

# COMMUNITY ENGAGEMENT FRAMEWORK

## What We Heard

In developing an engagement framework to fit Coquitlam's context, it was important to hear from our residents and other stakeholders to hear about our community's experiences and attitudes towards the City's community engagement activities.

Stakeholders engaged on this topic in a variety of ways:



**9** meetings with Council Advisory Committees, Youth Council, Dogwood and Glen Pine boards

**468**



survey responses

**2**



Ipsos-led focus groups

**200+**

visits to [letstalkcoquitlam.ca/engagement](https://letstalkcoquitlam.ca/engagement)

**17,000+**

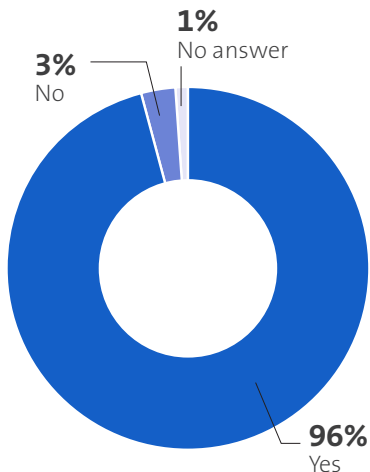
reached via social media



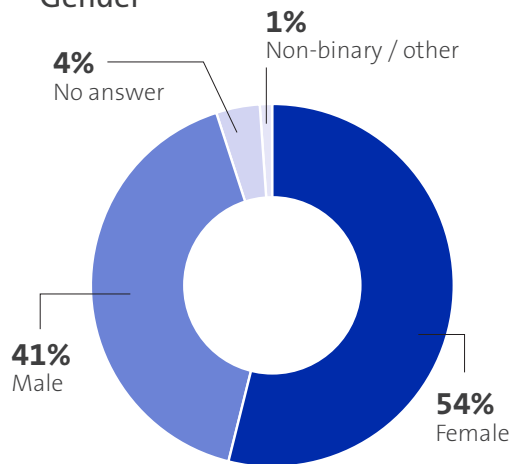
## ONLINE SURVEY

### Who did we hear from?

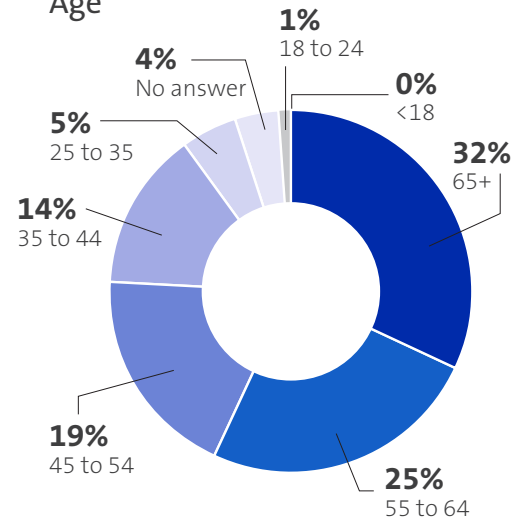
#### Live in Coquitlam



#### Gender



#### Age

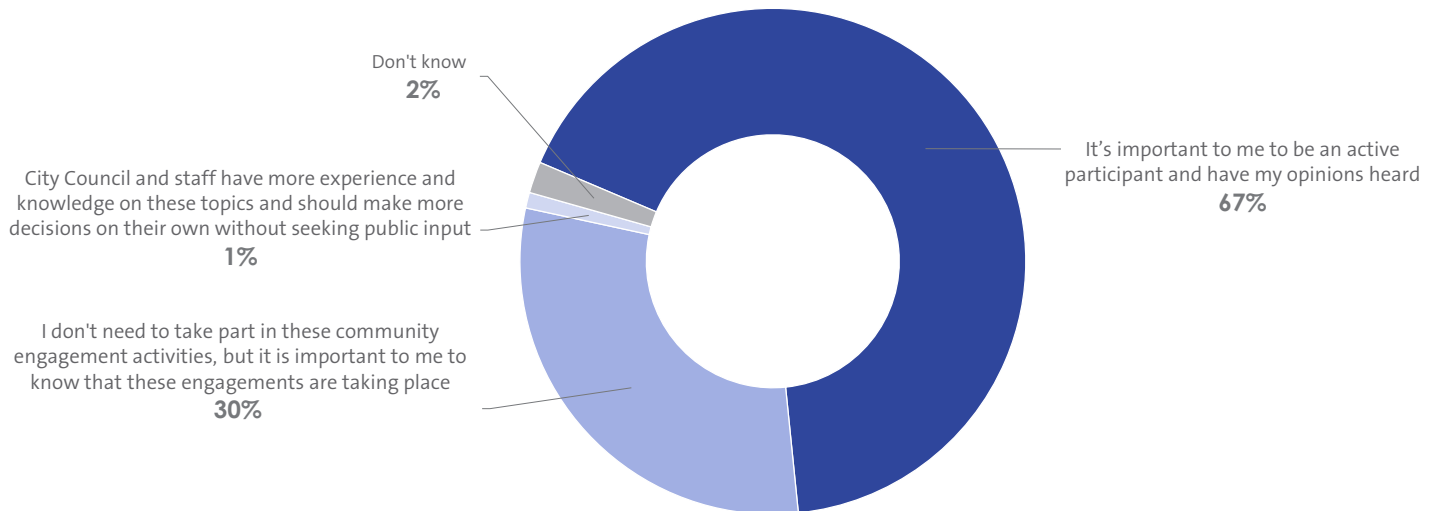


**21%** of respondents had young people (under 15) living in their household

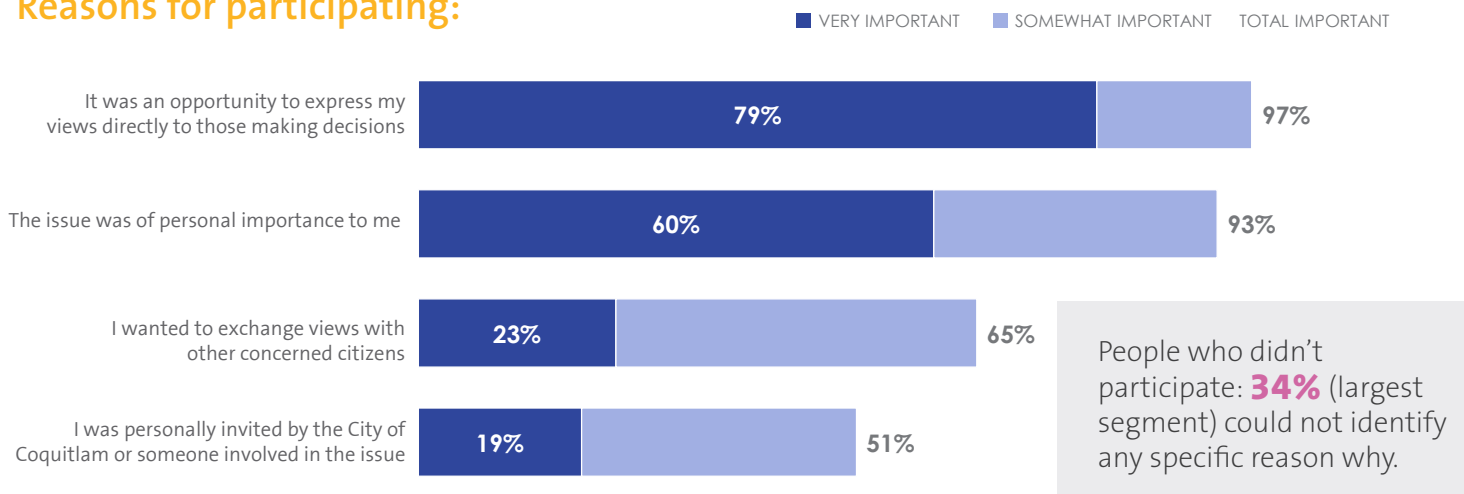
**15%** of respondents identified as being from a visible minority population

