

TO:	CHAIR AND MEMBERS STRATEGIC PRIORITIES AND POLICY COMMITTEE MEETING OF NOVEMBER 24, 2016
FROM:	LARRY PALARCHIO DIRECTOR, FINANCIAL PLANNING & POLICY
SUBJECT:	2017 ANNUAL BUDGET UPDATE – PUBLIC INPUT

RECOMMENDATION

That, on the recommendation of the Director, Financial Planning & Policy, the following report regarding public input for the 2017 Multi-Year Budget Update **BE RECEIVED** for information.

PREVIOUS REPORTS

“2017 Budget Update Process and Format” (September 26, 2016 meeting of Strategic Priorities and Policy Committee, Agenda Item 3)

LINKAGE TO THE STRATEGIC PLAN

The 2017 Annual Budget Update public engagement strategy advances the following areas of focus and objectives of Council’s Strategic Plan:

- Leading in Public Service
 1. Open, accountable and responsive government
 - A) Make community engagement a priority. Make the public a partner who has access to our information and helps make decisions with Council.
 - B) Improve the City of London website so people can find what they want, when they want it and how they want it.
 4. Collaborative, engaged leadership
 - B) Maximize openness and transparency in Council decision making.

BACKGROUND

In the lead up to London’s first Multi-Year Budget, extensive public engagement occurred to identify the financial priorities of Londoners and to promote participation in civic government. Public feedback received was communicated to Council unedited by Staff to assist with budget deliberations.

In the annual update years of the multi-year budget (2017-2019), public engagement efforts are primarily focused on budget education to prepare for the extensive engagement efforts on the next multi-year budget cycle. This year’s public engagement strategy involved educating Londoners on the multi-year budget process, reminding them of the annual average tax levy increase approved in the 2016-2019 Multi-Year Budget, and demonstrating how the 2017 amendments could impact the tax levy.

The public engagement strategy for the 2017 Annual Budget Update included the following channels:

- web tools (london.ca/budget);
- Budget Information Open House (hosted on November 9, 2016);
- attendance at the Urban League's "Pints and Politics" event (hosted on November 10, 2016);
- Public Participation Meeting (PPM) (held on November 21, 2016); and,
- social media (Twitter/Facebook), email (budget@london.ca), and phone calls (519-991-4638).

BUDGET FEEDBACK

Website

Civic Administration utilized the City of London website to educate the public on the 2017 Multi-Year Budget Update. A dedicated webpage was created to provide information on the multi-year budget process, proposed amendments for the 2017 Update, water and wastewater budgets, and budget review timelines (<http://www.london.ca/city-hall/budget-business/budget/Pages/2017-Multi-Year-Budget-Update.aspx>). Additionally, users were able to explore other educational pages, such as the 2016-2019 Council Approved Multi-Year Budget page, Budget Basics, and Finance Flicks. The 2017 Update page was featured on the City of London website's main page throughout the budget process.

The webpage summarizes the recommendations found in the 2017 Annual Budget Update so that visitors are able to quickly understand the amendments that have been presented to Council for approval and consideration. If members of the public wish to explore the details of the budget update, links to documents, amendment forms and water/wastewater budgets can be found under related content.

Contact information for the Finance team (email and phone) is listed on the webpage so that any questions/comments could be answered by staff.

During the time period of October 27 to November 22 the london.ca/budget webpage had 106 visitors and 134 page views:

- 2016-2019 Council Approved Multi-Year Budget & Highlights – 52 visits and 60 page views
- Property Tax Calculator – 318 visits and 338 page views
- 2017 Annual Budget Update – 229 visits and 257 page views
- Budget Basics – 28 visits and 30 page views
- Finance Flicks – 12 visits and 12 page views
- Past Budgets – 4 visits and 8 page views

Budget Survey

In order to provide an additional public feedback vehicle, Staff prepared a short survey on Survey Monkey, with the following questions:

- *"Are you in favour of Council approving budget changes that exceed the approved multi-year budget average tax levy increase of 2.8%?"* (Yes/No response and open response options);
- *"Do you have any comments on the 20 amendments included in the 2017 Annual Budget Update?"* (Open response option); and,
- *"Do you have any comments on the multi-year budget process?"* (Open response option).

