DRAFT Campus + Community Planning Engagement Charter

Introduction: UBC's Campus + Community Planning is in the process of developing an Engagement Charter that defines principles of engagement for the planning of the university campus and communities. The Charter includes a set of principles for defining, designing, implementing and concluding public engagement. The Charter also contains guiding practices for each principle that describes how the principles will be activated. The following are the draft set of principles and guiding practices that will be finalized and form the content for the Engagement Charter. These were developed in consultation with several interest groups, both on and off campus. The Charter will be brought forward to the UBC Board of Governors for adoption in September 2014.

Principle

Defining the Process

1. Be clear about how and why individuals and interest groups will be involved in the planning process:
   - Define and communicate the level of involvement of individuals and interest groups in the planning process.
   - Define the purpose of the plan or project and relevant areas of the campus.
   - Determine the level of interest the planning decision will have on the community.
   - Specify the type of engagement (e.g. inform, consult, etc.), at what points in the process they will be involved and what kind of input will be asked from them.
   - Identify the objectives of the community engagement process (i.e. purpose of engagement process and how input will be used).

2. Reach out to those impacted or interested:
   - Identify possible individuals, interest groups and the under-represented.
   - Create a list of contacts along with likely concerns and interests, as well as level of interest.
   - Where appropriate, conduct pre-consultation with key individuals, landholders and organization leaders (e.g. AMS, GSS, UIM, Musqueam, etc.) to determine level of interest and reach out to those typically under-represented.

Pre-Engagement Notification Process:
   - Clearly communicate key issues and purpose of the planning process in the notifications (e.g. use maps, photos and simple text).
   - Determine appropriate communication/notification channels (electronic and print) and ensure interested and impacted groups receive targeted communication.
   - Send notifications to the list of contacts (individuals and interest groups) and through communication channels in advance of public engagement (e.g. 10 days prior to event).

Designing & Implementing the Process

3. Understand the needs and concerns of individuals and interest groups:
   - Understand community assets and values that are related to the scope of the plan or project (e.g. review relevant research, plans and reports).
   - Acknowledge community concerns and clearly communicate the rationale behind proposed recommendations.

4. Resource and coordinate the process to deliver on the plan and engagement objectives:
   - Create a project schedule and work plan that addresses the needs of participants, staff and decision makers.
   - Ensure engagement processes are timed to allow outcomes from activities to inform planning decisions.
   - Connect and time project schedule with other relevant projects to allow them to build off each other.
   - Schedule engagement activities during times of the year when people are more available (e.g. late September to November and January through mid-March). When this is not feasible, meet with key representatives to explain why and explore alternatives.
   - Align project schedules with key board meetings dates, when necessary (Board of Governors, and other relevant boards).

5. Choose methods of involvement that match the engagement objectives:
   - Use engagement methods that are most appropriate for the level of interest the planning decision will have on individuals and interest groups.
   - Consider the types of engagement techniques and practices. Continually refresh and update tools and techniques.
   - Choose engagement methods that will appeal to and fit the participants.

6. Engage in a manner that respects the diversity and needs of the UBC community:
   - Plan public events and activities that encourage broad participation of students, faculty, staff, residents and neighbours who live on and off campus.
   - Determine what language(s) notifications will be sent out in and the need for translation services at events.
   - Choose locations and times for events that are easy to find and access.
   - Provide activities for children at events, when appropriate.
   - Follow UBC's Musqueam protocol for events on campus when applicable.

7. Enhance two-way information for informed participation:
   - Use a variety of methods to send and receive information.
   - Provide information to the community that is clear, concise and can be understood by a non-technical audience and by those who speak English as a second language.
   - Use the Campus + Community Planning website as the main source for project information (including technical reports and background materials), update information throughout the project and make print copies available upon request.
   - During the course of the project, coordinate with identified individuals and interest groups, working groups, and committees to share project information with their networks.
   - Ask objective and open ended questions that elicit public opinion.
   - Formal public feedback will be gathered to meet legislative requirements, when mandated.
   - Set minimum feedback periods for projects that have a greater impact or interest. (e.g. 2 week period)

Concluding the Process

8. Share the outcomes of the process and how participation input was used:
   - Publish a report that summarizes engagement outcomes at key points in the planning process.
   - Summarize notification process and engagement methods used; conduct a theme analysis on written feedback received; and report out themes (e.g. report themes that recur 5% or more times).
   - Provide an explanation of how feedback gathered informed the planning process and outcomes (e.g. include a response to feedback in the consultation report).
   - Include written feedback received as an appendix to the summary report.

Post-Engagement Notification Process:
   - Determine appropriate communication/notification channels to circulate plan outcomes to.
   - Send notifications to identified individuals and interest groups about the plan outcomes and next steps.

9. Evaluate the process with participant feedback:
   - Gather feedback on the engagement process that asks how well the engagement principles were upheld and use outcomes to improve future processes.
   - Provide an engagement process questionnaire at engagement events and make the questionnaire available online.

10. Integrate planning projects with ongoing communication, relationship building and network opportunities:
    - Maintain continuity of contact with key individuals, interest groups and the broader campus community.
    - Update key individuals, interest groups and the broader campus community on upcoming projects, engagement opportunities and outcomes, as part of ongoing communications and meetings.
    - Engage with students and residents about planning at UBC and how they can be involved.
    - Support and champion research opportunities with faculty and students that explore innovations in engagement.

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