

Communications Summary Report

Financial Plan Process – 2017 & 2018

CRD | **Corporate Communications**



March 2018

Capital Regional District

625 Fisgard Street, PO Box 1000

Victoria, BC V8W 2S6

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Purpose

This report serves as a summary of communication activities conducted during the financial planning process and will provide an overview of methods used to build awareness and collect feedback from residents.

Background

The CRD plays an essential role in helping its citizens and businesses enjoy and contribute to building a region that is vibrant, livable and sustainable. This means ensuring the right level of resources are in place to provide programs and services across the region.

The CRD provides services to over 383,000 people in the region. Regional services are provided to all residents, sub-regional services are provided to residents of participating municipalities and electoral areas, and local services are provided to individual municipalities, electoral areas or to groups of residents within local service areas. The Financial Plan outlines how the CRD will manage fiscal resources to support the efficient and effective delivery of these services.

The CRD budget consists of more than 200 individual service and sub-service budgets; some of which are recommended directly through Standing Committees of the Board, and others which are recommended by Commissions which have various degrees of delegated authority. Section 816 of the *Local Government Act (The Act)* stipulates the following process requirements for a financial plan:

- 1) A board must undertake a process of public consultation regarding the proposed financial plan before it is adopted.
- 2) The designated regional district officer must send a copy of the financial plan to each municipality in the regional district and to the inspector.

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The Act does not specify or provide any information on the scope or type of public consultation that must be carried out. The CRD reviews budget information in open meetings for which notifications are given in local newspapers. The financial information is also made available on the CRD website. In addition, various CRD Commissions and Committees receive input leading up to the preparation of budgets in the form of user statistics, customer satisfaction surveys, advisory body reports, annual operational reports and from a wide variety of public engagement activities. Local and sub-regional Commissions may also include rate payer representatives.

In addition to the above mentioned opportunities, the public consultation process was augmented with actions aimed at increasing awareness and understanding of the CRD's financial position.

The "[Budget in Brief](#)" web page objectives were to provide:

- a central location for residents to access current information easily
- public education information that encourages common understanding
- a link for residents to share feedback with the CRD

The objectives were accomplished by:

- Reviewing and updating the Budget in Brief page to include a feedback email form, infographics explaining the process and the proposed financial plan, as well as links to key documents
- Featuring the Budget in Brief page and opportunity to provide feedback on the home page
- Updating the "[Get Involved](#)" section on the website to highlight the budget in brief page alongside other feedback opportunities

The media and social media objectives were build awareness off:

- Highlights of the preliminary financial plan
- How financial plans are prepared and approved
- The opportunity to find details and provide comments online

The objectives were accomplished by:

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- Sending a tweet ahead of Committee of the Whole meetings with a link to the live webcast
- Updating the Budget in Brief website as the process unfolded
- Media info bulletin immediately following preliminary financial plan approval, which focused on the opportunity to review details and provide comments
- Regularly scheduled social media posts using graphics and key messages from the web page and media bulleting

A dedicated financialplan@crd.bc.ca email feedback form was included in the web page and advertised in the media bulletin and on social media.

Social Media

The social media strategy for this initiative focused on sharing information to increase awareness of the budget and to direct residents to the web pages to learn more and provide feedback.

- Social media messaging was scheduled and shared from December 15, 2017 to February 28, 2017
- Twitter posts included the hashtag #crdbudget to help increase awareness and track activity
- The messages below were used throughout the time period.

Facebook posts reached 1,943 unique users (number of people who saw at least one post on their newsfeed) with total impressions of 3,451 (number of times posts appeared on newsfeeds). 89% of impressions (3,068 out of 3,451) were among people who currently follow the CRD Facebook page.

- Total post clicks: 11
- Likes: 2
- Shares: 1

Twitter activity resulted in 8,388 total impressions (number of times they appeared on newsfeeds).

- Engagements: 42

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- Likes: 5
- Retweets: 5
- URL clicks: 14

Social Media Content

Platform	Content
Twitter	We want to hear from you on our preliminary 2018 financial plan. #crdbudget [link]
Twitter	Preliminary 2018 Financial Plan approved by Board responds to growing economy and regional priorities. Learn more and send feedback [link] #crdbudget
Twitter	We aim to advance regional priorities and maintain service levels with our preliminary financial plan. Take a look and share your feedback! #crdbudget [link]
Twitter	You are invited to share your feedback on the CRD preliminary financial plan for 2018 #crdbudget [link]
Twitter	Managing wastewater and protecting our local watershed and surrounding marine environment #crdbudget [link]
Twitter	Delivering and maintaining an adequate supply of safe and reliable drinking water #crdbudget [link]
Twitter	Providing affordable housing and coordinating affordable housing services #crdbudget [link]

