



# engagement summary

**City of Courtenay**

Engagement Framework

project  
overview

1



promotion &  
outreach

2

# project overview

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participants

3

what we  
heard

4

actionable insights

5

# project background & context



## purpose of the project

Enhance public  
engagement  
Build trust & transparency  
Streamline processes



## relevant background

Addressing rapid growth  
Acknowledging diverse  
needs  
Building inclusive  
practices



## relevant projects

2023-24 Communication  
Strategy  
Best municipal practices  
Reconciliation framework

# engagement scope



engagement  
objectives

Gathering diverse  
community  
perspectives



scope

Engagement with City  
staff, interest holders  
and the public



limitations &  
challenges

Timing, availability,  
and potential gaps in  
data



topics

Engagement  
motivations and  
methods, equity  
challenges

# engagement process



April-May



## PRELIMINARY RESEARCH

Enhancing relationships with the K'ómoks  
First Nation

Motivating community engagement

Online versus in-person participation.

Outlining goals and objectives

May-June



## COUNCIL INTERVIEWS

identifying challenges in engagement

Capacity analysis for effective engagement

Types of information for informed decision-making

June



## STAFF ENGAGEMENT

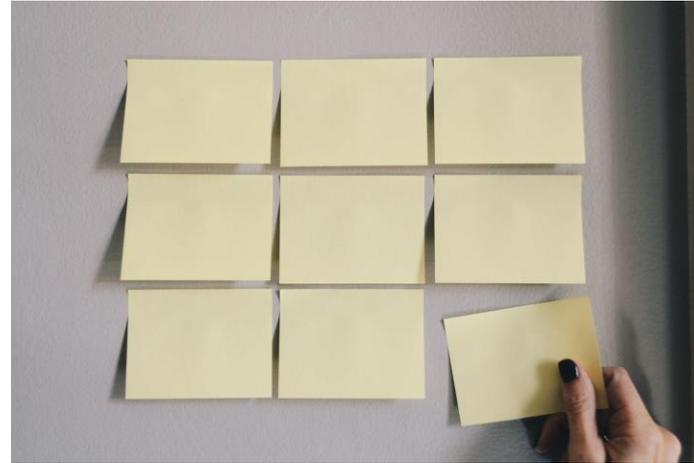
Half-day workshop

Department-specific requirements

Experiential review of current processes

Exploring needs of equity-deserving communities

June



## INTEREST HOLDER ENGAGEMENT

In-person & paper options

Organizations serving equity-deserving communities

Focused on dialogue & feedback

July



## SYNTHESIS & RECOMMENDATIONS

Review & analysis of all feedback to-date

Transparency and clear communication

Reporting & recommendations

August /  
September



## ENGAGEMENT CTD.

Public online survey

Indigenous engagement session

Fall

## COMPREHENSIVE FRAMEWORK DEVELOPMENT

Synthesized insights and identified priorities

Integrating community feedback

Alignment with regulatory requirements

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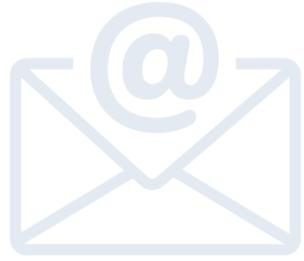
actionable insights

5



# promotion & outreach

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# email

1

who  
70 invitations across  
Courtenay and the Comox  
Valley

2

how  
Three rounds of  
invitations + feedback  
survey

3

why  
Four-weeks notice &  
direct communication

4

expanding our reach  
Multiple options for  
feedback from individuals  
with lived-experience

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# participants

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# building an inclusive process



community service  
organizations

32 organizations  
invited /  
8 attended



culture &  
tourism

Four organizations  
surveyed /  
three in-person.



environment &  
recreation

12 organizations  
contacted /  
one attended



business, industry &  
health services

12 organizations  
invited /  
Five attended

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# what we heard

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# interest holder engagement themes