The survey was linked from the 2017 Multi-Year Budget website and was promoted on social media (Facebook and Twitter).

The survey does not reflect a statistical representation of Londoners and their thoughts on the 2017 Annual Budget Update as respondents were self-selected. Rather, the survey was an alternative vehicle to provide a simple and quick means for members of the public to provide

feedback if they were unable to participate in other public engagement activities. The survey also gauged the level of awareness of the Multi-Year Budget process and Londoners' opinion on making amendments to the approved Multi-Year Budget. Respondents were invited to leave comments about the Multi-Year Budget and the budget amendments presented in the 2017 Annual Budget Update.

In total, 6 Londoners provided feedback through the survey. **Responses to the survey questions are provided in Appendix 'A'.**

Budget Information Open House (hosted on November 9, 2016)

The Budget Information Open House invited Londoners to come out and learn about the multi-year budget process and the 2017 Annual Budget Update. The open house was structured as an informal "drop-in" where Londoners could learn more about the Multi-Year Budget and changes proposed for the 2017 Update. Members of the community were taken through seven poster boards that told the story of the multi-year budget process, the approved average annual tax levy, and the amendments found in the 2017 Annual Budget Update.

The budget open house was a unique setting where community members were able to converse and engage directly with Finance staff, members of the Senior Leadership Team (SLT) and Council. Attendees were also given the opportunity to provide input on the Annual Update by filling out the survey deployed through Survey Monkey.

The open house was advertised in the Londoner (2 separate issues), via social media (including a purchased Facebook advertisement), at promotional locations throughout City Hall and on the City's website.

Attendance at the Open House was small – in total, 5 members of the community attended and provided feedback. **Topics raised by attendees are provided in Appendix 'B'.**

Pints and Politics

On November 10, 2016, Finance staff attended the Urban League's "Pints and Politics" event by invitation. Senior Finance staff provided a presentation on the 2017 Annual Budget Update and answered questions from attendees. A total of 15 people participated in the event. **Feedback received from the Pints and Politics event is provided in Appendix 'C'.**

Public Participation Meeting (PPM)

The Public Participation Meeting (PPM) provided Londoners an opportunity to directly address SPPC in Council Chambers. A number of delegations occurred and comments were received from members of the public in attendance. As this report was finalized prior to the PPM, a summary of comments has not been included.

The PPM was advertised in the Londoner (2 separate issues), via social media and on the City's website.

Social Media, Email, and Phone Calls

Staff utilized the City's Twitter and Facebook accounts to encourage a public conversation about the Budget Update. Information was provided about where to access budget resources and budget education web tools (e.g., "Finance Flicks" and the Property Tax Calculator"). Additionally, social media was used to advertise the 2017 Multi-Year Budget webpage, the Budget Information Open House and the Public Participation Meeting.

A Twitter poll was also released shortly after the tabling of the Multi-year Budget. The poll results do not reflect a statistical representation of Londoners and their thoughts on the 2017 Annual Budget Update as respondents were self-selected. Rather, the survey was an alternative vehicle to provide a simple and quick means for members of the public to provide feedback if they were unable to participate in other public engagement activities. In total, 207 people responded to the Twitter poll.

Social media messages were posted to the City social media channels several times a week over the duration of the 2017 Annual Budget Update process. The City of London Twitter account has 36,504 followers and the Facebook page has 21,144 likes.

Feedback received from social media is provided in Appendix ‘D’.

ANALYSIS

As noted in the September 26, 2016 report to the Strategic Priorities and Policy Committee regarding the 2017 Multi-Year Budget process, the level of public engagement was less than what was undertaken with last year’s preparation of the multi-year budget. Staff were of the opinion that there should be a clear distinction between engagement efforts to establish the budget strategy and the approach to engagement for the annual updates. The public engagement approach was intended to focus on budget education and to gather feedback on the 2017 Annual Budget Update. This was reflected in the promotion of web tools (videos and tax calculator), the information provided on the City’s budget website and the format of the open house.

Through the City of London social media streams, the public engagement team received feedback that budget information originally provided on the City’s website was not clear for some of the users visiting the 2017 Annual Update webpage. The engagement team acted quickly to make adjustments and assist all of the users visiting the City’s 2017 Annual Update webpage to easily access a level of information that met their needs. The modified page included different levels of detail with a summary, budget highlights and the detailed budget document. This experience is one that will be carried forward into future budgets so that multiple levels of information are available to the public.

