



Public Engagement Road Map Engagement Summary



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Appendix A: What We Heard – Raw Data

1. Introduction

In early 2017, the City worked with residents to help shape community engagement for the coming year. Approximately 50 people participated in two in-person events, sharing thoughts on how they would like to be engaged in City decision-making.

Feedback was collected on:

- What people currently find effective in terms of how the City engages with residents
- Recommendations for improvement
- Best practices
- How much influence the community would like to have in City decision-making
- Preferred engagement / communication techniques
- Which community groups need to be involved in decision-making and how best they can be reached

A summary of what was heard at the Public Engagement Road Map workshop is outlined below followed by a complete list of all input received in Appendix A.

The insight and recommendations shared by the community are being used to inform an updated engagement framework which will outline how the City will engage the community on all current and upcoming initiatives. The framework will be shared with the community this coming spring.

2. Engagement Approach

Given the amount of information the City was seeking to share with the community and the level of feedback being sought, two in-person events were hosted. The events provided the City with the opportunity to work through a series of questions with the community.

Community Workshop: An all day workshop held on Saturday, February 18, 2017 at the Royal BC Museum. The workshop was facilitated by Mayor Helps with presentations from the International Association of Public Participation (IAP2) and the City's Engagement Team.

Participants were presented with information about the IAP2 spectrum, core values, lessons learned from IAP2 and the City as well as an overview of how the City currently engages with the community. The goal of the presentations was to provide participants with the information needed to contribute to the workshop components of the day.

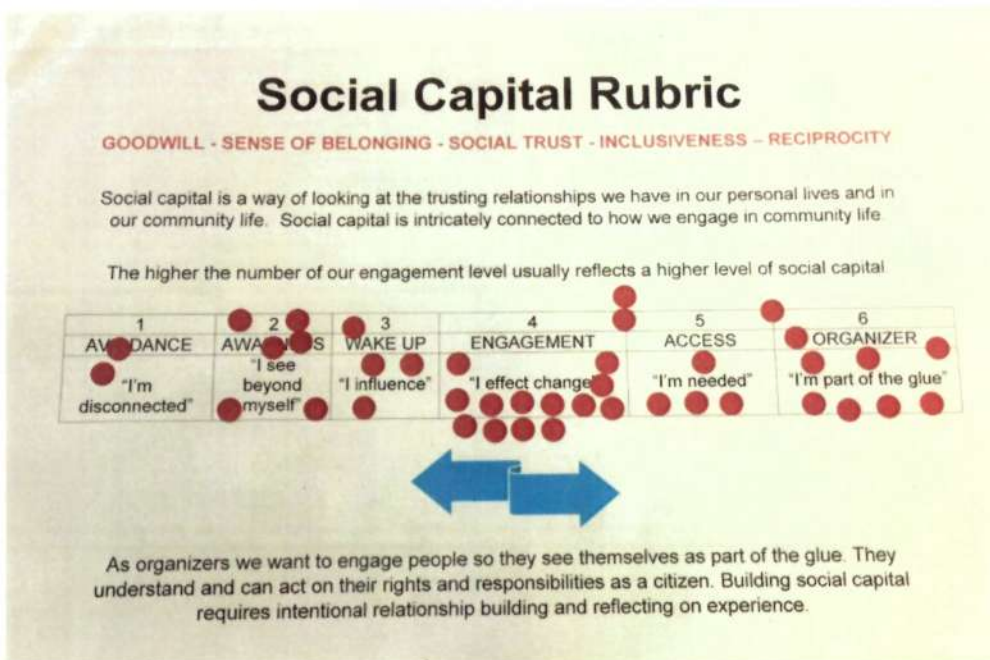
An open house was held directly following the workshop for those who couldn't attend the earlier session. At the open house, the City shared information on the planned projects for the coming two years as well as the feedback received at the workshop. Attendees were encouraged to add their comments to those of the workshop participants.

Who We Heard From: 38 community members came to the workshop and approximately 12 attended the subsequent drop-in session.

The highest neighbourhood representation was from James Bay and Fernwood.

The level of involvement in previous City engagement efforts was varied with some participants noting long-term involvement, some representing Community and Neighbourhood Associations who were quite familiar with past engagement initiatives and others who were interacting with the City for the first time.

3. Summary of What We Heard: To start the day, workshop participants mapped out how engaged they feel in their community and with their city.



