

2024 Budget Public Engagement Campaign

Findings Summary

January 15, 2024



Campaign Objectives

- Integrated engagement campaign that not only educates citizens about the multi-year City budget process but actively involves them in decision-making
- Ensure that the City multi-year budget reflects the collective aspirations and needs of Brantford's diverse population
- Conduct a 3-year analysis based on year over year data comparisons from 2022-2024 to identify key trends/community priorities

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Campaign Elements

- Let's Talk Brantford online engagement campaign including video how the City budget works, a 'We're Listening' Question and Answer section, budget timelines/key dates, links to supporting information (draft capital and operating budgets, audited financial reports) and an updated survey to provide more in-depth reporting of results
- Ongoing partnership with Laurier Brantford Faculty of Health and Human Services Research since 2021
 - Recommendations to improve survey methodology
 - Telephone sample Engagement (2022-2023)
 - Public Engagement Campaign Survey Result Report
 - 3 Year Trend Analysis to inform multi-year budget planning

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Background

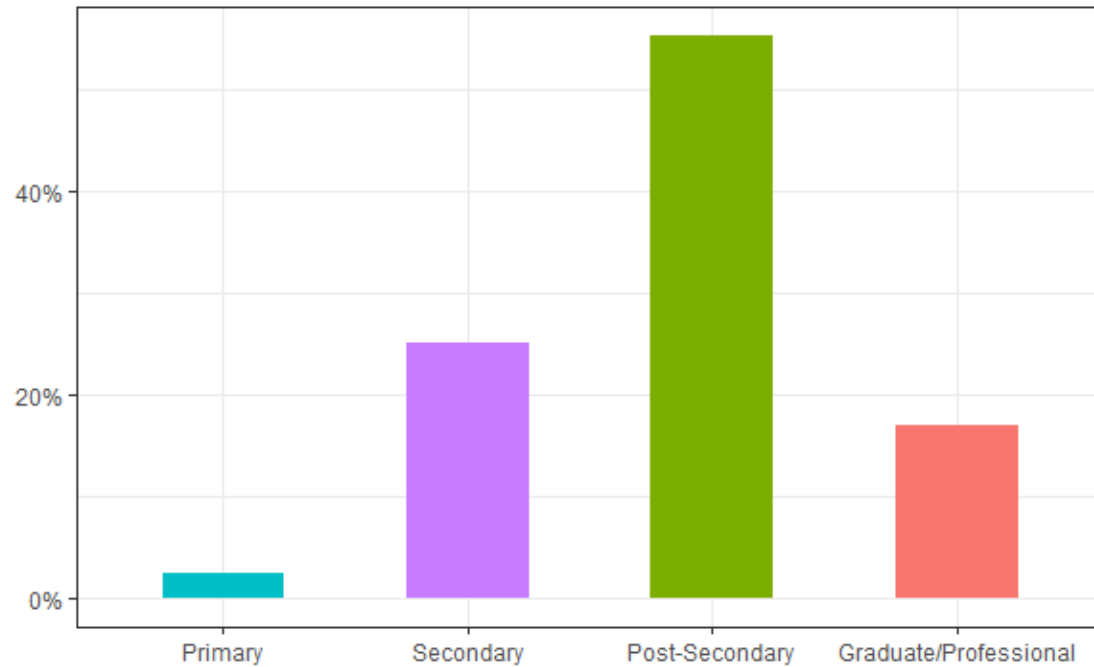
- Online survey (2022-2024)
 - Hosted through the "Let's Talk Brantford" platform
 - 2024 survey was administered to 414 Brantford residents, 18 or older
 - Total number of online participants (2022-24) - 1,808
 - Caution re: external validity
- Telephone survey (2022-2023)
 - Survey conducted by Canadian Hub for Applied and Social Research (CHASR)
 - Survey was administered to 500 Brantford residents aged 18 or older in both 2022 and 2023
 - Total number of phone participants – 1,000

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Demographic Overview - Education

Education of Respondents (Online)

