

2023 Financial Plan

Public Engagement Report



This report provides a summary of public engagement activities conducted following provisional approval of the 2023 Financial Plan.

Under the *Local Government Act*, regional districts must annually adopt, by bylaw, a five-year financial plan by March 31. Section 374 stipulates that a board must undertake a process of public consultation regarding the proposed financial plan before it is adopted. Various CRD commissions and committees receive input leading up to the preparation of budgets in the form of user statistics, 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. This input is augmented by a public feedback period from September 2022 – February 2023, focused on the following objectives:

- Inform residents about the financial planning process and outcomes through digital channels (website, social media) and media coverage.
- Collect public feedback about the provisional financial plan to be shared with the board as part of the final budget review and approval process.
- Correct misconceptions about the service and financial planning process or details of the financial plan.

Engagement Methods

“Get Involved” Website

The CRD uses its digital engagement site [GetInvolved.crd.bc.ca](https://getinvolved.crd.bc.ca) to share details of the provisional plan, invite feedback, and answer questions. Comments were collected using an online form then forwarded to the Board via the correspondence portal upon receipt. Provisional plan information remains available online at: [2023 Financial Plan | Get Involved CRD](#)

During the feedback period, approximately 770 visits resulted in three levels of participation:

- Aware (visited at least one page): 546 participants.
- Informed (downloaded documents, visited multiple pages): 266 participants.
- Engaged (shared comments or asked questions): 7 participants.

The most popular documents viewed were the Provisional Budget Presentation, Consolidated Budget Overview and Capital Overview.

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Media & Stakeholder Information

An information bulletin was sent to media following provisional plan approval September 21, 2022. The bulletin highlighted the preliminary financial plan, next steps and how to share feedback.

Agenda items from the Committee of the Whole meeting and links for more information were included in the Board Highlights e-newsletter sent to subscribers in September. The Chair also highlighted the preliminary financial plan and next steps in his monthly CFA update in January.

- Info Bulletin: [CRD and CRHD 2023 provisional financial plans approved](#)
- [CRD Board Highlights: September 2022](#)

Local media coverage:

- [Times Colonist](#) September 22, 2022
- [CFA Interview](#) January 11, 2023

Social Media

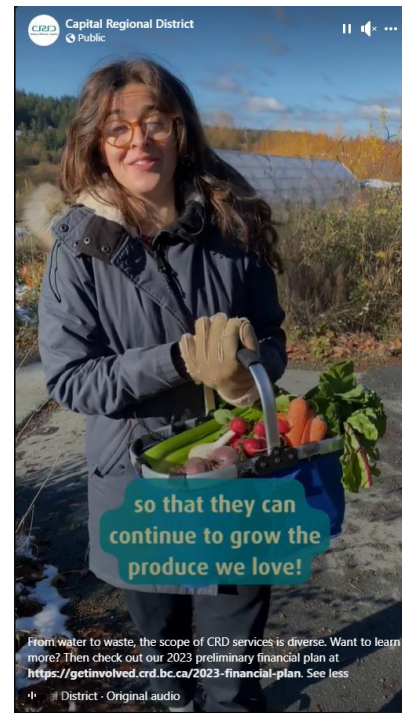
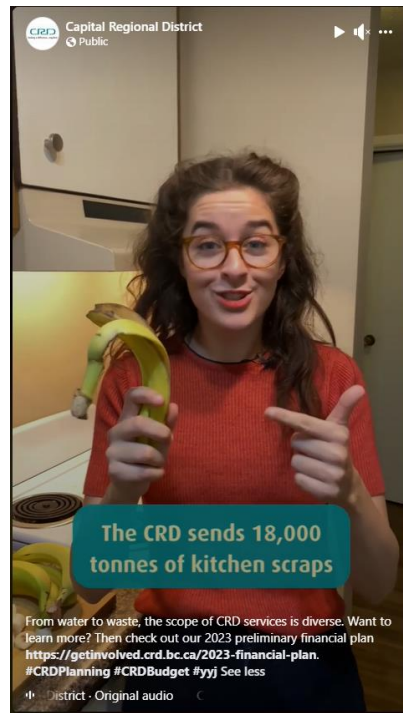
Staff scheduled a series of post on social media that provided a snapshot of budget initiatives using rich media (a combination of animated gifs and video). Each post included a call to action to learn more on the Get Involved website to drive further audience engagement. A summary of posts is provided below.

