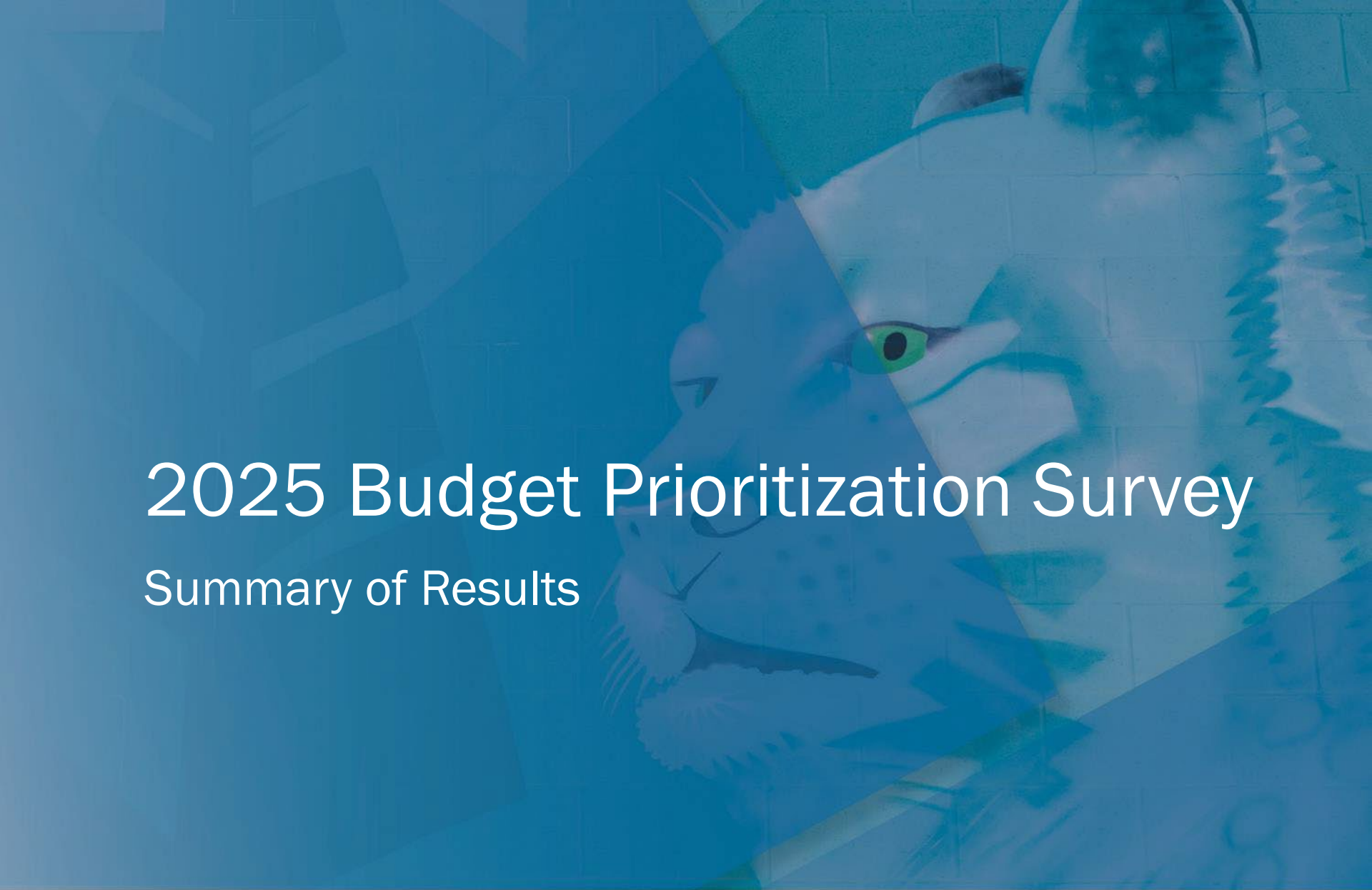




2025 Budget Prioritization Survey

Summary of Results

Why we engage

- Good decision-making is grounded in **input** from interested and affected people
- **Transparency** helps build trust and confidence on how the RMOW spends tax dollars
- Whistler's residents have valuable **insights and lived experience** that will help create a budget reflective of community needs and aspirations
- Helps the community understand the **hard choices and tradeoffs** that must take place to balance the budget



Prompting questions for discussion

- Is there feedback that was unanticipated or surprising?
- Does the feedback reflect what you are hearing in the community?
- Are there questions we are missing or more information you seeking on a particular topic?
- What do you find interesting in the responses?

