

# GROWING a Culture of P2

2018 IAP2 NORTH AMERICAN CONFERENCE  
VICTORIA, BC // SEPTEMBER 5-7, 2018



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### The Capital of British Columbia

*Embrace the Future. Build on the Past.*

On the southern tip of Vancouver Island, Victoria is a community of choice for its temperate climate, natural

beauty, recreational sites and economic opportunities. Millions visit the city every year and enjoy the natural beauty, temperate climate and heritage charm Victoria offers its citizens every day.

There is a wealth of natural and man-made riches, including stunning heritage architecture, ocean views and mountain vistas. In fact, the beauty of the world-renowned Butchart Gardens provided inspiration for the 2018 IAP2 North American Conference theme: "Growing a culture of P2".

We hope you find their rare juxtaposition of heritage charm, scenic backdrop and modern city-scape as inspiring and refreshing as we do.

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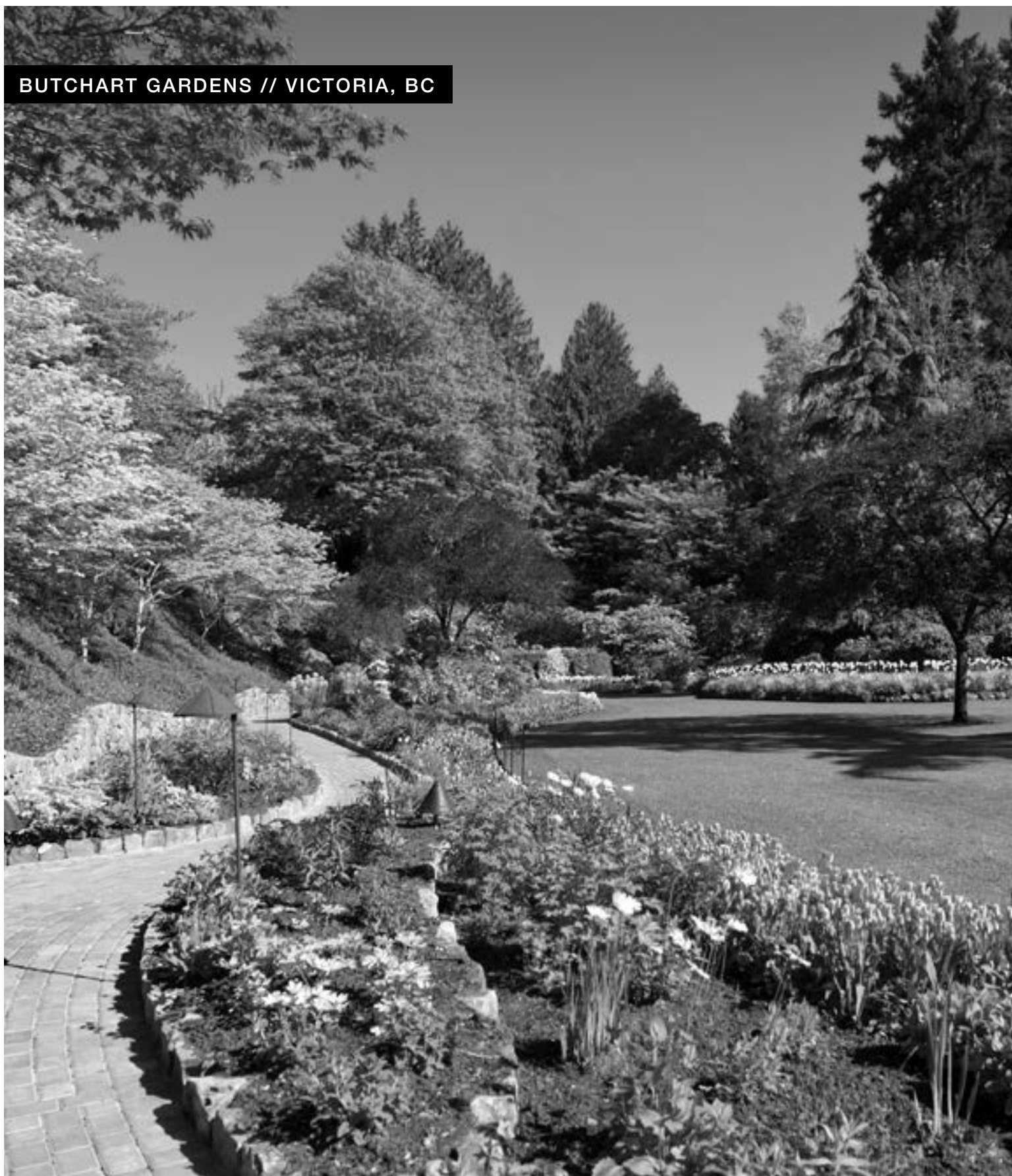
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## IMPORTANT CONFERENCE INFORMATION

### CONFERENCE HEADQUARTERS

Victoria Conference Centre, 720 Douglas Street,  
Victoria, B.C., Canada

### REGISTRATION DESK HOURS

**Wednesday, September 5<sup>th</sup>**

11:00 am-5:00 pm

**Thursday, September 6<sup>th</sup>**

7:00 am-4:00 pm

**Friday, September 7<sup>th</sup>**

7:00 am-12:30 pm

### PRE-CONFERENCE TOURS AND WORKSHOPS

Wednesday, September 5<sup>th</sup> - throughout the day - participants must register in advance.

### CORE VALUES AWARDS GALA – DINNER, DANCING AND YES, AWARDS

This year's Gala will take place at the Victoria Conference Centre, featuring an exciting taste of BC culture. From 6:00 - 7:00, you'll be treated to an Artisan Fair, with offerings

from local craftspeople while you enjoy refreshments. At 7:00, it's the Core Values Awards dinner and Gala, featuring the internationally-renowned Lelala Dancers, from Northern Vancouver Island. Then there's the awards presentation itself, honoring the best in projects, organizations and individual contributions to P2. The Gala ticket is included in the full conference registration - so come relax, enjoy and celebrate P2 excellence.

### BADGE REQUIREMENTS

Admission to all activities requires your name badge. Please cooperate by wearing it at all times.

### DRESS CODE

Suggested attire - business casual.

### NO SMOKING

All sessions, meetings and social events are designated as non-smoking.



## CORE VALUES

The Core Values define expectations and aspirations of the public participation process. Processes based on the Core Values have been shown to be the most successful and respected.

The Core Values were developed with broad international input to identify those aspects of public participation that cross national, cultural, and religious boundaries.

**ONE // PUBLIC PARTICIPATION** is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.

**TWO // PUBLIC PARTICIPATION** includes the promise that the public's contribution will influence the decision.

**THREE // PUBLIC PARTICIPATION** promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.

**FOUR // PUBLIC PARTICIPATION** seeks out and facilitates the involvement of those potentially affected by or interested in a decision.

**FIVE // PUBLIC PARTICIPATION** seeks input from participants in designing how they participate.

**SIX // PUBLIC PARTICIPATION** provides participants with the information they need to participate in a meaningful way.

**SEVEN // PUBLIC PARTICIPATION** communicates to participants how their input affected the decision.





## CODE OF ETHICS

The Code of Ethics is a set of principles that guide us in our practice of enhancing the integrity of the public participation process. As P2 practitioners, we hold ourselves accountable to these principles and strive to hold all participants to the same standards.

