



# engagement framework

City of Courtenay  
Presentation to Mayor & Council

May 8, 2024



# agenda

1

introductions &  
acknowledgement

2

overview & context

3

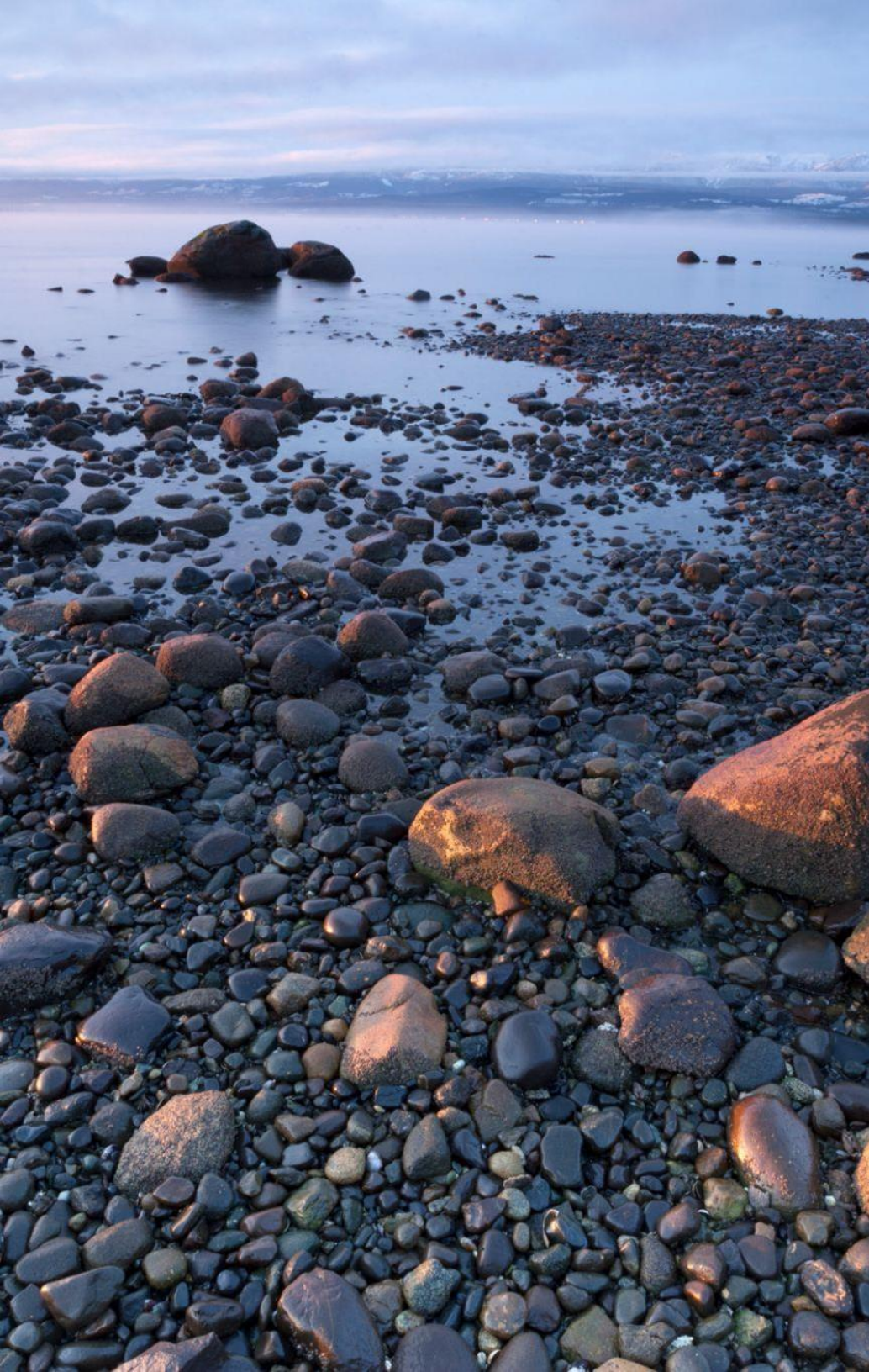
project approach

4

questions

A night sky with the Milky Way galaxy visible over a dark landscape with mountains and water. The text "territorial acknowledgement" is overlaid in white.

territorial  
acknowledgement



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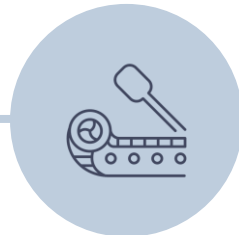
4

questions

# a consistent approach to communication & engagement



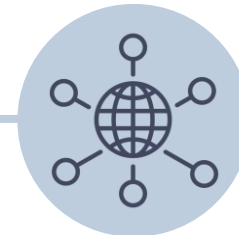
from  
informing  
to two-way  
dialogues



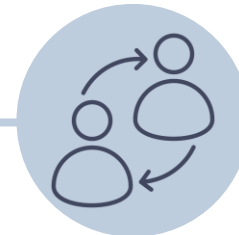
considering  
Indigenous  
Peoples



considering  
equity-  
deserving  
communities



consistency  
across  
channels



ease of  
interaction  
& application

# 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

## accountability

Commits to using public input in decision-making and provides feedback on how community views have influenced outcomes.

4

## ongoing learning

Adapts and improves based on feedback and evolving community needs.

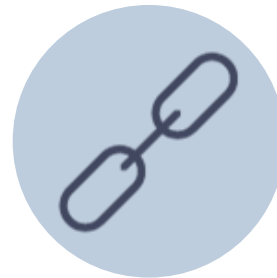
# benefits for the City



streamlined  
processes



improved  
resourcing



enhanced  
collaboration



A background image showing a group of people in a meeting or workshop. A woman is standing near a large arched window, and several people are seated in wooden chairs, some with notebooks open. The room has a white brick wall.

# benefits for community



shared  
understanding



increased  
accessibility



stronger  
advocacy



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# our process

April 2024



## PROJECT INITIATION & RESEARCH

- Comparative municipality research
- Kickoff
- Initial project scheduling

May 2024



## COUNCIL INTERVIEWS

- Coordination & scheduling
- Mayor & council interviews
- Initial report

May - July 2024



## PUBLIC, INTEREST HOLDER & STAFF ENGAGEMENT

- Coordination & engagement design
- Public engagement workshops
- Interest-holder engagement
- City staff engagement workshops
- Initial report

July - August  
2024



## ENGAGEMENT SYNTHESIS & REPORTING

- Feedback analysis
- Engagement report

September -  
November 2024



## FRAMEWORK DEVELOPMENT

- Draft framework production
- Circulation & review
- Draft framework presentation

November -  
December 2024

## FINAL REVISIONS & TEMPLATE PRODUCTION

- Final framework revisions
- Engagement material templates

end



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