Inputs for budget decision-making

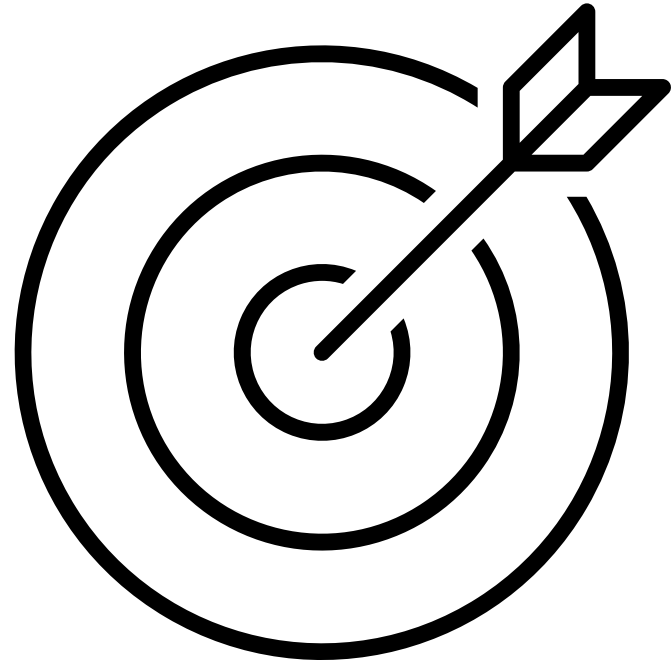
Community input serves as one input into a complex and challenging budget process.

Council must also consider the following data points and financial realities as they make their decisions:

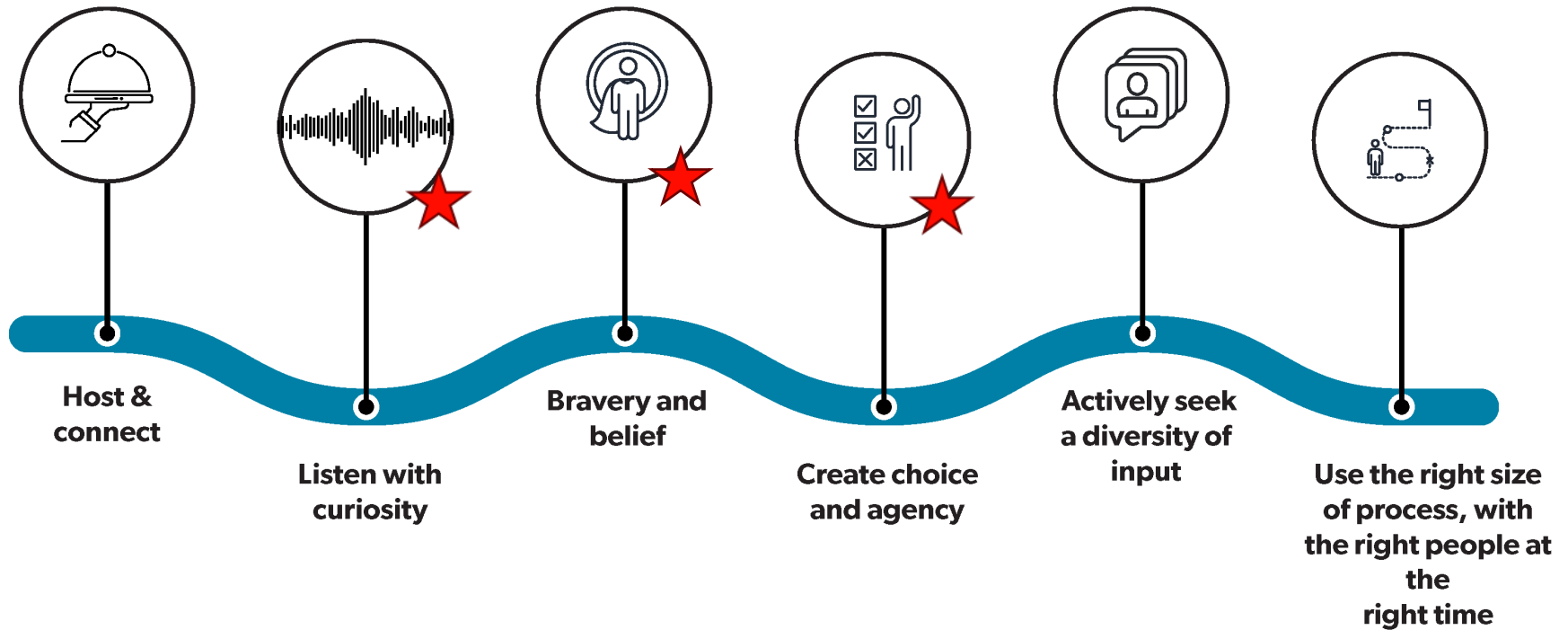
- Demands of a **growing population** that put pressure on civic services, programs and facilities
- **Visitation** that is influenced by macroeconomic trends, weather, and competition from other destinations
- **Projected non-tax revenues** such as Municipal and Regional District Tax Program (MRDT), Resort Municipality Initiative (RMI), fees and charges, grants and other external funding
- **Building up reserve levels** that support short- and long-term asset management of the RMOW's infrastructure, whether pipes in the ground or our building assets.
- **Corporate Plans and Policies** including the Official Community Plan, Big Moves Climate Action Strategy and Council Priorities
- **Current economic climate**

Budget Prioritization Survey Objectives

1. Provide guidance to staff on community needs and priorities; and
2. Provide Council with community inputs for consideration during budget deliberations.



