0620-30
27/02/2012

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District of North Vancouver 2011 Service Delivery Dialogue Study

Summary of Results

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Background & Objectives

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Background & Objectives

- Regularly surveying residents since 1993.
- Local governments faced many changes over the past five to six years.
- Most critical change: increase in community needs, operational and labour costs and requirements for capital infrastructure replacement, in the face of static or decreasing revenues.
- Hence, District determined the need for a study that specifically probed for *informed* views.
- To this end, Ipsos Reid (formerly Synovate) was commissioned to conduct the aforementioned study.

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Methodology

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Methodology

- Recruited 2,008 North Vancouver heads of households via telephone to participate in the study
- Emailed invite with a link to the survey (paper option offered)
  - Background information document & questionnaire
  - Reminder emails/follow-up calls
  - September 7-30, 2011
- 829 self-completed surveys (a 41% response rate), more done online (597) than by mail (232)
- Weighted by age and region for DNV heads of households
- The statistical confidence limits for 829 are +/-4%, 19 times out of 20

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Key Findings

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General Perceptions

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Attitudes toward living in North Vancouver are highly positive

Q1a-d Please rate the District of North Vancouver on the following…

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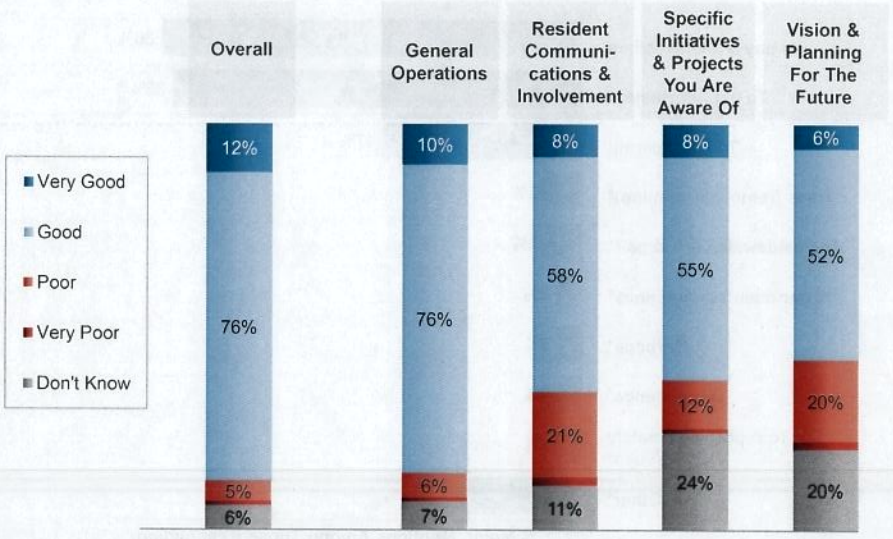
District performance perceptions are moderately rather than strongly held

Q2a-e Please rate the North Vancouver District organization's performance on the following...



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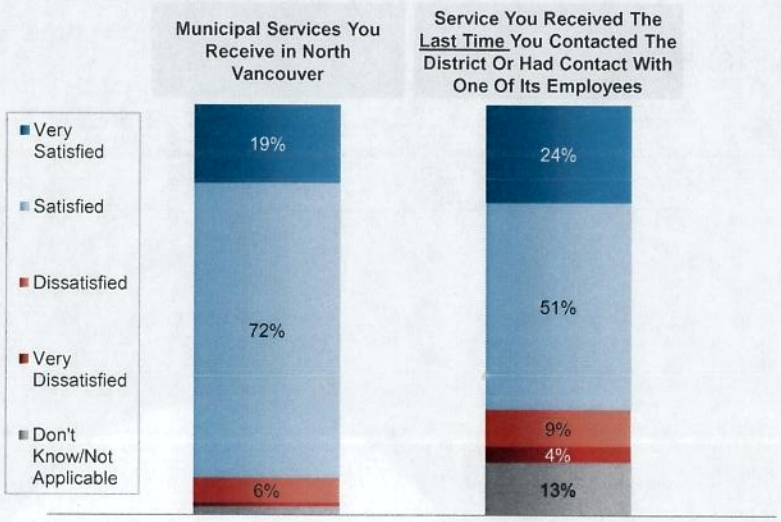
Residents are generally satisfied with the District services received

Q3a-b Please rate your satisfaction with the...



Note: In 2007, 79% of residents were very or somewhat satisfied with the overall service they received from the District or one of its employees.

