

Appendix A

City of Brantford

2023 Budget Priorities

Public Engagement Campaign Survey Results

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Acknowledgements

Wilfrid Laurier University, Brantford Campus and the City of Brantford are located in the traditional territory of Haudenosaunee and Anishnaabeg peoples. The territory is covered by the Upper Canada Treaties and directly adjacent to Haldimand Treaty territory. Knowing that we live, work, and play in these traditional territories is important. This place is still the home to many Indigenous people from across Turtle Island.

The authors would like to thank the Laurier Institute for the Study of Public Opinion and Policy research centre (LISPOP) for the secondment of Dr. Arp to work on this report. We also appreciate Maria Visocchi, Director of Communication and Community Engagement, for her overall management of the Campaign processes. Thanks goes to the Office of the Senior Executive: Brantford at Wilfrid Laurier University for connecting the City of Brantford with the University researchers.

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Executive “Data Bites”

- Over 54% of online respondents were **satisfied with City programs and services**, with respondents living in Ward 2 and more educated respondents being the most satisfied. A **majority** of phone respondents (68%) were **satisfied with City programs and services**, with respondents from Wards 2 and 4 being the most satisfied compared to other respondents.
- A vast majority of respondents in both telephone (74%) and online (56%) samples perceived that they receive ‘very good’ or ‘fairly good’ **value for their taxes**, with older respondents and those living in Ward 2 perceiving the best value.
- More than half of the telephone (58%) and half of the online (50%) samples supported increasing taxes **slightly or significantly** and respectively **increasing or maintaining service levels**.
- **Maintaining service levels** was the most popular answer across key programming/service areas. Over half of online and phone respondents were in favor of increasing service levels for **social assistance/homelessness, Brantford-Brant Paramedics and housing**.
- Online respondents from Ward 5 were **much more supportive** of increasing spending on social assistance & homelessness, which can be contrasted to respondents from Ward 1.
- Over half of **online respondents** (52%) agreed to **spend on infrastructure** now. This is a 4-point drop from last year’s survey. About 46% of **phone respondents** advocated for **spending on infrastructure now**, with another 46% unsure and only 8% in favour of deferring maintenance.
- The consensus across all discretionary spending areas was mostly positive in both the phone and online samples. The only exceptions being **opposition** towards the **municipal golf course** (53%) in the phone sample and **opposition to Brantford Airport** (59%) and the **municipal golf course** (74%) in the online sample.
- At least half of online respondents were **opposed to increasing or adding new user fees** for **Brantford Transit and Lift** (63%), **access to street parking** (50%) and **access to parks and recreation facilities** (50%). The greatest opposition among phone respondents was increasing/new user fees for **Brantford Transit and Lift** (62%) and **access to parks and recreation facilities** (63%).
- A vast majority of online respondents were **supportive of increasing or adding new user fees** for commercial use of roads (86%) and new development applications (83%). The greatest support among phone respondents was to **increase or apply new user fees** on new development applications (78%) and use of roads (66%).

Executive Summary

Purpose of Report

The City of Brantford partnered with researchers from Wilfrid Laurier University, Brantford Campus to provide a research-informed review of the Budget Priorities Public Engagement Campaign (BPPEC). As a result, the 2023 BPPEC included (1) a revised “Let’s Talk Brantford” online survey and (2) a revised telephone survey of Brantford residents. The alterations made to the survey incorporated feedback from City Councillors during the January 2022 meeting of the Estimates Committee. This report will synthesize the survey results and convey collected public feedback to the 2023 Estimates Committee. This report highlights the relationship between socio-economic characteristics and preferences across several areas, including overall satisfaction, value, service levels of key programming and service areas, discretionary spending, and the increase or introduction of new user fees.

Methods Used

A telephone questionnaire was administered by the Canadian Hub for Applied and Social Research (CHASR) to 500 Brantford residents over the age of 18 and was in the field from November 30, 2022 to January 14, 2023. Researchers calculate confidence levels and margins of error to explain how often reported results would be replicated in the population studied. Based on the number of respondents, the telephone survey responses are likely to be accurate to within +/- 5% of actual public opinion, 19 times out of 20.

An online questionnaire was administered through the “Let’s Talk Brantford” platform, completed by 670 Brantford residents over the age of 18. The 2023 “Let’s Talk Brantford” sample size has been significantly improved from the 2022 iteration by increasing from 244 to 670 respondents. The increased sample size strengthens the reliability of the results.

It should be noted that the telephone survey is a *slightly* more unbiased sampling of Brantford residents. CHASR utilized a random digit dialing (RDD) sampling strategy, which offers each household with a landline or mobile telephone an equal probability of being included in the sample. Alternatively, the online survey suffers from self-selection bias (in which respondents voluntarily choose to participate), affecting the potential validity of the sample.

Findings and Conclusions

Respondents to the survey were generally satisfied with City services and programs, as well as the value they receive for their taxes.¹ Maintaining service levels for many of the 16 key programming and service areas was the consensus response, with three notable exceptions in both the online and phone samples: (1) social assistance and homelessness, (2) housing and (3) Brantford-Brant Paramedics. Respondents were generally supportive of the discretionary spending areas, with the Walter Gretzky Municipal Golf Course being the most divisive.² The introduction or increase of user fees for Brantford Transit & Lift, access to parks & recreation facilities and street parking faced strong opposition in both the online and phone samples. On the other hand, increasing or new user fees for new development applications and use of roads was supported by a vast majority of online and phone respondents.

¹ The number of online respondents who were overall satisfied and perceived good value for their taxes increased from last year’s survey by 5-points and 2-points, respectively. Satisfaction among phone respondents experienced a 5-point decrease and overall value experienced a 2-point improvement from last year’s phone survey.

² Support for the municipal golf course was fractured along ethnic, educational, and gender lines.

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Background

The purpose of the City of Brantford's 2023 Budget Priorities Public Engagement Campaign (BPPEC) was twofold: (1) educate residents about the City's Budget Process and the challenges associated with balancing the budget and (2) help inform the City's Estimates Committee (members of Council) by providing insights about which current public priorities are the most important to residents.

The "Let's Talk Brantford" online platform was adopted by Council in 2020 in order to engage directly with citizens and provide them with a host of virtual and convenient opportunities to get involved in the 2021 Budget Process. In 2021, Council approved a partnership with researchers from Wilfrid Laurier University, Brantford Campus to provide recommendations for improving these survey tools. As a result of the recommendations made by the researchers, a companion telephone survey was developed and implemented through the Canadian Hub for Applied and Social Research (CHASR).

In addition to the deployment of a telephone survey, the other recommendations made by researchers was to improve the design of the existing online survey. The 2022 Budget Survey features an expanded number of demographic variables, including education, ethnicity and gender. The inclusion of more demographic variables improves the robustness of the data and allows researchers to better understand and control for the various characteristics of the sample. In addition to expanding demographic collection, the 2022 Budget Survey improved the structure of the survey. Question wording was shortened to improve user experience, while offering additional answer choices to provide more nuance to responses.

The 2023 Budget Survey was further refined to incorporate feedback from City Councillors during the review of the 2022 Budget Survey at the Estimates Committee Meeting in January 2022. These recommendations included collecting ward data instead of postal code. In addition, the CHASR telephone survey script introduction was modified to ensure that respondents would be made aware of the affiliation between CHASR and the City of Brantford to prevent confusion and concerns regarding unsolicited calls.

Methodology

Telephone Survey

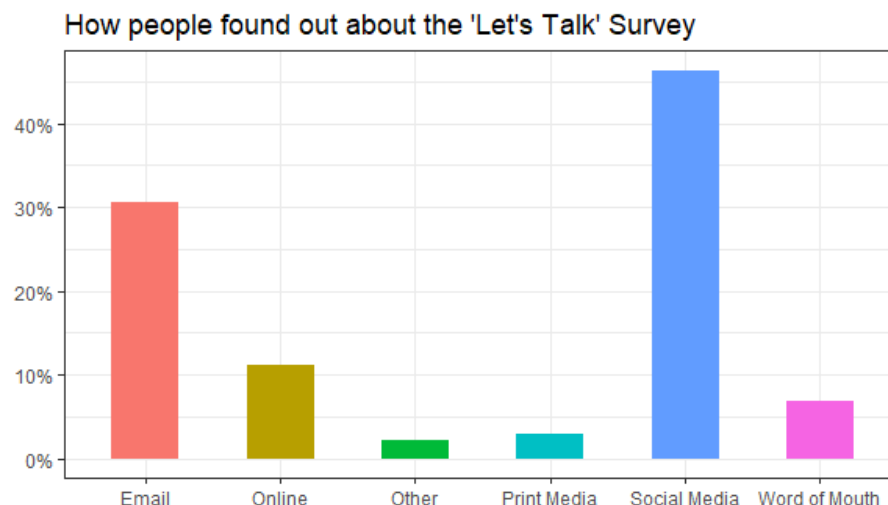
The Canadian Hub for Applied and Social Research (CHASR) programmed and administered the 20-minute telephone survey to 500 Brantford households, collected from residents aged 18 or older, between November 30, 2022, and January 14, 2023. Based on the number of respondents, the telephone survey responses are likely to be accurate to within +/- 5% of actual public opinion, 19 times out of 20. Experienced survey interviewers are rigorously trained to collect high-quality, generalizable survey data. Telephone survey sample (landlines and cell phones) are secured through CHASR's survey sample provider and partner, ASDE Survey Sampler. Of the 500 residents who completed a telephone survey, 251 (50%) provided some level of qualitative data.

While the results of both the telephone and online surveys were included herein, it should be noted that the telephone survey is a more unbiased sampling of Brantford residents. CHASR utilized a random digit dialing (RDD) sampling strategy, which offers each household with a landline or mobile telephone an equal probability of being included in the sample. Telephone survey respondents were on average older than the demographic profile for Brantford; however, this over-representation was addressed by weighting responses from younger participants accordingly. Alternatively, the online survey suffers from self-selection bias (in which respondents voluntarily choose to participate), affecting the potential validity of the sample.

Online Survey

The 2023 BPPEC Survey was available through the "Let's Talk Brantford" online platform hosted by the City of Brantford. This survey was available to any Brantford resident with an account on the "Let's Talk Brantford" website. The survey was taken by 670 Brantford residents. The online survey was accessible to the public from November 30, 2022, until December 23, 2022. Of the 670 residents who completed the online survey, 395 (59%) provided some level of qualitative data.

Respondents who participated in the online survey were asked how they found out about the "Let's Talk" survey.



Nearly half of respondents (47%) indicated that they heard about the survey through social media, including YouTube, Facebook, Twitter and Instagram. Email communication was the second-most popular way of

communication (31%), which included emails from the City itself as well as City Councillors. Other online forms of advertisement and outreach campaigns reached about 12% of respondents. No other forms of communication eclipsed 8%.

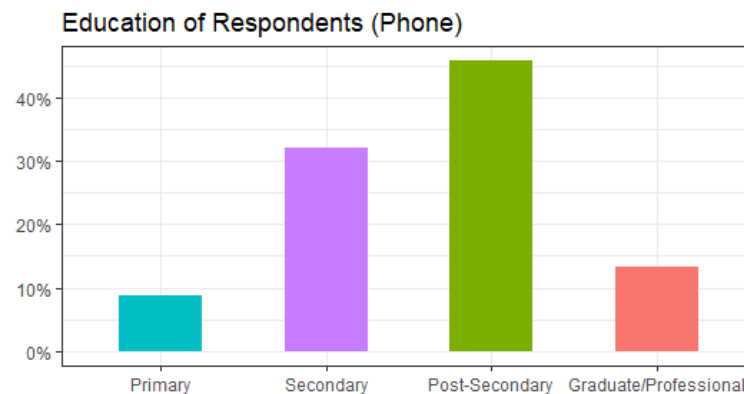
Quantitative data analysis was conducted by researchers using R Studio. The R Scripts are available [online](#) for reproducibility. This included the development of a variety of graphs (plots with standard error bars, histograms and bar charts) to illustrate the relationships between variables. The qualitative data were analyzed by themes and used to provide citizens' voices to the quantitative analysis results.

Telephone Survey Results

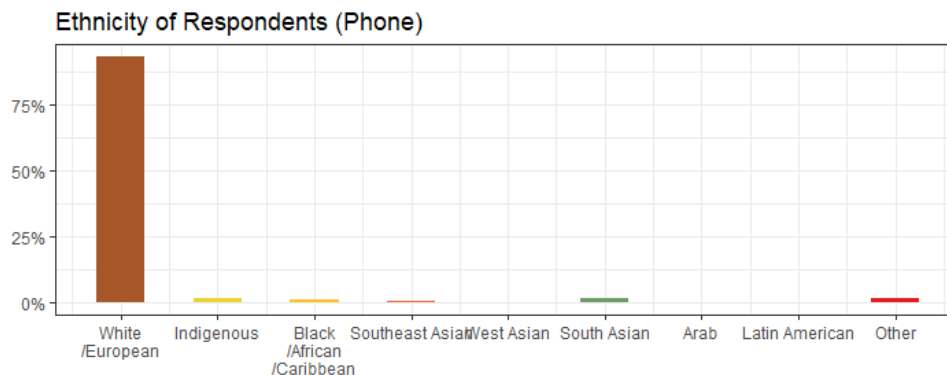
Demographic Snapshot

The 2023 BPPEC Budget Survey expanded the number of demographic questions from the 2022 BPPEC Survey. These expanded demographic questions offered additional insights into the characteristics (including education level, ethnic background, age, Forward Sortation Area (FSA) or postal codes, and gender) of respondents. This assisted in better understanding the different needs and priorities of Brantford residents with different socio-economic, educational, gender, and age backgrounds. The only significant revision to the 2023 BPPEC Survey was removal of the postal code question in favour of collecting ward data.

A majority of the phone sample was at least college educated (59%), with the largest single group having post-secondary education (47%).³ For the purposes of data analysis, these categories were consolidated into four educational categories, which included the following options: (1) primary education, (2) secondary education, (3) post-secondary education and (4) graduate/professional education.

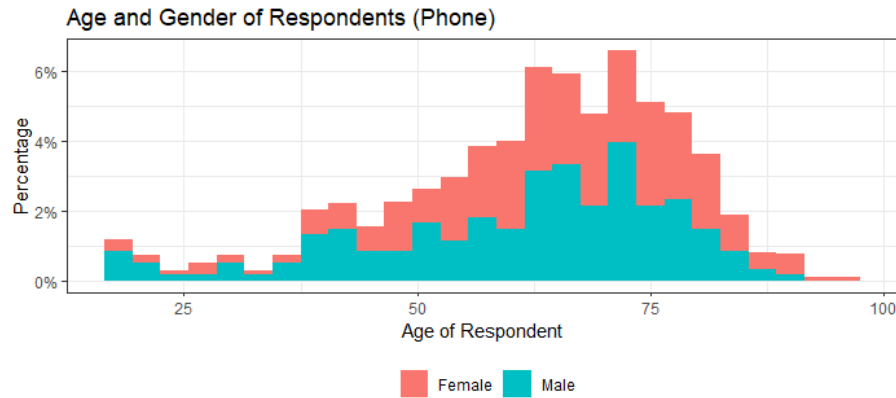


The phone sample was overwhelmingly white/European (93%), which is slightly higher, yet consistent with the ethnic representation provided in the 2016 census (90.5%). Due to the very limited representation of other ethnic groups, this variable has been omitted from the exploratory charts.

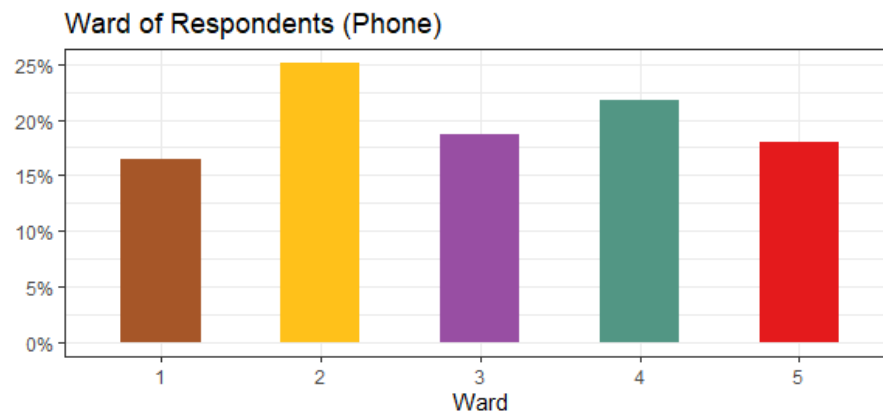


³ This was slightly lower than the 2016 Census data, in which 49.7% of adults in Brantford possess a post-secondary certificate, diploma or degree

The age of phone respondents ranged from 18 to 95 years old, with the average age of 62.⁴ This was in line with expectations as phone surveys tend to overrepresent older respondents. In order to compare age groups for data analysis, the four age groups included the following: (1) 18-34, (2) 35-49, (3) 50-64 and (4) 65+. A majority of respondents identified as female (58%), while less than 1% self-identified other than male or female. Due to the small sample size of LGBTQ2S+ respondents, they have been omitted from the analysis.



The distribution of respondents across the five different wards was relatively well-balanced. Ward 2 boasted the most number of respondents, comprising 25% of the sample. Ward 1 was the least represented, but still comprised 16% of all respondents in the sample.



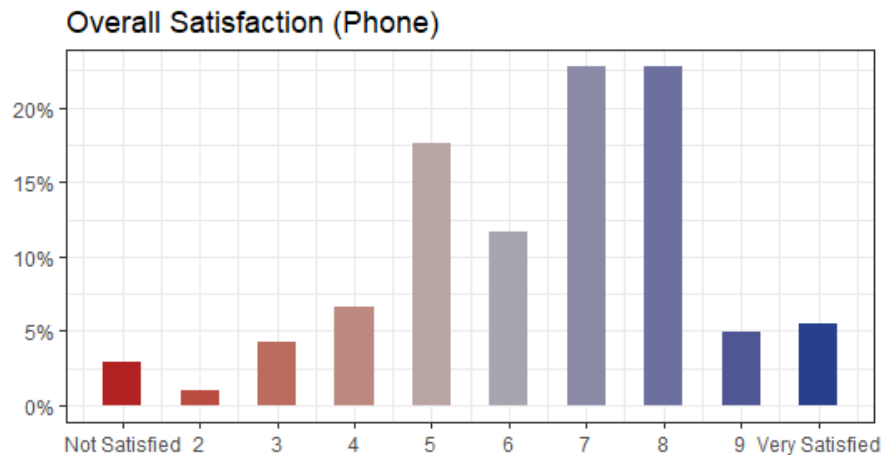
⁴ This is higher than the average age of a Brantford resident (40.8) from the 2016 Census.