Through an online Twitter Poll, 207 members of the public answered the following question “Are you in favour of Council approving budget changes that exceed the approved multi-year budget average tax levy increase of 2.8%?” Although not statistically relevant the Twitter Poll generated momentum on the public engagement front by attracting a number of people to answer the poll and also visit the City’s webpage. This demonstrated the value of using an informal poll to generate attention around public engagement while getting a snapshot of what some Londoner’s felt about the 2017 Annual Update.

Communications worked with Finance Staff to re-design creative webpage images that promote existing online tools like the City of London Tax Calculator, Budget Basics and educational videos on the Finance Flicks webpage. The engagement team ensured that all related content and tools that contributed to budget education were continuously linked on the 2017 update page and promoted through social media. This is a key step in ensuring multiple ways for Londoners to learn and provide feedback.

At the Budget Open House, poster boards highlighted the multi-year budget process and how the 2017 budget amendments would impact the approved 2016-2019 tax levy. The clear articulation of the messaging led to very informative discussion between staff and members of the public as well as informed questions asked to Finance staff. Having senior Finance staff, members of the SLT and members of Council available at the open house provided an avenue of dialogue between attendees and the desired staff or Council member. Providing this accessibility to staff and elected officials at future open houses will offer the public an avenue to budget education as well as transparent dialogue with senior staff.

This year’s public engagement efforts have initiated the process of educating the public on the multi-year budget. Future engagement efforts will build on the positive groundwork that has been laid during the public engagement campaign for the 2017 Annual Budget Update. The engagement team will continue to refine the strategies surrounding budget education through the investigation of new ideas.

Staff will be giving further consideration to the public engagement strategy for next year’s budget update based on feedback received to-date, as well as experience gathered from the 2017 Multi-Year Budget engagement. The following are some examples of takeaways that will contribute to the continuous improvement of our public engagement efforts:

- review engagement timing for the campaign (i.e., when to focus on education vs. gathering feedback);
- in addition to conducting budget education events around the tabling of the budget, staff are examining a continuous education program throughout the entire year;
- keep the “open house” format for the in-person budget engagement session(s), but reconsider the location of the event(s) and timing in the budget process;
- investigate additional methods to advertise public input events;
- review questions posed for survey feedback;
- examine format of budget amendments as presented on the website; and,
- review level of detail provided to summarize budget amendments.

CONCLUSION

Public engagement continues to play an important role in the budget process in London. In the lead up to a new Multi-Year Budget, a more extensive, in-depth engagement strategy is deployed by Civic Administration. In the year of an annual update, the public engagement strategy aims to educate the public and encourage more involvement in the budget process. For the 2017 Annual Budget Update, the public engagement vehicles focused on educating Londoners and gathering input about impacts of increasing the approved multi-year average annual tax levy.

Acknowledgements: The authors would like to recognize the efforts of the 2017 Multi-Year Budget Update public engagement team from Financial Planning & Policy (Louie Bruni and Anita Hodgins) and Communications (Tara Thomas and Meagan Geudens). The engagement team contributed to this report.

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Cc: Senior Leadership Team
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APPENDIX 'A': BUDGET SURVEY FEEDBACK

(Note: Comments are direct submissions from members of the public with personal information removed for privacy compliance)

