

DATE OF MEETING July 20, 2020

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SUBJECT REIMAGINE NANAIMO – PUBLIC ENGAGEMENT LAUNCH

OVERVIEW

Purpose of Report

To formally launch the Reimagine Nanaimo public engagement process. |

Recommendation

That Council receive the report titled “**REIMAGINE NANAIMO** – Public Engagement Launch” dated 2020-JUL-20, and direct Staff to formally launch the process.

BACKGROUND

At the Regular Council Meeting held 2020-FEB-24, Staff provided a progress update on the **REIMAGINE NANAIMO** Coordinated Strategic Policy Review (2020-2021) project, including a draft Terms of Reference for the overall process. Council endorsed the following motion:

“That Council receive the report titled “Coordinated Strategic Policy Review (2020-2021) Status Update” dated 2020-FEB-24, and adopt the attached Coordinated Strategic Policy Review (2020-2021) Terms of Reference.”

Following this direction from Council, Staff have proceeded with the implementation of the Terms of Reference.

The focus of the **REIMAGINE NANAIMO** process is a comprehensive update of a number of key strategic planning policy documents. Central to this undertaking is an update of Nanaimo’s 2008 Official Community Plan, the 2005 Parks, Recreation and Culture Plan, and the creation of an Active and Sustainable Transportation Plan.

Planning and engagement on these plans will be done as part of a broader process that involves coordinating engagement to inform the review and update of other strategic plans, including the Economic Development Strategy, Water Supply Strategic Plan, and Climate Action Plan.

Coordinated community engagement on these interrelated policy documents is intended to maximize community participation, ensure consistency between the plans, ensure efficient resource use, and avoid public confusion and potential engagement fatigue from multiple overlapping planning processes. The process also provides an opportunity to consider combining several plans into one document.

DISCUSSION

Under the Terms of Reference, the **REIMAGINE NANAIMO** process has been separated into five key phases, with the status of the first two phases outlined below.

Work on Phase 1 (Starting - Plan Initiation) has been achieved despite the disruptions of the COVID-19 pandemic, and within the timeline identified in the Terms of Reference October-April 2020. This includes the hiring of a consultant (Lanarc), creation of branding, and completion of various background studies, including demographic projections and a Land Inventory and Capacity Analysis.

Work on Phase 2 (Exploring - Issues and Opportunities) has been progressing. In this regard, Lanarc has prepared an innovative draft public engagement strategy that was endorsed by Council at its regular meeting held 2020-MAY-25. Since this date, Staff have been working with Lanarc to prepare the public engagement strategy for implementation and are now ready for its formal launch.

The Public Engagement Strategy is comprehensive, and will provide an accessible and flexible approach for seeking and understanding the ideas, needs, and values of the community at large. This will in turn ensure the plan updates and policies that are confirmed and generated by the process are reflective of the community's input and aspirations.

Key elements of the public engagement strategy launch will be outlined in the accompanying PowerPoint to be presented by the project consultants. The presentation will focus on background information and other outreach material to be provided to the public, the process for the promotion campaign, and survey techniques/stakeholder consultation that will be used to capture the input and preferences of the community.

OPTIONS

1. That Council receive the report titled "**REIMAGINE NANAIMO** – Public Engagement Launch" dated 2020-JUL-20, and direct Staff to formally launch the process.
 - **Advantages:** Implementation of the proposed public engagement strategy will provide an accessible and flexible approach for seeking and understanding the ideas, needs, and values of the community at large. It will ensure plan updates and policies that are confirmed and generated by the process are reflective of the community's input and aspirations. Starting an engagement strategy that is adapted to COVID-19 considerations will provide positive, innovative opportunities for our community to participate in planning for the future, while also helping maintain project timelines and objectives.
 - **Disadvantages:** The original intention to use larger public engagement events and even smaller forums for engagement activities are very unlikely to be available for the next 6 to potentially 12 months, and there is the possibility some community members may not adapt well to new ways of engaging as a result of COVID-19. This could result in the need for extending engagement timelines.
 - **Financial Implications:** None beyond the initial budget commitments already made to the **REIMAGINE NANAIMO** process.