## WHAT THEY TOLD US:

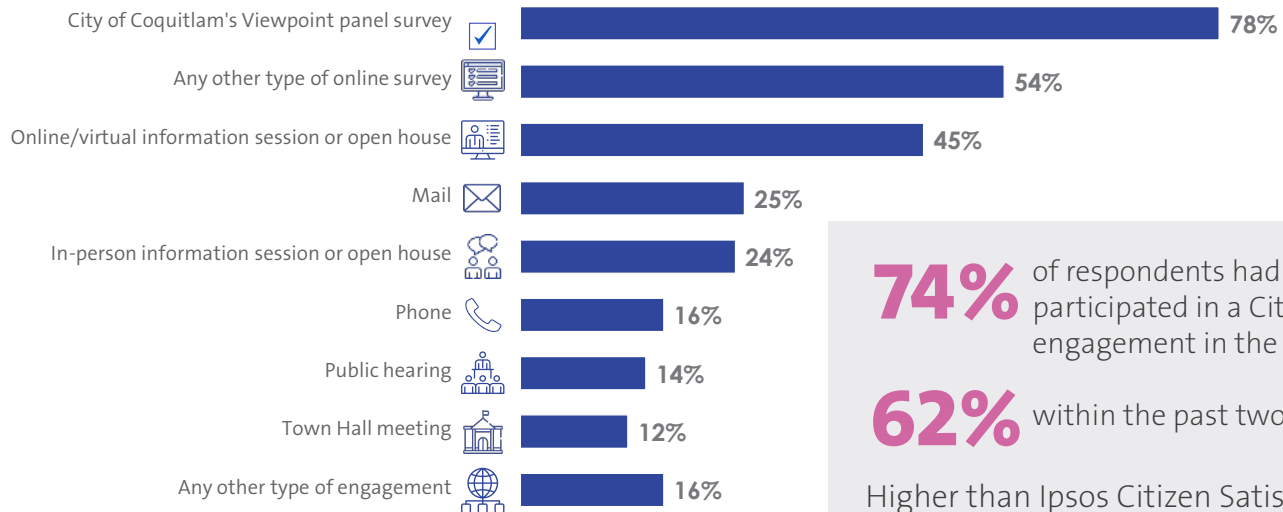
### Overall attitude towards community engagement:



