

SHAPING OUR FINANCIAL FUTURE JUNE ENGAGEMENT ACTIVITIES

JULY 2015



insightrix[®]

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Background & Objectives

The City of Saskatoon has conducted an annual survey on civic services with Saskatoon residents since the early 1990s. The objectives of the survey include determining perceptions of the quality of life in Saskatoon, understanding importance and satisfaction with services provided by the City of Saskatoon and collecting opinions on hot-topic items. In 2015, this hot-topic section focused on questions regarding balancing of the City's budget, in addition to preferred priorities for spending in the future. This survey is conducted using two methods: telephone interviews and online using an online panel of Saskatoon residents. Inshtrix Research conducted this study for the City since 2009.

As part of the City of Saskatoon's efforts to collect additional public input on the 2016 budgeting process, the City contracted Inshtrix to prepare a **Shaping Our Financial Future Online Survey (Live Survey)** to supplement the hot topic questions asked in the 2015 Annual Civic Services Survey. In addition to the Live Survey, the City offered a number of **Shaping Our Financial Future In Person Survey (In Person Survey)** opportunities, to encourage citizens to participate in the 2016 Budget.

Data from the following four sources are included in this report:

1. Annual Civic Services Study – Telephone
2. Annual Civic Services Study – Online
3. Shaping Our Financial Future – Live Survey
4. Shaping Our Financial Future – In Person survey

A full copy of the 2015 Annual Civic Services Survey is available at Saskatoon.ca.

Methodology Summary

The **2015 Annual Civic Services Survey** used both telephone interviews and online panel survey data collection methods. Data was collected between May 11th and June 2nd, 2015. A total of 500 surveys were completed via telephone and 821 surveys were completed online. The margin of error for the telephone research is ± 4.4 percentage points at a 95% confidence interval (19 times out of 20). A margin of error for the online study is not applicable as online research is considered a non-probability proportional sampling technique. For further details on the methodology for this study, please refer to the **2015 Annual Civic Services Survey Report** available at Saskatoon.ca.

The **Shaping Our Financial Future Live Survey** was made available to the public through Saskatoon.ca and on the Shaping Saskatoon webpage from June 15th to June 30th, 2015. A total of 83 citizens responded to the survey. A margin of error is not applied to this as it is an online research methodology.

The **Shaping Our Financial Future In Person Survey** was made available through the following:

- a) Interactive display panels and paper surveys available at an Open House held on Monday, June 15th, 2015 at City Hall.
- b) Intercept surveys and interactive display panels available at:
 - City Hall Civic Pancake Breakfast – Thursday, June 18th, 2015
 - Saskatoon Farmers' Market – Wednesday, June 24th, 2015
 - Frances Morrison Library – Friday, June 26th, 2015
 - Saskatoon Field House – Monday, June 29th, 2015

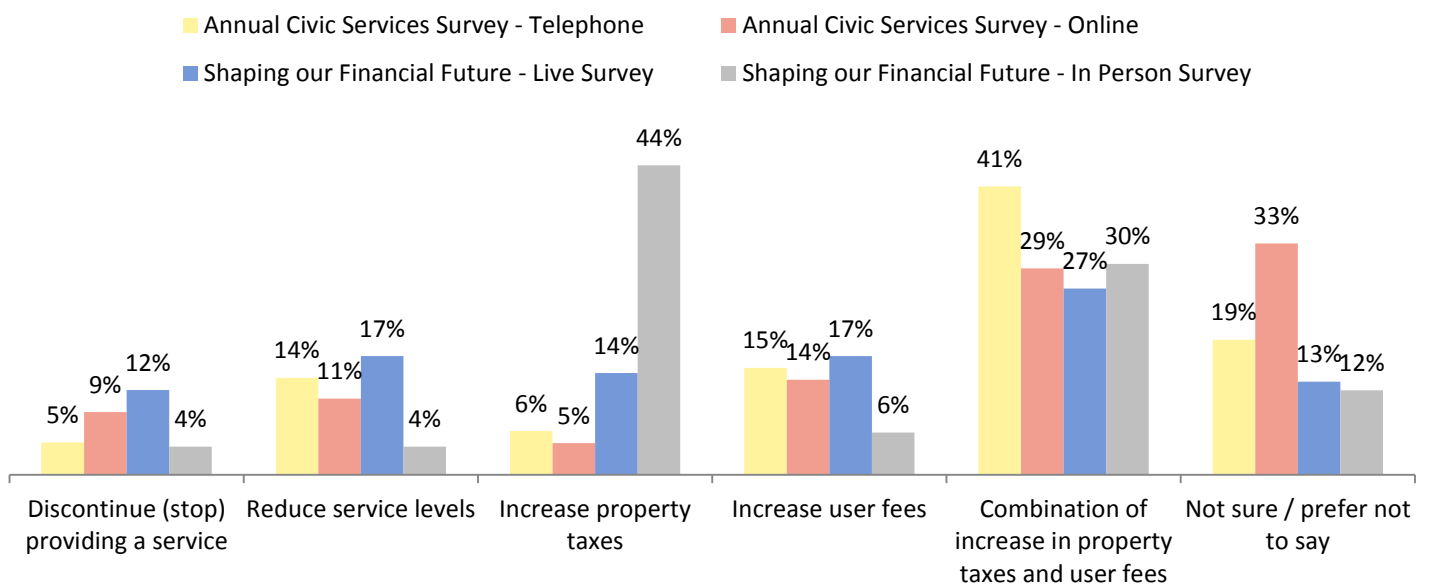
Sample size varies between 35 and 172 respondents since not all participants completed all questions on the interactive display panels and/or paper surveys.

