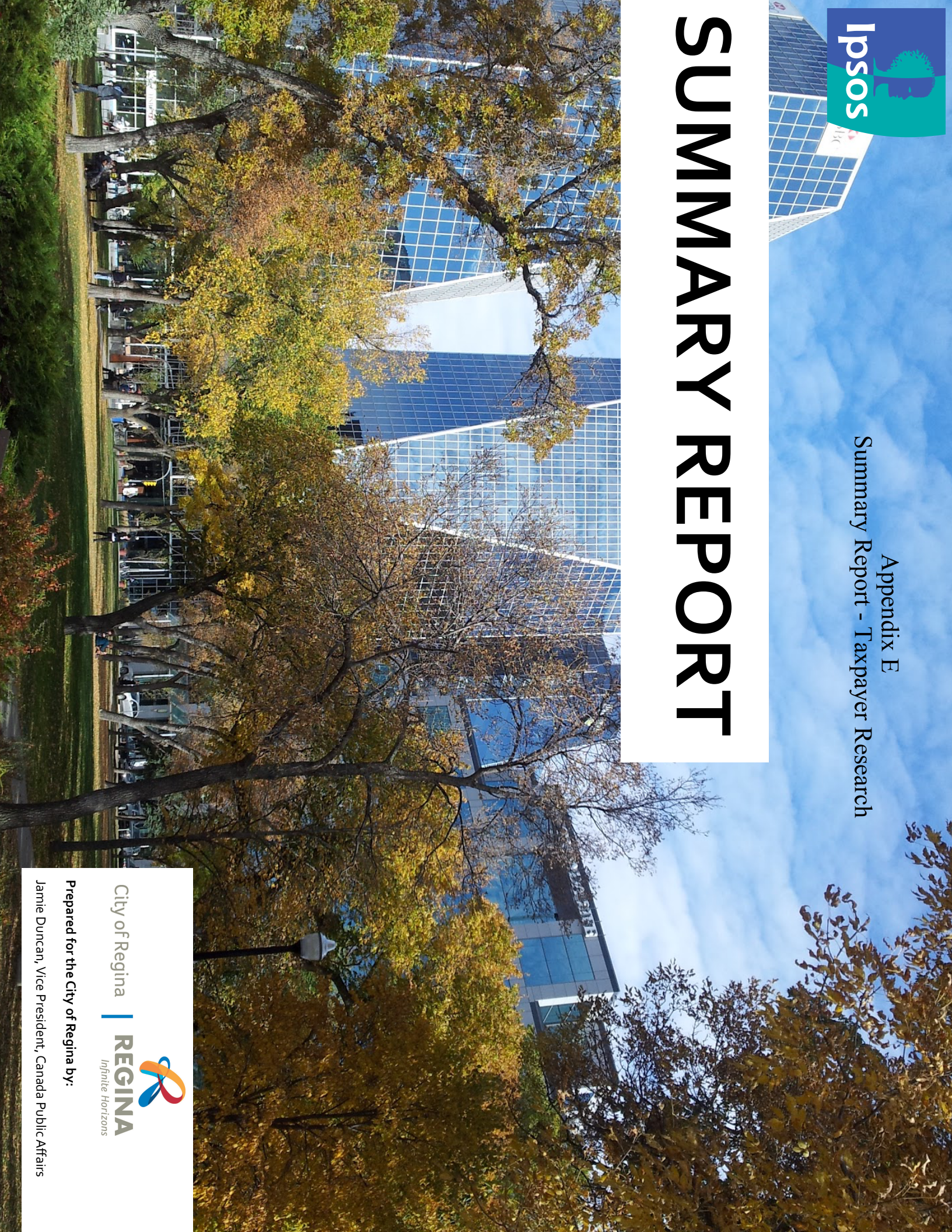


# SUMMARY REPORT



City of Regina



Prepared for the City of Regina by:

Jamie Duncan, Vice President, Canada Public Affairs



# CONTENTS



SECTION ONE: OBJECTIVES & METHODOLOGY	3
SECTION TWO: KEY TAKEAWAYS	4
SECTION THREE: LIVING IN REGINA	5
SECTION FOUR: HOUSING AND COMMUNITIES IN REGINA	6
SECTION FIVE: NEW HOME PURCHASE INTENTION	7
SECTION SIX: VIEWS ABOUT LONG-TERM PLANNING & GROWTH MANAGEMENT PERFORMANCE	8
SECTION SEVEN: ATTITUDES ABOUT NEIGHBOURHOODS & GROWTH	9
SECTION EIGHT: PAYING FOR GROWTH	10
SECTION EIGHT: PAYING FOR GROWTH (continued)	11

# SECTION ONE: OBJECTIVES & METHODOLOGY

## Research Objectives

The overall intent of this research was to quantify the views and perspectives of Regina residents on topics related to growth and service agreement fees/development levies.

