

**THE CORPORATION OF THE DISTRICT OF WEST VANCOUVER
COMMUNITY ENGAGEMENT COMMITTEE MEETING MINUTES
VIA ELECTRONIC COMMUNICATION FACILITIES
WEDNESDAY, MARCH 2, 2022**

Committee Members: E. McHarg (Acting Chair), J. Berg, L. Carver, G. Nicholls, J. Roote, and J. Sidhu; and Councillors C. Cameron (Chair), N. Gambioli, and S. Thompson attended the meeting via electronic communication facilities. Absent: J. Webbe

Staff: D. Powers, Director of Community Relations & Communications; A. Mafi, Communications & Engagement Manager (Staff Liaison); and K. Andrzejczuk, Communications & Engagement Coordinator (Committee Clerk) attended the meeting via electronic communication facilities.

1. CALL TO ORDER

The meeting was called to order at 3:04 p.m.

2. APPROVAL OF AGENDA

It was Moved and Seconded:

THAT the March 2, 2022 Community Engagement Committee meeting agenda be amended by:

- Moving Item 7 to be considered immediately following Item 4;

AND THAT the agenda be approved as amended.

CARRIED

J. Roote absent at the vote

3. ADOPTION OF MINUTES

It was Moved and Seconded:

THAT the February 2, 2022 Community Engagement Committee meeting minutes be adopted as circulated.

CARRIED

J. Roote absent at the vote

REPORTS / ITEMS

4. Planning the Upper Lands Engagement Update

J. Roote entered the meeting at 3:06 p.m. via electronic communication facilities.

N. Olenick (Coriolis Consulting Corp.) spoke relative to the document regarding Communications & Engagement Overview: Phase 3 of Planning the Upper Lands and provided the following update regarding the Planning the Upper Lands Engagement:

- The process starting in 2019 and has three phases;

- Phase 1 focused on communicating goals and visions already contained in the Official Community Plan and collecting input on the share of lands owned by British Pacific Properties; public input demonstrated support for the full protection of Eagleridge in exchange for a target of about 3,500 housing units in Cypress Village plus other mechanisms;
- Phase 2 proposed a land use and development concept; public input demonstrated support for the proposed land use plan and development concept, which is forming the basis of Phase 3;
- Phase 3 will be focused on documenting the plan, including producing an Area Development Plan and zoning for Cypress Village, community amenities plan for Cypress Village, and strategy for protecting the Eagleridge lands;
- Staff are planning additional public engagement to collect input on the draft Area Development Plan prior to the bylaws/public hearing process;
- Phase 3 engagement materials include the draft Area Development Plan, an overview of the process, what we heard/how we responded, and consolidated FAQs;
- Phase 3 engagement methods include the westvancouverITE project page, direct mail to local residents, project email address, e-newsletters, print and digital advertising, social media campaigns, stakeholder outreach, posters at District facilities, pop-up promotion at the library, virtual information meetings, and online engagement using the questions tool on westvancouverITE; and
- The tentative timeline involves launching engagement on April 4, holding virtual information meetings in mid-April, and closing engagement on April 25.

J. Bailey (Director, Planning & Development Services) informed that the bylaw consideration and public hearing will only happen if the District and British Pacific Properties can reach an agreement regarding the transfer of Eagleridge and can proceed to Council consideration.

Discussion ensued and the Community Engagement Committee provided the following feedback:

- Modify project page text to use less jargon and be more concise;
- This engagement process is well done and sets a good example;
- Consider adding more pop-up information sessions at locations such as the West Vancouver Community Centre, Gleneagles Community Centre, and Cypress Pop-up Village;
- Provide hard copies of the plan at District facilities;
- Consider advertising on sandwich boards at District facilities;
- Consider having more information and staff to speak with at the Cypress Pop-up Village, with paid social media promotion and a large sign viewable from Cypress Bowl Road;
- Provide clear information regarding the purpose of each phase of engagement;

- Develop tactics to reach non-English speakers; D. Powers (Director, Community Relations & Communications) informed that the District will be doing social media promotion in Farsi in partnership with BCSarv and is seeking budget to promote the project in Chinese on Chinese-language news websites;
- Address misinformation circulating in the community, such as with paid advertising on Facebook and reaching out to stakeholders;
- Increase active involvement with First Nations stakeholders; J. Bailey (Director, Planning & Development Services) informed that staff have been in very meaningful and respectful dialogue with First Nations, and stakeholders are a very important part of this process; and
- Provide well-structured information materials with graphics.

