
Communication and Community Engagement

— Feedback and Suggestions —
from Mr. Leslie Barclay

This is what it seems like to most citizens



This is what it should be like



Apt metaphor for Nanaimo?

Beyond The Hype-2015

Perspectives on Public Engagement

Friday, Nov 13, 2015 - Vancouver Island University, Nanaimo

BEYOND THE HYPE 2015 CANCELLED

SCHEDULE

REGISTRATION

SPEAKERS

CONFERENCE INFO

CONTACT



BEYOND THE HYPE 2015 CANCELLED

BEYOND THE HYPE 2015 has been cancelled due to unforeseen circumstances.

The planning team wishes to thank our speakers, sponsors, and all those who expressed interest for their support.

Please visit www.cprs-vi.org for details on future CPRS Vancouver Island events and activities.

[Beyond the Hype 2015 news story](#)

Communications Plan Guiding Principles

Do you see the contradiction?

3. Active Listening

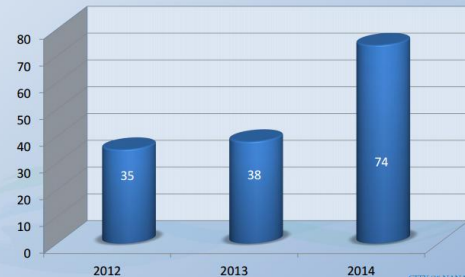
Citizens want to be heard – communication information that acknowledges their input.

4. Measuring and Improving

Ensure City resources are used effectively and appropriately by regularly evaluating the information the City sends out.



News Release Totals **June to Sept** - 2012, 2013, 2014



Is anyone really evaluating?

Open or closed?

Who to contact?



NOTICE OF A SPECIAL OPEN CITY MANAGER SELECTION COMMITTEE MEETING PURSUANT TO "COUNCIL PROCEDURE BYLAW 2007 NO. 7060"

NOTICE IS HEREBY GIVEN pursuant to "COUNCIL PROCEDURE BYLAW 2007 NO. 7060", of a Special Open City Manager Selection Committee Meeting to be held:

DATE: Friday, 2015-NOV-13

LOCATION: Board Room, City of Nanaimo Service & Resource Centre,
411 Dunsmuir Street, Nanaimo, BC.

TIME: 9:00 a.m.

RESIDENTS • BUSINESS • VISITORS • CITY HALL • DEPARTMENTS

Nanaimo - Where great ideas come to light

Learn More

Public Notices 5

- [Council Agendas/Minutes/Video](#)
- [Newsroom](#)
- [Proclamations](#)
- [Notice of Special Open Nanaimo Culture and Heritage Commission, November 18](#)
- [Notice of Special Open Council Meeting, November 16, 2015](#)
- [Notice of Special Open City Manager Selection Committee, November 13](#)
- [Linley Valley Cottle Park Alternative Approval Process](#)
- [Bastion Street Parkade Maintenance, September 29 to November 13](#)

What's New? 5

- [Colliery Dams Update](#)
November 10, 2015
- [City Invites Residents to Take a Drive Through Time](#)
November 10, 2015
- [Remembrance Day Ceremony](#)
November 10, 2015
- [Survey seeks citizen input on City services](#)
November 9, 2015

Definitions

Communication:

- 3 a :** a process by which information is exchanged between individuals through a **common** system of symbols, signs, or behavior <the function of pheromones in insect *communication*>; *also* : exchange of information
- b :** personal **rapport** <a lack of *communication* between old and young persons>

Engagement

- 6** [UNCOUNTABLE] FORMAL the feeling of being involved in a particular activity

The problem

- November 19, 2014 -- email sent to mayor -- no reply
- February 12, 2015 -- written letter mailed to mayor -- again no reply
- November 10, 2015 -- email inquiry sent to councillors Hong, Kip, Yoachim - also no reply
- November 13, 2015 -- telephone call to City Hall about “open” meetings
- 34.7% voter participation in 2014 Nanaimo city election, 27% in 2011
- Systemic lack of opportunity for grassroots community engagement and participation in city governance between elections

Congratulations on your election and an idea



Leslie Barclay <leslieabarclay@gmail.com>

11/19/14



to bill.mckay

Dear Mr. McKay,

Congratulations on your well deserved win in last Saturday's election. My faith in the electoral process was bolstered substantially by the election outcomes.

I am particularly interested in your ideas about reforming the committee process. While the voter turnout improved over 2011, it remains dismal at 33%. Therefore, I suggest that as part of your committee reform, you establish a new committee called the "community engagement committee" (or some such like title). Such a committee would have as one of its primary goals increasing voter turnout and engagement with local government. Additionally, it would seek to facilitate greater community dialogue and discussion at the grassroots level, build community social networks, and foster greater community cohesion.

