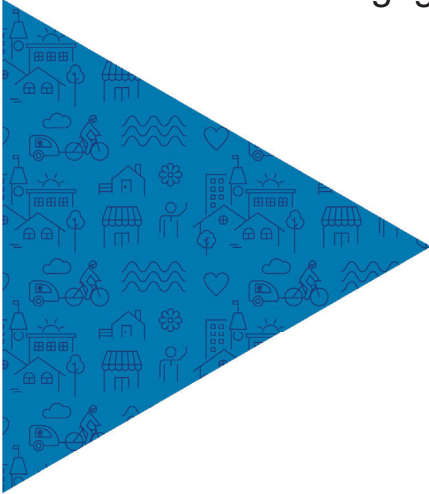


2025 Draft Budget

Public Engagement Summary



Engagement Summary

Two-prong engagement approach, inviting input on Council's eight priorities for investment to help inform Council's 2025 budget decisions.

- **Ipsos Budget Survey**
 - June 3-19
 - Scientific random sampling of Victoria residents 18 years+
 - Aligned with 12 Victoria neighbourhood populations (Census 2021 data)
 - Cell phones and land lines
- **Budget Community Conversation Series**
 - July 30 to August 28
 - Co-hosted focused conversations with eight equity-seeking local organizations
 - Connected with 86 members of the community

2025 BUDGET SURVEY

PRESENTED BY:

Catherine Knaus, Director, Ipsos

October 24, 2024



© Ipsos | City of Victoria 2025 Budget Survey | October 2024



OBJECTIVE

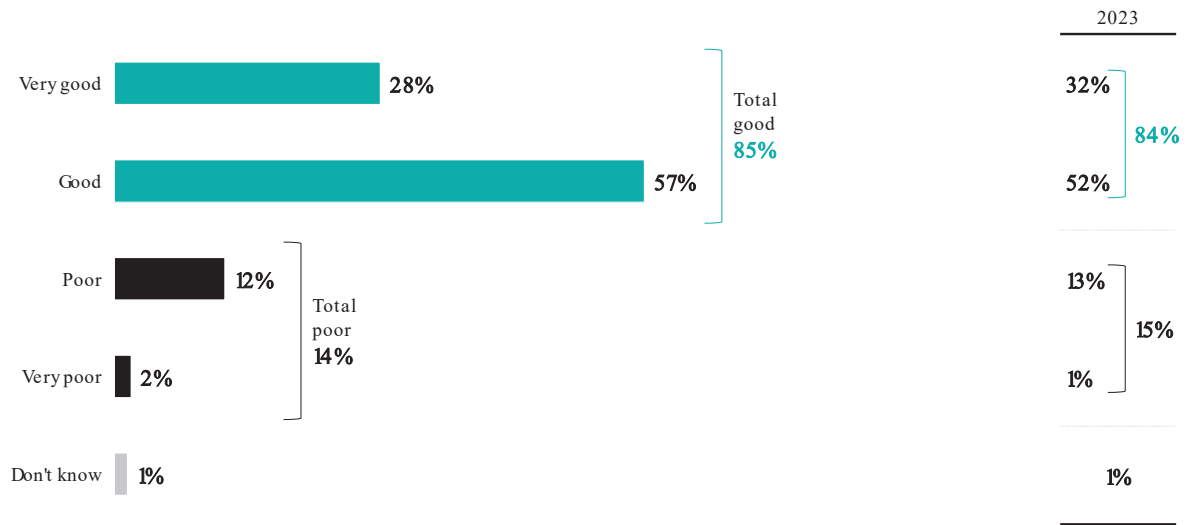
- Obtain residents' input on City services, programs, and spending priorities to help guide the development of the City's 2025 Budget

METHODOLOGY

- Random and representative telephone survey of adult (18+) Victoria residents
- n=700
- Fielded June 3 to 19, 2024
- Final data weighted by gender/age and neighbourhood
- Overall margin of error: $\pm 3.7\%$, 19 times out of 20



Perceptions of the overall quality of life in Victoria today are positive.

