



# City of Port Moody

## Report/Recommendation to Council

Date: January 14, 2025  
Submitted by: Community Development Department – Policy Planning Division  
Subject: Coastal Flood Management Strategy – Public Education and Engagement Plan

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### Purpose

To present a proposed public education and engagement approach for the Coastal Flood Management Strategy.

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### Recommended Resolution(s)

**THAT the proposed public education and engagement approach for the Coastal Flood Management Strategy be endorsed as recommended in the report dated January 14, 2025, from the Community Development Department – Policy Planning Division regarding Coastal Flood Management Strategy – Public Education and Engagement Plan;**

**AND THAT \$20,000 from the previously approved project budget allocated to complete the Coastal Flood Management Strategy be approved to support the proposed public education and engagement approach.**

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### Background

On February 2, 2021, Council endorsed the Phase One Climate Action Implementation Strategy. One of the actions in the Phase One Strategy is to develop a Coastal Flood Management Strategy.

The 2020 Climate Action Plan includes several goals that need to be addressed through the Coastal Flood Management Strategy, including:

- incorporate climate change risks and vulnerability assessments into land use planning and development; and
- manage shoreline erosion from sea level rise and coastal flooding.

In 2022, the project received \$190,000 of approved funding (\$90,00 from the New Initiatives Reserve and \$100,000 from the Drainage Capital Reserve). An additional \$110,000 was approved in July 2023 to cover the full scope of the project.

In March 2024, the City received \$300,000 in funding from the UBCM Community Emergency Preparedness Fund (CEPF). This funding aims to support First Nations and local governments in better preparing for disasters and mitigating risks from hazards in a changing climate.

## Discussion

The Coastal Flood Management Strategy is intended to foster support and understanding of coastal flood risk to Port Moody and to establish a coordinated set of action areas to manage this risk and build community adaptability and resiliency to coastal flooding. Once completed, the strategy will integrate action areas related to asset management; long-range financial planning; community development; park planning; environmental impact and mitigation; decision-making processes; and emergency management strategies.

Specific project education and engagement objectives include:

- share information with the public and interest holders to support a collective understanding of sea level rise and coastal flooding risks and related hazards in the community; and
- engage with interest holders to inform strategies.

To facilitate public engagement for the development of the Coastal Flood Management Strategy, staff engaged a consultant to assist with the preparation of a public education and engagement plan presented below in the Communications and Public Engagement Initiatives section.

The public engagement budget for this project was initially estimated at \$50,000. The consultant's recently proposed engagement plan outlined below includes two additional opportunities for targeted engagement, which increase the engagement budget to \$70,000. These include a targeted information session for residents impacted at the property level and a waterfront pop-up event for the broader community. Staff recommends this enhanced approach due to its significant benefits including increased community participation and targeted outreach. These dedicated initiatives allow residents to contextualize information and foster a deeper understanding of flood risks. They also provide opportunities for one-on-one engagement to gauge public perceptions of the project. These components aim to raise awareness, share critical information, and build a collective understanding of sea level rise and coastal flooding risks among community members and interest holders. To cover the additional \$20,000 associated with this enhanced approach, staff is requesting to use a portion of the previously approved budget allocated for this project to make up the difference.

## Other Option(s)

1. THAT the proposed public education and engagement plan for the Coastal Flood Management Strategy be revised to remove the targeted info session and waterfront pop-up event to fit within the previously allotted budget.
2. THAT staff be directed to report back on alternative approaches to public engagement.

## Financial Implications

Staff are seeking approval to allocate a portion of the previously approved funds up to \$20,000 to cover the cost of an enhanced engagement approach. Table 1 below shows the project funding and projected costs breakdown.

Table 1: Project Funding and Costs Breakdown

<b>Budget Estimate / Funding Source</b>	<b>Amount</b>
Coastal Flood Management Technical Study, Planning, and Reporting	\$250,000
Education and Engagement Plan	\$50,000
Additional Estimated Costs to Complete Proposed Education and Engagement Plan	\$20,000
<b>Total Project Cost</b>	<b>\$320,000</b>
Total Approved Funding (2022 and 2023 Capital Budgets)	\$300,000
UBCM Grant Awarded	(\$300,000)
<b>Total Cost to City</b>	<b>\$20,000</b>

## Communications and Public Engagement Initiatives

City staff and the team from McElhanney Ltd., the engagement consultant, will conduct an education outreach and engagement program, which will run in two parts:

### Part 1: Targeted industrial interest holders

The City is interested in building collaborative relationships with industrial interest holders in the area that are also doing flood risk assessments and mitigation planning. To support relationship building, the engagement consultant, McElhanney, will support staff-led dialogue sessions. McElhanney will help staff to prepare, suggest areas for dialogue, distill and interpret technical information exchanged, and navigate the places where flood risk assessment may have taken different approaches. By mutually sharing information, results, and insights, the City and industrial interest holders can better prepare for climate change impacts.

