

PHASE 1 PUBLIC CONSULTATION AND THE GBA+ PILOT

EDMONDS, ROYAL OAK
AND CASCADE HEIGHTS
COMMUNITY PLANS



Phase 1 Public Consultation and the GBA+ Pilot

The following commentary provides a summary of tools, methodologies and events that were utilized to engage with the public and seek feedback and input during Phase 1 public consultation for the Edmonds, Royal Oak and Cascade Heights community plans, with a specific focus on how Gender-Based Analysis Plus (GBA+) tools and strategies were incorporated.

Phase 1 Online Survey and Open Houses

A Phase 1 online survey and a set of in-person public open houses were organized and served as two of the main public consultation tools for the community planning processes.

Across the three communities, 628 individuals completed the Phase 1 online survey to provide detailed written comments and feedback on the Phase 1 materials (see Figure 1). Though completed survey response numbers were lower than expected, the public was also presented with other ways to provide feedback (see below) throughout Phase 1. Should future online surveys be used to collect feedback during subsequent phases of the community planning processes, staff will work on ways to encourage and incentivize more completed responses (e.g. shortening number of survey questions, improving the survey format and flow, providing more notification) while still providing alternative ways to participate.

| | Edmonds | Royal Oak | Cascade Heights |
|--|---------|-----------|-----------------|
| Total surveys completed (June 14-July 31, 2023) | 279 | 188 | 161 |

Figure 1. Edmonds, Royal Oak and Cascade Heights Community Plans – Phase 1 online survey responses

Over 550 people attended the four in-person public open houses (see Figures 2-5). Two events were held for the Edmonds Plan given that it is a larger community.



Figure 2.
Cascade Heights Open House
at Wesburn Community Centre



Figure 3.
Edmonds Open House #1 at
Edmonds Community Centre



Figure 4.
Royal Oak Open House at
Bonsor Recreation Complex

| | Cascade Heights open house | Edmonds open house #1 | Edmonds open house #2 | Royal Oak open house |
|-----------------------------------|--------------------------------|--------------------------------|--------------------------------|---------------------------------|
| | Thu, June 29 5:30-8 pm | Tue, July 4 5:30-8 pm | Thu, July 13 5:30-8 pm | Wed, July 19 5:30-8 pm |
| | Wesburn Community Centre | Edmonds Community Centre | Edmonds Community Centre | Bonsor Recreation Complex |
| Approximate attendance numbers | 175 | 100 | 150 | 140 |

Figure 5. Edmonds, Royal Oak and Cascade Heights Community Plans – Phase 1 public open house attendance

At Council's direction, staff were asked to implement GBA+ strategies within the context of the Edmonds Plan process. However, it was felt that this approach to broad based consultation would also benefit the other community planning processes. Summarized below are GBA+ tools and strategies that were incorporated as part of the Phase 1 survey and open houses in an effort to engage with as many community members as possible:

- » The online survey and project webpages were made available in six languages (English, traditional Chinese, simplified Chinese, Spanish, Punjabi, Tagalog). Staff were available upon request to help accommodate, as best as possible, ways for community members to engage and participate in Phase 1 events in cases where language barriers presented a challenge. For example, Mandarin-speaking staff were made available during the second Edmonds open house event due to a request made by a community member.
- » Staff identified processes and procedures to improve communication with the public and the community (e.g. removing technical jargon and simplifying language in all Phase 1 resources and information).
- » The location for each open house was selected to ensure they were within or in close proximity to their respective community, and on transit, such that residents, business owners and other community members could access them.
- » Each location was universally accessible to ensure broad access to all members of the community including those with mobility constraints.
- » Each open house was organized during evening hours to encourage as many people to attend as feasible.
- » The format and set-up for the open houses allowed people to learn about and engage with the Phase 1 material at their own pace and to participate to the extent they felt comfortable. Events were adequately staffed to allow for various informal conversations and discussions to take place.
- » Options were available for community members to provide written feedback at the open house events (e.g. via interactive display boards), and to provide basic information such as age range, language spoken at home, and where they live in Burnaby, to provide staff with a better understanding of who was participating.
- » Envelopes addressed to City Hall were available at the open house events. These were intended for those who were unable or did not wish to provide feedback digitally, and preferred to write and mail written feedback to the project team.
- » On-site amenities at the open houses (e.g. seating, tables, washrooms, writing tools, display materials and visual aids, directional and wayfinding signage) were carefully organized by staff. A greeter was present at all events to address any specific needs or requests upfront.
- » Online staff training on GBA+ principles and concepts was provided to the project team as part of the Phase 1 public consultation process.