- **Facebook** posts reached approximately 15,000 people with a 5.6% engagement rate (percentage of people who clicked, liked, shared or commented).
- **Twitter** posts resulted in approximately 5,100 impressions (number of times people saw a tweet) with a 3.7% engagement rate.
- **LinkedIn** posts resulted in approximately 4,500 impressions with a 7.5% engagement rate.
- **Instagram** posts reached approximately 2,800 people with an engagement rate of 3.9%.

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FACEBOOK



2023 Financial Plan

Public Engagement Report

Capital Regional District
Published by Hootsuite · January 19 at 8:06 AM · 🌐

We want to hear from you about our 2023 provisional budget! You are invited to ask questions and share feedback at <https://getinvolved.crd.bc.ca/2023-financial-plan>.



1 3 comments

Capital Regional District
Published by Hootsuite · January 25 at 10:05 AM · 🌐

You are invited to ask questions and share feedback on our 2023 provisional budget at <https://getinvolved.crd.bc.ca/2023-financial-plan>.



1

Capital Regional District
Published by Hootsuite · 6d · 🌐

What do you think about our 2023 provisional budget? You are invited to ask questions and share feedback at <https://getinvolved.crd.bc.ca/2023-financial-plan>.



Like Comment Share

Capital Regional District
Published by Hootsuite · 5d · 🌐

Our online comment form is open for one more week! You are invited to ask questions and share feedback at <https://getinvolved.crd.bc.ca/2023-financial-plan>. The proposed consolidated operating portion, \$391 million, will pay for a range of regional, sub-regional, and local services to over 432,000 people. The proposed consolidated capital portion targets \$290 million in projects which will generate an estimated 1,693 new jobs in the region. #crdBudget



0:03 / 0:05

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TWITTER



CRD
@crd_bc

Want to know how the CRD supplies services to the people of the capital region? Our 2023 preliminary financial plan is ready for your review at getinvolved.crd.bc.ca/2023-financial... #CRDPlanning #CRDBudget #yyj



3:00 PM · Nov 2, 2022



CRD
@crd_bc

From water to waste, the scope of CRD services is diverse. Want to learn more? Then check out our 2023 preliminary financial plan at getinvolved.crd.bc.ca/2023-financial... #CRDPlanning #CRDBudget #yyj



3:30 PM · Nov 25, 2022



CRD
@crd_bc

From water to waste, the scope of CRD services is diverse. Want to learn more? Then check out our 2023 preliminary financial plan at getinvolved.crd.bc.ca/2023-financial...



9:30 AM · Dec 23, 2022 · 473 Views



CRD
@crd_bc

From water to waste, the scope of CRD services is diverse. Want to learn more? Then check out our 2023 preliminary financial plan at getinvolved.crd.bc.ca/2023-financial...



8:19 AM · Jan 16, 2023 · 628 Views

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CRD
@crd_bc

We want to hear from you about our 2023 provisional budget! You are invited to ask questions and share feedback at getinvolved.crd.bc.ca/2023-financial...



8:04 AM · Jan 19, 2023 · 739 Views

CRD
@crd_bc

You are invited to ask questions and share feedback on our 2023 provisional budget at getinvolved.crd.bc.ca/2023-financial...



10:00 AM · Jan 25, 2023 · 332 Views

CRD
@crd_bc

What do you think about our 2023 provisional budget? You are invited to ask questions and share feedback at getinvolved.crd.bc.ca/2023-financial...



11:00 AM · Feb 9, 2023 · 371 Views

CRD
@crd_bc

From water to waste, the scope of CRD services is diverse. Want to learn more? Then check out our 2023 preliminary financial plan at getinvolved.crd.bc.ca/2023-financial...



