



PUBLIC ENGAGEMENT 2016 REPORT BACK

Guiding Principles for Public Participation

(adopted by Vancouver Council in October 1998)

Public participation 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.

The goal is to make better decisions, i.e., decisions that maximize benefits, minimize negative impact, satisfy a wide range of stakeholders and are easier to implement.

1. WHY

Mandating the Process; Setting Goals and Objectives

- Credibility, purpose and objectives of the process are clear.
- Roles of participants are defined and communicated.
- The public is involved in changing the engagement process.

2. WHO

Identifying Participants in the Process

- Everyone potentially interested in or affected by a process has the opportunity to be involved.
- The process has a balance of people who represent others and those who represent themselves.
- Efforts are made to include the under-represented and hard-to-reach. Diversity is promoted.
- Barriers to access, such as physical, economic and language constraints, are recognized and addressed.

4. HOW

Communications Strategies

- Strategies are effective, inclusive and cover all issues.
- The language of all written communications is clear, concise, objective and free of technical jargon.
- Materials address relevant policies and procedures, history of the issues, alternatives, and their pros and cons.
- Process schedule, milestones, progress and opportunities for involvement are regularly communicated.
- Media is used regularly to provide information to the public at large.
- Information/feedback is regularly distributed to all participants and sent out more broadly at intervals.

5. HOW

Resourcing the Process

The process has adequate resources – financial, staff

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.

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Increasing participant commitment and responsibility

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> > 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

Public Participation in Vancouver

The interest in participatory democracy, sometimes called deliberative democracy, is growing in Canada and across North America.

Vancouver has a culture and history of focused citizen involvement.

According to 2013 Statistics Canada analysis, British Columbians reported the highest level of “civic engagement” of any province in Canada.

Picture, Trends, Look Ahead

- ↘ Growth in overall engagement with residents
- ↘ Interest in more and expansive digital engagement
- ↘ Desire for more information on how resident input informs decision-making and outcomes
- ↘ Passion for urbanism, volunteerism and community development.

Picture, Trends, Look Ahead

- ↘ Number of interactions with the public has increased
- ↘ Use of digital has increased
- ↘ Multiple channels for input – in-person, online, advisory committees
- ↘ Need for greater inclusion – need to look at channels/ approach
- ↘ Need for improved reporting and evaluation

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.



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

 CITY OF VANCOUVER

In 2015, the City convened 201 engagement activities resulting in more than **85,000** interactions.

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CITY OF VANCOUVER

In 2016, the City convened 170 public engagement activities, resulting in close to **160,000** interactions.

Participation at a Glance

Metric	2016	2015
Number of engagement projects:	176	201
# of online engagement events (surveys, other online engagement opportunities):	73	56
# of in person engagement events	176	208
# of participants at in person events	17,538	23,287
# of completed responses to online surveys	121,205	38,670
# of Talk Vancouver members	13, 494	5,860
Total followers on all active social media accounts	399,545	167,933

Key Areas of Engaged City Activity

- ↘ Talk Vancouver
- ↘ Outreach – Pop Up City Hall
- ↘ Inclusion Strategies – newcomers, youth, language access

Talk Vancouver

- ↘ Platform and a panel
- ↘ No barriers to participation – no sign in necessary
- ↘ Increasingly standard practice for cities across Canada to use these tools (Edmonton, Calgary, Surrey, Translink)
- ↘ Need for improved data visualization and reporting

Welcome

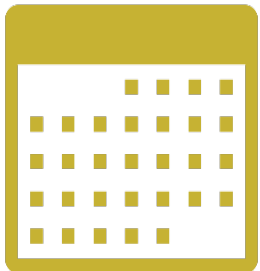
Help us build a better Vancouver by becoming a member of the City's community of trusted, local advisors. We are excited to hear from you. Registration is quick and easy. Join today!



13,494
Diverse
Members



600
members
per month



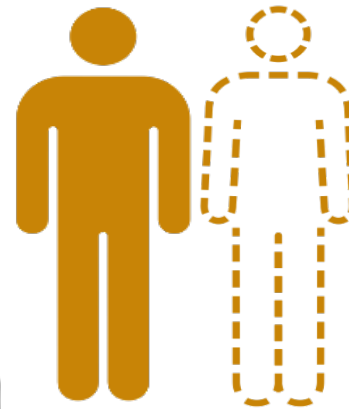
4+ activities
per month

- In 2015, 49 questionnaires were deployed with **37,388** submissions received in total.
- In 2016, 58 surveys with total Responses: **115, 887**
- Members of panel : 69,038
- Non-members of panel: 46, 849

LOOKING AHEAD



Continued transparency, multi-method consultation



Addressing gaps in membership



15,000 member capacity



200 new members per month

Pop-up City Hall

- ↘ Increasing demand for Pop Up City Hall
- ↘ Focus on young people, newcomers, and general in person outreach for multiple initiatives
- ↘ Larger events, plans for longer term partnerships in “off-season” + support for deepened civic engagement.
- ↘ Great partnership with 311 staff



- Focus on areas that have high foot traffic and larger community events in 2016
- Partner with local organizations, businesses, amongst other stakeholders to determine target date/time.

