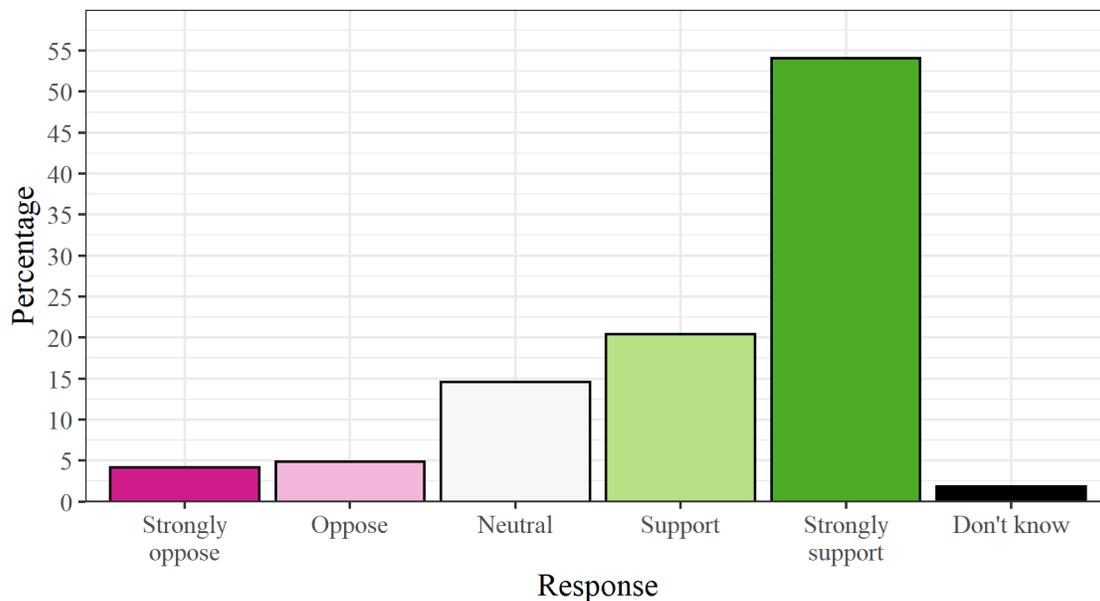


Good Evening Mayor Fougere and Honourable Councillors,

My name is Brett Dolter and I'm an Assistant Professor in the Department of Economics at the University of Regina. I am the lead researcher in the Regina Energy Futures Project and I wanted to provide you with an update that may be relevant to your budget decisions.

In August and September of this year I hired Prairie Research Associates (PRA) to survey Regina residents and ask about their support for last year's 100% renewable motion. I also asked residents whether they would be willing to pay more on their property taxes to support moving towards the target, and how much they would be willing to pay. I plan to publish a public report summarizing all of the survey results in the New Year, but wanted to share some initial results with you today since it may inform your budget decisions. I'll provide you with a summary of answers to four of the survey questions.

To what extent do you support or oppose the City of Regina working to power all of its buildings and vehicles using 100% renewable energy by 2050?



About 75% of Regina residents support the City of Regina powering its building and vehicles with 100% renewable energy by 2050, and less than 10% of residents oppose this goal.