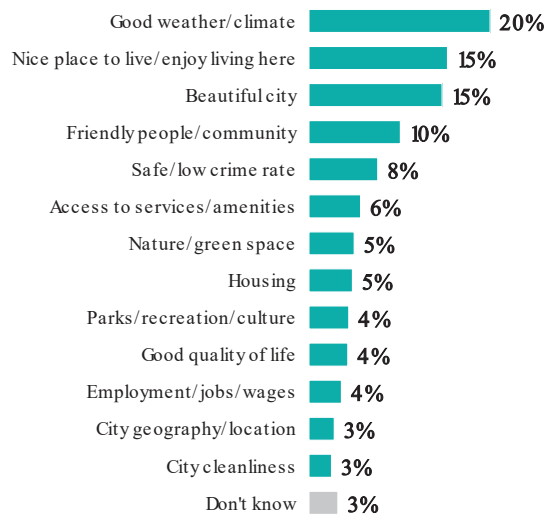


Base: All respondents – 2024 (n=700); 2023 (n=700)
 Q2. How would you rate the overall quality of life in Victoria today?

▲ ▼ Significantly higher/lower than 2023.



Those rating the quality of life as good attribute this to a variety of factors.

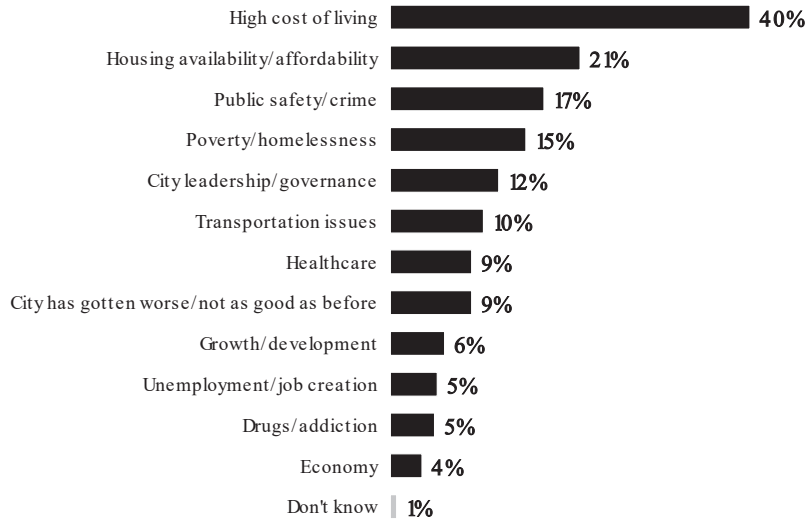


New Question
Added in 2024

Mentions <3% not shown.
 Base: Rated the overall quality of life as very good/good (n=595)
 Q2a. Why do you rate the overall quality of life as good? Any other reasons?



The high cost of living is the main reason for rating the quality of life poorly.

