

Cordova Bay

LOCAL AREA PLAN

Public Engagement Strategy

March 8, 2018

1. Context

On November 27, 2017, Saanich Council approved a Project Terms of Reference to guide the update of the Local Area Plan (LAP) for Cordova Bay over the next 20 to 30 years. Public engagement activities bring public and stakeholder voices to inform the update of the LAP. This document outlines the approach the project will take toward public engagement including public engagement objectives, desired outcomes and techniques.

The following engagement strategy adheres to International Association for Public Participation (IAP2) principles.

2. Purpose

The purpose of the Engagement Strategy is to outline an approach that will attract a high level of community participation, involvement and ownership in the development of the local area plan. The Strategy seeks to ensure that broad input into the planning process is received from a variety of community members and stakeholders. Overall, the Engagement Strategy tries to balance meaningful engagement with a timely process to deliver the updated LAP.

3. Scope of Public Engagement

Public engagement is planned within all phases of the project:

Phase 1 (Project Initiation) – Launch project website, meet with key stakeholders, establish the Advisory Committee.

Phase 2 (Community Visioning) – Engage the community on community vision, objectives, issues and priorities.

Phase 3 (Plan Development) – Engage the community on detailed study of policy options, priorities, and design guidelines for the Village area.

Phase 4 (Draft Plan Review) – Engage the community on Draft Plan policies.

Phase 5 (Plan Finalization) – Inform the community when Council will consider the Draft LAP.



4. Guiding Principles for Engagement

The Engagement Strategy is developed in alignment with IAP2 protocols, its core values, and the IAP2 Spectrum of Public Participation (see Figure 1). Guidance for the engagement process is also provided by input from the Advisory Committee, the Terms of Reference for both the project and the Advisory Committee, and the District’s Public Participation Policy. As identified in the Public Participation Policy, the following five principles will guide all public engagement activities:

- **Inclusiveness:** The District will endeavor to involve and enable the participation of all interested parties across the full range of our diverse population.
- **Transparency:** The District will endeavor to ensure decision processes, procedures and constraints are understood and followed. The purpose and limitations on public participation will be made clear. Respective roles and responsibilities will be clearly communicated. Feedback will be provided on what stakeholders said and how their opinion was considered by decision makers.
- **Access:** The District will ensure that accurate information is available to participants in a timely manner.
- **Respect:** Public participation requires the mutual respect of all participants. The District will listen with an open mind and show consideration and value for another person’s point of view.
- **Honesty:** In conducting public participation the District will demonstrate our core value of honesty; we will tell the truth, follow through on commitments and act in a trustworthy manner.

	INTENSITY OF ENGAGEMENT				
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulation of solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Figure 1: The International Association for Public Participation (IAP2) Spectrum

5. Decision Maker

Saanich Council is the ultimate decision-maker for the Cordova Bay Local Area Plan. The plan is expected to be presented to Council for consideration and adoption in April 2019. As outlined in the Terms of Reference, Saanich staff are responsible for community engagement, with the Advisory Committee serving as a key advisor on techniques and outreach. Staff will provide updates to Council throughout the duration of the project to ensure they are aware of the project status and key milestones.

6. Stakeholders

The following are stakeholders and stakeholder groups identified in the project Terms of Reference. This list may be expanded as the project progresses.

- Cordova Bay residents (owners, renters, all ages, all abilities, long-time residents, newer residents, visible minorities)
 - Cordova Bay property owners (including agricultural land owners, absent owners)
 - Cordova Bay Association for Community Affairs
 - Cordova Bay Vision Group
 - Parent Advisory Committees (PACs)
 - Cordova Bay Community Club
 - Mattick's Farm
 - Cordova Bay Plaza owners
 - Jawl Properties Ltd.
 - Aragon (Trio site owners)
 - Local business owners
 - Faith organizations (i.e. St. David Anglican, Cordova Bay United, Elk Lake Baptist)
 - Cordova Bay 55+ Association
 - Cordova Bay Golf Course
 - School District No.63 (Cordova Bay Elementary School, Claremont Secondary School)
 - Recreational users groups (cyclists, kayakers, team sports, equestrian)
 - District of Central Saanich
 - Agricultural Land Commission
 - Urban Development Institute, CHBA, VRBA
 - Saanich Advisory Committees
 - BC Transit, MOTI
 - Local realtors

- Environmental conservation groups
- Strata organizations
- Others identified throughout the process.

7. Engagement Objectives by Phase

For each phase of the project, engagement objectives describe the purpose/intensity (i.e. inform, consult, involve, collaborate) of engagement initiatives, and the audience to whom they are directed.

In addition, engagement objectives identify:

- Desired outcomes, which articulate a changed state (i.e. understanding);
- Techniques to be used; and
- Outputs or products/deliverables.

Engagement techniques may be adapted/supplemented in each Phase based on public feedback, Advisory Committee input and opportunities that arise.