GBA+ in other Public Consultation Methods and Events

In addition to the online survey and open houses, GBA+ tools and strategies were implemented in other aspects of Phase 1 public consultation for the three community plans. These efforts were supported by a working group formed with membership from relevant City staff, Civic Innovation Lab (CIL) staff, and representatives of YWCA City Shift and REACH-Cities.

YWCA City Shift and REACH-City staff conducted a training workshop for relevant staff on August 17, 2023. This session provided an opportunity for staff to develop a more in-depth opportunity to understand equity applications from an intersectional lens within planning and policy development processes. Staff from a number of departments and divisions participated, including staff from Planning and Development, Public Relations, and the Office of the CAO. This opportunity was augmented by the circulation of a related online training opportunity offered by the Federation of Canadian Municipalities entitled *Gender-Based Analysis (GBA) Plus as an Equity Lens for the Municipal Sector: Mini Course for Change Agents*. This online educational session began in September 2023 and a number of City staff (Planning and Development) are participating.

Further specific application of GBA+ within Phase 1 of the Edmonds, Royal Oak and Cascade Heights Plans focused largely on expanding and diversifying public engagement opportunities and avenues. These included the following:

- » Email and phone lines were set up for each community plan and were routinely monitored. Staff were also available in person at City Hall to answer questions, discuss the Phase 1 materials, and address specific requests.
- » Referral letters were distributed to a wide range of active community groups and organizations including places of worship, schools, and various community partners, including TransLink, Fraser Health Authority and Metro Vancouver.
- » Referral letters were distributed to the Tsleil-Waututh Nation, Squamish Nation, Kwikwetlem First Nation, and Musqueam Indian Band with an invitation to engage and participate as early on in the community planning process as possible.
- » Staff attended pop-up events in the community throughout the summer to raise awareness and answer questions about the community plans (e.g. Canada Day events, Pinoy Festival, Environment Week).
- » Information and promotion of the Phase 1 public consultation process was available at various pop-up and organized visioning events that were conducted as part of the *Burnaby 2050: Official Community Plan* (OCP) update project.
- » Staff met with Fraser Health Authority to specifically discuss potential land use synergies between Burnaby Hospital and the wider Cascade Heights neighbourhood in the future to advance various social needs/benefits and amenities, including daycare and potential housing opportunities for medical staff.

- » Through coordination with United Way British Columbia (UWBC) leaders or other community individuals and groups, staff were invited to present and provide resources to encourage participation in Phase 1 public consultation at the following community-led events:

| Event | Date | Location | Approximate attendance |
|---|--------------------|--|-------------------------------|
| General community meeting | Tuesday, June 27 | Avondale Park (Cascade Heights) | 35 |
| Edmonds seniors lunch | Tuesday, July 18 | Arisu Korean BBQ Restaurant (Edmonds) | 20 |
| Edmonds UWBC community champions meeting | Thursday, July 20 | Virtual | 10 |
| General community meeting | Tuesday, July 25 | Kincaid Street near the Sea-to-River Bikeway trailhead (Cascade Heights) | 35 |
| Edmonds youth meeting | Wednesday, July 26 | Edmonds Junior Youth Centre | 30 |
| St. Francis de Sales Parish community meeting | Monday, July 31 | St. Francis de Sales Parish (Edmonds) | 45 |

Certain efforts in the Edmonds area were particularly supported by the United Way *Hi Neighbour* Edmonds community initiative, which assisted with organizing a number of targeted engagement opportunities. Staff thank them for their assistance.

