

# Communications Summary

## 2021 Financial Plan

**CRD** | **Corporate Communications**

### Purpose

This report serves as a summary of communication activities conducted following provisional approval of the 2021 financial plan to build awareness of the financial plan and collect feedback from residents.

### Background

The CRD follows a four-year service and financial planning process to ensure that resources are used efficiently and that services effectively meet the needs of residents, municipalities, electoral areas and First Nations. Each year, the CRD prepares a financial plan outlining how the CRD will manage fiscal resources to support the efficient and effective delivery of services to over 418,000 people in the region.

Under the *Local Government Act*, regional districts must annually adopt, by bylaw, a five-year financial plan by March 31. Section 375 stipulates that a board must undertake a process of public consultation regarding the proposed financial plan before it is adopted.

CRD committees and commissions review services, initiatives and budgets in open meetings as part of the service and financial planning process. Additional information is made available on the CRD website at [www.crd.bc.ca/budget](http://www.crd.bc.ca/budget). A public feedback form is used to collect comments after Board approval of the provisional plan and before a final plan is brought forward to Board.

The CRD reviews financial plan information in open meetings for which notifications are given in local newspapers. Meeting details are also published on the CRD website and shared on social media. In addition, 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.

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### Communications Activities

The CRD augments the above mentioned engagement processes with web, media and social media materials aimed at increasing understanding of the CRD's financial position, with the following objectives:

1. Inform residents about the service and financial planning process and outcomes through website, media, and social media communications.
2. Illustrate the CRD's commitment to corporate planning and fiscal responsibility and provide opportunity for feedback to the CRD Board through an online form.
3. Request feedback on the provisional financial plan, with a focus on providing services and infrastructure based on community need.
4. Correct any misconceptions or misunderstandings about the service planning process and financial plan or process.

Activities to support these objectives are summarized below.

#### **Web pages and feedback form:**

The [Budget Overview page](#) was updated to include a feedback form that meets privacy and consent requirements, infographics explaining the process and the proposed financial plan, and links to key documents.

A feature topic ran on the CRD homepage from October 28, 2020 – January 31, 2021, directly linking to the [Budget Overview](#) page and feedback form. A panel of information was added to the [Get Involved](#) page for the same time period. A new [Service Planning Process](#) page was created with an overview of

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the 2021 service planning process with documentation for each Community Needs summary available alongside a link to the Budget Overview page and feedback form.

During the feedback period, the [Budget Overview](#) web page received 655 unique page views. 26 comments were submitted via the feedback form that were forwarded to the Board correspondence portal to be reviewed by the Board.

### **Media materials:**

A media information bulletin was sent to media following provisional plan approval. The bulletin highlighted the preliminary financial plan and next steps, including how to provide feedback. Agenda items from the October 28 Committee of the Whole meeting were also included in the Board Highlights e-newsletter sent to subscribers after the November 18 Board meeting.

- [Media Info Bulletin](#): “Public feedback encouraged on CRD and CRHD 2021 provisional financial plans” issued October 29, 2020.
- [Board Highlights](#): included link to feedback form and Budget Overview page, issued November 23, 2020

**Social Media:** Staff scheduled social media posts, inviting residents to visit the website to review details and provide feedback.

Twitter and Facebook posts scheduled during the feedback period are summarized below. In total, Facebook posts resulted in 5,545 impressions (number of times they appeared on newsfeeds) and Twitter activity resulted in 17,836 impressions.

This year, additional content focused on Community Needs was used to educate the public on the CRD’s service planning process and initiatives that impact the budget.

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### Example: Facebook post

Post Details



**Capital Regional District**

Published by Hootsuite [?] · December 30, 2020 ·

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Driven by Board priorities and community needs, such as parks and natural resources, the 2021 provisional financial plan includes the annual budget for each service and forecasts the following four years. The CRD protects and manages more than 13,000 hectares of spectacular natural areas in 34 regional parks and trails on southern Vancouver Island and the Gulf Islands, providing outdoor experiences and activities that improve personal health and foster appreciation and respect for the region's natural environments.

Guided by the Regional Parks Strategic Plan, the CRD develops and maintains park facilities, offers interpretive programs for continued park stewardship, and plans for future land acquisitions focused on parcels with a high potential for conserving and restoring our natural resources. If you would like to learn more, our community need summaries and provisional budget for 2021 are available online for public review and feedback at [www.crd.bc.ca/budget](http://www.crd.bc.ca/budget).



**PARKS & NATURAL RESOURCE PROTECTION**

Additional land acquisitions and increased access to parks and recreational trails



✔ **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**792**  
People Reached

**44**  
Engagements

**Boost Post**

Sue Askew, Mark A Wilson and 6 others
1 Comment 1 Share

**Performance for Your Post**

**792** People Reached

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**12** Likes, Comments & Shares

<b>8</b> Likes	<b>8</b> On Post	<b>0</b> On Shares
<b>3</b> Comments	<b>3</b> On Post	<b>0</b> On Shares
<b>1</b> Shares	<b>1</b> On Post	<b>0</b> On Shares

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**32** Post Clicks

<b>3</b> Photo Views	<b>2</b> Link Clicks	<b>27</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

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Example: Tweet

**CRD**  
@crd\_bc

The CRD is working together with First Nations to address our communities' needs. For more information about our work, the community need summaries and provisional budget for 2021 are available for public review and feedback at [crd.bc.ca/budget](http://crd.bc.ca/budget). #crdbudget

**FIRST NATIONS**  
Strong relationships with First Nations based on trust, and mutual respect, partnerships and working together on shared goals

CRD

11:01 AM · Jan 21, 2021 · Hootsuite Inc.

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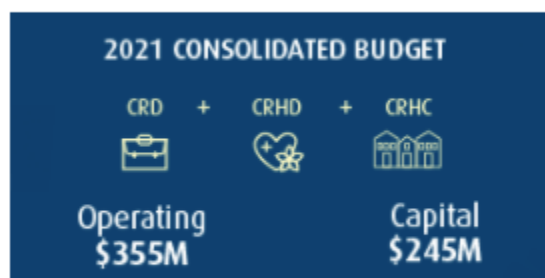
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Example: Feature topic

### 2021 FINANCIAL PLANNING

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Provide feedback on the CRD and CRHD 2021 provisional financial plans until January 31.