



# Steinbach Public Engagement Steinbach Online Public Consultation

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## PERFORMING ARTS CENTRE

- Respondents who completed the online questionnaire were very aware of the proposal to build a new Performing Arts Centre (P.A.C.). 94% of participants said they had read, heard or seen something on the P.A.C. The most frequently provided comments related to the project were *Still in the approval process/Researching/Controversy* (24% of mentions) and *Funding details/Where the money is coming from* (23% of mentions).
- Opinions collected regarding the P.A.C. were split fairly evenly for several questions. Six out of ten (60%) responses agreed it was important to have access to a new P.A.C. in Steinbach, while 4 out of ten (40%) disagreed. Just over half (51%) of responses agreed they or their family would likely use the new P.A.C and 47% said they would likely not use it.
- Regarding if people had any positive or negative comments to share regarding building the facility downtown, the top responses were *P.A.C. is needed/I am in favour of* and *Money should be used elsewhere/P.A.C. is not needed* (24% each).
- Participants in this online consultation are opposed to building the P.A.C. downtown, as 54% of respondents opposed building it downtown.
- The most-often mentioned reasons for supporting the centre being built in the downtown location were that it is *Central location/Accessible* (41% selections) and *Will keep downtown vibrant/alive/Revitalize downtown* (35% of selections). The top reasons for not wanting a downtown location were that they were *Opposed to building the P.A.C. anywhere/Use money elsewhere* (41%) and *Parking Concerns* (33%).
- Respondents were read two positive statements describing possible benefits of the P.A.C. on the Steinbach community and asked whether they agreed or disagreed with them. Both statements received mixed reactions, though agreement for both was higher.
  - *The building of a Performing Arts Centre is part of a broader cultural and recreational plan that will ensure Steinbach remains an attractive place to live and raise a family.* (Total Agree – 56%)
  - *Steinbach has a vibrant, growing arts and cultural community and a new Performing Arts Centre will provide the perfect place to showcase their efforts and activities to all residents.* (Total Agree – 57%).

- Opinion was split regarding the City of Steinbach's approach to the Centre's construction costs, as half opposed the approach (50%) while 45% supported Council's position.
- All consultation participants were informed that an average homeowner in Steinbach paid about \$100 annually in taxes to support the operation of the Aquatic Centre. The majority of responses said they preferred to pay *Less than \$100 annually in additional taxes* (58%) or *About the same* for the Aquatic Centre (23%). For participants preferring to pay *Less than \$100* (n of 719), over 8 in 10 (82%) would prefer to pay *Significantly less*, while 14% would be comfortable paying *A little less*.
- When asked if the P.A.C. should provide *Just performances* or *Performances and day-to-day programming*, nearly 7 in 10 (68%) agreed with the latter. However, over half (51%) agreed that they would still support the non-performance programming if it meant additional taxes to support the operating costs.
- Opinion was fairly split regarding what the next capital recreational undertaking should be. The *New hockey arena* was selected by a third of participants (33%), while a *Fieldhouse for court sports* was selected 24% of the time.
- It is noteworthy that impressions of the P.A.C. were more favourable among consultation participants who opted to provide their name and address. Anonymous questionnaire completions were noticeably less supportive.

## Methodology

- An initial kick-off meeting was held early January 2016 with a senior NRG researcher and the Mayor's Task Force to discuss the scope of the research study and identify some of the particular areas of study. The meeting was helpful and providing some factual information regarding the P.A.C. for inclusion in the consultation questions.
- The consultation questionnaire was developed collaboratively by NRG Research Group and the Steinbach Mayor's Task Force on Public Engagement. The final questionnaire was approved by the Task Force and averaged approximately 13-14 minutes to complete.
- A total of 1238 questionnaires were completed; 1207 were collected online and 31 completed questionnaires were submitted in paper and pencil format. The consultation period was from **February 1<sup>st</sup> to the morning of February 17<sup>th</sup>, 2016.**
- Data collection was conducted via an open link questionnaire which was created by NRG and provided to the Task Force and hosted on the City of Steinbach website ([www.Steinbach.ca](http://www.Steinbach.ca)). A printed version with the same questions created by NRG which Steinbach residents were able to obtain in person at Steinbach City Hall was also available.

- The online consultation questionnaire was hosted on a secure NRG web server to ensure confidentiality and anonymity of responses. NRG informed all respondents of the research, identified the consultation sponsor (City of Steinbach) and the research supplier, and informed participants that their involvement in the consultation was voluntary and completely confidential, and that providing their first and last names and street addresses were optional.
- Please note that a limitation of using an open web link was that it could potentially be completed by the same individual multiple times. In addition, given the nature of the survey being provided openly to the public, non-Steinbach residents had the ability to complete a consultation questionnaire.
- Due to the open link survey methodology, weighting and margin of error cannot be applied to determine a representative sampling of Steinbach, as it is against **MRIA's Code of Conduct and Good Practice**, as stated below:

*With few exceptions, most online sample sources are not adequately proportioned to approximate the general population or your particular target population. Careful adjustments need to be made, before and after data collection, to achieve this approximation. Based on statistical science principles, MRIA's Code of Conduct and Good Practice prohibits statements about margins of sampling error or population estimates with regard to convenience samples, including most online panels. Therefore, you should neither request nor use a margin of sampling error statement for surveys that use nonprobability/convenience samples.*

