

City of Brantford

2022 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.

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For communications regarding the 2022 Budget Priorities Public Engagement Campaign, please contact Maria Visocchi, Director, Communications and Community Engagement, City of Brantford at 519-759-4150 ext. 5754.

For communication regarding the results of the survey, please contact James Popham, PhD, Assistant Professor, Department of Criminology, Wilfrid Laurier University's Brantford campus, at 519-756-8228 ext. 5631.

Executive “Data Bites”

- Over 73% of telephone respondents were **satisfied with City programs and services**, with older respondents being the most satisfied with City programs and services.
- Most respondents in both telephone (78%) and web (54%) sample perceived that they receive ‘very good’ or ‘fairly good’ **value for their taxes**, with older respondents perceiving the best value.
- Respondents with primary education perceived better **value for their taxes**; those with secondary education were most critical.
- Over half of the telephone (57%) and web (53%) samples supported increasing taxes slightly or significantly and respectively increase or maintain **service levels**.
- Maintaining **service levels** was the most popular answer across key programming/service areas, except for social assistance/homelessness and housing. Over half of respondents were in favor of increasing service levels for social assistance/homelessness and housing.
- **Deferring maintenance** was the least popular answer for both telephone (9%) and web respondents (7%).
- **Spending on infrastructure** now was the preferred approach by 56% of the web sample and 43% of the telephone sample, with more educated respondents in the greatest favor of spending now.
- Telephone respondents were generally supportive of discretionary **spending areas**, with the notable exception of municipal golf courses (46%). Web respondents were opposed to Brantford Airport (67%), municipal golf courses (67%) and special events (51%).
- More educated respondents expressed higher levels of support for **downtown revitalization**.
- Over half of respondents were opposed to increasing or adding new **user fees** for Brantford transit and Lift (64%) and access to park and recreation facilities (57%). The greatest support was for increasing or adding new **user fees** on new development applications (77%) and use of roads (71%).
- More educated respondents were in favor of increasing or adding new **user fees**, especially for road usage and new development applications.
- Older respondents were generally more opposed to increasing or adding new **user fees** than younger respondents.

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 2022 BPPEC included (1) a revised “Let’s Talk Brantford” web survey and (2) the introduction of a telephone survey of Brantford residents. The alterations made to the survey have strengthened the robustness of the results and the introduction of the random telephone sample has improved the validity of the results. This report will synthesize the survey results and convey the needs and preferences of the Citizenry to the 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. A web questionnaire was administered through the “Let’s Talk Brantford” platform, taken by 244 Brantford residents over the age of 18. 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. These results are therefore much more statistically reliable than those collected through the Let's Talk campaign.

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, results from the online survey are estimated to be 93 percent accurate, 8 times out of 10. This means that if the survey was conducted ten times with different people responding each time, we could reasonably expect that the results from eight of the surveys would be accurate representations of actual public opinion, with a +/- 7% margin of error. 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. These results are therefore much more statistically reliable than those collected through the Let's Talk campaign.

Findings and Conclusions

Respondents to the survey were satisfied with City services and programs, as well as the value they receive for their taxes.¹ Respondents to the web survey were less satisfied, but a majority still perceived good value for their taxes. Maintaining service levels for many of the 16 key programming and service areas was the consensus response, with two notable exceptions. A majority of respondents supported increasing service levels for housing and social assistance and homelessness.² Respondents were generally supportive of the discretionary spending areas, with the municipal golf courses being the most divisive.³ Among web respondents, the Brantford Airport and special events were also opposed by a majority. The introduction or increase of user fees for Brantford Transit & Lift and access to parks & recreation facilities faced strong opposition. On the other hand, increasing or new user fees for new development applications and use of roads was supported by a vast majority of respondents.⁴

¹ This was primarily driven by older respondents, who were the most satisfied and perceived the greatest value for their taxes.

² Younger and male respondents were the most in favor of increasing service levels for both of these areas.

³ Support for municipal golf courses was fractured along ethnic, educational, and gender lines.

⁴ This support was notably driven by college-educated and younger respondents.

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Background

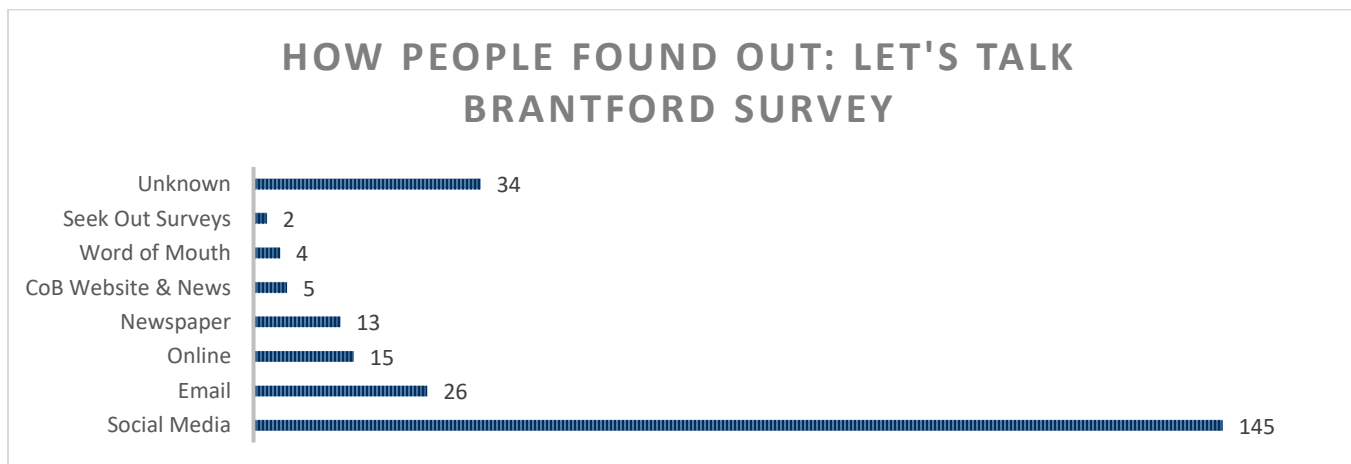
The purpose of the City of Brantford's Budget Priorities Public Engagement Campaign (BPPEC) is twofold: (1) Educate residents about the City's Budget Process and the challenges associated with balancing the budget and (2) Help inform the City's Estimates Committee (members of Council) by providing insights 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 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 web 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.

Methodology

The 2022 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 244 Brantford residents. The online survey was accessible to the public from November 30, 2021, until January 6, 2022. Based on the number of respondents, results from the online survey are estimated to be 93 percent accurate, 8 times out of 10. This means that if the survey was conducted ten times with different people responding each time, we could reasonably expect that the results from eight of the surveys would be accurate representations of actual public opinion, with a +/- 7% margin of error. Of the 244 residents who completed an online survey, 152 (62%) provided some level of qualitative data.



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 26, 2021, and December 17, 2021. 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. These results are therefore much more statistically reliable than those collected through the Let's Talk campaign. 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, 267 (53%) provided some level of qualitative data.

Quantitative data analysis was conducted by researchers using R Studio and STATA. The R Scripts and STATA .do files 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.

While the results of both the telephone and web 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 web survey suffers from self-selection bias (in which respondents voluntarily choose to participate), affecting the potential validity of the sample. Further, as discussed earlier, the relatively small web sample (244 responses) also affects the generalizability of responses. In order to accurately draw conclusions about the population of Brantford, a minimum sample size of 383 would be required.⁵ For these reasons, this report primarily draws from answers provided by telephone survey participants. Web survey data is included in Appendix II.

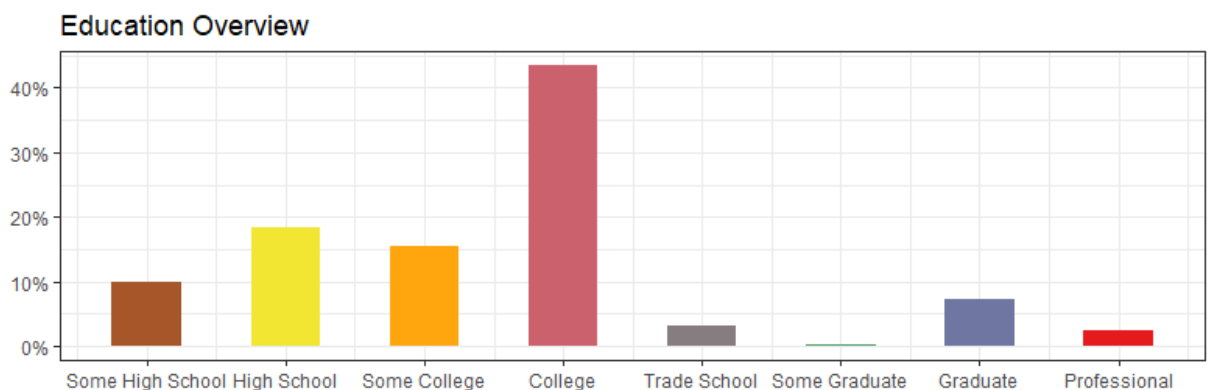
⁵ This is based on three factors: (1) A population size of 99,000, (2) A confidence level of 95% and (3) a margin of error of 5%. Then, these three variables are plugged into the following equation: $z^2 * p(1-p)/e^2 / 1 + (z^2 * p(1-p)/e^2 N)$.

Results

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.

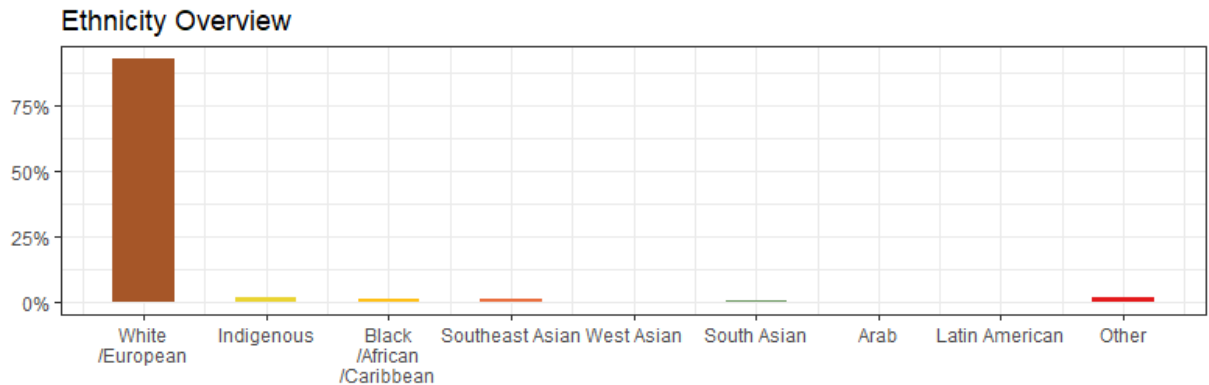
Demographic Snapshot

The telephone sample was nearly evenly split between non-college (46.6%) and college educated (53.4%) respondents, with the largest group being college-educated.⁶ This can be compared to the web sample, in which 75.1% of respondents were at least college-educated. 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.



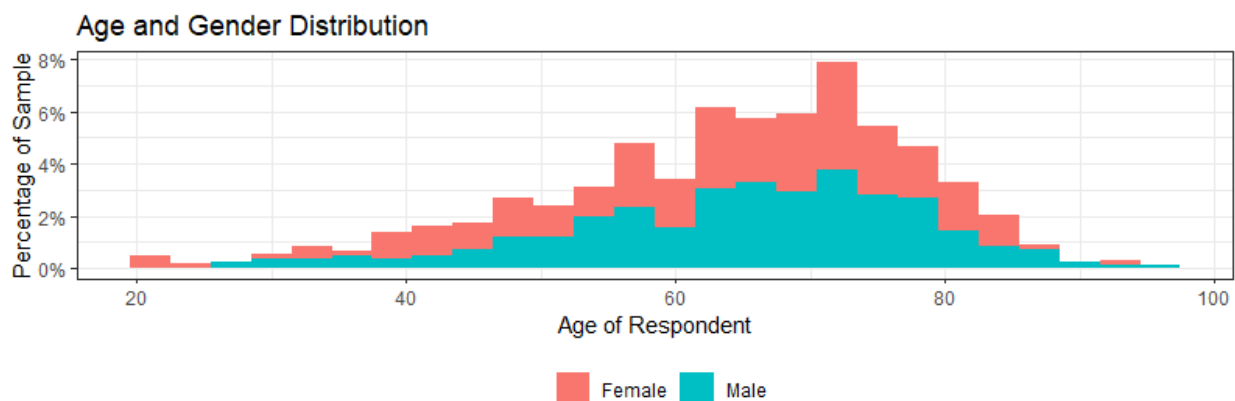
⁶ This was consistent with the 2016 Census data, in which 49.7% of adults in Brantford possess a post-secondary certificate, diploma or degree

The telephone sample was overwhelmingly white/European (92.9%), which is slightly higher, yet consistent with the ethnic representation provided in the 2016 census (90.5%). This can be compared to the ethnic profile of the web sample, in which 87.2% were white/European. Due to the very limited representation of other ethnic groups, this variable has been omitted from the exploratory charts, but included in the advanced analysis.



The age of telephone respondents ranged from 20 to 95 years old, with an average age of 64.1.⁷ This was in line with expectations that telephone surveys tend to overrepresent older respondents. Conversely, the average age of web respondents was 48.1 years. 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+.

Participants had the opportunity to select that they identify as “man” or “woman”. A majority of respondents of the telephone sample identified as male (57.8%), which is slightly over-representative of the population.⁸ The web sample was comprised of less than half of respondents that identified as male (45.3%), while less than 1% self-identified as other than male or female.

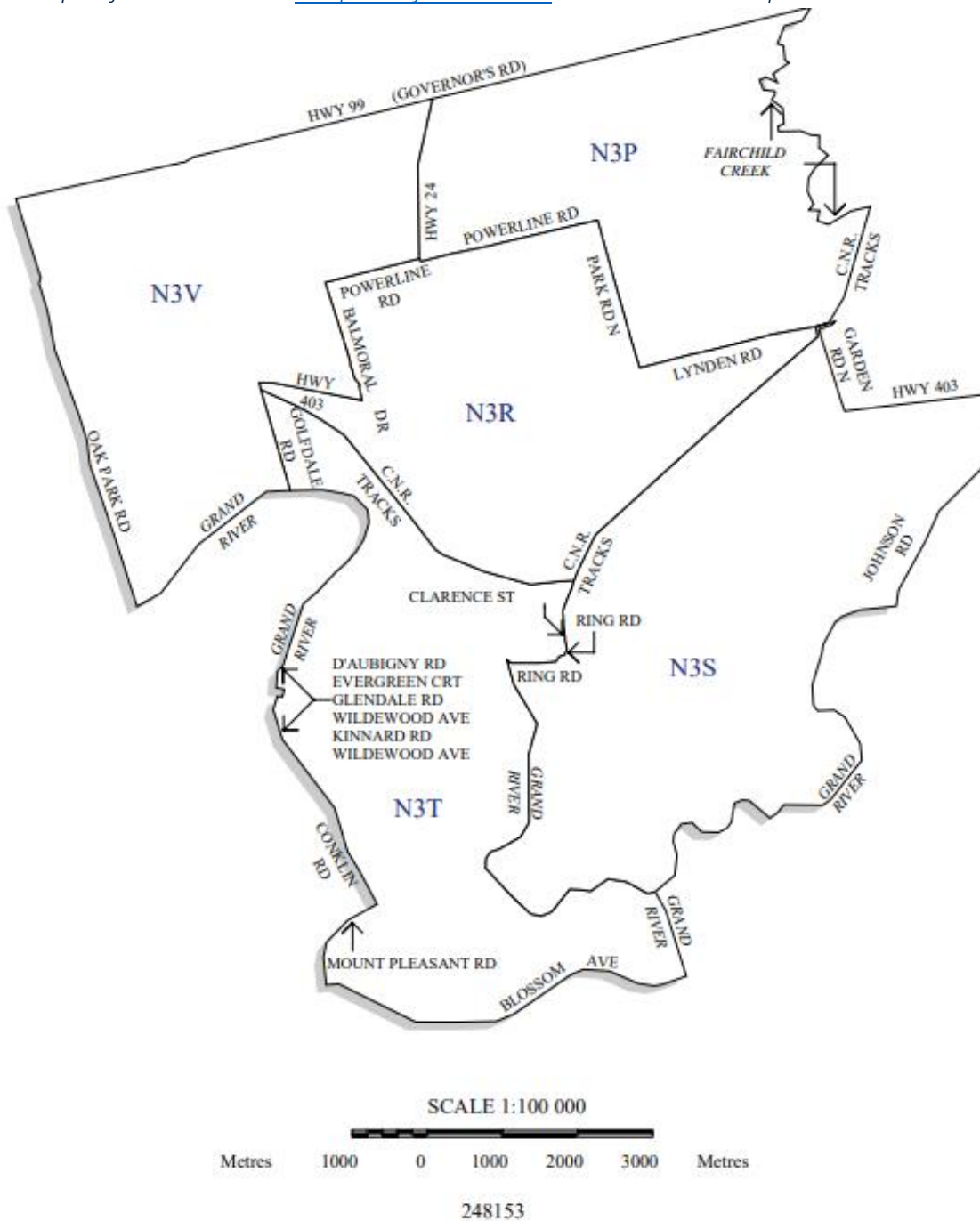


⁷ This is much higher than the average age of a Brantford resident (40.8) from the 2016 Census.

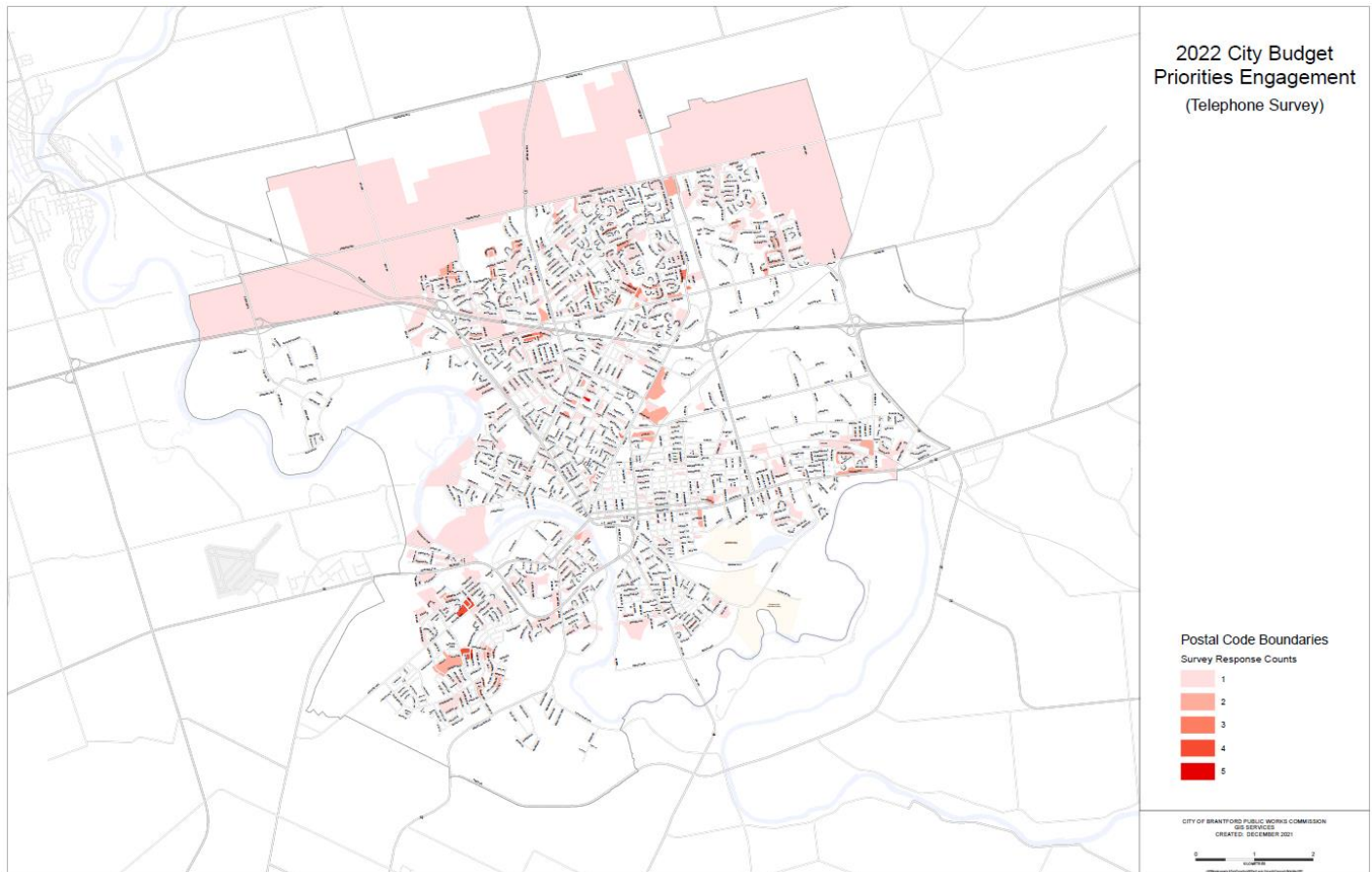
⁸ This is consistent with the 2016 Census data that found 52% of Brantford residents were female.

Postal code data was included in the analysis through the use of Forward Sortation Area (FSA), which denotes a postal district of all postal codes starting with the same three characters. This information allowed households to be grouped together according to local geography, which will be helpful when considering how different perspectives may be shared by different zones within the city. The picture below depicts the postal codes in the City of Brantford.

This map was copied from the website [ProspectsInfluential.com](https://prospectsinfluential.com)'s interactive FSA map.



The map below is a “heat map” of the postal codes of the telephone survey respondents.



Overall Satisfaction

This section presents the analysis for this question:

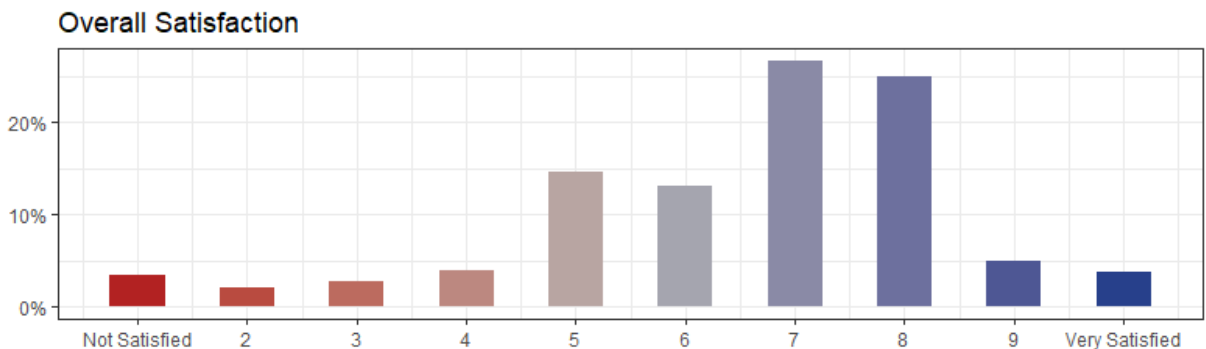
Overall, how would you rate your satisfaction with City programs and services on a scale of 1 to 10, with 1 being not satisfied at all and 10 being very satisfied?

- Over 73% of telephone respondents were satisfied with City programs and services.
- A majority of web respondents were not satisfied with City programs and services (51.9%).
- Older respondents were the most satisfied; younger respondents were more polarized.

Respondents were asked to “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 (73.36%) were satisfied with the overall value of their taxes. This included over 50% of respondents who provided a “7” or “8” rating. This may be compared to the web survey, in which a slim majority of respondents (51.9%) were not satisfied with the programs of services. 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.

“I think they are doing good with what they have.”

Participant 101



Value for Taxes

This section presents the analysis for this question:

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?

- Most respondents in both telephone (78%) and web (54%) sample perceived that they receive good value for their taxes.
- Older respondents perceived better value for their taxes than younger respondents.
- Respondents with primary education perceived better value; those with secondary education were most critical.

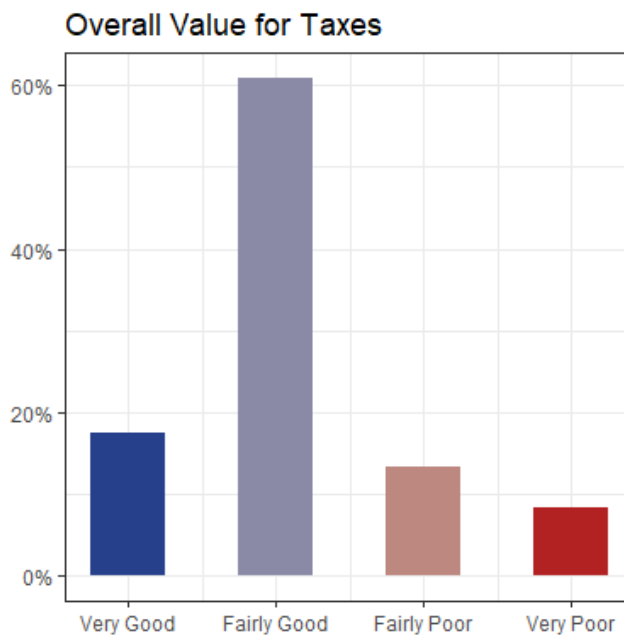
Respondents were asked, “would you say that overall you get very good value, fairly good value, fairly poor value, or very poor value for the taxes you pay?” A majority of respondents (78.4%) believed that they received ‘very good’ or ‘fairly good’ value. On the extremes, more than twice as many people believe that they received ‘very good’ compared to ‘very poor’ value. This may be compared to the web survey, in which only 53.6% believed that they receive ‘very good’ or ‘fairly good’ value for their taxes.

“You can be satisfied with the service and it can be good value, but at what cost?”

Participant 201

“... I cannot see any [economic] development based on the taxes we pay.”

Participant 102



Key Programming and Service Areas

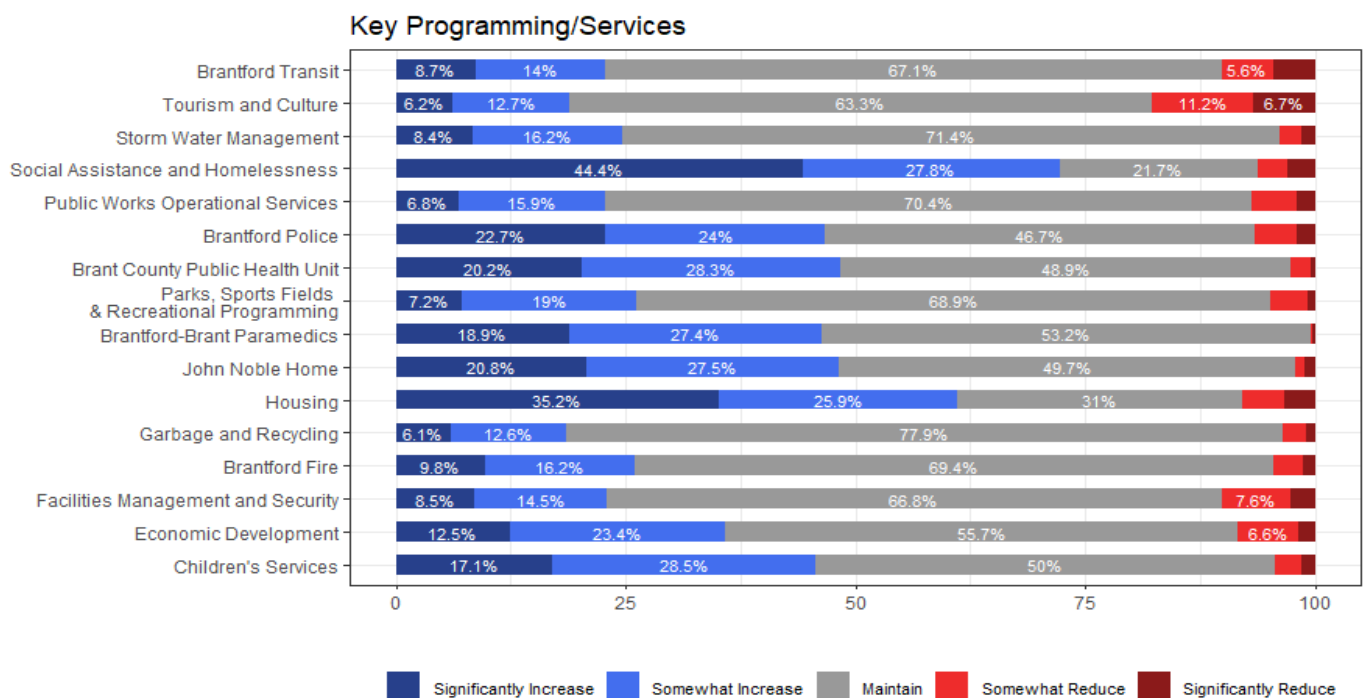
This section presents the analysis for this question:

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.

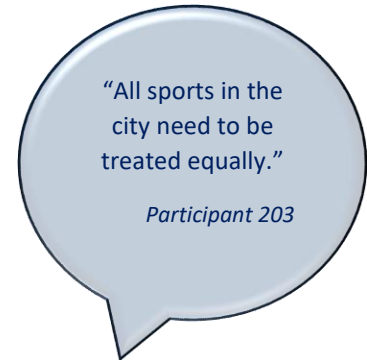
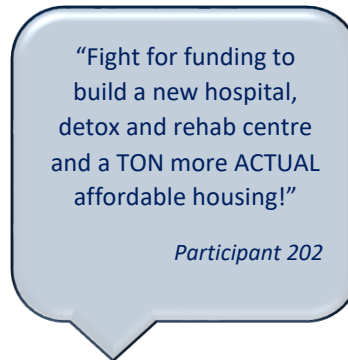
- Maintaining service levels was the most popular answer across key programming/service areas, except for social assistance/homelessness and housing. Over half of respondents were in favor of increasing service levels for social assistance/homelessness and housing.
- Male respondents were more supportive than female respondents of increasing service levels in 15 key programming/service areas, except for economic development.
- Younger respondents were generally in favor of increasing support for most service areas, except for tourism and culture.

Respondents were asked to evaluate 16 different Key Programming and Service Areas and “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.”

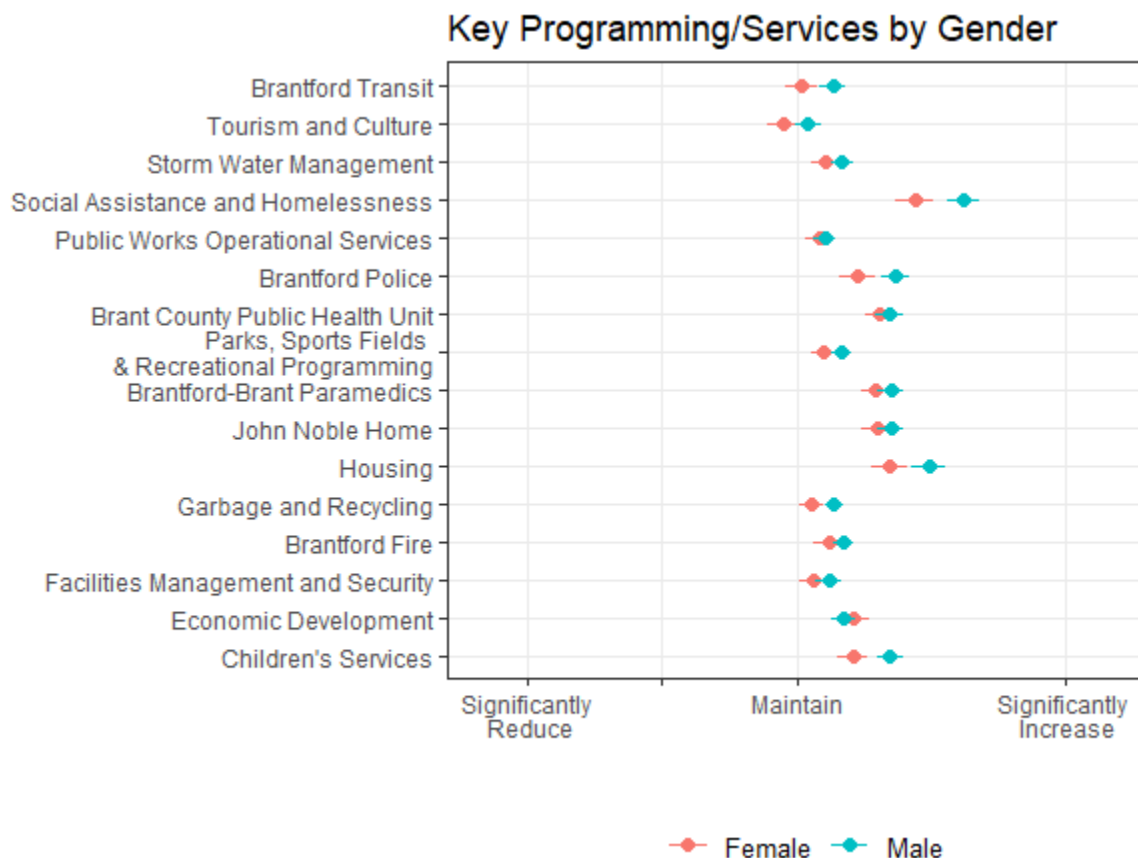
For many service areas, maintaining service levels was the most popular answer. However, there were two notable exceptions: social assistance/homelessness and housing. Increasing service levels dedicated to social assistance and homelessness was supported by 72.2% percent of all respondents, while reducing levels was supported by only 6.2%. Similarly, increasing service levels for housing was supported by 61.1% of all respondents and decreasing service levels was supported by 8%. The tourism and culture category had the greatest proportion of “reduction” responses (17.9%).



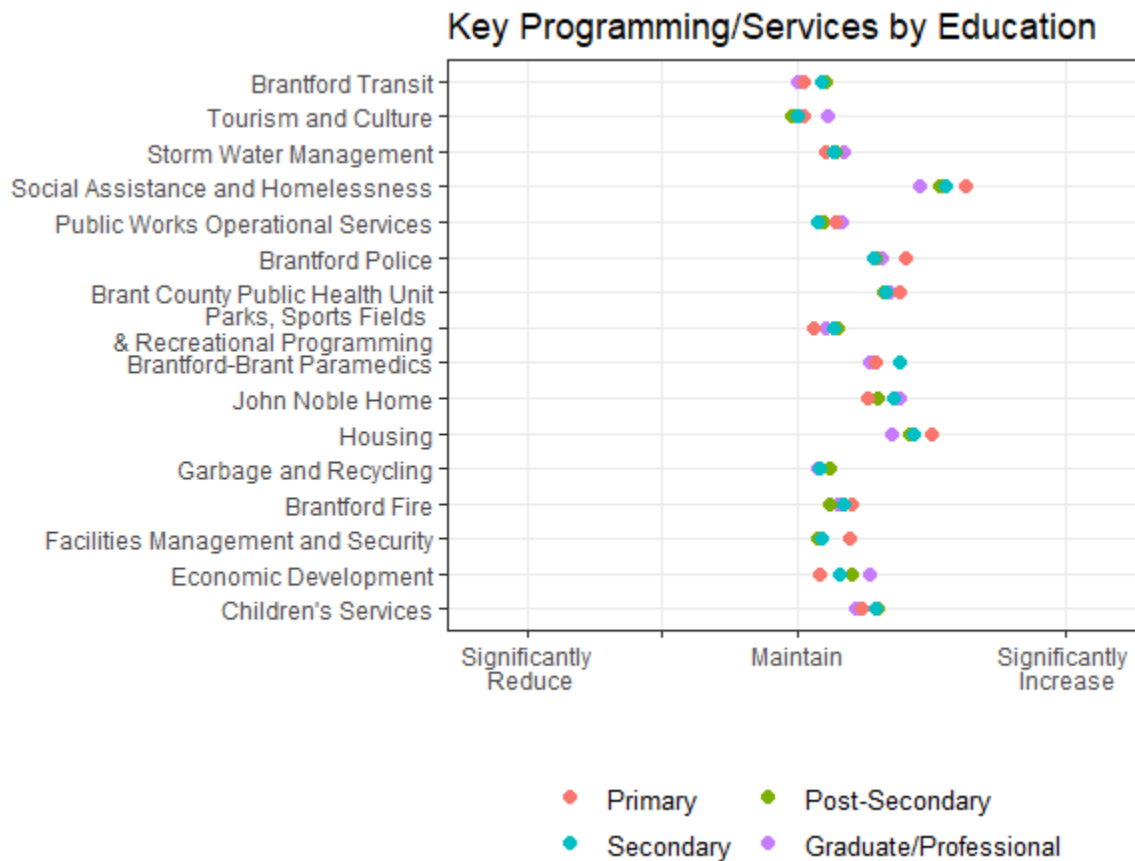
Analysis of the open-ended questions supports the quantitative findings that services related to homelessness and housing should be increased, which is similar to last year's findings. This year, several participants suggested that Brantford should add green bin, or compost bins, to the garbage collection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



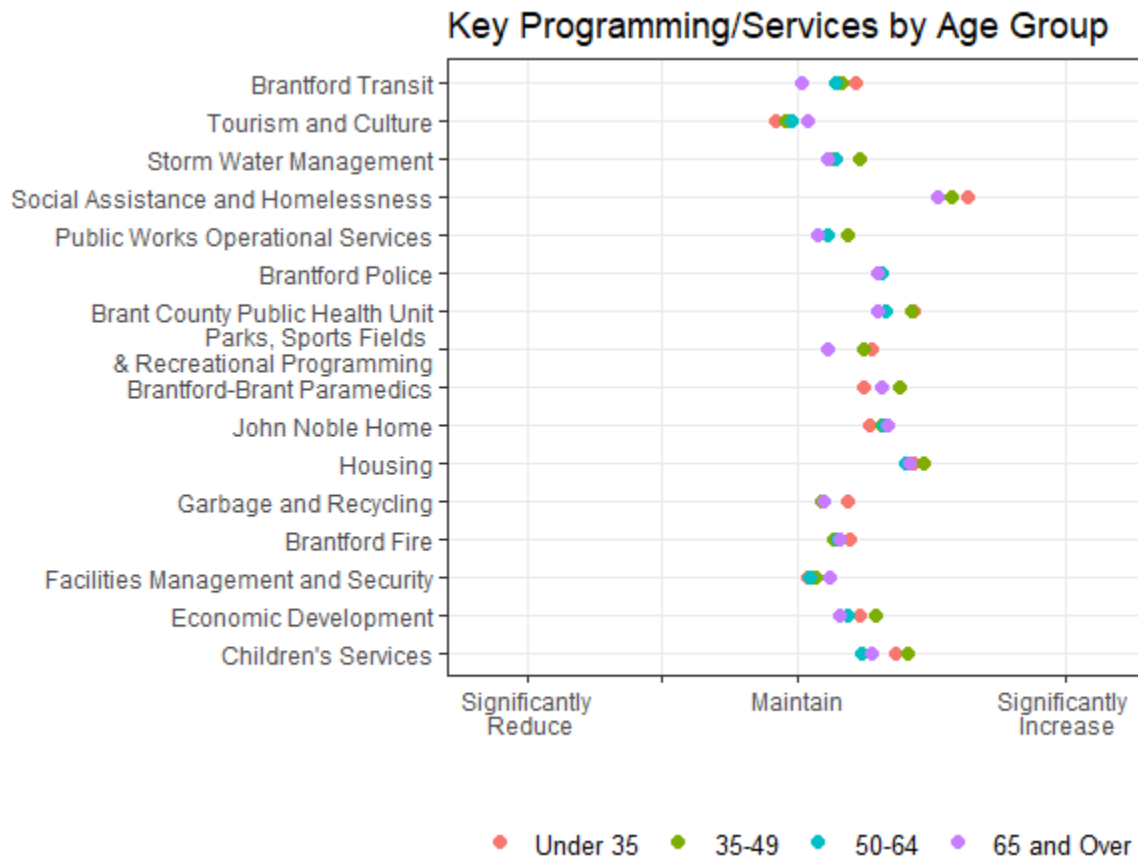
Slight differences between male and female respondents were exhibited across several service areas, including social assistance/homelessness, Brantford Police, housing and children's services. In each of these areas, male respondents were more supportive of increasing service levels compared to female respondents. This difference was significant in the areas of social assistance/homelessness, Brantford police, housing and children's services.



Level of education was not a significant predictor of preferences across service levels. However, a few areas exhibited greater differences than others. Social assistance/homelessness and housing were both a higher priority for less educated respondents, when compared to those with a college degree. Alternatively, economic development was of greater importance to respondents with higher education.

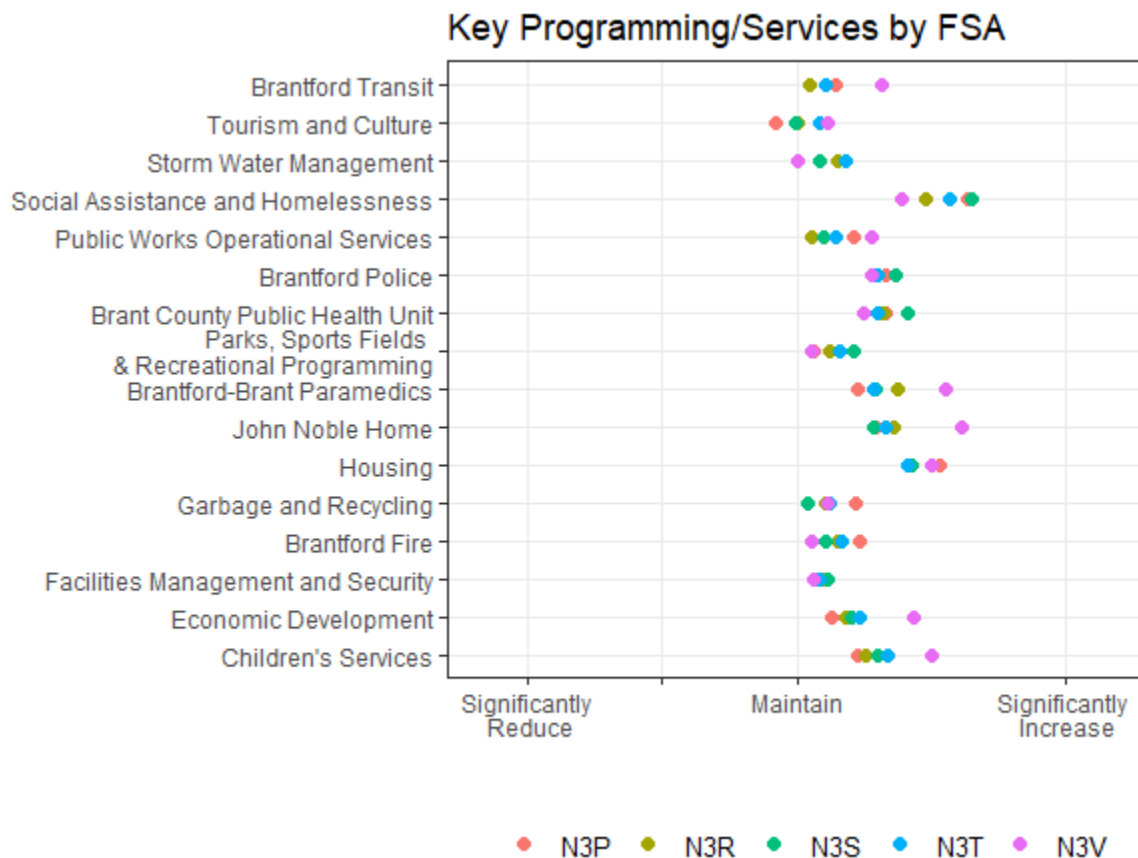


Age was not a significant indicator of increasing or decreasing service levels. Generally speaking, younger respondents were more supportive of increasing service levels, when compared to older respondents. The only notable exception is tourism and culture and facilities management and security, which were both favored at higher levels by older residents.



Only slight differences were exhibited across FSA, although when differences did occur, FSA 'N3V' tended to be the outlier. Respondents from the 'N3V' FSA were more supportive of increasing service levels to transit, Brantford-Brant paramedics, the John Noble Home, economic development and children's services compared to all other areas.

[Please refer to the map presented in the Demographic Snapshot to see where the FSV are in the City.](#)



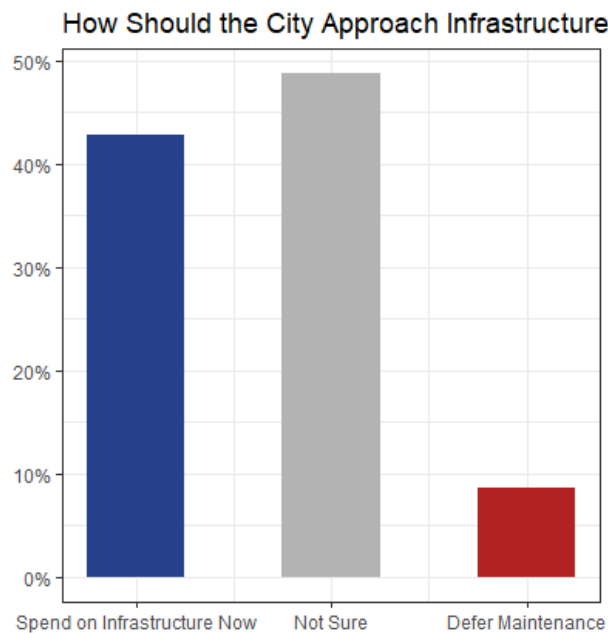
Infrastructure Spending

This section presents the analysis for this question:

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?

- Deferring maintenance was the least popular answer for both telephone (9%) and web respondents (7%).
- Spending on infrastructure now was the preferred approach by 56% of the web sample and 43% of the telephone sample.
- More educated respondents were in greater favor of spending on infrastructure now.

Respondents were asked "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. Nearly half of respondents were not sure/needed more information, while less than 10% believed in deferring maintenance. While 43% of telephone respondents suggested spending on infrastructure now, this can be compared to 56% of web respondents.



Taxation and Service Levels

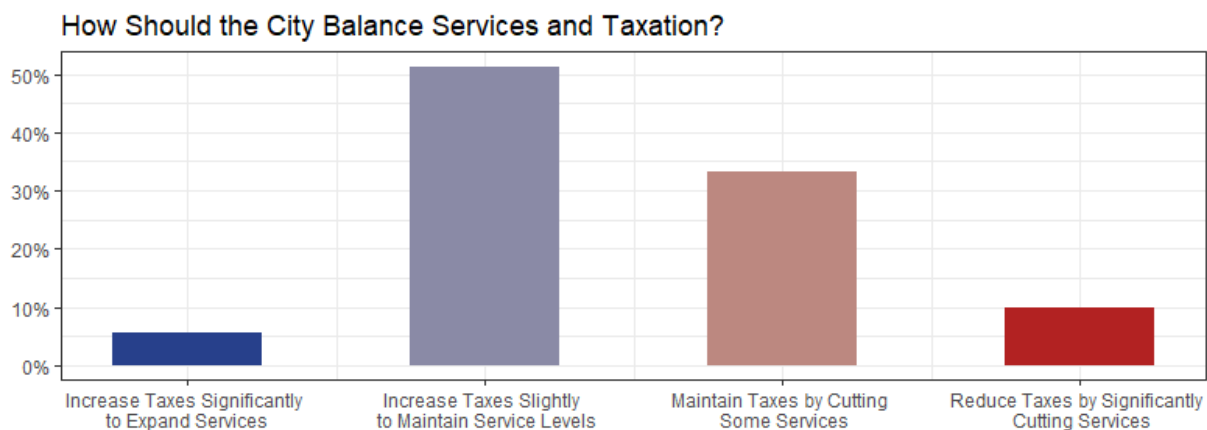
This section presents the analysis for this question:

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?

