

Community Engagement: Tips, Techniques & Virtual Tools



BC Links to Learning Conference

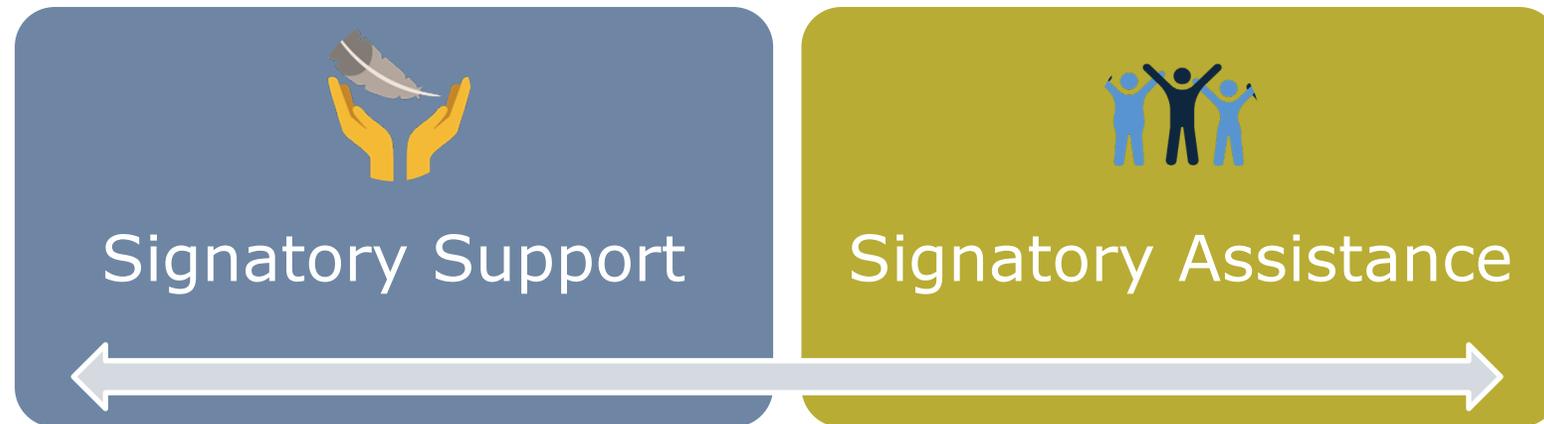
Feb 1-2, 2023



Introduction to the Resource Centre

The Resource Centre (RC) is a First Nations organization dedicated to serving and supporting First Nations communities who want to re-establish control over their lands, natural resources, and environment through the historic government-to-government *Framework Agreement on First Nation Land Management*.

RC was established by the Lands Advisory Board to undertake its technical responsibilities to FNs, through:



"Supporting First Nations to exercise their Inherent Right to govern their Lands, Environment and Resources."

Presenters



Bonnie Hill
Land Code Governance Advisor, B.C.



Wenona Gordon
Lands Manager,
Williams Lake First Nation



Jeremy Bonhomme
Land Code Governance Advisor, B.C.



Adam Wright
Land Code Governance, Planner

After participating in this workshop, we hope that you will have learned:

Why community engagement matters in Land Governance

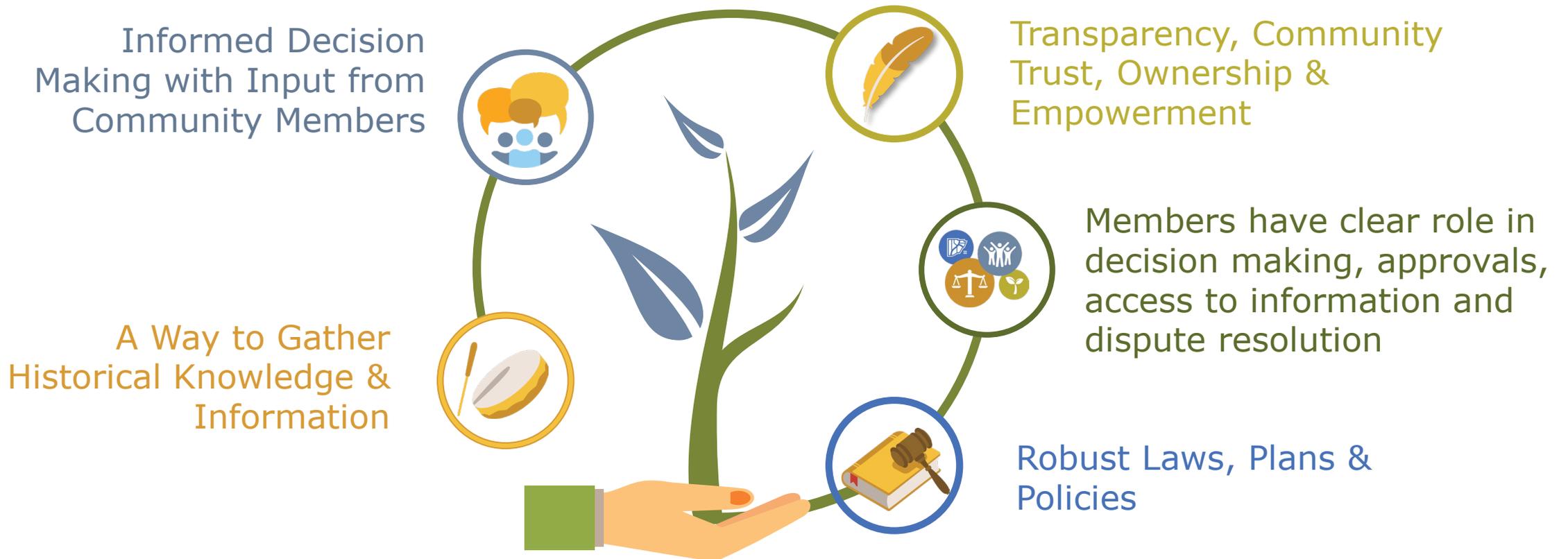
Methods for developing a communications strategy

The importance of developing a community engagement strategy

Examples, tips, tricks & tools for doing community engagement



Why Community Engagement Matters



Levels of Community Engagement under Land Code

	INFORM	INVOLVE	EMPOWER
Depth of Engagement	Website, Newsletter, Phone, Social Media, Email, Word of Mouth	Lands Advisory Committee, Meeting of Members, Law Development Workshop, Community Mapping	Ratification Vote, Membership Approval, Land-use Planning
Time, \$\$, Effort, Capacity	Luncheons, Brochures, Open Houses, Posters, Videos, Tours	Interviews, Family Meetings, One-on-One, Door-to-Door, Surveys, Polls, Questionnaires	Scenario Testing, Visioning, Volunteering, Participatory Budgeting

Designing inclusive and accessible community engagement



Provide
Transportation



Meals and
Refreshments



Offer
Childcare



Follow
Protocol



Create a Community
Engagement &
Social Media Strategy



Ask whose voice is
not being heard?



Establish meeting
ground rules



Incentives

Strategies to increase community engagement under a Land Code



Lands Advisory Committee/
Lands Authority



Membership Meetings



Land Use, Environmental &
Community Planning



Law Development
Workshops



Community
Approvals

Community engagement strategy – What does it include?



- Assumptions
- Background Research
- Goals and Objectives
- Vision & Framework for successful engagement
- Engagement Project – e.g. Land Use Plan, CCP
- Key Audiences
- Committee's Role
- Council's Role
- Schedule of Engagement Events
- Communications Tactics
- Land Code requirements
- Schedule of Engagement Events
- Community Engagement Preferences
- Communications Workplan
- Deliverables
- End Result: Community Approval via vote



Lands Advisory Committee/Lands Authority

Land Code Committees often morph into Lands Advisory Committee

Can be enshrined in Land Code or law

Multiple membership models

Can play a fundamental role in almost all aspects of Lands Governance

Committee Members reach out to their families as well as participate in Community Meetings

Can be a recommending or advisory body, or delegated authority

Considerations when Developing a Community Engagement Strategy



**What is the purpose of the engagement?
What decision or project is being informed?**

What does successful engagement look like?

