

Report to Council



Date: July 24, 2012
File: 1200-40
To: City Manager
From: Tracy Guidi, Sustainability Coordinator
Subject: Citizen Engagement on Issues Common to the Community as a Whole

Recommendation:

THAT Council receives, for information, the report from the Sustainability Coordinator dated July 24, 2012 with respect to citizen engagement on issues common to the community as a whole.

Purpose:

The purpose of this report is to facilitate Council's response to the following January 15, 2012 resolution:

AND THAT Council convenes a Committee of the Whole meeting to discuss options for citizen engagement on issues common to the community as a whole, including health and well-being, housing affordability and safety; (SR215995)

Background:

Community engagement, also known as public participation or consultation, is when a group reaches out to stakeholders, special interest groups or to the general public. Public engagement includes any process that involves the public in problem-solving or decision-making and uses public input to help make decisions.

A 2005 engagement study found that 85% of Canadians would be more confident in government decisions if it was clear that the government sought citizens' input more regularly, and 68% of Canadians believe that there are not enough citizen engagement initiatives on issues of public policy.¹ By engaging the community, local government is able to develop policies and programs that are accepted while simultaneously building trust.²

Benefits of engagement also include:

- Increasing public understanding
- Gaining public input
- Improving decision making for policies, programs and services

¹ Canadian Policy Research Networks. Handbook on Citizen Engagement: Beyond Consultation. http://www.cprn.org/documents/49583_EN.pdf

² Alberta Urban Municipalities Association, [www.auma.ca/live/AUMA/Toolkits+%26+Initiatives/Citizen Engagement Toolkit](http://www.auma.ca/live/AUMA/Toolkits+%26+Initiatives/Citizen+Engagement+Toolkit)

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- Increasing accountability to and transparency of decision making
- Being made aware of new perspectives on issues
- Reducing conflict
- Improving efficiency
- Developing better solutions
- Identifying, connecting and bringing community resources together³

In January 2012, Council decided not to reinstate the Housing Committee and the Women’s and Community Advisory Committee. As an outcome, staff was requested to coordinate a Committee of the Whole meeting on citizen engagement. In support of that discussion, staff has undertaken research on other opportunities to engage the public on the issues these committees dealt with including health and well-being, housing affordability and safety. Discussions with staff have found that engagement is already occurring on many of these issues as illustrated in the table below. It is important to note that viewpoints on these “issues common to the community as a whole” vary significantly geographically and demographically, so that what is deemed an issue in one neighbourhood may not be in another.

ISSUE	ENGAGEMENT USED
Health and Well-Being	<ul style="list-style-type: none"> • The new provincial Healthy Families BC Communities Initiative has the goal to strengthen partnerships between health authorities (i.e. Interior Health Authority) and local governments to build the capacity of both sectors to effectively implement healthy community initiatives; and to jointly identify, address and align such initiatives to reduce the incidence of obesity and chronic disease. • Senior government and other agencies perform annual surveys on health and well being (for example Canadian Community Health Survey and School Satisfaction Survey) • IHA and Recreation and Cultural Services have partnered for the past few years to address chronic disease self management for individuals at risk to facilitate their own self management. To date IHA and Recreation and Cultural Services have provided training for fitness instructors and have worked together to develop programs. • The Central Okanagan Physical Activity Improvement Committee (COPAIC Service) continues to dialogue and develop strategies and ways to address health issues. The COPAIC includes representatives from the City, RDCO, The Y, Arthritis Society, Alzheimer’s Society and various other community groups.
Housing Affordability	<ul style="list-style-type: none"> • Council supported the 25 recommendations outlined in the updated Housing Strategy (November 2011) which was a culmination of two years of research and extensive consultation. • Key stakeholders will be engaged to implement the Housing Strategies. Further, public hearings will be held for any OCP policy or Zoning By-law amendments.