Reporting Notes

- Due to rounding, not all results will add to exactly 100%.
- Results for questions with multiple allowed responses may total more than 100%, as respondents were able to choose more than one option.
- Each question includes a base description detailing the number of respondents who answered each question (n=#).
- Open-ended questions have been themed and coded into categories. The percentages from individual codes could total more than 100%, as comments from each respondent could be relevant to more than one code.
- *Caution is advised in interpreting findings from the Shaping Our Financial Future Live Survey and the In Person Survey as the results cannot be considered representative of the citizens of Saskatoon due to:*
 - a. *Smaller sample sizes*
 - b. *Self-selection biases*

BUDGET BALANCING

- When asked which of the following methods the City could use to balance its budget, most residents prefer a combination of increased user fees and property taxes over reducing services or no longer providing (stopping) a service.
- A greater proportion of those who responded through the Shaping Our Financial Future In Person Survey support increases to property taxes.
- A sizeable portion of those who responded through the Annual Civic Services Online Survey were unsure.



1. Which of the following methods for balancing the City of Saskatoon's budget do you prefer most? (Question 10 in Annual Civic Services Survey) Base: All respondents, n = 500 (Annual Civic Services Telephone Survey), n = 821 (Annual Civic Services Online Survey), n = 83 (Shaping Our Financial Future Live Survey), n = 50 (Shaping Our Financial Future In Person Survey).

SPENDING PREFERENCES ON CIVIC SERVICES

Citizens were next asked to indicate whether they believe the City should spend more, less, or the same amount as currently budgeted on different civic services. Findings from the four studies have been shown for comparative purposes. Remaining percentages are allotted to those who state they believe the City should spend the same amount or are uncertain.

Summary of “Spend More” and “Spend Less”

Overall, there are consistencies in the services that received the highest number of responses for spending level changes amongst all survey respondents, although the order varies slightly between different survey methods. Generally, “maintenance of major roadways” has the most support for increased spending amongst all surveys, whereas “funding for arts and cultural groups” has the most support for reducing spending.

SPEND MORE	Maintenance of Major Roadways	Snow & Ice	Street Crime	Affordable Housing
Annual Civic Services Survey – Telephone	69%	61%	61%	61%
Annual Civic Services Survey – Online	70%	60%	59%	50%
Shaping Our Financial Future – Live Survey	54%	46%	45%	28%
Shaping Our Financial Future – In Person Survey	66%	57%	55%	72%

SPEND LESS	Funding for arts and cultural groups and community organizations	Renewing the City Centre and North Downtown	Providing Animal Control Services	Parking
Annual Civic Services Survey – Telephone	32%	16%	17%	11%
Annual Civic Services Survey – Online	41%	27%	18%	15%
Shaping Our Financial Future – Live Survey	42%	39%	36%	48%
Shaping Our Financial Future – In Person Survey	22%	16%	22%	43%

Community Support

Within Community Support, fewer respondents from the Live Survey believe that the City should spend more on accessible infrastructure than respondents from the Annual Civic Services Survey. However, more respondents from the In Person Survey support increased spending in this area. This latter group also supports greater spending on arts and cultural activities, while those surveyed through other methods are far less supportive.

