



CITY OF
Pitt Meadows
The Natural Place

Staff Report to Council

Community Services

FILE: 6480-20-2018

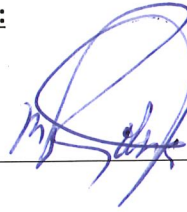
DATE: April 03, 2018
TO: Mayor and Council
FROM: Dana Parr, Planner II
SUBJECT: Official Community Plan Public Consultation Strategy

Date of Meeting – April 10, 2018

RECOMMENDATION(S): THAT Council:

1. Endorse the Official Community Plan Public Consultation Strategy as outlined in the report dated March 7, 2018; AND
2. In accordance with Section 475 of the *Local Government Act*, determine whether consultation should be early and ongoing and that the following groups be consulted:
 - a. The Greater Vancouver Regional District Board;
 - b. The City of Port Coquitlam, the City of Maple Ridge, and the Township of Langley;
 - c. The Katzie First Nation;
 - d. Maple Ridge – Pitt Meadows School District No. 42;
 - e. Ministry of Transportation and Infrastructure;
 - f. TransLink;
 - g. Agricultural Land Commission; OR
3. Other.

CHIEF ADMINISTRATIVE OFFICER COMMENT/RECOMMENDATION:



PURPOSE

The purpose of this report is to present to Council the Official Community Plan Consultation Strategy and branding for endorsement.

☐ Information Report

☒ Direction Report

☐ Decision Report

DISCUSSION

Background:

In 2017, Council directed staff to begin the process for an Official Community Plan (OCP) review for early 2018. In December, Council considered an OCP scoping report that identified the scope of the OCP update and provided high level context for areas that may be addressed during the update. The scoping report contained the principles of an Official Community Plan Update, which included:

Innovative, broad and inclusive engagement

Residents, business owners, property owners and renters, the Katzie First Nation, Metro Vancouver, Translink, community organizations, and developers will be engaged throughout. Groups that are traditionally underrepresented, such as youth and newer residents, will also be encouraged to have a voice.

A significant part of the Official Community Plan Review consists of public engagement and consultation. Public engagement and consultation are essential to an OCP Review because, through the process, public engagement enables knowledge sharing between the City, residents, external agencies and others; it enables staff to gather information effectively; it establishes community consensus regarding vision and values and it is an opportunity to learn about the community and the issues and trends that will shape its future from different sources. Innovative, broad and inclusive public engagement will help to grant Council greater confidence in decision making, especially with regards to development applications (i.e. rezoning and development permit applications). Residents, particularly those involved in the process will have a greater understanding of how decisions are made at the local government level. Finally, innovative, broad and inclusive public engagement will produce a document that is more relevant and meaningful to a greater number of people.

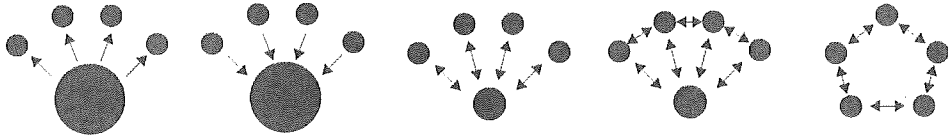
The review of the OCP is anticipated to be a two year process. Year one will focus on conducting background research, community engagement events and workshops, and the drafting of vision and goals for the community. Year two will focus on drafting policy, including the Land Use Map, followed by the development of the updated OCP document. Council, the community, various committees and external stakeholders will all have a chance to review the draft OCP and provide feedback.

This report provides a public consultation strategy for 2018. Early in 2019, staff will provide Council with another report for their consideration regarding a detailed public consultation strategy for 2019.

Civic Engagement Strategy and Framework

Council endorsed a Civic Engagement Strategy and Framework at their December 12, 2017 meeting. The Civic Engagement Strategy and Framework will serve as a guide for and the basis of the Official Community Plan Public Consultation Strategy.

