



The Corporation of the City of Courtenay

Briefing Note

To: Council

File No.: 1470-00

From: Director of Corporate Services

Date: September 11, 2024

Subject: Engagement Framework Update – Research and Engagement

PURPOSE: To update Council on research and engagement activities for the City's Engagement Framework.

BACKGROUND:

Under the Good Governance banner of the 2023-2026 Council Strategic Priorities, Council directed staff to undertake the following activities to increase community engagement for all segments of the community:

- Communication Strategy (complete)
- Community Survey (2023 survey complete; 2024 survey underway)
- Community Engagement Strategy (underway)

The Engagement Framework focuses on fostering better interaction with residents and interest holders, ensuring their voices are integrated into the City's decision-making processes.

The framework builds on the Communication Strategy adopted in January 2024 which provides guidance on outgoing communication to streamline and enhance clarity and accessibility in messaging from the City.

The Engagement Framework project scope includes:

1. Internal and external engagement to develop key policy recommendations.
2. A user-friendly engagement framework with clear expectations for how and when the City will engage.
3. Assets and templates for various engagement techniques that build on and leverage channels identified in the Communication Strategy.
4. Recommendations on future activities, e.g. an engagement platform and operational considerations.

In developing the Engagement Framework, the City is promoting inclusivity specifically by addressing the needs of equity deserving groups and organizations serving urban Indigenous residents. Active engagement with these communities forms an integral part of the framework development process to ensure that all voices are heard and represented. To facilitate the intentful integration of Indigenous perspectives, traditions and values into the Engagement Framework, the City is working with an Indigenous Engagement Specialist. By valuing and prioritizing the input of equity deserving groups and urban Indigenous residents, the City remains dedicated to crafting an Engagement Framework that is representative and inclusive of all its residents.

Spur Communications, the consulting firm currently working with the City to develop the Engagement Framework, is uniquely positioned to support this project. With their recent completion of the City's Communication Strategy, they have demonstrated a deep understanding of the City's values, systems and structures. Building on the Communication Strategy, the Engagement Framework will further enhance resident interaction and ensure their voices are integrated into the decision-making processes of the City.

FINANCIAL IMPLICATIONS:

The Engagement Framework Project is funded as part of the 2024 annual budget.

ADMINISTRATIVE IMPLICATIONS:

Support for and involvement in the development of the Engagement Framework is within the 2024 Corporate Services annual work plan. The Engagement Framework is further informed by a variety of City departments.

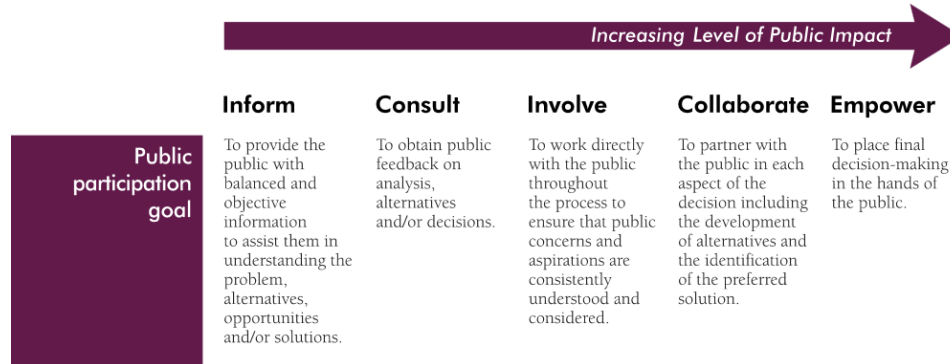
STRATEGIC PRIORITIES REFERENCE:

This initiative addresses the following strategic priorities:

- Good Governance - Increase community engagement for all segments of the community: complete communication strategy, community survey, and community engagement strategy

PUBLIC ENGAGEMENT:

Staff would inform, consult, involve and collaborate with the public based on the IAP2 Spectrum of Public Participation:



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RECOMMENDATION: THAT Council receive the “Engagement Framework Update – Research and Engagement” briefing note.

Prepared by: Anne Guillo, Manager of Communications
Reviewed by: Kate O’Connell, Director of Corporate Services
Concurrence: Geoff Garbutt, M.PI., MCIP, RPP, City Manager (CAO)