



2010 Budget State of the Community Report



Overview

- The following represents the results of a public opinion survey conducted for the City of Greater Sudbury by Oraclepoll Research Limited.
- The objective of this survey was to gauge the opinions of residents of the City of Greater Sudbury on a series of issues related to life in community, services delivery and Budget issues.
- The last citizen survey was conducted in 2004 by Oraclepoll Research Limited and where applicable (when similar questions were asked) results are compared with results from this study.

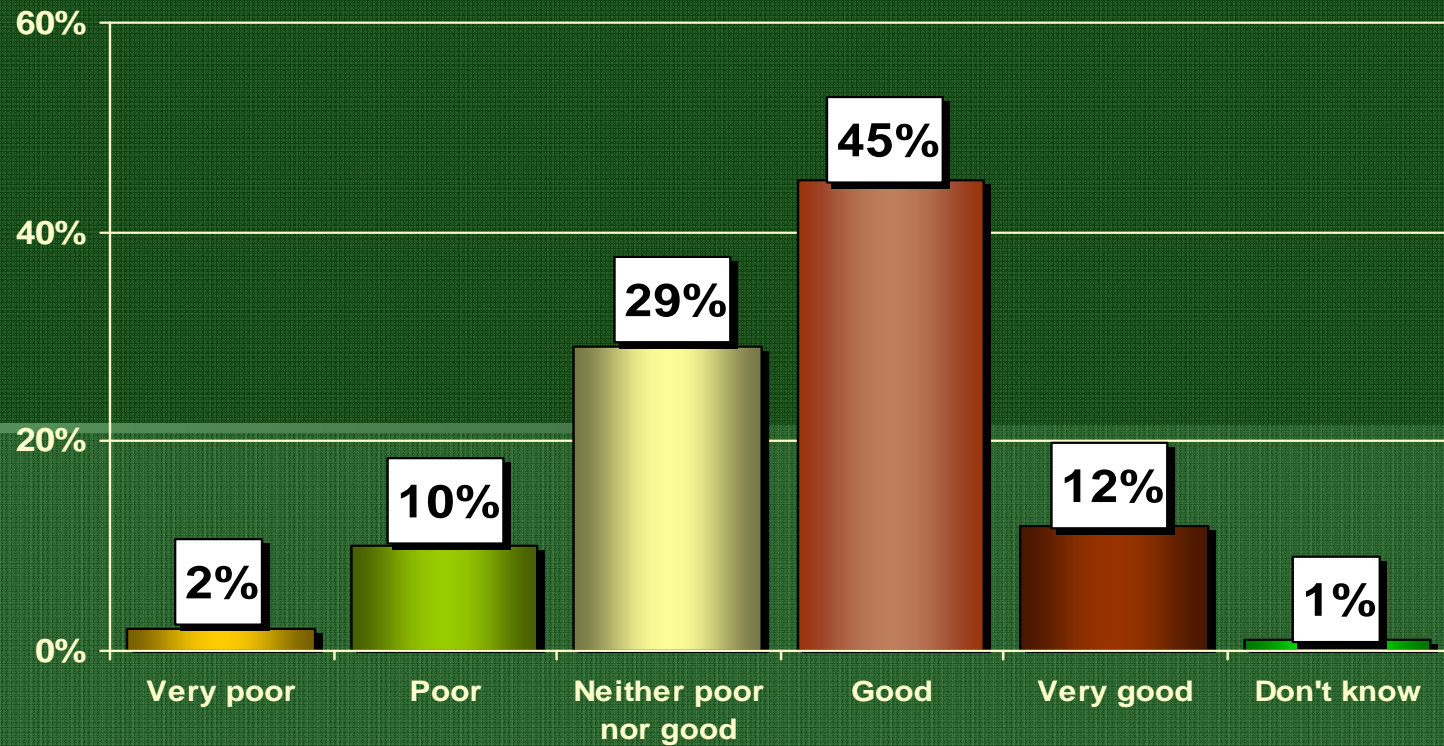
Methodology

- A total of 1200 randomly selected residents 18 years of age and older from the City of Greater Sudbury were interviewed between the days of September 21st and October 2nd 2009.
- The data was collected using Computer Assisted Telephone Interviewing (CATI) telephone survey engine. A total of 20% of all telephone interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.
- The margin of error for this total sample is +/- 2.8%, 19/20 times.

OUR COMMUNITY'S FUTURE

Quality of Life

"Using a scale where one is very poor to five very good, how would you rate the overall quality of life in the community?"



