

Centre Plan

Engagement Strategy

2014-12-10

Engagement

- 2008 HRM Community Engagement Strategy
 - The lens through which we plan engagement
 - Provides tools, definitions, and goals
- 2012 Centre Plan (Phase 1) Engagement
 - Employed a method fitting with the above noted strategy
- 2014 Centre Plan Engagement
 - Fitting the above strategy, with adjustments based on scale

2014 Engagement Strategy



Goals



Actions



Measurement



Clarity

The Need for Engagement

- The Centre Plan Project is driven by Guiding Principles and a Vision that at their core recognize that our Plans have to be built and owned by the citizens that will live, work, and play in the communities the Plan represents.
- Municipal staff alone cannot move this project forward without a deep understanding of the urban fabric and the strength of community present in these neighbourhoods.
- Not only is the need for engagement great, but it is also acute. The scale of the Regional Centre is not that of a neighbourhood, but our experience of it as residents and citizens is at the neighbourhood or local level.

Project Governance

- The Centre Plan project is being advanced by the Planning & Development Business Unit and is supported by the work of the Community Design Advisory Committee (CDAC). The role of the CDAC is to provide a key communication and link between Regional Council and the community, and to advise on the delivery of a Community Engagement Strategy for the Centre Plan. At the conclusion of the Public Consultation program CDAC will submit a recommendation report to the Regional Council through the Community Planning and Economic Development (CPED) Standing Committee.

Engagement Strategy Goals



Goals

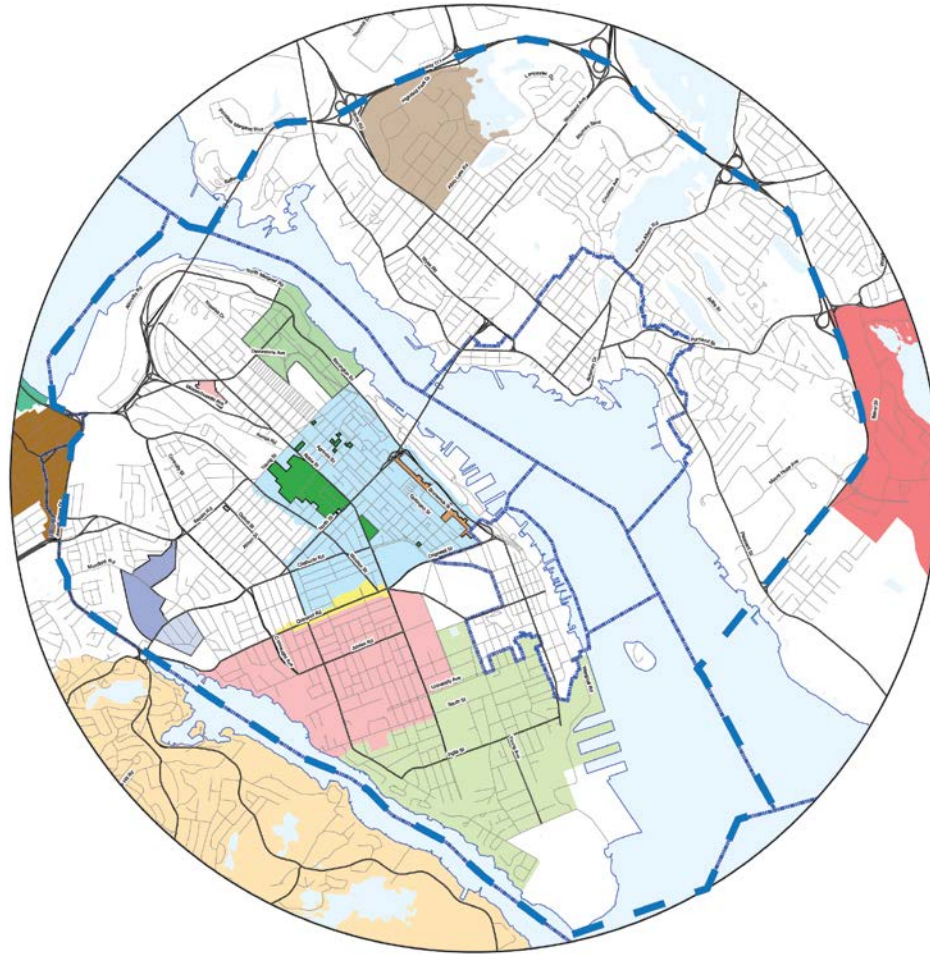
- 1) Be consistent with and draw on the strength of the HRM Community Engagement Strategy,
- 2) Respect the work done by staff and the public in earlier engagement,
- 3) Build trust that will enable staff and the public to engage in effective city building, and
- 4) Provide clear framework for actions and allow for all bodies to observe measured success.