Spend Less				Budget Item	Spend More			
Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey		Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey
2%	4%	13%	4%	Barrier free roads, facilities and sidewalks for those with disabilities	54%	46%	30%	70%
32%	41%	42%	22%	Funding for arts and cultural groups and community organizations	15%	11%	19%	47%
17%	18%	36%	22%	Providing animal control services	9%	5%	6%	8%

Fire and Protection Services

Spending preferences are generally consistent across survey groups, with respect to fire and protection services. However, In Person Survey respondents are more supportive of spending more on fire property maintenance inspections than those surveyed through other methods.

Spend Less				Budget Item	Spend More			
Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping our Financial Future - In Person Survey		Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping our Financial Future - In Person Survey
2%	3%	7%	2%	Emergency response services	30%	31%	25%	26%
5%	6%	16%	3%	Fire and property maintenance inspections	21%	15%	19%	33%

Urban Planning and Development

Support for increased spending on planning for growth and development is generally evenly supported amongst all survey sources. However, Live Survey respondents are more evenly split in all areas on whether to spend more or less. In Person Survey respondents have the highest support to spend more on affordable housing while Live Survey respondents have the lowest support to spend more in this area.

Spend Less				Budget Item	Spend More			
Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey		Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey
12%	10%	33%	10%	Planning for growth and development	39%	45%	37%	39%
16%	27%	39%	16%	Renewing the City Centre and North Downtown	28%	26%	34%	43%
9%	14%	25%	7%	Renewing and revitalizing existing neighbourhoods	38%	28%	33%	53%
5%	10%	35%	9%	Affordable housing	61%	50%	28%	72%

Policing

An increase in spending for street crime prevention is largely supported by respondents from all surveys. However, those who participated in the In Person Survey are more likely to support increased spending on traffic safety enforcement whereas those who participated in the Live Survey are less likely to support increased spending in this area.

Spend Less				Budget Item	Spend More			
Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey		Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey
2%	4%	12%	6%	Street crime prevention	61%	59%	45%	55%
9%	16%	33%	15%	Traffic safety enforcement	29%	31%	13%	40%

Environmental Health

There is minimal support for increased spending amongst all survey respondents for maintenance of City trees, recycling collection or garbage collection. Composting programs received the most consistent support for increased spending amongst all survey respondents, followed by mosquito control. Live Survey respondents were more supportive of spending less in all areas.

Spend Less				Budget Item	Spend More			
Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey		Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey
4%	7%	19%	11%	Mosquito control	39%	32%	24%	16%
14%	18%	34%	19%	Composting programs	24%	21%	24%	43%
5%	12%	22%	7%	Maintenance of City trees	15%	9%	16%	12%
9%	11%	29%	5%	Recycling collection	14%	16%	17%	26%
9%	10%	25%	0%	Garbage collection	13%	10%	7%	18%

Transportation

Generally there is significant support from all survey respondents to spend more on maintenance of major roadways and freeways, and snow and ice. There is moderate support to increase spending on transit, and repair and maintenance of neighbourhood sidewalks among all respondents with the exception of those from the In Person Survey who commonly wish to see more spending in these areas. Traffic management and parking receive greater support for increased spending among Annual Civic Service Survey respondents than those through other methods.

Spend Less				Budget Item	Spend More			
Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey		Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey
1%	1%	6%	0%	Maintenance of major roadways and freeways	69%	70%	54%	66%
3%	3%	8%	4%	Snow and ice road maintenance	61%	60%	46%	57%
6%	14%	27%	18%	Maintenance of back lanes	31%	29%	19%	32%
9%	10%	25%	5%	Transit	40%	39%	43%	63%
5%	5%	8%	4%	Repair and maintain neighbourhood sidewalks	45%	36%	37%	60%
4%	5%	23%	6%	Traffic management such as traffic flow	41%	42%	27%	31%
11%	15%	48%	43%	Parking	38%	32%	11%	12%

Utilities

Increased spending preferences on utility items are generally consistent among all survey respondents, although those who participated in the In Person Survey are more likely to support increased spending on green energy programs.

Spend Less				Budget Item	Spend More			
Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey		Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey
11%	18%	35%	8%	Green energy programs	44%	36%	36%	58%
10%	14%	37%	20%	Flood control program	22%	12%	10%	18%

Corporate Governance and Finance

Minimal variations in increased spending preferences on corporate governance and finance are noted among those surveyed, although four in ten Live Survey respondents advise spending less on customer service initiatives.