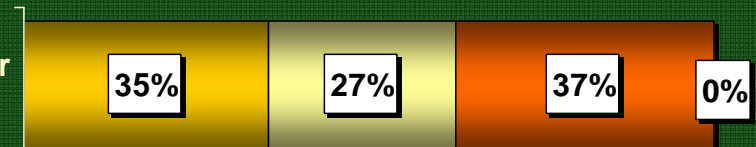
Quality of Life (Con't)

- A total of 57% of residents surveyed rated their quality of life as being either good or very good, while only 12% rated it as poor, 29% as neutral (neither poor nor good), while 1% did not know or had no opinion.
- This compares to the 2004 City Budget period survey when a lesser 51% rated the overall quality of life as being good or very good, 11% as poor or very poor and 37% as neutral.

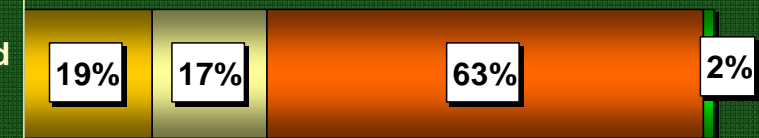
Confidence Areas

Respondents were asked to rate agreement to the following statements where one is not at all agree to five strongly agree.

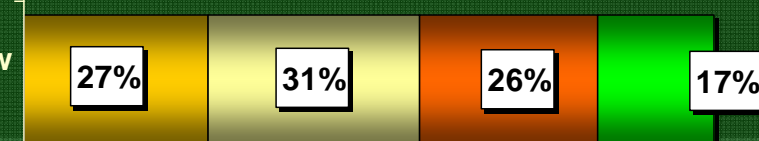
I am confident about the economic future of our community



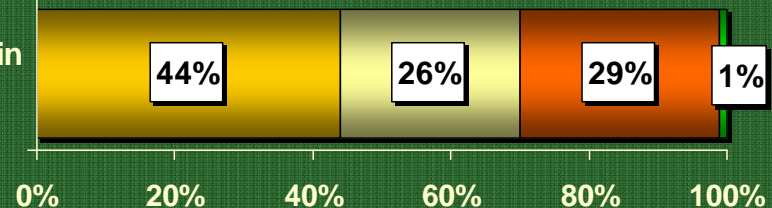
It is important to attract new residents and immigrants to the City



There is mentorship and support for new entrepreneurs in the City



I feel that there are employment opportunities in the City



■ Total disagree

■ Neither agree nor disagree

■ Total agree

■ Don't know

Confidence Areas (Con't)

- The strongest level of agreement by 63% of those interviewed related the importance of attracting new residents and immigrants to the City, while the lowest was for having support and mentorship for new entrepreneurs (26%), while a high 17% did not know or had no opinion in that area. A low agreement score (29%) was also provided for having employment opportunities in the City.
- A total of 37% agreed that they are confident about the economic future of the community, compared to 35% that disagreed, while 27% provided a neutral response. This question was also asked in 2004, when in that survey period, 33% agreed with the statement, 26% disagreed, 40% were neutral and 1% did not know.

Changing Community

- When asked about where the City of Greater Sudbury was headed or how it has been changing, 36% said it was changing for the better, 30% said for the worse, 30% were of the opinion there has been no change and 5% did not know.
- In 2004 34% said for the better, 25% for the worse, 38% claimed no change and 3% were unsure.

