

## Public Involvement Plan Summary

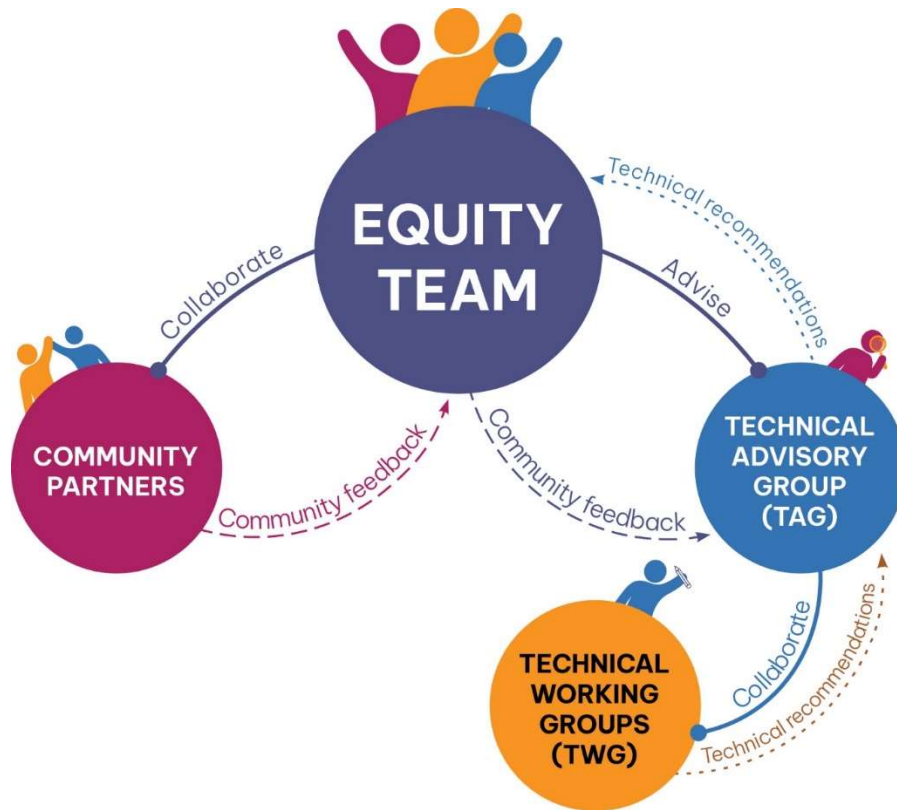
OUR VANCOUVER is a two- and a half-year initiative where community members and the City will embark on a co-creative process to update the City's Comprehensive Plan and Title 20 of the City's Municipal Code. The OUR VANCOUVER Public Involvement Plan is a strategic document that outlines the methods and strategies for engaging and involving the public in the decision-making processes, policy development, and project implementation. Through this process, the City is committed to equity, transparency, and meaningful engagement with the public to foster trust and create equitable outcomes for all Vancouver residents.

This framework summarizes the co-creative process described in the Public Involvement Plan, the key advisory groups engaged in the project, the public involvement goals, the tools that will be used throughout the project to engage community members, how input will be tracked and inform the process, and a general schedule of engagement events. Additional details are provided in the Public Involvement Plan.

## Co-Creative Process

As part of the project's commitment to engage in a co-creative process and center equitable engagement, the project team has implemented strategies to partner with community representatives. These **Community Partners** have deep connections with local communities and strong existing relationships that will help facilitate engagement and lead to a co-creative process. Community Partners help facilitate engagement, bridge communication gaps, and provide valuable insights into the needs and priorities of the communities they serve.

Co-creation through the comprehensive plan update means Community Partners work directly with the project team as members of the OUR VANCOUVER Equity Team and as community engagement liaisons to facilitate conversations with community members and lead "Envision Events" (described further below). Co-creation will shift power dynamics and give community members a direct link to influence the technical analysis and policy development included in the comprehensive plan.



The **Equity Team** includes Community Partners and project team staff. Their role is to ensure integration between the technical recommendations, community feedback and the **OUR VANCOUVER** Equity Framework. The Equity Team will review technical recommendations, analyze community feedback collected during Envision Events and report back to the project team to ensure equity is centered throughout the project and community priorities are amplified, evaluated, and included, to the extent possible, in the final plan.

The **Technical Advisory Group** will collaborate closely with the Technical Working Groups to identify and share technical recommendations with the Equity Team. The Technical Advisory Group will include project team staff, partner agency staff, and other interested parties that have technical expertise or knowledge that will help inform the technical analysis and plan development.

The **Technical Working Groups** will include city and consultant technical staff. Technical Working Groups will be topic-area focused (housing, land use, transportation, public services, etc.) and meetings will occur throughout the project to inform existing conditions analyses and drive the technical work.

## Public Involvement Goals

1. Establish a co-creative process between the City and the Vancouver community that shifts power dynamics and elevates the voices of equity-priority communities.
2. Build trust through transparent two-way communication channels that humanize the project, advance community knowledge, create community ownership, and build long-lasting relationships.
3. Emphasize Vancouver pride to highlight future benefits at a personal, community, and city level to encourage participation throughout the process.
4. Establish comprehensive plan policies that are reflective of community and agency input and will advance the implementation of the plan.

