



# Town of Blackfalds Citizen Budget

---



---

# Introduction

From September 8 to October 12, 2020, the Town of Blackfalds ran a budget engagement campaign using the Citizen Budget eDemocracy tool. The purpose was to learn about the priorities of local residents and to give them a say on where they would cut or increase spending, and how they would raise or lower taxes.

- 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.
- The process both educated the population on the various city services, while asking them to make trade-offs in the same way that a city official would to stay within budget.
- Real-time results showed participants how their priorities compared to the rest of the group.
- Ethelo used the results to generate a particular set of funding changes that are predicted to have the most community support.



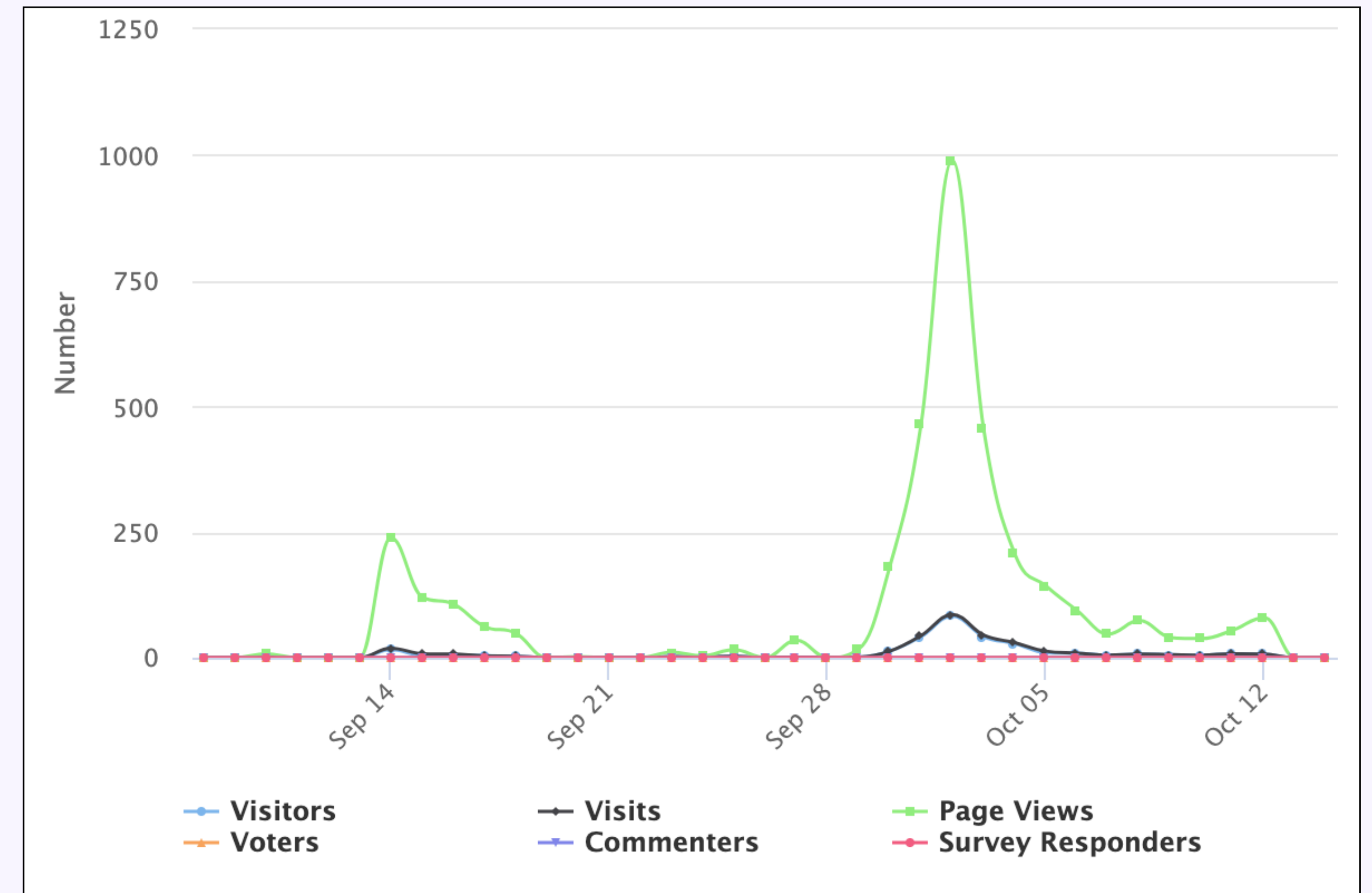
---

# Participation

---

# Participation

- Number of visitors: **284**
- Number of voters: **123**
- Comments gathered: **65**
- Average time on platform: **8 minutes**



---

# Voting Results

---



# E·THELO Recommended Scenario

For each service area, participants were asked how they would adjust their property tax funding based on their current level of satisfaction with the service. The following slides outline voter support for each funding area.