### Reasons for participating:



### Methods of participating:

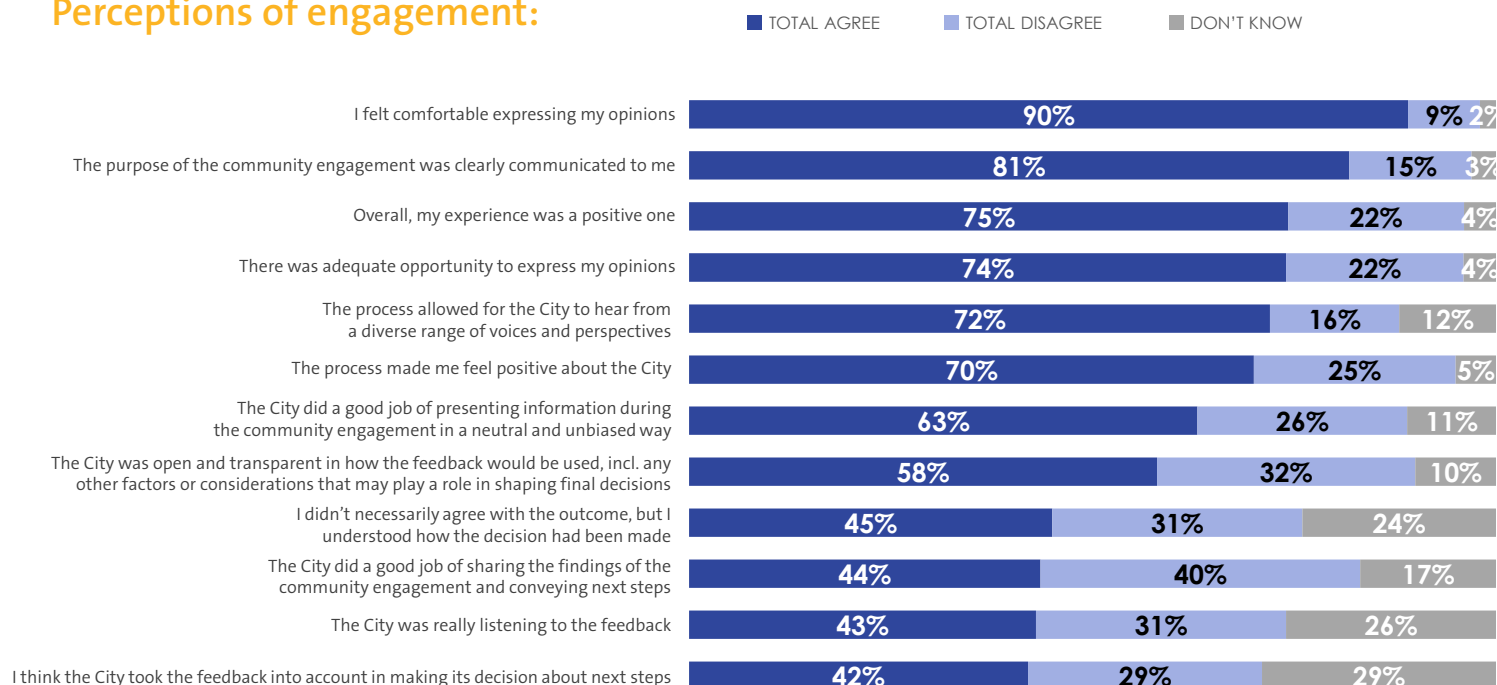


**74%** of respondents had participated in a City-led engagement in the past.

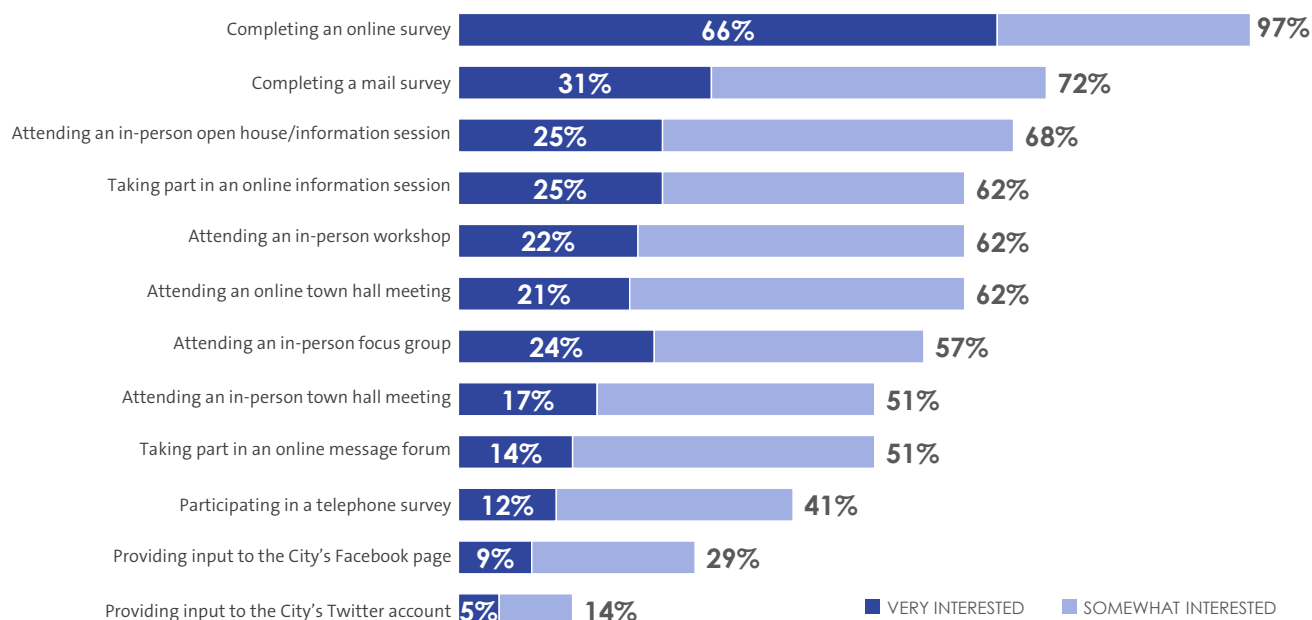
**62%** within the past two years.

