



City of Port Moody

Report/Recommendation to Council

Date: October 8, 2020
Submitted by: People, Communications, and Engagement Department – Communications and Engagement Division
Subject: Engage Port Moody

Purpose

To provide information to Council regarding the *Engage Port Moody* public engagement hub.

Recommended Resolution(s)

THAT the report dated October 8, 2020 from the People, Communications, and Engagement Department – Communications and Engagement Division regarding Engage Port Moody be received for information.

Background

The City of Port Moody launched a new website in June 2019. The primary goal of the Website Renewal Project was to create an excellent digital customer service experience by improving website content quality and consistency, maximizing access to information through improved structure and organization, and optimizing technological compatibility. Over the past year, continuous improvements have been made to the website including but not limited to:

- updates to the Council calendar module;
- improvements to the Road Works and Construction page;
- providing direct access for local community groups to add their events to the online calendar;
- expanding the media release archive; and
- numerous technical adjustments to enhance functionality.

A strong digital customer service experience also includes more interactive content and two-way dialogue. The Exceptional Service Strategic Priority in Council's 2019-2022 Strategic Plan articulates a goal to enhance opportunities for Port Moody residents and business owners to provide input on City issues by increasing access to information, committing to effective public engagement, and encouraging public participation.

Council has also expressed a desire to deepen community engagement through the creative use of digital tools. The following resolution was passed at the June 16, 2020 Special Council meeting:

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.

Discussion

Engage Port Moody, is a new public engagement hub on the City’s website where community members will be able to learn about current City plans and projects, share their ideas, and provide their feedback.

Digital Tools

Engage Port Moody will use digital tools such as surveys, polls, maps, discussion forums, and questions and answers, as shown in **Attachment 1**. There is also a range of information tools which will be used to highlight key project information and resources as shown in **Attachment 2**. The system will then be used to collate, analyze, and report the results of the engagement.

Branding

Engage Port Moody. Learn. Share. Shape your city. The name and tag line are a call to action for participants to engage in meaningful dialogue with the City and each other. The vibrant visual design shown in **Attachment 3** conveys energy, diversity, coming together for dialogue, and forward motion. The graphic elements use Port Moody house fonts and colour palette.

Project Management and Staff Resources

Engage Port Moody will be managed through the Communications and Engagement Division in partnership and collaboration with City departments conducting public engagement initiatives. The long-term requirements and impact on staff workload are unclear at this time, but will be closely monitored during the first year of implementation and reported back to Council.

Next Steps

Engage Port Moody will be launched by the end of October 2020, and the Official Community Plan (OCP) Update Public Engagement Strategy will begin in November. The Community Development Department is also exploring how *Engage Port Moody* can be used to achieve greater transparency and improved public access to information regarding development applications.

Other Option(s)

This report is being provided for information. No other options are recommended.

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 OCP Update, which included costs associated with an online engagement platform. The cost of the annual license fee to support *Engage Port Moody* is \$13,050, of which \$10,000 is funded through the OCP Update project and the additional \$3,050 is funded through the Customer Experience Program Capital Project previously approved by Council. Future funding requirements will be presented to Council as part of the budget process.

Communications and Civic Engagement Initiatives

A comprehensive communication plan will be implemented to announce *Engage Port Moody* to the community and public engagement initiatives will continue to be promoted through various communication channels including the website, social media, print media, and e-notifications.

Council Strategic Plan Objectives

Engage Port Moody aligns with Council's Exceptional Service Strategic Priority to provide the public with transparent and open government, and opportunities to provide input on City issues; to increase access to City information, commit to effective public engagement, and encourage public participation.

Attachment(s)

1. *Engage Port Moody* Tools Spectrum.
2. *Engage Port Moody* Learning Tools.
3. *Engage Port Moody* Homepage.

Report Author

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Report Approval Details

Document Title:	Engage Port Moody.docx
Attachments:	- Attachment 1 - Engage Port Moody Tools Spectrum.pdf - Attachment 2 - Engage Port Moody Learning Tools.pdf - Attachment 3 - Engage Port Moody Homepage.pdf
Final Approval Date:	Oct 13, 2020

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

Angie Parnell, General Manager of People, Communications, and Engagement - Oct 9, 2020
- 4:01 PM

Tracey Takahashi for Dorothy Shermer, Corporate Officer - Oct 9, 2020 - 4:34 PM

Paul Rockwood, General Manager of Finance and Technology - Oct 9, 2020 - 4:38 PM

Tim Savoie, City Manager - Oct 13, 2020 - 7:44 AM