

campus + community planning

ENGAGEMENT PRINCIPLES AND GUIDING PRACTICES



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THE UNIVERSITY OF BRITISH COLUMBIA

COMMUNITY ENGAGEMENT,

through its various forms, serves to enhance social and environmental wellbeing. It is a pillar of the University's strategic vision, *Place and Promise*, which recognizes UBC's leadership role in enabling dialogue and action on societal issues through learning, research and partnerships. Community engagement is core to the University's academic mission, administration and planning. These Engagement Principles and Guiding Practices provide the foundation for UBC to honour its commitment to public engagement in planning processes.

UBC is a unique and diverse community. It is a global centre for research and teaching, with a large student population that changes regularly, the third largest employer in Metro Vancouver, and a growing residential community. UBC also plays an important role in both the regional and provincial economy and is neighbours with the City of Vancouver, Musqueam First Nation and University Endowment Lands.

Campus + Community Planning is committed to engaging the campus community and its neighbours to continue to lead new thinking, research and practice towards the regeneration of neighbourhoods and community wellbeing.

We integrate public engagement in the planning and design of UBC's academic campus and neighbourhoods to create two-way communication, informed participation and a culture of collaboration, both during planning processes and on an ongoing basis. We use a number of approaches to engage with the public, from informing, consulting, joint problem solving, collaborating through to partnership. The type of engagement we use is determined by the mandate, impact and interest of each planning process.

Included here are a set of principles for defining, designing, implementing and concluding public engagement for planning processes. These are also guiding practices for each principle that describe how the principles can be activated. These were both developed in consultation with the UBC community, including various interests on and off campus (listed on back).

campus + community planning engagement principles



defining the process

BE CLEAR ABOUT HOW AND WHY INDIVIDUALS AND INTEREST GROUPS WILL BE INVOLVED IN THE PLANNING PROCESS

REACH OUT TO THOSE IMPACTED OR INTERESTED



designing + implementing the process

UNDERSTAND THE NEEDS AND CONCERNS OF INDIVIDUALS AND INTEREST GROUPS

RESOURCE THE PROCESS TO DELIVER ON THE PLAN AND ENGAGEMENT OBJECTIVES

CHOOSE METHODS OF INVOLVEMENT THAT MATCH THE ENGAGEMENT OBJECTIVES AND LEGISLATIVE REQUIREMENTS

ENGAGE IN A MANNER THAT REFLECTS THE DIVERSITY AND NEEDS OF THE COMMUNITY

ENABLE TWO-WAY INFORMATION FOR INFORMED PARTICIPATION



concluding the process

SHARE THE OUTCOMES OF THE PROCESS AND HOW PARTICIPANT INPUT WAS USED

EVALUATE THE PROCESS WITH PARTICIPANT FEEDBACK

INTEGRATE PLANNING PROJECTS WITH ONGOING COMMUNICATION, RELATIONSHIP BUILDING AND RESEARCH OPPORTUNITIES

The following pages define guiding practices for each of these principles.



defining the process

HOW? WHO? WHY?

BE CLEAR ABOUT HOW AND WHY INDIVIDUALS AND INTEREST GROUPS WILL BE INVOLVED IN THE PLANNING PROCESS

Define and communicate the level of involvement of individuals, landholders and organizations in the planning process.

Define the purpose of the plan or project and relevant areas of the campus.

Determine the level of interest the planning decision will have on the community.

Specify the type(s) of engagement that will be used, ranging from only notification through to partnership, depending on the mandate, scope and impact of the process.



Identify the objectives of the community engagement process (i.e. purpose of engagement process and how input will be used).

REACH OUT TO THOSE IMPACTED OR INTERESTED

Identify possible individuals, landholders, organizations and the under-represented.

Create a list of contacts along with likely concerns and interests, as well as level of interest.

Where appropriate, conduct pre-consultation with key individuals, landholders and interest groups (e.g. AMS, GSS, UNA, Musqueam, etc...) to determine level of interest and reach out to those typically under-represented.

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Pre-engagement notification process:

Clearly communicate key issues and purpose of the planning process in the notifications (e.g. use maps, photos and simple text).

Determine appropriate communication/ notification channels (electronic and print) and ensure interested and impacted groups receive targeted communication.



Send notifications to the list of contacts (individuals, landholders and organizations) and through communication channels in advance of public engagement (e.g. 10 days prior to event).





designing + implementing the process

WHAT?
WHEN?

UNDERSTAND THE NEEDS AND CONCERNS OF INDIVIDUALS AND INTEREST GROUPS

Design engagement activities to connect community needs and interests with plan content.

Understand community assets and values that are related to the scope of the plan or project (e.g. review relevant research, plans and reports).

Acknowledge community concerns and clearly communicate the rationale behind proposed recommendations.

RESOURCE THE PROCESS TO DELIVER ON THE PLAN AND ENGAGEMENT OBJECTIVES

Create a project schedule and work plan that addresses the needs of participants, staff and decision makers.



Ensure engagement processes are timed to allow outcomes from activities to inform planning decisions.

Connect and time project schedule with other relevant projects to allow them to build off each other.

