
TO: Committee of the Whole **MEETING:** February 11, 2020
FROM: Lisa Moilanen
Engagement Coordinator **FILE:**
SUBJECT: Communications and Engagement Policies

RECOMMENDATIONS

1. That the Board approve the updated Public Engagement Policy.
2. That the Board approve the updated Communications Policy.

SUMMARY

The Regional District of Nanaimo (RDN) is committed to continuously working to ensure residents are provided timely, accurate and relevant information about RDN projects and initiatives. Two-way communications and engagement with residents, are important aspects of this commitment. In support of the RDN commitment to public engagement and communication, updated policies are presented for the Board's consideration.

BACKGROUND

The policies have been updated to incorporate current practices at both the organizational level as well as reviewing other local governments' policies and procedures across Canada. The policies are high level with the intent that supporting documents such strategies, procedures, toolkits, guidelines, etc. being developed to use as resources to encourage consistency in approaches. The Public Engagement Policy (Attachment 1) and the Communications Policy (Attachment 2) define the RDN's responsibilities.

The updated policies are supported by the creation of a Public Engagement Strategy and Toolkit (Attachment 3) which has been developed to achieve the 2019-2022 RDN Strategic Plan action *to improve and enhance community engagement and public outreach*. The Public Engagement Strategy and Toolkit were developed in collaboration with the Cowichan Valley Regional District, Comox Valley Regional District and the City of Courtenay in an effort to consistently approach engagement in central Vancouver Island, as well as maximize resources. The strategy is a public document focusing on clearly defining meaningful engagement, explaining what, why, when and how we engage with the public. The toolkit is an internal document that includes fillable checklists and templates to support creating consistent engagement plans for projects and initiatives. Training will be provided on engagement to ensure the new strategy and toolkit are used effectively and consistently.

ALTERNATIVES

1. That the Board approve the updated Engagement Policy.
2. That the Board approve the updated Communications Policy.
3. That the Board provide alternate direction to staff.

FINANCIAL IMPLICATIONS

The recommended communications and engagement policies have minimal financial impact and are included in the 2020 financial plan.

STRATEGIC PLAN IMPLICATIONS

People and Partnerships - Develop a Communications Strategy to improve and enhance community engagement and public outreach.



Lisa Moilanen,
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January 28, 2020

Reviewed by:

- D. Wells, General Manager, Corporate Services
- P. Carlyle, Chief Administrative Officer

Attachments:

1. Public Engagement Policy
2. Communications Policy
3. Public Engagement Strategy and Toolkit