As part of the ice-breaker activity, participants were asked why they came to the event. Many mentioned the desire to learn, listen, and participate in a collective ability for continuous improvement.

People expressed a desire to learn about the culture of engagement at the City, about IAP2, how to influence peers in a positive way and how to make more effective contributions. Several participants came to improve the City's current practices and processes and to keep the City accountable to its commitment to effective consultation.

A Socratic Circle, an engagement technique new to the City, was used to solicit feedback from participants on recommendations for how to improve engagement at the City of Victoria.

Socratic Circle is an exercise based on participants forming in two circles. As the inner circle shares their ideas, the outer circle listens to the conversation. The two circles switch positions and roles to share both experiences. The Mayor facilitated the session, which entailed solely listening to the conversation and capturing the thoughts expressed.

Some common themes heard were:

- **Be inclusive:** Ensure broad stakeholder representation in engagement initiatives including hard to reach demographics such as seniors and youth.
- **Manage expectations:** Provide clear information on what decisions have been made, the feedback the City is seeking, what the community can influence as well as any notable changes in the project.
- **Make engagement convenient:** Provide various input opportunities to align with people's diverse schedules. Make it easy for people to meet one-on-one with their political representatives.

- **Use existing networks:** Many strong networks exist in the community that the City could use to help engage residents and business owners. Educational institutions and Parent Advisory Committees could help reach out to families and students. Community Associations are well-established and can help inform residents of land use process and other important City news. They also have a lot of local knowledge and can help make engagement more meaningful. Time should also be spent on identifying key influences in the community who can become champions for City initiatives.
- **Foster a safe environment:** Ensure people feel comfortable providing feedback by developing a safe environment.
- **Provide different levels of information:** Provide a variety of clear, accessible information to meet the needs of all audiences. Many stakeholders have a high level of technical and local knowledge and would like to be provided with more detailed information. Others prefer to receive summaries, highlighting key points that are clear and easy to understand.

Level of Community Involvement

Executive Manager for IAP2 Canada and USA, Amelia Shaw, provided workshop participants with an overview of the principles and foundation to public participation. Time was spent in sharing the IAP2 spectrum so that participants could then map out where on the spectrum they would like to see upcoming City engagement initiatives.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, 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 issues and concerns 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.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Below is an outline of where participants placed projects on the spectrum, based on the highest number of votes:

Inform	Consult	Involve	Collaborate	Empower
	Roads & Infrastructure (tied)	2018 Budget Ship Point Crystal Pool Roads & Infrastructure (tied)	Bike Lanes Parks Neighborhood Plan Climate Change Strategy 2018 Budget	Participatory Budgeting

Ways the Community Can Share Their Feedback

When asked how the community would like to share feedback on specific initiatives, participants noted the following channels are preferred:

- Open houses: A drop in session where the community can learn more about the project and discuss the initiative with City staff.
- Sounding boards: Information boards placed in key locations which also provide the community with an opportunity to provide feedback on the proposed initiative as they pass by.
- Workshop: A working session with the community that typically involves a presentation and followed by participants engaging in a on a particular subject or project.
- Pop-up at community gathering spot: City attendance at a community gathering spot such as a farmer's market or sports event, to share and collect feedback from the community on a specific project.
- Technical design workshop: A workshop in which the City collaborates with a group of technical design professional on a solution to a design problem.
- Mayor's Community Drop In: An opportunity for community members to meet with Mayor Helps and discuss any issues of their interest.
- Feedback forms or cards at events
- Email to staff
- Email to Mayor and Council
- Feedback over social media

Ways You Receive Information – What Is Missing?

To ensure the City is using the right channels to share information with the community, we asked how people receive their news, event information and how we can best communicate with our stakeholders. Participants confirmed that many of tools we use work, and added a few more to the list!

- Written communication such as direct mail
- Notices and ads
- In-person such as attendance at events and pop-ups in the community
- Electronic newsletters, videos and website updates
- Social media

Who Do We Need To Hear From?

To ensure the feedback collected always reflects the needs of those impacted by the decision being made, the City asked participants to help identify all groups in their community, to ensure we are reaching out to everyone.

Participants outlined important citizen groups to reach out to including students, clubs and associations and single parents. Business associations, housing providers unions, other levels of organizations and crown corporations were also identified.

4. Next Steps

The feedback collected is being used to update the City's engagement framework, in order to improve current practices and best meet the engagement styles and needs of Victoria residents and business owners. The updated framework will be shared with the community this spring.