

CITY OF SURREY PARKS, RECREATION & CULTURE STRATEGIC PLAN



THE PROJECT

PARKS

(PARKS & NATURAL AREAS)



RECREATION

(INDOOR & OUTDOOR)



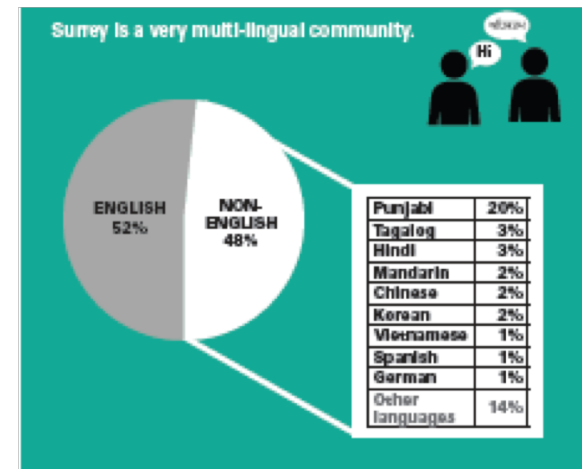
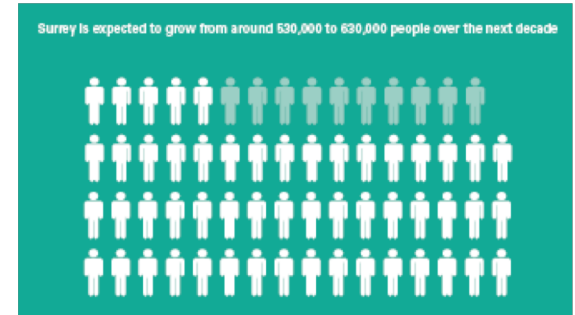
CULTURE

(ARTS & HERITAGE)



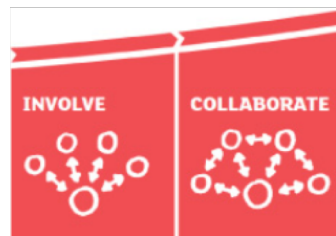
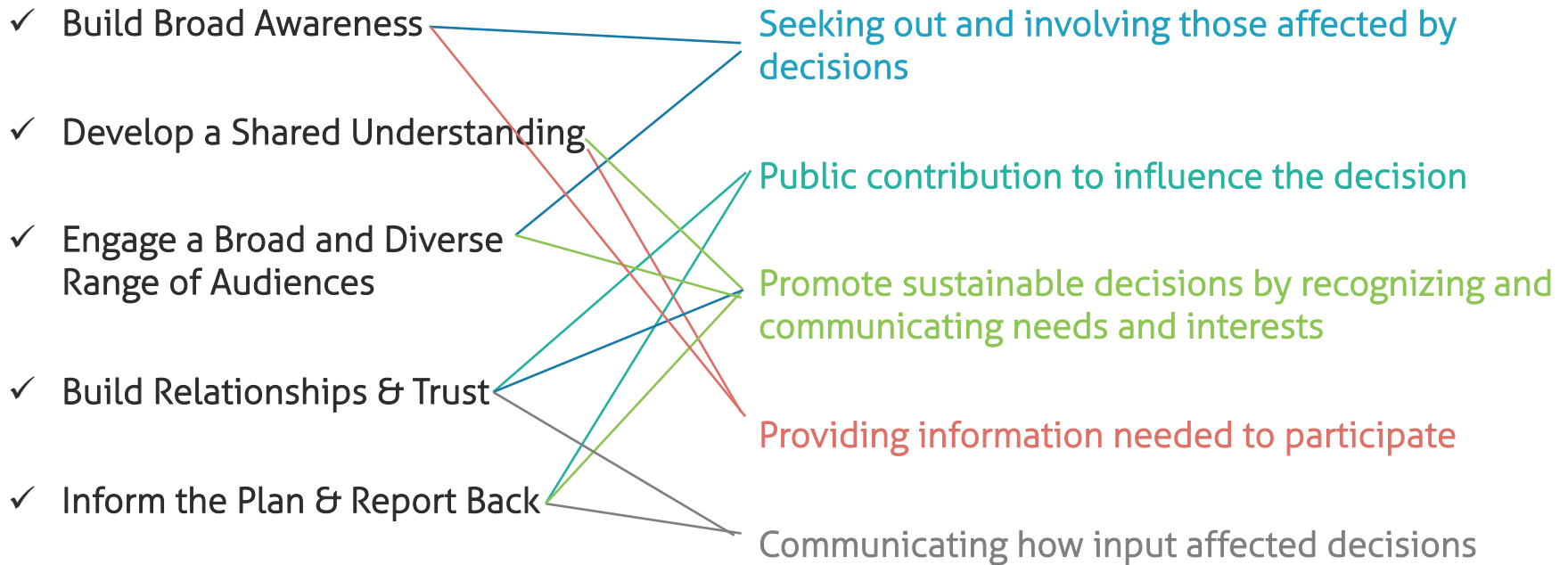
THE CHALLENGE

