

2026 Budget Engagement Report

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Legislated Requirement

“A council must undertake a process of public consultation regarding the proposed financial plan before it is adopted.”

COMMUNITY CHARTER

[SBC 2003] CHAPTER 26

Part 6 — Financial Management

Division 1 — Financial Planning and Accountability



Public Engagement

What is Community Engagement?

Community engagement describes a wide range of activities aimed at increasing citizen awareness and participation. For us, it means involving residents in the decisions that are most important to you. This ensures the best use of City resources and your time.

“Community engagement is defined as any process that involves the public in problem-solving or decision-making and that uses public input to make better decisions.”

– International Association of Public Participation (IAP2)



Who has the final say?


Your Council is elected to represent your interests and community engagement does not replace their responsibility for decision making. The purpose of gaining input from the community is to provide Council with information about the public's opinion and interests to support their decisions.

Why Engage?

- Supports better, more informed decisions
- Fosters trust between the City and citizens
- Enables more input from diverse audiences
- Increases citizens' sense of civic responsibility and understanding of issues
- Reduces conflict and looks for common ground



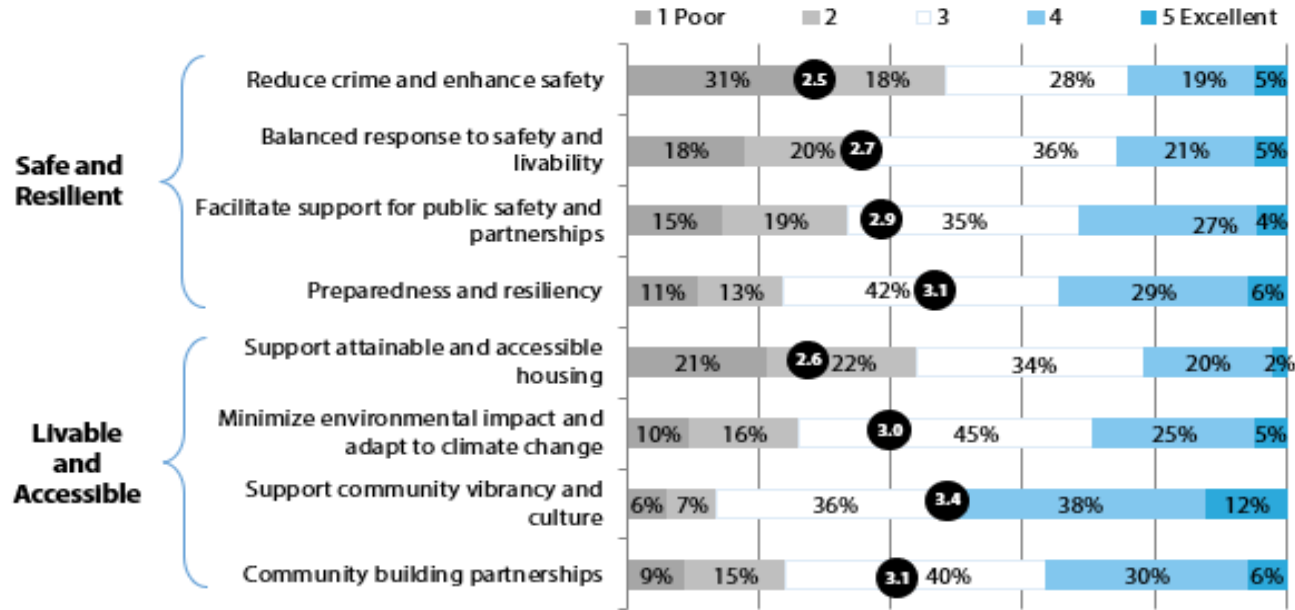
International Association for Public Participation (IAP2)

Increasing Level of Public Impact 

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
TOOLS AND TECHNIQUES	<ul style="list-style-type: none"> • Fact Sheets • Websites • News releases 	<ul style="list-style-type: none"> • Open Houses • Feedback Forms 	<ul style="list-style-type: none"> • Workshops • Surveys 	<ul style="list-style-type: none"> • Advisory Committees • Charrettes 	<ul style="list-style-type: none"> • Referendum • Alternative Approval Process