Specifically, this survey

asked respondents about the following key areas:

- Overall perspectives about living in Regina, including factors considered when choosing a place to live and quality of life/liveability in Regina;
- Awareness and perceptions of the City's long-term plans for community growth;
- Priorities when selecting a new home; and,
- Attitudes about service agreement fees/development levies.

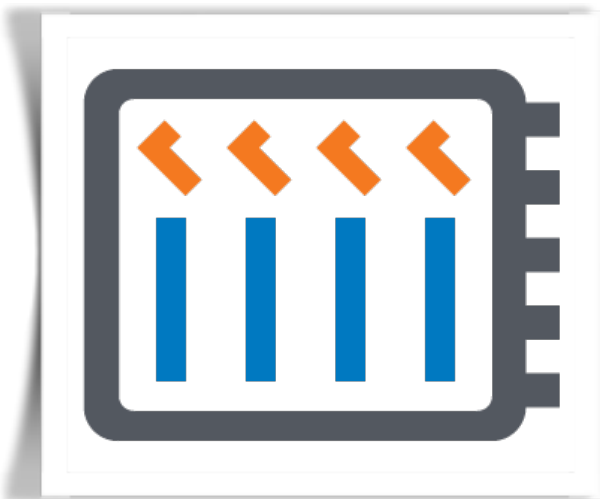
## Methodology

A total of 600 telephone interviews have been conducted with a randomly selected representative sample of Regina residents aged 18 years or older.

Interviews were conducted between Interviews were conducted between July 21 and August 17, 2015.

The data has been weighted to ensure the age/gender distribution reflects that of the actual population in Regina according to the most recent Census data.

- Current housing types, motivations for housing choices, likelihood of moving and changing housing type;
- Perceptions about who is responsible for ensuring a variety of neighbourhood and housing choices in Regina;



# SECTION TWO: KEY TAKEAWAYS

## Residents have positive views about quality of life in Regina.

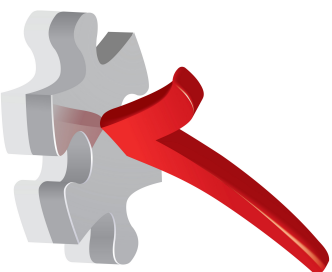
With over eight in ten residents rating the quality of key quality of components as being good or very good, it is perhaps not surprising that one third also say that life in Regina is better compared to other Canadian cities. Of note is the optimism of nearly eight in ten who anticipate that quality of life in the city will either remain the same or improve in the next twenty years.

**There are differing views about who is responsible for neighbourhood and housing choices.** While three quarters of residents say that the City of Regina is most responsible for ensuring a variety of neighbourhood choices,

fewer (six in ten) say that they have the same role in ensuring housing choices. Close to four in ten believe that neighbourhood developers and home builders should be most responsible for the latter.

## There is no consensus about who should pay for future growth.

Residents were presented with information about growth funding before being asked whether Developers should carry the full cost of growth-related infrastructure improvements made outside of new developments or if it should be shared with the City. Half believes that it should be shared



while the other half believes that it should be Developer-funded. There is a notable difference in opinion among those who are and are not satisfied with the City's management of long-term growth. Residents who are satisfied with the City's growth management performance are more likely to say that growth-related infrastructure costs should be shared, while those who are not satisfied are more likely to believe that it should be Developer-funded.

**Maintaining existing infrastructure is seen to be more important than investing in growth.** Levels of agreement show that residents strongly believe that

the City of Regina should be focusing on investing to help maintain existing areas of the City and that maintaining existing infrastructure is more important than growing the city. It is important to note however that a very strong majority also agree that a top priority of the City of Regina should be planning for growth.

**Satisfaction with current City long-term growth management is moderate.** With two thirds of residents saying that they are satisfied with City performance in this area and less than one in ten who are very satisfied, results indicate that there is a need to improve communication and performance in this area.



# SECTION THREE: LIVING IN REGINA



When asked about reasons that people choose to live in one city over another, the most popular reason is your ability to travel to and from work with minimal delay (84%), the jobs that are available and the overall economy (84%), and the manmade features of The City including parks, green spaces and pathways (77%).