- ***“Are you in favour of Council approving budget changes that exceed the approved multi-year budget average tax levy increase of 2.8%?” (Yes/No response and open response options)***
 - Respondent #1: No. I just don't think that always asking for more money is the answer, perhaps looking for unnecessary spending would be a better answer.
 - Respondent #2: Yes. Please settle the fire fighters contract. It's an embarrassment to our city.
 - Respondent #3: Yes. Taxes are too low and unfortunately it shows in London. You get what you pay for and have a big divide between rich and poor. We need to end poverty in this City. Provide basic income and get people into homes and off our streets please. We also need to increase funding to protect our Natural Heritage System and control invasive species. Need more bike paths and funds to manage invasive species along existing pathways. All City funded building projects should meet Passive House standards and include all forms of Low Impact Development. Thank you.
 - Respondent #4: No.
 - Respondent #5: Yes. \$1 per household per year. Why are you even asking this? What kind of leaders did we elect that are asking about \$1?
 - Respondent #6: No. Instead of reducing services to keep budget increase low, should decrease the size of city staff or reduce expenditures such as hoarding vacation days that can be sold when retiring or offering index pensions.
- ***“Do you have any comments on the 20 amendments included in the 2017 Annual Budget Update?” (Open response option)***
 - Respondent #1: I looked at the amendments but only shows numbers not really why increases are necessary, unless I am missing something.
 - Respondent #2: (no response)
 - Respondent #3: No.
 - Respondent #4: (no response)
 - Respondent #5: (no response)
 - Respondent #6: No.
- ***“Do you have any comments on the multi-year budget process?” (Open response option)***
 - Respondent #1: Personally I don't like the multi-year budget process. It has already not worked out and and [sic] increase from 2.8 to 2.9 is requested for 2017. Net year it will probably change again.
 - Respondent #2: (no response)
 - Respondent #3: No.
 - Respondent #4: (no response)
 - Respondent #5: (no response)
 - Respondent #6: Like it.

APPENDIX 'B': BUDGET INFORMATION OPEN HOUSE FEEDBACK

(Note: Comments based on feedback provided verbally to staff)

- Location of City Hall for open house is not ideal; consider having open houses at the malls again (x 2)
- The timing of the open house was too soon after the budget was tabled – hard to go through the information and provide feedback so quickly (x2)
- The open house format is good and should be used in future years (x 2)
- Having the open house the day after the US presidential election was likely hurting attendance (political fatigue)
- Great to see representatives from so many City departments in attendance – liked being able to ask questions directly to the department representatives
- What budget amendments were included in the 2017 Annual Budget Update and the financial impacts associated with each?
- What was year-end operating surplus in 2015 and how were funds allocated? What is the projected operating surplus for 2016? How could the surplus be returned to taxpayers?
- Describe the interrelationship between the City's operating and capital budgets
- What is the home owner impact of the draft 2017 Multi-year Budget?
- Are tax rates for the school boards within the control of the municipality?
- What is the status of the Pollution Prevention and Control Plan and will it address the City's 149 identified overflows?
- Multi Year Budget Impressions – too early to tell if it's a good format or not
- What happens when the city disposes of its assets? (i.e. proceeds from land transactions)
- What are the proposed changes in the capital budget and impacts on tax levied?
- What are reserve funds, what do they fund and how are they managed?
- How is the Annual Hydro Dividend allocated and does it reduce the amount of property taxes levied?
- What is/can the City do about guaranteed income supplement?
- I'm interested in learning more about the City's bike paths

APPENDIX 'C': "PINTS AND POLITICS" FEEDBACK

(Note: Comments based on feedback provided verbally to staff)

- Poll questions should focus on \$ increase to the average tax bill – this is important context to the requests that have been submitted
- The multi-year budget process is good as it provides additional context to individual budget requests
- Why were properties acquired (Budget Amendment #2) and what are the costs associated with acquiring these properties?
- What assumptions have been used for determining assessment growth?
- Concerns that the public isn't fully aware that the amendments represent \$1 to the average homeowner – people should be speaking out to support the increase
- How do Londoners suggest changes to the budget for spending? What is the method/process for providing budget requests?
- Should frame feedback questions based on \$ increases – concerns that questions about changes to the approved 2.8% tax rate will only reflect the "anti-tax" members of the public The question was essentially "Do you want your taxes to go up, yes or no"
- The poll question was loaded as it was presented – the City isn't making it easy enough for people to provide feedback and there needs to be more time spent on education about the budget and the proposals
- The budget amendment descriptions need to be better communicated in the future – difficult to understand what's being proposed and "plain language" needs to be used
- \$1 increase is more concrete than % changes to the tax rate – make the messaging as concrete as possible
- People expect costs to increase each year, so increases to the budget should be expected
- Really like the multi-year budget process
- The open house was too soon in the process – need more time to absorb the information in order to provide feedback
- There wasn't enough advertising for the open house and it should have been advertised earlier (several weeks before the budget is to be tabled)
- City Hall isn't a good location for a budget open house – it can be intimidating to walk into City Hall
- Onus is on the Councillors and staff to go out to where the public is to gather feedback
- How was the service review process this year? How easy was it to do?
- I'm not getting "warm and fuzzies" from Council or staff about the multi-year budget versus the traditional budget – maybe worth looking at going back to the old yearly budget format
- It seemed like there were "easy wins" in the front-end of the service review; wondering about what challenges there might be in the future to achieve savings