- Over half of the telephone (57%) and web (53%) respondents supported increasing taxes slightly or significantly and respectively increase or maintain service levels.
- Very little correlation with demographic variables

Respondents were asked, “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.

About half of respondents (51.3%) believed in increasing taxes slightly to maintain service levels, while 1/3 believed in maintaining taxes by cutting some services. The qualitative analysis found that 62 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. The high level or unequal distribution of property taxes across the city was also cited as negatively impacting residents’ ability to live in the city.



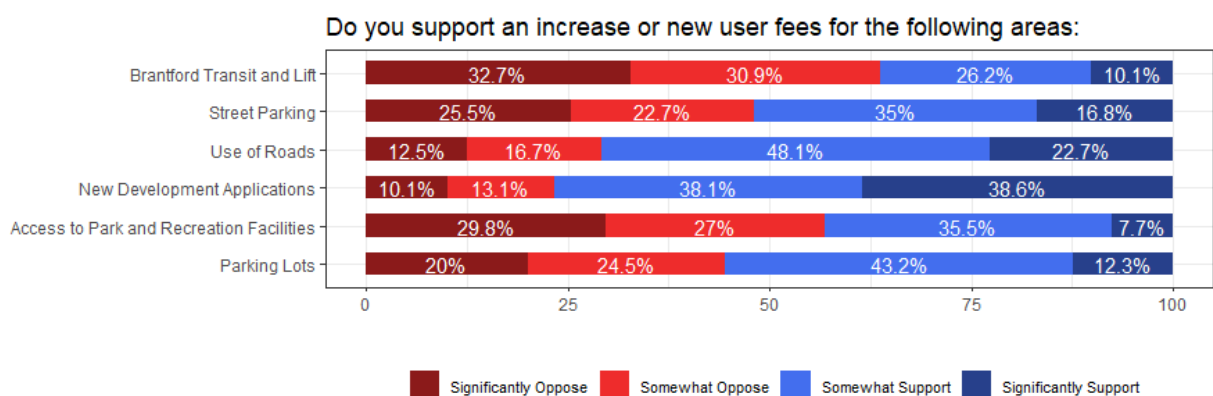
Generating Revenue

This section presents the analysis for this question:

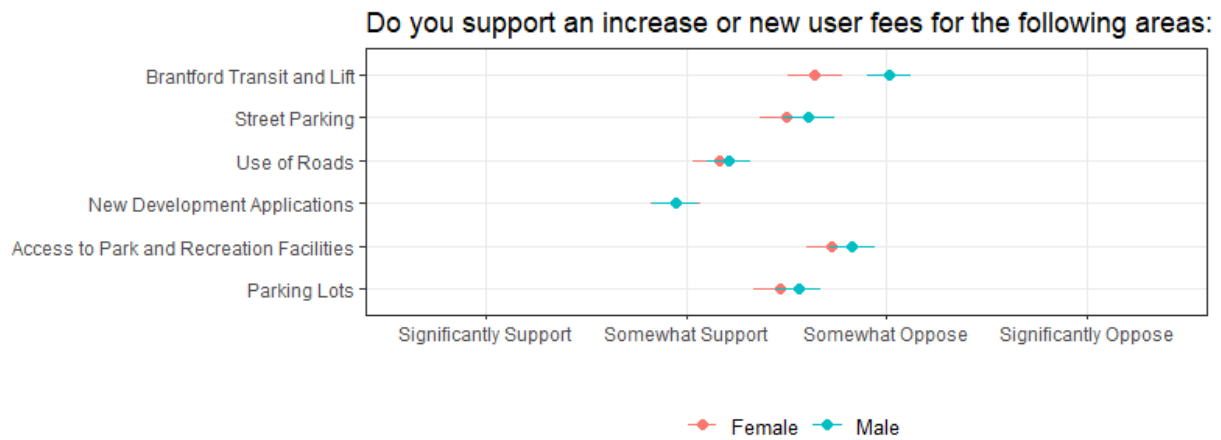
In addition to adjusting property taxes and service delivery, the City also has the option to generate additional revenue. Please tell us whether you significantly support, somewhat support, somewhat oppose, or significantly oppose the following options to help pay for municipal services and programs:

- Over half of respondents were opposed to increasing or adding new user fees for Brantford transit and Lift (64%) and access to park and recreation facilities (57%). The greatest support was for increasing or adding new user fees on new development applications (77%) and use of roads (71%)
- Male respondents were generally more opposed to increasing or adding new user fees, especially for Brantford transit and Lift.
- More educated respondents were in favor of increasing or adding new user fees, especially for road usage and new development applications
- Older respondents were generally more opposed to increasing or adding new user fees than younger respondents.

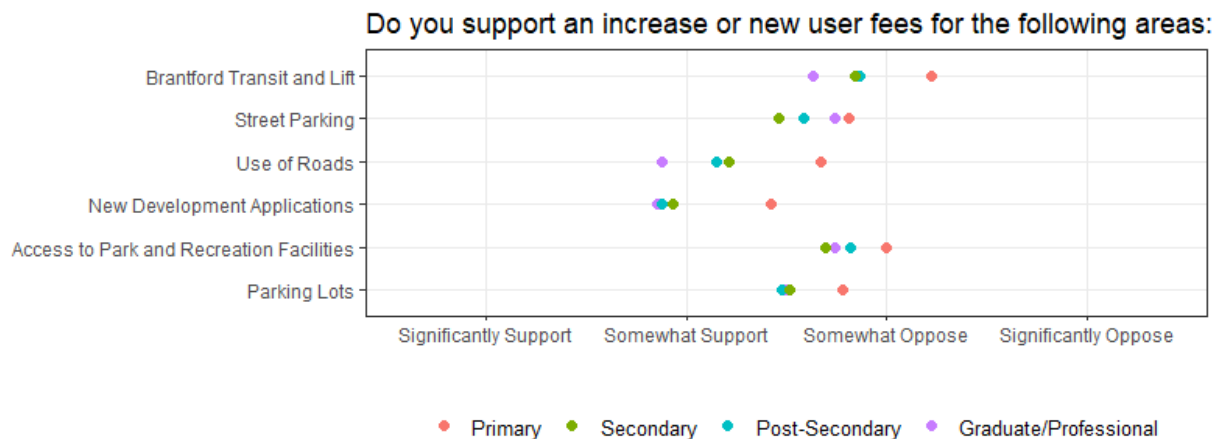
Respondents were asked, “Please tell us whether you significantly support, somewhat support, somewhat oppose, or significantly oppose the following options to help pay for municipal services and programs:” Respondents were supportive of increasing or adding new user fees with respect to (1) Increased or new development application fees for building permits, subdivisions, etc. and (2) Increased fees for use of City roads (e.g., oversized vehicles, closures for events, excavations for utilities). The greatest opposition was increasing fees for (1) Brantford Transit and Lift (63.8%) and (2) Access to park and recreation facilities (56.8%). The greatest support was to increase or apply new user fees on new development applications (76.7%) and use of roads (70.8%). Several respondents on the open-ended question also suggested that developers should be charged more for applications.



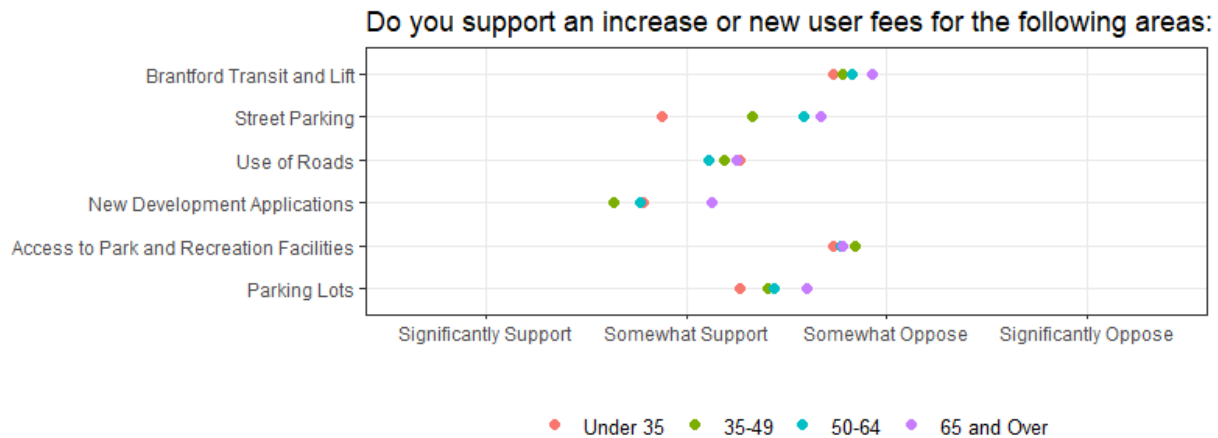
In general, male respondents were more opposed to increasing or new user fees than female respondents. The greatest disparity between male and female respondents was on the issue of Brantford Transit and Lift.



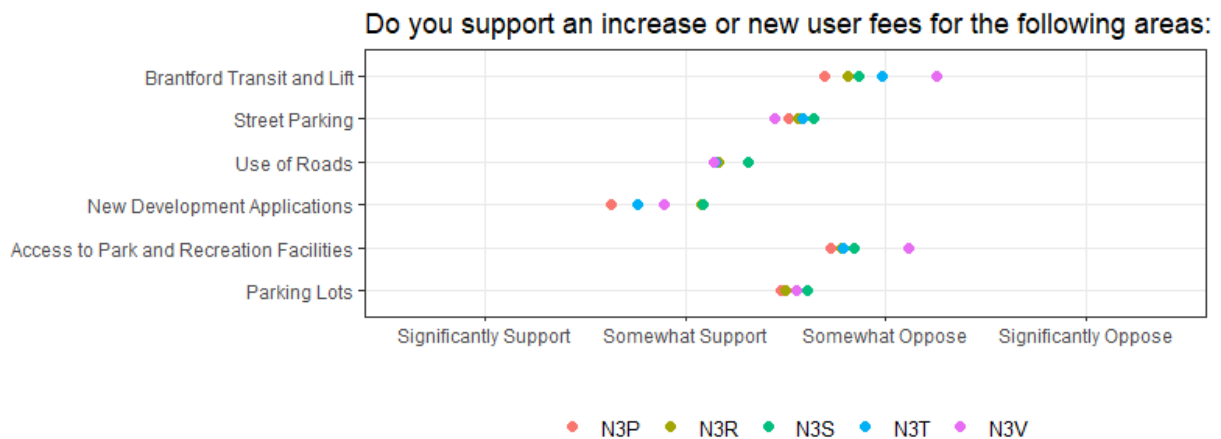
There was a strong relationship between education and increasing or adding new user fees. For every area, respondents with primary education were the most opposed to increased or new user fees of any educational group. More educated respondents were in greater support of increased fees in the areas of road usage and new development applications.



There is a loose relationship between increased or new user fees and age. Older respondents were typically more opposed to fees than younger respondents. The disparity among age groups is most notable in the area of street parking, while less significant in the areas of Brantford Transit and Lift, use of roads and access to park and recreation facilities.



The strength of the relationship between FSA and increased or new user fees was dependant on the area. There was little variation between FSA and the following areas: (1) parking lots, (2) use of roads and (3) street parking. However, FSA code 'N3V' was much more opposed to fees on Brantford Transit and Lift and access to park and recreational facilities than the others.



Preferred Discretionary Spending Areas

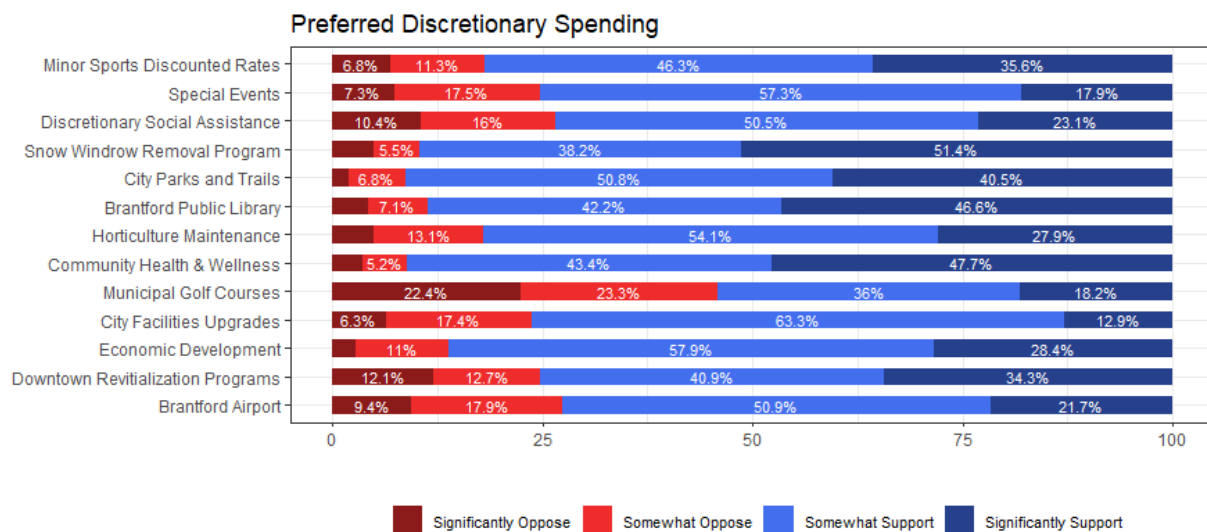
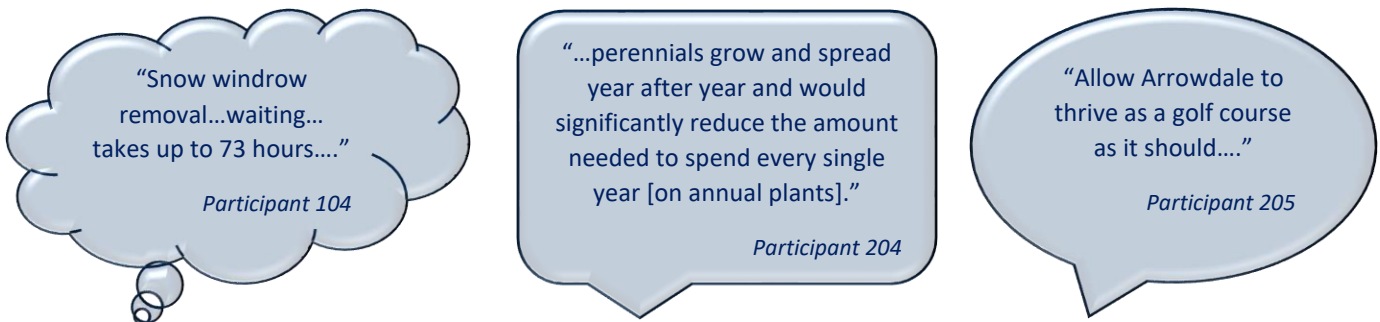
This section presents the analysis for this question:

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.

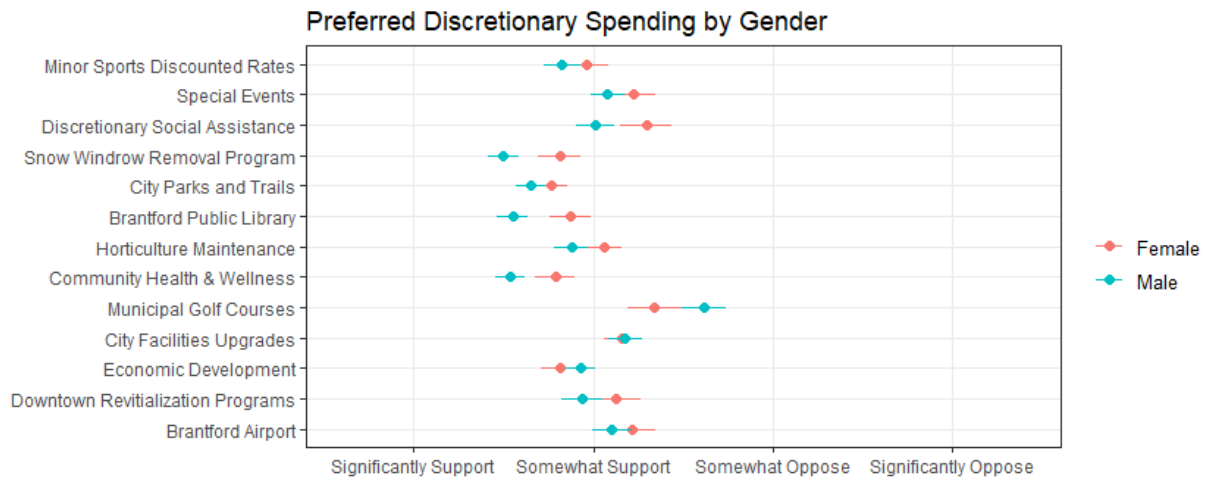
- Telephone respondents were generally supportive of discretionary spending areas, with the notable exception of municipal golf courses (46%). Web respondents were opposed to Brantford Airport (67%), municipal golf courses (67%) and special events (51%).
- Male respondents were more supportive of discretionary funding, especially for social assistance, snow windrow removal, community health & wellness and Brantford public library.
- More educated respondents expressed higher levels of support for downtown revitalization

Respondents were asked to “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 general consensus across all discretionary spending areas was mostly positive, with the only exception being municipal golf courses (with 45.7% in opposition).

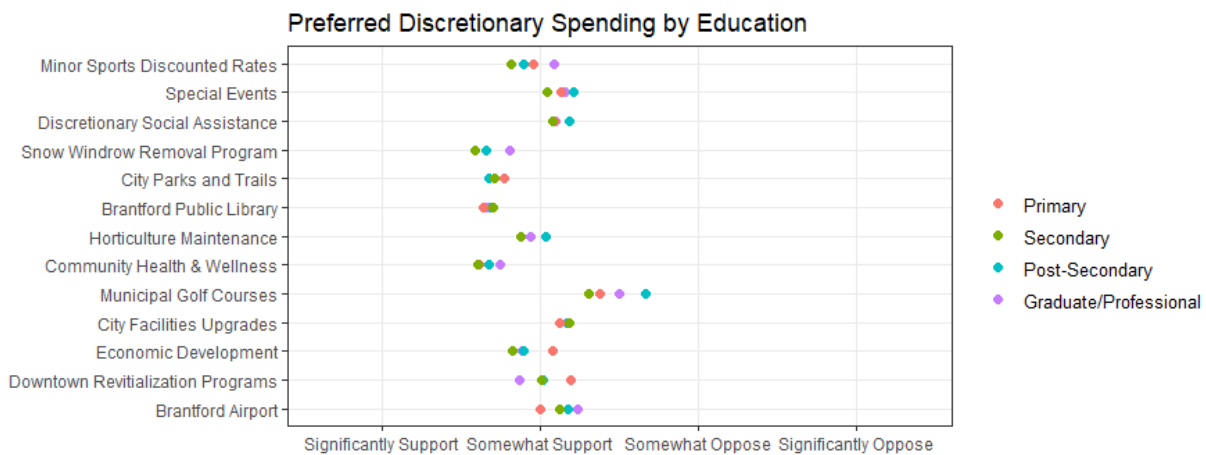
The qualitative analysis of feedback about these spending areas is generally polarized, specifically about Snow Windrow Removal, Horticulture Maintenance, and Golf Courses, specifically Arrowdale.



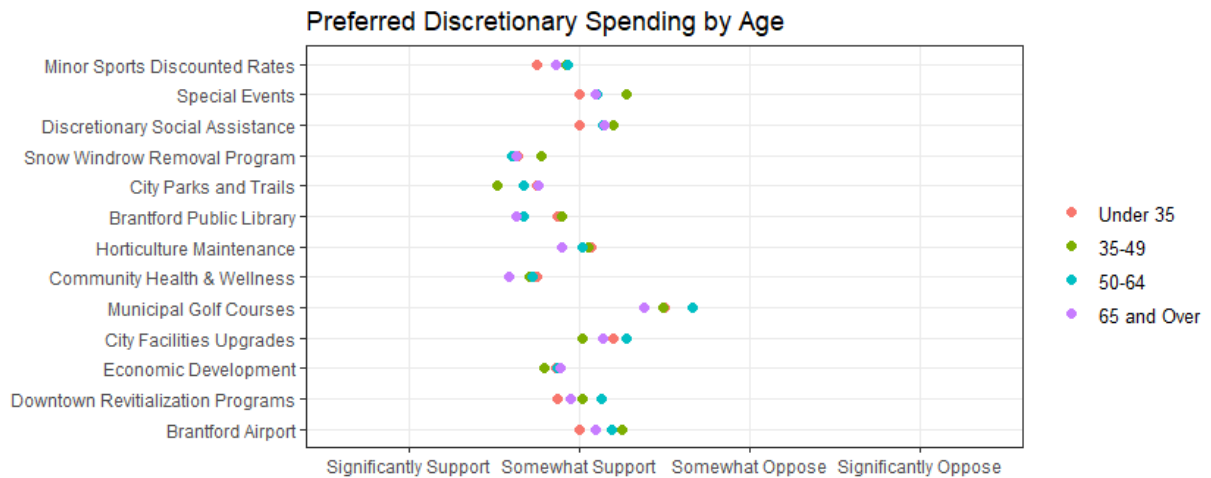
Comparing male and female respondents illustrates that males are generally more supportive of discretionary spending, with the exception of municipal golf courses and economic development.



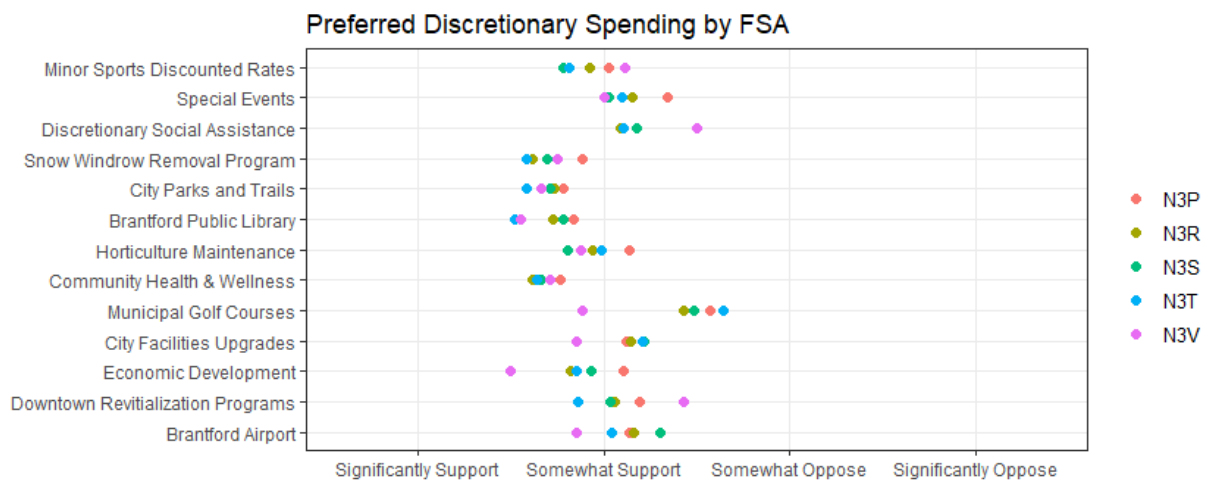
The support for discretionary spending areas was not strongly correlated with educational level. However, more educated respondents were more supportive of downtown revitalization, whereas less supportive of the snow windrow removal program, minor sports discounted rates and the Brantford Airport.



The support for discretionary spending areas was not correlated with age and varied wildly depending on the specific area.



FSA was not a significant indicator of preference towards discretionary spending. However, respondents from N3V were more supportive of economic development and municipal golf courses while less supportive of discretionary social assistance.



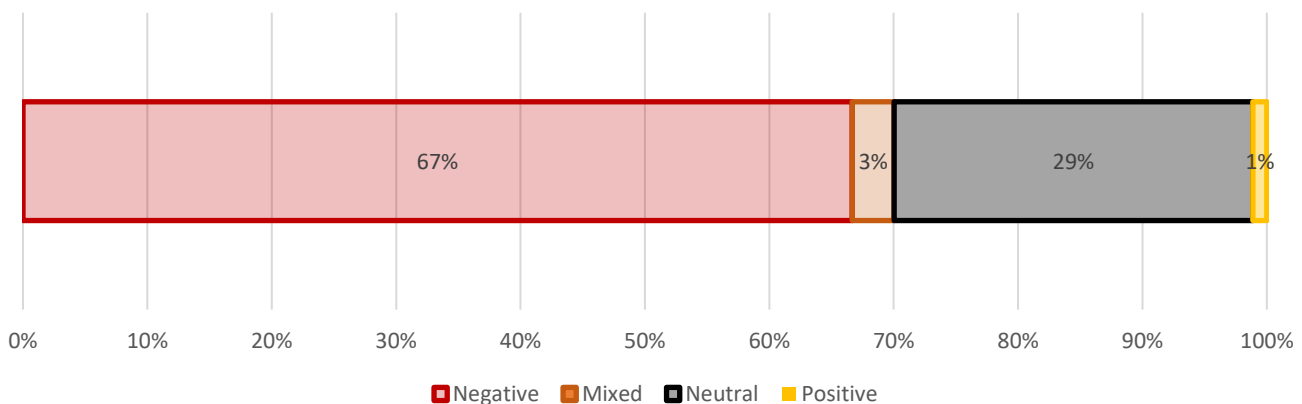
Qualitative Results

Participants are asked at the end of both the telephone and online surveys if they “have any other feedback you would like to share about the City’s 2022 Budget?”. With 500 total telephone survey respondents, 267 (53%) provided feedback. Of the 244 online survey respondents, 152 or 62% provided feedback. While there are clearly many people providing feedback, this qualitative feedback cannot be considered representative of the public in general, all of the survey respondents, or even of all of 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.

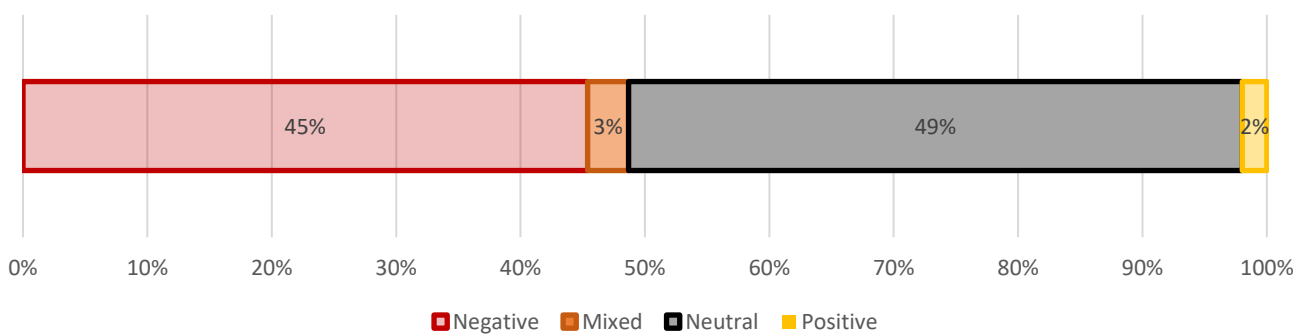
General Sentiment Text Analysis

Each respondent’s answer for the open-ended question was assigned a sentiment rating of “negative”, “mixed”, “neutral”, or “positive” to indicate the overall satisfaction of respondent on the subject they chose to elaborate. Most answers (67%) in the telephone survey (45% in the online survey) were labeled “negative”, indicating that respondent displayed criticism or dissatisfaction overtly in the answer. While 29% of respondents’ answers in the telephone survey were labeled “neutral” (49% in the online survey), or displaying neither dissatisfaction or satisfaction, only 3% were labeled “mixed” in the telephone survey (3% in the online survey) and 1% labeled “positive” in the telephone survey (2% in the online survey).

Text Analysis: Summary of Sentiments of **Telephone Responses**



Text Analysis: Summary of Sentiments of **Online Responses**



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	"We cannot continue raising taxes, it's getting unbearable. You have to start thinking about what this is doing to the middle class."	Participant 206
	"A better balance between residential and non-residential tax revenues should help everyone. Review the tax-exempt property policy. Focus on housing options and also encourage "gentrification" where it will make a meaningful difference to attract people to Brantford."	Participant 207
	"Why are Brantford's taxes so high? They are higher than any region i know of yet we receive no greater services."	Participant 208
	"A novel idea: they should give a discount for taxes and housing if you live in Brantford and work in Brantford, and for those who work outside in Hamilton and Toronto should pay more in taxes, especially if they are renting."	Participant 105
Programs and Services	"As a health care provider the city needs a community treatment centre or overdose prevention service site to save lives during an opioid epidemic."	Participant 209
	"I selected increase services for many categories because of all the new homes and subdivisions going up. More support, programs, resources and general infrastructure are needed."	Participant 210
	"Improve Cityscape and Waterfront!"	Participant 211
	"Very disappointed to see that Animal Services is not mentioned in this survey. The services they provide are extremely important for public safety and the ethical treatment of animals"	Participant 213
	"Expand Brantford transit services as part of the Link the Watershed Initiative!"	Participant 215
	"Allow for people to manage their own waste water (like with irrigation systems) to reduce household costs."	Participant 104
	"Please consider refugee claimants in your budget"	Participant 216
Revenue	"Privatization costs more in the long term, and limits the city's ability to fulfill its duty of care to its citizens by inserting a third party between the people and the state. Please look to internal sources for income streams and program solutions, rather than spending money of the delivery of programs through private corporate contracts."	Participant 212
	"The Police Dept. could increase enforcement of traffic rules, fines for speeding, etc. which would generate more revenue to help offset increased costs"	Participant 214
	"...the golf program (specifically, Arrowdale) is a money maker especially compared to others like Gretzky Center and they should reconsider."	Participant 106

Discussion

The 2022 BPPEC is an extremely useful way of better understanding the budget preferences and needs of Brantford residents. The surveys were successful in capturing these preferences as well as the demographics of respondents. This report has synthesized these findings to convey as much information as possible to Council regarding the budget preferences of the citizenry. However, there is always room for improvement in survey methodology. There are two different challenges of the web survey, which include: (1) self-selection bias and (2) sample size.

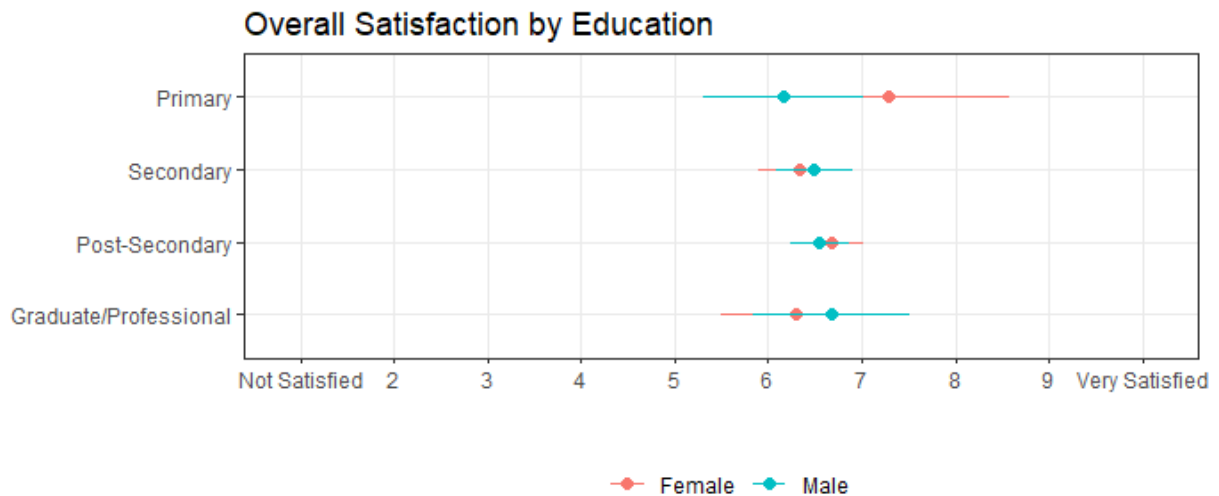
In order to address the self-selection bias of the web survey, a stratified random sample would be the preferable option. This can be achieved through a professional survey service that uses a stratified collection method (including pre-recruited panel surveys, opt-in panels, surveys using a list-based sampling frame). The advantages of a web panel are that each stratum would be equal to the subgroup's proportion in the population as a whole. This would ensure that your sample population accurately reflects the composition of your target population surveyed, and your results are not skewed by one group being over or under-represented. If strategies remain limited to Let's Talk Brantford, consider a more active and targeted marketing and recruitment approach that centers representativeness, and arguably democracy and equity. Identifying and tailoring approaches for the different communities within Brantford can help increase representativeness in this budget engagement process, while still utilizing Let's Talk.

In order to address the challenge of the sample size, a minimum number of 383 respondents would be required for reliable analysis to be conducted (at an approximate 95% confidence interval). This number could simply be achieved by conducting the survey over a longer period of time. However, simply spreading the word may not be enough to induce participation. Financial incentives could increase interest, such as instituting a lottery for a gift card, or more enticingly, cash. Alternatively, professional survey services would also guarantee a minimum threshold of respondents to achieve a more reliable analysis.

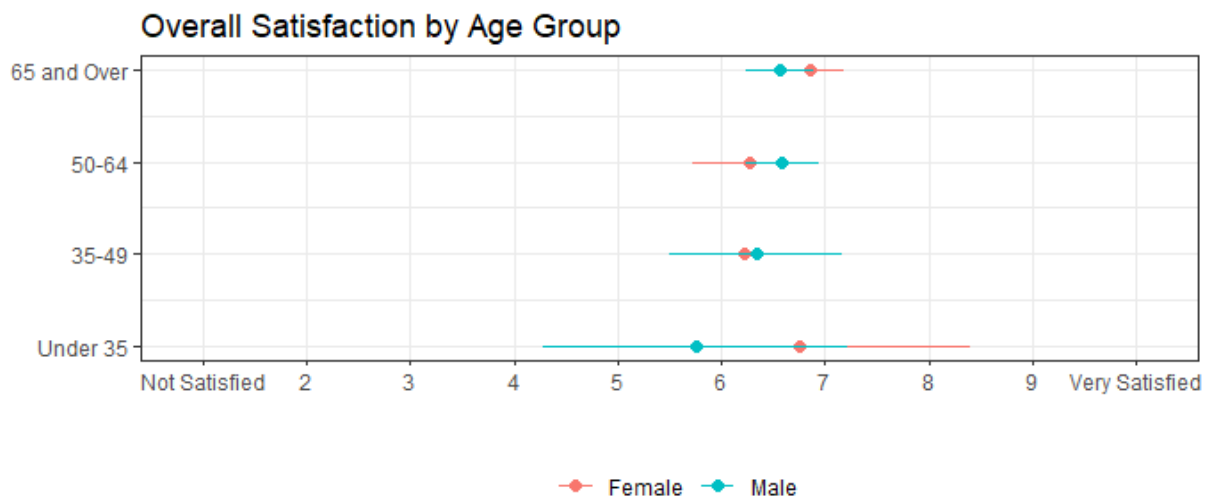
Appendix I: Demographic Analysis of Telephone Survey Questions

Overall Satisfaction by Demographic

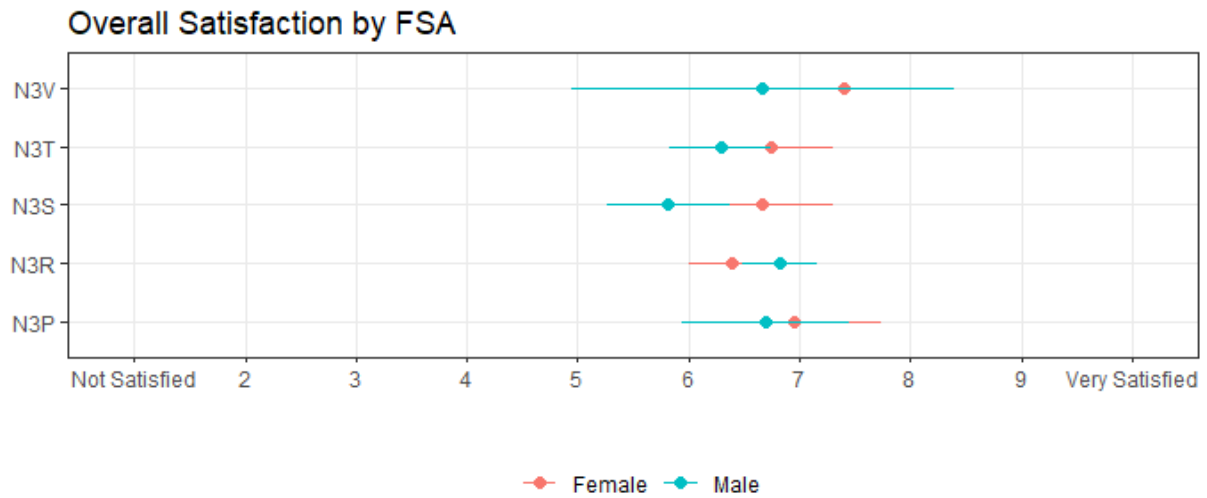
Level of education does not significantly predict overall satisfaction. However, respondents with a primary level of education were the most polarized group based on gender, with male respondents being the most dissatisfied and female respondents being the most satisfied.



Overall satisfaction was generally positive among all age groups. However, respondents under 35 were more polarized than any other age group. Aside from female respondents under the age of 35 (who were the most satisfied among all groups), satisfaction was strongly correlated to age.

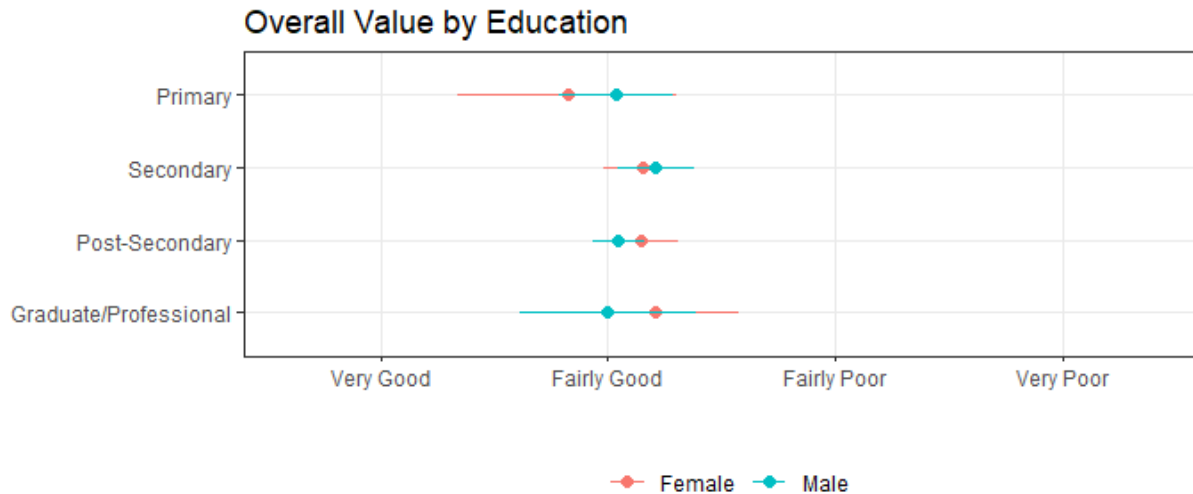


While overall satisfaction was not dramatically different between forward sortation areas (FSA), some slight differences did occur. The highest levels of satisfaction were in the 'N3V' FSA area, while the lowest were in the 'N3S' FSA area.

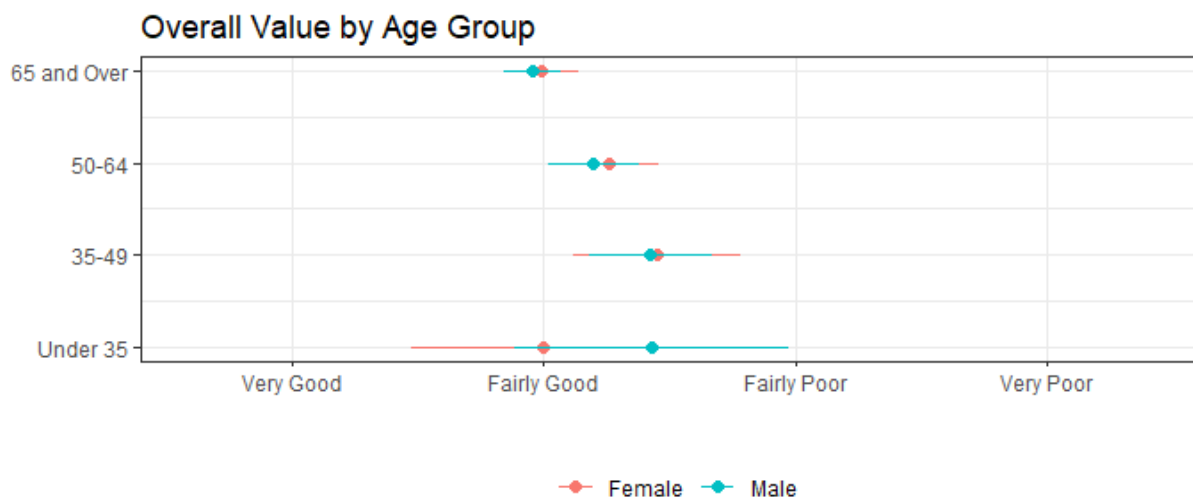


Overall Value by Demographic

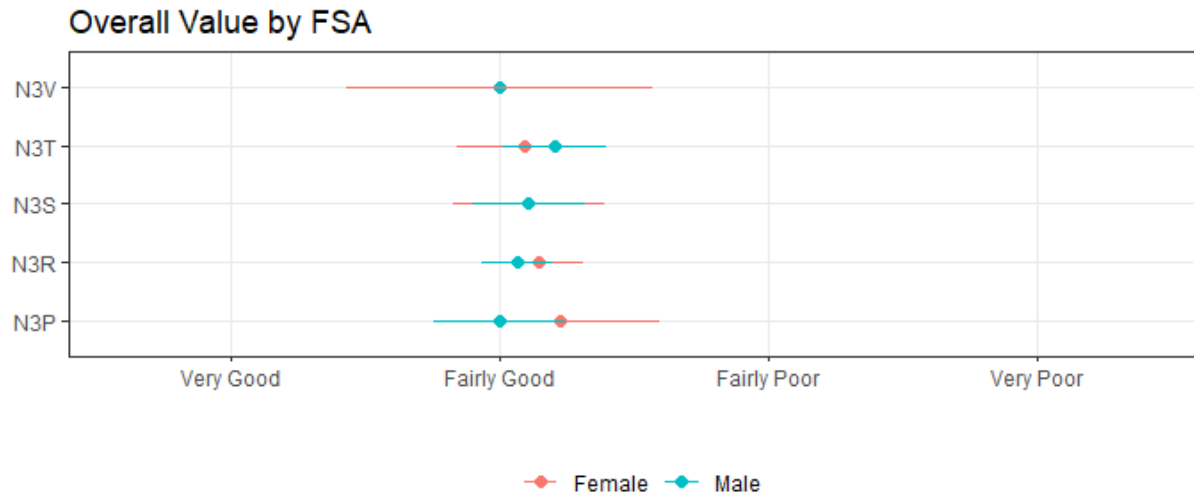
The level of education for a respondent was slightly predictive of feelings toward overall value for their taxes. Respondents with secondary education were the most critical of the value for taxes, while respondents with primary education were the most satisfied.



There was a slight difference in perception of value between the different age groups. Respondents aged 35-49 were on the fence, while respondents over 65 years old were the most favorable in terms of value for their taxes.

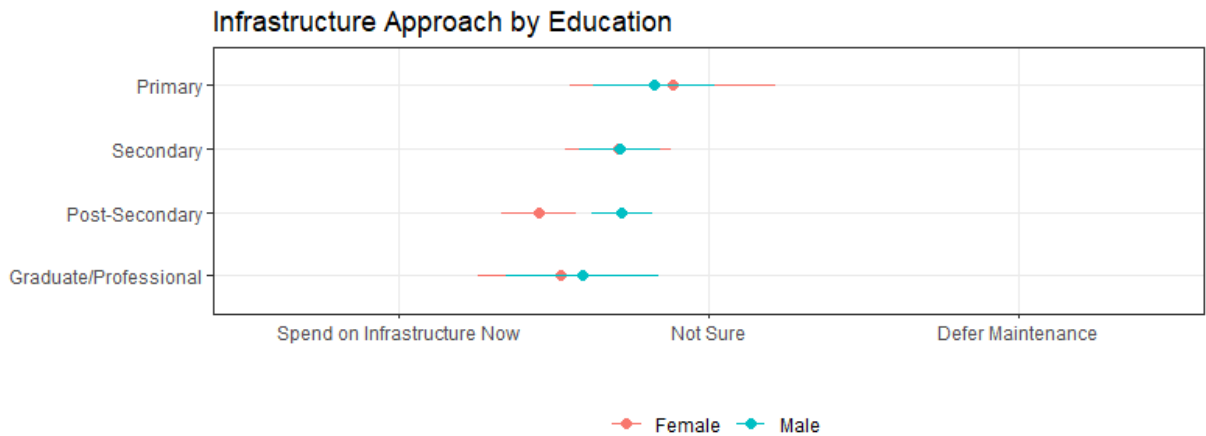


There was very little discernable differences between FSA and perception of value.

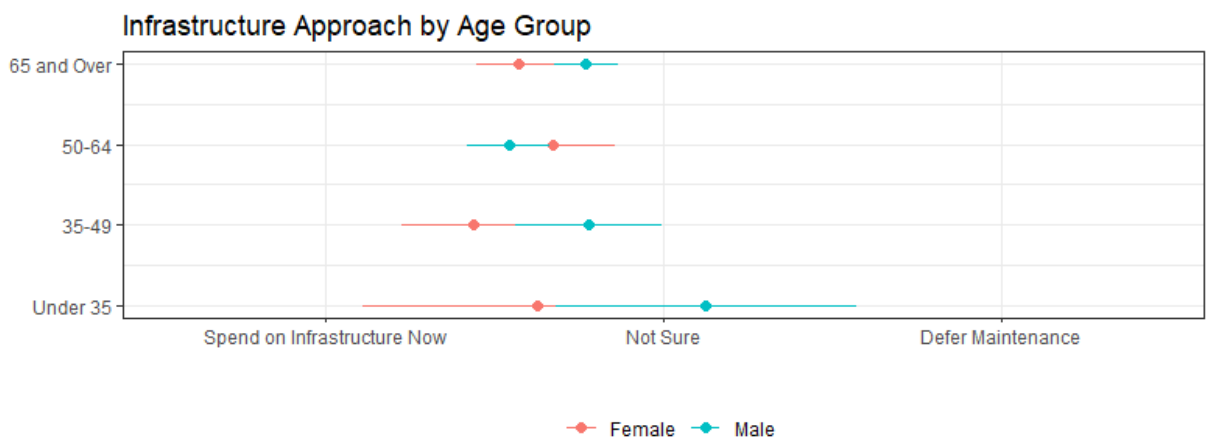


Infrastructure Approach by Demographic

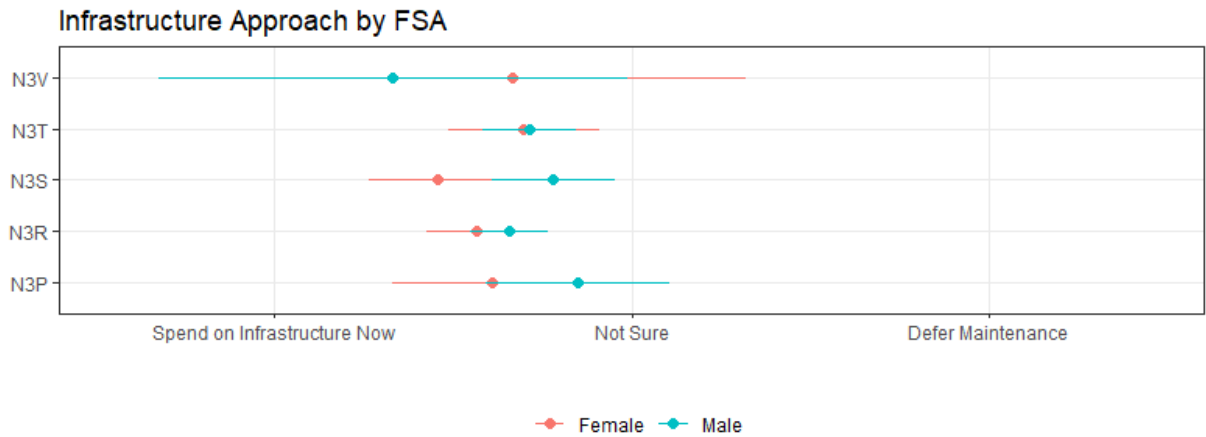
The relationship between education and approach to infrastructure was strongly correlated. More educated respondents were in greater favor of spending on infrastructure now, rather than deferring maintenance.



