



TWENTY21

NIAGARA REGION BUDGET

2021 Budget Public Engagement Results

Oct 15, 2020

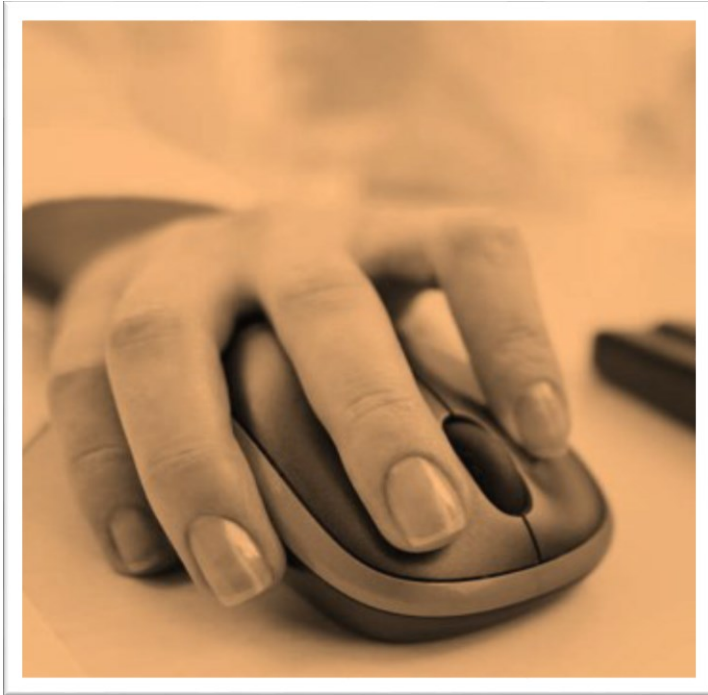
Peter Criscione
Communications Consultant
Niagara Region

Lesli Martin
Vice President
Pollara Strategic Insights

Why Do Public Engagement on the Budget?

1. **The COVID-19 crisis poses significant challenges for municipalities across Ontario and Canada**
2. **Obtain input from the public and business community on budget priorities**
3. **Gauge opinion on municipality's continued involvement in key initiatives that fall outside of core mandate**

