



# City of Port Moody

## Report/Recommendation to Council

Date: September 17, 2020  
Submitted by: Community Development Department – Policy Planning Division  
Subject: Official Community Plan Update – Communications and Engagement Strategy

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### Purpose

To present a Communications and Engagement Strategy for the Official Community Plan (OCP) Update for endorsement.

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### Recommended Resolution

**THAT the Official Community Plan Update – Communications and Engagement Strategy be endorsed as recommended in the report dated September 17, 2020 from the Community Development Department – Policy Planning Division regarding Official Community Plan Update – Communications and Engagement Strategy**

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### Background

Staff last provided an update to Council regarding the OCP update at the Regular Council meeting held on June 15, 2020.

The related report (**Attachment 1**) included a discussion of the project's scope, main project components, list of recently completed strategic plans, and a description of the focused community engagement. As outlined in that report, the main project components of the OCP update project are as follows:

- Strategic plan updates;
- focused community engagement:
  - community goals and vision;
  - proposed neighbourhood land use concepts;
- pilot an online engagement platform;
- Seaview Neighbourhood Plan; and
- application of a climate lens.

Since that time, staff undertook a Request for Proposal (RFP) process for the OCP update project. The contract was awarded to Urban Systems according to the City's Purchasing Policy.

The purpose of this report is to present the Communications and Engagement Strategy (CES) and to address previous Council motions related to the OCP engagement.

## Discussion

### Port Moody 2050: How will our community evolve over the next 30 years?

*Port Moody 2050* is a one-to-two year process that will result in a new community vision, goals, and policies that will guide the future of Port Moody over the next 30 years. The process will focus on several key areas:

- affordable housing policy initiatives;
- areas experiencing redevelopment pressures;
- climate change mitigation and adaptation;
- environmental protection and environmentally sensitive areas management;
- economic development; and
- incorporation of studies and housekeeping updates.

### Focused Community Engagement

A number of strategic plans such as the Climate Action Plan, Arts and Culture Master Plan, Age-Friendly Plan, and Master Transportation Plan have recently been completed in the City, which included their own public engagement process, providing the opportunity for focused community engagement on the following two components of the OCP update:

#### 1. *Community Vision and Goals*

The OCP update provides an opportunity to revisit, gather input on, and update the high-level community vision and goals for Port Moody over the next 30 years.

#### 2. *Proposed Neighbourhood Land Use Concepts*

The update will include obtaining feedback on community preferences for land use concept/growth options and trade-offs in the following neighbourhoods: Moody Centre TOD, Seaview, Oceanfront, and Murray Street. **Attachment 2** includes the Council resolutions that identify these neighbourhood areas.

The Communications and Engagement Strategy (CES) (**Attachment 3**) will guide the implementation of community engagement over the lifespan of the update.

### Communications and Engagement Strategy (CES)

The purpose of the Communications and Engagement Strategy (CES) is to set the stage for meaningful engagement on the evolution of Port Moody over the next 30 years. The CES outlines engagement objectives, important messages, key audiences, outreach strategies, and the overall approach to engagement.

### Engagement and Outreach Strategies

Broad and balanced participation during *Port Moody 2050* is a key component of the engagement process. The CES includes a number of ways to facilitate broad stakeholder engagement with a cross-section of Port Moody residents and underrepresented populations, including:

- Citizen Advisory Group;
- Civic Committees;
- Community associations and clubs;
- Seniors groups;

- Youth groups;
- Parent groups;
- Business and tourism groups/associations;
- Transit riders and cyclists;
- Parks and recreation groups/users;
- Environmental and naturalist groups;
- Development-focused groups;
- Educational institutions;
- Service providers;
- New immigrant groups;
- Faith-based institutions; and
- Arts and culture institutions and groups.

The City will explore partnerships with local stakeholders and organizations to further reach residents and underrepresented groups as follows:

- connecting with School District No. 43 and local Parent Advisory Committees to engage students and parents;
- working with the local health authority's Healthy Built Environment Team to provide a Healthy Community lens;
- collaborating with social service providers and youth workers on strategies for reaching underrepresented populations;
- activating the Port Moody Citizen Advisory Group to provide input on policies and concepts;
- outreach to local businesses; and
- working with seniors organizations to determine how to facilitate the online survey among those who are not tech savvy.