**ONE // PURPOSE** we support public participation as a process to make better decisions that incorporate the interests and concerns of all affected stakeholders and meet the needs of the decision-making body.

**TWO // ROLE OF PRACTITIONER** we will enhance the public's participation in the decision-making process and assist decision-makers in being responsive to the public's concerns and suggestions.

**THREE // TRUST** we will undertake and encourage actions that build trust and credibility for the process and among all the participants.

**FOUR // DEFINING THE PUBLIC'S ROLE** we will carefully consider and accurately portray the public's role in the decision-making process.

**FIVE // OPENNESS** we will encourage the disclosure of all information relevant to the public's understanding and evaluation of a decision.

**SIX // ACCESS TO THE PROCESS** we will ensure that stakeholders have fair and equal access to the public participation process and the opportunity to influence decisions.

**SEVEN // RESPECT FOR COMMUNITIES** we will avoid strategies that risk polarizing community interest or that appear to "divide and conquer".

**EIGHT // ADVOCACY** we will advocate for the public participation process and will not advocate for a particular interest, part or project outcome.

**NINE // COMMITMENTS** we will ensure that all commitments made to the public, including those by the decision-maker, are made in good faith.

**TEN // SUPPORT OF THE PRACTICE** we will mentor new practitioners in the field and educate decision-makers and the public about the value and use of public participation.





## STEERING COMMITTEE



**CATHERINE ROCKANDEL**  
CONFERENCE CO-CHAIR

&

**LISA MOILANEN**  
CONFERENCE CO-CHAIR

As co-chairs, we became inspired thinking about meaningful engagement and what the future of P2 will look like. We believe, deep meaningful engagement makes a difference, and is fundamental to the core values of P2.

- We imagine a culture of engagement that inspires dialogue about our past and future.
- Creatively collaborating to innovatively engage people in decision making.
- Influencing new ways of thinking and acting, that include a diversity of culture and ideas
- Investing together in the next generation of IAP2 practitioners.

We were overwhelmed and honoured that so many submitted to present at the conference. The conference is sold out with 370 attendees! We value the people that have supported IAP2 from the early foundational years. They invested a lot of themselves to grow IAP2, and we are encouraged by those that are new and eager to learn and share their ideas and experience.

Many volunteers with various backgrounds, levels and experience and interests have helped shape this conference, thank you for this. The theme truly grew with the vision of our right-hand creative man Drew Ferrari. He was able to take our ideas and concepts and brought them to life. Thank you to IAP2 staff for their ideas, willingness to try new approaches and get excited about the future of P2 with us.

Lastly, thank you for your enthusiasm, efforts and energy. Our hope is that this conference deepens relationships and that you join us to plant seeds that grow the culture of P2. Look for our wishing tree at the conference to share the wishes you intend to act on in the upcoming year that will help create and grow the culture of P2. We encourage you to take what you have learned and continue to share with your community, colleagues, clients and others.

**Welcome to Victoria,  
British Columbia!**

## WELCOME FROM IAP2 CANADA



**BRUCE GILBERT**  
IAP2 CANADA PRESIDENT

On behalf of the IAP2 Canada Board of Directors I am pleased to welcome you to beautiful Victoria, British Columbia and our 7th IAP2 North American Conference: Growing a Culture of P2.

Congratulations! You are one of the lucky and wise practitioners who have smartly found their way into our sold-out conference! You have registered for what promises to be a very important event for those interested and working in the P2 movement in North America and beyond.

You are going to meet some very impressive P2 practitioners from around the world including some exceptionally gifted and impressive people from Australasia, Indonesia, Southern Africa, Italy, the United States, and of course, from across Canada.

In addition to building your professional and personal networks, in Victoria you will have many opportunities to reflect, learn, share, debate, be challenged, and build your practical P2 skills. All of this will make you a better P2 practitioner, innovator, and advocate for P2.

Thank you for being part of our growing global P2 movement that aspires to affect meaningful and positive democratic change around the world. For those of you arriving early or staying late to participate in IAP2 Federation and/or special Affiliate meetings, thank you for doing the 'extra' hard governance work that keeps our movement advancing.

Finally, special thanks and congratulations to the BC Chapter of IAP2 Canada and the Conference planning committee(s) members for building a quality and impressive conference that will motivate and inspire us to continue our critically important work for the 'greater public good' now and well into the future'.

## WELCOME FROM IAP2 USA

I want to extend a warm welcome to each and everyone of you on behalf of the IAP2 USA Board of Directors. Congratulations and thanks are due to the 2018 Conference Committee and our Canadian hosts for the hard work and dedication it takes to plan and deliver a great conference.

One of the benefits of co-hosting the North American Conference is that we are welcomed to each others' regions to learn in an "embedded" environment. This year's conference offerings provide amazing examples of the best our practice has to offer and I know they will inspire us all to expand our skills, challenge the status quo and engage with each other.

So, it is with gratitude to our Canadian hosts that I invite you to take in the beautiful surroundings and join us in celebrating this year's Core Values awards winners at the Victoria Conference Centre. I know you'll enjoy these inspirational projects and practitioners as much as I do. I hope you'll join me in sharing the interesting, innovative and exciting things you'll learn and do at this conference via our respective social media feeds

Thanks to all of you for attending, presenting and participating in this exciting event. We hope you find **growing a culture of P2** an enjoyable, challenging and engaging prospect.



**LEAH JARAMILLO**  
IAP2 USA, PRESIDENT



## SCHEDULE AT A GLANCE

### WEDNESDAY, SEPTEMBER 5

11:00 AM - 5:00 PM **REGISTRATION**

9:00 AM - 12:00 PM **FIELD TRIP** Experiential Field Trip – Songhees and Esquimalt Nations  
**FIELD TRIP** P2 and Pedals – Engagement Cycling Tours of Victoria!

12:30 PM - 4:30 PM **PRE-CONFERENCE FIELD TRIPS AND WORKSHOPS**

P2 and Pedals – Engagement  
Cycling Tours of Victoria!

Cities and P2

Beyond Indigenous  
Engagement

**Traffic Jam!** Problem-Based  
Learning for Transportation  
Engagement Gridlock

**FIELD TRIP**

**SIDNEY**

**SONGHEES WELLNESS  
CENTRE**

**COLWOOD**

5:30 PM - 7:30 PM **WELCOME RECEPTION (NO HOST BAR) – OGDEN POINT (BREAKWATER BARGE)** Sponsored by SFU Morris J. Wosk Centre for Dialogue, and SFU Continuing Studies; and supported by the IAP2 BC Chapter.

