



2024 Budget

Attachment 3

Consultation Summary Report February 2024



2024 Budget Consultation At-A-Glance

Who we heard from



47

total online and paper
feedback forms received



64

comments contributed



55

open house attendees

How we connected



642

total visitors to online engagement
platform OurWK.ca/2024Budget

Aware: 560 (viewed the project page)
Informed: 118 (clicked through content)
Engaged: 46 (questions/comments made)



2

e-News updates issued and
direct notifications to residents'
associations



3,694

recipients of e-News

Social media interactions



9,113

total **organic** social media impressions



9,873 **paid** views of our posts
5,065 **organic** impressions



2,942 **organic** impressions



1,106 **organic** impressions

Notes:

- Organic = unpaid social media posts
- Impressions = total number of times our content was displayed on social media channels



Background

The City's Draft 2024 Budget includes a Five-Year Draft Financial Plan (2024 – 2028) and a 10-Year Capital Plan for Council's consideration that build on their 2022-2026 Strategic Priorities, focusing on delivering priorities, programs and services that maintain a high quality of life in West Kelowna.

This year's municipal budget is forecasting a 6.85 per cent tax rate increase. Throughout the budgeting process, the City is continually challenged to maintain existing service levels while addressing the demand for new and affordable priorities, programs and services that come with rapid growth.



Summary

Public input was open from **Jan. 26 through to Feb. 9** and included a combination of in person and online opportunities for community members to help shape the City's budget. The primary goal was to hear from West Kelowna residents and stakeholders to understand priorities, preferred measures for taxation and level of understanding of the information presented.

The consultation provided multiple ways to get involved, both in person and online. The community was invited to share their priorities at an open house or online at OurWK.ca/2024Budget, ask questions and learn more about the budget process and complete a feedback form. Paper copies of the feedback form and Budget Open House Display Boards were available at the open houses and at City Hall.

Results of what we heard are highlighted in this report and reflect the opinions of those that participated.

For complete results and comments from questionnaire respondents, see **Attachment 4: 2024 Draft Budget Feedback Response Report**.



Online and in-person engagement

The methods to provide input included:

Online

- OurWK.ca/2024Budget with a reciprocal link from the City's website
 - Review the display boards
 - Online feedback form
 - Ask us a question

In-person open houses

- Monday, Jan. 29, 2024 – West Kelowna Yacht Club (4111 Gellatly Road) from 4:00 p.m. to 7:00 p.m.
- Thursday, Feb. 8, 2024 – West Kelowna Council Chambers (2760 Cameron Road) from 3:00 p.m. to 6:00 p.m.



What we heard

Dates, Time and Location	Attendees	Top Themes
Monday, Jan. 29 Budget Open House #1 4:00 p.m. to 7:00 p.m. West Kelowna Yacht Club, 4111 Gellatly Road	40	<ul style="list-style-type: none">• Sports fields• Additional funding sources• Road and sidewalk improvements• Public safety
Thursday, Feb. 8 Budget Open House #2 3:00 p.m. to 6:00 p.m. West Kelowna Council Chambers, 2760 Cameron Road	15	

During the Draft 2024 Budget consultation, we received a total of 47 completed feedback forms and one question from the community. An overview of key themes and highest priorities mentioned by participants are summarized below.

The qualitative outcomes of the feedback reflect the opinions of those who participated in the process. All questions were optional, and respondents could choose to complete the form anonymously.

To see the detailed results and comments, please refer to [Attachment 4: 2024 Draft Budget Feedback Response Report](#).

Throughout the engagement period, we interacted with the public and stakeholders in a variety of ways:

- 642 visitors to [OurWK.ca/2024Budget](#)
 - 118 people were informed (clicked through the content)
 - 560 people were aware (visited at least one page)
 - 47 people completed the feedback form



Feedback Form highlights

- 61% said they understood the City's revenue, expenses, services and the proposed tax (29 people)
- 43% said that balancing savings contributions and borrowing is most important to them regarding financial planning at the City (22 people)
- 27% said the City should cut additional programs and services to reduce taxes (14 people)
- 25% of respondents learned about the engagement opportunity through communications from the City (e-News, PSA, etc.) (13 people)

When asked to rank services and infrastructure from 1 (being the highest priority) to 9 (being the lowest priority) respondents ranked the following:

1. Water
2. Fire Services
3. Police Services
4. Road improvements
5. Road maintenance (e.g. snow removal, pothole repair)
6. Sidewalks and active transportation
7. Sewer
8. Parks, Recreation and/or Facilities
9. Development Services (e.g. business licensing, development applications)

In evaluating communications methods as part of the consultation process, 73% of respondents said they agreed or somewhat agreed they had an opportunity to share their views.

Feedback Form Comments

Participants had the option to provide additional feedback and share ideas via two open comment boxes.

Commenting was optional and not all respondents opted to provide input.

There was a total of 64 comments from the 47 respondents who completed the feedback form.

Common themes included:

- Infrastructure upgrades
- Enhancing public safety throughout West Kelowna
- More information on borrowing
- Option for a concise budget summary document

For a full list of comments, see [Attachment 4: 2024 Draft Budget Feedback Response Report](#).



Digital outreach

Weekly posts were shared on the City's social media channels to create awareness of the engagement and how to participate, including Facebook, Instagram, X (formerly Twitter) and LinkedIn.

During the engagement period, we shared seven organic posts on each of our main channels. We also ran two paid ads on Facebook.



Social media highlights

The following social media highlights are from the entire consultation period (Jan. 26 to Feb. 9):

- 9,113 total organic social media impressions
 - Organic means an unpaid social media post
 - Impressions are the total number of times our content was displayed on social media
- **Facebook:**
 - Total posts: 9 (seven organic and two paid)
 - 5,065 total organic post views
 - 1,333 engaged with the posts (likes, comments, shares, reactions)
- **Instagram:**
 - Total organic posts: 7
 - 2,942 total post views
 - 65 likes
- **X:**
 - Total organic posts: 7
 - 1,106 total post views
- **LinkedIn:**
 - Total organic posts: 2
 - 925 total post views
 - 43 engaged with the posts (likes, retweets, comments)

For a full list of comments received via social media, see [Attachment 5: Additional Comments Report \(Budget and Strategic Priorities\)](#).

In addition to our daily monitoring of our social media platforms, we conducted regular media tracking and provided additional messaging on the City's website in a variety of areas including a homepage banner linking to the OurWK.ca webpage and consultation information was also located on the budget related City webpages giving users access to our online engagement platform.



Additional advertising

During the engagement period, we ran a total of six print newspaper ads in the local weekly papers: WestK News and Westside Weekly.

To further inform our community, two digital signs were placed at the intersection of Hwy 97 and Bartley Road to inform commuters of the engagement opportunity.



Next steps

Results from the engagement period for the Draft 2024 Budget have been summarized for Council's consideration of adoption in the spring.