Welcome to the Webinar
-We will begin shortly-

Audio information:
- Dial-In Number: 1 877 353 9184
- Conference ID: 5012833
- Mute phone: mute button or *6
- Please do not put phone on hold

Visual Information:
Click on “Voice and Video” in the menu bar

Troubleshooting:
Follow instructions in the meeting invitation. Call IT support at 250 356 9600 if issues cannot be resolved.

Economic Development Division Webinar Series
Presents:
Affordable Market Housing Webinar Series

Ideas for Engaging Neighbourhoods on Affordable Market Housing
Thursday November 27, 2014
1:30 - 3:00pm PST
The LiveMeeting Environment

For the best experience, you’ll want to dock the Attendee and Audio & Video panes.

1. Click and drag the appropriate Menu option on the top left to the bottom left area.

2. Release the pane in the shaded area. Repeat for the other desired menu items.
The LiveMeeting Environment: Q&A

You can post a question to be answered by the presenter at any time. Just click on the **Q&A** button in the toolbar at the top left of your screen, type in your question and hit Enter. We’ll respond to your question as soon as possible.
You can provide feedback during the presentation. From the Feedback drop-down pane in the upper right corner of the toolbar, click the appropriate option from the “feedback to presenter” drop down list.
Ideas for Engaging Neighbourhoods on Affordable Market Housing

Webinar #3 in the Affordable Market Housing Fall 2014 Webinar Series
Date: Thursday November 27, 2014
Time: 1:30 – 3:00 p.m. Pacific Time
Quick Poll
Gary Pooni

President
Brook Pooni Associates
Approaches to Public Consultation & Communication

What you need to know as development planners
CHANGE AHEAD
Top 5 Things To Know

1. We live in a growing, changing region
2. Can you overcome opposition to change?
3. The power of social media
5. There is no silver bullet. Each project has a unique personality and approach.
1. Growing & Changing Region

The population is growing at a rapid pace in Metro Vancouver, with a projected population of over 3.4 million by 2041.

1. Growing & Changing Region

Metro Vancouver’s geographical location between the North Shore mountains, Georgia Straight, and the US border, places constraints on the amount of land available to accommodate growth and expansion.
1. Growing & Changing Region

Change + growth occurring outside downtown, in pioneering areas.
In Summary...

1. We are living in a **growing region**
2. We are faced with a **limited land supply**

= change, growth in new areas, **policy** + zoning amendments

So, there will be change ahead.
2. Opposition to change

Some citizens will object to siting something in their own neighborhood, but won’t object to it being sited elsewhere. Can this be overcome?
2. Opposition to change

1. There will always be resistance to pace of change;

2. The minds of a minority of citizens can’t be changed; and

3. You must work to communicate with silent majorities benefitting from “public good.”

4. Identify who will benefit and meet them. Expecting them to naturally engage in the process is naïve.
2. Who is the silent majority?

1. Young families who benefit from new policy or new housing;
2. Students, who will become future home owners or workers;
3. Local businesses;
4. Social housing users, affordable housing agencies;
5. General is public disinterested in public meetings.

Where do you find them?
Shopping malls, schools, community centres, coffee shops, fairs, festivals, concerts.
2. Approaches to consider

- Door knocking and canvassing the neighbourhood
- Targeted stakeholder meetings with groups
- Public open houses
- Storefronts
- Urban café, coffee shop meetings
- Kiosks at major public events
- Social media
Abbotsford

Project was declined by Council the 1st time - knew the Site, knew the Rules, but not the Community

• Young people can’t afford homes
• Empty nesters in the City
• People left City, but want to come back
• Realtors spoke to buyer trends
• Champions of the OCP
• Chamber of Commerce
• Small businesses
• Opposed? Neighbours

We demonstrated a broad, city interest.