The decision to have staff lead industrial interest holder sessions will help to build staff capacity and develop relationships for future collaborations and allocates budget for the consultant to support other parts of the outreach education and engagement program.

Supported collaboration will take place concurrently with the Phase 4 technical project work in Q1 2025.

### Part 2: Key audiences, including the community at-large and property level parties

The nature of coastal flooding is that some places, spaces, and people will be impacted more than others should flooding occur. Though many of the engagement tools and resources will be utilized to reach all audiences, the information needs and desired level of engagement may differ between key audiences. The results of the Phase 4 technical project work will guide part 2 engagement in terms of the specific information that each key audience should receive and the types of questions that engagement can answer to support the City's decision making.

In part 2 engagement, the shared primary focus for all key audiences will be outreach education. By distilling the technical information into understandable messages and stories for non-technical audiences, we can support and encourage broad awareness of the nature of

flooding and sea level rise in Port Moody. We will also share what actions residents, businesses, and community members can take to prepare for and reduce the impacts of coastal flooding and improve climate resilience. It is also important that community members and interest holders understand the City’s role in managing coastal flood risks and impacts and how the City will prepare for coastal flooding and sea level rise. Throughout the project, we will invite participants and the community to champion flood preparedness education and share project resources and digital assets with their sphere of influence.

With a robust outreach education campaign, key audiences will be able to better provide informed and meaningful feedback to the City to guide future decision making. Key audiences will be invited to provide sentiment and values-based input to influence the City’s decision-making on recommended actions and adaptation options to be prioritized in the final Coastal Flood Management Strategy.

	Part 1 engagement:	Part 2 engagement:
<b>With whom are we engaging?</b>	<p><b>Interested groups:</b> Industrial interest holders who have independently sourced coastal flood information or are also conducting their own technical assessments, planning, and analysis:</p> <ul style="list-style-type: none"> <li>• The Vancouver Fraser Port Authority</li> <li>• The Oceanfront Development Site</li> <li>• Pacific Coast Terminals</li> <li>• Suncor</li> <li>• Imperial Oil</li> <li>• CPKC Rail</li> </ul>	<p>A. <b>Property level parties:</b></p> <ul style="list-style-type: none"> <li>• commercial and residential property owners</li> <li>• area residents</li> <li>• interest holders identified in engagement part 1</li> <li>• stewardship groups</li> </ul> <p>B. <b>Affected public space users &amp; the broader community.</b> This includes community members who are not located in affected areas, but interested in how flooding might impact community spaces, utilities and servicing infrastructure, cultural or economic resources, or parks and recreation</p>
<b>What is the scope of the public engagement?</b>	<p><b>Interested groups:</b></p> <p>A. gather and consolidate information to increase our understanding of flood risk assessments actively in progress by interest holders</p> <p>B. invite sharing of studies and analyses to compare what industrial interest holders have completed independently with City flood mapping results</p> <p>C. opportunity for input on the City’s technical analysis and plans for industrial areas within the final Coastal Flood Management Strategy</p> <p>D. build collaborative relationships</p>	<p><b>For all audiences:</b> Outreach education to:</p> <ul style="list-style-type: none"> <li>• support and encourage broad awareness of the nature of flooding and sea level rise in Port Moody</li> <li>• share what actions residents, businesses, and community members can take to prepare for and reduce the impacts of coastal flooding</li> <li>• communicate what the City will do to prepare for and manage coastal flood risks and impacts</li> </ul> <p><b>For individual audiences:</b></p> <p>A. <b>Property level parties:</b></p> <ul style="list-style-type: none"> <li>• communicate the technical project findings as they relate to property level impacts</li> </ul>

