



# STRATEGIC AND FINANCIAL PLAN ENGAGEMENT

*What We Heard Report Summary*

OCTOBER 2018

# EXECUTIVE SUMMARY

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*“WE ARE BUILDING A PATH FOR OUR STRATEGIC AND FINANCIAL PLANS, STOPPING ALONG THE WAY TO INCLUDE YOUR INPUT.”*

Tell us how you want to be part of the ride.



# THE PROCESS

The consultation process launched on July 10 and closed August 12, 2018.

- 25 community pop up events
- An online survey
- Stakeholder meetings
- Web polls
- Video



**District of Saanich** @saanich

There are many different ways the public can be involved in informing strategic priorities or budgets. Which method works best for you?

50% quick input on my own

13% go to learning sessions

13% talk with neighbours

24% thru other project plans

8 votes • Final results

9:17 AM - 23 Jul 2018





# TAILORED ENGAGEMENT

5,000 points of engagement



We are building a path for our strategic and financial plans, stopping along the way to include your input.

Tell us how you want to be part of the ride.

[saanich.ca/yoursayyourway](http://saanich.ca/yoursayyourway)

CONNECT

Share

YourSayYourWay

Saanich

# COMMUNICATIONS TO SUPPORT ENGAGEMENT

Stakeholder Outreach

Media Release

Website

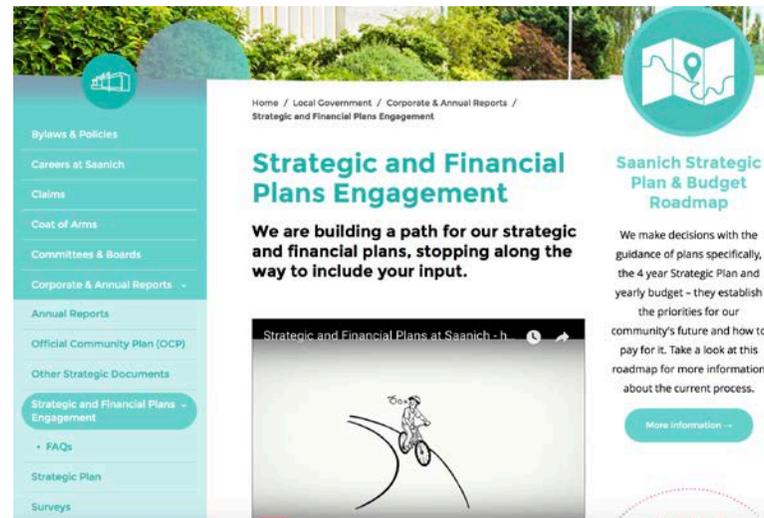
Infographics

Saanich News Ads

Whiteboard Video

Facebook Ads

Social Media Posts



# WHO PARTICIPATED



## PARTICIPATION RATES

Total responses via survey, poll, in-person exchange, stakeholder meetings and interviews: **556**

Total responses via social media interactions (i.e.. likes, retweets, etc.): **206**

Total video views: **4200**



# KEY FINDINGS & ENGAGEMENT RESULTS

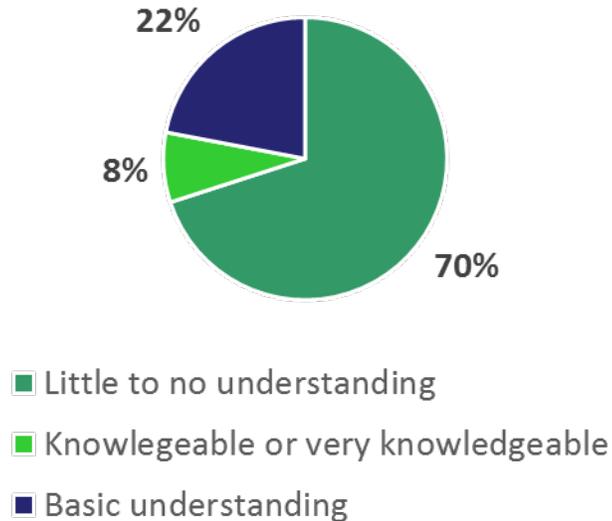
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# CURRENT STATE OF KNOWLEDGE IN STRATEGIC AND FINANCIAL PLANNING

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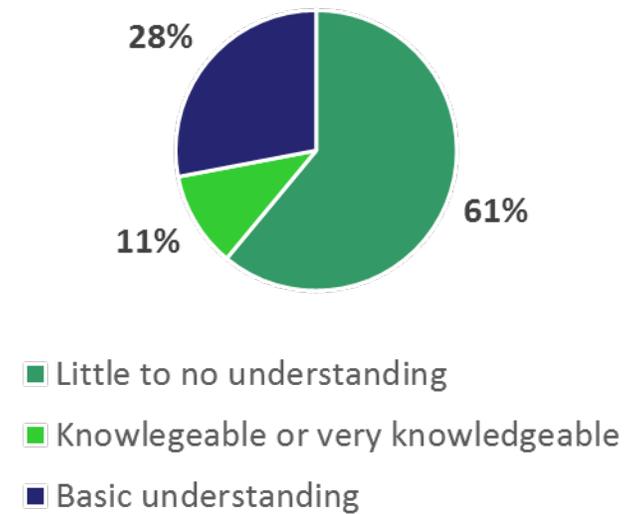
## STRATEGIC PLAN

70% of participants have little to no knowledge or awareness of the current four-year Saanich Strategic Plan.



