



ÉTHELLO



# Town of Whitby Citizen Budget

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November 2, 2020





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# Introduction

From October 5 to December 31, 2020, the Town of Whitby used a budget simulation exercise called Citizen Budget for their 2021 budget consultation. The purpose was to learn about the priorities of local residents and to give them a say on which services they believed merited more or less funding, especially during COVID-19. Participants also voted on a sliding scale how important or unimportant each service was to them.

- Participants were tasked with increasing, decreasing or maintaining their property tax funding for different budget categories, with the added constraint of staying within a balanced budget, in the same way that a city official would.
- The process educated residents on the Town's various services, while asking them to provide feedback based on the Town's current service levels and budget.
- Ethelo used the results to generate a particular set of funding changes that are predicted to have the most community support.





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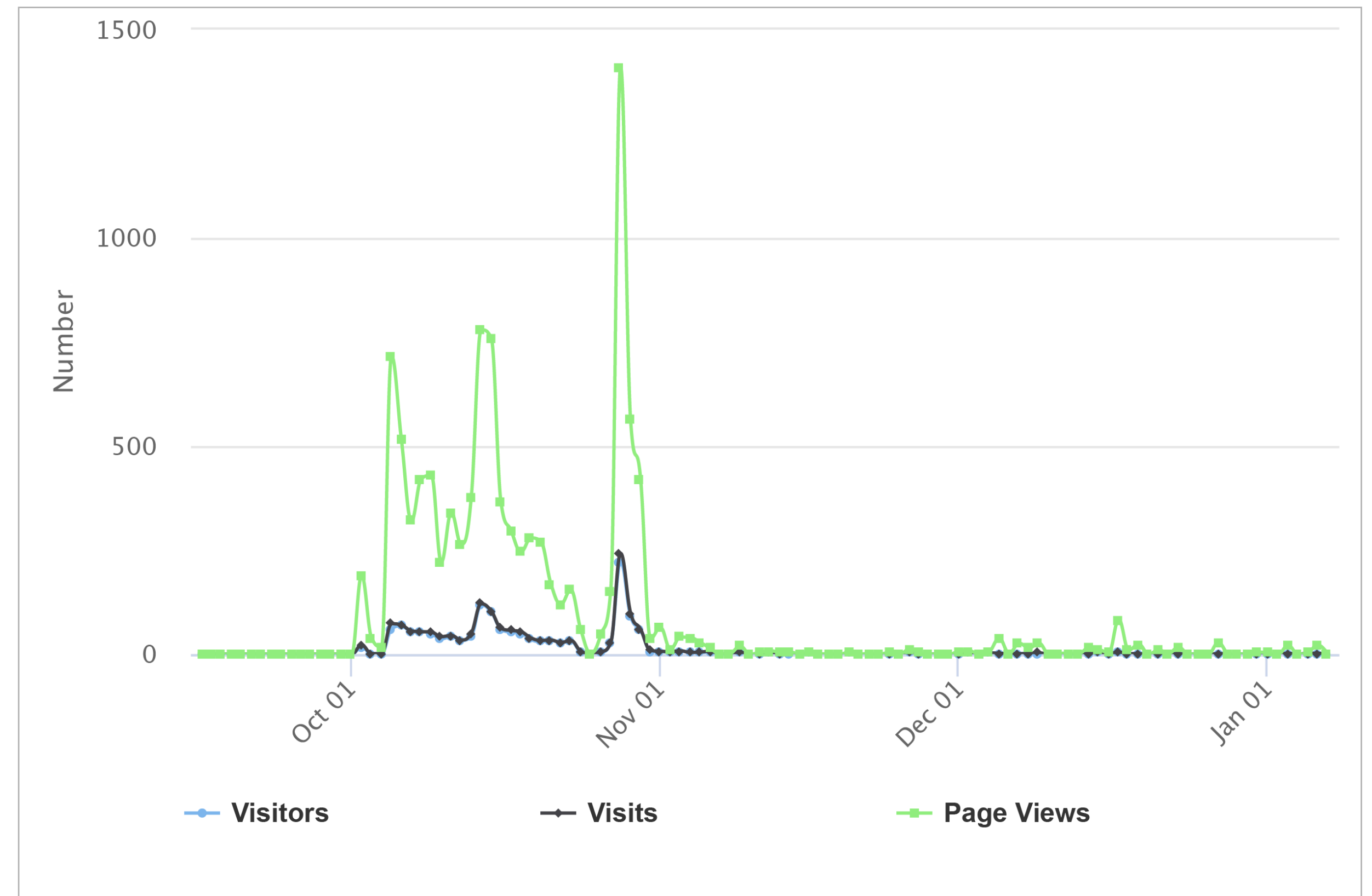
# Participation

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# Participation

- Number of visitors: **1381**
- Number Respondents: **474**
- Comments gathered: **254**
- Page views: **10,644**
- Average time on platform: **7.5 minutes**







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# Quality of Life

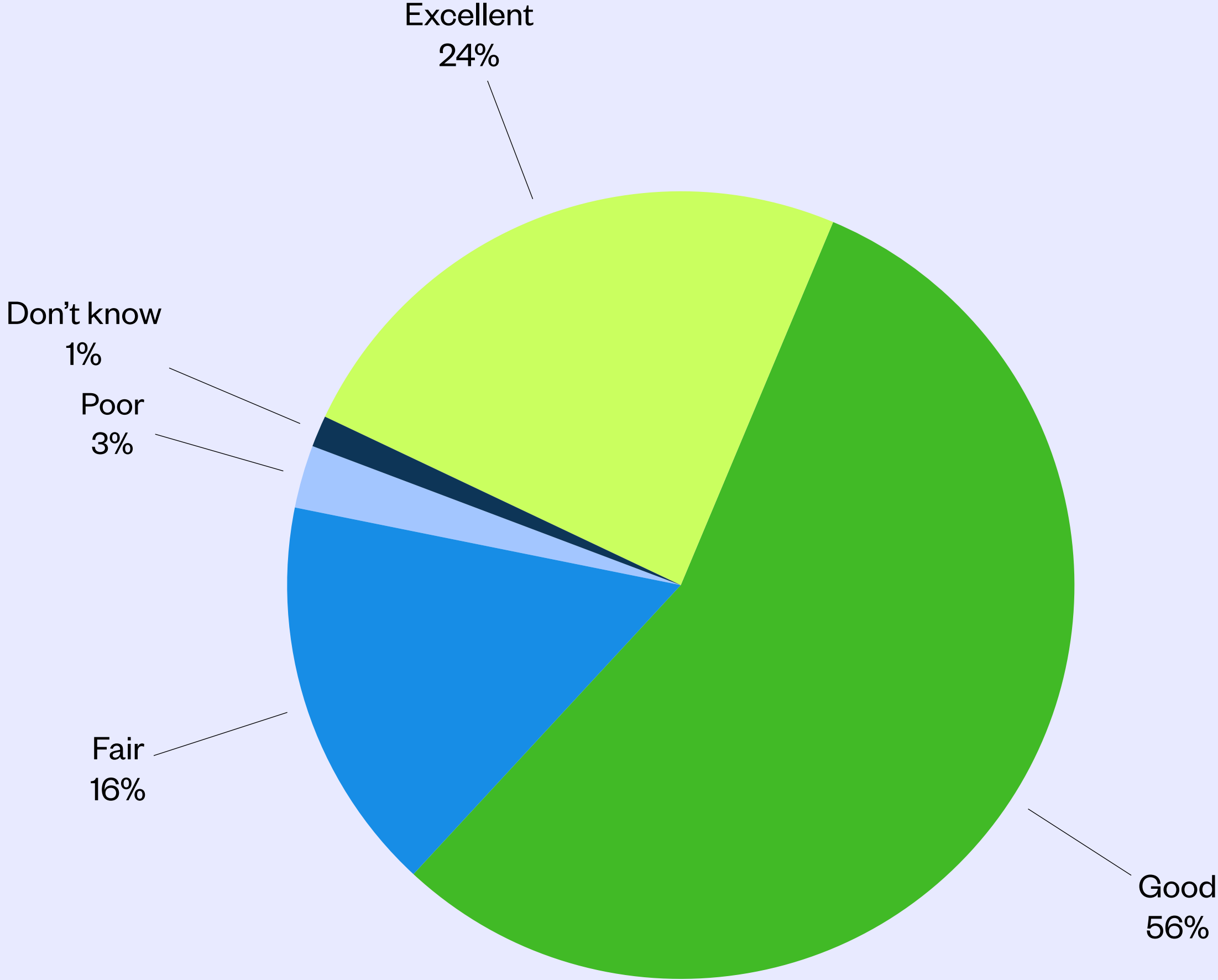
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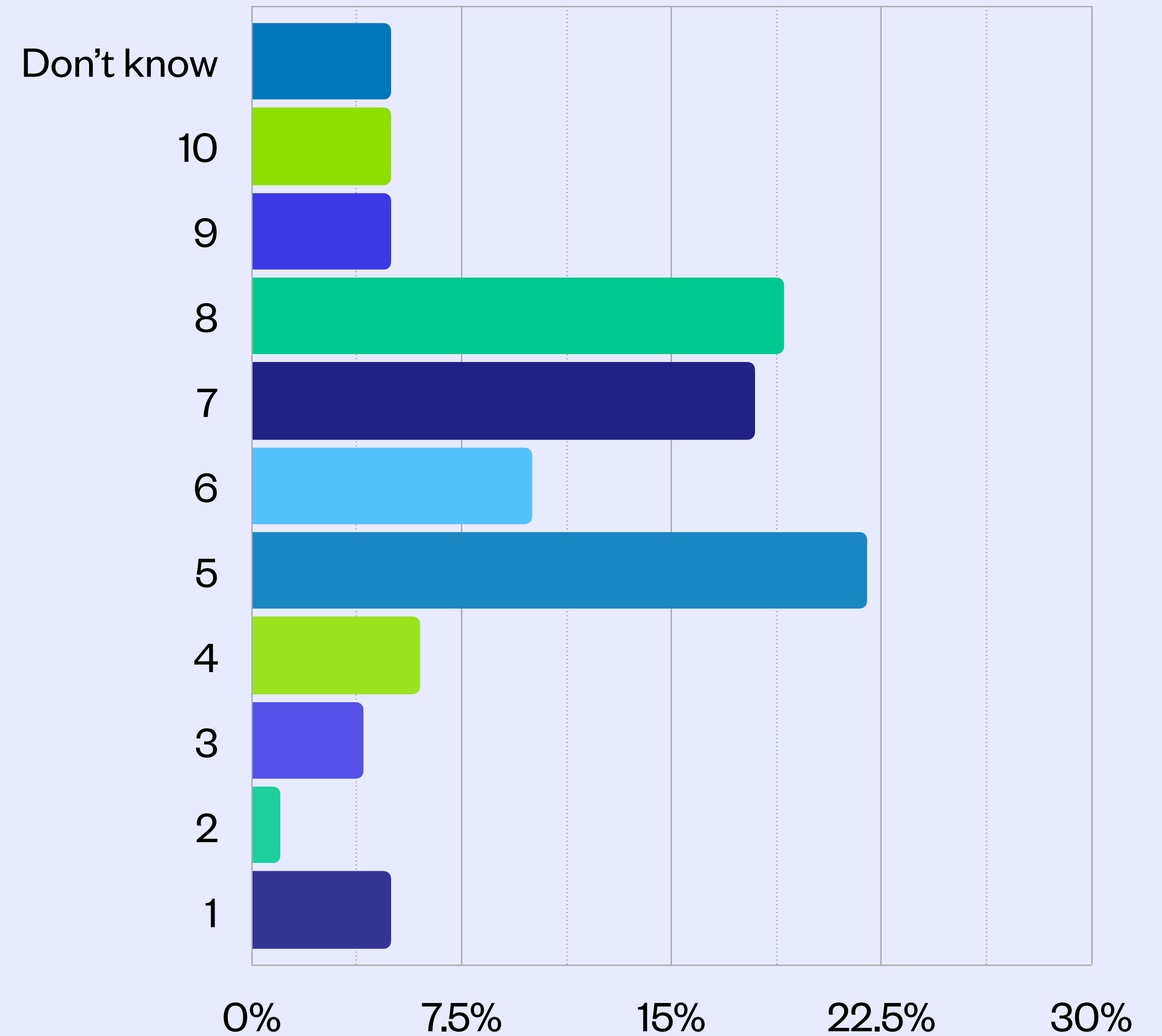
# Quality of life in the Town of Whitby