Spend Less				Budget Item	Spend More			
Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey		Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey
13%	23%	42%	23%	Customer Service (longer hours of operation, a call centre or one point of contact with 24 / 7 service).	20%	15%	11%	27%
13%	13%	22%	13%	More online customer service options	25%	25%	30%	22%

Recreation and Culture

The majority of those who participated in the Annual Civic Services Survey (telephone and online) support consistent spending on recreation and culture programs. However, those who participated in the In Person Survey are more likely to support increased spending on many of these programs including indoor recreation and leisure facilities and programs, and maintenance of buildings and spaces.

Spend Less				Budget Item	Spend More			
Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey		Annual Civic Services Survey - Telephone	Annual Civic Services Survey - Online	Shaping Our Financial Future - Live Survey	Shaping Our Financial Future - In Person Survey
14%	15%	25%	6%	Maintenance on buildings and spaces for major sport, culture and entertainment events	21%	11%	19%	45%
6%	12%	23%	14%	Outdoor swimming pools	14%	8%	12%	21%
5%	13%	29%	3%	Outdoor sports fields such as soccer, baseball and football	15%	8%	16%	33%
4%	8%	24%	33%	Summer playground programs such as neighbourhood paddling pools, spray pads and youth centres	24%	13%	29%	31%
6%	16%	35%	22%	Indoor ice rinks	19%	9%	13%	16%
7%	11%	25%	3%	Indoor recreation and leisure facilities and programs	19%	11%	24%	47%

2. Keeping in mind that taxes or user fees may increase if the cost of providing services increases, do you think the City of Saskatoon should be spending more, less or about the same as now on each of the following services? Base: (Question 11 in Annual Civic Services Survey) All respondents, n = 500 (Annual Civic Services Telephone Survey), n = 821 (Annual Civic Services Online Survey), n = 83 (Shaping Our Financial Future Live Survey), n = 35 to 64 (Shaping Our Financial Future In Person Survey).

2016 Budget Priorities

Next, participants were asked to list three items they believe should be priority budget items for Council to focus on the most going into 2016 Budget deliberations this fall. This question was not asked of Annual Civic Services Survey respondents. The top budget priority areas among Live Survey respondents include roads/sidewalks, reduce/efficient spending, crime/ policing transit service, and infrastructure in general. In Person Survey respondents tend to list fewer priorities overall, but the order of items suggested are consistent with Live Survey respondents.

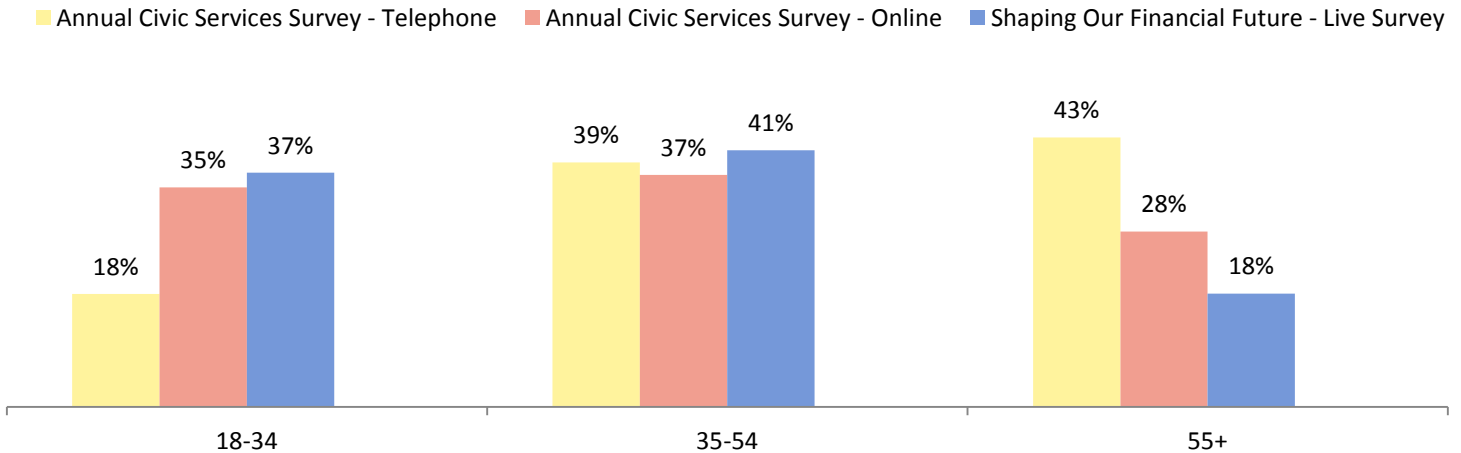
Shaping Our Financial Future Live Survey		Shaping Our Financial Future In Person Survey
42%	Roads/sidewalks	18%
35%	Reduce/efficient spending	10%
27%	Crime/policing	10%
23%	Transit service	12%
23%	Infrastructure – general	2%
20%	City programs and services	9%
18%	Taxation levels	5%
13%	Recreation facilities	7%
13%	Green energy initiatives	3%
11%	Planning for city growth/development	2%
10%	Revitalize core neighbourhoods	2%
10%	Active transportation (bike, walk, etc.)	5%
8%	Park maintenance	4%
8%	Affordable housing	11%
8%	Fire protection	0%
6%	Traffic flow/congestion	2%
16%	Other mentions	15%
0%	Don't know/no comment	0%