APPENDIX 'C': "PINTS AND POLITICS" FEEDBACK

(Note: Comments based on feedback provided verbally to staff)

- Concerned that service review is implying a barrier for Administration and the Agencies, Boards and Commissions to come forward with requests for needed funding – focus is on reductions to already stretched budgets
- Look at using provincial benchmarks for service review and discussions about levels of service – think about being at or below the median, otherwise service review discussions don't have a lot of meaning
- What process is staff using to find savings for service review?

APPENDIX ‘D’: SOCIAL MEDIA FEEDBACK

(Note: Comments are staff messages and direct submissions from members of the public [with personal information removed for privacy compliance])

Twitter
<p>@CityofLdnOnt City Staff will table the #ldnbudget update Nov. 7. #LdnOnt 2017 budget update process timeline: http://bit.ly/2e1j92G pic.twitter.com/CXI37fUvt 3,328 impressions 8 Retweets 6 Link Clicks</p>
<p>@CityofLdnOnt Your fall update. Check out the latest issue of the Our City e-newsletter. #ldnont #ldnbudget http://us5.campaign-archive1.com/?u=8eb3476b6de13b4d39bc0c3d7&id=93f51391be&e=8bc1970e01 ... 2,101 impressions 3 Retweets 6 Link Clicks</p>
<p>@CityofLdnOnt Back to the basics. Watch our video and learn how your City budget works. #ldnont #ldnbudget https://www.youtube.com/watch?v=DI1T-qnfbo ... 2,269 impressions 1 Retweet 2 Link Clicks</p> <p>REPLY</p> <ul style="list-style-type: none">• @CityofLdnOnt Thanks. That was informative. People may also enjoy my abridged version. #LdnOnt
<p>@CityofLdnOnt Mark your calendar! The 2017 Budget Update Open House is Nov. 9 from 6-8, City Hall cafeteria. #ldnbudget #ldnont https://www.eventbrite.com/e/2017-budget-update-open-house-tickets-28608740513?aff=es2 ... pic.twitter.com/ByR9Qq41xO 1,615 impressions 3 Retweets 1 Link Click</p>
<p>@CityofLdnOnt The 2017 #LdnBudget Update will be tabled Monday. Learn about the benefits of multi-year budgeting here: http://www.london.ca/city-hall/budget-business/budget/Pages/2017-Multi-Year-Budget-Update.aspx ... #ldnont pic.twitter.com/YbcdJwJCyo 2,637 impressions 4 retweets 4 Link Clicks</p>
<p>@CityofLdnOnt November is Financial Literacy Month. Check out #LdnOnt Finance Flicks for an overview of City finances. #FLM2016 http://www.london.ca/city-hall/budget-business/budget/Pages/Finance-Flicks.aspx ... 1,993 impressions 1 Retweet 1 Link Click</p>

APPENDIX 'D': SOCIAL MEDIA FEEDBACK

(Note: Comments are staff messages and direct submissions from members of the public [with personal information removed for privacy compliance])

