

December 10, 2015

REPORT TO THE CHIEF ADMINISTRATIVE OFFICER
FROM THE BUSINESS AND CLIENT SERVICES DEPARTMENT

ON

2015 PUBLIC ENGAGEMENT REPORT

PURPOSE

To provide Council with a summary of the public engagement activities completed by the City in 2015. The report includes information and data related to City staff efforts only and does not include any time commitments completed by Council members.

To advise Council that Administration has completed an efficiency review of the City's communication and public engagement functions and will be presenting a report with recommendations in early 2016.

SUMMARY

The City strives to provide frequent opportunities for public engagement in planning, programming, and activities throughout the organization. Public engagement and input are important to City operations and guide many initiatives, including KAMPLAN: City of Kamloops Official Community Plan, new infrastructure, capital projects, City budgets, land use plans, and public education. These efforts are driven by Council Policy No. GGA-34, Public Engagement, and a Public Engagement Handbook approved by Council in December 2013. The policy contains guiding principles, including careful planning and preparation, inclusion and diversity, collaboration and openness, accountability and trust, and, perhaps most importantly, a sustained engagement and participatory culture. The increased engagement efforts in 2015 fulfilled the sustained engagement culture principle.

In 2015, the key City public engagement efforts can be summarized in three phrases: empowerment, innovation, and social media. In holding a referendum, the City undertook the highest level of engagement, which is empowerment. Several initiatives utilized new methods, including local food demonstrations, webcams, and street teams. Social media became a more important tool to share and stimulate conversation. Residents were especially active in online conversations regarding the Overlanders Bridge Rehabilitation Project, the Food and Urban Agriculture Plan, and the parkade and performing arts centre referendum.

Below is an overview of citizen engagement activities and participation from January to December 2015. The summary includes participation in meetings, open houses, Public Hearings, workshops, input sessions, planning sessions, school presentations, and online town halls. While not an exhaustive list, it signifies the key measurables and the majority of activities during this period. It should be noted that tracking of each initiative often includes unique elements, which is why different metrics may be included in the summary.

In addition to the public engagement information included in this report, Administration would like to inform Council of an efficiency review that was undertaken on communication and public engagement services. An overview of service delivery by the Business and Client Services Division has been completed. A report on this review and a communication plan will be presented to Council in 2016.

Participation		
	2015	2014*
Number of public engagement activities	307	186
Participants in engagement activities	54,511**	4,699
Completed surveys	2173	854
Number of materials distributed	5,641	2,552
Social Media		
Facebook impressions	641,757	n/a
Facebook engagement	23,403	453*
Tweets	619	n/a
Twitter impressions	427,988	n/a
Twitter engagement	11,357	n/a

*The 2014 totals reflect the City's first year of tracking public engagement activities. Improved monitoring occurred in 2015. The 2014 social media numbers are a combination of Facebook and Twitter usage. In 2015, the City began working with a social media company that provides detailed metrics.

**This number includes the 22,294 citizens who voted in the referendum. Also, approximately 12,000 participants were school-aged children who received public education on sustainability and prevention activities.

Definitions

Impressions - The number of times a post from your page is displayed, whether the post is clicked on or not. People may see multiple impressions of the same post.

Engagement - The number of people engaged is the number of unique people who have clicked on, liked, commented on, or shared your posts.

Labour Value and Hard Costs of 2015 Public Engagement Activities		
	2015	2014
Staff hours attending public engagement activities	1,168	758
Labour value for preparation and attendance	\$165,301	\$30,310
Hard costs (e.g., advertising, print materials, rentals, food and beverages, etc.)	\$441,756*	\$121,240 (estimated)

*The hard cost total includes \$160,000 for the referendum and \$150,000 for the Overlanders Bridge and Columbia Street capital projects. The capital projects amount is included in the overall project costs and is not an addition.

The tables below provides three examples of 2015 initiatives that involved significant public engagement efforts and yearly comparatives on the public budget meetings. The examples illustrate the methods, participant levels and cost associated with each of the projects.

Food and Urban Agriculture Plan Level 1 - Inform, Consult, Involve, Collaborate	
Engagement period	6 months
Open houses	4
Committee meetings	4
Participants attending meetings	1,197
Survey respondents	645
Social media reach and impressions	25,152
Social media engagement	942
Website unique page views	1,781
Staff hours for attending public engagement activities	22.5
Labour value for preparation and attendance	\$9,900
Hard costs (e.g., advertising, print materials, rentals, food and beverages, etc.)	\$10,400

Overlanders Bridge and Columbia Street Capital Projects Level 1 - Inform, Consult, Involve, Collaborate	
Engagement period	10 months
Open houses	3
Stakeholder meetings	30
Stakeholder visits	25
Survey respondents	200
Social media posts	202
Social media impressions	147,092
Social media engagement	4,217
Website unique page views	
• #kammute weekly construction updates	44,065
• capital projects main section	14,992
Average time on web page	
• #kammute weekly construction updates	1:53
• capital projects main pages	1:17
Staff hours for public engagement preparation and attendance	700 (estimated)
Labour value for preparation and attendance	\$40,000
Hard costs (e.g., advertising and consultant)	\$150,000