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Twitter	Investing and partnering in the development of health-related infrastructure #crdbudget [link]
Twitter	Managing natural areas and ensuring access to park and trails #crdbudget [link]
Twitter	The 2018 preliminary financial plan continues to support the implementation of wastewater treatment. #crdbudget [link]
Twitter	Share your feedback on our 2018 preliminary financial plan by email financialplan@crd.bc.ca or online [link] #crdbudget
Twitter	Thanks to everyone who provided input into the preliminary 2018 financial plan. #crdbudget
Twitter	Want a better understanding of planned revenue and expenses for the CRD? Check out the preliminary 2018 financial plan and provide feedback. http://ht.ly/V7C8S #crdbudget
Facebook	<p>The CRD provides a range of key services to over 383,000 people in the region and plays an essential role in helping its citizens and businesses enjoy and contribute to building a region that is vibrant, livable and sustainable. This means ensuring the right level of resources are in place to provide programs and services across the region.</p> <p>Learn more about our preliminary 2018 financial plan and provide feedback at [link]</p>
Facebook	The CRD's preliminary 2018 financial plan reflects a growing economy and important priorities for residents across the region. It shows a continued investment in crucial infrastructure while delivering services in our community, from affordable housing and reliable drinking water to climate

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	action and a healthy environment. Learn about what impacts our budget at [link] .
Facebook	The operating portion of the 2018 preliminary financial plan pays for a range of services delivered to over 383,000 people in the region. In addition, the capital portion of the financial plan pays for significant capital projects. Learn more at [link]
Facebook	The preliminary 2018 Financial Plan will go to the CRD Board for approval in March. Learn more about it at [link] and send your feedback to financialplan@crd.bc.ca
Facebook	How does our financial plan affect the residents of the region? Check out our preliminary 2018 financial plan to learn more about the services we provide for over 383,000 people in the region. http://ht.ly/V7C8S
Facebook	What does the 2018 preliminary financial plan include? The financial plan is based on individual service and sub-service plans; some of which are recommended directly through standing committees to the CRD Board, and others which are recommended by sub-regional or local service commissions with various degrees of delegated authority. Each service has a budget that is prepared based on the service plan and brought forward as part of the preliminary financial plan. The final financial plan is then prepared ahead of presentation to the Board in March. Learn more and share your feedback with the Board: [link]

Summary

Several different tactics were utilized to share and solicit feedback on the budget, including:

- [Media Info Bulletin](#): “CRD Preliminary Financial Plan Available Online for Public Feedback” issued December 15, 2017. The budget media release had 69 unique views in the media room.

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- [Website](#): Budget in Brief web page was featured on the home page and received 398 unique page views during the consultation period.
- Social Media: Regularly scheduled Twitter and Facebook posts throughout the feedback period appeared in newsfeeds 11,839 times, resulting in 80 interactions or engagements (clicking to view details, sharing, liking etc).
- Email: 3 emails were submitted via the website feedback link.

Capital Regional District Board – March 22, 2017
Bylaw No. 4230: 2018 to 2022 Financial Plan Bylaw, 2018

Financial Plan Feedback

1) Message:

I live in Central Saanich and have approximately 4 different garbage servers providing garbage pick up. In addition CRD pops by every two weeks. That's 5 large diesel spewing vehicles. Many municipalities especially in Strathcona Alberta have one truck a week to pick up all recyclables and one for garbage. Garbage is also routed thru for recycled items. We are NOT doing a good job in CRD, I know too many ppl who still do not recycle.

2) Message:

I will be sending in feedback. Thanks for posting. I just happened to see link on your facebook site.

I expect that you are aware that the CVRD is growing a proactive connected following of interested participants for their consultations including 2050 and watershed using BC-based award winning PlaceSpeak.com.

This could be helpful tool for your budget review as well as transportation, traffic, affordable housing, parks, environment, homelessness, housing, opioid crisis, safety, malahat, programs, policy, etc.

Federal govt is recently using for Ottawa River watershed consultation.

Great to support BC startup businesses in support of Innovation BC????

3) Message: *[Note: staff provided statements as requested]*

Hi CRD,

There are financial statements from 2012 to 2017 on the website. Is it possible to see financial reports from 2006 to 2011? Are these documents located elsewhere on the website or available in hardcopy at the CRD offices?

Thanks.