



Greater | Grand  
**Sudbury**  
www.greatersudbury.ca



# Budget04

Towards Tomorrow Together ★ Vers l'avenir ensemble

**2004 Budget Communications**

## *Objective:*

- To engage citizens in the budget process
- To build public awareness/understanding of the budget
- To obtain public input on budget alternatives



# Strategy:



## Public Meetings

- Two series of budget public input and information meetings in each of the six wards:
  - prior to budget alternatives being developed
  - after budget alternatives are developed but before a final budget is approved

| <b>Budget Public Input and Information Meetings</b> |   |
|---|---|
| <b>First Series in each Ward</b>                    |   |
| <b>January 19, 2004 - 7:30 pm</b>                   |   |
| Ward 1  | T. M. Davies Community Centre (Walden Arena)      |
| Ward 2  | Centre Lionel E. Lalonde Centre (Trillium Centre) |
| <b>January 20, 2004 - 7:30 pm</b>                   |   |
| Ward 3  | Valley East Citizen Service Centre/Library        |
| Ward 4  | Garson Arena                                      |
| <b>January 21, 2004 - 7:30 pm</b>                   |   |
| Ward 5  | Countryside Sports Complex                        |
| Ward 6  | Tom Davies Square                                 |

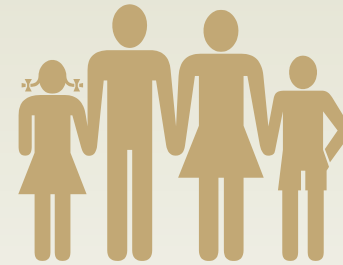
## *Strategy:*

- **High frequency bilingual campaign**
- **Well co-ordinated and comprehensive to maximize the message**
  - Media Relations
  - Web Information
  - Advertising
  - Public Relations
  - General Marketing



## *Audience:*

- Public at large  
(all citizens including youth, seniors, businesses)
- Reminders to specific groups
- Media  
(both print and broadcast)



## *Timing:*

- Beginning the week of **January 5th, 2004**
- Greater intensity near respective series of ward meetings



## *Branding:*

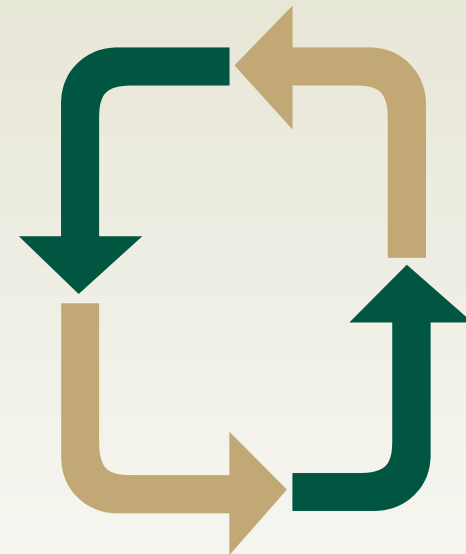
Will give budget communications  
a unified look and feel  
and increased visibility  
in the public eye

**Slogan:** Conveys importance of the  
budget (for today and tomorrow) and  
engages the public in the process



## *Key Messages:*

- Setting the budget is the single most important decision that Council makes.
- Budget decisions have a direct impact on citizens.
- When you provide your input at a public meeting, you are helping to determine the direction of the budget.



## *Key Messages:*

- Your feedback is used by City Council to set priorities.
- The budget is not just about dollars and cents.
- It's about quality of life and life in our community.



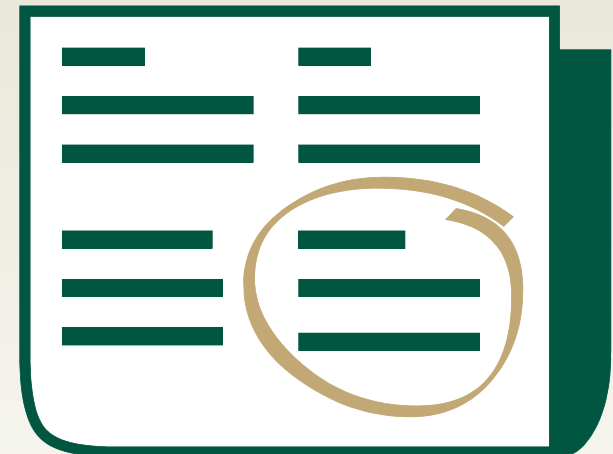
## *Tactics*

- Media Relations
- Web Information
- Advertising
- Public Relations
- General Marketing