Overall Satisfaction

“Overall, how would you rate your satisfaction with City programs and services on a scale of 1 to 10, with 1 being not satisfied at all and 10 being very satisfied?”

A vast majority of respondents (68%) were overall satisfied with City programs and services. This is a 5-point decrease from last year’s phone survey. Over 50% of respondents provided a “7” or “8” rating, which is nearly identical to last year.

Residents who provided qualitative data expressed overall negative sentiments about the amount or quality of services or the current tax rates, which is not uncommon in a general public survey. However, a few positive responses praised the City’s handling of the budget.



More charts exploring the overall satisfaction of phone respondents may be found in [Appendix I](#).

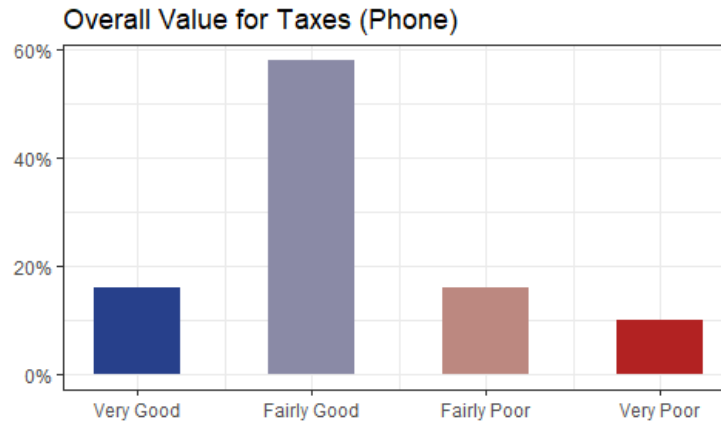
Value for Taxes

“Thinking about all the programs and services you receive from the City, would you say that overall you get very good value, fairly good value, fairly poor value, or very poor value for the taxes you pay?”

“Taxes are high here but we get good value for money... We get a lot of things for our money” - Participant 22

A majority of respondents (74%) believed that they received ‘very good’ or ‘fairly good’ value. This is a 4-point decrease from last year’s phone survey. The most popular response was ‘fairly good’ (57%), which experienced a 3-point reduction from last year. Only 10% of respondents believed that they receive ‘very poor’ value for their taxes, which is a 1-point increase from last year.

Qualitative analysis of the open-ended question revealed that nearly *all* the positive comments were supportive of the way in which taxes were used by the City.



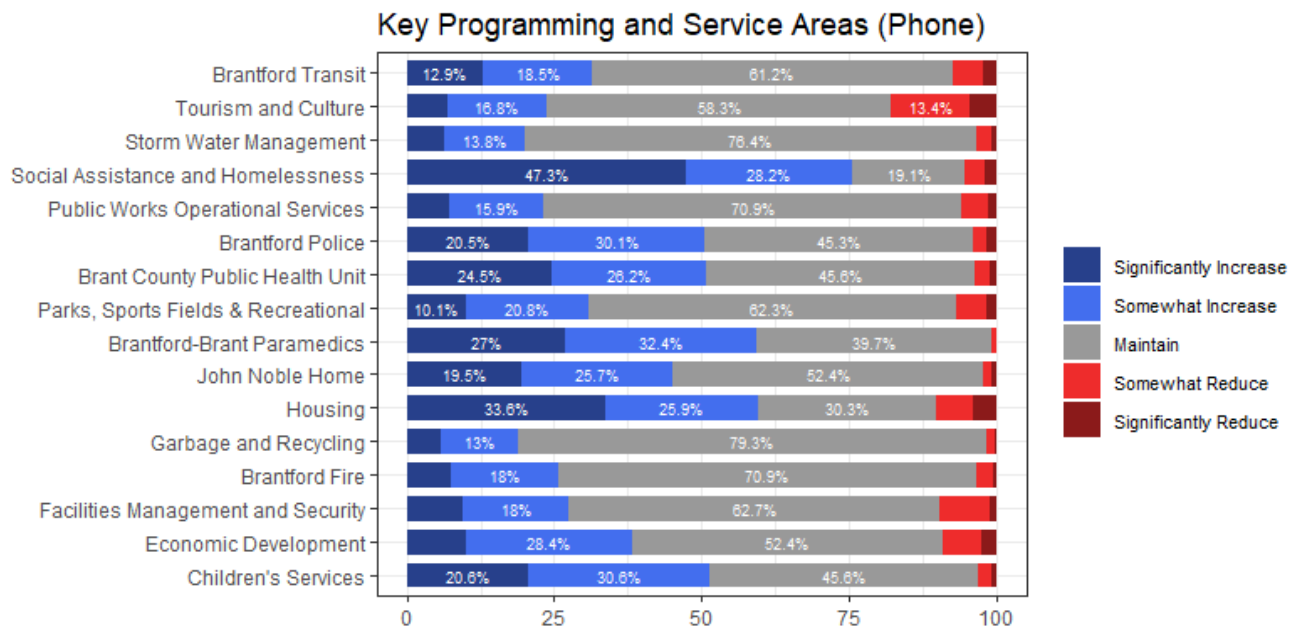
More charts exploring the overall value for taxes of phone respondents may be found in [Appendix I](#).

Key Programming/Service Areas

“For each of the service areas identified, please indicate whether you feel service levels should be significantly reduced, somewhat reduced, maintained, somewhat increased, or significantly increased. Please keep in mind that maintaining or enhancing service levels may result in an increase in taxes.”

For most service areas, maintaining service levels was the most popular answer. However, there were three notable exceptions: social assistance/homelessness, housing and Brantford-Brant Paramedics. Increasing service levels dedicated to social assistance and homelessness was supported by 76% percent of respondents, which is an increase of 4% from last year. Similarly, increasing service levels for housing was supported by 60% of all respondents and decreasing service levels was supported by 10%. Increasing service levels for Brantford-Brant Paramedics was supported by 59% and opposed by less than 1% of all respondents. The tourism and culture category had the greatest proportion of “reduce” responses (19%), which is nearly the same as last year.

Analysis of the open-ended question supports the quantitative findings that services related to homelessness and housing should be increased, which is similar to last year’s findings. Several respondents also suggested that Brantford should add green bin, or compost bins, to the garbage collection and vary the types of sports that receive funding from the City.



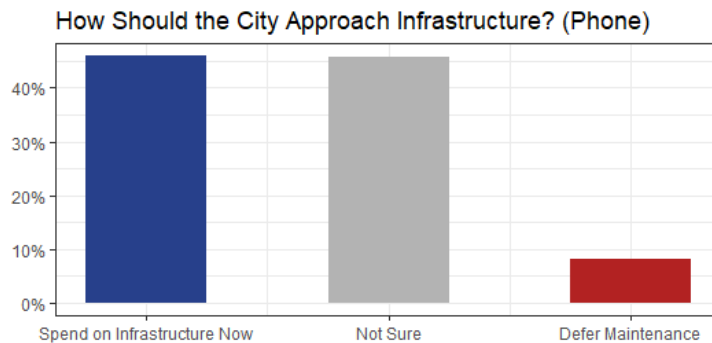
More charts exploring the attitudes towards key programming and service areas of phone respondents may be found in [Appendix I](#).

Infrastructure Spending

“This City’s Asset Management Plan indicates a significant funding shortfall related to the maintenance/replacement of the City’s existing infrastructure. In your opinion, how should the city approach infrastructure maintenance?”

Respondents were given three answer options: (1) Spend on infrastructure maintenance now, (2) Not sure/need more information and (3) Defer maintenance. About 46% of respondents advocated for spending on infrastructure now, with another 46% unsure and only 8% in favour of deferring maintenance. Compared to last year’s survey, there is more support to spend on infrastructure (+5%), less support to defer (-1%) and less not sure (-4%).

“They need to slow down housing growth and allow the city infrastructure to catch up.” -Participant 52



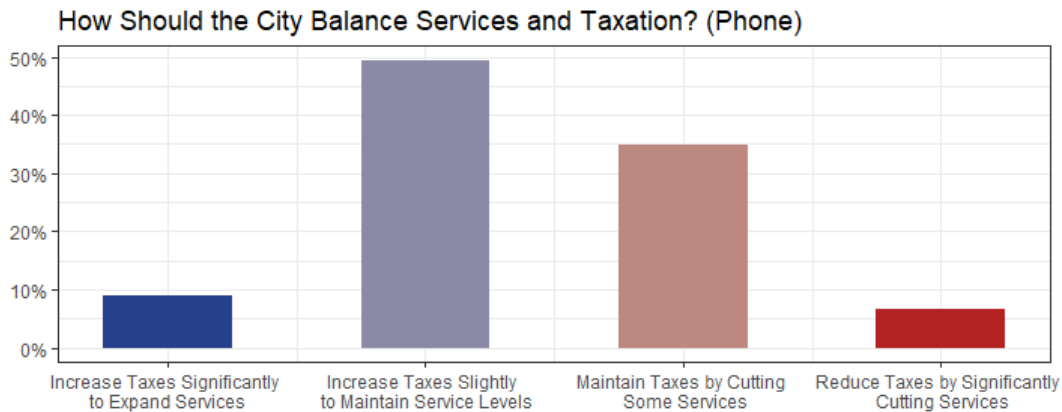
Taxation and Service Levels

“Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. Which of the follow options would you suggest the city pursue?”

Respondents were given four different options: (1) Increase taxes significantly to expand services, (2) Increase taxes slightly to maintain service levels, (3) Maintain taxes by cutting some services and (4) Reduce taxes by significantly cutting services.

A majority of respondents (58%) supported increasing taxes, which is a small increase from last year (+1%). About half of respondents (50%) favoured increasing taxes slightly to maintain service levels, while 35% favoured maintaining taxes by cutting some services. These numbers are comparable to last year, with respondents slightly more in favour of increasing taxes significantly (+3%), less in favour of increasing taxes slightly (-2%), more in favour of maintaining taxes (+2%) and less in favour of reducing taxes (-3%).

The qualitative analysis found that 56 respondents mentioned the high level of taxes. Some respondents wanted to increase taxes to target more services to populations in need (such as homeless or seniors) and others wanted to lower taxes; however, most want tax levels to remain the same or not increase. Several respondents specifically cited prioritizing efficiency over increasing budgets.



More charts exploring the balancing of services and taxation of phone respondents may be found in [Appendix I](#).

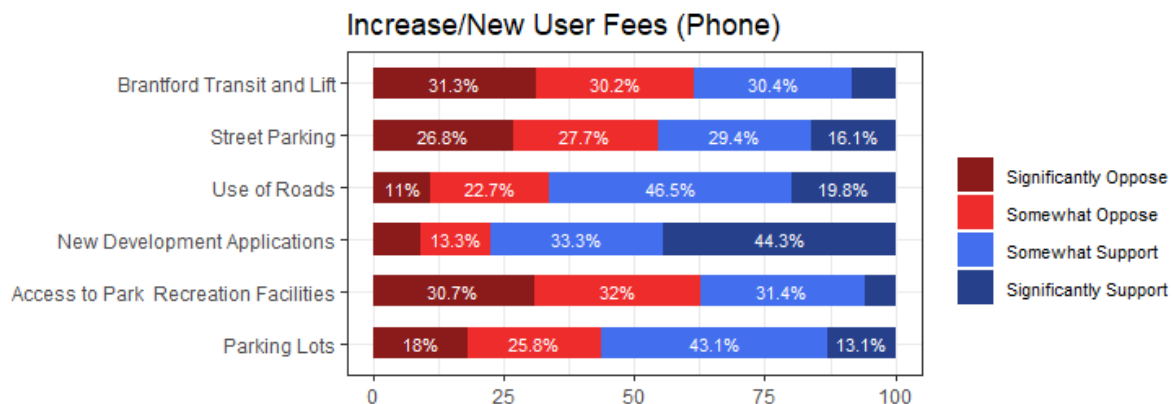
Generating Revenue

“Please tell us whether you significantly support, somewhat support, somewhat oppose, or significantly oppose the following options to help pay for municipal services and programs:”

Respondents were supportive of increasing or adding new user fees with respect to (1) Increased or new development application fees for building permits, subdivisions, etc., (2) Increased fees for use of City roads (e.g., oversized vehicles, closures for events, excavations for utilities) and (3) Parking lots. The greatest opposition was increasing/new user fees for (1) Brantford Transit and Lift (62%) and (2) Access to park and recreation facilities (63%). Compared to last year, there is a 1-point decrease in opposition to increasing/new user fees for Brantford Transit and Lift and a 5-point increase in opposition to increasing/new user fees for access to parks and recreation facilities.

The greatest support was to increase or apply new user fees on new development applications (78%) and use of roads (66%). Compared to last year, this is a 1-point increase in support for increasing/new user fees on new development applications and a 4-point decrease in support for increasing/new user fees on use of roads.

Qualitative analysis of the open-ended question offers some insight into ways of generating additional revenue. Several respondents specifically mentioned red light cameras as a potential source of revenue. Additionally, others had mentioned stricter enforcement of current bylaws to bolster revenue.



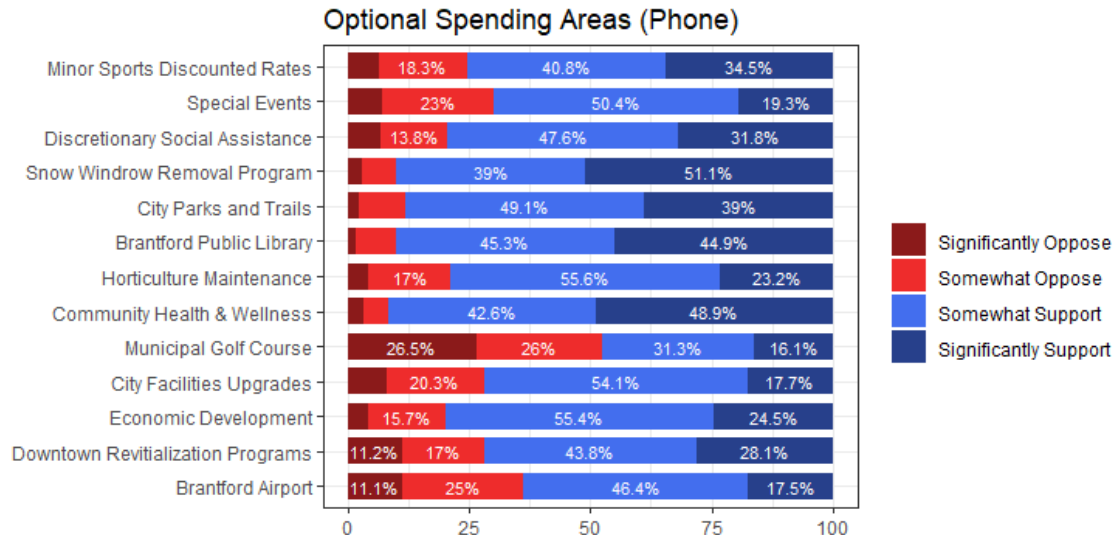
More charts exploring attitudes towards increasing/new user fees from phone respondents may be found in [Appendix I](#).

Preferred Discretionary Spending Areas

“86% of the City’s budget is assigned to costs for mandated programs and services that the City is legally obligated to provide. Please tell us whether you significantly support, somewhat support, somewhat oppose, or significantly oppose the following optional cost areas that represent 14% of the City’s budget.”

The consensus across all discretionary spending areas was mostly positive, with the only exception being the municipal golf course (with 53% in opposition). This is a 4-point increase in opposition towards the municipal golf course when compared to last year. Over 90% of respondents supported increasing funding for the Snow Windrow Removal Program, Brantford Public Library and community health & wellness.

The qualitative analysis of feedback about these spending areas is generally polarized, specifically about snow removal, dog parks, Arrowdale Golf Course and the SPCA facility.

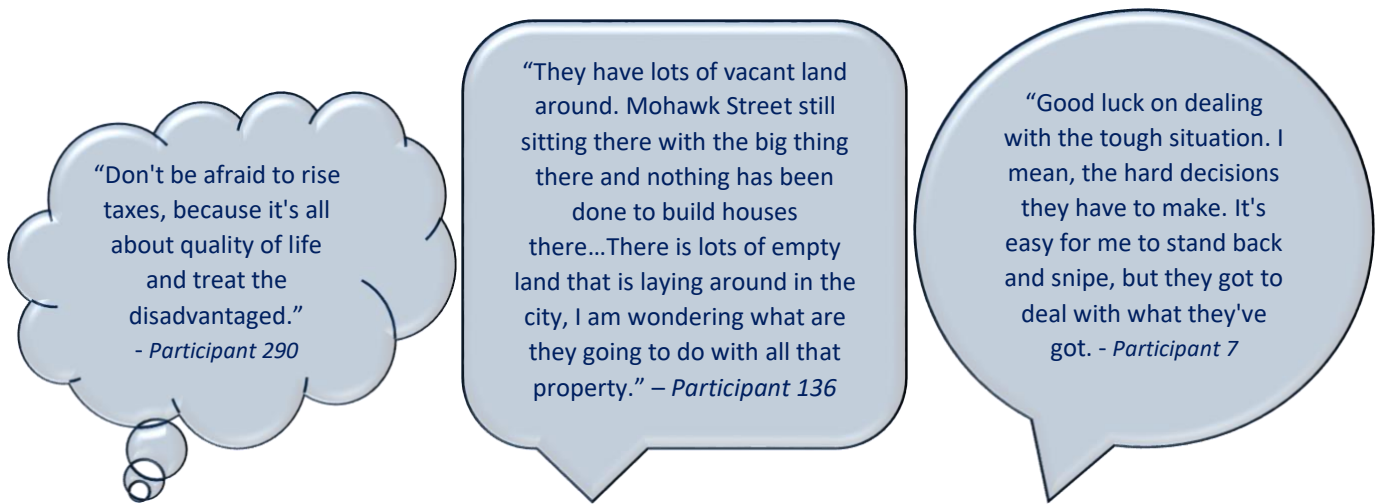


More charts exploring attitudes towards discretionary spending areas of phone respondents may be found in [Appendix I](#).