#### Communication Tactics

A variety of ongoing communication tactics will be used to promote participation in the engagement process, including:

- Website features and e-notifications;
- Social Media (including the City's Facebook, Twitter, and Instagram accounts, paid ads and boosting ads to target a broader audience that may not follow the City's social media channels);
- Paid and earned coverage in the local print media (Tri-City News);
- print material and promotions;
- Focus Newsletter; and
- Quick Response codes (QR codes) can be incorporated into print media for linking to the Port Moody 2050 engagement site. A flyer or card can be included with utility/tax bills.

### Online Engagement Platform

To apply inclusive, creative, and interactive methods for engagement, the City is launching a new online community engagement tool and *Port Moody 2050* will be used as the first pilot project for the tool, allowing the City to deepen community engagement and improve the clarity, learning, and representativeness of public feedback. This online engagement platform will be a key component of the CES where people can learn about the project and choose how they want to participate in engagement opportunities.

### COVID-19 Considerations

The CES respects current physical distancing requirements in response to the ongoing COVID-19 Pandemic. Engagement in early phases will primarily be delivered through virtual, online methods. The OCP team will be flexible and adjust the approach as needed.

### Previous Council Resolutions

The following are a list of previous Council resolutions related to public engagement for the OCP update project, and the ways in which the implementation of the CES will address these resolutions:

At the October 8, 2019 Regular Council Meeting, Council passed the following OCP related resolution from discussion about the Seniors Focus Committee:

#### RC19/406

THAT Fraser Health be requested to participate the Official Community Plan (OCP) process and updates, as well as significant planning/policy documents such as area or neighbourhood plans, and to participate in reviewing the overall process that the City uses for all development applications, such as reviewing applicable checklists used for the review of development applications by using a Healthy Built Environment (HBE) lens.

A similar resolution was passed at the October 15, 2019 Committee of the Whole meeting:

#### CW19/153

THAT the local health authority's Healthy Built Environment Team be included early on in the OCP review process to provide a Healthy Community lens.

Staff response: The Fraser Health Authority and the Healthy Built Environment Team are included as stakeholders in the CES to provide a Healthy Community lens on the project.

At the October 15, 2019, Committee of the Whole meeting, Council passed the following resolution:

#### CW19/148

THAT the public be polled in statistically valid ways whenever possible.

Staff response: Due to the nature of the OCP update project, the participation of residents, business owners, and other stakeholders' will for the most part be self-selected. This voluntary and optional participation makes it difficult to ensure statistically valid methods throughout the process. Statistically valid polling could be conducted for specific topics, however it would require random sampling, outsourcing to specialised parties and a greater budget than is currently available. In the current engagement plan, staff and the consultant have endeavored

to capture a broad range of stakeholders, which will allow for a large cross section of participation and responses from a diverse demographic of residents. The intent is to ensure that a diverse set of residents and stakeholders are heard and have an opportunity to participate and voice their views for *Port Moody 2050*. Staff suggest that the need and available funding for additional polling could be considered further later in the process depending on the result and the variety of input resulting from the current proposed engagement plan.

At the June 16, 2020 Committee of the Whole Meeting, Council passed the following resolutions:

CW20/056

THAT staff implement a feedback questionnaire to be sent with the 2021 tax bills, and incorporate it into the OCP Public Engagement Strategy.

Staff response: As outlined in the CES, information about the OCP Update will be included with the utility bills and/or property tax notice including quick response codes (QR codes) linking to the *Port Moody 2050* engagement site where residents can participate in the survey and other engagement activities throughout the project.