## early and often

Notice ahead of time

Engaging 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

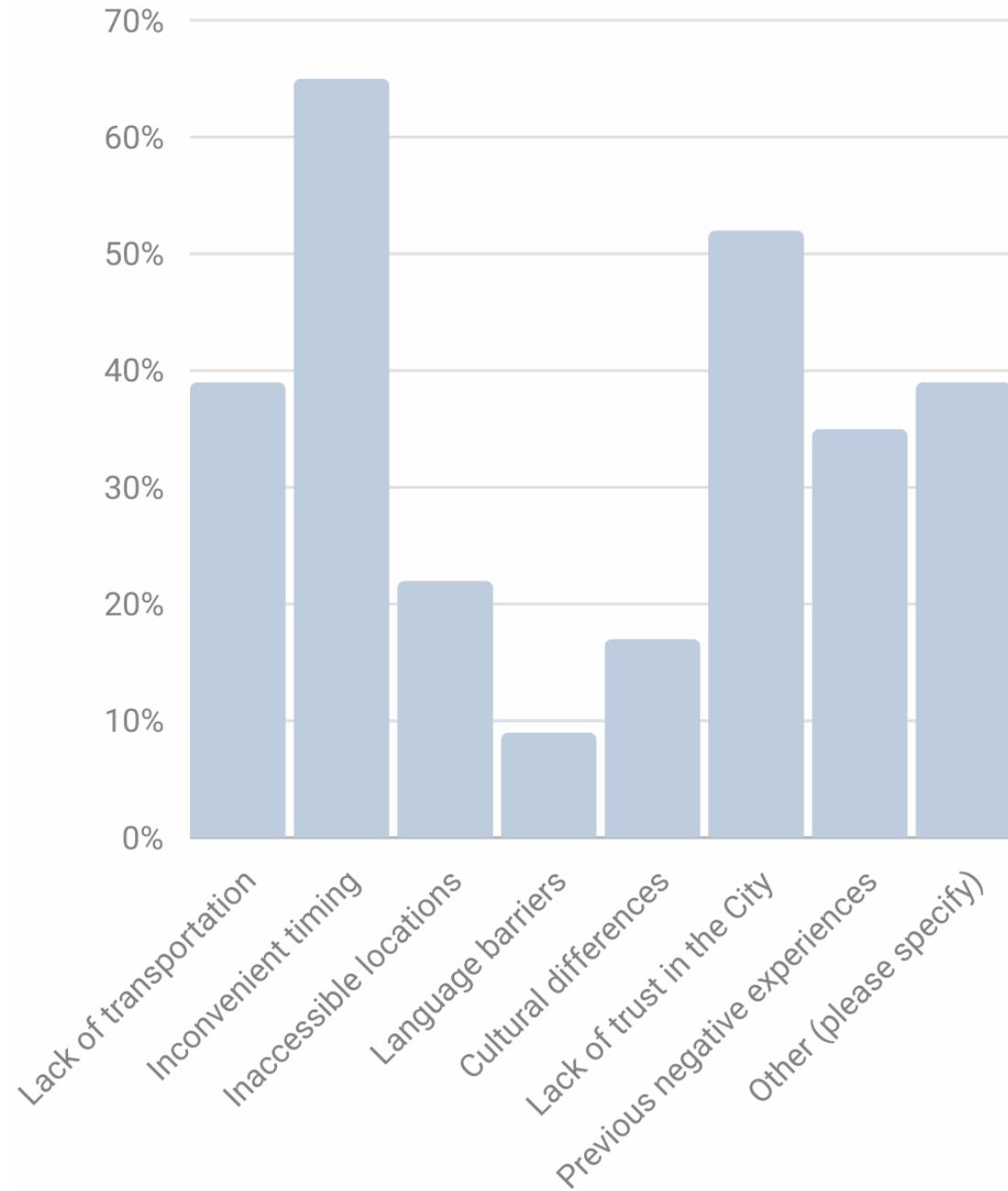
Creating environments that bring people together