2. That Council direct Staff to postpone formal launch of the **REIMAGINE NANAIMO** public engagement process.

- Advantages: Will ensure any edits, omissions, or lack of clarity identified by Council in the launch presentation are addressed before proceeding.
- Disadvantages: Will delay implementation of the **REIMAGINE NANAIMO** process until the launch is endorsed.
- Financial Implications: None beyond the initial budget commitments already made to the **REIMAGINE NANAIMO** process, but may result in some budget carry forward to 2022 if the project is delayed. |

SUMMARY POINTS

- The purpose of this report is to formally launch the **REIMAGINE NANAIMO** public engagement process.
- Work on Phase 2 (Exploring - Issues and Opportunities) has been progressing. In this regard, Lanarc prepared an innovative draft public engagement strategy that was endorsed by Council's at its regular meeting held 2020-MAY-25. Since this date, Staff have been working with Lanarc to prepare the public engagement strategy for implementation, and are now ready for its formal launch.
- Key elements of the public engagement strategy launch will be outlined through a PowerPoint presentation by the project consultants, focusing on background information and other outreach material to be provided to the public, the process for the promotion campaign, and survey techniques/stakeholder consultation that will be used to capture the input and preferences of the community.

Submitted by:

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Concurrence by:

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NANAIMO

Our City, Our Voices.
July 20, 2020 | Engagement Launch

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NANAIMO

What is in
REIMAGINE
NANAIMO?