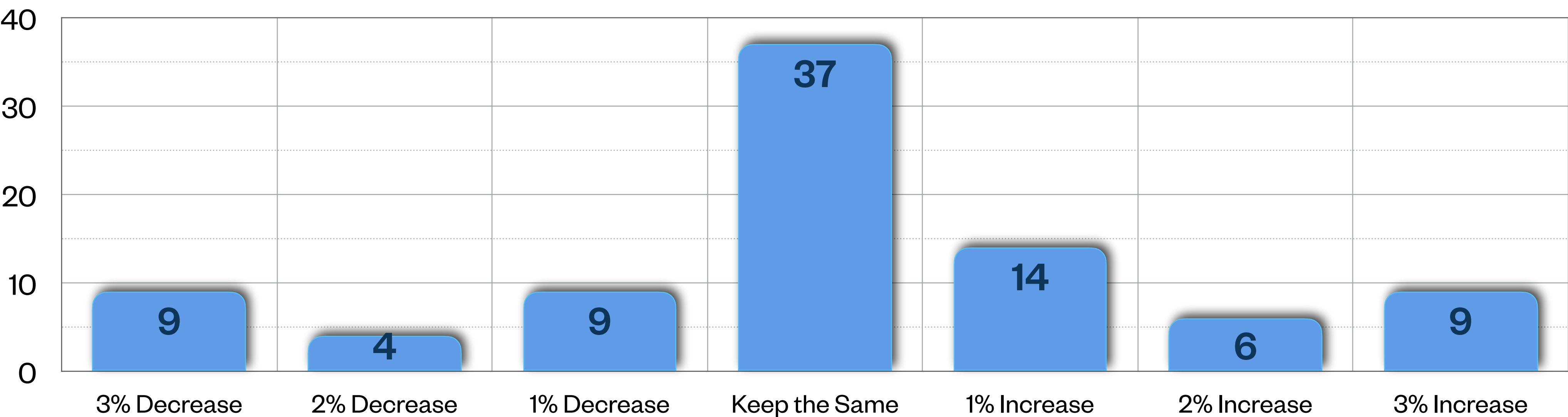
| Funding Area                        | Percent Change | % Approval |
|-------------------------------------|----------------|------------|
| Municipal Enforcement               | 2% Increase    | 58%        |
| Fire and Emergency Services         | Keep the Same  | 68%        |
| Street and Lane Maintenance         | Keep the Same  | 54%        |
| Facilities                          | 1% Decrease    | 51%        |
| Parks, Playgrounds and Green Spaces | Keep the Same  | 52%        |



Total Scenario Support: 100%

# Fire and Emergency Services

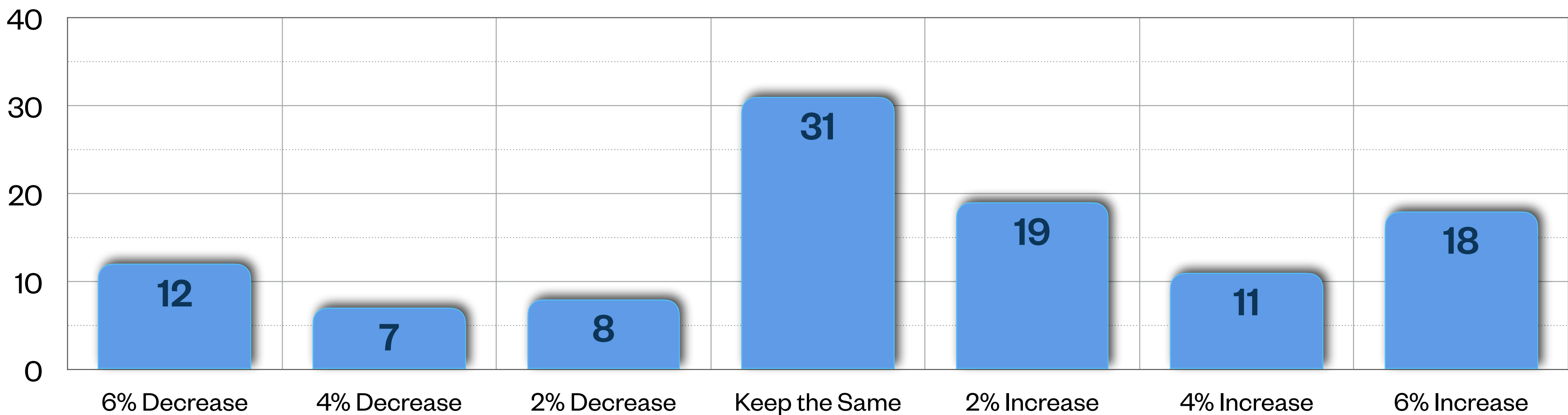
Based on your current satisfaction level for Protective Services - Fire and Emergency Services, how would you adjust your property tax funding for this service area?