2025 Community Survey Priorities



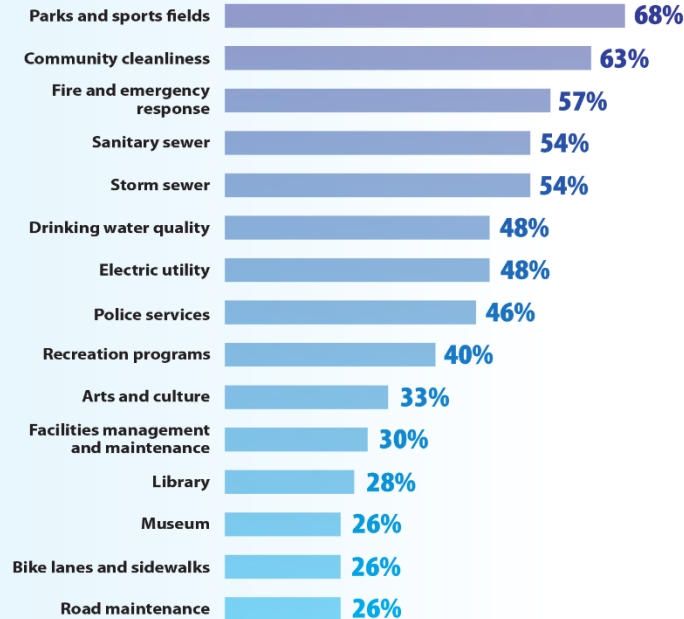
● Scores for each of the measures were converted into an Overall Average Rating to allow for comparisons.