Vote changed from 5-4 opposed, to 5-4 favour.
3. Social media

- Info and mis-info can spread via social media
- Social media is a power tool – can be effective outreach tool
3. Use Social Media to Manage Your Message

- Beware of trolls and others who use social media to spread negativity;
- Make sure you monitor your social media accounts 24/7;
- Respond appropriately; avoid knee-jerk reactions;
- Social media is a tool that is NOT going away.
4. Communicating Transit, Density, Change

- Growth in a changing region with limited land supply will be focused around transit nodes;
- Planners need to be better storytellers on change and role of transit.
4. Communicating Transit, Density, Change

- Access to rapid transit is crucial for development.
- The majority of home buyers in the Lower Mainland put “access to public transit”, especially Skytrain, at the top of their list.
- High-density developments require access to rapid transit to be successful and desirable.
5. Assess your project’s personality
Oakridge Centre, Vancouver
Oakridge Communications Campaign

• Over 2,000 Open House attendees;
• Over 33,000 visitors to in-mall kiosks;
• Social media platform, @Oakridge2025, generated 323 tweets, 185 followers, and approximately 50,000 re-tweets;
• 75 speakers at public hearing, approx. 50-50 split.
Fraser Mills, Coquitlam
Fraser Mills, Coquitlam

“In the trenches with the community for three years”

- Three Open Houses with over 300 attendees;
- Community BBQ with past residents of Fraser Mills;
- Advisory Groups; and
- Website, newsletter, survey
Marine Gateway, Vancouver
Marine Gateway, Vancouver

Old school community engagement

• Residential Community Door-Knock Outreach;
• Site visits;
• Neighbourhood Meetings;
• Community Surveys;
• Open Houses; and
• Marine Gateway Information Website.
Riverview, Coquitlam

Website: renewingriverview.com
Riverview, Coquitlam

Extensive Community Engagement

• Three Open Houses – high turnouts
• Ongoing kiosks in different locations including one at Treefest on Riverview Grounds
• Riverview Information Website
• Co-design renderings derived from public’s ideas for Riverview’s future
Brewery District, New Westminster
Brewery District, New Westminster

Meetings with the community – early and often

• Community Advisory Group meetings;
• Community Workshop; and
• Public Open Houses: first one had NO plans.
Top 5 Things To Know

1. We live in a growing, changing region
2. Can you overcome opposition to change?
3. The power of social media
5. There is no silver bullet. Each project has a unique personality and approach.
Thank You
Colleen Hardwick

Founder and CEO
PlaceSpeak
Ideas for Engaging Neighbourhoods on Affordable Market Housing

November 27, 2014

Claim your place. Speak your mind. Influence the outcome.

November 27, 2014
Legitimacy and Building Trust

Evidence → Consultation → Deliberation → Outcomes

FEEDBACK
Refresher - The Problem

“I don’t have a question per se, it’s more of a fifteen minute incoherent ramble.”
Anonymity breeds contempt
Evidence-based decision-making

- Best available evidence
- Evidence-based decisions
- Population or client’s needs or expectations
- Resources and expertise
Location verification methods

Participants are encouraged to further verify their location using home phone (audio PIN) and mobile phone (SMS PIN). Verification gives further assurance to proponents that they are hearing from the right people in the relevant area(s). For further information about verification read our complete privacy policy.

Please choose your method of verification

- MOBILE PHONE
- HOME PHONE
- GEOLOCATION
2-Sided model - GeoSocial

Current model:

- Proponent Issue
  - Online consultation platform
  - Citizen
  - Citizen
  - Citizen

PlaceSpeak model:

- Proponent Issue
  - PlaceSpeak

[Diagram showing flow from Proponent Issue to Online consultation platform with Citizen feedback, compared to PlaceSpeak model with PlaceSpeak map]
Personal Profile

Settings

Account
Topic Privacy
Verification
Notifications

Connect

Invite your friends
Connected to Facebook
Signed into Twitter

My Places  Topics I'm connected to  My Topics  My Organizations

1 My Home  GeoVerification

Notify me on new topics within 1 km from my places.
Edit notification settings

Verification
Joined October 2011
Edit profile

Subscribed tags

transit planning transportation housing neighbourhood community TransLink
How do we notify residents now?

REZONING APPLICATION
1569 West 6th Avenue

Henriquez Partners Architects has applied to the City of Vancouver to change the zoning of this site from C-3A (Commercial) District to CD-1 (Comprehensive Development) District.

The rezoning would permit the construction of a 150-storey tower with 50 residential units and non-residential uses on the ground floor. It would increase the permitted density from a maximum floor space ratio (FSR) of 3.0 FSR to 4.95 FSR, of which 3.75 FSR is to construct the proposed building on this site and 1.2 FSR is to address a legal requirement for the neighbouring site at 1529 West 6th Avenue. A maximum height of 153 ft. is proposed.

