



Vancouver Board of Parks and Recreation

Increasing Community Engagement

Report Reference

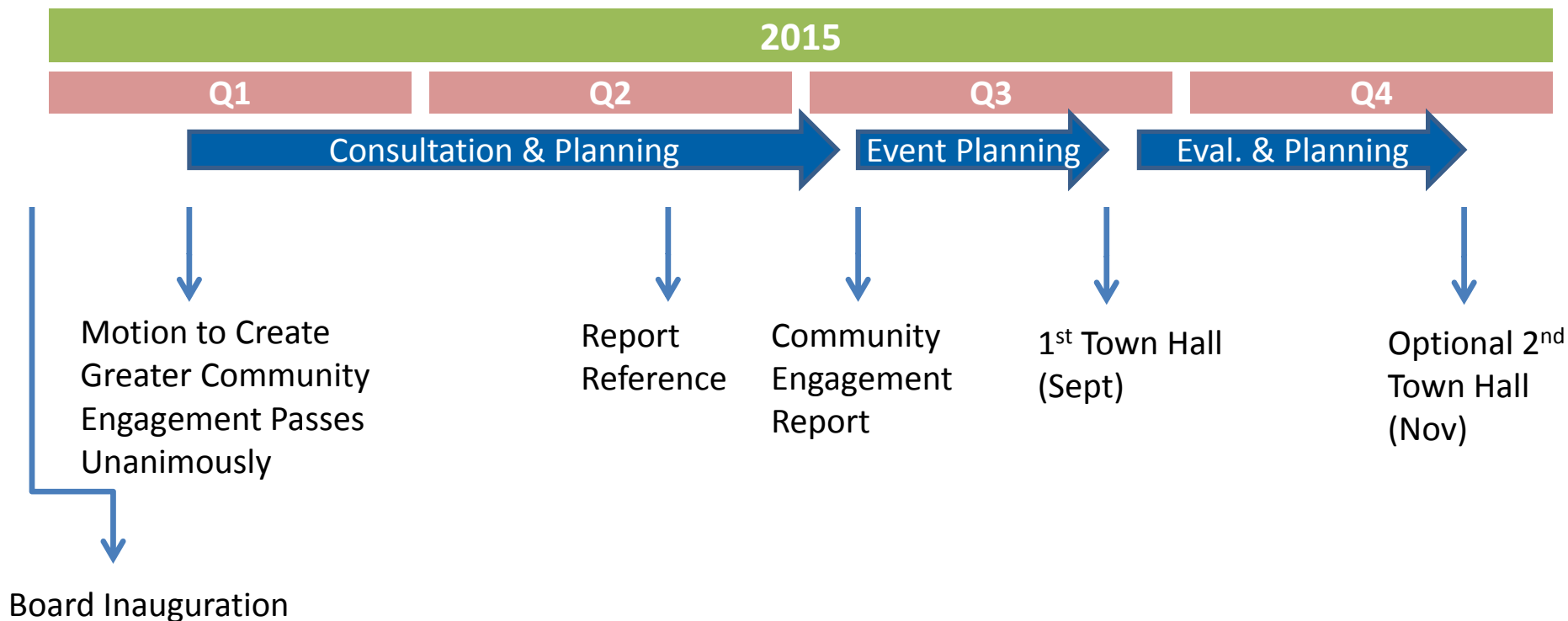
April 27, 2015

Visit the Park Board website at: vancouverparks.ca



Introduction & Context

This presentation references a staff report, available in July 2015, on ways to enhance community engagement





Introduction & Context

In addition to developing a plan for town halls in Vancouver neighbourhoods, the Park Board is actively engaged in a number of ways

Live Streaming Board Meetings



Heron Camera



City Bird Week



Social Media



Parks & Rec for all Campaign





Inauguration of New Board

Inaugural Board meeting was held in the community with a ceremony and public celebration





Greater Community Engagement

Board members are active in the community





Greater Community Engagement

Approved Motion on February 16/15:

- Increase access, build community connections
- Create greater engagement by taking the Board out into the city





Engagement: Live Web Streaming Meetings

- Public can watch proceedings live
- Increase transparency
- Promote access and understanding of Park Board



Vancouver Park Board Media Player



Vancouver Park Board Meetings Go Live Online!