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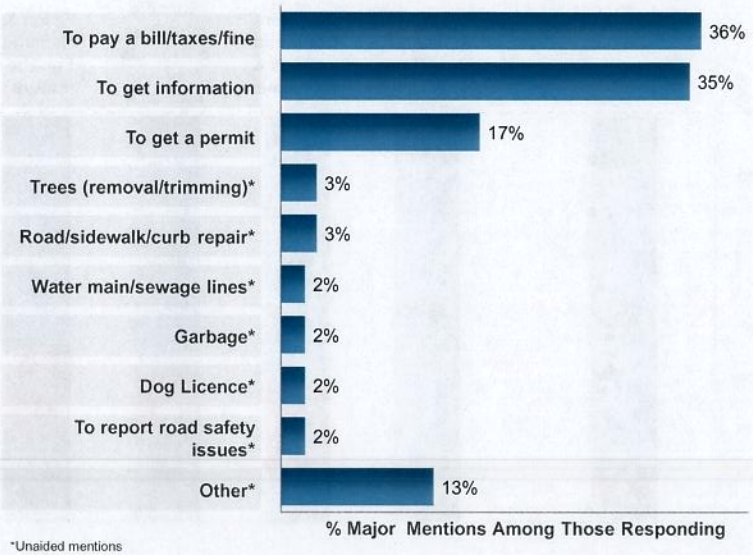
Paying bills/taxes & obtaining information most common reasons for District contact

Q3c What was the reason for your last contact with the District?



*Unaided mentions

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Taxation

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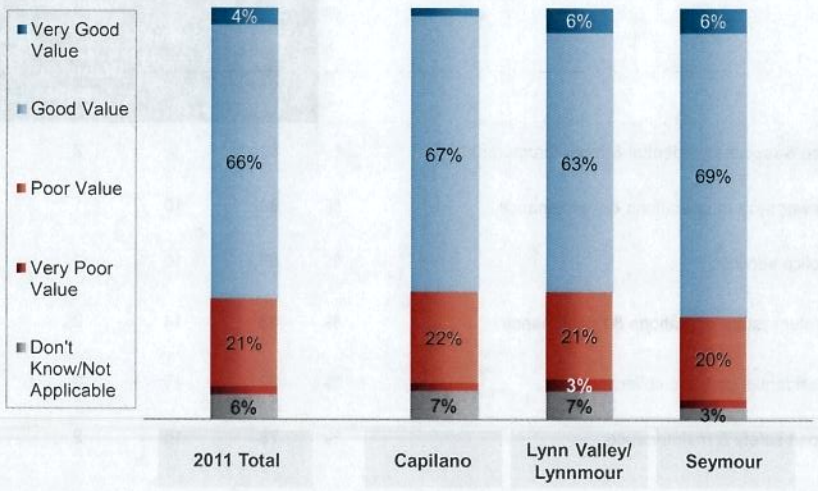
Majority of residents feel they get good value for their taxes

Q4 Overall, how would you rate the value for the amount of municipal taxes you pay?



Note: In 2007, 84% residents and in 2005, 86% of residents felt they got very good or good value for the taxes they paid.

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Service Funding Options

(List of 28 service areas)

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Services that residents feel are the top priorities

Q5a Is this a service the District must provide, should provide, would be nice for the District to provide or should it be eliminated?

		Must Provide	Should Provide	Would Be Nice For The District To Provide	Should Eliminate
Fire & rescue (residential & other structures)	%	**89**	9	2	-
Sewer system operations & maintenance	%	**88**	10	1	-
Police services	%	**87**	10	2	2
Water system operations & maintenance	%	**83**	14	2	1
Residential garbage collection	%	**82**	15	2	1
Road safety & maintenance	%	**79**	18	2	1

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Services that are seen as "must to should haves"

Q5a Is this a service the District must provide, should provide, would be nice for the District to provide or should it be eliminated?

		Must Provide	Should Provide	Would Be Nice For The District To Provide	Should Eliminate
Emergency planning & management	%	**73**	**20**	6	1
Building inspections & building plan reviews	%	**63**	**28**	7	1
Bylaw enforcement & education	%	**62**	**30**	6	2
Development permitting	%	**62**	**29**	7	2
Recycling & green waste collection	%	**62**	**28**	8	2
Natural hazards management programs (e.g. landslide or other risk studies)	%	**60**	**29**	9	1
Land use planning	%	**58**	**29**	12	2
Recreation facilities & programs	%	**53**	**39**	8	1

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Services that are a relatively lower priority

Q5a Is this a service the District must provide, should provide, would be nice for the District to provide or should it be eliminated?