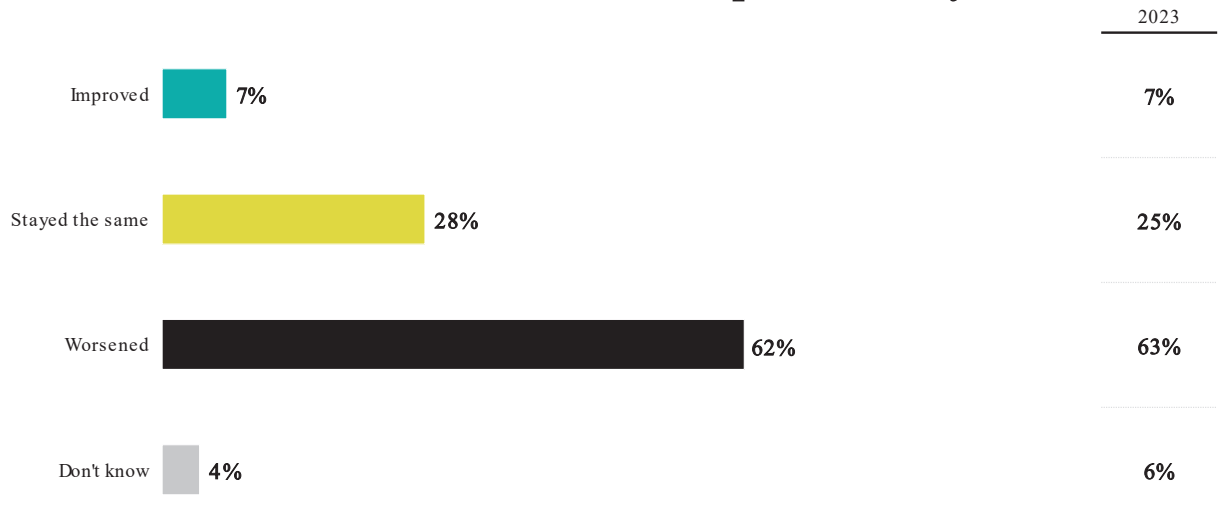


New Question
Added in 2024

Mentions <3% not shown.
*Small base size (<100), interpret with caution.
Base: Rated the overall quality of life as very poor/poor (n=95)*
QB. Why do you rate the overall quality of life as poor? Any other reasons?



Despite overall positive perceptions, most residents feel that the quality of life in Victoria has worsened over the past three years.



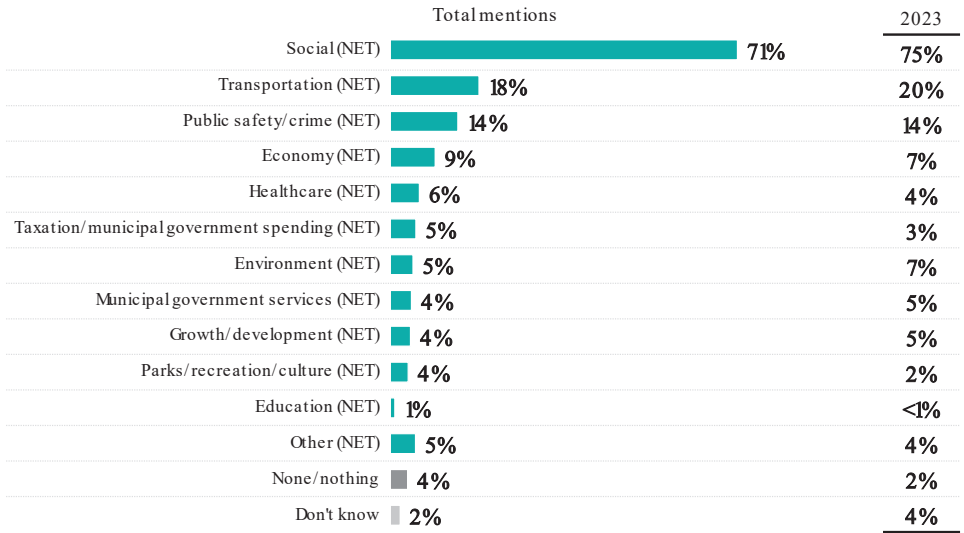
Base: All respondents – 2024 (n=700); 2023 (n=700)
Q3. And, do you feel that the quality of life in Victoria in the past three years has improved, stayed the same, or worsened?

▲ ▼ Significantly higher/lower than 2023.



Social issues dominate the public issue agenda.

Transportation sits in distant second, followed by public safety/ crime.



A "NET" is a combination of two or more mentions that cover a specific theme.

