

**Municipality of North Cowichan
Public Engagement Committee
ADDENDUM AGENDA**

Thursday, January 28, 2021, 6:00 p.m.
Electronically

Pages

4. DELEGATIONS AND PRESENTATIONS

4.1. Presentation of Consultant's Engagement Report

4.1.1. *Presentation from Delaney and Associates*

2 - 26

North Cowichan

Engagement Findings
Community Engagement Policy and Framework

January 28, 2021

What is the purpose of the North Cowichan's new Community Engagement Policy and Framework?

At their June 17, 2020 Regular Council meeting, North Cowichan Mayor and Council agreed to develop a new Community Engagement Policy and Framework.

The purpose of the policy and supporting framework is to establish a step-wise approach for municipal-led engagement and communications activities to support meaningful engagement.

Building social contract on how we decide...together.

Integrated Project Management

Project Management *Project Charter*

- Integrated planning for engagement and communications
- Step-wise-approach to scoping the risks and opportunities for engagement within each project

Engagement Capacity

Policy: High level commitment to the Community. (Organizational and Council commitment)

Framework: Step-wise-approach to implementing the policy. (SLT and Staff accountability)

Templates & Tip Sheets: Ensuring consistent approach to engagement planning (for Staff)



What Has Been Done To Date?

Two virtual meetings with the Public Engagement Committee

One virtual meeting with Senior Leadership Team

Two virtual Open Houses

Two virtual Focus Groups

11 Stakeholder interviews

Project survey

Extensive social media and paid marketing

- Radio
- Newspaper

Reach and Engagement

Approximately **1,500 stakeholders and community members** were engaged through this process.

- 11 community stakeholder/community organization representatives were interviewed.
- 4 community associations participated in a virtual focus group
- 2 virtual open houses hosted 28 participants, and
- 2 online surveys were responded to by approximately 1,450 respondents.

Three Key Themes Heard Throughout the Engagement

Three consistent themes emerged from participant feedback and across all engagement:

1. The community is seeking inclusive and transparent engagement
2. Hearing the community voice
3. Community engagement is a community effort

Survey Engagement

Between September 14 and October 19, an online “We’re Listening” Engagement Survey was made available to all community members through the municipality’s website.

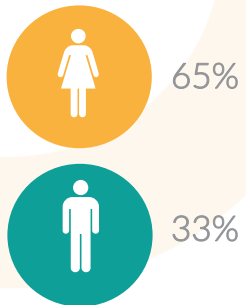
In total, **561 respondents** answered at least one survey question.

Survey Engagement

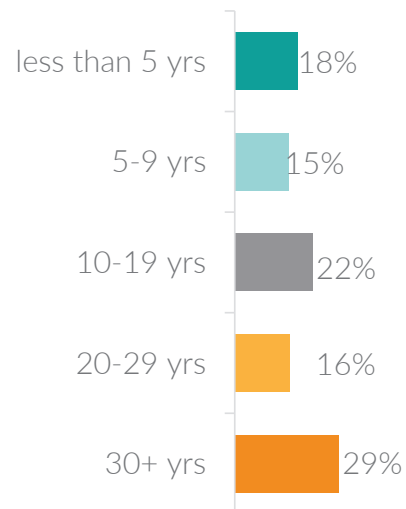
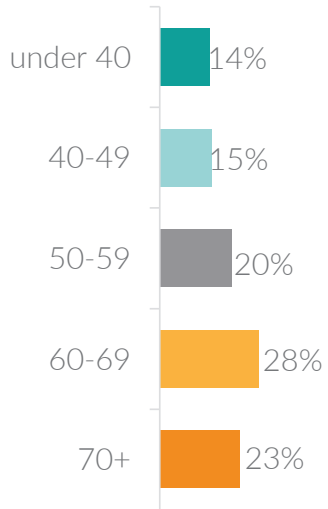
The timing of this engagement coincided with the municipality's Official Community Plan (OCP) Update Project, which also included a community survey.

Two engagement questions were added to the OCP questionnaire to reach a broader audience and received **900 responses** from the community.

Which Community Members Responded?