Watch the first web-streamed video of a Park Board Meeting on April 27, 2015 @ 7pm. [Meeting Agenda](#)

April 2015						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Tweets

[Follow](#)



Pileated Woodpecker @vanwoodpecker

21 Apr

That is a fine looking 'do. RT @michellemeals: I have to say @WesternGrebe has a pretty sweet hairdo #VanCityBird pic.twitter.com/icoV5HoOnK

↳ Retweeted by Vancouver Park Board

[Show Photo](#)



Vancouver Park Board @ParkBoard

2h

Seawall update:bike path still closed,open 2 peds. Rock scaling starts Mon am:complete closure Siwash 2 bridge Monday pic.twitter.com/hjVCikSIn2

[Show Photo](#)

Live Streaming

Heron Cam

Bird Week

Social Media

Parks and Rec for all

Town Halls



Engagement: Heron Cam

- Launched March 2015
- Nearly 90,000 hits!



Live
Streaming

**Heron
Cam**

Bird
Week

Social
Media

Parks and
Rec for all

Town
Halls



Engagement: Heron Cam

- Cross-Canada media
- Biodiversity & Bird Strategy



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Engagement: City Bird

- City Bird launch event
- Park Board Twitter platform for live debates



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Engagement: Social Media - Twitter up 39%

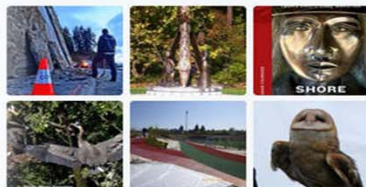


Vancouver Park Board @ParkBoard

The Vancouver Park Board maintains over 230 parks and 40 major facilities.

Vancouver, Canada
vancouverparks.ca
Joined March 2009

381 Photos and videos



TWEETS 5,110 FOLLOWING 951 FOLLOWERS 14.2K FAVORITES 64 LISTS 5

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Tweets Tweets & replies Photos & videos

Vancouver Park Board retweeted
Pileated Woodpecker @vanwoodpecker · Apr 21
That is a fine looking 'do. RT @michellemeals: I have to say @WesternGrebe has a pretty sweet hairdo #VanCityBird



2 2 View more photos and videos

Vancouver Park Board @ParkBoard · 1h
Seawall update:bike path still closed,open 2 peds. Rock scaling starts Mon am:complete closure Siwash 2 bridge Monday



