

2023 BUDGET

Let's Talk Budget, Niagara Falls
Engagement Results



Survey Results

2023 Budget Engagement



Programs & Services

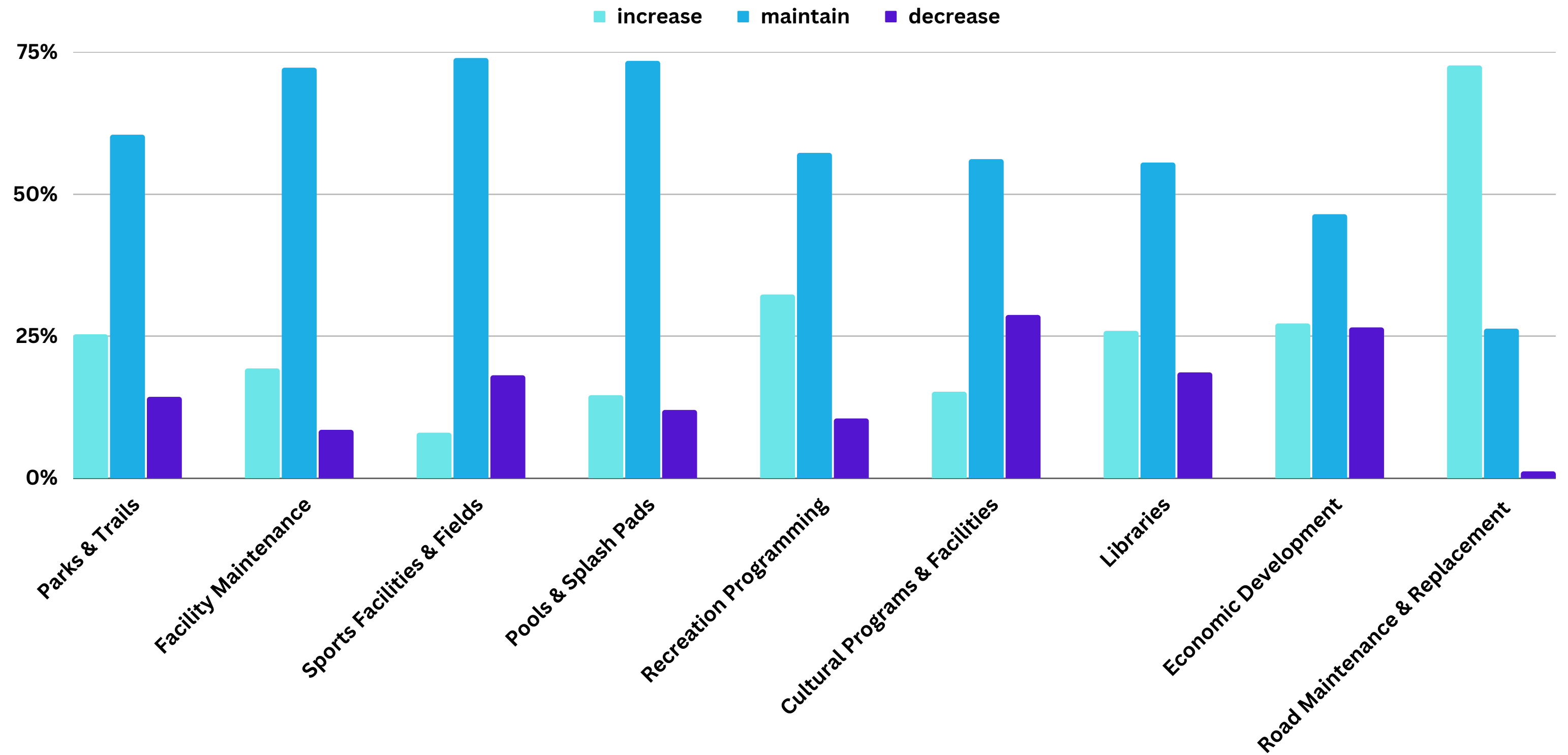
We asked ...

Should the City **increase, decrease or maintain** its **budget investment** in the following programs and services?

Balancing competing priorities can require decisions about service levels. Service levels are defined as the scope or measurement of the service being delivered. The level of service can be increased or decreased by changes, such as reducing operating hours or frequency of service. Service level changes drive changes in your property taxes. As a result, increasing services would likely increase taxes, maintaining service would result in inflationary increases, and decreasing a service level could reduce taxes. For the items below, think of the importance of the services and programs that are provided to you and the community. Please tell us if the City should increase, decrease or maintain its budget investment in the following programs and services:

Programs & Services

We heard ...



