

PUBLIC INVOLVEMENT PLAN

June 2023, updated March 2024

About the Public Involvement Plan

OUR VANCOUVER is a three-year initiative where community members and the city will work together 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.

The purpose of this Public Involvement Plan is to outline a public involvement process that meets the intent of the GMA requirement for early and continuous public participation (RCW 36.70A.140) and clearly articulates the approach to co-creating the plan with members of the community. The Plan includes public involvement goals, the approach and process for community engagement, an overview of public engagement tools to be used, the process for tracking and integrating feedback, and the role of the Planning Commission and City Council in making recommendations and final decisions about the Comprehensive Plan.

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. Co-creation means developing possibilities, policies and implementation steps together, in a way that makes clear and documents how community voice helps create options and is reflected in final decisions.
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 implementation of the plan.

Community Engagement Approach

Public Involvement Phases

Community engagement and outreach will be sequenced around key project milestones to ensure that conversations with the public are meaningful and occur at intervals where feedback can be considered and incorporated into the plan update. The three project phases are briefly described below. Additional details on the tools used in each phase are included in the Engagement Tools section.

Phase 1: Visioning

During this phase, the project team will focus on project awareness, introducing the project to the community, and collecting community input to lead to an overall comprehensive plan vision and individual vision statements for each comprehensive plan element (housing, transportation, climate, etc.). Project informational materials, such as factsheets, postcards, and other small project collateral will be distributed by city and project team staff at community events where the city is already engaging the public. Staff will facilitate informal conversations with community members to understand their values and vision for the future. Feedback will be shared across the project team at team meetings and with Community Partners as part of their onboarding process.

Phase 2: Land Use Possibilities

The land use possibilities phase will include interactive workshops and Envision Events (described further below) designed to develop and solicit feedback on land use possibilities.

The first step in the land use possibilities phase is developing a set of land use possibilities as 3-dimensional models that reflect the community's vision in the urban form. Development of these models will be based on feedback gathered through Phase 1 and through mapping workshops designed to gather community input on land use preferences. The project will engage the community in several mapping workshops, including the Vancouver community broadly, neighborhood associations, community organizations, local schools and youth-focused organizations, community working groups established for the project, and other equity-priority communities.

The second step in the land use possibilities phase is gathering feedback on the 3-dimensional land use models. Outreach during this phase will include Envision Events, including small group conversations with community-based organizations, tabling events, and digital engagement, like surveys and online maps through Be Heard Vancouver, as well as meetings with technical working groups and community working groups. During this phase, the project team will work to show how the different land use possibilities could change how

community members navigate and live in the city. Visualizations and storytelling will be used to provide concrete examples of what the city could look like in the future and what that will mean for the community.

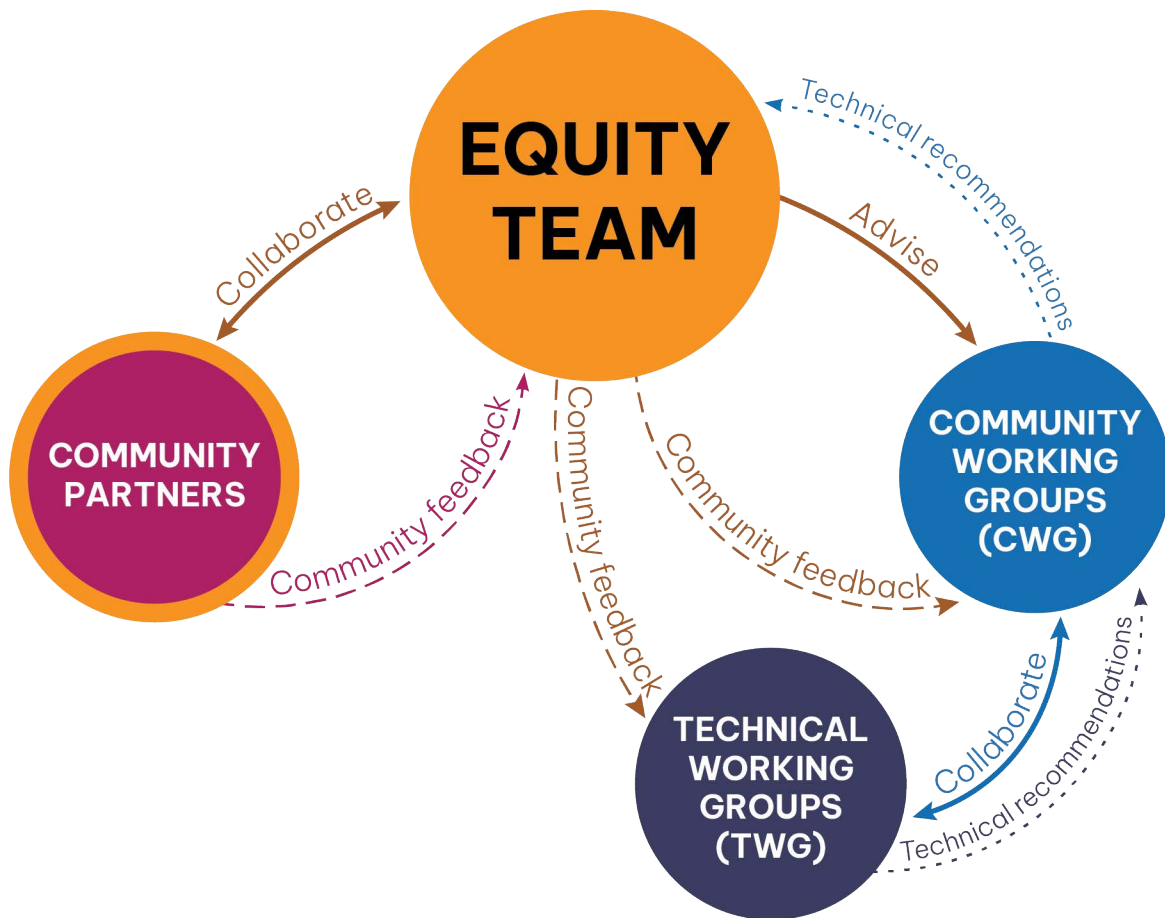
Phase 3: Policy Development/Implementation