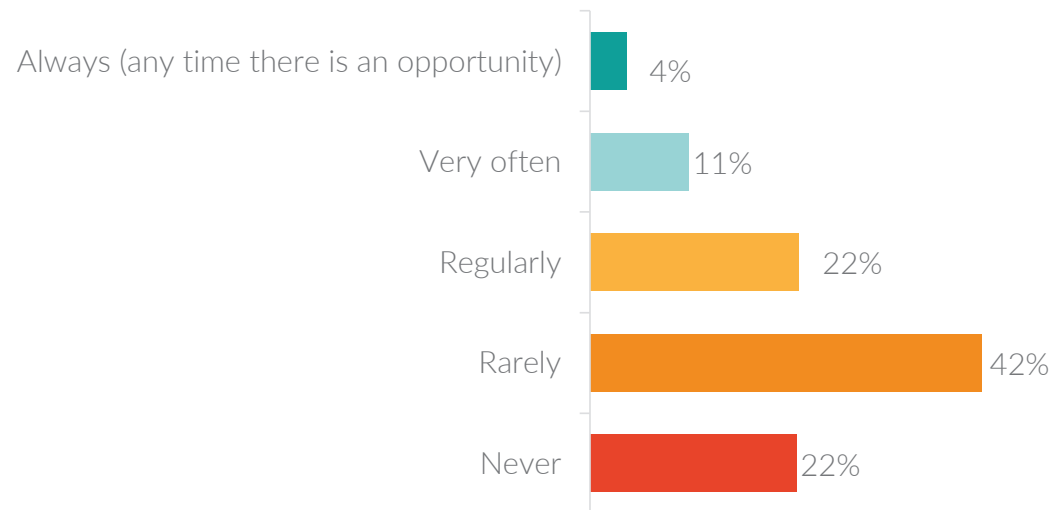


93%:



Participation in Engagement

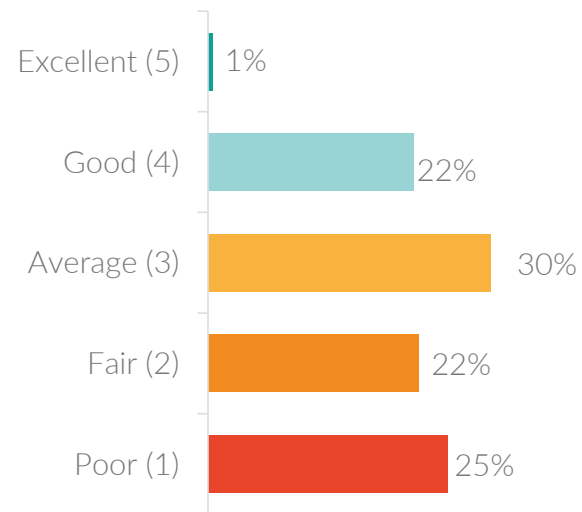
Question: In the past few years, I have participated in municipal engagement activities such as open houses, town halls, surveys, or other ways of providing feedback to the municipality...