		Must Provide	Should Provide	Would Be Nice For The District To Provide	Should Eliminate
Communications & community engagement	%	18	**42**	**35**	5
Specialized park/recreation attractions: Maplewood Farm, Lynn Canyon Ecology Centre & Visitor Centre	%	17	**43**	**36**	4
Horticulture/maintenance of plantings throughout the District	%	16	**45**	**36**	3
Corporate energy management (e.g. retrofitting District buildings)	%	15	**46**	**31**	8
Arts & culture (e.g. community programs, public art)	%	14	**34**	**45**	7

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Services that are most divisive in terms of desired priority

Q5a Is this a service the District must provide, should provide, would be nice for the District to provide or should it be eliminated?

		Must Provide	Should Provide	Would Be Nice For The District To Provide	Should Eliminate
Trails & natural parkland maintenance	%	**31**	**47**	**20**	1
Animal welfare	%	**30**	**37**	**25**	8
Environmental planning & projects	%	**30**	**42**	**23**	5
Social planning & other support to seniors, youth & children	%	**28**	**43**	**26**	3
Economic development (including tourism, filming & cooperation agreements)	%	**22**	**42**	**30**	6

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Residents (60% or more for each service area) generally want services maintained at current levels, however, there is some appetite for increases

Q5b **For each service, indicate if you think it should be increased or enhanced, maintained at current levels or decreased.**

		Increased Or Enhanced	Maintained At Current Level	Decreased	Should Eliminate (Q5a)
Recycling & green waste collection	%	**37**	59	2	2
Police services	%	**31**	66	2	2
Recreation facilities & programs	%	**30**	67	2	1
Road safety & maintenance	%	**29**	68	2	1
Emergency planning & management	%	**28**	69	2	1
Pedestrian, transit and cycling safety & maintenance	%	**28**	63	6	4
Land use planning	%	**26**	69	3	2
Water conservation	%	**26**	65	3	6

One of the top 6 services residents feel the District must provide

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Residents generally want service increases/enhancements to come all or in part from taxes

Q5c **For each service, indicate if you think it should be funded through taxes, user fees or a combination of taxes and user fees.**

		Taxes	User Fees	A Combo Of Taxes & User Fees
Recycling & green waste collection	%	65	5	30
Police services	%	93	-	6
Recreation facilities & programs	%	15	8	77
Road safety & maintenance	%	88	1	12
Emergency planning & management	%	83	1	17
Pedestrian, transit and cycling safety & maintenance	%	64	4	32
Land use planning	%	52	14	34
Water conservation	%	58	6	36

One of the top 6 services residents feel the District must provide

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Service Delivery/Cost Saving Options

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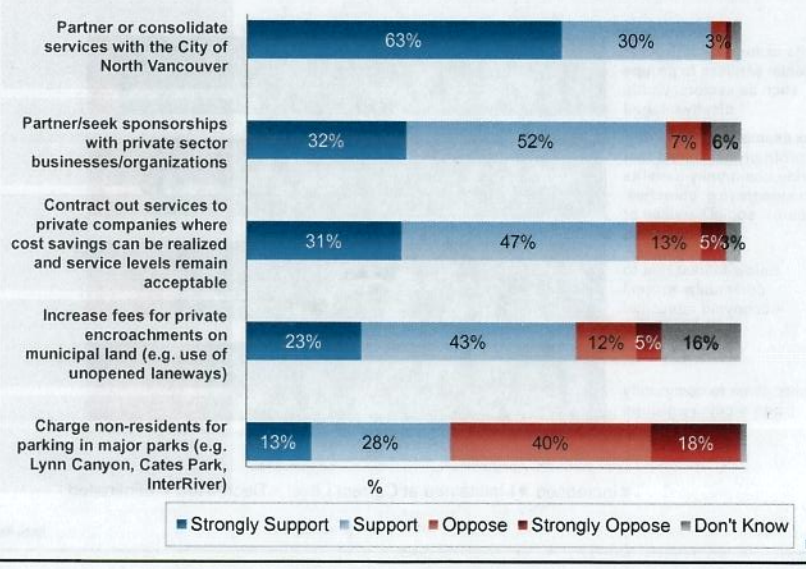
Residents are receptive to most suggestions to increase revenues/reduce costs

Q6 Please indicate whether you strongly support, support, oppose, or strongly oppose each of the following actions that the District could take to increase revenues, reduce costs, or adjust service levels.