According to that policy, whenever the City embarks on an engagement process, the purpose of the engagement and the “promises” to the community will be stated at the beginning of the project. For the OCP review, the goal of public engagement lives between “Involve” and “Collaborate”, depending on the stage of the OCP review process. Only Council has the power to make the final decisions regarding the OCP under the Local Government Act, thereby precluding the “Empower” goal. Below is a table from the Civic Engagement Strategy and Framework showing all five categories of public participation:



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide balanced and objective information in a timely manner.	To obtain feedback on analysis, issues, alternatives, and decisions.	To work with public to make sure that concerns and aspirations are considered and understood.	To partner with the public in each aspect of the decision-making.	To place final decision-making in the hands of the public.
PROMISE	“We will keep you informed.”	“We will listen to and acknowledge your concerns.”	“We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made.”	“We will look to you for advice and innovation and incorporate this in decisions as much as possible.”	“We will implement what you decide.”

International Association of Public Participation

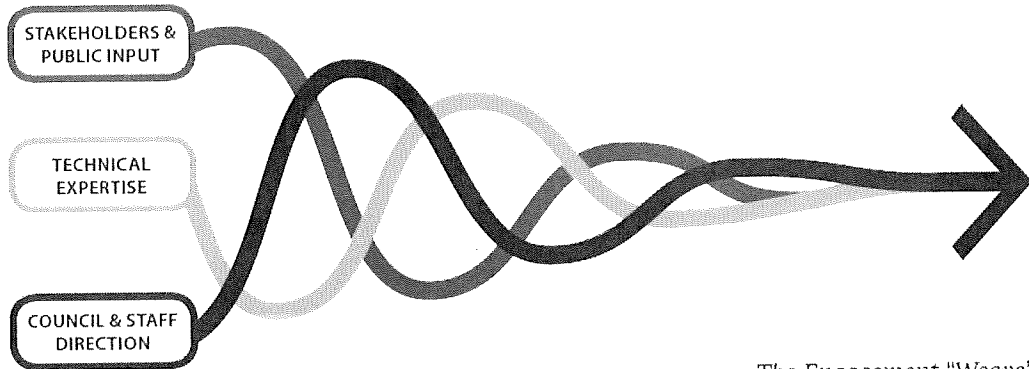
The City will look to the community early in the process to determine vision and values that will serve as the foundation for the OCP. This stage of the review will involve extensive collaboration with the community. Later, as the policies and maps are drafted, the City will continue to involve the public to ensure that concerns are addressed and that aspirations are reflected in the plan wherever possible.

It is worth considering the “engagement weave diagram” from the adopted Civic Engagement Strategy and Framework because it is particularly applicable to the Official Community Plan review:

“The engagement “weave” diagram from the Civic Engagement Framework shows how different groups work together over time to move from the general to the specific, finding consensus and agreement by working together. Information and ideas from all

