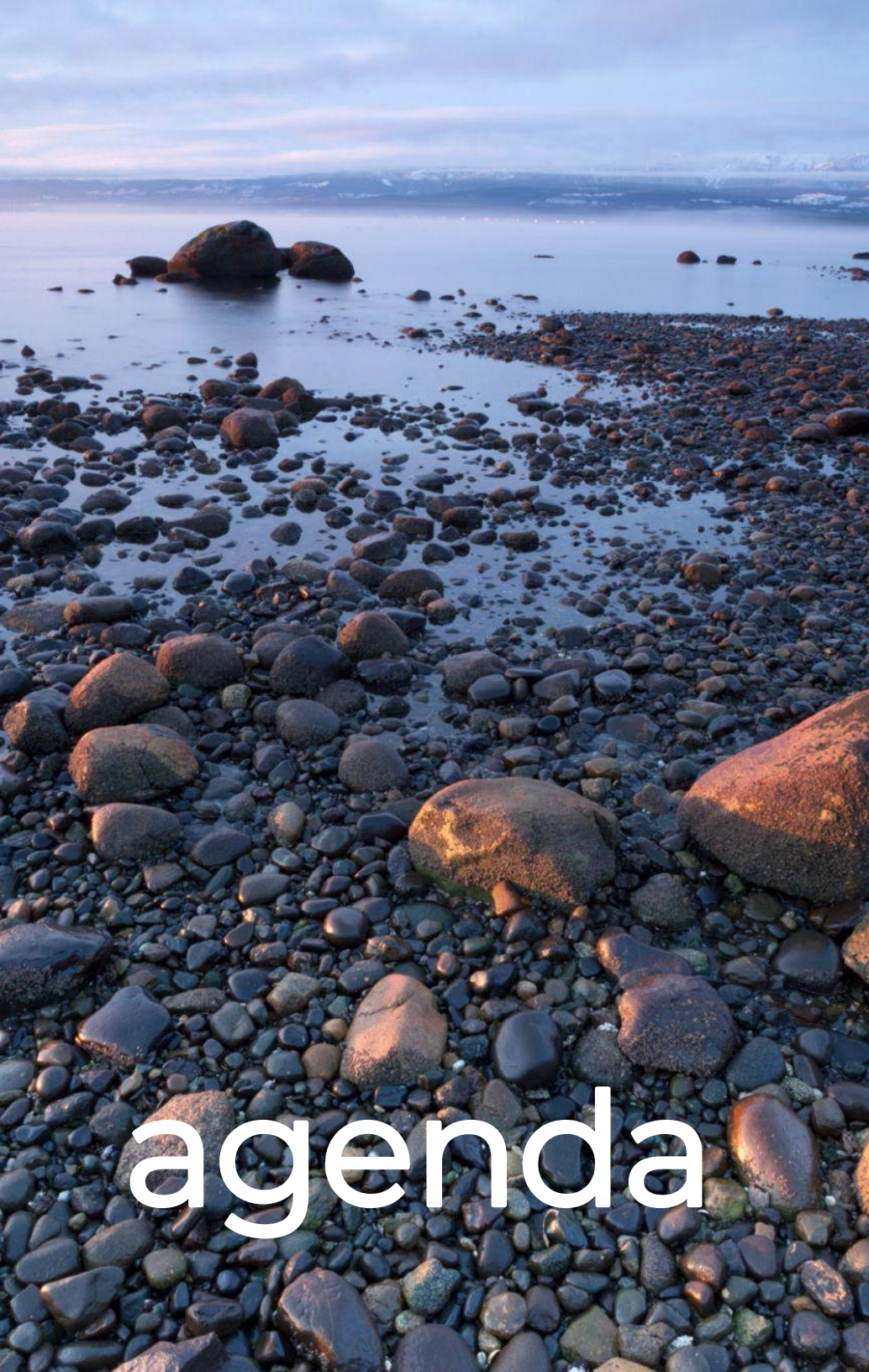




# engagement framework

Council presentation  
April 23, 2025





1

acknowledgements,  
overview & context

2

engagement summary

3

key elements of the  
framework

4

next steps & questions



A night sky with the Milky Way galaxy visible over a dark landscape with mountains and water.

territorial  
acknowledgement



# purpose of an engagement framework

A strong framework serves as a roadmap to guide meaningful interactions between Council, residents and interest holders. It ensures that every voice is heard and valued, particularly those from equity-deserving groups.



# key elements

1

## inclusivity

Engages diverse communities through accessible and varied methods, working to ensure everyone can participate.

2

## transparency

Provides clear information about how decisions are made and how public input will be used.

3

## consistency

Commits to a consistent approach to engagement, streamlining processes for both community and staff.

4

## ongoing learning

Adapts and improves based on feedback and evolving community needs.





