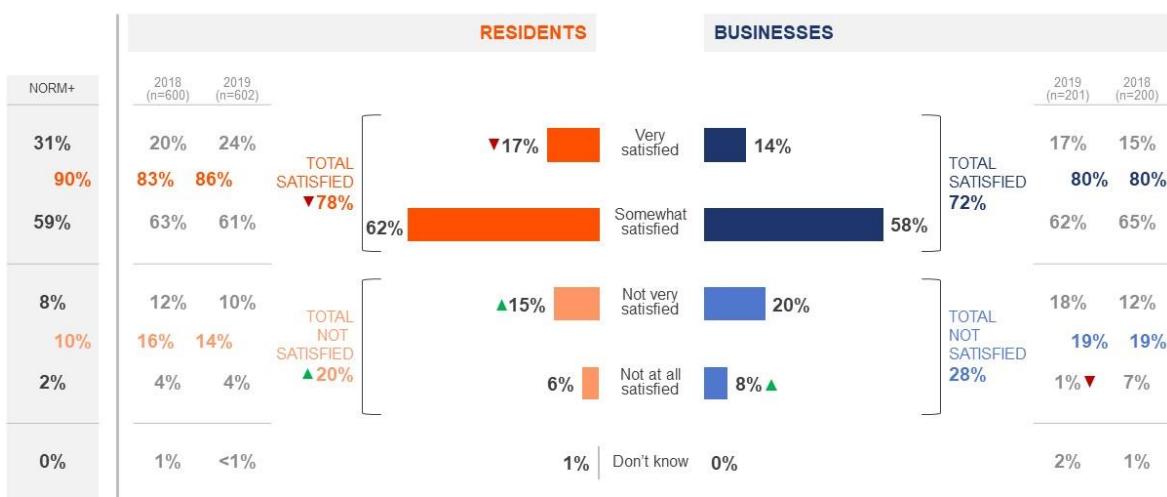
**Most residents and businesses are satisfied with City services overall, although less so than previous years.**

In total, 78% of residents say they are ‘very’ (17%) or ‘somewhat’ (62%) satisfied with the overall level and quality of services provided by the City of Vancouver, down 8 points from 2019.

Overall satisfaction among businesses stands at 72% this year, including 14% saying ‘very satisfied’ and 58% saying ‘somewhat satisfied’. While not statistically significant, there has been a directional decrease in overall satisfaction among businesses this year (down 8 points from 2019).

In comparison, the normative resident score is 90% total satisfied (31% ‘very satisfied’, 59% ‘somewhat satisfied’).

### Overall Satisfaction with City Services



\* The norm is the average rating from Canadian municipalities surveyed by Ipsos in the past five years.  
 Base: All residents (n=600); All businesses (n=200)  
 Q6: How satisfied are you with the overall level and quality of services provided by the City of Vancouver?

▲ / ▼ Significantly higher/lower than previous year.

Overall satisfaction (combined ‘very/somewhat satisfied’ ratings) with services is higher among women, those living outside of the Downtown/West End, and those with household incomes of <\$60K.

### Overall Satisfaction with City Services (Residents) (by Gender, Age, and Neighbourhood)

	TOTAL	GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Very satisfied	17%	17%	16%	14%	13%	23% <b>D E</b>	11%	17%	19%	24% <b>G K</b>	13%
Somewhat satisfied	62%	58%	67% <b>B</b>	68% <b>F</b>	63%	54%	57%	62%	64%	56%	66%
Not very satisfied	15%	18% <b>C</b>	10%	13%	17%	14%	22% <b>K</b>	13%	12%	16%	12%
Not at all satisfied	6%	5%	6%	5%	6%	7%	8%	6%	5%	4%	6%
Don't know	1%	2%	<1%	1%	1%	2%	2%	2%	0%	0%	2%
<b>TOTAL SATISFIED</b>	<b>78%</b>	<b>75%</b>	<b>83% <b>B</b></b>	<b>81%</b>	<b>76%</b>	<b>77%</b>	<b>68%</b>	<b>80%</b>	<b>83% <b>G</b></b>	<b>80%</b>	<b>80% <b>G</b></b>
<b>TOTAL NOT SATISFIED</b>	<b>20%</b>	<b>23%</b>	<b>17%</b>	<b>18%</b>	<b>23%</b>	<b>21%</b>	<b>30% <b>I K</b></b>	<b>19%</b>	<b>17%</b>	<b>20%</b>	<b>18%</b>

Base: All residents (n=600)

Q5. How satisfied are you with the overall level and quality of services provided by the City of Vancouver?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

**BCDEFGHIJK**

### Overall Satisfaction with City Services (Residents) (by Household Composition, Own/Rent, and Household Income)

	TOTAL	HH COMPOSITION		OWN/RENT		HH INCOME		
		CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]
Very satisfied	17%	11%	18%	17%	16%	21% <b>H</b>	18%	11%
Somewhat satisfied	62%	62%	61%	60%	62%	62%	60%	63%
Not very satisfied	15%	19%	13%	16%	13%	11%	12%	20% <b>F</b>
Not at all satisfied	6%	7%	6%	6%	7%	4%	9% <b>F</b>	6%
Don't know	1%	1%	1%	1%	2%	3% <b>G H</b>	0%	0%
<b>TOTAL SATISFIED</b>	<b>78%</b>	<b>73%</b>	<b>80%</b>	<b>77%</b>	<b>79%</b>	<b>83% <b>H</b></b>	<b>78%</b>	<b>74%</b>
<b>TOTAL NOT SATISFIED</b>	<b>20%</b>	<b>26%</b>	<b>19%</b>	<b>22%</b>	<b>20%</b>	<b>14%</b>	<b>22%</b>	<b>26% <b>F</b></b>

Base: All residents (n=600)

Q5. How satisfied are you with the overall level and quality of services provided by the City of Vancouver?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

**BCDEFGH**

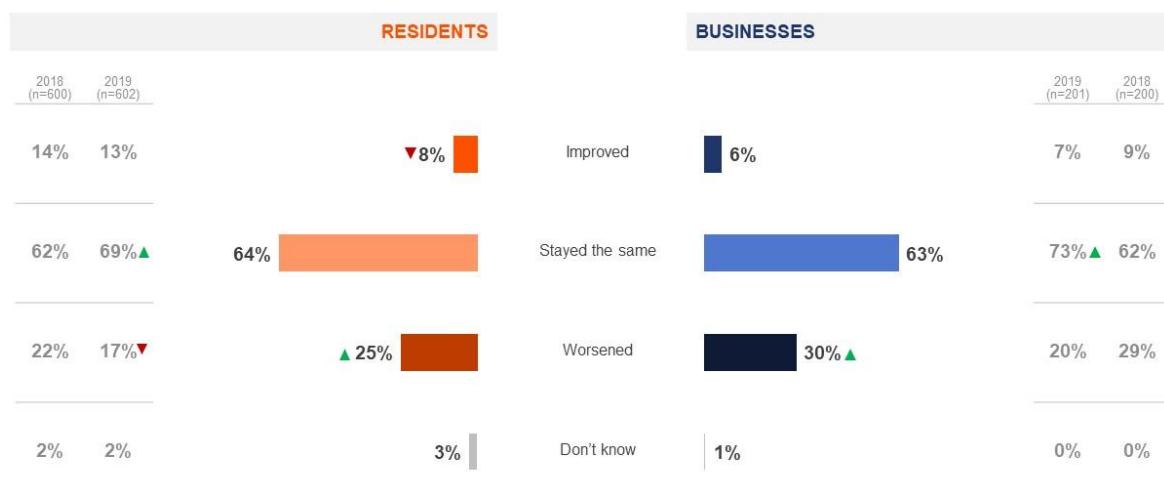
## Change in City services

**Most say the overall level and quality of City services has stayed the same over the past three years, although negative momentum is growing.**

Nearly two-thirds (64%) of residents say the overall level and quality of City services has ‘stayed the same’ in the past three years (on par with 2019), compared to 8% saying ‘improved’ (down 5 points) and 25% saying ‘worsened’ (up 8 points).

Similarly, 63% of businesses say the overall level and quality of services has ‘stayed the same’ in the past three years, compared to 6% saying ‘improved’ and 30% saying ‘worsened’. The percentage of businesses saying City services have ‘worsened’ is up 10 points from 2019.

### Change in City Services



Base: All residents (n=600); All businesses (n=200)  
Q7. And, do you feel that the overall level and quality of services provided by the City of Vancouver in the past three years has improved, stayed the same, or worsened?

▲ / ▼ Significantly higher/lower than previous year.

Perceptions of ‘worsened’ services are higher among residents who are 35+ years of age, live in the Downtown/West End, live in households with children under the age of 18, and have household incomes of \$60K+.

### **Change in City Services (Residents) (by Gender, Age, and Neighbourhood)**

	TOTAL	GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Improved	<b>8%</b>	<b>8%</b>	<b>8%</b>	<b>12% E</b>	<b>5%</b>	<b>6%</b>	<b>7%</b>	<b>8%</b>	<b>6%</b>	<b>9%</b>	<b>8%</b>
Stayed the same	<b>64%</b>	<b>67%</b>	<b>62%</b>	<b>69%</b>	<b>62%</b>	<b>61%</b>	<b>54%</b>	<b>69%</b>	<b>63%</b>	<b>64%</b>	<b>68% G</b>
Worsened	<b>25%</b>	<b>21%</b>	<b>27%</b>	<b>13%</b>	<b>30% D</b>	<b>31% D</b>	<b>34% K</b>	<b>21%</b>	<b>21%</b>	<b>25%</b>	<b>23%</b>
Don't know	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>5%</b>	<b>3%</b>	<b>2%</b>	<b>4%</b>	<b>2%</b>	<b>10% HJK</b>	<b>1%</b>	<b>1%</b>

Base: All residents (n=600)  
Q7: And, do you feel that the overall level and quality of services provided by the City of Vancouver in the past three years has improved, stayed the same, or worsened?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

### **Change in City Services (Residents) (by Household Composition, Own/Rent, and Household Income)**

	TOTAL	HH COMPOSITION		OWN/RENT		HH INCOME		
		CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]
Improved	<b>8%</b>	<b>4%</b>	<b>9%</b>	<b>6%</b>	<b>10%</b>	<b>10%</b>	<b>8%</b>	<b>6%</b>
Stayed the same	<b>64%</b>	<b>62%</b>	<b>65%</b>	<b>65%</b>	<b>62%</b>	<b>69%</b>	<b>64%</b>	<b>61%</b>
Worsened	<b>25%</b>	<b>32% C</b>	<b>23%</b>	<b>27%</b>	<b>23%</b>	<b>17%</b>	<b>28% F</b>	<b>29% F</b>
Don't know	<b>3%</b>	<b>2%</b>	<b>4%</b>	<b>2%</b>	<b>5%</b>	<b>4%</b>	<b>1%</b>	<b>4%</b>

Base: All residents (n=600)  
Q7: And, do you feel that the overall level and quality of services provided by the City of Vancouver in the past three years has improved, stayed the same, or worsened?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

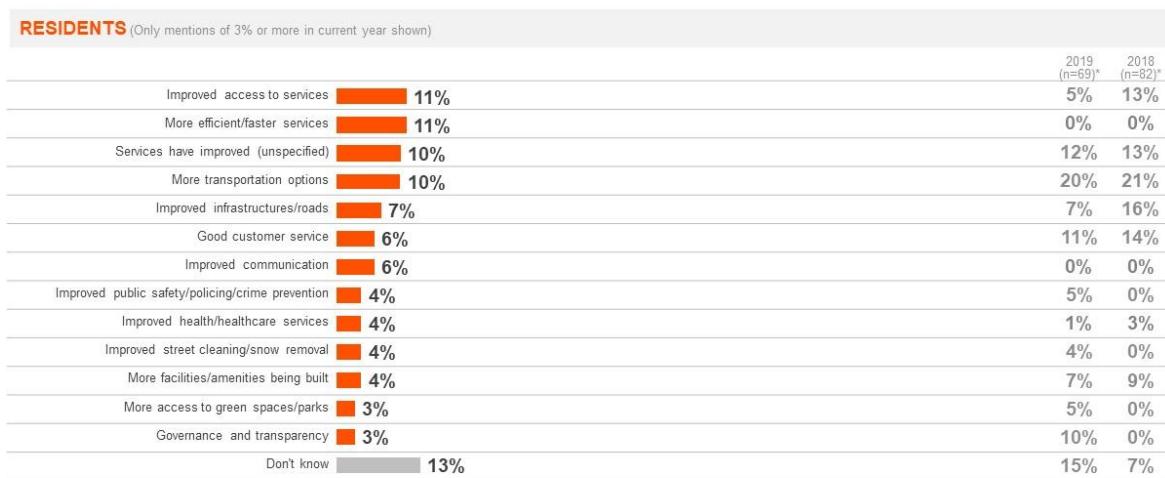
## Reasons City services have improved

**A variety of factors are behind impressions of improved City services.**

Among residents saying City services have ‘improved’, the most frequently mentioned open-ended reasons are “improved access to services” (11%), “more efficient/faster services” (11%), “services have improved (unspecified)” (10%), and “more transportation options” (10%).

With only 14 businesses saying City services have ‘improved’, coding of open-ended responses is not recommended.

### Reasons City Services have Improved (Residents) (among those saying City services have improved) (coded open-ends)



\* Small base size (<100), interpret with caution.

\*\* Very small base size (<50), interpret with extreme caution.

Base: Those saying City services have improved: Residents (n=42\*\*); Businesses (n=14\*\*)

Q8. Why do you think the overall level and quality of services provided by the City of Vancouver has improved?

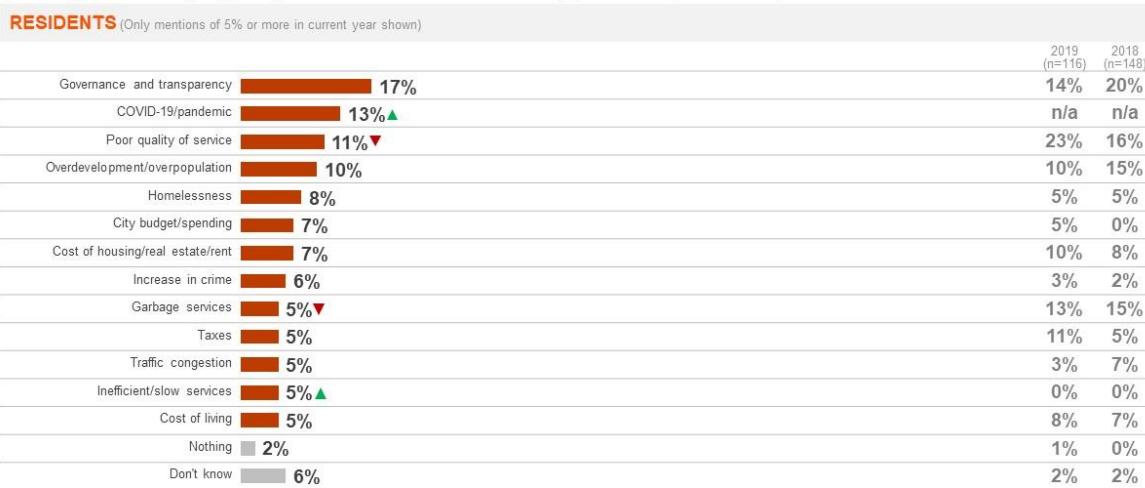
Sample sizes do not allow for significance testing.