12:00 PM · Feb 14, 2023 · 332 Views

2023 Financial Plan

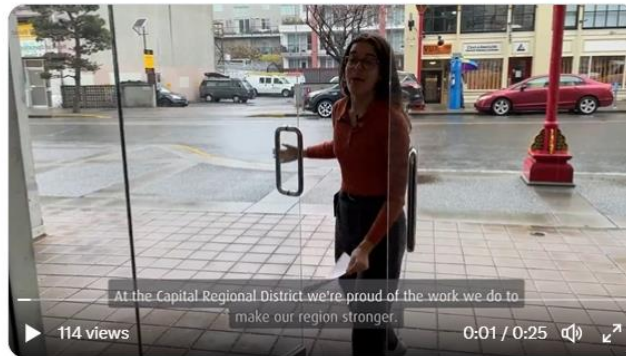
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CRD @crd_bc
Our online comment form is open for one more week! You are invited to ask questions and share feedback at getinvolved.crd.bc.ca/2023-financial... #CRDBudget



11:55 AM · Feb 21, 2023 · 369 Views

CRD @crd_bc
From water to waste, the scope of CRD services is diverse. Want to learn more? Then check out our 2023 preliminary financial plan at getinvolved.crd.bc.ca/2023-financial...



10:20 AM · Feb 23, 2023 · 332 Views

LINKEDIN

Capital Regional District 3,649 followers
3mo •
Curious about understanding the CRD budget? Our 2023 preliminary financial plan is ready for your review at https://lnkd.in/gQQEvr_Q #CRDPlanning #CRDBudget #yyj



Sceni Powers and 22 others 1 comment · 2 reposts

Capital Regional District 3,649 followers
2mo •
From water to waste, the scope of CRD services is diverse. Want to learn more? Then check out our 2023 preliminary financial plan https://lnkd.in/gQQEvr_Q.




6

2023 Financial Plan

Public Engagement Report

Capital Regional District
3,649 followers
1mo • 🌐

From water to waste, the scope of CRD services is diverse. Want to learn more? Then check out our 2023 preliminary financial plan at https://lnkd.in/gQQEvr_Q.



What if we could remove 450 thousand tonnes of greenhouse gas over the next 25 years?

0:23

👍 14 1 comment

Capital Regional District
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1mo • 🌐

From water to waste, the scope of CRD services is diverse. Want to learn more? Then check out our 2023 preliminary financial plan at https://lnkd.in/gQQEvr_Q.




0:18

👍 4

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3,649 followers
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We want to hear from you about our 2023 provisional budget! You are invited to ask questions and share feedback at https://lnkd.in/gQQEvr_Q.



WE WANT YOUR FEEDBACK

2023 CONSOLIDATED BUDGET

CRD + CRHD + CRHC

625 FISGARD

\$681M

0:05

👍 3

Capital Regional District
3,649 followers
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You are invited to ask questions and share feedback on our 2023 provisional budget at https://lnkd.in/gQQEvr_Q.



WE WANT YOUR FEEDBACK

Provisional Budget consultation is open until February 28

625 FISGARD

👍 1 1 comment

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Capital Regional District
3,649 followers
6d • 🌐

What do you think about our 2023 provisional budget? You are invited to ask questions and share feedback at https://lnkd.in/gQQEvr_Q.

WE WANT YOUR FEEDBACK

2023 CONSOLIDATED BUDGET

CRD + CRHD + CRHC

\$681M

3

Capital Regional District
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From water to waste, the scope of CRD services is diverse. Want to learn more? Then check out our 2023 preliminary financial plan at https://lnkd.in/gQQEvr_Q.

Want to know why the quality of our drinking water is amongst the best in the world?

0:18

Helpful! This will... Love this... I think this is... Thank you for

Like Comment Repost Send

Capital Regional District
3,685 followers
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WE WANT YOUR FEEDBACK

Last Week!

Provisional Budget consultation is open until February 28

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3,685 followers
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From water to waste, the scope of CRD services is diverse. Want to learn more? Then check out our 2023 preliminary financial plan at https://lnkd.in/gQQEvr_Q.