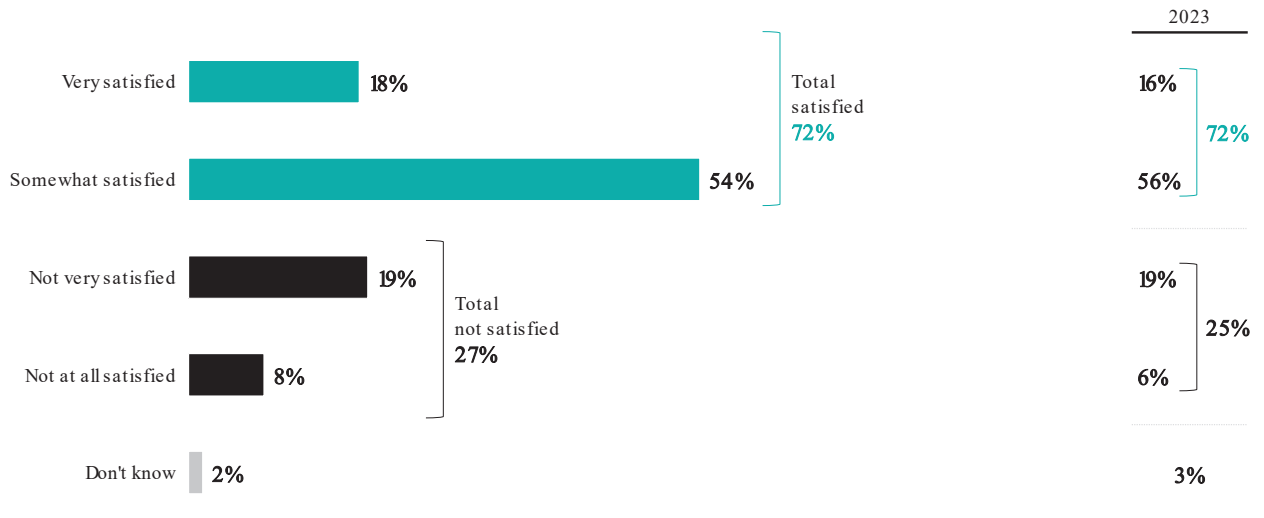
Base: All respondents - 2024 (n=700); 2023 (n=700)

Q1. In your view, as a resident of the City of Victoria, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

▲ ▼ Significantly higher/ lower than 2023.



A majority of residents say they are satisfied with the overall level and quality of City services.



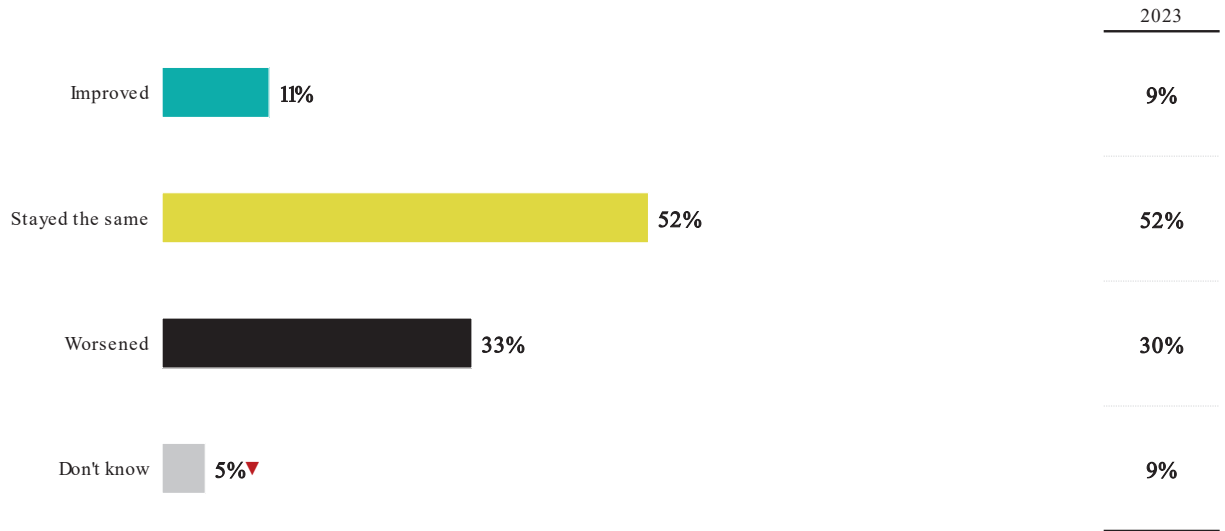
Base: All respondents - 2024 (n=700); 2023 (n=700)

