

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)
To: ["Direct to Mayor and Council - DL"](#)
Date: 2/16/2022 4:36:52 PM
Subject: [FW: Guidance on 2022 Pre-Election Engagement Activities](#)

Dear Mayor and Council,

I am sharing the below message from Maria Pontikis, Chief Communications Officer, regarding the approach that staff are taking to public engagement planning in the lead up to the municipal election in October.

Over this period, we will be scaling back on new engagement activities while still providing opportunity for public to provide input on major initiatives such as the Vancouver Plan and Capital Plan that will be coming to Council for consideration before the end of July.

Later in the spring, we will be releasing additional guidance to staff regarding the City's communications quiet period in the lead up to the election. This approach is intended to avoid any perception that staff are engaging in communications of a political nature and to preserve the impartiality for our public service. Related to this, we will soon be discontinuing inclusion of Councillor quotes in the Council roundup information bulletin that is produced by staff.

Should you have any questions about this guidance, please contact me or Maria at maria.pontikis@vancouver.ca.

Best,
Paul

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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 səlilwətał (Tsleil-Waututh) Nations.

From: Pontikis, Maria <Maria.Pontikis@vancouver.ca>
Sent: Wednesday, February 16, 2022 3:40 PM
To: Connected Leaders - DL
Cc: Fitzgerald, Megan <Megan.Fitzgerald@vancouver.ca>
Subject: Guidance on 2022 Pre-Election Engagement Activities

Hello Connected Leaders,

As we approach the municipal election in October 2022, City staff should be considering public engagement planning and activities that are being prepared and scheduled. **This note provides guidance on conducting public engagement activities leading up to a quiet period before the municipal election.**

What is a quiet period?

The "quiet period" specifies a downscaling of the City's public-facing activities in the lead up to the October 2022 election, taking a phased approach. The overarching goal is to maintain political impartiality within the public service in the lead up to the election. The City will have a quiet period for both **public engagement** activities (as outlined in this memo) and for **public communications** activities (to be

communicated later in the spring).

During a quiet period, City staff should:

- Avoid activity where the City’s operational work may be construed as political in nature or become politicized or scrutinized.
- Create opportunity for residents to learn about and participate in the electoral process. Projects and initiatives underway do not need to pause, but judgment should be used around what we engage on and methods used.
- Avoid starting new work or recommendations that do not fall under the current Council mandate or direction.

Quiet period timelines

As we head into spring 2022, project teams are asked to start wrapping up engagement activities, including public and stakeholder engagement. The following table outlines this phased approach.

Green Zone Present to Feb. 28	<ul style="list-style-type: none">• Continue public engagement activities as discussed with and approved by CEC• Be aware of increased level of political interest/activity /scrutiny
Yellow Zone Mar. 1 to May 31	<ul style="list-style-type: none">• Pause engagement if you can; otherwise proceed in conversation with your leadership team and CEC• Priority should be given to projects with a scheduled Council date in Q2 or Q3 of 2022• Approval required from GM and Chief Communications Officer (not required for rezoning and development permit applications)
Red Zone Jun. 1 to Oct. 31	<ul style="list-style-type: none">• Pause all public and community planning engagement activities<ul style="list-style-type: none">• Rezoning and development projects that are unlikely to generate significant public concern may continue until July 31, 2022• Work with CEC to determine timing of post-election engagement• Approval required from GM, Chief Communications Officer and City Manager for any engagement in this phase that cannot wait until the post-election period<ul style="list-style-type: none">• This approval requirement excludes rezoning and development projects, which should be approved by the GM PDS or GM DBL, or delegates, as appropriate

A note on language

In the past, you may have seen the word “blackout” used to refer to a time of inaction. Like other words that start with black — blacklist, blackmail and black sheep — the word “blackout” associates blackness with something that is undesirable, and may unintentionally reinforce negative associations of blackness, and therefore of Black people. Acknowledging this and changing our words can help us create a more equitable and inclusive culture within the City. Subsequently, we’ll be referring to a “quiet period” instead.

Additional considerations

Throughout 2022, City departments are asked to limit significant public-facing engagements (e.g. Shape Your City pages, surveys) to one project per month to avoid over-saturation and allow for coordination of engagement activities. In anticipation of the Yellow Zone beginning on March 1, next week Engaging Bureaucrats will be provided with an exception form to help assess proposed projects through October 2022.

If you have any questions, please contact Megan Fitzgerald, Civic Engagement Manager or reach out to public.engagement@vancouver.ca.

[Maria Pontikis](#) (she/her)
Chief Communications Officer

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