**Source: <http://mria-arim.ca/about-mria/standards/quality-of-online-research>**

# Sample Characteristics

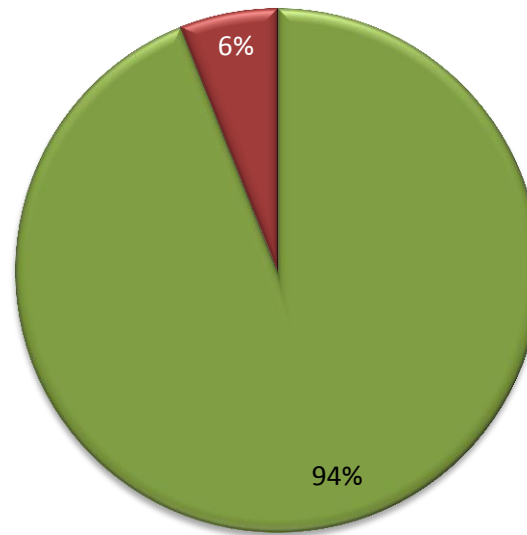
Variable	N=1238 %	Variable	N=1238 %	Variable	N=1238 %
<b>Gender</b>		<b>Children Under 18 in HH</b>		<b>Years living in Steinbach</b>	
Male	47	Yes	43	5 years or less	12
Female	53	No	52	6 to 19 years	29
<b>Age</b>		<b>Income</b>		20 years or more	55
18-34	28	<\$60k	28	<b>Own or rent home</b>	
35-54	42	\$60k-\$100k	29	Own	87
55 plus	28	\$100K+	21	Rent	13
<b>Provided Name and/or Address</b>		Refused	22		
Yes	39				
No	61				

## Consultation Results



Q1. Have you read, heard or seen anything regarding City Council's approval of the construction of a new Performing Arts Centre (P.A.C.) in Steinbach?

## Heard, Read or Seen Anything?



N=1238

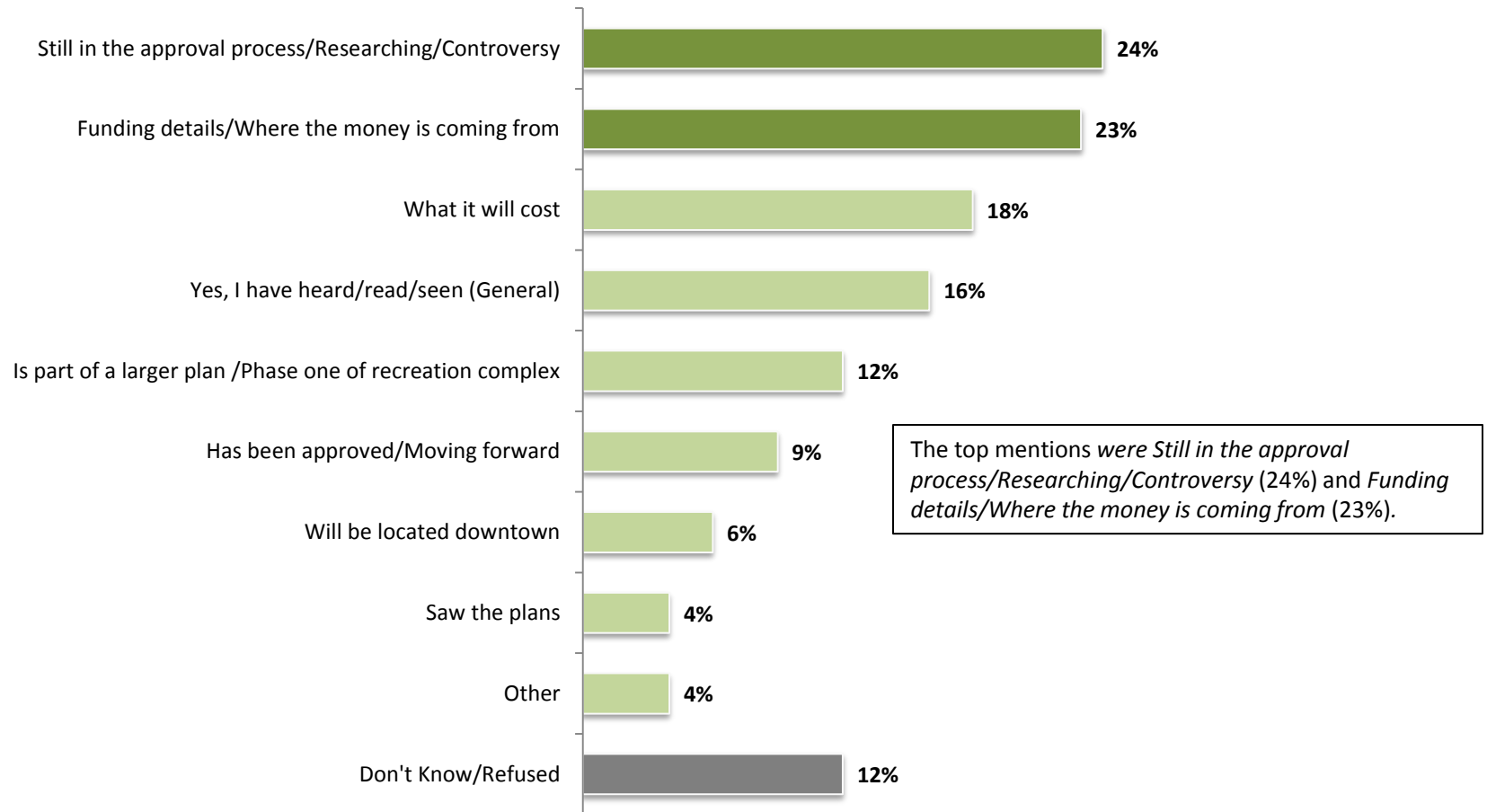
■ Yes

■ No

The overwhelming majority of participants have read, heard or seen something regarding the approval of the construction of a new Performing Arts Centre in Steinbach (94%).

