



2025 Budget

Attachment 4

Consultation Summary Report February 2025



2025 Budget Consultation At-A-Glance

Who we heard from



79

total online and paper questionnaires received



210

comments contributed



30

open house attendees

How we connected



916

total visitors to online engagement platform OurWK.ca/2025Budget

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



3

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



3,609

recipients of e-News

Social media interactions



6,045

total **non-paid** social media views



17,376 **paid** views of our posts
2,411 **non-paid** views



2,660 **non-paid** views



662 **non-paid** views



312 **non-paid** views



Background

The City's Draft 2025 Budget includes a Draft Five-Year Financial Plan (2025 – 2029) and 10-Year Capital Plan for Council's consideration, to build on their 2022-2026 Strategic Priorities, which focus on delivering projects, programs and services that maintain a high quality of life in West Kelowna.

This year's municipal budget is forecasting a 7.43 per cent rate increase for municipal taxes. The budgeting process involves addressing challenges such as balancing affordability with service needs, managing the demands of a rapidly growing community, and the costs of inflation and interest rates.



Summary

Public input was open from **Jan. 27 to Feb. 9** and included both in person and online opportunities for our community to help shape the City's budget. The primary goal was to hear from West Kelowna residents and stakeholders to understand priorities, preferred taxation measures, and level of comprehension of the information presented.

The consultation offered multiple ways to participate. Community members were invited to share their priorities at an open house or online at OurWK.ca/2025Budget, ask questions, learn more about the budget process and complete a questionnaire. Paper copies of the questionnaire and Budget Display Boards were available at the open house and at City Hall.

The results presented in this report highlight the opinions of those who participated.

For complete results and comments from questionnaire respondents, please see **Attachment 5: Questionnaire Response Report**.



Online and in-person engagement

The methods to provide input included:

Online

- OurWK.ca/2025Budget with a reciprocal link from the City's website
 - Review the display boards
 - Online questionnaire
 - Ask us a question

In-person community open house

- Thursday, Feb. 6, 2025
 - West Kelowna Council Chambers (3731 Old Okanagan Highway) from 4:00 p.m. to 7:00 p.m.
 - Number of attendees = 30



What we heard

During the Draft 2025 Budget consultation, we received 79 completed questionnaires. An overview of key themes and top priorities mentioned by participants is summarized below.

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

For detailed results and comments, please refer to **Attachment 5: Questionnaire Response Report**.

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

- 916 visitors to OurWK.ca/2025Budget
 - 260 people were informed (clicked through the content)
 - 763 people were aware (visited at least one page)
 - 79 people completed the questionnaire

Questionnaire highlights:

- 72.2% said they understood the City's revenue, expenses, services and the proposed budget increase (57 people)
- 34.2% said the City should cut additional programs and services to reduce taxes (27 people)
- 56.9% said that balancing savings contributions and borrowing is most important to them regarding financial planning at the City (45 people)
- 41.7% of respondents learned about the engagement opportunity through communications from the City (e-News, PSA, etc.) (33 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. Police services
3. Fire services
4. Road maintenance (e.g. snow removal, pothole repair)
5. Road improvements
6. Sewer
7. Sidewalks and active transportation
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, 82.2% of respondents said they agreed or somewhat agreed they had an opportunity to share their views.



Questionnaire highlights

Comments

Participants had the option to provide additional feedback and share ideas via open comment boxes. Commenting was optional and not all respondents opted to provide input.

The City received 210 written comments from the 79 respondents who completed the questionnaire.

Common themes included:

- Infrastructure upgrades i.e., more sidewalks, repair roads
- Enhancing public safety throughout West Kelowna
- Water system improvements
- Streamlining services

For a full list of comments, please see **Attachment 5: Questionnaire Response Report**.



Digital outreach

Weekly posts were shared on the City’s social media channels – including Facebook, Instagram, and LinkedIn – to raise awareness about the engagement process and how to participate.

During the engagement period, we shared a total of 17 organic (non-paid) posts on each of our main channels and ran 1 paid ad on Facebook.



Social media highlights

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

- 6,045 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: Five (four organic and one paid)
 - 2,411 total organic post views
 - 459 engaged with the posts (likes, comments, shares, reactions)
- **Instagram:**
 - Total organic posts: Seven
 - 2,660 total post views
 - 18 likes
- **X:**
 - Total organic posts: Three
 - 312 total post views
- **LinkedIn:**
 - Total organic posts: Three
 - 662 total post views
 - 30 engaged with the posts (likes, retweets, comments)

For a full list of comments received via social media and email, please see **Attachment 6: Additional Comments Report**.

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. This included a homepage banner linking to the OurWK.ca webpage, as well as consultation information on budget-related City webpages, giving users access to our online engagement platform.



Additional advertising

During the engagement period, we ran a newspaper ad in the WestK News and a digital ad on Castanet.



Next steps

Results from the engagement period for the Draft 2025 Budget have been summarized for Council's consideration of adoption in the spring.