## *Media Relations*

- Timely news releases to generate newspaper articles, television/radio interviews
- Series of newspaper columns
- Media briefing
- Channel 10 messaging service
- Monitor media coverage
- Clippings to Council on a weekly basis



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## *Web Information*

- Budget icon on homepage  
- link to budget information
- Media releases
- Budget meeting dates
- Email to engage citizens
- Advertise web address on all budget communications (releases, ads, backgrounder, public meeting presentation, etc.)
- Post summary of public input



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## Website

## Homepage Sample

[News Releases](#) | [Services A to Z](#) | [Tenders + Results](#) || [Communiqués](#) | [Services de A à Z](#) | [Offres et Résultats](#)

### What's New / Nouveautés

[Holiday Season  
Garbage and  
Recycling Collection](#)



[Collecte des  
ordures et des  
articles recyclables  
pendant les fêtes](#)

[Seeking names  
for  
Memorial Wall  
more...](#)



[Noms recherchés  
pour  
le mur du Souvenir  
Cliquez ici](#)

[Application  
for  
Appointment  
to Citizen Boards  
and Committees](#)



[Formulaire pour  
présenter sa  
candidature à un  
conseil ou à un  
comité de citoyens](#)

[Summer Student  
Application  
Deadline:  
March 1, 2004  
at 4:30 pm](#)



[Demande d'emploi  
d'été pour étudiants  
Date limite :  
le 1er mars 2004  
à 16 h 30](#)

[Jobs@  
Emplois](#)

[Register  
online!  
Leisure Guide  
Inscription  
en ligne!  
Guide des loisirs](#)

[Always Prepared.  
Toujours prêts.](#)



[Arena Ice Availability  
Location de glace](#)

[Information](#)

[Renseignements](#)

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Welcome | Bienvenue

[English](#)

[Français](#)

Greater Grand  
Sudbury  
www.city.greatersudbury.on.ca

### Mayor & Council / Maire et Conseil municipal



[Mayor & City Council  
Meetings | Planning Meetings](#)

[Public Notices | Avis Public](#)

[Maire et Conseil municipal  
Réunions | Réunions -planification](#)

[KeyFacts - Faits Saillants](#) | [Pay Your Parking Tickets ONLINE!](#) - [Payez vos contraventions de stationnement en ligne](#) | [Election 2003](#)

# Website

## Budget Page Sample



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[City Homepage](#) | [Mayor & Council](#) | [FAQ](#) | [Services A to Z](#)



# Budget04

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## Introduction

[2004 Budget Background](#)  
- January 2004

[Towards Tomorrow](#)  
- January 2003

[Long-Term Financial Plan](#)  
- November 2002

[Long-Term Financial Plan Update](#)  
- November 2003

[Submission to the Ministry of Finance](#)  
Roundtable - February 2003

[Building the City of Tomorrow](#)  
- October 2003



## Public Input Meetings

### It begins with you.

When you provide your input at a public meeting, you are helping to determine the direction of the budget. Your feedback is used by City Council to set priorities.

The City will host two series of public input and information meetings in each ward - one *prior* to budget alternatives being developed and one *after* budget alternatives are developed, but before a final budget is approved.

### 1<sup>st</sup> Series in each Ward

**January 19, 2004 - 7:30 pm**

**Ward 1 -** T. M. Davies  
Community Centre  
(Walden Arena)

**Ward 2 -** Centre Lionel E.  
Lalonde Centre  
(Trillium Centre)

**January 20, 2004 - 7:30 pm**

**Ward 3 -** Valley East  
Citizen Service  
Centre/Library

**Ward 4 -** Garson Arena

**January 21, 2004 - 7:30 pm**

**Ward 5 -** Countryside  
Sports Complex

**Ward 6 -** Tom Davies Square

## fast facts

Total 2003 budget  
\$389 million

Total 2003 Property Tax  
Levy \$128.4 million

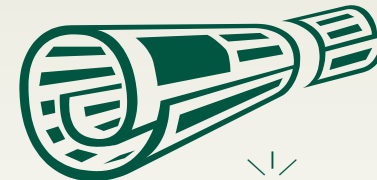
2003 sources of revenue

- tax levy 33%
- other taxation 2%
- grants 41%
- user fees 19%
- investment earning 2%
- other revenue 3%

Send us your  
2004 budget  
comments.