Such a committee would be welcomed by the community and if driven by the grassroots community (rather than elites) could help remedy the poor impression Nanaimo's previous government left with its citizens. I would be happy to discuss this idea further with you and would like to be involved in such a committee.

Regards,

Les Barclay
222 Concordia Place
Nanaimo, B.C.

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Meaning of "open" in "special open city manager selection committee meeting"



Leslie Barclay <leslieabarclay@gmail.com>

Nov 10 (7 days ago) ☆

to jerry.hong, jim.kipp, bill.yoachim ▾



Hello Councillors,

I am perplexed by this notice on the City of Nanaimo website. If this is an "open" meeting, does that mean as a citizen I am permitted to attend. The confusion arises because later in the notice reference is made to "the purpose of the Special Open City Manager Selection Committee Meeting is to proceed "In Camera". Which is it? Open or closed?

As the notice does not provide any contact information, I have chosen to email several of you councillors, hoping for clarification. It boggles the mind that this city spends hundreds of thousands of dollars on communications personnel, but cannot seem to communicate very clearly.

Les Barclay



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Despite

- 2013 Communication Plan
- 2014 Communication Plan update
- Occasional town hall forums, surveys, “Your voice, our Nanaimo”c
- Council meetings open and viewable by video
- Communications manager, Communications & Marketing specialist, graphics specialist, IT manager, IT & Legislative Services director, and Captain of Infomatics & Communications
- A new council

Engagement?

What happened to the overhaul of the committee system?

NEWS

Nanaimo mayor takes majority of city appointments



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by [Staff Writer - Nanaimo News Bulletin](#)

posted Mar 6, 2015 at 2:00 PM

Mayor Bill McKay will take on the lion's share of political seats this term, according to a new roster of council appointments.

Political appointments to the city's boards and committees were announced by the mayor Monday, with the heaviest assignment loads going to McKay and councillors Jim Kipp and Jerry Hong.

According to McKay, tasks were assigned based on job demands and councillors' interests. He took a lot of 'fill ins' for positions others weren't keen on.

Ten appointments in total have gone to the mayor, with half to external boards and liaison committees like the Tripartite Liaison Committee and Greater Nanaimo Chamber of Commerce. Hong will have positions on the Regional District of Nanaimo board and six city committees – the highest number of internal seats given to any one councillor – including the new Youth Advisory Council, while Kipp saw most of his seven appointments to external groups.

Coun. Diane Brennan will join five committees and boards which include the Culture and Heritage Commission and a return to the Advisory Committee on Environmental Sustainability and Social Planning Advisory Committee. Coun. Wendy Pratt will join Brennan on the Culture and Heritage Commission, as well as groups like the Grants Advisory Committee and Parks and Recreation Committee.

Not entirely out of left field

The 12 Key Elements that Define *Successful Cities*

It is out of those new perspectives and experiences in other cities around the world that a number of key elements have been identified as central to the success of a city. The following identifies a number of such factors that affect the degree to which a city will be successful:

1. *Connectivity*: facilitating efficient internal and external movement of people and goods while minimizing detrimental environmental and social effects;
2. *Culture of Collaboration*: support for respectful and cooperative interdisciplinary processes and varied views to achieve common purpose;
3. *Culture of Innovation*: promotion of innovative ways of addressing emerging local and global economic, environmental and social challenges;

from: *Successful Cities: Rethinking Nanaimo*
A Nanaimo Chamber of Commerce Action Plan
April 2012

Challenges with public engagement

What we're hearing

- scepticism
- low trust
- inconvenient

What we're experiencing

- solutions difficult to resource
- high expectations
- lack of common ground



Trend towards online *community panels*

What are they?

- A new way for residents to connect with their City.
- A secure place that effectively allows residents to have input and say.
- A convenient way to provide input.

A Proposal

Establish a new committee -- the “community engagement committee”

- 8 to 10 members, with one council member (rotated annually)
- Meet monthly (or every two months) as a committee
- Have a regular quarterly (or bi-annual) forum for citizens
- Have a blog or webpage (and online forum)
- Produce an annual report to city council

OBJECTIVES & PRINCIPLES

1. build greater grassroots community engagement with city governance
2. provide an opportunity for interested ordinary citizens to collaborate and discuss ideas about Nanaimo
3. provide authentic feedback and ideas to city council
4. seek to increase voter participation for the next election
5. build greater community cohesiveness and social capital
6. be a non-"political", low stakes discussion forum for citizens

Discussion on any topic, but guided by committee objectives

- minimal cost
- minimal risk
- tremendous upside

There is a problem.

Here is a potential solution.

Consider it.

Let's talk more ...

It's up to you ...

"Big Government means small citizens: it corrodes the integrity of a people."

Mark Steyne