

OUR VANCOUVER

OUR FUTURE 2045

COMMUNITY PARTNERSHIP FRAMEWORK

Prepared by WSP

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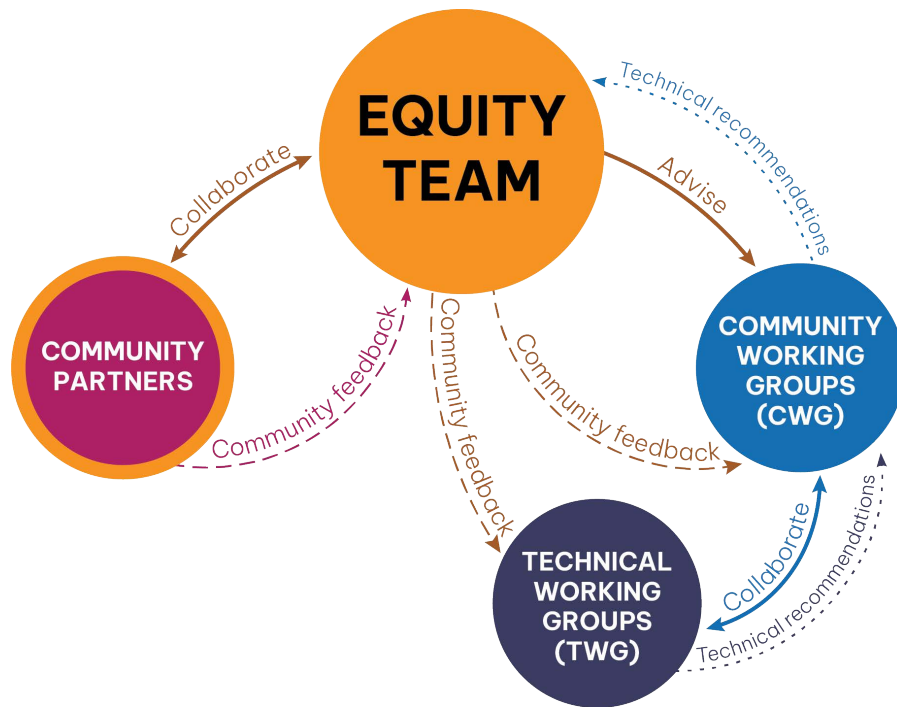
OUR VANCOUVER is a three-year initiative where community members and the City will embark on a co-creative process to update the City's Comprehensive Plan and Title 20 of the City's Municipal Code. The **OUR VANCOUVER** Public Involvement Plan is a strategic document that outlines the methods and strategies for engaging and involving the public in the decision-making processes, policy development, and project implementation. Through this process, the City is committed to equity, transparency, and meaningful engagement with the public to foster trust and create equitable outcomes for all Vancouver residents.

This framework summarizes the co-creative process described in the Public Involvement Plan, the key advisory groups engaged in the project, the public involvement goals, the tools that will be used throughout the project to engage community members, how input will be tracked and inform the process, and a general schedule of engagement events. Additional details are provided in the Public Involvement Plan.

Co-Creative Process

As part of the project's commitment to engage in a co-creative process and center equitable engagement, the project team has implemented strategies to partner with community representatives. These **Community Partners** have deep connections with local communities and strong existing relationships that will help facilitate engagement and lead to a co-creative process. Community Partners help facilitate engagement, bridge communication gaps, and provide valuable insights into the needs and priorities of the communities they serve.

Co-creation through the comprehensive plan update means Community Partners work directly with the project team as members of the **OUR VANCOUVER** Equity Team and as community engagement liaisons to facilitate conversations with community members and lead "Envision Events" (described further below). Co-creation will shift power dynamics and give community members a direct link to influence the technical analysis and policy development included in the comprehensive plan.



The **Equity Team** includes Community Partners and project team staff. Their role is to ensure integration between the technical recommendations, community feedback and the **OUR VANCOUVER** Equity Framework. The Equity Team will review technical recommendations, analyze community feedback collected during Envision Events and report back to the project team to ensure equity is centered throughout the project and community priorities are amplified, evaluated, and included, to the extent possible, in the final plan.

