

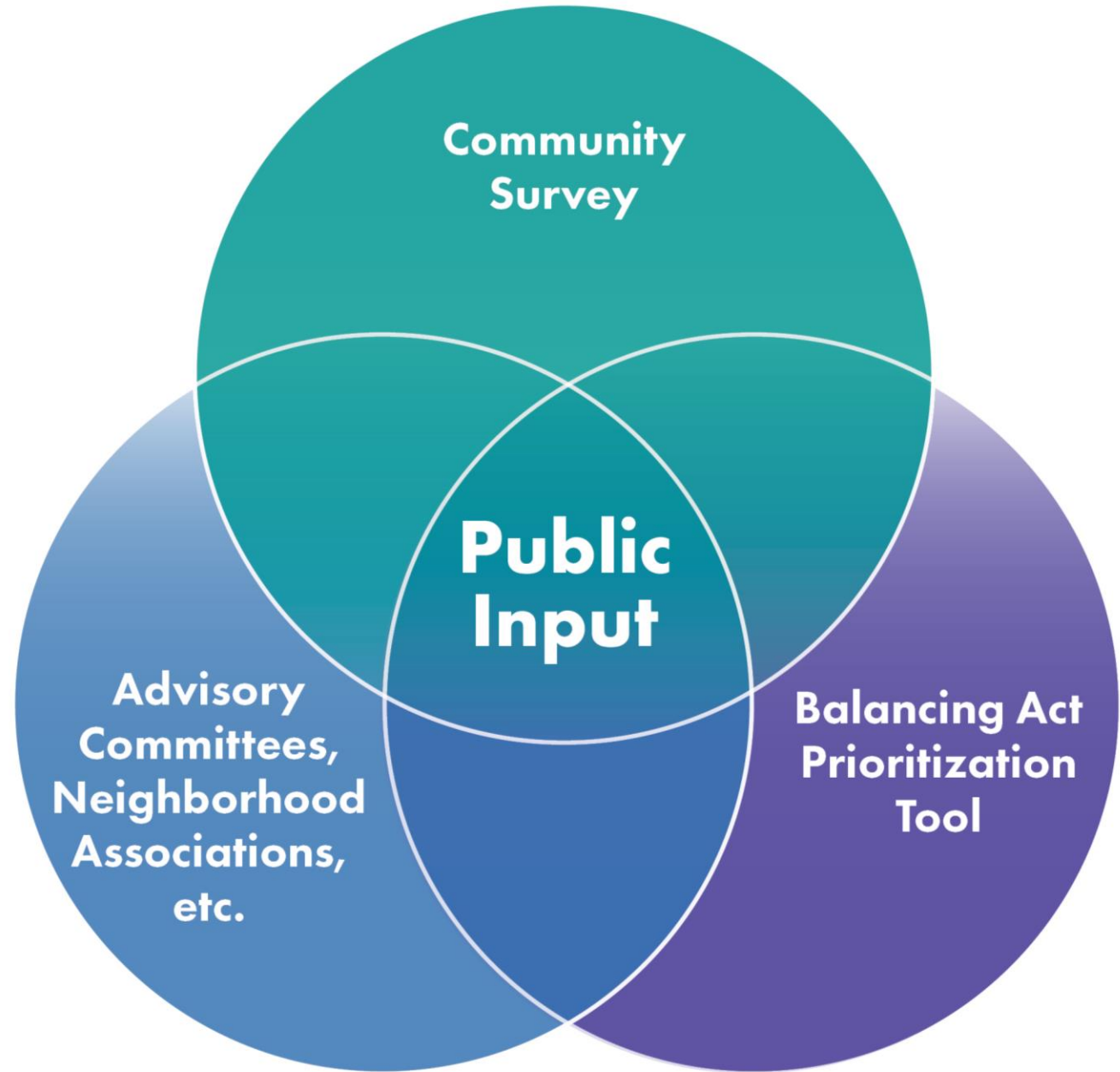
# Community Input and Outreach

## Biennium Budget 2023/24

Summer 2022



# Community Input and Engagement



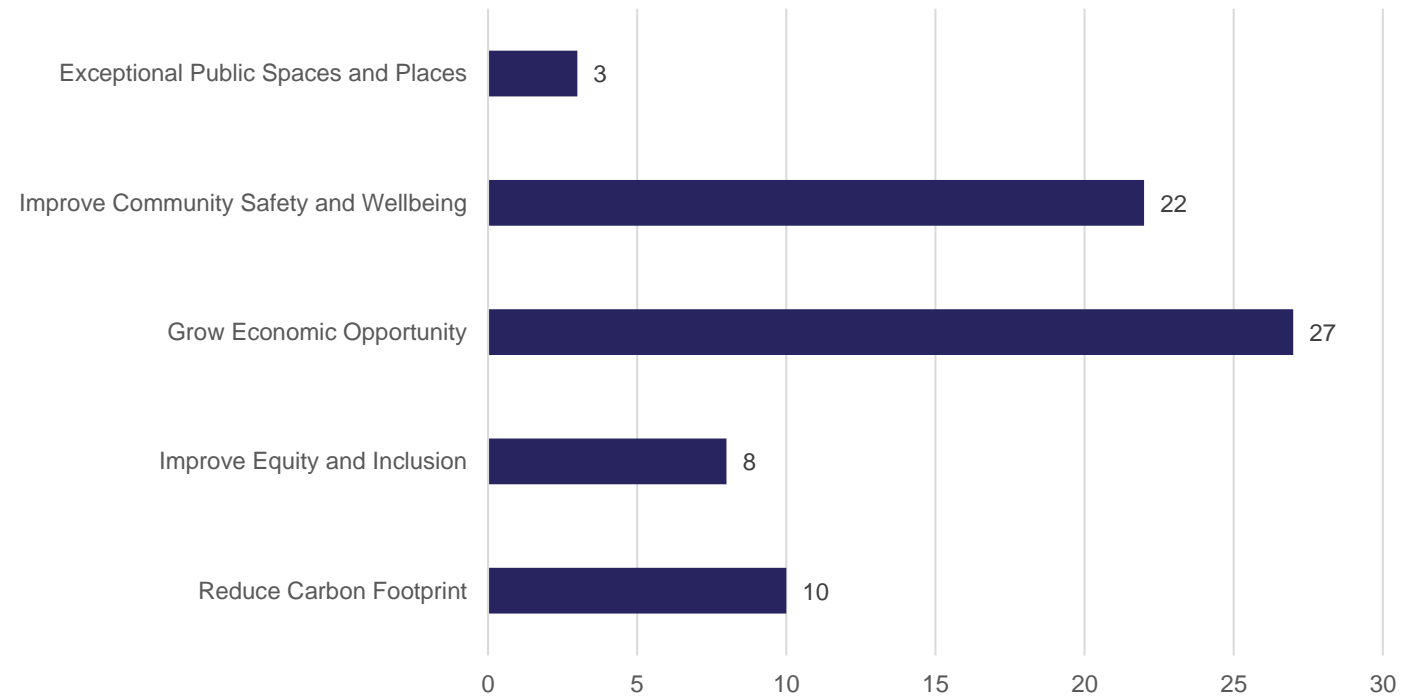
# Direct Outreach

## Eight budget presentations between June 29-August 26

- Strategic Planning Advisory Committee
- Neighborhood Leaders
- Greater Vancouver Chamber of Commerce
- Columbia River Economic Development Council
- Fourth Plain Forward
- SW Equity Coalition
- Business Leaders
- Community Meeting



Budget Priority Quick Poll\*



\*Cumulative number one ranking across meetings

# Community Survey

DHM Research

Purpose: gauge residents' sentiment around city services, budget priority topics, and general community values to inform City budgeting process.

Report available on Budget webpage



## Conducted August 3-8

- Hybrid (phone/text to web)
- N - 400
- +/- 4.9%

## Response overview

- Administered in:
  - English – 92%
  - Spanish- 5%
  - Russian – 1%
  - Vietnamese – 2%
- 50/50 female/male
- Age:
  - 18-29 – 17%
  - 30-44 – 24%
  - 45-64 – 25%
  - 65+ = 25%
  - 3% - refused

# Be Heard

Budget information and portal to Balancing Act exercise.