J. Berg left the meeting at 3:44 p.m. and re-entered the meeting at 3:46 p.m. via electronic communication facilities.

T. Reinsch (member of the public) queried regarding when decisions will be made regarding development above 1,200 feet; J. Bailey informed there will not be development above 1,200 feet elevation.

T. Reinsch queried regarding the time between the close of community consultation and when staff will be presenting to Council; J. Bailey informed it will be six weeks.

It was Moved and Seconded:

THAT the report regarding Planning the Upper Lands Engagement Update be received for information.

CARRIED

7. Staff Update: Review of Engagement Underway

J. Bailey (Director, Planning & Development Services) provided an update regarding the Ambleside Local Area Plan and informed that:

- Staffing issues have required staff to pivot the approach to the Ambleside Local Area Plan;
- Staff recognize that the plan is highly anticipated and it has been historically important as a planning area;
- Staff will be reporting to Council in April and plan to establish a citizens group to develop the Ambleside Local Area Plan;
- Staff are working with a consultant to develop a Terms of Reference for the citizens group, which will be presented to the Community Engagement Committee for feedback, followed by Council consideration;
- A key principle of the Terms of Reference will be to ensure that citizens group membership is comprised of representative demographics;
- Staff will support the citizens group with technical input, modelling, and economic analysis;
- If staffing issues improve, staff may accelerate the Taylor Way Local Area Plan and look at redeployment of resources; and

- This is an evolving situation and staff are drafting an approach that will be brought to the Community Engagement Committee for feedback.

Discussion ensued and the Community Engagement Committee provided the following feedback:

- It is important that the Ambleside Local Area Plan does not feel like a less important plan; J. Bailey informed that a citizens group is a different tool in the toolkit of a planner and that citizens and staff will work together;
- It is important for citizen group members to clearly understand expectations;
- Ensure that the framework is well understood by staff, the citizens group, and the public;
- Consider that it may take significant staff resources to manage the citizens group; J. Bailey informed that the citizens group approach will empower the community to lead the planning process;
- Requested that case examples be provided to the Community Engagement Committee to demonstrate how other organizations have used this approach;
- Education is very important; explain to the community that this is a democratic process;
- Transportation should be included in the Ambleside Local Area Plan;
- Consider engaging with other levels of government to acquire funding; and
- Consider how the planning process will be carried through the 2022 local government election.

It was Moved and Seconded:

THAT the report regarding Staff Update: Review of Engagement Underway be received for information.

CARRIED

5. Community Services Survey

A. Mafi (Manager, Community Relations & Communications) spoke relative to the document regarding “Communications & Engagement Overview: Reimagine Community Services – Post-Pandemic Recovery Strategy, April 2022” and informed that:

- The purpose of the engagement is to assess current and future community needs for recreation and community services in West Vancouver;
- Public input will help create a short-term focus and provide high-level direction for programming and services moving forward;
- A survey, available online and paper copy, will be conducted to collect input on program categories;
- Community Services staff will be working with a consultant to develop the public engagement;
- Staff and stakeholder workshops will be held to collect ideas and information;

- Risks of the engagement include people providing off-topic feedback on the pandemic, the District's vaccination policy, and personal bias about Community Services; and
- Staff plan to provide the draft survey to the Community Engagement Committee for review in late-March for launch in early-May.

