

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>
To: "Direct to Mayor and Council - DL"
CC: "City Manager's Correspondence Group - DL"
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Date: 8/22/2019 9:47:38 AM
Subject: Budget 2020 engagement getting underway
Attachments: COV-Budget-1200x675_Twitter.jpg

Dear Mayor and Council,

I am writing to let you know that we are kicking off our engagement for Budget 2020 today with the launch of the Talk Vancouver survey. The survey is open to all Vancouver residents or business owners via the same platform that our regular panel members use (citizens are not required to join the panel to complete the survey). The Talk Vancouver online survey will be supplemented by a 3-1-1 intercept phone survey.

We are promoting survey participation via a number of channels including social media, and I have attached social media artwork that you can use if you wish on your own Twitter account to help us promote the survey.

The engagement campaign will run until early October, with a number of different ongoing and phased /targeted opportunities to expand our outreach.

There are some changes of note in this year's approach that I would like to bring to your attention:

- A refreshed visual identity for Budget 2020 to be used consistently on all materials (aligned with the final version of the [Budget Outlook](#)), and refreshed social media hashtag approach to help us broaden our appeal and reach
- Expanded in-person outreach to engage citizens who in the past may have been under-served or hard-to-reach, including outreach at a broader set of locations offering translated materials and staff with second language capabilities (these events will be listed in the events calendar on our web site but we will provide you with an update once the locations, dates and times are confirmed)
- We will also be holding targeted stakeholder and youth sessions in collaboration with other agencies (e.g. UBC)
- The educational component of the campaign will include continued focus on basic financial literacy, using simple language and visuals (videos, icons, quizzes, polls, infographics, etc.), and highlighting the five priorities approved by Council. Our [web site](#) has also been significantly updated to support this campaign

If you have any questions, please feel free to reach out to me or to Rena Kendall-Craden (Rena.Kendall-Craden@vancouver.ca).

Best,
Sadhu

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Pronouns: he, him, his



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.

#VANBUDGET2020

Take our short survey now:
vancouver.ca/vanbudget2020

