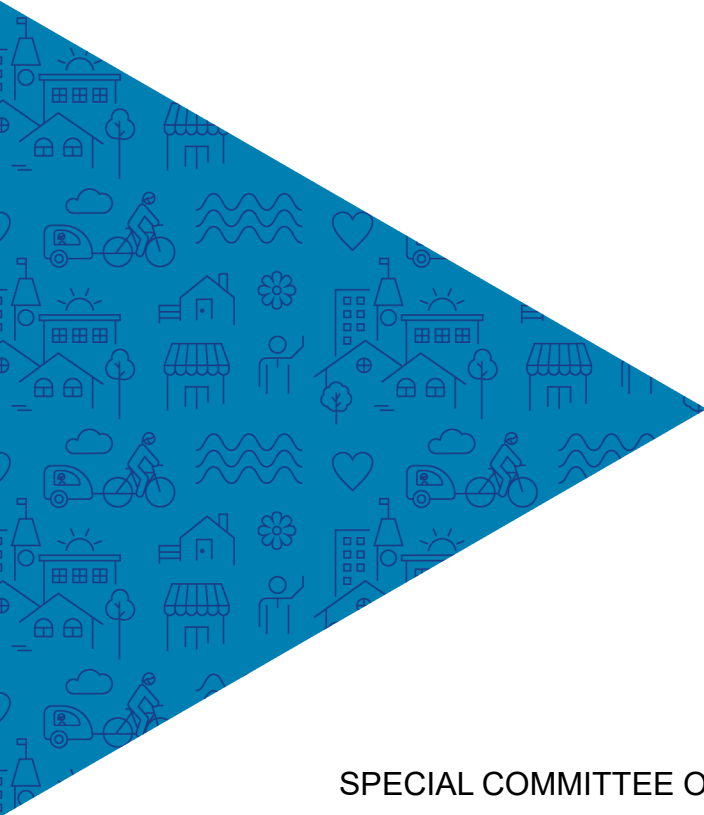


2024

CITY OF VICTORIA

2024 Draft Budget

Public Engagement Summary



SPECIAL COMMITTEE OF THE WHOLE | November 27, 2023

Engagement Summary

New, two-prong engagement approach, inviting input on Council's eight priorities for investment to help inform City department budgets and Council's 2024 budget decisions

- **Ipsos Budget Survey**
 - July 31 to August 17
 - Scientific random sampling of Victoria residents 18 years+
 - Aligned with 12 Victoria neighbourhood populations (Census 2016 data)
 - Cell phones and land lines
- **Budget Community Conversation Series**
 - September 11-27
 - Co-hosted focused conversations with eight equity-seeking local organizations
 - Connected with close to 80 members of the community

2024 BUDGET SURVEY

City of Victoria

PRESENTED BY:

Catherine Knaus, Director, Ipsos

November 27, 2023

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OBJECTIVES

- Obtain residents' input on City services, programs and spending priorities to help guide the development of the City's 2024 Budget

METHODOLOGY

- Random and representative telephone survey of adult (18+) Victoria residents
- n=700
- Fielded July 31 to August 17, 2023
- Final data weighted by gender/age and neighbourhood
- Overall margin of error: $\pm 3.7\%$, 19 times out of 20

Quality of Life

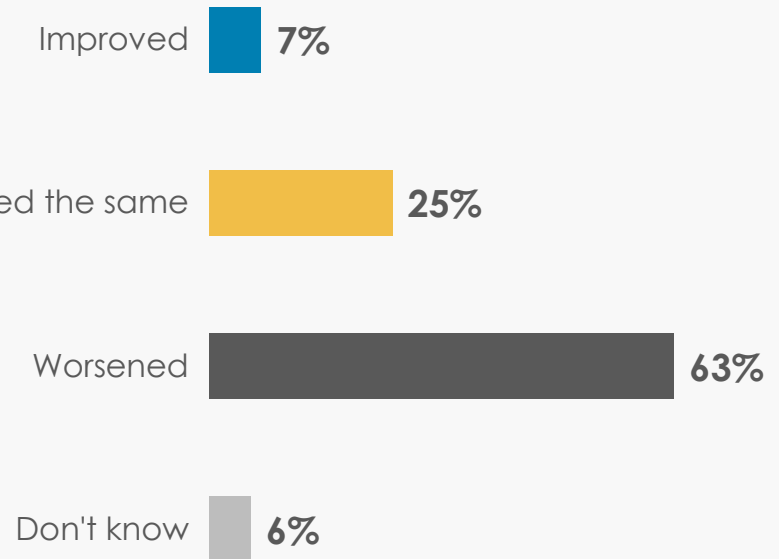
OVERALL PERCEPTIONS OF
QUALITY OF LIFE ARE POSITIVE

84%

Total Good
(Very Good + Good)

Base: All respondents (n=700)
Q2. How would you rate the overall quality of life in Victoria today?