Positive Responses: 96%



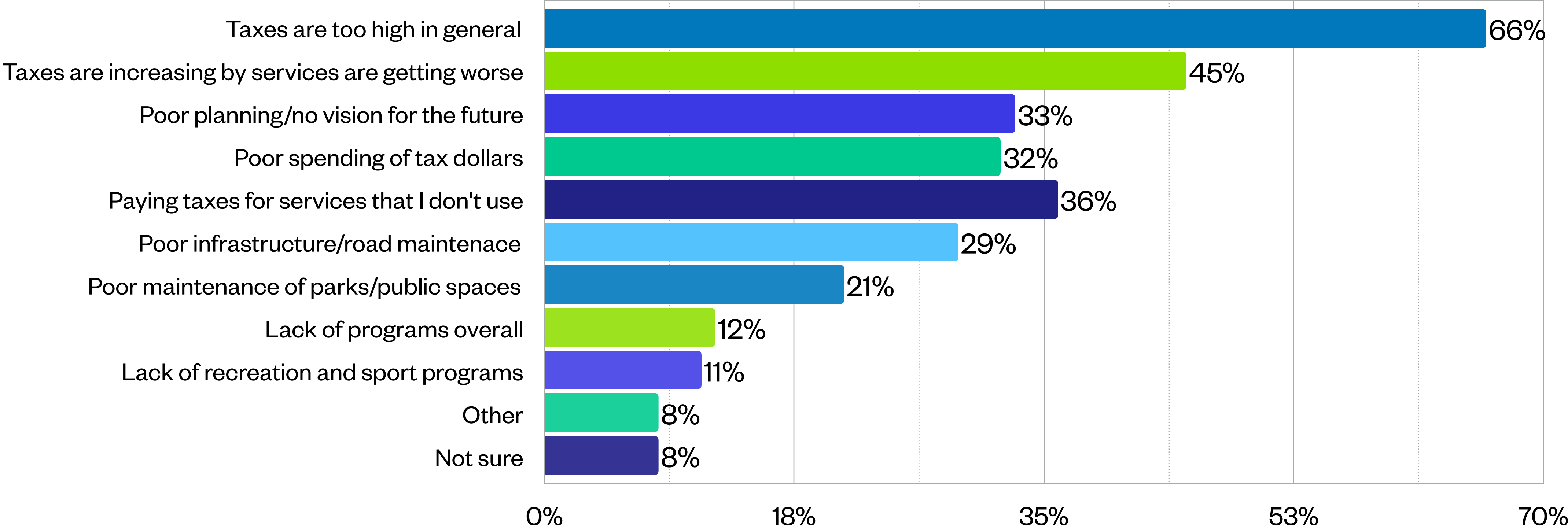
How would you rate the services provided by the Town of Whitby?  
Would you say that these services are good value for your tax dollars or not?

Average Response: 6



\*1 = not a good value at all, and 10 = very good value

# If you responded with a 5 or below to the answer above, why do you feel that way?\*

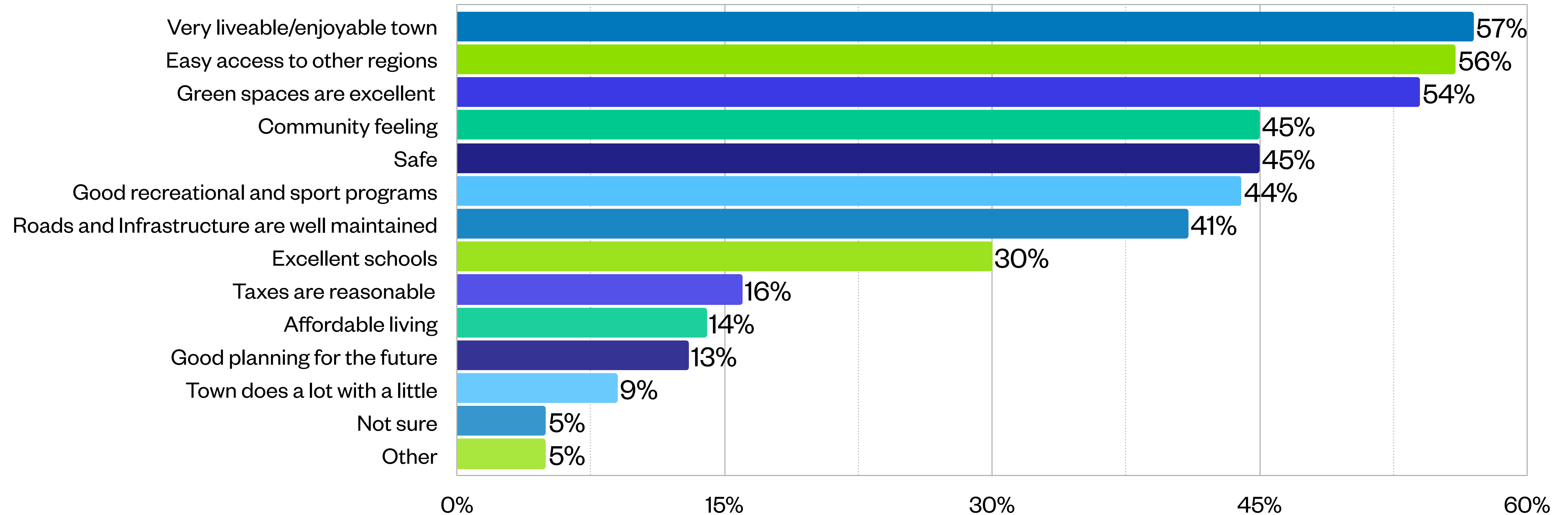


Common Sentiment: Taxes are too high

\* Voters were asked to select all answers that applied.



## If you responded with a 6 or higher to the question above, why do you feel that way?\*



Common Sentiment: Very liveable, enjoyable town

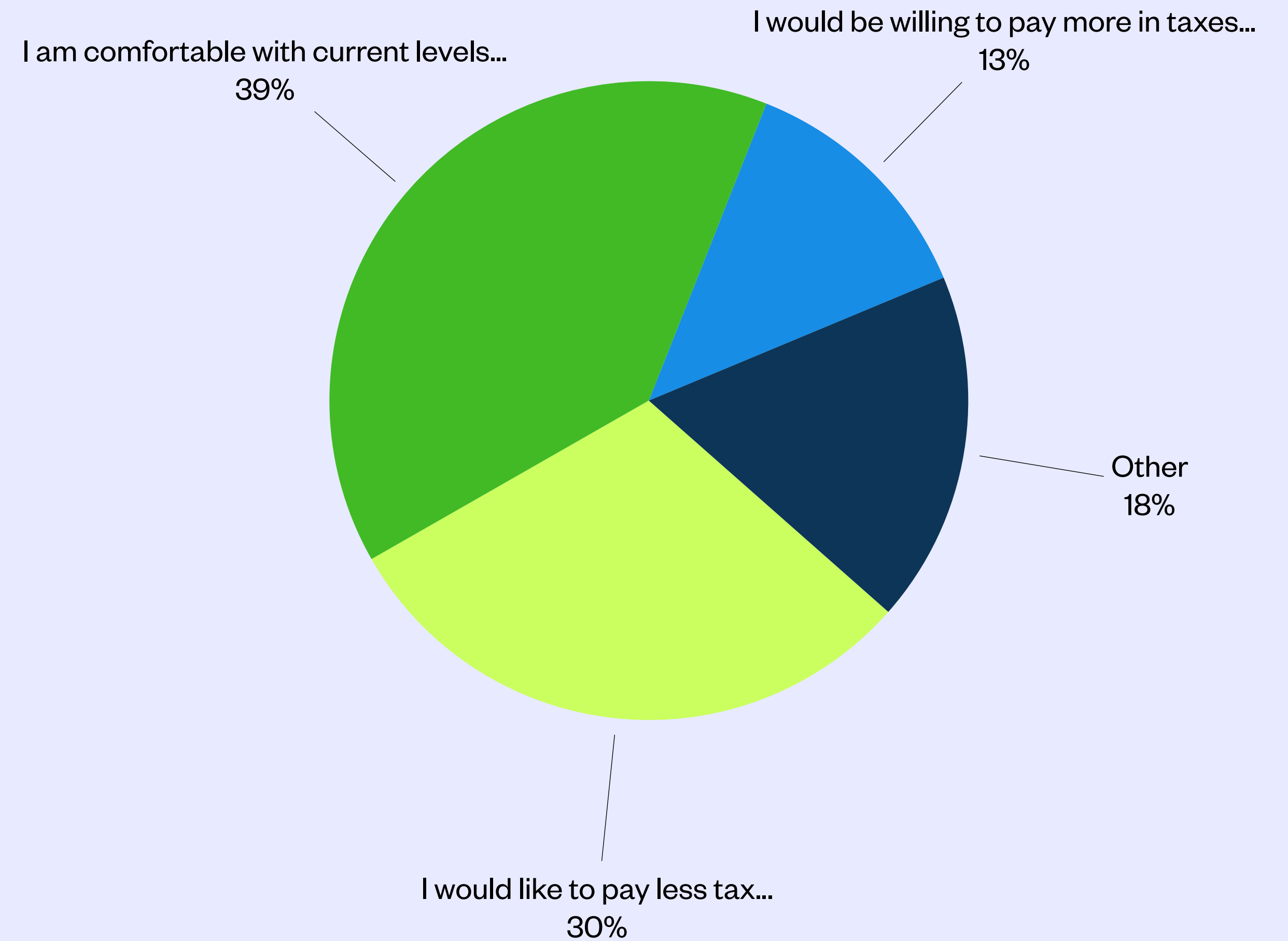
\* Voters were asked to select all answers that applied.