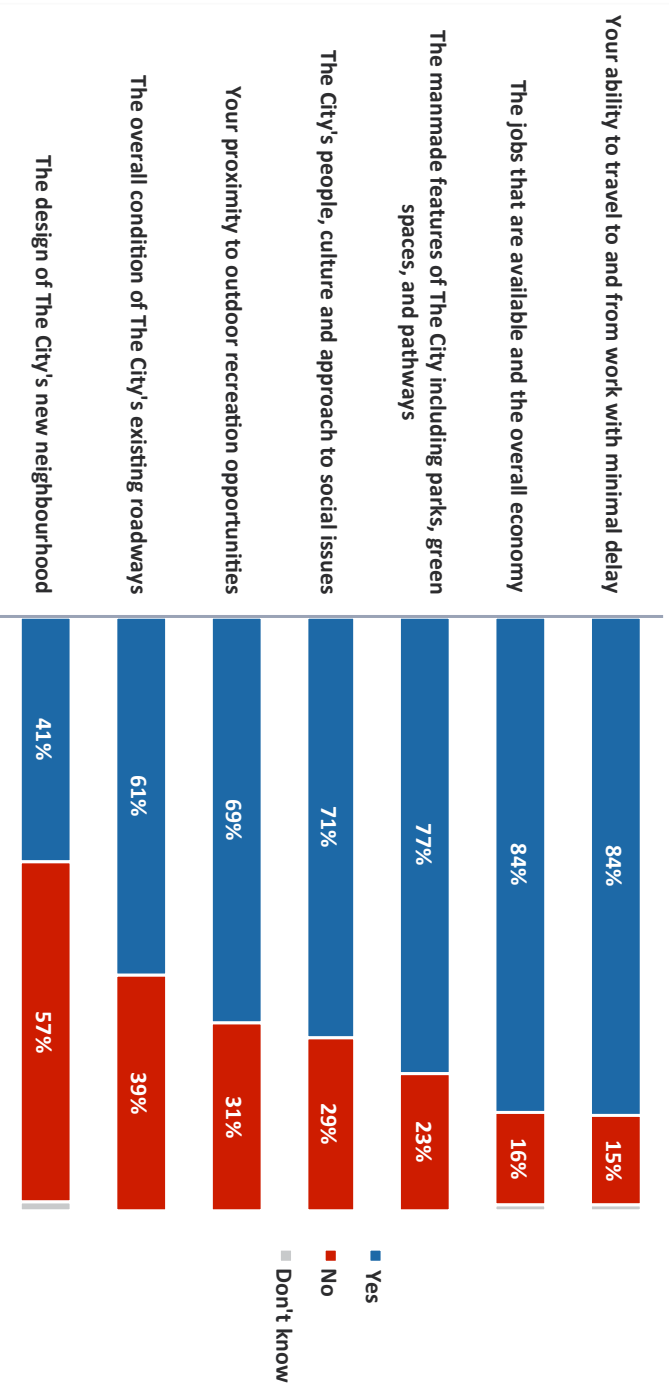
When rating the overall quality of Regina according to an assortment of indicators, the variety of jobs that are available and the overall economy achieves the highest "good" rating (90%). The manmade features of the City's including parks, green spaces and pathways also achieves a high good rating (89%). Conversely, just under six-in-ten (59%) of people rate the design of the City's new neighbourhoods as "good" and only three-in-ten (35%) consider the overall condition of the City's existing roadways to be good.

Comparatively, Regina's overall livability or quality of life compared to other cities in Canada is considered better (36%) by more residents, than those who consider it to be worse (14%). Looking forward to the future, 37% anticipate Regina's overall livability to be better in 20 years, while less than one quarter (19%) anticipate it will be worse.



## Factors Considered When Choosing Where to Live

Q1. To begin, there are a number of reasons that people choose to live in one city over another. Assuming family is not a factor, which of the following would be important to you in deciding where to live?



Base: All respondents (n=600)

# SECTION FOUR: HOUSING AND COMMUNITIES IN REGINA

**A strong majority of respondents live in a single-detached house (73%), while the remaining respondents are narrowly split between small apartments or condo (9%), semi-detached house/duplex/row house/ townhouse (8%) and a large apartment or condo (7%).**

When asked why respondents chose their specific type of housing, the **most common responses included affordability (22%),** preference for the space/layout (20%), and size of location/liked the yard (17%). Comparatively, the net responses show that appeal has greater influence (83%), than location (27%).

**Over seven-in-ten (77%) of respondents own their own home, while 21% rent.** With a strong majority of respondents owning their home, 495 respondents provided their primary motivation for purchasing their residence. The **top mentions included wanted a house/place to live (16%), as an investment (16%), overall location (14%),** for family – starting one or expanding (13%), and did not want to pay/rent was too high (12%).

When asked to think 10 years from now, how many times do you think you will move in the City of Regina, **less than half (37%) of respondents think they will move one time,** while 26% do not think they will move at all.