| Total Responses | Favor Increase | Favor Decrease | Most Popular                           |
|-----------------|----------------|----------------|--|
| 88              | 33%            | 25%            | Keep the Same<br>(42% of total voters) |

# Municipal Enforcement

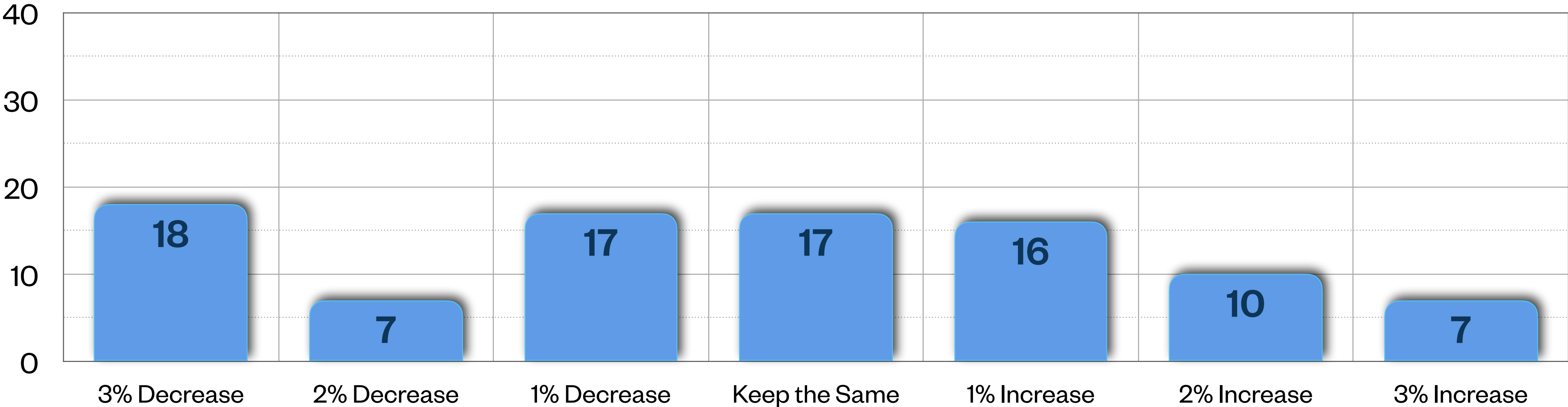
Based on your current satisfaction level for Protective Services - Municipal Enforcement, how would you adjust your property tax funding for this service area?



| Total Responses | Favor Increase | Favor Decrease | Most Popular                           |
|-----------------|----------------|----------------|--|
| 106             | 45%            | 25%            | Keep the Same<br>(29% of total voters) |