³ City of Victoria, <http://www.victoria.ca/assets/Departments/Communications/Documents/engaging-display-boards-1.pdf>

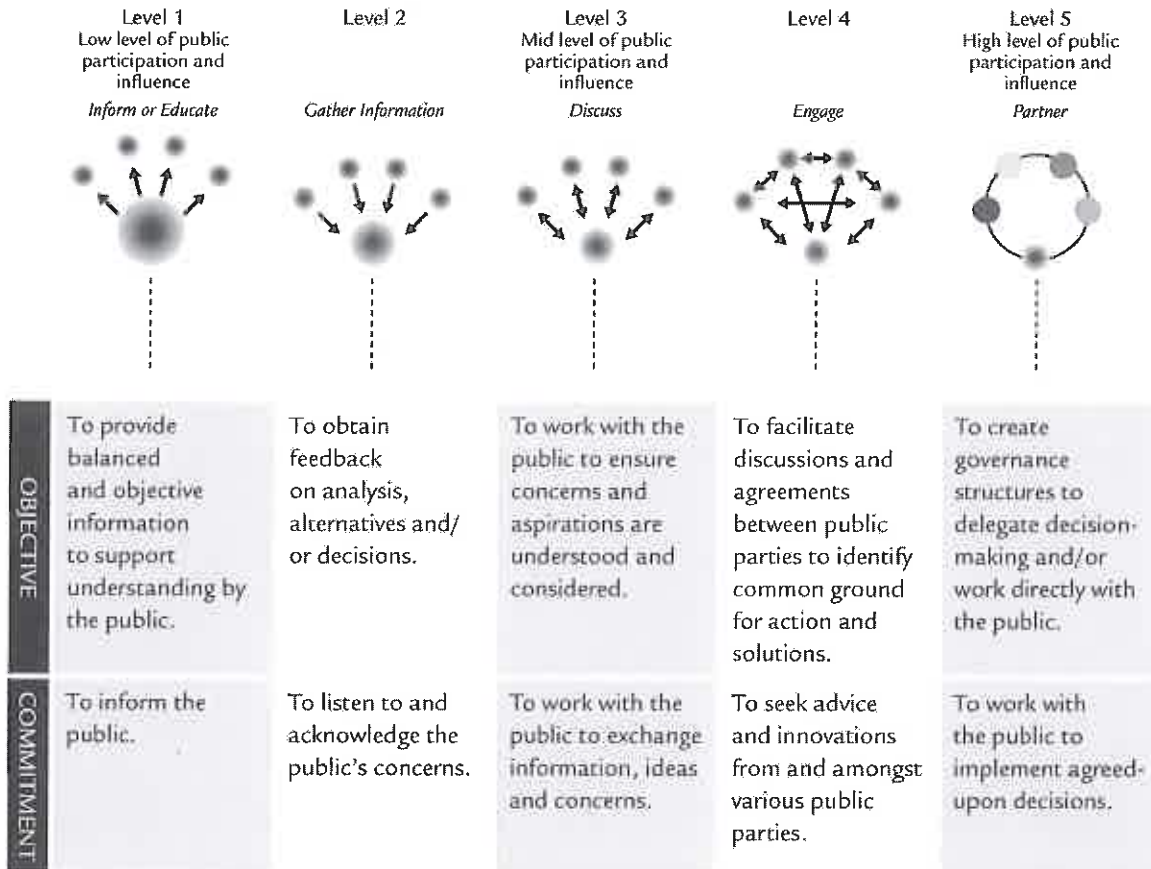
Safety	<p>The City's Community Policing Division engages the public in a variety of ways on safety. These include:</p> <ul style="list-style-type: none"> • Partners for a Healthy Downtown Committee - Since 2005 this committee has met monthly to collaborate on solutions to address safety. Including representatives from business, social services, the Chamber, and enforcement (both RCMP and Bylaw) the committee deals with both locational safety issues as well as issues in regards to individuals. Due to the success of this committee, Community Policing is working to establish a similar committee for the downtown Rutland area. • Partners in Community Collaboration - Led by Interior Health Urban Outreach, this group of social service providers from various sectors work together weekly to help individuals and minimize strain on resources. • Block Watch - Community Policing is rolling out a new Block Watch program to forge bonds among area residents and businesses and help empower them to reduce crime in their neighbourhoods. The program gives neighbourhoods the tools to help keep an eye on their streets. Block Captains are emailed a biweekly newsletter but can also be quickly contacted with information on issues that affect their neighbourhoods. • Liaising with Residents Associations - Community Policing liaises with resident associations to deal with community safety issues on a regular basis. • Mini Town Hall Meetings - When a specific neighbourhood or street is affected by negative activity, Community Policing gets everyone together in that area and has a mini town hall meeting to evaluate the observations made by residents and to enable the residents to take action. This can be held in someone's home. • Community Focus Group - every two years the RCMP host a community focus group to help set priorities for the following two years. Community Policing invites approximately 25 - 30 people representing a broad segment of the community (i.e. invites are based on age, gender, profession, etc.).
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Before deciding to further engage the public on the issues outlined above, it is crucial to have a clear set of principals and objectives of what is to be achieved. It is with this information that a series of tools can be selected to engage with the public. Further, it must be determined how to reach beyond the usual participants, those who willingly participate over and over again, attend events, volunteer and whose voices are heard loudly and clearly.⁴ An awareness of inclusion issues is crucial.