Community Survey

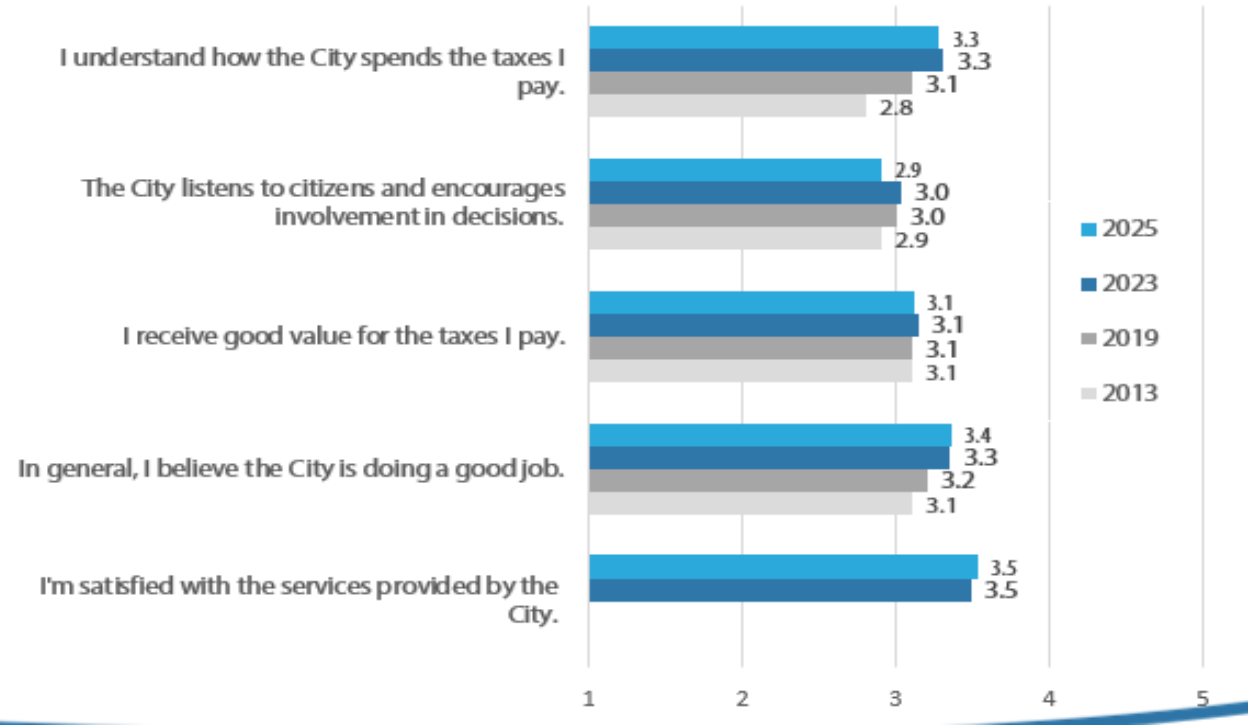
Priorities for Investment %

Survey participants were invited to identify their top priorities from a list of areas where the City could focus future investments. The top selections – chosen by more than half of respondents – included **parks and sports fields, community cleanliness, fire and emergency response, sanitary sewer, and storm water**. These results help guide Council's budget decisions and ensure investments align with what matters most to the community.

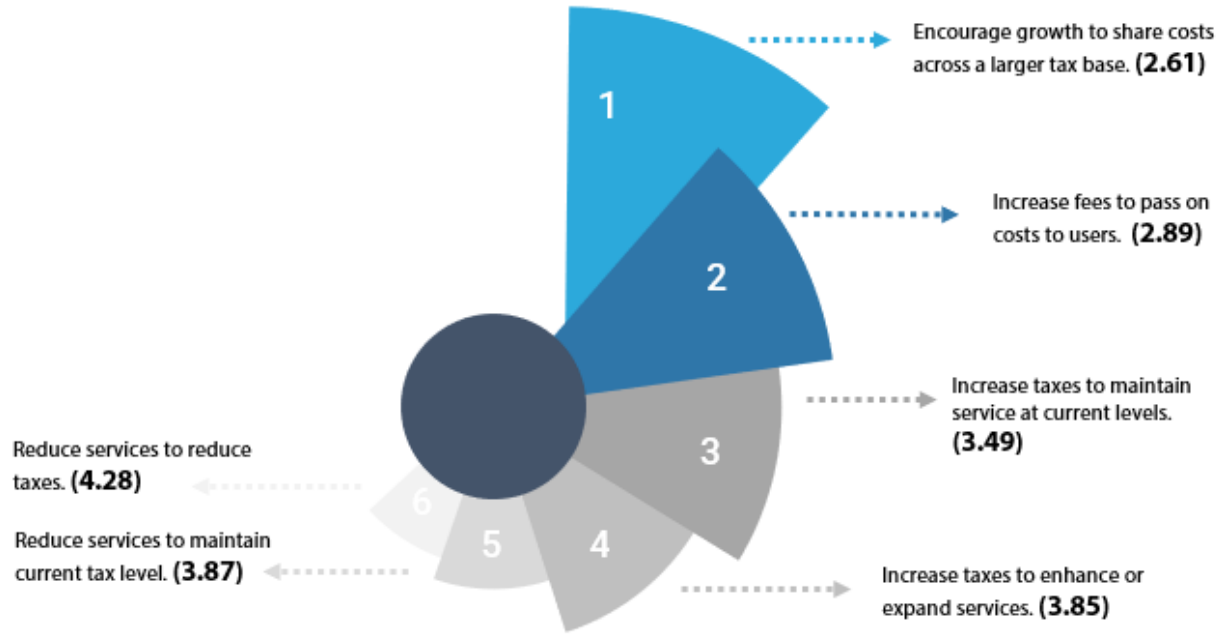


Participants were asked to identify their top priorities from a list of areas where the City could focus future investments.