Engagement Parameters

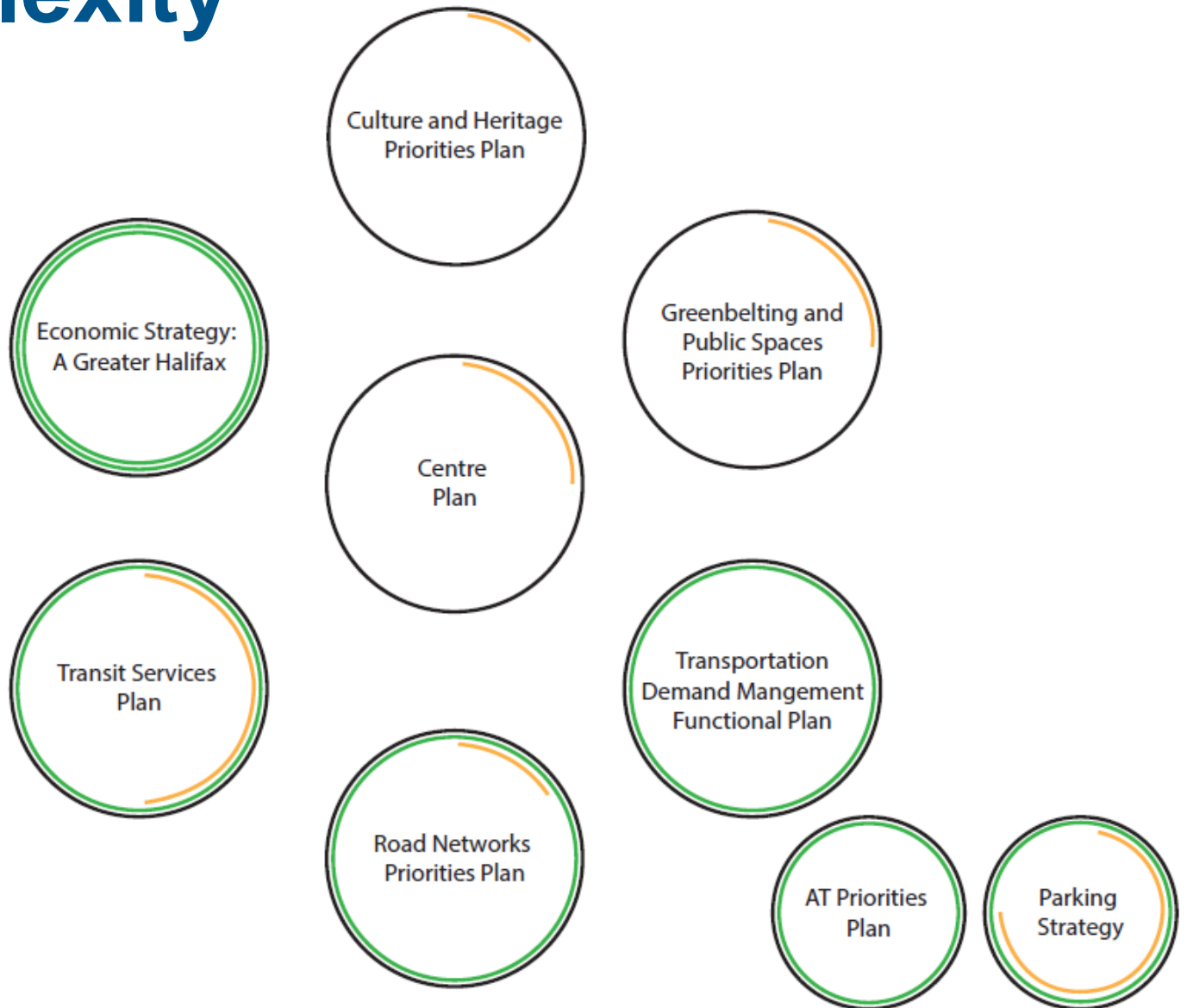
Learnings from Centre Plan Phase 1 (2012)

- I. Understanding of the purpose of engagement is important**
- II. Understanding of the purpose of engagement will help with public comprehension of the overall project**
- III. Due to scale of project, notification needs to address diversity of communities**
- IV. Communication of how we use the feedback is vital to build and maintain trust**
- V. Adequate time for public to consider information is vital**