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**Thinking about the services provided by the Town of Whitby and the taxes you pay, which of the following statements best describes you?**

**Common Sentiment: Content with Current Taxes & Service Levels**





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# Voting Results

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# Funding Community Planning and Development Services

## Comments

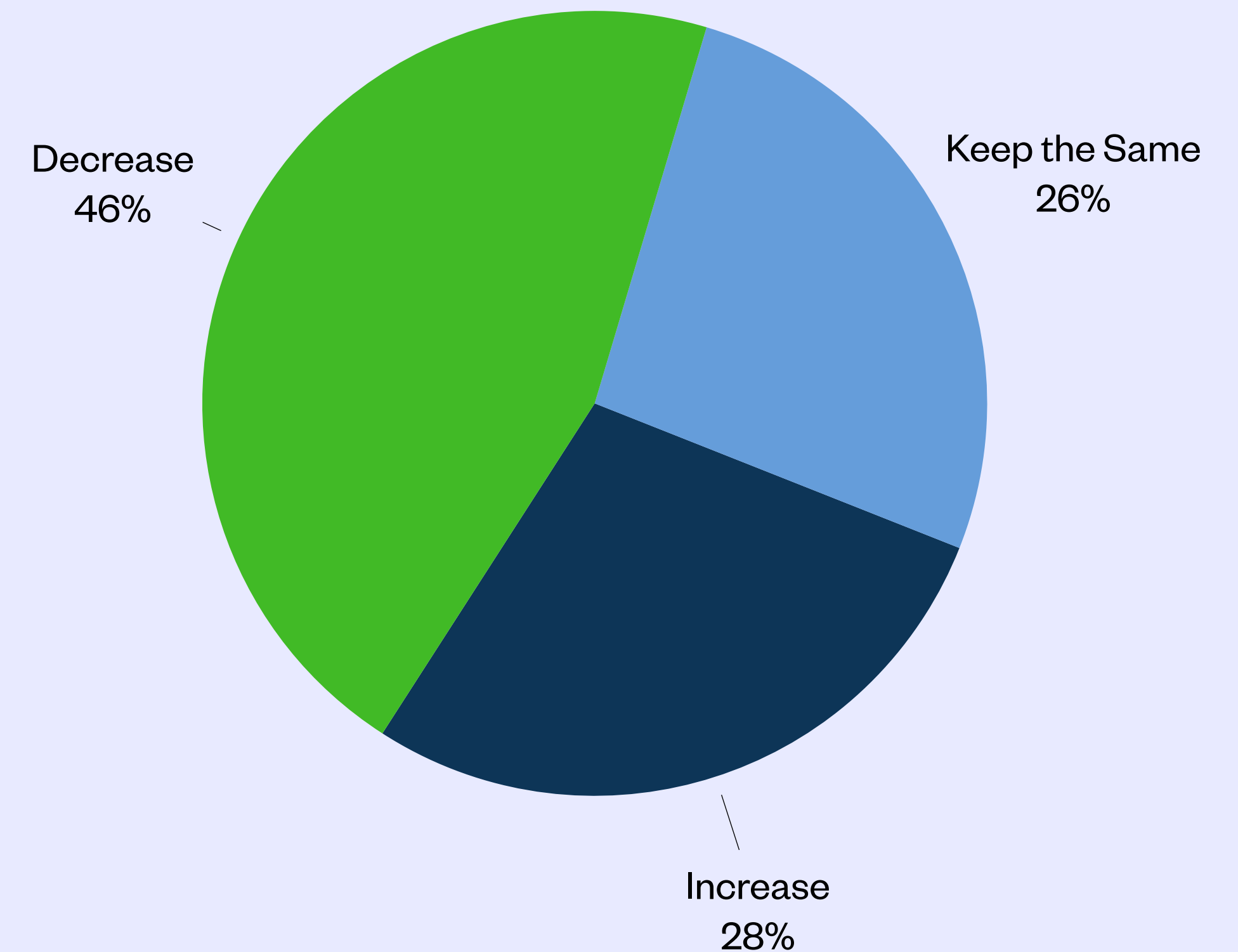
“I can understand why this needs to stay the same for the new development near Brooklin, but I do think it should be tied to the amount of development. **In future, decrease**”

**“Absolutely NO to condos!”**

**“Put a hold on this.** Make sure we have the support for what is here first. No to all condos. Housing projects need to be considered more because current development is horrendous.”

“All new approved developments should be **required to have a minimum green space** including a space for a greenhouse, workshop and gardens...”

“Based on your current satisfaction level for Community Planning and Development Services, how would you adjust your property tax funding for this particular service area?”





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# Funding Economic Development Services

## Comments

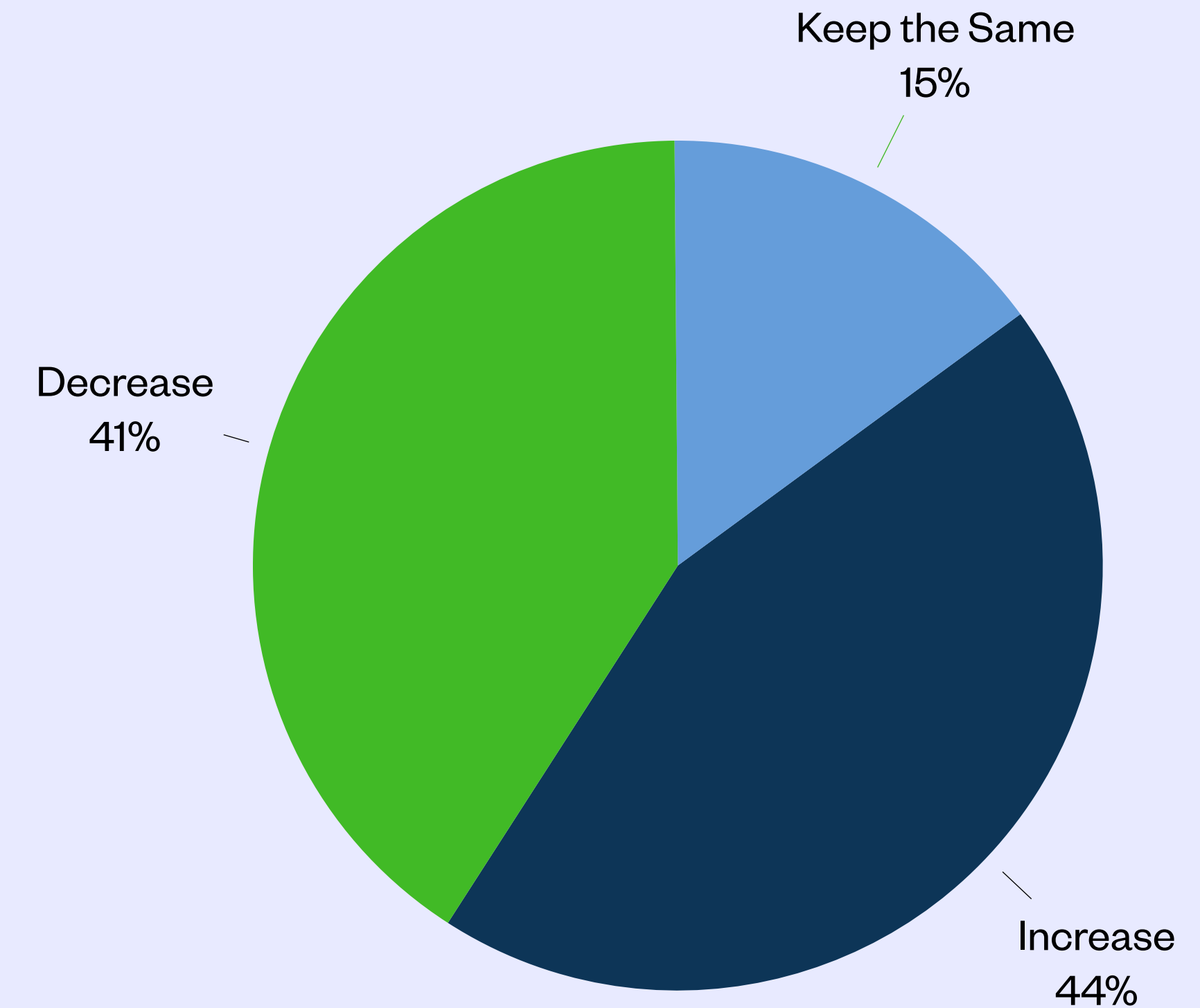
“Town is doing a **good job** trying to recruit business and industry...”

“...We need to **create solid Manufacturing or technology jobs**. Only this will help in economic development...”

“Let’s give a reason for people to spend their money locally...[Create more] patio space and **quaint places to spend our money and free time.**”

“...**Provide incentives** that allow small businesses to thrive.”

“Based on your current satisfaction level for Economic Development and Sustainability services, how would you adjust your property tax funding for this particular service area?”





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# Funding Community Services

## Comments

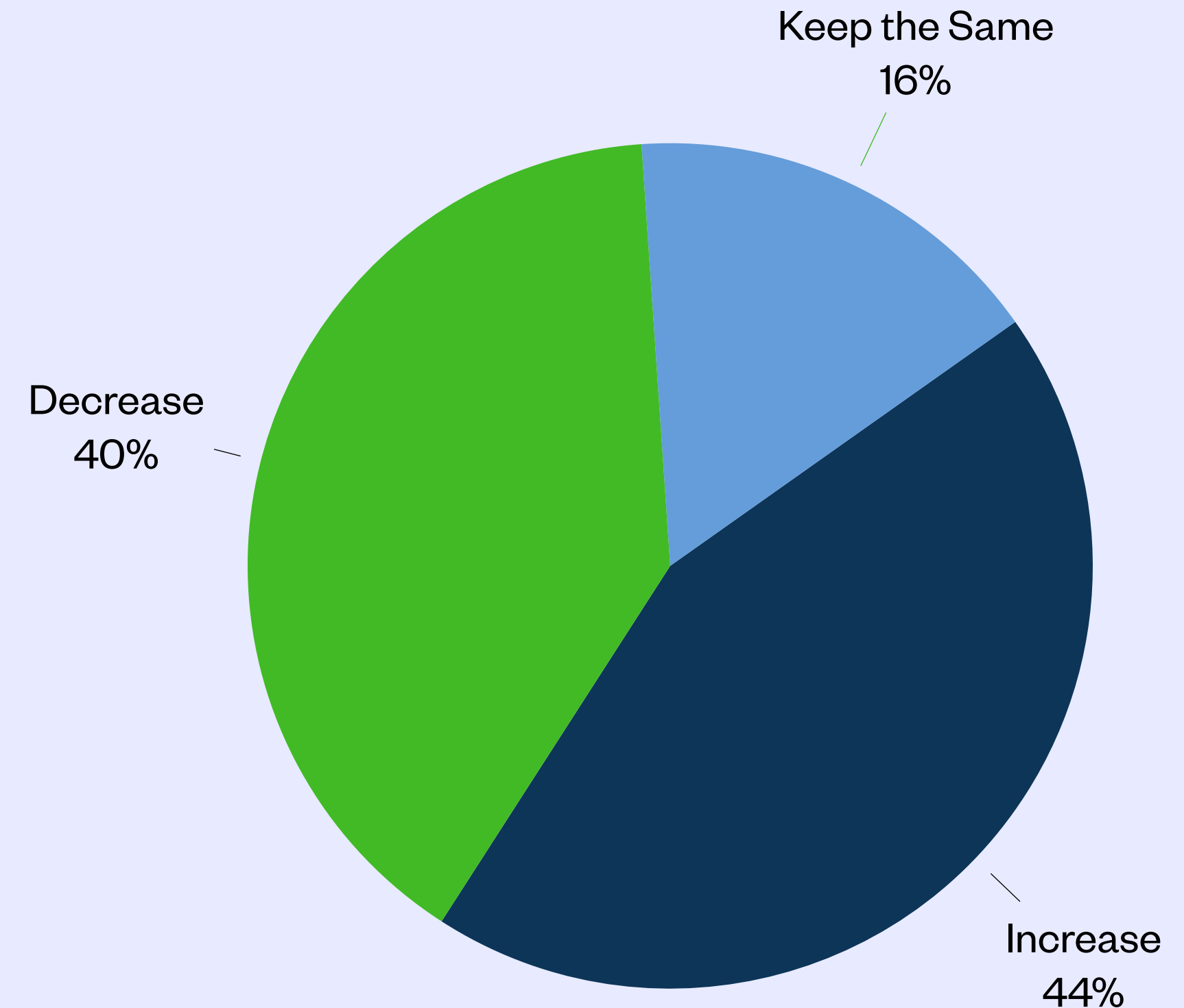
“I would rather residents pay for programs than me subsidizing other peoples’ kids. **Programs should not be paid for with our taxes.**”

“...Thankfully, **there are some great sports arenas** but Whitby is in **need of a proper performing arts theatre...**”

"At a time when we are so isolated **people need safe community services** to keep them connected.”

“Now more than ever it is important to invest strategically to ensure recreation and **community activities are supported and able to continue in a post-covid world...**”

“Based on your current satisfaction level for Community Services, how would you adjust your property tax funding for this particular service area?”