...BUT MANY FEEL THIS HAS
WORSENERD OVER THE PAST THREE
YEARS

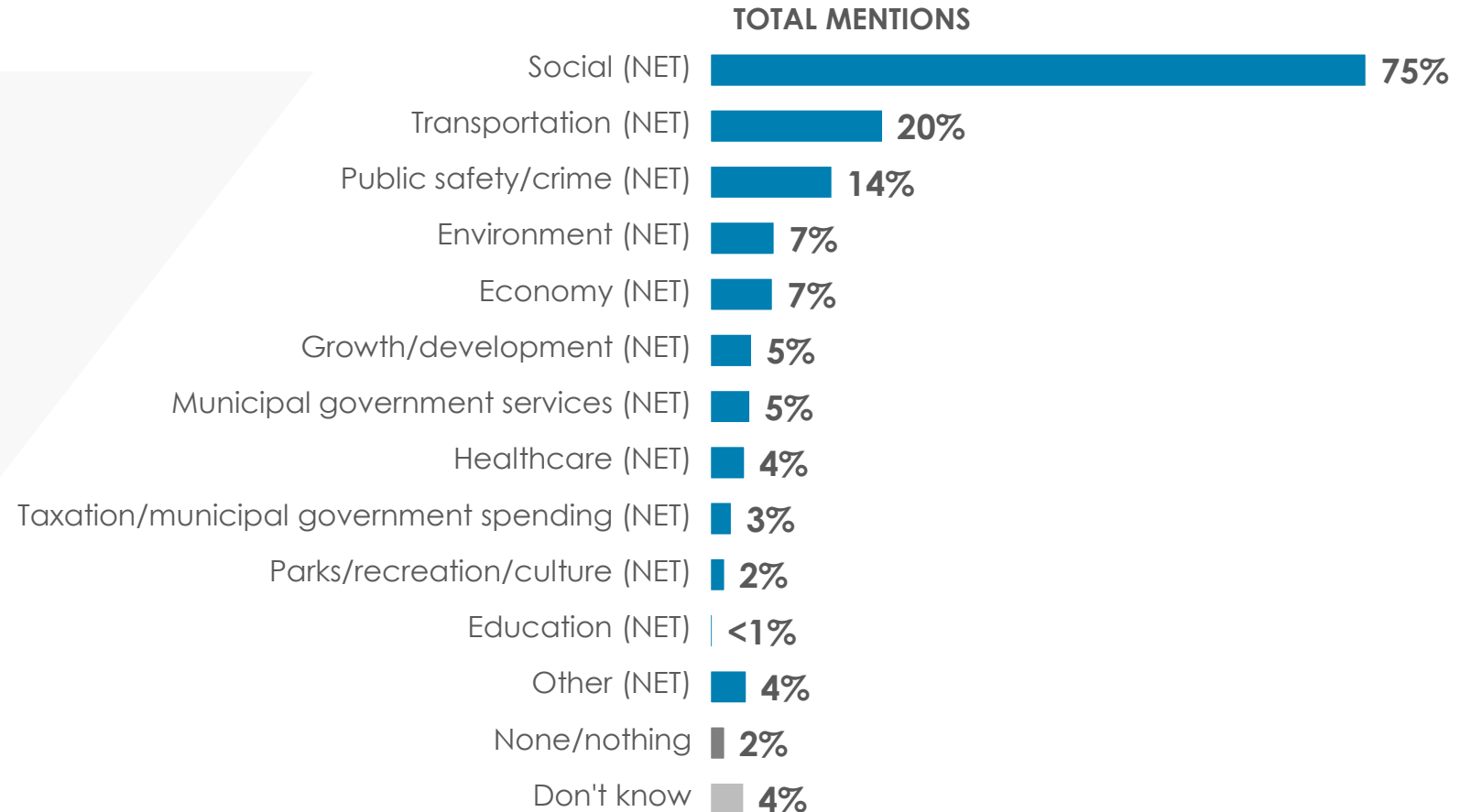


Base: All respondents (n=700)
Q3. And, do you feel that the quality of life in Victoria in the past three years has improved, stayed the same, or worsened?

Important Local Issues

(coded open-ends, multiple mentions allowed)

SOCIAL ISSUES DOMINATE THE PUBLIC ISSUE AGENDA



A "NET" is a combination of two or more mentions that cover a specific theme.

Base: All respondents (n=700)

Q1. In your view, as a resident of the City of Victoria, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Satisfaction with City Services

MOST ARE SATISFIED WITH CITY SERVICES OVERALL

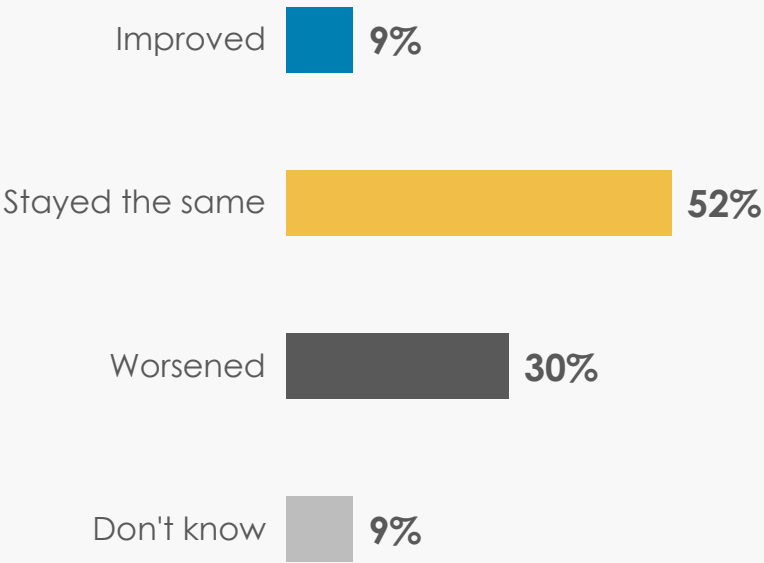
72%

Total Satisfied

(Very Satisfied + Somewhat Satisfied)

Base: All respondents (n=700)
Q4. How satisfied are you with the overall level and quality of services provided by the City of Victoria?

JUST OVER HALF SAY SERVICES HAVE STAYED THE SAME OVER THE PAST THREE YEARS



Base: All respondents (n=700)
Q5. And, do you feel that the overall level and quality of services provided by the City over the past three years has improved, stayed the same, or worsened?