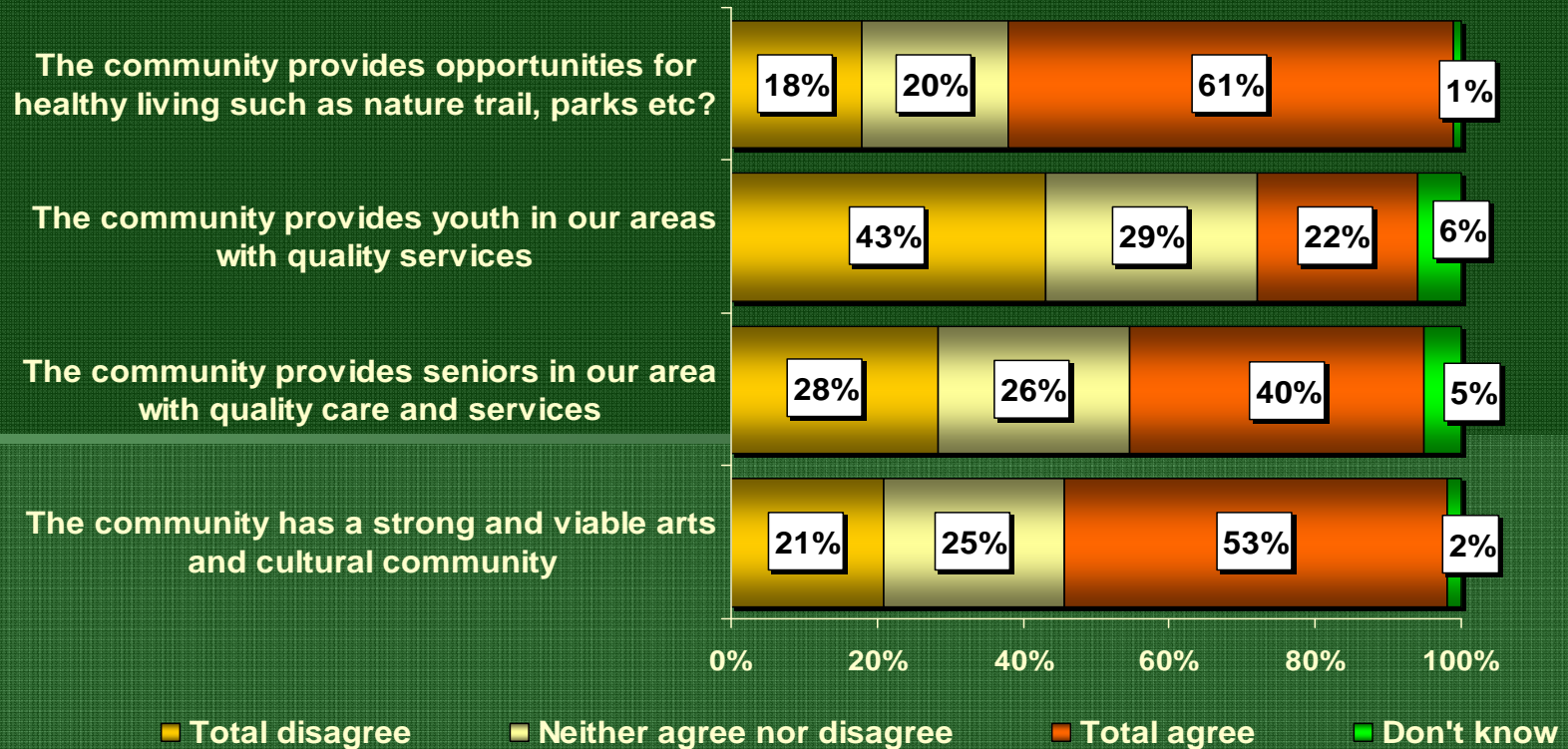
Most important issues facing the Community

Top Reasons	2009
Jobs / Job creation / Employment / Unemployment	20%
Business development / diversity / attraction	10%
Roads / streets	8%
Health care / home care / hospital care / doctor shortage	7%
Infrastructure	6%
Leadership / politics / government	5%
Mining industry / Vale INCO strike	4%
Taxes / Property taxes / Tax increases / Lower taxes	4%
Cultural development / recreational development	3%
Economy / Economic Stability	2%
Environment	2%
Youth outmigration	2%
Budget / finances	2%