Engagement Design Principles



Survey reach and engagement



2023

August 22 - September 25

2024

July 7 - August 15

228 Engaged Participants

205 completed the survey
23 completed the Budget Quiz

314 Engaged Participants

239 completed the survey
75 completed the budget poll

5,458 Overall Views

637 page visits
2,065 impressions on social posts
57 social engagements (clicks+reactions)
2,697 newsletter subscribers
2 newspaper ads in the Pique

37,226 Overall Views

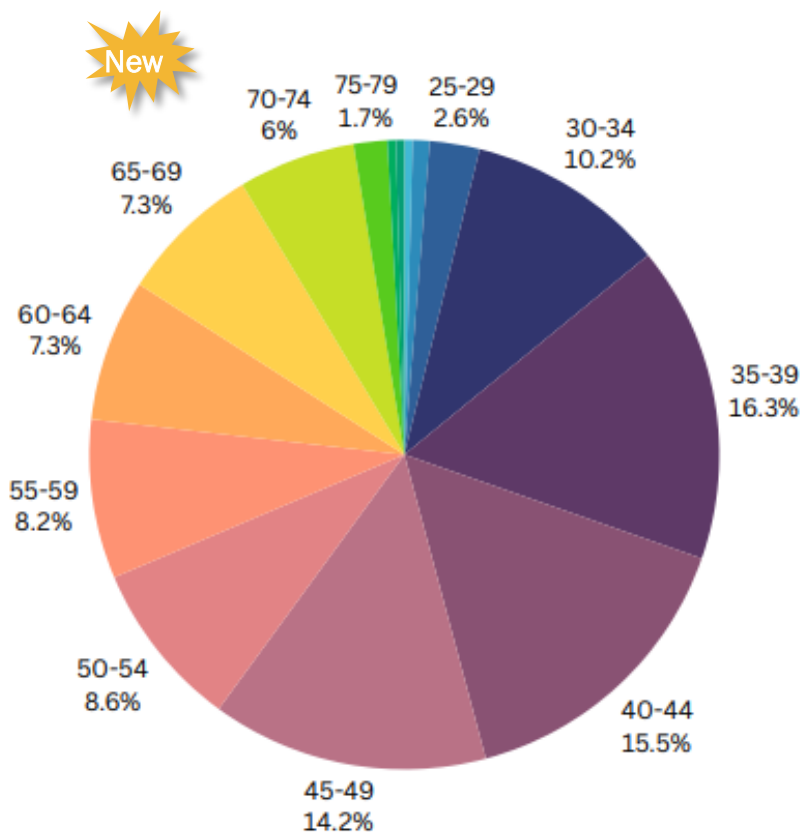
1,000 page visits
31,228 impressions on social posts 
2,376 social engagements (clicks+reactions)
2,594 newsletter subscribers
28 QR code scans from Pique ad