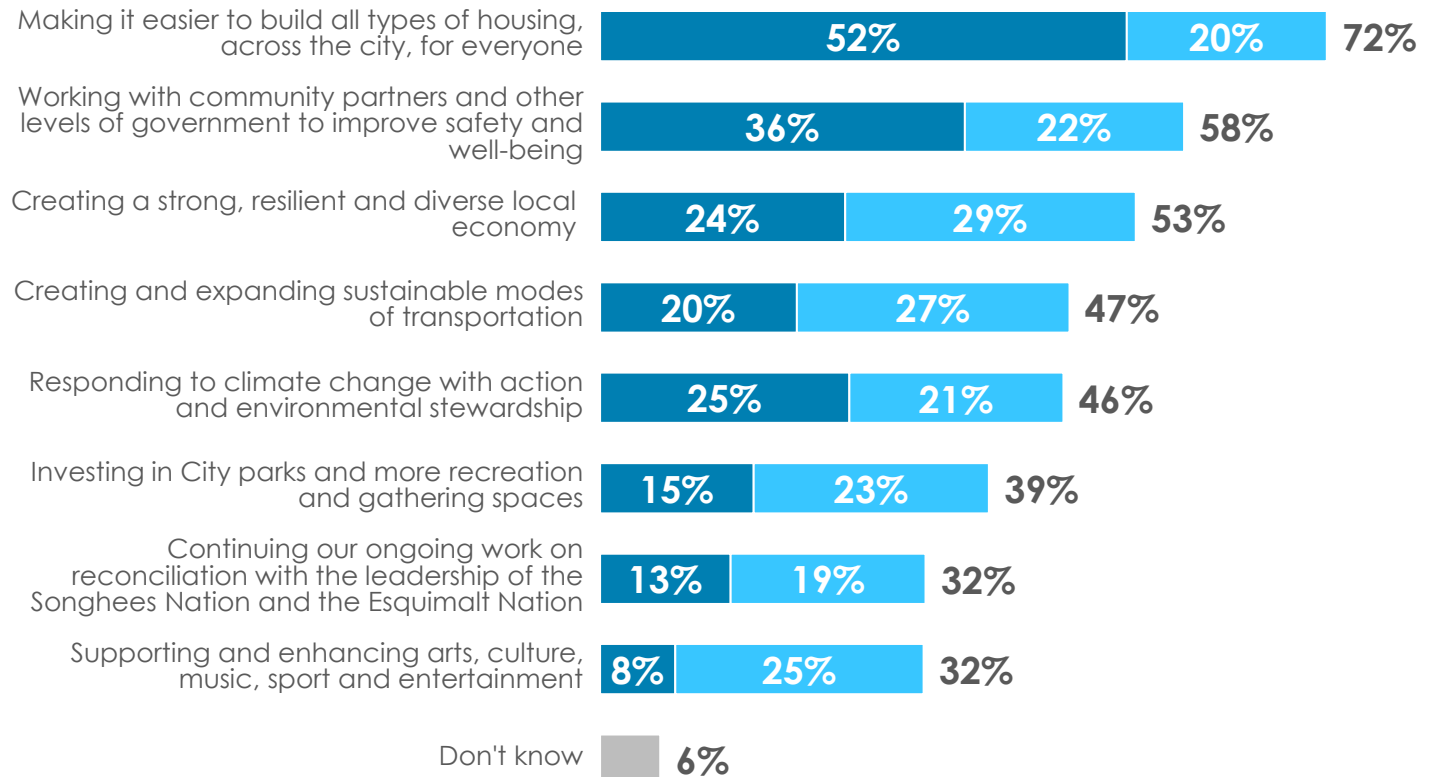
Priorities for Investment

HOUSING IS THE
TOP PRIORITY FOR
INVESTMENT

COMMUNITY
SAFETY AND
WELL-BEING
PLACES SECOND

FIRST/SECOND CHOICE TO INCREASE INVESTMENT IN

■ FIRST CHOICE ■ SECOND CHOICE TOTAL



Each respondent was shown two sets of four items. For each set, respondents were asked to select their first choice and second choice, resulting in two first choices and two second choices per respondent.
Base: All respondents (n=700)
Q7/Q8. If the City only had the ability to increase investment in one of the following areas, which would be your first choice? Which would be your second choice?