Q2. [IF YES TO Q1] What have you heard, read or seen? [RECORD OPEN END]

## What have you read, heard or seen? (Total Mentions)



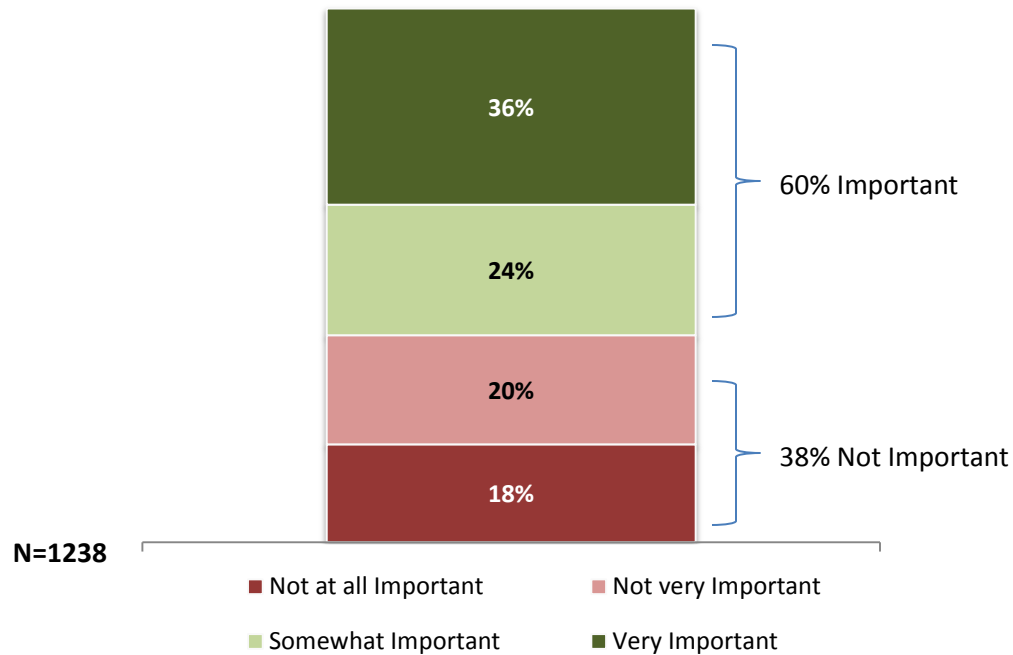
N=1168

# Importance of Performing Arts Centre

The City of Steinbach has passed a resolution to build a new Performing Arts Centre as the first phase in the development of recreation and cultural facilities. The Centre will be a place where concerts, plays and other cultural events can be held.

Q3. How important is it for you that community members of all ages have access to a new Performing Arts Centre in Steinbach?