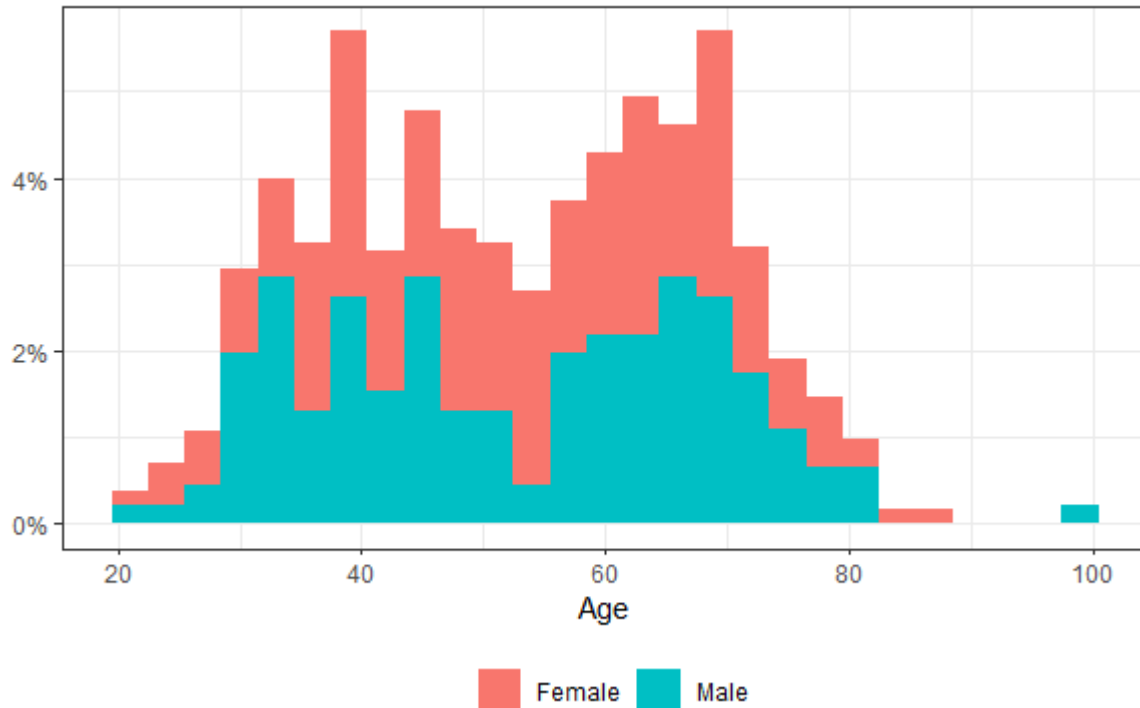


- More than half of respondents from the sample were college educated (72%)
- Single-largest group was post-Secondary educated (55%)
- Slightly over-representative of college-educated population (48.4% have post-secondary education)



Demographic Overview – Age and Gender

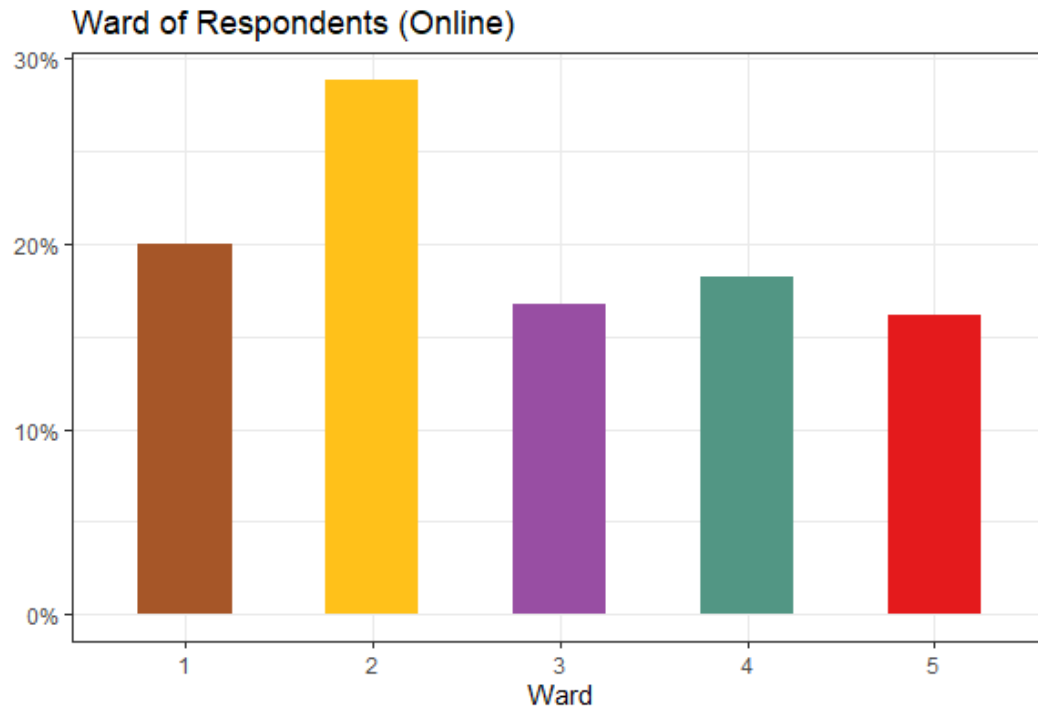
Age and Gender of Respondents (Online)