## Reasons City services have worsened

**Governance/transparency and the COVID-19 pandemic are frequently cited by both residents and businesses as a reason why City services have worsened.**

Among residents saying City services have ‘worsened’, the top three leading open-ended reasons are “governance and transparency” (17%), “COVID-19/pandemic” (13%), and “poor quality of service” (11%, down 12 points from 2019). Another 10% mention “overdevelopment/overpopulation”. Analysis by demographic segment is limited due to small sample sizes.

### Reasons City Services have Worsened (Residents) (among those saying City services have worsened) (coded open-ends)



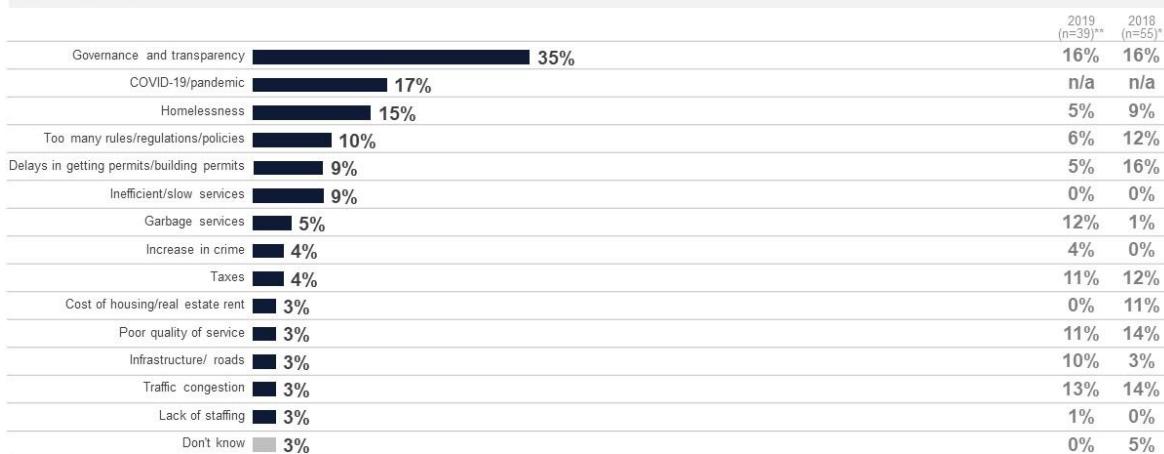
Base: Residents saying City services have worsened (n=161)  
Q9. Why do you think the overall level and quality of services provided by the City of Vancouver has worsened?

▲ / ▼ Significantly higher/lower than previous year.

Among businesses saying City services have ‘worsened’, the leading open-ended reason is “governance and transparency” (35%), followed by “COVID-19/pandemic” (17%) and “homelessness” (15%). Another 10% mention “too many rules/regulations/policies”.

### **Reasons City Services have Worsened (Businesses)** (among those saying City services have worsened) (coded open-ends)

**BUSINESSES** (Only mentions of 3% or more in current year shown)



\* Small base size (<100), interpret with caution.

\*\* Very small base size (<50), interpret with extreme caution.

Base: Businesses saying City services have worsened (n=677)

Q9: Why do you think the overall level and quality of services provided by the City of Vancouver has worsened?

Sample sizes do not allow for significance testing.

### **Satisfaction with specific services**

Residents and businesses were asked to rate their satisfaction with a variety of specific City services.

A total of 26 services were asked to residents. Due to the number of services requiring feedback, each resident was randomly asked about 20 different services, resulting in an average base size of 462 respondents per service (actual base sizes range from 487 to 438).

The number of services asked to businesses was smaller (19), allowing all businesses to provide feedback on all the tested services.

The wording of these services has been abbreviated for reporting purposes. Please see Appendix B for the complete service wording presented to respondents.

## Residents

Residents are satisfied with most of the evaluated services, but satisfaction has dropped in a number of areas this year.

Of the 26 services evaluated by residents, 20 receive an overall satisfaction score (combined 'very/somewhat satisfied' responses) higher than 70%, with the highest satisfaction rating going to **library services** (92%).

In comparison, **economic development** (67%), **parking** (65%), and **development & building permits** (52%) score relatively lower, although are still deemed satisfactory by a majority of residents.

Only a minority of residents say they are satisfied with **social policies & projects** (44%), **homelessness services** (34%), and **enabling affordable housing** (30%).

Compared to 2019, overall satisfaction is notably lower this year for **homelessness services** (down 17 points), **police services** (down 11 points), **recreation** (down 8 points), **emergency preparedness** (down 8 points), **social policies & projects** (down 8 points), and **making streets vibrant** (down 6 points). Moreover, the intensity of satisfaction with many services has shifted this year, moving from 'very' to 'somewhat' satisfied. Positively, overall satisfaction with **online payment services** is up 6 points from 2019.

## Satisfaction with Specific Services (Residents)

RESIDENTS		T2B			
		2019	2018	2019	2018
Library services (n=449)	51% ▼ (59%)	92%	92%	93%	
Fire rescue & medical response (n=472)	46% ▼ (51%)	89%	90%	92%	
Garbage & green bin collection (n=475)	50%	88%	84%	87%	
Online payment services (n=442)	47%	87%▲	81%	86%	
Parks/green spaces (n=446)	37% ▼ (46%)	87%	91%	91%	
Services to enhance parks (n=466)	24% ▲ (36%)	87%	90%	85%	
Water conservation (n=466)	29%	85%	83%	81%	
Recreation (n=463)	24% ▼ (37%)	83%▼	91%	86%	
Making streets vibrant (n=459)	26% ▲ (35%)	82%▼	88%	81%	
Urban design (n=487)	24%	81%	81%	81%	
Facilitating film/special events (n=447)	25% ▼ (33%)	80%	84%	82%	
Arts & culture (n=467)	19% ▼ (25%)	80%	83%	83%	
Availability of online services (n=453)	32%	78%	78%	80%	
Transportation infrastructure (n=448)	31%	78%	76%	67%	
Police services (n=462)	28% ▼ (44%)	78%▼	89%	88%	
Keeping our community clean (n=470)	33%	76%	80%	76%	
Multi-channel service access (n=462)	26%	74%	70%	73%	
By-law enforcement (n=475)	17% ▲ (25%)	73%	78%	76%	
Emergency preparedness (n=471)	23%	71%▼	79%	74%	
Street infrastructure (n=477)	20%	71%	72%	71%	
Economic development (n=449)	10%	67%	66%	67%	
Parking (n=459)	16%	65%	59%	58%	
Development & building permits (n=457)	10% ▲ (14%)	52%	55%	50%	
Social policies & projects (n=465)	7%	44%▼	52%	51%	
Homelessness services (n=475)	6%	34%▼	51%	50%	
Enabling affordable housing (n=438)	7%	30%	30%	28%	

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)  
 Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please keep in mind that some of the City's services and programs have been temporarily stopped or reduced based on direction from provincial public health due to the COVID-19 pandemic. Considering that, please tell me how satisfied you are with the job the City is doing overall in providing each service. (Scale: very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied)

▲ / ▼ Significantly higher/lower than previous year.

Overall satisfaction (combined ‘very/somewhat satisfied’ responses) with specific services is largely consistent across the key demographic segments, with some exceptions as highlighted in the following tables.

### Satisfaction with Specific Services (Residents) (by Gender, Age, and Neighbourhood)

	TOTAL	TOTAL SATISFIED (service wording has been abbreviated to fit within the space provided)									
		GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Library services	92%	91%	93%	94%	94% F	88%	91%	94%	92%	89%	94%
Fire rescue & medical response	89%	91%	88%	92%	88%	88%	86%	89%	91%	90%	90%
Garbage & green bin collection	88%	87%	88%	89%	85%	88%	83%	85%	90%	89%	90%
Online payment services	87%	87%	89%	89%	90%	83%	90%	86%	90%	91%	83%
Parks/green spaces	87%	89%	85%	88%	86%	87%	85%	96% GIK	84%	88%	85%
Services to enhance parks	87%	85%	90%	87%	88%	87%	90%	87%	88%	90%	84%
Water conservation	85%	85%	86%	82%	87%	85%	82%	87%	87%	83%	85%
Recreation	83%	82%	84%	83%	81%	86%	80%	85%	80%	88%	83%
Making streets vibrant	82%	79%	84%	82%	81%	82%	81%	78%	89%	83%	79%
Urban design	81%	79%	83%	86% F	81%	76%	80%	74%	79%	91% HI	81%
Facilitating film/special events	80%	81%	79%	79%	80%	81%	81%	78%	77%	83%	79%
Arts & culture	80%	80%	82%	82%	78%	80%	73%	80%	82%	83%	81%
Availability of online services	78%	80%	79%	81%	80%	75%	79%	79%	80%	77%	78%

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)  
Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please keep in mind that some of the City's services and programs have been temporarily stopped or reduced based on direction from provincial/public health due to the COVID-19 pandemic. Considering that, please tell me how satisfied you are with the job the City is doing overall in providing each service. (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

### Satisfaction with Specific Services (Residents) (by Gender, Age, and Neighbourhood) (cont.)

	TOTAL	TOTAL SATISFIED (service wording has been abbreviated to fit within the space provided)									
		GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Transportation infrastructure	78%	78%	79%	81%	79%	75%	79%	76%	78%	79%	79%
Police services	78%	83% C	73%	72%	75%	87% DE	79%	77%	69%	80%	83% I
Keeping our community clean	76%	76%	75%	79%	72%	76%	75%	87% I	70%	75%	75%
Multi-channel service access	74%	73%	76%	78%	75%	70%	72%	68%	86% GHJ	69%	76%
By-law enforcement	73%	73%	74%	80% E	68%	72%	71%	73%	72%	75%	73%
Emergency preparedness	71%	74%	69%	67%	72%	75%	76%	67%	78%	64%	72%
Street infrastructure	71%	69%	72%	78% F	70%	63%	67%	77%	71%	69%	71%
Economic development	67%	64%	70%	75% E	60%	68%	63%	69%	63%	65%	72%
Parking	65%	62%	68%	66%	68%	61%	70%	69%	62%	67%	60%
Development & building permits	52%	53%	52%	73% EF	41%	42%	54%	49%	48%	55%	54%
Social policies & projects	44%	49% C	38%	50%	38%	43%	37%	47%	44%	43%	47%
Homelessness services	34%	36%	33%	36%	31%	37%	33%	36%	33%	30%	37%
Enabling affordable housing	30%	35% C	25%	22%	30%	36% D	26%	33%	29%	30%	29%

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)  
Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please keep in mind that some of the City's services and programs have been temporarily stopped or reduced based on direction from provincial/public health due to the COVID-19 pandemic. Considering that, please tell me how satisfied you are with the job the City is doing overall in providing each service. (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

## Satisfaction with Specific Services (Residents) (by Household Composition, Own/Rent, and Household Income)

	TOTAL	TOTAL SATISFIED (service wording has been abbreviated to fit within the space provided)						
		HH COMPOSITION		OWN/RENT		HH INCOME		
		CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]
Library services	92%	94%	92%	93%	89%	92%	95%	90%
Fire rescue & medical response	89%	89%	89%	91%	86%	87%	91%	93%
Garbage & green bin collection	88%	88%	88%	88%	90%	92%	88%	88%
Online payment services	87%	93%	86%	91% E	82%	83%	85%	95% FG
Parks/green spaces	87%	91%	86%	84%	90%	94% GH	81%	85%
Services to enhance parks	87%	85%	88%	90% E	83%	87%	85%	91%
Water conservation	85%	85%	85%	84%	88%	81%	89%	88%
Recreation	83%	81%	84%	87% E	78%	83%	84%	84%
Making streets vibrant	82%	80%	82%	81%	83%	84%	76%	83%
Urban design	81%	85%	80%	79%	84%	85%	84%	79%
Facilitating film/special events	80%	81%	80%	79%	80%	81%	86%	76%
Arts & culture	80%	81%	80%	82%	77%	76%	85%	83%
Availability of online services	78%	82%	78%	79%	79%	75%	80%	83%

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)

Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please keep in mind that some of the City's services and programs have been temporarily stopped or reduced based on direction from provincial/public health due to the COVID-19 pandemic. Considering that, please tell me how satisfied you are with the job the City is doing overall in providing each service. (Scale: very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied)

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

## Satisfaction with Specific Services (Residents) (by Household Composition, Own/Rent, and Household Income) (cont.)

	TOTAL	TOTAL SATISFIED (service wording has been abbreviated to fit within the space provided)						
		HH COMPOSITION		OWN/RENT		HH INCOME		
		CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]
Transportation infrastructure	78%	75%	79%	73%	82%	86% H	78%	74%
Police services	78%	73%	80%	82% E	71%	74%	79%	82%
Keeping our community clean	76%	73%	77%	72%	79%	85% GH	71%	70%
Multi-channel service access	74%	80%	73%	79% E	68%	73%	79%	75%
By-law enforcement	73%	69%	74%	73%	74%	81% H	73%	69%
Emergency preparedness	71%	74%	71%	74%	69%	76%	68%	68%
Street infrastructure	71%	69%	71%	69%	71%	71%	69%	72%
Economic development	67%	62%	69%	65%	68%	74%	70%	62%
Parking	65%	64%	65%	66%	62%	68%	58%	71% G
Development & building permits	52%	48%	53%	46%	59% D	66% H	54% H	40%
Social policies & projects	44%	43%	44%	47%	38%	51% H	47%	35%
Homelessness services	34%	31%	35%	33%	35%	46% GH	31%	28%
Enabling affordable housing	30%	26%	31%	32%	23%	35% H	30%	22%

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)

Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please keep in mind that some of the City's services and programs have been temporarily stopped or reduced based on direction from provincial/public health due to the COVID-19 pandemic. Considering that, please tell me how satisfied you are with the job the City is doing overall in providing each service. (Scale: very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied)

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

## Businesses

**Business remain satisfied with most services, although two significant drops in satisfaction are seen this year.**

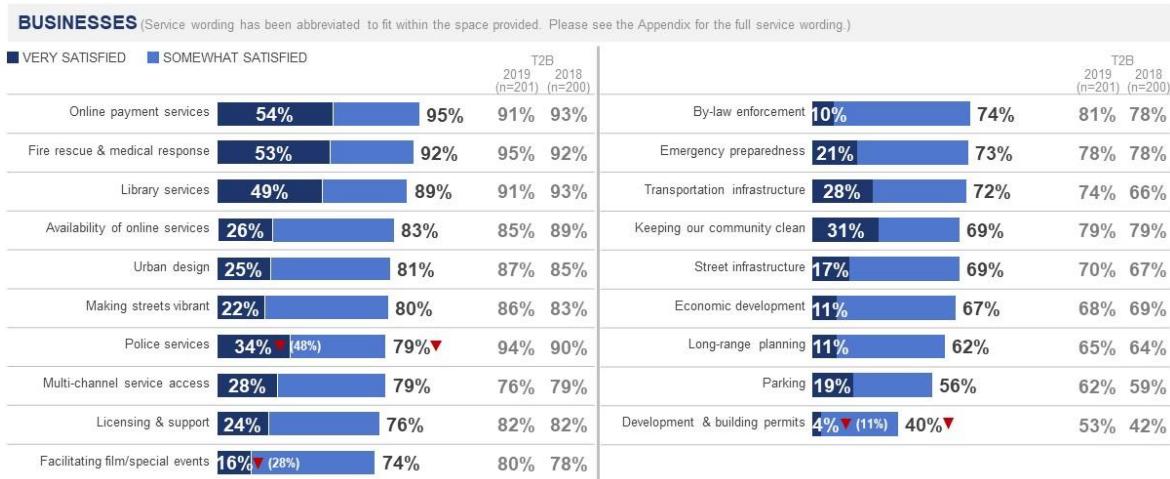
Of the 19 services evaluated by businesses, 13 receive a satisfaction score (combined ‘very/somewhat satisfied’ responses) higher than 70%, with the highest ratings going to **online payment services** (95%) and **fire rescue & medical response** (92%).