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# Funding Transportation and Operations Services

## Comments

“Improve the timeliness of sidewalk clearing in the winter”

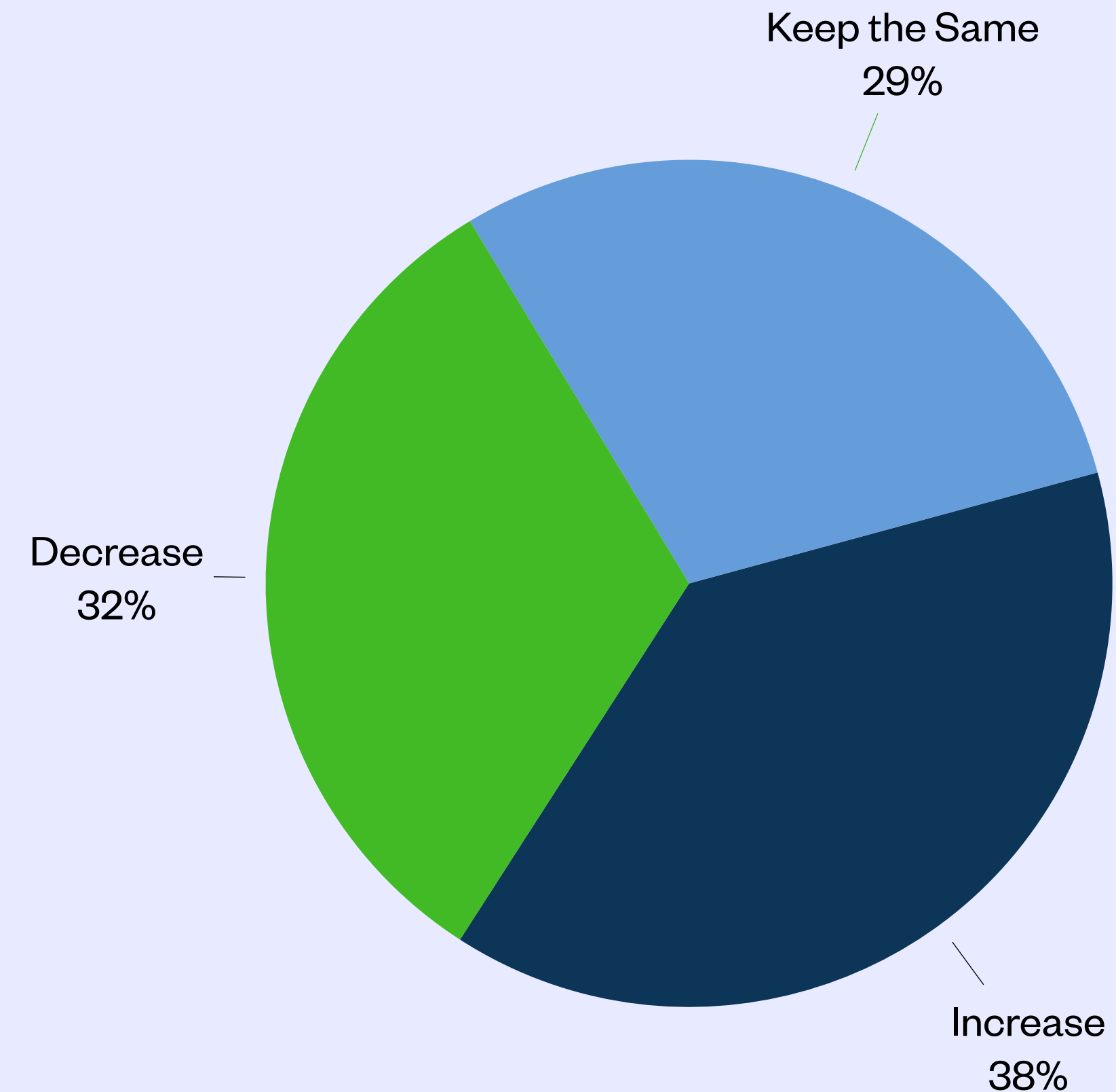
“Improved **focus on speeding** - use of speed bumps and photo radar.”

“If it saves money, **outsource snow and/or waste collection**”

“Proper planning for traffic flow. Accommodate road widening when new developments are built. Have the builders pay for road widening as part of development. **Add lights at all GO station exits**...specifically on Victoria.”

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“Based on your current satisfaction level for Transportation and Operations Services, how would you adjust your property tax funding for this particular service area?”





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# Funding Safety, Fire and Emergency Services

## Comments

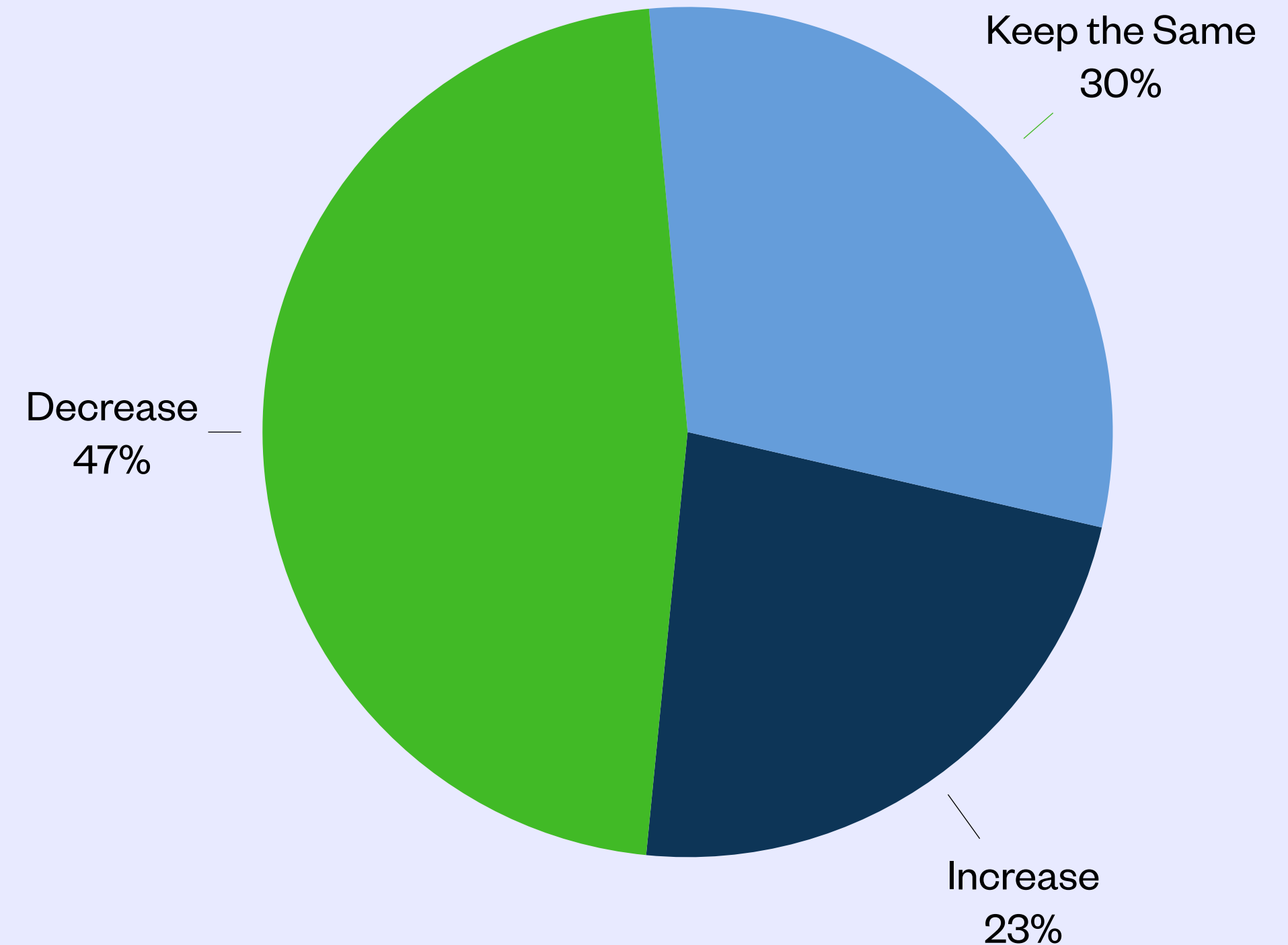
“Reasonably **impressed with our emergency services**”

“...have by-law officers patrolling when parks and facilities are actually used - evenings and weekends. **The fines collected will offset a decrease in dollars assigned here and generate much-needed revenue for other areas.**”

“Move some funding off the police and **add it to mental health emergency service**”

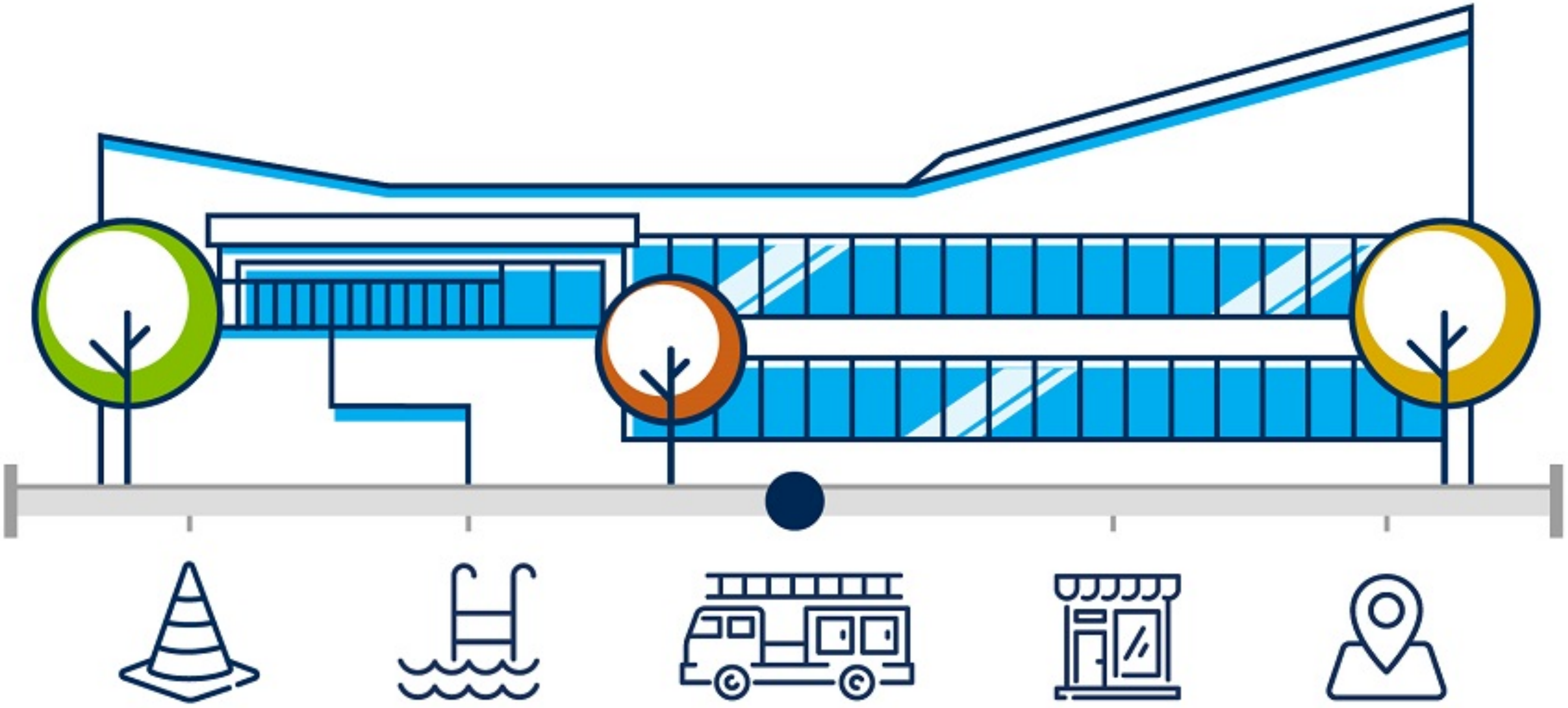
“**Put Fire over to Regional** like Police and Ambulance!”

