



EXPLORING THE
ISSUES THAT WILL
SHAPE THE 2018
CIVIC ELECTION IN
METRO VANCOUVER



VoteLocal



FLEISHMANHILLARD
HIGHROAD



GREATER VANCOUVER
BOARD OF TRADE



MUSTEL GROUP
MARKET RESEARCH



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SURVEY METHODOLOGY

The VoteLocal survey included three different groups:

The survey was completed online from July 9 to August 23, 2018.



Residents

A random sample of Metro Vancouver adults, 18 years of age or over (n=533)



Businesses

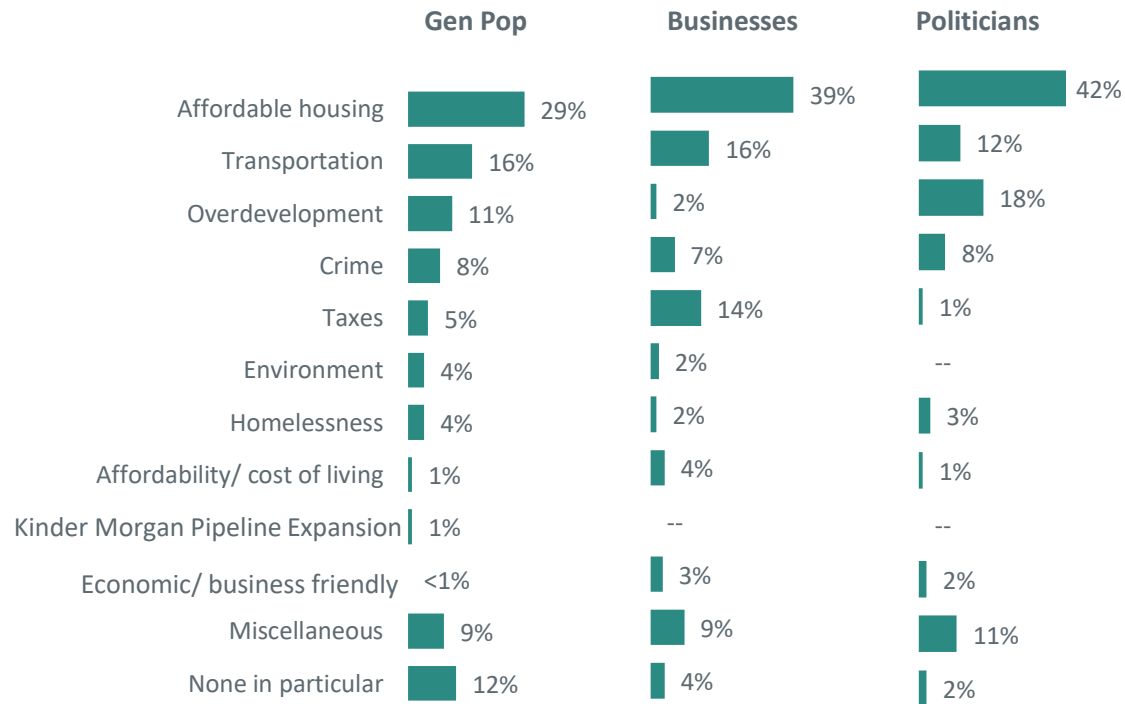
Greater Vancouver Board of Trade members (n=184)



Politicians

Current mayors and councillors, and candidates in the up-coming election (n=93)

MOST IMPORTANT ISSUE FACING YOUR MUNICIPALITY



Base: Gen pop (n=533)
Business community (n=184)
Politicians (n=93)

Q.2) What in your opinion is the most important issue facing your municipality at this time – the one which you think city hall should give the highest priority?



QUALITY OF LIFE AND AFFORDABILITY

A clear majority of residents, businesses, and politicians believe quality of life and affordability in the region have *declined* in the last five years.