J. Lawlor (Senior Manager of Community Services) informed this is an opportunity to reimagine community services by working with the community to hear their ideas and achieve their vision.

Discussion ensued and the Community Engagement Committee provided the following feedback:

- A recent survey from Enhance West Van is very similar, which is poor timing and coordination; improve coordination and develop a clear explanation of the difference between Enhance West Van and the District to avoid confusion;
- Aim to collect feedback from young age groups, high school students, daycares, and young families;
- This is an ideal opportunity to have pop-ups at community centres, fields, other popular areas, and Spring Fest West;
- Manage discussions that are out of scope by clarifying that this engagement is focused on programs and services that are offered by the District;
- Improve branding;
- Aim to include groups that may not be typically involved in community services programs;
- Refer to other municipalities to learn about their post-pandemic recovery strategies;
- Be forward-looking and avoid dwelling on the pandemic; and
- Be prepared for people to go off topic and allow them to express themselves.

It was Moved and Seconded:

THAT the report regarding Community Services Survey be received for information.

CARRIED

6. Poverty Reduction Strategy – Tri-municipal Public Engagement

D. Powers (Director, Community Relations & Communications) spoke relative to the document regarding "Communications & Engagement Overview: Poverty Reduction Strategy for the North Shore" and informed that:

- The District of West Vancouver is working with the District of North Vancouver, City of North Vancouver, Squamish Nation, and Tsleil-Waututh Nation to develop a Poverty Reduction Strategy for the North Shore;
- District staff have reviewed the draft engagement plan and provided feedback on some concerns; it has been decided that a survey will not be included in this engagement; and

- The purpose of this report is to bring the engagement to the attention of the Community Engagement Committee, advise members of the initial plan, and collect any additional feedback.

Discussion ensued and the Community Engagement Committee provided the following feedback:

- Avoid off-topic discussion as there are few actions that local governments have authority on and can achieve;
- This engagement could be improved by being more specific on what can realistically be done; and
- The action and engagement phases are confusing.

It was Moved and Seconded:

THAT the report regarding Poverty Reduction Strategy – Tri-municipal Public Engagement be received for information.

CARRIED

7. Staff Update: Review of Engagement Underway

Considered immediately following Item 4.

8. Annual Committee Evaluation

A. Mafi (Manager, Community Relations & Communications) informed that the Annual Committee Evaluation was emailed to all District committee members in December 2021 to provide feedback on their experience on the committee, and no completed evaluations were received; staff will send out the 2022 evaluation in November with hopes of achieving more participation.

Councillor Gambioli suggested a policy to follow up with all working groups for an evaluation; D. Powers (Director, Community Relations & Communications) has extended the question to working group staff liaisons and will follow up.

It was Moved and Seconded:

THAT the report regarding Annual Committee Evaluation be received for information.

CARRIED

9. Committee Member Update

It was Moved and Seconded:

THAT the discussion regarding Committee Member Update be received for information.

CARRIED

PUBLIC QUESTIONS

10. PUBLIC QUESTIONS

C. Reynolds (member of the public) commented regarding the following:

- The time and efforts of the committee are appreciated;
- Thanked staff for posting the agenda package to the website and queried regarding when it is posted on the website; D. Powers (Director, Community Relations & Communications) informed that it is posted no later than 48 hours prior to the meeting;
- The meeting minutes don't include what the question and answers are; D. Powers informed that staff will discuss with Legislative Services; and
- Offered to include District information in West Van Matters; D. Powers informed that West Van Matters does a great job of including final information that is available on the District website.

NEXT MEETING

11. NEXT MEETING

Staff confirmed that the next Community Engagement Committee meeting is scheduled for April 6, 2022 at 3 p.m.

12. ADJOURNMENT

It was Moved and Seconded:

THAT the March 2, 2022 Community Engagement Committee meeting be adjourned.

CARRIED

The meeting adjourned at 5:09 p.m.

Certified Correct:



Chair



Committee Clerk