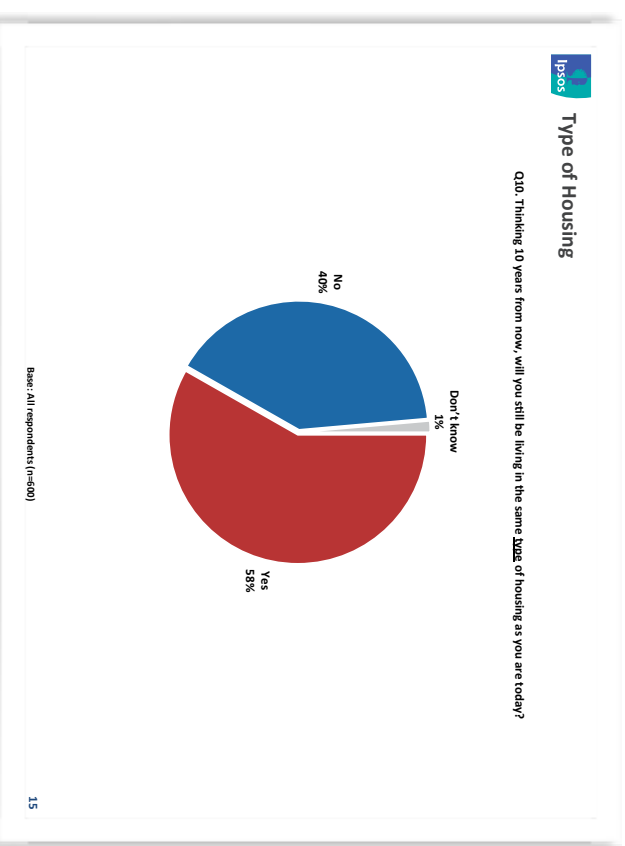
Notably, a similar number of respondents (23%) do not plan on living in Regina 10 years from now.

Continuing to anticipate the future, **when respondents are thinking 10 years from now, 58% plan to live in the same type of housing as they are today,** while 40% do not plan to live in the same type of housing.

**The majority of respondents who plan on changing their type of housing in the next 10 years plan to be living in a single-detached house (52%),** a small apartment or condo (17%), or a large apartment or condo (9%).

Overall, three-quarters (76%) of residents say that *the City of Regina, municipal government is most responsible* for ensuring that Regina has a variety of **quality neighbourhood choices**, while one in five (22%) say that it is the responsibility of *neighbourhood developers and home builders*. Just 2% of residents say that they don't know.

When it comes to ensuring that Regina has a variety of **quality housing choices**, six in ten (61%) residents say that *the City of Regina, municipal government is most responsible*, while close to four in ten (38%) say that it is the



- responsibility of *neighbourhood developers and home builders*. Just 2% of residents say that they don't know.
- There is a gender divide when it comes to who is responsible for quality housing choices. Men are more likely to say that this is the responsibility of neighbourhood developers and home builders (44% vs. 32% among women), while women are more likely to say that it is the responsibility of the City of Regina (66% vs. 55% among men).



