



## Legislation Text

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**File #:** RFD 22-169, **Version:** 1

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### Priority Based Budgeting Public Engagement

#### **Proposed Motion**

That the Priority Based Budgeting Public Engagement be received for information, as presented.

#### **Administration Recommendation**

Administration supports the proposed motion.

#### **Purpose**

The Priority Based Budgeting Public Engagement is being presented to the Governance and Priorities Committee for information and public promotion prior to launch in July 2022.

#### **Summary**

Priority Based Budgeting enables the County to budget and plan according to what matters most to residents and the community. Parkland County is implementing the final stages of Priority Based Budgeting which includes engaging residents and businesses to solicit their feedback on how resources are prioritized within the County. This is a key step in the Priority Based Budgeting process as it provides the opportunity for the County to communicate the defined programs to residents, establish community priorities, and allocate resources to these programs to ensure we are meeting resident needs. The survey is aligned with Council's 2022-2025 Strategic Plan and also includes questions regarding customer satisfaction (satisfaction with overall level and quality of services and programs), which can be tracked year-over-year, and ranking the strategic pillars based on resident priority.

Promotion of the survey will occur using various methods including direct mail, newspaper advertising, social media channels, in-person at community events, posters at local community halls and libraries, and engaging with the Greater Parkland Regional Chamber of Commerce and Acheson Business Association member base. An incentive for completion will be offered.

Upon the survey closing, the consultant will gather and summarize the survey results which will be presented to the public and Council to inform future budgets.

#### **Strategic Plan/Policy/Legal/Staff Implications:**

The Priority Based Budgeting Engagement is aligned with the pillars in Council's 2022-2025 Strategic Plan. This engagement supports Council's Responsible Leadership Pillar for meaningful engagement with County residents on matters of importance enabling transparent and fair decision-making.

#### **Financial Impact:**

Cost: \$15,000

Source of Funding: 2022 Budget and CAO Contingency (for direct mail-out to residents)