Respondents aged 35+ were relatively consistent in their approach to infrastructure maintenance, younger respondents (under 35) were less sure.

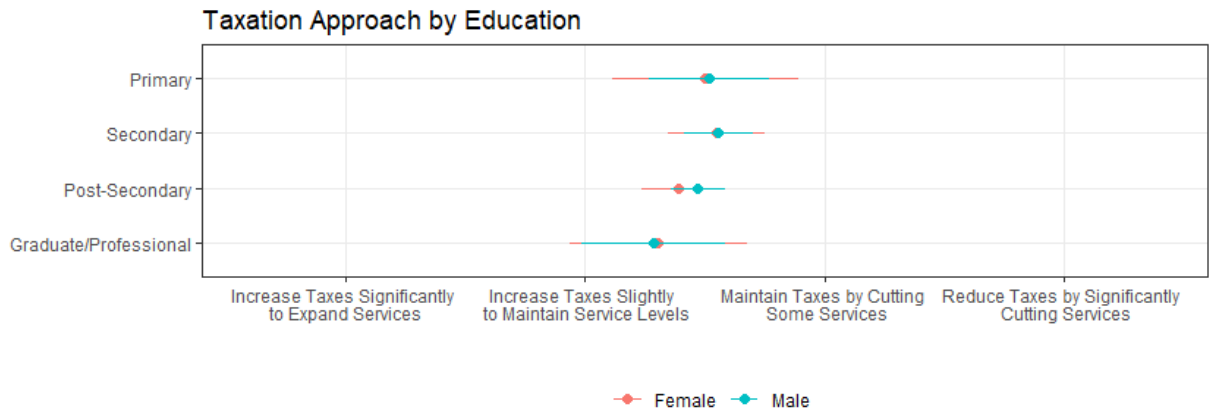


There is no significant relationship between FSA and approach to infrastructure.

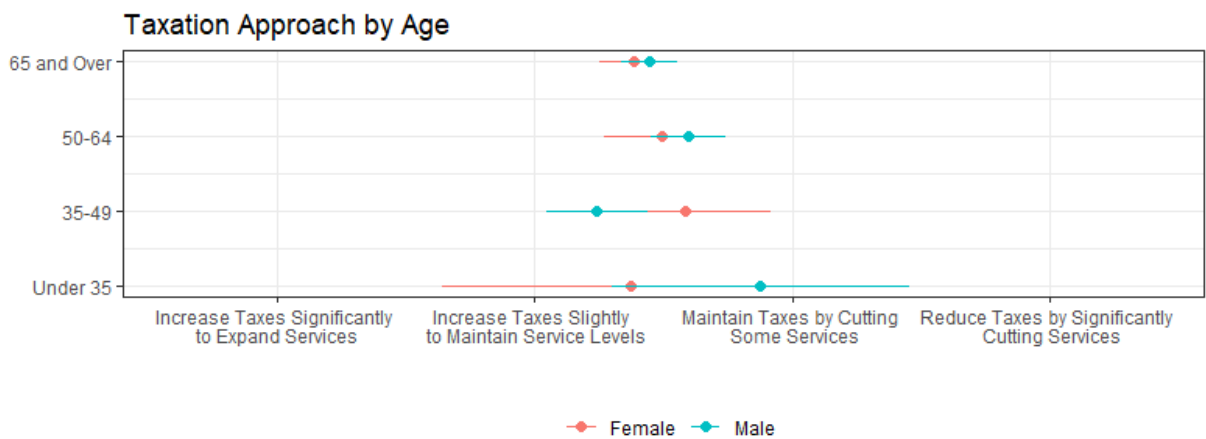


Taxation Approach by Demographic

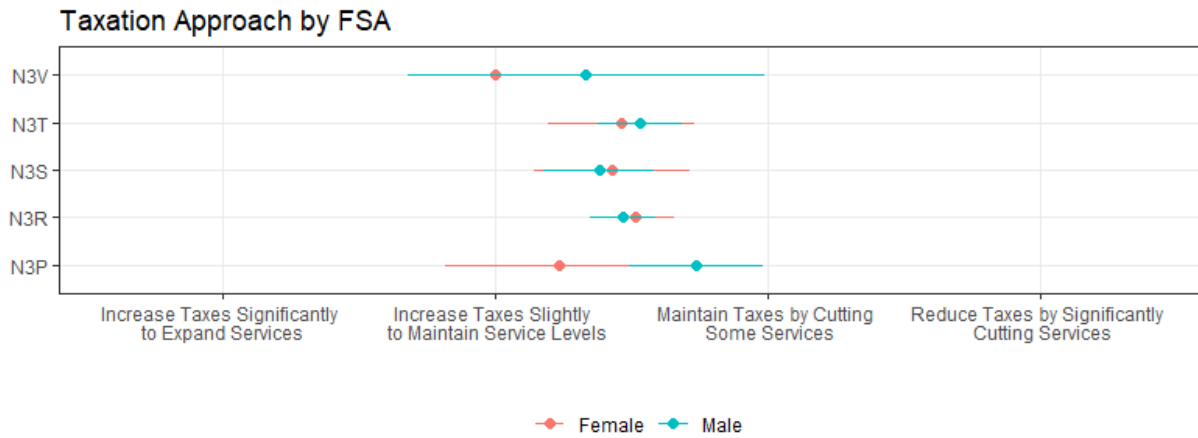
The relationship between education and taxation is minimal, with secondary educated respondents the most supportive of maintaining tax levels and graduate/professional respondents in favor of increasing taxes.



There is very little correlation between taxation and age.



There are some interesting relationships between FSA and taxation. While FSAs 'N3T', 'N3S' and 'N3R' are strikingly similar, FSA 'N3V' is more in favor of increases taxes slightly to maintain service levels. Additionally, there is a significant gender gap in FSA 'N3P' in which male respondents are significantly more in favor of maintaining tax levels compared to female respondents.

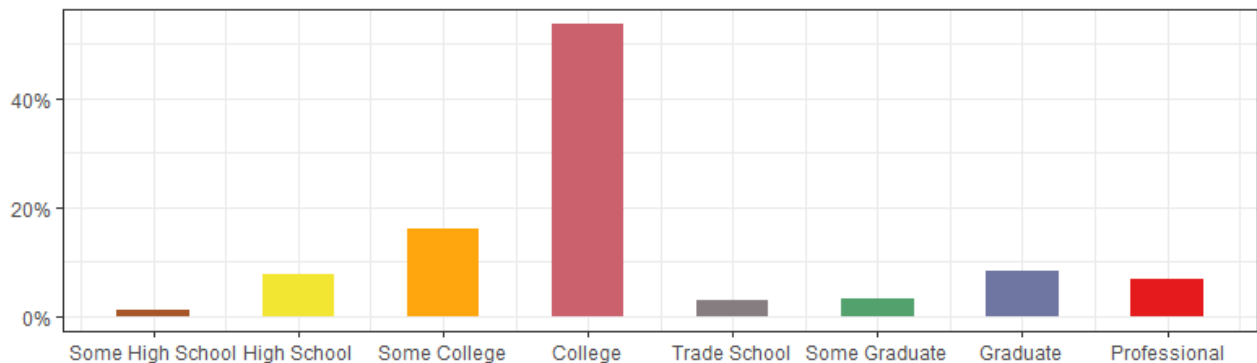


Appendix II: Full Analysis of Online Survey

Demographic Snapshot

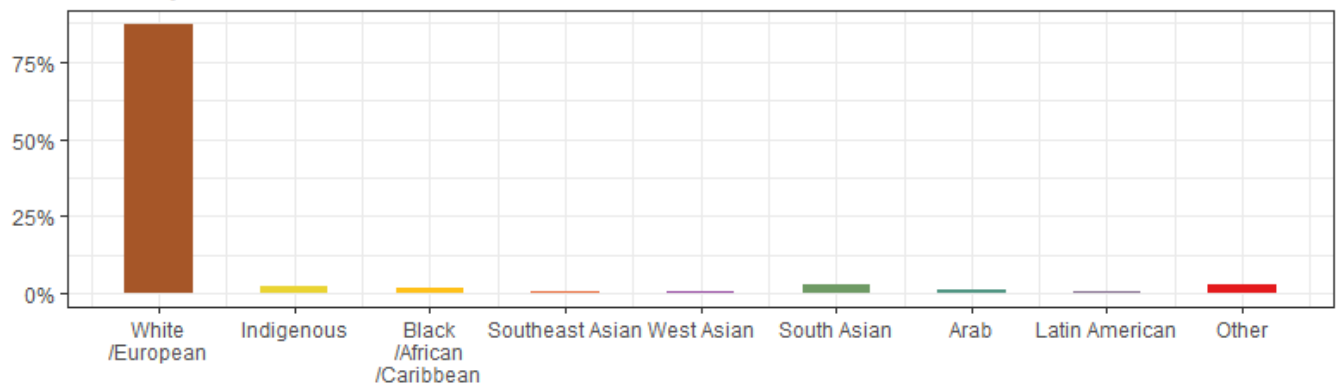
A vast majority of the web sample was at least college educated (75.1%), with the largest single group being college-educated (53.6%).⁹ For the purposes of data analysis, these categories were consolidated into four educational categories, which included the following options: (1) primary education, (2) secondary education, (3) post-secondary education and (4) graduate/professional education.

Education Overview



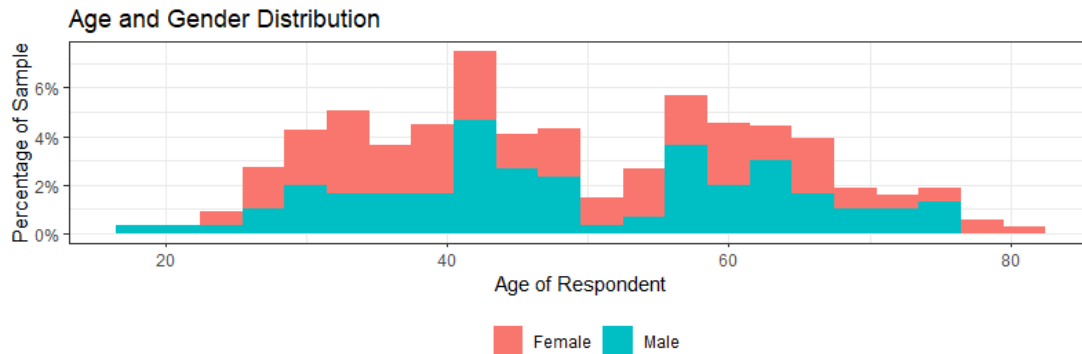
The web sample was overwhelmingly white/European (87.2%), which is slightly lower, yet consistent with the ethnic representation provided in the 2016 census (90.5%). Due to the very limited representation of other ethnic groups, this variable has been omitted from the exploratory charts, but included in the advanced analysis section.

Ethnicity Overview

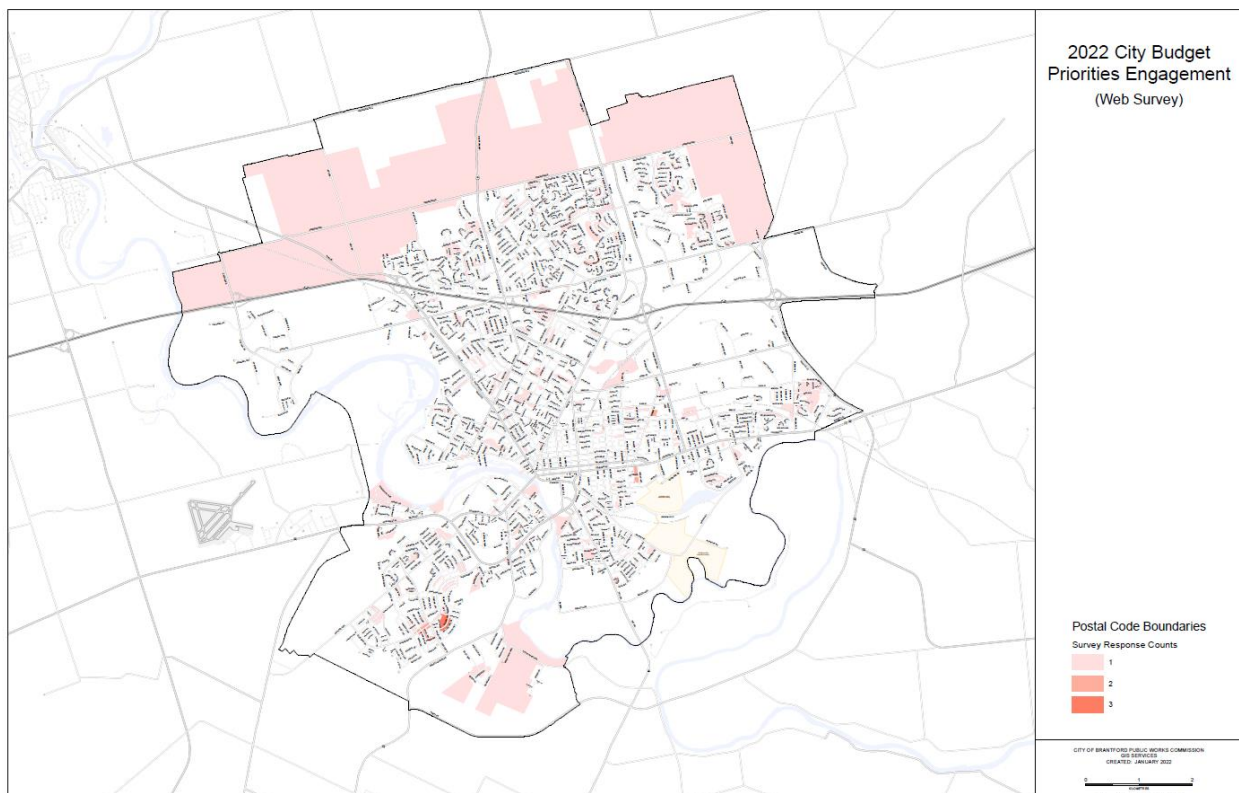


⁹ This was slightly higher than the 2016 Census data, in which 49.7% of adults in Brantford possess a Post-secondary certificate, diploma or degree

The age of web respondents ranged from 19 to 82 years old, with the average age of 48.1.¹⁰ 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 (53.8%), while less than 1% self-identified other than male or female. Due to the minuscule sample size of LGBTQ2S+ respondents, they have been excluded from the analysis.



Postal code data was included in the analysis through the use of Forward Sortation Area (FSA), which denotes a postal district of all postal codes starting with the same three characters. Grouping respondents by FSA provides a larger sample size to compare respondents from different geographic areas.

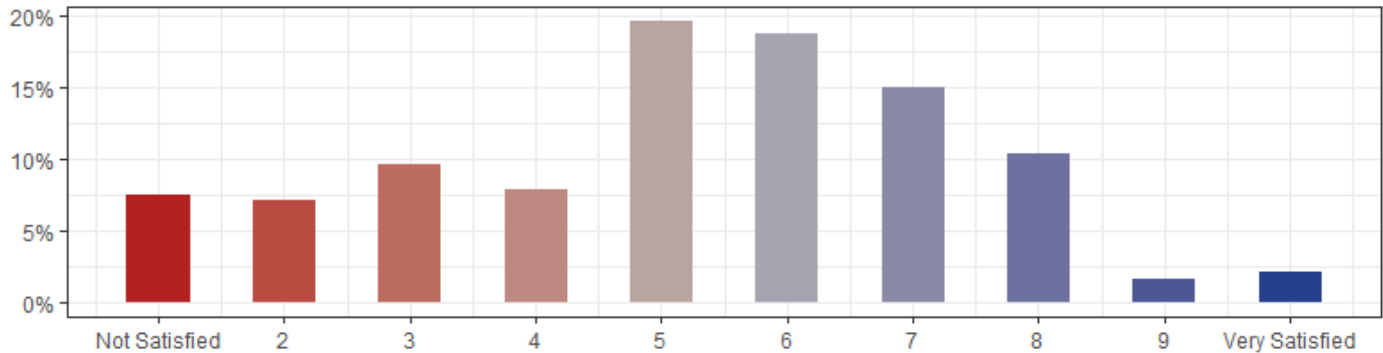


¹⁰ This is slightly higher than the average age of a Brantford resident (40.8) from the 2016 Census.

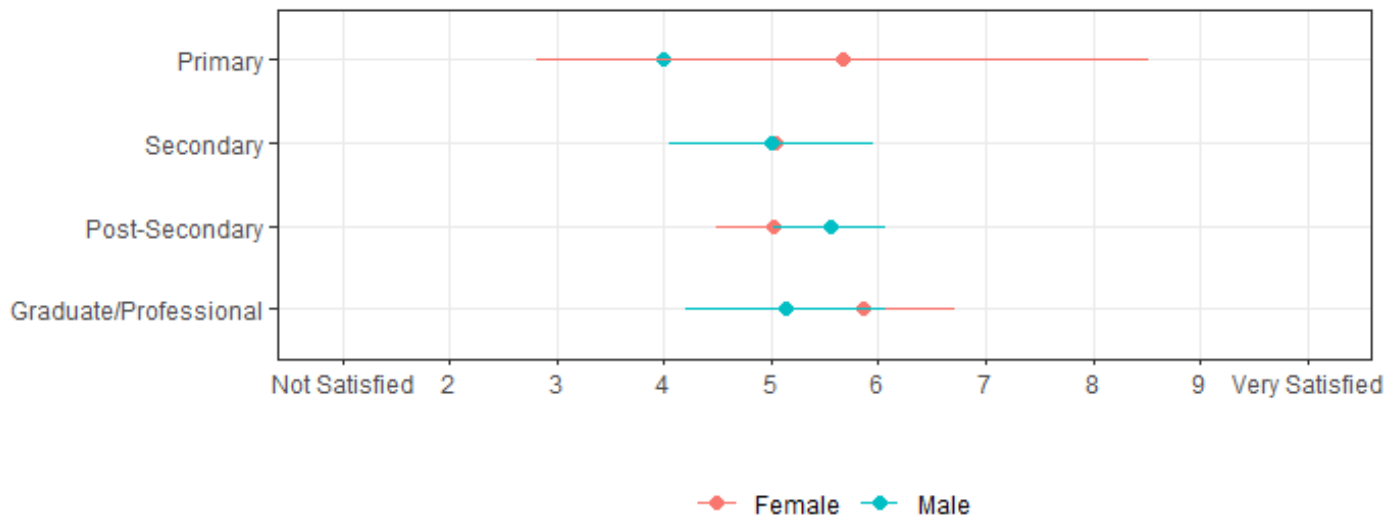
Overall Satisfaction

Respondents were asked to “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 not satisfied than satisfied with the City programs and services, with over 51% providing a score of 5 or less.

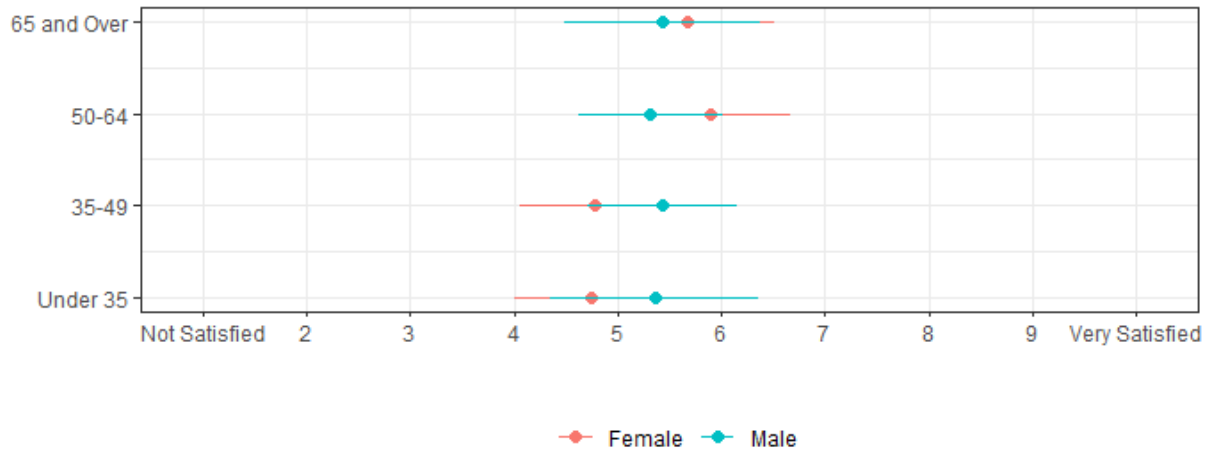
Overall Satisfaction



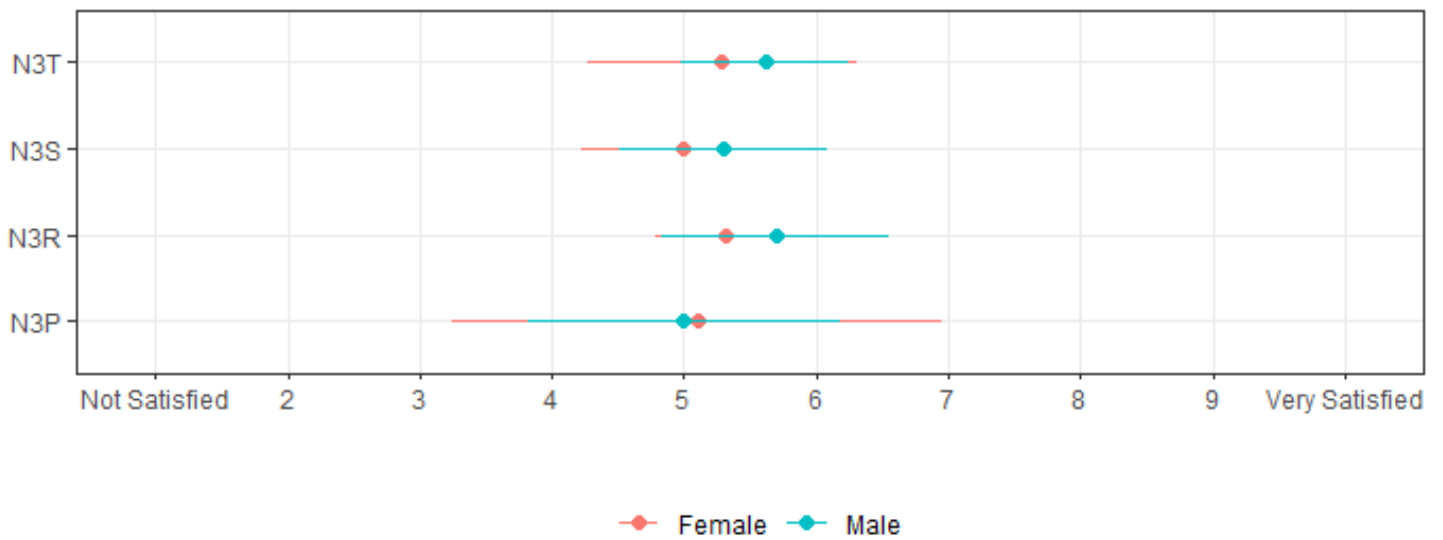
Overall Satisfaction by Education



Overall Satisfaction by Age Group



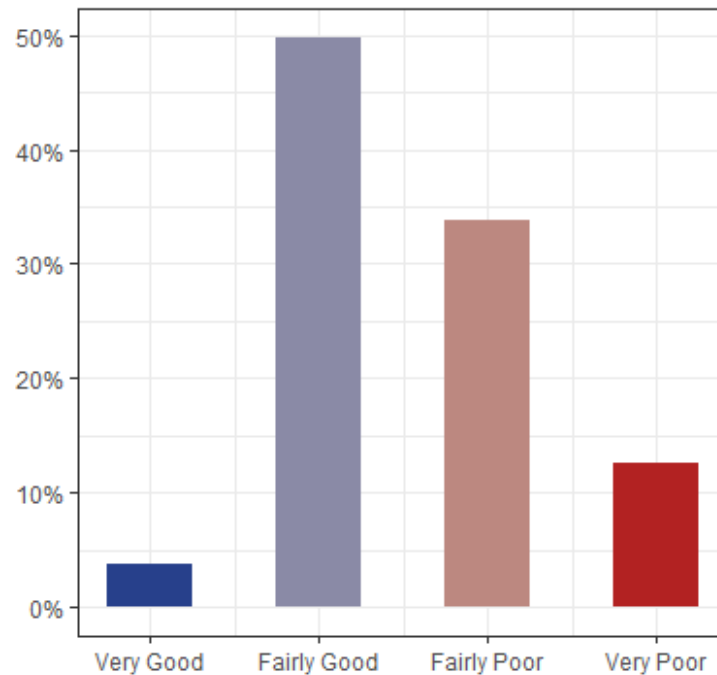
Overall Satisfaction by FSA



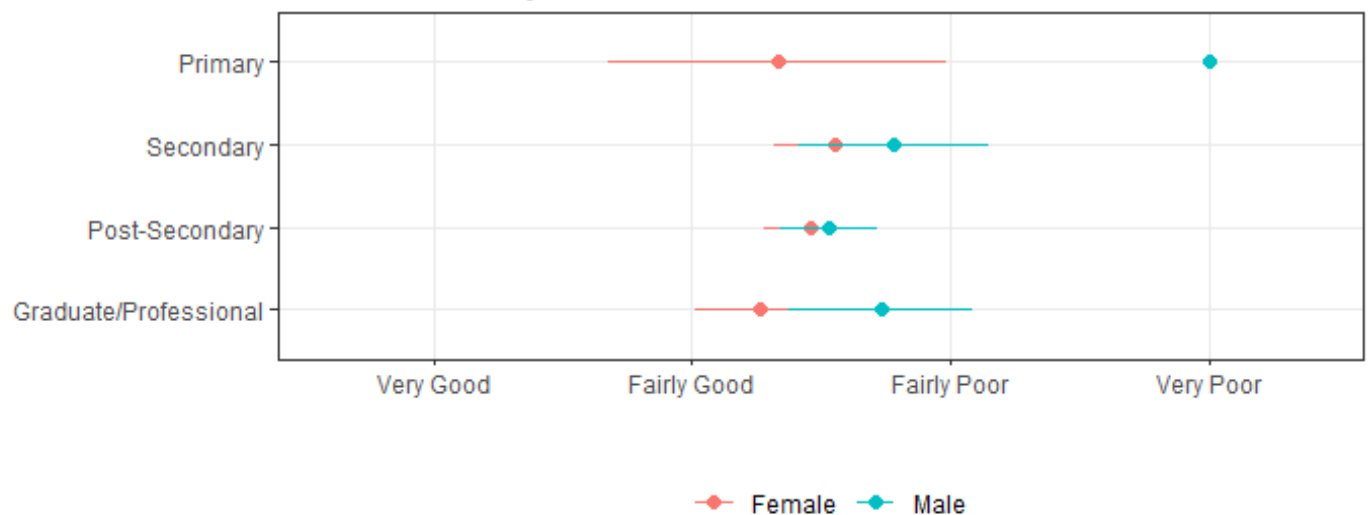
Value

Respondents were asked, “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 (53.6%) believe that they receive ‘very good’ or ‘fairly good’ value for their taxes.

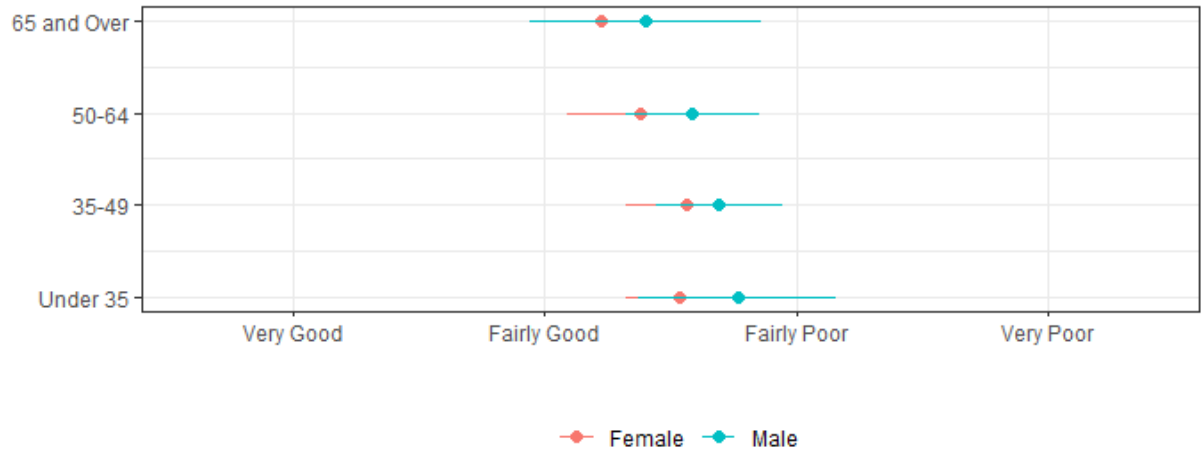
Overall Value for Taxes



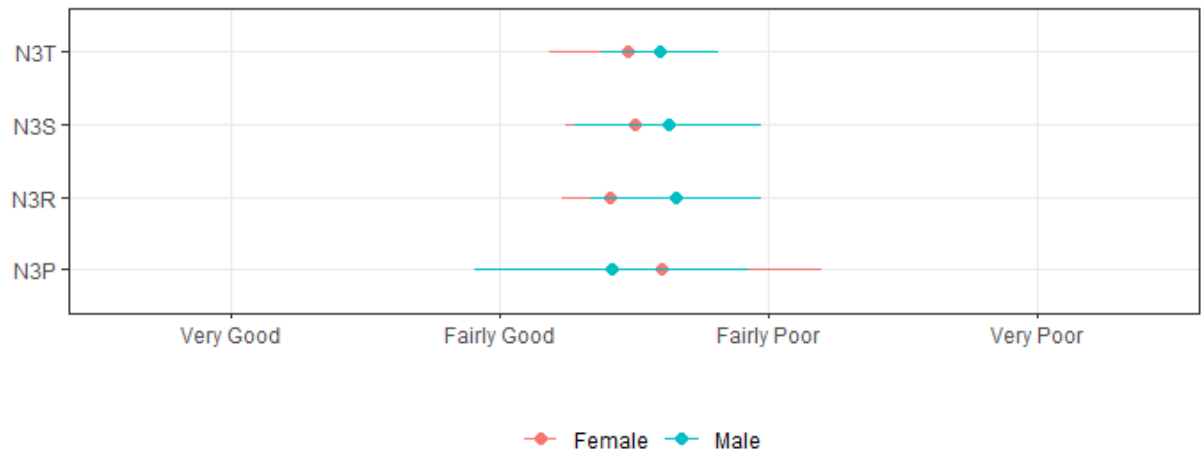
Overall Value by Education



Overall Value by Age Group

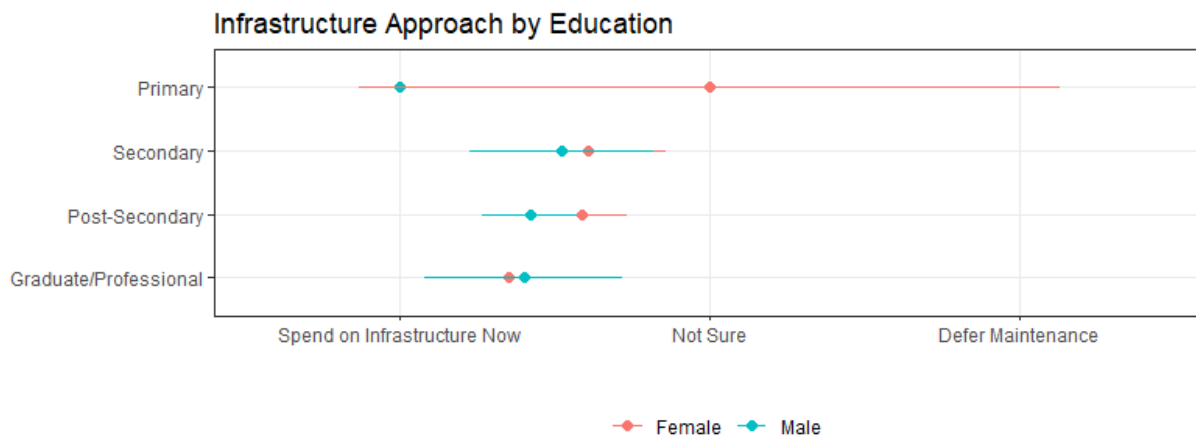
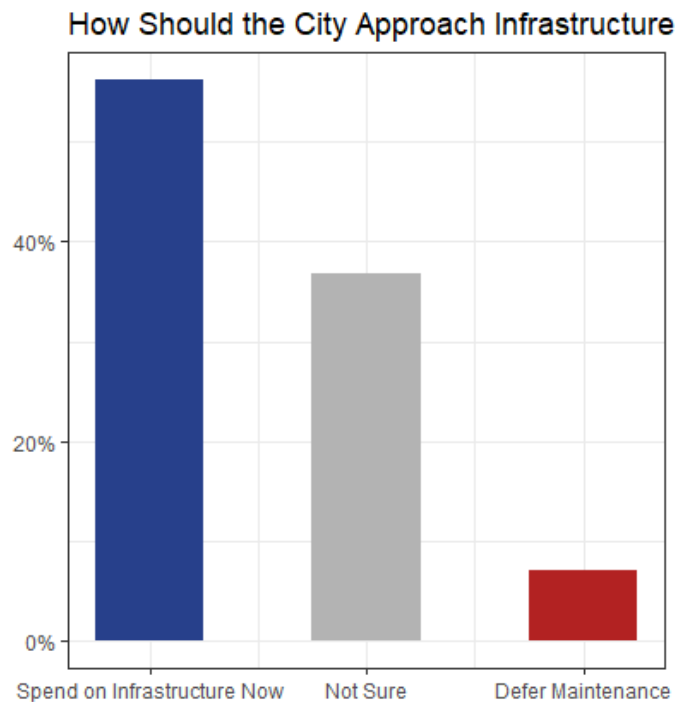


Overall Value by FSA

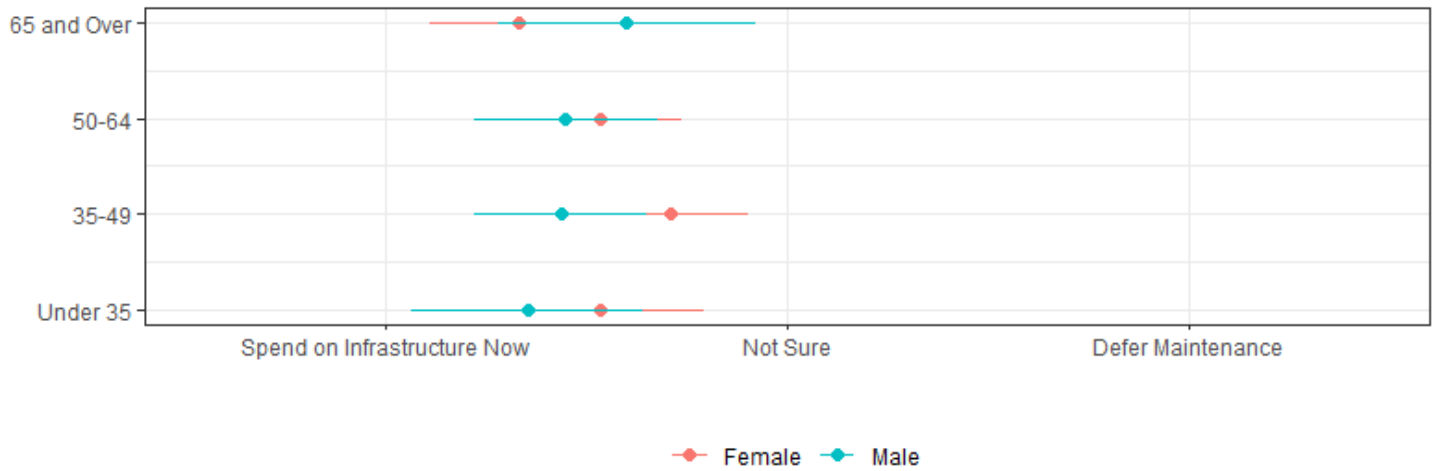


Infrastructure Spending

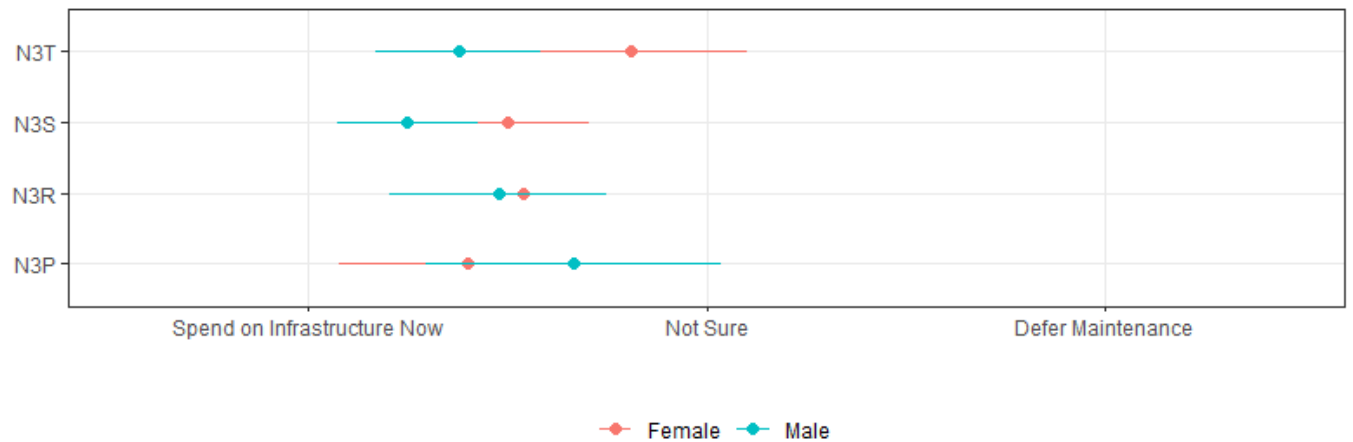
Respondents were asked “This City’s Asset Management Plan indicates a significant funding shortfall related to the maintenance/replacement of the City’s existing infrastructure. In your opinion, how should the city approach infrastructure maintenance?” Respondents were given three answer options: (1) Spend on infrastructure maintenance now, (2) Not sure/need more information and (3) Defer maintenance. Over half of respondents (56%) agreed to spend on infrastructure now. More educated respondents were in greater favor of spending now.



Infrastructure Approach by Age Group



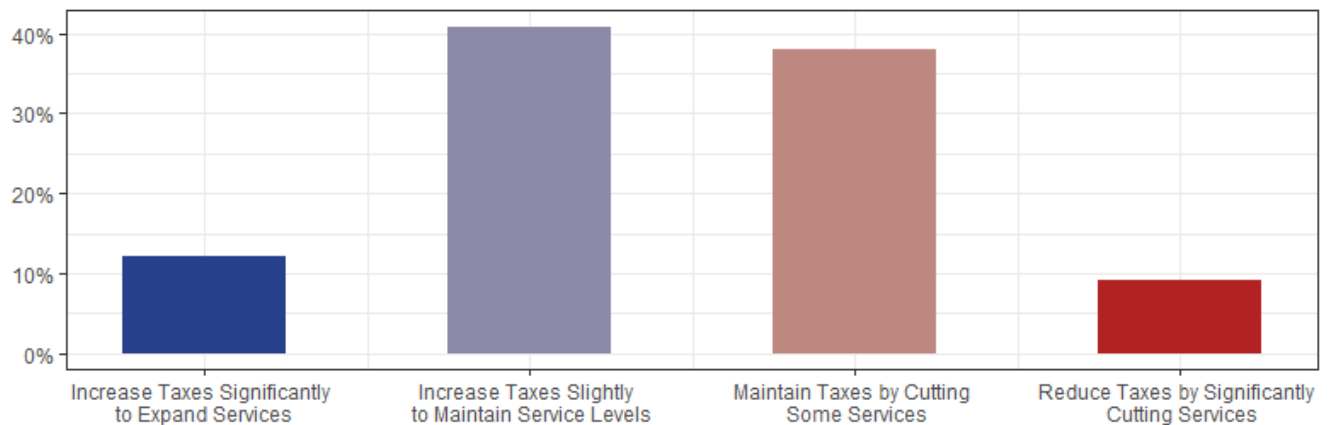
Infrastructure Approach by FSA



Taxation and Service Levels

Respondents were asked, “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. Over half of respondents were in favor of increasing taxes significantly (12%) or slightly (41%). This support was primarily derived from more educated, 65+ and under 35-year-old respondents.

How Should the City Balance Services and Taxation?



