



ENGAGED CITY IMPLEMENTATION UPDATE

PRESENTING...

- Short background refresher
- Engaged City implementation highlights
- Review additions to Guiding Principles



A SHORT HISTORY OF ENGAGEMENT

Council Direction



Staff Action

A SHORT HISTORY OF ENGAGEMENT

Council Direction



2012
Motion:
Establish Task
Force

2013
Task Force
Quick Starts
accepted

2014
Task Force
Final Report
accepted

2011
Engagement
team created
in CC;

2013
Quick Start
implementation

2014-6
Implementation of
Task Force
recommendations

Staff Action

2012 - Foundations
report, *Connections
and Engagement*
published

CITY COUNCIL ASKED THE TASK FORCE TO PROVIDE RECOMMENDATIONS ON:

1. *Enabling neighbour-to-neighbour engagement*



2. *Increasing civic literacy about, and opportunities for engaging in City processes*



3. *Enhancing how the City engages with residents, and vice versa*



**F
O
U
N
D
A
T
I
O
N
S**



**BUILDING
KNOWLEDGE**



**BUILDING
CAPACITY**



**BUILDING
TRUST**



**BUILDING
POWER**

FOUNDATIONS

Incorporate the IAP2 Spectrum into Guiding Principles and evaluation.

- Draft complete, endorsement by Council in early 2016.

At Council

Develop specific strategies for engaging under-represented groups – In particular
(1) 18- to 35-year-olds;
(2) newcomers and new immigrants; and
(3) urban Aboriginal peoples.

- Expansion of Talk Vancouver panel
- Innovation in social media
- Ongoing delivery of Pop-Up City Hall
- Work with Vancouver Immigration Partnership
- Work with Council Advisory Committees to research gaps and opportunities
- Develop translation framework

In process,
Ongoing

Undertake an annual “Civic Engagement Report Card”

- Began initial benchmarking
- Develop process for tracking and refreshing the data

Planning

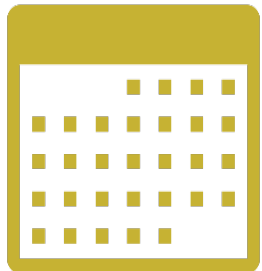


Welcome

Help us build a better Vancouver by becoming a member of the City's community of trusted, local advisors. We are excited to hear from you. Registration is quick and easy. Join today!



5,860
Diverse
Members



4+ activities
per month



150
members
per month

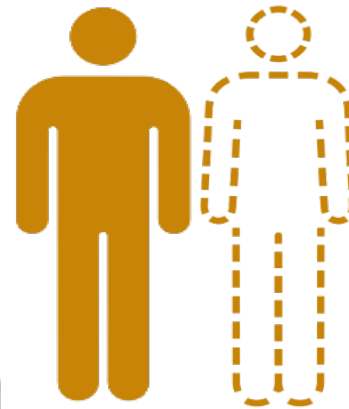


- In 2014, 45 questionnaires were deployed with **18,400** submissions received in total.
- In 2015, 49 questionnaires were deployed with **37,388** submissions received in total.