There will be multiple **Community Working Groups** focused on topic areas consistent with the comprehensive plan elements (i.e. Climate, Housing, Economic Development, etc.). Community Working Groups will collaborate with the Technical Working Groups to identify and share technical recommendations with the Equity Team. The Community Working Groups will include partner agency staff, community representatives, service providers, business owners, advocacy organizations, and other interested parties that have expertise or knowledge in these topic areas that will help inform the technical analysis and plan development.

The **Technical Working Groups** will include city and consultant technical staff, and technical agency partners. Technical Working Groups will be topic-area focused (housing, land use, transportation, public services, etc.) and meetings

will occur throughout the project to inform existing conditions analyses and drive the technical work.

Public Involvement Goals

1. Establish a co-creative process between the City and the Vancouver community that shifts power dynamics and elevates the voices of equity-priority communities.
2. Build trust through transparent two-way communication channels that humanize the project, advance community knowledge, create community ownership, and build long-lasting relationships.
3. Emphasize Vancouver pride to highlight future benefits at a personal, community, and city level to encourage participation throughout the process.
4. Establish comprehensive plan policies that are reflective of community and agency input and will advance the implementation of the plan.

Communication and Engagement Tools

The table below identifies the communications and engagement tools that will be used specific to each audience involved in the comprehensive plan update process. The communications and engagement tools are divided into three categories:

- **Informational tools:** designed as one-way communication to deliver information about the project to all interested parties.
- **Envision Events:** is a broad term used to describe in-person and online events to engage the community during each project phase. Envision Events seek to inform people about the project and gather feedback to shape the vision, land use possibilities, and policy development and implementation. Envision events will be designed to reach and collect feedback from a broad swath of the community, with an emphasis on equity-priority communities.
- **Meetings:** designed to collect and report out on input received. Project working and advisory groups will be internal to the project. Planning Commission and City Council meetings and workshops will be external and provide additional opportunities for public input.

Key Audience	Informational Tools				Envision Events		Meetings			
	Emails	Social media	Paid media	Earned media	Be Heard	In-person events	Community Working Group Meetings	Equity Team Meetings	Technical Working Group Meetings	PC/CC Workshops/ Meetings
Equity priority communities*	X	X	X	X	X	X		X		X
Local Businesses	X	X	X	X	X	X				X
Neighborhood Associations	X	X			X	X				X
General Public	X	X	X	X	X	X				X
Community Partners	X	X			X	X	X	X		X
Equity Team	X	X					X	X	X	X
Project Team Staff (City and Consultant)	X	X	X	X	X	X	X	X	X	X
City Elected and Appointed Officials	X				X	X				X
Community Working Group	X						X	X	X	X
Technical Working Group	X								X	X

*Equity-priority communities are those that have historically been excluded from or who have not participated in City planning processes. For a full list of groups, see the project’s Equity Framework.

PC = Planning Commission

CC = City Council

Digital Engagement

The Be Heard website (<https://www.beheardvancouver.org/plan2045>) will be used throughout the project to share information about the process, details on upcoming events, and to interact with the community. Project information and engagement tools will be updated and added to the Be Heard website at key milestones. OUR VANCOUVER will leverage existing City of Vancouver social

media channels to inform the public of project milestones, public-facing events, and opportunities to provide feedback.

Data Analysis, Reporting, and Evaluation

The **OUR VANCOUVER** Accountability Matrix has been designed to collect data and feedback throughout the planning process. The matrix will track comments received by mail, email, at community events, and at Envision Events. The accountability matrix will be updated following events and reviewed with Community Partners to ensure underrepresented communities are being engaged and their feedback prioritized. This information will be used by the Technical Working Groups to ensure community feedback is being incorporated into planning scenarios. The final matrix will be included as an appendix to the Comprehensive Plan Update.

Evaluation surveys will be administered before and after Envision Events to ensure participants find the information relevant and accessible.