Q4. How satisfied are you with the overall level and quality of services provided by the City of Victoria?

▲ ▼ Significantly higher/ lower than 2023.



Just over half say services have stayed the same over the past three years.

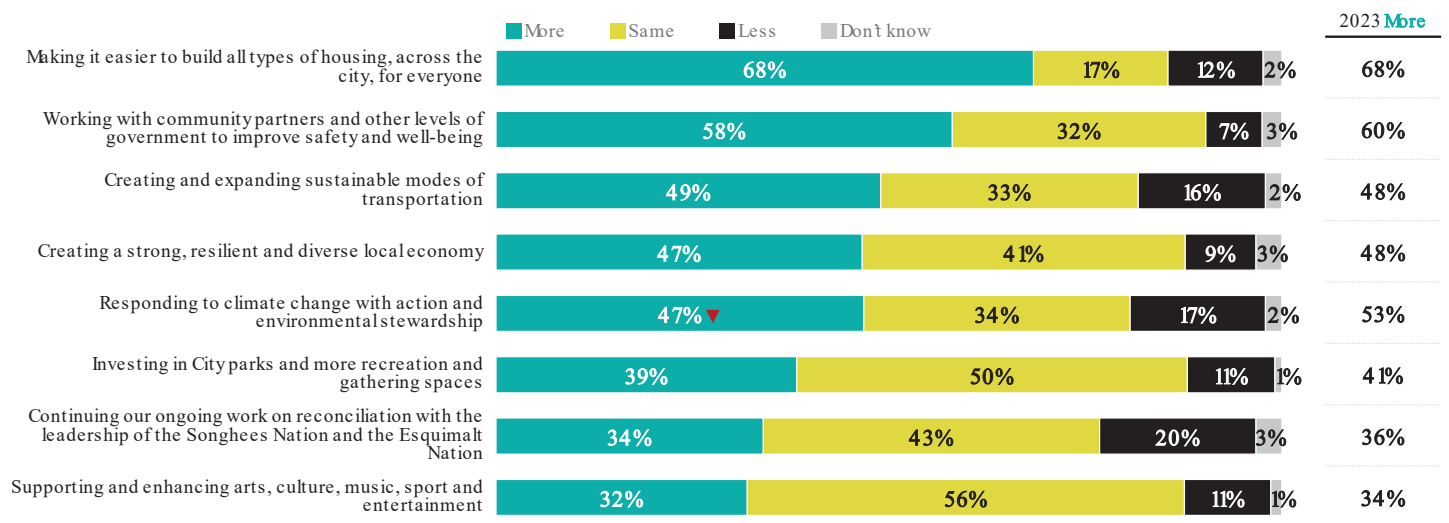


Base: All respondents – 2024 (n=700); 2023 (n=700)
 Q5. And, do you feel that the overall level and quality of services provided by the City over the past three years has improved, stayed the same, or worsened?

▲ ▼ Significantly higher/lower than 2023.



Housing is identified as the number one priority for investment.