“Based on your current satisfaction level for Safety, Fire and Emergency Services, how would you adjust your property tax funding for this particular service area?”





# Conclusion

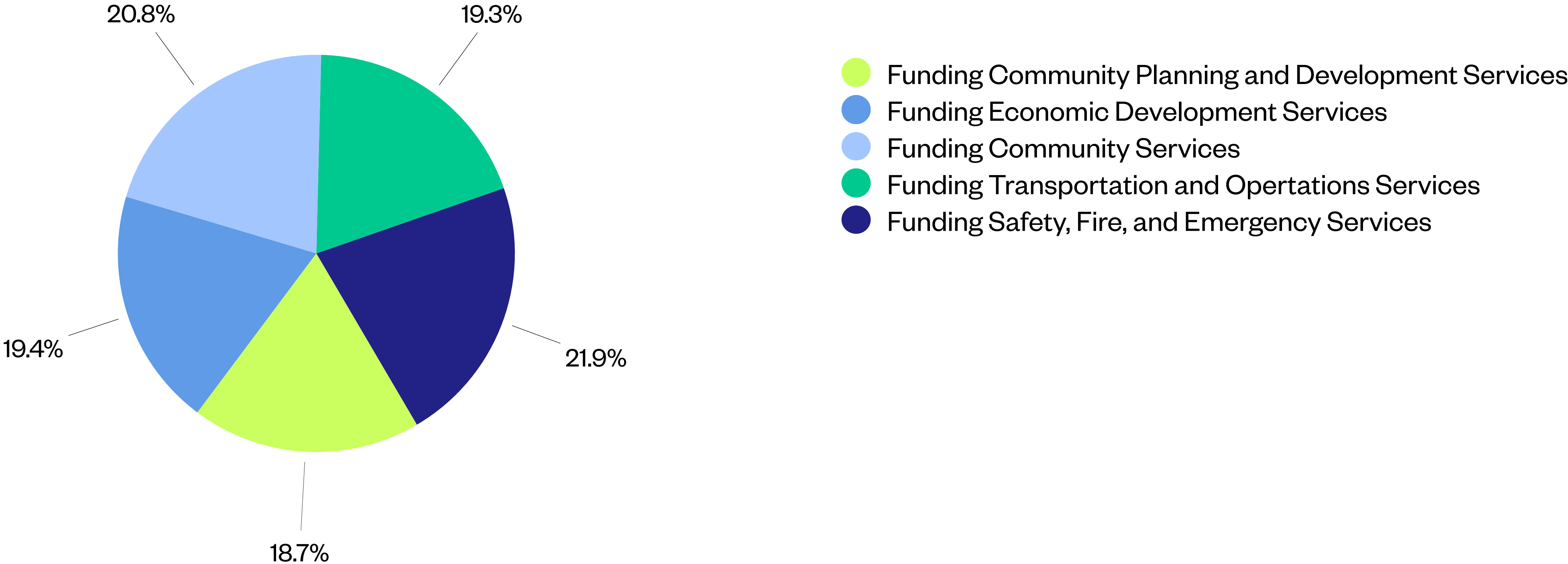




# Topic Weighting

This is the overall importance that each topic was given by participants.

Residents displayed strongest views towards Safety, Fire, and Emergency Services in addition to Community Services





# Key Findings

The majority of residents are comfortable current taxation and service levels.

Funding Area	Percent Change	% Approval
Funding Transportation and Operations Services	1% Increase	58%
Funding Community Planning and Development Services	Keep the Same	57%
Funding Safety, Fire and Emergency Services	1% Increase	55%
Funding Community Services	1% Increase	47%
Funding Economic Development	Keep the Same	43%

Current (Average) Tax Bill: \$1,909.00  
Tax Difference (%): 0.73%  
Adjusted (Average) Tax Bill: \$1,923.00

**Predicted Budget Support: 100%**





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# Demographic Information

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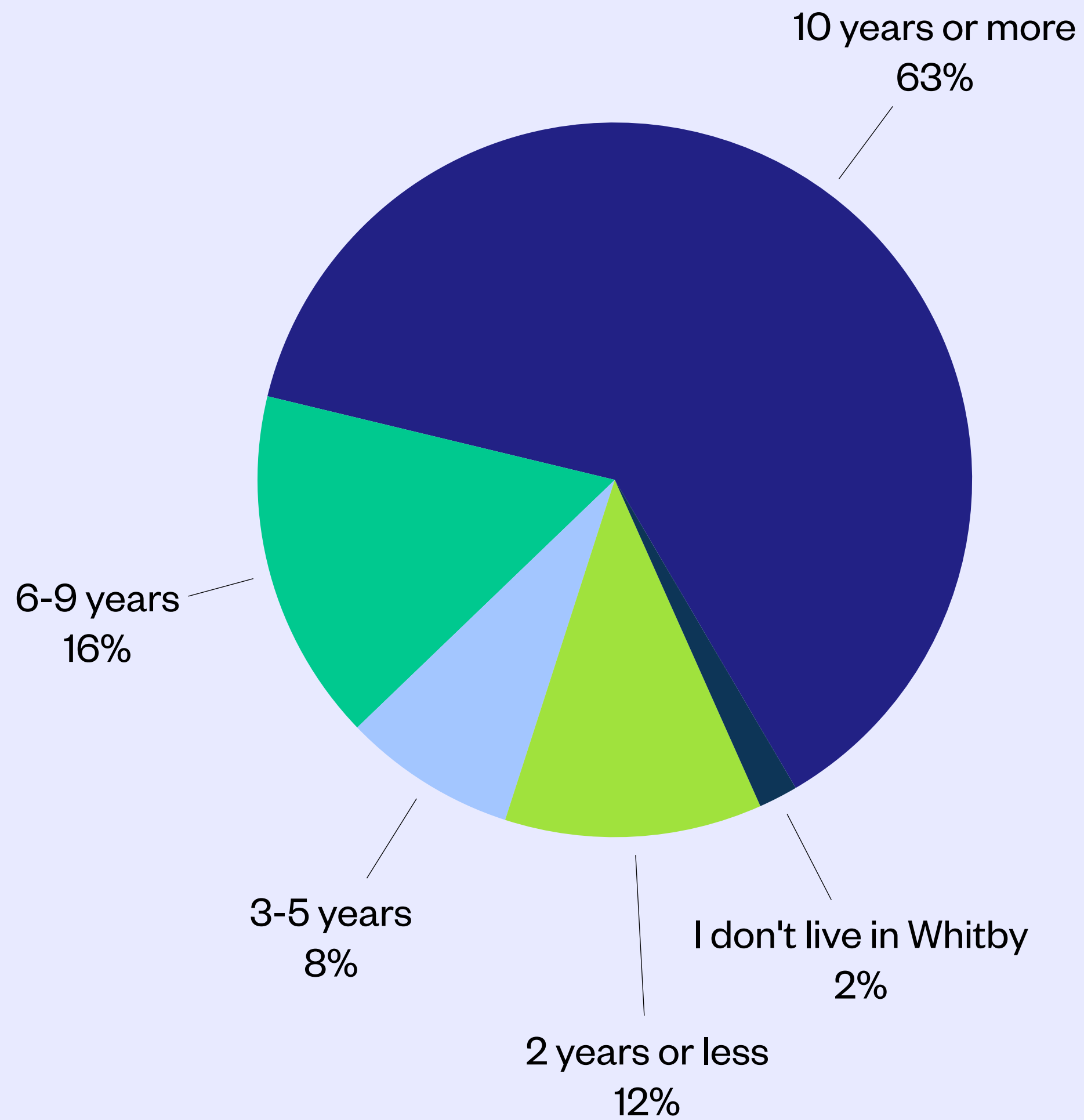
# Do you live in Whitby?





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# If you live in Whitby, how many years have you lived in Whitby?



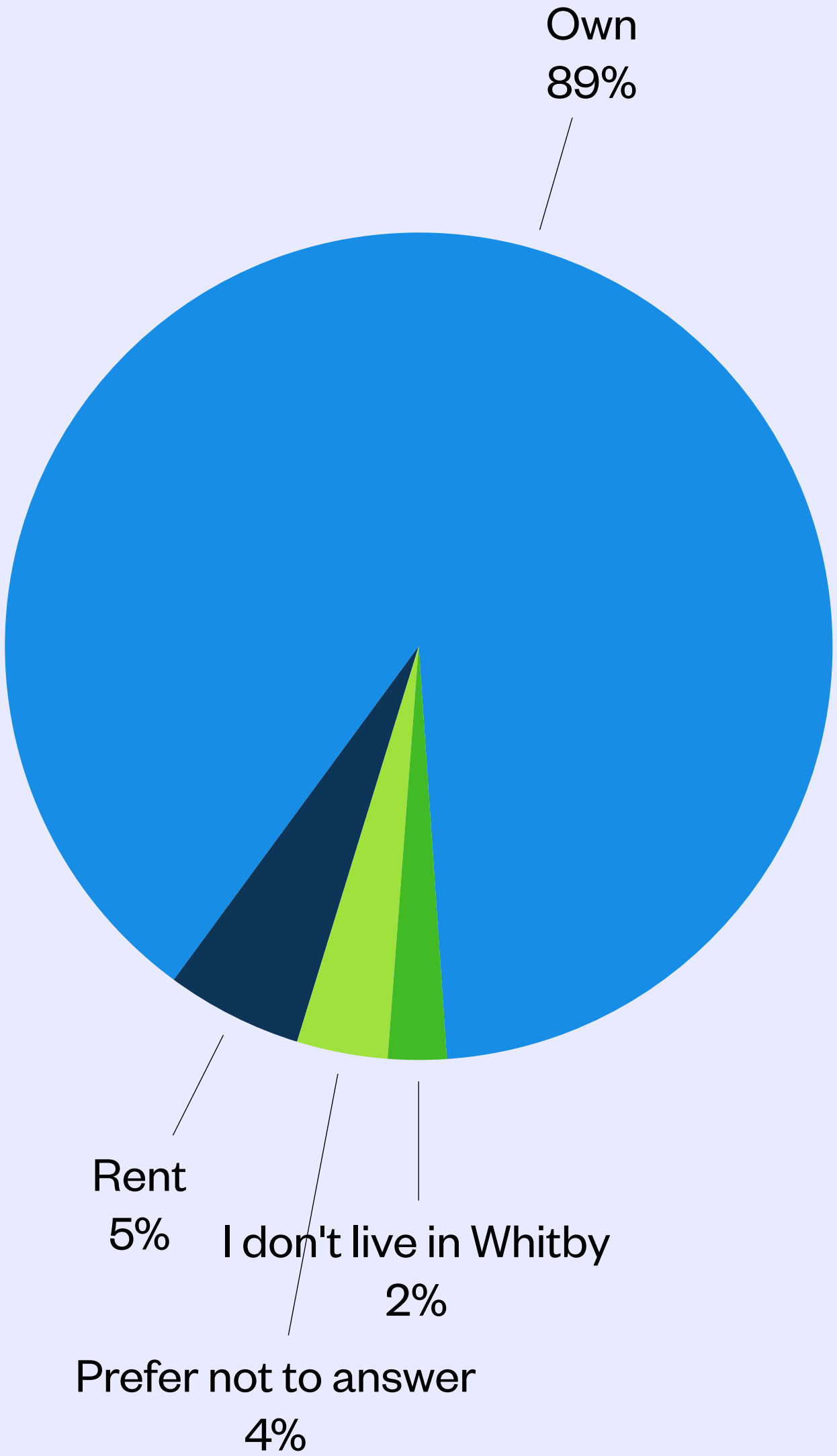
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\*Percentages add up to ~100 due to rounding