## Results:

- 1,200 page views
- 923 unique visitors
- 40 visited Balancing Act exercise from Be Heard



The screenshot shows the City of Vancouver website page for 'Biennium Budget Development for 2023-2024'. The page features the City of Vancouver logo, a breadcrumb trail (Home / Biennium Budget Development for 2023-2024), and a main heading 'Biennium Budget Development for 2023-2024'. Below the heading are social media icons and a thank-you message to those who provided feedback. A list of policy priorities includes: Reduce Carbon Footprint, Grow Economic Opportunity, Improve Community Safety and Wellbeing, Build and Maintain Exceptional Public Spaces and Places, and Improve Equity and Inclusion. A paragraph states that the proposed budget will be published on October 1 and presented to the City Council on Oct. 10. Three expandable sections are visible: '+ Community Survey', '+ About Vancouver's Budget Process', and '+ Taxes, Fees and Funds at a Glance'. At the bottom, there are navigation buttons for 'Rank Your Priorities', 'Ideas', 'Questions', and 'Latest News'. On the right side, there is a 'Key Dates' section with a calendar icon and three entries: 'City Manager delivers recommended Biennium Budget' (October 03, 2022), 'Council Workshop: Transportation Budget' (October 10, 2022), and 'Council Workshop: Operating Budget' (October 17, 2022). Below that is a 'Timeline' section with a vertical line and circular markers, listing events from July-August 2022 to November 21, 2022, including public input, budget publication, and council adoption.

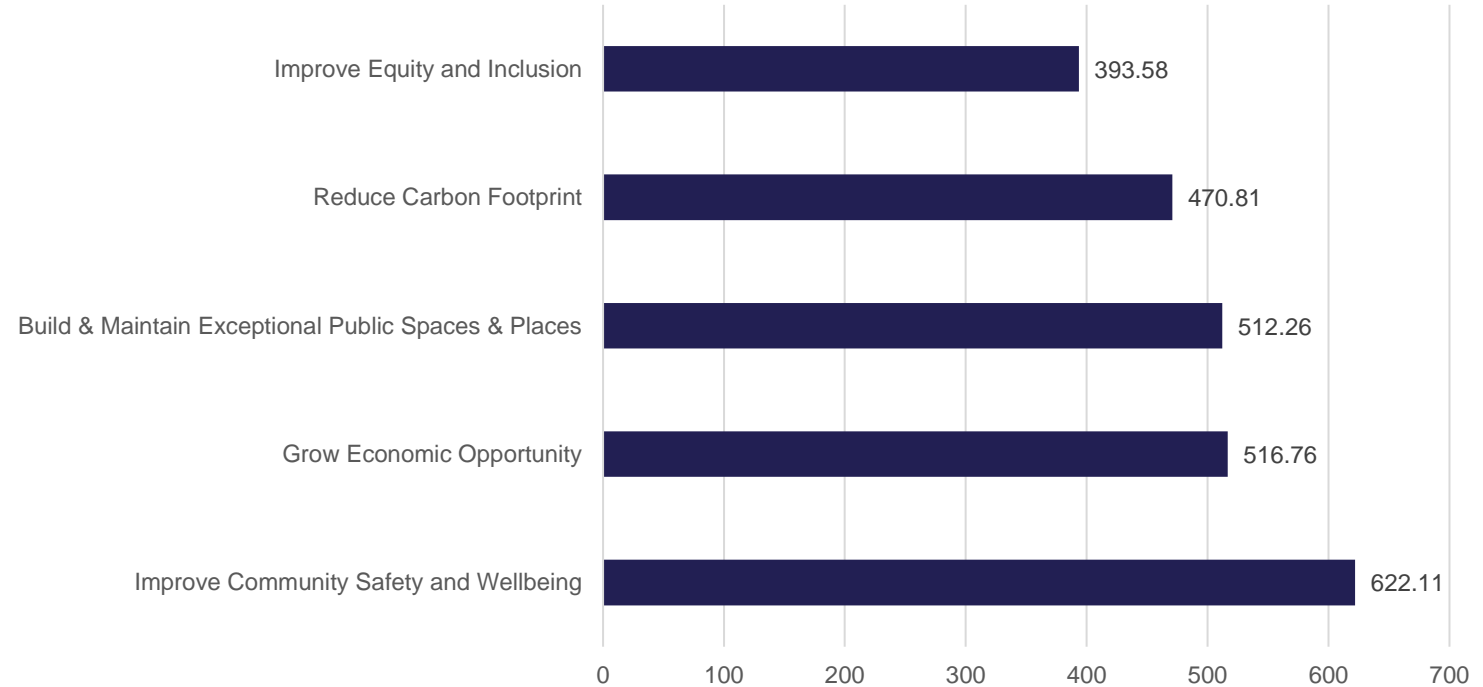
# Balancing Act

Public was invited to give input on budget policy priorities using an online tool. Open: July 18-August 26.