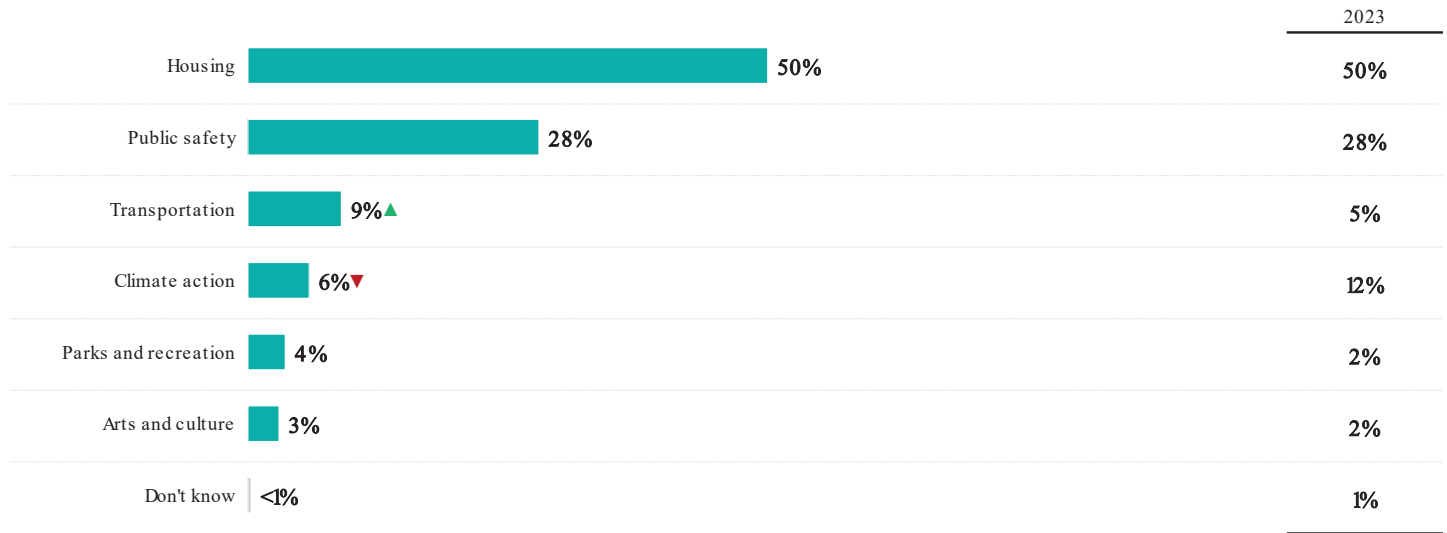


Base: All respondents – 2024 (n=700); 2023 (n=700)
 Q6. The City of Victoria has started planning for its 2025 Draft Budget. To help inform this process, the City is interested in learning residents' priorities for investment next year. Considering all the services and programs competing for funding dollars, please tell me whether you think the City should invest more, less, or about the same as this year in each of the following.

▲ ▼ Significantly higher/lower than 2023.



Housing is identified as the number one priority for investment.

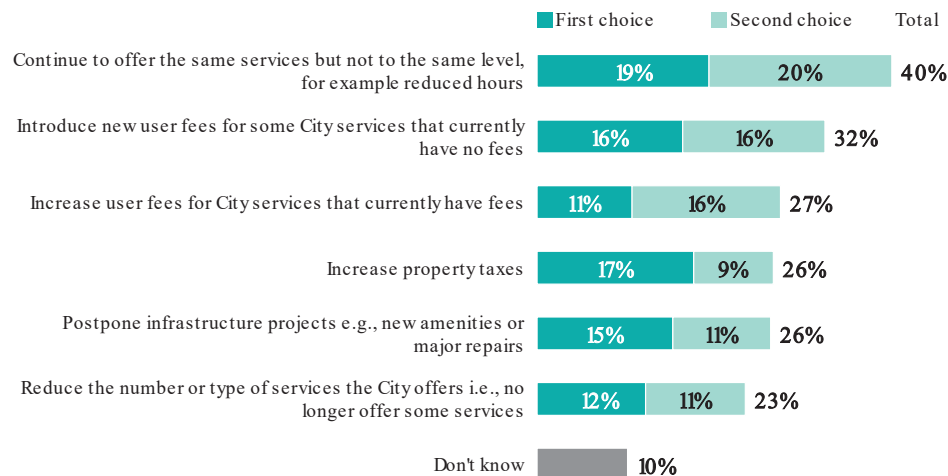


Base: All respondents – 2024 (n=700); 2023 (n=700)
 Q9. Of the following six core City services, which one do you think needs the most attention and investment next year?

