

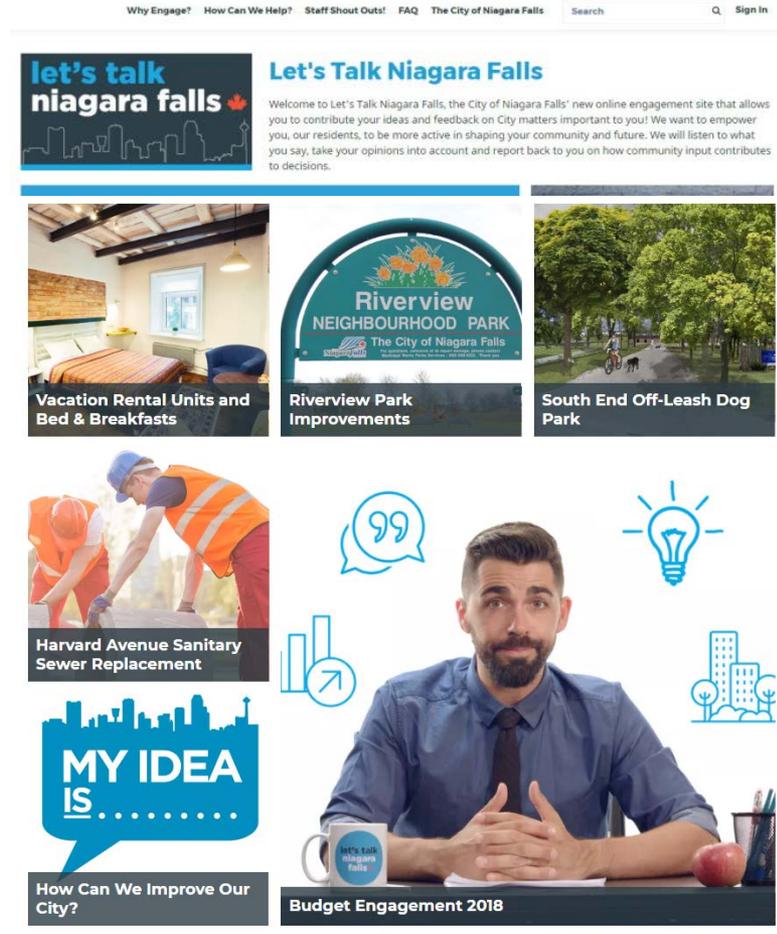
# Let's Talk Niagara Falls Budget Engagement Results



# Let's Talk Niagara Falls

## Large Feature on Let's Talk Niagara Falls

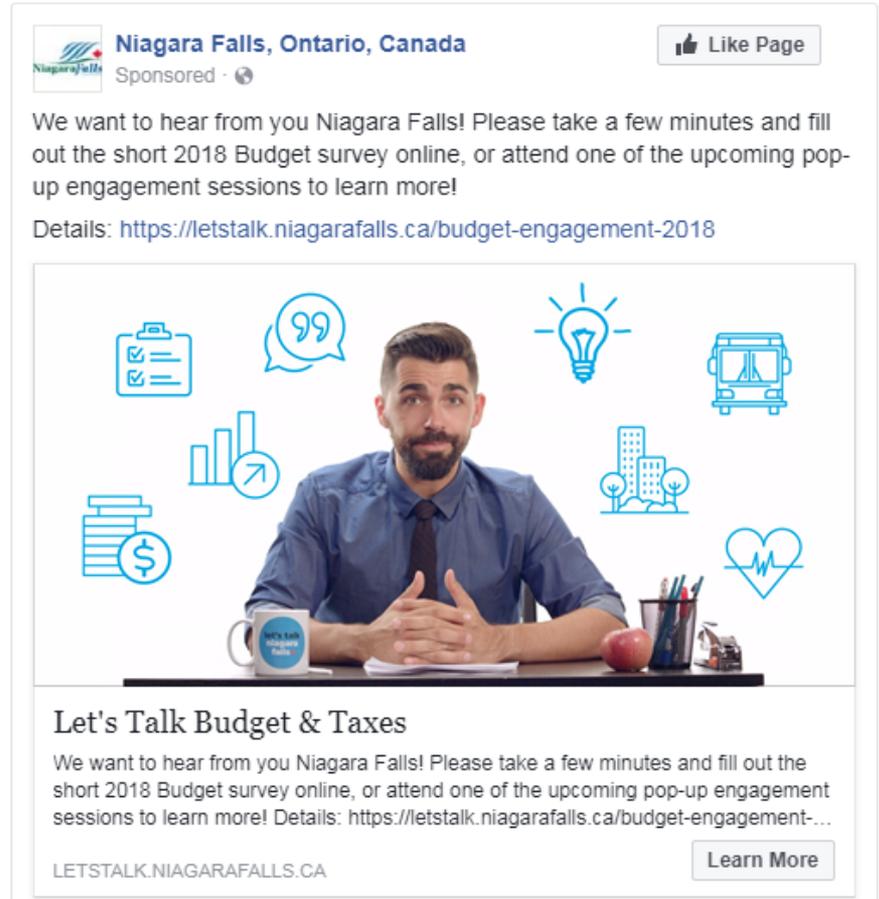
- **802** Visitors to Let's Talk Page
- **327** Informed Visitors (read more information or click on a link)
- **198** Survey Responses
- **Featured:** Pop-up engagement event information, online survey and budget information boards



