

PART E
SPECIFICATIONS

PART E - SPECIFICATIONS

GENERAL

E1. GENERAL

E1.1 These Specifications shall apply to the Work.

1.1 The Inner city and Non-inner city, for this survey, shall be defined by the first three digits of postal codes (FSA) using 2001 Census population counts for Winnipeg FSAs as follows:

Inner City		Non-Inner City	
R2H	15,478	R2C	30,854
R2L	14,501	R2G	33,209
R2W	27,210	R2J	24,651
R2X	15,827	R2K	32,222
R3A	4,136	R2M	37,828
R3B	11,037	R2N	22,495
R3C	17,827	R2P	23,189
R3E	18,338	R2R	18,568
R3G	25,051	R2V	28,982
R3L	20,059	R2Y	19,988
	<hr/>	R3H	128
	169,464	R3J	27,259
	27%	R3K	12,171
		R3M	21,981
		R3N	17,075
		R3P	15,489
		R3R	26,165
		R3S	474
		R3T	41,979
		R3V	6,322
		R3W	4,242
		R3X	6,581
		R3Y	6,603
			<hr/>
			458,455
			73%

E2. SERVICES

E2.1 The Contractor shall conduct a Public Opinion Survey and provide results in accordance with the requirements hereinafter specified.

E2.2 The Contractor shall survey a random sample of Winnipeg residents, by telephone, following proper surveying methodology.

E2.3 The survey instrument shall be in accordance with a previously administered questionnaire (attached), subject to possible minor modifications approved by the Contract Administrator.

E2.4 The Contractor shall review and field test the questionnaire prior to conducting the Survey.

E2.5 The total sample size shall be 1600 respondents broken down as follows:

- (a) Inner city 400 respondents
- (b) Non-inner city 1200 respondents

E3. REPORTS

- E3.1 The Contractor shall provide the Contract Administrator with:
- (a) 2 bound copies of the full results providing data in accordance with E3.2 below;
 - (b) 2 bound copies of the summary results containing data in accordance with E3.3 below;
 - (c) an electronic version of the summary results and full results in a format compatible with Microsoft programs
- E3.2 The full data results must include the total responses to each question in terms of sheer numbers and percentages together with cross tabulations of those numbers and percentages according to “statistical tabulation” Questions 98 to 103 of the questionnaire, as well as inner city and non-inner city groupings. In addition, results must include, for the “service satisfaction” Questions 79 to 86, cross tabulations according to the corresponding “use of service” Questions 88 to 95 (example Transit satisfaction cross tabbed against use of Transit).
- E3.3 The summary results must include the Survey instrument filled in to show the total number of respondents to each question in terms of sheer numbers and percentages together with a short (approximately 5 pages) synopsis of the main conclusions arising from the Survey as well as an overview of the methodology.

E4. QUESTIONNAIRE

(N = 1600)

RECORD # _ _ _

INTERVIEWER: _ _ _

PHONE: _ _ _ - _ _ _

GENDER: Male 1 Female 2

Hello, my name is _____ and I am calling from _____. We're an independent research firm, calling local residents to discuss City of Winnipeg issues. This survey is conducted every year by the City of Winnipeg.

For the purposes of this survey I need to speak with the person living in your household who is 18 or over and whose birthday will come next. Would that be you? **(IF NO, ASK TO SPEAK TO THE PERSON WHO DOES MEET THE REQUIREMENTS. IF THE PERSON WHO MEETS THE REQUIREMENTS IS NOT AT HOME, WE ASK FOR ANY PERSON WHO IS 18 OR OVER. IF NO ONE PRESENTLY AT HOME, THEN TERMINATE).**

Q1 Have you resided in the City of Winnipeg for at least one year? **IF NECESSARY ASK:**
Do you reside inside the City of Winnipeg boundaries, or do you pay taxes to the City of Winnipeg?

