

Application Cover Sheet

Name of Submission	Engaged City	
Sponsoring Organization	City of Vancouver	
Contact Person	Tracy Vaughan	
Name of Relevant Manager	Rena Kendall-Kraden	
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Award Category: National Awards and Project Awards		Please check relevant category or categories:
	Canadian Organization of the Year	✓
	Canadian Research Award	
	Creativity, Contribution and Innovation in the Field	
	Indigenous Engagement	
	Respect for Diversity, Inclusion and Culture	
	P2 for the Greater Good	



2015 CORE VALUES AWARDS

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I, the undersigned, do hereby authorize IAP2 Canada to use the material provided by
(Insert name of contact person):

Tracy Vaughan, Senior Public Engagement Advisor

on behalf of *(insert name of organization or individual):*

City of Vancouver

and I/We agree that IAP2 Canada may use or permit other persons to use the material provided in such a manner as may be deemed appropriate. This may include, but is not limited to, newsletters, websites, marketing materials, educational information, brochures and media releases.

Signed: Tracy Vaughan

Name: Tracy Vaughan

Date: May 4, 2014

Application Checklist

Please attach completed form to each entry

ORGANIZATION NAME: City of Vancouver

CONTACT PERSON: Tracy Vaughan

PHONE: 604-362-1231

EMAIL: tracy.vaughan@vancouver.ca

DATE: May 4, 2015

ITEM	COMMENTS	PLEASE CHECK
Application addresses the criteria for each category		
Application has taken the Style Guide into consideration.		
Application Cover Sheet		
Consent Form to Reproduce Material		
Application is no longer than 10 typed pages in length		
Application is under 5MB is size.		
Additional creative/interactive materials		
Application Fee		

Engaged City – City of Vancouver

IAP2 Canada Organization of the Year Award

Nominee: City of Vancouver

Contact:

Tracy Vaughan
604.362.1231, tracy.vaughan@vancouver.ca

Participant references – Task Force Members:

1. Jennifer Gray-Grant
Executive Director of Joyce Collingwood Neighbourhood House
604.412.3835, jgray-grant@cnh.bc.ca
2. Marten Sims, Designer and Facilitator and Lecturer,
604.726.1451, marten@martensims.com
3. Lyndsay Poaps, Engagement Practitioner
778.871.3570, lyndsay.poaps@gmail.com

Publications:

1. Emily Jackson, Metro News, emily.jackson@metronews.ca
2. Matthew Blackett, Spacing Magazine

IAP2 members involved:

- Tracy Vaughan
- Amanda Mitchell

What is an Engaged City:

An Engaged City brings people together for conversations to address issues of common importance, to solve shared problems, and to bring about positive social change. It involves people in the decision-making process such that it improves the resulting decision and, over time, builds the trust that is needed for fully empowered communities to actively create a common future.



Title	Engaged City
Organizing Group Location	City of Vancouver Vancouver, BC
Key Question/Problem	<p>Vancouver Foundation's Connections and Engagement report identified that it's hard to make friends in Vancouver, our neighbourhood connections are cordial but weak, and that many people are retreating from community life. These factors not only undermine social connectivity, but also directly impact resident's engagement with their local government.</p>
Sample Methods	<p>A group of 22 residents representing a diversity of backgrounds and a range of ages, living in neighbourhoods across Vancouver, were brought together to provide advice toward healing these issues. The Engaged City Task Force took their work directly to residents through meetings, world cafés, small gatherings, kitchen table discussions, and dialogues both online and in-person.</p>
Results	<p>Four themes emerged as the building blocks of an Engaged City: the need to 1) Build Knowledge, 2) Build Capacity, 3) Build Trust, and 4) Build Power. The Task Force worked for over a year to develop 16 Quick Starts, 19 Priority Actions for the City, and six Recommended Ideas for the Community. Council received the final report unanimously and the Corporate Management Team ensured that a cross-departmental approach was taken by staff in order to implement the recommendations, led and coordinated largely by the Public Engagement Team within Corporate Communications. Key initiatives that expanded the opportunity for public involvement with City initiatives included Talk Vancouver, Pop-Up City Hall and Doors Open Vancouver.</p>
Impact Level Time Frame People Engaged Web Link	City-wide, including businesses and newcomer residents 24 months and ongoing 20,000 vancouver.ca/engage

Background

In October 2012, Vancouver City Council approved the creation of the Mayor's Engaged City Task Force to provide recommendations on how to increase Vancouverites' sense of belonging and inclusion, deepen their electoral engagement, and address frustration regarding access to municipal decision-making.