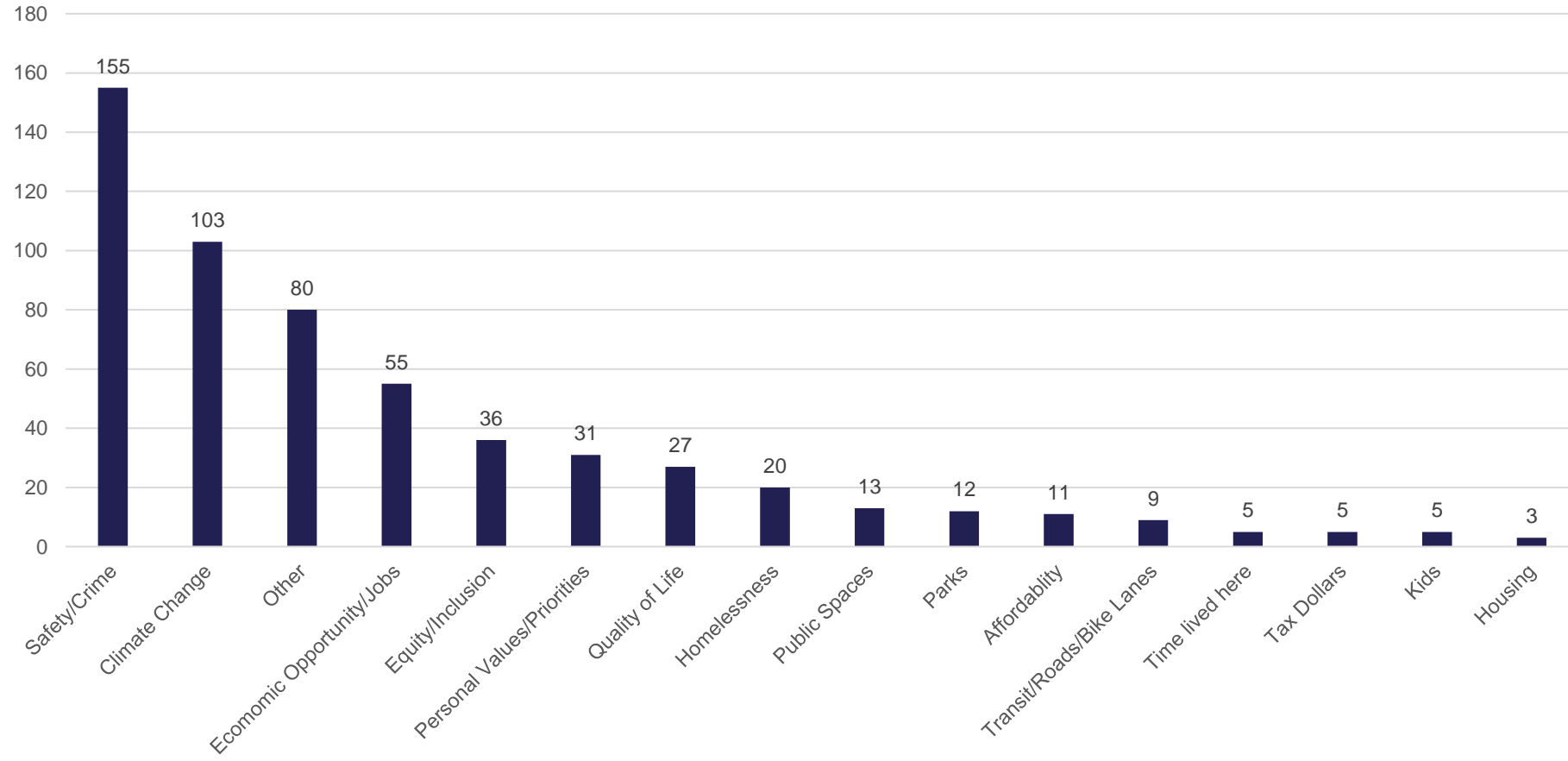
## Results:

- 3,333 page views
- 580 submissions
- 570 comments

Vote Totals (Weighted)



# Motivation for ranking comments



# Key Comment Takeaways

- Community safety is top of mind.
- While there are only 20 comments about homelessness, it is frequently mentioned in community safety comments.
- Many paired a second priority with safety (climate change or the economy/jobs)
- Climate change comments reflect a sense of urgency in tone.
- Interconnectedness of priorities mentioned.