 **Facebook saw the highest return**

29,520 impressions
8,602 reach
2,050 engagements
286 link clicks

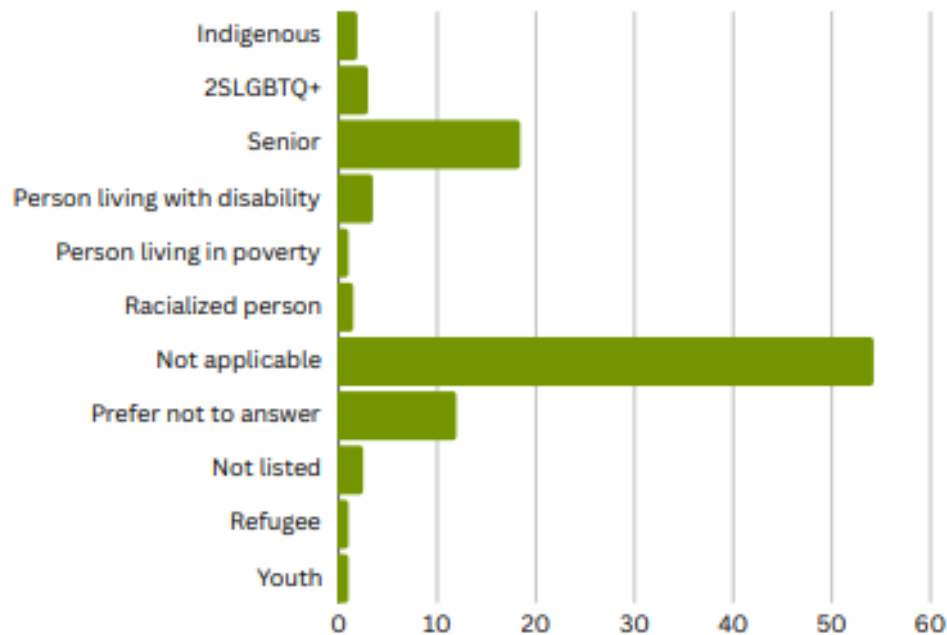
Results are from organic and paid posts

Review of respondent demographics



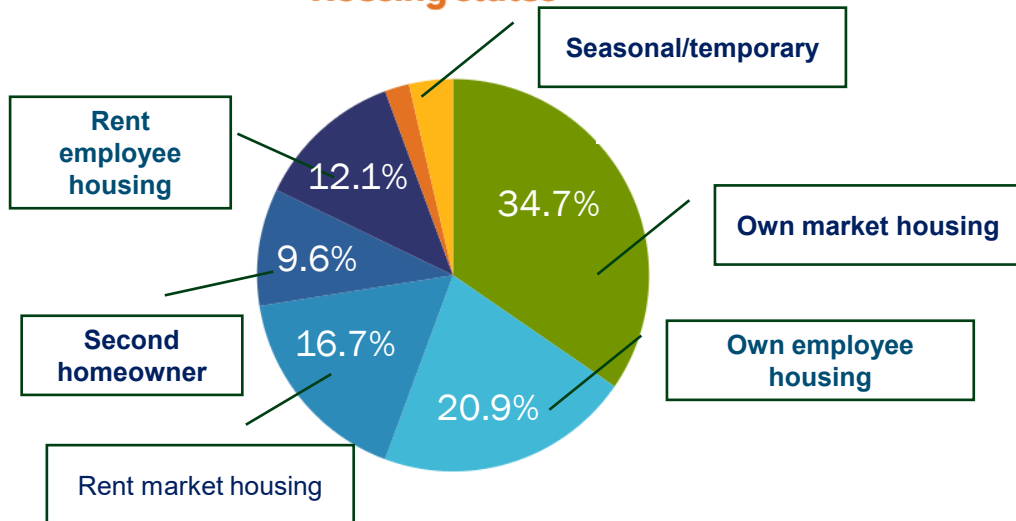
15-19: 0.42% (1 respondent)
20-24: 0.84%
80-84: 0.42%
85 and over: 0.42%