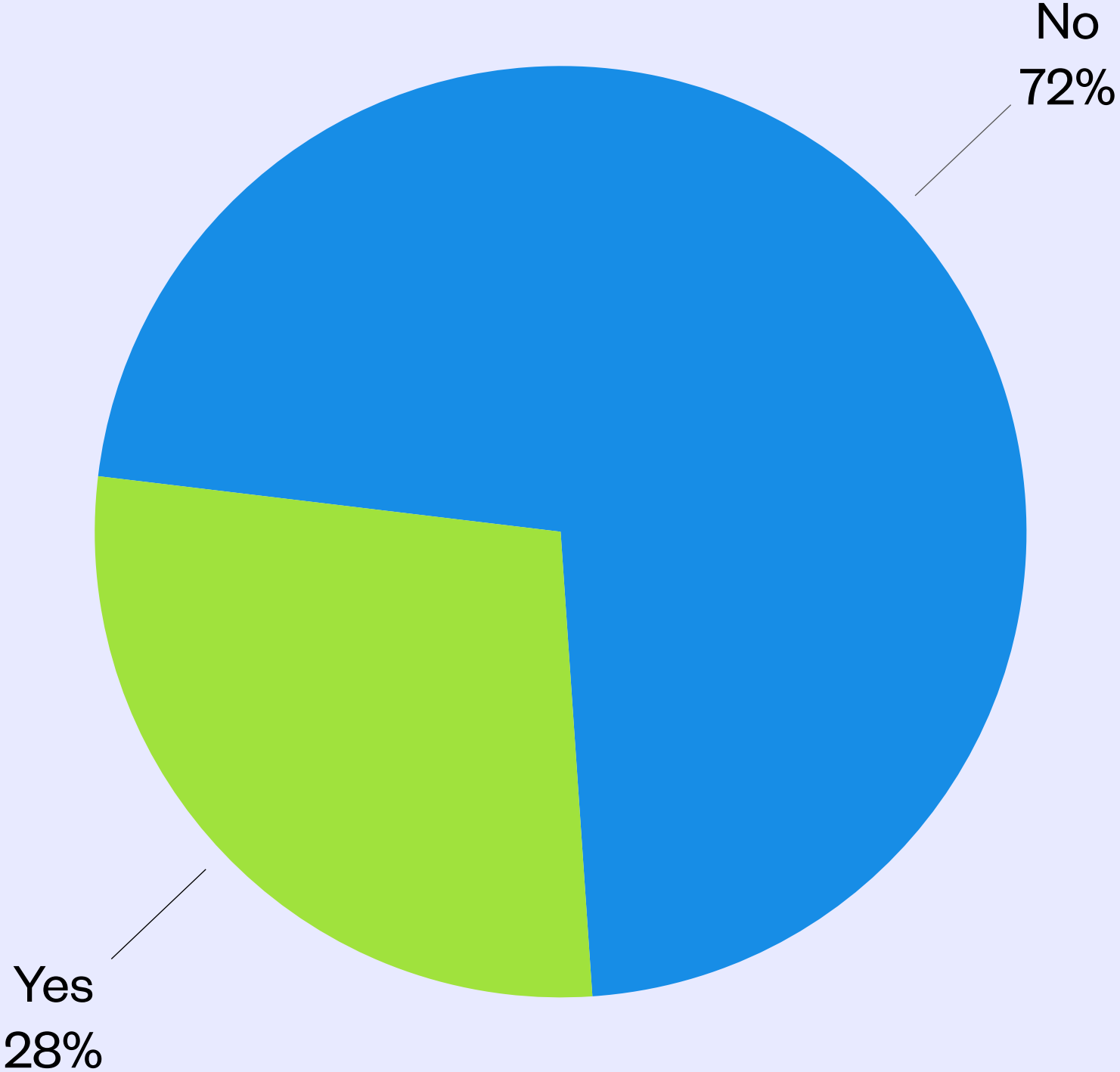
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# If you live in Whitby, do you own or rent your home?



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# Do you work in the Town of Whitby?





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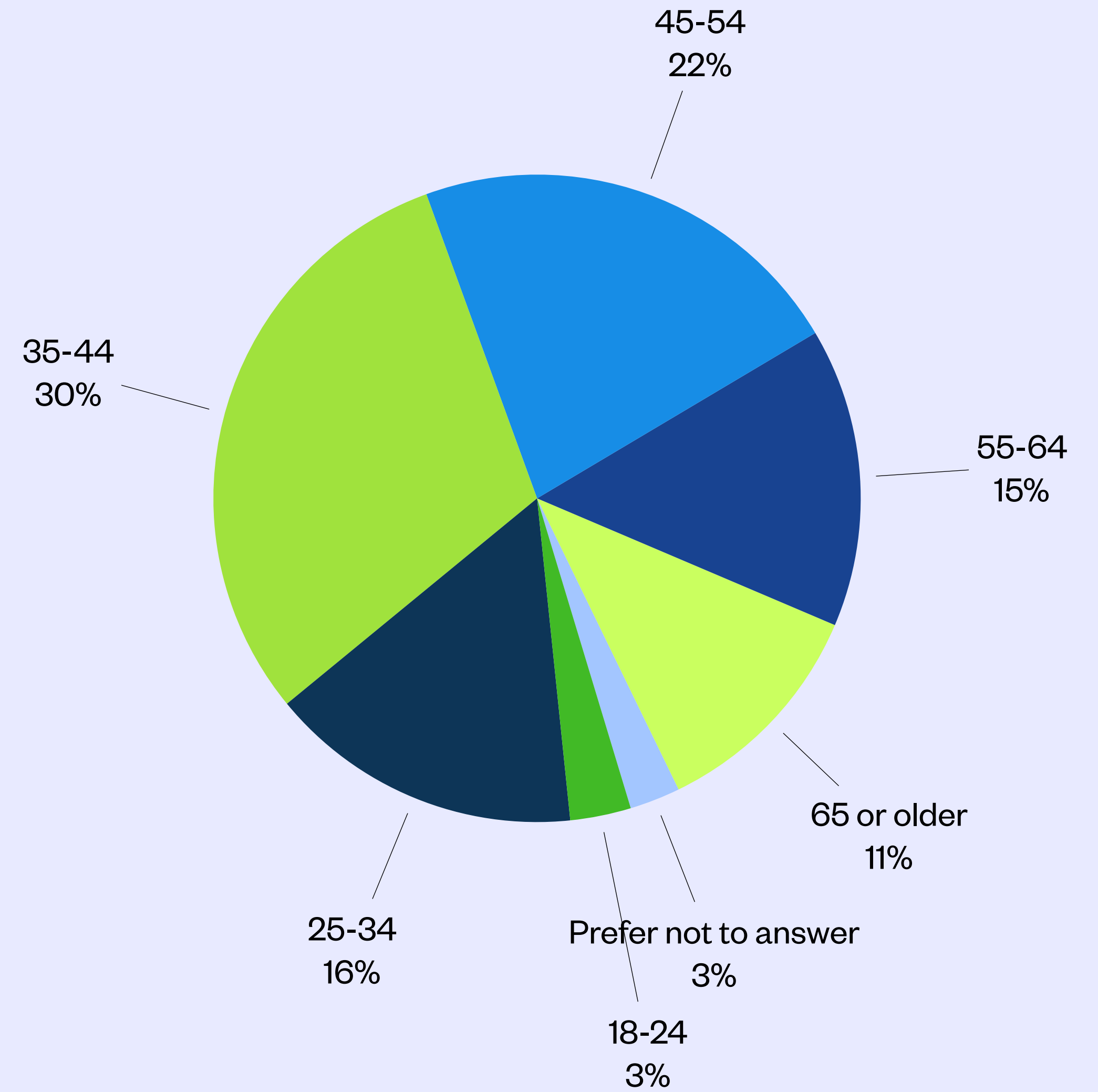
**Are you, or is anyone in your household, currently employed by the Town of Whitby?**





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# How old are you?



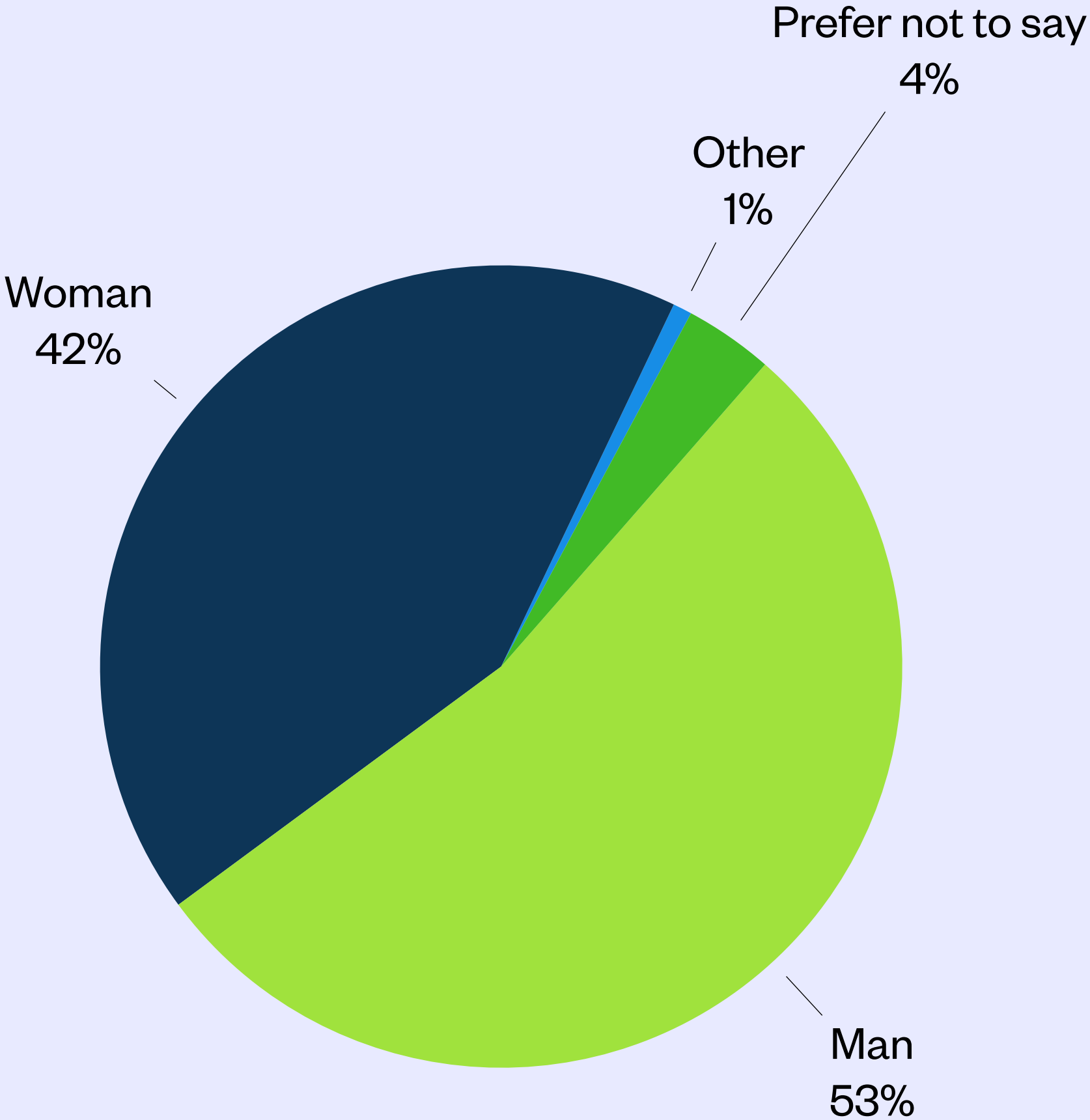
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\*Percentages add up to ~100 due to rounding



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# What is the gender expression you identify with?