Taxation Approach by Education



Taxation Approach by Age

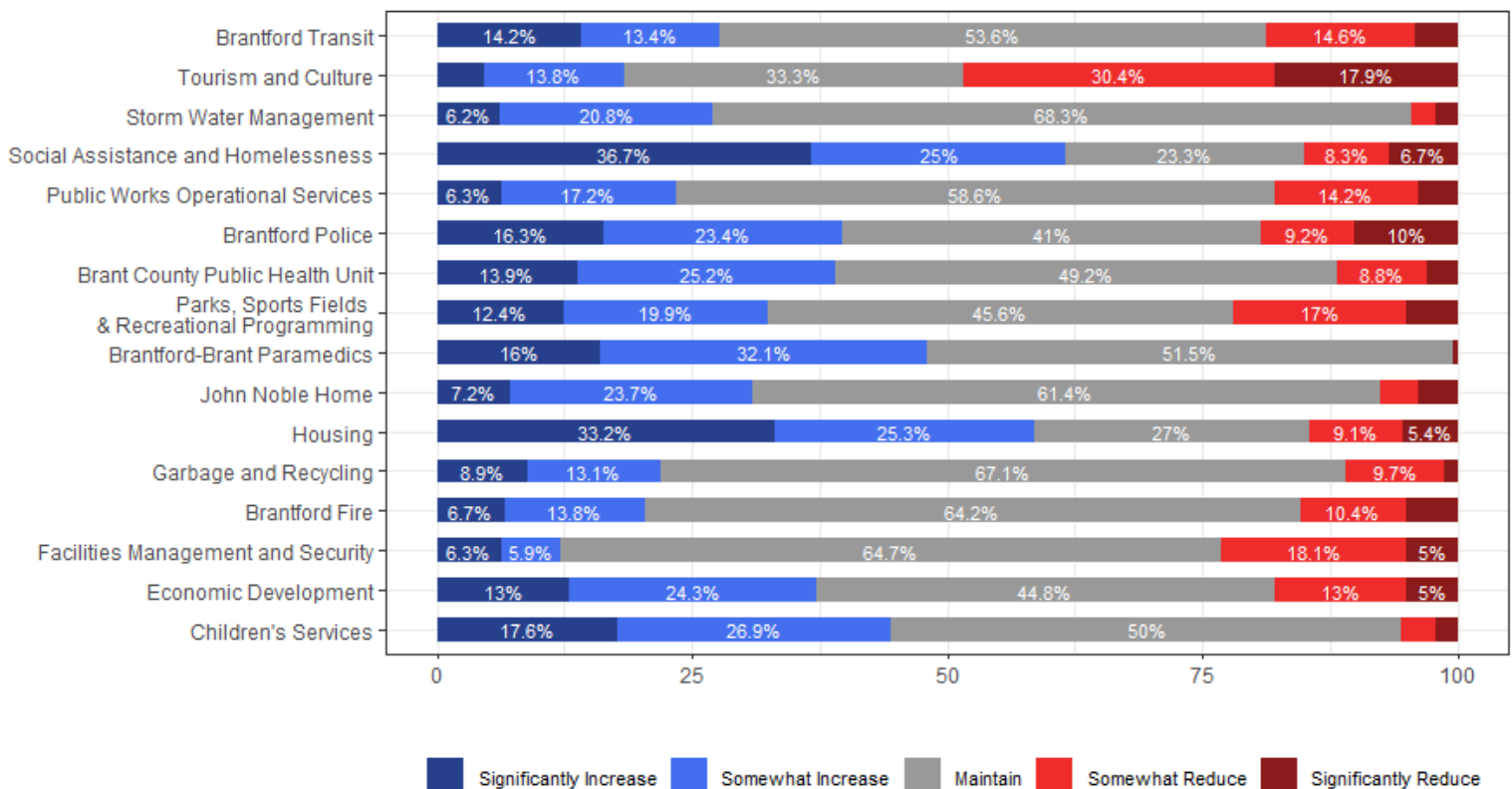


Taxation Approach by FSA

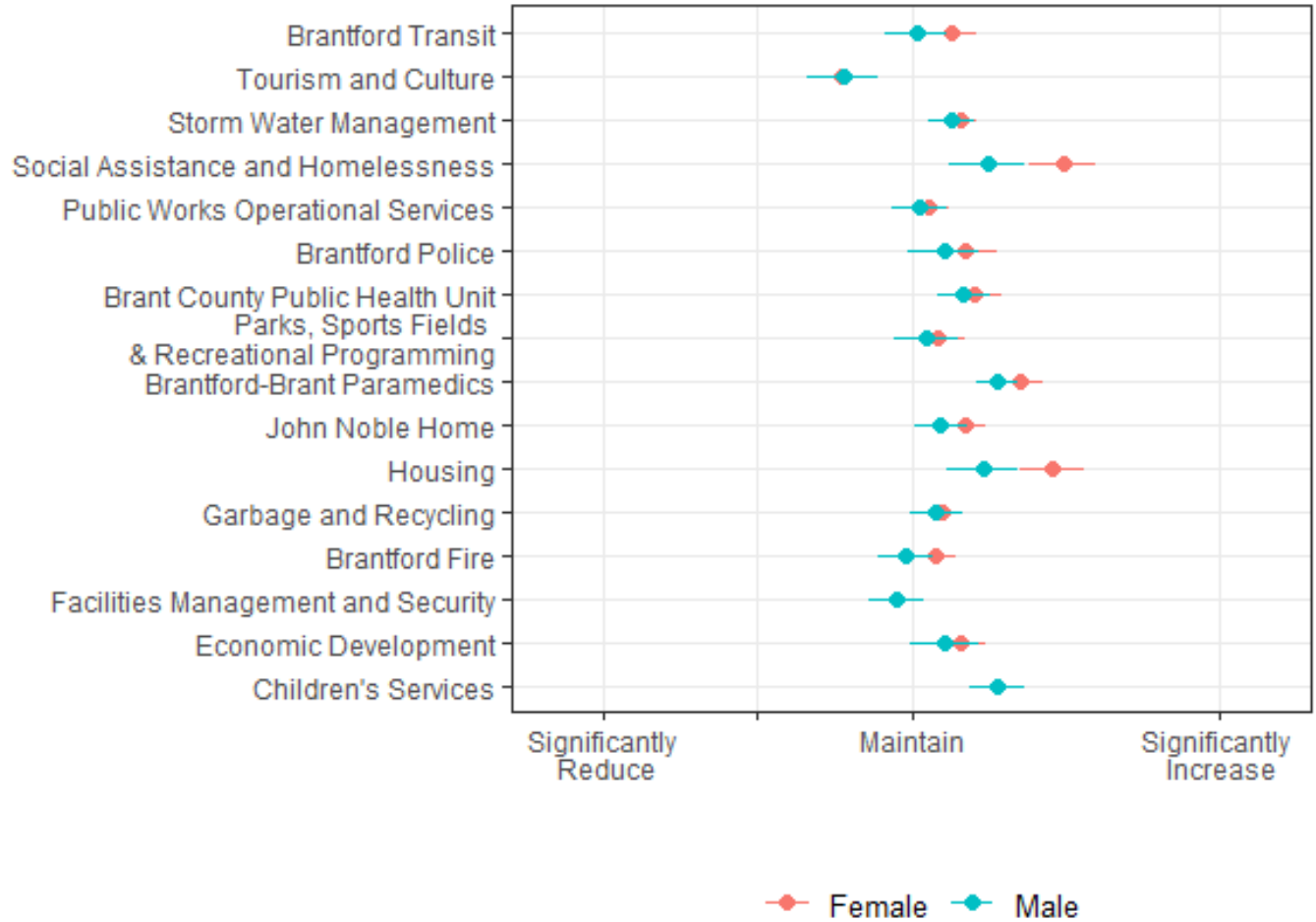


Key Programming/Service Areas

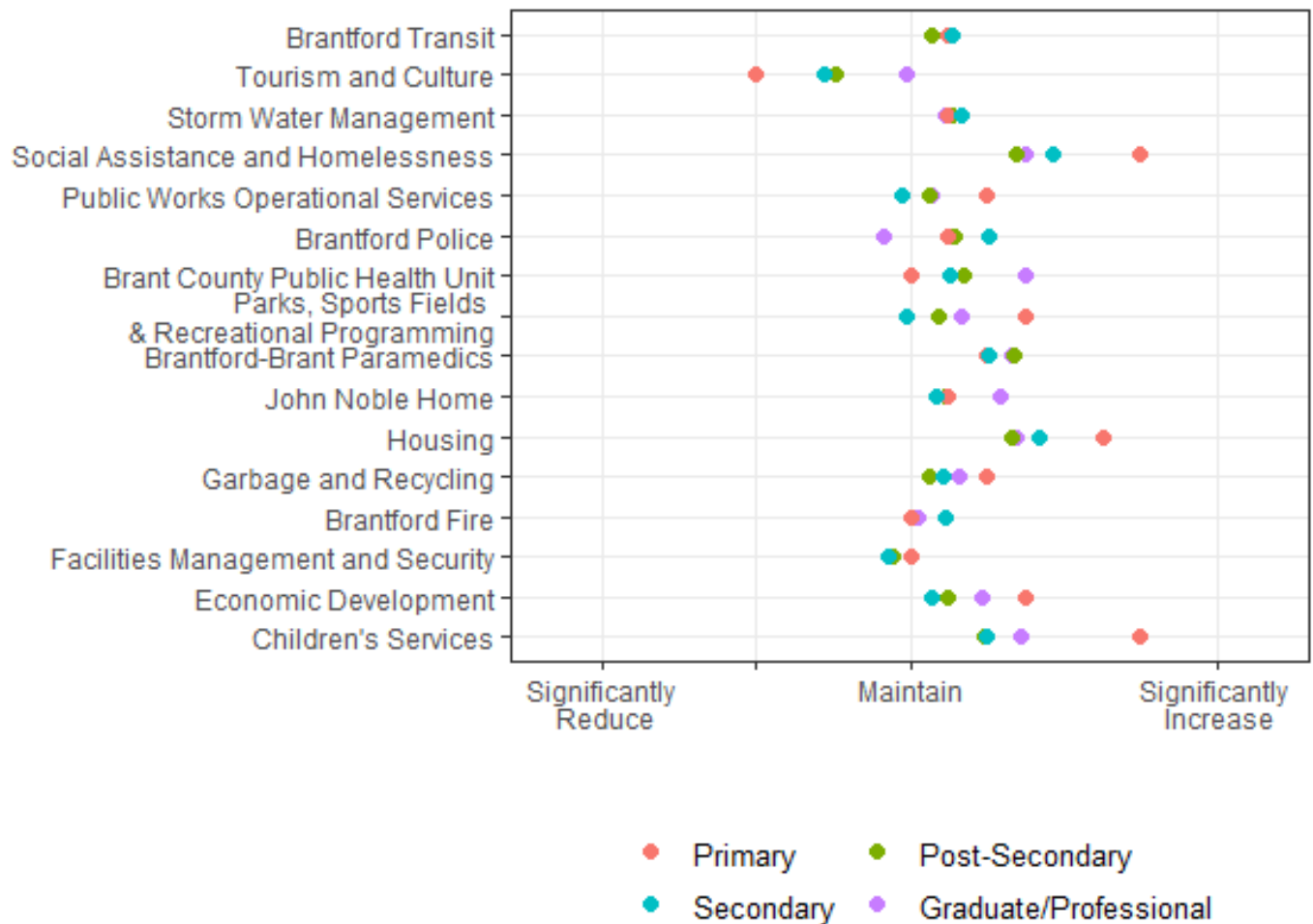
Respondents were asked to evaluate 16 different Key Programming and Service Areas and “indicate whether you feel service levels should be significantly reduced, somewhat reduced, maintained, somewhat increased, or significantly increased. Please keep in mind that maintaining or enhancing service levels may result in an increase in taxes.” The general consensus was maintaining the status quo, with 3 notable exceptions. There was significant support for increasing social assistance & homelessness (62%) and housing (59%), and significant opposition towards tourism and culture (48%). Less educated respondents were very supportive of increasing social assistance & homelessness, children’s services and housing, while opposed to tourism and culture. Older respondents were generally in favor of reducing service levels.



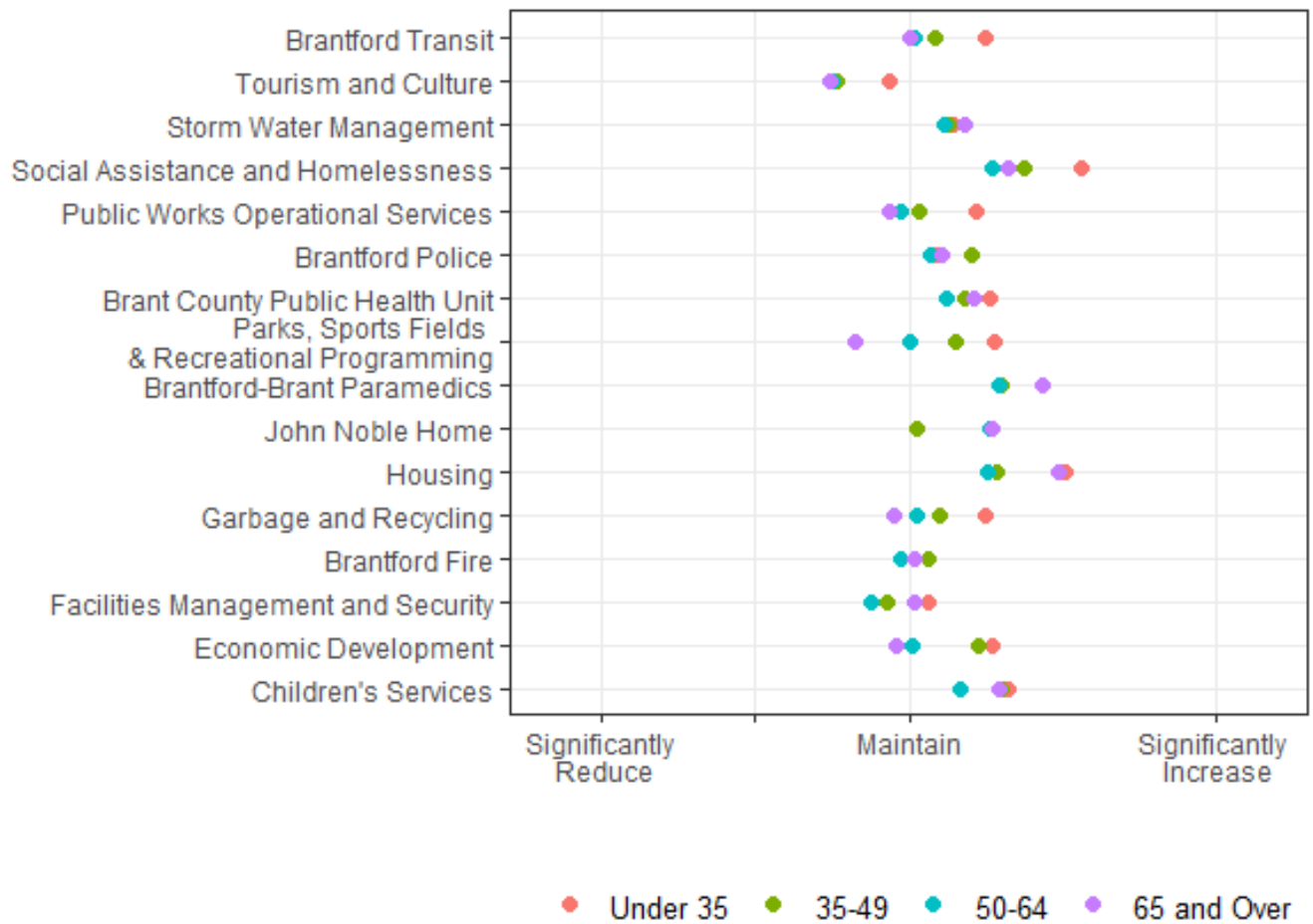
Key Programming/Services by Gender



Key Programming/Services by Education



Key Programming/Services by Age Group



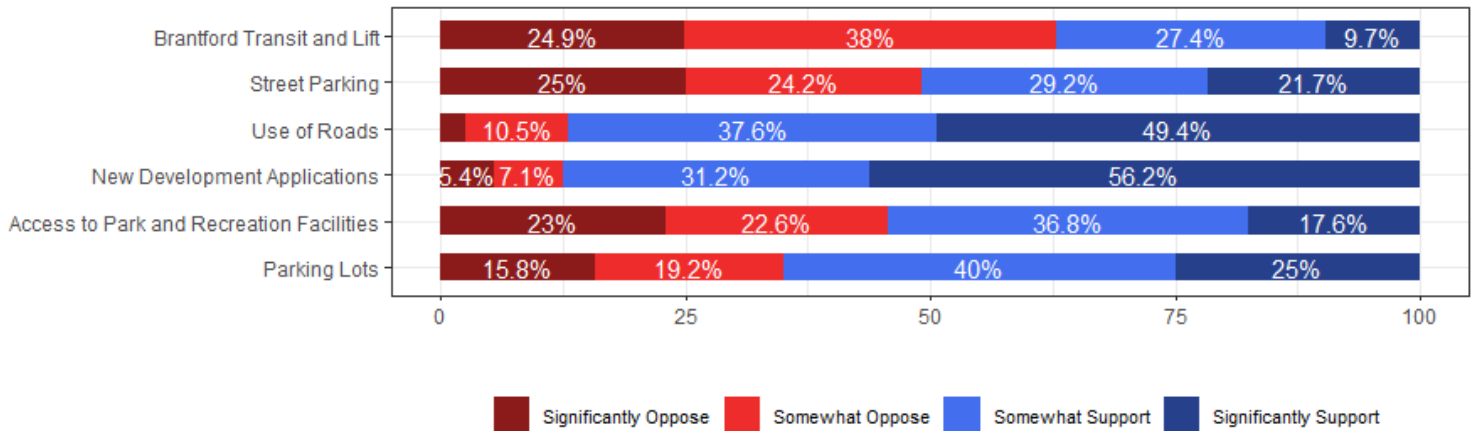
Key Programming/Services by FSA



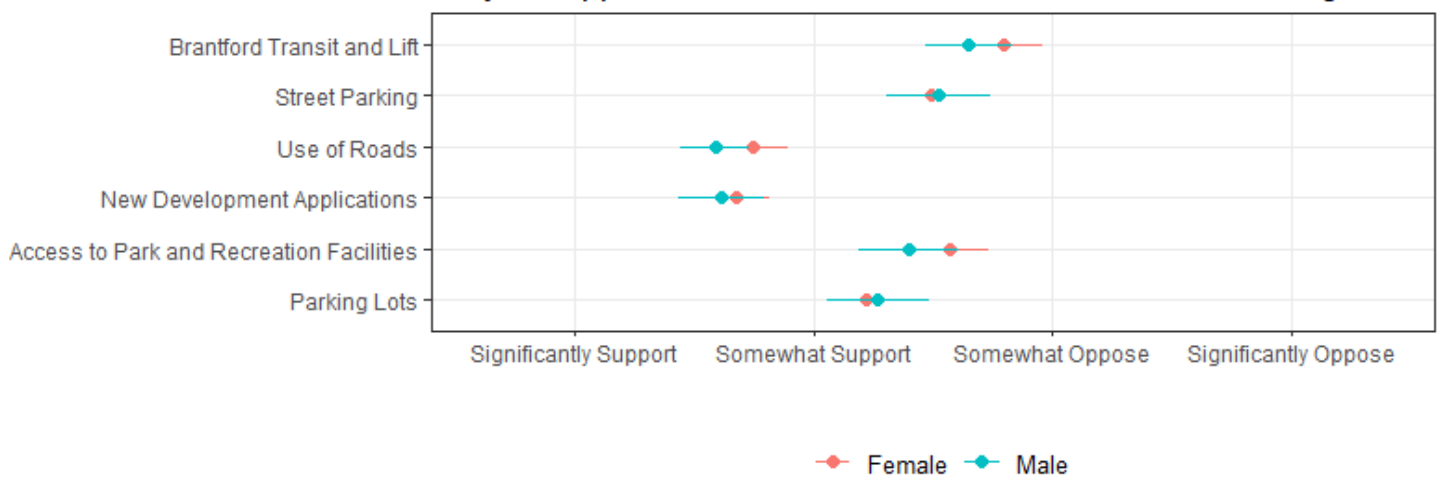
Generating Revenue

Respondents were asked, "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:"

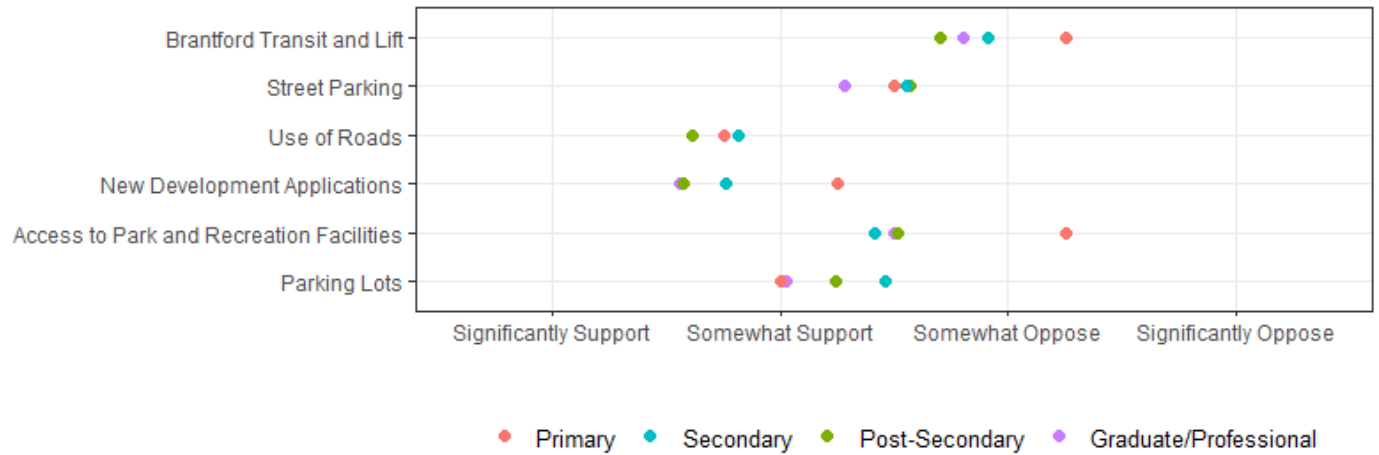
Do you support an increase or new user fees for the following areas:



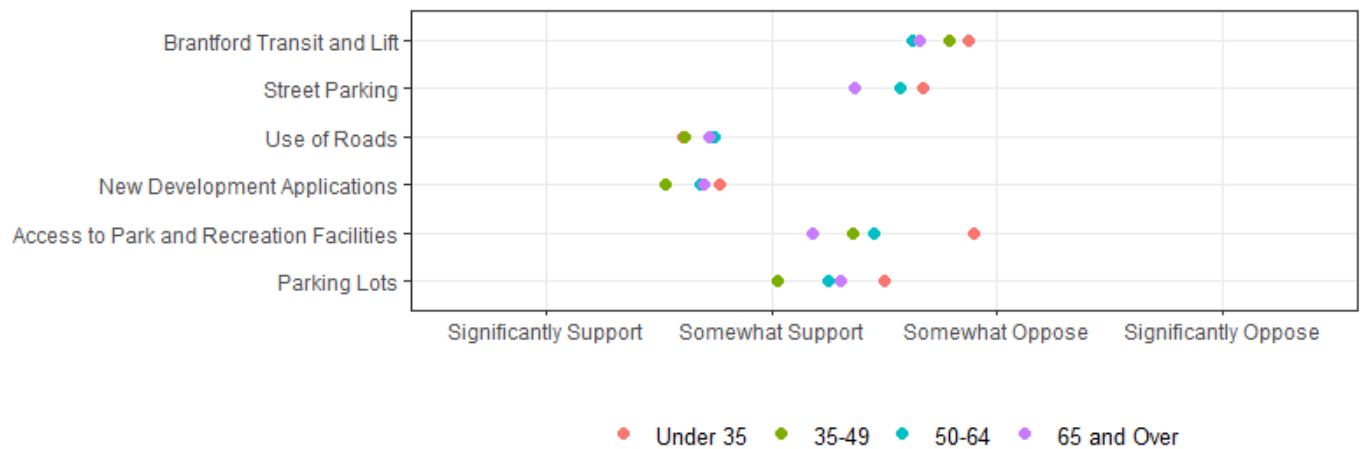
Do you support an increase or new user fees for the following areas:



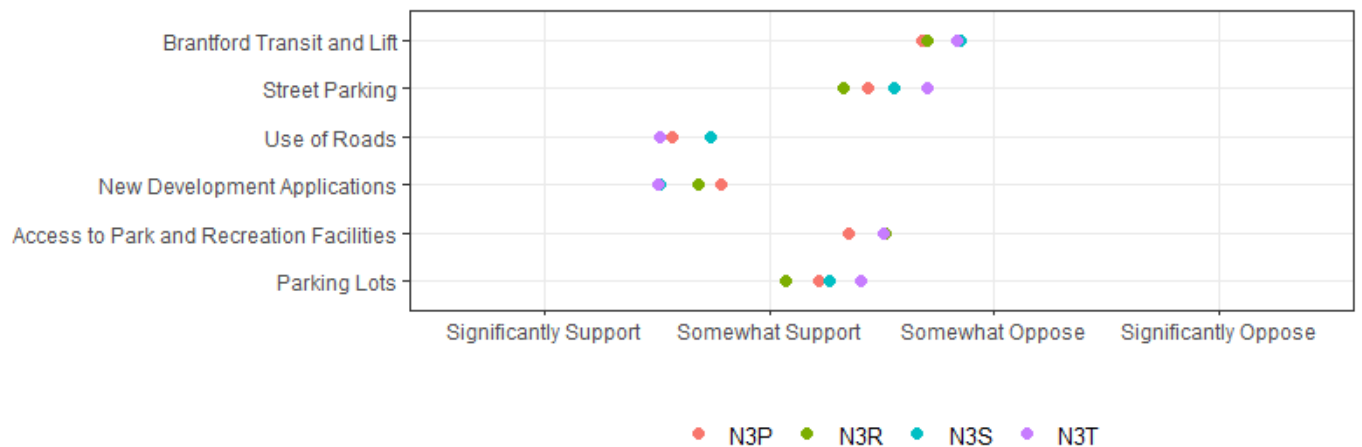
Do you support an increase or new user fees for the following areas:



Do you support an increase or new user fees for the following areas:



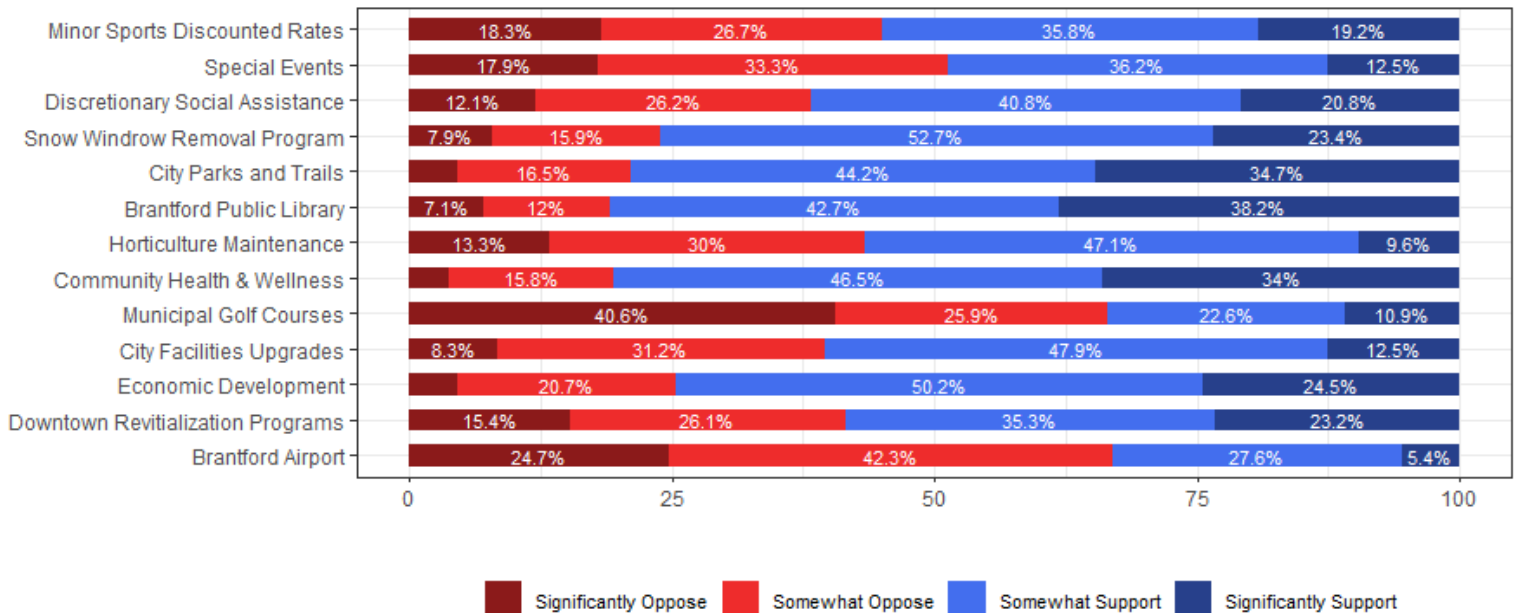
Do you support an increase or new user fees for the following areas:



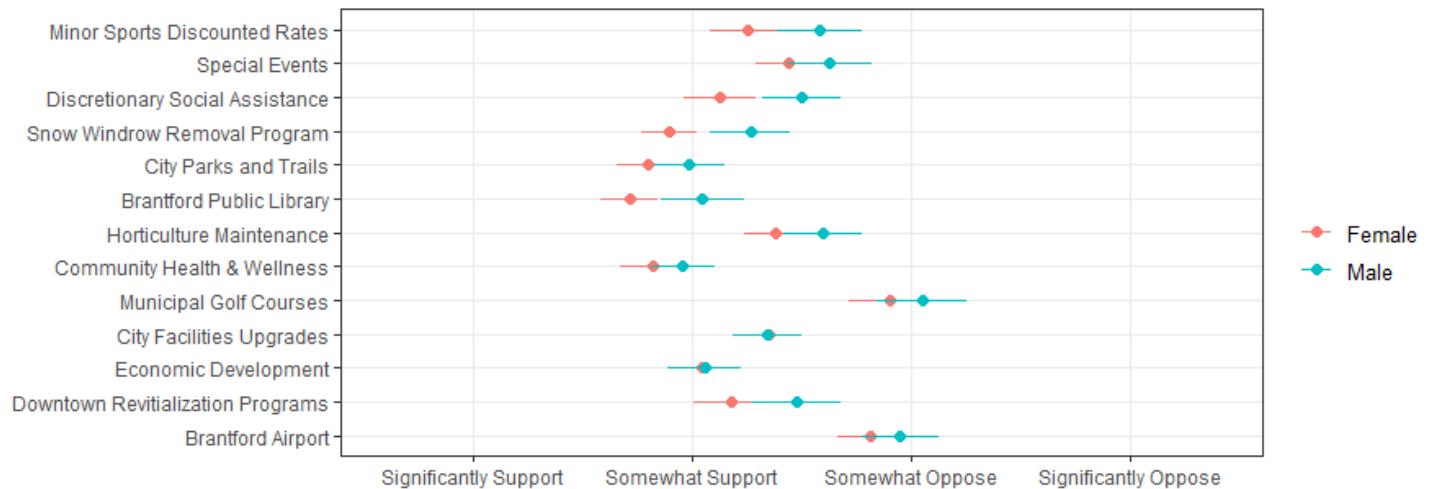
Preferred Discretionary Spending Areas

Respondents were asked to “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?”

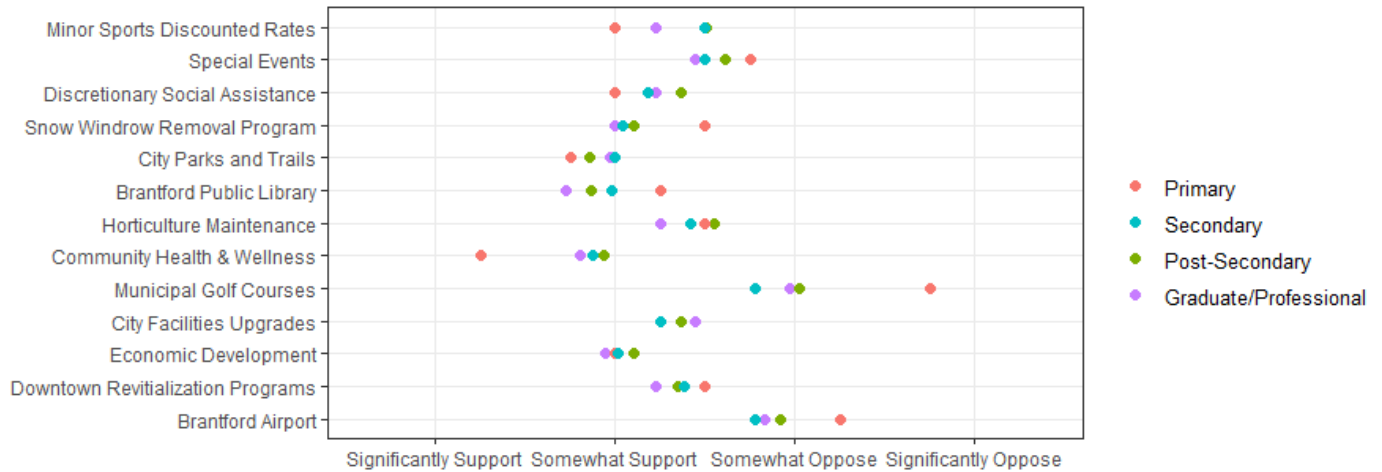
Preferred Discretionary Spending



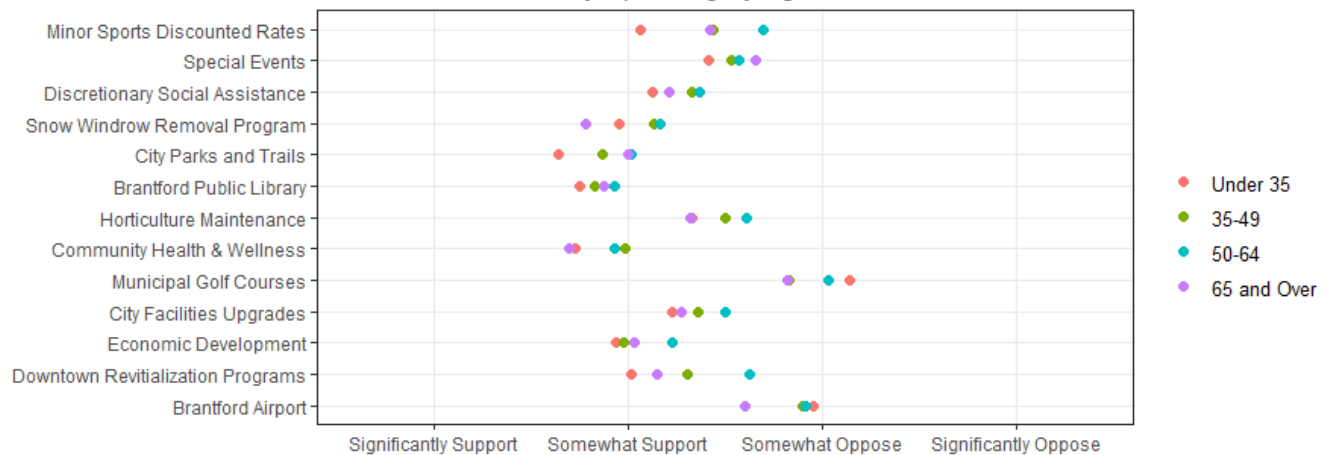
Preferred Discretionary Spending by Gender



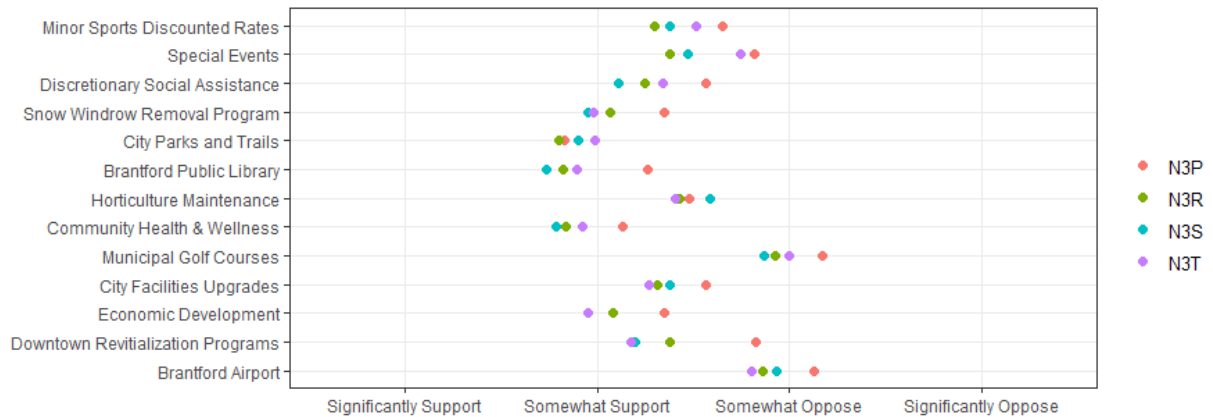
Preferred Discretionary Spending by Education



Preferred Discretionary Spending by Age



Preferred Discretionary Spending by FSA



Appendix III: Telephone Survey

BRANTFORD BUDGET SURVEY November 2021

INTRODUCTION

INT02.

Hello, my name is **(FIRST NAME ONLY)** and I am calling on behalf of the City of Brantford. We are conducting a short 10-minute telephone survey about budget allocations within Brantford.

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 2022 budget process by completing this survey, the results of which will be shared with City Council and municipal staff to help inform the 2022 budget development process taking place in February, 2022. 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)

Q3B.

Brantford Fire

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

7. (Refused)

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)

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)

Q3P.

Storm Water Management

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

Q3O.

Economic Development

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 Courses

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 is your postal code?

1. (RECORD POSTAL CODE)
2. (Don't Know)
3. (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.

In politics people sometimes talk of 'left' and 'right'. Where would you place yourself on a scale from 1 to 10, with 1 being very left wing and 10 being very right wing?

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

Q15.

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!

2022 City Budget Survey Results



2022 Budget Survey Overview

Background

- The purpose of the public engagement campaign is twofold:
 - Educate residents about the City's Budget Process
 - Help inform the City's estimate Committee by providing insights about public priorities
- The “Let's Talk Brantford” platform was adopted in Q4 2020
- Council approved a partnership with Laurier Brantford Research in Q3 2021
 - Recommendations to improve survey methodology
 - Expanded to include a telephone survey hosted by the Canadian Hub for Applied and Social Research (“CHASR”)

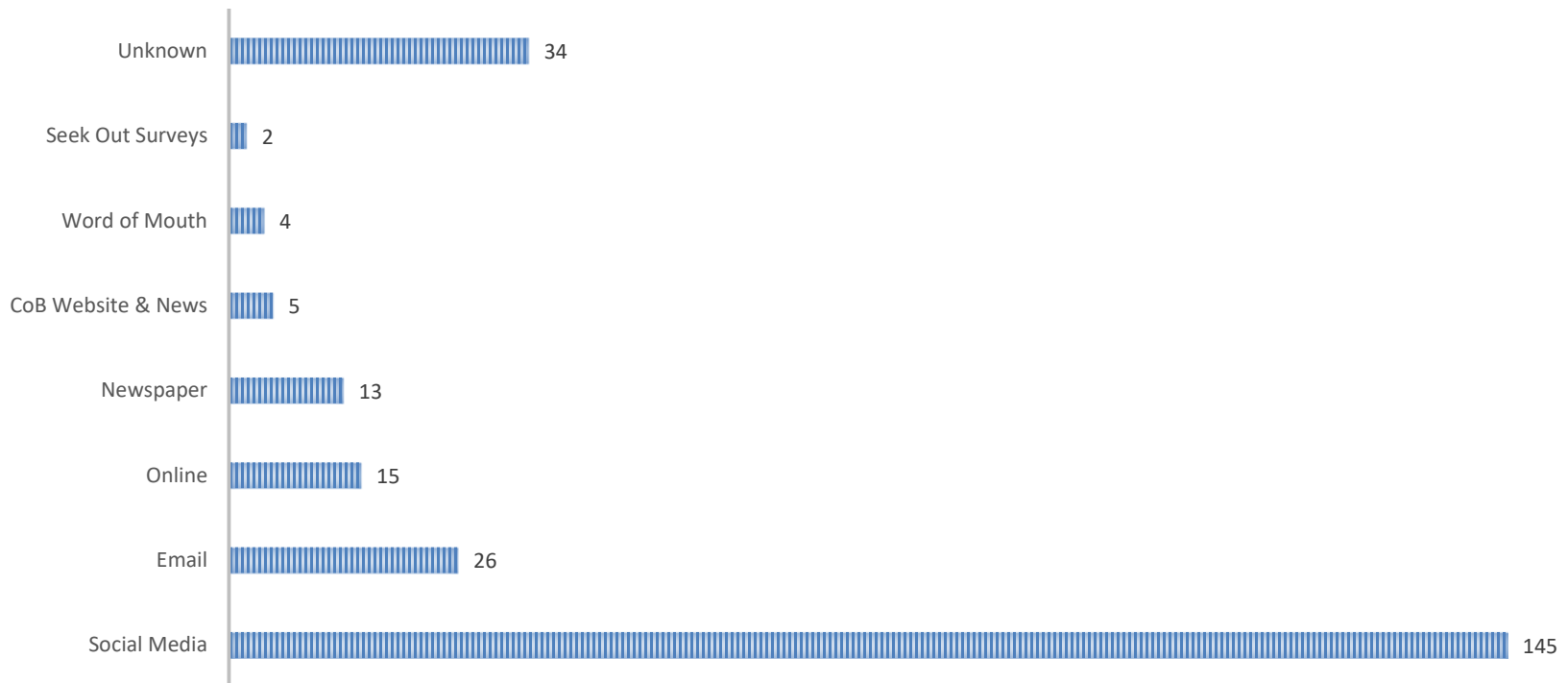
2022 Budget Survey Overview (cont.)

Methods

- Telephone survey
 - The Canadian Hub for Applied and Social Research (CHASR) hosted the 20-minute telephone survey
 - Survey was administered to 500 Brantford residents age 18 or older
- Web survey
 - Hosted through the "Lets Talk Brantford" platform
 - Survey was administered to 244 Brantford residents age 18 or older
- Telephone and web sampling
 - The web and telephone samples represent a different cross-section of Brantford
 - Sampling strategy and self-selection bias of web data
- Analysis
 - Bar charts, histograms and plots with standard error using ggplot2
 - Difference of means testing

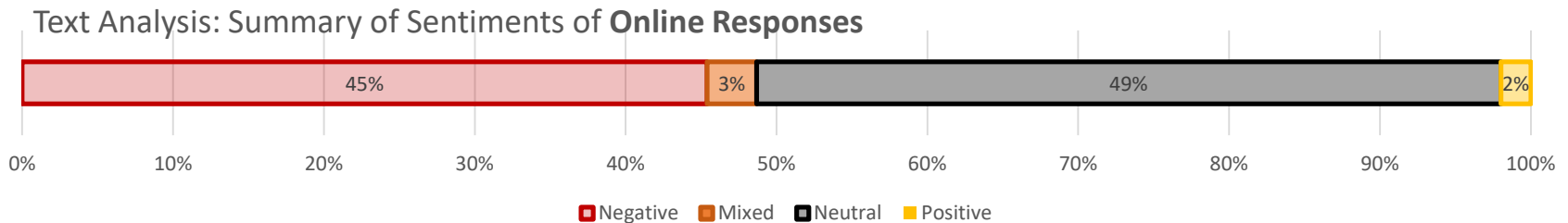
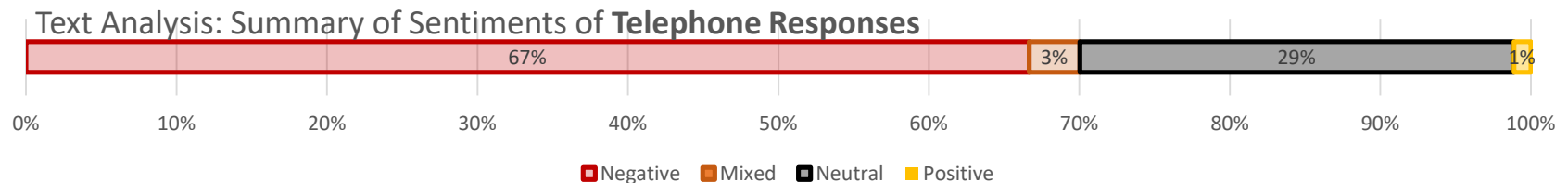
How People Found Out of the Let's Talk Survey

HOW PEOPLE FOUND OUT: LET'S TALK BRANTFORD SURVEY



Sentiment Analysis of Text

- “negative”, “mixed”, “neutral”, or “positive” to indicate the overall satisfaction of respondent on the subject they chose to elaborate.
- Negative: 67% of telephone survey responses and 45% of online survey responses
- Mixed: 3% of telephone survey responses and 3% of online survey responses
- Neutral: 29% of telephone survey responses and 49% of online survey responses
- Positive: 1% of telephone survey responses and 3% of online survey responses



Further Ideas from the Qualitative Analysis: About Taxes

"We cannot continue raising taxes, it's getting unbearable. You have to start thinking about what this is doing to the middle class."	Participant 206
"A better balance between residential and non-residential tax revenues should help everyone. Review the tax-exempt property policy. Focus on housing options and also encourage "gentrification" where it will make a meaningful difference to attract people to Brantford."	Participant 207
"Why are Brantford's taxes so high? They are higher than any region i know of yet we receive no greater services."	Participant 208
"A novel idea: they should give a discount for taxes and housing if you live in Brantford and work in Brantford, and for those who work outside in Hamilton and Toronto should pay more in taxes, especially if they are renting."	Participant 105

Further Ideas from the Qualitative Analysis: About Programs and Services

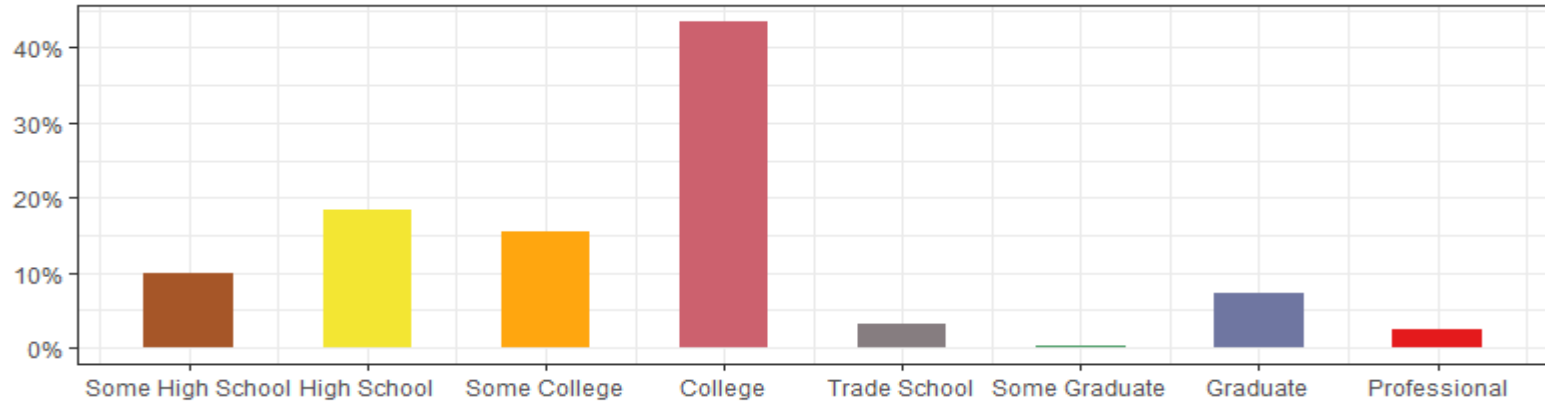
"As a health care provider the city needs a community treatment centre or overdose prevention service site to save lives during an opioid epidemic."	<i>Participant 209</i>
"I selected increase services for many categories because of all the new homes and subdivisions going up. More support, programs, resources and general infrastructure are needed."	<i>Participant 210</i>
"Improve Cityscape and Waterfront!"	<i>Participant 211</i>
"Very disappointed to see that Animal Services is not mentioned in this survey. The services they provide are extremely important for public safety and the ethical treatment of animals"	<i>Participant 213</i>
"Expand Brantford transit services as part of the Link the Watershed Initiative!"	<i>Participant 215</i>
"Allow for people to manage their own waste water (like with irrigation systems) to reduce household costs."	<i>Participant 104</i>
"Please consider refugee claimants in your budget"	<i>Participant 216</i>

Further Ideas from the Qualitative Analysis: About Revenue

"Privatization costs more in the long term, and limits the city's ability to fulfill its duty of care to its citizens by inserting a third party between the people and the state. Please look to internal sources for income streams and program solutions, rather than spending money of the delivery of programs through private corporate contracts."	<i>Participant 212</i>
"The Police Dept. could increase enforcement of traffic rules, fines for speeding, etc. which would generate more revenue to help offset increased costs"	<i>Participant 214</i>
"...the golf program (specifically, Arrowdale) is a money maker especially compared to others like Gretzky Center and they should reconsider."	<i>Participant 106</i>

Demographic Overview

Education Overview



Telephone Summary

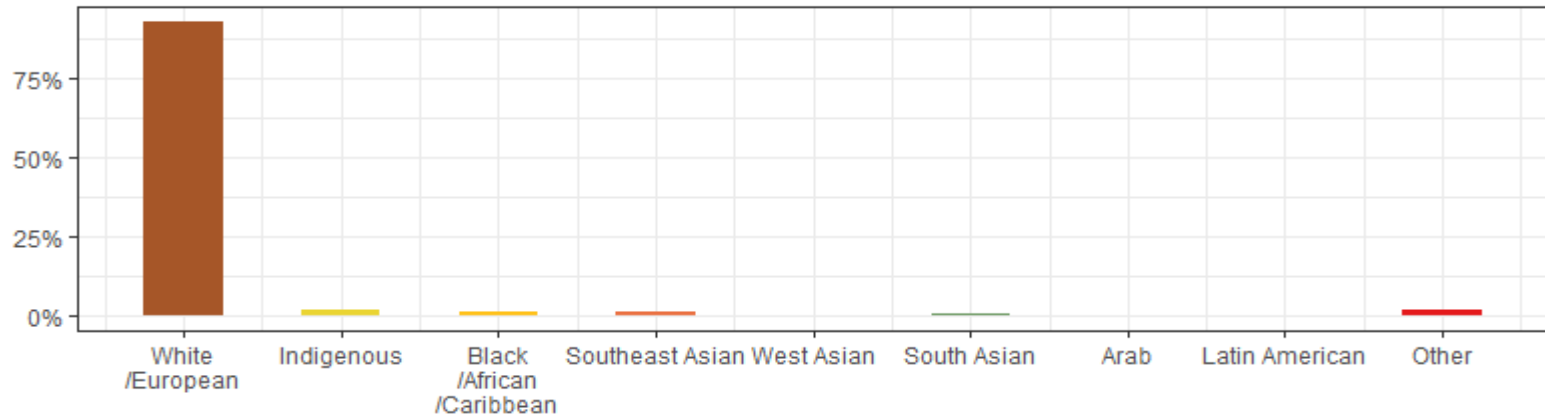
- Split between non-college (47%) and at least college-educated (53%) respondents
- Single largest group was college-educated (46%)

Web Summary

- Vast majority of respondents were at least college-educated (75%)
- Single largest group was college-educated (54%)

Demographic Overview (cont.)

Ethnicity Overview



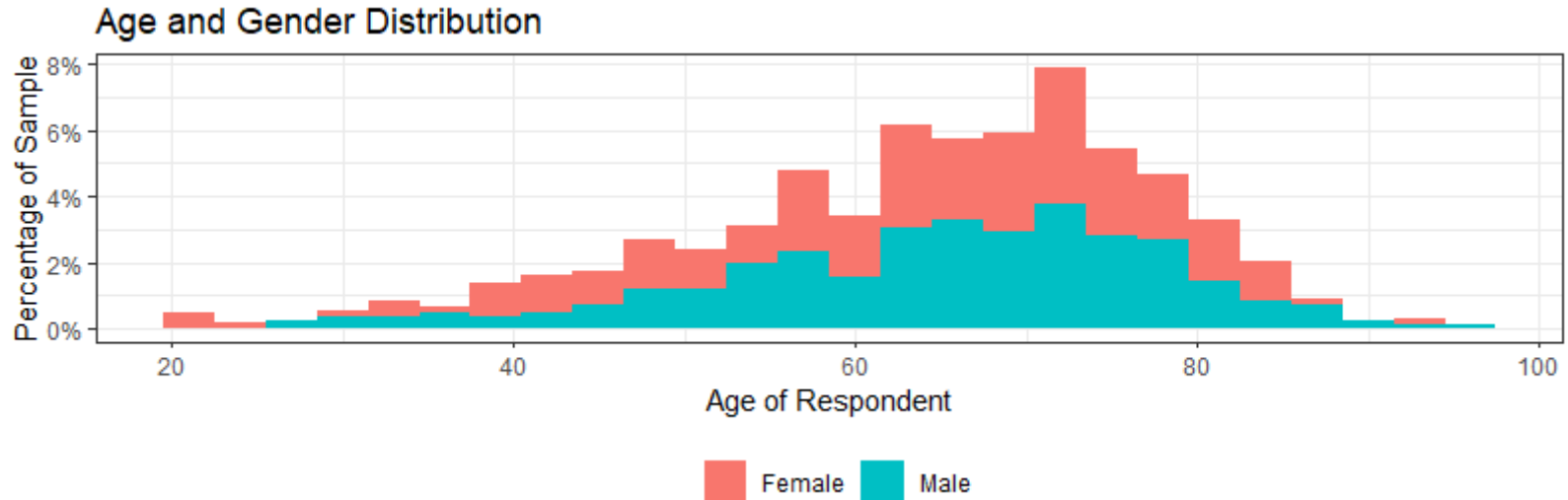
Telephone Summary

- Overwhelmingly white/European (93%)
- Single largest non-white group was “Other”

Web Summary

- Predominately white/European (87%)
- Single largest non-white group was “Other”

Demographic Overview (cont.)