2025 Community Survey: How is the City Doing Overall?



2025 Community Survey: Addressing the Costs of Services



Communications Overview

- 2026 Budget Talks
 - Internal communications to City staff
 - News release
 - Council Highlights
 - Web updates
 - Kiosk displays at City Hall, Library and in Community Centre
 - Media event
 - Council Open House
 - Radio ads
 - Full-page newspaper ads (Budget-at-a-Glance)
 - Social media posts
 - Shapeyourcitypenticton survey and eblasts
 - Business community info session
 - SOEC Marquee signage



SHAPE your city

Help shape the future of Penticton!
Your ideas are important to us. Watch this site to see what the City is working on and how you can get involved.

Featured Projects

CITY OF PENTICTON

2026 Budget Talks

2026 Budget Talks

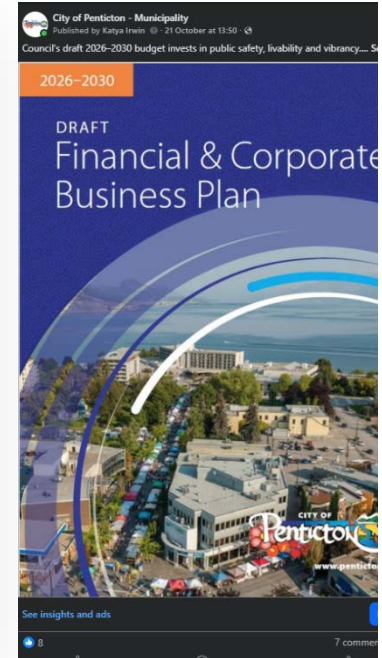
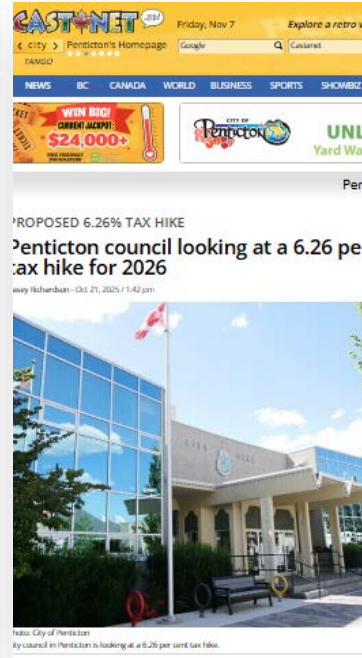
Learn what is being proposed in the draft 2026 budget and share your feedback.

[View project](#)



Communications Metrics

- Shapeyourcitypenticton
 - Over 735 page views
- Budget Talks website
 - 153 page views
- Facebook posts
 - 14,473 reach
- Media stories
 - 9 stories