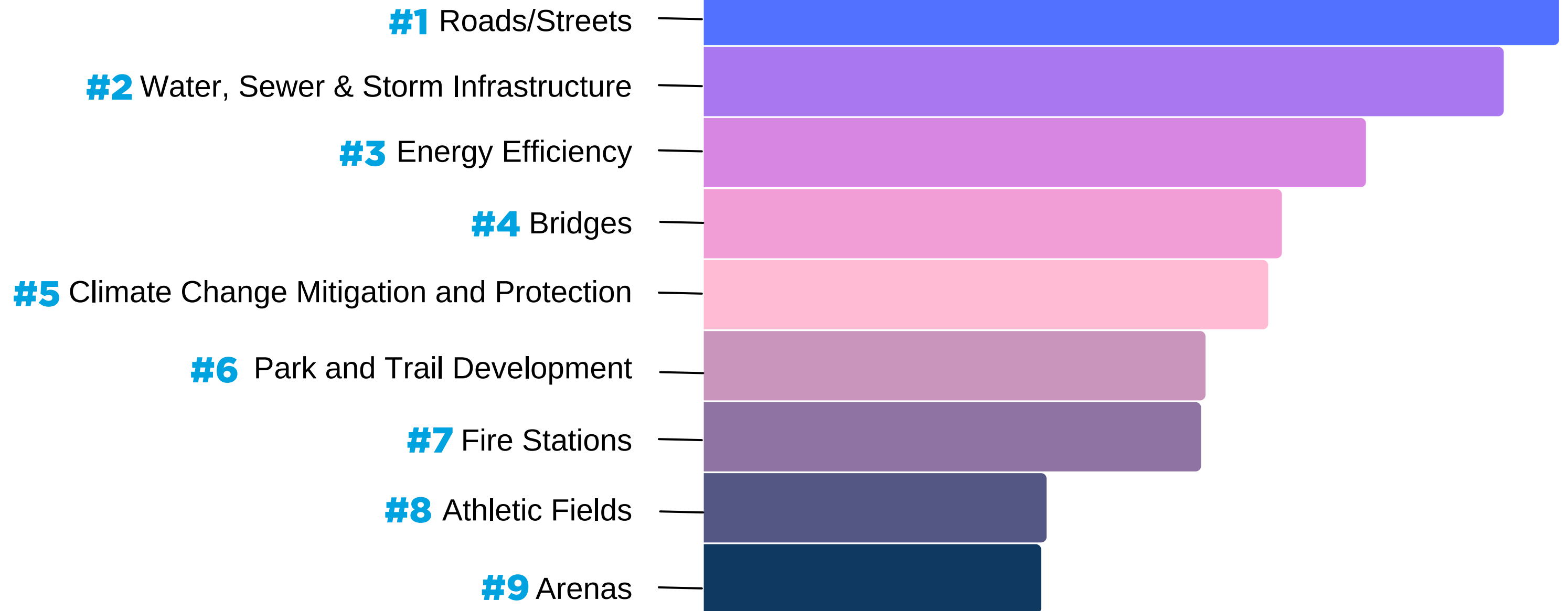
Infrastructure/Other Priorities

We asked...

Please rank your **infrastructure/other** priorities during the next five years.

Infrastructure/Other Priorities

We heard ...



Setting the Tax Rate

We asked...

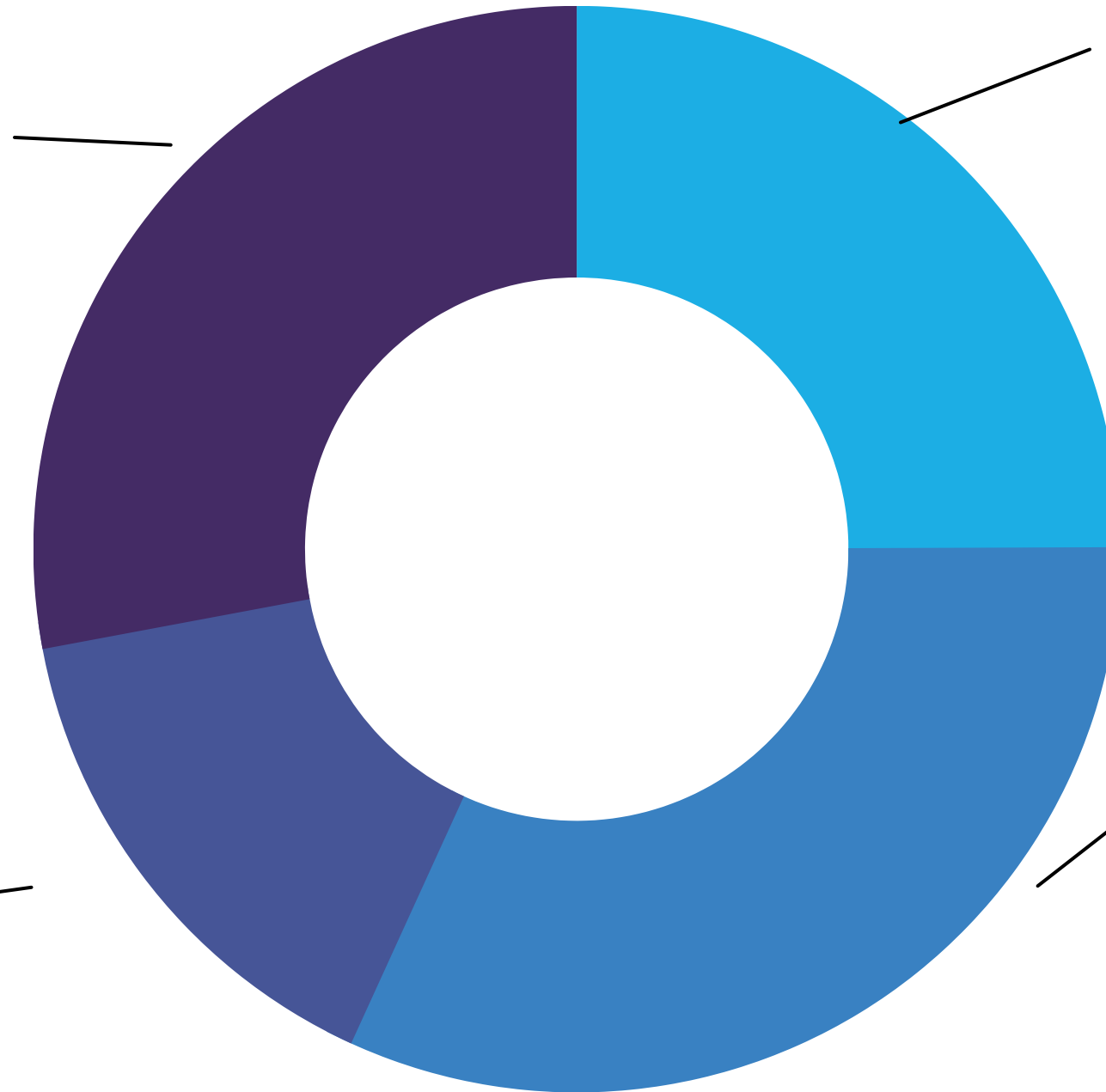
Municipal property taxes are the primary way to pay for assets and services provided by the City.
How should Niagara Falls set its taxes?