In comparison, relatively lower satisfaction scores are seen for **keeping our community clean** (69%), **street infrastructure** (69%), **economic development** (67%), **long-range planning** (62%), and **parking** (56%). However, these are still rated satisfactory by a majority of businesses.

Businesses are the least satisfied with **development & building permits**, with only 40% saying they are satisfied with this service.

Compared to 2019, overall satisfaction is statistically consistent for most services. Two notable exceptions are **police services** (down 15 points) and **development & building permits** (down 13 points). While directional decreases are seen for many other services, these differences are not statistically significant.

## Satisfaction with Specific Services (Businesses)



Base: All businesses (n=200)  
 Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please keep in mind that some of the City's services and programs have been temporarily stopped or reduced based on direction from provincial/public health due to the COVID-19 pandemic. Considering that, please tell me how satisfied you are with the job the City is doing overall in providing each service. (Scale: very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied)

▲ / ▼ Significantly higher/lower than previous year.

## Comparing resident and business satisfaction

**Resident and business satisfaction is similar for most services, with three notable exceptions.**

Looking specifically at the services asked to both residents and businesses shows largely similar satisfaction scores (combined ‘very/somewhat satisfied’ responses) for most services. Notable exceptions include:

- Businesses are more satisfied than residents with **online payment services** (95% versus 87%)
- Residents are more satisfied than businesses with **parking** (65% versus 56%) and **development & building permits** (52% versus 40%)

## Satisfaction with Specific Services

**Summary of satisfaction for services asked of both residents and businesses**

		RESIDENTS / BUSINESSES		Service wording has been abbreviated to fit within the space provided. Please see the Appendix for the full service wording.)							
				T2B							
				2019 (n=varies) (n=201)	2018 (n=varies) (n=200)						
■	VERY SATISFIED	■	SOMEWHAT SATISFIED								
Library services	Residents	51% (49%)	89%	92% 92%	93% 91%	Keeping our community clean	Residents	43% (31%)	76% 69%	80% 79%	76% 79%
Fire rescue & medical response	Businesses	49%	92%	89% 95%	92% 92%	Multi-channel service access	Businesses	31%	79%	76%	79%
Online payment services	Residents	46% (53%)	89%	90% 95%	92% 92%	By-law enforcement	Residents	26% (25%)	74% 79%	70% 76%	73% 78%
Making streets more vibrant	Businesses	53%	92%	87% 95%	86% 91%	Emergency preparedness	Businesses	17% (10%)	73% 74%	81% 78%	78% 78%
Urban design	Residents	47% (35%)	87% 95%	81% 91%	86% 93%	Street infrastructure	Residents	23% (21%)	71% 73%	79% 78%	74% 78%
Facilitating film/special events	Businesses	26% (28%)	74%	82% 80%	82% 80%	Economic development	Businesses	20% (11%)	71% 67%	72% 68%	71% 69%
Availability of online services	Residents	32% (26%)	83%	78% 85%	80% 89%	Parking	Residents	16% (19%)	65% 56%	59% 62%	58% 59%
Transportation infrastructure	Businesses	11% (28%)	72%	78% 74%	67% 66%	Development & building permits	Residents	10% (4%)	52% (11%)	55% 40%	50% 42%
Police services	Residents	28% (44%)	79%	89% 94%	88% 90%						
	Businesses	34% (48%)	79%	78% 94%	79% 90%						

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services); All businesses (n=200)  
Q10. I'm now going to read a list of services provided to you by the City of Vancouver. Please keep in mind that some of the City's services and programs have been temporarily stopped or reduced based on direction from provincial public health due to the COVID-19 pandemic. Considering that, please tell me how satisfied you are with the job the City is doing overall in providing each service. (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

▲ / ▼ Significantly higher/lower than previous year.

## Investment in specific services

Residents and businesses were also asked their opinions on how much the City should invest (more, same, less) in each specific service to better understand spending priorities.

Broadly speaking, residents and businesses continue to think the City should invest ‘more’ or ‘the same’ in all the evaluated services; there are no services where a majority of respondents think the City should reduce investment. However, there are clearly some services that are a greater spending priority.

While many of respondents’ top investment priorities align with the services with which they are less satisfied, this is not always the case. In other words, satisfaction is not always a predictor of how much respondents would like the City to invest in a specific service, suggesting that other factors (such as the priority attached to a service) likely also play a role.

## Residents

**Residents' top three investment priorities continue to be homelessness services, enabling affordable housing, and social policies & projects.**

Overall, 75% of residents say the City should 'invest more' in **homelessness services**, 73% say the City should 'invest more' in **enabling affordable housing**, and 71% say the City should 'invest more' in **social policies & projects**. These three services stand out above all others when it comes to priorities for investment.

Comparisons to 2019 show generally little change in residents' priorities for investment. There are only three services where there has been a statistically significant drop in the percentage saying 'invest more': **garbage & green bin collection** (down 8 points), **by-law enforcement** (down 7 points), and **parking** (down 7 points).

In the chart below, services have been listed in order of net investment (net = invest more minus invest less).

### Investment in Specific Services (Residents)

**RESIDENTS** (Service wording has been abbreviated to fit within the space provided. Please see the Appendix for the full service wording.)  
Note: Items are listed in order of net investment (Net = invest more minus invest less).

	INVEST MORE				INVEST MORE	
	2019	2018	2019	2018	2019	2018
Homelessness services (n=475)	75%	16%	6%	69%	66%	
Enabling affordable housing (n=438)	73%	18%	7%	73%	73%	
Social policies & projects (n=465)	71%	20%	5%	69%	71%	
Fire rescue & medical response (n=472)	44%	52%	1%	40%	38%	
Street infrastructure (n=477)	45%	50%	4%	48%	47%	
Keeping our community clean (n=470)	41%	56%	3%	42%	45%	
Emergency preparedness (n=471)	39%	54%	3%	41%	45%	
Parks/green spaces (n=446)	39%	57%	3%	34%	35%	
Recreation (n=463)	39%	54%	4%	39%	36%	
Economic development (n=449)	40%	47%	6%	45%	42%	
Transportation infrastructure (n=448)	45%	40%	14%	47%	53%	
Water conservation (n=466)	32%	60%	4%	39%	36%	
Urban design (n=487)	36%	55%	9%	36%	33%	
Library services (n=449)	31%	63%	4%	30%	30%	
Arts & culture (n=467)	36%	50%	10%	35%	39%	
Garbage & green bin collection (n=475)	24% ▼	73%	2%	32%	30%	
Police services (n=462)	34%	49%	15%	38%	36%	
Development & building permits (n=457)	32%	46%	15%	35%	38%	
Availability of online services (n=453)	18%	69%	5%	19%	22%	
Multi-channel service access (n=462)	15%	70%	3%	18%	17%	
Making streets vibrant (n=459)	32%	46%	21%	28%	25%	
By-law enforcement (n=475)	19% ▲	66%	8%	26%	28%	
Online payment services (n=442)	13%	79%	4%	13%	12%	
Services to enhance parks (n=466)	21%	64%	13%	22%	24%	
Facilitating film/special events (n=447)	15%	66%	12%	19%	21%	
Parking (n=459)	21% ▲	52%	24%	28%	31%	

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)  
Q11. And, should the City invest more, less, or the same amount on this service?

Only significant differences for invest more are shown.  
▲ ▼ Significantly higher/lower than previous year.

Women, younger residents, and renters are more likely to say the City should ‘invest more’ in **homelessness services**. A preference for increased investment in **enabling affordable housing** is higher among women, those living in the Downtown/West End, and renters. The priority attached to investing in **social policies & projects** is consistent across all key demographic segments.

### **Investment in Specific Services (Residents)** (by Gender, Age, and Neighbourhood)

INVEST MORE (service wording has been abbreviated to fit within the space provided)											
	TOTAL	GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Homelessness services	75%	70%	81% <b>B</b>	80% F	74%	70%	83%	69%	75%	77%	71%
Enabling affordable housing	73%	66%	79% <b>B</b>	77%	75%	66%	82% <b>H</b>	65%	79%	67%	72%
Social policies & projects	71%	68%	76%	75%	73%	64%	72%	67%	70%	72%	73%
Street infrastructure	45%	45%	46%	41%	45%	48%	44%	35%	40%	53% <b>H</b>	48%
Transportation infrastructure	45%	48%	44%	51% F	50% F	36%	42%	51%	52%	40%	44%
Fire rescue & medical response	44%	39%	49% <b>B</b>	50%	41%	41%	50%	42%	39%	34%	50% <b>J</b>
Keeping our community clean	41%	37%	45%	38%	43%	40%	47%	32%	36%	43%	42%
Economic development	40%	43%	37%	45% F	44% F	32%	55% <b>H</b>	36%	28%	39%	42%
Emergency preparedness	39%	38%	40%	44%	40%	35%	40%	39%	32%	38%	44%
Parks/green spaces	39%	39%	40%	39%	44%	34%	39%	34%	45%	30%	44%
Recreation	39%	39%	39%	31%	47% <b>D</b>	38%	38%	37%	45%	35%	38%
Arts & culture	36%	33%	41%	32%	38%	39%	38%	36%	39%	39%	33%
Urban design	36%	35%	36%	45% F	36% F	26%	41% <b>J</b>	43% <b>J</b>	44% <b>J</b>	19%	33% <b>J</b>

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)  
Q11. And, should the City invest more, less, or the same amount on this service?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).  
**BCDEFGHIJK**

### **Investment in Specific Services (Residents)** (by Gender, Age, and Neighbourhood) (cont.)

INVEST MORE (service wording has been abbreviated to fit within the space provided)											
	TOTAL	GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Police services	34%	31%	39%	24%	35%	42% <b>D</b>	43%	31%	30%	32%	35%
Development & building permits	32%	39% <b>C</b>	25%	23%	40% <b>D</b>	32%	32%	30%	28%	39%	32%
Making streets vibrant	32%	34%	30%	31%	36%	29%	25%	37%	33%	36%	30%
Water conservation	32%	30%	36%	42% <b>E</b>	27%	28%	33%	27%	30%	26%	40% <b>J</b>
Library services	31%	30%	34%	26%	38% <b>D</b>	29%	32%	37%	35%	31%	25%
Garbage & green bin collection	24%	23%	25%	28% F	26%	17%	32%	20%	20%	18%	27%
Parking	21%	22%	21%	27% F	19%	16%	25%	12%	17%	22%	25% <b>H</b>
Services to enhance parks	21%	24%	19%	22%	21%	22%	33% <b>K</b>	31% <b>K</b>	14%	23%	14%
By-law enforcement	19%	19%	20%	13%	25% <b>D</b>	21%	17%	20%	23%	21%	17%
Availability of online services	18%	23% <b>C</b>	13%	24% E	14%	16%	17%	25%	17%	14%	18%
Facilitating film/special events	15%	17%	13%	14%	16%	15%	18%	20%	18%	11%	11%
Multi-channel service access	15%	18%	13%	12%	17%	17%	11%	18%	17%	16%	15%
Online payment services	13%	14%	12%	17% E	8%	13%	1%	22% <b>G</b>	14% <b>G</b>	7%	17% <b>G</b>

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)  
Q11. And, should the City invest more, less, or the same amount on this service?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).  
**BCDEFGHIJK**

## Investment in Specific Services (Residents) (by Household Composition, Own/Rent, and Household Income)

INVEST MORE (service wording has been abbreviated to fit within the space provided)								
	HH COMPOSITION		OWN/RENT		HH INCOME			
	TOTAL	CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]
Homelessness services	75%	72%	75%	70%	81% <b>D</b>	77%	72%	74%
Enabling affordable housing	73%	70%	74%	63%	84% <b>D</b>	76%	70%	73%
Social policies & projects	71%	71%	71%	67%	76%	71%	70%	75%
Street infrastructure	45%	43%	46%	46%	46%	46%	53% <b>H</b>	38%
Transportation infrastructure	45%	51%	44%	45%	47%	44%	47%	50%
Fire rescue & medical response	44%	32%	47% <b>B</b>	41%	47%	47%	49% <b>H</b>	36%
Keeping our community clean	41%	42%	40%	40%	41%	39%	47%	38%
Economic development	40%	40%	41%	39%	44%	38%	41%	44%
Emergency preparedness	39%	37%	40%	37%	41%	43%	39%	36%
Parks/green spaces	39%	40%	39%	39%	37%	36%	38%	45%
Recreation	39%	49% <b>C</b>	35%	40%	41%	39%	40%	38%
Arts & culture	36%	31%	38%	33%	45% <b>D</b>	39%	40%	33%
Urban design	36%	29%	38%	35%	34%	32%	40%	38%

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)  
Q11. And, should the City invest more, less, or the same amount on this service?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

## Investment in Specific Services (Residents) (by Household Composition, Own/Rent, and Household Income) (cont.)

INVEST MORE (service wording has been abbreviated to fit within the space provided)								
	HH COMPOSITION		OWN/RENT		HH INCOME			
	TOTAL	CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]
Police services	34%	31%	35%	33%	35%	34%	38%	30%
Development & building permits	32%	38%	30%	37% <b>E</b>	27%	21%	34% <b>F</b>	44% <b>F</b>
Making streets vibrant	32%	31%	32%	31%	33%	31%	33%	34%
Water conservation	32%	26%	34%	28%	36%	40% <b>H</b>	37% <b>H</b>	22%
Library services	31%	38%	29%	31%	36%	34%	28%	30%
Garbage & green bin collection	24%	26%	23%	23%	25%	25%	21%	23%
Parking	21%	18%	22%	19%	21%	26% <b>H</b>	25% <b>H</b>	14%
Services to enhance parks	21%	22%	21%	22%	23%	23%	19%	24%
By-law enforcement	19%	22%	19%	21%	19%	17%	23%	19%
Availability of online services	18%	14%	19%	17%	20%	21%	16%	19%
Facilitating film/special events	15%	14%	15%	17%	14%	21%	14%	12%
Multi-channel service access	15%	16%	15%	18%	15%	21% <b>H</b>	13%	10%
Online payment services	13%	10%	14%	13%	13%	20% <b>H</b>	14% <b>H</b>	4%

Base: Residents asked about a particular service (n varies, with each resident being randomly asked about 20 services)  
Q11. And, should the City invest more, less, or the same amount on this service?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

## Businesses

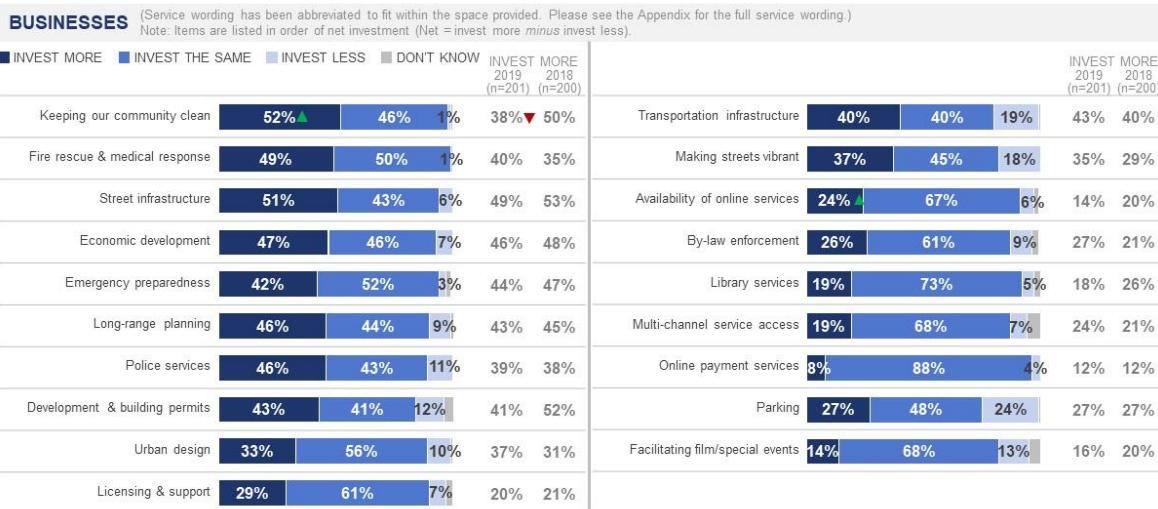
**Businesses continue to have more diverse investment priorities, led by community cleanliness and street infrastructure.**

Overall, 52% of businesses said the City should ‘invest more’ in **keeping our community clean** and 51% say the City should ‘invest more’ in **street infrastructure**. Other investment priorities include **fire rescue & medical response** (49%), **economic development** (47%), **long-range planning** (46%), **police services** (46%), **development & building permits** (43%), **emergency preparedness** (42%), and **transportation infrastructure** (40%).