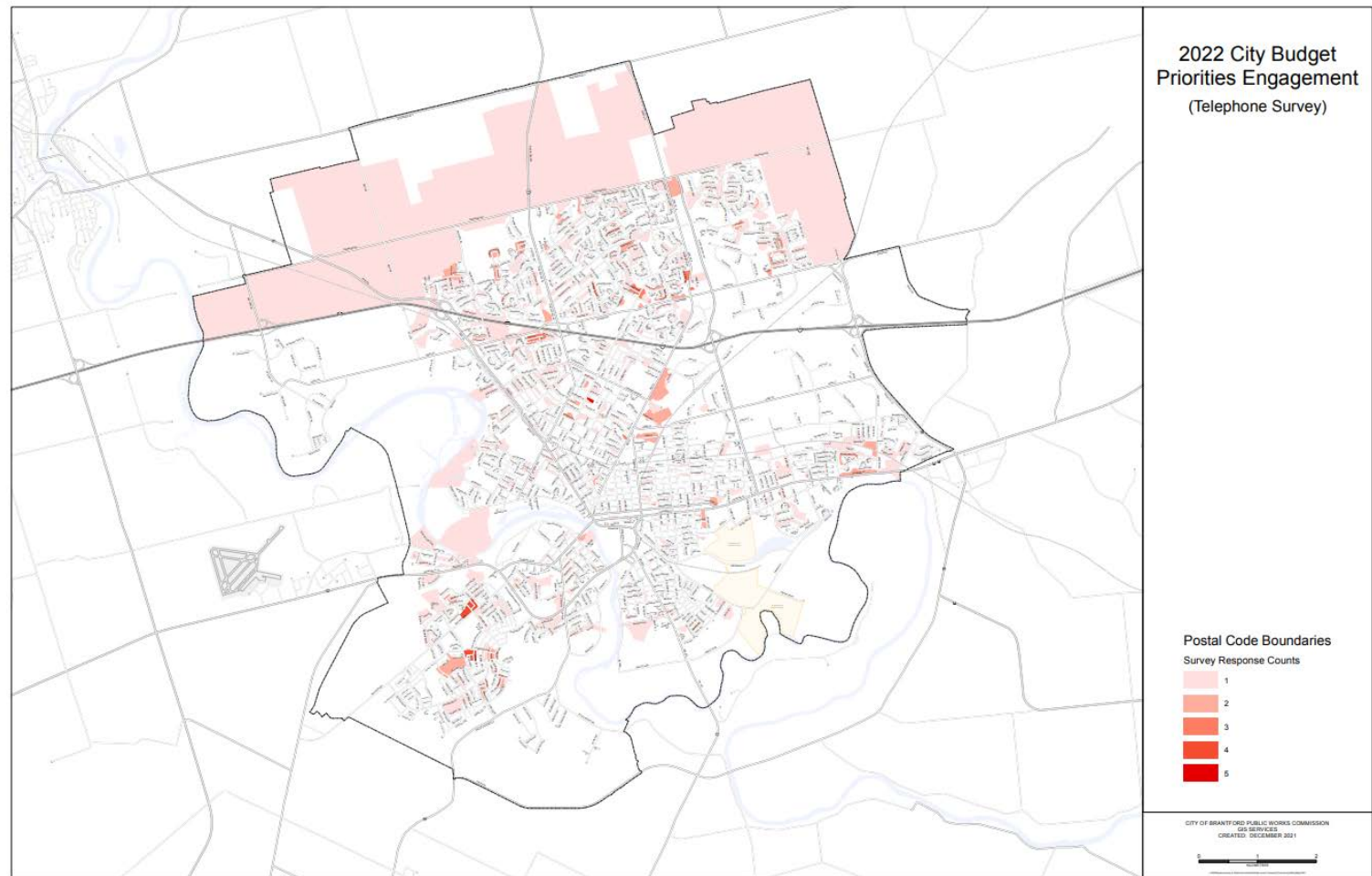
Telephone Summary

- Average age of respondent was 64.1
- 42% of respondents were female, while 58% were male

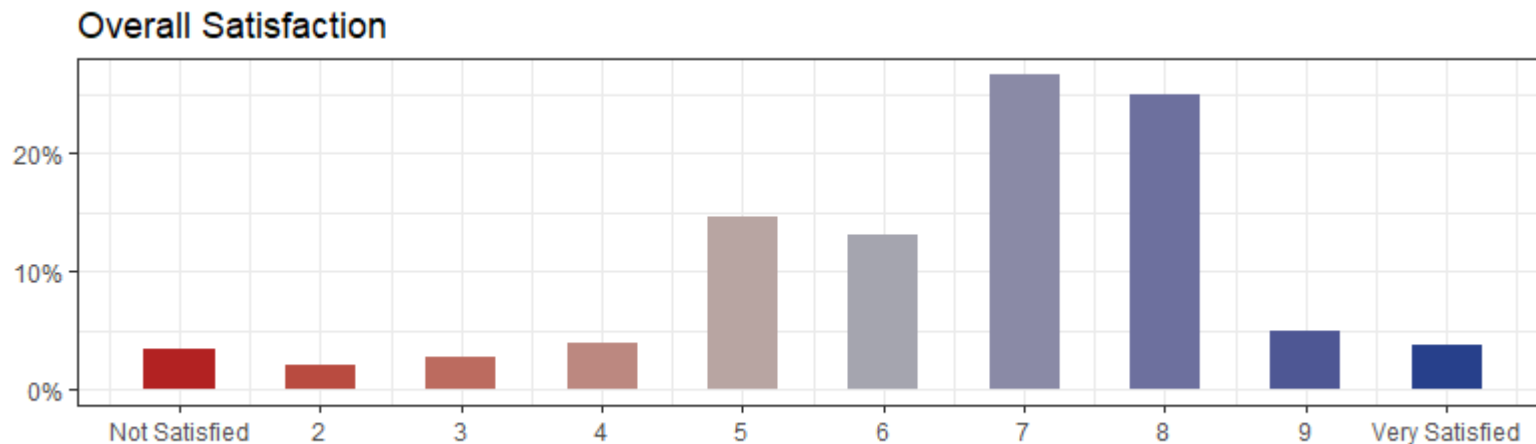
Web Summary

- Average age of respondent was 48.1
- 54% of respondents were female, while 45% were male

Participation by postal code



Overall Satisfaction



Telephone Summary

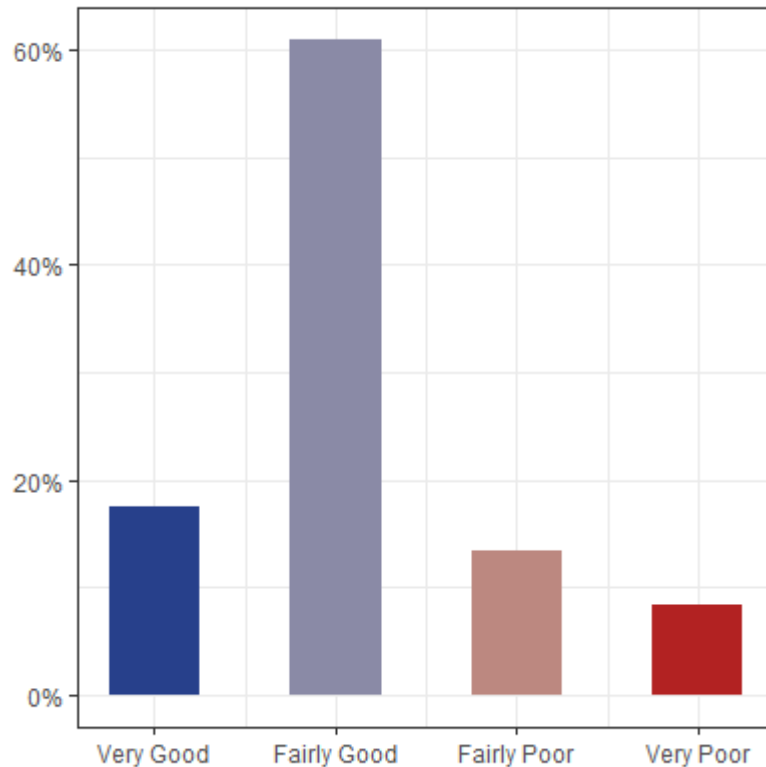
- Over 73% of respondents were satisfied (6 and above)
- Over 50% provided a “7” or “8” rating

Web Summary

- Over 51% of respondents were not satisfied (5 and below)

Value

Overall Value for Taxes



Telephone Summary

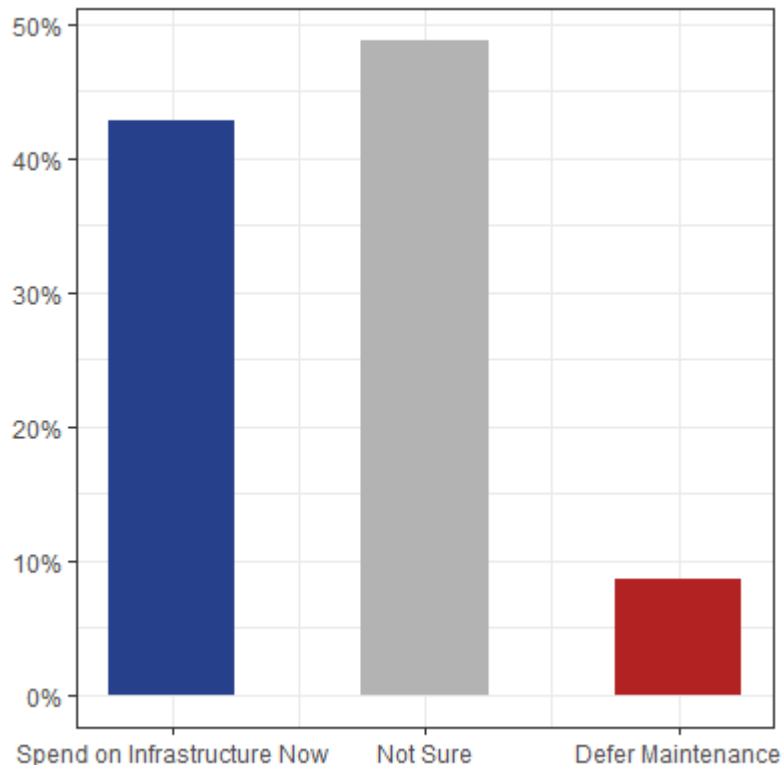
- 78% of respondents believed they receive “very good” or “fairly good” value
- Single largest group was those that selected “fairly good” (61%)
- Twice as many respondents believed they receive “very good” value compared to “very poor” value.

Web Summary

- 54% of respondents believed they receive “very good” or “fairly good” value
- Single largest group was those that selected “fairly good” (50%)

Infrastructure Spending

How Should the City Approach Infrastructure



Telephone Summary

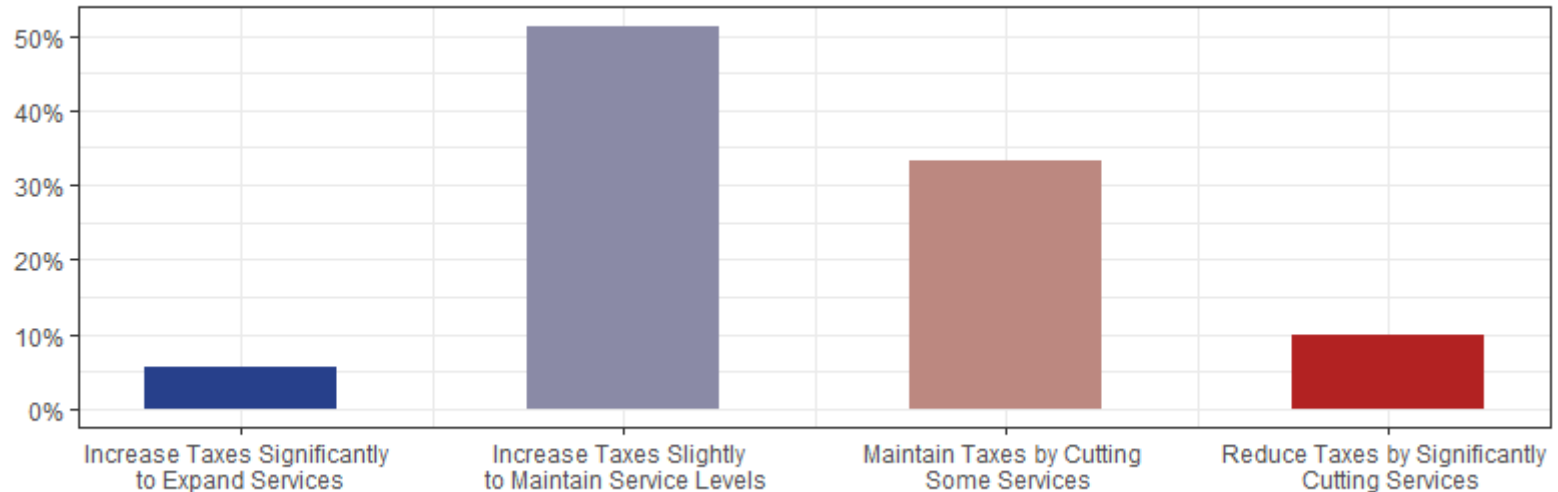
- 49% of respondents were “not sure/needed more information”
- Less than 10% preferred deferring maintenance

Web Summary

- 37% of respondents answered “not sure/needed more information”
- 56% of respondents agreed to spend on infrastructure now

Balancing Taxation

How Should the City Balance Services and Taxation?



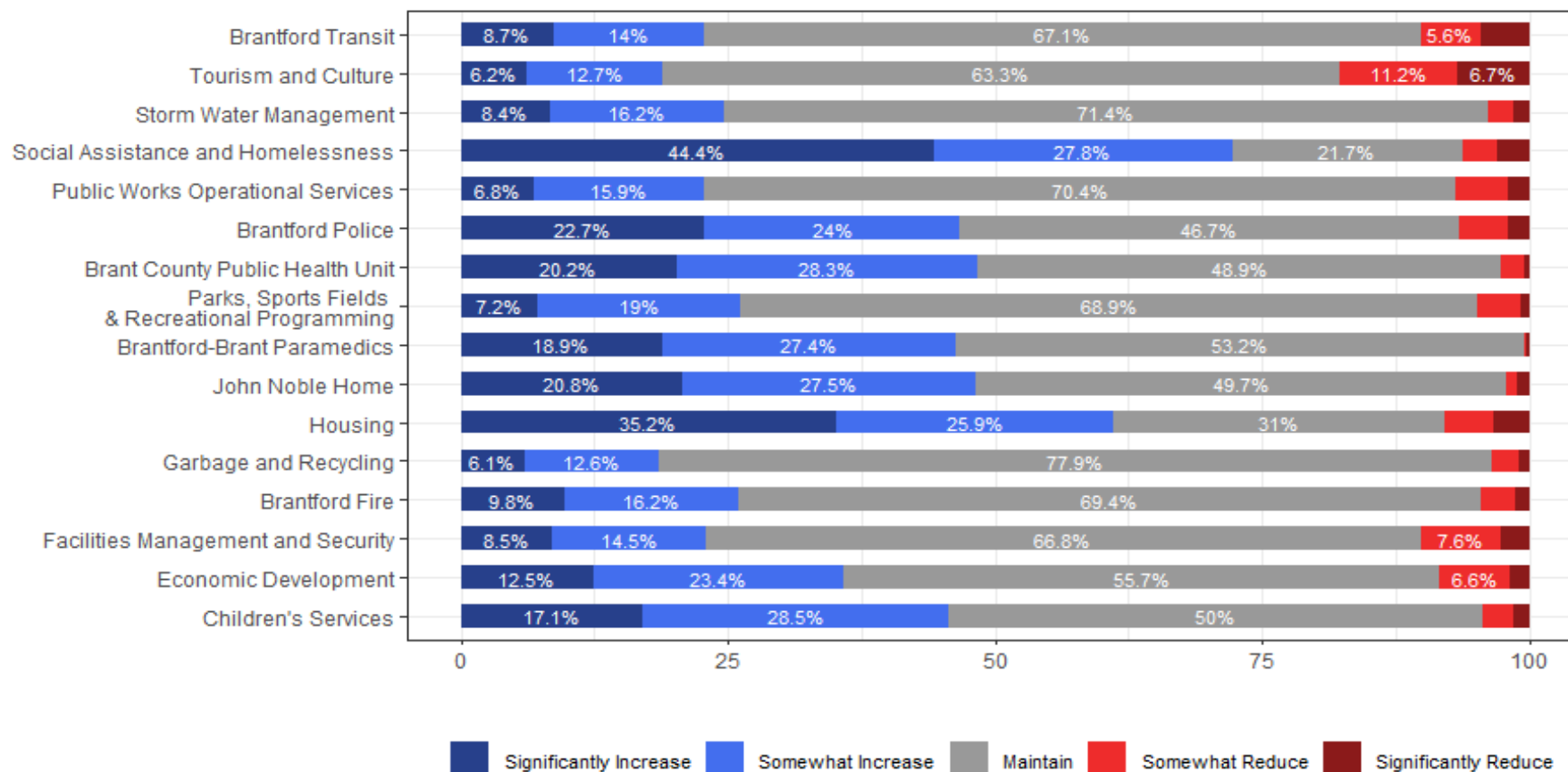
Telephone Summary

- About half of respondents (51%) preferred increasing taxes slightly to maintain current service levels
- About 1/3 of respondents preferred to maintain tax levels by cutting some services

Web Summary

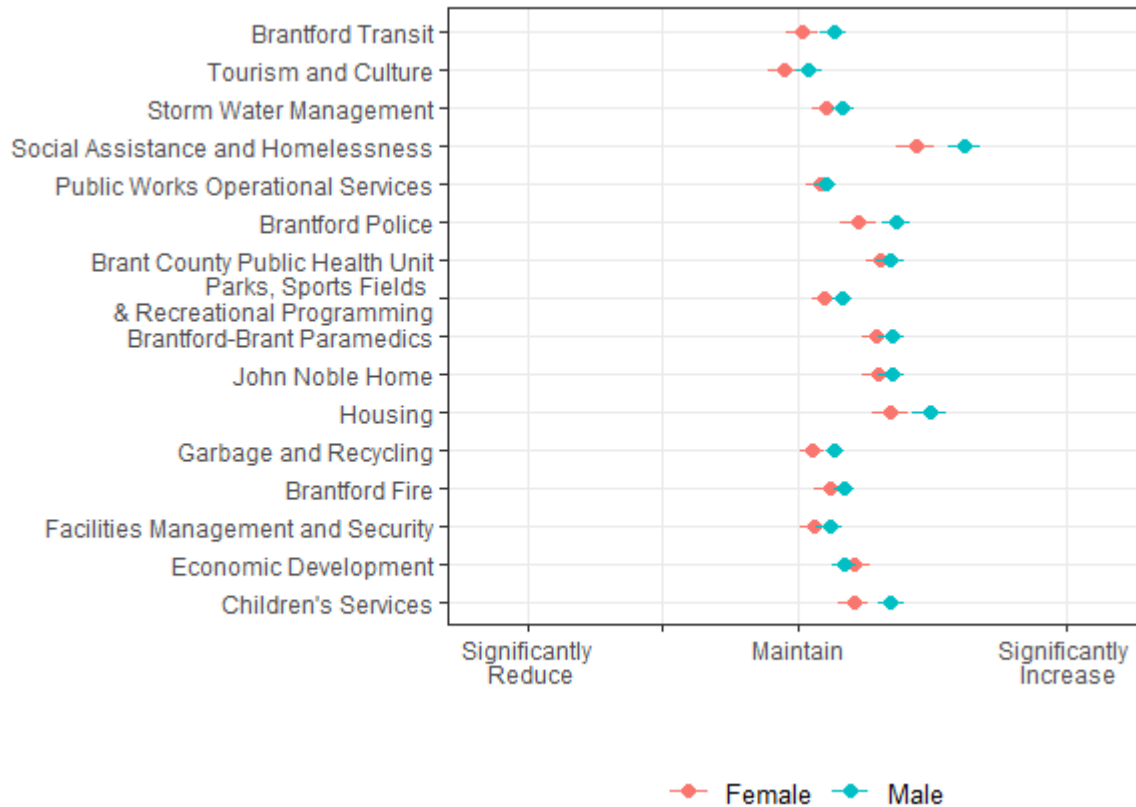
- Over half of respondents (53%) believe in increasing taxes slightly or significantly

Key Programming/Service Areas



Key Programming/Services (cont.)

Key Programming/Services by Gender



Telephone Summary

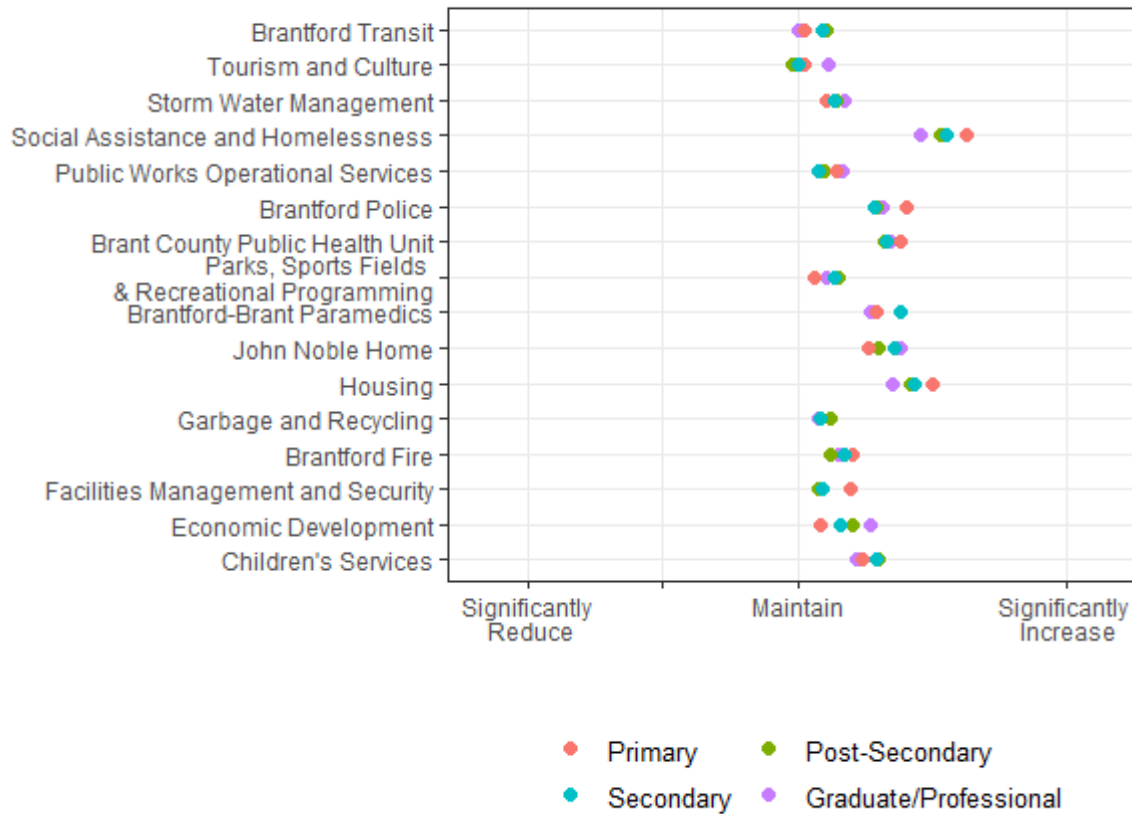
- Males were generally more supportive of increasing service levels, especially in the areas of social assistance & homelessness, police, housing and children's services

Web Summary

- Females were generally more supportive of increasing service levels, especially in the areas of social assistance & homelessness

Key Programming/Services (cont.)

Key Programming/Services by Education



Telephone Summary

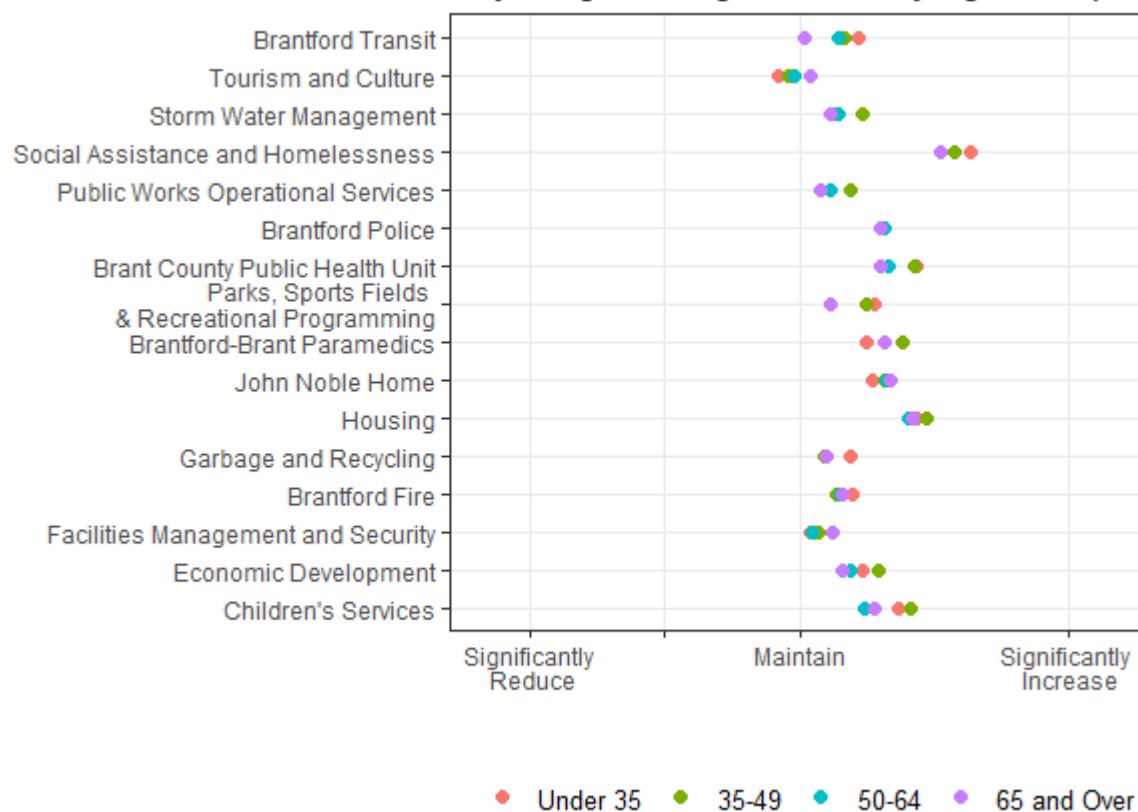
- Less educated respondents were more supportive of social assistance & homelessness and housing
- More educated respondents were more supportive of economic development

Web Summary

- More educated respondents were more supportive of tourism and culture and Brant County Public Health Unit

Key Programming/Services (cont.)

Key Programming/Services by Age Group



Telephone Summary

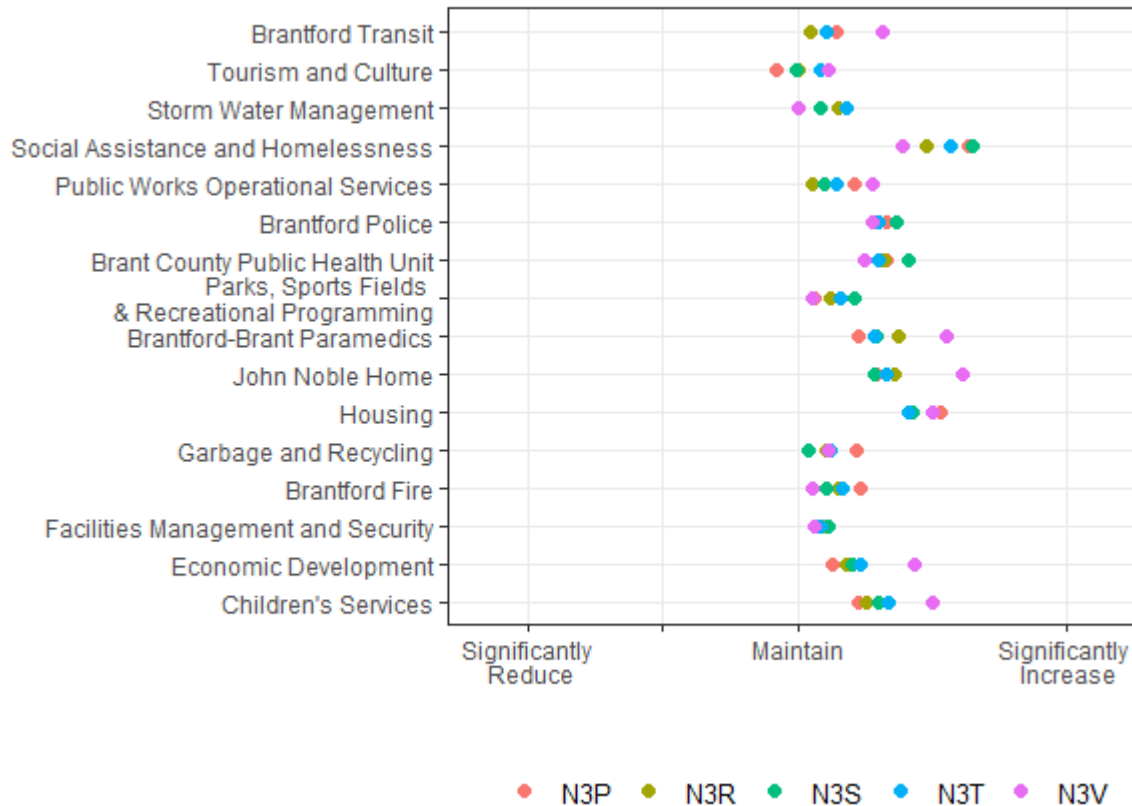
- Younger respondents were more supportive of increasing service levels, except for tourism & culture and facilities management & security

Web Summary

- Younger respondents were more supportive of increasing service levels in all areas

Key Programming/Services (cont.)

Key Programming/Services by FSA



Telephone Summary

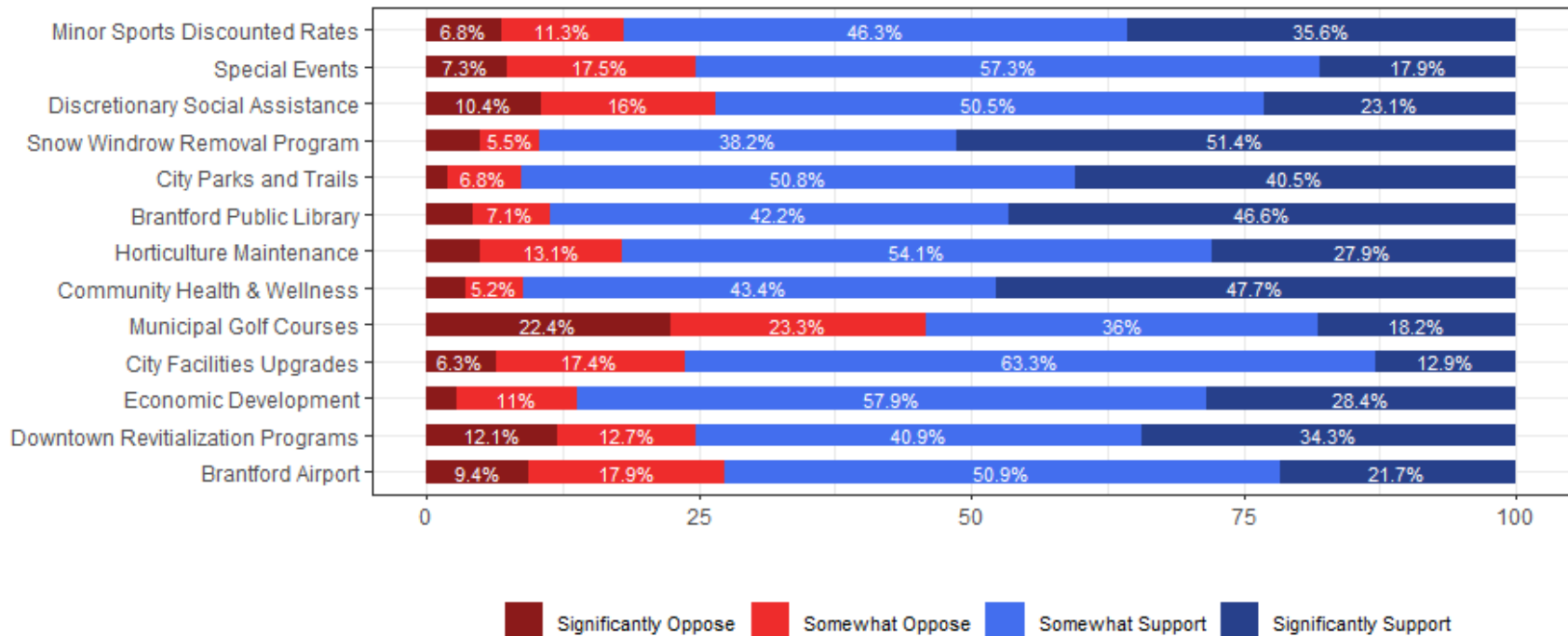
- Respondents from 'N3V' were more supportive of increasing service levels for economic development, children's services, John Noble Home, paramedics and transit

Web Summary

- Respondents from 'N3P' were generally in favor of reducing service levels, except for Brantford-Brant Paramedics

Preferred Discretionary Spending

Preferred Discretionary Spending



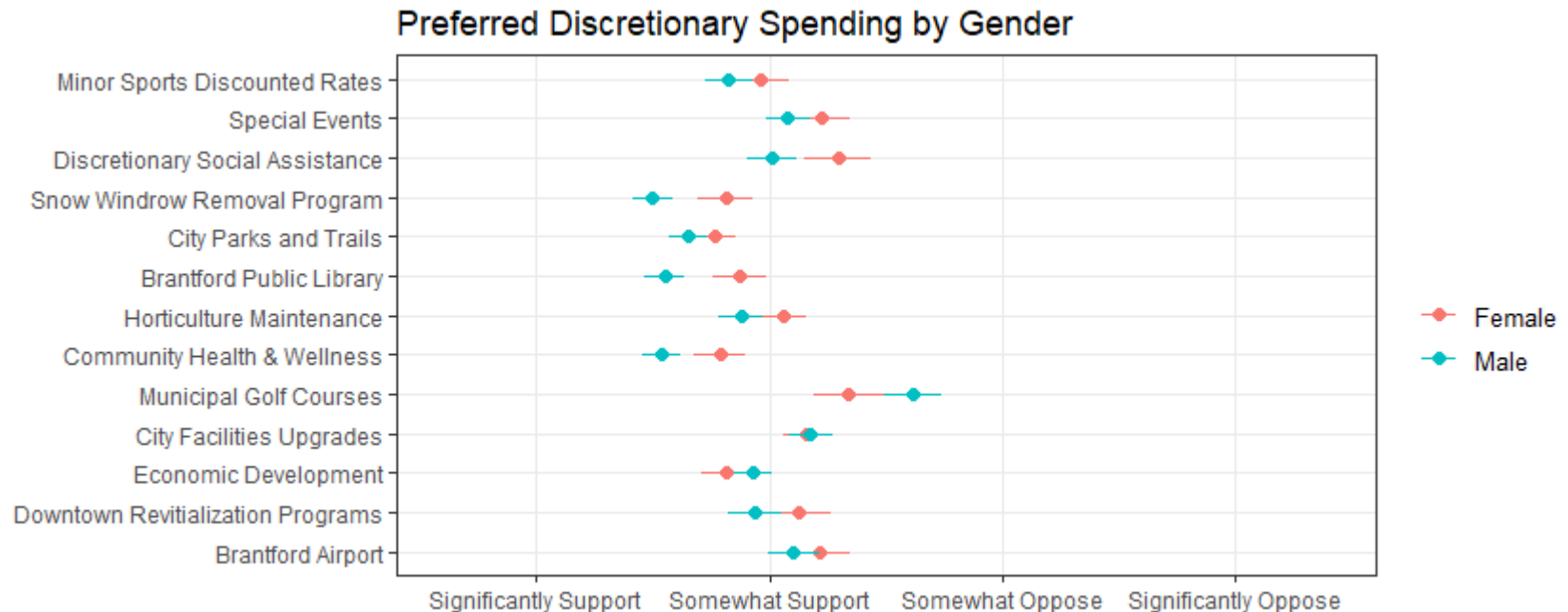
Telephone Summary

- The general consensus was positive, with the largest opposition to municipal golf courses (46%)

Web Summary

- Strong opposition for funding Brantford airport (67%), municipal golf courses (67%) and special events (51%)

Preferred Discretionary Spending (cont.)



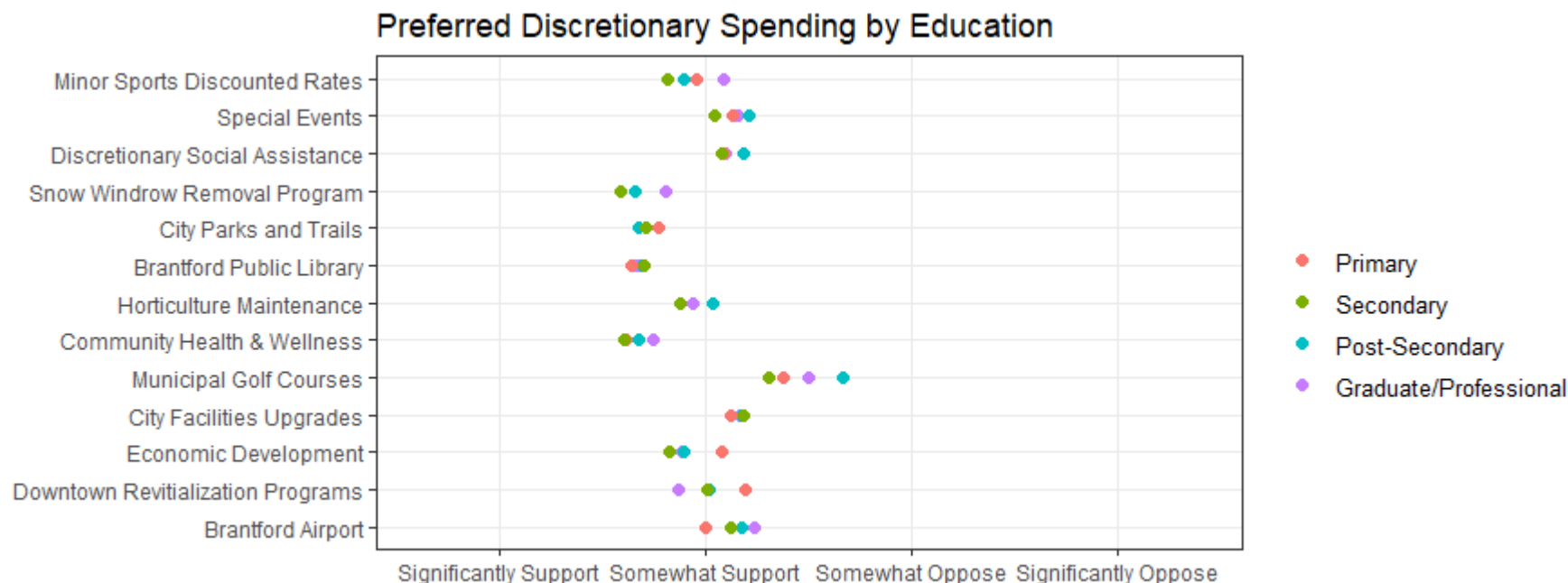
Telephone Summary

- Male respondents were more supportive of all discretionary spending areas, except for municipal golf courses, city facilities upgrades and economic development

Web Summary

- Male respondents were more opposed to discretionary spending, most notably social assistance and snow windrow removal

Preferred Discretionary Spending (cont.)



Telephone Summary

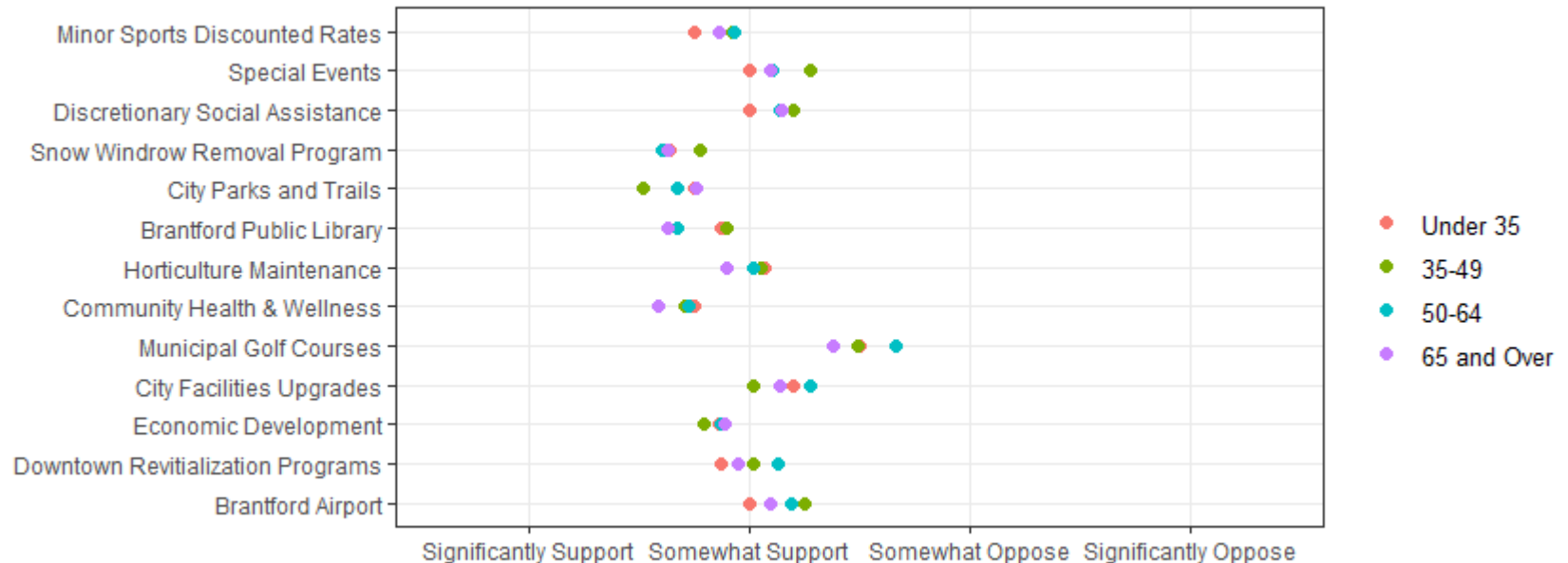
- More educated were more supportive of downtown revitalization, while less supportive of the snow windrow removal program and Brantford airport

Web Summary

- Primary educated were very opposed to municipal golf courses, while supportive of community health & wellness

Preferred Discretionary Spending (cont.)

Preferred Discretionary Spending by Age



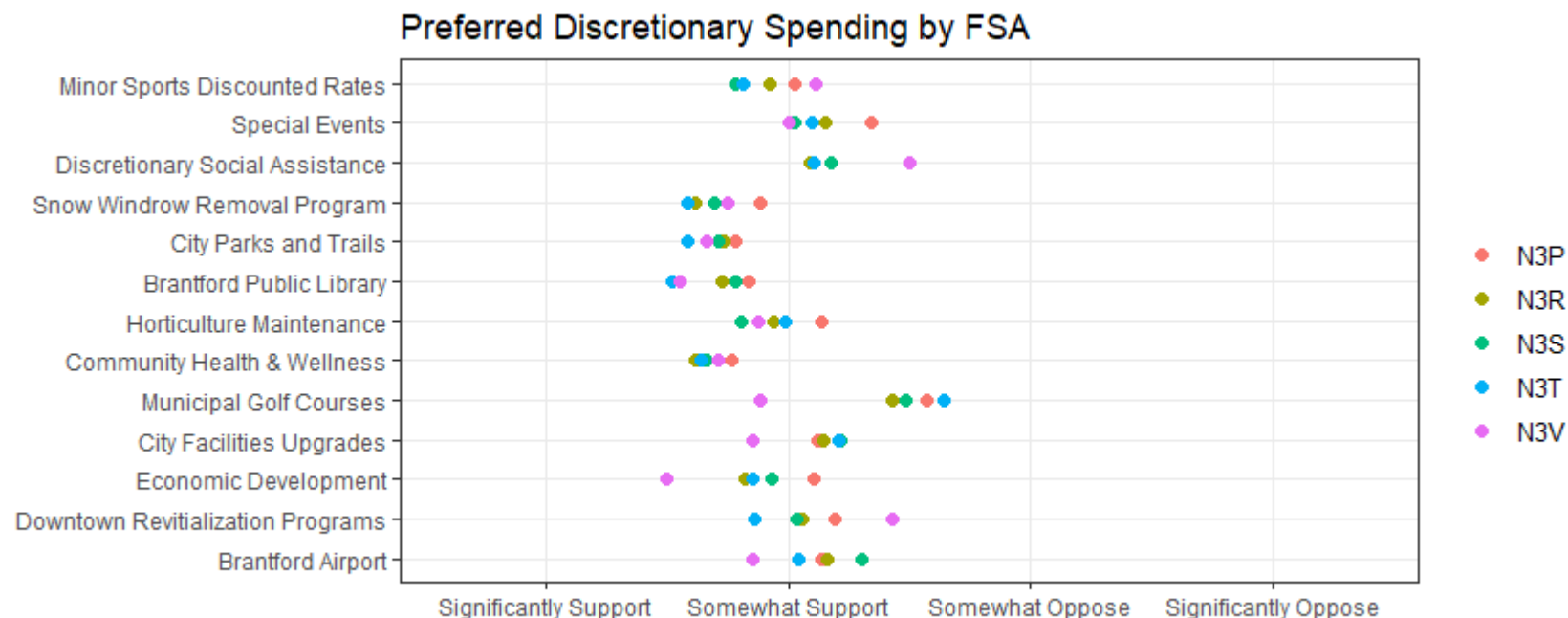
Telephone Summary

- No significant relationships

Web Summary

- No significant relationships

Preferred Discretionary Spending (cont.)