- 

OCP Update
- 

Parks, Rec & Culture Plan Update
- 

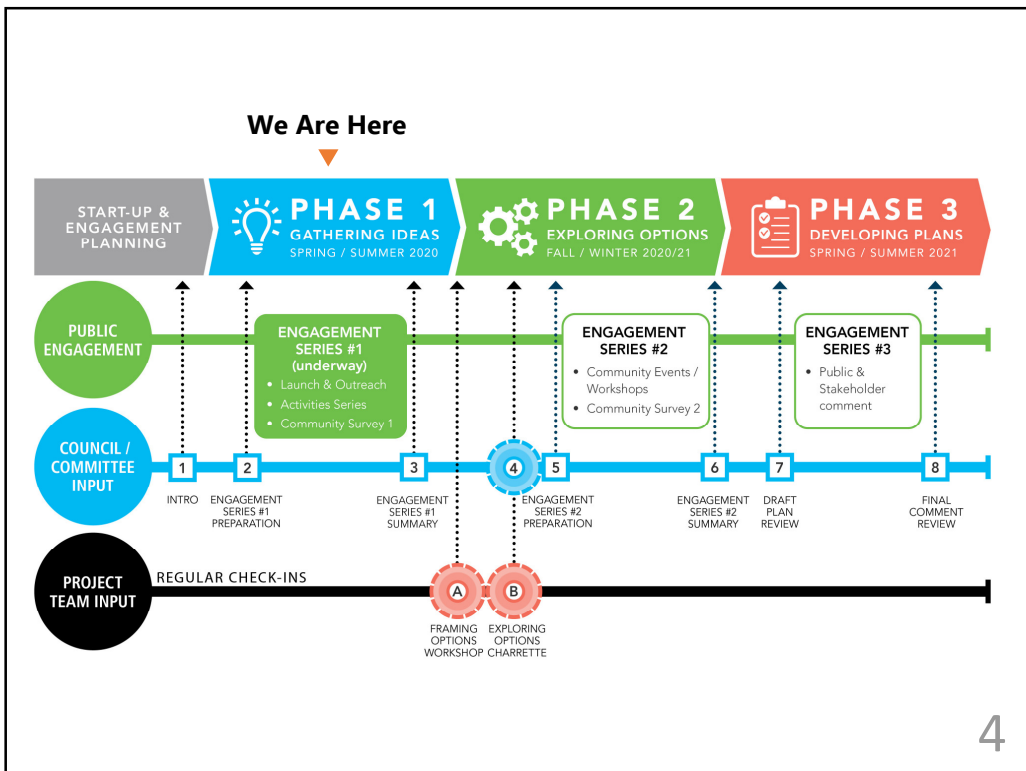
Active Transportation Plan
- 

Climate Action Plan
- 

Economic Development Plan
- 

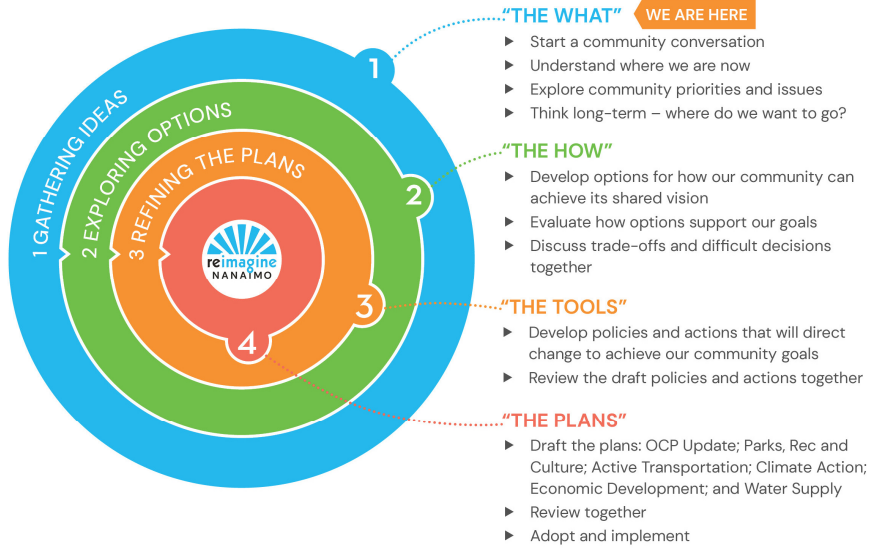
Water Supply Strategic Plan

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THE PROCESS

A JOURNEY FROM BIG IDEAS TO FOCUSED DIRECTION



What Will Make Us Successful in our Planning?

A Clear Path Forward

Choices we make today will impact our future. Our plans must reflect all our voices and be understood by everyone.

An Understanding of Priorities

We want to identify priorities to allow us to focus in on the BIG MOVES that are important for us as a community to achieve.



Realistic & Measurable Directions

Our vision will be achieved step by step, so we need to work together to help measure progress and stay on course!

An Involved Community

Creating a collective community vision requires a unified effort to make our desires become reality. Let's do this together.

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Everyone has a voice in planning our city.

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“Community engagement is more than a town hall meeting or an open house: it is a culture fostered within an entire organization and a community. It is a culture where communication is meaningful and authentic; and asking questions makes a resident feel heard and respected at all levels.”

- *Community Engagement Task Force Final Report*

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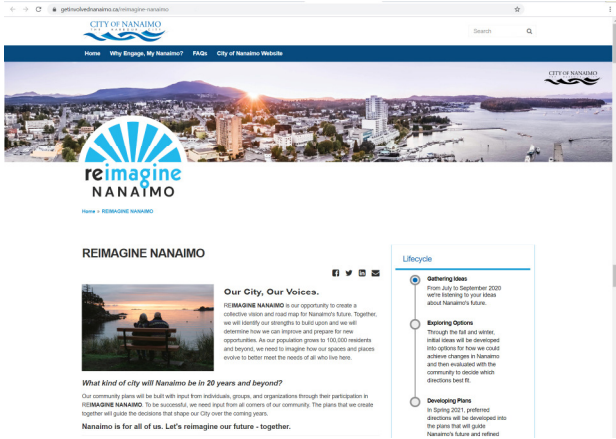



Engaging while physical distancing

**Phase 1
Engagement Activities**



Project Webpage: getinvolvednanaimo.ca

- Project details
- Background
- New content added regularly
- How to be involved
- Interactive Tools – Polls, Mapping, Questions, Stories

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Social Media – Like and Share!