At the Capital Regional District we're proud of the work we do to

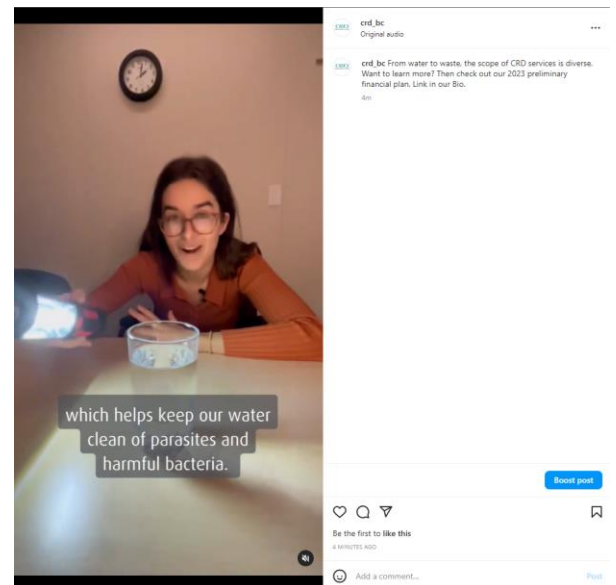
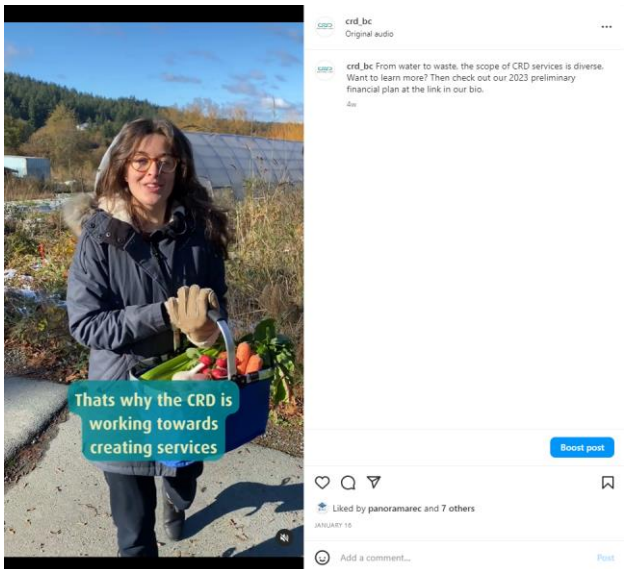
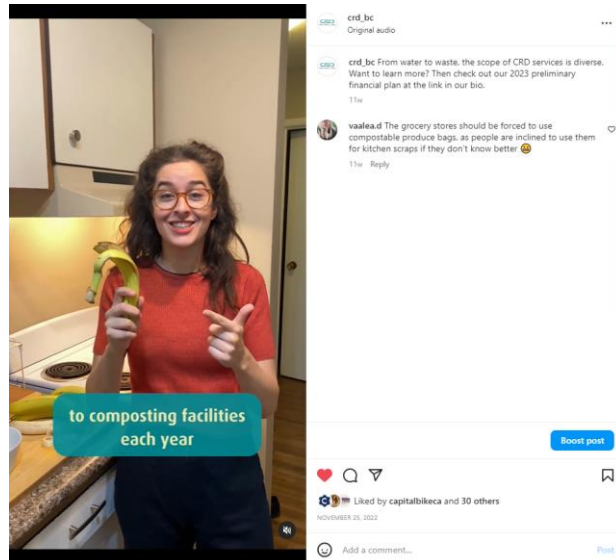
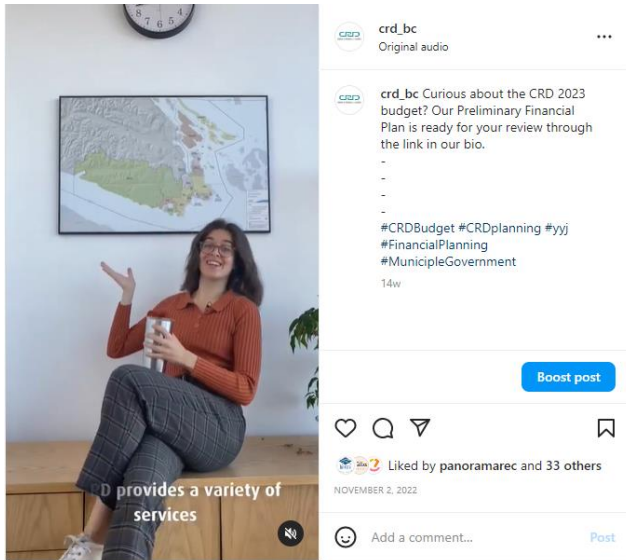
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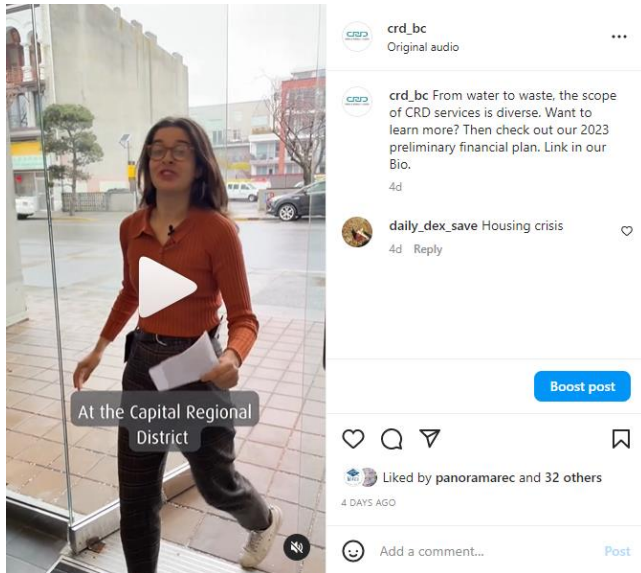
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INSTAGRAM



