

Port Moody Zero Emissions Climate Resilient Buildings Plan

Communications and Engagement Strategy

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ENGAGEMENT OVERVIEW

The City of Port Moody is developing a Zero Emissions Climate Resilient Building Plan as a priority action to implement direction from its Climate Action Plan (2020).

The Plan is an important first step in achieving the City's commitment to a 40% reduction of carbon content in the City's building stock by 2030, as outlined in the City's Climate Emergency Declaration. Specific goals set to achieve this target include:

- By 2030, all new and replacement heating and hot water systems are zero emissions
- By 2030, all oil and propane heating and hot water systems are replaced with zero emission systems
- By 2050, all buildings have replaced heating and hot water with zero emission systems

Overall, the Plan will foster low-carbon resilience across a range of sectors and seek to improve overall building durability, efficiency, and occupant health and quality of life for City residents. Aiming for low carbon resilience means preparing Port Moody buildings to stand up to climate change impacts while also reducing their energy use and overall carbon footprint.

Engagement with the public and key impacted stakeholders will be key to charting a realistic course for deep emissions reductions in a way that balances the needs and contexts of property owners, managers and users across the City. Engagement initiatives for this project will build on engagement outcomes from the City's Climate Action Plan (2019 – 2020) and take a deeper dive into engagement related to low-carbon resilience approaches and policies for City buildings.

Topic of Engagement

The key focus of engagement will be to better understand how the City can best achieve its low carbon resilience goals for the building sector in a way that is equitable, manages impacts on property owners and tenants, and leverages opportunities for community partnership.

The City's Climate Emergency Declaration sets a commitment to take bold action on climate change. A key message is that significant changes are required to meet the City's emissions reduction goals. It's no longer a matter of whether to act, but how to act in a way that reduces negative impacts and leverages opportunities wherever possible.

Property owners, residents, tenants and the public will be particularly interested in the trade-offs between different approaches and how strategies could directly affect them. They'll want to understand the regional context, including how the City's commitments and proposed actions compare to those at the national, provincial and regional scale and what neighbouring jurisdictions are doing to support low carbon resilience in the building sector.

Purpose of Engagement

The overall objectives for engagement during this project are as follows:

- **Raise awareness and education** on:
 - the critical importance of emissions reduction and climate resilience in the building stock by tailoring key messages to what is important and relevant to different groups;
 - costs, responsibilities, and trade-offs of different emissions reduction actions; and
 - existing emissions reduction programs and significant opportunities for reductions.



- **Explore ideas and information** to get feedback on proposed strategies and any concerns or perceived barriers to action; and
- **Mobilize collaborative action** in terms of
 - helping property owners, managers, and renters understand strategies they can take to support the City's low-carbon resilience goals; and
 - identifying opportunities for partnerships and alignment with regional initiatives.

Impact of Engagement

Outcomes from engagement will inform the types of measures outlined in the Zero Emissions Climate Resilient Buildings Plan, including which measures are prioritized in the shorter term and how those measures may be implemented to reduce impacts and leverage partnerships and opportunities.

It is understood that the Plan will influence City programs and policies that will shape what future land use planning, new development, retrofits and City investment in community buildings and infrastructure could look like. The outcomes could have real and significant impacts on Port Moody property owners and developers, while also providing opportunities for new local business and industries to support the City's transition to low carbon resilient buildings.

Level of Engagement

Engagement objectives will be achieved through a series of public and stakeholder engagement initiatives prepared in collaboration with City of Port Moody communications and project staff.

Engagement approaches for this project are designed according to the International Association for Public Participation's (IAP2) **Spectrum of Public Participation** (see Table 1). The spectrum outlines how engagement initiatives enable different levels of influence over a final product, ranging from little to no influence through *inform* initiatives, to complete ownership and influence through *empower*. Details on where engagement with each group fall on the spectrum are described throughout this plan.

