Town of View Royal

N-036
Financial Plan 2024 – 2028

Project Summary

Priority: **Strategic**

Project Name: Community engagement strategy

1-2-05100-615 CC510-22

Submitted by: L. Taylor, Director of Development Services

Executive Summary	At the Council meeting on July 17, 2023, Council passed a motion that the Town of View Royal adopt the International Association of Public Participation's (IAP2) core values as a general framework upon which to build its community engagement strategy. With Council's endorsement of IAP2, it helps inform the Community Engagement Strategy project. A Community Engagement Strategy will help determine when to engage, how we might best connect with the community, and what to do with information gathered is key to the long-term success and community buy in on a range of topics from new playgrounds to housing to infrastructure and asset management.
Business problem and opportunity	The Town does not have consistent engagement protocols and does not always consider how, when and what community engagement might fit into projects and processes. Successful communities and businesses place value on connecting with a range of viewpoints within the community to strengthen decision making and implementation processes.
Proposed project objectives	Using IAP2 as a framework, project objectives are the following: • Understand what kinds of decisions warrant community engagement • Understand the different levels of engagement and use appropriate tools and level where warranted • Establish how to manage community engagement given current level of resources • Understand what kind of engagement the community prefers and what modes of engagement should we consider using.
Business risks	In a changing community, understanding citizen needs and wants is important. While there are small groups of committed volunteers in the Town on various committees, we do not hear from the vast majority of residents unless something is 'wrong'. Business as usual, where engagement is an afterthought or poorly executed is a risk for the long-term success and implementation of various town initiatives.
Proposed funding	Casino revenue

Costs and benefits

Costs	***FY1***	***FY2***	***FY3***	***FY4***	***FY5***	***5-year Total***
Capital						**0**
Operational	80,000	0	0	0	0	**80,000**
Total	**80,000**	**0**	**0**	**0**	**0**	**80,000**

Benefits	
Tangible	Reduce uncertainty, better decisions, community buy in for implementation
Intangible	Stronger sense of connection to Town and community

Recommendation	***THAT the Committee recommend the 2024-2028 Financial Plan include Community Engagement Strategy in 2024 to be funded by Casino revenue.***

Additional Information

IAP2 Community Engagement Spectrum

INCREASING IMPACT ON THE DECISION

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	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 seek your feedback on drafts and proposals.	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 work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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