3. What are your top three priorities for the 2016 budget, that is, where should City Council focus the most? Base: All respondents, n = 79 (Shaping Our Financial Future Live Survey), n = 172 (Shaping Our Financial Future In Person Survey).

DEMOGRAPHICS

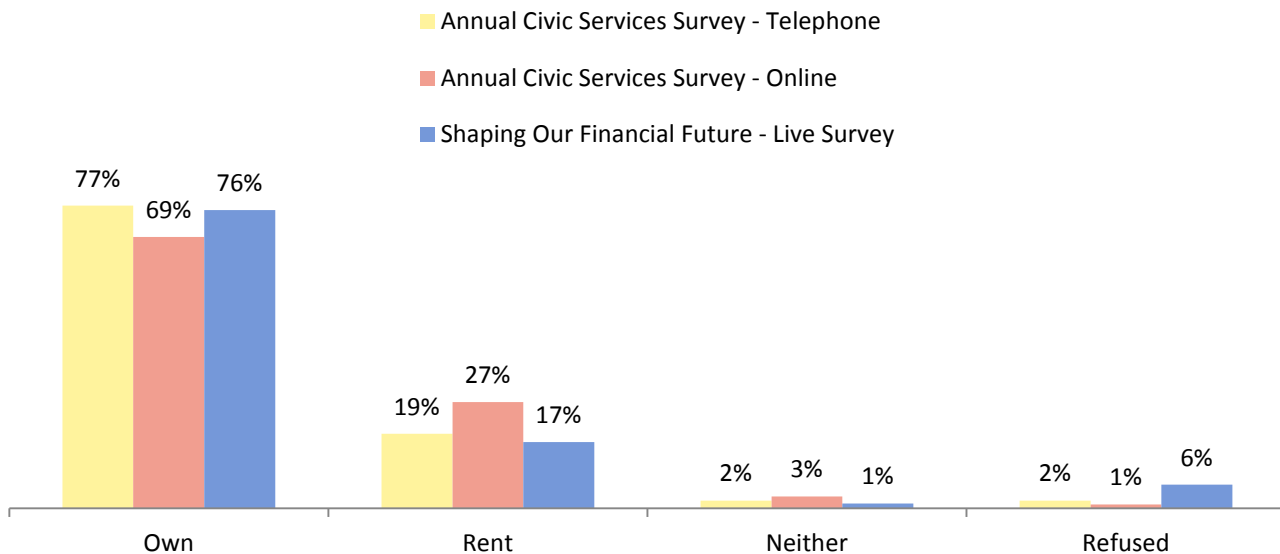
Note that demographic information was not asked of those who participated in the Shaping Our Financial Future In Person Survey.

Age Range



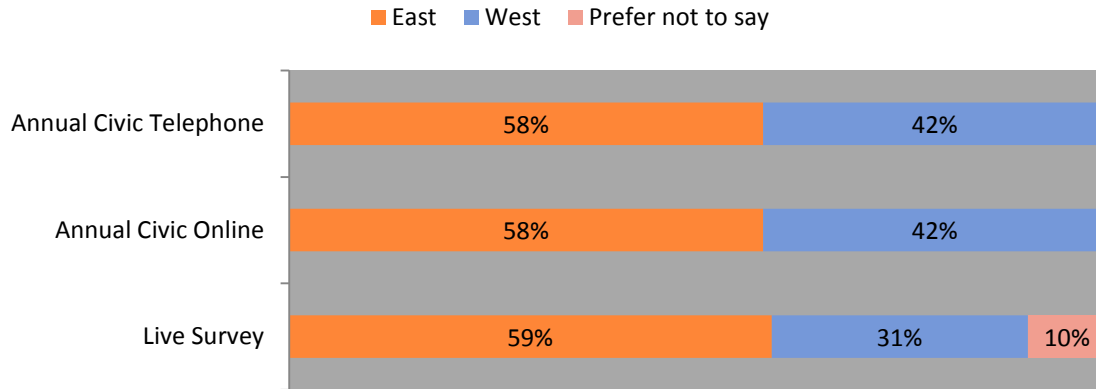
Into which age range do you fall? Base: All respondents, n = 500 (Annual Civic Services Telephone Survey), n = 821 (Annual Civic Services Online Survey), n = 83 (Shaping Our Financial Future Live Survey).