This year’s results are generally consistent with 2019. There are only two services where there has been a statistically significant change in the percentage saying ‘invest more’, and these are **keeping our community clean** (up 14 points) and **availability of online services** (up 10 points).

Similar to residents, the services in the chart below have been listed in order of net investment (net = invest more minus invest less).

### Investment in Specific Services (Businesses)



Base: All businesses (n=200)

Q11. And, should the City invest more, less, or the same amount on this service?

Only significant differences for invest more are shown.

▲ / ▼ Significantly higher/lower than previous year.

## Comparing resident and business investment priorities

**Residents and businesses share some investment priorities but differ on others.**

Overall, residents and businesses provide similar ‘invest more’ ratings for most services.

Notable exceptions include:

- Businesses are more likely than residents to say the City should ‘invest more’ in **keeping our community clean** (52% versus 41%), **police services** (46% versus 34%), and **development & building permits** (43% versus 32%).
- Residents are more likely than businesses to say the City should ‘invest more’ in **library services** (31% versus 19%) and **online payment services** (13% versus 8%).

Again, the services in the chart below have been listed in order of net investment (net = invest more minus invest less).

### Investment in Specific Services

Summary of investment in services asked of both residents and businesses

		RESIDENTS / BUSINESSES				(Service wording has been abbreviated to fit within the space provided. Please see the Appendix for the full service wording.)			
		Note: Items are listed in order of net investment (Net = invest more minus invest less).							
		INVEST MORE	INVEST THE SAME	INVEST LESS	DON'T KNOW	INVEST MORE 2019 (n=varies) (n=201)	INVEST MORE 2018 (n=varies) (n=200)	INVEST MORE 2019 (n=varies) (n=201)	INVEST MORE 2018 (n=varies) (n=200)
Fire rescue & medical response	Residents	44%	52%	1%	3%	40%	38%	35%	38%
	Businesses	49%	50%	1%	3%	40%	35%	41%	52%
Street infrastructure	Residents	45%	50%	4%	3%	48%	47%	19%	22%
	Businesses	51%	43%	5%	3%	49%	53%	14%	20%
Keeping our community clean	Residents	41%	56%	3%	3%	42%	45%	15%	17%
	Businesses	52%	46%	1%	3%	38%	50%	19%	21%
Emergency preparedness	Residents	39%	54%	3%	3%	41%	45%	32%	25%
	Businesses	42%	52%	3%	3%	44%	47%	37%	29%
Economic development	Residents	40%	47%	6%	3%	45%	42%	37%	28%
	Businesses	47%	46%	7%	3%	46%	48%	61%	27%
Transportation infrastructure	Residents	45%	40%	14%	3%	47%	53%	19%	12%
	Businesses	40%	40%	19%	3%	43%	40%	8%	12%
Urban design	Residents	36%	55%	9%	3%	36%	33%	15%	21%
	Businesses	33%	56%	10%	3%	37%	31%	14%	20%
Library services	Residents	31%	63%	4%	3%	30%	30%	21%	31%
	Businesses	19%	73%	1%	3%	18%	26%	27%	27%
Police services	Residents	34%	49%	15%	3%	38%	36%	27%	31%
	Businesses	46%	43%	11%	3%	39%	38%	48%	48%
Development & building permits									
	Residents	32%	46%	15%	3%	35%	38%	43%	52%
	Businesses	43%	41%	12%	3%	41%	52%	67%	67%
Availability of online services									
	Residents	18%	69%	5%	3%	19%	22%	24%	20%
	Businesses	24%	67%	6%	3%	14%	19%	67%	67%
Multi-channel service access									
	Residents	15%	70%	3%	3%	18%	17%	19%	21%
	Businesses	19%	68%	7%	3%	24%	21%	68%	68%
Making streets vibrant									
	Residents	32%	46%	21%	3%	28%	25%	37%	29%
	Businesses	37%	45%	18%	3%	35%	29%	45%	35%
By-law enforcement									
	Residents	19%	66%	8%	3%	26%	28%	26%	21%
	Businesses	26%	61%	9%	3%	27%	21%	61%	59%
Online payment service									
	Residents	13%	79%	4%	3%	13%	12%	13%	12%
	Businesses	8%	88%	4%	3%	12%	12%	88%	88%
Facilitating film/special events									
	Residents	15%	66%	12%	3%	19%	21%	15%	20%
	Businesses	14%	68%	13%	3%	16%	20%	68%	68%
Parking									
	Residents	21%	52%	24%	3%	28%	31%	27%	27%
	Businesses	27%	48%	24%	3%	27%	27%	48%	48%

Base: Residents asked about a particular service (n=varies); All businesses (n=200)  
Q11. And, should the City invest more, less, or the same amount on this service?

Only significant differences for invest more are shown.

▲ / ▼ Significantly higher/lower than previous year.

## Financial planning

### Value for taxes

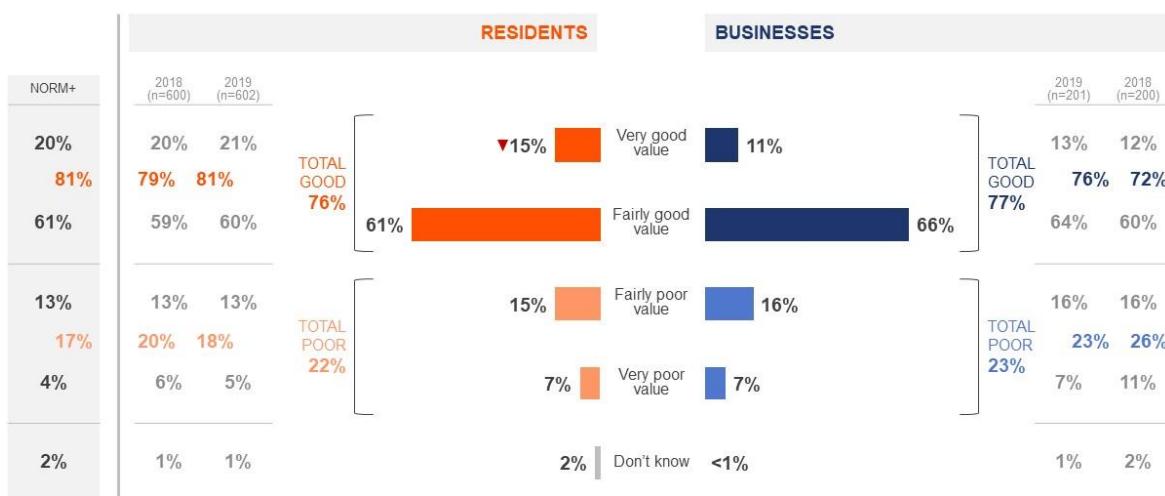
**Most continue to say they receive good value for their municipal tax dollars.**

Three-quarters (76%) of residents say they receive ‘very’ (15%) or ‘fairly’ (61%) good value for their municipal tax dollars. While overall perceptions (combined ‘very/fairly good value’ responses) are down slightly from 2019, this drop is not statistically significant. However, the percentage saying ‘very good value’ is down a significant 6 points.

Similarly, 77% of businesses rate the value for taxes as ‘very’ (11%) or ‘fairly’ (66%) good. Businesses’ perceived value for taxes has not significantly changed from 2019.

The normative resident score is 81% total good value, including 20% saying ‘very good value’ and 61% saying ‘fairly good value’.

### Value for Taxes



\* The norm is the average rating from Canadian municipalities surveyed by Ipsos in the past five years.

Base: All residents (n=600), All businesses (n=200)

Q13: Thinking about all the programs and services you receive from the City of Vancouver, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

▲ / ▼ Significantly higher/lower than previous year.

Overall perceptions of value for taxes (combined ‘very/fairly good value’ responses) is generally consistent across the key demographic segments, with one exception. Specifically, those living in households without children under the age of 18 are more likely to say they receive good value for their municipal tax dollars. It is also of note that homeowners are more likely than renters to rate their value for taxes poorly.

### **Value for Taxes (Residents) (by Gender, Age, and Neighbourhood)**

	TOTAL	GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Very good value	15%	17%	13%	14%	10%	20% <b>E</b>	9%	18%	18%	17%	14%
Fairly good value	61%	61%	63%	64%	63%	57%	64%	57%	60%	61%	63%
Fairly poor value	15%	15%	14%	11%	19% <b>D</b>	16%	15%	20%	12%	17%	13%
Very poor value	7%	5%	6%	7%	7%	6%	8%	3%	9%	4%	8%
Don't know	2%	1%	3%	4%	1%	1%	3%	3%	2%	0%	2%
<b>TOTAL GOOD VALUE</b>	<b>76%</b>	<b>78%</b>	<b>77%</b>	<b>79%</b>	<b>73%</b>	<b>77%</b>	<b>74%</b>	<b>74%</b>	<b>78%</b>	<b>78%</b>	<b>77%</b>
<b>TOTAL POOR VALUE</b>	<b>22%</b>	<b>21%</b>	<b>20%</b>	<b>18%</b>	<b>25%</b>	<b>22%</b>	<b>23%</b>	<b>22%</b>	<b>20%</b>	<b>22%</b>	<b>21%</b>

Base: All residents (n=600)

Q13. Thinking about all the programs and services you receive from the City of Vancouver, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

### **Value for Taxes (Residents) (by Household Composition, Own/Rent, and Household Income)**

	TOTAL	HH COMPOSITION		OWN/RENT		HH INCOME		
		CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]
Very good value	15%	8%	17% <b>B</b>	12%	19% <b>D</b>	19% <b>H</b>	17% <b>H</b>	9%
Fairly good value	61%	61%	61%	61%	61%	61%	59%	65%
Fairly poor value	15%	22% <b>C</b>	13%	19% <b>E</b>	9%	12%	15%	17%
Very poor value	7%	8%	6%	7%	8%	5%	7%	8%
Don't know	2%	2%	2%	2%	3%	4%	1%	1%
<b>TOTAL GOOD VALUE</b>	<b>76%</b>	<b>69%</b>	<b>78% <b>B</b></b>	<b>73%</b>	<b>80%</b>	<b>79%</b>	<b>76%</b>	<b>74%</b>
<b>TOTAL POOR VALUE</b>	<b>22%</b>	<b>29% <b>C</b></b>	<b>20%</b>	<b>25% <b>E</b></b>	<b>17%</b>	<b>17%</b>	<b>23%</b>	<b>25%</b>

Base: All residents (n=600)

Q13. Thinking about all the programs and services you receive from the City of Vancouver, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

## Preferred options to balance budget

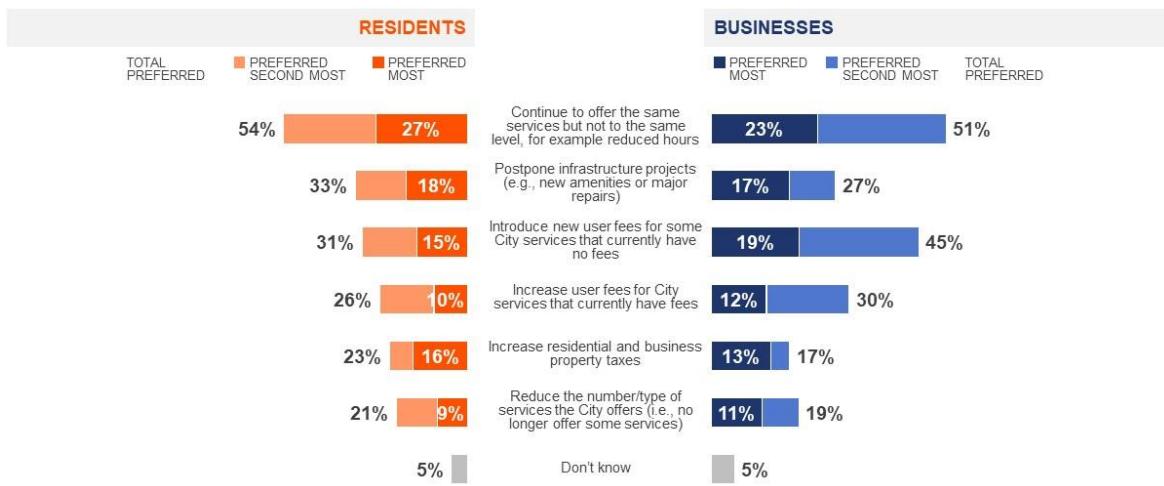
To balance the budget, residents and businesses would like to see the City continue to offer the same services but at a reduced level.

Respondents were presented with several options for balancing the budget and asked which ones they would most and second most prefer the City use. The percentages reported below are the total preferred (combined most/second most mentions). Comparisons to previous years are unavailable for this question due to changes in the answer list.

Residents show a strong preference for **continue to offer the same services but not to the same level, for example reduced hours** (54%). All other options are rated lower, with **postpone infrastructure projects (e.g., new amenities or major repairs)** (33%) and **introduce new user fees for some City services that currently have no fees** (31%) rounding out the top three.

Businesses also show a strong preference for **continue to offer the same services but not to the same level, for example reduced hours** (51%). **Introduce new user fees for some City services that currently have no fees** is in close second (45%), followed by **increase user fees for City services that currently have fees** (30%).

### Preferred Options to Balance Budget



Base: All residents (n=600); All businesses (n=200)  
Q13a. Now, to balance the 2022 budget as required by law, the City of Vancouver has a number of options to consider. Which of the following options would you most prefer the City use to balance its budget? (IF NECESSARY: User fees are monies paid to the City by the public to access specific services, facilities, and utilities. These include things like: the cost of licences, permits, use of City-owned facilities, and utilities.)  
Q13b. Which one would you second most prefer?

Answer list changed in 2021 – no longer comparable to previous years.