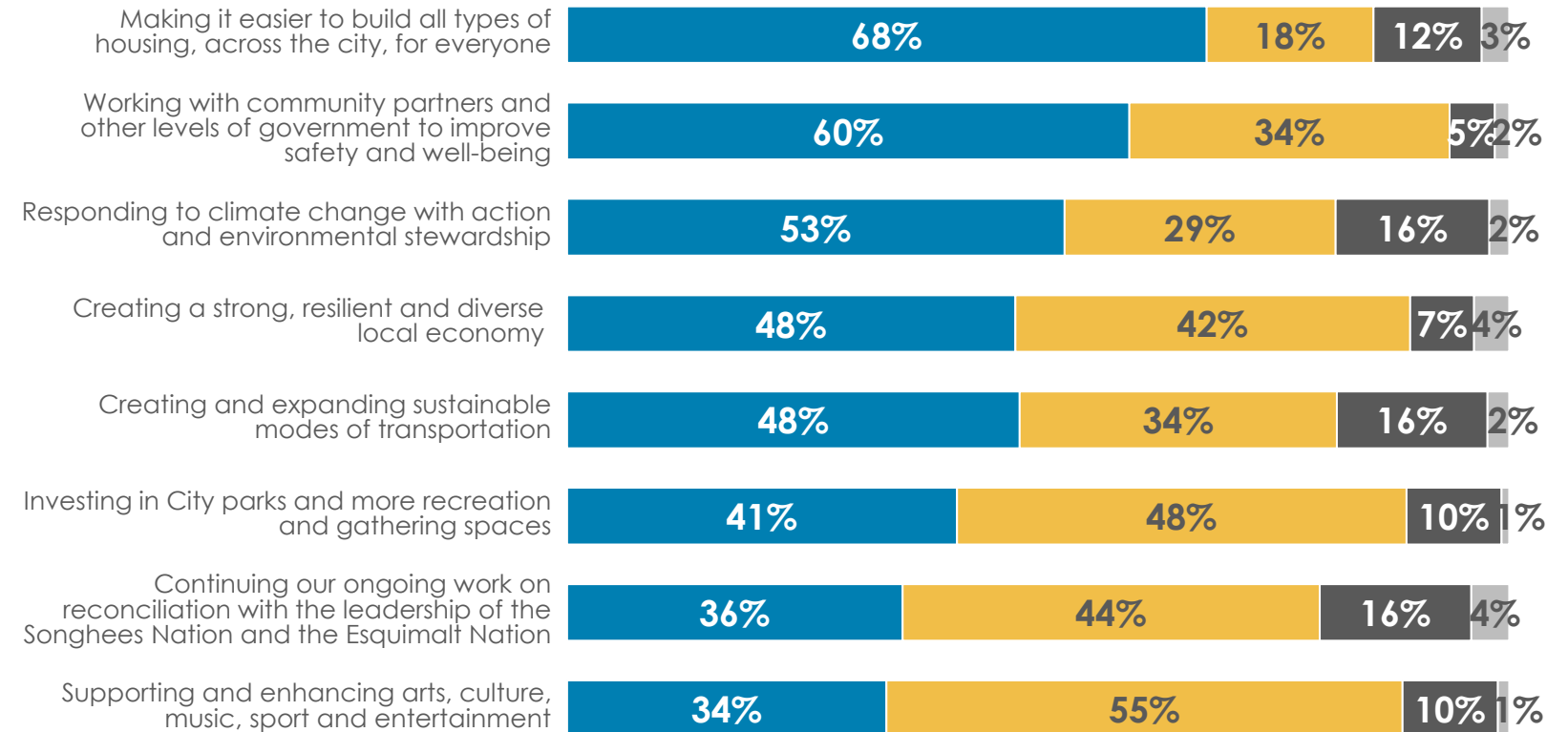
Priorities for Investment

HOUSING IS THE
TOP PRIORITY FOR
INVESTMENT

COMMUNITY
SAFETY AND
WELL-BEING
PLACES SECOND

LEVEL OF INVESTMENT IN CITY SERVICES AND PROGRAMS

■ MORE ■ SAME ■ LESS ■ DON'T KNOW



Base: All respondents (n=700)

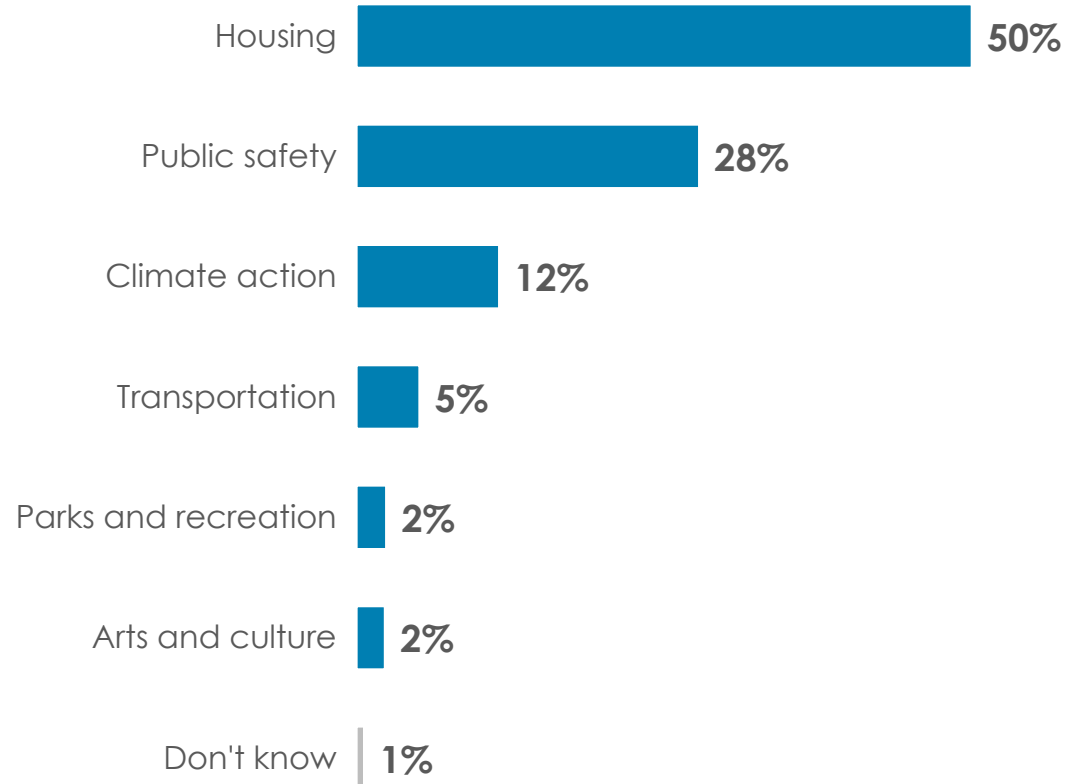
Q6. The City of Victoria has started planning for its 2024 Draft Budget. To help inform this process, the City is interested in learning residents' priorities for investment next year. Considering all the services and programs competing for funding dollars, please tell me whether you think the City should invest more, less, or about the same as this year in each of the following.