CW20/057

WHEREAS Council agrees that deepening community engagement and improving the clarity, learning, and representativeness of public feedback received is vital to our local democratic process, a process that becomes more challenging during the pandemic when face-to-face community gatherings must be limited;

BE IT RESOLVED THAT staff be directed to report back with potential “digital democracy” options by which the City can enable, encourage, and verify large-scale community voting on selected key issues for this OCP update, including modes for online information presentation and voting;

AND THAT staff explore in-person, online, mail, and pop-up event based outreach, and ways to involve youth.

Staff response: The selected online engagement platform is digitally democratic as it allows for and encourages education, transparency, and multiple channels of dialogue between staff and the public, and between participants. Specifically, the online engagement platform supports digital democracy by:

- providing the opportunity to give more people access to information and enable them to have their say by supporting inclusive, transparent, and measurable community engagement processes that empower collaborative learning, discussion, and debate;
- providing a 24/7 space for input where residents have much more time to provide feedback from anywhere and anytime. This is respectful of a range of situations and schedules and allows the City to engage with residents who prefer not to participate or cannot participate in person;
- providing 24/7 moderation by the engagement platform host which protects the City and community against bullying, heckling, and inappropriate behavior. Moderation also ensures that forums and discussions are on-topic and privacy is protected;

- providing capacity and support for focused consultation in a safe, information-rich environment through an integrated range of online community engagement feedback tools;
- open feedback tools including storytelling, discussion forums, and mapping allow people to interact with each other;
- including traditional approaches such as surveys and polls;
- providing a range of tools that extend inclusiveness and giving the community better opportunities to have their say on issues that are important to them;
- providing third party project support from online engagement platform host which assists in scoping of projects to ensure engagement is effective and transparent; and
- gathering data from the community, utilizing analytics tools, and providing a mechanism to report back to the public with the data and how decisions were made.

As outlined in the CES, youth will be engaged through partnership with a number of local groups (i.e. SD43, parent groups, Youth Focus Committee, cadets, scouts, girl guides, youth theatre society) and through the City's social media accounts. The online engagement platform also provides an interactive opportunity for youth participation through the online space which is most conducive to engaging youth.

## Other Option

THAT that following changes be considered in the OCP Update Communications and Engagement Strategy (CES)...

## Financial Implications

There are no financial implications associated with the receipt of this report for information. A project budget of \$150,000 was previously approved by Council for the project to cover the costs of the consultant and online engagement.

## Communications and Civic Engagement Initiatives

The Communications and Engagement Strategy (CES) presented in this report guides the implementation of the public engagement component of the OCP update project.

## Council Strategic Plan Objectives

An OCP review is consistent with the following components of the 2019-2022 Council Strategic Plan:

- Strategic Priority: Community Evolution;
- Objective: Ensure future community growth is carefully considered and strategically managed; and
- Action: Review the Official Community Plan regularly to ensure it aligns with the community vision.

## Attachments

1. Report received at the June 15, 2020 Regular Council Meeting regarding Official Community Plan Project Update for information.
2. Previous Council Resolutions related to the OCP Updates.
3. Communications and Engagement Strategy (CES).

## Report Author

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## Report Approval Details

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|----------------------|--|
| Document Title:      | Official Community Plan (OCP) Update – Communications and Engagement Strategy.docx   |
| Attachments:         | <ul style="list-style-type: none"><li>- Attachment 1 - May 8, 2019 Report - OCP Update.pdf</li><li>- Attachment 2 - Summary of OCP related resolutions.pdf</li><li>- Attachment 3 - OCP Communications and Engagement Strategy.pdf</li></ul> |
| Final Approval Date: | Oct 13, 2020   |

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

Mary De Paoli, Manager of Policy Planning - Oct 7, 2020 - 8:56 AM

André Boel for Kate Zanon, General Manager of Community Development - Oct 9, 2020 - 8:43 AM

Dorothy Shermer, Corporate Officer - Oct 9, 2020 - 10:39 AM

Rosemary Lodge, Manager of Communications and Engagement - Oct 9, 2020 - 3:51 PM

Paul Rockwood, General Manager of Finance and Technology - Oct 9, 2020 - 4:09 PM

Tim Savoie, City Manager - Oct 13, 2020 - 7:39 AM