Feedback on Engagement

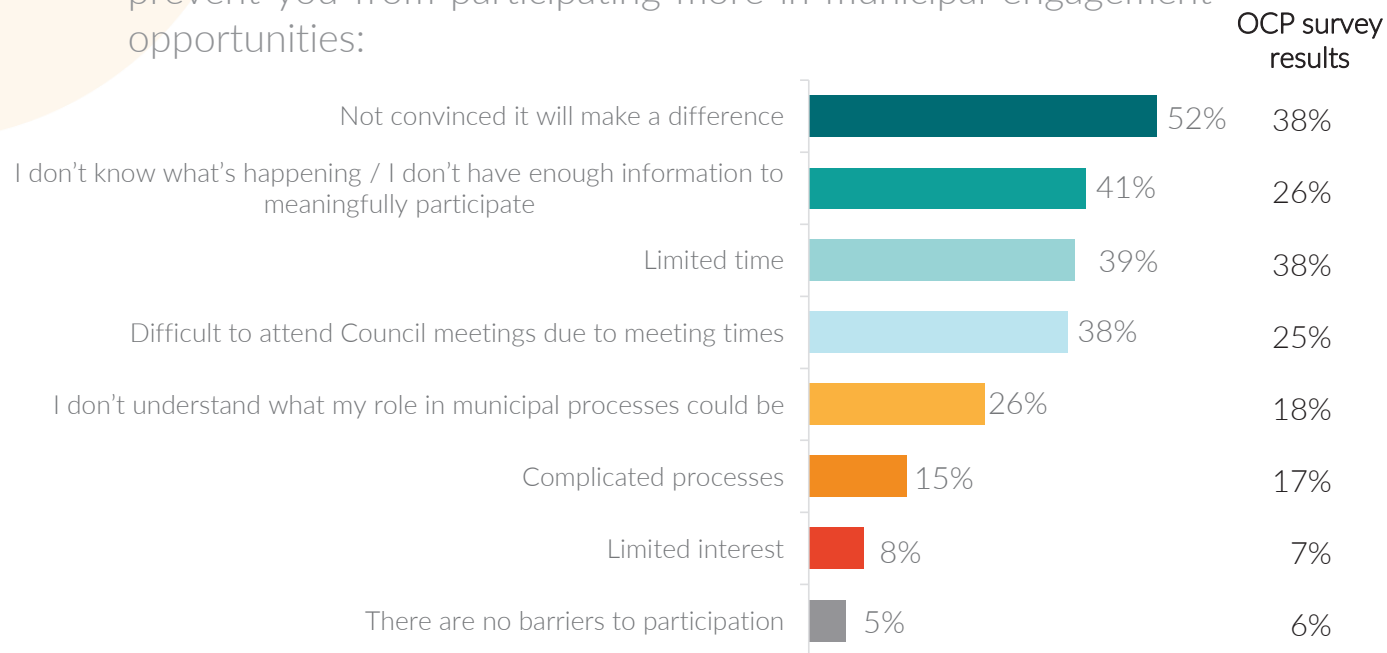
[If participated Always, Often or Regularly]

Question: Given you have been involved with the Municipality in the past, how would you rate the Municipality's current approach to engagement, with five (5) being excellent and one (1) being poor?



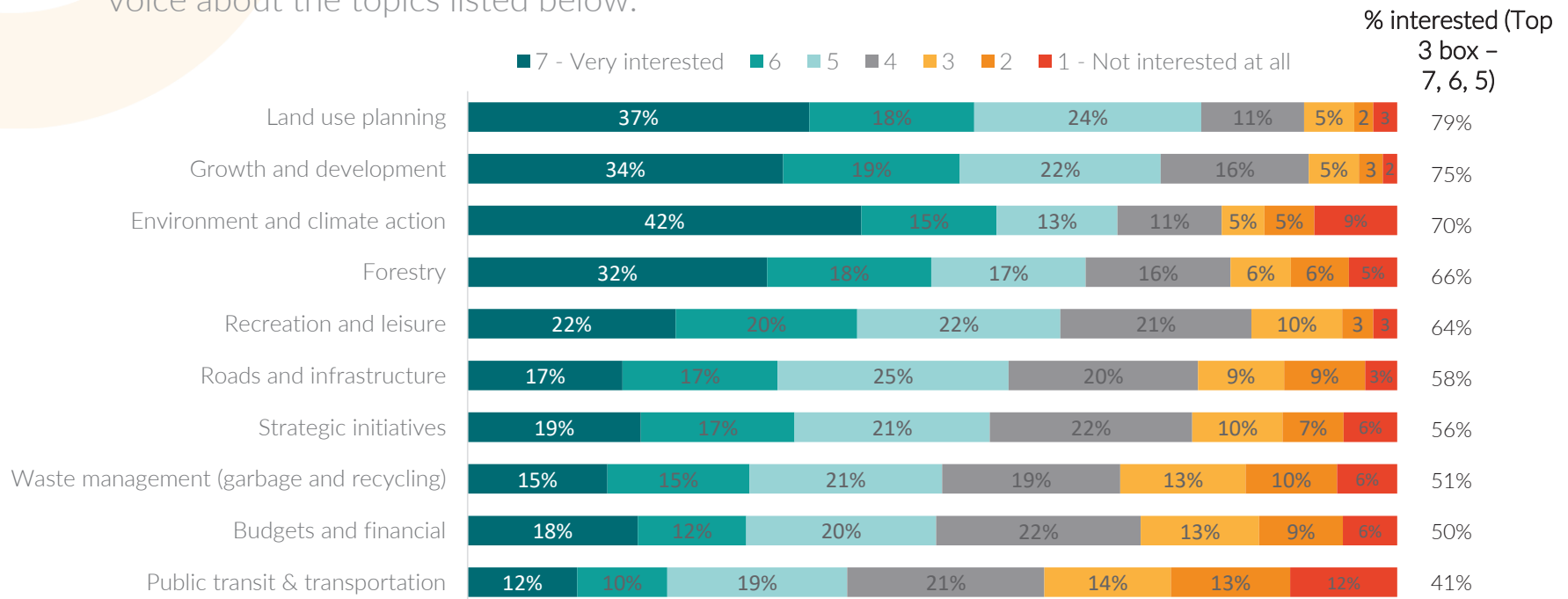
Participant Experience and Barriers to Engagement

