



## Committee of the Whole Meeting Report

### For the Meeting of March 16, 2023

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**To:** Committee of the Whole **Date:** March 10, 2023

**From:** Susanne Thompson, Chief Financial Officer/Deputy City Manager  
Sheldon Johnson, Director of Communications and Engagement

**Subject:** 2023 Draft Budget/Core Services and Programs  
– Public Engagement Summary

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#### RECOMMENDATION

That Council receive this report for information.

#### EXECUTIVE SUMMARY

The community was invited to provide feedback on the City's Draft 2023 Budget and the core services and programs that matter most to them over a span of two weeks, from February 17 to March 5, 2023.

Public feedback was received through an online survey, emailed feedback and a public meeting held at Victoria City Hall on February 23, 2023.

The public engagement approach included outreach to Victoria residents and business operators, with targeted communications through stakeholder emails to reach under-represented groups, including youth, renters, seniors and equity-seeking groups.

A total of 685 individuals participated in the online survey and 77 feedback emails were received. Eight individuals addressed Council during the public meeting and there were 27 written submissions, with 238 people tuning in to the live webcast.

The online survey invited the community to rank the City's core services and programs that matter most to them. Of the 10 core services to be ranked, overall **Public Safety** was identified as the top priority by survey participants, and it was also a key theme in emailed feedback and public meeting comments. It was followed overall by **Transportation** and then **Parks and Recreation**.

The survey included a follow-up question for each of the 10 core services, asking survey respondents to rank the importance to them of a subset of services and programs that came under each category.

The topics of **public safety** and **Police funding** were often-cited comments among survey respondents and in written budget feedback.

Similar to last year, people expressed divergent views with many seeking an increase to VicPD's budget to make downtown safer for businesses, residents and visitors; while others called on Council to reduce the 2023 police budget, redirecting it to fund social services to help those who are homeless and battling mental health and addiction issues on downtown streets.

A wide range of topics was covered in the online survey, emailed budget feedback and public meeting written submissions. Key themes are identified in this report and all comments can be reviewed as part of the Attachments.

Overall, 44% of survey respondents said they receive very good (8.1%) or fairly good (35.4%) value for their tax dollars. This is down 1% from Budget 2022's engagement.

## **PURPOSE**

This report provides Council with public feedback and correspondence received during the consultation period for the 2023 Draft Budget and City core services and programs.

## **BACKGROUND**

On Friday, January 20, 2023, the 2023-2027 Draft Financial Plan (2023 Draft Budget) was presented to Council. The Financial Plan includes summary descriptions of programs and services, deliverables as well as the proposed operating and capital budget (revenue and expenditures) for the upcoming year.

As part of the City's budget outreach and engagement, staff used several strategies to inform the community about the three opportunities to provide feedback: a public meeting, online survey and email.

The City's online engagement platform Have Your Say at **engage.victoria.ca** provided a one-stop hub for draft budget information and engagement opportunities. Details on how to participate in the online survey, provide feedback by email and how to address Council during the public meeting, were also hosted here.

In addition to the 2023-2027 Draft Financial Plan, a budget summary document was prepared to give people a plain language overview of the operational and capital budgets, as well as highlights of the City's programs and services planned for the coming year. The summary also included Council's proposed adjustments from a meeting on February 17 that were not yet reflected in the 2023 Draft Budget available online. An accessible version of the 2023 Draft Budget Summary was also available.

Budget consultation, which ran February 17 to March 5, 2023, was actively promoted across all the City's online channels, in print and online advertising, stakeholder and neighbourhood outreach, a City e-newsletter, in media interviews, posters and the large outdoor LED screen at Save-On-Foods Memorial Centre.



The City's 2023 Draft Budget public engagement was branded as:

**"Your City Budget. Tell us what matters most."**

### **Public Meeting**

The City hosted a public meeting on February 23 at 6:30 p.m. at Victoria City Hall that was live webcast to provide the community an opportunity to share their feedback by:

- Addressing Council in person for up to five minutes
- Pre-registering in advance to call in and speak for up to five minutes
- Calling in during the public meeting to speak for up to five minutes
- Submitting written comments that formed part of the public meeting agenda package
- Submitting a video up to five minutes in length in advance to be played during the public meeting

During the live webcast, 238 people tuned in, four people spoke in person, four called in their feedback and there were 27 written submissions. Comments covered a wide variety of topics. Written submissions are included in **Attachment A**. The live webcast was archived and is available for [viewing online](#).

### **2023 Draft Budget Survey**

A total of 685 individuals participated in the City's online budget survey, which asked people to share their feedback on the Draft 2023 Budget and City core services and programs. The Survey Report, including comments provided by survey respondents to open-ended questions, is included as **Attachment B**.

It should be noted that the online survey is not a randomized, representative survey of Victoria residents, but rather represents the views of those who became aware of the survey and decided to complete it.

Comments are the views of the respondents and have not been edited, however, some information has been redacted to remove personal information, hate speech or potential libel comments.

### **Emailed Feedback**

The City received 77 emails with budget feedback to [engage@victoria.ca](mailto:engage@victoria.ca) from individuals and organizations, which are included in **Attachment C**. These comments have also been redacted to remove personal information, hate speech or potential libel comments.

## ISSUES & ANALYSIS

The City's **Have Your Say online engagement platform** provides enhanced data on how people interact with an engagement project online.

Over the two-week budget engagement period (February 17 to March 5, 2023), the City's online budget consultation resulted in:

- 1,896 people **aware** of the draft budget (visited at least one page of the Budget project)
- 1,394 people **informed** of the draft budget (downloaded a document, visited multiple project pages)
- 685 **completed the budget survey**

## 2023 Online Budget Survey – Highlights of Results

### Who We Heard From:

- 88% of respondents identified that they reside in a Victoria neighbourhood
- 15% indicated they operate a business in Victoria
- 69% indicated they are Victoria homeowners
- 23% indicated that they are Victoria renters
- 17% indicated they are newcomers, living in Victoria for less than five years
- 16% indicated participation from James Bay and 16% from Fairfield neighbourhoods (tied for highest neighbourhood representation)
- 14% identified as being an immigrant
- 19% identified as being between the ages of 65 – 74 (the highest participation of all age groups)
- 17% identified as being between the ages of 35 – 44 and 55 – 64
- 14% identified as being between the ages of 25 – 34 and 45 – 54
- 4% identified as being between the ages 15 – 24

## WHAT WE HEARD

### Q1. Rank City's 10 Core Services

Budget survey respondents were asked to rank 10 identified City core services, with 1 being the most important to them and 10 being the least important.

Of the 685 survey respondents, *overall*, **Public Safety** was identified as the most important core service, followed by **Transportation** and then **Parks and Recreation**.

#### **Core Services**

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**Most  
Important**

- 1** Public Safety
- 2** Transportation
- 3** Parks and Recreation
- 4** Residential Services
- 5** Housing and Community Development
- 6** Underground Utilities
- 7** City-owned Facilities
- 8** Climate Action and Environmental Stewardship
- 9** Economic Development
- 10** Arts, Culture and Events

**Least  
Important**

OPTIONS	AVG. RANK
Public Safety (e.g., Bylaw Services, Police, Victoria Fire Department, Emergency Preparedness)	3.87
Transportation (e.g., road construction and maintenance, sidewalks, bike lanes, road safety)	4.37
Parks and Recreation (e.g., park amenities, recreation centres and programs, trees and horticulture)	4.75
Residential Services (e.g., garbage/organics collection, yard waste drop-off, leaf pick-up, branch chipping, cleaning streets/public spaces)	5.13
Housing and Community Development (e.g., housing diversity, affordability and choice for renters, development applications)	5.37
Underground Utilities (e.g., sanitary sewer, stormwater and water services)	5.40
City-owned Facilities (e.g., Crystal Pool and Fitness Centre, Royal Athletic Park, Victoria Fire Halls, City Hall, community centres)	5.86
Climate Action and Environmental Stewardship (e.g., EV charging stations, greenhouse gas reduction, energy-efficient buildings)	6.49
Economic Development (e.g., Business Hub customer service, business licensing, increase/retain business investment in Victoria, Victoria Conference Centre economic benefits to community)	6.63
Arts, Culture and Events (e.g., public art, free arts, cultural and music programming, grants, festivals)	7.13

*Mandatory Question (685 response(s))*

*Question type: Ranking Question*

**NOTE: Items with the lowest ranking number indicate the highest priority.**

## Core Services Ranked by Age

**Note:** As only one person 0 – 14 and one person 85+ took the survey, these results are not shown in the age ranking table on the next page.

The ranking of the City's 10 core services varies significantly depending on the **age** of survey respondents.

The table on the next page shows the City's 10 core services ranked by age.

### Core Services Analysis:

- **Public Safety** is ranked as the most important core service by ages 45 – 84; third by ages 15 – 24, fifth by ages 35 – 44 and ninth by ages 25 – 34.
- **Transportation** is ranked second in importance by all age groups, except for ages 15 – 24 who ranked it the most important.
- **Residential Services** is ranked third by ages 45 – 74 and fifth for ages 25 – 34 and 75 – 84.
- **Housing and Community Development** is ranked in the top three except for ages 45 – 74.
- **Parks and Recreation** is ranked in the top five by all age groups.
- **City-owned Facilities** is most often ranked sixth.
- **Climate Action and Environmental Stewardship** is ranked highest in importance by ages 15 – 34 and lowest by ages 45 – 74, ranking slightly higher by ages 35 – 44 and 75 – 84.