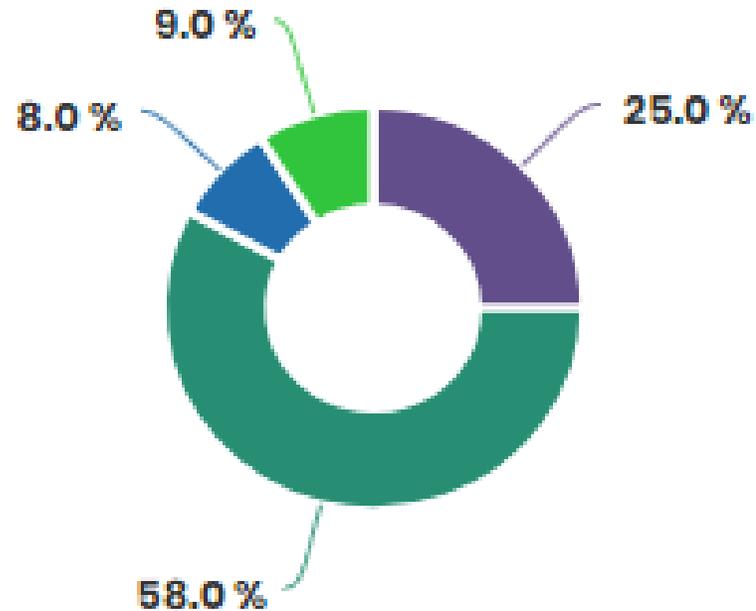
## FINANCIAL PLAN

61% of participants have little to no knowledge or awareness of the annual budget process.



# PAST INVOLVEMENT IN FINANCIAL PLAN DEVELOPMENT

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- I haven't participated, I'm not interested
- I would like to participate, I don't know how, and I need more information
- I've participated and keen to continue
- I've participated and want more opportunities to be involved

## TO BUILD A STRATEGIC PLAN WE NEED:



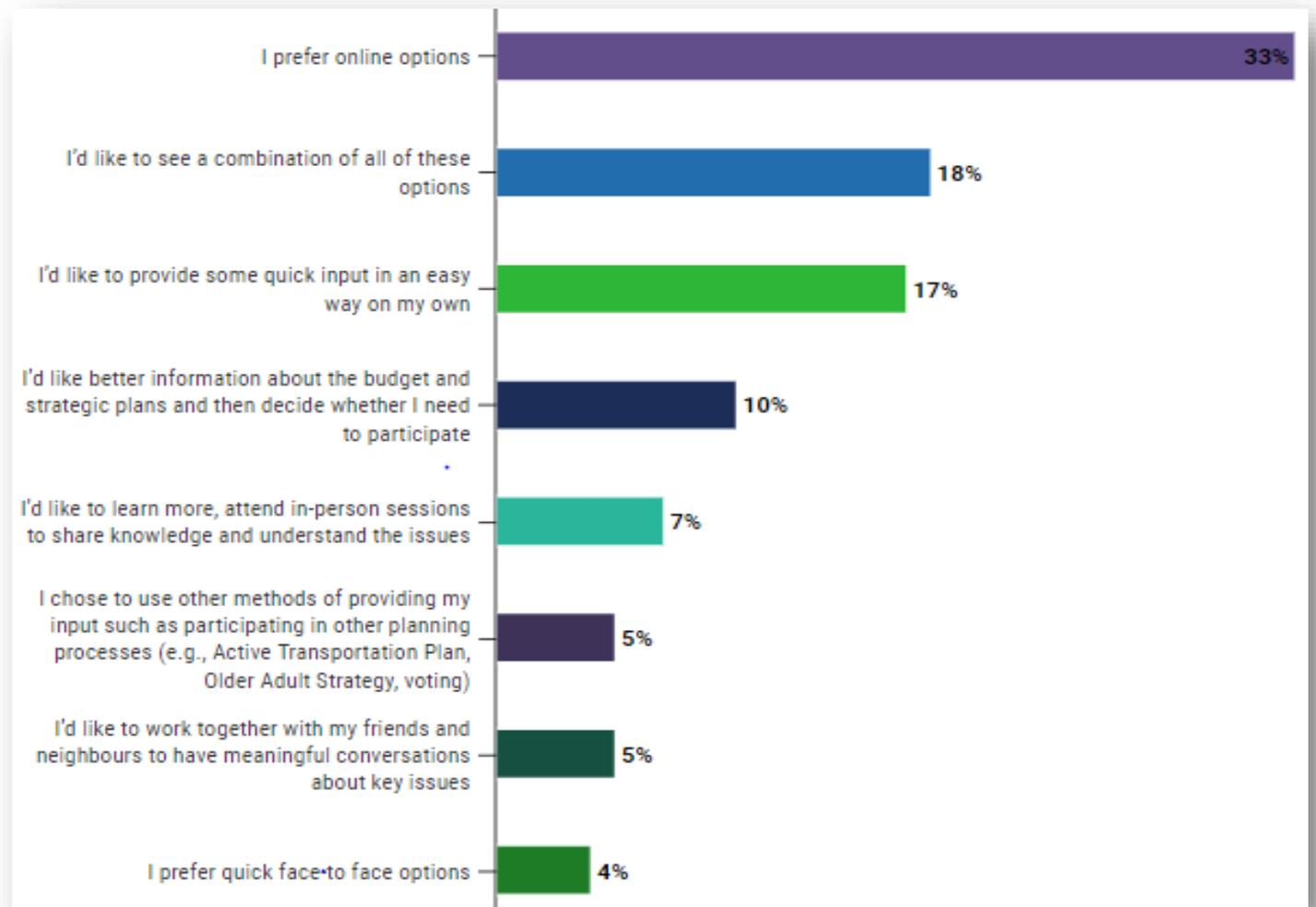
## WHEN/WHERE IN THE EXISTING PROCESS DO PEOPLE WANT TO BE INVOLVED?