HEALTHY COMMUNITY

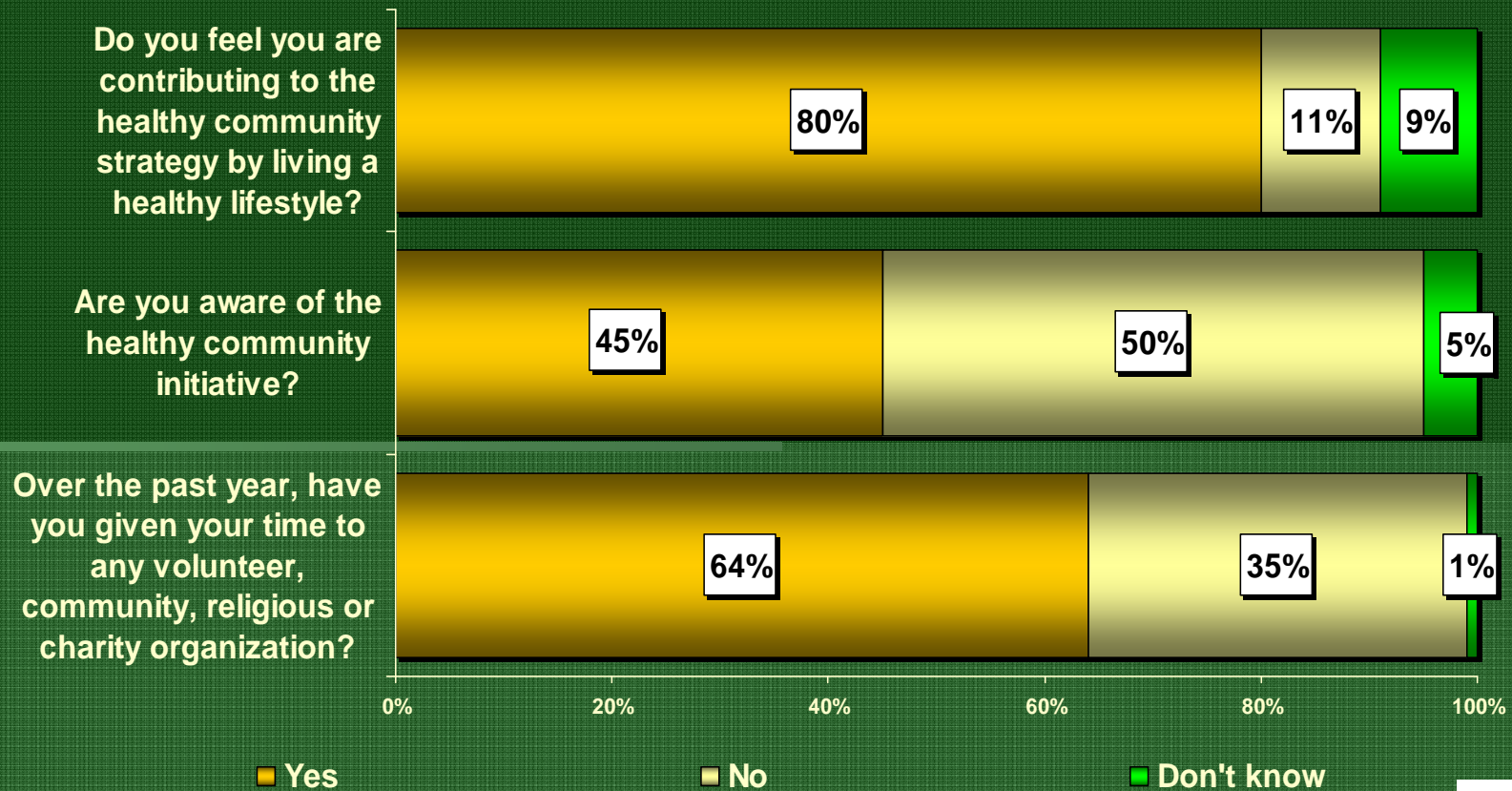
Healthy Community Living

Respondents were asked to rate agreement to the following statements where one is not at all agree to five strongly agree.



Healthy Community Initiatives

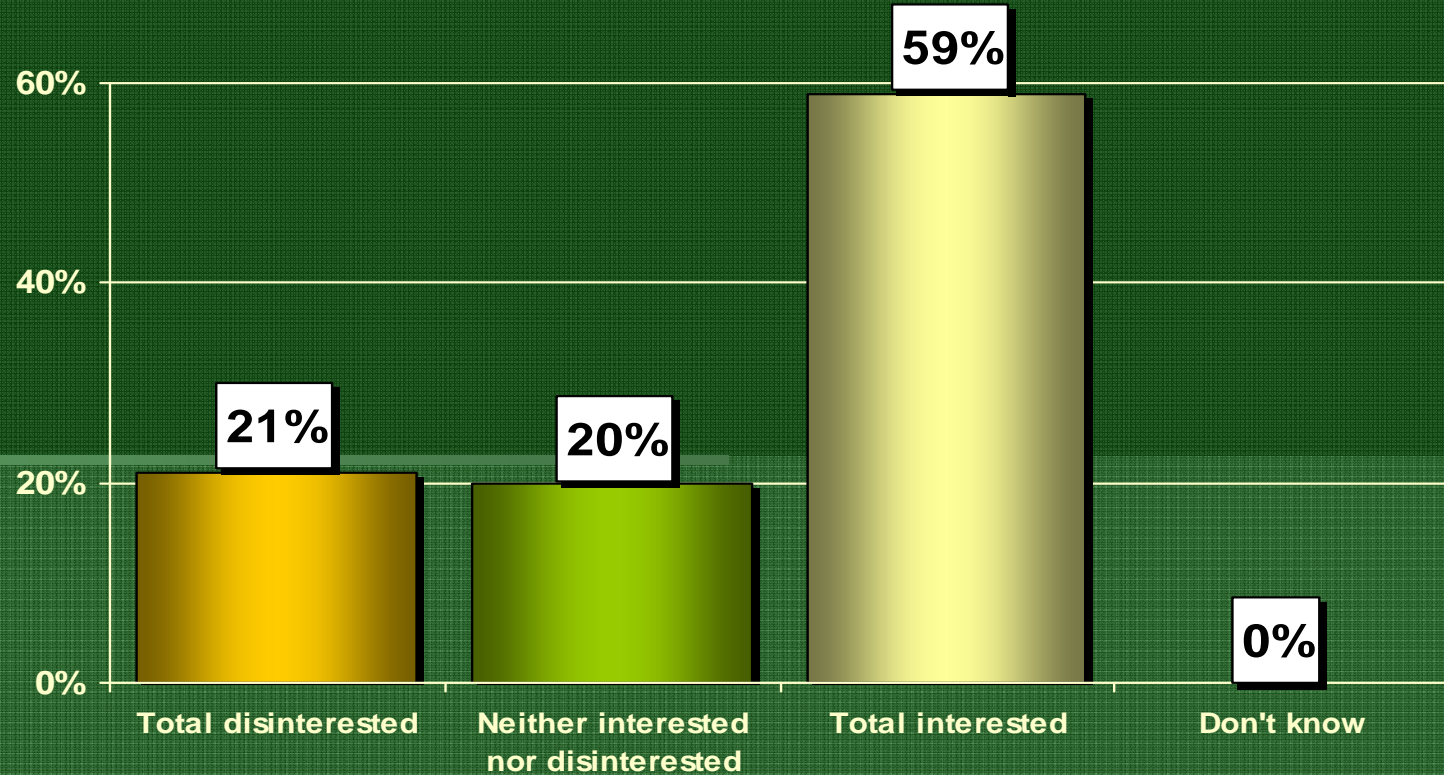
All respondents were asked the following questions about the healthy community and volunteerism