Equity-seeking respondents

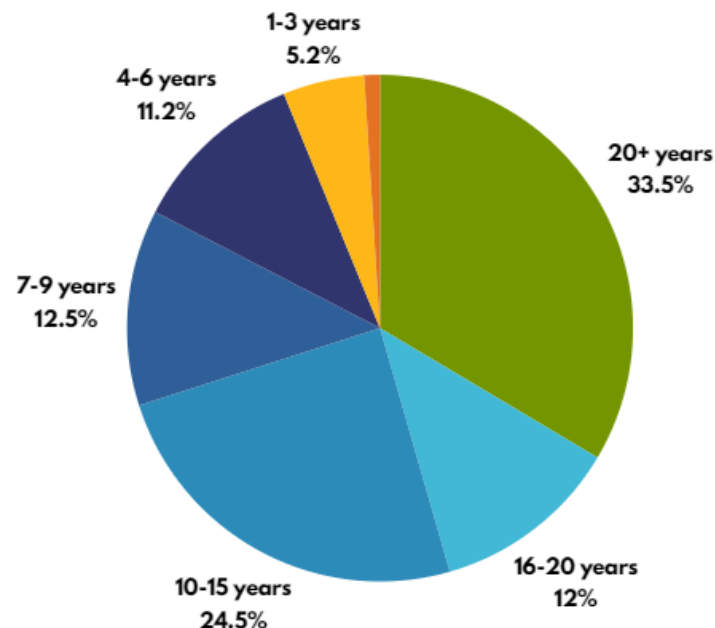


Survey respondent information

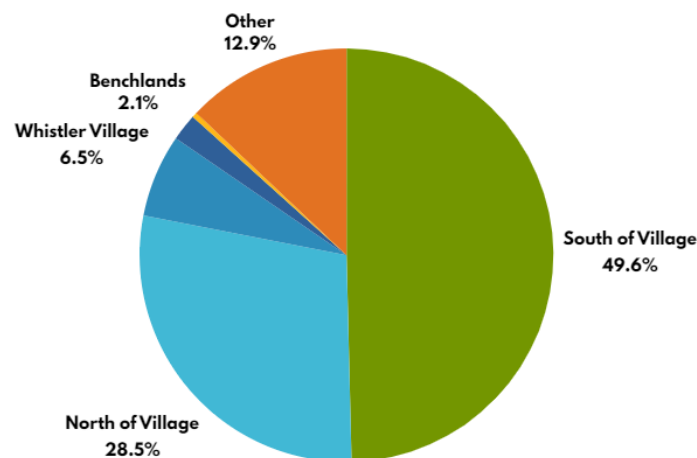
Housing status



Time lived in Whistler



Respondent locations

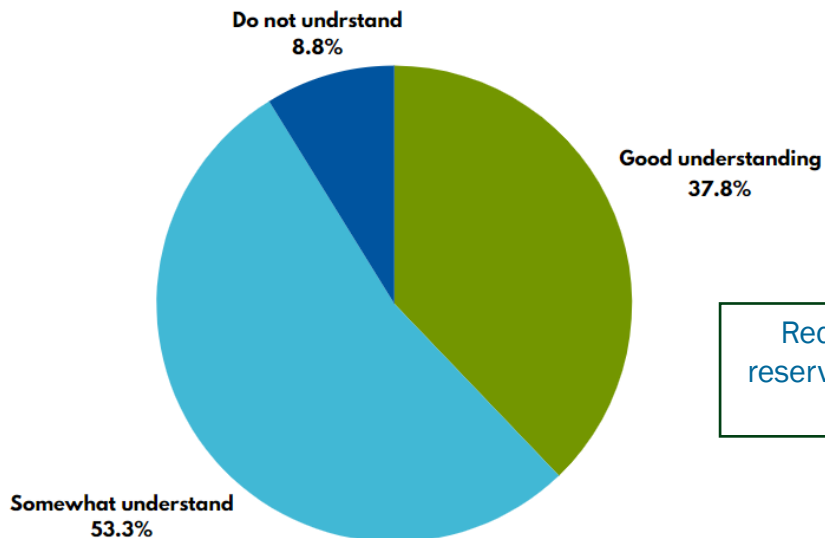


40% have 2 people in their household

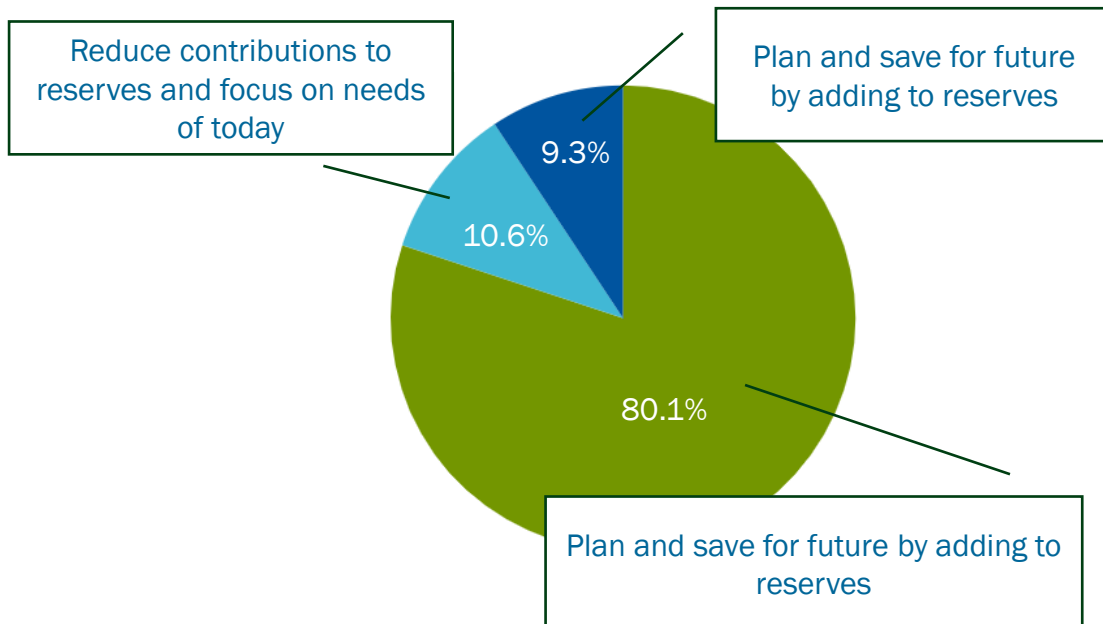
10%: 1 person
22%: 3 people
19%: 4 people
9%: 5+ people