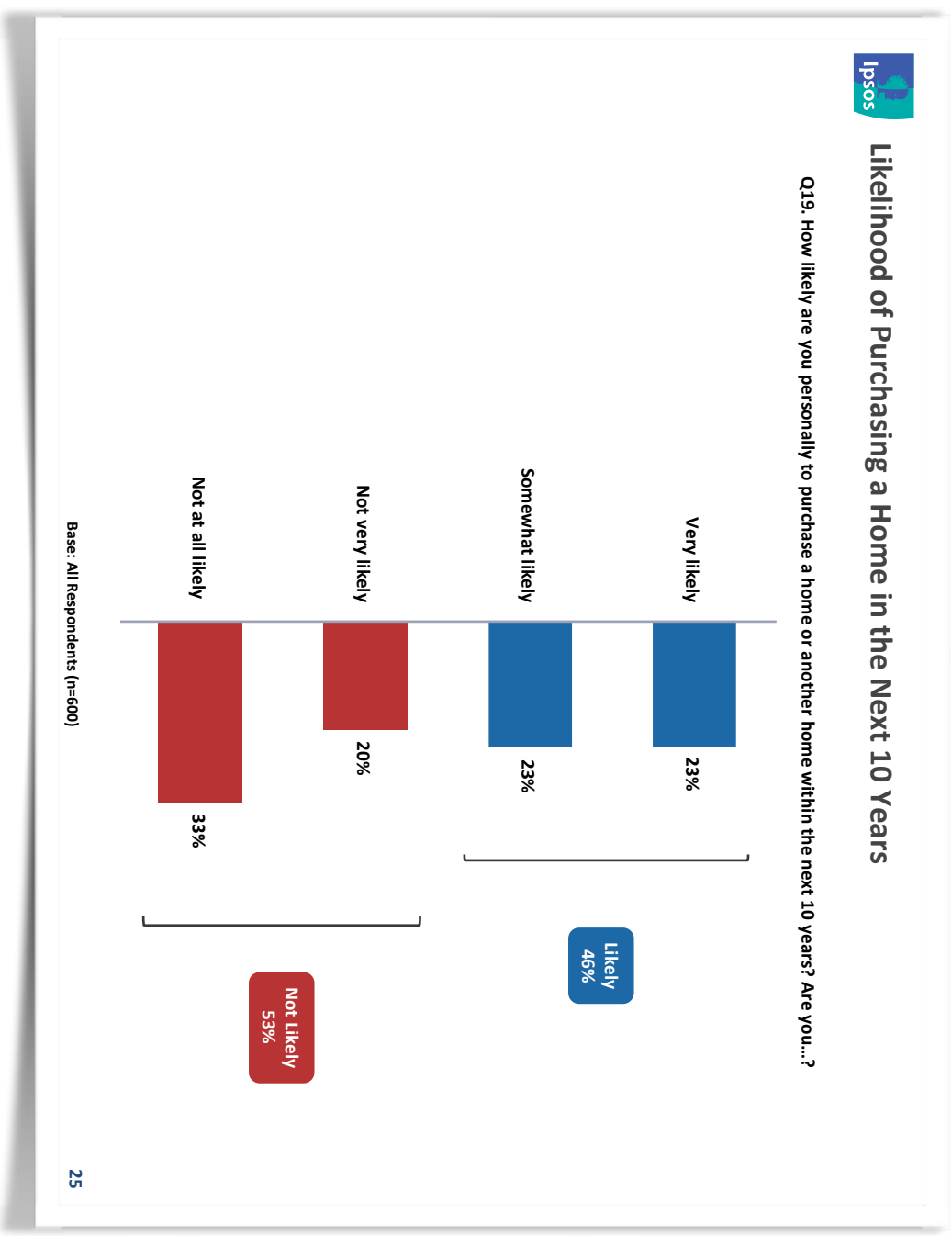
# SECTION FIVE: NEW HOME PURCHASE INTENTION

Just under half of residents (46%) anticipate purchasing a home or another home in the next 10 years, with one-quarter (23%) saying that they are “very likely” to do so. Conversely, just over half (53%) say that it is unlikely they’ll purchase a new home in this time period, with one third (33%) saying it is “not at all likely.”

Among those who anticipate purchasing a new or another home in the next 10 years, six in ten (60%) say that they will spend under \$400,000, while 19% will spend \$400,000 to just under \$500,000, and 20% will spend over \$500,000.

When considering a new home purchase, top priorities include *affordability* (96%), *an attractive community for walking* (89%), *the amount of open space in a community* (84%), *close to amenities* (82%), *close to shopping, entertainment, and health services* (82%).

Priorities that that receive lower importance ratings include *close to work* (72%) and access to *convenient public transit* (60%).

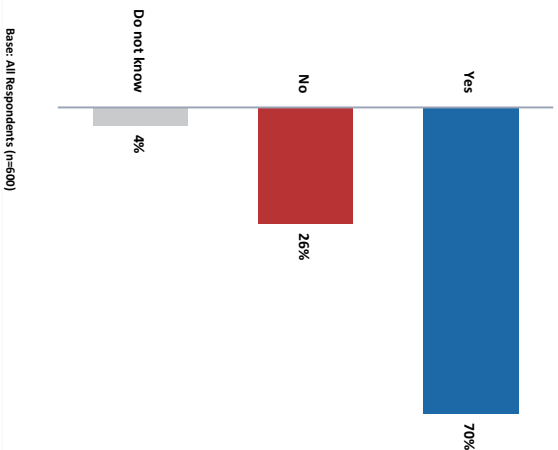


# SECTION SIX: VIEWS ABOUT LONG-TERM PLANNING & GROWTH MANAGEMENT PERFORMANCE



## The City's Long-Term Plans for Community Growth

Q17. To the best of your knowledge, does The City of Regina have a long-term plan for community growth?



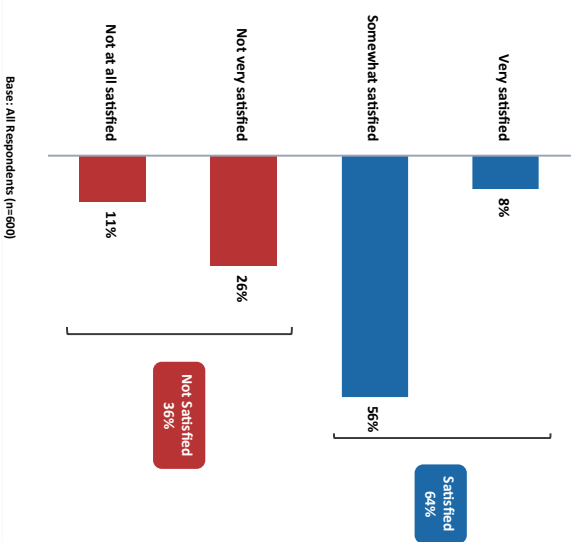
22

Seven in ten (70%) of residents believe that the City of Regina has a long-term plan for community growth, while 26% say that they don't believe a plan exists and 4% don't know.