Yes 1
No..... 2 **TERMINATE**
Don't know / refused 9 **TERMINATE**

Section A – Quality of Life

Q2 What do you personally value most about living in Winnipeg? Are there any other things you value about Winnipeg? **UNPROMPTED – DO NOT READ.**

CIRCLE ALL THAT APPLY

- Nothing01
- Low cost of living / affordable housing02
- Variety / lots of things to do /
entertainment / sports03
- Restaurants04
- Good place to raise a family05
- Easy to get around / good bus service /
convenience.....06
- Sense of community / people help each other /
friendly07
- My family / friend is here / it's home08
- Scenery / green space / open space / clean air /
quiet.....09
- Wide range of cultural / arts activities
(ballet, theatre, etc)10
- Weather / environmental conditions / seasons.11
- Employment opportunities / work / my job12
- Size of the city / comfort level /
small town atmosphere / slow pace13
- Safe city / low crime rate14
- Quality of life / lifestyle / good healthcare /
good hospitals15
- Education facilities / schools16
- Cultural diversity / ethnic mix17
- Everything / suits me18
- Free country / liberty.....19
- Good government / well run / good mayor /
city services.....20
- Other (.....).....98
- Don't know / refused99

Q3 In general, how would you rate the quality of life in Winnipeg...? **READ LIST**

- Very good.....1
- Good.....2
- Only fair3
- Poor4
- Don't know / refused9

Q4 In what way do you think that the quality of life in Winnipeg can be improved?
UNPROMPTED.

Open Ended Question (accept up to three answers) First time we ask this question

I am now going to read you a number of statements that others have made about the quality of life here in Winnipeg. For each one, please tell me whether you strongly agree, agree, disagree, or strongly disagree. **ROTATE. IF RESPONDENTS DO NOT HAVE A CAR OR BICYCLE, OR DON'T TAKE THE BUS: WE ARE INTERESTED IN THEIR PERCEPTION OR IMPRESSION OF THIS MODE OF TRANSPORTATION IN WINNIPEG.**

		Strongly agree	Agree	Disagree	Strongly disagree	dk / ref
Q5	Winnipeg is a good city to raise a family in.	1	2	3	4	9
Q6	Winnipeg has good, affordable housing.	1	2	3	4	9
Q7	The future for Winnipeg's economy is promising.	1	2	3	4	9
Q8	Winnipeg has good municipal government.	1	2	3	4	9
Q9	It is easy to get around in Winnipeg by car.	1	2	3	4	9
Q10	It is easy to get around in Winnipeg by transit bus.	1	2	3	4	9
Q11	It is easy to get around in Winnipeg by bicycle.	1	2	3	4	9
Q12	Winnipeg has safe, clean drinking water.	1	2	3	4	9
Q13	There are always a variety of things to do in Winnipeg.	1	2	3	4	9
Q14	Winnipeg is a safe city in which to live.	1	2	3	4	9
Q15	Winnipeg has a wide range of high quality cultural, arts and entertainment activities.	1	2	3	4	9
Q16	The future of Winnipeg's downtown is promising.	1	2	3	4	9
Q17	Winnipeg's downtown is enhanced by its heritage	1	2	3	4	9

buildings.

Q18 I feel safe walking alone at night in the downtown. 1 2 3 4 9

Q19 Winnipeg is a clean and beautiful city. 1 2 3 4 9

Q20 Winnipeg is a well-planned and organized city. 1 2 3 4 9

Q21 I am happy in the neighbourhood I currently live in. 1 2 3 4 9

Q22 I feel safe walking alone at night in my neighbourhood. 1 2 3 4 9

Q23 Comparing Winnipeg today to five years ago, would you say that Winnipeg today is...?
READ LIST. IF RESPONDENT DID NOT LIVE IN THE CITY 5 YEARS AGO, THEY ARE TO COMPARE WHEN THEY FIRST MOVED TO WINNIPEG TO TODAY.