The policy development/implementation phase will focus on reporting back and demonstrating how community input was reflected in plan policies and code development. Materials prepared will identify the connections between the community’s vision and feedback on land use possibilities and comprehensive plan policies and implementation measures.

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 at the outset, rather than just being asked to respond to staff generated content.



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 fullest 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.

Communication and Engagement Tools

The table below identifies the communications and engagement tools 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 raise awareness and 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

Informational Tools

Digital Engagement

Website: 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. The website will also provide an option to sign up for project emails through a subscription form and an email address to reach city staff.

Emails: The project team will distribute email communication out to the public through established listservs and a project-specific list generated through sign ups at events and on Be Heard. Email communication may include project updates, event information, and public engagement opportunity announcements.

Social Media: OUR VANCOUVER will also leverage existing City of Vancouver social media channels to inform the public of project milestones, public-facing events, and opportunities to provide feedback.

Paid and Earned Media: Earned and paid media are critical tools to amplify outreach efforts and increase project awareness and visibility. The project team may engage with local news media outlets, including non-English language media and trade publications and support the development of news releases as the project progresses.

Offline Engagement

In order to reach community members that are not online, it is important to share information in a variety of ways. The following strategies will be employed:

- Promote in-person events through offline channels like local non-profit and neighborhood association newsletters, community bulletin boards at libraries, word of mouth and/or flyers at local businesses.
- Work with Community Partners and Community-based Organizations to share information with their networks at partner organization events and through one-on-one conversations.
- Use non-invasive tactile urbanism methods to engage people in the built environment and facilitate observing their surroundings in a new way.
- In person presentations and conversations with a variety of technical and community working groups.
- Small group discussions coordinated through different organizations and advocacy groups.

Envision Events

Envision Events is a broad term used to describe in-person and online engagement opportunities during each project phase and gain feedback to shape the vision, land use possibilities, policy development, and implementation. These events will be sequenced around key project milestones to ensure we are asking meaningful questions that allow community members to influence the development of the Comprehensive Plan. For example, during the land use possibilities phase of the project, Envision Events will ask the community to weigh in on what the city could look like in the future, where new housing or commercial centers may be located, and the changes that are expected in the city over the next 20 years.

A key approach to ensure equitable community engagement and outreach is meeting people where they are. Envision Events will occur throughout the city at places where people gather. Envision Events may be conversations and interactive exercises at community events throughout the city, informal Community Partner-led conversations with their neighbors or networks, large community open houses, event partnerships with community-based organizations, and/or presentations to community organizations or neighborhood associations. Envision Events will also include a digital component with interactive surveys or features on Be Heard.

Envision Events will be advertised using the informational tools described in the previous section in advance of the event (at least 10 days but often more, depending on the audience).

Meetings

Meetings are 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.

Meetings will be advertised using the informational tools described in the previous section at least 10 days before the meeting.

Incorporating Community Feedback

An important part of the project is ensuring that we are leading with equity and that the final adopted Comprehensive Plan and Land Use Code updates include community identified priorities and emphasize the development of an equitable future for Vancouver residents.

To ensure that the priorities flagged by the community are considered in the planning process, the Community Engagement Team, in close coordination with selected Community Partners, will track all stakeholder comments in an accountability matrix.

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 a living document that will be updated regularly throughout the life of the project, when it will be finalized and included as an appendix to the Comprehensive Plan Update. The accountability matrix will track outreach and engagement efforts conducted by the project team; and comments and key themes from community members received by email, phone or mail, at community workshops, at tabling events, via digital engagement tools, and in organic conversations conducted by Community Partners. Comments and key themes will be summarized at key project milestones and shared with Community Partners, Community Working Groups, Technical Working Groups, advisory bodies and policymakers, and the community at large. Community Partners and all the various working groups will review and consider this feedback as they make plan and policy recommendations. How public feedback is incorporated into recommendations will also be tracked in the accountability matrix.

Planning Commission and City Council Review and Approval

The Planning Commission and City Council will be involved throughout the process with workshops and public hearings held at key milestones. The Planning Commission will review materials and make recommendations to the City Council, who has the ultimate approval authority over the final comprehensive plan document. Planning Commission and City Council workshops and hearings are open to the public and will be advertised on the project Be Heard page, the project mailing list, and various other communication channels.