A preference for **continue to offer the same services but not to the same level** is demonstrated the most strongly by those who are 18-34 years of age, live in the Southeast, and live in households without children under the age of 18. Homeowners are more likely than renters to opt for **introduce new user fees for some City services that currently have no fees**, while renters are more likely than homeowners to say they prefer **increase residential and business property taxes**.

### **Preferred Options to Balance Budget (Residents)** (by Gender, Age, and Neighbourhood)

	TOTAL	TOTAL PREFERRED									
		GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Continue to offer the same services but not to the same level, for example reduced hours	54%	53%	53%	61% E	48%	52%	56%	52%	44%	54%	59% I
Postpone infrastructure projects (e.g., new amenities or major repairs)	33%	29%	36%	41% EF	29%	28%	37%	26%	30%	32%	36%
Introduce new user fees for some City services that currently have no fees	31%	30%	31%	24%	31%	36% D	31%	30%	26%	33%	32%
Increase user fees for City services that currently have fees	26%	32% C	21%	20%	30% D	27%	24%	34% K	33%	20%	22%
Increase residential and business property taxes	23%	22%	24%	28%	22%	19%	20%	31% K	24%	24%	19%
Reduce the number/type of services the City offers (i.e., no longer offer some services)	21%	26% C	16%	19%	25%	18%	18%	19%	28%	22%	18%
Don't know	5%	3%	7% B	2%	6% D	7% D	6%	3%	5%	4%	5%

Base: All residents (n=600)  
Q13a. Now, to balance the 2022 budget as required by law, the City of Vancouver has a number of options to consider. Which of the following options would you most prefer the City use to balance its budget? (IF NECESSARY: User fees are monies paid to the City by the public to access specific services, facilities, and utilities. These include things like: the cost of licences, permits, use of City-owned facilities, and utilities.)  
Q13b. Which one would you second most prefer?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

### **Preferred Options to Balance Budget (Residents)** (by Household Composition, Own/Rent, and Household Income)

	TOTAL	TOTAL PREFERRED								
		HH COMPOSITION		OWN/RENT		HH INCOME				
		CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-<">\$100K [G]	\$100K+ [H]		
Continue to offer the same services but not to the same level, for example reduced hours	54%	43%	57% B	55%	50%	54%	55%	51%		
Postpone infrastructure projects (e.g., new amenities or major repairs)	33%	33%	33%	33%	31%	35%	36%	28%		
Introduce new user fees for some City services that currently have no fees	31%	32%	30%	35% E	24%	26%	31%	35%		
Increase user fees for City services that currently have fees	26%	27%	25%	27%	27%	16%	29% F	32% F		
Increase residential and business property taxes	23%	26%	22%	17%	31% D	23%	20%	28%		
Reduce the number/type of services the City offers (i.e., no longer offer some services)	21%	26%	19%	20%	22%	24%	20%	19%		
Don't know	5%	5%	5%	4%	5%	9% GH	3%	2%		

Base: All residents (n=600)  
Q13a. Now, to balance the 2022 budget as required by law, the City of Vancouver has a number of options to consider. Which of the following options would you most prefer the City use to balance its budget? (IF NECESSARY: User fees are monies paid to the City by the public to access specific services, facilities, and utilities. These include things like: the cost of licences, permits, use of City-owned facilities, and utilities.)  
Q13b. Which one would you second most prefer?

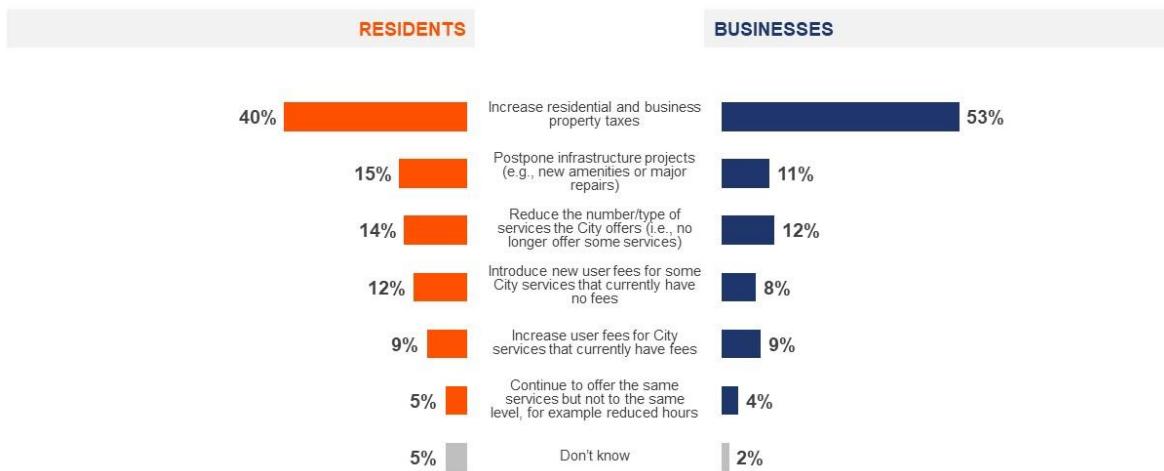
A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

## Least preferred option to balance budget

An increase in property taxes is by far the least preferred option for balancing the budget.

When asked which option they would *least* prefer the City use to balance the budget, the number one response by far is **increase residential and business property taxes**, chosen by 40% of residents and 53% of businesses.

### Least Preferred Options to Balance Budget



Base: All residents (n=600); All businesses (n=200)  
Q13c. And which one would you least prefer?

Answer list changed in 2021 – no longer comparable to previous years.

Among residents, the greatest push back against an **increase in residential and business property taxes** comes from those who are 35-54 years of age, those who live in households with children under the age of 18, homeowners, and those with household incomes of \$60K+.

### **Least Preferred Options to Balance Budget (Residents)** (by Gender, Age, and Neighbourhood)

	TOTAL	GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Increase residential and business property taxes	40%	40%	40%	34%	49% <b>DF</b>	38%	46%	40%	34%	36%	43%
Postpone infrastructure projects (e.g., new amenities or major repairs)	15%	17%	13%	16%	12%	16%	14%	17%	17%	14%	15%
Reduce the number/type of services the City offers (i.e., no longer offer some services)	14%	15%	14%	17%	14%	13%	15%	15%	10%	14%	17%
Introduce new user fees for some City services that currently have no fees	12%	12%	12%	18% <b>F</b>	10%	8%	11%	11%	22% <b>GK</b>	11%	7%
Increase user fees for City services that currently have fees	9%	8%	9%	10%	6%	11% <b>E</b>	10%	5%	7%	16% <b>HK</b>	8%
Continue to offer the same services but not to the same level, for example reduced hours	5%	4%	5%	5%	5%	4%	2%	10% <b>GK</b>	7%	4%	3%
Don't know	5%	4%	5%	1%	4%	9% <b>DE</b>	2%	2%	4%	4%	8%

Base: All residents (n=600)  
Q13c. And which one would you least prefer?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

### **Least Preferred Options to Balance Budget (Residents)** (by Household Composition, Own/Rent, and Household Income)

	TOTAL	HH COMPOSITION		OWN/RENT		HH INCOME		
		CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]
Increase residential and business property taxes	40%	49% <b>C</b>	38%	51% <b>E</b>	27%	25%	46% <b>F</b>	49% <b>F</b>
Postpone infrastructure projects (e.g., new amenities or major repairs)	15%	12%	16%	12%	17%	13%	15%	18%
Reduce the number/type of services the City offers (i.e., no longer offer some services)	14%	10%	16%	13%	17%	16%	18% <b>H</b>	10%
Introduce new user fees for some City services that currently have no fees	12%	7%	13%	8%	17% <b>D</b>	15%	12%	11%
Increase user fees for City services that currently have fees	9%	14% <b>C</b>	8%	8%	10%	14% <b>G</b>	5%	7%
Continue to offer the same services but not to the same level, for example reduced hours	5%	4%	5%	3%	7% <b>D</b>	9% <b>G</b>	1%	4%
Don't know	5%	4%	5%	5%	5%	8% <b>H</b>	4%	1%

Base: All residents (n=600)  
Q13c. And which one would you least prefer?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

## Willingness to pay more user fees for services

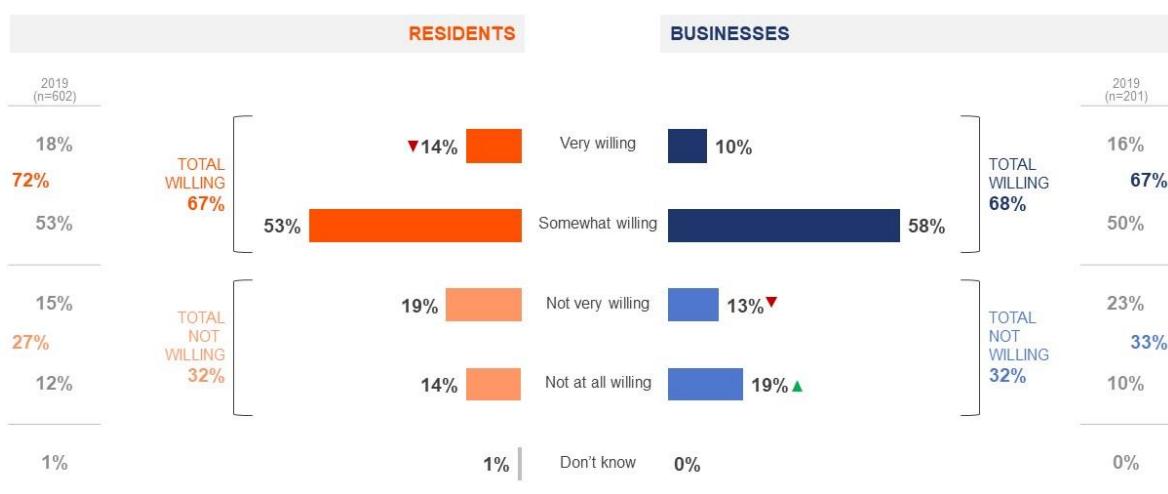
**There is continued willingness to pay more user fees for services.**

Two-thirds (67%) of residents say they would be willing to pay more in user fees for the services they use in order to maintain or improve them (14% ‘very willing’, 53% ‘somewhat willing’).

While overall willingness to pay (combined ‘very/somewhat willing’ responses) is down slightly from 2019, this drop is not statistically significant. However, there has been a significant drop in the percentage saying ‘very willing’ (down 4 points).

Similarly, 68% of businesses say they would be ‘very’ (10%) or ‘somewhat’ (58%) willing to pay more user fees for the services they use. Businesses’ willingness to pay is statistically unchanged from 2019.

### Willingness to Pay More User Fees for Services



Base: All residents (n=602); All businesses (n=201)  
Q13d. In the past, the public has indicated a preference for increasing user fees versus property as a mechanism to balance the budget. Now think about the City services that [RESIDENTS: you use] [BUSINESSES: your business uses]. How willing would you be to pay more in user fees for the services [RESIDENTS: you use] [BUSINESSES: your business uses] in order to maintain or improve them?

▲ / ▼ Significantly higher/lower than previous year.

Overall willingness to pay (combined ‘very/somewhat willing’ responses) is generally consistent across the key demographic segments, with one notable exception. Specifically, residents with household incomes of \$60K+ are more likely to say they would be willing to pay more user fees for services.

### **Willingness to Pay More User Fees for Services (Residents) (by Gender, Age, and Neighbourhood)**

	TOTAL	GENDER		AGE			NEIGHBOURHOOD				
		MALE [B]	FEMALE [C]	18-34 [D]	35-54 [E]	55+ [F]	DT [G]	NW [H]	NE [I]	SW [J]	SE [K]
Very willing	14%	14%	14%	8%	19% <b>D</b>	13%	17%	15%	14%	10%	13%
Somewhat willing	53%	54%	54%	59%	50%	50%	44%	55%	52%	58%	55%
Not very willing	19%	18%	18%	19%	19%	18%	22%	19%	17%	17%	18%
Not at all willing	14%	13%	13%	13%	12%	16%	16%	10%	16%	14%	13%
Don't know	1%	<1%	2%	1%	0%	2% <b>E</b>	1%	1%	2%	1%	1%
<b>TOTAL WILLING</b>	<b>67%</b>	<b>68%</b>	<b>68%</b>	<b>67%</b>	<b>69%</b>	<b>64%</b>	<b>61%</b>	<b>70%</b>	<b>65%</b>	<b>68%</b>	<b>68%</b>
<b>TOTAL NOT WILLING</b>	<b>32%</b>	<b>32%</b>	<b>31%</b>	<b>32%</b>	<b>31%</b>	<b>34%</b>	<b>39%</b>	<b>29%</b>	<b>33%</b>	<b>31%</b>	<b>31%</b>

Base: All residents (n=600)  
Q13d. In the past, the public has indicated a preference for increasing user fees versus property as a mechanism to balance the budget. Now think about the City services that you use. How willing would you be to pay more in user fees for the services you use in order to maintain or improve them?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

### **Willingness to Pay More User Fees for Services (Residents) (by Household Composition, Own/Rent, and Household Income)**

	TOTAL	HH COMPOSITION		OWN/RENT		HH INCOME		
		CHILDREN [B]	NO CHILDREN [C]	OWN [D]	RENT [E]	<\$60K [F]	\$60K-\$100K [G]	\$100K+ [H]
Very willing	14%	18%	12%	16% <b>E</b>	9%	12%	11%	19%
Somewhat willing	53%	49%	54%	48%	59% <b>D</b>	48%	63% <b>F</b>	52%
Not very willing	19%	18%	19%	18%	20%	22%	16%	16%
Not at all willing	14%	15%	13%	16%	11%	16%	9%	13%
Don't know	1%	0%	1%	2%	<1%	2%	<1%	0%
<b>TOTAL WILLING</b>	<b>67%</b>	<b>67%</b>	<b>66%</b>	<b>64%</b>	<b>68%</b>	<b>60%</b>	<b>75% <b>F</b></b>	<b>71% <b>F</b></b>
<b>TOTAL NOT WILLING</b>	<b>32%</b>	<b>33%</b>	<b>32%</b>	<b>34%</b>	<b>32%</b>	<b>38% <b>G</b></b>	<b>25%</b>	<b>29%</b>

Base: All residents (n=600)  
Q13d. In the past, the public has indicated a preference for increasing user fees versus property as a mechanism to balance the budget. Now think about the City services that you use. How willing would you be to pay more in user fees for the services you use in order to maintain or improve them?

A percentage with a letter beside it is significantly higher than the subgroup in the column labelled with that letter (at 95% confidence level).

## Talk Vancouver Budget Survey

### Overview

Between July 14 and August 22, 2021, the City conducted the 2022 Budget survey using the City's Talk Vancouver online platform, seeking input from Vancouver residents and business owners/operators. Hard copies of the survey were also available upon request. In total, 5,203 submissions were received with responses from 4,374 residents and 829 businesses.

Residents and businesses were invited to participate through emails to the Talk Vancouver panel membership, the City's engagement portal Shape Your City ([shapeyourcity.ca](http://shapeyourcity.ca)), City of Vancouver website ([vancouver.ca](http://vancouver.ca)), a news announcement, social media postings and other channels. The City also worked with a third-party research firm to help address demographic gaps in participation and to expand the reach of the survey.

To ensure the survey sample better reflected the overall Vancouver population, the City monitored demographic representation and set targets where needed (see Appendix C for demographic breakdown of respondents):

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

### Interpreting and viewing the results

Survey data was weighted based on 2016 Statistics Canada Census data to increase the representativeness of results (some totals in the report may not add to 100% due to rounding):

- Residential data was weighted based on age and geographic zone
- Business data was weighted on business size, based on the number of employees (as the priorities and challenges faced by businesses may vary depending on their size).