- Fast growing community
- Large geographic base – 6 separate communities
- Diverse community
- Region's largest urban Indigenous community
- Many people/groups rely heavily on City programs and services
- Past engagement processes not reflective of the community
- Wide range of topics to include in the plan and range of City departments involved
- Range of interest groups across parks, recreation, arts, and heritage
- Some skepticism / mistrust from previous PRC Plan



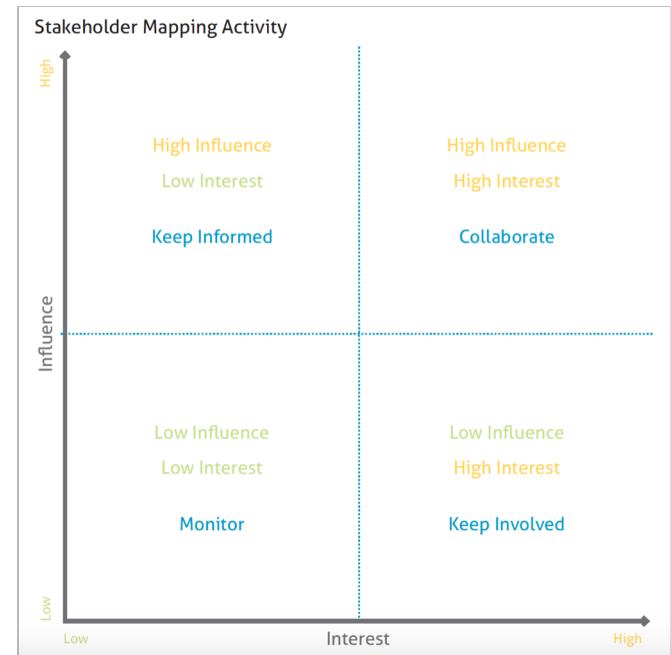
ENGAGEMENT OBJECTIVES

IAP2 CORE VALUES



PRE-ENGAGEMENT

- Internal Engagement & Technical Work
 - Interdisciplinary working group
 - Stakeholder identification and mapping
 - Facility & amenity inventory and needs assessment
- Early Outreach
 - Interviews with key community leaders and City staff
- Engagement Strategy
 - Why, What, Who, When, and How of engagement and communications
 - What will success look like?