Qualitative Results

“Do you have any other feedback you would like to share about the City’s 2022 Budget?”

Of the 500 total telephone survey respondents, 251 (50%) provided feedback. While there are clearly many people providing feedback, this qualitative feedback cannot be considered representative of the public in general, all the survey respondents, or even of all the opinions of the respondents themselves. We hope to provide some of the voices of the citizenry with the quotes, sentiment text analysis, and further ideas.

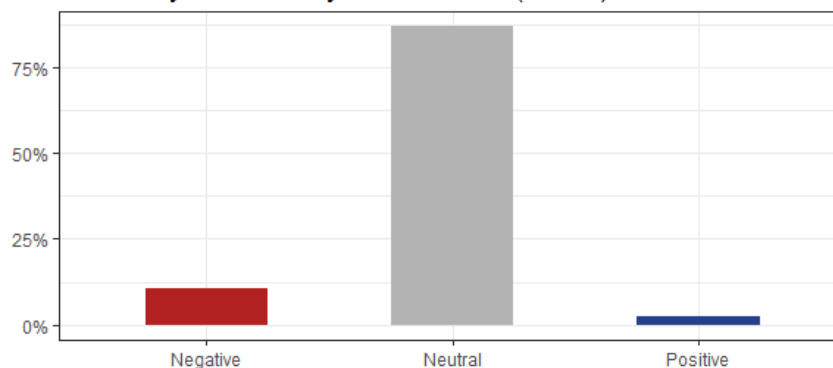


General Sentiment Text Analysis

Each respondent’s answer for the open-ended question was assigned a sentiment rating of “negative”, “neutral” or “positive” to indicate the overall satisfaction of respondent on the subject they chose to elaborate.

Most answers (88%) in the telephone survey were labeled “neutral” or displaying neither dissatisfaction nor satisfaction. However, 11% of all responses were negative, indicating that respondent displayed criticism or dissatisfaction overtly in the answer. Only 1% of open-ended responses were positive, or display satisfaction with the budget. This is an improvement from last year’s survey, in which a majority of respondents provided comments that were classified as “negative”.

Text Analysis: Summary of Sentiments (Phone)



Further Ideas

Many people provided their opinions on how to handle multiple aspects of the City's taxes, programs and services, and revenue services.

Taxes	"When they are considering budget in particular property tax, they need to consider the hardship they impose upon the aged, retired, sick with the government pensions now do not cover the necessities of life. The increase of taxes is causing these extreme hardships. I am proud to be a Brantford citizen and trust the above will be given the upmost consideration."	Participant 203
	"There should be a public report card that the public should be given, and every department needs to cut at least 15% of their cost voluntarily and they need to introduce a zero-budget process. The constituents are very angry and tired."	Participant 485
	"I would like them to consider the increase in taxes and they look in the services and what they are now funding and tip the ones that are important and look at the budgeted and prop taxes. why are cities are size paying less? I would like to know why because they do stupid things like take a residential road and place bricks. lot of money spent on issues like that type of improvement. not improvement- cosmetics. there are other issues they could put their money to use. The city budget I hope they will be reasonable, and I hope they will take in top consideration that there are issues with residential taxes that are going to be on the norm, and it will go towards the people who will not be able to keep their homes."	Participant 227
Programs and Services	"Can I just say I wish they get the green bin going for garbage collection? The green bin is very important to me. I'm a gardener, so I feel very strongly about all the waste going into the landfill when some of it could be kept out and used in the green. They should get the green bin program going. They've been talking about it for years, but they've never done anything about it. They should move quicker on it, get it going."	Participant 35
	"Just accommodating the disabled, And I mean, I think that should be a big step in any financial negotiation in Brantford, in Canada, in Ontario specifically. I see a lot of them struggling. As I said I work with them specifically, so I know the struggles that they face, and there are little to no support for them at a reasonable cost. Is that something that Brantford could fund? That would be great!"	Participant 76
	"I really think, knowing that I've got kids and grandkids coming behind us, I think housing has got to be a big thing, not only here but throughout Ontario. Kids are never ever, it doesn't seem like kids are ever going to get homes, you know like we did. unless they have, unless they are very privileged"	Participant 81
	"They need to be more involved in health care systems to open things up for people or develop another hospital, because they only have one hospital and the city is growing and growing and growing, so we need to look at where people can go for medical. Because, let's say, when I go for heart test, I have to go to Hamilton; stress test is in a tiny little town, Simcoe. Like why? Why am I going to another city when Brantford is a big city? Why am I being sent to a smaller city? Is it because they don't have the facility, or they don't have the testing available? Which is why they have to send it out to smaller places. They need it here for the amount of people that it's coming here."	Participant 490
	"There should be an option to maintain tax level and maintaining the quality of the services. The tax base is increasing anyhow with new subdivisions and so I do not understand how they cannot maintain the quality of the services with the existing tax base. They need to do better job planning and wiser methods for the implementation of the services. like the bus route can be on a route system. Investigate what is happening in other cities that is working well and can be adapted in the city like the housing program in Saskatoon for homeless people, which is actually reducing the money then increasing."	Participant 276
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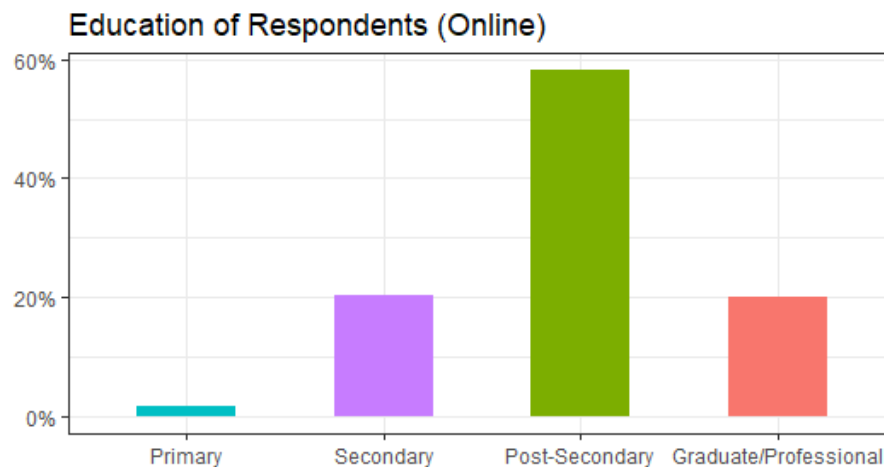
Revenue	"Red light camera at the intersections and stop signs would make more money."	Participant 321
	"It would be good if our new elected council would look at our city budget and take into consideration the new home development and the new tax base that's going to be brought into it, and rising housing prices and the associated income through the taxation via MPAC."	Participant 482
	"...need to put in penalties for companies when they don't not meet their timeline."	Participant 277
	"...More revenue money would be generated if bylaw was enforced."	Participant 299
	"If they get photo radar and red-light cameras, drivers pay a lot of programs"	Participant 180
	"Overall the city of Brantford is doing good. there is a lot of events that brings people together and I think they should be making money off of it..."	Participant 278

Online Survey Results

Demographic Snapshot

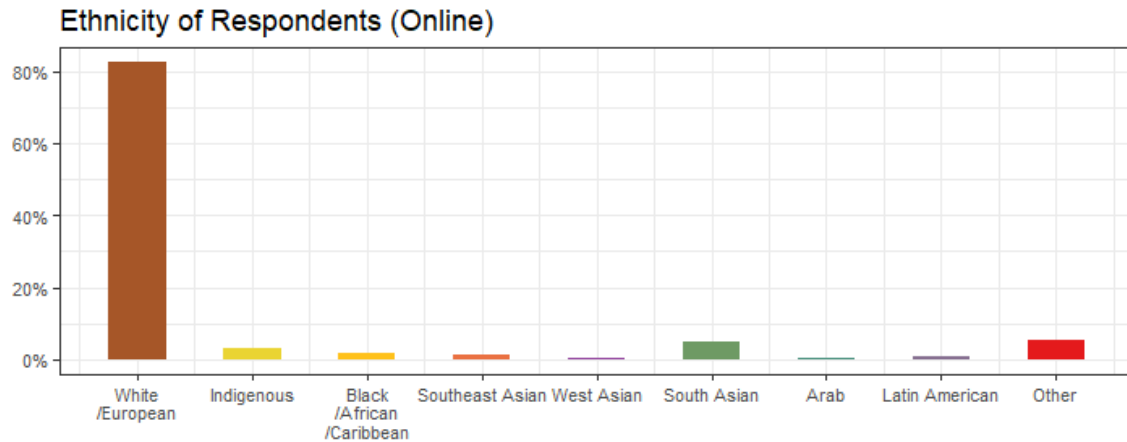
The 2022 BPPEC Survey expanded the number of demographic questions from the 2021 BPPEC Survey. These expanded demographic questions offered additional insights into the characteristics (including education level, ethnic background, age, Forward Sortation Area (FSA) or postal codes, and gender) of respondents. This will assist in better understanding the different needs and priorities of Brantford residents with different socio-economic, educational, gender, and age backgrounds. The only significant revision to the 2023 BPPEC Survey was removal of the postal code question in favour of collecting ward data.

A vast majority of the online sample was at least college educated (78%), with the largest single group having post-Secondary education (58%).⁵ For the purposes of data analysis, these categories were consolidated into four educational categories, which included the following options: (1) primary education, (2) secondary education, (3) post-secondary education and (4) graduate/professional education.

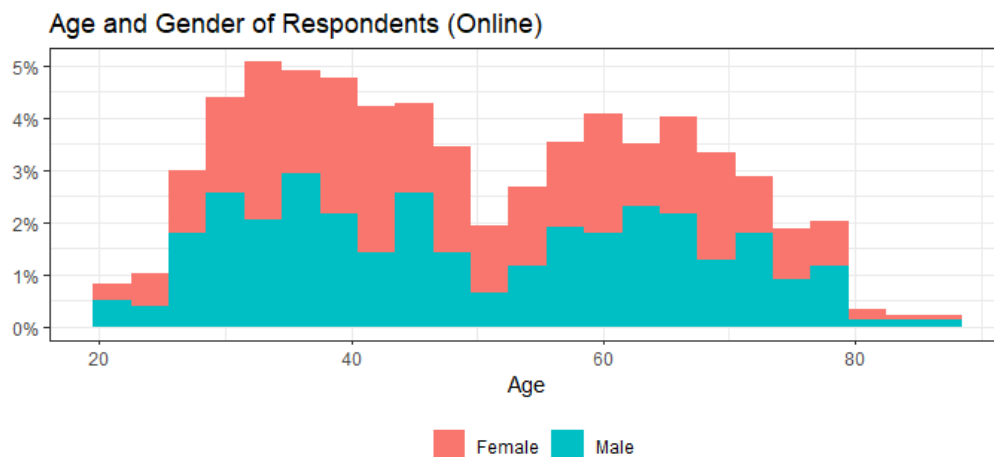


The online sample was overwhelmingly white/European (82%), which is slightly lower, yet consistent with the ethnic representation provided in the 2016 census (90.5%). Due to the very limited representation of other ethnic groups, this variable has been omitted from the exploratory charts.

⁵ This was slightly higher than the 2016 Census data, in which 49.7% of adults in Brantford possess a post-secondary certificate, diploma or degree

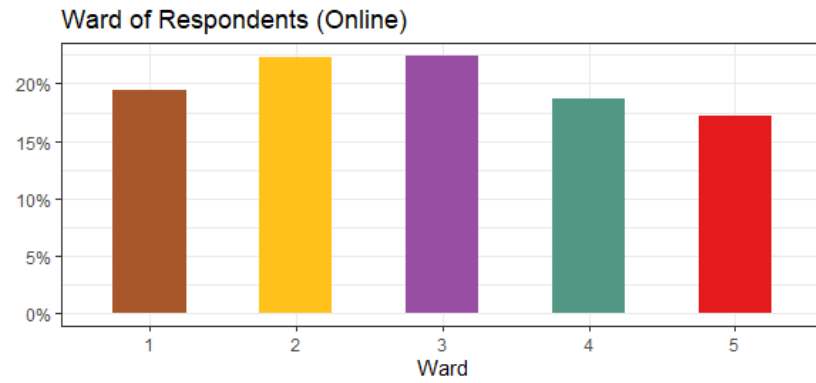


The age of online respondents ranged from 20 to 88 years old, with the average age of 49.⁶ This was in line with expectations that surveys tend to overrepresent older respondents. In order to compare age groups for data analysis, the four age groups included the following: (1) 18-34, (2) 35-49, (3) 50-64 and (4) 65+. A majority of respondents identified as female (54%), while 1% self-identified other than male or female. Due to the small sample size of LGBTQ2S+ respondents, they have been omitted from the analysis.



The distribution of respondents across the five different wards was relatively well-balanced. Ward 3 boasted the most number of respondents, comprising 22% of the sample. Ward 5 was the least represented, but still comprised 17% of all respondents in the sample.

⁶ This is slightly higher than the average age of a Brantford resident (40.8) from the 2016 Census.

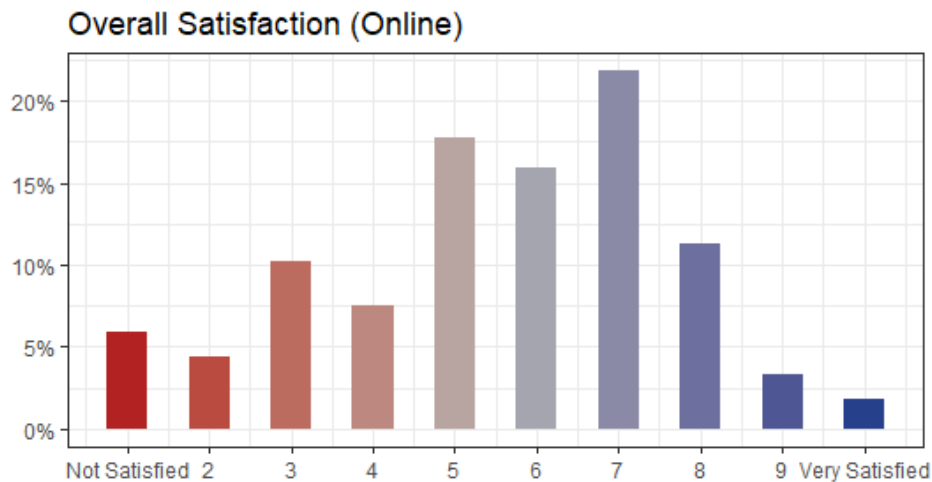


Overall Satisfaction

“Overall, how would you rate your satisfaction with City programs and services on a scale of 1 to 10, with 1 being not satisfied at all and 10 being very satisfied?”

More respondents were satisfied than unsatisfied with the City programs and services, with over 54% providing a score of “6” or more. This is a 5-point improvement from last year, where only 49% of respondents being satisfied. The most popular response was a “7”, which was provided by 22% of all respondents.

Residents who provided qualitative data expressed overall negative sentiments about the amount or quality of services or the current tax rates, which is not uncommon in a general public survey. However, a few positive responses praised the City handling of the budget.



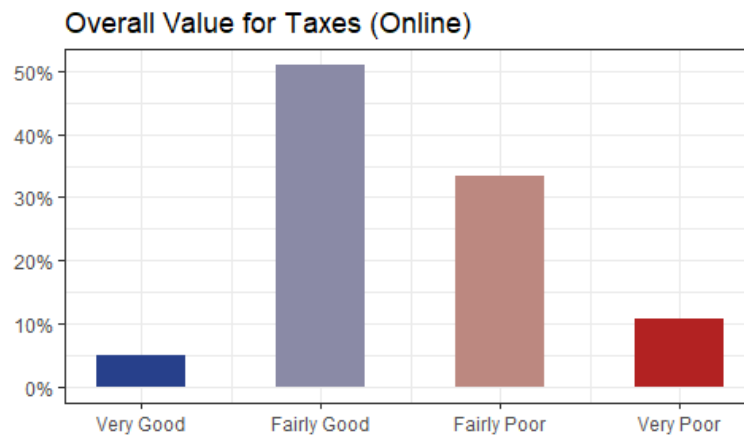
More charts exploring the overall satisfaction of online respondents may be found in [Appendix II](#).

Value for Taxes

“Thinking about all the programs and services you receive from the City, would you say that overall you get very good value, fairly good value, fairly poor value, or very poor value for the taxes you pay?”

A majority of respondents (56%) believe that they receive ‘very good’ or ‘fairly good’ value for their taxes. This is a 2-point improvement from last year, in which 54% responded that they received good value for their taxes. The most popular answer – fairly good – received over 50%.

Qualitative analysis of the open-ended question revealed that nearly *all* the positive comments were supportive of the way in which taxes were used by the City.



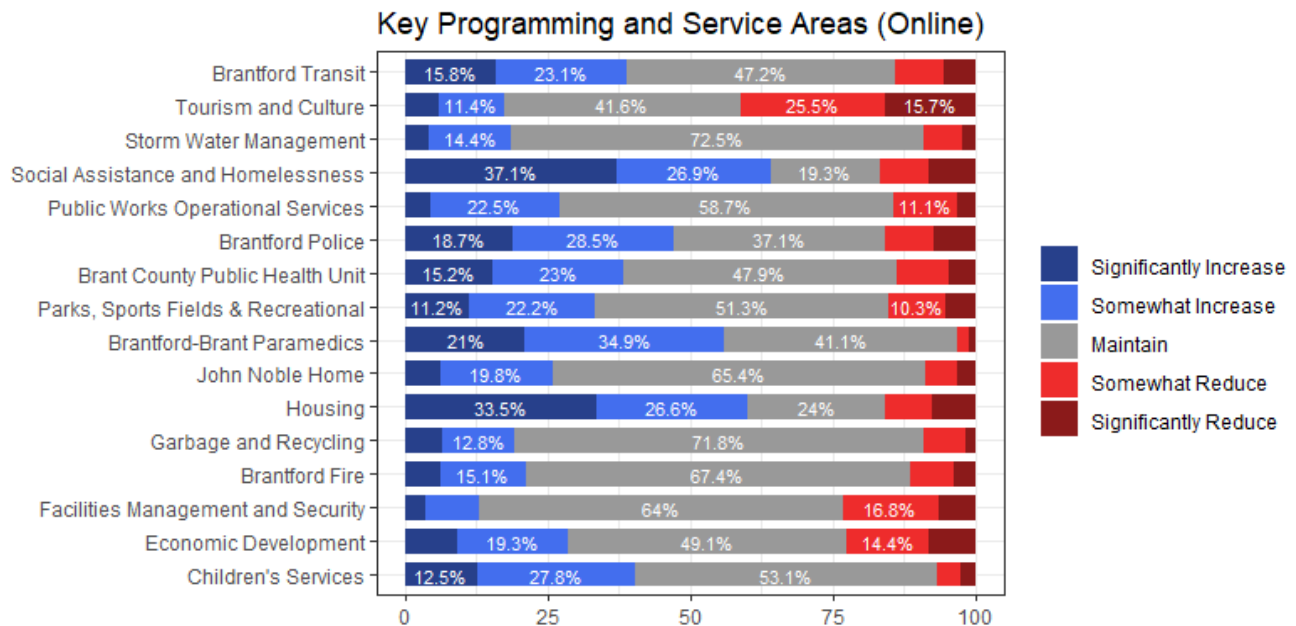
More charts exploring the overall value for taxes of online respondents may be found in [Appendix II](#).