Higher than Ipsos Citizen Satisfaction Survey participation rate of **30%**

## Perceptions of engagement:



## Interest in different forms of community engagement:



Similar to results from Citizen Satisfaction Survey (statistically-valid community survey) interest in different forms of community engagement:



**70%**  
Feedback forms  
on City website



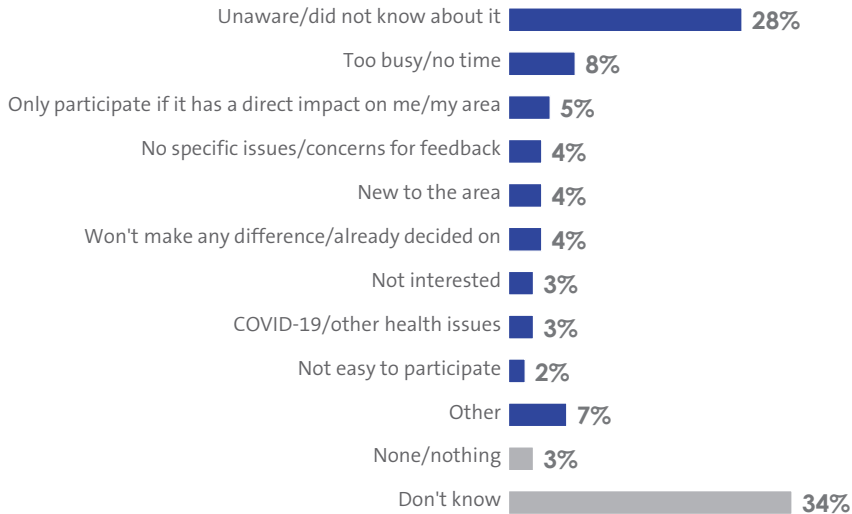
**68%**  
Surveys




**63%**  
Public open houses

Source: City of Coquitlam 2021 Citizen Satisfaction Survey

## Reasons for not participating



Likelihood for future participation was strong from all survey respondents:

 **92%** Likely

## FOCUS GROUP SESSIONS

These small-group sessions, led by Ipsos, provided an opportunity to hear from residents on their ideal community engagement process. Over half of participants had no previous past participation in the City's engagement activities.



### Targeted Approach

Participants were interested in commenting on issues that were of personal relevance to them.



### Make it Convenient and Engaging

Convenience was important to participants and online channels were generally viewed as more convenient. Short surveys (five to 10 minutes) were seen as a low commitment.



### Harnessing Social Media

While engagement with the City's official social media channels was low, several participants stayed current on local issues via community Facebook groups or were active on social media in general.



### Transparency is Key

Providing relevant contextual information for residents to make informed opinions, then reporting back to the community with the findings from engagement, along with information on the activities conducted and the rationale for final decisions were all desirable.




### Offline Locations Still Matter

Participants saw value in the City seeking feedback, or at least posting information about opportunities to provide feedback, at the physical locations that would be affected by the decisions.

Overall from all sources, a few opportunities for process improvements were identified at key touchpoints of the engagement process:

### Before the engagement

Lack of awareness →  marketing and promotion of community engagement opportunities.

### During the engagement

Concerns about a few strong voices dominating →  opportunities for engagement through equitable design

### After the engagement

Skepticism and uncertainty regarding the impact of public input →  transparency about how feedback is used, share final outcomes with participants