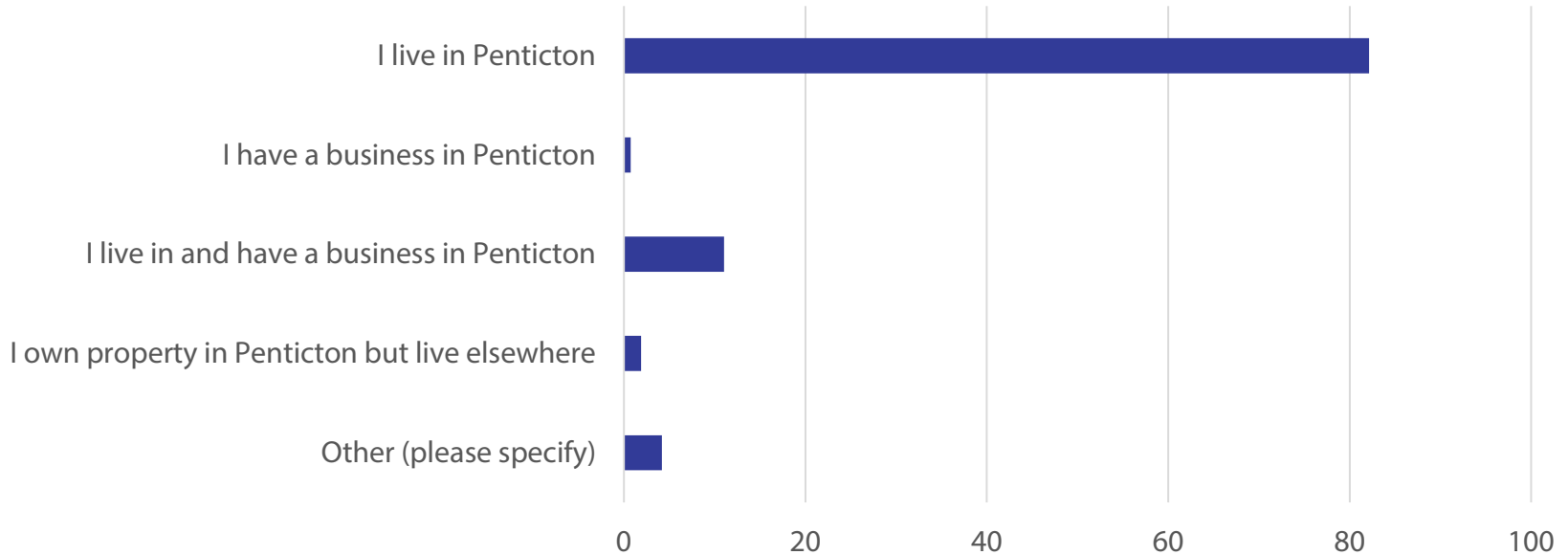


2026 Budget Engagement Period

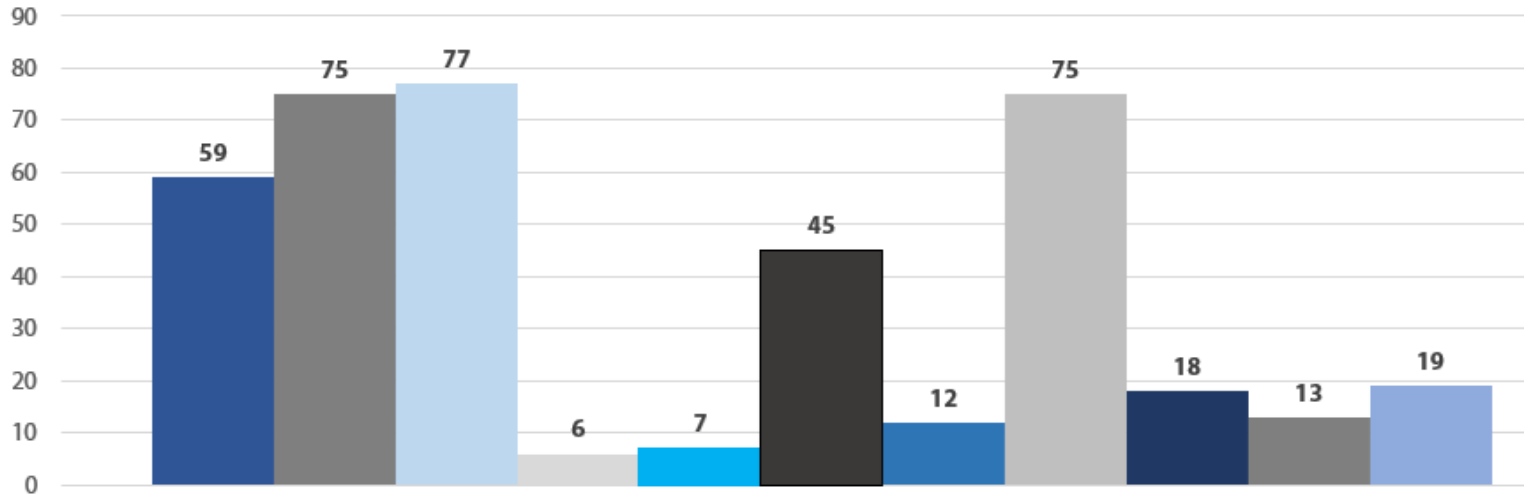
- Engagement took place between October 21 and November 5
- 257 Survey Responses
 - 28 % increase in responses



Who Participated?