There is a range of public engagement opportunities. The appropriate option is dependent on both the policy or program being consulted on; and the type of input that is desired. The Public Participation Continuum outlined in the BC Auditor General's Guide, Public Participation: Best Practices and Principles for British Columbia, summarizes the varying levels of public engagement:

⁴ http://www.cprn.org/documents/49583_EN.pdf

Figure 1: The Public Participation Continuum



Source: Office of Auditor General, 2008. Public Participation: Best Practices and Principles for British Columbia, www.bcauditor.com/online/pubs/394/405

City staff recognizes there is no “one-size fits all” solution to engaging the public. Effective participation, by contrast, is conducted on the assumption that each situation will require a uniquely designed engagement process, using a new combination of tools as part of an evolving cycle of action and reflection. A variety of City departments including: Communications, Policy and Planning, Land Use Management, Infrastructure Planning, Regional Services, Recreation and Culture, Civic Operations, Design and Construction, Fire and Airport; utilize a wide range of techniques to engage the public on a variety of issues as illustrated in Appendix 1. Further, Communications is researching public engagement and will create a phased corporate implementation plan including the development of criteria to determine when to engage, and a tool kit that will help guide staff to build their public engagement strategies.

Based on the information gathered, looking forward Council could consider the following:

- **Housing affordability engagement** - As significant consultation has already been completed and engagement will continue through the implementation process, it is recommended to not pursue further citizen engagement on housing affordability at this time.

- **Health and Well Being** - Should Council desire, IHA has offered to present to Council on the Healthy Families BC Communities Initiative.
- **Safety** - To receive updates on community engagement by Community Policing, Council could request it as part of the RCMP Quarterly Council Report.
- **Citizen Survey** - The technique used to complete the recent statistically valid Citizen Survey presents a valuable tool to determine which issues need the most attention, without the bias that can occur with traditional engagement options such as open houses and workshops. As the survey was conducted by telephone and responses were weighted by age, gender and regional distribution, issues can be examined both geographically and demographically. In future years, to increase the confidence of results within each of the sectors, the survey could be expanded to include a greater percentage of the population.
- **Build on Existing Departmental Efforts** - There are opportunities to expand engagement in connection with existing departmental initiatives. For example, the City's Park and Play program provides a gateway to engage specific neighbourhoods on issues facing them without the need for additional advertising to attract people to a destination. This can also address the threat of over-engagement of the public.
- **Target Specific Sector** - The Environics program, to which the City currently subscribes, is a valuable tool for identifying representative groups. This program can be utilized if a specific segment of the population needs to be engaged on a particular program.

The City could also consider utilizing a variety of other engagement techniques for issues common to the community as a whole as illustrated in Appendix 2. It should be noted that several of the examples employ a variety of tools to ensure success. In addition, the community engagement resource that Communications has created for City staff provides a link to an extensive list of different engagement techniques from information sharing to bringing people together.