Schedule engagement activities during times of the year when people are more available. When this is not feasible, meet with key representatives to explain why and explore alternatives.

Align project schedules with key board meetings dates, when necessary (Board of Governors, and other relevant boards).

CHOOSE METHODS OF INVOLVEMENT THAT MATCH THE ENGAGEMENT OBJECTIVES AND LEGISLATIVE REQUIREMENTS

Selecting Engagement Methods

Use engagement methods that are most appropriate for the level of interest the planning decision will have on individuals, landholders and organizations.

Be innovative with the types of engagement techniques and practices. Continually refresh and update tools and techniques.

Choose engagement methods that will appeal to and fit the participants.



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ENGAGE IN A MANNER THAT REFLECTS THE DIVERSITY AND NEEDS OF THE COMMUNITY

Plan events and activities that encourage broad participation of students, faculty, staff, residents and neighbours who live on and off campus.



Choose locations and times for events that are easy to find and access.

Provide activities for children at events, when appropriate.



Determine what language(s) notifications will be sent out in and the need for translation services at events.

Follow UBC's Musqueam protocol for events on campus, when appropriate.

ENABLE TWO-WAY INFORMATION FOR INFORMED PARTICIPATION

Use a variety of methods to send and receive information.

Provide information to the community that is clear, concise and can be understood by a non-technical audience and by those who speak English as a second language.

Use the Campus + Community Planning website as the main source for project information (including technical reports and background materials), update information throughout the project and make print copies available upon request.



Coordinate with stakeholders, working groups, and committees during the course of the project to share project information with their networks.

Ask objective and open ended questions, whenever possible, to elicit public opinion.



Formal public feedback will be gathered to meet legislative requirements, when mandated.

Set minimum feedback periods for projects that have a greater impact or interest. (e.g. 2 week period)



concluding the process

SHARE THE OUTCOMES OF THE PROCESS AND HOW PARTICIPANT INPUT WAS USED

Publish a report that summarizes engagement outcomes at key points in the planning process.



Summarize notification process, engagement methods used, conduct a theme analysis on written feedback received and report out themes (e.g. report themes that recur 5% or more times).

Provide an explanation of how feedback gathered informed the planning process and outcomes (e.g. include responses to feedback in the consultation report).

Include written feedback received as an appendix to the summary report.

Post-Engagement Notification Process

Determine appropriate communication/notification channels through which to circulate plan outcomes

Send notifications to stakeholders and interested individuals about the plan outcomes and next steps.

EVALUATE THE PROCESS WITH PARTICIPANT FEEDBACK

Gather feedback on the engagement process that asks how well the engagement principles were upheld and use outcomes to improve future processes.

Provide an engagement process questionnaire at all engagement events and make the questionnaire available online.

Have an annual check-in meeting with campus stakeholders (both on and off campus) on how well Campus + Community Planning is upholding the engagement principles.

INTEGRATE PLANNING PROJECTS WITH ONGOING COMMUNICATION, RELATIONSHIP BUILDING AND RESEARCH OPPORTUNITIES

Maintain continuity of contact with key individuals, organizations and the broader campus community.

Update key individuals, organizations and the broader campus community on upcoming projects, engagement opportunities and outcomes, as part of ongoing communications and meetings.

Engage with students and residents about planning at UBC and how they can be involved.

Support and champion research opportunities with faculty and students that explore innovations in engagement.

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ENGAGEMENT PRINCIPLES AND GUIDING PRACTICES

The principles and guiding practices were developed in consultation with the following groups:

On campus:

- + Alma Mater Society
- + Campus and Community Planning
- + Community Partnership Unit
- + Graduate Student Society
- + Infrastructure Development
- + Student Housing and Hospitality Services
- + UBC Sustainability Initiative
- + University Neighbourhoods Association
- + Vice President - Academic
- + Vice President - Finance, Resources and Operations
- + Vice President - Students

Off campus:

- + City of Vancouver
- + Musqueam First Nation
- + Parent Advisory Councils
(University Hill Elementary, University Hill Secondary and Norma Rose Point Elementary)
- + University Endowment Lands - Administration
- + University Endowment Lands - Community Advisory Council

**THE ENGAGEMENT PRINCIPLES WERE ADOPTED BY
THE UBC BOARD OF GOVERNORS ON SEPTEMBER 30, 2014.**



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appendix

An Acadia Park engagement principle and associated guiding practices were developed as part of the formal report back to the UBC Board of Governors in response to the AMS' Acadia Park Community Needs Assessment Results (2013). This principle was adopted by the Board of Governors as part of the Campus + Community Planning Engagement Principles.



acadia park engagement principle

**ACKNOWLEDGE THE WELL-ARTICULATED
NEEDS OF THE COMMUNITY WHEN FUTURE
PLANNING OCCURS IN THE AREA.**

- + Explore ways to incorporate the findings from the Acadia Park Community Needs Assessment (2013) when planning in the area begins.
- + In addition to the above principles, conduct pre-consultation with the AMS and Acadia Park representatives to agree on how best to involve the diverse ages and backgrounds within the community in future planning of the area.