Key Programming/Service Areas

“For each of the service areas identified, please indicate whether you feel service levels should be significantly reduced, somewhat reduced, maintained, somewhat increased, or significantly increased. Please keep in mind that maintaining or enhancing service levels may result in an increase in taxes.”

The consensus was maintaining the status quo, with 3 notable exceptions. There was significant support for increasing social assistance & homelessness (64%), housing (60%) and Brantford-Brant Paramedics (56%). However, the largest opposition was towards tourism and culture (41%). Support for increasing social assistance & homelessness has increased by 3-points, housing has increased by 1-point and Brantford-Brant Paramedics has increased 8-points from last year. Opposition towards tourism and culture has reduced by 7-points from last year.

“Overall the city services are well done. I'm opposed to eroding the services we have” – Participant 11



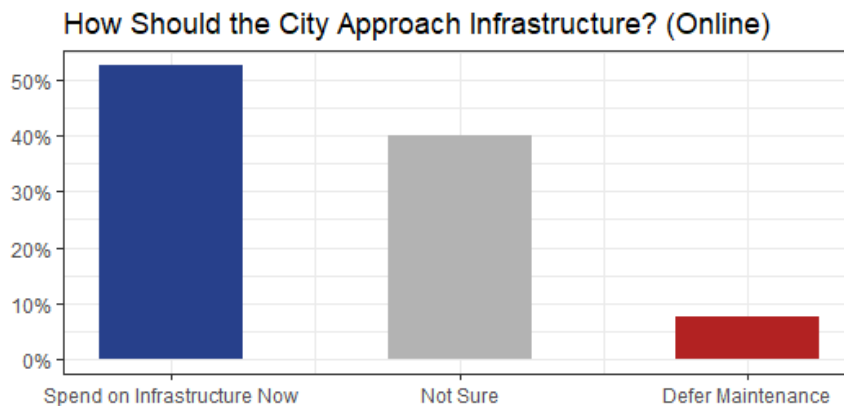
More charts exploring the attitudes towards key programming and service areas of online respondents may be found in [Appendix II](#).

Infrastructure Spending

"This City's Asset Management Plan indicates a significant funding shortfall related to the maintenance/replacement of the City's existing infrastructure. In your opinion, how should the city approach infrastructure maintenance?"

Respondents were given three answer options: (1) Spend on infrastructure maintenance now, (2) Not sure/need more information and (3) Defer maintenance. Over half of respondents (52%) agreed to spend on infrastructure now. This is a 4-point drop from last year's survey.

"If you improve the city infrastructure and downtown, more businesses will be inclined to invest." -Participant 157

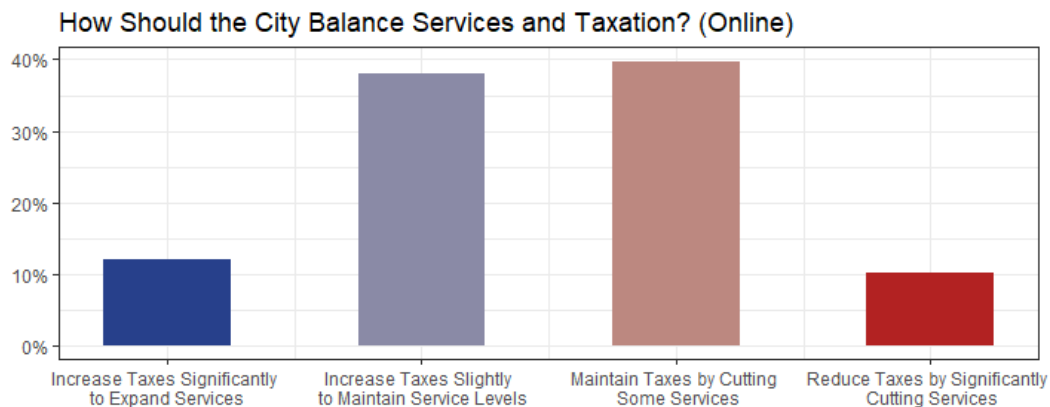


Taxation and Service Levels

“Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. Which of the follow options would you suggest the city pursue?”

Respondents were given four different options: (1) Increase taxes significantly to expand services, (2) Increase taxes slightly to maintain service levels, (3) Maintain taxes by cutting some services and (4) Reduce taxes by significantly cutting services. Respondents were nearly divided, with about half in favour of increasing taxes and half in favour of maintaining or reducing taxes. This is slightly more balanced from last year, in which 53% were in favour of increasing taxes.

The qualitative analysis found that 66 respondents mentioned the high level of taxes. Some respondents wanted to increase taxes to target more services to populations in need (such as homeless or seniors) and others wanted to lower taxes; however, most want tax levels to remain the same or not increase. Several respondents specifically cited prioritizing efficiency over increasing budgets.



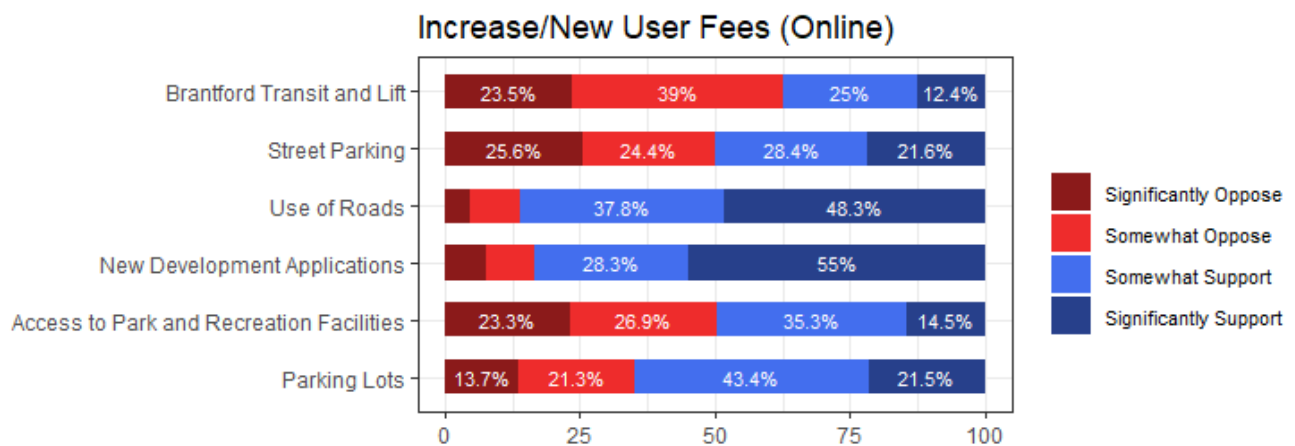
More charts exploring the balancing of services and taxation of online respondents may be found in [Appendix II](#).

Generating Revenue

“Please tell us whether you significantly support, somewhat support, somewhat oppose, or significantly oppose the following options to help pay for municipal services and programs:”

A majority of respondents were opposed to increasing/new user fees for Brantford Transit & Lift (63%) and access to park and recreation facilities (50%). Alternatively, respondents were overwhelmingly supportive of increasing/new user fees for use of roads (86%) and new development applications (83%). This was consistent with last year’s survey responses.

Qualitative analysis of the open-ended question offers some insight into ways of generating additional revenue. Several respondents specifically mentioned renting City properties, rather than selling them. Additionally, others had mentioned stricter enforcement of current bylaws to bolster revenue.



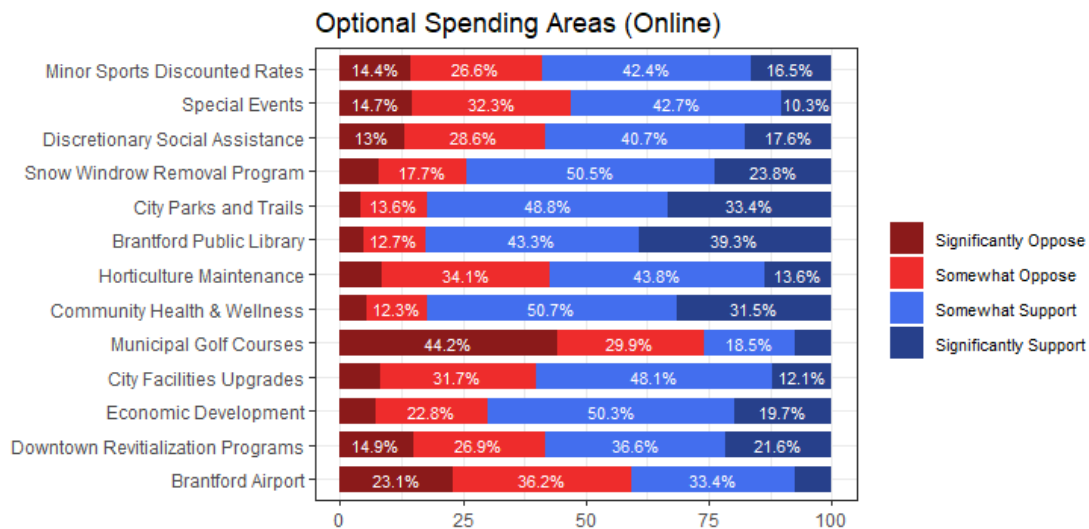
More charts exploring attitudes towards increasing/new user fees from online respondents may be found in [Appendix II](#).

Preferred Discretionary Spending Areas

“86% of the City’s budget is assigned to costs for mandated programs and services that the City is legally obligated to provide. Please tell us whether you significantly support, somewhat support, somewhat oppose, or significantly oppose the following optional cost areas that represent 14% of the City’s budget.”

Respondents were overwhelmingly supportive of spending more on the public library (83%), city parks & trails (82%), community health & wellness (82%) and the snow windrow removal program (74%). The only discretionary spending areas with most of the opposition is the municipal golf course (74%) and the Brantford Airport (59%).

The qualitative analysis of feedback about these spending areas is generally polarized, specifically about snow removal, bike lanes and Arrowdale Golf Course.

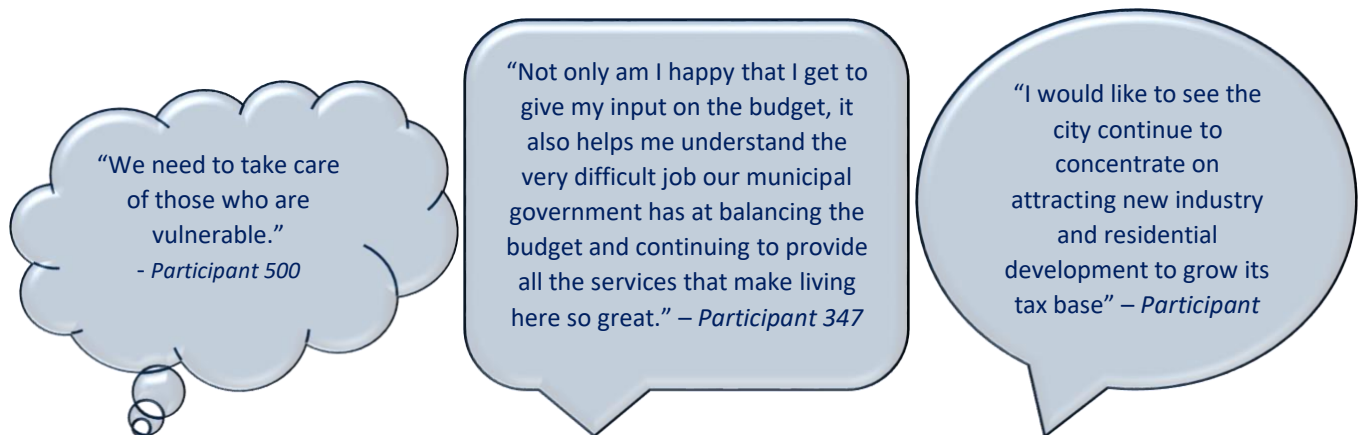


More charts exploring attitudes towards discretionary spending areas of online respondents may be found in [Appendix II](#).

Qualitative Results

“Do you have any other feedback you would like to share about the City’s 2022 Budget?”

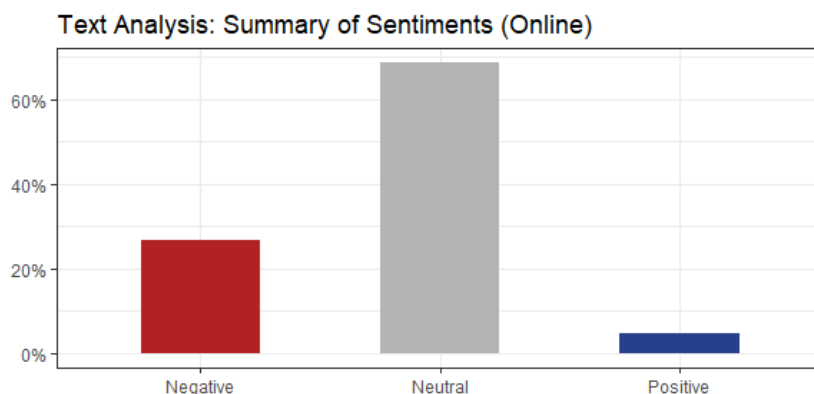
Of the 670 online survey respondents, 395 (59%) provided feedback. While there are clearly many people providing feedback, this qualitative feedback cannot be considered representative of the public in general, all the survey respondents, or even of all the opinions of the respondents themselves. We hope to provide some of the voices of the citizenry with the quotes, sentiment text analysis, and further ideas.



General Sentiment Text Analysis

Each respondent’s answer for the open-ended question was assigned a sentiment rating of “negative”, “neutral”, or “positive” to indicate the overall satisfaction of respondent on the subject they chose to elaborate.

Most answers (69%) in the online survey were labeled “neutral” or displaying neither dissatisfaction nor satisfaction. 28% of online respondents provided comments that were “negative”, indicating that respondent displayed criticism or dissatisfaction overtly in the answer. Only 3% of respondents provided “positive” feedback in the online survey. This is an improvement from last year’s survey, in which a majority of respondents provided comments that were classified as “negative”.



Further Ideas

Many people provided their opinions on how to handle multiple aspects of the City's taxes, programs and services, and revenue services.

Taxes	<p>"Budget decisions are always difficult especially when individuals within the community are being hit with rising interest rates, increased inflation and higher food and housing costs, and politicians are reluctant to raise taxes anyways for fear of not being re-elected. However, homelessness continues to plague our community - as does mental health and addiction issues. As well, we are seeing the same housing issues of affordability and attainability that other communities are experiencing, particularly for elders in our community, which is the fastest growing demographic. These are complex problems but need to be prioritized to ensure the community is a safe and healthy place to live for everyone."</p>	Participant 22
	<p>"I would like to city to try hard to find ways to neutralize increases to property taxes. We should focus on the idea that additional tax revenues from increased housing development should work towards stabilizing taxes for all residents. Wasted resources should be eliminated making sure that our taxes are spent in the most efficient manner possible."</p>	Participant 203
	<p>"You make it seem like the choice is more taxes or less service. I work in government and know there is a lot of bloat affecting internal services and layers of management. Start there!"</p>	Participant 598
	<p>"I don't mind a small increase in property taxes. Brantford is a good place to live, and I can't see where you could cut back services, there is a lot of need here. Downtown revitalization is important, so no street parking fees please, Harmony Square is my family's go to, we all love the events and facilities. I like that this is a walkable city and I enjoy the green spaces. Before increasing buses to the county, please increase bus services within the city."</p>	Participant 222

Programs and Services	"I feel that it is critical that we deal with the housing crisis, homelessness, drug and mental health issues immediately. We need a comprehensive program of assessment, treatment and rehabilitation of mental health and drug abuse/addiction issues. We also need more community input in the decisions of City Council and fresh ideas to address city problems."	Participant 321
	"With the growing population we need better transit. The transit services here are awful. Between going to once and hour and poor routes, it can take longer to get somewhere than to walk. Sunday and holiday services do not allow people who depend on bus services to work to work on Sundays or holidays."	Participant 488
	"We need to find more ways to reduce the emergency services budget. I get that it's mandated but there's got to be something that can be done there. There's too much fat in the administration of those services. The front line is one thing but when I see the salary that the chiefs make it is pretty eye opening."	Participant 288
	"Stop building the housing before the infrastructure. Stop loading the city down with people and not providing services. We cannot accommodate any more people here without building another hospital. If you've ever shopped in a grocery store or Walmart and witnessed the empty shelves, you should understand that we are seriously lacking the ability to provide for the people who already live here in so many ways. You're creating a tsunami by continuously building housing."	Participant 575
	"I recommend analyzing the data around attendance of the community centre programs. I would like to see more Pickleball available, especially in the north end of Brantford. We also need outdoor courts in the north end. Maybe convert some of the space that doesn't hardly get used. (Basketball courts), at many of the parks."	Participant 235
	"I think the "if you don't use it, you lose it" mentality sucks. Personally, if each sector budgets correctly and can save the money from one year to the next and not have to spend every cent or have a reduced budget the next year makes less than zero sense. We could use the money to do other great things for our city."	Participant 296
Revenue	"I think we need more Police and Paramedics. Increase taxes and provide city wide snow plowing of sidewalks, similar to what Ancaster does. If not, set bigger fines for people who don't clear their sidewalks in the winter."	Participant 164
	"The options to meet shortfalls are not solely raise taxes vs cut services. Depts and staff should be encouraged to cut costs and tighten purse strings. Other municipalities and corporations use Suggestion Box ideas where employees suggest cost cutting measures and can receive a commission based on how much money is saved."	Participant 444
	"If possible, can we think outside of the box a bit more on how to raise more money in different ways. I.e.: having more events are great for the community and can also help to raise money."	Participant 282
	"Charge developers of the West Brant sprawl more and tax those homeowners proportionately to the increases they cost for services. Focus on affordable housing solutions and harm reduction (e.g., look to the recent academic article on London, ON, 's safe supply and safe consumption), keep transit fees low. Continue to improve cycling infrastructure and repair sidewalks and make them more accessible."	Participant 137
	"Now is not the time to increase property taxes. Revenue generation should be continued but not at the expense of landowners. Stop selling off prime city owned land, buildings and properties for a steal!! Rent these spaces out!"	Participant 152