Overall, participant responses indicated a desire to engage in the following "stops" along the process:

- *Strategic Plan, Saanich Priorities*
- *Early in the process, such as "Council adopts budget guidelines"*
- *Later in the process, such as "Public Input Budget Meetings"*

# HOW DO PARTICIPANTS PREFER TO BE INVOLVED? (TOOLS, TACTICS, TECHNIQUES)

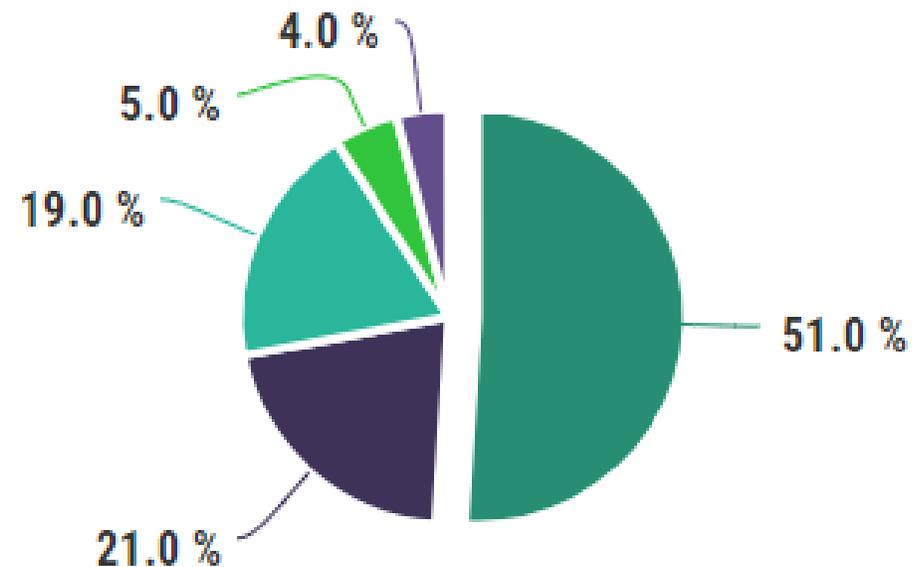
- **33%** of respondents indicated online options
- **18%** of respondents indicated that they would like to see a variety of these options available to them



# SO WHAT'S STOPPING PEOPLE FROM PARTICIPATING?

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- I need more information and knowledge to participate
- The current opportunities to give input don't suit my preferences or available time
- The topic of strategic planning and budgeting feels too complicated
- I'm not interested in participating
- I already participate in things that are important to me, I'm doing the things I want to do, I didn't need to participate on budget



# SUMMARY AND RECOMMENDATIONS FOR MOVING FORWARD

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*SO WHAT DO THESE RESULTS TELL US...?*

# *SUMMARY FOR MOVING FORWARD*

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Citizens need information to build their knowledge

Citizens see the value in participating both early and later in the process

Citizens need different tools, tactics, and techniques

Considerations for the development of the plans



# *RECOMMENDATIONS TO CONSIDER*

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## RECOMMENDATION #1

Start by developing concise, compelling and creative informative materials

## RECOMMENDATION #2

Raise awareness of opportunities to participate

## RECOMMENDATION #3

Integrate online engagement options into existing processes

## RECOMMENDATION #4

Develop opportunities to engage earlier in the financial planning process

# *RECOMMENDATIONS TO CONSIDER*

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## RECOMMENDATION #5

Incorporate an interactive discussion opportunity during financial planning

## RECOMMENDATION #6

Establish an “open to all” meeting opportunity in strategic planning

## RECOMMENDATION #7

Communicate the changes in an effort for continuous improvement and evolution of the process

