



# Public Engagement Standards Policy

Park Board Committee Meeting  
Monday, November 20, 2017



To report back to the Board on the development process of a Public Engagement Standards Policy, in response to the November 16, 2015, Park Board motion, and to seek board approval of the proposed policy.

- Presentation in April 2016 outlined current consultation practices including existing approaches, formats, notification periods, and best practices.

## Improvement areas identified:

1. Incorporate the IAP2 Spectrum into new policy;
  2. Develop strategies for engaging underrepresented groups;
  3. Increase resources for staff facilitation and face-to-face engagement;
  4. Optimize use of Park Board facilities, parks, and events for engagement;
  5. Develop desired participation metrics at project start.
- Memo on policy timing December 16, 2016



- a. What is Public Engagement?
- b. Purpose
- c. Core Values
- d. Principles
- e. Process
- f. Capacity Building
- g. Keeping Current
- h. Recommendation

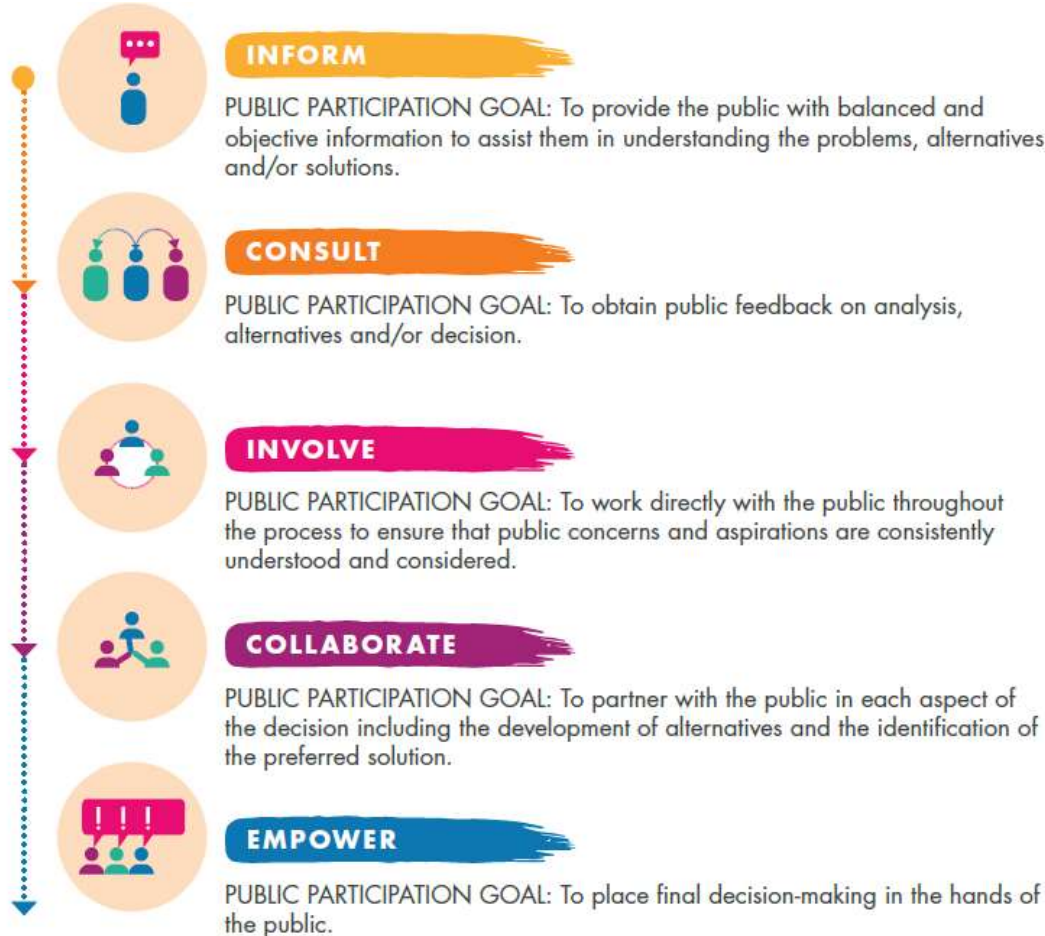
# What is Public Engagement?

When decision makers bring together residents and stakeholders to develop or respond to ideas or issues that directly or indirectly affect them, that is public engagement.

Park Board aims to effectively inform, educate and engage residents in a transparent and collaborative way that promotes greater participation from those affected and those with key interests.



# What is Public Engagement?



## The Engagement Continuum

IAP2 – Public Participation Spectrum identifies 5 levels of engaging the public based on increasing level of impact.