## Importance of New Performing Arts Centre in Steinbach

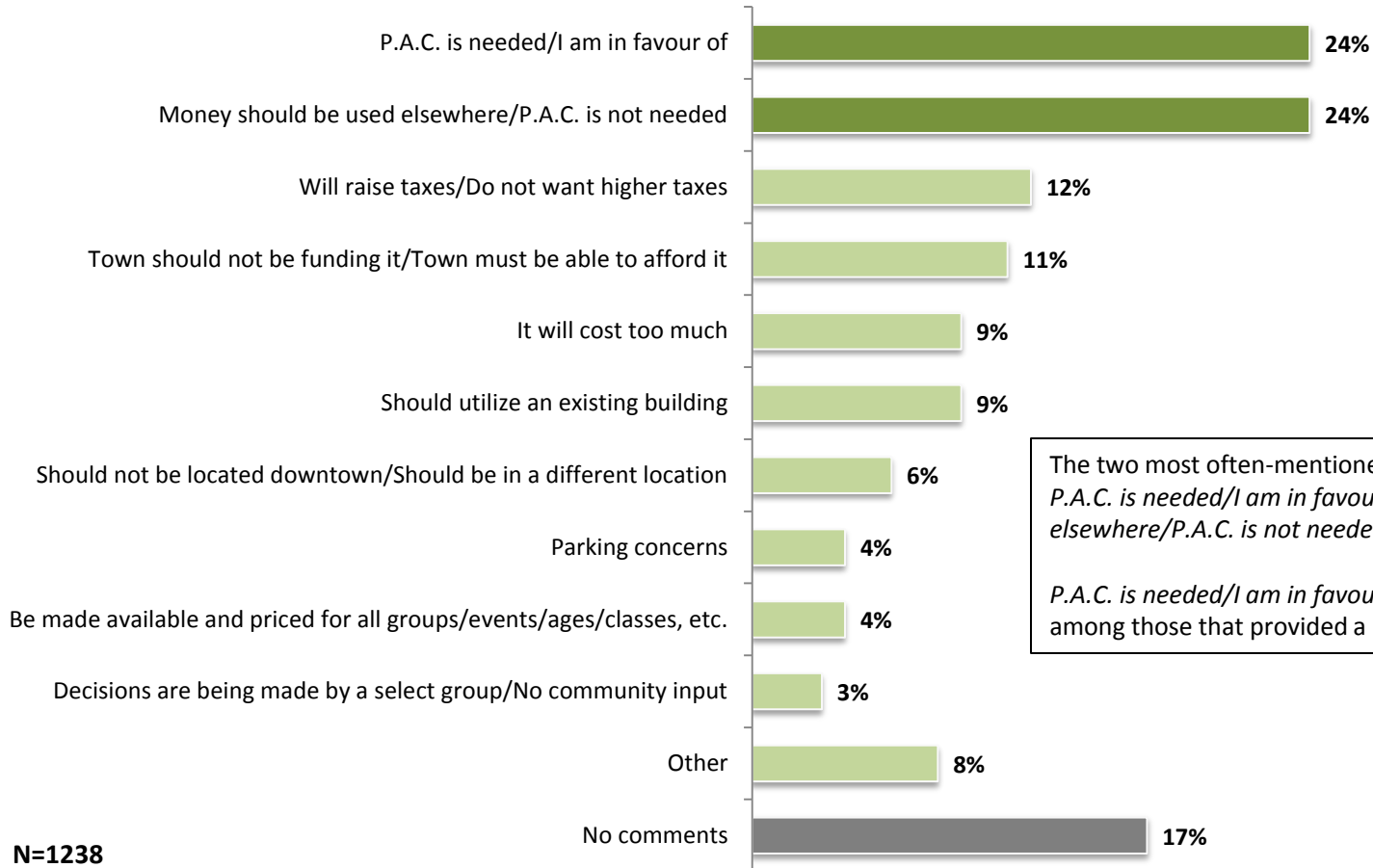


Opinion was higher for responses stating a new Performing Arts Centre was important in Steinbach (60%). A significantly higher amount of responses who say it is important were from those who provided a name and/or address (64%), while those that did not provide a name or address were significantly more likely to say it is not important (41%).

# Comments Regarding Proposal for Performing Arts Centre (P.A.C.)

Q4. Do you have any comments, positive or negative, you wish to share about the proposal to build a new Performing Arts Centre in Steinbach?  
[RECORD OPEN END]

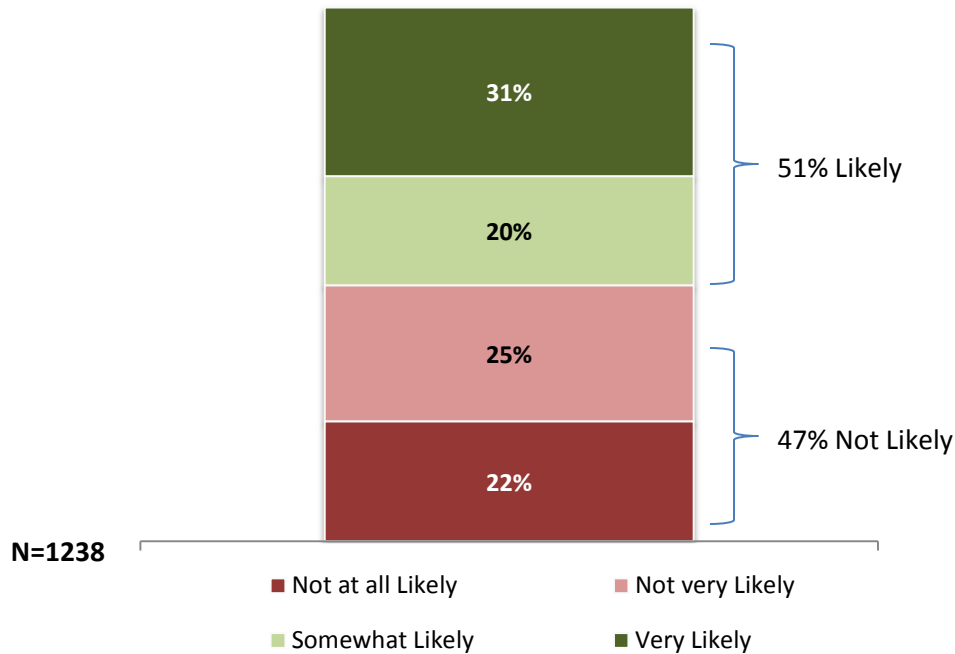
## Comments Regarding Proposal for Performing Arts Centre (Total Mentions)



The two most often-mentioned comments were:  
*P.A.C. is needed/I am in favour of* and *Money should be used elsewhere/P.A.C. is not needed* (24% each)  
  
*P.A.C. is needed/I am in favour of* was significantly higher among those that provided a name and/or address (33%).

Q5. If a new Performing Arts Centre is built in Steinbach, how likely would you or your family be to use this facility?