CONSIDERING RELOCATING AWAY FROM METRO VANCOUVER DUE TO AFFORDABILITY

Public



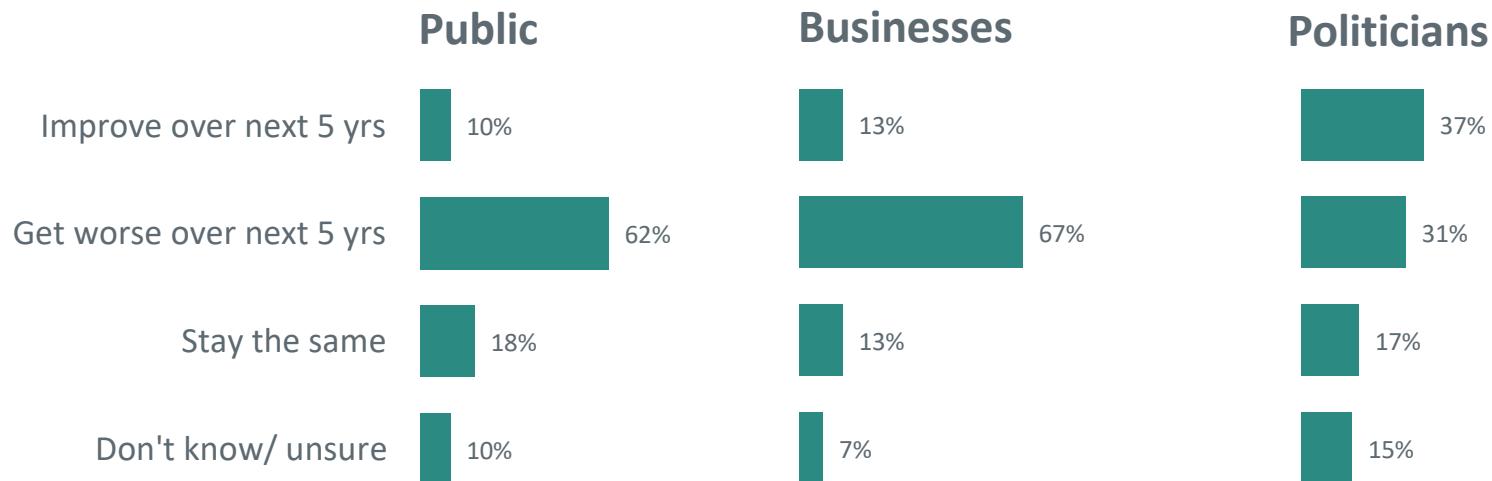
Businesses



Base: Gen pop (n=533)
Business community (n=184)

Q.6) Have you recently considered relocating away from the Metro Vancouver region due to affordability concerns?

EXPECTATIONS FOR FUTURE QUALITY OF LIFE AND AFFORDABILITY



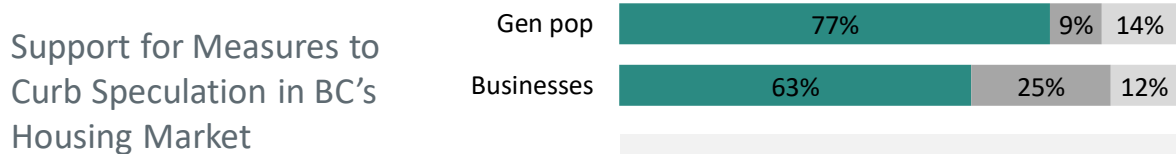
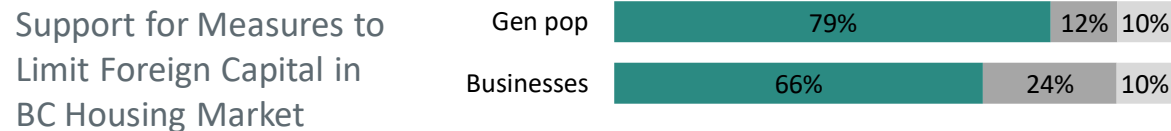
Base: Gen pop (n=533)
Business community (n=184)
Politicians (n=93)

Q.5) How do you feel about the future of the region in terms of quality of life and affordability?

HOUSING

Three-in-four businesses report that their ability to recruit or retain employees has been affected by the cost of housing.

