

Master Plan Public Engagement Framework



- Approve engagement process, timeline, and costs
- Define roles and responsibilities
- Identify goal metrics for the process
 - % of pop reached with light touch, medium touch, deep dive
 - # of representatives from targeted demographics
- Specify content for engagement
 - Elements of Master Plan
 - Operationalizing Community Benefits Plan
 - Blocks 11, 12 & 13
 - Other?

BC City Council

BC City Staff

- Guide the public engagement implementation strategy in accordance with the City Council's identified goals.
- Provide feedback loops between public engagement, Council sessions, and development of the Master Plan
- Inform Council on specific interaction points and policy making decision points

Citizen Advisory Task Force

- Receive engagement reports
- Distill engagement reports to provide informed options on:
 - equity development scorecard
 - Community Benefits Plan
- Provide options for ongoing engagement / oversight processes after September

- Identify appropriate engagement methods
- Design engagement tools and materials
- Develop timelines for particular engagement work within the overall process identified by City Council
- Implement engagement work
- Collect / collate response data
- Report on process, responses, and metrics

Community Partners (identified via RFQ Process)

**NEOO Partners
Engagement Manager**

- Community Leaders
- Membership Orgs
- Advocacy Groups
- Religious Leaders

- Develop master engagement strategy and RFQ in consultation with City staff
- Track master timeline / tasks
- Train the trainers
- Orient community partners to desired goals / metrics
- Provide technical assistance and support to community partners
- Collate master process / info for City staff to report to Council

Pools of Engagement (TBD)

- Other
- Residents
- BIPOC
- Local Agencies
- Youth
- Local Business Owners