Survey respondent information

Understanding of budget process

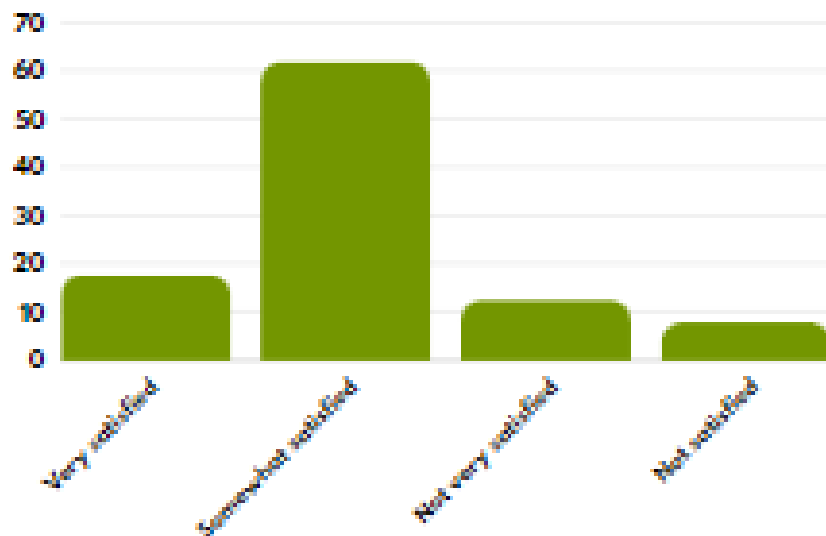


Preference for making financial planning decisions



Survey responses: Digging deeper

Overall satisfaction with level and quality of services



Satisfaction vs. Value

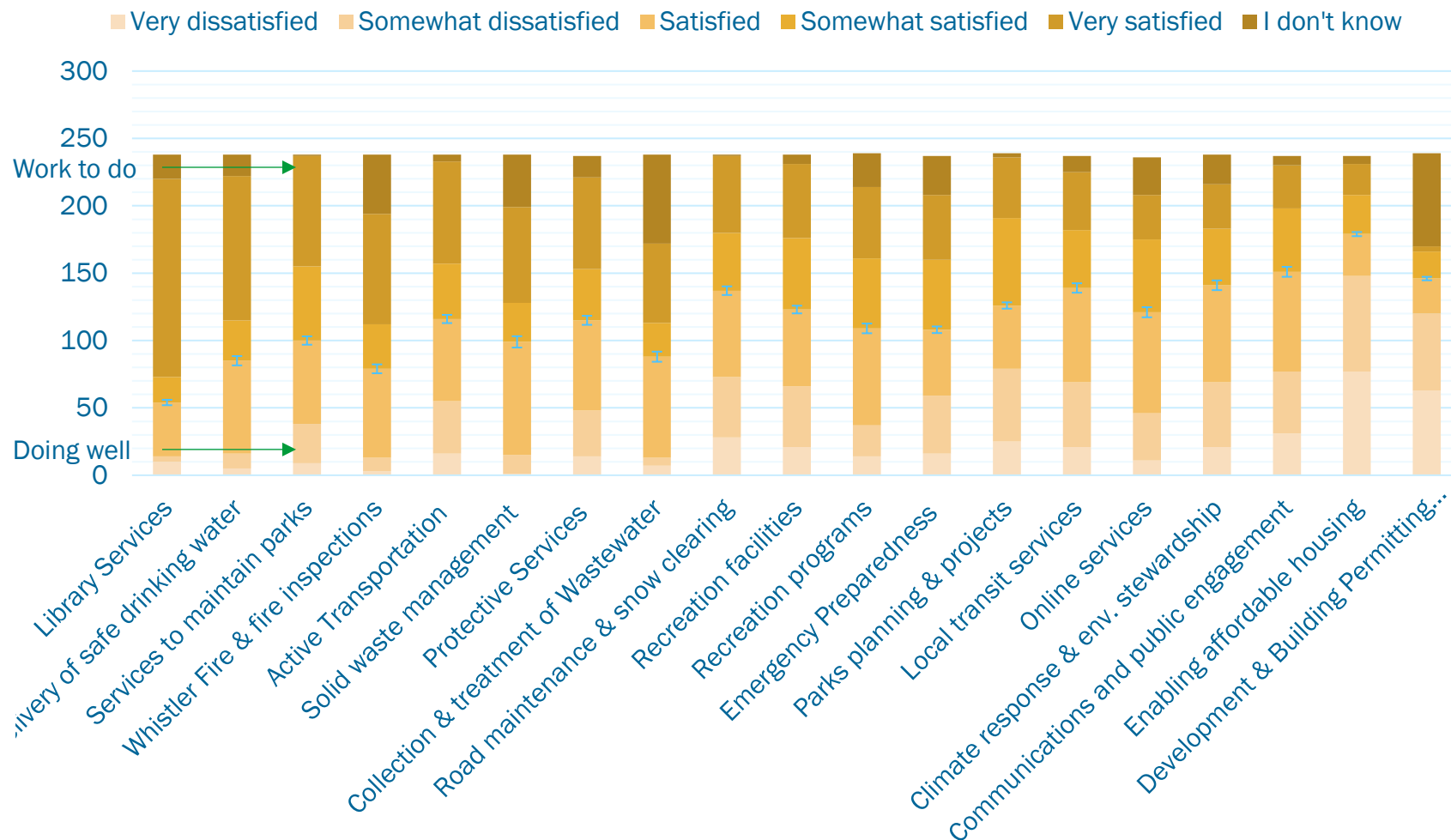