Who needs to be engaged? Be specific and strategic:



- Adequate information is provided in order to be well-informed
- Raise Issues and Be Heard, even the “unpopular questions”
- Provide Comments & Feedback that result in action

- Elders
- Youth
- Members On Reserve
- Members Off Reserve
- Special Interest Community members
- Staff
- Council

Considerations when Developing a Community Engagement Strategy

Identify Engagement Opportunities:

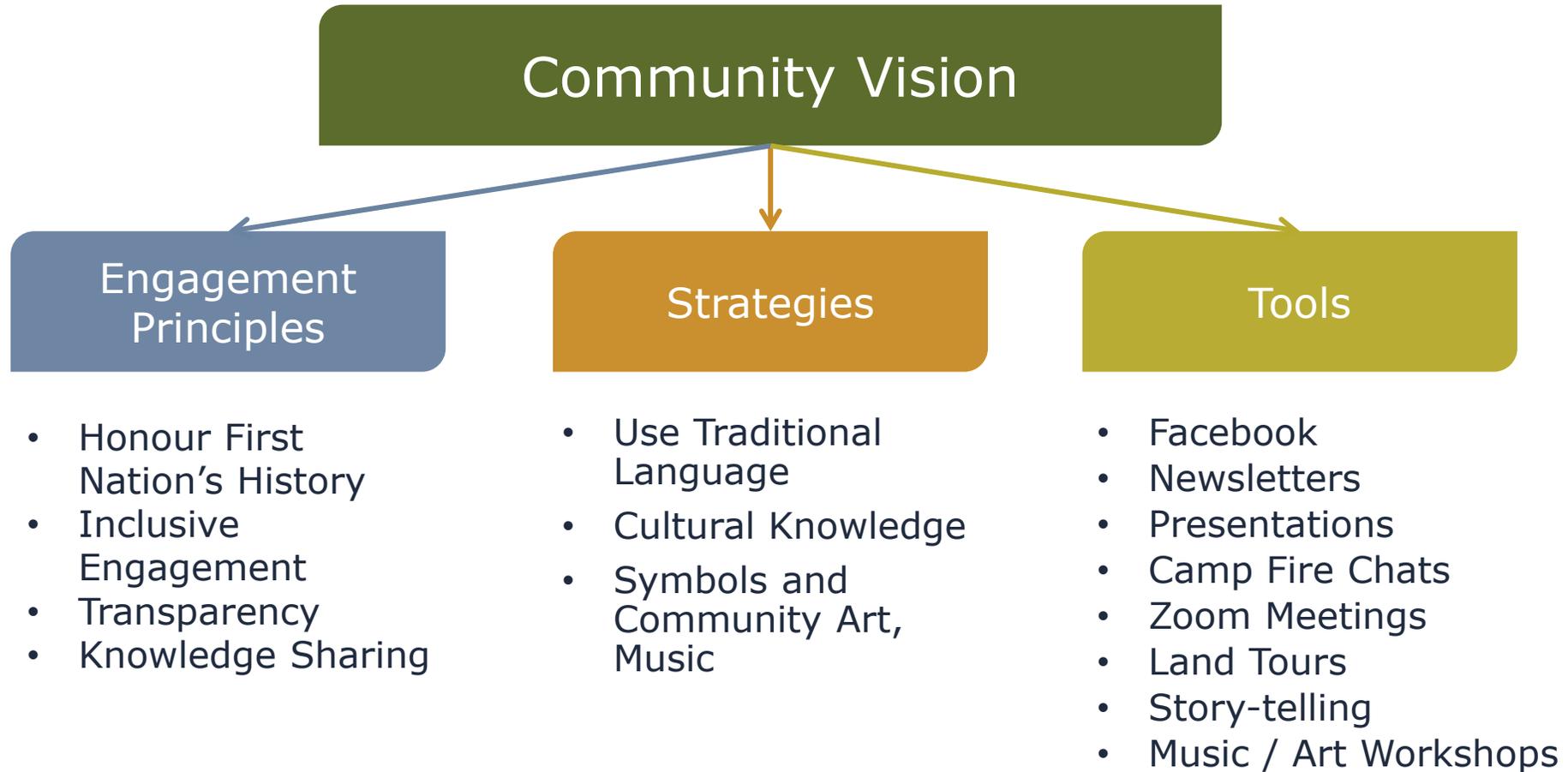
- Create a shared engagement calendar
- Piggy-back sessions on top of one another
- Integrate engagement & input

What is the role of Leadership & Staff? How will they be involved?