Type of Household



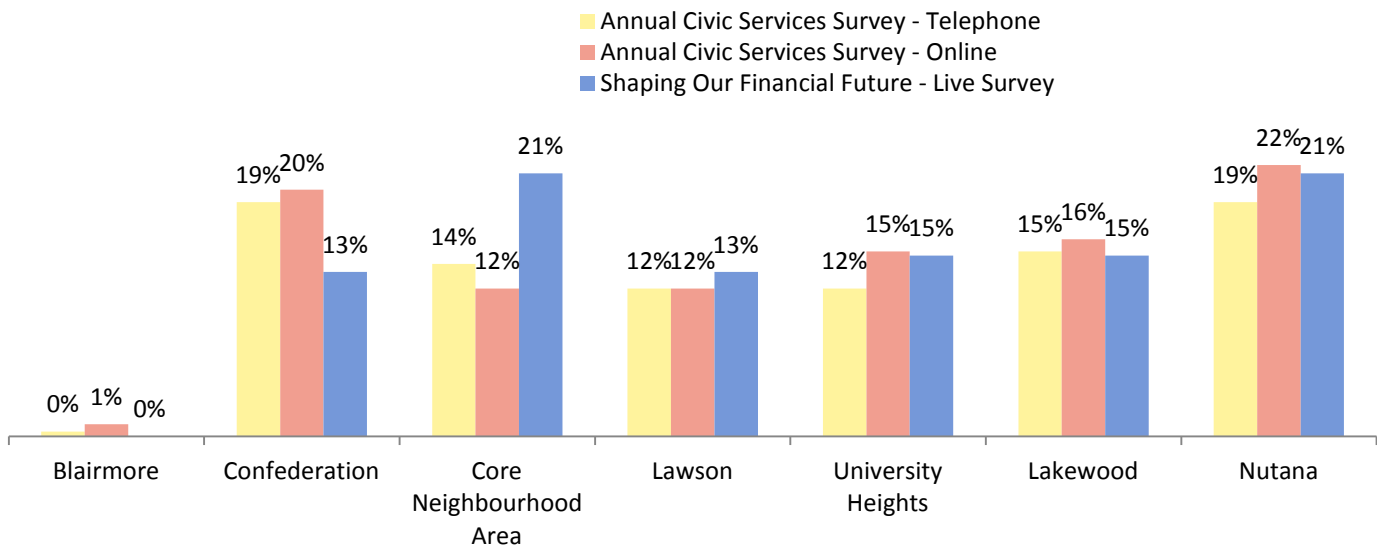
Do you rent or own your accommodations? Base: All respondents, n = 500 (Annual Civic Services Telephone Survey), n = 821 (Annual Civic Services Online Survey), n = 83 (Shaping Our Financial Future Live Survey).

Location of Residence



Do you live on the east side or the west side of the river? Base: respondents, n = 500 (Annual Civic Services Telephone Survey), n = 821 (Annual Civic Services Online Survey), n = 83 (Shaping Our Financial Future Live Survey).

Suburban District Area (SDA)



Into which of the following neighbourhoods in Saskatoon do you live? Base: respondents, n = 500 (Annual Civic Services Telephone Survey), n = 821 (Annual Civic Services Online Survey), n = 75 (Shaping Our Financial Future Live Survey).

Suburban District Areas

Blairmore SDA

Blairmore Development Area

Blairmore S.C.

Kensington

Confederation SDA

Parkridge

Fairhaven

Confederation Park

Pacific Heights

Dundonald

Hampton Village

Massey Place

Montgomery Place

Westview

Mount Royal

Holiday Park

Meadowgreen

Confed S.C.

Hudson Bay Park

West Industrial

Core Neighbourhoods SDA

Nutana

Caswell Hill

City Park

Varsity View

Westmount

Central Business District

Pleasant Hill

King George

Riversdale

Lakewood SDA

Wildwood

Lakeview

Briarwood

College Park

Lakeridge

College Park East

Lakewood S.C.