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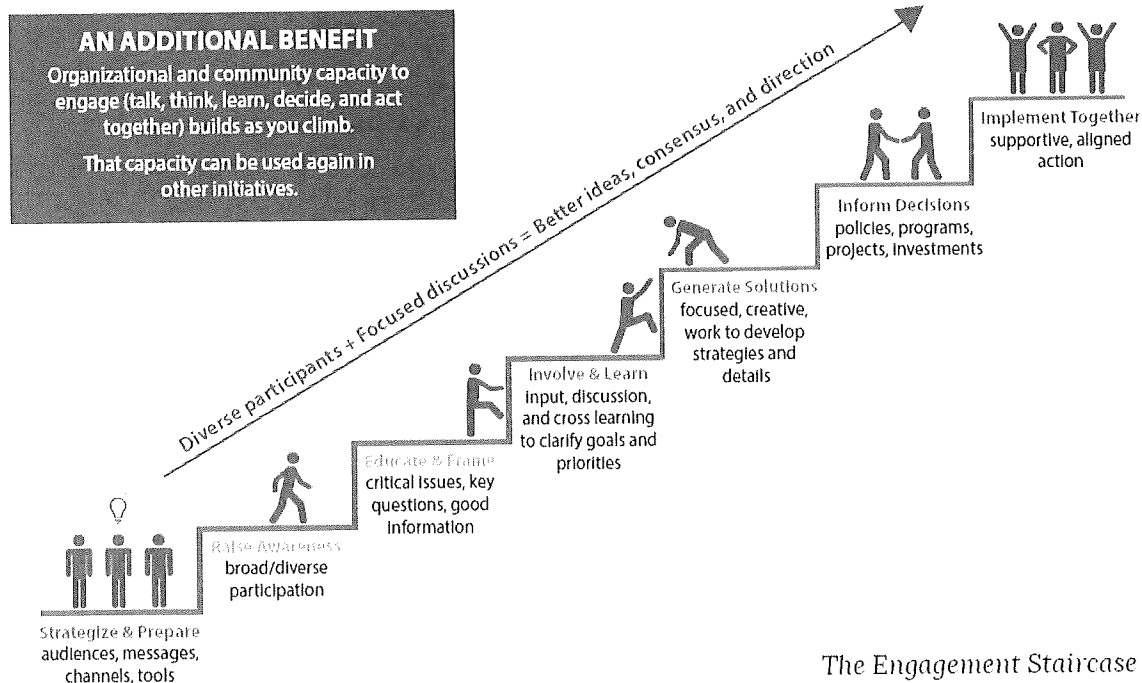
these streams should interact, leading to learning, shared insights, and the emergence of new ideas throughout a project or process. No single input, comment or activity determines the outcome and Council (as the elected decision-makers) ultimately reserve the right to decide as they see fit.”



The Engagement "Weave"
Modus Planning, Design & Engagement

Stages of Public Engagement and Consultation

The following is an outline of the proposed OCP Public Consultation Strategy, from start to finish. The “Engagement Staircase” from Civic Engagement Strategy and Framework is a helpful tool for envisioning the process.



The Engagement Staircase
Modus Planning, Design & Engagement

Each step corresponds to a step in the workplan as outlined in the scoping report that went to Council in December 2017. There is a role for public engagement in each step of the OCP Review.

<u>Workplan</u>	Public Engagement and Consultation Plan
Step 1: Background studies and existing policy review	Strategize and prepare
Step 2: Public Launch	Raise awareness / educate and frame
Step 3: Draft Vision and Goals	Community vision and values / Involve and learn
Step 4: Refining Vision and Goals and Land Use Map	Generate solutions
Step 5: Draft Plan	Inform decisions
Step 6: Adoption Process	Implement together

Relevant Policy, Bylaw or Legislation:

Policy: The recently adopted Civic Engagement Strategy plays a large role in the development of the OCP Public Consultation Strategy.

Legislation: *The Local Government Act* addresses community consultation during the development of an OCP. A discussion of the requirements is contained further in this report.

Analysis:

Strategizing and Preparing for the OCP Public Consultation

Staff is planning for multi-faceted, robust engagement with as broad representation from the community as possible. This report is a key part of the first stage. The following is based on the process for designing and preparing for a public engagement strategy:

Clarify the Issue and Purpose of Public Participation

Section 475 of the *Local Government Act* requires that a local government provide one or more opportunities it considers appropriate for consultation with persons, organizations and authorities it considers will be affected in the development of an OCP. Specifically, the local government must:

- consider whether the opportunities for consultation with one or more of the persons, organizations and authorities should be early and ongoing, and
- specifically consider whether consultation is required with the following:
 - the board of the regional district in which the area covered by the plan is located, in the case of a municipal official community plan;
 - the board of any regional district that is adjacent to the area covered by the plan;
 - the council of any municipality that is adjacent to the area covered by the plan;
 - first nations;
 - boards of education, greater boards and improvement district boards;
 - the Provincial and federal governments and their agencies, including the Agricultural Land Commission

This is the minimum requirement for the development of an OCP. Local Governments, as a general practice, organize and carry out robust public engagement and consultation involving many different approaches to reach as many people as possible. Public engagement and consultation is critical in the development of an OCP for three main reasons:

1. To gain an understanding of the community and its values (which will serve as the foundations of the plan).
2. To build an understanding with the community regarding the decisions made in the process of creating the OCP.
3. To gain a greater acceptance or support for the decisions that are based on the plan moving into the future.