Table 1: IAP2 Spectrum of Public Participation

INCREASING LEVEL OF INFLUENCE OVER PROJECT OUTCOMES				
INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain feedback on analysis, alternatives and/or decisions	Work directly with the public and/or stakeholders throughout the process to ensure that concerns and aspirations are consistently understood and considered	Partner with the public and/or stakeholders in each aspect of the decision, including the development of alternatives and the identification of the preferred solution	Place final decision-making and implementation in the hands of relevant bodies and/or authorities



REACH OF ENGAGEMENT

Emissions reductions across the buildings sector will have wide-reaching impacts across a range of sectors, including existing residents, tenants and property owners, representatives from the construction and development industry, and the general public. The level of engagement and messaging will be tailored to the unique needs and contexts of different groups. Table 2 outlines the target audiences for engagement.

Table 2 Target Audience Summary

Group	Level of Engagement
Residential	
Residents (homeowners & renters)	Inform / Consult
Multi-family residential building owners, managers, stratas and co-ops (especially of new social housing buildings)	Inform / Consult
BC Housing	Involve
Provincial Tenants Association	Involve
Organizations representing lower-income residents (e.g. SHARE society, Tri-Cities Housing & Homelessness Group, Local Immigrant Partnership)	Involve
Neighbourhood Associations (Moody Centre, Glenayre, College Park, Pleasantside, TROPICA)	Involve
Commercial	
Development community representatives (active builders, developers, contractors, realtors)	Involve / Consult
Business Owners (small business owners, commercial landlords & tenants)	Inform / Consult
Tri-cities Chamber of Commerce	Inform / Involve
Institutional	
School Board No. 43	Involve
Eagle Ridge Hospital	Involve
Industrial / Utilities	
Major industrial properties (Pacific Coast Terminals, Suncor, Imperial Oil)	Inform / Consult
BC Hydro	Involve
Fortis BC	Involve



Port Moody Departments & Committees	
Representatives from key departments (Building, Facilities, Planning/Development, Purchasing)	Collaborate / Inform
Staff & citizen committees (Land Use, Climate Action, Advisory Design Panel, Citizen Advisory Group)	Collaborate
Regulatory/Other	
Local Nations (Kwkwetlem, Tsleil-Waututh, Squamish, Musqueam, Sto:lo)	Involve
Metro Vancouver	Involve
Province of BC Climate Action Secretariate	Involve
CEM Project Partners (Surrey, City of North Vancouver)	Inform
Neighbouring municipalities (Tri-cities, Anmore, Belcarra)	Inform
Building sector organizations (SFU ACT, Build Green, CAGBC, BOMA BC, UDI)	Inform

METHODS OF ENGAGEMENT

The engagement initiatives for this project have been designed to include a combination of virtual and in-person platforms to get meaningful input from diverse stakeholders in a way that is accessible, safe and flexible to the pandemic context. A description of each initiative, implementation timeline, materials, required and intended outcomes is shown in Table 3.

Engagement initiatives will be designed to minimize waste by using digital and online information resources where available and reducing flyer handouts and disposable products. It is envisioned that materials would be developed through collaboration with the Integral Group team (IG) and City of Port Moody Team (PM).

Table 3 Engagement Initiatives Description

Initiative	Materials	Outcomes
Engage Port Moody & Social Media Content Share information on the project and core concepts of low carbon resilience through the City's online public engagement platform (engage.portmoody.ca) online, news stories and e-notifications to news subscribers via the City's website, and social media channels (Facebook, Twitter, Instagram).	<ul style="list-style-type: none"> About the project text, key messages and objectives (IG) Content hosted and uploaded to City public engagement platform & media channels (PM) 	<ul style="list-style-type: none"> Build awareness of project, importance and key concepts
Public Survey	<ul style="list-style-type: none"> Draft and final questions (IG) 	<ul style="list-style-type: none"> Build awareness