LOOKING AHEAD



Continued transparency, multi-method consultation



Addressing gaps in membership



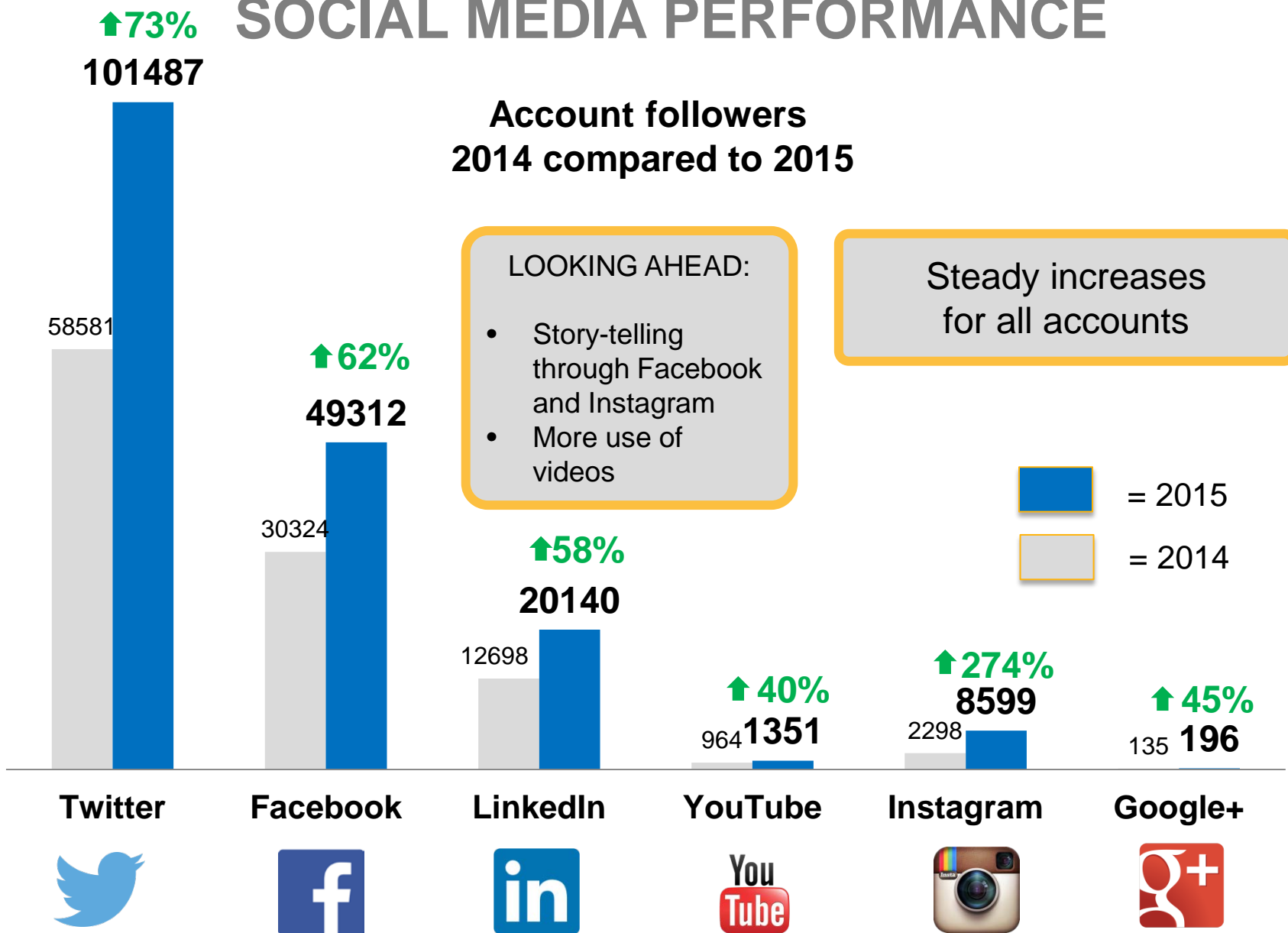
15,000 member capacity



200 new members per month

SOCIAL MEDIA PERFORMANCE

Account followers 2014 compared to 2015



- **52** locations
(52 in 2014)
- **8,953** interactions
(8,063 in 2014)

- “We usually get forgotten living here. I’m really happy you haven’t forgotten about us.”
- “I’m disabled and use a walker and it saves me having to travel to city hall for info.”
- “I didn’t know about any of these services!”



A background image showing a busy outdoor event. In the foreground, a white wooden table is partially visible, featuring a logo with the words 'POP UP CITY HALL' and the hashtag '#PopUpCityHall'. The background is filled with people, including children and adults, some holding papers, suggesting a community gathering or market. The scene is brightly lit, likely outdoors during the day.

LOOKING AHEAD

- Expanding on the types of sites and Pop-up forms
- Looking at ways to make Pop-up interactive and fun
- Focusing on ages 18-35, urban aboriginals, and newcomers
- Translation Framework

BUILDING KNOWLEDGE

Improve Civic Education, Establish Citizen Academies

- Provided space and material for civic education (e.g. DOV, 'City in 90 seconds' video, infographics)
- Realignment and expansion of Doors Open Vancouver
- Pilot project with YMCA - proposal for newcomer youth civics
- Support projects to develop educational graphic content as part of delivery

In process,
Ongoing

Promote 3-1-1, with a focus on non-English-speaking communities

- Leveraging Pop-Up City Hall and Doors Open Vancouver for promotion. As well as existing project promotions.
- Delivered a strong promotion campaign for release of online app – VanConnect

Complete
and
Ongoing



building awareness about the services people receive



2014 numbers

2015 numbers



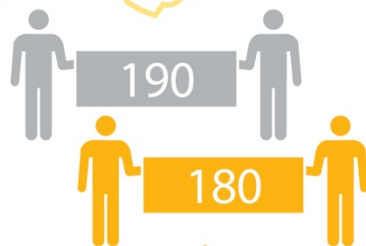
-DAY-



BUILDINGS



BUILDING EXPERTS
LEADING TOURS



VOLUNTEERS



#DoorsOpenVan
TWEETS



VISITS



#DoorsOpenVan
PHOTOS SHARED ON
INSTAGRAM



-EARNED-
MEDIA
ARTICLES

DOV 2015 had almost **14,500** visits – a 68% increase over DOV 2014!