This important work was sparked in part by the Vancouver Foundation's [Connections and Engagement](#) report which put hard data behind what many intuitively know: it's hard to make friends in Vancouver, our neighbourhood connections are cordial but weak, and that many people are retreating from community life. These factors not only undermine social connectivity, but also directly impact resident's engagement with their local government. Vancouver is experiencing Canada-wide trends such as low voter turnout and broad mistrust in the institution of government.

In December 2012, a group of 22 residents (from a pool of 117 applicants) representing a diversity of backgrounds and a range of ages, living in neighbourhoods across Vancouver, were brought together to provide advice toward healing these issues. After much deliberation and public engagement by the task force members, four themes strongly emerged as the building blocks of an Engaged City. These were the need to 1) Build Knowledge, 2) Build Capacity, 3) Build Trust, and 4) Build Power.



The Task Force worked for over a year to develop 16 Quick Starts, 19 Priority Actions for the City, and six Recommended Ideas for the Community. Each of the recommendations varies in its potential to address the gaps and barriers identified and are meant to work together, reinforcing each other in a process that builds momentum towards a stronger culture of participation and engagement in Vancouver.

[View the Task Force's final report](#)

Council officially received the Task Force's initial Quick Starts report in May 2013 and Council officially received the final report unanimously in April 2014. The Corporate Management Team ensured that a cross-departmental approach was taken by staff in order to implement the recommendations, led and coordinated largely by the Public Engagement Team within Corporate Communications. The following are key accomplishments to date that have really helped to expand public opportunities for participation in the City:

Pop-Up City Hall

The Task Force found that many people are unable to access City Hall to use the services they want during the hours it is open, due to work or travel constraints. They recommended that the City develop a pilot program for a 'mini-City Hall' to have key city services available at select times in neighbourhoods, starting with those poorly served by transit access to City Hall.

In May 2104, the City launched Pop-Up City Hall, a mobile service to bring select City Hall services and consultation opportunities directly to neighbourhoods. Through this pilot project focus was to improve service levels, help residents adopt online services, and encourage active participation with the City. Pop-Up City Hall offered customized support like translation services by employing 3-1-1 customer agents as outreach staff.



Pop-Up required a strong collaboration between Corporate Communications, 3-1-1 Customer Service and the Fire Department – a union which helped it win the City's internal service awards for cross-team collaboration.

During Pop-Up City Hall's pilot period, 12 locations around the City, primarily in South and East Vancouver were visited from May to July resulting in over 1,500 unique interactions with residents. The initiative was so effective that it was then used as an outreach arm for Elections and engagement on the annual Budget. In total there were 52 Pop-Ups in 2014, enabling the City to directly engage more than 8,000 individuals.

So far in 2015, Pop-Up City Hall has interacted with over 2,500 people at 18 deployments and it is being actively integrated into engagement and outreach strategies for programs run by staff across the organization.

[View the project overview](#)

http://vancouver.ca/files/cov/Pop-Up_Overview_Presentation_December_2014.pdf

Doors Open Vancouver

The Task Force expressed that City Hall is the people's building, and the City should hold opportunities for the public to visit different floors, explore different departments, and visit offices that they cannot normally access. They suggested that an "Open Door" day in Vancouver could also include key pieces of city infrastructure such as the Southeast False Creek Neighbourhood Energy Utility, the Manitoba Works Yard, or police and fire facilities, to build awareness about the services people receive for their tax dollars.