PHASE 1 – PROJECT INITIATION			
OBJECTIVES	OUTCOMES	TECHNIQUES	OUTPUTS
To <i>inform</i> key stakeholders and the public of the LAP planning process	Residents are aware of the project, understand the planning process, and are inspired to get involved	Project website, notification list, email updates, social media, media advertisement, communications materials, background information	Notification list, applications for Advisory Committee
To <i>consult</i> key stakeholders to promote the project and to identify key issues and priorities	Stakeholder groups notify their members of the project, and issues and priorities are identified	Interviews, meetings with stakeholder groups	Notification list, applications for Advisory Committee, Input on issues and priorities
To <i>inform</i> the Advisory Committee of the project Terms of Reference, project work plan, and role of the Advisory Committee	Advisory Committee members understand the planning process and the Advisory Committee role	Meeting	Schedule and meeting times for Advisory Committee

PHASE 2 – COMMUNITY VISIONING			
OBJECTIVES	OUTCOME	TECHNIQUES	OUTPUTS
To <i>involve</i> and <i>collaborate</i> with the Advisory Committee on designing the engagement strategy	Advisory Committee endorses Engagement Strategy	Meeting(s)	Engagement Strategy

To <i>inform</i> the public of events and opportunities for input	The public is aware of opportunities for participation.	Website updates, email to Notification List, social media, print media, posters, mail outs	Attendance and participation at events
To <i>involve</i> the public and stakeholders in defining a vision and identifying key issues and priorities	The public and stakeholders share their ideas and feel engaged in project	Community workshops, Interviews, virtual workshops, walkabouts, survey	List of issues, opportunities and priorities. Vision elements
To <i>inform</i> the public of input received on vision, key issues, priorities	The public is aware of engagement and survey results.	Website updates, email to Notification List, social media, print media, Phase 2 Engagement Summary	Public is kept engaged and interested in the process
To <i>consult</i> with the Advisory Committee in identifying design of Phase 3 engagement	Advisory Committee provides input on workshops and other phase 3 engagement techniques and required supporting information	Meeting(s), email communication	Confirmation and detailing of phase 3 engagement activities

PHASE 3 – PLAN DEVELOPMENT			
OBJECTIVES	OUTCOME	TECHNIQUES	OUTPUTS
To <i>inform</i> the public of Phase 3 engagement opportunities	The public is aware of further opportunities for participation	Website updates, email to Notification List, social media, printed materials	Attendance and participation at further workshops
To <i>involve</i> the public in the development and review of policy options	The public contributes and discusses their ideas on policy options.	Focus groups, workshops, meetings, design charrette, virtual workshops/charrette	Input on key policy options
To <i>involve</i> the Advisory Committee in the review of policy options and design guidelines	Advisory Committee provides input on policy options and design guidelines	Meeting(s)	Input to policy options and design guidelines for drafting the plan

PHASE 4 – DRAFT PLAN REVIEW			
OBJECTIVES	OUTCOME	TECHNIQUES	OUTPUTS
To <i>consult</i> the Advisory Committee on the draft plan	Advisory Committee reviews the draft plan prior to public review	Meeting(s)	Draft plan ready for broader public engagement
To <i>inform</i> the public of draft plan review	The public is aware of opportunities to provide feedback on draft plan	Website updates, email to Notification List, social media, print media, print materials	Participation at Open House and on survey
To <i>consult</i> the public on draft plan	The public shares their opinions, preferences and concerns on draft plan	Open houses, virtual Open House, survey	Feedback on the draft plan
To <i>consult</i> with the	Advisory Committee	Meeting(s)	Proposed LAP for

Advisory Committee to produce a proposed LAP	provides input on the final Draft LAP and ensures public input has been addressed in final LAP		Council's consideration
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PHASE 5 – PLAN ADOPTION			
OBJECTIVES	OUTCOME	TECHNIQUES	OUTPUTS
To <i>inform</i> the public on changes to the draft LAP and when the proposed LAP will be on a Council agenda.	The public is aware of how their comments were addressed in the proposed LAP and when the LAP will be considered by Council for adoption	Website updates, email to Notification List, social media	Input from the public on proposed LAP at Council meeting

8. Key Engagement Techniques

The following are the key public engagement techniques for each phase of the Local Area Plan planning process. The techniques may be adapted as the project proceeds to optimize engagement outcomes and respond to community feedback.

The engagement topics for the public start with broad, visionary questions and “funnel” into more specific input as the project advances (see Figure 2).

Phase 1 – Building Awareness

1. Project website (September 2017)

The project webpage was set up on the Saanich website. A short URL was developed as part of the brand.

2. Notification list (October 2017)

An on-line notification link using Campaigner was set up on the project web page allowing for self-registration.

3. Communication materials (October 2017)

A word mark for the project was developed and put on the web pages and all materials. Project marketing material was printed on business cards and distributed within Cordova Bay at key locations driving residents to the project website and encouraging people to sign up for notifications.

4. Community Advisory Committee (January 2018)

A public search for community members interested in serving on an Advisory Committee was held, which also served as a way to raise awareness about the project in the media, on social media, and through community networks. The Advisory Committee first met on February 22, 2018.