Telephone Summary

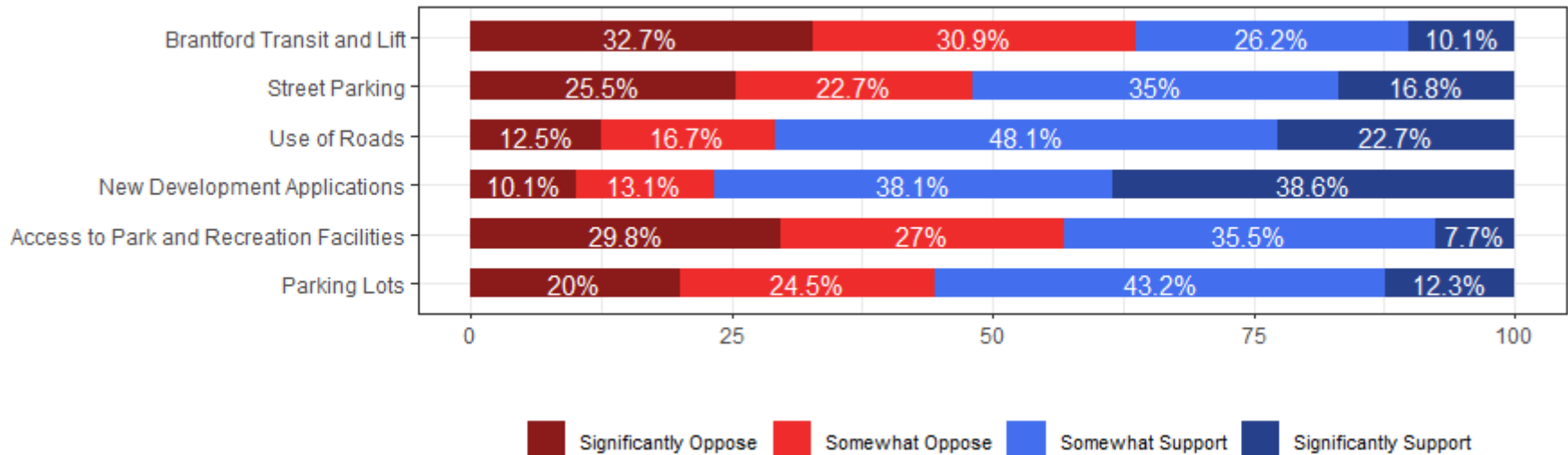
- Respondents from 'N3V' were much more supportive of economic development and municipal golf courses, while much less supportive of discretionary social assistance

Web Summary

- Respondents from 'N3P' were most opposed to nearly all discretionary spending areas

Generating Revenue

Do you support an increase or new user fees for the following areas:



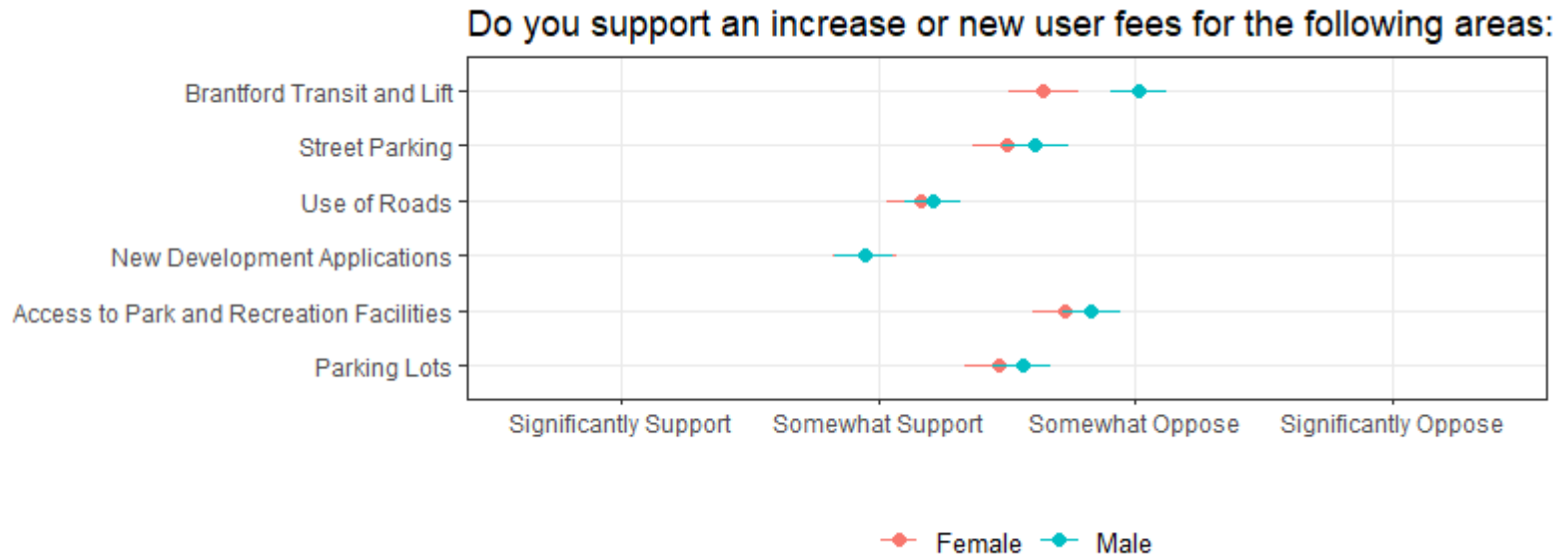
Telephone Summary

- The greatest opposition was to increasing/new user fees for Brantford Transit and Lift (64%) and access to park and recreation facilities (57%)
- The greatest support was for increased/new user fees on new development applications (77%) and use of roads (71%)

Web Summary

- Over half of respondents were opposed to increased/new user fees for Brantford Transit and Lift (63%)
- Over 87% of respondents supported increased/new user fees on new development applications and use of roads

Generating Revenue (cont.)



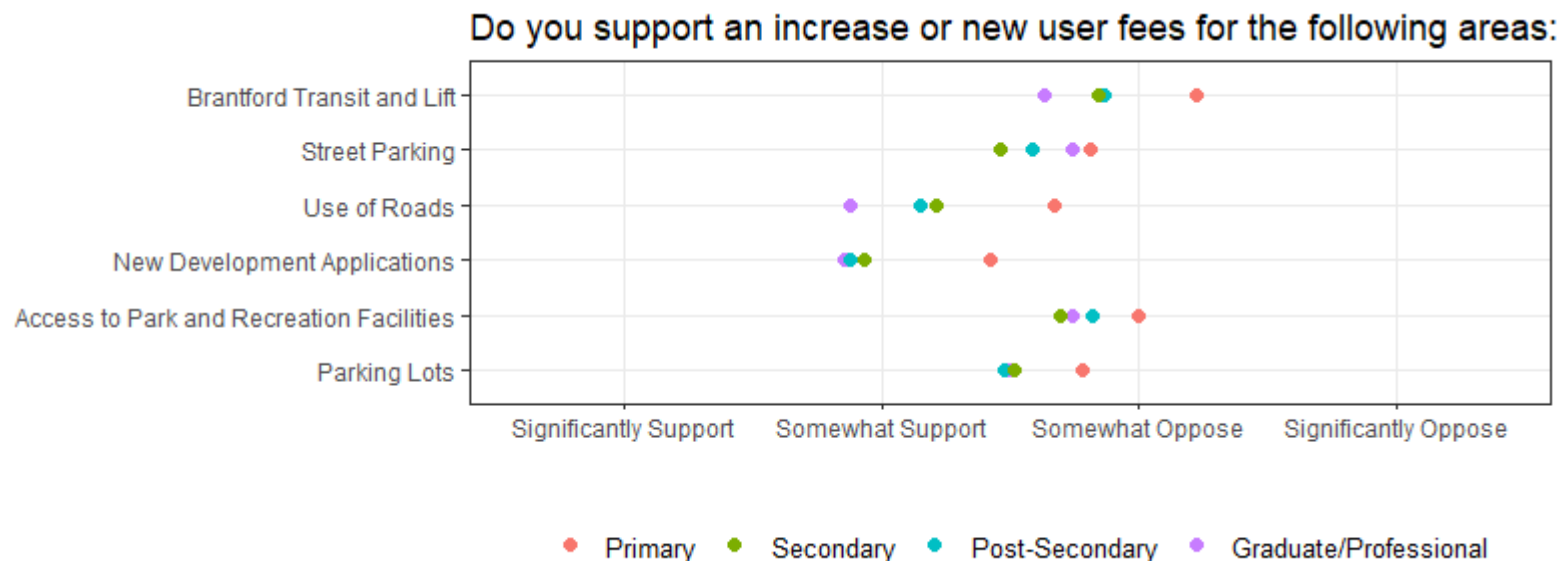
Telephone Summary

- Male respondents were generally more opposed to increasing/new user fees than female respondents, especially for Brantford Transit and Lift

Web Summary

- No significant relationships

Generating Revenue (cont.)



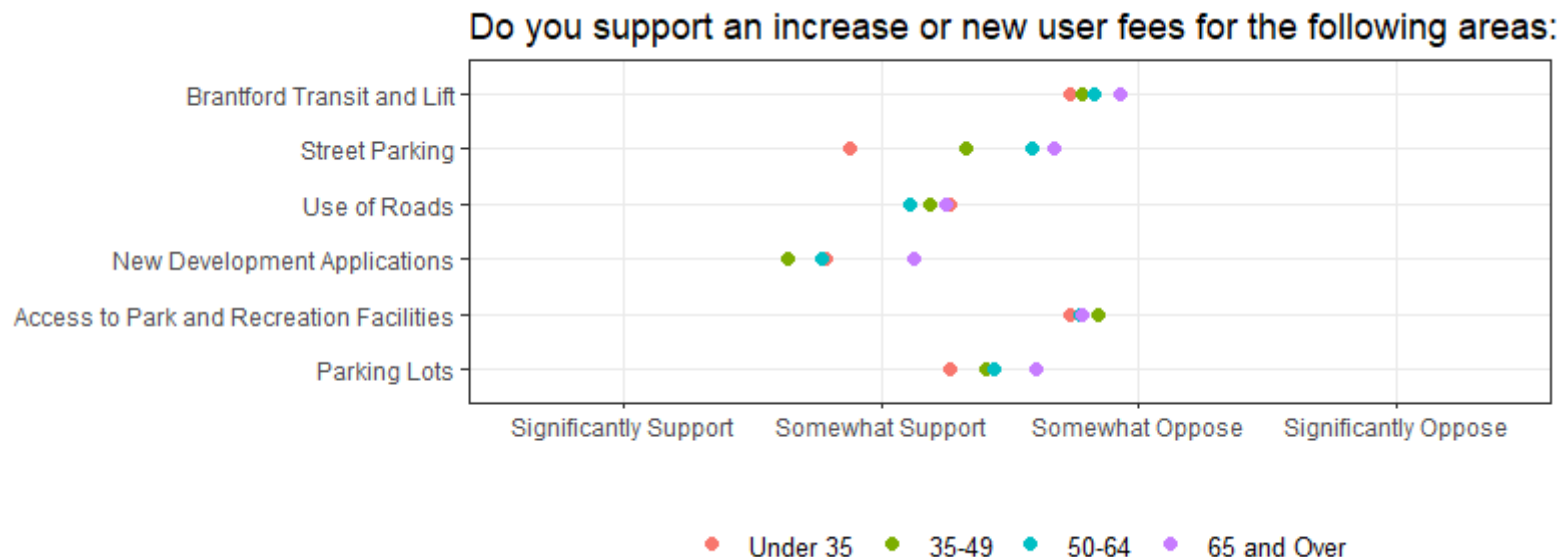
Telephone Summary

- Respondents with primary education were most opposed to increased/new user fees
- More educated residents were in greater support of increased fees for road usage and new development applications

Web Summary

- Respondents with primary education were most opposed to increased/new user fees

Generating Revenue (cont.)



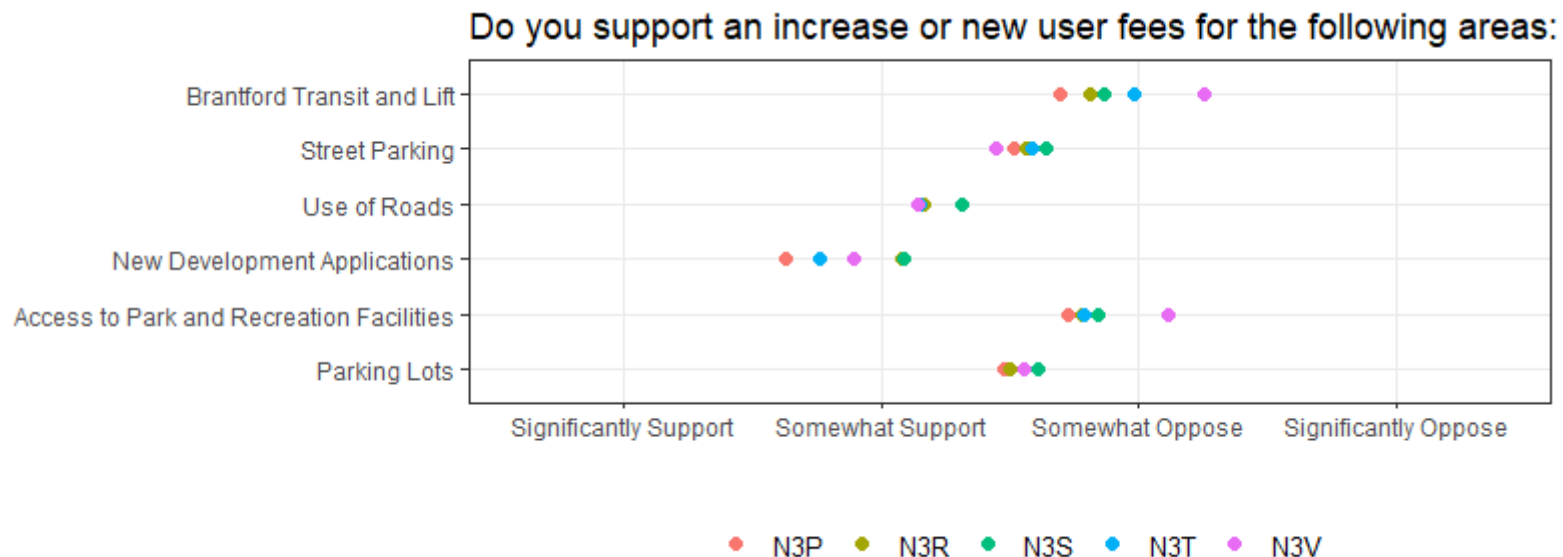
Telephone Summary

- In general, older respondents were more opposed to increased/new user fees than younger respondents
- Street parking was the most divisive area between age groups

Web Summary

- Access to park and recreation facilities was most divisive area, with respondents under 35 the most opposed to an increase/new user fees

Generating Revenue (cont.)



Telephone Summary

- Respondents from 'N3V' was much more opposed to fees on Brantford Transit and Lift and access to park and recreation facilities

Web Summary

- No significant relationships

Discussion

Summary

- Overall positive reception of budget priorities
- Exceptions to maintaining the status quo
 - Support for social assistance & homelessness
 - Support for housing
 - Opposition towards municipal golf courses
 - Increased/new user fees for use of roads
 - Increased/new user fees for new development applications

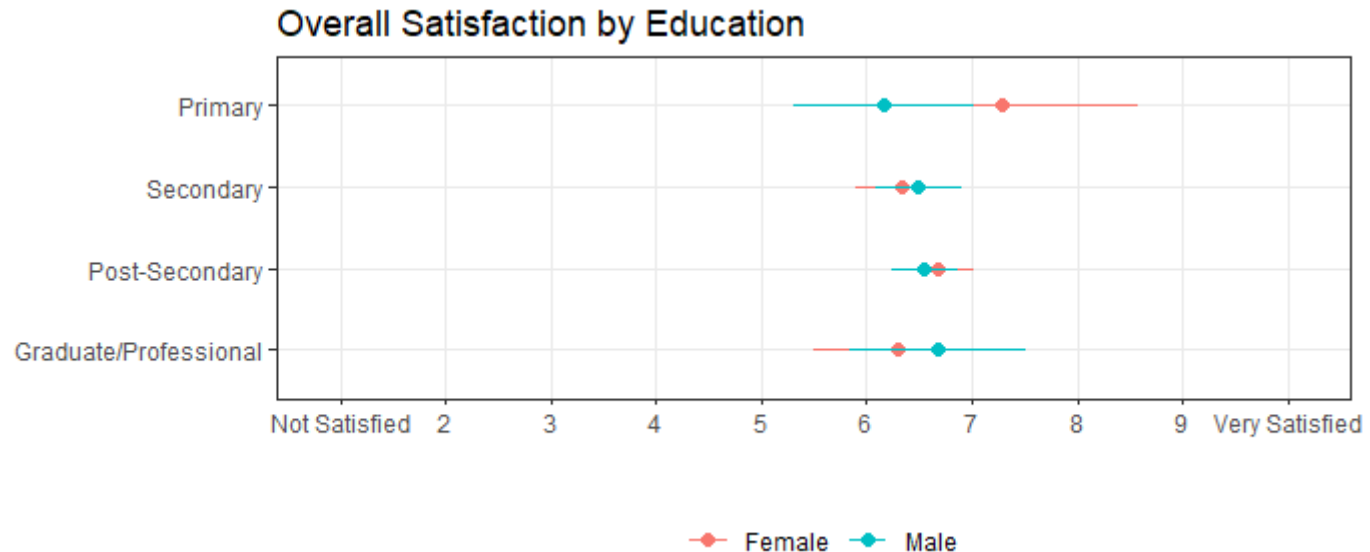
Recommendation for future surveys

- Stratified random sampling for web survey
- Increase sample size to achieve more representative sample
 - Expand survey availability period
 - Advertise survey / increase marketing campaign

Appendix I: Additional Demographics



Overall Satisfaction (cont.)

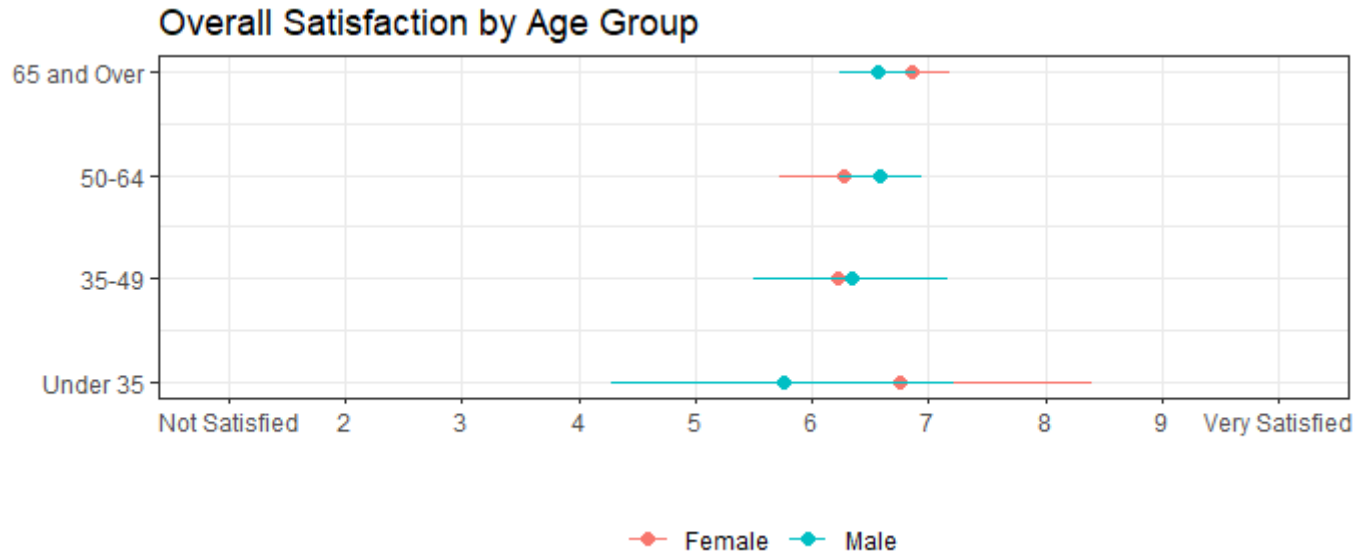


Telephone Summary

- No significant differences between educated groups
- Primary-educated group was most polarized by gender

Web Summary

Overall Satisfaction (cont.)

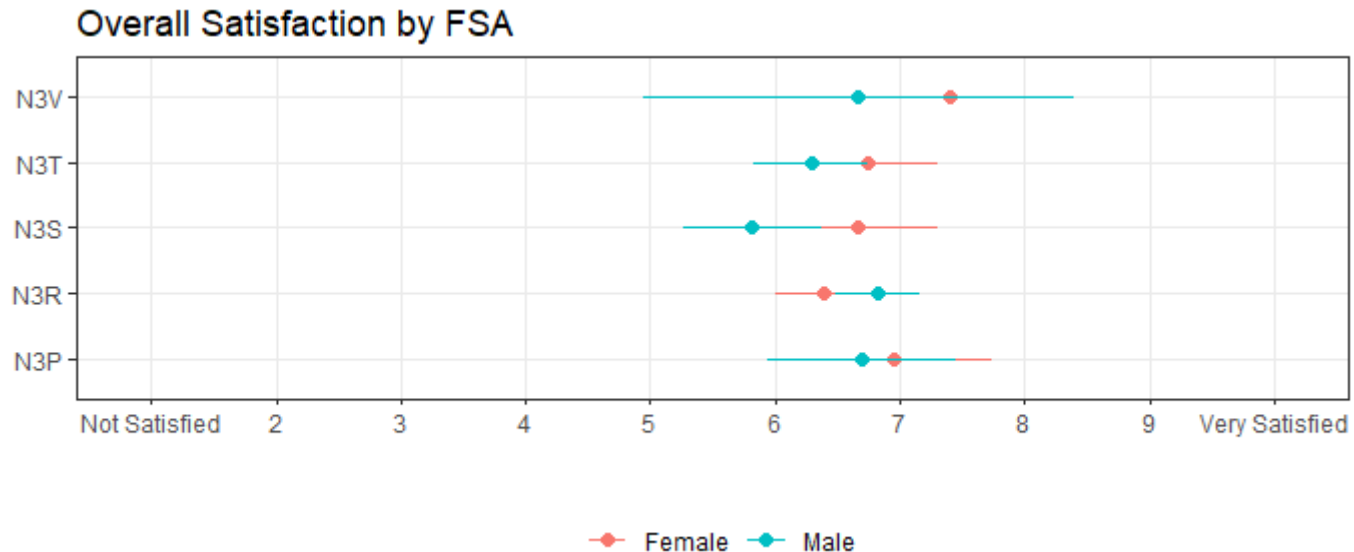


Telephone Summary

- Satisfaction was loosely correlated with age
- Respondents under 35 were most polarized by gender

Web Summary

Overall Satisfaction (cont.)

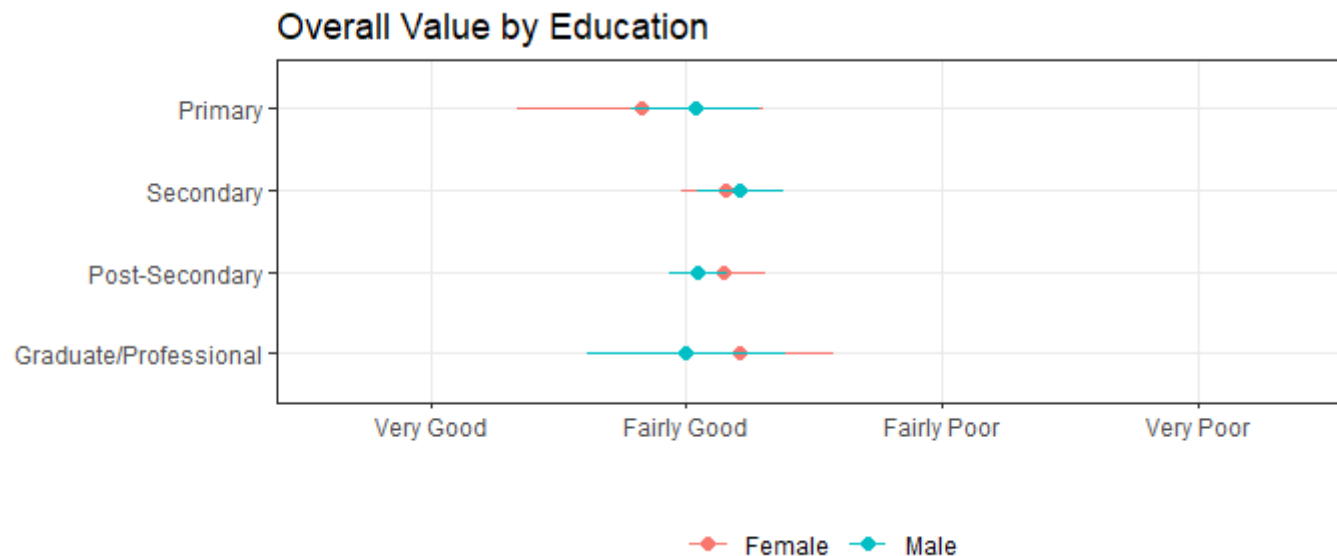


Telephone Summary

- Highest levels of satisfaction in the N3V area
- Lowest levels of satisfaction in the NS3 area
- Women were more satisfied in all areas, except N3R

Web Summary

Value (cont.)

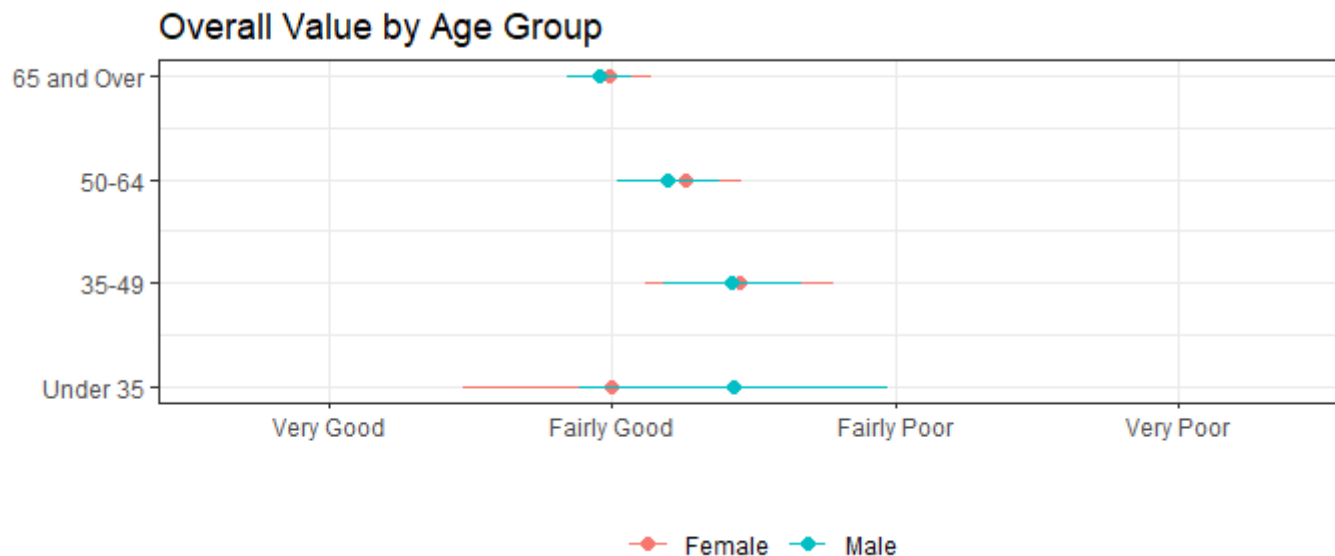


Telephone Summary

- Highest value believed by primary-educated respondents
- Lowest value believed by secondary-educated respondents

Web Summary

Value (cont.)

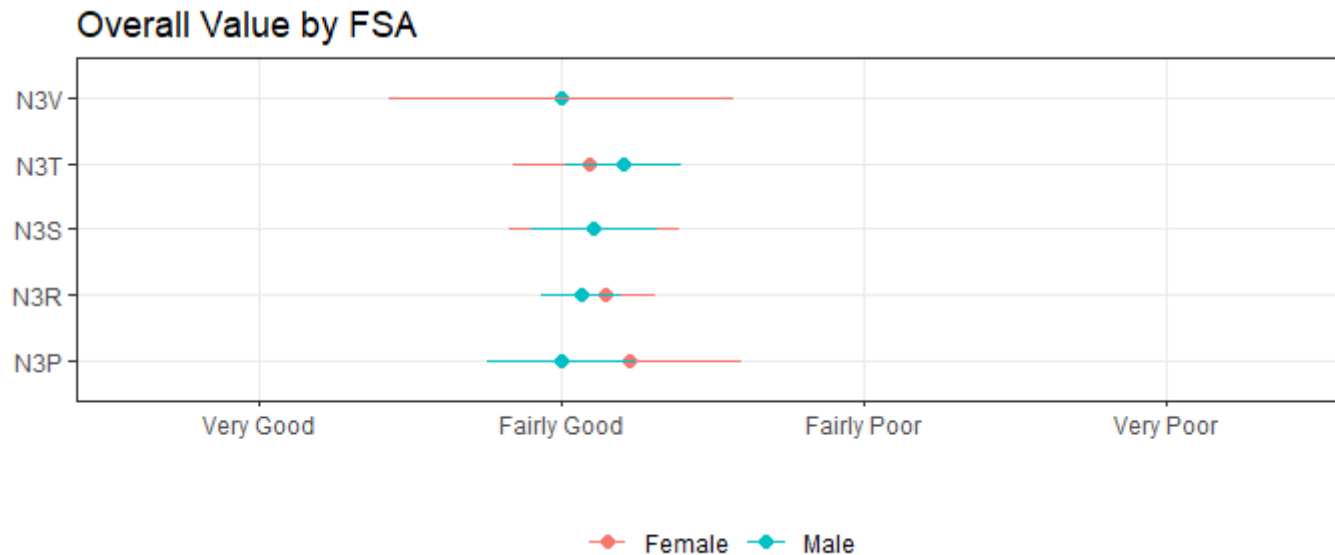


Telephone Summary

- Highest value perceived by those age 65+; lesser value perceived by those aged 35-49
- Under 35-year-old were most polarized by gender

Web Summary

Value (cont.)

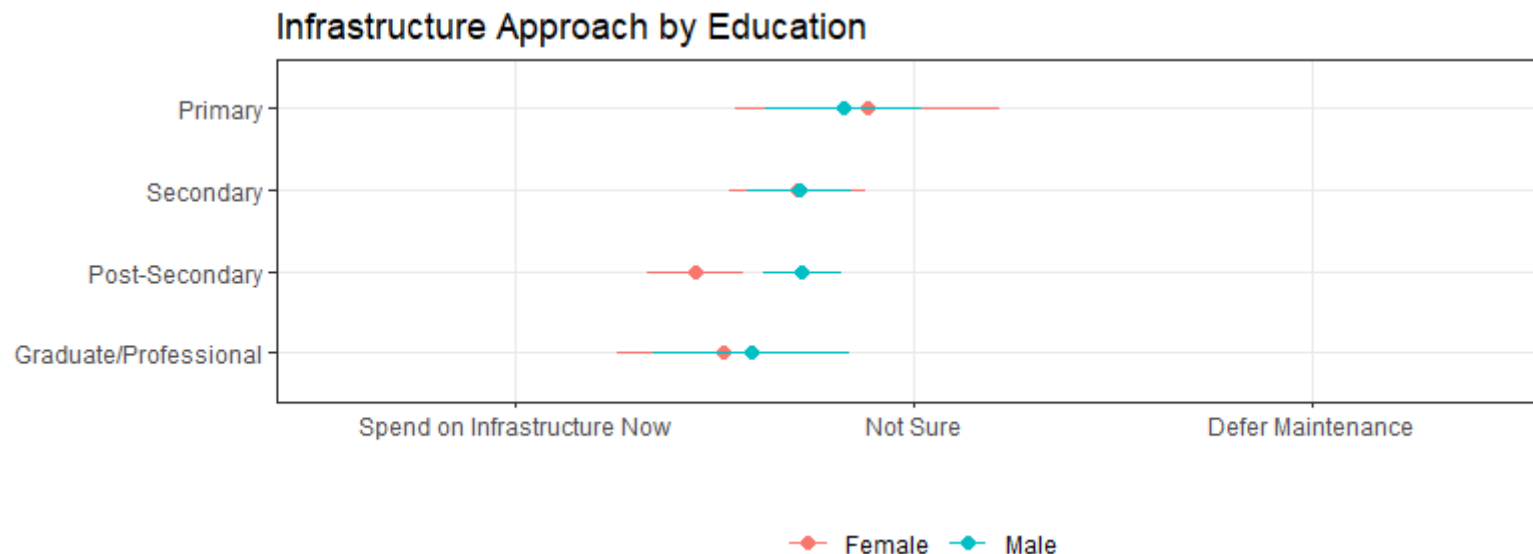


Telephone Summary

- Few discernable differences by FSA

Web Summary

Infrastructure Spending (cont.)

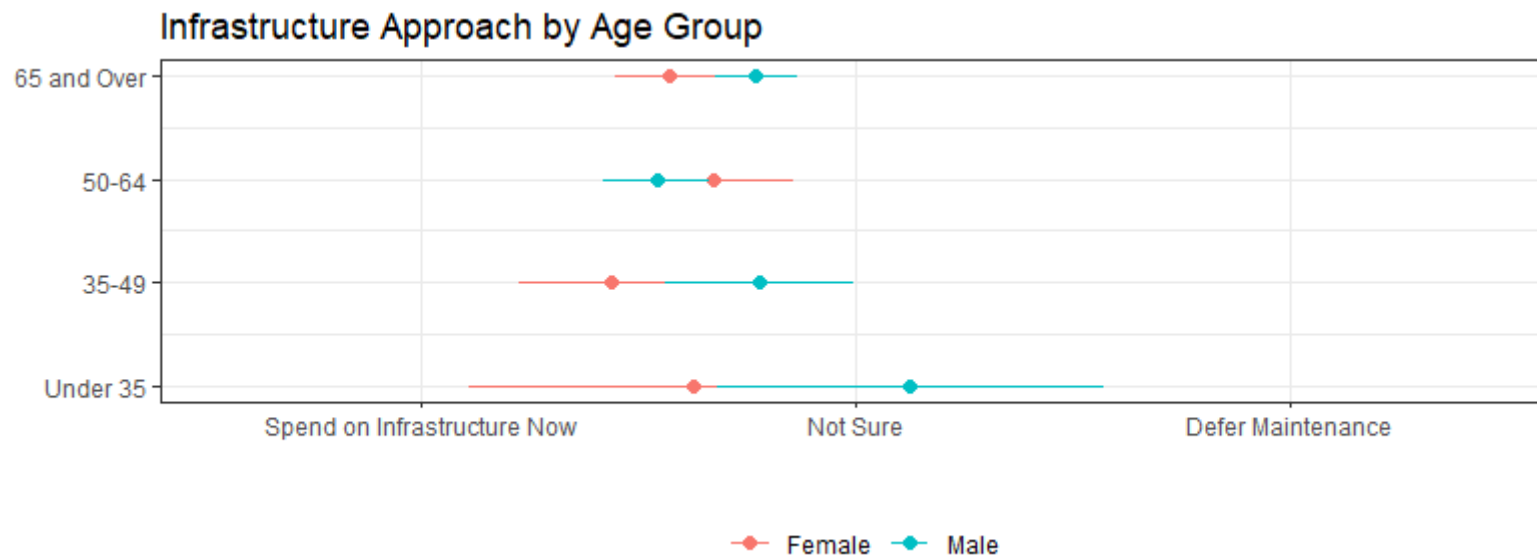


Telephone Summary

- More educated respondents were in greater favor of spending on infrastructure now

Web Summary

Infrastructure Spending (cont.)

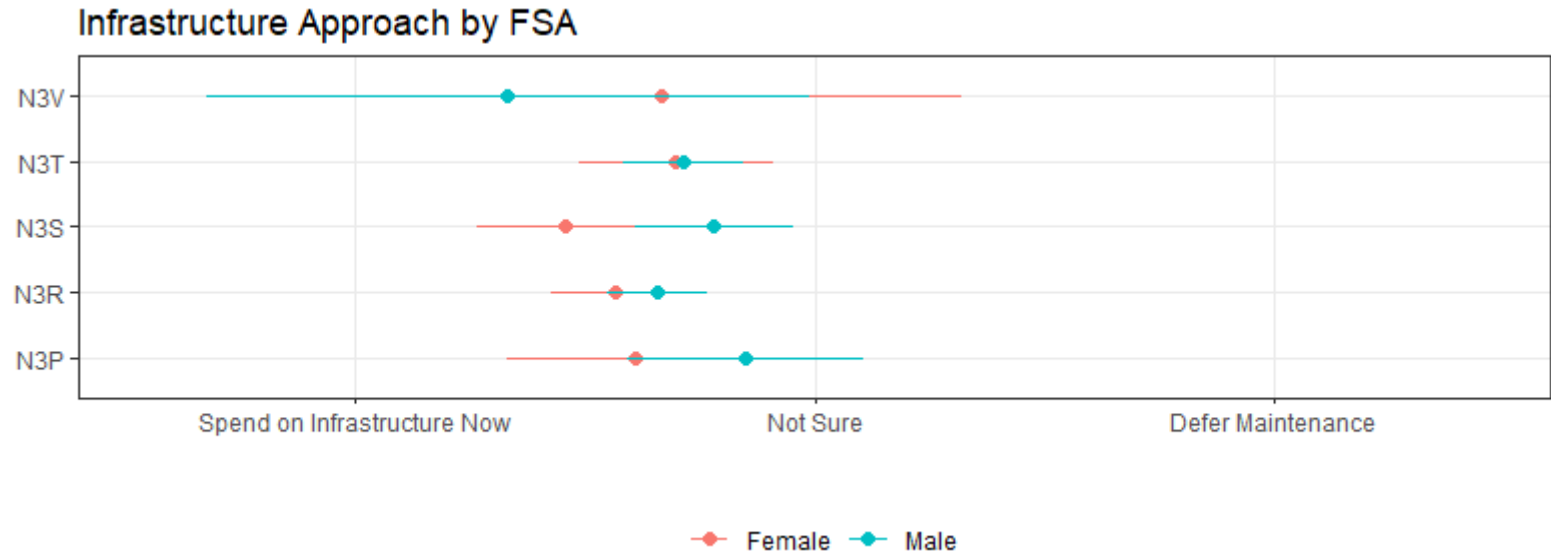


Telephone Summary

- Respondents under 35 years old were much less certain about infrastructure spending

Web Summary

Infrastructure Spending (cont.)



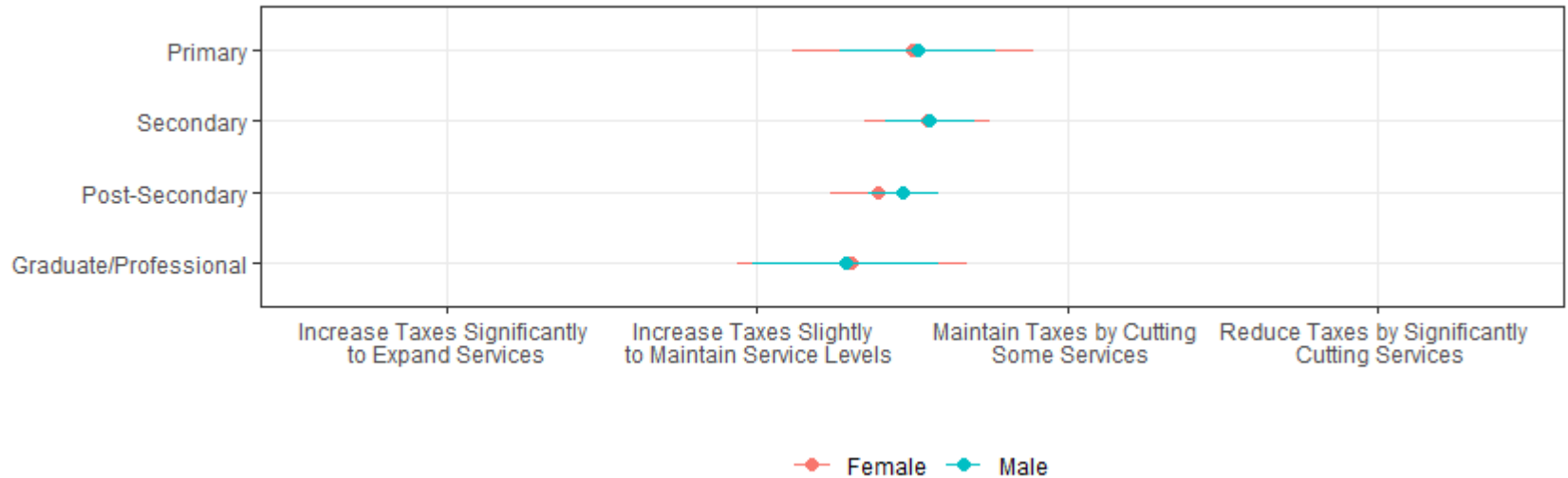
Telephone Summary

- There is no significant relationship between FSA and infrastructure spending

Web Summary

Balancing Taxation (cont.)

Taxation Approach by Education

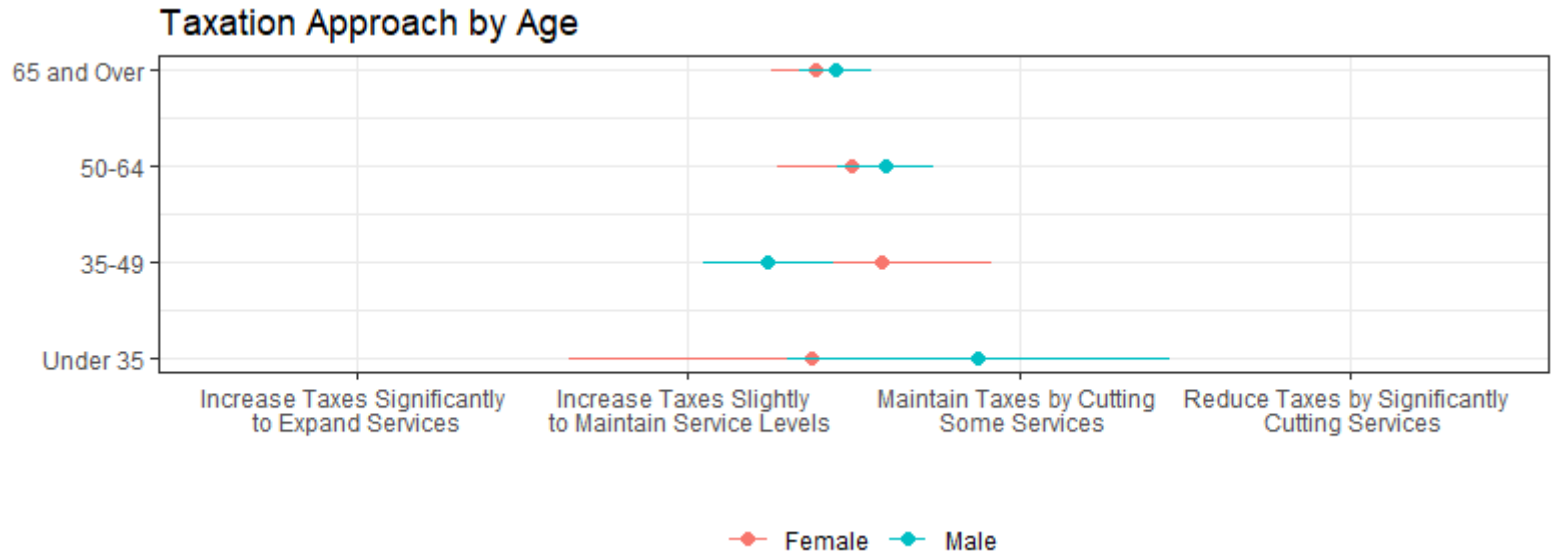


Telephone Summary

- Secondary-educated respondents are most supportive of maintaining taxes by cutting some services
- Graduate/professional-educated respondents most supportive of increasing taxes slightly to maintain services

Web Summary

Balancing Taxation (cont.)

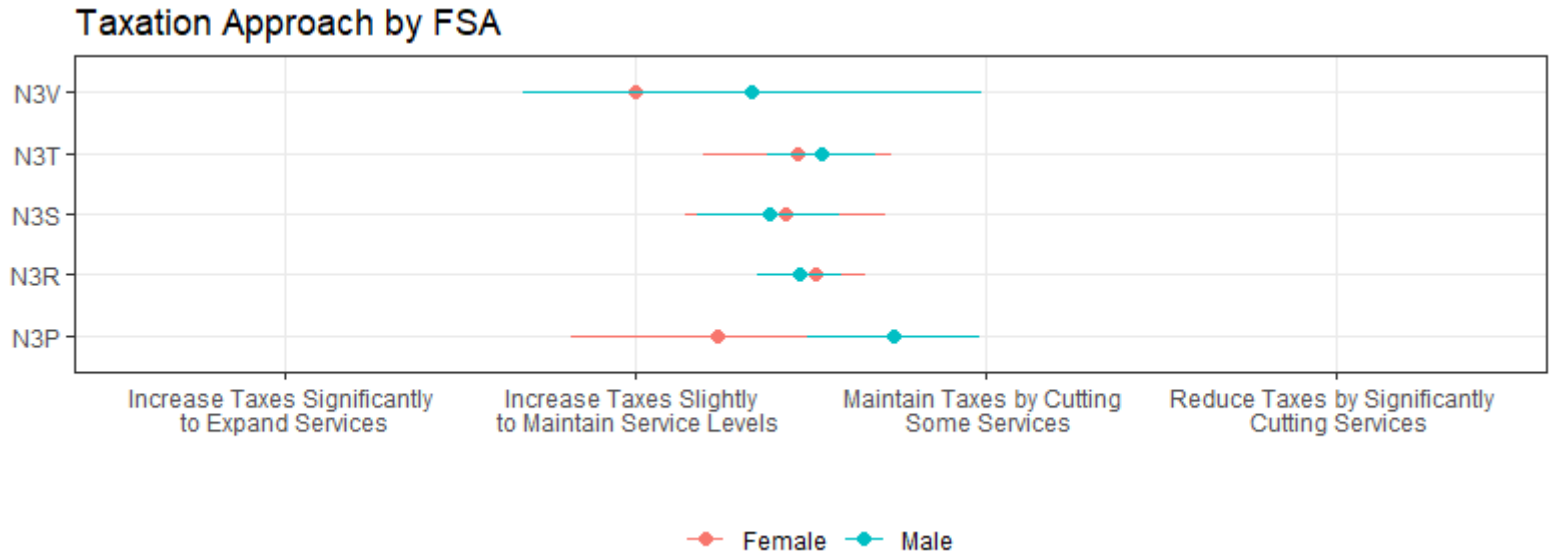


Telephone Summary

- Very high variance among under 35-year-old group

Web Summary

Balancing Taxation (cont.)