# Communication Deliverables

## Goals:

Drive participation in the budget engagement tool

Educate and engage the community on the biennial budget process



- Utilized all primary internal/external communication channels
- Produced six-part “Dollars and Sense” video series
- Implemented robust social media campaign

HOW DO WE INVEST AS A CITY?



**Share your priorities  
before August 22!**

[BEHEARDVANCOUVER.ORG/CITYBUDGET](https://beheardvancouver.org/citybudget)

# Impact

36,795+  
impressions

3,155+ video  
views



PLATFORM	POSTS/ ARTICLES	ENGAGEMENT (clicks, comments, shares)	VIEWS
Vancouver Connects	2	530	10,731
Twitter	11	282	6,688
Facebook	11	561	6,492
Instagram	2	260	6,283
IG/FB Stories	10	45	4,785
City Currents	3	213	1,594
Website	2 pages	-	211
NextDoor	1	5	--
OON Newsletter	5	23	
YouTube	6	48	191
Press Release	2		

# Instagram

HOW DO WE INVEST AS A CITY?

The City is starting work on our 2023-24 budget and wants to hear what the community values most for future investments.

Which of these priorities matter most to you?

TELL US BY AUG. 22!



vancouverus  
Vancouver, Washington



View insights

Boost post



Liked by sophieisrosey and 136 others

vancouverus Your tax dollars are a part of the City's budget. How should we invest? 🌿 🚧 🧑‍🚀 🌲

We're starting work on Vancouver's 2023-24 budget and have identified 5 policy priorities to guide our decision making.

# Facebook

**Vancouver, Washington City Government**  
Published by Sophie Banner · August 15 at 7:00 PM · 🌐

One of Vancouver's budget priorities is improving equity and inclusion, including investing in programs and projects that make our services and facilities more accessible. Is this important to you?

Take a few minutes to rank your priorities for the types of investments you'd like to see your tax dollars support at <https://cityofvancouver.abalancingact.com/2023-24...>

**HOW DO WE INVEST AS A CITY?**

Share your priorities before August 22!

[BEHEARDVANCOUVER.ORG/CITYBUDGET](https://BEHEARDVANCOUVER.ORG/CITYBUDGET)

👍 1

2 Shares

**Vancouver, Washington City Government**  
Published by Sophie Banner · August 8 · 🌐

Let's talk budget. Join City Manager Eric Holmes on Tuesday, Aug. 23 to learn about the City's 2023-24 budget process and share your priorities for how we invest as a City. RSVP for the online meeting here: <https://us06web.zoom.us/j/.../tZcvde-prDirG9J46vWQw3TkGY...>

**HOW DO WE INVEST AS A CITY?**

TALK BUDGET WITH CITY MANAGER ERIC HOLMES  
Aug. 23 | 6:30 to 8 p.m.

👍 2

1 Comment 1 Share

**Vancouver, Washington City Government**  
Published by Sophie Banner · July 19 · 🌐

Your tax dollars are a part of the City's budget. How should we invest? 🛠️🌳👥  
We're starting work on Vancouver's 2023-24 budget and have identified 5 policy priorities to guide our decision making.  
Which priorities do you value most? Tell us by August 22 🗓️

**HOW DO WE INVEST AS A CITY?**

Share your priorities before August 22!