Regardless of the approach used, community engagement needs to be properly developed and resourced. In addition to significant staff time, costs can also include venues, advertising, materials and facilitators. However, this upfront investment can lead to better quality engagement and outcomes on City projects and programs. The engagement tool kit, currently being researched and developed by Communications, will be a valuable resource to identify appropriate engagement mechanisms for future City projects and initiatives.

Internal Circulation:

General Manager, Community Sustainability
 Director, Communications
 Director, Infrastructure Planning
 Manager, Community and Neighbourhood Programs
 Manager, Cultural Services
 Manager, Regional Programs
 Supervisor, Communications
 Senior Communications Consultant
 Coordinator, Community Policing

Existing Policy:

OCP Policy 10.2.1: Stakeholder Involvement. Involve a broad range of interests identifying solutions for emerging issues, including residents, businesses, non-profits, major institutions, and utility providers, with a particular effort given to involving those typically not engaged in community decisions.

Council Policy 190: Healthy Community

Council Policy 272: Handling of Petitions Received by the Public

Council Policy 305: Guidelines for Communications and Cooperation Between the City and Residents Associations

External Agency/Public Comments:

Staff have met with the Interior Health Authority (IHA) regarding community engagement on health. Should Council desire, IHA has offered to present to Council on the Healthy Families BC Communities Initiative.

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

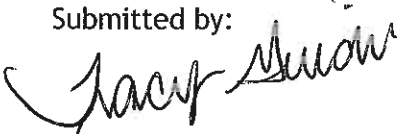
Alternate Recommendation:

Financial/Budgetary Considerations:

Personnel Implications:

Communications Comments:

Submitted by:



T. Guidi,
Sustainability Coordinator

Reviewed by:



Theresa Eichler, Community Planning Manager

Approved for inclusion:



Signe Bagh, Policy and Planning Director

cc:

General Manager, Community Sustainability
Director, Communications
Director, Infrastructure Planning
Manager, Community and Neighbourhood
Programs

Manager, Cultural Services
Manager, Regional Programs
Supervisor, Communications
Senior Communications Consultant
Coordinator, Community Policing

APPENDIX 1: COMMUNITY ENGAGEMENT TECHNIQUES CURRENTLY IN USE BY CITY OF KELOWNA

Engagement Technique	Description and Examples of use	Pros	Cons
Advisory Committees	<p>Committees of Council with public representation or those that have been established by Council and have a formal advisory role to Council.</p> <p>Example: Youth Advisory Committee and Public Art Committee</p>	<ul style="list-style-type: none"> • economical to run (excluding staff time involvement) • on-going engagement 	<ul style="list-style-type: none"> • may not accurately reflect the views of the public as a whole
Open Houses	<p>The public is invited to drop by at a location at a set time. The purpose of the open house is to showcase a plan or project, allow the public to speak with staff and invite the public for feedback.</p> <p>Example: OCP Open House</p>	<ul style="list-style-type: none"> • Providing an opportunity for community input • Small time commitment from public • Relaxed atmosphere enables staff to tailor responses according to needs/questions • Allows for sensitive topics to be discussed 	<ul style="list-style-type: none"> • Difficult to attract new audiences • Low turn out to most open houses • Most often do not get representative community feedback • Often occur at later stages in a consultation process with the purpose to present info for comment rather than to engage in a 2-way conversation • Potential for lack of clarity • Staff resource intensive
Workshops	<p>Invite specific stakeholders to participate in a more in-depth session</p> <p>Examples: Community Climate Action Plan, Housing Strategy and Cultural Plan</p>	<ul style="list-style-type: none"> • Educate the public • Receive informed feedback • Interactive • Opportunity to connect key stakeholders • Relatively inexpensive • Requires minimal special expertise • Use new techniques and different formats to generate discussion/ideas 	<ul style="list-style-type: none"> • Time consuming for public and stakeholders • Limited public involvement • Consultation is typically one time, not on-going

