

**THE CORPORATION OF THE DISTRICT OF WEST VANCOUVER**

**COMMUNITY ENGAGEMENT COMMITTEE MEETING AGENDA**

**WEDNESDAY, NOVEMBER 2, 2022**

**3:30 PM IN THE RAVEN ROOM, MUNICIPAL HALL**

*(In-person attendance only)*

*Note: Council Committee meetings are conducted in accordance with Council Committee Procedure Bylaw No. 5020, 2019 (as amended), subject to the discretion of the Chair.*

**CALL TO ORDER**

**1. Call to Order**

*Note: Chair will confirm that the meeting is being conducted in-person, pursuant to Council Committee Procedure Bylaw No. 5020, 2019 (as amended).*

**APPROVAL OF AGENDA**

**2. Approval of Committee Meeting Agenda**

RECOMMENDATION:

THAT the November 2, 2022 Community Engagement Committee meeting agenda be approved as circulated.

**ADOPTION OF MINUTES**

**3. Adoption of Committee Meeting Minutes**

RECOMMENDATION:

THAT the September 7, 2022 Community Engagement Committee meeting minutes be adopted as circulated.

**REPORTS / ITEMS**

**4. Seniors' Activity Centre Needs and Feasibility Assessment Engagement Plan**

RECOMMENDATION:

THAT the report regarding Seniors' Activity Centre Needs and Feasibility Assessment Engagement Plan be received for information.

**5. 2023 Budget Engagement**

RECOMMENDATION:

THAT the report regarding 2023 Budget Engagement be received for information.

**6. Staff Update: Review of Engagement Underway**

RECOMMENDATION:

THAT the report regarding Staff Update: Review of Engagement Underway be received for information.

**PUBLIC QUESTIONS**

**7. Public Questions**

**NEXT MEETING**

**8. Next Meeting**

There are no meetings scheduled.

RECOMMENDATION:

THAT

1. the next Community Engagement Committee meeting be scheduled for January 4, 2023 at 3 p.m. via electronic communication facilities;
2. the Raven Room in the Municipal Hall be designated as the place where the public may attend to hear, or watch and hear, the Community Engagement Committee meeting proceedings; and
3. a staff member be in attendance at the Raven Room in the Municipal Hall for the meeting.

OR

RECOMMENDATION:

THAT the next Community Engagement Committee meeting be scheduled for January 10, 2023 at 3 p.m., to be held in-person at the Raven Room in the Municipal Hall.

**ADJOURNMENT**

**9. Adjournment of Committee Meeting**

RECOMMENDATION:

THAT the November 2, 2022 Community Engagement Committee meeting be adjourned.

**THE CORPORATION OF THE DISTRICT OF WEST VANCOUVER  
COMMUNITY ENGAGEMENT COMMITTEE MEETING MINUTES  
VIA ELECTRONIC COMMUNICATION FACILITIES  
WEDNESDAY, SEPTEMBER 7, 2022**

---

Committee Members: E. McHarg (Acting Chair), J. Berg, L. Carver, G. Nicholls, J. Roote, J. Sidhu, and J. Webbe; and Councillors C. Cameron (Chair) and N. Gambioli attended the meeting via electronic communication facilities. Absent: Councillor S. Thompson.

Staff: A. Mafi, Communications & Engagement Manager (Staff Liaison); K. Andrzejczuk, Communications & Engagement Coordinator (Committee Clerk); and R. Bartlett, Chief Administrative Officer, attended the meeting via electronic communication facilities.

**1. CALL TO ORDER**

The meeting was called to order at 3:31 p.m.

**2. APPROVAL OF AGENDA**

It was Moved and Seconded:

THAT the September 7, 2022 Community Engagement Committee meeting agenda be approved as circulated.

CARRIED

**3. ADOPTION OF MINUTES**

It was Moved and Seconded:

THAT the July 6, 2022 Community Engagement Committee meeting minutes be adopted as circulated.

CARRIED

**REPORTS / ITEMS**

**4. Community Engagement Policy Review**

A. Mafi (Communications & Engagement Manager) spoke relative to the memo regarding "Community Engagement Policy Review" and informed that:

- The Community Engagement Policy was adopted in 2016; it is now out of date and has not been in use for some time;
- The District now has a dedicated Community Relations Liaison and engagement lead, which did not exist in 2016;
- The current engagement planning process incorporates the communications plan that supports the engagement;

- This is an opportunity to look at engagement tactics that are currently employed but not included in the existing policy;
- The Community Engagement Committee is asked to review the policy and procedure, with a focus on the procedure; and
- Following review by the Community Engagement Committee, staff will revise the draft policy prior to proceeding to Council for adoption.