<p>@CityofLdnOnt</p> <p>The 2017 #LdnBudget update will be tabled today at SPPC. #LdnOnt Watch the meeting live at 4 p.m. here: https://www.youtube.com/channel/UCONeQa0atWIHJlsvNyBZHdQ ...</p> <p>1,803 impressions</p> <p>3 Retweets</p> <p>1 Link Click</p>
<p>@CityofLdnOnt</p> <p>Follow along with SPPC. Here's the agenda: http://sire.london.ca/mtgviewer.aspx?meetid=1340&doctype=AGENDA ... View the live stream: https://www.youtube.com/watch?v=8yMkThiR4Mo&feature=player_embedded ...</p> <p>#ldnont</p> <p>1,429 impressions</p> <p>1 Retweet</p> <p>7 Link Clicks</p>
<p>@CityofLdnOnt</p> <p>Larry Palarchio, Director of Financial Planning & Policy is now presenting the 2017 #LdnBudget Update at SPPC. https://www.youtube.com/watch?v=8yMkThiR4Mo ...</p> <p>1,661 impressions</p> <p>1 Retweet</p> <p>7 Link Clicks</p>
<p>@CityofLdnOnt</p> <p>City officials tabled the 2017 annual #ldnbudget update for the 2016-2019 multi-year budget. #ldnont Details here: http://www.london.ca/newsroom/Pages/2017-Annual-Budget-Update-Tabling.aspx ...</p> <p>2,584 impressions</p> <p>4 Retweets</p> <p>9 Link Clicks</p>
<p>@CityofLdnOnt</p> <p>Learn more about the 2017 annual #ldnbudget update & the multi-year budget process at our open house Nov. 9 #ldnont https://www.eventbrite.com/e/2017-budget-update-open-house-tickets-28608740513?aff=ehomecard ... pic.twitter.com/Z22350u4S5</p> <p>2,739 impressions</p> <p>7 Retweets</p> <p>2 Link Clicks</p>

APPENDIX 'D': SOCIAL MEDIA FEEDBACK

(Note: Comments are staff messages and direct submissions from members of the public [with personal information removed for privacy compliance])

@CityofLdnOnt

TWITTER POLL

Are you in favour of Council approving budget changes that exceed the approved multi-year [#ldnbudget](#) avg tax levy increase of 2.8%? [#ldnont](#)

4,496 impressions

8 Retweets

207 Votes

77% No

23% Yes

TWITTER REPLIES

- My bank account says no. I need more information before I can decide, assuming I have a voice [#ldnbudget](#) [#ldnont](#)
@CityofLdnOnt
Get answers to your questions at the Open House tomorrow at City Hall from 6-8 pm Amendment Highlights: <http://www.london.ca/city-hall/budget-business/budget/Documents/2017-Budget-Update-Highlights.pdf> ...
- 200 pages of budget information. You're going to need to make that a LOT more digestible.
- Can you please tell me whose idea this was? This is the worst example of engagement that I've seen from the city in years.
- Without context, how is this a decent gauge of response? Using lowest common denominator is not how I want decisions made.
- this is a terribly worded question. I'm not sure Twitter is the best place for this type of engagement
- I want to say yes, but depending on the reason for the increase.
- What slop is this? An LFP poll? What the hell kind of answer do you expect? How about context? Reason? Benefits gained? Sheesh. [#ldnont](#)
- Did Matt come up with this idea?
- And they're doing it on Facebook too. It's nonsense but is it worse than "I've been getting calls and letters"?
- WTF?
 - Well said.
 - I like to think I really raise the bar in social media discourse.

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<p>@CityofLdnOnt</p> <p>Learn about the 2017 Annual #LdnBudget Update</p> <p>http://www.london.ca/newsroom/Pages/2017-Annual-Budget-Update-Tabling.aspx ...</p> <p>Questions? Come to the Open House tomorrow from 6-8 pm at City Hall</p> <p>1,764 impressions</p> <p>3 Retweets</p> <p>1 Link Click</p>
<p>@CityofLdnOnt</p> <p>View 2017 Operating and Capital Budget Amendment Highlights:</p> <p>http://www.london.ca/city-hall/budget-business/budget/Pages/2017-Multi-Year-Budget-Update.aspx ... #Ldnbudget #Ldnont</p> <p>https://twitter.com/CityofLdnOnt/status/796001897962414080 ...</p> <p>2,111 impressions</p> <p>4 Retweets</p> <p>6 Link Clicks</p>
<p>@CityofLdnOnt</p> <p>Have questions about the 2017 Annual #Ldnbudget Update? Join City staff tonight at our open house from 6-8pm @ CH. https://www.eventbrite.com/e/2017-budget-update-open-house-tickets-28608740513?aff=es2 ... pic.twitter.com/uCcSQeab3n</p> <p>2,701 impressions</p> <p>5 Retweets</p> <p>1 Link Click</p>
<p>@CityOfLdnOnt</p> <p>We are all setup & ready to go at the #Ldnbudget open house! Join City staff from 6-8pm at City Hall cafeteria. pic.twitter.com/88O9xgcQOM</p> <p>3,490 impressions</p> <p>5 Retweets</p> <p>2 Link Clicks</p>
<p>@CityofLdnOnt</p> <p>Staff tabled the 2017 #Ldnbudget update. Learn about the proposed amendments and provide your feedback. #Ldnont</p> <p>https://www.surveymonkey.com/r/L9XDPWW pic.twitter.com/zdYzoyuv5t</p> <p>2,599 impressions</p> <p>5 Retweets</p> <p>11 Link Clicks</p>
<p>@CityofLdnOnt</p> <p>Mark your calendar! The 2017 #LdnBudget Annual Update Public Participation Meeting is Nov. 21 at 4 p.m. http://www.london.ca/city-hall/budget-business/budget/Pages/2017-Multi-Year-Budget-Update.aspx ... pic.twitter.com/uMxJ4dLZ4E</p> <p>2,189 impressions</p> <p>4 Retweets</p> <p>7 Link Clicks</p>