# Online Advertising

## Facebook/Instagram Ad

- **Ran:** Daily to Targeted Niagara Falls demographic November 7 – November 21
- **Reach:** 14,999 people
- **Results:** 591 Links clicked
- **Featured:** Pop-up engagement events and online budget survey



The image shows a Facebook/Instagram advertisement for the Niagara Falls 2018 Budget Survey. At the top left is the Niagara Falls logo and the text 'Niagara Falls, Ontario, Canada' with a 'Sponsored' tag. To the right is a 'Like Page' button. The main text reads: 'We want to hear from you Niagara Falls! Please take a few minutes and fill out the short 2018 Budget survey online, or attend one of the upcoming pop-up engagement sessions to learn more! Details: <https://letstalk.niagarafalls.ca/budget-engagement-2018>'. Below this is a large image of a man in a blue shirt sitting at a desk with various business icons (clipboard, bar chart, dollar sign, lightbulb, bus, city buildings, heart) floating around him. Underneath the image is the text 'Let's Talk Budget & Taxes' followed by the same promotional message and details link. At the bottom left is the website 'LETSTALK.NIAGARAFALLS.CA' and at the bottom right is a 'Learn More' button.

# Online Advertising

## YouTube Video (3 minutes)

- Overview of Budgets & Taxes in Niagara Falls

The video player shows a man in a blue shirt and tie sitting at a desk with his hands clasped. To his right is a pie chart titled "SERVICES" with three segments: a large dark blue segment labeled "PROPERTY TAXES", a smaller light blue segment labeled "OTHER REVENUE", and a grey segment labeled "USER FEES". A subtitle at the bottom of the video reads: "while others are funded by user fees and other revenue." The video player interface includes a progress bar at 0:26 / 3:01, a "MORE VIDEOS" button, and YouTube controls.

Category	Color
PROPERTY TAXES	Dark Blue
OTHER REVENUE	Light Blue
USER FEES	Grey

# Print Advertising: Niagara Falls Review

## MyCity Weekly News Ad

- **Ran:** In the Thursday Niagara Falls Review in the MyCity Weekly News Section for 4 weeks
  - November 2, 9, 23, & 30
- **Reach:** Free City-wide distribution
- **Featured:** Pop-up engagement events and online budget survey

The advertisement is titled "mycity WEEKLY NEWS" and features a city skyline graphic. It is divided into several sections:

- CITY HAPPENINGS**
  - City Council Meetings**: The next meeting will be on Tuesday, November 28, 2017 at 5 PM. For live coverage, tune into Channel 10 YourTVor watch the live stream online: [niagarafalls.ca/council](http://niagarafalls.ca/council)
  - JOIN OUR TEAM**: A small image showing a group of people raising their hands.
  - WE'RE HIRING**
    - Senior Plans Examiner**: Permanent Vacancy. Hourly Rate: \$38.69 - \$40.95. Position Summary: Review and ensure that all construction plans and details conform to the Ontario Building Code (O.B.C.) and other provincial legislation. Closing: December 8, 2017. For information, or to apply, visit [niagarafalls.ca](http://niagarafalls.ca)
  - ROAD CLOSURES**
    - Highway 420/QEW**: For up-to-date road closures, regarding the NTO's Highway 420/QEW rehabilitation visit [niagarafalls.ca](http://niagarafalls.ca)
    - Victoria Avenue Reconstruction & Streetscaping**: Visit [niagarafalls.ca/notice](http://niagarafalls.ca/notice) for information.
  - BID OPPORTUNITIES**: For City of Niagara Falls Bid Opportunities, visit [niagarafalls.ca/bids](http://niagarafalls.ca/bids)
- HAVE YOUR SAY: ONLINE BUDGET SURVEY**
  - Includes an image of a man sitting at a desk with a microphone, surrounded by icons representing budget, survey, and community.
  - We want to hear from you Niagara Falls!** Residents are encouraged to visit [letstalk.niagarafalls.ca](http://letstalk.niagarafalls.ca) to learn more about the 2018 budget process, and share their feedback with City staff via a short online survey.
  - If you'd like a better understanding on how your tax dollars go to work in our great City, a short video is also provided on [letstalk.niagarafalls.ca](http://letstalk.niagarafalls.ca) that helps explain the breakdown of budgets and taxes in the City.
  - The survey will close on December 1, 2017.
- NIAGARA FALLS CULTURAL HUB + FARMERS' MARKET**
  - Includes an image of a modern building with a large "NEW" sign and people sitting at outdoor tables.
  - A 2nd Public Meeting on the new Cultural Hub & Farmers' Market was held earlier this week. Based on the feedback from the 1st Public Meeting, a hybrid final concept (Niagara Falls Exchange) was presented in detail with site perspectives, floor plans and views, and various modes of operation for several of the spaces.
  - The project space, located at the site of the current Sylvia Place Market and city-owned parking area south of and adjacent to the Niagara Falls History Museum, will be a dynamic creative space dedicated to arts, cultural engagement, and market activity with additional publicly accessible space for community gatherings.
  - Residents are encouraged to visit the project page at [letstalk.niagarafalls.ca](http://letstalk.niagarafalls.ca) to view the presentation, and to provide their feedback on the future detail design.