Facebook



Twitter



Instagram



Print Outreach – Being Visible

Items to Give Out



Project Cards



Stickers



Buttons



Temporary Tattoos



Print Outreach – Being Visible Items to Be Seen Around Town



Vehicle Magnets



Window & Door
Decals



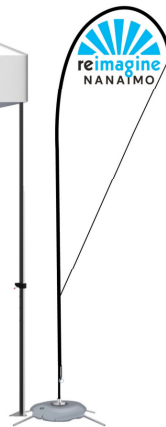
Truck Signs

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Print Outreach – Being Visible Items to Be Used at Activities



Banners & Flags



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Input Questionnaires



- Opportunities to provide initial input to the process
- Range of topics addressed
- Two versions:



Statistically-valid

- Direct mail-out to representative sample of Nanaimo residents
- August – September 2020



Voluntary

- Open to all
- July – September 2020
- Online or print options
- Choices for both high-level and deeper input

Incentives for participating in either version

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Stakeholder Outreach – Connecting through existing networks



Direct outreach to:

- Council Committees
- Development Industry
- Health Organizations
- Recreational Associations
- Community-based Organizations
- Business Organizations
- Local Business
- Educational Institutions
- Cultural Organizations
- Transportation Representatives
- + more

Invitation to:

- Participate in the Process
- Join Online Meetings / Workshops
- Opportunities to Meet with City Staff

Our Ask:

- Raise awareness
- Encourage others to be involved
- Participate in meetings and activities
- Help us break down barriers

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Community Leaders Kit – Supporting conversations



What's in it?

- Small Posters
- Project Backgrounders
- Hard Copies of the Input Questionnaires
- Engagement Activity Schedule
- Kids Activity Booklet
- FAQs Document
- Project Cards
- Project Stickers

Distribution

- Pick one up at City Offices
- By mail upon request
- By email upon request

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REIMAGINE Topic of the Week – Focusing in on key areas



Week	Topic
1	Introduction & Welcome
2	How We Stay Green & Adapt – our environment
3	How We Live – our housing
4	How We Care – inclusivity & accessibility
5	How We Work – our economy & jobs
6	How We Move – our transportation
7	How We Have Fun – our parks, recreation & culture
8	Transition

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Backgrounders – Introducing key topics



- Brief backgrounders about key topics in Nanaimo today
- Highlights trends, changes, issues, and opportunities
- Starting point for discussions
- Weekly promotion

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Videos – Making information accessible



- Background about key topics
- Presented by a member of Mayor and Council
- Encourage people to learn more and stay involved

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Online Workshops –

Bringing people together in conversation



- Online, interactive workshops
- Final dates and times TBD
- Open to anyone wanting to participate
- Target size 8-30 people (breakout format for more than 12 people)
- Participants will be asked to sign-up for meetings

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Creative Community Contest – REIMAGINING creatively



- Invitation for people to share their inspiration for a future Nanaimo – their own way
- All ages and interests
- Through Phase 1 engagement
- Prizes available

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Kids Activity Book – Engaging our younger residents



- Series of activities for kids ages 7-14
- Opportunity to learn more about planning
- Distributed through SD#68, recreation, other
- Hope to receive completed activities back!

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Static Stations – Catching people where they are



- “Quick” comment opportunities at strategic locations in the community
- For example, rec centres, City Hall
- Other locations could be explored
- Designed to limit potential shared materials

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STAYING IN TOUCH



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