# Street and Lane Maintenance

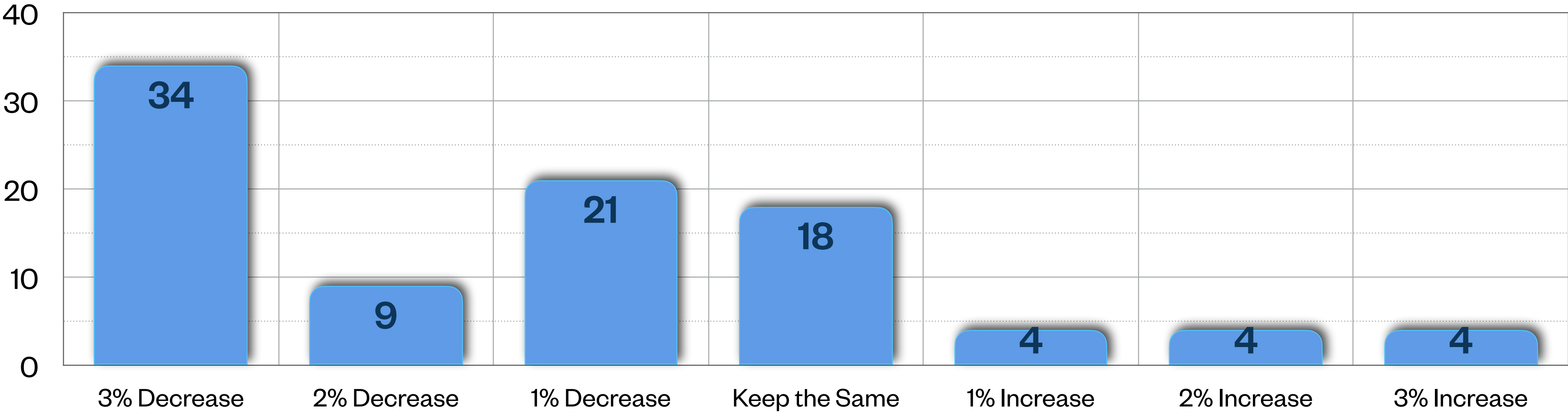
Based on your current satisfaction level for Infrastructure - Street and Lane Maintenance, how would you adjust your property tax funding for this service area?



| Total Responses | Favor Increase | Favor Decrease | Most Popular                         |
|-----------------|----------------|----------------|--------------------------------------|
| 92              | 36%            | 46%            | 3% Decrease<br>(20% of total voters) |

# Facilities

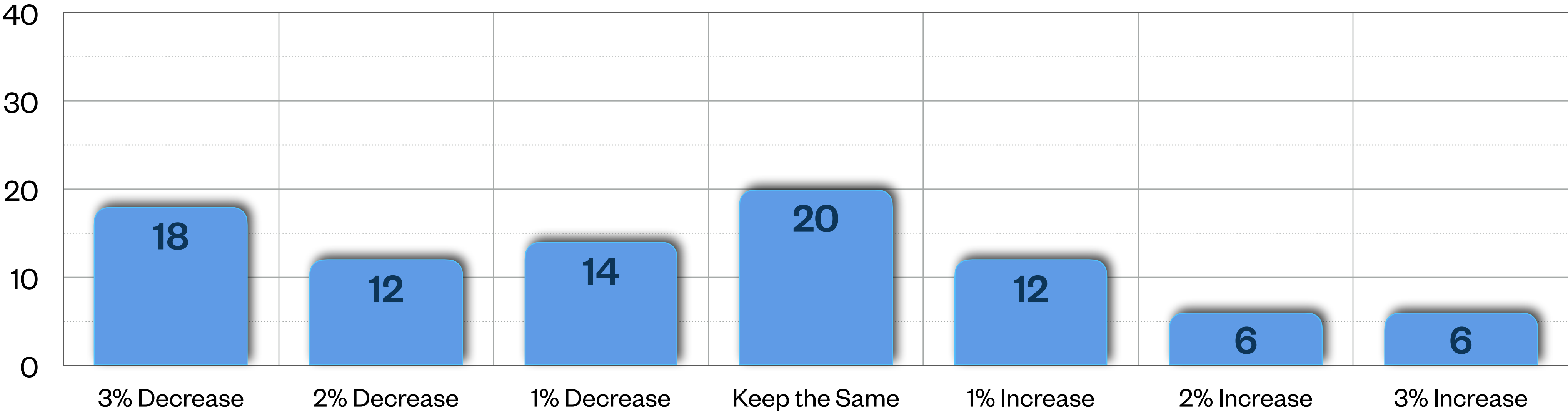
Based on your current satisfaction level for Recreation Facilities, how would you adjust your property tax funding for this service area?



| Total Responses | Favor Increase | Favor Decrease | Most Popular                         |
|-----------------|----------------|----------------|--------------------------------------|
| 94              | 13%            | 68%            | 3% Decrease<br>(36% of total voters) |

# Parks, Playgrounds and Green Spaces

Based on your current satisfaction level for Recreation - Parks, Playgrounds and Green Spaces, how would you adjust your property tax funding for this service area?