Priorities for Investment

HOUSING IS THE
TOP PRIORITY FOR
INVESTMENT

COMMUNITY
SAFETY AND
WELL-BEING
PLACES SECOND

CORE CITY SERVICE MOST IN NEED OF ATTENTION AND INVESTMENT NEXT YEAR

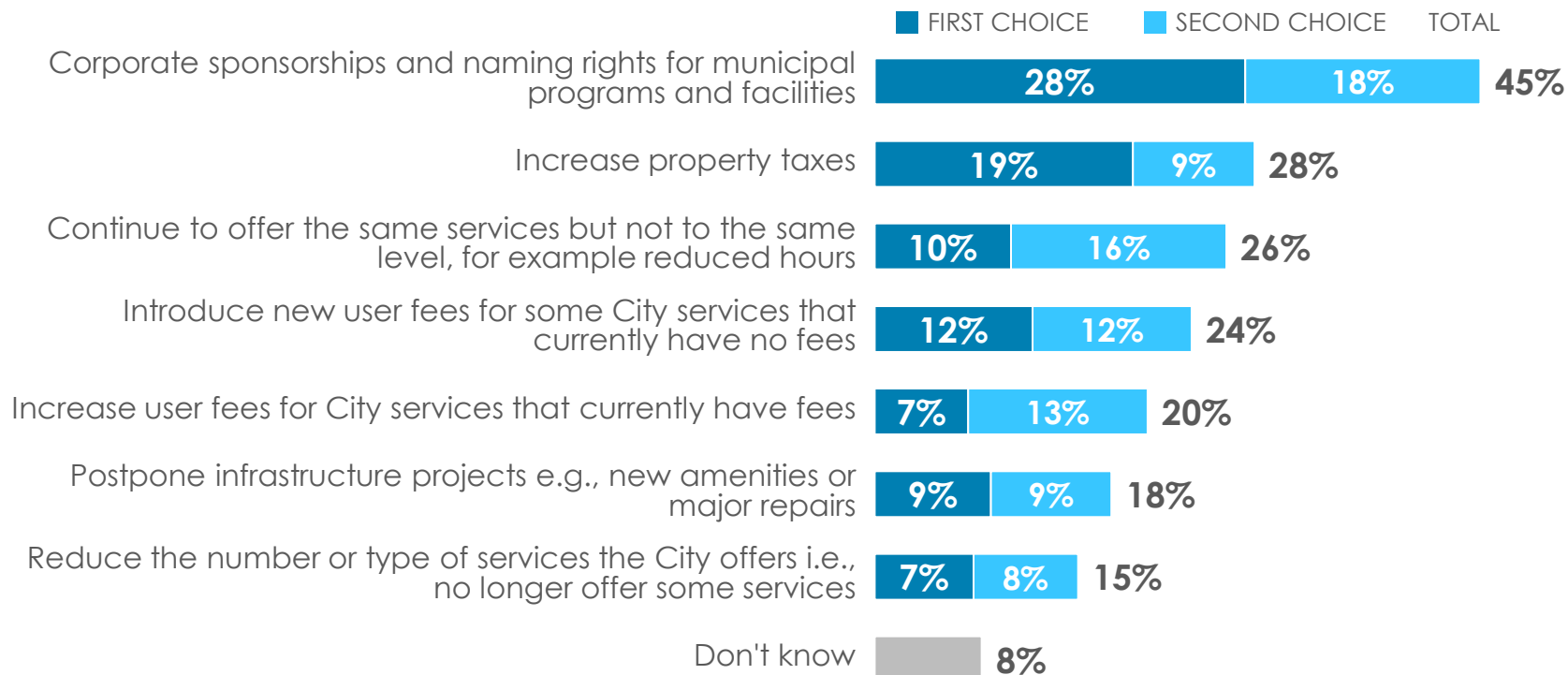


Base: All respondents (n=700)
Q9. Of the following six core City services, which one do you think needs the most attention and investment next year?

Financial Planning



TO BALANCE THE BUDGET, RESIDENTS PREFER **CORPORATE SPONSORSHIPS AND NAMING RIGHTS** MOST OF ALL



Base: All respondents (n=700)

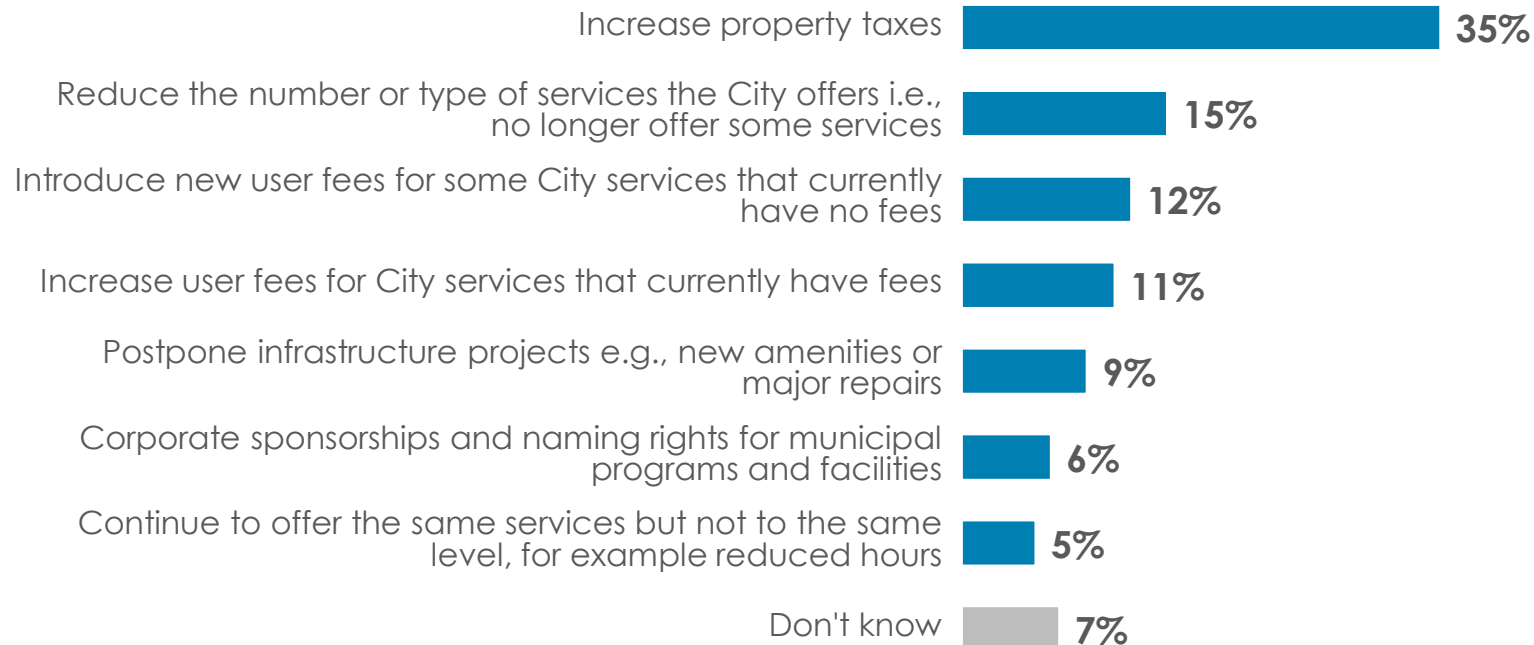
Q10. The City has a number of financial tools that can be used to balance the budget. Which one of the following would you most prefer the City use to balance its budget?

