What We Heard – Raw Data

1. Comments received during the ice-breaker

Why did you come today?
- For my work at the library
- I'm a new resident and curious
- Curiosity
- I want to hold the City accountable to their promise
- Listening
- Gain an understanding of the process
- To learn (*said twice*)
- To engage
- To participate in a collective ability for continuous improvement
- To promote thisisleadership.org and make connections
- Negatively impacted by previous engagement process
- Dissatisfaction with decisions and want to make a change

What is your hope for the day?
- To get educated and learn about the culture of engagement at the City.
- To learn more about IAP2 and the culture of engagement at the City
- To learn how to influence my peers in a positive way
- To learn how to make more effective contributions
- That there will be real commitment and consultation (*said twice*)
- To learn more about the concept (of IAP2) and applications of it
- To enhance agile learning
- To gain better understanding re: decisions, residents associations and general public
- To leave feeling optimistic
- To leave knowing where to go with questions
- To help improve the City's current practices and processes

What is your fear or worry about today?
- With regard to IPA2 spectrum – that we won't get to "collaborate" and "empower"
- That we will perpetuate the same old same old echo chamber and token engagement
- There is currently no way to evaluate a neighbourhood engagement that is happening – need tools and learning structures to debrief engagement activities
- Won't move the needle forward; nothing will happen (*said twice*)
- That this is a make-work project and nothing will happen
- Event isn't better attended; low awareness of event
- Outcomes won't be communicated beyond this group of 38
- Lessons learned today won't be implemented because of budget pressure
- City won't listen and will cherry pick answers

2. Workshop: Share recent experiences: Why do some engagement activities work and others flop? How we can invite new voices into the City decision-making process?

Socratic Circle Report Dialogue
(Each comment captured by Mayor who was just listening)
- Be clear about what engagement techniques are used and why
- Right stakeholders
- Right format

- Broad stakeholder representation
- The language we use is key
- No hidden agendas, be clear
- Some people don't know how to engage
- Be clear about where an initiative fits along the continuum of decision making
- Planning on who we need to consult doesn't work
- Personalities become the focus and the issue can get lost
- Need room for everyone to voice their perceptions
- Methodology for everyone's voice to be safe
- Planning Academy at City of Edmonton – land use, how to make a presentation to Council
- Engage with individual people
- The topic for engagement has to be of interest to people
- Make it convenient, so people don't have to come out of their regular lives to engage
- Make it easy for people to meet one-on-one with their political representatives
- Real leadership begins with all of us, we need to support the people making the decisions
- Use the school system and civics classes
- Be mindful of privilege
- Note changes and direction
- If 2/3 of a successful engagement is the planning process, the effected people need to be involved in the planning process, to help design the engagement and then to be involved after in assessing what did and didn't work
- Check list of best practices
- Sometimes things aren't up for decision; be clear about what these are
- So much to learn from what's happening
- Ground engagement activities in what does and doesn't work in particular communities
- Evaluate each engagement activity with the people who participated in it
- Information (on budget?) was so simplistic
- Need to have a way to speak with and share information with both those who have lots of knowledge about at topic AND those who have no knowledge of a topic
- New voices – timing of events is key for new voices
- How do we engage people who don't look for these opportunities
- Create a safe environment; no one wants to be a target
- Have a facilitator observe when people or group hijacks the agenda
- Safe space is key; world seems meaner; people are encamped
- Space to disagree; consensus isn't the goal
- Two polar opposites
- Demonizing each other, not mutual respect
- More safe space at City Hall in particular
- The facilitation is key
- Most circles of individuals have champions – key to find the influencers in the communities not typically heard from eg PACs at schools
- City of Victoria break neck speed does not allow for time, creates unsafe environments
- Just because a process flopped doesn't mean that we didn't get good information
- Provide less information up front to encourage feedback; don't spell out the whole thing in advance
- Too much involvement / public participation can also be difficult for the City
- Start with a broad idea rather than a specific point
- We don't pay enough attention to senior citizens; how do they relate to the community
- Schools, PACs could be more involved
- Get the process happening close to where the people are
- Land use process, when City issues community notice Community Associations can broaden the circle, see Community Associations as resource for the City
- CAs are the true voice for much of people