Brief



Over \$75,000 of in-kind support through our partners!

Nico Slobinsky
@nicoslobinsky

Following

Tx @CityOfVancouver @DoorsOpenVan for making #DoorsOpenVan possible. Having fun at #FireAndRescueDivision #Vancouver



Karen Sawatzky
@karensawa

Follow

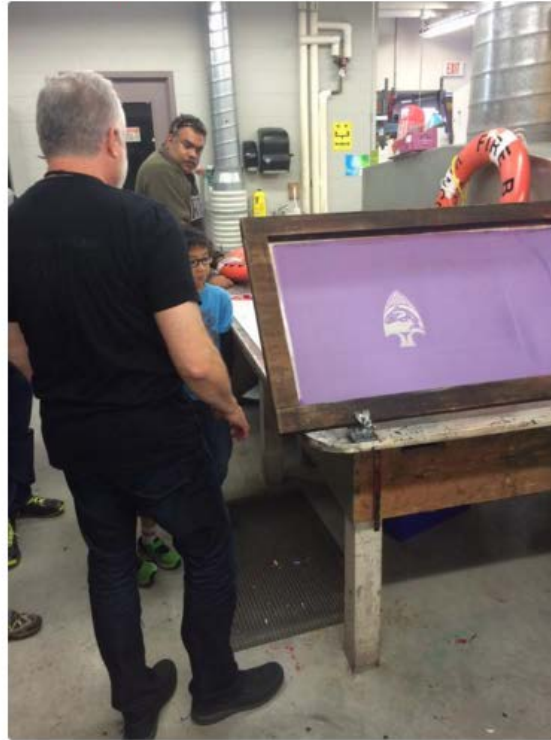
#DoorsOpenVan reminded me how much I love & need @VPL & how much it deserves every \$ of its public & private funding.



Andrew Jones
@andrewrevjones

Following

Showing how street signs are silk screen printed with original designs
#DoorsOpenVan



RETWEETS 2 FAVORITES 2

3:16 PM - 3 Oct 2015

- 84% enjoyed it
- 67% feel like they now know more about City services

“It made you feel less of a stranger to what's in your city.”



Mitchell Reardon @MitchellReardon · Oct 3

Valuable insight into how @CityOfVancouver operates today at #DoorsOpenVan. Great initiative! #publicengagement



- 180 volunteers
- 13% of volunteers were under the age of 19
- 72% of volunteers spoke a language other than English fluently
- 20% returning volunteers

LOOKING AHEAD

- Succession and expansion planning - Work with partners to fund and grow the event
- Realign timing to Spring to...
 - Ensure Council involvement
 - Align timing with consultation launches and other local Doors Open events

2017 DOV will connect to Canada 150



BUILDING CAPACITY

Invest more in public engagement resources	<ul style="list-style-type: none">• Created staff resource library: e.g. master budget template; planning worksheet, consultation summaries	Complete, Ongoing
Expand and improve notifications	<ul style="list-style-type: none">• Updated site sign and notification postcard template• Created Developer Consultation Guidelines• Working with Canada Post to pilot their new Postal Code Mail service• Review current mailing practice and identify notification standards	Complete, Ongoing
Develop an evaluation criteria for online tools	<ul style="list-style-type: none">• Draft criteria created, to be finalized with Digital Services	Complete, Ongoing
Create a Public Space Action Association	<ul style="list-style-type: none">• Pilot Stewardship Group for Jim Deva plaza - possible city-wide model	In process
Support community and cultural spaces	<ul style="list-style-type: none">• The Arts Events License pilot has become a permanent program• Develop a crowdsourced venue list of community gathering spaces	In process



DEVELOPMENT APPLICATION

1177 Jervis Street
DE418742

APPLICATION

At this address, under existing zoning, the application is to construct:

- a 19-storey residential building that includes social housing, market condos, and a commercial unit on the ground floor.
- three levels of underground parking, accessed off the lane.



PROPOSED BUILDING



LOCATION

What's happening:

Development application submitted on January 12, 2015

Application review by City staff, advisory panels and committees

PUBLIC INPUT

Open House:
St. Paul's Anglican Church
1130 Jervis Street
March 2, 2015, 5 - 8 pm

PUBLIC INPUT

Decision by Development Permit Board

PUBLIC INPUT

Anyone may attend the Development Permit Board meeting and speak on this application.