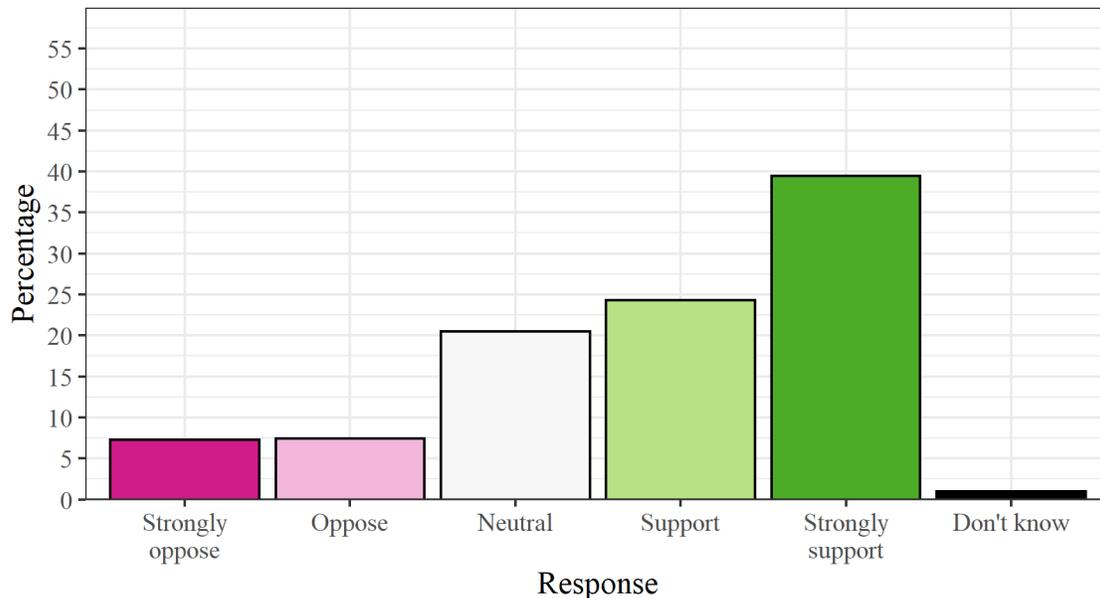
The numbers breakdown as follows:

- Strongly support 54.1%
- Support 20.4%
- Neutral 14.6%
- Oppose 4.9%
- Strongly oppose 4.19%

There appears to be significant support from the Regina public for this target.

I then asked whether Regina residents support a broader target of ensuring the entire city, including private buildings and vehicles, are powered by 100% renewable energy by 2050. Here are those results.

To what extent do you support or oppose the City of Regina working to ensure that the entire city, including private buildings and vehicles, is powered by 100% renewable energy by 2050?



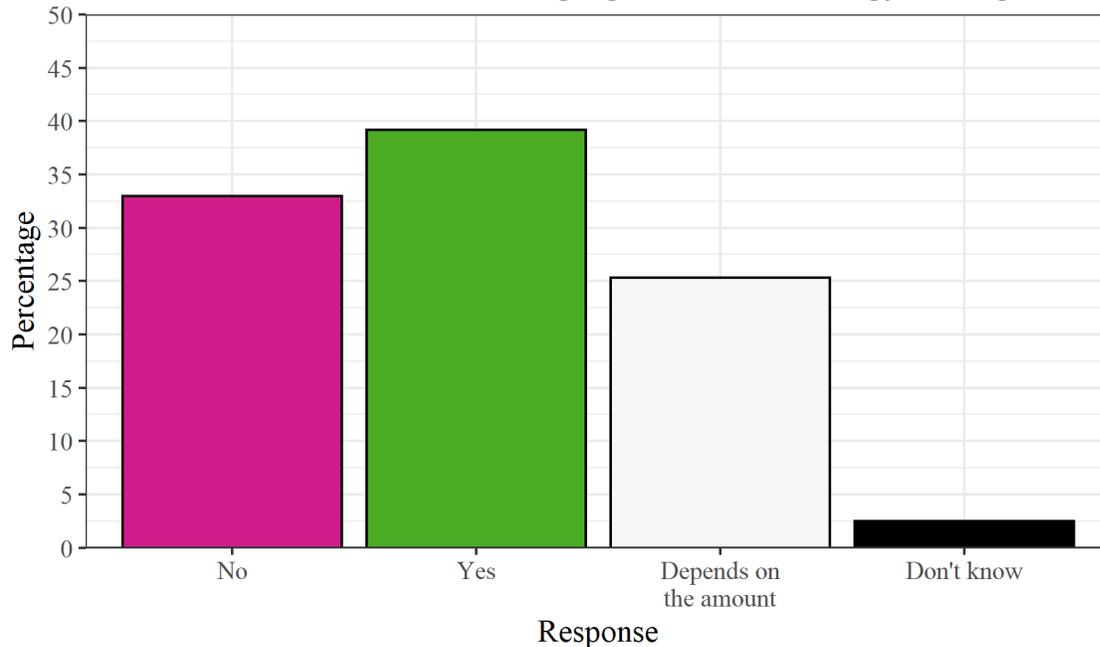
With the broader target, there remains a majority of support at 64%. Opposition has increased from less than 10% to less than 15%. As well, more people are neutral about this target. Here is how the numbers break down:

- Strongly support 39.45%
- Support 24.3%
- Neutral 20.5%
- Oppose 7.45%
- Strongly oppose 7.25%

Whether interpreted to mean city operations, or all energy within Regina, it appears that Regina residents support the motion that was passed by Council last October.

As an economist, my next question of course is, are Regina residents willing to pay to achieve the goals? Would people pay more on their property taxes to encourage renewable energy in Regina? Note that if people were renting their home, the interviewer asked respondents if they would be willing to have their rent go up.

Would you support an added charge on your property taxes that would be dedicated to encouraging renewable energy in Regina?



More people said yes to paying more on their property taxes than said no. The breakdown of responses is:

- No 33%
- Yes 39.19%
- Depends on the amount 25.3%
- Don't know/prefer not to answer 2.5%

Lastly, Regina residents were asked about specific dollar amounts. These amounts ranged from “up to \$5 more per month” to “more than \$100 per month more”. Respondents were asked: “To ensure that 100% of electricity come from these renewable energy sources, each month on your [property taxes/rent] would you be willing to pay [insert value here]?”

The amount each respondent was first presented was randomly selected.¹ If they said “yes” to that initial amount, then they were asked whether they would be willing to pay a higher amount. If they said “no”, then they were asked whether they would be willing to pay a lower amount. Respondents could then move up or down the willingness to pay ladder until they landed on a figure they would be willing to pay.

Here are the results showing the mean willingness to pay according to the initial value each respondent was presented with.

Starting Offer	Mean Willngness to Pay²	Number of Respondents
More than \$100 per month more	\$75.00	52
Up to \$100 per month more	\$64.67	30
Up to \$80 more per month	\$61.05	38
Up to \$60 more per month	\$60.50	40
Up to \$40 more per month	\$31.61	31
Up to \$20 more per month	\$41.97	33
Up to \$10 more per month	\$15.93	27
Up to \$5 more per month	\$29.71	35
Total	\$32.16	452

The results by category are only for those who said “yes” or “depends on the amount” to the previous question (about 65% of respondents). However, the “total” number in this table shows the mean willingness to pay across the whole sample. Those who said they would not pay any extra on their property taxes or rent are recorded as a zero value. The mean for the whole sample, including those who said they would not be willing to pay any extra, was \$32.16 per month. This appears to indicate that there is some willingness to pay to support achieving the target.

As a next step in the research I’d like to bring Regina residents together to discuss what actions and policies they would support the City of Regina implementing to move towards their target. I would then ask again what participants would be willing to pay to implement those specific policies and actions. I am aiming to hold face-to-face dialogues in April 2020 and I hope to collaborate with you, Mayor and Council, and City staff to ensure I provide you with useful information for developing your implementation strategy.

¹ In general, the higher the starting value that a respondent was asked, the higher their eventual willingness to pay (WTP) was. In economics we often see this “framing” effect in willingness to pay surveys.

² Those who said they would be willing to pay “more than \$100 per month more” were coded as being willing to pay \$120 per month.

Brett Dolter

City Council Budget Submission

December 3, 2019

Sincerely,

Brett Dolter, PhD
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University of Regina
Regina SK