▲ ▼ Significantly higher/lower than 2023.



To balance the budget, residents would most prefer the City continue to offer the same services but not to the same level.



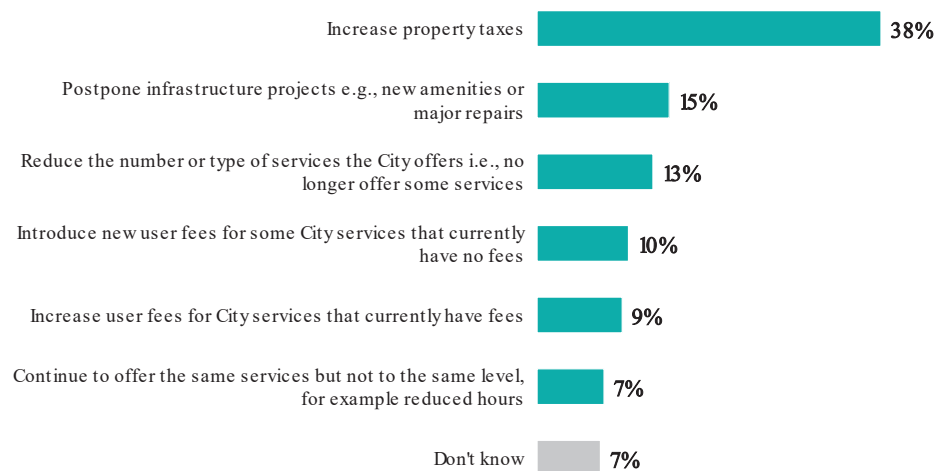
Cannot be compared to 2023 due to differences in question wording¹

Base: All respondents – 2024 (n=700)
 Q10. The City has a number of financial tools that can be used to balance the budget. Which one of the following would you most prefer the City use to balance its budget?
 Q11. Which one would you next most prefer?

¹ 2023 survey also asked about corporate sponsorship and naming rights for municipal programs and facilities.



An increase in property taxes is the least preferred option.



Cannot be compared to 2023 due to differences in question wording!

Base: All respondents – 2024 (n=700)
Q2. And which one would you least prefer?

¹ 2023 survey also asked about corporate sponsorship and naming rights for municipal programs and facilities.



Budget Community Conversation Series

Goals:

- To supplement the Ipsos Budget Survey and hear from **diverse and varied perspectives** from across the city
- To provide a **safe and respectful space** to hear from those in our community who we don't often hear from
- For all participants to feel **heard and respected**
- To **build reciprocal relationships** with equity-seeking organizations and the community members they serve; aligned with City's Engagement Framework
- To hear from **8-12 community members** per conversation to help inform Council's budget decisions



Budget Community Conversation Series

We partnered with:

- Aboriginal Coalition to End Homelessness
- City of Victoria Youth Council (Volunteer Victoria)
- Our Place Society
- Peers Victoria Resources Society
- Silver Threads Service for Seniors
- Victoria Disability Resource Centre*
- Victoria Native Friendship Centre
- Victoria Pride Society*

*New for 2024



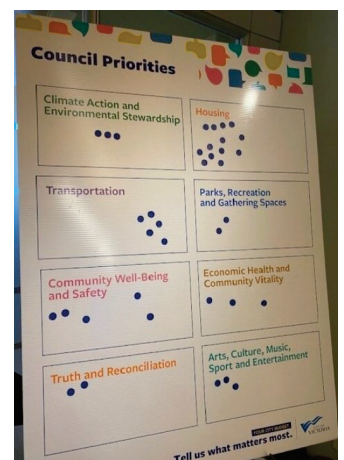
Budget Community Conversation Series

Ideas Activity:

What would you like City Council to fund next year to help you and your community?

