

2024 Budget Survey Overview

In September 2023, respondents from all municipalities across Bruce County provided feedback about the 2024 Budget through an online budget survey. While survey results were not representative of the entire community, the feedback did provide valuable insights that informed the 2024 Budget. Bruce County's new Strategic Plan commits to "Implement public consultation for the County budget to increase satisfaction with the local government's capital and operating plans, including their alignment with community needs and evidence-based decision-making." Bruce County will continue to welcome public feedback annually to inform our Bruce County Budget!

Bruce County Council approved the 2024 Capital and Operating Budget in November 2023. Discover more at www.brucecounty.on.ca/budget

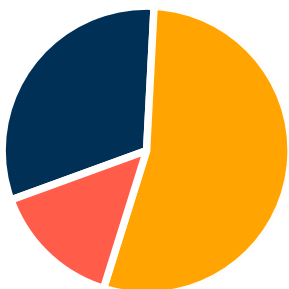
Budget Survey Promotion

- Survey was promoted through a news release, on the County website, on County social media channels, and on community digital billboards.
- Social Media promotions reached an audience of 18,000+.
- 6+ local news agencies covered the survey.
- 380 total survey respondents.
- 158 respondents provided open-ended feedback.

Top 5 Service Area Priorities Of Respondents

1. Transportation and Environmental Services
2. Long Term Care and Senior Services
3. Paramedic Services
4. Housing
5. Planning and Economic Development

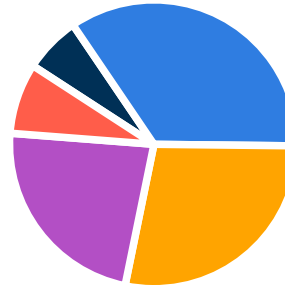
Do You Understand What Your Taxes Pay For?



- **Yes** 31%
- **Somewhat** 54%
- **No** 15%

- *There is opportunity to improve public understanding of what Bruce County taxes pay for.*

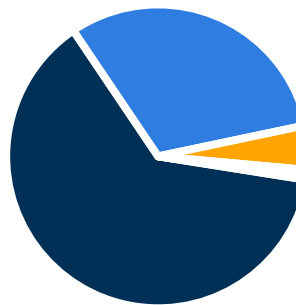
Do You Receive Good Value For Your Tax Dollars?



- **Strongly Agree** 6%
- **Agree** 35%
- **Neutral** 28%
- **Disagree** 23%
- **Strongly Disagree** 8%

- *Respondents had mixed feelings on value for tax dollars.*

Importance To Set Aside Funding For Infrastructure Replacement



- **Important** 63%
- **Somewhat Important** 31%
- **Somewhat Unimportant** 5%
- **Unimportant** 1%
- **Unsure** 0%

- *Respondents identified strong support for setting aside infrastructure replacement funding.*

Top 10 Themes From Open-Ended Feedback

- *158 respondents provided open-ended feedback.*

 1. Desire for investment in infrastructure, roads, bridges, and winter maintenance.
 2. Need for affordable housing.
 3. Desire for continued pursuit of good governance and sound fiscal responsibility.
 4. Continued support for health care, including long term care, senior services, and paramedic services.
 5. Desire for reduction in taxation.
 6. Concerns about cost of living.
 7. Continued support for trails, recreation, and active transportation.
 8. Desire for action on climate change and environmental protection.
 9. Enhance community planning and development.
 10. Desire for public transit.

Budget Survey Feedback Aligns With 2023-2026 Strategic Plan

At Bruce County, our core strategic values guide all our decisions and actions.

Excellence - Committed to adapting, enhancing, and evolving responsive services for our community.



In relation to our core value of “Excellence”, survey respondents provided the following input:

- Provide efficient, innovative, client-focused service delivery. Build partnerships for efficiencies.
- Ensure adequate funding to provide, enhance, and adapt important Bruce County services.

Welcoming Community - Cultivate a welcoming community of diversity, equity, and inclusion.



In relation to our core value of “Welcoming Community”, survey respondents provided the following input:

- Create innovative and affordable housing options for all incomes, ages, and abilities, so that residents can live, work, and thrive here.
- Support residents, while welcoming tourists.
- The health and well-being of our entire community is important.

Good Governance - Prioritize transparency, accountability, integrity, and respect in all we do.



In relation to our core value of “Good Governance”, survey respondents provided the following input:

- Find cost-savings to limit tax increases.
- Communicate how tax dollars are being spent, how decisions are made, and what our core services are.
- Focus on our strategic priorities.

Environmental Stewardship - Protect, preserve, and celebrate our natural environment.



In relation to our core value of “Environmental Stewardship”, survey respondents provided the following input:

- Maintain and expand trails, bike lanes, and sidewalks to promote outdoor activities, as well as sustainable, safe transportation.
- Protect and expand greenspaces, forests, windbreaks, and environmentally sensitive land.
- Consider climate change in decision-making.

Financial Sustainability - Building financial capacity to sustain our resources.



In relation to our core value of “Financial Sustainability”, survey respondents provided the following input:

- Invest in current and future infrastructure.
- Maintain and/or add important core services.
- Continue long term 5+ year planning and forecasting.