Setting the Tax Rate

We heard ...

28%
Set the tax rate to ensure that Niagara Falls can maintain our assets and services as well as invest in new services.

15%
Keep taxes around the rate of inflation.



25%
Set the tax rate to ensure our assets and services are maintained.

32%
Keep tax increases as close to zero as possible, even if this means reducing services.

Tax Rate vs. Level of Service

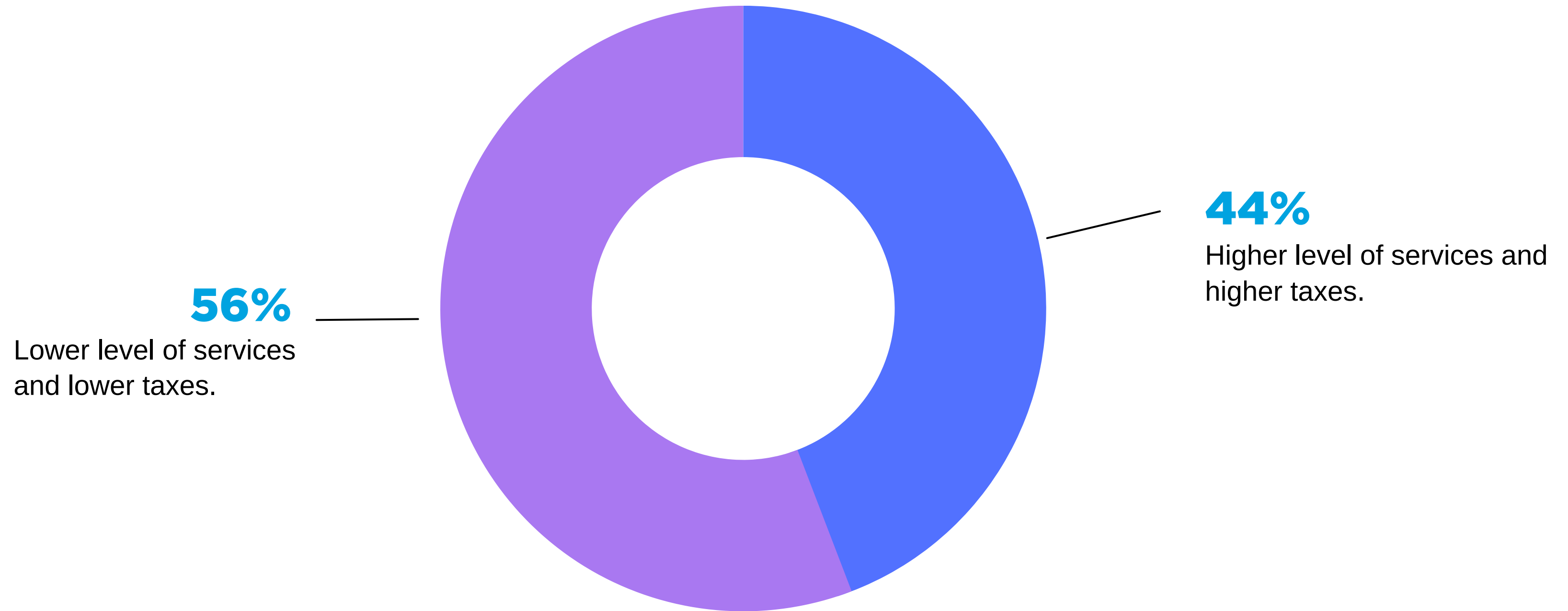
We asked ...

In 2022 a Niagara Falls home is taxed much lower than a home of the same value in Welland or St. Catharines. Niagara Falls generally provides a higher level of service and facility provision than the other two municipalities. Where do you think Niagara Falls should sit compared to St. Catharines and Welland?

In 2022, a \$500,000 house in Niagara Falls is taxed at \$6,730 (\$2,664 – City of Niagara Falls only taxes). In Welland, the taxes for the same value house were \$8,318 (\$4,121 – Welland only taxes) and in St. Catharines \$7,470 (\$3,327 – St. Catharines only taxes).

Tax Rate vs. Level of Service

We heard ...