J. Roote left the meeting at 4:15 p.m. and did not return.

Discussion ensued and the Community Engagement Committee provided the following feedback:

- Develop clearer processes to determine when engagement is required and to what extent, and how engagement tactics are selected;
- Further develop the tactics checklist, including building in flexibility and how it can be adapted to different projects;
- Investigate best practices and models for policy and procedure regarding community engagement;
- Establish how a successful engagement is defined;
- The policy includes key values and is a good starting point; focus on values and clearly lay out the engagement process to build trust in the community;
- Consider community members who are marginalized and how their perspectives can be incorporated in the engagement process;
- Consider staff roles and accountability in the procedure;
- Further develop a risk management framework;
- Improve orientation for committees; and
- Develop a process to review each engagement after it has concluded to evaluate success.

G. Nicholls requested more information on the approval process for a procedure; A. Mafi informed that she would seek a response from Legislative Services and update the committee.

E. McHarg (Acting Chair) queried regarding why the policy review is being brought forward at this time; A. Mafi informed that the project is on the Community Engagement Committee work plan for this year.

It was Moved and Seconded:

THAT the report regarding Community Engagement Policy Review and discussion be received for information.

CARRIED

J. Roote absent at the vote

## **5. Staff Update: Review of Engagement Underway**

A. Mafi (Communications & Engagement Manager) informed that:

- Arts Planning: Visioning pop-up events were held at Millennium Park and are planned for West Vancouver Community Centre and West Vancouver Memorial Library to promote the survey; and
- The District will not be conducting community engagement after September 16, 2022, as per election policy.

It was Moved and Seconded:

THAT the report regarding Staff Update: Review of Engagement Underway be received for information.

CARRIED

J. Roote absent at the vote

## **PUBLIC QUESTIONS**

### **6. PUBLIC QUESTIONS**

There were no questions.

## **NEXT MEETING**

### **7. NEXT MEETING**

Staff confirmed that the next Community Engagement Committee meeting is scheduled for October 5, 2022 at 3:30 p.m.

It was Moved and Seconded:

THAT the October 5, 2022 Community Engagement Committee meeting be cancelled.

CARRIED

J. Roote absent at the vote

## **ADJOURNMENT**

### **8. ADJOURNMENT**

It was Moved and Seconded:

THAT the September 7, 2022 Community Engagement Committee meeting be adjourned.

CARRIED

J. Roote absent at the vote

The meeting adjourned at 4:48 p.m.

Certified Correct:

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Committee Clerk

DRAFT

# Communications & Engagement Overview: West Vancouver Seniors' Activity Centre study

Last update: October 28, 2022

## Community Engagement Committee

The District of West Vancouver has engaged hcma Architecture + Design to conduct a feasibility study that will inform long-term plans associated with supporting seniors within the community. The engagement plan developed for the study is being brought to the CEC for review and feedback.

## Executive Summary

The current Seniors' Activity Centre is a social hub for seniors, offering a range of activities and programming, including fitness, sport, social events, and a bustling cafeteria. The facility is a highly-used public facility and cannot always meet demands for space.

The purpose of the current feasibility study is to aid the municipality and the [Seniors' Activity Centre Advisory Board](#) when considering the services and spaces that will balance the immediate needs of seniors, with planning for – and ultimately realizing – the long-term needs and expectations of West Vancouver's future seniors.

Recognizing that the aging population is growing – and is expected to continue to grow – it is critical to plan strategically now to meet future needs. The study will:

- assess the building condition to understand its service life
- review the current facility spaces, programming, and design
- explore future needs and how to best meet them

#

## Contents

Community Engagement Committee.....	1
Executive Summary .....	1
Public engagement objectives.....	3
IAP2 public participation spectrum.....	3
What are we asking the public? .....	3
Engagement methods .....	4
Findings reporting.....	5
Risks & Known Community Concerns.....	5
Timeline.....	5
Communications Goals .....	5
Key Messages.....	6
Engagement campaign name .....	6
Target Audiences/Stakeholders .....	6
Draft Survey .....	7
Promotional tactics .....	10
Background .....	11
Frequently Asked Questions .....	12
Resources Required.....	12
Next Steps.....	13



## Public engagement objectives

- To inform community residents about the Seniors' Activity Centre feasibility study
- To engage with the seniors' community in West Vancouver, including both current SAC users and non-users, to understand their current and future needs and interests for the SAC, and imagine how the SAC can try to meet those expectations.
- To engage with future senior community members about their needs and interests for aging well and how the SAC can help meet those expectations

## IAP2 public participation spectrum

The feasibility study will require public engagement at the level of:

**Inform** – The goal of an **informing** process is to “provide the public with balanced and objective information to assist them in understanding the problem, alternatives and/or solutions.”

