



MEMORANDUM

Date: April 8, 2025 File No: 0282-20-0202
 To: Mayor & Council
 From: Ania Mafi, Communications & Engagement Manager
 Carrie Gatsby, Director, Communications, Indigenous & Community Relationships
 Re: **Community Outreach and Engagement Policy 0202**

RECOMMENDATION:

THAT

1. "Community Outreach and Engagement Policy 02-10-362" be rescinded; and
 2. proposed "Community Outreach and Engagement Policy 0202" be approved.
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The purpose of this memorandum is to seek approval to rescind one policy and to replace with one new policy, as outlined below.

Community Outreach and Engagement Policy 0202

As requested by the Municipal Manager, the updated policy document revised the Scope (2.0) and removed reference to the Staff Guidance Document for enhanced clarity and updated process.

Appendices

- Appendix A: Community Outreach and Engagement Policy 02-10-362
 Appendix B: Proposed Community Outreach and Engagement Policy 0202

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District of West Vancouver

CORPORATE POLICY

Community Relations & Communications	Community Outreach and Engagement Policy
Policy #02-10-362	
CIS File: 0282-01	

It is the District of West Vancouver's policy to ensure a consistent and transparent approach to community outreach and engagement. This policy will provide Council, the community and staff with a consistent framework for engagement and will provide further opportunities for dialogue on matters that are important to all members of this community.

1.0 Purpose

The purpose of this policy is to provide the District of West Vancouver with a flexible and adaptable approach to community outreach and engagement. The goal is to establish consistent processes that will be implemented with clear guidelines and consistency across all departments and divisions.

2.0 Scope

This policy applies to all divisions of the District of West Vancouver. District roads and transportation work approved due to identified safety concerns, work that is deemed to be of an emergency nature such as water main breaks and emergency road and utilities work, and District projects or initiatives that include a legislated community consultation approach will be excluded from this policy at the discretion of the Divisional Director.

3.0 Guiding Principles for Authentic Outreach and Engagement

The Community Outreach and Engagement Policy of the District of West Vancouver was created to consider the principles for authentic engagement from the International Association for Public Participation (IAP2) and has been adapted to meet the specific needs of West Vancouver. Guiding principles are as follows.

1. The level of community engagement will reflect the size and public impact of the project or proposal.
2. For some District decisions, community input will play a role in creating options for consideration during the decision-making process.
3. The community and stakeholders will know how their input contributes to the decision-making process.

4. The nature and significance of the decision will relate to the level of engagement used in the decision-making process.
5. Some District projects or proposals are identified to be at the level of 'inform' on the spectrum of engagement. For these, the District will provide clear up-to-date information to the community, but the community will not have a role in the decision-making process.
6. Engagement opportunities will be inclusive and the District will make every effort to invite all those who may be positively or negatively impacted by a decision into the process.

4.0 Spectrum of Engagement

Based on the above guiding principles, this policy outlines a spectrum of engagement which communicates the District's commitment to engaging the community. By adopting this policy, the District is committed to planning, implementing and reporting on engagement in a consistent manner.

5.0 Staff Application of this Policy

A staff guidance document has been developed to support this policy and may be modified in the future.

Engagement project teams will be accountable to the Director responsible for the project and the Chief Administrative Officer to ensure clear and consistent application of this policy.

Approval Date: May 26, 2016	Approved by: Mayor and Council
Amendment Date:	Approved by:

The Community Outreach and Engagement Policy will rescind the following District Policies: Community Engagement Policy (2007); Public Involvement Policy (2004); and Designing Public Involvement Processes Procedure (2004).

District of West Vancouver
POLICY

Title: Community Outreach and Engagement
Division: Community Relations & Communications
Policy Number: 0202
File Number: 0282-20-0202

1. Purpose

- 1.1. The purpose of this policy is to provide the District of West Vancouver with a flexible and adaptable approach to community outreach and engagement. The goal is to establish consistent processes that will be implemented with clear guidelines and consistency across all departments and divisions.

2. Scope

- 2.1. This policy applies to all divisions of the District of West Vancouver. However, the following types of work are exempt at the discretion of the Divisional Director:
 - Road and transportation work approved due to identified safety concerns;
 - Emergency work, such as water main breaks and urgent road or utility repairs;
 - District projects or initiatives that require legislated consultation; and
 - District projects or initiatives requested by Council to proceed without community outreach and engagement.

3. Definitions

- 3.1. “Community Engagement” or “Public Engagement” means the broader process that can range from informing to fully empowering the public. The District uses the International Association for Public Participation (IAP2) and the IAP2’s Spectrum of Public Participation which outlines five different levels of involvement based on the impact the public has on decision-making.
- 3.2. “Community Consultation” or “Public Consultation” means a more limited form of engagement where feedback is sought but final decisions remain with the authority.

4. Policy Statement

- 4.1. The Community Outreach and Engagement Policy of the District of West Vancouver was created to consider the principles for authentic engagement from the International Association for Public Participation (IAP2) and has been adapted to meet the specific needs of West Vancouver.

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POLICY

4.2. Guiding principles are as follows.

- 4.2.1. The level of community engagement will reflect the size and public impact of the project or proposal.
- 4.2.2. For some District decisions, community input will play a role in creating options for consideration during the decision-making process.
- 4.2.3. The community and stakeholders will know how their input contributes to the decision-making process.
- 4.2.4. The nature and significance of the decision will relate to the level of engagement used in the decision-making process.
- 4.2.5. Some District projects or proposals are identified to be at the level of 'inform' on the spectrum of engagement. For these, the District will provide clear up-to-date information to the community, but the community will not have a role in the decision-making process.
- 4.2.6. Engagement opportunities will be inclusive and the District will make every effort to invite all those who may be positively or negatively impacted by a decision into the process.

- 4.3. The subject matter expert/staff lead will work with the Communications Department to communicate the public engagement opportunity appropriately.

5. Approval

Approved by	<input type="checkbox"/> Municipal Manager	<input type="checkbox"/> Mayor and Council
Approval date	Click here to enter a date.	
Council minutes eDocs # (Council Policies only)		
Council report eDocs # (Council Policies only)		
Signature	X _____	

6. Additional Information

Category	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
Related procedure	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Date of last review	2025	

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