SUPPORT FOR MUNICIPAL/PROVINCIAL HOUSING POLICIES

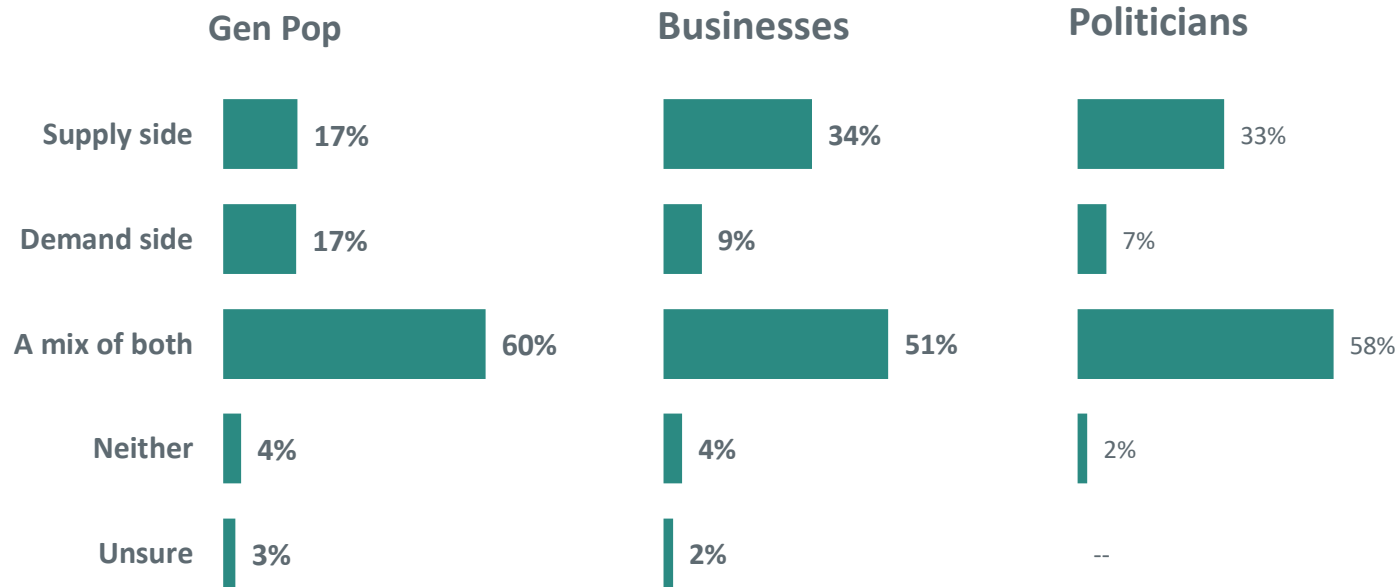


■ Support ■ Oppose ■ Unsure

Base: Gen pop (n=533)
Business community (n=184)

Q.7) Thinking about housing, do you support or oppose a tax on vacant homes (e.g. City of Vancouver's Empty Homes Tax)?

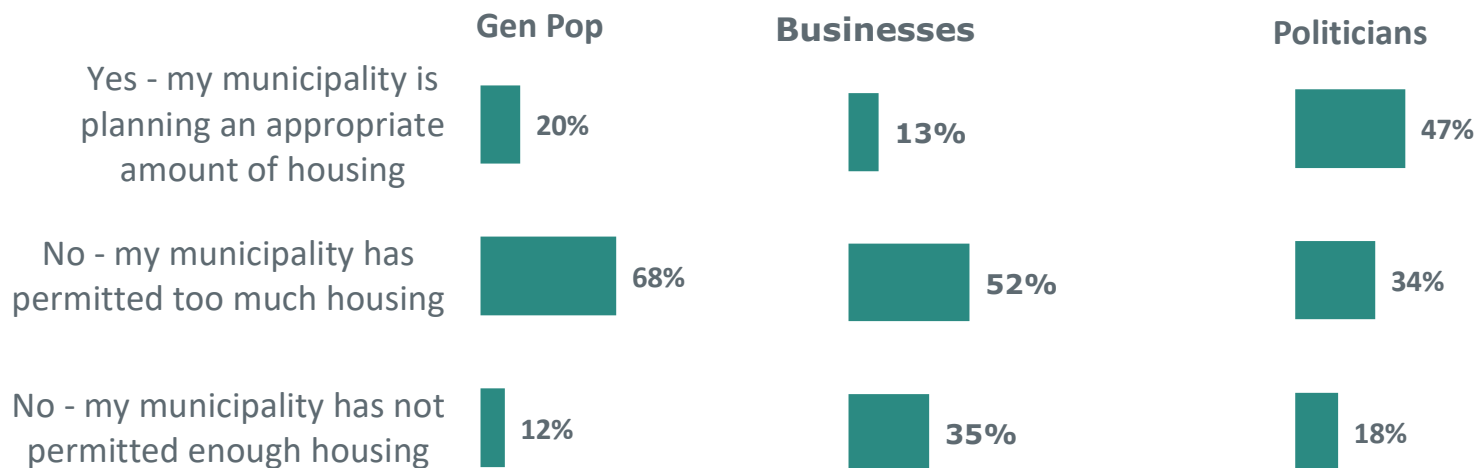
SHOULD GOVERNMENT PRIORITIZE SUPPLY OR DEMAND SIDE POLICIES?



Base: Gen pop (n=533)
Business community (n=184)
Politicians (n=85)

Q.10) Should local governments prioritize supply side policies (creation of additional housing supply etc.) or demand side policies (empty homes tax, speculation tax, foreign buyers tax, etc.) to combat the region's housing affordability crisis?