- Develop Key messages for Leadership & Staff
- Lands Governance 1-2 page reference document
- Roles and Responsibilities reference document

Know your audience:

- Understand how your community wants to be engaged
- Use different approaches based on audience



Implementing the Community Engagement Strategy

- **Who designs the process?**

- What values inform your engagement?
- What cultural protocols inform your engagement?
- Who writes / leads Engagement Strategy?
 - LAC, Lands Manager, Councillor, Community Member, Consultant???

- **How will you collect and store the information you gather?**

- What will you do with what you find out? How will you recognize and record traditional knowledge?

- **How will you honour the contributions your members make?**

- How many meetings are needed? What is your budget?
- What's your schedule? When and where are you meeting?
- Honorariums, recognizing member's time and knowledge.



Community Meetings – in-person

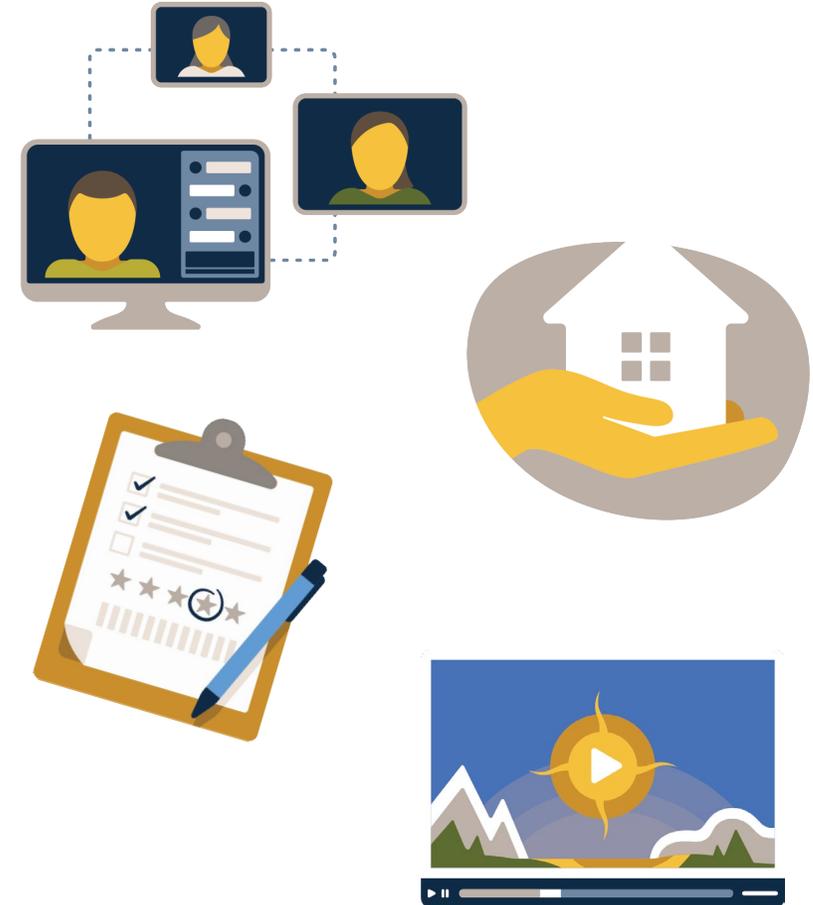
In-Person (COVID-19 protocols)

- Campfire Meetings / Boxed Meals
- Social Distancing in Gyms / Meeting Halls / Community Centers
 - Booking time slots for visits
 - Door-to-door visits and materials drop off
 - Nature walks, Community walks
 - Pow Wows / Treaty Days / Community Gatherings



Community Meetings – hybrid

- Hybrid (In-person and virtual) Meetings
 - Smaller meeting spaces work better for this approach, consider challenges for Open Houses, etc.
- Phone calls and “Chat Lines”
- Social Media Streams, Live Chats
- Emails with Surveys and Updates
- Videos, Newsletters and Websites



Using Surveys & Questionnaires

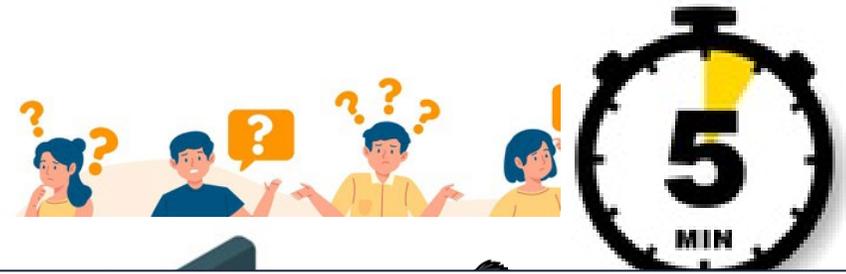
What information do you want to know?