[BEHEARDVANCOUVER.ORG/CITYBUDGET](https://BEHEARDVANCOUVER.ORG/CITYBUDGET)

[BEHEARDVANCOUVER.ORG](https://BEHEARDVANCOUVER.ORG)  
**Biennium Budget Development for 2023-2024**  
The City is preparing its 2023-24 Biennium Budget, and we would like your i... [Learn more](#)

👍 6

6 Comments 5 Shares

# Twitter

 **City of Vancouver, Washington**  @VancouverUS · Aug 10 ...  
Your tax dollars, your budget! City Manager Eric Holmes explains why the City budget is so important. How should we invest as a City? Take a couple minutes to share your top priorities for 2023-24 [l8r.it/7zKQ](https://l8r.it/7zKQ) #VanWa



1 2

 **City of Vancouver, Washington**  @VancouverUS · Aug 5 ...  
One of #VanWa's budget priorities is building & maintaining exceptional public space & places, including investing in programs & projects such as parks, a community art center and fire stations. Is this important to you? Rank your priorities [l8r.it/gNqH](https://l8r.it/gNqH)



1 5

Did you know? The City's 2023-24 budget will be about \$1.5 billion dollars and is funded through taxpayer dollars and fees for services.

How should we invest as a City? Take a couple minutes to share your top priorities for 2023-24 [l8r.it/OqKM](https://l8r.it/OqKM)

#VanWa



# Newsletters

## A Message from the City Manager: July 2022

### Tell us what you think about the City's 2023-24 biennial budget priorities

By Vancouver City Manager Eric Holmes

Development of the City's 2023-2024 biennial budget is starting. The budget serves as a plan for the City on how resources will be allocated to provide services to the community. The budget process is also vital for transparency and provides financial accountability to Vancouver residents

As City Manager, I'm responsible under City Charter and state budget law for preparation and delivery of a recommended budget to City Council for the upcoming biennium no later than October 1. Final adoption of the budget by City Council is required no later than the first Council meeting in December.

### How you can help

This spring, I engaged with City Council on a series of budget topics, seeking their direction and affirming their policy priorities as I continue to develop my recommended budget to submit to Council this fall. Now it's your turn. I'm asking you to share your thoughts that will help shape our budget priorities.

I want to learn what matters most to the Vancouver community when it comes to livability and services, as well as economic, social, and environmental concerns. The policy priorities City Council confirmed earlier this year for the 2023-24 budget are:

- Reduce Carbon Footprint
- Grow Economic Opportunity
- Improve Community Safety and Wellbeing
- Build and Maintain Exceptional Public Spaces and Places
- Improve Equity and Inclusion

In addition to the above, we can all see our community is rapidly growing – this year our population was



## How Should We Invest as a City?

Planning for the City's 2023-24 biennial budget is underway. The City has identified five key policy priorities to guide our investments and wants to know which of these the community values most. Please take a few minutes to rank your priorities for the next City budget.

The community is also invited to a virtual meeting via Zoom led by City Manager Eric Holmes on Tuesday, Aug. 23 from 6:30 to 8 p.m. The meeting will cover the budget process and include interactive opportunities for attendees to share their opinion on the budget priorities. Follow the entire budget process and learn more at [Be Heard Vancouver](#).

[Rank your budget priorities](#)

[RSVP for the virtual budget meeting](#)

## 2023-24 City Budget Planning Underway



Development of the City's 2023-24 biennial budget has begun. The community is invited to share feedback on the City's five biennial budget policy priorities until August 22.

[Read more »](#)

👍 Like (1) | [f](#) [t](#) [in](#)

# Social Comments

## Environmental

- Environmental conservation!
- More community parks with walking trails please.
- Native plant restoration work in the parks and other greenways
- More bike greenways across the city/county!
- Increasing tree canopy to the 2030 city goal
- More outside green spaces – walking and biking areas
- I believe it's important to keep the natural habitat as native as we can . . .

# Social Comments

**Safety, infrastructure,  
support for low-income  
community members**

- Safety, safety, safety. Too much crime, begging and homelessness 😞 The city needs to be cleaner and safer.
- The only two that matter are economy and safety. Until we get that under control, more parks would be a waste of money, and you can drop the footprint, climate and equity and inclusion all together.
- Police force should be one of them
- Fix the sidewalks
- Roads! Infrastructure!
- More vouchers to help low-income folks with utilities and food...
- WISELY!
- ...if we can promote cultural diversity and equality that would only add to the city's success, which means we should be doing all we can for the people who live here, especially those less fortunate. We create a safe environment when people who are struggling don't feel like they're ignored and disenfranchised. I would be proud to know my tax dollars went to feeding those who cannot feed themselves due to lack of financial stability and I would hope those same services would be available to me. Let's keep our city healthy, fed and enjoyable for all who call it home.



**Thank You**