At the bottom, it provides contact information: City of Niagara Falls, 4370 Queen St., Niagara Falls, L2E 6X5. Phone: 905-355-7521 | [niagarafalls.ca](http://niagarafalls.ca). The Niagara Falls logo is also present.

[letstalk.niagarafalls.ca](http://letstalk.niagarafalls.ca)

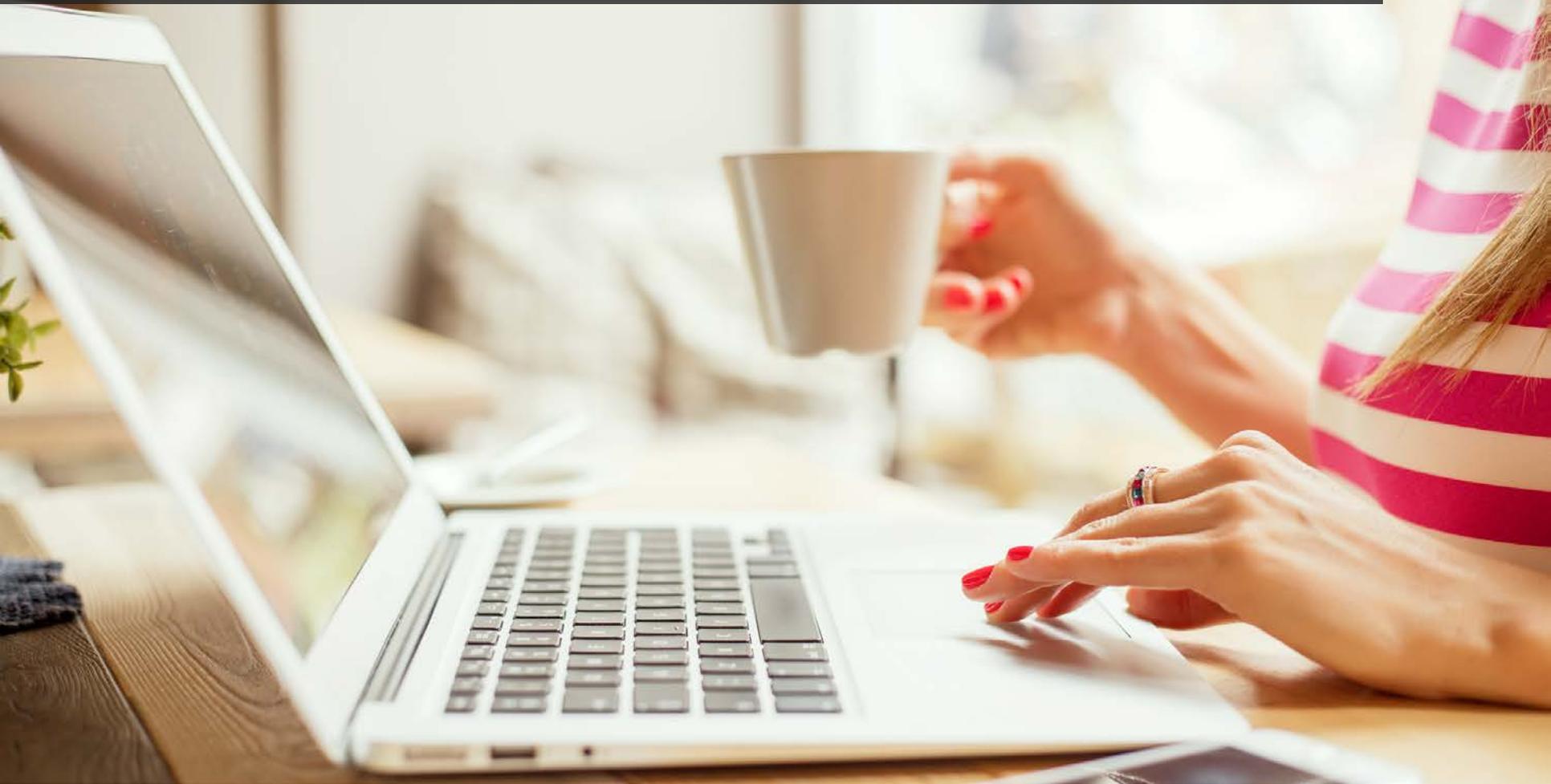
**mycity**  
let's talk 

# In Person: Pop-Up Engagement Events

## Four Pop-Up Engagement Events Held in the City:

- Monday, November 6, 2017, 10AM to 12PM, Niagara Falls Public Library (Victoria Ave. Branch).
- Wednesday, November 8, 2017, 6 to 8PM, Gale Centre
- Wednesday, November 15, 6 to 8PM, MacBain Community Centre
- Friday, November 17, 12:30 to 2:30 PM, Coronation Centre

