

Public Engagement Plan

1) Project Overview

Project Name: Extreme Heat Response Program Workshop 1

Sponsor/Department: City of Vancouver, Social Planning Department

Engagement Lead: Morgan McCulloch

Project Timeline: 2 months

Purpose & Objectives:

- Hold a workshop to inform how a community extreme heat response program can best be implemented to serve vulnerable populations that are disproportionately affected by extreme heat events (elderly, low-income, pre-existing health, those who live alone).
- While the program is not restricted to vulnerable populations, they are the key demographic for which the program is targeted as during the 2021 Heat Dome elderly, low-income, and isolated residents were most affected

Key Decisions to Inform:

- How the program will be implemented e.g. phone call check-ins, door-to-door contact, delivering supplies, etc.
- What supplies will be distributed to program participants
- How the program efficacy will be monitored and measured

2) Engagement Goals

- Inform residents of the extreme heat response program
- Identify needs of vulnerable populations during extreme heat events, and how a community response program could support individuals
- Tailor the program for the most effective implementation for resident needs
- Determine where to effectively advertise the program
- Ensure engagement is intentional, transparent, and inclusive for all participants so they feel comfortable to speak freely

3) Stakeholder Analysis

Stakeholder Groups:

- Seniors
- Low-income residents
- Residents who live alone

- Newcomers
- E.S.L residents
- City of Vancouver/Social workers (implementing the program)

Equity Considerations:

- Seniors may have mobility or site access considerations (i.e. accessible by transit)
- Low-income residents may have time and location access considerations
- Isolated residents may be hard to reach to inform of event/program
- Reaching newcomers
- Translation needs for E.S.L residents

4) Engagement Methods

Inform: Project website with project purpose, timeline, FAQs, project lead contact information

- Mail notice, posters at community centres and other gathering locations, social media, city website

Consult: Meetings with social workers on the feasibility of the implementation of program with incorporated feedback from residents

Collaborate/Involve: Focused discussion with target population on program implementation

- Discuss the program in its current state, how it can be improved, what the needs of residents are, etc. to incorporate into the program

Feedback Loop: 'What We Heard' report, infographic, and follow-up event

- Provide transparency of event/project results and how it is being incorporated into the program. Provide opportunity for follow-up on the event for additional feedback on incorporation
- Respondents may sign up to receive direct contact for the report and infographic

5) Communication Plan

Key Messages:

- Inform residents of the program and its purpose
- Inform residents of the workshop purpose, date/time, location
- Specify what populations we are looking to hear from (for example, seniors)
- Provide where residents can learn more about the program/event (website)

Channels:

- Flyers at senior centres and community centres during senior orientated programming/events

- Mail-outs to residents of neighbourhoods disproportionately affected by 2021 heat dome
- Website with relevant event and program information
- City social media

Frequency:

- Flyers: 1 month before event
- Mail-outs: 1 month before, 1 week reminder
- Website: 1 month prior to event post details
- City social media: 1 month prior to event, 1 week before event, day before event

6) Equity & Inclusion Strategy

Describe how you will ensure inclusive engagement:

- Given target population, need to consider that location of event is accessible for all ages/mobility ranges and is easily accessible via public transit (max 5 minute walk)
- Provide contact information for residents with accessibility needs to contact and ensure is available
- Need to be flexible with event activities based on participant capabilities
- Ensure that event advertising is done through centres that provide services to a range of demographics
- If possible, provide transportation through a handy dart pick-up or at the very least transportation cost (bus fare)
- Provide translation services for top 3 most-common languages spoken, aside from English
- Provide option for anonymous/private comments
- Plan event for a time that is accessible for retired seniors and those who may still be working (i.e. not 9 to 5 on a weekday)
- Provide food and refreshments for participants

7) Timeline & Milestones

Phase	Dates	Activities	Outputs
Plan event	1-2 months	Plan event and related activities	Event agenda, activities, needed supplies checklist, promotion materials
Hold Workshop 1	1 day	Hold the event and gather needed data	Field notes, participant responses
Analyze results	1 month	Transcribe results, identify themes,	Transcribed notes, report, infographic

		write report/infographic	with themes for public
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8) Roles & Responsibilities

Role	Name	Responsibilities
Facilitator	Person(s) A	- greet participants on entry - explain activity - coordinate helpers to reach those who need help
Wandering helper / note taker (5 or 1 for every 2 tables)	Person(s) B	- have a presence around room to offer extra help if needed - take notes during group check-in after activity - help people use anonymous comment box - if needed, assist in notes for tables, given the target population
Transcriber	Person(s) C	- transcribe notes into digital format
Qualitative coder	Person(s) C	- code transcribed notes - identify key themes and group them
Analyze results	Person(s) D	- interpret the key themes found from results - create necessary charts, graphics, etc. to explain interpretation conclusions
Writer	Person(s) D	- write 'What We Heard' report to summarize event findings and provide recommendations for the program - create an infographic intended for public
Graphic designer	Person(s) E	- create accompanying graphics for the report/infographic

9) Data Collection & Analysis

Methods:

- The event will be similar to a world cafe where residents will be split into groups of 5 or 6 at a table where they will go over the proposed program and a

few questions. Given the target demographic, wandering table helpers will be present to offer assistance to participants (writing, reading, etc).

- Data will be collected by three primary sources: notes from the event, note taker notes for when breakout groups share to the entire group , and an anonymous comment box where participants can leave comments that they don't want to share publicly. Additional comments can be made online through a website if residents can't attend the event.

Tools:

- Sticky notes
- Large note pads
- Large markers for writing on the note pads
- Pens
- Event handout with activity instructions for reference
- Nvivo (or similar qualitative coding software)
- 2 tablets for those who wish to leave feedback comments on event quality
- Website: provide project context, advertise event details, publicly share project results, collect online comments
- Physical box for comments

Privacy Protocols:

- Facilitator will go over participant 'ground rules' including respect and privacy for all participants, if pictures will be taken, and how participants can leave comments in anonymous box
- Anonymous box for comments for those who don't wish to share publicly
- Names will only be recorded if participants wish to be contacted with results directly

10) Reporting & Feedback

How will results be shared?

- Initial report on the program with incorporated feedback shared on website and participants may sign-up for direct notification
- Infographic that summarizes results for the public, to provide a more digestible way to learn about the event results on website
- A follow-up event to share and discuss results to receive additional feedback on quality of workshop findings incorporation into the program

11) Risk Management

Potential Risks & Mitigation Strategies:

Risk	Mitigation strategy
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Not bringing needed supplies	Supply checklist with responsible person to pack and a second to double check supplies
Lack of participation/barriers to participation	Hold event at a location that lowers barriers for marginalized groups, i.e. holding at a community centre, near public transit, accessible time, etc.
Language barriers	Interpreters available for 3 most common languages of the city, aside from English
Participant ability	Provide wandering table helper to assist in taking notes, explaining activity
Technical issues	Dedicated IT person on site, extra cords, etc.
Conflict	Should there be conflict or tension from a participant, facilitator is primarily responsible for mediating and drawing said participants away from group if needed (hear them out/calm them down)

12) Metrics & Evaluation

Participation Targets:

- Low-income residents
- Seniors residents
- Any intersection or common demographic of previous groups
- Ideally, would have 30 participants from target population

Impact Measures:

- 5 question survey for end of event that participants can either complete on one of two tablets, paper, or through an online link
- Facilitator contact information provided for direct comments/feedback
- Ideally, 75% response rate for event feedback survey
- Ideally, 75% of participants find the event well run and participants felt they made a meaningful contribution