APPENDIX ‘D’: SOCIAL MEDIA FEEDBACK

(Note: Comments are staff messages and direct submissions from members of the public [with personal information removed for privacy compliance])

<p>@CityofLdnOnt</p> <p>How is property tax calculated? A number of factors go into determining your property tax rate. #ldnont Video: http://www.london.ca/residents/Property-Matters/Property-Taxes/Pages/How-Property-Tax-is-Calculated.aspx ...</p> <p>2,647 impressions</p> <p>5 Retweets</p> <p>25 Link Clicks</p>
<p>@CityofLdnOnt</p> <p>Estimate your property taxes for 2016-2019 with our property tax calculator for the multi-year #ldnbudget. #ldnont http://www.london.ca/city-hall/budget-business/budget/Pages/Property-Tax-Calculator.aspx ...</p> <p>2,160 impressions</p> <p>5 Retweets</p> <p>25 Link Clicks</p>
<p>@CityofLdnOnt</p> <p>Monday, Nov 21 is the 2017 #ldnbudget Public Participation Meeting. Join us @ City Hall at 4 & provide your feedback</p> <p>https://www.surveymonkey.com/r/L9XDPWW pic.twitter.com/GXON8wLTWG</p> <p>1,769 impressions</p> <p>4 Retweets</p> <p>3 Link Clicks</p>
<p>@CityofLdnont</p> <p>Do you have questions about the 2017 #ldnbudget update? Finance staff can help! Email budget@london.ca or call 519-661-4638. #ldnont pic.twitter.com/eHgMb50kFB</p> <p>3,194 impressions</p> <p>7 Retweets</p> <p>1 Link Click</p>

<p>Facebook</p> <p>City of London: The 2017 budget update process is about to get underway. City staff will table the first update for the 2016-2019 Multi-Year Budget on November 7. View the timeline here: http://www.london.ca/.../P.../2017-Multi-Year-Budget-Update.aspx</p> <p>1,121 impressions</p> <p>1 Like</p>
<p>City of London: Back to the basics. Watch our video and learn how your City budget works. https://www.youtube.com/watch?v= DI1T-qnfbo</p> <p>767 impressions</p>
<p>City of London: Mark your calendar! The 2017 Budget Update Open House is November 9 from 6 p.m - 8 p.m. at City Hall in the cafeteria. Register now: https://www.eventbrite.com/e/2017-budget-update-open-house-...</p> <p>1,211 impressions</p> <p>4 Likes</p> <p>2 Shares</p>

APPENDIX 'D': SOCIAL MEDIA FEEDBACK

(Note: Comments are staff messages and direct submissions from members of the public [with personal information removed for privacy compliance])

<p>City of London: The 2017 update will be tabled Monday. Learn about the benefits of multi-year budgeting here: http://www.london.ca/.../P.../2017-Multi-Year-Budget-Update.aspx</p> <p>909 impressions</p> <p>1 Like</p>
<p>City of London: November is Financial Literacy Month. Check out our Finance Flicks for an overview of your City finances.</p> <p>http://www.london.ca/.../bud.../budget/Pages/Finance-Flicks.aspx</p> <p>569 impressions</p>
<p>City of London: Register now for the 2017 Budget Update Open House! Join City staff and explore the multi-year budget in an environment where you can learn and have the opportunity to ask questions about the multi-year budget process.</p> <p>https://www.eventbrite.com/e/2017-budget-update-open-house-...</p> <p>6,784 impressions</p> <p>72 Likes</p> <p>19 Shares</p>
<p>City of London: The 2017 annual budget update will be tabled today at the Strategic Priorities and Policy Committee meeting. Watch the meeting live at 4 p.m. here: https://www.youtube.com/channel/UCONeQa0atWIHJlsvNyBZHdQ</p> <p>979 impressions</p> <p>2 Likes</p>
<p>City of London: City officials tabled the 2017 annual budget update for the 2016-2019 multi-year budget. Learn more here: http://www.london.ca/.../2017-Annual-Budget-Update-Tabling.as...</p> <p>928 impressions</p> <p>4 Likes</p>