- Objective: to educate the community about the feasibility study goals and objectives

**Consult** – The goal of a **consulting** process is to “obtain public feedback on analysis, alternatives, and/or decisions. In a consulting process, participants contribute their viewpoints, opinions, or preferences, and decision-makers then use this information to inform decisions.”

- Objective: to collect input from current and future seniors on their needs and interests for aging well in their community.

## What are we asking the public?

Community members will be asked to share their input and ideas about their current and future needs and interests in relation to aging well, to determine how the SAC could play a role in that future.

## Engagement methods

### Survey

#### Online survey

- The online survey will be available on the project page on [westvancouverITE.ca/EngageWithAge](http://westvancouverITE.ca/EngageWithAge)
- Branded material on the engagement portal site

#### Paper-based survey

- Paper surveys will be available at all in-person events
- Survey ballot boxes will be located in the Seniors' Activity Centre, West Vancouver Community Centre, & West Vancouver Memorial Library#

### **One-hour in-person discussion groups (x4)**

- Two registered group conversation meetings, open to all, at:
  1. West Vancouver Community Centre
  2. West Vancouver Memorial Library
- Two targeted events at the Seniors' Activity Centre
  1. WVSAC Board event: "Bring a future senior"
  2. Fit Fellas event

### **One-hour virtual discussion groups on Zoom (x2)**

- Registered group conversation meetings open to all
  - Introduction
  - 10-15 minute presentation
  - discussion & questions
- Target attendees:
  - Seniors housing communities (Amica, Kiwanis, Parc, Hollyburn)
  - North Shore Legions

#

## Findings reporting

The findings from this engagement campaign will be summarized in a report and presentation to council in spring/summer 2023.

A future phase of community engagement for this project would loop back to the community with our findings as the project moves into its next steps. At this time, this next phase of work is uncertain and no contracts are in place.

## Risks & Known Community Concerns

Below are risks that have been identified and may arise during this public engagement. This list may be expanded.

- Lack of interest in in-person participation due to winter illness
- At this stage the discussion is not about facilities. People may have questions about Enhance West Van's work on Emerging Vision and its relationship to the current work.
- Anxiety around tax increases #

## Timeline

- **November 2** – CEC meeting
- **January 9** – Survey launch
- **Weeks of January 9 & 16** - Discussion group meeting dates (virtual & in-person)
- **February 12** – engagement period close
- **February 13-26** – data analysis period
- **March 10** – reports due
- **[TBD]** – council meeting date

## Communications Goals

- Capture the attention of a broad cross-section of the West Vancouver community
- Increase participation in engagement activities
- Communicate the topic of aging in a way that doesn't turn people off
- Celebrate aging and seniors

## Key Messages

- Help redefine 55+ life
- Shape the future of the Seniors' Activity Centre
  - What are the interests and needs of current and future seniors?

## Engagement campaign name

- Name: 'Engage with Age'
- Tagline: *Help redefine what 55+ life is all about. Let's shape the future of the Seniors' Activity Centre.*

## Target Audiences/Stakeholders

- seniors who proudly identify as seniors
- seniors who don't identify with the term seniors
- seniors who currently use the centre
- seniors who don't currently use the centre
- seniors whose first language isn't English
- families supporting seniors
- future seniors, especially those 45+

### Specific:

- WVSAC Board members
- WVSAC members
- WVSAC volunteers
- WV Community Centre users
- WV Library users
- Fit Fellas
- Amica Housing
- Kiwanis Housing
- Hollyburn Housing
- Parc Housing

## Draft Survey

Please note: This is a first draft of the survey. After receiving CEC's input, staff will consult with two Gerontologists to ensure the survey questions are appropriate and determine if they have anything else to contribute to this engagement process.

- 1. Which of the following public recreation facilities in West Vancouver have you used in the past year?**
  - a. West Vancouver Community Centre
  - b. Ice Arena
  - c. Gleneagles Community Centre
  - d. Seniors' Activity Centre
  - e. West Vancouver Memorial Library
  - f. Aquatic Centre
  - g. Other
  - h. None
- 2. If yes to any, which one do you use most often? And what kinds of activities do you participate in within those facilities?**
- 3. If you don't use recreation facilities, why not?**
- 4. If you don't use the Seniors Activity Centre, why not?**
- 5. Which other recreation facilities have you or anyone in your household used in the past year?**
- 6. If Q1 response was 'Yes I use the SAC':**
  - a. How do you get to and from the SAC?**
    - Shuttle bus
    - Bus
    - I drive
    - I walk
    - I bike
    - Someone drives me
    - Other
  - b. How often do you visit the SAC?**
    - Daily
    - 2-3 times a week
    - Once a week
    - 1-2 a month
    - Other (please describe)
  - c. Are you a member of the SAC?**
    - Yes

- No

If you answered yes:

- d. **What do you like most about using the SAC?**
- e. **What do you find most challenging to use at the SAC?**
- f. **Which spaces in the SAC most need to be expanded (more quantity)?**
- g. **Which spaces most need to be improved (better quality)?**
- h. **Which new things could be added to the SAC that aren't there now?**
- i. **Which SAC activities/services do you use? (choose as many as apply)**
  - SACS on 21st
  - Arts & Culture programmes
  - Fitness
  - Rehabilitation programmes
  - Outdoor sports (cycling club, ski club, hiking, golf)
  - Woodworking
  - Billiards
  - Fabric Arts
  - Massage/Holistic Health
  - Seniors outreach support services
  - Keeping connected programs
  - Games (bridge, scrabble, card games)
  - General socializing
  - Special events
  - I volunteer
  - Café & onsite dining
  - Coffee bar
  - Take out or delivery food service
  - Other (please describe)

**7. If you do not use the SAC, why not?**

- I'm not 55+/a senior
- I am 55+/a senior but I don't feel like a senior/identify with the term senior
- Not interested in the programs and services offered
- Poor health / mobility

- Don't know anyone there
- Lack of transportation
- Other (please describe)

8. **What personal activities do you currently participate in for health, enjoyment or social connection? (not at SAC)**

9. **What activities, services and/or supports do you think would help people to age well?**

10. **What are the first three digits of your postal code?**

11. **What is your age?**

- 25 or under
- 25-34
- 35-44
- 55-64
- 65-74
- 75-84
- 85-94
- 95+

12. **What is your first language?**

[language choices]

13. **What language do you use when you are socializing?**

[language choices]

14. **Is there anything else you would like to tell us?**

## Promotional tactics

### Digital

- Website project page: <http://westvancouverite.ca/EngageWithAge>
- News post on District's main website
- Email announcements
- Homepage carousel on the District's main website
- Calendar posts on the District's main website
- Direct communication with stakeholders
- Monitor slides in the atrium at West Vancouver Community Centre and Senior's Activity Centre

### Email distribution lists:

- WVSAC email distribution list
- WV Community Centre list?
- District e-newsletters (e-west, Seniors' Scene, Recreation)
- westvancouverITE subscribers

### Poster

- All West Vancouver facilities
- Senior's Housing
- North Shore Legions

### Social media

- District, recreation, library and Farsi-language channels (Facebook, Instagram, Twitter, NextDoor, Telegram)

### Paid media

- North Shore News ads (digital and print)
- Facebook ads
- Chinese language ads (digital)

#

---



## Background

### **West Vancouver Seniors' Activity Centre – 1981 to present**

The Seniors' Activity Centre (SAC) opened in 1981 to support seniors to live a vibrant and active life. The unique model of seniors volunteering to support seniors provides meaningful volunteer roles; it gives seniors a reason to get up, an opportunity to make new friends, and the chance to give back.

In the 1990s there was a growing need for expanded food service. The SAC cafeteria was expanded and the Marine Room was added. This was funded through a partnership between the SAC Advisory Board and the District. During the expansion, the outdoor atrium was covered, and a new plant room was created.

In 2016, the SAC Advisory Board renovated the plant room and divided the space to create the *SACs on 21st* gift shop to fundraise for seniors' programs and services. The shop provided a permanent volunteer position and, in the end, replaced the annual Flea Market fundraiser.

Also in 2016, the coffee bar was installed, creating a new social opportunity for members to gather while improving the overall aesthetic of the centre.

*SACs on 21st* was so successful that it was relocated to the atrium in 2020, attracting both shoppers and new friends to the centre.

In 2022, the Fabrics Arts room was renovated to create a permanent rehabilitation studio, and the learning studio was also renovated to accommodate the Fabric Arts programs.

Currently, the Seniors' Activity Centre has over 3,000 members and that number is expected to grow as our population ages.

- In 2016, West Vancouver had 11,810 residents over 65 and 2,250 residents over 85.
- As of 2021, West Vancouver had 12,575 residents over 65 and 2,395 residents over 85.
- At 2041, West Vancouver is projected to have 18,862 residents over 65 and 4,299 residents over 85.

This growth amounts do a doubling of the 85 + cohort.

The centre has grown and developed with the needs of the community, but there are still unmet needs. The SAC Advisory Board is concerned that the centre is at capacity and won't be able to meet the needs of the future.

### **Benefits of a dedicated seniors' centre**

As people age, physical, emotional, and cognitively changes occur. Some older adults benefit from a quieter space. Others find it difficult to make a quick stop when a small child darts in front of them. Loud noises can be distracting for those living with dementia.

The loss of a spouse, independence, cognition, or physical changes have a significant impact on the aging process. Friends change or pass away, and new friends need to be made. It is important to create a safe space where older adults can connect with each other.

