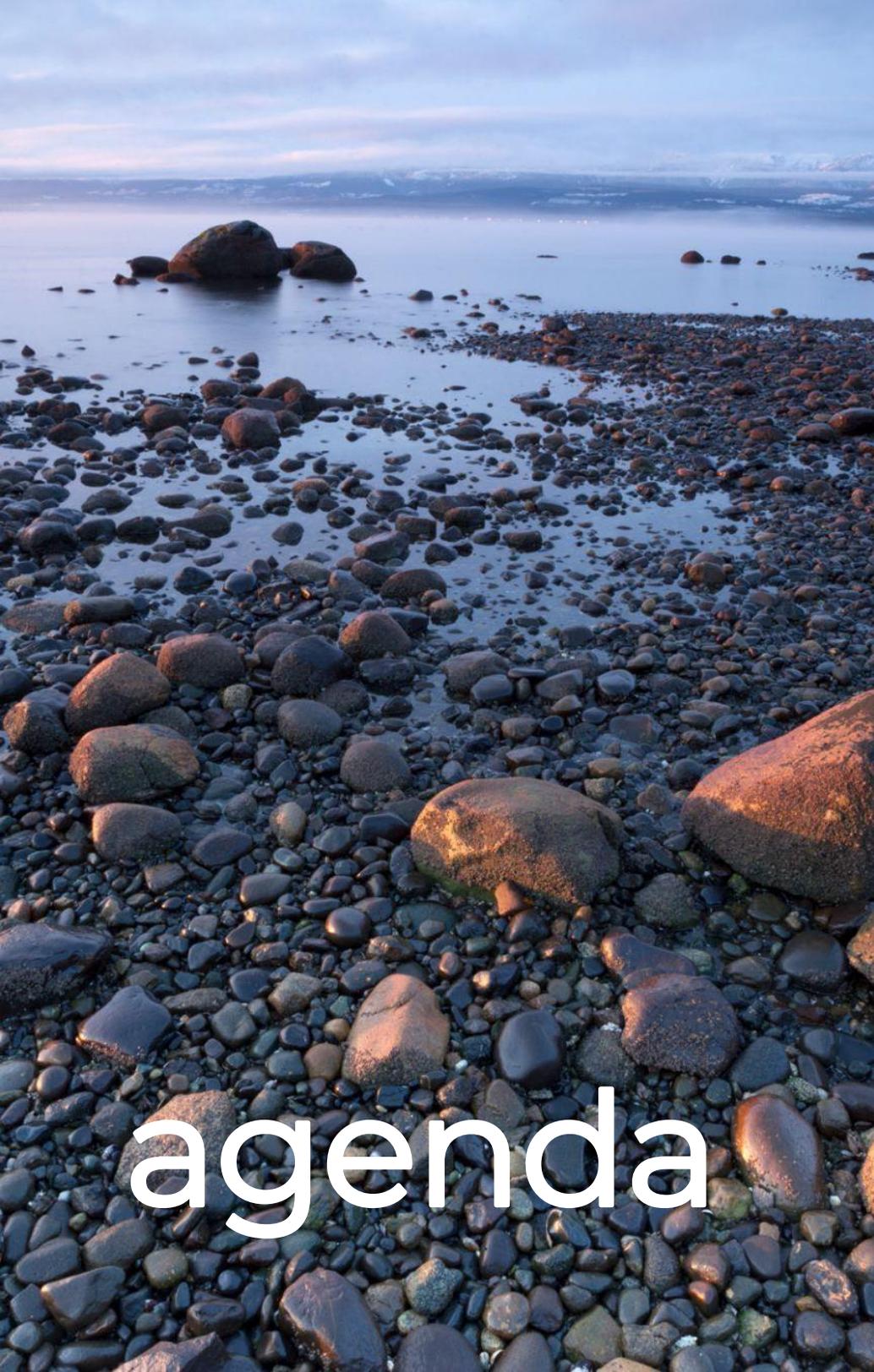




engagement framework

Council presentation
April 23, 2025



agenda

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.



1

acknowledgements,
overview & context

2

engagement summary

3

key elements of the
framework

4

next steps & questions

engagement process

November

online
engagement

September

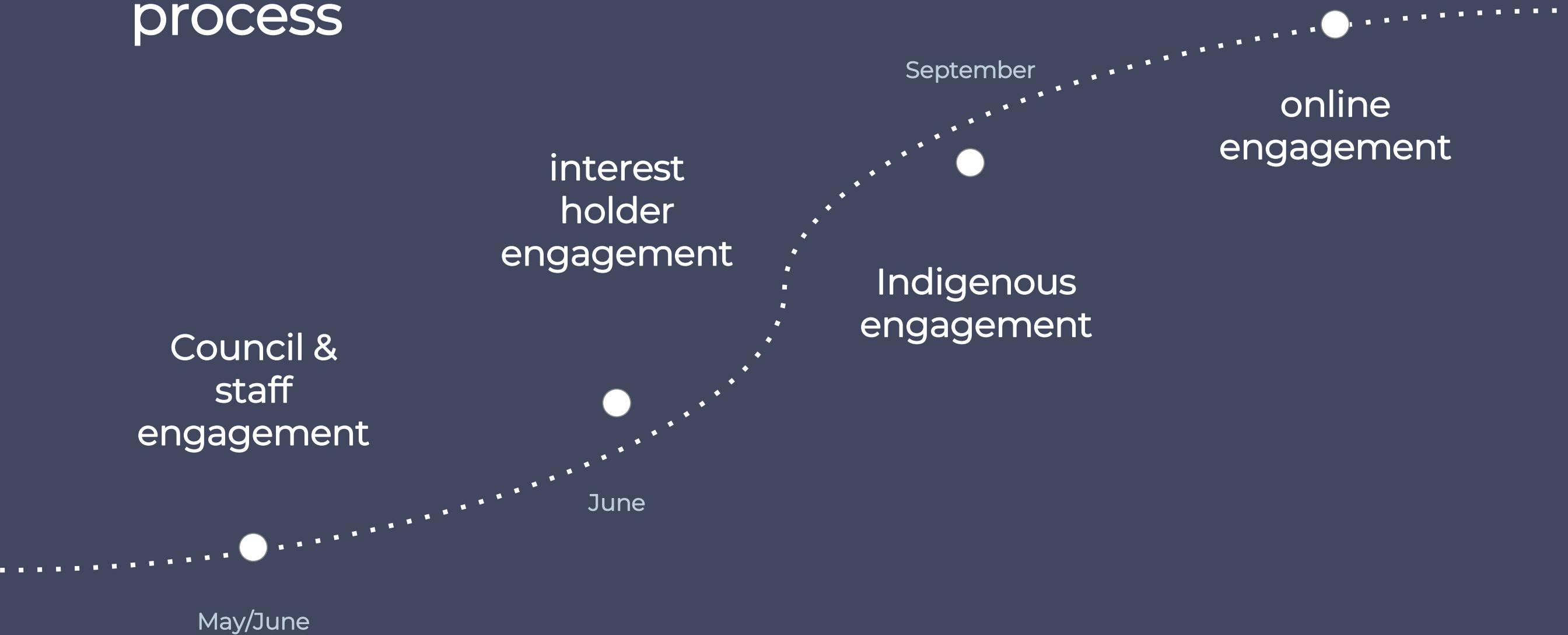
Indigenous
engagement

interest
holder
engagement

June

Council &
staff
engagement

May/June



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.



1

acknowledgements,
overview & context

2

engagement summary

3

key elements of the
framework

4

next steps & questions

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