Length of survey
5 questions / 5 minutes

Types of questions
Open-ended or closed-ended

Pre-populated responses or open-ended responses

Data Collection & Analysis
(keep it simple)



How satisfied are you with our overall focus on making our company a great place to work?

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfi
<input type="radio"/>				

Why did you choose our company over the other submission?

What is the role of consultants in Community engagement?

- To help design and facilitate meaningful conversations with your Community members on and off-reserve.
- Should seek to build capacity within Lands staff and Community Members (Facilitation & Engagement Techniques).
- Provide support where needed;
 - To provide expertise or experience that the Community currently does not possess.
 - To complete the work that Lands staff does not have time for.
 - Should take direction from the Lands Manager / Staff
 - Planning should be a First Nation and Community-led process.
- Be accountable for poor outcomes of the planning process (i.e. LUP does not provide a clear path forward for actions or next steps).

Helpful practice: For planning work, request that your consultant is a RPP/MCIP.

Best practice: Issue an RFP and use an internal ranking process. The RC has templates for each.

Community Engagement, Planning & Land Code



Environment



Use &
Occupancy



Community
Development



Law & Plan
Development

Planning brings the Land Code structure to life!

Unique methods, tools, protocols and practices to each FN

Planning is about the **Public Interest** and the **Public Good**

Planning under the FA: **involvement, transparency & accountability**

Community Engagement/Empowerment is at the heart of planning

Planning and community engagement emerges at all levels in Land Code implementation

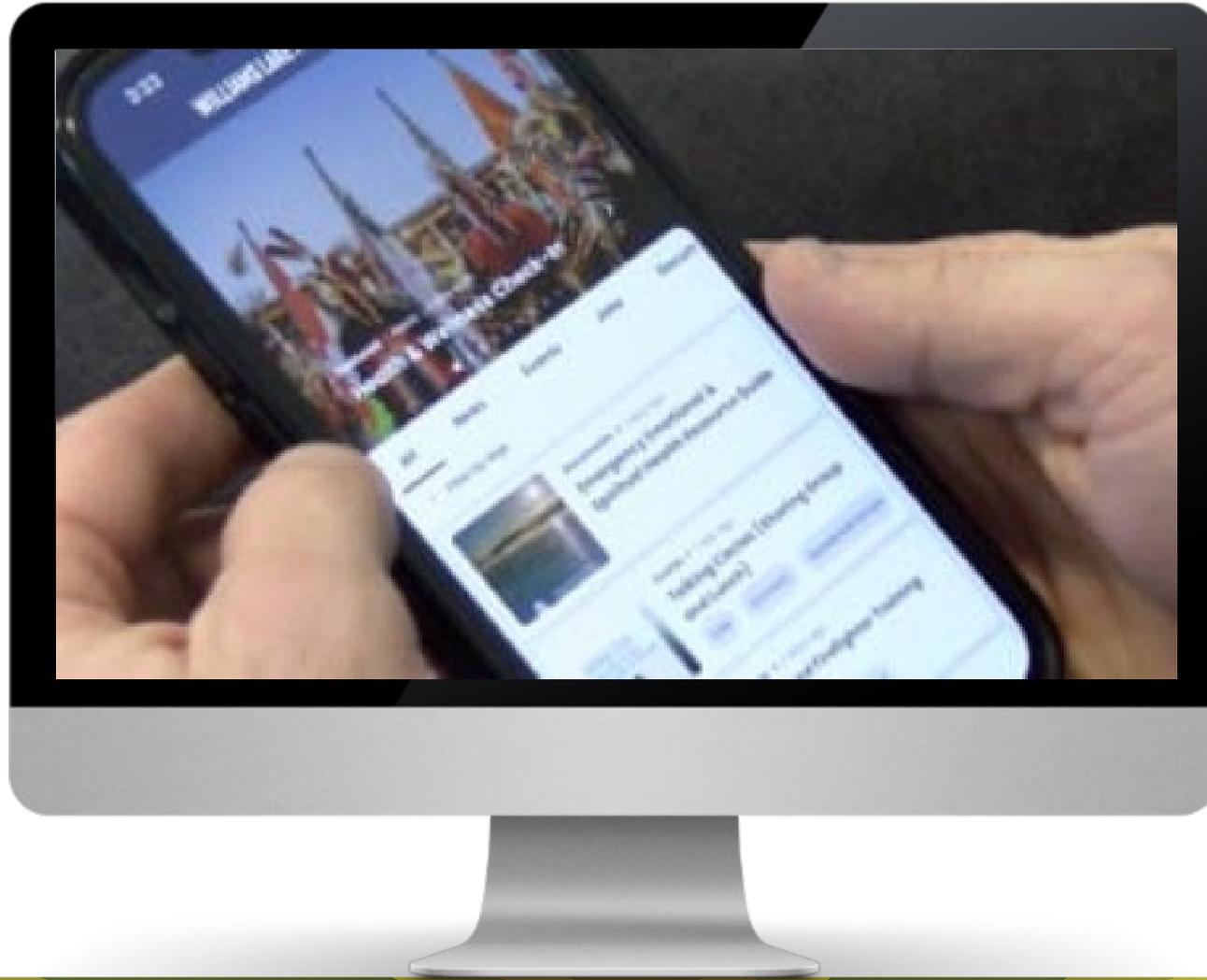
Framework Agreement ➡ Land Code Law ➡ Community Guidance ➡ Lands Committee ➡ Chief & Council