Engagement Technique	Description and Examples of use	Pros	Cons
Surveys	<p>A series of questions that can be administered in person or via an internet link. Used to gather project specific feedback or take a pulse on issues</p> <p>Examples: OCP, Community Climate Action Plan, Cultural Indicators, Bernard Avenue Revitalization, Lakeshore Road Improvements, Neighbourhoods, Kelowna Votes</p>	<ul style="list-style-type: none"> • Can be created and administered “in house” • Public can fill out at their convenience • Only a small time commitment from public • Quick results • Can be statistically representative if enough responses are received. • Provides an opportunity to gather feedback on specific issues. 	<ul style="list-style-type: none"> • May not get feedback representative of the community • Advertising and/or prizes is often needed (which increases costs) to encourage people to complete survey • Not statistically valid
Statistically valid survey	<p>Using an agency to get feedback on an issue that is representative of the community.</p> <p>Example: Citizen Survey</p>	<ul style="list-style-type: none"> • Get feedback and input representative of the community • Wide sampling of population is possible • Results can be used with confidence 	<ul style="list-style-type: none"> • Expensive to do a large enough sample to be statistically valid • Info gathered may be out of date quite quickly - need to commit to regular process • Harder to ask the right questions about qualitative outcomes - quantitative data is easier to get.
Café Conversations (size of group 3 -30 people)	<p>Focuses on exploration; can also be used for conflict transformation (where conflicts are transformed into peaceful outcomes). Setting is informal and welcoming. It is a simple format allowing people to feel at ease.</p> <p>Example: Downtown Plan</p>	<ul style="list-style-type: none"> • Collaborative discussion amongst stakeholders • Brings awareness to the issues • Allows for cross pollination of ideas • Can be used to engage large groups of people 	<ul style="list-style-type: none"> • May not get feedback representative of the community • Time consuming for stakeholders • Preplanning is required and professional facilitators are preferred
Charrettes (1 - 3 days)	<p>A charrette is a collaborative and consensus-building design methodology that incorporates input from all stakeholders.</p>	<ul style="list-style-type: none"> • Encourages collaboration between groups that would not traditionally work together 	<ul style="list-style-type: none"> • Time consuming for public and stakeholders • Significant resources of time and money • Can raise unrealistic

Engagement Technique	Description and Examples of use	Pros	Cons
	<p>A "charrette team" of experts uses stakeholder input in a continual feedback loop to prepare and refine a plan for development with a goal of reaching consensus.</p> <p>Example: Urban planning exercises (Downtown Plan, Rutland Town Centre)</p>	<ul style="list-style-type: none"> • Allows a number of different options and scenarios to be explored • Gives citizens the opportunity to be directly involved in the process • Gives consultants insights into a community's needs and values they may not otherwise get • Creative and dynamic • Emphasis on reaching common understanding and fosters connection and partnerships 	<p>expectations about what will happen when the process finishes</p>
<p>Community Based Social Marketing</p>	<p>Using initiatives to promote behavior change at the community level that involve direct contact with people. Community-based social marketing is based on the understanding that programs that rely heavily or exclusively on media advertising are limited in their ability to foster behavior change.</p> <p>Example: SmartTrips pilot neighbourhood</p>	<ul style="list-style-type: none"> • Helps address individual barriers to specific behavior changes 	<ul style="list-style-type: none"> • Very labor intensive
<p>Neighbourhood Specific Programming</p>	<p>Hosted by Parks and Recreation, games and events are offered in a variety of parks to help build a sense of community by encouraging families to get to know their neighbours while having good, active fun with their children</p>	<ul style="list-style-type: none"> • Creates opportunities for public to meet their neighbours and develop a sense of community 	<ul style="list-style-type: none"> • Time intensive