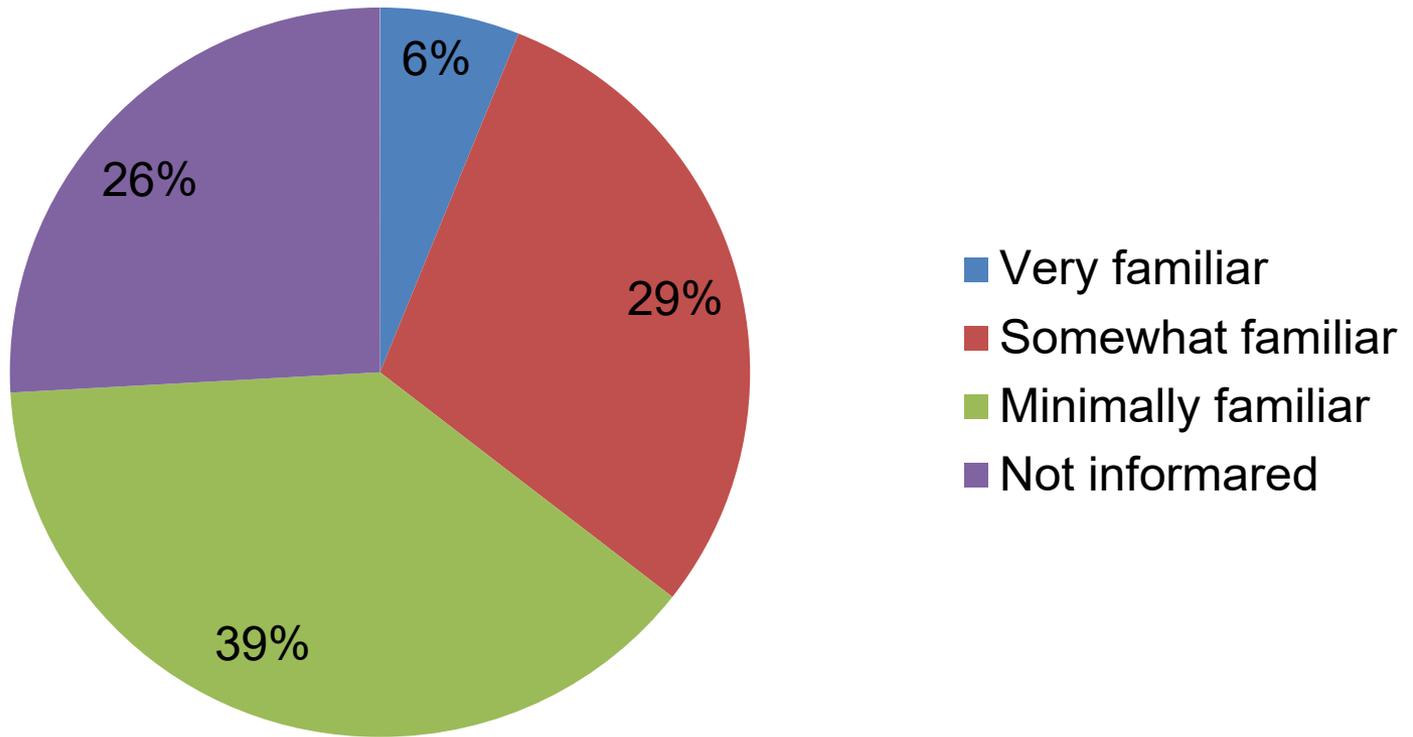
# Budget Engagement Survey Results



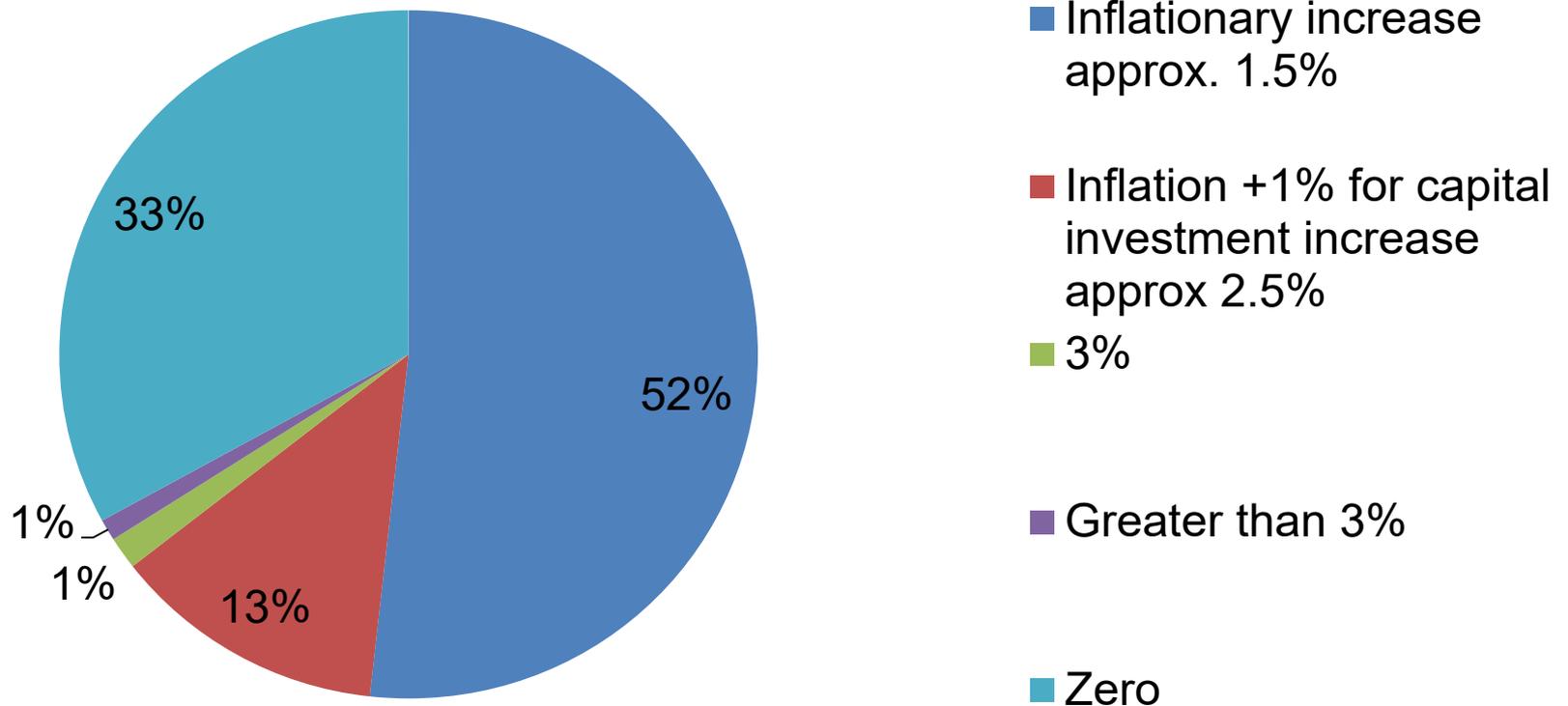