Please select the top three (3) barriers you experience that prevent you from participating more in municipal engagement opportunities:



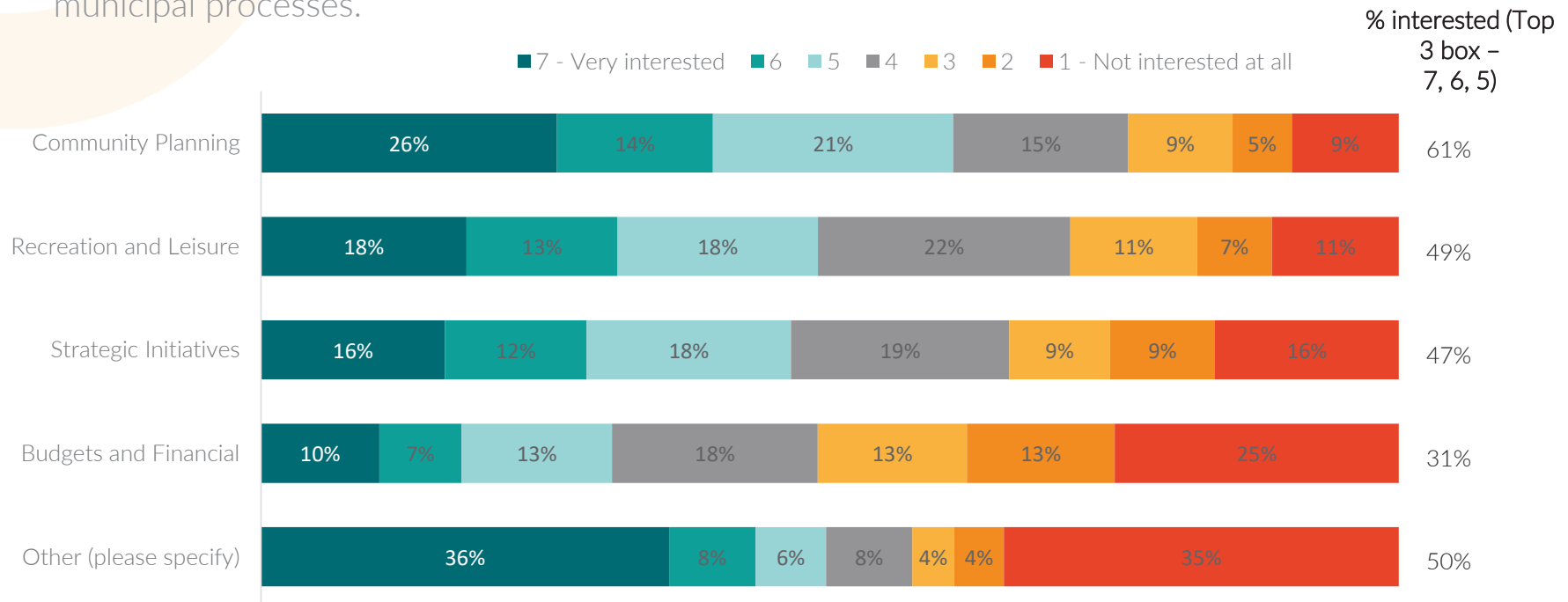
Interest in Topics

Community members could be asked to participate and provide feedback on a variety of different municipal topics. Please indicate your interest in participating in and sharing your voice about the topics listed below.