ARE GOVERNMENTS STRIKING RIGHT BALANCE OF HOUSING VS TRANSPORTATION?



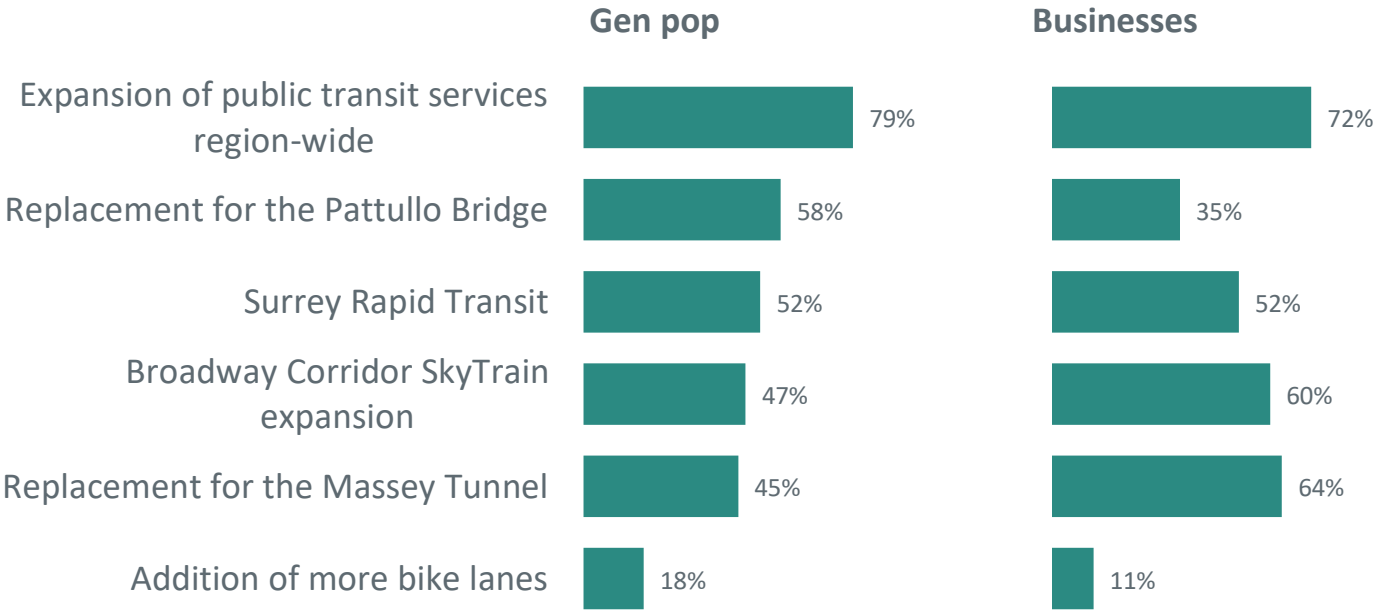
Base: Gen pop (n=533)
Business community (n=184)
Politicians (n=85)

Q.11) Thinking about population growth, do you think your local governments are striking the right balance between planning for additional housing while considering impacts on traffic congestion?

TRANSPORTATION

Prioritization of specific transportation projects varies by community, but there is broad-based support among public and businesses for increased expansion of public transit region-wide.

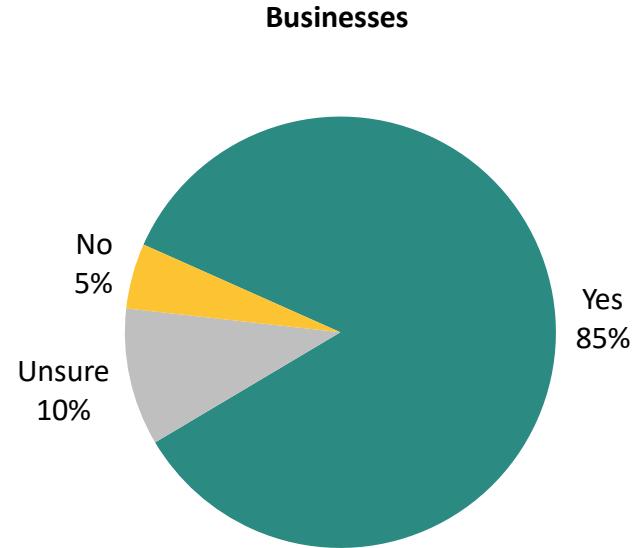
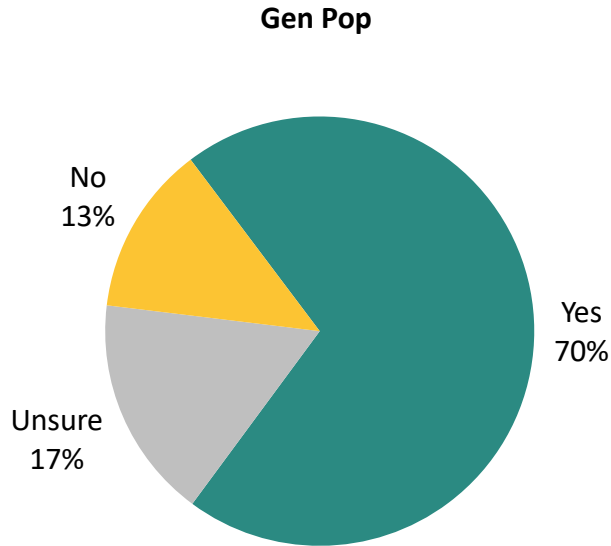
TOP THREE PRIORITY TRANSPORTATION PROJECTS