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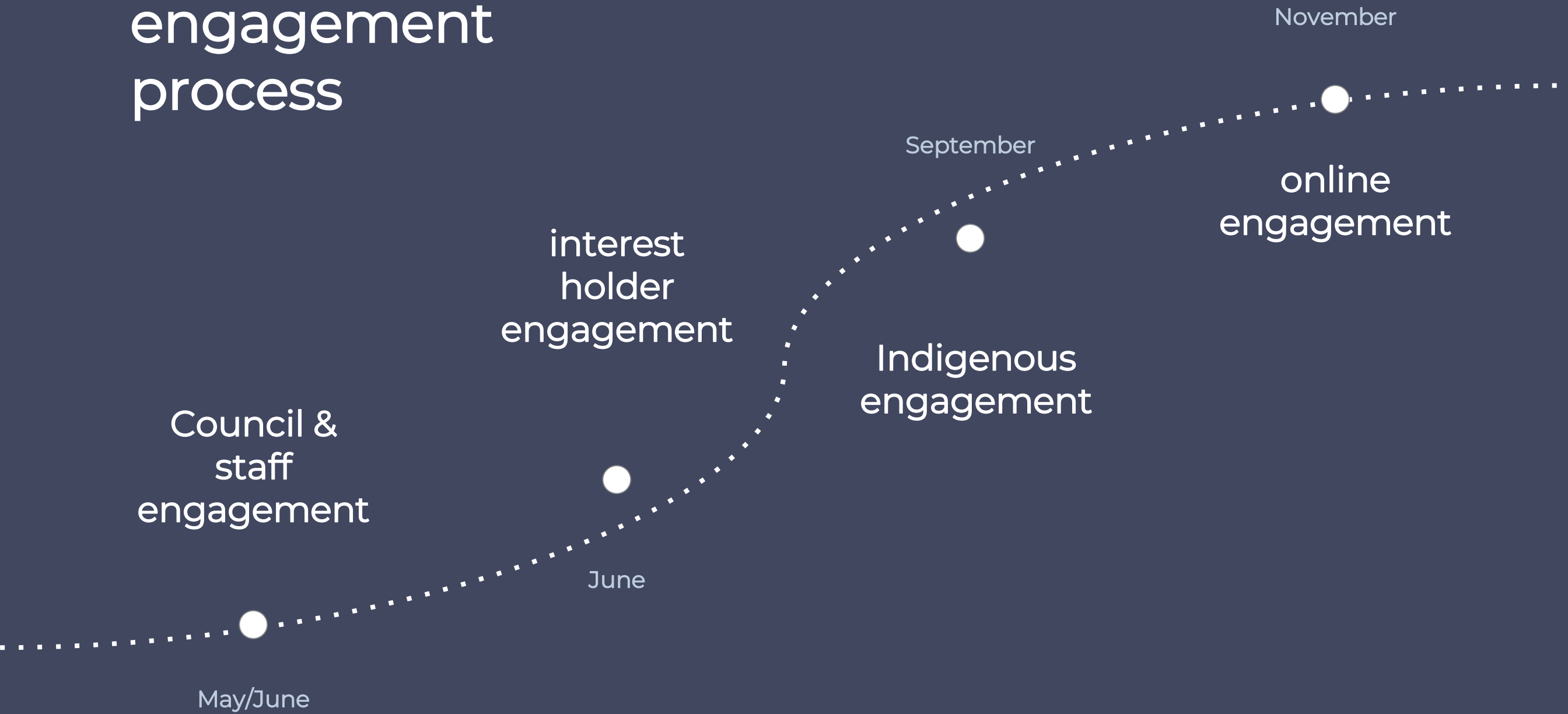
3

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# engagement process



# interest holder engagement themes



## early and often

Notice ahead of time

Engage with intent



## meet community in their space

Leverage existing programs  
and familiar settings



## consistency in approach

Aligned expectations

Allow forward planning



## safe and accessible spaces

Leveraging existing spaces

Trained professionals



## remove cultural barriers

Creating environments that  
bring people together



## build trust through transparency

Open communications

Sharing clear expectations



# Urban Indigenous engagement themes



## barriers to engagement

Misunderstandings and misconceptions hinder dialogue



## culturally appropriate

Desire for culturally appropriate practices like food, childcare and transportation



## Truth & Reconciliation

Moving beyond symbolic gestures toward meaningful, sustained action



## trust & collaboration

Relationship-building must be a long-term effort



## capacity building

Cultural safety training for those who engage with equity-deserving communities



## acknowledgements

Creating inclusive, heartfelt and reflective Territorial Acknowledgements

# survey engagement themes



## inclusivity

Hearing from everyone — particularly those from equity-deserving groups—was important to participants



## untapped potential

Two-thirds of Courtenay residents have not participated in formal engagement with the City



## interest in online engagement

Many participants are interested in continuing with online surveys.



## increased communication

Participants are eager to hear more about opportunities for engagement



## transparency

Participants want to understand how their feedback was used in decision-making.



## opportunities for all

Engaging youth, working families and those with limited time or mobility requires flexible engagement formats





# what to do about trust

Participants noted a lack of trust and perceived lack of influence on political decisions. Though not unique to Courtenay, it highlights the importance of taking steps to earn trust with community.

## Raising awareness

The City could consider an awareness campaign about how decisions are made, and the role of engagement in this process.

## Influence & IAP2

Clear communication is needed at the outset of projects to outline the level of input the City is seeking, and the level of influence community will have.



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# framework overview



1

## why we engage

Setting the stage for the importance of engagement & the commitment to creating a responsive & equitable engagement culture.



2

## guiding principles

Pulling from engagement from community and staff, we define guiding principles for engagement at the City.



3

## roles & responsibilities

Following the format of the communication strategy, we outline different sizes of projects, and how teams function on each.



4

## engagement planning

Outlining the planning process - including understanding who will be engaged, their level of influence, and potential community impact.

# framework overview, continued



5

## engagement methods

Outlining which tools and tactics are used for various project sizes—increasing consistency for community & staff.



6

## equity considerations

Defining equity and how the City will continue to build more safe and inclusive spaces for folks to engage.



7

## Urban Indigenous engagement

Acknowledging two frameworks, side by side



8

## feedback & reporting

Outlining the planning process - including understanding who will be engaged, their level of influence, and potential community impact.





1

introductions &  
acknowledgement

2

overview & context

3

project approach

4

next steps & questions

# next steps

resource mapping  
Create a revised resourcing  
dashboard that outlines  
communication & engagement  
needs.

test & refine  
Assess initial impact of  
communication strategy &  
engagement framework & revise  
as necessary.



## templates

Develop a set of templates to expedite projects.



## implementation

Develop a short-, medium- and long-term approach to phased implementation