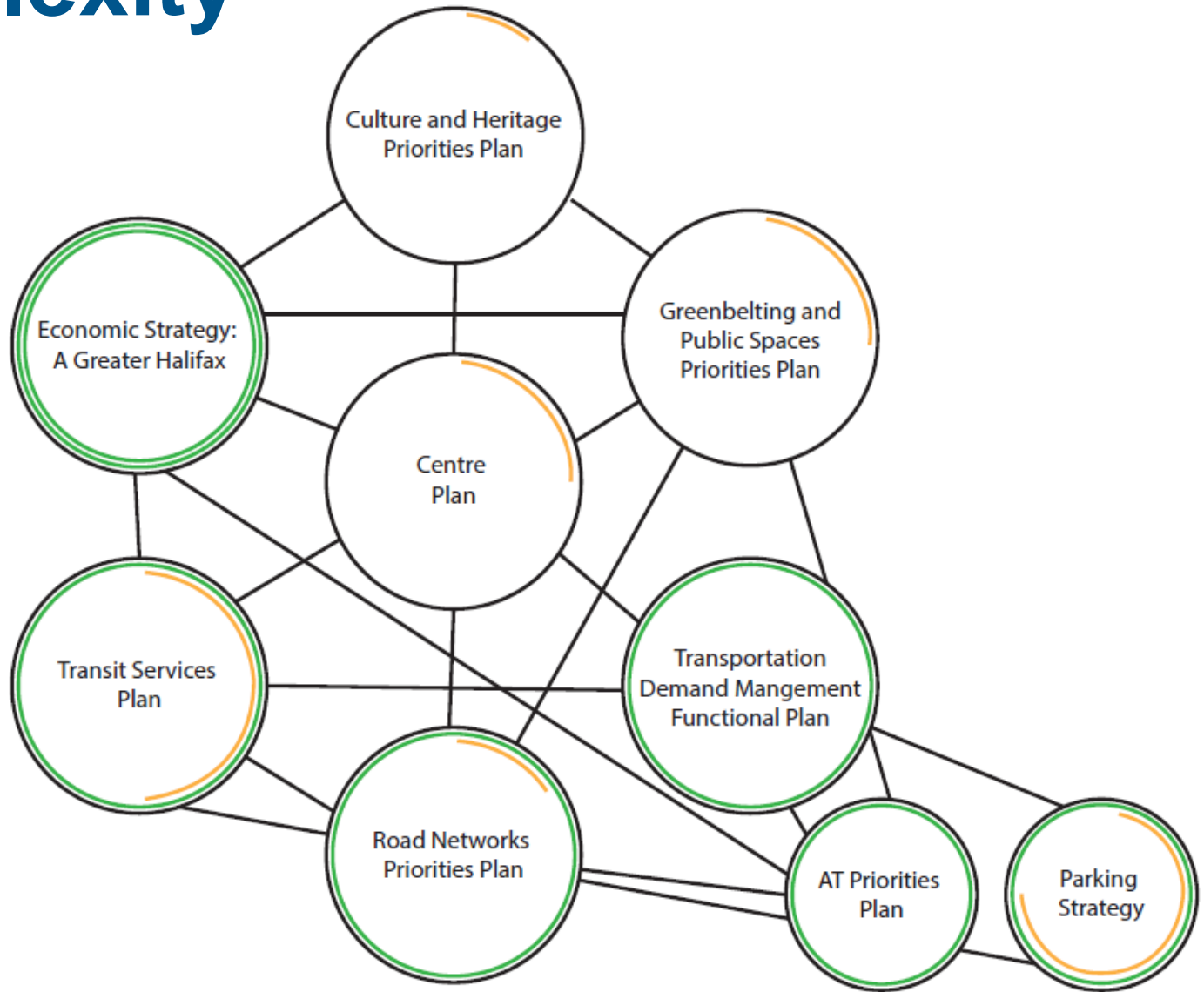
Engagement Parameters



Complexity



Complexity



Stakeholders

- The Engagement Strategy includes mechanisms to reach out to a wide range of stakeholders whom we know are interested in or affected by the Centre Plan Project. Audiences for engagement in the Center Plan include the list on page 15 of the strategy.
- The Centre Plan will employ an open approach to engagement. The stakeholders may change as we progress through the steps of the planning process, with CDAC we will ensure that stakeholders are engaged at the appropriate point in the process. The categorization of stakeholders provided herein covers many facets of planning in the Region, but is also open to change as we learn more about the process with the community.