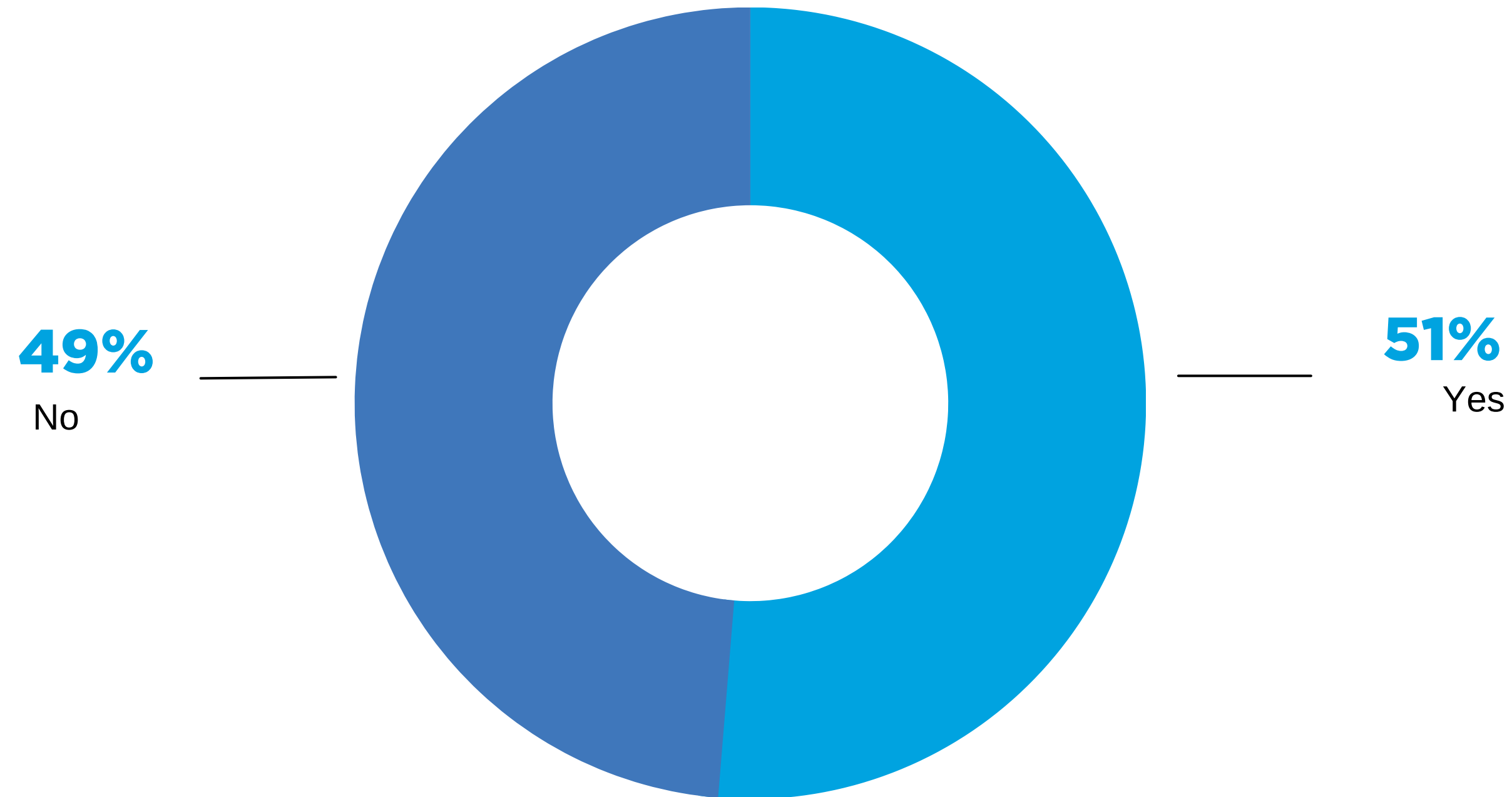
Lower-Tax-Cost Municipality

We asked ...

Would you accept **fewer services** to maintain our position as a **lower-tax-cost municipality**?

Lower-Tax-Cost Municipality

We heard ...



Social Service Related Funding

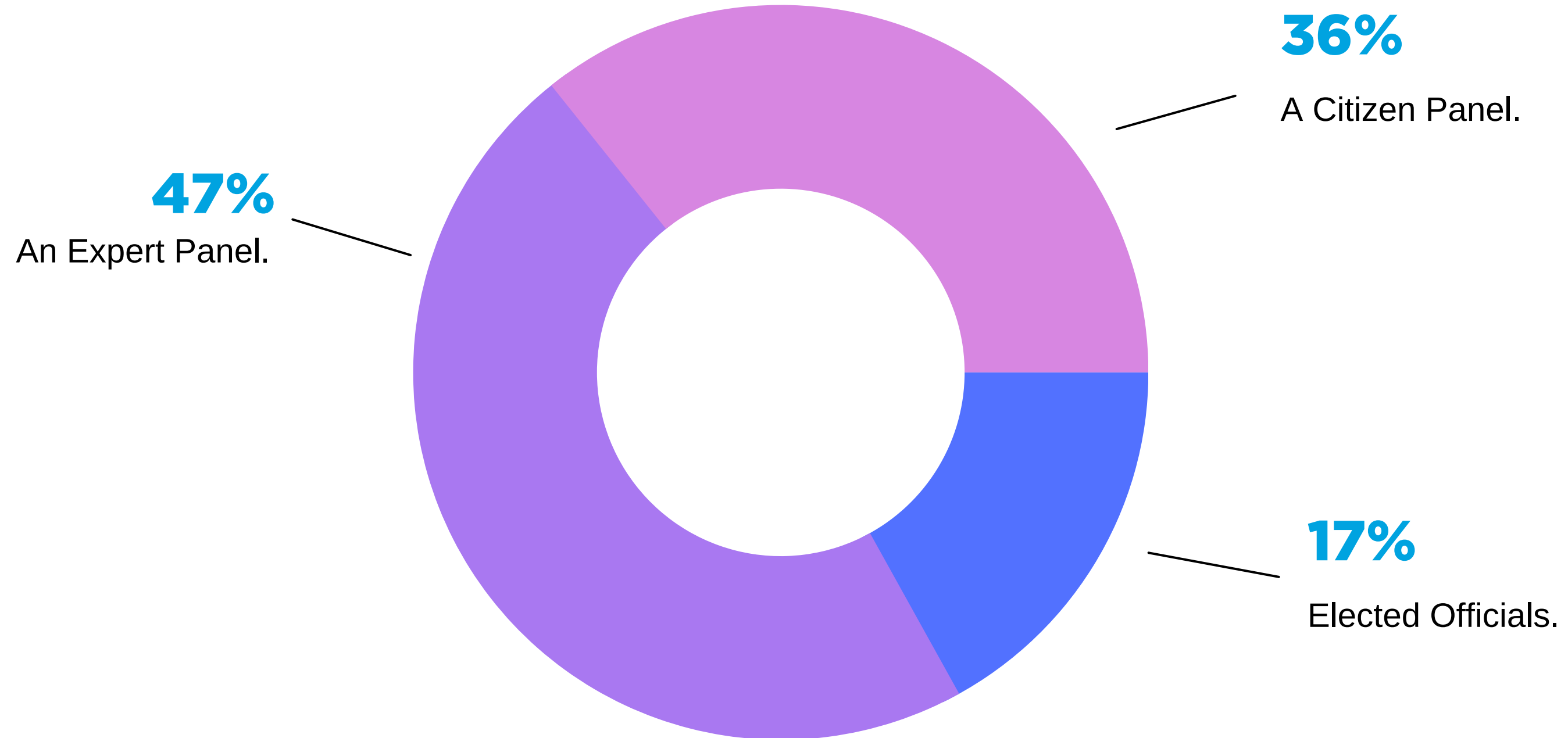
We asked ...