Q11. Which one would you next most prefer?

Financial Planning



AN INCREASE IN PROPERTY TAXES IS THE LEAST PREFERRED OPTION



Base: All respondents (n=700)
Q12. And which one would you least prefer?

Weighted Sample Characteristics (1/2)



GENDER IDENTITY



46%



51%

2% Non-binary

1% Prefer to self-describe

1% Refused



AGE

18 to 34 31%

35 to 54 29%

55+ 40%

Refused 1%



NUMBER OF PEOPLE IN HHLD

1 31%

2 37%

3 11%

4 14%

5 or more 7%

Refused 1%



CHILDREN <18 IN HHLD

Yes 20%

No 80%

Refused 1%



OWN/RENT

Own 49%

Rent 50%

Refused 1%



EDUCATION

High school or less 14%

Some post-secondary/
college diploma 29%

Completed university
degree/ post-grad 55%

Refused 2%



HHLD INCOME

<\$40K 14%

\$40K to <\$60K 14%

\$60K to <\$80K 15%

\$80K to <\$100K 16%

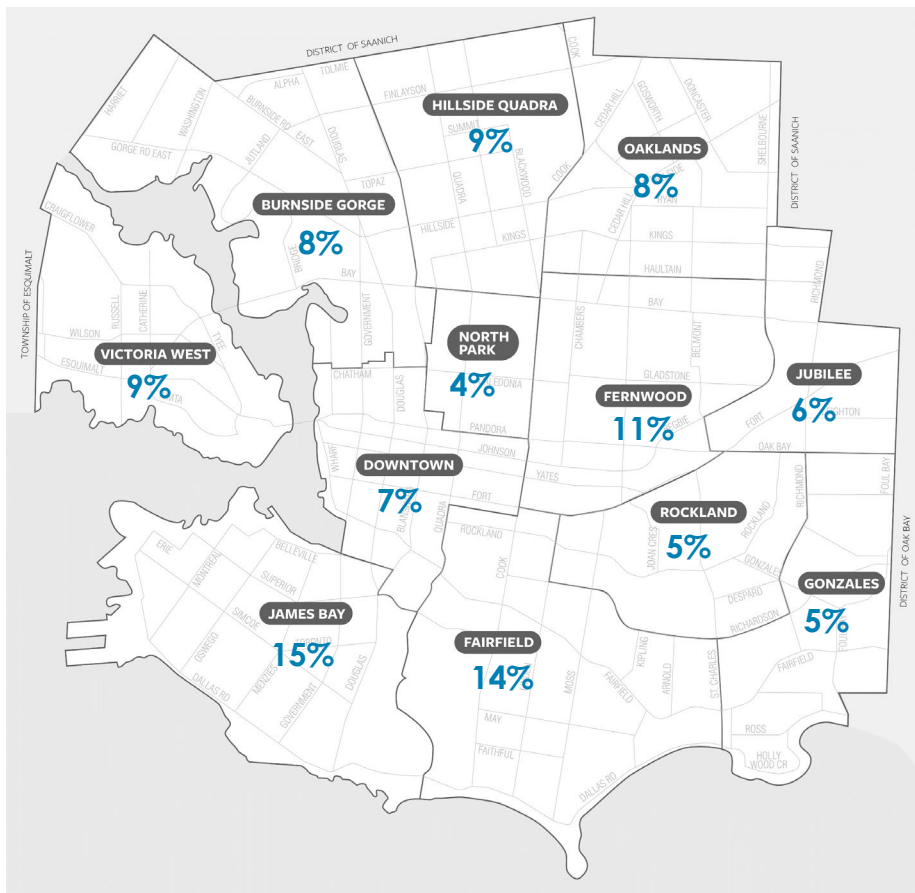
\$100K+ 29%

Refused 11%

Base: All respondents (n=700)

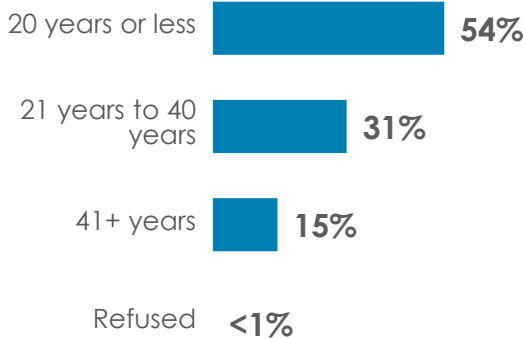
Weighted Sample Characteristics (2/2)

NEIGHBOURHOOD



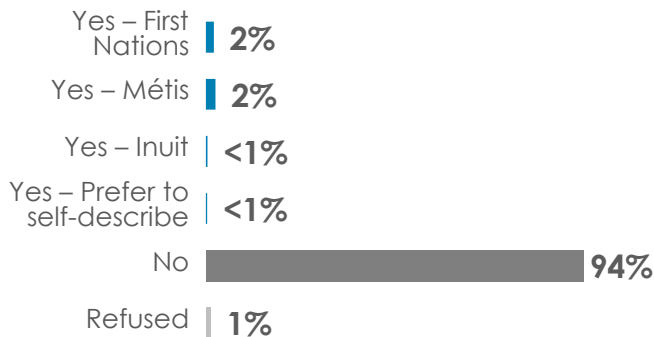
Base: All respondents (n=700)