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Responses

The following comments were received by the CRD via an online comment form and are provided to the Board as part of the annual final budget review and approval process.

Date received	Please provide your feedback on the CRD's provisional financial plan.
11-03-22	in these days of inflation.. I suggest that the budget be cut by 10% to reflect the waste which occurs throughout the entire CRD. as taxpayers (the ones who foot the bill) no one in the current economy can afford the burgeoning costs and wannahave projects you propose. The budget must reflect the ability of the electorate to pay for the existing programs..not add more.
12-22-22	Your employees have very low morale. You should fix it because in the end, it's the taxpayers that end up paying for it

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01-18-23	The CRD regional geese management program is not a justifiable budget item. It implies that there actually is a goose problem in the CRD.
01-19-23	I believe the CRD is expanding into too many services (& expenses). As a previous member of the CRD TSC, this group has an annual budget of \$73K, a group of great people, but what do they really accomplish? Traffic Safety is the responsibility of ICBC & local police.....a thorough review needs to be done of all departments....what do they do? is the money being spent wisely? where is the data to show this money is being well spent? are the salaries of administrators appropriate compared to other similar agencies?
02-14-23	It would be nice to see lighting added to the Selkirk Trestle to improve safety, while cross the bridge at night. It would also be nice to see from First Nations historical interpretation signage in that area.
02-21-23	<p>'Hello:</p> <p>Thank you for the opportunity to provide feedback on the 2023 Financial Plan.</p> <p>I am a 93 year old living on North Pender Island. I have lived here since 1986.</p> <p>I own two properties next to each other. Over the past two years, the average year-over-year percentage increase from the two properties (as per her Property Assessment Notices) has been as follows:</p> <ul style="list-style-type: none">-2022: 60%-2023: 10% <p>In 2022, my property taxes for both properties increased on average by 30% versus 2021.</p>

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	<p>A few questions:</p> <ul style="list-style-type: none">a. How did the CRD justify a 30% increase in property taxes for 2022? I did not receive 30% more in services from the CRD?b. When I review the Island Trust Budget for 2022/23, I see a 2% increase to the existing local trust area tax base and a 9% increase in total planned spending for operations, projects, and capital purchases (https://islandstrust.bc.ca/about-us/accountability/budget/). How does this reconcile with my 30% increase in property taxes?c. Will the CRD reduce the 2023 percentage rate upon which property taxes are assessed to coincide with the level of services received? <p>I look forward to my feedback being incorporated into the budget process.</p> <p>Regards,</p>
02-25-23	Needs much more, and more ambitious, transit and housing proposals. We need a transformative plan.