WLFN engagement:

- WLFN has utilized a variety of community engagement methods as mentioned earlier in the presentation from community mailouts, WLFN social media account such as the WLFN Facebook page, surveys, in person and online meetings
- The newest method of engagement is the WLFN app
- WLFN was approached by Aivia regarding utilizing Communikit: a community engagement application
- WLFN launched the app last summer July 2022
- The app consists of: a news page, events page, job postings page and a documents and forms page
- Upon launch, WLFN had prize draws when membership downloaded the app to promote more widespread downloading
- 328 downloads of the app for WLFN membership







Williams Lake
FIRST NATION

Questions & Discussion



Links of Interest



- First Nation Land Management Resource Centre www.labrc.com
- Framework Agreement on First Nation Land Management www.labrc.com/framework-agreement/
- Interested in more information on the Framework Agreement www.labrc.com/i-am/interested-first-nation/
- ISC – First Nations Land Management www.sac-isc.gc.ca/eng/1327090675492/1611953585165
- Mentimeter www.mentimeter.com
- Communikit – Williams Lake First Nation Phone App Developer www.marketing.communikit.ca
- First Nations Technology Council www.technologycouncil.ca

Meet the B.C. & F.V. Teams



Patti Wight

Manager, First Nation
Support Services, B.C.



**Jeremy
Bonhomme**

**Land Governance
Advisor**, B.C.



**Jackie
Brown**

**Land Governance
Advisor**, B.C.



Denise Unger

Manager, First Nation Support
Services, Fraser Valley (F.V.)



**Cheryl
Bryce**

**Land Governance
Advisor**, B.C.



**Bonnie
Hill**

**Land Governance
Advisor**, B.C.



**Heather
McIntyre**

**Land Governance
Advisor**, B.C.



**Shawn
Speirs**

**Land Governance
Advisor**, B.C.



**Tabitha
Donkers**

**Land Governance
Advisor**, F.V.



**Brittany
Hall**

**Land Governance
Advisor**, F.V.

Summary – How to access RC support

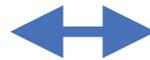
Land Code Governance Support



**First Nation
Requests
Support**



**RC Land Code
Governance
Advisors/Managers**



Environment

**Surveys &
Legacy Issues**

Land Registry

**Land Use
Planning**

**Solid Waste
Management**

**Law
Development &
Enforcement**

**LGM &
Knowledge Path
Tools**

**Communication
& Public
Relations**

**GIS & Traditional
Knowledge**



June 6 - 8, 2023 - Hilton Lac-Leamy , Gatineau-Ottawa, QC

2023 NATIONAL CONFERENCE ON THE ENFORCEMENT OF FIRST NATION LAWS

ADVANCING ENFORCEMENT SOLUTIONS

Registration now open!



www.2023firstnationenforcementconference.com