10 Core Services Ranked by Age						
15-24	25-34	35-44	45-54	55-64	65-74	75-84
Transportation	Housing and Community Development	Parks and Recreation	Public Safety	Public Safety	Public Safety	Public Safety
Housing and Community Development	Transportation	Transportation	Transportation	Transportation	Transportation	Transportation
Public Safety	Parks and Recreation	Housing and Community Development	Residential Services	Residential Services	Residential Services	Housing and Community Development
Parks and Recreation	Climate Action & Environmental Stewardship	City-owned Facilities	Parks and Recreation	Parks and Recreation	Underground Utilities	Parks and Recreation
Climate Action & Environmental Stewardship	Residential Services	Public Safety	Underground Utilities	Underground Utilities	Parks and Recreation	Residential Services
City-owned Facilities	City-owned Facilities	Residential Services	City-owned Facilities	City-owned Facilities	City-owned Facilities	Underground Utilities
Residential Services	Underground Utilities	Climate Action & Environmental Stewardship	Economic Development	Housing and Community Development	Housing and Community Development	Climate Action & Environmental Stewardship
Underground Facilities	Arts, Culture and Events	Underground Utilities	Housing and Community Development	Economic Development	Economic Development	Economic Development
Arts, Culture and Events	Public Safety	Arts, Culture and Events	Climate Action & Environmental Stewardship	Climate Action & Environmental Stewardship	Climate Action & Environmental Stewardship	City-owned Facilities
Economic Development	Economic Development	Economic Development	Arts, Culture and Events	Arts, Culture and Events	Arts, Culture and Events	Arts, Culture and Events



## Renters and Homeowners

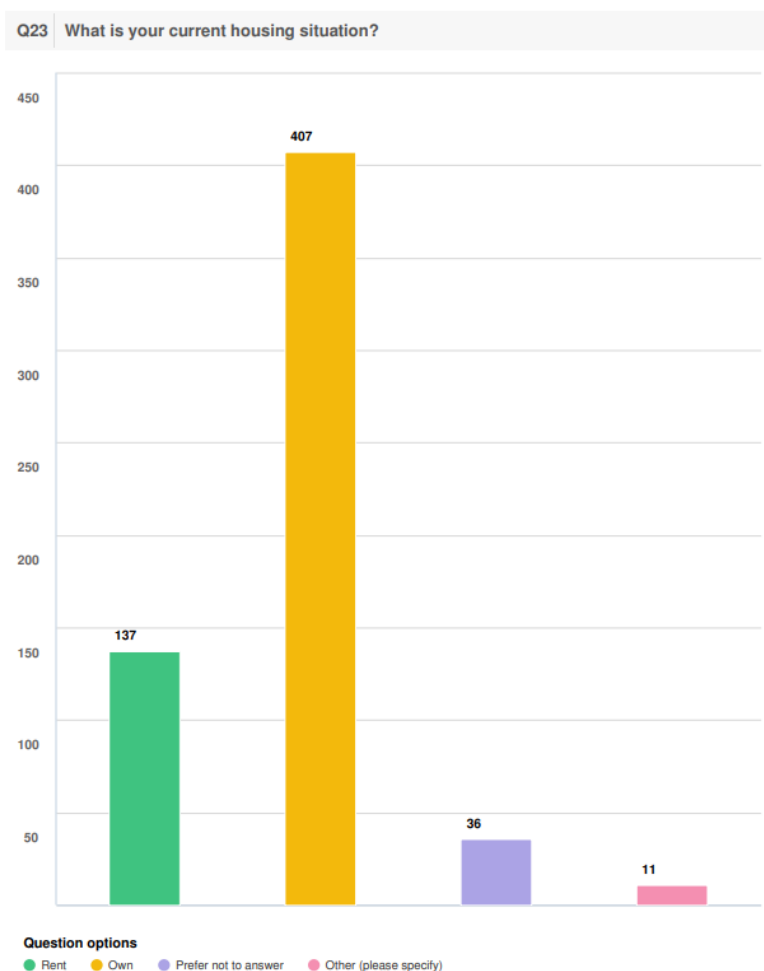
Out of 665 survey respondents who answered the question: *What is your current housing situation?*

- 24% (157) identified as renting their home
- 67% (445) identified as owning their home

Of these 665 survey respondents, **591** people who answered this question, identified as residing in a City of Victoria neighbourhood:

- **23% (137) identified as renting their home in Victoria**
- **69% (407) identified as owning their home in Victoria**
- 6% (36) said they preferred not to answer
- 2% (11) noted “Other”

(Note: While 601 of 685 (88%) survey respondents identified residing in a Victoria neighbourhood, 10 skipped this question.)



Optional question (591 response(s), 10 skipped)

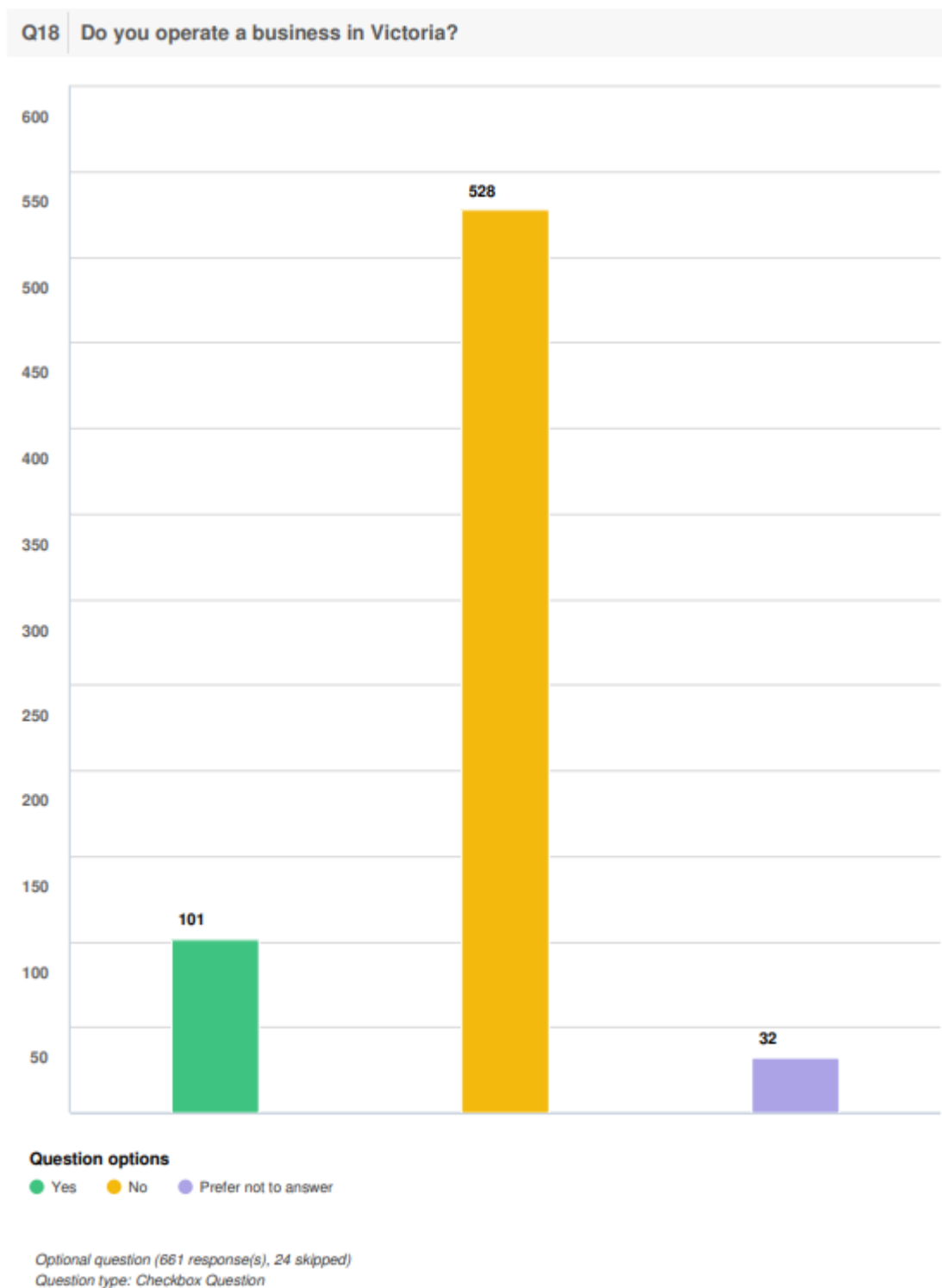
Question type: Checkbox Question

Filtering by: Which Victoria neighbourhood do you live in? Burnside-Gorge, Downtown, Fairfield, Fernwood, Gonzales, Hillside-Quadra, James-Bay, Jubilee, North-Park, Oaklands-, Rockland, Victoria-West

## Victoria Business Operators

Out of 661 survey respondents who answered the question: *Do you operate a business in Victoria?*

- **15% (101) identified as operating a business in Victoria**



## 10 Core Services Ranking: Victoria Renters, Homeowners and Business Operators

The table below shows how those identifying as Victoria renters, Victoria homeowners and Victoria business operators ranked the City's 10 core services, comparatively.