| Total Responses | Favor Increase | Favor Decrease | Most Popular                           |
|-----------------|----------------|----------------|--|
| 88              | 27%            | 50%            | Keep the Same<br>(23% of total voters) |



---

# Survey Results

---

# Environmental Initiatives

Would you be in favor of the implementation of a yearly residential green bin collection allowing a full yearly organics program?

| Favour | Response |
|--------|----------|
| Yes    | 53       |
| No     | 53       |

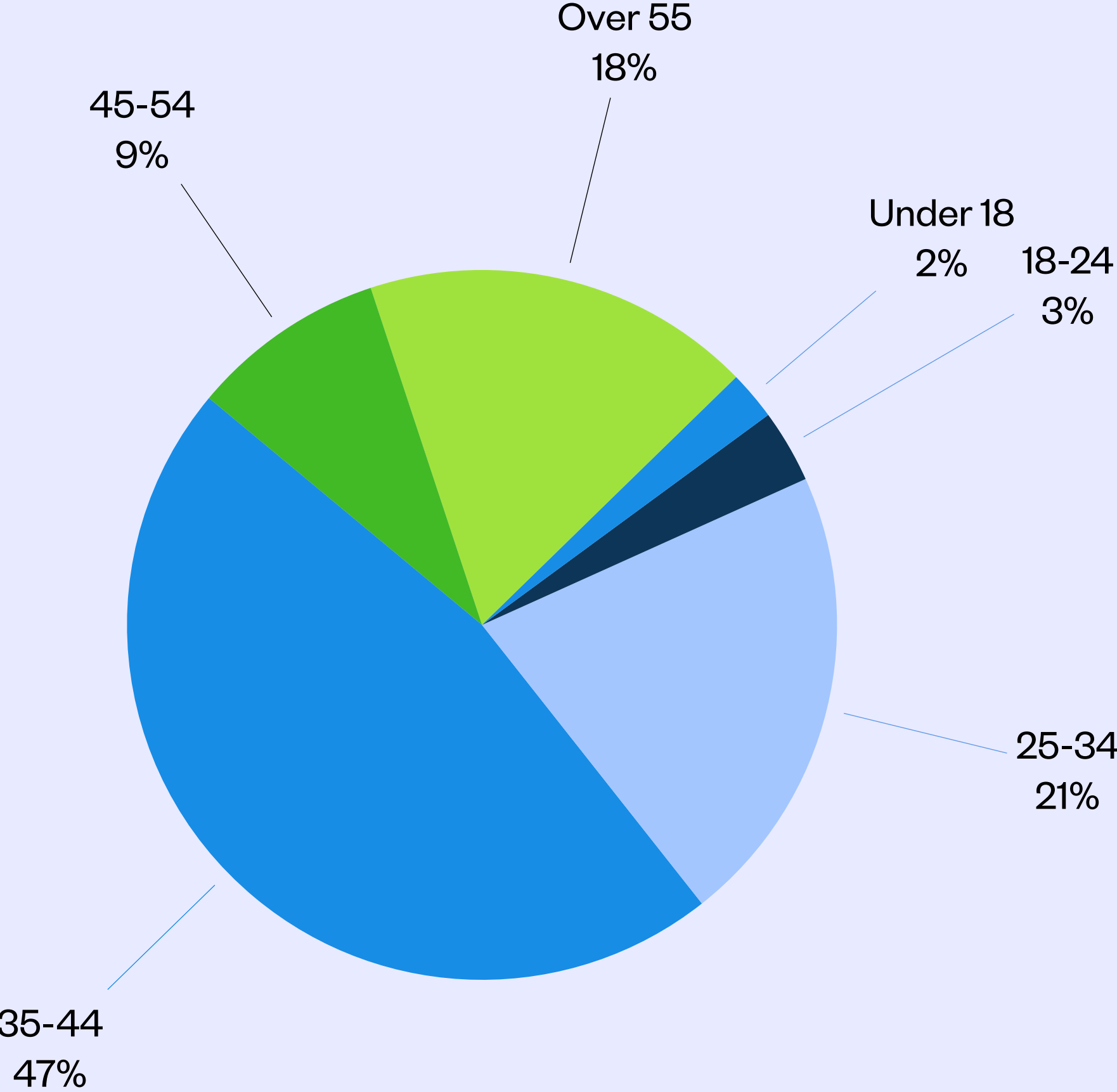
Total Responses: 106



# Respondent Age

| Age      | Response |
|----------|----------|
| Under 18 | 2        |
| 18-24    | 3        |
| 25-34    | 19       |
| 35-44    | 42       |
| 45-54    | 8        |
| Over 55  | 16       |