Identify Key Audiences

An Official Community Plan Review must involve as much of the community – individuals, businesses, organizations and other stakeholders – as possible. It will also involve regional organizations such as the Agricultural Land Commission, Ministry of Transportation and Infrastructure, and Metro Vancouver, to name a few.

Reaching out to different groups of residents will require special considerations. For example, younger residents will be more likely to see a meeting notice on social media; seniors are more likely to see it in the newspaper. Event dates and times will need to take different groups into account too – evenings and weekends would work best for those who are working commuters. Staff will be organizing events that are particular to certain demographics, such as youth and seniors.

Other considerations include the length and duration of events – working parents may not have the time to attend a full day workshop, but would be willing to respond to a short survey, or provide quick feedback at a “pop-up event.” Events will be planned to have childcare available. Events should be engaging, interactive and fun to encourage meaningful participation.

Staff have compiled a preliminary list of groups of people, businesses and organizations whose input is necessary and will be sought as part of the OCP review. This is not intended to be an exhaustive list – others will be added as necessary:

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- Residents – Seniors, parents, commuters, working, children, young adults, home owners, renters, urban and rural
- Businesses – Local retail, services, professionals, restaurants and pubs, chain restaurants and stores (regional), real estate, developers
- Katzie First Nation
- Community Organizations / Groups: Chamber of Commerce
- Municipal Committees and Boards: Agricultural Advisory Committee, Airport Advisory Committee, Active Transportation Committee, Advisory Design Panel
- Adjacent municipalities: Maple Ridge, Port Coquitlam, and Township of Langley
- Metro Vancouver
- School District 42
- Agricultural Land Commission
- Ministry of Transportation and Infrastructure
- TransLink

Staff will begin informal conversations with local and regional committees over the next few months in addition to the actions that are described in this report.

Special Key Audience Considerations:

Youth – The community's youth will inherit what we plan now. Their voices deserve to be heard but they can be difficult to reach and less likely to attend the standard open house model for public engagement. Staff is planning to collaborate with the schools and with Parks and Recreation in order to engage with young people.

Seniors – Long-time residents have witnessed the changes in the community and have an invaluable perspective on the history of the City. As the senior population continues to increase in the community, ensuring that they have a comfortable and safe place to live will be a priority.

Katzie First Nation – Reach out to their Council early to discuss how best to engage with them and to determine issues and concerns early in the process.

Determine the Level of Public Participation

Depending on the stage in the process, the level of public participation will rest between “Involve” and “Collaborate” on the Spectrum of Public Participation.

The final decision to adopt an Official Community Plan rests with Council, who can choose to – or choose not to – follow staff's and the public's advice and recommendations. Occasionally, difficult and controversial issues will need to be addressed within the framework of an OCP Review and a final decision maker is necessary.

Design and Scope the Process

The OCP public consultation process is intended to employ the “funnel” method, moving from broad questions (i.e. how do you see the future of this community?) to more specific questions (i.e. what is the best future use of this property?). According to the Civic Engagement Framework, “moving from broad questions to narrow ones, with report-backs to participants at the end of each phase, builds trust, clarity and momentum, growing the numbers of people involved over time. The following table generally sets out

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the public consultation process from beginning to end. It should be noted that since this is such a long process, changes in the plan may occur to respond to issues and needs as they arise.