Phase 2 – Community Visioning (February to April 2018)

1. Speaker Series (March to May 2018):

Two Speaker Events are targeted near the beginning of the process to raise awareness of key community planning issues and build interest in the Local Area Plan update process. The Speaker Series would support multiple other current planning initiatives, including the Cadboro Bay Local Area Plan update, the Garden Suites Study, Active Transportation Plan, and the Climate Plan: 100% Renewable Saanich.

2. Pop-up Events (March/April 2018):

Small booths in a variety of community locations that will have interactive displays to get feedback and provide information from Saanich Planning staff on the project and upcoming events.

3. Community Visioning Workshop (April 2018):

A community workshop will be held over several days to give the public an opportunity to identify community values and work towards building a vision for Cordova Bay, and go gain feedback on issues, opportunities, and priorities for enhancing Cordova Bay Local Area. A virtual version on-line will also run concurrently.

4. Survey – Community Issues (March/April 2018):

On-line and paper survey to get feedback on issues, opportunities, and priorities for enhancing Cordova Bay Local Area.

5. Meetings, Walkabouts and Stakeholder Interviews (April 2018)

Gather more information on key issues by holding meetings, walking tours, and stakeholder interviews as needed.

Phase 3 – Plan Development (May to September 2018)

1. Cordova Bay Village Design Charrette (May 2018)

Design workshop to explore land use, design guidelines and public realm and mobility enhancements in Cordova Bay Village. This will be an intensive facilitated session with community stakeholders looking to provide direction on future land use change in the Village.

2. Workshops on Priority Issues (June, Fall 2018)

Workshops with members of the public and community stakeholders to discuss policy options to respond to key community issues. Topics of workshops will be determined by public input in Phase 2, background research on emerging trends, and advice from the Advisory Committee.

Phase 4 – Draft Plan Review (October to January 2019)

1. Draft Plan Open House (January 2019)

The draft Plan will be presented at Open Houses where community members will be able to review and provide feedback on plan directions.

2. Draft Plan Survey (January 2019)

On-line and paper survey to gather feedback and assess support for the Draft Plan. Feedback received will be used to make edits to the Draft Plan.

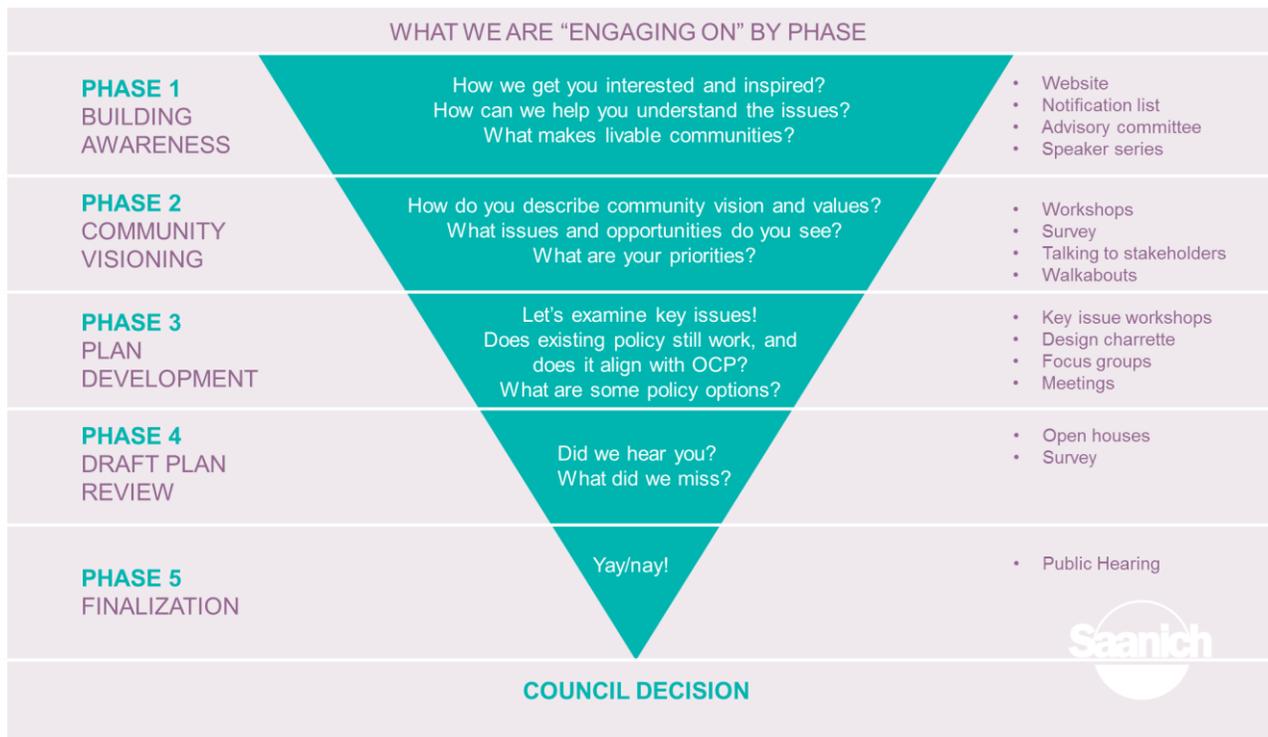


Figure 2: Public engagement techniques and questions by phase