

**THE CORPORATION OF THE DISTRICT OF WEST VANCOUVER  
COMMUNITY ENGAGEMENT COMMITTEE MEETING MINUTES  
ELECTRONIC MEETING VIA WEBEX  
THURSDAY, MARCH 11, 2021**

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Committee Members: L. Carver, E. McHarg (Vice-Chair), J. Pezarro, J. Roote and J. Webbe; and Councillors B. Soprovich, S. Thompson, and M. Wong (Chair). Absent: L. Cameron

Staff: D. Powers (Director, Community Relations & Communications), A. Mafi (Communications & Engagement Manager), and K. Andrzejczuk (Communications & Engagement Coordinator).

**1. CALL TO ORDER**

The meeting was called to order at 3:02 p.m.

**2. APPROVAL OF AGENDA**

It was Moved and Seconded:

THAT the March 11, 2021, Community Engagement Committee meeting agenda be approved as circulated.

CARRIED

**3. ADOPTION OF MINUTES**

It was Moved and Seconded:

THAT the February 11, 2021, Community Engagement Committee meeting minutes be adopted as circulated.

CARRIED

**REPORTS / ITEMS**

**4. Planning the Upper Lands – Phase 2 Update**

J. Webbe entered the meeting at 3:04 p.m.

N. Olenick (Coriolis Consulting Corp.) provided an update regarding Phase 2 of the Planning the Upper Lands engagement:

- Objective of Phase 2: to get public and stakeholder feedback on the draft conceptual land use plan/framework plans for Cypress Village;
- Information materials: proposed conceptual land use plans for Cypress Village; proposed urban design guidelines; Traffic Impact Analysis and Transportation Strategy; priorities for community amenities; estimated development timeframe; and evaluation of mechanisms to protect Eagleridge;

- Engagement tools: westvancouverITE project page; project-specific email address; newspaper ads and digital ad campaigns (North Shore News); social media campaigns; e-newsletters to westvancouverITE and e-west subscribers; meetings with the former Upper Lands Working Group; outreach to stakeholder groups; online community survey; engage with British Pacific Properties at milestones; connect with First Nations (Squamish, Tsleil-Waututh, and Musqueam); and possible virtual information sessions; and
- Timeline:
  - February/March: develop Phase 2 materials and draft Phase 2 survey;
  - April 8: meet with Community Engagement Committee to review draft Phase 2 survey;
  - Week of April 12: open survey for a period of three weeks;
  - April: respond to public enquiries and stakeholder outreach, with a possible virtual information session; and
  - End of May (target): completion of phase 2.

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

- Address environmental concerns upfront;
- Consider broadening outreach to stakeholders groups throughout the District; and
- Consider a postcard mailer; N. Olenick informed that the North Shore News (print and digital ads) is the chosen tool to reach broader audiences; the first mailer was a one-off which is consistent with other District communication processes.

It was Moved and Seconded:

THAT the Planning the Upper Lands – Phase 2 update be received for information.

CARRIED

## 5. Review of Engagement Timelines and Tactics

Discussion ensued regarding building on best practices for engagement and timelines for the Community Engagement Committee to review and provide feedback to staff; and the Community Engagement Committee provided the following feedback:

- Timelines are too tight for the Community Engagement Committee to provide feedback to staff regarding engagement activities; D. Powers (Director, Community Relations & Communications) informed that Community Relations & Communications staff are working with other departments to improve engagement timelines; due to COVID-19, there have been interruptions to the engagement schedule in addition to developing new forms of online engagement and supporting the District's COVID-19 crisis communication response;

- Extend the timeline to allow staff time to consider, implement, and respond to the Community Engagement Committee’s feedback;
- Consider using an alternate platform, instead of email, for the Community Engagement Committee to provide feedback where members can collaborate; and
- Develop a handout to inform staff of timeline requirements and the Community Engagement Committee meeting schedule.

Councillor Soprovich informed that the Coastal Marine Management Plan Working Group virtual information session was great and suggested that staff prepare questions and answers for quiet periods with no public questions.

J. Roote suggested launching a campaign to increase westvancouverITE subscribers.

It was Moved and Seconded:

THAT the review of engagement timelines and tactics be received for information.