Telephone Summary

- N3V is much more in favor of increasing taxes slightly to maintain services
- N3P has a significant gender gap, with male respondents are most in favor of maintaining taxes by cutting services

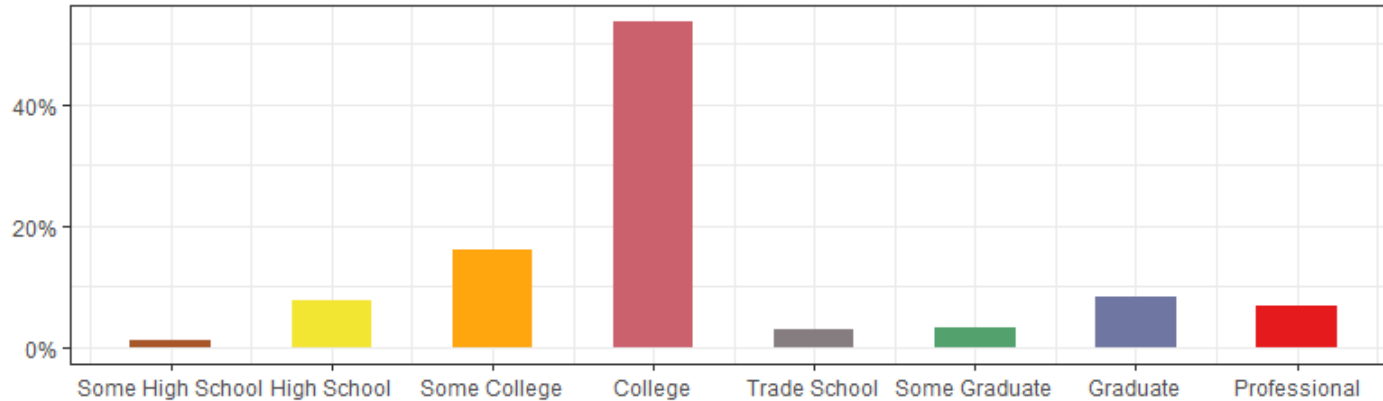
Web Summary

Appendix II: Web Survey Results



Demographic Overview

Education Overview



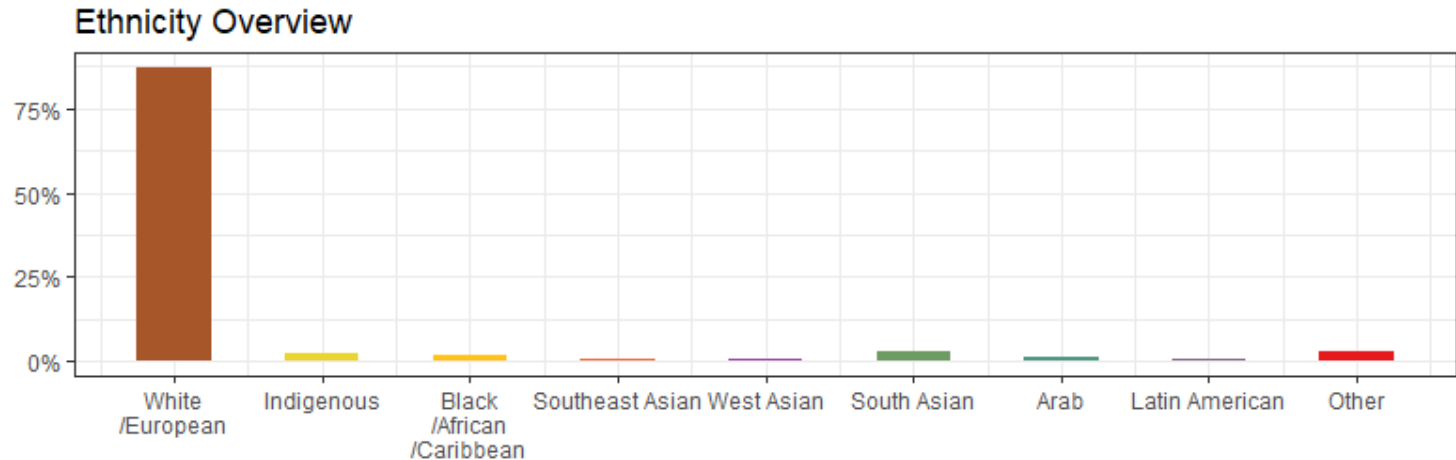
Telephone Summary

- Split between non-college (47%) and at least college-educated (53%) respondents
- Single largest group was college-educated (46%)

Web Summary

- Vast majority of respondents were at least college-educated (75%)
- Single largest group was college-educated (54%)

Demographic Overview (cont.)



Telephone Summary

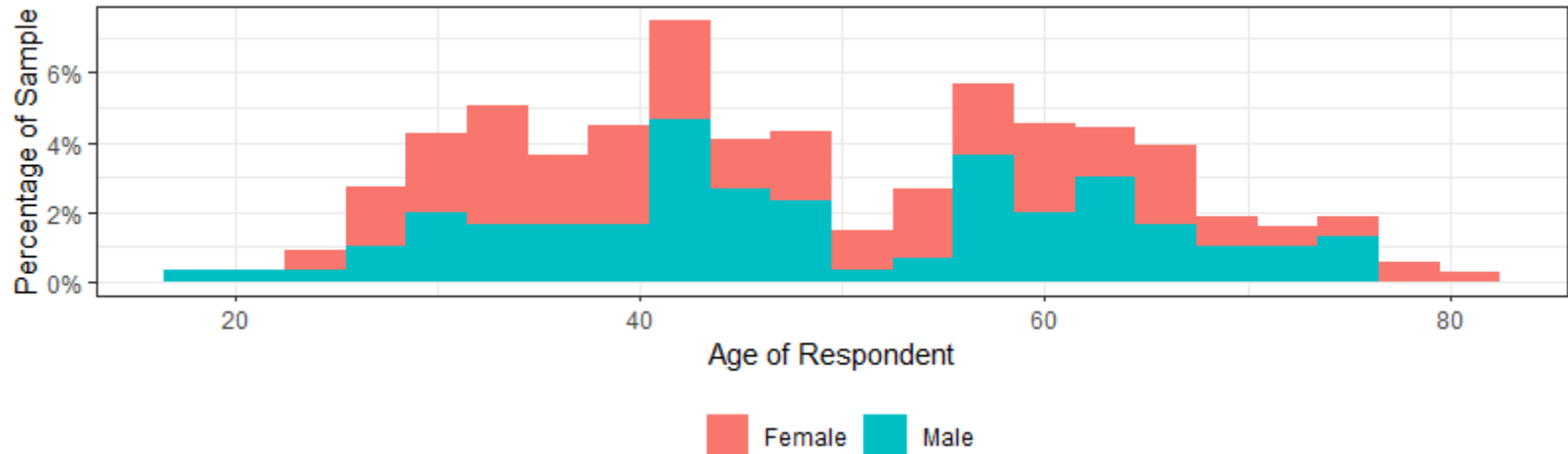
- Overwhelmingly white/European (93%)
- Single largest non-white group was “Other”

Web Summary

- Predominately white/European (87%)
- Single largest non-white group was “Other”

Demographic Overview (cont.)

Age and Gender Distribution



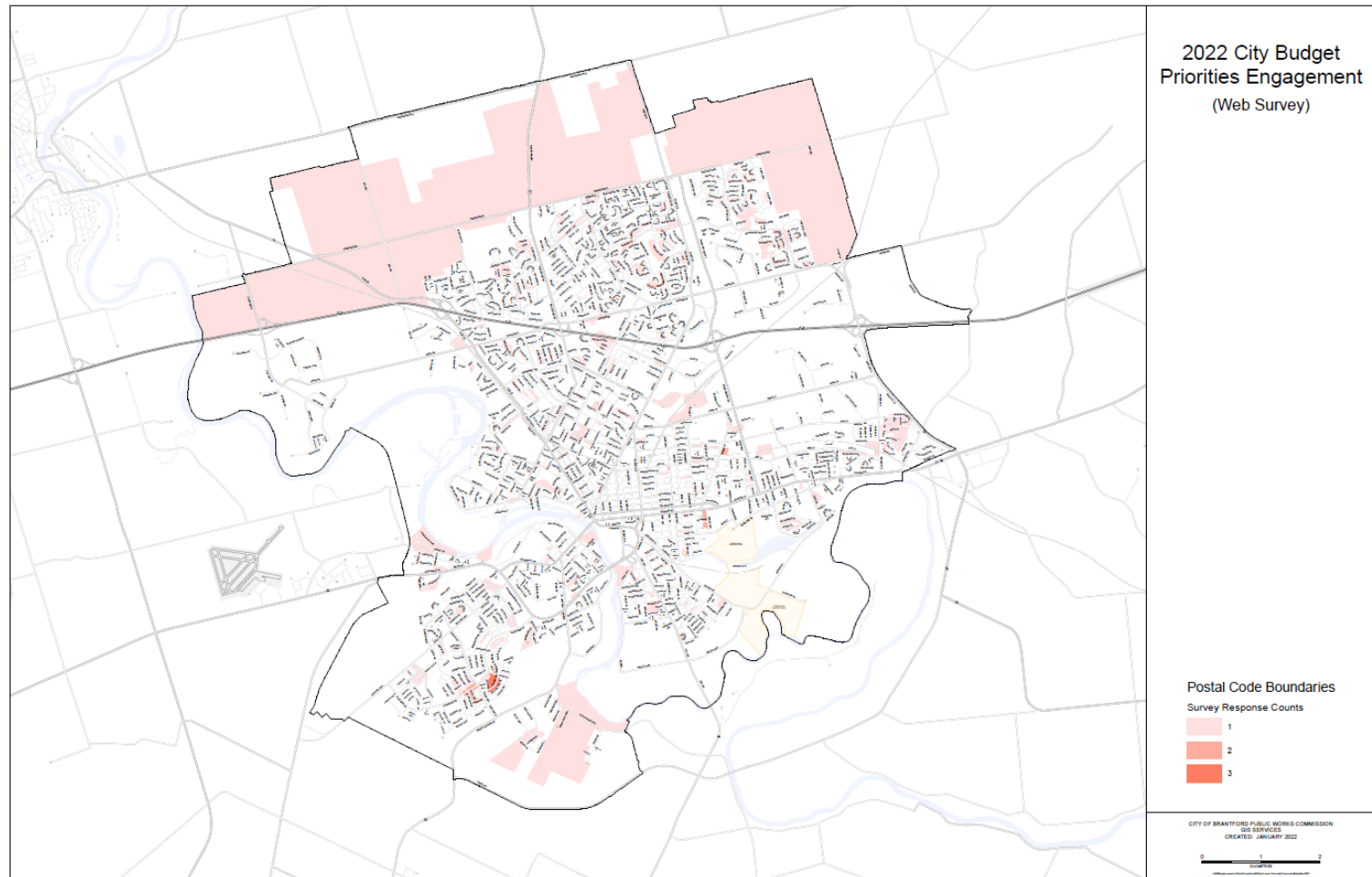
Telephone Summary

- Average age of respondent was 64.1
- 42% of respondents were female, while 58% were male

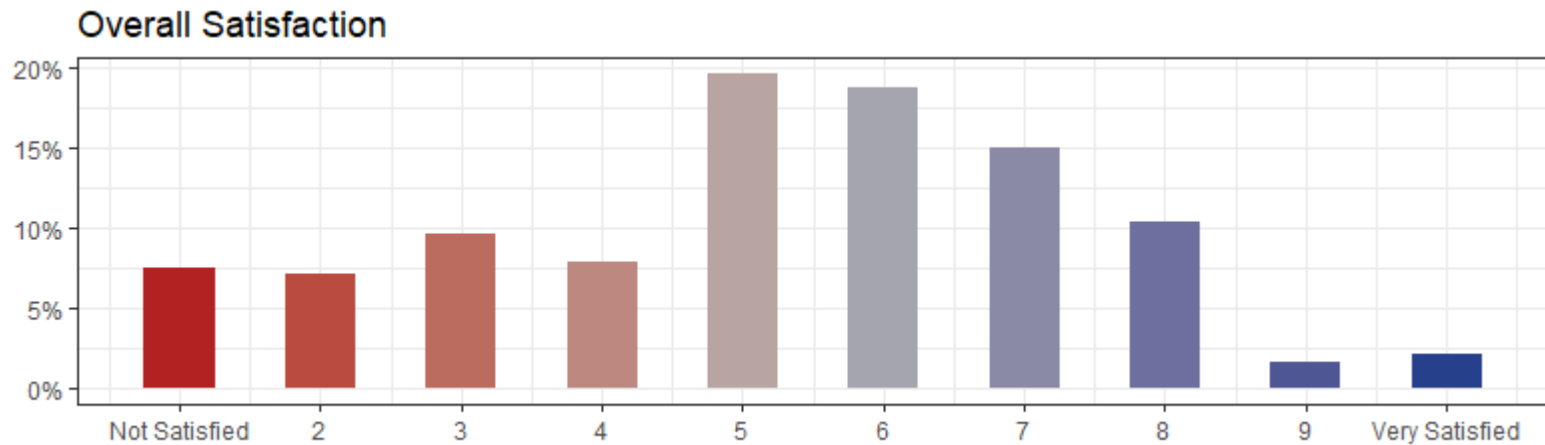
Web Summary

- Average age of respondent was 48.1
- 54% of respondents were female, while 45% were male

Participation by postal code



Overall Satisfaction



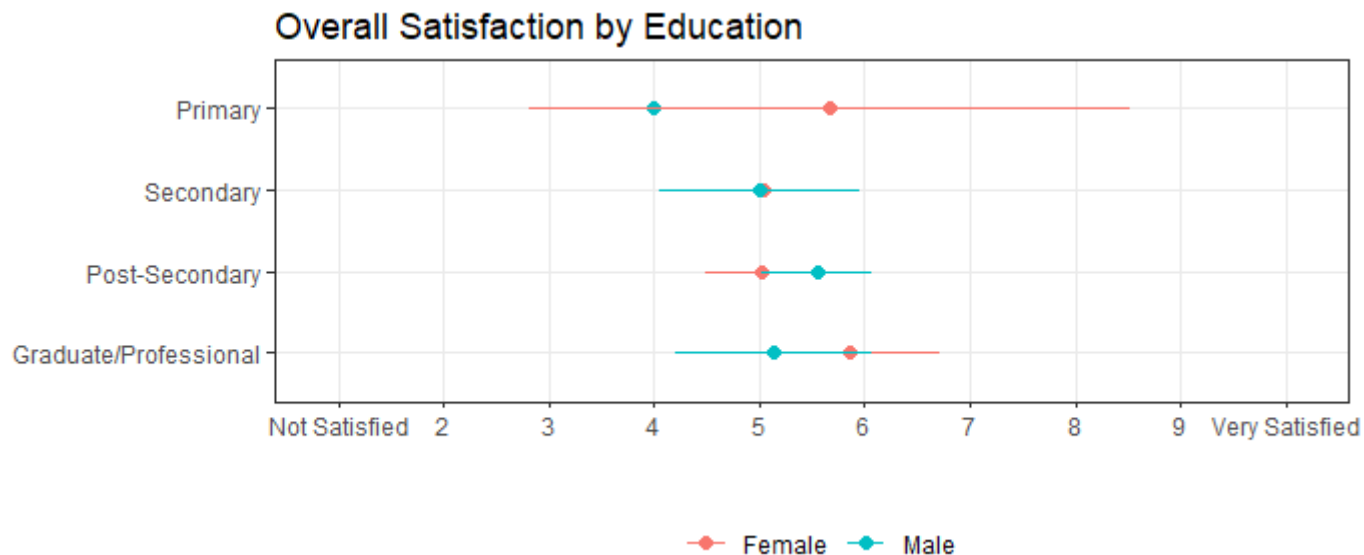
Telephone Summary

- Over 73% of respondents were satisfied (6 and above)
- Over 50% provided a “7” or “8” rating

Web Summary

- Over 51% of respondents were not satisfied (5 and below)

Overall Satisfaction (cont.)

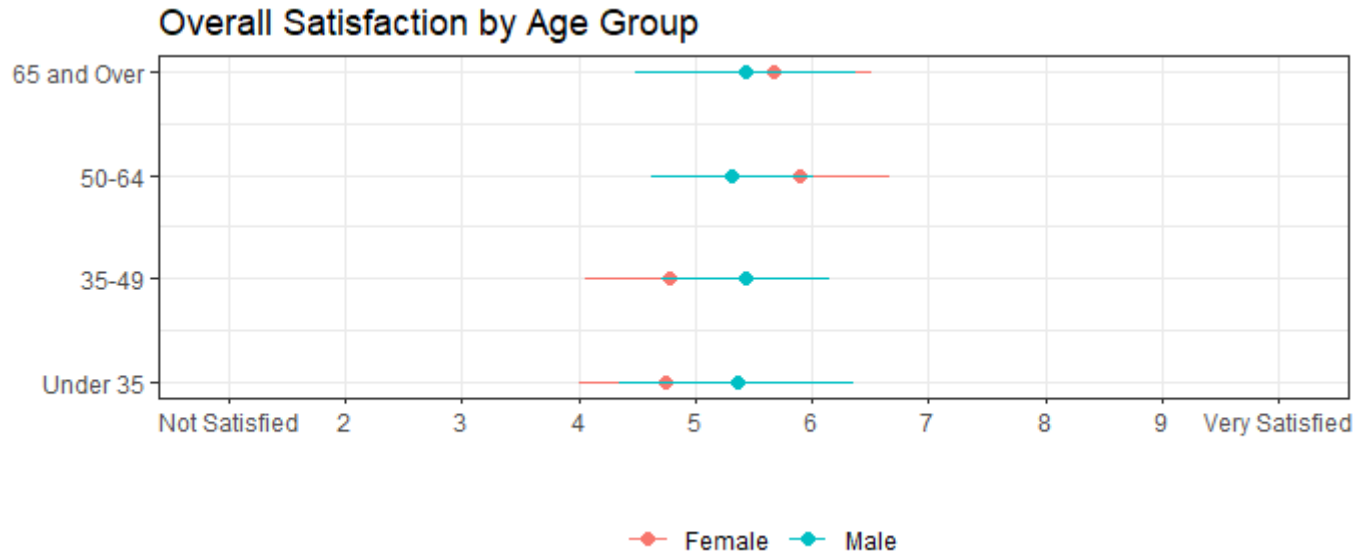


Telephone Summary

- No significant differences between educated groups
- Primary-educated group was most polarized by gender

Web Summary

Overall Satisfaction (cont.)

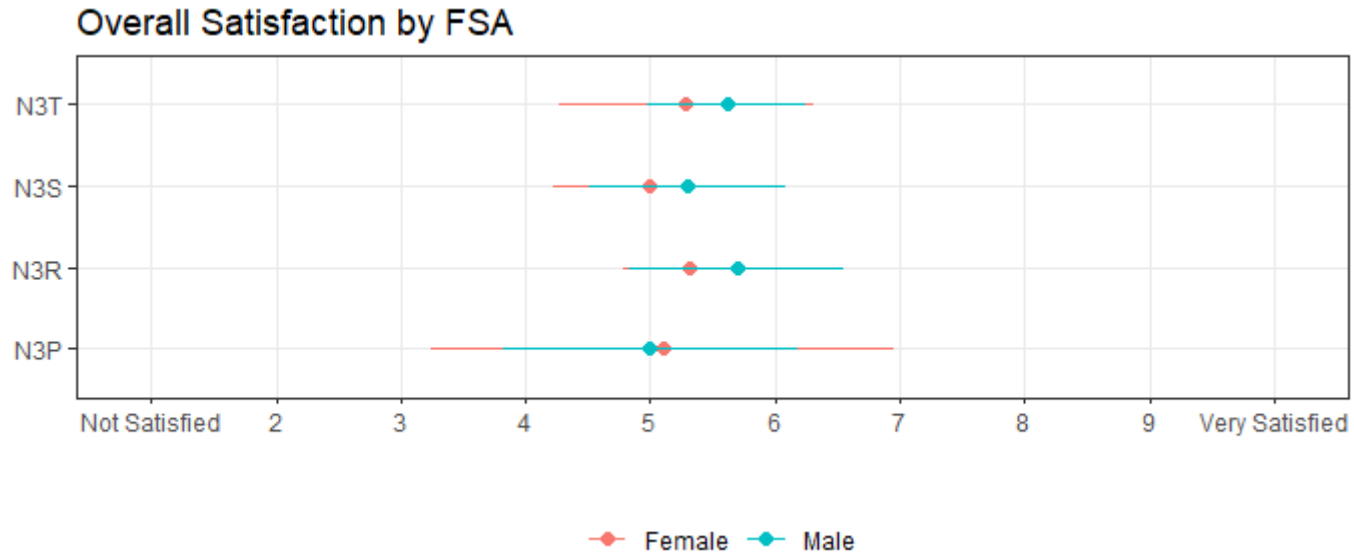


Telephone Summary

- Satisfaction was loosely correlated with age
- Respondents under 35 were most polarized by gender

Web Summary

Overall Satisfaction (cont.)



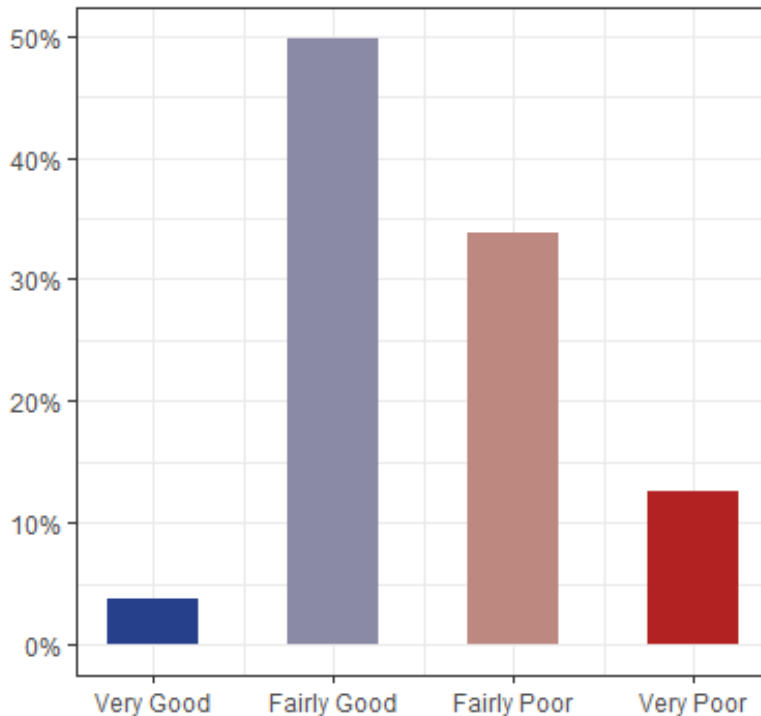
Telephone Summary

- Highest levels of satisfaction in the N3V area
- Lowest levels of satisfaction in the NS3 area
- Women were more satisfied in all areas, except N3R

Web Summary

Value

Overall Value for Taxes



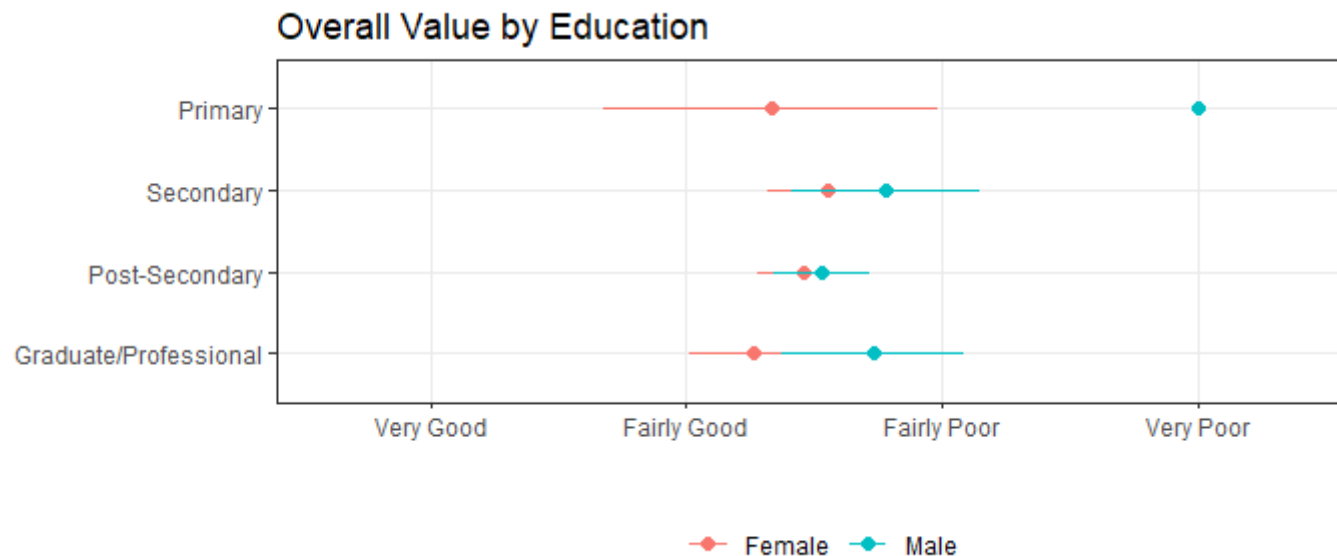
Telephone Summary

- 78% of respondents believed they receive “very good” or “fairly good” value
- Single largest group was those that selected “fairly good” (61%)
- Twice as many respondents believed they receive “very good” value compared to “very poor” value.

Web Summary

- 54% of respondents believed they receive “very good” or “fairly good” value
- Single largest group was those that selected “fairly good” (50%)

Value (cont.)

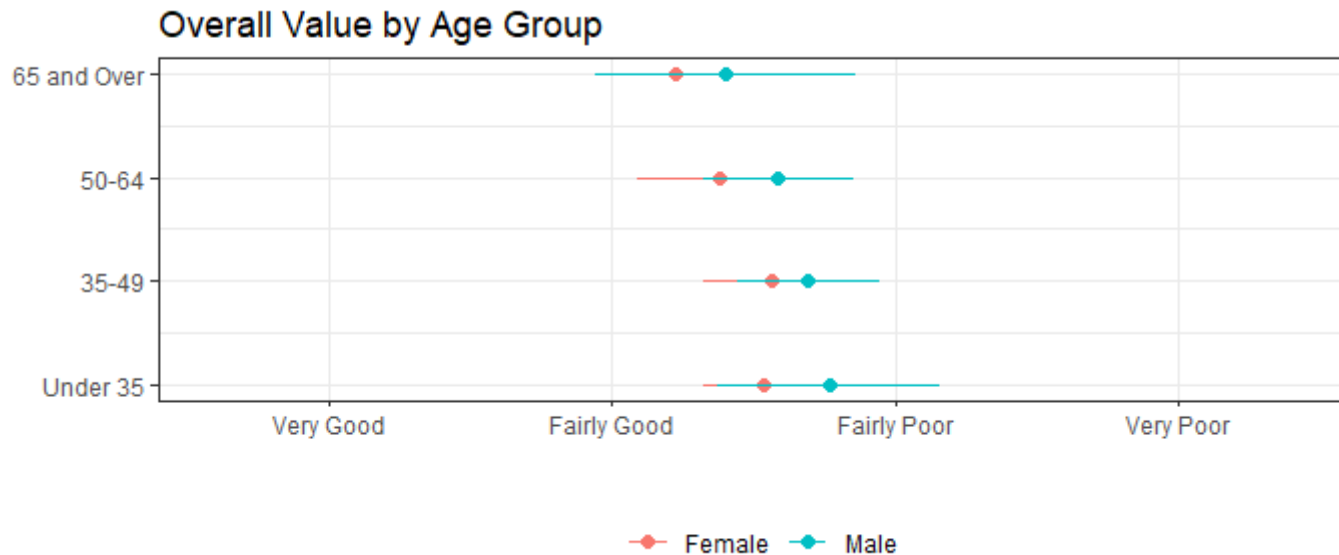


Telephone Summary

- Highest value believed by primary-educated respondents
- Lowest value believed by secondary-educated respondents

Web Summary

Value (cont.)



Telephone Summary

- Highest value perceived by those age 65+; lesser value perceived by those aged 35-49
- Under 35-year-old were most polarized by gender

Web Summary

Value (cont.)



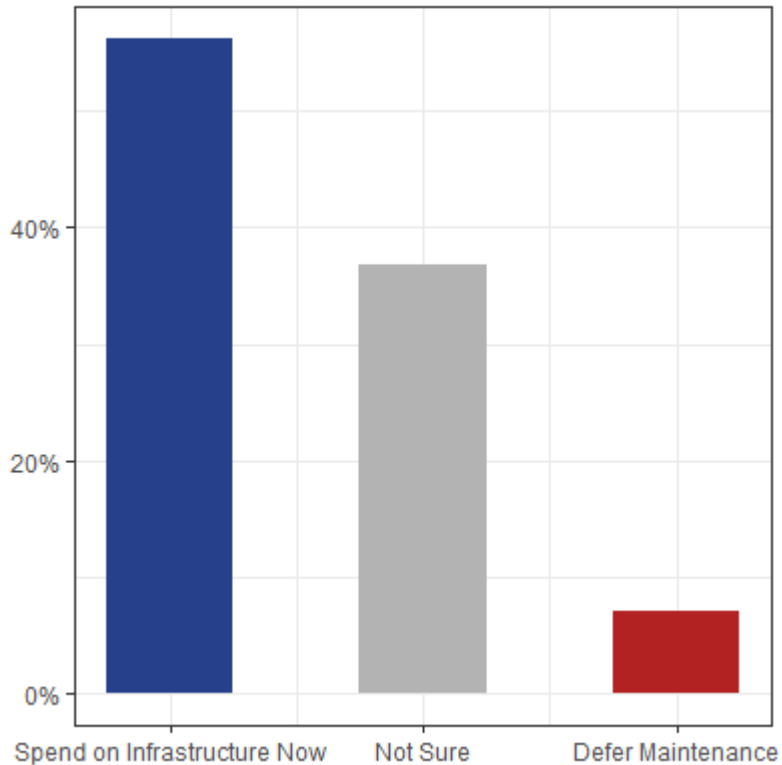
Telephone Summary

- Few discernable differences by FSA

Web Summary

Infrastructure Spending

How Should the City Approach Infrastructure



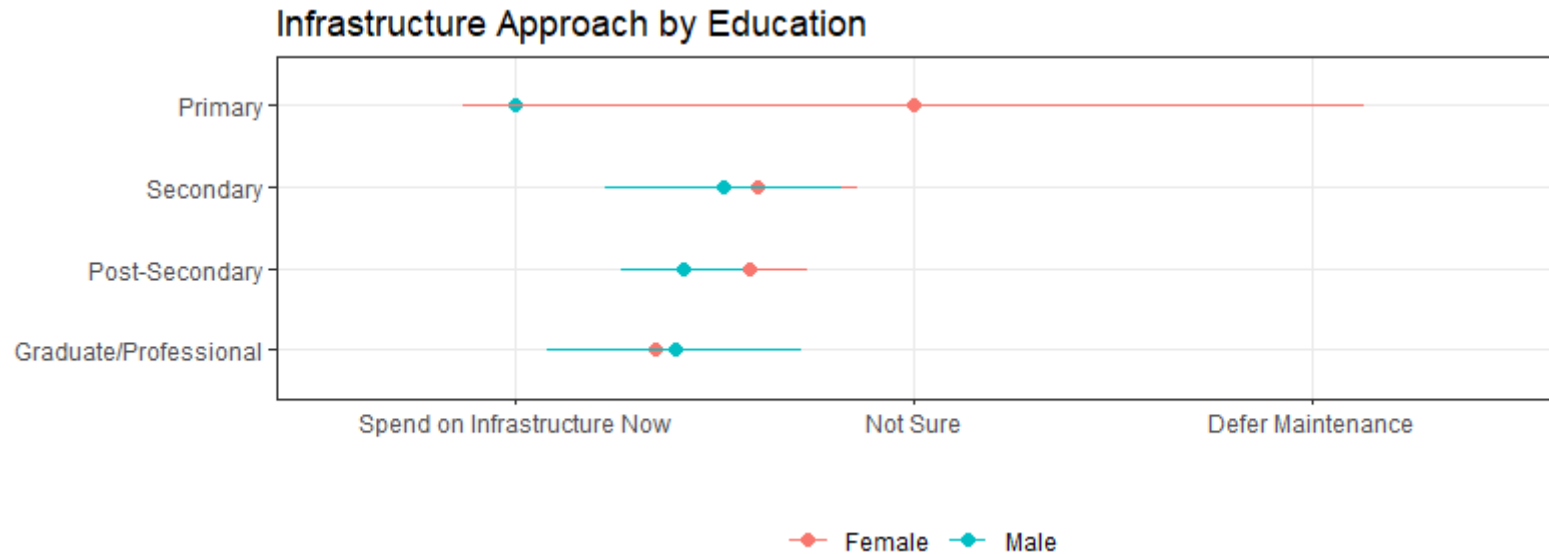
Telephone Summary

- 49% of respondents were “not sure/needed more information”
- Less than 10% preferred deferring maintenance

Web Summary

- 37% of respondents answered “not sure/needed more information”
- 56% of respondents agreed to spend on infrastructure now

Infrastructure Spending (cont.)

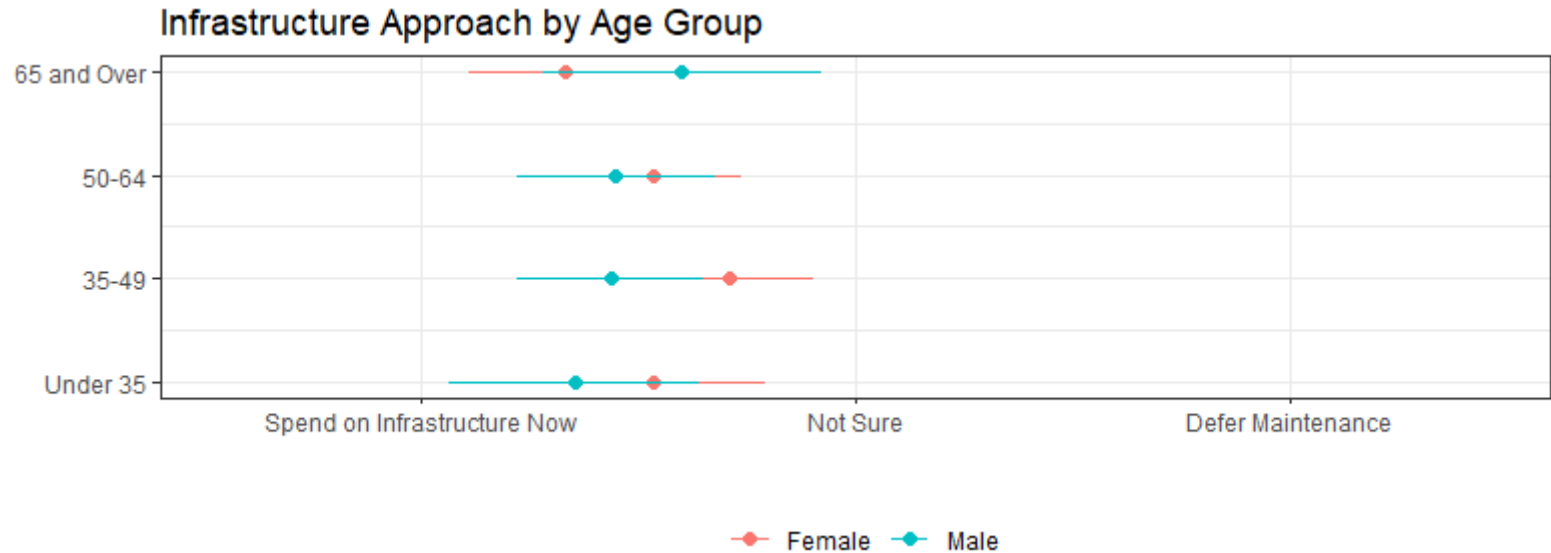


Telephone Summary

- More educated respondents were in greater favor of spending on infrastructure now

Web Summary

Infrastructure Spending (cont.)

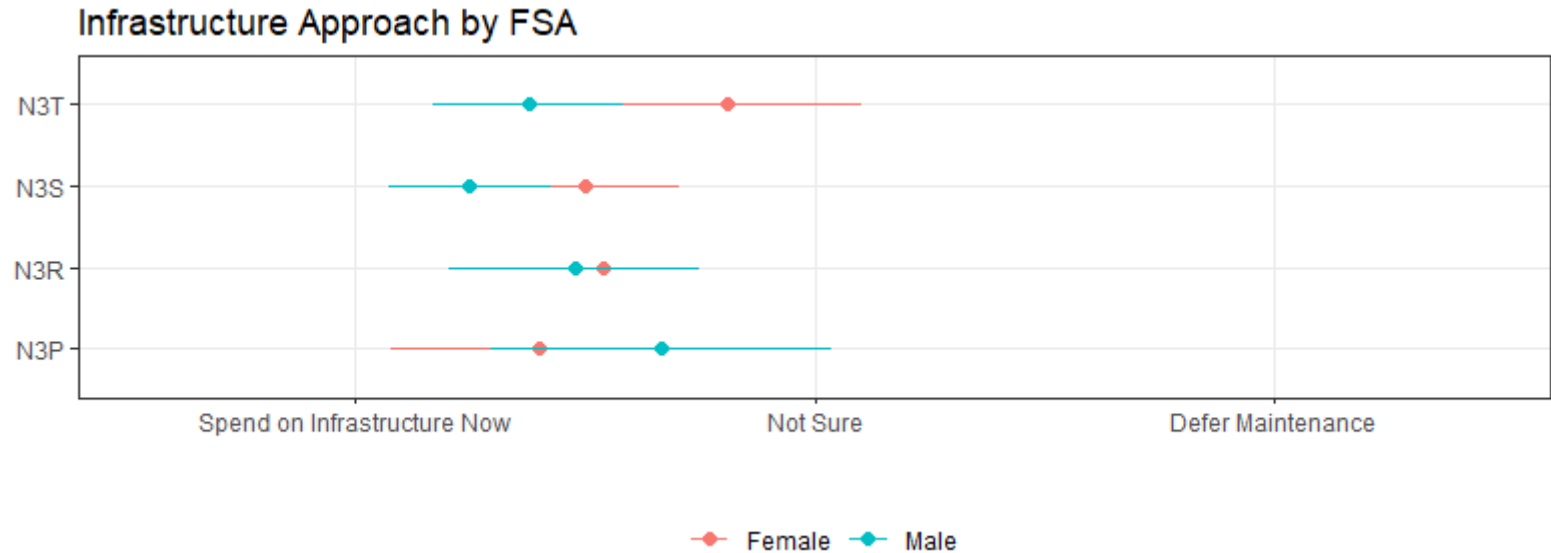


Telephone Summary

- Respondents under 35 years old were much less certain about infrastructure spending

Web Summary

Infrastructure Spending (cont.)



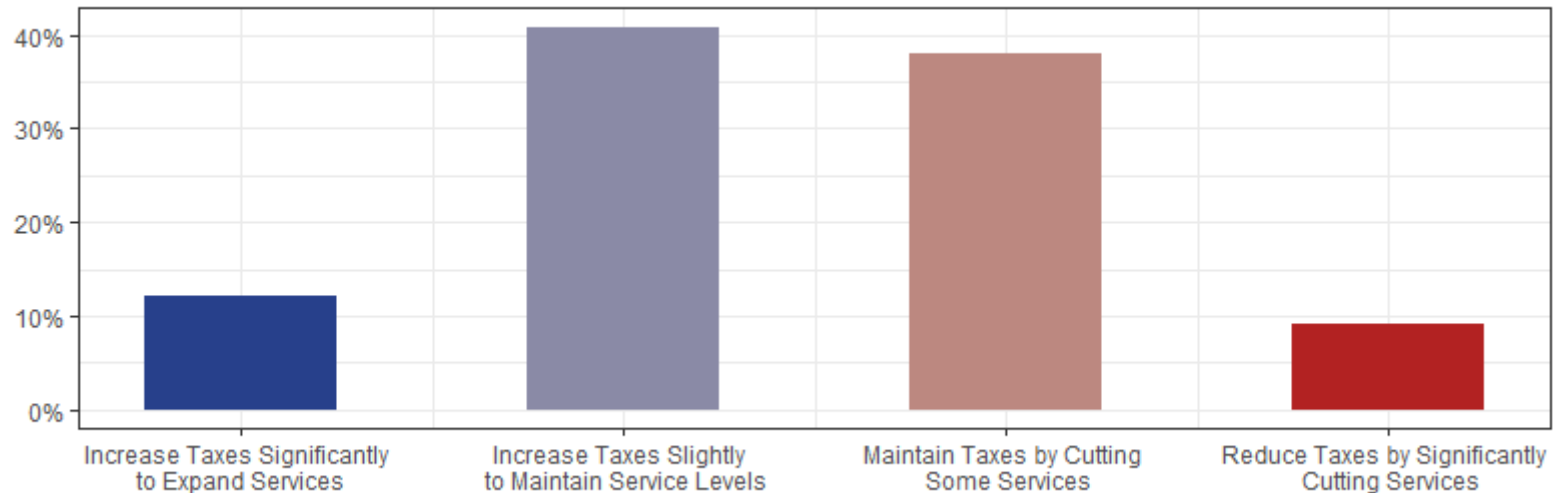
Telephone Summary

- There is no significant relationship between FSA and infrastructure spending

Web Summary

Balancing Taxation

How Should the City Balance Services and Taxation?



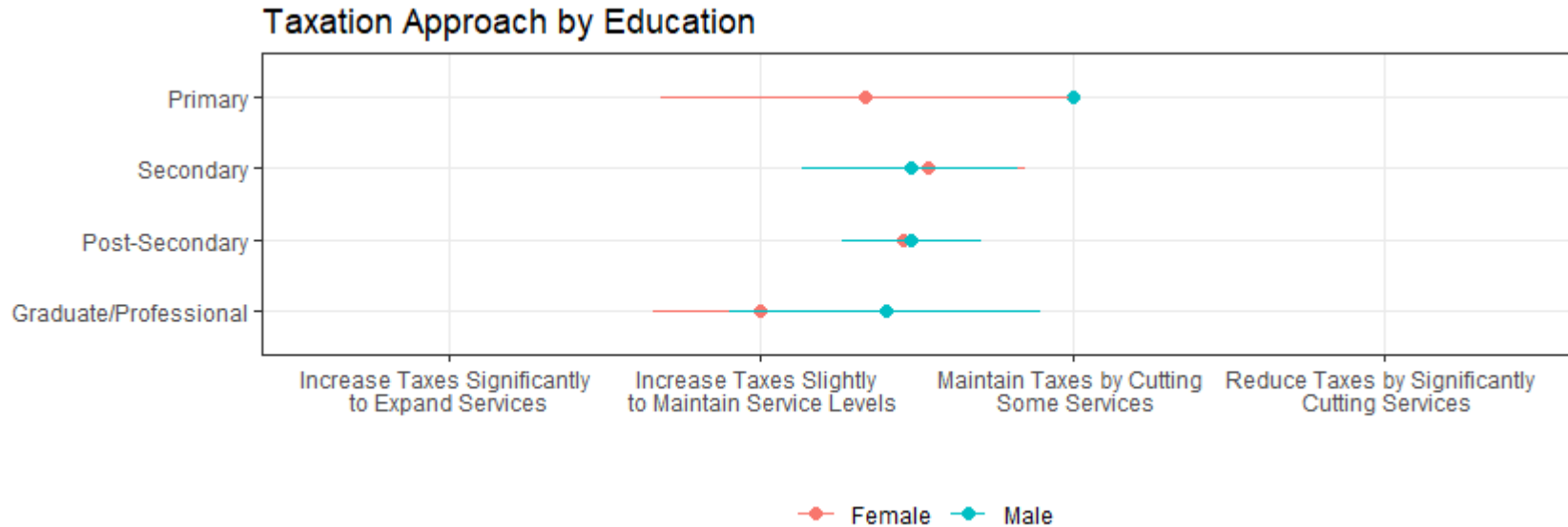
Telephone Summary

- About half of respondents (51%) preferred increasing taxes slightly to maintain current service levels
- About 1/3 of respondents preferred to maintain tax levels by cutting some services

Web Summary

- Over half of respondents (53%) believe in increasing taxes slightly or significantly

Balancing Taxation (cont.)

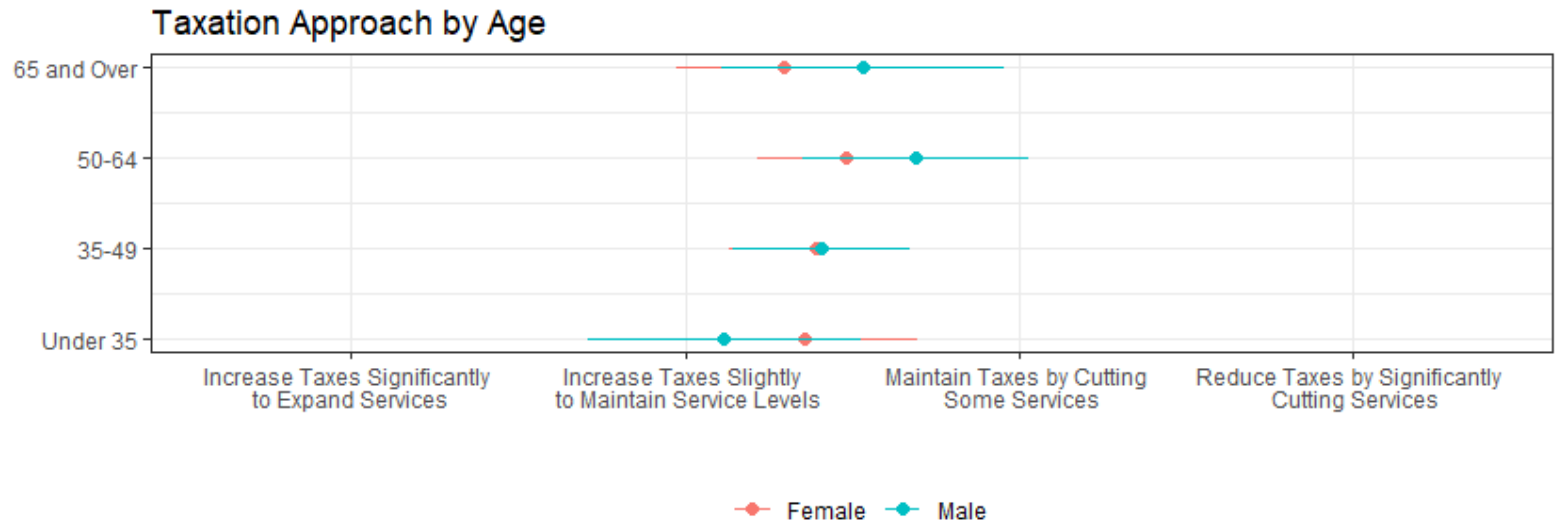


Telephone Summary

- Secondary-educated respondents are most supportive of maintaining taxes by cutting some services
- Graduate/professional-educated respondents most supportive of increasing taxes slightly to maintain services

Web Summary

Balancing Taxation (cont.)

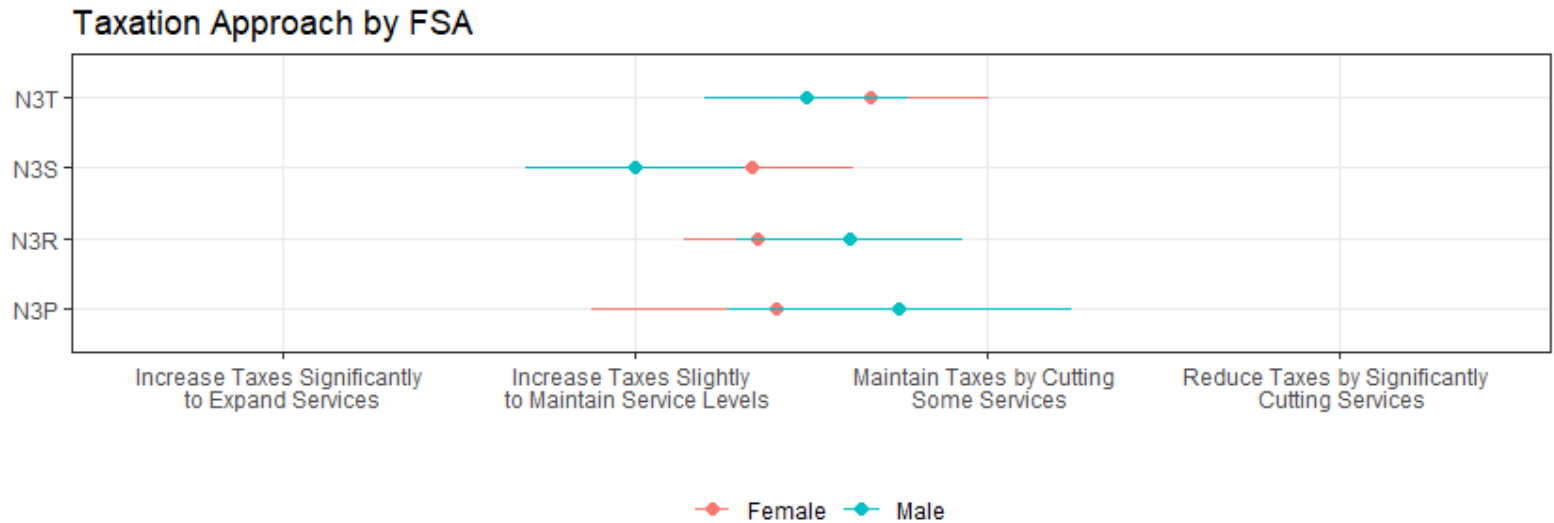


Telephone Summary

- Very high variance among under 35-year-old group

Web Summary

Balancing Taxation (cont.)