## Satisfaction with Managing Long-Term Growth

Q18. Overall, how satisfied are you with how The City of Regina manages long-term growth? Are you ...?



23

And while a majority acknowledges that a plan exists, satisfaction with the City's long-term growth management performance is moderate. Two thirds (64%) of residents say that they are satisfied with how the City of Regina

manages long-term growth, with just 8% who are "very satisfied".

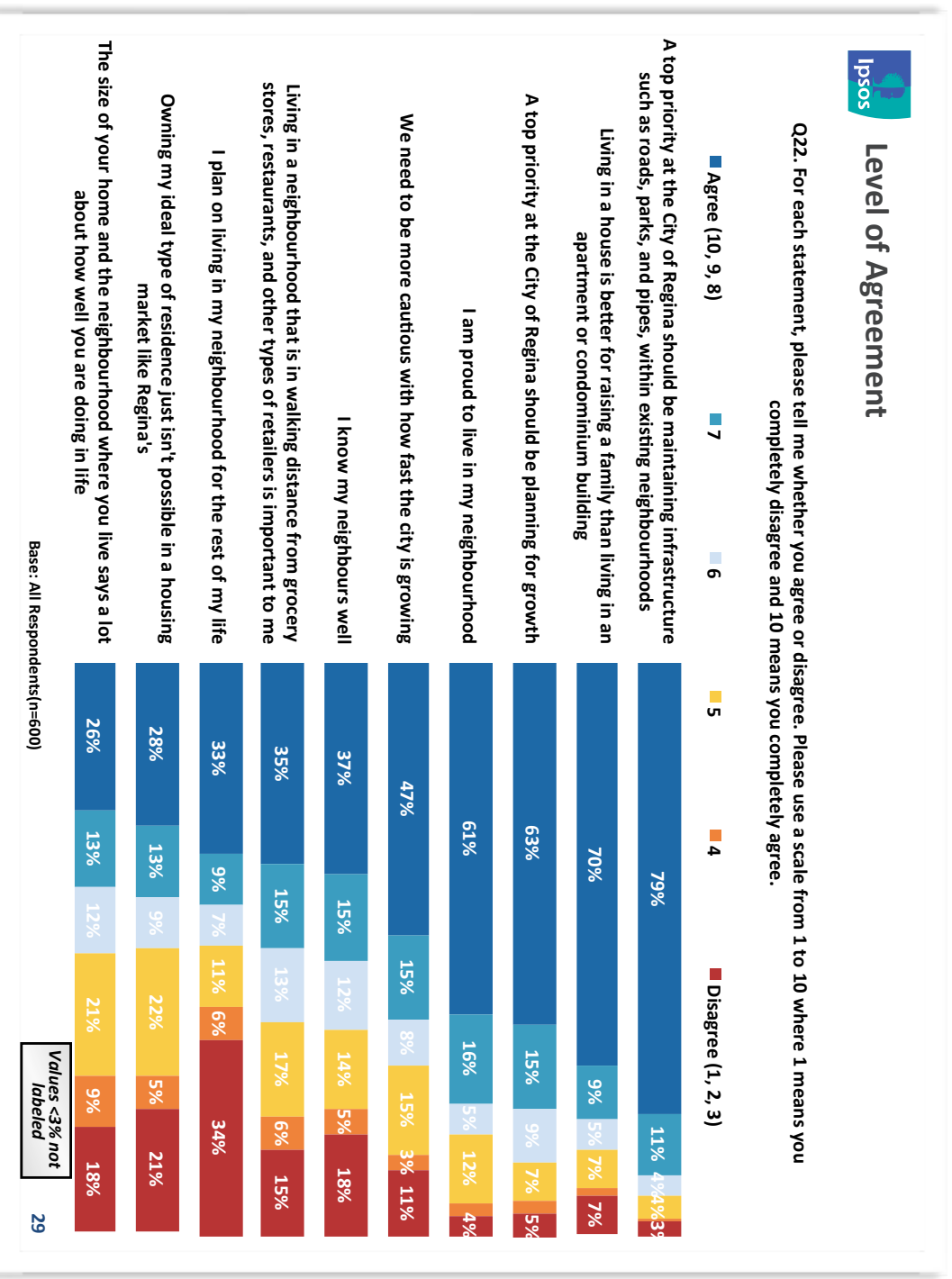


# SECTION SEVEN: ATTITUDES ABOUT NEIGHBOURHOODS & GROWTH

Residents view growth of the City as important and close to eight-in-ten (79%) believe a top priority at the City of Regina should be maintaining infrastructures such as roads, parks, and pipes, within existing neighborhoods. Similarly, residents believe that a top priority at the City of Regina should be planning for growth (63%). Attitudes towards growth are positive, and less than half (4,7%) believe we need to be more cautious with how fast the city is growing.