### Detailed online survey results

#### City Council priorities

In line with previous years, the public was presented with five City Council-identified priorities to guide spending for Budget 2022 (see Appendix D for a full description of each):

- Deliver quality core services that meet residents' needs
- Address affordability and the housing crisis
- Protect and build a resilient local economy
- Increase focus on equity and critical social issues
- Accelerate action on climate change

New this year, based on public feedback, respondents did not have to rank all five Council priorities and were instead able to select and rank a minimum of one and maximum of five priorities. Regardless, the majority of respondents ranked all five priorities, with each priority being selected between 85%-97% of the time (see Appendix E).

**The top-ranked Council priority for both residential and business respondents was the delivery of core services** (58% for both groups). This was followed by **affordability and housing for residents** (51%) and **the economy for businesses** (49%). See Appendix E for full ranking breakdown.

There were also significant differences in priorities between age groups:

- Residential respondents **under 40** years of age ranked **affordability and housing** as their top priority (64% ranked it in the top two). This was followed by the delivery of core services (43%) and climate change (41%).
- Meanwhile, those **40 and above** were more likely to **prioritize delivery of core services** (66% on average ranked it in the top two), followed by the economy (42%) and affordability and housing (41%). We observed similar age differences in Budget 2021 survey findings, with younger respondents emphasizing housing and affordability and older respondents emphasizing core services.

#### Ranking of Council Priorities: Percentage of Ranks by Age Groups in the Top Two

	Delivery of Core Service	Affordability and Housing	Economy	Equity and Social Issues	Climate Change
<b>RESIDENTS</b>	<b>58%</b>	<b>51%</b>	36%	19%	36%
<40 yrs	43%	<b>64%</b>	27%	22%	41%
40-59 yrs	<b>67%</b>	42%	43%	16%	30%
≥60 yrs	<b>71%</b>	40%	41%	14%	31%
<b>BUSINESSES</b>	<b>58%</b>	42%	<b>49%</b>	17%	31%

## Council priorities – historical comparisons

The **delivery of core services** and **affordability and housing** continue to be top priorities in Budget 2022, as they have been in previous years for both residents and businesses. However, for both groups this year, greater importance was placed on climate change (13-point increase on average) and less on equity and social issues (14-point decrease on average). It is worth noting that the survey was available shortly after the record high temperatures in Vancouver and during a period of wildfire smoke, possibly explaining the greater priority put on climate change. Similarly, Budget 2021 showed a heightened emphasis on equity and social issues, possibly connected to the racial justice movement in 2020 alongside the COVID-19 pandemic. Finally, while equity and social issues are ranked lower this year, it does not mean that it is no longer a priority; rather it should be interpreted as a matter of relative importance (i.e., where there is a significant increase in one category, there also needs to be a corresponding decrease).

### Ranked Council priorities: Budgets 2022, 2021 and 2020 (Percentage of Ranks in Top 2)

Council Priority	Budget 2022		Budget 2021		Budget 2020	
	Residents	Business	Residents	Business	Residents	Business
Delivery of Core Services	58%	58%	57%	57%	63%	64%
Affordability and Housing	51%	42%	48%	41%	60%	54%
Economy	<b>36% (-6)</b>	49%	42%	51%	30%	38%
Equity and Social Issues	<b>19% (-13)</b>	<b>17% (-14)</b>	32%	31%	11%	11%
Climate Change	<b>36% (+15)</b>	<b>31% (+11)</b>	21%	20%	36%	33%

Note: +/- change shown between Budget 2022/2021 where there was a difference of five or more points.

### Other issues and actions to prioritize for Budget 2022

Respondents were given the option to tell us if there were any other actions or issues they thought City Council should prioritize for Budget 2022. The summary of themes is shown below. The majority of comments were related to the Council priorities already mentioned, underscoring the importance of these to the public. Some additional issues/actions mentioned include:

- Streamlining City finances to specifically minimize internal costs was mentioned by both residents and businesses
- Businesses also identified development/density, parks/green space and support for and investment in arts and culture as additional important issues

## Summary of themes

Residents (n=1,717)	Businesses (n=429)
<ul style="list-style-type: none"> <li>• Community safety/crime prevention/policing – 16%</li> <li>• Housing/homelessness – 14%</li> <li>• “Defund police”/reduce police budget – 12%</li> <li>• City finances (controlling spending, budget expenses, taxes, salaries/wages) – 10%</li> <li>• Drug/opioid crisis – 7%</li> <li>• Core services/programs – 6%</li> <li>• Cleanliness/maintenance of streets/roads/sidewalks/pathways – 6%</li> <li>• Climate change/environment – 5%</li> <li>• Healthcare/mental health – 5%</li> </ul>	<ul style="list-style-type: none"> <li>• City finances (controlling spending, budget expenses, taxes, salaries/wages) – 21%</li> <li>• Community safety/ crime prevention/ policing – 15%</li> <li>• Housing/homelessness – 15%</li> <li>• Economic development/ attracting/ businesses – 10%</li> <li>• Core services/programs – 10%</li> <li>• Drug/opioid crisis – 9%</li> <li>• Cleanliness/maintenance of streets/roads/sidewalks/ pathways – 9%</li> <li>• Climate change/environment – 8%</li> <li>• Development/density (level/type, zoning) – 8%</li> <li>• Defund police/reduce police budget – 7%</li> <li>• Parks/greenspace (invest/restore) – 6%</li> <li>• Arts and culture (supporting/investing) – 5%</li> <li>• Infrastructure (improvements/repairs) – 5%</li> <li>• Streamline City services/departments/more efficiency – 5%</li> </ul>

Note: Categories/themes mentioned by 5% or more of each group are shown.

## Support for measures to balance budget

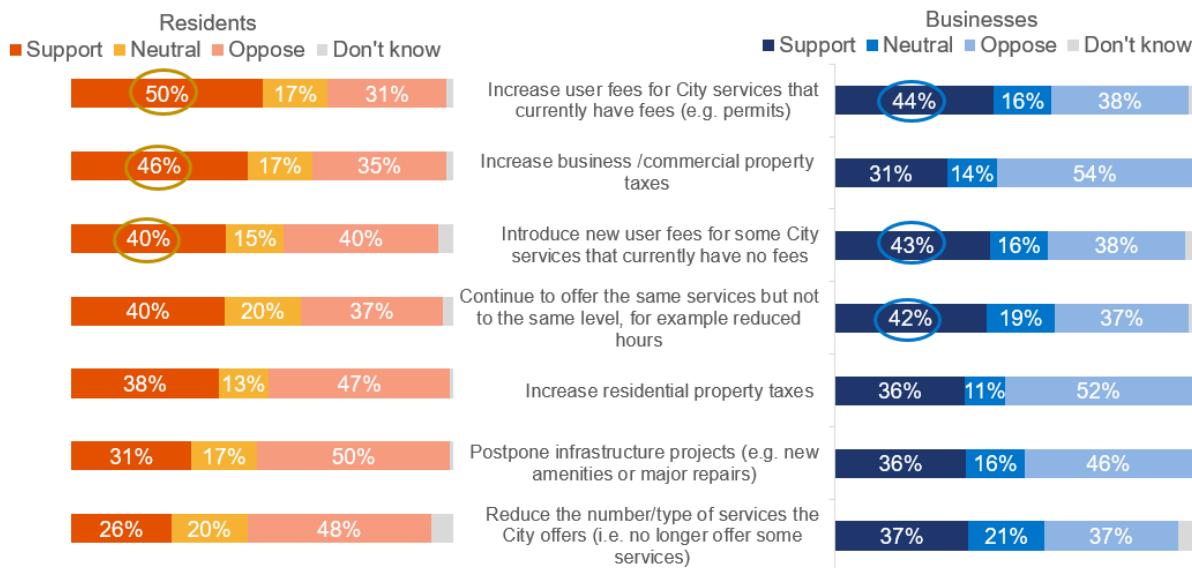
As part of the survey, respondents were asked the following question about their preferences for balancing the City's budget: “The City has a number of financial tools that can be used to balance the budget. Tell us how much you support or oppose each of the following options.”

Overall, user fees were popular options among both residents and businesses for balancing the City's budget.

There were also some notable differences between residents and businesses:

- Residents surveyed were more supportive of increasing business/commercial property taxes than businesses were (46% vs. 31%).
- Businesses were more likely to support reducing the number and type of services the City offers than residents (37% versus 26%).

## Preferred options for balancing the City's budget



Base: Residents (n=4,373), Businesses (n=829)

The City has a number of financial tools that can be used to balance the budget. Tell us how much you support or oppose each of the following options.

There were also differences between age groups in terms of support for these options:

- Residential respondents **under 40** were more supportive of increasing property taxes, especially for business property taxes (55% vs. 43% for 40-59 and 35% for 60+)
- Those above **40** tended to be more supportive of reduced service levels (47% vs. 33% for under 40), new user fees (45% vs. 35%), postponing infrastructure projects (36% vs. 25%) and reducing the number or type of City services (31% vs. 20%)

## Types of services to reduce level of service or stop offering

Respondents who supported the City not offering some services or reducing the level of some services were asked a follow-up question about which specific services they had in mind. Although the questions focused on services, respondents also mentioned spending reductions the City could take to help balance the budget. A summary of themes is shown below.

### Services to stop offering

Respondents mentioned a wide variety of services that they were willing for the City to stop offering, alongside areas in which spending could be cut. Among residents, the most common mentions related to housing/homelessness services, City Hall (reduced hours, staffing etc.) and parks/green space (Park Board, reduced staffing and maintenance).

Among businesses, the most common mentions were related to City finances (controlling spending, budget expenses, taxes, and salaries/wages), City Hall (reduced hours, staffing etc.) and housing/homelessness services.

Residents (n = 848)	Businesses (n = 231)
<ul style="list-style-type: none"> <li>• Housing/homelessness – 15%</li> <li>• City hall (hours, staffing, etc.) – 13%</li> <li>• Parks/greenspace (Park Board, staffing, maintenance) – 11%</li> <li>• Arts and culture – 10%</li> <li>• Police (defunding/ reducing police budget) – 8%</li> <li>• Social/ community services – 8%</li> <li>• Streamline City services/ departments – 7%</li> <li>• Bike lanes -7%</li> <li>• Non-essential services (e.g., not core services) – 7%</li> <li>• Addiction services - 7%</li> <li>• City finances (controlling spending, budget expenses, taxes, salaries/wages) – 5%</li> <li>• Environment programs/ climate change – 5%</li> </ul>	<ul style="list-style-type: none"> <li>• City finances (controlling spending, budget expenses, taxes, salaries/wages) – 15%</li> <li>• City hall (hours, staffing, etc.) – 14%</li> <li>• Housing/homelessness – 12%</li> <li>• Streamline City services/ departments – 10%</li> <li>• Parks/ greenspace (Park Board, staffing, maintenance) – 10%</li> <li>• Arts and culture – 10%</li> <li>• Bike lanes – 10%</li> <li>• Police (defunding/reducing police budget) – 9%</li> <li>• Non-essential services – 9%</li> <li>• Environment programs/climate change – 6%</li> <li>• Cleanliness/maintenance of streets/roads/ sidewalks/pathways – 6%</li> <li>• Addiction services (incl. safe injection sites) – 5%</li> <li>• Permit/licences – 5%</li> </ul>

Note: categories mentioned by 5% or more of each group are shown.

## Services level reductions

When asked about services that could be reduced to help balance the budget, library services were mentioned most frequently by both residents and businesses. Residents also mentioned reducing services related to City Hall (reduced hours, staffing etc.) and community centres. Business respondents also mentioned streamlining City services/departments and reducing services at City Hall.

Residents (n = 1,217)	Businesses (n = 251)
<ul style="list-style-type: none"> <li>• Library services – 22%</li> <li>• City Hall (hours, staffing, etc.) – 15%</li> <li>• Community centres – 14%</li> <li>• Police – 10%</li> <li>• Recreation/sport facilities – 9%</li> <li>• Streamlined City services/departments – 7%</li> <li>• Parks/green space – 7%</li> <li>• Encourage online/phone/mail options instead of in-person services – 6%</li> <li>• Garbage/recycling – 6%</li> <li>• Permit office – 5%</li> <li>• Non-essential services/programs – 5%</li> </ul>	<ul style="list-style-type: none"> <li>• Library services – 16%</li> <li>• Streamlined City services/departments – 15%</li> <li>• City Hall (hours, staffing, etc.) – 13%</li> <li>• Police – 12%</li> <li>• Non-essential services/ programs – 11%</li> <li>• Public engagement/communications – 10%</li> <li>• Community centres – 9%</li> <li>• Recreation/sport facilities – 6%</li> </ul>

Note: categories mentioned by 5% or more of each group are shown.

## Other suggestions for balancing the City's budget

In addition to the list of presented options for balancing the budget, the survey asked: “Do you have any other ideas to help balance the budget?” A summary of comments are shown below. Residents and businesses provided a wide variety of suggestions, but for both groups, ideas related to cost savings and improving efficiency were among the most popular (e.g., reduce City staff or salaries, reduce spending overall, and streamline services).

Residents (n = 2,245)	Businesses (n = 500)
<ul style="list-style-type: none"> <li>• Reduce salaries of City employees - 18%</li> <li>• Raise taxes (for rich/corporations) - 14%</li> <li>• “Defund police”/reduce police budget - 13%</li> <li>• Reduce spending/save money (unspecified) - 9%</li> <li>• Increase property taxes - 8%</li> <li>• Reduce City staffing - 7%</li> <li>• Stick to core services - 6%</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce City staffing - 15%</li> <li>• Reduce spending/save money (unspecified) - 14%</li> <li>• Streamline City services/departments – 14%</li> <li>• Raise taxes (for rich/corporations) -13%</li> <li>• Defund police/reduce police budget -11%</li> <li>• Increase property taxes - 9%</li> <li>• Reduce salaries of City employees - 8%</li> <li>• Less funding for housing/homelessness - 7%</li> <li>• Stick to core services - 7%</li> <li>• Improve speed of licensing/permitting - 6%</li> <li>• Reduce/minimize spending on parks/ green spaces - 5%</li> <li>• Less funding for bike lanes - 5%</li> </ul>

Note: Percentages for categories are not mutually exclusive.

## Tax tolerance among property owners

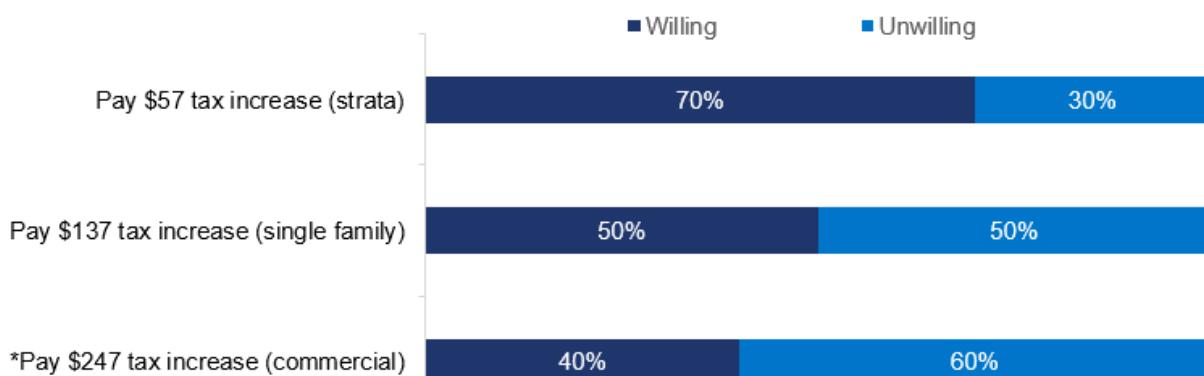
As with previous budget surveys, the Budget 2022 survey asked property owners about their willingness to pay an increase in next year's property taxes. New for this year, the public were asked about their willingness to pay a specific dollar amount increase in annual property taxes, instead a percentage increase (i.e., willingness to pay 1% to 5% more).