- The age of respondents ranged from 20 to 99 years old, with an average age of 51; 57% identified as female
- Slightly higher than average age of Brantford resident: 41.4 (2021 Census)



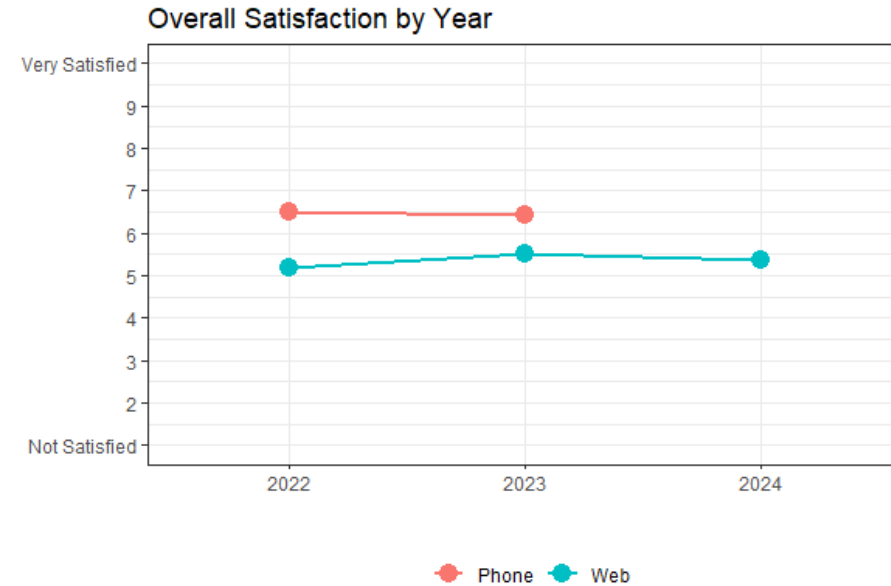
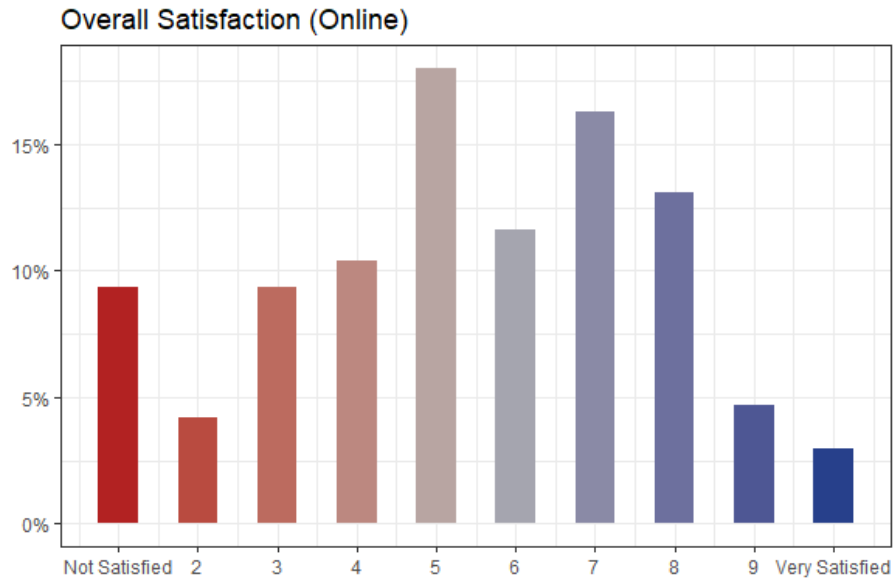
Demographic Overview - Location



- Greatest number of respondents, comprising 29% of the sample are residents of Ward 2
- Ward 5 was the least represented, but still comprised 16% of all respondents



