




**CITIZEN BUDGET
BUDGET AWARENESS TOOL**

GENERAL COMMITTEE

September 16, 2013




Agenda

1. Background
2. Timelines
3. Communication Channels
4. Participant Incentive
5. Web Preview



Background

- Open North - Canadian non-profit organization engaged to administer the Citizen Budget for residents
- Opportunity to increase citizen awareness of City's budget
- Citizen Budget - Interactive Budget Awareness Tool used by 3 Canadian municipalities
- Results - Highly effective for resident engagement
 - Tool is meant to engage and inform, not provide valid stats on resident perception and attitudes



Timeline


September 20 to March 21 – tool online (approximately 6 months).

Communication channels

- Regular City pages (Economist & Sun, Liberal, SNAP, Markham Review, Monsoon Journal)
- Markham’s web and social media forums
- Posters in our community centres
- Community electronic information boards
- Markham Life (October 31)
- Promotional copy for any Councillor newsletters

Participant Incentive

Random draw for Flato Markham Theatre tickets and a Recreation \$40 gift certificate.



Key Features

- Explains the residential property tax split between York Region, Province of Ontario and City of Markham
 - interactive calculation of the resident's property taxes by Current Value Assessment (CVA), split into the York Region, Province of Ontario and City of Markham portions
 - breakdown of the Municipal property tax into nine service areas
 - opportunity for the resident to adjust the tax funding for each service area (four increments of 5%)
 - shows impact of the adjustment on the residential property tax



Key Features (Con't)

- residents rank the importance of each service area and overall satisfaction levels
- captures comments on each service area
- tracks the number of participants utilizing the tool
- provides breakdown of participants by various demographic



WEB PREVIEW