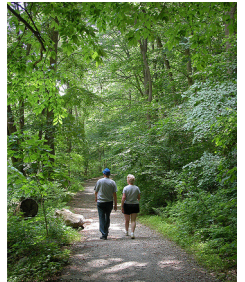




CITY OF SURREY

BIODIVERSITY CONSERVATION STRATEGY

Public Consultation and Engagement Plan



JUNE 2012

Cover photos:

'bear creek sky' and 'surrey lake heron' by waferboard, [flickr.com](https://www.flickr.com/photos/waferboard/)

'Center Creek in Surrey Bend' by Ted Uhrich

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1. INTRODUCTION

1.1 PURPOSE AND GOALS

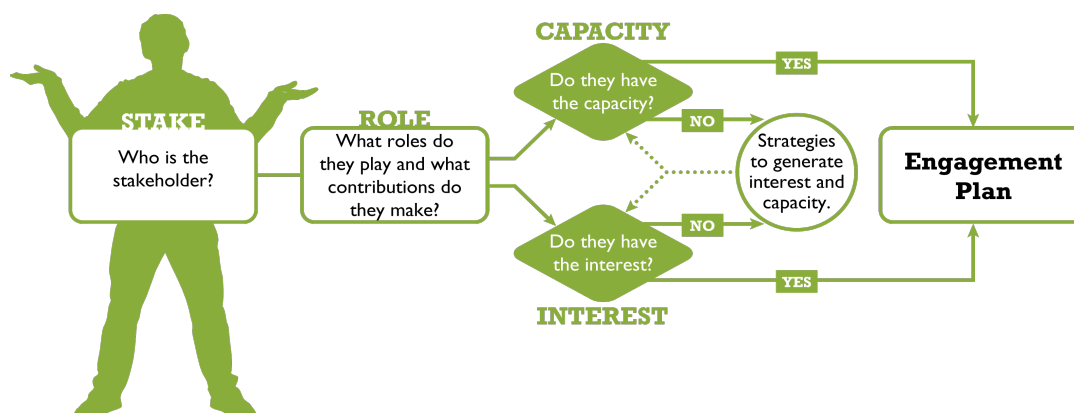
The purpose of this Public Consultation and Engagement Plan is to guide the work of the consultant team in gathering input and feedback for use in creating the Surrey Biodiversity Conservation Strategy. Three broad goals of the Public Consultation and Engagement Plan are to:

- > **Offer multiple methods of participation** (e.g., people who do not want to, or cannot, attend public meetings can provide comment through surveys and/or feedback forms).
- > **Engage a range of stakeholders** through creative and innovative communication tools (e.g., social media, interactive technology at Open House, travelling exhibitions), to capture people's interest and inspire them to help shape the future of their community.
- > **Set out clear goals and objectives for the consultation process** for each phase of work so that the public understands how they can participate and how their input will be incorporated into the overall project.

1.2 BACKGROUND AND RATIONALE

Acknowledging the rapid pace of growth and change it is experiencing, the City of Surrey has set out to create a Biodiversity Conservation Strategy (BCS). The BCS will guide biodiversity preservation in a balanced manner, considering future land use and development and public values. This strategy builds on previous work, including the Ecosystem Management Study (EMS) completed in 2011, the Environmentally Sensitive Areas Study (ESA) from 1991, the Sustainability Charter (2008), and the Official Community Plan (OCP).

Figure: Stakeholder Identification and Engagement



1.3 SCOPE OF ENGAGEMENT

Public consultation and engagement for Surrey's Biodiversity Conservation Strategy will focus on key stakeholder groups and include the following:

CITY OF SURREY – STEERING COMMITTEE

Key City staff will meet occasionally as a project Steering Committee throughout this process. This staff Steering Committee will provide project oversight for the strategy development process, including engagement components, and will be kept regularly apprised of the results of the consultation activities.

| CITY DEPARTMENT | REPRESENTATIVES |
|-----------------|--|
| Planning | <ul style="list-style-type: none"> > Don Luymes, Manager of Community Planning > Markus Kischnick, Planning Technician |
| Engineering | <ul style="list-style-type: none"> > Carrie Baron, Manager, Drainage & Environment > Stephen Godwin, Environmental Coordinator |
| Parks Planning | <ul style="list-style-type: none"> > Ted Uhrich, Manager, Parks Planning, Research & Design > Doug Merry, Planning Analyst |