YEARS LIVED IN VICTORIA

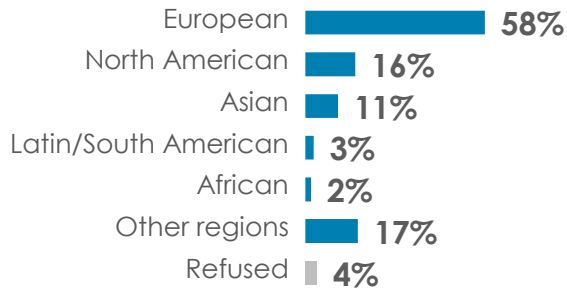


Mean 22.6 years

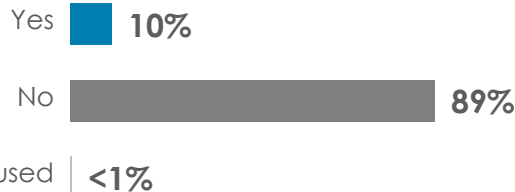
INDIGENOUS IDENTITY



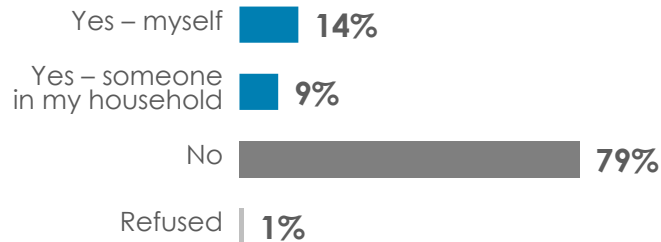
ETHNIC ORIGIN



OWN VICTORIA BUSINESS



DISABILITY IN HHLD



Budget Community Conversation Series with Equity-Seeking Groups

Goals

- To supplement the Ipsos Budget Survey and hear from **diverse and varied perspectives** from across the city
- To provide a **safe and respectful space** to hear from those in our community who we don't often hear from
- For all participants to feel **heard and respected**
- To **build reciprocal relationships** with equity-seeking organizations and the community members they serve; aligned with City's Engagement Framework
- To hear from **8-10 community members** per budget conversation in September



Budget Community Conversation Series

We partnered with:

- Aboriginal Coalition to End Homelessness
- Action Committee of People with Disabilities
- City of Victoria Youth Council
- Inter-cultural Association of Greater Victoria (ICA)
- Our Place Society
- Peers Victoria Resources Society
- Silver Threads Service for Seniors
- Victoria Native Friendship Centre

Victoria Native
Friendship Centre



aceh society



Inter-Cultural
Association
of Greater Victoria

ACPD



ourplace



peers

Silver
Threads
service
for seniors

Budget Community Conversation Series

Format

- 1.5 to 2-hour conversations | information sheets provided in advance
- 2 engagement activities | Boardroom setting or semi-circle
- A facilitator, recorder + EDI staff support
- Privacy and confidentiality were key
- 8-11 community participants
- 1-2 co-hosting organization representatives
- Indigenous land acknowledgement
- Co-hosted at organization's venues and City Hall Antechamber
- Compensation for each organization's and participant's involvement; complimentary food and beverage

Budget Community Conversation Series

Accommodations

To be inclusive and remove any barriers to participating:

- Hybrid meeting upon request (in-person and Microsoft Teams)
- ASL Interpreter in the room
- Virtual live captionist with projection of conversation on screen in the room
- Antechamber's hearing loop was used
- Additional City staff to liaise with virtual participants and roam the room with a microphone to amplify people's input
- Information sheets and accessible Word versions provided in advance (large font print copies available in person)
- Room was scent and nut free
- Taxi vouchers available

Budget Community Conversation Series

We Heard From

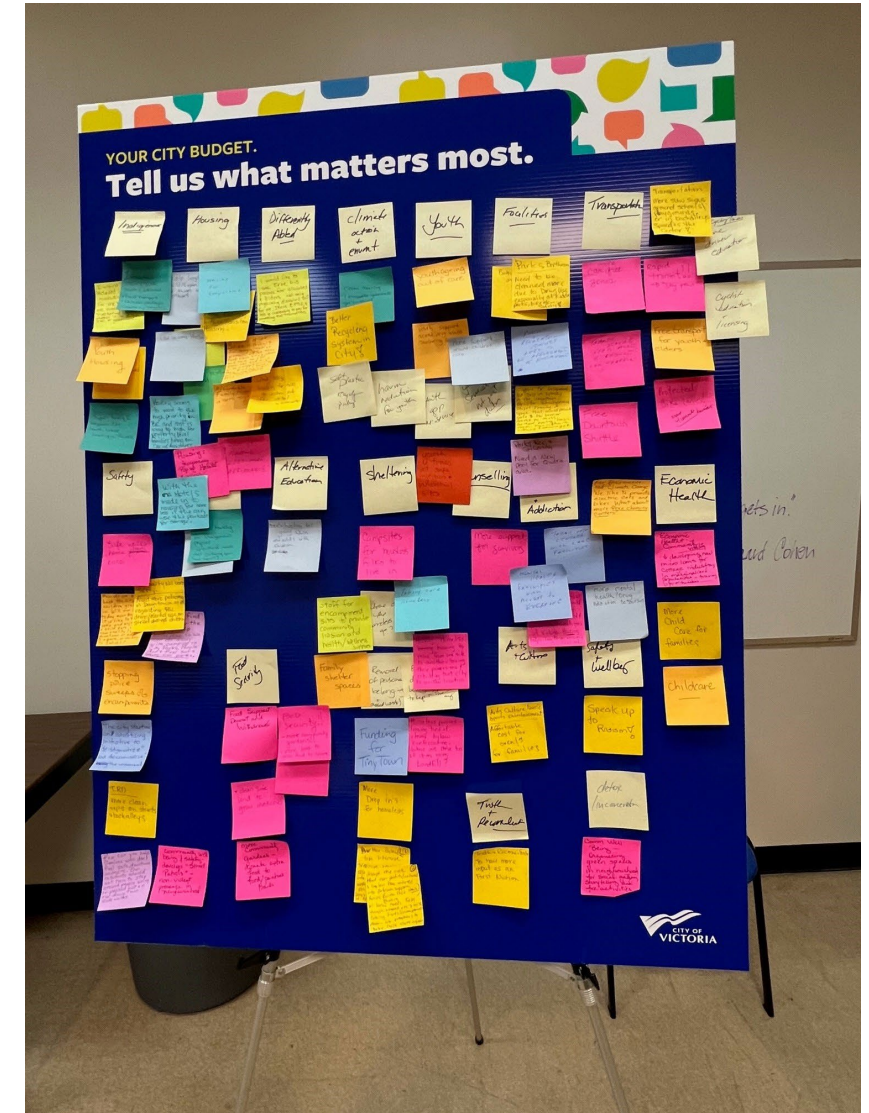
- Urban Indigenous people
- Seniors
- Youth
- Immigrants
- People with disabilities
- Sex trade workers
- People who are currently unhoused/sheltering
- Those living in supportive housing or transitioned to independent housing