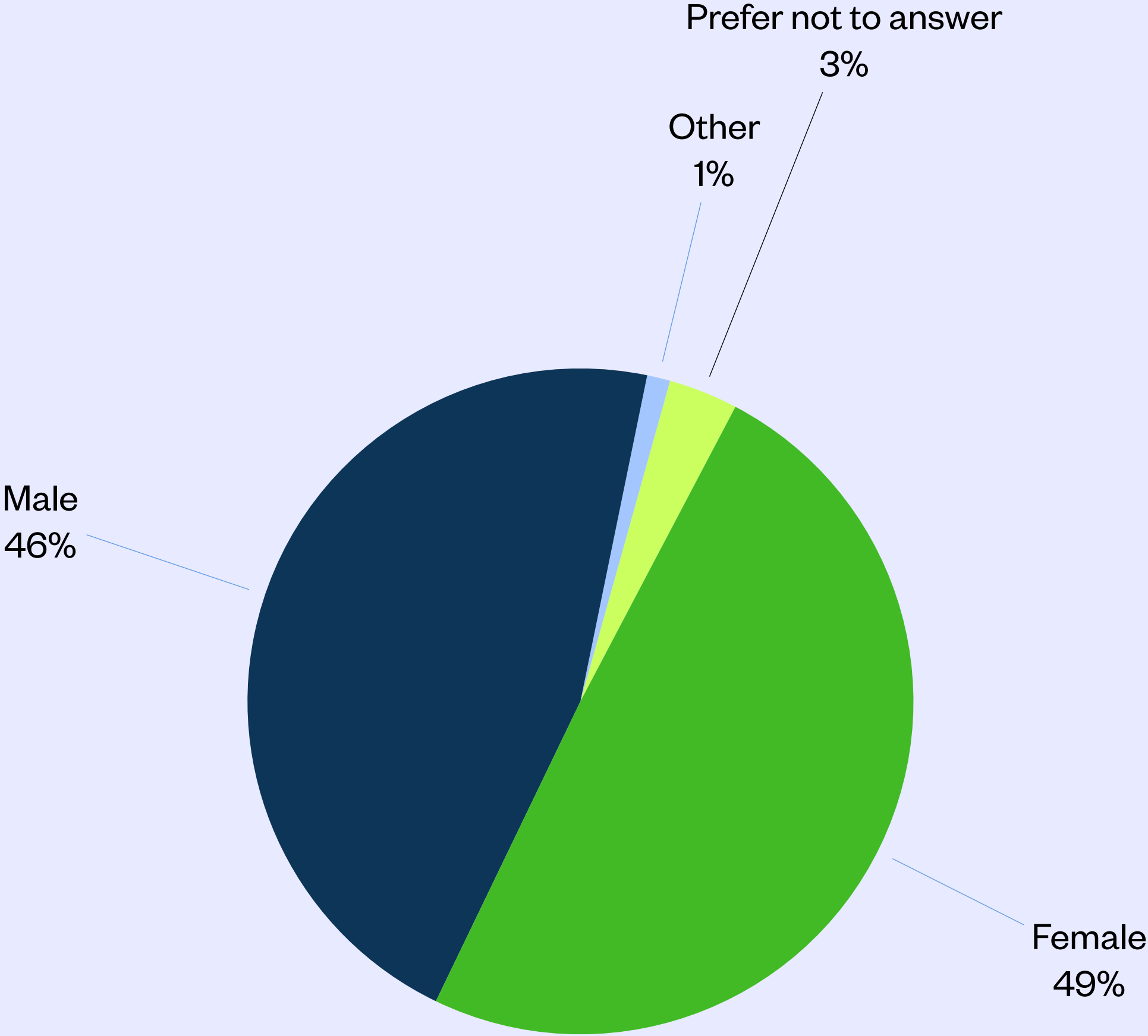
Total Responses: 90



# Respondent Gender

| Gender               | Response |
|----------------------|----------|
| Female               | 44       |
| Male                 | 41       |
| Other                | 1        |
| Prefer not to answer | 3        |