For the meeting schedule:
vancouver.ca/dp-board

For details or to offer input:
vancouver.ca/devapps
or phone 3-1-1

LOOKING AHEAD

- Reviewing current mailing practice to identify notification standards including pilot with Canada Post's new Postal Code Mail service

DAZZLING
NOTICE
AWARDS 2014

BUILDING TRUST

Support face-to-face engagement – Provide facilitation training

- Coordinated workshops on Safe and Productive meetings; developed guidelines. Conflict management training continues
- Deliver customized IAP2 training to staff, including cultural sensitivity component and conflict management.
- Deliver supplemental 'best practice' lunch and learns

Complete
and
Ongoing

Pilot a neighbourhood liaison position to neighbourhoods with a high proportion of newcomers and new immigrants

- Investigate recent local proposals to create neighbourhood hubs and City liaisons with Neighbourhood Houses
- Coordinate with Council assignment of neighbourhood Councillor liaisons or an adequate comparator for providing personal service at the neighbourhood level

Planning



Certificate in Engagement

COMPLETE 5 DAYS FROM THE FOLLOWING

LOOKING AHEAD

Compulsory, starting point.

ONE DAY

START



Engagement
Essentials

or Engagement
Awareness



At least one from:

TWO DAYS



Engagement
Design

and/or



Engagement
Methods



Up to two from:

ONE DAY

Electives

- Engaging with **Influence**
- **Conflict** in Engagement
- **Online** Engagement
- Engagement **Facilitation**

- Coordinated workshops on Safe and Productive meetings; developed guidelines. Conflict management training continue

BUILDING POWER

<p>Develop a Charter of Roles, Rights, and Responsibilities for the planning process</p>	<ul style="list-style-type: none"> • Drafts to be developed with public input and charter process investigated. 	<p>Planning</p>
<p>Pilot the use of Community Reference Panels</p>	<ul style="list-style-type: none"> • Piloted in Grandview Woodland Community plan 	<p>Complete</p>
<p>Increase the number of "positive cues" to encourage voting</p>	<ul style="list-style-type: none"> • For 2014 election a proactive digital and social media campaign was developed • Outreach campaign using Pop-Up City Hall and street teams, provided multi-lingual information 	<p>Complete, refresh in 2017</p>
<ul style="list-style-type: none"> • Advocate early registration for 16 years olds • Investigate extending voting rights to permanent residents • Use the election ballot to get feedback on voter satisfaction • Take action on campaign finance reform 	<ul style="list-style-type: none"> • Support the work of the Independent Election Reform Task Force expected to be formed in 2016 	<p>Planning</p>





Results

43.4% voter turn-out
(up from 34.6% in 2011)

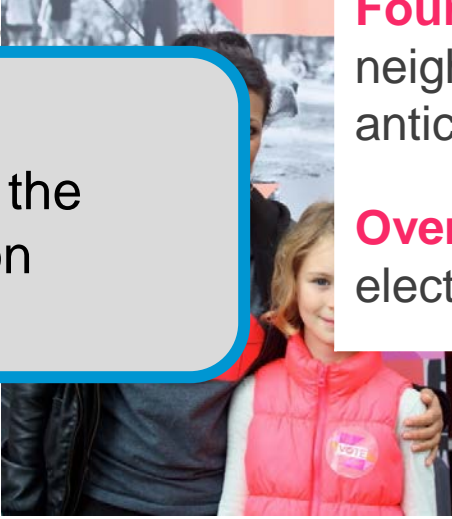
Connected with **6,000 people & 280 community organizations**

Four of the nine low-turnout neighbourhoods had higher than anticipated voter turn out

Over 815,000 impressions from election-related posts

LOOKING AHEAD

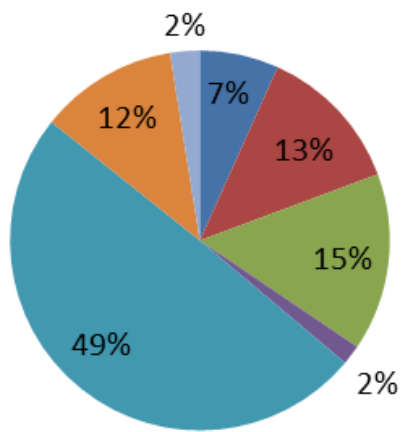
- Support the work of the Independent Election Reform Task Force





