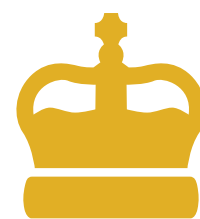


Budget engagement

2025 BUDGET ENGAGEMENT

Process and Methodology



NEW WESTMINSTER

Role of Budget Engagement

- Reflects Council's Community Belonging and Connecting strategic priority
- First step in development of budget

Methodology

- Use outside firm – Ipsos
- Invite random sample 10,000 residents
- Invite all business addresses - 1,735
- Online survey with anonymous unique identifier
- Survey available online for residents not randomly selected
- Paper survey available at various City facilities
- Translation option available for online surveys

Anticipated Response Rate

- Typical response rate 5% - 15% (500 – 1,500)
- 2024 - 470 responses
- Responses will be weighted based on most recent Census data to match demographics

Timing

- Approximately 3 months
- Report to Council September 2024

Questions for Council

1. Are you ok with the methodology proposed?
2. Are there other forms of engagement staff should consider?

Recommendation

1. THAT Council provide feedback on the 2025 budget public engagement methodology.
2. THAT Council direct staff to proceed with the 2025 budget public engagement incorporating Council's feedback.