Base: Gen pop (n=533)
Business community (n=184)

Q.19) Thinking about transportation, which of the following transit and transportation projects do you think should be priorities?
Top 3 priorities

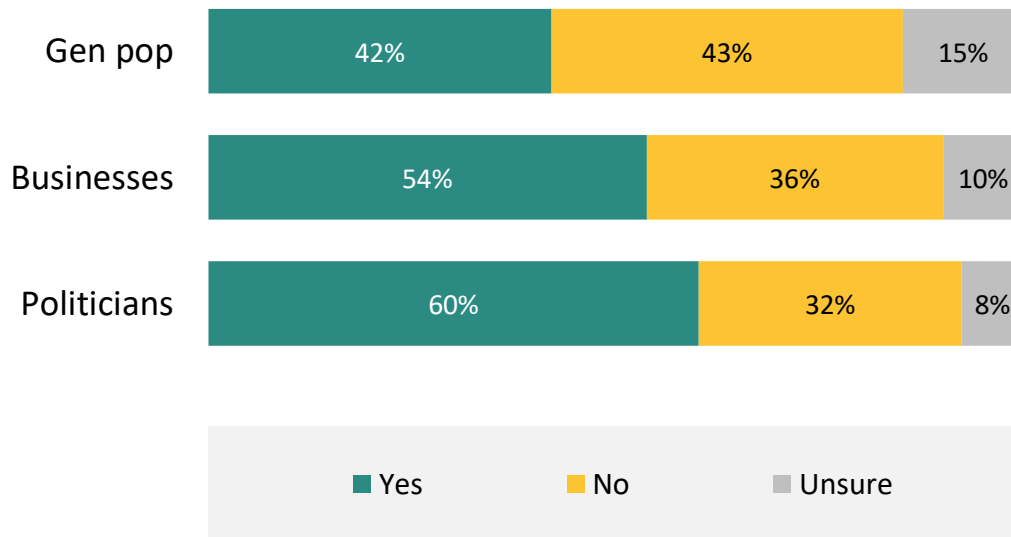
SHOULD LOCAL GOVERNMENTS WORK WITH PROVINCIAL GOVERNMENT TO ALLOW RIDESHARING



Base: Gen pop (n=533)
Business community (n=184)

Q.17) Should local government work with the provincial government to allow ridesharing (e.g. Uber or Lyft)?

SHOULD LOCAL GOVERNMENTS WORK WITH PROVINCIAL GOVERNMENT TO PURSUE MOBILITY PRICING



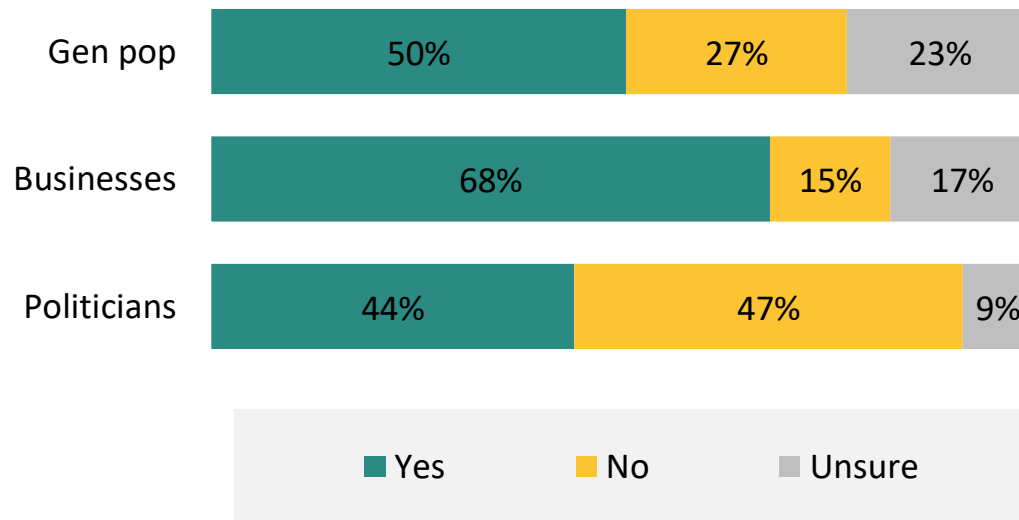
Base: Gen pop (n=533)
Business community (n=184)
Politicians (n=93)