# *Advertising*

- Area newspapers
- Reminders via email/mail
- 15-second radio spots



*Sample*

**Newspaper Advertisement**



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# Budget04 *It begins with you!*

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The City of Greater Sudbury will host two series of public input and information meetings on the 2004 budget.

There will be meetings in each ward prior to budget alternatives being developed and after budget alternatives are developed, but before a final budget is approved.

The budget provides dollars for services and programs that will be offered, so setting the budget is the single most important decision that City Council makes.

When you provide your input at a public meeting, you are helping to determine the direction of the budget. Your feedback is used by City Council to set priorities.

The budget is not just about dollars and cents. It's about quality of life and life in our community. Budget decisions have a direct impact on you.

Plan to attend the Budget Public Input and Information Meeting in your ward or another ward if the date is more convenient for you. City Council values your input.

You will be invited to provide your input on the following:

- tax increases
- user fees
- service levels
- borrowing money
- tax levy for roads and other infrastructure
- funding from other levels of government
- enhancements
- and other budget related matters



For more information about the 2004 budget, please visit [www.greatersudbury.ca](http://www.greatersudbury.ca)

## Budget Public Input and Information Meetings

### *First Series in each Ward*

#### **January 19, 2004 - 7:30 pm**

Ward 1 T. M. Davies Community Centre (Walden Arena)

Ward 2 Centre Lionel E. Lalonde Centre (Trillium Centre)

#### **January 20, 2004 - 7:30 pm**

Ward 3 Valley East Citizen Service Centre/Library

Ward 4 Garson Arena

#### **January 21, 2004 - 7:30 pm**

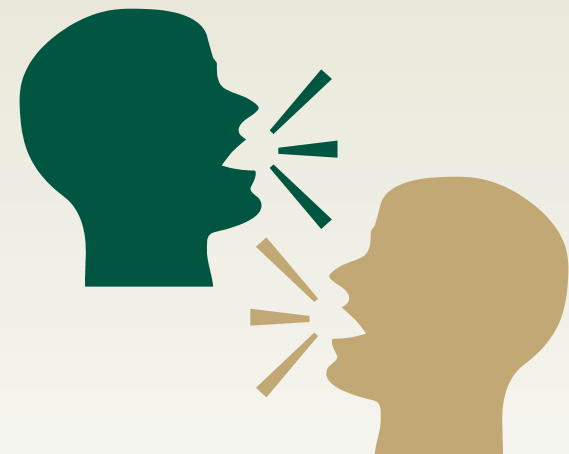
Ward 5 Countryside Sports Complex

Ward 6 Tom Davies Square

The second series of meetings will begin in mid-February. Watch for details.

## *Public Relations*

- Word of mouth is the best selling tool
- Public presentations (ex. Chamber, Rotary, Home Builders Association, etc.)
- Advertise upcoming budget meetings at current meetings
- Two-way dialogue at ward meetings



# *General Marketing*

- Presentation at Input/Information Meetings
- Key Questions
- Background information flyer
- Evaluation feedback mechanism
- Spring and Summer Leisure Guide - overview