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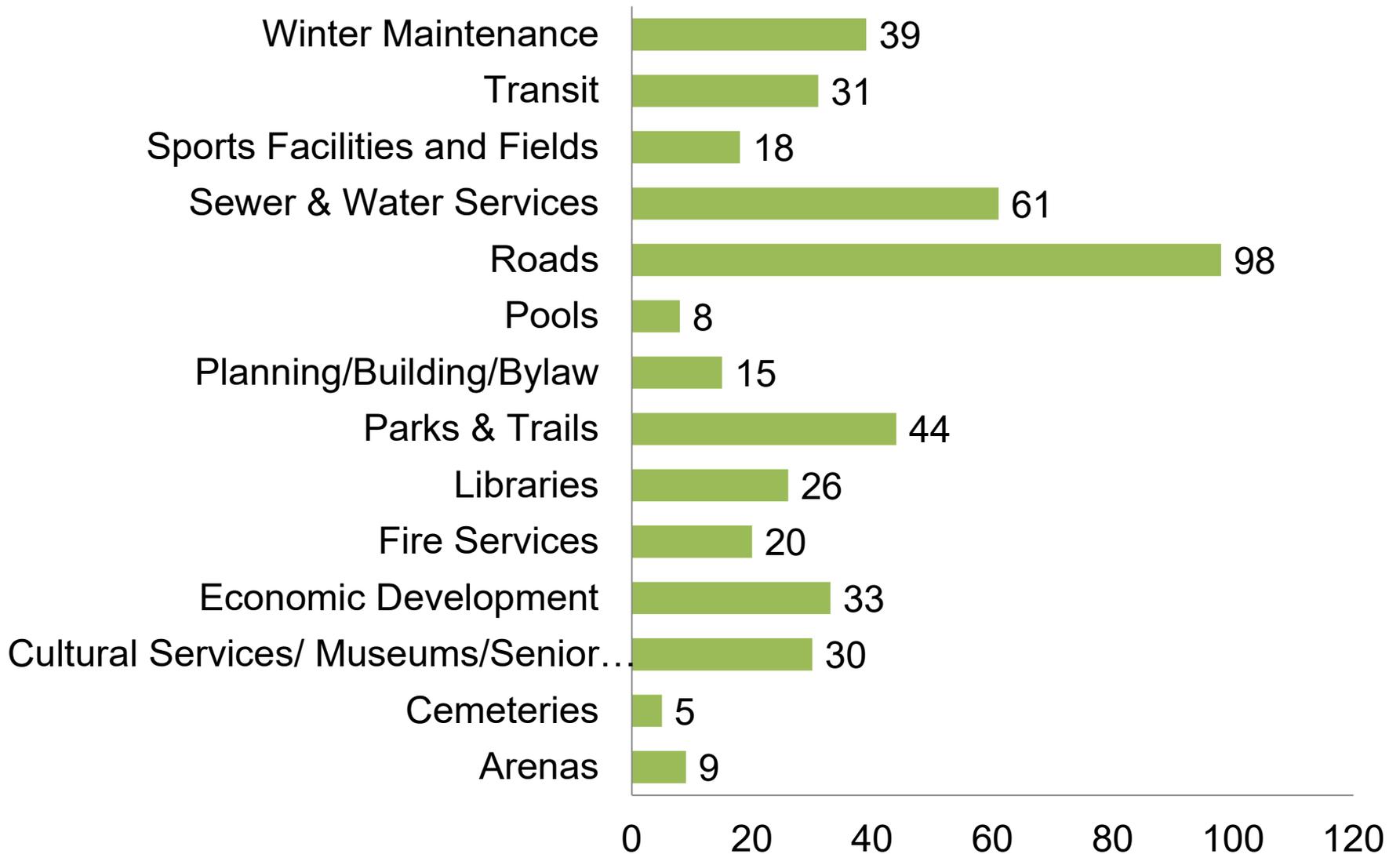
**Q1. How familiar are you with the City's Operating Budget?**