Communications Methods

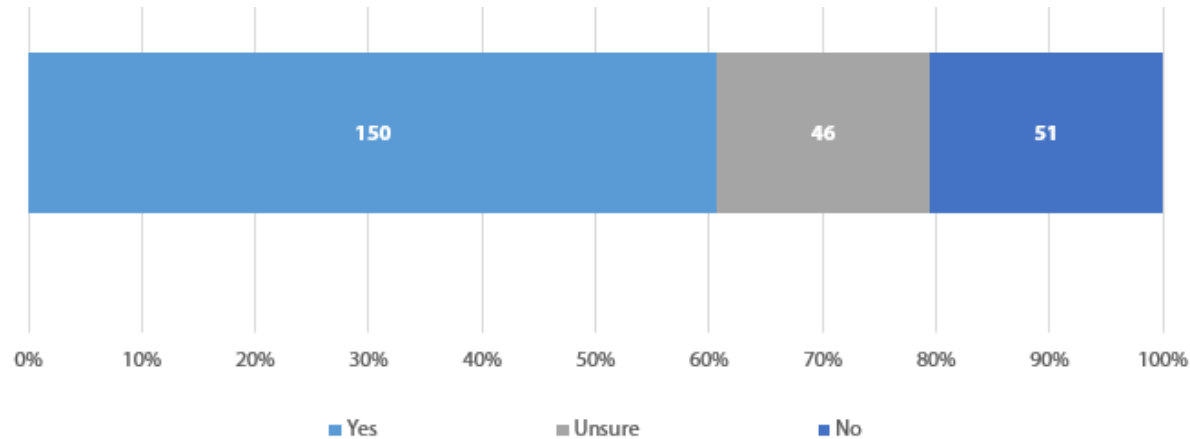


- Saw the ads and articles in the print newspapers
- Saw the ads and posts on City social media
- Watched the presentation to Council on Oct. 21
- Reviewed the materials at the Library or City Hall
- Saw the article in the City's newsletter
- Other (please specify)