PARTICIPATORY DEMOCRACY / COMMUNICATION

Municipal Politics

*"How would you rate your interest in politics at the
Municipal government level in the CGS?"*



Municipal Politics (Con't)

- A total of 59% stated that they are interested or very interested in politics at the municipal level, compared to only 21% that are disinterested, while 20% were neutral on the issue.
- In addition, three in ten (30%) are of the opinion that City Hall is providing them with enough information, 59% do not and 12% did not know.

Municipal Communication

When asked how they would like to receive information from the City:

- 29% said a flyer or mail out brochure
- 21% named newspapers
- 15% email
- 14% television
- 10% the City website
- 5% radio
- 3% all media forms
- 2% were unsure

CITY OF GREATER SUDBURY SERVICES

Importance of Services

For each of the following services please rate their importance to you using a scale from one being not at all important to five very important.

	Importance of the Service	2009				2004	Percent Change +/-%
		Rating 1 - 2	Rating 3	Rating 4 - 5	Do not know	Rating 4 - 5	
Q30	Maintenance of main roads	2%	5%	92%	1%	95%	-3%
Q40	Fire protection	1%	7%	92%	0%	96%	-4%
Q35	Ambulance services	8%	8%	91%	1%	93%	2%
Q45	Funding for access to health care services	3%	6%	91%	1%	N/A	N/A
Q26	Developing Job creation initiatives	3%	7%	90%	1%	91%	-1%
Q31	Winter Road maintenance	2%	7%	90%	2%	94%	-4%
Q33	Policing	3%	7%	90%	1%	92%	-2%
Q20	Economic diversification and planning for the economic future	3%	8%	88%	1%	86%	2%
Q32	Water & sewer services	4%	9%	86%	1%	87%	-1%
Q23	Planning for the CGS's future	3%	11%	85%	1%	92%	-7%
Q36	Public health unit services	4%	13%	83%	1%	87%	-4%
Q29	Waste collection	4%	15%	81%	1%	N/A	N/A
Q19	Ensuring building safety	5%	15%	79%	0%	81%	-2%
Q25	Promoting recycling	8%	13%	79%	1%	N/A	N/A

Importance of Services (Con't)

For each of the following services please rate their importance to you using a scale from one being not at all important to five very important.

	Importance of the Service	2009				2004	Percent Change +/- %
		Rating 1 -2	Rating 3	Rating 4 -5	Do not know	Rating 4 -5	
Q28	Pioneer Manor (long term care facility)	7%	14%	77%	3%	80%	-3%
Q44	Older adults services	7%	17%	75%	0%	N/A	N/A
Q24	Promoting tourism	8%	18%	73%	1%	81%	-8%
Q37	Public transit	12%	16%	72%	1%	66%	6%
Q38	Recreational facilities	8%	20%	72%	1%	72%	0%
Q27	Beautification of the community	8%	20%	71%	1%	N/A	N/A
Q34	Providing affordable housing	11%	21%	68%	1%	67%	1%
Q41	Libraries	9%	24%	67%	0%	71%	-4%
Q39	Leisure programs	11%	25%	63%	1%	58%	5%
Q21	Child care funding	19%	19%	60%	2%	59%	1%
Q18	Ensuring the quality of new land developments	17%	26%	56%	1%	44%	13%
Q43	Downtown redevelopment	21%	26%	51%	2%	N/A	N/A
Q22	Providing welfare assistance	24%	29%	46%	1%	49%	-3%
Q42	The downtown farmers market	25%	28%	46%	2%	N/A	N/A
Q46	Arts and culture funding	29%	29%	41%	1%	N/A	N/A

Importance of Services (Con't)

- The range of emergency and health services provided by the City (fire, policing, ambulance, etc) all rated very highly in terms of importance as did infrastructure related and economic development initiatives. Lowest importance levels were for arts and culture funding, welfare, the farmers market and downtown redevelopment.
- The largest priority increase (+13%) was in the area of ensuring the quality of land development, while the largest decrease (-8%) was for promoting tourism.