## Likelihood of Using Performing Arts Centre



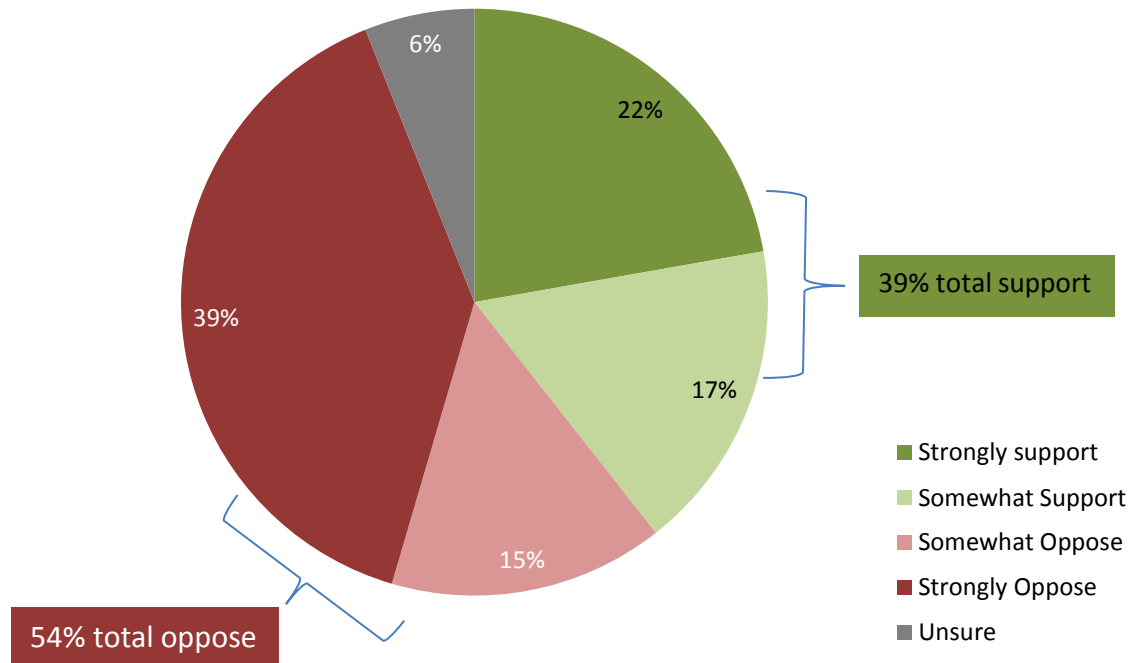
Opinion was split regarding the likelihood of using a new P.A.C.

# Statements

Q6-7. Please read the following statements people have made about a new Performing Arts Centre and indicate whether you agree or disagree with each.

Statement	N=1238	Strongly Agree	Somewhat Agree	TOTAL AGREE	Somewhat Disagree	Strongly Disagree	TOTAL DISAGREE	Unsure
Q6. Steinbach has a vibrant, growing arts and cultural community and a new Performing Arts Centre will provide the perfect place to showcase their efforts and activities to all residents.		30%	26%	<b>56%</b>	19%	20%	<b>39%</b>	4%
Q7. The building of a Performing Arts Centre is part of a broader cultural and recreational plan that will ensure Steinbach remains an attractive place to live and raise a family.		30%	27%	<b>57%</b>	17%	22%	<b>39%</b>	4%

Q8. Do you support or oppose building a Performing Arts Centre downtown?



N=1238

Opinion was quite divided regarding building the facility downtown. Over half were opposed (54%), while 39% supported the venture. Support was significantly higher among responses that provided a name and/or address (44%), while opposition was higher among those without a name and/or address (57%).