Overall value received for municipal services and utilities



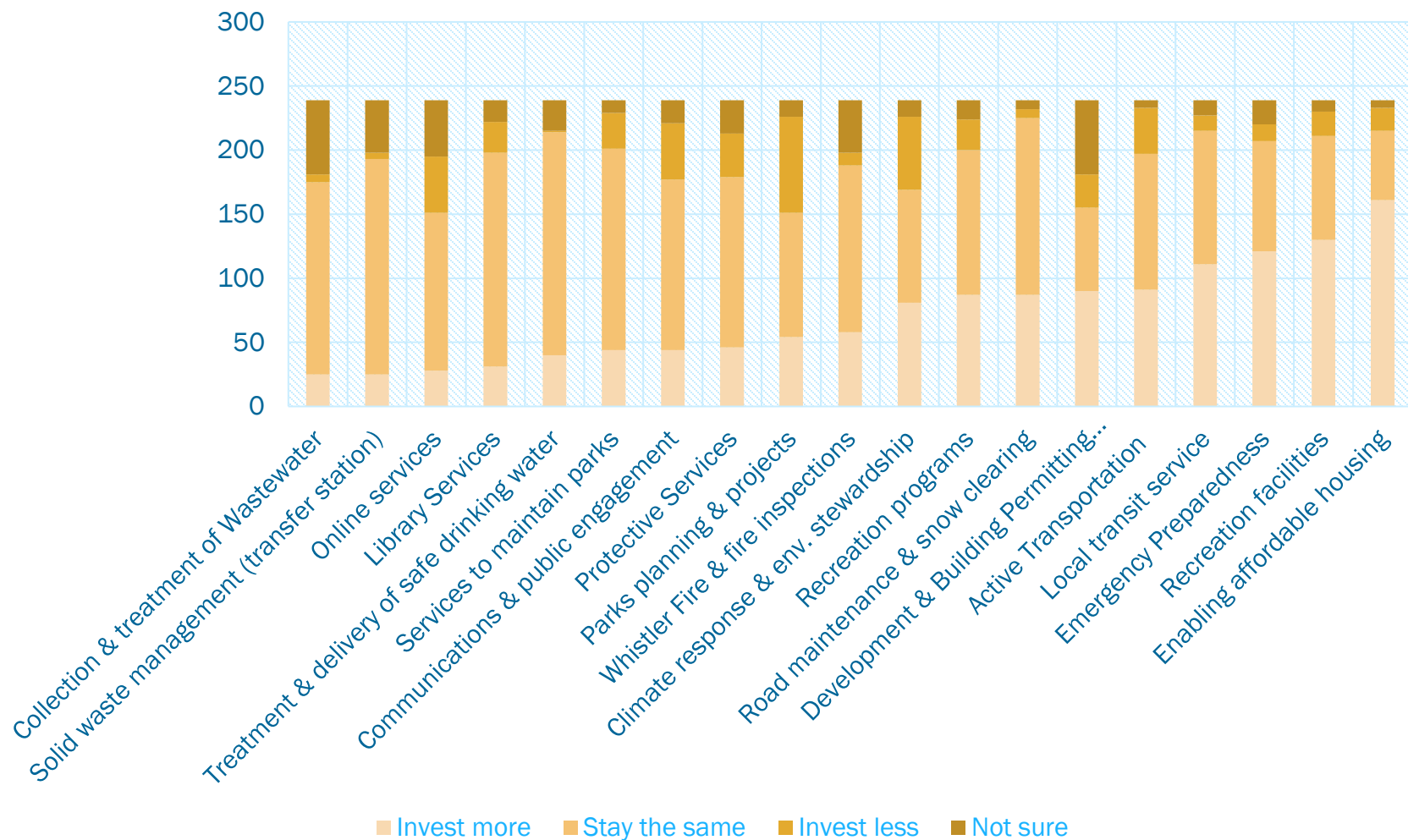
Survey responses: Digging deeper

Satisfaction with municipal services



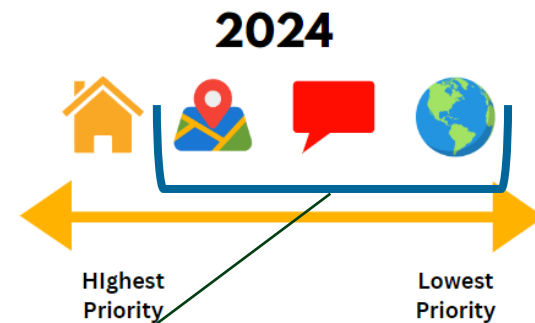
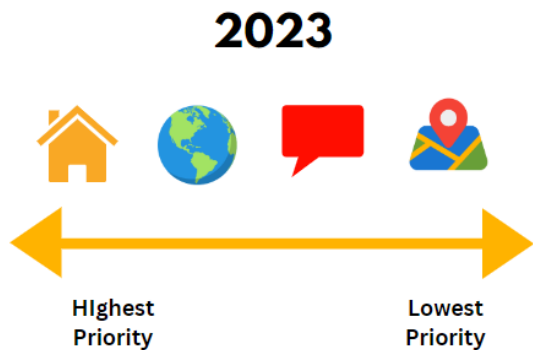
Survey responses: Digging deeper

