

COMMUNITY LEADERS' TASKFORCE

RESULTS OF RESEARCH STUDY

Summary of Results

- The results obtained were very positive
- Showed that the citizens of Cambridge are very open to change in the form of municipal government
- Shows that the Cambridge Citizens definitely do not want amalgamation.

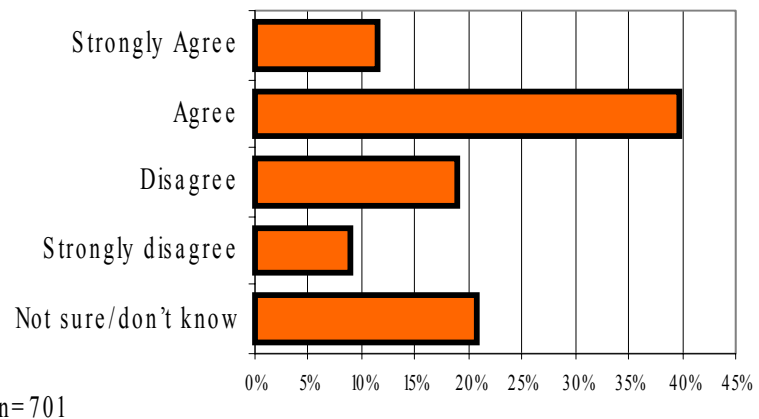
DIRECTIVES

- Was the Report Read by respondents
- Was there approval for our recommendation
- Impact of attitude towards accountability, accessibility, simplicity and sense of community
- Level of acceptance of full amalgamation

Level of Approval of Recommendation

- After 2 weeks of publicity, 51% of the citizens of Cambridge agree or strongly agree with the Recommendation

To what degree do you agree or disagree with the recommendation of replacing the current regional government with a management board

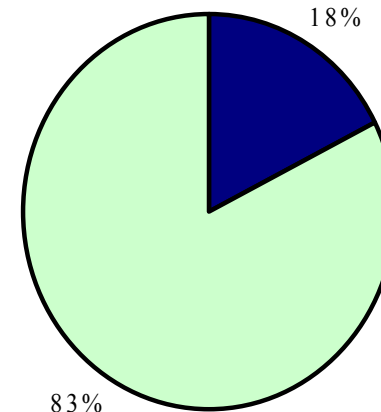


How do Costs affect decisions

- 83% of respondents said that they would not change their agreement even for a \$50 increase in property taxes

Would you change your answer if the recommendations cost you an additional \$50 per year on your property tax bill?

■ Yes
■ No

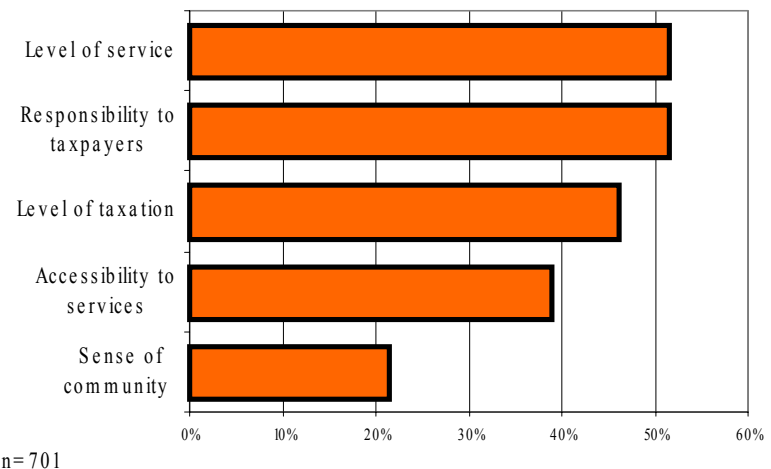


n=359

Important Issues for Taxpayers

- Level of Service and Responsibility to taxpayers outranks the level of taxation
- Accessibility to Services and Sense of Community very strong as well

Rank the following in order of importance to you when considering changes to the structure of municipal government

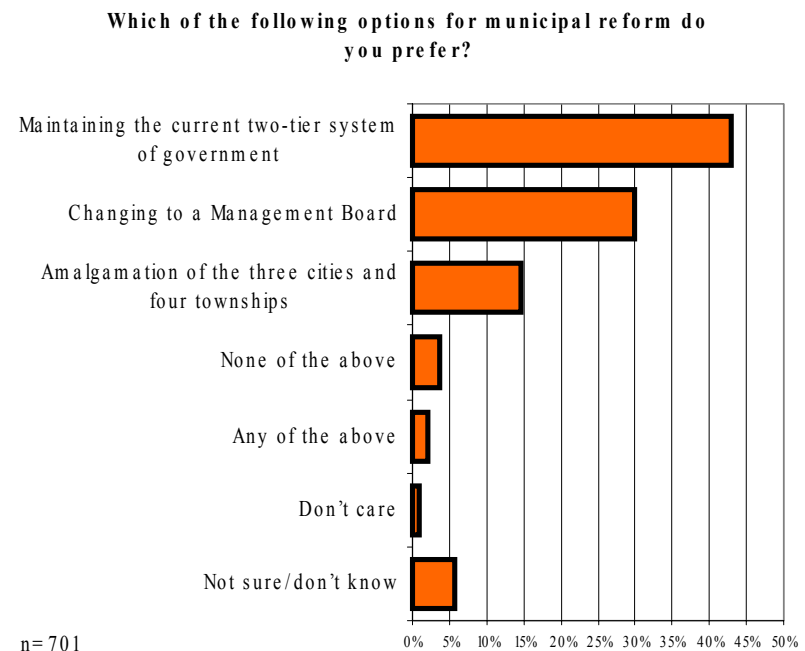


Some Interpretation

- Task Force Report public for 2 weeks
- Received limited press coverage except by the Cambridge Reporter
- 51% of respondents agree or strongly agree with recommendations
- 30% would chose the Management Board option today
- After many years of publicity and debate, only 15% of respondents chose amalgamation

Present Choice

- Maintaining current system selected by 43% of respondents
- Management board chosen by 30%
- Amalgamation chosen by 15%



Conclusions

- Results are positive and supportive of the Management Board Concept
- Considering the short time for publicity and amount of misleading and inaccurate press from The Record, Cambridge citizens are ready to support the Preferred Alternative as recommended
- Any restructuring initiative must be perceived as being cost effective

Conclusions (con't)

- Further discussion and debate needs to take place, especially by City Staff to determine the details of the recommendation
- 85% of Cambridge Citizens do not want amalgamation
- The current insidious creep towards amalgamation by the Region needs to be vigorously resisted by Cambridge Council