Appendix I: Demographic Analysis of Telephone Survey

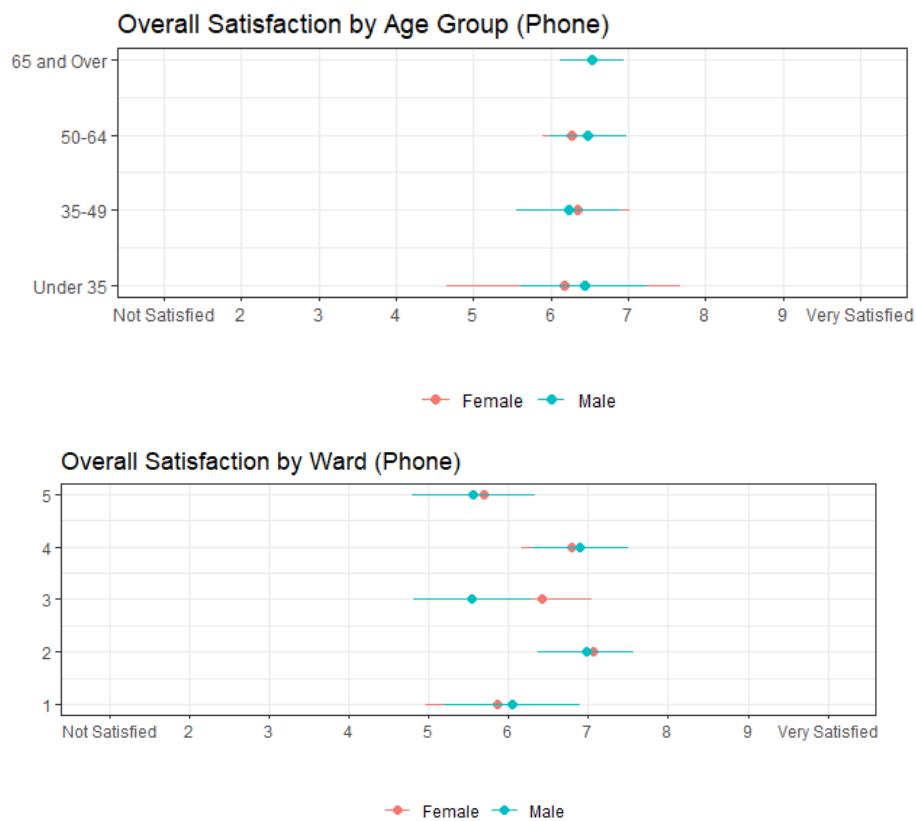
This Appendix will further analyze the main sections of the telephone survey by comparing answers from respondents with different demographic, geographic and socio-economic backgrounds.

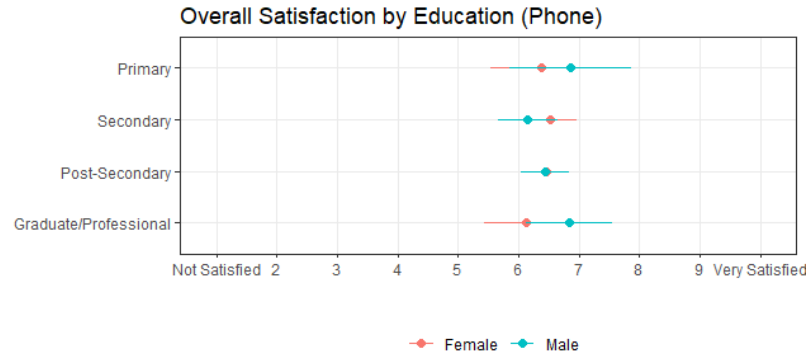
Overall Satisfaction

“Overall, how would you rate your satisfaction with City programs and services on a scale of 1 to 10, with 1 being not satisfied at all and 10 being very satisfied?”

Highlights

- Overall satisfaction by age and gender revealed minor differences
- Respondents from Wards 2 and 4 reported much higher overall satisfaction when compared to others
- Education of respondents had little impact on their overall satisfaction



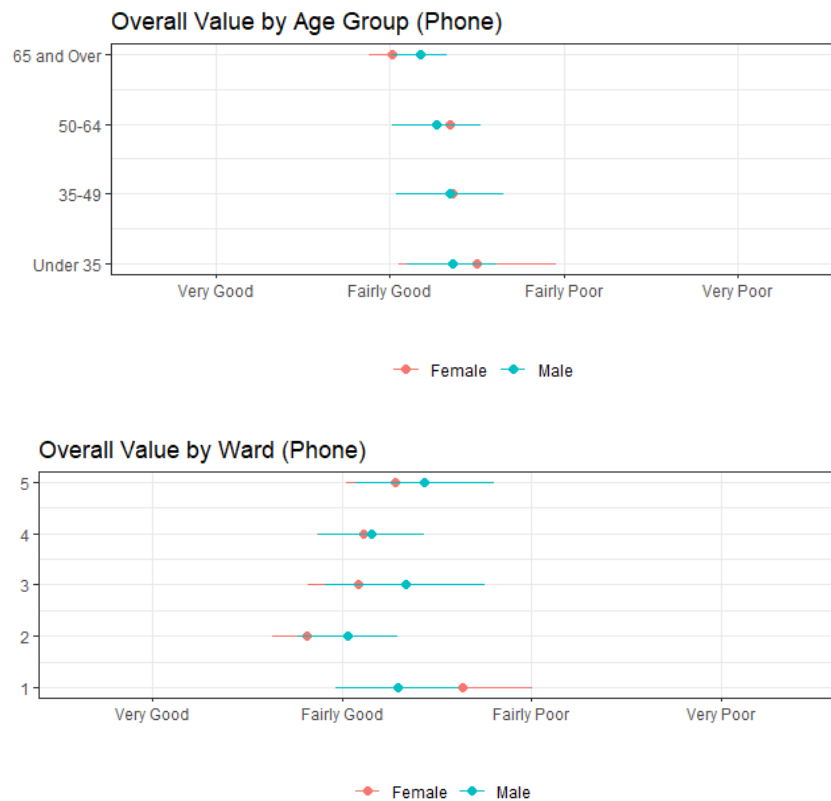


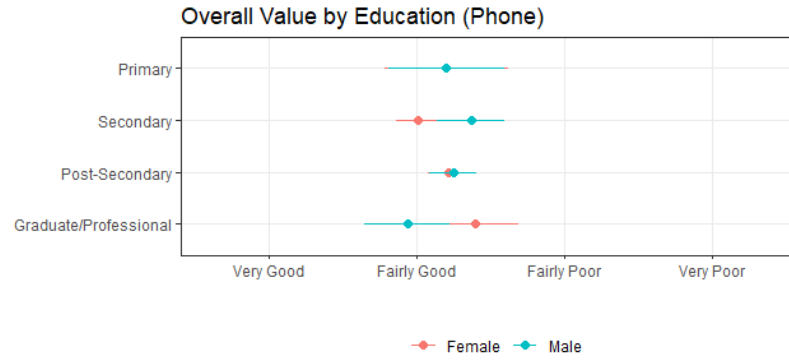
Value for Taxes

“Thinking about all the programs and services you receive from the City, would you say that overall you get very good value, fairly good value, fairly poor value, or very poor value for the taxes you pay?”

Highlights

- Older respondents reported slightly higher perceived overall value for taxes when compared to younger respondents
- Respondents from ward 2 reported higher overall value for their taxes when compared to other wards (with Ward 1 being the lowest)
- Level of education had little impact on perceived overall value for taxes



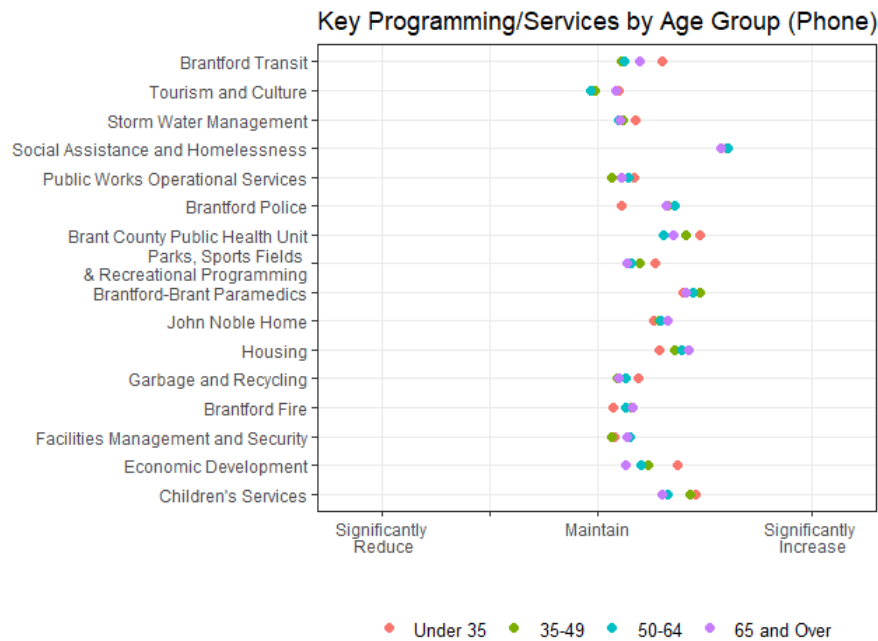


Key Programming/Service Areas

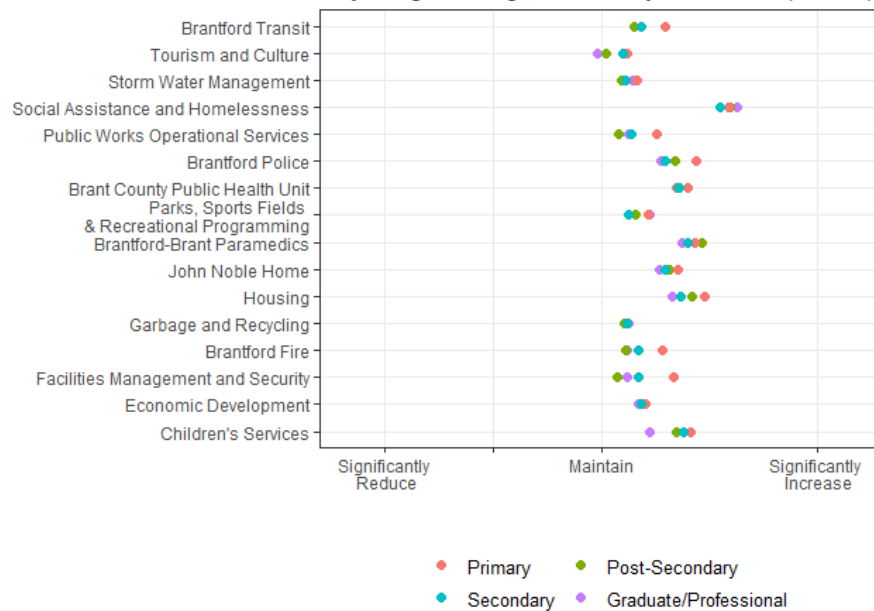
“For each of the service areas identified, please indicate whether you feel service levels should be significantly reduced, somewhat reduced, maintained, somewhat increased, or significantly increased. Please keep in mind that maintaining or enhancing service levels may result in an increase in taxes.”

Highlights

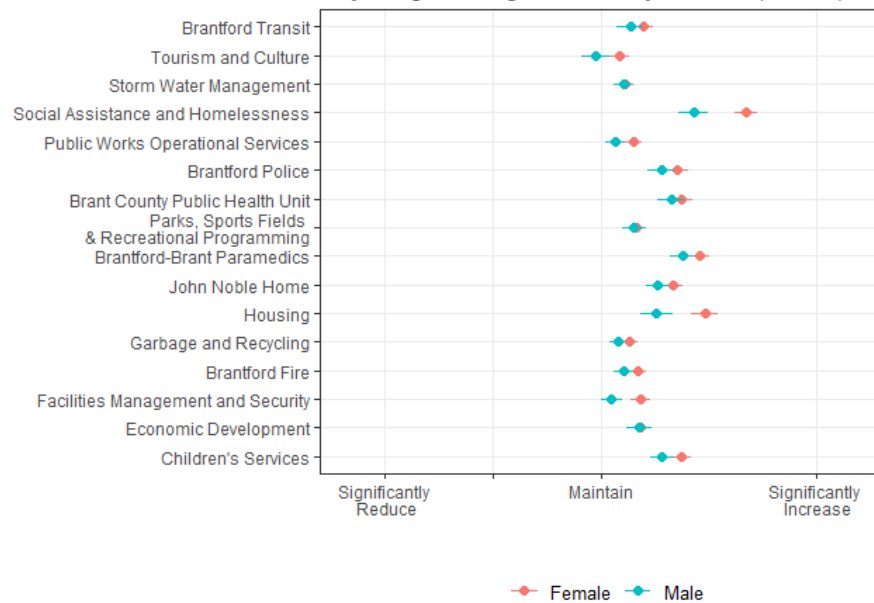
- Younger respondents were in favour of reducing spending for Brantford Police and increasing spending for economic development and Brantford Transit compared to other age groups.
- Female respondents were in greater support of increasing spending across all key programming/service areas compared to male respondents.

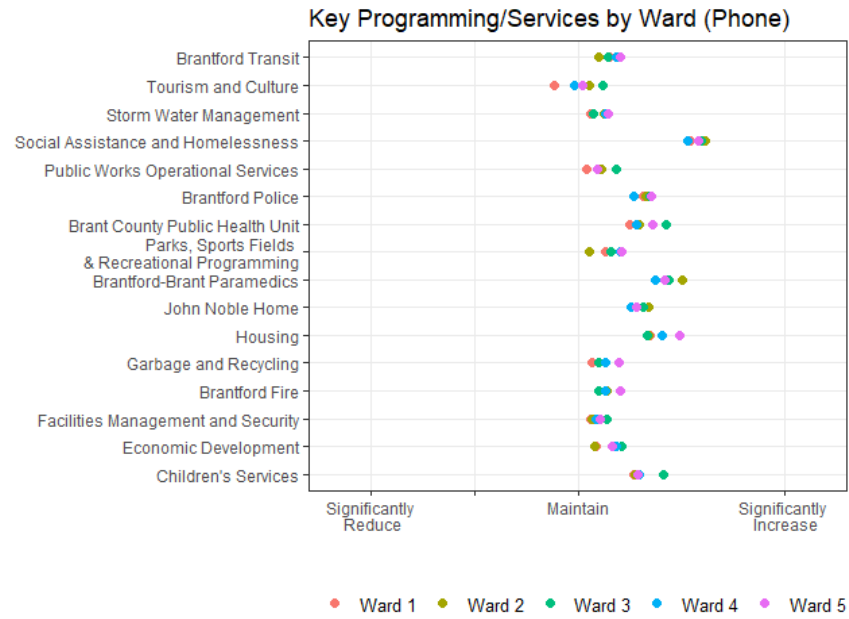


Key Programming/Services by Education (Phone)



Key Programming/Services by Gender (Phone)





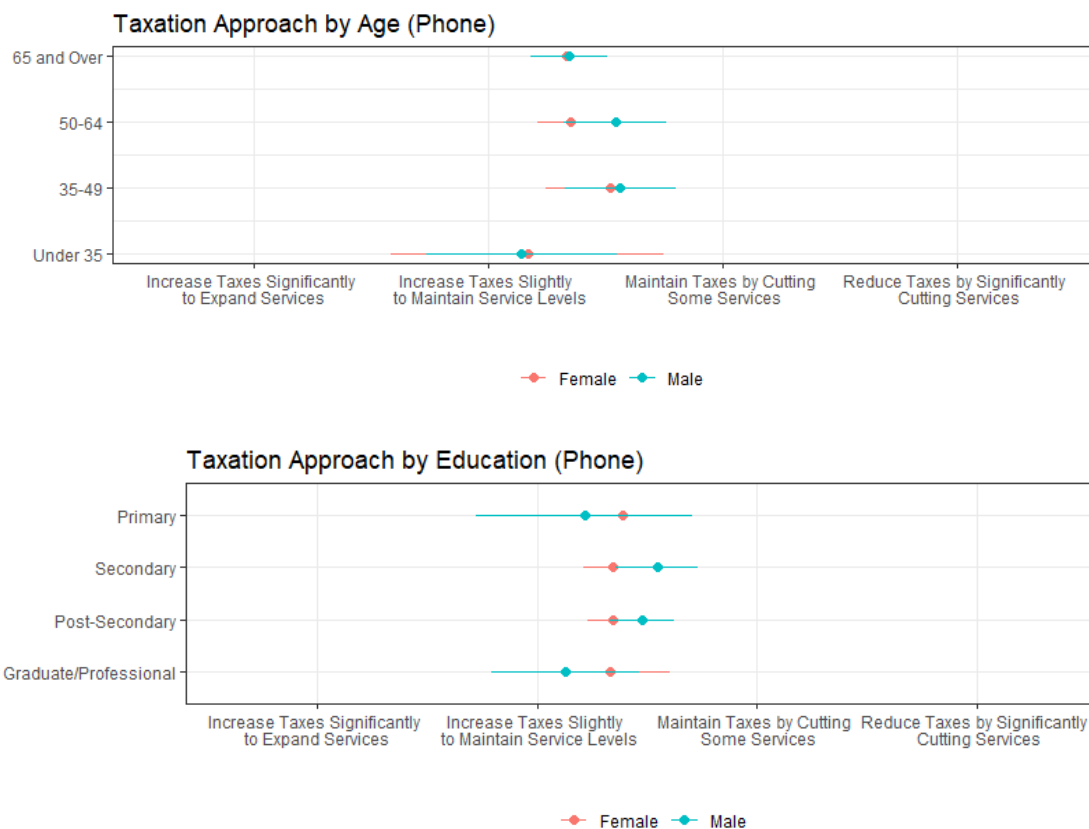
Taxation and Service Levels

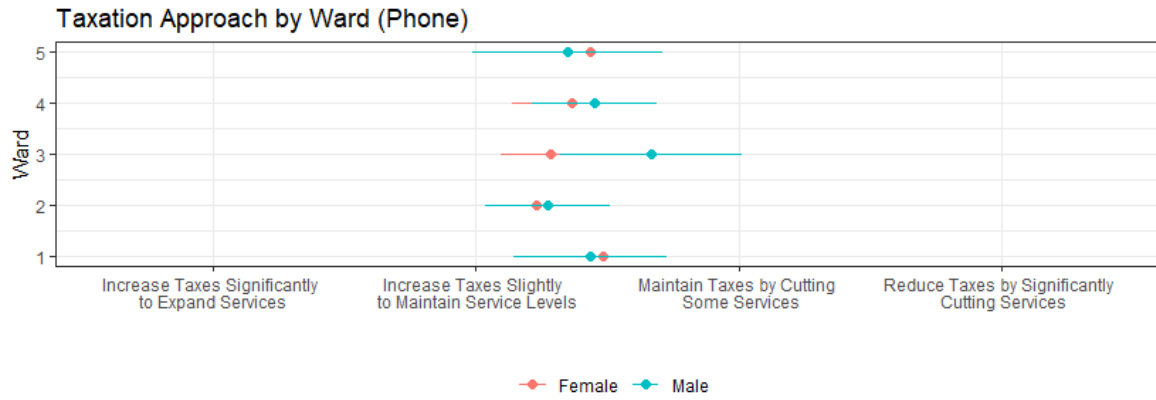
“Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. Which of the follow options would you suggest the city pursue?”