Engagement Technique	Description and Examples of use	Pros	Cons
On-line blogs	<p>Online format to present updates and receive input.</p> <p>Example: Downtown Plan</p>	<ul style="list-style-type: none"> • Release of timely information in a transparent manner • Allows for a broader audience to engage in the conversation 	<ul style="list-style-type: none"> • Outside resources needed for implementing. (City's content management system does not allow for blogging)
Focus Groups	<p>One time discussion of a particular topic. Involves 6 - 12 individuals selected to meet specific criteria in order to broadly represent a particular segment of society. It is a one-time face-to-face meeting, structured to be informal to encourage open dialogue among participants.</p> <p>Example: Central Green, Cultural Plan and Lakeshore Road Redevelopment</p>	<ul style="list-style-type: none"> • Allows knowledgeable reps from community to dialogue in a facilitated setting • Can be very productive for goal setting and identifying SWOT • May lead to consensus and feelings of enrichment • Good venue for learning about needs of a particular group and to gauge the opinions of the public • Allows for open and relaxed conversations • Maintain maximum control of information 	<ul style="list-style-type: none"> • May not tap into trends or new ideas • Lack of informed participants produces superficial discussion • Selection criteria can create bias in eliciting opinions • Limited number of participants limits broad representation • May require money and expertise to do well
Social Media	<p>Project specific information posted to Facebook and Twitter.</p> <p>Example: Downtown Plan, Cultural Plan</p>	<ul style="list-style-type: none"> • Interactive • Promote events • Share information • Gather feedback and response • Exchange points of view within community 	<ul style="list-style-type: none"> • Time consuming for staff to populate and monitor • Works best for intense, shorter term initiatives - energy will 'fizzle out' over time • Hard to get good dialogue going - city sites not as active as other on line forums • A small group of individuals can dominate the discussion

Engagement Technique	Description and Examples of use	Pros	Cons
<p>Mayor's Youth Forum</p>	<p>Youth sign up to participate and are engaged in a day long forum on a specific issue. Often a survey of students is done in conjunction</p> <p>Example: Past Mayor's Youth Forums have explored issues on infrastructure, transportation, homelessness, health, parks and open spaces</p>	<ul style="list-style-type: none"> • Opportunity to hear input from an often excluded segment of population • Encourages civic mindedness 	<ul style="list-style-type: none"> • Staff and/or consultant intensive to coordinate forum
<p>Town Hall Meeting</p>	<p>Public invited to a central location to dialogue with staff and/or officials on a specified issue to increase understanding and awareness for both the public and staff.</p> <p>Example: Downtown Crime and Safety Issues (200 people), town hall crime and safety meetings for specific area of City (8 - 10 residents)</p>	<ul style="list-style-type: none"> • Allows public opportunity to voice their concerns on a specific topic • Can offer presentations to inform citizens • Enables citizens to take action (particularly in relation to crime and safety) 	<ul style="list-style-type: none"> • Staff intensive • May not accurately reflect views of all citizens

APPENDIX 2: EXAMPLES OF OTHER COMMUNITIES' ENGAGEMENT

- **Talk Green To Us Vancouver On-line and In Person Engagement -**

The City of Vancouver invited the public in an online discussion to submit, comment and vote on green ideas to achieve the Greenest City in the World by 2020 target. This was a two-way conversation as City of Vancouver staff responded to comments and questions on the on-line forum. Over 3,000 people participated in this discussion, voted on more than 700 ideas, and have seen their input included in the Greenest City 2020 Action Plan. Further over 3,700 people attended the numerous in person events and discussions, and others were reached through the advertising campaign and direct mail.⁵

Discussions with City of Vancouver staff revealed that this was a very successful engagement process generating enthusiasm and empowering people to take action. It was also a very costly endeavor both financially and in terms of staff time, and it is difficult to keep up with the enthusiasm generated. Total budget for the engagement is not available, but one Pecha Kucha event during the process cost over \$30,000.⁶

- **The Community Tables: Engaging Neighbours Project**

The Community Tables Project is a joint initiative by the United Way of Greater Victoria, BC Healthy Communities and the University of Victoria which focuses on building healthy, resilient neighbourhoods and mobilizing community assets to address some of Greater Victoria's most pressing issues. The table sessions help the groups create a neighbourhood vision, identify community assets and study challenges. In addition to monthly meetings, a community survey is conducted to gain more knowledge of neighbourhoods' key assets, challenges and visions for change.⁷

