

# Mayor's Engaged City Task Force

*Orientation & Work Planning – Thursday, January 17, 2013*

2:00 pm	Welcome (Gregor)
2:15 pm	Mystery Shopping De-brief (Andrea)
2:30 pm	Presentations & Feedback <ul style="list-style-type: none"><li>• Vancouver Foundation Research (Catherine)</li><li>• CoV Engagement Work Plan &amp; Healthy City Work Plan (Tracy); Events &amp; pilots (Andrea)</li></ul>
3:45 pm	Break
4:00 pm	Quick Starts <ul style="list-style-type: none"><li>• Timeline and process including criteria for a quick start incl. how quickly does it have to show results &amp; how to involve public in generating and/or feedback</li></ul>
4:45 pm	Work Plan <ul style="list-style-type: none"><li>• What does success look like?</li><li>• If that is what success looks like (the mission) what are the main goals that would achieve it?</li><li>• What's the best structure for this work?</li></ul>
5:10 pm	Closing and review of next steps <ul style="list-style-type: none"><li>• Review what the next steps are for quick starts and main report</li><li>• Establish who is responsible &amp; meeting schedule</li><li>• Final round of questions</li></ul>

# WORKPLAN TO COMPLETE QUICK STARTS

## 1. Split in three sub-committees

<b>Group 1</b> City to Residents, Residents to City	<ul style="list-style-type: none"> <li>increased literacy of, and opportunities for engaging in, City processes and resource allocations</li> <li>enhancing how the City engages with citizens, and vice versa</li> <li>enhancing democratic decision making process (including elections/democracy)</li> </ul>	Colleen, Dennis, Elisa, Jennifer, Lyndsay, Peter, Scott, Tara, Tessica
<b>Group 2</b> Neighbour to Neighbour	<ul style="list-style-type: none"> <li>neighbour to neighbour engagement</li> </ul>	Curtis, Lizzy, Meharoona, Olive, Richard, Sam
<b>Group 3</b> Communication Support	<p>Support the task force by providing:</p> <ul style="list-style-type: none"> <li>a plan for communicating the work the Engaged City Task Force is doing in an ongoing way to the public (ie. not just media hits)</li> <li>a public engagement "quick start" (or plan) for how the public will be involved in developing the final report of the ECTF to council</li> </ul> <p>In addition, Group 3 is tasked with providing a recommendation on the best way, and timing for, engaging the unsuccessful ECTF applicants in ongoing work.</p>	Catherine, Julien, Lizzy, Meharoona (may leave - weighing whether to join group 2, 3 or both), Olive, Tara, Tessica

## 2. Sub-committees to undertake work as follows

Who?	What?	By When?
Task force members	Need a volunteer from each sub-committee to act as a convener	January 21
Andrea	Compile all ideas generated by task force & received from public, staff, electeds and distribute	January 22
Andrea	ID a staff liaison for each sub-committee	January 22
Sub-committees	Review all potential quick starts against criteria, rank list and prepare recommendations for a prioritized list to full task force	Btwn Jan 22 and
Sub-committees	Provide recommendations to full task force to review	February 16th
Full task force	Meet as a task force to sign off on final quick start list	February 23rd

## What does a successful quick start look like?

Measurables	How it makes people feel
Launchable mid-March, June at the latest	City Hall is open, responsive, approachable
Produce some results by October	They can *see* the quick start
Ease of implementation (uses existing assets) + a good “bang for buck” (wide impact)	It’s easy <ul style="list-style-type: none"> <li>• for anyone to participate</li> <li>• to see emotional return on investment</li> <li>• to understand how it would improve their engagement with City or neighbours</li> </ul>
Evidence-based approach that prioritizes addressing “weaknesses”	Immediate smile! The “happy factor”. Emotional impact.
Enables learning for future engagement work	They want to talk to others about it
Enables multi-sectoral partnerships	Like they are in a two-way conversation
Win-win-win: prioritize actions that produce outcomes for all three main objectives	Access to Mayor, access to Councillors
Sustainability past life of quick start (incl. fit with city structure)	
Generates good news stories	

# BIG SURPRISES & BIG QUESTIONS

## Big Surprises (from Vancouver Foundation research presentation)

- Biggest reason people don't engage is that they feel they have "Nothing to Offer"
- Chinese residents are less engaged in high Chinese resident areas, which is the opposite of all other disaggregated language groups in the research
- Southeast is the worst of the 5 areas, even though it includes Renfrew Collingwood which we perceive to have very high engagement, capacity to build engagement
- Surprised by how uniform concerns are across demographics and geographics, how "time" was not identified as a significant barrier to engagement

## Big Questions

"Meta questions" inspired by the presentations and the day's conversations

- What are the root causes of engagement gaps?
- Why do people feel they have nothing to offer?
- City as service provider? And/or City as activator and convener?
- Are we treating people as consumers or citizens?
- What are the goals for engagement and how do we measure them?
- How can the City encourage trust and connectivity among neighbours?
- Where is the City creating space for the conversations?
- How do we foster informal encounters with the City?
- What is the "invitation"? Does it provide people with the information they need to know what they can offer in the context the invitation is given?
- Should we look at the 5 "sectors" used in the Vancouver Foundation as having different needs, and therefore solutions? Should highest need (southeast) sector be highest priority?
- What City functions are best dealt within a neighbourhood? Can we take city committee meetings and/or Council meetings out into neighbourhoods?