Ranking of 10 Core Services (Highest to Lowest Priority)		
Renters	Homeowners	Business Operators
Housing and Community Development	Public Safety	Public Safety
Transportation	Transportation	Parks and Recreation
Parks and Recreation	Residential Services	Transportation
Climate Action and Environmental Stewardship	Parks and Recreation	Residential Services
City-owned Facilities	Underground Utilities	Housing and Community Development
Residential Services	City-owned Facilities	Underground Utilities
Public Safety	Housing and Community Development	City-owned Facilities
Underground Utilities	Economic Development	Economic Development
Arts, Culture and Events	Climate Action and Environmental Stewardship	Climate Action and Environmental Stewardship
Economic Development	Arts, Culture and Events	Arts, Culture and Events

## Analysis:

- Victoria renters place more importance on **Housing and Community Development, Transportation and Parks and Recreation**.
- Victoria homeowners identified **Public Safety, Transportation and Residential Services** as the most important core services to them, with **Parks and Recreation** ranked fourth.
- Victoria renters and homeowners ranked **Transportation** equally – in second place of importance to them, with Victoria business operators ranking it third.
- Victoria business operators identified their top three core services more closely to that of Victoria homeowners, with **Public Safety** first, followed by **Parks and Recreation** and then **Transportation**.
- **Climate Action and Environmental Stewardship** was ranked fourth by renters but fell to ninth place for Victoria homeowners and business operators.
- **Economic Development** and **Arts, Culture and Events** were ranked low by all three groups.

## **Q2. Transportation**

Overall, survey respondents ranked their **top three** core **Transportation** services and programs as: **Regional transit planning**; **Sidewalks**; and **Road construction and maintenance**.

### **Transportation**

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**Most  
Important**

- 1** Regional transit planning
- 2** Sidewalks
- 3** Road construction and maintenance
- 4** Traffic and road planning and safety
- 5** Crosswalks
- 6** Accessible on-street parking, streets and sidewalks
- 7** Bike lanes
- 8** On-street parking
- 9** City parkade parking
- 10** Free youth bus passes

**Least  
Important**

OPTIONS	AVG. RANK
Regional transit planning	4.20
Sidewalks	4.37
Road construction and maintenance	4.41
Traffic and road planning and safety	4.67
Crosswalks	4.99
Accessible on-street parking, streets and sidewalks	5.62
Bike lanes	6.27
On-street parking	6.45
City parkade parking	6.87
Free youth bus passes	7.14

*Mandatory Question (685 response(s))  
Question type: Ranking Question*

**NOTE: Items with the lowest ranking number indicate the highest priority.**

## Transportation – Ranking Analysis:

- **Regional transit planning** was ranked most important to Victoria renters and business operators, with Victoria homeowners ranking it second.
- **Sidewalks** was ranked second by Victoria renters and third by Victoria homeowners and business operators.
- **Road construction and maintenance** was ranked first by Victoria homeowners and second by business operators, however it was ranked seventh by Victoria renters.
- **Traffic and road planning and safety** was ranked fourth by all three groups and **Crosswalks** was ranked in the top five by each group.

<b>TRANSPORTATION</b> <b>Ranking of 10 Core Services/Programs</b> <b>(Highest to Lowest Priority)</b>		
<b>Renters</b>	<b>Homeowners</b>	<b>Business Operators</b>
Regional transit planning	Road construction and maintenance	Regional transit planning
Sidewalks	Regional transit planning	Road construction maintenance
Crosswalks	Sidewalks	Sidewalks
Traffic and road planning and safety	Traffic and road planning and safety	Traffic and road planning and safety
Bike lanes	Crosswalks	Crosswalks
Accessible on-street parking, streets and sidewalks	Accessible on-street parking, streets and sidewalks	Accessible on-street parking, streets and sidewalks
Road construction and maintenance	On-street parking	On-street parking
Free youth bus passes	Bike lanes	Bike lanes
City parkade parking	City parkade parking	City parkade parking
On-street parking	Free youth bus passes	Free youth bus pass

### **Q3. Parks and Recreation**

Overall, survey respondents ranked their **top three** core **Parks and Recreation** services and programs as: **Trees and urban forest**; **Park amenities**; and **Outdoor recreation**.

#### **Parks and Recreation**

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**Most  
Important**

- 1** Trees and urban forest
- 2** Park amenities
- 3** Outdoor recreation
- 4** Horticulture and natural areas
- 5** Recreation facilities
- 6** Recreation programs
- 7** Access to waterways for recreation
- 8** Community gardens
- 9** Dogs in parks
- 10** Cemetery services

**Least  
Important**



OPTIONS	AVG. RANK
Trees and urban forest	3.64
Park amenities (park benches, picnic tables, drinking fountains, lighting, washrooms)	4.26
Outdoor recreation (playgrounds, skateparks, bike parks, fitness areas, water features, sport fields, sport courts, lawn bowling)	4.54
Horticulture and natural areas (meadows, protected areas, garden beds, hanging baskets)	4.79
Recreation facilities (Crystal Pool and Fitness Centre, Royal Athletic Park, Save-On-Foods Memorial Centre)	5.01
Recreation programs (fitness, swimming, skating, wellness)	5.44
Access to waterways for recreation	5.58
Community gardens	5.92
Dogs in parks (off-leash areas)	7.10
Cemetery services	8.72

*Mandatory Question (685 response(s))*

*Question type: Ranking Question*

**NOTE: Items with the lowest ranking number indicate the highest priority.**

## Parks and Recreation Analysis:

- **Trees and urban forest** was ranked most important by all three groups.
- **Park amenities** was ranked second by Victoria renters and homeowners and fourth by Victoria business operators.
- **Outdoor recreation** was ranked third by Victoria homeowners and business operators, and fourth by Victoria renters.
- **Horticulture and natural areas** was ranked third by Victoria renters, fourth by Victoria homeowners but seventh by Victoria business operators.
- **Recreation facilities** was ranked sixth by Victoria renters, fifth by Victoria homeowners and second by Victoria business operators.

<b><u>PARKS AND RECREATION</u></b> <b>Ranking of 10 Core Services/Programs</b> <b>(Highest to Lowest Priority)</b>		
<b>Renters</b>	<b>Homeowners</b>	<b>Business Operators</b>
Trees and urban forest	Trees and urban forest	Trees and urban forest
Park amenities	Park amenities	Recreation facilities
Horticulture and natural areas	Outdoor recreation	Outdoor recreation
Outdoor recreation	Horticulture and natural areas	Park amenities
Community gardens	Recreation facilities	Recreation programs
Recreation facilities	Recreation programs	Access to waterways for recreation
Access to waterways for recreation	Access to waterways for recreation	Horticulture and natural areas
Recreation programs	Community gardens	Community gardens
Dogs in parks (off-leash areas)	Dogs in parks (off-leash areas)	Dogs in parks (off-leash areas)
Cemetery services	Cemetery services	Cemetery services

## 4. Public Safety

Overall, survey respondents ranked their four core **Public Safety** services and programs with **Victoria Police** as most important, followed by the **Victoria Fire Department**, **Emergency Preparedness** and **Bylaw Services**.

### Public Safety

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Most  
Important

- 1 Victoria Police
- 2 Victoria Fire Department
- 3 Emergency Preparedness
- 4 Bylaw Services

Least  
Important

#### OPTIONS

#### AVG. RANK

Victoria Police	1.91
Victoria Fire Department	2.21
Emergency Preparedness	2.78
Bylaw Services	3.11

*Mandatory Question (685 response(s))*

*Question type: Ranking Question*

**NOTE: Items with the lowest ranking number indicate the highest priority.**

## Public Safety – Ranking Analysis:

- **Victoria Police** was ranked as most important by Victoria homeowners and business operators, but third by Victoria renters, who ranked the Victoria Fire Department as the most important.
- **Victoria Fire Department** was ranked second by Victoria homeowners and business operators.
- **Emergency Preparedness** was ranked second by Victoria renters and third by Victoria homeowners and business operators.
- **Bylaw Services** was ranked fourth by all three groups.

<b><u>PUBLIC SAFETY</u></b>		
<b>Ranking of 4 Core Services/Programs</b> (Highest to Lowest Priority)		
<b>Renters</b>	<b>Homeowners</b>	<b>Business Operators</b>
Victoria Fire Department	Victoria Police	Victoria Police
Emergency Preparedness	Victoria Fire Department	Victoria Fire Department
Victoria Police	Emergency Preparedness	Emergency Preparedness
Bylaw Services	Bylaw Services	Bylaw Services

## **Q5. Housing and Community Development**

Overall, survey respondents ranked their **top three** core **Housing and Community Development** services and programs as: **City-wide land use and local area planning**; **Urban design and public realm planning**; and **Policy to support housing affordability, diversity and choice for renters**.