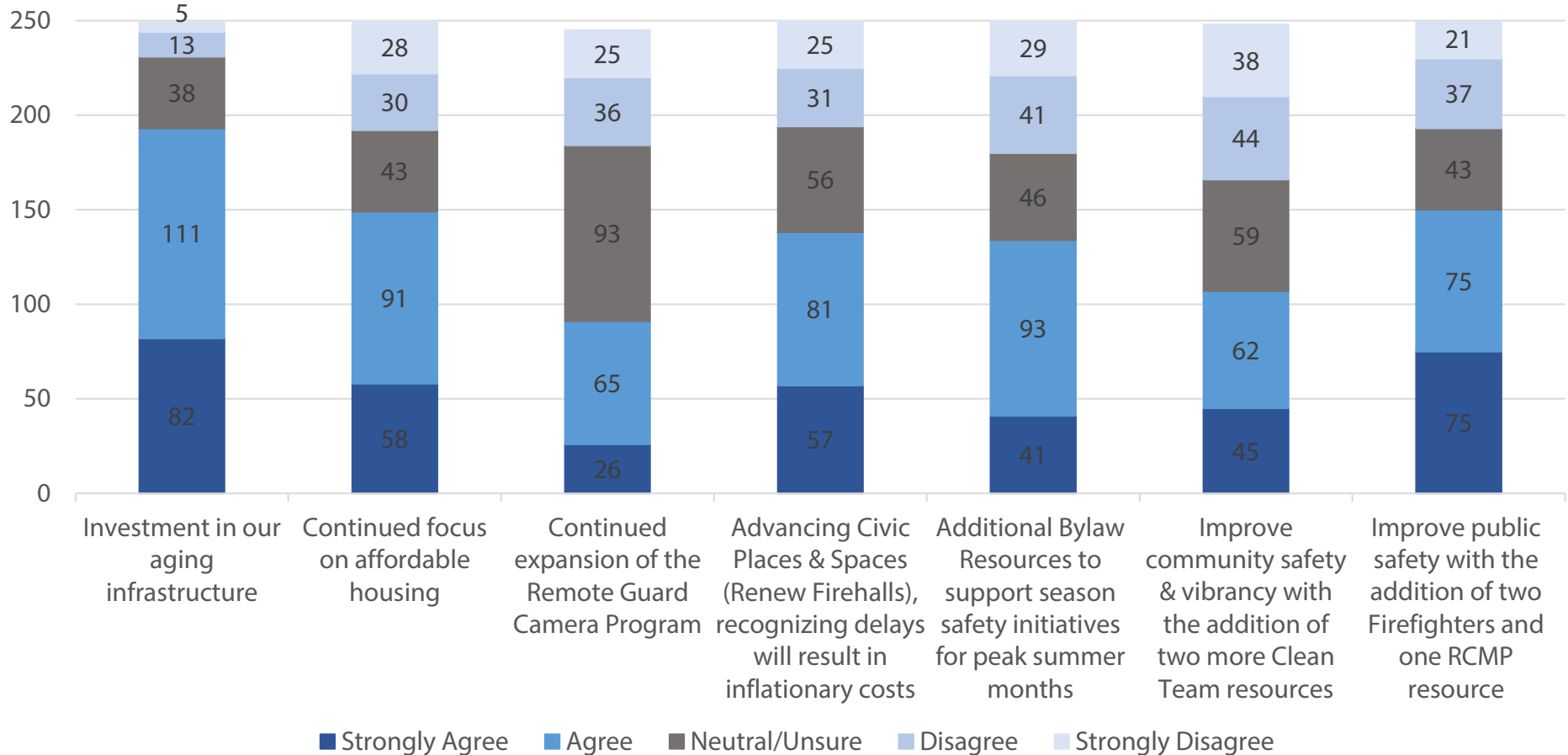
- Read the articles on the news websites
- Read the Mayor's editorial in the newspaper
- Attended the Council Open House on Oct. 29
- Reviewed the materials at shapeyourcitypenticton.ca
- Have not reviewed the materials

Council Priorities

- Over 60% of respondents agree that Safe & Resilient and Livable & Accessible are the right priorities for Penticton

