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The Corporation of **THE CITY OF NORTH VANCOUVER**  
**PLANNING & DEVELOPMENT DEPARTMENT**

**INFORMATION REPORT**

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To: Mayor Linda Buchanan and Members of Council

From: Renee de St. Croix, Manager, Long Range and Community Planning

Subject: **COMMUNITY WELLBEING STRATEGY – WHAT WE HEARD AND NEXT STEPS UPDATE**

Date: January 26, 2022 File No: 10-5080-20-0003/1

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**ATTACHMENTS**

1. Information Report – Community Wellbeing Strategy Update – Preliminary Vision, Goals, and Strategies (CityDocs [#2098953](#))
2. Community Wellbeing Strategy – What We Heard Report (CityDocs [#2140704](#))

**PURPOSE**

The purpose of this report is to provide Council with an overview of the activities and outcomes of the public engagement on the draft framework, which included the draft vision, goals, and strategies, for the City's *Community Wellbeing Strategy*.

**DISCUSSION**

The City of North Vancouver is developing a *Community Wellbeing Strategy* to address and plan for the services, resources, amenities, activities, and places that will support residents in living healthy, happy, and fulfilled lives. The *Strategy* will serve as a guide or “playbook” for how we make decisions about social infrastructure and community planning over the next 10 years.

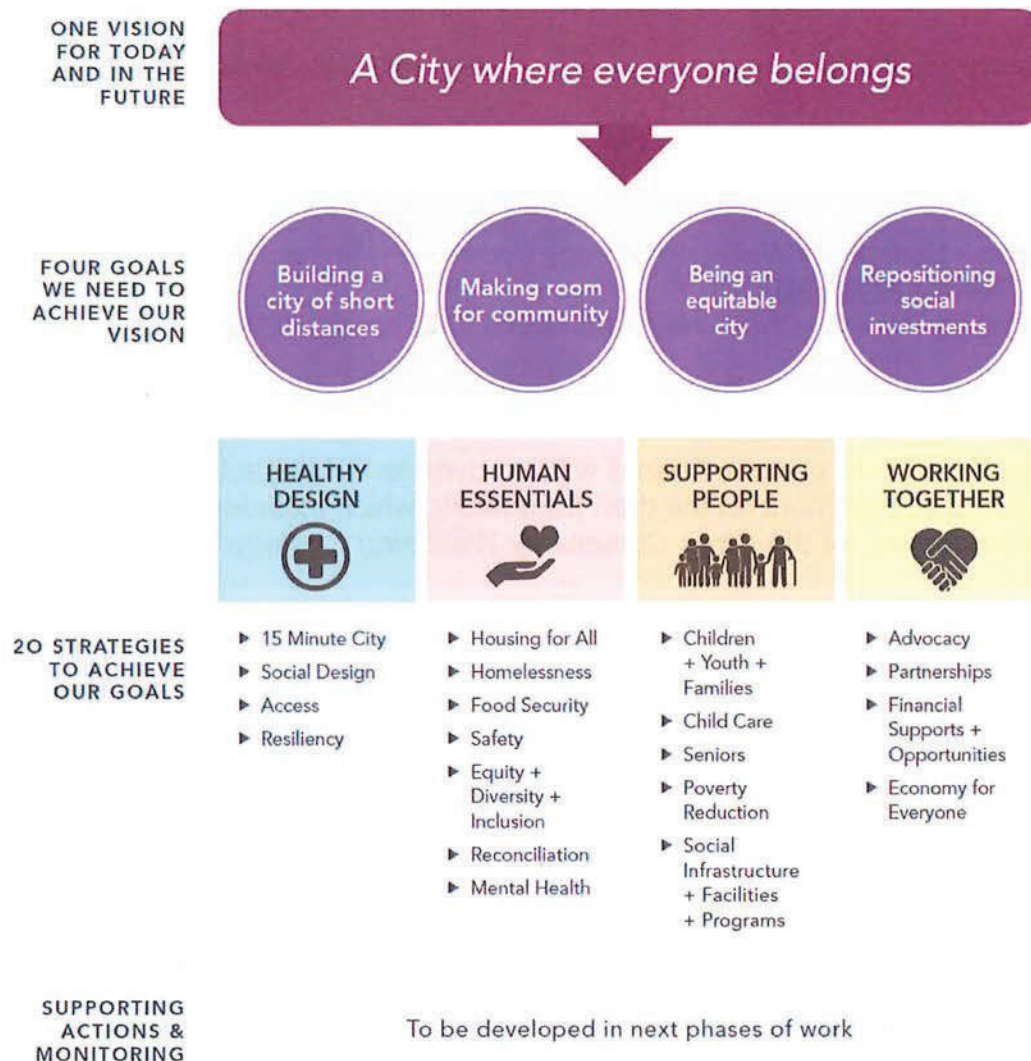
The new *Community Wellbeing Strategy* will replace the City's *Social Plan* developed in 1998. While we have achieved many goals set in that Plan, we recognize that our community and the world around us is evolving. Our community is facing a number of challenges – some are global in nature, many are unique to our region, and others are specific to the City.