### **Housing and Community Development**

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**Most  
Important**

- 1** City-wide land use and local area planning
- 2** Urban design and public realm planning
- 3** Policy to support housing affordability, diversity and choice for renters
- 4** Rezoning, development and building applications, inspections
- 5** Policy, regulatory and information services
- 6** Heritage policy and programs
- 7** Victoria Housing Reserve Fund applications

**Least  
Important**

OPTIONS	AVG. RANK
City-wide land use and local area planning	3.00
Urban design and public realm planning	3.14
Policy to support housing affordability, diversity and choice for renters	3.55
Rezoning, development and building applications, inspections	3.87
Policy, regulatory and information services	4.52
Heritage policy and programs	4.70
Victoria Housing Reserve Fund applications	5.22

*Mandatory Question (685 response(s))*

*Question type: Ranking Question*

**NOTE: Items with the lowest ranking number indicate the highest priority.**

## Housing and Community Development - Ranking Analysis:

- **Policy to support housing affordability, diversity and choice for renters** was ranked most important to Victoria renters and fourth by Victoria homeowners and business operators.
- **City-wide land use and local area planning** was ranked most important by Victoria homeowners and business operators and third by Victoria renters.
- **Urban design and public realm planning** was ranked second by all three groups.
- **Rezoning, development and building applications, inspections** was ranked third by Victoria homeowners and business operators and fourth by Victoria renters.

<b>HOUSING AND COMMUNITY DEVELOPMENT</b> <b>Ranking of 7 Core Services/Programs</b> <b>(Highest to Lowest Priority)</b>		
<b>Renters</b>	<b>Homeowners</b>	<b>Business Operators</b>
Policy to support housing affordability, diversity and choice for renters	City-wide land use and local area planning	City-wide land use and local area planning
Urban design and public realm planning	Urban design and public realm planning	Urban design and public realm planning
City-wide land use and local area planning	Rezoning, development and building applications, inspections	Rezoning, development and building applications, inspections
Rezoning, development and building applications, inspections	Policy to support housing affordability, diversity and choice for renters	Policy to support housing affordability, diversity and choice for renters
Victoria Housing Reserve Fund applications	Policy, regulatory and information services	Policy, regulatory and information services
Policy, regulatory and information services	Heritage policy and programs	Heritage policy and programs
Heritage policy and programs	Victoria Housing Reserve Fund applications	Victoria Housing Reserve Fund applications

## **Q6. Residential Services**

Overall, survey respondents ranked their three core **Residential Services** in the following order: **Clean streets and public spaces**; **Residential garbage and organics collection**; and **Residential leaf pick-up, branch chipping and yard waste drop-off at Public Works Yard**.

### **Residential Services**

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**Most  
Important**

**1**

Clean streets and public spaces

**2**

Residential garbage and organics collection

**3**

Residential leaf pick-up, branch chipping  
and yard waste drop-off at Public Works Yard

**Least  
Important**

#### **OPTIONS**

#### **AVG. RANK**

Clean streets and public spaces (street cleaning, public waste bin and cigarette/needle collection, graffiti removal)	1.59
Residential garbage and organics collection	1.65
Residential leaf pick-up, branch chipping and yard waste drop-off at Public Works Yard	2.75

*Mandatory Question (685 response(s))*

*Question type: Ranking Question*

**NOTE: Items with the lowest ranking number indicate the highest priority.**



## Residential Services – Ranking Analysis:

- **Residential garbage and organics collection** was ranked as most important by Victoria renters and business operators, and second by Victoria homeowners.
- **Clean streets and public spaces** was ranked as most important to Victoria homeowners and second by Victoria renters and business operators.
- **Residential leaf pick-up, branch chipping and yard waste drop-off at Public Works Yard** was ranked third by all three groups.

<b><u>RESIDENTIAL SERVICES</u></b>		
<b>Ranking of 3 Services (Highest to Lowest Priority)</b>		
<b>Renters</b>	<b>Homeowners</b>	<b>Business Operators</b>
Residential garbage and organics collection	Clean streets and public spaces	Residential garbage and organics collection
Clean streets and public spaces	Residential garbage and organics collection	Clean streets and public spaces
Residential leaf pick-up, branch chipping and yard waste drop-off at Public Works Yard	Residential leaf pick-up, branch chipping and yard waste drop-off at Public Works Yard	Residential leaf pick-up, branch chipping and yard waste drop-off at Public Works Yard

## **Q7. Economic Development**

Overall, survey respondents ranked their **top three** core **Economic Development** services and programs as: **Increase and retain business investment in Victoria**; **Business Hub**; and **Business licensing**.

### **Economic Development**

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**Most  
Important**

- 1** Increase and retain business investment in Victoria
- 2** Business Hub
- 3** Business licensing
- 4** Victoria Conference Centre

**Least  
Important**

#### **OPTIONS**

#### **AVG. RANK**

Increase and retain business investment in Victoria	1.57
Business Hub (streamline business processes at City Hall)	2.46
Business licensing	2.87
Victoria Conference Centre (sell/manage conferences to generate economic benefits to Victoria)	3.10

*Mandatory Question (685 response(s))*

*Question type: Ranking Question*

**NOTE: Items with the lowest ranking number indicate the highest priority.**

## Economic Development – Ranking Analysis:

- Victoria renters, homeowners and business operators ranked the Economic Development programs and services equally.

<b><u>ECONOMIC DEVELOPMENT</u></b> <b>Ranking of 4 Services/Programs</b> <b>(Highest to Lowest Priority)</b>		
<b>Renters</b>	<b>Homeowners</b>	<b>Business Operators</b>
Increase and retain business investment in Victoria	Increase and retain business investment in Victoria	Increase and retain business investment in Victoria
Business Hub	Business Hub	Business Hub
Business licensing	Business licensing	Business licensing
Victoria Conference Centre	Victoria Conference Centre	Victoria Conference Centre

## Q8. Climate Action and Environmental Stewardship

Overall, survey respondents ranked their **top three** core **Climate Action and Environmental Stewardship** services and programs as: **Waste reduction and enhancing waste collection services**; **Energy efficiency**; and **Greenhouse gas emissions reduction**.

### Climate Action and Environmental Stewardship

Most  
Important

- 1 Waste reduction and enhancing waste collection services
- 2 Energy-efficiency (climate-friendly homes, City buildings)
- 3 Greenhouse gas emissions reduction
- 4 EV-readiness (public EV charging stations, City fleet)

Least  
Important

#### OPTIONS

#### AVG. RANK

Waste reduction and enhancing waste collection services	2.04
Energy-efficiency (climate-friendly homes, City buildings)	2.35
Greenhouse gas emissions reduction	2.57
EV-readiness (public EV charging stations, City fleet)	3.04

*Mandatory Question (685 response(s))*

*Question type: Ranking Question*

**NOTE: Items with the lowest ranking number indicate the highest priority.**

## Climate Action and Environmental Stewardship – Ranking Analysis

- **Waste reduction and enhancing waste collection services** was ranked as most important of the four options by all three groups.
- **Energy efficiency** was ranked second by Victoria homeowners and business operators, and third by Victoria renters.
- **Greenhouse gas emissions reduction** was ranked second by Victoria renters and third by Victoria homeowners and business operators.
- **EV readiness** was ranked fourth by all three groups.

<b><u>CLIMATE ACTION AND ENVIRONMENTAL STEWARDSHIP</u></b> <b>Ranking of 4 Services/Programs</b> <b>(Highest to Lowest Priority)</b>		
<b>Renters</b>	<b>Homeowners</b>	<b>Business Operators</b>
Waste reduction and enhancing waste collection services	Waste reduction and enhancing waste collection services	Waste reduction and enhancing waste collection services
Green house gas emissions reduction	Energy efficiency	Energy efficiency
Energy efficiency	Greenhouse gas emissions reduction	Greenhouse gas emissions reduction
EV-readiness	EV-readiness	EV-readiness

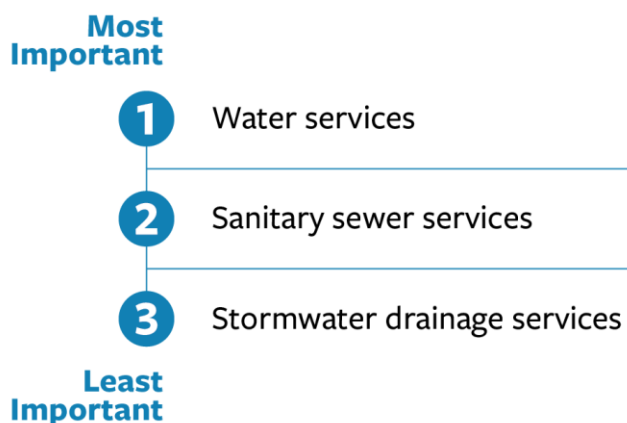
## **Q9. Underground Utilities**

Overall, survey respondents ranked their three core **Underground Utilities** as: **Water services**; **Sanitary sewer service**; and **Stormwater drainage service**.

**NOTE:** Some survey respondents commented that it was challenging to rank these underground utilities as they are needed equally, and as such, should not have been asked to rank them.