### THURSDAY, SEPTEMBER 6

7:00 AM - 4:00 PM **REGISTRATION/CHECK-IN**

8:00 AM - 8:30 PM **HOT BREAKFAST BUFFET**

8:30 AM - 10:00 AM **OPENING PLENARY**

10:00 AM - 10:30 AM **MIND AND BODY BREAK** Sponsored by Patricia Galaczy, The Art of Dialogue - Coffee and Tea

10:30 PM - 12:00 PM **90 MINUTE CONCURRENT SESSION**

P2 is a Team Sport: How Four  
Community Entities Joined  
Forces to Harness the Power  
of Dialogue

**SALON B**

Commitment to Engagement:  
Evolving Expectations in the  
Energy Sector

**SALON C**

Prevent “Tooth Decay”

**COLWOOD**

Using Directed Storytelling  
and Journey Mapping for  
Deep Engagement

**SIDNEY**

12:00 PM - 1:00 PM **LUNCH** Sponsored by TransLink - Working Lunch Buffet

1:00 PM - 1:45 PM **45 MINUTE CONCURRENT SESSION**

User Experience Design,  
What Governments Can  
Learn from IKEA and Apple

**SALON B**

Public Engagement on  
Critical Public Policy:  
Managing Ontario’s Anti-  
Racism Consultation

**SALON C**

Listening to Vancouver’s  
Chinatown Community:  
Lessons in Enabling Inclusive  
Engagement

**COLWOOD**

Community Empowerment  
Through Public Participation  
Process - Kenya

**SIDNEY**

1:45 PM - 2:00 PM **NETWORKING BREAK**

2:00 PM - 3:00 PM **60 MINUTE CONCURRENT SESSION**

Strategies for Engaging  
Indigenous Communities

**SALON B**

What’s Trust Got to Do  
With It?

**SALON C**

Stakeholder Mapping is Old  
School. Really? Back to  
Basics!

**COLWOOD**

Changing the Conversation  
Around School Closures

**SIDNEY**

3:00 PM - 3:30 PM **MIND AND BODY BREAK** - Coffee and Tea

3:30 PM - 4:30 PM **60 MINUTE CONCURRENT SESSION**

Culture-Smart: Adapting  
Process to Place

**SALON C**

Who Cares About Kids?  
Detailed Learning From a  
P2 Case Study in Wellington  
County

**SALON B**

Inclusion and the Integration  
of Practice and Research in P2

**COLWOOD**

Damned If We Don’t –  
How Hydro Project Debate  
Drove P2 Innovation

**SIDNEY**

Relevant Voices: Including  
Vulnerable Populations in  
Public Engagement

**VIEW ROYAL**

4:30 PM - 6:00 PM **FREE TIME**

6:00 PM - 9:30 PM	<b>CORE VALUE AWARDS GALA – VICTORIA CONFERENCE CENTRE</b> Sponsored by the Province of British Columbia
6:00 PM - 7:00 PM	ARTISAN MARKET AND LOCAL MUSIC
7:00 PM - 9:30 PM	CORE VALUES AWARDS GALA, DINNER, LELALA DANCERS

## FRIDAY, SEPTEMBER 7

7:00 AM - 12:30 PM	<b>REGISTRATION/CHECK-IN</b>			
8:00 AM - 8:30 PM	<b>DELUXE CONTINENTAL BREAKFAST</b>			
8:30 AM - 9:00 AM	<b>INNOVATION SHOWCASE</b>			
9:00 AM - 10:00 AM	<b>PLENARY</b> - Panel of local/provincial and federal government representatives.			
10:00 AM - 10:30 AM	<b>MIND AND BODY BREAK</b> - Coffee, Tea, Fresh Fruit and Biscottis			
10:30 AM - 12:00 PM	<b>90 MINUTE CONCURRENT SESSION</b> P2 Policy into Practice  <b>SALON B</b>	Go Beyond: Online Engagement to Increase Reach, Involvement, and Transparency and Trust  <b>SALON C</b>	Engaging in Health Care – What Sets Us Apart?  <b>COLWOOD</b>	Navigating the Culture Wars Through Thoughtful P2  <b>SIDNEY</b>
12:00 PM - 1:00 PM	<b>LUNCH</b> Sponsored by the Canadian Trainers Collective (CTC) - Italian Buffet			
1:00 PM - 2:15 PM	<b>75 MINUTE CONCURRENT SESSION</b> Controversy, Deliberation and Consensus: Citizens Advise Canada on Energy Policy  <b>SALON B</b>	Youth Shaping Cities: Growing a Culture of Civic Youth Engagement  <b>SALON C</b>	Create Communications and P2 Roadmaps <i>and</i> How a Comprehensive Communications Plan and Process Puts Your Public Engagement Plan Over the Top  <b>COLWOOD</b>	Indigenous Empowerment and Community Planning: Implementing the IAP2 Spectrum  <b>SIDNEY</b>
2:15 PM - 2:30 PM	<b>NETWORKING BREAK</b> - Coffee, Tea and Trail Mix			
2:30 PM - 3:15 PM	Engaging the Rumour Mill: Strategies for Working With Close-knit Communities  <b>SALON B</b>	Are We to Blame? Analyzing Criticisms of Our Outreach Process  <b>SALON C</b>	Into the Weeds – Analyzing Feedback on BC Cannabis Regulation  <b>COLWOOD</b>	Virtual Reality: The Digital Frontier or Engagement  <b>SIDNEY</b>
3:15 PM - 3:30 PM	<b>NETWORKING BREAK</b>			
3:30 PM - 4:15 PM	<b>CONFERENCE WRAP UP AND THANKS!</b>			
5:30 PM	<b>WHALE WATCHING – SUNSET TOUR</b>			

## CELEBRATE THE BEST OF THE BEST AT THE CORE VALUES AWARDS GALA!

This year's Gala will take place at the Victoria Conference Centre, featuring an exciting taste of BC culture. From 6:00 - 7:00, you'll be treated to music and unique offerings from our local artists at the Artisan Fair (yes, bring some money as there will be lots of items to choose from), while you enjoy some drinks (no-host bar) with friends. At 7:00, it's the Core Values Awards dinner and Gala, featuring the internationally-renowned Lelala Dancers, from Northern Vancouver Island. Then there's the awards presentation itself, honoring the

best in projects, organizations and individual contributions to P2. We'll also recognize outstanding individual achievements and contributions to the practice, with the IAP2 USA Greater Good and Emerging Leader Awards. The Gala ticket is included in the full conference registration - so come relax, enjoy and celebrate P2 excellence.





