



Ward Boundary Commission Public Engagement Plan & Timeline

WBC2024-0042

January 19, 2024

That the Ward Boundary Commission recommend that Council approve the public engagement plan and timeline (Attachment 2).



**Jordan Pinkster,
Chair**



**Jacqueline Peterson,
Vice Chair**



**Elise Bieche,
Member**



**Karen Jiang,
Member**



**Jack Lucas,
Member**

Andrew Brouwer, Member (Non-voting)
Assistant Director, Elections & Strategic Engagement
City Clerk's Office

Mandate of the Commission:

- (a) review the effectiveness of the 14-ward system with no change to the number of Councillors;
 - (b) review the Policy;
- and provide recommendations to Council with respect to the above.

Online engagement

Provides:

- An opportunity to provide input for those who are not able to attend an in-person event;
- Details on engagement opportunities (dates, times, locations);
- Information needed prior to answering online engagement questions; and
- The timeline (engagement-specific and for the overall project).

In-person engagement

(Pop-up events):

- Meets the needs of those who prefer to provide in-person feedback or are unable to do-so online;
- Goes to where the people are (e.g. parks, City facilities, partner facilities, malls);
- Introduces the project to people who would otherwise not be aware of it; and
- Provides an opportunity for those who are aware to provide input in-person.

Targeted engagement opportunities

(Online or scheduled meetings):

- Allows specific groups (e.g. school boards, business associations) the ability to answer specific questions;
- Separate sections of the online portal can include engagement questions specific to targeted groups (e.g. community associations)

Communications

- Awareness of engagement opportunities will be supported by general and targeted communications including digital and print advertising, social media and direct communication.

In addition to the public engagement, the Ward Boundary Commission will also conduct internal engagement through meetings with Members of Council and their staff, City Administration, and other research conducted by Members of the Commission.



2024 Engagement timeline



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Questions?