

## 2020 Budget Public Input – Engagement Overview


### Context

Public engagement is an important part of the budget process. It ensures interested residents have the opportunity to review, understand and comment on the information used to prepare the annual budget. This is essential in ensuring the views of the community are reflected and available to City Council as they undertake budget deliberations.

Engagement participation for the 2021 Budget more than doubled from the previous year. This included 2,600 visitors to the 2021 budget project page on Over to You, an increase from 1,100 visitors to the 2020 budget project page. The engagement campaign for the 2021 budget generated the most surveys completed for a budget project (507) and the most contributions to ideas generated (160) of all the projects on Over to You.

Public engagement opportunities were available on Over to You for more than seven weeks, between November 27, 2020 and January 15, 2021. Residents were able to learn more about the budget, the overall process, and share feedback on spending priorities and desired service levels. Those wishing to provide additional feedback were invited to provide additional information through the platform or via email at [budget@greatersudbury.ca](mailto:budget@greatersudbury.ca).

The 2021 budget project page on Over to You also provided an opportunity to use the City's tax calculator to see a breakdown of what portion of their taxes support various service areas. Residents could enter their address or roll number and find their total taxes for the year, with a to-the-penny breakdown of what goes toward education and what goes toward the different municipal service areas.



Property Tax Calculator Results

Address: [REDACTED]  
Roll Number [REDACTED]

		2020		2019
Assessment	RTEP	\$310,000	RTEP	\$305,750
		\$310,000		\$305,750
Education		\$474.30		\$492.26
Municipal		\$4,151.49		\$3,977.47
<b>Total</b>		\$4,625.79		\$4,469.73

## 2020 Municipal Taxes (Breakdown)

Expense	Distribution
Citizen & Leisure Services	\$408.31
Community Development	\$466.97
Economic Development	\$66.66
Executive & Administration	\$83.33
Finance / Admin Services / HR / Facilities / Fleet	\$227.65
Outside Boards	\$108.99
Paramedic Services	\$149.99
Police Services	\$857.95
Recycling and Garbage	\$214.65
Road Construction & Maintenance	\$748.62
Fire Tax Levy (Career)	\$506.24
Transportation Tax Levy (Urban)	\$312.12
<b>Municipal Taxes Total</b>	<b>\$4,151.49</b>

Traditionally, a number of in-person engagement opportunities are made available throughout the budget engagement process. To align with provincial and public health guidelines during the COVID-19 pandemic, these opportunities were replaced with enhanced online and virtual opportunities. Residents were also able to call 311 to submit their feedback, recognizing that not everyone can access or is comfortable using online options.

A virtual presentation was held in December for community partners across the 15 Community Action Networks (CAN), hosted by the Ward 8 CAN. More than 30 community members attended this virtual event.

A virtual information session, open to the community as a whole, was held on February 10, 2021. The session was promoted via numerous Public Service Announcements, the City website, Over to You platform and social media accounts. The session was open to the all residents of Greater Sudbury. There were 15 pre-submitted questions received by community members. The information session saw 17 residents in attendance, excluding staff and Members of Council who participated as panelists.

### **Promoting Budget Engagement**

Engagement opportunities were shared with the community through Public Service Announcements sent to local media partners, and with information and reminders regularly shared on the City's social media accounts. Information was on display at City facilities including Citizen Service Centres and on the Bell Park digital display board.

Additionally, community and service partners shared and promoted these opportunities. These included Community Action Networks, Public Health Sudbury & Districts, Greater Sudbury Police Services, Greater Sudbury Airport, Conservation Sudbury, and Greater Sudbury Public Libraries, to name a few.

### **What We Heard**

This is the third year budget engagement has been offered online through the Over to You engagement platform. In that time, the number of participants has quadrupled from 159 engaged residents for the 2019 Budget to 619 engaged residents for the 2021 budget.

While this only represents a small percentage of the overall population, it is one of the projects with the highest level of engagement on the platform. The 2021 Budget engagement generated the most “ideas” of all the projects available on the City’s platform.

The following information was compiled from the Over to You budget engagement reports. The findings reflect a sample of opinions taken from those who have willingly participated, collected from both the English and French sites.

The below is a summary of the information collected. Appendix A shows a detailed report of the findings:

### **Overtoyou.greatersudbury.ca**

From November 27, 2020 to January 15, 2021:

- 2,600 visits to the Over to You 2021 Budget project page
- 507 surveys completed by 490 contributors.
- 160 contributors to ideas for spending priorities and desired service levels.

Summary Key Findings:

- 44% of respondents said they are somewhat familiar with how property taxes work.
- 38% said they were very familiar.
- 11% said they were kind of familiar.
- 7% said they were not very familiar.

The services respondents said were very important, in order, are:

- Drinking Water, Wastewater and Stormwater (91%)
- Winter Maintenance (83%)
- Road Maintenance and Construction (77%)
- Garbage and Recycling (74%)
- Emergency Services (72%)
- Recreation Programs and Facilities (55%), Long-term Care - Pioneer Manor (55%), and Social Services (55%)
- Transit (51%)

- Economic Development (45%)
- Libraries and Museums (44%)
- Communications and Engagement with Residents (40%)

#### Demographics:

- 96% respondents identified primarily as homeowners or renters. Nine wards were represented in this category.
- 3% respondents identified as business owners, both identifying the location of their businesses in Ward 8 (New Sudbury). Business owners identified eight of the 12 Wards as the location of their business.
- 2% respondents identified as living out of town but working or owning property in Greater Sudbury. Four wards were represented in this category.

#### Information sharing:

- 66% of respondents said they mostly get their City-related information from the local news media. The City's website (58%) and social media (51%) in general are also sources of information for City services and programs.

#### Ideas

The 2021 Budget engagement generated 118 new ideas by 160 contributors. The tool allows visitors to the page an opportunity to like or vote on an idea to share their support. Combined, the ideas generated received 752 likes. A list of the ideas can be found in Appendix A.

#### **Atoilaparole.grandsudbury.ca**

There were 22 visits to the French engagement site and four surveys completed. There were zero ideas generated. Due to the low participation, results from the surveys can be found in Appendix A.

#### **Additional feedback**

Additional feedback received by community members through the upload feature or via [budget@greatersudbury.ca](mailto:budget@greatersudbury.ca) can be found in Appendix B.

#### **Resources**

2020 Budget Engagement Briefing

<https://agendasonline.greatersudbury.ca/index.cfm?pg=feed&action=file&attachment=28208.pdf>

2020 Over to You Project Report

<https://agendasonline.greatersudbury.ca/index.cfm?pg=feed&action=file&attachment=28210.pdf>

## **Appendices**

### Appendix A

- Summary and Detailed Project Report Over to You Greater Sudbury and À toi la parole Grand Sudbury

### Appendix B

- Budget Submissions received via the Over to You Survey Tool including file attachments
- Additional feedback received via [budget@greatersudbury.ca](mailto:budget@greatersudbury.ca)