- **The Toronto Residents' Reference Panel on Household Income (Civic Lottery)**

The Toronto Residents' Reference Panel on Household Income is one example of the use of a Citizen Reference Panel. This Panel was an effort to hold public discussion about the choices needed to ensure that Toronto remains accessible and welcoming to all its residents. 7500 letters of invitation were sent to randomly selected households across the Greater Toronto Area (GTA). Anyone over 18 years old who received one was eligible to enter their name in the Civic Lottery. From among the respondents, 44 volunteers were chosen in a blind draw which took into account: age, gender parity and geographical distribution. The resulting Panel was broadly representative of Toronto residents, and included members from each of the former cities that now make up the GTA. Over the course of three Saturdays, panelists learned about the growing income gap, discussed the challenges it presents, and considered the choices needing to be made to ensure that Toronto remains a competitive, livable and inclusive city. Discussions with the consultant who oversaw this project estimate the costs of a Citizens Reference Panel between \$45,000 - \$65,000.

- **Community Conversations**

The City of Alachua County, Florida, stimulates creative thinking and builds community by holding an annual series of 2 hour interactive sessions where residents adopt the role of

⁵ City of Vancouver, <http://talkgreenvancouver.ca/greenest-city-story>

⁶ Tracy Vaughan, City of Vancouver Public Engagement Manager, pers. comm. 2012-05-29

⁷ BC Healthy Communities, <http://bchealthycommunitiesca.blogspot.ca/>

commissioner and recommend service priorities. Staff members survey participants electronically to gauge their opinions on local issues. The conversations encourage residents to actively collaborate in the creation of the community as they imagine it.

- **On-line Engagement: Calgary's Our City. Our Budget. Our Future.**
In 2011, the City of Calgary initiated a citywide engagement process to draft their three-year budget by creating an online platform to share information and collect feedback. The City sought to address three main goals through this engagement technique: To simplify how the City reports the budget to the public, to create a space for the public to get that information and lastly, to inspire some good ideas to reform the budget. The online platform provided citizens with a budget-making tool, permitting them to view each department's expenditures and display the results of any adjustments to a department's budget. For example, the participants could see directly how a budget cut to the Parks and Recreation department would eliminate a number of programs. Through the use of this interactive tool, the resulting citizen comments were more informed and nuanced, and carried new weight with policy-makers. Through the platform, the City invited a quasi-crowd sourcing of its budget, and collected comments from more than 23,000 citizens to help guide the formation of their budget.⁸ The City of Calgary budgeted approximately \$900,000 for the entire engagement process.⁹
- **On-line Engagement: Decatur, Georgia's Open City Hall**
Open City Hall is an on-line forum for civic engagement. The staff of Decatur, Georgia, identifies one or more issues on which they need input from residents. Staffers post background information about each topic on the city website and invite residents to submit comments online. The comments are combined with information from other stakeholder participation mechanisms and used by the city to make critical community decisions.¹⁰
- **On-line Engagement: Community PlanIt**
Community PlanIt is an online engagement game that gives everyone the power to help shape their community's future. This game technique has the public completing challenges and accomplishing missions to influence the overall priorities of the planning process in their community. Both the cities of Detroit and Metro Boston have used this engagement technique.¹¹

⁸ City of Calgary, Business plans and budgets 2012-2014: stakeholder engagement. <http://www.calgary.ca/CA/fs/Pages/Plans-Budgets-and-Financial-Reports/Business-Plans-and-Budgets-2012-2014/Business-Plans-and-Budgets-2012-2014-Stakeholder-Engagement.aspx>

⁹ Lara Tiery, City of Calgary, pers. comm., June 15, 2012

¹⁰ City of Decatur, Georgia. Open City Hall. <http://www.decaturga.com/index.aspx?page=205>

¹¹ Community PlanIt. <http://communityplanit.org/en-us/>

COMMITTEE OF THE WHOLE MEETING: OPTIONS FOR CITIZEN ENGAGEMENT DISCUSSION

City of Kelowna

August 7, 2012

AGENDA

1. Benefits of engagement
2. Current engagement on core issues
3. Current engagement techniques
4. Other engagement examples
5. Looking Forward