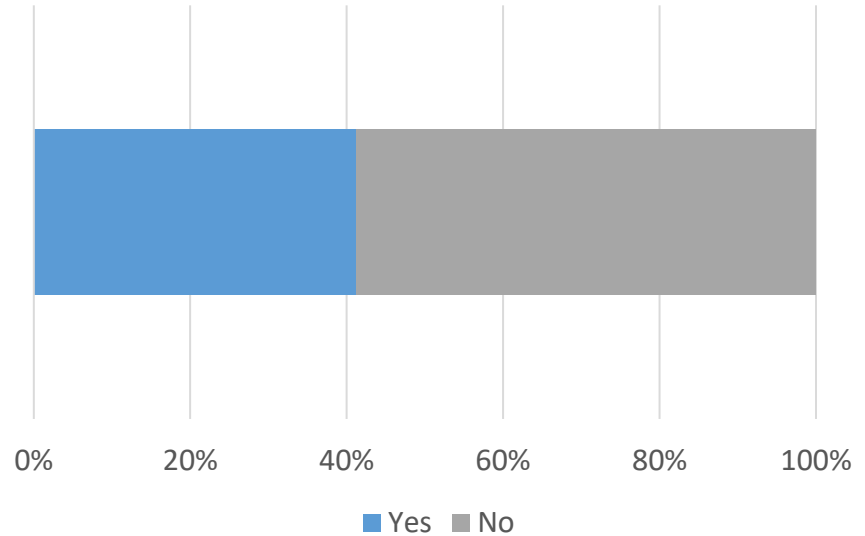


Key Strategic Initiatives



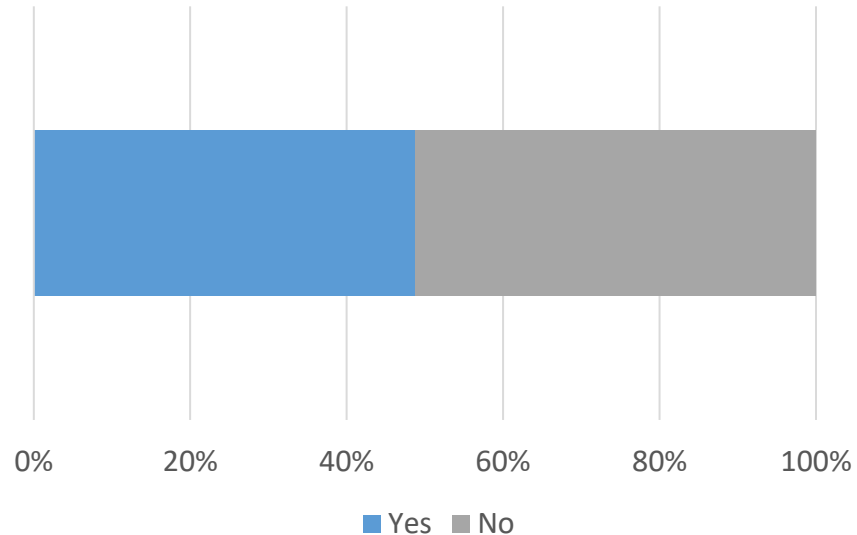
Budget 2026 Engagement: Increased User Fees?

- Do you prefer to introduce or increase user fees (i.e., pay parking, recreation rates, facility rentals) in exchange for a lower tax increase?



Budget 2026 Engagement: Reduce City Services?

- Do you prefer to reduce City services in exchange for a lower tax increase?



Council Open House Feedback

- 475 attendees
- Kid friendly
- Diverse conversations



Business Feedback

- Appreciated the targeted information and opportunity to ask questions specific to their industry
- Designed with businesses in mind and focused on items such as how the business tax multiplier works and other specific initiatives of the 2026 budget
- Themes from comments from this discussion included:
 - Economic Development (drivers, increased investment)
 - Business Tax Multiplier
 - Heart & Hearth



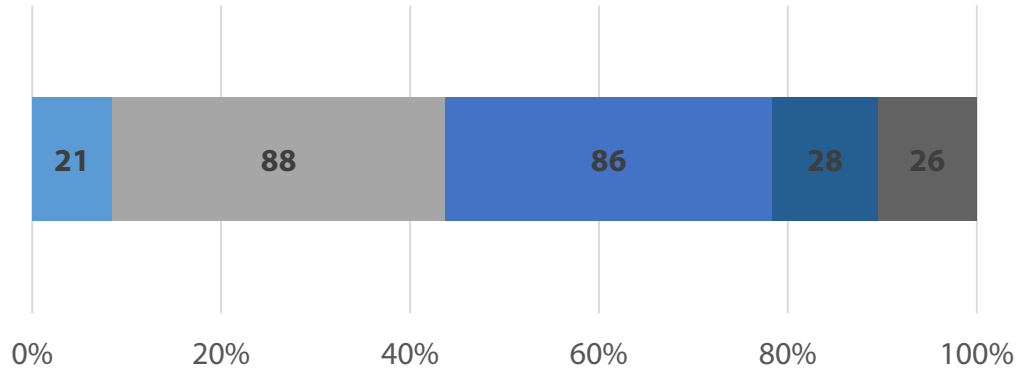
General Feedback

- Many views for and against the proposed initiatives
- Concern that the City is investing too heavily in areas that are the responsibility of other levels of government
- General support for increasing recreation fees, especially for non-residents, while maintaining affordability for locals
- Mixed support related to pay parking. Some support expansion and smart pay systems; others oppose it due to business impact and accessibility.



Consultation Satisfaction

- I am satisfied with the budget information and consultation available to me this year



■ Strongly agree ■ Agree ■ Neutral/Unsure ■ Disagree ■ Strongly disagree



Questions?



penticton.ca