2018

# Detailed Schedule

IAP2 NORTH AMERICAN CONFERENCE



## DETAILED SCHEDULE

## WEDNESDAY, SEPTEMBER 5

## 9:00 AM-12:00 PM FIELD TRIP

**Songhees and Esquimalt Nations****SONGHEES WELLNESS CENTRE**

Chief Ron Sam, Cheryl Bryce is a member of the Songhees Nation; Florence Dick is a Songhees Nation member; Christina Clarke is Executive Director for Songhees Nation; Victoria Councillor, Marian Alto

## 9:00 AM-12:00 PM FIELD TRIP

**P2 and Pedals**

Volunteer Hosts: Joaquin Karakas, City of Victoria; Ryan Shotton, City of Victoria

## 12:30 PM-4:30 PM FIELD TRIP

**P2 and Pedals**

Volunteer Hosts: Tara Zajac, District of Saanich; Joaquin Karakas, City of Victoria

**Workshops**

## 12:30 PM-4:30 PM

**Beyond Indigenous Engagement****SONGHEES WELLNESS CENTRE**

Scott Millar and Arlette Malcolm, Alberta Energy Regulator; Georgia Lloyd-Smith and Lyndsay Burrows, West Coast Environmental Law; Marianne Alto, Councillor, City of Victoria; Maxine Matilpi, RELAW Project; Teneya Gwin

**Traffic Jam!****COLWOOD**

Moderator: Camden Yehle; Claudia Bilotto, Transportation Research Board Committee on Public Involvement in Transportation; Inbar Kishoni, New York City Department of Transportation; Deanna Desedas, San Francisco's Transportation Agency; Greg Greenway; Leah Jaramillo, Somers-Jaramillo + Associates

**Cities and Public Participation****SIDNEY**

Moderator: Teunesha Evertse; Sharon Will and City of Burlington staff; Jane Purvis and City of Edmonton staff; Ashley Trim, Executive Director, Pepperdine University Davenport Institute; Kit Cole, Principal and Owner, Kit Cole Consulting, LLC; Richard Delaney, President Delaney + Associates, Principal; Anne Carroll, Carroll, Franck & Associates

## 5:30 PM-7:30 PM

**Welcome Reception****OGDEN POINT (BREAKWATER BARGE)**

Sponsored by SFU Morris J. Wosk Centre for Dialogue, and SFU Continuing Studies; and supported by the IAP2 BC Chapter

Welcome to Victoria, BC. Join us on a barge, looking out at the mountains. Come and soak up the Victoria scenery and kick-start your Conference adventure by reconnecting with old friends and meeting new ones. This will be a fun and relaxed evening. We know that networking is important to all of you so let's GET TO KNOW EACH OTHER!



## THURSDAY, SEPTEMBER 6

8:00 AM-8:30 AM

**Hot Breakfast Buffet**

CARSON HALL SALON A &amp; SALON B

8:30 AM-10:00 AM

**Opening Plenary**

CARSON HALL SALON A &amp; SALON B

10:00 AM-10:30 AM

**Mind and Body Break - Coffee and Tea**

CARSON HALL SALON A &amp; SALON B

*Sponsored by Patricia Galaczy, The Art of Dialogue*

10:30 AM-12:00 PM

**P2 is a Team Sport: How Four Community Entities Joined Forces to Harness the Power of Dialogue**

SALON B

*Jackie Nirenberg, Community Involvement Manager, Capital Metro; Julie Smith, Director of Learning and Engagement, Leadership Austin; Celso Baez, Assistant Director of Community Engagement, Austin Independent School District*

Austin, Texas is a city that has been on a rocket-fueled trajectory for the last decade. With over 100 people moving to the city every day, government agencies are clamoring to keep up with the explosive growth. That means dozens of new initiatives continuously reaching out to the community for input on everything from transportation to school facilities. That has led to engagement fatigue, not to mention staff exhaustion. Five years ago, an idea was hatched to create a partnership between three government agencies and a leadership development organization to pool resources and promote civic engagement. The idea—a corps of volunteer facilitators to lead conversations all over the city. The idea has pushed the envelope on P2 best practices. But while Conversation Corps has enjoyed some successes, it has yet to realize its full potential. After a case-study presentation about the program, we'll break into discussion groups, roll up our sleeves and brainstorm some innovative ways to take collaborative P2 to the next level.

**Commitment to Engagement: Evolving Expectations in the Energy Sector**

SALON C

*Emma Shea, EJS Public Relations - Moderator; Michael Benson, Technical Specialist, National Energy Board; Doug Ford, Communicia; Terry Young, Vice President, Policy, Engagement and Innovation, Independent Electricity System Operator (IESO); Dr. Kent Gustavson, Partner, ERM*

Public participation strengthens the quality and credibility of decision-making and is an important element in aligning the energy sector with evolving societal expectations. Over the past few years, there have been steadily increasing expectations from stakeholders and Indigenous peoples for more meaningful and collaborative processes when it comes to major project development, whether that's mining, oil and gas, electric transmission or renewable energy. How a government, regulator and/or proponent engages with the public, and more importantly, considers or incorporates input from the public into projects, is a constantly evolving process that P2 practitioners need to carefully examine.

In this session, you'll hear from four panel experts, each with decades of first hand experience in this landscape. They will share lessons on how they have continued to adapt and help shape public engagement in the energy sector. You'll hear about creative approaches that are being implemented to respond to a hyper-involved public including using local and traditional knowledge in project design, developing collaborative advisory bodies, experimenting with less formal and more flexible regulatory approaches, communicating with a fragmented audience, and demonstrating how decision-making has been meaningfully informed on various projects.

We'll probe the concepts of "social license" and "sustainable development", as well as challenge the panelists and audience members to consider ways they are committing to engagement, grounded in IAP2 values, in this fast-changing environment.

**Prevent "Truth Decay"**

COLWOOD

*Sam Imperati, JD, Executive Director and Devin Howington, PhD, Senior ADR Associate*

In January 2018, The Rand Corporation issued, "Truth Decay: An Initial Exploration of the Diminishing Role of Facts and Analysis in American Public Life," noting the erosion of civil discourse and disengagement of individuals from civic institutions.

Do public participation professionals have an obligation to help stakeholders find the truth or are we only obligated to capture their "truth?" Some of us nudge the participants towards the sponsor's "facts", some the reverse, and some of us facilitate toward a shared understanding, which may or may not be based on facts.



We will: 1) explore Rand's thesis, 2) examine our obligations to prevent "Truth Decay", 3) grapple with our impartiality, 4) learn what tools lead to or prevent "Truth Decay," and explore Best Practices.

## Using Directed Storytelling and Journey Mapping For Deep Engagement

### SIDNEY

*Peter Bromberg, Executive Director, Salt Lake City Public Library; Stacey Adams, Utah Representative IAP2 Intermountain Chapter*

The Salt Lake City Library is taking a bold, creative new approach to engaging and understanding the needs, aspirations, and motivations of its customers. Using methodologies and tools from the field of service design, in addition to focus groups and world cafes, the Library has generated a breadth and depth of information from individuals and community groups to inform its strategic plan.

Participants in this fun, insightful, and interactive session you will learn the tools and techniques of directed storytelling, and journey-mapping. Participants will receive a complete toolkit which will enable them to immediately begin practicing and applying these new methods, which foster a deep level of connection and engagement, while generating a robust trove of feedback.

12:00 PM-1:00 PM

## Lunch

### CARSON HALL SALON A & SALON B

*Sponsored by TransLink – Working Lunch Buffet*

1:00 PM-1:45 PM

## User Experience Design. What Governments Can Learn From IKEA and Apple

### SALON B

*Dave Meslin. Organizer, Trainer and Author*

IKEA offers free childcare to attract young parents. Apple and Walmart have 'greeters' to ensure that each new visitor feels welcome. The Home Depot offers free workshops each Saturday, knowing that a skilled customer is an active customer. Companies bend over backwards to make their customers feel both comfortable and knowledgeable. What can we learn from these private companies, that can be applied to government decision-making? User Experience Design is the name of the game, and sometimes the best practices can be found at the shopping mall.