2021 Budget Engagement Strategy



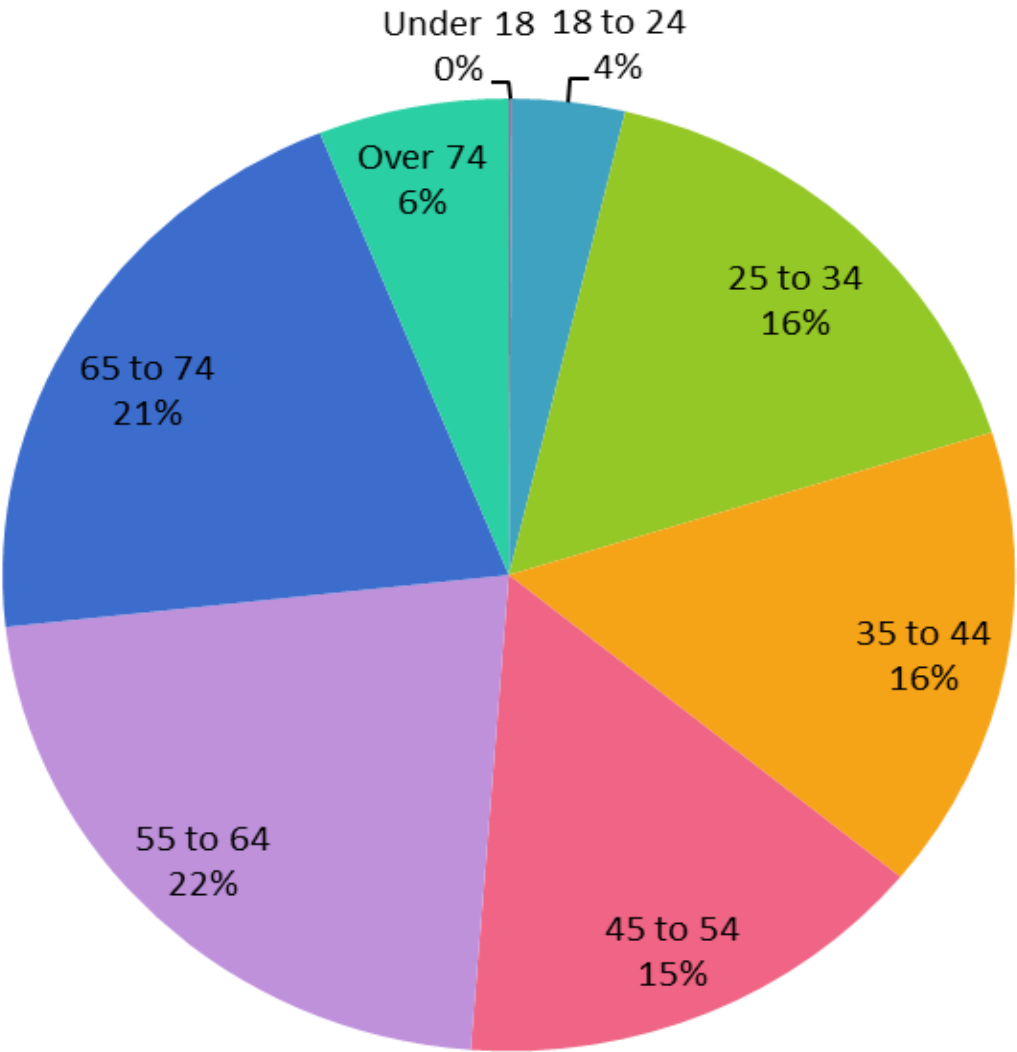
Online Survey



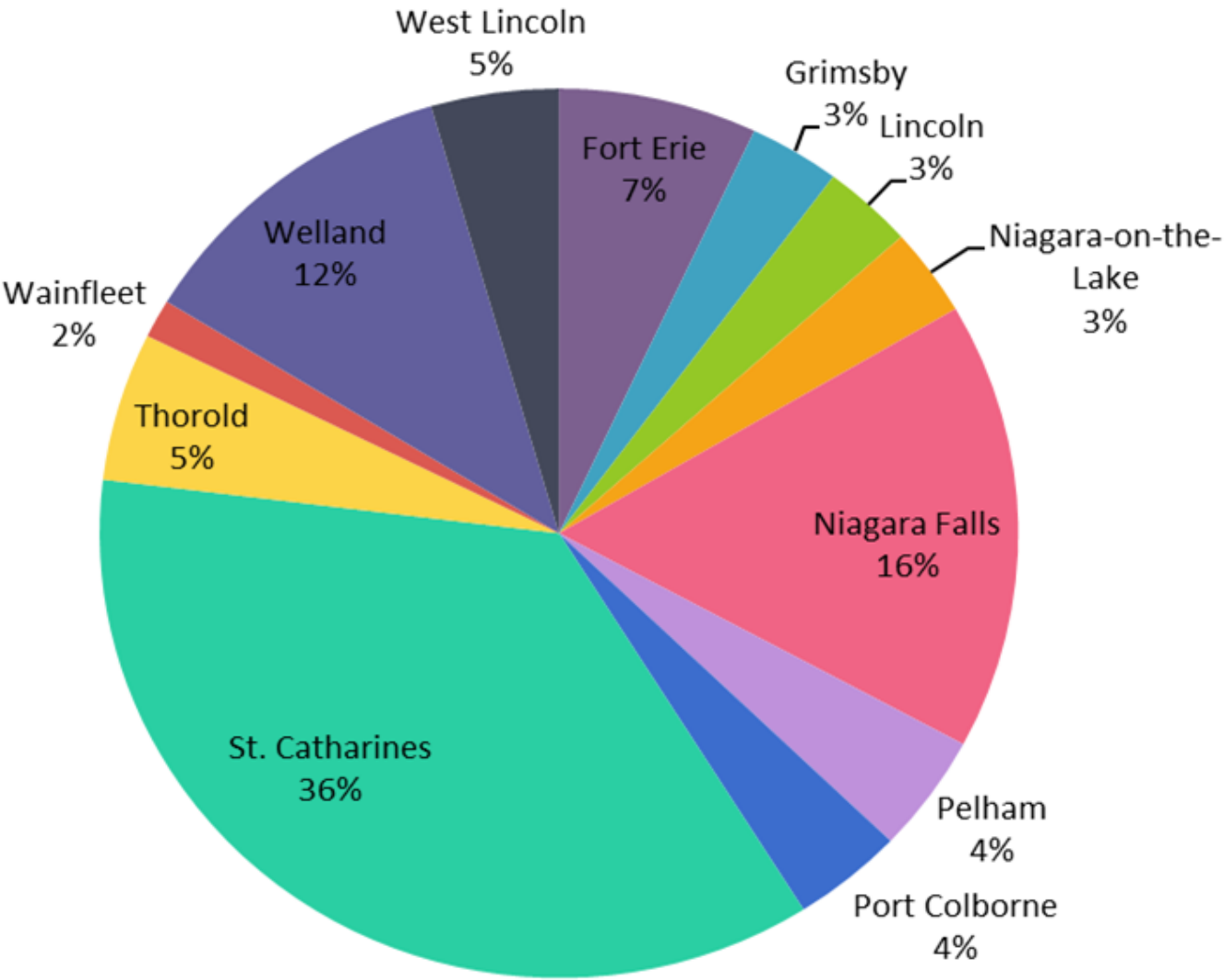
**Third-party facilitated
focus groups**

Online Response Demographics

Age



Online Response by Municipality



Where do you live?

Key Themes / Findings

1. Services residents have relied on more since the start of COVID-19

Top Five

- **Public Health** **67.2%**
- **Social Assistance** **24.9%**
- **Help finding a job** **15.1%**
- **Transit** **13.8%**
- **Business Support** **10.9%**

2. What areas Niagara Region should focus on to help support residents during COVID-19?

Top Five

- **Maintenance of essential services**
- **Keeping seniors safe**
- **Mental health**
- **Support for homeless and those at risk**
- **Supporting business**

3. What existing initiatives should the Region continue to support?

Respondents asked to rate the following projects in order of importance

- **Transit**
GO and integrated transit
- **Special projects**
i.e. hospital redevelopment, sports competitions, tourism, local priority projects
- **Housing affordability**
Including providing building incentives
- **Long-term care homes and seniors programs**
i.e. LTC redevelopment
- **Shared services**
Study municipal cost-sharing opportunities and other efficiencies
- **Acquisition of regional airports**
District Airport and Niagara Central Dorothy Rungeling Airport
- **Business supports**
Marketing and other programs

4. Focus Groups Results

Pollara hosted five virtual focus groups from Sept. 23 to 29

**Lesli Martin, Vice President
Pollara Strategic Insights**