Parkade and Performing Arts Centre Referendum Level 1 - Inform, Consult, Involve, Collaborate, Empower	
Engagement period	12 months+
Open houses	4
Stakeholder meetings	24
Total social media posts	49
Social media impressions	66,122
Social media engagement	2,167
Website unique page views	
• referendum pages	15,607
• Imagine pages	5,048
Average time on web pages	
• referendum pages	1:25
• Imagine pages	2:20
Staff hours for attending public engagement activities	57 (estimated)
Labour value for preparation and attendance	\$3,705 (estimated)
Hard costs (e.g., advertising, print materials, rentals, food and beverages, etc.)	\$160,000

2015 Public Budget Meetings		
	2015	2014
Public budget meetings	2	2
Hours	4	4
Participants attending meetings	20	44
Social media impressions	20,740	n/a
Social media engagement	468	18*
Staff hours to attend meetings	26 (13/meeting)	64 (32/meeting)
Labour value for preparation and attendance	\$10,000	\$51,200 (estimated)
Hard costs (e.g., advertising, print materials, rentals, food and beverages, etc.)	\$6,500	\$6,500

*Reflects former basic monitoring of social media activity.

City of Kamloops Website Statistics		
January 1-December 8, 2015	2015	2014
Unique page views	1,236,098 (up 11%)	1,111,568
Average time on page	1:45	1:55

Top Web Pages	
2015	2014
Index (home page)	Index (home page)
Career opportunities	Career opportunities
Garbage	Facilities (pools)
Facilities (pools)	Garbage
Kammute	Maps
Parks	Parks
Maps	Activity Guide
Finance (property taxes and electronic homeowner grants)	Legislative Services (municipal election)
Staff (internal career opportunities)	Finance (property taxes and electronic homeowner grants)
Activity Guide	Bylaws (adopt a pet, complaints, parking rates)

Key dates in 2015 when website page views spiked:

- January 5, 2015 - 8,818 (major snow storm);
- April 20, 2015 - 13,206 (launch of the Overlanders Bridge Rehabilitation Project);
- July 1, 2015 - 11,624 (Canada Day);
- October 19, 2015 - 8,775 (federal election); and
- November 7, 2015 - 14,443 (parkade and performing arts centre referendum).

The following table provides an overview of specific public engagement activities, including the impact of the initiative on residents and the level of engagement undertaken.

Public Engagement Activities Overview		
Initiative	Level of Impact	Level of Engagement
Parkade and performing arts centre referendum	1	Empower
Food and Urban Agricultural Plan	1	Collaborate
Agriculture Area Plan	2	Collaborate
KAMPLAN	1	Collaborate
Peterson and Guerin Creeks Watershed Plan	3	Collaborate
Overlanders Bridge reconstruction	1	Collaborate
Columbia Street reconstruction	1	Collaborate

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Public Engagement Activities Overview		
12th Street reconstruction	4	Collaborate
Community to Community Forum	2	Collaborate
Heritage House universal washroom	2	Collaborate
Neighbourhood association meetings	2, 4	Collaborate
Business association meetings	1-4	Collaborate
Tranquille Road beautification	2	Involve
Boundary extension project	2	Involve
Walkem/Dickenson Road intersection project	4	Involve
Owl Road Resource Recovery Centre	2	Consult
Aberdeen Drive road project	2	Consult
5th Avenue and Nicola Street mini-roundabout	4	Consult
Emergency water intake	4	Consult
KGHM/Ajax town hall meeting	1	Consult
Homelessness public forums	3	Consult
2015 and 2016 budget meetings	1	Consult
Public Hearings	4	Consult
Dallas Drive road project	2	Inform
Sustainability public education	4	Inform
Kamloops Fire Rescue public education	4	Inform
Public Works Open House	3	Inform

Level of Impact Definitions

- 1 - High impact, city-wide
- 2 - High impact, local area/group
- 3 - Low impact, city-wide
- 4 - Low impact, local/area/group

Level of Engagement Definitions (highest to lowest)

Empower - Empowering the community to develop solutions and implement them. Placing the final decision-making in the hands of the public.

Collaborate - Working together to develop understanding of all issues and interests with the intent to work out alternatives and identify preferred solutions.

Involve - Participatory process designed to help identify issues and views to ensure concerns and aspirations are understood and considered prior to decision-making.

Consult - Two-way communication designed to obtain public feedback about ideas, including rationale, alternatives, and proposals to aid in decision-making.

Inform - One-way communication providing balance and objective information to assist understanding about something that is going to happen or has happened.

Activity Locations

- Elementary schools;
- Seniors' centres;
- Community centres;
- Churches;
- Arenas;
- City parks;
- Shopping malls;
- Restaurants;
- Hotel meeting rooms;
- Farmers' markets;
- City facility meeting rooms;
- Libraries;
- Museum;
- City Council Chambers;
- Tournament Capital Centre;
- Thompson Rivers University;
- Tk'emlúps te Secwépemc facilities; and
- Stk'emlúps te Secwépemc Nation offices.

RECOMMENDATION:

For Council information only.

COUNCIL POLICY

- Council Policy No. GGA-34, Public Engagement

FINANCIAL IMPLICATIONS

The hard cost of the City's 2015 financial investment in public engagement is \$441,756. The labour value is \$165,301.

T. Robertson, MA
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Approved for Council Consideration: _____

TR/lm/kjm/ts