Rating Services

"Considering the level of municipal taxes which you currently pay and the service that you receive, how satisfied are you with the level of service currently provided for each of the following areas? Please use a scale from one being very poor to five very good."

	Performance of Services	2009				2004	Percent Change +/- %
		Rating 1 - 2	Rating 3	Rating 4 - 5	Do not know	Rating 4 - 5	
Q69	Fire protection	5%	15%	75%	6%	73%	2%
Q58	Waste collection	7%	18%	74%	2%	N/A	N/A
Q54	Promoting recycling	8%	17%	73%	3%	N/A	N/A
Q64	Ambulance services	4%	17%	72%	8%	71%	1%
Q62	Policing	17%	19%	62%	2%	64%	-2%
Q65	Public health unit services	10%	23%	59%	8%	67%	-8%
Q70	Libraries	9%	27%	59%	5%	63%	-4%
Q61	Water & sewer services	19%	24%	51%	7%	50%	1%
Q56	Beautification of the community	22%	29%	45%	4%	N/A	N/A
Q57	Pioneer Manor (long term care facility)	14%	26%	44%	16%	63%	-19%
Q66	Public transit	20%	26%	44%	10%	53%	-9%
Q71	The downtown farmers market	15%	28%	44%	13%	N/A	N/A
Q53	Promoting tourism	19%	30%	42%	9%	51%	-9%

Rating Services (Con't)

	Performance of Services	2009				2004	Percent Change +/- %
		Rating 1 -2	Rating 3	Rating 4 -5	Do not know	Rating 4 -5	
Q48	Ensuring building safety	12%	30%	41%	17%	43%	-2%
Q68	Leisure programs	19%	32%	41%	8%	32%	9%
Q67	Recreational facilities	25%	30%	40%	6%	31%	9%
Q73	Older adults services	16%	32%	35%	17%	N/A	N/A
Q60	Winter Road maintenance	42%	23%	33%	2%	40%	-7%
Q49	Economic diversification and planning for the economic future	24%	35%	32%	9%	29%	3%
Q27	Planning for the CGS's future	27%	31%	32%	11%	39%	-7%
Q74	Funding for access to health care services	32%	27%	31%	10%	N/A	N/A
Q75	Arts and culture funding	22%	34%	31%	13%	N/A	N/A
Q51	Providing welfare assistance	16%	34%	30%	20%	33%	-3%
Q59	Maintenance of main roads	52%	18%	29%	1%	17%	12%
Q72	Downtown redevelopment	29%	33%	27%	12%	N/A	N/A
Q55	Developing job creation initiatives	30%	32%	26%	12%	24%	2%
Q50	Child care funding	20%	32%	26%	23%	23%	3%
Q47	Ensuring the quality of new land developments	27%	34%	25%	14%	24%	1%
Q63	Providing affordable housing	30%	29%	24%	18%	27%	-3%

Performance of Services (Con't)

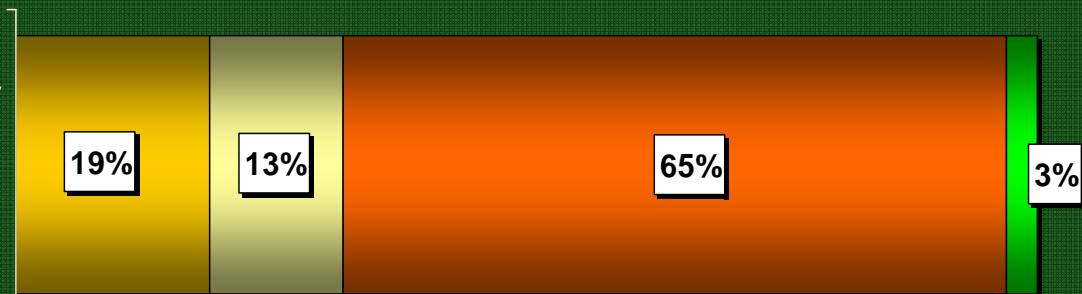
- The highest rated services in terms of good and very good scores were for fire services, waste collection, recycling, ambulance service, policing, libraries and the health unit. Lowest rated were the areas of affordable housing, ensuring quality of land development, child care funding, job creation, downtown redevelopment and road maintenance.
- It should be noted that a high number of respondents answered do not know when they were asked to rate child care funding (23%), welfare assistance (20%), affordable housing (18%), older adult services (17%), and building safety (17%).
- The largest percentage gain was for main road maintenance (+12%) and largest decrease was for Pioneer Manor (-19%)