Q.20) Should local governments work with the Province of BC to pursue mobility pricing (e.g. road tolling, distance pricing etc.) to reduce congestion and pay for transit in the region?

REGIONAL COORDINATION

General support for increased
regional coordination to
address key issues

DO YOU SUPPORT SOME AMALGAMATION OF LOCAL GOVERNMENTS?

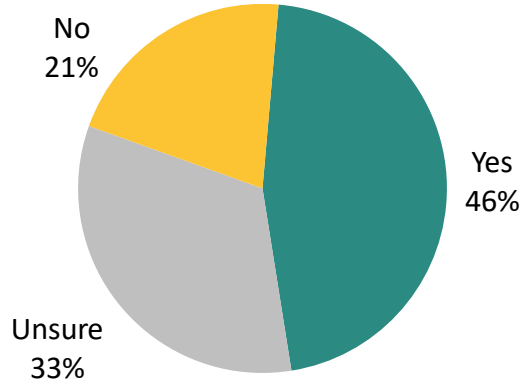


Base: Gen pop (n=533)
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Politicians (n=93)

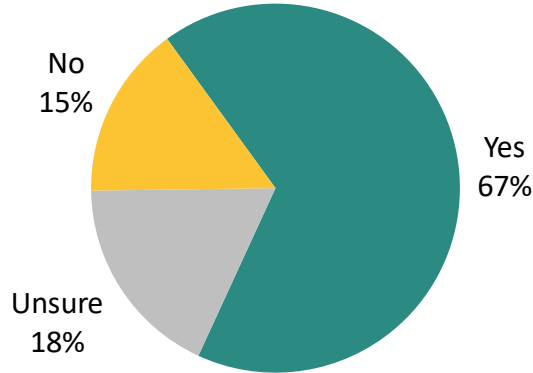
Q.22) Do you support some degree of amalgamation of local governments within the Greater Vancouver Region?