The stronger the social network, the better quality of life. Quality of life allows seniors in our community to age together and remain in their homes and community longer.

### **Other seniors programming in West Vancouver**

West Vancouver became an Age-friendly Community in 2012 and a Dementia Friendly Community in 2016. Council has supported Seniors Outreach with one-time funding in 2022 to support the Seniors' Outreach and Advocate Program Coordinator, a position which works to enable seniors to age in place at home.

This Seniors' Activity Centre Feasibility and Needs Assessment will provide direction to the Seniors' Activity Centre Advisory Board and staff about how best to plan for and support aging residents of West Vancouver.

## **Frequently Asked Questions**

This list is in development and will be expanded:

- How does this project relate to the Emerging Vision work that was undertaken in 2018 by Enhance West Van?
- Why is this a project? Shouldn't we be focused on other matters like keeping taxes low and coping with cost-of-living increases for those on fixed incomes?
- Is winter the right time to be doing this kind of in-person engagement when there are illnesses around?
- Are you planning to renovate the Seniors' Activity Centre?

## **Resources Required**

- Subject matter experts to provide background and technical information
- CR&C staff to review objectives and recommend engagement approach
- CR&C staff to execute communications and engagement tactics
- Department staff to support public meeting
- CR&C staff to support public meeting (Zoom)
- Subject matter experts to support public meeting
- Budget
- Staff to prepare analysis and engagement summary report

## Next Steps

1. Develop plan
2. Send draft to CEC in advance of November 2 meeting
3. Incorporate CEC feedback
4. Finalize survey
5. Launch engagement in early January
6. Analyze results
7. Report to Council

DRAFT



# 2022 Budget

## Engagement Summary Report

February 3, 2022



# Contents

---

- 1.0 Background ..... 3
  - 1.1 District of West Vancouver’s proposed 2022 Budget ..... 3
  - 1.2 Budget background..... 4
  - 1.3 Impact on residents..... 4
- 2.0 Community Engagement: September 2021 – January 2022 ..... 5
  - 2.1 Purpose..... 5
  - 2.2 Participation ..... 6
  - 2.3 Engagement Topics ..... 6
  - 2.4 Notification ..... 6
  - 2.5 Engagement Methods..... 8
    - 2.5.1 Virtual Information meetings..... 8
    - 2.5.2 Information materials and feedback form ..... 8
    - 2.5.3 Correspondence ..... 9
- 3.0 Community Engagement Results..... 9
  - 3.1 Virtual Information Meetings ..... 9
  - 3.2 Online Comment & Questions Form..... 10
  - 3.3 Correspondence ..... 11
- 4.0 Analysis ..... 11
- 5.0 Conclusion..... 12

Prepared by Community Relations & Communications, February 2022

# 1.0 Background

---

## 1.1 District of West Vancouver's proposed 2022 Budget

Each year, the municipality must create a budget that pays for the services provided by the District of West Vancouver, including police, fire & rescue, bylaw enforcement, parks, community centres, the library, festivals and cultural programs, and more. The budget must also fund capital expenses, including, for example, public facilities and roadwork.

The District budget also supports Council's Strategic Goals. These goals are:

- Significantly expand the diversity and supply of housing, including housing that is more affordable.
- Create vital and vibrant communities.
- Protect our natural environment, reduce our impact on it, and adapt to climate change.
- Improve mobility and reduce congestion for people and goods.
- Deliver municipal services efficiently.
- Enhance the social well-being of our community.

Like private citizens and businesses, the municipality is challenged with absorbing increased costs when developing the annual budget; local governments must balance the budget and are not permitted to run a deficit.

Each year, all non-taxation sources of funding are reviewed for further opportunities before resorting to taxation.

Financially, the 2022 year will continue to be difficult for the District of West Vancouver because of ongoing challenges as we recover from the COVID-19 pandemic, deal with the impacts of climate change, face rising costs for services and materials, and address asset maintenance that has been deferred because of lack of resources or put on hold due to the COVID-19 pandemic.

### General Fund Budget

The proposed 2022 general fund budget of \$124 million includes an additional \$1.4 million to maintain existing services. This is the minimum amount required to respond to rising costs, recover from the COVID-19 pandemic, and deliver Council's 2021–2022 Strategic Plan.

The operational budget portion of the property tax increase is 1.79%.

### Environmental Levy

A new Environmental Levy of 1.00% (\$800,000) is proposed to fund programs that support the protection of our natural environment and reduce our impact on it.

## Asset Levy

The Asset Levy was introduced in 2016 and has been increased by Council each year since then as part of a strategy to prevent municipal assets from failing by investing in maintenance at the optimum time. Over the next 20 years, the municipality will require ongoing investment of \$16.4 million per year to accomplish this.

