



CRD BUDGET CONSULTATION Communications Plan

GOALS

1. Consult the public on the CRD's 2019-2023 financial plan.
2. Increase awareness and understanding of the CRD's financial planning process.
3. Increase awareness and understanding of increasing costs and budgeting pressures.

STRATEGIES

- Provide a high-level, easy-to-understand overview of the CRD's five-year financial plan.
- Point to additional resources for residents to understand the taxes that impact their property (detailed financial plan, BC Assessment resources, etc.).
- To explain budgets with significant tax increases, either host a public meeting or provide a direct mailout to affected residents.
- Conduct an online survey to gather feedback about the budget.
- Use a combination of traditional and digital communication tactics to raise awareness of the budgeting process and encourage participation in the survey.
- Equip Directors to speak to residents and/or media regarding their budgets.

TACTICS/BUDGET

Tactic	Notes	Estimated Cost	Actual Cost
One pager	Create a one-page overview document of the CRD's budget information.	\$0	
Detailed Financial Plan and supporting documents	Publish the CRD's financial plan and other supporting documents to provide additional budget information.	\$0	
Speaking notes	Prepare speaking notes for Directors regarding their budgets, particularly budgets with significant tax increases.	\$0	
Survey	Create a survey through the CRD's Survey Monkey account to gather public feedback on the budget.	\$0	
Media Relations	Send budget information to the media and follow up on any interview requests.	\$0	
News Releases (Email Blasts)	Email out the budget overview and survey link through the CRD's email channels.	\$0	
Board Highlights	Highlight the budget consultation process in the Jan. 18 and Feb. 8	\$0	

	board highlights.		
Social Media Posts	Utilize social media posts to share budget information, encourage participation in the survey and advertise public meetings.	\$0	
Facebook Ads	Use paid Facebook ads to highlight the budget survey.	\$100	\$100
Website	Include all relevant budget information on the CRD website and link to this content via other channels.	\$0	
Newspaper Ads	Book newspaper ads in all 3 publications to encourage participation in the process.	\$2,000	\$1,757.02
Tax Notice Flyers	Include content from the one-pager in the 2019 tax notice flyers to help provide budget info to all residents.	\$0	
Public Meetings	<p>Hold public meetings related to budgets with significant tax increases (i.e. 150 Mile VFD & Red Bluff sewer). Utilize feedback forms and/or surveys to gather feedback.</p> <ul style="list-style-type: none"> - Cost includes venue, print & radio advertising and mailed flyers 	\$2,500	<p>RB Radio: \$315 RB Paper Ads: \$332.80 RB FB Ads: \$13.77 RB Flyer Print: internal RB Flyer Post: \$291.46 RB Venue: \$283.50 Staff travel: \$245 Refreshments: \$40</p> <p>Red Bluff Total: \$1,521.53</p> <p>150 Radio: \$315 150 Paper Ads: \$338.31 150 FB Ads: \$25 150 Flyer Print: \$128.80 150 Flyer Post: \$178.47 150 Venue: \$0 Refreshments: \$40 Staff travel: \$45</p> <p>150 Mile Total: \$1,070.58</p> <p>Public Meetings Total: \$2,592.11</p>
Direct Mailout	Send a letter directly to residents affected by specific service taxation increases to advise of the changes and rationale (Alexis Creek sewer).	~\$1,500 (TBC)	\$53
TOTAL		\$6,100	\$4,502.13

