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MEMORANDUM

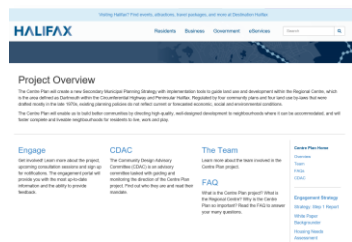
TO: Fred Morley, Chair – Community Design Advisory Committee
CC:
FROM: Jacob Ritchie, Urban Design Program Manager – Planning & Development
DATE: 2016-08-19
SUBJECT: Web Presence

Chair & Committee Members,

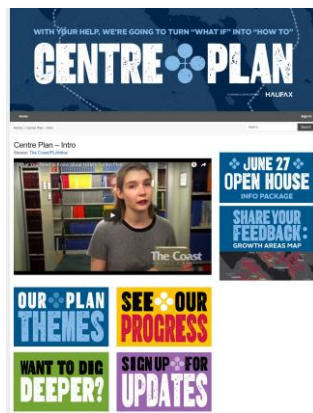
As outlined in the Engagement Strategy for the Centre Plan the web presence and the use of online engagement tools was identified as an important pillar in the effort to broaden outreach for this project.

The development of a separate micro-site hosted through our ShapeYourCityHalifax.ca website has helped us continue to share materials with the public and build a clear portal for gaining access to municipal information.

Halifax.ca Page



Centre Plan Microsite (centreplan.ca)



Dig Deeper



Use to Date

This set of websites has been well trafficked and has allowed us to share materials from public sessions and general information about the project. The *Halifax.ca* page offers the most basic information and provides a link to the *centreplan.ca* website within the corporate framework. At *centreplan.ca* we work to appeal to a broad audience that includes those who have little background or experience with planning, the stakeholder groups who are well informed and engaged, and the development community who is curious as to the direction the Centre Plan is headed in. For those who are able and interested we provide the “*dig deeper*” page that includes more information on each step of the project and a comprehensive document library that contains material supporting the project process from early 2015 to today.

After each public meeting or point in time in the process where we have new material to share we update the website with the material from the meetings. This has included presentation slides, “boards”, and – as soon as possible after the event – a “what we heard” report. Where possible we have extended any questions that were asked of the public at meetings to an online format.

Learnings

By sharing the materials from the public engagement sessions we’ve fulfilled a commitment to allow the opportunity for those who weren’t able to attend to “catch up” but we miss the opportunity for the public to speak with one of any number of staff who are present at the public meetings in real time.

The “boards” represent the simplest form of the information we are sharing at any point in the process. They include crucial information but communication is helped when accompanied by the staff resource, and other materials from the presentation – and by the information that has been shared at sessions throughout the duration of the project.

We have spent considerable time as a staff team responding to inquiries after each public event, but as we carry through the work plan it becomes even more important to ensure that the public is aware of discussions, research, and decisions that have been made or done in the past. The next section discusses changes we will make in our process to respond to this learning from the process.

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Changes Going Forward

As we are preparing to release the draft Plan we will endeavour to create the following improvements to the web presence and to the process:

- 1) Create a one page summary of the process with important figures and assumptions that have been made to get to this point.
- 2) Organize the document library in chronological order in line with the steps in the plan process
- 3) Provide “snippet” summaries of what is in each document in the library.
- 4) Prepare a landing page for the Draft Plan within centreplan.ca that allows staff to frame the Draft Plan materials with the context and outcomes of earlier steps.
- 5) Ensure opportunity to line to staff is available very near (and clear) where the Draft Plan documents are held.

We encourage members of the Community Design Advisory Committee to explore the website and provide us with comments in response to any issues that arise.

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