SUPPORT FOR SINGLE ECONOMIC DEVELOPMENT AGENCY

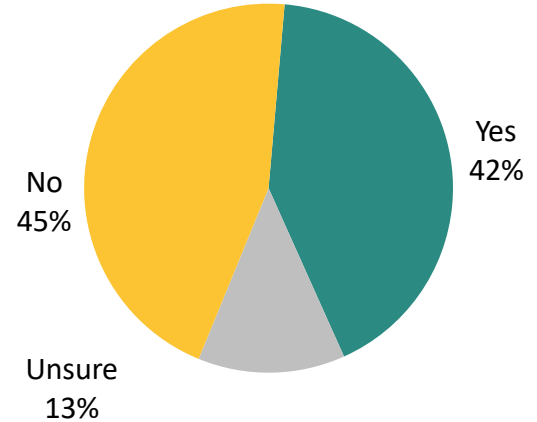
Gen Pop



Businesses



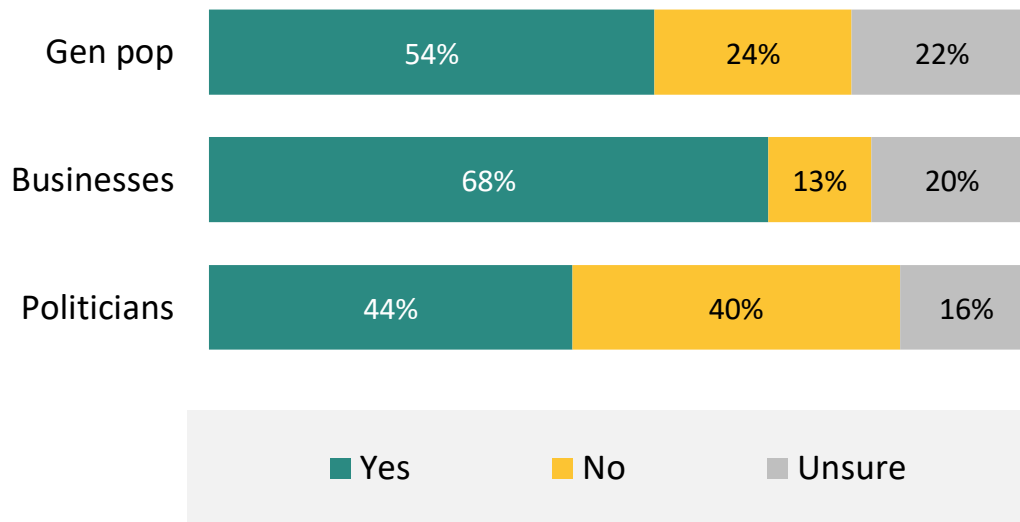
Politicians



Base: Gen pop (n=533)
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Politicians (n=93)

Q.18) Do you support the creation of a single economic development agency for the Greater Vancouver Region? (To eliminate duplication and represent the region with one voice for inbound investment promotion.)

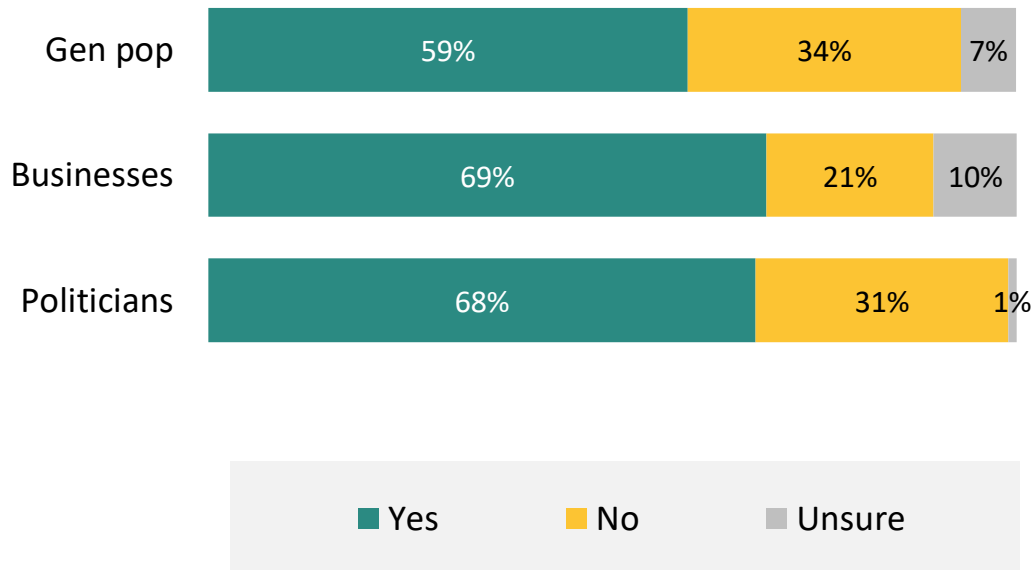
SUPPORT FOR SINGLE REGIONAL POLICE FORCE



Base: Gen pop (n=533)
Business community (n=184)
Politicians (n=93)

Q.24) Do you support the establishment of a single regional police force to better fight organized crime and gang violence?

ARE POLICE RESOURCES ADEQUATE TO ADDRESS ISSUES IN COMMUNITY



Base: Gen pop (n=533)
Business community (n=184)
Politicians (n=93)

Q.23) Do you believe police resources – either municipal or RCMP – are adequate to address crime and safety issues in your community?

PRIORITIES

Voters are most interested in seeing municipal governments focused on local issues and city services. Politicians and businesses are more inclined to prioritize housing development.

TOP 3 PRIORITIES FOR MUNICIPAL SPENDING

General Population

- #1** Local road maintenance and traffic management
- #2** Social housing and poverty reduction
- #3** City services e.g. waste collection, water and sewer, bylaw enforcement/policing and public safety

Businesses

- #1** Local road maintenance and traffic management
- #2** Planning and permitting to enable new development
- #3** Economic development

Politicians

- #1** Planning and permitting to enable new development
- #2** Local road maintenance and traffic management
- #3** Social housing and poverty reduction

Base: Gen pop (n=533)
Business community (n=184)
Politicians (n=93)

Q.16a) In terms of municipal government spending, what do you believe are the top 3 priorities for investment?