KEY ORGANIZATIONS – STAKEHOLDER GROUP

Surrey is home to many different community groups and organizations that have a stake in the development of a Biodiversity Conservation Strategy. The planning team will work with the Steering Committee to develop a comprehensive list of community groups, agencies in adjacent jurisdictions and city departments to engage in the project, gauge their interest in becoming involved in the project and determine how best to engage them. These groups will also receive regular email updates and invitations to larger community events/open houses. Potential Stakeholder Group organizations include:

| STEWARDSHIP GROUPS | ADJACENT JURISDICTIONS AND AGENCIES | CITY DEPARTMENTS | EXISTING ADVISORY COMMITTEES |
|---|--|---|---|
| <ul style="list-style-type: none"> > A Rocha Canada > Little Campbell Watershed Society > Sunnyside and Green Timbers groups > Friends of Semiahmoo Bay Society > Langley | <ul style="list-style-type: none"> > Township of Langley > Corporation of Delta > City of White Rock > Metro Vancouver > First Nations | <ul style="list-style-type: none"> > Risk Management > Engineering > Parks Operations > Urban Forestry and Environmental Services | <ul style="list-style-type: none"> > Environmental Advisory Committee > Development Advisory Committee > Agriculture and Food Security Advisory Committee |

| | | | |
|--|--|----------------------|--|
| Environmental Partners Society > Nicomekl Enhancement Society > Semiahmoo Fish and Game Club > Ducks Unlimited > Surrey Environmental Partners | | > Community Planning | |
|--|--|----------------------|--|

GENERAL PUBLIC

The general public will be engaged through a variety of traditional and online media tools including a project website, social media and traditional media. These will maintain a regular flow of information with project background information, process updates and links to project materials. One open house will serve as the main face-to-face point of contact for the general public. This will provide information on the project goals, the process at large, the issues faced, the current state of affairs and decisions being contemplated. These will be widely promoted and planned in a way that they will attract an appropriate diversity and volume of participation.

2. CONSULTATION APPROACH

2.1 CONSULTATION PRINCIPLES

This consultation and engagement strategy is based on an adaptive management approach that is shaped around four key questions:

- > **Surrey & biodiversity: What is happening?**
- > **Managing for biodiversity: What matters most?**
- > **Identifying strategies: What can we do about it?**
- > **Monitoring & evaluation: Are we doing it?**

Consultation will not be restricted to any one phase, but will be connected throughout the process. The consultation process will target the general public to share information. It will also engage technical experts working on the process and connect these efforts to the public (and vice-versa) to create a dynamic flow of information to increase transparency and communication.

The following eight consultation principles are at the core of the Surrey Biodiversity Conservation Strategy approach and methodology.

1. **Inclusiveness** by offering multiple methods of participation (e.g., people who do not want to, or cannot, attend public meetings can provide comment through surveys and/or feedback forms);
2. **Innovation**, using new technology and creative consultation, analysis and communication methods;
3. **Clarity** of the consultation process, with clearly expressed goals and objectives;
4. **Flexibility** in the design of the process, to incorporate ongoing feedback on preferred or alternative methods of consultation;
5. **Honesty** about the constraints that the process has to operate within;
6. **Respect** for all participants;
7. **Integrity**, with commitment to take input and feedback into consideration; and
8. **Timeliness**, with early communication and rapid analysis of results at each stage.

2.2 CONSULTATION OBJECTIVES

The Biodiversity Conservation Strategy will build on the collective knowledge and values of the broader community; therefore, this plan will:

- > Reach an appropriate diversity and volume of individuals, organizations and agencies given the scope and project time line;
- > Leave participants feeling that they understood the process and issues;
- > Provide participants with opportunities to voice their concerns and know that their concerns were a genuine part of the process; and,
- > Structure data, issues, and decision-making in a manner that allows participants to make informed judgments.

2.3 COMMUNICATION TOOLS

The following communication tools are key components of public engagement. Their use and timing is summarized below in Section 3, Activities and Timing.

Project Webpage

The planning team will develop materials for a Biodiversity Conservation Strategy webpage on the City of Surrey's website. The webpage will be the principal information portal for the project and provide opportunities for ongoing public feedback and engagement. Relevant project materials will be posted on the site as the project proceeds.

Social Media

The planning team will support the City of Surrey in communicating with the general public through the City's established social media sites (Facebook, Twitter, PlaceSpeak).

Traditional Media

There will be regular media releases on project updates, milestones, and current and upcoming activities using the range of media available in Surrey (e.g., Surrey Leader, Surrey Now).

Public Open House

One Open House will be held during Phase 2 of the project (fall 2012). It will incorporate interactive stations for the public to engage in issue ranking, visioning activities, and other input activities. A presentation may be included that incorporates Audience Response Units to support "instant" polling to help feed community input directly into project decision-making frameworks. The Open House will be widely advertised and held in a transit accessible location.

Open House Event Report

Following the Open House, the planning team will produce a report summarizing the input received. The report will be made available on the project website and distributed to the Steering Committee and Stakeholder Working Group.