A PHASED PROCESS

STEP 1 BIG IDEAS

Join us as we explore early ideas, issues, and opportunities

MARCH – APRIL 2017

STEP 2 DIRECTIONS

Dive deeper and discuss key priorities and directions

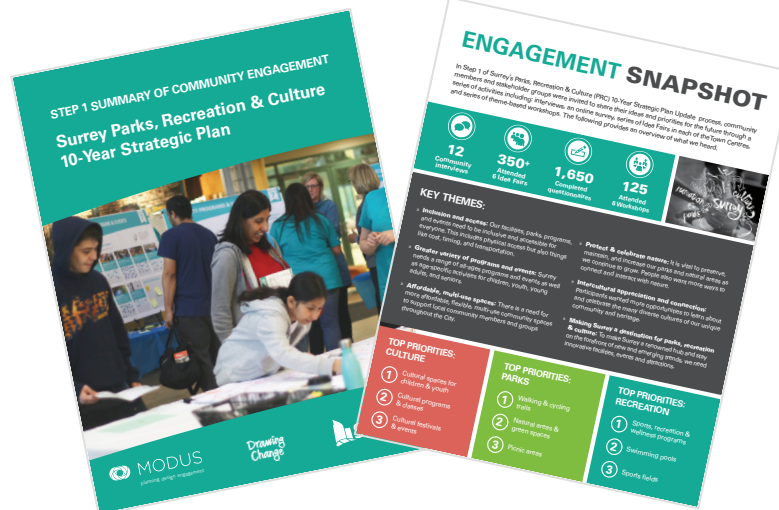
MAY – JUNE 2017

STEP 3 CHECK BACK

Review key elements of the draft plan to make sure we're on the right track

JULY – SEPTEMBER 2017


REPORTING
BACK TO
BUILD TRUST...



