

**Present:**

Councillor Guerra - Chair  
Councillor Patton

**Absent:****Guests:**

Marnie Robinson, HCMA  
Melissa Higgs, HCMA

**Staff Present:**

Laurie Cavan, General Manager, Parks, Recreation & Culture  
Seline Kutan, Director, Marketing and Communications, Surrey  
Libraries  
Jeff Arason, Director Strategic Initiatives and Corporate Reporting  
Yonatan Yohannes, Manager, Utilities  
Preet Heer, Manager, Community Planning  
Stan Paulrajan, Manager, Business Applications  
Patrick Klassen, Community Planning Manager  
Adrienne Parsons, TF Project Manager  
Lauren Blake, Administrative Assistant

The Chair noted that a quorum of Task Force members was not present at the scheduled meeting start time. The Chair requested that the scheduled presentation begin and items requiring a resolution of the Task Force can be addressed later in the meeting once quorum is achieved.

**B. NEW BUSINESS****1. Update on Public Engagement Strategy**

Marnie Robinson, HCMA, provided the following update regarding Phase 1 and 2 of the Public Engagement Strategy (PES):

- Phase 1 of the PES occurred from September to December 2019 and consisted of staff interviews, visioning workshop, desk-based research and intercept surveys at City engagement events. Targeted outreach was conducted to connect with seldom heard voices (Indigenous peoples, youth, newcomers, BIPOC, people who are low income and people with disabilities).
- Phase 2 of the PES was scheduled from January to April 2020. Work was temporarily paused in March due to COVID-19. Activities included a pop-up event on Family Day, a community survey on public engagement and targeted outreach with seldom heard groups.
- Emerging themes from the work: inclusion, communication, diversity, trust, staff capacity and differing priorities. The themes helped shape the following five core strategies for work moving forward:
  - Include everyone;
  - Embrace differences;
  - Foster trust;
  - Build capacity to help staff help the community; and
  - Focus on process.

Councillor Patton entered the meeting at 1:05 p.m. and a quorum was achieved.

- For each strategy, themes, barriers and tactics were identified and presented to the Working Group for review and input. This content will help shape the strategy.

## 2. **Proposed Plan Moving Forward with the Public Engagement Strategy**

Marnie Robinson, HCMA, provided the following proposed plan to move forward with the Public Engagement Strategy (PES):

- HCMA has been working with the City to explore how to proceed with the remainder of the project during the pandemic. Emerging from these discussions is the recognition that the work completed to date on the PES is still relevant and applicable. While short-term engagement priorities have shifted due to the pandemic, the City's long-term engagement values and views have not changed significantly.
- Moving forward the project assumes that there will be an eventual return to in-person engagement and that face-to-face engagement will remain an important aspect of the City's engagement. In the interim (during the pandemic) digital engagement will play a larger role in engagement until a vaccine or effective treatment is developed. In the long-term virtual engagement could play an expanded role in the City's engagement.
- For the project, fees initially allocated for additional external engagement can be shifted to other work, including the assessment of engagement pilot projects.
- To help support City staff as they resume engagement during the pandemic, HCMA provided interim engagement recommendations. Recommendations suggested staff utilize the City's existing digital tools (social media, online surveys, virtual meetings on Microsoft Teams, virtual information meetings on Microsoft Teams Live Events and the City's website) and supplement virtual engagement with traditional tools (newspaper, mailouts, email and phone). They also suggested the City explore/pilot a digital engagement platform.
- The PES project will be completed in December 2020.

## 3. **Community Association Inventory Project**

Marnie Robinson, HCMA, provided the following report regarding the Community Association Inventory project:

- Following the December 2019 Task Force Meeting presentation on Community Associations, HCMA's scope of work was expanded to include the Community Association Inventory project.

- The Community Association inventory project is intended to provide insight into existing community associations, including their structure, membership and mandate.
- HCMA will be reaching out to Community Association contacts by phone. Project deliverables will include an inventory of community associations in Surrey and draft guidelines. Project will be completed this year.

**4. Facilitated Discussion**

This item was addressed as part of Items B.1-3.

**5. Online Tools for Community Engagement**

Adrienne Parsons, Task Force Project Manager, reviewed engagement challenges during the pandemic and presented an opportunity for an online pilot. The following information was highlighted:

- COVID-19 has impacted City staff's ability to conduct engagement. When the pandemic hit in March all in-person and non-COVID-19 related engagement came to a halt. As staff resume engagement they are facing challenges to deliver the same level and quality of engagement without face to face engagement.
- The City has a number of valuable and useful digital engagement tools (City's website, social media channels/campaigns, CitySpeaks, Microsoft Teams meetings, MS Live Events) that staff are and will continue to use.
- The City is missing an online platform and more dynamic tools for online surveys, workshops and open houses.
- Staff are recommending the City pilot an online platform. In the short-term the pilot would support staff engagement needs and align with one of the interim PES recommendations from HCMA. In the long term, the pilot could provide a better understanding of what the City needs for online engagement, insure the City is equipped to pivot from face-to-face engagement to online engagement as needed and provide an overall enhanced engagement experience.

In response to discussion around the cost of a pilot, it was estimated that a pilot could cost approximately \$5,000-\$10,000 to pilot.

The Task Force noted the following comments:

- An online platform would be useful as both a back-up or first line tool for engagement.

- The ongoing operating and administration costs for an online platform should be considered during the pilot.
- While an online engagement platform would have upfront costs, there could be long-term cost savings. Traditional in-person engagement events such as an open house, require significant staff time and resources to prepare for and conduct.

It was  
engagement platform tool through the Public Engagement Task Force, subject to budget availability.

Moved by Councillor Guerra  
Seconded by Councillor Patton  
That the City explore piloting an online

Carried

## 6. Upcoming Task Force Meeting Schedule

The Task Force requested that staff schedule the next meetings as needed.

### A. ADOPTION OF MINUTES

#### 1. December 10, 2019

It was

Moved by Councillor Patton  
Seconded by Councillor Guerra  
That the minutes of the Public Engagement

Task Force meeting held on December 10, 2019, be adopted.

Carried

### C. PRESENTATIONS

### D. CORRESPONDENCE

### E. INFORMATION ITEMS

### F. NEXT MEETING

The next meeting of the Public Engagement Task Force is to be determined.

G. ADJOURNMENT

It was  
  
meeting be adjourned.

Moved by Councillor Patton  
Seconded by Councillor Guerra  
That the Public Engagement Task Force

Carried

The meeting adjourned at 2:45 p.m.

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Jennifer Ficocelli, City Clerk

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Councillor Guerra, Chair