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<p>City of London: Are you in favour of Council approving budget changes that exceed the approved multi-year budget average tax levy increase of 2.8%? Take our survey: https://www.surveymonkey.com/r/L9XDPWW</p> <p>1,547 impressions 11 likes 2 Shares</p> <p>Comments:</p> <ul style="list-style-type: none">• Can you please explain why you're doing a poll like this? How will the results be used? The results will be as meaningless as a London Free Press poll.<ul style="list-style-type: none">○ City of London: Great questions. We are taking a poll to see how Londoners feel about a potential property tax increase. Results will be included in a report to Council on November 24.• You haven't given anyone the right kind of information with which to make an informed decision. The budget page on the website contains volumes of information and nobody's going to read through that stuff. If you want educated opinions then you're going to have to educate us. If you're going to submit a report to council full of emotional rather than informed responses then that's not going to be of much value at all, is it?• Self-selection bias makes online polls pretty useless for most things.• I'd like to know how much these polls cost tax payers. If everyone votes no for tax increases does that mean there won't be any. Because if it doesn't city needs to quit wasting money on polls
<p>City of London: Learn about the 2017 Annual Budget Update http://www.london.ca/.../2017-Annual-Budget-Update-Tabling.as...</p> <p>Questions?</p> <p>Come to the Open House tomorrow from 6-8 pm at City Hall.</p> <p>476 impressions 2 Likes</p>
<p>City of London: Have questions about the 2017 Annual Budget Update? Join City staff tonight at City Hall from 6-8 p.m. https://www.eventbrite.com/e/2017-budget-update-open-house-...</p> <p>1,593 impressions 2 Likes 3 Shares</p>
<p>City of London: Mark your calendar! The 2017 annual budget update Public Participation Meeting is November 21 at 4 p.m. http://www.london.ca/.../P.../2017-Multi-Year-Budget-Update.aspx</p> <p>1000 impressions</p>

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<p>City of London: How is property tax calculated? A number of factors go into determining your property tax rate. Watch our video for an overview. http://www.london.ca/.../How-Property-Tax-is-Calculated.aspx</p> <p>Interested in the 2017 annual budget update? Visit london.ca/budget for more information.</p> <p>2,090 impressions</p> <p>3 Likes</p> <p>2 Shares</p>
<p>City of London: Estimate your property taxes for 2016-2019 with our property tax calculator for the multi-year budget. http://www.london.ca/.../b.../Pages/Property-Tax-Calculator.aspx</p> <p>3,245 impressions</p> <p>14 Likes</p> <p>7 Shares</p>
<p>City of London: Monday, November 21 is the 2017 annual budget update Public Participation Meeting. Join us at City Hall at 4 p.m. https://www.surveymonkey.com/r/L9XDPWW</p> <p>1,178 impressions</p> <p>1 like</p>
<p>City of London: Do you have questions about the 2017 budget update? Finance staff are available to answer your questions. Email budget@london.ca or call 519-661-4638. www.london.ca/budget</p> <p>1,178 impressions</p> <p>4 Likes</p> <p>1 Share</p> <p>Comments:</p> <ul style="list-style-type: none">• My Idea is still important. It is time to make it a step forward governments, use it and create a one way street to success in our City London Ontario . All Resources in one place. Let's stop talking, put our money where our mouths are, without excuses. Build better days ahead for those living in poverty. Old Highbury Hilton is the best place to do just that.• Let's not forget the homeless . I think it is time to give out Heated socks. I tested them out, and they heat up our whole body. Please give out heated socks. 10.00 a pair, from Mark's Warehouse. Give those out this year.