For 2022, the Asset Levy is proposed to increase by 1.00% (\$800,000). This would bring the total Asset Levy amount available for capital investment to \$10.3 million.

## Proposed increase

The total proposed increase, including the General Fund, Environmental Levy, and the Asset Levy, is 3.79%.

## 1.2 Budget background

In 2021, the operating budget was conservative as a result of uncertainty around the impact of the ongoing pandemic, so it was assumed that operations would be similar to 2020. However, for 2022, the District is expecting to resume most services and programs and the budget has been built to reflect this.

Efficiencies that have been implemented during the past two years for finding new ways of delivering service during the pandemic will continue.

The 2022 preliminary budget was revised from December 2021 to January 2022 to account for operational adjustments in accordance with provincial public health orders. There was no change to the proposed operating tax levy increase. As these revisions were made after publication of the 2022 Preliminary Financial Plan, they were not reflected in the publication.

## 1.3 Impact on residents

The proposed increases amount to an extra \$247 for the average single-family detached home (SFD) assessed at \$3.7 million, or an extra \$109 for the average strata property assessed at \$1.6 million.

<b>PROPOSED total tax levy increase</b>			
	<b>Proposed increase</b>	<b>Average SFD</b>	<b>Average strata</b>
Operating Levy	1.79%	\$117	\$51
Asset Levy	1.00%	\$65	\$29
Environmental Levy	1.00%	\$65	\$29
<b>Total</b>	<b>3.79%</b>	<b>\$247</b>	<b>\$109</b>



Staff prepared two other options for consideration. While these options would reduce the financial impact on property owners, they would also reduce the municipality’s ability to maintain capital infrastructure and respond to climate change.

<b>OPTIONS FOR CONSIDERATION</b> <i>total tax levy increase changes based on Asset Levy and Environment Levy</i>				
		<b>Increase</b>	<b>Average SFD</b>	<b>Average strata</b>
<b>OPTION 1</b>	Operating Levy	1.79%	\$117	\$51
	Asset Levy	1.00%	\$65	\$29
	Environmental Levy	0.50%	\$33	\$14
	<b>Total</b>	<b>3.29%</b>	<b>\$215</b>	<b>\$94</b>
<b>OPTION 2</b>	Operating Levy	1.79%	\$117	\$51
	Asset Levy	0.50%	\$33	\$14
	Environmental Levy	0.50%	\$33	\$14
	<b>Total</b>	<b>2.79%</b>	<b>\$183</b>	<b>\$79</b>

## 2.0 Community Engagement: September 2021 – January 2022

### 2.1 Purpose

The goal of this engagement is to raise awareness and support understanding of the budget process, the options being proposed, and to give West Vancouver residents and businesses an opportunity to ask questions, provide feedback, and learn more.

One of the challenges of engaging on the municipal budget is that the requirements are different from other forms of budgeting. West Vancouver residents are highly educated and have a high level of knowledge of private finance and budgeting. This knowledge does not usually apply to the obligations and requirements of local governments, so education explaining the differences is a key element of this engagement.

**Phase One** (November to December 2021), focused on education and awareness. It featured a video, “Learn more about how the District’s budget is created”, which was hosted on the project webpage, and distributed through social media and email.

**Phase Two** (December to January), launched on December 15 with detailed information, including the preliminary proposed budget for review, and information about how to participate.

The details of the proposed preliminary budget and options were presented to Council at the December 13, 2021 Council meeting. After that meeting, the proposed budget was finalized and shared with the public. The proposed budget and public consultation were launched December 15, 2021, and public input was collected until January 28, 2022.

## 2.2 Participation

- There were 88 public and stakeholder interactions during the Phase Two consultation period from December 15, 2021 to January 28, 2022. These interactions include:
- 57 people attended two public information meetings
- 16 online comments/questions were received (from 8 people)
- two written submissions were received by correspondence@westvancouver.ca
- 13 written submissions were received by staff (sent to Budget email, CFO, and CAO)

## 2.3 Engagement Topics

Details of the proposed 2022 budget were presented and the public was invited to submit questions and comments on the proposed budget. All public input, including public correspondence, comments at information meetings, and feedback received online, was considered as part of the 2022 Budget review process.

## 2.4 Notification

Identification of opportunities to participate in the consultation included:

### Newspaper advertising

Advertisements ran in the North Shore News on the following dates:

1. Wednesday, December 15, 2021
2. Wednesday, January 12, 2022

### Print materials

The advertisement was posted at the following facilities:

1. Seniors' Activity Centre
2. West Vancouver Memorial Library

### Online advertising (programmatic ads)

Programmatic ads use automated technology to advertise across multiple websites. The online ad ran from December 29, 2021 to January 28, 2022 and targeted people in West Vancouver. The ads were seen 60,000 times (number of impressions).