2010 BUDGET AND TAXES

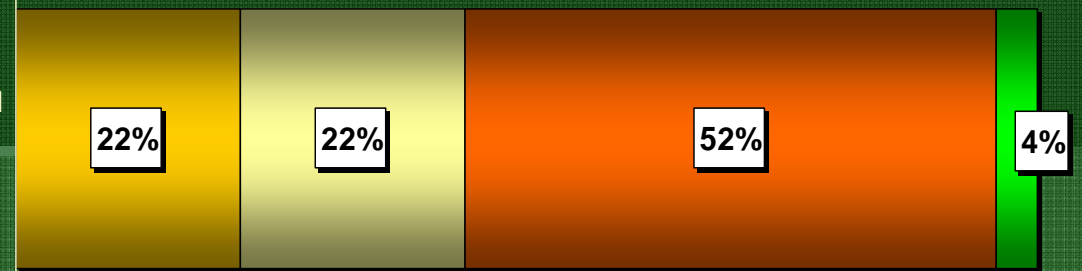
2010 Budget

These statements will be used by Municipal Council to prepare the 2010 Budget. After each one is read, please respond using a scale from one not at all agree to five strongly agree

The private sector should be involved in the delivery of Municipal services if they can be delivered more cost effectively without affecting current service levels



Where appropriate the direct users of Municipal services should pay for the cost of providing those services



0% 20% 40% 60% 80% 100%

■ Total disagree

■ Neither agree nor disagree

■ Total agree

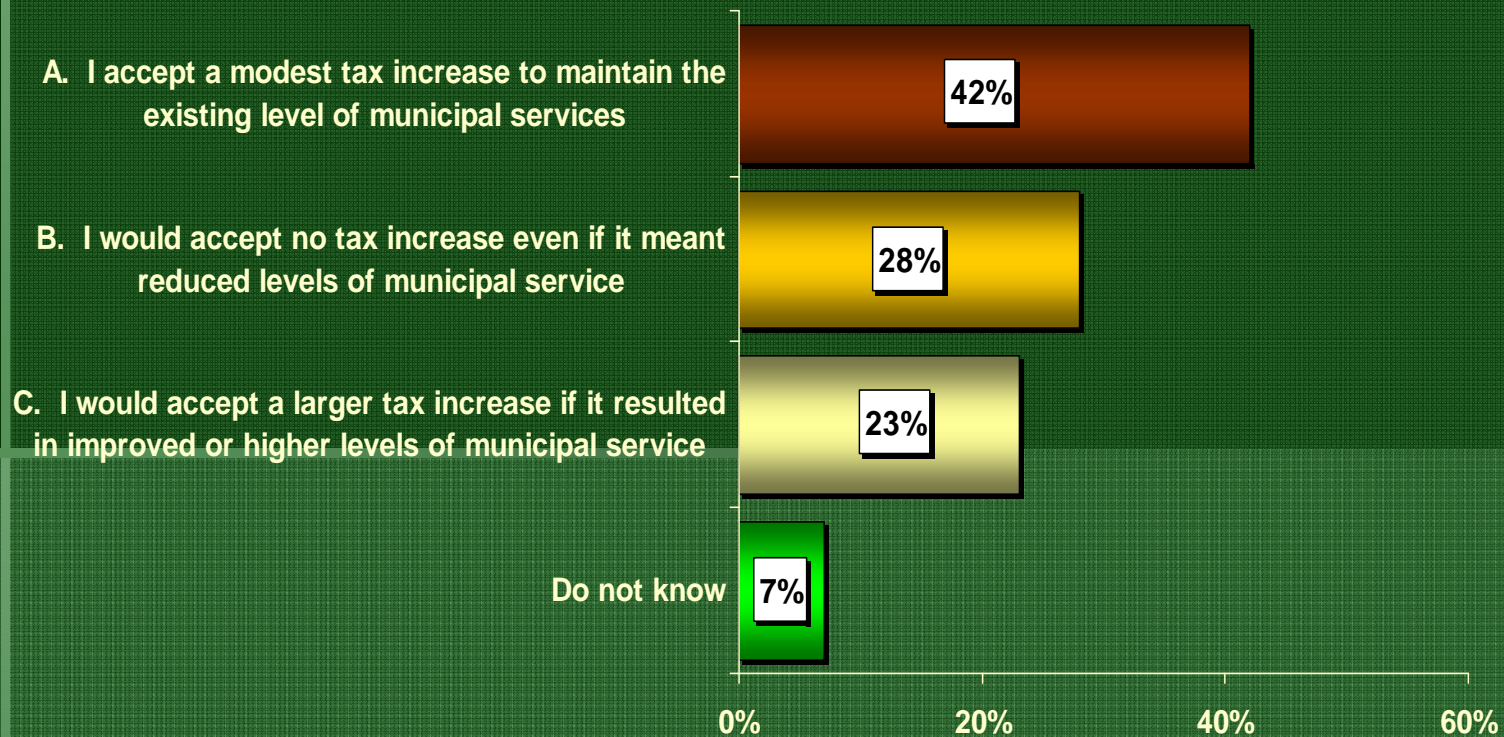
■ Don't know

2010 Budget (Con't)

- A total of 65% of respondents agreed with the statement that the private sector should be involved in the delivery of Municipal services if they can deliver them more effectively without reducing service levels.
- A lesser 52% agreed that where appropriate, the direct users of Municipal services should pay the cost of providing those services. This compares to only 40% that agreed with the same statement in 2004.