- Engagement and 3-1-1
- Second languages in Cantonese and Mandarin, etc.



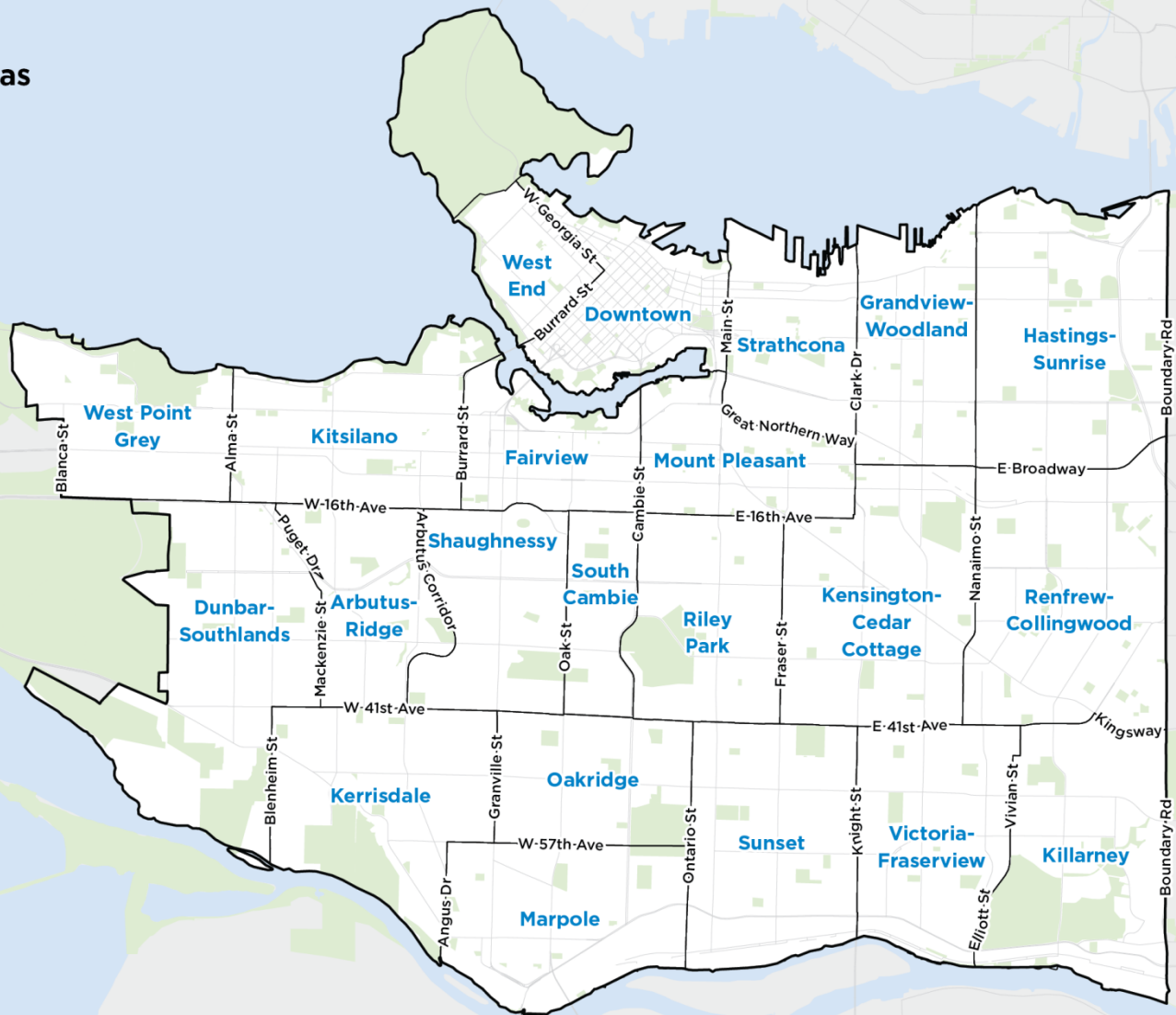




Language Access Strategy

- ↘ Translation guidelines
- ↘ Cultural competency and culture of welcome
- ↘ Training, guidelines and support