The various dollar amounts presented in the survey corresponded to a 5% tax increase and were calculated based on the median assessed value of different property types (i.e., condo/strata, single-family home, business/commercial property). This percentage reflected the City Council motion directing City staff to prepare a budget for 2022 with a maximum property tax increase of 5%.

Between 50%-70% of residential property owners surveyed were willing to pay more in property taxes next year:

- Seventy percent (70%) of strata property owners surveyed said they would be willing to pay a \$57 tax increase
- For respondents who lived in a single-family home, we see an even split: 50% willing, 50% unwilling to pay a \$137 increase in property taxes for 2022

Among business property owners, 40% said they would be willing and 60% said they would be unwilling to pay a property tax increase of \$247. Note: The results for this group should be interpreted with caution as the sample size was small (less than 100). The small number of business respondents for this question is a reflection that commercial property owners are a sub-set of the overall business respondents in the survey.



*Base: Strata property owners (1,384), Single family property owners (n=950) Commercial property owners (n=57)*  
*\*Note. Small sample size, interpret with caution*

*How willing or unwilling would you be to pay an additional \$ for next year's property taxes?*

Residential respondents unwilling to pay the specified amount were asked a follow up question: "How much are you willing to pay (if anything)?" Many of those who were unwilling to pay the specified increase were open to increases of a much smaller amount.

	Unwilling Strata Property (n = 417)	Unwilling Single Family Property (n = 467)
<b>Amount unwilling to pay</b>	\$57 more	\$137 more
<b>Alternate amount willing to pay (\$ average)</b>	\$6.58 more	\$21.11 more

Note: Results are not shown for businesses because of the small sample size (less than 50).

### Tax tolerance among property owners - historical comparisons

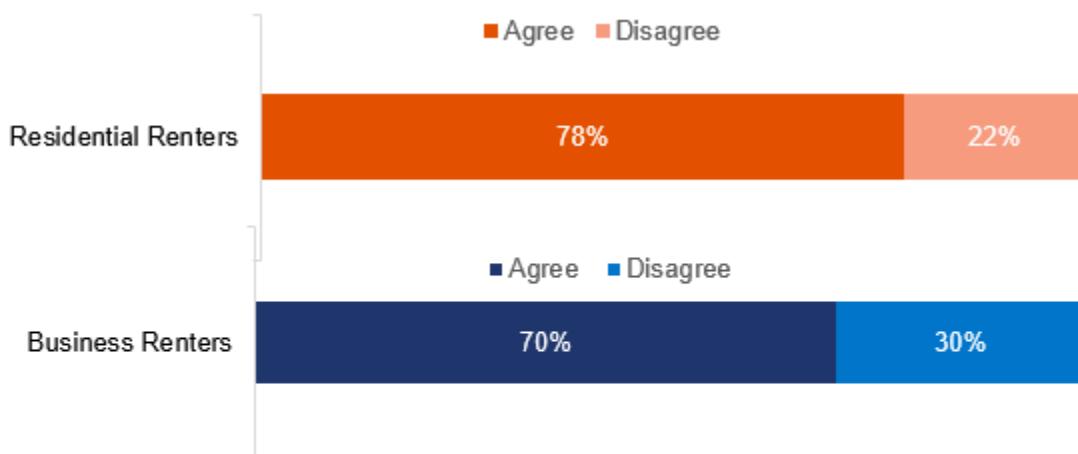
Historically, when offered the option of a property tax increase of between 1% and 5%, survey respondents have selected lower percentages i.e., 1%-2%. However, when expressed in equivalent dollars, residents are much more willing to pay a 5% tax increase. For Budget 2021, willingness to pay a 5% tax increase among residents was 15% (when expressed as equivalent dollars).

### Tax tolerance among renters

In the past, renters were asked if they were willing to pay more rent to maintain the current level of City services (as a result of a property tax increase that may be passed onto them by their property owner). During previous budget consultations, renters provided some vocal feedback, disagreeing with the notion that rent increases were correlated with landlords' property tax increases. Renters stated that allowable rent increases specified by the Province had more influence on their rent than municipal property taxes. Based on this feedback, we revised the tax tolerance question for renters.

New for Budget 2022, residential and business property renters were asked about their **general agreement with property tax increases for residential and commercial property owners of no more than 5%** "to continue to provide the City programs and services that most support the well-being of residents and local businesses every day".

On average, three quarters of residential and business property renters agreed with a 5% property tax increase for property owners to help support the continued provision of City services.



*Base. Residential renters (n=1,908), Business renters (n=326)*

*"...City Council has voted that the tax increase for next year should be no more than 5%. The additional tax dollars would be used to continue to provide the City programs and services that most support the well-being of residents and local businesses... Would you agree or disagree with such a property tax increase?"*

Among residential renters, those **under 40 years** of age show relatively greater support for increasing taxes among property owners than those who are 40 and above (81% vs. 73%).

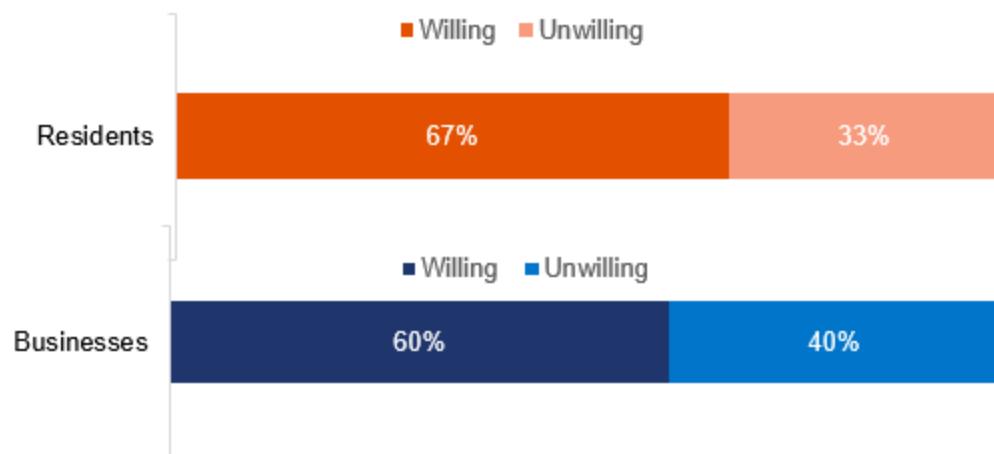
Direct historical comparison of tax tolerance among renters is not possible due to the new format of the question asked in this year's survey.

## Support for user fees to maintain or improve service

Respondents were asked specifically about their support for increasing user fees for services **they personally, or their business use**: “Would you be willing to pay more in user fees for the services you or your business use in order to maintain or improve them?”

The majority of residents and businesses surveyed are willing to pay more in user fees, with residents somewhat more willing than businesses (67% vs. 60%).

### Willingness to pay more in user fees



*Base: Residents (n=4,373), Businesses (n=829)*

*“... Would you be willing to pay more in user fees for the services you or your business use in order to maintain or improve them?”*

### Historical comparisons – user fees

The willingness of respondents to pay more in user fees for services has somewhat decreased over time; however, it is still supported by 60% or more of those surveyed over the past three years. Residential respondents have tended to show more support for increases to user fees than businesses.

### Willingness to pay more in user fees – historical comparisons

	Budget 2022		Budget 2021		Budget 2020	
	Res.	Bus.	Res.	Bus.	Res.	Bus.
Willing (Very or Somewhat)	67%	60%	69%	67%	73%	61%

## Focused Conversations

### Overview

In previous years, the annual budget engagement process involved not only a city-wide survey but also in-person activities at various locations around the city and an in-person workshop with various stakeholders. During the course of the COVID-19 pandemic, in both 2020 and 2021, public engagement was delivered mainly through online/digital methods. While shifting online has allowed some members of the public to remain connected to the City's budget engagement, these methods also worsen the exclusion of some communities in the city.

The purpose of the Focused Conversations activity was to:

- Create a dedicated opportunity for traditionally underrepresented community members to provide insight into the City's annual budget in an inclusive, low-barrier environment
- Develop a more nuanced understanding of the spending priorities of different people to complement the findings of the city-wide survey
- Create a starting point for relationship building with members of different underrepresented and marginalized communities for future budget engagements

A third-party provider was contracted to help invite and gather feedback from Vancouver residents on priorities and preferences for delivering a balanced operating budget. In particular, we wanted to hear from individuals who may not typically participate in civic processes, representing different racial backgrounds, life stages, and income levels, and who live in different parts of the city. As a starting point for this year, we sought feedback from people who:

- Are experiencing low income
- Identify as a member of an ethnocultural community
- Identify as Indigenous
- Are under the age of 25
- Consider themselves to be older adults (age 65 and over)

We recognize that this list was not all-inclusive of the different communities who experience exclusion in our budget planning processes. Additionally, participants may not be wholly representative of the communities they identify with. Full representation was not the goal of this engagement program; this year's approach was intended to act as a starting point for future budget engagements with various groups experiencing marginalization or underrepresentation.

### How was it promoted?

The workshops were promoted through community contacts to reach participants from the specific communities identified for this year's engagement. Organizations and groups that were encouraged to share the invitation included: neighbourhood houses, settlement organizations, community advocacy groups and various other community-serving non-profits.

Widely promoting engagement opportunities on social media was not advised due to potential community safety concerns. Sharing among known community networks and peers created an additional layer of safety by reducing the risk of anonymous participants instigating harmful and discriminatory language or sentiments. In addition to balancing community safety, honoraria were provided to all participants to acknowledge their time and life experience.

This recruitment method, coupled with the timing of the engagement in late summer, resulted in lower attendance numbers than anticipated. We did learn that certain communities prefer in-person engagement, which we were able to offer to participants experiencing low-income in partnership with a local non-profit, Exchange Innercity. A session for Indigenous people was offered but unfortunately, none of the registered participants were able to attend.

### **Who participated?**

The workshops took place between August 26 and September 15, 2021, and consisted of the following groups.

Date/Time	Group	# of Participants
August 26   10:00 - noon	Older adults	11
August 30   18:00 - 20:00	Ethnocultural communities	8
September 15   11:30 - 14:00	Low-Income communities	12
September 15   18:00 - 20:00	Youth	4
	<b>Total</b>	<b>35</b>

Over the course of each two-hour workshop, participants received a presentation by City staff providing an overview of the City's budgeting process. Key topics included:

- What is a city budget? Capital vs. operating budgets
- Money coming in (operating revenues)
  - Property tax
- Money going out (operating expenditures)
- City services
- City Council Priorities and budget challenges for 2022
- Budget timeline and opportunities for public feedback

Following the presentation, participants were invited to ask questions and then the majority of the workshop focused on guiding participants through four exercises (details in next section) to share their perspectives and stories.

## Results

### Exercise 1: Council priorities for Budget 2022

To better understand how participants ranked City Council's priorities for the budget, we asked: "Given the current context of the COVID-19 pandemic, which of the following budget priorities is most important to you? Why?"

Below are the top two priorities identified for each session.

Top Budget Priorities		
<b>Older adults</b>	Increase focus on equity and critical social issues	Address affordability and the housing crisis
<b>Ethnocultural communities</b>	Increase focus on equity and critical social issues	Protect and build a resilient economy
<b>Low-income communities</b>	Address affordability and the housing crisis	Increase focus on equity and critical social issues
<b>Youth</b>	Accelerate action on climate change	Address affordability and the housing crisis

Some of the sentiments participants shared regarding their top priorities included:

- *"There is systemic racism in Vancouver and it must be dealt with."*
- *"During the heat wave, many seniors had 911 calls that were more than an hour long. Housing situation lacks AC and basic needs, etc."*
- *"Vancouver is getting hotter each year, we have to put more attention on climate change."*
- *"Housing, no secure place to live leaves folks vulnerable. It gets harder to get into the market year by year. A secure place to live is a basic need. Even folk who make what should be a decent living can't get housing."*
- *"Many small business owners are immigrants, who need to have their livelihood protected."*

To learn about any additional considerations that the Council priorities might not have covered, we also asked: "Are there any other actions or issues (not discussed or outlined earlier) you think Council should prioritize for Budget 2022?"

The additional issues for each participant group are presented in the table below.

	<b>Older Adults</b>	<b>Ethnocultural Communities</b>	<b>Youth</b>	<b>Low-income Communities</b>
<b>Additional actions or issues to prioritize</b>	<ul style="list-style-type: none"> <li>• Housing</li> <li>• Recreation</li> <li>• Anti-racism and discrimination</li> </ul>	<ul style="list-style-type: none"> <li>• Anti-Asian racism</li> <li>• Housing</li> <li>• Preserve local businesses</li> <li>• Climate action</li> <li>• Social issues</li> <li>• Diverse housing</li> </ul>	<ul style="list-style-type: none"> <li>• Climate action</li> <li>• Housing</li> <li>• Economy that supports people</li> <li>• Support low-income residents</li> </ul>	<ul style="list-style-type: none"> <li>• Housing</li> <li>• Core services for the DTES</li> <li>• Climate change</li> <li>• Low-barrier employment</li> <li>• Harm reduction</li> <li>• Support diversity of people</li> <li>• Compassion is needed for street cleaning</li> </ul>

### Exercise 2: City Services

To better understand the types of services that participants felt needed more, the same or less focus, participants were asked: “Thinking of all the services the City provides, which services do you think should receive more, less, or the same level of funding? Why?”

Findings are presented below.

	<b>Older Adults</b>	<b>Ethnocultural Communities</b>	<b>Youth</b>	<b>Low-income Communities</b>
<b>More Funding (+)</b>	<ul style="list-style-type: none"> <li>• Public space</li> <li>• Public amenities</li> <li>• Programming and dedicated services</li> </ul>	<ul style="list-style-type: none"> <li>• Culturally appropriate programming and institutions</li> <li>• Promotion and publicity of grant program</li> <li>• Technology services</li> </ul>	<ul style="list-style-type: none"> <li>• Library youth programming</li> <li>• Truth and Reconciliation</li> </ul>	<ul style="list-style-type: none"> <li>• Affordable and dignified housing (and greater accountability for providers)</li> <li>• Libraries and community centres</li> <li>• Indigenous spaces and education</li> <li>• Harm reduction</li> <li>• Food security</li> </ul>
<b>Same Funding (=)</b>		<ul style="list-style-type: none"> <li>• Corporate services</li> </ul>		<ul style="list-style-type: none"> <li>• Arts and culture</li> </ul>
<b>Less Funding (-)</b>	<ul style="list-style-type: none"> <li>• Incentives for developers</li> </ul>	<ul style="list-style-type: none"> <li>• Police services</li> </ul>	<ul style="list-style-type: none"> <li>• Police services</li> </ul>	<ul style="list-style-type: none"> <li>• Police services</li> </ul>

Some of the reasoning provided by participants included the following:

- “Need open outdoor spaces to facilitate being outside in rain and enjoying nature.”
- “[There are] not enough washrooms for people that like to walk around the city.”
- “Community centres and programs for ethnic communities.”
- “Truth and Reconciliation - education about Indigenous peoples, events to celebrate and promote Indigenous knowledge and ways of learning.”