Budget Community Conversation Series

Ideas Activity 1:

What would you like City Council to fund next year to help you and your community?

Positive response, resulting in a range of ideas discussed and categorized under agreed upon themes.



Activity 1 – Categories

- Accessibility and Advocacy
- Arts and Culture
- City Facilities
- Climate Action and the Environment | Waste
- Clean Streets | Sidewalks | Transportation
- Communication
- Community and Social Connections
- Economy and Downtown
- Education and Training
- Food Security
- Healthcare and Supports | Mental Health | Addiction
- Housing | Shelters | Sheltering | Storage of Belongings
- Indigenous Supports
- Immigrant Supports
- Parking
- Roles of levels of government and agencies
- Safety and Well-Being
- Truth and Reconciliation
- Youth

Budget Community Conversations

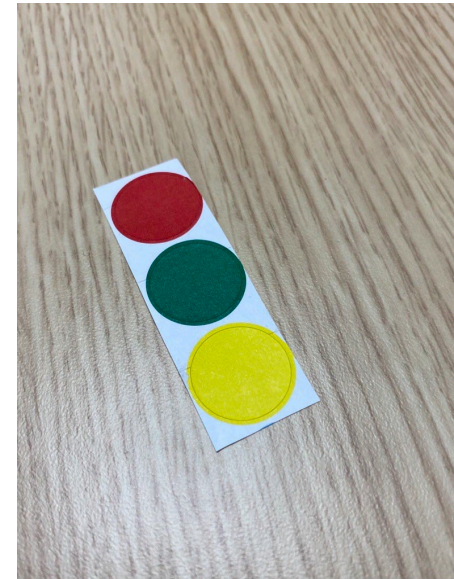
Ranking Activity 2:

Each participant received a set of **three sticky dots** to rank their priorities for *funding next year*.

Green = most important priority to them

Yellow = second most important priority

Red = least important priority



Budget Community Conversations

Ranking Key Findings

- ❑ **Housing** was ranked as the **most important priority** most often by groups or second most important
- ❑ Youth ranked **housing** as both the most and second most important to them (i.e., four green dots and four yellow dots on right)
- ❑ **Community Well-Being and Safety** was ranked second most important and as most important by most groups
- ❑ **Climate Action and Environmental Stewardship** was ranked most important by two groups



Budget Community Conversations

- **Arts, Culture, Music, Sport and Entertainment** was ranked as the least important at this time. However, support for Indigenous arts, crafts and culture was a topic of discussion in the first activity.
- While **Transportation** did not rank highly, it was a topic of discussion in the post-it-note Ideas Activity among all groups.
- Although **Truth and Reconciliation** was not ranked highly as its own strategic priority, in the first activity, there was an expectation shared that it would be play a role in all of Council's strategic priorities.



Ranking of Council's Priorities by Equity-Seeking Group Participants (Multiple entries indicate a tie)			
Equity-Seeking Participant Group	Most Important	Second Most Important	Least Important
Silver Threads Service	Community Well-Being and Safety	Community Well-Being and Safety	Arts, Culture, Music, Sport and Entertainment
		Economic Health and Community Vitality	
Victoria Native Friendship Centre	Housing	Community Well-Being and Safety	Arts, Culture, Music, Sport and Entertainment
Inter-cultural Association of Greater Victoria	Housing	Community Well-Being and Safety	Community Well-Being and Safety
		Parks, Recreation/Gathering Spaces	Arts, Culture, Music, Sport and Entertainment
City of Victoria Youth Council and Youth	Housing	Housing	Arts, Culture, Music, Sport and Entertainment
Action Committee of People with Disabilities	Housing	Community Well-Being and Safety	Truth and Reconciliation
Aboriginal Coalition to End Homelessness	Housing	Community Well-Being and Safety	Truth and Reconciliation
		Truth and Reconciliation	
		Climate Action and Environmental Stewardship	Climate Action and Environmental Stewardship
		Arts, Culture, Music, Sport and Entertainment	
Peers Victoria Resources Society	Community Well-Being and Safety	Housing	Parks, Recreation and Gathering Spaces
Our Place Society	Climate Action and Environmental Stewardship	Housing	Arts, Culture, Music, Sport and Entertainment

Budget Engagement Results

Personal Reflection



Budget Engagement Results

Community Input for Consideration:

- Engagement results demonstrate support for Council's eight strategic priorities, and in particular **Housing; Community Well-Being and Safety; and Climate Action and Environmental Stewardship**
- Community input is designed to help inform:
 - Council's 2024 budget decisions
 - Council's advocacy role for change among agencies and other levels of government

Future Budget Engagement

Direct staff to use a similar consultation approach for 2025 and future financial planning processes to satisfy the consultation provision in section 166 of the Community Charter.

Questions?