ACTION PLAN/TIMELINE

Action Item	Person(s) Responsible	Content/Focus	Due Date	Publication Date
Financial Charts	Scott/Kevin	Chart showing revenue and expenses. Pie graph showing use of funds by service area. Table showing 2019 tax requisition rates by service (maybe with a comparison to 2018).	Jan. 9	Jan. 18
List of services with large tax increases or changes	Scott/Kevin	Need some figures about these services and some basic points explaining the changes. Emily will draft into paragraphs for review.	Jan. 9	Jan. 18
Link where residents can see which taxes apply to their property.	Scott		Jan. 9	Jan. 18
Survey	Emily Epp; Cathy Norman	Emily will draft survey questions for review. Create and test survey. Survey to close Feb. 18.	Jan. 15	Jan. 22
Book public meeting	Emily Epp	Coordinate with meeting participants to find public meeting dates	Jan. 16	Jan. 22
One-page budget overview document	Emily Epp; Cathy Norman		Jan. 16	Jan. 22
News release	Emily Epp	Quote from Chair. Quote from CFO. All necessary approvals.	Jan. 16	Jan. 22
Board Highlights	Emily Epp		Jan. 17	Jan. 18
Newspaper Ads	Emily Epp; Cathy Norman	Publish newspaper ads in all 3 papers for week of Jan. 21 and 28.	Jan. 17	Week of Jan. 21 and 28

Website Updates	Emily Epp; Cathy Norman	Post one pager. Post survey link. Post provisional business plan and budget documents.	Jan. 22	Jan. 22
Social Media Posts	Emily Epp	Schedule Facebook posts regarding budget consultation.	Jan. 22	Jan. 22-Feb. 18
Facebook Ads	Emily Epp		Jan. 22	Jan. 22-Feb. 18
Public Meetings	Emily Epp; Stephanie Masun	Coordinate and execute public meetings. Book venue, book advertising, social media posts, mailed flyers, etc.	Jan. 28-30	Week of Feb. 11
Direct Mailout	Emily Epp; Peter Hughes	Mail out letters to residents affected by specific budget increases, as appropriate	Jan. 31	Feb. 5
Website Updates	Emily Epp; Cathy Norman	Close survey. Update website copy to indicate final budget steps.	Feb. 19	Feb. 20
Board AIS	Emily Epp	Gather all survey results and draft an AIS for the Board.	Feb. 20	Mar. 1
News Release/Board Highlights	Emily Epp	Announce budget approval and link to finalized budget content on website.	Mar. 20	Mar. 22
Website Updates	Emily Epp; Cathy Norman	Update web copy. Post approved budget documents.	Mar. 21	Mar. 22
Tax Flyer	Emily Epp; Cathy Norman	Use content from one-pager in tax notice flyer.	Mar. 26	Send to Province by Mar. 29 Public receives around May 31.

EVALUATION

Based on information collected up to Feb. 20, 2019

GOAL	MEASURABLE	SUCCESS INDICATOR
Consult with the public on the CRD's 2019-2023 financial plan.	Survey	<p>Increase survey responses by 50% compared to the 2015 budget survey (19 responses). With 274 responses received, survey responses increased by 14 times (1,342% increase).</p> <p>Respondents rate the adequateness of the budget consultation with an average of 3.8 on a 5-point scale. Respondents rated their satisfaction with the budget consultation process with a weighted average of 3.1 on a 5-point scale.</p>
	Emails	<p>Did we receive any emails from the public regarding the budget? One email was received and a moderate amount (24) of Facebook comments and questions were generated.</p>
	Public Meeting	<p>Did we receive any feedback forms from the meeting attendees? Approximately 40 members of the public came to the Red Bluff sewer open house. 3 surveys were returned at the meeting.</p> <p>41 members of the public attended the 150 Mile Fire Protection budget meeting. 23 comments were recorded from the meeting. No surveys were returned at the meeting.</p>
Increase awareness and understanding of the CRD's financial planning process.	One-pager	<p>10% increase in page visits to budget web pages compared to 2018. There was a 250% increase in unique page visits to budget webpages in 2019 compared to 2018.</p> <p>10% increase in downloads of budget content compared to 2018. Data wasn't kept from 2018 to compare this measure accurately.</p>
	Survey	<p>60% of respondents indicate they have full or some understanding of the budgeting process (or specific budget related questions). 83% of respondents felt they understood the budget process and aspects of how CRD budgets work, meaning they rated their understanding as extremely, very or somewhat clear.</p>