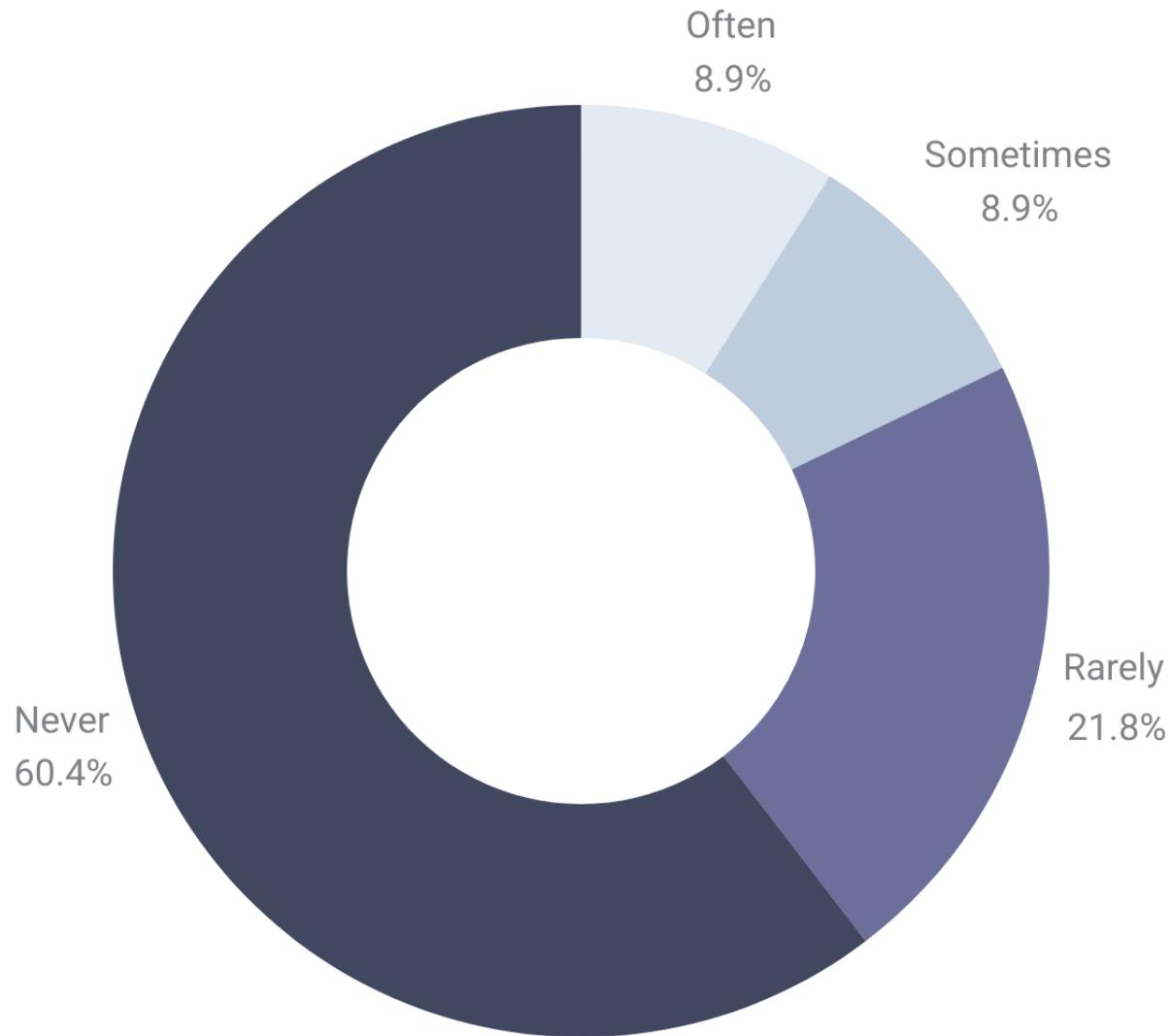
## build trust through transparency

Open communications

Sharing clear expectations

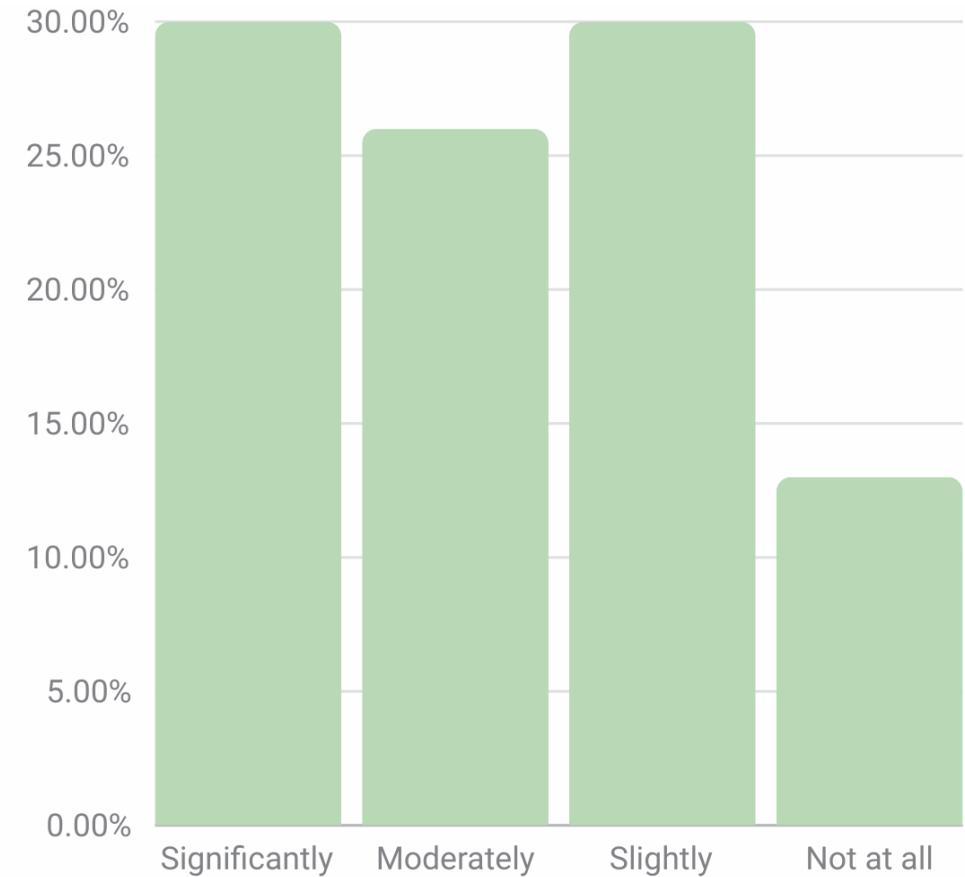


what might make it harder for you to provide feedback on City projects?

