



Case Study: City of Surrey

Surrey is a city in the province of British Columbia, Canada. It is a member municipality of Metro Vancouver, the governing body of the Greater Vancouver Regional District. It is the province's second-largest city by population, after the city of Vancouver. Surrey's population, according to the 2006 Census, is 394,976 and it is the fastest growing city in Canada today.

The City of Surrey also has one of the most popular Mayors, Dianne Watts. Like all major centers, Surrey has to manage issues around crime. But this Mayor is different in that she thinks in terms of co-creation and collaboration. She did not want a strategy that was top down from city hall; she wanted something with *stakeholder buy-in*. She wanted to create an innovative, problem solving approach to address the causes and effects of crime on the community. Over 100 individuals, representing over 50 community groups and organizations, collaborated to develop a strategy that included recommendations to address key areas.

We were approached to work with multi-stakeholder groups to assess a number of questions regarding their impressions of how the strategy was working. Using Strategicplay® tools like 3D thinking with LEGO® Serious Play™, Gamestorming techniques, live music, and graphic charts, we identified the areas that needed more energy, generated ideas of how we could move the agenda forward, and created action and implementation plans. The groups then each selected one of the identified areas needing more energy. The identified areas were:

- Neighborhood Engagement
- Literacy
- Drug and Alcohol
- Gangs
- Children, Youth and Families
- Justice

Participants used more than 20,000 LEGO® bricks to create a large model measuring 8 by 8 feet and 10 inches high. This is an excellent example of how a large group of people from a multitude of backgrounds and a range of experiences can work so well together. The energy level was high right until the end of the day, when the final bricks in the large LEGO® System were complete and the story was told. Councillor Rasode, with the City of Surrey, said, **“Judging from an initial review of the feedback, and our observations, it was a unique and productive day. We truly appreciate the energy, time, and input everyone contributed towards the initiative.”**