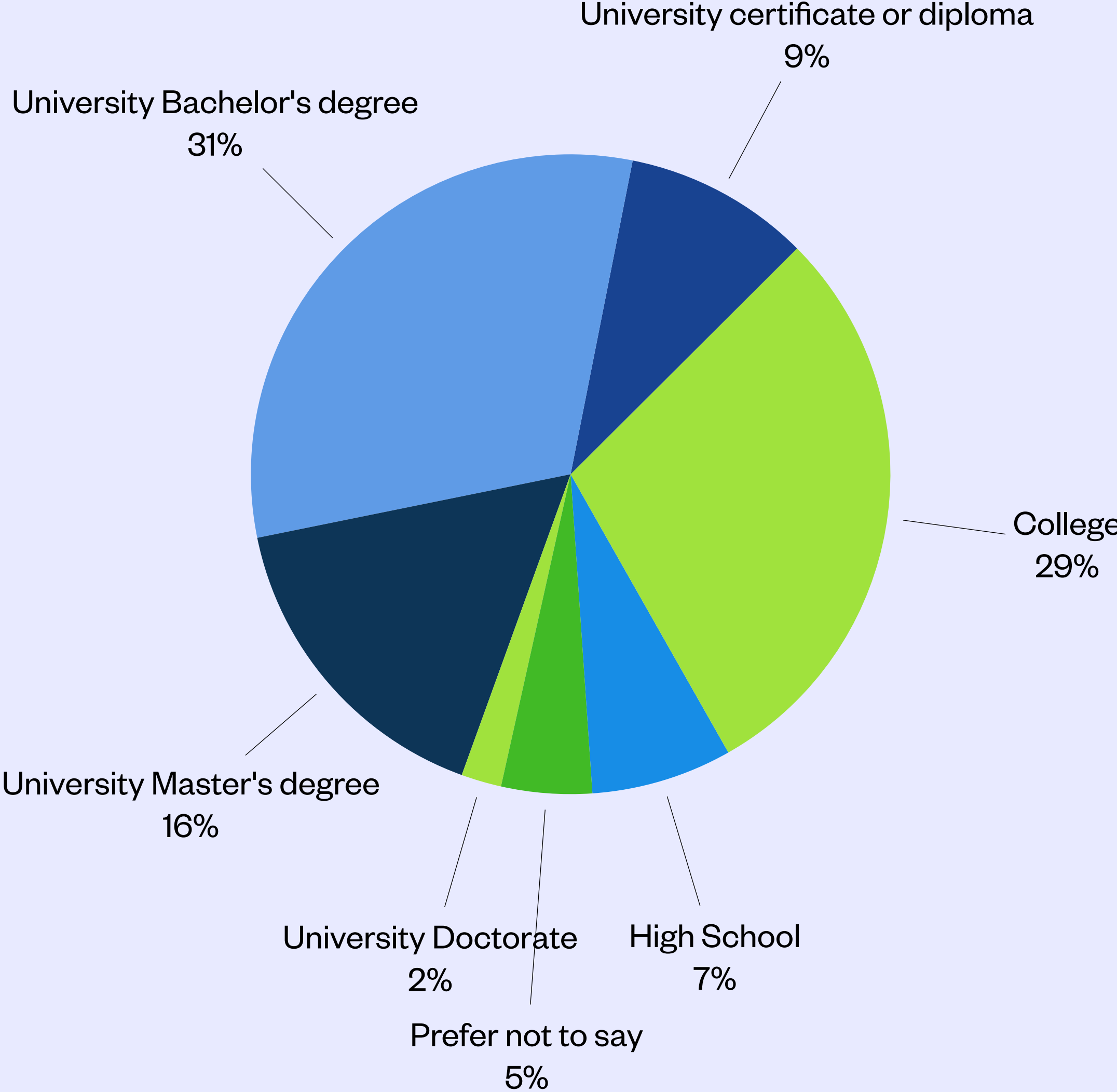
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\*not included in chart: Non-binary (1)

\*\*Percentages add up to ~100 due to rounding

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# Which of the following categories best reflects your last year of formal education?



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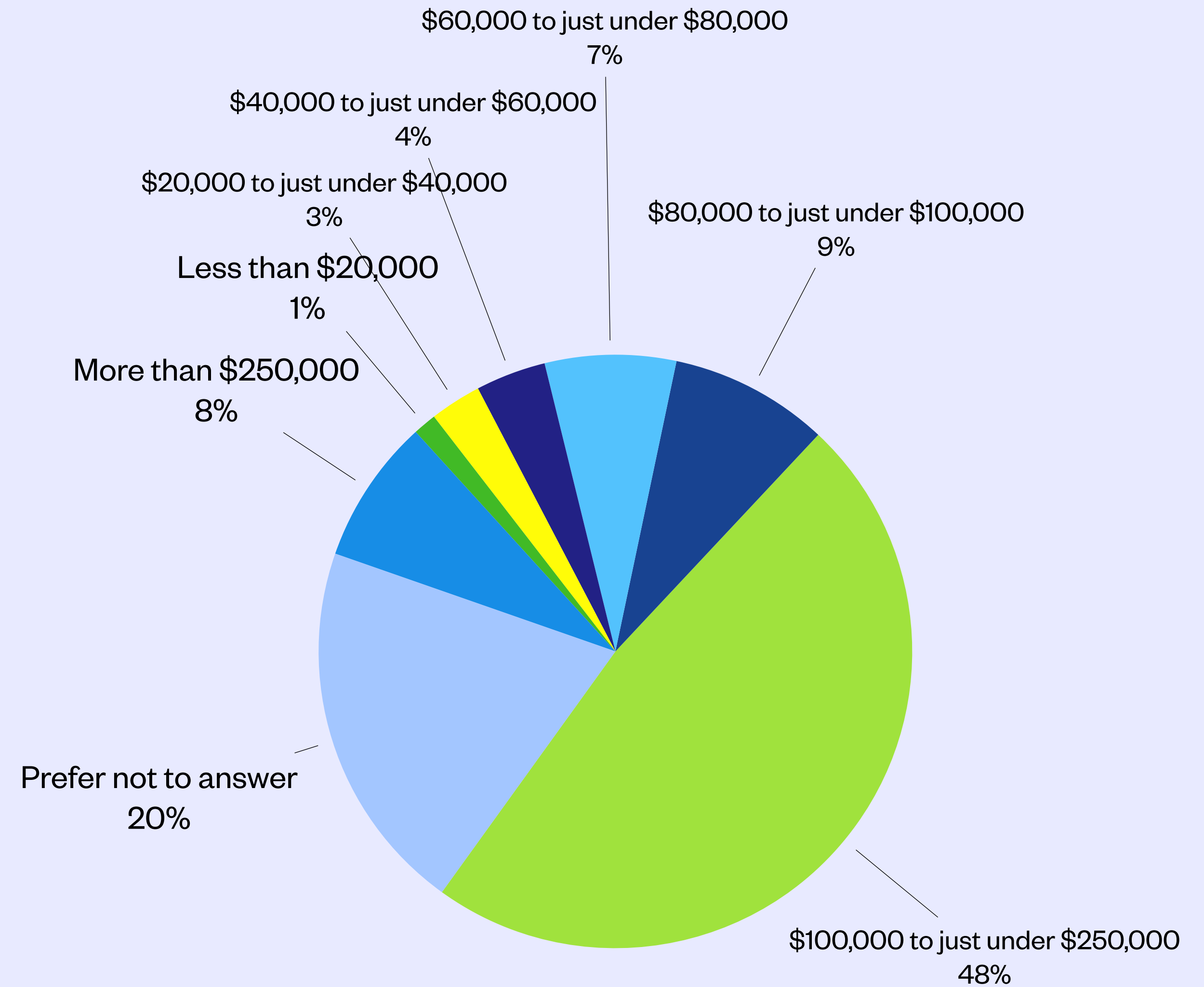
\*not included in chart: Elementary School (2)

\*\*Percentages add up to ~100 due to rounding



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# Household Income



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\*Percentages add up to ~100 due to rounding

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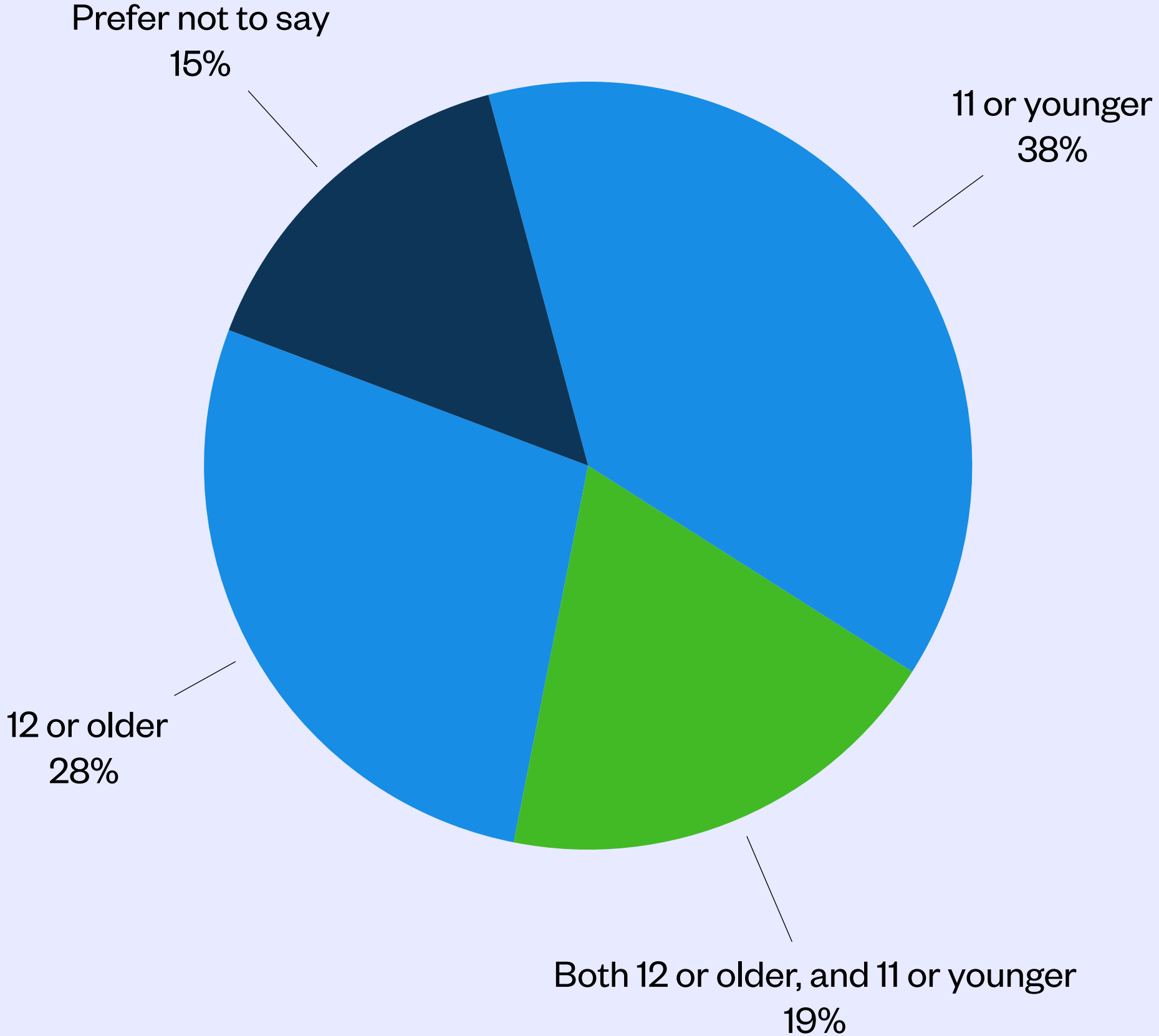
**Currently, do you have any children under the age of 18 living in your household?**