Total Responses: 89

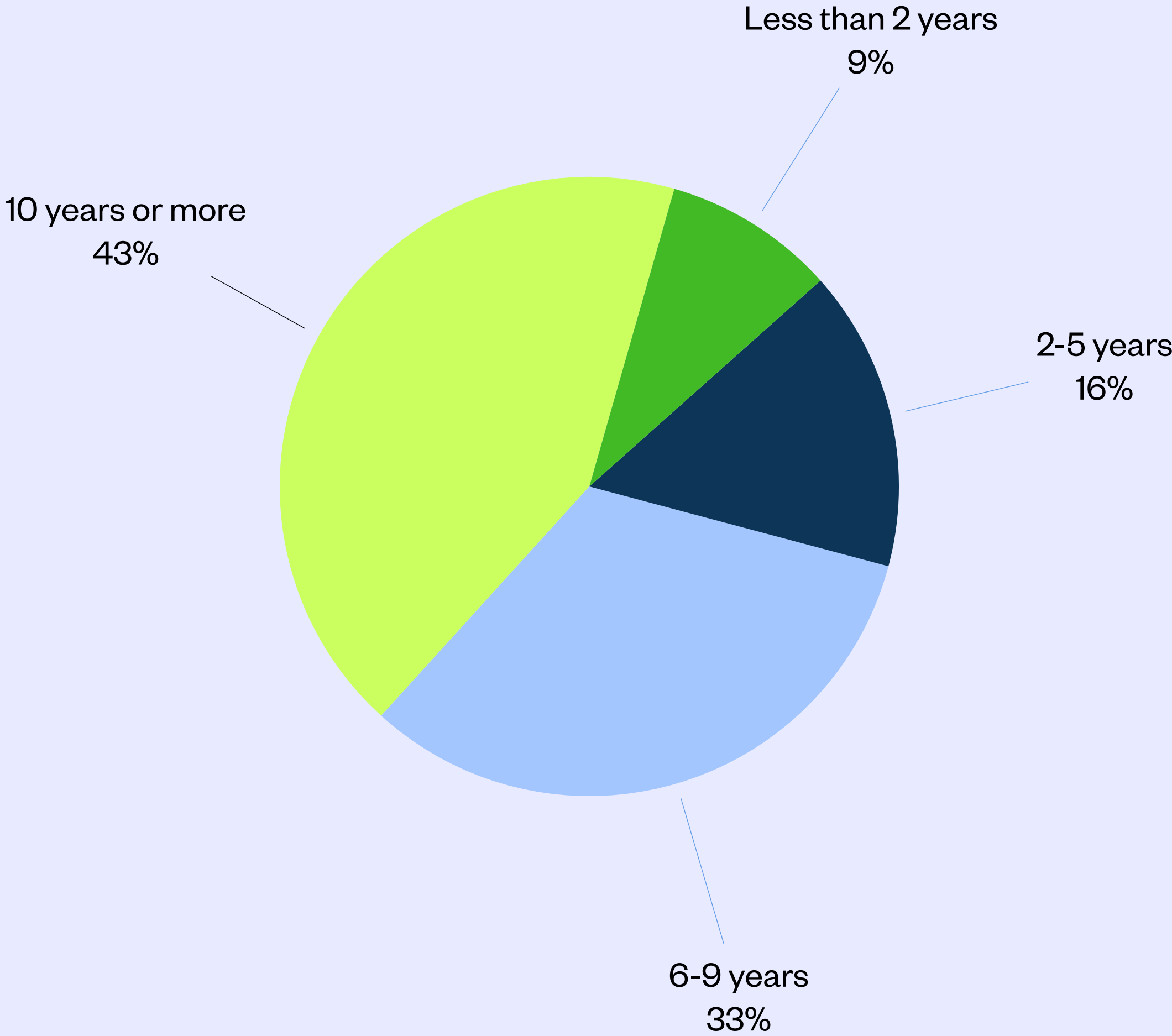


\* Percents in chart add up to 99, due to rounding

# How long have you been living in the Town of Blackfalds?

| Time              | Response |
|-------------------|----------|
| Less than 2 years | 8        |
| 2-5 years         | 14       |
| 6-9 years         | 29       |
| 10 years or more  | 38       |