Noting that the City of Niagara Falls, **as a lower-tier municipality**, has no staff or departments relating to social services issues, such as health care, homelessness and housing, **who do you think should make the decisions to spend tax dollars on for levels of social service-related funding?**

Niagara Region is an upper-tier municipality responsible for social services in our two-tier government structure. Although not a designated role for lower-tier municipalities, homelessness, affordable housing, mental health and poverty are issues that the City of Niagara Falls has spent tax dollars on annually.

Social Service Related Funding

We heard ...



Environmentally Sustainable Practices

We asked ...

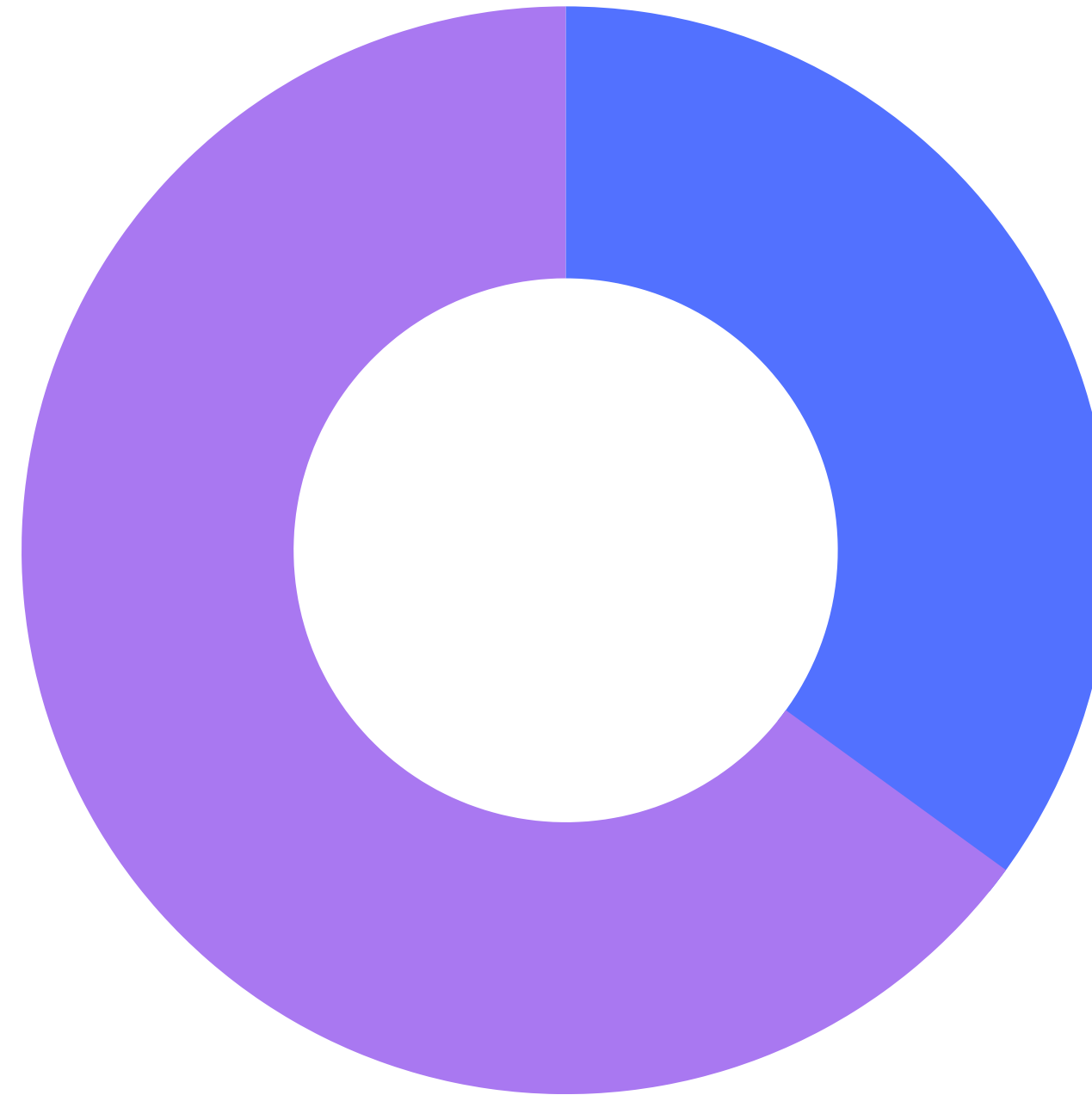
Would you pay more for the City to use and/or pilot more **environmentally sustainable practices** (i.e., electric vehicles etc.)?

Environmentally Sustainable Practices

We heard ...

