

From: **"Mochrie, Paul"** <Paul.Mochrie@vancouver.ca>

To: **"Direct to Mayor and Council - DL"**

Date: 10/22/2021 5:23:14 PM

Subject: **Council Memo - Vancouver Plan Fall Engagement - RTS 14517**

Attachments: **Memo to Mayor Council - Vancouver Plan – Fall Engagement Opportunities.pdf**
PDS - Vancouver Plan - Phase 3 Engagement Activities _v3_Oct21AG.pdf

Dear Mayor and Council

This memo provides an **update to Council on upcoming fall engagement activities for the Vancouver Plan occurring from October 25 through November 25, 2021.**

A wide range of events are highlighted including opportunities Council may wish to attend such as:

- ☐ A Council of Council Advisory Committees Forum on Nov 10 to gain feedback from the City's Advisory Committees on early directions for the Vancouver Plan
- ☐ A City-Building Dialogue on Nov 23 provided as a Special Meeting of Council to convene local and international leaders on urban design, planning and community development to provide diverse perspectives on emerging directions for the Vancouver Plan
- ☐ Drop in Open House at CityLab from Oct 26 - Nov 25; and
- ☐ Neighbourhood Area workshops.

Council is encouraged to sign up for regular schedule updates and workshop registration at <https://vancouverplan.ca/>.

Please don't hesitate to contact Theresa O'Donnell (Theresa.o'donnell@vancouver.ca) or Susan Haid (susan.haid@vancouver.ca) if you have any questions.

Best,
Paul

Paul Mochrie (he/him)
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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

MEMORANDUM

October 22, 2021

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Karen Levitt, Deputy City Manager
Katrina Leckovic, City Clerk
Lynda Graves, Administration Services Manager, City Manager's Office
Maria Pontikis, Chief Communications Officer
Anita Zaenker, Chief of Staff, Mayor's Office
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office
Susan Haid, Deputy Director of Long-Range Planning, PDS
Amanda Gibbs, Engagement Advisor, Vancouver Plan, PDS
Neal Wells, Communications Manager, Communications and Engagement
Lil Ronalds, Senior Planner, Vancouver Plan, PDS

FROM: Theresa O'Donnell
General Manager, Planning, Urban Design and Sustainability (PDS)

SUBJECT: Vancouver Plan – Fall Engagement Opportunities

RTS #: 14517

The purpose of this memo is to provide an update on fall engagement activities for the Vancouver Plan and highlight opportunities for Council participation.

The fall engagement is a key opportunity for the community to help create a bold plan for a livable, affordable and sustainable future. An array of engagement activities have been created and will begin on October 25 continuing through November 25. Key objectives of this effort are to:

1. Share emerging directions for the Vancouver Plan, including three Big ideas on:
 - Equitable Housing and Complete Neighbourhoods
 - An Economy that Works for All
 - Climate Action and Restored Ecosystems
2. Gauge community interest and support for growth that aligns with our values of livability, affordability and sustainability
3. Explore three main areas of change and how we can plan for growth in neighbourhoods by evaluating the benefits and disadvantages of different approaches.

This month-long community engagement features:

- On-line webinars, workshops, surveys and educational materials including discussion guides, hand-outs, presentations and videos. Target audiences are the broader community, diverse stakeholder groups, and youth.
- In-person open houses at City Lab, pop-up tents, and tri-pillar displays with information at locations throughout the city.
- A “Council of Council Advisory Committees” Forum.
- A Public Dialogue and a Special Meeting of Council involving a City-Builder Panel Discussion.

Information is available on the Vancouver Plan website at: <https://vancouverplan.ca/> in over 100 languages through the google translate tool, and is being promoted in ten languages through the City’s social media channels. **A schedule of events is attached** with further updates for stakeholder sessions to be confirmed. Some highlights for Council’s interest include the following:

Phase 3 Engagement Launch: (Oct 27, 9:00 am) - In Person Event

City Lab (511 West Broadway) will host a launch of the Vancouver Plan Phase 3 engagement with a kick-off by senior staff and an opportunity for the media to check out displays and ask questions at 9:00 am. Refreshments will be provided and the public is invited to drop in beginning at 9:30 am.

Open House at City Lab (Oct 26 – Nov 25) - In Person Event

During this month long period, members of the public are invited to drop into City Lab during regularly scheduled times to view display boards, connect with staff, read discussion guides, hand-outs and fill out the Talk Vancouver survey.

Open House Hours

- Oct 26 – Oct 30 (9 am – 6pm)
- Nov 1 – Nov 25 (9 am – 6pm on Thurs, Fri, Sat, Mon each week)

Neighbourhood Area Workshops (Oct 26 – Nov 15) – Virtual Events

Twelve virtual workshops will be held in six broad neighbourhood areas throughout the city. These workshops will be an opportunity for participants to learn about early directions for the Vancouver Plan and to roll up their sleeves in break-out groups to consider how the Three Big Ideas may be realized in areas of future change (e.g. rapid transit areas, neighbourhood shopping areas/ centres, low density residential areas). Key themes such as Complete Connected Neighbourhoods, Missing Middle housing and others will be explored in these workshops (see attached schedule for dates).