Major Findings – Service Satisfaction

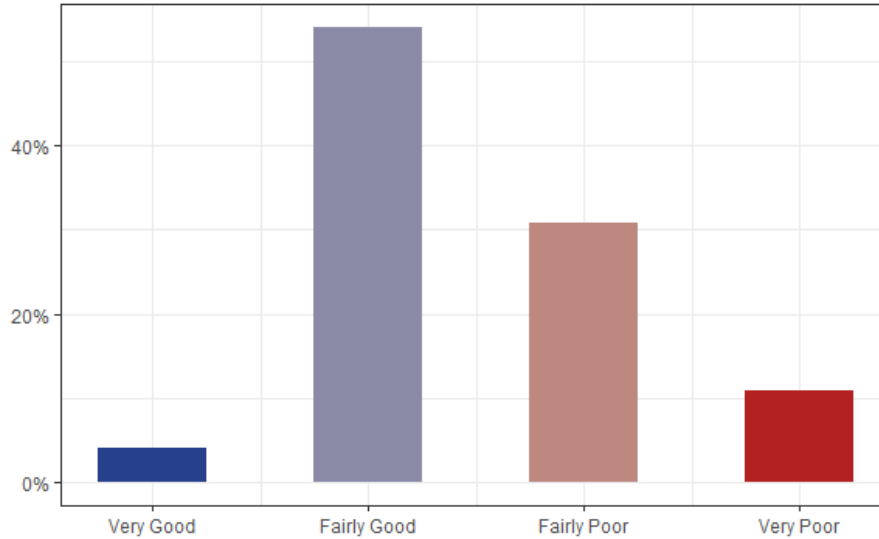


- Over half of respondents (51%) from the online survey were dissatisfied. This is a 2-point increase from last year's online survey
- 3-year trend: Average satisfaction has been consistent, peaking last year at 5.5

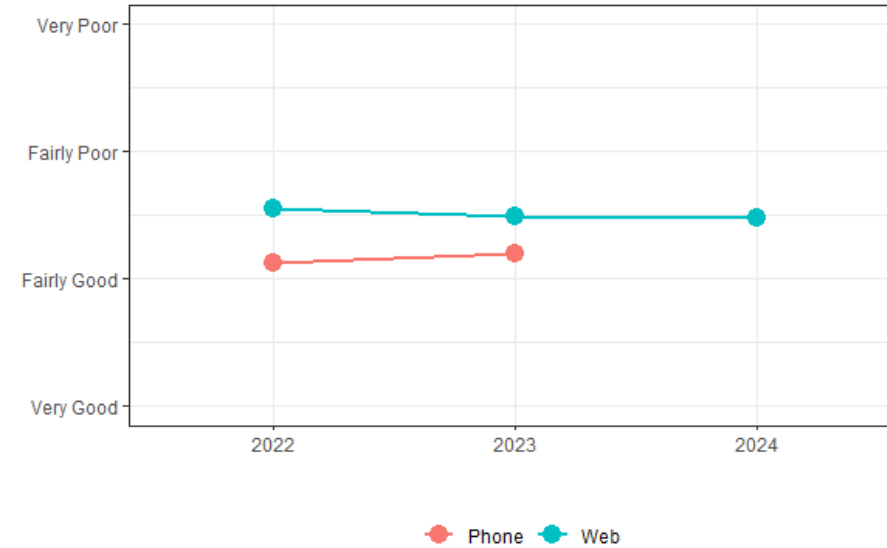


Major Findings – Value for taxes

Overall Value for Taxes (Online)