Stakeholder Group

A Stakeholder Working Group will meet with staff and the planning team three times during the project. Comprised of a diverse group of key stakeholder group representatives, the individuals will be well positioned to inform their respective groups about the status of the Biodiversity Strategy project and receive input at different project stages. One of the Stakeholder Working Group sessions will include “instant” polling using an Audience Response System to help ensure that stakeholder input feeds directly into the decision-making process.

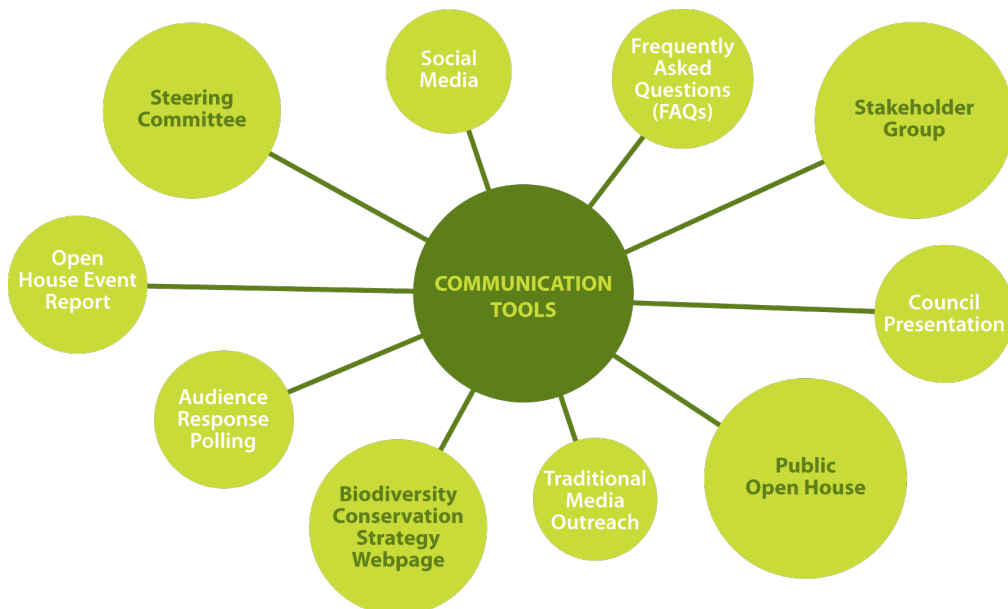
Community Roadshow

The planning team will develop project information poster panels that could be circulated around key community venues (libraries, recreation centres) and at summer events (e.g., Surrey Farmers’ Markets, Flavours of Surrey). City staff would be responsible for moving the panels between venues. The display would not be staffed.

Frequently Asked Questions (FAQs)

FAQ sheets will be provided to elected officials, community organizations and the broader public. The FAQs will be coordinated with each phase of the engagement and posted on the project website.

Figure: Consultation, Engagement and Communication Tools



3. ACTIVITIES AND TIMING

Development of the Surrey Biodiversity Conservation Strategy will occur in four phases (pictured). In each phase, the planning team will be conferring with and, where appropriate and feasible, meeting with City Staff (Steering Committee), the Stakeholder Group, and the general public to confirm strategy elements and objectives. Strategy phases and principal consultation and engagement initiatives are summarized below.

Figure: Biodiversity Strategy Work Plan

| June–Aug | Sept–Oct | November | December |
|--|--|---|--|
| PHASE 1 What is happening? | PHASE 2 What matters most? | PHASE 3 What can we do about it? | PHASE 4 Are we doing it? |
| <ul style="list-style-type: none"> • Base mapping & Initial field work • Preliminary stakeholder outreach • Public awareness building | <ul style="list-style-type: none"> • Issues, opportunities and directions • Public outreach – Open House • Stakeholder engagement | <ul style="list-style-type: none"> • Policy options and review • Public awareness • Stakeholder engagement | <ul style="list-style-type: none"> • Presentations, meetings and revisions as necessary • Final strategy |

Phase 1: What is happening?

(June - August)

This phase of the Public Engagement Strategy is about identifying stakeholders and publicly launching the project. This will involve initial meetings with City staff to finalize the consultation and engagement plan and compile a list of community contacts. A project webpage will be established on the City of Surrey's main website. Content for social and traditional media will be developed and distributed via the City of Surrey's existing conventional and social media channels to launch the project and build awareness. The first Stakeholder Group meeting will introduce participants to the process and encourage discussion of broad-scale challenges and opportunities.

Phase 2: What matters most?

(September - October)

The overall goal for Phase 2 is to identify issues, opportunities and directions. The second Stakeholder Group meeting will be used to review data collected to date and discuss elements of Surrey's Biodiversity Conservation Strategy vision, issues and objectives that will guide decision-making throughout the process. A public open house will provide a general overview of the project, how it links to past work and other planning initiatives, expectations and goals, and opportunities to participate further. This forum will also be used to share the results of the base mapping and outcomes of the

first two Stakeholder Group meetings, including decision-points and directions going forward. Additional communication channels, such as the project website, Facebook and twitter will be advertised to promote ongoing communication. Results will be summarized in an open house report.