RAISING AWARENESS



6
project
ambassadors



28,000
e-newsletter
subscribers
receiving email
updates



18
local sources
containing
newspaper
advertisements




100,000+
views on
Facebook

37,000+
views on
Twitter


17,000+
views on
Instagram




Surrey's
electronic
billboards



40,000+
households
received
Postcard
mailouts

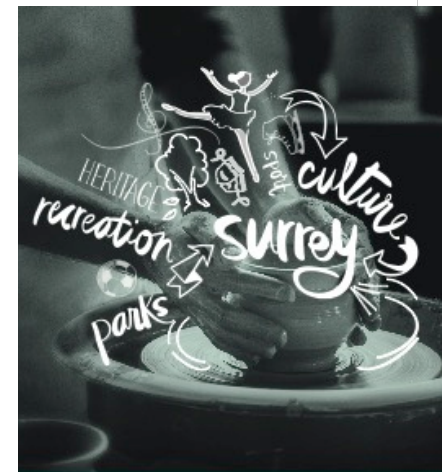


100+
bus and
Skytrain
platform ads



posters in
City facilities

P R C



BROAD & DEEP ENGAGEMENT



4,630+
Completed
3 Questionnaires



410+
Attended
7 Public Events



250+
Attended
10 Workshops



90+
Attended
13 Focus Groups



28
Booths at City
Facilities &
Community
Events

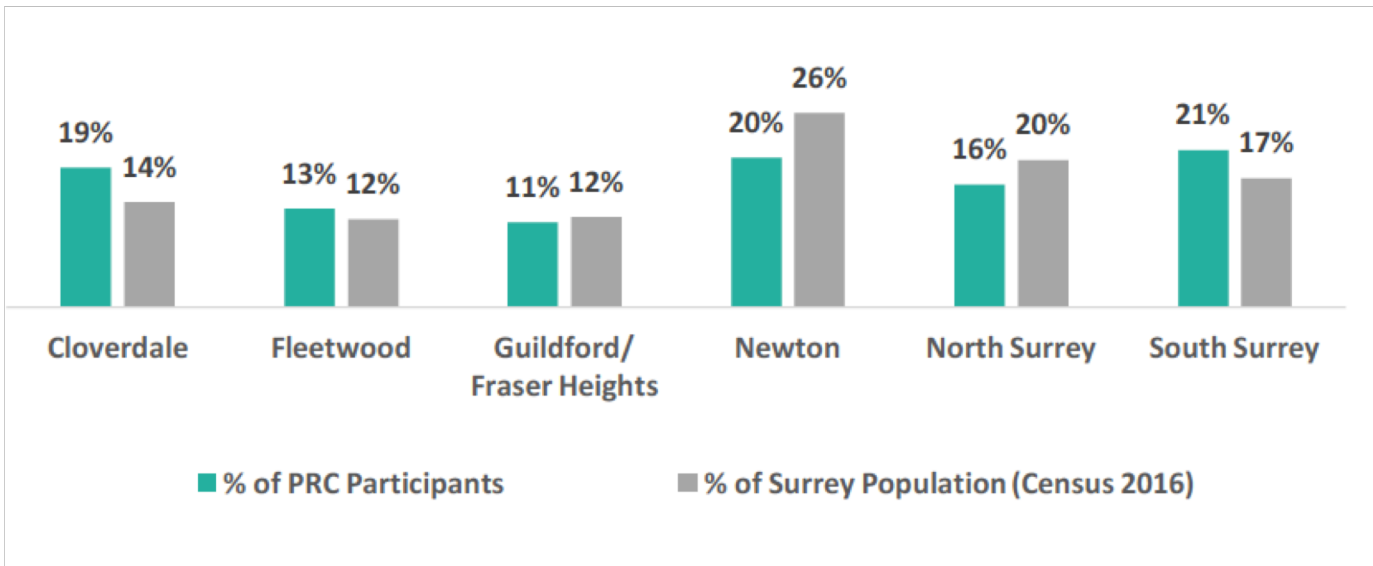
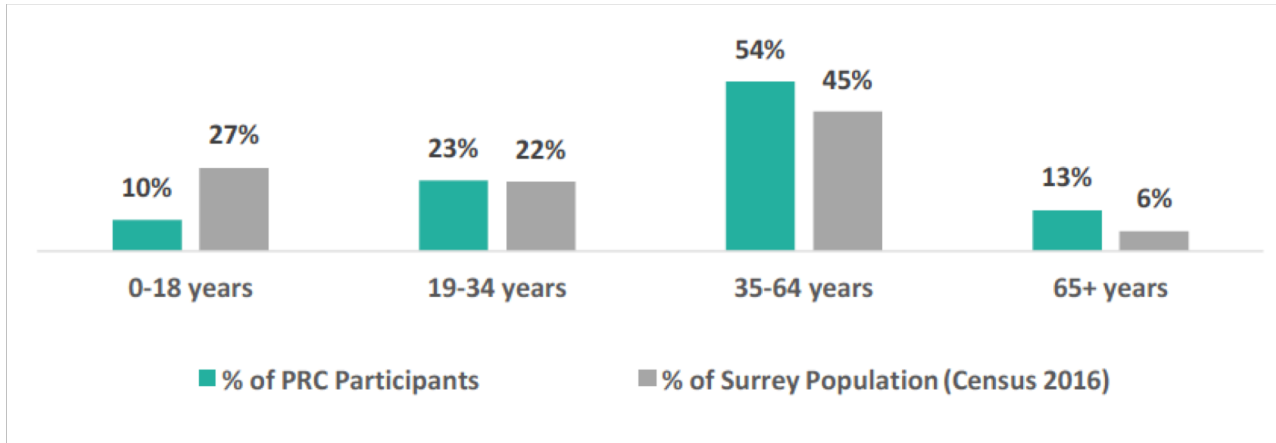