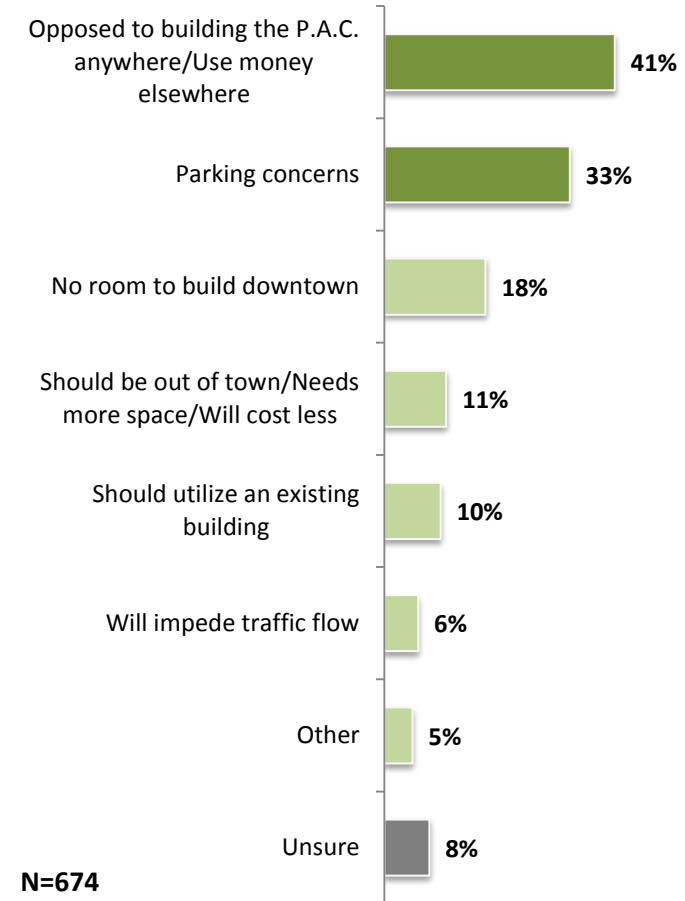
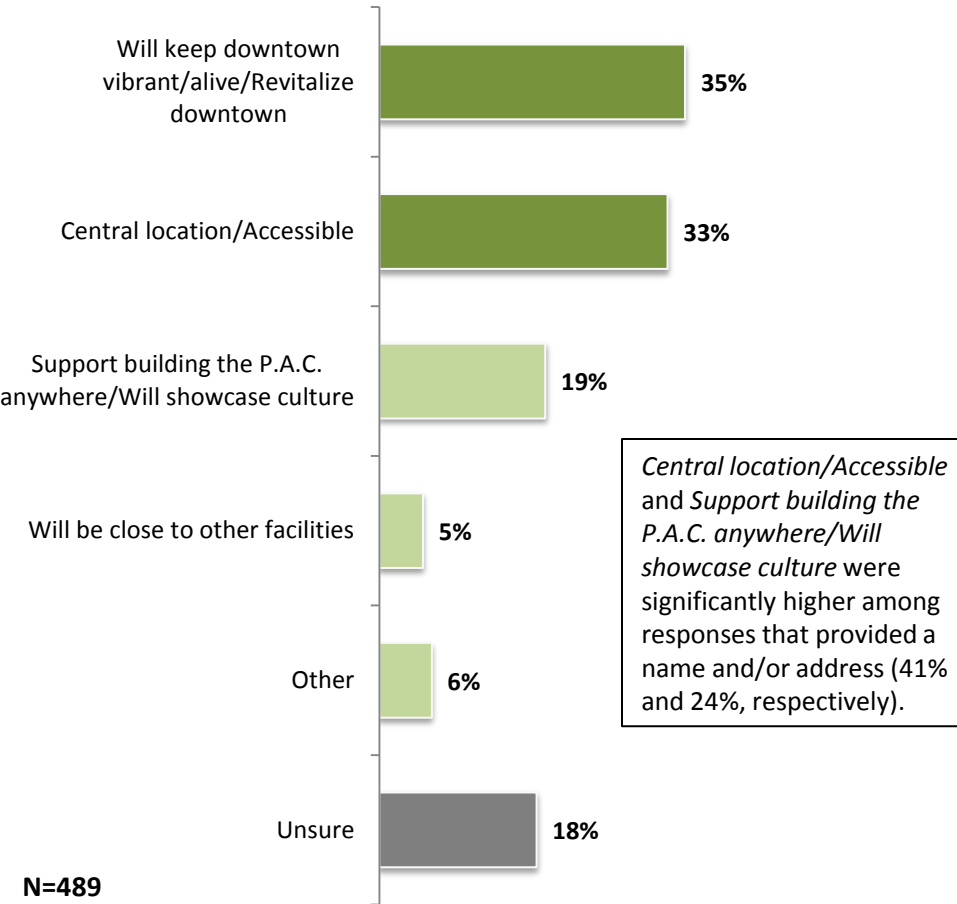
# Why support/oppose Proposal for Performing Arts Centre

8a. [IF SUPPORTS] Why do you support building the centre in the downtown location? [RECORD OPEN END]

8b. [IF OPPOSES] Why do you oppose building the centre downtown? [RECORD OPEN END]

**8a. Why do you support? (Total Mentions)**

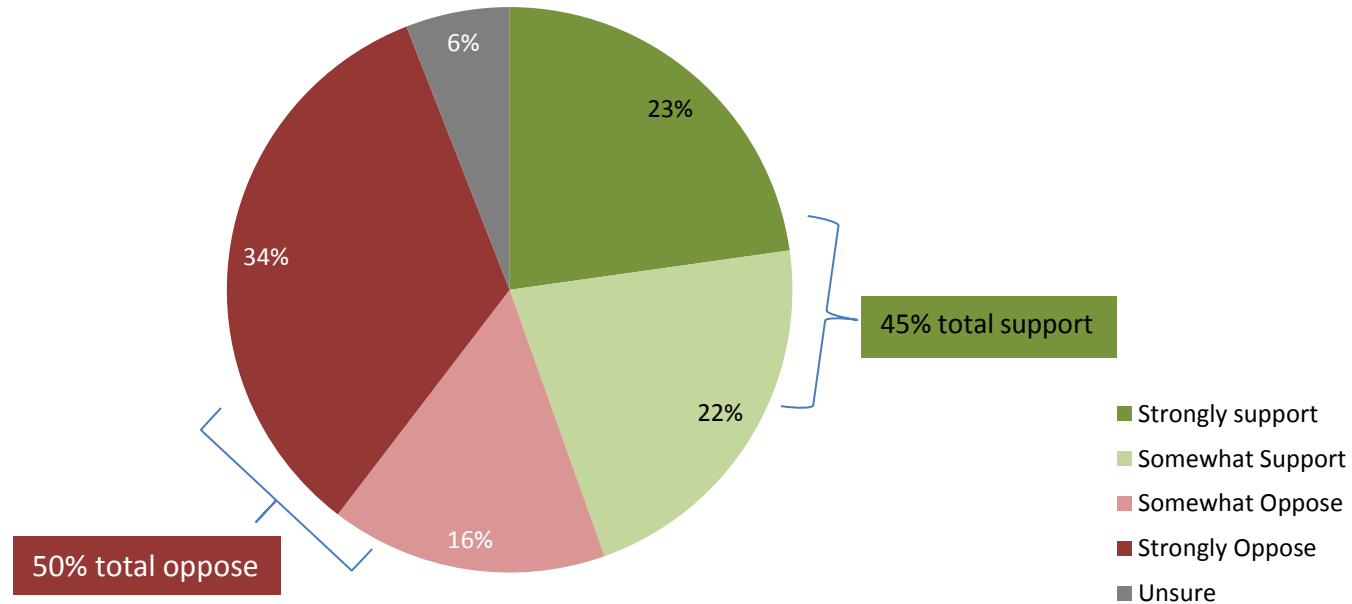
**8b. Why do you oppose? (Total Mentions)**