Phase 3: What can we do about it?

(November)

The third phase of the Biodiversity Conservation Strategy is about identifying strategy directions and management options, and developing a draft strategy. Key consultation activities within this phase include a third Stakeholder Group meeting and ongoing public communication and awareness-raising through traditional and social media channels. This Stakeholder Group session will review a draft Biodiversity Conservation Strategy, including policy directions and the specific strategy framework. If necessary, the consultant team and project steering committee will make direct presentations to City of Surrey Advisory Committees (listed on page 5/6), to ensure project information is being clearly and effectively communicated. Outputs from this process will be shared with the public through the project website and announcements through traditional and social media.

Phase 4: Are we doing it?

(December)

The final Biodiversity Conservation Strategy will be developed in the fourth phase of the project. Feedback from the Stakeholder Group, Steering Committee, and general public will be incorporated into the Strategy. A presentation to Council will be made.

Figure: Surrey Biodiversity Conservation Strategy – Key Meetings

| | PHASE 1 | PHASE 2 | PHASE 3 | PHASE 4 |
|---------------|---|---|--|---|
| | June–Aug | Sept–Oct | November | December |
| Project Focus | <ul style="list-style-type: none"> • Final Public Consultation and Engagement Plan • Initial outreach & awareness (web page, press release, newsletter) | <ul style="list-style-type: none"> • Field work and mapping review • Visioning • Issues and objectives | <ul style="list-style-type: none"> • Policy directions • Strategy structure | <ul style="list-style-type: none"> • Policy development • Final Biodiversity Strategy |
| Key Meetings | <ul style="list-style-type: none"> • Kick-off meetings (Steering Committee) • Stakeholder Working Group #1 | <ul style="list-style-type: none"> • Stakeholder Working Group #2 • Open House • Steering Committee | <ul style="list-style-type: none"> • Stakeholder Working Group #3 • Steering Committee | <ul style="list-style-type: none"> • Steering Committee • Council presentation |

4. CONCLUSION

The Public Consultation and Engagement Plan strategy aims to involve a broad range of residents and interest groups and allow them to collaborate in setting policy directions for the Surrey Biodiversity Conservation Strategy. Recognizing the project's tight timelines and the challenges of effective engagement over the summer and holiday season months, a variety of communications tools will be employed. One Open House will be held and supplemented with Stakeholder Group meetings involving key organizations. A City staff Steering Committee will meet occasionally through the project to review progress and community input. The project webpage will provide a portal where the public can find out what is going on and access published materials, event dates, and contact information.

APPENDIX 1

Stakeholder Working Group Terms of Reference

Mandate

The Stakeholder Group will advise the City of Surrey staff, the consultant team and Council on the format, structure, and policies of the Surrey Biodiversity Conservation Strategy, and ensure alignment with past and current initiatives (e.g., Environmental Management Study, Sustainability Charter). Representatives will bring local knowledge to the process and act as liaisons between the project and interest groups/ residents.

Membership

1. The Stakeholder Group will be comprised of no more than fifteen (15) members in total to ensure effective meetings and meaningful engagement.
2. The Stakeholder Group shall be comprised of individuals who represent a broad spectrum of environmental, development and biodiversity interests.
3. Membership of the Stakeholder Group may be comprised of individuals who represent organizations or have different attributes or experience from typical residents, such as being business or commercial property owners.
4. Members of staff and the consultant team will attend Stakeholder Group meetings.

Terms

1. The Stakeholder Group shall act as an advisory body to the Surrey Biodiversity Conservation Strategy project. Project staff will consider views and comments brought forward in these sessions.
2. The Stakeholder Group is a temporary committee for the time period not to extend beyond the duration of the Biodiversity Conservation Strategy process upon its adoption by Council.
3. Staff hereby delegate the following duties to the Stakeholder Group:
 - a. Review relevant information to refine the Biodiversity Conservation Strategy;
 - b. Make suggestions about the Biodiversity Conservation Strategy structure and policies;
 - c. Review drafts of the Biodiversity Conservation Strategy;
 - d. Liaise with members of their respective organizations and City of Surrey residents in performing these duties; and,
 - e. Other duties as identified by the consultant team or City of Surrey staff.
4. Final approval and implementation of the Biodiversity Conservation Strategy is the responsibility of City of Surrey Council.
5. Information that is confidential in nature may be discussed at Stakeholder Group meetings; it is expected that Stakeholder Group members treat this information as confidential.
6. All members of the Working Group shall serve without remuneration.