## The new policy:

- Formalizes the elements of a satisfactory public consultation process
- Improves consistency, transparency and operational efficiency
- Responds to the growing cultural diversity of Vancouver
- Acknowledges the need to reach beyond traditional print media, social networks, and community posters



## IAP2

1. We believe that people who are affected by a decision have a right to be involved in the decision-making process.
2. We promise that the public's contribution will influence the decision.
3. We promote sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision-makers.





4. We seek out and facilitate the involvement of people potentially affected by or interested in a decision.
5. We seek input from participants in designing how they participate.
6. We provide participants with information needed to participate in a meaningful way.
7. We communicate to participants how their input affected the decision.



## 9 principles, under these themes:

- Accountability
- Inclusiveness
- Territorial Considerations
- Transparency
- Commitment
- Clarity
- Communication
- Timeliness
- Resourcing



## Develop Engagement Strategy

Process is customized with a suite of approaches and tactics, depending on scope, budget and timeline.

- who to engage
- level of engagement
- key messages
- questions for the public
- how staff will use and share feedback

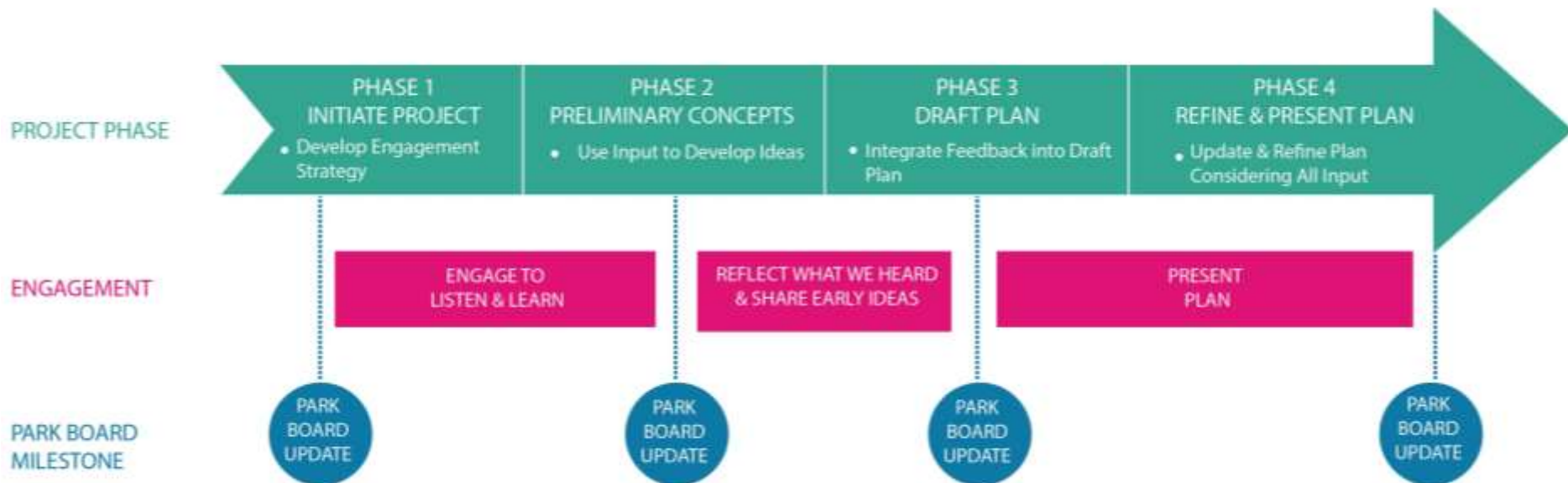


# Process

## SAMPLE TACTICS FOR PUBLIC ENGAGEMENT



PUBLIC ENGAGEMENT	Email Notification	Stakeholder/ Advisory Group Meetings	Focus Groups	Social Media Posts	Newspaper Advertising	Open House(s)	Flyer Deliveries	Site Signage	Community Centre Posters
Neighbourhood Park Upgrade	●			●		●	●	●	●
New Downtown Park	●	●	●	●		●	●	●	●
Prominent Park Naming Process		●		●		●	●	●	●
City-wide Strategy	●	●	●	●	●	●			●



## Build capacity within project teams

- IAP2 training
- Realistic and manageable timelines
- Senior management and Board aware of time required to design effective processes
- Adequate resources allocated
  - staffing and costs are considered and tailored to the size and scope of projects
  - project engagement budgets are set early



## Guiding & Evaluating:

- Reporting back to the Park Board and the public
- Illustrating the link between policy and action
- Reviewing the policy against emerging best practices regularly
- Incorporating lessons from practical experience
- Suggesting proposed policy updates and refinements to the Board as needed



THAT the Vancouver Park Board approve the “Public Engagement Standards Policy”, as outlined in this report and attached as Appendix A, to guide the planning and implementation of public engagement for any civic initiative that involves facilities, services, or properties under the jurisdiction of the Vancouver Board of Parks and Recreation.