Design and Scope of Public Consultation Process

Project Phase	Objective	Key Questions	Timeline
Background Studies	To provide key information regarding issues and opportunities for the City.	How can we effectively use the studies to guide our discussion with the public?	2017-2018
Public Launch	To generate broad interest for the plan from the community. To share with the community information from the background studies and policy review in the first step. To ask the community what their vision for the future would be.	How do we reach as many members of the community as possible, particularly people who may not otherwise participate? What is the best way to solicit their feedback?	May 2018
Draft Vision and Goals / Emerging Directions	A new vision statement and Goals for the Official Community Plan will be drafted. This step is intended to be interactive process.	What is the best way to incorporate feedback from the public launch into the draft vision and goals and to do so in a transparent and open way?	May to October 2018
Special Areas / Topics	To more deeply explore a particular issue or area of the City	How to best engage with the public and how to weave those results into a draft plan	May to September 2018
Draft Plan / Options and Trade-offs	The draft plan will be presented to the public at this stage to obtain further feedback and will also be presented to Council.		September to January 2019
Draft Land Use Map	A draft land use designation map will also be produced at this stage. The map will identify potential future land uses throughout the municipality and will be of particular interest	How best to take the public discussion and allow it to inform the map?	January 2019

	to the community. Public consultation will continue throughout this process.		
Complete Draft Plan	The draft plan will be presented to the public at this stage to obtain further feedback and will also be presented to Council. The exact form of public consultation here will be presented to Council in the public consultation report in the New Year.	How to give as many people as possible the opportunity to see, understand and comment on the plan?	May 2019
Adoption Process	The Adoption Process will consist of the formal Official Community Plan bylaw procedure as required by the Local Government Act. This step will consist of formal referrals to affected agencies, municipalities, and Metro Vancouver, readings of the bylaw, at least one public hearing and final adoption of the new Official Community Plan.	How to best communicate this process to the public? How do we resolve any last minute controversies?	Fall 2019

Select Tools and Tactics

Events

Each stage of the OCP review will require particular, tailored participation tools. The consultation program will include the following events in the first year of the review process:

Launch Event – May 12 2018, Pitt Meadows Family Recreation Centre

The launch event is intended to educate the public on the role of an OCP in the community, to let them know how they can participate in the process and to generate excitement. The launch event is planned to incorporate the following:

- Drop-in format with activities to encourage residents to share what is important to them about their city. Information regarding the current OCP.
- Information regarding how to get involved will be made available. People will also be asked how they want to be involved.

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- The launch event will be advertised through the City webpage, CityPage, newspaper ads, posters and social media.
- A videographer will be available to film attendees expressing their vision for the future of the City. The clips will be compiled with other interviews and scenes from around the City to produce a promotional video for the OCP Review.

Vision and Values Workshops – June 2018

Cornerstone events in this phase of the OCP review, these facilitated events will provide members of the community with an opportunity to share their future vision of the City and to hear other people's ideas about the future. Staff is proposing to bring in a facilitator and graphic illustrator to record community vision and values regarding our growth and future and to provide illustrations that will serve to inspire and inform the OCP process. These events are planned to incorporate different public participation approaches, including round table discussions for people with a few hours to spare and an open house format for people to quickly drop in to receive information and give input.

The Official Community Plan Road Show – Earth Day, Pitt Meadows Day, Canada Day - Spring / Summer 2018

Special community events provide an opportunity to connect with and get input from community members who may not attend workshops or open-houses. Whenever possible, staff will set up a booth at these events where people will be able to get information about the review process, fill out a survey and/or participate in an activity.

Housing and Community Growth Forum – Early 2019

This event is intended to be a facilitated community forum to discuss housing and community population growth and to help determine policy directions regarding housing for the OCP.

Special Areas / Topics Engagement – September 2018 to March 2019

It is anticipated that there will be additional opportunities to engage the public on specific areas of the City and / or on topics that have not been outlined in this report. These may include local areas, environmental issues, parks and open space. These engagement opportunities will be specifically tailored to reach the people most likely to be affected by the outcomes of the OCP review.

Additional Consultation and Public Participation Opportunities

Photography Contest

The purpose of a community-wide photo contest is to raise awareness and excitement about the OCP review. The public will be invited to submit photos of Pitt Meadows related to each policy area (e.g. housing, transportation, natural environment). The contest will be held over the summer with final online voting in the early fall. The photo that receives the most votes for each policy area will be included in the final OCP document.