<p>Draft a 10 – 15 question survey to get community feedback on existing practices, proposed low carbon resilience strategies, implementation barriers, and trade-offs.</p>	<ul style="list-style-type: none"> • Final survey upload & distribution (PM) • Prize draw for a \$50 - \$100 topic relevant gift card (PM) 	<ul style="list-style-type: none"> • Get input on strategies, barriers & concerns
<p>Pop-up Station Events (in person)</p> <p>Host an information booth about the project in covered, high-traffic areas such as the Recreation Centre, Kyle Centre front desk, skytrain, and village centres (e.g. Suter Brook, Newport).</p> <p>It is envisioned that these events would be held by City staff in person, with support from Integral on content.</p> <p>Pop-ups will be dependent on weather and provincial health orders (PHO), and will use City tents as needed. Indoor events and virtual events at schools, community associations etc. will be considered but dependent on PHO.</p> <p>The stations will provide an opportunity for Port Moody staff to answer questions, get input on the survey, and direct citizens to additional resources.</p> <p>Posters will be put up at civic facilities and public message boards around the community.</p>	<ul style="list-style-type: none"> • Content for 1 – 2 posters, including QR code to survey (IG) • Final posters (PM) • Pop-up equipment (e.g. tents, poster stands) (PM) 	<ul style="list-style-type: none"> • Build awareness • Opportunity for Q&A with staff
<p>Stakeholder Workshop</p> <p>Host an online workshop with 20 – 30 representatives from key stakeholder groups to get detailed input on building sector strategies, implementation barriers, and partnership opportunities.</p>	<ul style="list-style-type: none"> • Slideshow content (IG) • List of potential actions (IG) • List of discussion questions, including questions tailored for each group (IG) 	<ul style="list-style-type: none"> • Get detailed input on strategies, barriers, concerns and opportunities
<p>Staff Workshop</p> <p>Host an online workshop with Port Moody staff on the Climate Action Committee to get input on existing and proposed low carbon resilience measures, including implications for city facilities, land use planning and policy, linkages with existing City programs, and barriers and approaches for implementation.</p>	<ul style="list-style-type: none"> • List of potential actions (IG) • List of discussion questions tailored to Departments 	<ul style="list-style-type: none"> • Get detailed input on strategies, barriers, concerns and opportunities

It is recommended that the City reach out to Indigenous groups individually through existing channels early in the planning process to notify them of the project and ask how they would best like to provide input (e.g. via an individual meeting early or later in the planning process, or as an attendee at the stakeholder workshop).



Timelines for Engagement Activities

Activity	Proposed Date(s)
Council Approval of Engagement Strategy	Oct
Engage Port Moody & Social Media Content	Oct – Dec (<i>Oct launch</i>)
Public Survey	Nov
Pop-up Station Events (in person)	Nov
Stakeholder & Workshops	Jan

Reporting Back

It is envisioned that Engage Port Moody will be a key platform for reporting back with citizens throughout the project. Feedback from engagement will be summarized in a brief Communications and Engagement Summary to be shared publicly and used as an internal resource for staff. The Summary will clearly highlight key themes from engagement along with information about how input informed the Plan.

IMPLEMENTATION

Roles & Responsibilities

Our team looks forward to working closely with the City of Port Moody Team to deliver a meaningful engagement process. We envision the division of roles and responsibilities as follows:

Consulting Team	Port Moody Team
<ul style="list-style-type: none"> • Collaboratively identify stakeholders • Co-design engagement activities • Draft text for event invitations • Host any online platforms (e.g. Zoom, MURAL) • Draft core content/messaging for engagement, e.g. PPT slides, survey questions, etc. • Facilitate online engagement activities (in person attendance to be confirmed as needed) • Record and summarize engagement feedback into a communication and engagement summary 	<ul style="list-style-type: none"> • Collaboratively identify stakeholders • Co-design engagement activities • Present introductory remarks and select material (e.g. existing City programs) at engagement activities • Lead graphical design and transfer of core content/messages into final communications materials • Staff to attend and help facilitate engagement activities (e.g. pop-up booths) • Review and provide feedback on all engagement content as well as the final engagement summary

Next Steps

The next steps are for staff to share this Engagement Strategy with Council for comment and approval, and then follow up to confirm engagement launch timing and next steps.