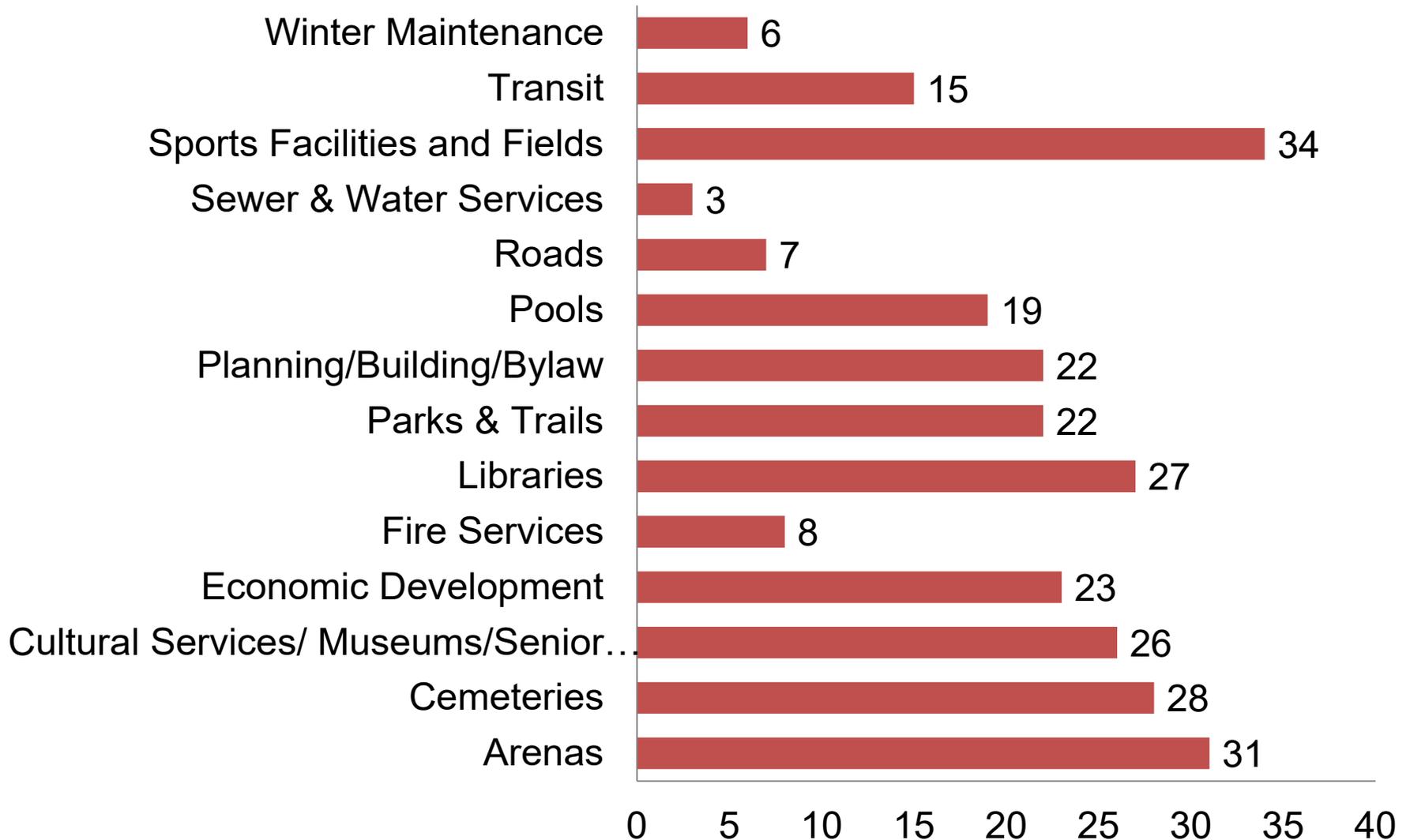
**Q2. City Council is attempting to minimize any property tax increase for 2018. What annual tax increase would you support?**



### Q3. If you chose a tax increase in Question 2, where would you suggest the increase be spent? (Check as many as applicable)