Rosewood

S.E. Development Area 901

Holmwood SDA

U of S Lands - East Management Area 718

Holmwood Development Area 904

Lawson SDA

Lawson Heights S.C.

Silverwood Heights

Lawson Heights

Mayfair

River Heights

North Park

Kelsey Woodlawn

Richmond Heights

Nutana SDA

The Willows

Nutana S.C.

Buena Vista

Eastview

Nutana Park

Stonebridge

Holliston

Avalon

Haultain

Queen Elizabeth

Greystone Heights

Adelaide Churchill

Exhibition

Brevoort Park

Grosvenor Park

University Heights SDA

Forest Grove

Silverspring

Sutherland

Erindale

Arbor Creek

Willowgrove

University Heights S.C.

University of Saskatchewan Management Area

University Heights Development Area

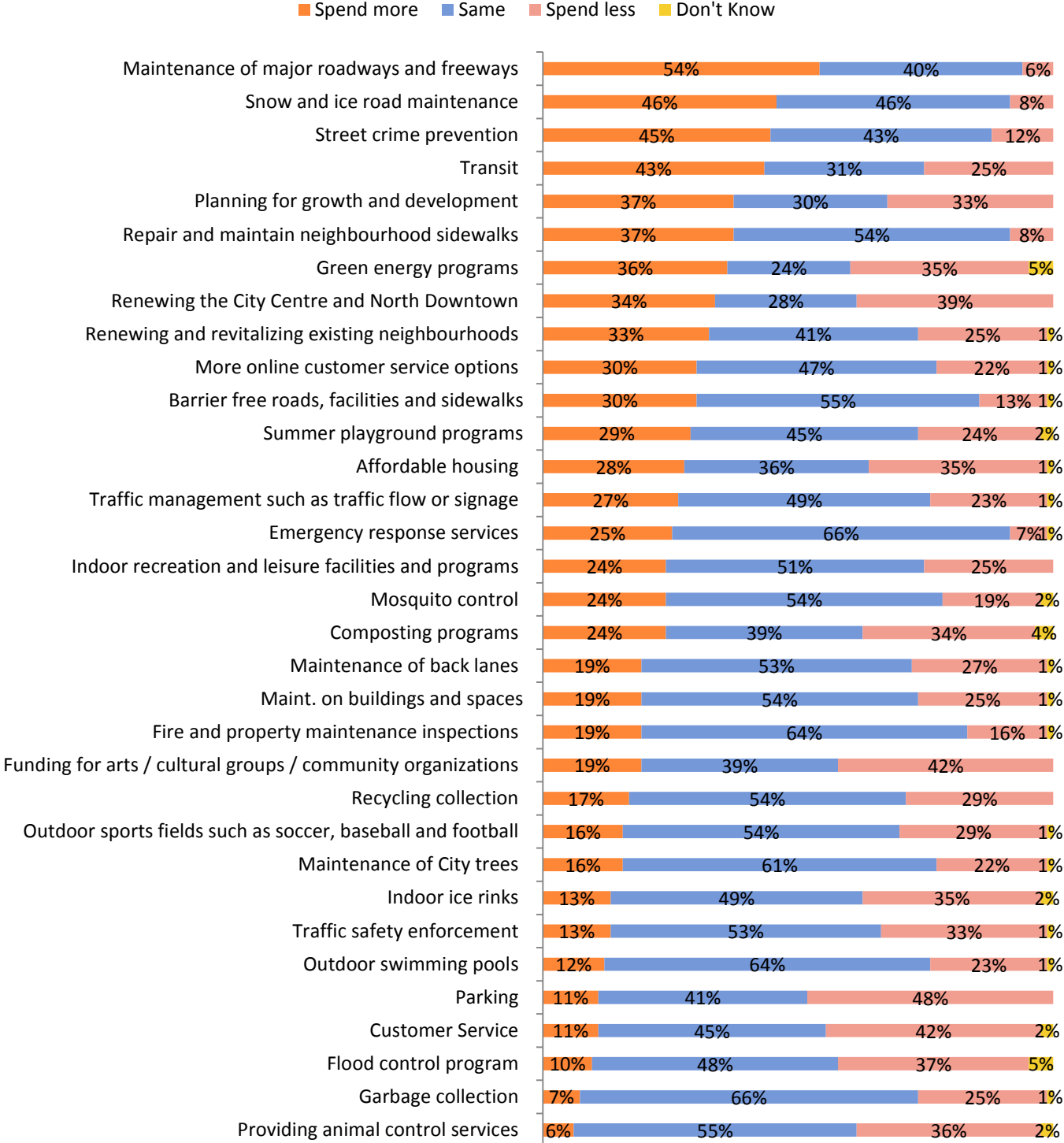
Evergreen

U of S Lands – South Management Area

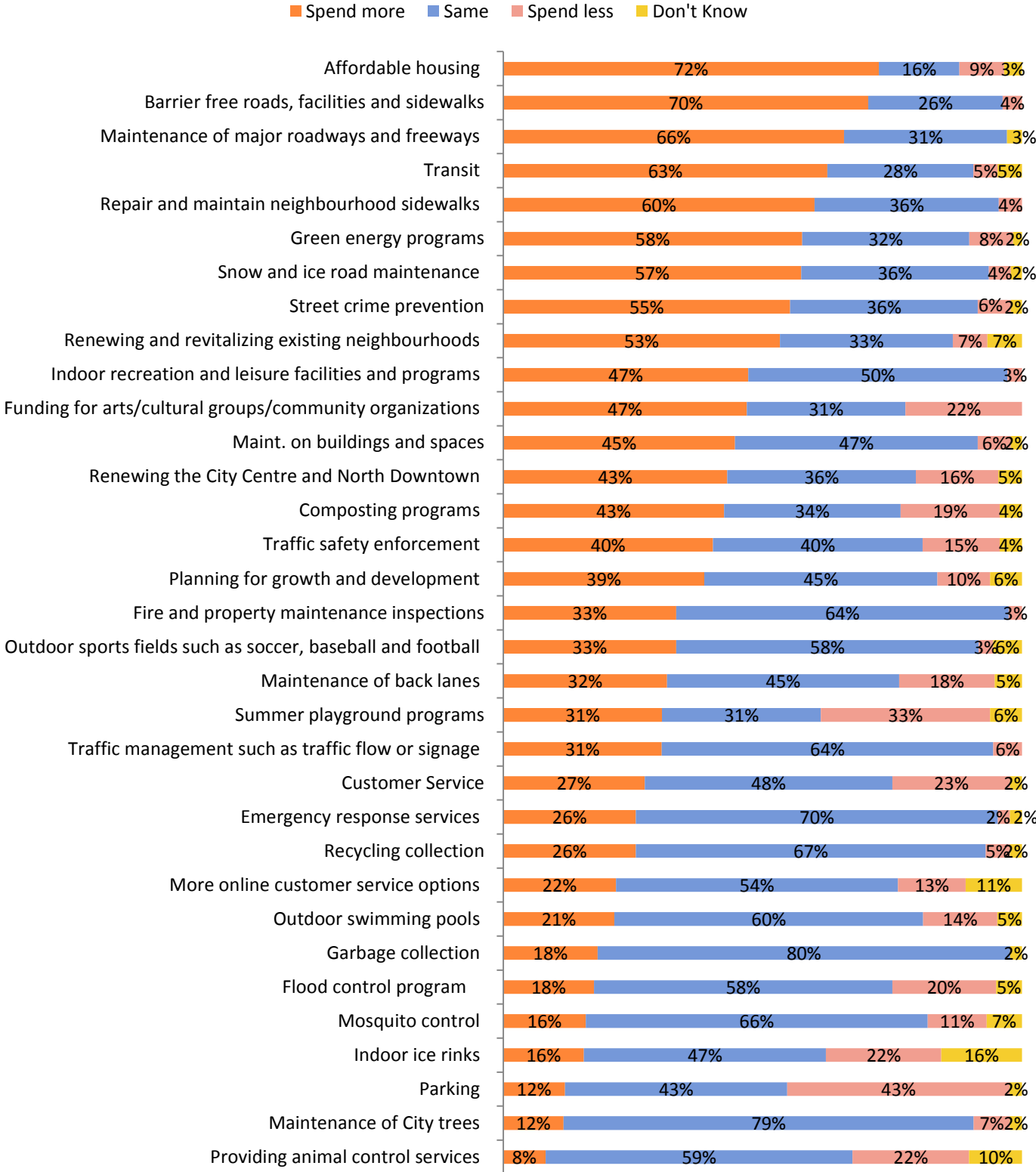
S.E. Development Area 901

APPENDIX

Spending Preferences on Civic Services (Shaping Our Financial Future Live Survey)



Spending Preferences on Civic Services (Shaping Our Financial Future In Person Survey)





City of
Saskatoon

July 2015