- 2012 report on how to do civic engagement better talks about CAs and other groups
- CAs have local knowledge to make citizen engagement more meaningful engagement
- CAs spend a lot of time and have a lot of expertise
- We are all visitors on these territories, how the Nations represent community
- Age encourages separation, how the City was built encourages separation
- Things take the time they take, value the elders
- No one is excluded, we need to look to the First Nations for examples of good ways to engage

3. Public Participation Spectrum

Workshop Participants mapped out their level of involvement for 2017/18 City projects:

Inform	Consult	Involve	Collaborate	Empower
-Climate Change Strategy x3 -Roads & Infrastructure x2	-2018 Budget x3 -Crystal Pool x4 -Neighborhood Plan x2 -Park x4 -Roads & Infrastructure x5 -Climate Change Strategy x3 -Ship Point	-2018 Budget x6 -Ship Point x9 -Neighborhood Plan x5 -Crystal Pool x7 -Roads & Infrastructure x5 -Bike Lanes x7 -Climate Change Strategy x3 -Participatory Budget $60,000 x2 -Parks	-Bike Lanes x12 -Parks x12 -Neighborhood Plan x8 -Crystal Pool -Climate Change Strategy x5 -Ship Point x2 -2018 Budget x4 -Participatory Budget $60,000 -Roads & Infrastructure x2	-Participatory Budget $60,000 x11 -Roads & Infrastructure -Parks x4 -Bike Lanes -Neighborhood Plan -Crystal Pool x5

4. Ways You Can Provide Feedback

Open houses:
- $60,000 Participatory Budgeting
- Crystal Pool x4
- Ship Point
- Bike Lanes
- Capital Projects

- Neighborhood Plans
- Parks

Sounding boards:
- Bike Lanes x2
- Crystal Pool x4
- Capital Projects
- Neighborhood Plans
- Parks

Workshop:
- 60,000 Participatory Budgeting
- Bike Lanes x3
- Crystal Pool x2
- Ship Point
- Neighborhood Plans x2
- Climate Change Strategy
- Capital Projects

Pop-up at community gathering spot:
- Bike Lanes x5
- Crystal Pool x3
- Ship Point
- Parks x2
- Capital Projects
- Neighborhood Plans
- *virtually all items on list* x1

Technical design workshop:
- Bike Lanes x4
- Crystal Pool x3
- Ship Point
- Capital Projects
- Neighborhood Plans
- Parks
- Climate change strategy

Mayor's Community Drop In:
- Bike Lanes x2
- Crystal Pool x2
- Capital Projects

Feedback forms or cards at events:
- Bike Lanes x2
- Crystal Pool x3
- Ship Point
- Parks x2
- Capital Projects
- Neighborhood Plans

Email to staff:
- Bike Lanes x2
- Crystal Pool x4
- Ship Point

- Capital Projects
- Neighborhood Plans
- Parks

Email to Mayor and Council:
- Bike Lanes x2
- Crystal Pool x3
- Ship Point
- Capital Projects
- Neighborhood Plans
- Parks

Feedback over social media:
- Bike Lanes x3
- Crystal Pool x3
- Ship Point
- Parks x2
- Capital Projects
- Neighborhood Plans

Comments received via social media:
- Bike Lanes x3
- Crystal Pool x3
- Ship Point
- Parks x2
- Capital Projects
- Neighborhood Plans

5. Ways You Receive Information – What Is Missing?

Approach:
- Strong Links
- Need for clarity – clear + relevant info
- Balanced research metrics
- Transparency
- 2 way communication
- Consistent communication from citizens – staff – council

Written:
- Letters
- Community newsletters (hard copy)
- Direct mail info
- Collaborative engagement with community groups and through their newsletters + websites ie: thisisleadership.org
- Produce your own letter to Editor

Notices and Ads:
- Flyer
- Print advertisement
- Posters (in coffee shops / restaurants / street corner / city website)
- Advertisement
- Notice boards (in condos and rental buildings)
- Radio Announcements

- Neighborhood newspapers (local magazines)
- TV / blogs
- Bus ads
- Strath councils
- Effective: water bill → city updates
- Better connection with community and city
- Different publications (Focus, Monday Mag)
- Advertise P2 opportunities