		<ul style="list-style-type: none"> <li>• share how to reduce property level impacts</li> <li>• gather input on parties' values and needs to help inform the development of the Coastal Flood Strategy</li> </ul> <p><b>B. Public space users &amp; the broader community</b></p> <ul style="list-style-type: none"> <li>• communicate technical project findings about public space and infrastructure that may be impacted</li> <li>• gather input on values and needs of the community to help inform the development of a Coastal Flood Strategy</li> </ul>
<p><b>How will we engage?</b></p>	<p><b>Governments and interested groups:</b>  The consultant's Flood Risk Specialist will support staff led dialogue sessions, facilitate understanding of what flood risk mapping and planning industrial interest holders are doing, and support identification of opportunities for partnership and collaboration.</p>	<p><b>Key audiences:</b>  Education outreach methods include:</p> <ul style="list-style-type: none"> <li>• digital graphics explaining: <ul style="list-style-type: none"> <li>○ what to do before / during / after</li> <li>○ what the City will do</li> </ul> </li> <li>• written content to introduce concepts of coastal flooding, sea level rise, and climate resilience</li> <li>• pictures of the community and assets</li> <li>• flood maps</li> <li>• large-scale indoor pop-up information boards posted in high traffic locations in community</li> <li>• an interactive educational online Story Map</li> </ul> <p>Feedback will be gathered through:</p> <ul style="list-style-type: none"> <li>• One online survey hosted on Engage Port Moody</li> <li>• dedicated info session for property level parties</li> <li>• waterfront pop-up engagement session with information boards and in-situ feedback opportunity</li> </ul>
<p><b>How will we communicate?</b></p>	<p><b>Governments and Interested groups:</b>  Staff will reach out to parties via email to invite participation and to provide project information. The dialogue sessions will be held remotely using Teams.</p>	<p><b>Key audiences:</b>  City staff will work with the consultant on an awareness campaign that uses such communication tactics as media release, the City's website, social media, digital billboards and signage, Focus newsletter, engagement subscriber email, emails to civic committees and CAG, and onsite printed information boards.</p>

		<b>Property level parties</b> will receive a postcard sized mail out. One side will have information about the project and a call to action to attend the info session and participate in the survey. The other side will be designed to keep handy “on the fridge” and will include information about what to do before, during, and after a flood event.
<b>When will we engage?</b>	<b>Governments and Interested groups:</b> Early Q1 2025.	<b>Key audiences:</b> Outreach education and engagement is anticipated to take place in Q2 2025. This timing allows Phase 4 technical work to be completed first, so that key outputs, including recommended actions, are available to guide types of questions that engagement should answer to support City decision-making and any specific information that each key audience should receive.
<b>How will we share what we heard?</b>	<p>The consultant will provide a What We Heard Summary for inclusion in staff reports and sharing with the community. The summary will describe lessons learned in Part 1 to support future collaboration and will also describe the community’s experience and feedback from Part 2.</p> <p>Registered members of the public who participated in the engagement process via Engage Port Moody will receive an email letting them know when the summary is available for viewing online.</p> <p>Per the public engagement best practices that inform the City’s Public Engagement Policy, responses to open-ended questions will be analyzed and the common themes included in the public engagement summary to provide key insights.</p> <p>Complete verbatim responses will be anonymized and shared directly with Council to provide decision makers with the full range of input collected.</p>	

## Council Strategic Plan Goals

The recommendations in this report align with the following Council Strategic Plan Goal(s):

- Strategic Goal 2.1 – Protect, integrate, and enhance our natural assets;
- Strategic Goal 2.2 – Advance climate change mitigation and adaptation; and
- Strategic Goal 2.3 – Enhance and expand parkland and open spaces.

## Report Author

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## Report Approval Details

Document Title:	Coastal Flood Management Strategy Public Education and Engagement Plan.docx
Attachments:	
Final Approval Date:	Dec 27, 2024

This report and all of its attachments were approved and signed as outlined below:

Tracey Takahashi, Deputy Corporate Officer - Dec 13, 2024

Kate Zanon, General Manager of Community Development - Dec 17, 2024

Stephanie Lam, City Clerk and Manager of Legislative Services - Dec 18, 2024

Lindsay Todd, Manager of Communications and Engagement - Dec 19, 2024

Paul Rockwood, General Manager of Finance and Technology - Dec 20, 2024

Jeff Moi, General Manager of Engineering and Operations, for Anna Mathewson, City Manager - Dec 27, 2024