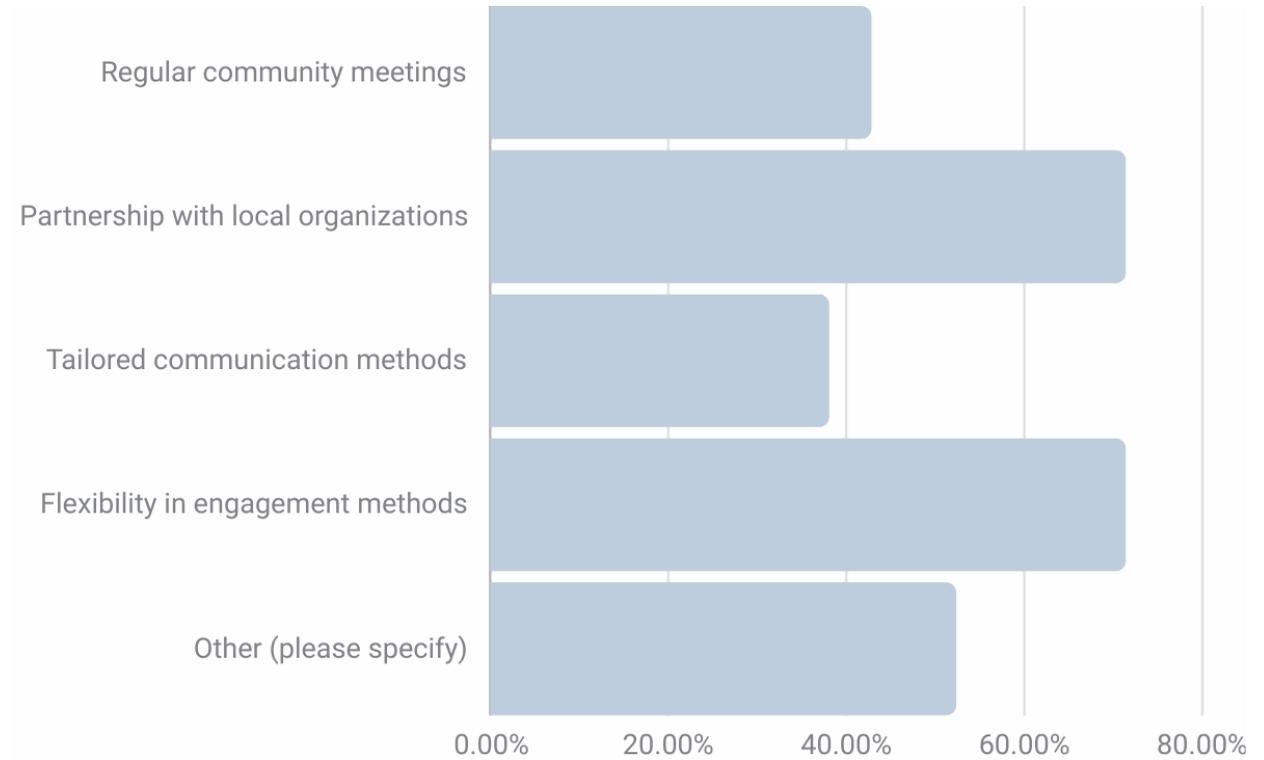


how often do  
cultural or  
language  
differences  
impact your  
participation?

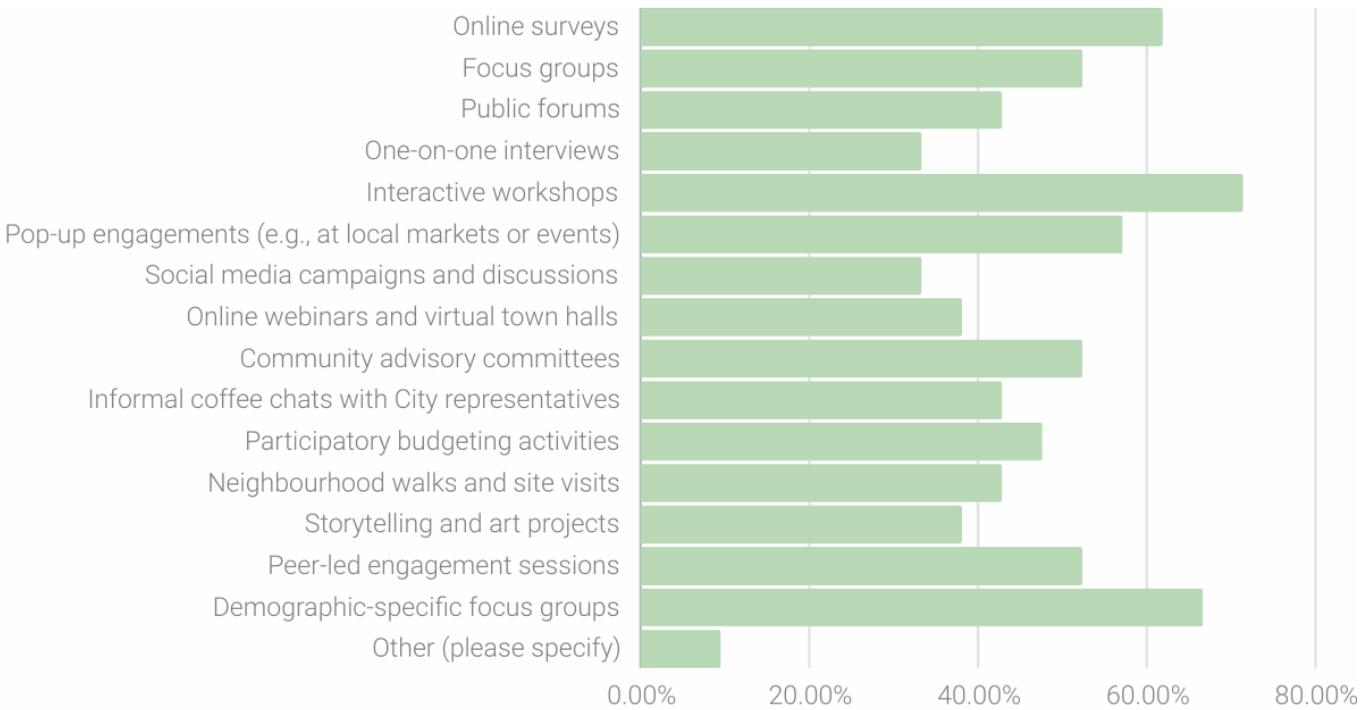
how much do trust  
and historical  
experiences affect  
your willingness to  
engage?



how could the City  
improve  
engagement with  
people who are  
harder to reach?



what types of engagement activities would you like to participate in?



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# actionable insights

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# recommendations

01

cross-departmental collaboration & clarify objectives early

02

strategic outreach & communication channels

03

centering inclusivity

04

innovation in engagement

05

continuous improvement and feedback



thank you.