# Support/Oppose: Council's Capital Commitment

Q10. The City of Steinbach has committed to pay for 50 percent of the Centre's construction costs to a maximum of \$7.5 million. The rest of the money to construct the centre is planned to come from other levels of government and private donations from the community. Do you support or oppose the funding approach put forward by the City of Steinbach?



N=1238

The response's opinions were split regarding the City's funding approach, as opposition was slightly higher than support (50% vs. 45%). Those that supported were significantly more likely to provide their name and/or address than those who did not (49% vs. 42%).

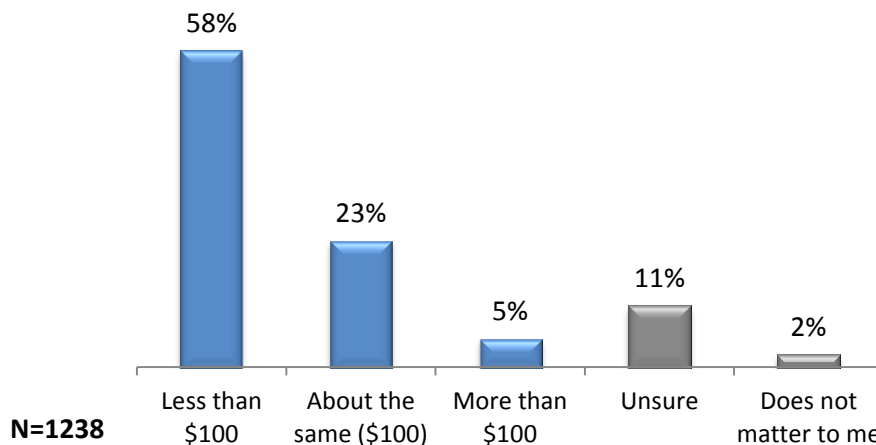
# Operating Costs and Tax Implications

Q11. Once a Performing Arts Centre is constructed there will be ongoing operating costs to maintain. This will be very similar to the current situation with Aquatic Centre where the operating costs are borne by Steinbach municipal tax payers. Currently the average municipal taxpayer paying property tax on their residential home assessed at \$250,000, contributes about \$100 in taxes annually toward the operation of the Aquatic Centre. If a new Performing Arts Centre is built what would you be comfortable in paying in additional property taxes to support its operation?

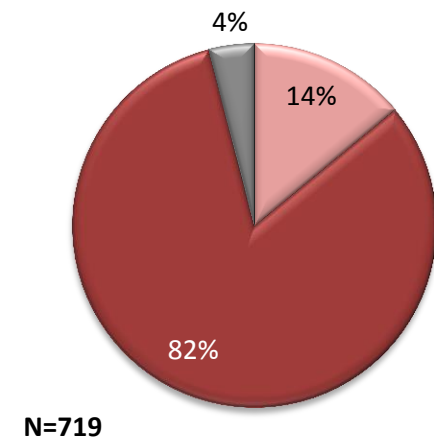
- **Less** than the \$100 on average in taxes annually that currently goes to support the Aquatic Centre
- **More** than the \$100 on average in taxes annually that currently goes to support the Aquatic Centre
- **About the same** amount on average in taxes annually that currently goes to support the Aquatic Centre
- Unsure
- Does not matter to me

[IF LESS THAN \$100] Would that be significantly less or a little less?

## Extra Amount Comfortable Paying to Support Aquatic Centre



## [IF Less] Significantly or a little less?



There was high opposition to raising the taxes to support the Aquatic Centre, as 58% said *Less than \$100*, with 82% of those responses agreeing it would be *Significantly less than \$100*.

*Less than \$100* responses were significantly likely among those that did not provide information (61%), while *About the same* was significantly higher among responses with a name and/or address (27%).

- A little less
- Significantly less
- Don't Know

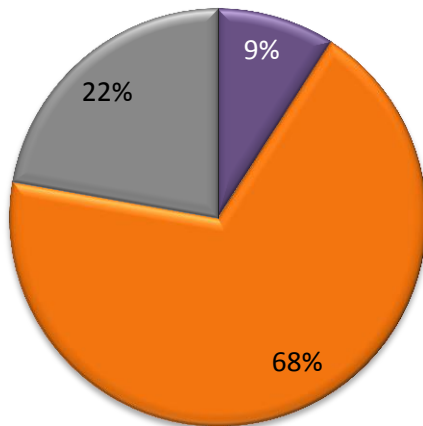
# Just Performances vs Performances and Day-to-Day Programming

Q12. Please read the following two points of view regarding the extent of the services which may be offered at a new Performing Arts Centre. [ROTATE]  
 •Some people say a new Centre should only provide a rentable stage for arts and cultural groups to hold practices and performances.  
 •Other people say a new Centre should provide a rentable stage for arts and cultural groups to hold practices and performances and also provide space for non-performance related programming such as classes for cooking, pottery and painting.