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**If you answered yes to the question above, which of the following categories best reflects the age of the children living in your household?**







**Thank you!**

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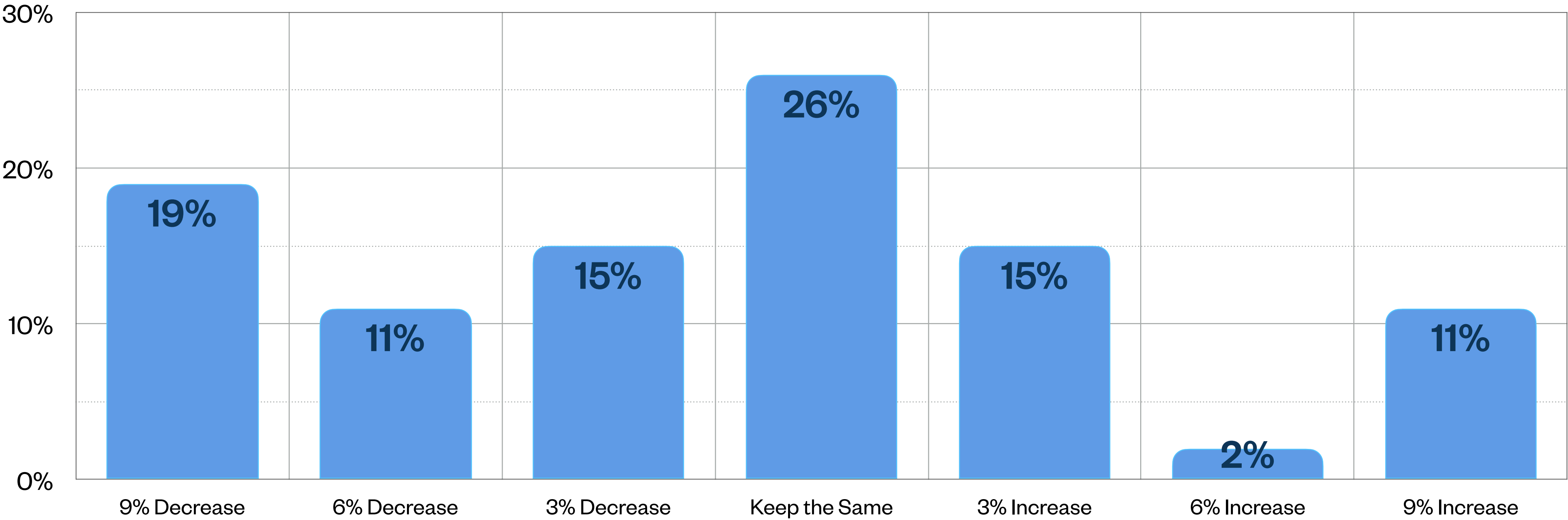




# Appendix

## Funding Community Planning and Development Services

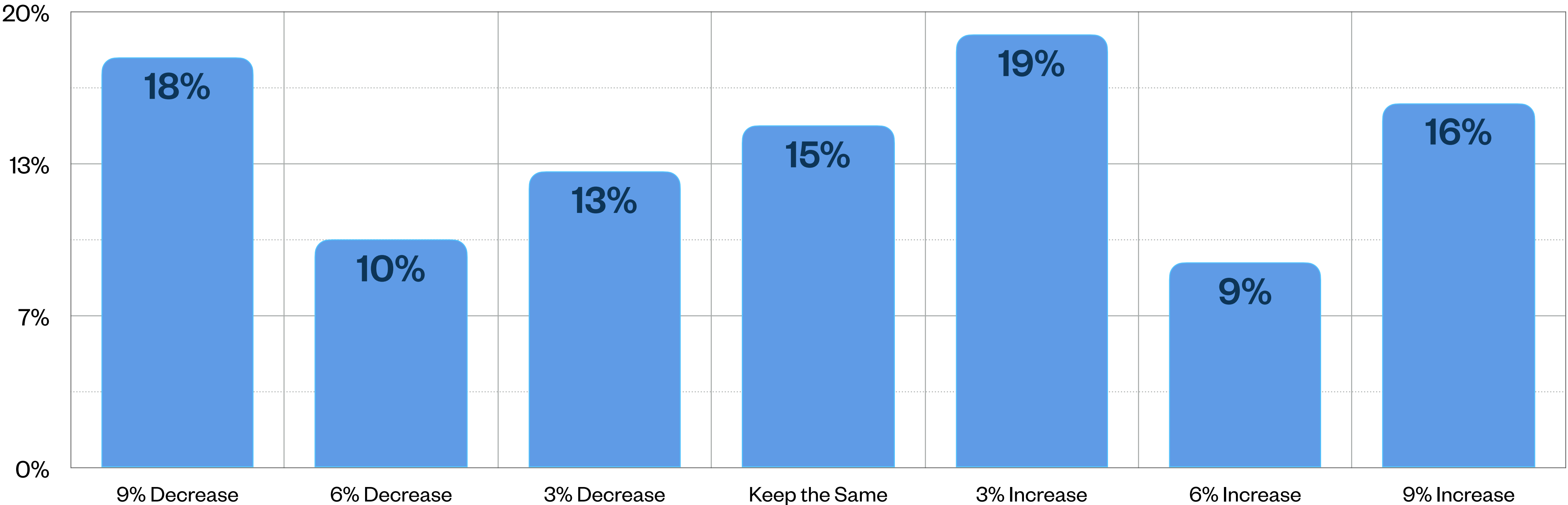
“Based on your current satisfaction level for Community Planning and Development Services, how would you adjust your property tax funding for this particular service area?”



# Appendix

## Funding Economic Development Services

“Based on your current satisfaction level for Economic Development and Sustainability services, how would you adjust your property tax funding for this particular service area?”

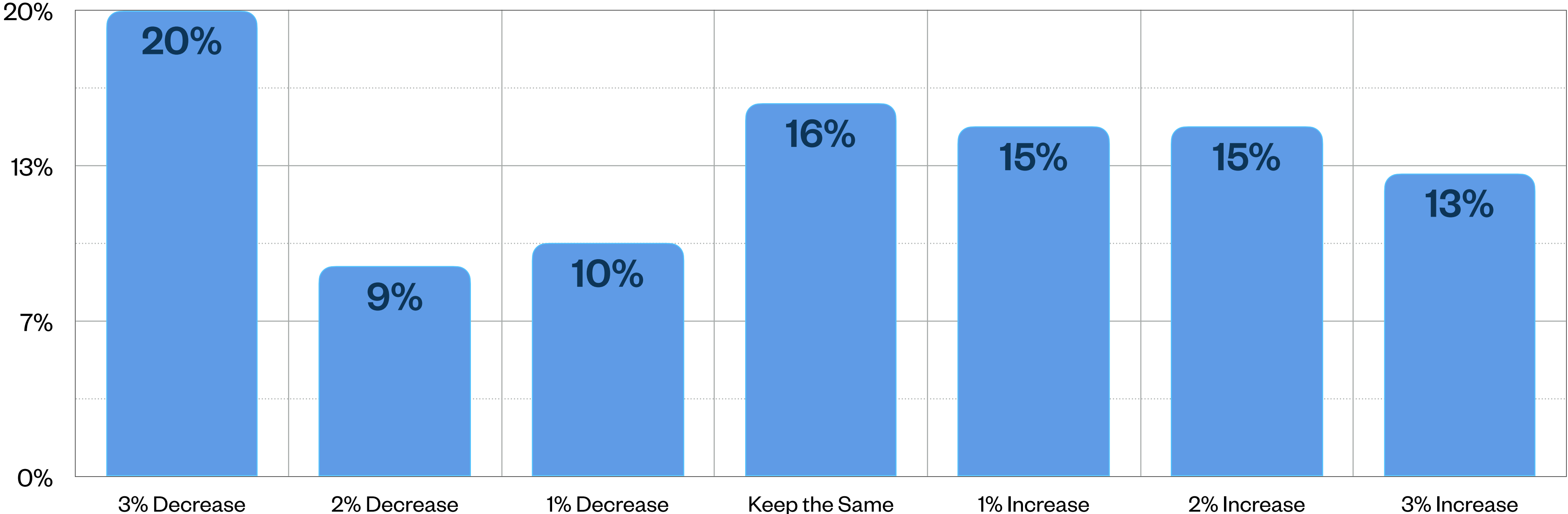




# Appendix

## Funding Community Service

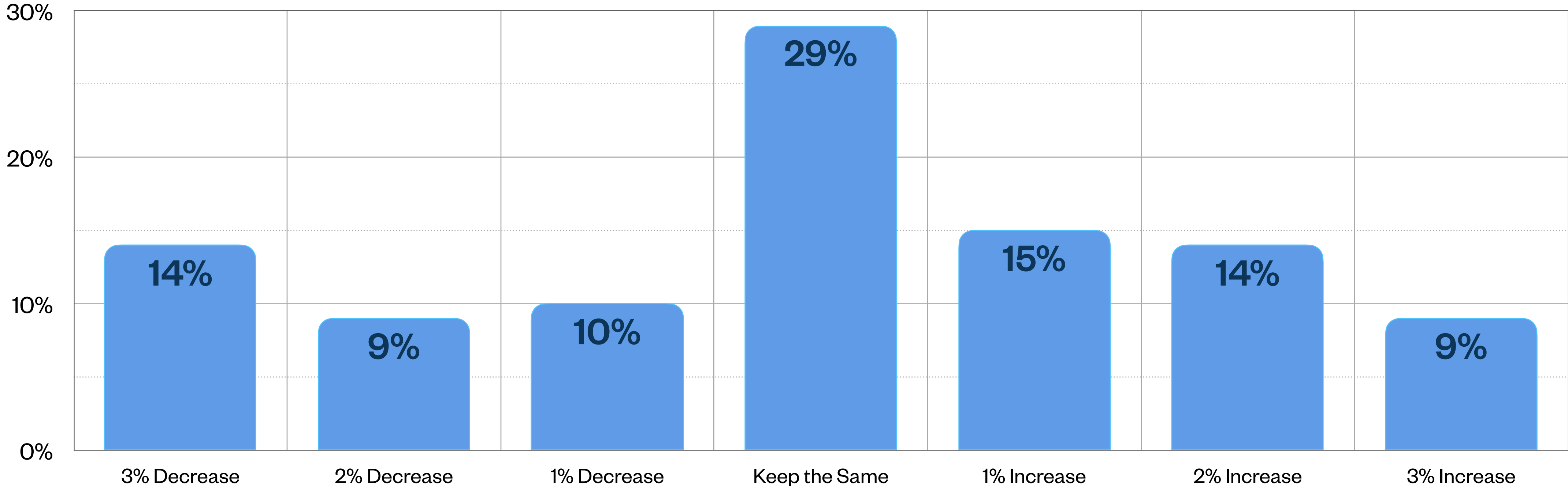
“Based on your current satisfaction level for Community Services, how would you adjust your property tax funding for this particular service area?”



# Appendix

## Funding Transportation and Operations Services

“Based on your current satisfaction level for Transportation and Operations Services, how would you adjust your property tax funding for this particular service area?”





# Appendix

## Funding Safety, Fire and Emergency Services

“Based on your current satisfaction level for Safety, Fire and Emergency Services, how would you adjust your property tax funding for this particular service area?”