65%

No



35%

Yes

Municipal Property Assessment

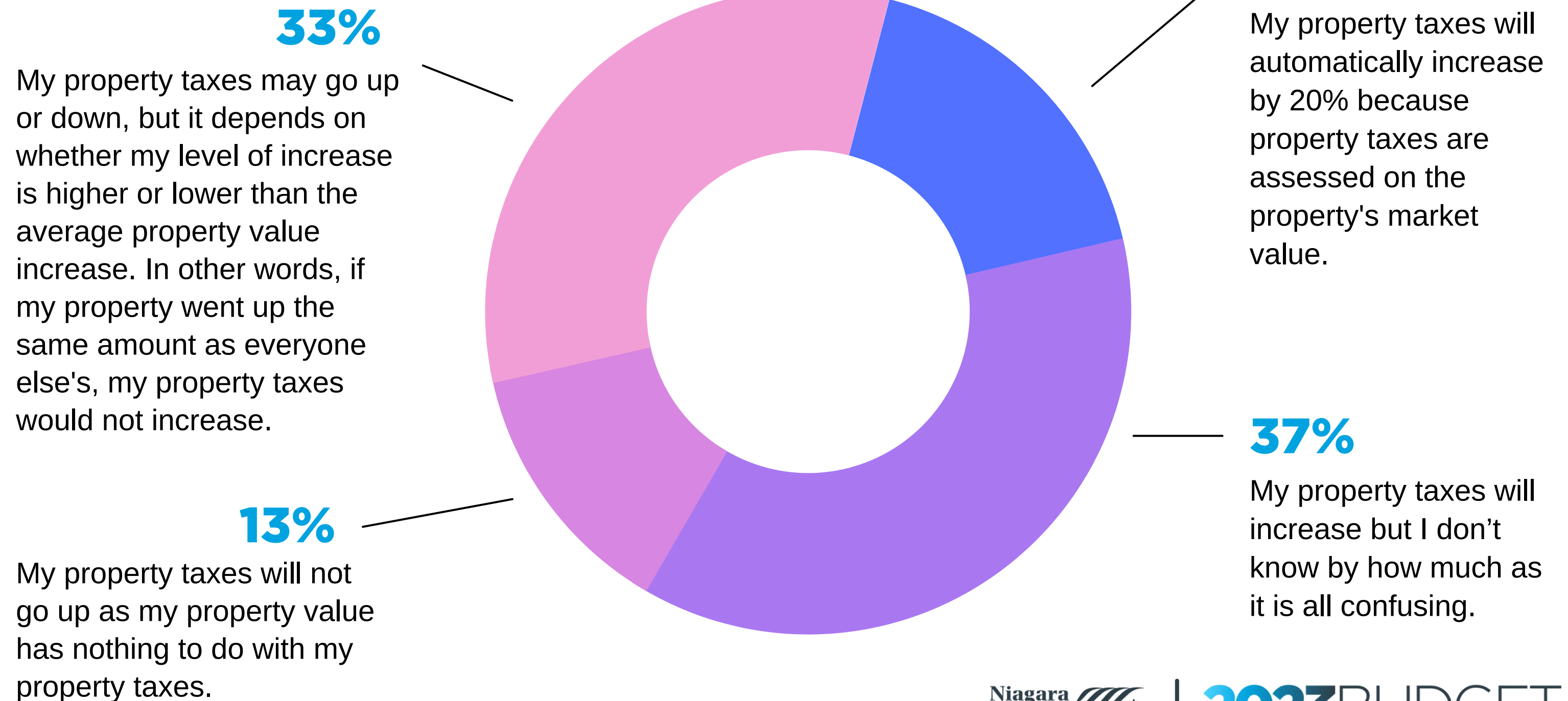
We asked ...

The **Municipal Property Assessment Corporation (MPAC)** will periodically reassess the market value of your property. **How do you think this valuation affects your property taxes?**

For example, if MPAC reassesses your property and the value increases by 20%, which statements are true?

Municipal Property Assessment

We heard ...



User Fees

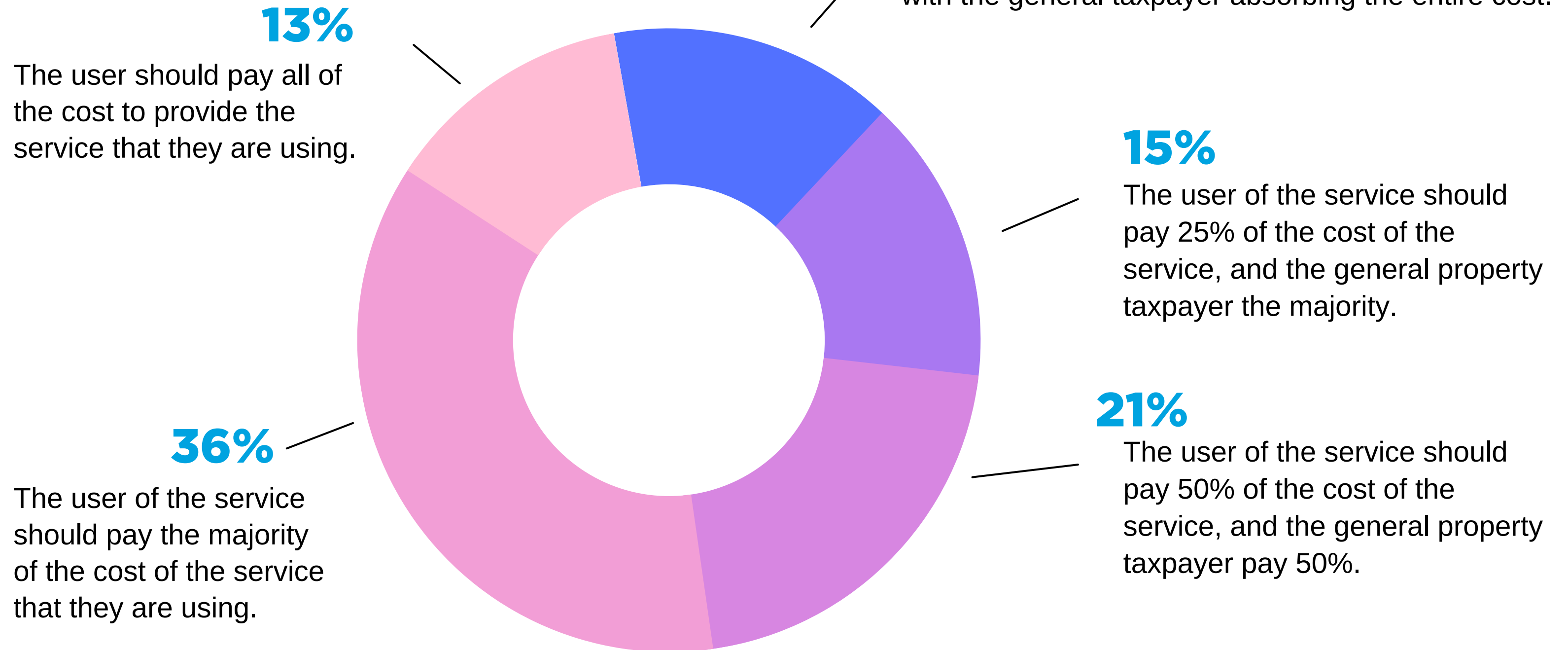
We asked ...

