TO: Committee of the Whole  
FROM: Jeannie Bradburne  
      Director of Finance  
MEETING: January 14, 2020  
FILE: 1700-06  

SUBJECT: 2020 Proposed Budget and Public Engagement Review

RECOMMENDATION

That the public consultation results be incorporated into the Board’s deliberations on the proposed 2020 budget.

SUMMARY

The 2020 preliminary budget information was made available on the RDN website for public access at getinvolved.rdn.ca/ and rdn.bc.ca/financial-reports.

During this time, RDN Budget Talks received 79 visits, 1 question was asked and answered and a video on the RDN regional budget was viewed 10 times. The Question & Answer (Q&A) is located in Appendix 1.

Twitter provided an additional 443 impressions (views) and 7 engagements (users clicked on the item). On Facebook, 2,325 were reached (views), 64 engagements occurred (users clicked on the item), and the video was viewed 356 times from Facebook.

BACKGROUND

At the December 10, 2019 Board, the following motion was made:

It was moved and seconded that the Board approve the proposed 2020 budget for the purpose of public consultation, and that the results of the public consultation be reported to the Board in January 2020.

On December 11, 2019 the preliminary budget information was made available on the RDN website for public access. In addition to this information, a video on the RDN Regional Budget was released. To ensure public awareness, the following steps were taken:

- Newspaper Advertisements
  - Gabriola Sounder – November 13 & 20, 2019
  - Nanaimo News Bulletin – November 14 & 20, 2019
  - PQNews – November 14 & 21, 2019
Twitter
  o January 2, 2020
    443 impressions (views)
    7 engagements (users clicked on the item)

Facebook
  o December 11, 2019
    Budget Video
    669 reached (views)
    20 engagements (users clicked on the item)
    159 video views
  o December 12, 2019
    Board Highlights and Link to Board Meeting View
    753 reached (views)
    21 engagements (users clicked on the item)
  o January 2, 2020 Budget Video
    Board Highlights and Link to Board Meeting View
    903 reached (views)
    23 engagements (users clicked on the item)
    197 video views

The above represents a typical level of response from the public with regards to engagement on the budget. The public will be able to continue to ask questions and receive answers throughout the budget process, which will be displayed on our getinvolved.rdn.ca/ web site under Budget Talks.

ALTERNATIVES

1. That the public consultation report be incorporated into the Board’s deliberations on the proposed 2020 budget.

2. That the Board provide alternate direction.

FINANCIAL IMPLICATIONS

The financial implications of the proposed 2020 budget were highlighted in the 2020 Proposed Budget Overview Report on the November 26, 2019 Committee of the Whole. The RDN Budget Talks platform was the preferred means of communication to residents regarding the budget. The cost to continue to use and advertise the use of this platform are incorporated into the budget.

STRATEGIC PLAN IMPLICATIONS

People and Partnerships - Improve the governance and awareness of RDN activities for citizens throughout the Region.
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J. Bradburne, Director of Finance
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January 6, 2020

Reviewed by:
• D. Wells, General Manager, Corporate Services
• P. Carlyle, Chief Administrative Officer

Attachment:
• Appendix 1 – RDN Budget Talks Q&A Summary