LEAST IMPORTANT PRIORITIES FOR MUNICIPAL SPENDING

General Population

- #1** Addressing the opioid crisis
- #2** Arts and culture
- #3** Climate change adaptation and resiliency

Businesses

- #1** Climate change adaptation and resiliency
- #2** Addressing the opioid crisis
- #3** Arts and culture

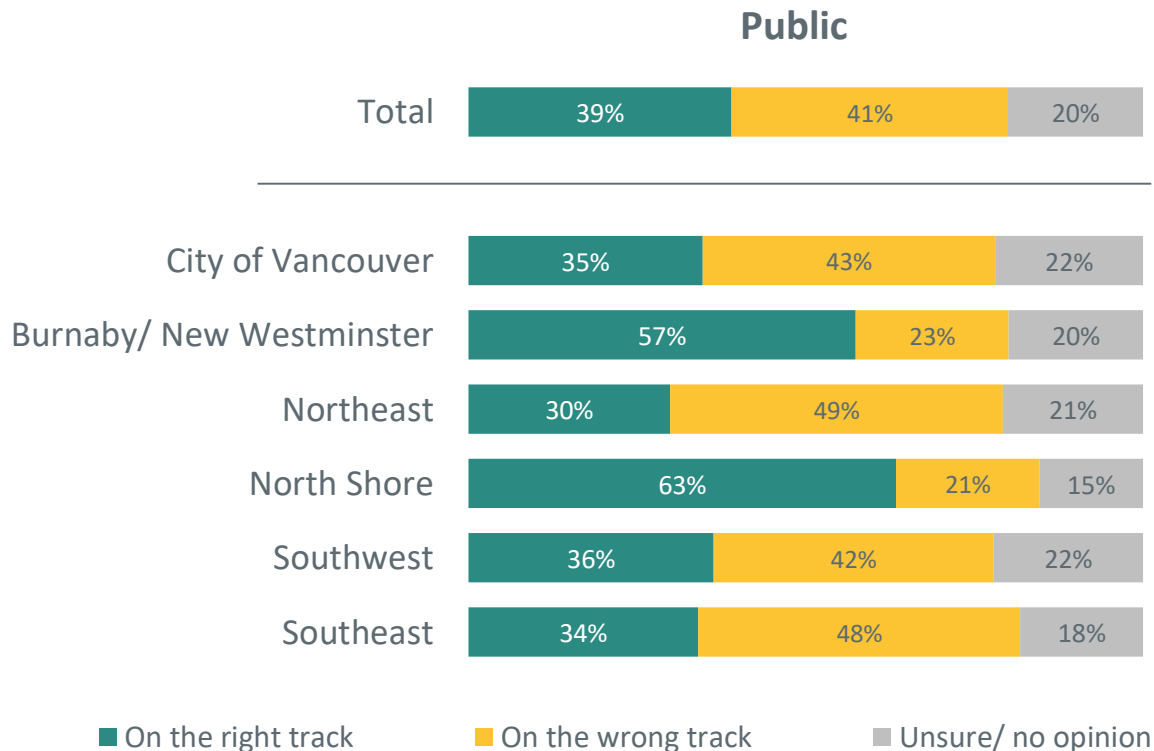
Politicians

- #1** Addressing the opioid crisis
- #2** Public realm cleanliness (street cleaning, litter removal)
- #3** Climate change adaptation and resiliency

Base: Gen pop (n=533)
Business community (n=184)
Politicians (n=93)

Q.16b) Now, please identify the 3 least important, or lowest priorities, for municipal government spending.
3 lowest priorities

MUNICIPAL POLITICIANS ON RIGHT/WRONG TRACK



Base: Gen pop (n=533)
Business community (n=184)

Q.27) Given the issues we have touched on, do you think municipal politicians in tis region are:

REASONS ON WRONG TRACK

Reason on Wrong Track

Gen pop

Base: Total think municipal politicians are on wrong track

%

Focus on local issues/ misc. negative comments
regard mayor/ municipal politicians

50

Transportation (public transit expansion, traffic
congestion, infrastructure, etc.)

33

Overdevelopment (loss of ALR, densification,
etc.)

25

Increased accountability/ transparency/
consultation

24

Crime (gang violence, public safety, fentanyl/
opioid crisis, etc.)

14

Reduce government bureaucracy/ control
spending

13

Affordable housing (empty housing, foreign
owner tax, etc.)

12

Taxes

10

KEY TAKEAWAYS

Voters anxious about affordability and erosion of quality of life

People want to see action on housing affordability, but concerned about 'overdevelopment'

Pent-up demand for transportation solutions

Implications for communities as businesses struggle to retain workforce

Voters generally content with value for municipal tax dollars



THANK YOU