Investment testing: invest less, more, same



Survey responses: Digging deeper

Ranking of Council priorities



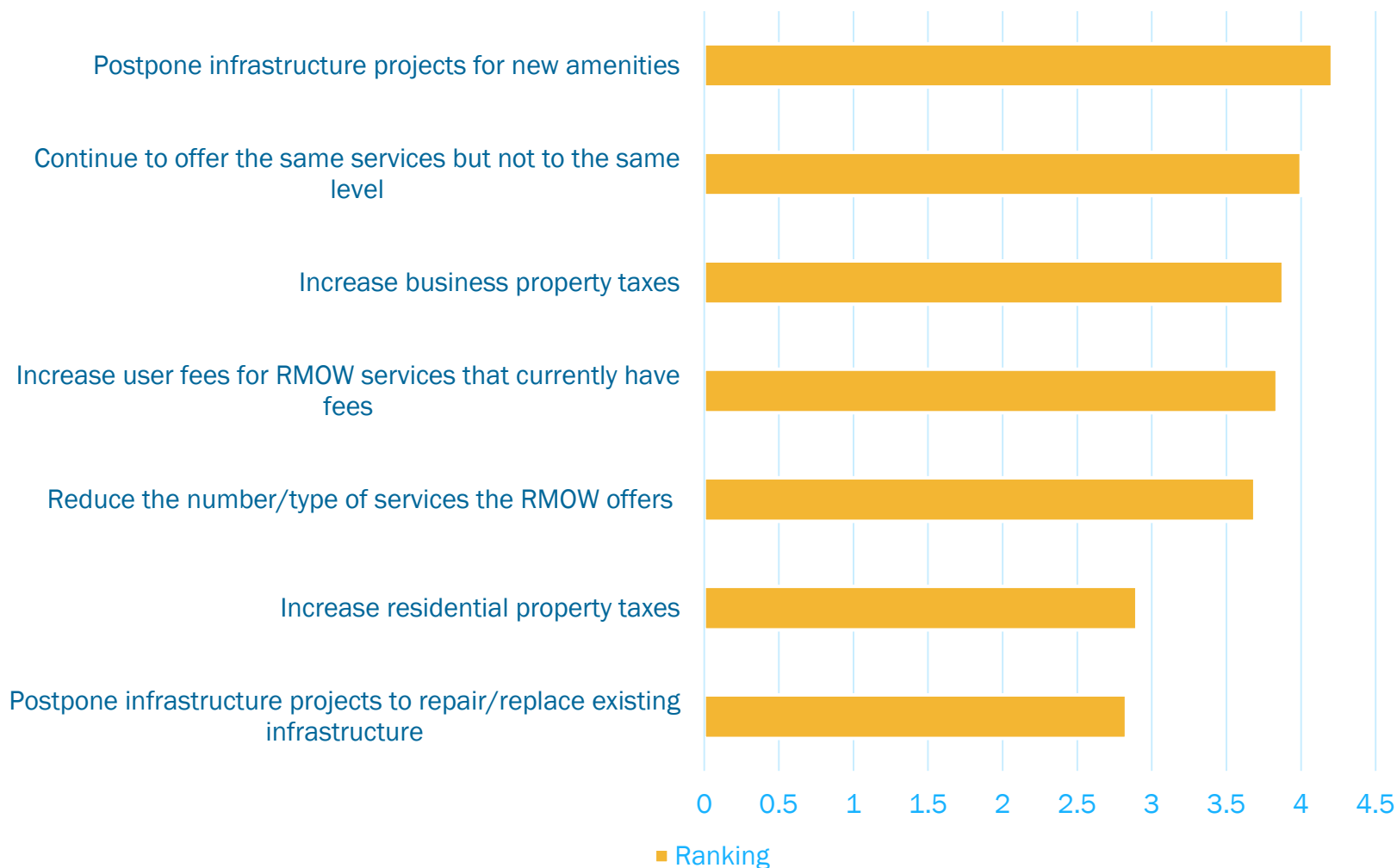
Smart tourism, Community Engagement and Climate were closely ranked

Priority	Ranking				Score ?
	1	2	3	4	
Climate action	19.21% 44	20.09% 46	24.89% 57	35.81% 82	2.13
Smart Tourism	14.85% 34	29.26% 67	28.38% 65	27.51% 63	2.22
Housing	53.81% 127	25.42% 60	11.02% 26	9.75% 23	3.19
Community Engagement	14.85% 34	25.33% 58	34.93% 80	24.89% 57	2.21

Survey responses: Digging deeper



Most preferred to least preferred ways to balance the budget



Survey responses: comments related to service level satisfaction

Housing and affordability

- lack of affordable housing for families and local workers
- high rents force residents into cramped housing
- concerns for losing valuable workers
- more investment in affordable employee housing
- prioritize locals housing over building more tourist accommodations
- WHA pricing is too high for local workforce

Transportation

- high parking fees, request for discount for locals
- request for improved transit, added frequency and regional transit
- bike safety on Valley Trail

Municipal services and infrastructure

- generally positive feedback on core services
- request for improved road maintenance and snow clearing
- concerns for efficiency of permitting processes
- appreciation for parks and recreation facilities

Tourism

- concerns of overcrowding, loss of sense of community
- mixed views on locals needs vs. tourism need
- high cost of operating businesses in Whistler
- increased management of tourism impacts

Governance and communication

- mixed feedback on staff responsiveness and communication
- more transparency in decision-making
- concerns about tax rates and increases
- appreciation for opportunities for feedback

Budget engagement: upcoming events



- **Coffee with Council: Budget Edition (Thursday October 10, location to be confirmed)**
 - Join Council for a coffee and an informal chat on budget and other municipal topics



- **Projects and Operations Budgets in 90 Seconds**
 - On October 22 and November 5, staff will share a 90-second 'elevator pitch' on what you need to know about the proposed projects and operations budgets. Videos will be posted on the [Budget 2025 engagement page](#).



- **Council Drop-In Office Hours (dates to be confirmed)**
 - The public can drop-in to municipal hall virtual or in-person during these sessions to discuss and provide feedback on budget.



- **Budget Quiz Night at a local pub (date and location to be confirmed)**
 - An informal evening for Council and staff to connect with the public while providing key information about the proposed budget.



Questions & Discussion



Prompting questions for discussion

- Is there feedback that was unanticipated or surprising?
- Does the feedback reflect what you are hearing in the community?
- Are there questions we are missing or more information you seeking on a particular topic?
- What do you find interesting in the responses?