FURTHER INFORMATION MAY BE OBTAINED AT:
City Of Vancouver Planning Department Rezoning Centre
3rd Floor East Wing, City Hall
Phone: 604.873.7038 or www.vancouver.ca/rezapps
Map consultation area

Map

Draw the boundaries of your consultation area. The key feature of PlaceSpeak is the ability to connect with people only from a specific geographic area.
Select features - Inform

**Abstract**
Short description, 140 characters

**Overview**
Key messaging with an easy WYSIWYG word processing editor

**Contact**
Insert email and/or phone number

**Keywords**
For Search Engine Optimization

**Events**
Add open house, hearing and/or public meeting dates

**Social Media**
Plug in Facebook and Twitter

**Resources**
Upload documents and links
Select features - Consult & Involve

**Discussion**
Moderator led with number of views, popularity, ability to see name and location of participants

**Notice Board**
User generated content

**Place It**
User input map

**Polls**
Simple with instant results

**Surveys**
Integration with Lime Survey and Fluid Survey, Survey Monkey coming soon
Reports & analytics

**Reports**
See the results! Download automated reports about your public discussions, surveys and polls.

<table>
<thead>
<tr>
<th>Discussions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Transportation Plan/Pattullo Bridge Replacement Project Open House Questionnaire</td>
</tr>
</tbody>
</table>

**Google Analytics**
Track participants’ use and viewing of your topic page with your Google Analytics account.

UA-31295964-1

- 9519 unique views
- 1782 connected participants
Legitimacy of Outcomes

- After conclusion of consultation, it is important that participants observe that their input has had an impact on the outcome.
- Process is open, accessible, dynamic, transparent and defensible.
Project Description
In 2012, Ivanhoe Cambridge, the owners of Oakridge Centre were updating the 2007 City of Vancouver Policy Statement and wanted to talk with the community about the future of the Centre and recent initiatives adopted by the City, such as the Cambie Corridor Plan.

PlaceSpeak Contribution
PlaceSpeak provided a web-based platform to host an online open house in conjunction with an in-person open house. Online attendees were able to see the same information, and complete the same survey as the people attending the open house in person.

Project Outcome
The online open house drew twice as many participants online as in-person and generated 50% of all the surveys completed. The results of the first open house helped to inform some initial conceptual ideas for the future of Oakridge Centre, that were presented at a second open house.

Innovations
The online open house was hosted at the same time as the in-person event, resulting in significantly higher participation rates compared to traditional open houses.

www.placespeak.com/topic/525-oakridge-centre-virtual-open-house/
Block F - UEL

Project Description
This consultation gathered public feedback about a proposed development by Musqueam Indian Band of an area known as Block F, a 22-acre parcel situated in the University Endowment Lands (UEL) adjacent to the University of British Columbia.

PlaceSpeak Contribution
PlaceSpeak hosted three online open houses in conjunction with in-person events. Visitors to the topic page could review the display board, post questions in the discussion forum and complete a survey.

Project Outcome
PlaceSpeak provided the Musqueam Indian Band with location-specific input that was incorporated into their rezoning application.

Topic URLs
- https://www.placespeak.com/uelblockf

Information
Geographic Scope
- Metro Vancouver
- Internal area divisions

Engagement Methodologies
- Online Surveys (3)
- Discussion Forum

Timeframe
- December 2012-May 2013

Key Analytics
- 1,729 unique page views
- 107 connected participants
- 42 completed surveys
- 65 discussion comments
- 377 comment views
BC Housing is seeking your input to develop a vision for the future use of the Riverview Lands.

How can you help?
There are several ways that you can contribute your ideas and opinions to this consultation. Help inform and influence the outcome:

- Share the word with friends and family
- Participate in discussions

Contact Information

BC Housing
Renewing Riverview Communications
questions@renewingriverview.com

https://www.placespeak.com/topic/1002-renewing-riverview-visioning-process/#!/overview
Contact us

Telephone: 1-866-998-6977
Address:
PlaceSpeak Inc.
1682 West 7th Ave. #205
Vancouver, B.C.
Canada V6J 4S5

info@placespeak.com
www.placespeak.com
@placespeak
www.facebook.com/PlaceSpeak
Questions and Discussion

Suggestions or Feedback?
Please email Dale.Anderson@gov.bc.ca