### **Underground Utilities**

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#### **OPTIONS**

#### **AVG. RANK**

Water services	1.53
Sanitary sewer services	2.00
Stormwater drainage services	2.47

*Mandatory Question (685 response(s))*

*Question type: Ranking Question*

**NOTE:** Items with the lowest ranking number indicate the highest priority.

## Underground Utilities – Ranking Analysis

- The Underground Utilities were ranked equally by all three groups.

<b><u>UNDERGROUND UTILITIES</u></b> <b>Ranking of 3 Services/Programs</b> <b>(Highest to Lowest Priority)</b>		
<b>Renters</b>	<b>Homeowners</b>	<b>Business Operators</b>
Water services	Water services	Water services
Sanitary sewer services	Sanitary sewer services	Sanitary sewer services
Stormwater drainage services	Stormwater drainage services	Stormwater drainage services

## **Q10. City Facilities**

Overall, survey respondents ranked their **top three City facilities** as: **Libraries**; **Public washrooms**; and **Victoria Fire Halls**.

### **City-owned Facilities**

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**Most  
Important**

- 1** Libraries
- 2** Public washrooms
- 3** Victoria Fire Halls
- 4** Community/seniors centres
- 5** Crystal Pool and Fitness Centre
- 6** Victoria Police headquarters
- 7** City parkades
- 8** Royal Athletic Park
- 9** City Hall
- 10** Save-On-Foods Memorial Centre

**Least  
Important**



OPTIONS	AVG. RANK
Libraries (sxʷenxʷəŋ tənəxʷ James Bay Branch and Central Library)	3.76
Public washrooms (22)	4.21
Victoria Fire Halls (3)	4.45
Community/seniors centres (11)	4.60
Crystal Pool and Fitness Centre	5.13
Victoria Police headquarters	5.51
City parkades (5)	6.31
Royal Athletic Park	6.55
City Hall	7.21
Save-On-Foods Memorial Centre	7.28

*Mandatory Question (685 response(s))*

*Question type: Ranking Question*

**NOTE: Items with the lowest ranking number indicate the highest priority.**

## City Facilities – Ranking Analysis

- **Public washrooms** was ranked most important by Victoria renters and business operators, and third by Victoria homeowners.
- **Libraries** was ranked most important by Victoria homeowners and second by Victoria renters and business operators.
- **Victoria Fire Halls** was ranked second by Victoria homeowners, third by Victoria business operators and fifth by Victoria renters.
- **Community/seniors' centres** was ranked third by Victoria renters and fourth by Victoria homeowners and business operators
- **Crystal Pool and Fitness Centre** was ranked fourth by Victoria renters, fifth by Victoria business operators and sixth by Victoria homeowners.

<b>CITY FACILITIES</b> <b>Ranking of 10 Facilities</b> <b>(Highest to Lowest Priority)</b>		
<b>Renters</b>	<b>Homeowners</b>	<b>Business Operators</b>
Public washrooms	Libraries	Public washrooms
Libraries	Victoria Fire Halls	Libraries
Community/seniors' centres	Public Washrooms	Victoria Fire Halls
Crystal Pool and Fitness Centre	Community/seniors' centres	Community/seniors' centres
Victoria Fire Halls	Victoria Police Headquarters	Crystal Pools and Fitness Centre
Royal Athletic Park	Crystal Pool and Fitness Centre	Victoria Police Headquarters
City parkades	City parkades	City parkades
City Hall	Royal Athletic Park	Royal Athletic Park
Save-On-Foods Memorial Centre	City Hall	City Hall
Victoria Police Headquarters	Save-On-Foods Memorial Centre	Save-On-Foods Memorial Centre

## **Q11. Art, Culture and Events**

Overall, survey respondents ranked their **top three** core **Art, Culture and Events** services and programs as: **Public markets**; **Festivals and special events**; and **Free arts, cultural and music programming**.

### **Arts, Culture and Events**

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**Most  
Important**

- 1** Public markets
- 2** Festivals and special events
- 3** Free arts, cultural and music programming
- 4** Grants to support arts and culture programming
- 5** Grants to support neighbourhood-led projects
- 6** Public art commissioning and maintenance
- 7** Local artwork displays
- 8** Indigenous Artist in Residence and Artist in Residence programs
- 9** Poet Laureate and Youth Poet Laureate program

**Least  
Important**

OPTIONS	AVG. RANK
Public markets	3.33
Festivals and special events	3.34
Free arts, cultural and music programming	3.78
Grants to support arts and culture programming	4.51
Grants to support neighbourhood-led projects	4.66
Public art commissioning and maintenance	5.62
Local artwork displays (downtown kiosks, Commercial Alley Outdoor Art Gallery)	5.66
Indigenous Artist in Residence and Artist in Residence programs	6.09
Poet Laureate and Youth Poet Laureate program	8.00

*Mandatory Question (685 response(s))*

*Question type: Ranking Question*

**NOTE: Items with the lowest ranking number indicate the highest priority.**

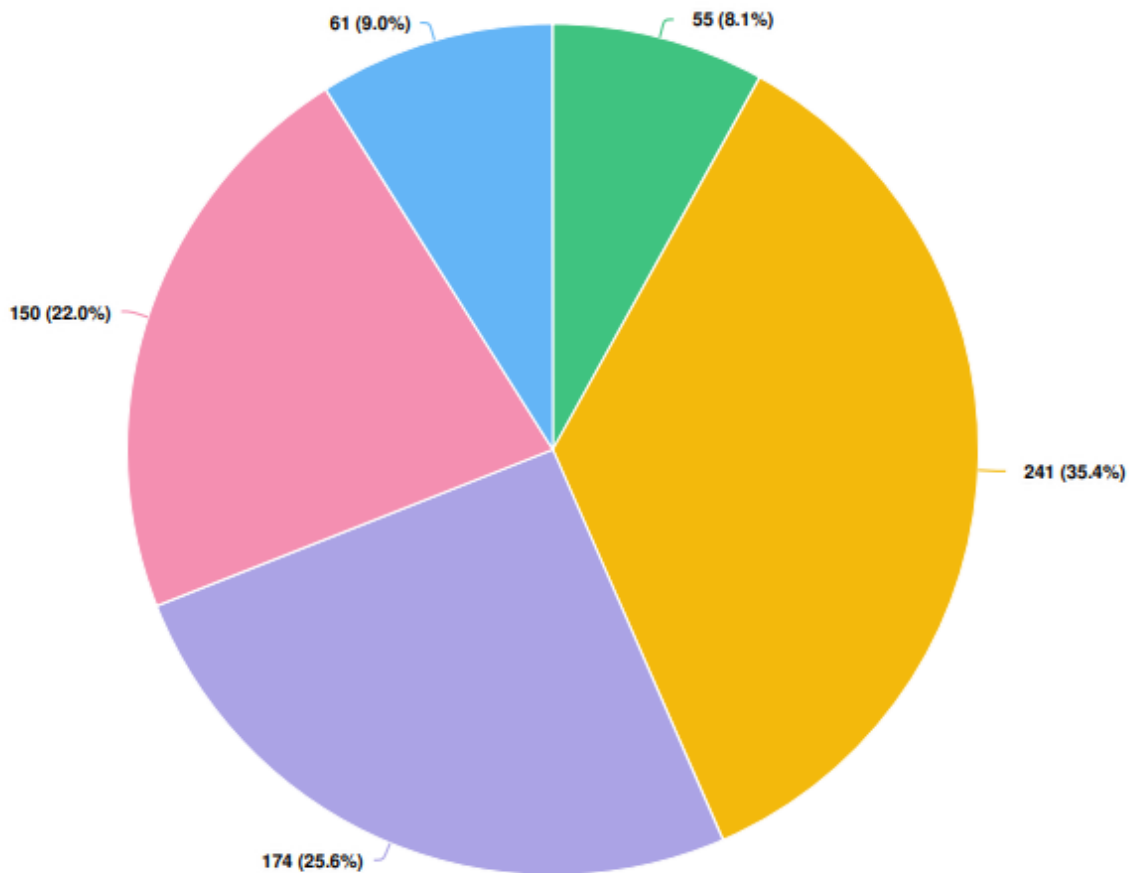
## Art, Culture and Events – Ranking Analysis

- **Free arts, cultural and music programming** was ranked as most important by Victoria renters and third by Victoria homeowners and business operators.
- **Festivals and special events** was ranked most important by Victoria homeowners, second by Victoria business operators and third by Victoria renters.
- **Public markets** was ranked most important by Victoria business operators and second by Victoria renters and homeowners.

<b>ART, CULTURE AND EVENTS</b> <b>Ranking of 9 Services/Programs</b> <b>(Highest to Lowest Priority)</b>		
<b>Renters</b>	<b>Homeowners</b>	<b>Business Operators</b>
Free arts, cultural and music programming	Festivals and special events	Public markets
Public markets	Public markets	Festivals and special events
Festivals and special events	Free arts, cultural and music programming	Free arts, cultural and music programming
Grants to support arts and cultural programming	Grants to support arts and cultural programming	Grants to support neighbourhood-led projects
Grants to support neighbourhood-led projects	Grants to support neighbourhood-led projects	Grants to support arts and cultural programming
Indigenous Artist in Residence & Artist in Residence programs	Public art commissioning and maintenance	Local artwork displays
Public art commissioning and maintenance	Local artwork displays	Public art commissioning and maintenance
Local artwork displays	Indigenous Artist in Residence & Artist in Residence programs	Indigenous Artist in Residence & Artist in Residence programs
Poet Laureate/Youth Poet Laureate programs	Poet Laureate/Youth Poet Laureate program	Poet Laureate/Youth Poet Laureate program

## Value for Tax Dollars

When asked to **assess the value you get for your tax dollars for all the programs, services and capital projects you receive from the City of Victoria**, 44% of survey respondents said they receive Fairly Good to Very Good value for their tax dollars, compared with 45% last year.