- Much better1
- Better.....2
- About the same3
- Worse4
- Much worse.....5
- Don't know / refused9

Q24 And thinking ahead to the future, five years from now, do you expect Winnipeg will be...? **READ LIST**

- Much better1
- Better.....2
- About the same3
- Worse4
- Much worse.....5
- Don't know / refused9

Section B - Importance of Services

Winnipeg's **CITY** Government provides many services to its residents. I would like to read you a list of services and for each one I would like you to rate how important this service is to the quality of life in Winnipeg. Let's use a scale of "1" to "5", where "1" means it is only "**somewhat** important" and "5" means it is "**extremely** important". Ok the first one is.....? **ROTATE REPEAT SCALE OCCASIONALLY**

Somewhat Important to the quality of life in Winnipeg	Extremely Important to the quality of life in Winnipeg	(less than somewhat Important)	(DK/ NS)
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Q25	Garbage collection	1	2	3	4	5	8	9
Q26	The recycling program	1	2	3	4	5	8	9
Q27	Providing safe drinking water	1	2	3	4	5	8	9
Q28	Protection from sewer back-up	1	2	3	4	5	8	9
Q29	Protection from river flooding	1	2	3	4	5	8	9
Q30	Public Transit	1	2	3	4	5	8	9
Q31	Emergency medical response such as ambulance and paramedics	1	2	3	4	5	8	9
Q32	Libraries	1	2	3	4	5	8	9
Q33	Downtown renewal	1	2	3	4	5	8	9
Q34	City support for improving inner city housing	1	2	3	4	5	8	9
Q35	Community planning	1	2	3	4	5	8	9
Q36	Regulating building and property development through zoning regulations and building permits	1	2	3	4	5	8	9
Q37	Ensuring restaurant health standards are met	1	2	3	4	5	8	9
Q38	City's effort in attracting businesses and major events	1	2	3	4	5	8	9
Q39	Condition of the major streets in the city (examples include Portage Avenue, Pembina Highway)	1	2	3	4	5	8	9
Q40	Condition of residential streets in your neighbourhood	1	2	3	4	5	8	9
Q41	Management of rush hour traffic flow (7 to 9 am, 3:30 to 5:30 pm)	1	2	3	4	5	8	9
Q42	Snow removal	1	2	3	4	5	8	9
Q43	Enforcing traffic laws	1	2	3	4	5	8	9
Q44	Police service efforts in crime control	1	2	3	4	5	8	9
Q45	Fire service response to fire incidents	1	2	3	4	5	8	9
Q46	Disaster planning & response (such as for floods, tornadoes, train or airplane crashes)	1	2	3	4	5	8	9
Q47	Animal control	1	2	3	4	5	8	9
Q48	Insect control	1	2	3	4	5	8	9
Q49	A local park in your neighbourhood							
Q50	Major parks such as Assiniboine or Kildonan	1	2	3	4	5	8	9
Q51	Recreation facilities such as pools, arenas and community centres	1	2	3	4	5	8	9
Q52	Recreation programs	1	2	3	4	5	8	9
Q53	City's support for arts, entertainment & culture	1	2	3	4	5	8	9
Q54	Keeping the city clean & beautiful	1	2	3	4	5	8	9
Q55	Preserving heritage buildings	1	2	3	4	5	8	9

Section C – Citizen Satisfaction with Services

Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with each of the following services. **ROTATE.**

		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	dk/ref
Q56	Snow removal	1	2	3	4	9
Q57	City support for improving inner city housing	1	2	3	4	9
Q58	Fire Service response to fire incidents	1	2	3	4	9
Q59	Downtown renewal	1	2	3	4	9
Q60	Community planning	1	2	3	4	9
Q61	City's effort in attracting businesses and major events	1	2	3	4	9
Q62	Condition of the major streets in the city such as Portage Ave or Pembina Hwy	1	2	3	4	9
Q63	Condition of residential streets in your neighbourhood	1	2	3	4	9
Q64	Management of rush hour traffic flow (7 to 9 am, 3:30 to 5:30 pm)	1	2	3	4	9
Q65	City's efforts to ensure restaurant health standards are met thru inspections	1	2	3	4	9
Q66	Enforcing traffic laws (thinking about whether there is enough enforcement)	1	2	3	4	9
Q67	Police service efforts in crime control	1	2	3	4	9
Q68	Animal control	1	2	3	4	9
Q69	Insect control	1	2	3	4	9
Q70	Disaster planning & response (such as for floods, tornadoes, train or airplane crashes)	1	2	3	4	9