Cafe Conversation, May 2011

BENEFITS OF ENGAGEMENT

- ▶ Build trust within community
- ▶ Gain acceptance of policies and programs
- ▶ Increase understanding
- ▶ Gain public input
- ▶ Improve decision making for policies
- ▶ Reduce conflict
- ▶ Improve efficiency
- ▶ Bring community resources together

Downtown Plan Charrette, 2011

HOUSING AFFORDABILITY ENGAGEMENT

- ▶ Housing Strategy endorsed (November 2011), a culmination of two years of research and extensive consultation.
- ▶ Key stakeholders will be engaged to implement the Housing Strategies.

SAFETY ENGAGEMENT

- ▶ Partners for Healthy Downtown Committee
- ▶ Partners in Community Collaboration
- ▶ Block Watch
- ▶ Liaising with Residents Associations
- ▶ Mini Town Hall Meetings
- ▶ Community Focus Group

BLOCK WATCH



HEALTH AND WELL BEING ENGAGEMENT

- ▶ Healthy Families BC Communities Initiative
- ▶ Annual surveys on health and well being by senior government and other agencies
- ▶ IHA and Recreation and Cultural Services have partnered to address chronic disease self management
- ▶ The Central Okanagan Physical Activity Improvement Committee



CURRENT ENGAGEMENT TECHNIQUES

- ▶ Advisory Committees
- ▶ Open Houses
- ▶ Workshops
- ▶ Surveys
- ▶ Statistically Valid Surveys
- ▶ Cafe Conversations
- ▶ Charrettes
- ▶ Community Based Social Marketing
- ▶ Neighbourhood Specific Programming
- ▶ On-line Blogs
- ▶ Focus Groups
- ▶ Social Media
- ▶ Mayor's Youth Forum
- ▶ Town Hall Meetings

**OTHER ENGAGEMENT EXAMPLES:
RESIDENTS' REFERENCE PANEL,
TORONTO (CIVIC LOTTERY)**

- ▶ Sent out over 7500 invitations to participate
- ▶ 44 participants were selected from respondents
- ▶ Over 3 Saturdays learned about issues, discussed challenges, and considered choices



**OTHER ENGAGEMENT EXAMPLES:
OUR CITY. OUR BUDGET. OUR FUTURE.
CALGARY**

- ▶ On-line interactive discussion to engage public on the City's budget
- ▶ Very successful engaging 23,000 citizens
- ▶ High Cost



**OTHER ENGAGEMENT EXAMPLES:
TALK GREEN TO US, VANCOUVER**

- ▶ On-line two way discussion with 3,000 people
- ▶ Voting on 700 ideas
- ▶ In person events and discussions
- ▶ Costly and staff time intensive



OTHER ENGAGEMENT EXAMPLES

- ▶ Community Tables: Engaging Neighbours, Victoria
- ▶ Community Conversations, Florida
- ▶ Open City Hall, Georgia
- ▶ Community PlanIt, Detroit and Boston



Source: <http://www.engage.ca/2012/01/16/2012-01-16-1612>

LOOKING FORWARD

- ▶ Communications creating a tool kit to help guide staff
- ▶ Recommend to not pursue further citizen engagement on housing affordability at this time.
- ▶ Option to request Community Policing engagement updates as part of quarterly RCMP Council Report
- ▶ IHA offered to present to Council on Healthy Families BC Communities Initiative



Downtown Plan Charrette, 2011

LOOKING FORWARD

- ▶ Expand Citizen Survey to get more information on quadrants
- ▶ Build on existing departmental efforts
- ▶ Target specific sectors



IN SUMMARY

- ▶ Need to be clear on the goal before engaging the public
- ▶ Choose the proper tool(s)
- ▶ Issues vary significantly geographically and demographically
- ▶ Regardless of approach used community engagement comes with a price.



Downtown Plan Charrette, 2011

“Getting public participation right is essential, including striking the right balance amongst competing priorities of government...; Getting it wrong simply frustrates all participants - government and the public - and requires time to rebuild the trust required to engage successfully.

John Doyle, BC Auditor General