Council Priorities Ranking Activity:

Of Council's eight priorities, rank your TOP THREE for investment in 2025.



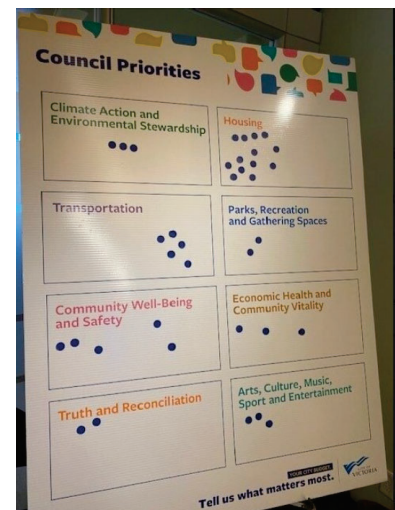
Activity 1 – Idea Categories

- Accessibility and Inclusion
- Arts and Culture
- Bylaw Services
- **Climate Action and the Environment**
- Communications
- **Community Safety and Well-Being**
- Community/Social Connections
- Economy/Downtown
- Education/Training
- Facilities
- Food Security
- **Healthcare**
- **Homelessness**
- **Housing**
- Immigrant Supports
- Media
- **Mental Health**
- Parking
- Parks
- Police
- Recreation
- **Shelters/Sheltering**
- **Social Services**
- Storage
- **Transportation**
- Truth and Reconciliation
- Youth

Activity 2 – Ranking Results

Aligned with the Ipsos Budget Survey:

- **Housing** was ranked as the **most important priority** most often by groups or second most important, except by youth who ranked it as third important.
- **Community Well-Being and Safety** was ranked in the top three priorities by all groups.



Ranking of Council's Priorities by Equity-Seeking Group Participants (Multiple entries indicate a tie)

Equity-Seeking Participant Group	First Priority	Second Priority	Third Priority
Silver Threads Service	Community Well-Being and Safety	Housing	Parks, Recreation and Gathering Spaces
			Transportation
Victoria Native Friendship Centre	Housing	Community Well-Being and Safety	Truth and Reconciliation
Our Place Society	Housing	Community Well-Being and Safety	Economic Health and Community Vitality
Victoria Disability Resource Centre	Housing	Community Well-Being and Safety	Transportation
Peers Victoria Resources Society	Housing	Community Well-Being and Safety	Truth and Reconciliation
Aboriginal Coalition to End Homelessness	Housing	Arts, Culture, Music, Sport and Entertainment	Community Well-Being and Safety
Victoria Pride Society	Housing	Arts, Culture, Music, Sport and Entertainment	Climate Action and Environmental Stewardship
			Community Well-Being and Safety
			Truth and Reconciliation
City of Victoria Youth Council	Climate Action and Environmental Stewardship	Community Well-Being and Safety	Housing

Budget Engagement Results

Community Input for Consideration:

- Engagement results demonstrate support for Council's eight priorities, and in particular **Housing**; **Community Well-Being and Safety**; and **Transportation**, followed by **Climate Action and Environmental Stewardship**.
- Community input is designed to help inform:
 - Council's 2025 budget decisions
 - Council's advocacy role for change among agencies and other levels of government

Proposed Next Step

Direct staff to make the **2025-2029 Draft Financial Plan** available for public input on the City's Have Your Say online engagement platform for a three-week span **at engage@victoria.ca**.

Have Your Say:

- Written submissions (email, mail or drop-off at City Hall)
- Pre-recorded video uploaded (up to 5 minutes in length)

Deadline for feedback: **Sunday, November 17 at 11:59 p.m.**

Feedback to be shared with Council for consideration.

Questions?