

# WHAT WE HEARD - BUDGET 2024

January 20-March 13, 2024

## CONSULTATION OVERVIEW

The public consultation period on the 2024 budget ran from January 20 to March 13, 2024.

The purpose of the engagement was to 1) educate the public about the budget and 2) seek input on the municipality's budget, from spending priorities to overall tax impacts, to provide help inform Council's decision-making.

Municipal budgeting can be a challenging topic to engage the public in therefore the budget and engagement opportunities have been widely promoted to ensure there is ample awareness and opportunity. The 2023 Community Satisfaction Survey was a statistically valid method of gauging community input on service levels, including their satisfaction with the budget. Minimal feedback has been received in 2024.

## PUBLIC ENGAGEMENT GOALS

- Inform and educate the public about the annual budget;
- provide an opportunity for the public to identify its priorities and provide feedback;
- educate the community on services the District provides;
- answer the public's questions;
- continue to show the community that the Municipality is listening; and
- reflect community feedback to Council to help inform service level and budget decisions.

## PROMOTION

- Community Focus newsletter mailed to all homes in January 2024
- Ad in Peninsula News Review, Feb 15 & 22, March 14, 2024
- Public engagement kiosk in Cultural Centre Lobby, March 2024
- Press release, cover story in the Peninsula News Review, February 15, 2024
  - 13 posts, ~3,000 impressions, 150 engaged
- Municipal website: homepage feature; news item; meeting calendar; budget page



## **PUBLIC INPUT OPPORTUNITIES**

- Information sharing (online: Draft Plan, highlights, social media; hard copy at counter)
- Let's Talk site and at Municipal Hall
- Staff contact information

## **FEEDBACK**

The District received minimal questions from the public about the 2024 budget and received no direct feedback to share with Council.