Interest in Topics from OCP survey

There are a number of municipal processes that you could be invited to participate in. Please indicate your interest in participating in and sharing your voice about the following municipal processes.

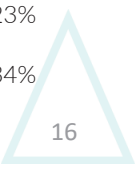
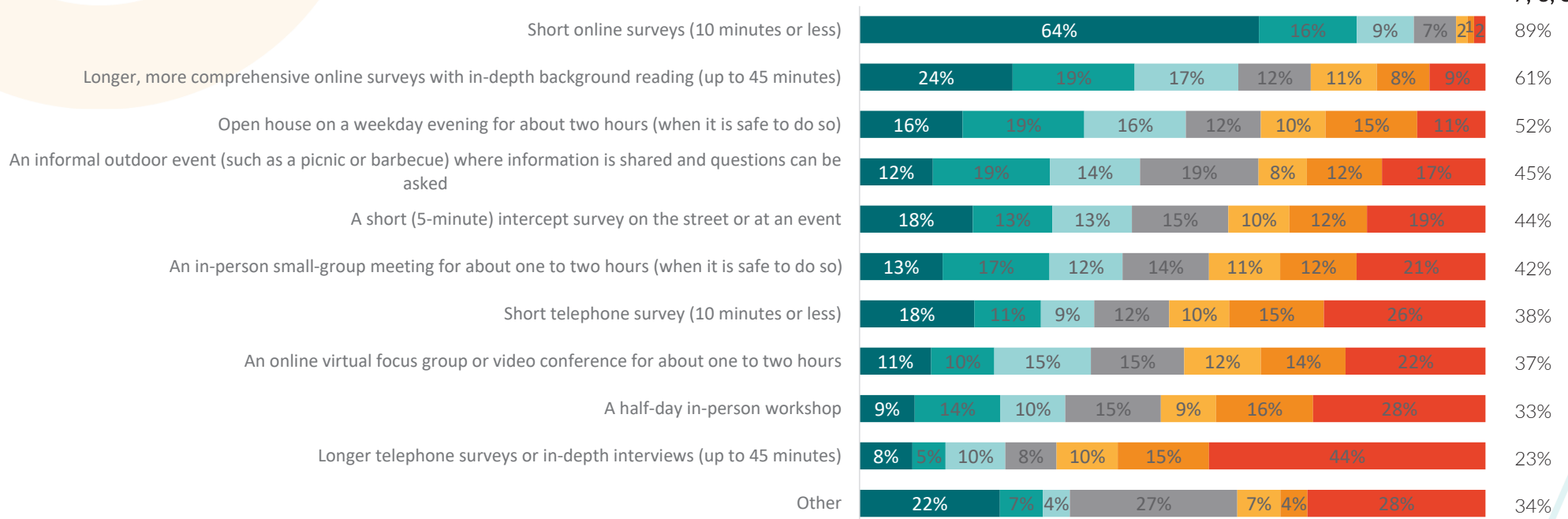


Engagement Preferences

How likely would you be to participate in the following municipal engagement activities?