Respondents were given four different options: (1) Increase taxes significantly to expand services, (2) Increase taxes slightly to maintain service levels, (3) Maintain taxes by cutting some services and (4) Reduce taxes by significantly cutting services.

Highlights

- Respondents aged 35-49 were most in favour of maintaining taxation levels, even at the expense of services; respondents under 35 and over 65 preferred increasing taxes to maintain service levels.
- Education level of respondent had little impact on their preferred approach to taxation
- Respondents from ward 2 were slightly more in favour of increasing taxes, but opinions on approach to taxation remained relatively constant across all wards





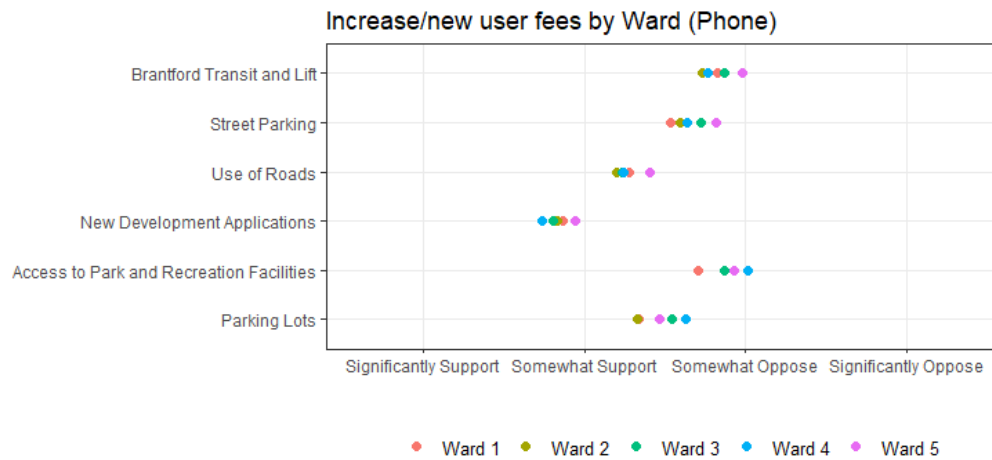
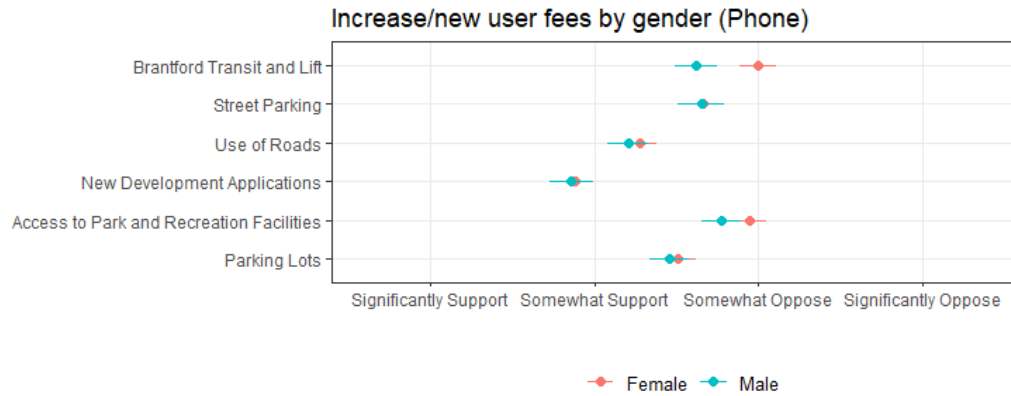
Generating Revenue

“Please tell us whether you significantly support, somewhat support, somewhat oppose, or significantly oppose the following options to help pay for municipal services and programs:”

Highlights

- Support and/or opposition for increasing/new user fees varied dramatically by age of respondent. Younger respondents were more opposed to Brantford Transit and Lift and street parking; Respondents aged 35-49 were more supportive of increasing/new user fees for street parking, use of roads and parking lots.
- New development applications were the most polarizing fees among respondents of differing education level. Those with post-secondary education were strongly supportive, while those with primary education were more opposed.
- Gender was not a significant factor in preferences for increasing/new user fees, except for Brantford Transit and Lift.



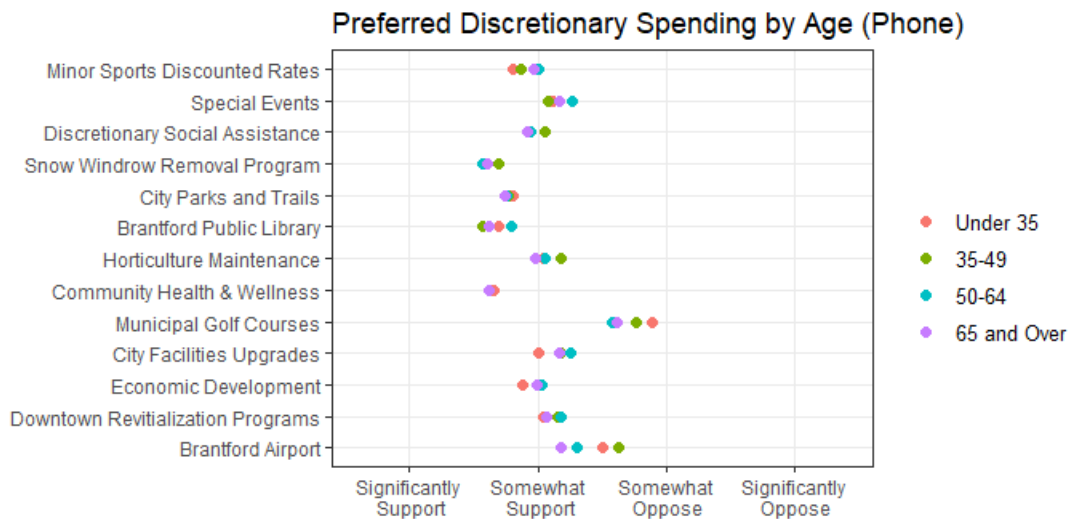


Preferred Discretionary Spending Areas

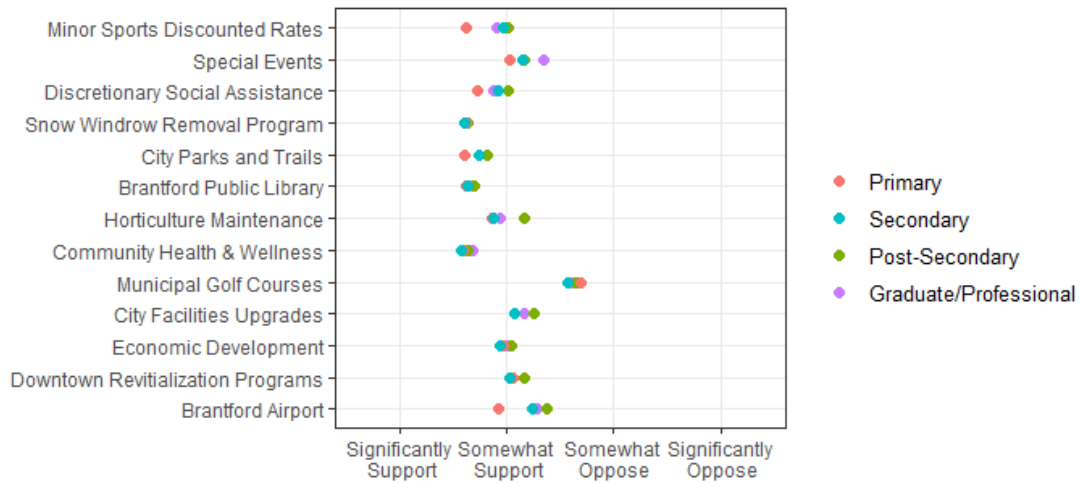
“86% of the City’s budget is assigned to costs for mandated programs and services that the City is legally obligated to provide. Please tell us whether you significantly support, somewhat support, somewhat oppose, or significantly oppose the following optional cost areas that represent 14% of the City’s budget.”

Highlights

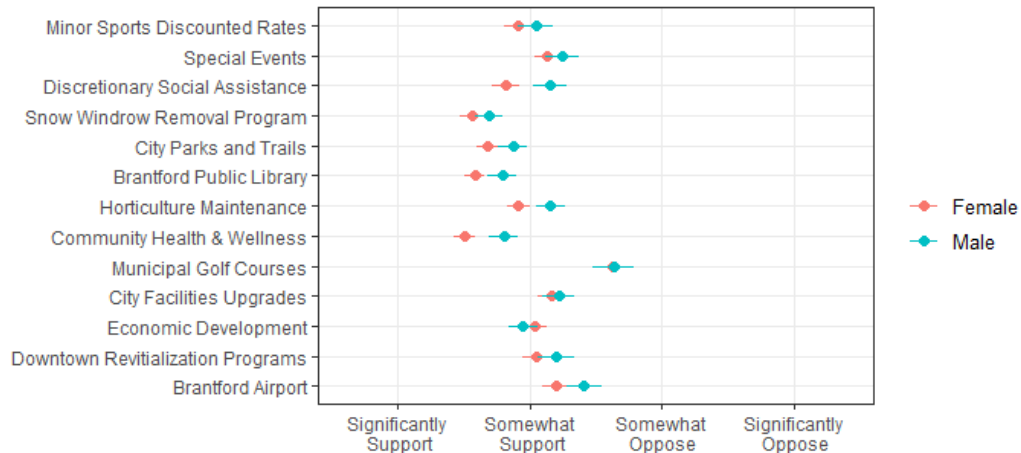
- Consensus amongst all age groups, with some more variation on the issue of the municipal golf course and Brantford Airport.
- Education level of respondent had little impact on preferred discretionary spending preferences.
- Male respondents were generally more opposed to nearly all discretionary spending areas.
- Few significant differences based on respondents’ ward, but ward 1 was slightly more opposed to a variety of areas, including the municipal golf course, special events and Brantford airport.



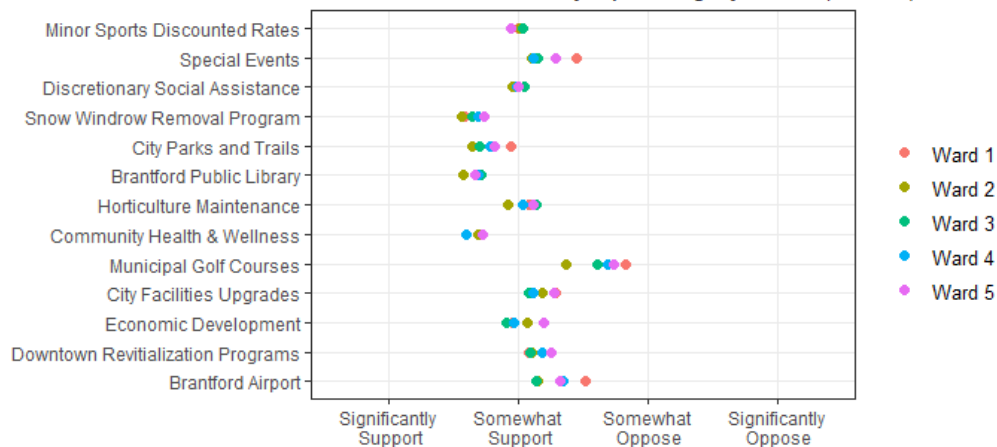
Preferred Discretionary Spending by Education (Phone)



Preferred Discretionary Spending by Gender (Phone)



Preferred Discretionary Spending by Ward (Phone)



Appendix II: Demographic Analysis of Online Survey

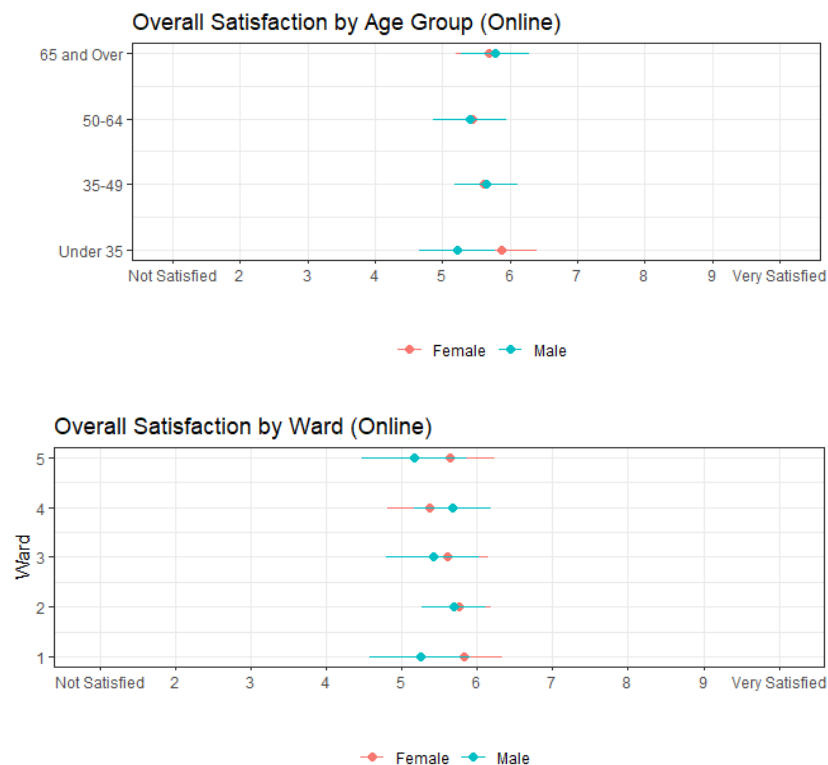
This Appendix will further analyze the main sections of the online survey by comparing answers from respondents with different demographic, geographic and socio-economic backgrounds.

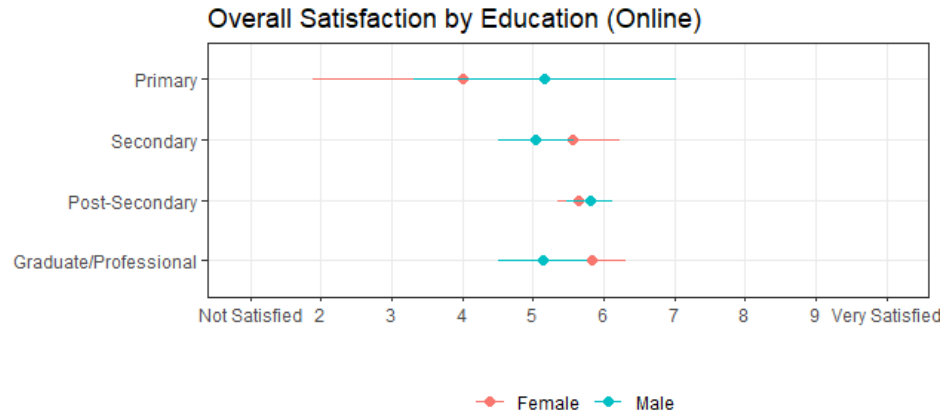
Overall Satisfaction

“Overall, how would you rate your satisfaction with City programs and services on a scale of 1 to 10, with 1 being not satisfied at all and 10 being very satisfied?”

Highlights

- The age of respondent had very little impact on their overall satisfaction of the City budget, with respondents aged 50-64 being only slightly less satisfied than the other age groups.
- The ward location had very little impact on the overall satisfaction of the respondent. Respondents from Ward 2 were slightly more satisfied than respondents living in other wards.
- Respondents with higher levels of education were generally more satisfied than those with lower levels of education.