Walking Tours

Staff is planning walking tours with an urban designer targeted towards seniors and children of the urban area in the fall.

Surveys

Surveys will be made available throughout the OCP Review process as an additional, but important way to obtain feedback, especially from those who may not be able to attend events. Surveys will be posted online; paper copies can be obtained from City Hall and other City facilities.

External Agency and Stakeholder Consultation

Staff will begin discussions with external agencies and stakeholders regarding the best ways to involve them in a meaningful way in the OCP Review.

Planning School Project

The University of the Fraser Valley planning school has indicated interest of featuring Pitt Meadows in a studio project. Staff is coordinating with the school to create a fun, mind opening, public engagement event in the fall.

Public Consultation in 2019

Staff will send a report to Council in early 2019 outlining the public consultation strategy through the policy drafting stage of the OCP. The strategy at that stage will be based on feedback from the first stage of public consultation where the City will gather feedback on how best to keep people involved in the process.

Develop Strong Messaging and Communication Methods

Specific messaging will be developed for each stage of the OCP review. The following is an example of some of the communication methods that the City will be employing in the first year:

Branding: Due to the high profile and community-wide interest in the OCP Review, staff are proposing to use a consistent and distinct branding image. This brand will be used on all publication documents (e.g. newspaper ads, open house boards, handouts) in addition to the City's logo. The image may also be used on promotional materials such as postcards, buttons, or fridge magnets. The branding will be used in the initial stages of the OCP Review to raise interest and public awareness of the project. It will not necessarily be used to brand the new Official Community Plan itself. The new Official Community Plan will have its own brand.

Notification Tools: Staff will utilize a variety of notification tools, including a dedicated webpage, social media, posters, videos, newspaper advertisements and in-person outreach to key stakeholders. The dedicated webpage will serve as the main resource where events are advertised, studies and Council reports are posted, and surveys made available.

Other communication protocols: Questions from the general public or from other government agencies regarding the OCP Review will be directed to the planner, who will be the project manager. Communications will continue to listen to online "chatter" and media stories. The media will be encouraged to contact the City's Communications Manager directly.

COUNCIL STRATEGIC PLAN ALIGNMENT

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Corporate Excellence | <input checked="" type="checkbox"/> Economic Prosperity | <input checked="" type="checkbox"/> Community Livability |
| <input checked="" type="checkbox"/> Transportation & Infrastructure | <input type="checkbox"/> Not Applicable | |

The OCP review will touch on all aspects of the Corporate Strategic Plan.

FINANCIAL IMPLICATIONS

- ☐ None ☒ Budget Previously Approved
☒ Other ☐ Referral to Business Planning

Funds for the OCP review have been approved by Council. The budget is managed by Development Services and Communications, and includes line items for population projections, visual illustrator, and meeting facilitator.

PUBLIC PARTICIPATION

- ☐ Inform ☐ Consult ☒ Involve ☐ Collaborate ☐ Empower

Consult = obtaining feedback; Involve = work with public to make sure concerns are considered; Collaborate = partner with the public in the decision-making

Comment(s):

The report provides an in-depth discussion on public participation.

KATZIE FIRST NATION CONSIDERATIONS

Referral ☐ Yes ☒ No

SIGN-OFFS

Written by:

Reviewed by: (

Dana Parr, Planner II

Lisa Grant, Manager of Development Services
Carolyn Baldridge, Manager of Communications and
Community Engagement

ATTACHMENTS

A. Official Community Plan 2018 – early 2019 Timeline

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Official Community Plan Timelines

Attachment A

	2018												2019											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Public Consultation Plan																								
Background Studies																								
Public Launch																								
Draft Vision and Goals																								
Draft Land Use Map																								
Complete Draft Plan																								
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Ongoing Public Consultation																								
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Special One-Time Events 
Transporation Forum 

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