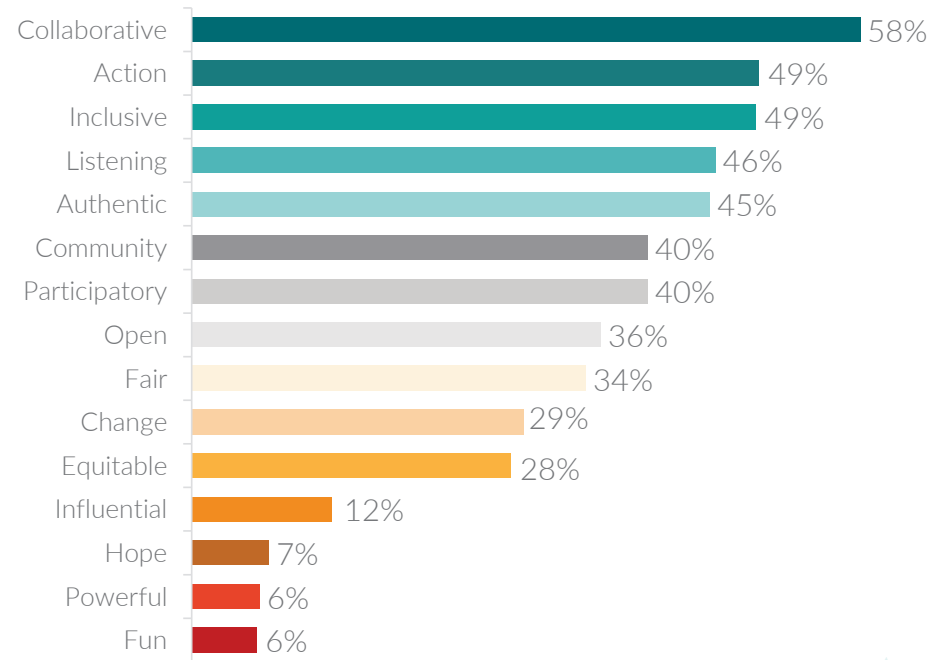
7 - Would definitely participate 6 5 4 3 2 1 - Would definitely NOT participate

% would likely participate (Top 3 box - 7, 6, 5)



Characteristics of Meaningful Engagement

Best practices tell us that meaningful engagement is when everyone who is impacted by a decision has an opportunity to participate in a way that is easy for them. Please select the top five (5) words from the list below which resonate most with you in describing what meaningful engagement means to you.

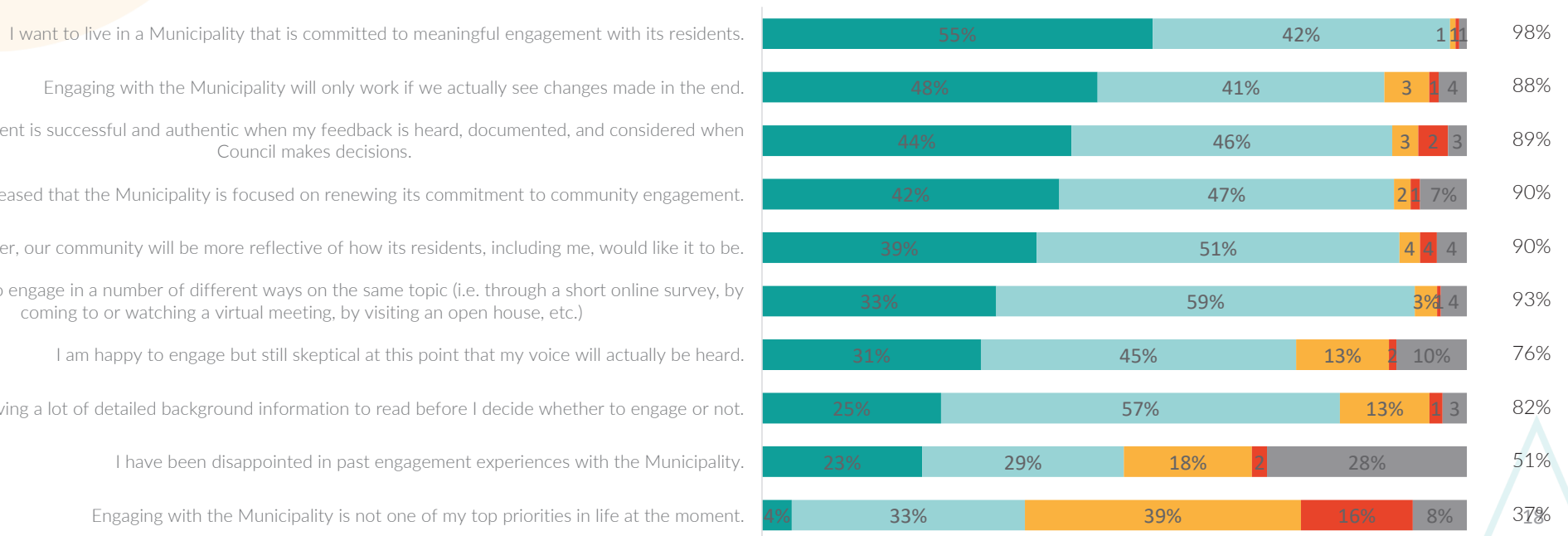


Participating in Community Engagement

Community engagement is about engaging the people who live in our community in municipal decision making.