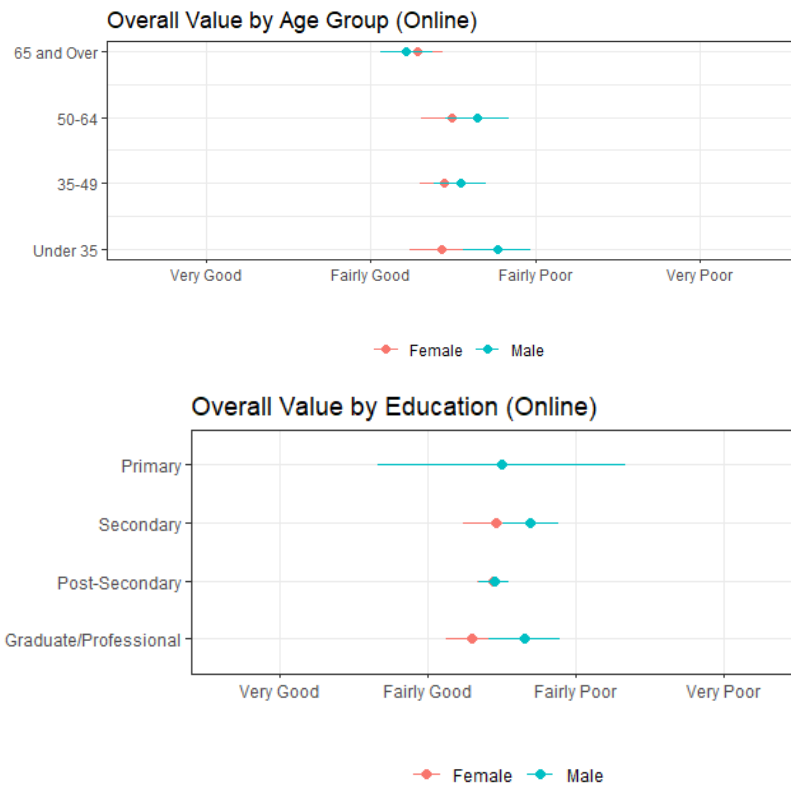


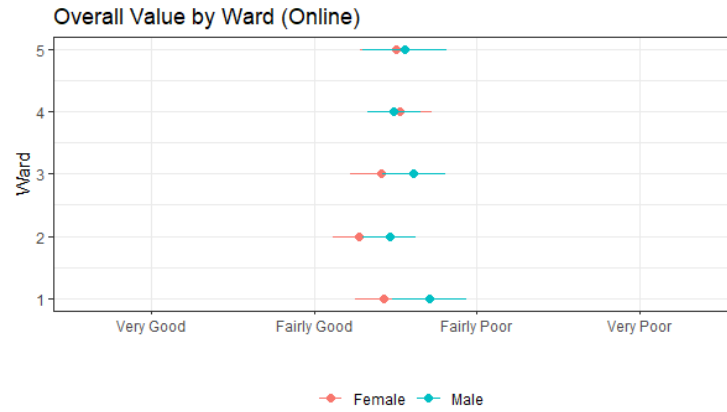
Value for Taxes

“Thinking about all the programs and services you receive from the City, would you say that overall you get very good value, fairly good value, fairly poor value, or very poor value for the taxes you pay?”

Highlights

- Respondents from the 65+ age group believed that they received more overall value than respondents from other age groups.
- The ward location had very little impact on the respondent’s perceived overall value for their taxes. However, respondents from Ward 2 perceived slightly higher overall value than respondents living in other wards.
- The level of education of the respondent had little demonstrable impact on the perceived value of their taxes.



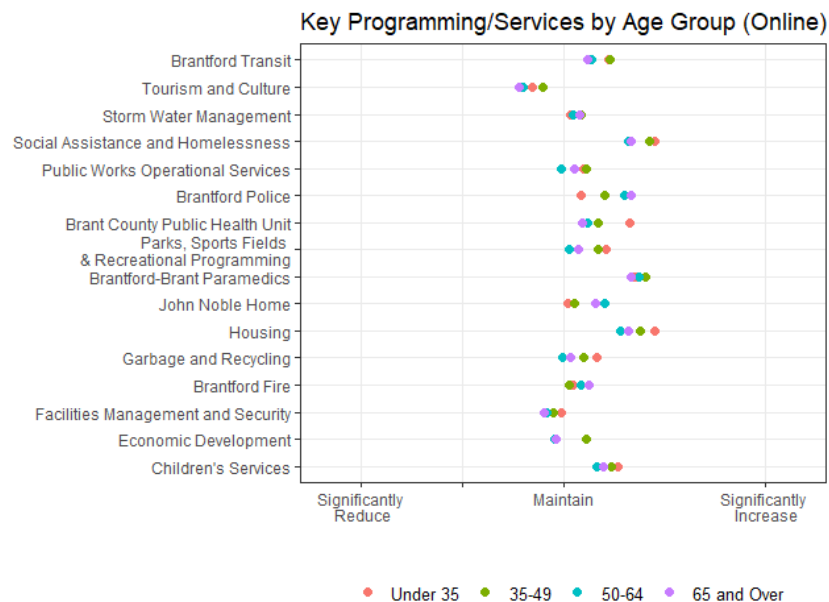


Key Programming/Service Areas

“For each of the service areas identified, please indicate whether you feel service levels should be significantly reduced, somewhat reduced, maintained, somewhat increased, or significantly increased. Please keep in mind that maintaining or enhancing service levels may result in an increase in taxes.”

Highlights

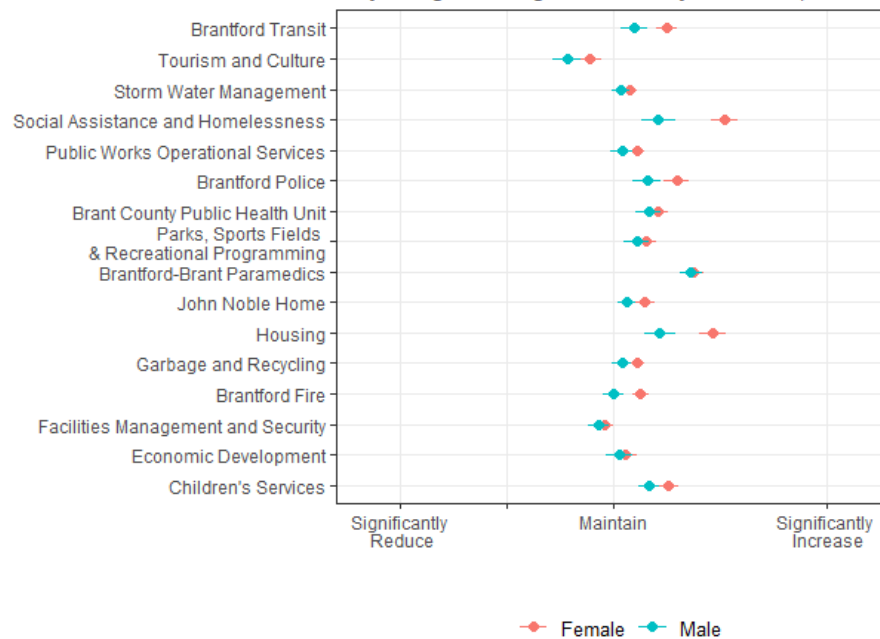
- The key programming and services that were most divisive by age group included Brantford Police (with older respondents in favour of increasing), Brantford County Public Health Unit (with younger respondents in favour of increasing) and economic development (with those 35-49 in favour of increasing).
- Key programming areas that were most divisive by education were Brantford Police, Brantford-Brant Paramedics, Brantford Fire and children’s services. Respondents with primary level of education were much more supportive of increasing service levels.
- Female respondents were generally more in favour of increasing service levels when compared to male respondents, with social assistance & homelessness and housing being the most pronounced differences.
- The Ward of respondents was not a significant factor across key programming/service areas. However, there was a notable exception: Social assistance & homelessness. Respondents from Ward 5 were much more supportive, when compared to respondents from Ward 1.

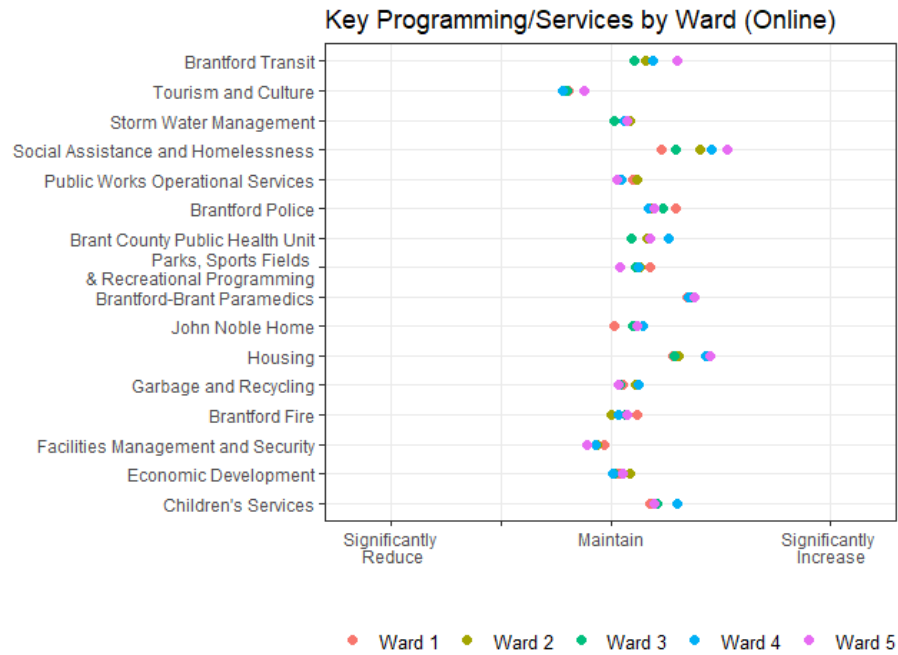


Key Programming/Services by Education (Online)



Key Programming/Services by Gender (Online)





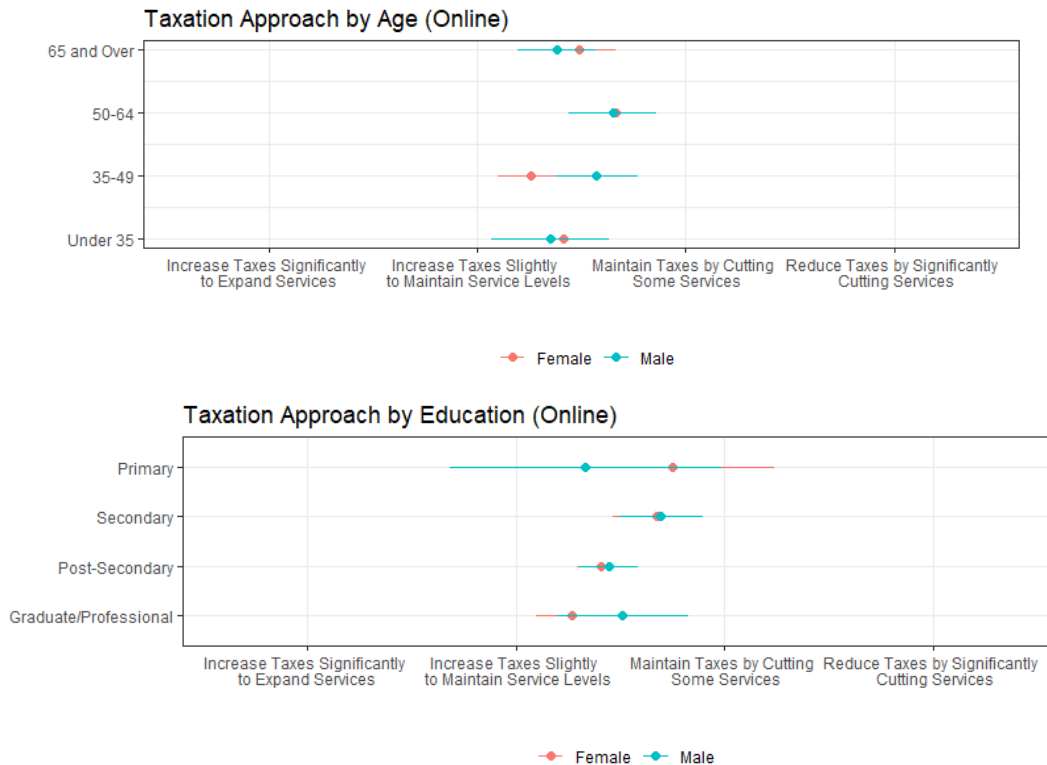
Taxation and Service Levels

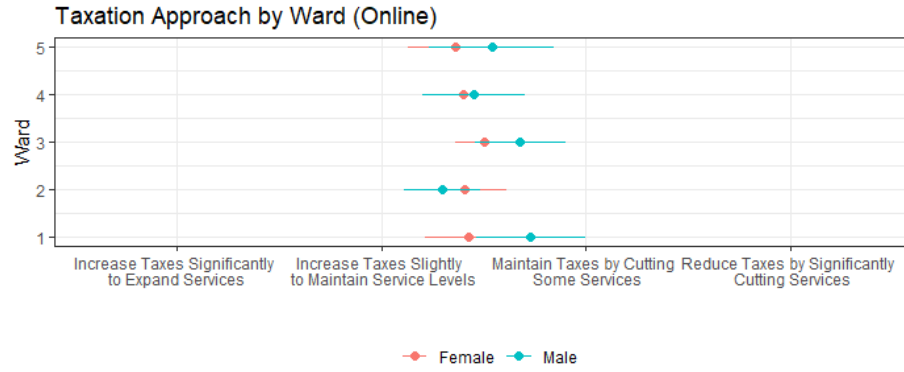
“Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. Which of the follow options would you suggest the city pursue?”

Respondents were given four different options: (1) Increase taxes significantly to expand services, (2) Increase taxes slightly to maintain service levels, (3) Maintain taxes by cutting some services and (4) Reduce taxes by significantly cutting services.

Highlights

- Respondents aged 50-64 were most in favour of maintaining taxation levels by cutting some services, when compared to respondents from all other age groups.
- Respondents from Wards 1 and 3 were more in favour of maintaining taxes by cutting some services, when compared to respondents in wards 2, 4 and 5.
- Respondents with primary and secondary education were in greater favour of maintaining taxes by cutting some services, when compared to those with higher education.



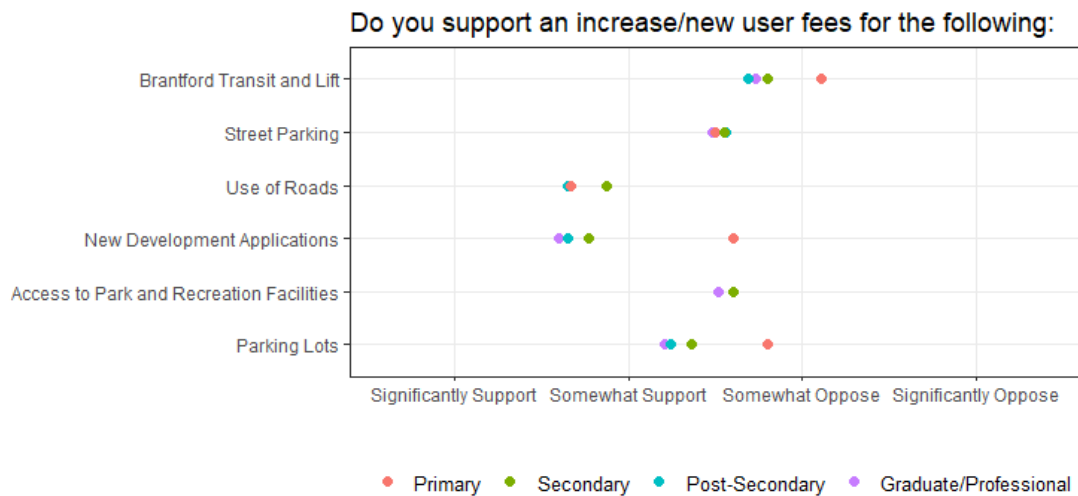
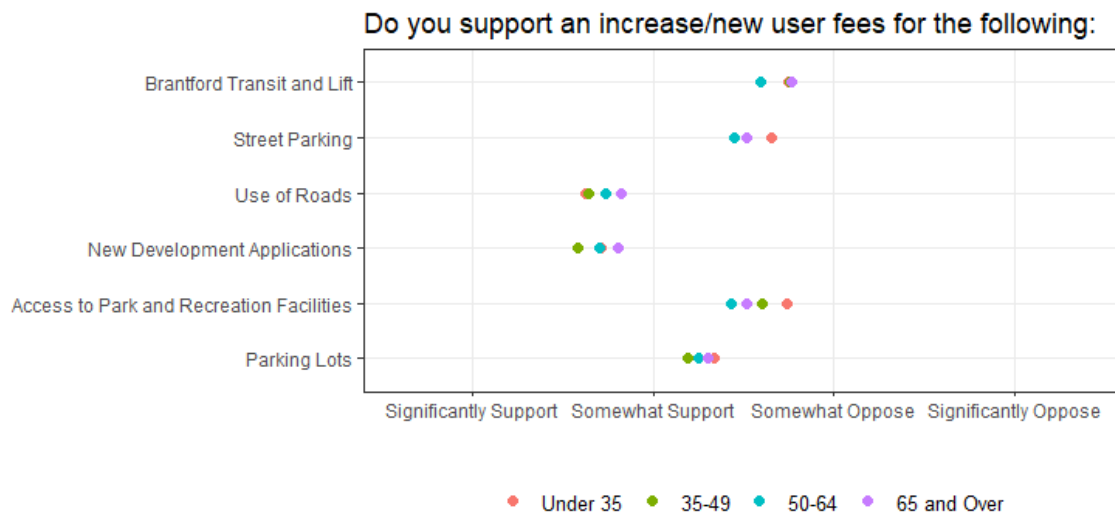


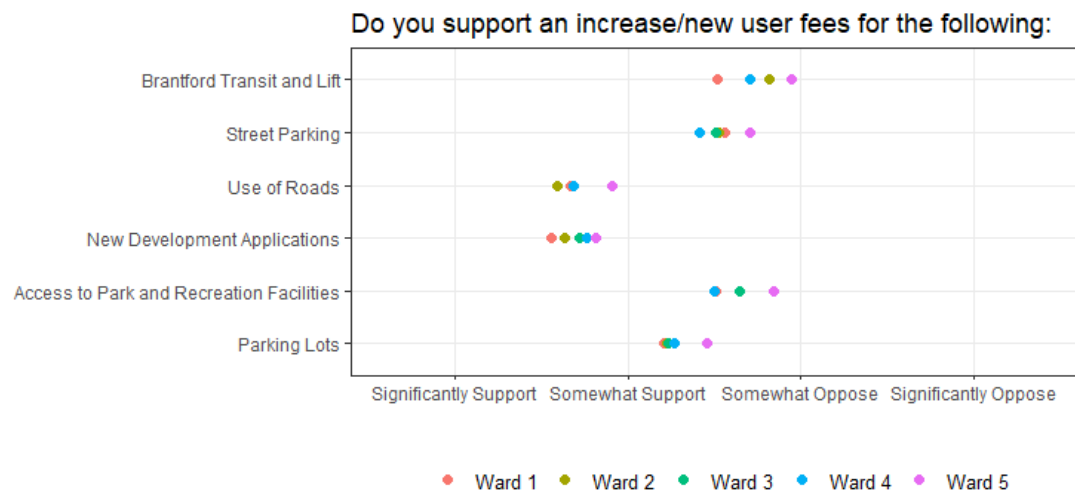
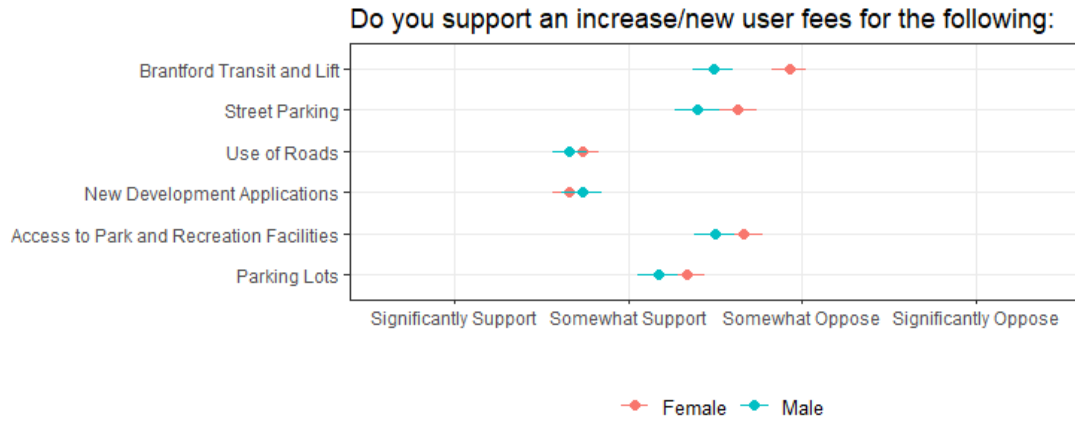
Generating Revenue

“Please tell us whether you significantly support, somewhat support, somewhat oppose, or significantly oppose the following options to help pay for municipal services and programs:”

Highlights

- Minor differences on increasing/new user fees across age groups, with access to park and recreation facilities and street parking opposed by respondents under 35.
- Respondents with primary education were significantly more opposed to increasing/new user fees for parking lots, new development applications and Brantford Transit and Lift.
- Female respondents were generally more opposed to increasing/new user fees.
- Respondents from Ward 5 were more opposed to an increase/new user fee for use of roads, access to park and recreation facilities and parking lots.