CARRIED

## **6. Revised Work Plan**

A. Mafi (Communications & Engagement Manager) requested that the item regarding Revised Work Plan be tabled until the next Community Engagement Committee meeting; Councillor Wong (Chair) moved to the next item.

## **7. Review of Engagement Underway**

A. Mafi (Communications & Engagement Manager) spoke relative to the document regarding “Staff update to CEC – March 11, 2021” and provided updates regarding the following:

- Coastal Marine Management Plan Working Group: held first virtual information meeting on March 9 with the second to be held on March 17; social media promotion is ongoing;
- 2021 Budget: comment form closed on March 8; all feedback was analyzed and sorted into themes to help identify trends; and
- Horseshoe Bay Local Area Plan: The engagement period closed on February 26; 80 comments were received in response to the draft plan; staff are currently working to review all feedback.

Councillor Soprovich queried regarding the process for analyzing correspondence;

A. Mafi informed that staff create a list of themes, assign a code to each theme, and then analyze the correspondence by recording the codes associated with the various themes.

Discussion ensued regarding form letters from special interest groups; some Community Engagement Committee members had concerns that the increase in form letters are undermining engagements and are lobbying; other members disagreed and suggested that form letters are a new form of valid engagement.

Discussion ensued regarding a survey for Normanby Park:

J. Roote informed that a survey regarding Normanby Park was not reviewed by the Community Engagement Committee and that the broader community was not notified; and queried regarding the process for determining which engagement activities are reviewed by the Community Engagement Committee and the scope of community notification; D. Powers (Director, Community Relations & Communications) informed that:

- All projects that could result in the change of use, policy, or a decision by Council are brought to the Community Engagement Committee and broader community;
- The Normanby Park survey is a small operational survey to provide staff with feedback on what people in the local neighbourhood would like to see in the park for the purposes of regular scheduled maintenance;
- Normanby Park is primarily used by people in the immediate neighbourhood and a letter was sent to neighbours surrounding the park; and
- The Normanby Park survey was held on westvancouverITE as it supports the District's assertion that parks are open to the entire community; J. Roote suggested that the westvancouverITE project page needs more information as not everyone will be familiar with the park or know the context.

Discussion ensued regarding form letters from special interest groups; some Community Engagement Committee members had concerns that the increase in form letters sent to Mayor & Council are undermining engagements and are lobbying; other committee members disagreed and suggested that form letters are a new form of engagement that should not be discounted.

Councillor Soprovich left the meeting at 4:15 p.m.

Discussion ensued regarding the need to help people understand how the District makes decisions; D. Powers informed that educating the public is an ongoing effort as not everyone wants to listen; and that the pandemic has caused stress for many people; Community Engagement Committee members commented that it is useful to understand the root of resident concerns, as concerns are not always related to the engagement.

J. Webbe suggested that there are opportunities for the District to utilize its partnership with the library for engagement activities.

J. Pezarro suggested that the District consider new platforms for engagement, such as the Nextdoor app.

A. Mafi informed that upcoming engagement activities include:

- Arts Facility Site Selection: tentatively scheduled for May 2021;
- Cannabis Retail: schedule to be confirmed; and
- Foreshore Development Permit Area Workshop: schedule to be confirmed.

It was Moved and Seconded:

THAT the review of engagement underway be received for information.

CARRIED

**PUBLIC QUESTIONS**

**8. PUBLIC QUESTIONS**

A. Tunner (member of the public) commented regarding the following:

- The Community Engagement Committee has progressed well and Councillor Wong (Chair) is a great chair; and
- Using artificial intelligence to analyze feedback.

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

- The Normanby Park survey;
- westvancouverITE subscriptions;
- The 2021 Budget;
- Mayor & Council correspondence; and
- A hydrology study.

**9. ADJOURNMENT**

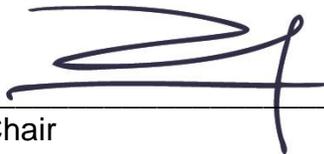
It was Moved and Seconded:

THAT the March 11, 2021, Community Engagement Committee meeting be adjourned.

CARRIED

The meeting adjourned at 4:48 p.m.

Certified Correct:

  
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Chair

  
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Committee Clerk