### Question options

- Very good value for your tax dollars
- Fairly good value for your tax dollars
- Fairly poor value for your tax dollars
- Very poor value for your tax dollars
- Don't know

Optional question (681 response(s), 4 skipped)

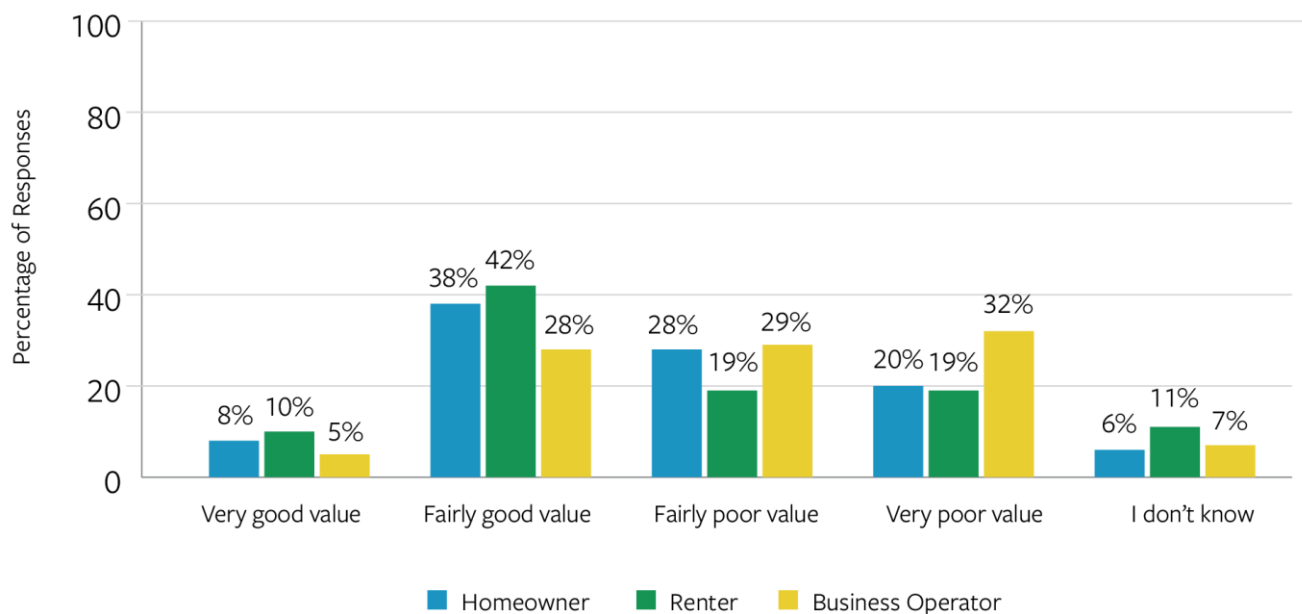
Question type: Radio Button Question

When comparing the results between Victoria renters and homeowners, the data shows that renters believe they are receiving slightly more value for their tax dollars than do homeowners.

In comparison, survey respondents who identified as Victoria business operators indicate they are receiving less value for their tax dollars.

## Overall value for tax money

Thinking about all the programs, services and capital projects you receive from the City of Victoria would you say that overall you get:



## WHAT WE HEARD: Feedback on the 2023 Draft Budget

### Public Meeting

- 27 redacted written submissions that formed part of the public meeting agenda package are available in **Attachment A**. In addition, comments were shared by four people in person and four people who called in to address Council at the public meeting. The [archived webcast](#) is available for viewing.

### Online Survey

- 38% of survey respondents provided written feedback on the 2023 Draft Budget. Please see the redacted comments in full in **Attachment B**.

### Emailed Feedback

- 77 emails were submitted to [engage@victoria.ca](mailto:engage@victoria.ca) containing feedback on the 2023 Draft Budget. Please see **Attachment C** for the redacted feedback.

### Key Themes

Key themes from all three public engagement opportunities are noted below in alphabetical order.

KEY THEMES	DETAILS
Accessibility	<ul style="list-style-type: none"><li>Apply accessibility lens to budget decisions</li><li>Reinstate Beacon Hill Park Accessibility/Mobility Study</li><li>Open up Clover Point to everyone</li><li>Accommodation Policy required</li><li>Focus on accessible housing and parking</li><li>Prioritize quick fixes to public washrooms for accessibility</li><li>Implement Accessibility Framework's Short-Term Action Plan</li><li>Proceed with the Dogs in Parks review</li><li>Need a set of stairs with hand rails to make the Banfield Park floating dock accessible to more people</li><li>Advertise City services to make them more accessible to students</li><li>Council is making it harder for people with mobility needs to get around Victoria by car</li></ul>
Arts and Culture	<ul style="list-style-type: none"><li>Support library budget request, Participatory Budgeting, Arts Infrastructure Grant and Strategic Initiatives Grant</li><li>Invest in arts and culture to make people want to come downtown</li><li>With COVID funding programs ending, arts and culture organizations need municipal funding more than ever; maintain or increase Festival Investment Grant and other arts funding programs</li><li>Look ahead to a refresh of the Cameron Bandshell or create a similar amphitheatre venue in another park or waterfront space</li><li>Support music tourism; support a local music venue for 200-300 people</li><li>Stop discretionary funding for poet laureates and artists in residence programs, at least for a few years</li></ul>



KEY THEMES	DETAILS
<b>Climate</b>	<ul style="list-style-type: none"> <li>• Invest in climate change mitigation strategies</li> <li>• Allocate funds towards climate emergency at a faster rate</li> <li>• Focus on reducing greenhouse gas emissions</li> <li>• Budget should incorporate a climate lens on all spending (roadway maintenance and construction – to include greenhouse gas emissions alongside dollar allocation)</li> <li>• Fund Go Victoria; complete the AAA bike network; walkable neighbourhoods</li> <li>• Increase number of DC fast chargers</li> <li>• Apply a climate lens to procurement</li> <li>• Don't fund EV infrastructure</li> <li>• Delete new waste bins and roll-out over 2 to 3 years</li> <li>• Climate action is not the City's mandate</li> </ul>
<b>Community Development</b>	<ul style="list-style-type: none"> <li>• More focus on neighbourhood businesses to reduce car use</li> <li>• More beautification: street lamps, architecture, bury power lines, urban villages, benches, public squares, more flowers downtown</li> <li>• Be equitable when investing in neighbourhoods</li> </ul>
<b>Core Services</b>	<ul style="list-style-type: none"> <li>• Core services review is needed</li> <li>• Focus on core services</li> <li>• Find ways to control costs</li> <li>• Some "core services" noted in survey should not be core services</li> <li>• Amalgamate</li> </ul>
<b>Downtown Vitality</b>	<ul style="list-style-type: none"> <li>• Support downtown businesses; encourage people to come downtown</li> <li>• Please make downtown vibrant, safe, clean and beautiful</li> <li>• Address street vandalism downtown</li> <li>• Revitalize public spaces (Centennial Square, Ship Point, David Foster walkway)</li> <li>• Support for improving public realm downtown/Harris Green</li> <li>• If downtown dies, the city dies.</li> </ul>
<b>Environmental Stewardship</b>	<ul style="list-style-type: none"> <li>• Green stormwater infrastructure – be a watershed leader</li> <li>• Protect our urban forest and local ecosystems</li> <li>• More ocean clean-up</li> </ul>
<b>Feedback</b>	<ul style="list-style-type: none"> <li>• Please use citizen feedback to guide your decisions</li> <li>• Listen to Victoria taxpayers</li> </ul>
<b>Housing</b>	<ul style="list-style-type: none"> <li>• Fund affordable housing; make more affordable to families and young people or you won't have people to work service delivery jobs</li> <li>• Larger housing projects need approval (go beyond Missing Middle)</li> <li>• Apply a family/children lens (need for 3 bedrooms in new builds)</li> <li>• Affordable housing needs to include places for children to play</li> <li>• Reducing parking requirement for new housing is short-sighted – will drive out families and EVs need parking</li> </ul>

