

RDCO Public Engagement

Governance and Services Committee Meeting

June 10, 2021

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rdco.com



Public Engagement

- Public contribution to decision-making
- Residents, stakeholders, municipal and indigenous partners have input into the decisions that affect them.
- Invites participants into the decision-making process
- Timely information and awareness, for input before decisions are made.

IAP2 Spectrum of Participation

Public Participation Goal

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision making in the hands of the public.

Promise to the Public

We will keep you informed.

We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

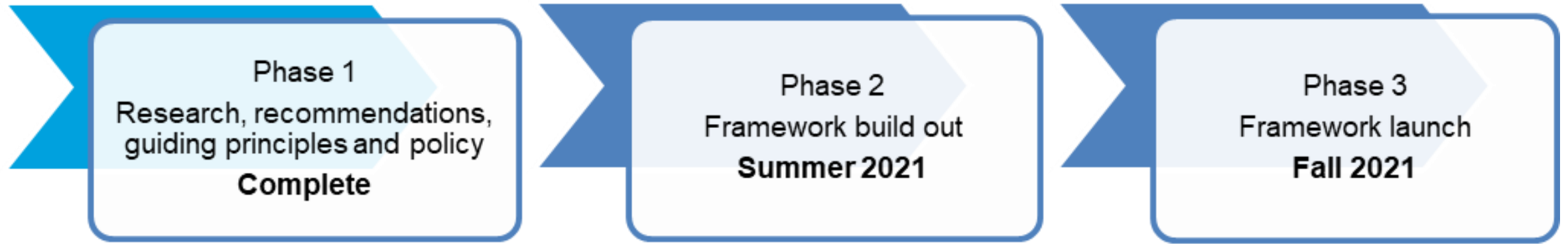
We will implement what you decide.

How will an RDCO framework help?



- Better decision making
- People participate in decisions that impact them
- Greater understanding of issues, needs and potential solutions
- Clear and consistent roles for staff and participants
- Appropriate level of engagement based on impact
- Resources needed are identified

Timeline



Research

- Board interviews
- Staff interviews
- Board survey
- Staff survey
- Interviews with other RDs
- Best practice review through International Association of Public Participation (IAP2)



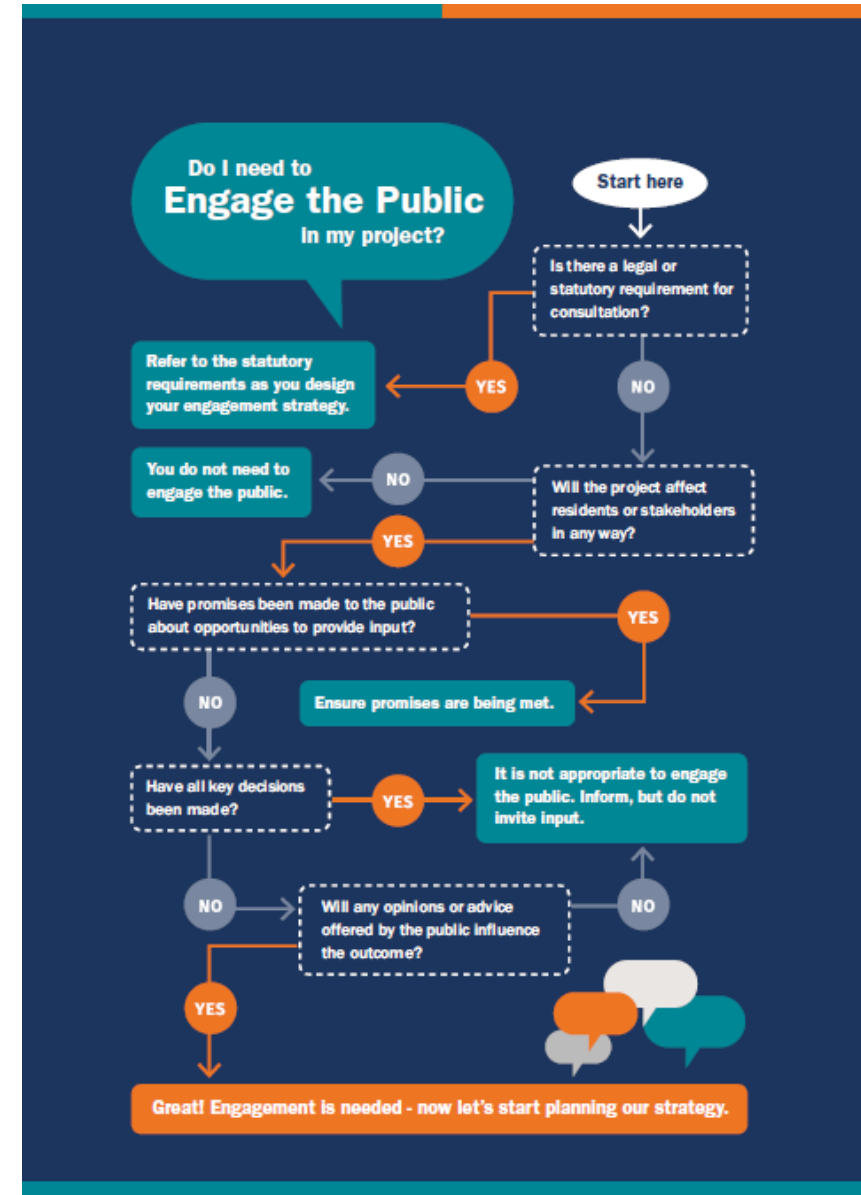
Key Themes

- RDs have unique challenges
- Approach should be consistent
- Online tools / platform have become best practice
- Knowing your audience and how to reach them is critical

The screenshot displays the website for the Regional District of Nanaimo. At the top left is the logo for the Regional District of Nanaimo. The navigation menu includes links for Home, Engagement Strategy, All Engagement Projects, In the News, and RDN Website. A search bar is located on the right side of the navigation menu, along with links for Sign in and Register. The main content area features a large banner with a scenic background of a blue lake and rocky shore. The banner contains the text: "Get Involved! Contribute your ideas and feedback on regional projects and initiatives that matter to you. Sign up, get involved and join the conversation. We are listening!" and a "Register today" button. Below the banner, there is a section titled "Participate Now" with two featured items. The first item is "RDN Golden Shoe" with the text "Show or tell us where you have found the Golden Shoe this year!" and a "Learn more" button. The second item is "Social Needs Assessment & Strategy" with the text "Working with partners to assess and address social needs within the RDN." and a "Learn more" button. The page is decorated with a blue horizontal line at the bottom.

Actions for framework

- Build role and process clarity
- Build coordination and consistency
- Improve communications with participants
- Increase diversity and inclusivity



Engagement Guiding Principles

- Transparency
- Consistency
- Inclusivity and diversity
- Timeliness
- Plain language / clear communication
- Suitable process
- Regional perspective

Public Engagement Policy



- Purpose
- Scope
- Guiding principles
- Responsibilities

Policy cont.

■ Public engagement is:

- Done with purpose
- Organized
- Genuine
- Participant-centric
- Hosted on RDCO channels
- Resources appropriately
- Continually improved
- Right-sized

Board Recommendations:

- THAT the Governance and Services Committee receive for information the RDCO public engagement framework development report, dated June 1, 2021.
- AND THAT the Governance and Services Committee recommend the Regional Board endorse the guiding principles for the RDCO public engagement framework.
- AND FURTHER THAT the Regional Board approve the RDCO Public Engagement Policy (#BP11 – 2021).