## Public Engagement on Critical Public Policy: Managing Ontario's Anti-Racism Consultation

### SALON C

*Roanne Argyle, Senior Vice President, Corporate and Public Affairs; Brendan Agnew-Iler, Director of Public Affairs, Argyle Public Relationships*

In 2016 and 2017, Argyle designed and implemented a province-wide engagement program for the Ontario Government's Anti-Racism Directorate. We created constructive dialogue around one of society's most challenging, painful, and persistent issues, including managing a public meeting between the Premier and Black Lives Matter Toronto, while generating insight into the experience of racism and opportunities to address it. Some of the areas the session will explore are: starting with narratives and working to solutions; inviting the community in to help lead the process; welcoming conflict and emotion in a constructive way; reducing conflict by design; balancing planning and adaptability; and reporting in the public's own words. This session will explore how our process design allowed public to communicate on their terms, while listening on ours.

## Listening to Vancouver's Chinatown Community: Lessons in Enabling Inclusive Engagement

### COLWOOD

*Miranda Eng, Senior Consultant, Context Research Ltd.*

Engaging cultural communities is crucial yet complex. When public processes have failed to be inclusive, we've seen civic distrust and a loss of community support for projects and plans. So what can inclusive engagement in cultural communities look like? How might we go beyond platitudes of 'diversity and inclusion'? How might some tactics that we typically rely on be considered disrespectful? Presented by Context Research, a leading public engagement firm based in Vancouver, BC, we will share our recent collaborative work with community members from Vancouver's Chinatown to co-create a model to guide culturally respectful planning and design of engagement processes. The session format will include a presentation on the project, key findings, recommendations, frank lessons learned, and end with a Q + A session.

## Community Empowerment Through Public Participation Process

### SIDNEY

*Caroline Achieng Ouko and Dr. Margaret Owuor (PhD), Centre for Training & Integrated Research for ASAL Development (CETRAD) and South Eastern Kenya University (SEKU)*

Capacity strengthening and empowerment of communities is an integral part of almost all sustainable development initiatives. In Africa, like other parts of the world i.e. Asia, South America participatory forest management (PFM), as opposed to top

down state management, has been adopted as part of the decentralization process over the past few decades. In Kenya, the process is still at its dawn with enforcing laws dating from 2005 and many pilot projects now in course. This session presents findings from research carried out in Kenya highlighting the need for inspiring and influencing the communities living adjacent to natural resources to engage in their conservation and management with the focus to improve their wellbeing. Studies show that through public participation and inclusion, communities get empowered.

1:45 PM-2:00 PM

## Networking Break

FOYER

2:00 PM-3:00 PM

## Strategies for Engaging Indigenous Communities

SALON B

*Spencer Lindsay, Indigenous Engagement Specialist, City of Vancouver; Matthew Halverson, Project Manager, Real Estate and Facilities Management, City of Vancouver*

Indigenous relations and engagement is a priority in the public participation field, and in this session, you will hear about the City of Vancouver's recent experience piloting innovative, creative and culturally appropriate public engagement methods to great effect. This engaging workshop will explore best practices, case

studies and critical skills development related to projects in the field of policy implementation, facilities planning, recreation and Indigenous visibility and representation. Participants have the opportunity to learn the story of Vancouver's development into a leader in Indigenous engagement with local right-holding Indigenous Nations as well as with the Urban Indigenous population of the city, and learn new skills to help you become a more effective and decolonized public engagement practitioner.

## What's Trust Got to Do With It?

SALON C

*Amanda Kaiser, Manager of Community Engagement, Calgary Office, ISL Engineering and Land Services*

Stakeholder engagement often occurs in a climate of distrust. Research shows that North Americans' trust in public institutions is declining rapidly. Often, our engagement processes are too short to see the change in trust from those participating. Lord Byron said, "Adversity is the first path to truth." We found that the value of trust and relationships is most realized when starting from a place of distrust.

Our work with The City of Calgary on the Crowchild Trail Study; began with extremely low trust and suspicion from stakeholders. We were able to build relationships and demonstrate our trustworthiness with stakeholders. What we learned from the difficult beginning and triumphant ending has influenced all our engagement initiatives. Come hear our lessons learned and share your trust-building practices.

## Stakeholder Mapping is Old School, Really? Back to the Basics! (presented in English and French)

COLWOOD

*Hugo Mimee, Conseiller stratégique – Participation publique, Hydro-Québec; Caroline Chaumont, Conseillère stratégique, Institut du Nouveau Monde*

That's it, you're on the team of a great project. You have a public participation approach to put in place.

A project to present to the public. You've finalized your communication plan and about to engage with stakeholders to get things going. STOP!

This participatory session will put attendees to work in order to realize a practical and very useful stakeholder mapping, without any fancy application or complicated process.

Attendees will use an actual study case to learn how to:

- Categorize and define the level of influence of each stakeholder
- Find links between stakeholders
- Identify their level of acceptance toward the project
- Identify allies and opponents, and make difference between the two



- Find the real champions
- Proceed with a simple but accurate analysis of the mapping in order to create a clear action plan
- Maximize the power of the mapping by doing it again and again during the project

And then, go out and ENGAGE with stakeholders.

## Changing The Conversation Around School Closure

### SIDNEY

*Kim Holowatuk, Supervisor Stakeholder Engagement and Support, Edmonton Public Schools*

Applause at a school closure meeting??? It can happen. Find out how Edmonton Public Schools achieved this through public participation following the principles of IAP2. School districts face the challenges of shifting demographics and the difficulties in maintaining school buildings in order to provide high-quality, 21st century learning environments for all students. This session will focus on how we are changing the conversation around school closure and inspire participants to think differently about how stakeholders and district leaders can walk hand in hand to develop solutions that create more vibrant communities. You will learn how to yield positive outcomes and meaningful engagement, and develop innovative solutions with all stakeholders in your school community.

3:00 PM-3:30 PM

## Mind and Body Break – Coffee and Tea

### FOYER

3:30 PM-4:30 PM

## Culture-Smart: Adapting Process to Place

### SALON B

*Joel Mills, Senior Director, Center for Communities by Design;  
Erin Simmons, Senior Director, Design Assistance - American Institute of Architects*

In a rapidly growing and diversifying world, our communities are more complex than ever. Today, every community has a unique identity. Our people speak different languages, practice different religions, and observe a variety of traditions. If we want to grow a Culture of Public Participation, the field needs adaptive processes that embrace a variety of cultural realities. Culture-Smart processes require an orientation that elevates our Core Values within a variety of cultural contexts, creating culturally competent and inclusive participation that becomes a celebration of community and an important cultural element in the narrative of place. Using a wide range of case studies and examples, this discussion will explore a variety of ways that we can create a Culture of P2 by adapting process to place.