Total Responses: 89



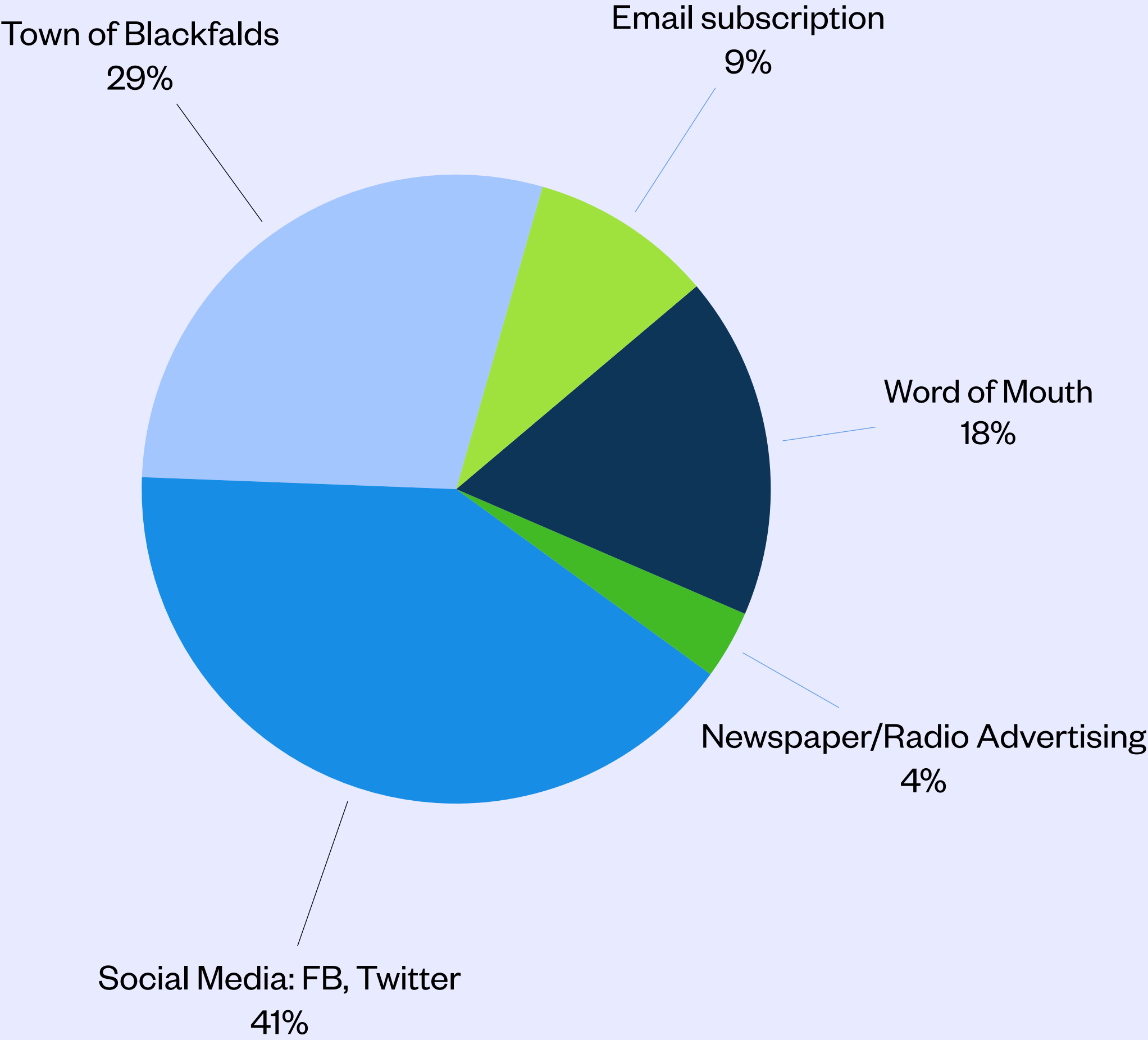
\* Percents in chart add up to 101, due to rounding

# Communications

How do you get your information from the Town of Blackfalds? Check all that apply.

| Channel                     | Response |
|-----------------------------|----------|
| Email subscription          | 16       |
| Word of Mouth               | 30       |
| Newspaper/Radio Advertising | 6        |
| Social Media: FB, Twitter   | 69       |
| Town of Blackfalds website  | 49       |

Total Responses: 170



\* Percents in chart add up to 101, due to rounding

**BLACKFALDS**  
ALBERTA  
**ÉTHELO**



# Thank you!

---

