



## STAFF REPORT

**To:** Chief Administrative Officer                    **Date:** May 2, 2022  
**From:** Taryn Hubbard, Manager, Communications and Public Engagement  
**Subject:** Community Conversations Engagement Plan Update

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### Recommendation(s)

This report is provided for information. No staff recommendation accompanies this report and Council action is not required.

### Executive Summary

Council's new Community Conversations series launched earlier this year with a facilitated virtual discussion with residents about North Mission. Two additional in-person sessions have been scheduled, and an additional in-person engagement on North Mission is being planned. The feedback gathered during these events will inform future processes and projects.

### Purpose

This report summarizes the recent activities of the new Community Conversations engagement series and provides a schedule of upcoming sessions. It also identifies how the feedback shared in these sessions will inform current and upcoming projects throughout the City.

### Background

Community Conversations is a Council-led civic dialogue series that invites residents and stakeholders to share their perspectives on a number of themes within a larger discussion topic. Through the sharing of perspectives, opinions, and ideas, this series works to bridge the gap between Council and the community through conversation.

#### *North Mission Conversation*

The Community Conversations series began with a discussion on North Mission and the vision the community has for this area.

From late January to early March 2022, North Mission residents and stakeholders were invited to share their ideas directly with Council through guided conversation threads on transportation, economic opportunity, planning and development, outdoor spaces, civic pride, and the environment.

Due to the constraints on gathering that existed at the beginning of 2022, the North Mission conversation launched on engage.mission.ca with a collection of video introductions from Council, open-ended survey questions, and a mapping activity.

The feedback gathered through this process served as the blueprint for a two-hour facilitated meeting that took place in February where Council and participants dug deeper into a discussion on North Mission in real-time.

During the virtual meeting, participants were placed in themed breakout sessions

based on their top three interests. Each breakout session was facilitated by a member of City Council. At the end of the breakout session, each Councillor reported back to the group what they heard.

Feedback from the survey and the discussion was summarized into a report and sent back to participants for review. This engagement report is attached (Attachment A).

## **Discussion and Analysis**

Public input helps the City of Mission develop a deeper understanding of the community's perspective, concerns, values, and opinions to inform better decision-making and problem-solving. The Community Conversations engagement series is an opportunity for Mission residents and stakeholders to engage in open and authentic two-way dialogue with Council in a comfortable setting. These sessions are a chance for Council to listen to the community and promote civic-based involvement.

### *How feedback will be used*

Each conversation will yield a detailed engagement summary report, such as the one that was created after the North Mission conversation.

Final reports will be:

- Distributed to Council
- Posted to the Community Conversations project page on Engage Mission
- Sent back to participants as a record of what we heard
- Distributed to staff whose work programs intersect with key findings
- Used as research material to inform future processes, such as projects, strategies, programs, and/or plans

### *Upcoming schedule*

Now that COVID-19 gathering restrictions have been lifted, the next Community Conversations sessions are being planned as in-person events. Corresponding surveys will continue being available online at [engage.mission.ca](http://engage.mission.ca) or hardcopy by contacting the Communications section as an alternative to attending physically.

The schedule is set as the following:

- Arts & Culture - Wednesday, May 11 at 7 p.m. at the Boswyk Centre
- Downtown Mission - Wednesday, June 15 at 7 p.m. at the Copper Hall
- North Mission - Wednesday, July 13 at 7 p.m. at Stave Falls Elementary

Event details are posted to Engage Mission, [mission.ca/events](http://mission.ca/events), social media, and the *Mission Record*.

## **Council Goals/Objectives**

This process will be undertaken in support of Council's strategic focus of fostering an engaged community, as set out in the 2018-2022 Strategic Plan.

## **Financial Implications**

The financial implications of hosting the Community Conversations series are expected to be minimal, and can be absorbed by existing departmental budgets.

## **Communication**

Ongoing communication to promote this series is essential, as well as direct stakeholder outreach.

## **Summary and Conclusion**

Community Conversations is a Council-led engagement series with an overall goal to listen to what residents and stakeholders have to say on specific topics. Future sessions are being planned for the spring and summer. Engagement reports will be posted online, distributed to key staff, and used as research to inform future projects.

**Report Prepared by:** Taryn Hubbard, Manager, Communications and Public Engagement

**Reviewed by:** Christine Brough, Executive Assistant

**Approved for Inclusion:** Mike Younie, Chief Administrative Officer

## **Attachment(s)**

Attachment A: Community Conversations North Mission: Engagement Summary Report