## Who Cares About Kids? Detailed Learning from a P2 Case Study in Wellington County

### SALON C

*Rebecca Sutherns, CEO Sage Solutions; Luisa Artuso, Director of Children's Early Years Division, Social Services, County of Wellington; Joseph Thornley, CEO Thornley Fallis and 76engage*

Public participation projects involve countless large and small design decisions. This workshop invites you "behind the curtain" to explore the rationale behind those decisions and lessons learned, courtesy of a detailed analysis of community engagement related to EarlyON centres and child care services in Guelph and Wellington, Ontario. If you have ever puzzled over how to engage elected officials and the community toward a common goal; reach non-users of a service; how to blend digital and in-person feedback; how to ensure equity between rural and urban populations; or how to be a more reflective practitioner, then this session is for you. The client, the consultant and the software developer will bring you their varied perspectives on what they've tried and what they've learned so far.





## Inclusion and the Integration of Practice and Research in P2

**COLWOOD**

*Robin Prest, Morris J Wosk Centre for Dialogue, SFU; Shanthi Besso, Simon Fraser University; Jihad Melhem, Pivotal Research; Moderator: Dr. Sherry Campbell, Chair of the IAP2 Canada Research Committee*

The IAP2 Canada Research Committee is hosting a panel discussion focused on the integration of P2 research and practice, particularly in the area of improving inclusion of diverse key stakeholders who may represent minority groups, various demographics and interests. This interactive session will provide audience members with the opportunity to ask questions of our panelists, who are involved with academic institutions and public engagement firms. We hope to emphasize the value of ongoing research and disseminations to practitioners. We will also highlight the work of the Research Committee, which includes, among other things, white papers, an online library, newsletter articles and a biannual Environmental Scan of organizations conducting P2 research.

## Dammed If We Don't - How a Hydro Project Debate Drove P2 Innovation

**SIDNEY**

*Deborah Nobes, Manager, Special Projects, NB Power; Chrystiane Mallaley, Senior Director, NATIONAL Public Relations*

When time was running out for New Brunswick's largest hydropower dam, its owner had a big decision to make. Potential solutions cost billions. Opinions and news headlines were rampant. Rebuilding the station would be expensive and disruptive. Removing it and restoring the river would leave waterfront landowners, and the power grid, high and dry. Just when people were starting to take sides, NB Power reshaped the narrative, found new ways to build understanding, and created an audience-focused engagement roadmap. By sharing information and listening to concerns, community critics became advocates of the process and their friends and neighbours came along for the ride. Strong communication and good process encouraged thousands of grassroots conversations that helped guide the utility away from conflict and toward a defensible decision it could present to environmental and financial regulators. In this session, participants will learn more about how this project created a new culture of engagement at NB Power, where public participation is now embraced and an essential part of decision-making and long-term planning.

## Relevant Voices: Including Vulnerable Populations in Public Engagement

**VIEW ROYAL**

*Lani Brunn, Social and Community Planner, CitySpaces Consulting Ltd.*

An essential ingredient to providing quality planning, design and delivery of services/housing/legislature (you name it!) for vulnerable people, is including their voice in the process. During this session you will learn practical methods, across the entire IAP2 Spectrum of Participation, to help you engage vulnerable populations. You will learn how to avoid engagement pitfalls when it comes to unique groups. There will be a focus on those who have experienced homelessness, while also addressing mental health issues, tenants in low income housing, addictions, vulnerable youth and people with disabilities. This session will be referencing promising practices of creative engagement from across North America and provide you with key engagement principles to follow.



4:30 PM-6:00 PM

Free Time

6:00 PM-9:30 PM

**Core Values Awards Gala and Dinner**

**VICTORIA CONFERENCE CENTRE**

*Sponsored by the Province of British Columbia*

**6:00 PM-7:00 PM**

Artisan Market and Local Music

**7:00 PM-9:30 PM**

Core Values Awards Gala, Dinner and Lelala Dancers

## FRIDAY, SEPTEMBER 7

8:00 AM-8:30 AM

**Deluxe Continental Breakfast**

CARSON HALL SALON A &amp; B

8:30 AM-9:00 AM

**Innovation Showcase**

CARSON HALL SALON A &amp; B

*Conference Exhibitors*

Ever wondered about what other people in your field are doing? Do you know about online technologies that support good P2? Hear from our Conference exhibitors about their experiences and what they have to offer.

9:00 AM-10:00 AM

**Government Plenary**

CARSON HALL SALON A &amp; B

*Mayor Lisa Helps, City of Victoria; Laura Wesley, Executive Director, Privy Council Office, Government of Canada; David Hume, Acting Assistant Deputy Minister, Government Communications and Public Engagement, Province of British Columbia; Amelia Shaw: IAP2 Moderator*

Come and join us for an armchair chat as our government colleagues respond to the following questions:

- Is good P2 important – if yes, Why? What does this look like – do you have policies or principles in place?
- Who champions P2 within your government and why?
- Examples of P2 that have gone well?
- Examples of P2 initiatives that did not go so well?
- How do you respond to naysayers?
- Decision making and the public – what do people need to know and/or understand?
- Other lessons Learned?
- Do you have any advice to give to other governments wanting to understand and support good P2?

10:00 AM-10:30 AM

**Mind and Body Break**

FOYER

10:30 AM-12:00 PM

**P2 Policy into Practice**

SALON B

*Michelle Dwyer, Corporate Public Involvement Lead, Burlington; Katelyn McDougall, Public Engagement Coordinator, New Westminster; Dawn Green, Senior Advisor Public Engagement and Sarah Geisler, Recreation Analyst, Strathcona; Ruth Marland, Manager Community Relations, Mississauga; Kent Waugh, Community Engagement Specialist, Surrey; Amanda Mitchell, Public Engagement Specialist, Vancouver; Jane Purvis, Public Engagement Advisor, Edmonton*

**Your municipality has just adopted an Engagement Policy... now what?!** Learn from a panel of Canadian P2 municipal practitioners of how they have been able to operationalise and implement public engagement policy into every day practice. Many Canadian municipalities have adopted an engagement policy steeped in IAP2 Core Values and approach to planning. Attendees will enjoy a panel format discussing best practices, strategy, and innovation in an interactive session.

**Go Beyond: Online Engagement to Increase Reach, Involvement, Transparency, Trust**

SALON C

*Susanna Haas Lyons (session chair), Civic Participation Specialist; Joseph Thornley, CEO, 76engage; Jackie Nirenberg, Community Involvement Manager; CapMetro, Peter Bailey, Manager, Online Engagement, Metrolinx; Jas Darrah, Chief Strategist, Public Shift*

A panel of practitioners experienced in designing and running online engagements will share the lessons learned from their online engagement projects and their top tips for success in digital techniques. Learn about how to design for meaningful engagement, the importance of promotion to success, integrating online with place-based engagement, building trust through transparency and iteration, and reporting back.

After the presentation, participants will break out to discuss how these techniques are relevant to their own initiatives. Identify the challenges you face and bring these back to the group for collective problem solving. Then go a step farther to explore the next opportunities, including open engagement.