REACHING DIVERSE AUDIENCES

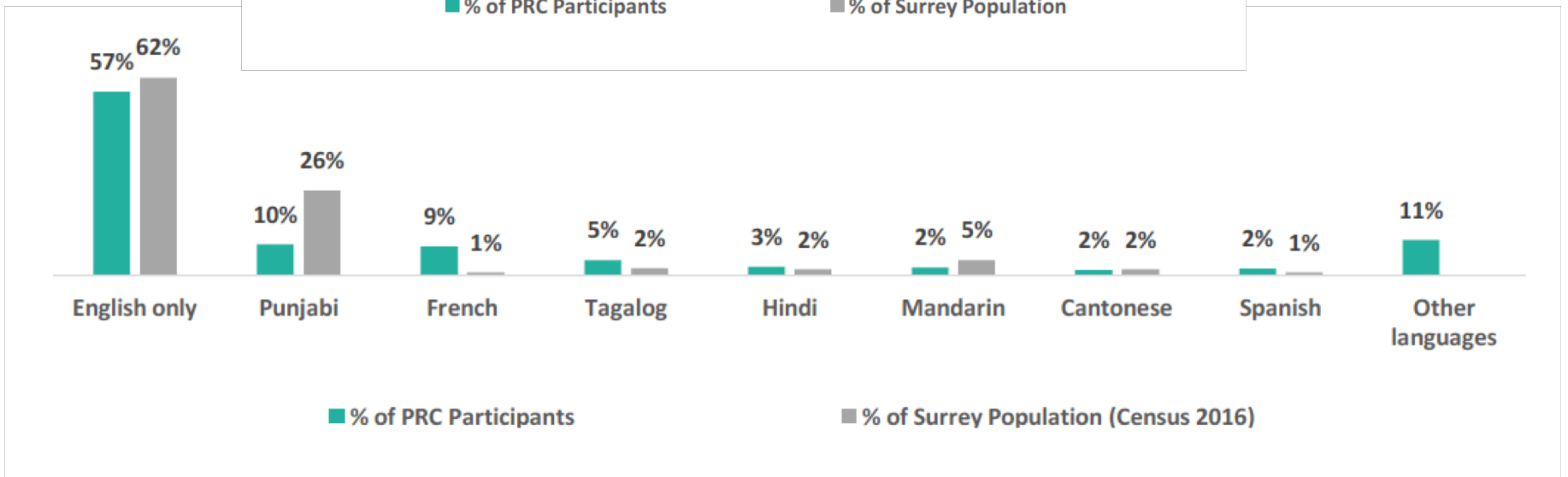
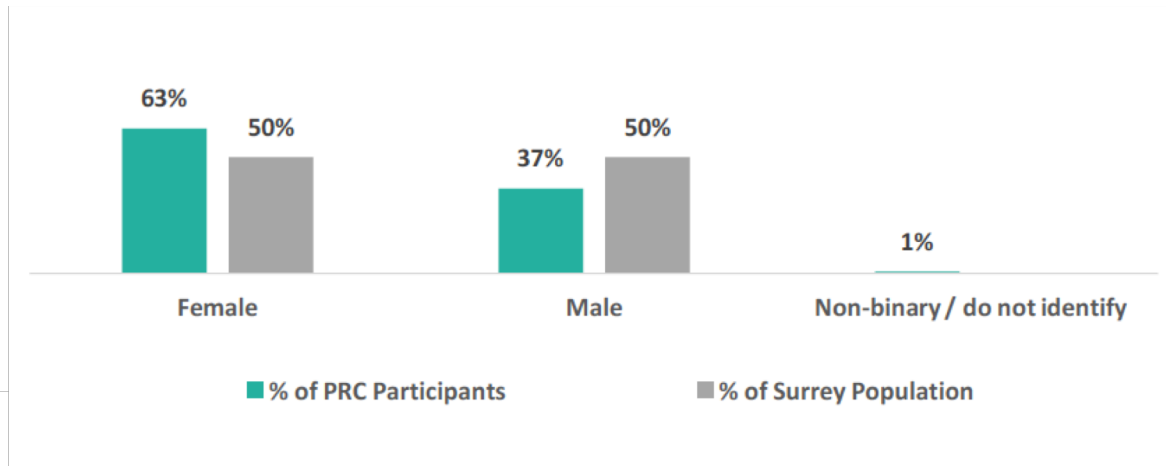
- ✓ Meeting people where they're at
- ✓ Multi-lingual ambassadors
- ✓ Advertising in non-English newspapers
- ✓ Simple, visual materials and graphics
- ✓ Targeted focus groups
- ✓ Connecting with staff and advocacy groups
- ✓ Measuring what's working and being responsive



QUANTIFYING DIVERSE ENGAGEMENT



QUANTIFYING DIVERSE ENGAGEMENT



INCLUSIVE PROCESS -> INCLUSIVE PLAN



LESSONS LEARNED

- ✓ Pre-work is critical to success
- ✓ 'Hard to reach' → 'Seldom heard'
- ✓ People care, make it easy, make it fun!
- ✓ Measurement & evaluation matters
- ✓ Diversity matters



FOR MORE INFORMATION

Surrey.ca/PRCplan