A strong majority of residents agree living in a house is better for raising a family than living in an apartment or condominium building (70%). Compared to this statement, agreement about other characteristics of neighborhoods does not elicit the same level of agreement. 35% of residents agree that living in a neighborhood that is in walking distance from grocery stores, restaurants, and other types of retailers is important to me, 37% agree they know their neighbours well, and more people disagree (34%), than agree (33%), that they will stay in their neighbourhood for the rest of their life.

Only 28% of residents agree that owning my ideal type of residence just isn't possible in a housing market like Regina's, and 26% agree the size of your home and the neighbourhood where you live says a lot about how well you are doing in life.



# SECTION EIGHT: PAYING FOR GROWTH

Residents of Regina are split on the issue of the City's long-term plans for community growth.

**By 3 points, more residents of Regina believe both taxpayers and developers should share the cost of growth-related infrastructure improvements that are made outside of the new neighbourhood's (50%). Whereas the other 47% of residents believe developers should pay the full cost of growth-related infrastructure improvements that are made outside of the new neighbourhood's, and these costs passed on to new home buyers.**

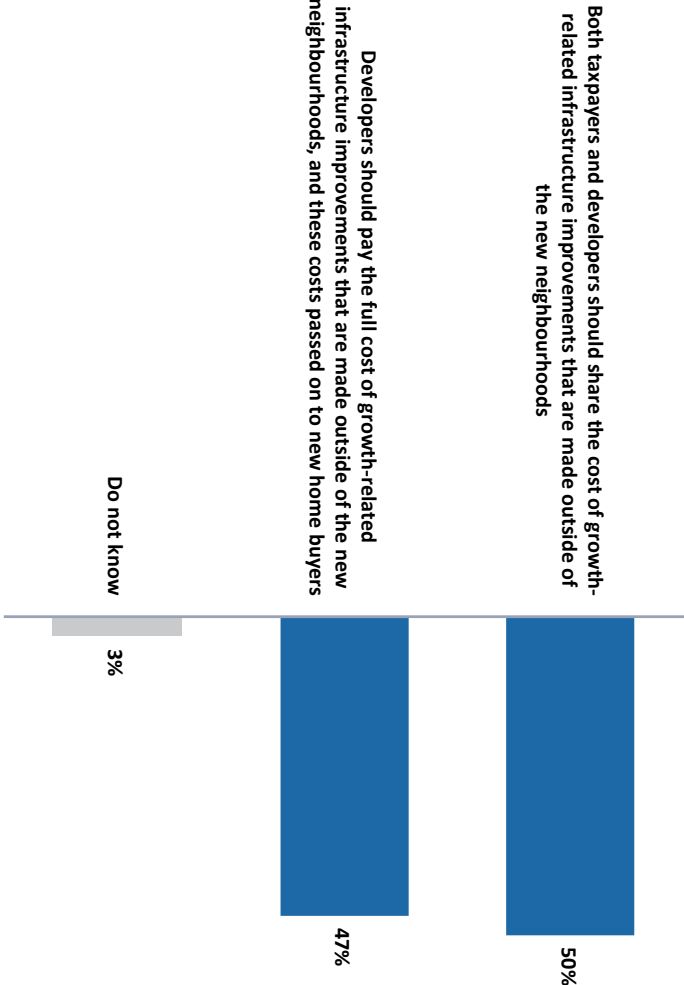
Over half of residents (60%) agree that the City of Regina should focus on investing to help maintain existing areas of the city, while only 32% agree the City of Regina should focus on investing in growth. More people disagree (21%), than agree (17%) that growing Regina is important and the City should take on more debt to finance costs.

Residents are split on the statement: maintaining existing infrastructure is more important than growing the city, with 46% in agreement. Fewer residents (30%) believe that the property taxes of those who live in existing neighbourhoods should be used to pay for growth-related infrastructure improvements that will benefit not only the new population, but existing taxpayers as well.



## The City's Long-Term Plans for Community Growth

Q23. Today, private sector developers pay for infrastructure within the boundaries of new neighbourhood's such as local streets, sidewalks, neighbourhood parks and water and sewer lines. The City of Regina collects money from the developers to pay for additional new infrastructure or improvements to existing infrastructure required for new growth, such as widening a roadway, providing water supply trunk lines, sewage treatment plants and parks and recreational facilities. In certain cases, property taxes may be used to cover a portion of the cost of infrastructure improvements because they benefit not only the new development, but the existing taxpayers as well.



