

Memorandum

BRC-C 31-2023

Subject: 2024 Budget Engagement – Pollara Strategic Insight Report

Date: December 7, 2023

To: Budget Review Committee of the Whole

From: Ron Tripp, Chief Administrative Officer

Attached to this covering memo is the final research report from Pollara Strategic Insights. This research was designed to gauge community attitudes towards Regional services and help better understand attitudes towards Regional services as they relate to property taxes.

The research focused on program and service areas of the Region where there is some capacity for discretionary spending instead of an examination of all program and service areas that the Region provides. The results of this research are intended to provide some insights into these specific areas where Council may wish to either increase or decrease budget allocations. The research was specifically aimed towards property taxes and sought feedback on options to either raise or reduce taxes related to specific service and program areas. Due to inflationary pressures the research presented options that explained current services could not be maintained without an increase in property taxes.

In addition to an online survey the research also included a series of focus groups. These focus group sessions were intended to augment the quantitative survey results with qualitative input that could provide further context, ideas and insights into resident and business views on Regional budgets and property taxes.

Pollara Strategic Insights will present their findings to Regional Council at their meeting of Dec. 7, 2023.

If you have any questions on these activities, please contact me directly.

Respectfully submitted and signed by

Ron Tripp, P. Eng.
Chief Administrative Officer