On October 4, 2014 the City of Vancouver hosted its inaugural Doors Open Vancouver. Doors Open was a one-day event that allowed residents to get a behind-the-scenes look at over 20 popular and iconic Vancouver buildings. Over 8,500 visits were recorded in the first ever Doors Open Vancouver with some venues having line-ups throughout the day. The event was a mass cross-



departmental effort and included the support of 190 volunteers from Vancouver's public. Both City staff and visitors were equally pleased and excited by the opportunity to have a positive, open and fun interactive experience.

Doors Open Vancouver will return in 2015 as a two-day event featuring more buildings. Targeted invites will encourage newcomers to Vancouver to participate and explore how they can get involved with city programs.

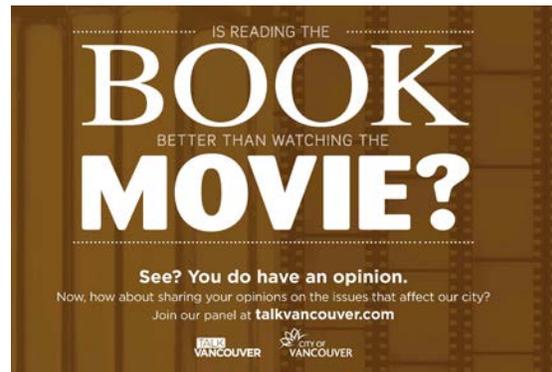
[View the project overview](#)

http://vancouver.ca/files/cov/DOV_Overview_Presentation_October_2014.pdf

Talk Vancouver

In an effort to provide more digital opportunities for engagement and expand the opportunities for people to get involved in municipal decision-making, the Talk Vancouver panel was launched in September 2013 as a quick start action.

The online community panel enables citizens to engage regularly with the City and provide feedback on civic issues. Using interactive survey and dialogue tools to collect feedback, the digital platform provides a new avenue for citizen input that builds on existing structures for engagement. The online tool allows for more in-depth feedback and the ability to ensure that responses are demographically reflective of Vancouver.



The Talk Vancouver platform has helped to significantly increase response rates and the reach of City consultation projects. Since its inception more than 4,300 Vancouver residents and businesses have joined the panel, representing a diversity of perspectives across the city. Input on civic projects is also welcome from non-members on the Talk Vancouver platform to ensure inclusion. In 2014, 45 questionnaires/studies were deployed with 18,400 submissions received in total.

[View Talk Vancouver reports in the library](#)

Voter Outreach



A significant number of the task force recommendations were focused on increasing voter turnout. In 2014 the City held a municipal election, and working on the advice of the task force, developed a comprehensive campaign that included increasing positive cues to encourage voting, a relevant brand, savvy use of social media, and leveraging opportunities like Pop-Up City Hall and Doors Open to connect residents about the election and to register voters.

Social media was highly effective at getting the word out. A total of 815,185 impressions were made on all election related posts which included a twibbon campaign, infographics and quizzes. "I voted" stickers

were given out at all polling stations and were ubiquitous both on the streets and on social media. An online “Plan your Vote” tool allowed voters to review candidates, save their choices, select a polling location and add their choices to their calendar. Over 51,000 people used the Plan your Vote tool. In the end, there was a strong voter turnout with 43.4% of registered voters cast a ballot, up from 34.6% in 2011.

The City has been applying lessons learned through the municipal election to encourage people to vote in the transit plebiscite.

Development Notifications

A key recommendation in the Task Force Quick Starts Report is to improve communication around property development – an area of increasing contention among residents. In an effort to provide more clarity around development proposals, a new site sign and notification card template was created that features:

- Easy-to-understand language and details
- Improved visuals (a sketch and site map)
- Information on how residents you can give input online or in person



The new approach won Toronto activist Dave Meslin’s 2014 Dazzling Notice Award. Work continues in this arena, with improvements to the notification tools used in order to reach more renters in our high density neighbourhoods, as well as updated processes for gathering public input on development proposals that help staff articulate the review lens they are using and gather informative feedback. The end of 2015 will see significant online improvements to development applications that will help public members understand the details of a proposal and their opportunity to provide input.