Please indicate to what extent you agree or disagree with the following statements about community engagement for North Cowichan.

■ Strongly agree
 ■ Agree
 ■ Disagree
 ■ Strongly disagree
 ■ I don't know
 % Agree





Community Association Virtual Focus Group

A virtual focus group was facilitated on November 5, 2020 and included representatives from the following North Cowichan community groups:

- Clements Centre
- Cowichan Green Community Youth Group
- Cowichan Valley Open Learning
- Where do We Stand



Two Virtual Open Houses

Two virtual open house sessions were held on November 19 and November 23. These sessions included a total of 28 participants.

These sessions included:

- a project overview presentation, and a
- group Question & Answer period.

The discussion generated ideas from participants related to existing barriers to public engagement, key elements to supporting engagement equity and identified some community values related to engagement.

Date of Interview	Stakeholder Organization
November 2	Cowichan Intercultural Society
November 4	Chemainus and District Chamber of Commerce and Visitor Centre
November 6	Chemainus Resident's Association
November 9	Cowichan Community Action Team/Our Health Network
November 12	District Student Advisory Committee (DSAC)
November 13	Cowichan Seniors Community Foundation
November 13	Maple Bay Community Association
November 17	Chemainus Business Improvement Association
November 17	Duncan Cowichan Chamber of Commerce
November 19	Chemainus Library
November 30	District Parent Advisory Committee (DPAC)

Stakeholder Interviews

Eleven scheduled interviews were completed in November 2020 to connect with representatives of community groups, youth, seniors and other stakeholder organizations, and to learn from their diverse perspectives.



Key Elements of Policy Development

- Clear alignment between decision making and the engagement objectives
- Transparent and timely information sharing
- Inclusive and meaningful engagement process
- Clear communication on how stakeholder engagement is reflected in decision making (and if not why not)
- Measuring and evaluating the engagement process



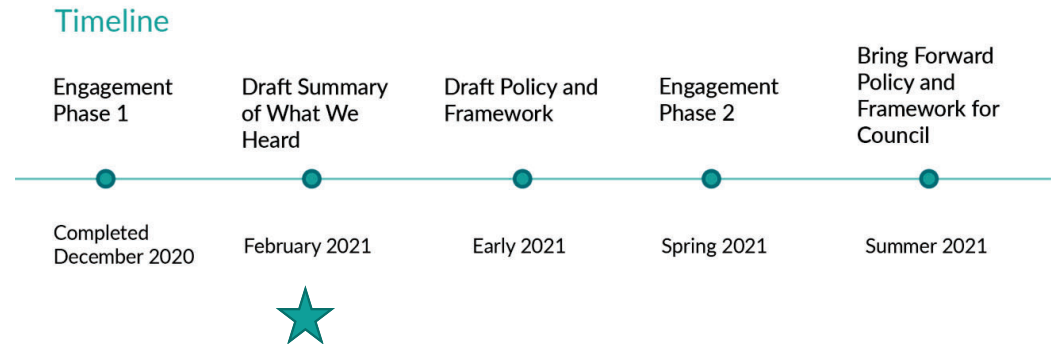
Key Elements of Policy Development

- How does this resonate with you?
- What are the most important pieces to include in the policy from your perspectives?

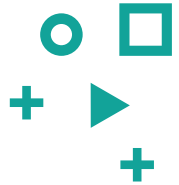
Next Steps

A summary of “What We Heard” will be shared with the public in February 2021.

A draft policy and framework will be created in Phase 2 to present to Council for decision in the Summer of 2021.



DELANEY *the engagement people*



Thank you