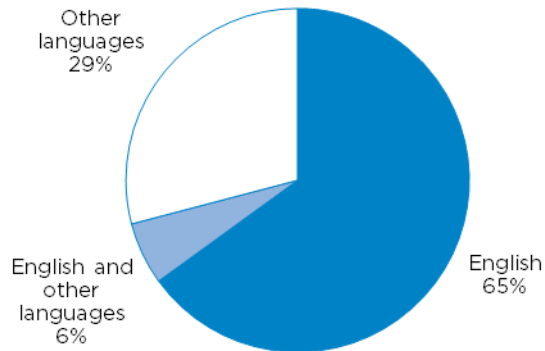
City of Vancouver Local Planning Areas



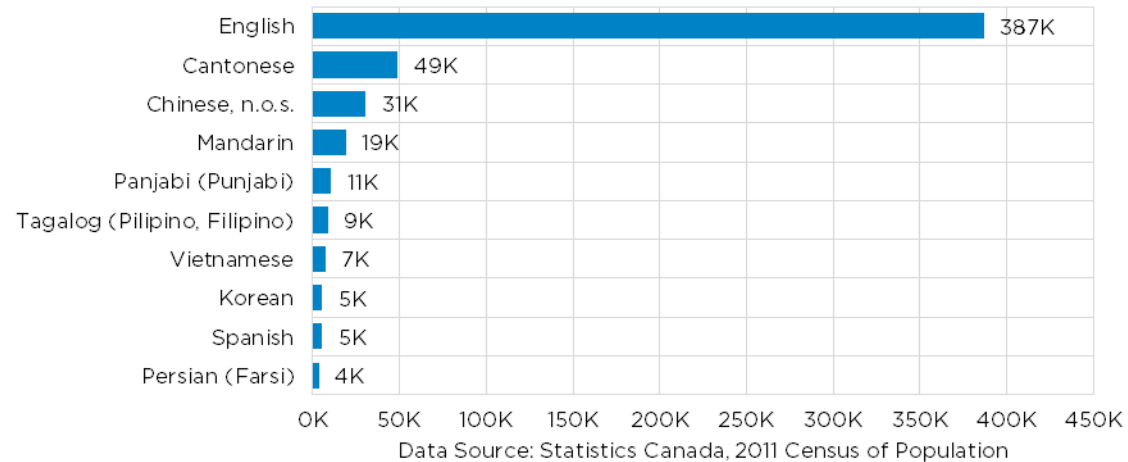
City of Vancouver

Home Languages: City of Vancouver

Total Population: 595,725



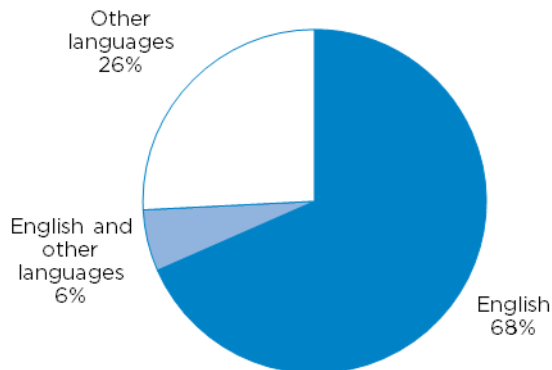
Top Ten Home Languages: City of Vancouver



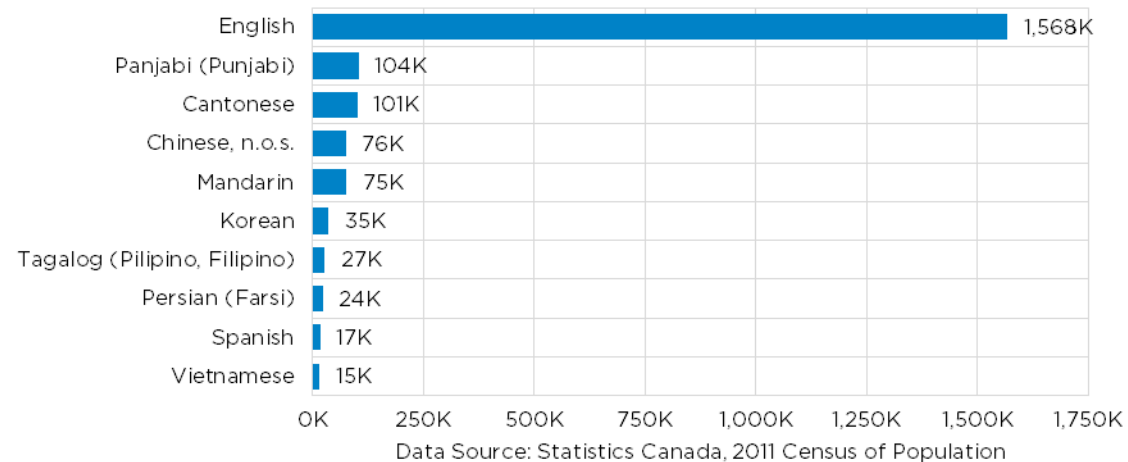
Metro Vancouver

Home Languages: Metro Vancouver

Total Population: 2,229,120



Top Ten Home Languages: Metro Vancouver



WHO VOLUNTEERED?

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



Look Ahead – Engaged City

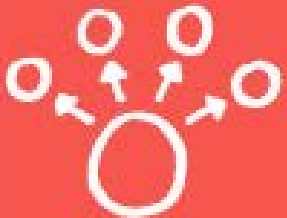
- ↘ Civic Academy – City Hall 101
- ↘ Participatory Budgeting
- ↘ Representation Strategies
- ↘ Training and Capacity Building for Staff
- ↘ Engagement Scorecard – evaluation and reporting
- ↘ Doors Open 2017

Directions in 2017

- Continued focus on inclusion
- Improved capacity building
- Improved evaluation and reporting
- Digital solutions that improve transparency and experience for residents

INCREASING LEVEL OF PUBLIC IMPACT

INFORM



CONSULT



INVOLVE



COLLABORATE



EMPOWER