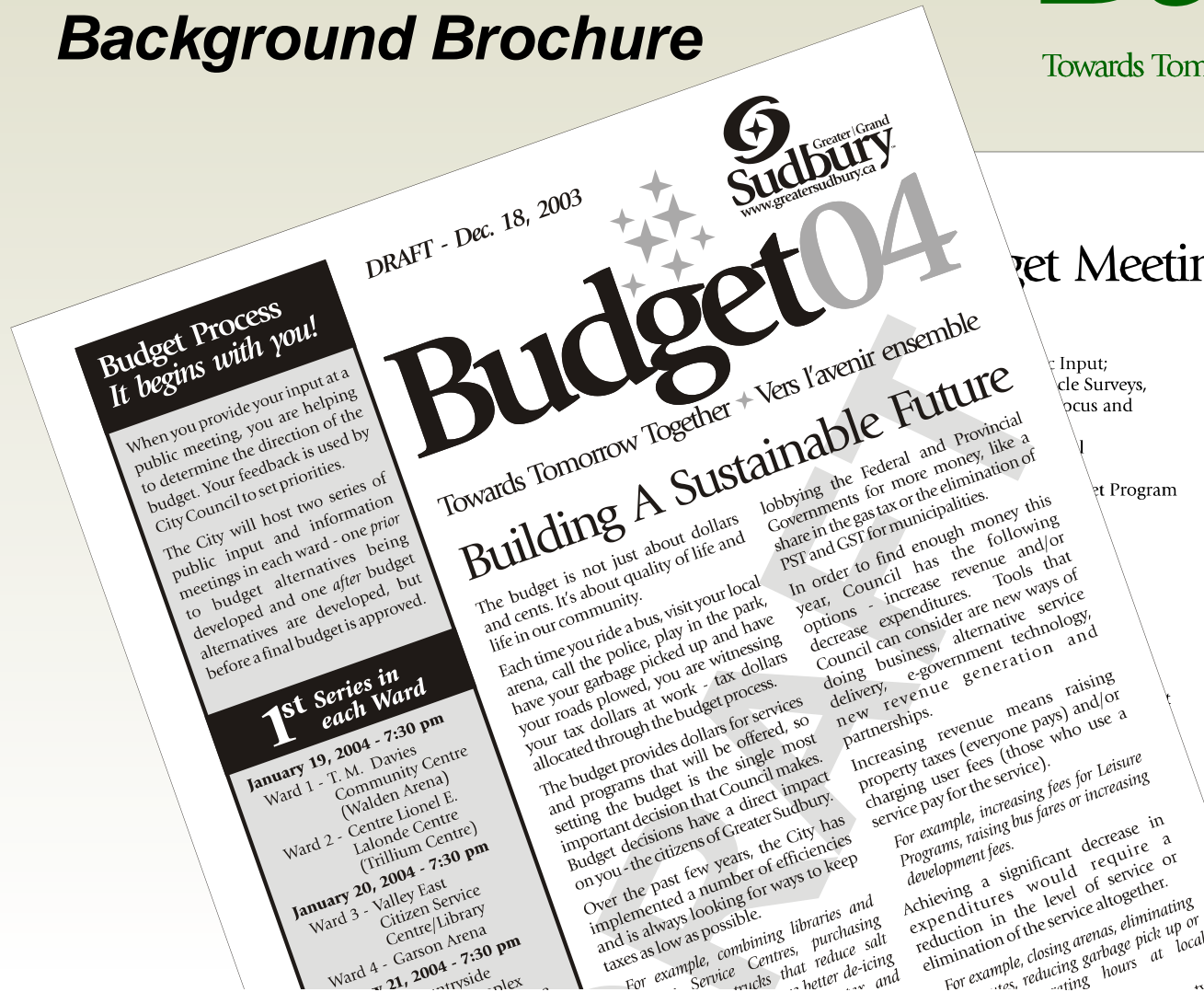
# Sample

## Background Brochure



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March 10, 2004 - 5:30 pm

Tom Davies Square

- Finance - Presentations from Outside Boards
- Committee (prior to Priorities)

March 15, 2004 - 5:30 pm

Tom Davies Square

- Finance - Review of Current Budget Options;
- Committee - Voting on Current Budget Levy Reduction Options;
- Continued Review of Current Budget Enhancement Options

March 17, 2004 - 5:30 pm

Tom Davies Square

- Finance - Review of Voting Results for
- Committee - Current Budget Reduction Options;
- Continued Review of Current Budget Enhancement Options;
- Voting on Current Budget Enhancement Options

March 22, 2004 - 5:30 pm

Tom Davies Square

- Finance - Review of Voting Results for Current
- Committee - Budget Enhancement Options;
- Finalization of Current Budget;
- Review of Capital Budget Options;
- Voting on Capital Budget Options;
- Finalization of Capital Budget

March - April - 5:30 pm

Tom Davies Square

- Finance - Review and Adoption of Tax Policy

# Evaluation

- Number of participants at public meetings
- Participant feedback
- Citizen feedback through City website
- Media monitoring
- Hits on website



 **Tell us what you think!**

1. Did you find this meeting informative?

\_\_\_\_\_

\_\_\_\_\_

2. Do you have any suggestions on how we can improve public input meetings on the budget?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. Do you have any additional comments you would like to share?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. What ward are you from?

\_\_\_\_\_



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Budget04

The word "Budget" is in green and "04" is in gold. A cluster of gold stars is positioned above the "t" in "Budget".

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**2004 Budget Communications**

***Thank You***