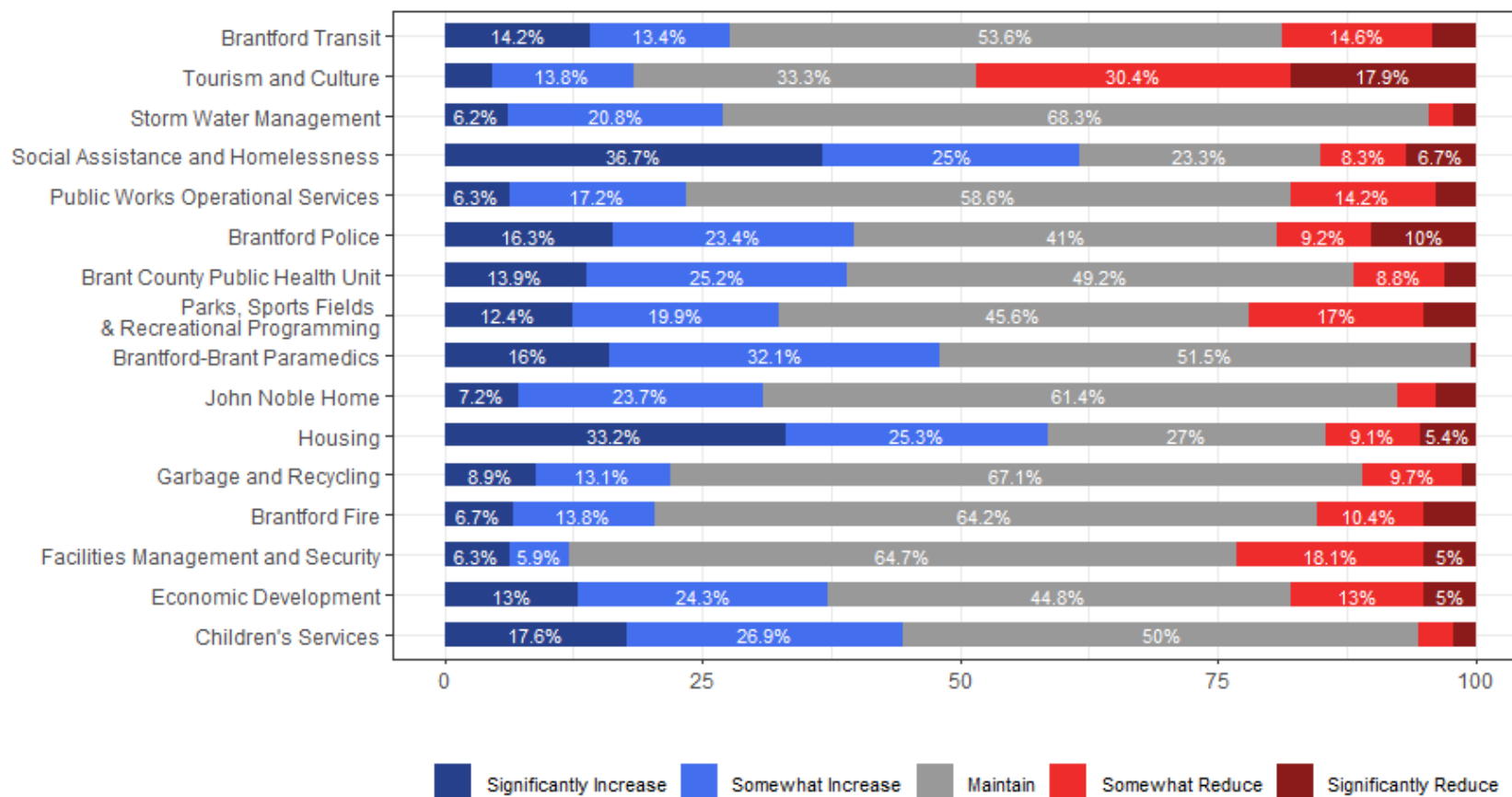


Telephone Summary

- N3V is much more in favor of increasing taxes slightly to maintain services
- N3P has a significant gender gap, with men most in favor of maintaining taxes by cutting services

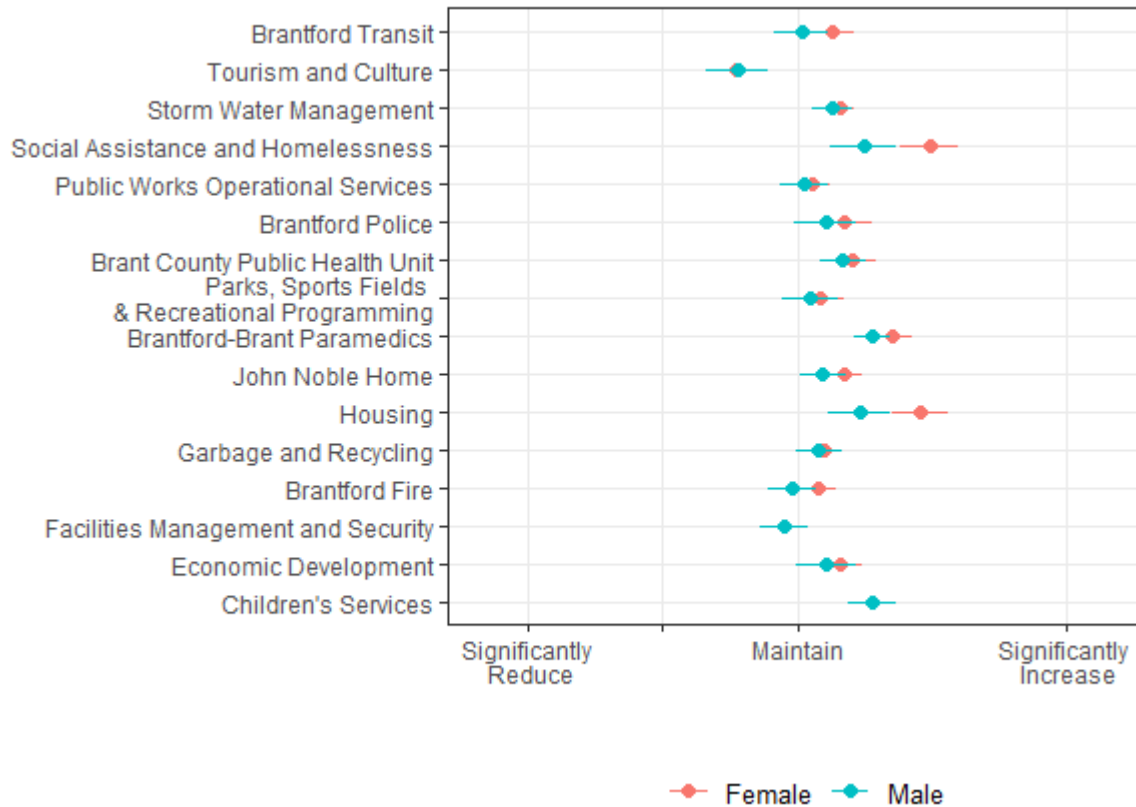
Web Summary

Key Programming/Service Areas



Key Programming/Services (cont.)

Key Programming/Services by Gender



Telephone Summary

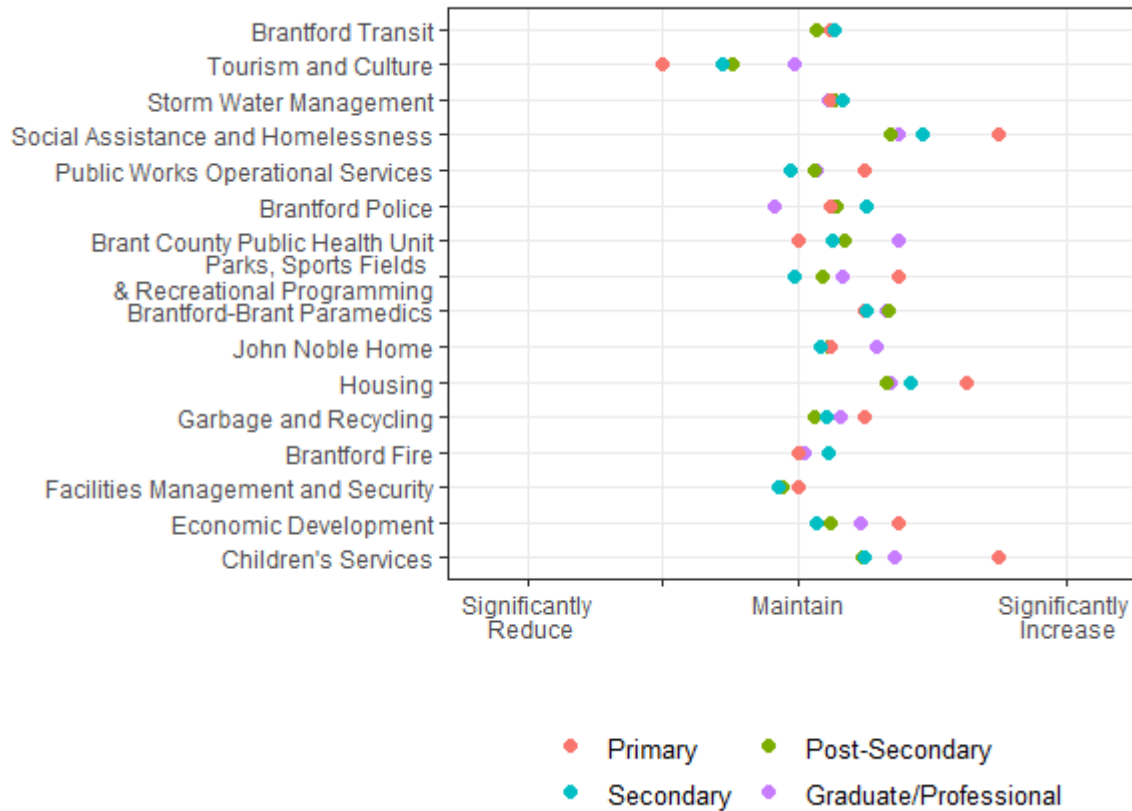
- Male respondents were generally more supportive of increasing service levels, especially in the areas of social assistance & homelessness, police, housing and children's services

Web Summary

- Female respondents were generally more supportive of increasing service levels, especially in the areas of social assistance & homelessness

Key Programming/Services (cont.)

Key Programming/Services by Education



Telephone Summary

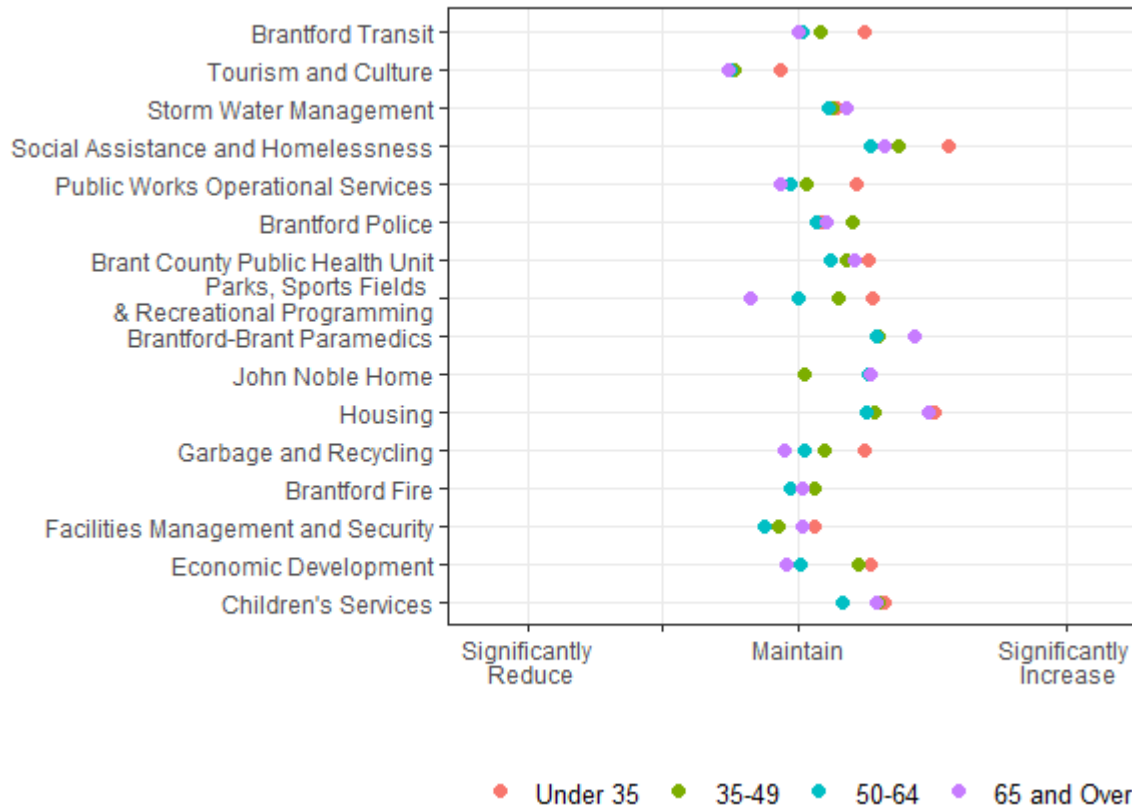
- Less educated respondents were more supportive of social assistance & homelessness and housing
- More educated respondents were more supportive of economic development

Web Summary

- More educated respondents were more supportive of tourism and culture and Brant County Public Health Unit

Key Programming/Services (cont.)

Key Programming/Services by Age Group



Telephone Summary

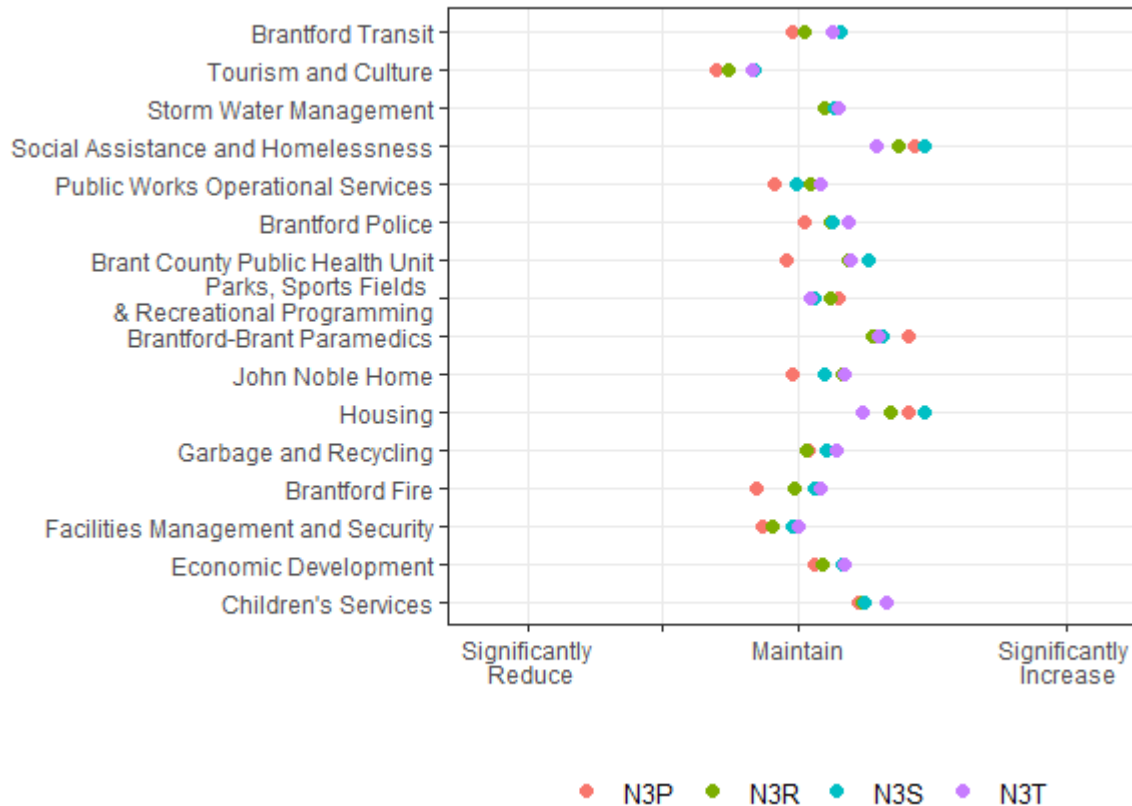
- Younger respondents were more supportive of increasing service levels, except for tourism & culture and facilities management & security

Web Summary

- Younger respondents were more supportive of increasing service levels in all areas

Key Programming/Services (cont.)

Key Programming/Services by FSA



Telephone Summary

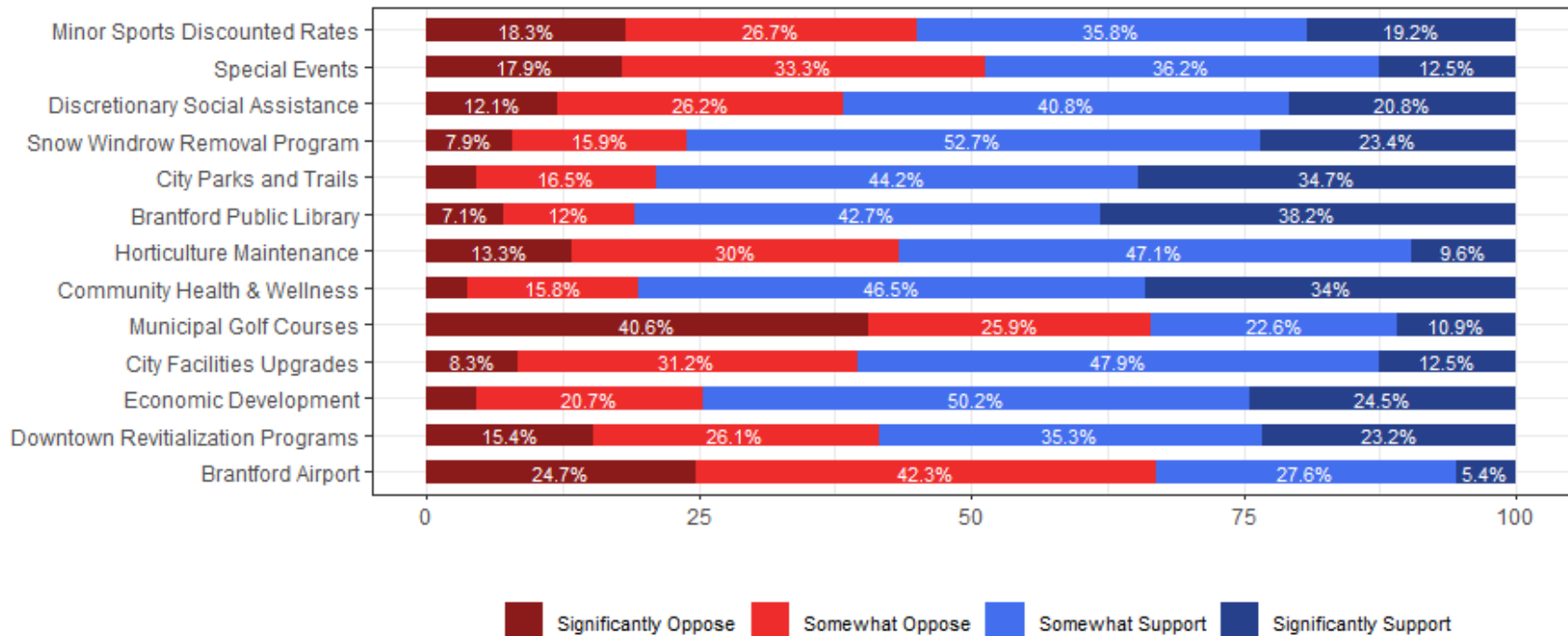
- Respondents from 'N3V' were more supportive of increasing service levels for economic development, children's services, John Noble Home, paramedics and transit

Web Summary

- Respondents from 'N3P' were generally in favor of reducing service levels, except for Brantford-Brant Paramedics

Preferred Discretionary Spending

Preferred Discretionary Spending



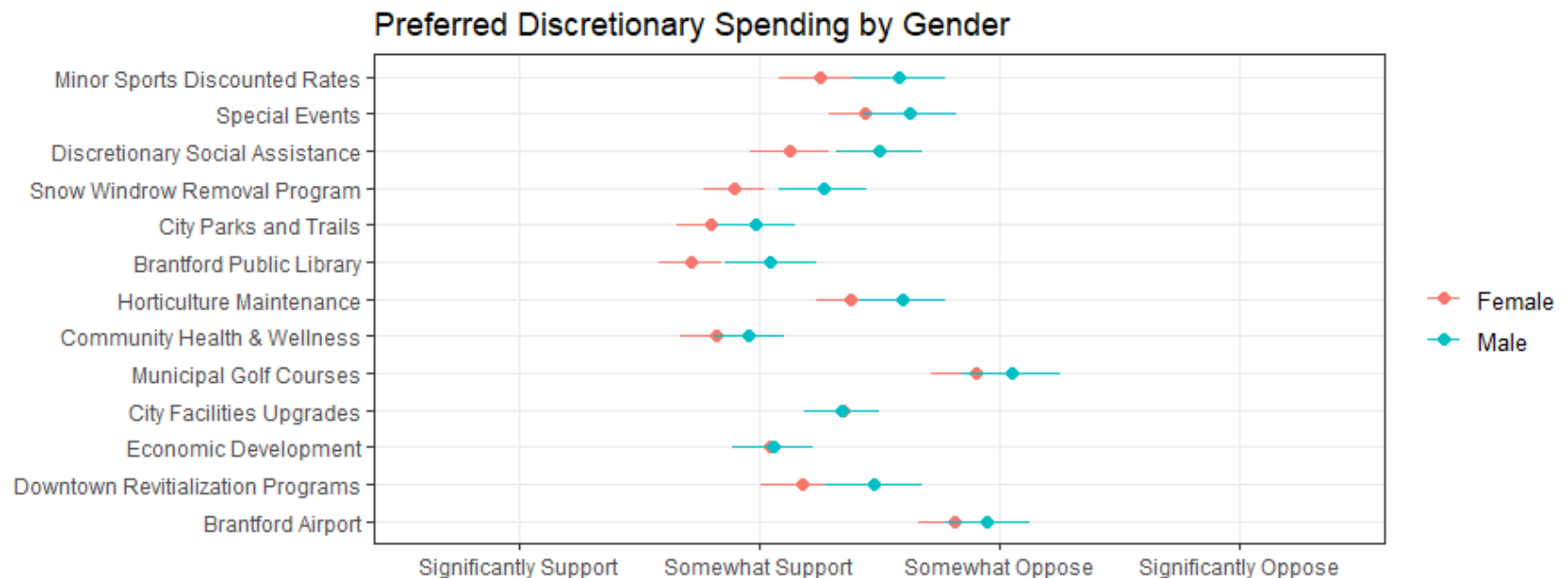
Telephone Summary

- The general consensus was positive, with the largest opposition to municipal golf courses (46%)

Web Summary

- Strong opposition for funding Brantford airport (67%), municipal golf courses (67%) and special events (51%)

Preferred Discretionary Spending (cont.)



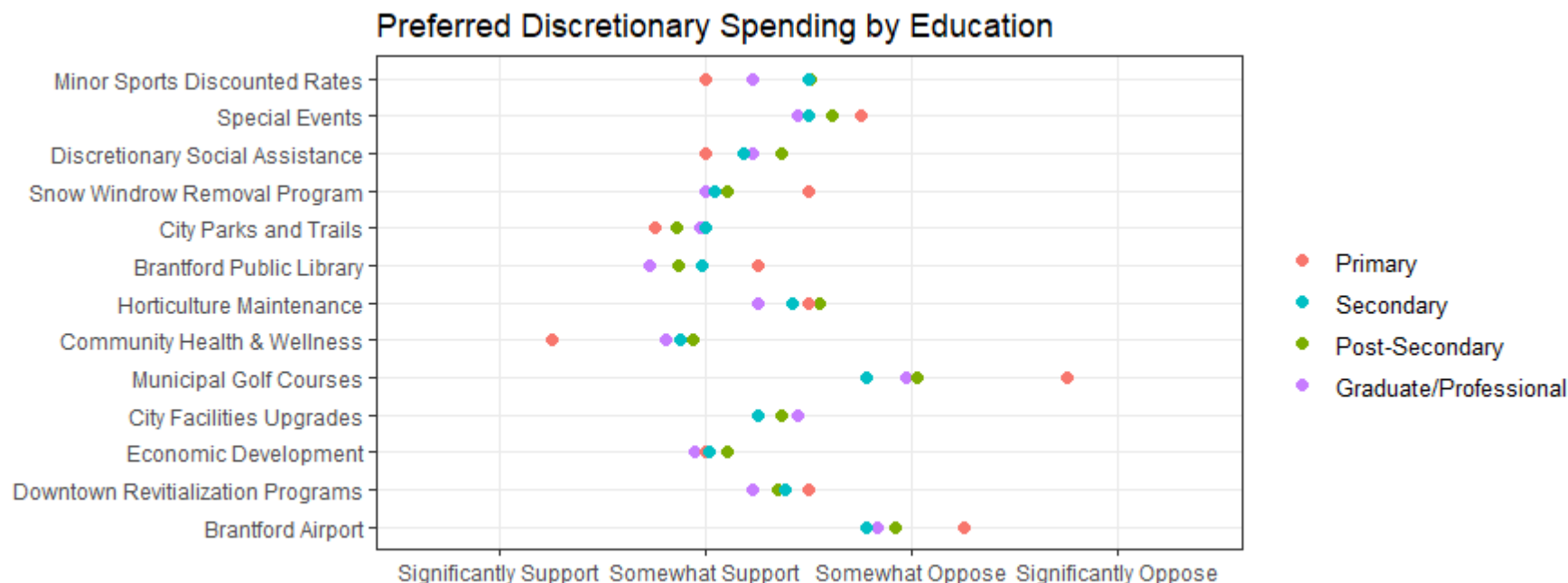
Telephone Summary

- Male respondents were more supportive of all discretionary spending areas, except for municipal golf courses, city facilities upgrades and economic development

Web Summary

- Male respondents were more opposed to discretionary spending, most notably social assistance and snow windrow removal

Preferred Discretionary Spending (cont.)



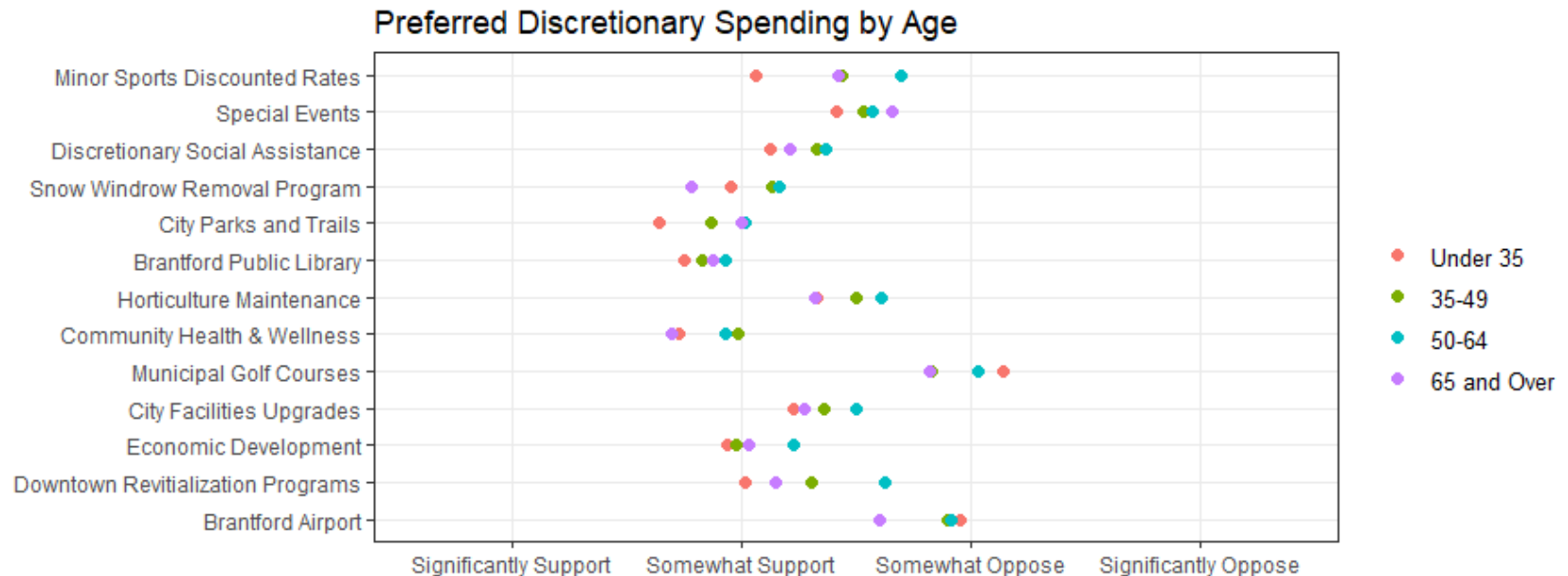
Telephone Summary

- More educated were more supportive of downtown revitalization, while less supportive of the snow windrow removal program and Brantford airport

Web Summary

- Primary educated were very opposed to municipal golf courses, while supportive of community health & wellness

Preferred Discretionary Spending (cont.)



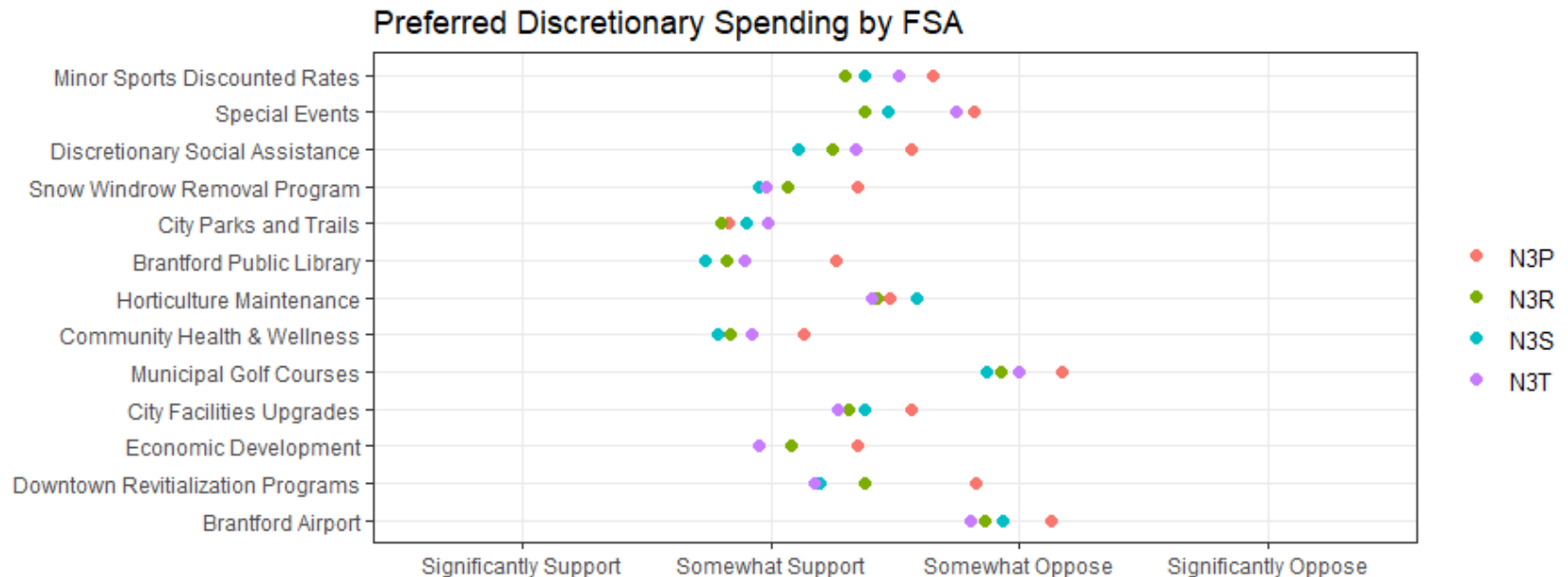
Telephone Summary

- No significant relationships

Web Summary

- No significant relationships

Preferred Discretionary Spending (cont.)



Telephone Summary

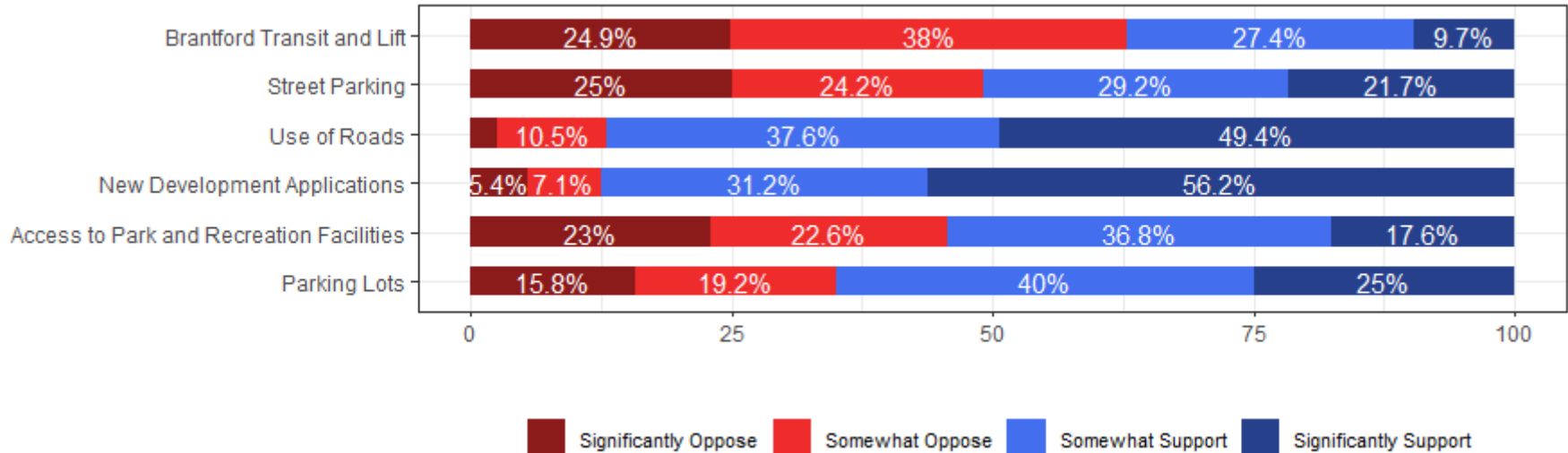
- Respondents from 'N3V' were much more supportive of economic development and municipal golf courses, while much less supportive of discretionary social assistance

Web Summary

- Respondents from 'N3P' were most opposed to nearly all discretionary spending areas

Generating Revenue

Do you support an increase or new user fees for the following areas:



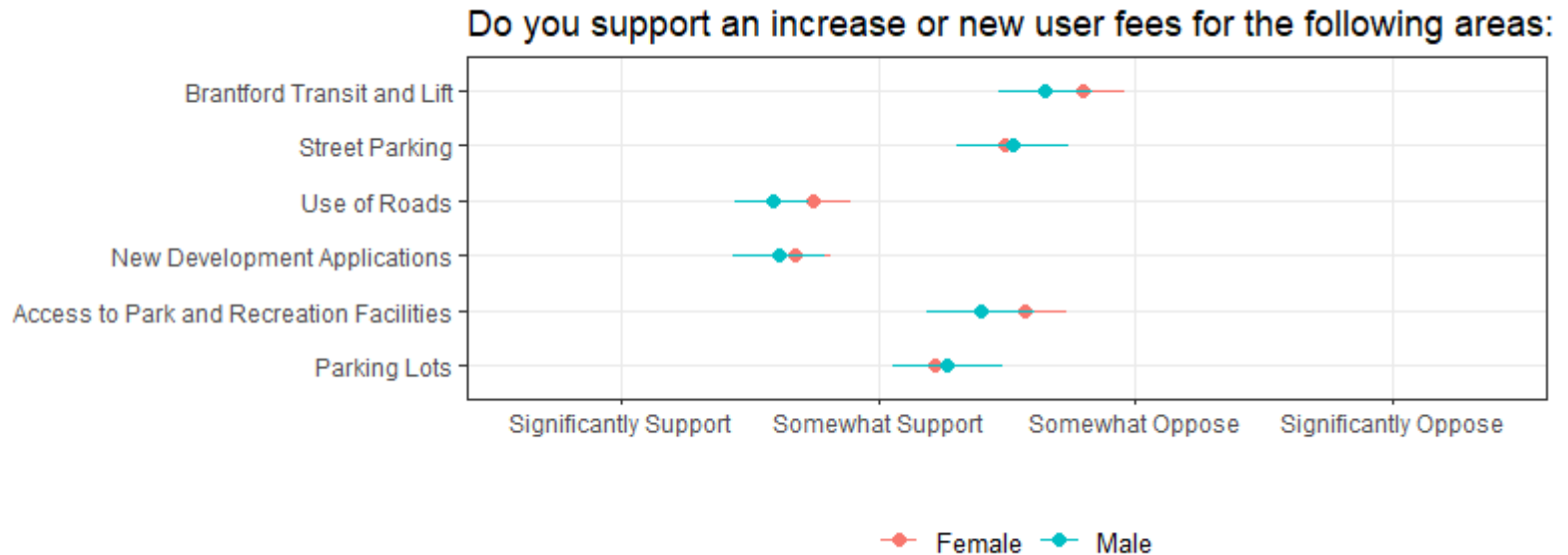
Telephone Summary

- The greatest opposition was to increasing/new user fees for Brantford Transit and Lift (64%) and access to park and recreation facilities (57%)
- The greatest support was for increased/new user fees on new development applications (77%) and use of roads (71%)

Web Summary

- Over half of respondents were opposed to increased/new user fees for Brantford Transit and Lift (63%)
- Over 87% of respondents supported increased/new user fees on new development applications and use of roads

Generating Revenue (cont.)



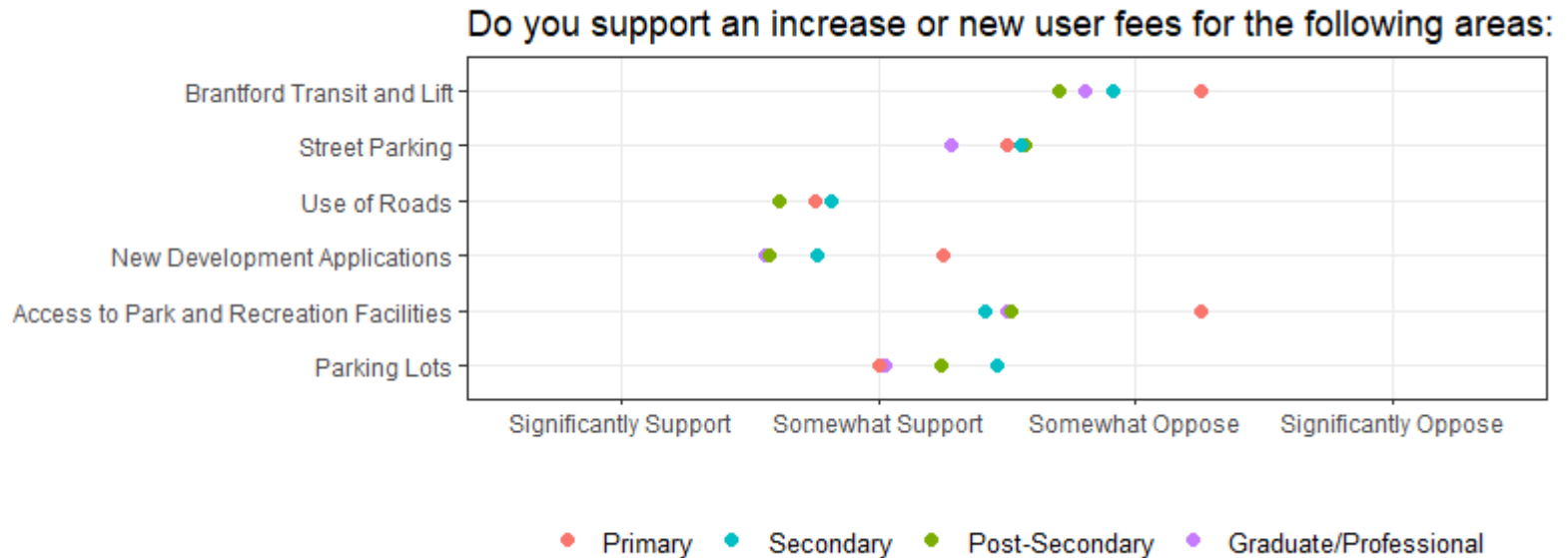
Telephone Summary

- Male respondents were generally more opposed to increasing/new user fees than women, especially for Brantford Transit and Lift

Web Summary

- No significant relationships

Generating Revenue (cont.)



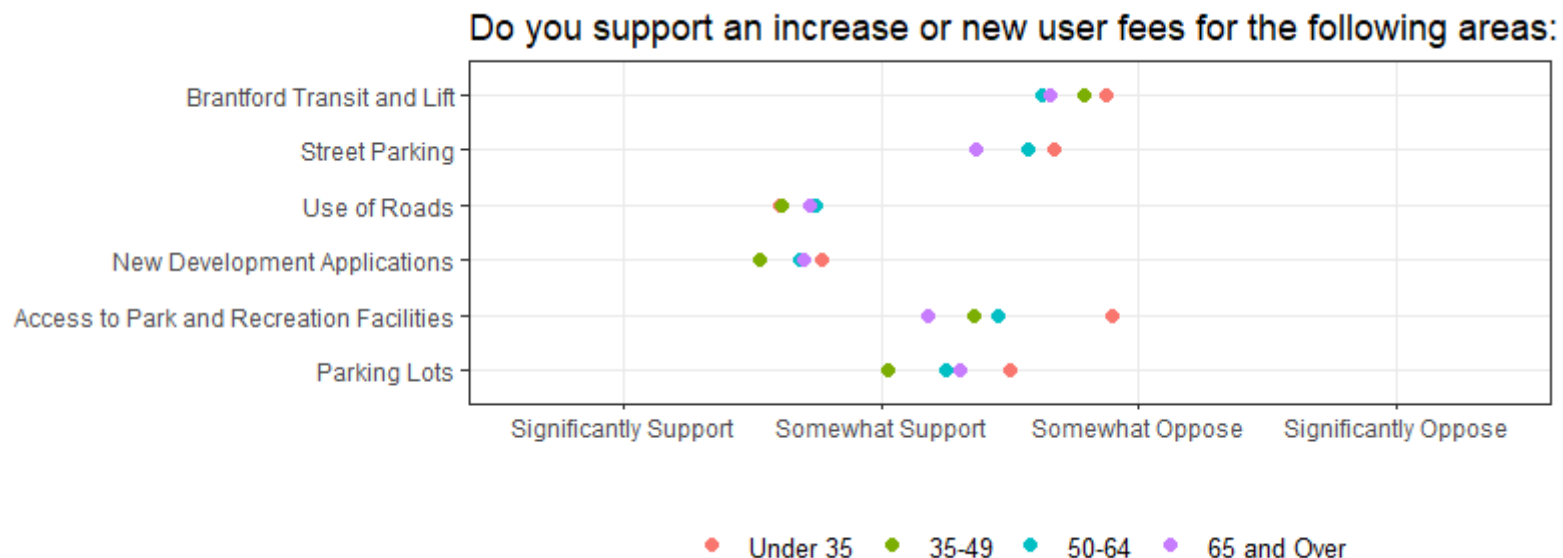
Telephone Summary

- Respondents with primary education were most opposed to increased/new user fees
- More educated residents were in greater support of increased fees for road usage and new development applications

Web Summary

- Respondents with primary education were most opposed to increased/new user fees

Generating Revenue (cont.)



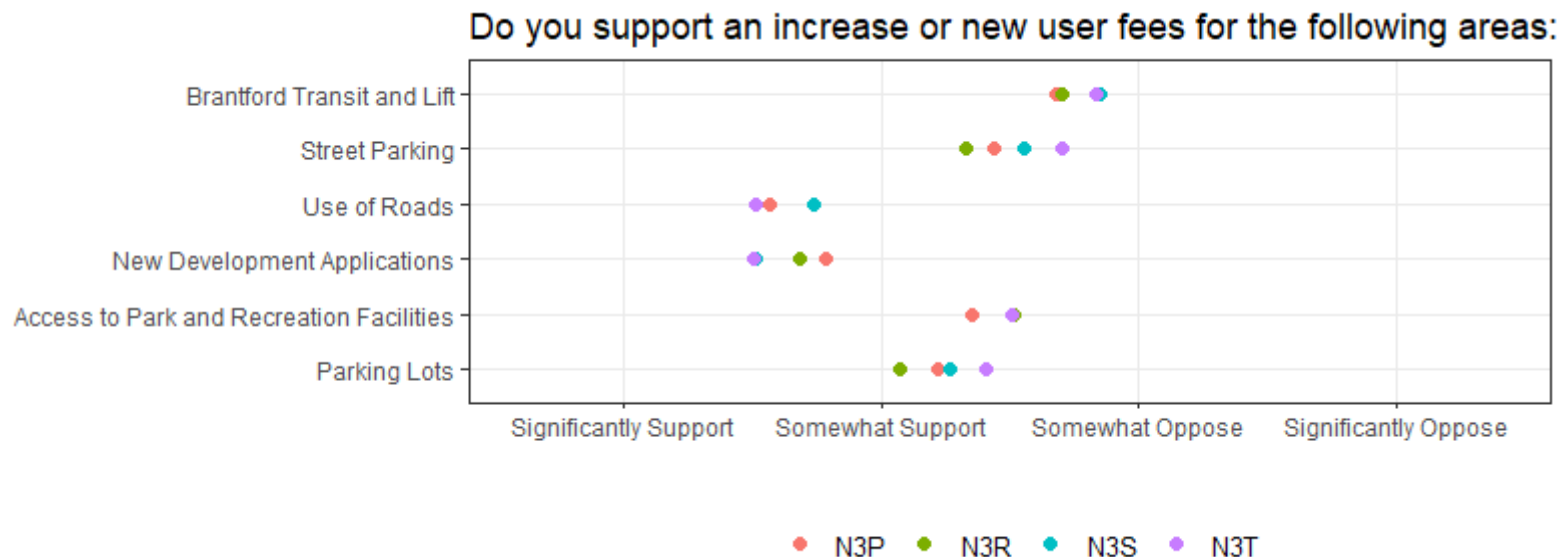
Telephone Summary

- In general, older respondents were more opposed to increased/new user fees than younger respondents
- Street parking was the most divisive area between age groups

Web Summary

- Access to park and recreation facilities was most divisive area, with respondents under 35 the most opposed to an increase/new user fees

Generating Revenue (cont.)



Telephone Summary

- Respondents from 'N3V' was much more opposed to fees on Brantford Transit and Lift and access to park and recreation facilities

Web Summary

- No significant relationships