Pop-up Tent Outreach (Oct 26 – Nov 18) – In Person Events

A pop-up tent display with information on early directions along with hand-outs and a “quick stop” survey will be set up at approximately a dozen locations around the city including transit stations, Carnegie Centre, Vancouver Public Library Central Branch, Neighbourhood Houses, Trout Lake Farmers Market, and many other locations.

Council of Council Advisory Committees Forum (Nov 10, 6:00 - 8:00 pm) – Virtual Event

The City is fortunate to have a full spectrum of appointed advisory committees and commissions, comprised of hundreds of volunteer representatives. The Council of Advisory Committees is a forum that brings representatives of all the advisory committees together to advise on key City initiatives. It has previously engaged to provide input on the Vancouver Plan during the launch and during Phase 1. This virtual forum will involve a presentation by staff on

the emerging directions for the Vancouver Plan followed by facilitated break-out discussions where committee members can provide feedback on how to realize the three Big Ideas in specific areas of future growth and change. As with previous Council of Advisory Committee forums, City Council is invited to attend, listen and participate. The event will be video taped and made available on-line to the public with documented report outs from discussion groups.

City-Builders Panel Dialogues (Nov 23, times listed below) - Virtual Events

Two successive virtual dialogue sessions with a panel of international thought leaders in City Building are being planned to give diverse perspectives on emerging directions for the Vancouver Plan and to share leading examples, ideas and lessons learned. The first dialogue is an opportunity for broad public engagement where Council is invited to listen; while the second event is an opportunity for Council to engage directly with the City Builder Panel in a smaller dialogue to reflect on the public conversation and gain further advice on city building for the Vancouver Plan. The two dialogue sessions are as follows:

- **Public Dialogue – *City Building and the Vancouver Plan*** (Nov 23, 9:00 -11:00 am)
 - A facilitated virtual public dialogue featuring presentations by City Builder Panelists followed by a moderated dialogue with key questions emerging from the public dialogue on Phase 3 of the Vancouver Plan as well as questions submitted by members of the public on-line during the dialogue (facilitated through the chat, poll tools)
- **Special Council Meeting: *Reflections on City Building and the Vancouver Plan*** (Nov 23, 3:00 – 5:00 pm)
 - City Builder Panelists from the previous session will provide short presentations to Council members followed by a facilitated round table dialogue between Council members and the panelists to reflect on the morning's public dialogue, ask questions and gain feedback on emerging directions for the Vancouver Plan.
This is a non-decision-making meeting per the previous panel discussion.

Staff are currently reaching out to a broad diversity of local and international leaders in City-Building in areas of urban design, planning and community development in order to confirm speakers for this panel.

Council's feedback and learnings from the first panel discussion in September on *Vancouver 2050 – Growth and Planning* have provided valuable insight and direction in the design of this event. This includes greater opportunity for both public engagement and for meaningful Council dialogue with panelists. Staff will update Council and the public as speakers and details on these dialogues are confirmed.

Youth and Stakeholder Workshops (Oct 26 – Nov 25) - Virtual and In Person Events

An extensive series of youth and stakeholder workshops will occur throughout the fall consultations with on-line, self facilitated, and staff-led workshops. The Young Planners program and educational portal of interactive materials will continue to be highly active.

Vancouver Plan engagement is being promoted through the city-wide postcard delivered to 325,000 home owners, renters and businesses, bus and bus shelter advertising, social media, e-newsletters, VPL and Community Centre locations, and more. Participant sign up to events commenced the week of September 27 and has been building steadily. An outreach toolkit with social content has been provided to all Council members.

Feedback from all of these events and more will inform development of a draft Vancouver Plan for public consultation in spring 2022.

We greatly appreciate Council's leadership in these fall engagements and look forward to seeing you at the events. Council may wish to sign up to receive regular notices of workshops and pop-up locations at: <https://vancouverplan.ca/>.

Please don't hesitate to contact me or Susan Haid, Deputy Director, Long-Range Planning at susan.haid@vancouver.ca if you have questions or would like further information.

A handwritten signature in black ink that reads "Theresa O'Donnell". The signature is fluid and cursive, with the first name "Theresa" and last name "O'Donnell" clearly legible.