Municipal Tax Increases

These statements will be used by Municipal Council to prepare the 2010 Budget. After each one is read, please respond using a scale from one not at all agree to five strongly agree



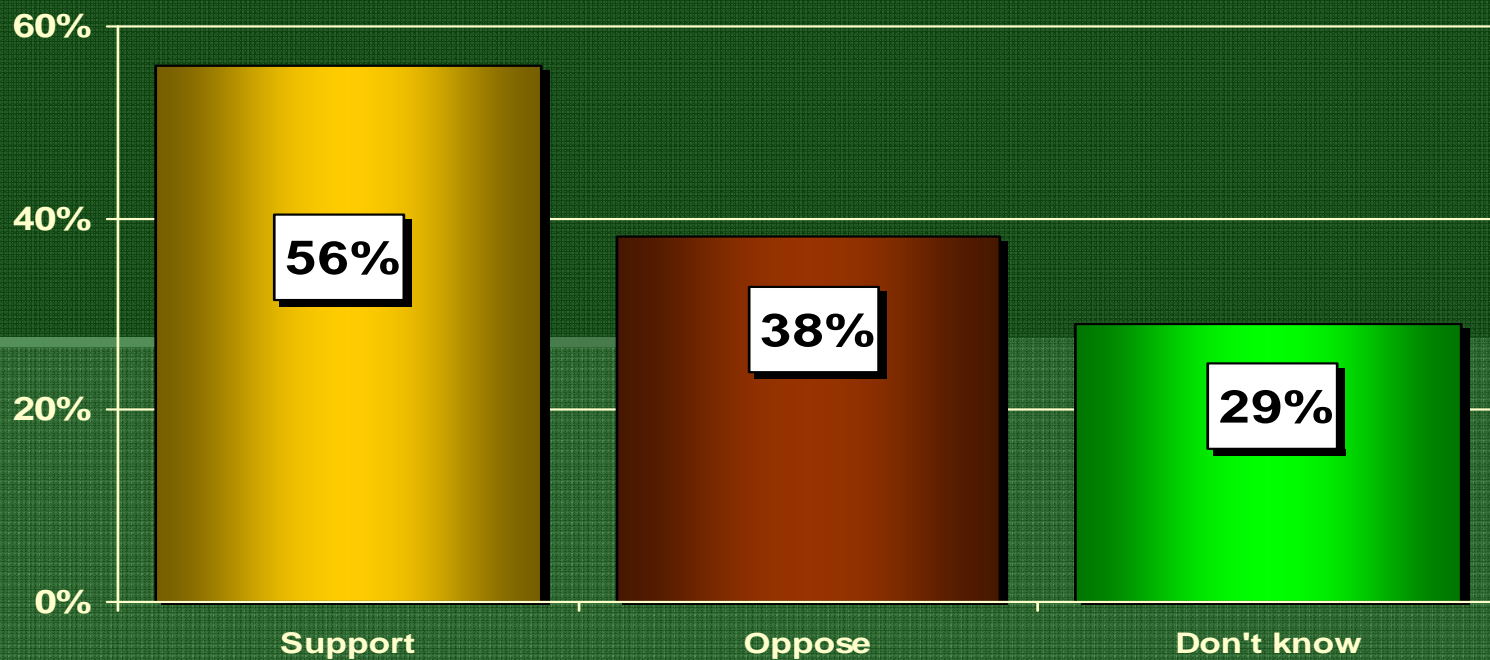
Municipal Tax Increases (Con't)

- The statement most agreed with by 42% related to accepting a modest tax increase in order to maintain existing service levels and a further 23% would accept a larger tax increase if it resulted in improved levels of service. This compares to the 28% that would accept no tax increase even if service levels were reduced, while 7% did not know.
- Those that would accept a larger increase for improved services (response C.) would most like improved road maintenance (39%), 10% better recreational facilities, 6% health care / doctor recruitment, 6% more arts funding, and 5% better transit, while 16% did not know.
- On the other hand respondents that want no tax increase even if service levels are reduced (response B), 14% would tolerate art cuts, 12% City staff or salary reductions, 5% leisure services, 5% recreational facilities, 5% waste collection, 5% less wasteful spending and 5% welfare cuts. A total of 29% did not know what areas should be cut and 8% said in no areas.

Annual 2% Tax Increase

"The City's Long Term Financial Plan recommends that there would be an annual 2% tax increase that would be directed to capital projects such as roads and existing facilities."

"Do you support or oppose having this tax increase?"



Thank You