A new *Strategy* is needed to provide direction, support decision-making, and manage change in this context of varying local needs, shifting demands, limited resources, and increasingly complex issues.

## INTENT OF ENGAGEMENT

The intent of the public engagement was to seek feedback on the draft framework for the *Community Wellbeing Strategy*. The draft framework outlines early ideas for a vision, goals, and set of strategies. It was developed based on current trends and best practice research, along with a review of existing plans and policies, and initial community input from the 2018-2019 *You, Me, Us* process. For more information on the details and development of the draft framework see the June 30, 2021 Information Report (Attachment 1).

### Draft Framework





## ENGAGEMENT PROCESS

Public engagement occurred over a six week period from September 22, 2021 to November 5, 2021.

The engagement objectives were to:

- Reach a broad and diverse range of community members and local stakeholders
- Raise awareness of social issues and opportunities
- Offer a variety of engagement formats to make it easy and accessible to participate
- Encourage respondents to provide feedback through an empathy and equity lens (i.e. consider the needs of the whole community and most vulnerable residents)
- Gather feedback on the preliminary vision, goals, and strategies
- Seek initial input and ideas to help inform the development of the actions
- Build upon relationships with community agencies and partners

A variety of engagement activities and tools were used to maximize outreach to the general public and community stakeholders and receive feedback. An overview of the activities and outcomes is provided in Figure 1.

Figure 1: Overview of Engagement Activities



Due to the COVID-19 pandemic and the ongoing social distancing requirements of the Provincial government, engagement activities were predominately held virtually. Print materials were made available at City Hall and the City Library, and smaller in-person meetings were scheduled upon request. Staff made every effort to collect feedback and have discussions in formats that were most comfortable and accessible to support people who wanted to participate and engage in the project.



## WHAT WE HEARD

Overall, the public engagement was very positive. People were keen to share ideas for actions and to see the draft *Community Wellbeing Strategy* in the next stage. Feedback highlighted both the importance and the ambitiousness of the framework, and the possibilities this will create for the City and its residents.

Staff have prepared a detailed *What We Heard Report* (Attachment 2), which will be shared with the public through the dedicated project webpage and Let's Talk platform.

### Emerging Themes and Areas of Interest:

The following represents key themes that emerged through the feedback received:

- Feedback was positive and people are keen to get into developing the actions.
- The importance and many benefits of strong social connections and the need to develop more community spaces and opportunities for interaction.
- Strong community desire for more affordable housing options.
- Building and improving upon community partnerships, local businesses, and non-profit relationships that deliver key services and supports.
- The urgent need to consider and address the impacts of climate change in relation to our collective wellbeing.
- The importance of equity, access, and inclusion in all areas of wellbeing.
- Acknowledgment of the need for greater supports for most vulnerable residents.
- There are a wide range of factors that contribute to and influence individual and community health and wellbeing.
- A desire for neighbourhoods to be more walkable with easy access to amenities and supports, and a greater range of activities.

### Feedback Received on the Draft Framework

The survey provided quantifiable feedback to determine whether the Draft Framework was meeting the needs of the community. Figure 2 shows the overview of the survey responses. However, in addition to the survey, staff received written and verbal feedback throughout the process that provided additional context, edits, adjustments, questions, and new ideas for the Draft Framework, which are detailed in Attachment 2.

Figure 2: Survey Responses



## NEXT STEPS

The feedback received through the public engagement is being used to further refine the draft vision, goals, and strategies for the *Community Wellbeing Strategy*. The anticipated changes to the framework, based on what we heard, will focus on:

- Adding the concept of “thrive” to the vision in order to speak to broader equity and the opportunity to flourish. For example, it was felt that it was not enough to be “a city where everyone belongs”, but rather that we build “a city where everyone belongs and has the opportunity to thrive”.
- Providing further clarification and definition to the goals, which will likely result in a reduction from four goals to three, thereby reducing overlap, improving plain language, and focusing the intent.
- Refining and reducing the number of strategies to decrease overlap and support greater integration of key subject areas. For example, this will include ensuring that actions related to equity, inclusion, diversity, and reconciliation are throughout the document in all subject areas rather than singular strategies.

The input from the consultation will also facilitate the more detailed development of the actions, implementation plan, and monitoring for the creation of the draft *Community Wellbeing Strategy*.

Going forward, staff will continue to report back and provide information to Council and Committees on the progress of the draft *Strategy* for input and direction. It is anticipated that the draft *Strategy* will be brought forward to Council and shared through another round of public engagement in Spring 2022.

RESPECTFULLY SUBMITTED:



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Planning