

Mayor's Engaged City Task Force

Launch Planning + The 3 D's – Thursday, April 18, 2013

4:30 pm	Check In & Welcome (Gregor)
4:45 pm	<p>D1: Development</p> <ul style="list-style-type: none">• Staff presentation; Q&A• Next steps <p><i>Background information on community planning and rezoning at:</i> http://vancouver.ca/files/cov/next-community-plans.pdf http://vancouver.ca/home-property-development/rezoning-applications.aspx</p>
6:00 pm	<p>Dinner!! (Food will be provided)</p> <p>And.... a word from 311</p> <ul style="list-style-type: none">• 311 manager - Q and A session
6:30 pm	<p>D2: Digital Strategy</p> <ul style="list-style-type: none">• Staff presentation; Q&A• Next steps <p><i>Digital strategy online at:</i> http://vancouver.ca/files/cov/City_of_Vancouver_Digital_Strategy.pdf</p>
7:30 pm	<p>D3: Definition</p> <ul style="list-style-type: none">• Survey responses• Next steps
7:50 pm	<p>Quick Start Launch (Kevin)</p> <ul style="list-style-type: none">• The Plan & Task List run down• Let's go!
8:15 pm	<p>Next Steps</p> <ul style="list-style-type: none">• Ongoing Group work• May task force meeting: the plan• May SFU/Dave Meslin event

8:25 pm

Closing

- Final round of questions

WRITEBOARD - MAIN PROJECT PAGE: Summary notes from April 18 meeting

Presentations: We heard from 3 city depts about development process, 3-1-1, and the digital strategy - see documents for copies of the presentations.

- See Group 1's writeboard for development process discussion.
- 3-1-1 - are there opportunities to improve 3-1-1? is there a need to increase awareness of 3-1-1?
- Digital Strategy - Are there opportunities to move dig strategies initiatives forward or leverage them for the engagement problems identified?

Launch of quick starts:

- Waiting for after the provincial election to launch publically.
- Small group will present to CMT prior [ACTION - date to be determined, Kevin and Andrea to set up]

Outreach activities and ideas (related to both quick starts release and gathering info for final report):

- Go live with Ideascale platform to gather ideas from the public focused on three questions (see group 3 writeboard)
- City Engagement team Twitter account - Tara and Lizzy to share responsibility
- Do-it-yourself dinner party tips, translated
- Existing Task force web page to be enhanced with ideascale widget and can also have twitter feeds - Tracy to coordinate with Group 3
- Use Public Engagement department's email during campaign: public.engagement@vancouver.ca
- Posters
- **New idea:** Car-free day booth presence

Next steps - Phase 2, Toward a framework of transformation:

Group 1

- Coordinate and meet with UDP, UDI and NSV to further investigate opportunities to improve city to resident engagement
- Share meeting details for anyone who wants to join
- Post summary notes on basecamp
- Draft roles, responsibilities and rights (see developer writeboard on group 1 project page)

Group 2

- Andrea to send list of potential presenters for May 22 focused on enhancing neighbour to neighbour connection
- Group 2 develop criteria for selection for May 22 presenters
- Meet/converse with groups/people to determine suitability
- Post summary notes of each meeting and final selection of presenters

- Coordinate about 12 presenters for Dragon's Den event May 22 (2-2.5 hours): Agenda for the evening - presenters, report out from group 1, reflection time

Group 3

- Work with Kevin to coordinate timing of quick starts launch
- Propose final definition for engagement (end of April) - Tracy to send survey results
- Develop key content for communications - including text for webpage and
- Write do-it-yourself dinner party tips
- Coordinate translation of specified materials
- Launch and moderate ideascala and twitter

WRITEBOARD - GROUP ! PROJECT PAGE: Development Process Considerations

Theory: Contentious projects have a better chance of keeping trust and seeing a positive outcome if the developer is proactive and engages with the community prior to application (with full drawings).

What can the planner do? At the initial enquiry stage planners let the enquirer know, in confidence, if their project is viable to pursue given the existing community, policy, and council direction. If it is, the planner may recommend that the enquirer engage with the community before-hand, especially if the project is quite different from the existing policy.

Things to explore:

- is there a way to regulate this final step in certain conditions
- what do developers need to support engagement efforts? recommended steps? community org contacts?

Rights and Responsibilities in Development Process - identified from staff presentation and discussions afterwards (not a complete list)

Community

Rights

- \$\$ created by density/zoning
- Fair process
- To input

Responsibilities

Proponent

Rights

- Fair process

- To make proposal they want

Responsibilities

Staff

Rights

- Refuse to recommend if outside policy

Responsibilities

- Legal (laid out in charter)
- To recommend if within policy

Council

Rights

- Refuse to recommend if outside policy

Responsibilities

- Legal

WRITEBOARD - GROUP 3 PROJECT PAGE - Framing the problem and Questions to pose to the public

How do we become more connected to our neighbours and our communities?

How do we double voter turnout in Vancouver's next municipal election?

How do we make the relationship between City Hall and residents more inviting and easier to understand?

In order to support communications and outreach, it would be useful to give some group thought to framing the problem and identifying objectives for selecting solutions.