The difference between the **cost of providing a service and the **user fee charged** to the user is borne by all taxpayers through their **property taxes**. What level of support should be provided by the user and/or the general property taxpayer for these types of services?**

The City of Niagara Falls charges fees for a variety of services. This situation occurs in every municipality, as the provision of these services adds to the resident's quality of life and the city's overall attractiveness to residents and prospective residents. For example, there are fees for riding a bus, using an ice rink and attending a recreation program. In most cases, the cost associated with providing the service is significantly higher than the user fee charged. Due to this, the difference between the cost of providing the service and the user fee charged to the user is borne by all taxpayers through their property taxes. Based on the above, what level of support should be provided by the user and/or the general property taxpayer for these types of services (Select the one that you most agree with):

User Fees

We **heard** ...

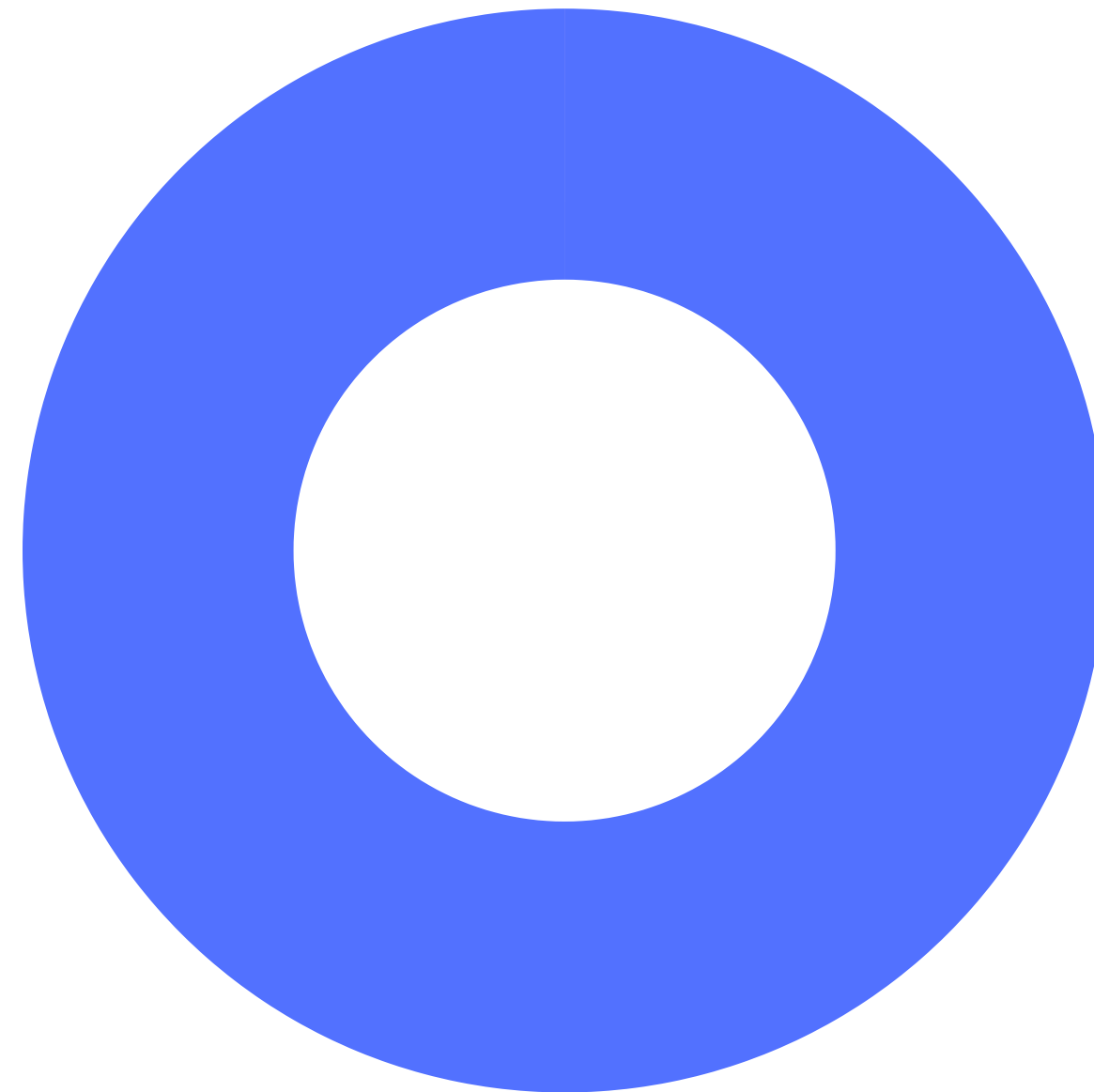


Niagara Falls Residents

We asked ...

We heard ...

Do you live in, or
own a business, in
Niagara Falls?