Base: All Respondents (n=600)

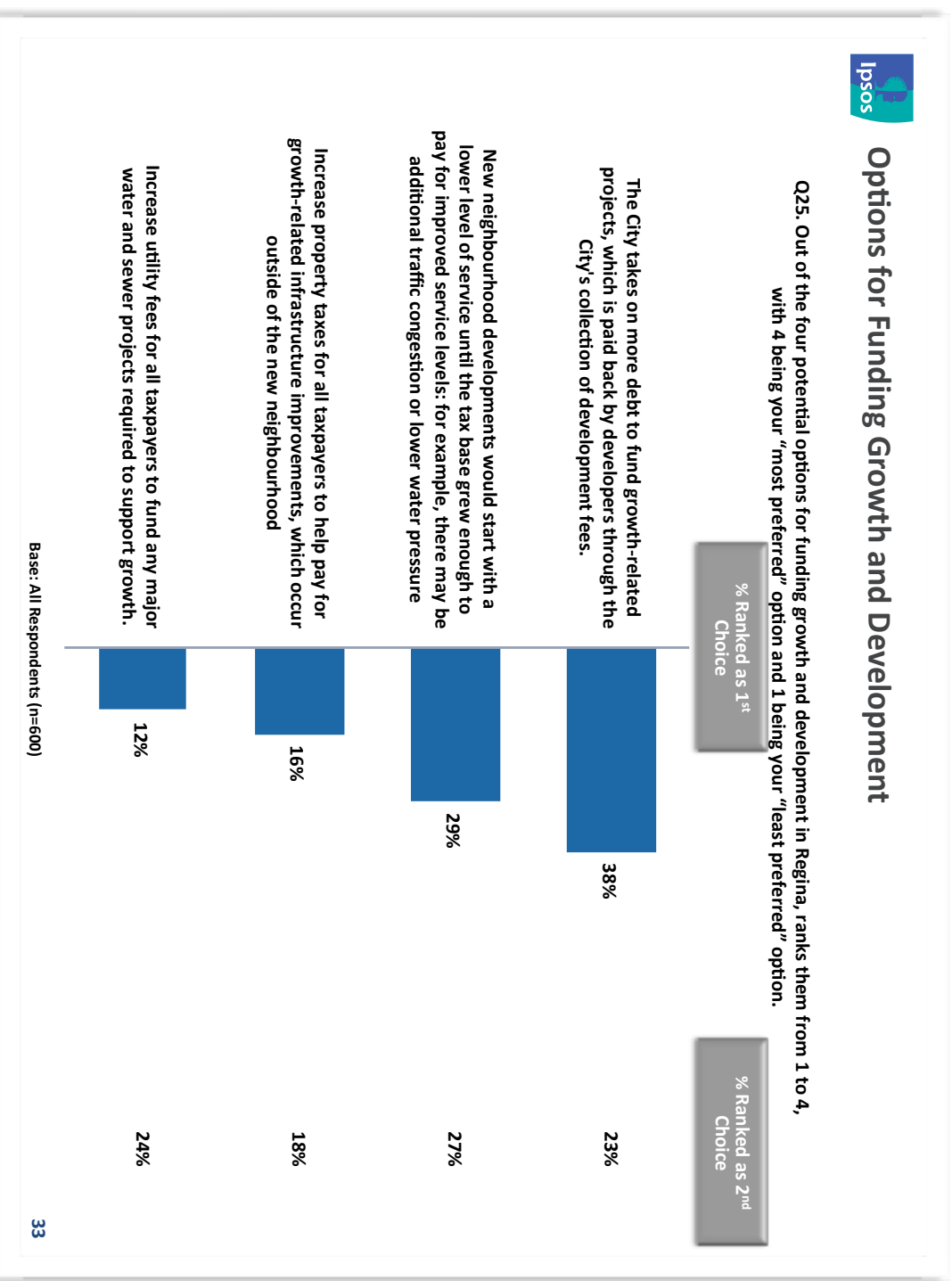


# SECTION EIGHT: PAYING FOR GROWTH (continued)

When asked to rank the potential options for funding growth and development, order of selection was as follows:

- The City takes on more debt to fund growth-related projects, which is paid back by developers through the City's collection of development fees. (38%)
- New neighbourhood developments would start with a lower level of service until the tax base grew enough to pay for improved service levels: for example, there may be additional traffic congestion or lower water pressure. (29%)
- Increase property taxes for all taxpayers to help pay for growth-related infrastructure improvements, which occur outside of the new neighbourhood. (16%)
- Increase utility fees for all taxpayers to fund any major water and sewer projects required to support growth. (12%)

None of the options show a strong base of support, and the second choice selections reveal that residents do not have a strong affinity to any of the four options presented to them.







# SUMMARY REPORT



**IPSOS REID**

600 – 635 Eighth Avenue SW

Calgary, Alberta T2P 3M3

[jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)