



Katie Hamilton and Julie Potter  
City of Victoria  
1 Centennial Square  
Victoria, British Columbia

July 20, 2015

**Re: 2015 IAP2 Core Values Award Winner for Organization of the Year**

Dear Katie and Julie:

Congratulations on behalf of the judging panel for the 2015 International Association for Public Participation (IAP2) Canada Core Values Awards for your winning entry in the Organization of the Year category entitled *Foundations for Success*. There was substantial competition this year and you should indeed be proud of your accomplishment. Your submittal will be forwarded to the IAP2 Federation to compete against winners in other IAP2 Affiliates from around the world.

Submissions in the Organization category are evaluated on how well the entry addressed the organizational change, commitment to public participation, the seven core values and the judges' overall impressions of the entry. Some feedback on your entry from the judging panel includes:

- The city recognized that they did not have a culture of public participation and explicitly set out to change that by creating a strategy and embarking on a committed implementation of it.
- This application not only demonstrated the organization's commitment to engaging the public using IAP2 values and principles as a foundation but also shared how the organization is using these same values and principles internally to support staff engagement. This demonstrates that the leaders of the organization have a good understanding of P2 and are committed to its integration into the way the organization works. This internal emphasis provides evidence of how staff engagement is influencing the organizational approach to public participation. The application also effectively demonstrates the shift from an organization with zero emphasis on P2 and a low trust rate amongst its citizens to one that is committed to internal and external integration of P2. The creation of a Citizen Engagement and Strategic Planning department emphasizes the organization's commitment to integrating P2 with the city's overall strategic direction.
- Impressive sustained effort to change culture of the organization. New protocols, support from elected and administrative leadership, examples of new ways to engage internally and public
- Excellent demonstration of commitment to Core Values. The organization also recognizes that it is a continual evolution→ recognition of where they started, where they are today and where they need to head next, all with a plan on how to achieve it.



The IAP2 Canada and USA awards will be presented at the North American Conference in Portland, Oregon on Thursday, September 10, 2015 at the Core Values Award Gala. We hope that you and up to one other from your organization will be our guests for the dinner. We would love for you to show a brief video (up to three minutes) if you have one. Some examples of previous winners' videos can be found on the IAP2 Canada Core Values Awards webpage – just scroll to the bottom of the page - <http://iap2canada.ca/corevaluesawards>. We would also like to provide you with a discounted rate of \$525 (US) to attend the full conference – please let us know if you are interested. More information about the conference can be found at <http://iap2usa.org/na2015conf>.

Please let us know if you will be able to attend the event. If yes, along with presenting your video we would ask you to speak briefly – up to two minutes on your winning application. Please contact Amelia Shaw at [info@iap2canada.ca](mailto:info@iap2canada.ca) to let her know your plans. Drew Snider, IAP2 Canada will then be in contact with you to discuss the actual Gala, what he will need from you and how it will work.

To assist us with the development of a news release announcing the winners, please forward a brief quote and short bio of your organization by August 24, 2014 to Amelia Shaw at [info@iap2canada.ca](mailto:info@iap2canada.ca). The quote may be up to 75 words. The bio may be up to 150 words.

We request that you do not publicize or broadly promote your award ahead of the presentation. We will send the news release to our media contacts after the Gala, and we will copy you. Again, congratulations on your excellent contribution to the best practices of public participation.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bruce Gilbert', written in a cursive style.

Bruce Gilbert  
President, IAP2 Canada