### Social media

A social media campaign notifying the public of the engagement opportunity included:

- one post on Nextdoor on January 21, 2022, was seen by 627 people (Phase Two)
- four Facebook posts on December 14, January 5, January 20 and January 24 reached 3,320 people (Phase Two)

- three Instagram posts on December 14, January 5, and January 20 reached 1,143 people one LinkedIn post on November 4, 2021 was viewed by 147 people (Phase Two)
- four Twitter posts on December 14, January 5, January 20, and January 24 reached 1,140 people (Phase Two)
- one LinkedIn post on November 4, 2021 was viewed by 147 people (Phase One)

## **Engagement website**

Information and engagement materials were posted on [westvancouverITE.ca/budget](http://westvancouverITE.ca/budget), including:

- a short video explaining how a municipal budget is developed
- the proposed operating and capital budget, environmental levy, and asset levy
- a variety of background documents and info graphics
- links to public information meetings
- an informational presentation (as both a PowerPoint document and a video presentation)
- online questions and comments forms with publicly-viewable questions and answers
- a contact email
- milestone dates

The project webpage was visited by 1,424 people, with the following levels of engagement:

- Aware (visited the webpage) – 1,200
- Informed (opened links to additional information) – 138
- Engaged (submitted comments, questions, or registered for a virtual meeting) - 88

## **District website and WestVanConnect mobile app**

The homepage of the website and the mobile app each featured a banner promoting the engagement. The banner was posted from December 15, 2021 to January 28, 2022. When clicked, the banner directed visitors to the [westvancouverITE](http://westvancouverITE) project page.

Both virtual meeting dates were posted to the [westvancouver.ca](http://westvancouver.ca) calendar.

## **Email**

A total of 13,763 emails were sent in Phase One and Phase Two of the 2022 budget engagement, as follows:

### **E-west subscribers**

- Email newsletters announcing preliminary budget information featuring a short video were sent to e-west subscribers on November 10 (sent to 1,489 subscribers and opened by 841) and December 2, 2021 (sent to 1,500 subscribers and opened by 833). (Phase One)

- Email newsletters announcing the proposed budget was available for review and feedback were sent to e-west subscribers on December 13, 2021, (sent to 1,501 subscribers and opened by 890) and January 24, 2022 (sent to 1,555 subscribers and opened by 1,030) (Phase Two)

westvancouverITE subscribers

An email reminder was sent to westvancouverITE account holders about the 2022 Budget project on December 13, 2021 (sent to 4,012 subscribers, opened by 3,020) and on January 19, 2022 (sent to 3,706 subscribers and opened by 2,592). (Phase Two)

## 2.5 Engagement Methods

### 2.5.1 Virtual Information meetings

Two virtual community information meetings were held for the public to learn more about the 2022 budget, ask questions and provide comments. District staff from Financial Services, Community Relations & Communications, Human Resources & Payroll Services, Parks, Culture & Community Services, Planning & Development, Engineering & Transportation, Fire & Rescue Services, and the Chief Administrative Officer were present to share information, answer questions, and record feedback.

The Zoom meetings were advertised and open to all members of the public. Each meeting lasted approximately 90 minutes. Thirty-seven members of the public attended the January 25 meeting and 20 attended the January 26 meeting.

A video of the staff presentation at the meetings, the questions asked, and the responses, were posted to the budget project web page.

At the conclusion of the January 25 meeting, a poll was held to ask participants whether they found the virtual meeting format useful. One hundred percent of respondents indicated that they found the meeting useful and they enjoyed the opportunity to participate from home.

### 2.5.2 Information materials and feedback form

In response to the fifth wave of the pandemic, the engagement and informational materials were completely virtual. The project webpage provided detailed information on the budget process, the economic environment, proposed budget and impact to homeowners. It also hosted a comprehensive document library, including:

- a video, “Learn more about how the District’s budget is created”
- the proposed operating and capital budget and covering Report to Council
- a breakdown of what is included in the budget, including capital investment requirements
- an informational presentation (as both a PowerPoint document and a staff presentation video)
- 2022 BC Assessment Interactive Map
- utility rate information

- links to join a virtual information meeting
- online question and comment forms
- questions and answers from both the feedback form and the virtual information meetings

### 2.5.3 Correspondence

Correspondence regarding the proposal addressed to [correspondence@westvancouver.ca](mailto:correspondence@westvancouver.ca), [budget@westvancouver.ca](mailto:budget@westvancouver.ca) or the staff project lead during the engagement period was received as open-ended comments for the purposes of the consultation.

## 3.0 Community Engagement Results

### 3.1 Virtual Information Meetings

The following are summary results of the two virtual information meetings. Key themes were determined by frequency of mention and were summarized from meeting notes.