Engagement Tools & Techniques

Tool / Technique	Reference Cases
<p>1. On-line Portal A municipally created and administered participatory platform where citizens contribute to the planning process.</p>	<ul style="list-style-type: none"> ▪ Shape Your City (Halifax) ▪ Speak Up (Austin, TX) ▪ Indy 2020 (Indianapolis, IN)
<p>2. Plain Language Guides Technical work and language can obscure the planning process and goals, guides help avoid this without losing technical rigour in the plan.</p>	<ul style="list-style-type: none"> ▪ Edmonton Evolving Infill ▪ Saskatoon City Centre Plan
<p>3. Planning Workshops Engaging with the community at key points to share progress and gather input.</p>	<ul style="list-style-type: none"> ▪ Halifax Public Library ▪ North Park Roundabouts
<p>4. Remote / Open Work Spaces Getting away from desktops and meeting rooms, staff can work through a platform of publicly accessible planning activities to engage a wider group.</p>	<ul style="list-style-type: none"> ▪ Planners in Public (Toronto) ▪ We Own The City (CITIES) ▪ Pop Up City Hall (Vancouver)
<p>5. Community Narratives Through the online portal to assist framing policy direction stories from the community will help ground the process in the reality of the Regional Centre.</p>	<ul style="list-style-type: none"> ▪ Cultural Plan (Moncton, NB) ▪ Streetfilms (Hoboken, NJ)

Engagement Tools & Techniques

<p>6. Citizen Survey Enabling third party interaction with citizens to ensure that communication is effective throughout the process.</p>	<ul style="list-style-type: none">▪ Halifax Citizen Survey
<p>7. Planning Workbooks / Local Event Planning Toolkit Throughout the process there will be a need for the input and knowledge of the community. Workbooks allow the collection of this in a meaningful and comprehensive manner.</p>	<ul style="list-style-type: none">▪ Provincial Budget (NS)▪ Plan SJ (Saint John, NB)
<p>8. Educational Engagement Working with local schools to engage students in the planning process as it relates to their academic curriculum.</p>	<ul style="list-style-type: none">▪ Aviation High School▪ Henry Ford Academy
<p>9. Stakeholder Outreach Talking to industry, commercial sectors, and institutional sectors throughout the process to ensure</p>	<ul style="list-style-type: none">▪ RP+5 (Halifax)
<p>10. Staff Working Groups / Technical Committees Understanding the depth of knowledge within the municipality and ensuring collaboration will be key to creating an implementable plan.</p>	<ul style="list-style-type: none">▪ 5 Year Transit Review (Halifax)

Action Plan

Step 1 – Engage and Define

Tools & Techniques	2015			
	Step 1			
	Jan	Feb	Mar	Apr
1. Online Portal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Plain Language Guides				
3. Planning Workshops		<input type="checkbox"/>		
4. Remote / Open Work Spaces				
5. Community Narratives			<input type="checkbox"/>	<input type="checkbox"/>
6. Citizen Survey				
7. Planning Workbooks / Local Event Toolkit				
8. Educational Engagement				
9. Stakeholder Outreach	<input type="checkbox"/>	<input type="checkbox"/>		
10. Staff Working Groups / Technical Committees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Action Plan

Step 2 – Learn Together

Tools & Techniques	2015						
	Step 2						
	May	Jun	Jul	Aug	Sep	Oct	Nov
1. Online Portal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Plain Language Guides							
3. Planning Workshops	<input type="checkbox"/>				<input type="checkbox"/>		
4. Remote / Open Work Spaces		<input type="checkbox"/>	<input type="checkbox"/>				
5. Community Narratives						<input type="checkbox"/>	<input type="checkbox"/>
6. Citizen Survey							
7. Planning Workbooks / Local Event Toolkit					<input type="checkbox"/>	<input type="checkbox"/>	
8. Educational Engagement						<input type="checkbox"/>	
9. Stakeholder Outreach	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
10. Staff Working Groups / Technical Committees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Action Plan

Step 3 – Check In and Feedback

	2016			
	Step 3			
Tools & Techniques	Dec	Jan	Feb	Mar
1. Online Portal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Plain Language Guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Planning Workshops		<input type="checkbox"/>	<input type="checkbox"/>	
4. Remote / Open Work Spaces				
5. Community Narratives				
6. Citizen Survey	<input type="checkbox"/>	<input type="checkbox"/>		
7. Planning Workbooks / Local Event Toolkit				
8. Educational Engagement				
9. Stakeholder Outreach		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Staff Working Groups / Technical Cmtes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Action Plan

Step 4 – Approvals Processes

	2016									
	Step 4									
Tools & Techniques	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
1. Online Portal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Plain Language Guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Planning Workshops										
4. Remote / Open Work Spaces										
5. Community Narratives										
6. Citizen Survey										
7. Planning Workbooks / Event Toolkit										
8. Educational Engagement										
9. Stakeholder Outreach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Staff Working Groups / Tech Cmtes										

Call to Clarity

To communicate the results of the Centre Plan Engagement Strategy a report will be drafted at the end of each step in the above noted process. These reports will assist the Community Design Advisory Committee in reporting to Regional Council and will provide a window into the Centre Plan process that is more accessible than the technical details. Through this reporting structure, we hope that greater clarity and understanding of the planning process is gained by citizens, stakeholders, Committee members, Council, and Staff.