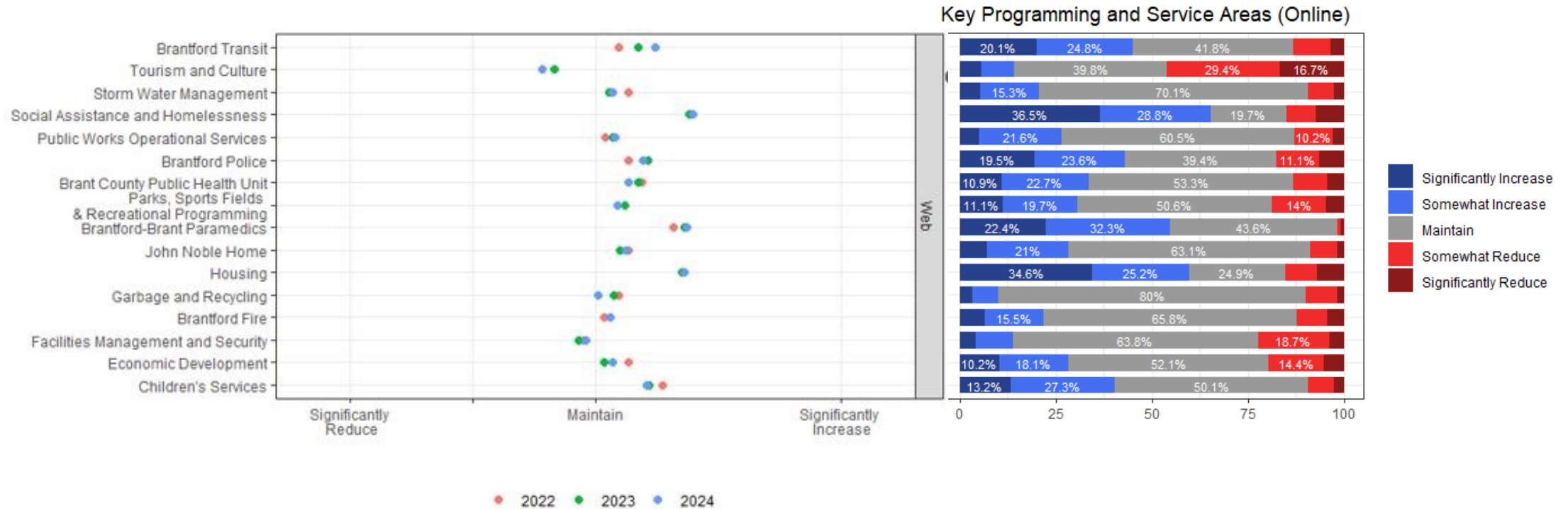
Overall Value by Year



- A majority of respondents (58%) believe that they receive ‘very good’ or ‘fairly good’ value for their taxes. This is a 2-point improvement from last year’s online survey
- 3-year trend: Average perceived overall value has slightly improved year over year



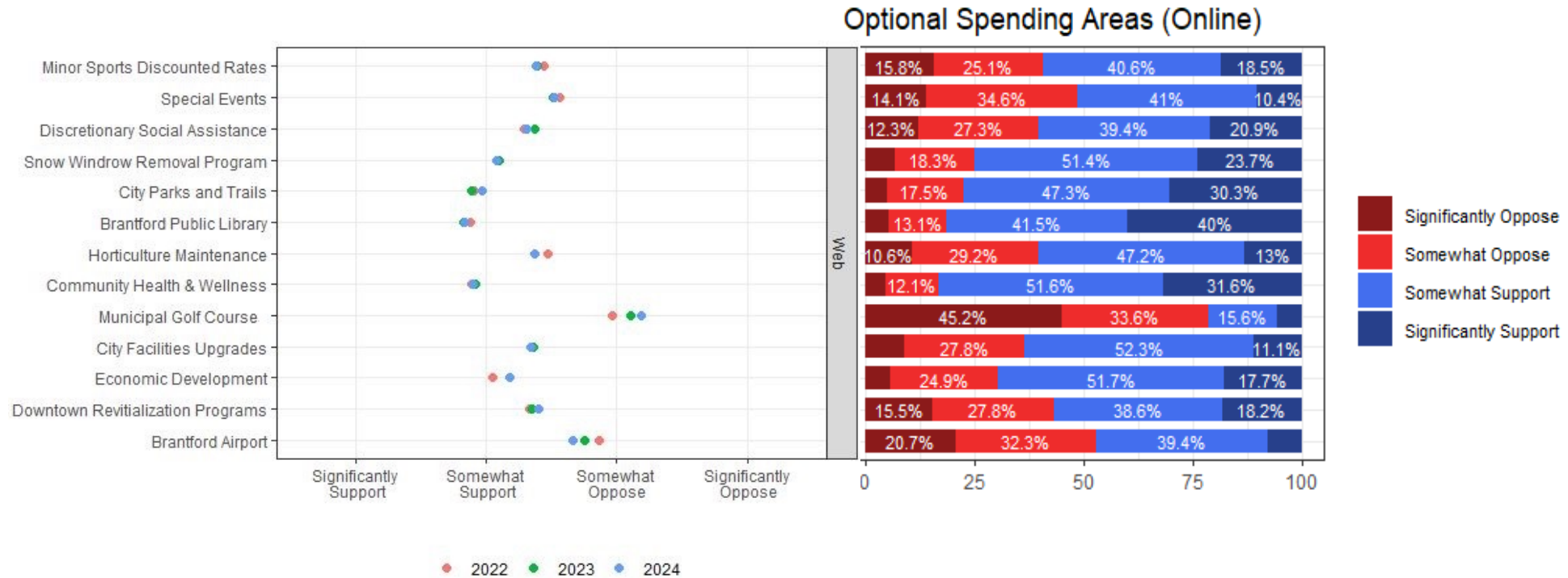
Major Findings – Key Programming/Service Areas