Don't miss any updates from Vancouver Park Board

Full name
Email
Password

Sign up for Twitter

Trends · Change

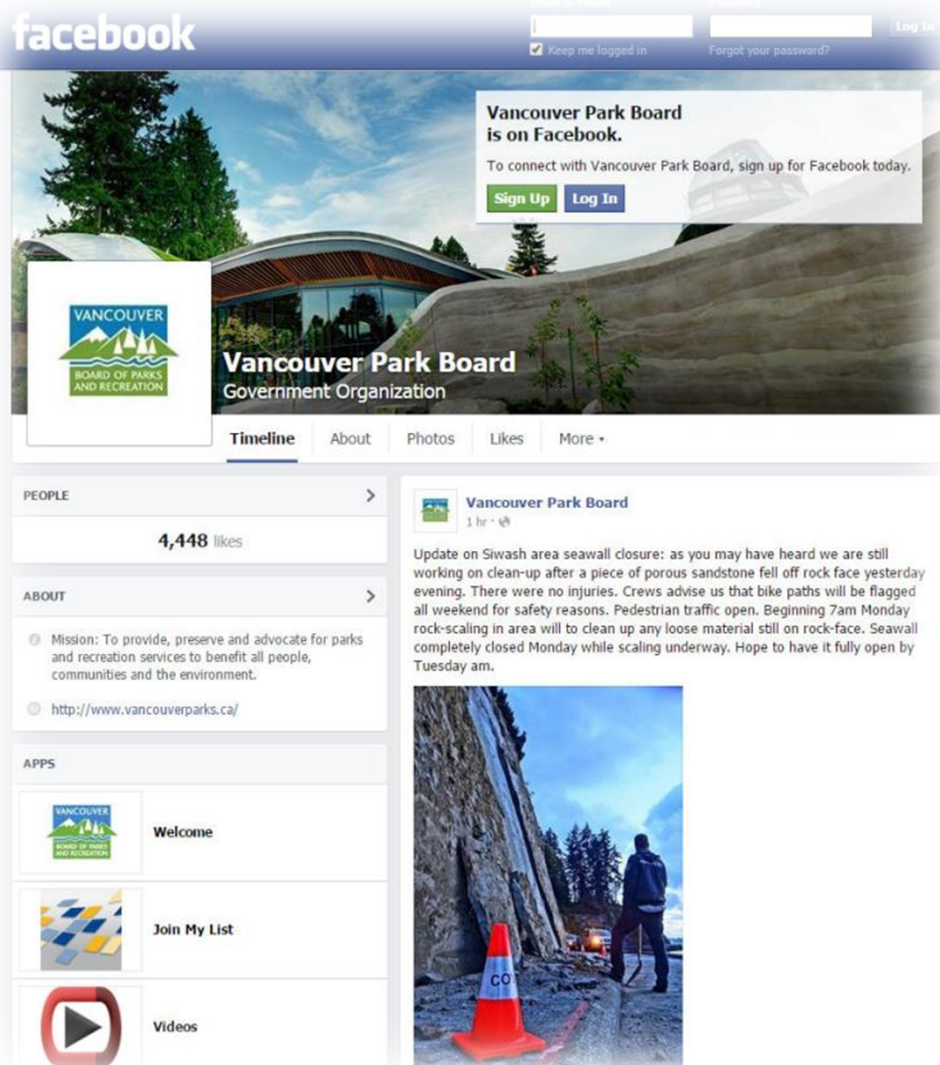
- #SexualSecrets
- Josh Hamilton
- #SaySomethingNiceAboutHillary
- #AwkwardGreetingsIn5Words
- #AnzacDay
- Frank Miller
- #Gogglebox
- Gundogan
- PRINCE OF POP
- Tom's Diner

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Live Streaming Heron Cam Bird Week **Social Media** Parks and Rec for all Town Halls



Engagement: Social Media - Facebook up 32%



Live Streaming

Heron Cam

Bird Week

Social Media

Parks and Rec for all

Town Halls



Engagement: Social Media - Up Next

- Develop Instagram
- YouTube public interface

City Bird competition



The Vancouver City Bird competition runs from April 15 to May 9, asking residents to vote for a 2016 City Bird to raise awareness about the importance of birds in Vancouver. Plus, it's fun!

Vote for your favourite City Bird and talk to all the candidates on Twitter with the hashtag #VancityBird – plus don't forget to take part in our online bird debate and more.

- Learn more about Vancouver's Bird Strategy
- Check out Bird Week, May 2-9

Special thanks goes out to our friends and partners, including the Stanley Park Ecology Society.

- Learn more about the Stanley Park Ecology Society



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Town Halls

Engagement: Trans* & Gender-Variant

- Engaging community centre users with vibrant materials
- Advancing strategic priority: Parks & recreation for all



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Rec for all

Town
Halls



Engagement: Town Hall Hosting Plan

Plan to launch Town Hall for September 2015:

- Developing cost-effective model for town hall meetings and refining list of topics
- Developing formats and coordinating logistics (hosting agreements, AV, invitations, hospitality and marketing)
- Draft format to include large group led by professional facilitator, small table discussions with role for each commissioner
- Report from large group will factor into future policies and programs

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Engagement: Town Hall Hosting Plan

Plan to launch Town Hall for September 2015 (continued):

- To further refine approach, take format to community consultation with small stakeholder group and potential hosts
- Final community consultation report will be given to the Board in July to seek approval for Town Hall plan and schedule
- Effectiveness of first event evaluated; adjustments for second event, possibly in November

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Coming Soon

We look forward to bringing a full engagement plan to you in July!



