

Governance and Legislation Committee
May 16, 2023
On-Table Items

Item Type	Date	Item No.	Item Name	Page Number(s)	Reason For On-Table Distribution
Presentation	May 16, 2023	3.1	Public Engagement Policy	3-8	Received after agenda publication

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1

Public Engagement Framework – current state

Brief 'Public Consultation' section attached to the Communications Procedures and Guidelines Administrative Policy

- updated last in 2015
- no longer reflects current best practices in public engagement
- does not include guidance on strategic oversight, processes, principles, and roles and responsibilities

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2

2

Public Engagement Framework – identification of need

October 2020 – launch of Engage Port Moody

In implementing and growing this key public engagement resource staff became aware of the need for policy, processes and procedures to plan public engagement effectively and responsibly

3

Public Engagement Framework – challenges

Challenges experienced in the absence of effective public engagement process, policy and procedure included:

- Inefficient and ineffective workflow that was missing key ELT strategic oversight
- Council over-involvement in engagement tactics and tools that did not follow established best practices and led to changing goal posts and extra staff work
- Risk of public distrust and cynicism with perceptions of confusing or inauthentic public engagement
- Risk of public saturation with too many engagements
- Staff capacity challenges and risk of burnout

4

Public Engagement Framework – objectives

Challenges experienced revealed an opportunity to develop a comprehensive public engagement framework to achieve the following objectives:

- Apply a corporate strategic lens to ensure the City follows established professional best practices
- Standardize and increase efficiencies in organizational processes
- Clearly define staff and Council roles
- Consider staff capacity and public engagement fatigue within the public engagement planning process
- Provide staff education

5

Public Engagement Framework – project charter

October 2021 – project charter initiated to develop a comprehensive public engagement framework to guide and improve the City’s public engagement process

This project is included within the Corporate Project Plan, in support of Council’s Strategic Plan objective to “Strategically focus public engagement opportunities and ensure public information is accessible”

6

Public Engagement Framework – structure

Administrative Policy

Section: Communications (Page #) 19
 Sub-Section: Public Engagement Policy (Page #) 1490
 Title: Public Engagement Policy (Page #) 2023-01

Corporate Policy

Section: Communications 19
 Sub-Section: Civic Engagement 1490
 Title: Public Engagement 2023-01

Related Policies

Number	Title
11-5460-02	Neighbourhood Traffic Calming Policy
13-6410-01	Public and Stakeholder Consultation for Major Development Projects or Area Plans
A19-1490-2023-01	Public Engagement Framework

7

Corporate Public Engagement Policy

Policy

- This policy delegates authority to manage the public engagement framework and approach, as outlined in Administrative Policy – A19-1490-2023-01 – Public Engagement Framework to the General Manager of Corporate Services.

Procedures

- Council and staff involvement in the Public Engagement process will be in accordance with Administrative Policy – A19-1490-2023-01 – Public Engagement Framework.

Corporate Policy

Section: Communications 19
 Sub-Section: Civic Engagement 1490
 Title: Public Engagement 2023-01

Related Policies

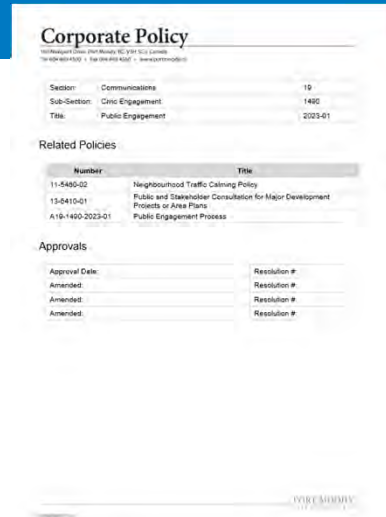
Number	Title
11-5460-02	Neighbourhood Traffic Calming Policy
13-6410-01	Public and Stakeholder Consultation for Major Development Projects or Area Plans
A19-1490-2023-01	Public Engagement Process

8

Corporate Public Engagement Policy

Scope

- This policy does not pertain to external developer-led public engagement. This specific type of engagement is addressed by Corporate Policy – 13-6410-01 – Public and Stakeholder Consultation for Major Development Projects or Area Plans.
- This policy does not pertain to engagement with Rights Holder First Nations.



9

Corporate Public Engagement Policy

Monitoring/Authority

- This policy is to be administered and monitored by the General Manager of Corporate Services. Changes to this policy require approval by Council.



10