100%
Yes

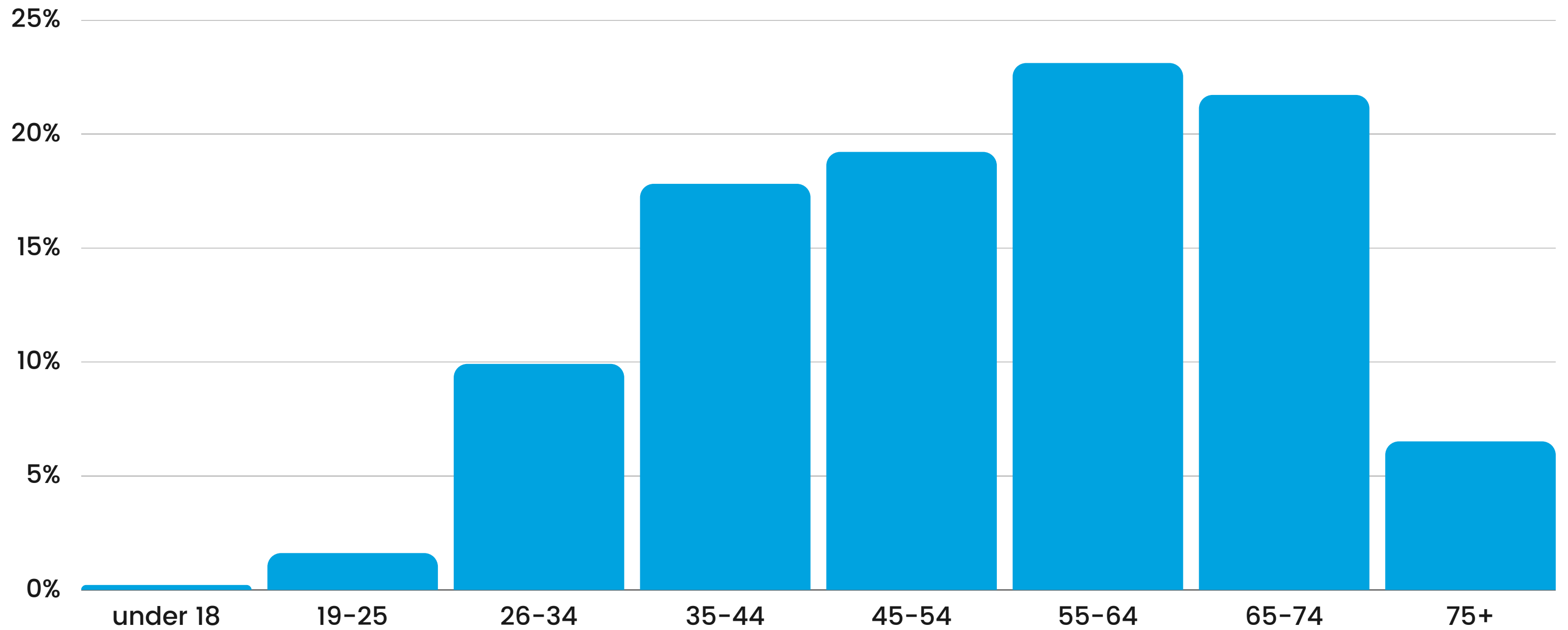
Age Range

We asked ...

What is your **age range**?

Age Range

We heard ...



Process Overview

2023 Budget Engagement



Let's Talk Niagara Falls

Engagement period was open from
November 21 to December 16.

Featured:

- Informative budget process videos and visual boards
- Frequently asked questions
- Questions & answers from staff
- Feedback survey*

***Survey generated 435 responses.**





Social Media

ORGANIC SOCIAL MEDIA

- Posted budget engagement updates on Corporate channels across all platforms over a 4 week period.
 - Facebook
 - Instagram
 - Twitter
- Featured educational content and encouraged residents & property owners to have their say in the 2022 budget process via the survey.

Social Media

PAID SOCIAL MEDIA

- Three Facebook Ad campaigns:
 - Nov 23 - Dec 16
 - Nov 25 - Dec 10
 - Dec 5 - Dec 16
- Combined results:
 - 37,498 reached
 - 592 link clicks



Niagara Falls Canada @NiagaraFalls

Learn more about the municipal budget process and provide your input to help the City of Niagara Falls shape the 2023 Budget.

To have your say, complete the short online survey or submit your feedback to the project team by December 16: letstalk.niagarafalls.ca/budget-engagem...



City of Niagara Falls, Ontario, Canada - Government
Published by Kenneth Kiriakopoulos · November 25, 2022

Learn more about the municipal budget process and provide your input to help the City of Niagara Falls shape the 2023 Budget!

To have your say, complete the short online survey or submit your feedback to the project team by December 16.

Survey closes December 16.

LETSTALK.NIAGARAFALLS.CA
2023 Budget Engagement
Welcome to the City of Niagara Falls 2023 Budget Engagement Each year, the City ...

[Learn more](#)

Social Media

PAID SOCIAL MEDIA

- One Twitter Ad campaign:
 - Nov 25 - Dec 3
- Results:
 - 34,402 reached
 - 42 link clicks



Budget Videos

1. Let's Talk Budget and Taxes
2. User Fees
3. Infrastructure Gap



Digital Advertising

- Corporate website (homepage)
- E-Newsletters
 - City News & Council Update
 - Let's Talk Niagara Falls
- Digital displays in City facilities
- Millennium Clock tower sign
- Council Meeting (video loops before and during meeting)



Sent to over 8,000 email subscribers!



2023BUDGET

Print & Radio

Niagara Falls Review:

- Featured in the City's weekly news section on November 26, December 2, 9 and 16.

Niagara This Week:

- Featured in the City's weekly news section on December 1, 8 and 15.



**Have your say
on **budget & taxes**
in Niagara Falls!**

Your feedback will help shape
the City of Niagara Falls'
2023 Budget.

Scan the QR code
to answer the survey.



letstalk.niagarafalls.ca



Thank You!

2023 Budget Engagement