In Person:
- Visiting impacted businesses
- Cross-promotion at events
- Word of mouth
- Information from Mayor and Council
- Show up unexpectedly
- Student engagement
- Events, fit into events
- Going to neighborhood locations
- Better outreach to homeless
- Need kiosks / community boards
- Staff as ambassadors
- Lemonade / hot chocolate stand
- Speakers

Electronic:
- Media releases
- Council highlights
- Development Tracker
- Electronic board at Save-on-Foods Memorial Centre
- The City's e-newsletter
- Stories in community newsletters
- Direct emails
- Community events calendars
- City website
- Need to coordinate COV email
- "E-newsletter overload ☹"
- "Email overload ☹"
- Increased efforts to direct emails
- Iap2 spectrum on website
- Make city website more "user friendly"
- Add websites i.e. "thisisleadership.org" to community newsletter
- Free news group for media releases
- Telephone calls to city hall
- Videos
- Competitions to innovate
- Bus shelters / pay parking screens

Social Media:
- Twitter
- Facebook (events and posts)
- Instagram
- YouTube
- "avoid Social Media overload ☹"

- Snapchat
- Make city app a better portal for information
- LinkedIn

6. Who Do We Need To Hear From?

Citizens:
- Residents of Victoria (homeowners and renters)
- Neighborhood and land use associations
- Visitors
- Families
- Youth
- Seniors
- Community Centre's
- Schools and universities (Students)
- Non-profits and associations such as accessibility groups, arts and culture organizations and sports groups
- Hard to reach groups like new immigrants
- Indigenous people
- LGBTQ2
- Newcomers / Refugee groups /Asylum
- Incarcerated individuals
- Customers / Users
- People with disabilities (visual, hearing, etc)
- Student Union Research Centre's
- Homeless and transitory
- Drug users / At-risk / Marginalized populations
- Social service agencies
- Advisory Associations
- Faith based groups
- Daycare providers
- SD61
- Single parents
- Block watch
- Low-income
- Non-internet users
- Environmental and climate change groups
- Clubs – Odd Fellows, Rotary, etc
- Heritage Organization's

Business & Commercial Interests:
- Employees
- Business Owners
- Developers
- Tourism associations
- Business associations
- Landlords (Property owners)
- Land owners
- Housing providers / co-ops
- Apt Building Managers to access renters
- Architects, Green builders
- Heritage organizations
- Malls

- Self-employed
- Unions
- Young entrepreneurs e.g. tech sectors
- Non-profit organizations
- Professional associations

Other Levels of Government and Crown Organizations:
- Other municipalities
- Capital Regional District
- First Nations
- Federal and provincial government
- BC Transit
- VIHA
- Subcontractors for government i.e. cruise ship shuttle
- Emergency Planning
- VIATEC
- Greater Victoria Coalition to End Homelessness
- CFB Esquimalt
- Health Authority

Other Audiences:
- Media
- City Staff
- Council
- Homeless and transitory (Our Place, etc)
- Subject matter experts
- Legal

7. Pluses and Deltas – What worked and what needs to change about the workshop?

Pluses
- Good logical flow
- Small groups
- Mayor was here for whole day
- Lunch (*said twice*)
- New faces
- Variety of activities
- Staff participating / working at tables (*said twice*)
- Didn't feel patronized
- Learning the technical steps of IAP2
- Felt safe
- Good acoustics (better than the Antechamber)
- Good pace and facilitation
- Good, accessible materials
- The people – interesting insightful conversation
- Colour coding of stickies

What could be improved
- CALUC was not on list of ways to give input
- No confirmation from RSVPing to event
- Need better signage on site

- Lack of diversity of participants
- Needed to start with a more in-depth evaluation of what hasn't been working (*said twice*)
- Want to help the city learn and learn from the City
  Send out a pre-workshop package with all the materials
- Socratic circle; needed more time – ask everyone to make room for everyone at the beginning of the exercise
- Need better dietary considerations for lunch
- Missing from list of projects are ones that are already started but still need public input eg Visual Victoria, Create Victoria, Parks Masterplan, other projects missing from list
- No First Nations involvement
- No planning or engineering staff
- Need to be clearer about what is for decision