## Communication and Engagement Tools

The table below identifies the communications and engagement tools that will be used specific to each audience involved in the comprehensive plan update process. The communications and engagement tools are divided into three categories:

- **Informational tools:** designed as one-way communication to deliver information about the project to all interested parties.
- **Envision Events:** is a broad term used to describe in-person and online events to engage the populations elevated by Community Partners during each project phase and gain feedback to shape the vision, land use scenarios, and policy development and implementation. Envision events will be designed to engage people in the project and seek feedback from a broad cross section of the community and events focused on gaining input from equity-priority communities.
- **Meetings:** designed to collect and report out on input received. Project working and advisory groups will be internal to the project. Planning Commission and City Council meetings and workshops will be external and provide additional opportunities for public input.

Key Audience	Informational Tools				Envision Events		Meetings				
	Emails	Social media	Paid media	Earned media	Be Heard	In-person events (i.e., tabling, interactive workshops, presentations, community conversations)	Community Working Group Meetings	Equity Team Meetings	Technical Working Group Meetings	Technical Advisory Meetings	PC/CC Workshops/ Meetings
Equity priority communities*	X	X	X	X	X	X					X
Local Businesses	X	X	X	X	X	X					X
Neighborhood Associations	X	X			X	X					X
General Public	X	X	X	X	X	X					X
Community Partners	X	X			X	X	X	X		X	X
Equity Team	X	X					X	X	X		X
Project Team Staff (City and Consultant)	X	X	X	X	X	X	X	X	X	X	X
City Elected and Appointed Officials	X				X	X					X
Technical Advisory Group	X						X	X	X	X	X
Technical Working Group	X								X		X

\*Equity-priority communities are those that have historically been excluded from or who have not participated in City planning processes. These groups must be centered in the engagement and planning process and include BIPOC community, people with low incomes, people with disabilities, including neurodivergent, youth and children, LGBTQ+ individuals, renters, people without an address or experiencing homelessness, small business owners.

PC = Planning Commission

CC = City Council

## Digital Engagement

The Be Heard website (<https://www.beheardvancouver.org/plan2045>) will be used throughout the project to share information about the process, details on upcoming events, and to interact with the community. Project information and engagement tools will be

updated and added to the Be Heard website at key milestones. **OUR VANCOUVER** will leverage existing City of Vancouver social media channels to inform the public of project milestones, public-facing events, and opportunities to provide feedback.

## Data Analysis, Reporting, and Evaluation

The **OUR VANCOUVER** Accountability Matrix has been designed to collect data and feedback throughout the planning process. The matrix will track comments received by mail, email, at community events, and at Envision Events. The accountability matrix will be updated following events and reviewed with Community Partners to ensure underrepresented communities are being engaged and their feedback prioritized. This information will be used by the Technical Working Groups to ensure community feedback is being incorporated into planning scenarios. The final matrix will be included as an appendix to the Comprehensive Plan Update.

Evaluation surveys will be administered before and after Envision Events to ensure participants find the information relevant and accessible.

## Engagement Calendar

Phase 1: Visioning		
May		
Timeline	Event	Location
May 13	Alley Market	Kindred Home Supply
June		
June 3	Farmers Market and Multicultural Resource Fair	Esther Short Park
June 12	Equity Team Meeting: Community Partner Onboarding	In-Person
June 10	Pride Block Party	7 <sup>th</sup> Street
June 17	Juneteenth	Esther Short Park
June 28	Equity Team Meeting	Virtual
July		
July 7	Movie in the Park	Bagley Community Park
July 8	Vancouver USA Pride	Esther Short Park
July 21	Movie in the Park	Fruit Valley Park
July 28	Movie in the Park	Leroy Haagen Memorial Park
TBD	Community Partner Working Group – Envision Event Prep	Virtual
Ongoing	Community Partner Envision Events	Various

July 18	Equity Team Meeting	Virtual
<b>August</b>		
August 1	National Night Out	Various
August 4	Movie in the Park	Fort Vancouver
August 11	Movie in the Park	Marshall Park
August 18-20	Latino Festival	Esther Short Park
TBD	Community Partner Working Group - Phase 1 Report Out	Virtual
TBD	Equity Team Meeting	Virtual
<b>Phase 2: Land Use Scenarios</b>		
<b>September</b>		
September 9	Peace and Justice Fair	Esther Short Park
September 23	Harpers Playground Fundraiser	Marshall Park
TBD	Community Partner Working Group - Conversation Kit Prep	Virtual
Ongoing	Community Partner Envision Events	Various
TBD	Equity Team Meeting	Virtual
<b>October</b>		
October 7	Old Appletree Festival	Appletree Park
Ongoing	Community Partner Envision Events	Various
October 22 or 28 (TBD)	<i>Dias de Muertos</i>	Esther Short Park
<b>November</b>		
Ongoing	Community Partner Envision Events	Various
TBD	Community Partner Working Group - Phase 2 Report Out	Virtual
TBD	Equity Team Meeting	Virtual/In-Person
<b>Phase 3: Policy Development and Implementation</b>		
<b>Q2 2024</b>		
TBD	Equity Team - Agenda Setting	Virtual
TBD	Community Partner Working Group - Conversation Kit Prep	Virtual
TBD	Community Partner Working Group - Phase 3 Report Out	Virtual
TBD	Equity Team Meeting	Virtual/In-Person
Ongoing	Community Partner Envision Events	In-Person and Virtual