**Engaging in Healthcare – What Sets Us Apart?**

COLWOOD

*Moderator: Mark Weir; Panelists: Belinda Boyd, Leader Community Engagement, Vancouver Coastal Health; Rod Bitz, Community Engagement Advisory Network member; Carol Fancott, Director of Patient and Citizen Engagement; Angela Morin, Patient Partner, Canadian Foundation for Healthcare Improvement; Eddy Nason, Ontario SPOR SUPPORT Unit;*

*Nancy Murphy, Family Advisory Committee Member, British Columbia Centre on Substance Use; Katie Mai, Stakeholder Engagement Coordinator, British Columbia Centre on Substance Use*

The healthcare sector represents one of the largest public policy areas in Canada, with incredible public interest and investments. Yet working to integrate the perspective of patients and the public is fraught with unique obstacles and challenges. Those working in engagement have long seen healthcare as a distinct and difficult area to build trust in order to balance the incredibly thoughtful insights and raw personal emotion people build when faced with navigating an infinitely complex healthcare system. While issues consulted on are thorny, insights can yield more patient centred approaches towards healthcare where caring, empathy, and humility are placed at the core.

Attend this session to learn directly from staff and patient advisor thought leaders leading engagement work across four distinct organizations. Ranging from provincial health research and standards organizations, to a national health quality improvement organization and regional health authority, speakers will touch upon what sets engagement apart in healthcare, through exploration of common themes in addressing culture shift, capacity building, creativity of methods, and emotional burden and stigma.

## Navigating the Culture Wars Through Thoughtful P2

**SIDNEY**

*Debra Duerr, Partner, John Godec, Partner, Wendy Green Lowe, Partner, Douglas Sarno, Partner - The Participation Company (TPC)*

It's a challenging time for modern society and meaningful public participation is needed more than ever. Understanding and navigating human behavior, the battle for control, and toxic participants and how we approach these issues as P2 practitioners has never been easy. To be successful, we need to adjust to today's hyper political and partisan environment. This session will explore the key battles we face in designing and conducting successful participation. The three key battles we will discuss are Creating a Level Playing Field, Creating Trust, and Facilitating Success. We will revisit some of our bedrock tools and how they help us be successful and provide time for participants to engage in a "Bear Pit" style conversation on each battle to expand upon the ideas and challenges presented.

12:00 PM-1:00 PM

## Lunch – Italian Buffet

**CARSON HALL SALON A & SALON B**

*Sponsored by the Canadian Trainers Collective (CTC)*

1:00 PM-2:15 PM

## Controversy, Deliberation and Consensus: Citizens Advise Canada on Energy Policy SALON B

*Katherine Babiarz, Director, Engagement Division, Natural Resources Canada; Robin Prest, Program Director, Simon Fraser University's Morris J. Wosk Centre for Dialogue; Sebastian Merz, Project Manager, Simon Fraser University's Morris J. Wosk Centre for Dialogue; Julie Bezard, Dialogue and Engagement Convenor, Civic Engage, Simon Fraser University's Morris J. Wosk Centre for Dialogue*

How do you build consensus among citizens on one of the most controversial questions your country faces? The **Citizen Dialogues on Canada's Energy Future** marked the first ever cross-country deliberative dialogue where randomly selected, diverse citizens presented recommendations to the federal government on energy policy. Learn how this innovative approach positively influenced organizational culture and increased P2 literacy and capacity within government; set the standard for inclusive public participation in policy-making; connected decisions to citizen values; and facilitated consensus on a divisive issue in a low trust environment. Presenters from Natural Resources Canada and Simon Fraser University's Morris J. Wosk Centre for Dialogue will walk you through the process from start to finish, including random selection, issue framing, process design, facilitation, reporting and knowledge mobilization.



## Youth Shaping Cities: Growing a Culture of Civic Youth Engagement

### SALON C

*Tesicca Truong & Veronika Bylicki, Co-Founders and Co-Directors, CityHive*

In an era where citizens are increasingly empowered to shape their cities, youth are still overlooked, undervalued, and often included only as an afterthought. Even when engaged, youth inclusion and participation is often tokenistic and transactional. As a result, youth are the most untapped resource in addressing our cities' sustainability challenges. This session critically examines the underpinning theory and systematic barriers that continue to exclude youth participation, resulting in civic disengagement, lack of trust, and significant missed opportunities. By analyzing case studies and sharing best practices, techniques, and tools, we hope to empower engagement practitioners to re-imagine and redesign their youth engagement practices. CityHive is on a mission to transform the way that young people participate in the planning, design, and decision-making in their communities.

## Create Communications and P2 Roadmaps

### COLWOOD

*Lara Tierney, Engagement Consultant and Kirsty Neill, Engagement Consultant, On Point Consultation*

P2 and Communications are closely related and yet not the same. Understanding the differences for these disciplines along with the overlaps can help us to do both more successfully. Let's look at how we design programs of communications and P2 that are truly integrated and play to the strengths of each discipline. This is your chance to dive in and create a roadmap for your communications and P2 planning that illustrates how they come together and when they diverge. Walk away with a tool that you can use for your own practice to enhance both your P2 and communications practices.

## How a Comprehensive Communications Plan and Process Puts Your Public Engagement Plan Over the Top

### COLWOOD

*Wade Wilson, Partner, Marcomm Works*

A public engagement plan can truly only be successful if the audiences associated with the plan understand, believe, and act upon the messages received through the public engagement process. Relying solely on a public engagement plan and not combining it with a thoughtful communications plan that resonates with audiences introduces the risk that the audiences will not be fully engaged.

The participant will learn about how to develop a collaborative communications planning process that works concurrently with the public engagement planning process. You will learn how to plan, develop, create, and implement a communications plan

that promotes the public engagement plan, delivers clear and consistent messaging during the public engagement process, and communicates transparently with audiences after the public engagement process through reporting back.

## Indigenous Empowerment and Community Planning: Implementing the IAP2 Spectrum

### SIDNEY

*Jeff Cook, President, and Paula Hay, Beringia Community Planning Inc.*

In this session we will present a new communications tool for understanding the IAP2 spectrum in an Indigenous context and explore practical tools for implementing the spectrum in the context of Indigenous Community Planning. By attending this session, you will: increase your understanding of the spectrum in an Indigenous context; explore useful practices and identify ways of supporting empowerment; and learn some relevant tools and techniques for engaging effectively with Indigenous communities. Now more than ever, Indigenous communities are positioning themselves for social and economic development opportunities and asserting their rights to govern their own communities. For practitioners working alongside Indigenous communities, it is vital to understand the ways in which Indigenous peoples are empowering their own members and making decisions about their future.

2:15 PM-2:30 PM

## Networking Break – Coffee, Tea, and Trail Mix

### FOYER





2:30 PM-3:15 PM

## Engaging the Rumour Mill: Strategies for Working With Close-knit Communities

SALON B

*Carrie McIntosh, Manager, Engagement BC Ferries*

Close-knit communities, geographic and otherwise, have their own culture, one that doesn't always make engagement a simple task. Information moves easily but isn't easily controlled, vocal minorities can easily dominate conversation, and clients who have seen it all before can quickly lose heart.

Led by BC Ferries Manager of Engagement, this session explores five key lessons learned from working with small communities on BC's west coast. From closed Facebook groups that house rampant rumour mills, to client frustration that threatens to derail well-intentioned strategies, this session explores them all with a dose of humour. Participants will walk away with a list of practical steps they can take to create meaningful engagement outcomes for their clients and the communities they serve.