### **Exercise 3: Financial Tools**

To gauge the level of support for various financial tools to balance the budget, participants the following question was posed: “The City has a number of financial tools that can be used to balance the budget. Tell us how you feel about the following tools, and how might each tool affect certain areas of your life?” The level of support for different financial tools was similar for participants in the older adults, ethnocultural communities and low-income groups – with increased property taxes generally being the most preferred option:

	Older Adults	Ethnocultural Communities	Youth	Low-income Communities
<b>Most preferred</b>	<ul style="list-style-type: none"> <li>• Increase property tax</li> </ul>	<ul style="list-style-type: none"> <li>• Increase property tax</li> </ul>	<ul style="list-style-type: none"> <li>• Postpone infrastructure projects</li> </ul>	<ul style="list-style-type: none"> <li>• Increase property tax</li> </ul>

The options participants supported the least varied by group.

Participants were also invited to comment on the different financial tools. Some of the themes emerging from those discussions included the following:

- Many participants supported increasing property taxes as a tool to balance the budget but acknowledged this was complex. Participants were particularly concerned about impacts on small businesses, and suggested the City consider additional taxes on luxury housing.
- For several groups, low-barrier access to certain community services was considered essential, and concern was expressed that reducing services or increasing fees would greatly affect that access. If the City were to consider such tools, participants asked that we take equity into consideration. Participants also requested the City be specific when seeking feedback about adjustments to services and fees.

*“Services are what make Vancouver a livable community. We have a growing population of seniors so I hate to reduce those services, especially needed for those who have low income. Raising taxes is easier but I admit there are consequences.”*

### Exercise 4: Preferences around engagement

As a part of our goal to build better relationships in the budget engagement process, we wanted to understand how we could improve in the future. We asked: “What has worked well, or could be improved in our budget engagement process? How would you like to be engaged in future conversations about the City budget?” Some of the key themes included:

- Offer a combination of virtual and in-person engagement options
- Close the loop and communicate back to participants; report back on what the City heard, how that information is being used, and how their feedback might influence outcomes
- Build relationships in communities and partner with organizations to promote events and increase participation
- Focused Conversations style outreach is welcomed (i.e., with different identity affinity groups)
- Address other potential barriers e.g., technology access and transportation, and promote engagement opportunities through non-conventional means
- Honoraria are appreciated

### Overall highlights/learnings

This year’s Focused Conversations were intended to complement “mainstream” engagement methodologies, and to draw out additional considerations from underrepresented and marginalized groups. A key takeaway from the feedback is that changes to essential services (e.g. increased user fees, reduced service levels) can have disproportionate impacts on various groups; therefore, potential changes should be contemplated with equity in mind.

## Conclusion

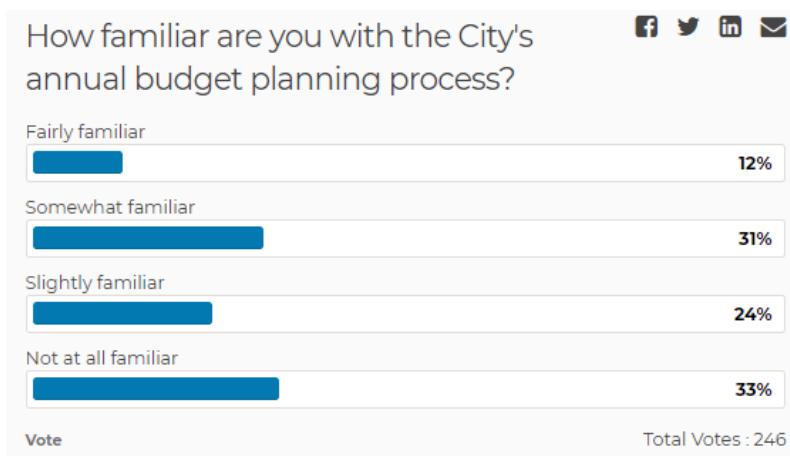
**Thank you to everyone who took the time and energy to share your priorities and thoughts for the 2022 Budget.** Public input helps inform departmental service plans and, ultimately, City Council's decision-making.

### Considerations for future engagement opportunities

Results from this year's budget engagement reflected the ongoing impacts of the COVID-19 pandemic on all aspects of our lives, and emphasized the need to maintain core City services for residents and businesses along with continued focus on housing and affordability.

Specific areas identified for future exploration and improvements include:

**Improving peoples' understanding of the City's budget and services:** During the engagement period, a "quick poll" was conducted on the Shape Your City platform to gauge people's understanding of the City's annual budget. The results continue to show that there are more opportunities for the City to expand its educational outreach around the budget planning process and associated services. Increasing the civic literacy of our residents and businesses can help facilitate more in-depth budget engagement for future years.



**Continuing to reduce barriers to engagement:** We recognize that the conventional tools used for engagement, such as surveys, are not always the most effective or sensitive way to reach certain segments of our population who have been under-represented in the City's past engagement efforts. Building on learnings from this year, particularly during the Focused Conversations activities, City staff will continue to explore various approaches and tools, including relationship building, that better suit different segments of our population across the city.

## Appendix A: Weighted sample characteristics (Civic Service Satisfaction Survey)

### Residents

#### Weighted Sample Characteristics (weighted by gender/age and neighbourhood)

##### RESIDENTS

	2021 (n=600)	2019 (n=602)	2018 (n=600)
<b>Neighbourhood</b>			
Downtown/West End	17%	17%	17%
Northwest	16%	16%	16%
Northeast	17%	17%	17%
Southwest	19%	19%	19%
Southeast	31%	31%	31%
<b>Gender</b>			
Male	47%	46%	48%
Female	51%	51%	50%
Other	<1%	1%	1%
Refused	2%	1%	1%
<b>Age</b>			
18 to 34 years	33%	33%	33%
35 to 54 years	34%	34%	34%
55+ years	32%	32%	32%
<b>Children &lt;18 in HH</b>			
Yes	22%	25%	22%
No	77%	75%	78%

	2021 (n=600)	2019 (n=602)	2018 (n=600)
<b>Own/Rent</b>			
Own	53%	53%	54%
Rent	39%	42%	41%
Other	7%	5%	6%
<b>Income</b>			
<\$60K	32%	37%	35%
\$60K to <\$100K	28%	26%	21%
\$100K+	32%	27%▼	33%
Refused	9%	10%	11%
<b>Ethnicity</b>			
European (net)	42%	42%	46%
Asian (net)	38%▲	31%	31%
North American (net)	19%	23%	22%
Latin/South American (net)	4%	6%▲	2%
African (net)	1%	1%	1%
Other regions (net)	2%	3%	5%
Refused	3%	5%	3%

▲ / ▼ Significantly higher/lower than previous year.

### Businesses

#### Weighted Sample Characteristics (weighted by business size)

##### BUSINESSES

	2021 (n=200)	2019 (n=201)	2018 (n=200)
<b>Neighbourhood</b>			
Downtown/West End	37%	34%	46%
Northwest	13%▼	23%▲	13%
Northeast	14%	14%	18%
Southwest	16%	19%▲	9%
Southeast	14%▲	6%	12%
<b>Business Size</b>			
<25 employees	88%	88%	88%
25 to 99 employees	10%	9%	9%
100+ employees	2%	2%	2%
<b>Own/Rent</b>			
Own	24%	23%	25%
Rent	74%	76%	74%

▲ / ▼ Significantly higher/lower than previous year.

## Appendix B: Full service wording (Civic Service Satisfaction Survey)

Chart Wording	Full Service Wording
<b>Parks/green spaces</b>	Provision and maintenance of a diversity of parks and green spaces
<b>Recreation</b>	Provision and support of recreation facilities and programs
<b>Services to enhance parks</b>	Provision of services to enhance parks and recreational experiences, such as golf courses, marinas and concessions
<b>Arts &amp; culture</b>	Support for arts and cultural services, programs, and organizations
<b>Social policies &amp; projects</b>	Social policies and projects that address issues such as poverty, mental health and addictions, immigration, and childcare
<b>Homelessness services</b>	Homelessness services, such as shelters, warming centres, and housing support
<b>Licensing &amp; support</b>	Business licensing and support
<b>Development &amp; building permits</b>	Development and building permits
<b>By-law enforcement</b>	By-law enforcement for buildings, property use and animal services
<b>Transportation infrastructure</b>	Providing transportation infrastructure for walking, bikes, transit and vehicles
<b>Parking</b>	Parking and enforcement
<b>Street infrastructure</b>	Street infrastructure and maintenance
<b>Making streets vibrant</b>	Making streets vibrant through landscaping, art, furniture, patios and innovative temporary installations
<b>Facilitating film/special events</b>	Facilitating the production and permits for film and special events on city streets and spaces
<b>Keeping our community clean</b>	Keeping our community clean - i.e., litter pick up, roads and sidewalks sweeping, receptacles etc.
<b>Water conservation</b>	Water conservation and resource management
<b>Garbage &amp; green bin collection</b>	Providing garbage and green bin collection
<b>Online payment services</b>	Online services for paying taxes, tickets, utility bills, etc.
<b>Availability of online services</b>	Availability of online services via Vancouver.ca
<b>Multi-channel service access</b>	Providing multi-channel access to City services through the VanConnect mobile app and the 3-1-1 contact centre

Chart Wording	Full Service Wording
<b>Enabling affordable housing</b>	Enabling affordable housing
<b>Economic development</b>	Promoting economic development
<b>Urban design</b>	Urban design that enhances public life and public spaces
<b>Long-range planning</b>	City-wide and community long-range planning
<b>Fire rescue &amp; medical response</b>	Fire rescue and medical response
<b>Emergency preparedness</b>	Providing emergency preparedness information and support
<b>Police services</b>	Police services
<b>Library services</b>	Library services

## Appendix C: Talk Vancouver survey respondent profile and demographic variables

The tables on the following pages show demographic variables for residents and business size for business owners to provide a respondent profile. The corresponding proportions in the Vancouver population from Census 2016 data are also shown for variables on which the data was weighted. Results for residents were weighted on age and residential zone to Census 2016 data, and data for businesses were weighted to business size.

### Profile of resident respondents

Type of respondent	Total	Talk Vancouver panel members	Local research firm panel members	City website and social media
<b>Resident</b>	4,373	2,104	201	2,068
<b>Business</b>	829	394	82	353
<b>Total</b>	<b>5,202</b>	<b>2,498</b>	<b>283</b>	<b>2,421</b>

Demographic group	Original survey sample - residents	Vancouver population (Census 2016)
<b>Age (weighted)</b>		
18-39	42%	44%
40-59	31%	32%
60 and over	27%	24%
<b>Residential zone (weighted)</b>		
Downtown: Downtown and West End	23%	17%
Northwest: North of 16th and west of Main	22%	16%
Northeast: North of 16th and east of Main	20%	17%
Southwest: South of 16th and west of Main	16%	19%
Southeast: South of 16th and east of Main	19%	31%
<b>Gender (not weighted)</b>		
Woman	50%	51%
Man	43%	49%
Non-binary/gender diverse	3%	n/a
None of the above. I identify as...	<1%	n/a
Prefer not to say	4%	n/a

Ethnic origins	Survey sample – residents
<b>Indigenous</b>	4%
<b>North America</b>	
Canadian American	54% 5%
<b>Europe</b>	
British Isles (e.g. English, Scottish, Irish, Welsh)	30%
Central Europe (French, German, Polish etc.)	15%
Eastern European (e.g. Russian, Ukrainian, Croatian, etc.)	9%
Northern European (Swedish, Danish, Latvian etc.)	5%
Southern European (Greek, Italian, Spanish etc.)	4%
<b>Asia</b>	
East Asian (e.g. Chinese, Japanese, Korean etc.)	13%
South Asian (e.g. Punjabi, Indian, Pakistani, etc.)	4%
Southeast Asian (Filipino, Thai, Vietnamese etc.)	3%
<b>African</b>	2%
<b>Middle Eastern (e.g. Lebanese, Iranian, Syrian, etc.)</b>	2%
<b>Central/South American</b>	1%
<b>Caribbean (e.g. Jamaican, Barbadian, Cuban etc.)</b>	1%
<b>Oceania (e.g. Australian, New Zealander, etc.)</b>	1%
<b>Other</b>	3%

Note: Respondents could select up to four ethnic groups to describe their background

Housing tenure – residents	
Rent	44%
Own	54%
Live in Vancouver but do not rent or own	3%

## Profile of business owner respondents

<b>Business size (weighting applied)</b>	<b>Survey sample – businesses</b>	<b>Vancouver business size (Statistics Canada)</b>
0 employees (i.e., self-employed with no other employees) to 3 employees	64%	58%
4-9 employees	16%	18%
10-99 employees	17%	22%
100 or more employees	3%	2%

## Business property tenure

Rent	66%
Own	34%

## Appendix D: Description of City Council Priorities

Vancouver City Council has approved the following Priorities to guide City spending for Budget 2022

- **Deliver quality core services that meet residents' needs.** Examples include: libraries, policing, fire and rescue services, and utilities including water and sewer, facilities such as recreation centres, transportation and other city infrastructure.
- **Address affordability and the housing crisis.** Examples include: improved social and non-market housing options, better protection for renters, and faster permitting to put more types of housing overall, and more affordable housing, on the market more quickly.
- **Protect and build a resilient local economy.** Examples include: affordable housing for workers, improved transit options, and support for local businesses to recover from the pandemic.
- **Increase focus on equity and critical social issues.** Examples include: continued focus on Reconciliation, addressing racism and discrimination both past and present, supports for the homeless, actions to address the opioid crisis, improved childcare and social housing options, and better accessibility to services for all.
- **Accelerate action on climate change.** Examples include: public building retrofits and improved construction to reduce emissions, zero emission space and water heating, planning for sea level rise, active transportation.

## Appendix E: Full Ranking of City Council Priorities (Ranked 1-5) Online Survey

<b>Budget Priorities</b> (shown in order of top two ranking for residents)	<b>RANK</b>	<b>Residents</b> n = 4,373	<b>Businesses</b> n = 829
	1	38%	38%
<b>Deliver Quality Core Services that Meet Residents' Needs</b>	2	20%	20%
	3	15%	15%
	4	16%	15%
	5	8%	8%
	Not ranked	3%	4%
<b>Address Affordability and the Housing Crisis</b>	1	29%	20%
	2	22%	22%
	3	20%	23%
	4	12%	15%
	5	8%	9%
	Not ranked	8%	11%
<b>Protect and Build a Resilient Local Economy</b>	1	9%	17%
	2	27%	32%
	3	19%	17%
	4	16%	12%
	5	23%	17%
	Not ranked	6%	6%
<b>Increase Focus on Equity and Critical Social Issues</b>	1	6%	7%
	2	13%	10%
	3	20%	18%
	4	23%	23%
	5	27%	26%
	Not ranked	12%	15%

<b>Budget Priorities</b> (shown in order of top two ranking for residents)	<b>RANK</b>	<b>Residents</b> n = 4,373	<b>Businesses</b> n = 829
<b>Accelerate Action on Climate Change</b>	1	19%	18%
	2	17%	12%
	3	18%	16%
	4	19%	19%
	5	18%	20%
	Not ranked	10%	14%



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**For More Information:**

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