Which point of view is closest to your own—just performances or performances and day-to-day programming?

[IF DAY-TO-DAY PERFORMANCES & PROGRAMMING] Would you still support building additional space for non-performance programming if it meant paying more in taxes to support the operating costs?

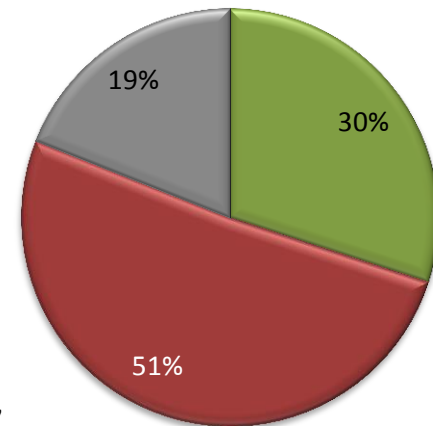
**Just Performances OR Performances & day-to-day programming?**



N=1238

- Just performances
- Performances and day-to-day programming
- Unsure

**[IF PERFORMANCES & DAY-TO-DAY PROGRAMMING] Still support if pay more in taxes?**



N=847

- Yes
- No
- Unsure

IF CHOOSE PERFORMANCES & DAY-TO-DAY PROGRAMMING

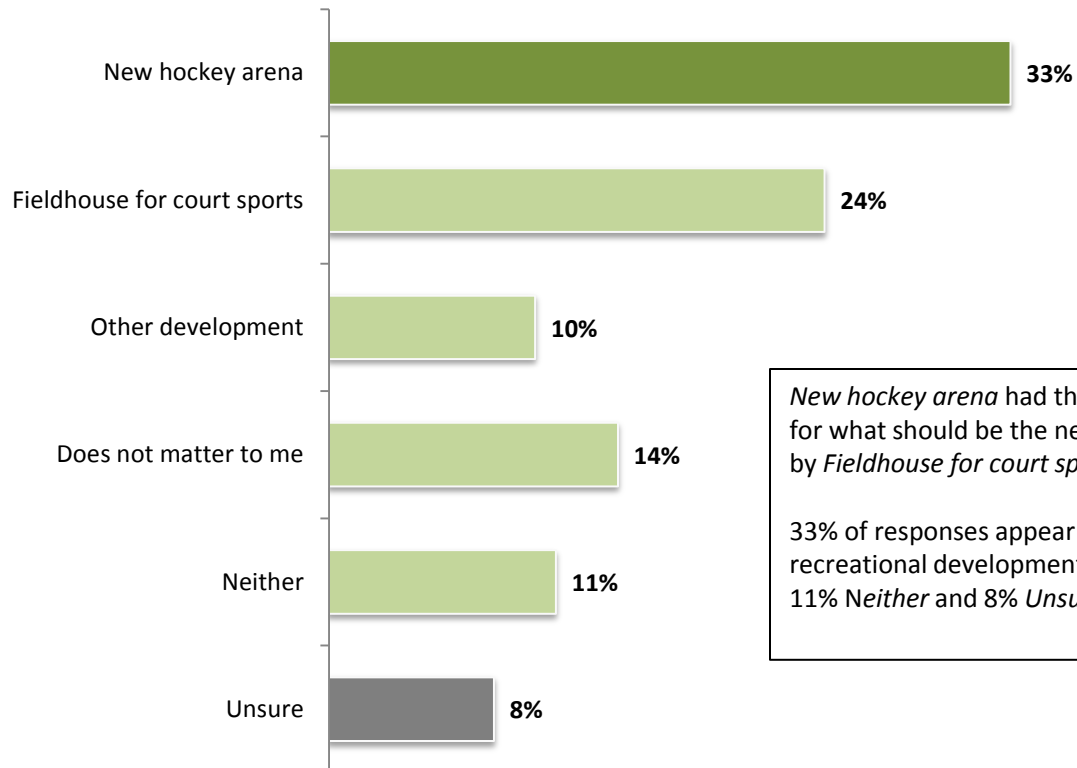


*Performances and day-to-day programming had the highest preference overall, though if it required people to pay more in taxes, opinion on this shifted with 51% now saying No to the day-to-day programming, 30% said Yes and 19% were Unsure.*

Q9. The construction of a Performing Arts Centre is the first investment in a larger recreational development plan for Steinbach. Other proposed developments include a new hockey arena and a fieldhouse for various court sports.

In your opinion which of these developments should be the next undertaking for the City of Steinbach?

## Next Undertaking for Steinbach (Single Mention)



New hockey arena had the highest amount of responses for what should be the next undertaking (33%), followed by Fieldhouse for court sports (24%).

33% of responses appear indifferent to any future recreational development: 14% Does not matter to me; 11% Neither and 8% Unsure.

N=1104

End