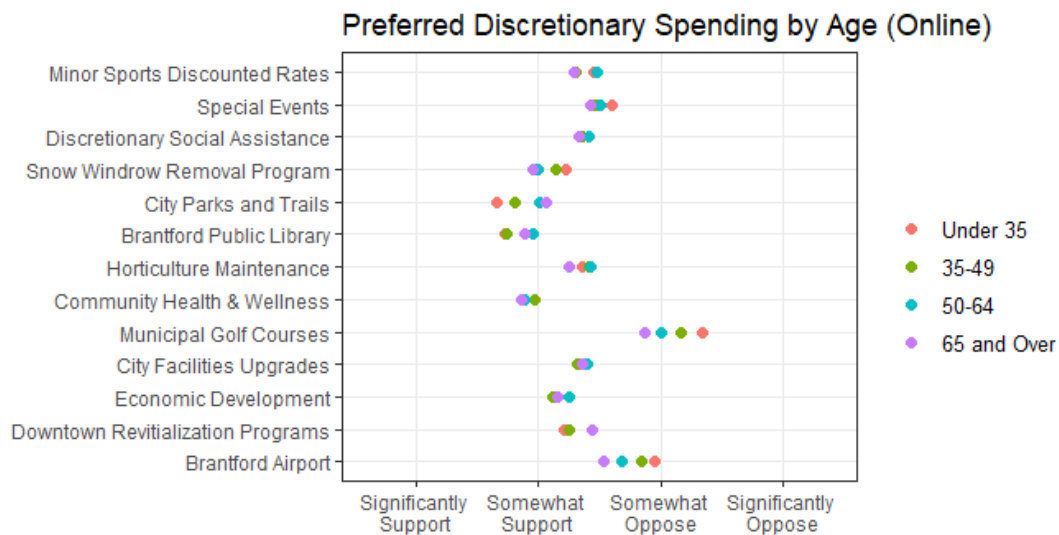


Preferred Discretionary Spending Areas

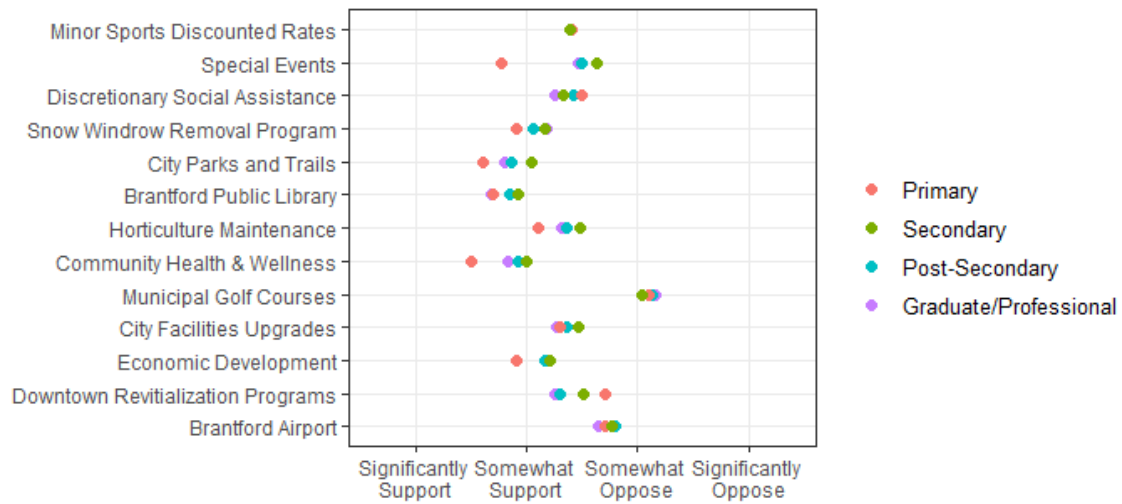
“86% of the City’s budget is assigned to costs for mandated programs and services that the City is legally obligated to provide. Please tell us whether you significantly support, somewhat support, somewhat oppose, or significantly oppose the following optional cost areas that represent 14% of the City’s budget.”

Highlights

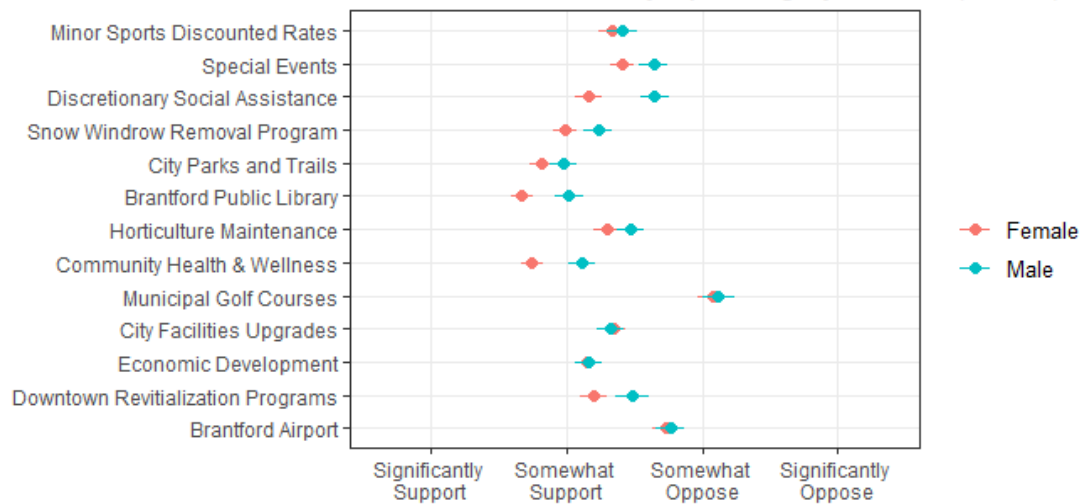
- There was consensus among respondents from different age groups, although younger respondents were more opposed to the municipal golf course and airport than older respondents.
- There was consensus among respondents of different education levels, although primary-educated respondents were much more supportive of special events and community health & wellness.
- Female respondents were more supportive of preferred discretionary spending in many areas.
- The Ward of respondents was not a significant factor across preferred discretionary spending.

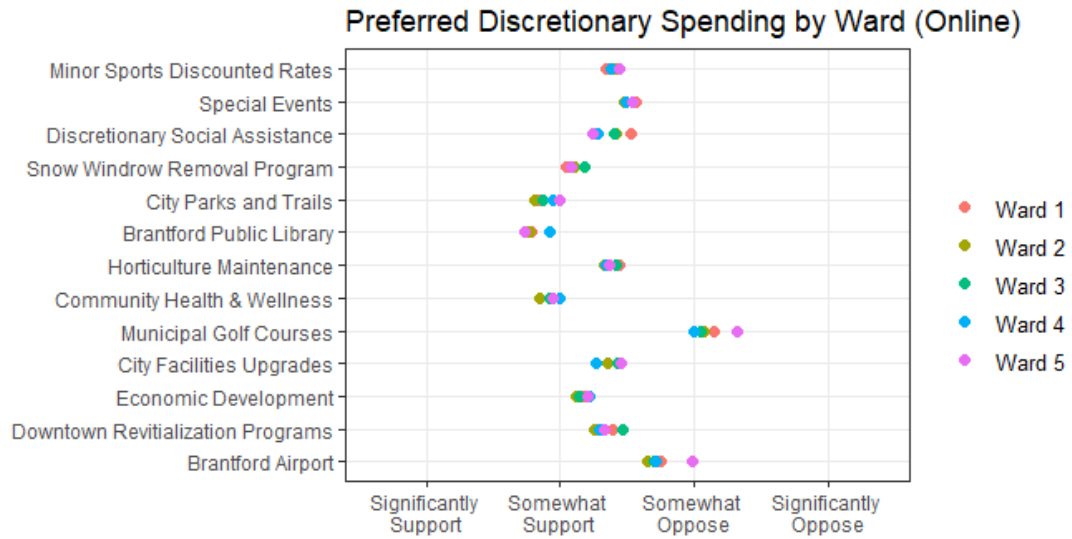


Preferred Discretionary Spending by Education (Online)



Preferred Discretionary Spending by Gender (Online)





Appendix III: Transcript of Telephone Survey

BRANTFORD BUDGET SURVEY November 2022

INTRODUCTION

INT02.

Hello, my name is (FIRST NAME ONLY) and I am calling from the Canadian Hub for Applied and Social Research. We are working with Wilfred Laurier Brantford Campus who is assisting the City of Brantford in collecting input from Brantford residents to help inform the 2023 City Budget process.

Are you or someone in your household interested in taking part in this survey?

1. Yes, speaking **CONTINUE**
2. Yes, I'll get him/her **REPEAT INTRODUCTION AND CONTINUE**
3. Not available **ARRANGE CALLBACK → HIT "ESC" ON YOUR KEYBOARD – REQUEST RESPONDENT FIRST NAME AND ARRANGE CALLBACK**
4. Refused to Transfer

INT03.

I would like to invite you to participate in this short survey. Participation is voluntary, and you can stop the survey at any time. You can skip any questions you don't want to answer. This call will be recorded for quality control purposes. None of the answers that you provide will be linked back to you personally. There are no known risks to participating in this survey. If you have any questions or concerns, you may contact Maria Visocchi at 519-759-4150 ext. 5754.

Are you willing to participate?

1. Yes **CONTINUE**
2. No **THANK AND END INTERVIEW**
3. Later/Not right now **ARRANGE CALLBACK → HIT "ESC" ON YOUR KEYBOARD – REQUEST RESPONDENT FIRST NAME AND ARRANGE CALLBACK**

SCREEN1.

Before we begin, can you please confirm that you are 18 years of age or older and live in the City of Brantford?

1. Yes
2. No **THANK AND END SURVEY**
3. (Refused) **THANK AND END SURVEY**

SCREEN2.

Have you recently completed an online survey regarding budget allocations for the City of Brantford?

1. Yes **THANK AND END SURVEY**
2. No
3. (Refused) **THANK AND END SURVEY**

INFO.

The City of Brantford recognizes that municipal budget decisions have a profound impact on the daily lives of residents.

From garbage collection, to public transit, to the safety of our neighbourhoods, budgets sit at the heart of residents' quality of life and our community's future development.

Consistent with the City's commitment and facilitation of the Taxpayer Bill of Rights, we invite you to be part of the City's 2023 budget process by completing this survey, the results of which will be shared with City Council and municipal staff to help inform the 2023 budget development process taking place in February, 2023. Your opinions are very important to us and we thank all respondents in advance for taking the time to complete this survey.

Q1.

Overall, how would you rate your satisfaction with City programs and services on a scale of 1 to 10, with 1 being not satisfied at all and 10 being very satisfied?

1. (ENTER NUMBER FROM 1-10)
2. (Don't Know)
3. (Refused)

Q2.

Thinking about all the programs and services you receive from the City, would you say that overall you get very good value, fairly good value, fairly poor value, or very poor value for the taxes you pay?

1. Very good value
2. Fairly good value
3. Fairly poor value
4. Very poor value
5. (Don't Know)
6. (Refused)

INSTR3.

For each of the service areas identified, please indicate whether you feel service levels should be significantly reduced, somewhat reduced, maintained, somewhat increased, or significantly increased. Please keep in mind that maintaining or enhancing service levels may result in an increase in taxes.

(RANDOMISE Q3A-Q3P)

Q3A.

Brantford Police

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3B.

Brantford Fire

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase

Q3C.

Public Works Operational Services

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3D.

Housing

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3E.

Brantford Transit

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3F.

Parks, sports fields, recreational programming

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3G.

Brantford-Brant Paramedics

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3H.

Social Assistance and Homelessness

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)

7. (Refused)

Q3I.

Garbage and Recycling

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3J.

Brant County Public Health Unit

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3K.

Facilities Management and Security

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3L.

John Noble Home

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3M.

Children's Services

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3N.

Tourism and Culture

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3O.

Economic Development

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q3P.

Storm Water Management

1. Significantly reduce
2. Somewhat reduce
3. Maintain
4. Somewhat increase
5. Significantly increase
6. (Don't Know)
7. (Refused)

Q4.

This City's Asset Management Plan indicates a significant funding shortfall related to the maintenance/replacement of the City's existing infrastructure. In your opinion, how should the city approach infrastructure maintenance? Should they...?

(READ LIST)

1. Spend on infrastructure maintenance now
2. Defer maintenance
3. Not sure/need more information
4. (Refused)

Q5.

Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. Which of the follow options would you suggest the city pursue?

(READ LIST)

1. Increase taxes significantly to enhance or expand services
2. Increase taxes slightly to maintain service levels
3. Maintain taxes by cutting some services
4. Reduce taxes by significantly cutting services
5. (Don't Know)
6. (Refused)

INSTR6.

In addition to adjusting property taxes and service delivery, the City also has the option to generate additional revenue. Please tell us whether you significantly support, somewhat support, somewhat oppose, or significantly oppose the following options to help pay for municipal services and programs:

(RANDOMISE Q6A-Q6F)

Q6A.

Increase or new user fees for access to park and recreation facilities

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q6B.

Increased fees for City parking lots

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q6C.

Introduce fees for downtown street parking

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

7.

Q6D.

Increased or new development application fees for building permits, subdivisions, etc.

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q6E.

Increased fares for Brantford Transit and Brantford Lift

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q6F.

Increase fees for use of City roads (e.g., oversized vehicles, closures for events, excavations for utilities)

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

INSTR7.

86% of the City's budget is assigned to costs for mandated programs and services that the City is legally obligated to provide. Please tell us whether you significantly support, somewhat support, somewhat oppose, or significantly oppose the following optional cost areas that represent 14% of the City's budget:

(RANDOMIZE Q7A-Q7M)

Q7A.

Brantford Airport

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q7B.

Brantford Public Library

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q7C.

City Facilities Upgrades

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q7D.

City Parks and Trails

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q7E.

Community Health and Wellness

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q7F.

Discretionary Social Assistance Benefits

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q7G.

Downtown Revitalization Programs

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q7H.

Economic Development

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q7I.

Horticultural Maintenance

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q7J.

Municipal Golf Course

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q7K.

Minor Sports Discounted Rates

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q7L.

Snow Windrow Removal Program

1. Significantly support
2. Somewhat support
3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q7M.

Special Events

1. Significantly support
2. Somewhat support

3. Somewhat oppose
4. Significantly oppose
5. (Don't Know)
6. (Refused)

Q8.

How many years have you lived in Brantford?

1. (RECORD NUMBER)
2. (Refused)

Q9.

What Ward do you reside in?

1. Ward 1
2. Ward 2
3. Ward 3
4. Ward 4
5. Ward 5
6. (Don't Know)
7. (Refused)

Q10.

In what year were you born?

0001. (ENTER YEAR OF BIRTH)

9999. (Refused)

Q11.

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

(READ LIST IF NECESSARY)

1. Some High School
2. High School Diploma
3. Some College/University
4. College/University Degree
5. Apprenticeship Training/Trade School
6. Some Graduate Education
7. Graduate Degree
8. Professional Degree
9. (Refused)

Q12.

Which ethnic category best describes you?

(READ LIST IF NECESSARY)

1. White/European

2. Indigenous (Inuit/First Nations/Métis)
3. Black/African/Caribbean
4. Southeast Asian (e.g. Chinese, Japanese, Korean, Vietnamese, Cambodian, Filipino, etc.)
5. West Asian (Iranian, Afghani, etc.)
6. South Asian (East Indian, Sri Lankan, etc.)
7. Arab (Saudi Arabian, Palestinian, Iraqi, etc.)
8. Latin American (Costa Rican, Guatemalan, Brazilian, Colombian, etc.)
9. Other (please specify)
10. (Refused)

Q13.

What best describes your gender?

1. Woman
2. Man
3. Prefer to self describe as:
4. (Refused)

Q14.

Do you have any other feedback you would like to share about the City's 2022 Budget?

1. Yes (RECORD RESPONSE VERBATIM)
2. No

Those are all the questions that I have! Thanks for your time. Have a great day/evening!