## Are We to Blame? Analyzing Criticisms of Our Outreach Processes

SALON C

*Natalia Hentschel, Public Participation and Community Engagement Specialist, Facilitator, Emily Michaelson, Public Participation and Strategic Communication Specialist, Katz & Associates*

You have planned a thoughtful public participation process. But often in public participation, no matter our best efforts, we are faced with cringe worthy stakeholder statements that are quickly becoming all too familiar. "It doesn't matter what we say, you're going to do it anyway." "The decision's already been made, so why should I participate?" In this session, we'll explore whether we, as public participation practitioners, could be to blame for such statements. Did we set the wrong expectations? Were our communications unclear? Did we not reach the right people in the right amount of time? We'll share our common experiences, pinpoint where on the IAP2 Spectrum we could have gone wrong, and collectively develop solutions for the most common errors facing practitioners today.

## Into the Weeds – Analyzing Feedback on B.C. Cannabis Regulation

COLWOOD

*Dominic Seiterle, Engagement Specialist, Measurement and Analysis, Province of B.C.*

In April 2017, the Government of Canada introduced two Bills in relation to the legalization of cannabis. In Fall 2017, the Province of B.C. conducted a public and stakeholder engagement to hear the views of British Columbians on a range of issues related to the legalization and regulation of non-medical cannabis in B.C.

By the engagements end, the online feedback form had over 48k submissions. In under nine days following the close of the engagement, the team created a summary report of this public input. Dominic will walk through the process used by the team to analyze and summarize the over 120,000 sentences of public feedback from the feedback form using a combination of text analytic software, hard work and a team of nine writers.

## Virtual Reality: The Digital Frontier of Engagement

SIDNEY

*Morgan Boyco Planner and Engagement Specialist, Paolo Mazza GIS and 3D Visualization Specialist, Dillon Consulting*

Virtual Reality (VR) allows us to visit spaces we can't otherwise access, explore places that don't yet exist, communicate visions of the future, tell powerful stories and illustrate our imaginations. The technology has the potential to elevate engagement, promote imagination and creativity, and improve the overall accessibility of technical undertakings like physical planning and infrastructure development. What will be the impact of this technology for planners and P2 professionals? How will it change the conversation with the public? What do you need to know?

3:15 PM-3:30 PM

## Networking Break

FOYER

3:30 PM-4:15 PM

## Conference Wrap Up and Thanks

CARSON HALL SALON A &amp; SALON B

5:30 PM

## Whale Watching – Sunset Tour



# Thank You

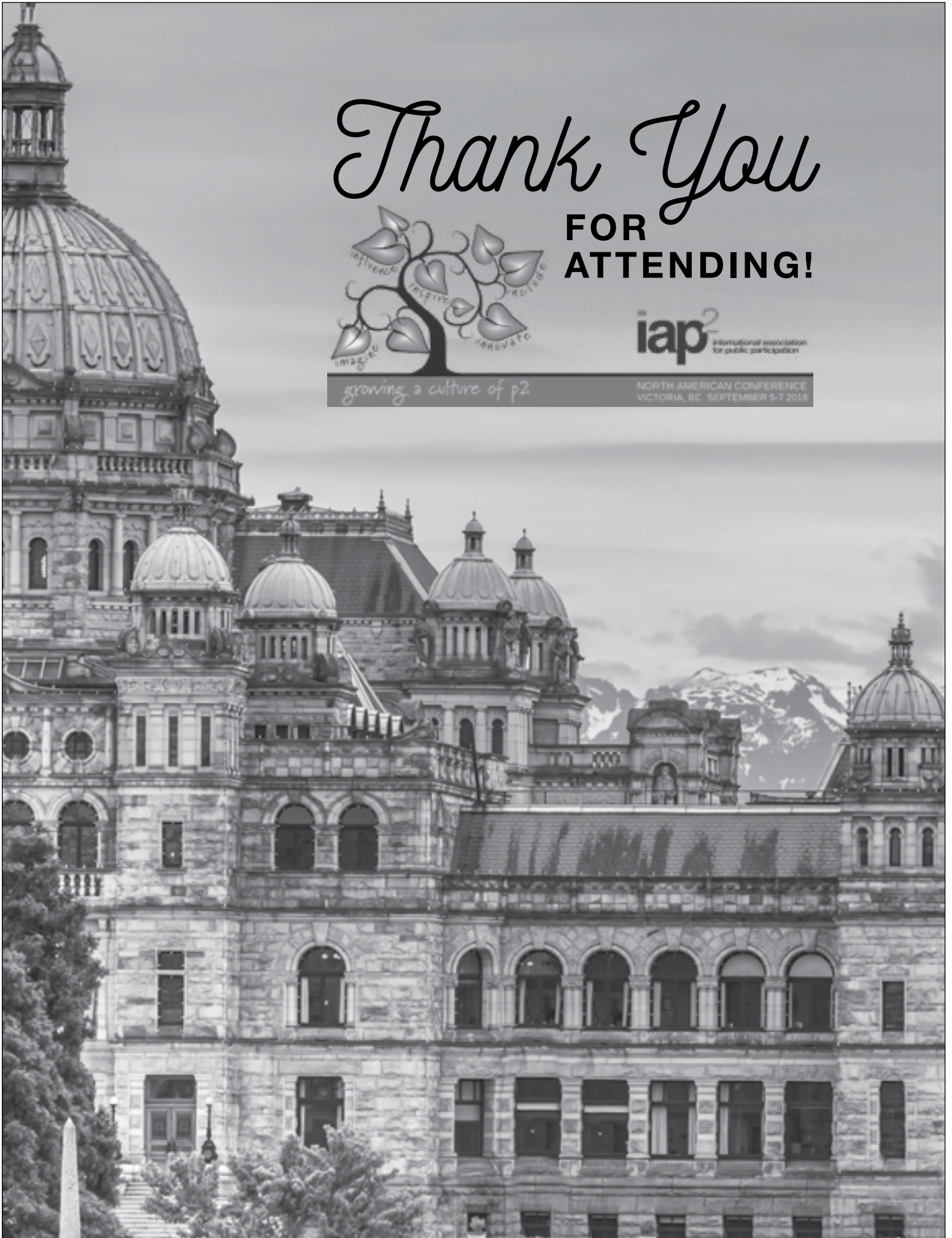
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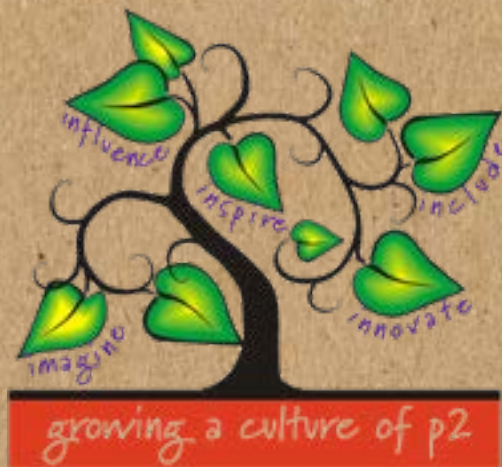
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