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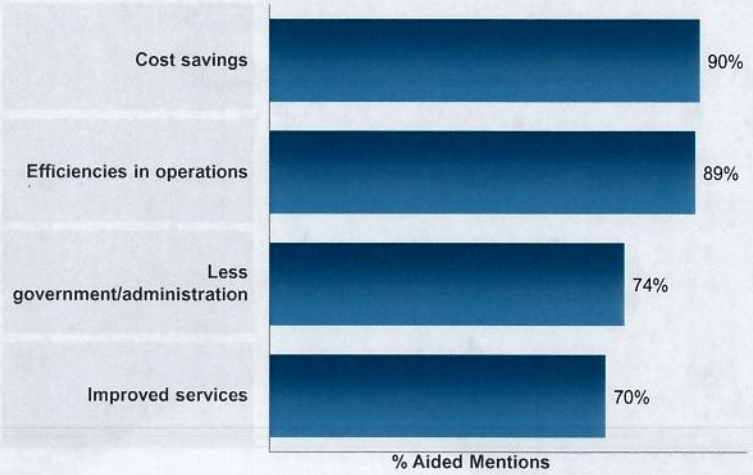
Cost savings & operational efficiencies are the most important outcomes of amalgamation

Q8 The following is a list of outcomes that may be achieved by amalgamating the District and City of North Vancouver. Please indicate which ones are most important to you.



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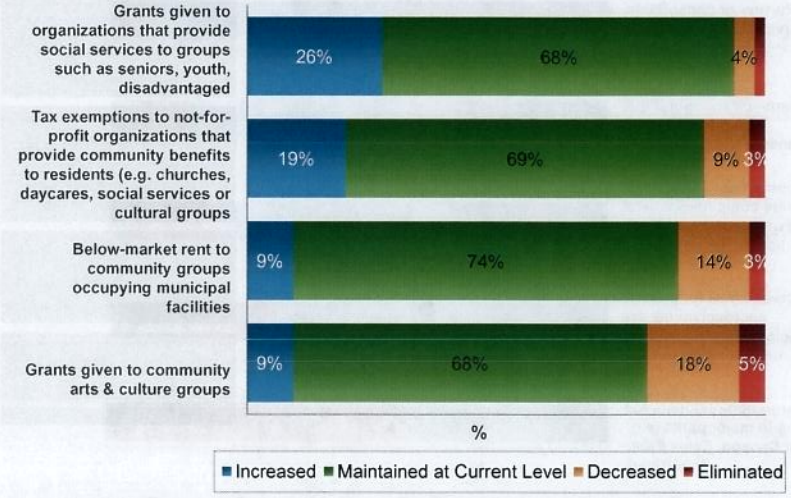
Residents generally want recreational, social & artistic financial assistance maintained

Q9 The District provides financial assistance for recreational, social and artistic purposes by way of subsidies, grants, below-market rent and property tax exemptions. For each of the following, indicate if you think the municipality should increase its financial assistance, maintain its financial assistance at current levels, decrease its financial assistance or completely eliminate it.



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Going Green

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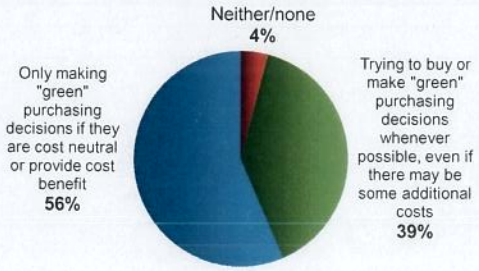
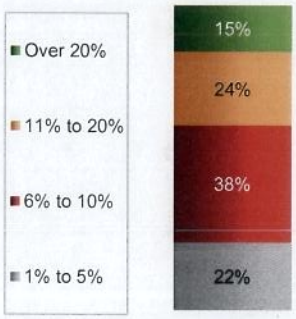
Resident "green buying" opinions are somewhat divided

Q10	In general, when the municipality is reviewing service options and making purchasing decisions, which direction do you think they should lean towards:
Q11	In general, what additional percentage increase do you think is acceptable when making "green" purchasing decisions?

Direction District Should Lean Towards



Acceptable Additional % Increase



Among Those Who Want The District To Try to Buy "Green" Whenever Possible

Note: In 2007, 86% residents strongly or somewhat supported the District purchasing more environmentally friendly products/technologies even if they were more expensive.

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Thank you

Questions?

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