KEY THEMES	DETAILS
	<ul style="list-style-type: none"> <li>• Eliminate parking minimums in new housing developments</li> <li>• Move parking underground; provide more parking</li> <li>• Worried about not being able to afford mortgage or to live in Victoria</li> <li>• Work with the Province to accelerate construction of social housing</li> <li>• Create tax incentives to landlords to maintain adequate rental suites</li> <li>• New townhouses need to aesthetically fit in with neighbourhood – Victoria is losing its charm which is bad for tourism</li> <li>• New buildings won't make homes more affordable – rent control will</li> <li>• Develop housing that supports walkability and integrates green spaces</li> <li>• Raise the permit cost for Airbnbs; they compete with hotels and reduce rental housing market; fines unlicensed units</li> <li>• Invest in building co-op housing; don't give city away to condo developers</li> <li>• Affordable studio space and housing is needed for local artists</li> <li>• Housing is a provincial issue, not municipal</li> </ul>
<b>Indigenous Relations</b>	<ul style="list-style-type: none"> <li>• Engage with the leadership of local First Nations</li> <li>• Engage with UVic's School of Public Administration, School of Public Health and Social Policy, Indigenous Governance Program, and Indigenous Research Centre</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>• Focus on infrastructure</li> <li>• Don't neglect replacing and maintaining utilities and transportation</li> </ul>
<b>Libraries</b>	<ul style="list-style-type: none"> <li>• Plan for new Central Library</li> <li>• Plan for a library in Vic West</li> <li>• Plan for a library that services Jubilee, Fernwood, Fairfield and Oaklands neighbourhoods</li> </ul>
<b>Parks, Green Spaces and Public Spaces</b>	<ul style="list-style-type: none"> <li>• Focus on parks and biodiversity; increase park space</li> <li>• Transfer some reserves for park acquisition</li> <li>• Plant more trees; preserve existing trees; replace removed trees</li> <li>• Create more community gardens (so many wait lists)</li> <li>• Please pause/proceed with Dogs in Parks review (split)</li> <li>• Need for more Animal Control due to increase in dogs</li> <li>• More dogs-off leash areas are needed; too many dogs at Dallas Road</li> <li>• Open up Clover Point</li> <li>• Open roads in Beacon Hill Park to all</li> <li>• Don't fund Dallas Road Park or Stadacona Park revitalization</li> <li>• New Harris Green development needs green spaces; new park amenity</li> <li>• Pandora Avenue is a disgrace</li> </ul>

KEY THEMES	DETAILS
<b>Parking</b>	<ul style="list-style-type: none"> <li>• Hold off on increasing parking rates downtown until current wave of challenges involving vagrants and disenfranchised have been addressed. Don't add another incentive not to come downtown.</li> <li>• Many don't support increase in parking rates or extending pay parking until 7 p.m. as it will hurt downtown businesses that are already suffering from crime, vandalism and lack of people coming downtown</li> <li>• Increasing rates and extending time till 7 p.m. will hurt seniors and downtown workers who need to drive to work</li> <li>• Some people need the option to park downtown</li> <li>• Some support for increase in parking rates to reduce property tax %</li> <li>• Consider charging residents for street parking permits like Vancouver</li> <li>• Make sure people pay parking tickets to generate revenue</li> </ul>
<b>Police</b>	<ul style="list-style-type: none"> <li>• Share policing costs with Greater Victoria</li> <li>• Create a regional police department</li> <li>• Fund the police properly; crime is out of control</li> <li>• Increase police presence downtown; foot patrols help build relationships</li> <li>• Postpone other budget costs to pay for policing</li> <li>• Less investment in police and focus dollars instead in social infrastructure and other services that address homelessness, community programs</li> <li>• Increasing Police budget will not make a positive change in Victoria; health/social supports will</li> </ul>
<b>Property Tax Rate</b>	<ul style="list-style-type: none"> <li>• Do not increase – won't help the housing crisis</li> <li>• Taxpayers can't afford increases</li> <li>• Don't be part of inflationary pressures</li> <li>• 7% will still hurt people/seniors due to overall inflation; not affordable</li> <li>• Stay below 6%; keep taxes to the lowest level possible; limit to 2-3%</li> <li>• Some support for increased tax rate to maintain public services</li> <li>• Work within your budget; don't blame inflation for tax increase; control your spending; use fiscal restraint as responsible stewards; avoid increases in spending; ask what is necessary for the city to function?</li> <li>• Concern for increases in some departments</li> <li>• Cut the budget for non-essentials</li> <li>• When you raise taxes, you raise rents and cost of housing</li> </ul>
<b>Public Safety</b>	<ul style="list-style-type: none"> <li>• Council needs to hear residents' concerns about safety and protection from those who are not making rationale decisions due to mental health issues</li> <li>• Making the city, particularly downtown, safe is THE priority (fund police and/or bylaw enforcement)</li> <li>• Victoria has become dangerous and unsafe; not coming downtown</li> <li>• Residents don't feel safe downtown; increase in theft, property damage and lawlessness</li> <li>• Need to focus on keeping businesses downtown and making it safe and accessible for visitors and residents</li> <li>• More community policing on foot and fund the police to remove security</li> </ul>

KEY THEMES	DETAILS
	<p>burden and harm from local businesses</p> <ul style="list-style-type: none"> <li>• Concern for safety of people and costly property damage at a strata residential building surrounded by shelter hotels – step up and provide security for those who live and own businesses in the neighbourhood. City and other levels of government need to provide a solution.</li> <li>• Concern for increase in crime and open drug use downtown and near the Johnson Street Bridge – we need a Council that is tough on crime and able to clean up the city. It's gotten out of control and is scary.</li> <li>• Fund Fire and Bylaw enforcement</li> </ul>
<b>Recreation</b>	<ul style="list-style-type: none"> <li>• Fund the pickleball courts in Topaz Park (well-supported)</li> <li>• Apply a child-filtered lens to recreation opportunities</li> <li>• New facility needed to replace Crystal Pool</li> <li>• Crystal Pool Referendum – how to be inclusive in promoting; what is the minimum turn-out to be legitimate; what is the end result if we don't build this 5, 10, 15 and 20 years from now. (See public meeting webcast)</li> <li>• Huge waste of money to hold a referendum on future of Crystal Pool</li> <li>• Retrofit/upgrade on same footprint; no borrowing for new Crystal Pool</li> </ul>
<b>Staff / Consultants</b>	<ul style="list-style-type: none"> <li>• Alarmed by Council's reluctance to follow City staff recommendations.</li> <li>• Put a freeze on hiring consultants</li> </ul>
<b>Survey</b>	<ul style="list-style-type: none"> <li>• Difficult and unreasonable to rate importance of core services (fire, police, water, sewage)</li> </ul>
<b>Transportation</b>	<ul style="list-style-type: none"> <li>• Support active transportation: more safe bike lanes, new and wider sidewalks, more crosswalks and traffic calming</li> <li>• Regional transportation plan needed; support rapid transit</li> <li>• Focus on regional transit; make it free for seniors</li> <li>• Stop with the bike lanes on residential streets; stop funding bike lanes</li> <li>• Support for charging a fee for the valet bike parking</li> <li>• Focus dollars on repairing all roads and pot holes; widen roads</li> <li>• Provide grants to expand car-sharing programs</li> <li>• Make a city-wide evacuation plan available to all Victoria residents due to changes to traffic patterns; people won't be able to safely evacuate</li> <li>• Focus on safety and well-being of passengers (first aid kits for taxis and driver certification)</li> <li>• License bikes on an annual basis to generate revenue</li> <li>• Follow Saanich in their bike lane construction</li> <li>• Reduce Transportation budget items by 50% (multi-modal corridors, traffic calming, bike lanes, crosswalks, sidewalks, new traffic signals)</li> <li>• Slow down traffic around cruise ship terminal to make safer for pedestrians; wide/raised cross walks/speed bumps near Shoal Point</li> <li>• Stop funding youth pass</li> </ul>

KEY THEMES	DETAILS
<b>Vulnerable Populations</b>	<ul style="list-style-type: none"> <li>• Homelessness should be number one priority – this should be a regional, not just a City of Victoria issue</li> <li>• Work with provincial government to get drug addition and mental health supports in place – be humane and make people feel safer downtown</li> <li>• Ban sheltering in all parks</li> <li>• Bylaw enforcement needed re: no camping on Pandora</li> <li>• Make non-profits running housing facilities more accountable</li> <li>• Where are social services in the budget?</li> </ul>

### **More Information on Who Participated in the Budget Survey**

#### **Newcomers**

- 17% of survey respondents indicated they are a **newcomer to Victoria** (*lived here for five years or less*).

#### **Family Size**

The 2023 budget survey asked respondents **to best describe their family size**.

Of the 665 people who answered this question, the **largest family size is two people** (47%), followed by one person (20%) and then four people (11%) and three people (10%).

- 47% two people
- 20% one person
- 11% four people
- 10% three people
- 4% five or more people
- 7% preferred not to answer

*Note: Percentages will not add to 100 due to rounding*

## Age Distribution

672 survey participants chose to answer the age category question.

- 19% identify as being ages 65 – 74 (well represented and the highest participation)
- 17% identify as being ages 55 – 65 (well represented)
- 17% identify as being ages 35 – 44 (well represented)
- 14% identify as being ages 45 – 54 (well represented)
- 14% identify as being ages 25 – 34 (under represented)
- 6% identify as being ages 75 – 84 (close to full representation)
- 4% identify as being ages 15 – 24 (under represented)
- 0.2% identified each as being 0 – 14 and 85+ (under represented)

Age Range	Percentage of Survey Respondents	Percentage of City Population (Census 2021)
0 – 14	0.2%	9%
15 – 24	4%	10%
25 – 34	14%	19%
35 – 44	17%	15%
45 – 54	14%	11%
55 – 64	17%	13%
65 – 74	19%	13%
75 – 84	6%	7%
85+	0.2%	4%
Selected: “Chose Not to Answer”	9%	N/A

*Note: Percentages will not add to 100 due to rounding.*

## Neighbourhood Distribution

The map below provides a breakdown by Victoria neighbourhood of where survey respondents reside.