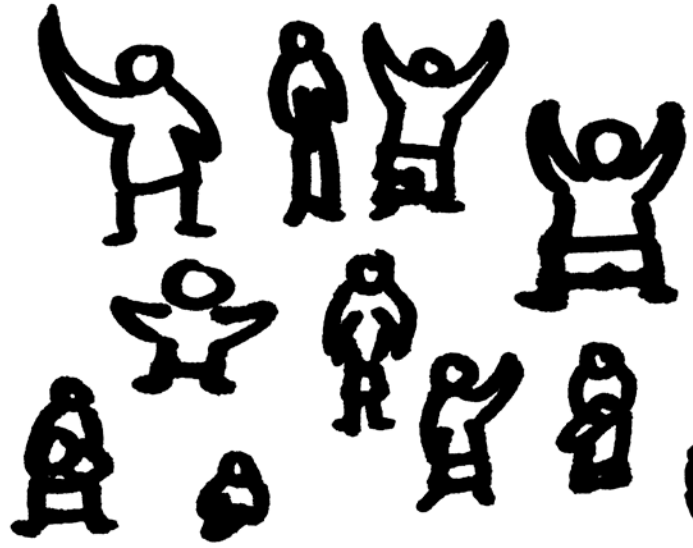
In 2014, the City of Vancouver engaged with the public on 70 different projects, resulting in more than **44,000** interactions.

In 2015, the City engaged on 119 different projects, resulting in more than **85,000** interactions.



- City Manager's
- Community Services
- Engineering
- Finance
- Planning & Dev
- Parks
- Other: Sus, Facilities

*“How can we help?
What do you need?”*





international association
for public participation

CANADA – BRITISH COLUMBIA



Framework for Public Engagement

DEFINITION

Update 1: Add Task Force Definition of an “Engaged City”

Existing: Public engagement provides citizens who are affected by, or interested in, a City decision with opportunities to participate in the decision-making process in order to improve the resulting decision, plan or project.

An engaged city brings people together for conversations to address issues of common importance, to solve shared problems, and to bring about positive social change. It involves people in the decision-making process such that it improves the resulting decision and, over time, builds the trust that is needed for fully empowered communities to actively create a common future.

Update 2: Add IAP2 Core Values for Public Participation

Public participation...

- ...is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
- ...includes the promise that the public's contribution will influence the decision.
- ...promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
- ...seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
- ...seeks input from participants in designing how they participate.
- ...provides participants with the information they need to participate in a meaningful way.
- ...communicates to participants how their input affected the decision.

SPECTRUM OF PUBLIC PARTICIPATION

Inform - To provide timely, accurate, objective, and easily understood information to assist the public in understanding the details of a program, project or service.

Objective

Listen & Learn

To provide opps for ad hoc public ideas and concerns

Consult

To obtain public feedback on refined content

Involve

To work with participants to refine content - e.g. public concerns and aspirations shape refined content.

Collaborate

To partner with participants in the development of content - e.g. identifying alternatives and a preferred solution.

Empower

To place final decision-making in the hands of the participant.

^
^
Increasing participant commitment and responsibility

^
^

> > Increasing participant influence/impact on final outcome > >


Examples

- Social media channels
- 3-1-1
- VanConnect
- Open house
- Survey
- Focus group
- Crowd-sourcing
- Public hearing
- Workshop
- Design Charrette
- World Café
- Wiki
- Citizen advisory committees
- Citizen assembly
- Open space
- Citizen juries
- Ballots
- Board
- Task Force

GUIDING PRINCIPLE UPDATES

Update 4: Add under “Closure”

“In some instances, public feedback such as that at public hearings, is collected as part of the formal record which often includes personal identification. In other cases, feedback is received in confidence to allow for personal expression without fear of bias. Privacy is always respected and in cases of public feedback received in confidence (such as through an online or paper questionnaire), personal contact information and verbatim responses are securely stored and only a summary of aggregated feedback is published and available to the public. While raw data from public feedback can still be requested through the FOI process to ensure transparency, personal identification of comments is always kept confidential.”

The background of the slide is a scenic photograph of a coastal city. In the foreground, there is a wide, pebbly beach with several people walking and some logs scattered about. To the left, the calm blue water of a bay or harbor meets the shore. In the middle ground, there are modern high-rise apartment buildings. In the background, a large, forested mountain range stretches across the horizon under a clear sky.

Innovation can be
inspiring, but the key
is relevance

Council...

- Receive this update for information
- Approve the Framework for Public Engagement (modification to existing Guiding Principles)