Virtual Information Meetings	
Meeting	Key Themes
Tuesday, January 25, 2022 2–3:30 p.m. 37 attendees	Question/comment about environmental levy and/or climate change (7 mentions) Clarification about budget funds allocated to an infrastructure project (2 mentions) Questions about staffing costs and/or staffing increases (2 mentions)
Wednesday, January 26, 2022 5–6:30 p.m. 20 attendees	Clarification about capital and operating costs (2 mentions) Clarification about budget funds allocated to an infrastructure project (1 mention) Clarification about utilities increase (1 mention) Property assessment question (1 mention)

### 3.2 Online Comment & Questions Form

Comments on the 2022 Budget were submitted via two online comment forms and 16 online question forms prior to the cut-off at 4 p.m. on Friday, January 28.

Please note:

- The views represented in the online comment form reflect the priorities and concerns of engagement participants. They may not be representative of the views of the public and other stakeholders because participants self-selected into the 2022 Budget engagement and therefore do not reflect a random sample.

Please note:

- The District of West Vancouver has read and will consider all feedback. Following is a summary of the most frequently-mentioned themes.

Key themes from online comment form	# of Mentions
Covid restart grant	3
Staffing costs and/or staffing increases	3
Question/comment about environmental levy and/or climate change	3
Clarification about tax increase	2
Clarification about budget funds allocated to an infrastructure project	2
The tax increase is too high and should be lower during unprecedented times	2

### 3.3 Correspondence

The following are summary results of the letters and emails received by Council, the staff project lead, and the CAO during the consultation period.

Please note: The total number of mentions for key themes may exceed the total number of correspondence items as participants may have commented on more than one topic. The District of West Vancouver has read and will consider all feedback. Following is a summary of the most frequently-mentioned themes.

Key themes from correspondence (15 pieces of correspondence)	# of Mentions
Clarification about utilities increase	1
Clarification about tax increase	1
Clarification about budget funds allocated to an infrastructure project	1
Unrelated to budget engagement (i.e. need technical assistance, need help finding a document, question or comment about another engagement, etc.)	1
The tax increase is too high and should be lower during unprecedented times	1
Construction timeline and cost for Place for Sport	1

## 4.0 Analysis

The budget engagement process for 2022 shared both commonalities and differences with previous years’ budget engagements.

### Participation

The budget engagement process for 2022 was similar to the engagement process for the 2021 budget, in that pandemic restrictions remained in place and the entire engagement was conducted virtually. As in past years, overall participation in the process remained low.

With very few exceptions, comments and questions were submitted through the channels indicated on the project website, instead of as general public correspondence, which saw high volume during the 2021 budget process.

Attendance at virtual information meetings was slightly higher than in 2021, likely a result of the public’s increasing experience and comfort level with participating in virtual meetings.

### Themes

In 2021, the operating budget was conservative as a result of uncertainty around the impact of the ongoing pandemic, so it was assumed that operations would be similar to 2020. In 2022, the District expects to resume most services and programs and the proposed budget

reflects this. Accordingly, most of the major themes arising from the 2022 engagement process were different from previous years:

- Interest in and support for the environmental levy was the most frequently-mentioned theme. Participants indicated a desire for more detailed information on the District's plan to allocate these funds
- Requests for more detailed information about the proposed tax increase, including details of capital and operating costs
- Requests for information on the status of the 13 new FTEs approved in the 2021 budget
- As in previous years, there was support for lowering the tax rate
- Requests for the status of, or clarification on, the COVID relief fund as it applies to the 2022 budget
- Request for clarity on utility rate increases

A wide variety of minor themes also arose:

- A question seeking clarity on costs for each of the following projects:
  - Ferry Building Gallery restoration
  - arts centre public engagement
  - West Vancouver Place for Sport
- Question/suggestion regarding a possible levy on vacant homes
- Question about West Vancouver Police Department costs
- As in previous years, a minority of participants provided positive comments and general praise

## 5.0 Conclusion

---

West Vancouver is home to many engaged residents, and these stakeholders seek a very high level of detail regarding the municipality's finances. During the budget engagement process, questions arise that are not necessarily related to the budget process itself, but do reflect the interest of the community in accessing a high level of detail regarding the District's overarching financial picture.

Feedback from the public demonstrated concern about the impacts of climate change and support for the environmental levy.

Overall, the high level of services provided by the municipality continue to be valued by residents, and no service reductions were suggested. Feedback on the proposed budget represents a variety of suggestions on how to accomplish the goals of the environmental levy, improve services, and provide financial information.

Staff have taken all suggestions into consideration and will continue to incorporate as many as possible while continuing to deliver effective and efficient municipal services.