## Neighbourhood Distribution (continued)

Based on the 674 survey respondents who chose to answer this question, the following table shows the percentage of people per Victoria neighbourhood who participated in the 2023 Budget Survey, compared with the percentage of the City's population per neighbourhood based on the Census 2016. (Note: Census 2021 data for Victoria neighbourhoods is anticipated to be available in summer 2023.)

### Analysis:

- **James Bay and Fairfield** tied with **16% each** for neighbourhood representation (well representing the neighbourhood populations according to the 2016 Census)
- **Downtown** (includes Harris Green) followed with **10%** (well represented)
- **Rockland** was well represented with 5%
- **All other Victoria neighbourhoods** were slightly under represented in the survey, *with 5% of respondents preferring not to answer*
- **6%** identified as “**Other**” (e.g., residing in Saanich 15, Oak Bay 7, Esquimalt 5, Langford 5, Colwood 1, North Saanich 1, View Royal 1, Sooke 1, with 1 person mis-identifying Harris-Green as being outside of the City of Victoria)

Victoria Neighbourhoods	Survey	Census 2016
James Bay	16%	14%
Fairfield	16%	14%
Downtown (+Harris Green)	10%	7%
Fernwood	9%	11%
Hillside Quadra	7%	9%
Victoria West	7%	9%
Rockland	5%	4%
Oaklands	5%	8%
Burnside Gorge	4%	8%
Jubilee	4%	6%
Gonzales	4%	5%
North Park	3%	4%
Other Municipalities	6%	N/A
Prefer Not to Answer	5%	N/A

*Note: Percentages will not add to 100 due to rounding.*



## HOW WE PROMOTED

All promotional materials included the 2023 Draft Budget engagement branding: **“Your City Budget. Tell us what matters most.”**

A combination of paid print and online advertising, stakeholder emails and e-newsletters was used to raise awareness of and participation in the budget engagement opportunities.

City’s website at [victoria.ca](https://victoria.ca) linking to the City’s Have Your Say engagement platform at [engage.victoria.ca](https://engage.victoria.ca)



- **Media release** to broaden reach and create awareness
- **Poster** (print and online attachment to stakeholder emails)



## Media Release

Friday, February 17, 2023 | For Immediate Release

### Your City Budget. Tell Us What Matters Most.

VICTORIA, BC — The City is inviting public feedback on the 2023 Draft Budget and City core services and programs. Council is considering a 6.96 per cent tax increase this year to match inflation, down from an 8.99 per cent increase proposed in January.

Inflation has increased the costs of goods, services and labour, meaning the City’s budget must also increase to continue to deliver the same level of programs and services that Victoria residents expect, while considering the best value for tax dollars. As the City enters the fourth year of the COVID-19 pandemic, it is facing different pressures – some are economic, some are environmental – all are global.

On February 6, a Council motion directed staff to develop a new 2023 Draft Budget that caps the property tax increase at inflation – 6.96 per cent – and that the Police Board develop a new draft budget at the same rate.

On February 17, Council approved in principle a budget that includes mitigation strategies proposed by staff to achieve the lower tax rate (see background), in addition to re-prioritizing some operations.

The Police Board will present its 2023 VicPD Provisional Budget to Council at a later date for consideration.

The City’s 2023 Draft Budget proposes to invest \$297.95 million in the operating budget and \$64.9 million in capital budget improvements.

The public is invited to provide feedback on the 2023 Draft Budget and the City core services and programs that matter most to them by:

- Participating in a public meeting on **Thursday, February 23 at 6:30 p.m. at Victoria City Hall** in person, by calling in or sending a written or video submission and tuning in to the live webcast.
- Completing a short online survey by **11:59 p.m. on Sunday, March 5.**
- Emailing [engage@victoria.ca](mailto:engage@victoria.ca) with “City Budget” in the subject line by **11:59 p.m. on Sunday, March 5.**

All feedback collected will be summarized and shared with Council to help inform final budget decisions, as well as made available on the City’s website. To learn more and complete the online survey, visit: [engage.victoria.ca](https://engage.victoria.ca)

**Background:** List of Adjustments to City’s 2023 Draft Budget

—30—

## Print advertising:

- **2 Legislative public meeting ads**  
(Times Colonist: February 12 and 18)
- **5 branded engagement ads**  
(Times Colonist: February 18, 21, 22, 25  
Vic News: March 2)
- **Stakeholder emails/poster**  
(close to 300 organizations)
- **City Advisory Committees** (10)
- **Have Your Heard newsletter**  
(seen by 5,600 subscribers)
- **Connect e-newsletter**  
(2,962 subscribers)
- **City Hall foyer screen**
- **Social Media Campaign/Online Advertising**
  - Organic posts (Facebook event, Facebook, Twitter, Instagram, Instagram Story)
  - Boosts on Facebook and Instagram
  - Google search campaign
  - You Tube branded video

Platform	Reach	Clicks
Twitter	24,767	257
Facebook	21,741	1,049
Instagram	7,122	Combined with FB
YouTube	9,200	13
Google Search	5,520	178

**Your City Budget.**  
**Tell us what matters most.**

Provide feedback on the 2023 Draft Budget and the City core services and programs that matter most to you.

**Have Your Say:**

- Complete a short online survey by Sunday, March 5.
- Email [engage@victoria.ca](mailto:engage@victoria.ca) with "City Budget" in the subject line by Sunday, March 5.
- Participate in a public meeting on Thursday, February 23 at 6:30 p.m. at Victoria City Hall. Address Council in person, by phone, or by written or video submission and tune in to the live webcast.

Learn more and take the survey: [engage.victoria.ca](https://engage.victoria.ca)



**Connect**  
March 2023

Here is your monthly update from the City of Victoria. Read on for important updates, community events and information about your city.

**Your City Budget.**  
**Tell us what matters most.**

**Have Your Say - 2023 Draft Budget**

There's still time to provide feedback on the City's 2023 Draft Budget and core services and programs that matter most to you. Complete a short online survey or send an email to [engage@victoria.ca](mailto:engage@victoria.ca) with "City Budget" in the subject line by 11:59 p.m. on Sunday, March 5. All public feedback will be summarized and presented to Council to help inform final budget decisions.

[Learn More](#)

**City of Victoria**  
@cityofvictoria4924  
1.06K subscribers

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**Your City Budget. Tell us what matters most.**

Provide feedback on the City's 2023 Draft Budget and core services and programs that matter most to you by completing a short online survey at [engage.victoria.ca](https://engage.victoria.ca) or by email to [engage@victoria.ca](mailto:engage@victoria.ca) with "City Budget" in the subject line by Sunday, March 5.

You can also participate in the 2023 Draft Budget Public ...

[READ MORE](#)

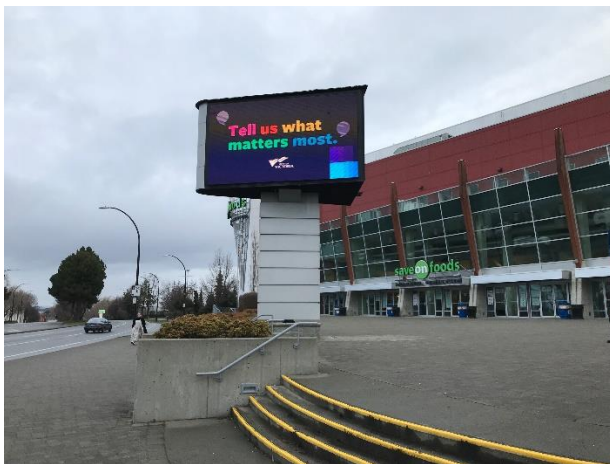
**City of Victoria - Local Government**  
Published by Kellie Leeson on February 24 at 10:53 AM · 49

You're invited to provide feedback on the City's 2023 Draft Budget and core services and programs that matter most to you by completing a short online survey at <https://engage.victoria.ca> or by email to [engage@victoria.ca](mailto:engage@victoria.ca) with "City Budget" in the subject line by Sunday, March 5.

All feedback will be summarized and shared with Council to help inform their budget decisions. To learn more and have your say, visit <https://engage.victoria.ca/2023-draft-budget-priorities>

**Your City Budget.**  
**Tell us what matters most.**

- Outdoor LED screen at Save-On-Foods Memorial Centre



## **CONCLUSIONS**

The City's draft budget engagement evolves each year. Feedback from residents and businesses on the 2023 Draft Budget and core services and programs helps to inform Council decisions on investments in the City's programs, services and capital projects.

Respectfully submitted,

Susanne Thompson  
Deputy City Manager/Chief Financial Officer

Sheldon Johnson  
Director of Communications & Engagement

**Report accepted and recommended by City Manager.**

### **List of Attachments:**

Attachment A: Public Meeting Written Submissions

Attachment B: Online Survey Report

Attachment C: Emailed Feedback