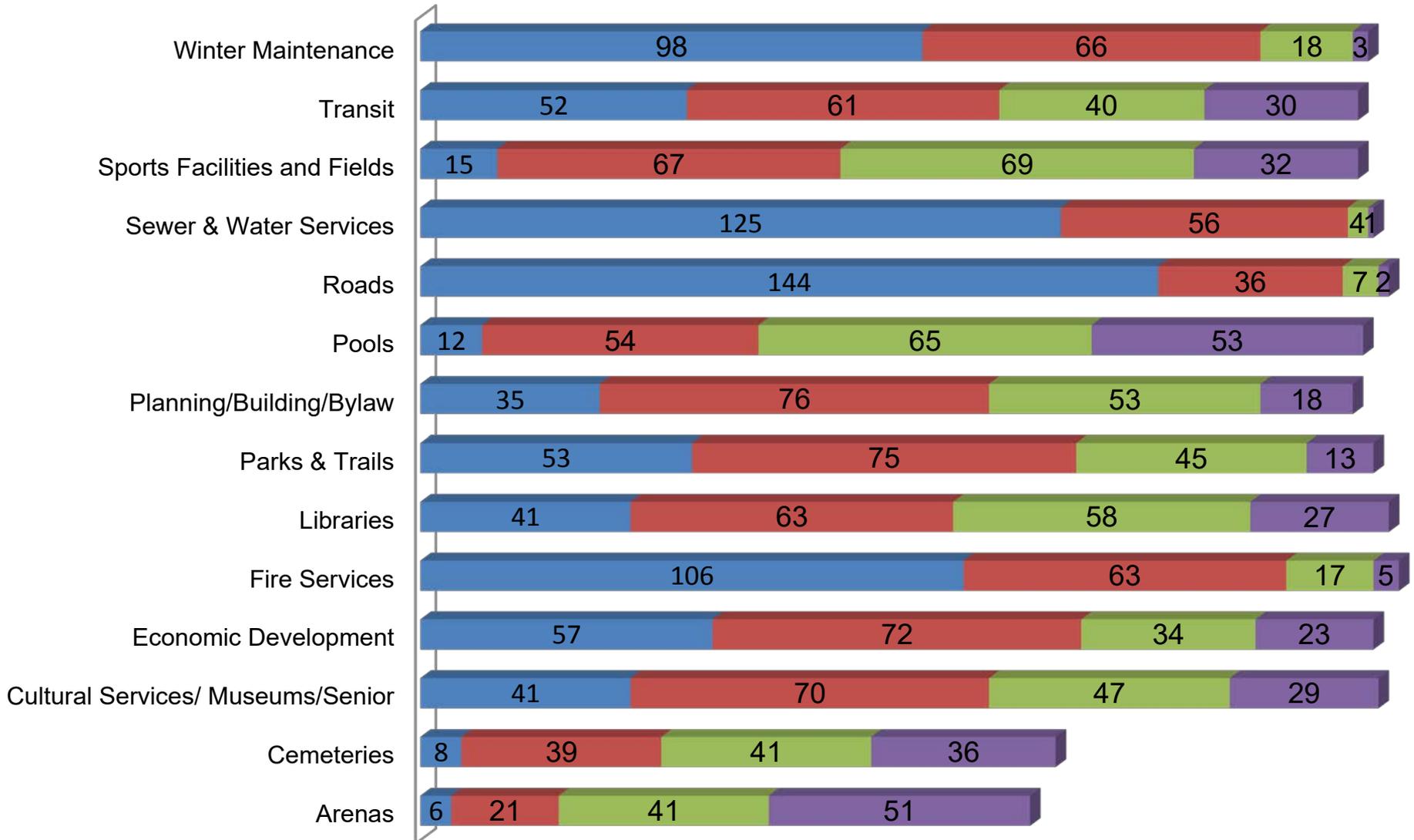


**Q4. If you chose zero tax increase in Question 2, where would you suggest service reductions be made? (Check as many as applicable)**



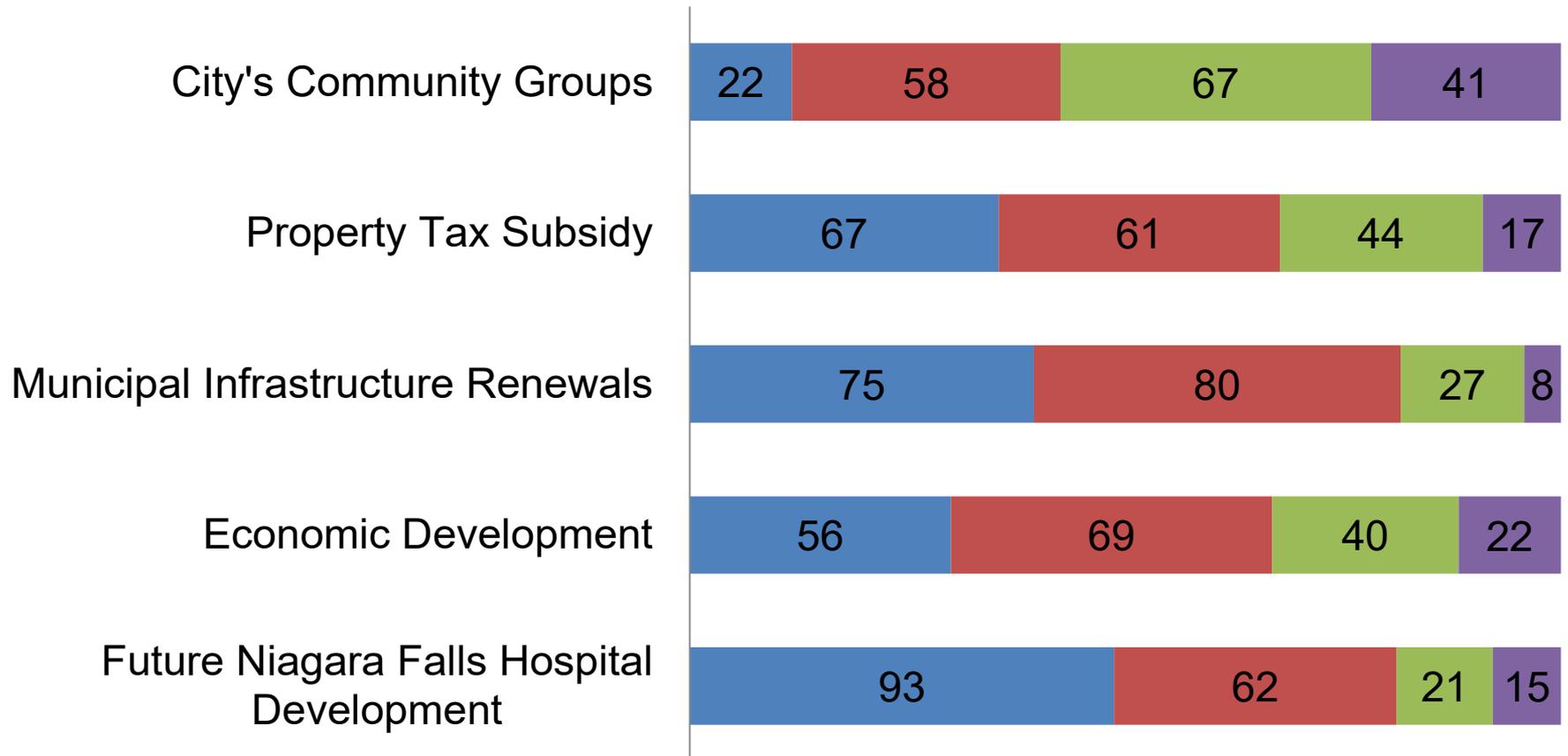
# Q5: Please indicate the importance of the following services to you:

■ Very Important    
 ■ Somewhat Important    
 ■ Minimally Important    
 ■ Not Important

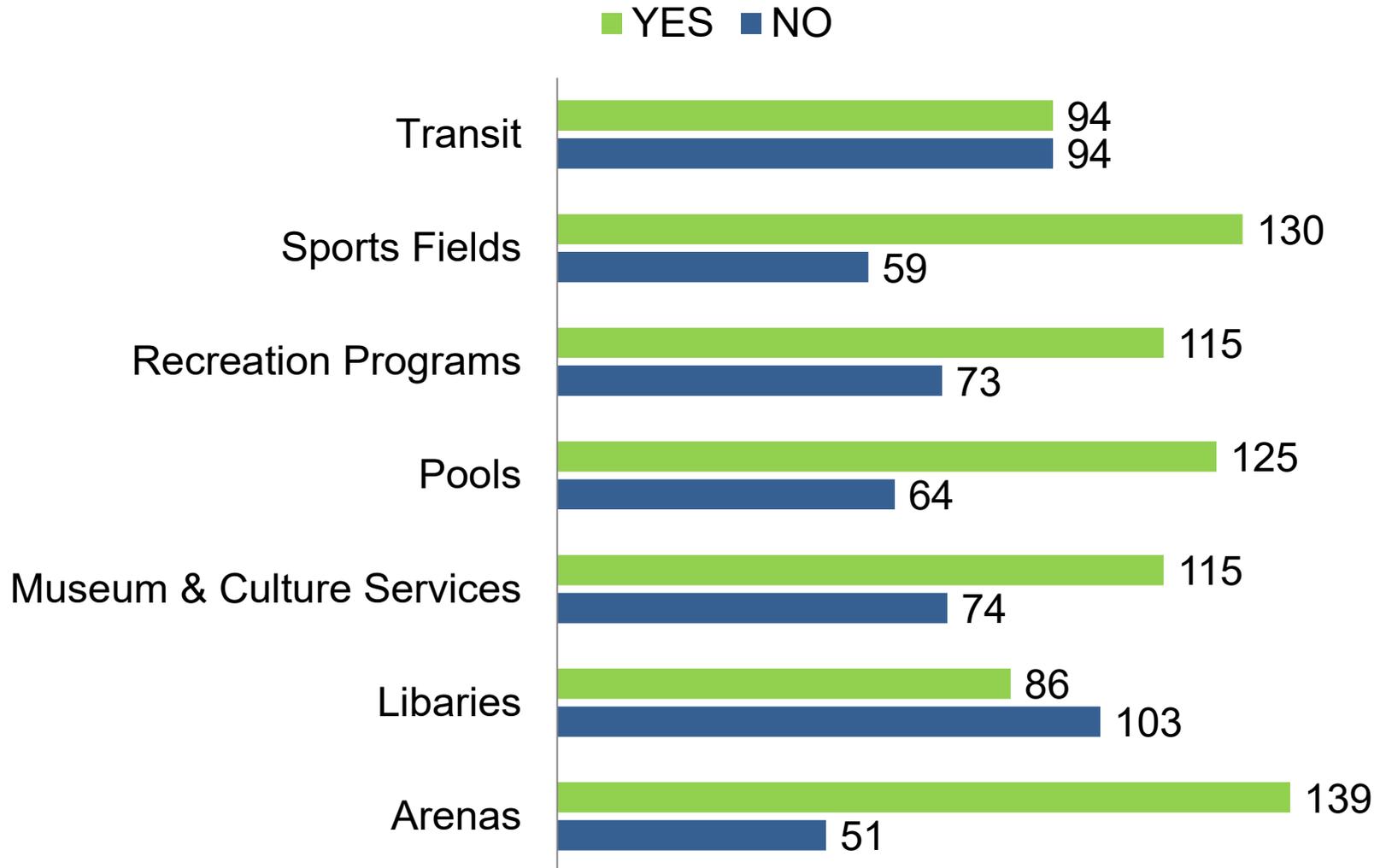


**Q6: The City receives funding from the Ontario Lottery and Gaming Corp for hosting the City's two casinos. Please indicate the importance of using this funding for the following services:**

■ Very Important      ■ Somewhat Important  
■ Minimally Important    ■ Not Important



**Q7: The following services currently receive funding from user fees. Please identify for each service whether or not you would support an increase in user fees to reduce reliance on property taxes:**



**Q8: The City of Niagara Falls, like all Canadian municipalities, faces significant infrastructure renewal expenditures in the next decade. Do you support the use of debt to accelerate the capital renewal program?**