- Maintaining service levels was the consensus, except for Brantford-Brant Paramedics, social assistance and homelessness, housing, tourism and culture
- 3-year trend: Brantford transit (+17.3% support)



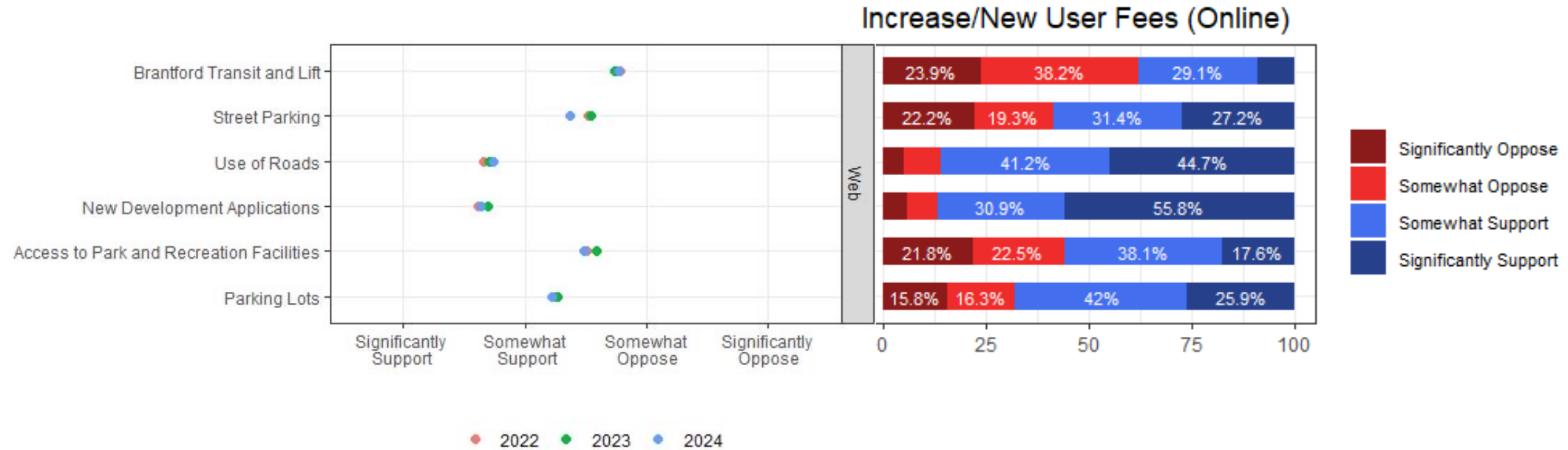
Major Findings – Discretionary Spending Areas



- Support for city parks & trails, public library, community health & wellness, opposition to the municipal Golf Course
- 3-year trend: Municipal Golf Operations (+12.3% oppose funding) and Brantford Airport (+14% support)



Major Findings – Increased/New User Fees



- At least half of respondents opposed increased/new user fees for Brantford Transit & Lift
- A majority supported increased/new user fees for new development applications, parking lots and use of roads
- 3-year trend: Consistent with prior years; minor uptick in support for street parking fees (+7.7%)



Additional Highlights

- **Half** of those surveyed to inform the multi-year budget planning process supported increasing taxes slightly or significantly and respectively increasing or maintaining service levels, while the **other half** supported cutting services to maintain or lower tax levels.
- **Over half** (54%) agreed to spend on infrastructure now, rather than defer maintenance. This is a **2-point increase** from last year's survey.
- The most often mentioned topics in the open-ended question:
 - **Opposition** to additional funding for Brantford Police
 - **Support** for additional funding for homelessness and downtown revitalization
 - **Mixed support** for new sports and entertainment centre and bike lanes

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Multi-Year Budget Public Engagement Campaign

Questions

