

# What We Learned

## Community Engagement Framework Phase 2

# What We Learned – Phase 2

**Phase 2 engagement invited feedback on the draft Community Engagement Framework, with results reflecting overall support for the framework.**

## How We Engaged

The phase 2 engagement period was from February 28 to March 12, 2025. Residents, businesses, and organizations were invited to provide feedback on the draft Community Engagement Framework.

Feedback was gathered through the following methods:

- Feedback form (digital and print versions available)
- Direct email

## Promotion

The engagement process was promoted through:



### Digital

- Digital screens (interior and exterior at City facilities)
- Social media posts (Facebook, Instagram, Twitter, LinkedIn)
- News release distributed to local media and posted on City website
- City website homepage banner
- Email and reminder follow-up to organizations who were contacted in phase 1 engagement, key City staff who lead engagement-related projects, and industry engagement professionals who provided input during the drafting phase



### Print

- Newspaper ad
- Poster displayed at the Albion Community Centre and shared with community organizations, including the Maple Ridge Public Library

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## Results

Feedback was received from seven members of the public (six by digital; one by mail), three staff members (by email), and two industry professionals (by email).

Feedback included:

- Appreciation for the City's enhanced communications and engagement efforts.
- Requests for project updates and increased transparency in decisions, particularly around governance, priority setting, and outcome measurement.
- Opportunity to have more say in proposing projects and issues for the City to address.
- Clarity regarding the internal project planning process.

## Next Steps

Where applicable, feedback will be reflected in the Community Engagement Framework and the Engagement Toolkit for staff. Staff will also enhance communications on opportunities for public input into City business planning and key projects.

*Thank you to everyone who participated and helped create the first-ever City of Maple Ridge Community Engagement Framework!*