Theresa O'Donnell
General Manager, Planning, Urban Design and Sustainability
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Vancouver Plan Engagement Schedule of Activities 2021 – Phase 3

(Note: Additional event dates to be confirmed)

Engagement Activity	Date	Activity Description
Talk Vancouver Survey	October 26 – November 25	Talk Vancouver Survey Launch <ul style="list-style-type: none"> - Five additional languages - Promoted broadly through all activities
IPSOS Reid Survey	November – December	IPSOS Reid Survey <ul style="list-style-type: none"> - 1300 sample - Online - Three major languages other than English - Mirroring Talk Vancouver as closely as possible
Online Open House	October 26 – November 25	Online open house <ul style="list-style-type: none"> - Digital experience - Accessible through Vancouver Plan website - Interactive/ visual tool for those who don't want to or can't connect in person
In-Person Open House at CityLab	October 26 – October 30 Tue - Sat 9am – 6pm November 1 – November 25 th Thurs, Fri, Sat, Mon weekly - 9am-6pm *not open Sundays	City Lab Storefront at Cambie and Broadway (511 Broadway) <ul style="list-style-type: none"> - Open house boards, policy materials, ipads - Staff available to answer questions - Direct to surveys and other opportunities
Virtual Neighbourhood Workshops	October 26 - November 10 All workshops held at twice daily on dates below: <ul style="list-style-type: none"> - 10:30 am – 12:00 pm - 6:00 pm - 7:30 pm <ul style="list-style-type: none"> • Tuesday, October 26th 	Council are invited and welcome to observe. Neighbourhood Workshops <ul style="list-style-type: none"> - Held in 6 different neighbourhood areas or sectors - Online for up to 80 registrants - Waitlists of up to 200 to add additional workshops - Facilitated and interactive

Engagement Activity	Date	Activity Description
	<ul style="list-style-type: none"> Monday, November 1st Tuesday, November 2nd Monday, November 8th (evening only) Tuesday, November 9th Wednesday, November 10th (morning only) Monday, November 15th 	<ul style="list-style-type: none"> - Using survey questions as a basis but adding in dialogue and deliberation in small groups - Providing a Q & A and promoting other forms of available participation
Pop-Up Booths	<p>Waterfront Transit Station Oct 27th 2 pm - 5 pm</p> <p>South Vancouver Neighbourhood House Oct 28th 11am - 2 pm</p> <p>Trout Lake Farmers Market Oct 30th 9 am - 12 pm</p> <p>Cedar Cottage Neighbourhood House - Brewer's Park Oct 30th 1 pm - 4 pm</p> <p>Vancouver Public Library - Central Branch Nov 5th 2 pm - 5 pm</p> <p>Hillcrest Community Centre Nov 6th 9 am - 12 pm</p> <p>UBC, Nov 8th 10 am - 1 pm</p> <p>Beach Ave + Jervis St Nov 13th 10:30 am - 1:30 pm</p>	<p>Pop-Up Outreach</p> <ul style="list-style-type: none"> - Face to face outreach at sites across the city both indoors and outdoors - Capsule version of larger open house with interactive dot-mocracy boards - Ipads, paper surveys and push to main survey - Adding longer interactive workshops with equity-denied communities for some locations. - Opportunities to add sessions as we can.
Pop-Up Booths, cont'd		

Engagement Activity	Date	Activity Description
	<p>DTES Carnegie Centre Nov 13th 2 pm - 5 pm</p> <p>Collingwood Neighbourhood House Nov 18th - 10 am – 4pm</p>	
Stakeholders/ Partner Community Workshops	<p>Council Advisory Committees Nov 10</p> <p>Vancouver Park Board Presentation - TBC</p> <p>Vancouver Public Library Presentation- October 27</p> <p>IGR Roundtable Presentation – November 24</p> <p>Regional Associates + UDI + Board of Trade TBC</p> <p>MST Meetings (1 for each Nation -TW Nation confirmed) TBC</p> <p>MVAEC Meeting TBC</p> <p>NPOs Sector Leaders November 16</p> <p>ELER EAG Workshop + BIAs + CTAP (Commercial Tenant Providers) Nov 23</p> <p>DTES - Inner City Exchange/ Urban Core/ Community Response + ELER Ec Dev November 8</p> <p>Chinatown - Legacy Stewardship Committee TBC</p> <p>Chinatown - CHAPC (Chinatown Historic Area Planning Committee)</p>	Interactive workshops with project partners, community organizations and regional government. Building on key questions and testing applicable policies.

Engagement Activity	Date	Activity Description
Self-facilitated Stakeholder Meetings	Stakeholder Outreach and Self-guided workshops November 1	Stakeholder Outreach and Self-guided workshops <ul style="list-style-type: none"> - Email invitation to long list of stakeholders to take part in online stakeholder webinar. - Self-guided - Also inviting groups to take the survey, and participate in workshops,
Tri-pillar locations	November 10- 25 th	Tri-pillar freestanding three-sided promotional pieces <ul style="list-style-type: none"> - to be set up in community centres, libraries and some partner agencies (Nations, immigrant settlement agencies, neighbourhood houses, City Hall) - promote survey and workshops - paper copies available - 40 high traffic sites
Youth Workshops	October 26 th – November 25th	Youth Workshops - <ul style="list-style-type: none"> - VSB - District Students Council - - TRUSST Collective - - Society for Children and Youth BC - Youth Worker Action Team - SFU Semester in Dialogue - CityStudio - SFU Geo266 - UBC SALA - 33rd Scouts Troop - Community Centre Youth Councils - Hastings Youth Council