Q71	City's efforts in preserving heritage buildings.	1	2	3	4	9
Q72	Garbage collection	1	2	3	4	9
Q73	Recycling program	1	2	3	4	9
Q74	Quality of the drinking water	1	2	3	4	9
Q75	Protection from sewer back-up	1	2	3	4	9
Q76	Protection from river flooding	1	2	3	4	9
Q77	City's support for arts, entertainment & culture					
Q78	City's efforts in keeping the city clean & beautiful					
Q79	Condition of recreation facilities, such as pools, rinks, fields or community centres	1	2	3	4	9
Q80	Recreation programs	1	2	3	4	9
Q81	Condition of the park in your neighbourhood	1	2	3	4	9
Q82	Condition of Major parks such as Assiniboine or Kildonan	1	2	3	4	9
Q83	Public transit	1	2	3	4	9
Q84	Emergency medical response such as paramedics or ambulance	1	2	3	4	9
Q85	Building permit process	1	2	3	4	9
Q86	Libraries	1	2	3	4	9

Q87 In general, how satisfied are you **overall** with the services provided by the City of Winnipeg? Are you...? **READ LIST**

- Very satisfied 1
- Somewhat satisfied 2
- Somewhat dissatisfied 3
- or are you Very dissatisfied 4
- Don't know / refused 9

Section D - Use of Selected Services

Q88 Have you visited a City Recreational **Facility** in the past year? (Pool, Arena, Community Centre)

- Yes1
- No.....2
- Don't know / refused9

Q89 Have you or someone in your family participated in a City Recreational **Program** in the past year? (Swimming lesson, Soccer, Hockey etc)

- Yes1
- No.....2
- Don't know / refused9

Q90 Have you visited your **Local** neighbourhood park in the past year?

- Yes1
- No.....2
- Don't know / refused9

Q91 Have you visited a **Major** park in the past year? (Assiniboine, Kildonan Park etc.)

- Yes1
- No.....2
- Don't know / refused9

Q92 Do you use the City Transit at least once a week?

- Yes1
- No.....2
- Don't know / refused9

Q93 Have you been involved with a medical emergency response (paramedic or ambulance) in the past year?

- Yes1
- No.....2
- Don't know / refused9

Q94 Have you applied for a building permit in the past year?

Yes	1
No.....	2
Don't know / refused	9

Q95 Have you visited a City library in the past year?

Yes	1
No.....	2
Don't know / refused	9

Section E - Taxation

Q96 As a municipal taxpayer would you describe the value you receive for your tax dollar as...? **READ LIST**

Very good value.....	1
Good value	2
Poor value	3
or very poor value	4
Don't know / refused	9

Q97 I'm now going to read you three statements. Please tell me which one best describes your view? **READ LIST AND ROTATE**

An <i>increase</i> in property taxes equal to inflation is acceptable in order to ensure that service levels remain the same	1
Property taxes <i>should not increase</i> at all even though there may be some impact on services.....	2
Property taxes <i>should be reduced</i> even if it means reducing levels of services.....	3
Don't know / refused	9

Section F - Statistical Questions

I just have a few questions for our statistical tabulations.

Q98 Gender (**DO NOT READ**)

Male1
Female.....2

Q99 In what year were you born?

1985 to 1969 (18 to 34).....1
1968 to 1949 (35 to 54).....2
1948 or earlier (55 or older).....3
Don't know / refused9

Q100 Do you rent or own your home?

Rent.....1
Own.....2
Don't know / refused9

Q101 What is the highest level of education you have completed?

Less than high school.....1
Completed high school2
Community college / technical /
some university3
University degree(s).....4
Don't know / refused9

Q102 Would you say that your total household income before taxes is...? **READ LIST**

Less than \$30,0001
Between \$30,000 and \$59,999.....2
Between \$60,000 and \$79,999.....3
More than \$80,0004
Don't know / refused9

Q103 Can you please tell me the first three characters of your postal code : **Please ensure it is Letter, Number, Letter.** R ____

Q104 And finally, can I confirm that your phone number is

____ - ____

Those are all the questions I have. The City of Winnipeg would like to thank-you for taking the time to participate in this survey.