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## EXECUTIVE SUMMARY

In 1992, Vancouver City Council decided that a new municipal plan was required to update and streamline the planning decision processes used in the City. Prior to 1992, Vancouver did not have a current official plan as the only-city wide plan was last updated in 1948. The process of creating a new Official Community Plan began, when the Vancouver City Council asked citizens for ideas about their vision for Vancouver's future. Over the next three years, the vision for Vancouver's future took shape with the participation of approximately 100,000 people. On June 6, 1995, Vancouver City Council adopted *CityPlan: Directions for Vancouver* as a framework to guide future development in the city. In 1995, the Canadian Institute of Planners (CIP) presented CityPlan the CIP award for Planning Excellence for "Innovation in Public Participation" in recognition of the innovative procedures for public involvement used in CityPlan.

The goal of this report is to provide a comprehensive analysis of CityPlan's public participation processes and to make recommendations for its improvement. The evaluation method used in this report is based on the approach used by Mark Dorfman in his 1991 report for the Ministry of Municipal Affairs called *Public Participation in Municipal Planning and Policy Development*. The minimum objectives for public participation cited in Dorfman's report are used as evaluation criteria, with modifications according to findings in other literature reviewed.

The criteria used to evaluate the public participation program used to design CityPlan are:

1. Whether it promoted a shared role for the public and decision-makers in defining the goals for the public-involvement procedure itself;

CityPlan is analyzed according to these objectives and recommendations are made regarding how to improve the process so that it can better meet the objectives. CityPlan is ranked on a four-point scale (objective satisfied, objective partially satisfied, objective not satisfied, and uncertain if objective satisfied), for each of the nine objectives. The following table summarizes the extent to which CityPlan met the criteria.

Table 1 – Summary of CityPlan’s Success in Meeting the Minimum Objectives

<b>Objective</b>	<b>Objective Satisfied</b>	<b>Objective Partially Satisfied</b>	<b>Objective Not Satisfied</b>	<b>Uncertain if Objective Satisfied</b>
1 - Shared Role Defining Goals for Public Involvement		X		
2 – Two-Way Public Education Process			X	
3 - Accurate and Objective Information				X
4 - Opportunities to Express Opinions	X			
5 - Information in Non-Technical Language			X	
6 - Public Responses Considered		X		
7 - Consensus Among Stakeholders			X	
8 - Flexible Public Participation Process	X			
9 - Stakeholders Interests Represented	X			

CityPlan did not meet all of the nine minimum objectives of public participation. A summary of problems I identified that contributed to not meeting these objectives include the following:

- only 1.3% of households were sent surveys about how they wished to be involved in the planning process;
- the public was not asked for their input of what the objectives of a public participation programs should be;
- there was limited two-way communication;

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- a standardized approach to translating documents;
  - parameters for local media campaigns to educate the public;
  - a checklist of potential goals;
  - a list of standard information regarding planning, public participation and Official Community Plans (OCPs);
  - criteria about what information will be distributed to the general public and participants;
  - a Policy that clarifies whom to notify directly about public participation campaigns, including a list of special interest groups that should be included; and
  - a goal of replying to requests for information within 2 or 3 working days.

I also recommend that CityPlan start with a local media campaign to introduce the public to the concept of an OCP and how it can affect a city. The City of Vancouver can then circulate flyers that provide information regarding how the political system in Vancouver works; what planning is; what an OCP is; the purposes of an OCP and how it can affect the public; and what public participation is and how it can affect an OCP. Furthermore, I recommend that CityPlan hold an open house to provide information regarding general information about public participation and the timeline expected for the project. This information could include the various forms of public participation that the City would consider using in addition to the general information outlined above.

Next, CityPlan could proceed with a random survey of households similar to that which they undertook, with some very important modifications. I recommend that the process be expanded