



CONNECTED
TO CITIZENS

L'OCPM

OVER THE YEARS...



The Office de consultation publique de Montréal has expanded its audience over the years. Since 2002, there have been numerous consultations, projects have become more complex, and reports have been released to respond to concerns expressed by thousands of Montréal citizens and enlighten their elected officials' decision-making.

Through that process, we have sought to illustrate the relationship that our organization maintains with Montrealers and civil society, informing them and giving them a voice on projects submitted to Office consultations by the Montréal executive committee and city council. This relationship was built on myriad means of communication, some more conventional, and others following the digital and social media movement.

Since the very beginning of Office activities in 2002, our Web site has allowed citizens to obtain all relevant information pertaining to ongoing consultations. The site has become a point of reference on Montréal public consultations. It contains all the documentation related to Office consultations held since 2002, covering 110 projects, in addition to a very large number of Ville de Montréal urban planning documents. The site had more than 30,000 visitors in 2013.

The first Ville de Montréal entity to use Facebook, in 2008, our page now reaches over 4800 citizens, while 1030 registered users also follow us on Twitter. It should be noted that young adults (ages 25-45) are strongly represented on that medium, much more than in our hall activities.



The various means of communication employed have contributed to increasing not only the reach of the Office, but also the level of participation in the consultations we organize. In fact, as you will notice upon reading the present document, the average number of opinions expressed during consultations has been steadily rising in recent years.

Montrealers are increasingly interested in the opportunities offered by the OCPM to develop a position on topics and projects that are important for our city's quality of life and development. On the occasion of our tenth anniversary in 2012, we wanted to know to what extent we had managed to familiarize Montrealers with our institution, and how they perceived our work. The survey we conducted revealed that one Montrealer in five is familiar with the Office, and that 80% of those who know us appreciate our work. We find those statistics encouraging.

This small publication is a quantitative illustration of part of the progress that has been made over the course of our 12 years in operation. The results are exciting because they reveal that Montrealers want to participate in municipal life by taking advantage of the opportunities provided by public consultation, and that they consider the OCPM to be a valuable tool. We are very happy about this, and we intend to maintain our efforts to meet the expectations of elected officials and our fellow citizens alike.

Enjoy your reading!

President
LOUISE ROY

THE CHARTER OF VILLE DE MONTRÉAL PROVIDES THAT THE OFFICE MUST REPORT ON ITS ACTIVITIES TO THE CITY COUNCIL ONCE A YEAR, AND THAT IT MAY MAKE ANY RECOMMENDATION ON THAT OCCASION. NUMEROUS SUGGESTIONS HAVE BEEN MADE OVER THE YEARS. HERE ARE A FEW.

RECOMMENDATIONS MADE BY THE OFFICE IN ITS ANNUAL REPORTS



RECOMMENDATION

Power of intervention on any amendment to the development plan of the agglomeration and to the Montréal Master Plan, and formalization of cases where recourse of the Office is mandatory (2004, 2005 and 2012).

Making the OCPM's presence mandatory for consultations affecting more than one borough, and for emblematic or strategic areas, such as Old Montréal (2004, 2005, 2007 and 2008).

Scheduling two-stage consultations: an upstream consultation to allow the developer and citizens to express their concerns and constraints and to identify the issues, and a more downstream consultation to allow participants to discuss a project that is sufficiently developed to reveal its advantages and inconveniences (2007, 2008, 2009 and 2010).

Establishment of an automatic response mechanism to commission recommendations (2008 and 2009).

COMMENT

In 2002 and 2003, the OCPM was holding consultations on all amendments to the Plan. The Charter of Ville de Montréal was amended in 2003 to lift that obligation. Another amendment to the Charter in June 2008 partially re-established automatic recourse to the Office, partially implementing this recommendation.

Although there is no stated obligation, this recommendation has been followed in practice. Such was the case with the Plan directeur du Vieux-Montréal, for example, and with the planning for the area surrounding the Outremont campus of the Université de Montréal.

This practice has been adopted, and several two-phase consultations have been conducted in recent years, where planning or redevelopment of major areas of the city or redevelopment was involved. Griffintown is one example.

This is a recurring request from consultation participants. Our recommendations have led to Montréal's considering a formal mechanism, but it never materialized. Full implementations of recommendations are sometimes made public, but not as a general rule.

THE OFFICE IS PERCEIVED

BY THE POPULATION AS BEING

**USEFUL
CREDIBLE
IMPARTIAL***

1 OUT OF 5 MONTREALERS



IS AWARE OF THE EXISTENCE
OF THE OCPM*

35%
OF BRIEFS
COME FROM CITIZENS

93%
OF THEM HAVE
SUBMITTED A BRIEF
ONLY ONCE

74% OF MONTREALERS
WHO EXPRESSED AN OPINION
BELIEVE THAT THE OCPM

is the most appropriate organization to fulfil
the function of **NEUTRAL** third party
among the population, developers
and the Ville de Montréal*

2,259

BRIEFS AND OPINIONS
PRESENTED BEFORE
THE COMMISSIONS IN 10 YEARS

35,000

CITIZENS
AT THE CONSULTATIONS

111
PUBLIC
CONSULTATIONS

* According to a 2012 Léger Marketing survey

ocpm.qc.ca

IS **30,000**

unique visitors over the past year

IS **11,000** PDF documents



WEBCASTS

1,190

views in 2013



Increase of more than

500%

over the past year



FACEBOOK

NOW HAS MORE THAN

4,800 citizens

70% are younger than 45
50% of them are women

The Office

YouTube

83 VIDEOS

WHICH HAVE GENERATED

channel now offers **17,000 views**

OPINIONS PRESENTED IN CONSULTATIONS

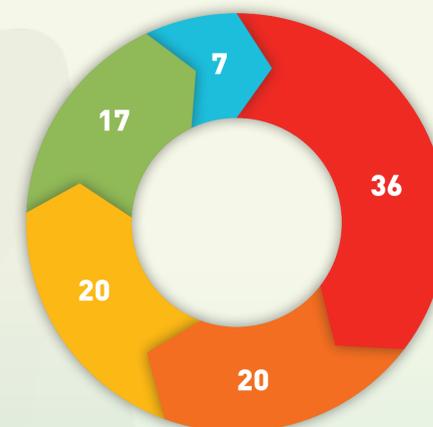
THE AVERAGE
HAS DOUBLED
SINCE 2010



AN INCREASE OF
138%
IN 8 YEARS

**SOURCE
OF BRIEFS
AND OPINIONS**

- 36% Citizens
- 20% Experts
- 20% Social groups
- 17% Economic community
- 7% Political community



EXTERNAL RELATIONS OF THE OFFICE





OFFICE
DE CONSULTATION PUBLIQUE
DE MONTRÉAL

Cours Mont-Royal
1550, Metcalfe Street
Suite 1414
Montréal (Québec)
H3A 1X6

Telephone: 514 872-3568
Fax: 514 872-2556
info@ocpm.qc.ca

ocpm.qc.ca