Impact

The Engaged City Task Force recommendations have been instrumental in the way the City has approached public engagement. It has helped change the focus of public engagement as a per-project transaction into ongoing dialogue and relationship building opportunities.

These recommendations are interdisciplinary in nature and implementing them has required departments to work closely together. A result has been deeper internal and external working relationships that have uncovered opportunities for collaboration.

The City’s Corporate Management Team is fully supportive of the Engaged City Task Force work, and positive experiences with Doors Open Vancouver, Pop-Up City Hall and the Talk Vancouver community has elevated the importance of public engagement throughout the City.

Moving forward the City (council and staff) are committed to continuing to implement the Engaged City Task Force priority actions and quick starts. This will include revamping the public engagement strategy templates and reporting templates to incorporate the

IAP2 Spectrum of Public Participation, providing IAP2 training for staff and piloting a participatory budgeting program.

Evaluation against Core Values

The City's public engagement approach, through the Task Force, has been designed by the public for the public. It's always a challenge to bring a diverse group of residents together to find shared agreement but the work of this Task Force was particularly difficult. While other cities have already explored some of the same issues that Vancouver has tackled, such as Greenest City and Affordable Housing, almost none have focused on engagement as a formal policy development area.

The Task Force took their work directly to residents through meetings, world cafés, small gatherings, kitchen table discussions, and dialogues. Members joined events throughout the city, hosted a design jam and set up an online forum to accept ideas. The approach was extremely grassroots with the specific intention of developing a set of recommendations that truly involved participant voice and would be meaningful in its implementation.

Independent References

Participant references – Task Force Members:

1. Jennifer Gray-Grant
Executive Director of Joyce Collingwood Neighbourhood House
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2. Marten Sims, Designer and Facilitator and Lecturer,
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3. Lyndsay Poaps, Engagement Practitioner
778.871.3570, lyndsay.poaps@gmail.com



Aaron Leung
@LiveGreenAaron



@CityofVancouver loving #PopUpCityHall. Thanks for the bike map! Got one while setting off on my ride. Perfect timing.



Lori
@NurseNerdy



Touring the False Creek Energy Centre with @DoorsOpenVan - such a cool opportunity!



V. Anastassiou
@alluros



Just completed my #VanElxn plan using @CityofVancouver's online election planner. Handy little tool: bit.ly/1DxRtY0



Scott Blessley
@sblessley



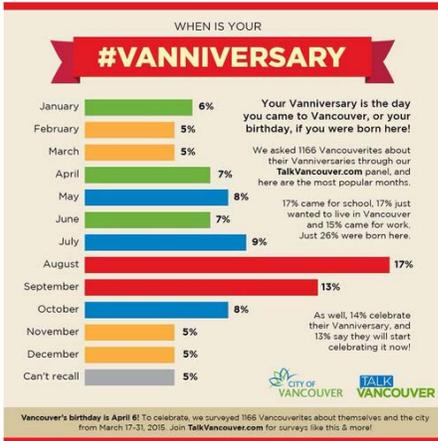
Proud to volunteer for the 1st ever #DoorsOpenVan . Effort at Scotiabank Dance Ctr went great; as close to flawless as could be expected.



Becky Potvin
@bmarkshepot



April is our #Vanniversary! @colinohearn and I just celebrated 4 years in #vancouver #westcoast #bestcoast



Month	Percentage
January	6%
February	5%
March	5%
April	7%
May	8%
June	7%
July	9%
August	17%
September	13%
October	8%
November	5%
December	5%
Can't recall	5%

Your Vanniversary is the day you came to Vancouver, or your birthday, if you were born here!

We asked 1166 Vancouverites about their Vanniversaries through our TalkVancouver.com panel, and here are the most popular months.

17% came for school, 17% just wanted to live in Vancouver and 15% came for work. Just 26% were born here.

As well, 14% celebrate their Vanniversary, and 13% say they will start celebrating it now!

Vancouver's birthday is April 6! To celebrate, we surveyed 1166 Vancouverites about themselves and the city from March 17-31, 2016. Join TalkVancouver.com for surveys like this & more!

RETWEET

1

FAVORITES

10

